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SoftLayer: Changing the Landscape without changing the definition

Jorge Ros

World Wide Channel Sales Integration Leader - SoftLayer

SOFTLAYER®
an IBM Company

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Cloud Computing – The Definition

- **Cloud computing** is the delivery of computing as a service rather than a product, whereby shared resources, software, and information are provided to computers and other devices as a utility (like the electricity grid) over a network (typically the Internet).

Source: Wikipedia

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Exploding momentum—IBM is leading the way for enterprise cloud

IBM Commits $1.2 Billion to Expand Global Cloud Footprint

Builds a Massive Network of Local Cloud Hubs for Businesses Worldwide with 40 Data Centers Across Five Continents

IBM's Bluemix Now Generally Available - Significant Momentum Since Open Beta

- Bluemix Now One of the Largest Cloud Foundry Deployments
- IBM and Business Partners Launch Range of New Bluemix Services; New Clients include GameStop
- Leading Systems Integrators IBM GBS and CSC Deploy Bluemix

Report: IBM Named #1 Preferred Provider of IaaS Cloud by Enterprises

IDC Survey Ranks Google 5th, Microsoft 6th, Amazon 7th

SoftLayer Fuels Hybrid Cloud Growth for IBM with New Clients and Services

Company Boasts Thousands of New Clients Since Acquisition, including Enterprise Customers Macy's, Whirlpool, Daimler subsidiary moovel, Sicoss Group

IBM SoftLayer Upgraded to Visionaries Quadrants in 2014 Gartner Cloud IaaS Magic Quadrant

Jan   Mar   May   Jul   Sep

Feb   Apr   Jun   Aug

IBM Invests $1B to Deliver Unique Platform-as-a-Service Capabilities to Connect Enterprise Data and Applications to the Cloud

Delivers Enterprise Software Capabilities - Integration, Security, Analytics, Commerce to Accelerate New Era of Hybrid Clouds

IBM Launches Direct Link Cloud Service on SoftLayer

Providing clients with dedicated network connection between private infrastructure and cloud services

IBM to Infuse Power Systems into SoftLayer, Bolstering Big Data in the Cloud

IBM Introduces New Services and Tools for Hybrid and Private Clouds

SoftLayer Business Partner Program Enhancements

Earn greater discounts, attend proven education to build your cloud skills and access co-marketing funding to drive demand

SoftLayer Introduces New Hourly Bare Metal Servers, Deployed in Minutes

Provides even more flexibility and variety for demanding cloud workloads

IBM Debuts Enterprise Cloud Marketplace with Global Partner Ecosystem

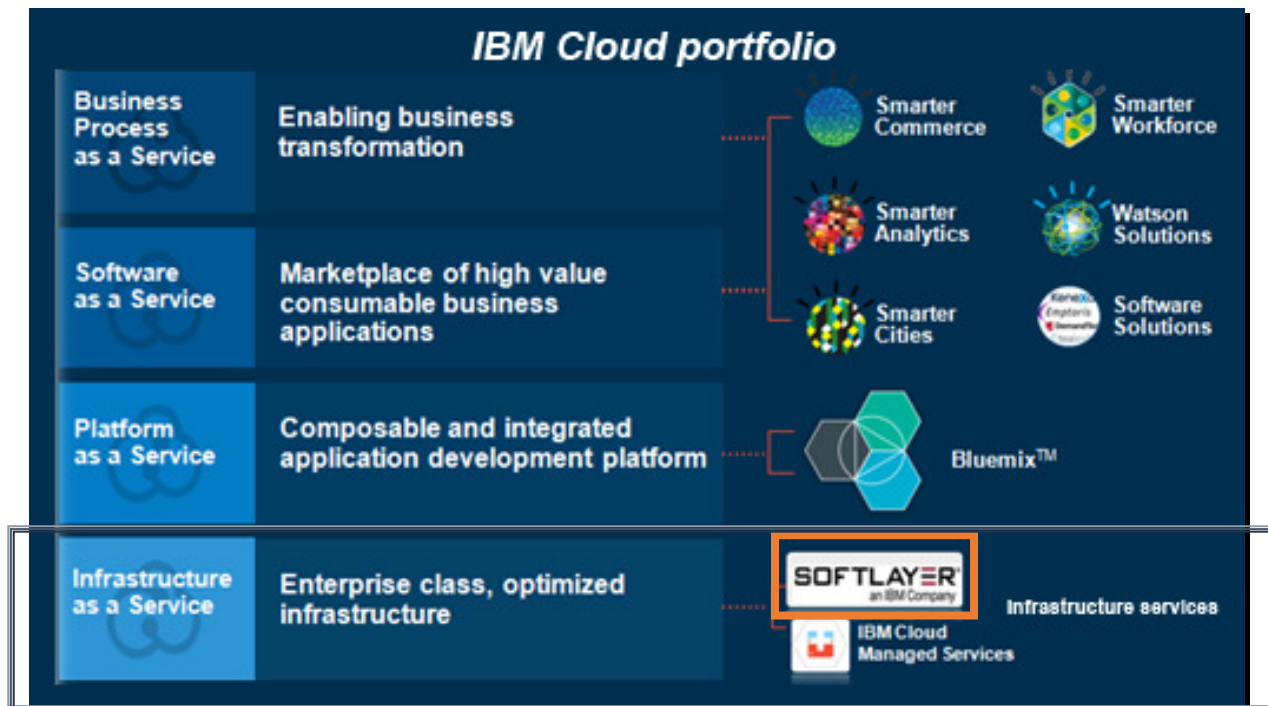Launches Single Online Destination for Cloud Innovation

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The SoftLayer® acquisition represents a seminal moment for IBM, IBM Cloud and the market

SoftLayer is the *catalyst for transformation* across IBM in technology, business model, offerings…

Making our company, solutions and value even more **approachable**, **discoverable** and **engaging**

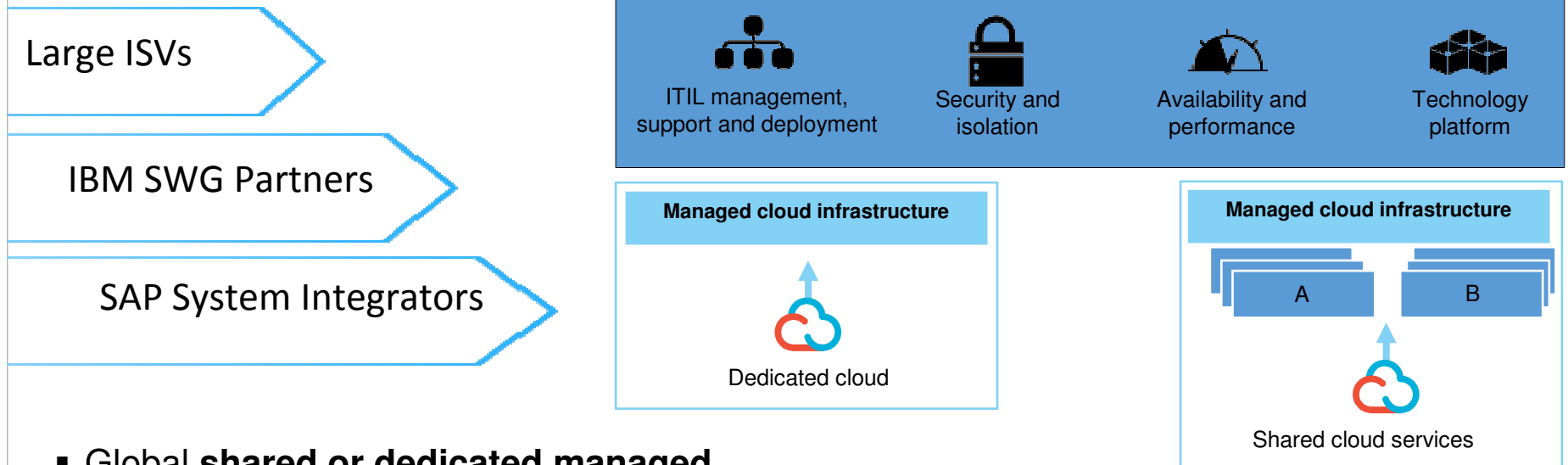IBM

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Cloud Managed Services (formerly SCE+)

Large ISVs

IBM SWG Partners

SAP System Integrators

IBM Cloud Managed Services

ITIL management,
support and deployment

Security and
isolation

Availability and
performance

Technology
platform

Managed cloud infrastructure

Dedicated cloud

Managed cloud infrastructure

A

B

Shared cloud services

- Global **shared or dedicated managed** and unmanaged environments SLA management starting at the virtual machine level and **up to and including the operating system**

- Database and middleware management services options

- IBM® **System X®** and **System P®** hardware

- High-availability clustering, active directory integration,

- Designed for **cloud-enabled, enterprise-class workloads**

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All In The Family: IBM BlueMix

- ✓ Push
- ✓ Mobile Data
- ✓ Mobile Quality Assurance
- ✓ Twilio (P)
- ✓ Travel Boundary (P)
- ✓ Validate Address (P)
- ✓ Reverse Geocoding (P)
- ✓ Geocoding (P)
- ✓ Location

Web & App
Internet of Things
Data Management
Mobile
Commerce
Dev Ops
Big Data
Security
Analytics
Integration
Watson
Runtimes

CLOUD FOUNDRY

Try it today at BlueMix.net

* (P) Denotes partnering/3rd Party technology

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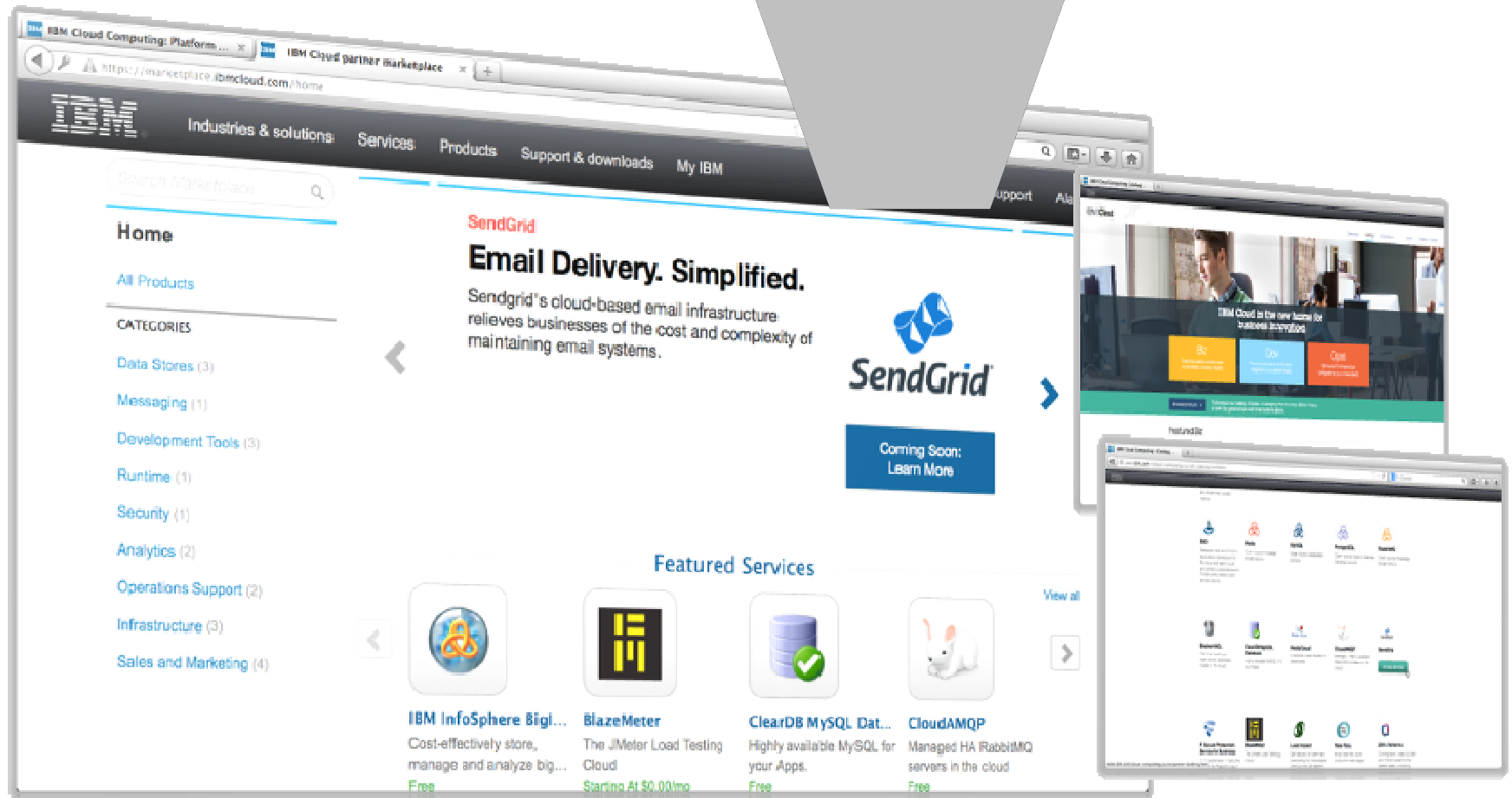
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SoftLayer - The Market Needed This Type of Cloud Platform

In 2014, **$152 billion** will be spent on **cloud services.**

75% of **Fortune 500** Will provide **public cloud services** by 2014.

Among Global **1000, 30%** will aggregate **two or more cloud services** for internal and external users

20 Single, **75 Dual** and **10 Quad** Processor Bare Metal Configurations

300+ virtual configurations

GPUs (Tesla **& Keplar K2/K10**)

Up to **36 Drives** (1U – 4U)

Brocade Vyatta and **Fortinet Fortigate** Dedicated Security Appliances

L2 VLANs and Layer 3 interDC spanning

DirectLink Connection Capability

Processors as fast as **3.6GHz**, SmartCache's up to **25MB**

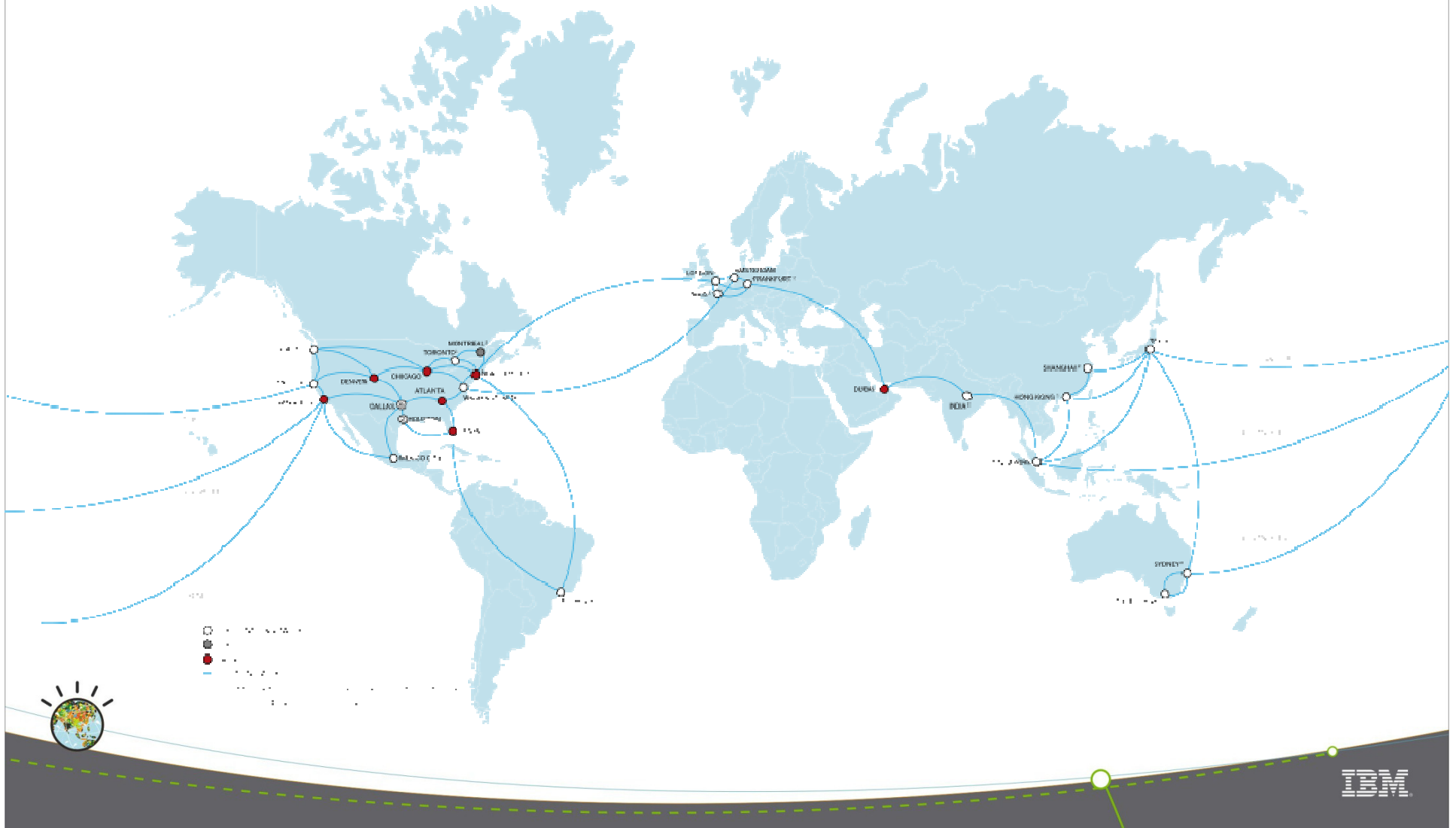**929m^2** of Ethernet Cable per Datacenter

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Global Reach- Pushing computer and storage closer to their end users

IBM

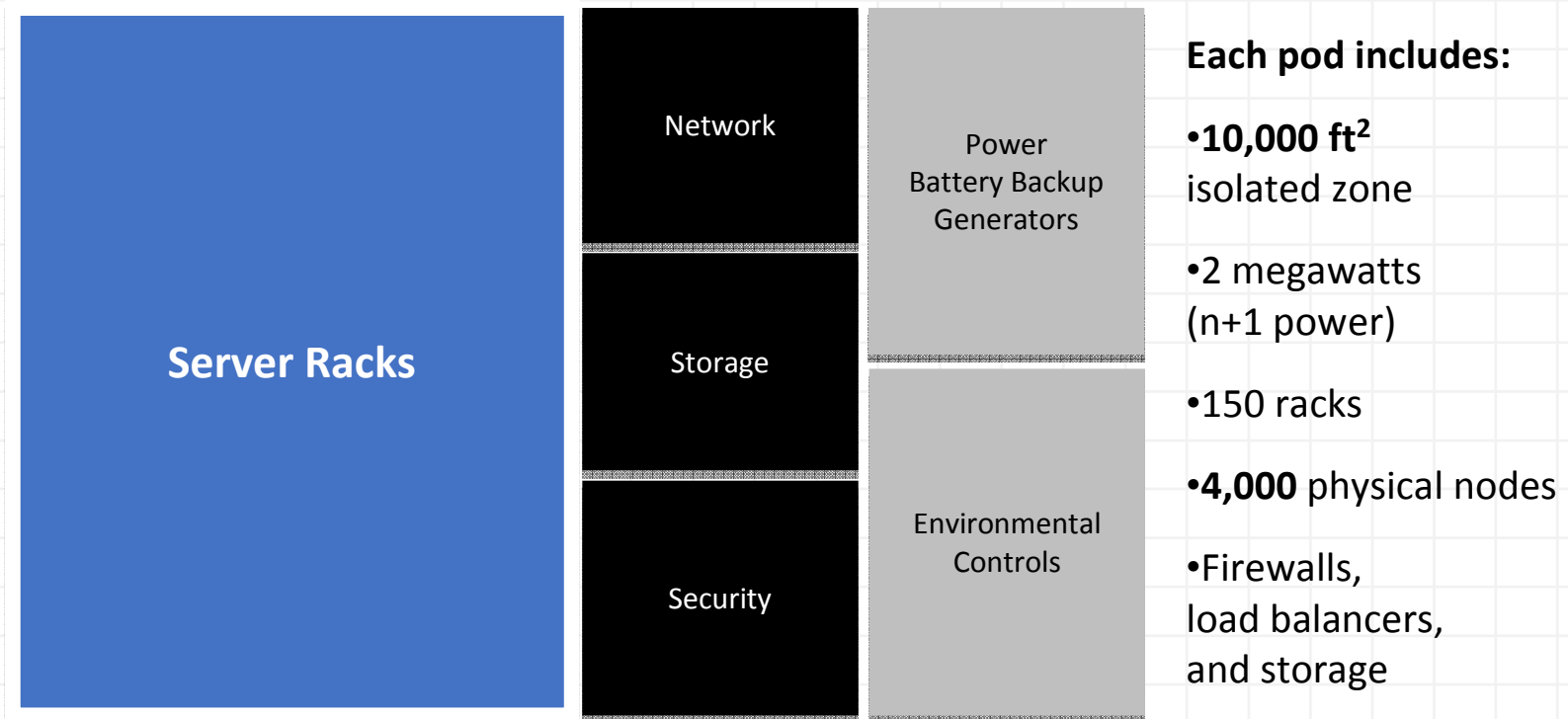**Transformation For Growth**

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Datacenter Pod Design

Server Racks

Network

Storage

Security

Power
Battery Backup
Generators

Environmental
Controls

Each pod includes:

- **10,000 ft^2** isolated zone

- 2 megawatts (n+1 power)

- 150 racks

- **4,000** physical nodes
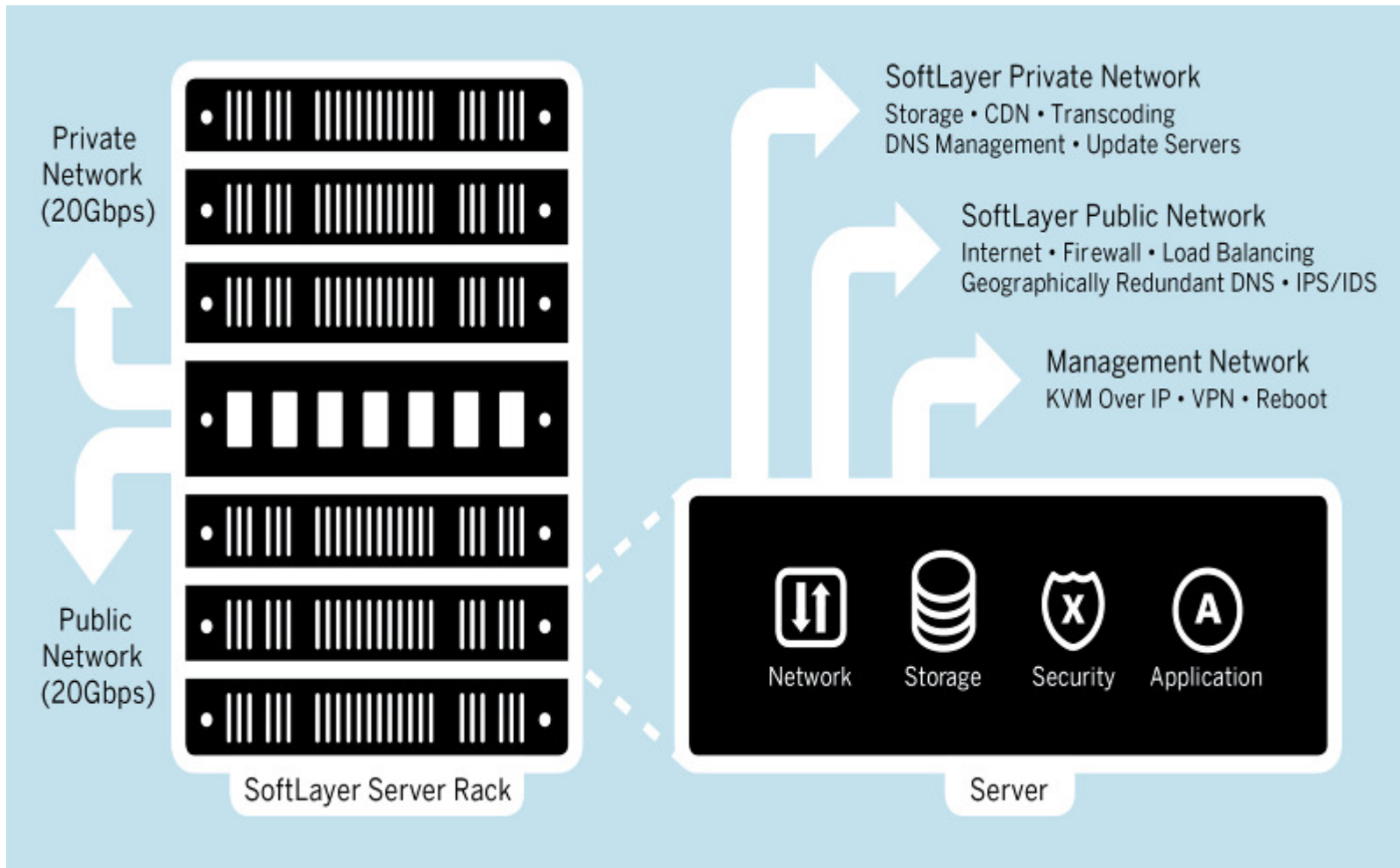
- Firewalls, load balancers, and storage

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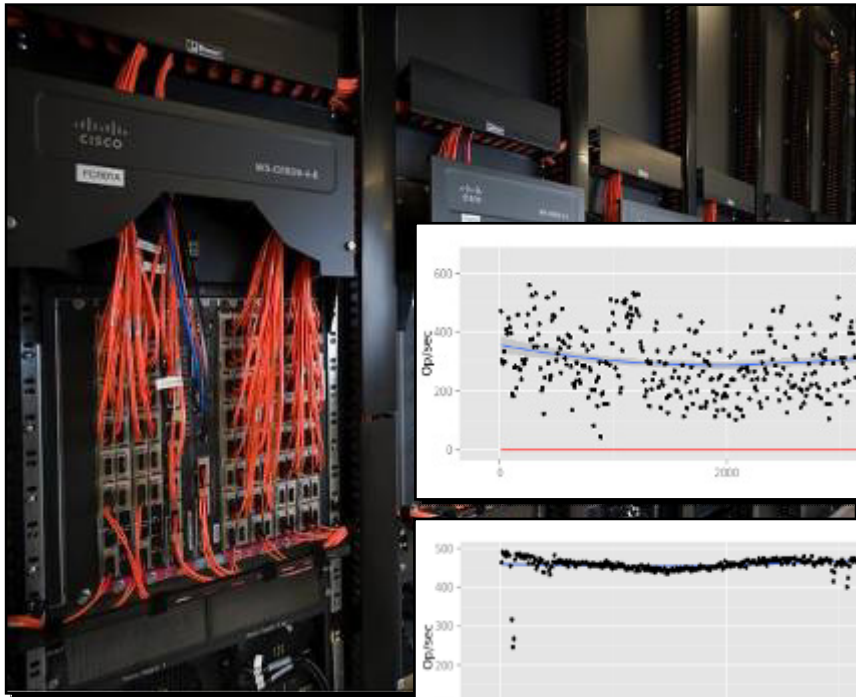SMART.

Right Platform of Choice for Any Service Type

Private
Network
(20Gbps)

Public
Network
(20Gbps)

SoftLayer Server Rack

SoftLayer Private Network
Storage • CDN • Transcoding
DNS Management • Update Servers

SoftLayer Public Network
Internet • Firewall • Load Balancing
Geographically Redundant DNS • IPS/IDS

Management Network
KVM Over IP • VPN • Reboot

Network   Storage   Security   Application
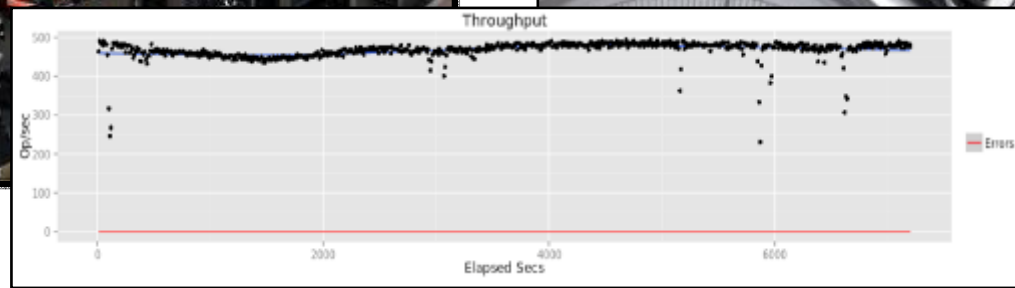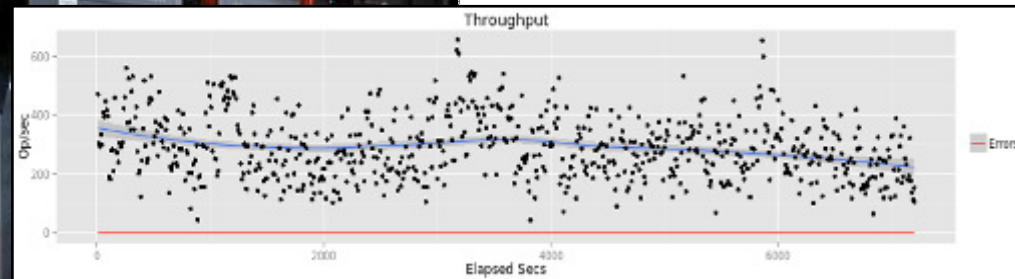
Server

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Right Platform of Choice for SaaS, IaaS, PaaS
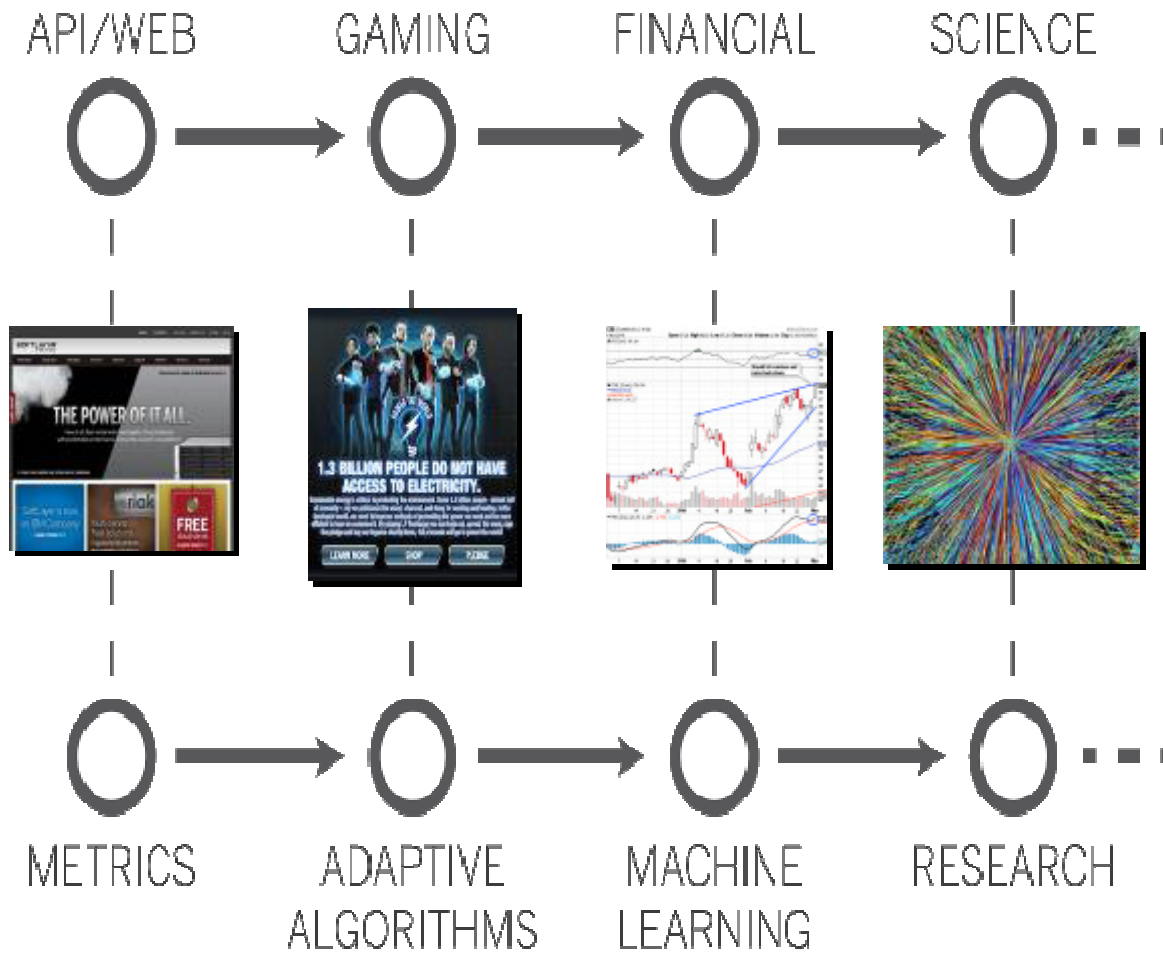

Performance Engineering

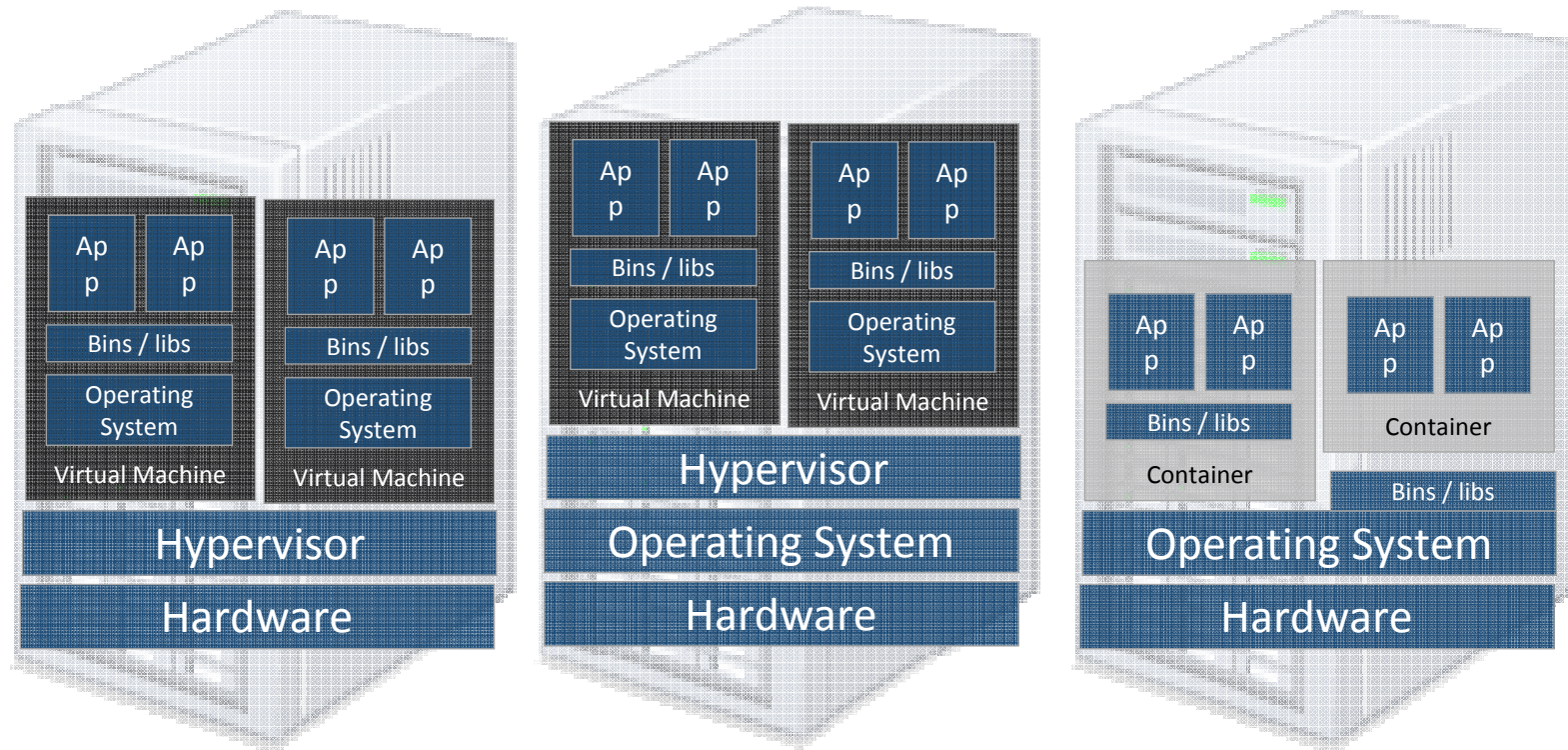*With Consistent Results*
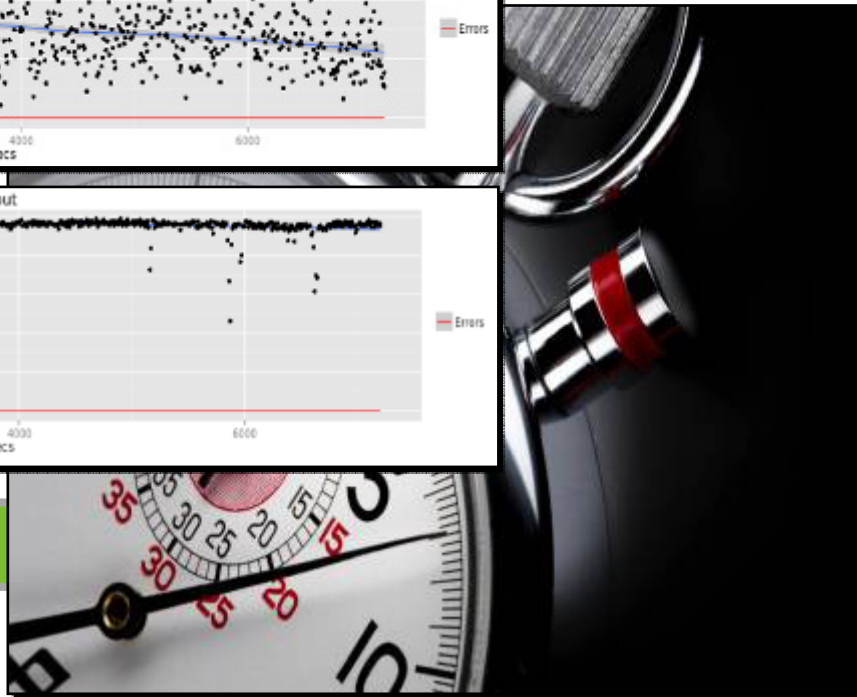
The Diversity Of The Segments

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Linux Containers

Bringing a new level of performance, agility, and ease of use

Type 1 Hypervisor

Type 2 Hypervisor

Linux Containers

"DockerHub will be hosted on SoftLayer to provide companies with greater ease of use and maintenance"
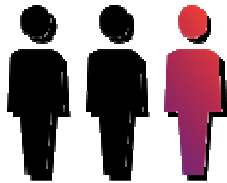
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SoftLayer program enhancements are geared to help you make money, build skills and drive demand

Make Money

- Increased margins at higher achievement levels
- Attractive referral commissions
- Expanded DC location options

Build Skills

- 4,000 newly trained by YE (2,000+ individuals trained in 1H)
- No cost in-person classes worldwide and on-demand webinars
- Global reach: 21 cities, 14 countries (Q3)

Drive Demand

- IBM co-marketing funding and campaign assets
- IBM Cloud marketplace
- *New* SoftLayer trademark program

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Vendor Types for Integration

Using Type	Definition
Referral Program	Are in a position to refer new hosting customers to SoftLayer: ≡ Business Partners receive monthly commission payments for referring customers to SoftLayer that result in a signed contract (10% year 1, 8% year 2, 6% year 3) ≡ Refer single or multiple accounts of at least $150 per month in customer billings. ≡ Referred customers sign **directly** with SoftLayer ≡ Examples include Application Developers, Consultants, Web Designers
Services & Solution Provider Program	Buy IaaS offerings from SoftLayer at a discount (from 5 to 20%) ≡ Hosting may be resold or delivered as a component of the Business Partner's overall solution. May or may not leverage SoftLayer's brand. ≡ Is responsible for Level 1 Support. ≡ Examples include **SIs**, MSPs, Solution Providers, Distributors, and ISVs ≡ Relationships are managed by the SoftLayer Channel Sales team

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Pre-Established Discounts Geared Towards Volume

Current Discount Schedule	
Monthly Recurring Revenue (USD)	**Discount**
$1,500 - $3,000	5%
$3,000 - $5,000	8%
$5,000 - $15,000	10%
$15,000 +	15%

New Discount Schedule	
Monthly Recurring Revenue (USD)	**Discount**
$1,500 - $3,000	5%
$3,000 - $5,000	8%
$5,000 - $15,000	10%
$15,000 - $25,000	15%
$25,000 - $100,000	17.5%
$100,000+	20%

- No change to the SoftLayer referral program (10% year 1, 8% year 2, 6% year 3)
- Existing Business Partners continue to have access to their current discounts
- In order to gain the increased discount structure, existing Business Partners must physically sign a new SoftLayer Reseller Agreement.

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Classroom Education and Online Webinars

#1 *value for service channel partners has become technical training – especially for cloud service providers[1]*

SoftLayer Fundamentals

- Overview
- Cloud architecture
- Network
- Security
- Storage

- Managed services
- Management and monitoring
- Maximizing SoftLayer competitive differentiators

Americas	Europe	AP
Atlanta (Nov 6) Cambridge (Nov 6) Chicago (Nov3) Costa Mesa (Nov 6)* NYC (Nov 3) Washington (Nov 3) Calgary (Nov 20)* Toronto (Nov 17) Campinas, BZ (Nov 3)* Monterrey,MX (Nov 6)*	Amsterdam (TBC) Dietzenbach (TBC) London (TBC) Madrid (TBC) * Stockholm (TBC)	Korea (TBC) Bangalore (TBC) Pune (TBC)* Taiwan (TBC)

"Prior to this class I was only knowledgeable of AWS, Google, HDS & Rackspace. I did not know anything about SoftLayer or that it even existed. I know have a complete overview and now feel comfortable to engage with my customers to sell SoftLayer."

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Call to action

Become a SoftLayer Business Partner, and leverage these opportunities

1

Make money

Take advantage of the discounts. And improve your margins.

2

Build skills

Improve your cloud skills by enrolling in webinars and classroom education

3

Drive demand

Leverage new SoftLayer program "marks," visit softlayer.com/trademarks

Apply for IBM Co-Marketing funding to drive demand Co-Marketing Information

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