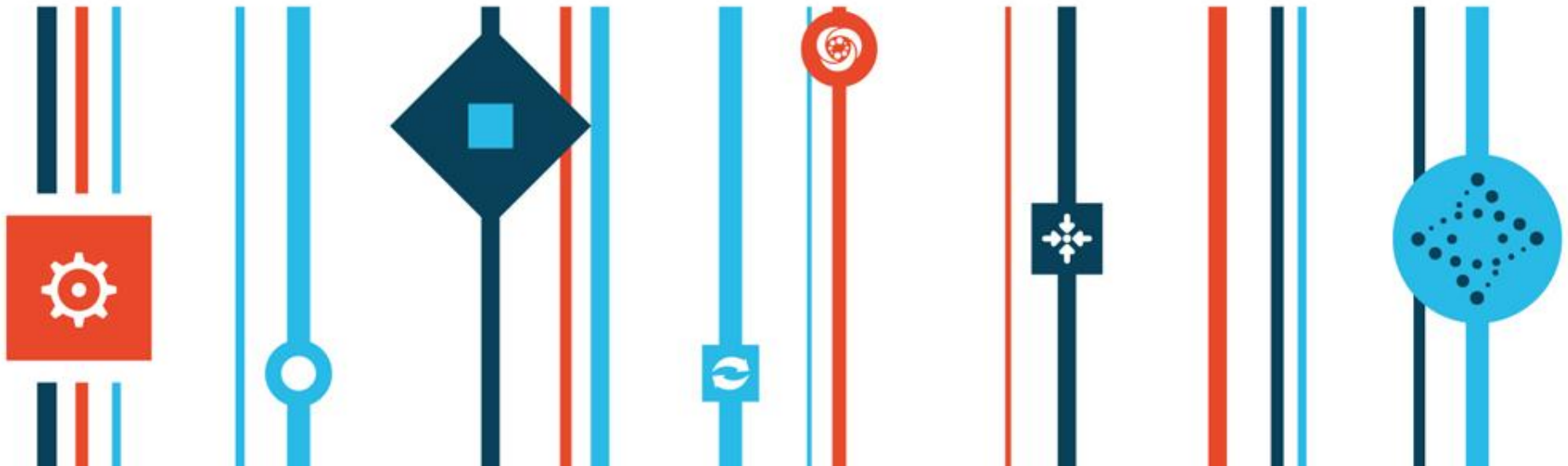# 服务管理-实现云计算的引擎
Service Management – A Engine for Delivering Optimized Cloud Service

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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.
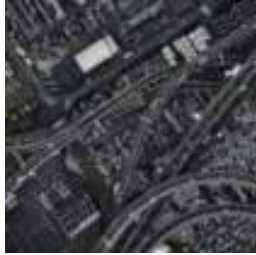
Smart traffic systems

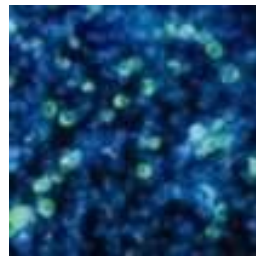**Intelligent oil field technologies**
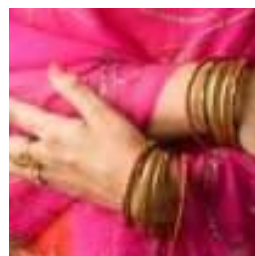
Smart food systems

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

Workload A

- Software
- Hardware
- Storage
- Networking

Service management

Workload A

- Software
- Hardware
- Storage
- Networking

Service management

With cloud computing

Workload A	Workload B	Workload C

- Software
- Hardware
- Storage
- Networking
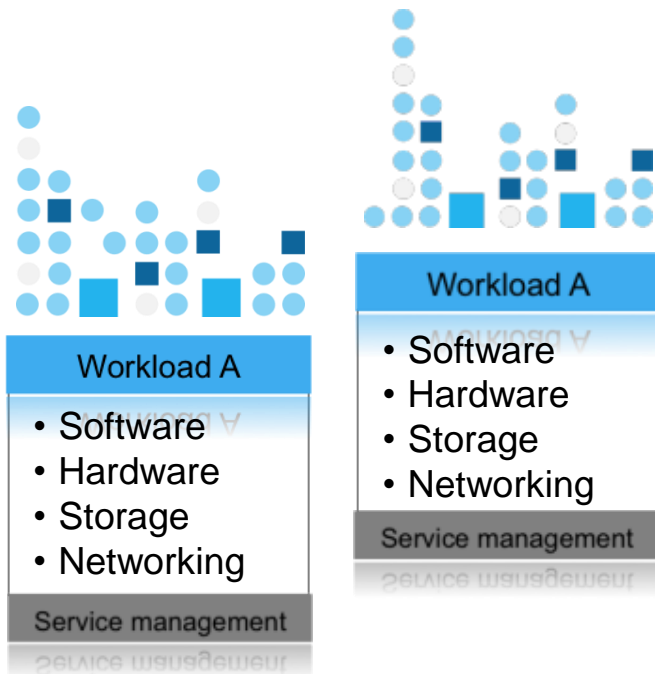
Service management
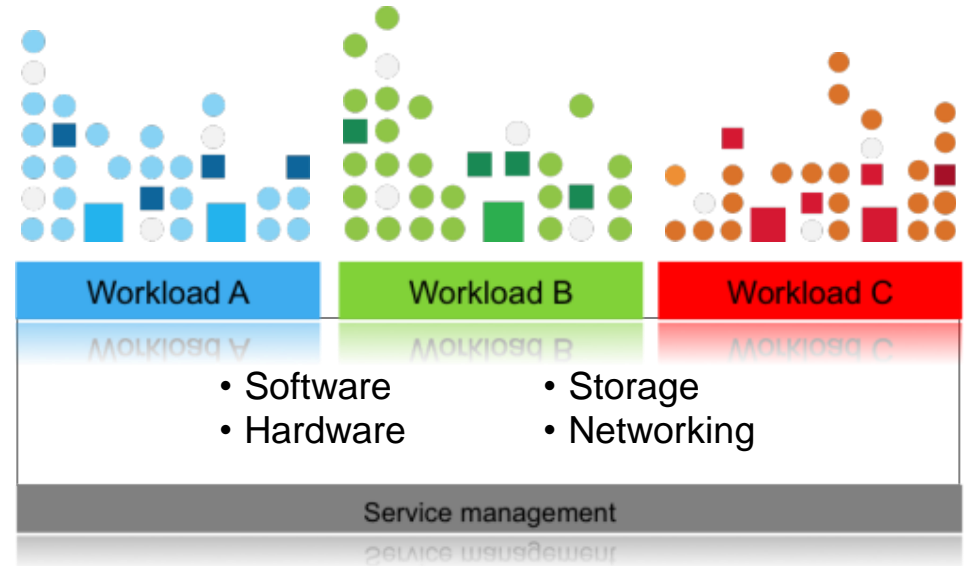
- Virtualized resources
- Automated service management
- Standardized services

- Location independent
- Rapid scalability
- Self-service

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

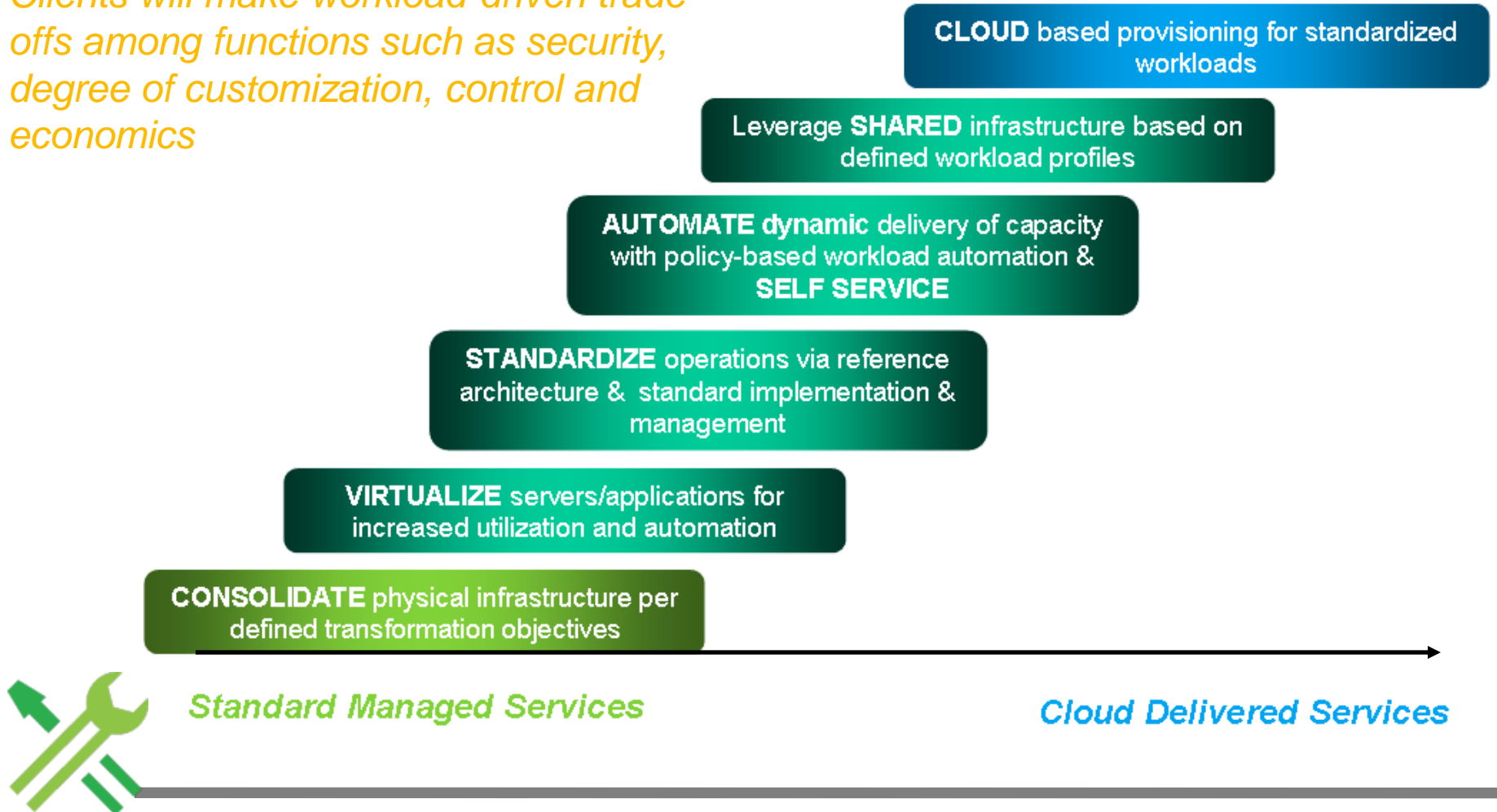*Clients will make workload-driven trade offs among functions such as security, degree of customization, control and economics*

CLOUD based provisioning for standardized workloads

Leverage **SHARED** infrastructure based on defined workload profiles

AUTOMATE dynamic delivery of capacity with policy-based workload automation & **SELF SERVICE**

STANDARDIZE operations via reference architecture & standard implementation & management

VIRTUALIZE servers/applications for increased utilization and automation

CONSOLIDATE physical infrastructure per defined transformation objectives

Standard Managed Services

Cloud Delivered Services

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
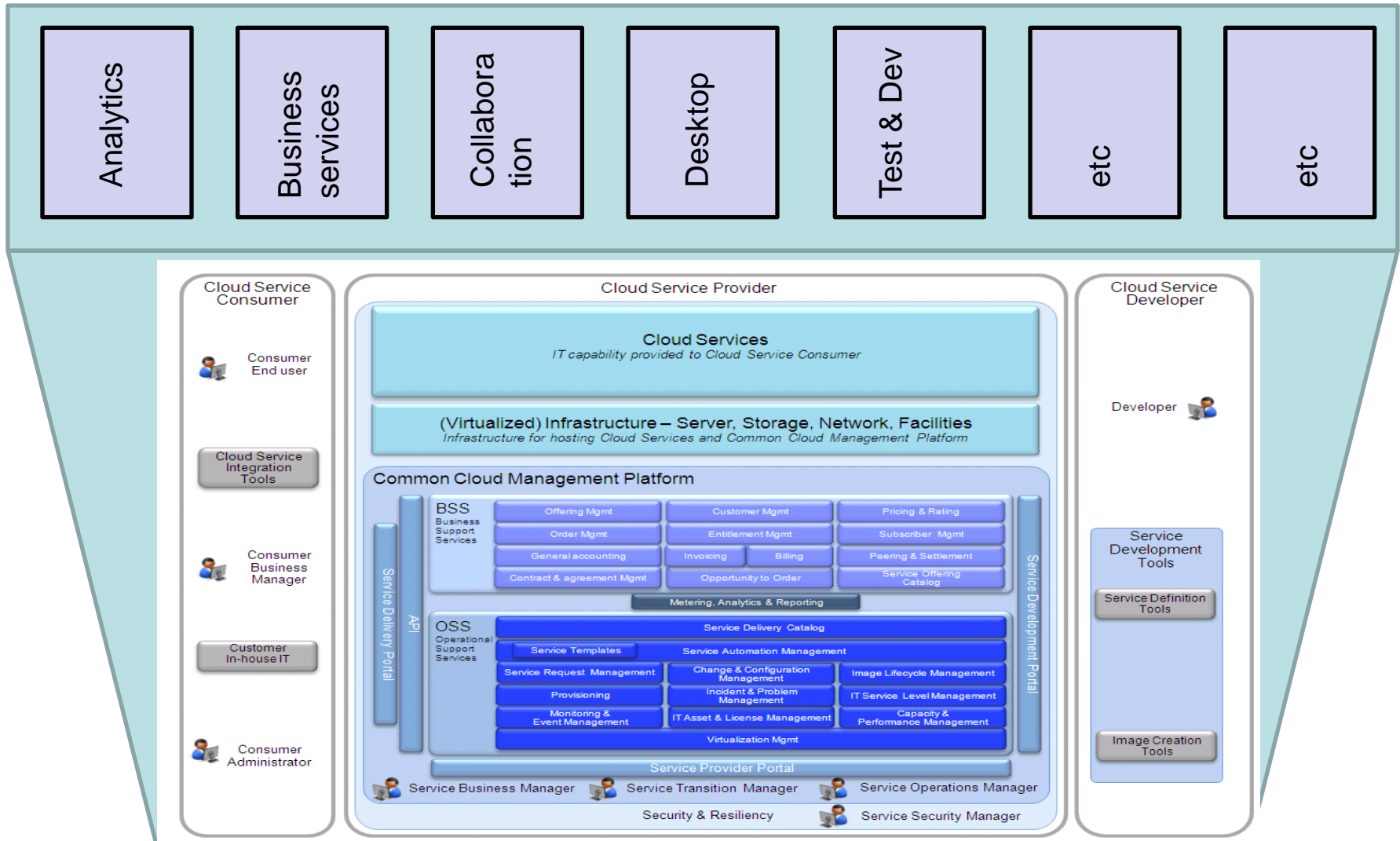
▪**Enable high-value cloud workloads on the IBM Cloud**

–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
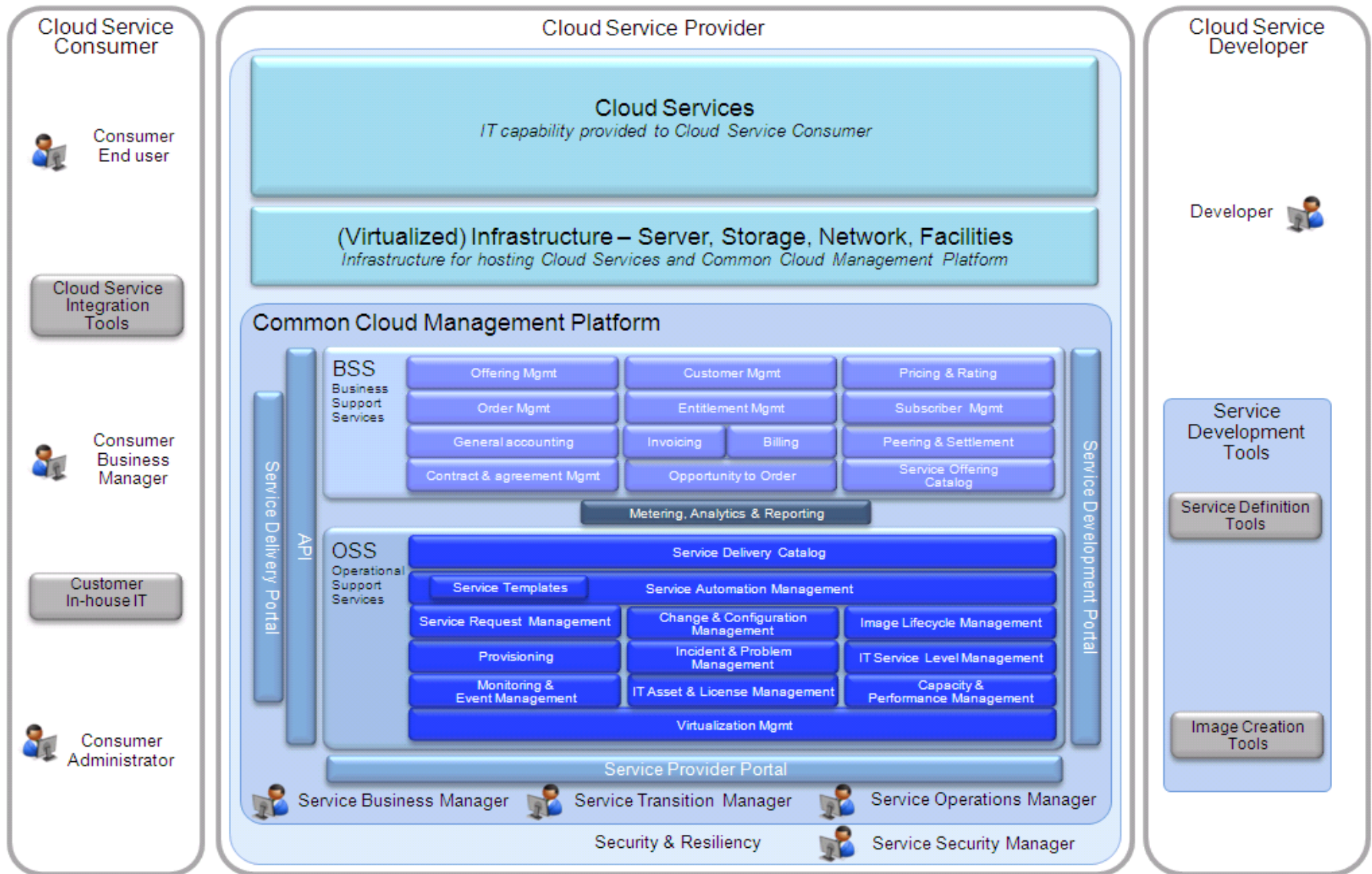
A Common Cloud Service Delivery Platform

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%	70–90%
	Payback period	Years	Months

SOURCE: Based on IBM and client experience.

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