

# Be able to choose your own adventure

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# IBM 100+ years of innovation

Employee  
Punch Clock  
1889



SABRE  
Reservation  
System  
1956



Apollo  
Missions  
1969



The Floppy  
Disk  
1973



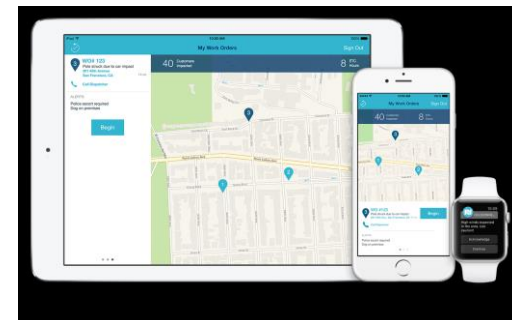
The IBM PC  
1981



Watson  
2011



Apple+IBM  
IBM+Twitter  
2014



1936  
IBM Tabulating  
Equipment



1954  
The Hard  
Disk Drive



1972  
ATM



1974  
Universal  
Product  
Code (UPC)



2009  
Blue Gene  
supercomputer



2015  
The Weather Company

# We work with clients around the world to transform operations

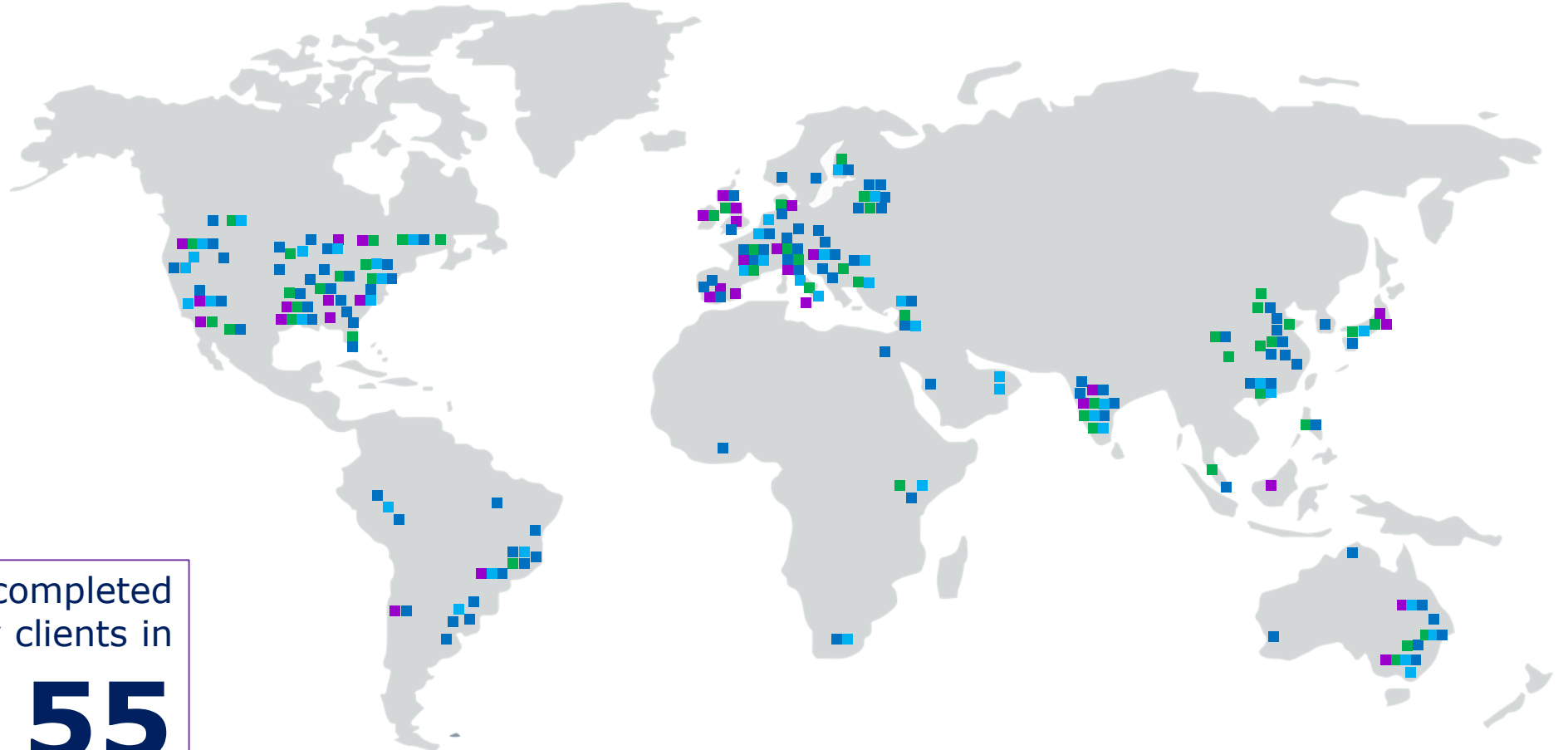
**10**

of the world's 10  
largest public  
electric utilities  
work with IBM

Successful projects completed  
with utility clients in

**55**

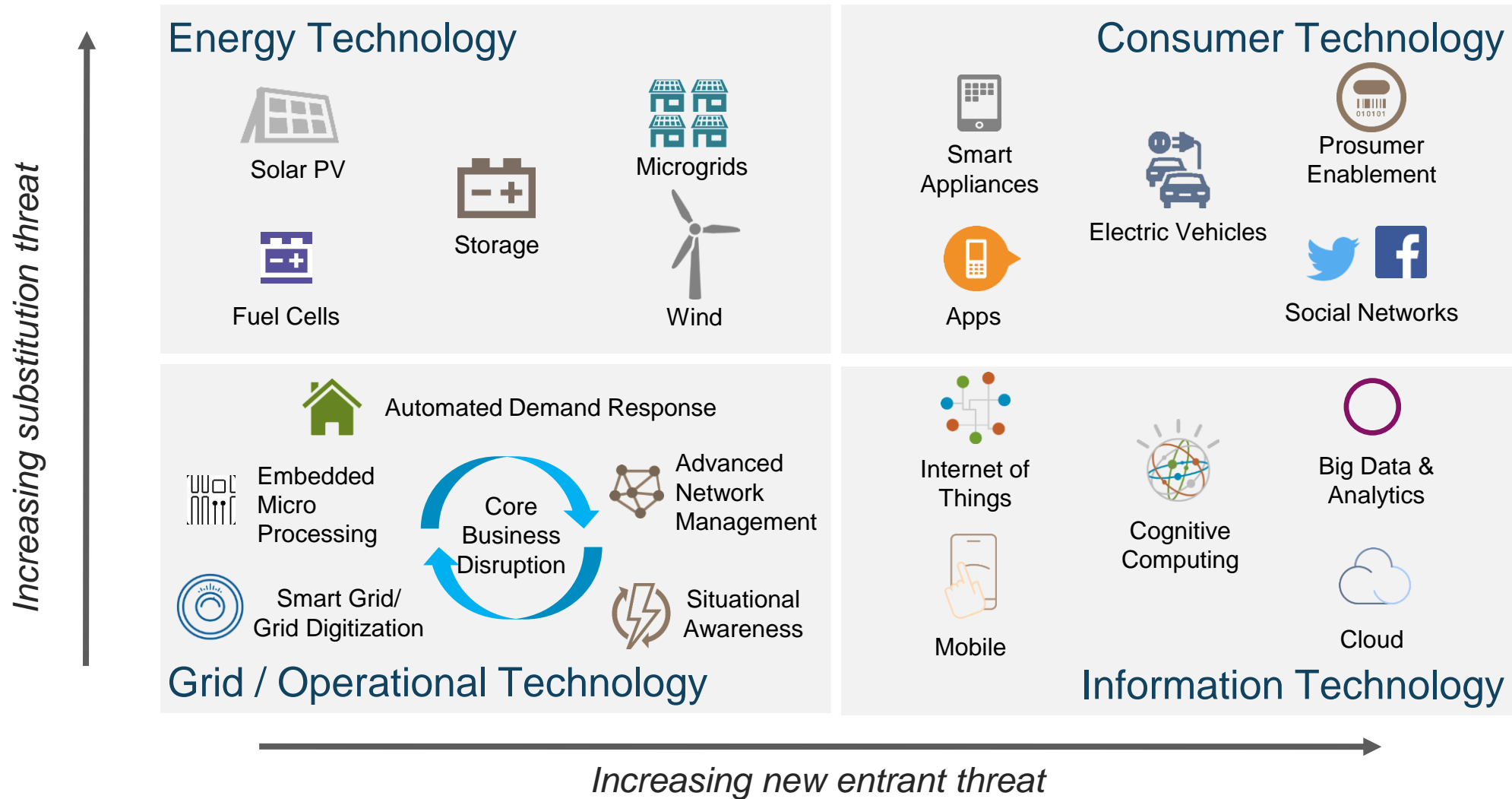
countries around the world



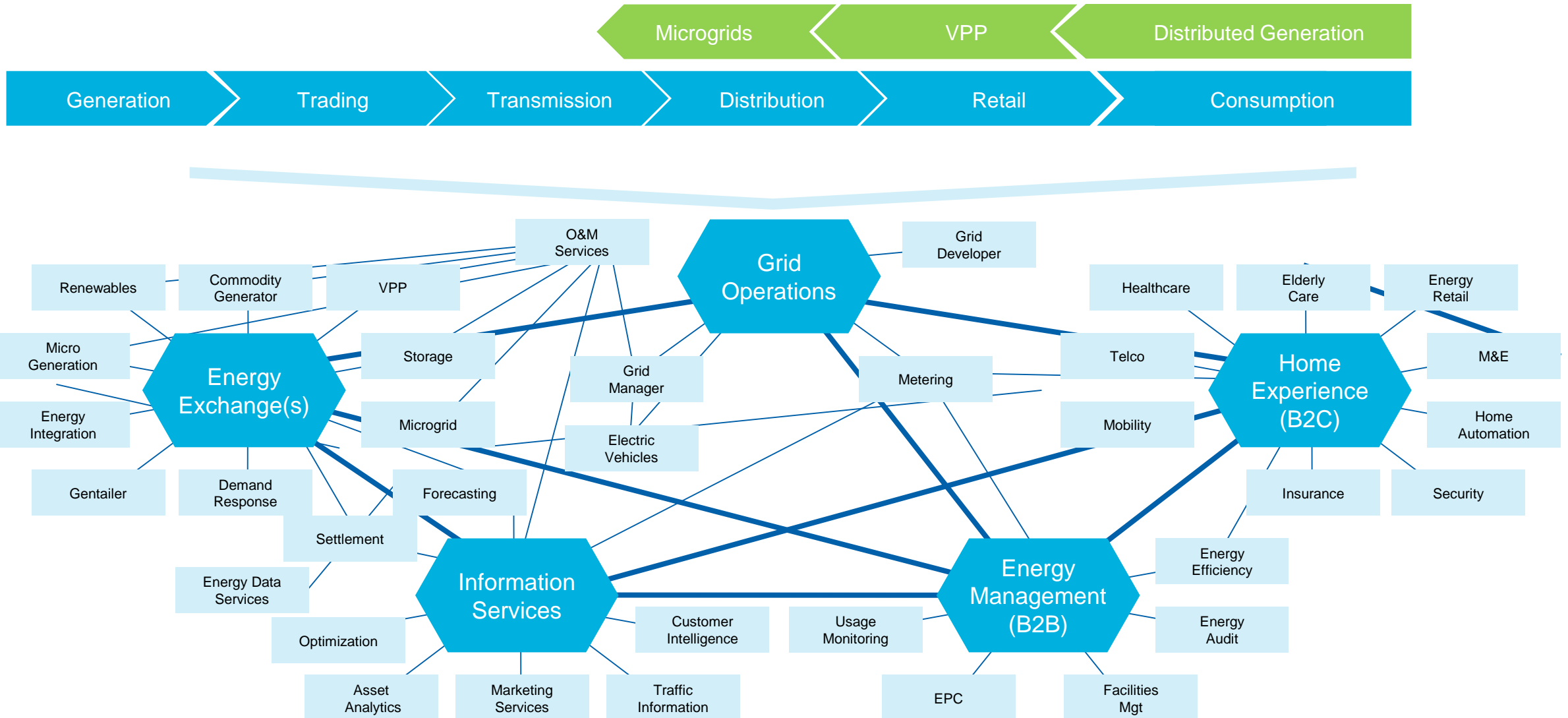
## IBM EE&U Solution Areas

- Operations Innovation
- Customer Engagement
- Work and Asset Optimization
- Enterprise Transformation

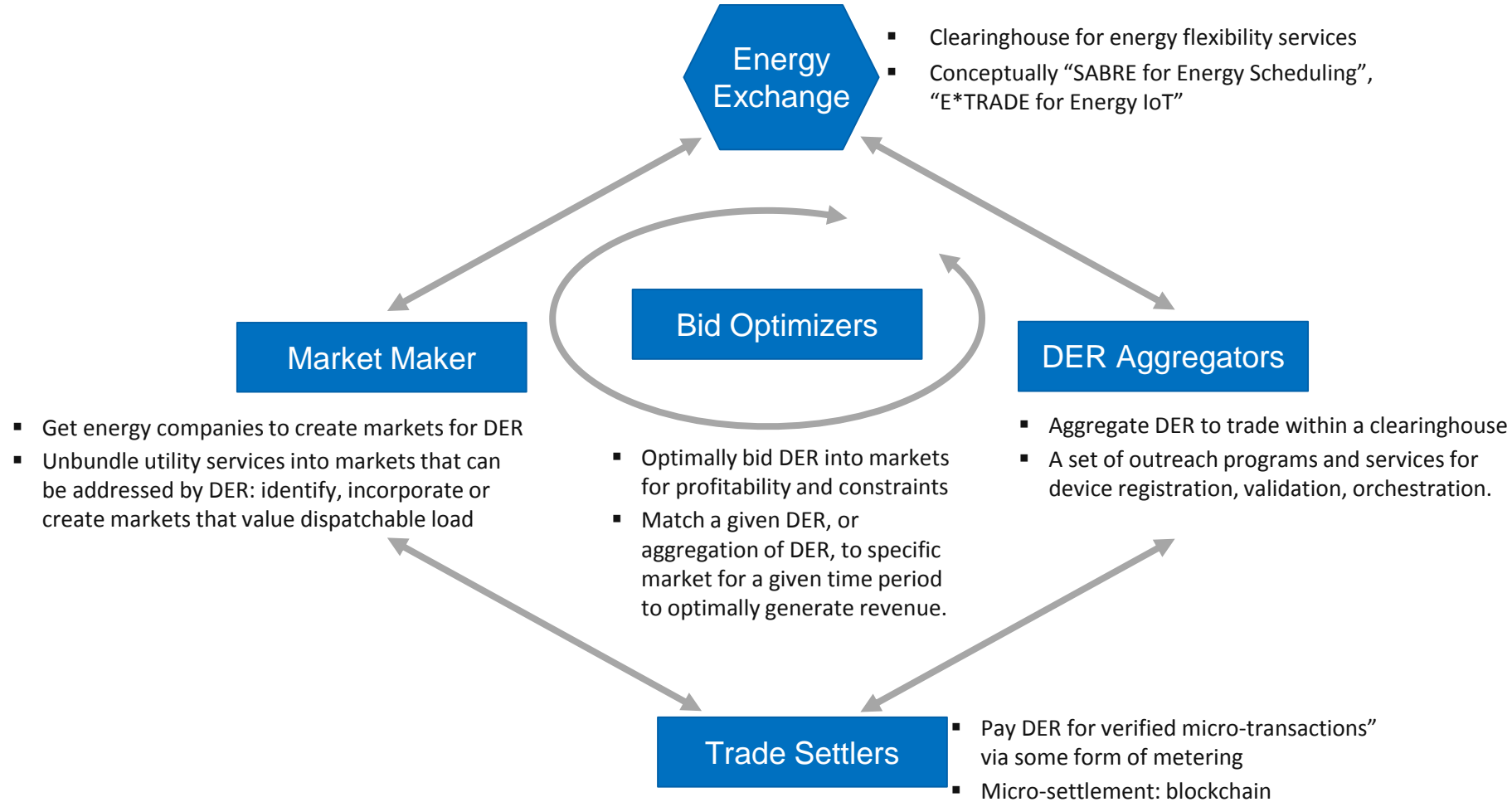
# Four types of technology are enabling disruptions:



# Leaders Will Assume Key Roles in the Energy Integrator Ecosystem



# The Energy Integrator ecosystem is a platform for incumbents to deepen their roles



# Key Technologies & Vendors will enable Utilities to assume these New Roles.

