

# Values and change:

*the challenge of being a Leader in the digital world*

Ing. Biagio De Marchis

*Vice Presidente*

*IBM Italia*

# What is IBM?



**90** of the **100** most important banks rely on IBM systems to manage their business critical transactions



**9** of the **10** largest oil and gas companies are IBM customers



IBM is working with **9** of the **10** leading electronic companies to support their core applications



**80%** of **50** top resellers in the world manage their businesses with IBM systems



**92** of **100** most important healthcare organizations work with IBM



**22** of **25** leading retail companies have selected IBM solutions to manage their core applications



IBM is working with **9** of **10** top TLC companies to support their operations



More than **225** government and public institutions use IBM systems to develop innovative, citizen-centric services

# Values vs. change





# Digital transformation



# The digital disruption has already happened

- World's largest taxi company owns no taxis (*Uber*)
- Largest accommodation provider owns no real estate (*Airbnb*)
- Largest phone companies own no telco infra (*Skype, WeChat*)
- World's most valuable retailer has no inventory (*Alibaba*)
- Most popular media owner creates no content (*Facebook*)
- Fastest growing banks have no actual money (*SocietyOne*)
- World's largest movie house owns no cinemas (*Netflix*)
- Largest software vendors don't write the apps (*Apple, Google*)



# The history of IBM



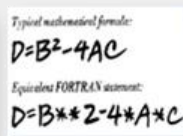
1944:  
Mark 1



1948:  
SSEC



1956:  
RAMAC



1957:  
FORTRAN



1964:  
System/360



1966:  
One-Device  
Memory Cell



1967:  
Fractals



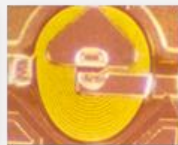
1970:  
Relational  
Database



1971:  
Speech  
Recognition



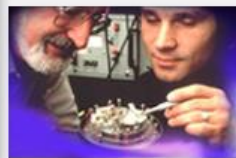
1973:  
Winchester  
Disk



1979:  
Thin Film  
Recording  
Heads



1980:  
RISC



1986:  
Scanning  
Tunneling  
Microscope



Nobel Prizes:  
1987:  
High Temperature  
Superconductivity



1990:  
Chemically  
Amplified  
Photoresists



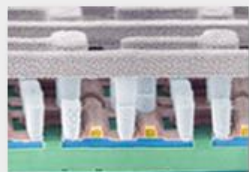
1994:  
SiGe



1993: RS/6000 SP  
1996,97: Deep Blue



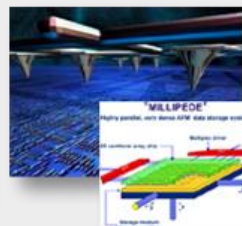
1997:  
Copper  
Interconnect  
Wiring



1998:  
Silicon-on-Insulator



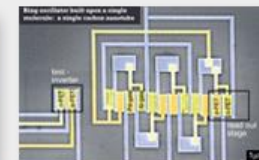
1998:  
Microdrive



2002:  
Millipede



2004:  
Blue Gene  
*The fastest  
supercomputer  
in the world*



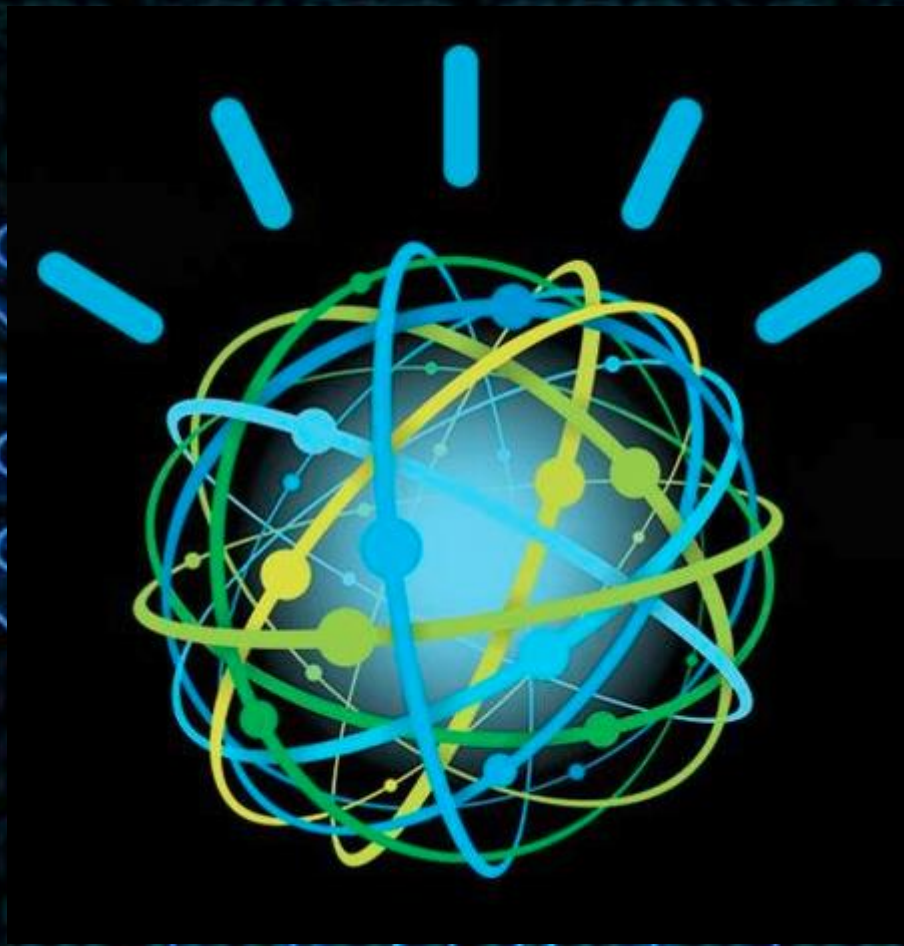
2006:  
5-stage Carbon  
Nanotube Ring  
Oscillator



2008:  
World's First Petaflop  
Supercomputer



# Towards a new era



# The cognitive era

"Cognitive computing listens, learns, converses, and makes recommendations based on evidence."

**Forrester**

"The smart machine era will be the most disruptive in the history of IT. New systems that begin to fulfill some of the earliest visions for what information technologies might accomplish – doing what we thought only people could do and machines could not – are now finally emerging."

**Gartner**

"The machines of tomorrow – cognitive systems – will forever change the way people interact with computing systems to help people extend their expertise across any domain of knowledge and make complex decisions involving extraordinary volumes of fast moving Big Data."

**IBM**

"The combination of people and computers will be able to think in a way that neither people nor computers have ever done before. I think that's the really exciting potential and opportunity for us ahead."

**MIT**

**IBM Watson**

**IBM**



Standards that  
create the outstanding



**Riding the next wave**  
Cognitive computing

"Cognitive systems ... learn from their interactions with people and data and are able to programme themselves to perform new tasks. They are more flexible than traditional computers in the way that they process data, coming closer to thinking like humans, while being able to deal with massive volumes of information much faster than the human brain."

**British Computer Society**



# Leverage your values





# Master new technologies





# Thank You

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