

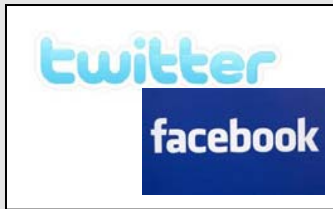


The IBM journey towards unified communications

Working Smarter

Transforming our business in areas of communication and collaboration is a 'must have' to stay ahead of the game

By 2015, over 200 million workers globally will run corporate supplied video conferencing from their desktops – Gartner 2010



To strengthen global connectedness, CIOs across industries are considering Web conferencing, collaborative planning, social networking and virtual worlds – IBM CIO Study, 2009

Collaborative technologies, IP telephony and Wireless are amongst the top 10 priority IT investment areas in the next 12 months – Gartner 2010



Organizations aim to expand collaboration with internal customers and external partners by deploying a growing array of tools across sites and countries – IBM CIO Study, 2009



New workplace themes and explosion of “social networking tools” are leading to unique challenges for CIOs around the world

Future themes

- Employees spending majority of the workday collaborating
- External partners becoming more integrated
- Tasks flowing seamlessly and fluidly across fully connected and visible processes
- The centre shifting from the organisation to a community of people



CIO Challenges

- Quality of Service must be maintained over a broader scope
- Stability of the environment must be maintained when resources from multiple places are required for business processes
- Managing Risk, data security and employee privacy are complicated within complex environments
- Speed of execution to enable the enterprise to respond quickly to business and client requirements



The Evolution of the Enterprise

IBM Strategy

20th
Century

The international era -- exporting



21st
Century

The multinational era -- replicating



A globally integrated enterprise --
business in a **smart**, connected world



A **Globally Integrated Enterprise (GIE)** is an open, modular organization integrated into the networked economy ... with an operational and business model that capitalizes on the new global landscape.

Global Supply Management



Global Production Optimization



Global Demand Capture



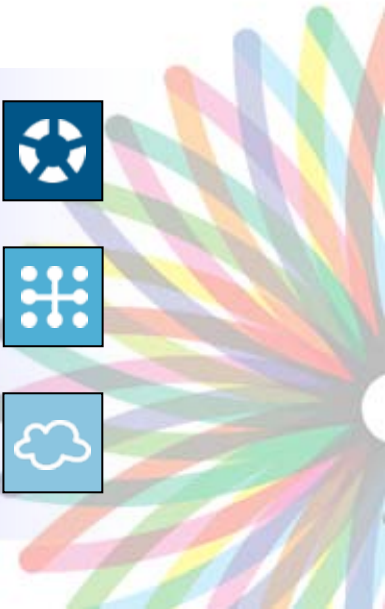
The world is becoming
INSTRUMENTED



The world is becoming
INTERCONNECTED



All things are becoming
INTELLIGENT



IBM's transformation journey - a globally integrated company

- 70,000 business and industry experts
- 170,000 technology experts

Over 355,000 employees worldwide in 75 countries

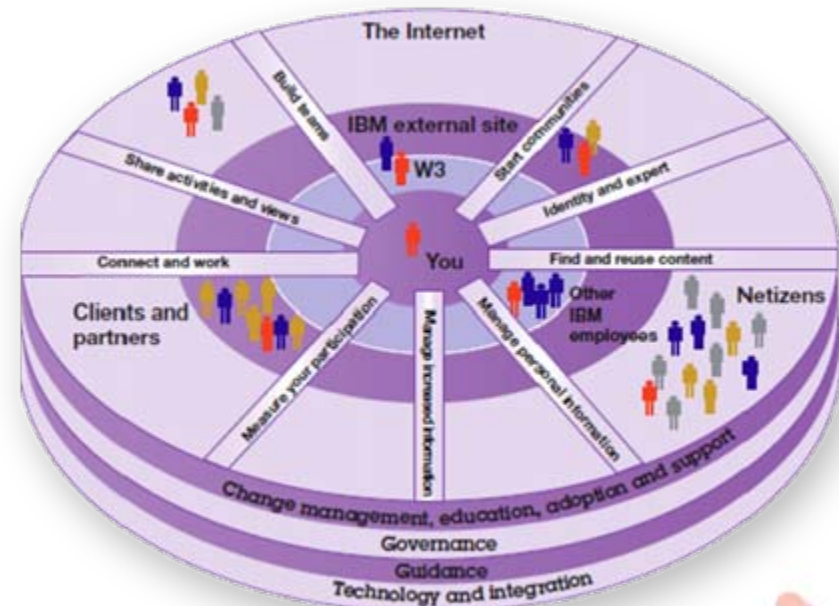
- 3,000+ engineers and scientists
- US\$5+ billion annual R&D investment
- Research labs: Switzerland, Japan, China, India, Israel, USA
- New Australian Research Lab announced 2010



IBM's transformation journey - collaboration strategy framework

IBM has identified four strategic priorities for 2010 and beyond

- Transform IBM into a more collaborative organisation
- Establish a high-value IBM collaborative presence on the Internet
- Simplify and integrate collaborative tools and processes
- Improve employee's and clients' ability to identify and collaborate with IBM experts



Video and Smartphones will play a key role in our portfolio

Reference: UC Transformation white paper



Video Conference Segmentation - 2010

Immersion Systems
(Polycom RPX, Tandberg T3 & Cisco Telepresence)

High Definition (HD) Systems
(Polycom & Tandberg)

Personal Desktop Systems
(Lotus Sametime)



40% Utilization B/E Target



30% Utilization B/E Target

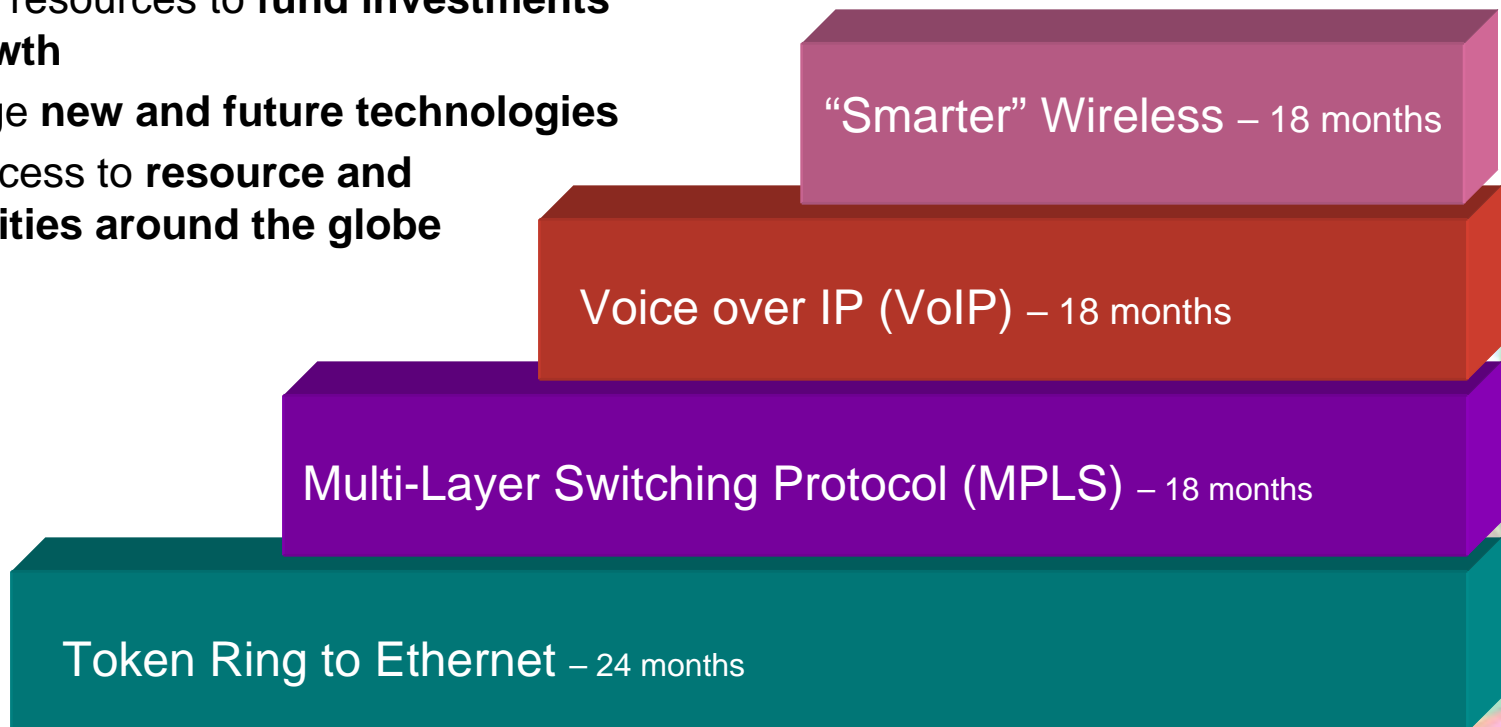


5000 users enabled

IBM A/NZ - Establishing a foundation for a “smarter” future

What drove us?

- Our legacy infrastructure had a **limited future roadmap**
- It was time to **change the paradigm** and **take control**
- We saw the opportunity to
 - Unlock **future efficiencies**
 - Free up resources to **fund investments for growth**
 - Leverage **new and future technologies**
 - Gain access to **resource and capabilities around the globe**



IBM A/NZ - Focusing on enhancing productivity and efficiency

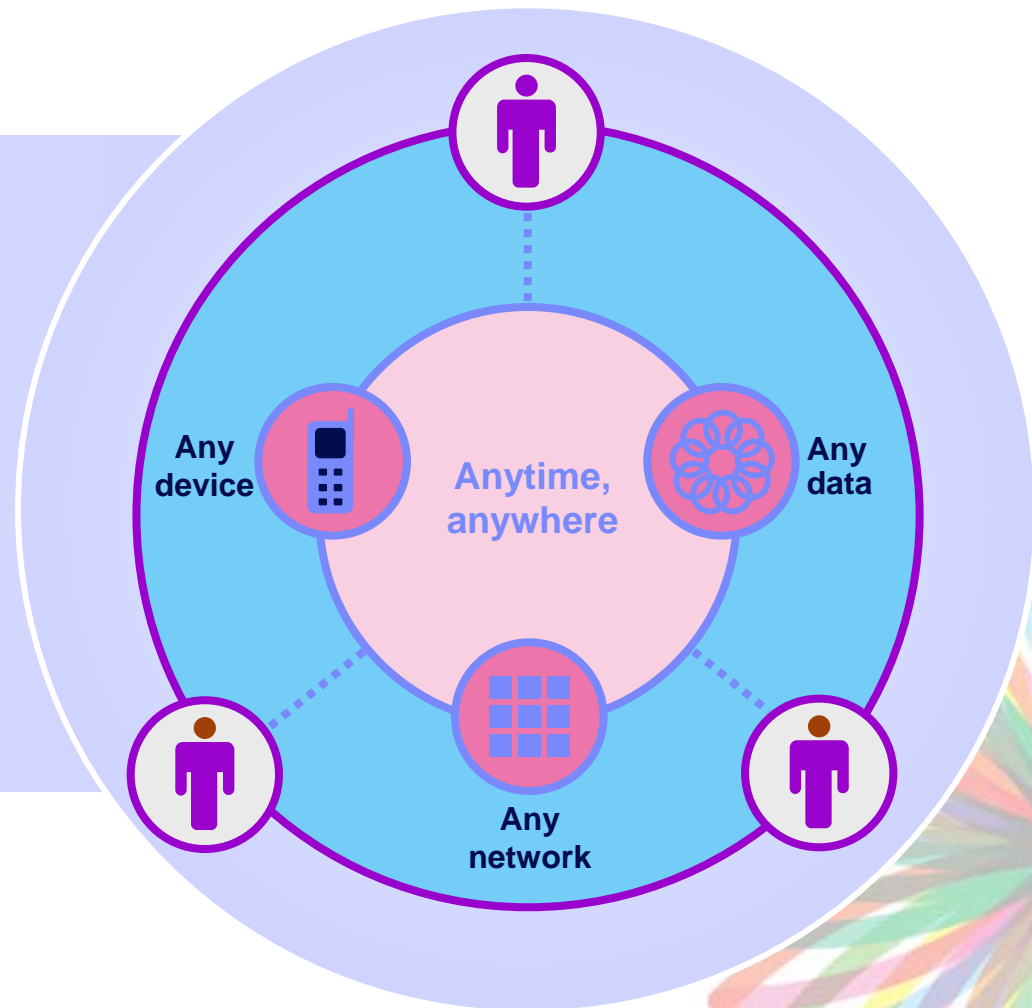
Enabling people and the collaborative work processes

Find expertise and build a robust network of colleagues

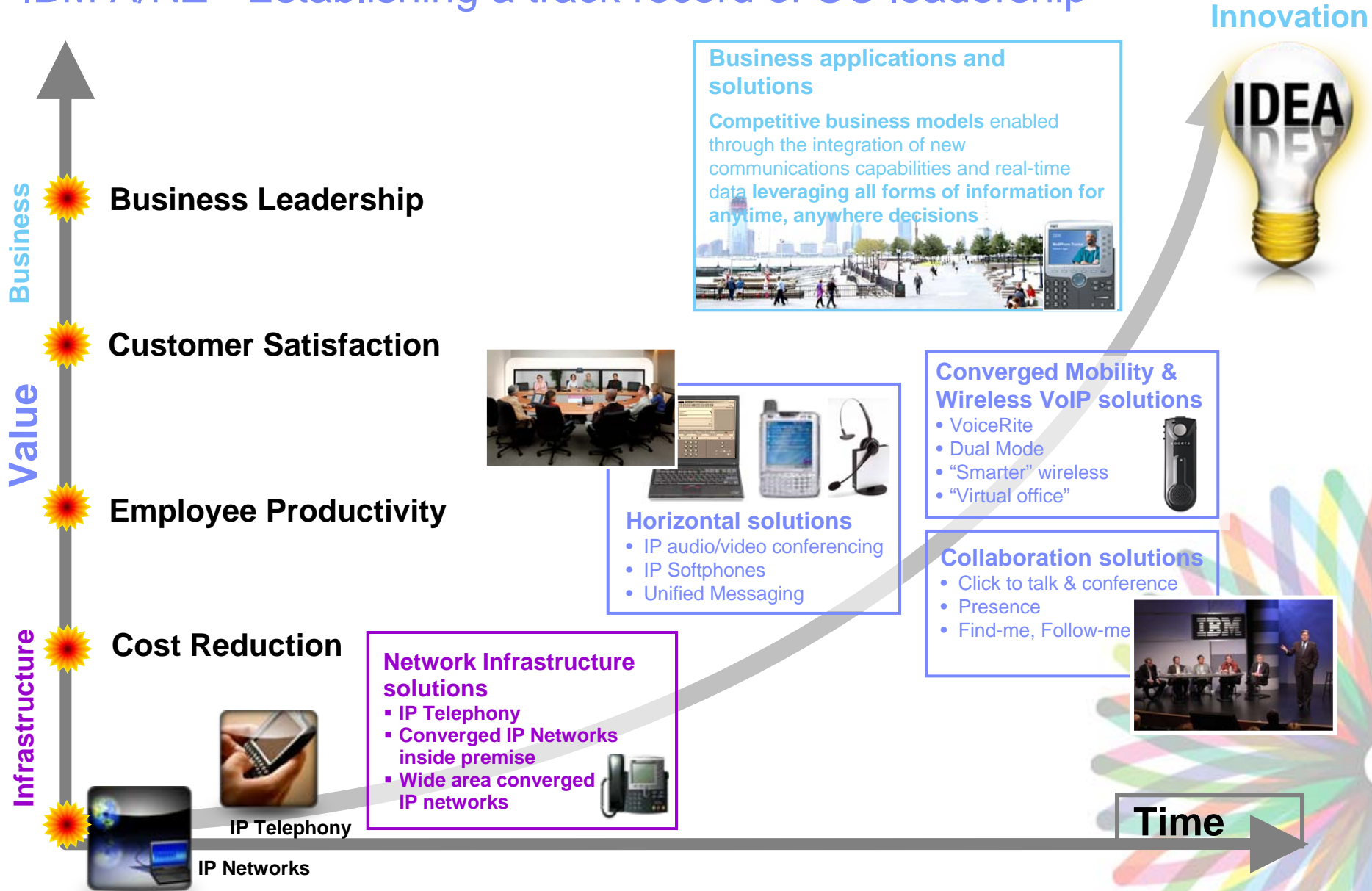
Connect to relevant information, applications, processes and people

Interact with employees, partners, suppliers and customers

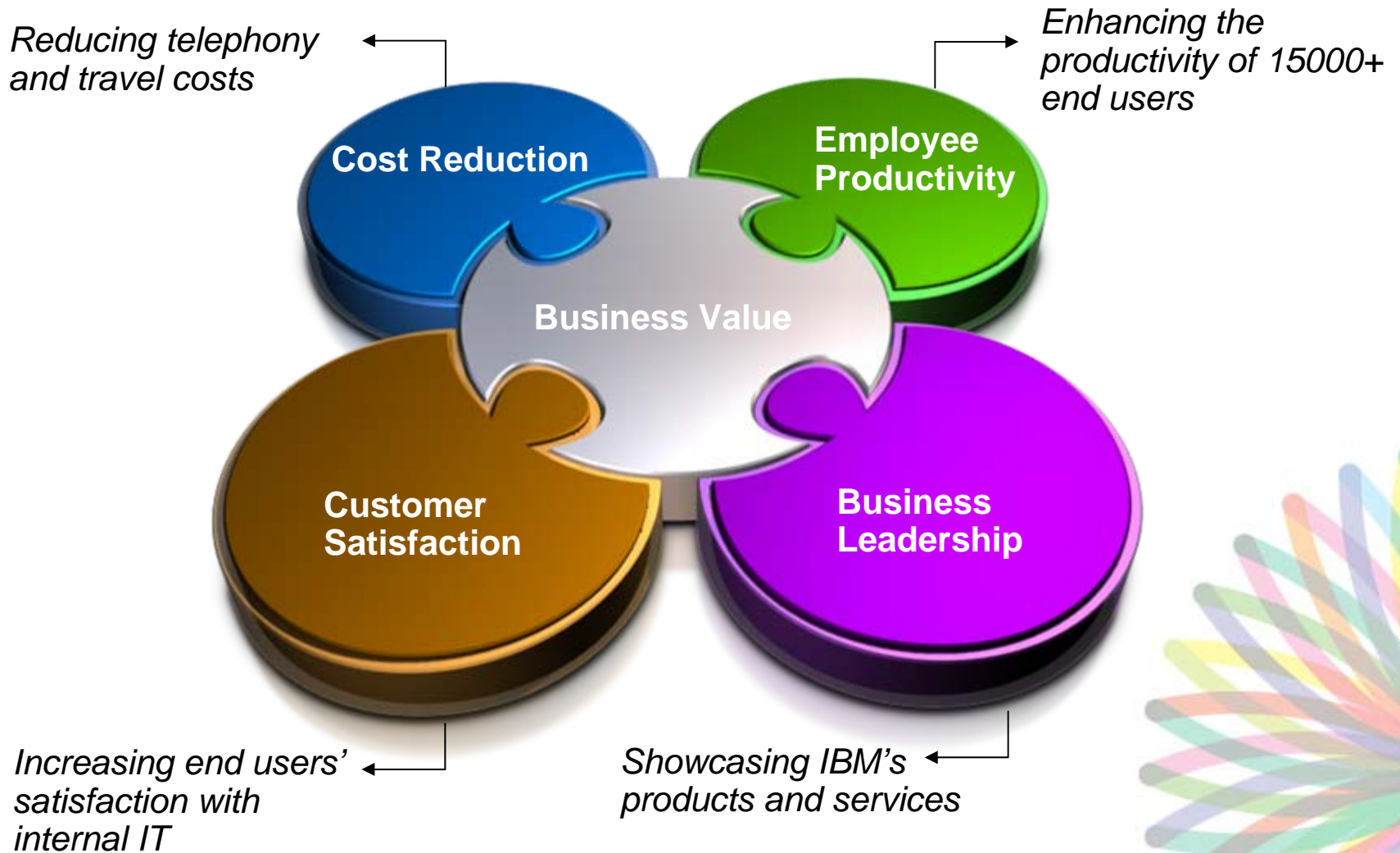
Transact business in realtime



IBM A/NZ - Establishing a track record of UC leadership



IBM A/NZ - Business value realised & Future plans



Supporting growth, productivity and change through Smarter IT

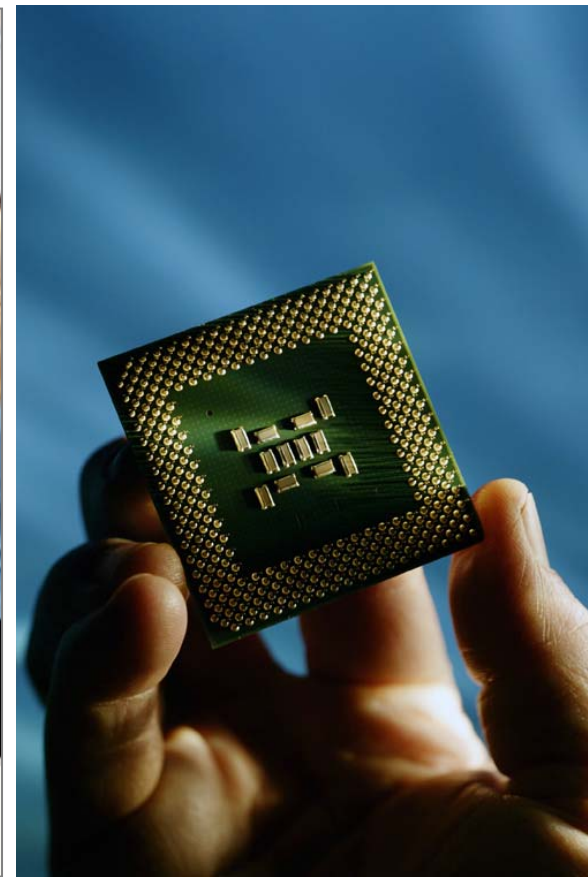
In conclusion, its really a matter of



Understanding needs
and opportunities



Utilising available
information



Applying appropriate
technology