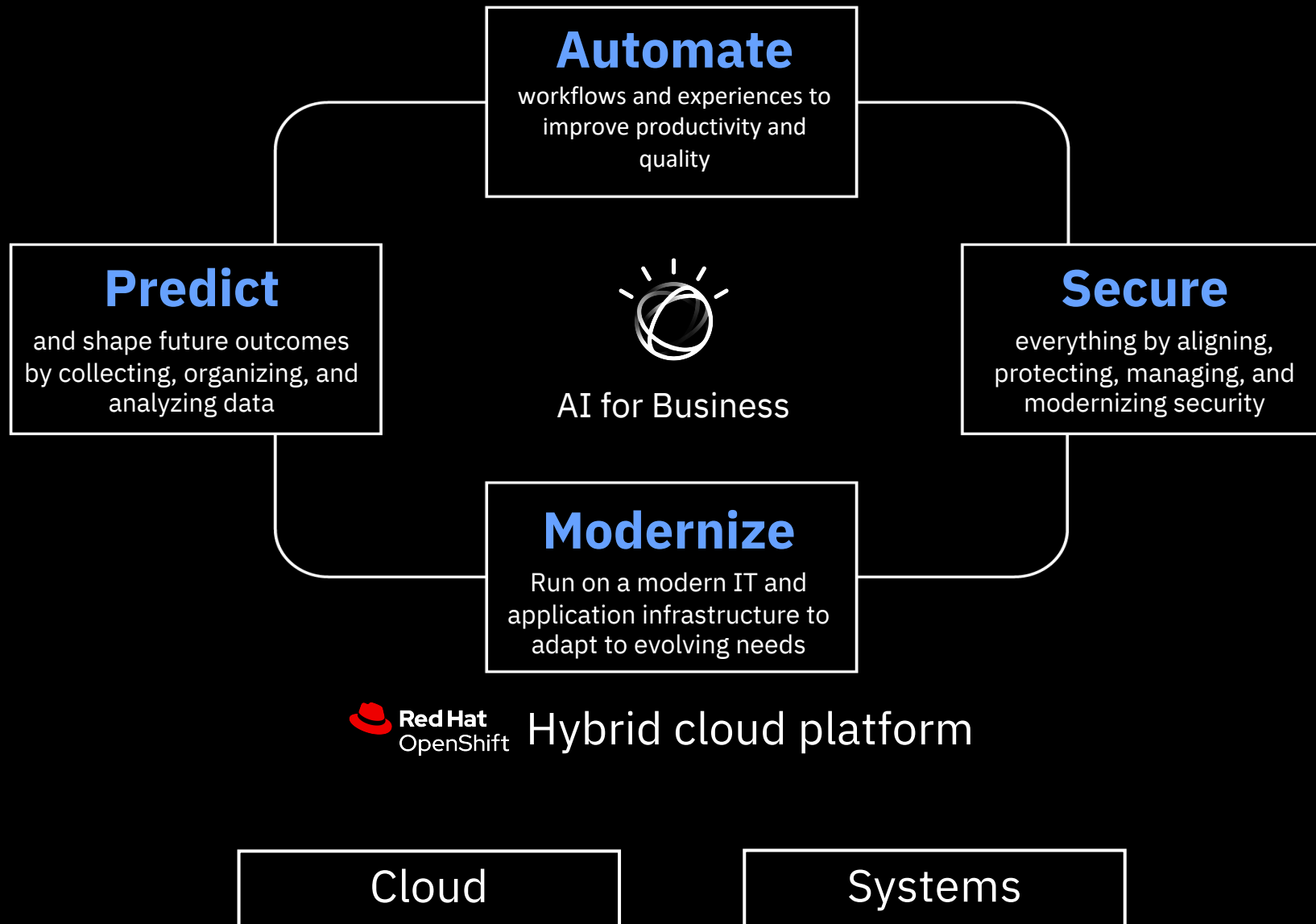




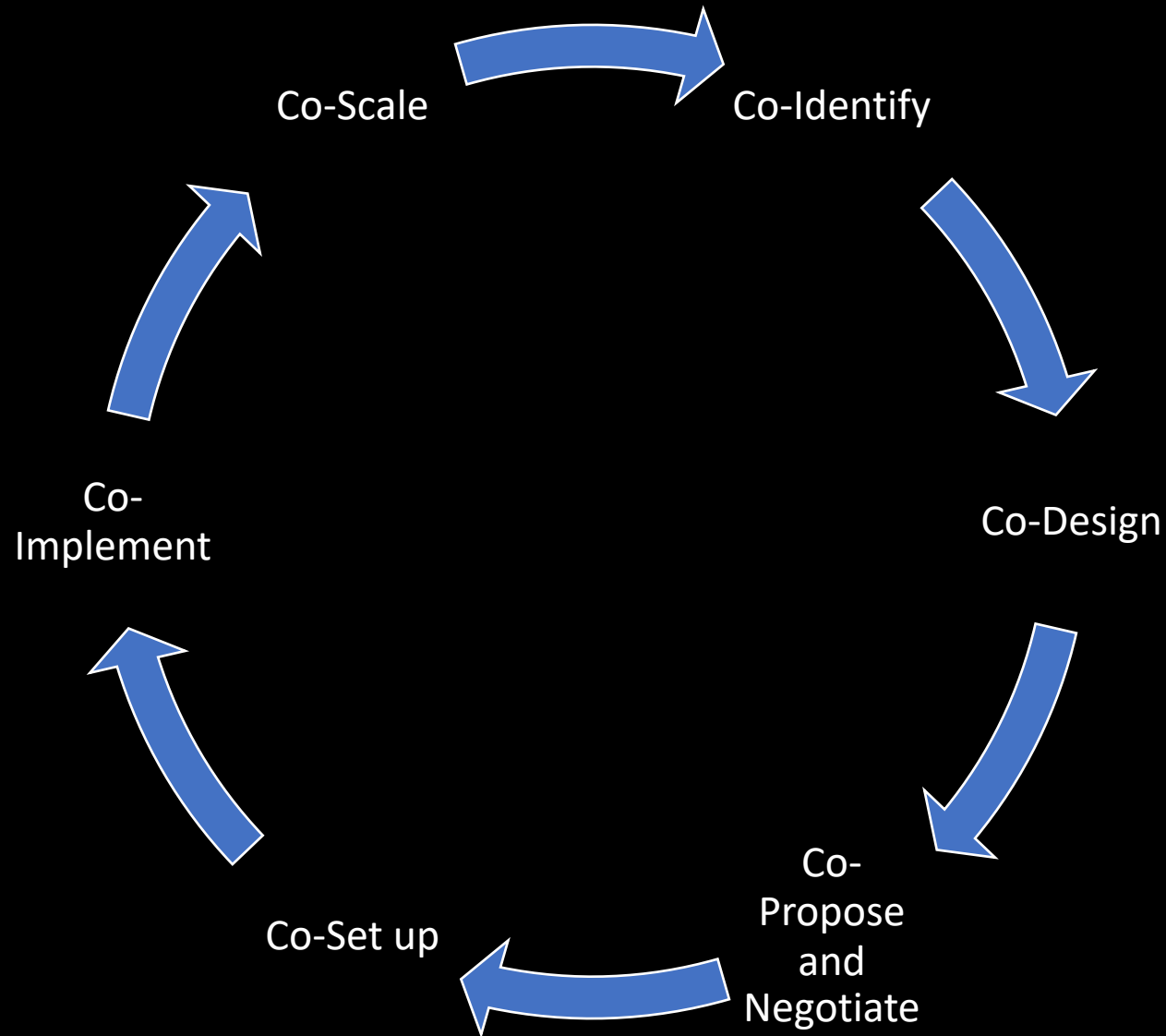
# IBM Bulgaria Ecosystem – 2021 and beyond - Path to HC&AI Market leadership

Georgi Ganev  
IBM Bulgaria Managing Director and Technology Leader

# IBM Hybrid Cloud and AI Company



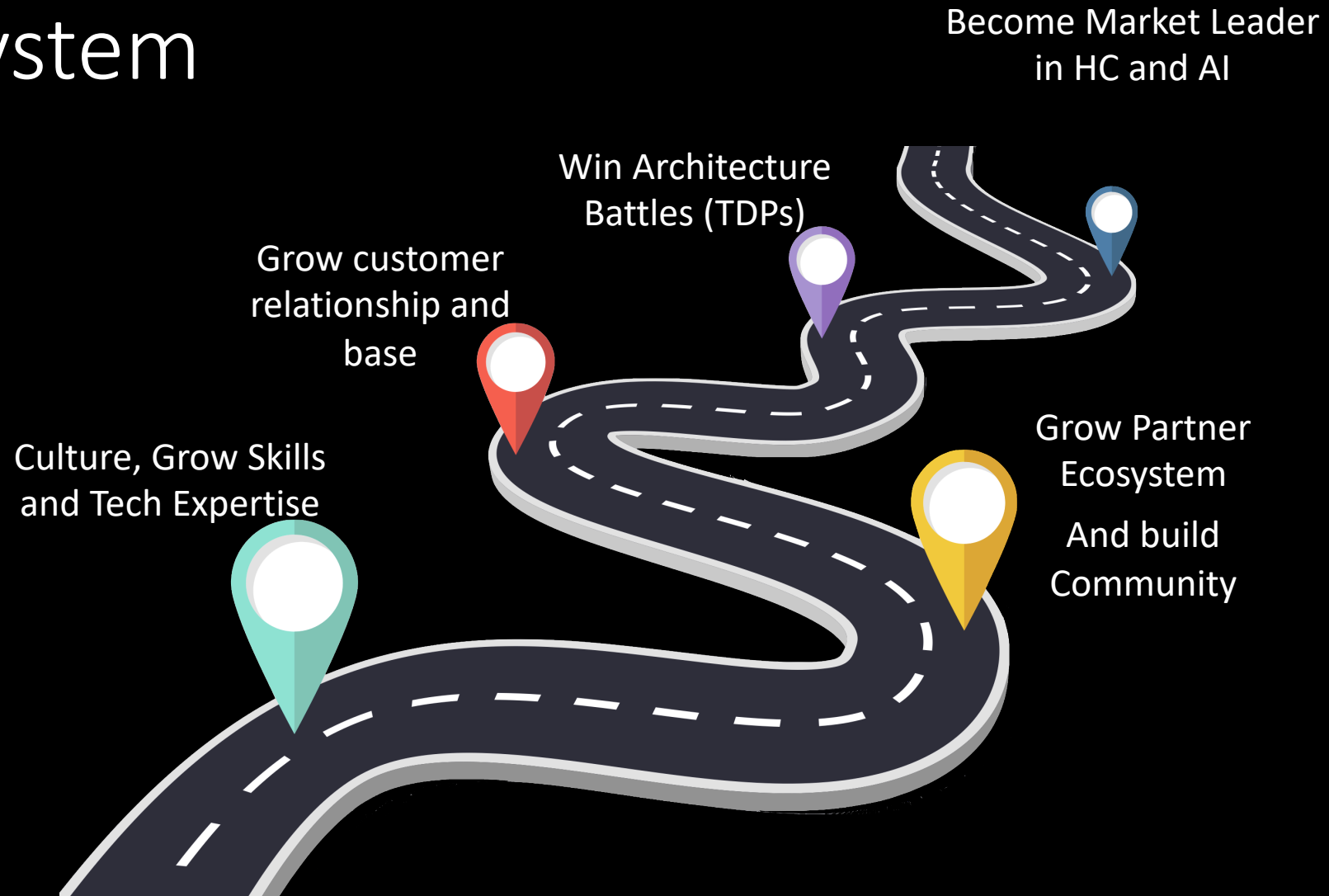
# CO-GROW ECOSYSTEM approach



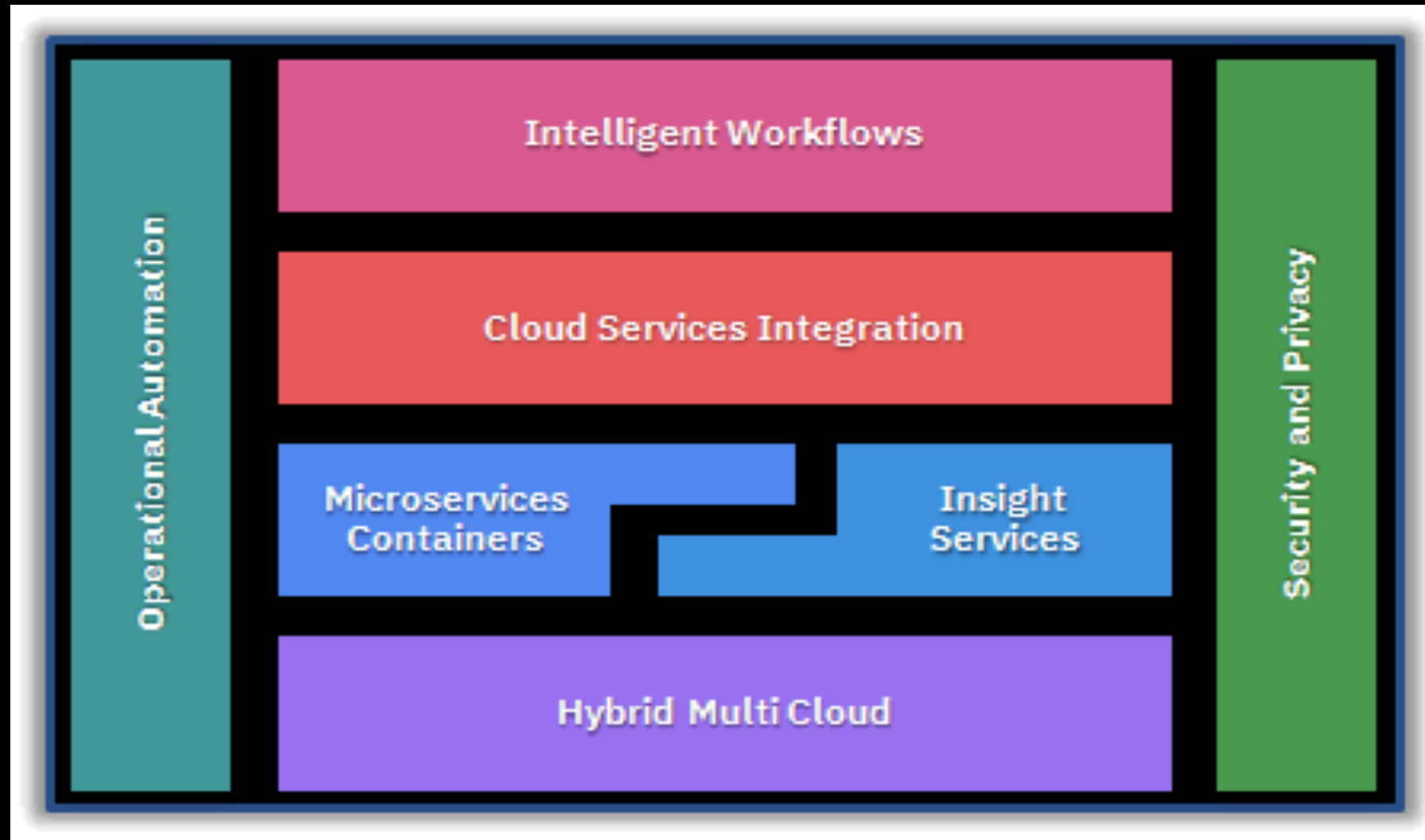
**Key focus of IBM Bulgaria to support CO approach:**

- **Grow capacity** - expertise and knowledge in us, partner and customers – Ecosystem,
- **Address Bottlenecks** in each process step - **Speed,**
- **Speed up delivery and throughput**

# IBM Bulgaria Ecosystem HL Roadmap



# What are TDPs and why are they important?



# TDPs = IBM Cloud Paks: AI-infused capabilities for hybrid cloud

Accelerate outcomes by enabling integrated, automated, intelligent, and secure workflows



- Organize Data
- Collect Data
- Analyze Data
- Infuse AI
- Federated Search & Investigation
- Security Orchestration & Automation
- Incident Response
- Content
- Operational Intelligence
- Workflow and Decisions
- Developer & DevOps tools
- App Modernization Toolkit
- Frameworks & Runtimes
- App & Data Integration
- API Lifecycle
- Messaging & Events
- AIOps
- Application Management
- Security & Compliance Management

# IBM hybrid cloud delivers a generational leap in value

**2.5x  
More Value**

- Business acceleration
- Developer productivity
- Infrastructure cost efficiency
- Regulatory, compliance, and security



Digital acceleration



Productivity



Cost efficiency



Compliance & Security



Strategic optionality

Only **20%** of value is captured from traditional cloud approaches

The remaining **80%** is captured by a hybrid cloud approach

Captured Cloud Value → **20%** of maximum value is captured by the traditional approach to cloud transformation

