

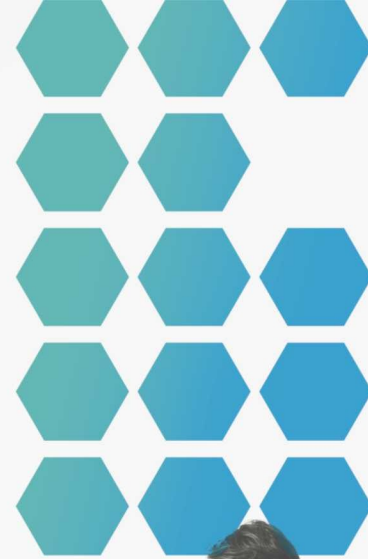
BusinessConnect 2015

A New Way To Work

Modernizing the Core

- Building a Digital Enterprise

Subram Natarajan & Pramodh



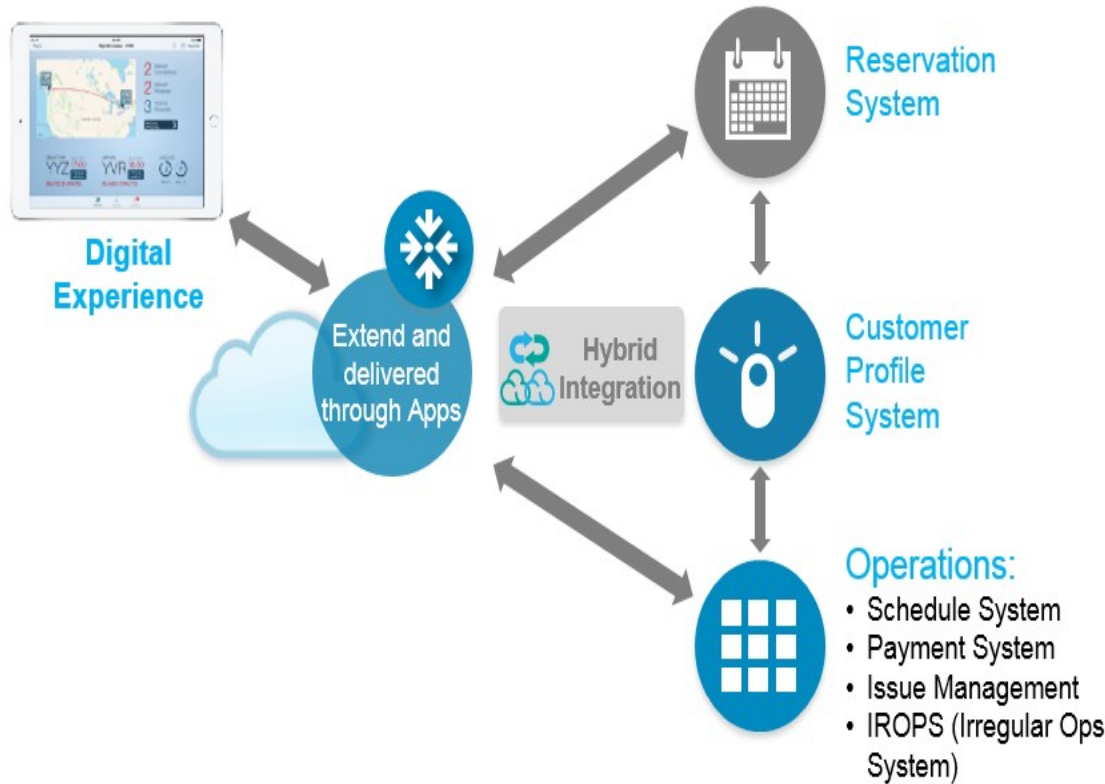
To be, or not to be ...

1.8x	Use API-based services
2.0x	Engage customers via mobile and social
2.1x	Link customers, employees, and partners to better engage the market
1.7x	Personalize interactions with customers
1.8x	Use mobile and social to drive business processes
1.8x	Conduct next best action modeling
1.8x vs non- Digital peers	

Is Digital all about ...



Digital is all about ...



Digital Experience



Application Infrastructure



High Performance Servers



Flash and Software Designed Storage



Smarter Process



Integration



IT Service Management

Hybrid, Open, Secure

Efficiency Matters



To lead, organizations must improve the economics of IT through efficiency.

New client services can be rapidly developed while operational costs decrease.

Resiliency Matters



As they struggle to become more agile, IT leaders know there can be no compromise on business operations.

Clients experience a rich, interactive experience, increasing revenue and user satisfaction.

Responsiveness Matters



In response, they are looking to cloud to take advantage of advanced technologies and enable new business outcomes.

A cost-competitive, highly responsive solution is quickly brought to the marketplace.

Are you ready to become Digital ?

What's the best infrastructure for my enterprise?

How do I maintain choice and flexibility?

How do I rapidly deploy & operate my application?

How do I manage & secure my Infrastructure environment?



Designed for Big Data



First server processor generation optimized for big data and analytics with POWER8 innovative design

CAPI Technology



Superior Cloud Economics



Superior cloud price/performance advantages and security to move data-centric applications to the cloud

POWER8



Open Innovation Platform



Delivering an open server ecosystem revolutionizing the way IT is developed and delivered

OpenPOWER™

BLU Acceleration



8-25x faster reporting and analytics¹

Software Big Data & Analytics

New. IBM Solution for Analytics: software Power Systems Edition

Cognos.



New. IBM Solution for Hadoop: Power Systems Edition



Update. BLU Acceleration Solution - Power Systems Edition



Update. Power Systems Solution Edition for Service Providers

Virtualization, Cloud, Linux

PowerKVM



Delivering better Data Economics

Enabling Strategic Initiatives through Smarter Storage

New Era Workloads

*Strategic Initiatives
that drive New Innovation*



**Smarter
Storage**

Simplicity & Agility: *Effort-Free Delivery of Data*

Independence
Freeing Data from Devices

Orchestration
Policy Driven Management

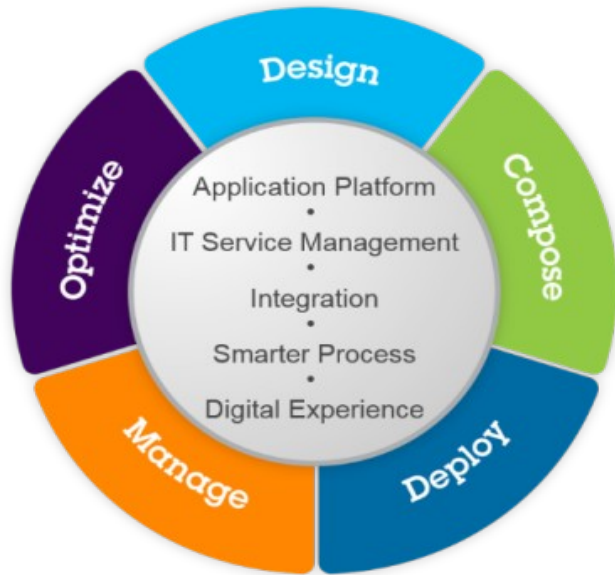
Optimization
Data Efficiency & Protection

Software Defined Storage – *Elastic data infrastructure services*

Optimized Storage Systems (*Disk, Flash, Tape*)



Scalable Infrastructure + Sleek Middleware = Success



Optimize decisions with insight from your operations



Embrace agile as an accelerant for transformation



Reinvent processes for open ecosystem engagement



Deliver adaptive personalized experiences

Middleware is the critical enabler



Extend

Optimize Investments

Integration

Drives Need

Innovate

Focus on Integration & Scale

- Expose & monetize existing services
- Extend existing workloads on Cloud
- Operational automation
- Analytics-based visibility on progress



Hybrid Enterprise

Focus on Speed & Agility

- Cloud First assembly of services
- Agile DevOps model
- Continuous delivery
- User first delivery model



**Embrace agile as an
accelerant for
transformation**



*Use an agile, hybrid
application platform*



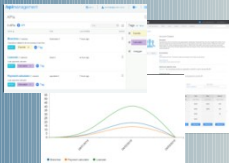
*Invest in lean and agile
DevOps capabilities*



*Exploit hybrid cloud to
achieve business agility*



**Reinvent processes for
open ecosystem
engagement**



*Securely manage and
publish business services*



*Interact and Integrate data
and applications*



*Design business processes that
enhance collaboration and
create new paradigms*



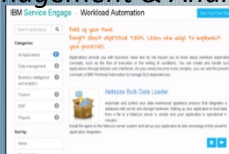
**Optimize decisions
with insight from your
operations**



*Application Performance
Management*



*Explore IT Operations
Management & Analytics*



*Automate your
workload*



**Deliver adaptive
personalized
experiences**



*Build the secure multi-speed
infrastructure that fits your
organization*







*Omni-channel experiences that
are engaging, adaptive &
personalized*



*Monitor user interactions for
continual reinvention of user
experience*

IBM Middleware for Hybrid Cloud xaaS Capabilities

Packaged to meet 2-speed
IT Demands

	 On-premise / Appliances	 Patterns (IaaS)	 Bluemix Services (PaaS)	 Hosted SaaS
App Platform	✓ ✓	✓	✓	✓
IT Service Mgmt	✓		✓	✓
Integration	✓ ✓	✓	✓	✓
Smarter Process	✓	✓	✓	✓
Digital Experience	✓	✓		✓

Organization are looking for dependable, scalable, flexible, resilient hardware and software to enable their Digital Enterprises



IBM delivers

- Industry-leading Reliability, Availability and Serviceability
- Rapid access to a security-rich, enterprise-class, virtual systems platform environment
- Achieve nearly 100% utilization of system resources nearly 100% of the time
- Middleware portfolio that delivers on the imperatives of Digital Transformation
- Design, Compose, Deliver, Manage and Optimize on-premise or cloud
- Connect systems, Interact with customers, Intelligent and Secure delivery of data

Thank you!



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