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The IBM Software story

Jeroen Berckenkamp
Country Leader Software Group

Cloud & Smarter Infrastructure

Visiblity. Control. Automation.

IBM today

"IBM is an **innovation company**. We pursue **continuous transformation**
both in what we do and how we do it—always remixing
to **higher value**
in our offerings and skills, in our operations and management practices,
and in the transformational capabilities we **deliver to our clients**"

Ginni Rometty, Chief Executive Officer IBM

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IBM is a leading technology and services company

Global Business and Technology Services

Software

Hardware and Financing

41%

45%

14%

We have embraced progress and re-mixed our business to meet changing client needs, enabling **innovation, growth** and **efficiency.**

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Global Presence

Serving clients in over
170 countries

Corporate headquarters
Armonk, NY

Founded in
1911

> 400,000
employees worldwide

Dublin
Zurich
China
Almaden
Watson
Haifa
Tokyo
Austin
India
Africa (Kenya)
Melbourne
Brazil

3th most
valuable brand ww

Triple - A
financial status

Most U.S. Patents for
20 years in a row

Revenue outside USA
> 55%

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IBM Netherlands

- IBM has been operating in the Netherlands for more than 70 years

- IBM Benelux formed in July 2005

- Serving over 6,000 clients in IBM Benelux

- Locations: Amsterdam , Almere, Eindhoven, Arnhem, Weert, Delft, Woerden, Brussels, Antwerp, Gent, Luxemburg

- World Wide Accounts: Shell, Philips, ING, ABN AMRO

- Datacenter, Logistical Center for IBM Europe, IBM Institute for Business Value, Center of Excellence for Water Management, Center for Advanced Studies. Extreme Blue, innovative student projects

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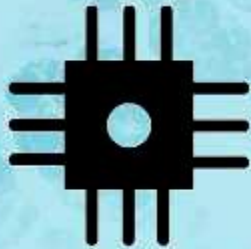
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IBM Software Strategy

- Leverage Strategic acquisitions

- Grow Business Partner Contribution

- Shift from Infrastructure Tools to Applications

- Invest in Smarter/Analytics

- Focus on Client Value

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The world keeps getting smarter

Our planet is becoming more

Instrumented   **Interconnected**   **Intelligent**

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On a Smarter Planet, everyone is connected to everything. The result?

Single transactions to ▶ personalized engagement

Millions of PCs to ▶ billions of mobile devices

Structured data to ▶ massive amounts of unstructured data

Static applications to ▶ dynamic services

Rigid infrastructure to ▶ an elastic cloud infrastructure

Reactive security to ▶ intelligent, proactive protection

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In this new era, four key shifts create complexity— and competitive advantage

90%
of the data in the world today has been created in the last two years alone.

1 billion
employees, customers and partners will be using smartphones and tablets by 2014.*

81%
of customers depend on social sites for advice on potential purchases.

54%
of executives believe cloud represents enhanced revenue opportunities.

* Forrester, *Great mobile experiences are built on systems of engagement*, Ted Schadler and John McCarthy, November 16, 2012.

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To differentiate themselves, leading organizations need to:

Engage customers, citizens and employees as individuals

Smarter Commerce

Smarter Cities

Social Business

Capitalize on big data to know and act

Big Data & Analytics

Engage anyone, anytime, anywhere

Mobile

Speed delivery of new products and services

Business Process and Integration

Expert Integrated Systems

DevOps and Product Development

Use Cloud & Smart Infrastructure to drive strategic change

Cloud & Smart Infrastructure

Protect the brand and future

Security

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IBM has a rich portfolio of capabilities to help you differentiate your business

Need	Capabilities	Need	Capabilities
Engage customers, citizens and employees as individuals	▪ Commerce ▪ Enterprise Content Management ▪ Enterprise Marketing Management ▪ Procurement ▪ Smarter City Operations ▪ Social Collaboration ▪ Talent and Workforce Management ▪ Unified Communications ▪ Web Experience	**Speed delivery of new products and services**	▪ Application Infrastructure ▪ Business Process Management ▪ Connectivity, Integration and Service-Oriented Architecture ▪ Application Lifecycle Management ▪ Product and Systems Development ▪ Enterprise Modernization ▪ Expert Integrated Systems
Capitalize on big data to know and act	▪ Big Data ▪ Business Analytics ▪ Data Management ▪ Data Warehousing ▪ Information Integration and Governance	**Use Smart Infrastructure to drive strategic change**	▪ Asset and Facilities Management ▪ Cloud and IT Optimization ▪ Enterprise Endpoint Management
Engage anyone, anytime, anywhere	▪ Mobile Development and Connectivity ▪ Mobile Insights and Analytics ▪ Mobile Management and Security	**Protect the brand and future**	▪ Application Security ▪ Data Protection ▪ Identity and Access Management ▪ Infrastructure Protection

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Expand capacity without expanding footprint:

Schiphol Airport

Global transport hub re-architects baggage handling processes to meet increased passenger usage.

Results

- 40 percent increase in overall baggage handling capacity

- Greater customer satisfaction through real-time baggage tracking

70 million
bags handled every year

IBM Capabilities
Application Lifecycle Management
Asset and Facilities Management
Cloud and IT Optimization
Complex and Embedded Systems
Security

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Safeguard rail services:

Rete Ferroviaria Italiana

Rete Ferroviaria Italiana guarantees the coordination and safety of the rail network across all 11 regions in Italy

Results

- Accelerated dispatch of emergency investigations

- Improved security compliance

- Faster case management for security alerts

- Faster threat detection time.

95% more efficient

detecting events

IBM Capabilities
IBM Smart Surveillance Solution
Smarter City Operations
Predictive Analytics

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Engage anyone, anytime, anywhere

Wimbledon

To enhance the Wimbledon experience at the venue, the All England Lawn Tennis and Croquet Club improved their mobile application, guiding users to events using GPS mapping and allowing users to watch real-time tennis on any court, from anywhere in the venue.

Results

30% increase in Wimbledon app downloads and 50% growth in multiple page views.

Capabilities

- Application Infrastructure
- Connectivity, Integration and SOA
- Data Management
- Mobile Development and Connectivity
- Web Experience

30%

Increase in Wimbledon app downloads; 50% more multiple page views

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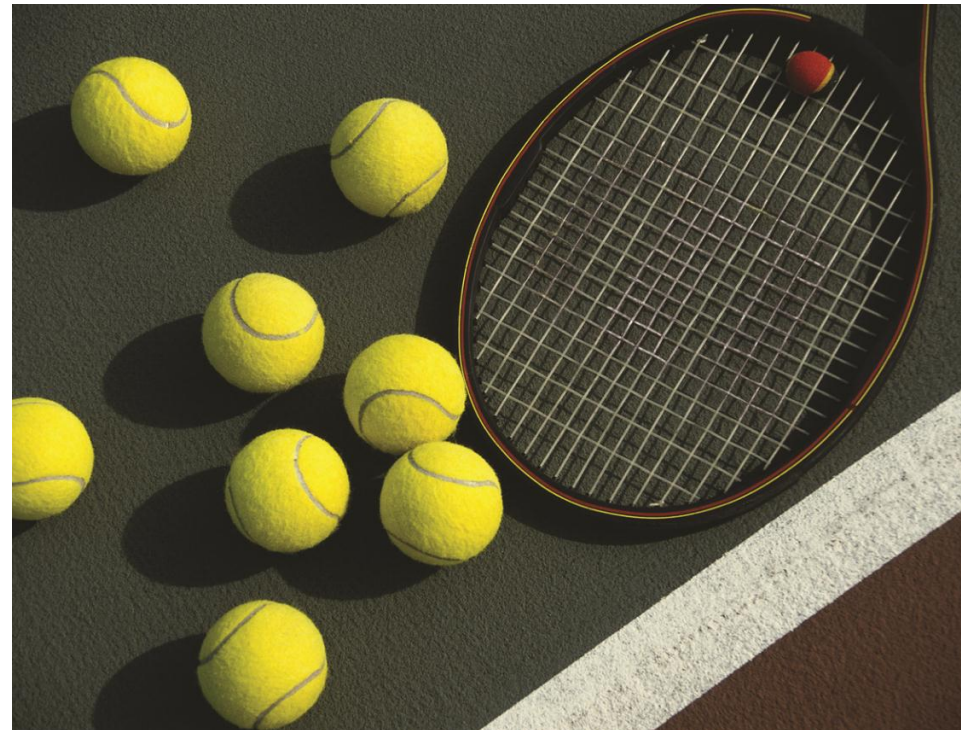
IBM offers a broad portfolio

Global industry and IT expertise help drive better business outcomes

IBM can help your organization:

- Align business and IT to capture new opportunities
- Operate at the speed of business
- Drive incremental revenue and profit
- Improve productivity and reduce costs
- Build on existing IT investments
- Simplify deployment through proven solutions
- Acquire needed capabilities with flexible financing options

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IBM Channel Strategy:
Focus on Value Add Business Partners
BPs who deliver high value are….

Self-sufficient	Self supporting and emphasis on customer satisfaction
Technically Skilled	Add value and innovation, with deep knowledge of offerings and SWG capabilities
Entrepreneurs	Open new markets and exploit a variety of business models
Influential	Are trusted advisors to customers

…focused on customer outcomes & results!

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Business partner route to market

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