

# Begrüßung

**Nicole Reimer**  
*CFO IBM DACH*

**Do you remember  
my dream ?**

Let's put  
smart  
to work.

#IBM  
#CEBIT18

IBM

35



Volkswagen

We  
working  
together

IBM Services

**Data < > Information**

**Reports < > Results**

# Speed 2 Change

# Demand for insights is increasing exponentially

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## Data models



**Business units**  
**Geographies**  
**Countries**  
**Offerings**  
**Business models**  
**Segments**  
**Go-to-market**  
**I&E**  
**Pipeline**

## Roles



**CEO**  
**SVP**  
**Director**  
**Manager**  
**Works council**  
**Delivery**  
**Sales**

## Meetings



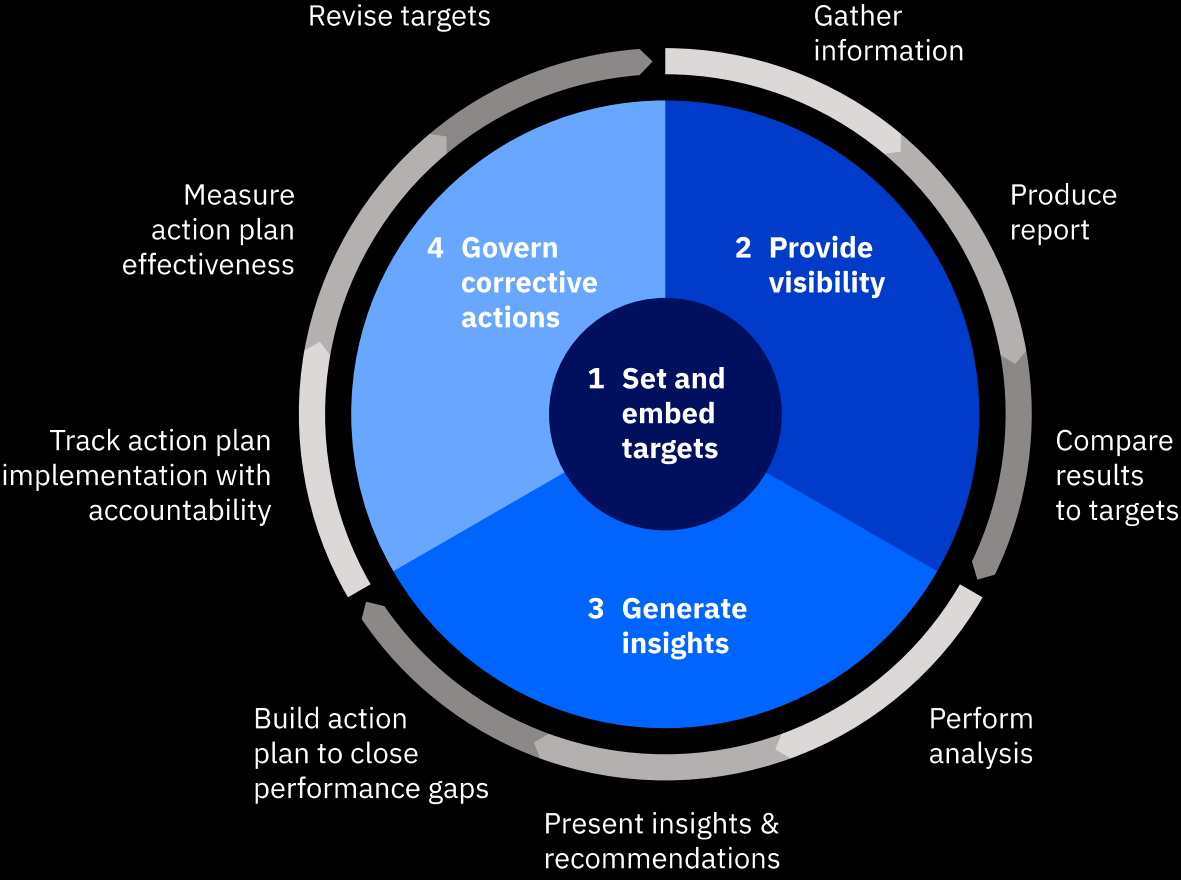
**Seasonal**  
**Sales**  
**Planning**  
**Operations**  
**Capacity**  
**Longterm/  
shortterm**

# The Supply and Delivery of data is fragmented

Engines	Delivery modes			
	Centers of excellence	Self service	Squads	Cognitive
Outcomes engine	✓	✓	✓	✓
Insights engine	✓	✓	✓	✓
Reporting engine	✓	✓	✓	✓
Data engine	✓	N/A	N/A	✓



# Planning Circle remains unchanged



# Enterprise Performance Management matches demand and supply on all levels in one place providing insights

## Demand

### Data models



- Business units
- Geographies
- Offerings
- Business models
- Segments
- Go-to-market

### Roles



- CEO
- SVP
- Director
- Manager

### Meetings



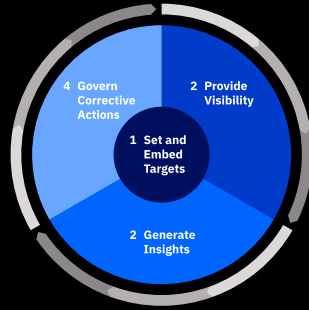
- Seasonal
- Sales
- Planning
- Operations



**EPM  
Management  
Cockpit**

## Supply

### Workflow



### Engines

- Outcomes engine
- Insights engine
- Reporting engine
- Data engine

### Delivery modes

	Centers of excellence	Self service	Squad	Cognitive
Outcomes engine	✓	✓	✓	✓
Insights engine	✓	✓	✓	✓
Reporting engine	✓	✓	✓	✓
Data engine	✓	N/A	N/A	✓

# Enterprise Performance Dashboard

## Before

## After

TOTAL IBM DACH (Ctry View – excl 'In Transit HCs')

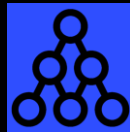
	2Q17			3Q17			4Q17			1Q18			2Q18			H1 18 DACH		2Q18 DACH	H1 18 / 2Q18 Avg / 2Q18 DACH	
	D	A	CH	D	A	CH	D	A	CH	D	A	CH	D	A	CH	DACH	DACH	DACH		
IBM Software	289	38	351	281	37	43	346	279	37	41	326	287	28	43	338	281	39	39	341	
IBM Global Cloud	384	36	399	384	38	78	532	371	34	76	456	375	44	87	495	384	47	34	457	
Services & Cloud Platform	181	46	247	186	48	44	262	187	44	45	245	184	38	79	344	183	52	88	346	
Business	306	38	411	305	36	44	366	296	36	40	373	264	33	36	333	264	33	36	333	
IBM Cloud	460	39	20	478	49	24	552	540	47	23	611	550	52	45	651	550	45	45	651	
IBM Consulting	1244	107	145	1242	126	145	1457	1247	106	145	1474	1246	106	127	1577	1247	106	127	1577	
IBM Watson	45	0	0	50	0	0	50	52	0	0	201	60	0	0	170	171	0	0	339	
IBM Security	721	18	106	705	18	102	1045	698	17	104	875	675	16	106	809	16	106	1095	821	
IBM Real Estate	2,446	253	306	3,195	258	397	3,309	2,877	252	312	3,444	2,878	254	323	3,458	2,878	258	328	3,463	
IBM Business Operations	65	6	42	65	4	6	54	58	6	2	46	58	6	2	56	27	5	2	54	
IBM Cloud Ops	34	1	7	42	3	6	43	34	1	6	43	37	1	6	50	15	2	0	48	
IBM Cloud Platform	1	0	0	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	
IBM Cloud Services	70	12	22	93	12	20	97	68	10	13	103	66	10	13	102	62	0	0	82	
IBM Cloud Security	692	127	155	1,163	127	155	1,343	1,035	126	155	1,343	1,035	126	155	1,377	1,032	126	155	1,377	
IBM Cloud Managed	2,578	374	480	3,377	2,472	372	472	3,377	2,428	360	445	3,251	2,365	360	444	3,241	360	441	3,372	
IBM Cloud Managed	3,857	546	677	5,046	3,872	546	682	3,822	544	677	4,478	3,822	544	677	4,478	3,822	546	682	4,478	
IBM Cloud Managed	78	4	13	84	4	13	98	78	4	13	90	81	3	11	91	82	7	11	90	
IBM Cloud Managed	7,004	518	1,158	8,538	7,418	892	1,148	8,401	7,607	905	1,112	8,677	7,566	818	1,108	8,508	7,450	906	1,105	8,508
IBM Cloud Managed	211	21	22	225	205	21	23	225	205	21	23	225	197	19	21	225	197	19	21	225
IBM Cloud Managed	121	31	61	121	31	61	121	121	31	61	121	121	31	61	121	121	31	61	121	
IBM Cloud Managed	132	31	184	455	328	139	83	448	318	36	79	433	317	35	78	438	328	135	79	434
IBM Cloud Managed	101	7	8	103	8	7	8	101	7	8	104	98	7	8	101	98	7	8	101	
IBM Cloud Managed	137	44	36	536	818	146	31	547	496	42	87	536	424	43	90	558	424	43	90	558
IBM Cloud Managed	11	1	1	160	124	17	13	93	118	18	13	143	107	18	14	143	107	18	14	143
IBM Cloud Managed	21	0	12	53	23	12	41	30	7	12	45	31	6	12	53	34	6	12	52	
IBM Cloud Managed	23	5	3	22	5	3	30	23	5	3	27	18	3	3	24	18	3	3	22	
IBM Cloud Managed	184	28	28	246	178	38	28	224	188	28	28	224	188	28	28	224	188	28	28	224
IBM Cloud Managed	138	27	18	181	138	26	18	181	138	26	18	181	138	26	18	181	138	26	18	181
IBM Cloud Managed	95	12	14	225	89	12	12	222	209	12	12	225	190	11	14	218	195	12	208	
IBM Cloud Managed	3,911	142	181	3,186	3,028	149	184	3,184	3,022	149	185	3,179	3,019	149	185	3,179	3,019	149	185	3,179
IBM Cloud Managed	8,435	1,122	1,337	8,777	8,233	1,088	1,298	8,535	8,265	1,072	1,292	8,342	8,243	1,028	8,762	8,244	1,018	1,248	8,655	
IBM Cloud Managed	378	46	33	451	403	56	39	492	391	50	38	486	388	45	34	467	383	44	34	466
IBM Cloud Managed	15	0	0	15	0	0	14	15	0	0	15	17	0	0	17	16	0	0	16	
IBM Cloud Managed	1	0	0	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	
IBM Cloud Managed	913	18	2	1,026	936	18	2	1,026	913	18	2	1,026	913	18	2	1,026	913	18	2	1,026
IBM Cloud Managed	62	7	0	172	62	7	0	172	62	7	0	172	62	7	0	172	62	7	0	172
IBM Cloud Managed	195	38	22	172	195	38	21	170	195	38	21	170	195	38	21	170	195	38	21	170
IBM Cloud Managed	4	0	0	4	0	0	4	4	0	0	4	4	0	0	4	4	0	0	4	
IBM Cloud Managed	44	3	0	47	44	3	0	47	44	3	0	47	44	3	0	47	44	3	0	47
IBM Cloud Managed	385	86	35	485	384	83	34	462	386	82	33	451	378	80	32	446	371	79	31	439
IBM Cloud Managed	3,179	1,127	1,377	11,653	3,107	1,121	1,361	11,589	3,122	1,129	1,328	11,779	3,241	1,136	1,323	11,658	3,167	1,123	1,314	11,594



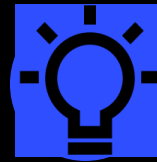
# Cognitive Enterprise Data Platform as foundation of our EPM



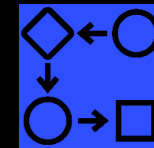
**Built for  
applications**



**Secure to  
the core**



**AI ready**



**Optimized  
workflow**

**EPM@IBM will help to improve the long-term business performance by making sense of our most valuable assets: structured and unstructured data**

**Let's make the most of  
your organization's data  
and decisions**

**Let's make the most of  
your organization's data  
and decisions**

**. . . and let me dream on 😊**

