



**IT'S THE END
OF THE
WORLD**

RATED

H

WARNING

**THE FOLLOWING PRESENTATION IS
MY OWN POV AND NOT THAT OF IBM**

VIEWER DISCRETION IS STRONGLY ADVISED



Describe yourself
in three words

ONCE
UPON
A
TIME

People had real
wants
needs
desires

And every day

...

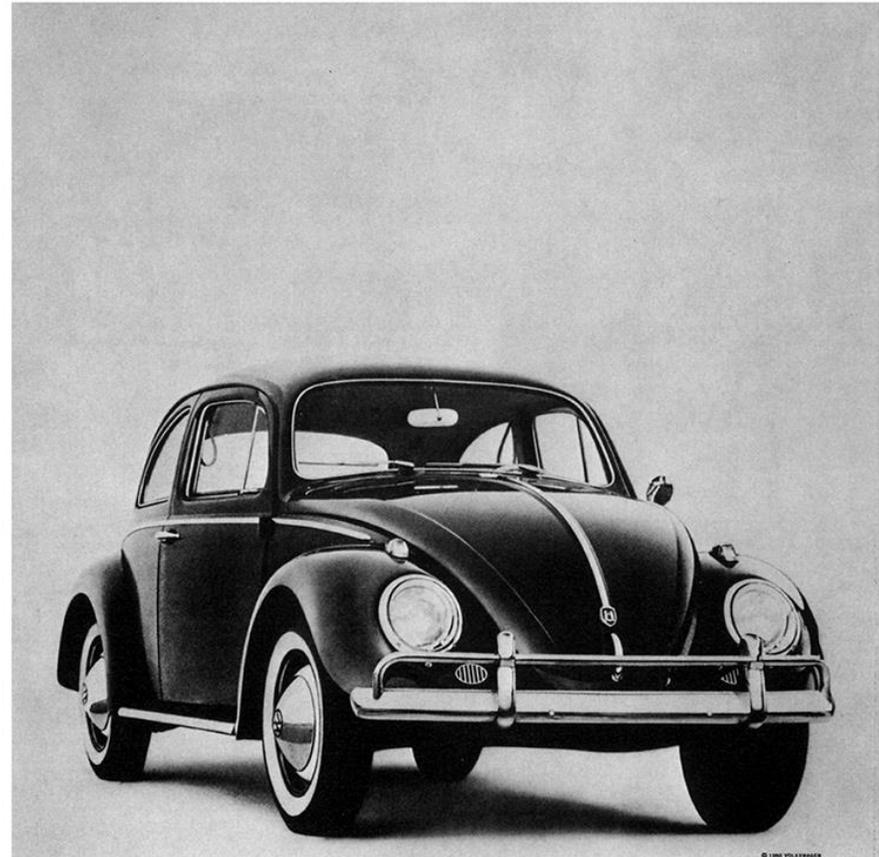
CONTINUOUS QUALITY
IS QUALITY YOU TRUST



*Ask for it either way . . . both
trade-marks mean the same thing.*

5¢

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Lemon.

This Volkswagen missed the boat.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 13,000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

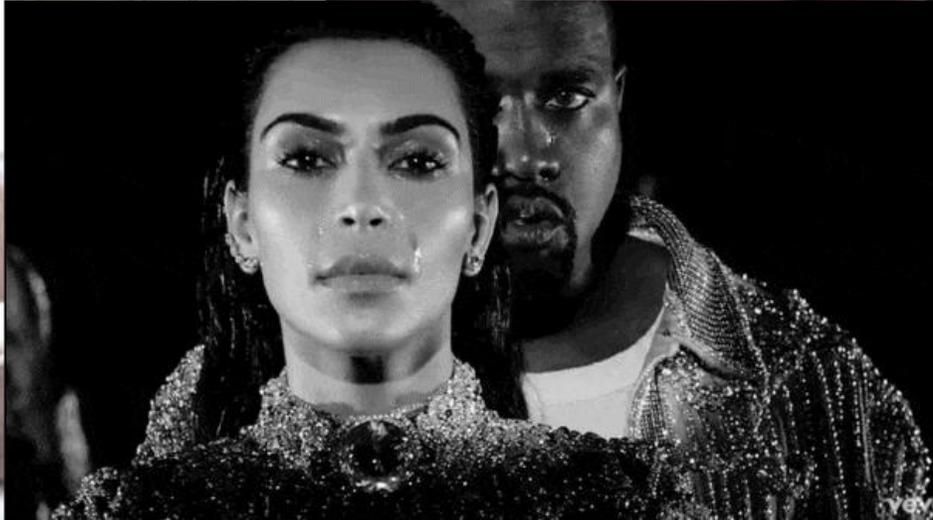
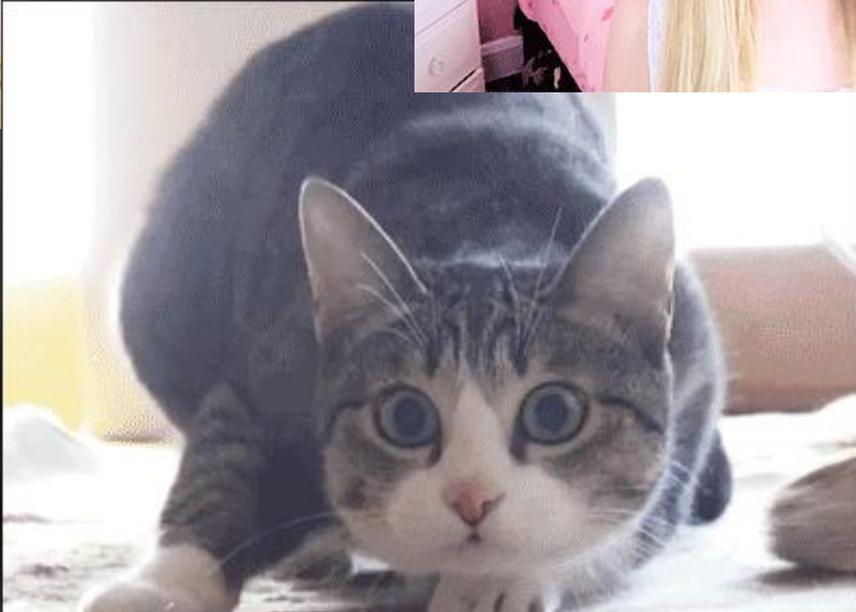
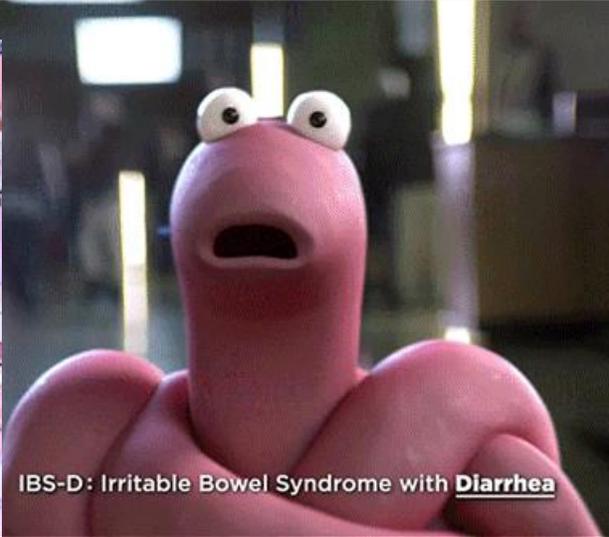
This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.)

We pluck the lemons; you get the plums.



Until one day

...



And People became
empowered to do
something about it.



It feels like the end

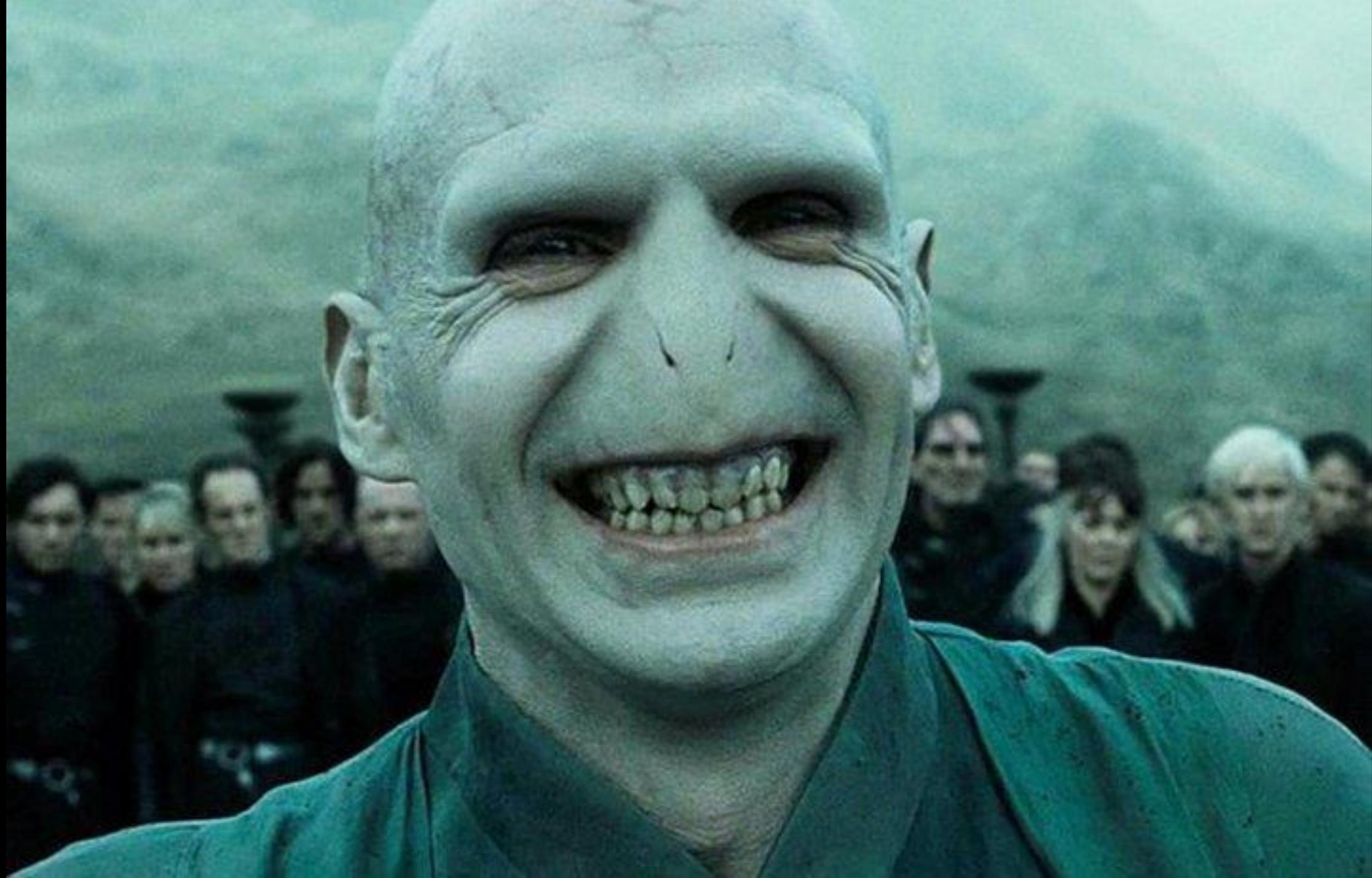




A man with reddish-brown hair, wearing a brown plaid suit jacket, a white shirt, and a dark tie, is shown in a close-up shot. He has a wide-eyed, intense expression and is shouting with his mouth open. He is holding a single mushroom in his hands, which are clenched into fists. The background is blurred, suggesting a crowd of people.

**We never learn,
we just follow
the numbers
and kill it.**

We let “advertising”
be turned into
a dirty word.



Episode IV
A NEW HOPE

*It's not the end. It's the
beginning of our hero's journey.*



It's possible.
It's important.
The world
needs us.

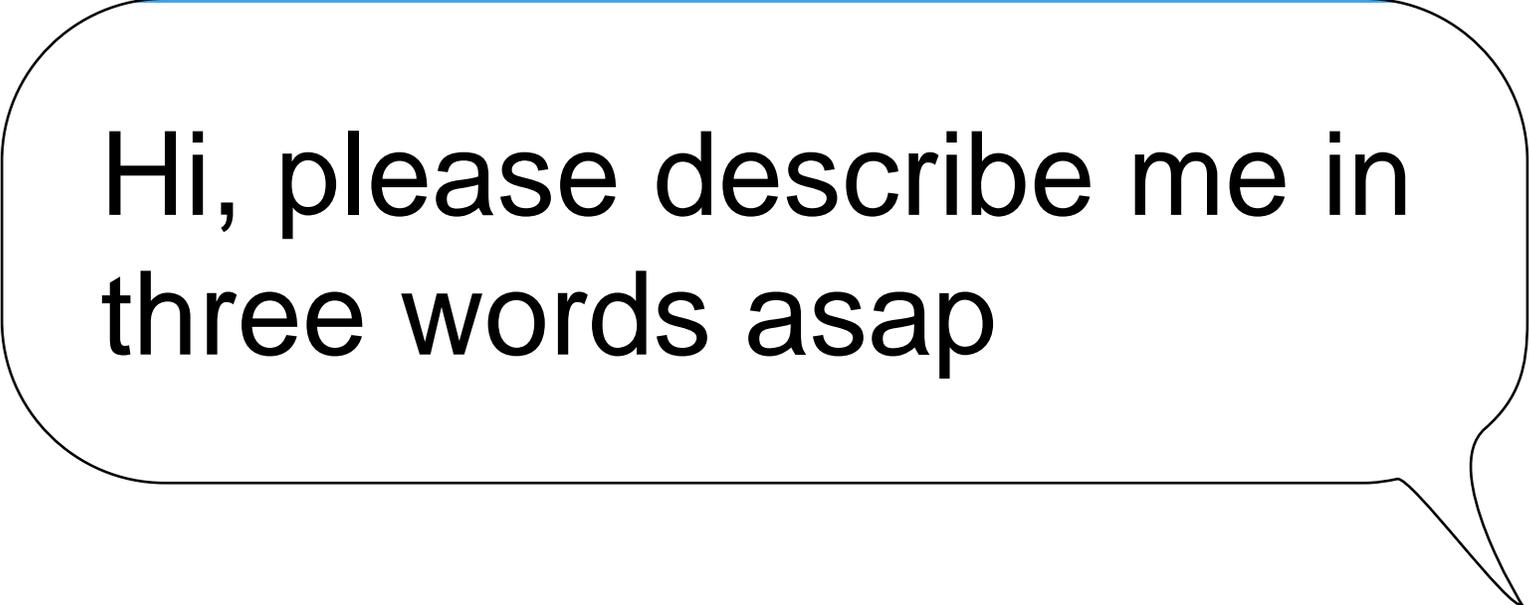


Worked for us because
we put **Trust** and
Customers at the center.

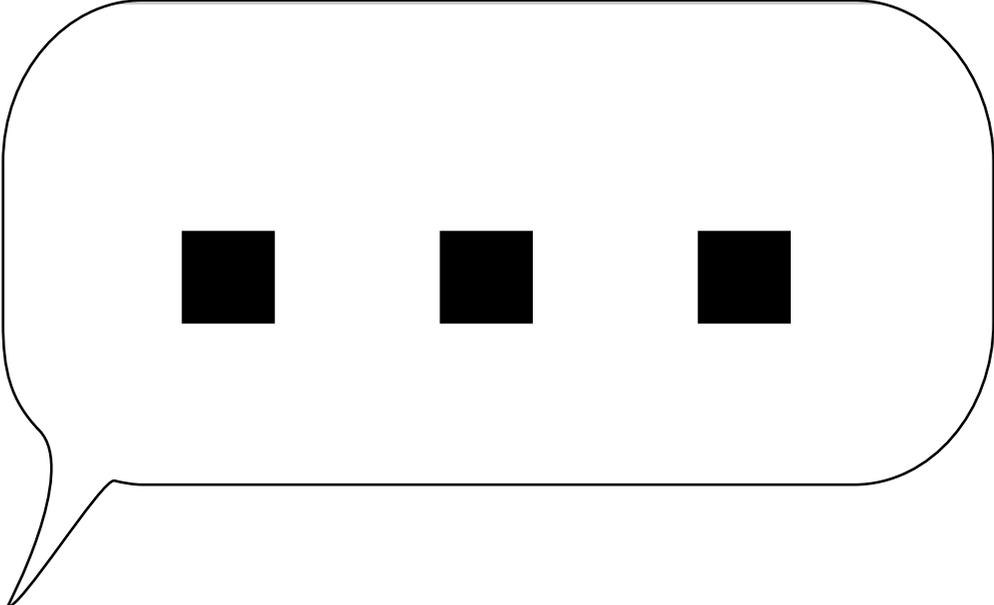


**5 things we
need to do now.**

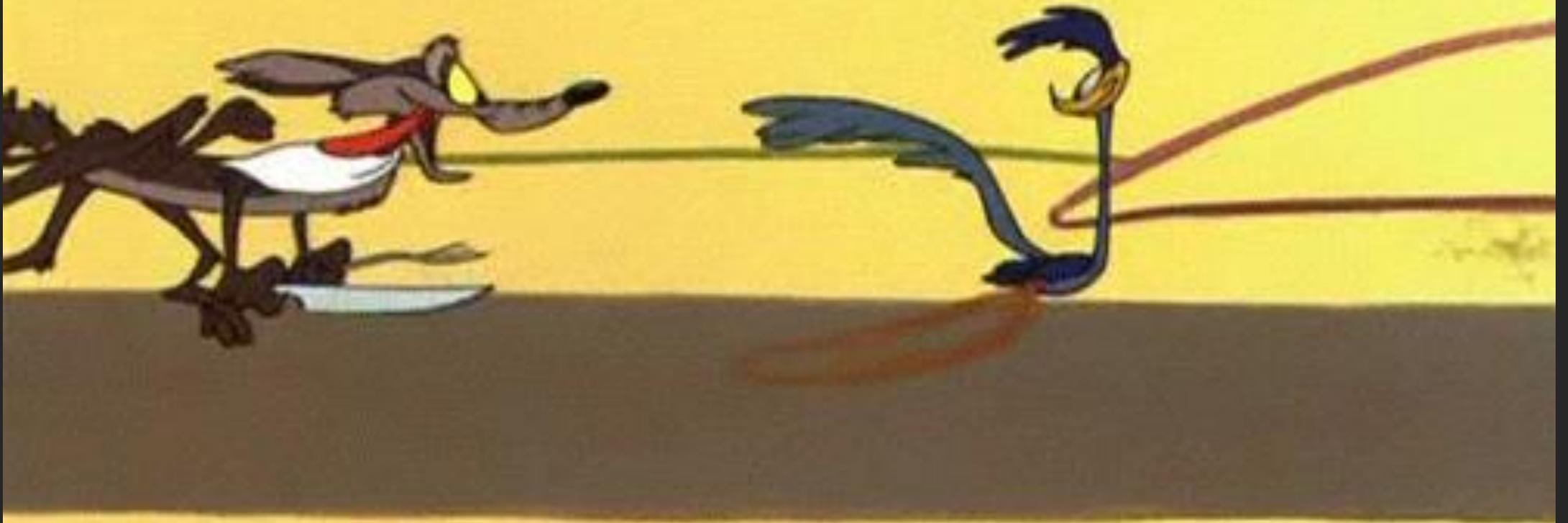
5

A black-outlined speech bubble with rounded corners and a tail pointing to the right. Inside the bubble, the text "Hi, please describe me in three words asap" is written in a bold, black, sans-serif font.

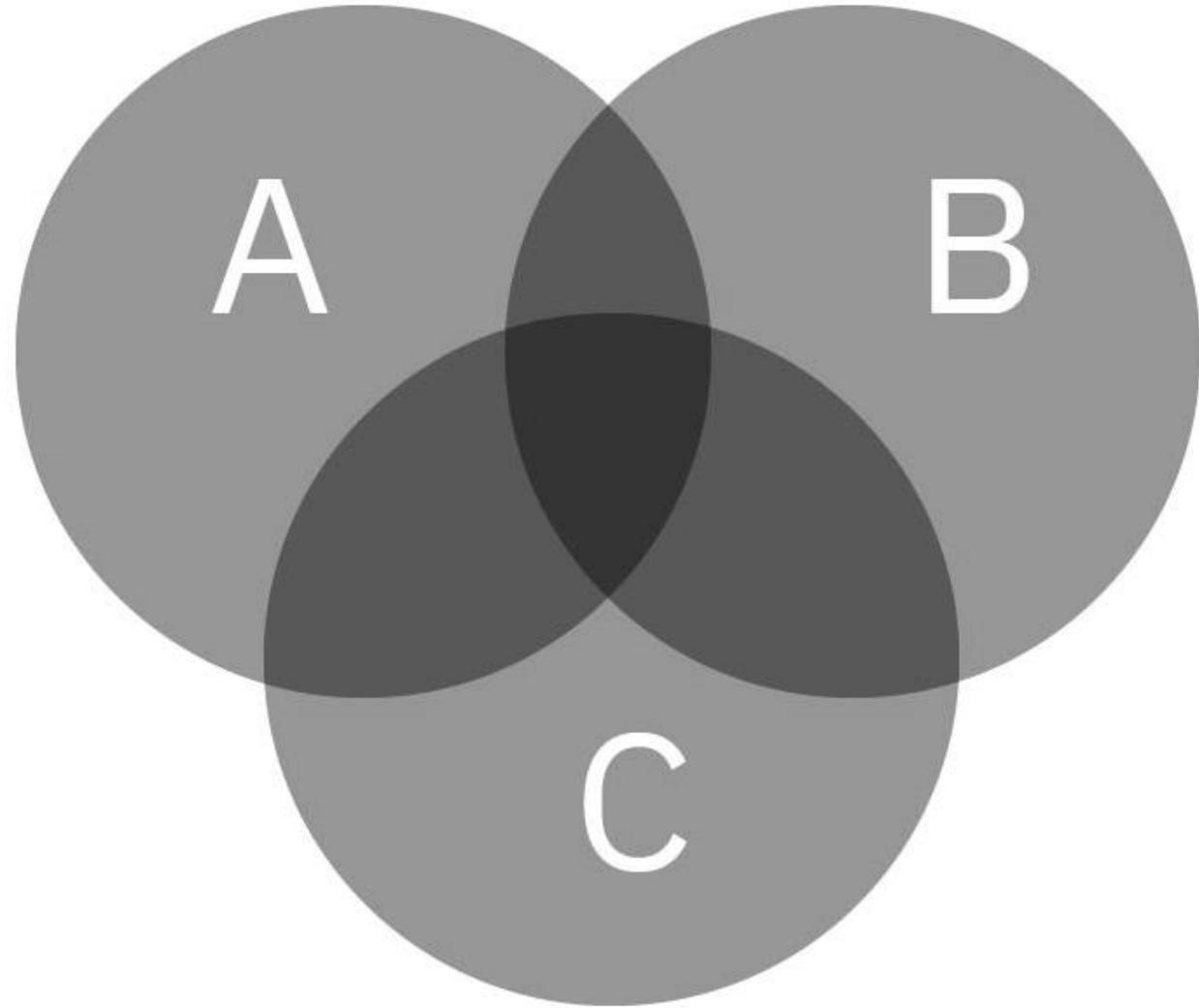
Hi, please describe me in
three words asap



We need to stop
chasing audiences
($R \times F$).



Be client-centric,
they will run to us
as a trusted source.





A black-outlined speech bubble with rounded corners and a tail pointing towards the bottom right. Inside the bubble, the text "Do these 3 things match?" is written in a bold, black, sans-serif font.

Do these 3 things match?

4

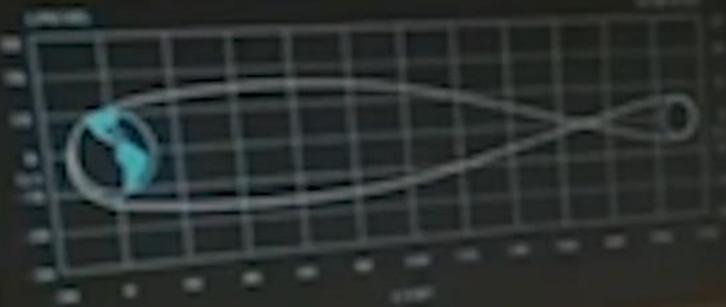
People will block us, unless
the value prop changes.

Think like a startup.

Be a trusted guide throughout.



EARTH MOON TRANSIT



TIME	LOCATION	STATUS
10:00	CONTROL ROOM	ACTIVE
10:05	CONTROL ROOM	ACTIVE
10:10	CONTROL ROOM	ACTIVE
10:15	CONTROL ROOM	ACTIVE
10:20	CONTROL ROOM	ACTIVE
10:25	CONTROL ROOM	ACTIVE
10:30	CONTROL ROOM	ACTIVE
10:35	CONTROL ROOM	ACTIVE
10:40	CONTROL ROOM	ACTIVE
10:45	CONTROL ROOM	ACTIVE
10:50	CONTROL ROOM	ACTIVE
10:55	CONTROL ROOM	ACTIVE
11:00	CONTROL ROOM	ACTIVE



AaaS?

3

Rely less on
flights and big bangs.

The Panel.

Who here loves board games? Panel.

Half the room has 5 minutes to draw.

Other half has just 2 minutes.

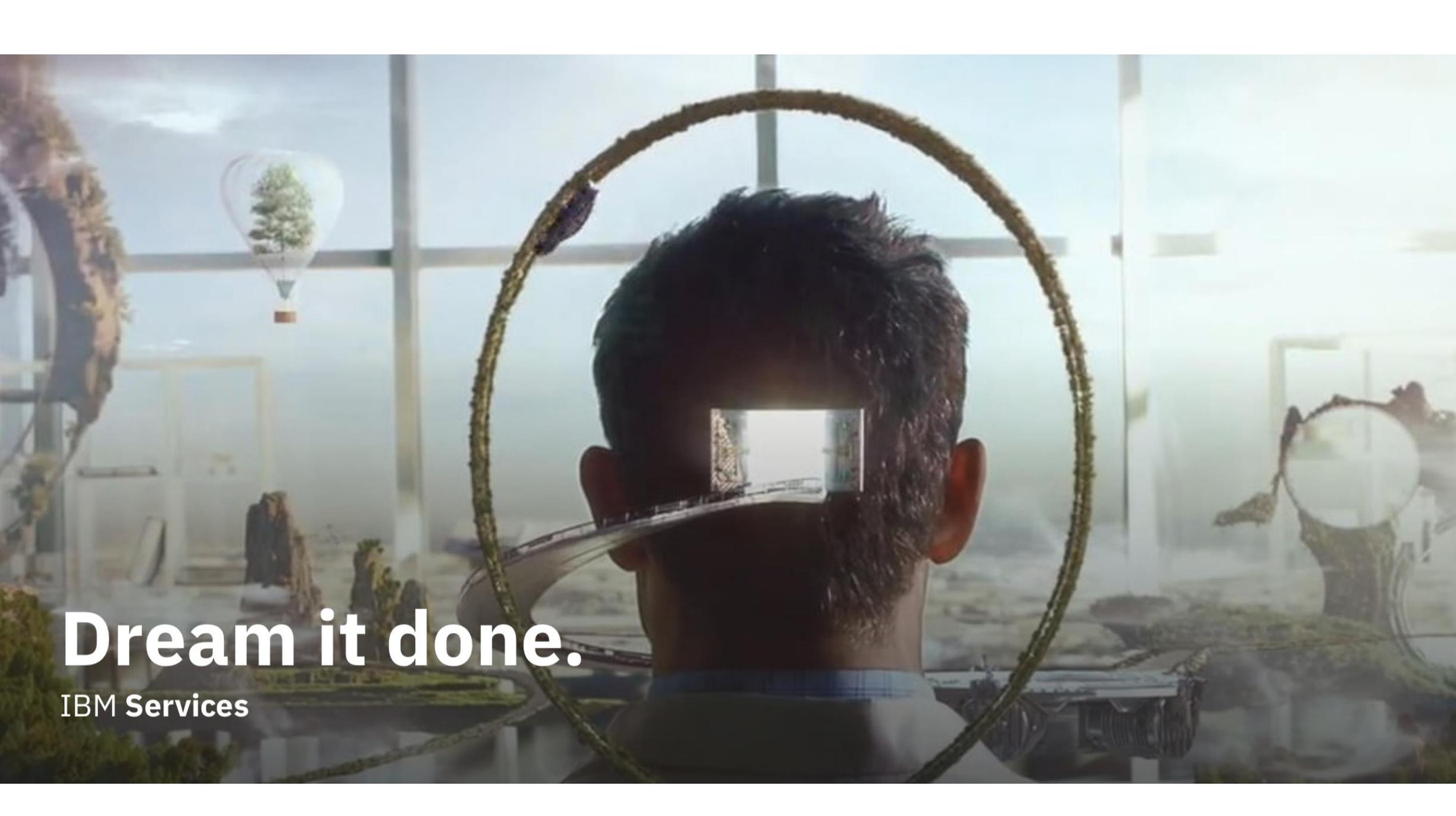
Time.

Time.

Panel judges.

Agile advertisers live
in BETA.

Prototype,
Test, and
Greenlight

A man in a blue shirt is seen from behind, looking out a large window. The view outside is a fantastical, dreamlike landscape. In the foreground, there's a large, gnarled tree trunk. In the middle ground, a hot air balloon with a tree inside it floats in the sky. The background shows a cityscape with tall buildings and a large, glowing orb. The overall scene is bright and ethereal.

Dream it done.

IBM Services

Iterate and serialize
to be something that
people subscribe to.

2

Don't try to be a publisher
and use gimmicks.

“Make less.
Matter more.”

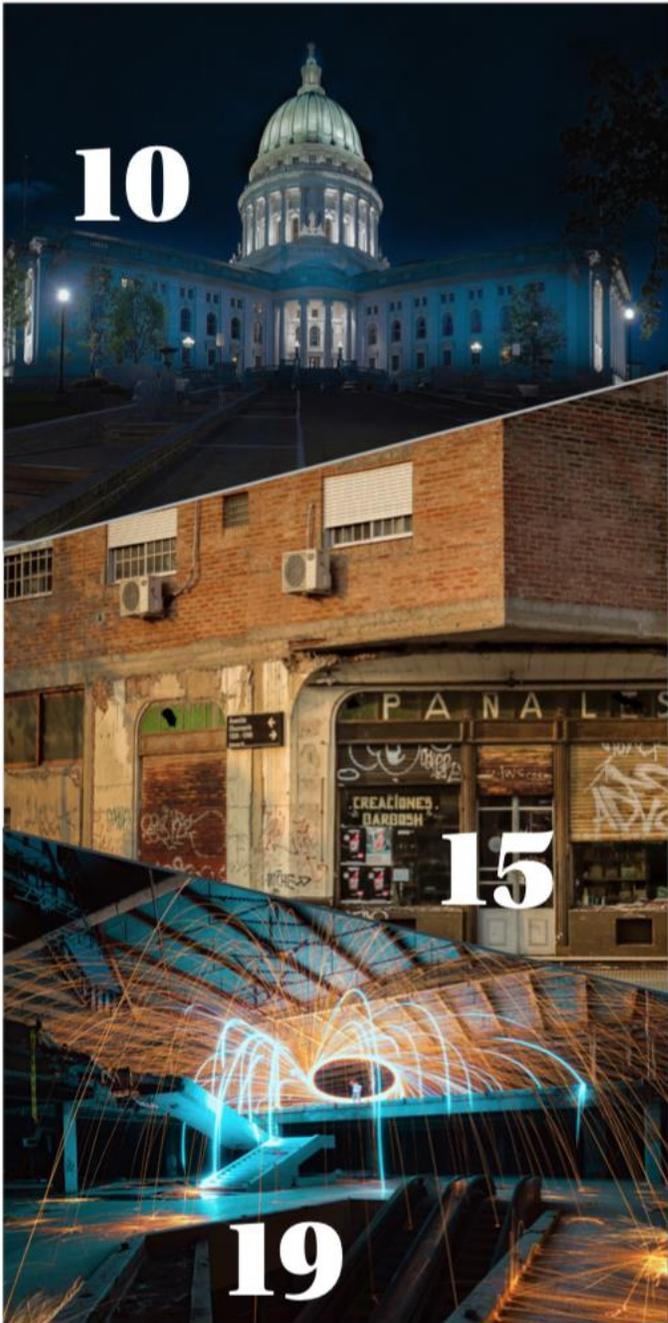


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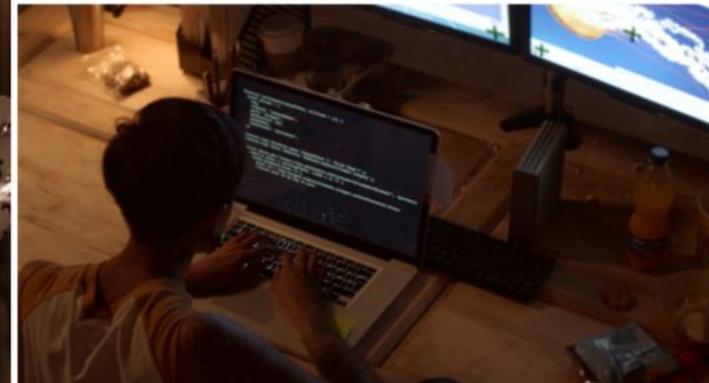
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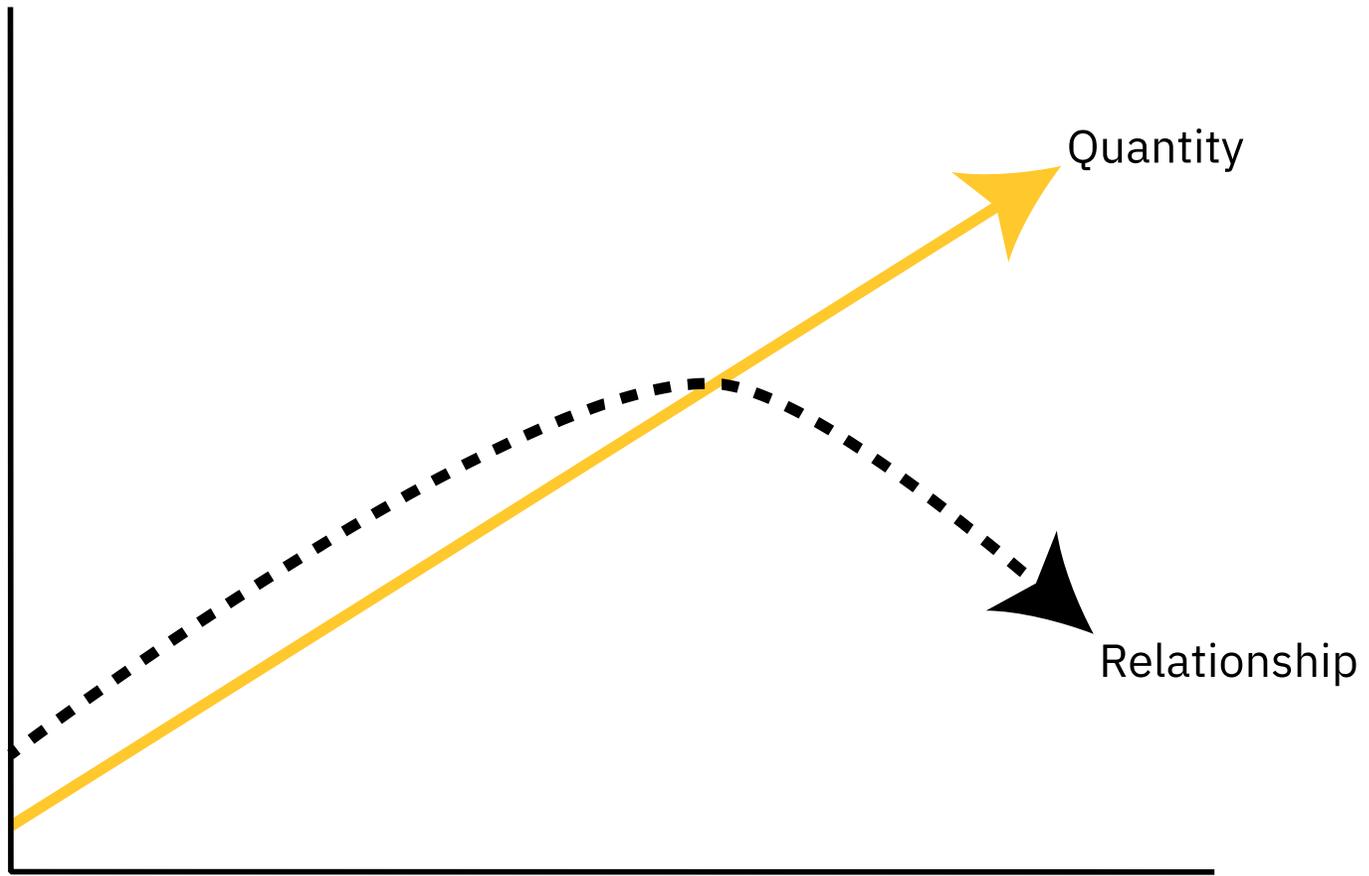


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The Ask.

The client wants to make an app that's clean and bubbly [water]. Take a sip.

But it also needs to have some vitamin C [oj]. Take a sip.

And, it has to keep us awake so let's add caffeine [coke]. Take a sip.

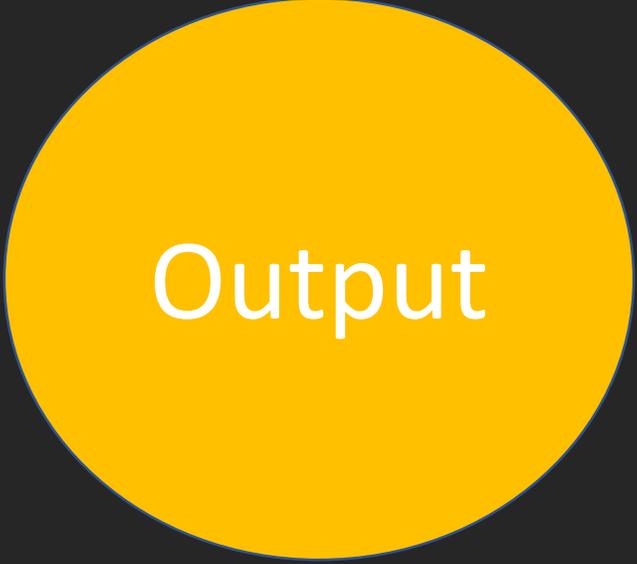
And it needs to have calcium for strong bones [milk]. Take a sip.

Enable exploration and
choose own adventure.



1

Change everything about
our creation model.



Output

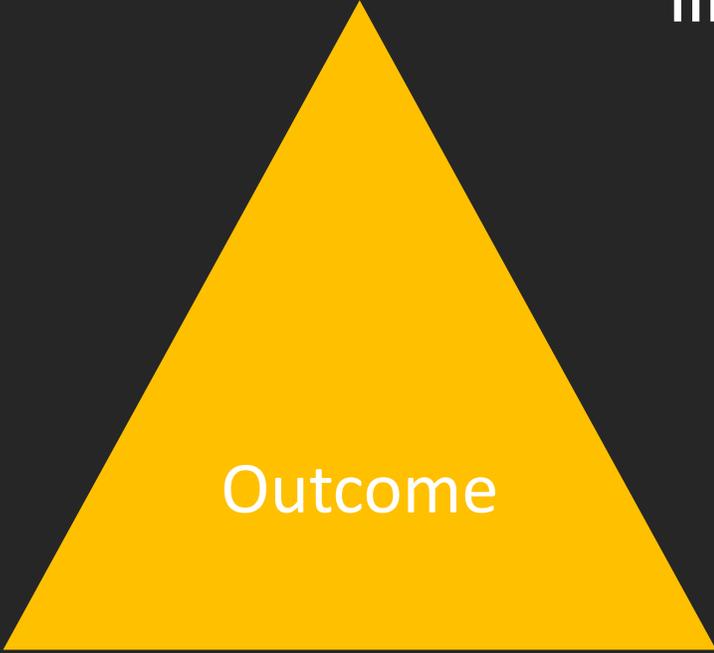
Blockchain for
how we charge

How we
measure

Who we staff

Mix of agency,
production,
media and
in-house

How we
collaborate



Outcome

Niche versus
everything

How we partner
with AI

