

# Enterprise innovation in the new era of IT

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# IBM Solutions Connect 2015

## Live Polling

How advance have you engaged Mobile and Social Media in your business?

- a. Fully engage
- b. Partially engage
- c. Considering to engage

**[www.solutionsconnect2015.com](http://www.solutionsconnect2015.com)**









**110 x/day**

Average times people  
**check** their phones

**84%**

Of smartphone users  
**checks an app** as  
soon as they wake up

**80%**

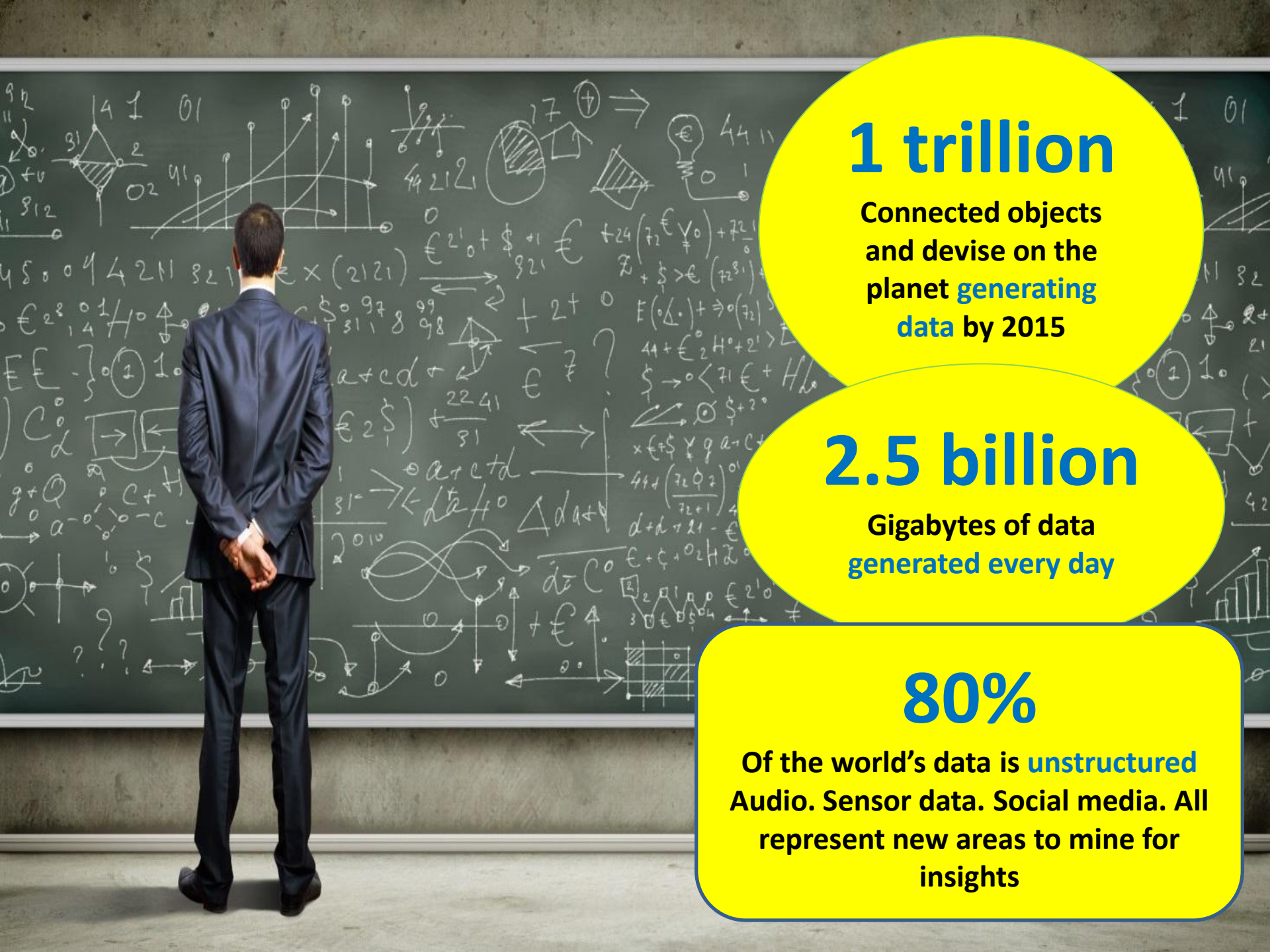
Of individuals are  
willing to **trade** their  
information for a  
personalized offering

**84%**

Of millennials say social  
& user-generated  
content has an  
**influence** on what they  
buy

**70%**

Of Boomers **agree**



**1 trillion**

**Connected objects  
and devices on the  
planet generating  
data by 2015**

**2.5 billion**

**Gigabytes of data  
generated every day**

**80%**

**Of the world's data is unstructured  
Audio. Sensor data. Social media. All  
represent new areas to mine for  
insights**

A hand in a light blue shirt is shown from the bottom left, holding up a large, stylized white cloud graphic. The cloud has a white outline and is set against a dark blue background. Inside the cloud, there are three white callout boxes containing statistics. The background also features faint, lighter blue cloud outlines.

**1/4**

Of the world's applications will be available in the cloud by 2016

**85%**

Of new software is now being built for the cloud

**80%**

developers already report that cloud-based services or APIs are part of the applications they're designing



# Indonesia today ...

**16th-largest** economy in the world

**45 million** members of the consuming class

**53%** of the population in cities producing **74%** of GDP

**55 million** skilled workers in the Indonesian economy

**\$0.5 trillion**

market opportunity in consumer services, agriculture and fisheries, resources, and education

# ... and in 2030

**7th-largest** economy in the world

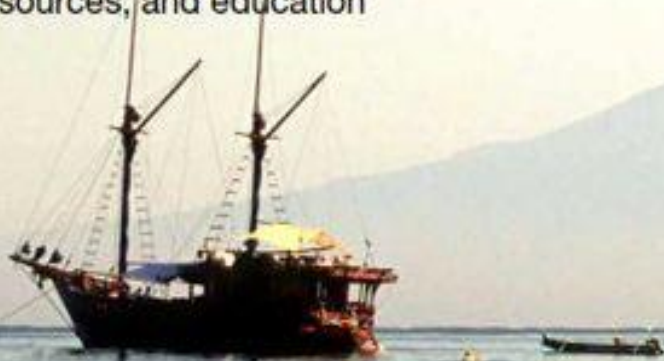
**135 million** members of the consuming class


**71%** of the population in cities producing **86%** of GDP

**113 million** skilled workers needed

**\$1.8 trillion**

market opportunity in consumer services, agriculture and fisheries, resources, and education



A wide-angle, high-angle photograph of a modern command center. The room is dimly lit, with the primary light source being the numerous computer monitors and a glowing blue LED strip along the edge of a curved desk. The desk is arranged in a semi-circle, with several ergonomic chairs positioned in front of it. The walls are covered with more monitors, some displaying various data and maps. In the background, there is a mezzanine level with a glass railing and some office furniture. The overall atmosphere is professional and high-tech.

Bandung Command Center



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