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Executive Summit 2013

BusinessConnect

**Fast Track to the Future
with IBM Software**

Jason Mosakowski

Director, Software Group

IBM India-SA




A new set of transformation drivers are impacting customers, businesses & industries...



...where everyone is connected to everything.
The result?

Single transactions to  personalized **engagement**

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

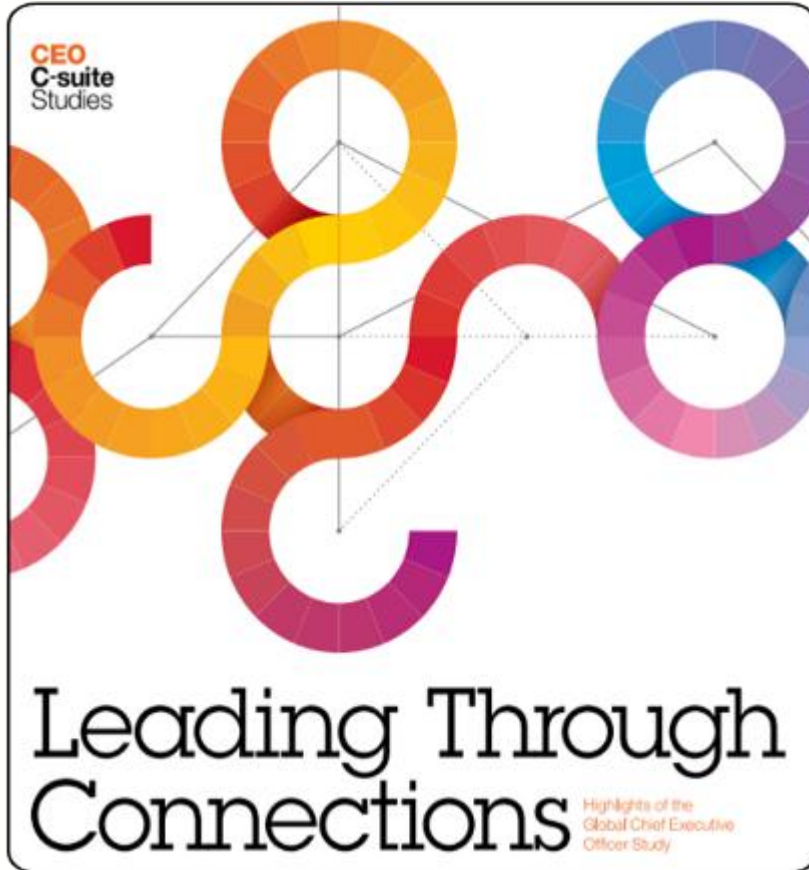
Structured data to  massive amounts of **unstructured** data

Static applications to  **dynamic** services

Rigid infrastructure to  an **elastic** cloud infrastructure

Reactive security to  intelligent, **proactive** protection

Leadership mandates are changing



“ ...we need better information and insight, but what we need most is the capability to act on it. ”

Unit Head, Government, Hong Kong

“ The time available to capture, interpret and act on information is getting shorter and shorter. ”

CEO, Chemicals and Petroleum, United States

“ How do you unleash the innovative power of the people who deal with customers every day? ”

CEO, Insurance, United Kingdom

“ Survival skill 101 for the next five years will be deriving insight ahead of peers. ”

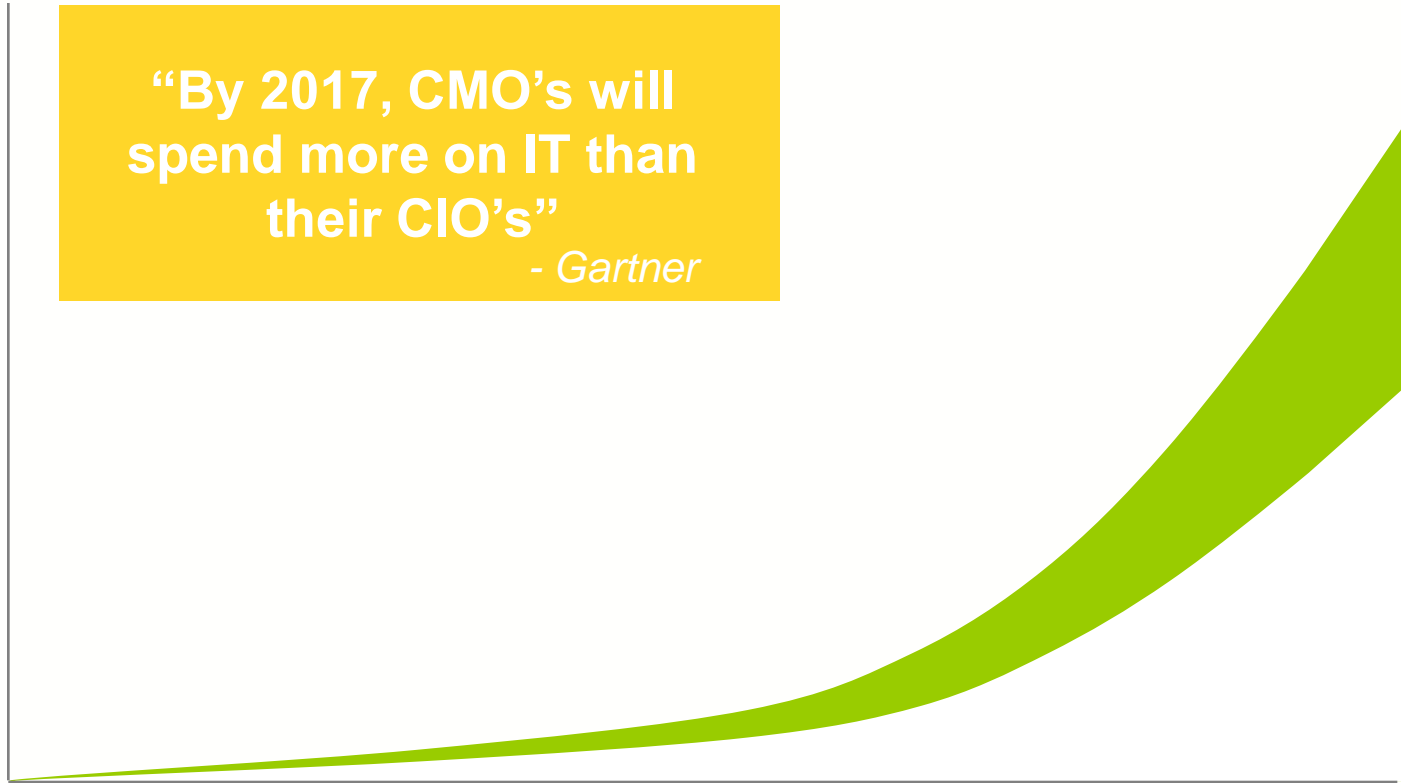
CEO, Health Services, Australia



The technology team is getting bigger...

“By 2017, CMO’s will
spend more on IT than
their CIO’s”

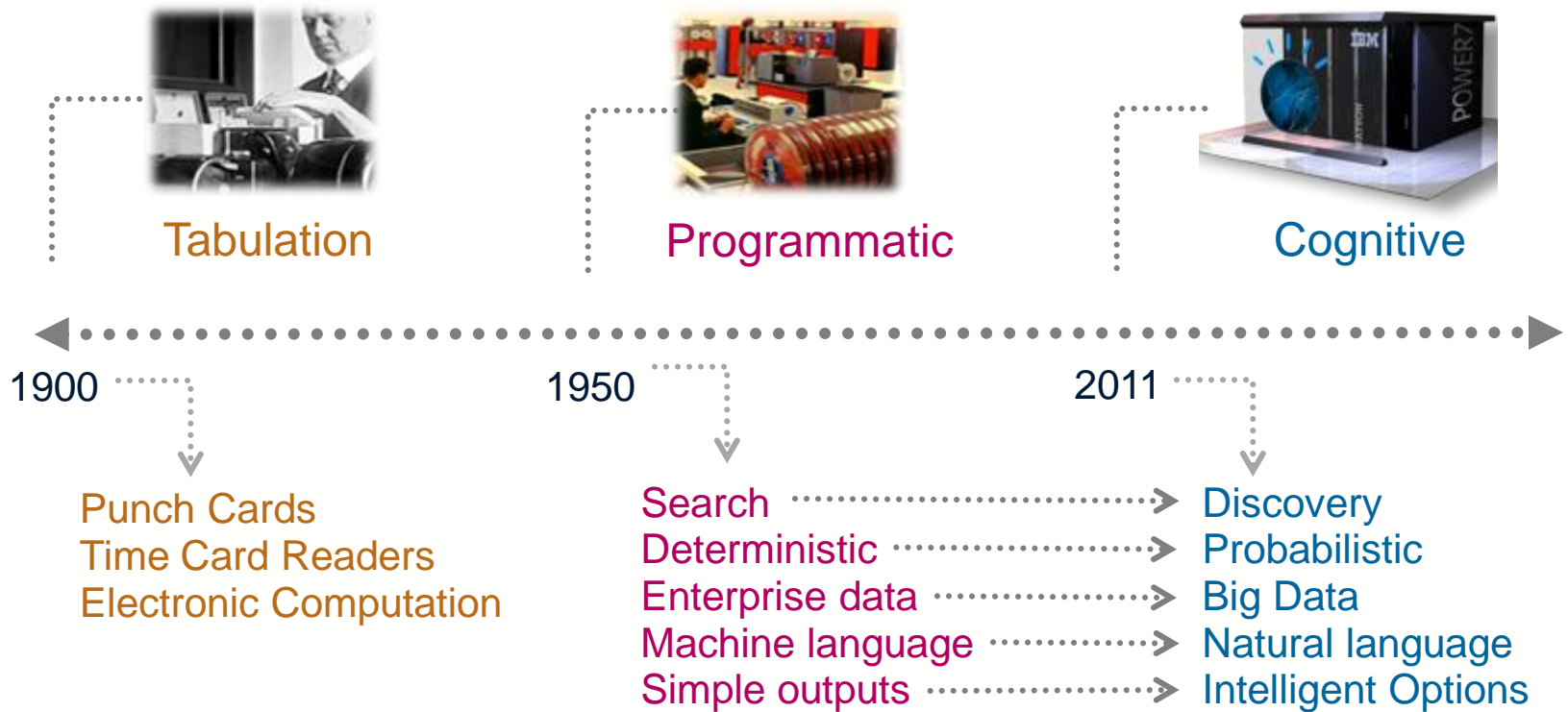
- Gartner



Increasing degree of influence on technology purchases by
business



Technology is also evolving!



...enabling new opportunities and outcomes





VALUE

Lower Cost Base

Increased Velocity

Reduced Risk

Competitive Advantage



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A decorative graphic on the left side of the slide, consisting of several overlapping, diagonal bars in various colors: orange, blue, purple, green, and light blue. The bars are arranged in a way that they appear to be layered and intersecting.

**Driving competitive advantage
in the era of Smart**

Barbara Cain

Vice President, Business Analytics

IBM Software Group

In this new era, four key shifts are creating complexity—and competitive advantage

90%

of the data in the world today has been created in the last two years alone.

1 billion

employees, customers and partners will be using smartphones and tablets by 2014.*

81%

of customers depend on social sites for advice on potential purchases.

54%

of executives believe cloud represents enhanced revenue opportunities.



To differentiate themselves, leading organizations need to

Engage customers, citizens and employees as individuals



Smarter Commerce



Smarter Cities



Social Business

Capitalize on big data to know and act



Big Data & Analytics

Engage anyone, anytime, anywhere



Mobile

Speed delivery of new products and services



Business Process and Integration



Expert Integrated Systems



DevOps and Product Development

Use cloud to drive strategic change



Cloud

Protect the brand and future



Security



...delivering measurable outcomes

Engage customers, citizens and employees as individuals



600% increase in personalized promotions resulting in unique customer experiences

Speed delivery of new products and services



50% increase in capacity without increasing staff by simplifying data center management

Capitalize on big data to know and act



26% increase in customer retention by identifying at-risk customers

Use cloud to drive strategic change



22% increase in revenue through increased responsiveness to market opportunities

Engage anyone, anytime, anywhere



40% increase in sales year over year and increased productivity

Protect the brand and future



6 years of intrusion prevention achieved



Four primary focus areas will help define the way forward

1

Differentiate using key disruptive technologies: Big Data & Analytics, Mobile, Social and Cloud

2

Engage customers, citizens and employees as individuals

3

Speed delivery of new products and services

4

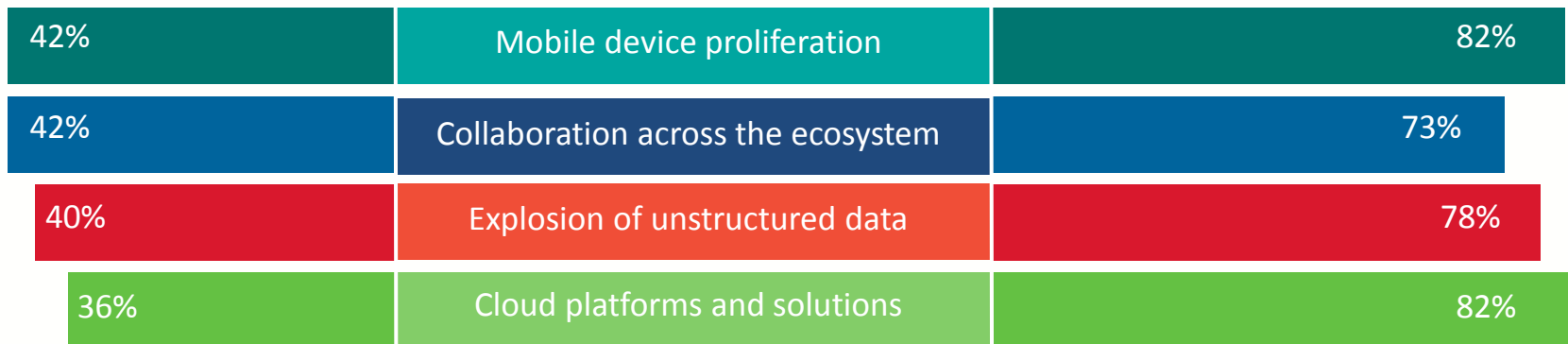
Protect the brand and future



However, most clients tell us they are underprepared to apply these key technologies

Technology Trends Most Impacting Competitiveness

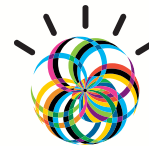
Organizations Underprepared for Technology Trends



Big Data &
Analytics



Mobile



Social
Business



Cloud

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Capitalize on big data to know and act

Big Data & Analytics

Convert the world's new natural resource into value for your organization.

The industry's only purpose-built platform for big data, combined with best in class analytic solutions with the embedded expertise to deliver immediate business value at the point of impact.



Attract, grow and retain customers



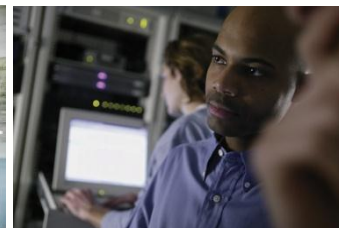
Transform financial processes to drive performance



Make risk-aware decisions and manage compliance



Optimize operations, prevent threat and fraud and monetize data



Gain IT efficiency and scale and enrich your information base



IBM delivers true market leadership in Big Data & Analytics



28 of 30

Placed in **28 of 30 Gartner Big Data categories**¹

Forrester Wave

Named a **Leader in Forrester Wave** report for Predictive Analytics Solutions³

3 years

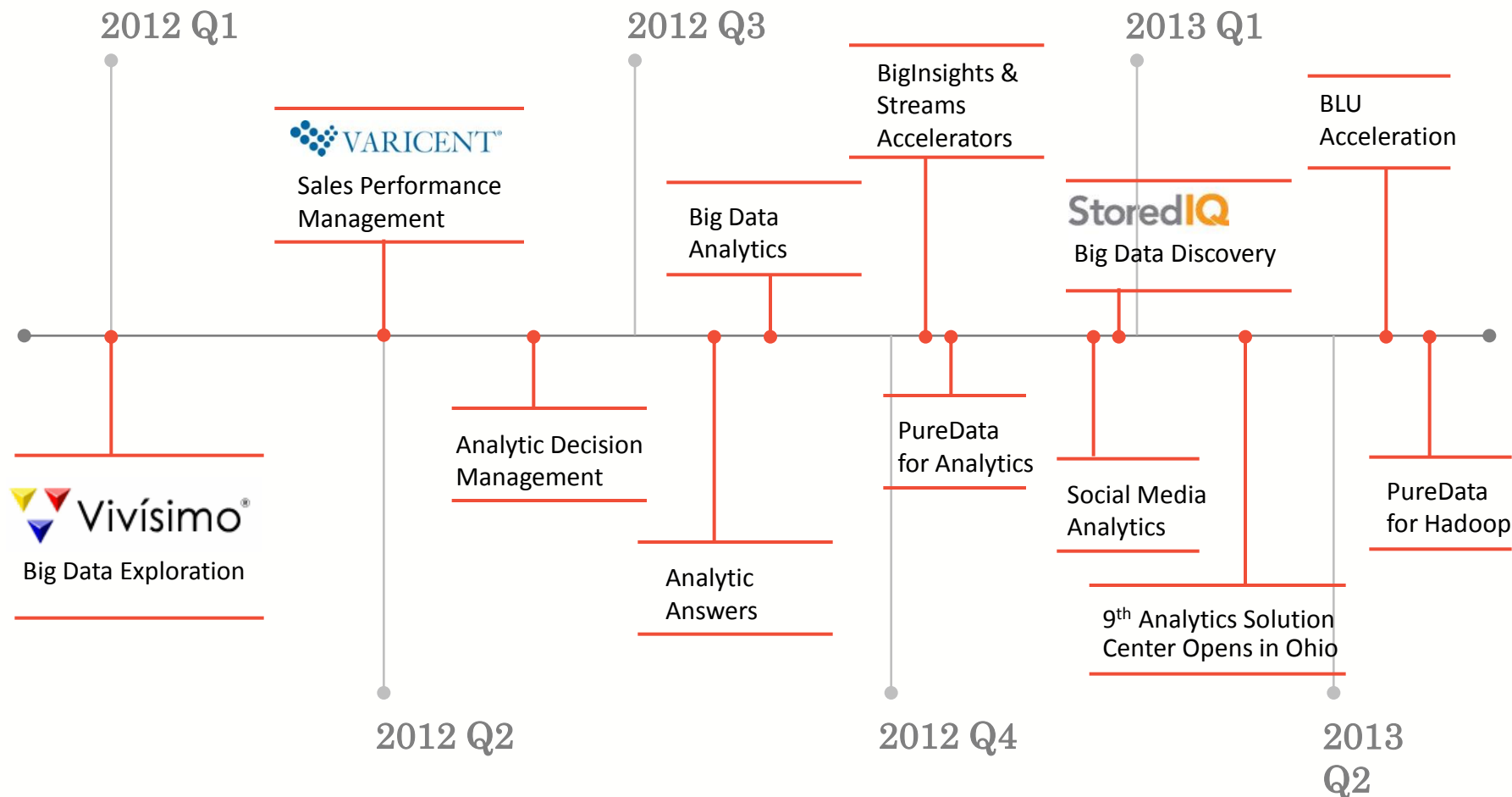
Named the **leader in Completeness in Vision** three years running in the Gartner Magic Quadrant for BI & Analytics Platforms²

200+

Working with **200+ schools globally** on big data & analytics skills education



Offering a rich spectrum of solutions through a broad technology ecosystem





Capitalize on big data to know and act

Mobile

Transact with customers, employees and partners through trusted, insights-driven mobile interactions.

IBM MobileFirst solutions help organizations turn every interaction into an opportunity to create value by combining deep industry expertise with powerful analytics, cloud, social, and security technologies



Transform strategy and operations by reimagining every interaction in a mobile first context



Optimize mobile experience and deepen engagement by delivering multi-platform mobile apps



Securely extend mobile to the enterprise with device, data, network and application integration and management

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Market leadership

1200+

1200+ enterprise clients using IBM Mobile products, services & solutions

50%

50% of Top Ten US Insurance, 20% of the largest US banks

125+

125+ patents for wireless inventions in 2012

6000+

6,000+ mobile experts deployed globally

Forrester, Gartner

Named a Leader in Mobile App Design and Managed Services by Forrester and Gartner¹

Enriched capabilities



Jan 2012

Cross-platform mobile app development without lock-in



June

Mobile user experience instrumentation and analytics

Feb 2013

IBM MobileFirst



Software testing and service virtualization



March

Secure device management [IBM Endpoint Manager]



Oct

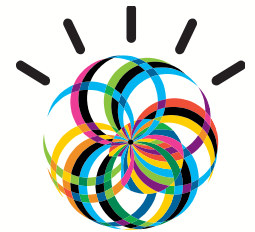
User access protection from mobile devices [IBM Security Access Manager for Cloud and Mobile]

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1. The Forrester Wave™: Enterprise Mobility Services, Q1 2013, Forrester Research, Inc., February 15, 2013. Magic Quadrant for Global Digital Marketing Agencies, October 2012 by Gartner



Engage customers, citizens and employees as individuals

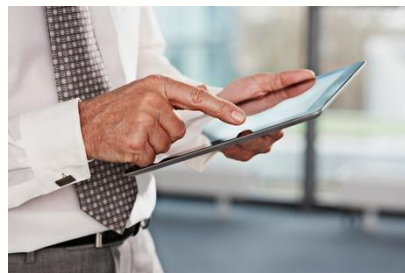
Social Business

Empower your workforce and deliver a more compelling customer experience.

The only enterprise social platform that combines social networking, analytics, content management and integration capabilities for organization to unlock the potential of their most important asset – their people



Create a smarter workforce



Deliver an exceptional customer experience



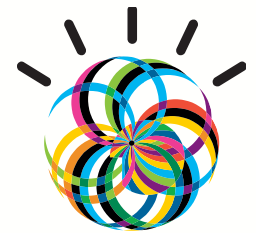
Integrate social into your business processes

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Market leadership

60%+

More than **50,000 clients** including more than **60% of the Fortune 100**

8 of 10

Exceptional web experiences created for **8 of top 10 banks and retailers**

39,000+

Partners in IBM's **social business ecosystem**

SaaS

Forester named IBM a **leader in cloud based collaboration solutions** and strategies

IDC

1 market share for Enterprise Social Software 2009-2012
Leader in **HR, Learning and recruiting services**

Enriched capabilities

May 2012

Exceptional **Web Experience** v8.0 announced

November

IBM Social Media Publisher V1.0 announced


Decemb

Social Business IBM SmartCloud Docs

January 2013

 IBM Social Media Analytics Solution

March

 IBM Notes and Domino Social Edition v9.0



IBM Connections v4.0

September

Kenexa Acquired by IBM

IBM Employee Experience Suite



IBM Connections v 4.5

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1. The Forrester Wave™: Enterprise Mobility Services, Q1 2013, Forrester Research, Inc., February 15, 2013.
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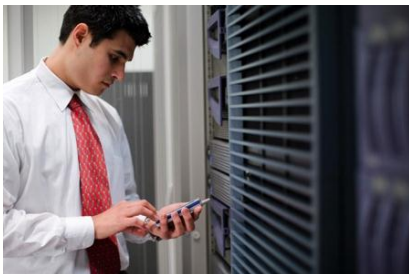


Use cloud to drive strategic change

Cloud

Rethink IT. Reinvent business.

An open platform to deliver a full range of security-rich, enterprise-class cloud services, featuring advanced cloud management and integrated security built on decades of IBM expertise.



Reduce IT complexity and cost



Scale virtual resources to accommodate growth



Deliver cloud-based services to meet customer demand

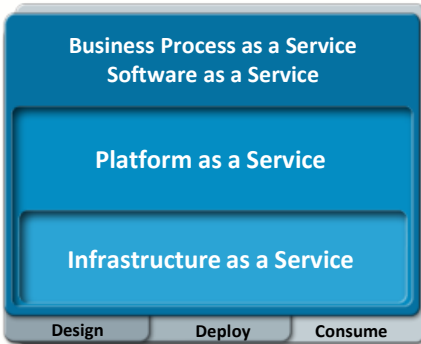


Free resources to focus on innovation





Market leadership



60+
SaaS offerings

5000+
new private cloud
clients in 2012

190+
optimized solutions from 170
IBM Business Partners

45+
commits to OpenStack by
600+ contributors

1700+
MSPs joined as IBM
Business Partners in 2012

Enriched capabilities

Feb
Cloud infrastructure
& platform
[SmartCloud
Foundation]



June
Lifecycle collaboration &
management [SmartCloud
Continuous Delivery]



Sept
Storage planning software and
storage migration tools



Jan
Software
testing and
service
virtualization



April
Cloud-ready, workload optimized
systems [IBM PureSystems]



Sept
Interoperable cloud
ecosystem and standards



Create exceptional experiences for the customers and citizens

customers

citizens

86%

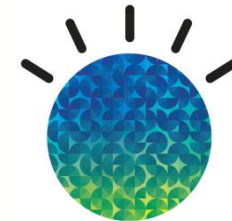
of all leading organizations say customer experience is their top priority.



49%

of all U.S. households received some type of government benefit in 2011





Engage customers, citizens and employees as individuals

Smarter Commerce

Your customer in context.

Smarter Commerce enables businesses/organizations to deliver exactly the right experience at exactly the right moment – resulting in delighted customers and the profits to match.



Drive adaptive procurement and optimized supply chain



Enable targeted and personalized marketing across all channels



Deliver seamless cross-channel customer experiences



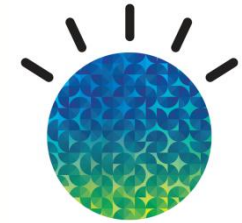
Anticipate behavior and provide flawless customer service

IBM Software

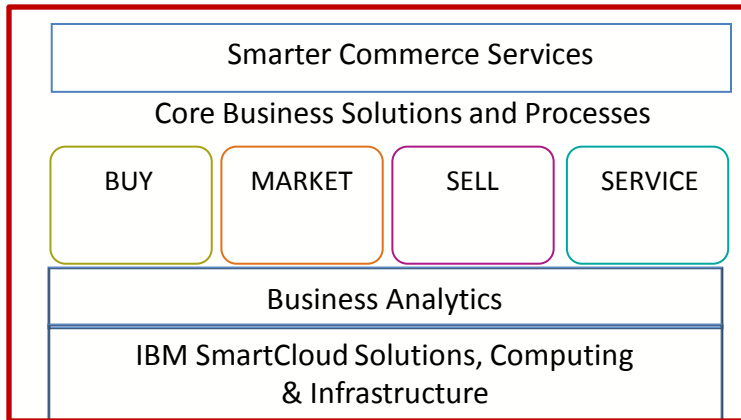
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Market leadership



50+
SaaS offerings

30,000+
global trading entities
connected for IBM clients

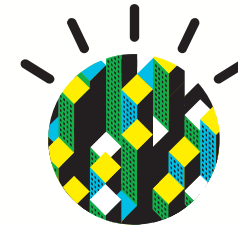
60,000+
users of IBM digital
marketing tools send **130M+**
emails per month

5.5 million
daily transactions
exchanged via IBM
B2B cloud

2000
Doubled GBS
practice to 2,000
dedicated
consultants across
the globe

Enriched capabilities





Engage customers, citizens and employees as individuals

Smarter Cities

Innovate to meet citizens' growing demand for services.

Citizens want to visit, work and live in desirable and vibrant cities. City leaders are embracing new ideas and solutions to turn vast amounts of data into insight—to deliver sustainable economic growth and enhanced quality of life.



Leverage information to
make better decisions

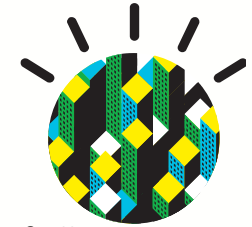


Anticipate problems to
resolve them proactively



Coordinate resources
and processes to operate
effectively



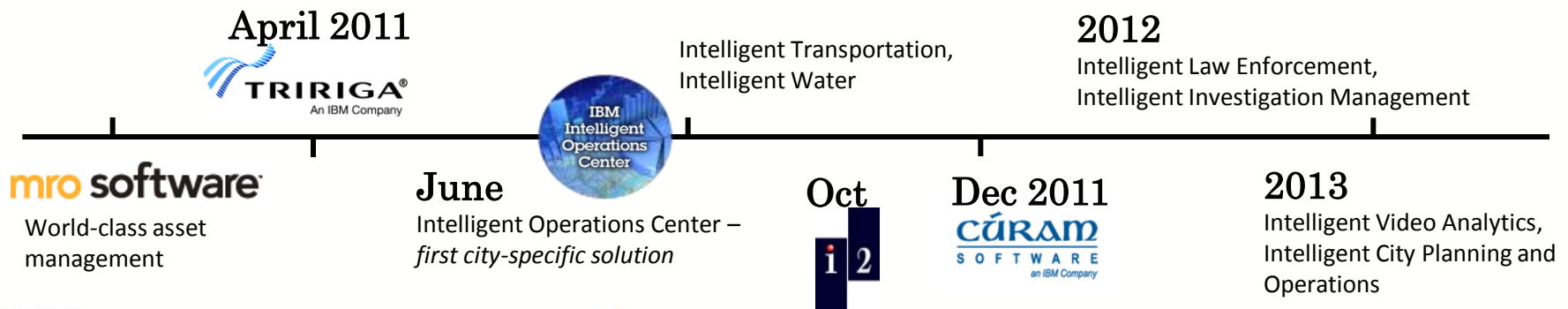


Market leadership



- **Thousands of implementations** with cities of all sizes, delivering real outcomes
- **Unparalleled portfolio strength** across planning and management, human, and infrastructure services
- **City-specific solutions** grounded in market-leading analytic capabilities
- **Range of deployment choices** including on premise, shared services and IBM SmartCloud
- **100+ research scientists** plus thousands of developers, mathematicians, and consultants helping cities provide better service to citizens

Enriched capabilities



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1. The Forrester Wave™: Enterprise Mobility Services, Q1 2013, Forrester Research, Inc., February 15, 2013.
 Magic Quadrant for Global Digital Marketing Agencies, October 2012 by Gartner

The demand for innovation is in conflict with the realities of the IT environment in most organizations

Only

1 in 5

organizations allocate more than 50 percent of their IT budgets to new products

99%

of CIOs with mandates to transform the business are looking to drive *better processes**

44%

of companies require up to three months to make a single-line software code change





Speed delivery of new products and services

Expert Integrated Systems

Expertise: Pure and Simple.

The IBM PureSystems family is a set of expert integrated systems that are built for cloud, big data & analytics. They simplify the entire IT project lifecycle to reduce time, cost and risk and help rapidly meet new demands like mobile and social.



Improve IT efficiency by simplifying the IT lifecycle



Accelerate new applications, big data and analytics



Simplify cloud application platforms and infrastructure





Speed delivery of new products and services

Business Integration

Require a flexible and secure integration model.

Deliver value through every interaction, with a holistic business and IT design that integrates back-office systems to front office engagements with continuous insight and flexibility



Launch an end-to-end mobile strategy where you prioritize continuous development, know your users and receive continuous feedback



Drive customer-centricity into day-to-day business operations where processes are instant, insightful and seamless



Amplify innovation by embracing partnerships with other organizations, business partners and communities



Capture insights from interactions and instrumented endpoints across channels and transform them into business opportunities



Apply continuous insights within and across business processes and applications

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Speed delivery of new products and services

Business Process

Reinventing business operations.

Industry's most comprehensive BPM platform integrated with mobile and big data capabilities, delivered through deep industry expertise and managed services



Simplify business operations to build customer engagement



Acquire and retain customers through operational excellence



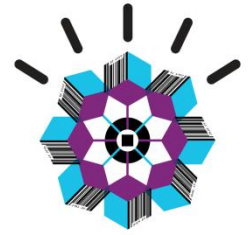
Increase straight-through processes to improve the customer experience

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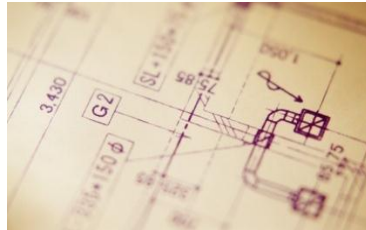


Speed delivery of new products and services

Product Development

Manage complexity across engineering disciplines throughout the product and systems lifecycle.

A complete, collaborative systems and software engineering solution to help you deliver high quality products and systems, on time and with reduced risk.



Design products and systems that are innovative, yet safe, secure and reliable



Improve product quality and demonstrate compliance to regulations



Accelerate the design, development and delivery of complete families of products



Visualize, organize and analyze your engineering data to accelerate innovation

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Protecting the brand and future has implications for the front office and the back office



Nearly

50%

Of all companies that allow “bring your own device” (BYOD) have experienced a data breach.**

\$5.5 million

The average cost of a data breach for U.S.-based companies is US\$5.5 million.

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* Forrester, *Great mobile experiences are built on systems of engagement*, Ted Schadler and John McCarthy, November 16, 2012.

** Decisive Analytics, *Mobile Consumerization Trends & Perceptions IT Executive and CEO Survey*, August 2012.

*** IBM, *The business of social business*, November, 2012.



Protect the brand and future

Security

Security intelligence. Think integrated.

A comprehensive, cost-effective framework delivering integrated capabilities that use intelligence to enable a stronger enterprise security posture.



Manage user identities and access privileges throughout their lifecycles



Safeguard the network and its servers and endpoints from a wide range of evolving threats



Secure web and mobile applications throughout their lifecycles



Gain real-time insight into threats and compliance risks through advanced intelligence

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Market leadership



10

Leader in virtually all of the markets we target, according to Gartner, IDC and Forrester

IBM X-Force

Award-winning **X-Force® security research**

64,000

One of the industry's largest vulnerability databases

Double digit

growth year-to-year of Security Systems Deployment Accredited Business Partners

Enriched capabilities

1 Labs acquired

Jan 2012

Formed IBM Security Systems division

May

Integration across domains [IBM Security QRadar, IBM Security Network IPS]

Oct

Controlling privileged user access [IBM Security Privileged Identity Manager]

Mar

iOS Mobile Application Security [IBM Security AppScan]

March

Enhanced identity management [IBM Security Identity Manager Role and Policy Management]

Aug

NextGen network security [IBM Security Network Protection]

Jan 2013

Big data security analytics [Security Intelligence with Big Data]



IBM Software brings the experience of thousands of engagements plus IBM systems, technology services, business services, business partners and financing ...



Where's the opportunity for you?

Engage customers, citizens and employees as individuals



Smarter Commerce



Smarter Cities



Social Business

Capitalize on big data to know and act



Big Data & Analytics

Engage anyone, anytime, anywhere



Mobile

Speed delivery of new products and services



Business Process and Integration



Expert Integrated Systems



DevOps and Product Development

Use cloud to drive strategic change



Cloud

Protect the brand and future



Security



Best Business Value or
Lowest Price?

A Strategic Blueprint or
a Fractured Approach?

Proactive or
Reactive?

Inside Out or
Outside In?

What are
your
priorities?

Best Business Value or
Lowest Price?

A Strategic Blueprint or
a Fractured Approach?

Proactive or
Reactive?

Inside Out or
Outside In?

What are
your
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Convert the world's new natural resource into value for your organization.



Capitalize on big data to know and act

Mr. Venkatesh Natarajan
CIO & Head of IT



ASHOK LEYLAND



Engage anyone, anytime, anywhere

Mobile

Transact with customers, employees and partners through trusted, insights-driven mobile interactions

