

Lotusphere2012

Business. Made Social.

IBM SmartCloud and TM
Collaboration – Starting your
cloud computing journey

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The cloud computing hype is over and reality is setting in

2007-2008

2009-2010

2011-2012

Early signs of a new computing model based on the consumer market experience emerges.

U.S. financial crisis drives budget cuts and need for cost saving measures.

The term “cloud computing” becomes synonymous with cost savings.



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Peak of market hype on cloud computing -- driven by cost savings and IT efficiency gains.

Security, availability and vendor lock-in are top of mind concerns for CIOs.

Sandbox/ trial implementations of non-critical applications emerge:
Testing enterprise-readiness.



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Large-scale cloud implementations (private, public and hybrid) – driven by IT and business transformation.

Need for migration and integration partner with strong governance and security practices.

Need to aggregate and manage across traditional and cloud delivery models.



Enterprises will not compromise on requirements



1

Enterprise service delivery expertise

Moving safely beyond sandboxes through deep expertise in managing operations and risk.



2

Effective Migration and Seamless integration

Effective migration, portability and seamless integration of services across a heterogeneous environment.



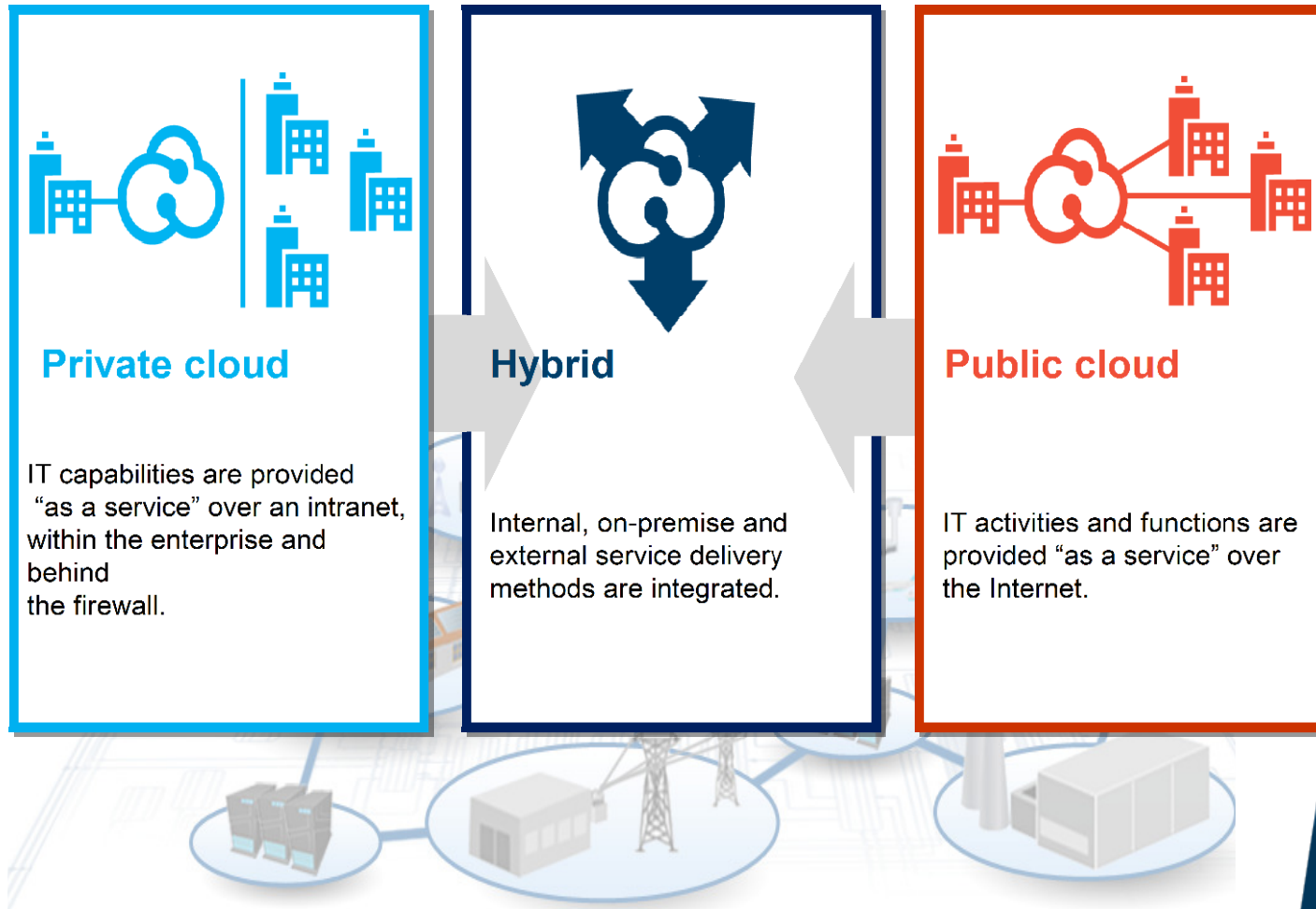
3

Integrity and security

The governance, standards, resiliency and management that matches the unique requirements of applications & workload.



Organizations are using cloud to become more efficient in delivering services inside and outside the enterprise

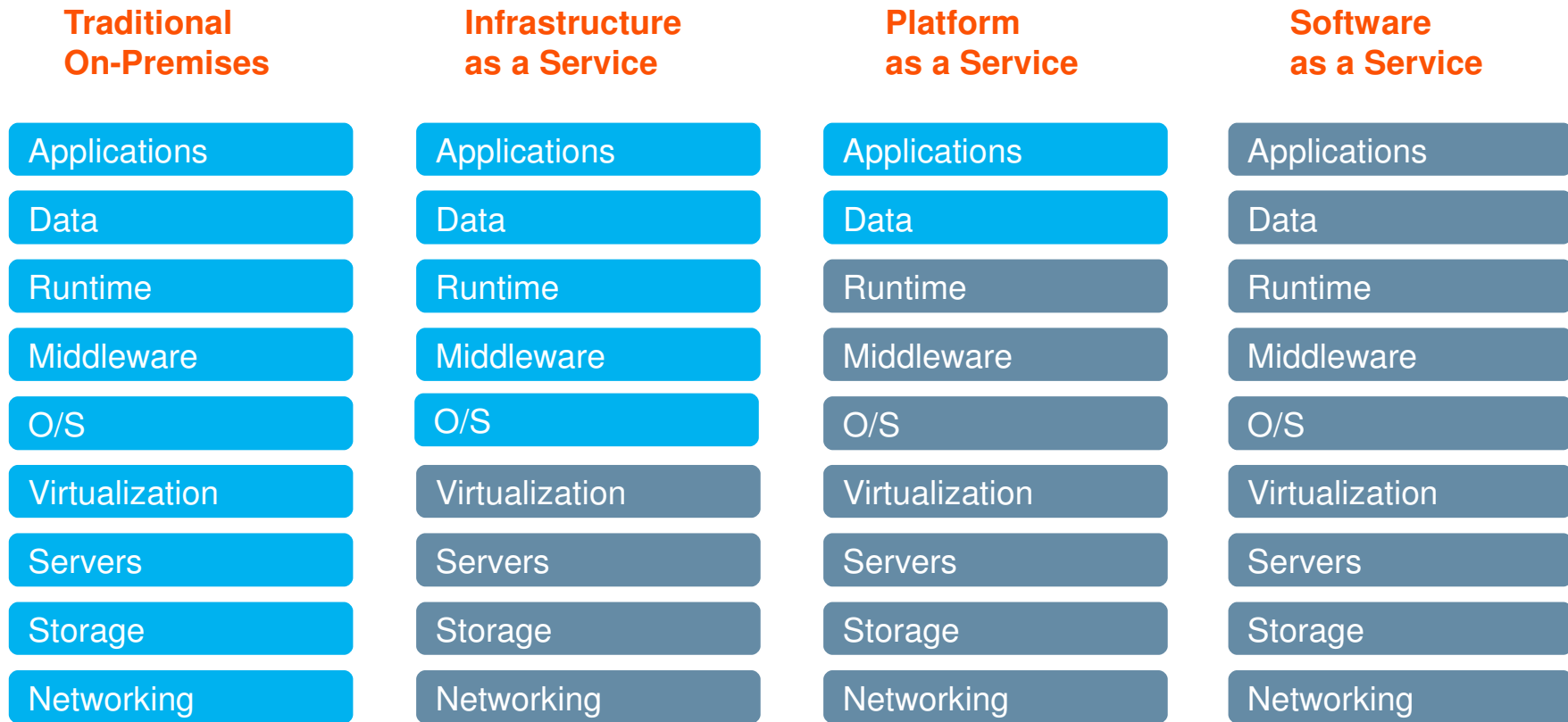


60%
of CIOs plan to use cloud up from 33% two years ago

...the majority being hybrid clouds



There is an opportunity to drive opex and capex savings while maintaining the application differentiation our clients desire



Standardization; OPEX savings; faster time to value

■ Vendor Manages in Cloud

■ Client Manages

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Announcing IBM SmartCloud for Social Business

- Aligning LotusLive with IBM SmartCloud
- Delivering a portfolio of Social Business Solutions in the cloud





Social Business Cloud Solutions to Meet a Spectrum of Customer Business Needs



Public Cloud

SmartCloud Engage

SmartCloud Meetings

SmartCloud Connections

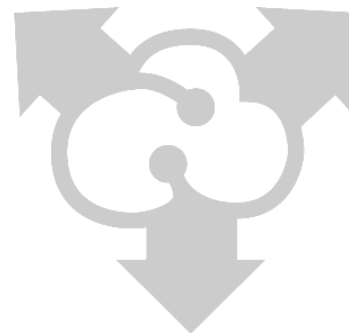
SmartCloud Notes and iNotes



Dedicated Cloud

- IBM SmartCloud Social Collaboration for Government
- IBM GTS SmartCloud Enterprise
 - Lotus Notes Domino
 - Domino Utility Server
 - Connections
 - Sametime
 - WebSphere Portal
 - Web Content Manager

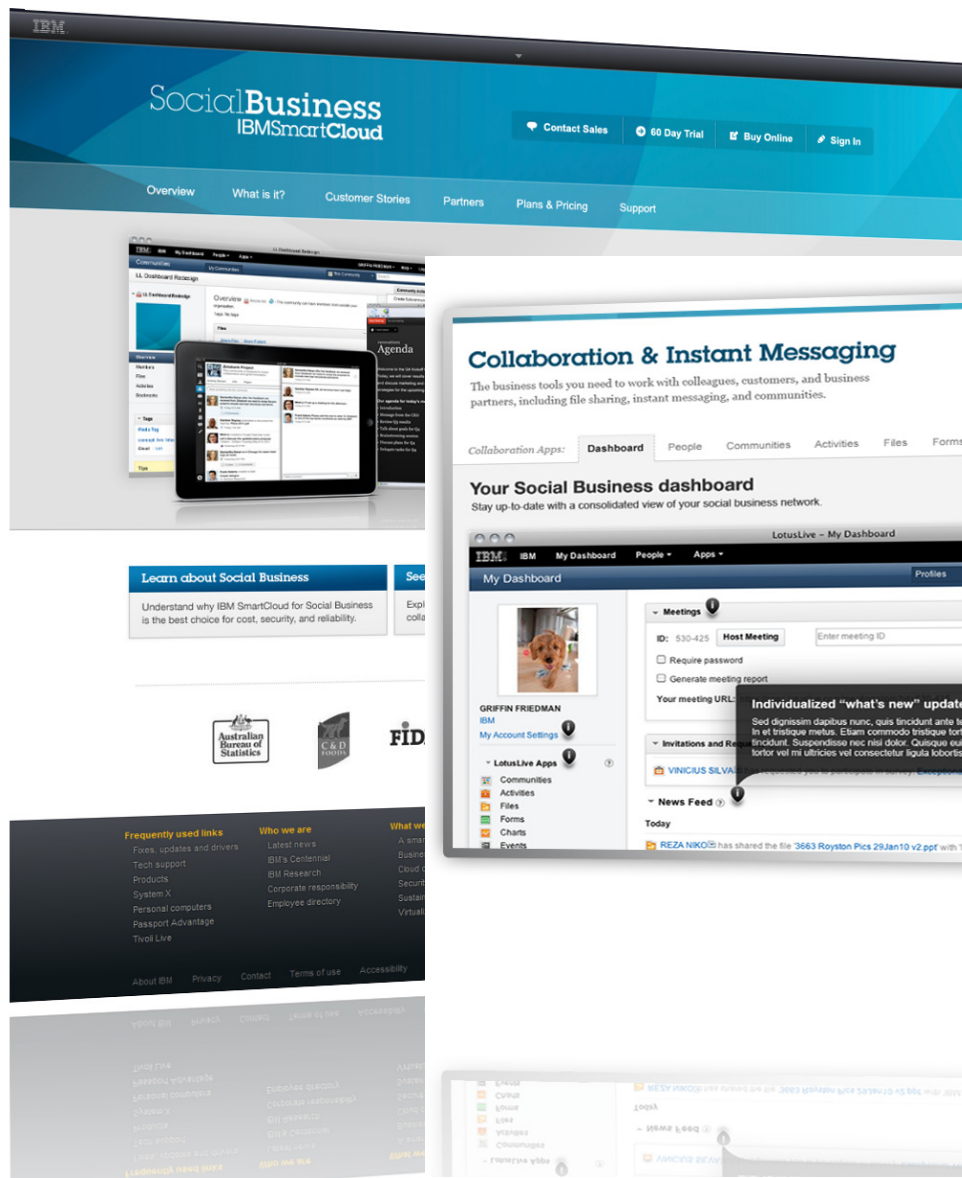
Hybrid



On Premises



Featuring a New Web Presence



ibmcloud.com/social

- Simple to Navigate
- Intuitive
- Coming soon



IBM SmartCloud

Rethinking IT and reinventing business so organizations can...

- Deliver IT without boundaries
 - Enabling new IT and business processes that break down traditional silos
- Transform the economics of innovation
 - Speeding the delivery of new offerings and services
- Build enduring customer, partner and citizen relationships
 - Letting them interact in valuable new ways





IBM SmartCloud for Social Business Helping Customers Redefine Business Boundaries

Extend their reach...

- Across Geographies
 - Regardless of IT footprint
- To New Audiences
 - Seamlessly, securely connecting to customers, partners, experts outside your corporate network
- Supporting New Demographics
 - Meeting expectations of a new workforce generation
- To Manage a Mobile Workforce
 - *“We couldn't possibly keep up with the rate of mobile device and browser changes using our own IT staff. That's one reason for us to move to cloud.”*





... While Maintaining Flexibility and Control

- Protect and Monitor Sensitive Assets
- Choose the Rate and Pace of Adoption
- Mitigate Impact to End Users
- Bridge your Applications to the Cloud

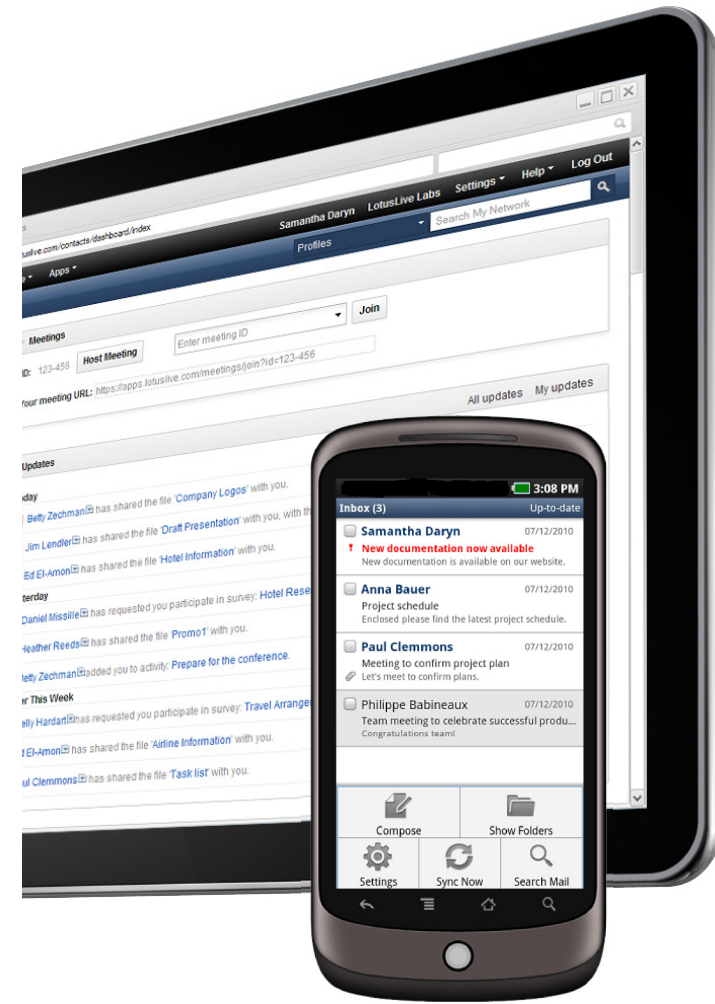
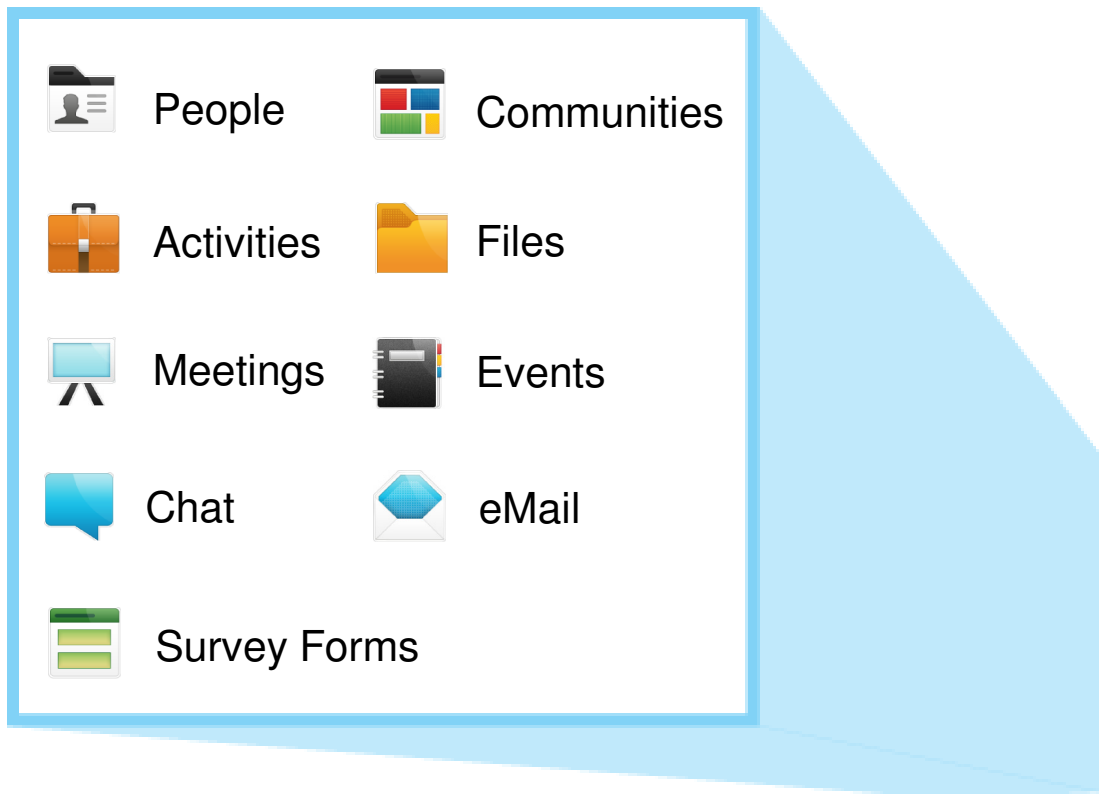


Experience the value of social business, limiting startup time and cost



IBM SmartCloud Engage

- Enterprise-class, security-rich, integrated social and messaging services
- Flexible client options – mobile, browser, tablet, rich client



Enterprises are looking for cloud solutions with a focus on standards and interoperability

IBM solutions are built on a comprehensive, open reference model



- Provides guidance to the multiple cloud standards-defining bodies
- Establishes the criteria for open-standards-based cloud computing
- Delivers content in the form of best practices, case studies, use cases, requirements, gap analysis and recommendations for cloud standards

200+

companies are participating

50%

operate outside the IT realm



IBM is building an ecosystem designed to enhance our enterprise class capabilities as well as to scale into new markets

<p>Cloud Infrastructure Providers Leveraging the IBM Cloud to provide IaaS/PaaS capabilities</p>	<p>Cloud Application Providers Delivering standardized SaaS solutions on IBM SmartCloud</p>	<p>Cloud Services Solution Providers Create customized client solutions running on the IBM SmartCloud</p>	<p>Cloud Technology Providers Extending the function and value of IBM SmartCloud</p>
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Cloud Builders
Creating customized private cloud solutions for client and provider infrastructures





IBM provides the hardware, software and expertise to help enterprises fully leverage the cloud



- IBM Cloud Labs
- IBM SmartCloud Centers

