
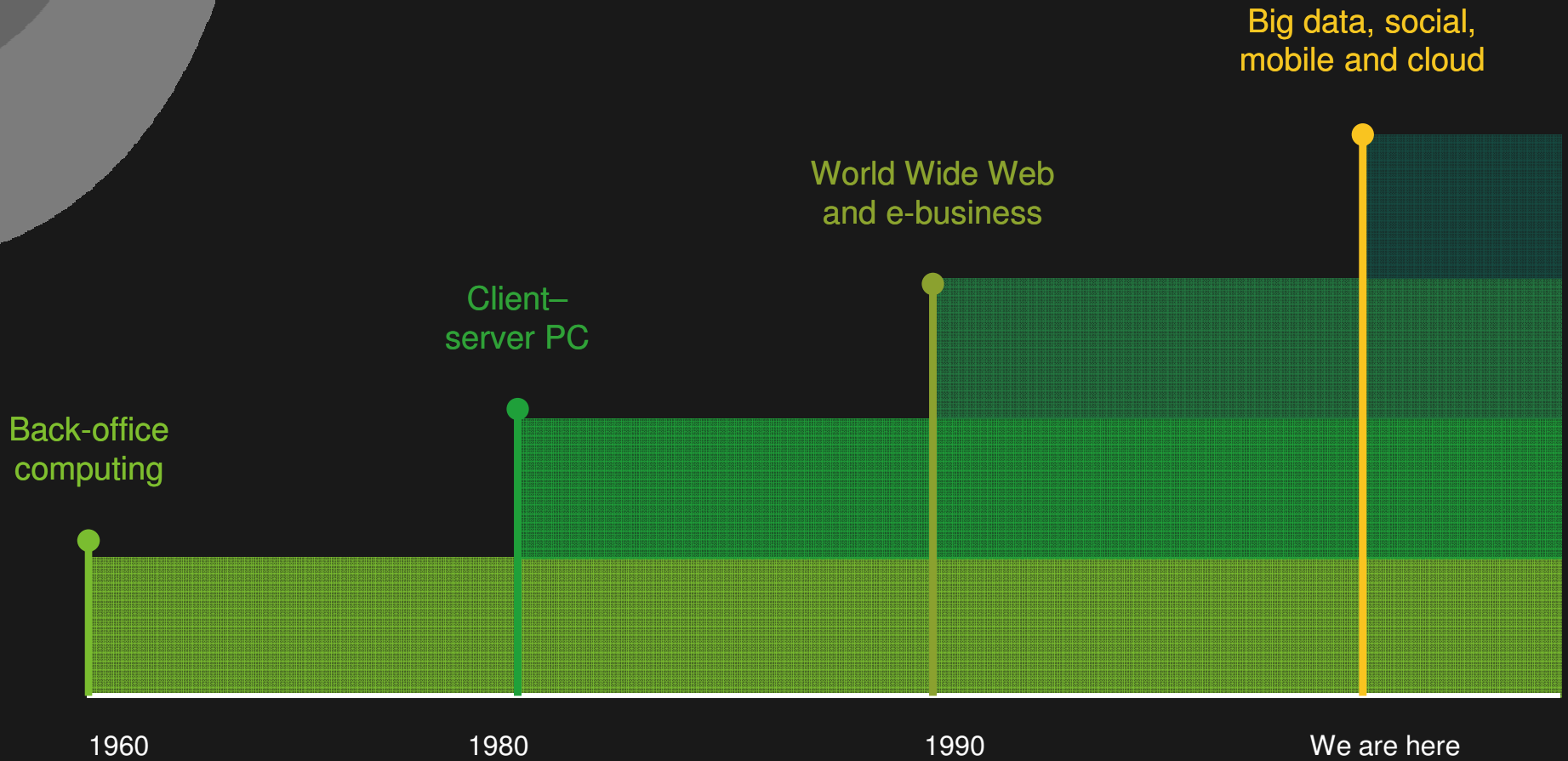


# Realise the Art of the Possible

Driving competitive advantage in the era of smart

Surjit Chana  
CMO, IBM Europe  
 @SurjitChana



Ubiquity of social networks

**62%** of companies are likely to increase social business investment over the next three years.

Billions of mobile devices

**91%** of mobile users keep their devices within arm's reach at all times.

Elastic cloud infrastructure

**62%** of workloads will be processed in the cloud by 2016

Massive amounts of big data

**2.5** quintillion bytes of high-velocity data are created daily



**Segmented** demographics



**Individual** insights

**Isolated** transactions



Personalized **engagement**

**Limited** touch points



Mobile interaction **anywhere**

**Rigid** infrastructure



Cloud-powered **transformation**

# Realise the Art of the Possible



### Supply chain

74%

plan to integrate supply chains and making them more visible in 2 – 5 years

### Marketing

90%

of CxOs plan to collaborate much more extensively with customers in the next 3 – 5 years



### Finance

92%

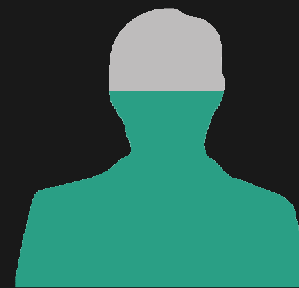
of CFOs find monitoring business performance important, but only 55% feel they do so effectively.



### Human resources

61%

of outperforming CHROs plan to use data analysis for talent management in the next 3 – 5 years



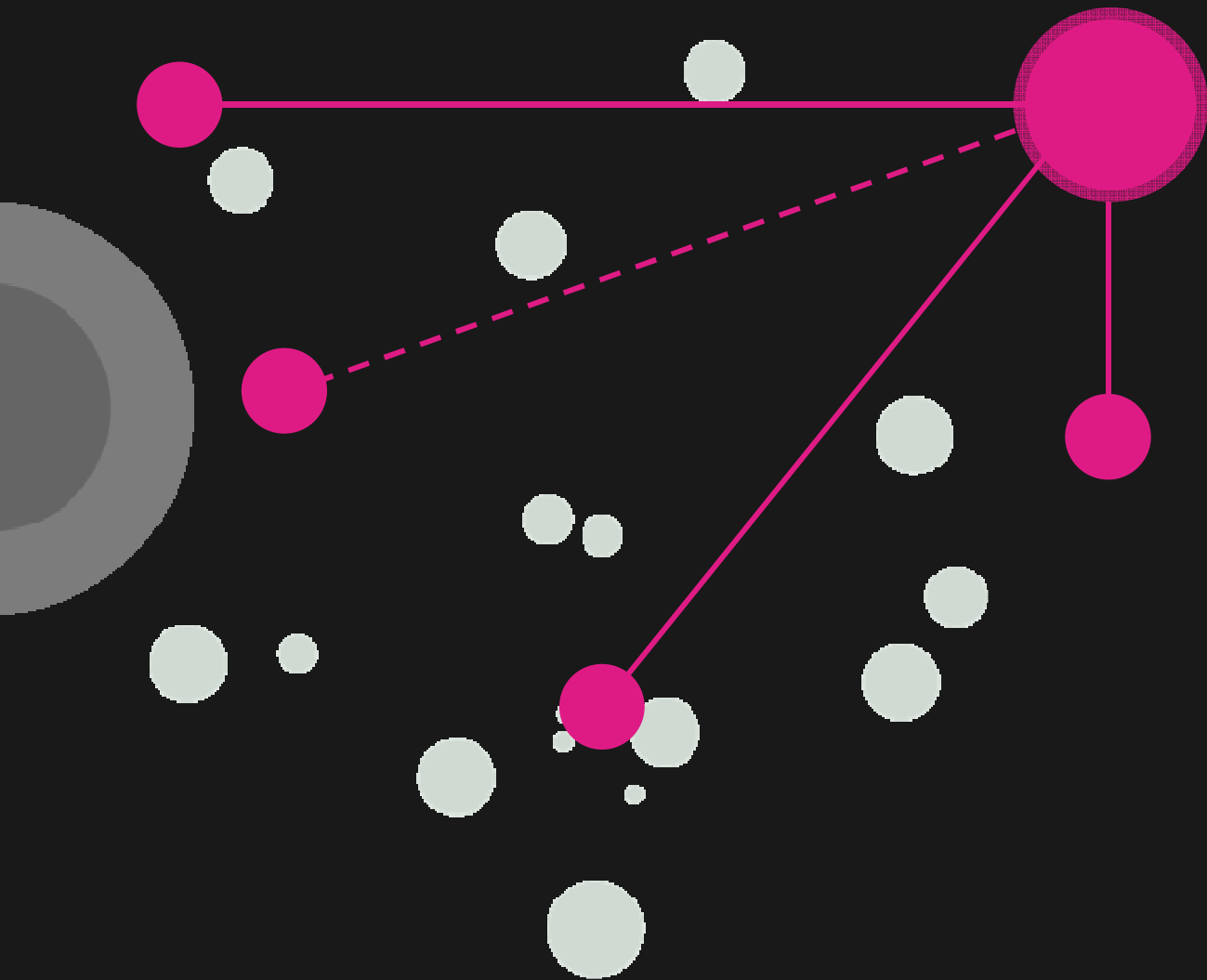
social

mobile



cloud

big data

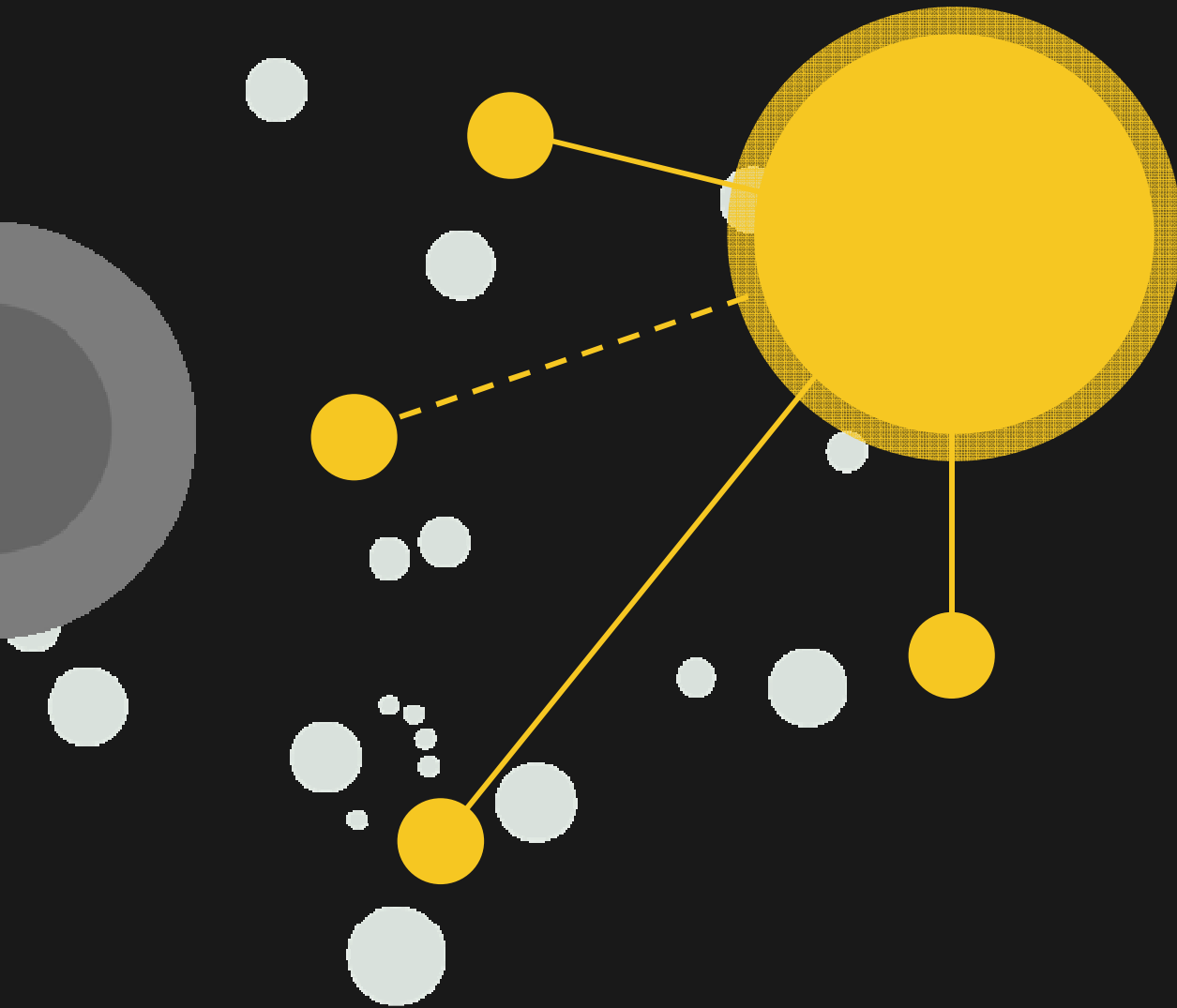


**81%**  
of customers  
depend on social  
sites for  
purchasing advice



# TRENO





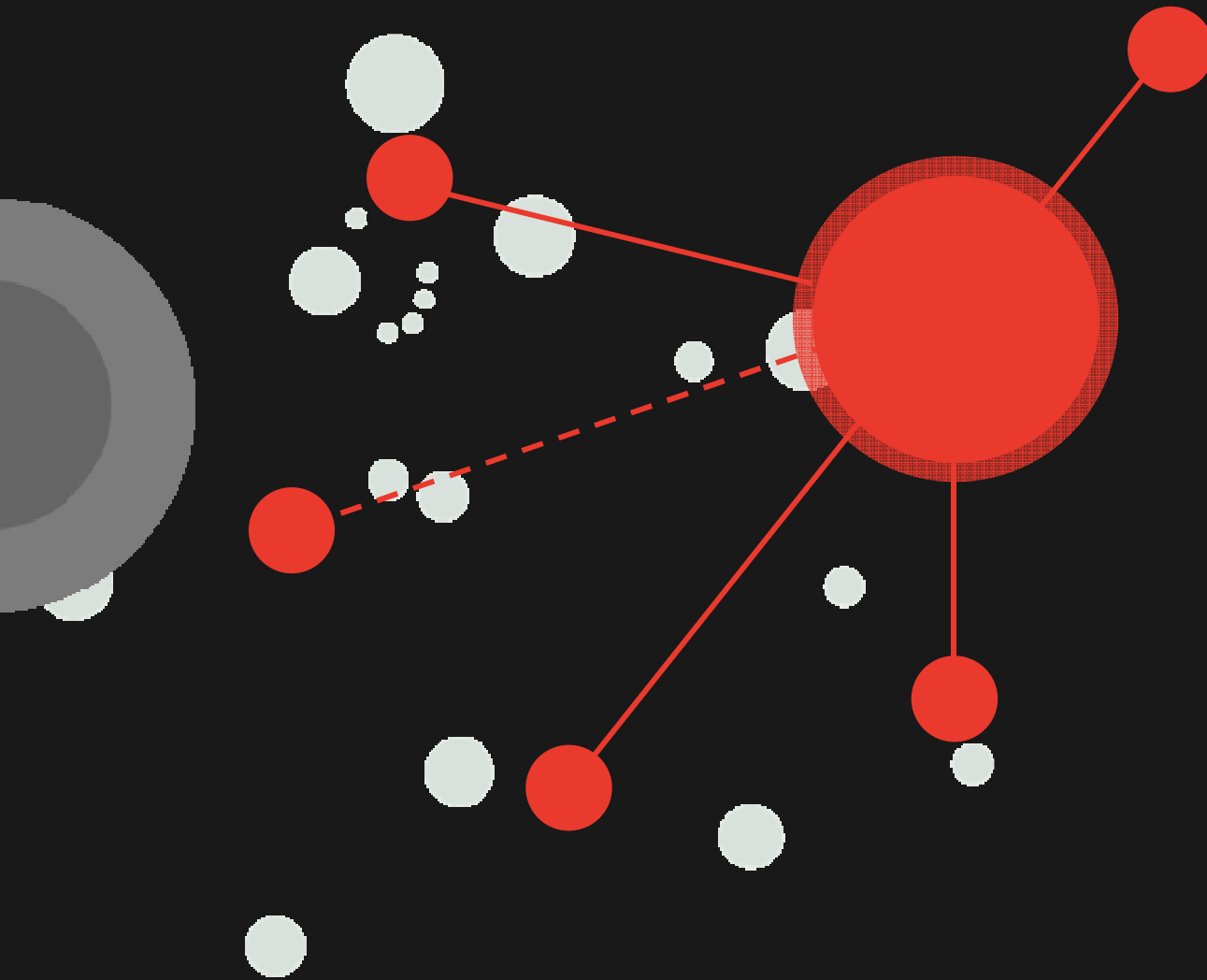
# 75%

of mobile shoppers  
take action after  
receiving a  
location-specific  
message



**80%**  
improvement  
in check-in efficiency





90%

of the world's data  
was created  
in the last two  
years

# I amsterdam®

# 14%

boost in hotel guests and  
overnight stays through  
predictive analytics



# 72%

of business  
leaders say cloud  
will be extremely  
important to their  
business success  
by 2016

# L'OCCITANE

# 25x

increase in online  
revenue via optimized  
customer targeting



social

mobile

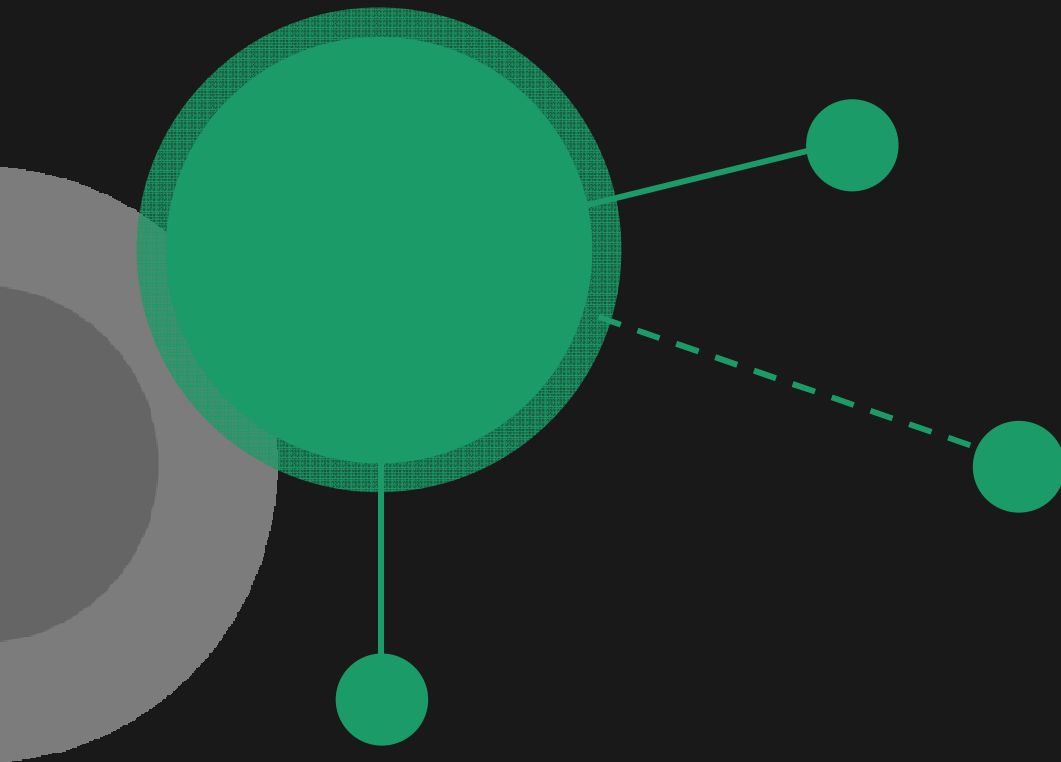
commerce

cloud

big data







# 86%

of leading  
organizations say  
that customer  
experience is their  
top business  
priority

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# 3x

increase in  
customer  
response to  
campaigns

ING DIRECT  
forward banking™



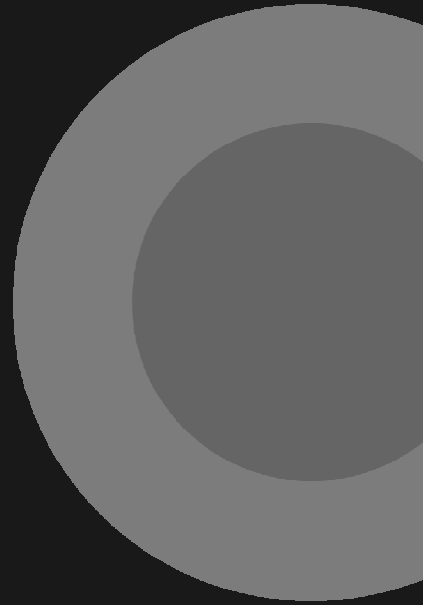


**Treat customers and employees as individuals**

**Engage anyone, anytime, anywhere**

**Use cloud to drive strategic change**


**Capitalize on big data to know and act**





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