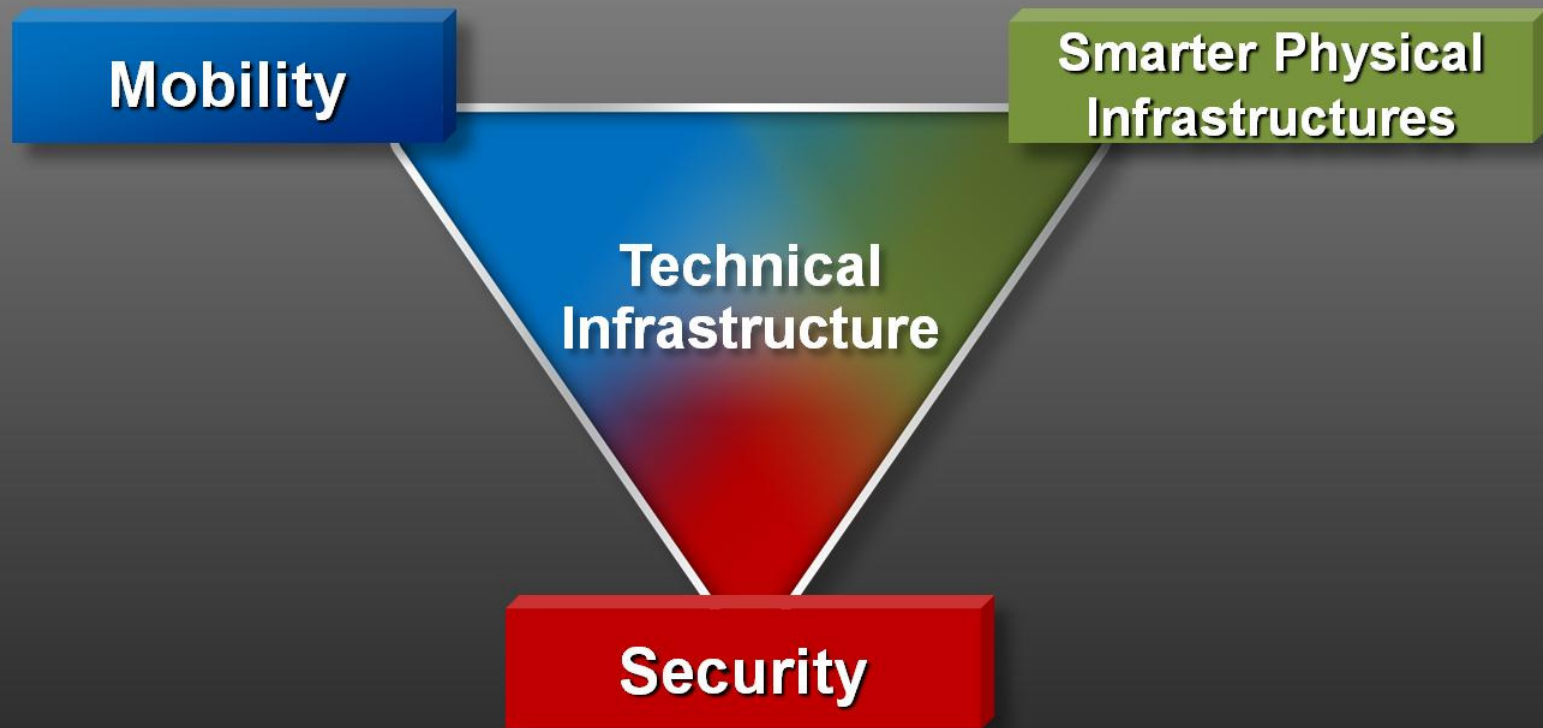


Pulse2012

Three Dominant Transformations Are Taking Place



Three Dominant Transformations Are Taking Place

Mobility

Nearly $\frac{1}{2}$ of devices accessing
applications will be mobile

Three Dominant Transformations Are Taking Place

Mobility

**Smarter Physical
Infrastructures**

1.2 zettabytes
(1.2 trillion GB) in the “digital
universe”

Three Dominant Transformations Are Taking Place

Mobility

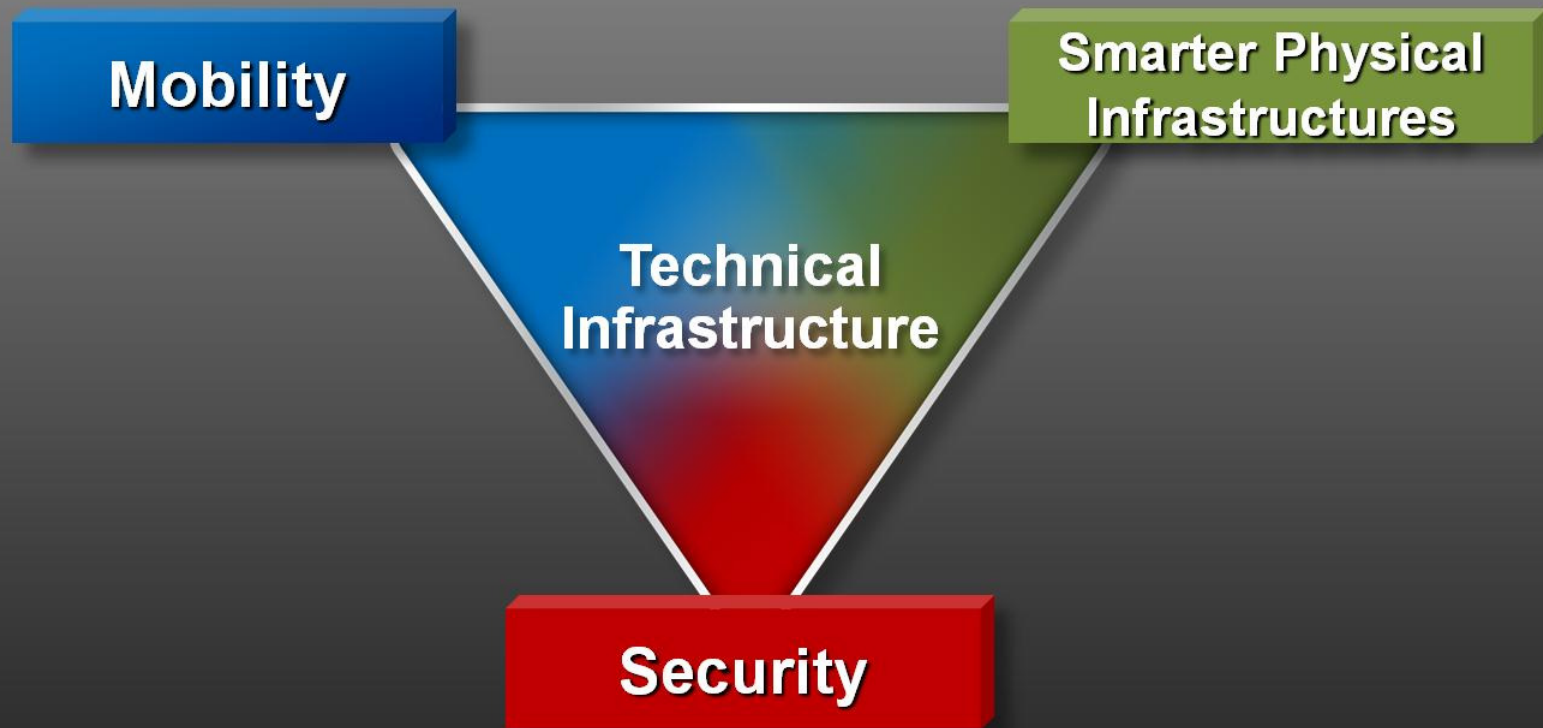
**Smarter Physical
Infrastructures**

Security

13 billion

security events monitored per day

Three Dominant Transformations Are Taking Place



Fundamental Business Imperatives Must Be Met



React with
agility to changing
competitive
landscapes



Achieve
business outcomes
from limited
investments



Reduce
unnecessary risk
and cost



Rethinking IT For Innovation & Competitiveness

Complexity

Tools “du jour”

*LoB bypassing
classic IT*

**Rethinking IT
For Innovation & Competitiveness**

Simplify

Standardize

Automate



Beyond Virtualization...

Speed Delivery

#2 priority is to align Cloud delivery to the velocity of the business.

43% want more efficiency in cloud service delivery

Optimize QoS

54% are unsure of how many cloud services were being used”

70% report little confidence in the ability to monitor cloud services usage

44% say lack visibility into cloud access points as the top security concern

Control Complexity

40% loss of control and governance is a top concern

80% focused on Cloud processes and management processes [#1 rank]

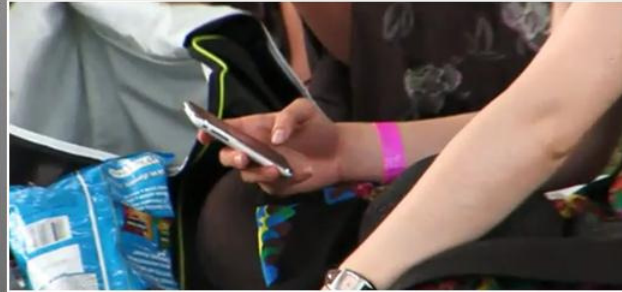
45% need more dynamic control of storage due to Cloud by 2015

Mobile + Cloud Is the New Technology Trend

MOBILITY FORCING TODAY'S INFLECTION POINT

**> 80% surveyed business leaders
are adopting Cloud technology!**





“Providing information on all platforms is table stakes these days”



Mobile + Cloud Is the New Technology Trend

33% of Cloud expansion is driven by Mobility

**> 80% surveyed business leaders
are adopting Cloud technology!**



Australian Open A Fully Integrated Experience

australian open N. DJOKOVIC v R. NADAL SLAMTRACKER IBM ANALYTICS & INSIGHT BY IBM

MEN'S SINGLES - ROD LAVER ARENA

Rod Laver Arena - Men's Singles - Finals

N. DJOKOVIC ✓ 5 6 6 6⁵ 7

MATCH COMPLETED POINT 1 2 3 4 5

R. NADAL 7 4 2 7⁶ 5

193 TOTAL POINTS WON 176

MOMENTUM

SHOW LIVE MATCHES

KEYS TO THE MATCH	MOMENTUM	MATCH STATISTICS	COMMENTARY
<p>Keys to the match for Novak Djokovic</p> <p>1. Win more than 48% of 3 to 8 shot rallies. 48%</p> <p>2. Win more than 46% of points on second serve. 46%</p> <p>3. Win more than 29% of first serve return points. 29%</p>	<p>KEY OBJECTIVE</p> <p>... </p>	<p>Keys to the match for Rafael Nadal</p> <p>1. Win more than 51% of 3 to 8 shot rallies. 51%</p> <p>2. Have an Aggressive Ratio of more than 1.4. 1.4</p> <p>3. Win more than 68% of points on first serve. 68%</p>	<p>KEY OBJECTIVE</p> <p>... </p>
<p>SET 1 SET 2 SET 3 SET 4 SET 5</p> <p>MATCH</p> <p>MPH KMH</p>			



IBM Has Helped Clients Realize the Value of Cloud...

3,000

Successful
cloud projects



19M

public
cloud users



1M

managed virtual
machines



Better Business Outcomes with Cloud...



- Speed infrastructure delivery from 45 days to **20 minutes**
- Reduced administrative ratio from 10's to 1 to **100's to 1**







- Transformed supply chain across **5k stores & 54 countries**
- Reduced backorders **85%**



- Decreased water utilization during pilot **6.6 percent**
- Increased water leak detection **eightfold** for participating citizens

Cloud Done Right

-  Resilient to the **velocity** of changing business needs
-  Integrated and embedded **Security Intelligence**
-  **Choice and Flexibility** in hybrid environments
-  Enterprise-class, **workload aware** infrastructures
-  **Built-in analytics** for improved insight

IBM SmartCloud Foundation

Platform as a Service Technologies

Cloud middleware & tools
to build, integrate & run
Cloud services

Infrastructure as a Service Technologies

A policy-based, scalable
environment for managing
Cloud computing resources
and services “on demand”

IBM EndpointManager For Mobile Devices



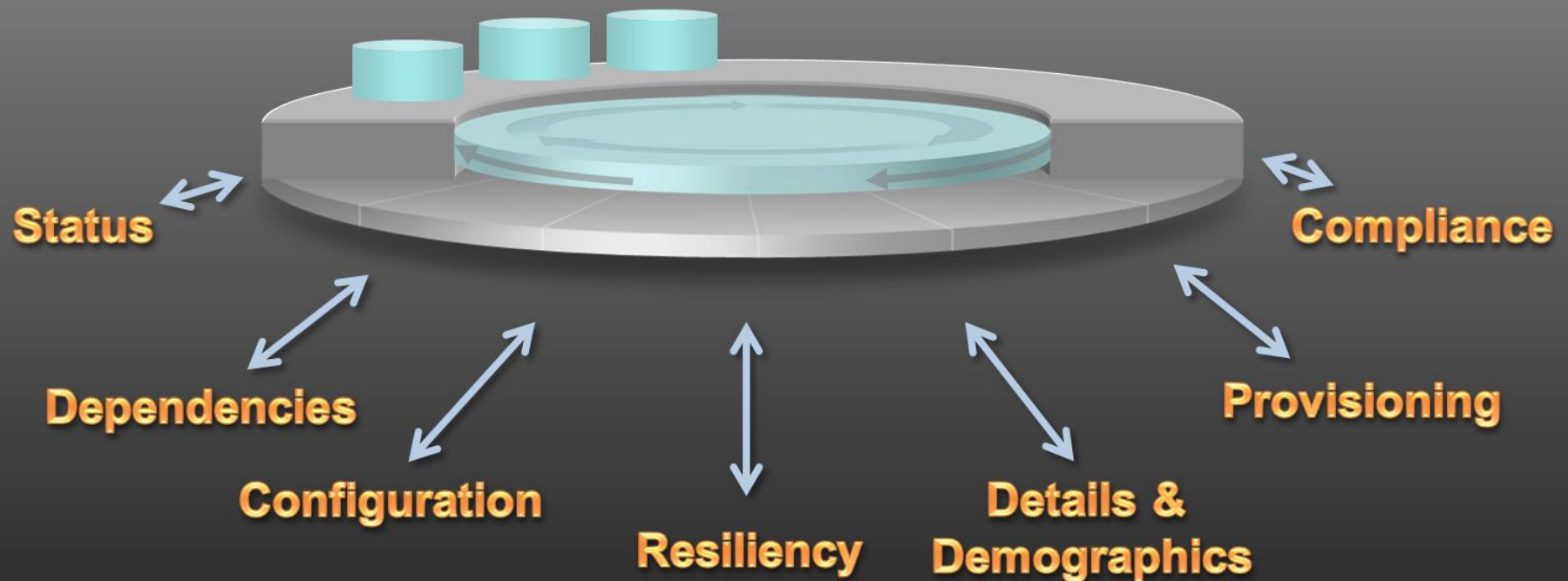
Total Security Intelligence



*Delivering **Real-Time Security Intelligence**
for any Size Organization*

An Integrative Platform Architecture

...Linking capabilities and views across solutions



 **Integrated development, test and operations**

 **Business service management**

PLATFORM INTEGRATIONS

 **Integrated asset and configuration**

 **Simplified solution configuration, maintenance and health**

 **Integrated cloud operations**