BusinessConnect 2014
A New Era of Smart

Reinventing your Business with IBM Cloud

Botond Kiss

Director

IBM Software

IBM

Cloud as a growth engine for business drives value creation

Data

Put to work in the cloud as the new basis of competitive advantage

1 Trillion Connected things on the planet generating data by 2015

Mobile

The activation point to engage customers in context using cloud-based services

150 Times Per Day The average mobile phone user checks their phone

Cloud

Gives organizations of all sizes the ability to **innovate at speed**

72%

of business leaders say cloud will be extremely important to their business success by 2016

IBM

Delivering to new global markets with a composable business
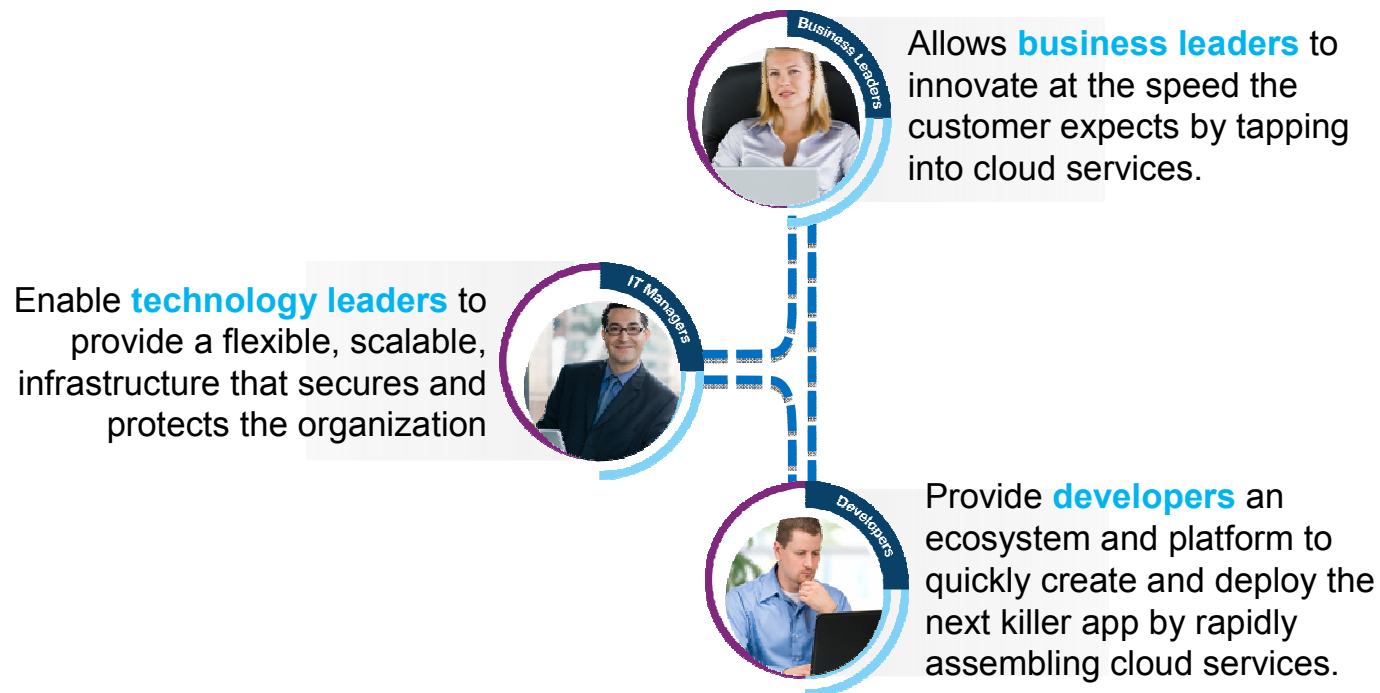
Transformation timeline:
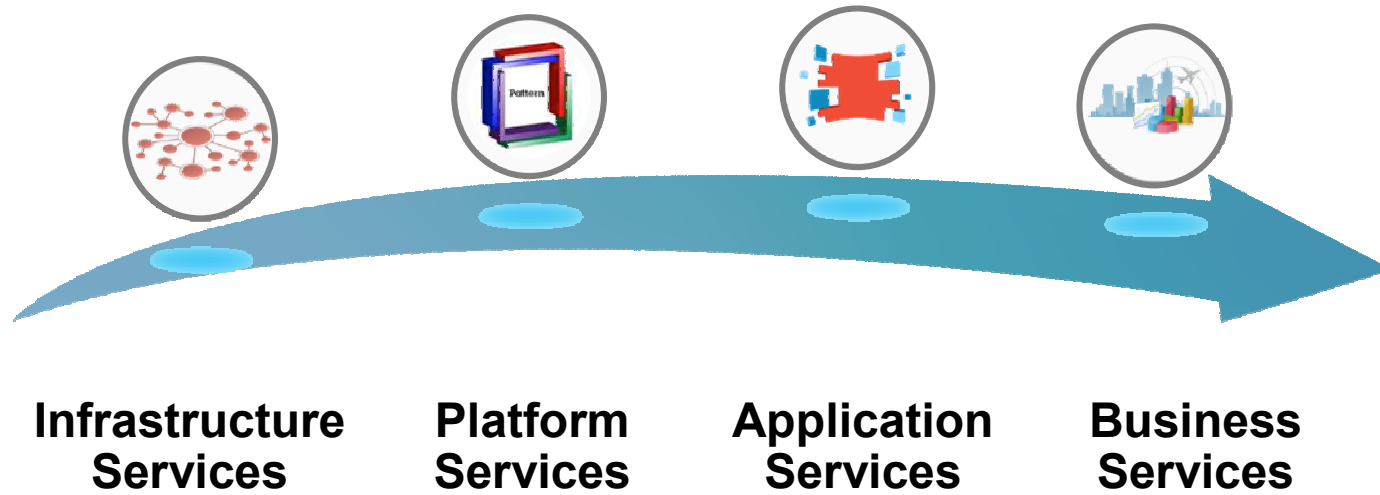
FROM

3-5 years

TO

Months

loftgroup
creative digital agency

- **Mobile, digital learning platform**
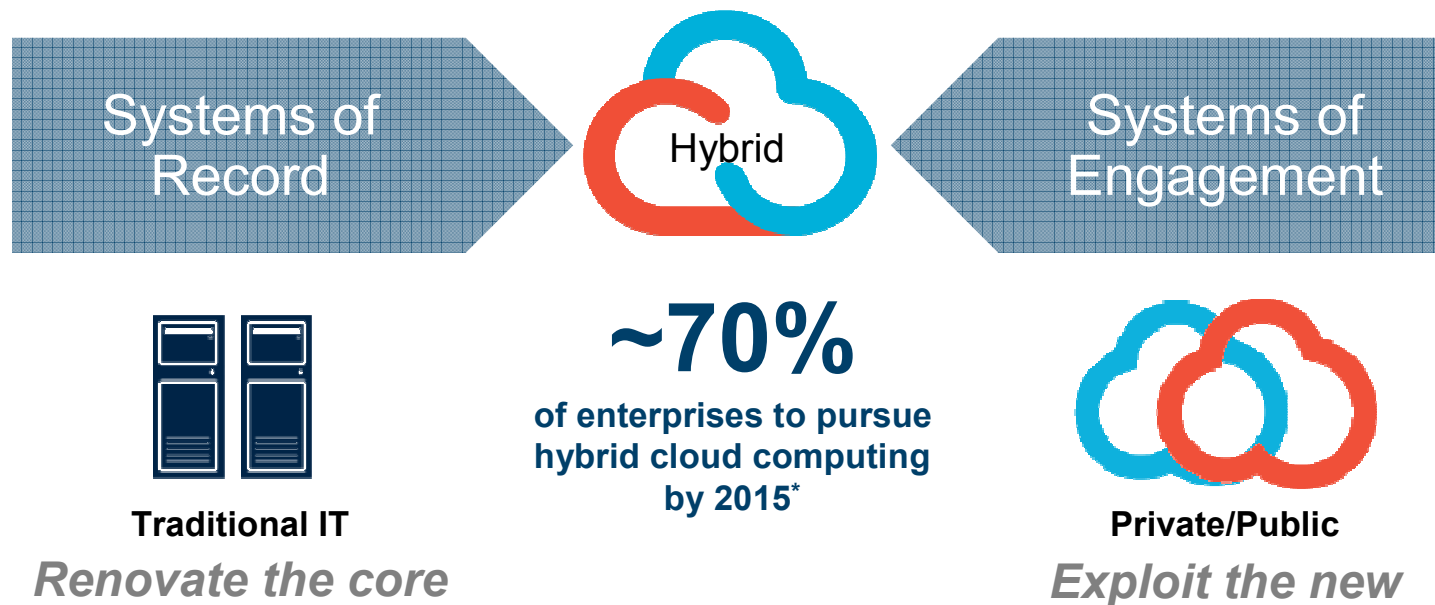- **Delivered to new global markets**
- **With IBM Cloud**

IBM

Allows **business leaders** to innovate at the speed the customer expects by tapping into cloud services.

Enable **technology leaders** to provide a flexible, scalable, infrastructure that secures and protects the organization

Provide **developers** an ecosystem and platform to quickly create and deploy the next killer app by rapidly assembling cloud services.

Business Leaders

IT Managers

Developers

Cloud continuum

**Infrastructure
Services**

**Platform
Services**

**Application
Services**

**Business
Services**

The path to a composable business is a hybrid IT environment

Systems of Record

Hybrid

Systems of Engagement

~70%

of enterprises to pursue hybrid cloud computing by 2015[*]

Traditional IT
Renovate the core

Private/Public
Exploit the new

*Source: Gartner, p.6, Private Cloud Matures, Hybrid Cloud is Next, Gartner G00255302, Sept 6, 2013

Public Cloud

Private Cloud

We are seeing clients innovate faster and save costs with hybrid IT

SOR/SOE Integration

Systems of Record   *Systems of Engagement*

Scale-Out Capacity

App (1)   App (2)

App

Portability and Optimization

App (Production)   **App (Dev/Test)**

Backup and Archive

App/Data
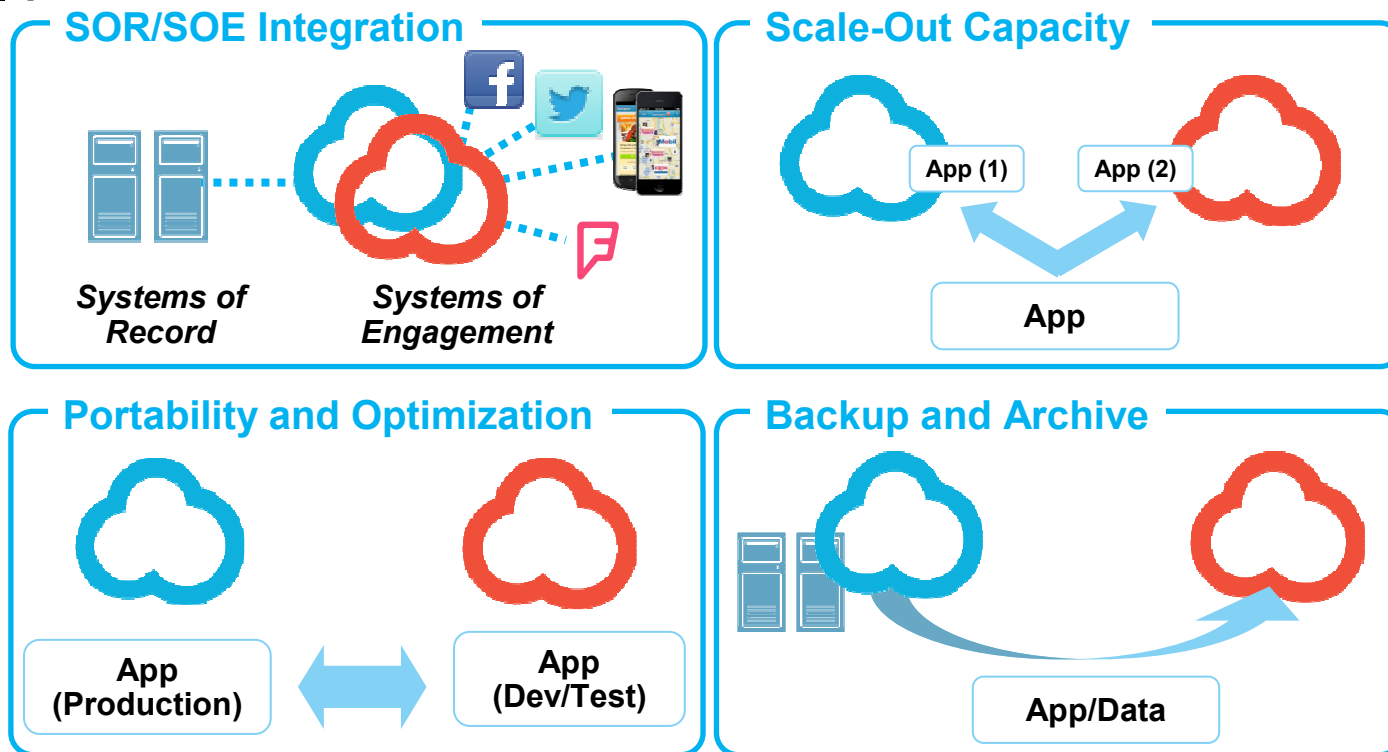
Speed and innovation are needed by front-office and back-office

Top three motivators for Pacesetters using SaaS

Time to market

Customer experience

Collaboration

Chief Procurement Officers
Chief Human Resources Officers
Chief Financial Officers
Chief Information Officers
Chief Marketing Officers
VPs of Sales
Heads of Customer Care
Mayors & City Planners
General Counsel

Cloud leaders are reinventing for competitive advantage

OPEN PEDIATRICS™

Saving children's lives with global social learning
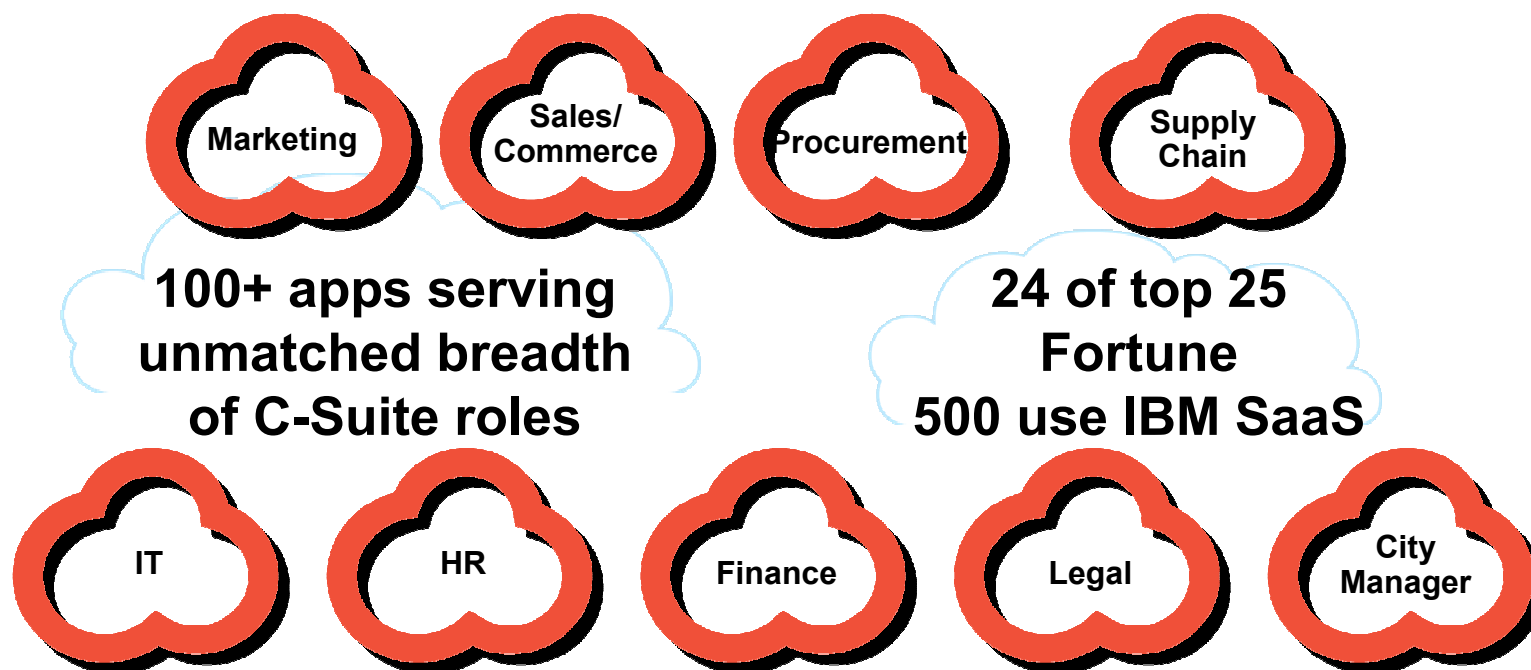

ELEVATIONS CREDIT UNION

Processing more loans faster

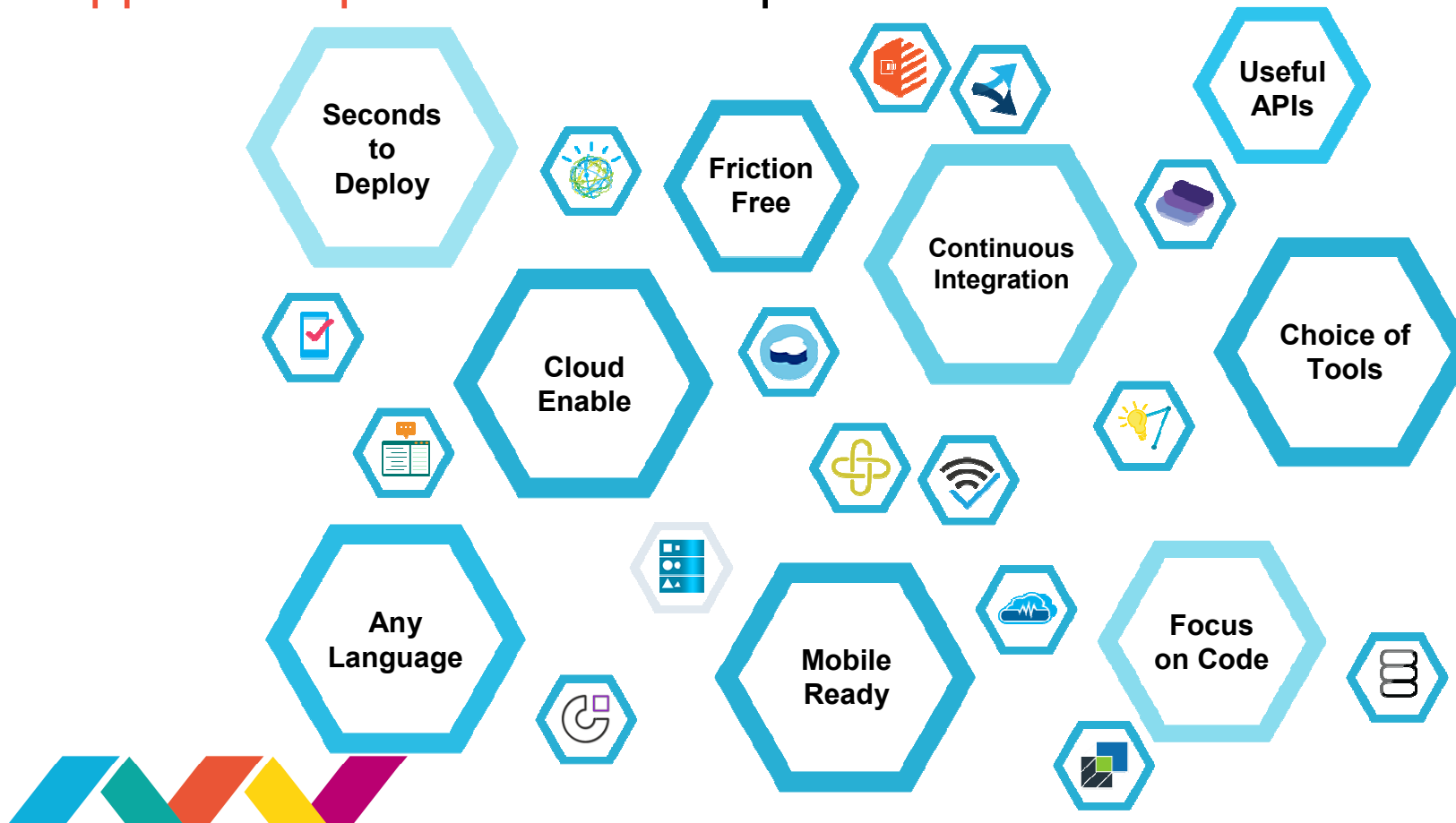Hirschvogel Incorporated

Improving visibility into their supply chain

IBM leads the industry in cloud business services

Marketing

Sales/ Commerce

Procurement

Supply Chain

100+ apps serving unmatched breadth of C-Suite roles

24 of top 25 Fortune 500 use IBM SaaS

IT

HR

Finance

Legal

City Manager

Every
Great Innovation
Runs Through a
Developer's
Hands

App development is about speed and choice

Seconds to Deploy

Friction Free

Useful APIs

Continuous Integration

Cloud Enable

Choice of Tools

Any Language

Mobile Ready

Focus on Code

IBM Bluemix is a platform to deliver new mobile & web apps rapidly

IBM Bluemix™
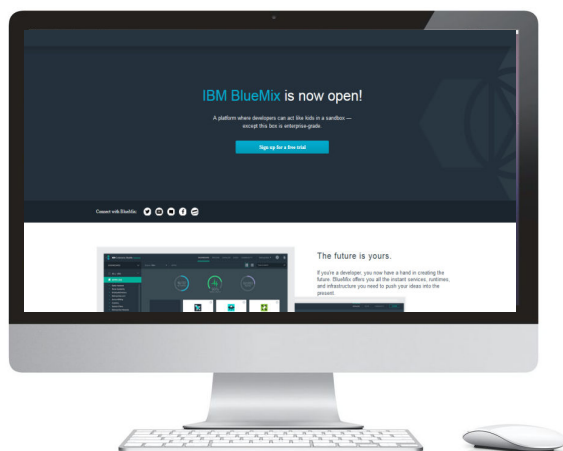
Developers gain

- Prototype and deploy new apps. Fast.

- Access IBM's middleware and SaaS portfolios, 3rd party and open source services. Instantly.

- Connect systems of engagement (e.g. mobile) with systems of record with integration services.

- Rapidly scale new apps and services with infrastructure services from IBM SoftLayer.

Bluemix provides expertise and services across market leading categories:

• DevOps	• Cloud Integration	• Business Analytics
• Big Data	• Security	• Database
• Mobile	• Internet of Things	• Web and application

Speeds tool deployments:

BY

90%

- **Resource-rich DevOps environment**
- **Supports high-volume data analytics and testing needs**
- **With IBM Bluemix**

IT Leaders
Will Architect Every Bold Move Your Organization Makes
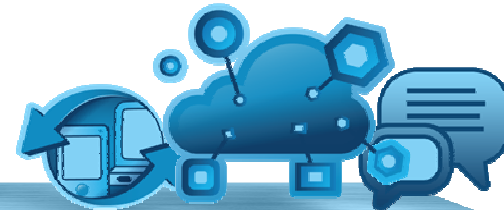
Hybrid cloud helps IT strike the balance

~70% of IT budgets spent maintaining systems

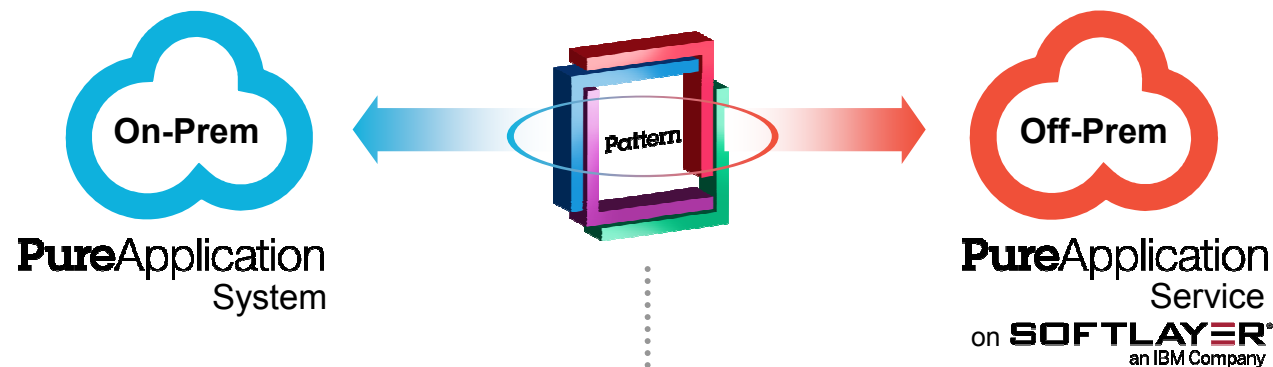**85%** of new applications will be deployed via the cloud

IT Leaders

Optimization

Innovation

Bringing existing apps to the cloud can be easier than you thought

On-Prem

PureApplication
System

Pattern

Off-Prem

PureApplication
Service
on **SOFTLAYER**
an IBM Company

1 **Capture Application into a Pattern**
Create Once Deploy Anywhere

2 **Select an Automated Hybrid Cloud Application Platform**
That simplifies deployment and management

*Automate the complexity of deploying
and managing applications – on prem and off prem*

**Deployment of new environments:**

FROM

Days

TO

Hours

Belgium insurance company

- **Life, property and casualty insurer**
- **Dev & test off-prem, prod on-prem**
- **With IBM PureApplication Service**

The real difference is how you leverage cloud technology
to change your business

- Adjust your processes to fit your new technologies and business model

- Provide an platform for rapid innovation

- Solve for data, integration and security across your hybrid IT environment for a digital business without borders
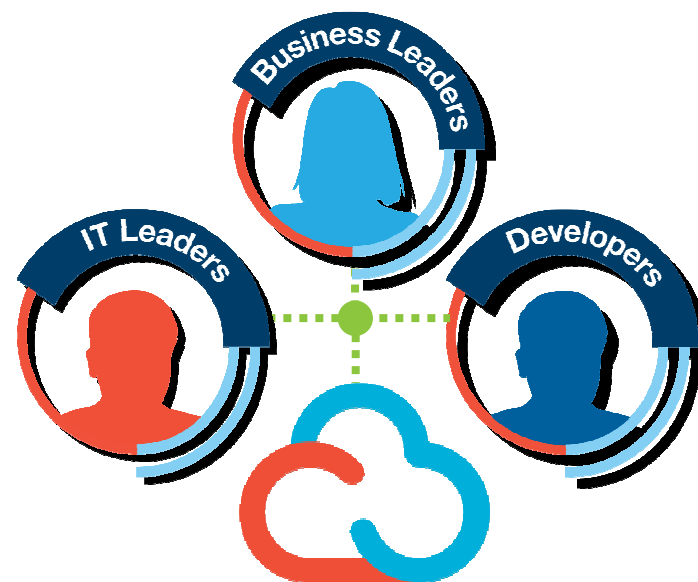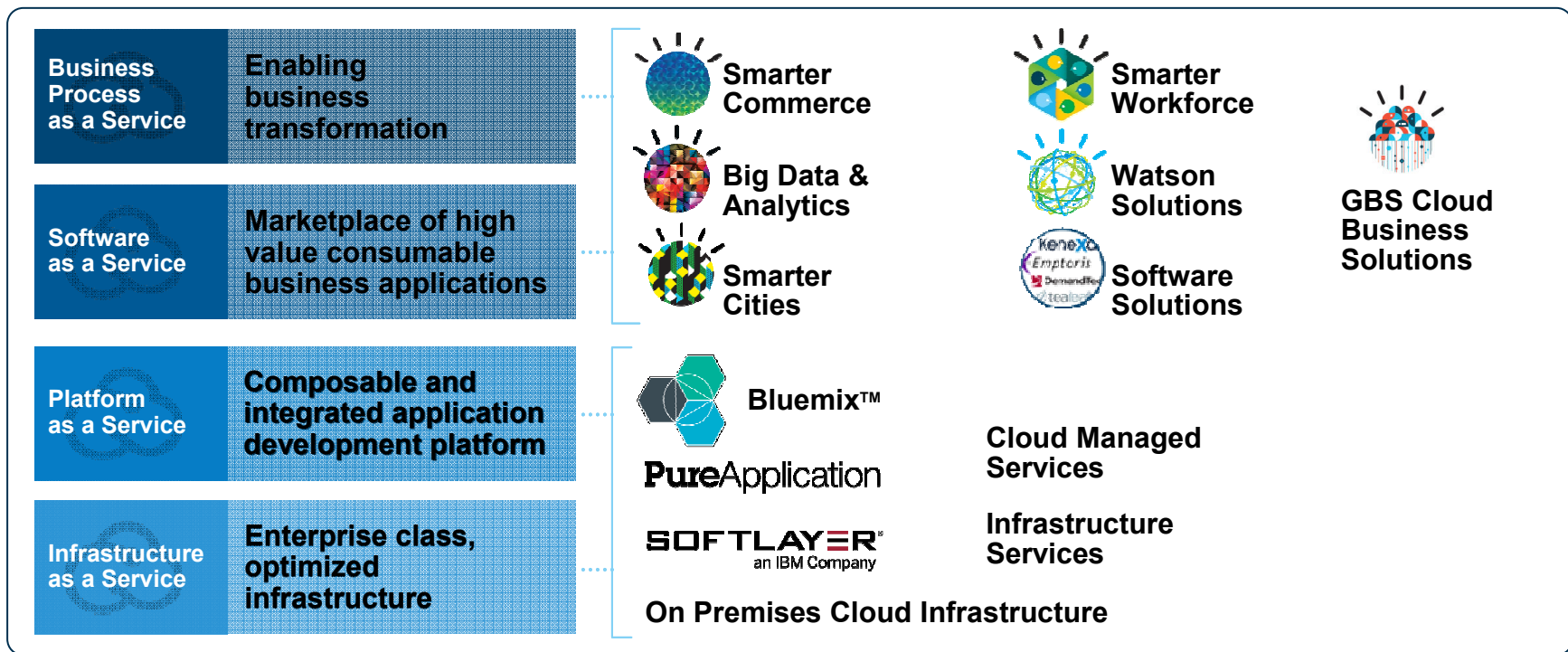

"40% of IT-led cloud projects start with a lift and shift mentality. Less than 20% survive that mistake. You have to design for cloud and do new things or the old things will leave you wanting."

Daryl Plummer, Gartner

IBM ®

IBM Cloud portfolio addresses cloud across the stack

Think it. Build it. Tap into it.

Business Process as a Service	**Enabling business transformation**	
Software as a Service	**Marketplace of high value consumable business applications**	
Platform as a Service	**Composable and integrated application development platform**	
Infrastructure as a Service	**Enterprise class, optimized infrastructure**	

Smarter Commerce

Big Data & Analytics

Smarter Cities

Smarter Workforce

Watson Solutions

Software Solutions

GBS Cloud Business Solutions

Bluemix™

PureApplication

SOFTLAYER an IBM Company

Cloud Managed Services

Infrastructure Services

On Premises Cloud Infrastructure

Public. Private. Hybrid.

IBM "as-a-service" empowers innovation across the continuum

Create

IT Leaders

Developers

Business Leaders

Consume

Choose enterprise grade platform for off-premises 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 |
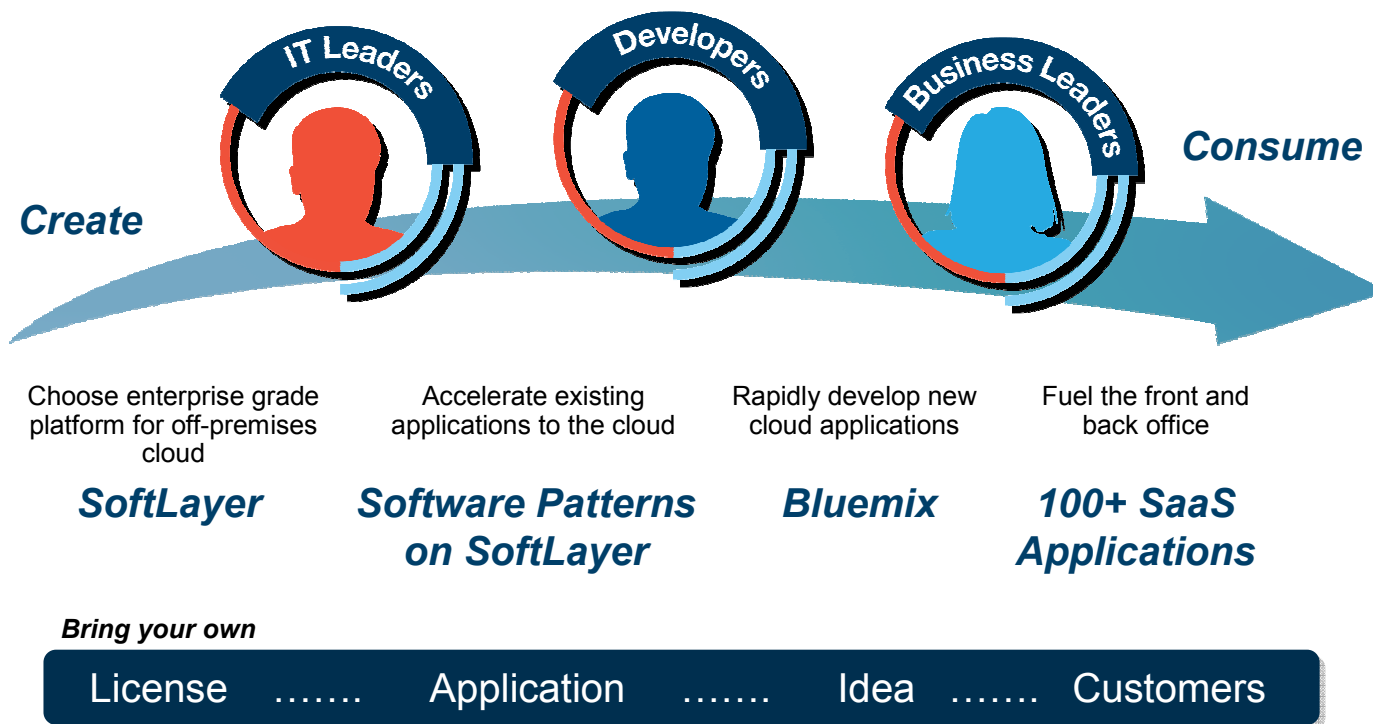
Use an online marketplace as the front door to cloud innovation

**IBM Cloud
Marketplace**

ibm.com/cloud
click on **Marketplace**

- 200+ IBM and Third-Party Software and Services
- Leverage world-class IBM partner ecosystem
- Curated solution pages with IBM expertise
- Easy access to discover, try, buy, and deploy services

Cloud as a growth engine for business

Think it.

Strategize how to use cloud to drive revenue growth and efficiencies

Build it.

Build and run your private or hybrid cloud

Tap into it.

Utilize cloud services delivered from IBM Cloud

$2B
SoftLayer Acquisition

$1.2B
Data Center Expansion

$7B+
Acquisition Investment

100+
SaaS Offerings

40,000+
Experts

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