

THE FUTURE OF CLOUD IS DYNAMIC

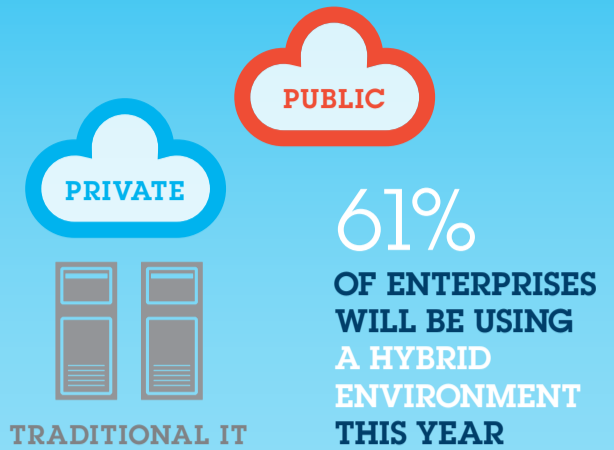
Business value drives cloud adoption

1.9x the revenue growth

2.4x the gross profit growth

50% expanding into new markets and offerings with cloud

Cloud leaders outpace peers



Toward a more powerful cloud

A majority of cloud leaders

Integrate data across applications

Use cloud-based analytics to make better decisions

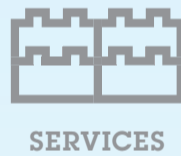


Prioritize open cloud environments

Seek platforms without borders

The benefits of dynamic

Securely integrating the best resources for the task at hand



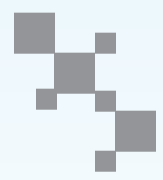
COMPOSABILITY AND INTEGRATION

CHOICE AND FLEXIBILITY

CAPACITY AND EFFICIENCY

Dynamic Cloud

0101
0110
DATA



Powering business growth

INNOVATE PRODUCTS AND SERVICES

REINVENT CUSTOMER RELATIONSHIPS

BUILD NEW BUSINESS MODELS

Source: Under cloud cover: How leaders are accelerating competitive differentiation, an IBM Center for Applied Insights global study involving 802 cloud decision makers and users

For another perspective, explore "Private cloud in the hybrid cloud era, The critical choices driving business value and agility."

