IBM
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David Kenny
Senior Vice President, IBM Watson & Cloud Platform
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IBM brings differentiation to today’s market capabilities

**Cloud**
- Public Cloud a core piece of the solution
- Enterprise & consumer cloud very different
- Enterprise IT = Public Cloud + Private Cloud + On-Premises ...Hybrid integrates

**AI & Data**
- AI from “experimental” to now strategic
- Enterprise & consumer AI very different
- Enterprise applications fueled by expert data ...
- .... small expert data sets vs. general consumer world

**Solutions**
- High value from industry-depth
- Built in the context of an industry’s commercial agenda, core processes and data
- e.g., Health Care, Financial Services, Consumer ...

**Enterprise Services**
- Technology alone insufficient .. must:
  - Redefine how the business should WORK
  - How the technology can make it WORK

**For ALL your data (Hybrid)**
- AI-ready
- Secure to the core

**AI for professionals**
- Protect your insights
- Learn from any size data set

**Embed AI & data to change how work is done**
- New industry platforms

**Digital reinvention**
- The journey to Cloud & AI
- Workflow automation