IBM Transformation

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IBM
IBM Client Centers: A Powerful Channel for Sales, Marketing, and Value Creation

10 Client Center Experiences

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Create Leads → Progress Opportunities

- Located in 124 cities
- **500K+ client visits** per year
- **65K+ events** per year

Showcasing solutions ranging from *industry solutions*, *business analytics*, *cloud*, and *smarter cities*.

Convening world-leading industry experts, Nobel Prize researchers, solution architects and IBM practitioners of innovation.

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The Client Experience in Action

**POC**
Faster deal closure

- jcpenney

POC showed how customer data can be leveraged at POS to...

- close more sales
- increase the average order size
- increase cross-aisle purchasing

**Technology Demo**
Competitive win back

- Dawn Food Products, Inc.

IBM Research and immersive technology demo capabilities helped...

- radically differentiate IBM from competitors
- make IBM the top choice as their consumer driven supply chain partner

**Innovation Discovery**
Better relationships

- Shell

Use of innovative exploration workshop helped show...

- Shell’s domain expertise + IBM’s technical expertise = Jointly owned intellectual property
Opportunities for Better Integration and Optimization

- 21 metro areas with two or more physical centers, operating independently
- No enterprise view of investments or metrics
- Inconsistencies in how client experiences are delivered across centers
- Limited integration of IBM capabilities, especially in support of growth plays
Client Centers are the Public Manifestation of IBM at Our Best

2015 Vision

Leverage technology to bring our best and brightest experts to our clients regardless of where they are in the world.

Be the living showcase for growth plays and IBM partner technology: industry solutions, cloud, analytics.

Be the nexus for incubating new skills and building critical talent.

Operate as a globally integrated network with an enterprise view of capabilities, investments, resources and outcomes.
Key Learnings on Our Journey

- **Balance value delivered with savings** – get support for the art of the possible, the vision first
- **Adopt an iterative approach** – don’t try to boil the ocean!
- **Appreciate cultural influence** – engage change management support to help drive successful transformation
Next Generation Transformation: Growth Enablement

Enabling growth ensures we have the capacity and capability to support the 2015 objectives

Investing in analytics
- Advanced analytics to enable improvements in sales performance, staffing and risk
- Example: Territory Optimization Program, Simplified Coverage Model

Enabling the GMUs
- Support for GMU growth and expansion objectives
- Example: IT infrastructure in-a-box, Shared Services in-a-box

Becoming the leading showcase for growth plays
- Advancement of our internal capabilities for Smarter Planet, Cloud and BAO
- Example: Blue Insight Cloud, Smarter Buildings

Supporting the acquisition strategy
- Optimization of integration and infrastructure to drive performance
- Example: Portfolio and risk management analytics engine
Growth Enablement

Enabling growth ensures we have the capacity and capability to support the 2015 objectives.

- TOP has been deployed to 13,000 seller territories with territories optimized to guiding principles outperforming others by an average of 10%.
- Simplified Coverage Model improves alignment of sales resources to the growth opportunities.

![Diagram of competitive advantage]

- Stochastic optimization
- Optimization
- Predictive modeling
- Forecasting
- Simulation
- Alerts
- Query/drill down
- Ad hoc reporting
- Standard reporting
Differentiators

- Enterprise-wide governance model with programmatic methods and approaches
- Quantitative benefit realization measurement and tracking
- Disciplined change management driven by global understanding of 2015 goals and a growth and innovation mindset
- Proactive risk management and mitigation strategy