

Leading with Smarter Software

	PP + 1

Pradeep Nair Director - Software Group IBM India/SA



IBM Software
ExecutiveSummit2011
A Premier Leadership Exchange

THANK YOU!!



may

their

gins.

businesses.

GULVEEN AULAKH & HARSIMRAN JULKA IBM India led the Indian software market in 2010 with a software group director Pra-31.4% share in the industry's deep Nair attributes the rise in revenues last year, according revenues to contracts coming to research firm Gartner Inc. Customers, such as HDFC, SBI, Bharti Infratel and Indi-

an Railways, contributed to IBM India's 55% market share in the application infrastrucfrom small cooperative banks ture and middleware (AIM) and manufacturing firms. Insoftware segments. IBM com- fosys, TCS and Wipro - Inpetes with firms such as Wipro Infotech, TCS, Firstsource, In-telenet, CMS Computers **IBM revenues** among others for the domestic in 2010 grew IT market pie. SAP, Oracle, Mi-15.4% over crosoft are global players in business analytics which com-pete with IBM. 2009 in development software. The India application infrassystems tructure and middleware software market grew to \$228.2 milcategories lion in 2010, up 12.7% over 2009. IBM was ranked leader in India panding into new locations, in business integration (BD, building new capabilities collaboration and systems man-



dia's largest

IT services companies tracts from government con have still not tributed about 20% each to the delved deeply company's revenues. into the SME For instance, in a project for business, as it the government, the company erode is developing technology t high check money laundering by profit marcreating analytical monitor ing system which tracks the or "IBM is exdinary banking transactions IBM's helped to reduce 30% fuel costs for Bharti Infrate which has enhanced customer used to power more than 33,000 loyalty and profitability." Nair of its telecom towers in 2010. is extend-Worldwide business intelli

IBM Software India Marketshare Up by 15.4 pc

ENS Economic Bureau

Bangalore: IBM India on Tuesday announced that Gartner Inc has named IBM Software Group as the India marketshare leader in the business integration, collaboration, systems management and development software categories in 2010 with 31.4 per cent market share and grew at 15.4 per cent vis-a-vis 2009, based on revenue.

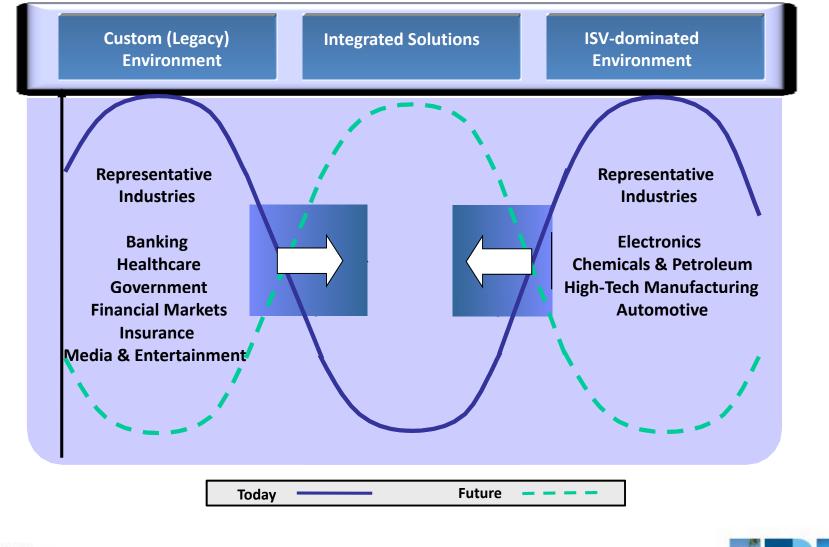
According to the report, IBM maintained its 2010 leadership as the leading software vendor in India with 55.3 per cent market share in the application infrastructure and middleware (AIM) software segment based on total revenue for 2010, extending its lead to more than three times that of its closest competitor. According to Gartner, P 11 D or est IR7

"IBM holds the number one market share position in India in key sub-markets, growing faster than the overall IT market" – Gartner





Clients want integrated solutions to solve industry-specific business challenges







Now, Smarter Software Solutions deliver Better Outcomes

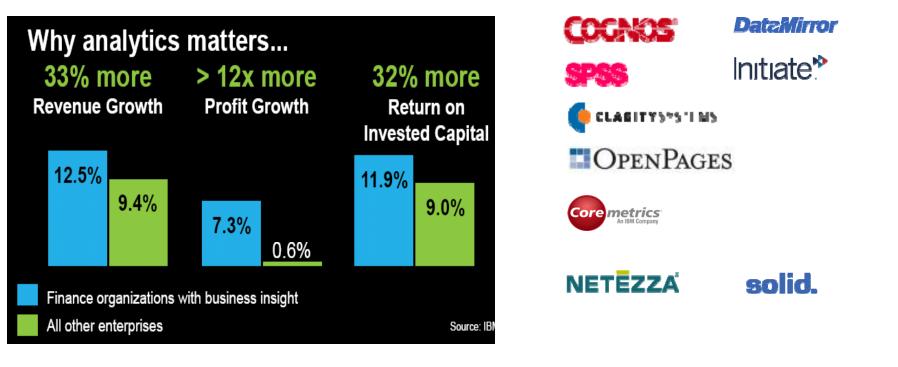




Business Analytics and Optimization



Business analytics is the key to enabling our clients to turn oceans of data into predictive models and actionable decisions





Source: The Global CFO Study 2010





asianpaints

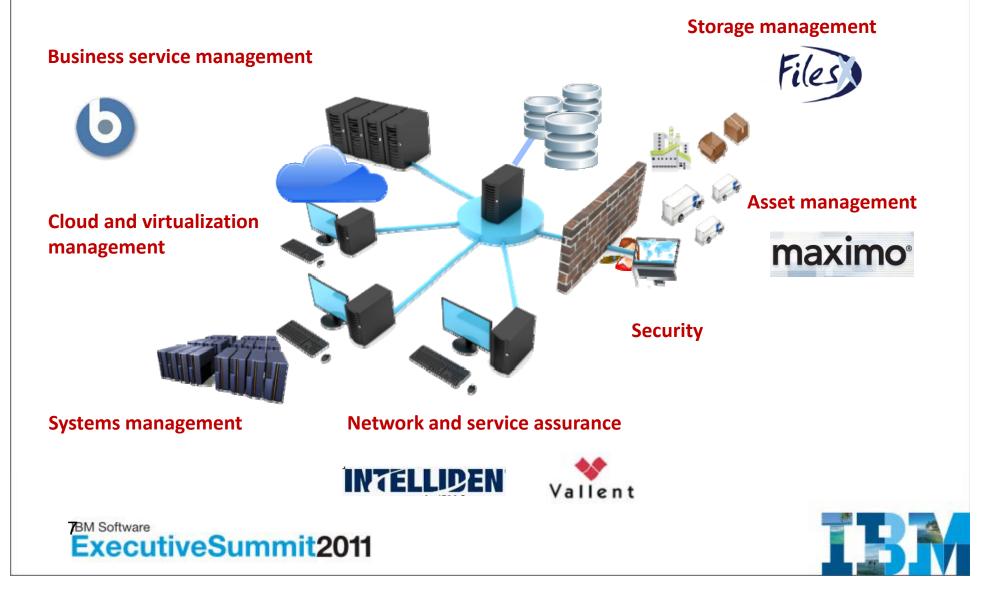
Manish Choksi

Chief – Corporate Strategy & CIO





Optimize the impact of business infrastructures and services







Anil Shanker

General Manager – IT





Successful companies are staying competitive by transforming their approach to *Commerce*









95%

Amount a major transportation company reduced partner integration time*.

41%

Amount a retail pet company increased sales per unique web visitor. Also increased open and click-through rates to five times the industry average*.

50%

Amount a leading provider of teaching, learning and research solutions grew direct-to-consumer commerce revenues year over year*.

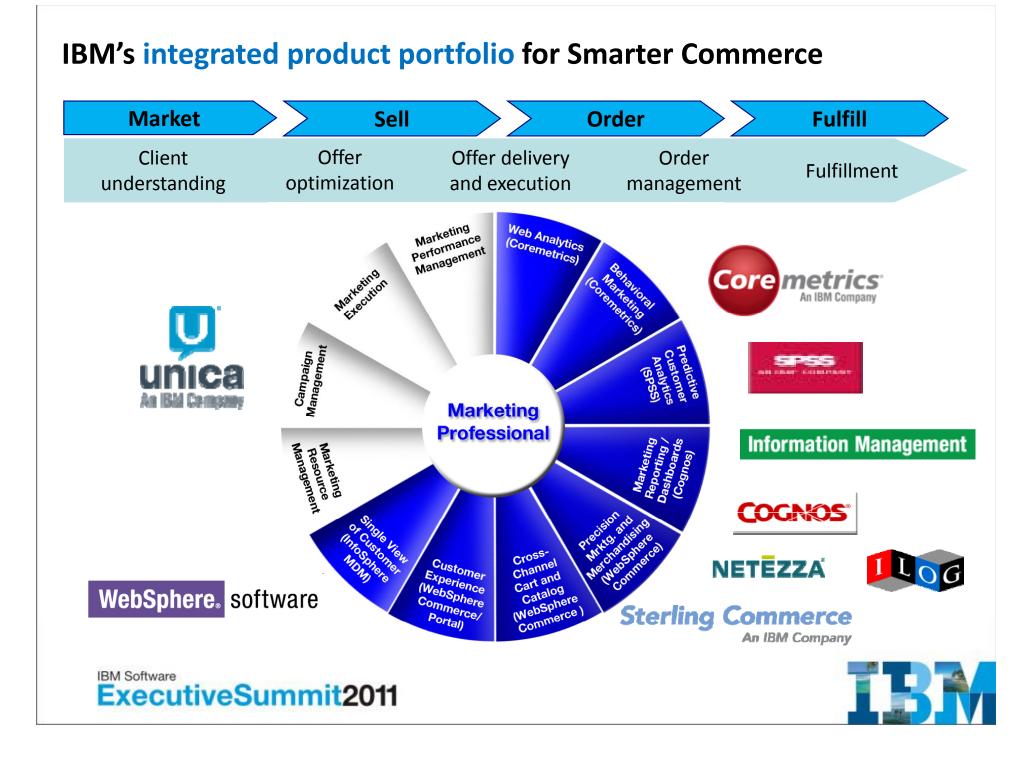
376%

Amount a US-based national communications service provider boosted ROI by reducing customer churn.



*Case studies based on Coremetrics, Sterling Commerce and Unica solutions









Subhodip Bandyopadhyay

Chief Information Officer









Munish Mittal

Executive Vice President





Delivering IBM skills



	ISVs - Tap into resource pool, build applications	Γ	,
Transform select	at lower costs	Centre of Excellence	150*
CoEs to ATPs		Total Trained	90,973*
		Total Certifications	44,504*
		Students Trained	84,802
		Students Certified	41,775
	CoEs will transform as	Faculty trained	6,171
Select CoEs to transform as Incubation Centres supporting the GEP	Faculty Certified	2,729	

* As on July 2011











TGMC For Business 2010 - Winners



Integrated all its IT solutions to a flexible platform to support surge in air traffic with the highest level of service quality.



Created an intelligent interface between the analogue physical assets and the operational system to help monitor and control at the most granular level possible.





ExecutiveSummit2011



TGMC For Business 2010 - Winners



Integrated all its IT solutions to a flexible platform to support surge in air traffic with the highest level of service quality.



Implemented a web based passenger seat reservation system, which allowed tickets to be booked 30 days in advance including return journey tickets from select destinations. An average of 3000 seats are booked through E-ticket facility.

Marico Industries

Deployed financial planning and management system that helped spend 8% less than estimated in 2009 – 2010, not to mention gain better control over inventory losses.



Built a unified interface to automate processes such as the incident reporting process, helping save costs and increase productivity.

IBM Software ExecutiveSummit2011



What Next??





What is **Big Data**?

The processing of an immense volume and variety of data for the purpose of analytics, at a velocity that was previously impossible



Volume

• Scale from terabytes to zettabytes

Variety

• Variable structures, structured and unstructured

Velocity

Streaming data and large volume data movement

Derive insight from previously untouched data and integrate that insight into your business operations – data warehouses, business processes, and applications.





Adaptive Real-Time Analytics

- Concept isn't new
- Velocity, Volume and Variety are what is new
 - In the moment analytics and alerting
 - Petabytes of data flows
 - Structured, semi-structured, unstructured sources can all be used
- Very simple idea
 - Knowing <u>what</u> happened, and <u>why</u>, is good
 - Improving outcomes while they are happening is better





Think Social...

- Over 14 million people socially active in India every single day¹
- 70% of all social networking users in India access a social networking site every day
- One in two people, across all age groups have interacted with a brand on a social networking site in the last one year
- 57% have reviewed atleast one product in the last 12 months
- 77% have visited a product website after reading a review on a social media site
- 52% of those who read online reviews about a product bought it
- 37% of heavy social media users in India fall in the age group of 21- 30 years
- The most likely age group to click on an ad on a social networking site is 31-40 years old

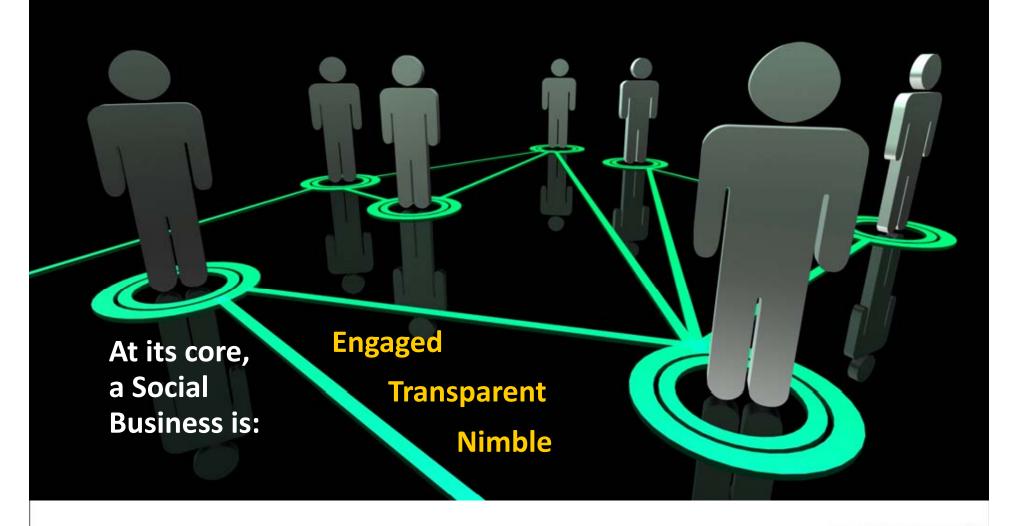
Survey by Neilsen - http://www.alootechie.com/?q=content/70-social-networking-users-india-access-a-social-networking-site-every-day-nielsen

www.slideshare.net/sahielshah/social-media-in-india-trends-2010-2011

ExecutiveSummit2011



A Social Business embraces networks of people to create business value



IBM Software ExecutiveSummit2011





IBM Software
ExecutiveSummit2011
A Premier Leadership Exchange

THANK YOU