

# Creating a Smarter Planet, One Collaboration at a Time

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# AGENDA

Introduction to IBM and IBM Research

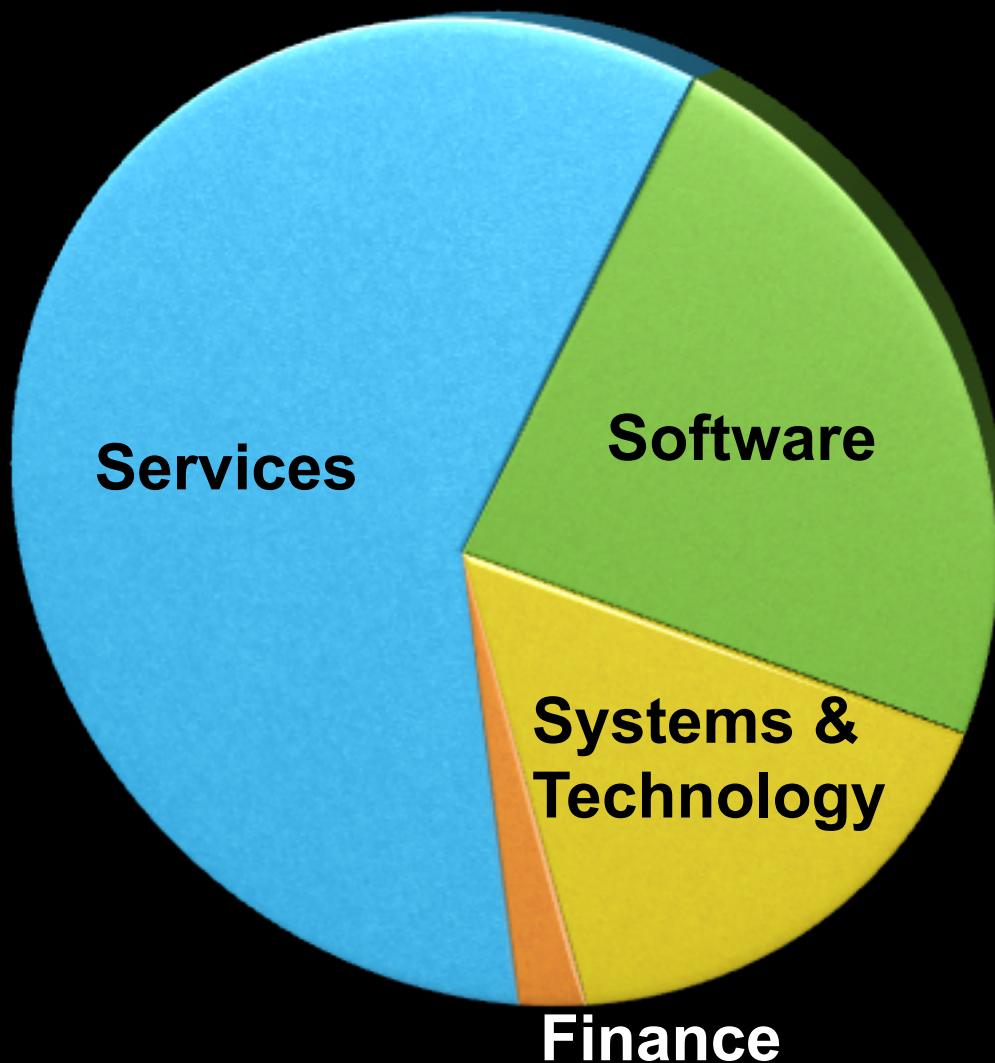
What's happening today?

Smarter Collaboration

# AGENDA

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# IBM Today



## Full Year 2009

- ▶ \$95.8B Revenue
- ▶ \$13.4B Net Income
- ▶ \$10.01 EPS
- ▶ 45.7% profit margin

Revenue for the year ended December 31, 2009

# IBM Research: Global



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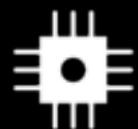
# AGENDA



What's happening today?







Our world is becoming

**INSTRUMENTED**





Our world is becoming

**INSTRUMENTED**



Our world is becoming

**INTERCONNECTED**





Our world is becoming

**INSTRUMENTED**



Our world is becoming

**INTERCONNECTED**



Virtually all things, processes and ways  
of working are becoming

**INTELLIGENT**



# Why? Because it must and it can.



## Smarter transportation

An opportunity to cut traffic by as much as 20%



## Smarter public safety

Because up to 45% of a city's budget goes to public safety



## Smarter energy and utilities

An opportunity to reduce energy use by up to 15%



## Smarter education

An opportunity to nurture our most valuable resource



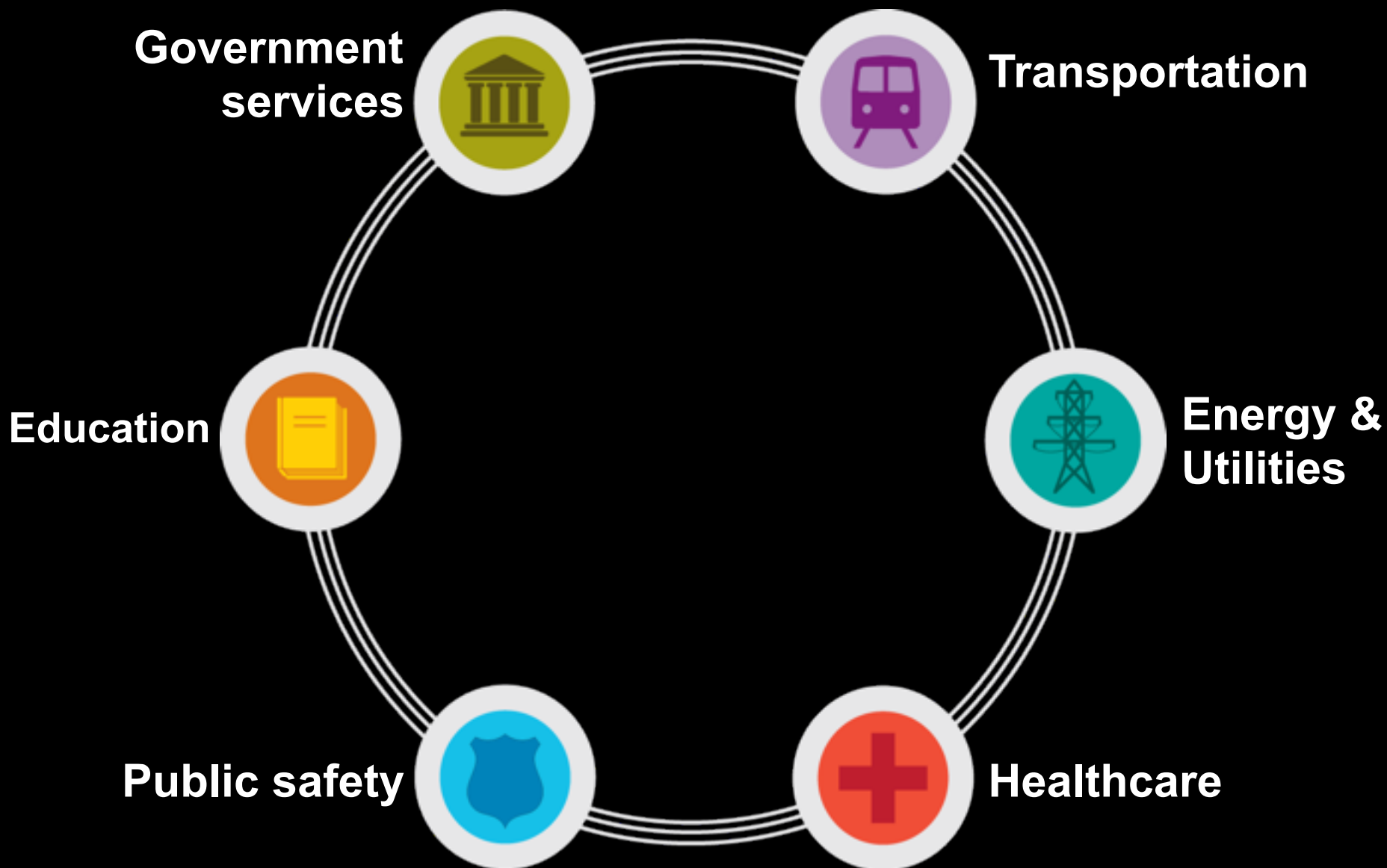
## Smarter healthcare

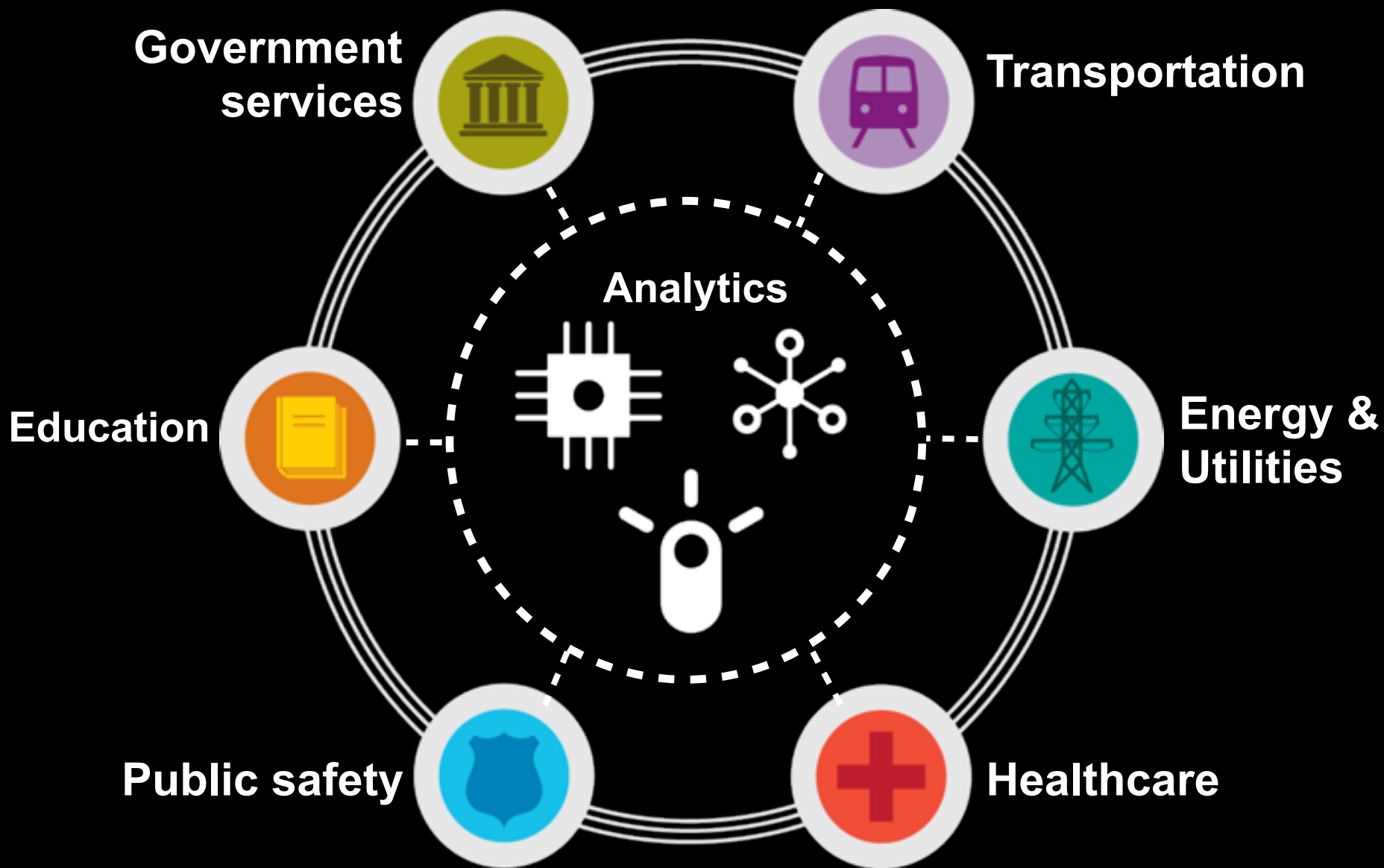
An opportunity to lower the cost of therapy by as much as 90%



## Smarter government services

An opportunity to deliver needed services to all citizens







**Government  
services**



**Transportation**



**Analytics**

**Edu**

**COLLABORATION**

**ergy &  
ities**

**Public safety**



**Healthcare**



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Smarter Collaboration

# SMARTER TRANSPORTATION



Using analytics the Finnish Transport Agency is aggregating its view of road conditions, accidents and other road and traffic information, to build a safer and more adaptive road system for the citizens of Finland.



# SMARTER ENERGY AND UTILITIES



In Denmark, IBM is part of a consortium called EDISON helping to develop smart technologies that synchronize the charging of electric vehicles with the availability of wind energy in the electric grid.







## SMARTER HEALTHCARE



Rizzoli engaged IBM Research to develop a first-of-a-kind pedigree analytics platform that integrates genomic data, medical images and family history into a powerful research tool.

# SMARTER PUBLIC SAFETY



Madrid has built a 30m dashboard that coordinates the resources of the police, fire, highway, hotline and ambulance units based on traffic video, surveillance cameras, maps with GPS data, and the status and location of personnel.



A photograph of a classroom scene. A female teacher with blonde hair, wearing a white shirt, stands in the background looking down at a group of students. In the foreground, a male student with glasses and a grey vest over a white shirt is looking at a document. Next to him, a female student with long brown hair, wearing a white shirt, is smiling and looking at the same document. They are all gathered around a desk with papers and a pen.

## SMARTER EDUCATION



Parentlink is a web site built for the New York City Board of Education that allows parents to track academic grades and scores, attendance, and comparative data.



# SMARTER GOVERNMENT SERVICES



6,500 police officers in Poland have mobile access to a wide array of databases, including police, judicial and immigration systems, the Schengen Zone visa and information system and the registry of vehicles and drivers.

# Summary



# Summary

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- It will only come to reality through interdisciplinary collaboration of experts from many different fields

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- It will only come to reality through interdisciplinary collaboration of experts from many different fields
- How can we contribute?

Chemistry Mobile Web Vacuum Physics  
Processing Computer Architect  
ne Learning Fractals Blue Gene  
gnitive Computing Artificial Inte  
ramming Languages & Software  
Operating Systems Storage Sy  
otechnology Signal Processing  
rithms Interferometric Lithogr

IBM Research