



IBM **Cloud** Computing Services

Estratégia de Cloud IBM

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SoftLayer Subject Matter Expert

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What do you think of when you hear **IBM**?



4 Guiding Principles



**Choice with
Consistency**



**Industrialized
Hybrid Cloud**



**DevOps
Productivity**



**Powerful, Accessible
Analytics with Cognitive**



Cloud:

Novo modelo de consumo e entrega de serviços de Tecnologia da Informação e aplicações de negócios.

Automação

Elasticidade

Escalabilidade

Flexibilidade

Self Service

On – Demand

Pago por uso

FACILIDADE

Escolha como será o consumo do serviço

Cloud Business Apps
(SaaS)

Digital Innovation Platform
(PaaS)

World Class Cloud Infrastructure
(IaaS)

By 2018, **75%** of enterprises will significantly change their data center strategy to focus on agility over resilience.

Five Reasons Why You Need a Different Data Center Strategy for the Digital World
Gartner IT Infrastructure, Operations & Data Center Management Summit
Henrique Cecci , April 2016 .

IBM SoftLayer and Cloud Managed Services Total Access, Control and Transparency

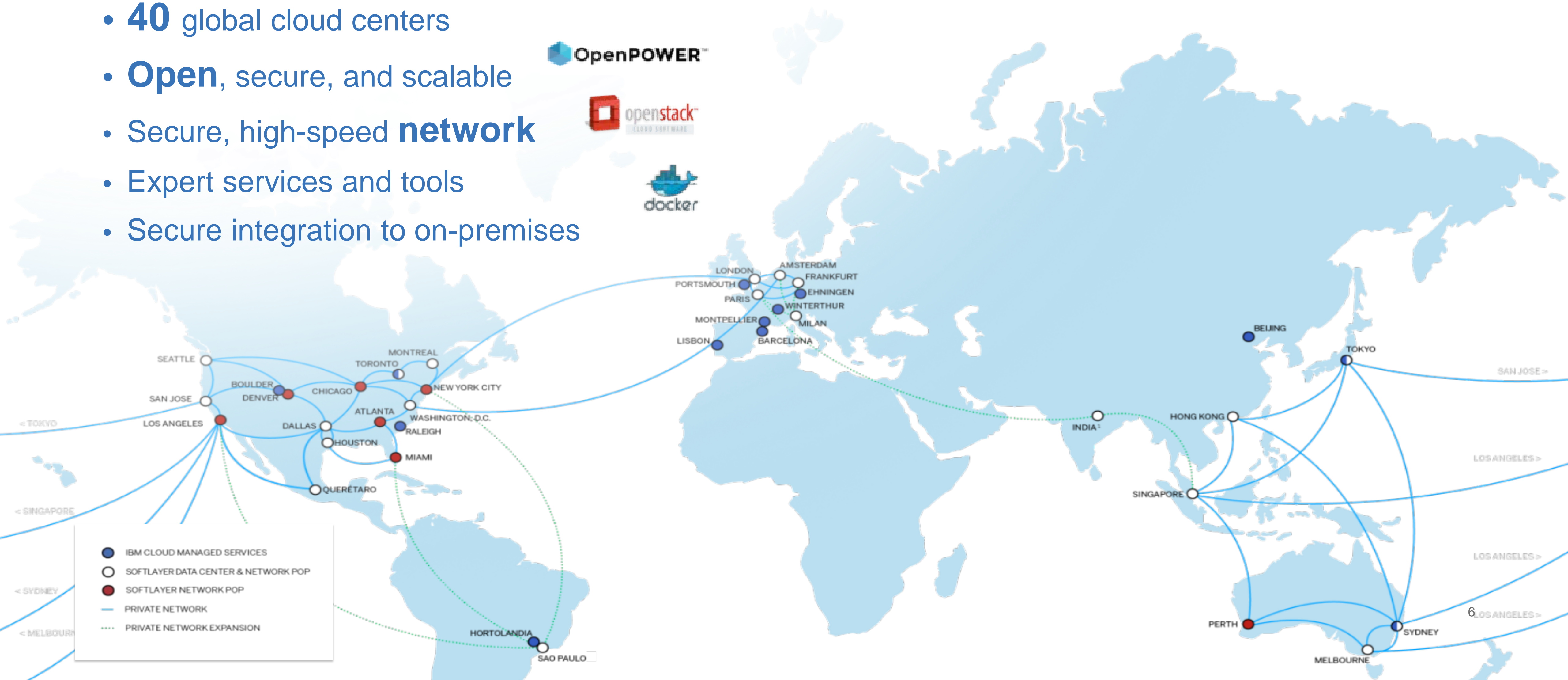
SOFTLAYER[®]
an IBM Company

- **40** global cloud centers
- **Open**, secure, and scalable
- Secure, high-speed **network**
- Expert services and tools
- Secure integration to on-premises

OpenPOWER™

openstack
CLOUD SOFTWARE

docker



● IBM CLOUD MANAGED SERVICES
○ SOFTLAYER DATA CENTER & NETWORK POP
● SOFTLAYER NETWORK POP
— PRIVATE NETWORK
- - - PRIVATE NETWORK EXPANSION

Servidores Bare-Metal

Única que provê tal tecnologia diferenciada



Public Clouds



Private Clouds



Hybrid Clouds



Equipamentos entregues com

**rede
proprietária
(Tripe Network)**

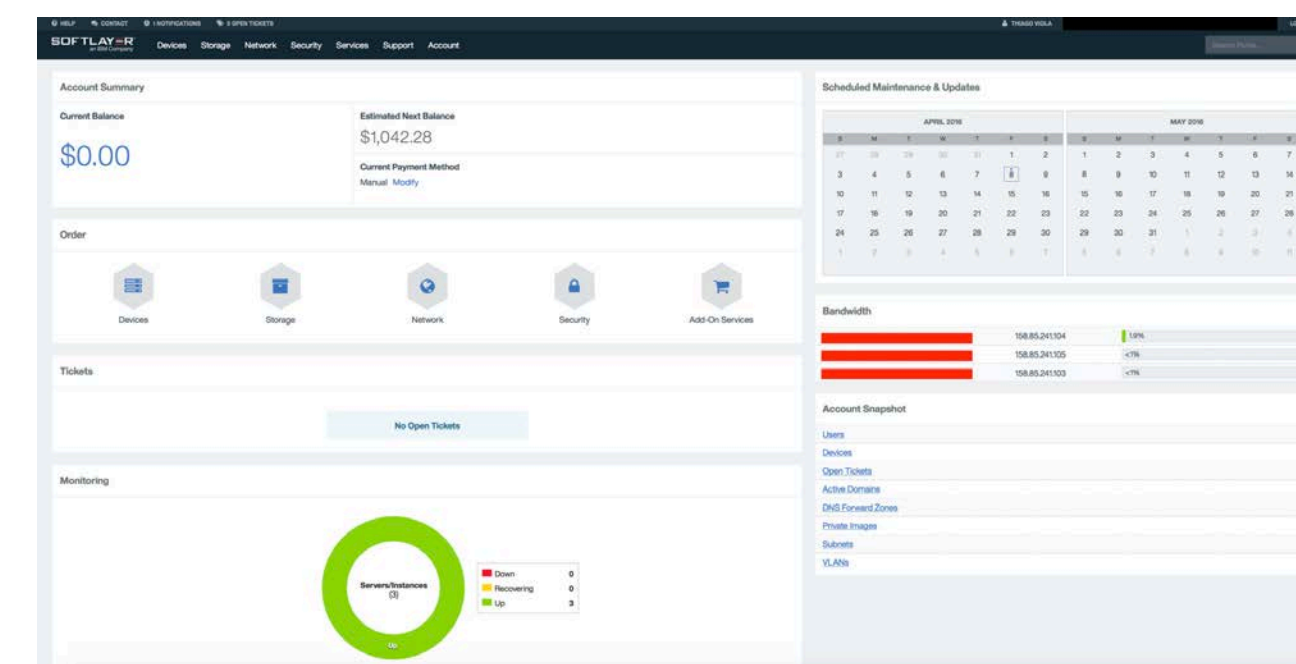


Monte sua **Cloud** em diferentes modelos e adotando o padrão **Open Stack.**



Arquitetura unificada e gerenciamento por uma

única console.



SERVIDORES : Alta Performance e Flexibilidade para sua infraestrutura !

Servidores Bare-Metal

Única que provê tal tecnologia diferenciada



Servidores dedicados com desempenho otimizado;
Configurações de CPU e Memória e Disco **SAS, SATA e SSD e RAID**;
Deploy on Demand **(de 20 a 30 minutos)**;
OUTBOUND 500 GB (MÊS)



Virtualizadores

VMWare ESXi Hyper - V
Citrix Xen Server Parallels



Sistema Operacional

32 ou 64 bits
Windows ou Linux



Banco de Dados

SQL NoSQL
MS SQL Server
MongoDB

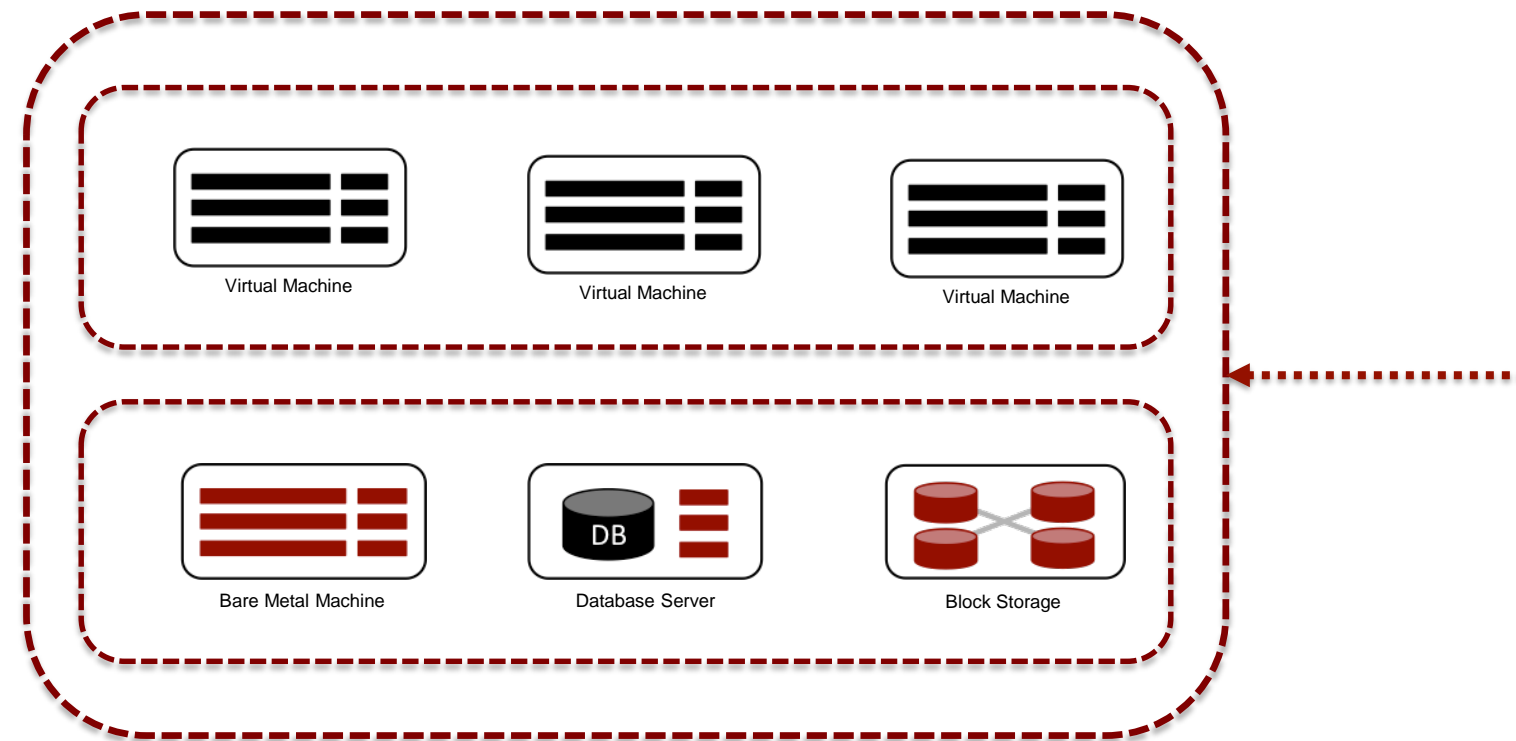
MYSQL
Riak



NETWORK: Alta resiliência, sem custos excedentes e totalmente interligada !

Private Network

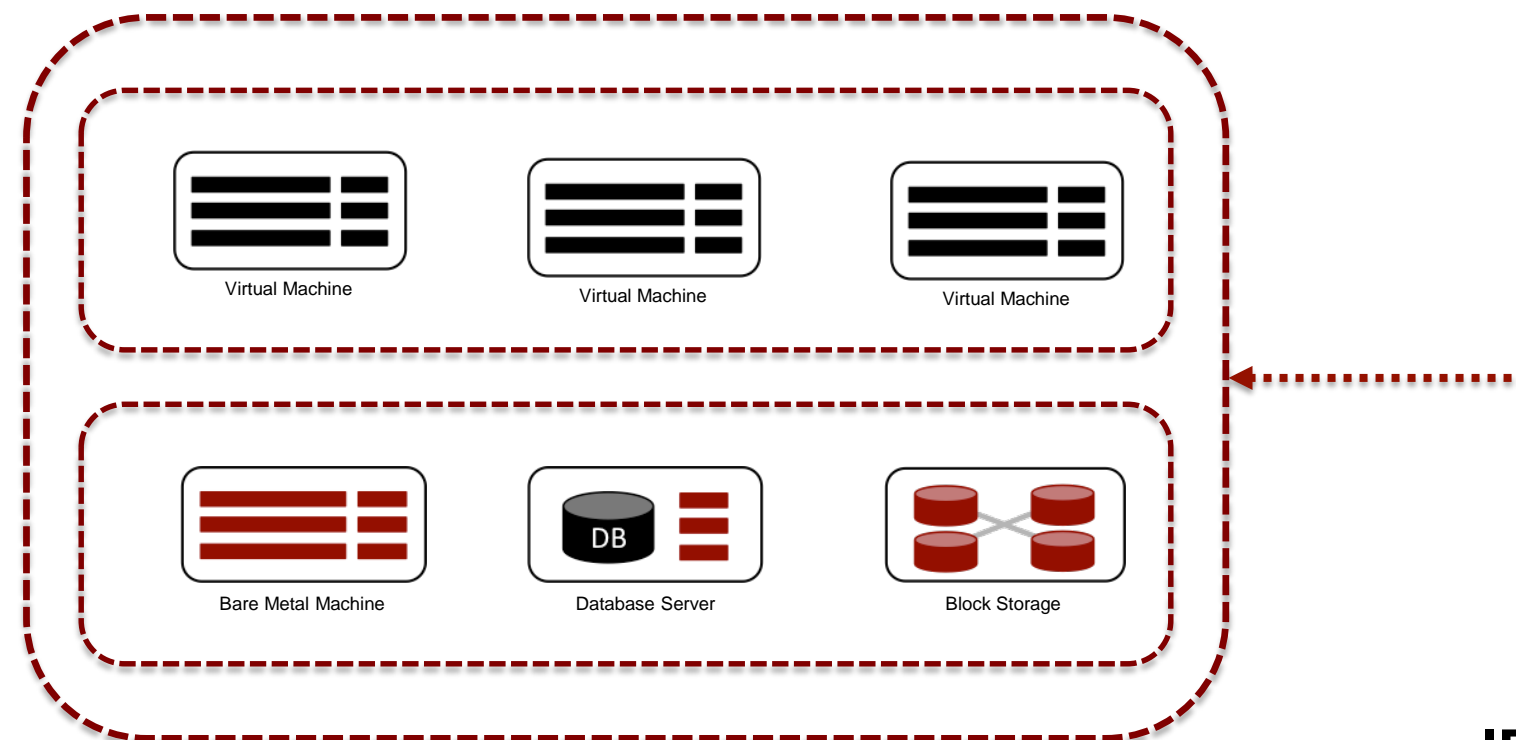
Única provedor de Cloud que fornecer rede **TRIPLE**.:
PUBLIC, MANAGEMENT E PRIVATE



Comunicação entre DataCenters SoftLayer:
NÃO HÁ LIMITE (GB/TB/PB)
NÃO HÁ CUSTO (\$0.00);

Porque é vantagem ?

- Solução de Disaster Recovery;
- Solução para Backup;
- Solução para HA (Alta Disponibilidade);



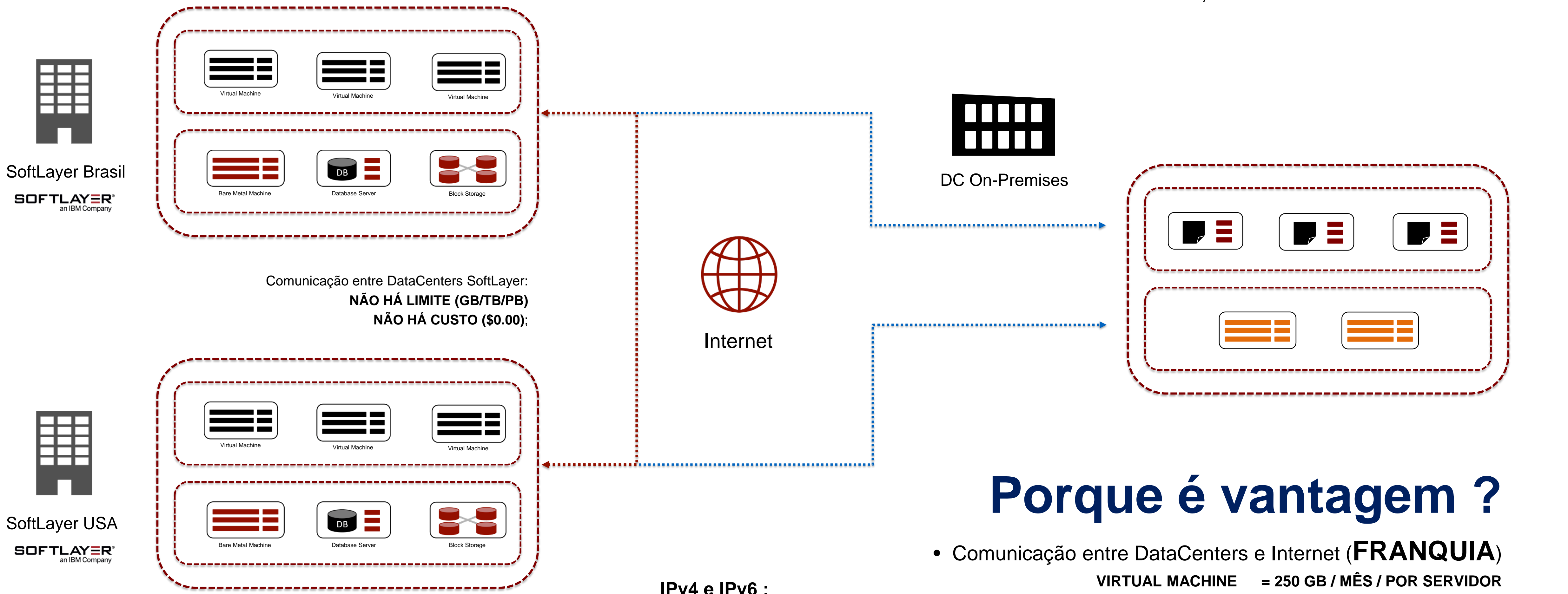
IPv4 e IPv6 ;

Velocidade para cada servidor;

10 Mbps	1 Gbps
100 Mbps	10 Gbps

NETWORK: Alta resiliência, sem custos excedentes e totalmente interligada !

Public Network



Única provedor de Cloud que fornecer rede **TRIPLA.:**
PUBLIC, MANAGEMENT E PRIVATE

Porque é vantagem ?

- Comunicação entre DataCenters e Internet (**FRANQUIA**)
VIRTUAL MACHINE = 250 GB / MÊS / POR SERVIDOR
BARE METAL = 500 GB / MES / POR SERVIDOR

- Previsibilidade de consumo;

IPv4 e IPv6 ;

Velocidade para cada servidor;

10 Mbps	1 Gbps
100 Mbps	10 Gbps

SERVIDORES : Alta Performance e Flexibilidade para sua infraestrutura !

Servidores Bare-Metal

Parceria entre IBM e VMWare



Quais são as vantagens ?

- Transbordo de workloads VMWare On Premises para Cloud;
- Alta Disponibilidade (HA) & Backup;
- Disaster Recovery (DR);
- Facilidade e melhor condições no licenciamento de VMWare;
- Escala para dimensionar globalmente com recursos de Cloud;
- Cientes da Vmware aderindo as modelo pay as you go;

Quais são as ofertas VMWare?

- VMWare com Hypervisor vSphere – ESXi 5 e 6.x;
- VMWare com vCenter e VSR;
- VMWare com NSX;
- VMWare com Virtual SAN (vSAN);
- VMWare com vCloud Air Network;
- VMWare com SRM (Site Recovery Manager);



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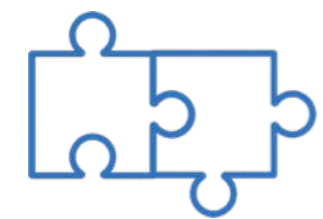


**DevOps
Productivity**



**Powerful, Accessible
Analytics with Cognitive**

Industrialized Hybrid Cloud



Integration



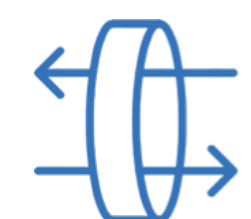
Visibility & Control



Security



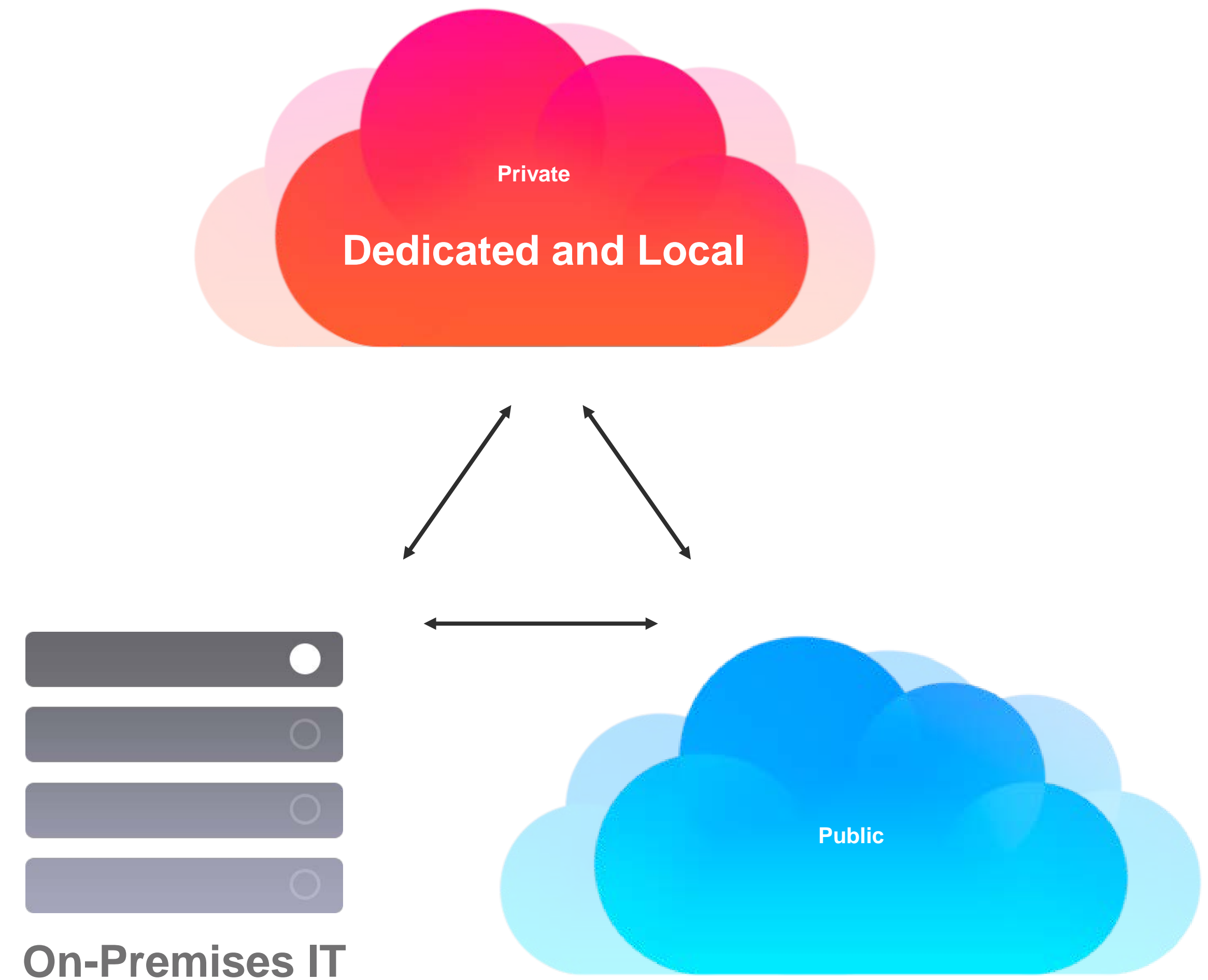
DevOps



Portability



Data Management



07 em cada **10** empresas irão optar por Cloud Híbrida até o ano de 2017.

Inbox

2
new today

2
to-do

0
overdue

Latest Items

	Requested By	Priority
Approve the deployment of virtual system windows-machine-3 requested by Rob	Rob	Normal
Approve the deployment of virtual system rhel-env-1 requested by Rob	Rob	Normal

Request History

25
new today

4
in progress

17
failed last 7 days

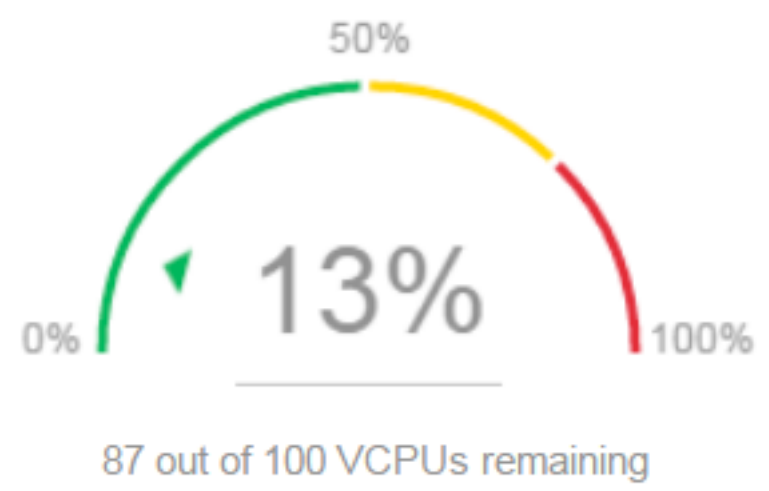
Latest Requests

	Submitted On	Status
Delete cloud service offering	1/26/2015, 3:17:02 PM	Completed
Deploy a production server: Microsoft Windows windows-machine-3	1/26/2015, 3:06:36 PM	In progress
Deploy a production server: Red Hat Enterprise Linux rhel-env-1	1/26/2015, 3:02:29 PM	In progress
Delete cloud service offering	1/26/2015, 1:56:24 PM	Completed
Create an offering to deploy a cloud service	1/26/2015, 1:42:06 PM	Completed

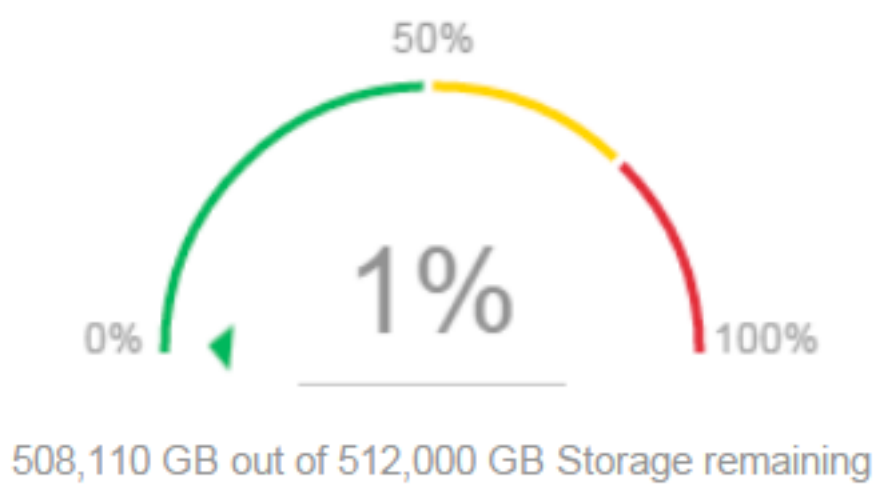
SL-Dallas-9

Quota Usage of Current Project

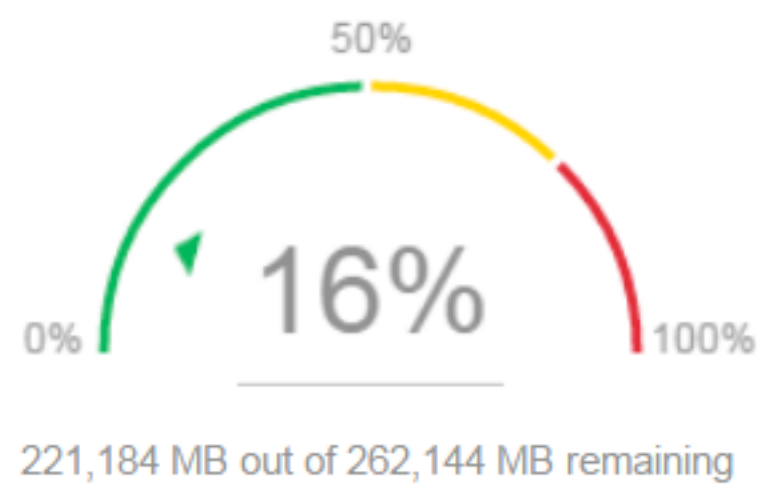
✓ VCPU Usage



✓ Volume (GB) Usage



✓ RAM (MB) Usage

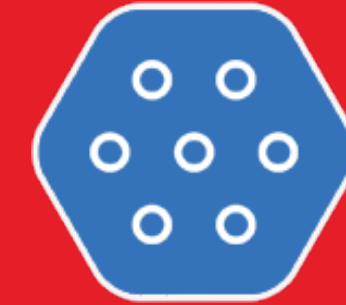


VM Status



- 11 Active
- 0 Paused
- 0 Shutoff
- 0 Error

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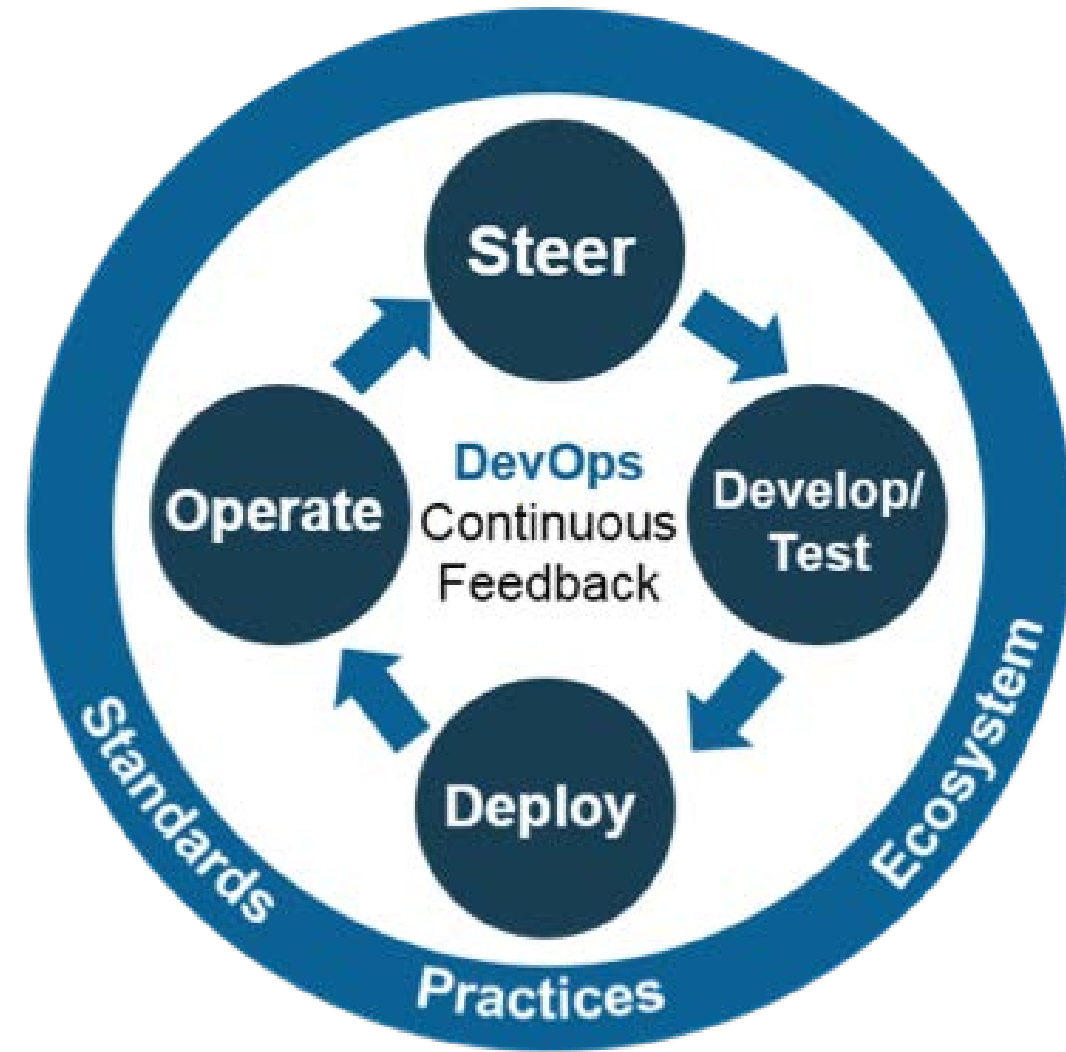


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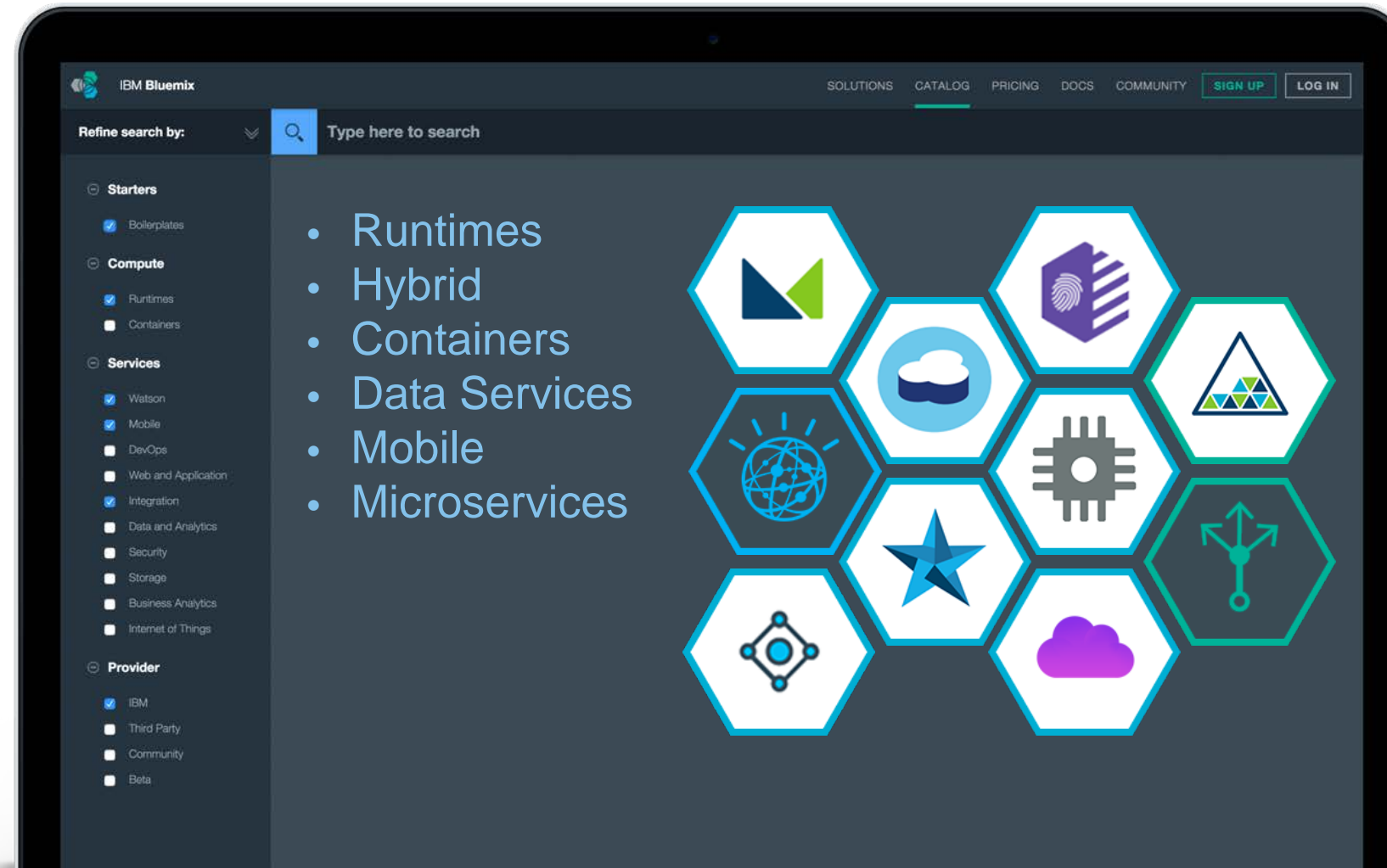


IBM Bluemix™

DevOps Services



**The Best
Tools**



**The Broadest
Catalog**



**The Most Choices
for Delivery Model**

Refine search by: ⌵



Type to search

Starters

Boilerplates

Compute

Runtimes

Containers

Services

- Watson
- Mobile
- DevOps
- Web and Application
- Network
- Integration
- Data and Analytics
- Security
- Storage
- Business Analytics
- Internet of Things
- APIs

Provider

- IBM
- Third Party
- Community

Compute // Start with Cloud Foundry or Docker images

Runtimes

Run an app in the language of your choice



Liberty for Java™
IBM



SDK for Node.js™
IBM



XPages
IBM BETA



Go
Community



PHP
Community



Python
Community



Ruby
Community



Swift
Community **BETA**



Tomcat
Community



Community buildpacks
Community

Container Images

Create containers from IBM images or add your own



ibm-mobilefirst-starter
IBM



ibm-node-strong-pm
IBM



ibmliberty
IBM



ibmnode
IBM

Refine search by:

Type to search

Services // The building blocks of any great app

- Starters**
 - Boilerplates
- Compute**
 - Runtimes
 - Containers
- Services**
 - Watson
 - Mobile
 - DevOps
 - Web and Application
 - Network
 - Integration
 - Data and Analytics
 - Security
 - Storage
 - Business Analytics
 - Internet of Things
 - APIs
- Provider**
 - IBM
 - Third Party
 - Community
 - Beta

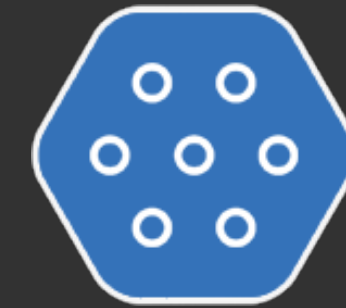
Watson
Build cognitive apps that help enhance, scale, and accelerate human expertise

AlchemyAPI IBM	Concept Expansion IBM BETA	Concept Insights IBM	Dialog IBM	Document Conversion IBM	Language Translation IBM
Natural Language Classifier IBM	Personality Insights IBM	Relationship Extraction IBM BETA	Retrieve and Rank IBM	Speech To Text IBM	Text to Speech IBM
Tone Analyzer IBM BETA	Tradeoff Analytics IBM	Visual Recognition IBM BETA	Cognitive Commerce™ Third Party	Cognitive Graph Third Party	Cognitive Insights™ Third Party

Mobile
Quickly get started with your next app

IBM Push Notifications IBM	Mobile Application Content Manager IBM	Mobile Client Access IBM	Mobile Foundation IBM BETA	Mobile Quality Assurance IBM	Presence Insights IBM
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4 Guiding Principles



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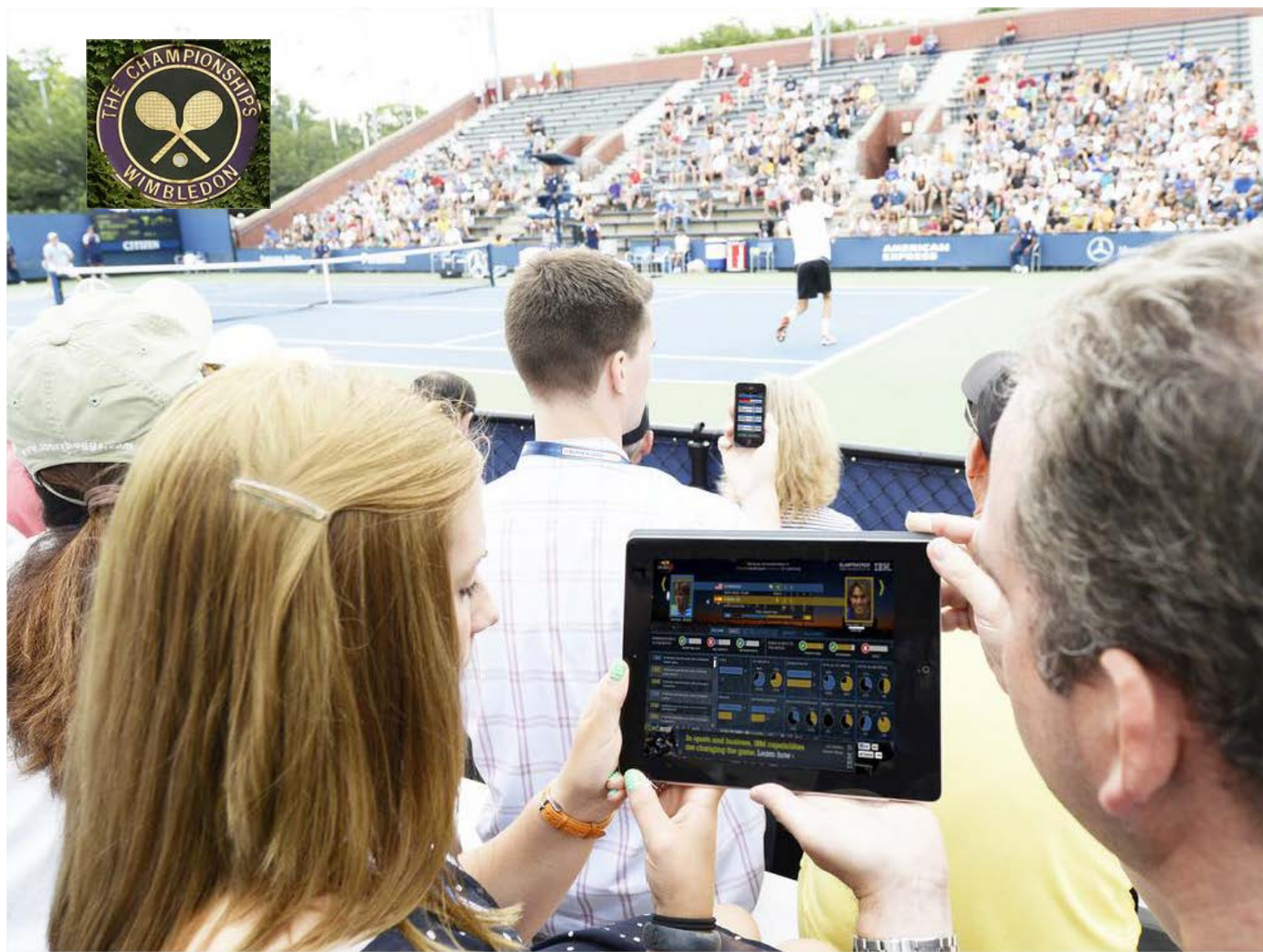
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Analytics Platform

Full range of analytics and data capabilities using open source innovation for real-time actionable insights



Watson

Cognitive computing systems with the ability to learn, that enhance, scale and accelerate, human expertise



Internet of Things

A platform designed to build disruptive, data-rich solutions that are secure and intelligent



Insight Cloud Services

Industry apps and solutions built in partnership with The Weather Company and Twitter that deliver new insights



Cloud Data Services

Cloud-based experience that enables developers to use the right platform-as-a-service tools for mobile and web app development



out

think

“IBM is ranked as the #1 hybrid cloud provider for the enterprise.”

Synergy Research Group
Wall Street Journal

Only IBM Cloud provides:

- Full hybrid cloud transparency
- Fast hybrid app development and full orchestration of business processes
- The right access and relevant insight across all hybrid cloud data

IBM Cloud supports 47 of the top 50 Fortune 500 Companies.

IBM Cloud®





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