



*TOMORROW  
starts here.*

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C-Scape Program



# Making Fast IT Real for Customers

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Vice President, Enterprise and Public Sector  
Asia Pacific and Japan

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What Was Hot



<http://commons.wikimedia.org>

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What Is Hotter...Mercedes Benz F 015

“To be, or not to be...”

# DISRUPTED

*Hamlet*  
—William Shakespeare





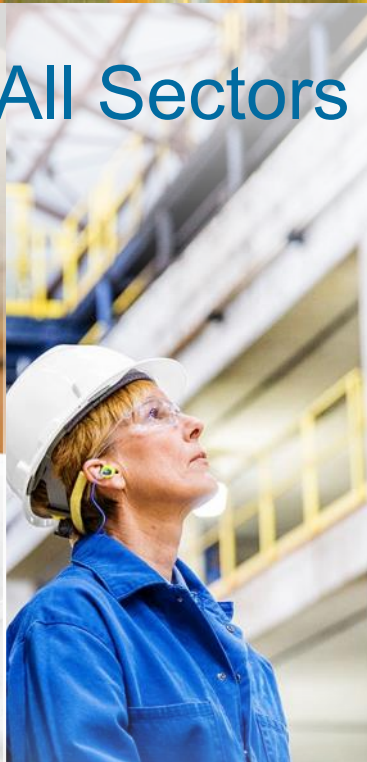
# Digitisation Disrupts All Sectors



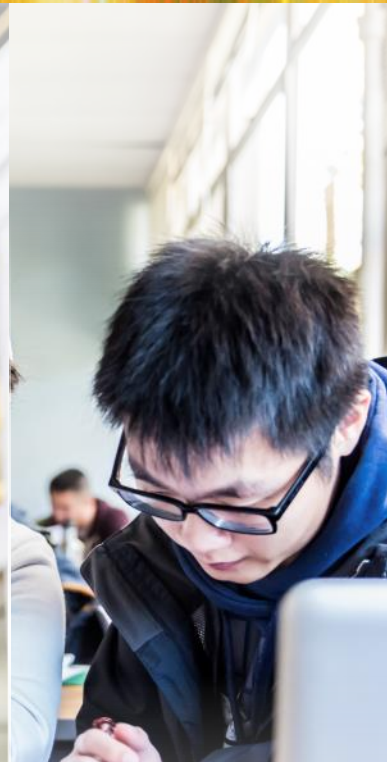
Government



Healthcare



Manufacturing

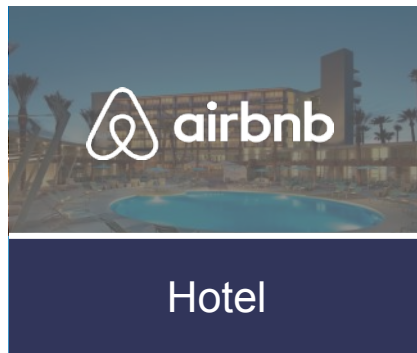
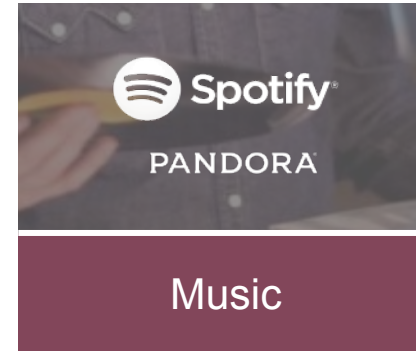
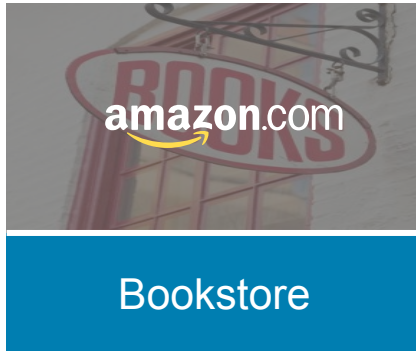


Education



Financial

# Reinventing Industries



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# Three Ideas for Customers in a Fast-Paced World



**Digitise**



**Simplify**



**New IT Models**

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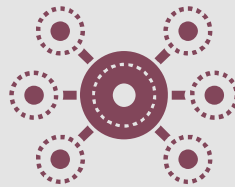
# Addressing Technology Challenges with Fast IT

**Simple**



**Lowers Cost  
and Complexity**

**Smart**



**Fuels Agility  
and Growth**

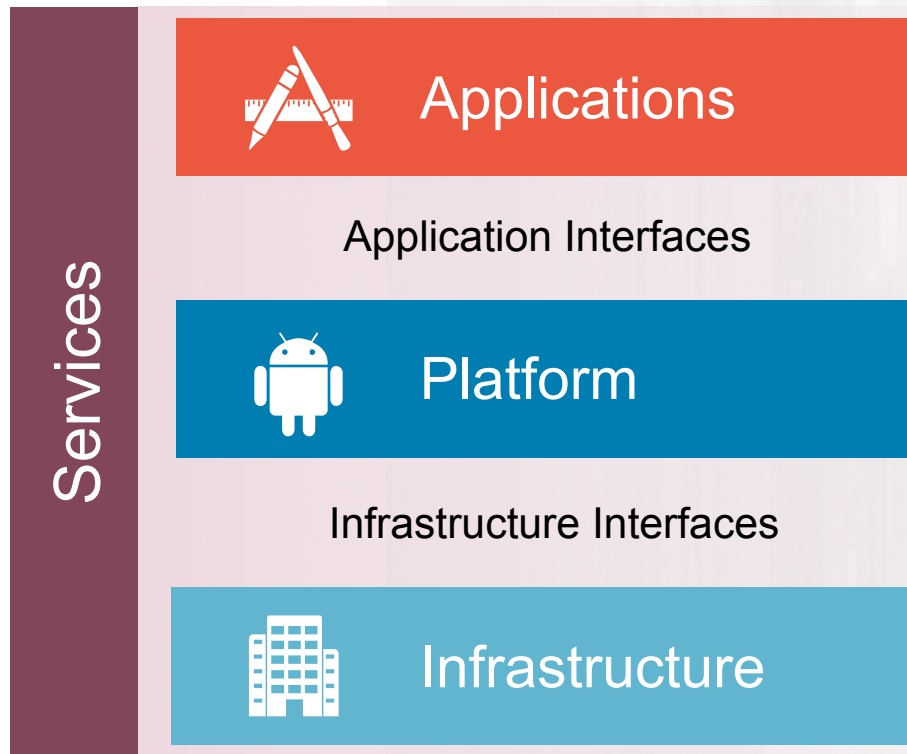
**Secure**



**Defends  
Dynamically**



# Fast IT





# Roadmap to Fast IT

.....

Create  
Programmability

Bridge Virtual  
and Physical

Simple

Automate and  
Orchestrate

Increase  
Visibility

Smart

Automate  
Threat Detection

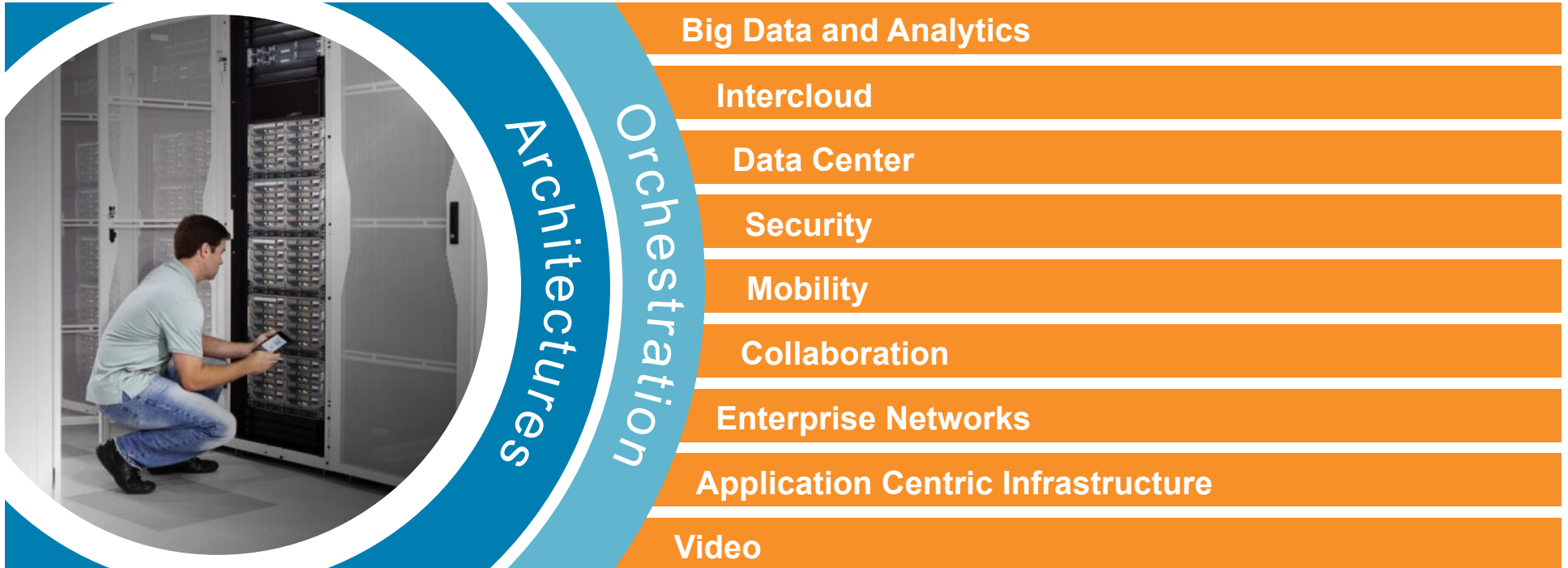
Build Application  
Centricity

Secure

.....



# FAST IT: Architectures Increase Speed-to-Solutions and Lower Cost



# Architectural Imperatives



**Policy**



**Hybrid  
Cloud**



**Fog**



**Collaboration**



**Security**



# Architectural Principles



**Innovation**



**Policy-Based  
Architecture**



**Open  
Standards**





















**Pervasive  
Security**



**Software**

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# How We Help Our Customers

Investing in Your Business	 B2C (Edu, Retail, HC, Hosp, S&E)	 Manufacturing	 Government	 Energy	 Financial Services
Solutions that Support Your Business	 Workforce Experience	 Customer Experience	 Business Operations Innovation	 IT Transformation	
Technology Transitions	 InterCloud	 Analytics	 Security	 New Network Architectures	Application-Centric Infrastructure
Enterprise Network Architectures	 Enterprise Networking	 Data Centre	 Security	 Collaboration	 Service Provider



# For Customers to Think About—Fast!



**Most important business outcomes?**



**Where can digitisation add the most value?**



**Are there synergies across lines of business in deploying IoE?**

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# Lead the Race— Transform Your Industry







Thank you.

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