BusinessConnect and SolutionsConnect
It's time to make bold moves.

Cloud has a silver lining
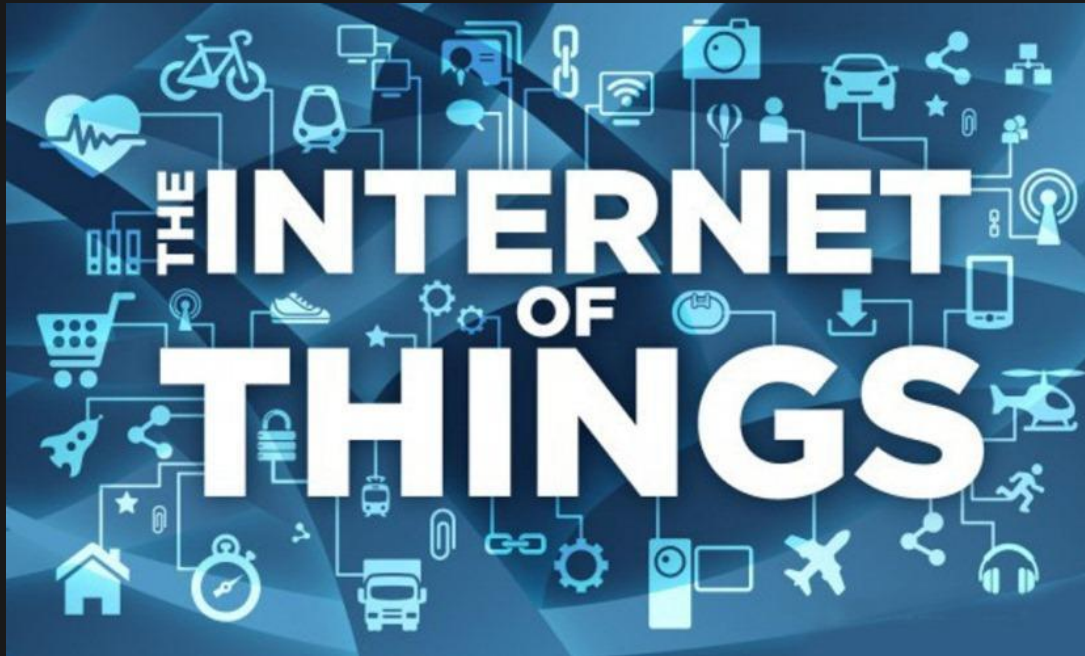## Re-making Enterprise IT

Jon Brown, Cloud Architect
IBM Australia & New Zealand

What in the world is going on?

The Internet of things everything mobile everywhere composed any-way

Think any function:

Apps
everyone to everyone

APIs
machine to machine

Machine
As any thing

=

Central Nervous System

IBM

Cloud Computing is About Principles and Design

Cloud Computing Business & IT Benefits

Legacy
No cloud computing qualities

Slow outcomes
Change paralysis
Expensive
Risky
Lock in
Rigid
"Big" & Monolithic
Pay for "everything"
One off
High touch (manual)
Managed Service
Think HW + SW +
Applications

Cloud Enabled
Partial qualities

Note: traditional technologies
can have cloud qualities

Cloud Native
Inherent qualities

Fast outcomes
Continuous delivery
Value
Mitigated
Freedom of choice
Scalable & elastic
Plug in & out capability
Pay for what you need
Mass re-use
Low touch (autonomic)
Self service
Think Apps, APIs & Services

"*Make no mistake, IBM is remaking enterprise IT for the era of cloud.*"

– Ginni Rometty

IBM

Cloud as a Growth Engine for Business

Think it.

Strategize how to to monetize new value, and reduce costs

$2B
SoftLayer Acquisition

$1.2B
Data Center Expansion

Build it.

Build and run hybrid cloud computing solutions

$7B+
Acquisition Investment

100+
SaaS Offerings

Tap into it.

Utilize cloud services delivered from IBM Cloud Marketplace

40,000+
Experts

IBM

Cloud Computing is Function with Freedom

pick & mix
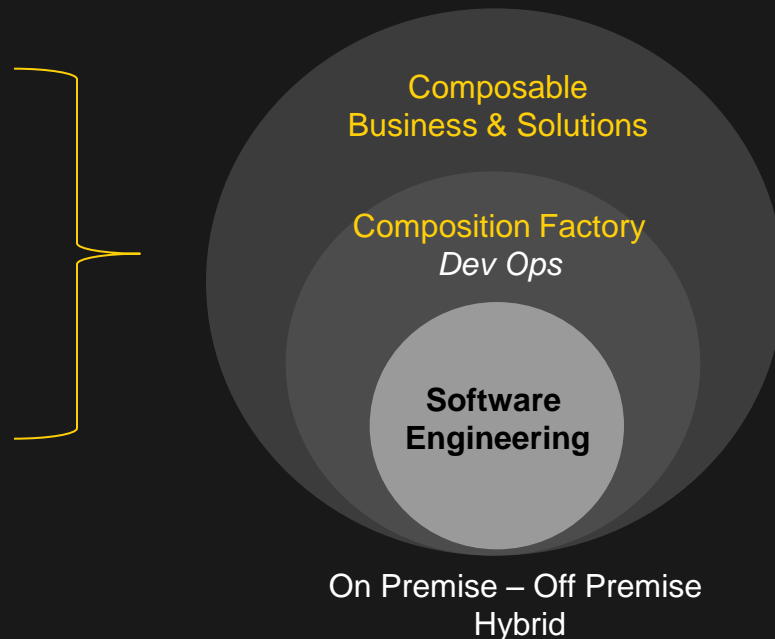Function with Freedom

People

Apps **APIs**

Process
Policy

Dynamic
Composable
Business
Functions

Services

MarketPlace
Internal & external

Technology

Delivered as a Service

Mobile
Analytics
Security
Social

Transformation

IBM
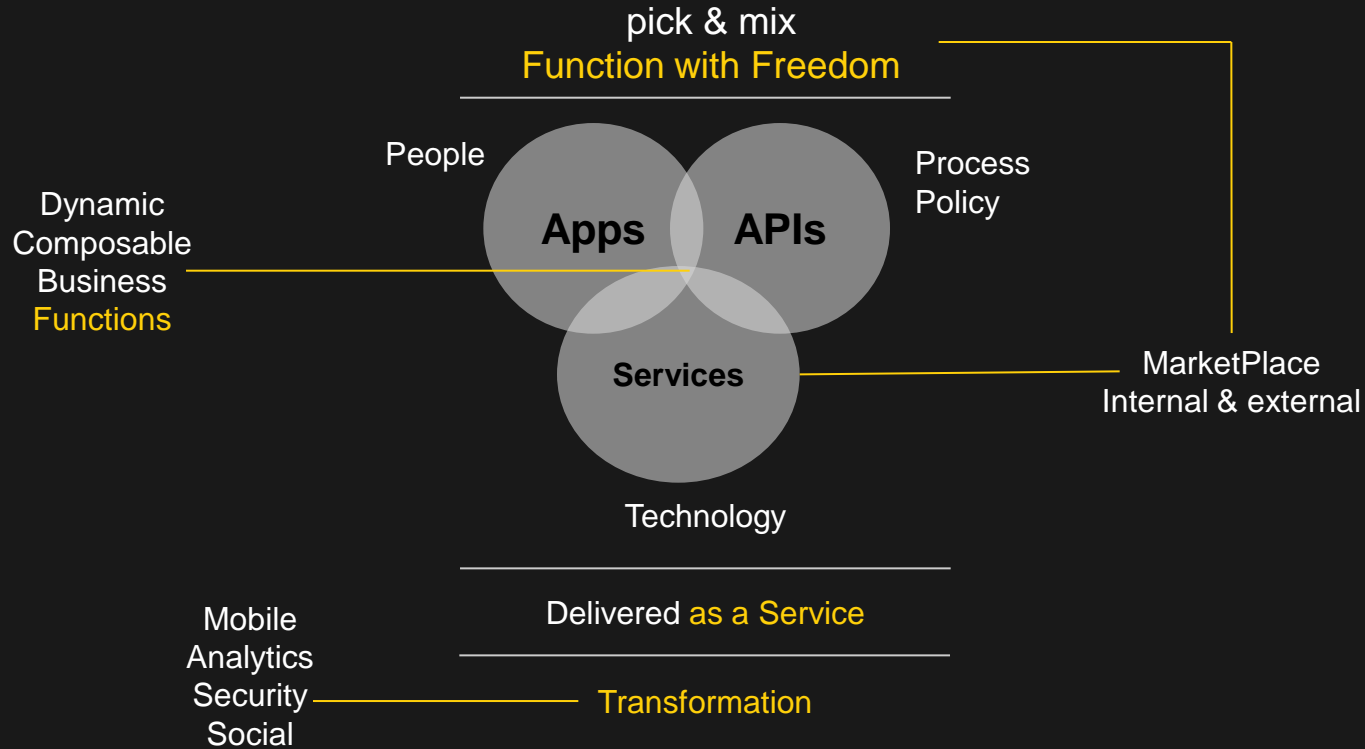
Cloud Computing Requires a New Organisational Model

IBM Cloud Marketplace
pick & mix Components as a Service

The new Business & IT
Solutions as a Service

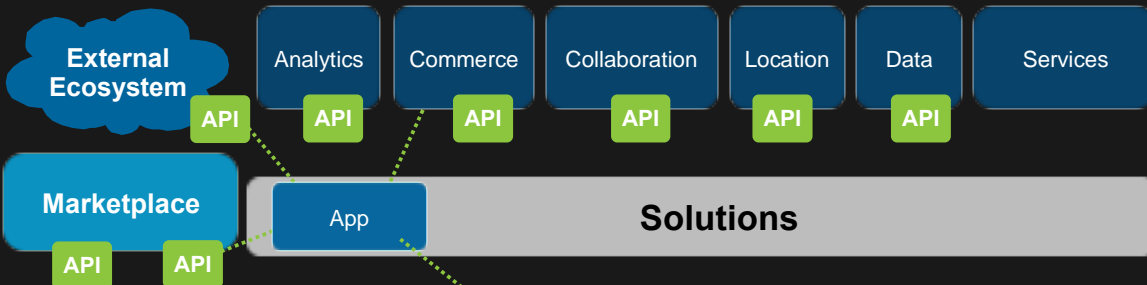| aS aa S	Application Services	Software aaS
aP aa S	Application Platform Services	Via Apps & APIs
I aaS	Infrastructure Services	
		Hardware

Composable
Business & Solutions

Composition Factory
Dev Ops

Software Engineering

On Premise – Off Premise
Hybrid

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The Next-generation Cloud Computing Platform

APP & API economy

External Ecosystem

Analytics | Commerce | Collaboration | Location | Data | Services

API | API | API | API | API | API

Marketplace

API | API

App | **Solutions**

Software as a Service

Cloud operating environment

Services and composition patterns | API and integration services | Traditional workloads

Development | Operational | Mobile | ... | Data | Security | Application services

Platform as a Service

CLOUD FOUNDRY

Software-defined environment

Workload definition, optimization and orchestration

Resource abstraction and optimization

Software-defined compute | Software-defined storage | Software-defined networking

Infrastructure as a Service

openstack
CLOUD SOFTWARE

IBM

IBM's Next-generation Cloud Computing Platform Enablers

APP & API economy

External Ecosystem

Analytics | Commerce | Collaboration | Location | Data | Services

API | API | API | API | API | API

Marketplace

API | API

App | **Solutions**

Software as a Service

IBM Cloud Marketplace

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Platform as a Service

IBM Bluemix

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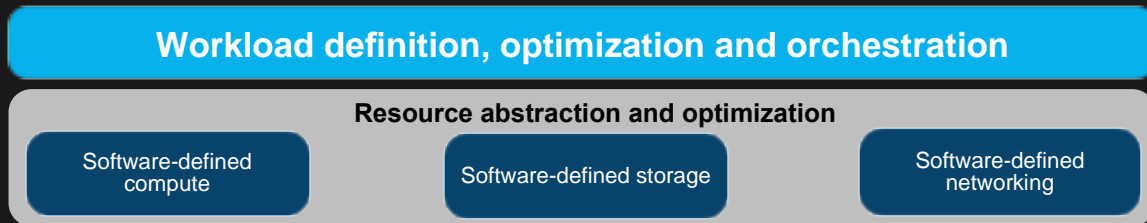
Infrastructure as a Service
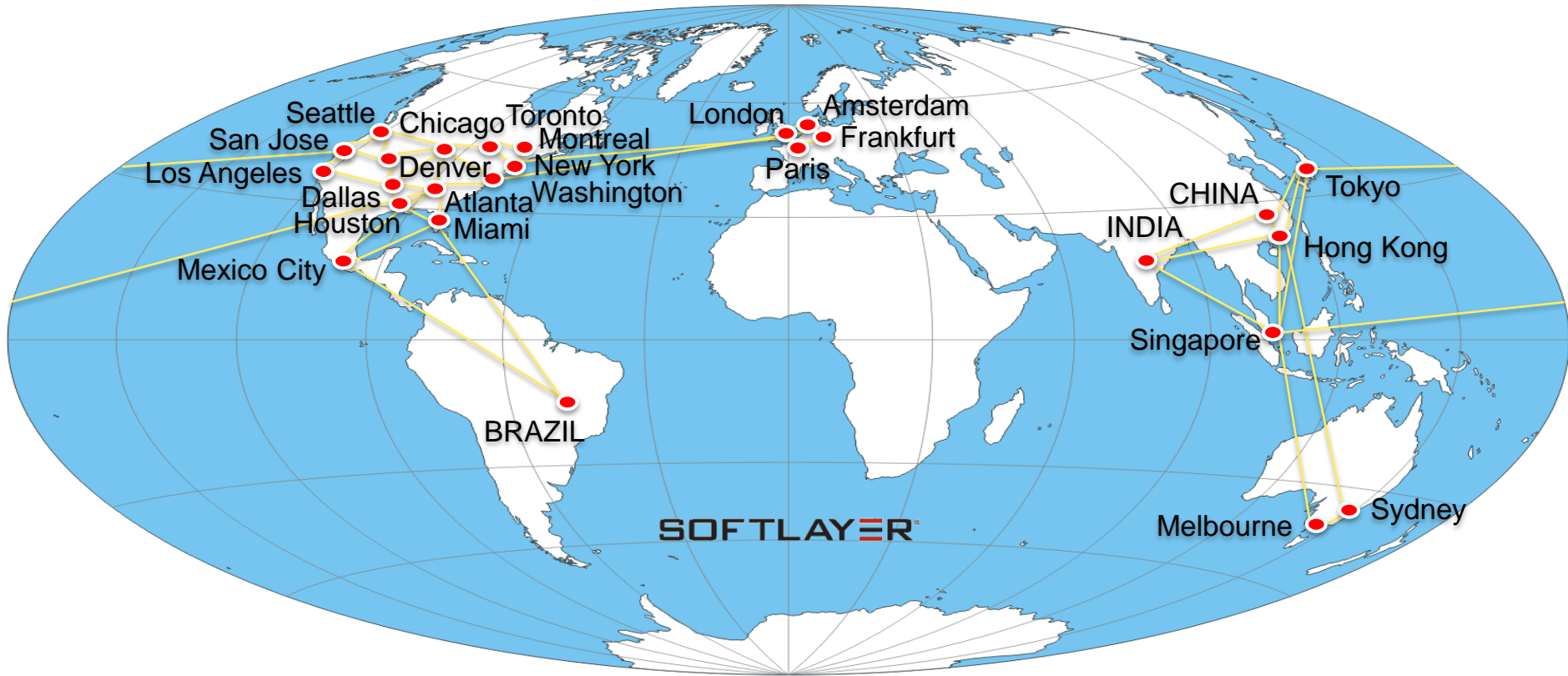
IBM Cloud Orchestrator & Automation Services

IBM SoftLayer & Cloud Managed Services

9

IBM

IBM Cloud IaaS Portfolio
enabling complementary solutions to match location, purpose & workload needs

Integrated System *for on premise*	SW & Prof. Services *for on premise*	Cloud Enabled (aaS) *for high touch needs*	Cloud (aaS) *for low touch needs*
Expert Integrated System	Modular Cloud Builder	Client off premise Cloud Enabled DC SO	Client off premise Premium IaaS+PaaS
IBM PureApplication System	**Cloud Automation Services**	**Cloud Managed Services**	**SOFTLAYER®**
• Pre integrated application system providing platform services • Rapid and reliable provisioning of optimized pattern-based applications • Automated monitoring and management of application • 200+ traditional application, middleware & database provisioning patterns	• Out of the box private cloud builder (server, storage & network). • Option of VMWare, OpenStack and IBM SmartCloud Orchestrator cloud management software stacks • HW agnostic. IBM PureFlex, SoftLayer, Client • 200+ traditional application, middleware & database provisioning patterns	• Suited to legacy and traditional 3 Tier application models, (App, MW and DB) • Requires a highly built out and resilient infrastructure & operational environment • Typical applications being SAP & Oracle ERP, CRM solutions	• Designed for Cloud Computing • Suited to web 2.0, cloud enabled and cloud native programming models • Resiliency is built into the platform/app layer • Typical services include MongoDB, NodeJS, RabbitMQ
Infrastructure (HW & SW) Client or Provider DC Premise	**Client, IBM or Softlayer Infrastructure & Premise**	**IBM Premise**	**SoftLayer Premise**

⬅ **progressive interoperability & convergence**
e.g. refer to PureApp Pattern Engine & Patterns ➡
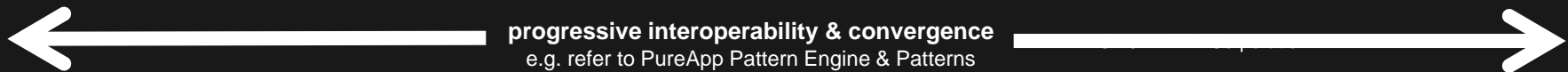
Private. Public. Hybrid. Virtual or Bare Metal. One portal. One set of APIs. One platform.

IBM

IBM creates a new buying experience
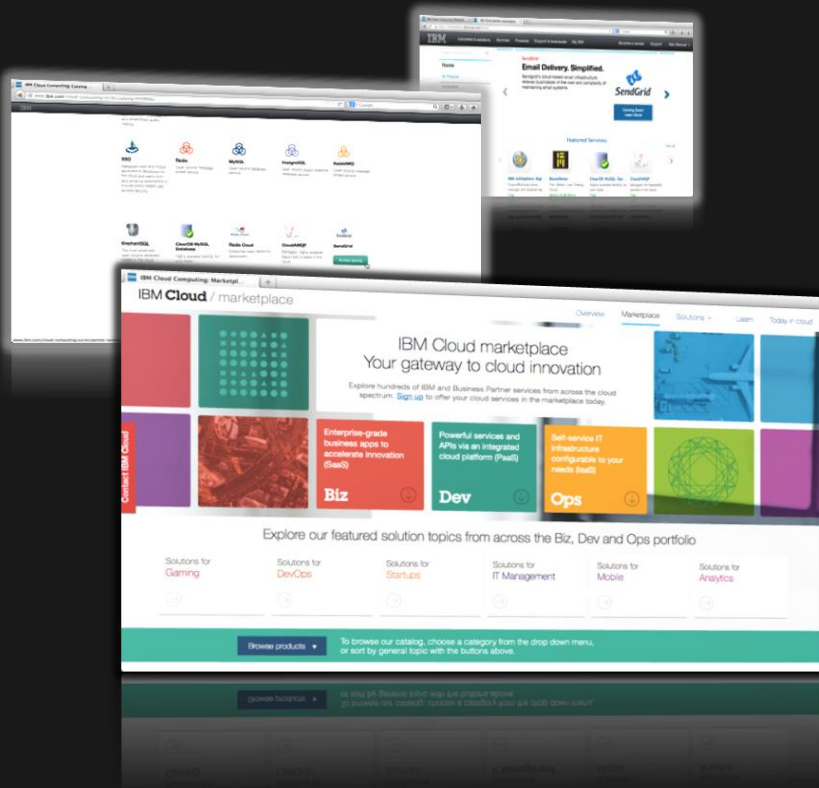
**IBM Cloud Marketplace
2H 2014**

IBM Branded website for line of business, developers & IT teams to build, consume & market offerings

Single point of entry for IBM and partner Iaas, PaaS & aaS offerings

http://ibm.com/cloud
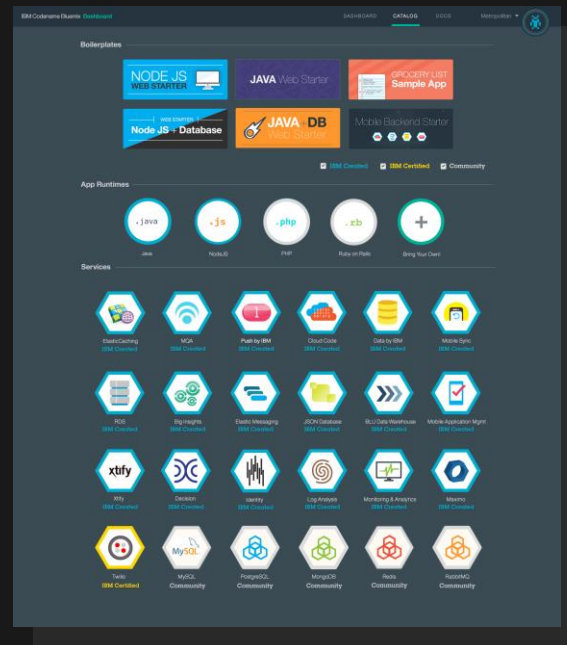and click on **Marketplace**

IBM Bluemix on SoftLayer

Delivering a Composable Services development Environment

- Run Your Apps
- Dev Ops
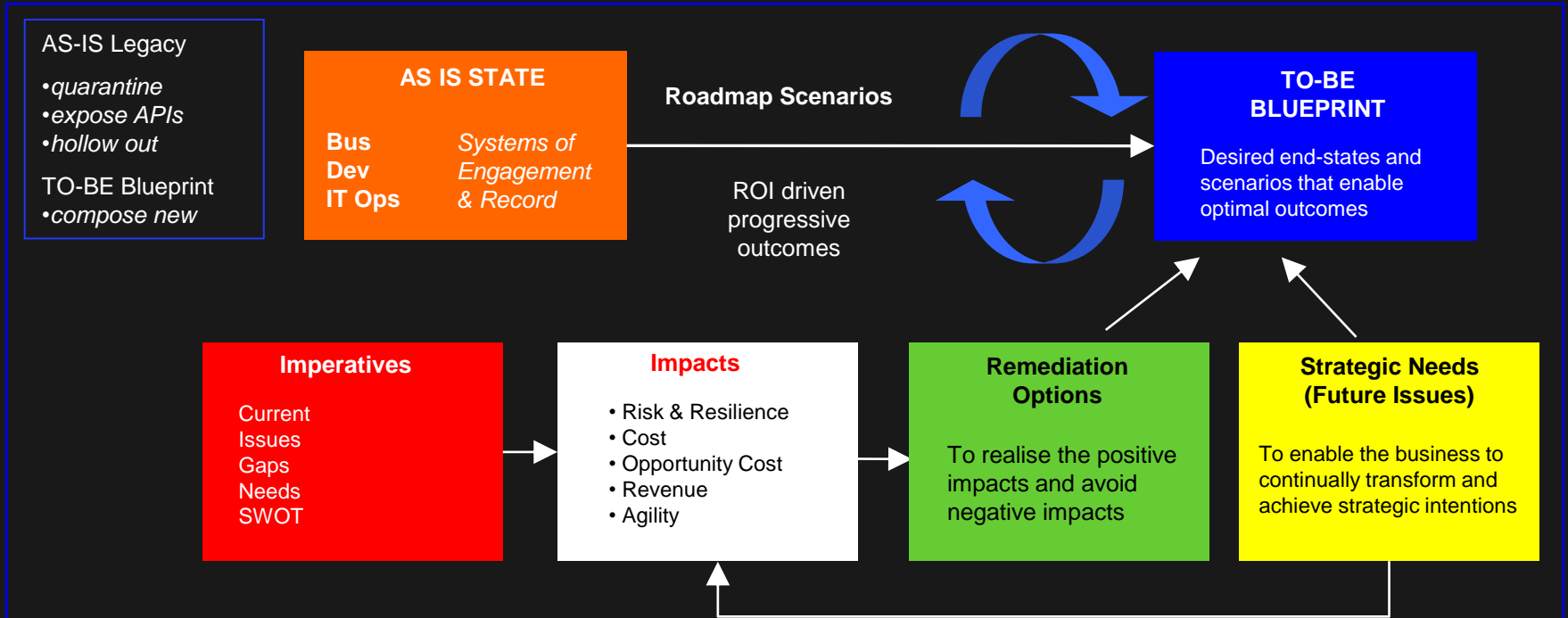- APIs and Services
- Cloud Integration
- Extend SaaS Apps

Fueled by Open Source PaaS

The **Cloud Foundry** Foundation

Moving to a new world?

Many entry points… on Premise + off Premise = Hybrid for (IaaS | aPaaS | aSaaS)

AS-IS Legacy
- *quarantine*
- *expose APIs*
- *hollow out*

TO-BE Blueprint
- *compose new*

AS IS STATE

Bus   *Systems of*
Dev   *Engagement*
IT Ops *& Record*

Roadmap Scenarios

ROI driven progressive outcomes

TO-BE BLUEPRINT

Desired end-states and scenarios that enable optimal outcomes

Imperatives

Current
Issues
Gaps
Needs
SWOT

Impacts

- Risk & Resilience
- Cost
- Opportunity Cost
- Revenue
- Agility

Remediation Options

To realise the positive impacts and avoid negative impacts

Strategic Needs (Future Issues)

To enable the business to continually transform and achieve strategic intentions

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JonBrownTweets