

# Enterprise innovation in the new era of IT



# IBM is helping leaders innovate and win in the new era of IT.

We are at the beginning of a new era in IT. The potential for enterprises and for society is profound. Industries, markets and professions are being remade.

Our focus on enterprise innovation is informed by our experience, helping transform leading enterprises, our pioneering research and conversations with clients like you.

# Today's Discussion

- + The New Era of IT
- + Enterprise Innovation
- + Partnering with IBM

# The new era is defined by three shifts

## SHIFT 1

**Data** is becoming the world's new **natural resource**, transforming industries and professions.

## OUR POINT OF VIEW

Data is the new basis of competitive advantage.

## SHIFT 2

The emergence of **cloud** is transforming IT and business processes into **digital services**.

## OUR POINT OF VIEW

Cloud is the path to new business models.

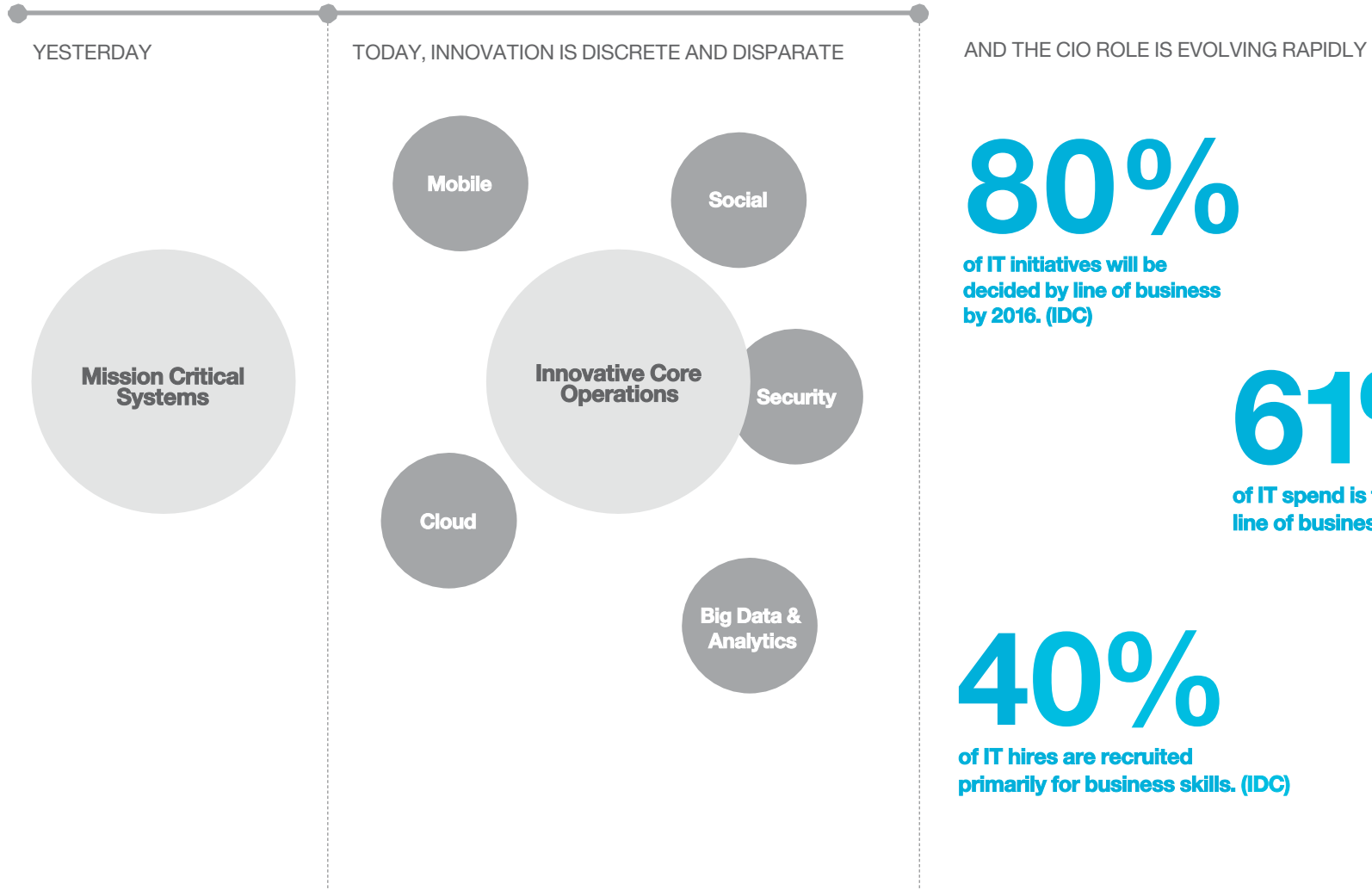
## SHIFT 3

**Mobile** and **social** are transforming individual **engagement** – creating expectations of **security**, trust and value in return for personal information.

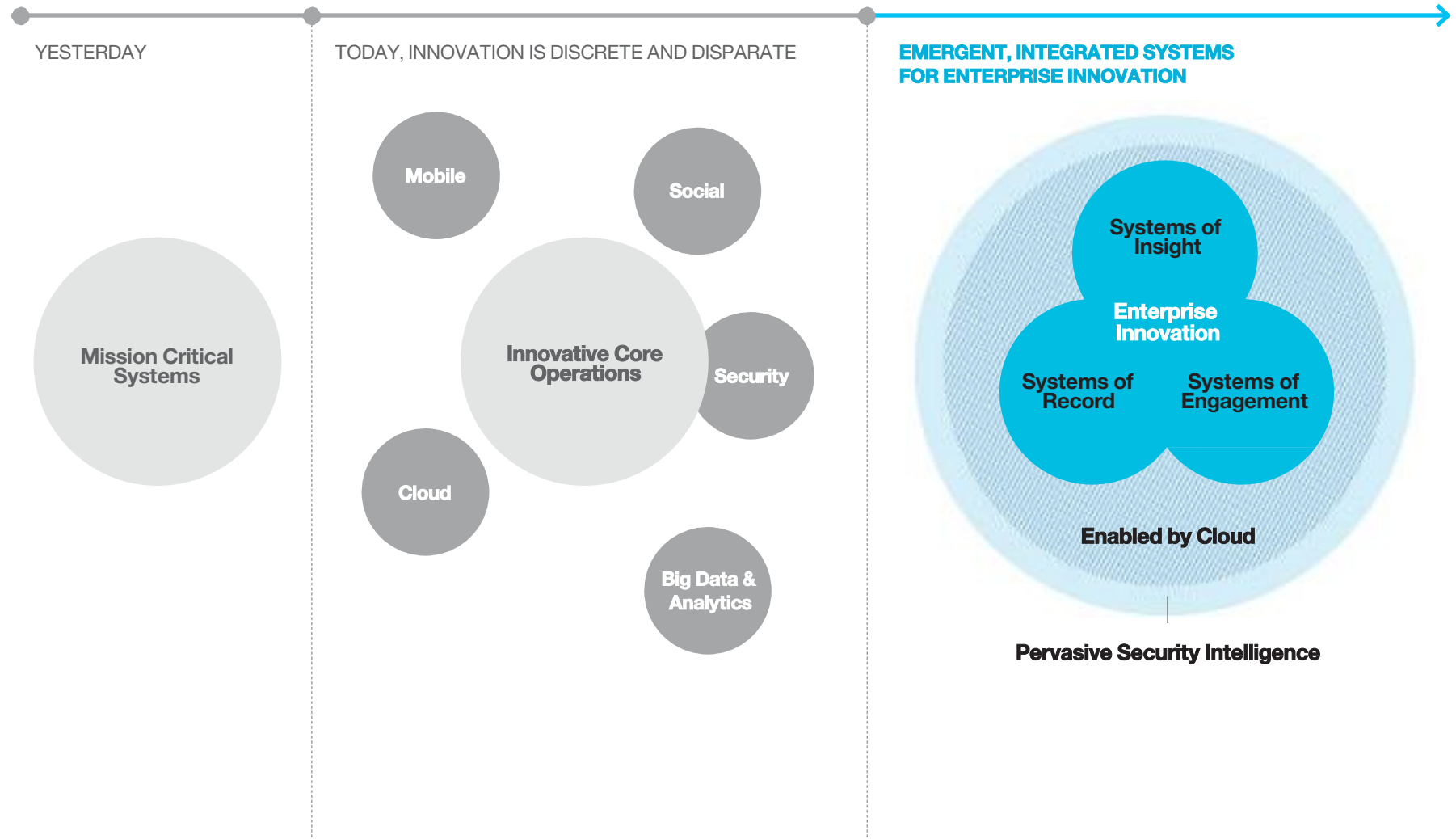
## OUR POINT OF VIEW

A systematic approach to engagement is now required.

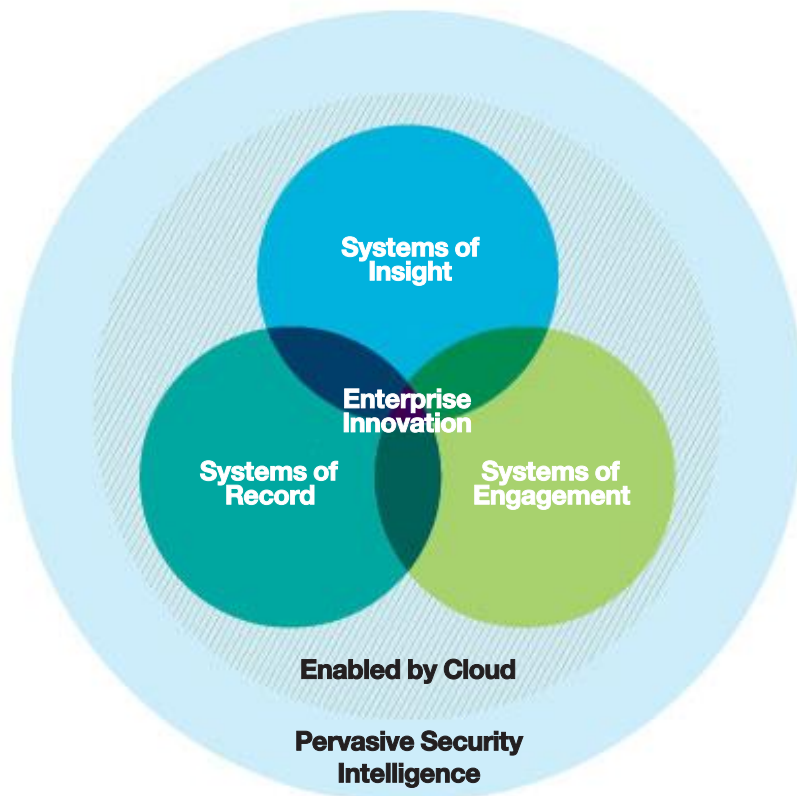
# Leaders need to move beyond today's discrete and disparate innovation



# Enterprise innovation will be realized through the integration of new era technologies with core systems



# Leaders will take a systematic and integrated approach to drive enterprise innovation



## IBM works with you to build and integrate:

### Systems of Engagement

How are you harnessing mobile and social to transform relationships with customers, employees and citizens?

### Systems of Insight

How are you harnessing Big Data for competitive advantage?

### Systems of Record

How are you transforming your existing IT systems for the requirements of the new era?

# Systems of Engagement

How are you harnessing mobile and social to transform relationships with customers, employees and citizens?

## Key Actions

Reimagine how business happens through **mobile** and **social**.

### TRANSFORM HEALTHCARE WITH MOBILE

- Ottawa Hospital needed to transform patient care at the bedside.
- IBM's MobileFirst suite helped the hospital redesign workflow around the use of mobile devices to provide an integrated patient "circle of care."
- **Better collaboration allows doctors to spend 2 more hours per day on patient care.**

Build your business to **personalize every interaction**.

### PERSONALIZE MARKETING

- OCBC Bank needed to win the loyalty of each customer.
- IBM's Enterprise Marketing Management suite helped the bank create a personalized, event-based marketing system.
- **Triple-digit increase in marketing-driven revenues, cycle times reduced by 40%.**

Design your system to enable **privacy, security** and **trust**.

### MANAGE MOBILE SECURITY WITH CLOUD

- IBM needed 90,000 employee-owned (BYOD) devices secured within days.
- IBM deployed MaaS360 to provide advance mobile management and security on the cloud.
- **15,000 IBMers self-enabled their devices on day one.**

## Definition:

A system of engagement integrates mobile and social, so trusted relationships with customers, employees and citizens can be conducted on a personal level.

## Why IBM?

### Apple alliance

Transforming enterprise mobility with new business applications, strong security device management and enterprise-grade support

**6,000**

Mobile engagements by 500 mobile experts

**2,800**

Social business experts

### A leader

In worldwide Mobile Application Development (IDC)

**#1**

Market segment share for Enterprise Social Software (IDC)



# Systems of Insight

How are you harnessing Big Data for competitive advantage?

**Definition:**

A system of insight applies advanced analytics to find new patterns in structured and unstructured data to inform faster, better decisions.

**Key Actions**

Build a **data-rich, analytically driven** enterprise.

Harness, create and monetize **insights** from structured and unstructured data.

Scale your unique expertise with **cognitive computing**.

**FIGHT CRIME WITH DATA**

- New York Police Department needed to find crime “hotspots” and prevent crime before it happened.
- IBM helped them build the Real-Time Crime Center, with powerful analytics to better predict crime, running DB2 and Cognos on Power.
- **35% reduction in crime.**

**PROTECT ASSETS WITH ANALYTICS**

- ConocoPhillips needed to predict the movement of ice floes to protect oil rigs and production.
- IBM’s InfoSphere Streams and SPSS enabled the analysis of 1 terabyte of data per day, including satellite images, to help researchers forecast ice floes.
- **\$300M in anticipated savings per year.**

**BATTLE CANCER WITH WATSON**

- Memorial Sloan-Kettering wanted to transform the treatment of cancer.
- IBM Watson on Power draws on the world’s published oncology expertise to help doctors create personalized treatment plans. A doctor would need 160 hours per week to stay current with research.
- **Doctors have a powerful new partner in providing the best care for patients.**

**Why IBM?**

**15,000**  
IBM analytics consultants

**Watson**  
\$1B invested in cognitive computing with 2,000 professionals

**Power + DB2 BLU**  
82x faster data analytics than a comparable x86-based system

**\$24B**  
Invested in Big Data & Analytics capabilities

**#1**  
Ranking for Big Data & Analytics vs. 70 competitors (wikibon)

# Systems of Record

How are you transforming your existing IT systems for the requirements of the new era?

## Key Actions

Enhance your infrastructure to **free up resources** for innovation.

Optimize your system of record for new workloads that deliver outcomes in **real time.**

Build in **scale** and **performance** for the new era.

### DRIVE EFFICIENCY TO REINVEST

- Nationwide Insurance wanted to future-proof its IT environment while reducing operating costs.
- IBM's System mainframes running Linux enabled virtualized development and open standards.
- **\$15M in anticipated savings over three years with web hosting costs lowered by 50%.**

### HEAL KIDS FASTER WITH REAL-TIME DATA

- Canada's Hospital for Sick Children needed to anticipate sepsis in premature babies faster.
- IBM's InfoSphere Streams on DB2 analyzes 1,200 vital signs per second to help provide early warning of infection.
- **Doctors can administer antibiotics before the onset of illness.**

### OPTIMIZE SUPPLY CHAIN

- Coca Cola Bottling Consolidated wanted to significantly cut inventory carrying costs.
- IBM's FlashSystem Enterprise Solutions processed 20x more forecasting data within the existing overnight window to help better plan deliveries.
- **Cut latency by 40% to deliver insights 4x faster.**

## Definition:

A system of record integrates high-volume transaction processing and data management to operate at the speed of global commerce.

## Why IBM?

### Scale

50B+ transactions managed daily across the globe by IBM's Information Management Systems

### Speed

4x performance advantage on average using IBM InfoSphere BigInsights MapReduce over open source Apache Hadoop

### Up to 90%

Reduction in data center storage costs by using software defined storage

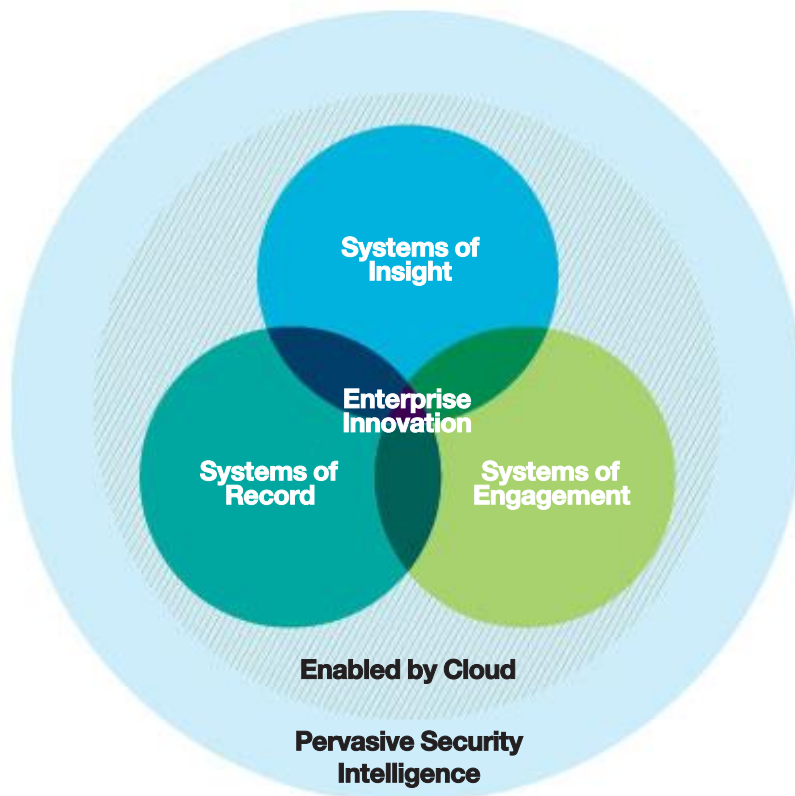
### 7 nanometers

The limit of silicon computing—and why IBM is investing \$3.2B in new chip technologies

### Up to 14x

Less CPU time when benchmarking IBM's InfoSphere Streams computing against Apache Storm

# Cloud dramatically improves speed, economics and scale. Pervasive security intelligence is key.



How are you enabling innovation, speed, scale and improved economics with **cloud**?

How are you deploying **pervasive security intelligence** against threats to your systems?

# ● Enabled by cloud

How are you enabling innovation, speed, scale and improved economics with cloud?

**Definition:**

An enterprise-ready, hybrid cloud environment drives efficiency and enables business-model innovation, underpinned by strong security.

**Key Actions**

Build a **hybrid** environment with the same rigor as on-premises.

**MANAGE GROWTH WITH HYBRID CLOUD**

- Bharat Light & Power (BLP) needed to help India achieve 100 GW of new energy generation capacity over the next five years.
- A 10-year IBM collaboration will integrate and scale disparate systems with SoftLayer, enhanced by IBM analytics.
- **BLP now has a scalable, hybrid infrastructure built for explosive growth.**

Make your **development environment** cloud-ready.

**ACCELERATE INNOVATION WITH RAPID DEVELOPMENT**

- eyeQ needed a development environment to quickly design and support new services that help retailers customize in-store offers.
- IBM's BlueMix enabled rapid development across a hybrid cloud environment.
- **Deployments have been reduced from hours to minutes.**

Use cloud to **transform business processes** into digital services.

**PERSONALIZE CHOCOLATE VIA THE CLOUD**

- Lindt needed to enable online shoppers to create personalized gifts.
- IBM's WebSphere Commerce Platform with CrossView's Aurora Plus Commerce cloud were deployed.
- **Doubled conversion rates and tripled mobile revenues.**

**Why IBM?**

**We Provide:**

- IaaS, PaaS, and SaaS
- Hybrid environments hardened for the enterprise
- A platform for rapid development
- Experience

**30,000**

Cloud engagements across private, public or hybrid environments with expertise in security, data location and management

**1,600**

Exposed APIs using SoftLayer

**BlueMix**

200 software and middleware patterns available to developers

**40**

Cloud data centers are planned in 15 countries to manage data requirements

**MarketPlace**

100+ SaaS offerings used by 47 of the top 50 Fortune 500 companies

# ● Pervasive Security Intelligence

How are you deploying pervasive security intelligence against threats to your systems?

## Key Actions

**Preemptively deploy** security intelligence and analytics to help detect and prevent sophisticated attacks.

Discover and classify your **most valuable assets** and build an **intelligent system** around them.

Create a **systematic approach** to security with integrated and automated capabilities to increase visibility.

### PREVENT FRAUD WITH CROWDSOURCING

- A European Bank needed a new approach to mobile security.
- IBM's Trusteer suite crowdsourced intelligence from 100M+ endpoints.
- **\$60M fraud prevented in the first year.**

### SECURE DATA AT A REDUCED COST

- A financial services firm needed to protect its most important 2,000+ databases.
- IBM's InfoSphere Guardium ensures the integrity of sensitive data.
- **Improved security and saved \$20M.**

### PROTECT THROUGH PATTERNS

- An energy company needed to assess a huge volume of possible security threats.
- IBM's QRadar supports a systemic approach, analyzing 2 billion events each day.
- **The company reduced security efforts by 99.99%, identifying 20-25 potential threats a day.**

## Definition:

Pervasive Security Intelligence is a dynamic approach to threat reduction through a life cycle of prevention, detection and response.

## Why IBM?

### Scale

As many as 15B Security events monitored daily across 130 countries

**6,000**

Security experts

**7/10**

Top US banks use IBM Security Solutions

### Technology

1,700+ Security patents

### A leader

In Security Information and Event Management

# IBM is investing in enterprise innovation

“Apple and IBM forge global partnership to **transform Enterprise Mobility**”

– MarketWatch | July 15, 2014

“IBM introduces **Watson** to consumers in service for USAA clients”

– Bloomberg | July 23, 2014

“IBM’s **BlueMix** targets the Internet of Things”

– CMS WIRE | July 2, 2014

“IBM delivers new Big Data capabilities on **IBM Cloud Marketplace**”

– WSJ | July 1, 2014

“**SoftLayer** fuels hybrid cloud growth”

– CIO Magazine | July 16, 2014

“IBM unveils **Power8** chip as open hardware”

– Information Week | April 24, 2014

“IBM doubles down on Cloud Services with **Cloudant** acquisition”

– Techcrunch | February 24, 2014

“IBM Security focuses on cyber attacks in new **[Qradar]** offerings”

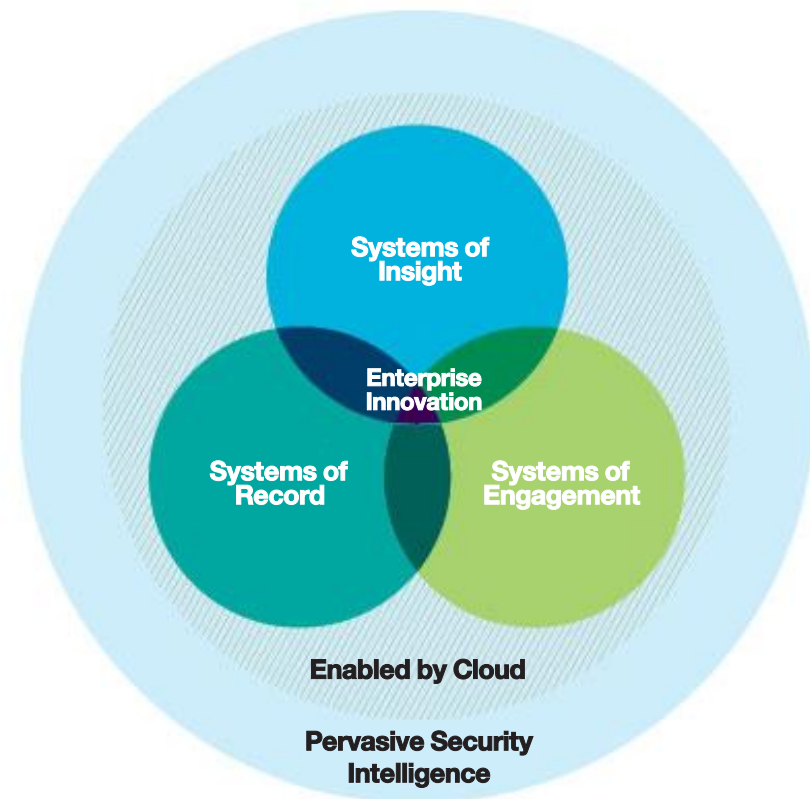
– eWeek | February 19, 2014

“IBM launches its **Software Defined Storage** play”

– ZDNet | May 12, 2014

# Why partner with IBM

- + We **integrate** new capabilities and technologies to transform your existing IT systems.
- + We **innovate** enterprise-grade products and services—in data and analytics, cloud, social, mobile and security.
- + We help **secure** your most valuable data, devices and systems with pervasive security intelligence you can trust.



IBM



Systems of Engagement

# Ottawa Hospital



## THE BUSINESS NEED

### Transform patient care at the bedside.

With an occupancy rate that sometimes exceeded 110% and patients who had increasingly complex medical conditions that demanded urgent attention from several departments at once, the hospital's traditional workflow processes could not keep pace.

To effectively manage the complexity of coordinating across multiple departments and give care teams more time with their patients, the hospital needed to change how it communicated and collaborated.

To address this reality, the hospital needed to transform into a mobile first enterprise.

## THE SOLUTION

### IBM's MobileFirst suite helped the hospital to redesign workflow around the use of mobile devices to provide an integrated patient "circle of care."

For departments to collaborate, the hospital needed a nimble wireless platform to drive all workflows and tie directly to patient outcomes—and one that could seamlessly integrate with its existing infrastructure.

The hospital and IBM co-developed an approach to Business Process Management (BPM) by building a clinical mobile app (CMA) that puts mobility at the center of its process infrastructure.

The hospital built the platform using IBM technology, including IBM Blueworks Live and Aruba Networks.

## THE BENEFIT

Increased personal contact between physicians and patients.

An integrated "Circle of Care" is now accessible by tablet, helping physicians to better coordinate care through the exchange of notifications and instant messages.

Streamlined the exchange of and access to data, permitting more useful analytics.

**"Personally, I am going to spend more time focusing on the right things and less time focusing on the mechanics, the bureaucracy, the paperwork."**

—Chief Medical Information Officer

Systems of Engagement

# Oversea-Chinese Banking Corp. (OCBC)

## THE BUSINESS NEED

**Win the loyalty of each customer by personalizing marketing interactions.**

The bank was realizing sub-optimal results from its generic mass marketing campaigns, losing out on revenue opportunities and compromising its position in the highly competitive banking market in Southeast Asia.

With fierce competition for retail-banking customers in Asia, winning their loyalty requires targeted, personalized marketing interactions that drive cross-sell opportunities and build long-term profitable relationships.

## THE SOLUTION

**IBM's Enterprise Marketing Management (EMM) Suite helped the Bank personalize marketing for all interactions.**

With a sophisticated analytics platform and IBM's EMM suite, the bank transitioned to a personalized, event-based marketing system that is helping to deliver customer-centricity through greater relevance and timeliness.

The bank evolved from a generic marketing approach to one that coordinates personalized marketing interactions across 10 communication channels and touchpoints, including email, call centers, branches, ATMs, direct mail, text messages and 3G mobile banking.

## THE BENEFIT

ROI was achieved within 18 months of implementation.

Marketing driven revenue increased by triple digit percentages.

Leads have grown by 417% as campaign cycle times have reduced by 40%.

Marketing campaigns have increased by 12x.

Cross-sell conversions increased by double-digit percentages when using IBM marketing solutions—as high as 60% for some campaigns.



Systems of Engagement

# IBM CIO

## THE BUSINESS NEED

**Secure 90,000 employee-owned (BYOD) devices within days.**

The CIO Office sought to rapidly deploy advanced mobile device management and security to its worldwide population of employee-owned smartphones and tablets.

To achieve these objectives, the CIO Office needed to provide advanced mobile application and access security, as well as expanded levels of mobile capabilities.

Moreover, the CIO Office needed a low-cost way to deploy these capabilities to 90,000 devices within one month.

## THE SOLUTION

**IBM's MaaS360 provided advance mobile management and security on the cloud.**

The CIO Office deployed the cloud-based mobile device management solution MaaS360 by Fiberlink, an IBM company, to speed adoption among the over one hundred-thousand IBM mobile users and reduce risk for IBM.

The device management capabilities of MaaS360, a Gartner Magic Quadrant leader, will help IBM easily distribute, update and manage these applications throughout their life cycles.

## THE BENEFIT

Using the MaaS360 software, the office began on-boarding 200 devices per minute at peak—15,000 users on the first day—providing them with mobile flexibility and helping IBM tightly manage access.

To-date, nearly 70,000 IBMers have self-enabled their smartphones and tablets with MaaS360.

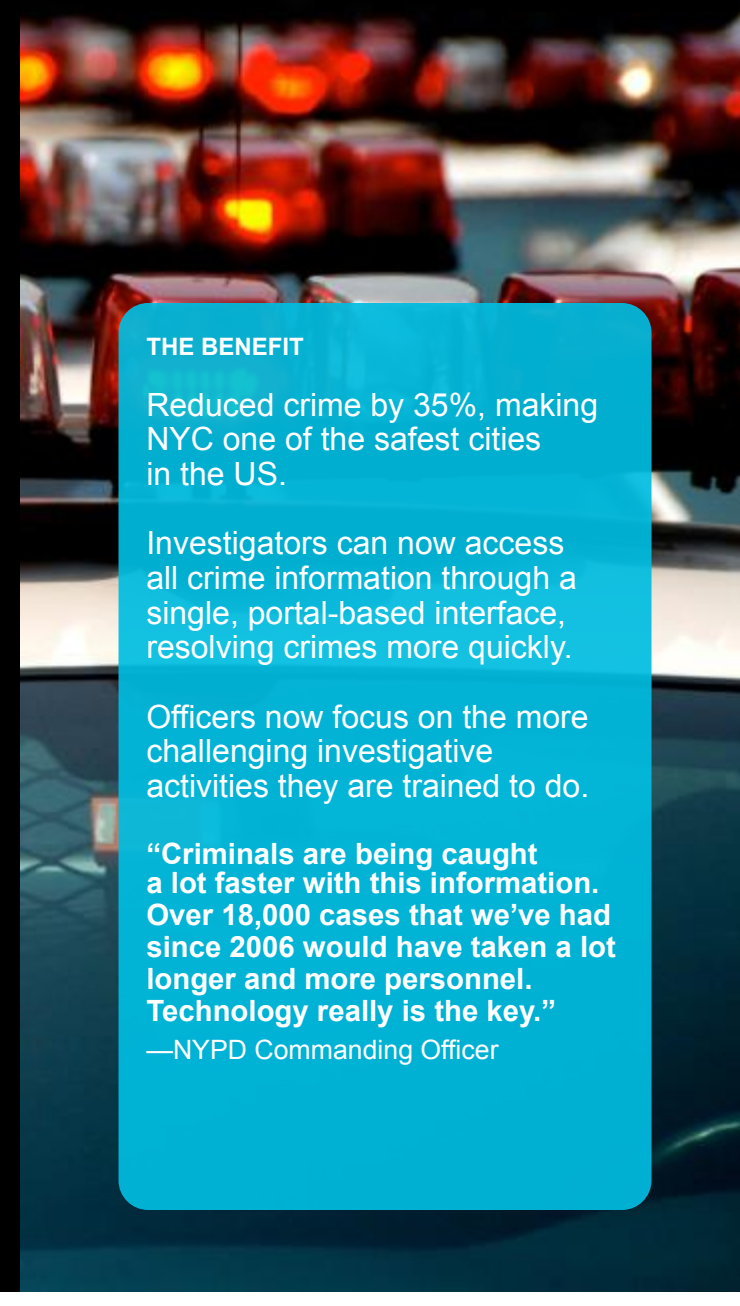
**“It took us less than 3 days to integrate MaaS360 into the IBM architecture and by moving from an on-premises model to a cloud model we’ll save \$500,000.”**

— Executive IT Architect for CIO Office



Systems of Insight

# New York Police Department



## THE BUSINESS NEED

**The New York Police Department (NYPD) needed to find crime “hot spots” and prevent crime before it happened.**

The NYPD had most of the information it needed, but the information was not readily accessible, available or secure.

**“There’s no substitute for interacting with other police to solve cases. Our goal is to make the process more efficient: instead of having to talk with 10 different investigators in different parts of the city, they’ll have to talk with two. That’s a lot more time available to solve cases.”**

—NYPD CIO

## THE SOLUTION

**IBM helped the NYPD create a real-time Crime Information Warehouse (CIW) to help officers more proactively and effectively fight crime.**

The CIW is the foundation for the NYPD’s state-of-the-art Real Time Crime Center—providing a single, easy-to-use point of access to data on all crimes committed in New York’s five boroughs.

Using business intelligence software along with GIS mapping and visualization tools, officers and analysts in the center can detect crime patterns as they are forming, enabling precinct commanders to take proactive measures to keep ahead of these trends—and head off spikes in criminal activity.

## THE BENEFIT

Reduced crime by 35%, making NYC one of the safest cities in the US.

Investigators can now access all crime information through a single, portal-based interface, resolving crimes more quickly.

Officers now focus on the more challenging investigative activities they are trained to do.

**“Criminals are being caught a lot faster with this information. Over 18,000 cases that we’ve had since 2006 would have taken a lot longer and more personnel. Technology really is the key.”**

—NYPD Commanding Officer

Systems of Insight

# ConocoPhillips



## THE BUSINESS NEED

### **Predict the movement of ice floes to protect oil rigs and production.**

The biggest threat to oil rigs operating in remote Arctic locations is colliding with or being crushed by ice floes. Should a particularly large ice floe threaten a rig, companies typically have less than 72 hours to evacuate personnel to safety and flush all pipelines to protect the environment.

The challenge lies in knowing where and when the ice is going to be a potential problem, so the energy company can provide advanced warning against potential threats.

## THE SOLUTION

### **IBM's InfoSphere Streams and SPSS enabled the analysis of 1 terabyte of data per day, including satellite images, to help researchers forecast ice floes.**

Researchers are now able to identify thousands of ice floes, forecast their movements and proactively warn rigs of potential threats.

## THE BENEFIT

\$300M in annual anticipated savings by reducing mobilization costs associated with needing to drill a back up well.

\$1B in savings per production platform by easing design requirements and improving ice management operations.

Ability to deploy icebreakers when and where they are needed the most.

Systems of Insight

# Memorial Sloan-Kettering Cancer Center

## THE BUSINESS NEED

### Transform the treatment of cancer.

With thousands of permutations and millions of new cases every year, medical data on cancer is increasing exponentially.

This creates challenges for doctors who want to offer their patients tailored treatments based on the latest evidence and data, but who simply can't process all the information on their own.

## THE SOLUTION

### IBM Watson draws on the world's published oncology expertise to create personalized treatment plans in seconds.

MSK and IBM are training Watson in oncology, so that medical professionals everywhere can make better, faster and more informed decisions about how to treat each individual cancer patient.

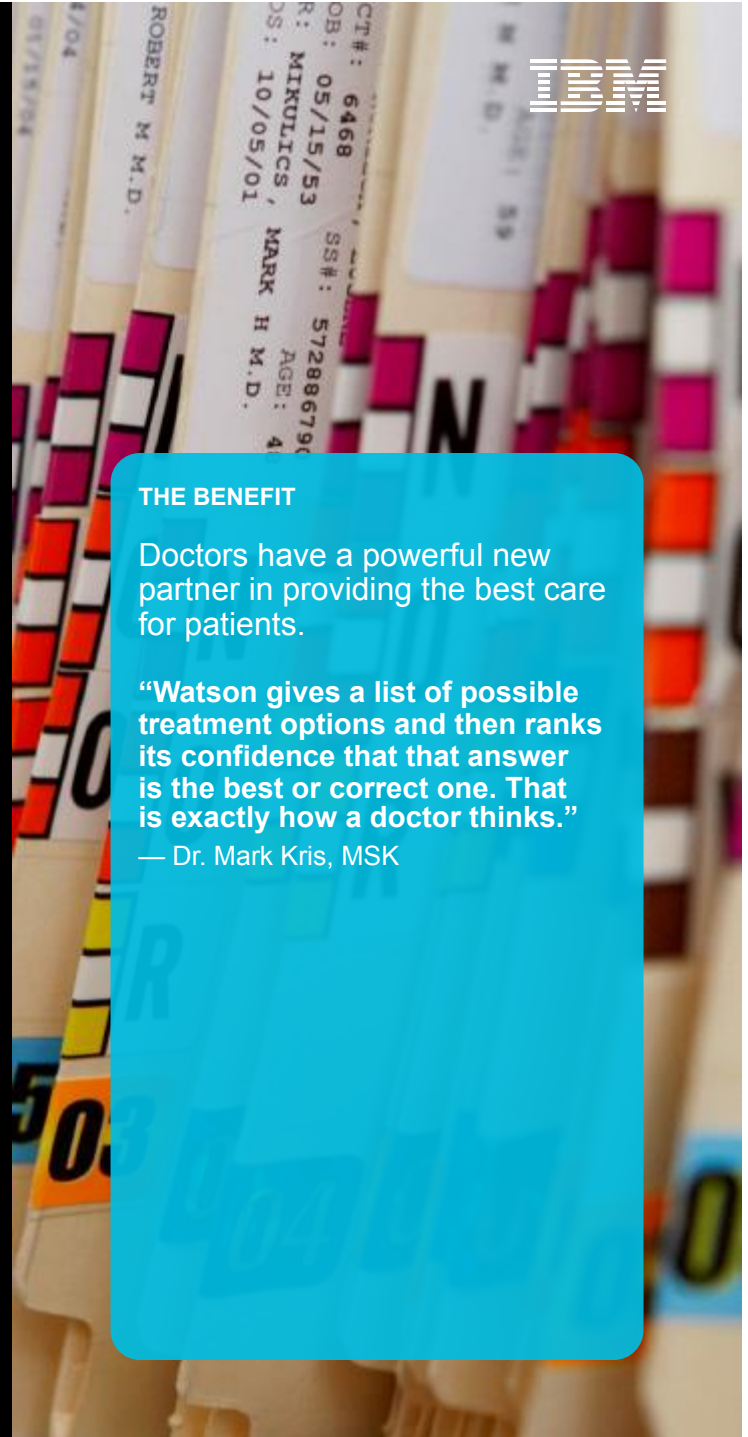
As of February 2013, Watson had processed 2M+ pages from medical journals and clinical trials and 600k pieces of medical evidence. A doctor would need 160 hours per week to stay current with research; Watson can process the same information in seconds.

## THE BENEFIT

Doctors have a powerful new partner in providing the best care for patients.

**“Watson gives a list of possible treatment options and then ranks its confidence that that answer is the best or correct one. That is exactly how a doctor thinks.”**

— Dr. Mark Kris, MSK



Systems of Record

# Nationwide Insurance

## THE BUSINESS NEED

### Future-proof its IT environment while reducing operating costs.

Faced with the need to build a new, multimillion-dollar data center to cope with server proliferation and seeking to streamline application development and daily operations overall, Nationwide Insurance instead made a strategic decision to move to a flexible, virtualized IT environment.

## THE SOLUTION

### IBM's System Z mainframes running Linux-enabled virtualized development and open standards.

The solution is a cornerstone of Nationwide's strategy of moving all new development to virtualization and J2EE as a means of "future-proofing" its IT environment.

**"The ability to flexibly add capacity wherever we need it changes the whole mindset of the developers. It promotes out-of-the-box thinking, because the risk cost is so low. What virtualization really gives us is a strong foundation for innovation."**

—Manager of Linux

## THE BENEFIT

\$15M in savings anticipated over three years.

85% to 90% server utilization.

80% reduction in environmental costs.

50% reduction in web hosting costs.



Systems of Record

# The Hospital for Sick Children

## THE BUSINESS NEED

### Anticipate sepsis in premature babies faster.

Today, hospital patients are routinely connected to equipment that continuously monitors vital signs, such as blood pressure, heart rate and temperature.

But many life-threatening conditions don't reach a critical level right away. Often, warning signs begin to appear long before the situation becomes serious.

While the information needed to spot the infection is present, indicators are often very subtle and can easily be missed by even the most experienced clinicians.

## THE SOLUTION

### IBM's InfoSphere Streams on DB2 analyzes 1,200 vital signs per second to help provide early warning of infection.

The key to early detection of subtle changes to life-threatening conditions is to make better use of information produced by monitoring devices.

To do so, the solution uses a new information processing architecture that enables near-real-time decision support through the continuous analysis of streaming data.

This will enable proactive treatment before a patient's condition worsens, increasing the treatment success rate, and potentially saving lives.



## THE BENEFIT

A flexible platform that can adapt to a wide variety of medical monitoring needs.

Clinicians are able to interpret vast amounts of data in real time, enabling them to spot subtle trends.

Physician and nurse knowledge and experience is now combined with technology to yield better results than cannot be provided by monitoring devices alone.

**"I look to a future where I'm going to receive an alert that provides me with a comprehensive, real-time view of the patient, allowing me to make better decisions on the spot."**

— Staff Neonatologist





Systems of Record

# Coca-Cola Bottling Co. Consolidated

## THE BUSINESS NEED

### Significantly cut inventory carrying costs.

Because CCBCC's manufacturing processes operates 24/7, they are always looking for forecast demands that reduce the risk of missed sales opportunities and maximize profitability.

To forecast demand at the store level, CCBCC needed to crunch more data without increasing time-to-insight, while meeting existing service-level agreements.

## THE SOLUTION

### Coca-Cola Bottling Co. Consolidated deployed the IBM FlashSystem Enterprise Solution—enabling it to process 20 times more forecasting data within the existing overnight window and SLAs.

To help predict customer demand, CCBCC uses a specialized supply chain forecasting application running on IBM AIX, the storage component which is hosted on IBM XIV Storage System.

To ensure resiliency of its mission-critical data, the company deployed IBM SAN Volume Controller software to automatically mirror data from IBM FlashSystem to the XIV environment.

## THE BENEFIT

Delivers deeper customer demand insights 4 times faster.

CCBCC also uses the XIV Flash caching option to cut latency by 40 percent—from 5 ms to 3 ms—across diverse workloads that run on its multiple XIV machines.

Increased profitability by more accurately matching manufacturing output with demand, reducing the amount of stock they hold and significantly cutting inventory-carrying costs.

Enabled by Cloud

# Bharat Light and Power

## THE BUSINESS NEED

**Help India achieve 100GW of new energy generation capacity over the next five years.**

As one of the largest clean-energy providers in India, the company aimed to address the sustainable energy challenge by increasing its renewable-energy generation capacity. To do so, the integration of disparate systems across the enterprise is critical, ensuring users have access to one version of the truth and a fuller view of the data, regardless of role.

With efficient and predictive analysis of data, the company can better manage resources, take necessary precautionary measures, and improve overall productivity.

## THE SOLUTION

**Leveraged IBM's SoftLayer cloud capabilities and IBM analytics and mobile solutions to increase power-generation capacity.**

The SoftLayer cloud infrastructure will act as a central service to monitor and manage BLP's existing and future generation plants as well as store and manage the data on cloud.

IBM's Big Data & Analytics capabilities will gather valuable insights from the data generated, ensuring the company has an integrated view of its operations and is equipped to take proactive measures.

IBM's mobile technology provides all the information, analyzed on the cloud platform, to ground staff through the handsets they carry.

## THE BENEFIT

The solution is expected to significantly improve BLP's Plant Load Factor (PLF)—the generation efficiency of its installed capacity.

**"We have ambitious growth plans for providing this service and we needed a strategic partner who understands, and helps us realize, our vision—that's why we chose IBM."**

—Chief Development Officer



Enabled by Cloud

eyeQ



#### THE BUSINESS NEED

**Build a development environment to quickly design and support new services that help retailers customize in-store offers.**

The company captures detailed product information and consumer-buying patterns to help brick-and-mortar retailers target and personalize offerings to the individual shopper.

As an emerging business, the company wanted to expedite its core product development and go-to-market activities.

To do so, it needed a cost-effective, highly flexible and scalable solution to power its corporate infrastructure and integrate the plethora of systems, applications and infrastructure found in the retail space.

#### THE SOLUTION

**IBM's BlueMix enabled rapid development across a hybrid cloud environment.**

The Bluemix environment provides a scalable cloud infrastructure enabling developers to rapidly deploy new applications without time-consuming, on-premise systems management.

The cloud-based Bluemix platform and its extensive catalog of open source application programming interfaces (APIs) provide the company with flexibility to rapidly develop and run applications in any programming language.

#### THE BENEFIT

Affordable, non-intrusive solutions quickly deployed for a nearly immediate ROI.

**“BlueMix has really helped us grow and scale our business on a very rapid pace with limited head count resources.”**

—Chief Executive Officer

Accelerated and reduced cost of developing and deploying core retail solutions.

**“By using BlueMix, we are saving hours per deployment. The hours—previously spent on IT support—are focused on the development of our product.”**

—Chief Executive Officer

Enabled by Cloud

# Lindt

## THE BUSINESS NEED

### Enable online shoppers to create personalized gifts.

Lindt was looking for a platform and vendors that would grow with them. The chocolate business moves very quickly between holidays, so they must respond with seasonal promotions just as rapidly—and deliver a premium experience.

Lindt sought a solution that would make it very easy to manage promotions, scale capacity and personalize interactions.

## THE SOLUTION

### IBM's WebSphere Commerce Platform with CrossView's Aurora Plus Commerce cloud were deployed.

Flexibility associated with the IBM WebSphere Commerce platform now enables Lindt to quickly build and execute highly personalized seasonal promotions around holidays for which chocolate is the go-to gift—think Valentine's Day to Christmas and everything in between.

Through microsites, Lindt can launch holiday-based promotions and campaigns that sell highly targeted offerings.

Moreover, because the solution is cloud-based, Lindt can quickly scale capacity up and down as demand increases for each holiday.



## THE BENEFIT

Doubled conversion rates and tripled mobile revenues.

In addition to personalized promotions, Lindt can now use its web store to offer a custom range of products. Shoppers can mix and match products to build personalized gifts—choosing quantity, type of chocolate, packaging and messaging.

The site allows Lindt to engage with customers in meaningful, thoughtful ways, and to understand their behavior.

Pervasive Security Intelligence

# European Bank



## THE BUSINESS NEED

### Adopt a new approach to mobile security.

The bank needs to protect the organization's existing mobile banking application by adding device risk analysis.

The solution needs to enable the bank to detect high-risk access from compromised or vulnerable devices.

The bank also wants to generate a persistent mobile device ID for unique device identification.

## THE SOLUTION

### Antifraud solutions from Trusteer, an IBM company, help secure mobile transactions.

Using crowdsourced intelligence from 100M+ endpoints, Trusteer monitors bank customer activity for evidence of fraud.

Browser attacks and account take-over attempts can be detected, and the bank and the customer are notified.

Trusteer can disrupt the attack chain using advanced analytics to identify behavior anomalies across millions of users.

## THE BENEFIT

The bank stopped \$1M in attempted fraudulent transactions in the first week.

The bank prevented \$60M in fraudulent activity the first year of deployment.

The bank's customers' transactions are secure, protecting the bank's reputation and relationships with customers.

Pervasive Security Intelligence

# Global Financial Services Firm



## THE BUSINESS NEED

**Protect the most important 2,000+ databases.**

Provide protection for critical corporate data spread across multiple databases from multiple vendors (e.g., Oracle, SQL, DB2, Windows, Linus).

Reduce the costs associated with compliance mandates.

Implement new processes to investigate insider threats.

## THE SOLUTION

**IBM's InfoSphere Guardium ensures the integrity of sensitive data.**

Ensure the integrity of sensitive data by preventing unauthorized changes to data, data infrastructure, configuration files and logs.

Provide real-time activity monitoring, mask sensitive data and block unauthorized access.

Reduce cost of compliance with automated and centralized controls, while simplifying audit-review processes.

## THE BENEFIT

Saved \$20M using InfoSphere Guardium as compensating control for encryption.

Improved security for 2,000 databases containing financial, credit card, PII data and intellectual property.

Saves \$1.5M per year in storage costs for native audit trails.

Pervasive Security Intelligence

# International Energy Company



## THE BUSINESS NEED

**Protect critical assets from diverse global threats; help detect advanced threats.**

The IT security team needs a global view of the enterprise security posture.

The enterprise must respond to and meet critical infrastructure regulatory mandates.

The organization needs to identify and prioritize vulnerabilities across its IT infrastructure.

## THE SOLUTION

**IBM Security QRadar provides integrated intelligence in a single security console.**

Combine analysis of historical data with real-time alerts to gain a “big picture” view of the security landscape, providing visibility and situational awareness.

Automatically uncover patterns of unusual activity that humans miss and immediately block suspected traffic.

Automate security operations while improving visibility.

## THE BENEFIT

The company analyzes 2 billion logs and events per day to find 20–25 potential offenses to investigate, a 99.999999% data reduction. Automated compliance operations for PCI (6 million daily transactions) and NERC (SCADA system monitoring).

The company’s security investment is protected through integration and real-time correlation of data from hundreds of security partners.