



Gain Leadership in the New Era of Smart.

Leveraging Software Acquisitions: Industry Aligned Solutions

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Global / Major System Integrators
IBM SWG Channels ASEAN

Simplicity. Profitability. Growth.

IBM Software Group acquisitions: Desired outcome

The model is not to buy a company just for the revenue it delivers but to drive its value and intellectual capital across IBM and integrate its capabilities into IBM's go-to-market strategy.

Each company IBM Software has acquired fills an important piece of the puzzle as it continues to evolve toward high-value innovation segments.

- ✓ More rapidly respond to customer needs
- ✓ Improve competitiveness (product, people, channels)
- ✓ Increased revenue and profit (achieve business case)



Software Investment shifted to Higher Value Markets



Software Investment has Shifted to Higher Value Markets

- Middleware Platforms** that are helping clients manage infrastructure, applications and data



Cloud and Optimized Workloads



Big Data



Mobile Enterprise



Security Intelligence

- Integrated Industry Solutions** that are applying technology to transform front- and back-office processes



Smarter Analytics



Smarter Commerce



Social Business

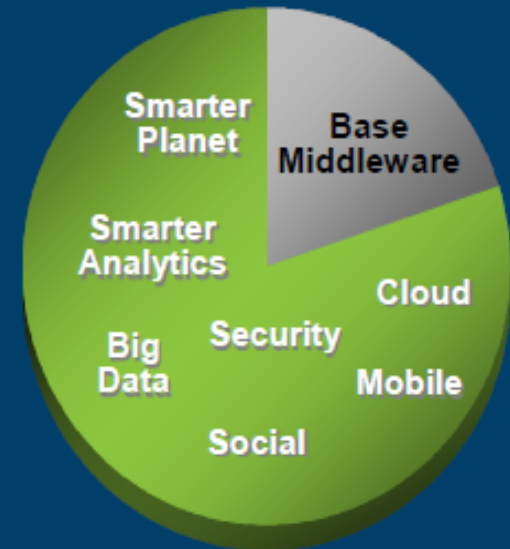


Smarter Cities



Watson Solutions

Since 2010, nearly 80% of acquisition & development spending has been in growth plays



Software Investment Mix Since 2010

Acquisitions offer significant growth opportunity

- Addressable market for acquisitions is growing at at twice the rate of non-acquisition software across the world
- Addressable market for acquisitions will represent almost half of overall software opportunity by 2015
- We have relatively low share since these acquisitions are mostly new to the region
- We are investing dramatically to grow our share over the next few years... and you are a critical growth engine

Acquisition GTM Strategy through capabilities instead of brands

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 cloud 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
- Security Intelligence and Compliance Analytics

Acquisition target "Need"

Engage customers, citizens and employees as individuals

 B2B integration, supply chain management	 Procurement and sourcing	 Customer Experience	 Cloud-based analytics	 Social enterprise mgmt	 Image viewing
	 Web analytics	 Enterprise marketing mgmt	 Workforce mgmt		 Threat analytics

Capitalize on big data to know and act

 Sales Performance Management	 Financial governance	 Governance, compliance, risk management	 Information Optimized™ Big data	 an IBM Company Big data
 Master data management	 Financial analytics	 An IBM Company Legal and information governance	 for Demanding Capture Data and document capture	 Financial risk management
				 Active Management for Active Data Big data
				 Data warehouse appliances

Engage anyone, anytime, anywhere

 Mobile application development	 An IBM Company Mobile messaging	 by Fiberlink, an IBM company Mobile management and security
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Speed delivery of new products and services

 BPM for LOB	 Cloud integration	 Software testing for complex systems	 An IBM company Automating software delivery
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Use cloud to drive strategic change

 Enterprise asset management	 Network automation	 BigFix Endpoint management	 Automated Data Migration Storage planning	 an IBM Company Cloud infrastructure services (GTS)
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Protect the brand and future

 Security intelligence	 an IBM Company Fraud protection
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Catalogue of Acquisition Solutions by Sector

FSS	Comms	Industrial	Public Sector	Distribution
Secure File Transfer & Compliance – Banking	Secure File Transfer & Compliance – Comm.	Secure File Transfer & Compliance – Cons. Elec	Secure File Transfer & Compliance – Cross Industry	Secure File Transfer & Compliance – Consumer Products
B2B Integration – Banking	B2B Integration – Comm.	B2B Integration – Consumer Electronics	B2B Integration – Cross Industry (Tax Office)	B2B Integration – Consumer Products
Digital Marketing Optimization – Banking	Personalized Shopping Experience – Communications	Inventory Optimization – Consumer Electronics	Inventory Optimization – Cross Industry (Military)	Inventory Optimization – Consumer Products
Cross-channel Campaign Management – Banking	Order Management – Communications	Personalized Shopping Experience – Cons. Elec	i2 Law Enforcement for Public Safety	Personalized Shopping Experience – Retail
Algorithmics - Banking Financial Risk Management	Digital Marketing Optimization – Comm.	Order Management – Consumer Electronics	IBM Intelligent Operations Center	Order Management – Retail
Emptoris - Contract Management (Sell-side)	Cross-channel Campaign Management – Comm/	Digital Marketing Optimization – Cons. Elec	IBM Intelligent Transportation (IOC based)	Order Management – Consumer Products
Tealeaf	IBM Intelligent Water (IOC based)	Cross-channel Campaign Management – Cons. Elec	IBM Intelligent Water (IOC based)	Digital Marketing Optimization – Consumer Products
Coremetrics - Digital Marketing Optimization – Banking	Next Generation Security Information and Event Management (SIEM) with QRadar	Next Generation Security Information and Event Management (SIEM) with QRadar	Next Generation Security Information and Event Management (SIEM) with QRadar	Digital Marketing Optimization – Retail
Worklight - IBM Mobile Foundation	Maximo Asset Management (Utilities)	Maximo Asset Management	Maximo Asset Management	Cross-channel Campaign Management – Consumer Products
Data Warehousing and Analytics with Netezza	TRIRIGA (Utilities)	TRIRIGA	TRIRIGA	Cross-channel Campaign Management – Retail
Security Incident & Event Monitoring (SIEM)	Data Warehousing and Analytics with Netezza	Planning, Analysis, and Forecasting (Cognos TM1)	Vivisimo – Exploit New Data Sources	Maximo Asset Management (Transport)
Database Security	Endpoint/Mobile Security	Endpoint/Mobile Security	Emptoris - Contract Management (Sell-side)	TRIRIGA (transport, CPG, Retail)
	Big Data Discovery, Search, & Advanced Analytics	Cross-platform Mobile Applications	Curam Software: Government Improve Citizen Services	Emptoris - Contract Management (Sell-side)
		Systems and Software Engineering Foundation	Worklight - IBM Mobile Foundation	DemandTec for Cons. Products: Customer Trade Planning (CTP)
		Emptoris - Contract Management (Sell-side)	Endpoint/Mobile Security	DemandTec for Retail: Retail Promotion
			Database Security	Tealeaf

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Key Acquisition Focus 2014: Singapore

Simplicity. Profitability. Growth.

IBM PureData System for Analytics



Simple Appliance for Serious Analytics

- ✓ Purpose-built analytics engine
- ✓ Integrated database, server and storage
- ✓ Standard interfaces
- ✓ Low total cost of ownership

Speed: 10-100x faster than traditional systems

Simplicity: Minimal administration and tuning

Scalability: Peta-scale user data capacity

Smart: High-performance advanced analytics

Capitalize on big data to know and act
IBM Business Analytics enables you to:

Cognos[®]
software



- See, predict and shape business outcomes with speed and confidence by analyzing all sources of relevant information
- Attract/retain more profitable customers (by identifying those likely to churn, improving marketing campaigns)
- Improve customer satisfaction (by analyzing customer behavior, sentiment and opinion)
- Grow customer value (by improving cross-sell opportunities, detecting product associations)
- Detect and prevent fraud (by discovering anomalies in transactions and behaviour)
- Significantly improve the value of the budgeting, planning and forecasting processes
- Enhances visibility, insight and control over the levers of revenue, expense, capital, workforce and operational performance

Engage customers, citizens and employees as individuals

IBM Enterprise Marketing Management enables you to:



- Increase engagement and conversions by gaining customer insights and creating relevant, personalized dialogs across all channels and devices
- Empowers marketers to build long-term customer relationships and measurable business outcomes through relevant, personalized communications across traditional and digital channels
- Deployed via a SaaS, on-premises, or hybrid model, it is proven at over 2500 organizations worldwide.
- Improved customer value, loyalty & retention (5-15% increase is typical)
- Run more campaigns with the same resources (2-5x increase is typical)
- Increased campaign response rates (250 % to 400% not unusual)
- Reduced marketing costs (20-40% reduction is typical)
- Improve customer loyalty through more appropriate messages
- Drive pricing, promotion and assortment optimization from CPG to Retailer

Engage customers, citizens and employees as individuals

IBM Commerce enables you to:

Sterling Commerce
An IBM Company

- Improve the customer experience through a unified approach to selling and fulfillment
- Drive revenue by offering product and service bundles through online and in-store guided selling & configuration.
- Synchronize the order process to allow customers to navigate from one sales channel to another
- Allow companies to integrate any channel and any supply into the sales and fulfillment process easily
- Reduce inventory costs through intelligent sourcing strategies such as drop ship and endless aisle.
- Reduce transportation costs while improving customer service
- Dramatically improve ROI through better resource allocation, plans, and schedules.
- Synchronize supply and demand and enable advanced warning of pending disruptions.

Engage anyone, anytime, anywhere

IBM mobile development and connectivity enables you to:



- Accelerate time-to-value and comprehensive delivery lifecycle management.
- Develop rich mobile applications using standards-based technologies and tools
- Leverage the growing ecosystem of 3rd-party libraries and frameworks
- Rapidly unlock and connect business information from cloud and on-premise applications making it easily consumable in mobile apps
- Extend business services through scalable Web API management to easily publish services to the widest community and consumption models
- Enable a broad network of internal and external developers to incorporate services into new apps through a centralized portal
- Support devices running Apple iOS, Google Android, and Microsoft Windows Phone platforms

Use cloud to drive strategic change

Asset and Facilities Management enables you to:

maximo™

- Gain real time visibility into physical assets of all types to increase operational efficiency and return on assets
- Support all asset types on single platform with single architecture, common code, and shared database across service request, asset, change and configuration management to support seamless business processes
- Gain visibility and control over critical assets that affect compliance and business performance with all assets in one system including operational business asset i.e. plants, rail cars, hotels and IT assets.
- Reduce costs, improve business processes, increase return on assets, and enhance operational efficiency
- Increase operational, financial and environmental performance of facilities.

IBM Facilities Management enables you to:



... generate higher return on assets

Identifies inefficient and underutilized facilities

Metrics highlight red, yellow or green status of actual performance against targets

Models alternative planning scenarios

Add or remove facilities to increase/decrease space use within trial environments

Compares financial and non-financial returns

Shows side-by-side comparison of costs, utilization and environmental impacts

... make staff more effective

Integrates real estate and business processes

Meeting room and workspace reservations integrated with Microsoft Outlook

Automates operational controls

Work order process assesses real estate leases to determine landlord responsibility

Alerts to critical tasks and activities

Generates required lease accounting reviews on quarterly basis

... mitigate compliance-related risks

Minimizes penalties and overpayments

Lease payment processes identify landlord overcharges

Automates corrective actions

Issues work orders when building is heated and cooled at the same time

Audits decisions, approvals and processes

Captures user actions and approvals with before and after data values

Engage customers, citizens and employees as individuals

Talent and Workforce Management enables you to:



- Manage human capital, including recruiting, enablement, performance management and business process transformation
- Save hiring time and costs by focusing on quality not quantity of candidates
- Attract and retain top talent
- Decrease time to productivity
- Empower employees to excel at their jobs with the right tools
- Find expertise faster/become an expert
- Capitalize on collective intelligence
- Mobilize for speed and flexibility
- Cultivate creative leaders and create a clear line of sight for future leaders
- Break down silos
- Increase revenue, innovation and customer loyalty
- Uncover hidden talent inside your organization
- Scale with business growth
- Deliver strategic compensation programs

Engage customers, citizens and employees as individuals Smarter City Operations enables you to :



- Leverage information, anticipate problems, and coordinate resources to deliver citizen centered services
- Putting citizens at the center by organizing information around their needs and providing them with universal access to benefits and services to meet their needs
- Improving the delivery of benefits and services, while optimizing use of scarce resources and reducing costs
- Developing an integrated approach to service delivery with focus on improved outcomes for citizens and their families
- Enables organizations with the ability to ensure that outcomes match policy intentions and that the benefits and services actually help those in need
- includes a comprehensive business application suite that provides deep functionality across a continuum of programs and a variety of service touchpoints:
 - Programs: Social assistance, family services, employment, disability and workers compensation, pensions, and more
 - Service touchpoints: Triage, screening, intake and referral, verification and determination, assessment and planning, delivery, multidisciplinary team collaboration, outcome evaluation, analysis and measurement

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Gain Leadership in the New Era of Smart.



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Since 2003, IBM Software Group has acquired more than 80 companies. Each acquisition offers our IBM Business Partners the opportunity to deliver enhanced client value with a broader set of solutions that address pressing business needs: from security to marketing, to analytics and beyond.

IBM PartnerWorld



Netezza

IBM Software Group acquisitions

Netezza

Associated brand or category: **Information Management**

Netezza is a leading creator of analytic data warehousing appliances that provide clients with a quick, simple and efficient way to deliver high-performance analytics capabilities across an enterprise. Netezza's focused data warehousing appliances complement IBM's Smart Analytics Systems and InfoSphere Data Warehouse strategies, and provide growth opportunities for IBM software such as InfoSphere Information Server, Cognos and SPSS.

With Netezza, IBM will offer clients more choices in how they deploy, manage and maintain their data. Options will range from tightly integrated "black box" appliances to fully customized combinations of software and hardware.

Learn more:

[Netezza Quick Reference Guide \(PDF, 147KB\)](#)

[Netezza Mid Integration Update \(PDF, 445KB\)](#)

[Getting Started with Netezza \(PDF, 37KB\)](#)

[Press release](#)

Authorized product group: **Netezza**

Announced on 20 September 2010


Closed on 10 November 2010

* Dates are subject to
change based on needs of
the business.

Transfer of business on January 2012*

Planned availability on November 2011

VAD “Quick Reference Sheet” for Netezza

Acquisition Company Name & Logo:	
Overview description/Highlights:	<p>Netezza is a leading creator of analytic data warehousing appliances that provide clients with a quick, simple and efficient way to deliver high-performance analytics capabilities across an enterprise.</p>
Key dates: <ul style="list-style-type: none"> ▪ Announcement Date/Close Date ▪ Planned Transfer of Business ▪ Passport Advantage date 	<ul style="list-style-type: none"> ▪ Announce Date: Sept 20, 2010, Close Date: Nov 10, 2010 ▪ Planned ToB: January 2012 ** ▪ Planned Passport Advantage Date: November 2011 **
SVP Authorization Highlights: <ul style="list-style-type: none"> ▪ IBM SW Product Group ▪ Product Offerings 	<ul style="list-style-type: none"> ▪ Netezza will have its own SW Authorization Group within IM ▪ IBM Netezza 1000
Certification Requirements (1 Sales + 2 Technical)	
Sales <ul style="list-style-type: none"> ▪ Mastery Test # ▪ Sales Mastery Test Name ▪ Date available ▪ Link: 	<ul style="list-style-type: none"> ▪ Sales Mastery Test M234 ▪ Netezza Sales Mastery Test ▪ June 2011 http://www-03.ibm.com/certify/mastery_tests/eduM234.shtml
Technical <ul style="list-style-type: none"> ▪ Mastery Test # ▪ Technical Mastery Test Name ▪ Date available ▪ Link: 	<p>IBM Certified Specialist - Test 000-553 - Netezza Performance Software v6</p> <p>http://www-03.ibm.com/certify/certs/31000101.shtml</p> <ul style="list-style-type: none"> ▪ Technical Mastery Test M87 ▪ IBM Netezza Technical Mastery Test ▪ May 2011 http://www-03.ibm.com/certify/mastery_tests/ovrM87.shtml
Additional Information/Requirements:	<p>Recommend purchase or lease of Proof of Concept Netezza appliance on site</p>
Links/Resources	<p>www.ibm.com/partnerworld/acquisitions Benefits and resources for Value Added Distributors</p>

** Dates subject to change

THANK YOU

