

Beyond agility: How cloud is driving enterprise innovation

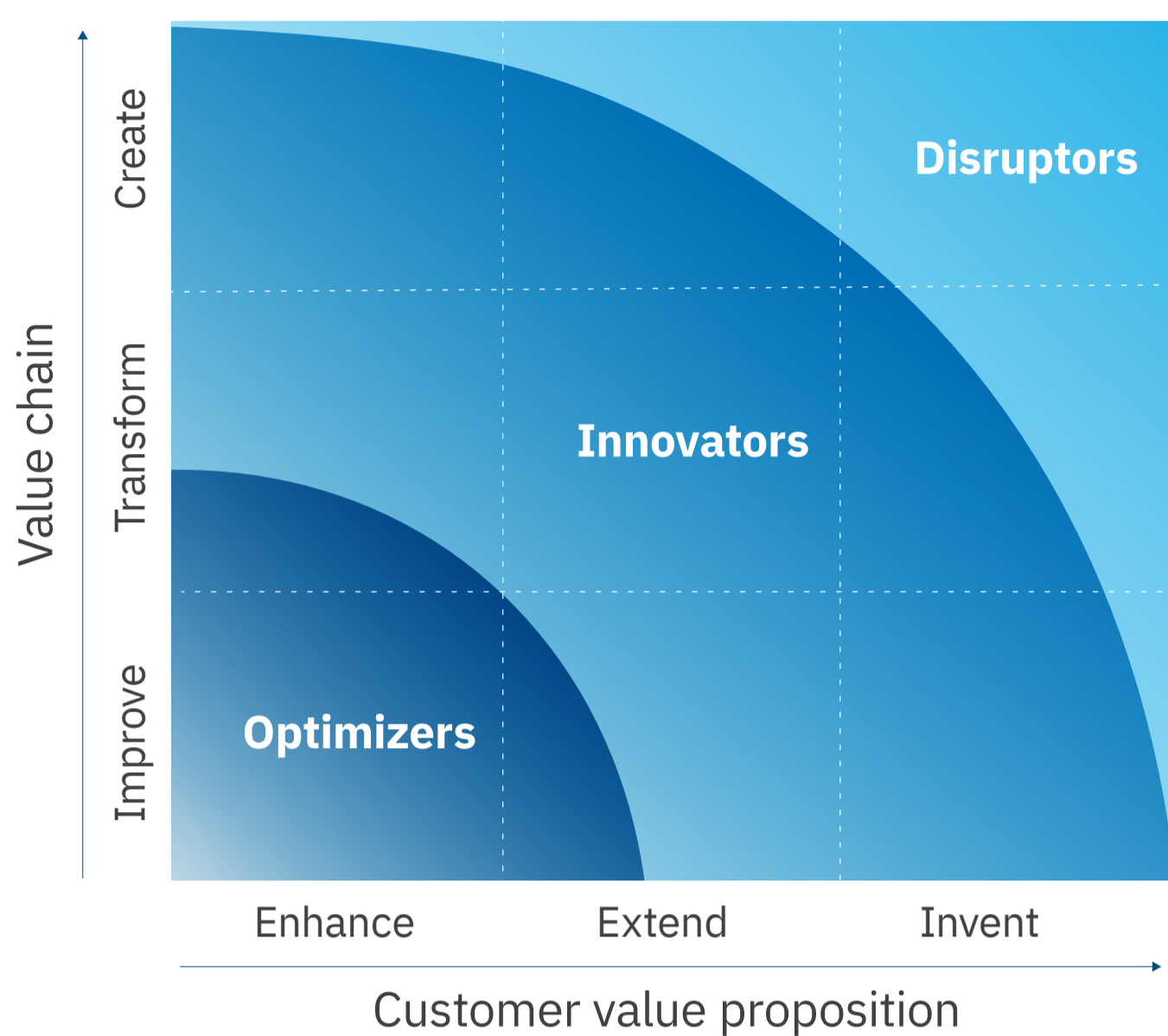
The cloud revolution has advanced

Organizations are harnessing the power of cloud in three ways:

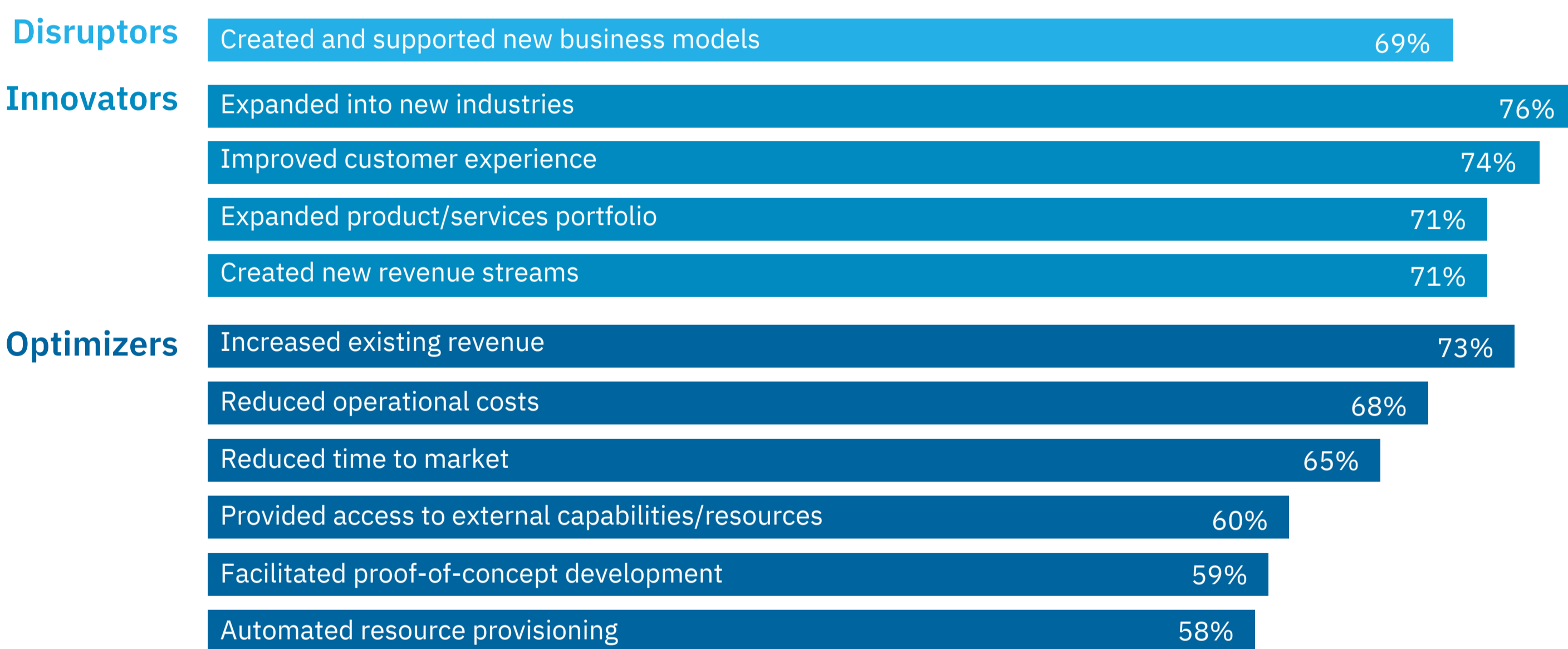
Optimizers adopt cloud to enhance their organizations' operational efficiency, presenting a better customer experience.

Innovators markedly expand customer engagement, altering their roles within their own business ecosystems or penetrating new markets.

Disruptors wield cloud's attributes to envision previously unmet customer needs, creating new customer demands while architecting first-of-a-kind industry value chains.

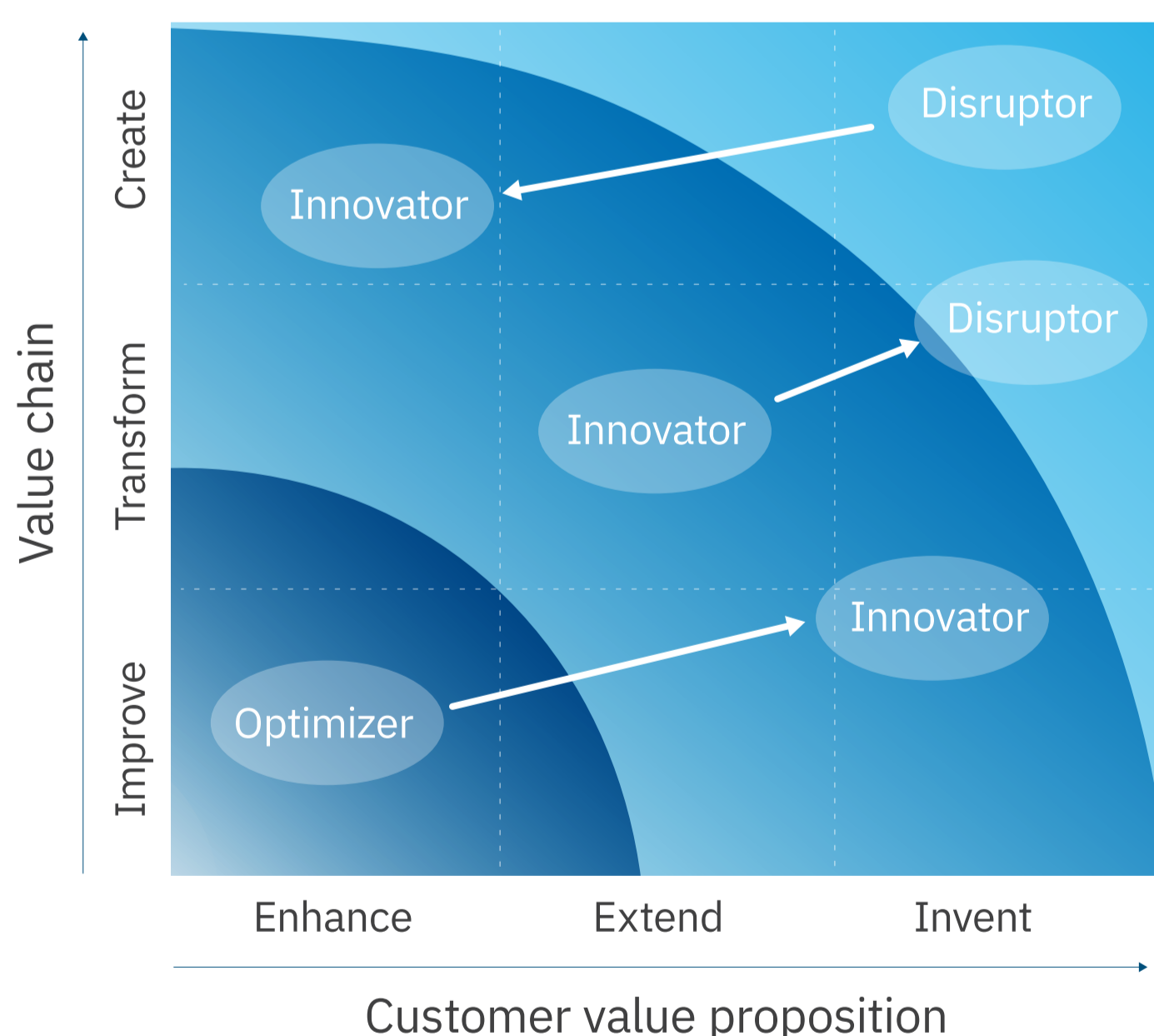


Surveyed executives named the outcomes of their most successful cloud initiatives:



Today, cloud is the essential platform driving enterprise innovation.

How should your organization's cloud archetype evolve?



Full integration of cloud initiatives can be transformative – transcending organizational, geographic, ecosystem and industry boundaries.

To learn more, visit:
ibm.biz/beyondagility