How IBM Smarter Software is Creating a Better World

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The world is becoming smarter. More instrumented. More interconnected. More intelligent.

This intelligence is being infused into the products, systems and processes that make our world spin, in ways that you might not yet have imagined. Cars, highways, appliances, power grids, even natural systems like agriculture and waterways—all things that we encounter, use and depend on every day, now capable of providing us with new intelligence.

But how can we transform that new intelligence into actionable insights? How will we use those insights to help create a better world? At IBM, we believe the answer lies in smarter software.

Our software portfolio is broad, open and deep in its capabilities. And IBM Software is fueled by extensive industry expertise obtained through tens of thousands of engagements across the full spectrum of sectors and industry categories. Healthcare. Insurance. Retail. Energy and utilities. Telecommunications. Banking. Education. Transportation.

IBM software offers the agility to keep pace with the industries that act as driving forces on a smarter planet, and the scalability to grow with your business. So what can your organization do with smarter software from IBM?

- Turn the ever-growing mountain of information into an actionable pinpoint of insight.
- Attain the agility to manage rapidly changing business processes.
- Connect employees, partners and customers around the world to empower high-impact collaboration.
- Improve customer and client satisfaction through rigorous business service and product innovation.
- Embrace new growth and opportunity, while improving the effectiveness and efficiency of end-to-end enterprise operations.
- Better manage risk, maximize security and help ensure compliance.
- Fueled by expertise. Built for change. Ready for work. A smarter planet needs smarter software.

Let's build a smarter planet.

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