Cloud

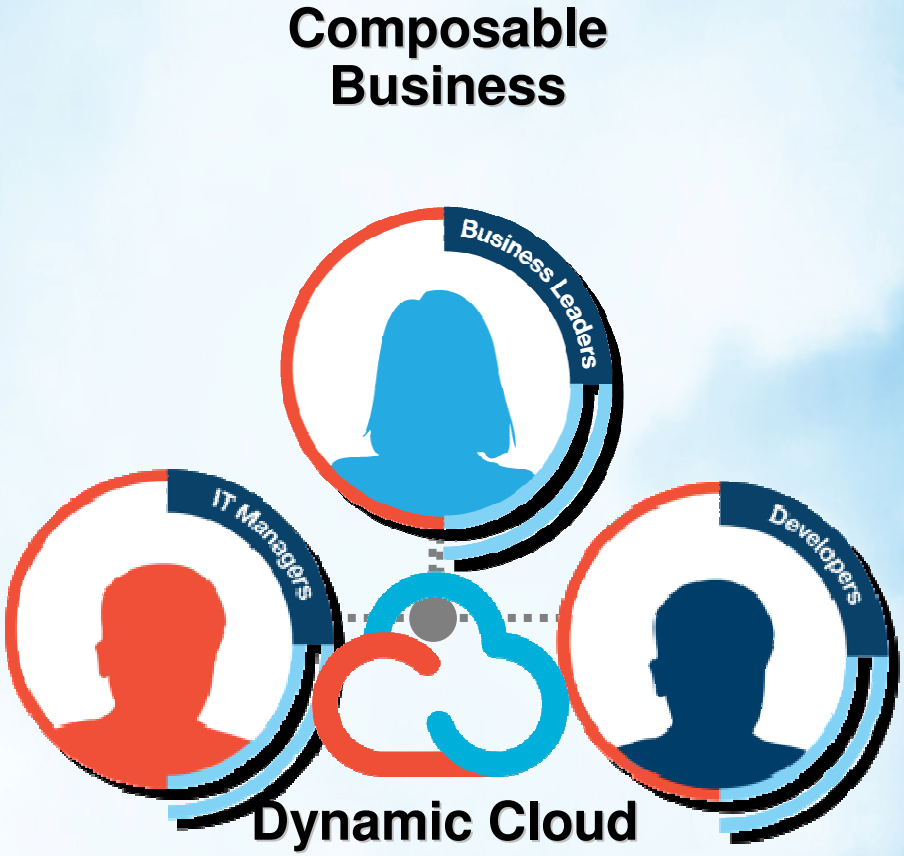
is a Growth Engine for Business

Peter Edwards
Cloud & Smarter Infrastructure Software
ASEAN

The Future is a Composable Business

- Restless reinvention and process innovation
- Better decision making from actionable insight
- Speed to market

The Path to
Composable Business
IS Dynamic Cloud



Dynamic Cloud

The ability to dynamically consume, interconnect and orchestrate all types of clouds and IT to speed innovation and adapt to changing business conditions.

Dynamic Cloud

This is The Cloud of the Future

…Dynamically consume, interconnect and orchestrate all types of clouds and IT…

Off Premise

On Premise

Benefits

- Rapid access
- Low entry cost
- Highly elastic

Dynamic Cloud

Supported by rich APIs for on-prem & off-prem

Encapsulated expertise into patterns

Open, extensible hybrid model

Benefits

- Fully customizable
- Robust management
- Scalable

Cloud is CHANGING

The Way Work Gets Done

Choice of market leading services

Robust platform for service composition

Self-optimizing hybrid environment

Today's Business and IT Leaders Can't Wait to **Innovate.**

And Don't Have to.

Speed and Innovation are Needed by Front-Office and Back-Office

Benefits of SaaS

Reduce TCO (vs. on-premise)

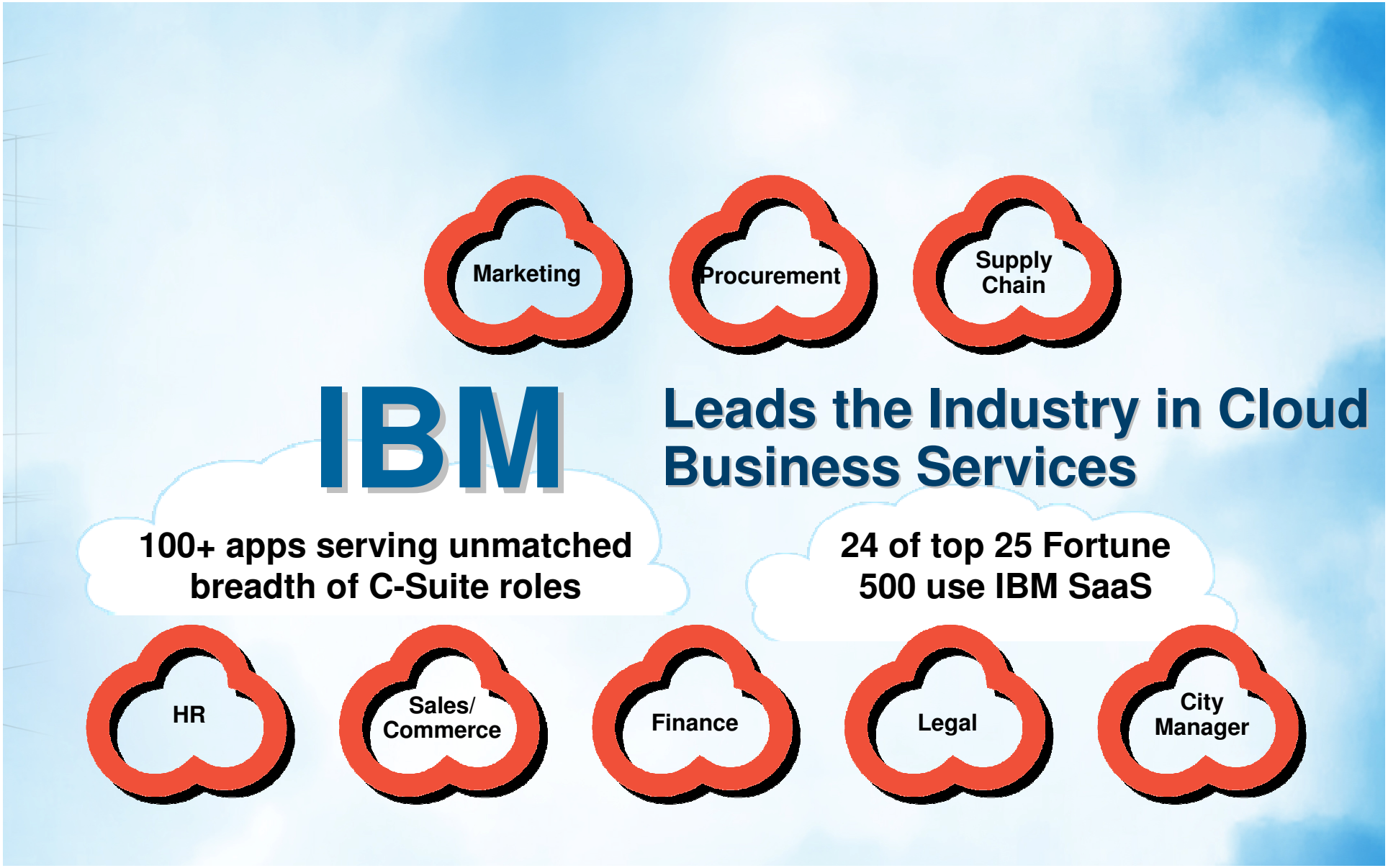
41%

Gain competitive advantage

47%

- 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

Source: IBM Study: Champions of Software as-a-service: How SaaS is fueling powerful competitive advantage, 2014


Marketing
Procurement
Supply Chain
IBM
Leads the Industry in Cloud Business Services
100+ apps serving unmatched breadth of C-Suite roles
24 of top 25 Fortune 500 use IBM SaaS
HR
Sales/ Commerce
Finance
Legal
City Manager

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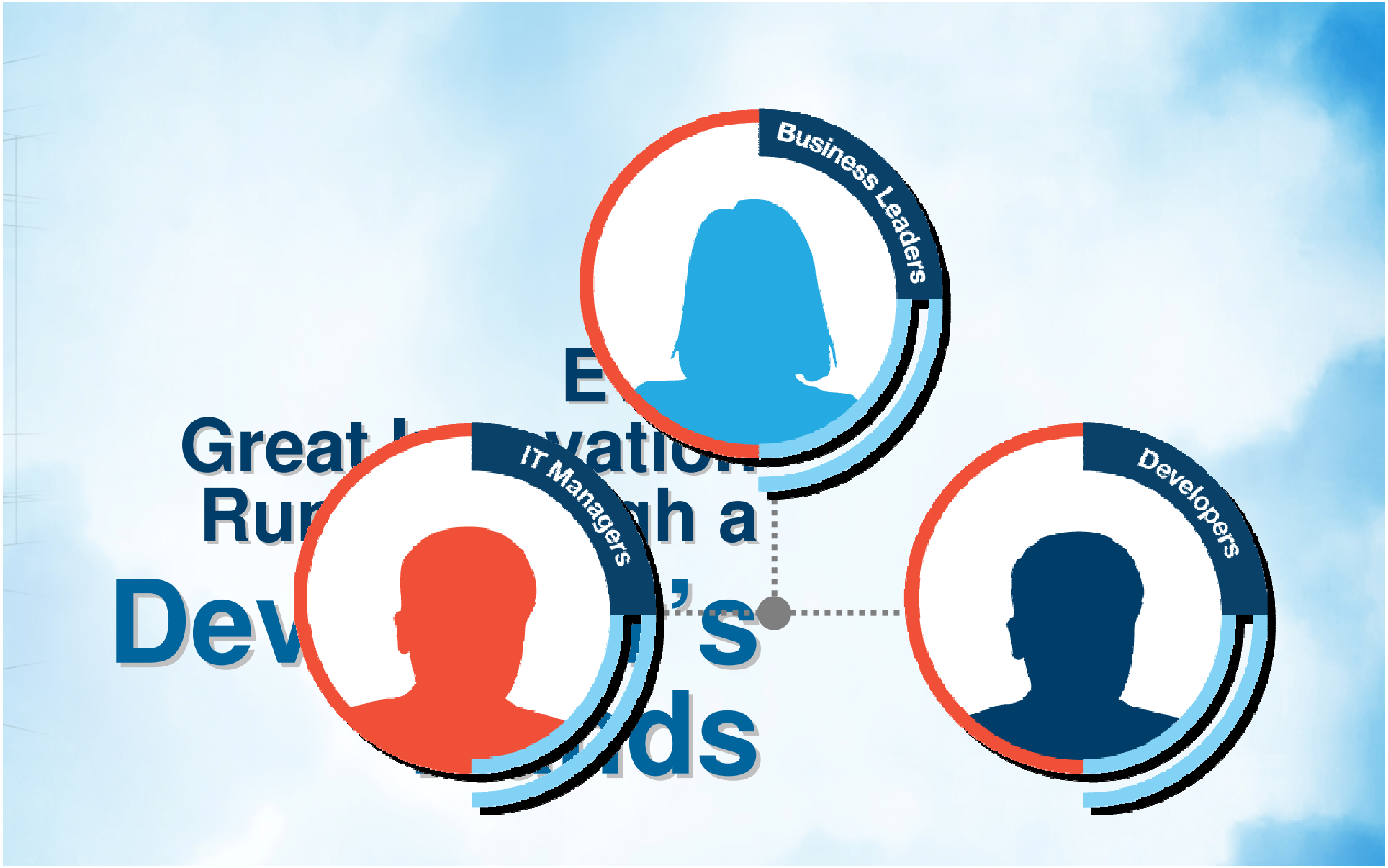
Powerful New Cloud Services for Business and IT

NEW

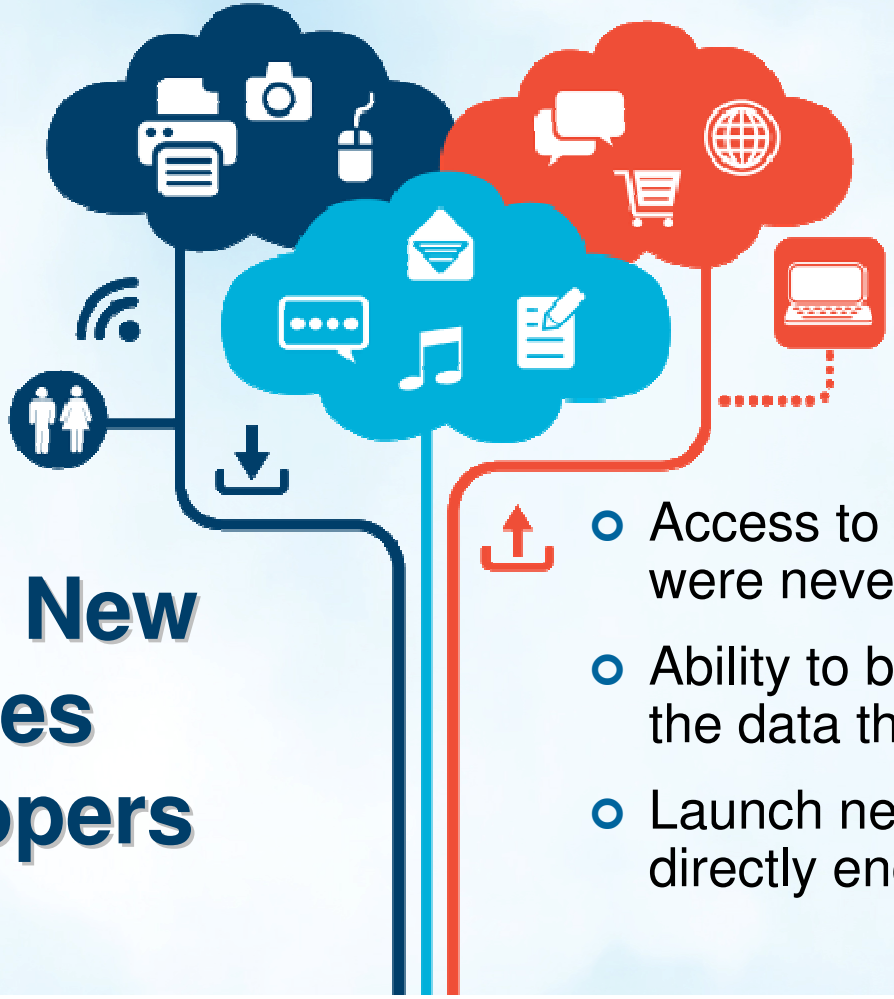
IBM Mobile Web Push (Xtify)

IBM Kenexa Talent Suite

IBM Watson Discovery Advisor
IBM Watson Analytics
IBM Maximo Asset Management
IBM Maximo Inventory Insights
IBM BLU Acceleration for Cloud
IBM Connections
Extreme File Transfer (Aspera)


Business Leaders
IT Managers
Developers

Cloud
Opens Up New Possibilities for Developers



- Access to services that were never available before
- Ability to bring and access the data that you need
- Launch new initiatives to directly engage your clients

Challenges that we hear…

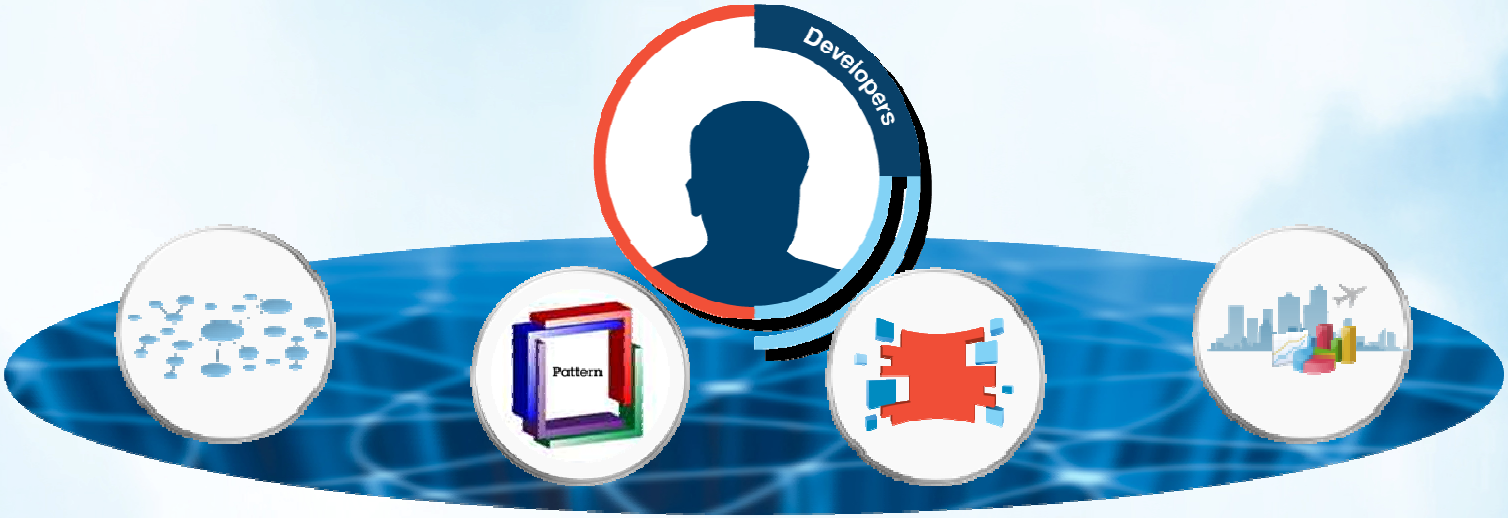
"I don't want my developers managing infrastructure. I need to **eliminate drudgery** and get them writing code."

"I am nervous we are spending time and money **integrating things** that should naturally fit together"

"I have 250 open change requests with business value I need to deliver and **experiment more**."

"I am losing developers because they don't have access to the **open technologies** and tools they want to use."

A True Cloud Experience Requires THE ENTIRE CONTINUUM



Infrastructure Services

Defined Patterns Services

Composable Services

Business Services

Redefining Cloud Development

Software Patterns on SoftLayer

easily extend existing applications to the cloud

Codename: BlueMix

new platform-as-service combining IBM software, third-party and open technologies

Cloudant

THE NoSQL database-as-a-service for mobile and web applications

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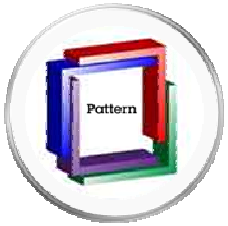
Software Patterns on SoftLayer

NEW

PureApplication Service on SOFTLAYER an IBM Company



Defined Patterns Services

- 200+ application and middleware patterns available
- Pre-integrated environment optimized for applications
- Accelerates and simplifies running existing applications on the cloud

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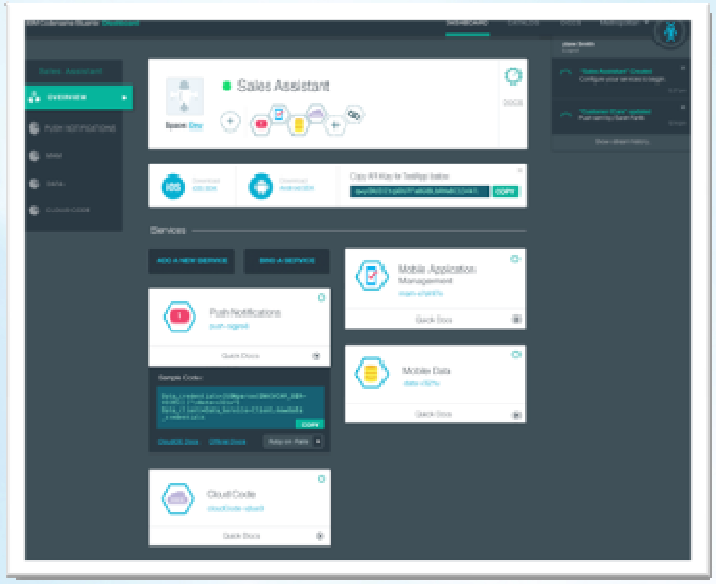
Our New Composable Environment Codename:
BlueMix



- Run apps in any language
- Built on open standards
- Provides integration services to systems of record
- Designed for mobile
- Provides DevOps services for integrated dev experience

NEW

Level Up with Unmatched Services

From Codename: BlueMix

Mobile

Data api + app management
+ quality assurance

Big Data & Analytics

From in-memory data store to Hadoop analytics

DevOps Services

Integrated developer experience for mobile and cloud apps

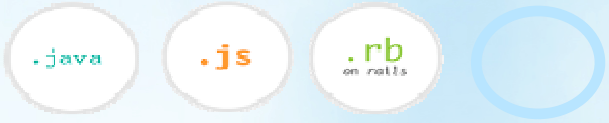
Integration Services

Access to systems of records and enterprise data

List of Cloud Platform Services

IBM, Open Source and Third Party APIs

Runtimes



Java Liberty | Node.js | Ruby on Rails | "Bring Your Own Buildpack"

Dev Ops

Data Management Services

IBM Relational Database | IBM JSON Database | Mongo DB | MySQL | PostgreSQL | Mobile Data | Mobile Sync | BLU Data Warehouse | MapReduce

Mobile Services

Push | CloudCode | Mobile App Mgmt | Mobile Quality Assurance | Twilio

Internet Of Things

Historian | MQTT

Web & App Application

Data Cache | Session Cache | Elastic MQ | Decision | SSO | Redis | RabbitMQ | Log Analysis

Integrate Into Existing Applications

Security connect to and leverage data from your existing systems

NEW

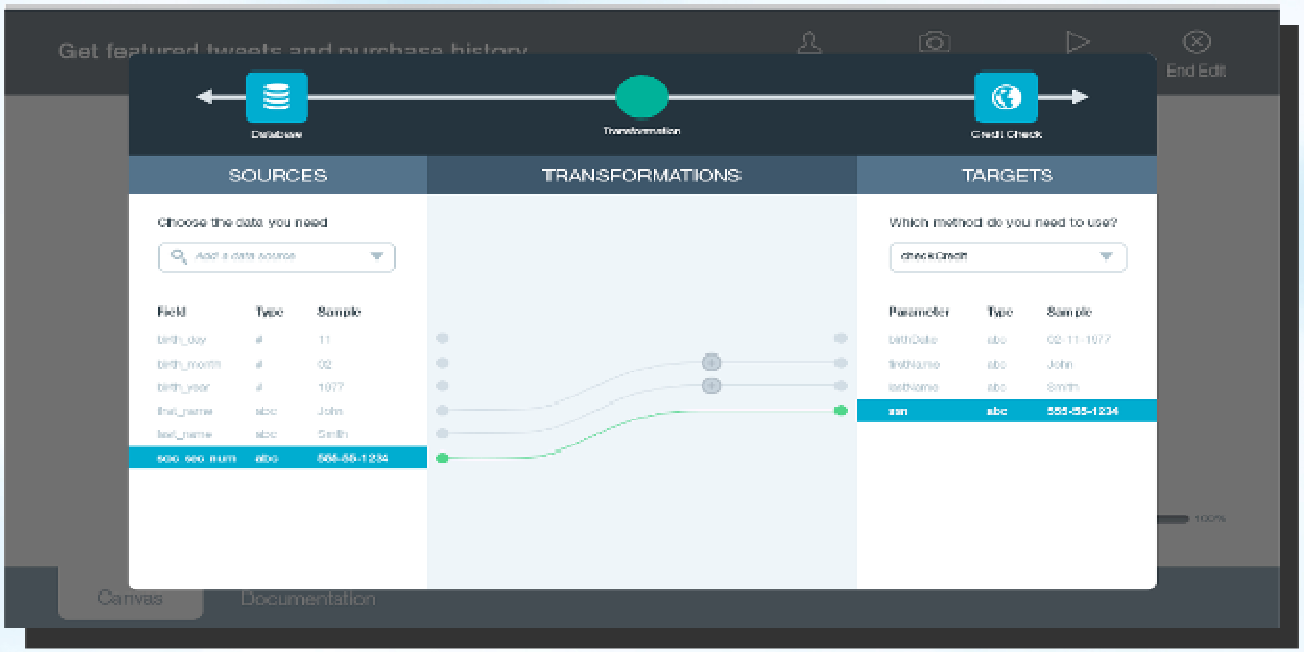
API Management

Cast Iron Integration

Secure Connector

Data Mapper

Private API Catalog



The Future is Yours
Get Started On It

Join the open beta

www.bluemix.net

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THE NoSQL Database-as-a-Service

IBM offers a full range of database services for cloud developers

BLU Acceleration
MapReduce/Hadoop
SQL Database
JSON Database
Mobile Data

NoSQL Database

Cloudant

www.cloudant.com

- **Rapidly create next generation web and mobile apps**
- **Built-in replication and sync for DR, HA and pushing data close to the users (mobile devices)**
- **Unlimited scalability**

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The Cloud Foundry Foundation

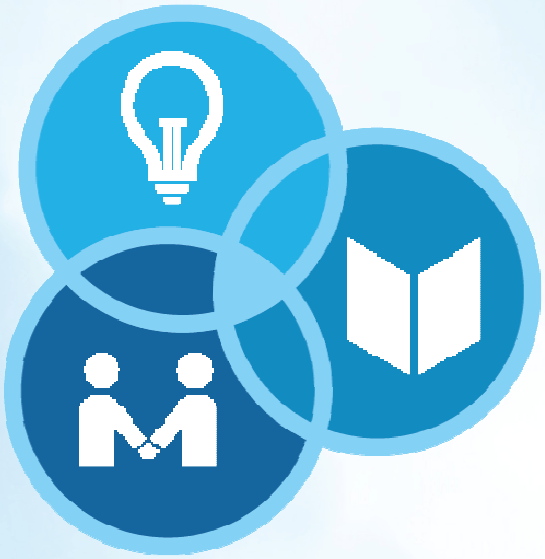
Cloud Foundry is the industry's Open PaaS and provides a choice of clouds, frameworks and application services

CLOUD FOUNDRY™

Founding Members:

IBM, hp, SAP, vmware, Pivotal, EMC², rackspace

Underpinned by a Strong Developer Ecosystem



Community

- 4M+ developerWorks members
- dev2dev support community with 1,000s of how-to assets
- “How to build an app with BlueMix in minutes”
- Showcase peer clients and best practices

Entrepreneurship

- Global Entrepreneur program, 1,000+ startups

Mentoring

- 3,000+ local events across 43 innovation centers, 100 universities; 200 faculty; 2,000+ students in 20 countries

IT Manager

Will Archi Bold

Move Yo tion

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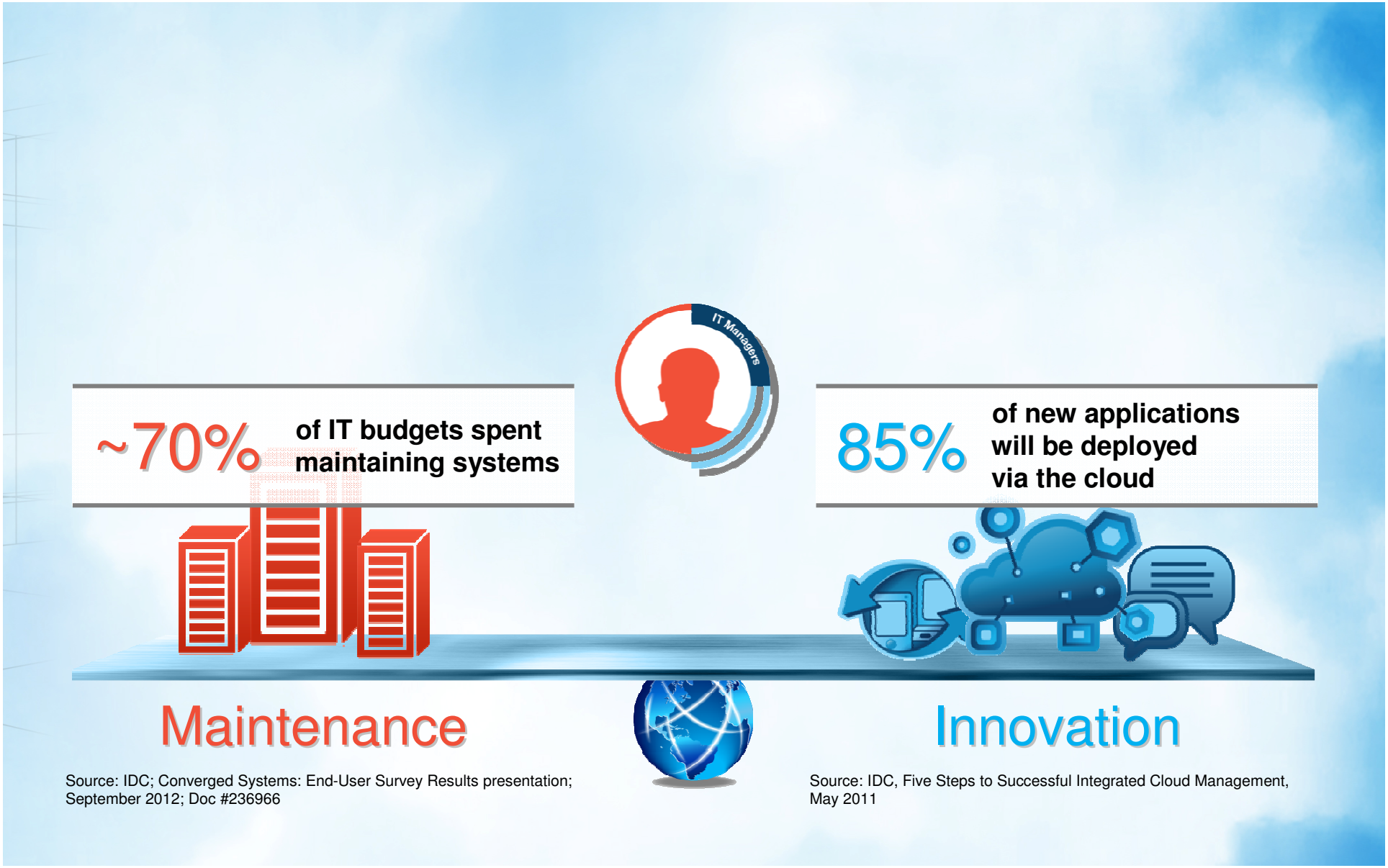
IT Managers
Maintenance &
Optimization
Innovation



Source: IDC; Converged Systems: End-User Survey Results presentation; September 2012; Doc #236966

Source: IDC, Five Steps to Successful Integrated Cloud Management, May 2011

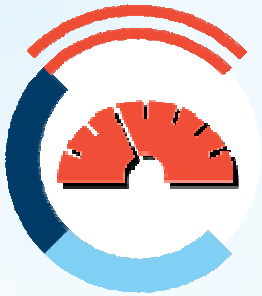
Dynamic Cloud Helps IT Strike the Balance

There is no Dynamic Cloud without…

VISIBILITY

See the services, workloads and resources across a hybrid environment

CONTROL



Manage changes, performance & security

AUTOMATION

Orchestrate a dynamic hybrid cloud

IBM Systems Management as-a-service

- Designed for the IT practitioner
- Plugs into your existing infrastructure
- SaaS **or** On-premise

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Application Performance
VISIBILITY

IT Service Management
CONTROL

Workload Automation
AUTOMATION

Optimized on SOFTLAYER® an IBM Company

Enabled by workload-optimized infrastructure services

NEW

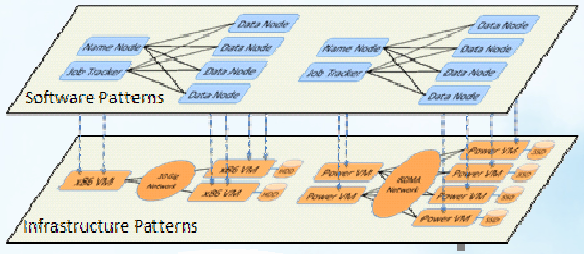
IBM Cloud Orchestrator
Extended to support SoftLayer

- *Pattern and policy based optimization*
- *Enterprise cloud management platform*

NEW

IBM Platform Computing
Cloud Service on SoftLayer

- *Easy-to-manage unified grid on and off premise*
- *Elastic scale across cloud for compute and data*



Optimized Infrastructure

On Premise

openstack

Public | Shared | Dedicated | Private | Traditional

IBM is a Leader in Open Technology

openstack™

Leader
in governance, code and design contributions

OpenStack now has
14,186+
individual members,
surpassing Linux growth/size

Founding member & platinum sponsor

CLOUD FOUNDRY™

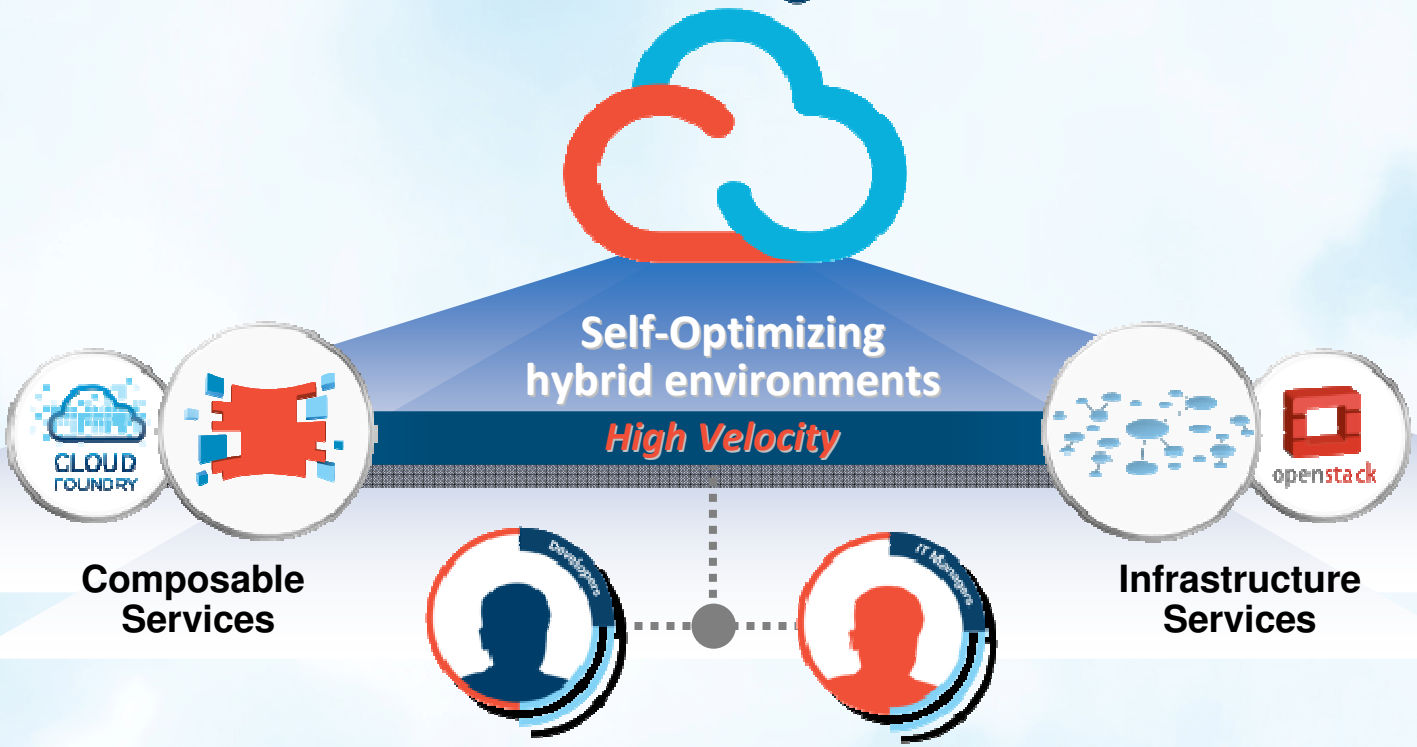
OASIS
TOSCA

"TOSCA v1.0 is now an OASIS standard" *Nov. 2013*

IBM Cloud Reference Architecture v3

- **2500+** certified architects
- Leveraged by hundreds of our clients
- Voted in top 10 industry certifications

Leaders are Reinventing businesses with the next generation Cloud



Rapidly delivering composable services leveraging devOps

...Businesses can react quickly to test new markets and deliver accelerated business value

JazzHub

DevOps Services

IBM CodeName: **BlueMix**

Java

Session Cache

Mobile DB

IBM **Service Engage**

IBM Application Performance Management

Continuous optimization to drive better business outcomes

IBM "as-a-service" Empowers Innovation

Fuel the front and back office

New SaaS Services

Rapidly develop new cloud applications

Codename: BlueMix

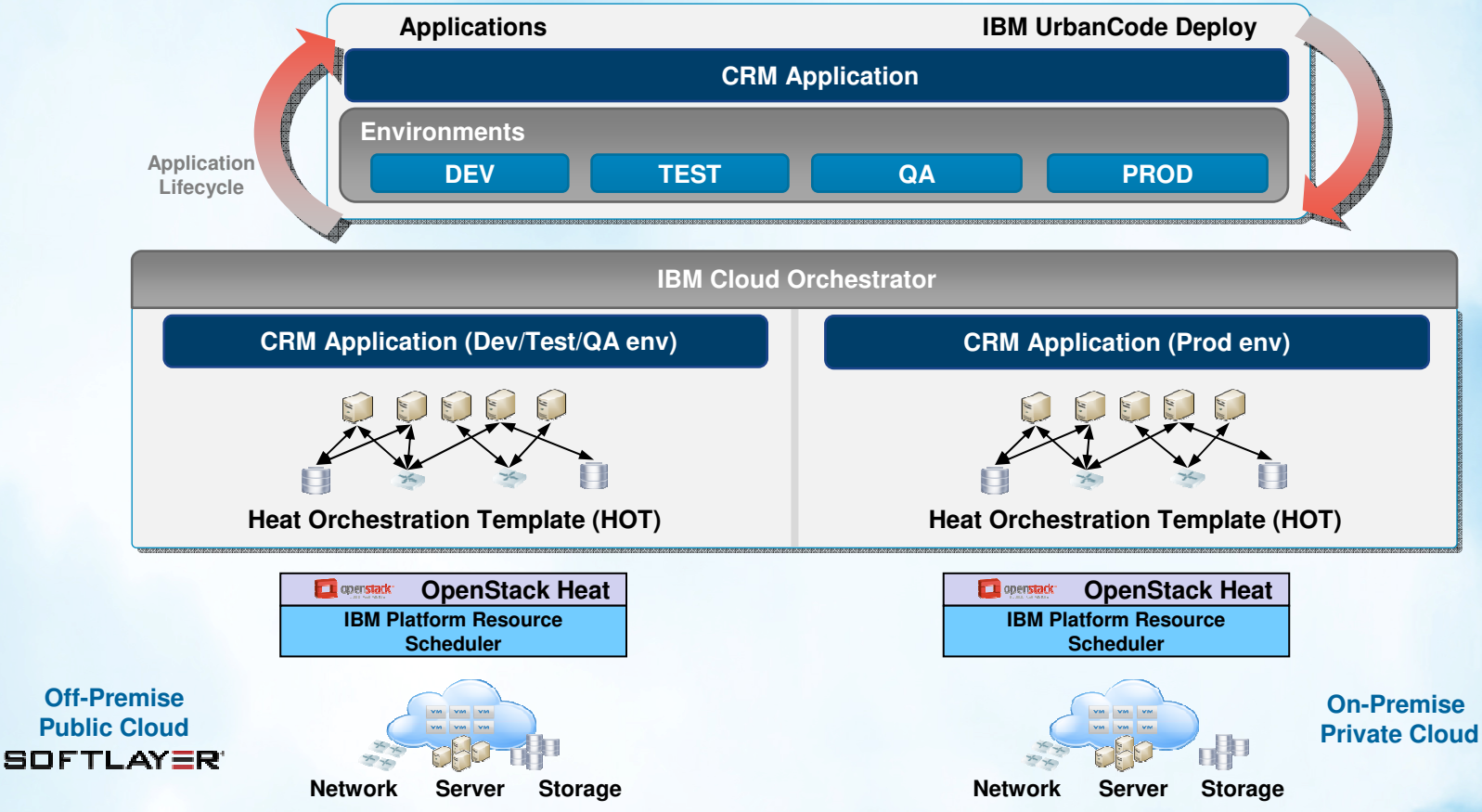
Accelerate existing applications to the cloud

Software Patterns on Softlayer

Simplify management of your dynamic cloud

Systems Management "as-a-service"

Open Technology
In Action



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