

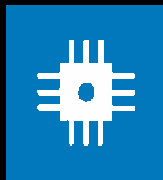
Bob Moffat

Senior Vice President, IBM Systems and Technology Group

Partnering to Build a Smarter Planet

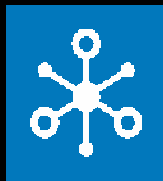


The world is smaller and flatter, and at the same time it is...



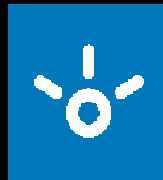
Becoming more

INSTRUMENTED



More

INTERCONNECTED



Virtually all things, processes are becoming

INTELLIGENT

IT needs to become smarter... about workloads

- Companies run many different workloads with investments in multiple types of platforms, applications, tools and skills that support them
- “One size fits all” doesn’t make sense for business models or the IT backbone that drives them
- A **workload optimized approach** provides orders of magnitude better performance, scale and efficiency



Analytics



Collaboration



Development
and Test



Desktop and
Devices

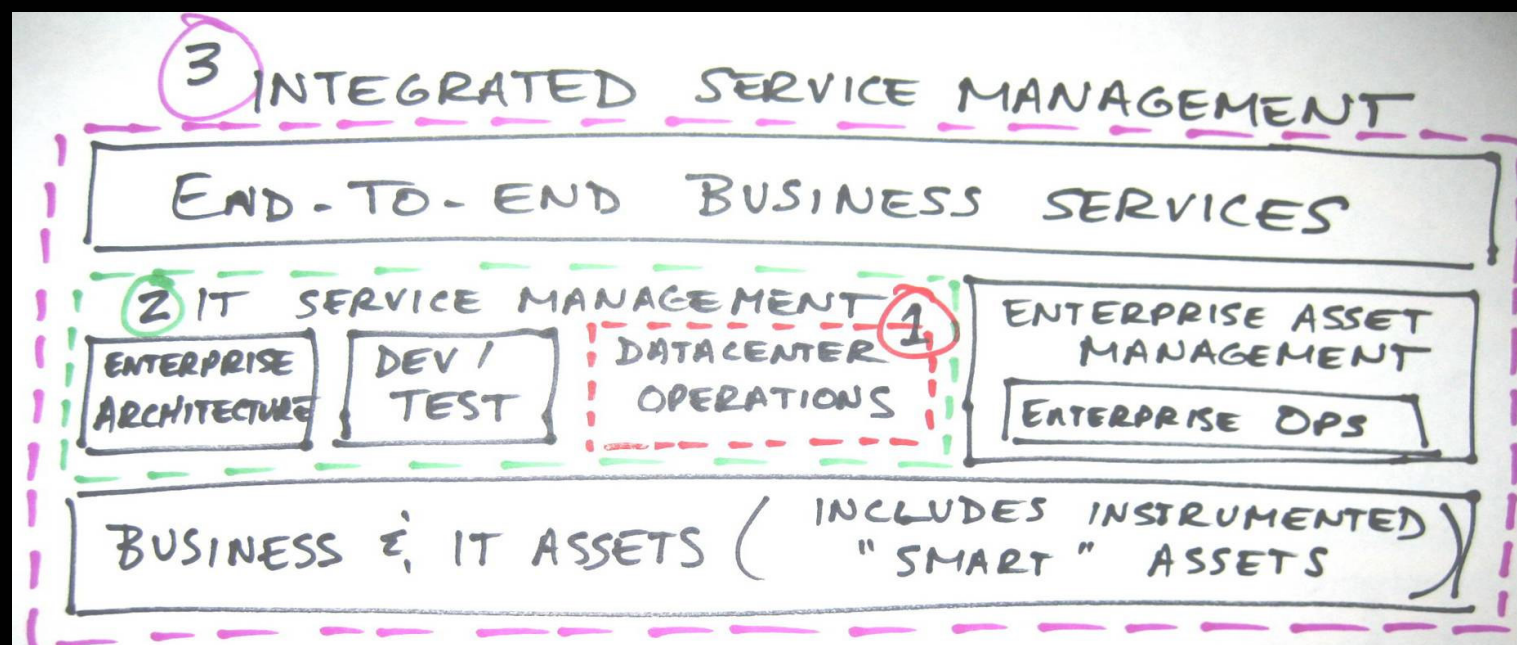


Infrastructure



Business
Services

Smarter... about service delivery



- **Visibility** – See your business services
- **Control** – Manage risk and compliance
- **Automation** – Build agility into operations

And smarter... about delivery choices



- **New models** are emerging for the enterprise
- Self-service, economies-of-scale, and flexible sourcing options – **new choices of deployment** – define these new models
- **“Cloud” and workload optimized systems** describe new consumption and delivery models

The opportunity for progress in mid-sized businesses is clear

85%
idle

Mid-sized business server utilization rates on average are under 15%.

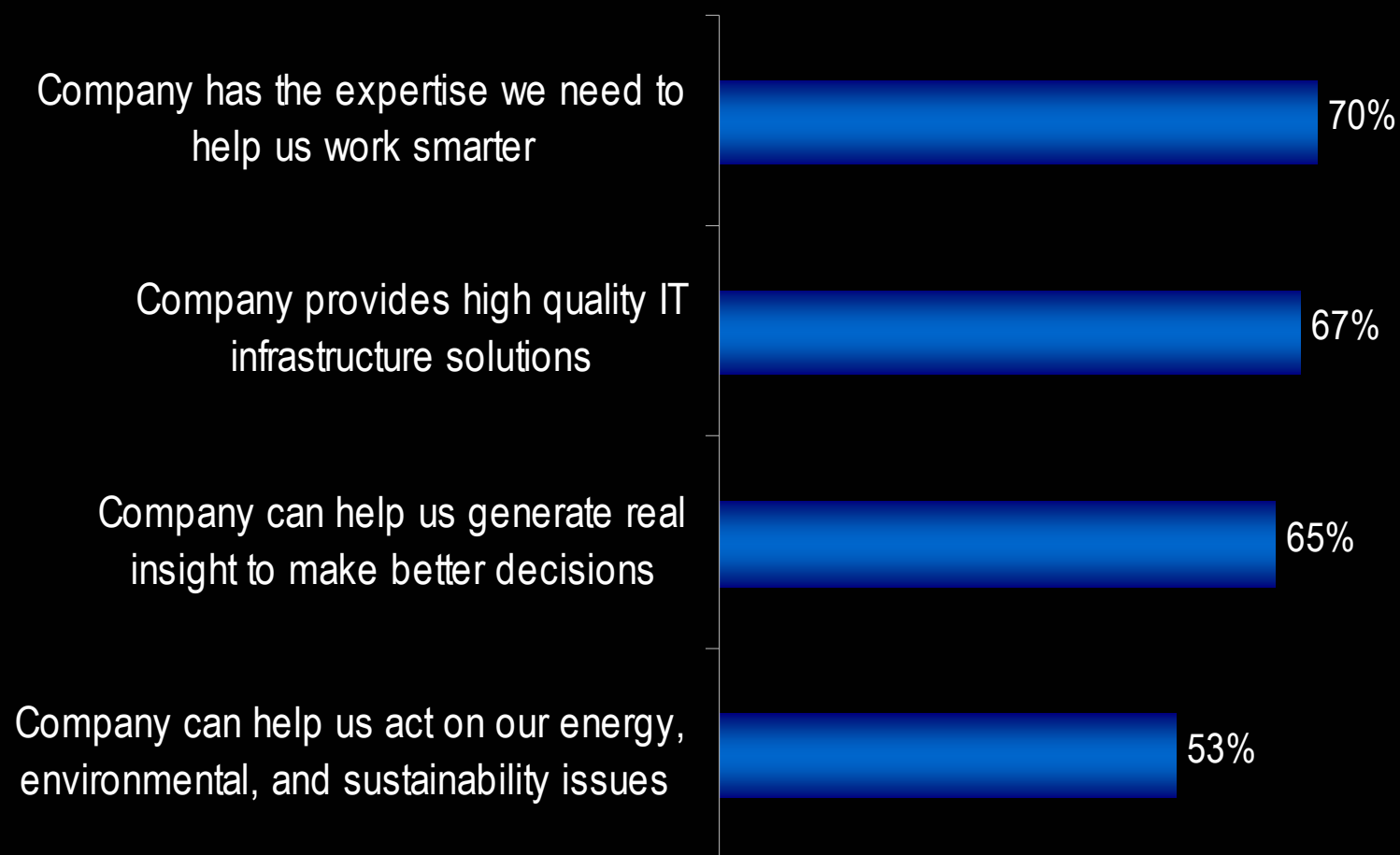
65%
unprepared

Only 35% of mid-size company IT managers say that they are equipped to deal with a data loss.

80%
consumed

Mid-size companies spend over 80% of their IT budget just to keep their IT infrastructure up and running.

Mid-market companies look to IT vendors to help them become smarter and gain greater insight



What are mid-market firms buying now?

- Solutions drove 56% of IBM's mid-market revenue in 2008
- Top 10 solution areas:

1. Business analytics
2. Collaboration
3. Consolidation and virtualization
4. Web application security
5. ERP

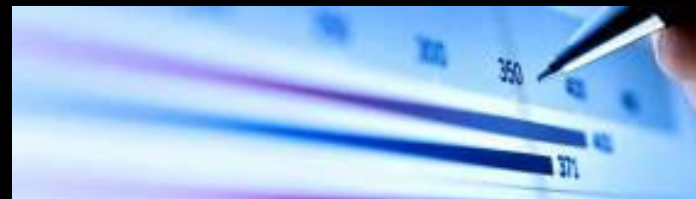
6. Wholesale business process integration
7. Retail store optimization
8. Banking back office
9. Healthcare compliance
10. Retail merchandizing and supply chain

High growth solutions: Mid-market companies working with IBM Business Partners



MOOSEJAW MOUNTAINEERING IBM Business Partner: **CrossView**

Created a seamless, interactive community shopping experience across the Web, stores and mobile devices to enhance customer loyalty and advocacy. Based on IBM WebSphere Commerce and IBM Lotus Connections social networking software.



ELIE TAHARI IBM Business Partner: **Sky IT Group**

Developed a reporting platform that uses a centralized data warehouse to integrate internal order, sales, inventory and financial data with external retailer data and demographic intelligence. Uses a Cognos solution to present consolidated scorecards to users.

Driving revenue and margin with IBM

Offerings

Comprehensive Data Protection Solution

Lotus Foundations

Asset-based services

Enablement

Growth Through Skills

Selling to the CFO

Dynamic Infrastructure Specialty

Incentives

KYI Sell and Earn

Recession-proof performance targets

Software incentives

Investment protection

Business Partner Charter

Principles of Engagement

Rapid Online Financing

Key points

- Technology leadership
- Gaining share
- Winning new business
- The right business model

