



## The greater promise of a greater cloud.



By next year, 41 percent of enterprises are projected to have substantially implemented cloud technology into their practices—up from 13 percent in 2011.

Today's public, private and hybrid cloud platforms aren't just changing computing models. They're changing *business* models.

On a Smarter Planet, a few bold thinkers are seeing the cloud not just as a platform for optimization, efficiency, storage and security, but as an incubator of ideas. And they can continually test, adjust and deploy their new innovations more nimbly than ever before.

Cloud technology can now help these smarter enterprises serve their customers better by enabling them to develop new services, new revenue streams—even new business models—with less effort, energy and expense.

### After efficiency lies innovation.

Enterprises using the cloud can standardize and automate their processes, increasing their scalability and flexibility at a lower cost. After the United States Tennis Association migrated its predictive analytics and mobile infrastructure to a private IBM SmartCloud, phone and tablet page views for USOpen.org grew by 47 percent over the previous year. The change meant millions more users could easily access tournament news, analytics and live streaming.

Serving customers through the cloud means more than expanding reach and scale. Experimenting in the cloud, in real time, with real customer insights, can help an enterprise learn and respond without ever putting innovation on pause.

A produce company in Zurich called Blattwerk decided to deliver fresh fruits and vegetables directly to its customers with a fleet of food trucks. To do that, it needed to monitor its food's freshness and distribution by linking its mobile point-of-sale scanners with its supply chain. Building this complex system in the cloud helped

the company get its trucks to customers just three months after it hatched the idea.

### Extending infrastructure to extend ideas.

Until recently, any organization's ambitions to innovate were restricted by its ability to build a platform that was powerful enough to support those ambitions. Today, forward-thinking enterprises that connect their infrastructures to the cloud can lead their industries by focusing on developing ideas.

The cloud can help turn an enterprise that sells products into a service provider, so it can serve customers on a broader scale. One IT provider for hotels, PassportScan, used to build custom software systems for individual clients. By enabling its technology on a public cloud platform, the company found it could also enter the market for smaller hotels. And demand is on the rise: last year, PassportScan projected that its cloud-platform revenues would double.

Software developer nViso needed to give its retail customers better access to its virtual 3-D facial-imaging technology, a tool that analyzes consumer behavior by interpreting individuals' facial expressions. By moving the software to the cloud instead of selling it directly to retailers, nViso became a service provider that gives more customers better access to its technology and analytics.

### The cloud beyond the cloud.

When a smarter enterprise works with the cloud to implement Big Data and analytics, mobile and social solutions into its infrastructure, it can reimagine how it thinks, how it works and how it serves its customers. Today's enterprise cloud is about far more than expanding reach. It's about expanding possibility. To find out more, visit us at [ibm.com/cloud](http://ibm.com/cloud)



By 2015, revenues from cloud-enabled innovations are expected to exceed \$1.1 trillion—half of it generated by small businesses.



Only 16 percent of companies say they use the cloud for significant innovations, such as entering new lines of business or reshaping their industry.

LET'S BUILD A SMARTER PLANET.

