

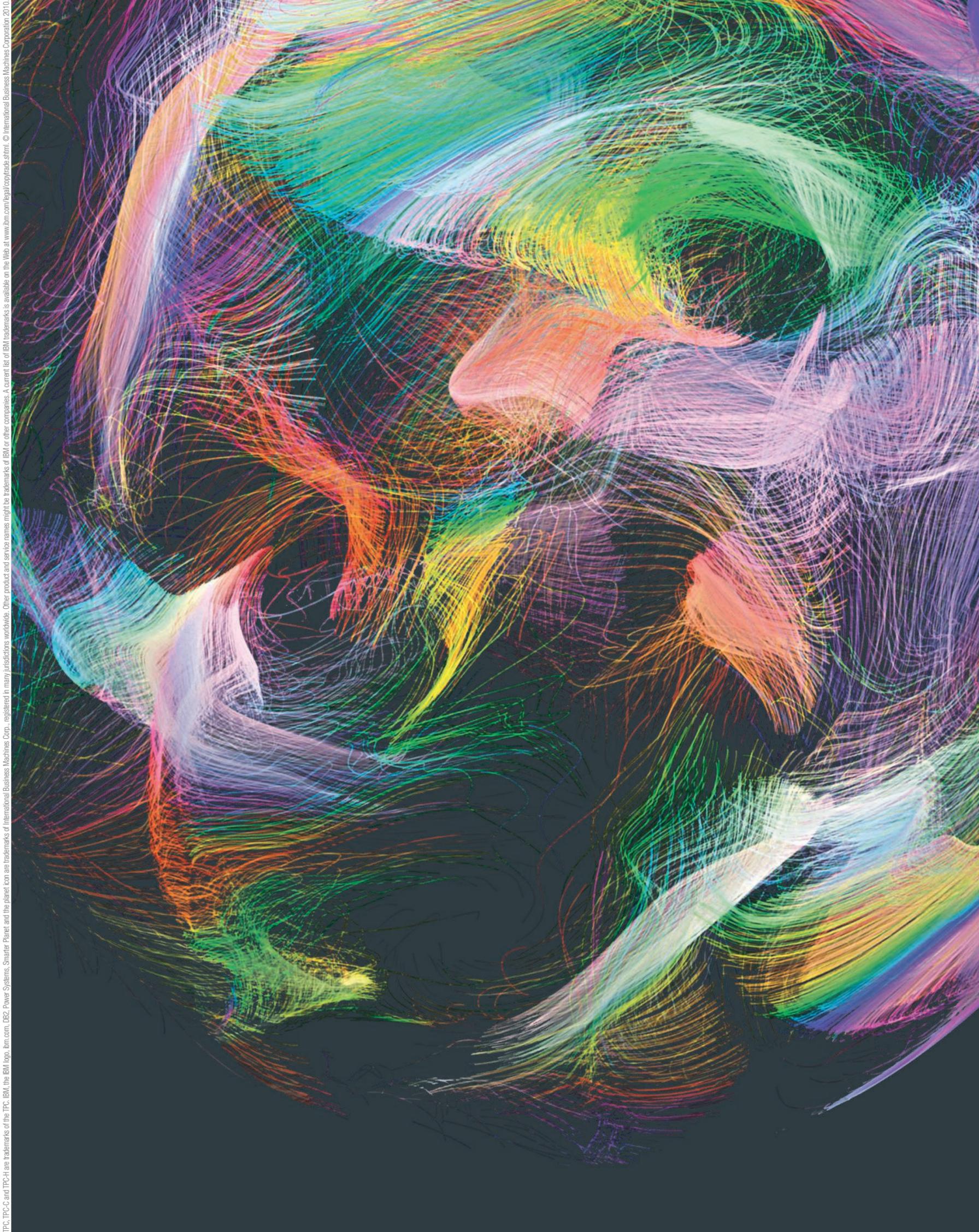
**Does the performance of a system
equal the performance of a business?**

**How fast does a system have to be to
capture a business opportunity?**

Can information overload be a good thing?

How do you benchmark intelligence?





Smarter business for a Smarter Planet:

It's time to ask smarter questions.

What exactly does a benchmark mean? For the last five years, IBM DB2® on Power Systems™ has ranked first on three of the industry's leading performance benchmarks longer than Oracle and Microsoft combined.¹ But is that the best way to think about the possibilities of technology? What really matters isn't some abstract measure of performance, it's what companies actually do with that performance. For instance, Globe Telecom is using a service delivery platform from IBM to increase their sales by 112%. EuResist is using an integrated analytics solution to predict the most effective drug combinations for individuals with HIV, with 78% accuracy. And CAIXA Econômica Federal, one of the largest banks in Latin America, is using a service oriented architecture to slash infrastructure acquisition costs by over \$330 million. On a smarter planet, these are the benchmarks that matter.

A smarter business is built on smarter software, systems and services.
Let's build a smarter planet. ibm.com/questions



1. Based on number of days of performance leadership for the TPC-C, TPC-H, TPC-DS, and SAP 3-Tier SD benchmarks between June 1, 2005, and June 1, 2010. For more information, see <http://www.tpc.org> and <http://www.sap.com/solutions/benchmark>. TPC, TPC-C and TPC-H are trademarks of the TPC. IBM, the IBM logo, IBM.com, DB2, Power Systems, Smarter Planet and the planet icon are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at www.ibm.com/legal/copytrade.shtml. © International Business Machines Corporation