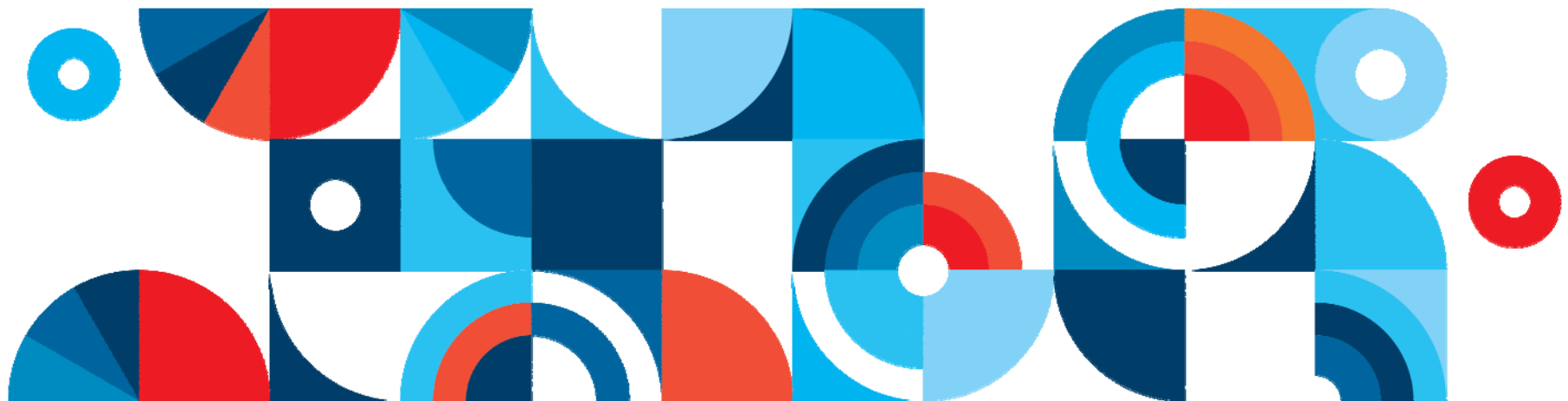


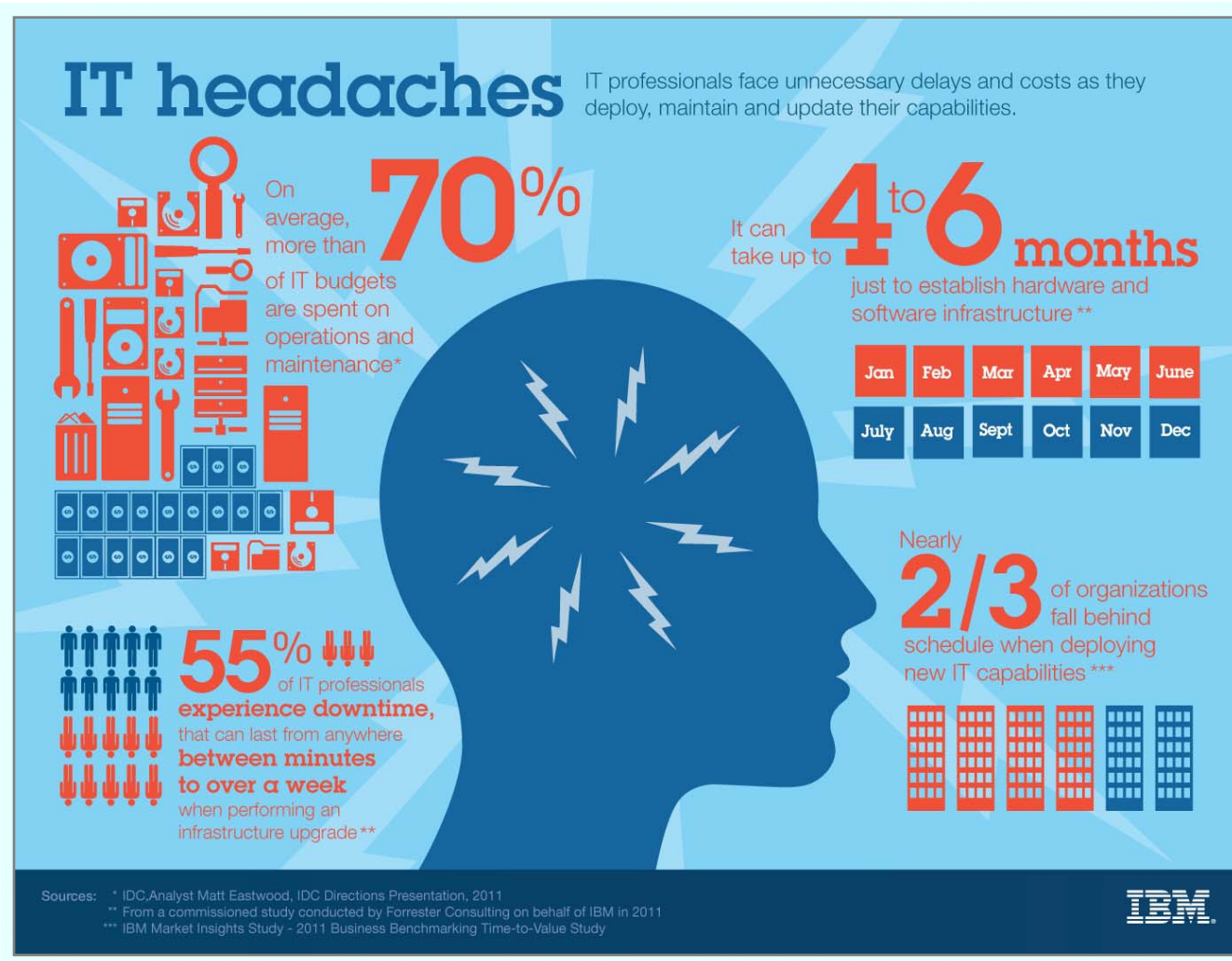
Guiding the Cloud decision

Time to value and speed deployment of infrastructure



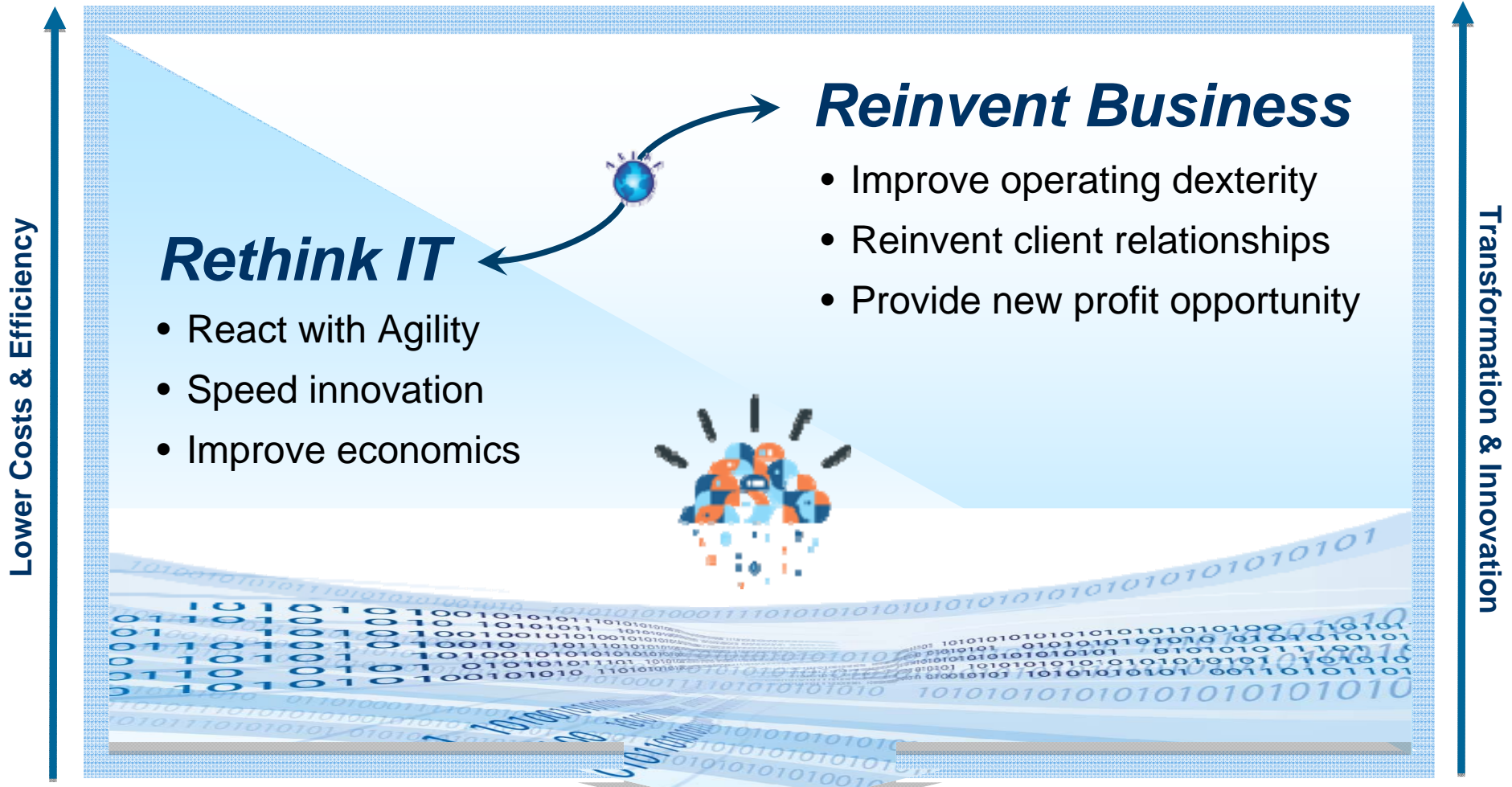
Rethink IT. Reinvent Business.

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



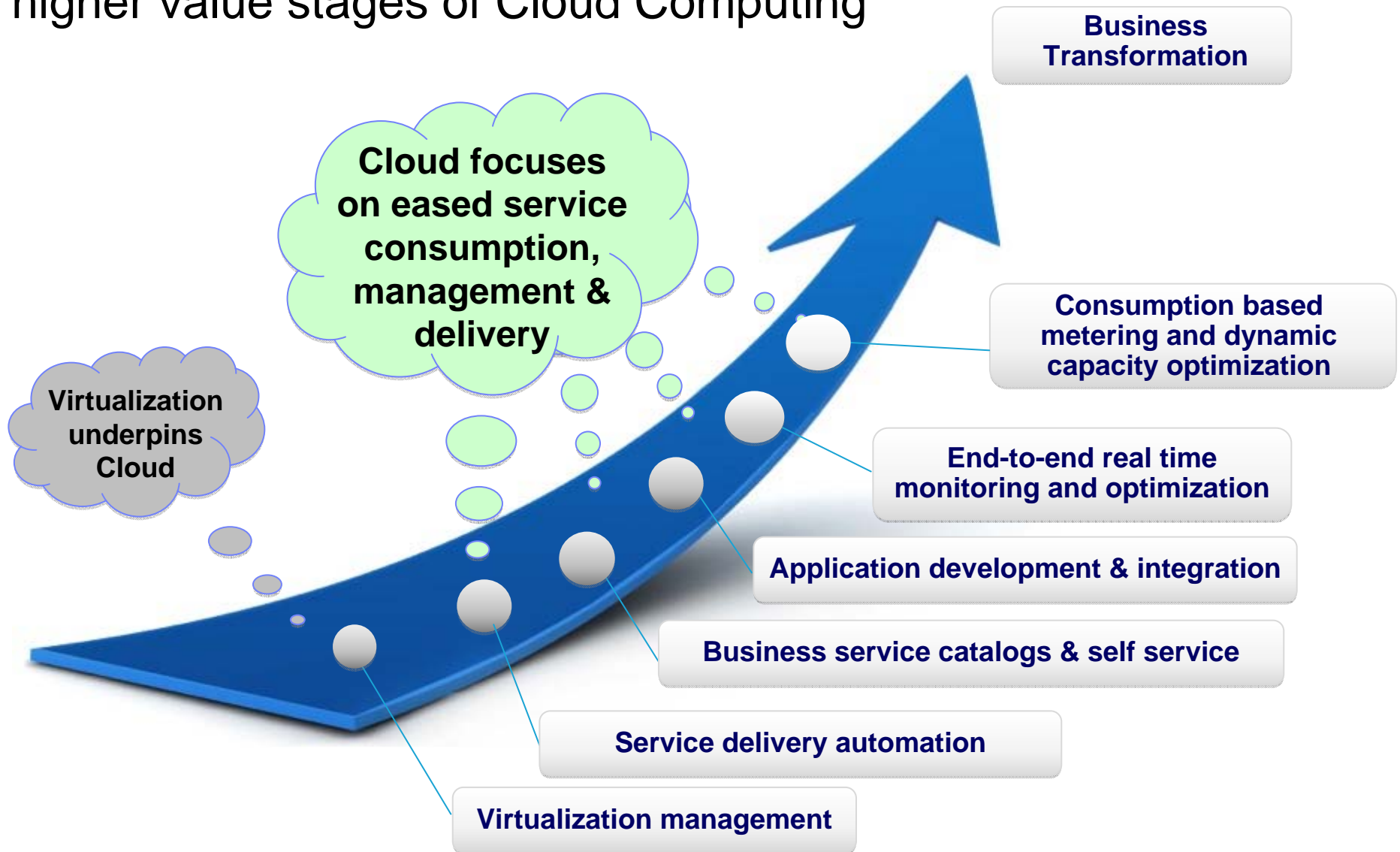
Today's business infrastructures are becoming inhibitors to business change.

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

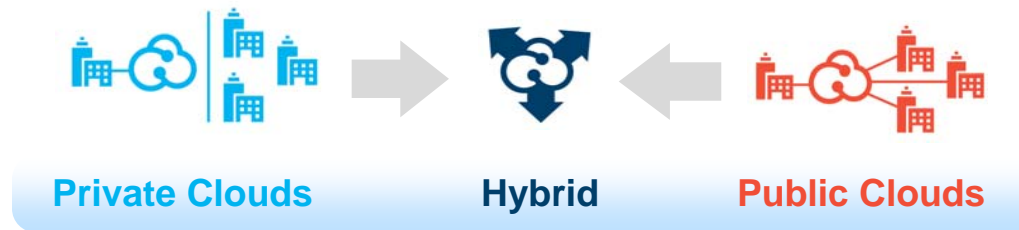


The Economics of Computing are Changing

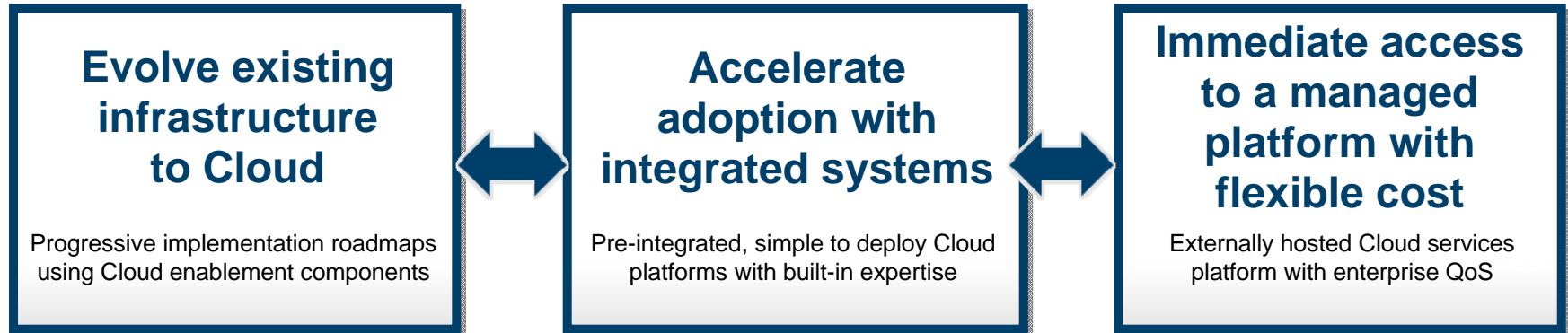
Organizations are now moving beyond virtualization to higher value stages of Cloud Computing



Requires flexibility in delivering, integrating, and consuming Cloud capabilities, enabled by open standards



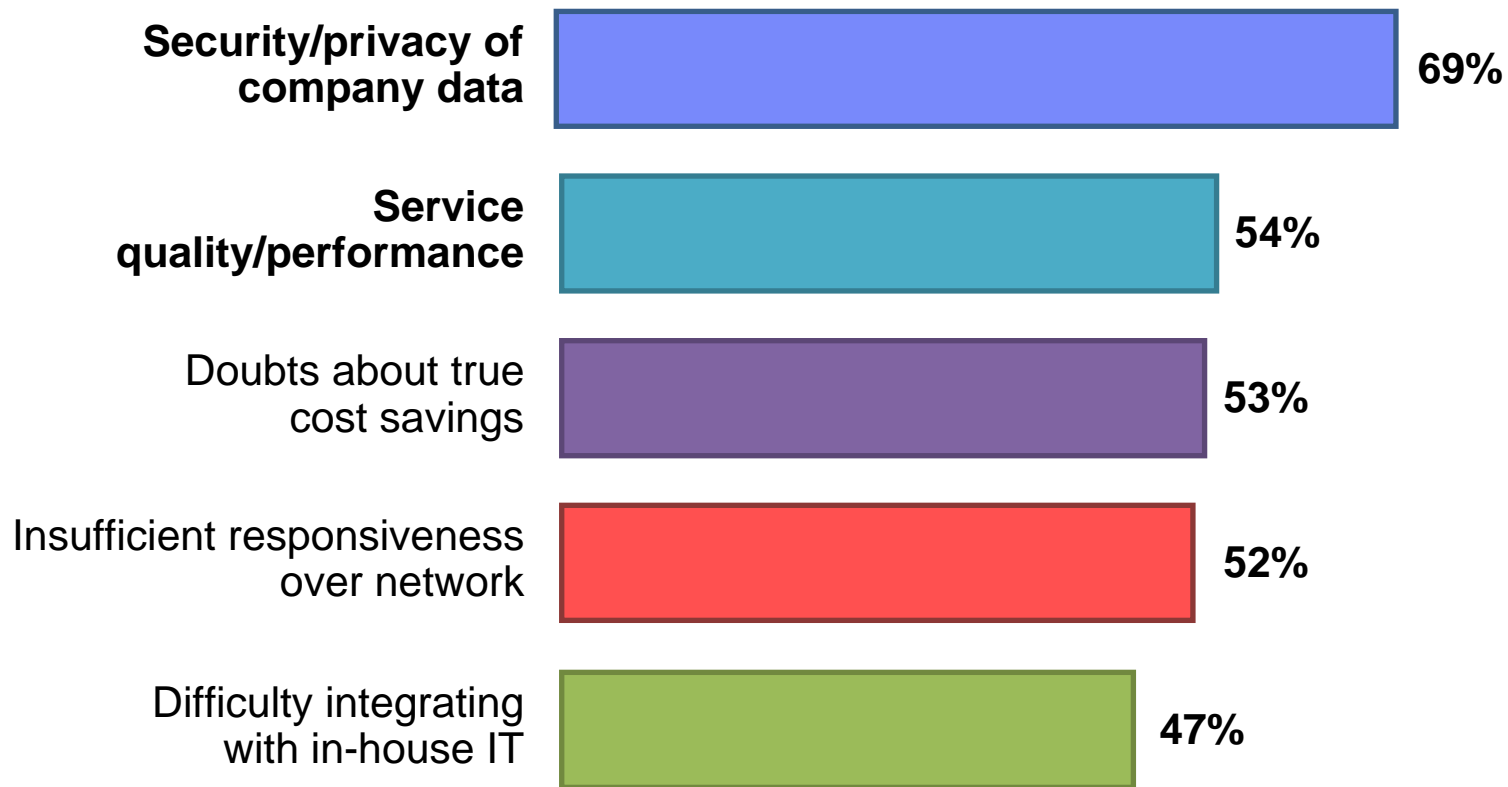
Flexible business service delivery and consumption models



Common Cloud platform built on an open standards reference model

Concerns about data security and privacy are the primary barriers to public cloud adoption

What, if anything, do you perceive as actual or potential barriers to acquiring public cloud services?



Percent rating the factor as a significant barrier (4 or 5)

Respondents could select multiple items

Key building blocks of Clouds are familiar...

Simplification/ Consolidation



- Consolidation, systems management, and monitoring
- Reduce infrastructure complexity, staffing requirements, and costs
- Improve business resilience and utilization

Advanced Virtual Resource Pools



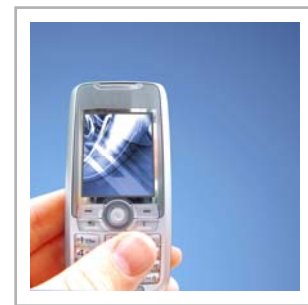
- Remove physical resource boundaries
- Allocate less than physical boundary
- Improve scalability, increase utilization
- Reduce hardware costs

Advanced Service Management



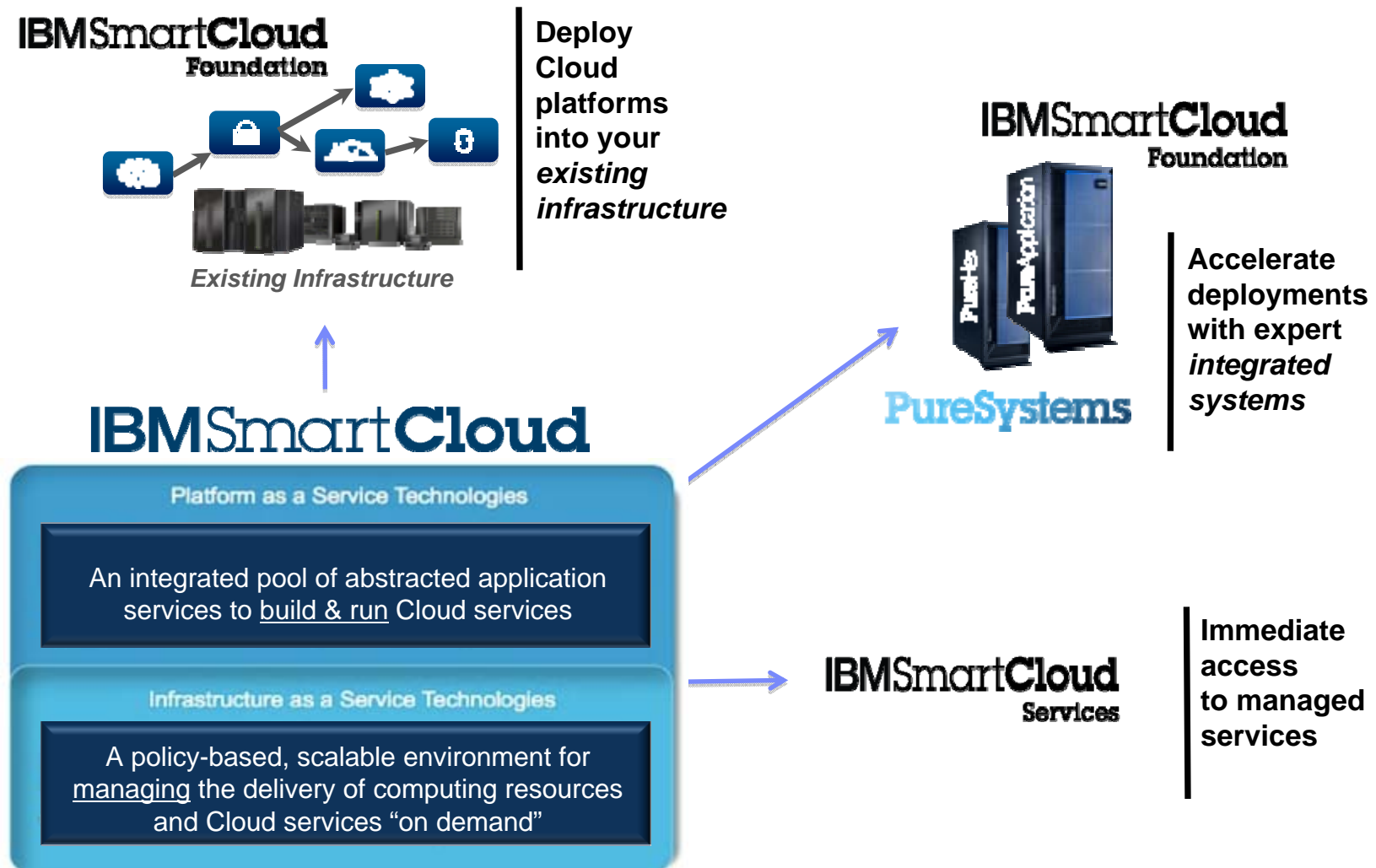
- Service catalog, metering, and automated deployment of virtualized resources
- Integrated virtualization management with IT processes
- Reduce overhead, improve productivity

User Self Service



- Centralized, robust, self serve portal for 24X7 access to tools, information, IT and business services
- Improve user satisfaction & productivity
- Control and manage delivery, support & administrative costs

Flexible deployment options to enable enterprise cloud platforms

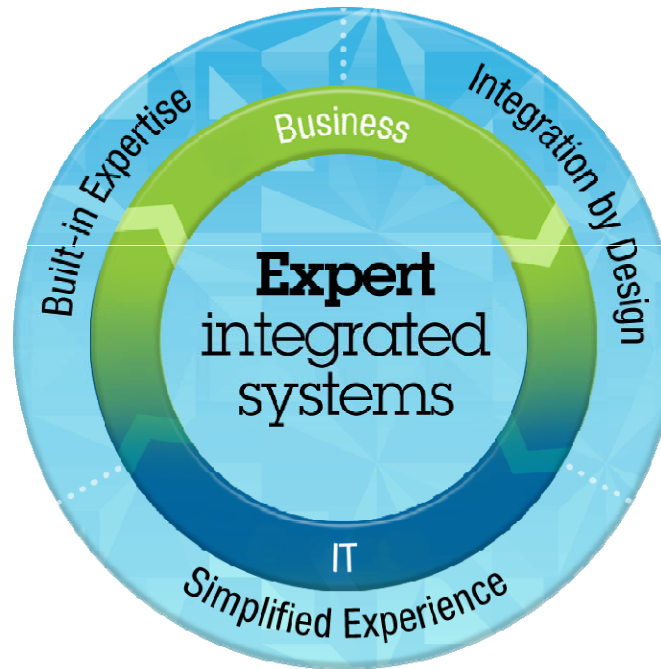


The time has come for a new breed of systems

Systems with integrated expertise and built for cloud

Built-in Expertise

Capturing and automating what experts do – from the infrastructure patterns to the application patterns



Integration by Design

Deeply integrating and tuning hardware and software – in a ready-to-go workload optimized system

Simplified Experience

Making every part of the IT lifecycle easier - with integrated management of the entire system and a broad open ecosystem of optimized solutions

Announcing the first two members of the IBM PureSystems family

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



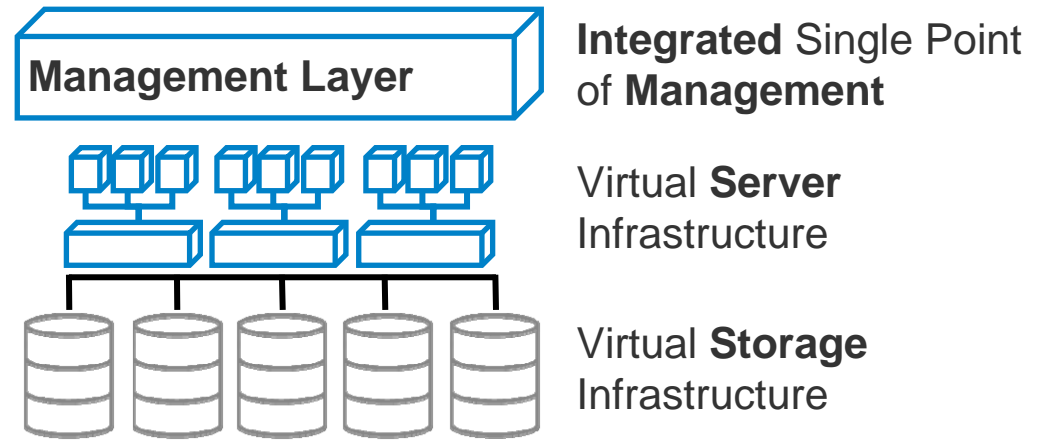
Storage is essential to an integrated platform
Storwize V7000 and PureFlex System V7000 storage are virtualized



The Problem:

Digital data has grown 10x from 2007 to 2011, causing storage requirements to grow 20 - 40% per year.

This growth has made the **integration, management, and virtualization** of storage resources critical.



Virtualized Servers Require Virtualized Storage

- Consolidate diverse storage infrastructure
- Common Access point
- Single point of management and provisioning
- Can serve as a bridge from traditional infrastructures to cloud

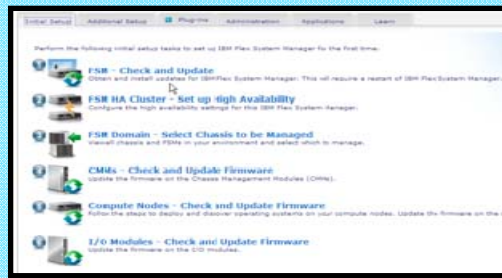
Simplified management experience with advanced automation

Reduced risk through integrated platform management

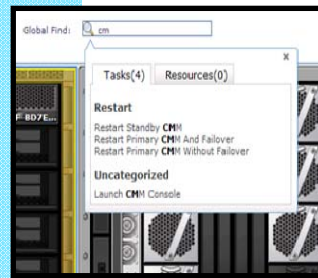


- New user interface and configuration automation brings new components online faster*
- Cross-resource integration and automation enables transformation from managing resources to managing applications, services and workloads
- Works with the management you have - other IBM platform tools, Tivoli and third party enterprise management (e.g., CA, BMC, HP, etc.)
- Easier monitoring, alerts and problem management through automated resolution processes with integrated expertise

Setup Wizards



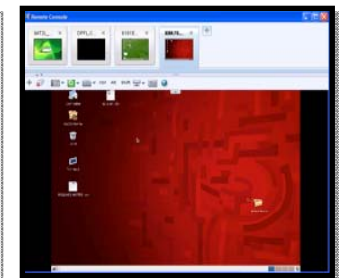
Global Find



Chassis Map



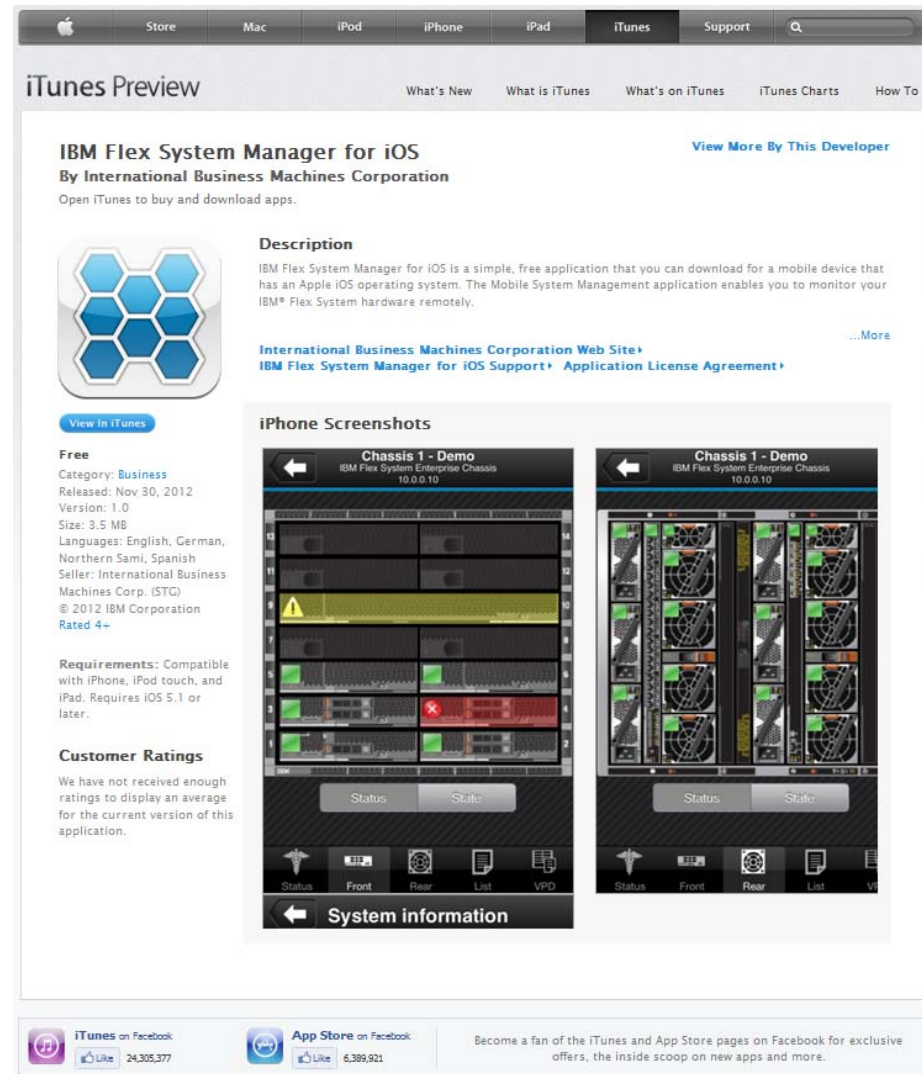
Remote Presence



IBM Flex System Manager for Android, BlackBerry, and iOS

Designed optimized and simplified for mobile scenarios and handheld limitations, gives you access to

- **Health and Status** - Monitor health problems and check the status of managed resources
- **Event Log** - View the event history for chassis, compute nodes, and network devices
- **Chassis Map (hardware view)** - Check the front and rear graphical hardware views for a chassis
- **Chassis List (components view)** - View a list of the hardware components installed in a chassis
- **Inventory Management** - See the Vital Product Data (VPD) for a managed resource (for example, serial number or IP address)
- **Authentication and Security** - Manage connections across secure and persistent protocols such as SSL and secure persistent credentials on your mobile device



IBM Flex System Manager for iOS
By International Business Machines Corporation

Open iTunes to buy and download apps.

Description
IBM Flex System Manager for iOS is a simple, free application that you can download for a mobile device that has an Apple iOS operating system. The Mobile System Management application enables you to monitor your IBM® Flex System hardware remotely.

[International Business Machines Corporation Web Site](#)
[IBM Flex System Manager for iOS Support](#) [Application License Agreement](#)



iPhone Screenshots

Free
Category: Business
Released: Nov 30, 2012
Version: 1.0
Size: 3.5 MB
Languages: English, German, Northern Sami, Spanish
Seller: International Business Machines Corp. (STG)
© 2012 IBM Corporation
Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 5.1 or later.

Customer Ratings
We have not received enough ratings to display an average for the current version of this application.

System information

 iTunes on Facebook
 App Store on Facebook
 Become a fan of the iTunes and App Store pages on Facebook for exclusive offers, the inside scoop on new apps and more.

IBM PureSystems “patterns of expertise”

Patterns of Expertise: Proven best practices and expertise for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized and then built into the system



Patterns deliver superior results:

- **Agility:** Faster time-to-value
- **Efficiency:** Reduced costs and resources
- **Simplicity:** Simpler skills requirements
- **Control:** Lower risk and errors

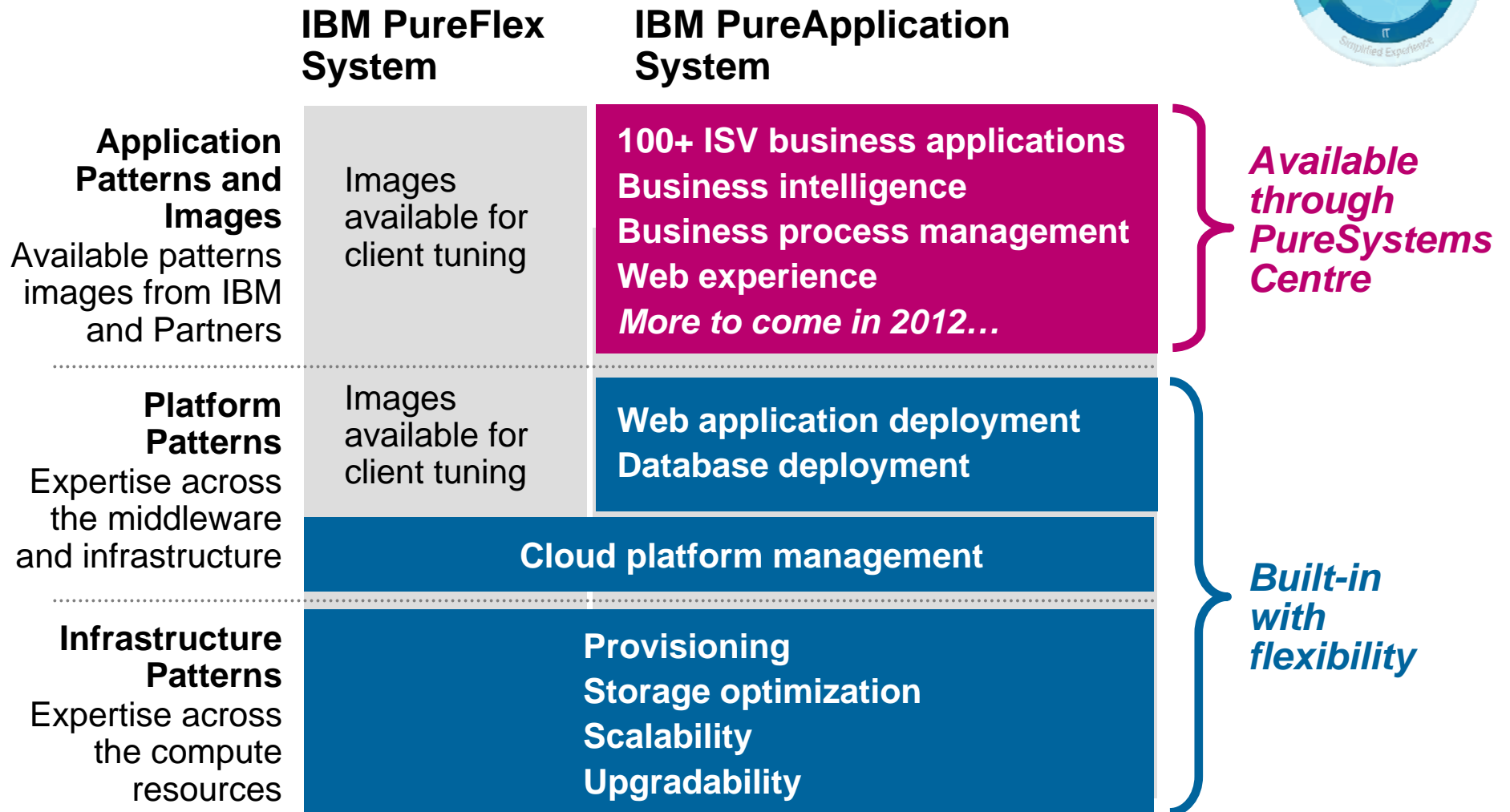
Through *unmatched expertise* in:

- System design
- Infrastructure management
- Application deployment
- Data management
- Datacenter management
- Application management
- High availability and scalability
- Security
- Storage optimization
- Networking
- Cloud



IBM PureSystems extensible with “patterns of expertise”

Including built-in cloud capabilities



Built for cloud

IBM SmartCloud



IBM PureApplication System



20-30X faster deployment with application patterns expertise

IBM PureFlex System



Accelerate adoption of private clouds with built-in virtualization and superior automation

Extensibility from the broadest ecosystem is made easy



New IBM PureSystems Centre:

- Gain access to a broad community of IBM and certified partner expertise
- Download optimized, deployable application patterns from 100+ leading ISV partners
- Search by solution area, industry or system

*Also run your existing applications today**



The business and IT press is taking notice of IBM's leadership

IBM Could Become the Biggest Player in the Cloud

Last week, [IBM](#) unveiled a new offering – IBM SmartCloud Foundation – to help companies speed up delivery, lower risk and better control the move to deploy cloud alongside their existing production environments. The new offering will allow organizations to install, manage, configure and automate the creation of cloud services in private, public or hybrid environments with higher level of control than before.

IBM's offering has come after a recent study by IBM Institute for Business Value that found that 90% of organizations expect to adopt or substantially deploy a cloud model in the next three years

Cloud Computing Can Drive Business Innovation

Cloud is an enabler of new business models, but too many companies are just experimenting or improving existing processes and not taking full advantage of the technology, says IBM.

Cloud computing is assumed to be an IT staff initiative at most businesses. But business strategists at IBM have concluded that it needs to be a top management priority.

Too many companies are experimenting lightly with cloud computing. They're using it to tweak existing operations, as opposed to thinking about how it could revise or re-invent the fundamental way they sell their goods and services, said Saul Berman, global strategy consulting leader in IBM's global technology services.

IBM SmartCloud software promises more control

Summary: IBM's new SmartCloud software is being touted for offering businesses more control when developing private, public or hybrid cloud environments.

IBM has unveiled its new **SmartCloud** software suite for private, public or hybrid cloud environments.

Together, these new solutions are designed for the development and management of clouds. The difference, IBM assures, with these offerings is that the SmartCloud suite promises more control with less risk than comparable options provided by competitors.

THE HUFFINGTON POST

When It Comes To Cloud Computing, It's Deja Vu All Over Again

By Lauren States, IBM CTO of Cloud Computing

It seems like everywhere we look someone is talking or writing about ["the cloud."](#) The recent [Consumer Electronics Show](#) featured everything from [3D televisions to cars](#) connected to the cloud. For someone like [me](#), this is great to see and it's an extremely exciting time to be in the technology field.

While talking to my niece last week, I came to a realization. She asked, "Aunt Lauren, what do you do at work now?" I replied that I help companies use cloud computing and went into details that no young adult should suffer through, which ended with me asking whether she understood.

IBM®