The New IT Conversation

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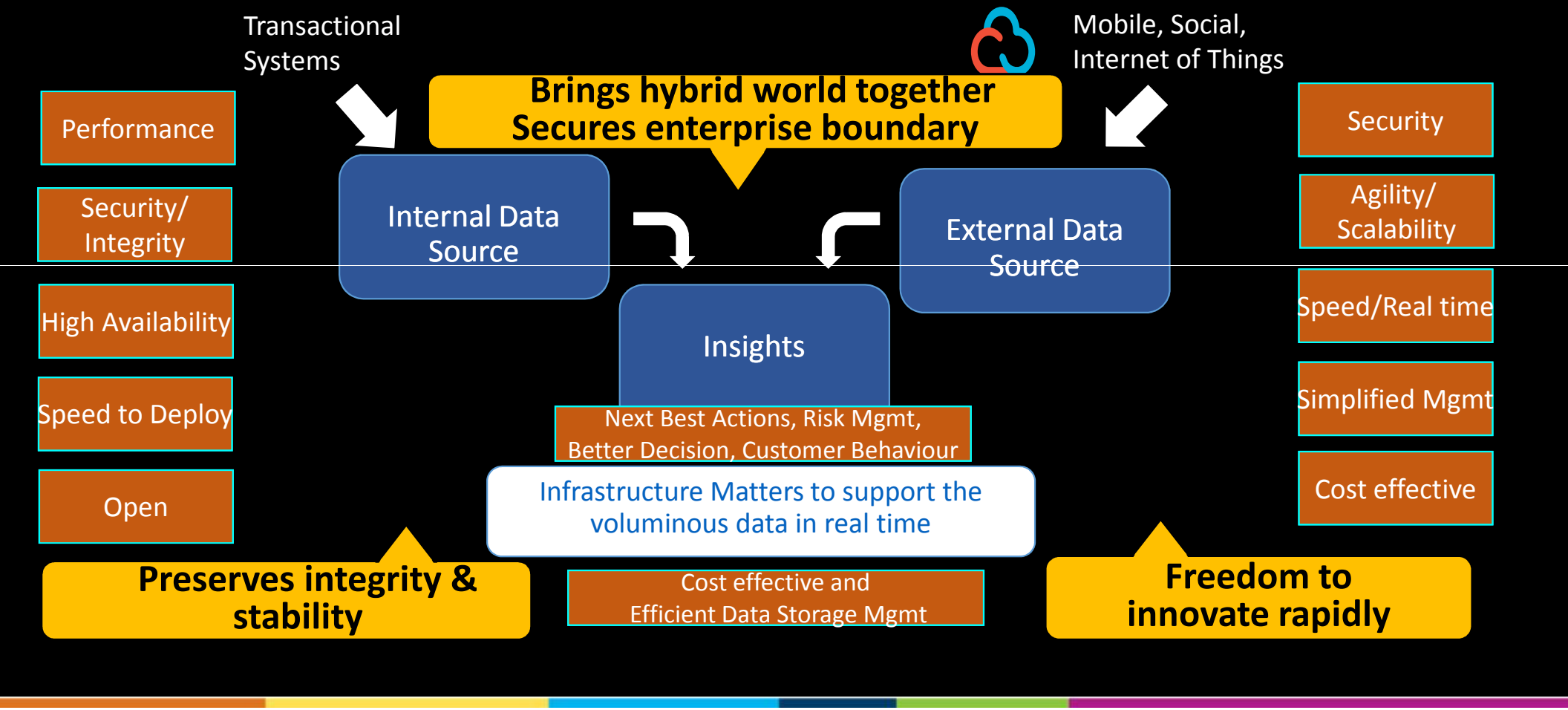
Data – The next natural resource
Ginni Rometty


Transactional Systems
Mobile, Social, Internet of Things
Brings hybrid world together
Secures enterprise boundary
Performance
Security/ Integrity
High Availability
Speed to Deploy
Open
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
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

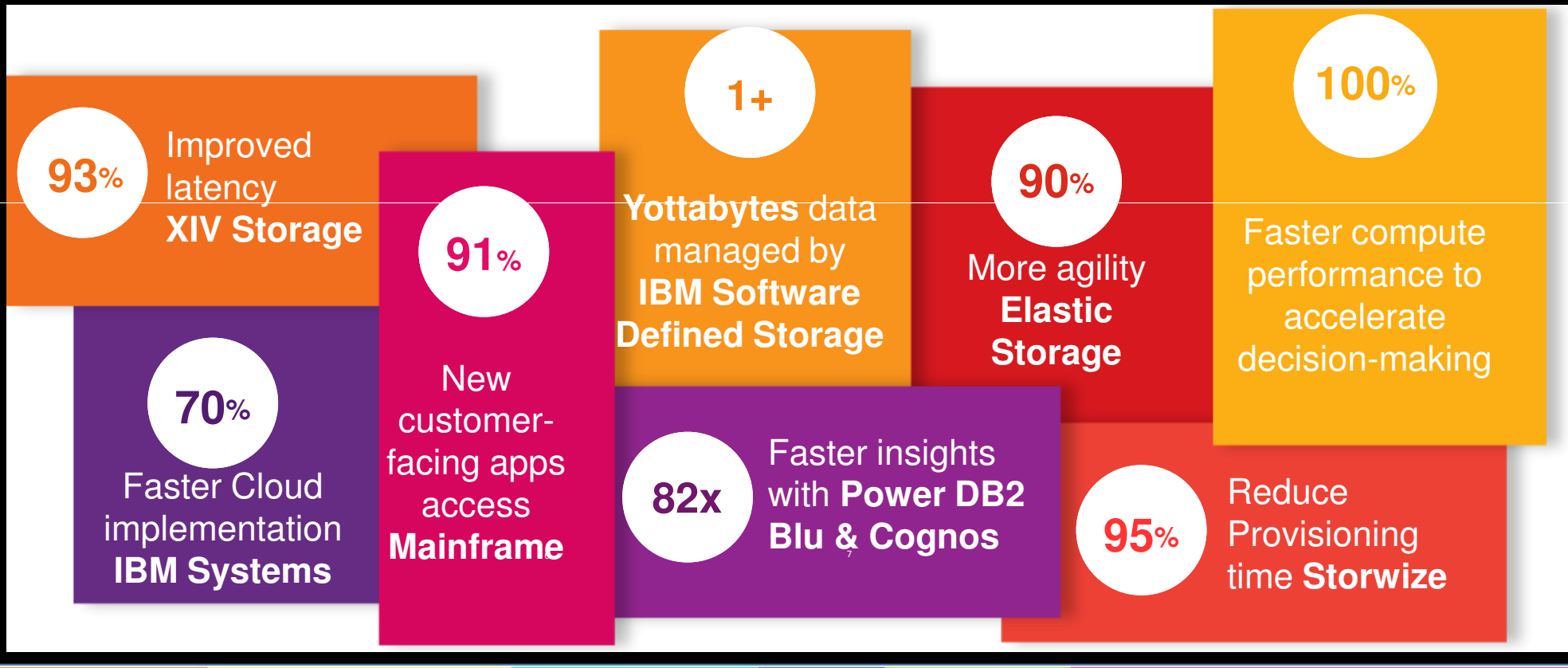
IBM Storage Video 2014 - high-res
TRANSFORMING
THE ECONOMICS
OF DATA
00:03

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

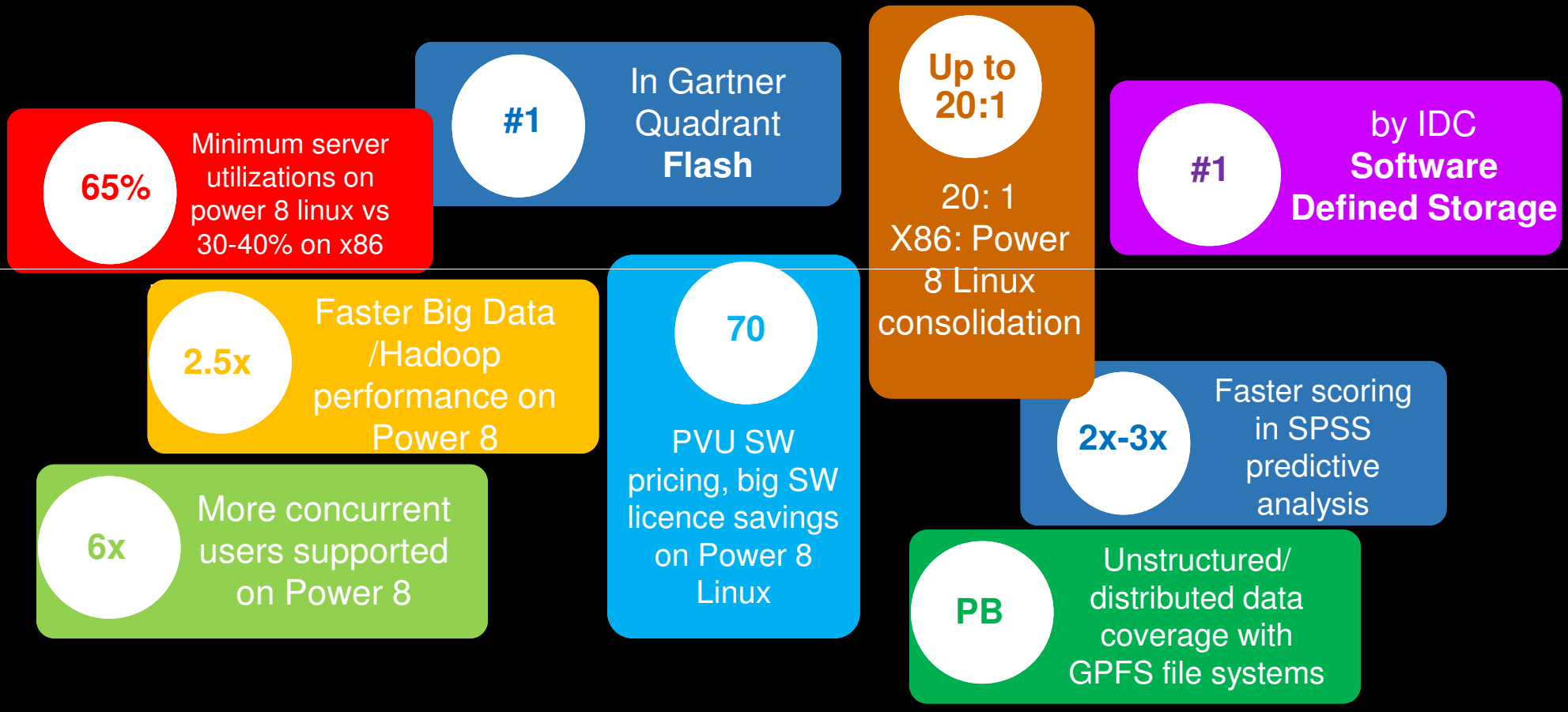
Designed for Big Data	Continuous data load; Massive IO bandwidth; Grid-scale storage; Flash for extreme performance; Cognitive capabilities; Low latency
Defined by Software for Cloud	Private ⟷ Hybrid ⟷ Public; Traditional IT
Built for Optimized Engagement	Availability; Security; Connectivity
Open & Collaborative	eclipse; KVM; OPEN VIRTUALIZATION ALLIANCE; openstack; OPEN DAYLIGHT; OpenPOWER™

IBM XCITE 2014

‘Infrastructure Matters’ for Systems of Record, Insights & Engagement



‘Infrastructure Matters’ for Systems of Record, Insights & Engagement



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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2014
Thank you!