

IBM China

IBM

2020 7 7 IBM Digital Sales Center, “ ” IBM IBM

IBM Alain Benichou “ IBM ‘ ’ go-to-market ‘ ’ ‘ ’ ‘ ’

IBM

IBM

B2B Gartner 2025 80% B2B B2B B2C

IBM “ IBM IT IBM IBM Demo IBM IBM ”
9 1 B2B“ “ IBM 4 1200

“ ”

IBM IBM AI “ ”

“ ” IBM “ ” IBM B2B IBM IBM

Athena IBM IBM

IBM “ ” 350 IBM

IBM “ ” IBM

“ ” IBM 70%

Pak for Application Instana IBM Garage IBM IBM IBM IBM

IBM Instana — IBM Z Instana IBM Garage Design Thinking
MVP Minimum Viable Product

“IBM

IBM

AI

”

40 “ ”

IBM

IBM

SPSS

Cloud Paks IBM

IBM “ ”

IBM

“ ”

“ ”

“ ”

workshop

“ ”

“ ”

Tech Talk

“ IBM 110 ”

IBM

IBM

IBM

IBM

“ ”

IBM

Additional assets available online:



<https://china.newsroom.ibm.com/press-releases?item=122396>