Cloud as a Growth Engine for Business

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Market
shifts
in the digital economy

Shift in personalized computing towards mobile using cloud-based services

Shift towards unbundling business offerings

Shift towards killer-apps disrupting entire industries

IT Leaders must strike the right balance

Systems of Record

Systems of Engagement

~70% **of IT budgets spent maintaining systems**

85% **of new applications will be deployed via the cloud**

Optimization

Innovation

Cloud is not without its **challenges** for IT

"My lines of business are **going outside** to get the applications they want, creating real issues for us."

"We don't have the resources or tools to provide developers with **instant access** to infrastructure."

"We need a more cost effective way to **scale and maintain** our infrastructure."

The future is

Hybrid Cloud

Seamlessly extends enterprise IT with Cloud for changing business needs:

- Acts as one dynamically managed, secure environment
- Flexible choice of delivery models
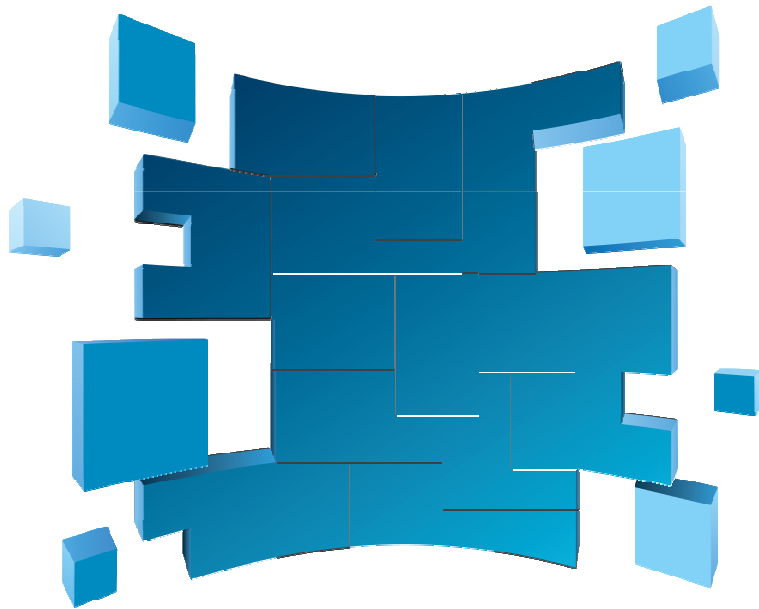- Interoperable through open standards

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Hybrid Cloud enables
Composable Business

- Restlessly **reinvent** and innovate your processes

- Make better decisions with **Real-time Actionable Insights**

- **Accelerate** your time to market

- **Integrate** across the enterprise

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There is NO Hybrid Cloud without

Visibility

See your resources, workloads and services

Control

Manage change, cost and risk

Automation

Orchestrate your dynamic hybrid cloud

Consolidated communications ®

CDW ®

Wuxi

100% of major incidents detected with predictive analytics

100% of employee BYOD secure and compliant

85% reduction in deployment time with orchestration

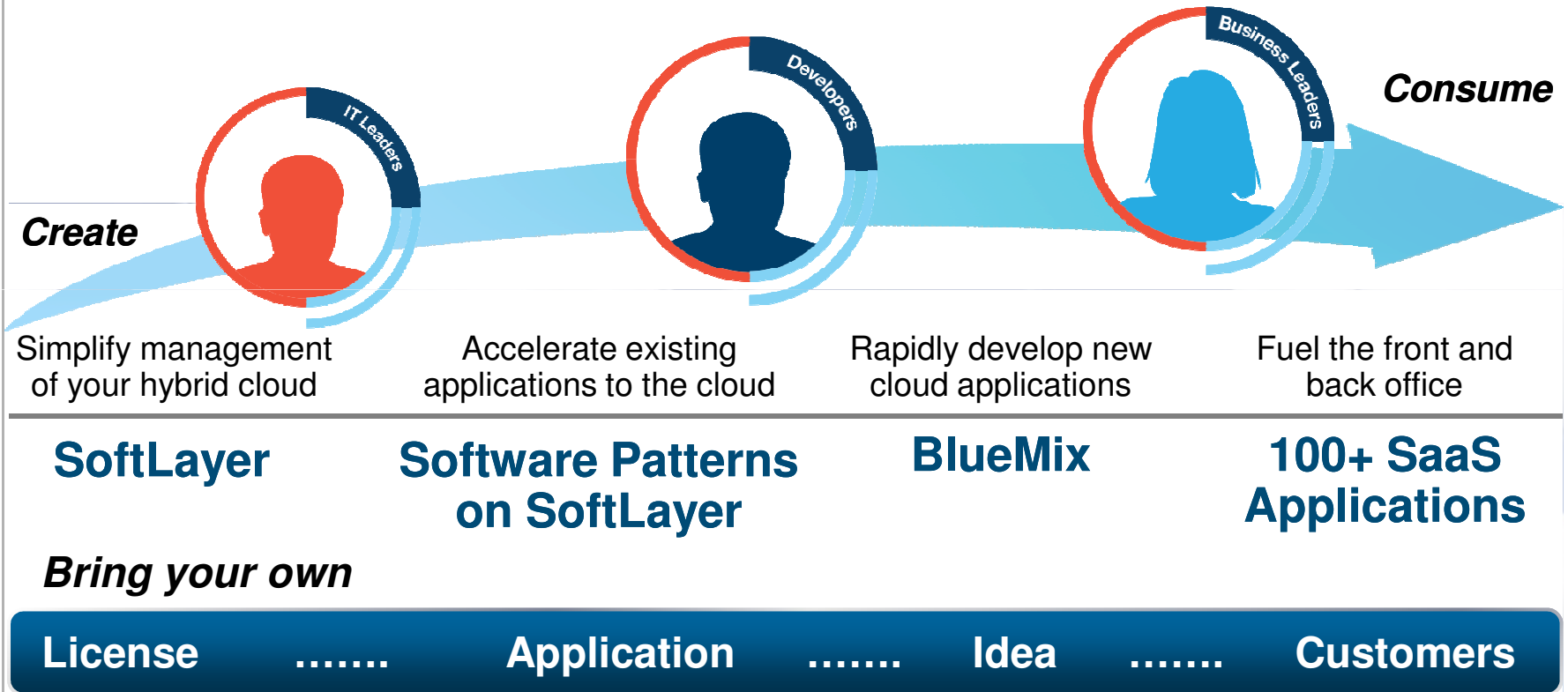# IBM delivers value across the cloud continuum

Consume

IT Leaders

Developers

Business Leaders

Create

Simplify management of your hybrid cloud	Accelerate existing applications to the cloud	Rapidly develop new cloud applications	Fuel the front and back office
SoftLayer	**Software Patterns on SoftLayer**	**BlueMix**	**100+ SaaS Applications**

Bring your own

License	....	**Application**	....	**Idea**	....	**Customers**

Open Technologies are Fundamental for Hybrid Clouds

API Economy
SaaS

Cloud Operating
Environment
PaaS

Software Defined
Environments
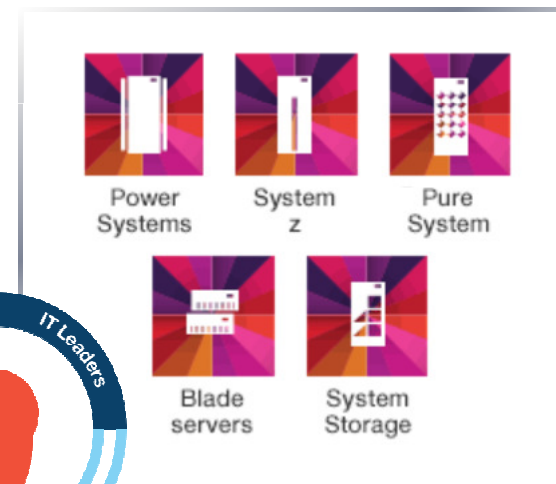IaaS

Unmatched selection
of systems to build your cloud

Expert Integrated & Cloud Ready Systems

- Optimized compute, storage, network

- Open standards based

- Software-defined environment
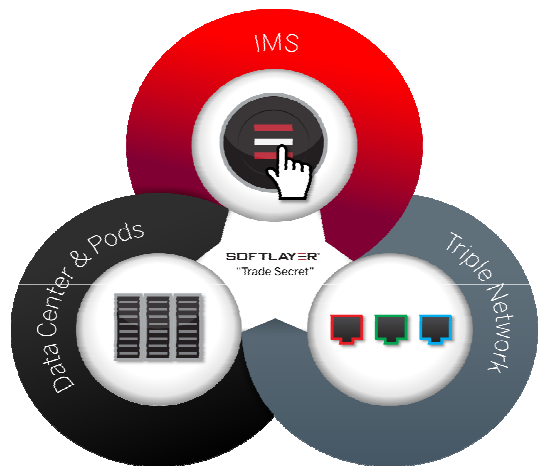
- Choice of hypervisors and OS

Power Systems

System z

Pure System

Blade servers

System Storage

IT Leaders

Global access to a powerful cloud environment

IMS

Data Center & Pods

Triple Network

SOFTLAYER
"Trade Secret"

- Bare metal, shared or managed

- DevOps platform for system of engagement deployment

- Global infrastructure for unmatched cloud deployment of IT

- Application Deployment with rich APIs

Single-tenant and
multi-tenant environments

Complete control,
access, and transparency
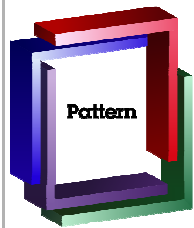
Seamless fault-tolerant,
multi-site topography

Complete portfolio available
on-demand in all data centers

Interoperable Patterns speed deployment across hybrid

Patterns of Expertise

- 200+ app & middleware patterns
- Simplify lifecycle management
- Easily extend existing app investments

NEW

PureApplication Service

On **SOFTLAYER**
an IBM Company

Interoperable Patterns

**Expert Integrated &
Cloud Ready Systems**

**Infrastructure
Services on Softlayer**

**Third Party
Systems & Services**

What's new
Codename: BlueMix

- Fuels rapid application development

- Delivers an integrated development experience
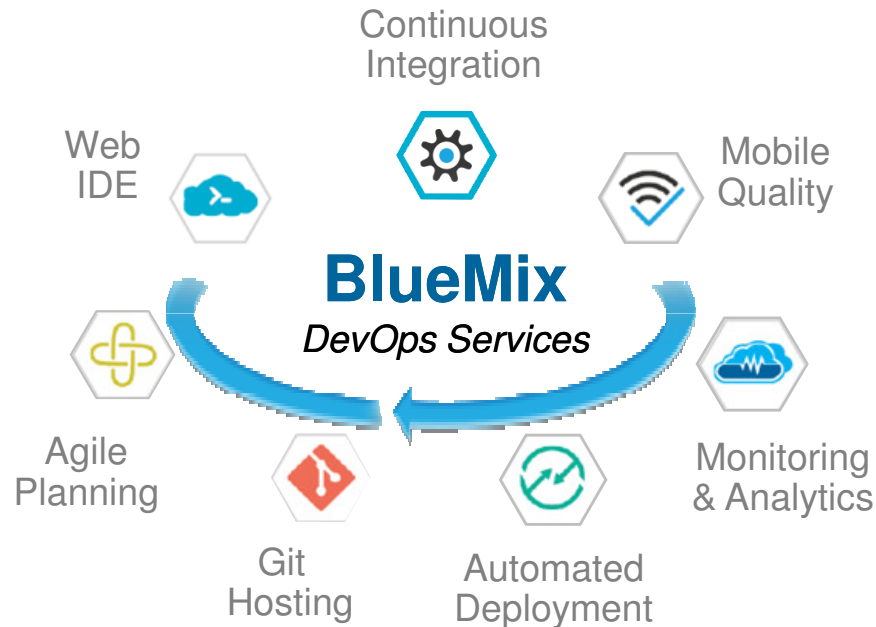
- Drives integration services to systems of record and enterprise data
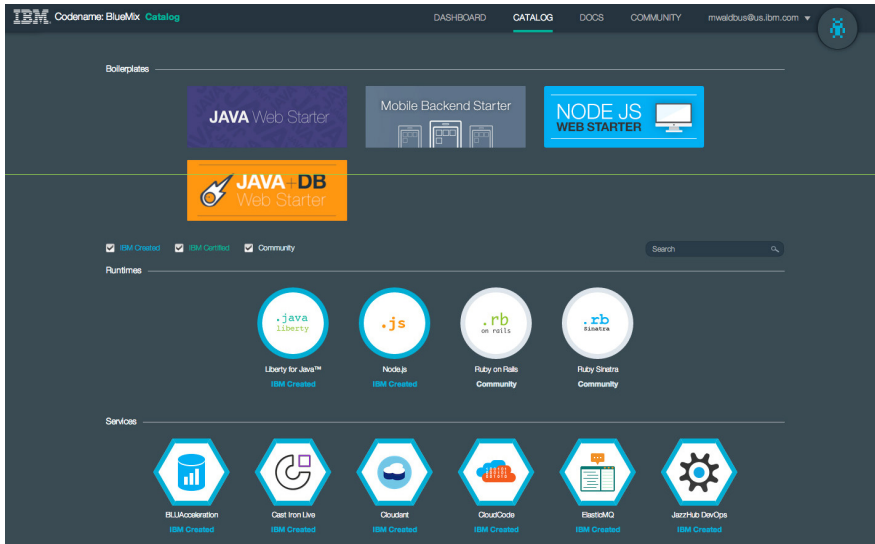
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Bridging Dev and Ops For Continuous Delivery

Dev SaaS

- Code now
- Build and deploy
- Collaborate with clients

Powered by JazzHub

Continuous Integration

Web IDE

Mobile Quality

BlueMix
DevOps Services

Agile Planning

Monitoring & Analytics

Git Hosting

Automated Deployment

Ops SaaS

- Application Performance
- IT Service Management
- Workload Automation

IBM **Service Engage**

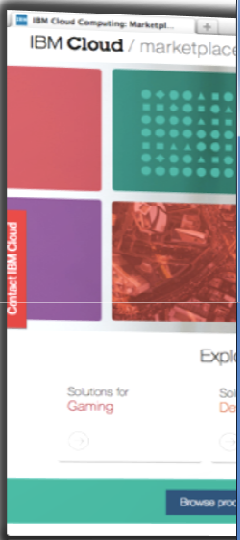*Lifecycle Patterns
for Dev & Ops*

*Ultrascalable IaaS
for Dev & Ops*

IBM Cloud marketplace features IBM and Business Partner cloud services

http://ibm.com/cloud and

BART
ba
Bay Area Rapid Transit

- **Benefits:**
  - Cut dev time by 92% to 15 days.
  - Instant access to mobile workforce.
  - Speeds preventative maintenance.

- Mobile desktop application for preventive train maintenance

- Tracks status across 4 maintenance yards, shops and exchange tracks.

- Built, deployed and hosted a Mobile iPhone App on BlueMix

- Securely connects to mission critical data on-premise in Oracle
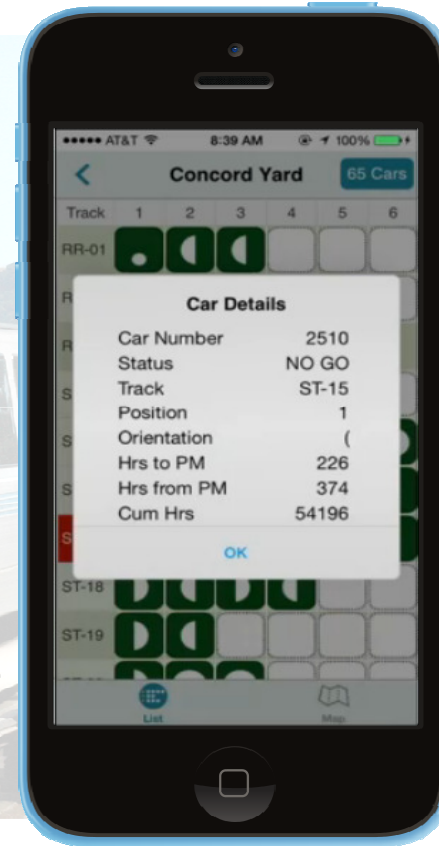
SYNCHRONY
SYSTEMS, INC

●●●●● AT&T 📶 8:39 AM ⊕ ⊀ 100% ▮

< **Concord Yard** 65 Cars

Track	1	2	3	4	5	6
RR-01						

Car Details

Car Number	2510
Status	NO GO
Track	ST-15
Position	1
Orientation	(
Hrs to PM	226
Hrs from PM	374
Cum Hrs	54196

OK

ST-18
ST-19

List Map

Industry leaders & innovators are capitalizing on IBM Cloud

IBM is committed to helping you realize the benefits and harness the transformational power of Cloud

$2B
SoftLayer
Acquisition

$1.2B
Data Center
Expansion

$1B
Codename
BlueMix

$1B
Linux on
Power

Think it.

Build it.

Tap into it.

$7B+
Acquisition
Investment

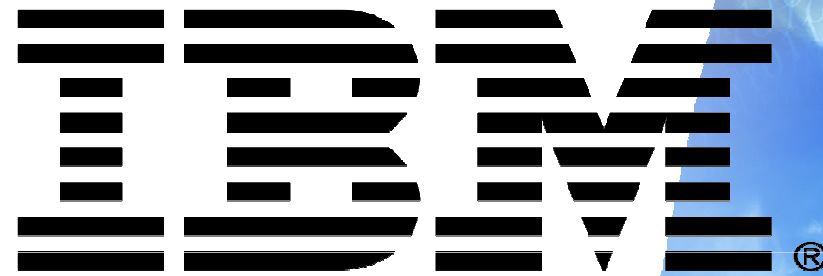**100+**
SaaS
Offerings

40,000+
Cloud
Experts

$1B
Flash
Storage

IBM ®

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