IBM Global Entrepreneur

*Building the Smarter Planet Ecosystem*

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What Is Driving IT Demand?

- Predictive Analytics
- Explosion of Mobile Devices
- Cyber Security
- Cognitive Computing
- Cloud Computing
- Growth of Social Collaboration

Business Optimization + Big Data
Technology
Driving force shaping the future

CEO Studies 2004–2013

Technology Factors
Market Factors
Macro-economic Factors
People Skills
Regulatory Concerns
Socio-economic Factors
Globalization
Environmental Issues
Geopolitical Factors

Strategic reinvention
136% are more likely to use cloud to reinvent customer relationships

Better decisions
170% more likely to use analytics extensively via cloud to derive insights

Deeper collaboration
79% more likely to rely on cloud to locate and leverage expertise in the ecosystem
Empowering the IBM ecosystem

Balancing the need to **Optimize and Innovate**

*And creating New Systems Engagement and New Market Dynamics*

**Optimize**

our IT infrastructure, data and processes

**Innovate**

how we engage, make decisions and work

**Technology Leaders**

- Chief Information Officers
- Technology Architects
- Dev & Ops Leaders

**Line of Business Leaders**

- Marketing Leaders
- Sales Leaders
- Finance & HR Leaders

Drives Need

Drives Investment
Which are creating **Opportunities**

*For new stakeholders/influencers to infuse intelligence into Building Smarter Enterprises*

New Era of Computing

New Ways of Working

New Buyers, New Markets

Customer Service

Sales

Marketing

Finance

Human Resources

Logistics

Technology & Product Development
Entrepreneurs are primed to use **Intelligence**
*To solve pressing societal issues*

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**They want to**
- Take risks
- Build something unique
- Address an unrecognized problem
- Disrupt established practices

**However, they need**
- Money - Venture capital
- Partners and social networks
- Low-cost, available infrastructure
- Advice and mentoring
- Access to markets
- Technology, business and selling skills
- A bright idea or urgent need

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Empowering the IBM ecosystem
IBM teams with Innovative Startups to Build Smarter Enterprises

IBM Global Entrepreneur Program opens doors and provides resources to entrepreneurs who are bringing the next big idea to market.

Connect with technology resources and mentorship at your fingertips:
- No-charge software
- Technical guidance and a IBM relationship manager to assist with product development
- Exclusive industry insights and market trends

Build ecosystem relationships to seize new opportunities:
- 40 IBM Innovation Centers across the world to connect with technical mentors and industry experts
- IBM mentor network of 600+ investors, industry influencers, academics and technology experts

Advance startup visibility and potential for success:
- Participate in an IBM SmartCamp to connect with investors and industry leaders from across 6 continents
- IBM SmartCamp winners have raised over $115 million in venture capital funding
Partnering to WIN
Unleashing the true power of ecosystems, partnering and communities
Our Established Ecosystem fuels **Innovation**
and it’s large and **growing**

- **100+** referring and selling partners for IBM SaaS portfolio
- **2000+** Members
- **1250+** Cloud Solution ISVs
- **1.6M** Cloud developerWorks profiles
- **4800+** Cloud Communities on developerWorks
- **1000+** Cloud based MSPs
- **2000+** Students in **20** countries on Cloud
- **100** Universities, **200** Faculty,
- **200+** Champions on Cloud and related areas: Mobile, Social, Big Data
- **1000+** Value-added Reseller and Distributor with an IBM Cloud mark
- **Continuing to grow the ecosystem from pool of over 143,000 existing IBM Business Partners who can benefit from cloud**
Empowering the IBM ecosystem

Influencers & Innovators = High Value Ecosystem

Unleashing the true power of ecosystems, partnering and communities

New Era of Computing

New Buyers, New Markets

New Ways of Working

Start-ups

ISVs and SIs

Individual Developers

Born on Cloud Partners

VARs and VADs

Academia

Influencers

New Partner Types

High Value Ecosystem

Unleashing the true power of ecosystems, partnering and communities
IBM Global Entrepreneur Program

Criteria for startups to participate

A potential partner must:

- be in business for less than 5 years
- be privately held
- be developing a software-based product or service for enterprise customers
- align with IBM’s strategy
We’re Committed. We’re Investing
Supporting entrepreneurs more than ever in this new era of computing

IBM Watson Ecosystem
- $1B Watson Group
- $100M Venture Investments
- 51 Astor Place

IBM Cloud Ecosystem
- SoftLayer acquisition
- $1.2B Expanding our Cloud footprint
- BlueMix

Global Entrepreneur Program
- Doubled Mentoring Sessions 2013
- 40 IBM Innovation Centers
- Incubators/University Collaboration
- Diversity Evangelist
Global Entrepreneur Program opens doors and startups to drive growth and impact in the marketplace

<table>
<thead>
<tr>
<th>SkyFoundry</th>
<th>Viewsy Beta</th>
<th>CropLogic</th>
<th>Streetlight Data</th>
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<tr>
<td>SkyFoundry automatically analyzes data from various smart devices to identify issues, patterns, deviations, faults and opportunities for operational improvements and cost reduction.</td>
<td>Viewsy tracks anonymous signals from mobile devices to provide business owners with customer insights in an online dashboard.</td>
<td>CropLogic develops cloud-based decision support software tools that help farmers maximize their yield through analyzing crop data.</td>
<td>What web analytics does for e-commerce, Streetlight Data does for in-store commerce. Answering questions like: Who is driving/walking by my store and not coming in?</td>
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- **Business Analytics**
- **Mobile**
- **Cloud**
- **Smarter Commerce**
IBM Global Entrepreneur opens new doors for startups to bring their big idea to market

Connecting technology resources & mentorship

Mobile value added services to network operators in emerging nations, increasing both subscriber revenues and talk time on their networks

Building relationships to seize new opportunities

Provides 3-D facial imaging technology to capture and analyze the emotional response and visual attention of consumers

Advancing startup visibility and potential for success

Created a real-time urban traffic simulation platform for assessment, and forecasting to make the most efficient use of road networks
What attracts our Entrepreneurial Community
Access to Ecosystem & Clients, Consumable Tech and Cont. Investment

Ability to make money, flexible business model

Easily consumed/integrated technology

Scale – large, broad ecosystem to work with

Strong evidence of continuing ecosystem investment (marketing air cover, top rate tooling, strong GTM program, etc)
Empowering the IBM ecosystem

What Retains our Entrepreneurs. Our High Value Differentiators

Unleashing the **true power** of ecosystems, partnering and communities

- Intros / Connections to key ecosystem members
- Help to promote – partner managers, local events, etc.
- Help navigating the client

- Technical assistance – e.g. porting/integrating support
- Shepherding through any question or hurdle
- Marketing Machine – Partnering in great strides
- Self Service is SUPER easy

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Next Steps – Moving Fast

1. Learn from Others (References, Case Studies, Industry Research)
   ibm.com/smarterplanet

2. Sign up for Global Entrepreneur Program and stay informed
   ibm.com/isv/startup
   Twitter: @IBMSmartCamp and Blog: ibmsmartcamp.com

3. Reach out and work with local team
   Events, IIC, mentoring, technology access