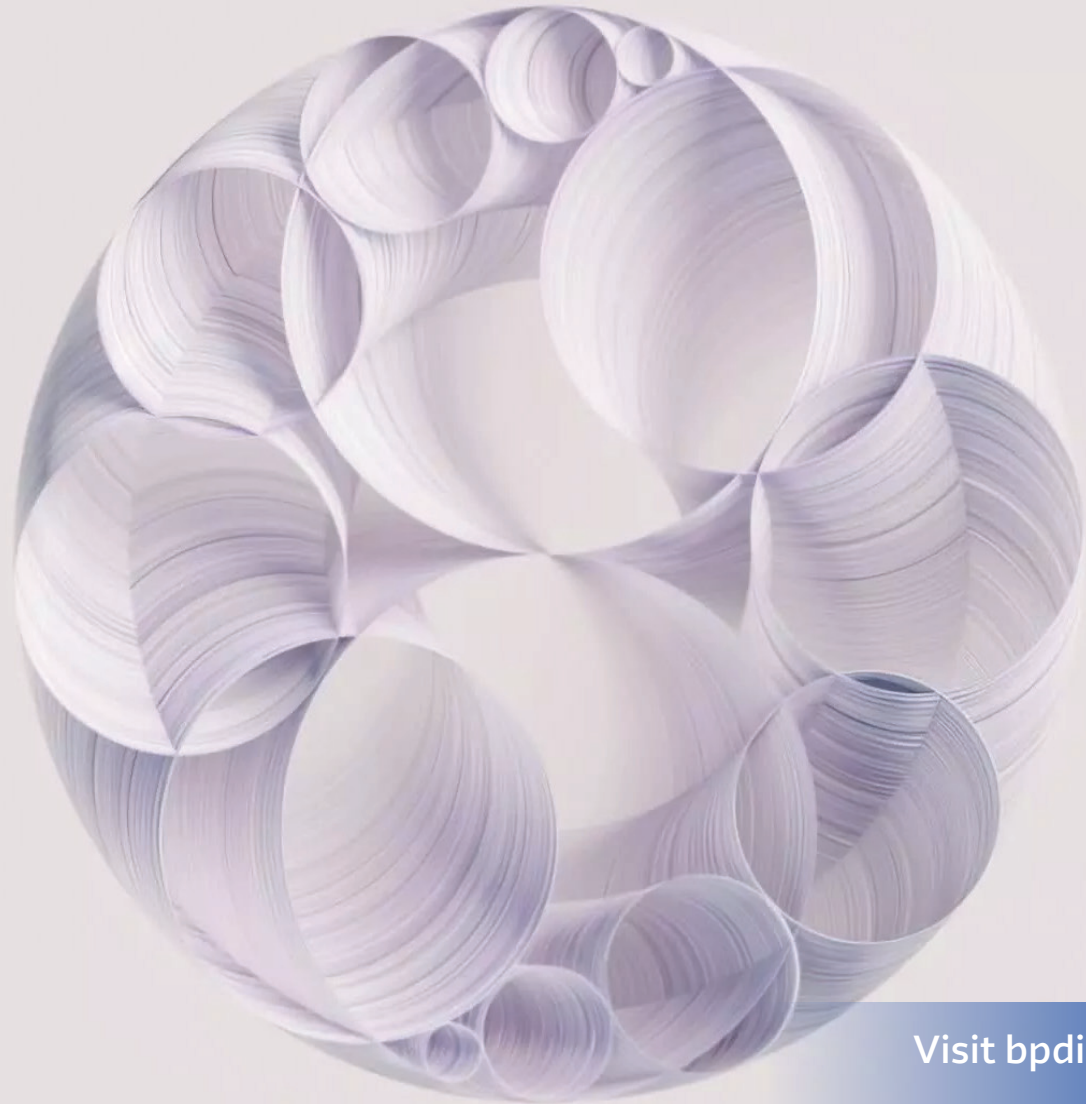


IBM Strategy Hybrid Cloud & AI



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Digital transformation + AI are massive global trends

Enterprises have acute business imperatives



Reinvent business models

75% of CEOs say their companies face high disruption¹



Redefine labor productivity

Labor shortage of 85M people will result in \$8.5T unrealized annual revenues by 2030²



Cyber-proof the value chain

Software supply chain attacks grew by 650% between 2020 and 2021³



Embed sustainability in operations

Four in five consumers say sustainability is important to them when choosing a brand⁴



That make digital transformation with AI a top CEO priority

- Digital transformation increasingly determines business outcomes • technology leaders see 5x the growth rate of slow adopters⁵
- As a result, digital transformation has become universal • 95% of CEOs are pursuing a digital-first strategy⁶
- Generative AI is taking the spotlight in digital transformation • 62% of execs say that gen AI will disrupt how their organization designs experiences⁷
- Generative AI's potential impact on productivity is immense • with the potential to automate activities that take up 60-70% of employees' time today⁸

Data & IT architectures multiply

Digital transformation leads to vast data and heterogenous IT, which is best navigated through hybrid cloud and AI



IT architectures become more heterogenous

- € 90% of large companies use multi-cloud architectures¹
- € 72% of companies run on both private infra and public cloud²
- € 75% of enterprise data will be created on the edge by 2025³

+



Data volume, variety, and velocity soar in magnitude

- € 181 zettabytes of data will be generated annually by 2025⁴
- € 95% of businesses must manage unstructured data⁵
- € Data volumes are exploding by 63% per month in organizations⁶



Enterprise leaders need tools, software, and integration capabilities to manage this complexity because hybrid cloud and AI are becoming the business default

IBM offers the top platforms for hybrid cloud + AI

Platforms are the best enablers of digital transformation

AI runs better on hybrid, and hybrid needs AI capabilities—they are mutually reinforcing

IBM offers flexible, secure, open hybrid cloud and AI platforms for a multi-cloud, multi-AI model world



watsonx

Unified hybrid cloud app platform to **build, modernize, and deploy applications at scale** on any infrastructure

50%+

Fortune 500 technology, aerospace & defense, financial, telco, and automotive companies use **Red Hat OpenShift**

468%

ROI using OpenShift Cloud Services ⁽¹⁾

203%

ROI using OpenShift Platform Plus ⁽²⁾

Enterprise-ready generative **AI and data platform** to multiply the impact of AI across business

Open
Based on the best AI and cloud technologies

Trusted
Built with governance, transparency & ethics

Targeted
Designed for targeted business use cases

Empowering
Bring your own data and models & run anywhere

IBM Software

A portfolio of digital innovation
integrated with Red Hat and
watsonx

Automate

productivity at scale

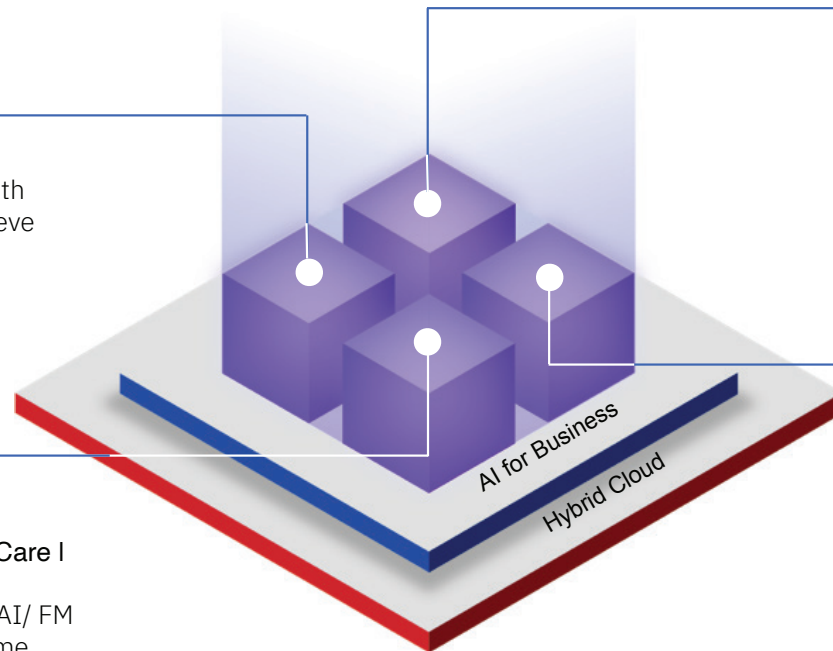
Integration | IT Automation

Make experiences and tasks more productive with intelligent workflows that enable people to achieve higher-value outcomes, faster

Create data-driven insights
to predict outcomes

Business Automation | Data Fabric | Customer Care | Sustainability

Weave together data from anywhere and apply AI/ FM to empower predictive decision-making, real-time digital intelligence and sustainable operations



Secure

all touchpoints, all the time

Threat Detection & Response | Data Security | Identity, Fraud & Device Management

Enable a secure, risk-aware and resilient business employing real-time threat insights, automated detection and orchestrated response

Modernize

for agility and speed with Hybrid Cloud

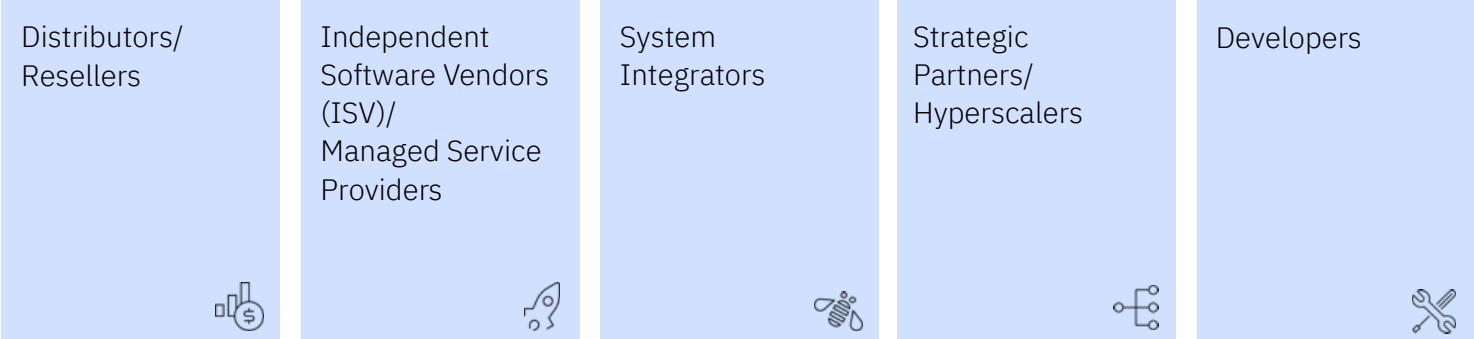
Cloud Paks | WebSphere Hybrid Edition

Create digital infrastructures that are responsive, efficient and easily consumed, composed from the cloud and AI/ FM services of a client's choice

Ecosystem accelerates our strategy

Ecosystem partners are critical to our strategy, expanding our client base and the value we deliver

Scale & global reach with tens of thousands of partners | Developer network of half a million problem solvers | Client solutions brought to market 4x faster




Partner Plus

- IBM has reimagined its partner program to deepen technical expertise and speed time to market
- Customers benefit from partners' richer understanding of the IBM portfolio and have more choice in partners for their unique business needs

Deep technical and engineering support



Seamless and intuitive partner experience



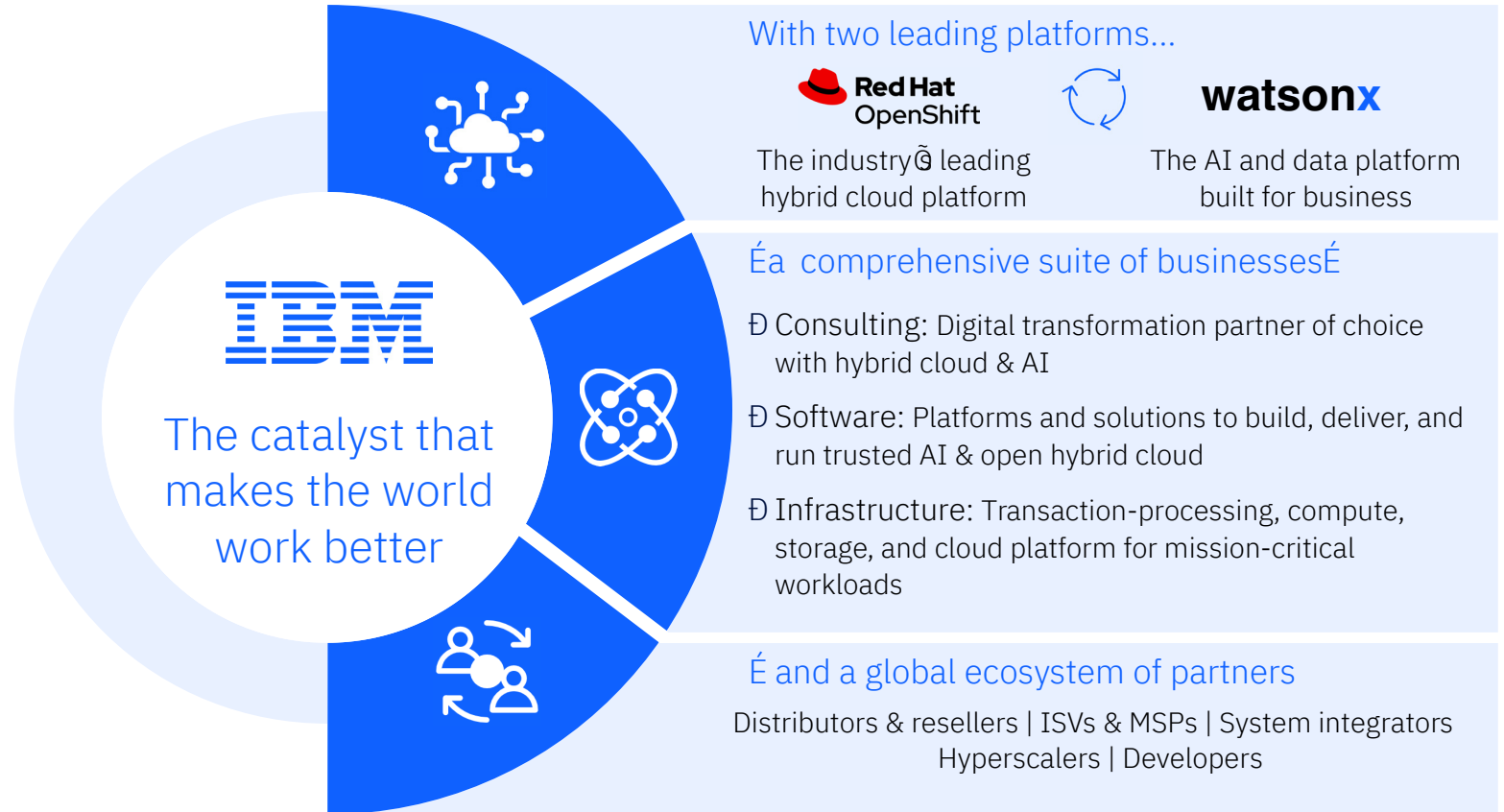
IBM works through 3 motions

- **Build** new applications or migrate existing ones, enriched with your own intellectual property. Manage client requirements with IBM's open, hybrid cloud approach.
- **Service** your client's needs today. Then help them reimagine their business for tomorrow by delivering unique value-added services, built for flexibility across industry use cases.
- **Sell** products or integrated solutions that make the most sense for your client by accessing our comprehensive product portfolio.

In summary

Business has gone digital,
with hybrid cloud and AI
as the foundation

Proven 3x+ value of a
hybrid approach over
single-cloud solutions



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Why Arrow for IBM?

True partnership is built on mutual success.

YOUR INNOVATION PARTNER

In today's rapidly evolving technology landscape, you need a partner that can help you drive continuous innovation and become a market leader. At Arrow, we're proud to be more than just a distributor; we're your catalyst for growth.

Innovation is in our DNA. Our passion for innovation bridges the gap between what's possible and the practical technologies to make it happen.

When you partner with forward-thinking people who understand what it takes to drive continuous innovation, evaluate technology, build solutions, and take them to market, you can achieve so much more.

With an "innovation sherpa" by your side, you don't have to worry about staying ahead of the curve in a competitive market – we do all the groundwork and heavy lifting for you, removing any obstacles or complexities along the way.

"At Arrow, we're proud to be more than just a distributor; we're your catalyst for growth."

A PARTNER-FOCUSED APPROACH

We believe in a collaborative approach that centres around understanding your business and assessing what training and support are needed so you can choose the best pathway with IBM and focus on what's right for you.

We work across the entire IBM portfolio and can help you select the right technologies to sell today while continuously working with you to find potential new opportunities to expand your capabilities.

Working as an extension of your team, we help you maximise what you already have and provide you with all the tools, resources, specialist training, and expert advice you need so you can start growing a profitable business and achieving your business objectives.

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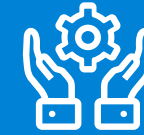
A partner-focused approach

YOUR INNOVATION PARTNER

When you choose to partner with us, you gain access to a passionate and dedicated team of highly trained, motivated professionals with **years of industry expertise who can help you not just meet targets but exceed them.**

As a **long-standing IBM distributor** with deep vendor process expertise, we are ideally positioned to help you:

*“Your journey is our journey.
It’s that simple.”*



Build and sell more high-value solutions



Uncover profitable upsell and co-sell opportunities



Achieve strong, sustainable growth

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If you're interested in learning more about the many advantages of partnering with Arrow to support your IBM journey, please get in touch.

Our broad portfolio spans the entire technology landscape and helps customers create, make, and manage forward-thinking products that make the benefits of technology accessible to as many people as possible. **Learn more at arrow.com/globalecs/be**