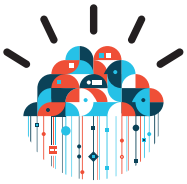


Cloud-enabled business model accelerator

Assessing your opportunities and defining the roadmap

Highlights:

- Understand the game-changing capabilities of cloud in the context of your industry and competition
- Identify, analyze and prioritize cloud-enabled business model innovations
- Evaluate impact on the current operating model
- Understand the implications for your technology environment

Individuals and businesses alike are embracing the digital revolution. Social networks and digital devices are being used to engage government, businesses and civil society, as well as friends and family. People are using mobile, interactive tools to determine who to trust, where to go and what to buy. At the same time, organizations are undertaking their own digital transformations, rethinking what customers value most, and taking advantage of the availability of vast and ubiquitous computing power to create new business and operating models primed for the digital age.

The challenge for business is how fast and how far to go – taking advantage of what's newly possible for competitive differentiation and doing all this with an eye to what matters most to their customers.

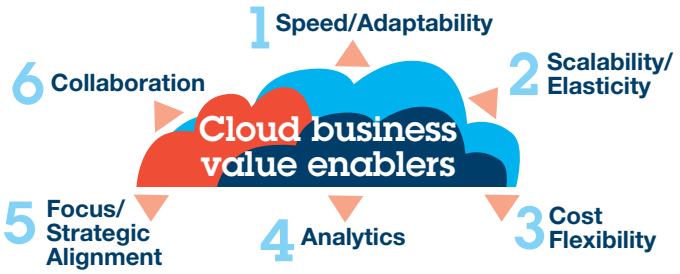
Business value of Cloud

One of the most prominent drivers and catalysts for this digital revolution is the increasing adoption of Cloud technologies across industries. But the cloud is not just about technology – it is a paradigm shift.

Reflecting on your business, ask yourself what you would do if you...

- could give any of your customers access to any of your products and services anytime, anywhere, by any means?
- could have on demand access to unlimited computing and analytics power?
- could easily and seamlessly connect and collaborate with business partners, networks and customers wherever they happened to be?
- could inexpensively and rapidly develop and experiment with new products & services?

Cloud provides six key enablers that can fundamentally change an industry or expand the horizon of what is possible in business model innovation. These enablers 'level the playing field' by dramatically reducing barriers to entry, enabling companies to expand their scope, offerings, value propositions, markets as well as creating space for nimble new-comers to enter into an industry.



Cloud business value enablers

- **Speed and adaptability** – enables rapid prototyping, faster time to market, adoption of innovative ideas
- **Scalability/elasticity** – that enables fast scale-up or down of resources on-demand, limiting the effects of market volatility
- **Cost flexibility** – enables a shift from fixed to variable costs and transactional 'byte-sized' pricing models
- **Analytics** – enables handling massive internal and external unstructured data to garner insights
- **Focus/strategic alignment** – enables strategic focus on core competencies and 'sourcing' of non-core functions efficiently from the cloud
- **Collaboration** – enables creation of new value nets through customer/partner interactions, creating new ecosystems for innovation

How can IBM help your company?

Through an accelerated four-week project, our business and technology strategists will collaborate with your organization to identify, analyze and help you prioritize cloud-enabled business model opportunities within the context of your industry. The evaluation of cloud-enabled business model opportunities will focus on potential changes to your value chain, creation of new revenue streams, changing your product mix, or altering the way your business operates across its extended enterprise. As an outcome, your organization will receive a final report that will document our financial and strategic analysis, key findings and recommended next steps.

Benefits of our Cloud-enabled business model accelerator

- Understand how the Cloud is relevant in the context of your business model
- Identify and prioritize business model innovation opportunities
- Evaluate the operating model impacts and requirements for change
- Understand the high-level cloud technology requirements
- Develop a preliminary list of partnering or collaboration opportunities

We look forward to engaging with you to help you capture and realize business value from cloud.

Why IBM?

- Proven approach to helping our clients with the business model innovation across industries
- Market-leading IT Strategy practice
- Deep understanding of Cloud Computing
- Broad and deep expertise in building the full range of cloud computing capabilities from strategy through execution
- Best practices and connected knowledge on cloud from across IBM

About IBM Strategy & Transformation

IBM Strategy and Transformation represents the management consulting capability within IBM. Our practice enables client success through executable strategies, and provide differentiation through technology-enabled transformation. We help clients achieve end-to-end transformation, from strategy to implementation, and gain efficiency in cross-functional collaboration.

For more information

Please contact your IBM Strategy & Transormation representative or visit:

ibm.com/gbs/strategy

© Copyright IBM Corporation 2011

IBM Global Services
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
April 2011
All Rights Reserved

IBM, the IBM logo, and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: ibm.com/legal/copytrade.shtml.

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

Please Recycle

GBD03124-USEN-00