

IBM Business Connect

Business Without Limits.

July 18 | Sandton Convention Centre, Johannesburg

IBM Changing Lives

Baba Zoumanigui

18 July 2013



<https://www.facebook.com/IBMSouthAfrica/events>



#IBMBC2013



Africa the next growth frontier



1B

Residents of Africa,
51.5M South Africa

1.1B

African's of
working age, 2040

\$1.6T

Africa's collective GDP
in 2008



\$2.6T

Africa's collective
GDP in 2020

\$860M

Africa's combined
consumer spending in
2008



\$1.4T

Africa's consumer
spending in 2020

40%

African's live in cities,
62% of South Africans.



50%

The portion of Africans
living in cities by 2030



316M

new mobile phone
subscribers signed up
in Africa since 2000

128M

African households with
discretionary income in
2020

20

African companies with
revenues of at least \$3bn

60%

Represents Africa's share
of the world's total
uncultivated, arable land

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What top trends are transforming our landscape



Increased globalisation



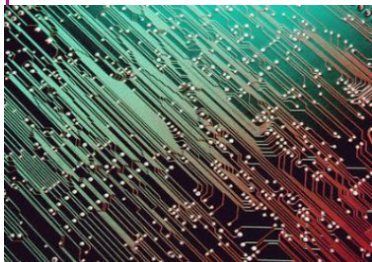
*The shift from **domestic to global** is being propelled by economic crisis, unlike anything we have seen before.*

Social impact



*Mobility and **social networking** are key drivers to innovate new business models.*

Data explodes



***Big Data and analytics** will be a key differentiator. Driven by increasing use of mobiles, the internet and video.*

Consumers are seizing control



*People increasingly **connect with each other** to exchange information*



How has the landscape changed



Single transactions to  personalised **engagement**

Millions of PCs to  **billions** of mobile devices

Structured data to  massive amounts of **unstructured** data

Static applications to  **dynamic** services

Rigid infrastructure to  an **elastic** cloud infrastructure

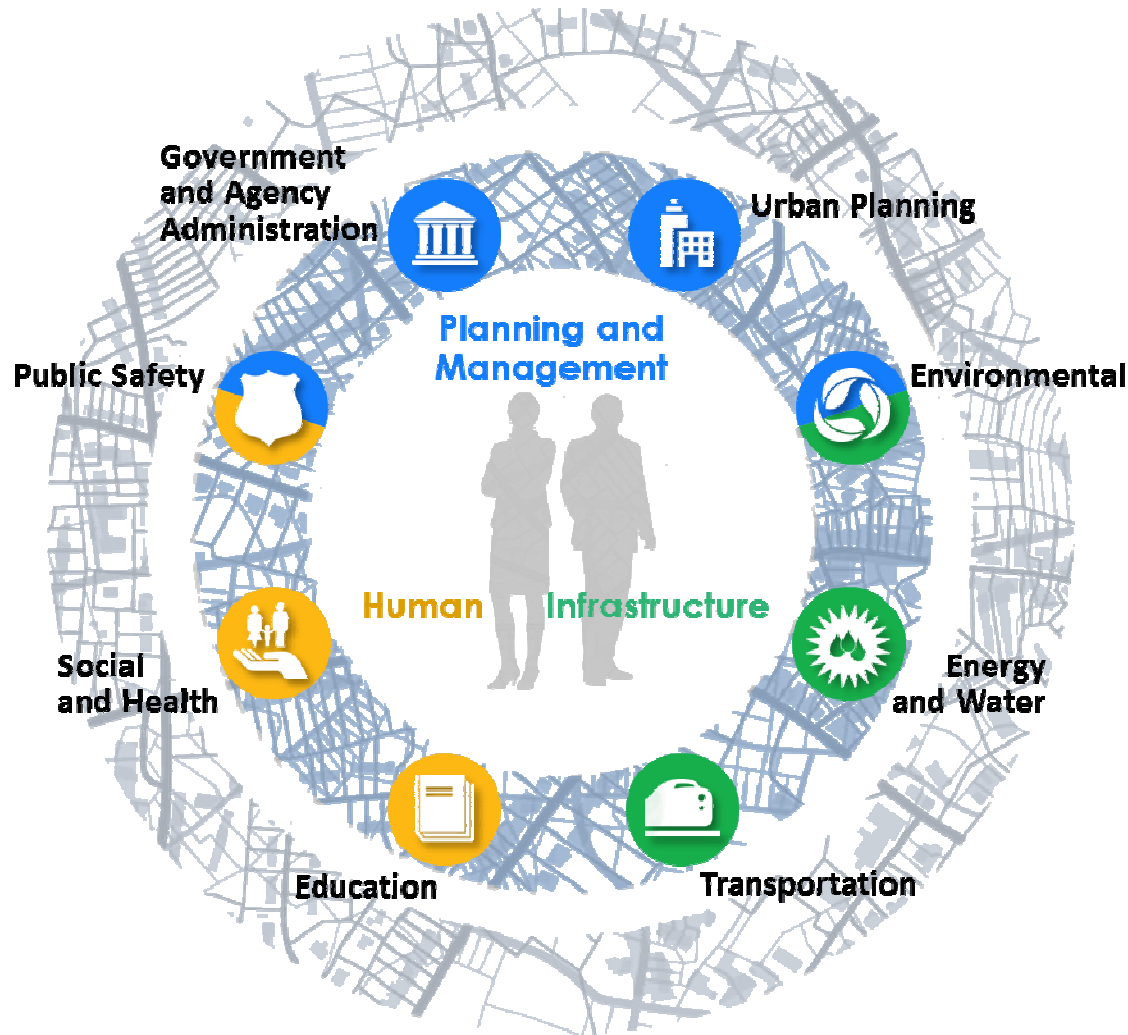
Reactive security to  intelligent, **proactive** protection

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“Smarter” is a need to leverage information



➤ **Serve** in new ways

➤ **Extend** through mobile

➤ **Analytics to Know and Act**

➤ **Speed delivery** of Services

➤ **Drive strategic change**

➤ **Protect** pro-activity

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Africa's accelerated growth, created by urbanisation



Urbanisation brings about challenges:

- Infrastructure
- Healthcare
- Education
- Security



Smarter Infrastructure management

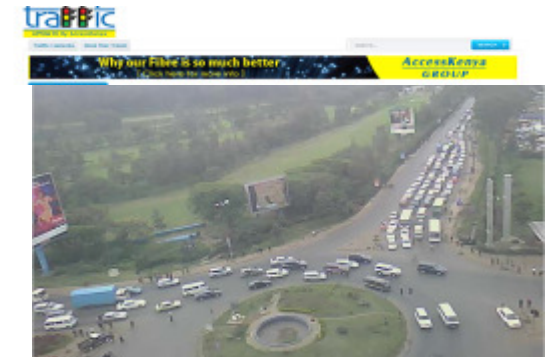


50% of tap water is wasted in South Africa

R7B worth of water is lost in South Africa

30% of roads are paved in Africa.

1.2M cars in Kenya



Smarter Water.

- Geo tag enabled mobile application and sms service.
- Assists service delivery, through instant reporting of a water issue directly to the municipalities.



Smarter Traffic.

- Integrated data from multiple sources; mobile phones, sensors and closed-circuit television, to more automatically pinpoint traffic issues.
- Eases traffic jams within 90 days of implementation.

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Smarter Commerce



33% of South Africans are unbanked

11,3M adults are unbanked.

R2,150B was spent in 2012, R3,15B expected spend for 2020

4,2M adults in middle class in South Africa.



Smarter Commerce

Banking' the unbanked "mobile money" in Kenya.

- Over 200 million transactions per month.
- Over 27 million users.
- Over \$20 million sent person to person per day.



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Smarter Healthcare



5,1M people living with HIV in South Africa.

2M number of people receiving treatment in 2012,

1000s of people die due to misdiagnosis in Africa.



Smarter Healthcare

- In Ethiopia, an analytics model built by IBM is helping doctors predict a patient's response to multiple HIV treatments with over a 78% accuracy – beating 9 out of 10 human experts in a recent study.
- Mobile technology is also being used to improve the availability of anti-malarial drugs in Tanzania and helps to prevent 1 million deaths.



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Smarter Education



26 000 schools. **12.2M** school going children in South Africa.

400 000 teachers. 1 teacher to 33 learners.

97% of children of school going age attend.

22% of teenagers travel more than 30 minutes to reach school.



Smarter Education

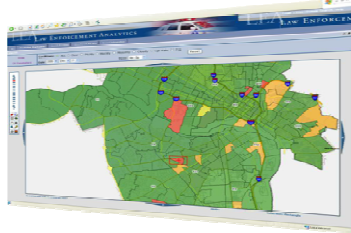
- **1,100** IBM Young Explorer units installed in all nine provinces of South Africa.
- **2,500** teachers were trained. Invested **\$3 million** over 10 years.
- India's largest digital education solution provider is working with IBM on a subscription based solution adapted for Africa to replace physical CD distribution.

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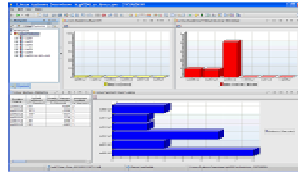
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Smarter Security



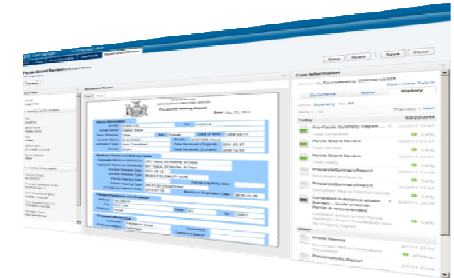
Data Driven Security Policy Making



Performance Monitoring: **1115 police stations** across South Africa.

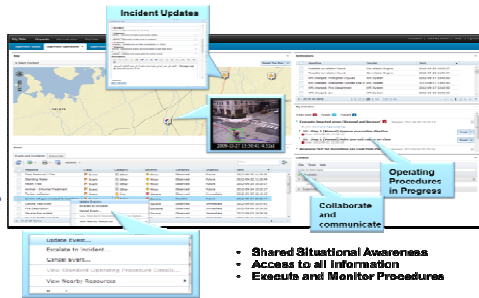


Focused Operations – a single view of tactical – strategic operations



Workstation for Justice Operations

Shared Situational Awareness. **1 policeman to every 303 citizens** in South Africa.



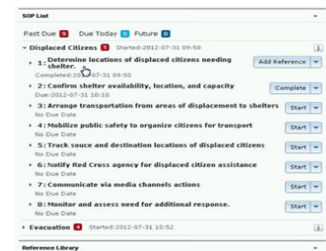
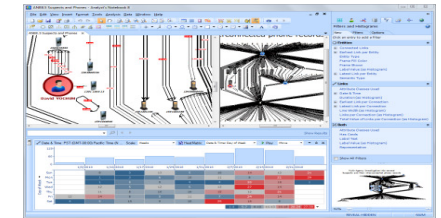
- Shared Situational Awareness
- Access to all Information
- Execute and Monitor Procedures

Smarter Security: Intelligence Led Operations



Exploiting Information to Disrupt Crime

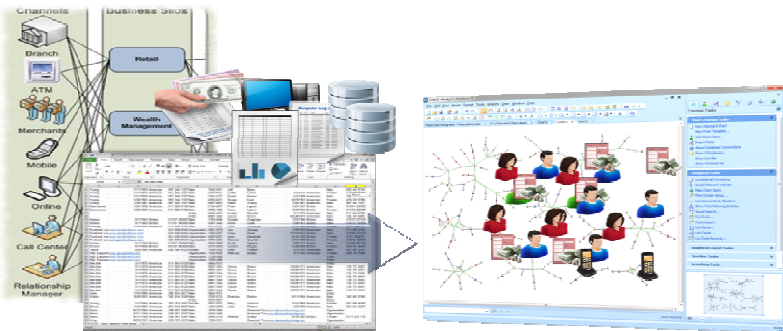
Threat Tracking: **3.1 million crimes** annually in SA only half are reported.



Common Operating Procedures



Information to the Edge. **157 518 number of policemen** in South Africa.



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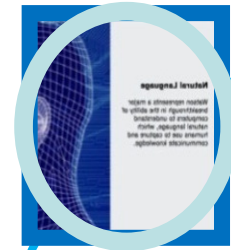


We are moving towards a new era of computing

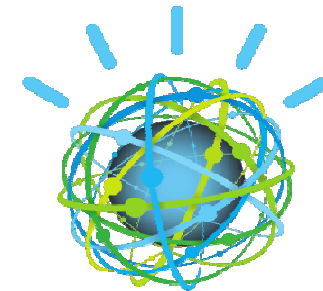


2

1 Understands **natural language** and human communication



Generates and evaluates **evidence-based hypothesis**



3 **Adapts and learns** from user selections and responses



IBM Watson

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IBM Watson Application



- **Healthcare / Life Sciences**

- Diagnostic Assistance, Evidenced-Based, and Collaborative Medicine



- **Tech Support**

- Help-desk, and Contact Centers



- **Enterprise Knowledge Management and Business Intelligence**

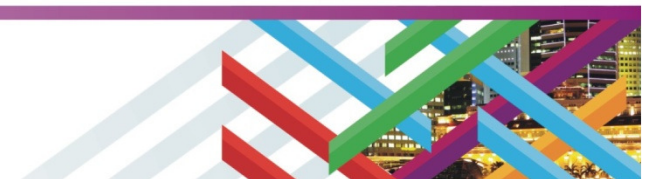
- **Government**

- Improved Information Sharing and Security



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Accelerated growth enablers



Advanced Predictive Analytics

Explosion of Mobile Devices

Cyber Security

Real-time Sensor Data

Infrastructure Optimisation – Cloud Computing

Growth of Social Media



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IBM's expertise that our clients benefit from.



425,000

IBM employees

20

industries represented

5

Nobel Laureates & National Medal of Science recipients

30,000

developers

3,000

active researchers

20

consecutive years of U.S. patent leadership

6,478

U.S. patents in 2012 alone

6,0 bn

Annual Investment

80

R&D labs

8,000

analytics business consultants with industry expertise

7

National Medal of Technology honorees

\$30,0bn

Invested in acquisitions since 2000

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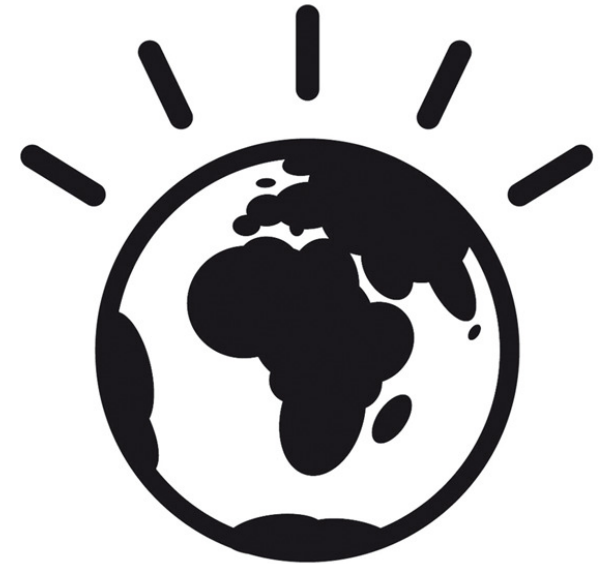


IBM's commitment to Africa



*"We want to be seen as a citizen of the countries, essential to the government, companies and people. IBM's decision to locate an IBM Research laboratory on the continent—beginning with an office in **Nairobi**—sends the strong signal about the company's commitment to Africa."*

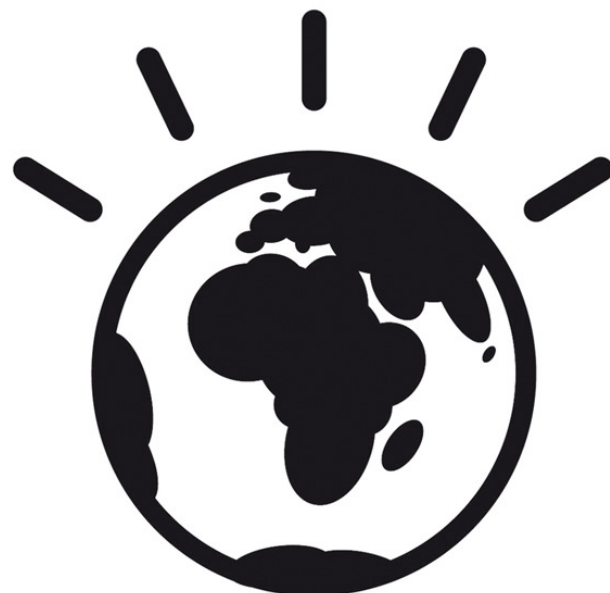
- Ginni Rometty, Chairman and CEO, IBM



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Thank You

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