Globally Integrated Capabilities
Capabilities without borders

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Agenda

- IBM: Helping build a smarter planet
- Globally Integrated Model: Value through Integration
- Delivery Center Strategy and Capabilities
- New delivery approaches
Changing the way the world works – Smarter Planet

New Intelligence

How can we take advantage of the wealth of information available in real time from a multitude of sources to make more intelligent choices?

I Need Insight

Smart Work

How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work?

I Need to Work Smart

Dynamic Infrastructure

How do we create an intelligent infrastructure that drives down cost, is secure, and is just as dynamic as today’s business climate?

I Need to Respond Quickly

Green & Beyond

How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability.

I Need Efficiency
Client needs along with technology and macro-economic trends are driving the evolution of a globally integrated enterprise model

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<th>Client Needs:</th>
<th>Technology:</th>
<th>Globally Integrated Enterprise:</th>
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<td>Global Supply &amp; Expertise</td>
<td>Internet and wireless comms.</td>
<td>Global talent pool and specialization</td>
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<td>Open standards - shared IP</td>
<td>Diversified supply base</td>
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<td>...enables global componentization</td>
<td>Global centers of excellence</td>
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<td>Flexible sourcing capabilities</td>
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<td>Global resource optimization</td>
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<td>Internal &amp; external collaboration</td>
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<td>Seamless integration</td>
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### Client Needs:
- Grow markets, cross border M&A
- Reduce cost
- Diversify sourcing strategy - multi-country
- Reduce number of vendors

### Global Labor Supply
- Emerging economies with low-cost high-quality talent
- War for talent
- Increase talent expertise

### Macro Economic Trends:
- The rise of emerging markets...GDP growth rate greatly exceeds that of developed markets
- Emergence of a “developing country” middle class
- Global trade and mobility
IBM’s globally integrated services have adapted to changing requirements providing clients with compelling competitive advantages.

**Market dynamics create a need for global integration**

- Clients demand value based on depth of industry and domain expertise, global scale and seamless delivery
- Need for an agile delivery system with talent that is globally mobile and locally competitive

**IBM’s Globally Integrated Delivery Model provides uniquely differentiated and cost competitive value**

- World class competency centers across our industries and domains
- Deploys this expertise across the globe to strengthen our client value proposition
- It will do so across the engagement lifecycle, from selling through solutioning and delivery, across geographic boundaries
Unique Fourth Generation Globally Integrated Capability Model

**First**
Staff Augmentation

- Focus on hiring in India

**Second**
Generation Supply Driven Global Delivery

- Expand beyond India
- Specialization by industry, domain, technical

**Third**
Globally Integrated Delivery Network

- Common process, methods & tools
- Specialized Competencies
- Higher asset content

**Fourth**
Globally Integrated Capability Model

- Integrated industry & service line capability networks
- Global governance model
- Integrated resource capacity management system

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Country based resources

GDC resources

Country based resources

Networked Centers of Capability

Drives improved labor productivity and talent management
Globally integrated capability model balances risk, cost and operational efficiency

Global Integration
Achieves the optimum combination of quality, stability & savings

Global
- Service customized to achieve maximum savings
- Ongoing operations
- Monitoring
- Development

Regional
- Service delivered from the same continent
- Similar time zone
- Similar culture
- Language
- Ease of integration

Local
- Service delivered from the same country
- Processing of sensitive data
- Legal restrictions

Onsite
- Service with a physical presence at the client location
- Consulting
- Front-end analysis

- Eastern Europe
  - Lithuania
  - Poland
  - Romania
  - Slovakia

- Egypt

- Latin America
  - Argentina
  - Brazil
  - Mexico

- India
  - Bangalore
  - Pune
  - NCR (Delhi, Gurgaon, Noida)
  - Hyderabad
  - Chennai
  - Kolkata

- China
  - Shanghai
  - Dalian
  - Shenzhen
  - Chengdu

- Vietnam

- Philippines
IBM GDC in Egypt

Strengths

- Center of Excellence for Embedded Systems
- Competitive cost of operations
- Ability to handle end to end engagements
- Robust telecommunications infrastructure
- Large base of skilled professionals with formal certifications
- Tie up with universities
- Growing IT sector combined with a liberal business environment
- Excellent command over English language

Differentiators

- Strategic location: gateway to North Africa and Middle East
- Convenient time-zone, overlapping with USA, Europe and Asia
- Geographic location and cultural proximity to Europe, ME and USA
- Strong government support: partnering in various National Projects
- Partnership with universities
We’ve only just begun to uncover what is possible on a Smarter Planet
Thank you