



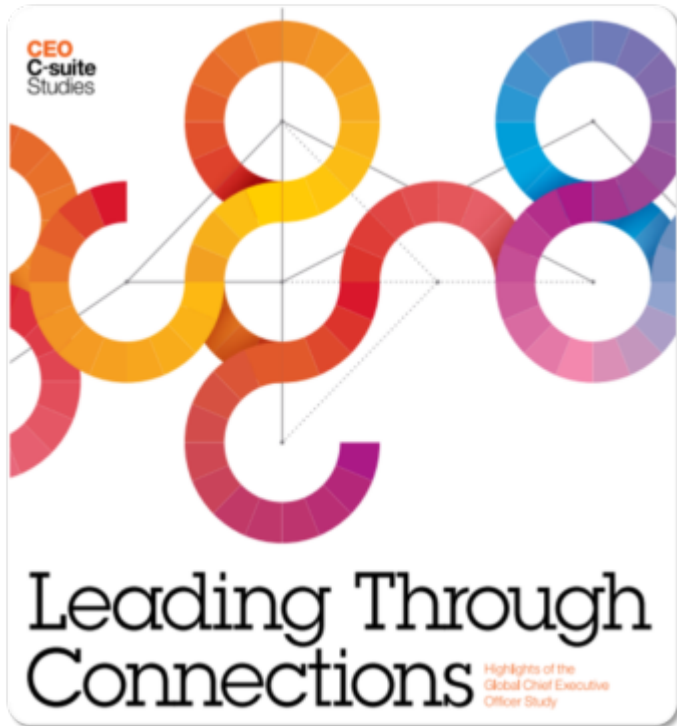
Gain Leadership in the New Era of Smart.

Capitalize on New Markets and New Buyers

Koh Soon Yong
Sales Leader
Industry Solutions
IBM Software Group, ASEAN

Simplicity. Profitability. Growth.

Clients Face Tough Challenges in a New Era of Computing



...we need better information and insight, but what we need most is the capability to act on it.”

Unit Head, Government, Hong Kong

... the time available to capture, interpret and act on information is getting shorter and shorter.”

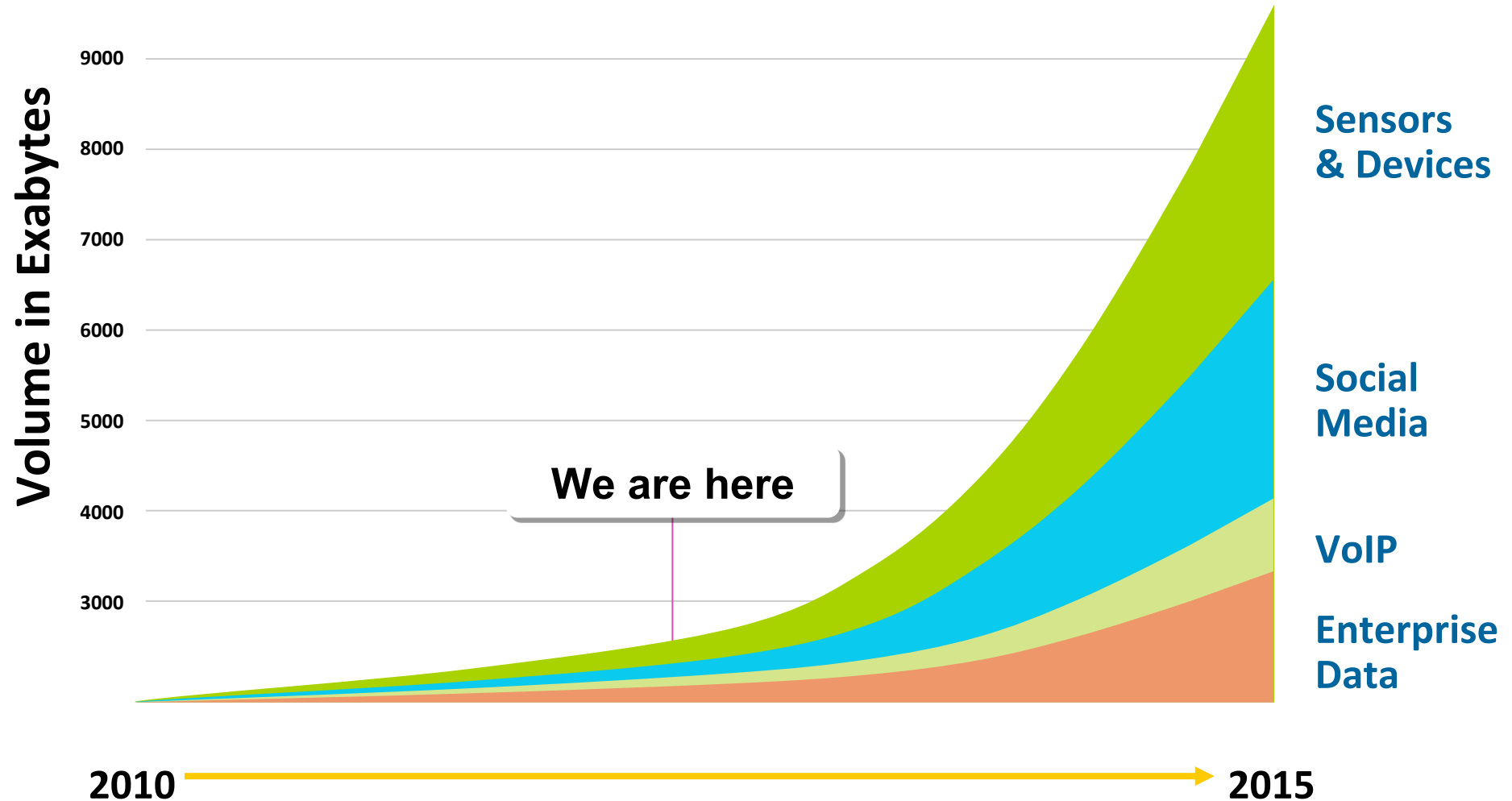
CEO, Chemicals and Petroleum, United States

... but how do you unleash the innovative power of the people who deal with customers every day? ”

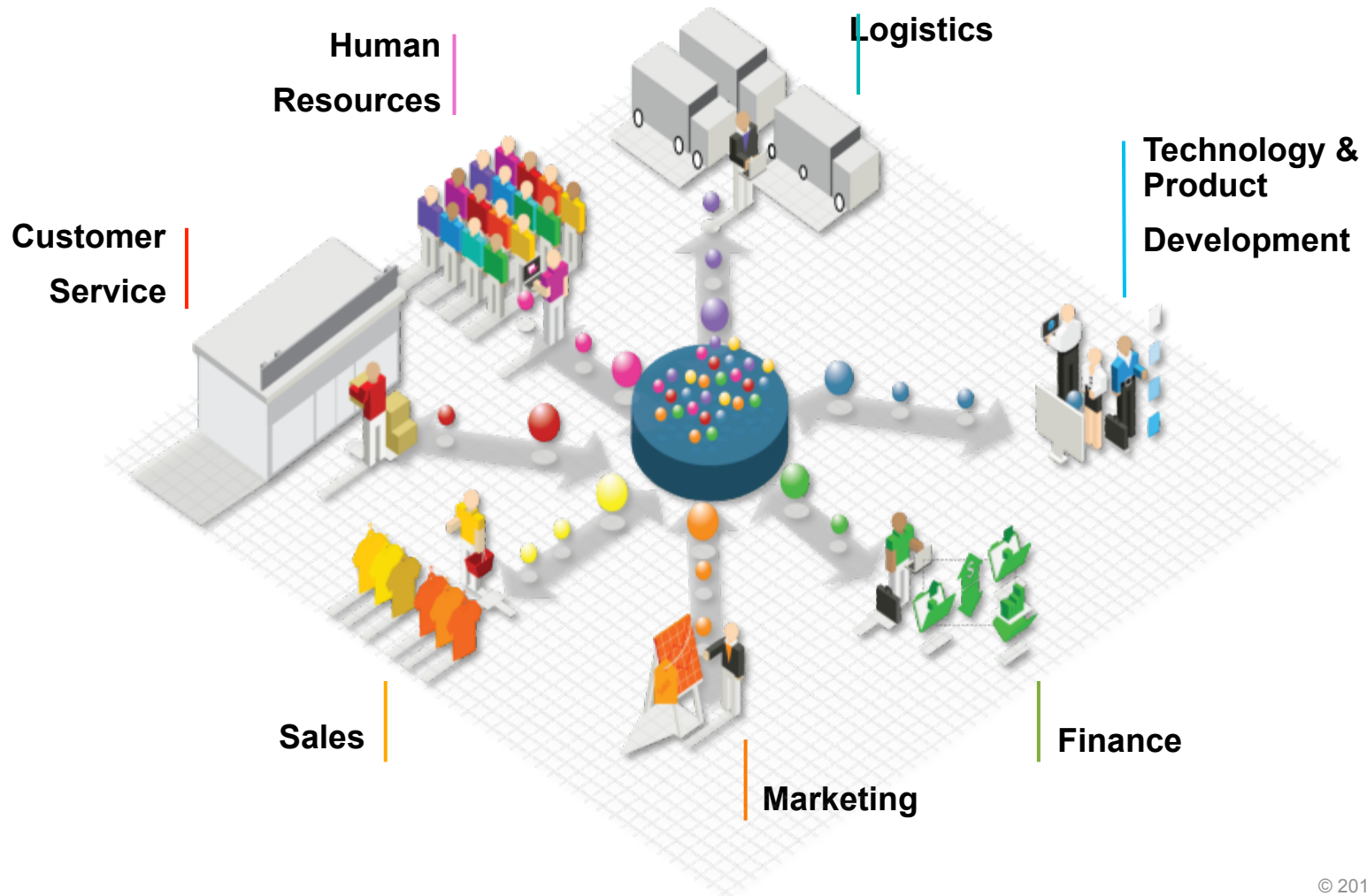
CEO, Insurance, United Kingdom

The Dawn of Big Data: This is Only the Beginning

The uncertainty of big data is growing alongside its complexity



We're Weaving Intelligence Into the Fabric of Organizational Processes to Help Clients Build Smarter Businesses



Making New Markets at the Intersection of Social, Analytics and Commerce . . . *Delivered via Cloud and Mobile*



A transformed software portfolio

IBM meets clients' business and IT needs by industry and role

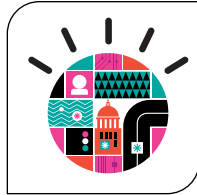
Industries



Banking



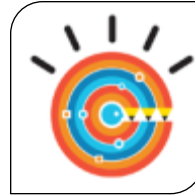
Energy



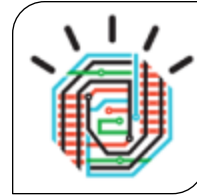
Government



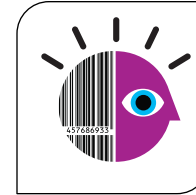
Healthcare



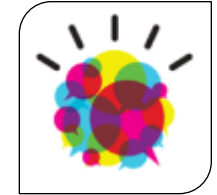
Education



Transportation



Retail



Communications

Functions/roles



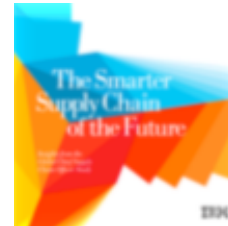
Marketing
CMO



Finance
CFO



Human resources
CHRO



Supply chain
CSCO



Executive
CEO



IT
CIO

Business and IT needs

Engage customers, citizens and employees as individuals

Capitalize on big data to know and act

Engage anyone, anytime, anywhere

Speed delivery of new products and services

Use cloud to drive strategic change

Protect the brand and future

Where's the opportunity for you?

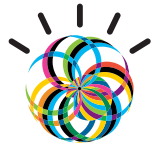
Engage customers, citizens and employees as individuals



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 to drive strategic change



Cloud

Protect the brand and future



Security

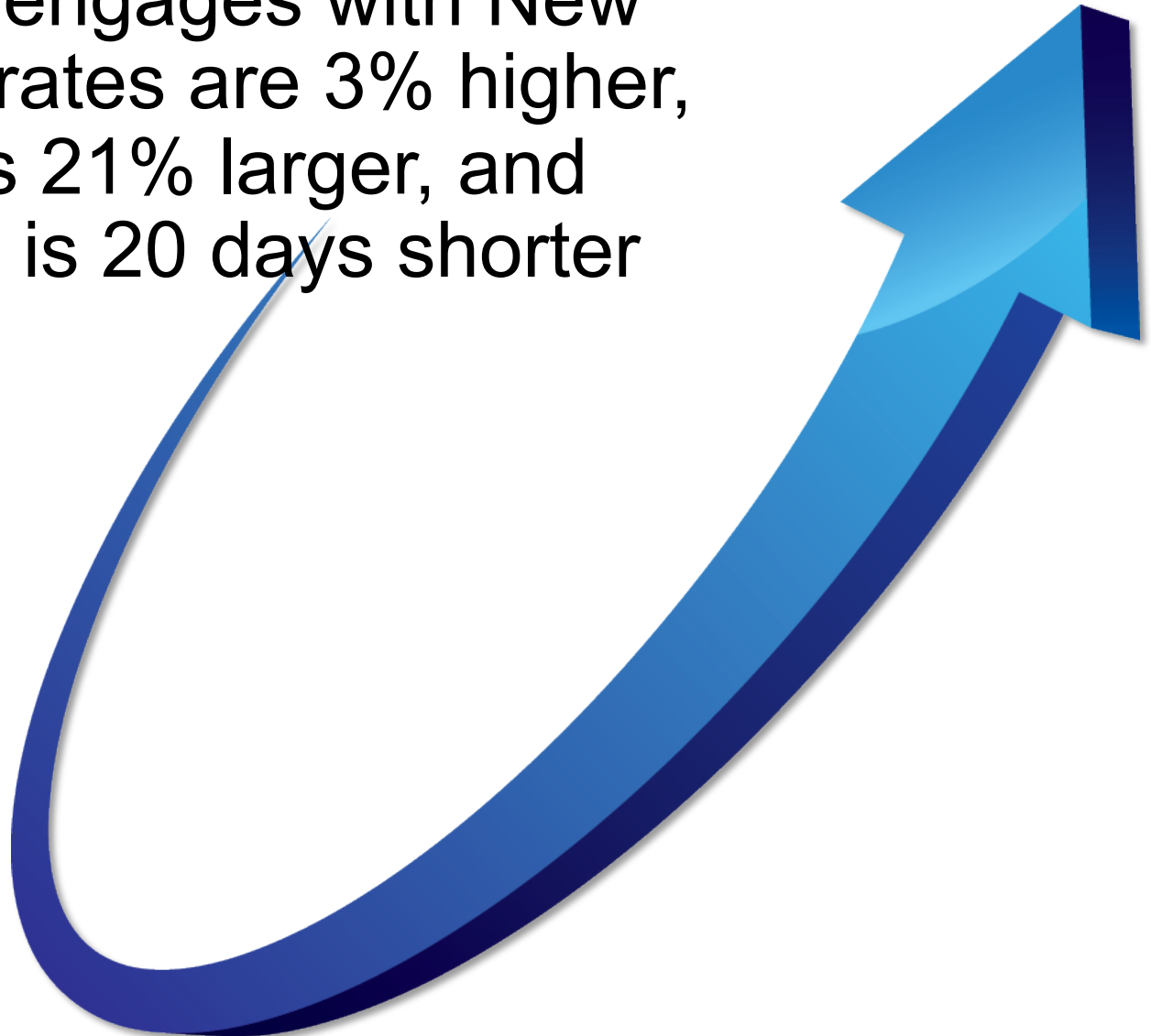
Marketplace Dynamics



65% of business leaders have plans to buy technology for their group without involving IT at all in 2014

80% of new IT investments will involve direct participation of the Line of Business by 2016

When IBM engages with New Buyers, win rates are 3% higher, deal sizes 21% larger, and sales cycle is 20 days shorter



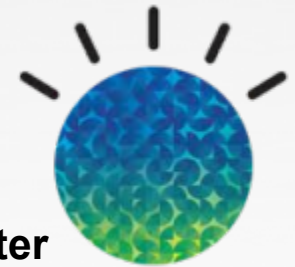
New buyers are emerging looking for solutions to solve business challenges



Big Data & Analytics



Smarter Computing



Smarter Commerce

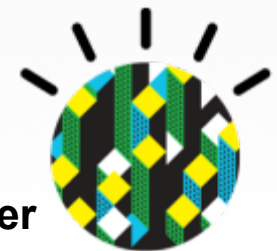


Social Business



**New Kind
Of Client**

*CMO, CFO
HR, CEO*



Smarter Cities

Financials Sector Success



Process
Optimization &
Social Business



Customer Focused
Enterprise



Outsmarting
fraudsters with fraud
analytics

Buyers: CMOs, CFO, COO, Decision Mgmt / Analytics, LOB, CRO / CISO

Solutions in most demand:

Banking/FM: Front Office, Customer Experience, Business Agility, Investment Mgmt & Advisory, Big Data & Analytics

Insurance: Customer Centricity, Counter Fraud, Sales Performance Management

Public Sector Success

State of
Utah



Faster, better, more cost effective Social Services



Davao City and IBM Collaborate to Build a Smarter City

Improved risk assessment & outcome for Public Safety

Buyers: CMO, Chief Med. Officers, City Admin. Officers, CIO, Chief 'Innovation' Officers

Solutions in most demand:

S&L: ICP&O and Asset Mgmt,
Education: Data & Analytics for Smart Edu,

Federal: Program Integrity Mgmt

Healthcare: eHealth Transformation and Care Coordination

Life Sciences: Patient Care & Insights (NBA)

Communication Sector Success



Smarter Marketing



**Audience
Measurement
Big Data**



**Enhance Digital
Delivery & Experience**

Buyers: Digital Media Executives (Telco, M&E), Customer Experience executives (All Industries), Retail Executives (All Industries), Engineering (E&U, Cable, Telco)

Solutions in most demand:

- Audience Measurement (Telco/M&E)
- Fraud (Telco)
- Integrated Offer Mgmt (Telco/M&E)
- Network Analytics (Telco, E&U, M&E/Cable)
- Data Model Development (E&U)

Distribution Sector Wins



Customer Loyalty

**Price Optimization &
Campaign Management**

**Omni-Channel
Commerce & Order
Management**

Buyers: CMO, Customer Loyalty, LOB Execs, CFO

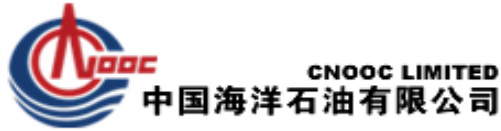
Solutions in most demand:

Consumer Products: Consumer Engagement & Experience

Retail: Omni Channel Commerce & Connected Marketing

Travel & Transportation: Loyalty Marketing

Industrial Sector Wins



**Smarter
Procurement**



**Innovative
Customer
Experience**



**Optimizing Port
Operations**

Buyers: VP Product Development, VP Aftermarket, VP Marketing, VP Operations, VP Quality, VP Sales

Solutions in most demand:

Internet of Things: Auto, Electronics

Predictive Asset Optimization: A&D, Electronics, Chem & Petro

Digital Front Office: Auto, Electronics, Chem & Petro

Talking to a **CMO** about Outcomes

THEIR CHANGING ROLE

FROM:

Talking at customers

Deploying digital technologies ad hoc

Historical analysis

TO:

Understanding customers as individuals

Presenting ideal offer at the right time through the right channel to maximize profit

Gaining first mover advantage on every client interaction, while improving loyalty and retention through personalized communications

IBM SOLUTIONS

- + Consumer Engagement (CP)
- + B-to-B Channel Collaboration (CP)
- + Omni Channel Commerce / Merchandising (Retail)
- + Connected Marketing (Retail)
- + Loyalty Marketing (T&T)
- + Multi Channel Experience (M&E)
- + Integrated Offer Management (Telco)
- + Multi Channel Transformation (Telco)
- + Customer Insight (Banking/ Insurance)
- + Cross Sell/Up Sell (Insurance)

Talking to a CFO about Outcomes

THEIR CHANGING ROLE

FROM:

Creating effective and efficient financial operations

Protecting the enterprise through careful management of cash and capital

TO:

Automating performance management processes to increase speed and improve staff leverage.

Building organizational alignment, insight and agility to dynamically anticipate and respond

Anticipating future state of the business through predictive capabilities

IBM SOLUTIONS

- + Revenue & Royalty Management (Consumer Products)
- + Asset & Workforce Optimization (Energy & Utilities)
- + Business Agility (Banking)
- + Investment Management/ Advisory (Financial Markets)
- + Trade Management (Financial Markets)

Talking to a COO about Outcomes

FROM:

Optimizing existing processes

Efficient utilization of all assets

Monitoring events for compliance

TO:

Gaining more value out of existing infrastructure investments

Lowering operational costs and improving margins

Reducing fraudulent activities in real-time

IBM SOLUTIONS

- + Process Transformation (Financial Markets)
- + Fraud Analysis and Prevention (Insurance)
- + Predictive Maintenance Optimization (Industrial)
- + Advanced Condition Monitoring (Industrial)
- + Warranty Analytics & Condition Monitoring (Industrial)
- + Intelligent Building Management (Public Sector)

Talking to a **CRO** about Outcomes

THEIR CHANGING ROLE

FROM:

Responding to risks

Inconsistent views of risk situation

Fragmented view of enterprise risk

TO:

Understanding and managing risk to meet regulatory requirements and increase companywide performance

Gaining competitive advantage by equipping front-line employees with risk intelligence for informed decision making


Governing risk processes for greater transparency, accountability and auditability

IBM SOLUTIONS

- + Financial Risk (Banking and Financial Markets)
- + Operational Risk and Compliance (Banking and Financial Markets)

To capture the opportunity we have defined buyer-centric segments and solution bundles





IBM Software brings the experience of thousands of engagements plus IBM systems, technology services, business services, business partners and financing ...

