IBM SolutionsConnect 2015

Seize the Moment.

Enterprise innovation in the new era of IT

IBM

The new era is defined by three shifts

SHIFT 1
Data is becoming the world's new **natural resource**, transforming industries and professions.

SHIFT 2
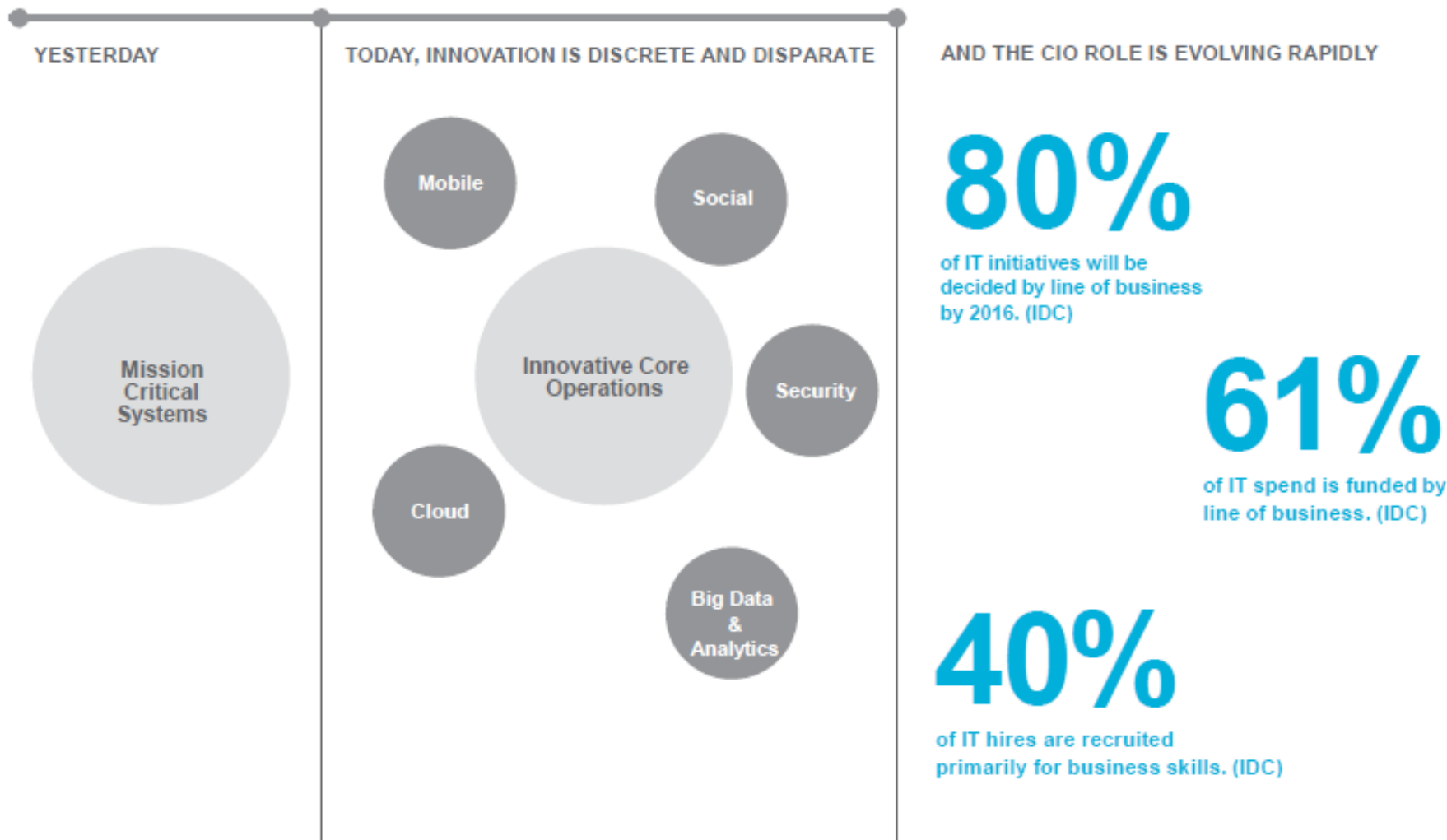The emergence of **cloud** is transforming IT and business processes into digital services.

SHIFT 3
Mobile and **social** are transforming individual **engagement** – creating expectations of security, trust and value in return for personal information.

OUR POINT OF VIEW
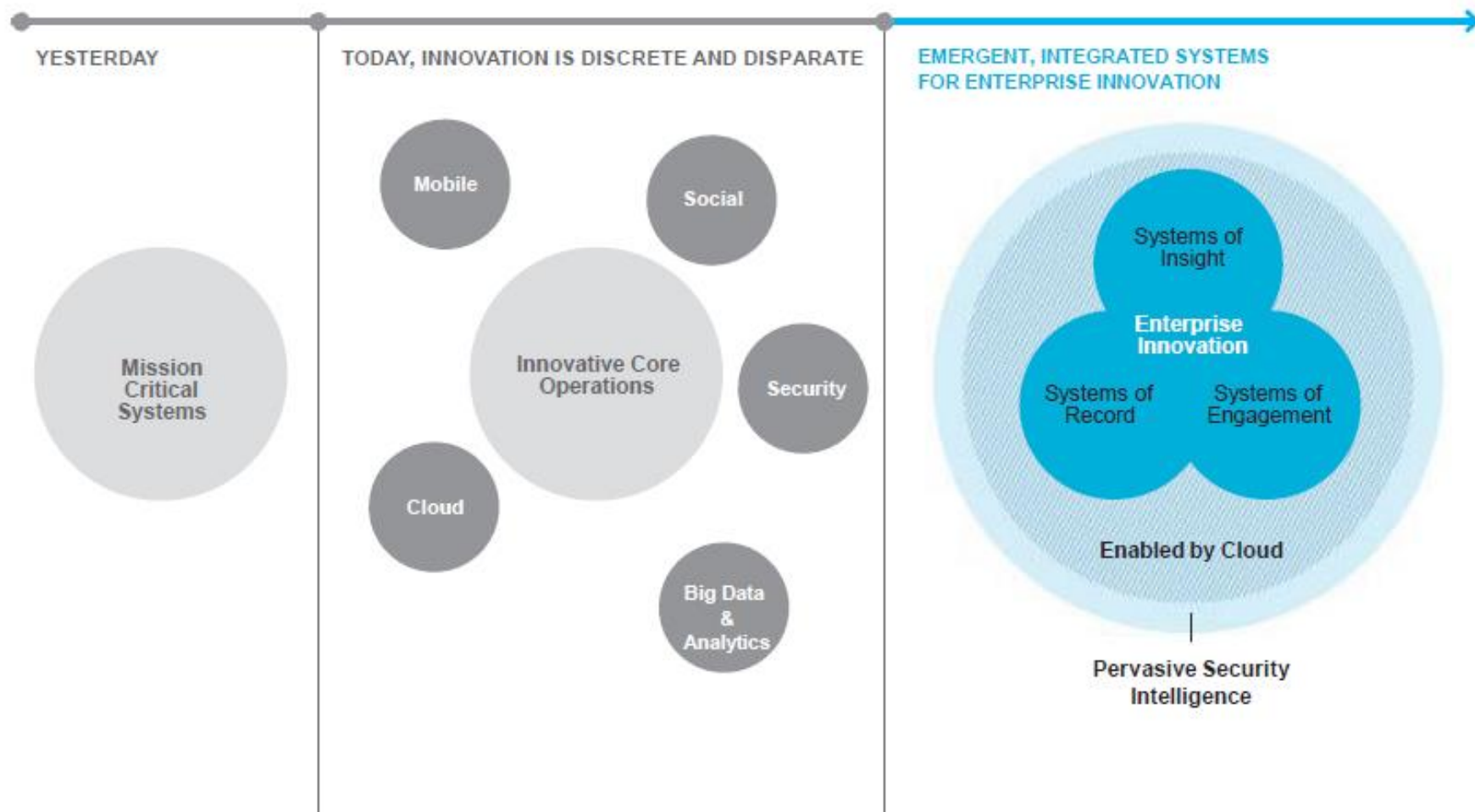Data is the new basis of competitive advantage.

OUR POINT OF VIEW
Cloud is the path to new business models.

OUR POINT OF VIEW
A systematic approach to engagement is now required.

# Leaders need to move beyond today's discrete and disparate innovation

YESTERDAY

TODAY, INNOVATION IS DISCRETE AND DISPARATE

AND THE CIO ROLE IS EVOLVING RAPIDLY

Mission Critical Systems

Mobile

Social

Innovative Core Operations

Security

Cloud

Big Data & Analytics

80%
of IT initiatives will be decided by line of business by 2016. (IDC)

61%
of IT spend is funded by line of business. (IDC)

40%
of IT hires are recruited primarily for business skills. (IDC)

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Enterprise innovation will be realized through the integration of new era technologies with core systems

YESTERDAY

TODAY, INNOVATION IS DISCRETE AND DISPARATE

EMERGENT, INTEGRATED SYSTEMS FOR ENTERPRISE INNOVATION

Mission Critical Systems

Mobile

Social

Innovative Core Operations

Security

Cloud

Big Data & Analytics

Systems of Insight

Enterprise Innovation

Systems of Record

Systems of Engagement

Enabled by Cloud

Pervasive Security Intelligence

Leaders will take a systematic and integrated approach to drive enterprise innovation
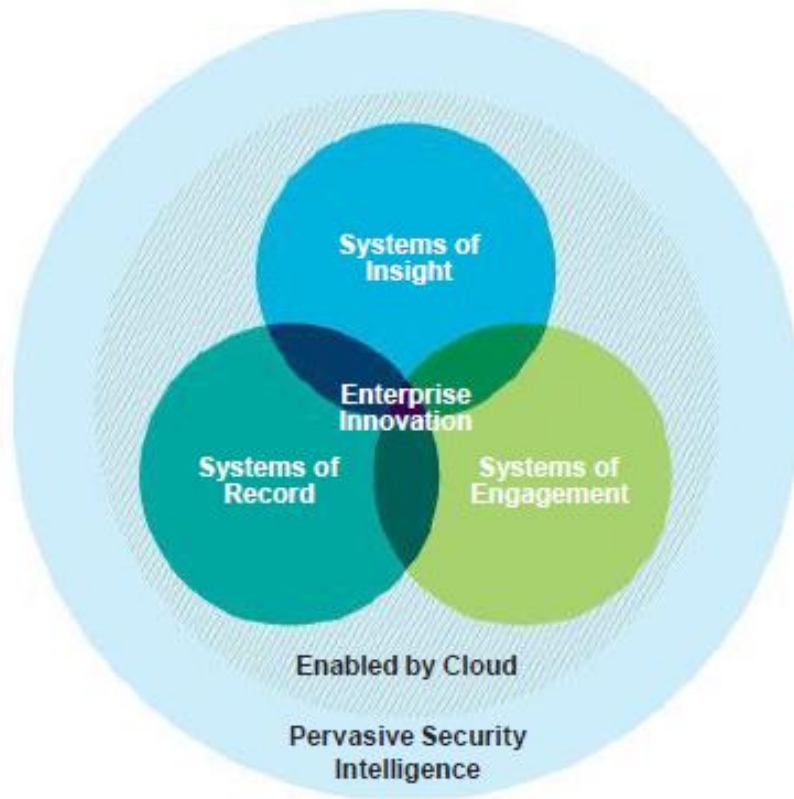
IBM works with you to build and integrate:

Systems of Engagement

How are you harnessing mobile and social to transform relationships with customers, employees and citizens?

Systems of Insight

How are you harnessing Big Data for competitive advantage?

Systems of Record

How are you transforming your existing IT systems for the requirements of the new era?
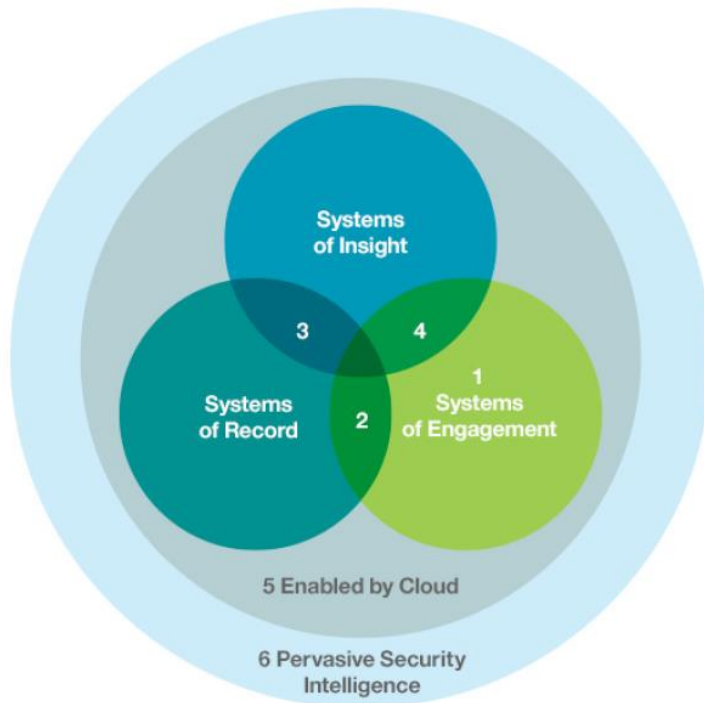
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The client story

Imagine if a CMO of a national retailer has asked the CIO to help her improve the customers' shopping experience and as a consequence, the retailer's share-of-wallet.

In essence, they want the capability to strengthen their knowledge of the customer and make compelling offers.

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Here is what a solution might look like in the context of our integrated systems:

Systems of Insight

3   4

Systems of Record   2   1 Systems of Engagement

5 Enabled by Cloud

6 Pervasive Security Intelligence

1. Customer shops via the mobile app

2. Transaction is processed for pick up in the store

3. Analytics determines the best additional promotions from the customer's history

4. Offers delivered to customer's mobile device

5. Mobile and analytics technology run on a hybrid cloud environment

6. Multiple points of access are secured

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Systems of Engagement
Harness mobile and social to transform relationships with customers, employees and citizens.

Overseas-Chinese Banking Corp (OCBC) wins the loyalty of each customer by personalizing marketing interactions.

What?
OCBC needed to increase revenue opportunities and regain its leading position in the market.

How?

IBM's Enterprise Marketing Management (EMM) Suite coordinated personalized marketing interactions across 10 communication channels and touchpoints.

Now?

ROI was achieved within 18 months of implementation. Marketing driven revenue increased by triple digit percentages.

Systems of Insight

Turn big data into a competitive advantage.

New York Police Department harnesses data and analytics to change the way its officers work

What?

NYPD needed to find crime hotspots and prevent crime before it happened.

How?

IBM helped NYPD create a real-time Crime Information Warehouse (CIW) to help officers more proactively and effectively fight crime.

Now?

Reduced crime by 35%, making NYC one of the safest cities in the US.

Systems of Record
Transform existing IT systems for the requirements of the new era.

Coca-Cola transforms its existing IT systems to meet the needs of its future

What?
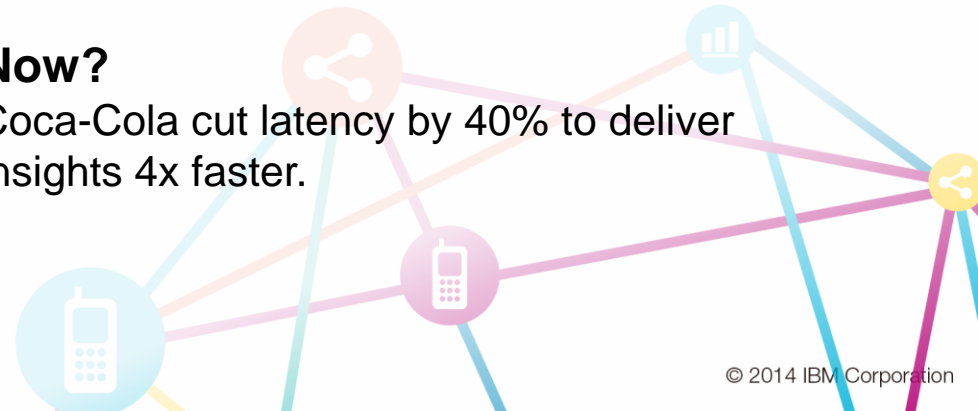Coca-Cola Bottling Consolidated wanted to significantly cut inventory-carrying costs.

How?
IBM's FlashSystem Enterprise Solutions processed 20x more forecasting data overnight to help better plan deliveries.

Now?
Coca-Cola cut latency by 40% to deliver insights 4x faster.

Bharat Light and Power uses cloud to enable a more efficient system that scales for the future

Cloud
Innovation, speed, scale and efficiency enabled by cloud.

What?
Bharat Light & Power (BLP) needed to help India achieve 100 GW of new energy generation capacity over five years.

How?
A 10-year IBM collaboration integrating and scaling disparate systems with SoftLayer, monitored and managed with IBM's analytics capabilities.

Now?
BLP now has a scalable, hybrid infrastructure built for explosive growth.

Security

Pervasive security intelligence against threats to your systems.

Global Financial Services Firm protects the most important 2,000+ databases

What?

GFSF needed to provide protection for critical corporate data spread across multiple databases from multiple vendors (e.g., Oracle, SQL, DB2, Windows, Linus).

How?

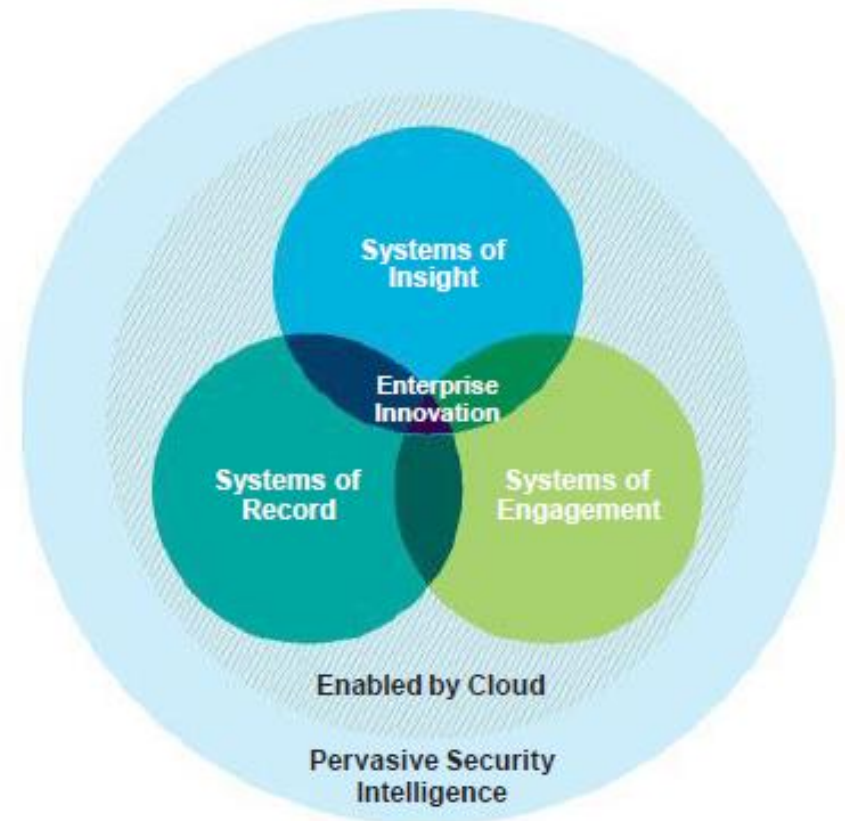IBM's InfoSphere Guardium ensures the integrity of sensitive data.

Now?

GFSF saved $20M as compensating control for encryption. Improved security for 2,000 databases containing financial, credit card, PII data and intellectual property.

Why partner with IBM

+ We integrate new capabilities and technologies to transform your existing IT systems.

+ We innovate enterprise-grade products and services—in data and analytics, cloud, social, mobile and security.

+ We help secure your most valuable data, devices and systems with pervasive security intelligence you can trust.

Systems of Insight

Enterprise Innovation

Systems of Record

Systems of Engagement

Enabled by Cloud

Pervasive Security Intelligence

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Thank You

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