



Leading with *Smarter Software*

Pradeep Nair

Director - Software Group

IBM India/SA

IBM Software

ExecutiveSummit2011

A Premier Leadership Exchange

THANK YOU!!



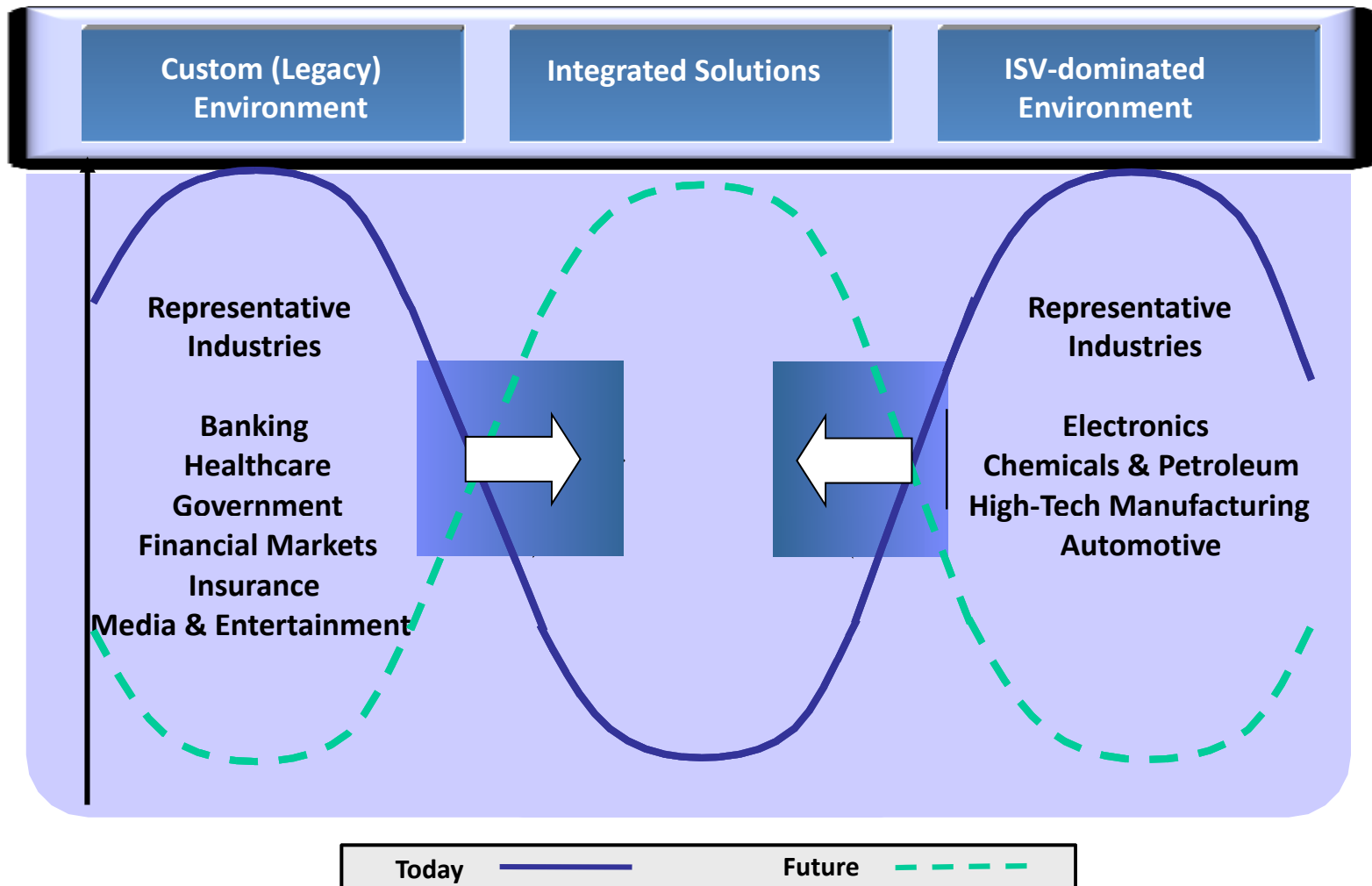
**IBM Software
India Marketshare
Up by 15.4 pc**
ENS Economic Bureau

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, IBM's market share in the

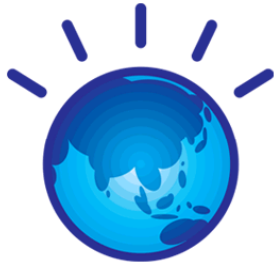
"IBM holds the number one market share position in India in key sub-markets, growing faster than the overall IT market" – Gartner

Clients want integrated solutions to solve industry-specific business challenges

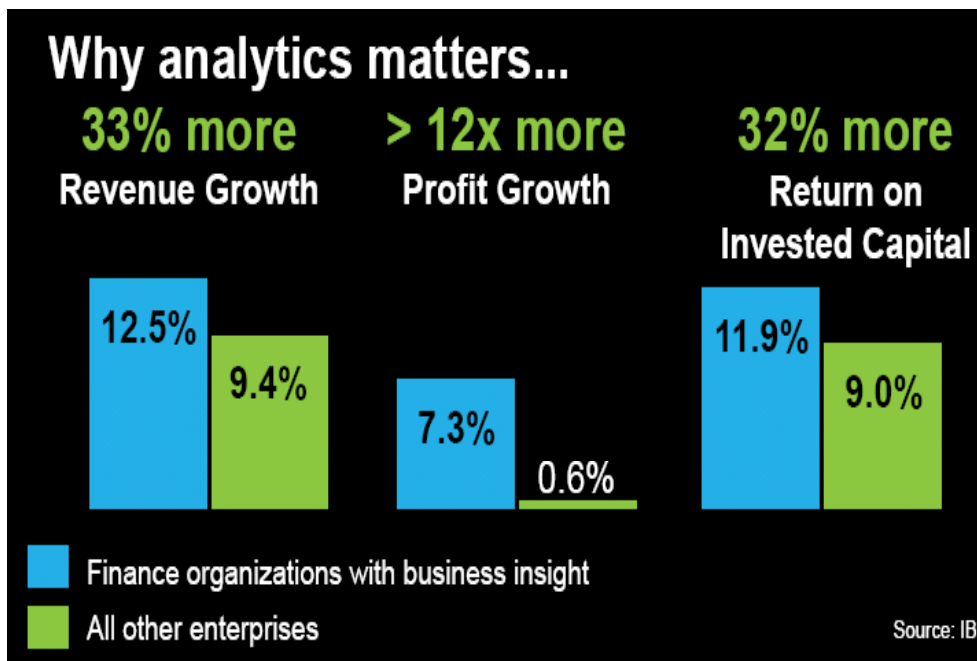


**Now,
Smarter Software Solutions
deliver Better Outcomes**

Business Analytics and Optimization



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





asianpaints

Manish Choksi

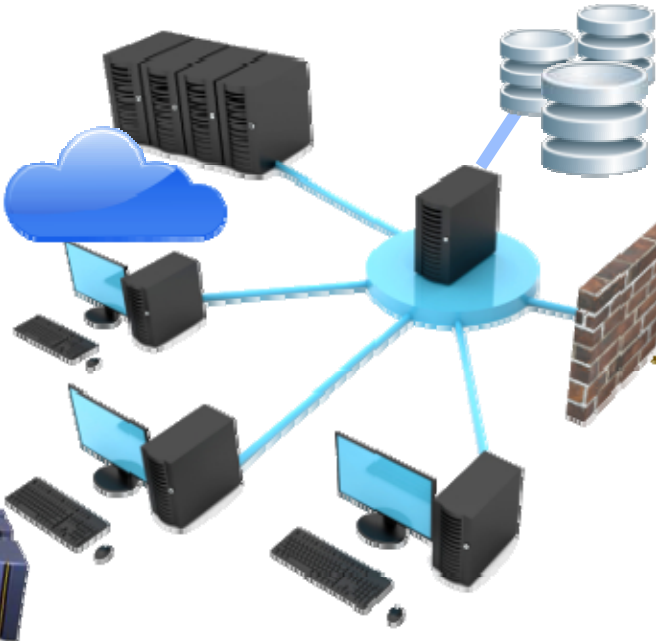
Chief – Corporate Strategy & CIO

Optimize the impact of business infrastructures and services

Business service management



Cloud and virtualization management



Storage management



Asset management



Security

Systems management

Network and service assurance





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.

IBM's integrated product portfolio for Smarter Commerce





Carrefour 

Subhodip Bandyopadhyay

Chief Information Officer



Munish Mittal

Executive Vice President

Delivering IBM skills



ISVs - Tap into resource pool, build applications at lower costs

Transform select CoEs to ATPs



Select CoEs to transform as Incubation Centres supporting the GEP

CoEs will transform as per market demand

Centre of Excellence	150*
Total Trained	90,973*
Total Certifications	44,504*
Students Trained	84,802
Students Certified	41,775
Faculty trained	6,171
Faculty Certified	2,729

* As on July 2011



Recognizing innovation



The Great Mind Challenge'11
Initiate Collaborate Innovate

TGMC For Business 2010 - Winners

Delhi International Airport



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

Centre for Railway Information System



Automated the track maintenance records, that reduced cost while improving efficiency.

Indus Towers



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

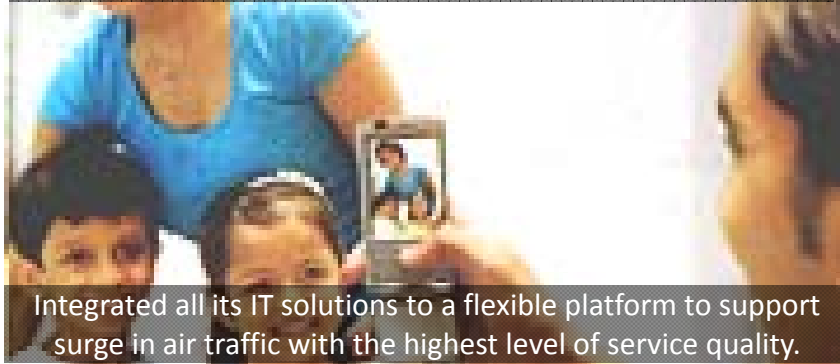
Rohta India



Built a unique migration process that helped them resolve various issues related to their sophisticated version control and parallel development support, while also protecting their Corporate IP.

TGMC For Business 2010 - Winners

Star Health and Allied Insurance Company Limited



Marico Industries



Karnataka State Road Transport Corporation



Tata Memorial Hospital



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 what happened, and why, is good
 - Improving outcomes while they are happening is better

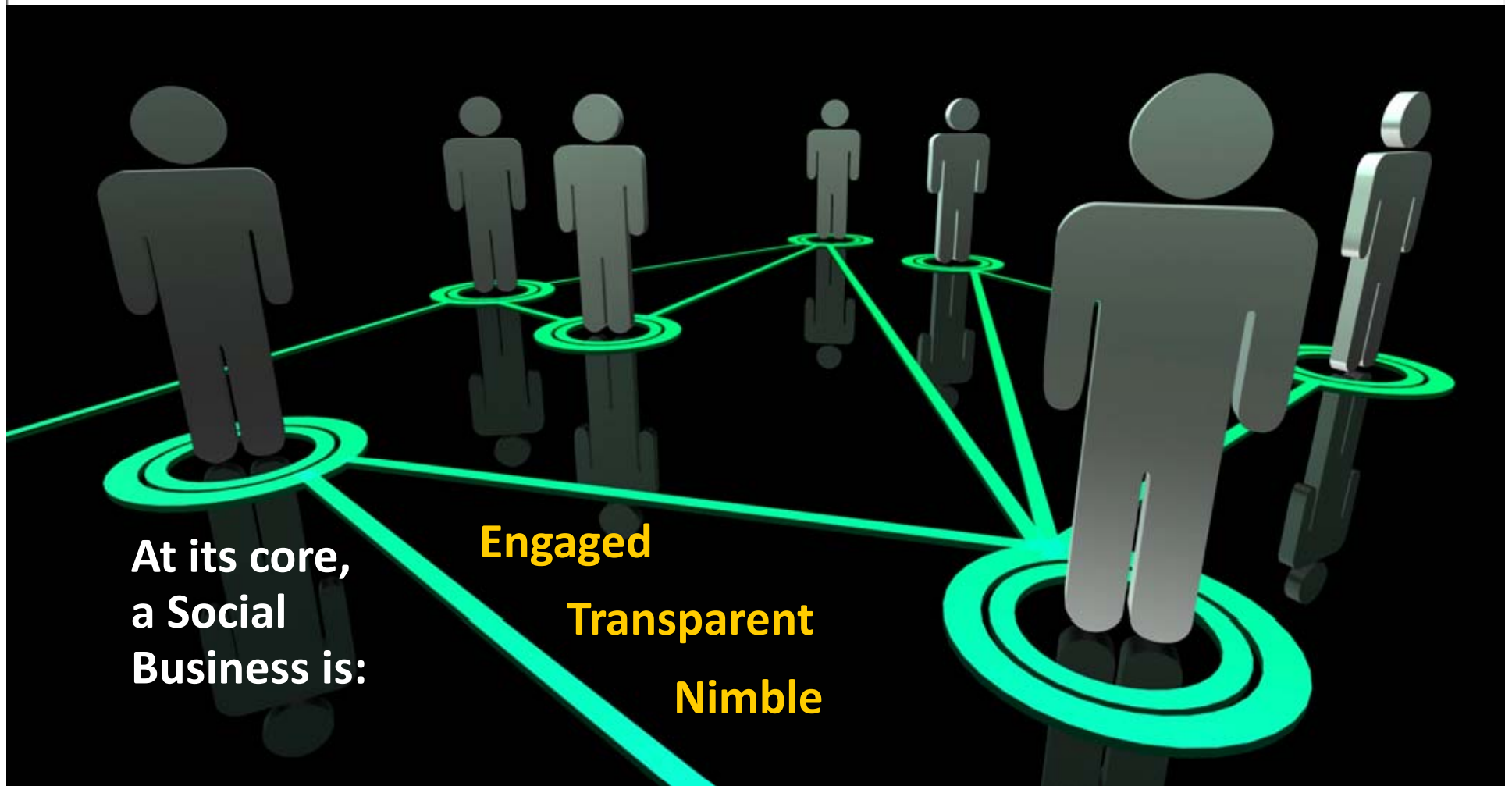
Think Social...

- 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 at least 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 Nielsen - <http://www.alootech.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

A Social Business embraces networks of people to create business value





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