



IBM SmartCloud
Rethink IT. Reinvent Business.

Padraig Byrne
pbyrne@au1.ibm.com
1 June 2012

Pulse2012

Meet the Experts. Optimise your infrastructure.

May 31 – June 1

Sheraton on the Park Hotel, Sydney

Adoption initiatives are emerging.

Cloud Enabled Data Center

Integrated service management, automation, provisioning, and self service

Cloud Platform Services

Pre-built, pre-integrated IT infrastructures tuned to application-specific needs

Business Solutions on Cloud

Software-as-a-Service delivering IT and process orchestration within and across organizations

Cloud Service Provider

Advanced, reliable, highly secure and scalable platform for creating, managing, and monetizing cloud services



Common platform, Open Standards



IBMSmartCloud

Business Process as a Service
Software as a Service

Platform as a Service

Infrastructure as a Service

Design

Deploy

Consume

IBMSmartCloud
Foundation

IBMSmartCloud
Services

IBMSmartCloud
Solutions

Private & Hybrid Clouds
Cloud Enablement Technologies

Managed Cloud Services
Infrastructure and Platform as a Service

Cloud Business Solutions
Software and Business Process as a Service

Commitment to open standards and a broad ecosystem

IBM Smart Cloud Foundation

Infrastructure as a Service Technologies

A policy-based, scalable environment for managing cloud computing resources and services “on demand”

Platform as a Service Technologies

Cloud middleware & tools to build, integrate and run cloud services

Common Set of Technologies

SmartCloud Entry	Take new and existing infrastructure to the cloud while lowering capital costs and risk leveraging cloud management software optimized for IBM Systems	IaaS Technology
SmartCloud Provisioning	Achieve cloud agility and fault tolerance across mixed vendor environments with ultra scalable, heterogeneous image provisioning and lifecycle management	
SmartCloud Monitoring	Optimize your cloud environment for peak performance and assurance through resource optimization, predictive trending, and historical data correlation & alerting	
SmartCloud Virtual Storage Center	Agile cloud storage management thru provisioning control and advanced management capabilities, improving the flexibility, cost, and performance of virtualized, cloud-enabled storage.	
SmartCloud Control Desk	Reduce cost and minimize service disruptions through automated service request handling, efficient change management, optimized asset lifecycle management across IT and enterprise domains	
PaaS Technology	IBM Workload Deployer	Use standardized patterns to create, deploy, and dynamically manage elastic, scalable workloads across heterogeneous private cloud environments
	Cast Iron Cloud Integration	Simplified, quick integration of Cloud and on-premise applications and data



Which Has Created A Hybrid World

Integration is Critical in a Hybrid World

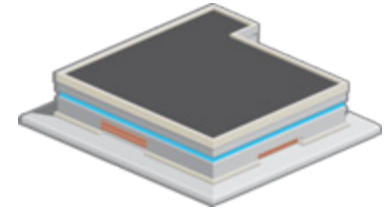
Public Clouds

Private Clouds

Packaged Applications

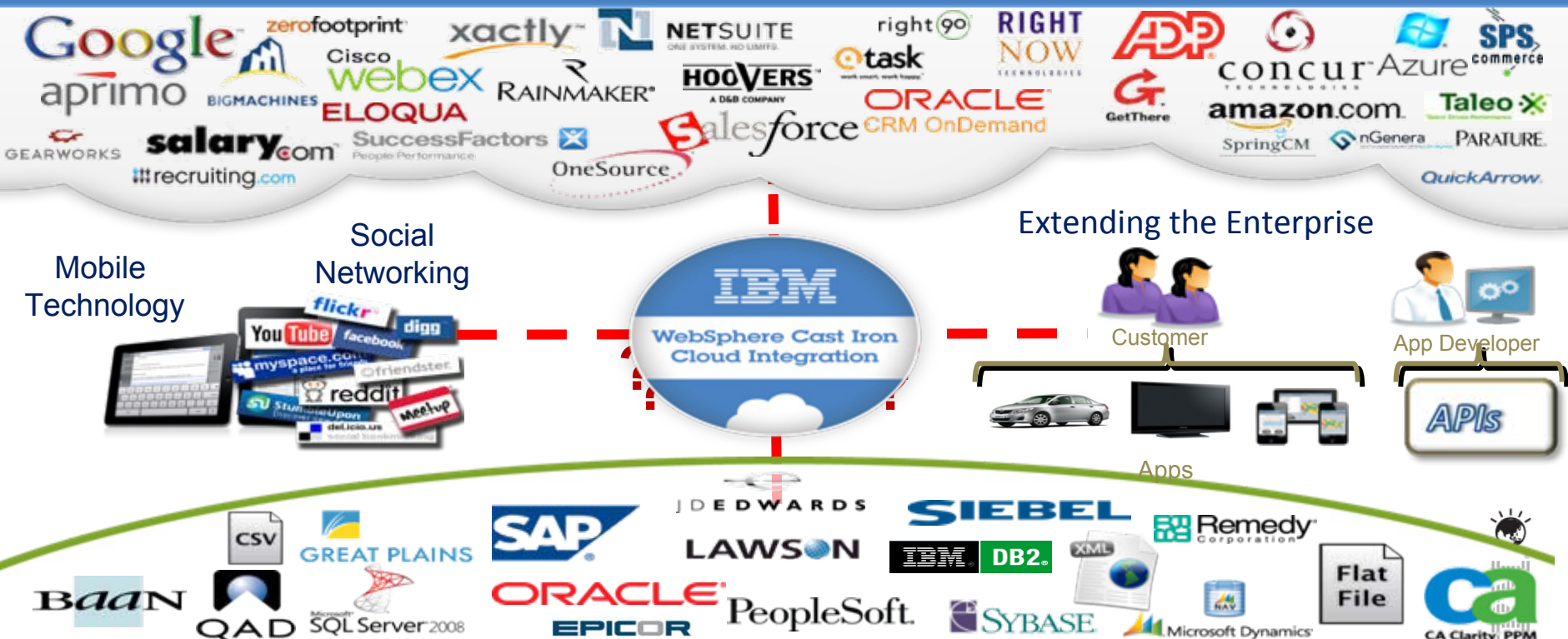


Home-grown Applications



Growing Complexity Beyond Connecting the Cloud

Integration Maximizes Value of Cloud Investments



WebSphere Cast Iron Live



Proven Results Across Industries



Life Sciences



FinSrv



Education



Manufacturing



High Tech



eBioscience



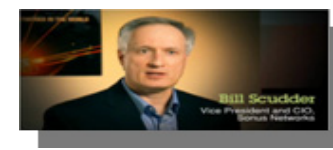
CompWest
Insurance



Westmont
College



Siemens
Energy, Inc



Sonus
Networks

Customer Success/Testimonial Videos Available on
www.ibm.com/castiron

ANNOUNCING:

PureSystems

The world's first family of expert integrated systems

Announcing the first two members of IBM PureSystems

PureFlex

New



Infrastructure System:
Expert at sensing and anticipating resource needs to optimize your infrastructure

PureApplication

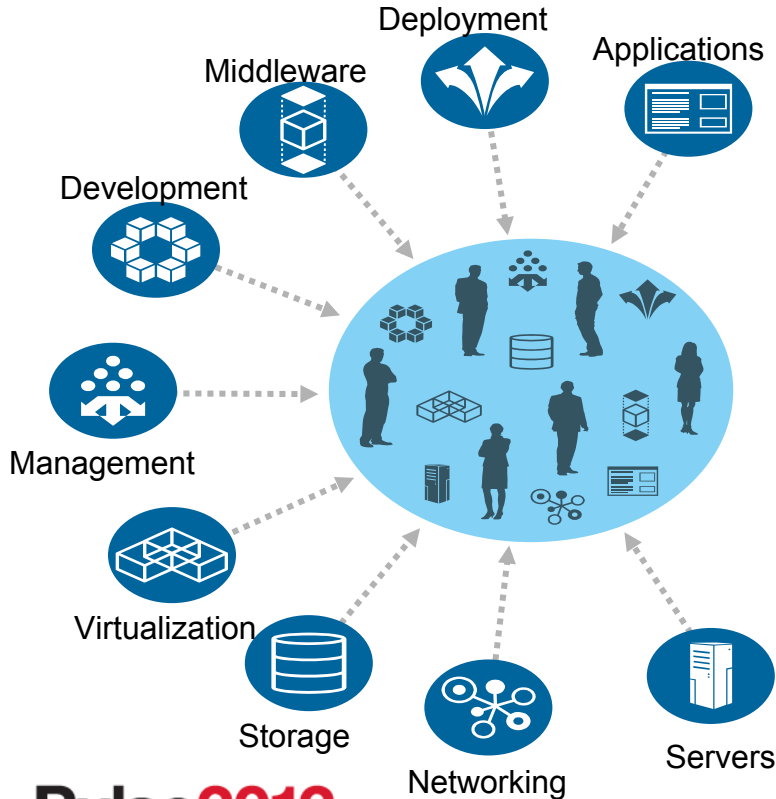
New



Platform System:
Expert at optimally deploying and running applications for rapid time-to-value

Built-in expertise ■ Integration by design ■ Simplified experience

IBM PureSystems integration by design



Optimizes the complete solution stack:

- All hardware and software components factory integrated and optimized
- Single point of unified lifecycle management
- Integrated monitoring & maintenance
- Integrated and elastic application and data runtimes
- Application patterns allocate system resources for optimal performance, security and reliability
- Fully virtualized and built for cloud
- Storage tuned to data needs

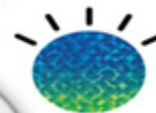
IBM Business Solutions on Cloud Portfolio

Social Business on Cloud



Notes Events iNotes™ Suite
Lotus Live
 Engage Meetings Connections
 Collaboration
 BlueworksLive

Smarter Commerce on Cloud



Transportation Management
 Supplier Portal
Sterling Commerce
 B2B Integration Services An IBM Company
 B2B Collaboration Network Supply Chain Visibility
 File Transfer Service Data Synchronization Manager
 Webforms Configure, Price, Quote on Cloud
 Yard Management
 Invoicing Pivotal Veracity Mailbox IQ
 Search Analytics Monitor Search unica
 Lifecycle Social Analytics Explore Live Mail Netinsight
 Marketing Operations On Demand
 Benchmark Impression Attribution Intelligent Offer AdTarget Multi-Channel

BI on IBM SmartCloud
COGNOS

BI for ASL/OEM SaaS
Smart Analytic Cloud

Data Collection Web Interviewing SaaS
 Data Collection Survey Hosting
 Decision Management SaaS
SPSS AN IBM COMPANY
 Data Collection CATI Interviewing SaaS
 Managed Service Provider Data Collection Reporter SaaS

Business Analytics and Optimization on Cloud



Incident reporting and tracking
Intelligent Operations Center
 Real-time collaboration
 Situation awareness
 Traffic Prediction Tool
Intelligent Transportation
 Usage Analysis and Reporting
Intelligent Water
 Work Optimization

Smarter Cities on Cloud



LotusLive Offerings

Web Conferencing



Lotus Live Meetings

(Sametime Unyte Meeting)

Full-featured Web conferencing service includes polling, hand raising, record & playback.

- Supports G1 languages

Collaboration



Lotus Live Engage

An integrated suite of Web collaboration and business networking solutions including:

- On line Meetings
- Files
- Chat service
- Activities
- Survey Forms
- Live Charts
- Profiles and Contacts

eMail



Lotus Live Notes

(Lotus Notes Hosted Messaging)

Full-featured, dedicated hosted Email service. (rich client and browser)

- Supports 27 Languages

Additional Add-ons

→ LotusLive Mobile for Blackberry

→ LotusLive Sametime IM



Lotus Live iNotes

Web-based Email service with personal calendar & shared contacts. Mobile sync capability.



Lotus Live Connections

An integrated suite of Web collaboration and business networking solutions including:



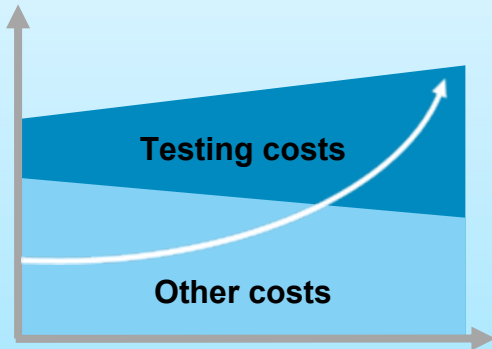
Lotus Live Events

(Sametime Unyte Events)

Internet-based event capabilities. Provides tools to create & manage webinars.

Green Hat – why the need for virtualized testing?

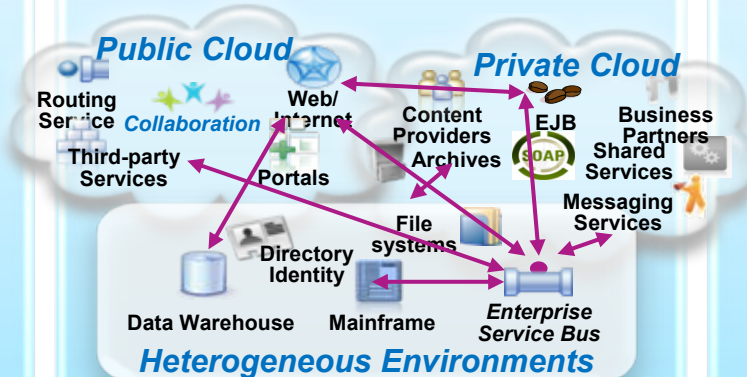
Increasing Cost of Quality



13%

The forecasted increase in wages for India IT workforce in 2011^a

Increasing Development Complexity



\$5-30 million

The typical investment to build a single test lab for a Fortune 500 company. Most have dozens^b...

Balancing Quality and Speed



30-50%

The average amount of time testing teams spend on setting up test environments, instead of testing^c

* Source: <http://www.sei.cmu.edu/about/message/>

IBM SmartCloud Enterprise 2.1

Agile cloud infrastructure designed to provide rapid access to security-rich, enterprise-class virtual servers, operating systems, middleware and other services, ideally suited for dev/test, batch and other dynamic workloads.



IBM SmartCloud Enterprise+

IBM SCE+ has been designed to support enterprise-class workloads and includes a full suite of managed services



The time has come to rethink IT and reinvent business —
with IBM SmartCloud

Go to ibm.com/smartcloud
for more information.



Thank you!
Go raibh maith agaibh!

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