

**IBM,** , , ■

**C2B** , , ■ ‘IBM’ , ‘IBM’

, ▲ ▲ ▲ (Engage)

**Seoul, Seoul, KOREA - 2015/07/20:** IBM( [www.ibm.com/kr](http://www.ibm.com/kr)) ‘ 2015’ . IBM , ■  
C2B(Customer to Business) .

‘ (Seize the Moment)’ . C2B , , ■ .

IBM ‘ 2015’ ‘ ’ . ‘IBM’ , ‘IBM’ , .

, ‘IBM’ , , , , SNS ,

, , 360 (view) .

“ (moment of opportunity) ”, “ ▲ ▲ ▲ (Engage) ” .

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