

Building Tomorrow Together Partnering in a Hybrid World

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IBM Partner Ecosystem



We are entering a
new era of **business
reinvention**



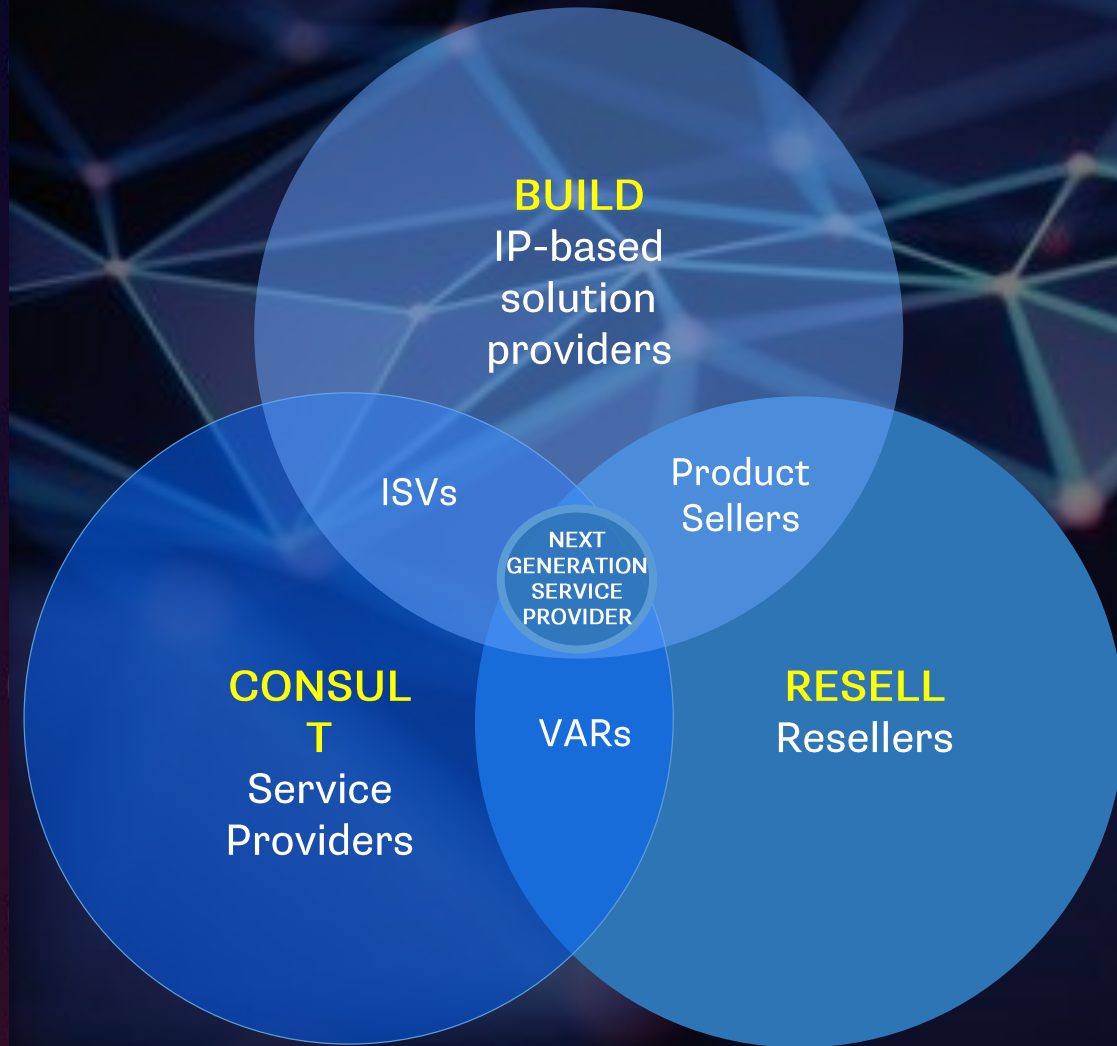
AI and hybrid cloud
are the catalysts for
**true business
transformation at
scale**



Ecosystems are
forming in every
industry, driving
new value creation
models



Changing the role of the traditional IT channel to one of **convergence and communities**

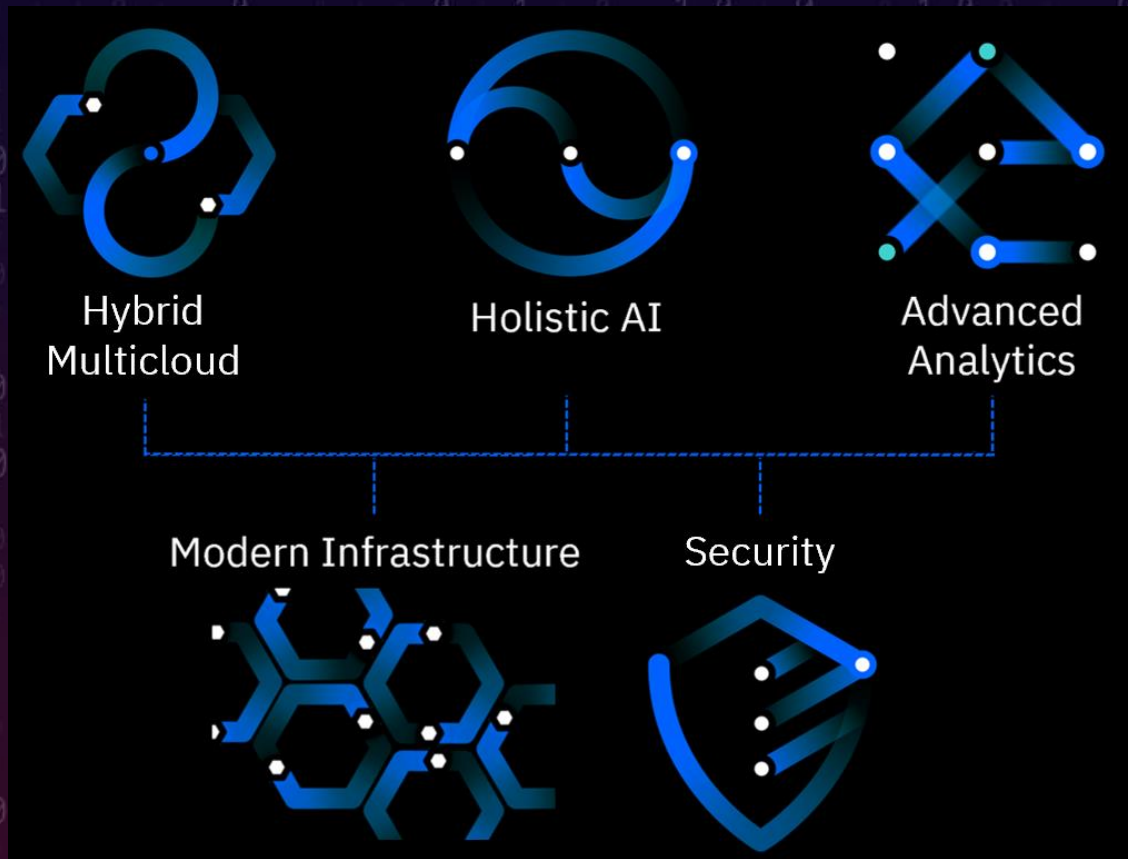


The equation for successful business reinvention

Good Technology + Great Thinkers + Co-creation

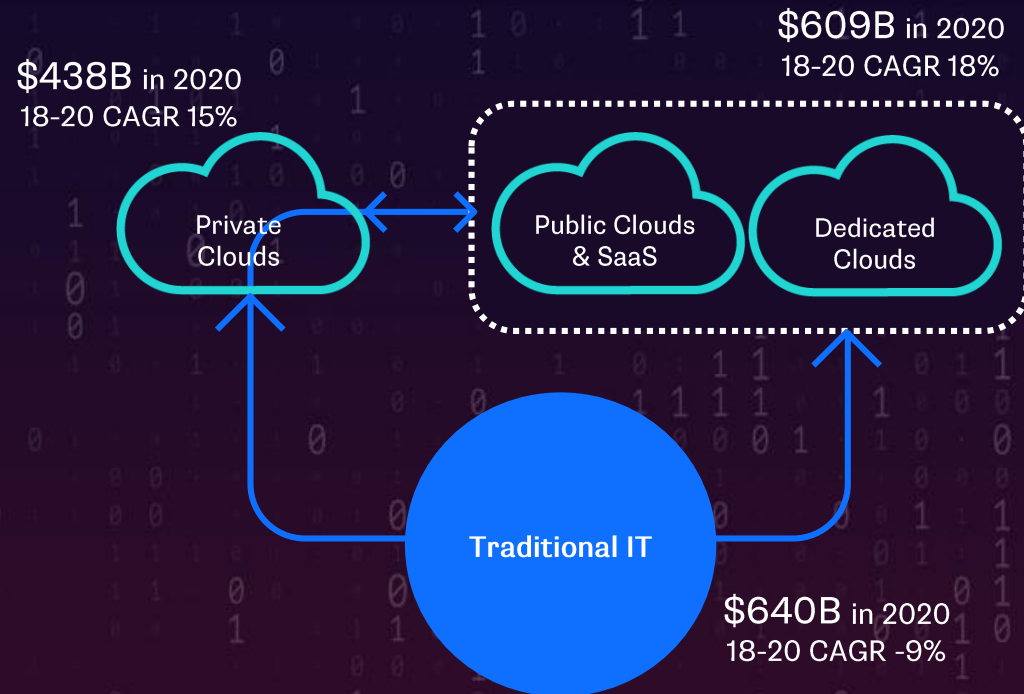


Good Technology



Hybrid and multicloud is a reality in the enterprise

Bringing new challenges and opportunity



A real world look at multicloud

Interviews with 113 clients

94%

Share of enterprise clients that are using multiple cloud environments (public and/or private)

67%

Share of enterprise clients that are using more than one public cloud provider (expected to remain constant or increase by 2022)



Movement between clouds

73%

priority concern



Connectivity between clouds

82%

priority concern



Consistency of management

67%

priority concern

IBM Cloud Paks

Pre-integrated for cloud use cases

Today, IBM offers clients *the first five Cloud Paks...*

IBM Cloud Pak for Applications

Build, extend deploy, and run applications

IBM containerized software



Common operational services



Container platform



IBM Cloud Pak for Data

Collect, organize, and analyze data

IBM containerized software



Common operational services



Container platform



IBM Cloud Pak for Integration

Integrate applications, data, cloud services, and APIs

IBM containerized software



Common operational services



Container platform



IBM Cloud Pak for Automation

Transform business processes, decisions, and content

IBM containerized software



Common operational services



Container platform



IBM Cloud Pak for Multicloud Management

Multicloud visibility, governance, and automation

IBM containerized software



Common operational services



Container platform



Pre-integrated Systems



IBM Cloud



Google Cloud

IBM Storwize V5000 Family

Faster,
Smarter,
More
Affordable

Faster, Smarter Data

NVMe accelerated for faster insights

AI empowered to accelerate applications and simplify management

Ready for modern **containerized, AI workloads**

Easy Data Mobility

Transparent migration from existing storage (IBM or not) to new Storwize V5000

AI-powered Easy Tier automatically moves data between tiers to optimize cost, performance

Migrate data **to/from cloud**

Affordable without Compromise

Inclusive software with enterprise-class function and AI-driven support and management

Lower CapEx and OpEx with latest storage technology and data reduction to reduce space, power

Cloud-like pricing with IBM's utility model and immediate access to capacity on demand

Great Thinkers

Envision the Future,
Deliver Today

- 22,300** European companies in our PartnerWorld program
- 1,600** Competencies awarded to Partners across Europe
- 155** Watson AI prototypes from Europe in WatsonBuild 2018
- 6** IBM Cloud Garages in Europe



Co-Creation

Innovation in partnership

1,500 Partners selling solutions in Europe with IBM embedded technology

526 European enrollments in IBM's Embed program in 2018

>120 Hero stories every year with European Partners

2 IBM Systems Co-creation Labs in Europe



IBM's Partner Ecosystem Strategy



PROTECT Base Business

Improving
efficiency to
ensure continued
growth



TRANSFORM Existing Partners

Helping partners
take advantage of
emerging
opportunities



EXPAND Next Generation

Growing our
ecosystem of next
generation
partners



BUILD Capabilities

Nurturing IBM's
ecosystem
mentality

IBM's commitment to our ecosystem



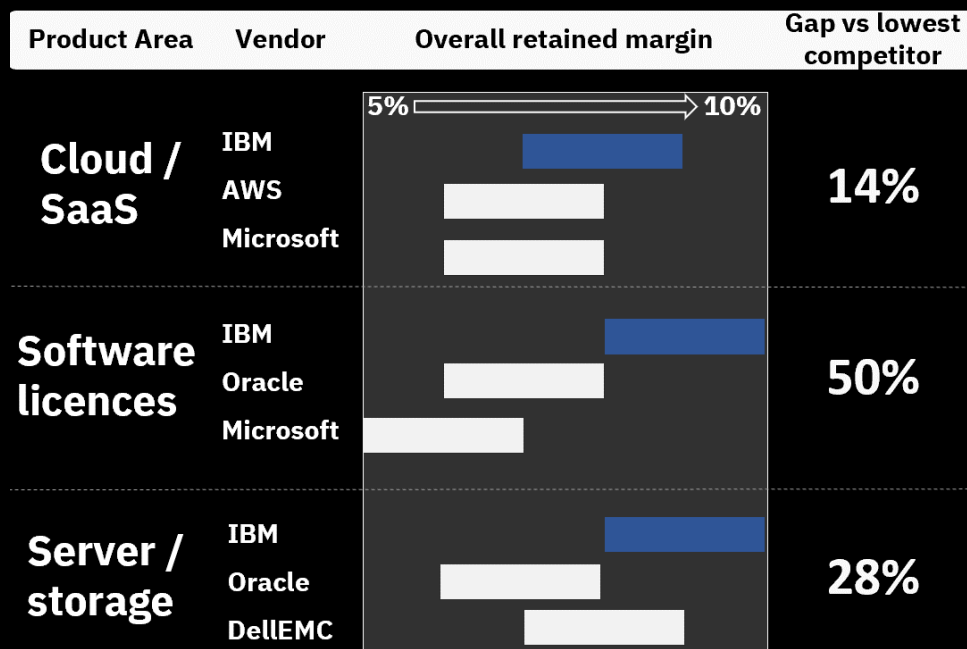
Making IBM easier and quicker to make money with



Helping partners unlock value from emerging technologies



Simpler engagement & greater rewards for every partner



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