

Fueling Change in the New Era of Computing

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IBM Growth Market Units

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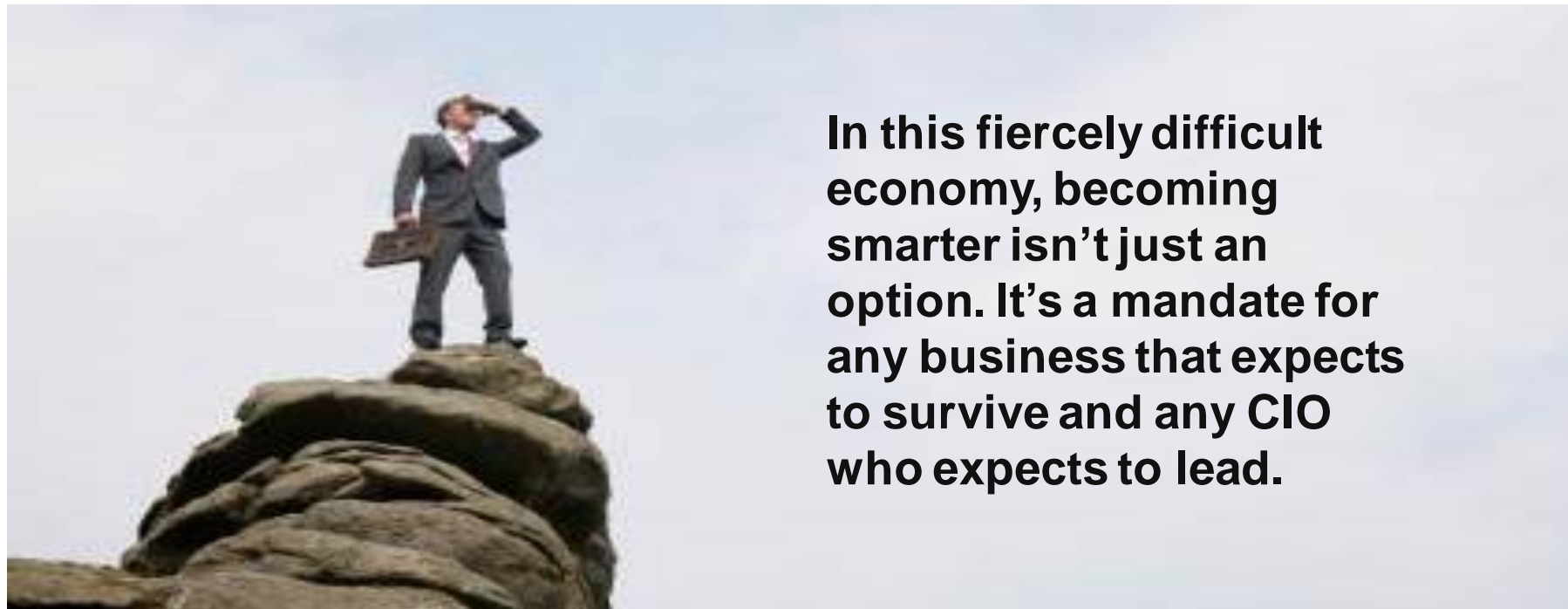
Key Topics Today



- CIOs are on the threshold of opportunity
- The transformational power of big data
- IBM Big Data solutions portfolio
- Why partner with IBM



CIOs are on the threshold of opportunity



In this fiercely difficult economy, becoming smarter isn't just an option. It's a mandate for any business that expects to survive and any CIO who expects to lead.

Business Models are under Constant Threat

**Demanding and
connected customers**



Telecommunications

Transforming their use of
network data into new revenue
streams

**Brands built and
destroyed in days**



Electronic Retailing

Disrupted by social media,
networks and mobile
commerce

**Great relationships
trump great products**



Political Campaigns

Game changing targeting
and recruitment of
individual voters

Not changing is the same as losing



Fueled by Disruptive Technology Factors



The Transformational Power of Big Data

Big Data is the next Natural Resource

“We have for the first time an economy
based on a key resource (Information)
that is not only renewable, but self-generating.

Running out of it is not a problem, but drowning in it is.”

— John Naisbitt

Harvesting any resource requires Mining, Refining and Delivering

Big Data is All Data And All Paradigms

Transactional & Application Data



- Volume
- Structured
- Throughput

Machine Data



- Velocity
- Structured
- Ingestion

Social Data



- Variety
- Unstructured
- Veracity

Enterprise Content



- Variety
- Unstructured
- Volume

Leaders are Leveraging Big Data to Deliver Immediate Value at the Point of Impact

Operational Systems



- Smarter Infrastructure
- Security Intelligence
- Enterprise Applications

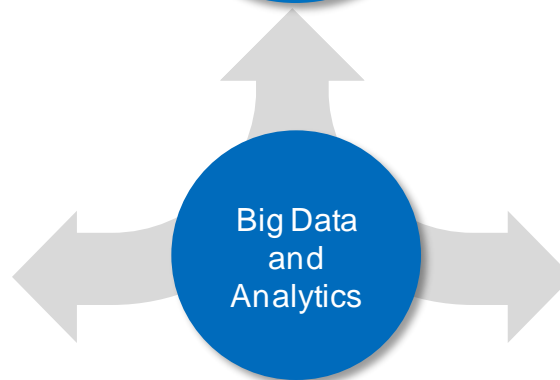
Delivering Value @
Point of Impact



Systems of Engagement



- Mobile Commerce
- Call Center
- Social Business



Extend & Integrate

Key Business-driven Use Cases Improve Business Outcomes

Enrich Your Information Base

with Big Data Exploration

99%

Reduction
In Time Required
For Analysis



Improve Customer Interaction

*with Enhanced 360°
View of the Customer*

1,100

Association
Publishing
Partnerships



Help Reduce Risk and Prevent Fraud

*with Security and
Intelligence Extension*

42TB

Real-time
Acoustic
Data Analyzed



**Optimize
Infrastructure
and Monetize Data**
with Operations Analysis

60K

Metered
Customers
in Five States

Pacific Northwest
SMART GRID

**Gain IT efficiency
and scale**
*with Data Warehouse
Augmentation*

40X

Gain in
Analysis
Performance

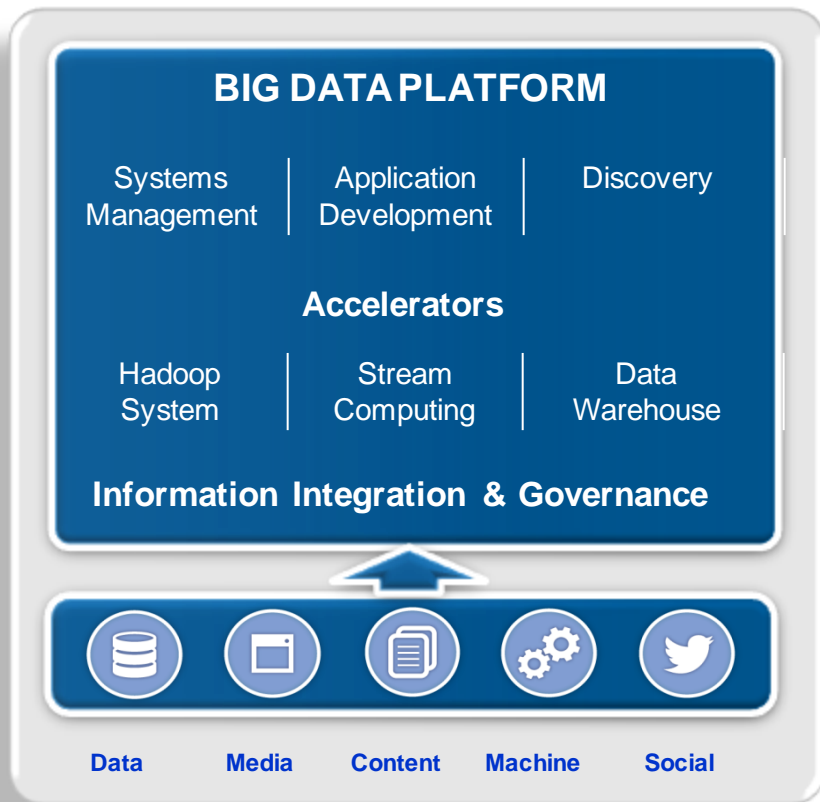
Constant Contact 

Every Industry can Leverage Big Data and Analytics



IBM Big Data Solutions Portfolio

Getting the Value from Big Data – Why a Platform?



The Whole is Greater than the Sum of the Parts

- Almost all big data use cases require an integrated set of big data technologies to address the business pain completely
- Reduce time and cost and provide quick ROI by leveraging pre-integrated components
- Provide both out-of-the-box and standards-based services
- Start small with a single project and progress to others over your big data journey

IBM Provides a Holistic and Integrated Approach to Big Data and Analytics



Enabling organizations to

- Assemble and combine relevant mix of information
- Discover and explore with smart visualizations
- Analyze, predict and automate or more accurate answers
- Take action and automate processes
- Optimize analytical performance and IT costs
- Reduced infrastructure complexity and cost
- Manage, govern and secure information

IBM is Announcing Continued Big Data Leadership in the New Era of Computing

DB2

with BLU Acceleration

New

Speed of Thought Analytics

- **8-25x** faster reporting and analytics
- **10x** storage space savings seen during beta test
- **No** indexes, aggregates, tuning, or SQL/ schema changes

**Big Data
Platform**

Enhanced

Platform advances in consumability and performance

- **Big SQL** standard ANSI SQL access to data in BigInsights
- **GPFS-FPO** robust, faster access to large files
- **2-10x** faster InfoSphere Streams ops using bounded lists & maps

**PureData
System for
Hadoop**

New

Explore and analyze more data with appliance simplicity

- **8x** faster deployment than custom-built solutions
- **First appliance** with built-in analytics accelerator
- **Only Hadoop system** with built-in archiving tools

Clients Achieve Breakthrough Outcomes with IBM's Big Data Platform



Detect life threatening conditions
24 hours
sooner



Time to access business critical data reduced from
26 hours to **2 minutes** over
650 TB of data



Reduced churn by analyzing
2 PB
of data on
300 Million
clients



The Business of Innovation

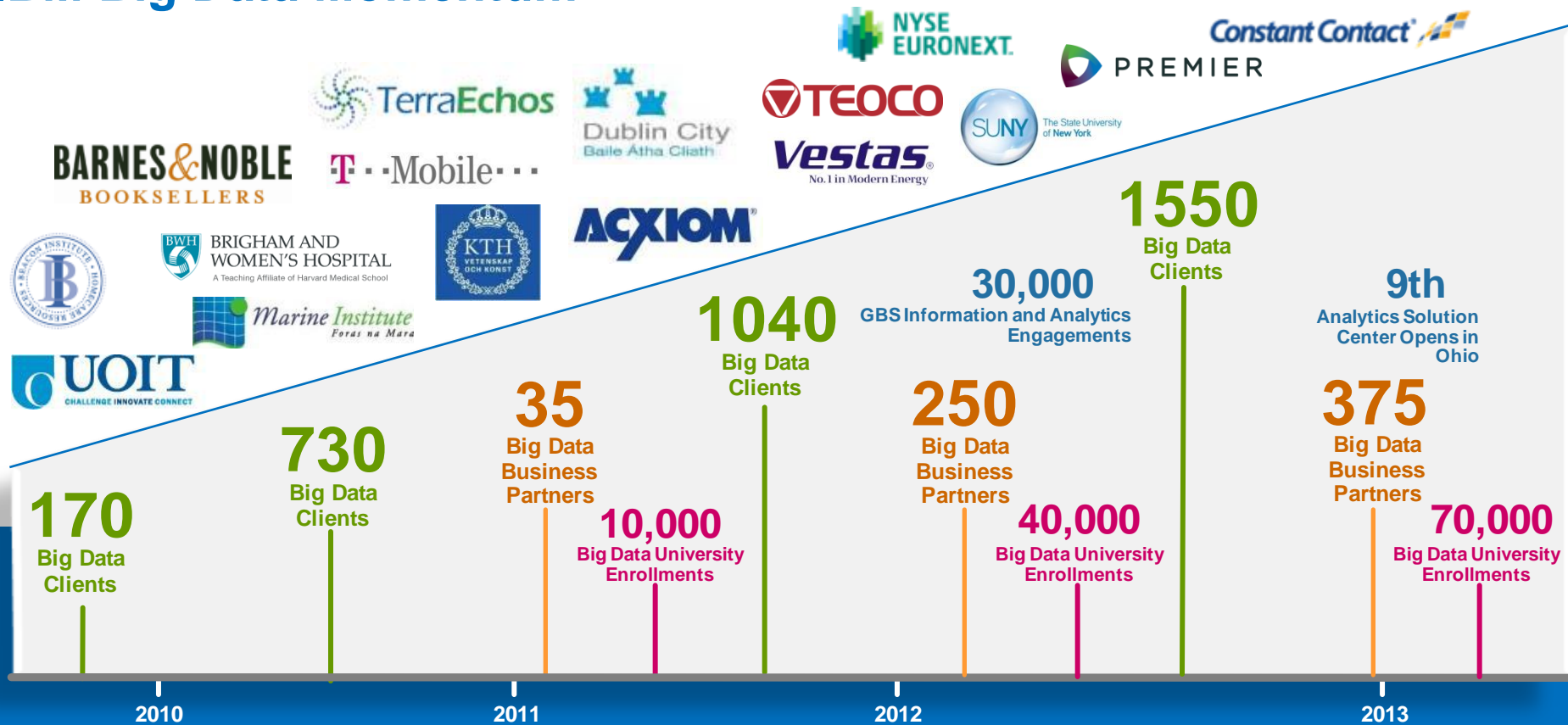
Increased grid efficiency and reliability by analyzing
10 PB of data
in minutes



Why Partner With IBM

IBM Big Data Momentum

Sample Clients



The Right Partner Committed to Client Success



IBM understands all kinds of data

- **Game-Changing Innovation** – such as Watson, BLU acceleration, streaming analytics and expert integrated systems; 20 years of patent leadership
- **Business-Ready Capabilities** – big data and analytics capabilities, integrated and hardened for serious use, with flexible deployment options



IBM knows how to turn data into value

- **Client Expertise** – deep industry know-how and solutions with global reach
- **Strong Ecosystem** – growing investment with 360+ business partners & 100+ universities
- **Build on Current Investments** – enhance existing analytics and information infrastructure with unparalleled breadth and depth of new capabilities



IBM has invested in big data and analytics

- **\$16B+ in Acquisitions** – coupled with game-changing innovation since 2005
- **Analytics Solution Centers** – visited by 4000+ organizations accessing global expertise
- 2015 Road Map target for Business Analytics recently raised from \$16 billion to \$20 billion of revenue



I invite you to establish a strategic partnership with IBM in this new “Era of Computing”

Thank You!