

WPP étend son partenariat avec IBM pour accélérer sa transformation digitale et son leadership mondial

Paris - 03 déc. 2014: IBM annonce aujourd'hui qu'il renforce son accord à long terme avec WPP, le plus grand groupe de services de communication au monde. Cet accord permettra à WPP d'innover avec de nouveaux services digitaux qui seront hébergés et gérés sur une infrastructure Cloud hybride mondiale.

Dans le cadre de cet accord, IBM fournira une plate-forme de services et de technologies pour permettre à WPP d'intégrer ses opérations tout en améliorant significativement sa productivité. La nouvelle infrastructure Cloud hybride flexible permettra à l'entreprise de:

- Développer l'utilisation du Big Data et de l'Analytique pour guider la prise de décisions et amplifier le processus créatif
- Renforcer son leadership dans un monde numérique et mobile
- Améliorer sa capacité à déployer de nouveaux produits et services plus rapidement
- Favoriser une meilleure communication horizontale et collaboration entre ses différentes marques

Ce nouveau partenariat stratégique permettra à IBM de transformer et gérer la plate-forme de technologie mondiale de WPP, dans le cadre d'un contrat de services d'une durée de 7 ans, et d'un montant de 1, 25 milliard de dollars.

WPP Extends Its Partnership with IBM to Accelerate Its Digital Transformation and Global Leadership

London - 02 Dec 2014: IBM (NYSE: [IBM](#)) today announced it is building on its long-term relationship with WPP, the world's largest communications services group. The agreement will enable WPP to innovate new digital services that will be run and managed within a global hybrid cloud infrastructure.

As part of the agreement, IBM will provide a service delivery and technology platform that allows WPP to integrate its operations while delivering significantly improved productivity. The new flexible hybrid cloud infrastructure will enable the company to:

- Expand the use of [big data and analytics](#) to drive decision making and amplify the creative process
- Continue to build its leadership in a digital and [mobile](#) world
- Enhance its ability to more quickly deploy new products and services

- Foster greater horizontal communication and collaboration across its multiple brands.

This new strategic partnership includes a seven-year, \$1.25-billion services contract for IBM to transform and manage WPP's global technology platform.

"As the world's largest communications group, we are seeking to exploit IBM's cloud computing expertise to allow us to innovate and add value to both the service and the product we deliver to clients across 111 countries," said **Robin Dargue, WPP Group CIO**.

"This announcement is a significant milestone in the deployment of enterprise cloud and extends IBM's position as the premier global cloud platform," said **Erich Clementi, Senior Vice President, IBM Global Technology Services** *"Our secure, open enterprise cloud platform will enable WPP to quickly deliver new innovations to their customers."*

About IBM Cloud Computing

IBM is the global leader in open enterprise cloud enabling secure data and infrastructure integration in the cloud. For more information about cloud offerings from IBM, visit <http://www.ibm.com/cloud>. Follow us on Twitter at @IBMcloud and on our blog at www.thoughtsoncloud.com. Join the conversation #ibmcloud.

About WPP

WPP is the world's largest communications services group with billings in 2013 of US\$72.3 billion and revenues of US\$17.3 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; direct, digital, promotion & relationship marketing and specialist communications. The company employs nearly 175,000 people (including associates) in over 3,000 offices across 111 countries. For more information, visit www.wpp.com.
