

# Revolutionizing Productivity and Innovation Across Higher Education

Lu Guido, Build AI Partnerships Leader, IBM



# AI can be the key that turns your tech into your competitive edge

\$4.4T

Potential value added by Gen AI to global corporate profits annually

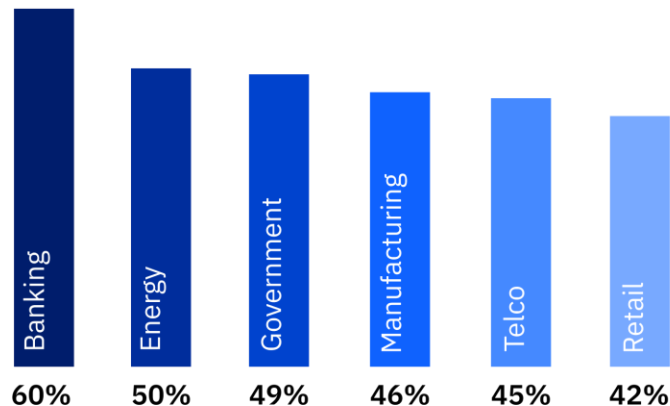
72%

of CEOs say their competitive advantage depends on Gen AI

Source: "Beyond the hype: Capturing the potential of AI and gen AI in tech, media, and telecom," McKinsey, 2024; 6 hard truths CEOs must face," IBV, 2024; IBM Global AI Adoption Index, IBM, 2024; The state of AI, McKinsey, 2023

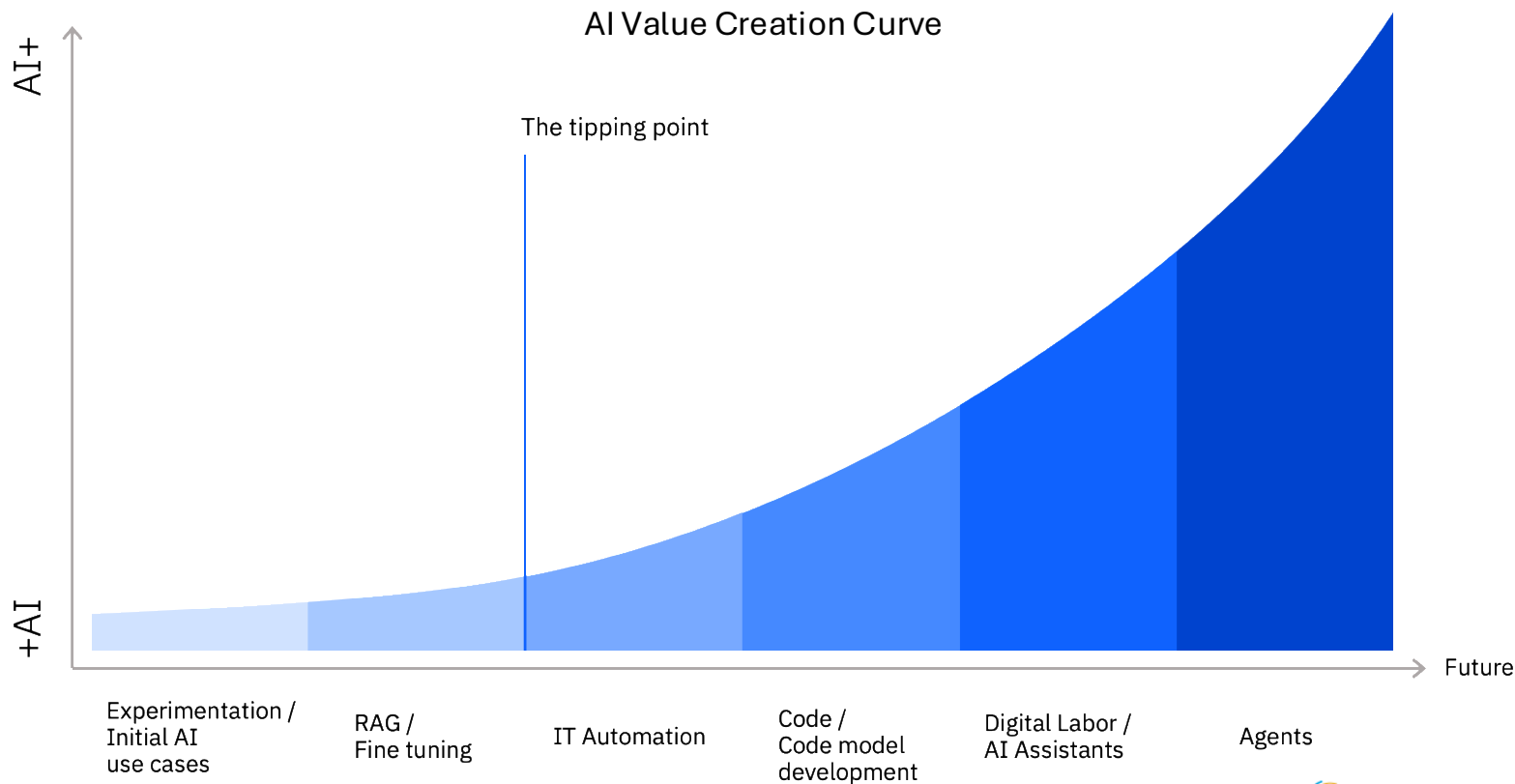
# Yet the biggest question companies are trying to answer is how to drive value

Percentage of companies in AI experimentation mode by industry

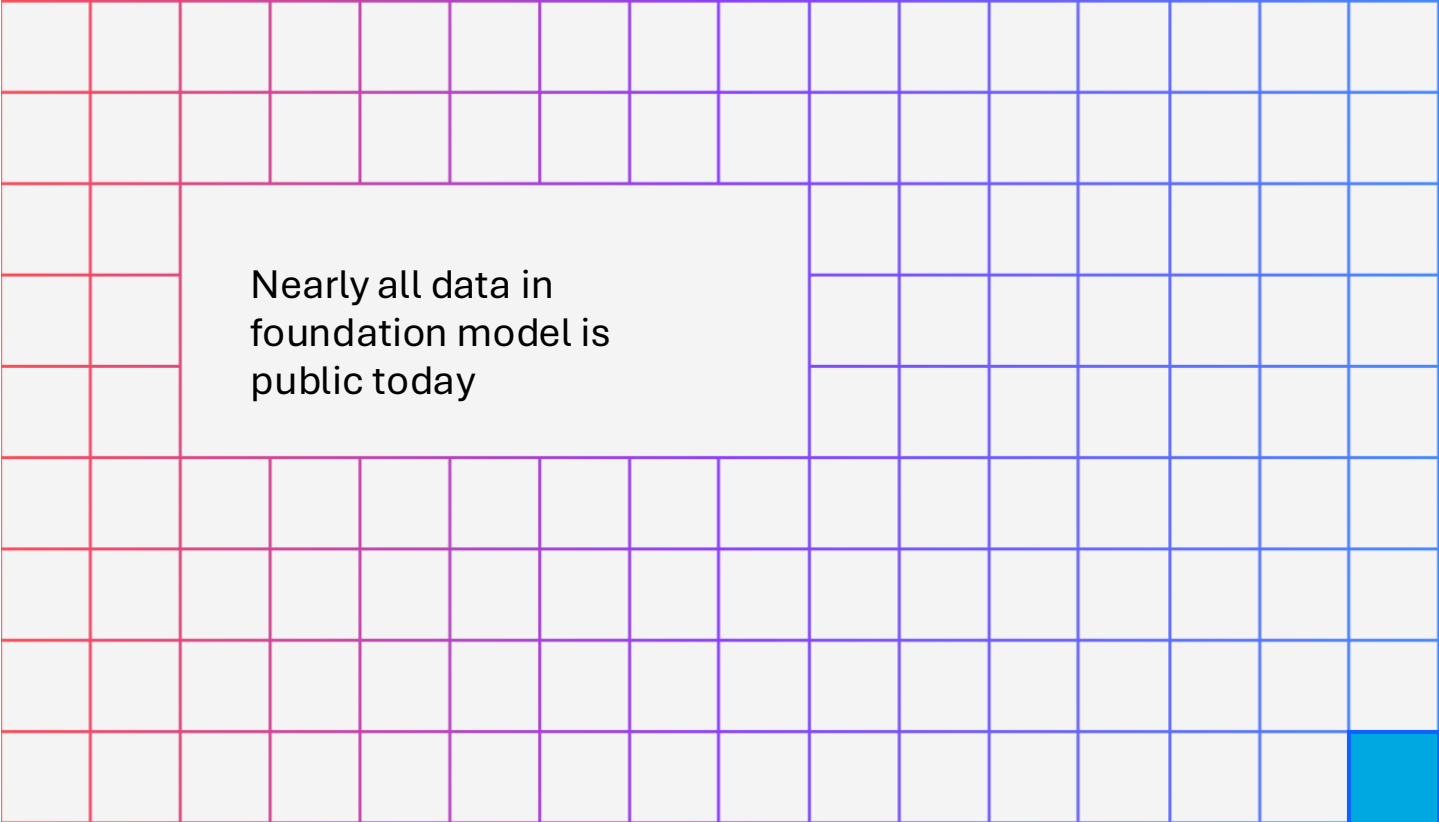


Only 23% of businesses report that AI has significantly contributed to their EBIT.

# The opportunity is hitting a tipping point...



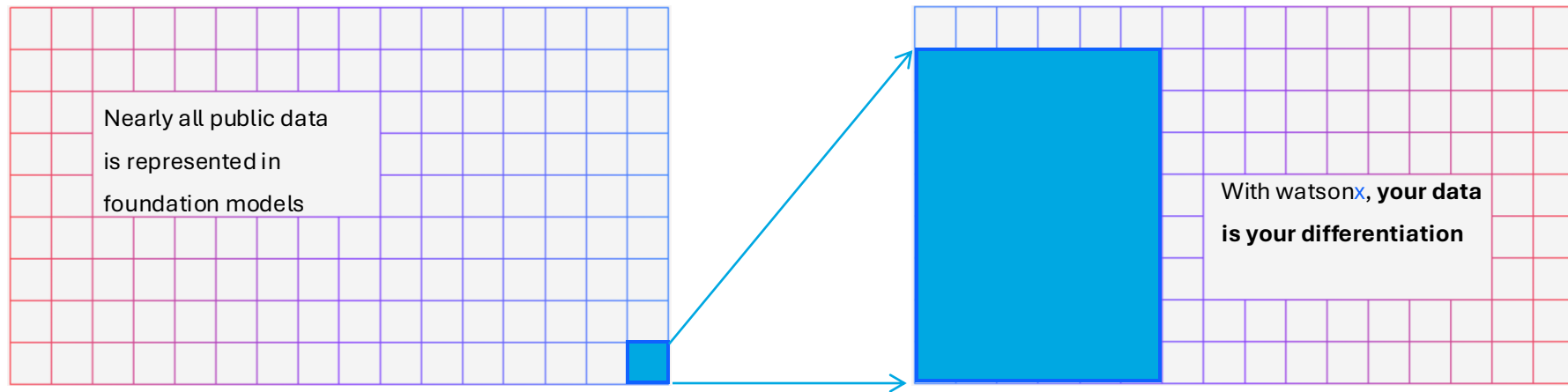
# Today foundation models are built on public data and data drives all AI...



Nearly all data in  
foundation model is  
public today

enterprise data  
represents  
less than 1%.

# ...IBM is focused on turning data into AI differentiation



Horizontal solutions serve the general consumer ...



Gemini

perplexity

... we enable specialized, targeted solutions with an enterprise grade platform



+ **watsonx**

# RNL's Partnership with IBM

## Why is This Important for Our Campus Partners

- RNL has partnered with IBM to develop innovative AI solutions for universities.
- These tools will transform institutional operations by:
  - Simplifying data management
  - Personalizing engagement
  - Driving better decisions
  - Saving significant time.

# RNL's Partnership with IBM

## The AI-Driven Tools Will Enable Campus Partners to:

- Merge their own data with RNL's, creating a comprehensive understanding of their unique student and donor landscapes
- Develop personalized strategies for recruitment and fundraising
- Automate manual processes, empowering staff to focus on high-touch interactions with students
- Leverage AI-powered self-service solutions to streamline workflows and achieve results independently

Let's create ~

partnerships to accelerate innovation



Partnerships **accelerate** innovation



Client solutions brought to market **4 times faster**



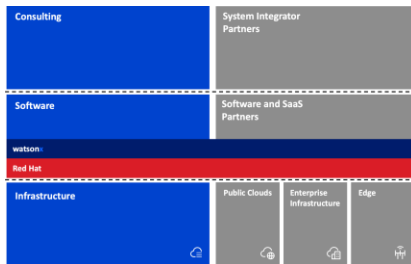
Developer network of **half a million** problem solvers

“ We are investing and elevating our **ecosystem partners** to deliver even more value to our clients. We will rally around one ecosystem mission – to **help our partners** to achieve their business goals, all the while positioning them for growth with our hybrid cloud platform and AI. ”

-Arvind Krishna, Chairman and CEO

# IBM is winning in AI with our ecosystem partners at the core

## \$6B+



- Our Build Software & AI Ecosystem works with partners to bring enterprise AI into their software solutions



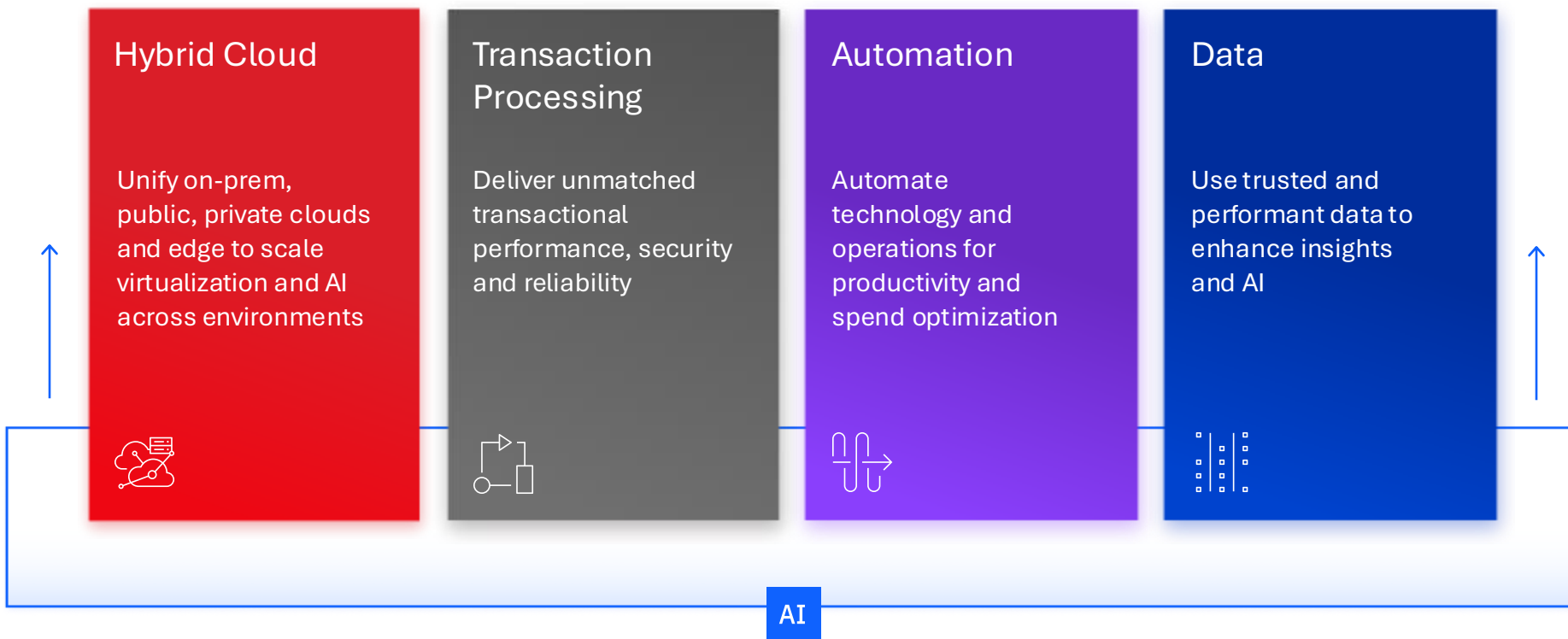
Empowering partners with:

1. Enterprise-grade AI building blocks to accelerate your AI roadmap and drive your revenue growth
2. Automating IT operations to drive increased profitability for your business



- Accelerating success with:
- Build engineering resources to co-create alongside our partners
- Expanding partner reach by co-marketing and co-selling your solutions with IBM
- Flexible pricing to match your commercial model

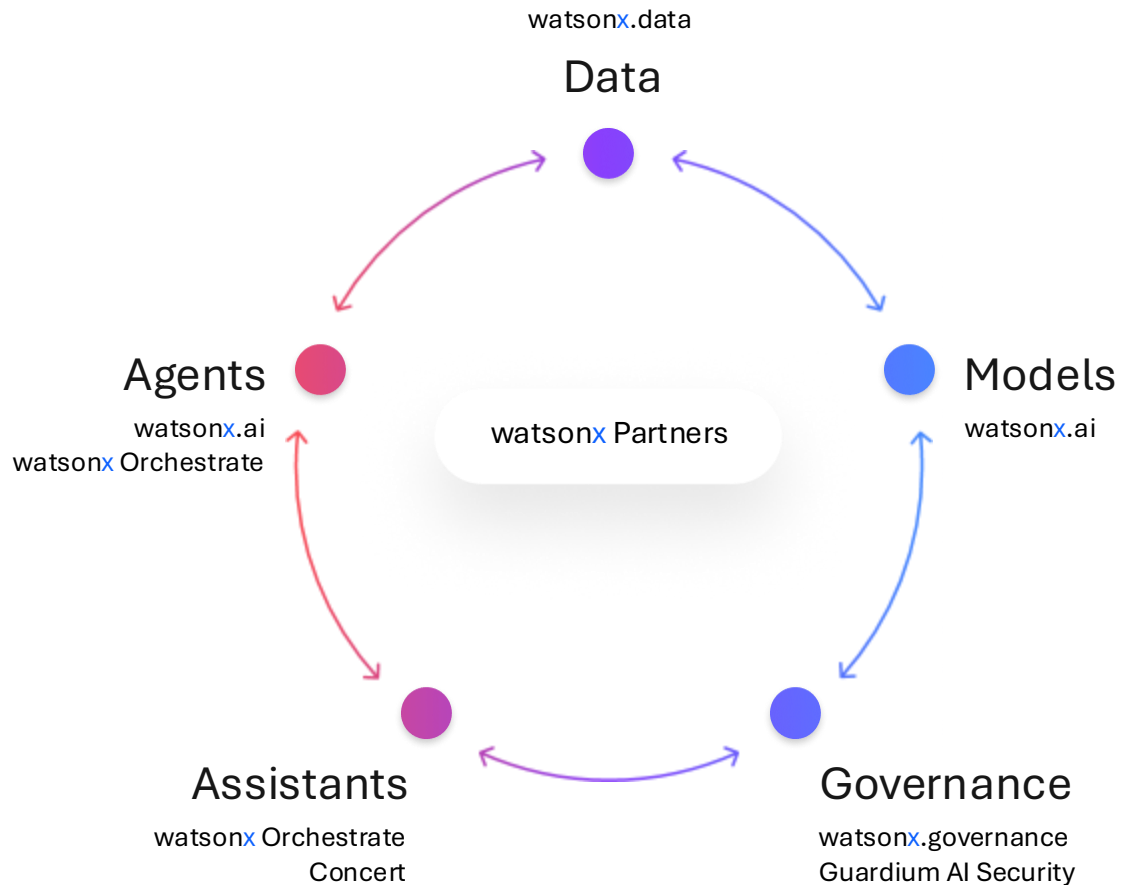
# That's why IBM is building four AI-infused platforms that make technology their advantage



# AI building blocks to the future

## IBM's Approach to AI

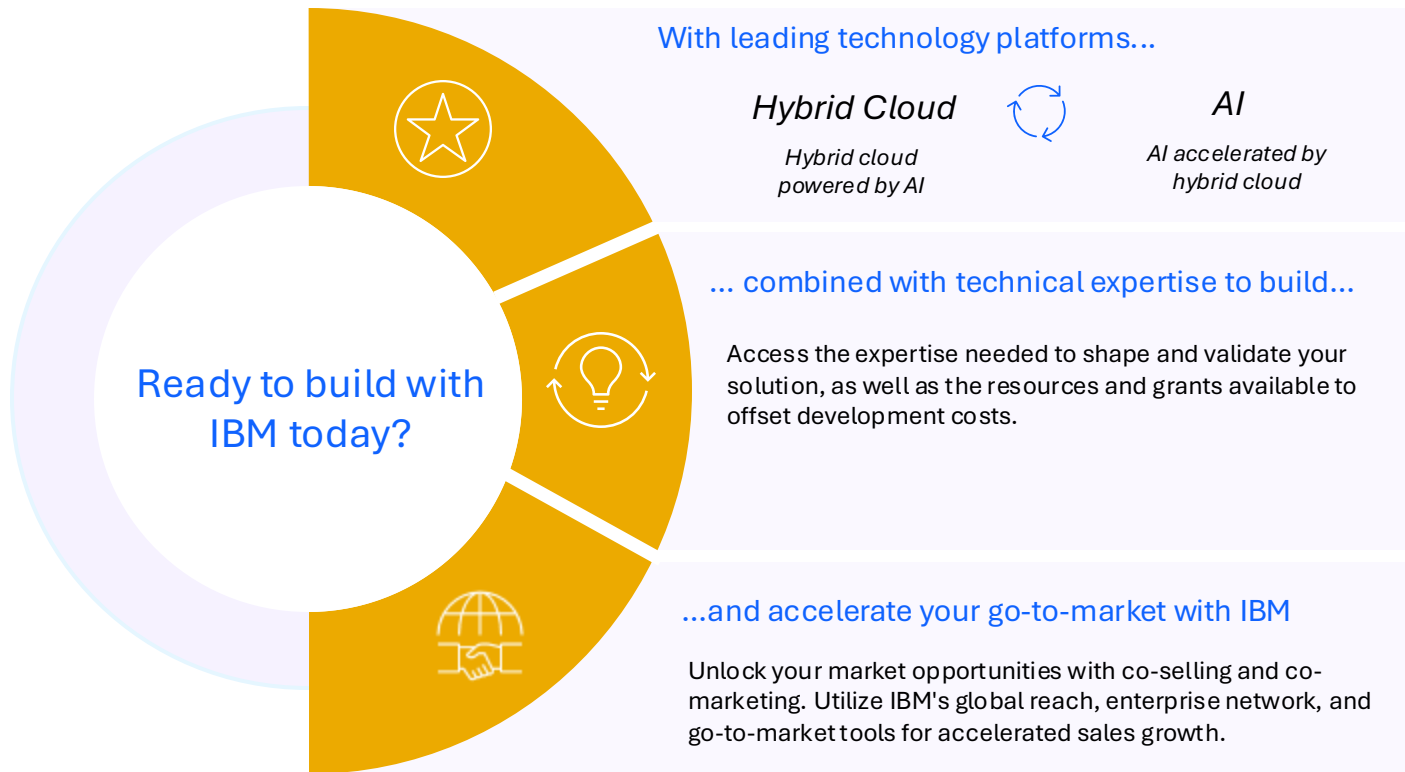
- 1) Open
- 2) Targeted
- 3) Trusted
- 4) Empowering



# Let's partner

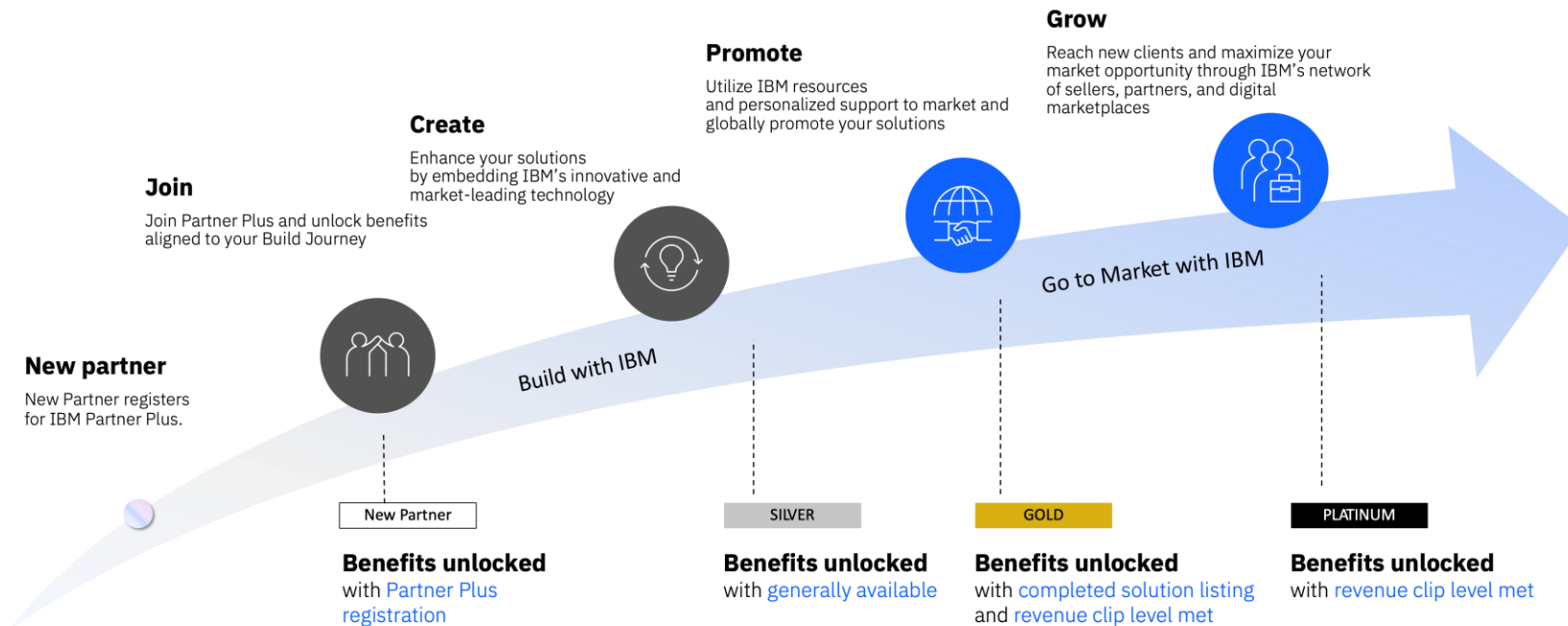
AI is the next transformational change in technology

We empower partners to embed our technology into their solutions and accelerate your engineering and go-to-market throughout your journey.



# Journey to Build with IBM

## Unlock Partner Plus Benefits



Requirements are cumulative

# Leading software companies are already embracing watsonx



Embedding IBM Granite models and watsonx.governance into the Now Assist platform to help customers create more intuitive, efficient, and seamless experiences.



"Our team was impressed by the depth of experience the IBM team brought to the table and the capabilities available through watsonx Orchestrate. "

Gary Kotovets  
Chief Data and Analytics Officer  
Dun & Bradstreet



"Working together to incorporate additional AI, machine learning and other intelligent technologies into SAP solutions can lead to better business outcomes for our joint customers."

Christian Klein  
CEO, SAP



"Salesforce and IBM are well positioned to make it easier for customers to get the most value from their data — no matter where it resides — and establish a foundation for customer engagement and trusted AI."

Rahul Auradkar  
EVP & GM Unified Data Services & Einstein,  
Salesforce



"These capabilities will allow non-technical investment managers much needed access to AI/ML tools, enabling them to identify market opportunities and manage risk."

Chida Khatua  
CEO, QuantumStreet  
AI



"By embedding watsonx, Sirion's category-leading AI helps our clients transition their contracts from static documents to dynamic assets at the heart of business strategy."

Ajay Agrawal  
Founder and CEO, Sirion

# Interview with Box Inc. and RNL

Jamie Hughes, Senior Director, IBM Global Alliance, Box

James Hamilton, AVP Data & Machine Learning, Product Management at Ruffalo Noel Levitz

# Thank you!



**Lu Guido**

Build AI Partnerships Leader, IBM



**Jamie Hughes**

Senior Director, IBM Global Alliance, Box



**James Hamilton**

AVP Data & Machine Learning, Product  
Management at Ruffalo Noel Levitz



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