Smarter technology for a Smarter Planet:

It's time to ask smarter questions.

DB2 on Power7 is the most efficient database solution on the market, offering more than 7x the performance per core of Oracle on Sun UltraSPARC. But is that the right question to be asking of what IT can do? You would expect a company that has been developing intelligent, integrated systems for over 40 years to lead in performance. What really matters, though, is what companies can use that performance to do. Coca Cola is using DB2 on Power to streamline their supply chain with 65% shorter manufacturing runs. Globe Telecom is using a WebSphere SOA solution to increase their sales by 600%. EuResist is using an integrated IBM analytics solution to predict the most effective drug combinations for individuals with HIV with 76% accuracy. On a smarter planet, these are the benchmarks that matter.

A smarter planet is built on smarter software, systems and services.
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