

Smart Work for a Smarter Planet



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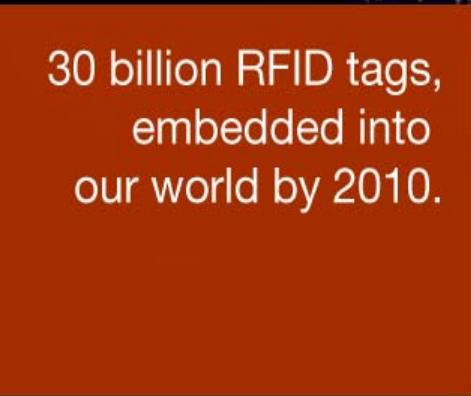
1 billion transistors
for each person
on earth.



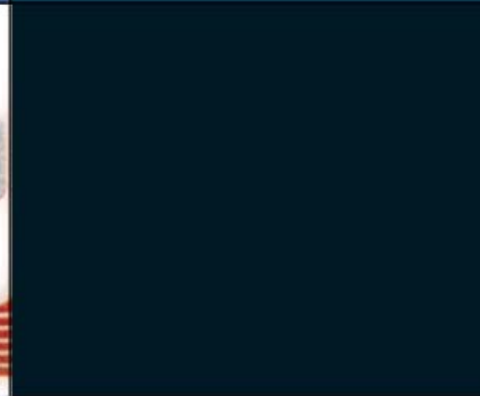
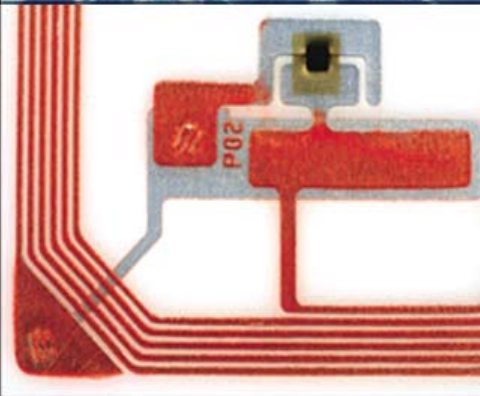
THINK



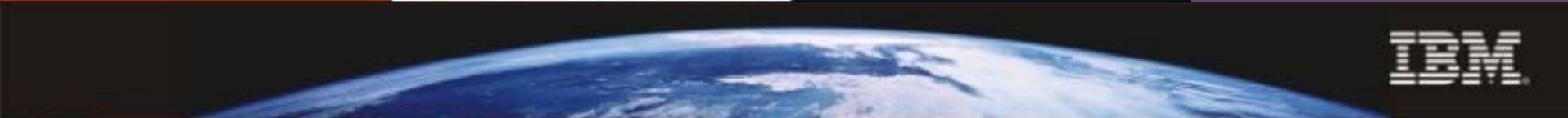
2 billion people will
be connected to the
internet by 2011.



30 billion RFID tags,
embedded into
our world by 2010.



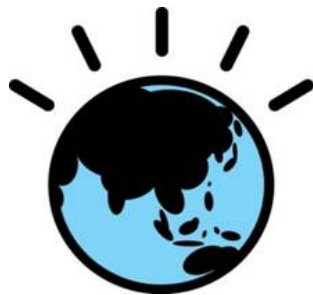
15 petabytes of
new information
generated daily.



Smarter Planet

instrumented
interconnected
intelligent

people
companies, institutions, industries
man-made systems
nature's systems



The **need** for progress in India/South Asia is clear

Inadequate infrastructure

Outdated processes

40%
households across India lack electricity

\$40B annual loss
due to supply chain inefficiencies

410 million
citizens in India have no banking facilities

Wasted resources

85% idle
computing capacity

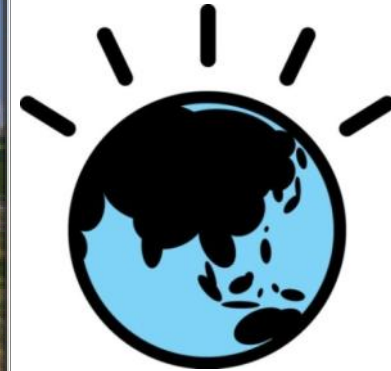
27%-40%
transmission loss across energy grids

Creating smart energy grids

- 25-50% reduction in outages
- Up to 90% capital savings



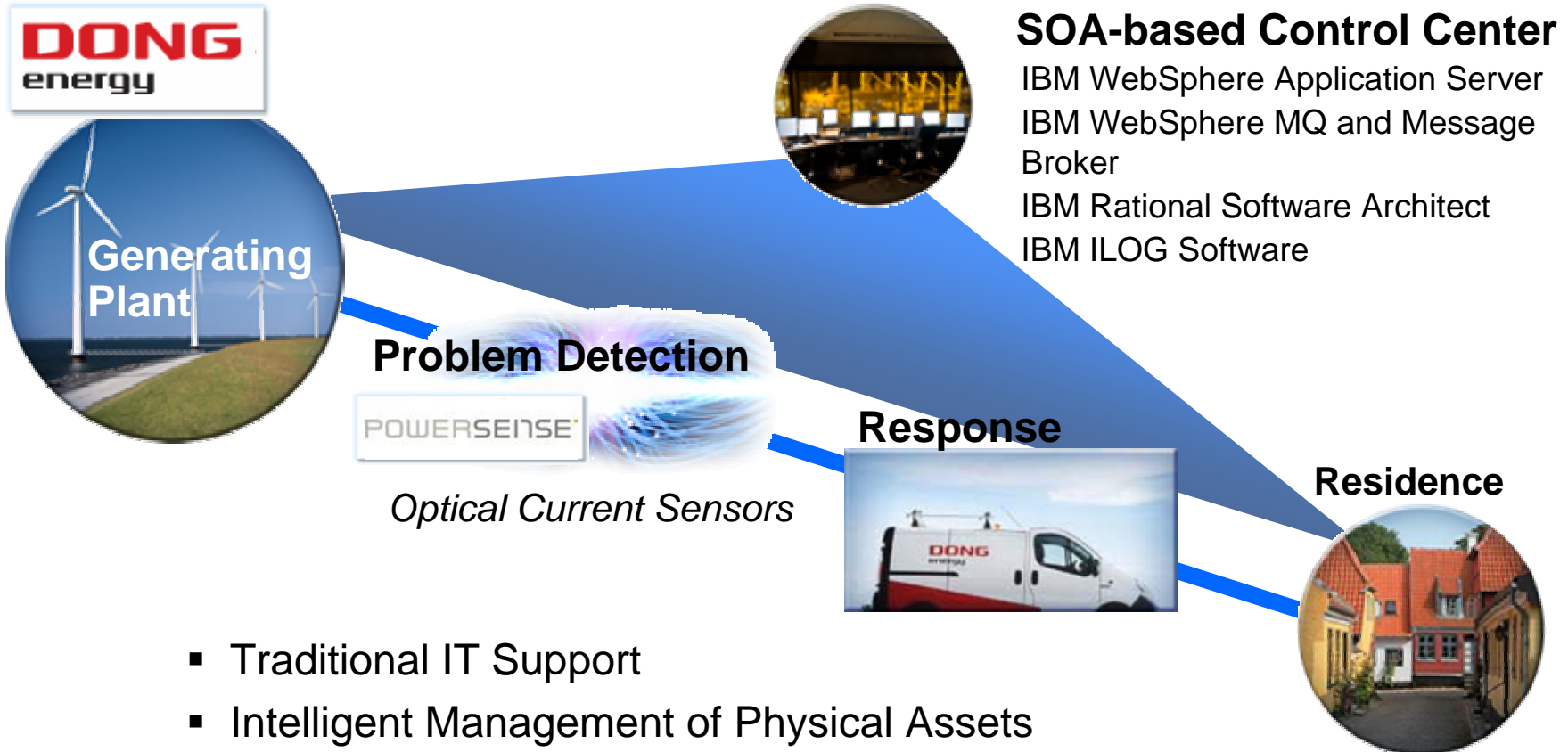
Real-time
instrumentation
and intelligent
analytics



DONG
energy

POWERSENSE

IBM helped implement an intelligent utility network



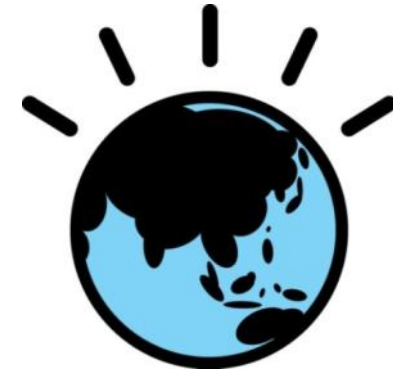
- Traditional IT Support
- Intelligent Management of Physical Assets
- Smart Devices

POWERSENSE

Delivering Smarter Ocean Information Services

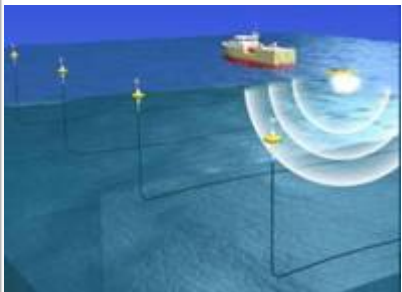


**Real-time seismic
data analysis and
forecasting**



INCOIS

IBM helped build a tsunami warning system



Ocean Seismic Sensors



Satellite hookup



Real-time Info to Ports



Connected to Met Stations



Intelligence to handle massive real-time data & event triggers



- IBM WebSphere Application Server
- IBM WebSphere DataStage
- IBM DB2
- IBM Servers and Services

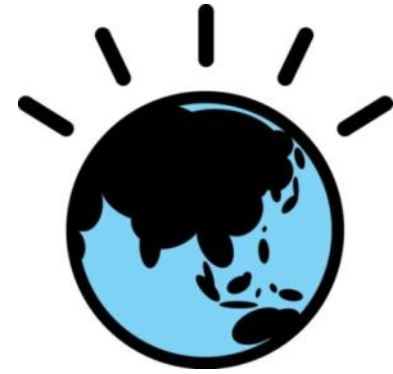


Smarter Asset Management and Analytics

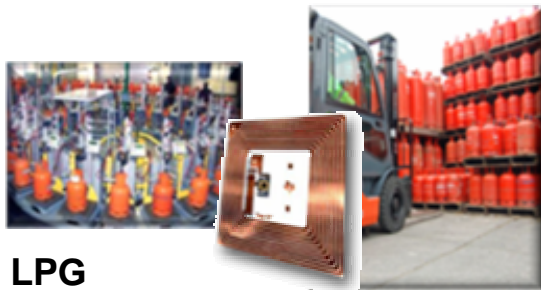
Improved track and trace solution
Savings through real-time inventory management



Real-time RFID
drives smarter asset
management



IBM is Helping Dynamically Connect Moving Parts



LPG
Bottling

RFID
Tags

Shipping



Location awareness
sensing through supply chain

- Real-time cylinder location tracking
- Optimized inventory management
- Real-time analytics



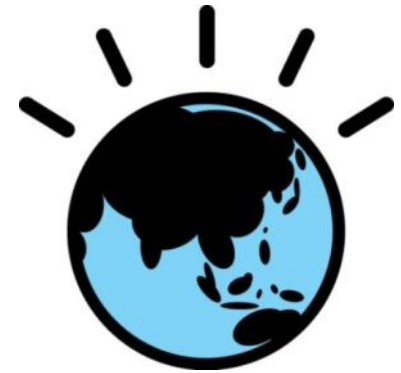
Real-time asset
management

IBM WebSphere Application Server
 IBM WebSphere RFID Premises Server
 IBM DB2
 IBM Servers
 IBM Global Business Services

Building smarter cities



Intelligent Transportation Systems
Public Safety
Energy Management
Water Management
Integrated City Command



New York City, Paris, Brisbane, Galway, Dallas, Houston,
 Copenhagen, Endesa, Portland, Stockholm, Singapore

How Can We Apply This to the Way We Work?.

We can't just work harder.

We can't just dedicate more resources

We must **Work Smarter.**



Smart Work for a Smarter Planet



Thank You

