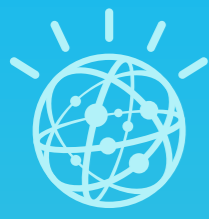


# Leading in a fast-changing, digitally disruptive environment

By 2018, half of all consumers will interact with services based on cognitive computing on a regular basis.<sup>1</sup>

But tough-to-answer questions can block your progress.



Digital is the path to cognitive.  
Cognitive is the future of business process services.



How can we deliver personalized solutions that delight end users?



How can we be more agile and flexible to meet market demands?



How can we transcend from a “cost only” to a value-focused, innovation-led model?



## IBM® Business Process Services (BPS) can help get you there.

### Our three-part strategy:

- 1 Deliver innovative, consult-to-operate services—by industry and built to scale, backed by a rich talent base
- 2 Enable operational transformation through reinventing business processes and reimagining work flows
- 3 Quickly deliver consumable “as a service” solutions that provide virtually instant value

### BPS also brings:



Cognitive and analytics powered by IBM Watson™



Robust cloud capabilities with consistent, open choices



The power of one

- Rich, diverse talent pool: industry consultants, hardware and software expertise
- Over 50,000 analytics engagements
- Innovative IBM Research: over 23 years of patent leadership

### IBM Business Process Services helps deliver:

Distinctive, next-generation shared services solutions

Delightful, elegant user experiences

Easier, more flexible solution integration for faster time to value

Let us help you trailblaze the journey to becoming a cognitive business.

Learn more at [ibm.com/services/bpo](http://ibm.com/services/bpo)