

The logo features a large, white, stylized 'X' shape. The word 'IBM' is positioned to the left of the 'X', and 'CITE' is to the right. Below 'CITE', the year '2014' is written in a smaller font. The background is a vibrant, multi-colored explosion of particles in shades of yellow, green, blue, and pink against a black backdrop.

IBM XCITE  
2014

# The New IT Conversation

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IBM

X CITE  
2014

Data – The next natural resource

*Ginni Rometty*

Transactional  
Systems

Mobile, Social,  
Internet of Things



**Brings hybrid world together  
Secures enterprise boundary**

Internal Data  
Source

External Data  
Source

Insights

Next Best Actions, Risk Mgmt,  
Better Decision, Customer Behaviour

Infrastructure Matters to support the  
voluminous data in real time

Cost effective and  
Efficient Data Storage Mgmt

Performance

Security/  
Integrity

High Availability

Speed to Deploy

Open

Security

Agility/  
Scalability

Speed/Real time

Simplified Mgmt

Cost effective

**Preserves integrity &  
stability**

**Freedom to  
innovate rapidly**

**>70%**

Believe IT infrastructure is  
**key enabler to  
competitive advantage**

**BUT**

**<10%**

**fully prepared to  
address Cloud, Big Data &  
Analytics, Mobile & Social**

### SYSTEMS OF RECORD

Mission Critical apps

*Do more*

Performance



High Availability

New workloads including CAMSS

Security/  
Integrity



Speed to deploy

ZCloud, Openstack, Power VM,  
Power Cloud, Software defined  
storage, Worklight on MF, tape

Z, Power 8 (I and AIX) HE, Storage  
HE, System software, Enterprise  
Architecture

### SYSTEMS OF INSIGHTS

Stand alone apps

Copy data

*Do less*

Speed/  
Real Time



In memory

Real time Data & Insights Integration

Integration



Massive data  
handling

Zdoop, Power 8, DB2 BLU with  
Power, real time compression,  
Flash, Cognos, Big insight with  
Power 8

STG and SWG

### SYSTEMS OF ENGAGEMENT

Mobile & Social  
on x86 or Cloud Distributed

*Optimize*

Cost effective



Speed/  
Real Time

Integrated, Trusted, Resilient

Agility/  
Scalability



Simplified  
mgmt

Worklight on power linux, storage  
virtualization, up to 20 to 1  
consolidation on Power Linux for  
selected workload from x86, integrated  
storage mgmt

Linux on Power 8 (scale out), platform  
computing( Symphony and GPFS), Elastic  
storage, scale out architecture

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IBM Storage Video 2014 - high-res


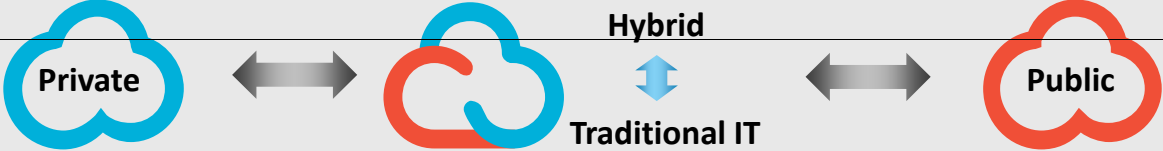


# TRANSFORMING THE ECONOMICS OF DATA

00:03



⌵

The right infrastructure is **‘Made with IBM Infrastructure’** to optimize revenue & profit

<p><b>Designed for Big Data</b></p>	 <p>Continuous data load    Massive IO bandwidth    Grid-scale storage    Flash for extreme performance    Cognitive capabilities    Low latency</p>
<p><b>Defined by Software for Cloud</b></p>	 <p>Private    Hybrid    Public Traditional IT</p>
<p><b>Built for Optimized Engagement</b></p>	 <p>Availability    Security    Connectivity</p>
<p><b>Open &amp; Collaborative</b></p>	 <p>Linux, Eclipse, KVM, Open Virtualization Alliance, OpenStack, OpenDaylight, OpenPOWER™</p>

## 'Infrastructure Matters' for Systems of Record, Insights & Engagement

**93%**

Improved  
latency  
**XIV Storage**

**70%**

Faster Cloud  
implementation  
**IBM Systems**

**91%**

New  
customer-  
facing apps  
access  
**Mainframe**

**1+**

**Yottabytes** data  
managed by  
**IBM Software  
Defined Storage**

**82x**

Faster insights  
with **Power DB2  
Blu & Cognos**

**90%**

More agility  
**Elastic  
Storage**

**95%**

Reduce  
Provisioning  
time **Storwize**

**100%**

Faster compute  
performance to  
accelerate  
decision-making



# 'Infrastructure Matters' for Systems of Record, Insights & Engagement

**65%**

Minimum server utilizations on power 8 linux vs 30-40% on x86

**#1**

In Gartner Quadrant  
**Flash**

**Up to 20:1**

20: 1  
X86: Power  
8 Linux  
consolidation

**#1**

by IDC  
**Software  
Defined Storage**

**2.5x**

Faster Big Data  
/Hadoop  
performance on  
Power 8

**70**

PVU SW  
pricing, big SW  
licence savings  
on Power 8  
Linux

**2x-3x**

Faster scoring  
in SPSS  
predictive  
analysis

**6x**

More concurrent  
users supported  
on Power 8

**PB**

Unstructured/  
distributed data  
coverage with  
GPFS file systems

## SUMMARY

1

**Data : Natural Resource**  
**Need the RIGHT infrastructure to extract**

2

**IBM STG innovation**  
**FIT FOR PURPOSE Infrastructure with**  
**Leapfrog performance, savings, reliability and scalability**  
**Recognised by industries**

3

**Brings tremendous business opportunities for many partners:**  
**current HW/SW BPs, SI/ISV, mobile/social apps dev, MSP and new**  
**ecosystem such as telco, content providers**  
**High value selling brings higher profit**

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Thank you!