BusinessConnect 2015

A New Way To Work

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Growth Markets

Disruptors are reinventing business processes and leading their industries with digital transformations

Frontline decision making

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

Real time insight driven processes

Insight from nontraditional data sources is being infused in business processes to create new business moments

Digital Innovation

New innovations are composed leveraging digital services from a broad ecosystem

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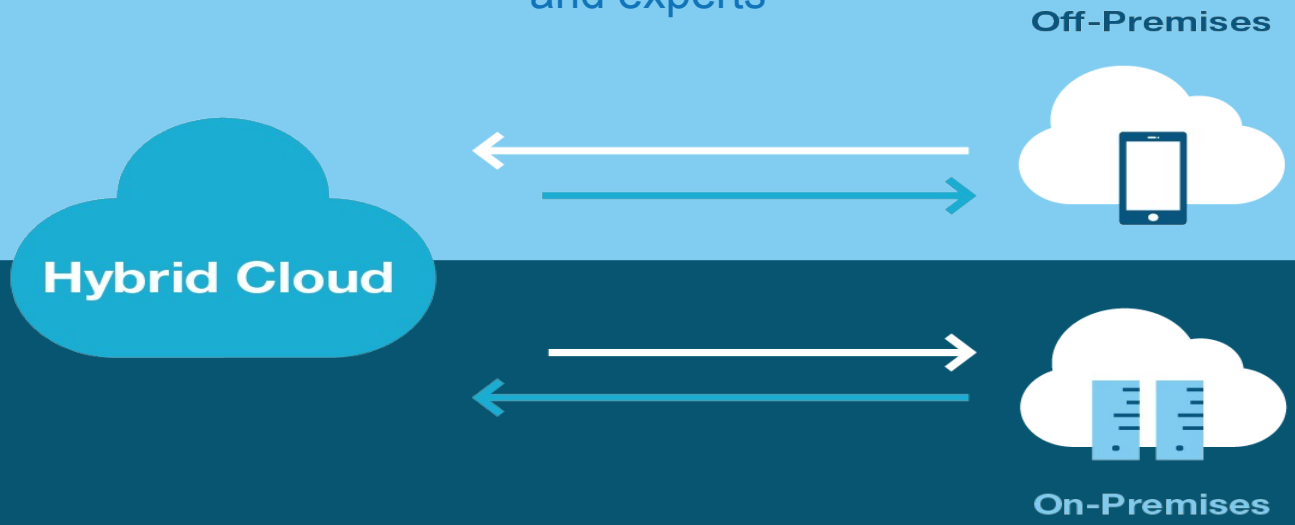
Digital transformations require hybrid cloud

Everything you will need won't be in one place in the digital world.

- Data and services from multiple sources and environments
- Mobile and other models of engagement driven through clouds
- Innovation fueled by communities of developers and experts



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Hybrid cloud has some fundamental elements

Cloud Business Apps

Quickly address front and back office needs with access to a broad set of software-as-a-service offerings

Digital Innovation Platform

Open standards-based cloud platform for building, running, & managing cloud and mobile apps

World Class Cloud Infrastructure

Maximize and extend existing IT to cloud and connect to enterprise grade cloud infrastructure worldwide

Hybrid cloud:

connection of one or more clouds to traditional systems and/or connection of one or more clouds to other clouds

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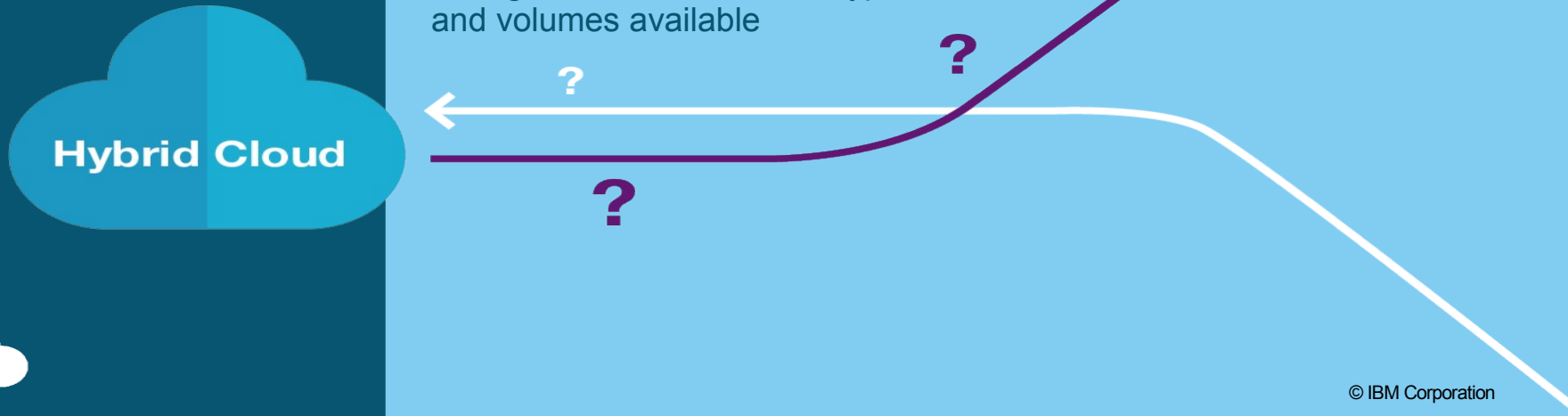
But moving to a hybrid cloud introduces challenges

Business processes and transactions span multiple environments
creating new risk for security, visibility and control at each touch point

Maximizing flexibility for the future
to use any data, apps, services, and mobile devices as needs change going forward

Fast, secure access to only the data your app needs
identifying, integrating, and analyzing the right data from the vast types and volumes available



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The new hybrid cloud must deliver clients choice and flexibility with control

Visibility, control and security
Everywhere data and services exist

Developer productivity
To easily integrate, compose and deliver web and mobile apps

Data and analytics
To provide the best insight you can from all relevant data inside and outside your organization and optimize data sovereignty and locally

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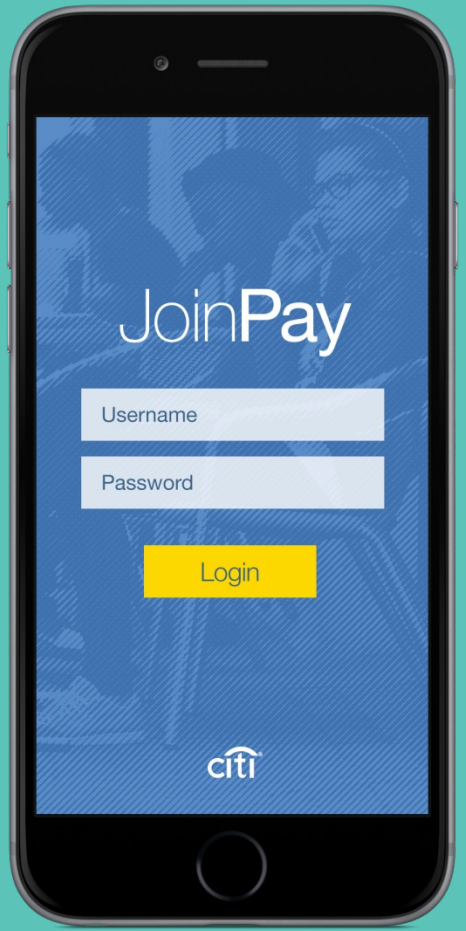
Let’s experience a digital transformation…

JoinPay

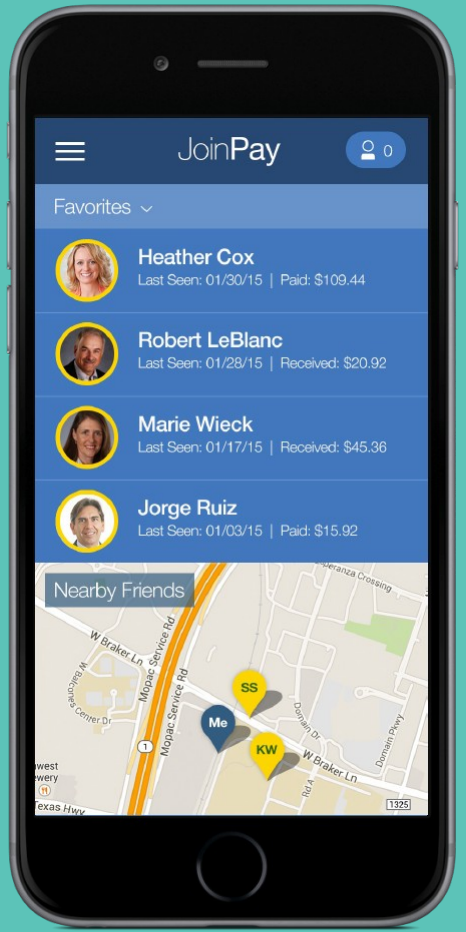
JoinPay

User logs into JoinPay app.



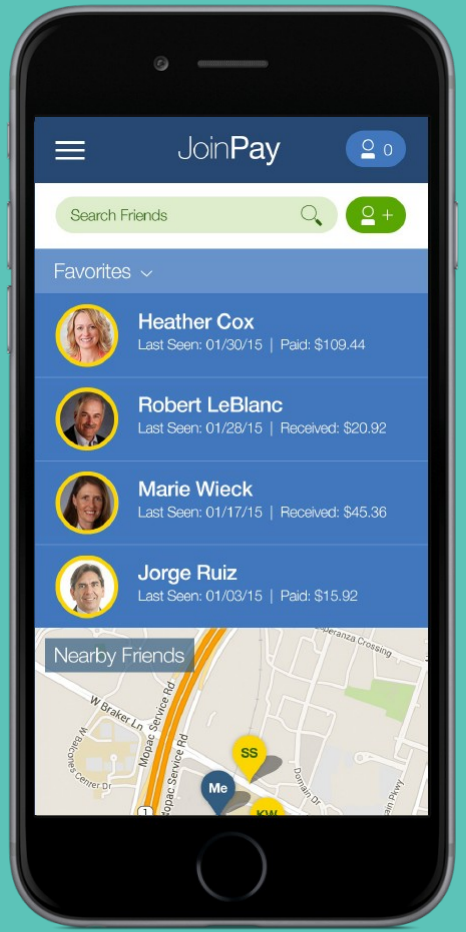
JoinPay

User searches for nearby friends to invite.



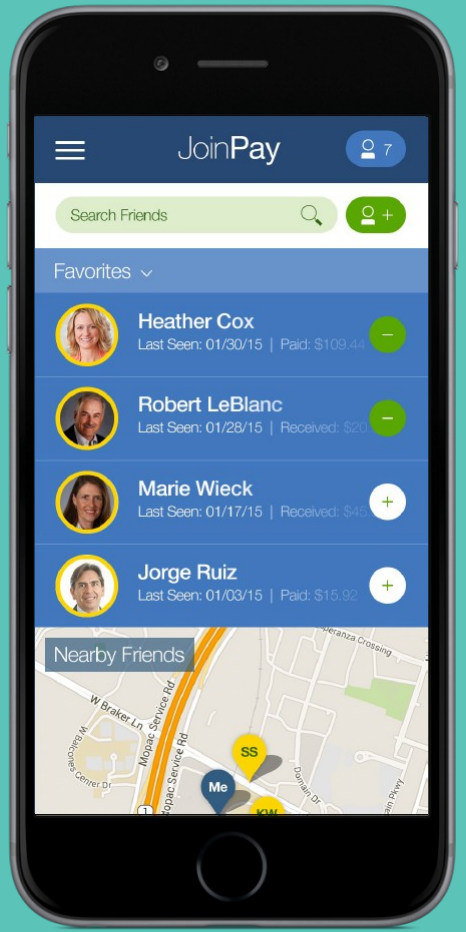
JoinPay

User selects friends to eat with.



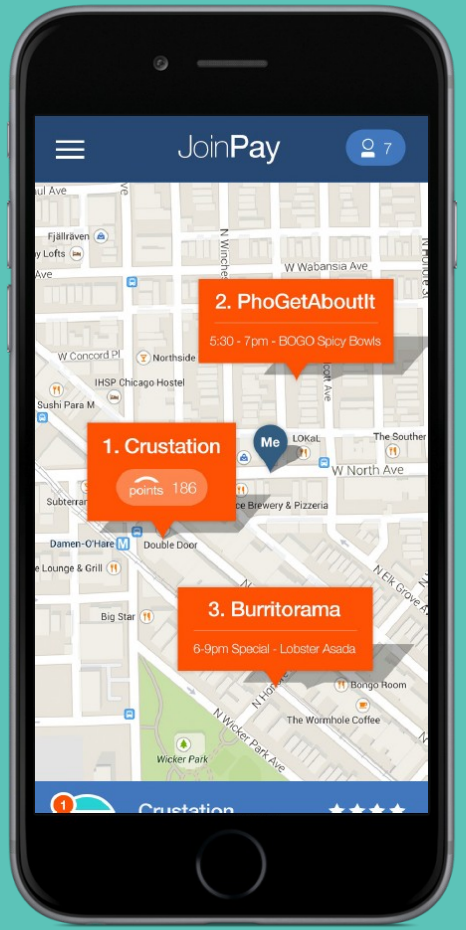
JoinPay

User adds friends to the reservation.



JoinPay

User can see multiple locations to eat at, and different time sensitive offers as well as the ability to pay with Citi points.

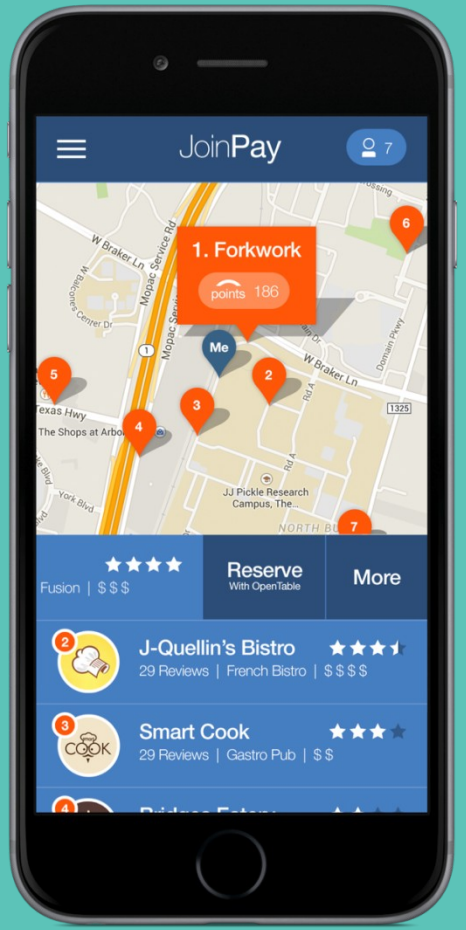


JoinPay

User selects a restaurant nearby.

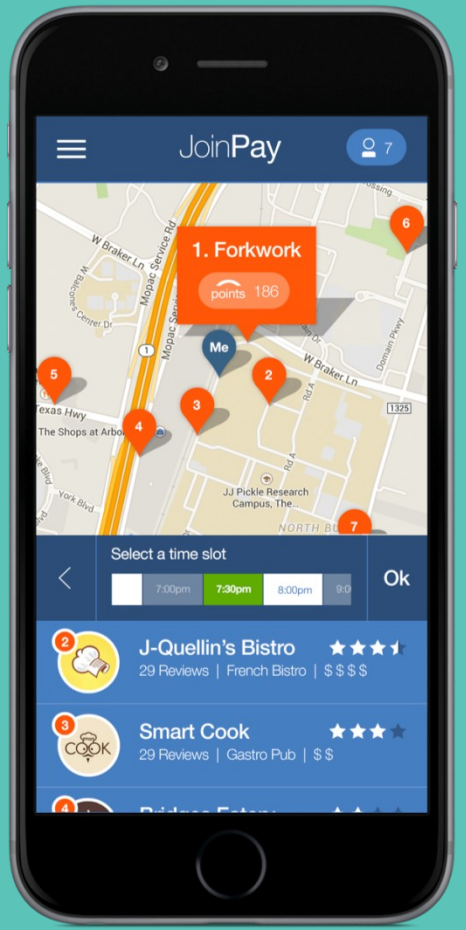
JoinPay

User swipes right to make reservation.



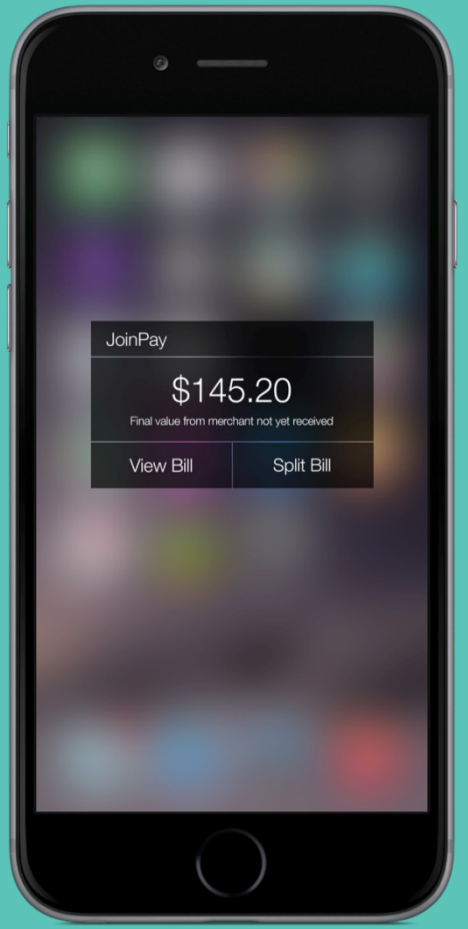
JoinPay

User selects at time to eat.



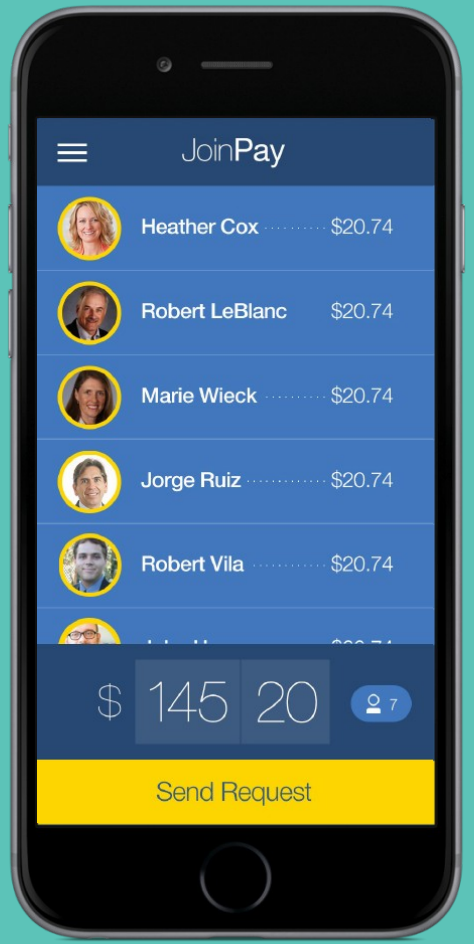
JoinPay

User is notified that their bill is available to view.



JoinPay

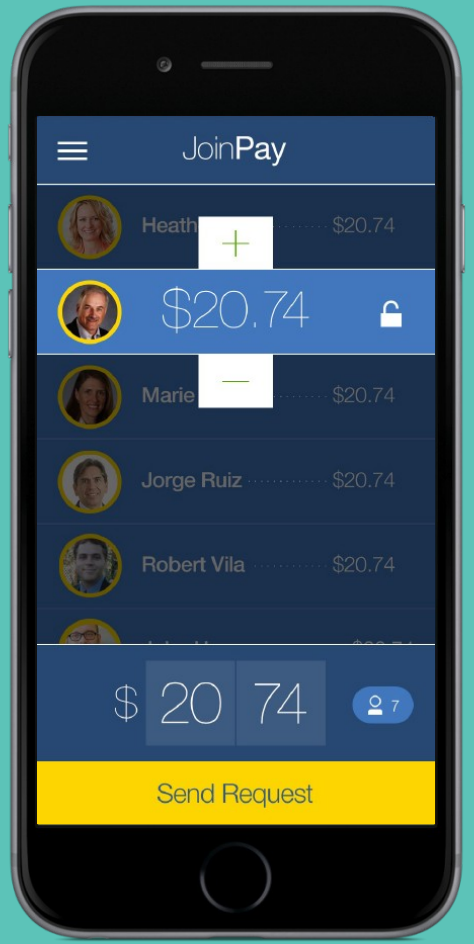
User’s bill is split evenly by default.



IBM Hybrid Cloud :: ©2015 IBM Corporation

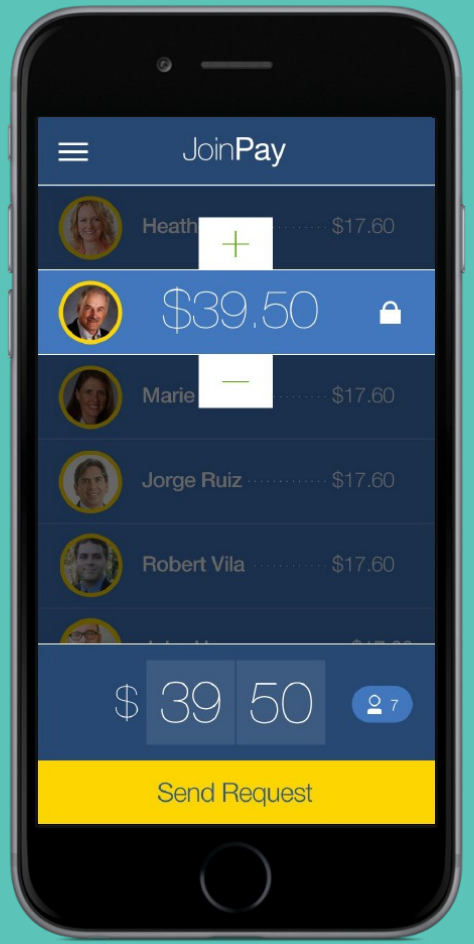
JoinPay

User changes dollar amount for one other diner.



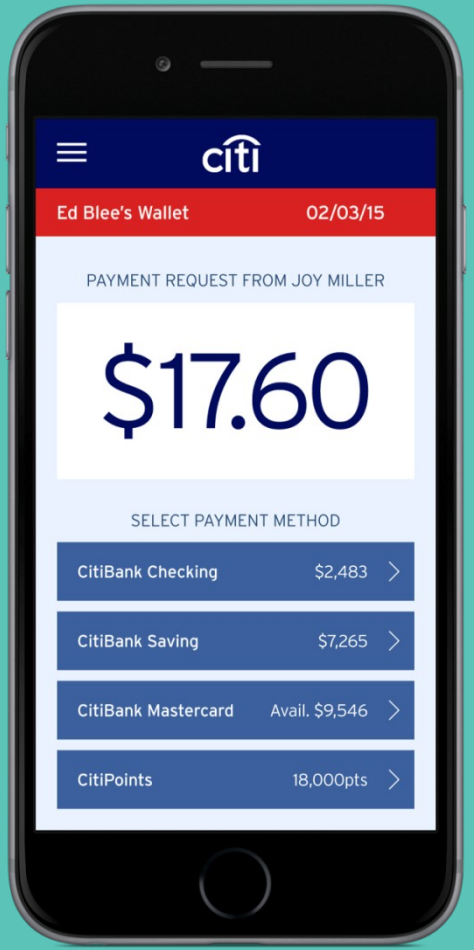
JoinPay

The dollar amount is changed.



JoinPay

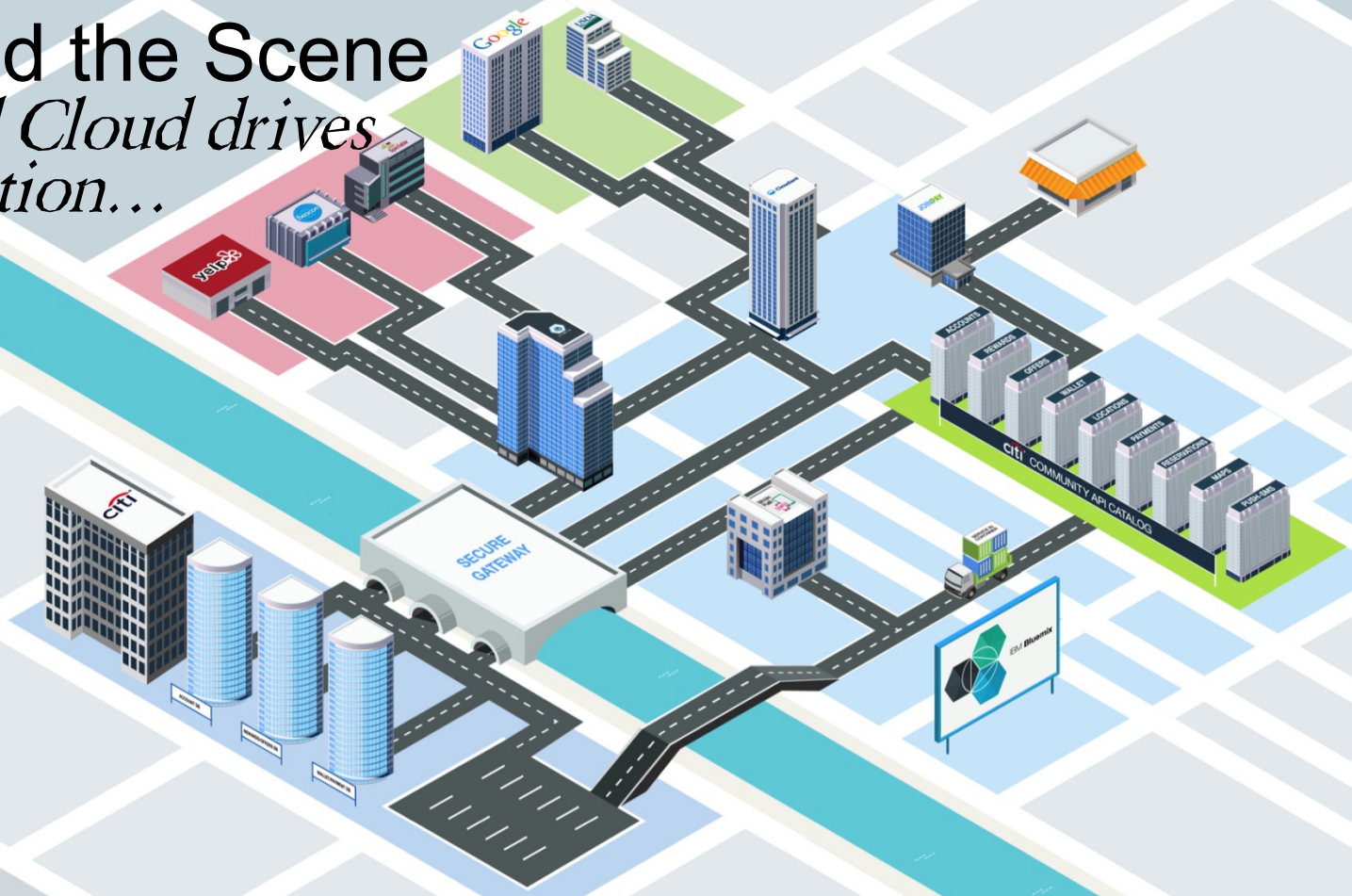
Other diner pays using eWallet.



You've just witnessed the magic of digital transformation!

Behind the Scene

Hybrid Cloud drives Innovation…



……that helps Citi & its Partners seamlessly deliver JoinPay

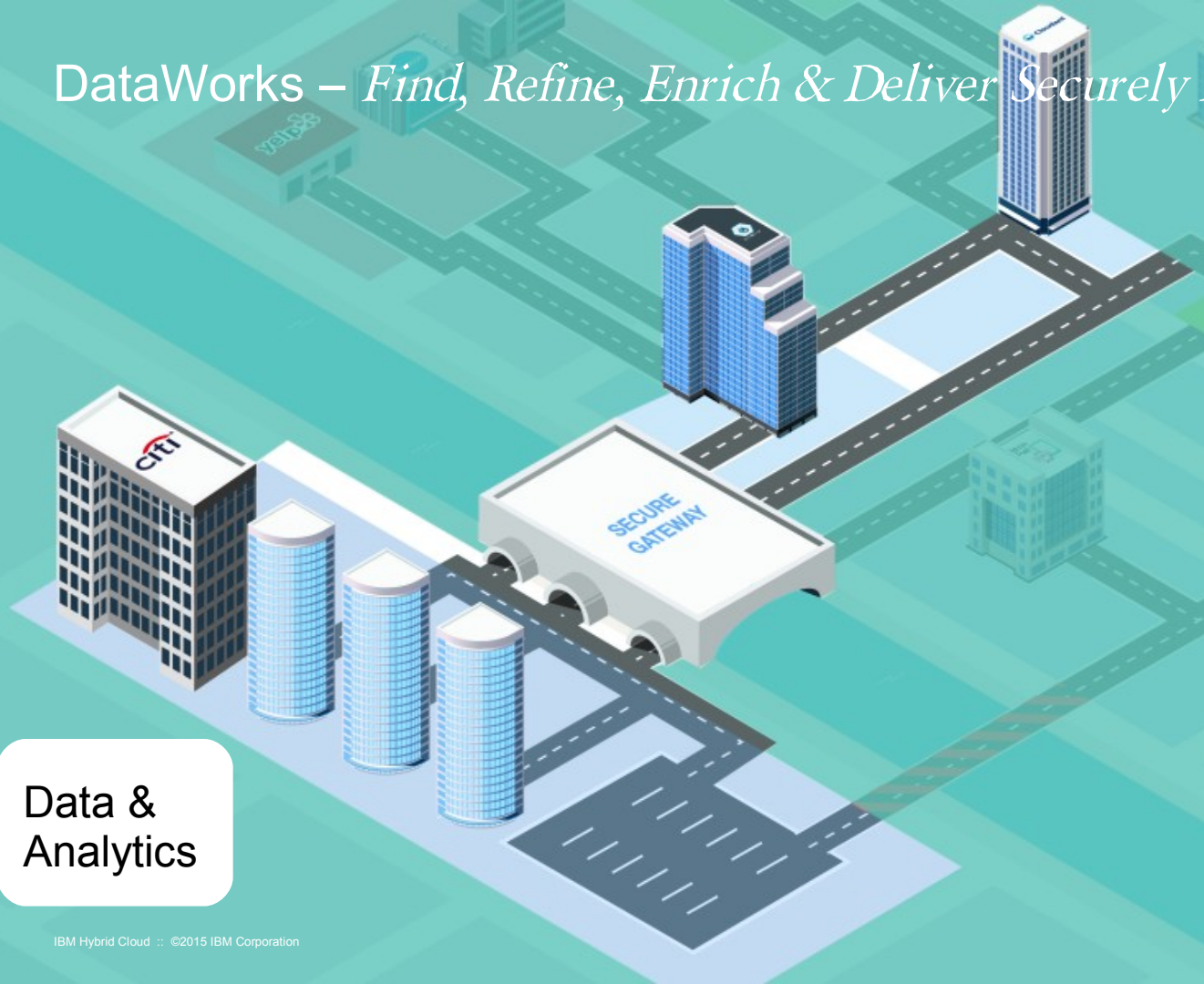
Secure Gateway – *Citi never sleeps, so that you can!*

User

1. Adds a new gateway
2. Names gateway
3. Adds destinations
4. Makes Connection
5. Connects through Docker gateway

Visibility, Control & Security

DataWorks – *Find, Refine, Enrich & Deliver Securely Relevant Insights*



User

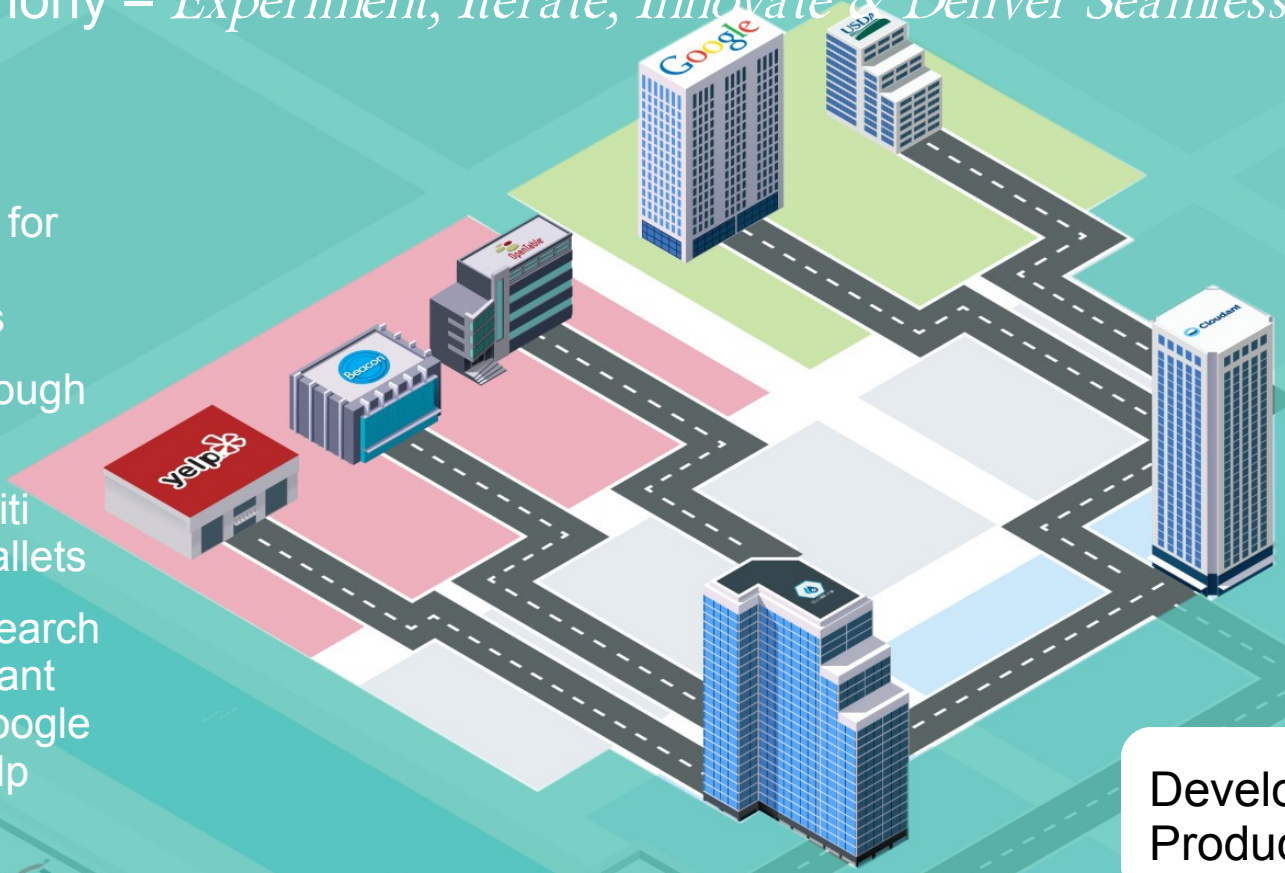
1. Selects a table
2. Account table is opened
3. Adds reward level categories
4. Eliminates client phone numbers
5. Phone no's anonymized

Data & Analytics

API Harmony – *Experiment, Iterate, Innovate & Deliver Seamlessly*

User

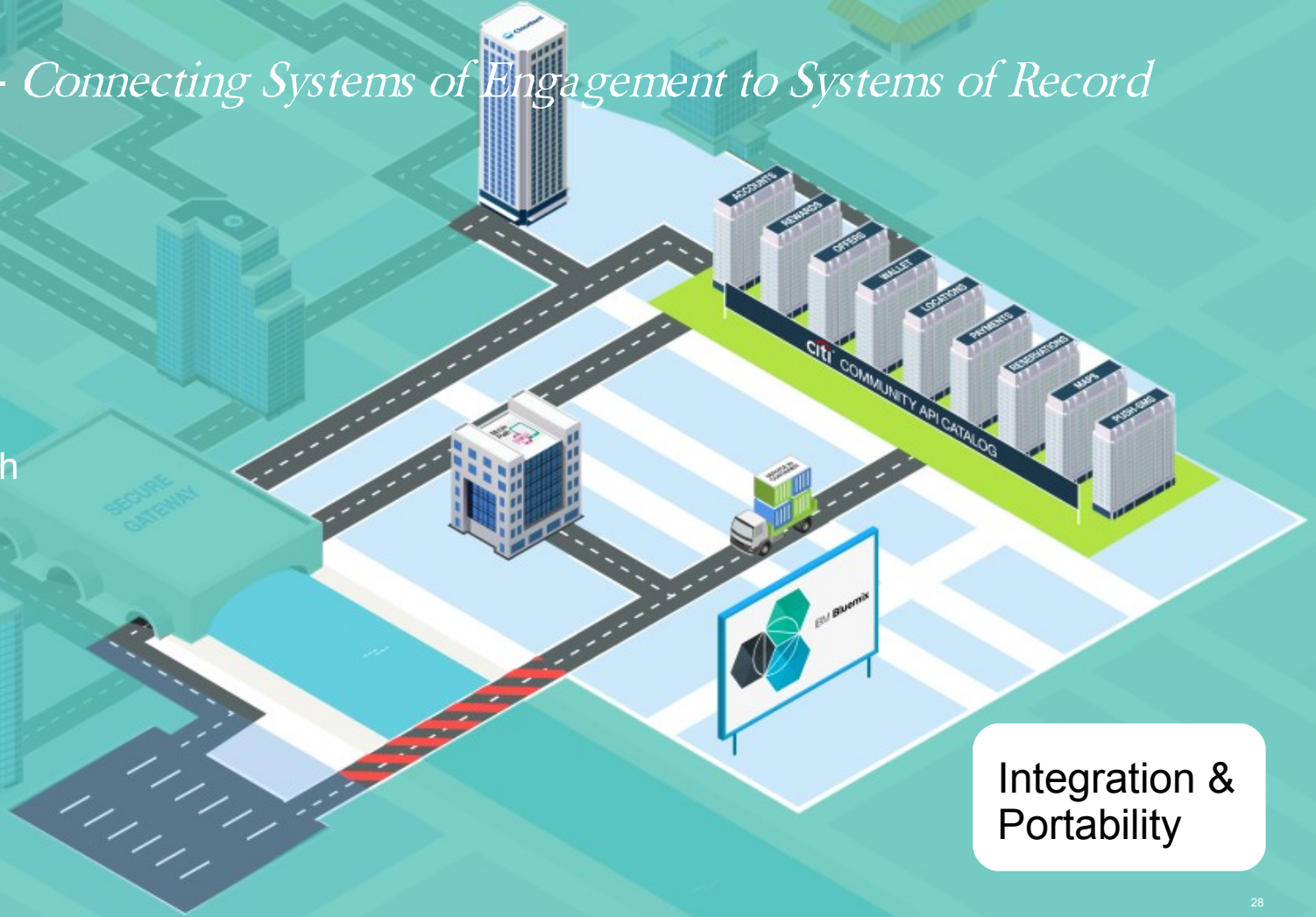
1. Searches for API on Payments
2. Looks through APIs
3. Selects Citi Digital Wallets
4. Refines search with relevant APIs – Google Maps, Yelp



Containers – *Connecting Systems of Engagement to Systems of Record*

User

1. View Apps in IBM Bluemix
2. Overviews analytics for JoinPay
3. Gains in-depth view of Analytics
4. Creates a Container
5. Track how changes are applied



Integration & Portability

IT needs a mix of deployment models and enterprise grade **world class infrastructure**

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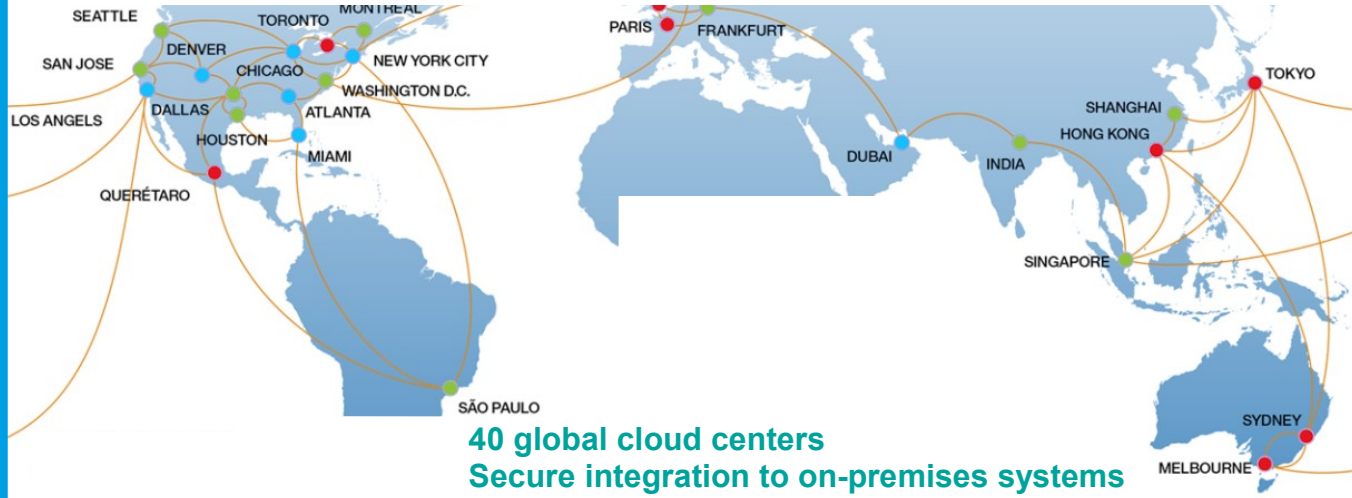
an IBM Company

World Class Cloud Infrastructure

- Open, secure, and scalable
  - Cloud infrastructure-as-a-service choices
  - On-premises private cloud and systems
- Global cloud footprint
- Secure, high-speed network
- Expert services and tools



40 global cloud centers
Secure integration to on-premises systems

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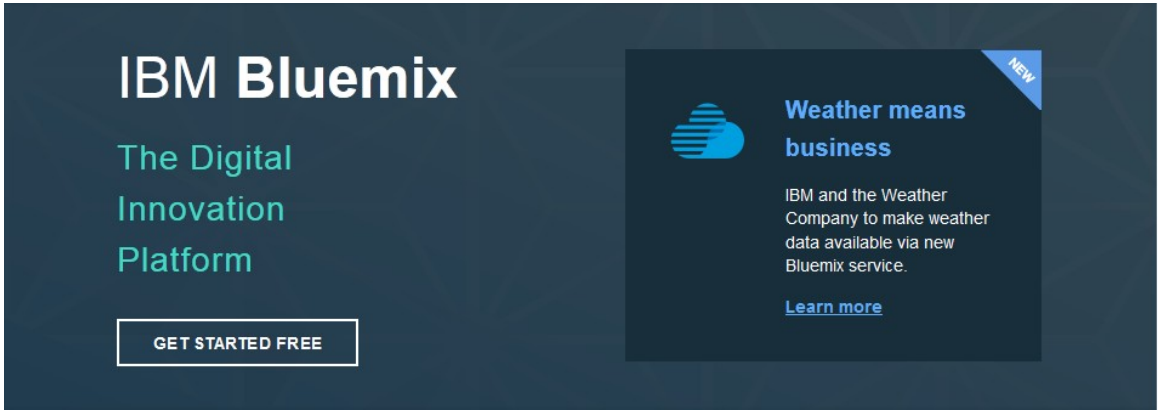
Developers need a **digital innovation platform** to rapidly bring new products and services to market

Digital Innovation Platform

IBM Bluemix™

- Extend existing IT investments into cloud business and delivery models
- Enable seamless delivery with full DevOps and app lifecycle management
- Use any combination of public, dedicated and local development and deployment



Bluemix provides expertise and services across market leading categories:

DevOps
Portability
Mobile

Security
Database
Cloud Integration

Business Analytics
Web and application
Internet of Things

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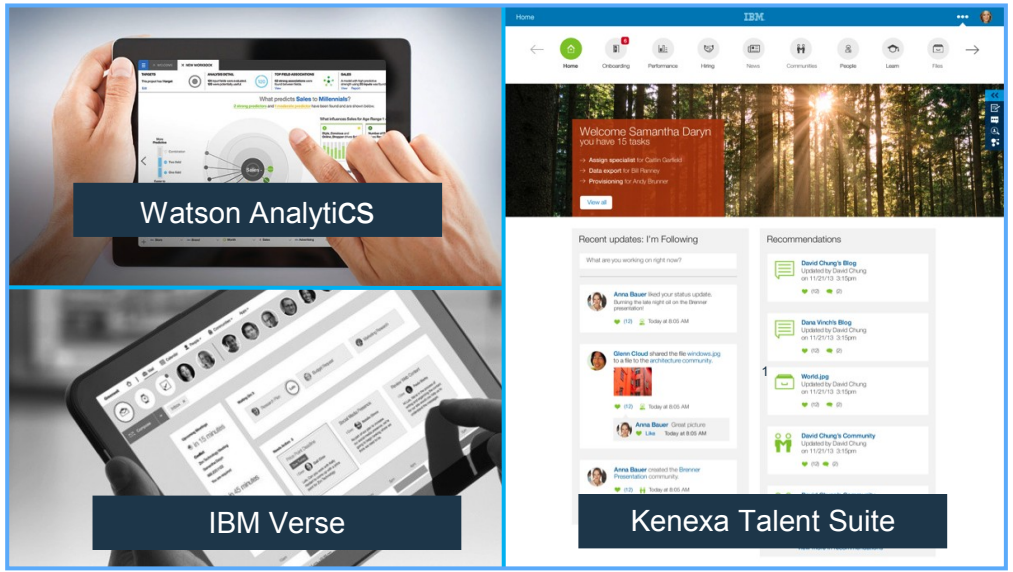
Leaders need access to **cloud business apps** in their hybrid cloud to drive competitive advantage

Software-as-a-Service (SaaS)

- Accelerate business innovation
- Engage and collaborate
- Connect business processes fueled by powerful analytics



100+ IBM SaaS offerings aligned to business and IT

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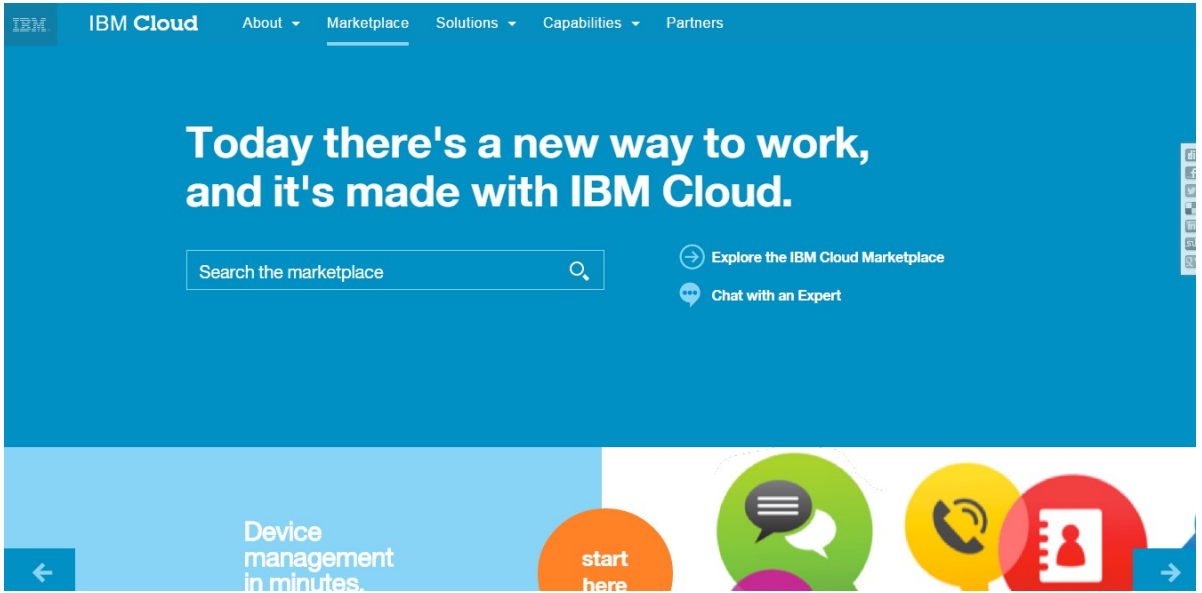
Gain simple **access to apps, tools, data** and services from a **broad ecosystem**

Start fast and grow exploiting IBM Cloud marketplace

400+ IBM and Business Partner offerings



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Key Takeaways

– Hybrid cloud **accelerates digital transformation**

– Businesses require **visibility, control and security**

– IBM Cloud delivers a broad set of **open by design hybrid capabilities and expertise** to help you win

Be an Industry Disruptor with Hybrid Cloud

Presented by:
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