

# IBM SolutionsConnect 2015

Seize the Moment.



## Roadmap to building Enterprise-grade Hybrid Cloud

**Dharanibalan Gurunathan**

**[gdharani@sg.ibm.com]**

*Cloud Services Technical Sales Leader*

*IBM AP/GCG/JP*



# The Digital Economy is Driving Disruption

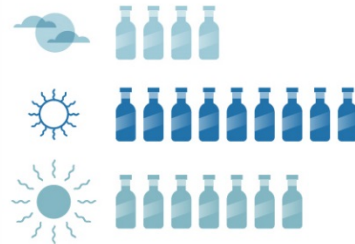
## Three Trends:

New apps are consolidating decision making capabilities at the fingertips of people who need to act.



**Front-line decision making**

Insight from nontraditional data is being used in business critical processes so businesses can create new moments.



**Real time insight-driven processes**

Technology solutions are composed leveraging digital services from a broad ecosystem so businesses can do what they do best.



**Ecosystem-based Innovation**

# Digital transformation requires the new Hybrid Cloud, which is more than the sum of its parts

It's about a universal hybrid cloud that is open by design, with the freedom to choose and change your environments, data and services while achieving clear operational visibility and security.



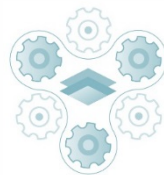
**Composable Apps & Services**



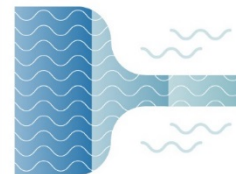
**Hyper Portability**



**Data Services & Localization**



**Continuous Delivery**



**Operational Visibility**



# Hybrid clouds are solving a variety IT concerns

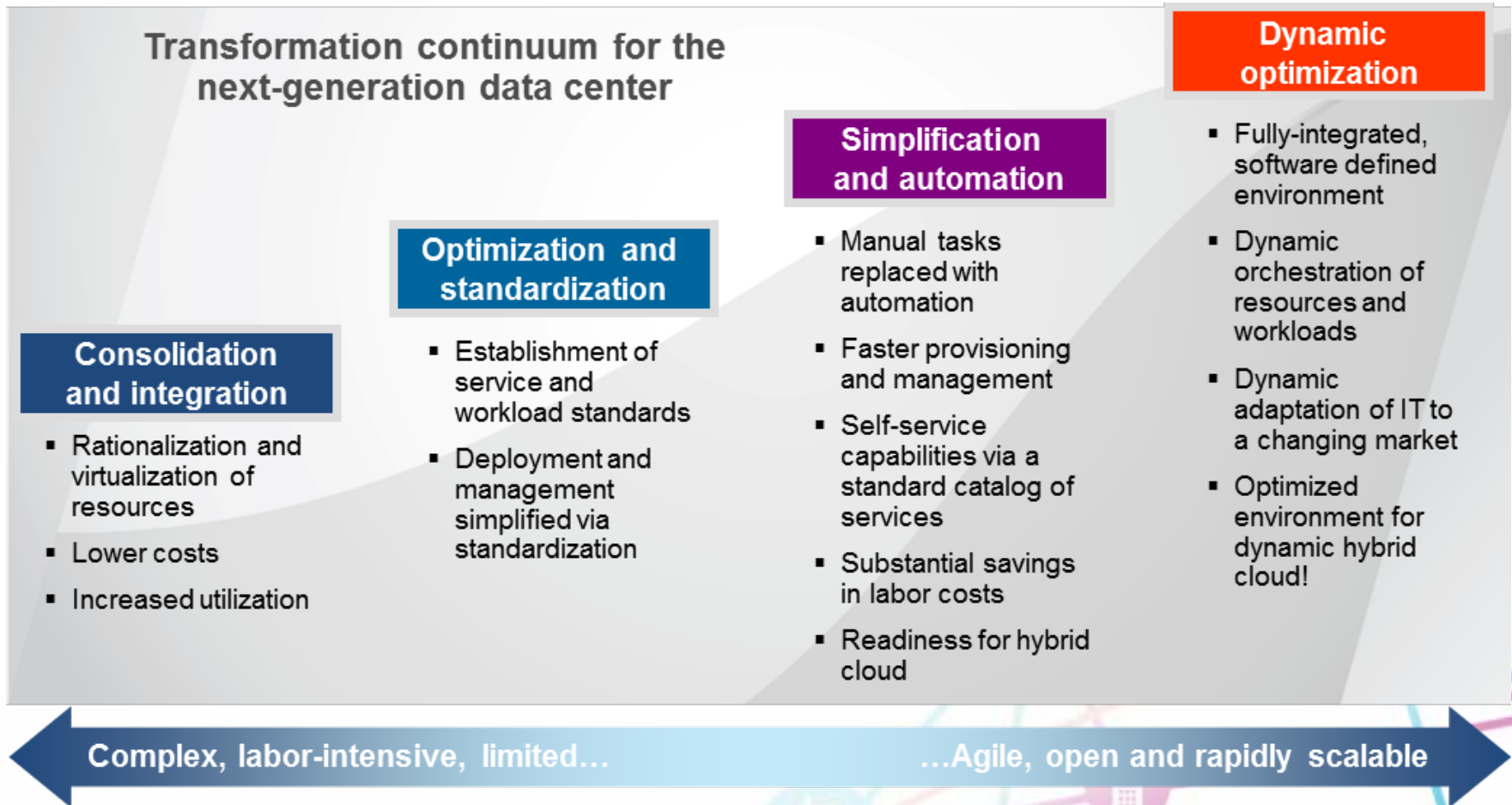
<p><b>Integration of new and legacy systems</b></p> <p><b>Systems of engagement</b>      <b>Systems of record</b></p> <p>Link new social and mobile systems to core business systems</p>	<p><b>Complexity of cloud management</b></p> <p>Traditional IT</p> <p>Public      Private</p> <p>Manage the IT environment holistically via a single pane of glass</p>	<p><b>Insufficient capacity for high-performance workloads</b></p> <p>Private      Public</p> <p>Burst to public cloud to gain additional capacity</p>
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Able to be implemented quickly, without infrastructure or application changes

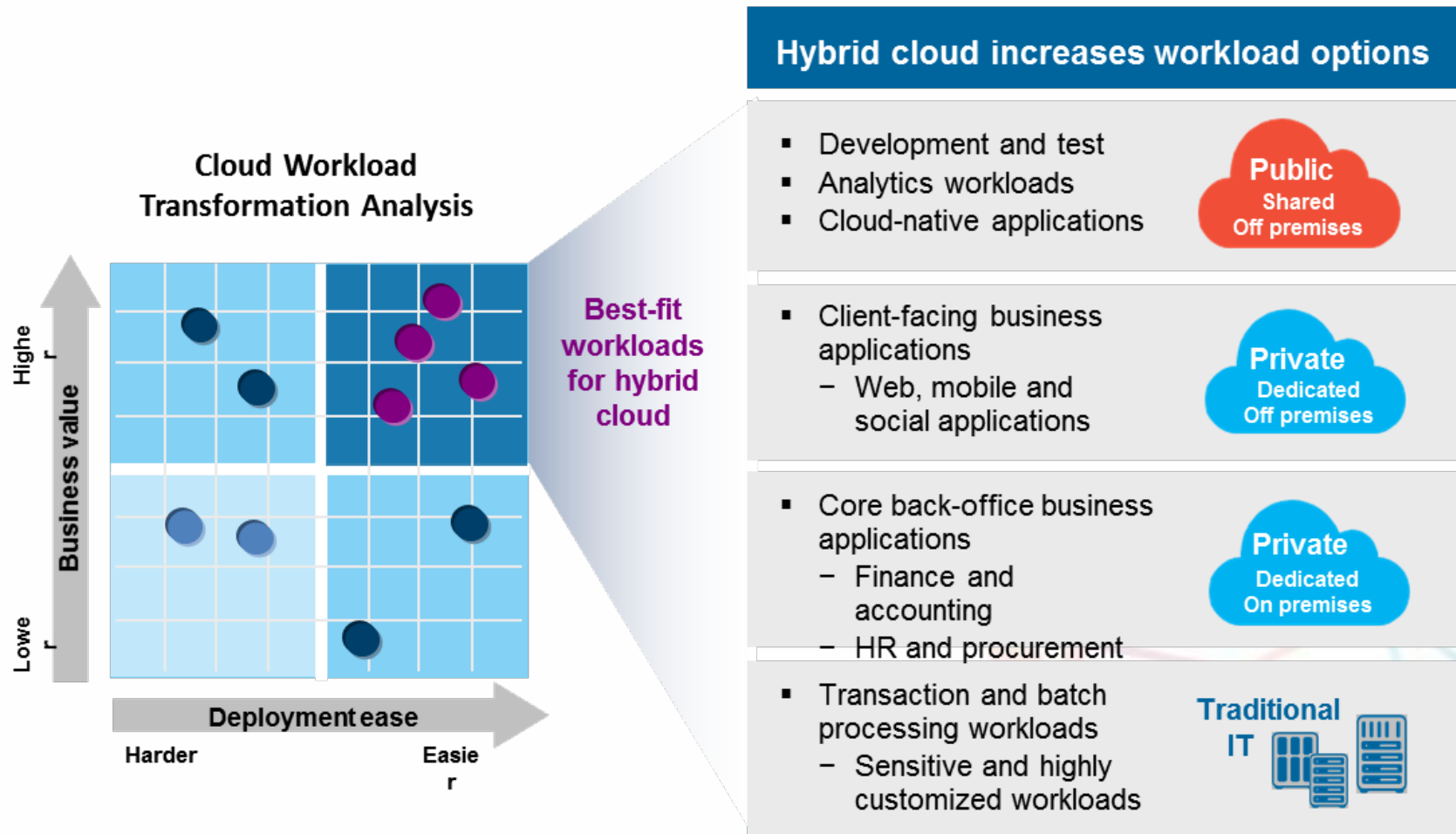
<p><b>Data protection and resilience</b></p> <p>Private      Public</p> <p>Data sync</p> <p>Use private cloud normally and switch to public cloud to recover files and data</p>	<p><b>Reserve capacity for peak application demands</b></p> <p>Private      Public</p> <p>Tap into public cloud resources dynamically when a shortage occurs on private cloud</p>	<p><b>Workload portability</b></p> <p>Public      Private</p> <p>Enable workloads to move seamlessly between clouds</p>
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More complex deployment, possibly requiring infrastructure or application changes

# Moving to a hybrid enterprise infrastructure optimized for cloud, analytics, mobile and social can be achieved in four key steps



# Begin building a roadmap to hybrid cloud by objectively analyzing your business and IT priorities, requirements and current workloads



# Understand the key takeaways and get started on your own path to dynamic hybrid cloud

**1** Hybrid cloud is essential to business agility and your ability to **capitalize on the latest mobile, social, analytics and security technologies.**

**2** The next-generation data center paves the path to hybrid cloud by providing an infrastructure capable of **dynamic orchestration and optimization.**

**3** IBM has a full portfolio of services to **facilitate the journey to hybrid cloud** and the underlying infrastructure transformation.



**IBM**<sup>®</sup>



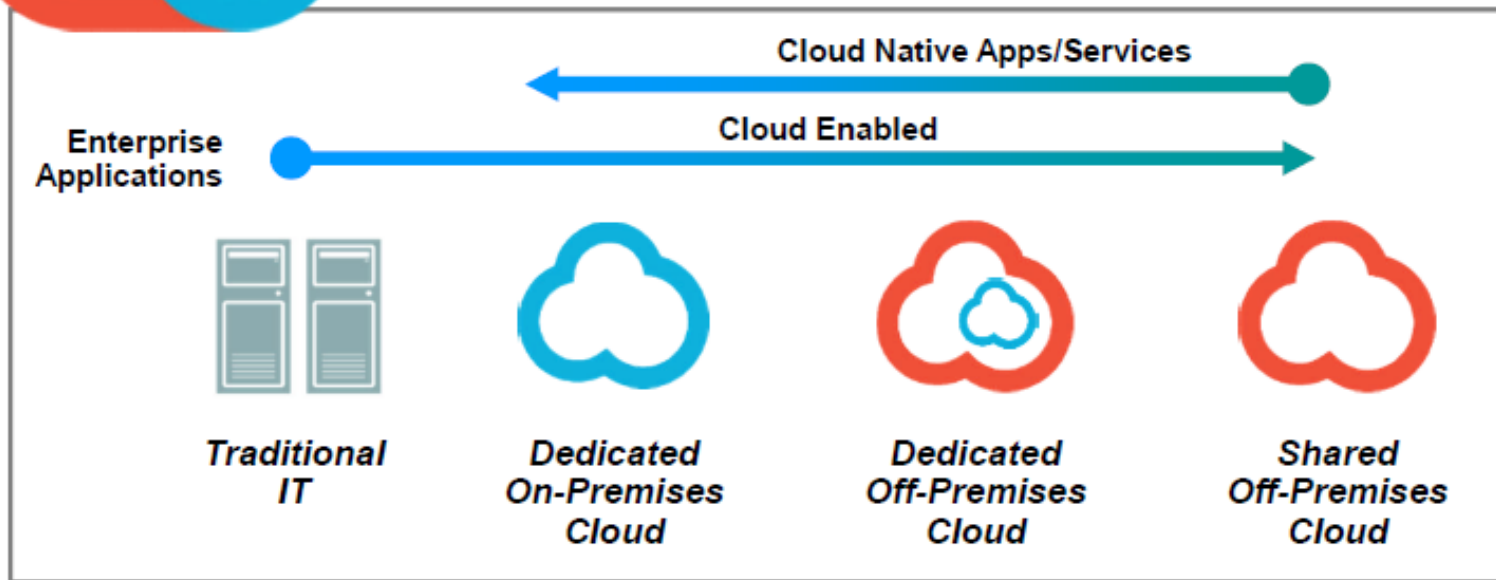


# Hybrid Cloud is the way forward



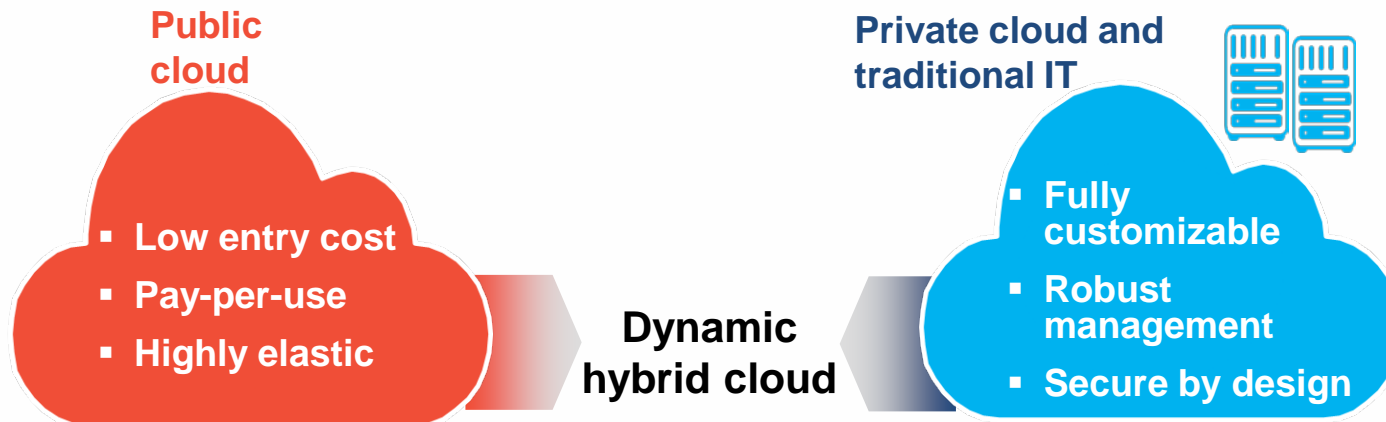
The secure consumption of services from two or more sources, including private cloud, public cloud, or traditional IT, to enable any or all of the following:

- **Integration** of applications, data, and/or services
- **Composition, orchestration and management** of workloads
- **Portability** of data and applications



*Choose the right mix based on the workloads*

# Dynamic hybrid cloud seamlessly combines the best of both worlds with better outcomes



- ✓ **Maximize return** on existing IT investments
- ✓ Match workloads to **best-fit infrastructure**
- ✓ Hit the **right balance** of risk to speed
- ✓ Meet seasonal capacity **without capital expense**
- ✓ **Innovate** and add **new capabilities quickly**

# Why IBM for dynamic hybrid cloud?

## Experience that matters!

- **9,000+** cloud engagements, with more than **5,000** on private cloud
- **10** IBM data centers exclusively dedicated to cloud
- **3,000** IBM field experts supporting cloud
- **13** cloud development labs around the world
- **5.5M** client transactions and **2B** client documents exchanged daily on IBM's B2B cloud
- **1M** users and **300,000** client-based communities connected globally via the IBM Cloud

## Capabilities that matter!

- **Flexible** deployment options
- **Software defined** environment
- **Pre-integrated** infrastructure, provisioning and management
- **Open** standards
- **Reusable** workload patterns
- Industry-leading **service level agreements**
- **Single-pane-of-glass** management

## Infrastructure that matters!

- **Scalable, flexible, resilient** hardware and software for cloud
- **Security-rich, enterprise-class** virtual systems environment
- **Highest levels** of resource sharing, I/O bandwidth, and system availability
- Ability to add hardware with **little or no disruption**
- Nearly **100 percent** utilization of system resources nearly **100 percent** of the time

# IBM Global Financing and IBM Cloud



Cloud Strategies	Where IBM Helps	Payment Options to Explore
<p><b>Think it:</b> Strategize how to use cloud to drive revenue growth and efficiencies</p>	<p>IBM Cloud Consulting Services</p>	<p><b>Accelerate time to value</b> <i>“I want to start now and optimize my return on investment.”</i> Choose from <b>competitive loans or leasing options</b> to finance your cloud environment. Flexible payment options can help accelerate your project's cash-flow break-even point and lower total cost of ownership (TCO).</p>
<p><b>Build it:</b> Build and run your own private or hybrid cloud</p>	<p>IBM Cloud Technologies</p>	<p><b>Consolidate funding</b> <i>“I want to fund all my IT technology needs through one source.”</i> For all your cloud IT requirements, consider a customized financing structure to coordinate your project <b>funding through a single source</b>, including consulting, hardware and software from IBM and IBM Business Partners.</p>
<p><b>Tap into it:</b> Utilize cloud services delivered from IBM Cloud</p>	<p>IBM Cloud Services</p>	<p><b>Gain financial flexibility</b> <i>I want funding that preserves my cash flow and aligns with my business cycle.</i> Choose an ideal payment structure based on your sales and business calendar, whether you opt for <b>predictable payments</b> each month or want to <b>align your project costs</b> to anticipated key milestones through a customized plan.</p>