The Cognitive Enterprise
Reinventing your company with AI

Workforce and Skills

Blockchain   5G

Customers   **Intelligent Workflow**   **Outcomes**

IoT   Automation   AI

Internal Data   **External Data**

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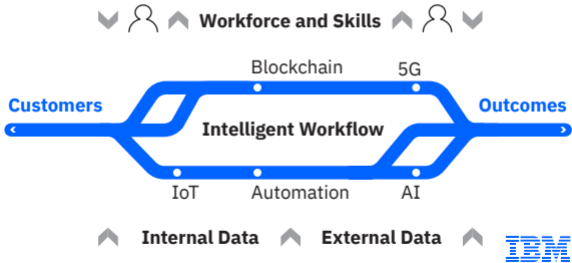
Nine Action Areas to build the Cognitive Enterprise

Market-making Business Platforms
- Double down on "Big Bets"
- Create a new business blueprint
- Orchestrate compelling change

Intelligent Workflows
- Embed exponential technologies
- Drive value from data
- Deploy through hybrid multicloud

Enterprise Experience and Humanity
- Elevate human-technology partnerships
- Cultivate smart leadership, skills, and culture
- Perform with purposeful agility

External website

ibm.co/cognitive-enterprise

Internal website

ibm.co/cognitive-enterprisew3

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