CLOUD LEADERSHIP FORUM
Produced by IDC & IDG Enterprise
STRATEGIES FOR THE DYNAMIC ENTERPRISE

Shaping a New Era of Computing and Business Innovation

Transform. Accelerate. Profit.

Lauren States

Vice President and Chief Technology Officer, Cloud Computing and Growth Initiatives,

IBM Corporation

Globalization

"In the shift from domestic to global, there is a sense of **crisis-propelled globalization."**

Professional Services CEO, Japan

Demographic shifts

"Demographics a decline in birth rate and in labor population, all have significant impact on our business."

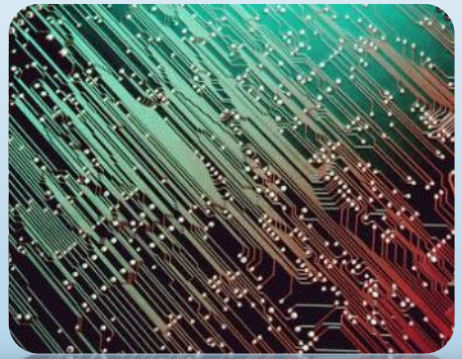
Travel & Transportation President, Japan

Social networks and mobility

"Mobility and social networking are key drivers to innovate new business models."

Professional Services CEO, Turkey

Data explosion



"Big data will be a key differentiator in terms of information about customers, preferences etc."

Banking CEO, United States

Source: IBM CEO Study, May 2012

CEOs believe technology is driving more innovation and change than any other force – even the economy

"The biggest risk we face is technological. If we fail to anticipate a huge technology step, we might go out of business."

Industrial Products CEO

"Today's connected economy is full of ambiguity, and the skills required to navigate that ambiguity are collaboration, creativity, and communication."

Healthcare CEO

"To innovate, we need to take in insights across industries and knowledge from many different people."

Electronics CEO

Source: IBM CEO Study, May 2012

Efficiency

Transformation

Rethink IT

60% of CIOs plan to use cloud (up from 33% 2 years ago)

TRANSFORM

the economics of IT sparking innovation

SPEED

delivery of new applications and products

OPTIMIZE

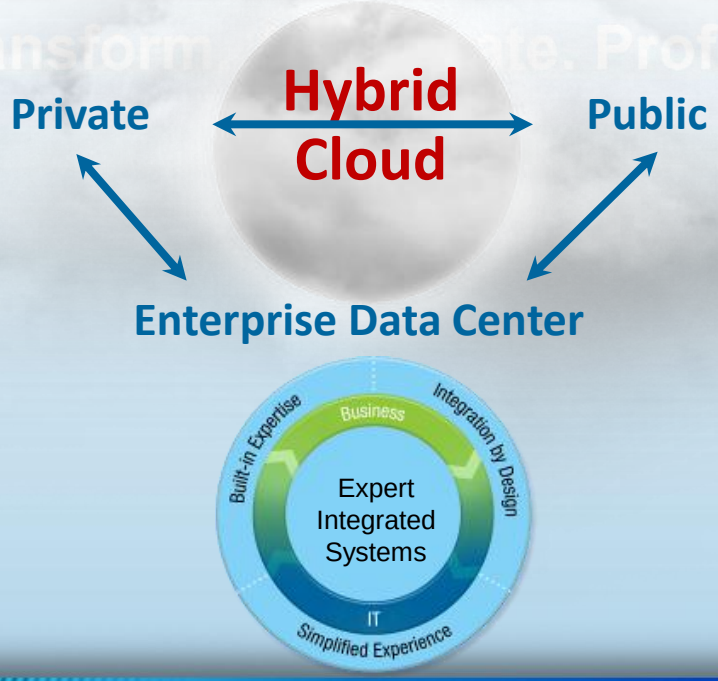
the agility of the business service value chain

55% of business executives believe cloud enables business transformation and leaner, faster, more agile processes

Reinvent Business

IBM SmartCloud

FOUNDATION	SERVICES	SOLUTIONS
Private & Hybrid	**Managed Services**	**Business Solutions**
Cloud Enablement Technologies	Infrastructure & Platform as a Service	Software & Business Process as a Service



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