

# IBM Executive Point of View:

Reinvent your business with  
IBM Cloud Applications.



IBM®

# Welcome to the **cloud era**.

It's an exciting time to be in a position of IT and business leadership. Let the transformation begin.

Businesses around the world are reinventing themselves to remain competitive in a time when disruption is the new normal.

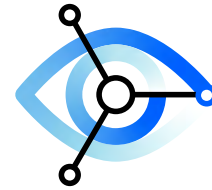
What separates good companies from the great ones? The game plan plays a big part. Today's top companies are proactive in their approach. Companies adopting new digital technologies that reinvent their businesses are perfect examples. The very best ones disrupt markets and, in some cases, entire industries.

**How do they do it? We identify three areas that enable them to thrive:**



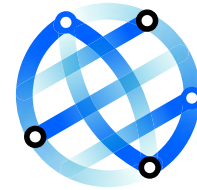
#### **Frontline decision-making**

Leading companies understand their customers covet personalized experiences. They also realize making informed decisions that drive those experiences requires the right people have access to the right information.



#### **Insight-driven processes**

Real-time analytics generate opportunities from nontraditional data sources—everything from cognitive to the Internet of Things (IoT). Taking advantage of this information requires integrating data from disparate sources. Relying on powerful cloud-based analytics tools and leveraging social business networks are necessities.



#### **Ecosystem-based innovation**

Companies are leveraging an array of cloud-based tools and digital services from a broad ecosystem. As a result, they can enhance collaboration, increase workforce efficiency and accelerate innovation.

# Cloud brings a new level of agility to business innovation.

Staying ahead of the competition today demands using the latest tools. Our research of more than 800 companies\* shows that business leaders like you are increasingly using cloud-based Software as a Service (SaaS). SaaS is helping them create new business models and create competitive advantage.

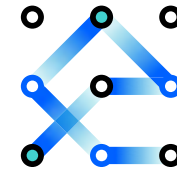
## SaaS solutions enable you to:



**Accelerate innovation**



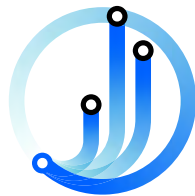
**Improve collaboration**



**Identify and analyze untapped information**

As part of a SaaS-powered organization, you can quickly implement new market-leading solutions with minimal impact on existing infrastructure.

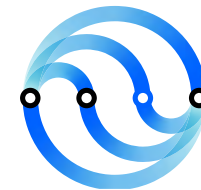
## Immediate benefits include:



**Competitive advantage**



**Low upfront costs**



**Flexibility**

There are long-term advantages of adopting SaaS solutions as well. Your organization will see improved quality of service, greater agility and enterprise-wide innovation.

\* Champions of Software as a Service: How SaaS is fueling powerful competitive advantage, 2014



# All signs point to cloud adoption.

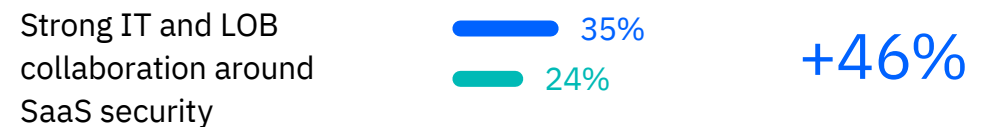
Today's Line of Business (LOB) leaders face increased pressure to perform. As a result, they are subscribing to SaaS solutions for quick access to tools that help them reach their goals. However, this often results in fractured systems that force IT leaders to create security and integration workarounds.

The indirect costs of using unauthorized systems and services—commonly known as “Shadow IT”—are straining IT budgets. A secure, cost-effective option is needed. We believe the answer is applying a cohesive, enterprise-wide, IT-endorsed cloud strategy—with SaaS as a critical component. This strategy can unify and amplify the power of your enterprise's technology investments, improving efficiencies and performance across the entire organization.

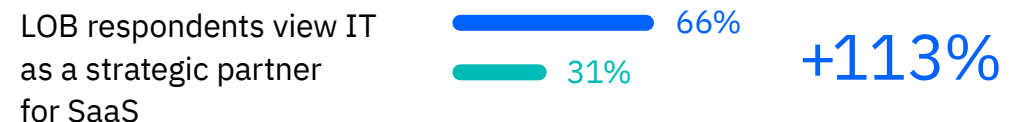
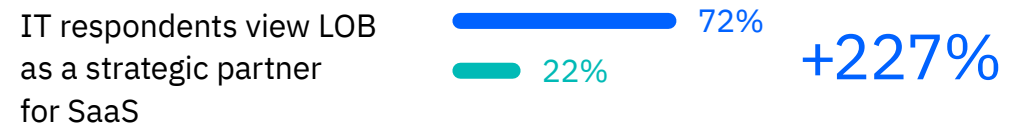


## The power of collaboration

Pacesetters surpass  
Chasers



## Fostering strategic partnerships



Pacesetters Chasers

Source: Champions of Software as a Service: How SaaS is fueling powerful competitive advantage, 2014

# Enhance business performance with IBM Cloud Applications.

IBM offers more than 100 ready-to-use SaaS business applications for marketing, sales, HR, finance, analytics, IT and more. This comprehensive, portfolio of applications empower organizations like yours to embrace innovation by providing a structure for digital transformation.

## **IBM Cloud Applications add value by:**

1. Accelerating innovation across a variety of business operations, which reduces overhead and time to revenue.
2. Accessing and analyzing data quickly to make meaningful business decisions.
3. Strengthening collaboration between individuals and groups both in and outside the company.

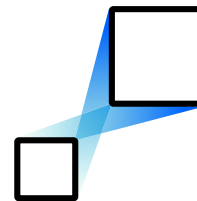
## **Powered by more than 40 data centers worldwide, IBM Cloud Applications provide:**



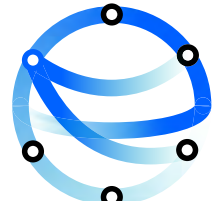
**Enterprise-grade  
security**



**High uptime**



**The ability to  
scale quickly**




**Global reach**


# Accelerate business process innovation.


Faster innovation across a variety of business functions reduces overhead and time to revenue.


Whatever the size or nature of your business, your needs are constantly changing. A fast, adaptable process for introducing new services is essential. The focus needs to shift from addressing IT issues to achieving business goals. IBM delivers intuitive applications that accelerate many business processes by simplifying them.


## IBM Cloud Applications enable you to:

 **Hire and motivate**  
the right talent

 **Deliver**  
personalized  
promotions  
and marketing

 **Manage**  
and deploy  
mobile devices  
securely

 **Optimize**  
supply chain events  
and strategic  
sourcing

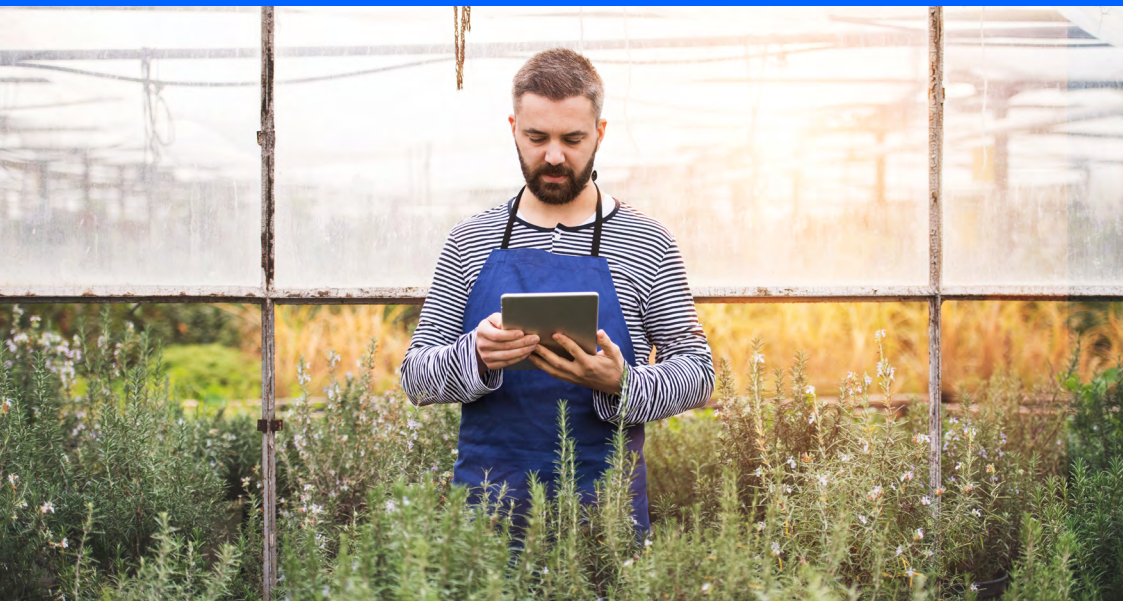
 **Manage**  
financial  
performance

Choosing the IBM Cloud Applications portfolio reduces costs and speeds time to revenue. It also helps create new business models that maximize your organization's resources, capabilities and potential.

# Deliver business analytics when (and where) they're needed.

Quickly and effectively access and act on comprehensive data to make informed, impactful decisions.

Did you know more than 1.2 zettabytes of data reside in the digital universe? The challenge is gathering raw data from an increasing number of disparate sources, and then distilling the information into actionable insights. Introducing powerful analytics into the stream of business processes provides immediate access to the most relevant data, ensuring the right decisions are made when they matter most.



IBM has invested \$24 billion in analytics over the past decade\*. The financial commitment is best illustrated by IBM Cloud Applications, which offers tools that:

## **Source data**

from cloud, social and enterprise channels

## **Draw insights**

from all your collected data

## **Apply findings**

throughout your organization

## **Deliver deep domain expertise**

through cognitive computing

SaaS solutions for analytics provide all the benefits of deep analytics technologies without the need to purchase and manage underlying infrastructure. In other words, you can convert your data into valuable results without capital investment.



# Connect people in your business— and beyond.

Maximize talent by  
increasing collaboration  
throughout your  
organization.

Leading companies are integrating social business strategies into their operations to enhance customer experience, accelerate supply chain innovation, and improve workforce efficiencies. Adopting social tools exponentially increases your company's ability to collaborate and innovate and when used to full advantage—can increase top-line revenue. IBM is at the forefront in providing businesses the tools to take advantage of this reality.

**You can use IBM Cloud Applications to:**



**Deliver the benefits  
of social business**

to workforces, customers  
and partner ecosystems



**Connect teams**

across time zones and  
departments with web-  
enabled collaboration tools



**Elevate efficiency**

among groups and with  
outside partners with  
cloud-based collaboration

With IBM, organizations of all sizes can optimize resources,  
nurture a thriving ecosystem and preserve institutional  
knowledge.

# The broad IBM portfolio of 100+ cloud business applications.

## Line of Business

### Commerce

B2B/BCB Commerce  
Merchandising  
Spend Management

### Marketing

Digital Marketing  
Lead Management  
Customer Analytics  
Real-time Personalization

### Social and Email

Communities  
File Sharing  
Email  
Meetings

### Human Resources

Talent Acquisition  
Employee Engagement  
Workforce Analytics

### Analytics

Performance Management  
Predictive Analytics  
Content Management

### Smarter Process

Business Process  
Management

### Industry

Public Safety  
Energy Analytics  
Cognitive Computing

## IT

### Operational Visibility

Service Management  
Internet of Things

### Security

Fraud Detection  
Mobile Device Management

# Presenting 100+ cloud business applications from IBM.

The tangible benefits of leveraging SaaS solutions are known and have been appreciated for years. The innovative thinking and global network of IBM amplifies the benefits of adopting SaaS solutions by fully harnessing cloud capabilities and delivering them with a strategic organizational perspective. IBM offers high-value applications delivered at scale that enable you to easily transform your businesses.

- **Commerce and marketing** applications accelerate the transformation of the entire customer experience.
- **Social and email** applications drive innovation with easy-to-use mobile, collaborative and business communications tools.
- **Human resources applications** empower employees to grow their business through talent management solutions.
- **Industry applications** address specific challenges related to public safety, healthcare and energy using cognitive apps and analytics.
- **Analytics applications** advance the ability to turn information into insights across the business.
- **Smarter process applications** enhance business process innovation, improving the customer experience.
- **Operational visibility** and security applications help IT leaders manage and secure their IT environments.

With a robust cloud portfolio and proven track record, IBM is committed to delivering innovative SaaS solutions that provide agility, compatibility and cost-efficiency.



# Why the world's leading companies rely on IBM Cloud Applications.

- 100+ best-in-class business applications
- Broad coverage for front- and back-office roles, across business and IT
- Deep domain expertise across 17 industries delivered through IBM Global Business Services
- Available for purchase in more than 50 countries
- Supports stringent data residency requirements
- Enterprise-grade security standards
- Flexible deployment across private, public and hybrid cloud environments
- Large and expanding community of global SaaS business partners





# Embracing rapid change is the new normal.

Whether you are part of a global enterprise or a small, specialized business, constant and rapid change is the new normal. Organizations that don't embrace this reality will struggle to keep up. But for those who welcome change and have the desire to continually innovate, the possibilities are endless.



IBM Cloud delivers business applications to maximize collaboration, accelerate innovation, improve decision-making, and create a customer-focused organization. The IBM portfolio aligns IT and LOB priorities to maximize software investments and streamline business processes. The result is a company that is nimble and ready to act. IBM Cloud Applications offer a unique combination of expertise, security, extensibility, performance and integration capabilities.



Transform your thinking  
and invigorate your  
business with  
**IBM Cloud  
Applications.**



For more information:

[www.ibm.com/cloud/saas](https://www.ibm.com/cloud/saas)

[Watch videos about this topic](#)

Learn more about the IBM Cloud Applications portfolio today:

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