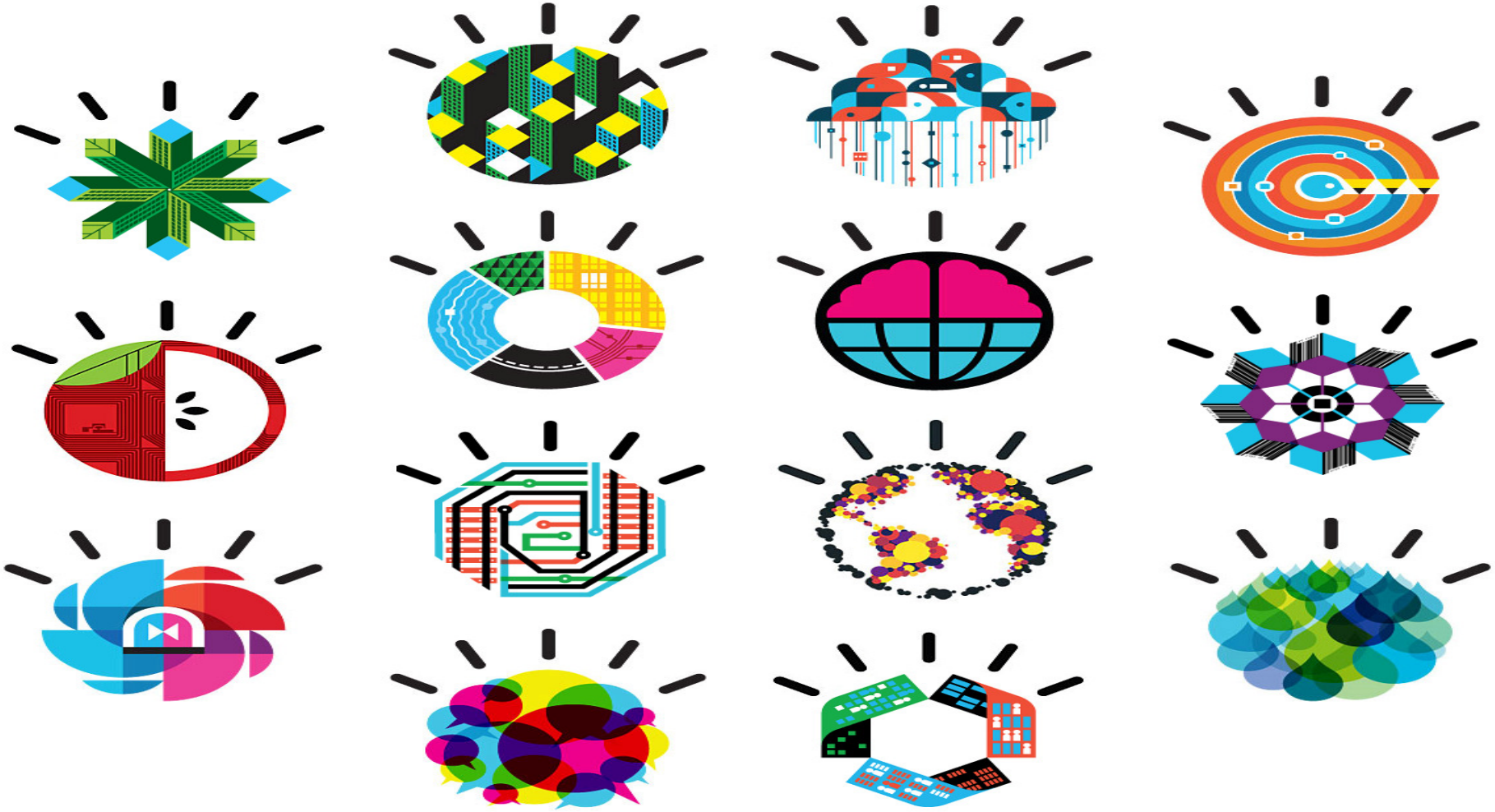


Building a Smarter Planet

Through Information Technology

Garry Feliziano

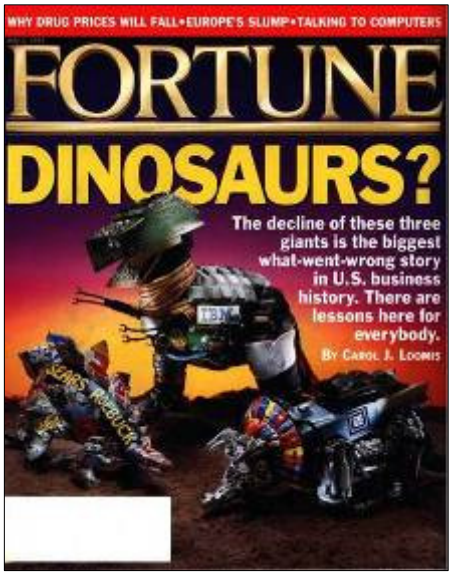
Geo Expansion Market Development Specialist

IBM

IBM at a Glance: Y/E 2011

Revenue	$106.9B
Net Income	$15.9B
Global Presence	>170 Countries
Employees	>440,000
Business Segments	GTS $ 40.9B GBS $ 19.3B SWG $ 24.9B STG $ 19.0B
Business Model	Helping clients succeed in delivering business value by becoming more innovative, efficient and competitive through the use of business insight and information technology (IT) solutions, and providing long-term value to shareholders

Our transformation thru *INNOVATION* continues



1992: — $50M (YES NEGATIVE!) IBM BRAND VALUE

2008: $58B BRAND VALUE #2 GLOBAL BRAND over MS

2009: $60B BRAND VALUE (#2 GLOBAL BRAND)

An INNOVATI N Company…

2010

Blue Gene

Supercomputing

In 2009, IBM expressed our Smarter Planet point of view as the world was imploding

Something profound is happening …. Giving people, business and government an opportunity to think and act in new ways

INSTRUMENTED
30 billion RFID tags

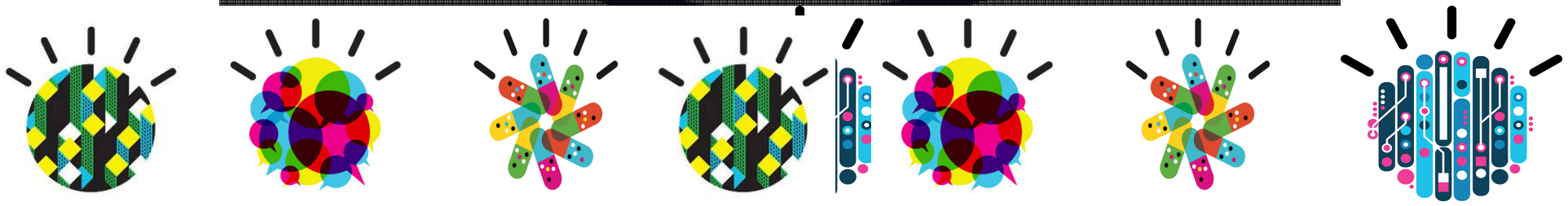
INTERCONNECTED
22% of world population, 1.46B are online

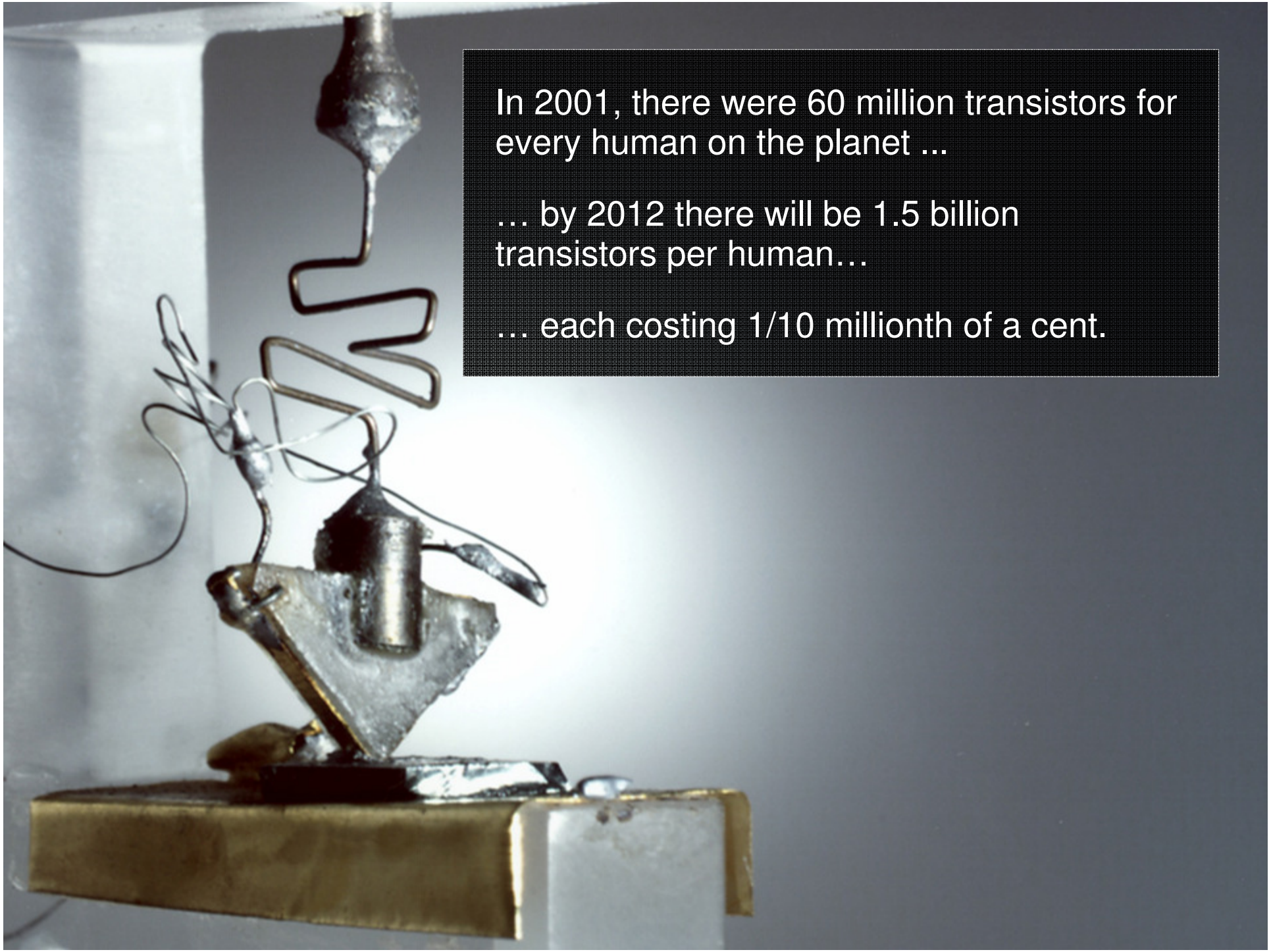
INTELLIGENT
85% of new automobiles will contain event data

The world is getting smarter – Because it can

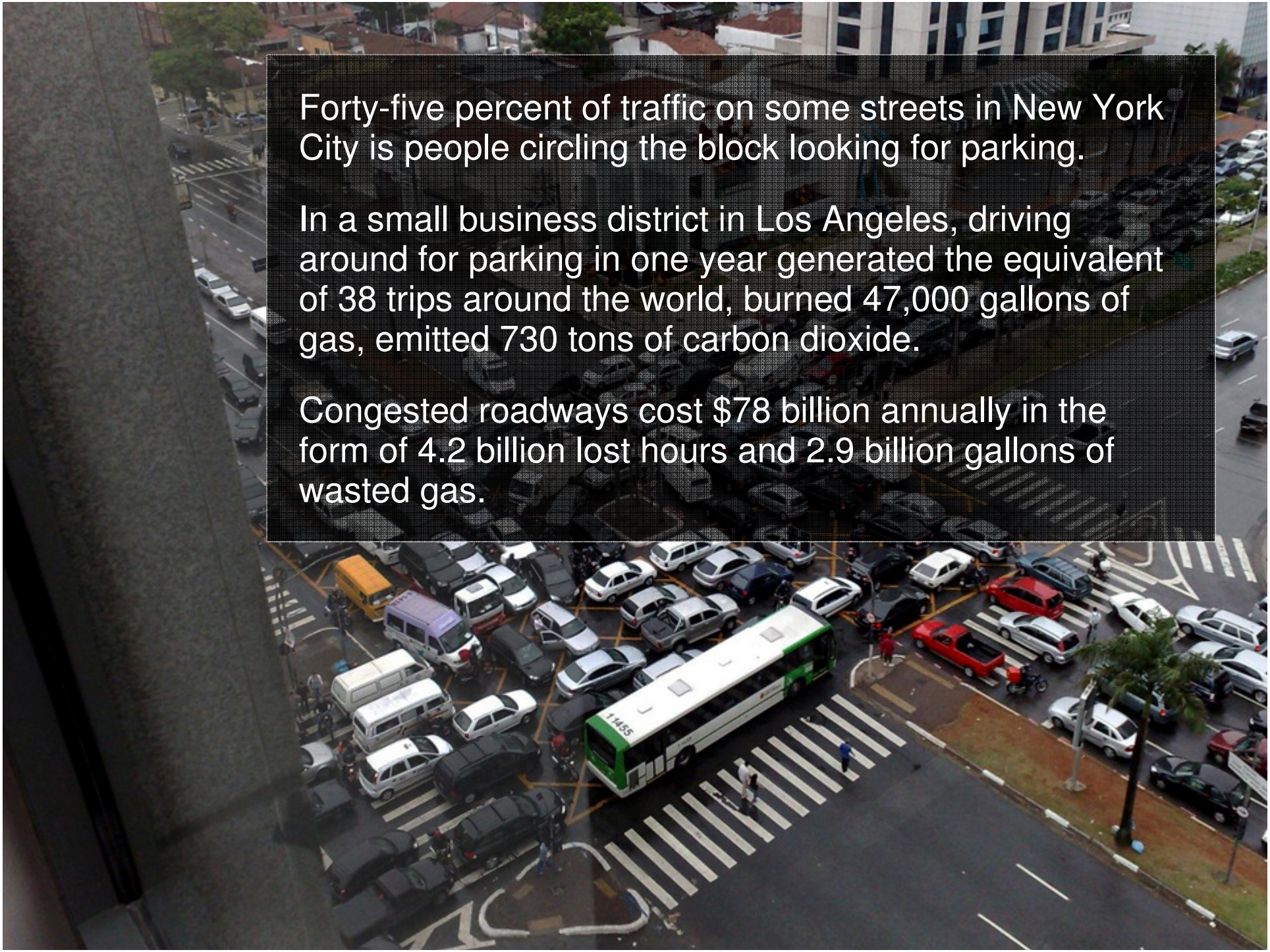
- It's becoming instrumented and connected
- All things are becoming intelligent
- The digital and physical infrastructures of the world are converging

Because technology is available and affordable




In 2001, there were 60 million transistors for every human on the planet ...
… by 2012 there will be 1.5 billion transistors per human…
… each costing 1/10 millionth of a cent.

The world is getting smarter – Because it must



Forty-five percent of traffic on some streets in New York City is people circling the block looking for parking.

In a small business district in Los Angeles, driving around for parking in one year generated the equivalent of 38 trips around the world, burned 47,000 gallons of gas, emitted 730 tons of carbon dioxide.

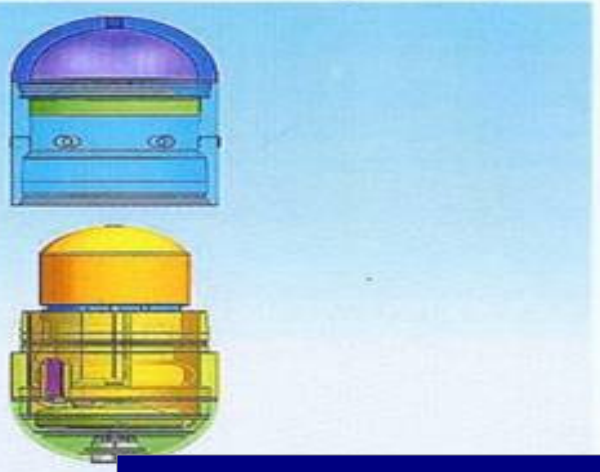
Congested roadways cost $78 billion annually in the form of 4.2 billion lost hours and 2.9 billion gallons of wasted gas.

SMART HEALTHCARE

Feb 1, 2009

iPill hits the spot

email
print
larger
smaller
discuss



The size of a vitamin pill, the iPill has circuitry that sends feedback to doctors and controls

NEW YORK
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Localised drug
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or sees an adverse reaction,' said Mr Steve Klink, a senior
ations manager at Philips Research, a signal could be sent 'to
e iPill and not distribute any more of the drug'.

al Cima, a professor of materials science and engineering at
achusetts Institute of Technology and an investigator at the
nstitute for Integrative Cancer Research there, said that
tronic systems for localised drug delivery were already being used in
nical testing of pharmaceutical products.

For example, a volunteer swallows a pill that is tracked with X-rays and programmed to release its medicine at a specific spot – for instance, in the colon.

The pills are not yet in use in the general population. Philips Research, an arm of Philips Electronics, may be well placed to bridge that gap, Prof Cima said.

Basic to the iPill's successful journey is a sensor within it that detects the acidity, as measured by the pH value, in the gastrointestinal tract. This varies from the high acidity of the stomach to the less acidic small intestine to the more acidic colon. 'We can programme the pill to do a certain mode of action based on this change of pH,' Dr van der Schaar said.

A tiny pump inside the pill releases the drugs. The pump is commanded by the microprocessor. A silver oxide battery in the pill lasts about two days, twice the time it usually takes for the pill to travel naturally through the body.

Philips Research developed a prototype for a pill that is able to navigate towards a specific trouble spot in the body and deposit its medicine there, radioing dispatches to the doctor as it travels.

Smarter Banking – Front Office Branch Transformation with Innovation

Leading edge technology from IBM Research set new standard for engaging retail banking customer experience

Results

- ***130% customer growth target***
- ***80% chose touchless authentication***

First National Bank of Omaha

SMART LAW ENFORCEMENT

IBM is helping the cities of Chicago, Los Angeles and New York fight crime by digitizing their law enforcement practices and deploying smarter surveillance systems …

… even testing a system that uses audio sensors to direct cameras to locate gunshots, determine the caliber of gun fired and pinpoint its exact location – long before 9-1-1 is dialed.

Change is often underestimated

"Rock 'n roll will be gone by June." - Variety, 1955

Scale is often underestimated

"There will never be a bigger plane built."
A Boeing engineer, after the first flight of the 247

almost always

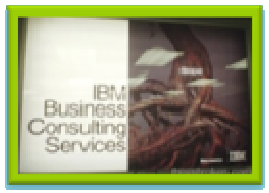
Technology is often ^ underestimated

"A rocket will never be able to leave the Earth's atmosphere."

New York Times, 1936

Mobile Phones Evolutions

IBM Provides Added Value To The Clients



S&D and Research

Provides broad spectrum to support & deliver more values to clients

Global Technology Services (GTS)

Provides outsourced IT infrastructure services and business process services

Software Group (SWG)

Provides middleware that enables clients to integrate systems, processes and applications, as well as computer operating systems

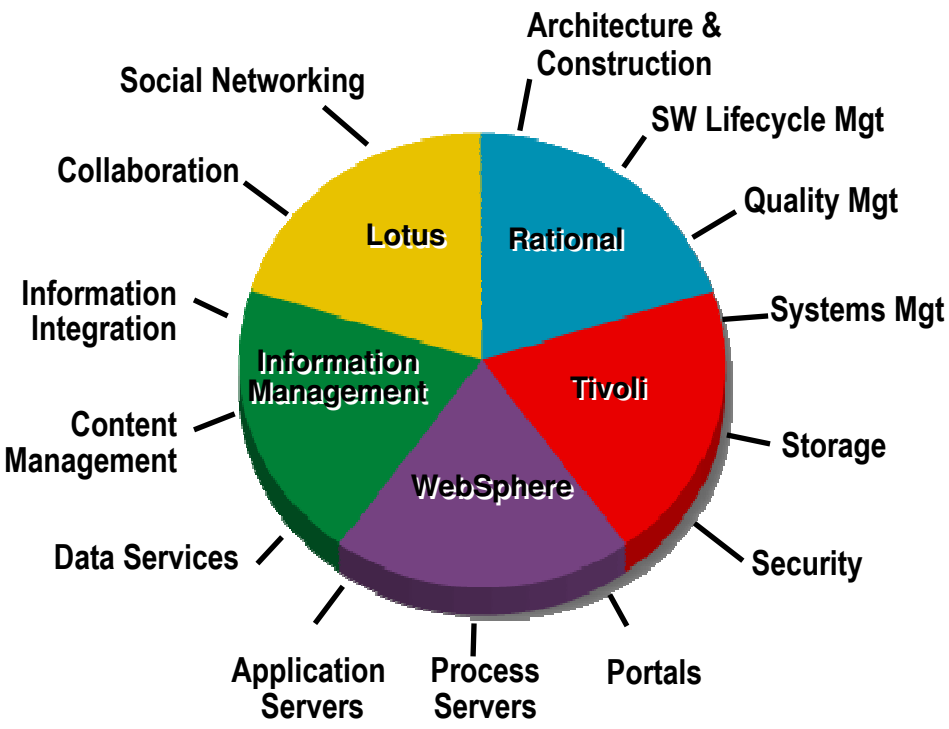
System & Technology Group (STG)

Provides advanced computing, storage and semiconductor technology and products

Global Business Services (GBS)

Provides professional services and application outsourcing services

Software Group (SWG) Portfolio



Key Product Segments	IBM Share Position
WebSphere	#1
Integration Server	#1
Web Application Server	#1
Portal Server	#1
Information Management	#2
Enterprise Content Management	#1
Information Integration (incl MDM)	#1
Database Engines & Tools	#2
Lotus	#2
Collaboration	#2
Tivoli	#2
Security Management	#1
Storage management	#3
Rational	#1
Software Configuration Mgmt	#1
Software Lifecycle Mgmt & Governance	#1

Global Technology Services (GTS) Portfolio

Maintenance & Technical Support

Provide single break-fix and issue resolution capability for client IT environments and all infrastructure

IT Strategy & Architecture

Provide single assess/plan capability, roadmap, and technical design for client IT environment and infrastructure

Middleware

Offer client services related to system software and middleware infrastructure to unlock business potential

Storage & Data

Address storage and data needs from end to end, to optimize assets across the lifecycle

End User

Support the end user environment across the lifecycle and for all end user devices

Server

Optimize IT server capacity, cost, and integrity across the lifecycle –in both data centers and the field

Integrated Communications

Design, implement, and manage networking environments/applications optimized for anytime/ anywhere integrated communications

Security & Privacy

Help safeguard client information assets, anticipate future risks, and respond

Site & Facilities

Help clients manage their data center and IT facilities, from plan and build out to consolidate and upgrade

Business Continuity & Resiliency

Enable business and IT availability and continuity, for both normal day-to-day and unusual/crisis operations

IBM