

**BusinessConnect and SolutionsConnect**

It's time to make bold moves.

# Cloud in action: Hot demos of the coolest technology

Jon Brown, Cloud Architect  
IBM Australia and New Zealand



*“Make no mistake,  
IBM is remaking enterprise  
IT for the era of cloud.”*

**– Ginni Rometty**



# Cloud is a Growth Engine for Business



## Think it.

Strategize how to to monetize new value, and reduce costs

**\$2B**

SoftLayer Acquisition

**\$1.2B**

Data Center Expansion



## Build it.

Build and run hybrid cloud computing solutions

**\$7B+**

Acquisition Investment



## Tap into it.

Utilize cloud services delivered from IBM Cloud Marketplace

**100+**

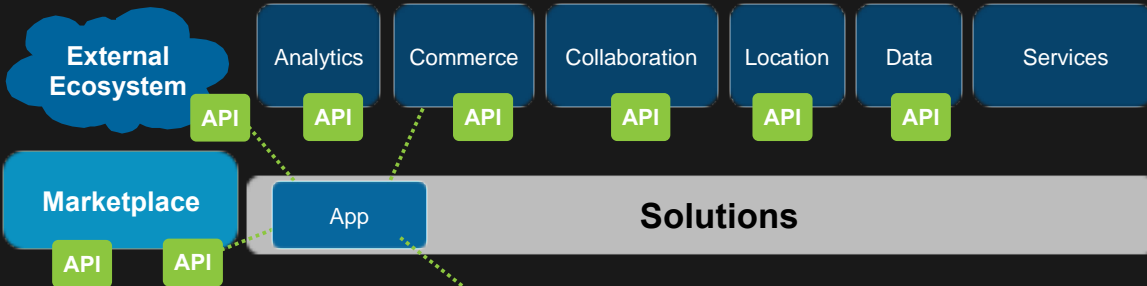
SaaS Offerings

**40,000+**

Experts

# IBM's Next-generation Cloud Computing Platform Enablers

**APP & API economy**



**Software as a Service**

IBM Cloud Marketplace

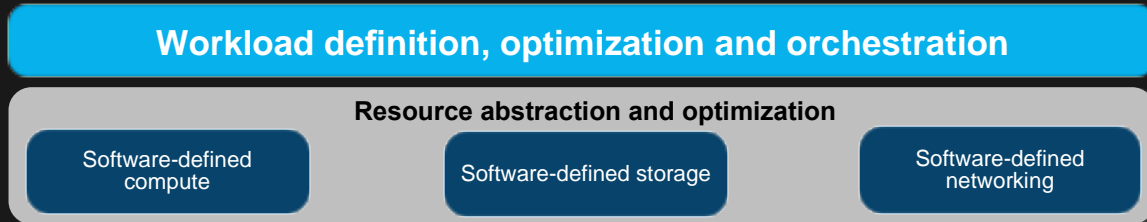
**Cloud operating environment**



**Platform as a Service**

IBM Bluemix

**Software-defined environment**



**Infrastructure as a Service**

IBM Cloud Orchestrator & Automation Services

IBM SoftLayer & Cloud Managed Services

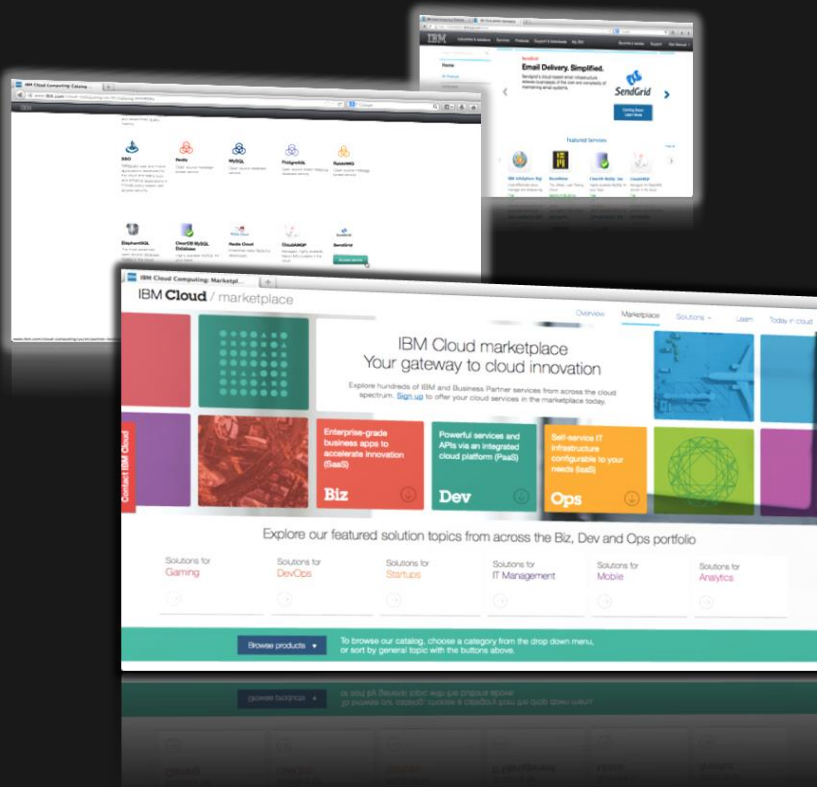
## SoftLayer – A Cloud Without Compromise

- Customers mix and match bare metal servers, virtual server instances and turnkey private cloud and manage them from a single control pane or API
- All deployed on demand and provisioned automatically in real time





# IBM creates a new buying experience



## IBM Cloud Marketplace 2H 2014

IBM Branded website for line of business, developers & IT teams to build, consume & market offerings

Single point of entry for IBM's extensive IaaS, PaaS & SaaS offerings

<http://ibm.com/cloud>  
and click on **Marketplace**









- Space: demo
- ALL (0)
- APPS (0)
- SERVICES (0)
- ADD-ONS
- + Connect an Add-on



Applications

Looks like you don't have any apps yet.  
Click below to start creating!

+ Add an application

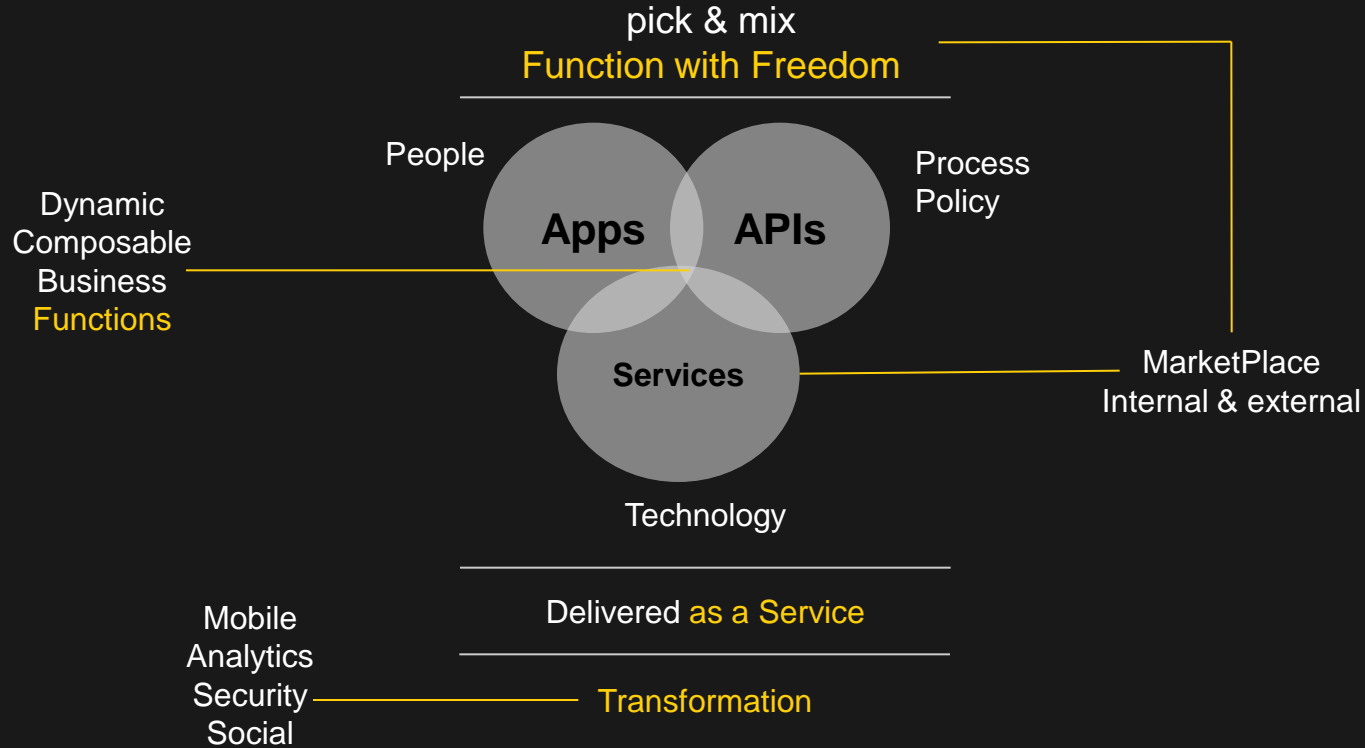
Services

Looks like you don't have any services yet.  
Click below to start creating!

+ Add a service

Search

# Cloud Computing is Function with Freedom

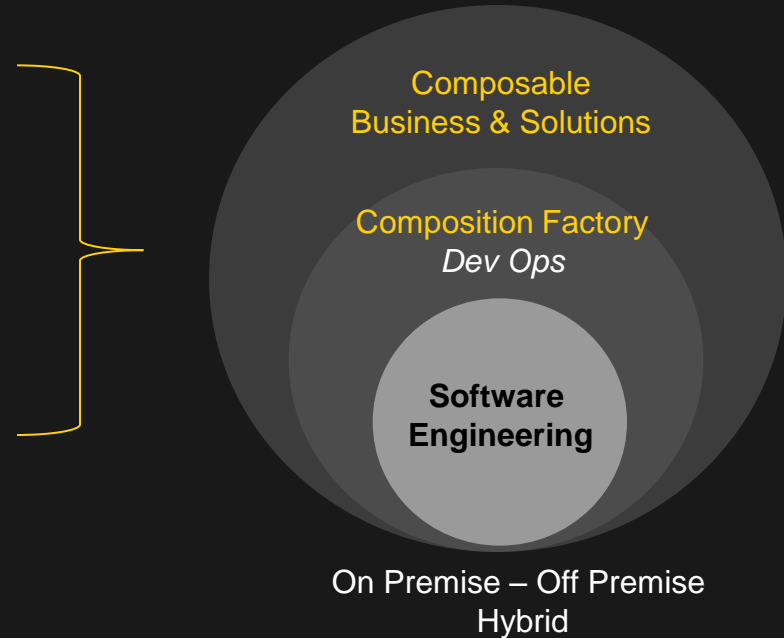


# Cloud Computing Requires a New Organisational Model

IBM Cloud Marketplace  
pick & mix **Components as a Service**

aS aa S	Application Services	Software aaS
aP aa S	Application Platform Services	Via Apps & APIs
I aaS	Infrastructure Services	Hardware

The new Business & IT  
**Solutions as a Service**





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