5 Business challenges for IT

September 15th 2010
Remco Kroes

Enterprises across all industries and of all sizes face five fundamental needs

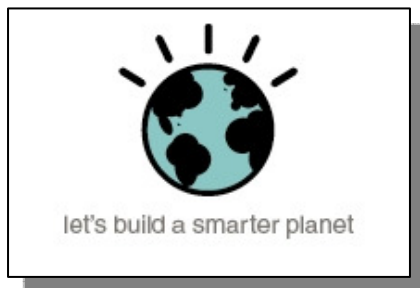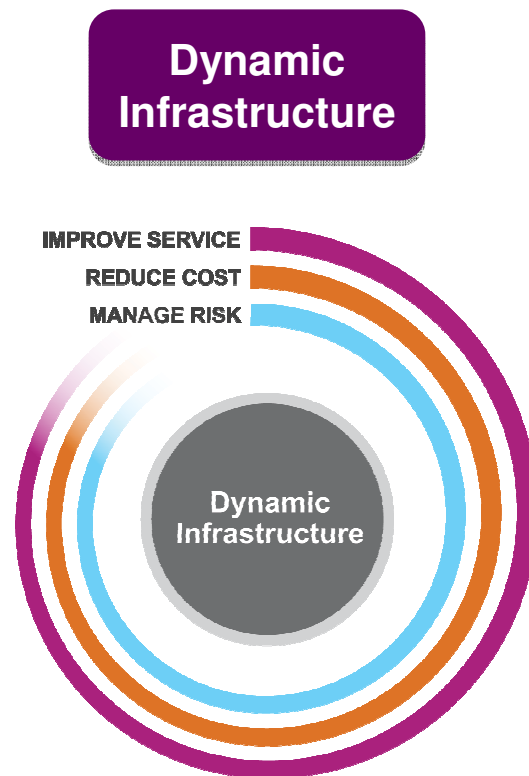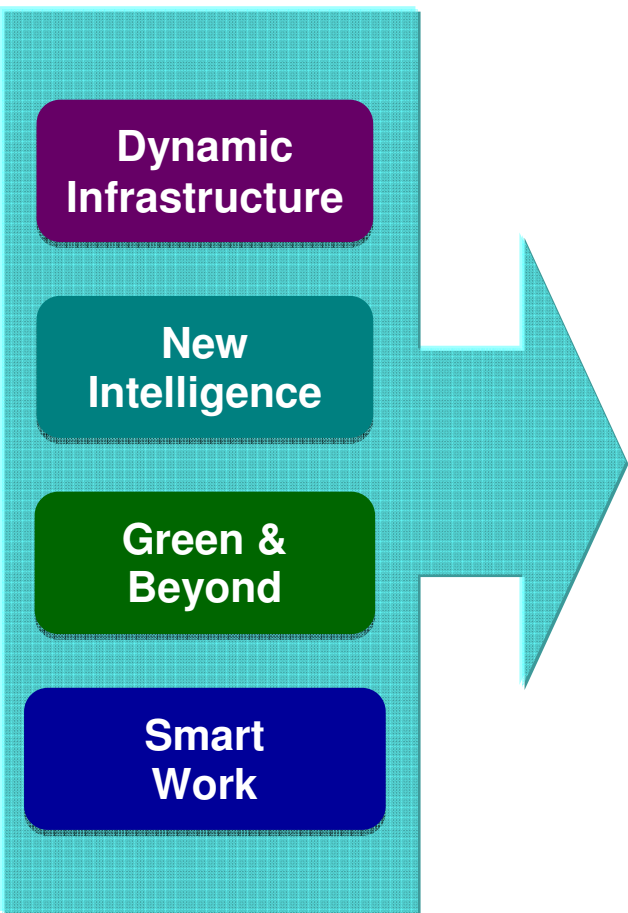| Turn Information Into Insights	Drive Effectiveness & Efficiency	Increase Agility	Connect & Empower People	Manage Risk

IBM's smarter planet vision

let's build a smarter planet

The world has become flatter and smaller. Now it must become smarter.

Four major IBM initiatives

Dynamic Infrastructure

New Intelligence

Green & Beyond

Smart Work

Dynamic Infrastructure

IMPROVE SERVICE
REDUCE COST
MANAGE RISK

Dynamic Infrastructure

Client needs in a new economic environment

Efficiency &
Effectiveness

Insights
& Action

The Agile
Organization

CHANGED
ECONOMY:
UNCERTAIN
COMPLEX
RAPID

Managing
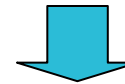Risk

The Empowered
Workforce

Insights & Action

Organizations are producing tons of data without taking the full advantage of it. Today's business world requires us to act and react quickly.
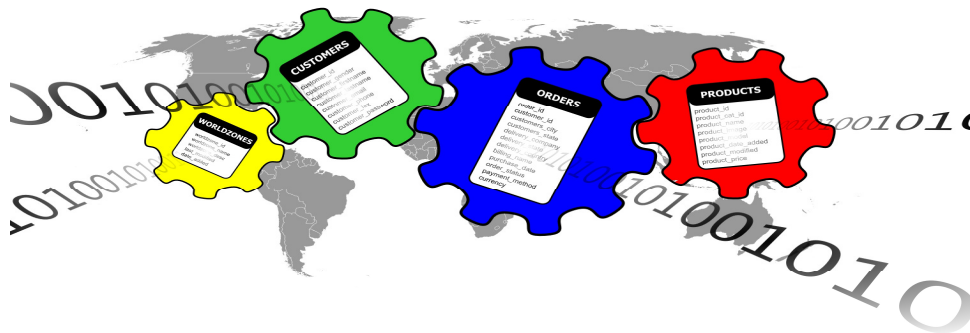
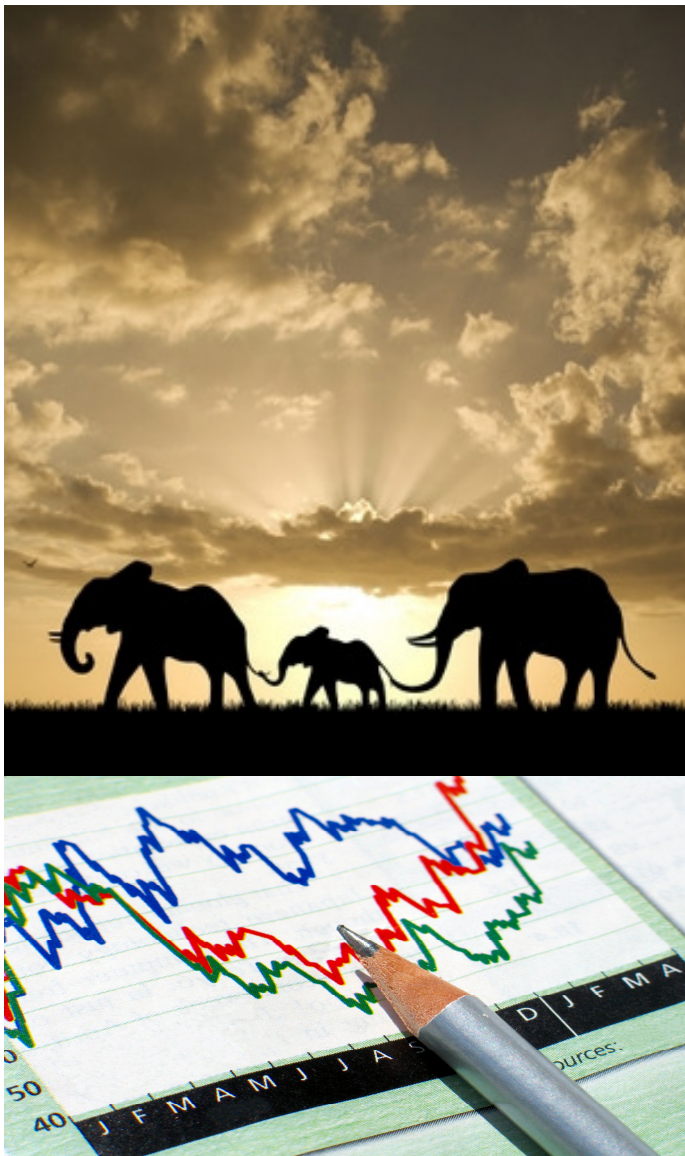How to better use the wealth of information available?

Establish a **single trusted** and **secure infrastructure** to provide an **analytical platform** that supports **improved** (better and faster) **decision-making** and **performance optimization**.

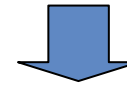**Gain actionable insights from data**
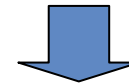
Efficiency & Effectiveness

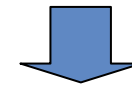The world is more open and interconnected than ever. No longer can we operate in an isolated environment.

There is a never ending pressure on (operational) results of organizations.

Lower **costs**, reduce **complexity**, improve **availability** of information and increase **efficiency and effectiveness** within the organization.

Align all people, processes, systems and equipment.
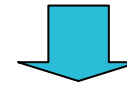Align quality of services with business goals

Drive for more effectiveness

The Agile Organization

The only thing that will never change is change itself. Traditional business models do not longer work.

The speed of doing business has increased dramatically.

An organization needs to build itself as flexible as possible.
The ability to adopt to new circumstances is the key to success.

Innovate your **business model**.
Enable the necessary **people, processes** and **technology** to **respond rapidly** to today's ever **changing business climate**.

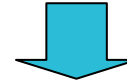**Anticipate a changing environment**
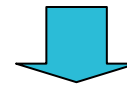
The Empowered Workforce

Most people in an organization are not fully equipped and empowered to provide an optimal contribution to the business.

Too often people operate in isolation.

Every week, businesses waste 5.3 hours per employee because of inefficient processes.

It is still the people who make a difference in an organization.
Help people collaborate more cost-effectively and productively.

Empower and connect all people in your organization.
Create a more **flexible, innovative** and **productive working environment**.

Unlock the full potential of people

Managing Risk

The complexity and the speed of change comes with high operational and financial risks.

The world is complex, full regulations and not transparent.

Organizations have to be able to mitigate the impact of risk-related incidents (security, credit, market, operational, environmental, compliance...).

Organizations must **improve** the **processes and systems** required to more **effectively identify**, **assess** and **monitor risk.**

Manage risk in a complex world

ARE YOU PREPARED?

Companies take measures in anticipation of an event they hope will never happen: a global flu pandemic.

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