

IBM Watson



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# Multinational fostering the growth of the tech startups & the challenges of nowadays world

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IBM Europe

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**Market trends  
&  
challenges of nowadays world**

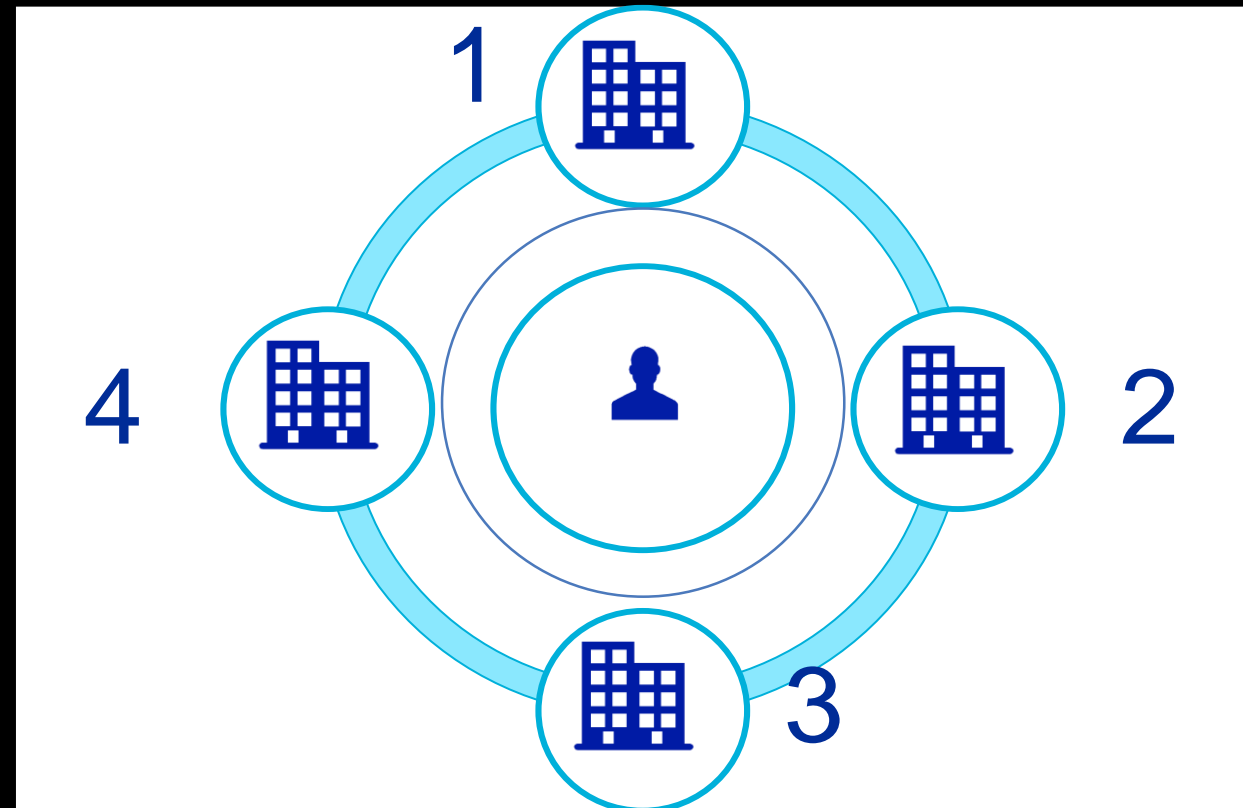


# 1. Everyone to Everyone (E2E) economy

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## 1. Orchestrated

*Ecosystem is collaborative and seamless*



**2. Contextual**  
*Experience is calibrated and relevant to actions and needs*

## 3. Symbiotic

*Everyone and everything is mutually interdependent*

## 4. Cognitive

*Characterized by self-supported learning and predictive capabilities*

A perspective view of a server room with rows of server racks on both sides. In the center of the aisle, a large, bright white cloud is superimposed over the scene, with light rays emanating from it. The floor is highly reflective, mirroring the racks and the cloud. The overall lighting is cool and blue-toned.

## 2. Hybrid Cloud



Public Cloud



Public Cloud



Dedicated Cloud



Private Cloud

**Hybrid Cloud**

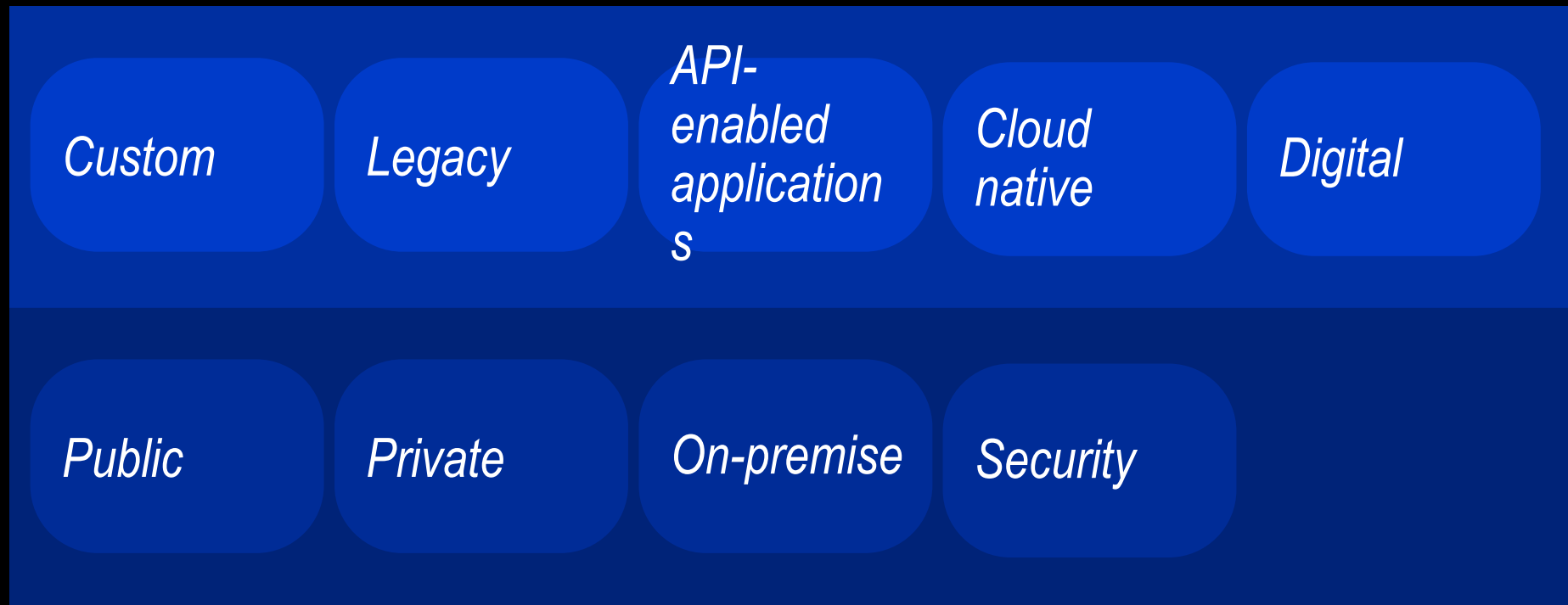




### **3. The cognitive enterprise**



# Artificial Intelligence infused in business processes



...using next-generation applications

...on a secure hybrid cloud infrastructure

# Artificial Intelligence infused in business processes

Artificial Intelligence

Blockchain

Automation

Internet of Things

5G

...made possible with exponential technologies

Licensed data

Proprietary data

Public data

...that are fueled by data

Custom

Legacy

API-enabled applications

Cloud native

Digital

...using next-generation applications

Public

Private

On-premise

Security

...on a secure hybrid cloud infrastructure

# Artificial Intelligence infused in business processes

*Decision processes*

*Front-office processes*

*Back-office processes*

...activated by cognitive-enabled enterprise workflows

*Artificial Intelligence*

*Blockchain*

*Automation*

*Internet of Things*

*5G*

...made possible with exponential technologies

...that are fueled by data

*Licensed data*

*Proprietary data*

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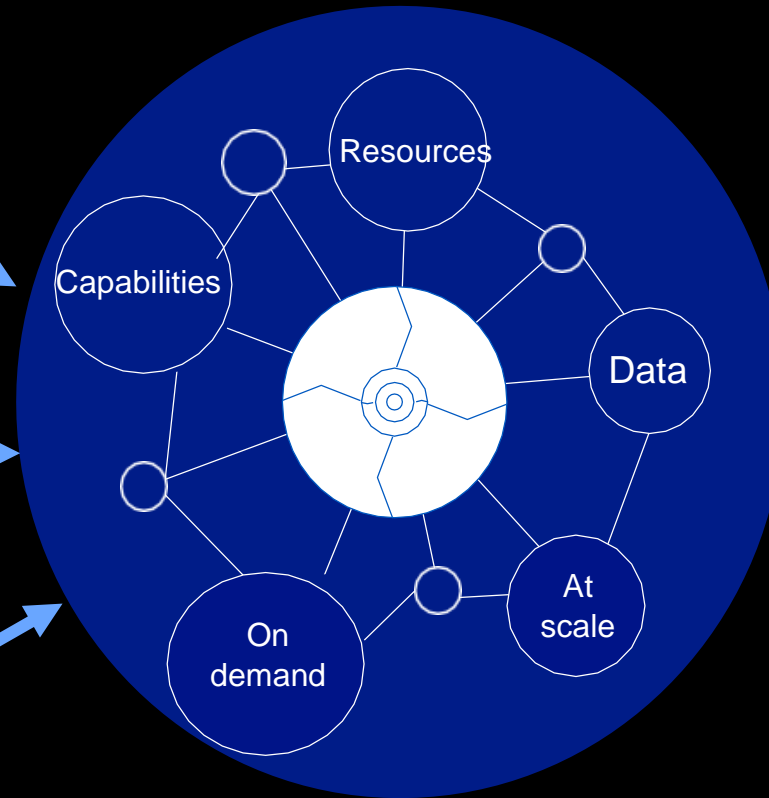
*Security*

# ... leading to Business/Industry platforms

**Everyone to Everyone Economy**

**Hybrid cloud**

**The cognitive enterprise**



**Business/Industry platforms**



**bank**

**TRADE+LENS**

# Orange bank platform and the ecosystem



## Orange Telecom

(22M customers)  
Majority owner

## Fully Digital

Mobile Bank targeting  
mainly young retail clients

**2017**

Launched

**700**

employees

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Digital Banking Platform  
(Front-End)



Performance  
Financial  
Management



Core Banking Platform  
(Back-End)



Customer Experience  
and Insights



Sales, Marketing  
CRM



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Orange Digital Ventures





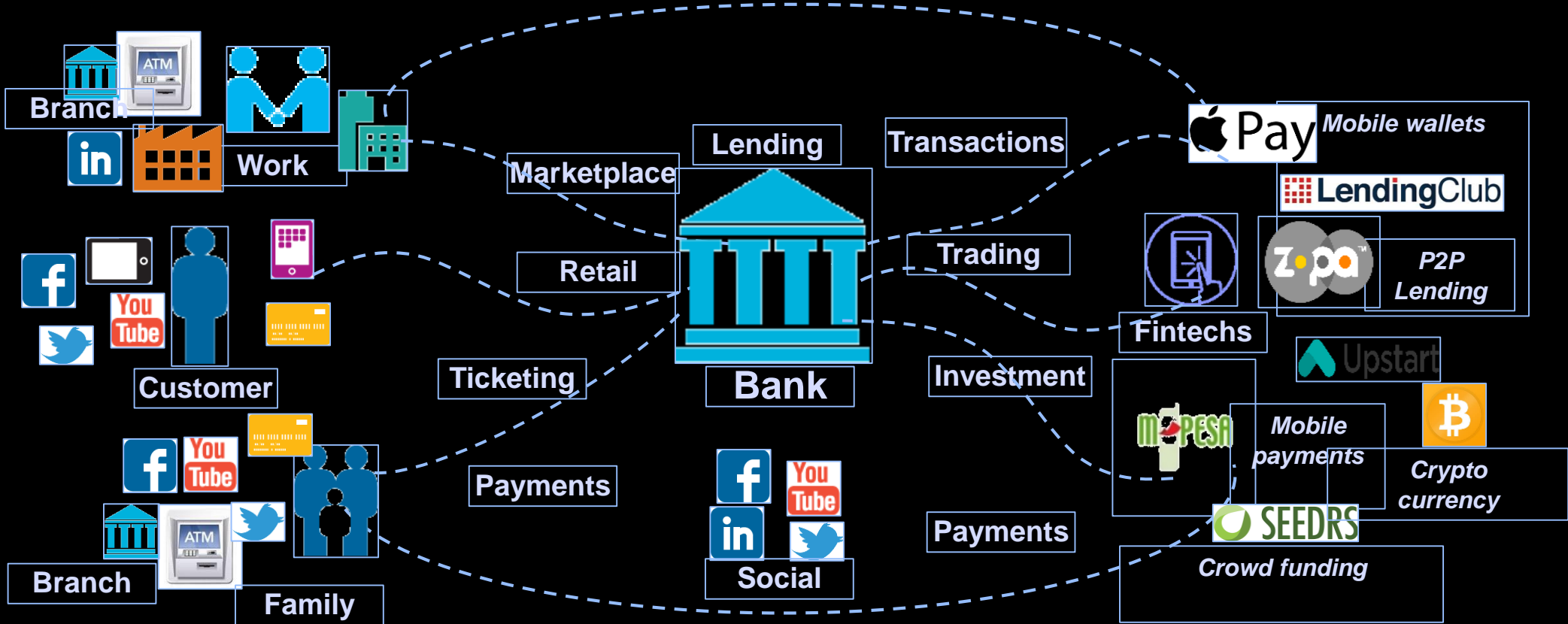
a startup, created in 2010, 200 employees, leader in digital onboarding for B2C financial services



# Adding value to the ecosystem through the banking platform ...

Customer ecosystem

Partner ecosystem

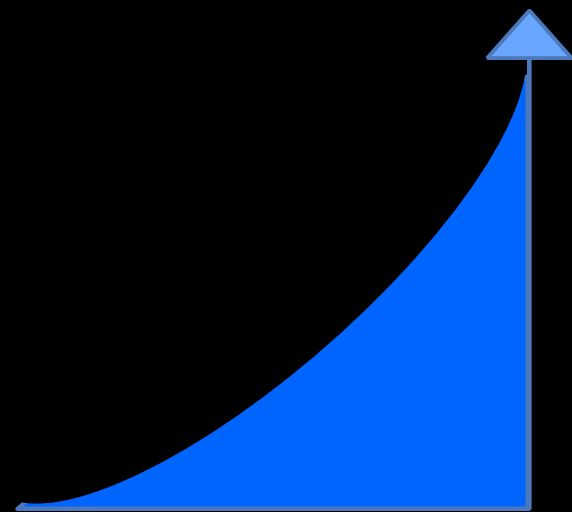


*Ecosystem around customers will be built to cater to a range of **customer needs** beyond merely traditional banking services*

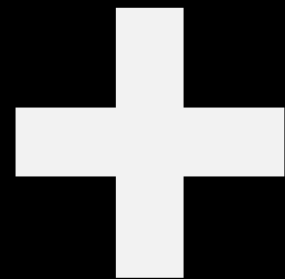
*An ecosystem of partners including fintechs will extend a **bank's range of capabilities** and scalability to its operations*

# ... in order to create competitive advantages

## Market drivers



- **Competition**
- **Regulation : *Basle 3, PSD2, GDPR***
- **Market trends**
- **Trust & Compliance**



## Technological forces



Artificial Intelligence



Blockchain



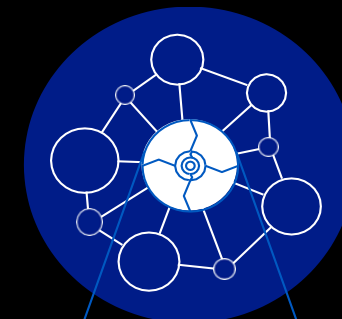
Robotics & Automation



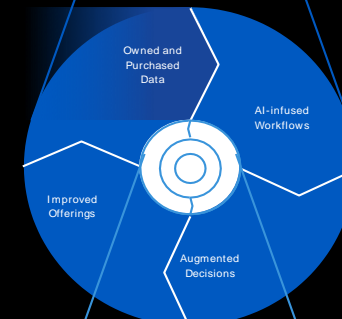
Cloud & Security



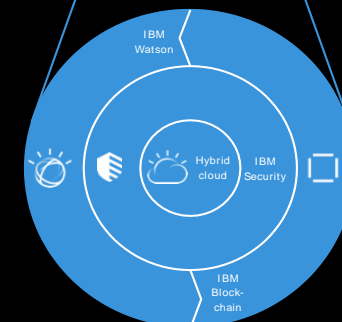
## New business models



Business/Industry Platform



Workflow Platform



Technology Platform

# Announced on November 6<sup>th</sup> 2019: the first financial service-ready public cloud platform

IBM Developing World's First Financial Services-Ready Public Cloud; Bank of America Joins as First Collaborator

New platform designed to help address specific requirements of financial services institutions for regulatory compliance, security and resiliency

<https://www.bloomberg.com/press-releases/2019-11-06/ibm-developing-world-s-first-financial-services-ready-public-cloud-bank-of-america-joins-as-first-collaborator>

*“The project draws upon technology and financial services industry experience earned through IBM's relationships with 47 of the Fortune 50 companies and the 10 largest financial institutions in the world.” Reuters*

# TRADE+LENS

<https://www.tradelens.com/>



# TRADE+LENS

An open and neutral supply chain platform  
underpinned by blockchain technology .

- For the industry,  
supported by IBM &  
Maersk

- Neutral platform,  
available to all &  
connecting the  
ecosystem

- Driving true  
information sharing

- Spurring innovation

- Open standards,  
Open documentation  
& APIs

- Interoperability at the  
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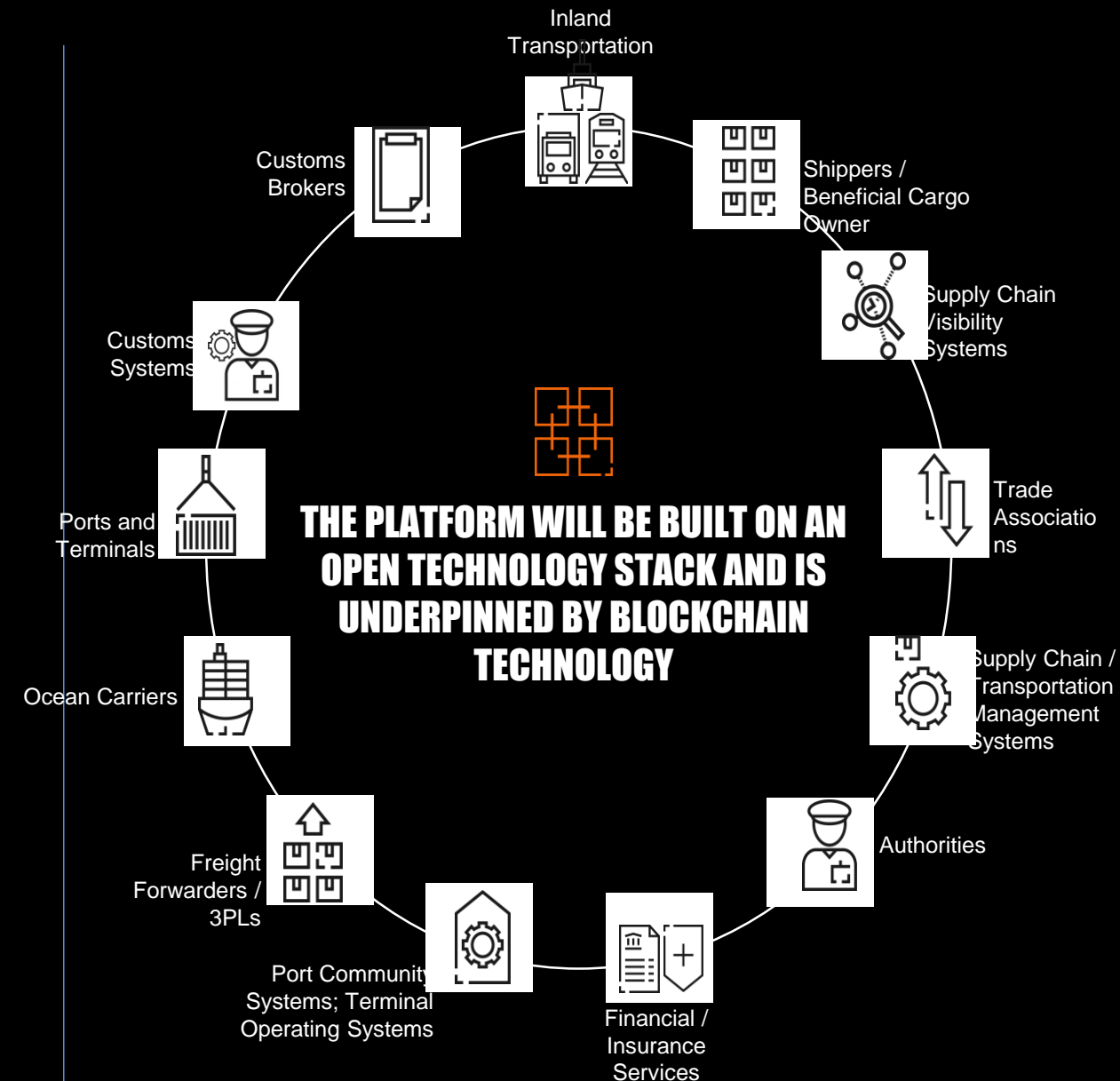
- Fosters collaboration  
and trust :  
transactions secure,  
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# TRADE+LENS An open and neutral supply chain platform

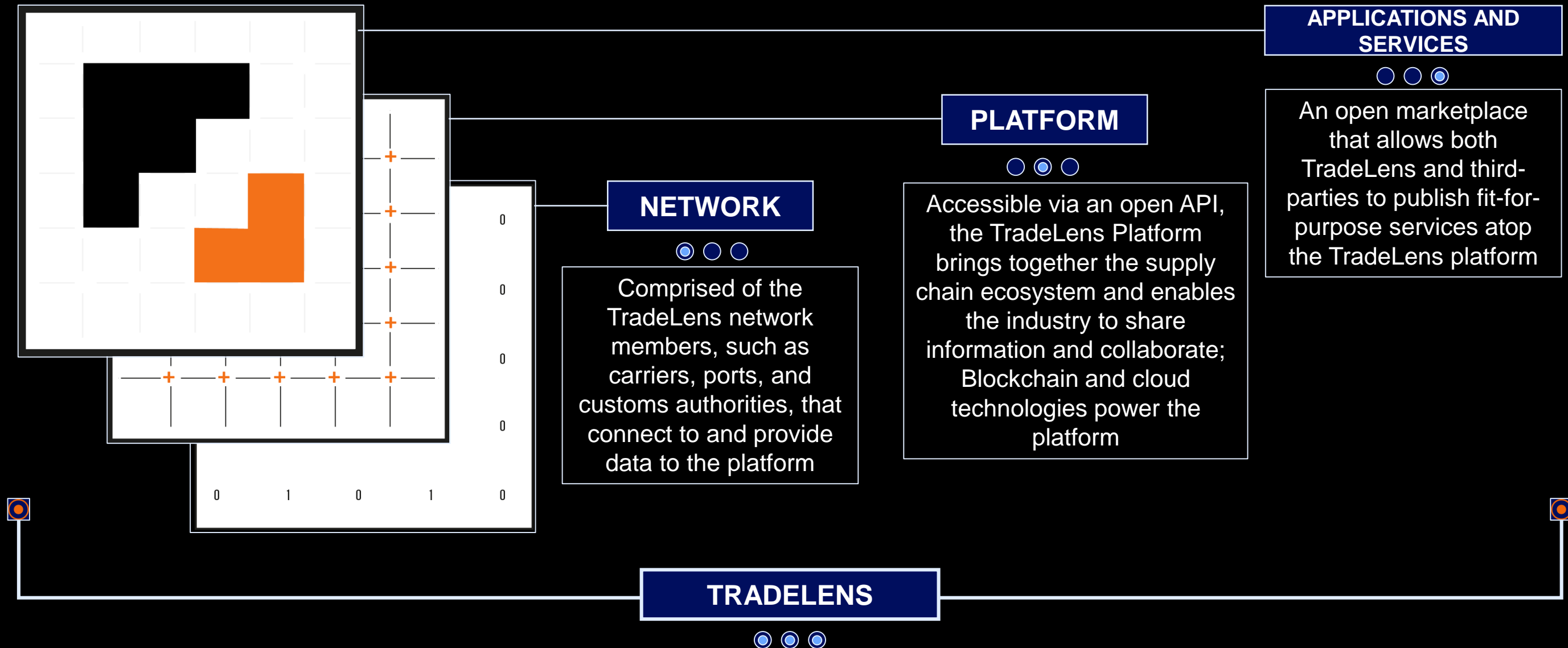
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- For the industry, supported by IBM & Maersk
- Neutral platform, available to all & connecting the ecosystem
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# TRADELENS SOLUTIONS LANDSCAPE

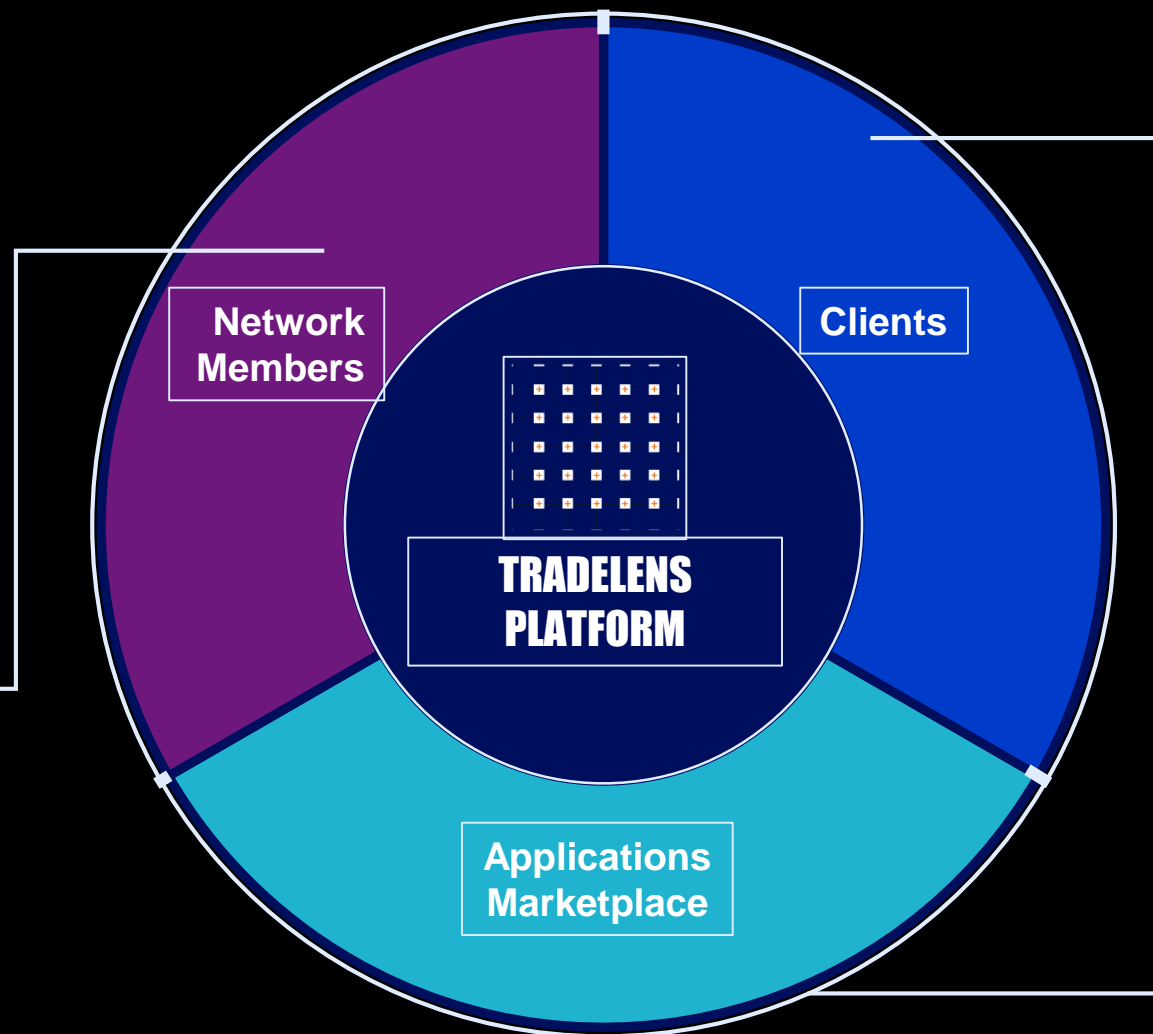




# TRADELENS ecosystem

## Provide and gain access to end-to-end supply chain information

- Ocean carriers
- Ports and terminals
- Government authorities
- Inland transportation
- 3rd party data providers



## Primary consumers and beneficiaries of the platform

- Shippers (BCOs, retailers, manufacturers, etc.)
- Freight forwarders, customs brokers, 3PL
- Network Members
- Financial institutions

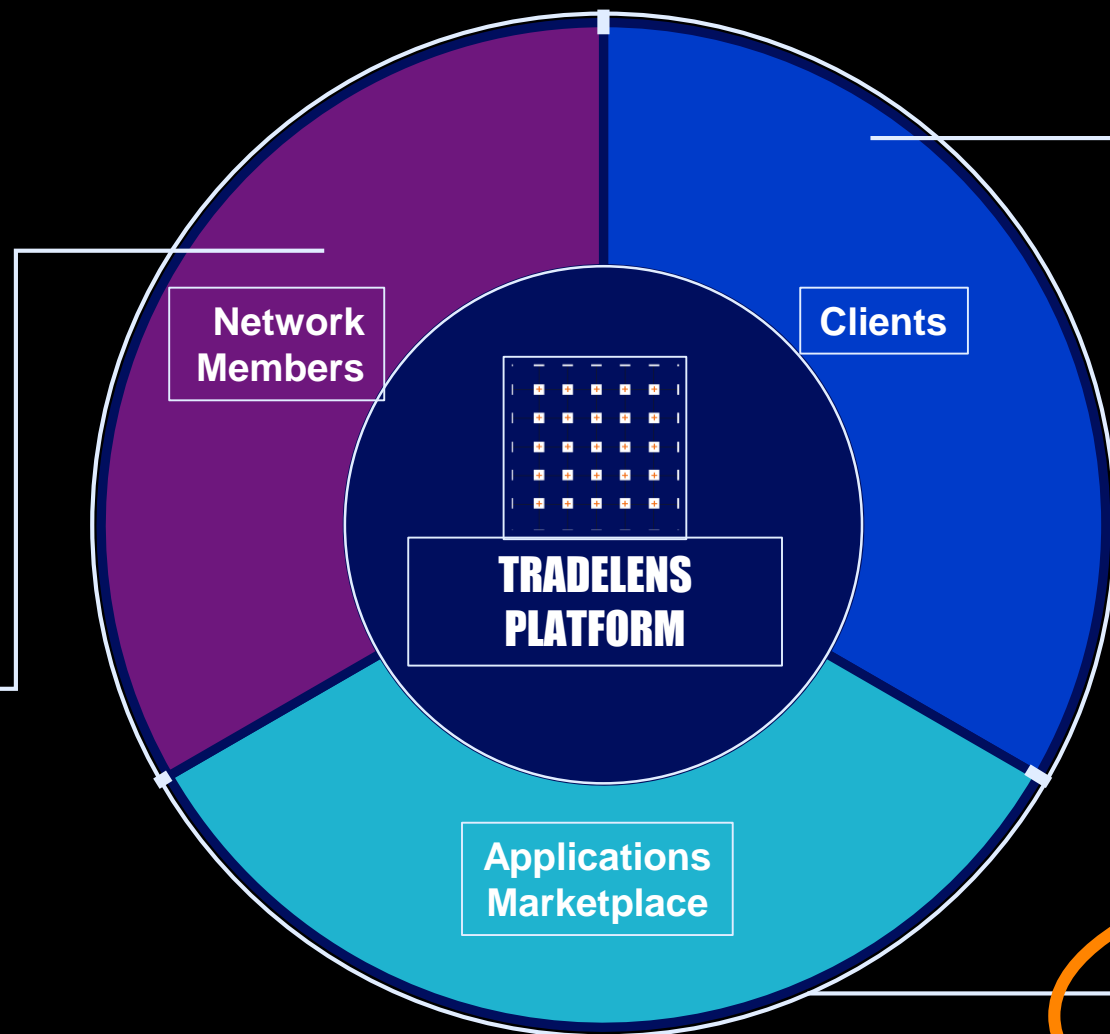
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- TradeLens offerings
- Offerings from third party ISVs
- Offerings from Network Members and Clients

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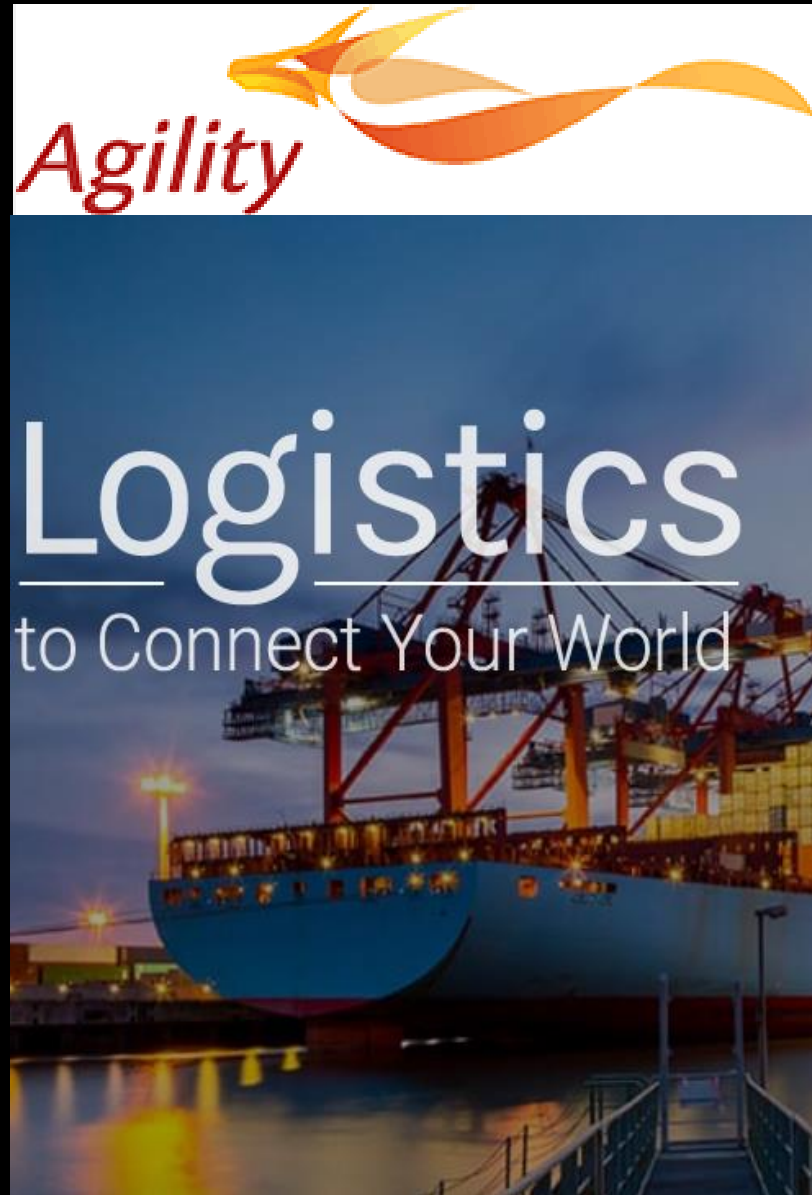
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# TRADE+LENS ecosystem



**AGILITY** started as a local warehousing provider in **Kuwait** and grew to become the largest logistics company in the Middle East. It acquired more than 40 logistics brands around the world.

**26 000 employees**

**100 countries**

**Agility Ventures**

Growing Tomorrow's  
Great Ideas, Future of  
Logistics

<https://www.agility.com/en/homepage/>

# IBM Programs for startups and Business Partners

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<https://developer.ibm.com/startups/>

## Build bigger. Sell smarter.

Partner with IBM to accelerate your ambitions and boost your bottom line.

# Chess versus GO





THANK  
YOU

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