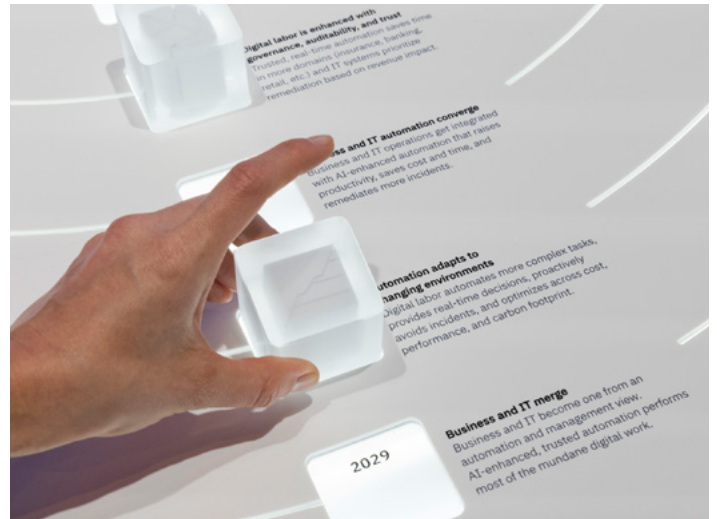


# IBM Technology Atlas client value



## Relevance for Our Clients and Partners

The IBM Technology Atlas lays out for our clients and partners IBM's objectives in six key technologies so they can consider how to best position themselves to capture business value from emerging innovations. To help our clients and partners most effectively derive value, we have assembled a task force of top talent from across IBM's core Technology and Consulting organizations to drive strategic co-creation exercises with clients, guiding them in building their own, unique roadmap. Each engagement will begin by outlining the client's current technology environment, then map toward the client's short- and long-term business imperatives.

## What Happens in a Technology Atlas Co-Creation Session?

During these co-creation sessions, we:

- **Share** IBM's deep understanding of technology and map the client's business imperatives to achieve the desired outcomes.
- **Bolster** our client's technology strategies by exploring alignments with service, product, and technology directions laid out by both IBM and the client's preferred partners.
- **Design** the short- and long-term narratives for the client's strategic internal and external success.

Our clients extract value by:

- Gaining a deeper understanding of strategic technologies and the types of investments and experiences an organization must undertake to accomplish their business goals.
- Capturing ideas and coming to agreement on ways to exploit these advancements in technology through co-creation with IBM and their partners.
- Defining mutually agreed upon use cases for adoption of new capabilities.

Our clients answer these essential strategic questions:

- What key strategic goals are achievable through the adoption of new technology?
- What projects must we undertake to extract value from this new technology?
- How can technology further deliver value to our audience?

## Relevance for Our Clients and Partners

For more detailed information on IBM's plans and projections, you can visit [IBM Technology Atlas](#). Interested in an IBM Technology Atlas Co-Creation Session for your business? Schedule a visit to an [IBM Innovation Studio](#) in one of our 19 global locations.