



Enterprise Application Track



Flash: Driving a paradigm shift to all-flash Enterprise Storage

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There is an explosion of data growth

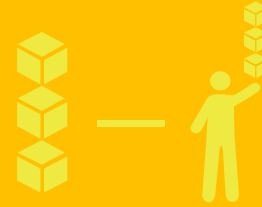
Harnessing this data explosion is the new competitive advantage



Digitized data will
grow by 50% to
Six trillion TB in this
year alone



80% of all data
is unstructured and
growing 15X the rate
of structured data

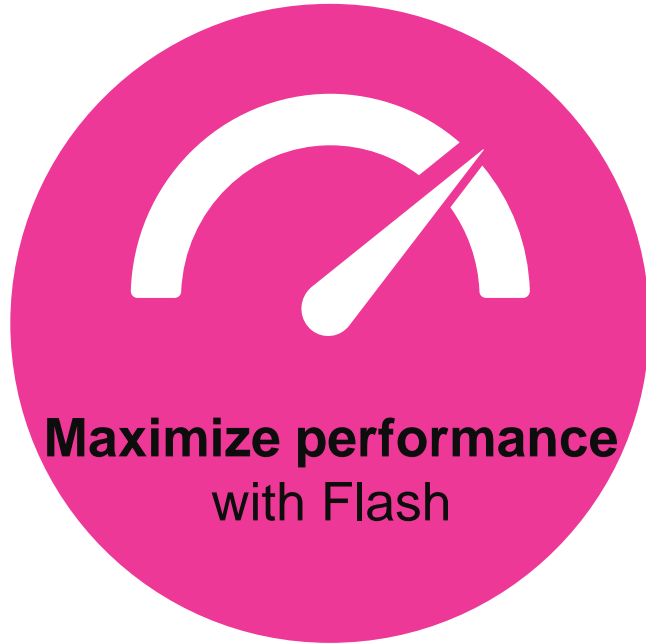


**70%+ of
organizations**
have invested or
plan to invest in
Big Data & Analytics



70%+ of enterprises
are pursuing a hybrid
cloud strategy in 2015

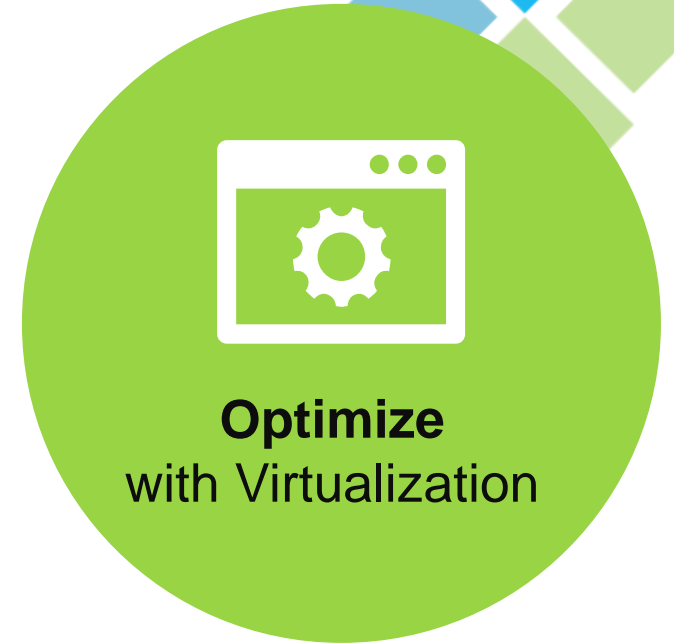
IBM investing across the enterprise storage portfolio



\$1B investment in Flash



\$1B investment in Software Defined Storage

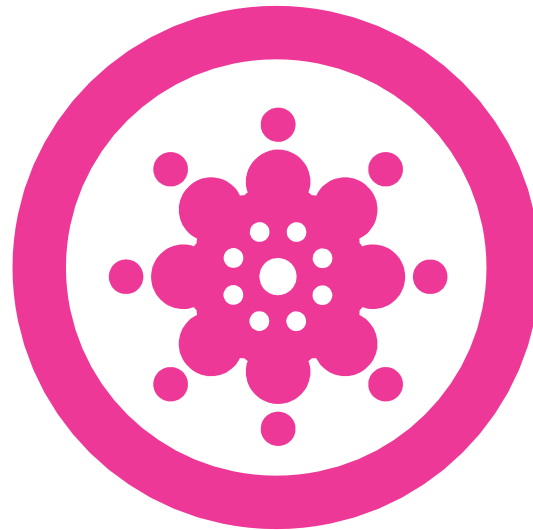


Thousands of Clients Have Successfully Deployed Clouds Built on IBM Storage

➤ To Fit Their Business Needs: Flexibility and Choice



Integrated Solution



Software Only



Cloud Services

Proven Technology ~ Open Standards ~ Modular Adoption



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➤ Emerging workloads and use cases for flash in the enterprises



Mobile Payment



Mobile Healthcare



Mobile Retail

Elevate the customer experience through trust, performance and personalization





Royal Caribbean Cruises Ltd.

Building for innovation and growth with enterprise-reliable storage



Business challenge:

- ⑦ RCCL needed total reliability and performance to grow its business and ensure an exceptional guest experience while decreasing costs.

The solution:

- ⑦ RCCL gained the ability to run multiple marketing campaigns simultaneously and find business analytic answers right away, with enterprise-reliable and scalable systems to help manage aggressive growth.



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CJ O Shopping

Korean online mall enables growth with IBM FlashSystem



Business challenge:

- ⑦ Lines of business in this Korea-based online shopping firm required faster response times and batch processes to fulfill growing service levels but also needed storage services to improve availability and migration.

The solution:

- ⑦ Investment protection and reduced operating costs provided by consolidation and virtualization provided the client increased capability to invest in innovation and provide better customer service.



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Kelsey-Seybold Clinic

Improving client care with optimized infrastructure



Business challenge:

- Existing infrastructure slows down critical applications and needed a scalable solution to handle business growth.

The solution:

- Increase performance with faster performing storage to allow physicians to utilize apps in real-time and enable a building block structure that grows with your business.



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Coca-Cola Bottling Co. Consolidated

Delivering deeper insight into customer demand four times faster

Business challenge:

- ⑦ Process more data to accurately anticipate customer demand without increasing time-to-insight or exceeding SLAs.

The solution:

- ⑦ Now processes 20 times more forecasting data, down to the store level, which enables them to match manufacturing output with demand, enables earlier logistics planning and increases profitability.





Sprint

Transforming customer service with ultra-fast flash storage



Business challenge:

- ⑦ Sprint's call-center agents needed fast, reliable access to respond to customer issues. Existing storage infrastructure was unable to keep up.

The solution:

- ⑦ Sprint deployed IBM FlashSystem to greatly improve performance and resolve customer queries faster, while slashing energy consumption, data center footprint and overall operations cost, e.g. reduced software licenses.



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Etisalat Egypt

Preeminent mobile provider
in Egypt optimizes key application

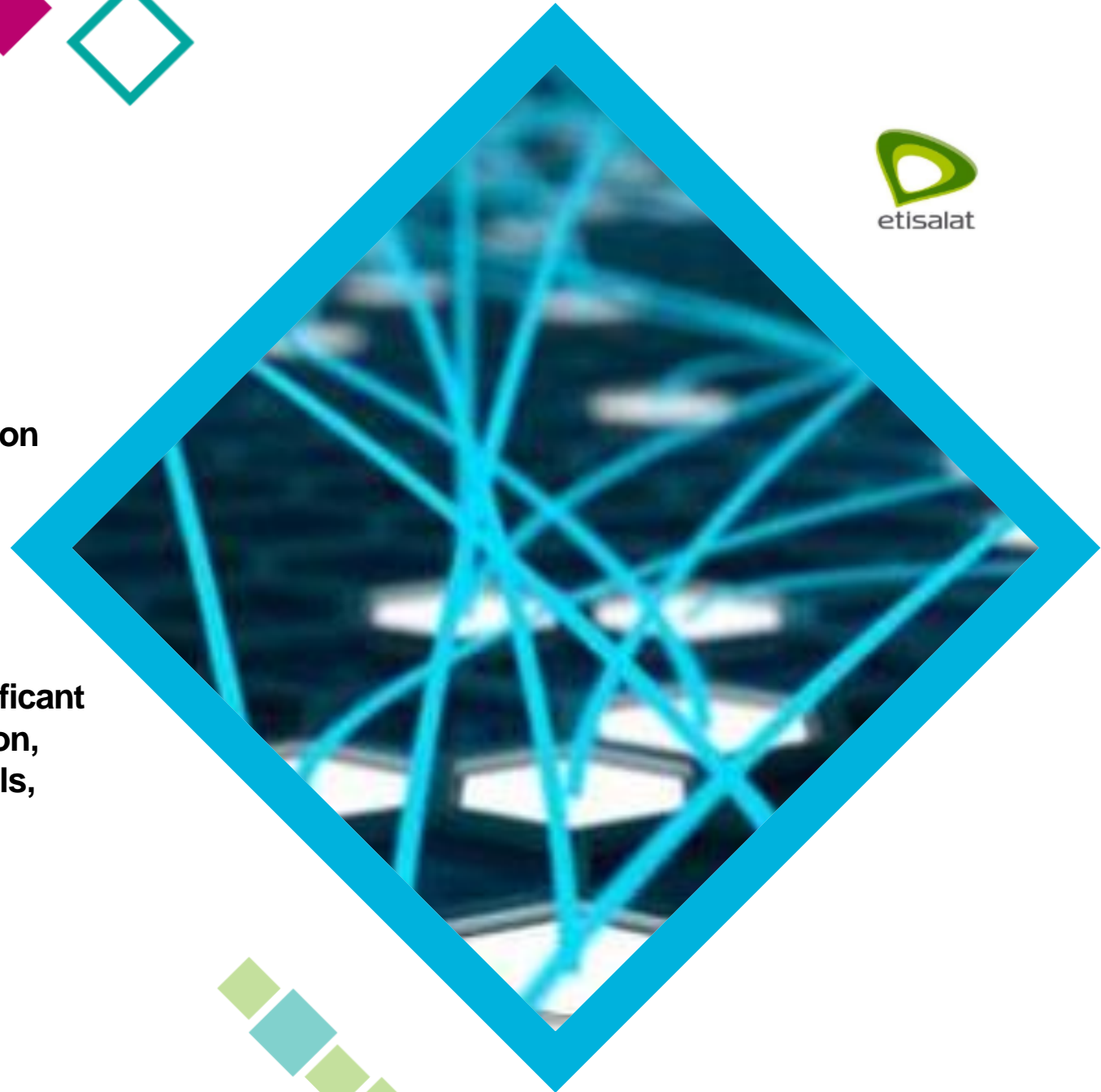


Business challenge:

- ⌚ Major response time issues with a key application (Fraud Management System) which affected business operations and customer service.

The solution:

- ⌚ Performance enhancements coupled with significant savings in footprint optimized the key application, improved business operations and service levels, and facilitated better decision-making.



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Simplified Storage Designed For You



Drive Your Competitive Advantage
Data is the world's newest resource



Enhance Your Decision Making
Move away from the few to the empowered many



Better Understand The Value of Data
As the value of data continues to grow, current systems won't keep pace





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