



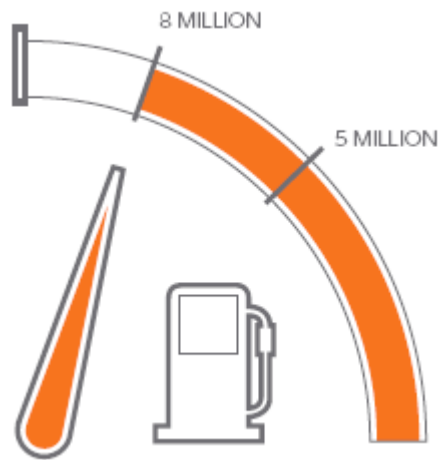
Invention is one thing,
Innovation is something totally different!!

Lösningar idag och möjligheter inför framtiden

Andreas Lundgren
Marknadschef IBM Systems



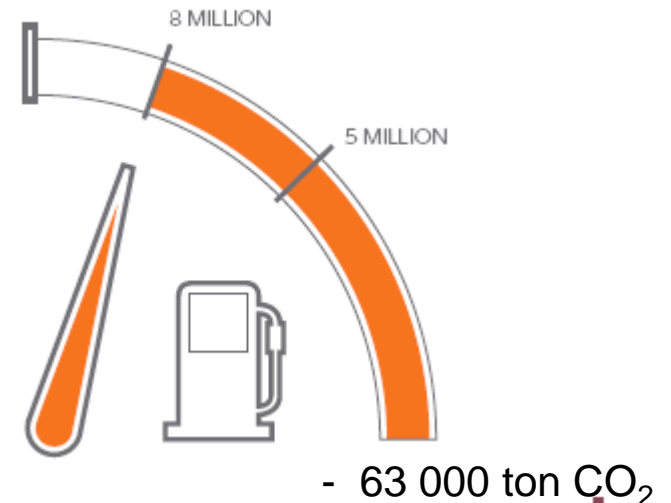
Today - Internet supports Efficient Management of Resources



Telecommuting - IBM and The new workplace model:

Twenty years ago, IBM introduced “flex time,” allowing employees to adjust their office hours by 30 minutes. But the workplace we knew then, or even five years ago, no longer exists

- “More than *70 percent of IBM managers* now supervise *employees* who work *somewhere else*.”
- We estimate that our “work-at-home” program saved 30 millions liters of fuel just in USA during 2006.



40% OF IBM'S EMPLOYEES WORK REMOTELY.



PERCENT OF IBMers WHO SAY THAT FLEXIBILITY HAS A POSITIVE INFLUENCE ON:

79%
Productivity

78%
Work/life balance

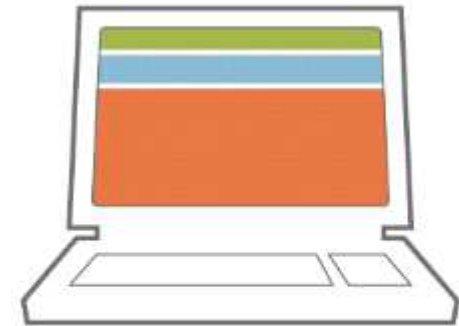
72%
Job satisfaction

76%
Morale/motivation

73%
Work

Travel free Meetings & Training

MORE THAN 30,000 ONLINE COURSE OFFERINGS ARE AVAILABLE TO EMPLOYEES.



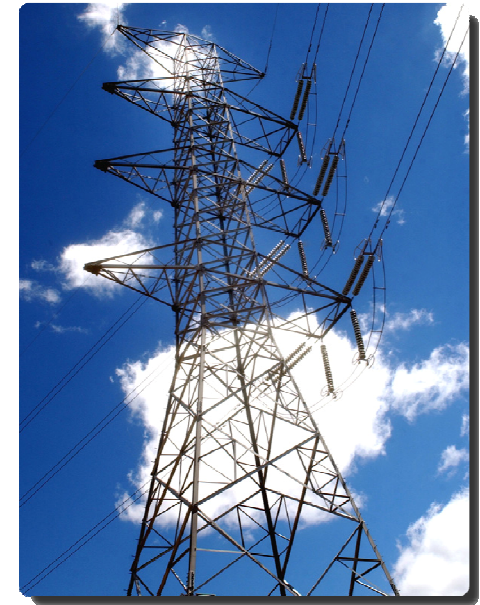
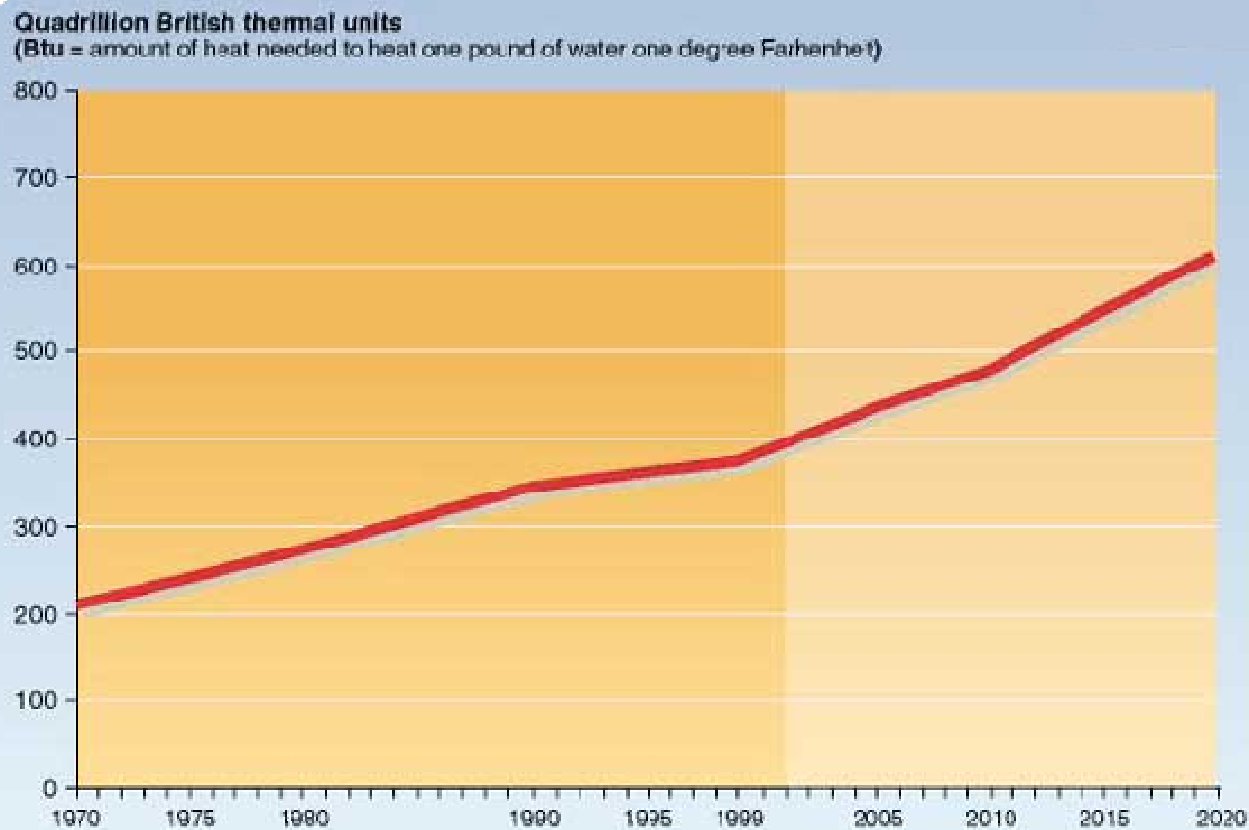
13% Sales training and effectiveness
18% Core professional capabilities, leadership and people management skills
69% Products, services, solutions and methods

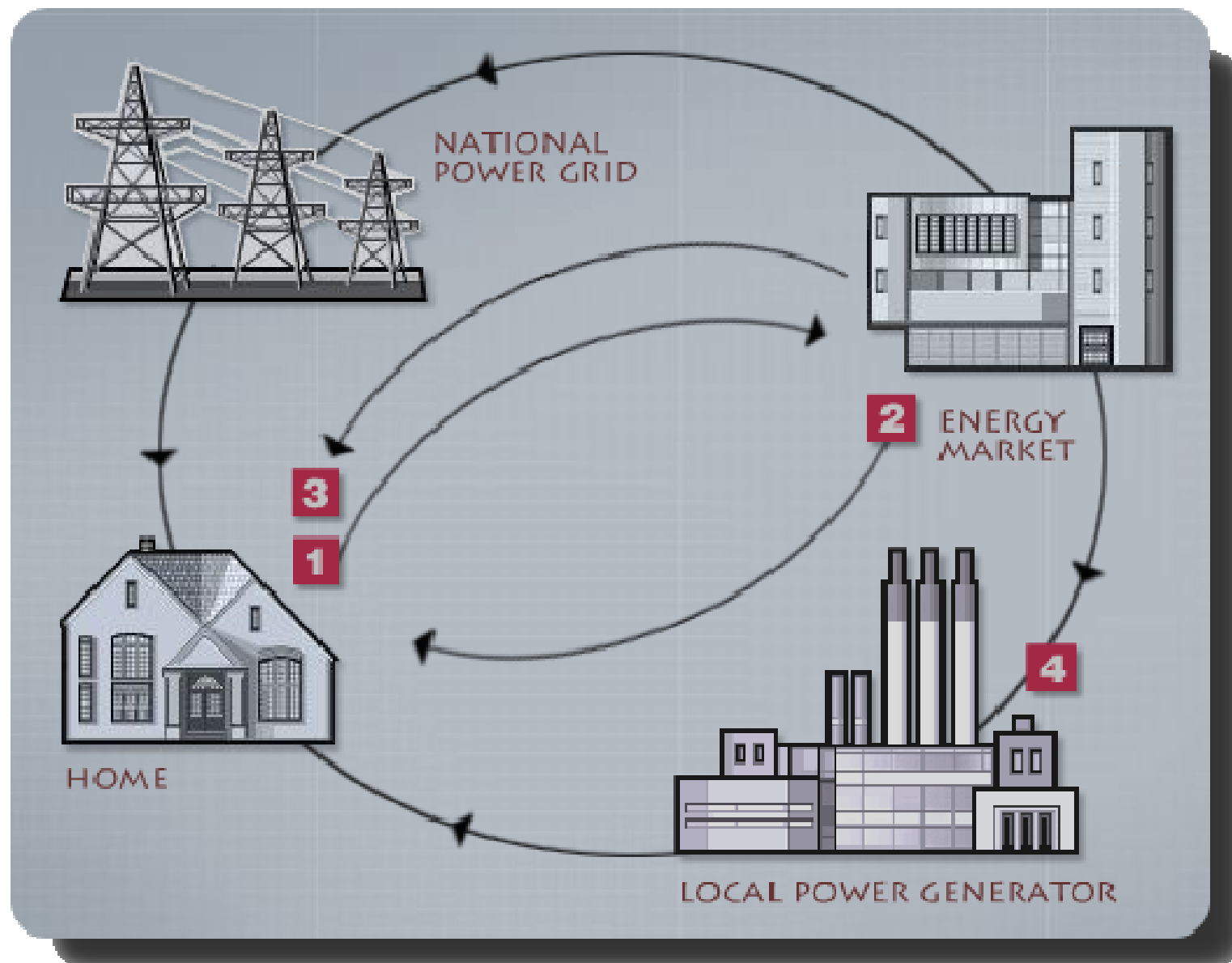
*Saves time, money and
Carbone dioxide*



Challenge: Power Grids

Increase In World Energy Consumption



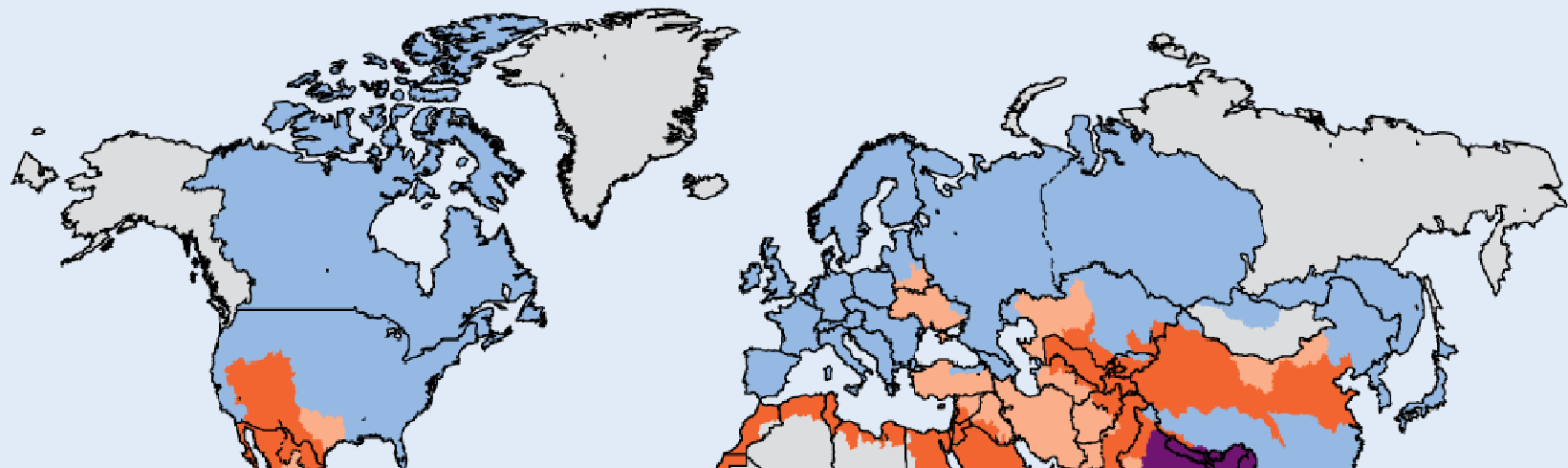


Challenge: Fresh Water

GLOBAL WATER CONSUMPTION IS DOUBLING EVERY 20 YEARS—MORE THAN TWICE THE RATE OF HUMAN POPULATION GROWTH.



- Little or no water scarcity
- Approaching physical water scarcity
- Not estimated
- Physical water scarcity
- Economic water scarcity



IF CURRENT TRENDS PERSIST, AS MUCH AS TWO-THIRDS OF THE WORLD'S POPULATION WILL BE LIVING WITH SERIOUS WATER SHORTAGES BY 2025.



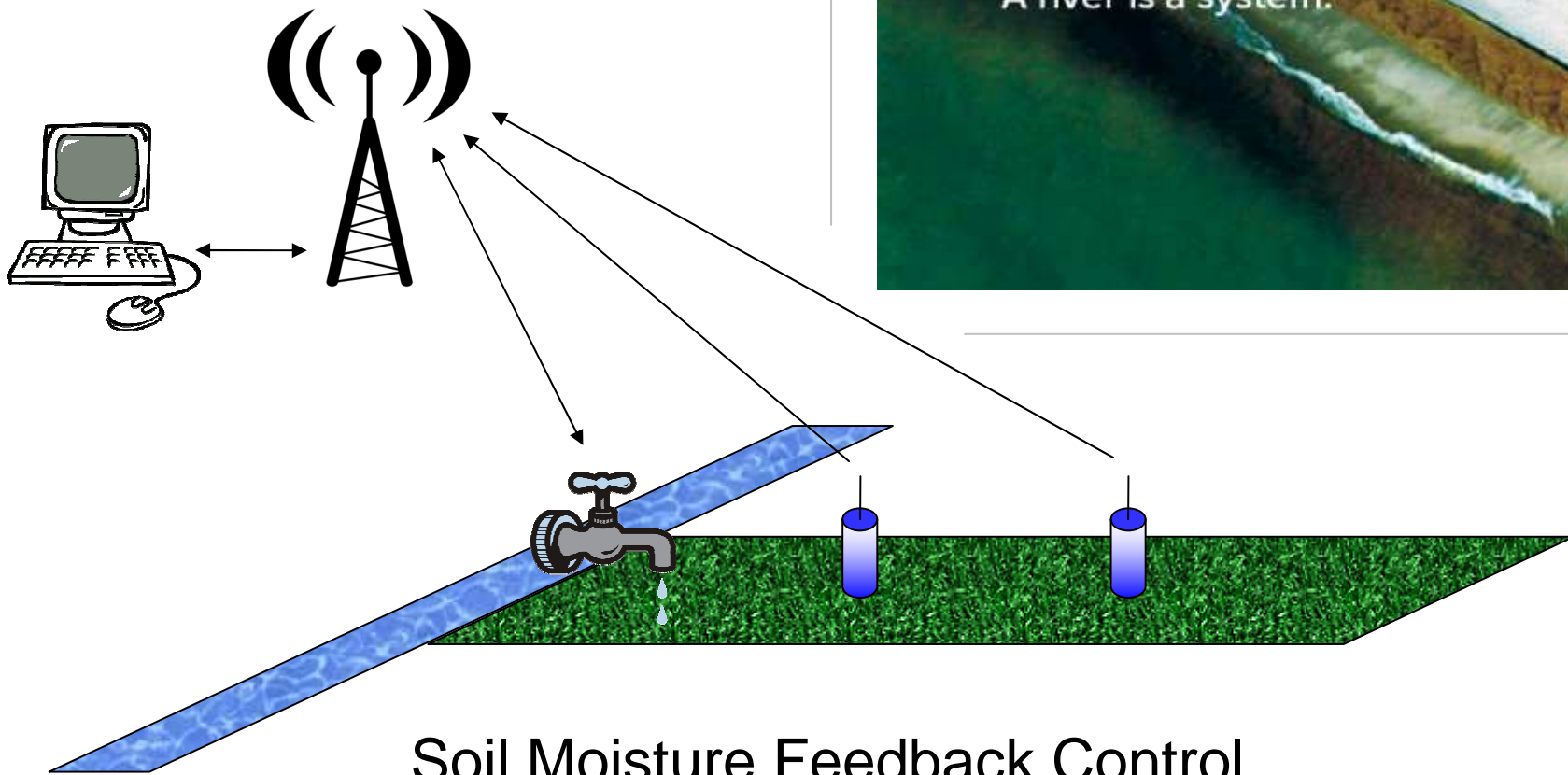
2007
1/6 of the world's
population is living
without fresh water.



2025
2/3 of the world's
population could be living
without fresh water.

Two Solutions were Internet plays an important role

Smart Irrigation



The Internet moves to the 3rd dimension



Möjligheter inför Framtiden



The forces reshaping societies and institutions are also transforming our daily lives. Consider the combined impact of the Internet—on its way to linking millions of enterprises, billions of people and trillions of things—and of embedded technology, which is infusing many of those objects with intelligence. We see the result every day, when we...

Global integration isn't just a new economic model.
It's a new way to think.



...monitor a heartbeat,

...play a game,

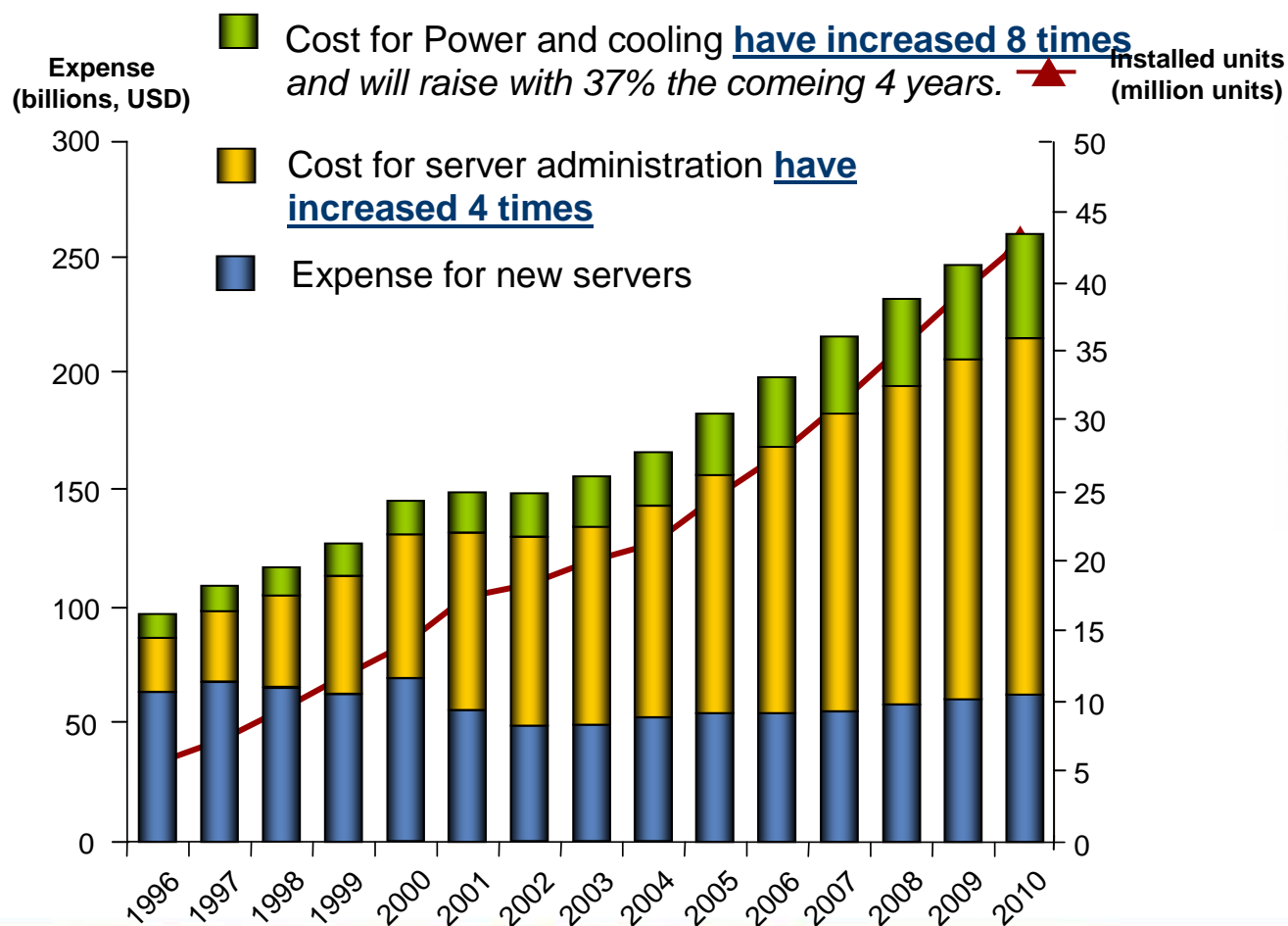


...shop for groceries,



The real costs that effects the result

– *Cost of operation*



Changing landscapes - new technologies will need to be harnessed



Harnessing new innovations for enterprise clients

- Open communities
- Internet technologies
- Cloud computing

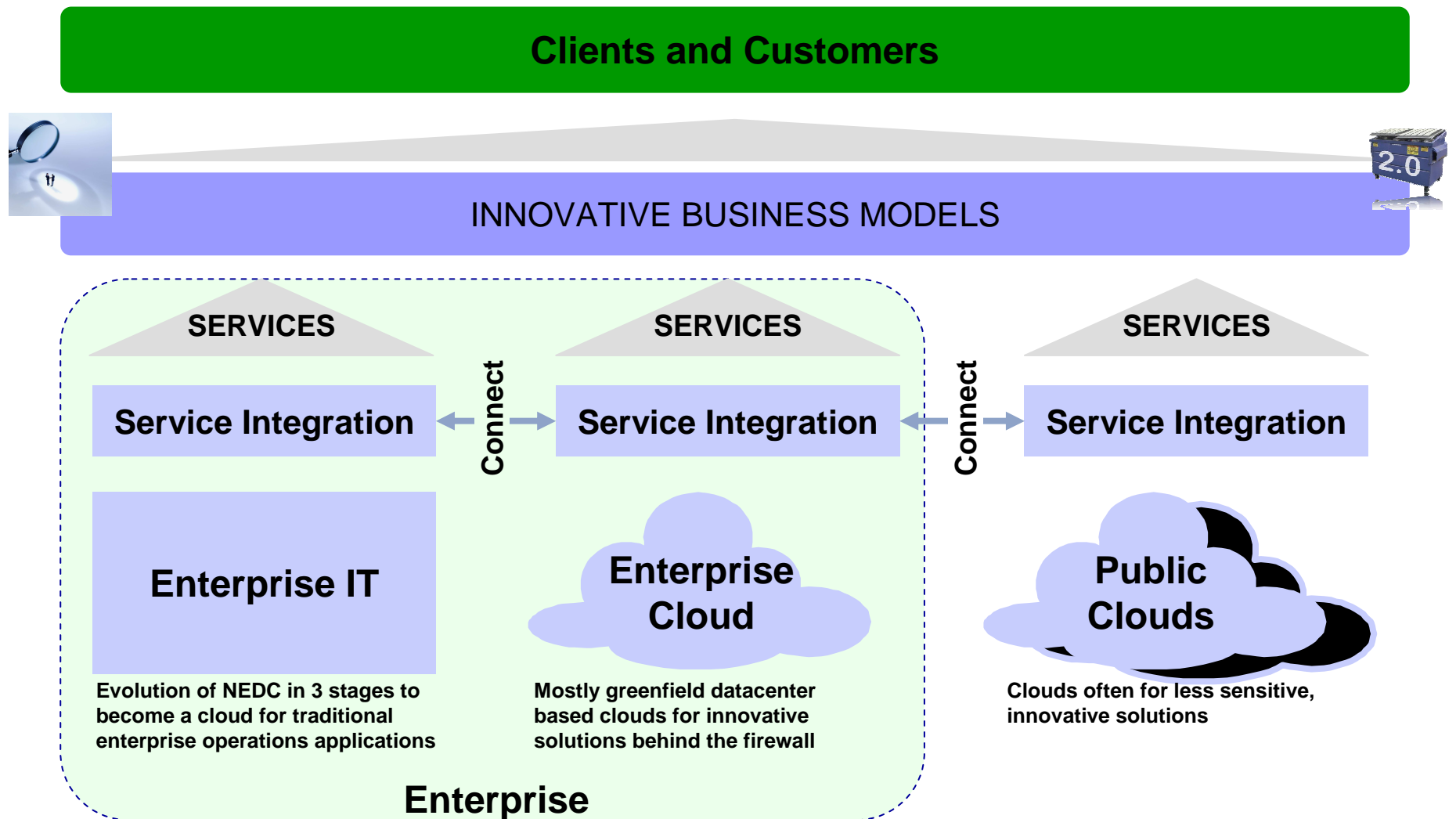


The IBM Blue Cloud Initiative



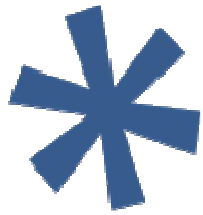
All IT Delivery Forms Will Have A Role To Ultimately Deliver Services To Users

IBM can provide a critical function enabling the seamless connection between them



Source: IBM Corporate Strategy

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Enabling The New Enterprise
Data Center – **a holistic,
integrated approach**



*Information
Infrastructure*

*Highly Virtualized
Resources*

*Security and Business
Resilience*

*Efficient, Green and
Optimized Infrastructure
and Facilities*

*Business-Driven
Service Management*

Ecosystem of Partners

