IBM Connect 2015

Seize the Moment

02/06/2015

Choosing the right IT infrastructure matters because the business outcome matters

IBM

Four seconds -- The 2014 Wimbledon story

https://www.youtube.com/watch?v=9pC1Qz0wnWw

Wimbledon uses IBM Cloud Computing and Analytics to create a superior user experience

IT Infrastructure Matters
Because business outcomes matter.

THE BENEFITS

THE NEED

Maintaining Wimbledon's position as one of the world's premier tennis events by delivering innovative ways **to share the excitement** of the tournament and **engage millions of people** around the globe

THE SOLUTION

IBM and Wimbledon continue to work together to **create an increasingly reliable, security-rich and responsive infrastructure** to keep pace with the demands of a Grand Slam tournament.

Specific IBM solutions included **IBM Power® with Linux**
IBM Cloud® solutions
IBM Information Management software
Business Analytics
IBM security solutions
IBM Tivoli® and IBM WebSphere® software.

Wimbledon was able to scale from a small, private cloud to a cloud that could handle a large-scale event without interruption.

A scalable, robust and highly secure website had 19 million unique visitors and 430 million page views. More than 55 percent of the views were from mobile devices.

3

Act now or forever fall behind

more than 71%

of large organizations believe

that their **IT infrastructure optimizes revenue and profit** or is a **key enabler of competitive advantage**[1]

Yet

fewer than 10%

of IT infrastructures are fully prepared

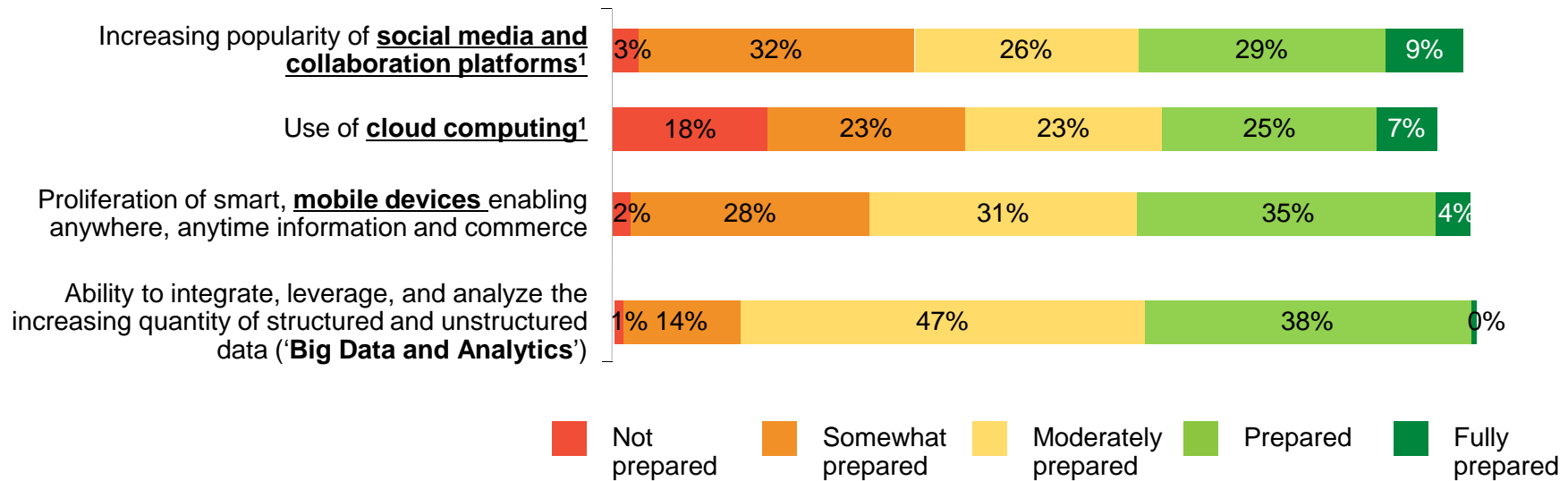to address the demands of mobile technology, social media, big data and cloud computing[1]

Customers demand an engaging customer experience and 24x7 access and availability.

1 IBM, *The IT infrastructure conversation*, July 2014.

Less than 10% of all organizations are fully prepared to address mobile, social, big data / analytics, and cloud trends
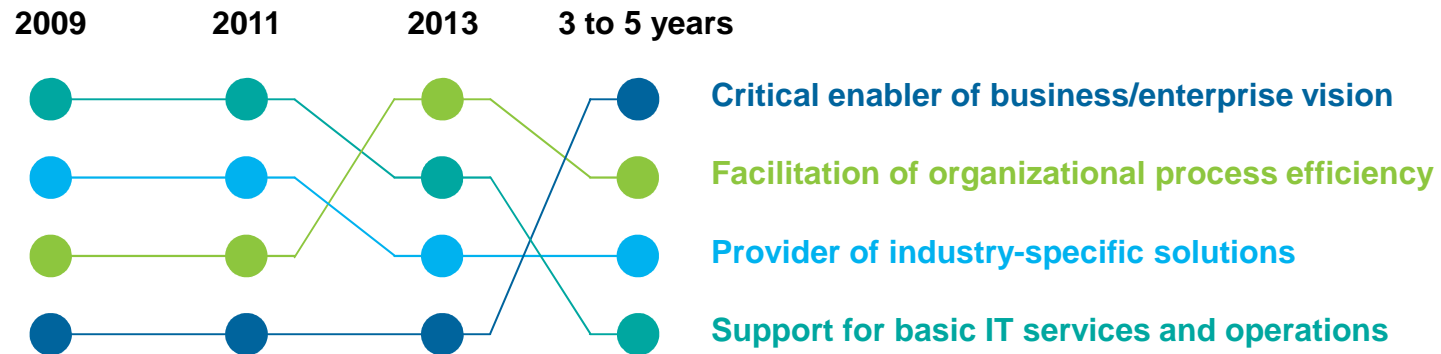
Level of preparation of existing IT infrastructure to address the following trends

Trend	Not prepared	Somewhat prepared	Moderately prepared	Prepared	Fully prepared
Increasing popularity of **social media and collaboration platforms**[1]	3%	32%	26%	29%	9%
Use of **cloud computing**[1]	18%	23%	23%	25%	7%
Proliferation of smart, **mobile devices** enabling anywhere, anytime information and commerce	2%	28%	31%	35%	4%
Ability to integrate, leverage, and analyze the increasing quantity of structured and unstructured data ('**Big Data and Analytics**')	1%	14%	47%	38%	0%

CEOs consider technology the single most important external force shaping their organization's future

CIOs are focused on repositioning IT at a more strategic level within the enterprise

2009 **2011** **2013** **3 to 5 years**

Critical enabler of business/enterprise vision

Facilitation of organizational process efficiency

Provider of industry-specific solutions

Support for basic IT services and operations

...although progress may not be as fast as they would like

Mobile customer engagement and Social Media having an impact on infrastructure

Mobile Apps

1 Billion
smartphone users by 2016

150
interactions per day per device

Systems of Engagement

- **Fast, agile**, mode of **application creation**
- Leverage **Open Source software components**
- Optimized for client engagement applications that integrate mobile, social and analytics
- **Scale-out applications** and delivery **Infrastructure**
- Can **combine services from both public and private clouds**

Systems of Record

CRM   HR

Legacy DB   ERP

- Stores, serves and protects **the data that drives a business**
- **Secure, robust, highly available**
- **Optimized infrastructure** to enable high use of system resources
- Audit trails, chargeback, governance, backup and recovery
- Automatic dynamic scaling of infrastructure to match workload and data demands

Also, Cloud, Analytics & Security having an impact on infrastructure

Cloud
Improve the economics of IT through efficiency and faster delivery of new products and services

Big Data and Analytics
Systems of Insight handle large volumes of data and derive real-time insights

Mobile and Social
Systems of Engagement promote information sharing and collaboration across the enterprise

Security
Ensure secure transactions and interactions

What does a *cloud-enabled* infrastructure look like?

Cloud infrastructure:

Must manage heterogeneous environments

Helps meet new workload demands and service agreements

made with **IBM**

IBM CAN DEPLOY A HYBRID CLOUD INFRASTRUCTURE USING:

- Scale-out IBM **Power Systems**™ servers running Linux technology

- Enterprise cloud solutions on IBM z Systems® **mainframes**, for large installations

- Scalable **Storage** solutions
  - **IBM XIV**® **Storage** System (and Spectrum Accelerate)
  - IBM **Elastic Storage** (and Spectrum Scale) technology

- IBM **Cloud Manager** with OpenStack

9

© 2015 IBM Corporation
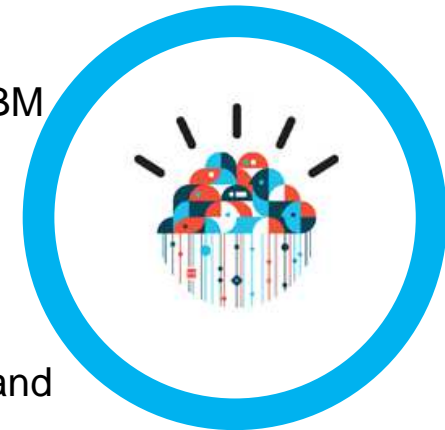
What does an *analytics-enabled* infrastructure look like?

Analytics-enabled infrastructure:

Handles huge and unpredictable volumes of data

Integrates into the enterprise information lifecycle

made with
IBM

IBM CAN BUILD AN INFRASTRUCTURE THAT HELPS ENSURE:

- Right-time decisions using the scale-up performance of IBM **Power Systems** servers (Business Analytics Accelerator - BAA)

- The collocation of systems of record and analytics capability of IBM z Systems **mainframes**

- The high-performance storage capabilities of IBM **FlashSystem™ storage**
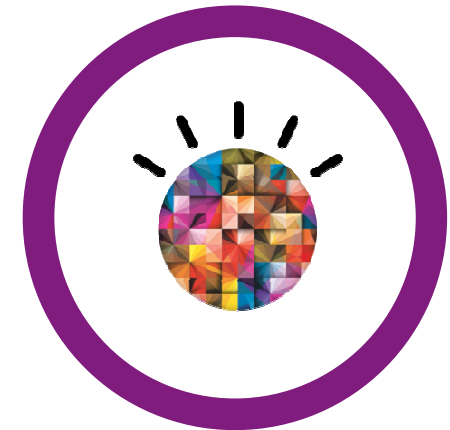
What does a *mobile-* and *social-enabled* infrastructure look like?

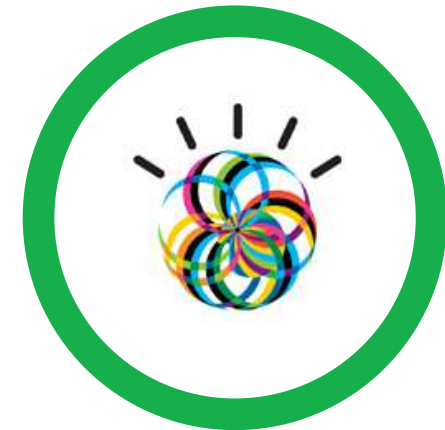**Mobile- and social-enabled infrastructure:**

Connects back-end systems with systems that touch customers

Orchestrates systems to evolve and deepen knowledge to grow customer relationships
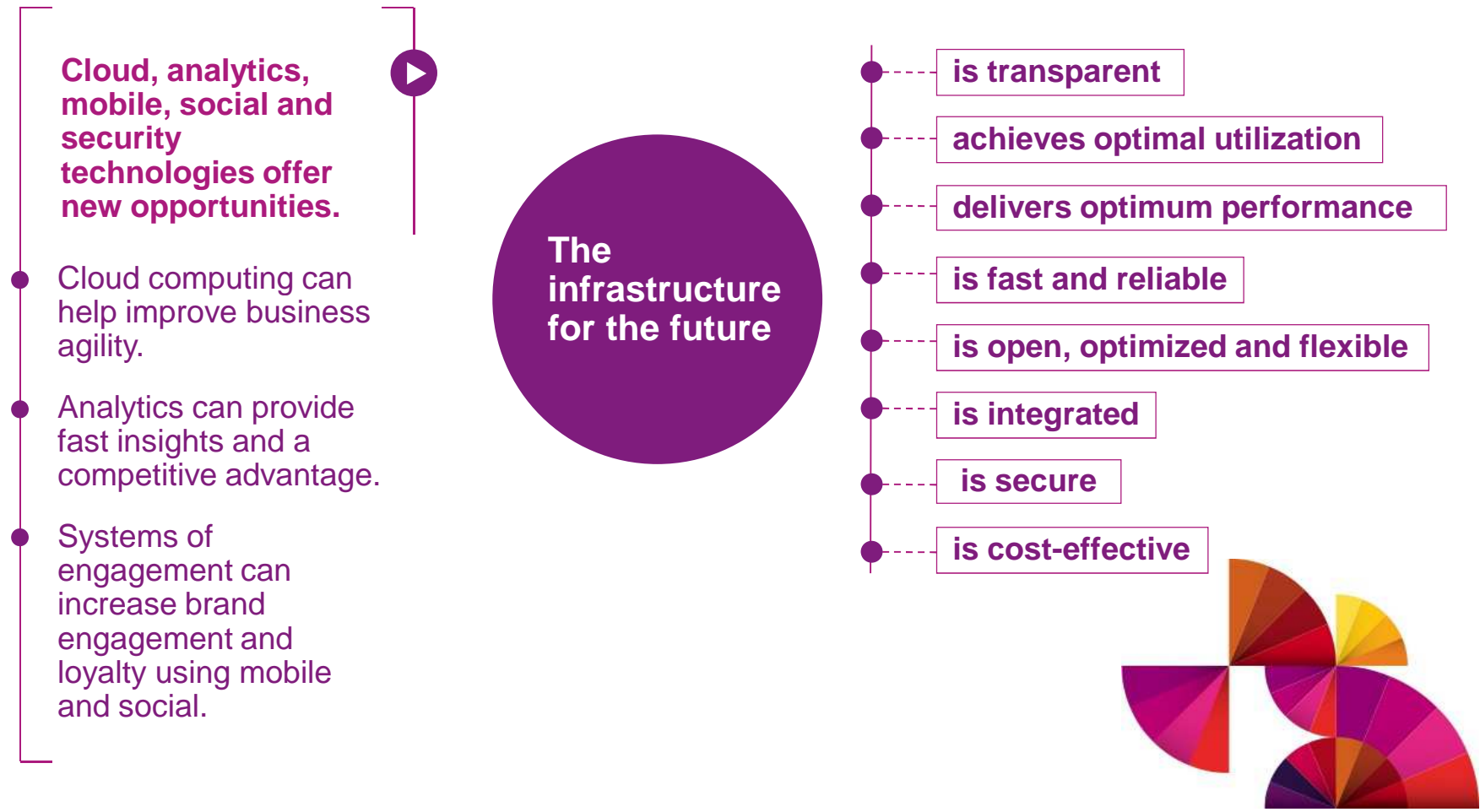
made with
IBM

IBM CAN BUILD THE INFRASTRUCTURE TO:

- Integrate the front and back offices to drive engagement and personalization via IBM **Power Systems** servers

- Build and manage vast networks of mobile devices using IBM z Systems **mainframes**

- Use **high-performance storage systems** so that customers have fast access to information
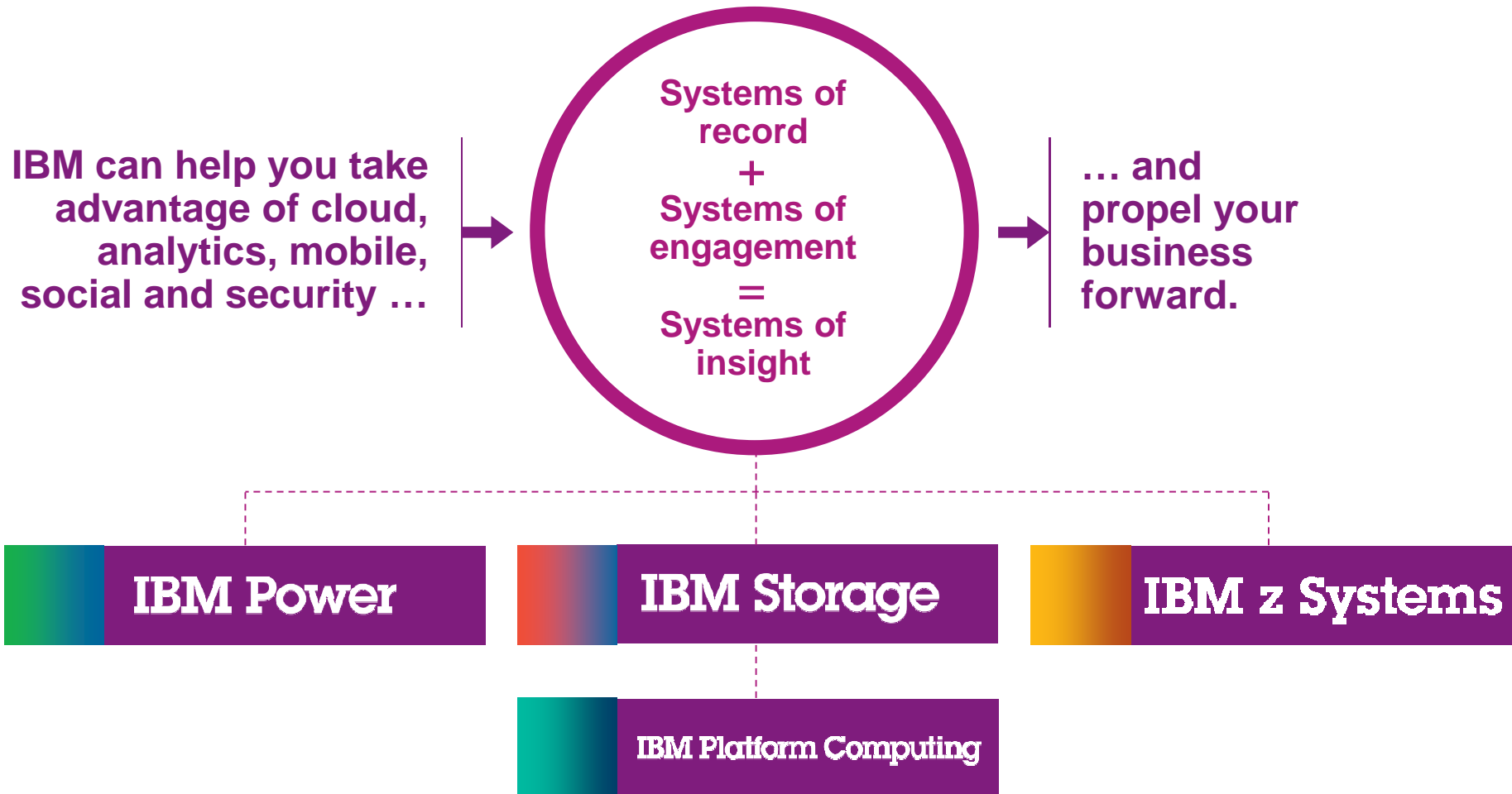
Use case: Visiting Wimbledon Championships

So, is your infrastructure ready to grab new opportunities ?

Cloud, analytics, mobile, social and security technologies offer new opportunities.

Cloud computing can help improve business agility.

Analytics can provide fast insights and a competitive advantage.

Systems of engagement can increase brand engagement and loyalty using mobile and social.

The infrastructure for the future

is transparent

achieves optimal utilization

delivers optimum performance

is fast and reliable

is open, optimized and flexible

is integrated

is secure

is cost-effective

How can IBM help?

IBM can help you take advantage of cloud, analytics, mobile, social and security …

Systems of record + Systems of engagement = Systems of insight

… and propel your business forward.

IBM Power

IBM Storage

IBM z Systems

IBM Platform Computing

Because customers matter

Thank You