

**BusinessConnect 2014**

A New Era of Smart



## **Infrastructure Matters : The Future of Systems**

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Enterprise Server Solutions

Middle East & Africa



## Infrastructure matters because business outcomes matter and new outcomes entail new infrastructure demands

“A wide range of innovations is happening at the infrastructure layer, as continued hardware improvements drive new capabilities for compute, storage, and networking and combine with new innovations in software. These will recombine in numerous ways to create much more capable infrastructure and application platforms.”



-- Brian Hopkins *et al.*, Forrester Research, “Forrester’s Top 15 Emerging Technologies To Watch: Now To 2018”, February 2013.













## Analytics of Business: Qatar

### Popular brands on Facebook

National and Global businesses **face stiffer competition** as we become more **interconnected**, more able to **broadcast opinion**.

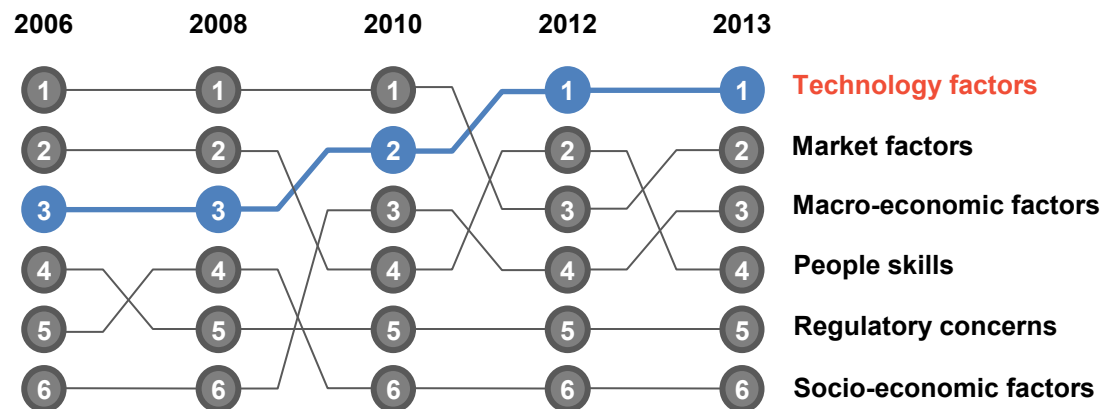
As our social and analytics world evolves, our **infrastructure** on which we support our business must **adapt** to stay in the charts.

#	Page	Local Fans ▼
1	 <a href="#">Ooredoo Qatar</a>	256 465
2	 <a href="#">Vodafone Qatar</a>	214 787
3	 <a href="#">Qatar Airways</a>	197 755
4	 <a href="#">Qatar Coral</a>	185 667
5	 <a href="#">QNB Group</a>	132 120
6	 <a href="#">TOYOTA QATAR</a>	92 853
7	 <a href="#">Doha Bank</a>	87 588
8	 <a href="#">Jarir Bookstore Qatar مكتبة...</a>	82 884
9	 <a href="#">Qatar Shukran</a>	68 019
10	 <a href="#">LuLu Hypermarket</a>	64 132



# Today's leaders recognize the importance of technology

IBM CEO Studies



Source: IBM Institute for Business Value, Global C-Suite Study, 2013

# Cloud, Analytics, Mobile, Social, and Security are changing how we live, work and interact

**63% of people**

expect to be doing more shopping on their mobile devices over the next couple of years



**40% of people**

socialize more online than they do face-to-face



**57% of companies**

using cloud to drive competitive and cost advantages

**300x growth**

of digital content between 2005-2020



**80% of all data**

is unstructured and growing 15x the rate of structured data



These new trends are changing workloads, driving the need for more agile and efficient IT environments



From...

- Monolithic Applications
- Static Infrastructure
- Programmed Systems
- Structured Data At Rest
- Stable Well-Defined Workloads
- Standard Devices
- Proprietary Standards
- Corporate-owned IT



To...

**Composable Services**

- Dynamic** Services, defined by Software
- Cognitive** Systems
- Unstructured **Data in Motion**
- Unpredictable **Workloads**
- A Variety of **Devices**
- Open** Innovation
- Infrastructure **As-a-Service**



## What about Qatar? Where does it fit in the scale of IT Capability and Cloud Adoption?

Ranking of 157 countries shows **Qatar is placed 31<sup>st</sup>** in the ICT Development Index.

Strong indicator that Qatar's business models will shift – and are shifting – to more advanced deployments around **public and private cloud**, and agile environments for **real-time analytics**.

Spain	27
Slovenia	28
Barbados	29
Italy	30
<b>Qatar</b>	<b>31</b>
Greece	32
United Arab Emirates	33
Czech Republic	34
Latvia	35
Portugal	36
Poland	37
Croatia	38
Bahrain	39



Source: [www.itu.int/en/ITU-D/Statistics/Documents/publications/mis2013/MIS2013\\_without\\_Annex\\_4.pdf](http://www.itu.int/en/ITU-D/Statistics/Documents/publications/mis2013/MIS2013_without_Annex_4.pdf)

We are placing new and challenging requirements on the IT infrastructure  
- demanding more from our systems



**Scalable**

processor, horizontal, vertical

**Flexible**

heterogeneous, configurable, optimized

**Reliable**

resilient, redundant, recoverable

**Secure**

trusted, proven

**Manageable**

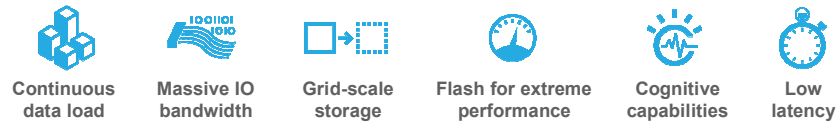
automation, orchestration



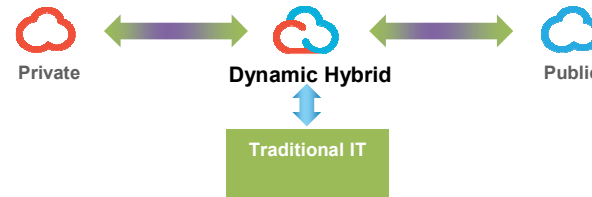


# Real-time, agile, efficient and open infrastructures enabled by cloud help meet these new demands

## Designed for Big Data



## Defined by Software for the Cloud



## Open and Collaborative



Governments and industry leaders rely on infrastructure from IBM to drive real-time insights, share information and ensure secure transactions all while improving the economics of IT

## Why wouldn't you?

### Infrastructure Matters when



#### Cloud

Improving the economics of IT through efficiency and delivering new products and services faster



#### Big Data & Analytics

Handling large volumes of data and driving real-time insights



#### Mobile & Social

Revolutionizing information sharing and collaboration across the enterprise

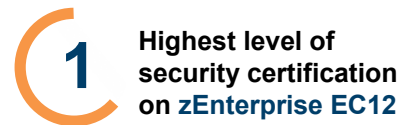
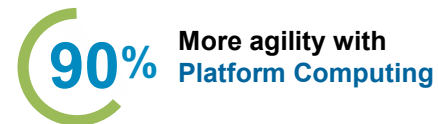


#### Security

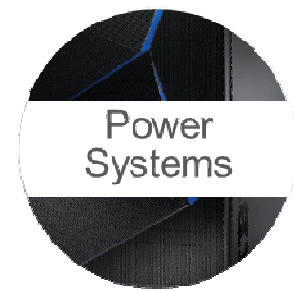
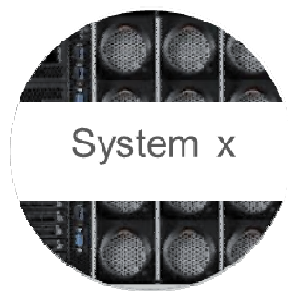
Ensuring secure transactions and interactions



# Better, Faster, Cheaper ... IBM Systems and Technology Enable Unparalleled Performance



Results based on client case studies or testing on specific system configurations. Results will vary.



# Infrastructure Matters





**Infrastructure Matters**  
Because Business Outcomes Matter



**Big Data &  
Analytics**



**Mobile &  
Social**



**Cloud**



Watch the VISA video: <http://www.youtube.com/watch?v=k0EU9zEWBMA>

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