



**Taming the Digital Dragon:
Fostering Innovation on the mainframe
to Enhance Customer Engagement**

Twickenham Stadium, London, Box 3070
5th November 2014, 2:00 PM - 4:00 PM

***the Executive Event at Business Connect
for IBM mainframe customers***

**BusinessConnect
2014.**



AGENDA

14:00 Executive Welcome

(Ken Comrie - Head of z Software Group)

14:05 Build Digital Leadership: Reacting quickly to capture “Business Moments”

(Karmjeet Kahlon - WW Director z Software)

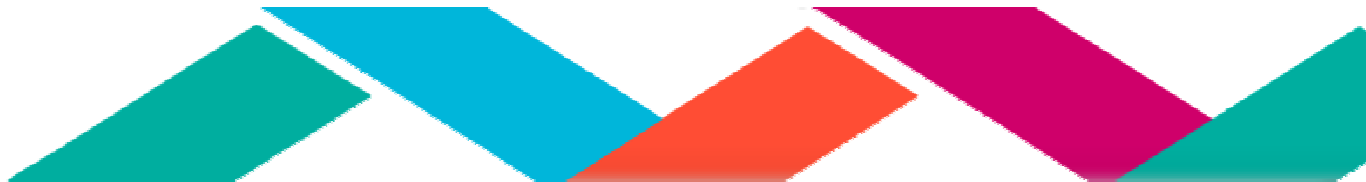
14:45 Build Customer Centric Innovation

(Dave Jeffries - WW Director z Software - Big Data and Analytics)

15:25 Turning the tide on IT Legacy Spend. Delivering “Just in time” projects to build sustainable revenue growth

(Innes Read - IBM Project Office for Total Cost of Ownership)

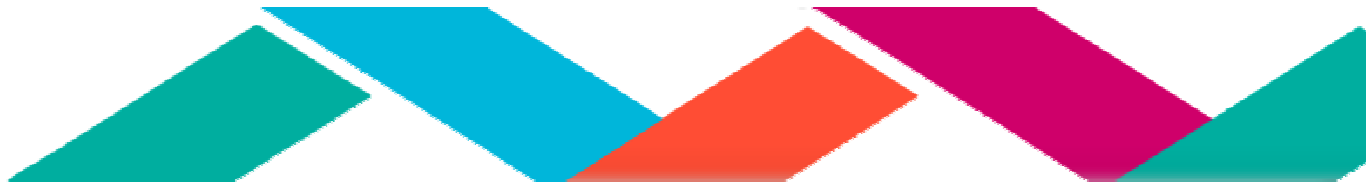
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Presentation highlights of

**Build Customer Centric Innovation
(Dave Jeffries - WW Director z Software - Big Data and Analytics)**

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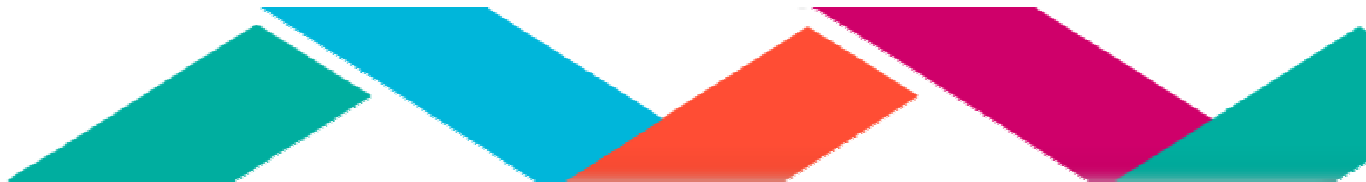
The Analyst Community Has Taken Notice!

Gartner®

- “By eliminating analytic latency and data synchronization issues, hybrid transaction/analytical processing will enable IT leaders to simplify their information management infrastructure”
- “This architecture will drive the most innovation in real-time analytics over the next 10 years via greater situation awareness and improved business agility”

Gartner Research Note G00259033: Gartner 01-2014 Hybrid Transaction Analytical Processing Will Foster Opportunities

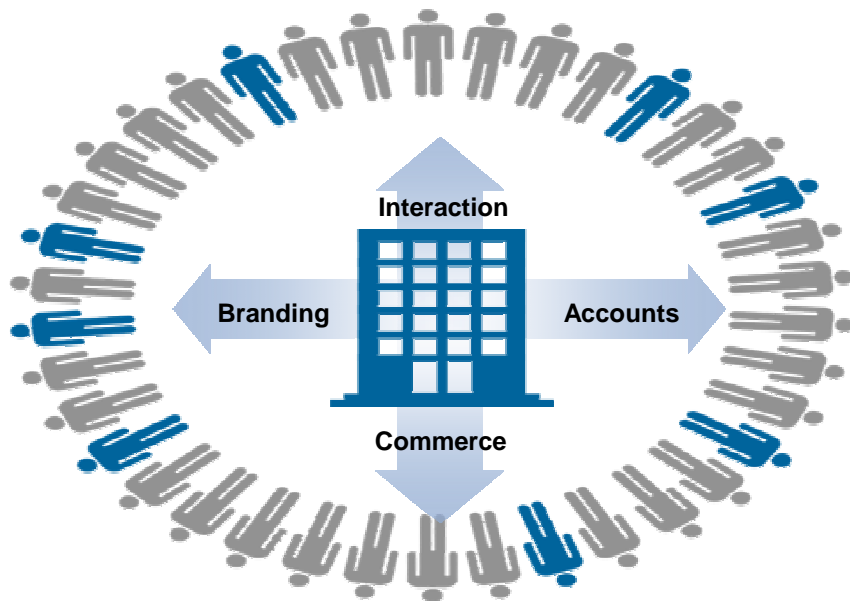
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Increasing Consumer Expectations

The business relationship has changed forever

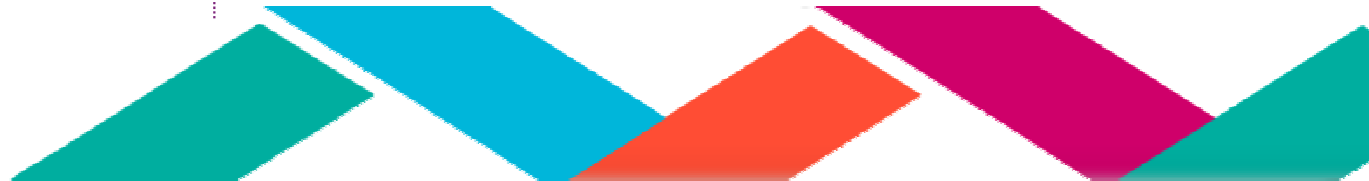
Then: *"I have an offer – let me find a customer I can sell to"*



Now: *"I have a customer – what do they need most?"*



Customer experience is the competitive advantage for top-line growth

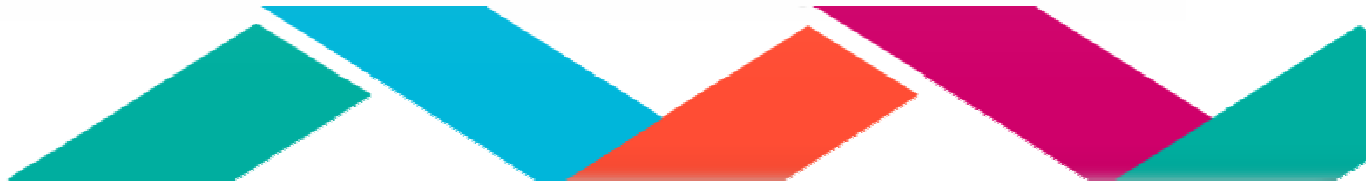


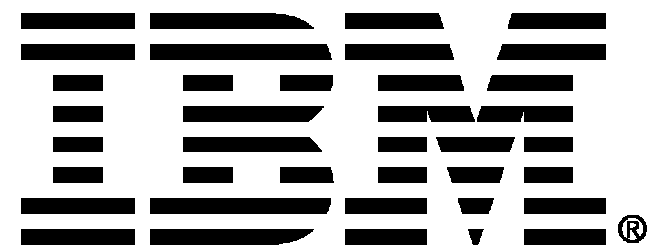
For many organisations transactional data originates on IBM System z



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- 70% of the data accessed for analytics originates on IBM System z
- 2/3 of business transactions for US retail banks run directly on mainframes
- Businesses that run on System z
 - 92 of the top 100 worldwide banks
 - 23 of the top 25 U.S. retailers
 - 10 of the top 10 global life / health insurance providers
 - 23 out of the 25 largest airlines





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