

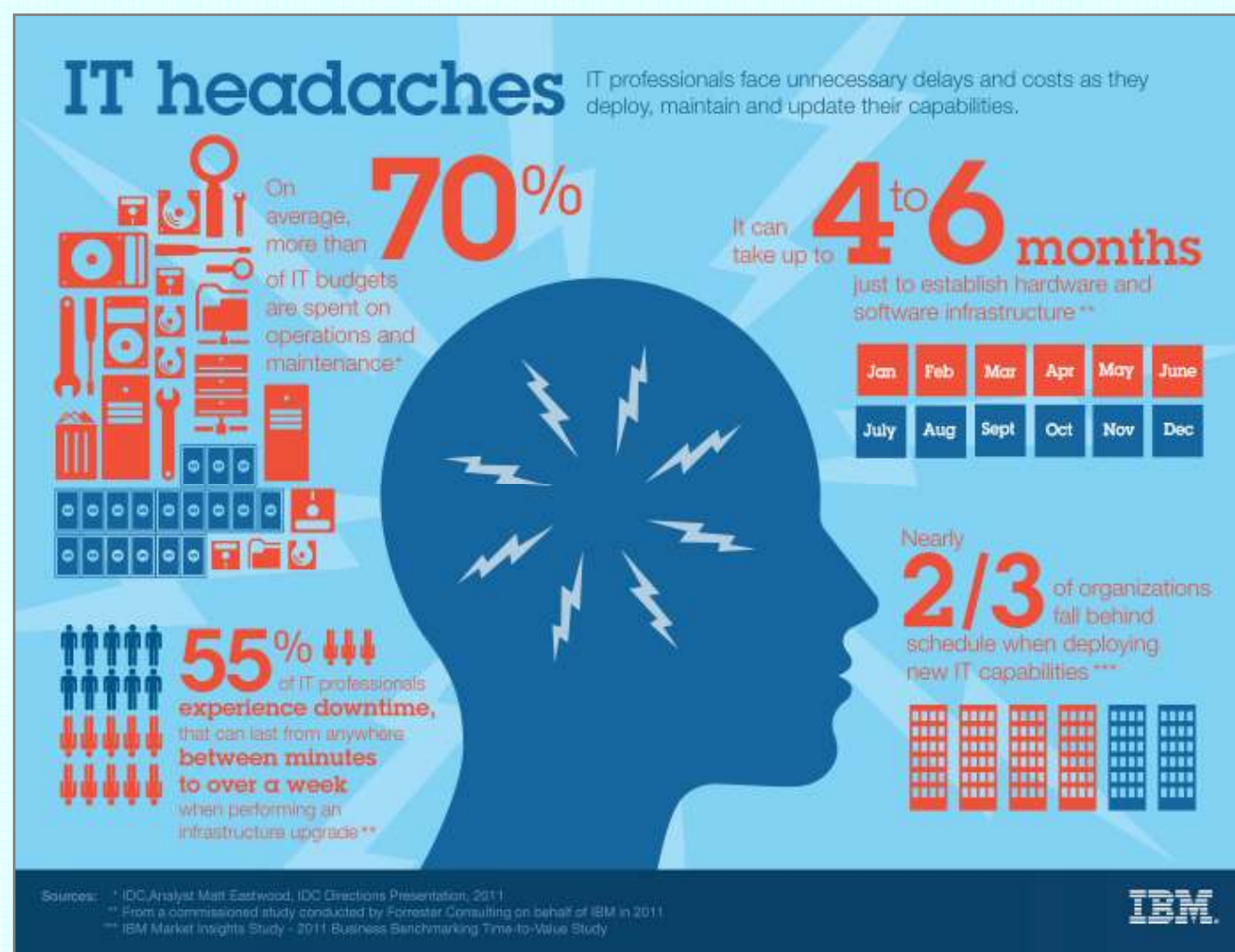
Sonia Batanero
Rational Technical Sales Manager

IBM SmartCloud

Rethink IT. Reinvent Business.

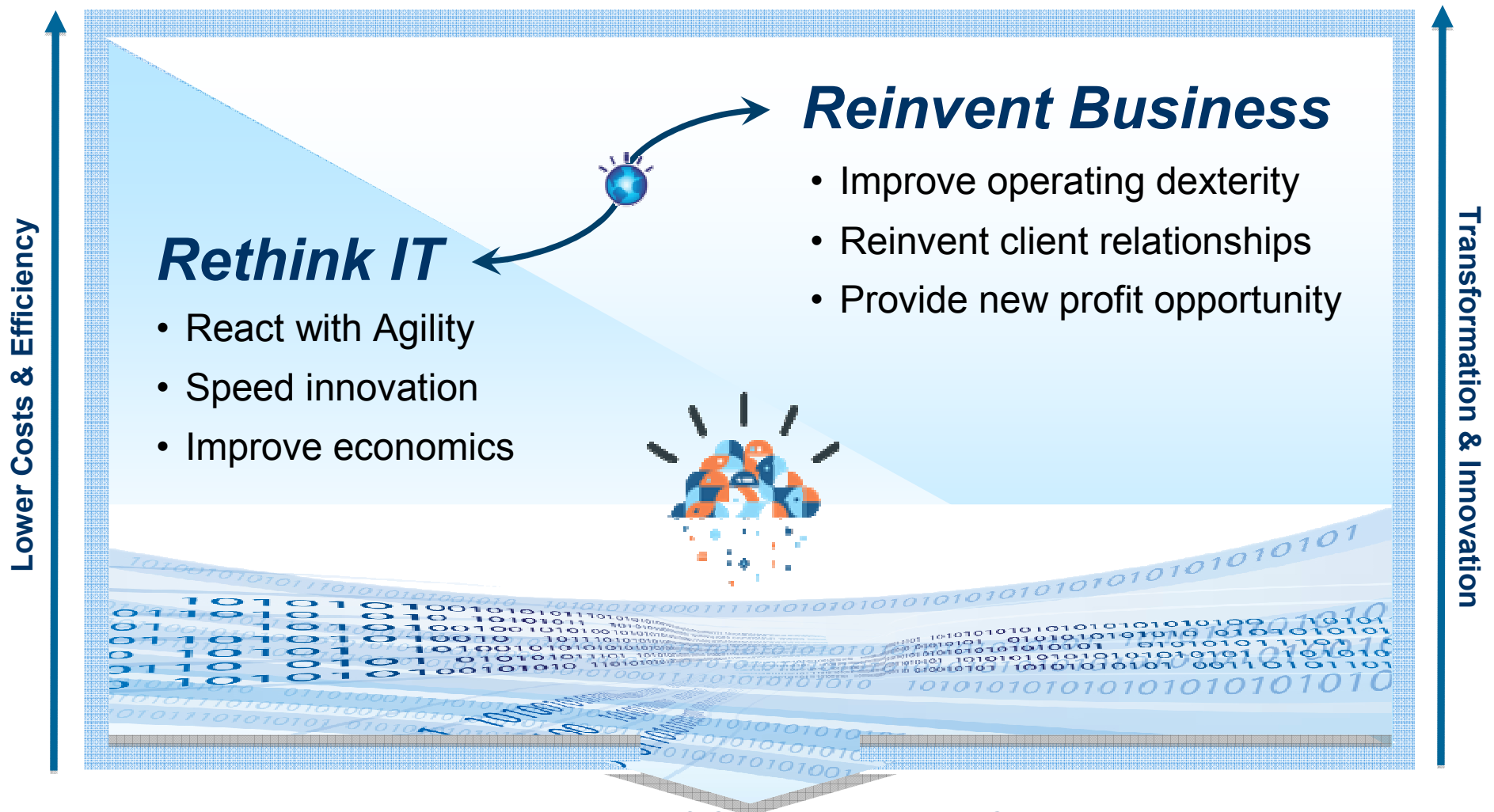


Organizations must transform IT from cost centers driving on-going operations to strategic centers of business innovation



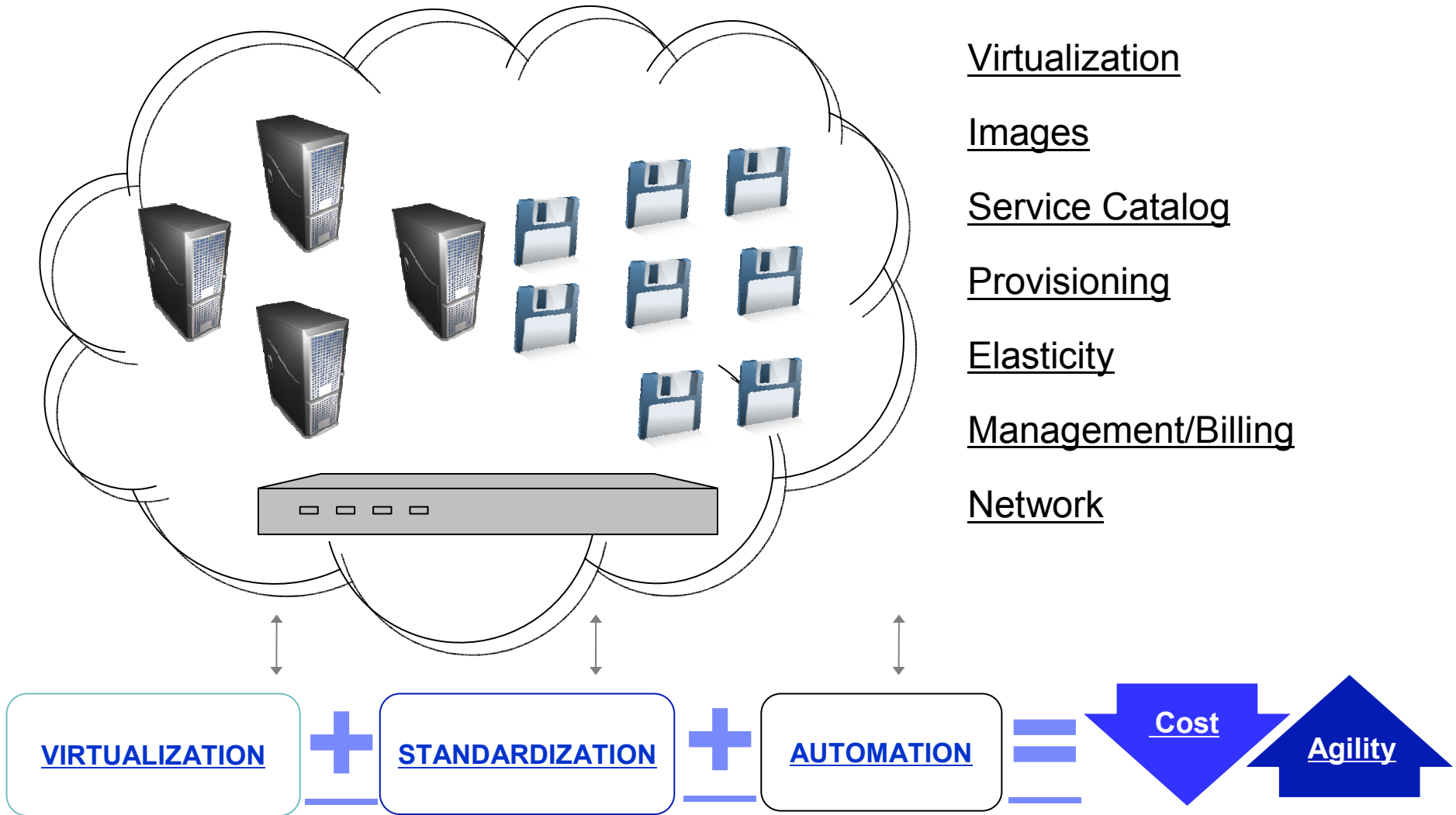
Today's business infrastructures are becoming inhibitors to business change.

Organizations are creating business-IT partnerships to apply technology in new, innovative ways



The Economics of Computing are Changing

What is cloud computing?



Sorry... I asked: What is cloud computing?

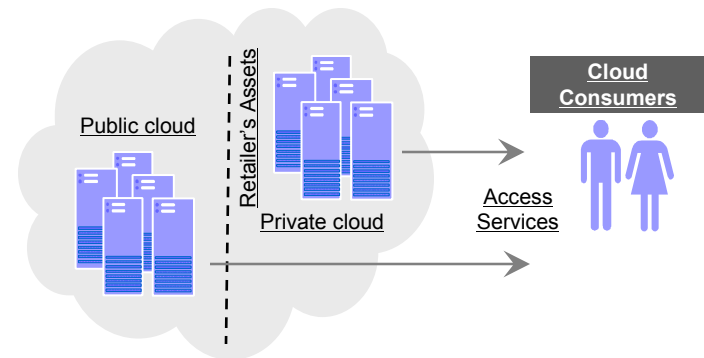
IT Stuff as a Service

WHAT AS A SERVICE?

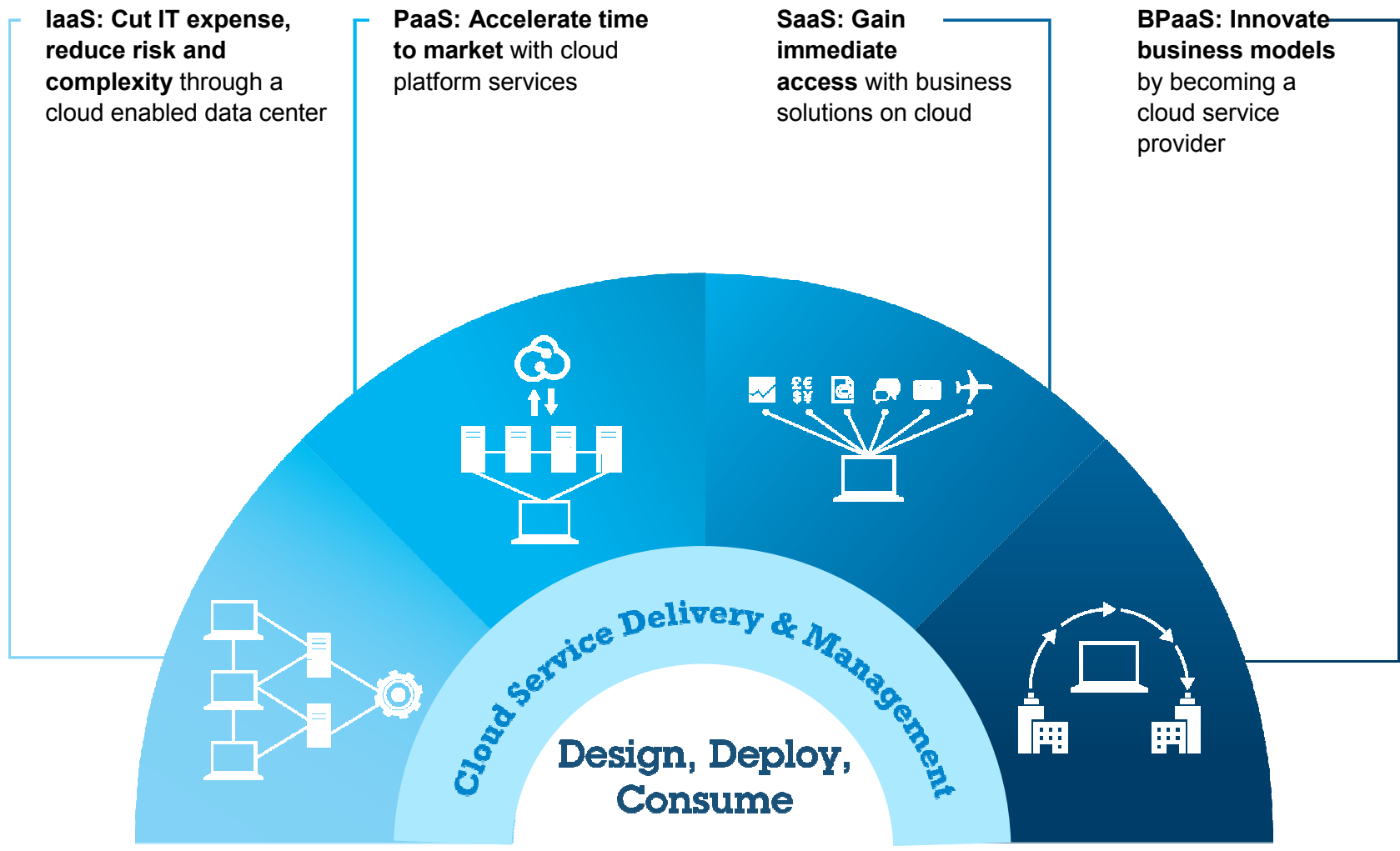
<u>Business Process as a Service (BPaaS)</u>	<u>Business processes as a service; e.g. indirect procurement, payment processing etc...</u>
<u>Software as a Service (SAAS)</u>	<u>Software as a service e.g. email, CRM, eCommerce, merchandise optimization etc...</u>
<u>Platform as a Service (PAAS)</u>	<u>Application servers, databases, middleware, development tools as a service</u>
<u>Infrastructure as a Service (IAAS)</u>	<u>Infrastructure such as servers, storage, file-systems as a service</u>

HOW IS IT DELIVERED?

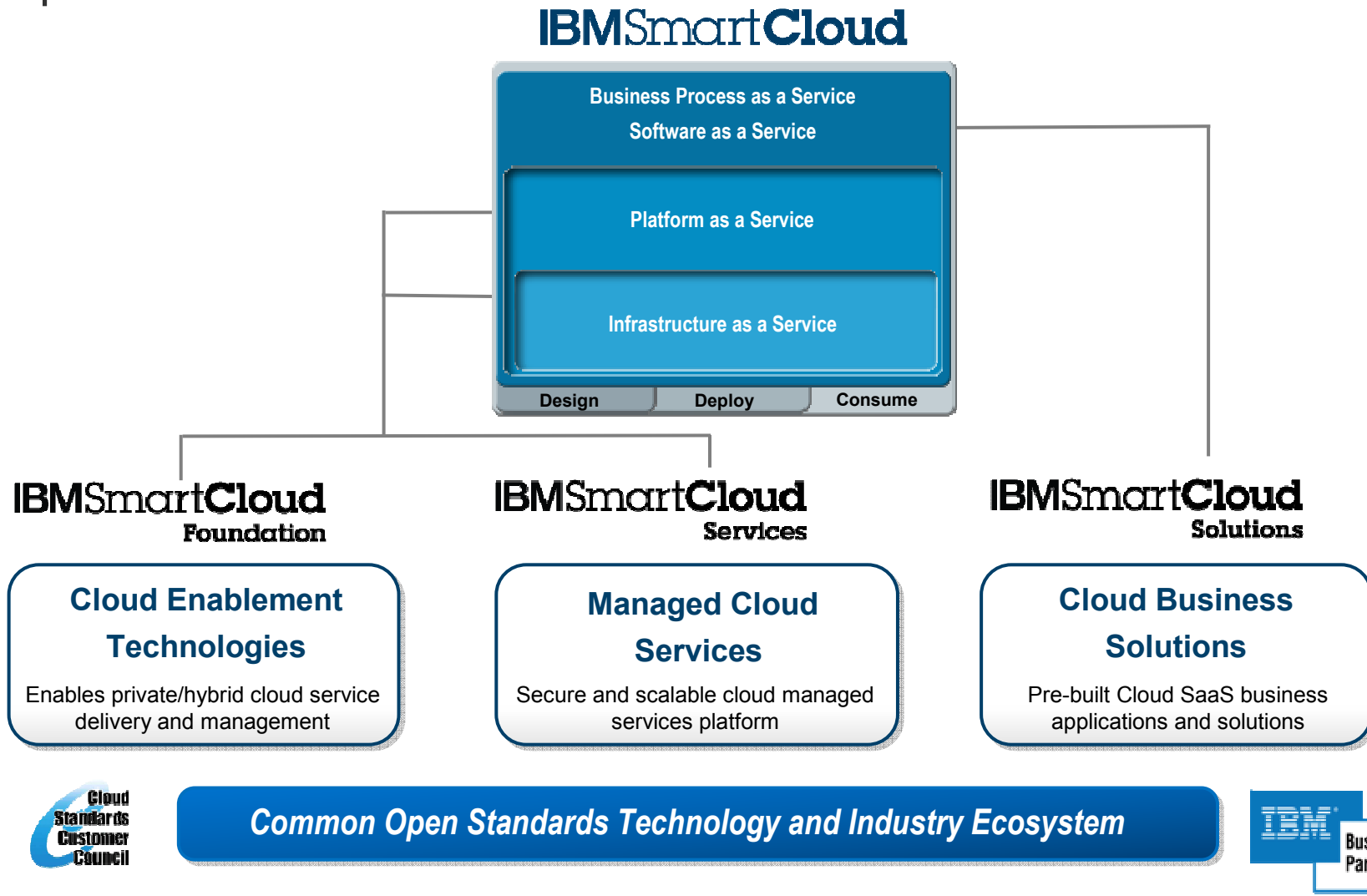
<u>Public Clouds</u>	<u>Customer rents the capability; hosted "on the internet"</u>
<u>Private Clouds</u>	<u>Customer IT buys the capability to deliver cloud services within the enterprise</u>
<u>Hybrid Clouds</u>	<u>Combine elements of public and private clouds</u>



Different approaches to Cloud Computing



Cloud capabilities built upon a common platform, with a commitment to open standards



Rational Solution for PaaS:

Add instance

Step 1 of 4: Select image

Base image

View: Public Data Center: Boulder1, U.S.A Architecture: Any Image Name: *Rational* →

Images

- IBM Rational Application Developer 8.0.4 32b - PreRelease**
 IBM Rational Application Developer 8.0.4 iFix01 for Red Hat Enterprise Linux v5.8 (32-bit) with Pre-Release use option (Red Hat Enterprise Linux/5.8)
- IBM Rational Application Developer 8.5.1 - BYOL**
 IBM Rational Application Developer 8.5.1 for Red Hat Enterprise Linux 6 (64-bit) using bring your own license entitlement PA part number(s) listed in the "Table of available BYOL Images and corresponding PA part numbers" per the "PA Website" (Red Hat Enterprise Linux/6)
- IBM Rational Application Developer 8.0.1-PreRelease**
 IBM Rational Application Developer 8.0.1 for SUSE Linux Enterprise Server 11.0 SP1 (64-bit) with Pre-Release use option (SUSE Linux Enterprise Server/11 SP1)
- IBM Rational Asset Manager 7.5.1 - BYOL**
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- IBM Rational Build Forge 7.1.2 - BYOL**
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→ Next ✕ Cancel

Rational Solution for SaaS: Collaborative Lifecycle Management on the IBM SmartCloud Enterprise

Get up and running on the cloud quickly and improve productivity

- Single integrated solution, robust education content, customizable best practice templates

Address process and organizational complexity with integrated end-to-end CLM solution

- End-to-end visibility and up-to-date access via linked artifacts
- Go beyond spreadsheets and email with integrated planning
- Respond rapidly to blocking issues with real-time data
- Improve project predictability with automated performance metrics

Leverage the Jazz platform and OSLC to extend and evolve your solution with seamless interoperability across platforms



[Sales Kit](#)

IBM's comprehensive capabilities are delivered through our SmartCloud architecture

-  Resilient to the **velocity** of changing business needs
-  **Choice and flexibility** in hybrid environments
-  Enterprise-class, **workload aware** infrastructures
-  **Secure, scalable and reliable** smoothing evolution from existing environments
-  **Built-in analytics** for improved insight



Devops - Pains

*Operations team
responsible for setting up
environments*



**Virtual / Cloud
Environment – Using
Vmware, etc... (non-IBM)**

Gap

PROBLEMS

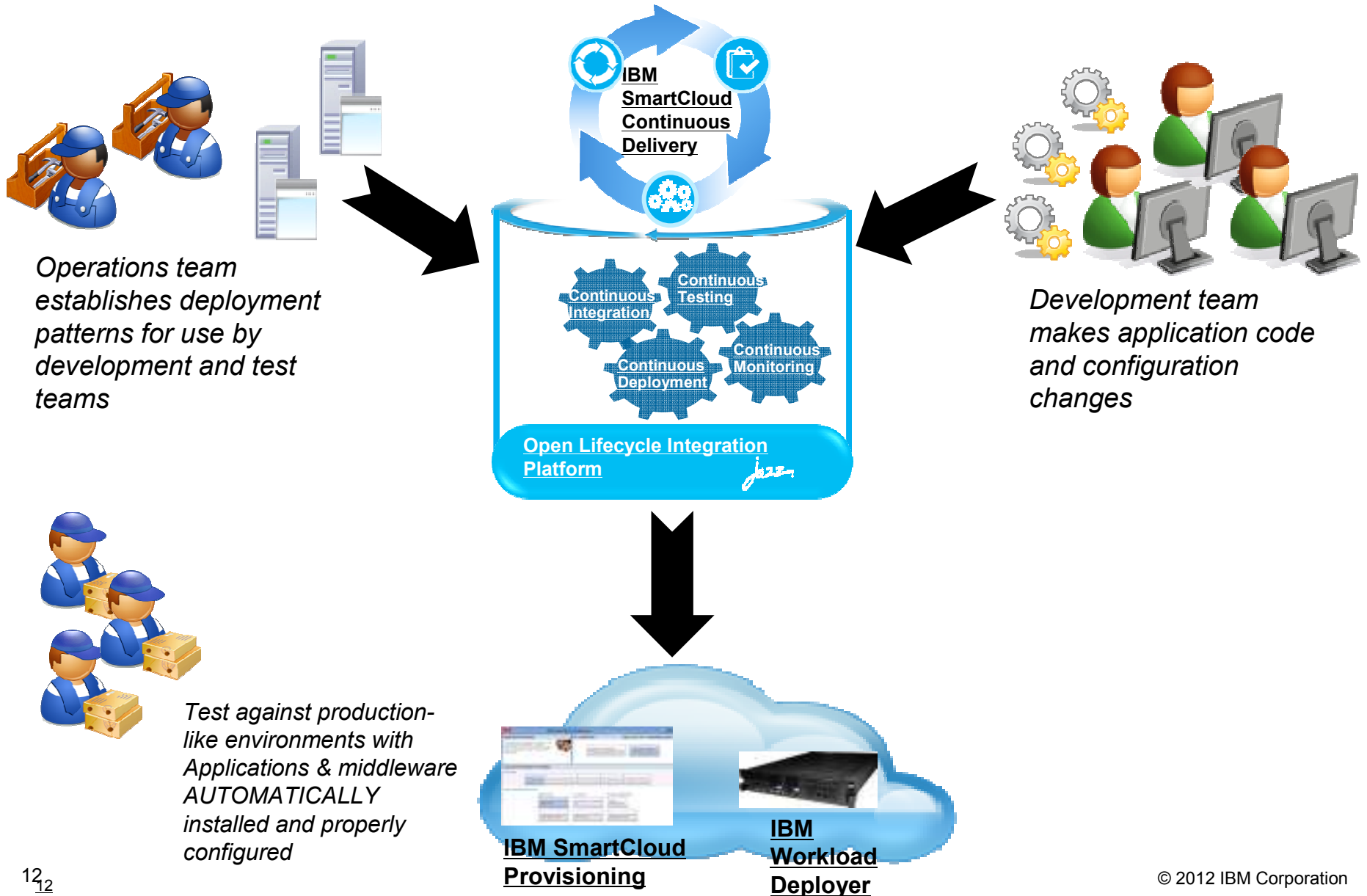
*Teams needing
application
environments for
dev and test*



May or may not be using RTC

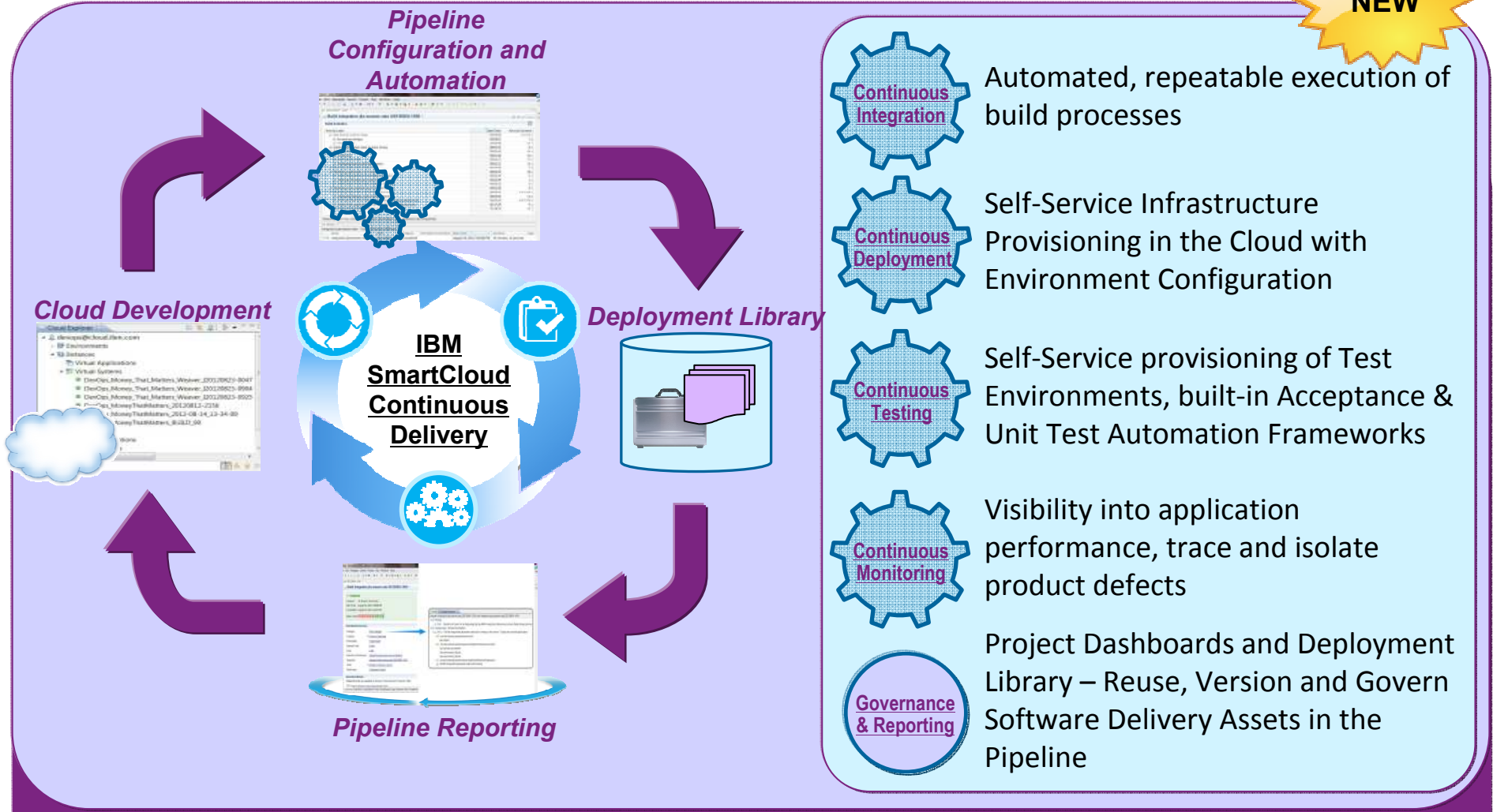
1. Operations teams unable to keep up with pace of development demands
2. Difficult to re-configure environments when application changes occur
3. Long delays in new environment setup times
4. Too many problems and defects with applications, causing rollbacks
5. Development teams unable to account for operational quality characteristics
6. Poor test coverage of operations quality due to lack of production-like environments

DevOps - Continuous Deployment Scenario Solution



Introducing IBM SmartCloud Continuous Delivery: DevOps

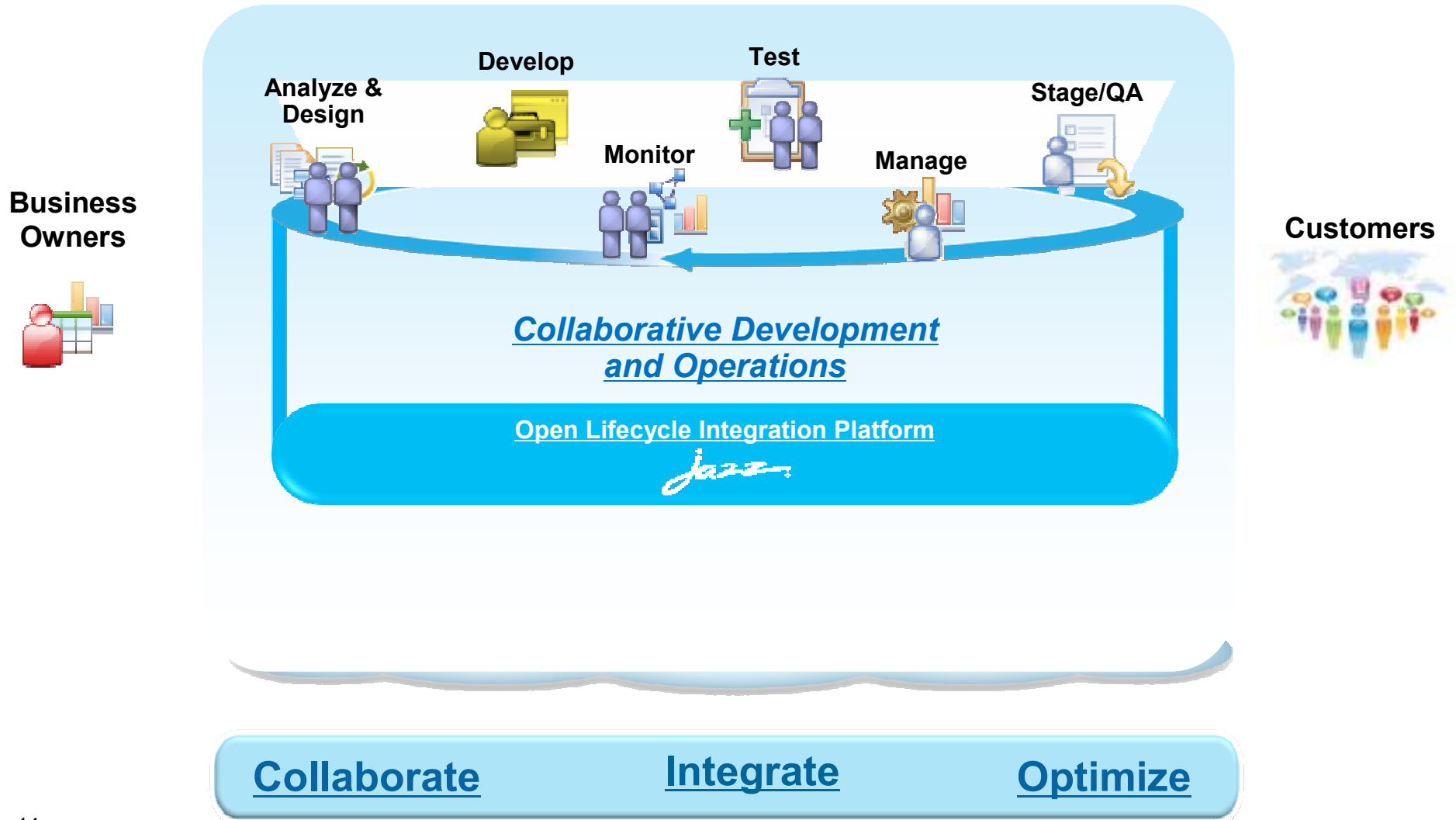
Automating the Continuous Delivery Pipeline



Leverage Existing Investments: OSLC Integration with IBM, Third Party and Open Source Solutions

Collaborative Development and Operations

Accelerate delivery and ensure applications are production-ready throughout the lifecycle and can be released at any time without rollback



Cloud is an opportunity for development and test



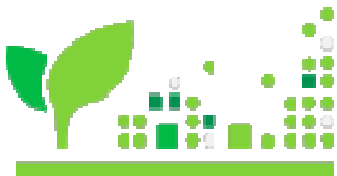
Doing more with less

Reduce capital expenditures and operational expenses



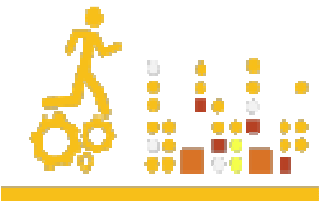
Reducing risk

Ensure the right levels of security and resiliency across all business data and processes



Higher quality services

Improve quality of services and deliver new services that help the business grow and reduce costs



Breakthrough agility

Increase ability to quickly deliver new services to capitalize on opportunities while containing costs and managing risk

THANK YOU!!

