Break down the barriers to digital transformation

Presented by:
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Disruptors are reinventing business processes and leading their industries with digital transformations

<table>
<thead>
<tr>
<th>Personalized front-line decision making</th>
<th>Real time insight driven processes</th>
<th>Ecosystem-based Innovation</th>
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<tbody>
<tr>
<td>New mobile apps are consolidating decision making at the fingertips of people who need to act</td>
<td>Insight from nontraditional data sources is being infused in business processes to create new business moments</td>
<td>New innovations are composed leveraging digital services from a broad ecosystem</td>
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Will you disrupt or be disrupted by your industry?

**AIRBUS**
Bringing insight directly to their maintenance engineers via mobile

**DELHAIZE GROUP**
Using weather data to predict real time inventory needs

**CITI**
Sourcing new innovation from mobile developer communities
Digital disruptors break the mold

Performance vs non-digital peers on key metrics

- Share of customer wallet +10pts
- 3-yr customer retention +6pts
- % of new product dev initiatives released +6pts

Sources:
2. “Inside the mind of Generation D”, IBM Center for Applied Insights, October 2014

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Digital transformation requires multi-speed IT

- Continuous delivery through agile DevOps
- Seamless workload portability based on need at any point in time
- Collaborative innovation on top of enterprise systems through microservices and APIs
- Secure interactions across on-premise IT, hybrid & public clouds

Core enterprise
Scaling institutional knowledge and processes

Speed & agility to drive innovation and growth
Your technology must be future-proof

- Flexibility in deploying workloads determines your ability to adapt
- Move data to workloads or workloads to data based on what makes sense at a given time
- Use containers to facilitate seamless portability across any IT landscape
Barriers to digital transformation

PEOPLE

Organizational silos and skill gaps
Requires collaboration across LoB, IT and ecosystems like never before

PROCESS

Business processes and transactions span multiple environments
Demands security, visibility and control at each touchpoint to mitigate new risks

TECHNOLOGY

Fast, secure, controlled access to data
Identifying, integrating, and analyzing the right data across diverse ecosystems

Flexibility for the future
To use any data, applications, services and devices
A hybrid cloud architecture for digital transformation

- Security across every point of interaction
- Built-in monitoring and analytics
- Seamless workload portability
- Fully integrated DevOps

Extends SOA and enterprise integration services across the API Economy
that only IBM can deliver

- Security across every point of interaction
- Built-in monitoring and analytics
- Seamless workload portability
- Fully integrated DevOps

The **only platform** with built-in intelligent scaling, workload placement and DevOps

52% better performance than the next best ESB

Secure by design

Unique **pattern-based runtimes** deliver seamless portability

The **largest range** of supported open standards in the industry

Scales to billions of concurrent messages and transactions

Enterprise Infrastructure

Digital Innovation

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Remake your organization for the future – with IBM

- Optimize decisions with insight from your operations
- Embrace agile to accelerate your transformation
- Reinvent processes for ecosystem participation
- Deliver adaptive personalized experiences
Optimize decisions with insight from your business operations

Business operations that use **complete visibility** and **embedded analytics** to act in **real-time**

- Collect and monitor events across your ecosystem
- Model next best actions and automate decision making
- Improve decisions by understanding patterns and trends

**IBM captures the largest number and diversity of events, from the broadest range of sources - in real-time**

**The only decision support based on real-time insight into the systems that run the business**

**Unique advanced analytics provide greater insights from real-time data across operational sources**

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Optimize decisions with insight from your business operations

- Increase productivity up to 50%
- Adapt to market changes 3X faster

Get started with us today

- Collect and monitor events across your ecosystem
- Model next best actions and automate decision making
- Improve decisions by understanding patterns and trends

Visit ODM for Dummies to learn about event visibility

Explore Bluemix Business Rules

Learn about New Perspectives on Decision Management

Adapt decision logic at the pace of business with aggregation

Access cloud-based tools to improve your decision making

Identify opportunities and risks in real-time – to enable action
Optimize decisions with insight from your IT operations

IT operations that deliver **visibility, control** and **automation** across any IT landscape

- Gain complete visibility and control over apps and infrastructure
- Use embedded analytics to solve problems faster or avoid them altogether
- Automate and collaborate to focus teams on innovation initiatives

The industry’s most complete visibility – capturing 100% of transactions across the largest number and diversity of things

Advanced analytics for predictive and historic insight across all IT Operations data

DevOps built for hybrid IT with built-in workload automation and performance management

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Optimize decisions with insight from your IT operations

- Predict 100% of major incidents
- Reduce outages up to 40%
- Improve app availability up to 98%

Get started with us today

Gain complete visibility and control over apps and infrastructure

Use embedded analytics to solve problems faster or avoid them altogether

Automate and collaborate to focus teams on innovation initiatives

Start now with Application Performance Management

Try out IT Operations Management & Analytics

Take free trials of Workload Automation and Collaborative Ops

Gain visibility and control across all IT operations, wherever they reside

Apply actionable insights to make the right decision at the right time

Automate key tasks to spend less time on routine maintenance, more on innovation

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Embrace agile to accelerate your transformation

Application delivery that is **fast, seamless** and repeatable across any infrastructure

- **Accelerate app delivery with agile DevOps**
- **Choose the best runtime for your application**
- **Write apps once, deploy anywhere with enterprise containers**

- **The only application platform** that accelerates the entire application delivery lifecycle
- **The simplest, fastest, lightest** dev and production environments for Java, node.js and more.
- **Fast pattern-based deployment** and movement of apps via enterprise containers
Embrace agile to accelerate your transformation

- Deliver apps 60% faster with 50% better quality
- Save 3 weeks per developer per year
- Move apps to the cloud in minutes without change

Get started with us today

Accelerate app delivery with agile DevOps
Choose the best runtime for your application
Write apps once, deploy anywhere with enterprise containers

Take a DevOps practices self assessment
Access free developer tools and runtimes
Try out PureApplication Service free for 30 days

Transform your software delivery process with an IBM DevOps approach
Build and run apps with WAS Liberty, a fast flexible and lightweight platform for Java and node.js apps
Use pre-built patterns and Docker containers to quickly and easily deploy apps on-prem or off-prem

App development cycle
6wks ➞ 2 wks

Test configuration
Days ➞ 30mins
Reinvent processes for ecosystem engagement

Business processes *adapt* and *extend* into the API economy - securely

- Integrate processes across your ecosystem using APIs
- Use hybrid cloud integration to extend your IT infrastructure
- Understand and transform processes for new business models

**The only API platform** with built-in governance and security – achieve scale without sacrificing control

**The most comprehensive** integration platform couples lightning-fast innovation with industrial strength security and scalability

**The only analytics-based BPM suite** enables rapid reinvention of business processes across ecosystems
Reinvent processes for ecosystem engagement

- Accelerate innovation up to 80%
- Unleash innovation securely

Get started with us **today**

**Integrate processes across your ecosystem using APIs**

**Use hybrid cloud integration to extend your IT infrastructure**

**Understand and transform processes for new business models**

**Take a free trial of API Management**
Define your strategy and securely expose your APIs to the developer community

**Take a free trial of IBM BlueMix Hybrid Integration**
Connect on-premises and cloud-based applications to get to market faster

**Explore trials of Blueworks Live and BPM on Cloud**
Design processes that enhance collaboration and create new models

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Deliver adaptive personalized experiences

Digital experiences that effortlessly deliver **authenticity** in **every interaction**

- Adopt a secure content delivery platform that is right for your needs
- Build and manage persuasive and adaptive content
- Deliver the ideal omni-channel experience for every interaction

**Unmatched flexibility**
- choose SaaS, On-Prem or hybrid without compromising security

**Unique user and content analytics**
- deliver the most adaptive user experiences

**The only solution to deliver**
- authentic brand experience across all channels

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Deliver adaptive personalized experiences

- Boost conversion by 20%
- Scale transactions 100x

Get started with us today

Adopt a secure content delivery platform that is right for your needs
Build and manage persuasive and adaptive content
Deliver the ideal omni-channel experience for every interaction

Read the analyst papers to learn how you can achieve ROI like our clients
See how content can be dynamically managed in our Day in the Life videos
Explore a trial of IBM Digital Experience on Cloud
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IBM Middleware: Your platform for digital transformation

- Market share leader in Application Infrastructure and Middleware – for 14 years
  - Gartner Group, Market Share Report, March 2015

- Support for the largest range of open standards in the industry
- Embedded analytics for actionable insights
- Ultimate choice of delivery model: SaaS, PaaS or On-Premise
- MobileFirst and Cloud ready
Break down the barriers to digital transformation