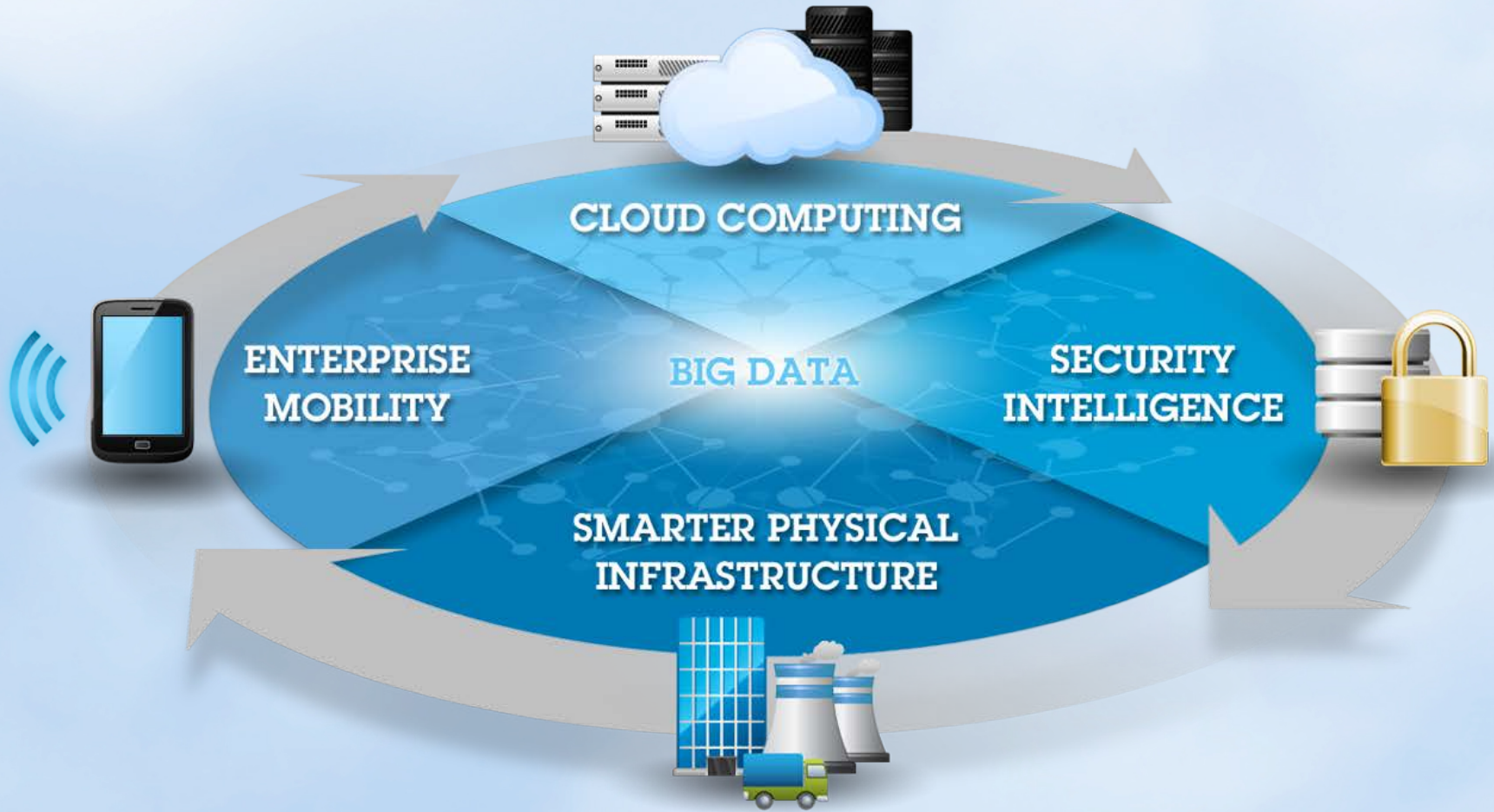


Pulse2013

Optimizing the World's Infrastructure



**Internet of
information**



50 BILLION

**Internet of
engagement**



100 BILLION

**Internet of
“things”**



200 BILLION

INTERMITTENTLY CONNECTED DEVICES AND PEOPLE

2000

2010

2020

Optimization



Innovation



Systems of Record

- Data & Transactions
- App Infrastructure
- Virtualized Resources

Next Generation Architectures

New Modes of Engagement

- Expanding Interface Modalities
- Big Data and Analytics
- Social Networking

Data & Transaction Integrity

Smarter Devices & Assets



By 2020, **90%** of new cars will include vehicle platforms.

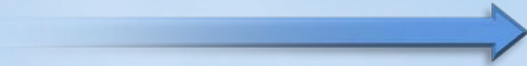
Up from **10%** today.







React



**with agility to
changing landscapes**



React

Achieve

**with agility to
changing landscapes**

**outcomes from
limited investments**



React

Achieve

Reduce

with agility to
changing landscapes

outcomes from
limited investments

unnecessary
risk and cost



Workload Optimization

Patterns of Expertise

**Dynamically
Orchestrated Services**

**Built upon a
Cloud standards
architecture**



Workload KPIs

Outcomes

Performance

Security

Resilience



Workload Awareness

- Dynamic policies
- Middleware dependencies
- Usage analytics

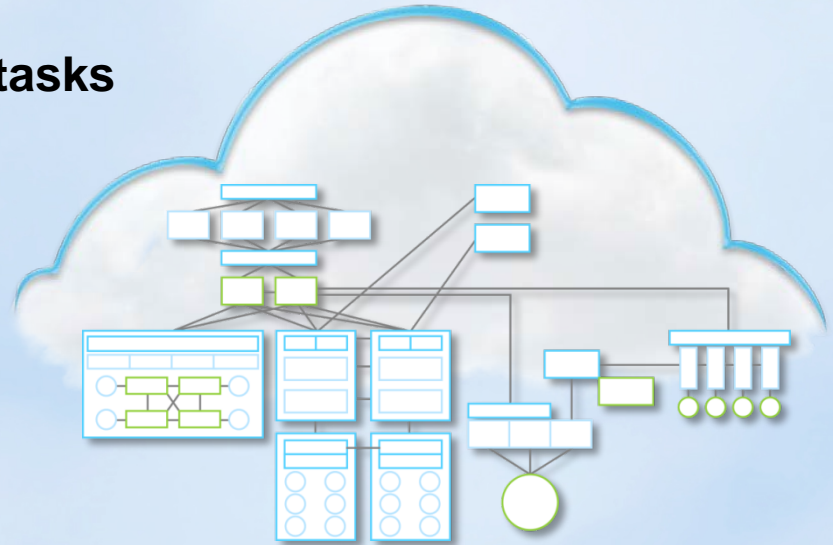


Workload Optimization



Proven Best Practices Learned from Decades of Successful Client and Partner Engagements

- **Pre-defined architecture of an application or Cloud service**
- **Captures best practices for complex tasks**
- **Optimized into a deployable form**
- **Repeatable deployment with full lifecycle management**





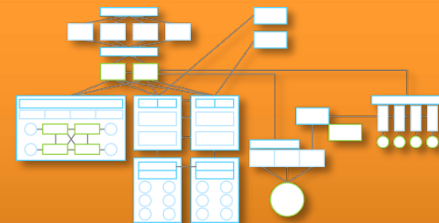
Heterogeneous hybrid environments...



Resource Orchestration
Onboard, provision, manage



Workload Orchestration
Dynamic optimization



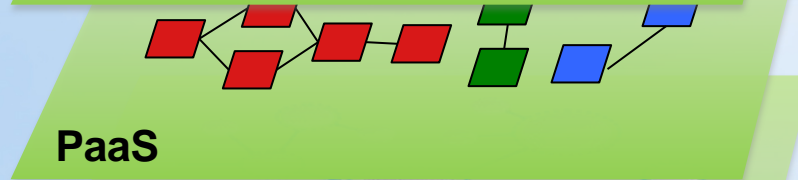
Service Orchestration
Lifecycle of cloud services

With Layered, Open Architecture

**Business Applications
as Components**
Service Oriented
Architecture



Platform Services



**Infrastructure
Services**



Backplane
Fit for purpose PODS



Open
CORE™



OASIS 

With Layered, Open Architecture

**Business Applications
as Components**
Service Oriented
Architecture



Platform Services



**Infrastructure
Services**



Backplane
Fit for purpose PODS



**Open
CORE™**

**Cloud
Standards
Customer
Council**

ISO JTC 1 IEC
INFORMATION TECHNOLOGY STANDARDS

OSLC

openstack™

W3C

OASIS



Intelligent Cloud Workloads

Virtualization	Cloud Service Delivery	Cloud Service Management	Cloud Orchestration
Computing Resources	Visibility • Control • Automation	Images • Patches • Threats	Services • Storage • Network

Open
CORE™



OASIS



- Resilient to the velocity of change
- Choice & flexibility in hybrid environments
- Built-in expertise improving efficiency
- Secure & scalable in enterprise settings



Virtualization



A multi-decade journey