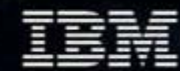


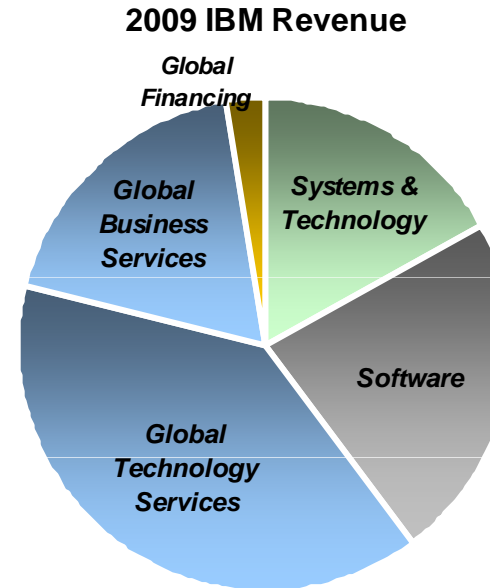
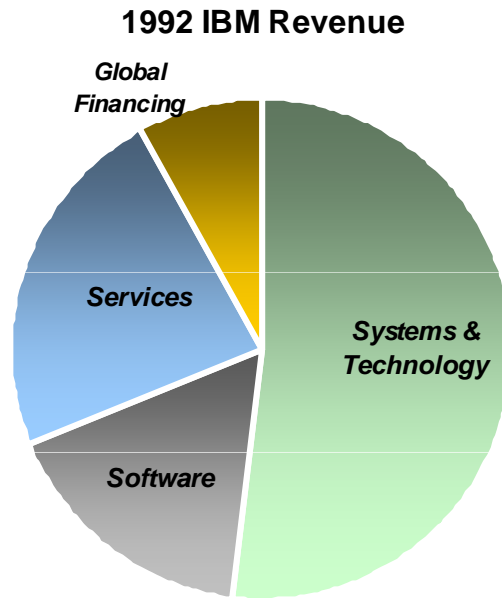
CAMBRIDGE SERVICE ALLIANCE AND IBM



John Granger
General Manager
Global Business Services
Northeast Europe



IBM's not what you think it is



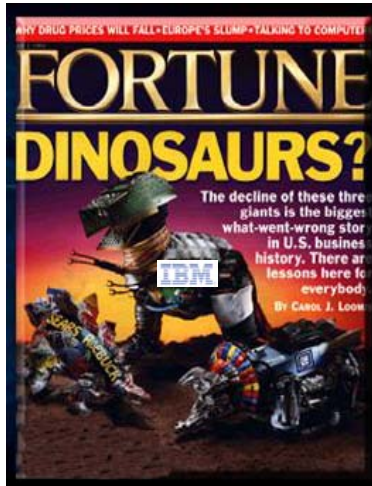
Systems & Technology - business solutions requiring advanced computing power and storage capabilities

Software - middleware software enables clients to integrate systems, processes and applications across a standard software platform.

Global Technology Services - IT infrastructure services and business process services, delivering business value through the company's global scale, standardisation and automation

Global Business Services - professional services and application outsourcing services, delivering business value and innovation to clients through solutions which leverage industry and business process expertise.

Recovery and transformation: An ongoing journey



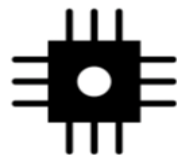
- Focus Areas**
- Shift to high-value solutions
 - Move to Values-based culture
 - Lowering centre of gravity for decision-making
 - Becoming premier globally integrated enterprise
 - Maintain focus and execute in a radically shifting market
 - Smarter Planet agenda



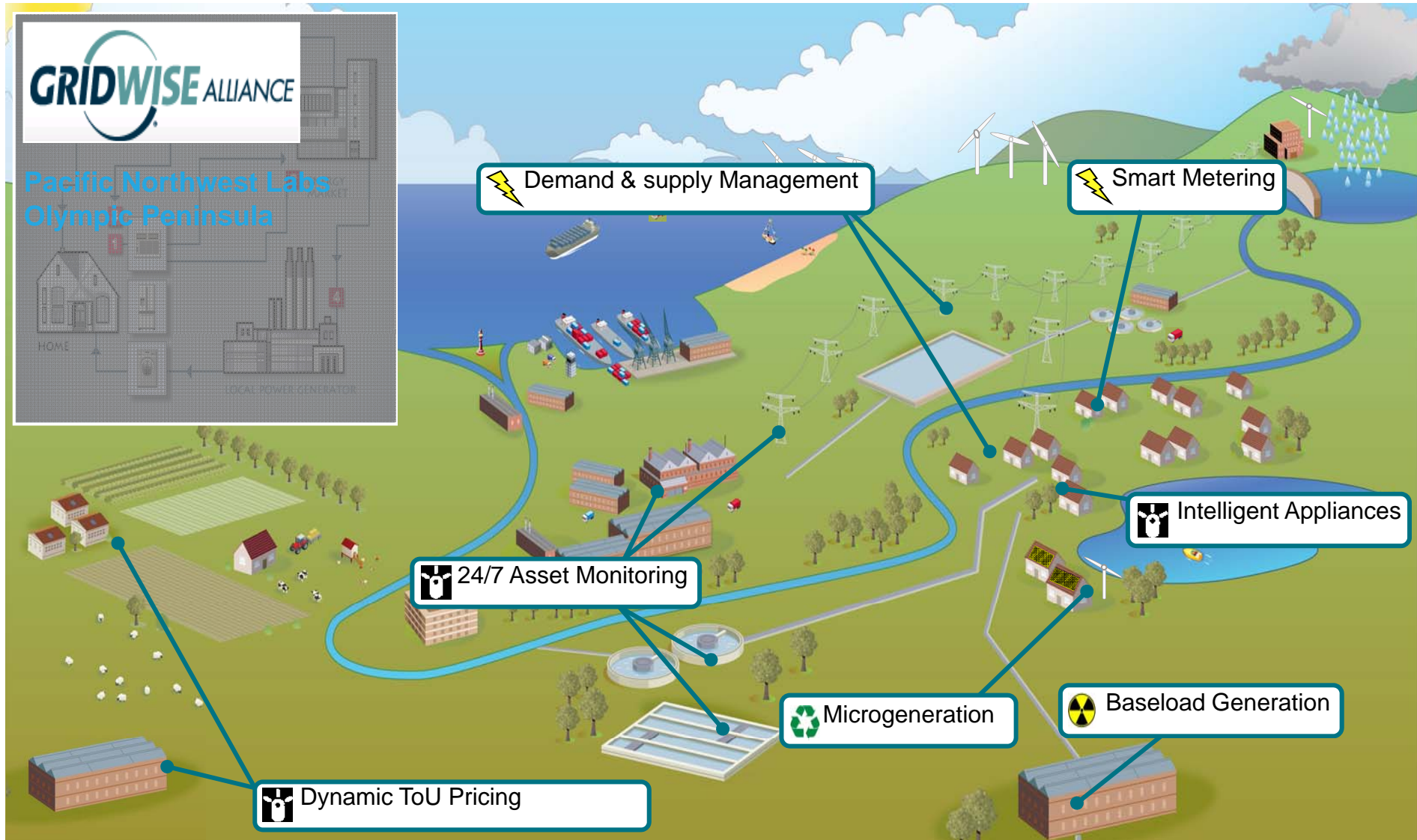
Smarter Planet: our solutions strategy



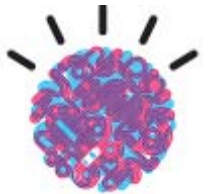
Smart is about organisations and societies becoming
instrumented, interconnected and intelligent.



IBM and our partners are developing intelligent solutions



The opportunity is unparalleled



Smarter traffic

Help cut traffic jams, reduce emissions, increase use of public transport.



Smarter power

Change energy consumption patterns, manage loads better, preserve our environment.



Smarter money

Build a safer, more transparent and intelligent financial system.



Smarter food

Improve the quality and reduce the cost and environmental impact of what we eat.



Safer citizens

Analyse crime patterns and CCTV and improve emergency response and border controls



Smarter cities

Address congestion, pollution, health, safety, sustainability, energy use and water management.



Smart shopping

Use intelligence to eliminate inefficiency and waste and better serve the empowered consumer



Smarter oil

As we move toward a renewable future, shape our hydrocarbon present to be more efficient, affordable and protective of the environment



Smarter water

Monitor, measure and analyze water ecosystems, and provide a single, reliable, up-to-the minute and actionable view of water use.



Smarter communications

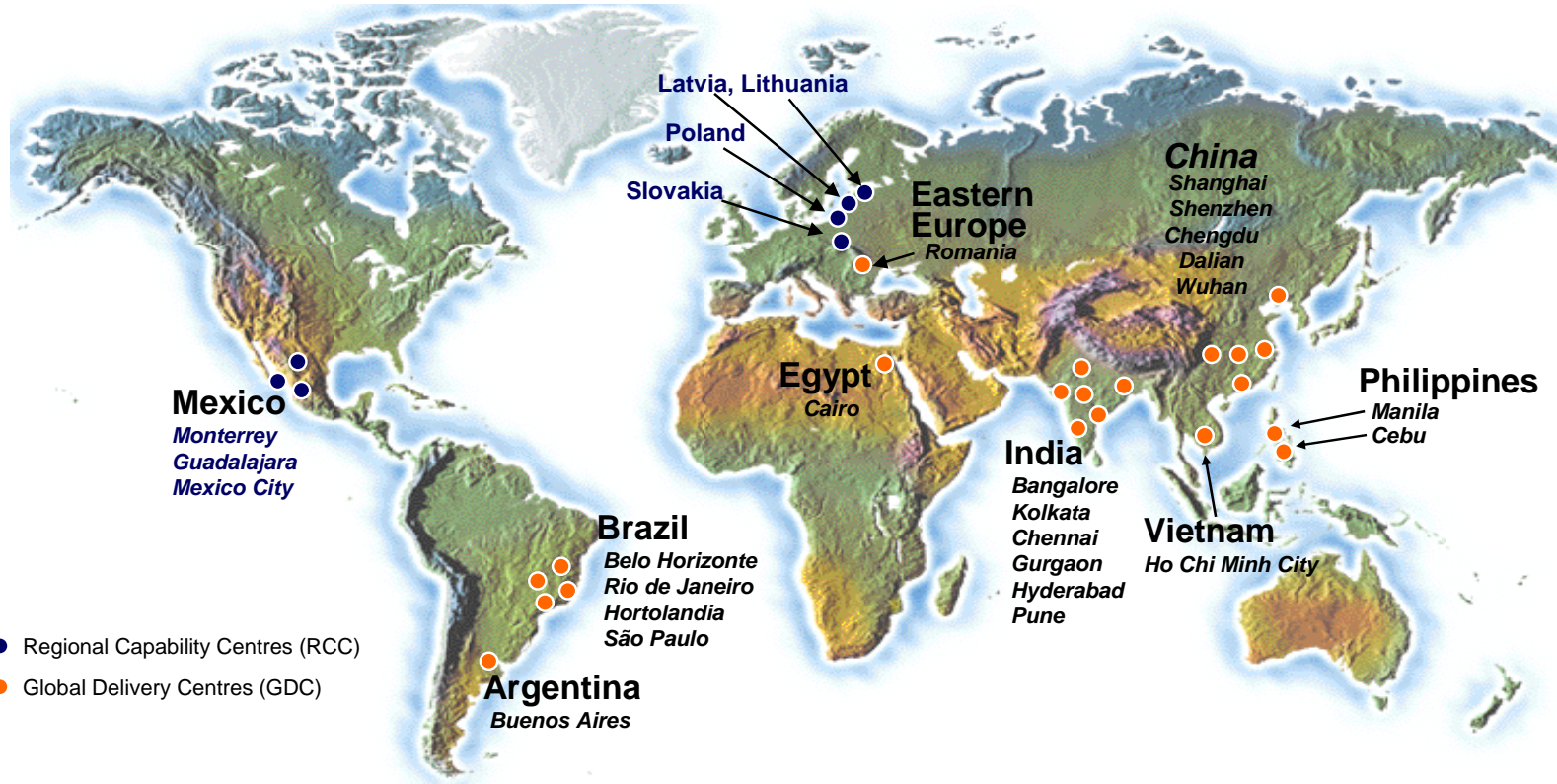
Build smart networks which can identify instrumented things and collect relevant data from them.



Smarter healthcare

Improve research, diagnosis and treatment of serious illnesses.

To deliver on our strategy IBM has fundamentally reorganised its offerings to become one of the world's leading services businesses



- *Global Delivery Centres are able to deliver services from multiple locations ensuring high quality and competitive rates for clients.*
- *Regional Capability Centres address cultural, language or time zone inhibitors.*
- *Our network of Centres provides clients with seamless global access to sales, solutioning and delivery skills and expertise*

- *GBSC – World class solutions development and innovation center.*
- *Standardised Common Process, Methods, and Tools usage across global regional, and competency centers.*
- *Leveraging our automation and optimisation techniques while expanding our network of Centres differentiates us from competitors and offers more value to clients.*

What does the future hold?



1,900 Chief Financial Officers
February 2010

Analytics to uncover correlations among seemingly unrelated pieces of information



1,500 Chief Executive Officers
May 2010

80% Anticipate significant change in the next 3 years. Complexity tops the agenda



2,500 Chief Information Officers
September 2009

83% Analytics top priority

IBM and the CSA: what we bring, what we want

What we expect:

- New service models, methods, approaches, measures
- Practical value in the market place
- Performance transformation



What Cambridge brings:

- World Class researchers
- Access to the very best minds
- Rigour in all we do



CAMBRIDGE
SERVICE ALLIANCE

What IBM brings:

- Global, multi-sector client base
- Transformation design and delivery experience
- Hunger for commercial exploitation



BAE SYSTEMS

What our partners bring:

- Pre-eminence in global combat and defence industries
- Heritage of innovation and technical excellence
- Experience in driving practical applications from ground breaking research

CAMBRIDGE SERVICE ALLIANCE AND IBM



***John Granger
General Manager
Global Business Services
Northeast Europe***