

The logo features the word "IBM" in a bold, white, sans-serif font on the left, followed by a large, white, stylized "X" that overlaps the word "CITE". The word "CITE" is also in a bold, white, sans-serif font. Below "CITE" is the year "2014" in a smaller, white, sans-serif font. The entire logo is set against a background of vibrant, multi-colored powder (yellow, green, blue, pink) exploding outwards from the center, creating a dynamic and energetic visual effect.

IBM X CITE  
2014

# The Future is Now! Leap Forward with IBM

Tan Tong Hai  
CEO, StarHub Singapore

Chari TVT  
Group CFO, Axiata Group Malaysia

Robert Morris  
VP Global Labs, IBM Research

Kellar Nevill  
General Manager, IBM ASEAN

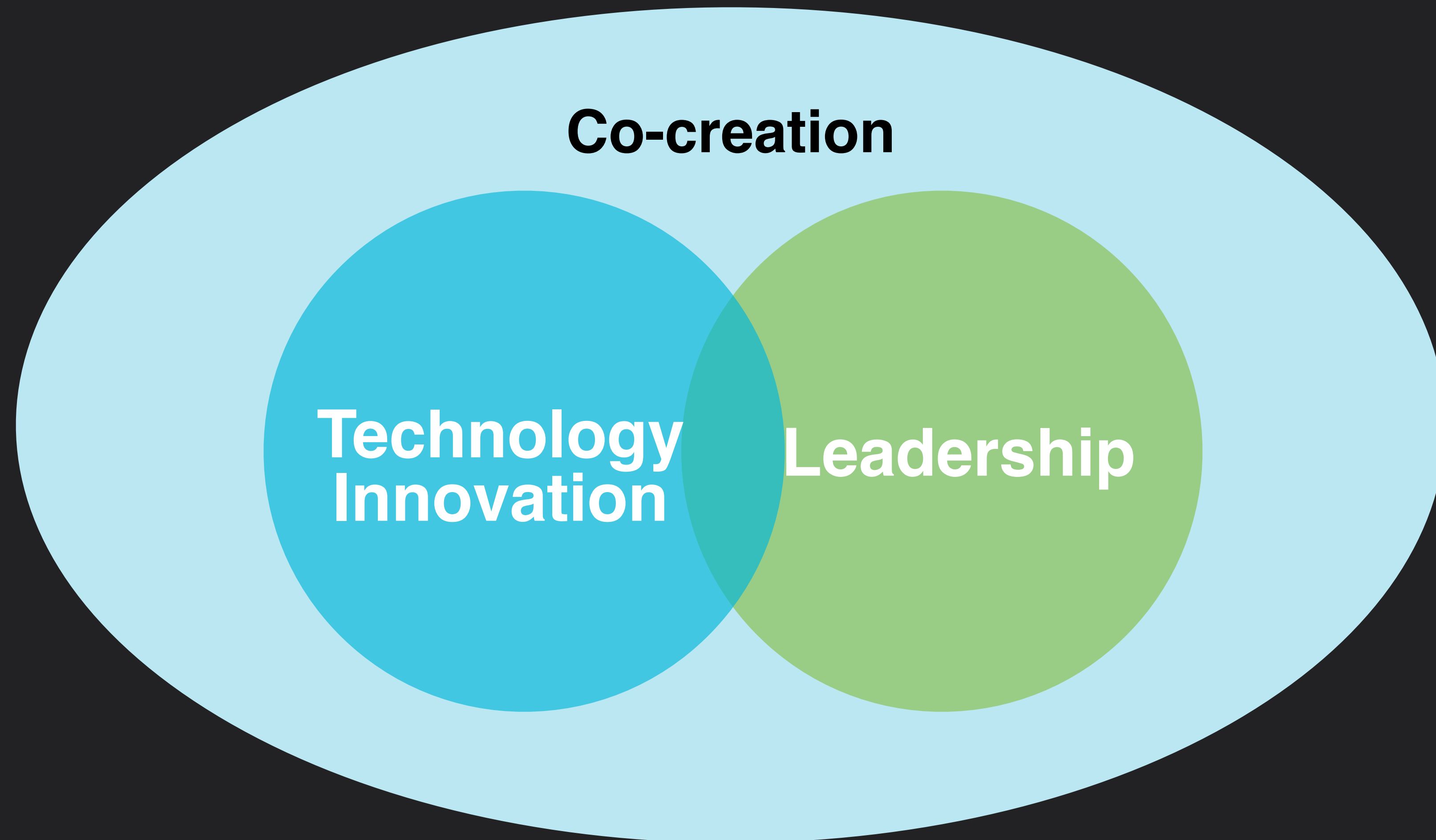
**What is the most critical external force that will impact your organisation over the next 3 to 5 years?**

**a) Technology**

**b) People Skills**

**c) Market Forces**

# The Future is NOW!



The logo features a large, white, stylized 'X' shape. The left vertical stroke of the 'X' contains the text 'IBM' in white, bold, sans-serif font. The right vertical stroke contains the text 'CITE' in white, bold, sans-serif font. Below the 'CITE' text, the year '2014' is written in a smaller, white, sans-serif font. The entire logo is centered over a background of colorful, exploding powder in shades of yellow, green, blue, and pink against a black backdrop.

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**What is the top priority in your business strategy over the next 12 months?**

- a) Integrate digital technologies into operational processes (*Systems of Records*)**
- b) Identify new ways to serve customers holistically (*Systems of Engagement*)**
- c) Stay ahead of market shifts and competitions (*Systems of Insight*)**

**What are your investment priorities that will accelerate business innovation? Choose all that applies.**

**a) Mobile**

**b) Social**

**c) Cloud**

**d) Analytics**

**e) Security**

The image features a central logo for 'IBM X CITE 2014' overlaid on a vibrant, multi-colored powder explosion against a black background. The explosion consists of various shades of yellow, green, blue, and pink, radiating from the center. The logo itself is white and includes the IBM logo, a large stylized 'X', and the text 'CITE' and '2014'.

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