



TIBCO for Turkey

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*Let's get
Business Inspired*

infolitik

we create value for you

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The momentum



The market momentum



Innovation: Important but not pervasive

Although most executives agree that innovation is critical for their business ...

84%

Innovation is important to growth strategy

80%

Business models are at risk

... only very few are satisfied with the outcome

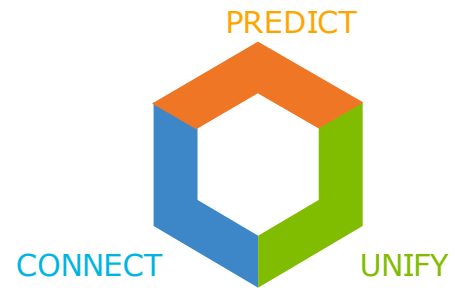
6%

Satisfied with innovation performance

Very few know what exactly the problem is, and how to improve in innovation and R&D

Source: Global innovation Survey, Analyst analysis

A strong foundation of Innovation



Connect any application, device, or data source.

Unify all data for better access, trust, and control.

Predict intelligence with data-driven insights.

Overall Market Opportunity

PREDICT



CONNECT

UNIFY

150% growth
in 3 years

\$71.6B
2022

\$46.4B
Today

14 leadership recognitions from industry analysts:

- 5 Connect Leadership Recognitions
- 3 Unify Leadership Recognitions
- 6 Augment Leadership Recognitions

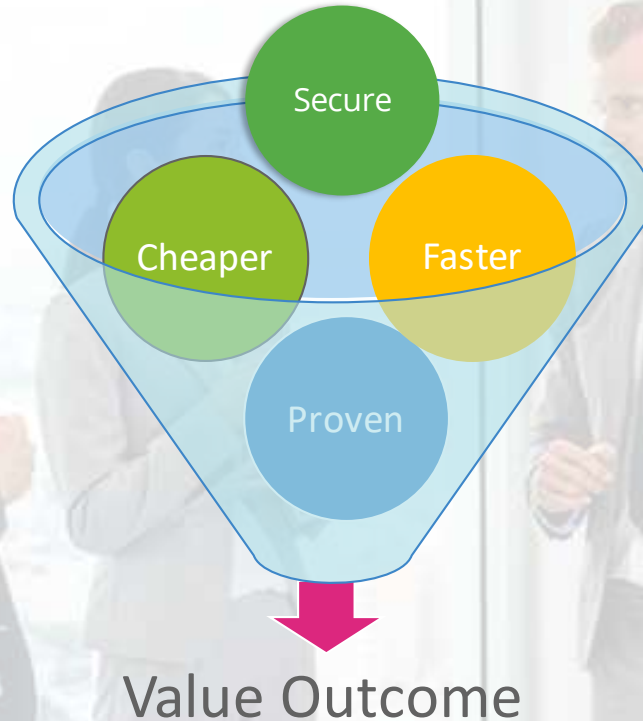
The Partners momentum



Our partner community is evolving as well

Customer Demands

- Customers want business **value/outcomes**
- Technology is **central** to business **innovation** and competitiveness
- Customers want partners that help them enhance their **competitiveness**
- **Proven** value with **KPI** tracking & reporting
- Customers want customization for **less \$\$**



Partner Model Changes:

- Partners must **specialize** to create market based use cases
- **Differentiation** comes from specialized **IP**
- To meet “**cheaper**” and “**proven**” demands partners must leverage **off the shelf** products
- Partners must develop **own IP** to create “**bespoke**” solutions
- Partners must be able to deploy **new technologies**

The TIBCO momentum



We continue to provide the support you need



- Market presence since 2008
- Partner Network
- TIBCO services committed to your success
- TIBCO Academy
- Maintenance support presence
- MDF investments
- Collaboration with Cloud Providers

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SUSTAINABLE INNOVATION

September 22-24, 2020