



WebSphere Puts Business in Motion

Get in Motion with WebSphere

Welcome and Introductions

Thank you for coming today!



Your IBM technical team welcomes you

Allow us to introduce ourselves

New Technologies have Changed the Way People do Business



Mobile



Social



“Internet of Things”



Cloud Computing

With Mobile Devices, People Interact with Their World

- 91% of mobile users keep their device within arm's reach 100% of the time¹
- 40% of people use smart devices to log into the Web before getting out of bed in the morning²
- 96% increase in mobile Cyber Monday sales between 2011 and 2012³
- 75% of mobile shoppers take action after receiving a location-based message⁴



Get in Motion with WebSphere

1. Source: "China Mobile 50k survey"; Morgan Stanley Research; 2011
2. Ericson Consume Lab, 2010
3. JiWire Mobile Audience Insights Report Q42011
4. IBM Coremetrics Retail Data – as published in 11/24/12 IBM Press Release

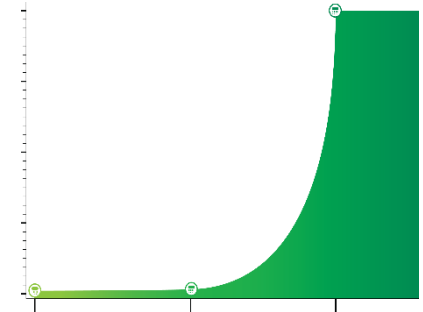
With Social Computing, People Rely on Each Other in Making Decisions

- People share their tastes through blogs, Twitter, Facebook, Instagram, and Pinterest
- Customers rely on fellow customers for reviews and analysis of products and services
- According to McKinsey, social technologies can raise the productivity of high-skill knowledge workers by 20 to 25%



With the “Internet of Things”, People Place Much Bigger Demands on Computing Infrastructure

- Mobile devices and RFID tags add millions of new devices to corporate networks
- Smart phones allow constant connectivity, causing workloads to explode
- Global machine-to-machine connections will increase from 2 billion in 2011 to 18 billion in 2022¹

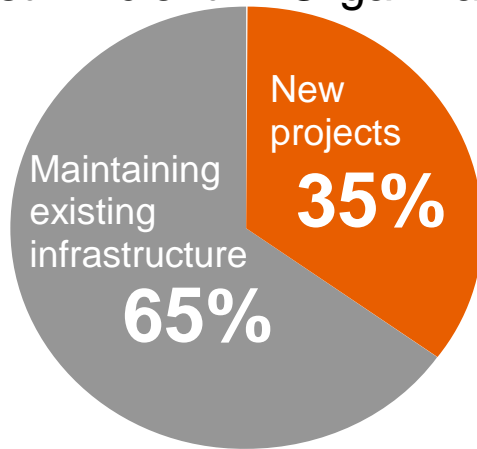


Your application and messaging infrastructure must be able to handle an explosive growth of inter-connected devices, systems, and applications

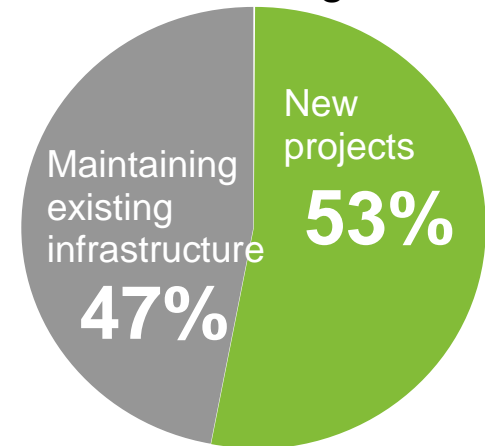
With Cloud Computing, People Regard Computing Resources as Just Another Service

- People can treat applications, infrastructure, and platforms as services that can be purchased on an “as needed” basis
- Data security and Service Level Agreements, such as response time, utilization, memory, and availability, are how they evaluate their computing

Least Efficient IT Organizations



Most Efficient IT Organizations



If you cannot provide a cloud environment with rapid, easy, and flexible deployment, they will find one without you

In a World of Mobile Applications, People Expect More Flexibility from Your Systems



What they want to do



When they want to do it

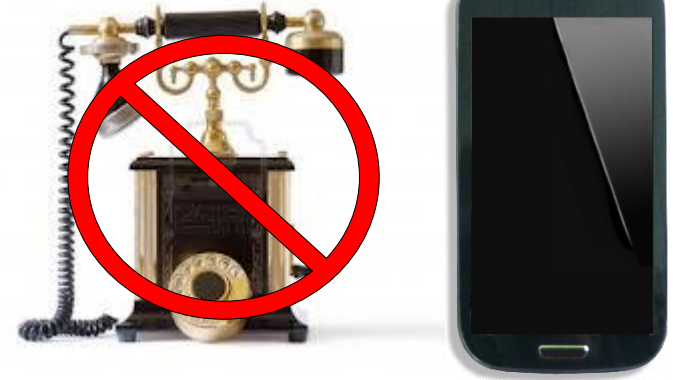


Where they want to do it



How Can You Better Engage Your Customers and Employees?

- Take advantage of mobile features such as touch screens, cameras, and location awareness
- Orient business processes around them and what they want to do next
- Integrate social awareness into their decisions
- Analyze their usage patterns to improve and enhance future experiences



Implementing these “Systems of Engagement”
is an exciting challenge!

To Meet this Challenge, You Must Rethink Your Applications and Infrastructure

- Design mobile applications to **enhance your customer's experience**
- **Put your customers at the center** of your business processes
- Use decision management to **make your processes smarter**
- Integrate your applications to **reuse valuable assets with performance and reliability**
- Build on an application server with **rapid development, intelligent management, and superior performance**
- **Deploy applications to a private cloud** for greater security, efficiency, and flexibility



Allow Us to Introduce Service Oriented Finance – They Need IBM Solutions, too

We want our systems to engage our customers and employees.

(and we want to deploy those systems faster and more efficiently)

But she just cut my budget!



**Service Oriented Finance
CEO**



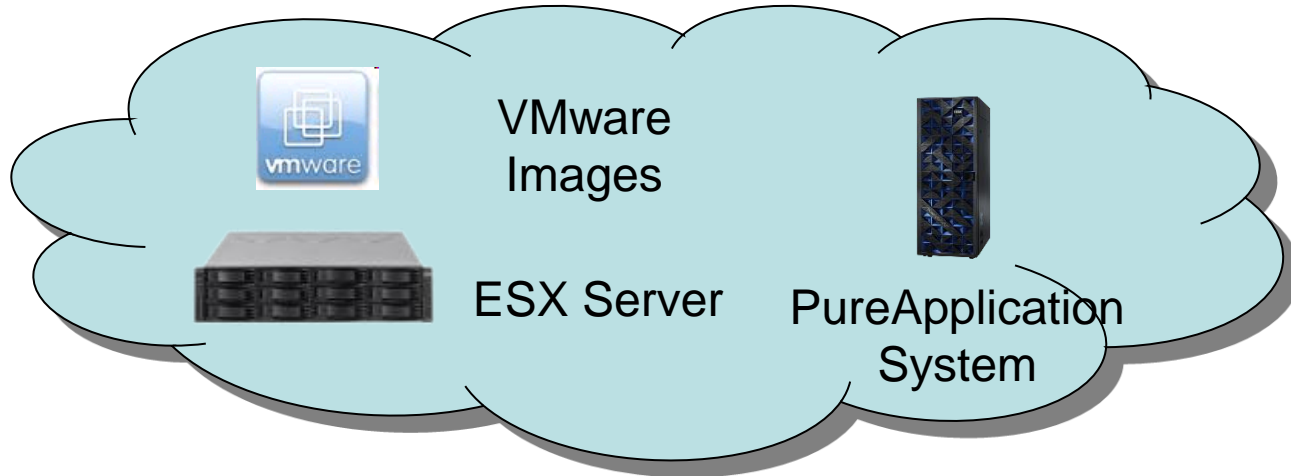
**Service Oriented Finance
CIO**

Service Oriented Finance is a bank with branches in over 50 countries

We Will Prove the Value of IBM's Solutions with LIVE Demonstrations



ThinkPad



*Live Demonstrations of
IBM and Competitors' Solutions*

Let's Get Started!

