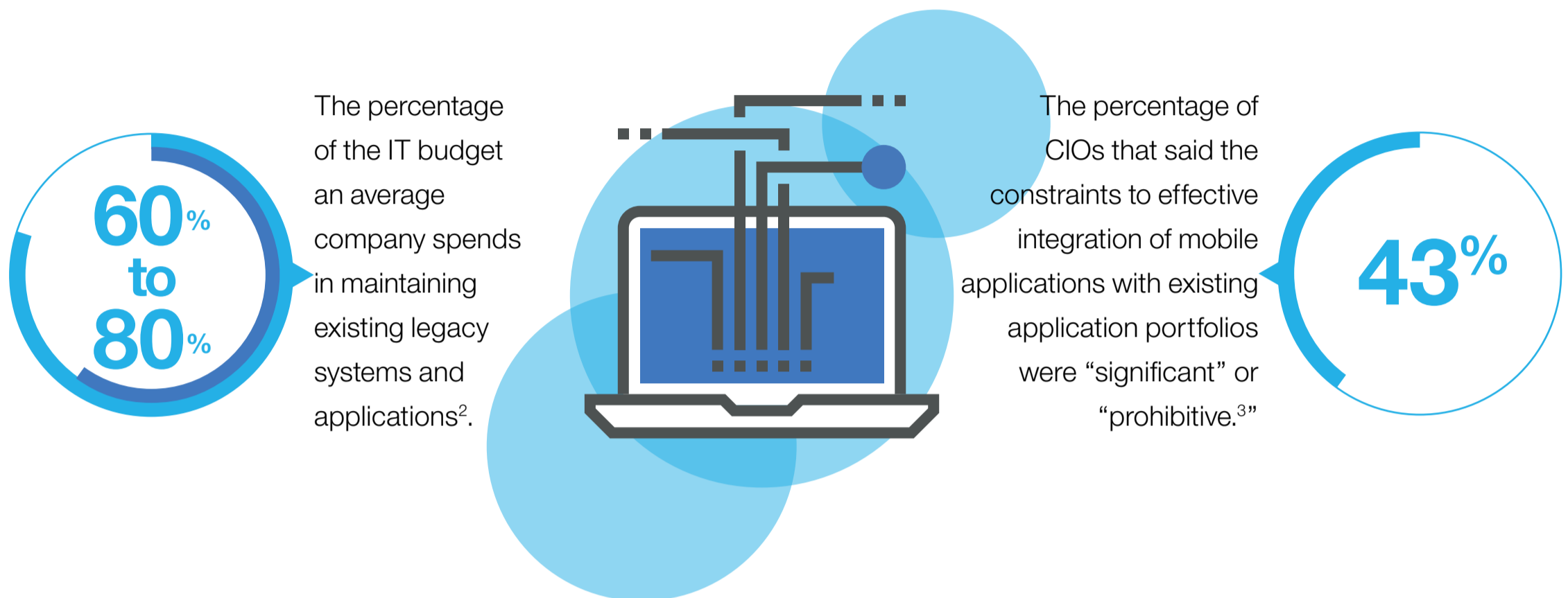


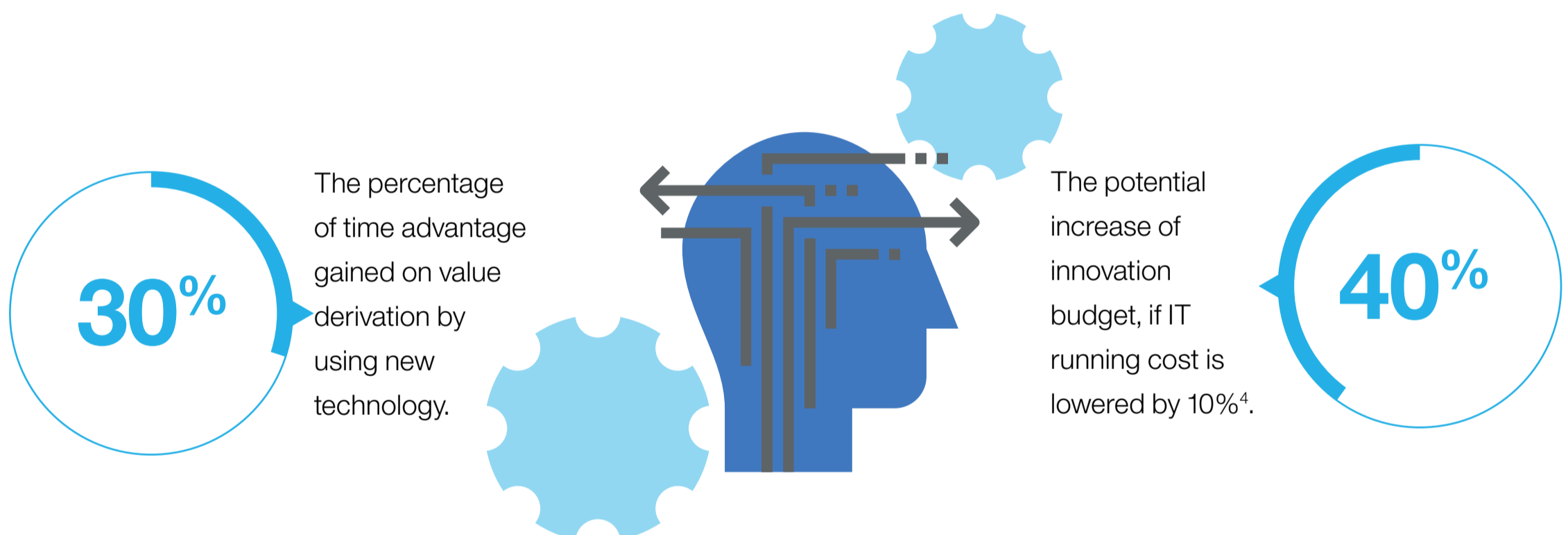
The road to innovation, value and cost optimization with IBM Digital Foundation

Most companies are looking to free up their budget and resources to innovate and reach the market first. 9/10 outperforming CIOs focus on developing new products and services within weeks or even days¹. **Modernization is the way to go.**

Things to look out for on your path to modernization:



Accelerate innovation, not running cost:



Why IBM is the perfect partner to drive your business value:

- 1** Rated #1 by IDC for modernization services.
- 2** Utilizes cognitive analytics, automation and cloud.
- 3** Performed successful projects for clients in every industry.

Discover how IBM Digital Foundation can benefit your business.

ibm.com/digitalfoundation

IDC MarketScape, "Worldwide Application Modernization Services for Digital Transformation," 2015 Vendor Assessment

¹ IBM Institute for Business Value (IBV), "Redefining Connections, Insights from the Global C-suite Study - The CIO perspective," 2016.

² Oracle, "An Executive Guide to Oracle Modernization - Enabling Strategic Business Transformation," 2010.

³ A forrester consulting thought leadership paper commissioned by Hewlett Packard, "Application Modernization Is King, And Mobile Is The Heir Apparent," 2013

⁴ Nesta, "How to cut 40% of science and innovation spending if you really must," 2015. <http://www.nesta.org.uk/blog/how-cut-40-science-and-innovation-spending-if-you-really-must>

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