Values and change: 
the challenge of being a Leader in the digital world

Ing. Biagio De Marchis

Vice Presidente

IBM Italia
### What is IBM?

<table>
<thead>
<tr>
<th>Image 1</th>
<th>Image 2</th>
<th>Image 3</th>
<th>Image 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="bank.png" alt="Bank" /></td>
<td><img src="oil.png" alt="Oil and Gas" /></td>
<td><img src="electronics.png" alt="Electronic Companies" /></td>
<td><img src="resellers.png" alt="Resellers" /></td>
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</tbody>
</table>

- **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.

<table>
<thead>
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<th>Image 5</th>
<th>Image 6</th>
<th>Image 7</th>
<th>Image 8</th>
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<td><img src="healthcare.png" alt="Healthcare" /></td>
<td><img src="retail.png" alt="Retail" /></td>
<td><img src="tlc.png" alt="TLC" /></td>
<td><img src="government.png" alt="Government" /></td>
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- **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
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*)
Towards a new era
"Cognitive computing listens, learns, converses, and makes recommendations based on evidence."

Forrester

"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 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 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

"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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