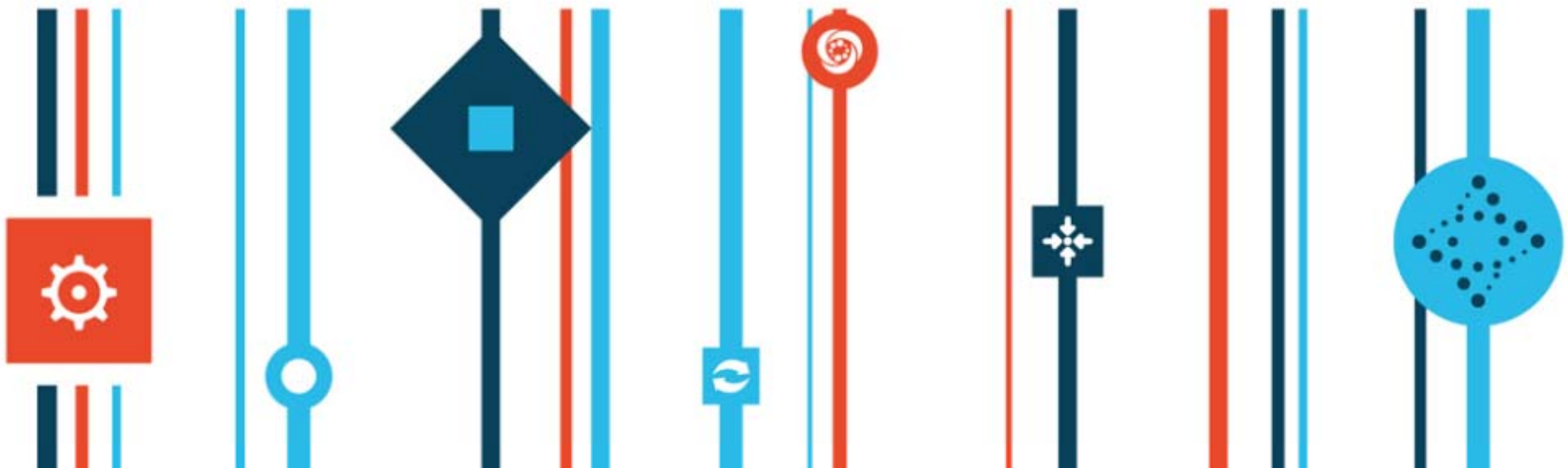


服务管理-实现云计算的引擎

Service Management – A Engine for Delivering Optimized Cloud Service

Tung Diep (葉滋松)

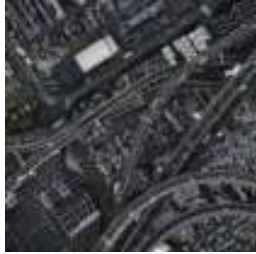
Technical Executive, IBM Tivoli Software Asia Pacific



Agenda

- Why Cloud Computing?
- What is Different about Cloud Computing
- Moving from Traditional to Cloud Environment
- IBM Cloud Strategy
- Cloud Computing Reference Architecture
- A Common Cloud Service Delivery Platform
- Will You Take the Cloud Journey?

The world is getting smarter – more instrumented, interconnected, intelligent.



Smart traffic systems



Intelligent oil field technologies



Smart food systems



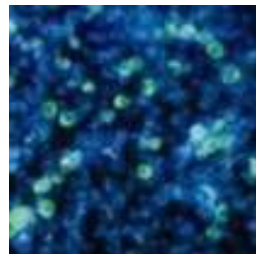
Smart healthcare



Smart energy grids



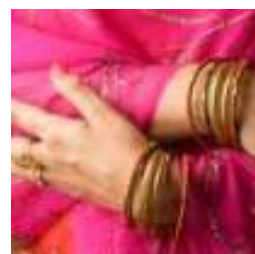
Smart retail



Smart water mgmt



Smart supply chains



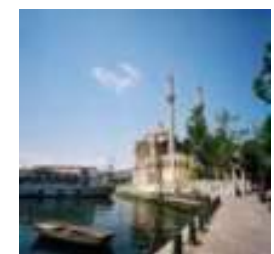
Smart countries



Smart weather



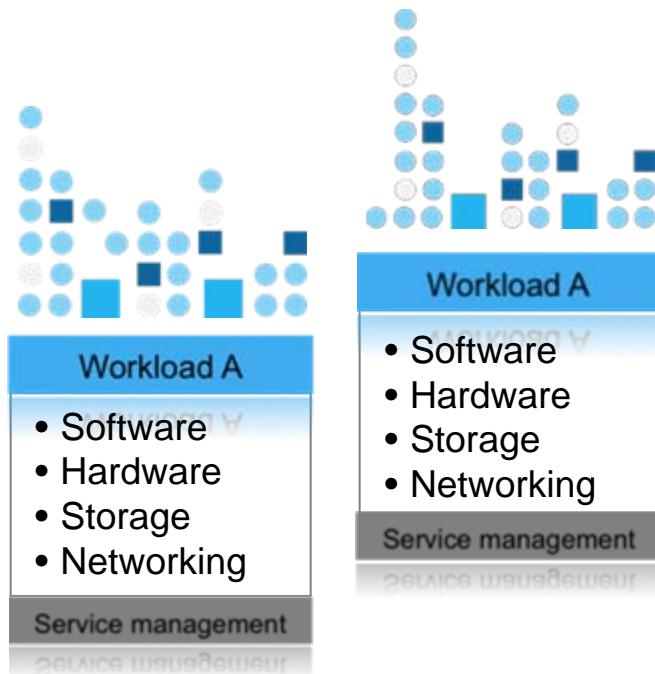
Smart regions



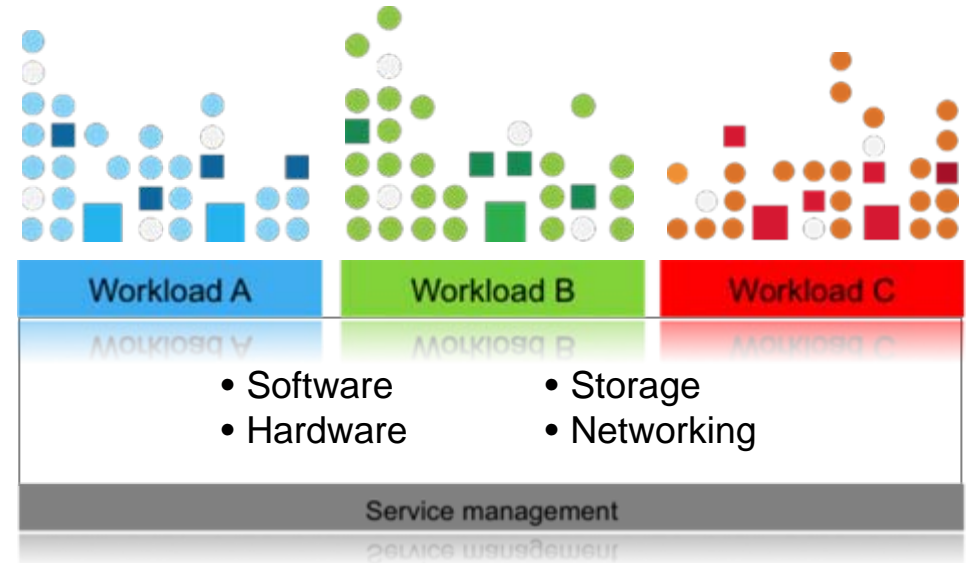
Smart cities

What is different about cloud computing?

Without cloud computing



With cloud computing

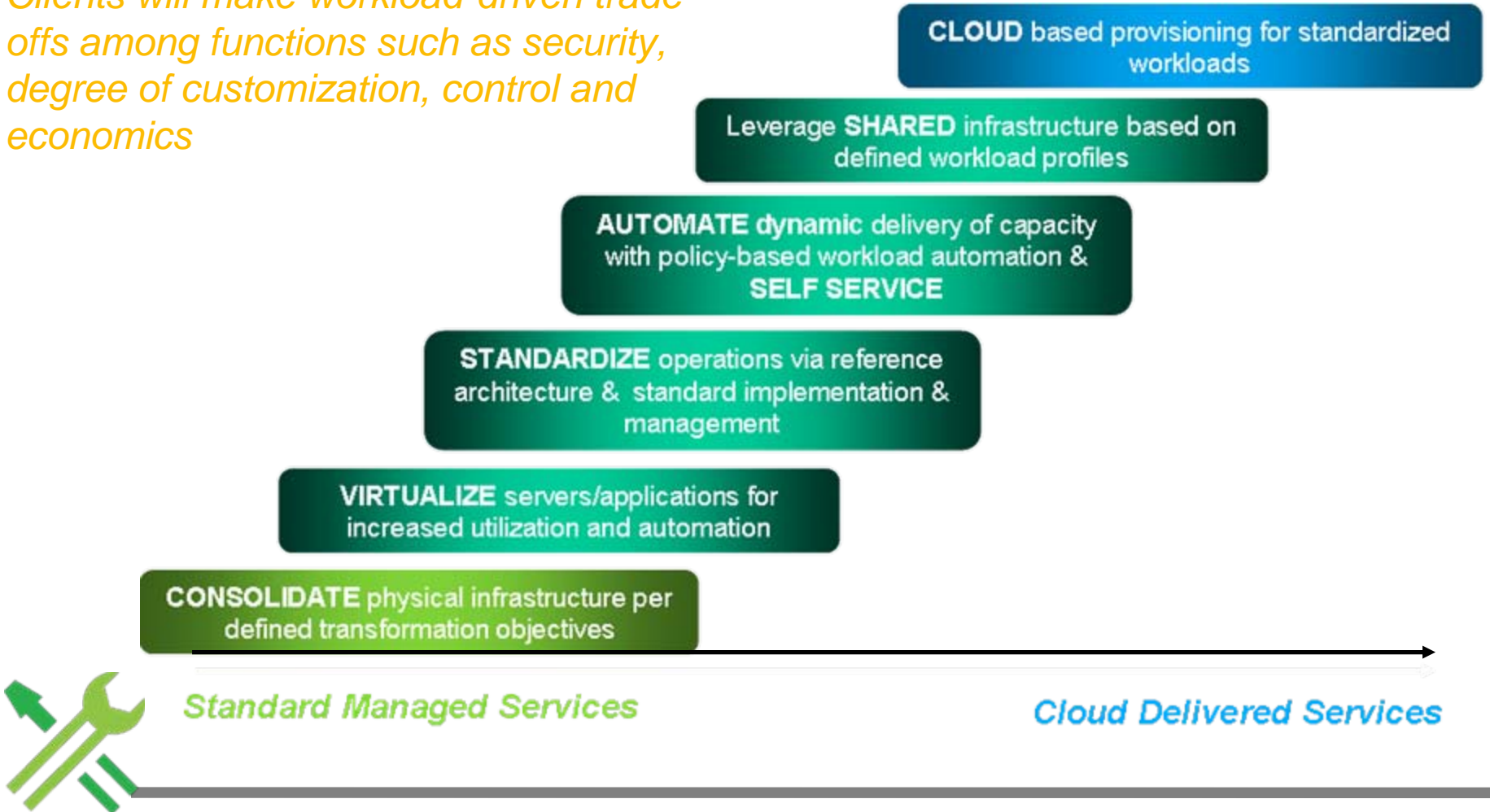


- Virtualized resources
- Automated service management
- Standardized services
- Location independent
- Rapid scalability
- Self-service



Movement from Traditional Environments to Cloud Can be in One Step or an Evolution

Clients will make workload-driven trade offs among functions such as security, degree of customization, control and economics



2010 IBM Cloud Strategy...

▪ Deliver Common Cloud Management Platform

- Provide management foundation for IBM cloud offerings – public & private
- Support flexible deployment and business models
- Enable competitive delivery economics through unified service management

▪ Build Common Cloud Service Platform with differentiation around enterprise needs for new and existing applications

- Seamless management/automation
- Standards-based data and process integration for hybrid environments
- Full application life cycle management
- Enterprise-grade security across workloads, hybrid clouds

▪ Build 'Cloud Systems'

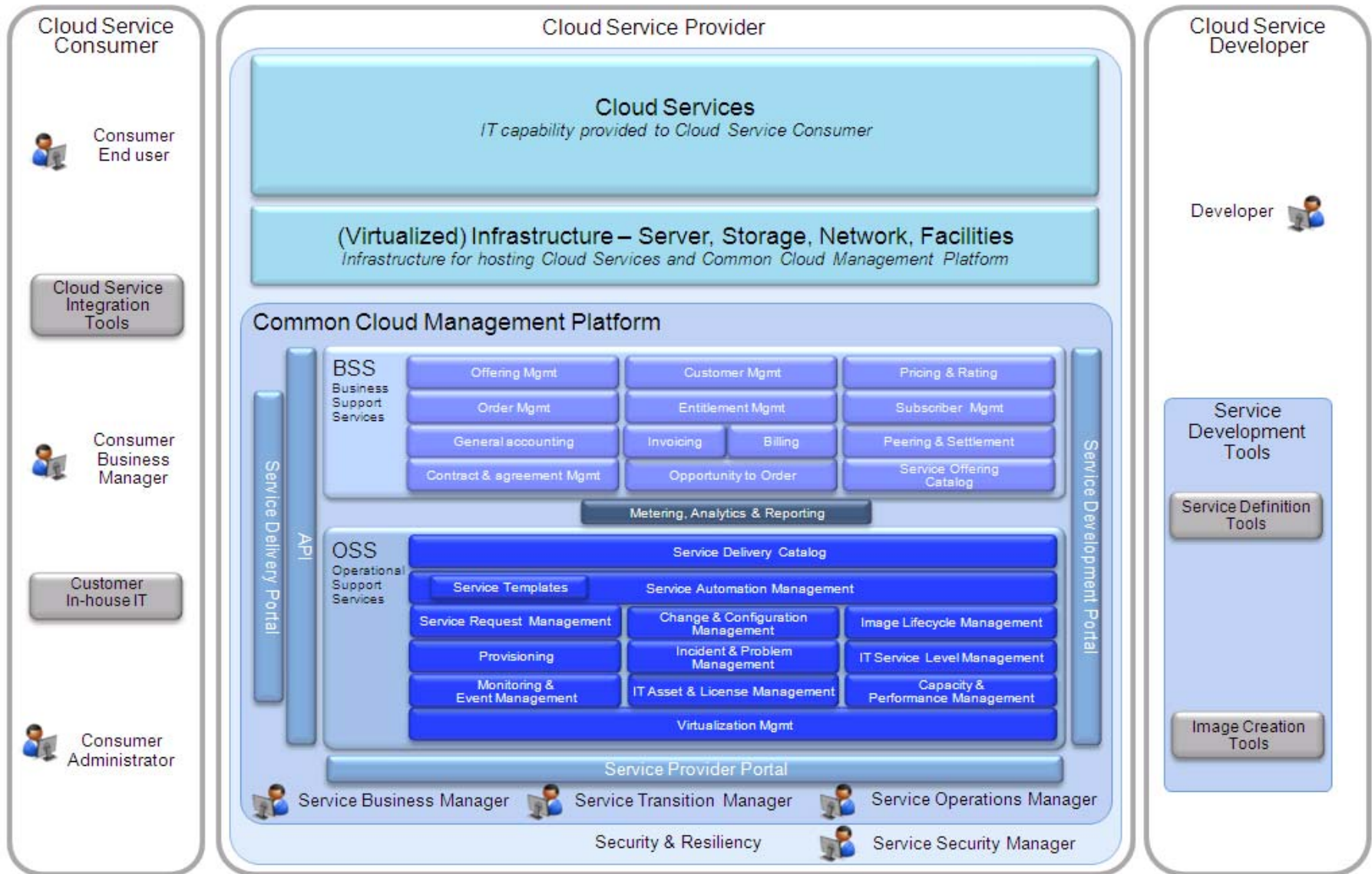
- Integrated hardware & software stacks optimized for cloud delivery
- Common technology building blocks for private and public clouds

▪ Enable high-value cloud workloads on the IBM Cloud

- Analytics, unified service management, web infrastructure, collaboration
- On-boarding to the Cloud Service Platform (Application Resource Management)
- Support for an eco-system

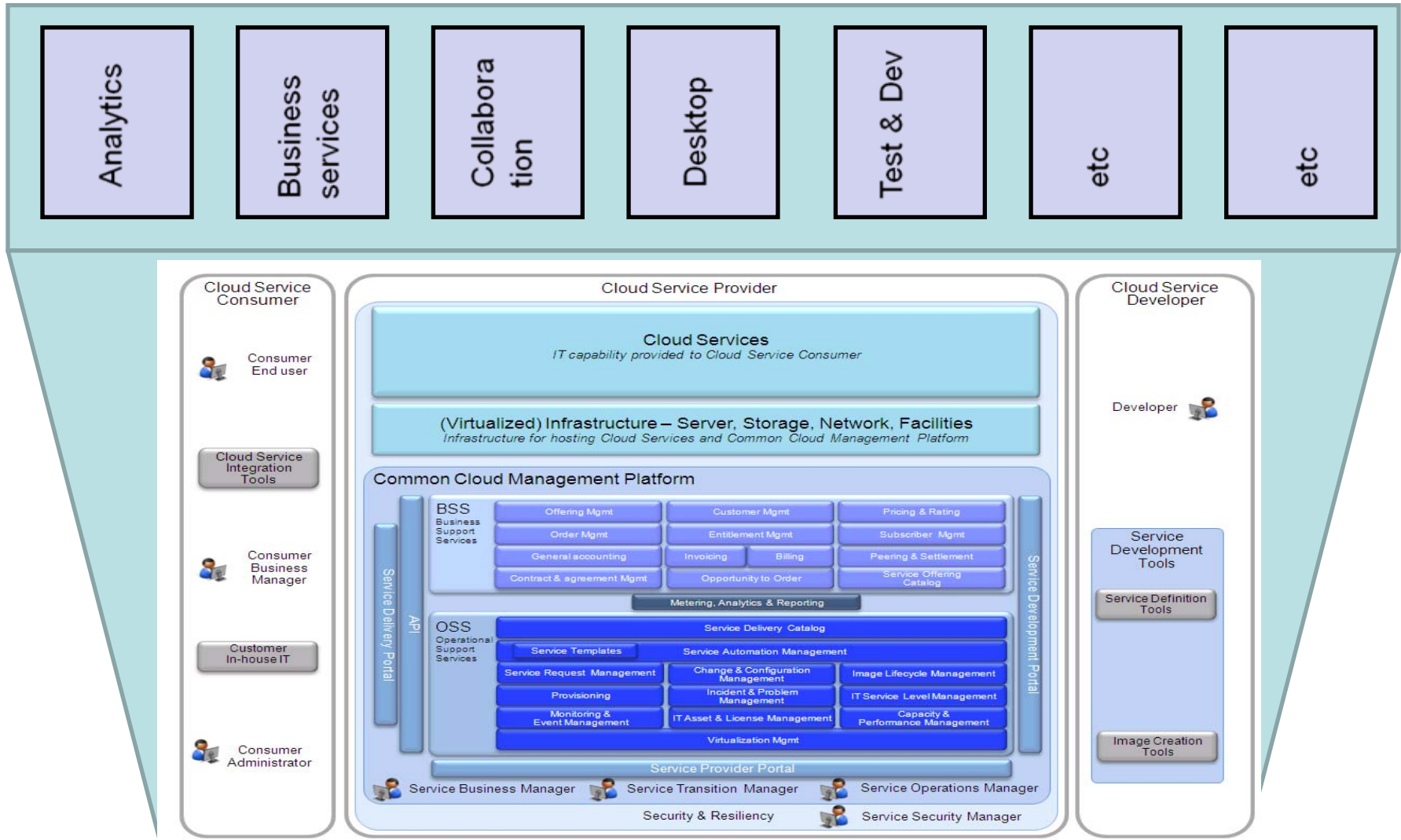


Cloud Computing Reference Architecture





A Common Cloud Service Delivery Platform



End to End Service Management

IT benefits from cloud computing are real

Results from IBM cloud computing engagements



| | | | |
|----------------------------------|--------------------|----------------------------|---------------|
| Increasing speed and flexibility | Test provisioning | Weeks | Minutes |
| | Change management | Months | Days/hours |
| | Release management | Weeks | Minutes |
| | Service access | Administered | Self-service |
| | Standardization | Complex | Reuse/share |
| | Metering/billing | Fixed cost | Variable cost |
| | Reducing costs | Server/storage utilization | 10–20% |
| Payback period | | Years | Months |

Cloud is an opportunity—will you be able to take advantage?



- Technology is enabling a smarter planet
- We must face head-on the challenges to building an effective IT
- Cloud computing addresses the challenges of a smarter planet
- Integrated Service Management is key to successfully implement a Common Cloud Service platform.



Thank you!

For more information, please visit:
<http://www.ibm.com/cloud>