

# IBM STRATEGY

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## THE NEW ERA IS DEFINED BY OUR STRATEGIC IMPERATIVES

### SHIFT 1

**Data** is becoming the world's new **natural resource**, transforming industries and professions.

### OUR POINT OF VIEW

Data is the new basis of competitive advantage.

### SHIFT 2

The emergence of **cloud** is transforming IT and business processes into digital services.

### OUR POINT OF VIEW

Cloud is the path to new business models.

### SHIFT 3

Mobile and **social** are transforming individual **engagement** – creating expectations of security, trust and value in return for personal information.

### OUR POINT OF VIEW

A systematic approach to engagement is now required.

# 1. Transform industry with data.

**Data is becoming the world's new natural resource. If oil powered the last industrial revolution, data will power the next one.**

1. discover
2. extract
3. refine
4. make it usable

## CONSIDER:

# 1 Petabyte

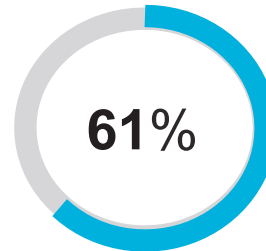
the US Federal Government creates 1 Petabyte of data every 2 years. This is equal to 20 million 4-drawer filing cabinets.

# 1 in 3

business leaders don't trust the information they use to make decisions.

# 59%

of Federal IT professionals surveyed say improving operational efficiency is the top advantage of big data.



survey results suggest 61% of enterprise tech projects are now funded by the business rather than the IT department.

## 2. Retool IT for the era of cloud

The emergence of cloud is transforming IT and business processes into digital services.

cloud 1.0 =

cloud 2.0 =

cloud 3.0 =

CONSIDER:

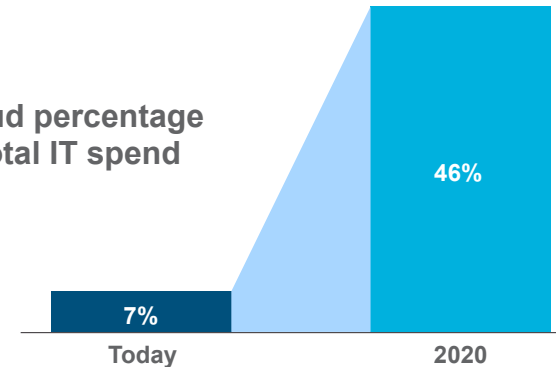
# 50%

of large enterprises will have hybrid cloud deployments by 2017.

# 85%

of new software is now being built for the cloud.

Cloud percentage of total IT spend



### 3. Enable “systems of interaction”.

**Technologies are empowering people with knowledge, enriching them through networks and spawning expectations for value in return for their information.**

social  
+  
mobile  
+  
data

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#### CONSIDER:

**5mins.**

the response time users expect from an organization once they have contacted them via social media.

**122**

federal agencies currently have a presence in social media.

**25%**

of Internet users have received online advice from a government agency.

**31%**

of social media users have used their networks to encourage other people to take action on a political or social issue.

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