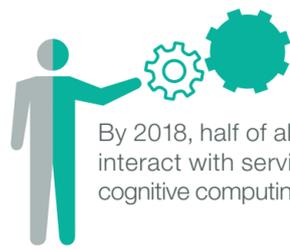


Leading in a fast-changing, digitally disruptive environment



By 2018, half of all consumers will interact with services based on cognitive computing on a regular basis.¹

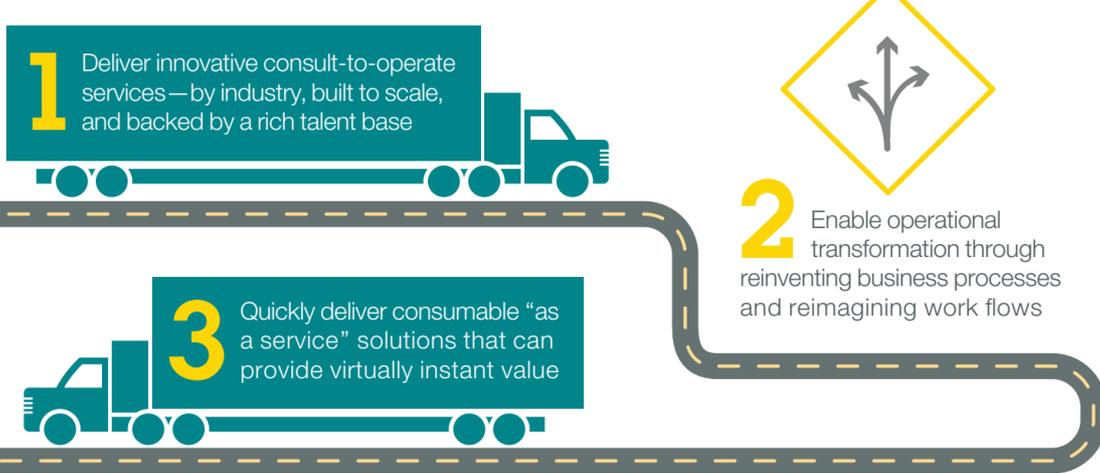


Digital enablement—through analytics, automation and new technologies—is the path that leads you to becoming a cognitive business.

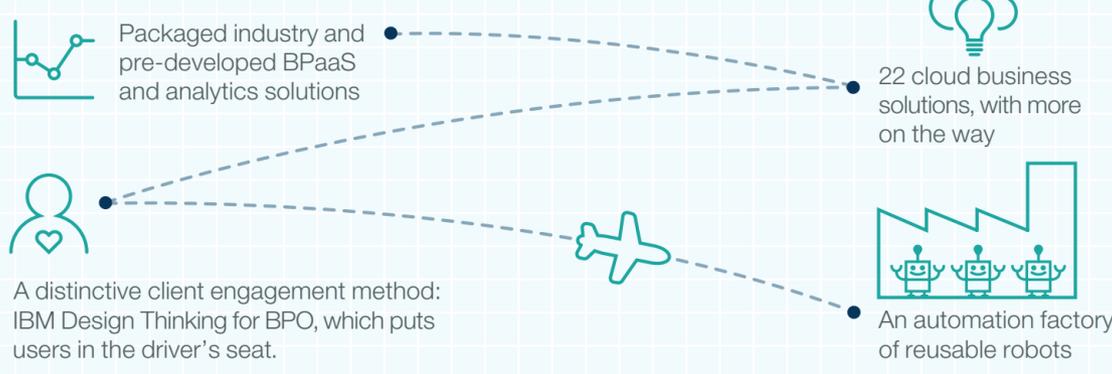
But a quagmire of **roadblocks** and tough-to-answer questions can hinder your progress.



IBM Business Process Services' three-part strategy helps clear the way. To enable speed of insights and solution value, we can:



To help get you to your destination faster, we also bring:

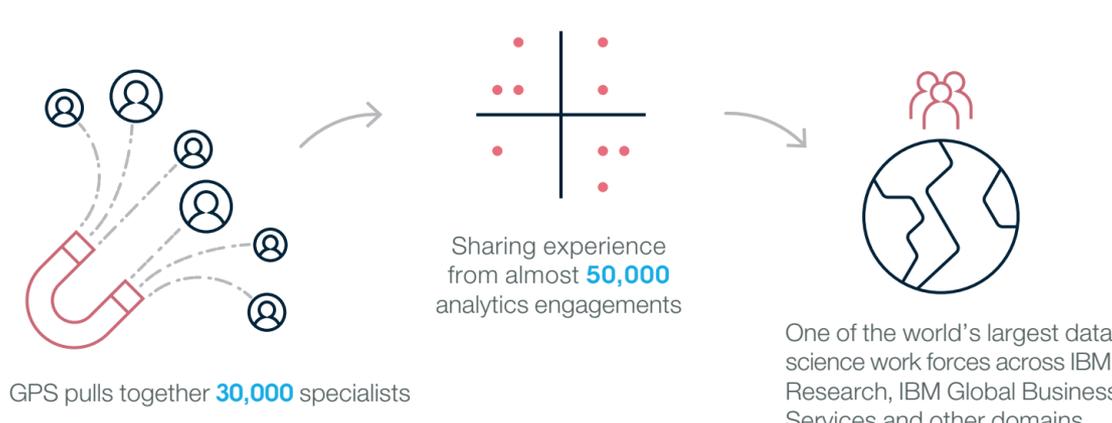


- Delightful, elegant user experiences
- More successful business outcomes
- Distinctive, next-generation shared services solutions

Easier, more flexible solution integration for faster time to value



The power of "one IBM" helps you create a long-term, flexible roadmap



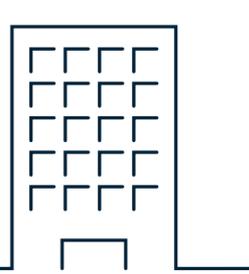
Cognitive and analytics powered by IBM Watson



Robust cloud capabilities with consistent, **open choices**

- Massive data processing ability, with reasoning and learning capabilities for new insights and solutions
- Nearly a **half a million** registered users in 2015

Let us help you **trailblaze the journey to becoming a cognitive business**



¹Press release: "IDC Reveals Worldside Big Data and Analytics Predictions for 2015," December, 2014: <http://www.idc.com/getdoc.jsp?containerId=prUS25329114>

