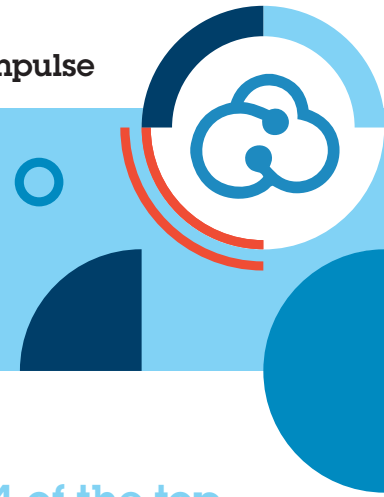


TOP 10 reasons to attend IBM Pulse 2014

The Premier Cloud Conference



1. Nine out of 10 global CEOs view the cloud as critical to their business plans.¹



2. IBM Cloud supports 24 of the top 25 Fortune 500 companies and holds **1,400** cloud-related patents.²

3. IBM has 37,000 dedicated cloud experts with deep industry knowledge.³



4. A recent IBM study found that organizations with high cloud adoption report almost double the revenue growth than their peers.⁴

5. Nearly half of large enterprises will have cloud deployments by 2017 and **over half of Global 1000 Companies** will have customer-sensitive data in the public cloud.⁵



6. 85% of new software this year will be built for cloud delivery.⁵

7. 1 million+ enterprise applications users work with IBM Smart Cloud SaaS.⁶



8. Since 2007 IBM has spent \$4 billion+ on cloud-based software and services acquisitions.⁸

9. Since being acquired by IBM, SoftLayer added 1,000 new cloud customers to its **existing 20,000 customers**, including Tumblr, Yelp & Twitpic.⁹



10. 9,000+ C-Level Leaders, Line of Business & IT Leaders, Software Developers, IT Practitioners, Architects, IBM Technical Experts and Business Partners from around the world will attend Pulse to reinvent their business with IBM Cloud!¹⁰

Make Bold Moves Join us at Pulse 2014 to explore the latest developments in cloud, security and asset management that can help you drive bold innovations. **Register at ibm.com/pulse**

¹IBM: <http://www.ibm.com/smarterplanet/us/en/security/overview/cloud/index.html> ²IBM: <http://www.ibm.com/cloud-computing/us/en/why-cloud.html>

³IBM press release: <http://www-03.ibm.com/press/us/en/pressrelease/42268.wss>, Oct 2013 ⁴IBM survey, "Under Cloud Cover: How leaders are accelerating competitive differentiation," Oct 2013

⁵IDC Directions, "IT Cloud Services at the Crossroads: How IaaS/PaaS/SaaS Business Models are Evolving," March 2013 ⁶IBM: <http://www.ibm.com/cloud-computing/us/en/enterprise-saas.html>

⁷Gartner study, "Private Cloud Matures, Hybrid Cloud is Next," Oct 2013; "Gartner's Top Predictions for IT Organizations and Users, 2012 and Beyond: Control Slips Away," Dec 2011

⁸NYT, "IBM Buys SoftLayer, a Cloud Computing Firm," June 2013 ⁹All Things D, "Seven Questions for Lance Crosby, CEO of SoftLayer, IBM's New Cloud Company," Nov 2013 ¹⁰IBM Pulse