Business outcomes demand the right infrastructure

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Enterprise2014

The Infrastructure for Cloud, Data & Engagement

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First National Bank: Providing Mobile Banking for Africa

Delivers "bank-in-a box" solutions via South Africa's
first mobile banking app.

Provides average end-to-end response times of just
30 milliseconds.

234 million mobile banking transactions per month.

#1 mobile banking brand.

IBM Institute for Business Value Study:
The IT Infrastructure Conversation

71% Believe IT infrastructure enables competitive advantage and optimizes business performance

<10% Are fully prepared to meet the demands of cloud, analytics, mobile and social
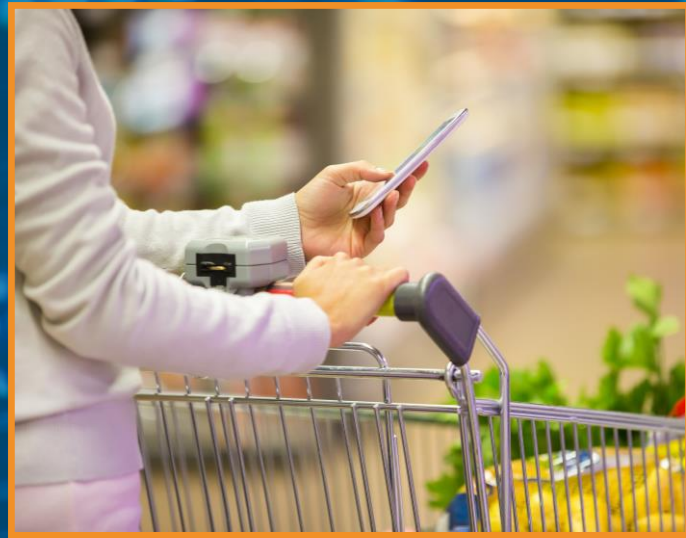
62% Are planning to increase IT infrastructure spending

30% Believe they're effectively collaborating with the business to provide IT infrastructure solutions

IBM Institute for Business Value: "The IT infrastructure conversation: New content, new participants, new tone." July 2014

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Mobile and Social Technologies are Changing How We Engage, Work and Do Business

Users expect response to social inquiry in less than 5 minutes

2013 IBM Annual Report

1 trillion connected objects and devices by 2015

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Big Data and Analytics are Enabling Smarter, Faster, Right-time Decisions

80% of organizational data is unstructured

2.5 billion gigabytes of data are generated every day

2013 IBM Annual Report

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Cloud Makes it Possible to Embrace and Manage New Workloads with Scale, Speed and Security

~70% of enterprises will pursue hybrid cloud by 2015 [1]

Cloud deployment has grown 92% since 2012 [2]

1. Gartner, p.6, *Private Cloud Matures, Hybrid Cloud is Next, Gartner G00255302,* Sept 6, 2013

2. *"Raising the game: The IBM Business Tech Trends Study,"* www.ibm.com/ibmcai/biztechtrends

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Leaders Will Take a Systematic and Integrated Approach to Drive Enterprise Innovation

Systems of Insight

Enterprise Innovation

Systems of Record

Systems of Engagement

Enabled by the Cloud

Pervasive Security Intelligence

IBM Can Enable Enterprise Innovation – By Integrating Core Systems with New Technology – Across the Stack

Business Solutions for CxOs

Consulting & Integration Services

Applications & Solutions
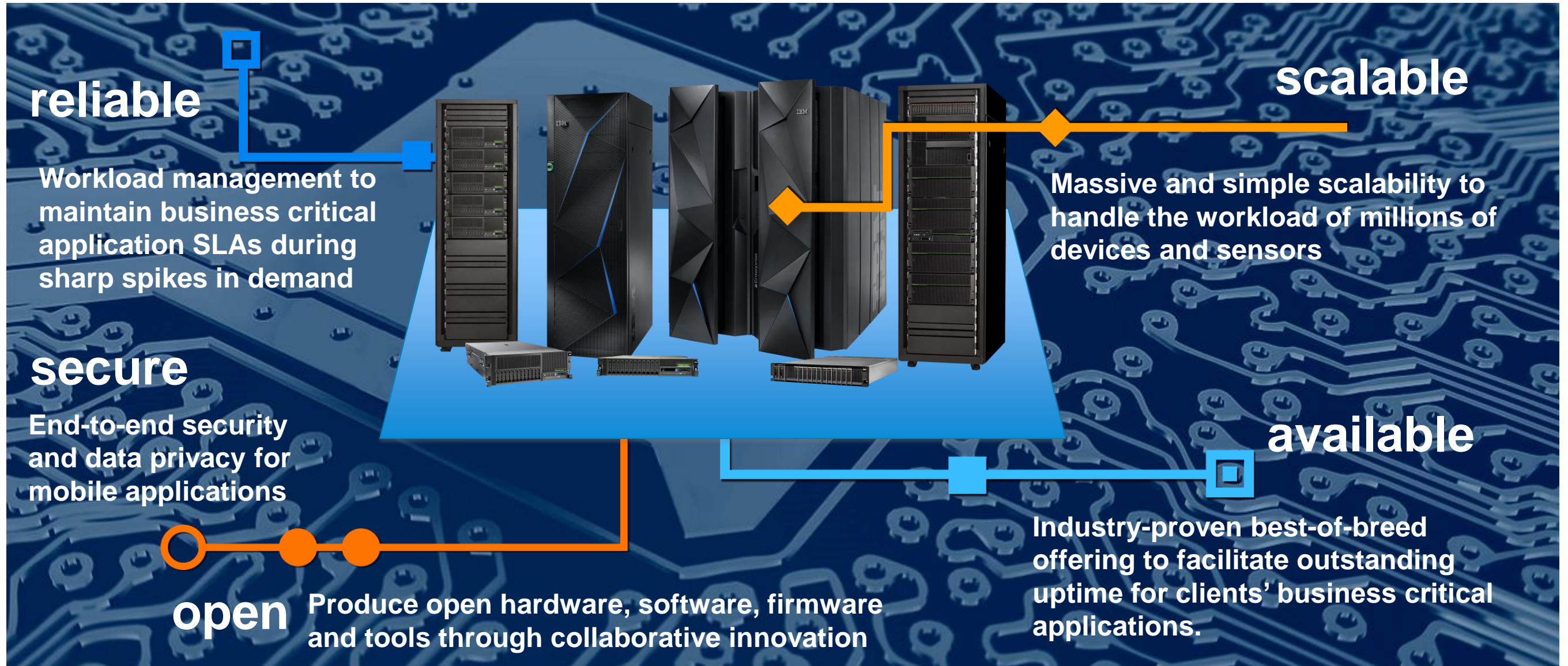
Technology Services

Middleware

Operating Environment

Infrastructure

Infrastructure Solutions for CIOs

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Business Outcomes Demand the Right Infrastructure

reliable

Workload management to maintain business critical application SLAs during sharp spikes in demand

secure

End-to-end security and data privacy for mobile applications

open Produce open hardware, software, firmware and tools through collaborative innovation

scalable

Massive and simple scalability to handle the workload of millions of devices and sensors

available

Industry-proven best-of-breed offering to facilitate outstanding uptime for clients' business critical applications.

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Television Broadcasts Limited

Who: Second over-the-air commercial TV station in Hong Kong with 4,500 staff members. Range of **Services to over 2 Million Homes** including high-def.

Needs: Increase Advertising revenues by engaging with the specific target audiences and **Grow Market Share**

How: Analyze 3+ decades of program ratings data with social media data for **deeper insight** and better decision making capabilities

Television Broadcasts Limited: Unlocking the Value of Customer Sentiment in Social Media

Built on **IBM POWER** and **Storage**
with **DB2** and **Blu Acceleration**

Maximizes

advertising revenue by providing sponsors
with accurate, detailed ratings forecasts

Improves

audience loyalty by increasing
responsiveness to viewer preferences

Facilitates

profitability by providing insight that
helps increase ratings

Who: Based in Houston, Texas, not-for-profit healthcare system. Runs Approximately **11 Hospitals, Large Physician Network** and many specialty programs and services.

Needs: **Mobilize Patient Records** for location access. Availability of **Information 24/7**. Highly **Secure** to meet government regulations

Improving Patient Care through Effective, High Quality Services.

99%
Reduction in average response times
for medical records database

96%
Reduction in power consumption

95%
Reduction in cooling requirements

98%
Reduction in rack space

Built on **IBM Storage** with
Filenet software

MEMORIAL
HERMANN

APIS IT

Who: Information systems & technology support agency founded in 2005. Develops common electronic services and access to Croatian government Information, resources, programs and services.

Needs: Process **voters living abroad.**

How: Function with an existing IT Infrastructure. **Security and Accuracy** essential to ensure the credibility of election results.

APIS IT: Enabling Croatia to Build a New Mobile Government, for Faster Citizen Access to Critical Services

Anytime, anywhere access to services, including…

- Passport services
- Tax payment information
- Pet vaccination schedules
- Insurance status
- Birth, marriage certificates
- Healthcare services
- School directories

…Built on **IBM Mainframe** with **DB2** for **zOS** in a single, unified environment.

Leading Organizations are Adapting Their Infrastructures for the New Era of IT…

Integrating the front and back office

Building an analytics-ready infrastructure

Deploying hybrid cloud

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By Teaming with IBM to Leverage High-end Systems and Technology Innovation for Business Outcomes

93% Improved write latency with **IBM XIV** Storage solutions [1]

200M Pages of data processed in under 3 seconds with **Watson on Power** [3]

91% New customer-facing applications access **System z** [6]

#1 Revenue share for **software defined storage platforms** [4]
IDC Worldwide Storage Software QView, 2Q14

82x Faster insights with **Power, Cognos, DB2 BLU** [7]

#1 Revenue share for worldwide **all-flash arrays** [9]
Gartner Market Share Analysis: SSDs and Solid-State Arrays, Worldwide ,2013, June 10 2014

BEST Server security rating in the industry on **System z** [2]

USD $3B **Investment in Research & Development** for next generation chip technology [8]

50% Lower storage costs with **Storwize** [5]

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