

Pulse

IBM SolutionsConnect 2013

Rethink IT and Reinvent Business with IBM SmartCloud

Mike O'Mara - IBM Cloud and Service Management Sales Executive – Growth Markets

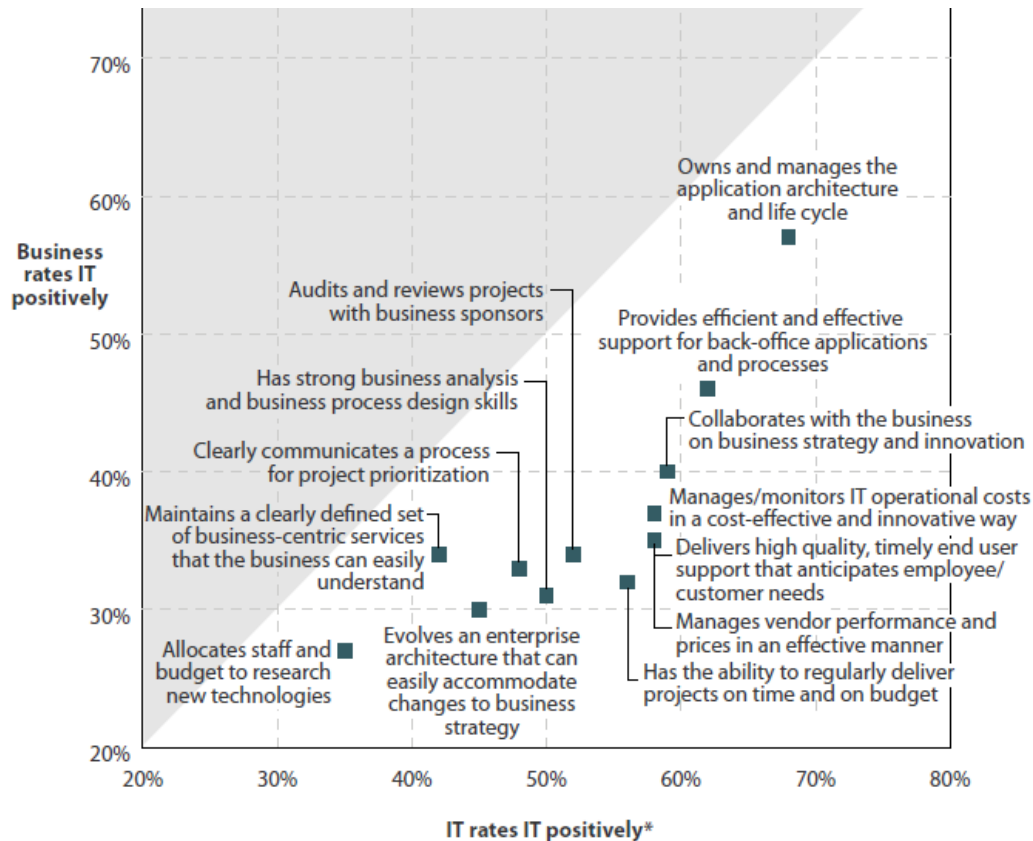
Kirk Nesbitt - IBM Cloud and Service Management Sales Leader - ANZ

06/12/2013



Angst in the organization that IT can't keep up with business need

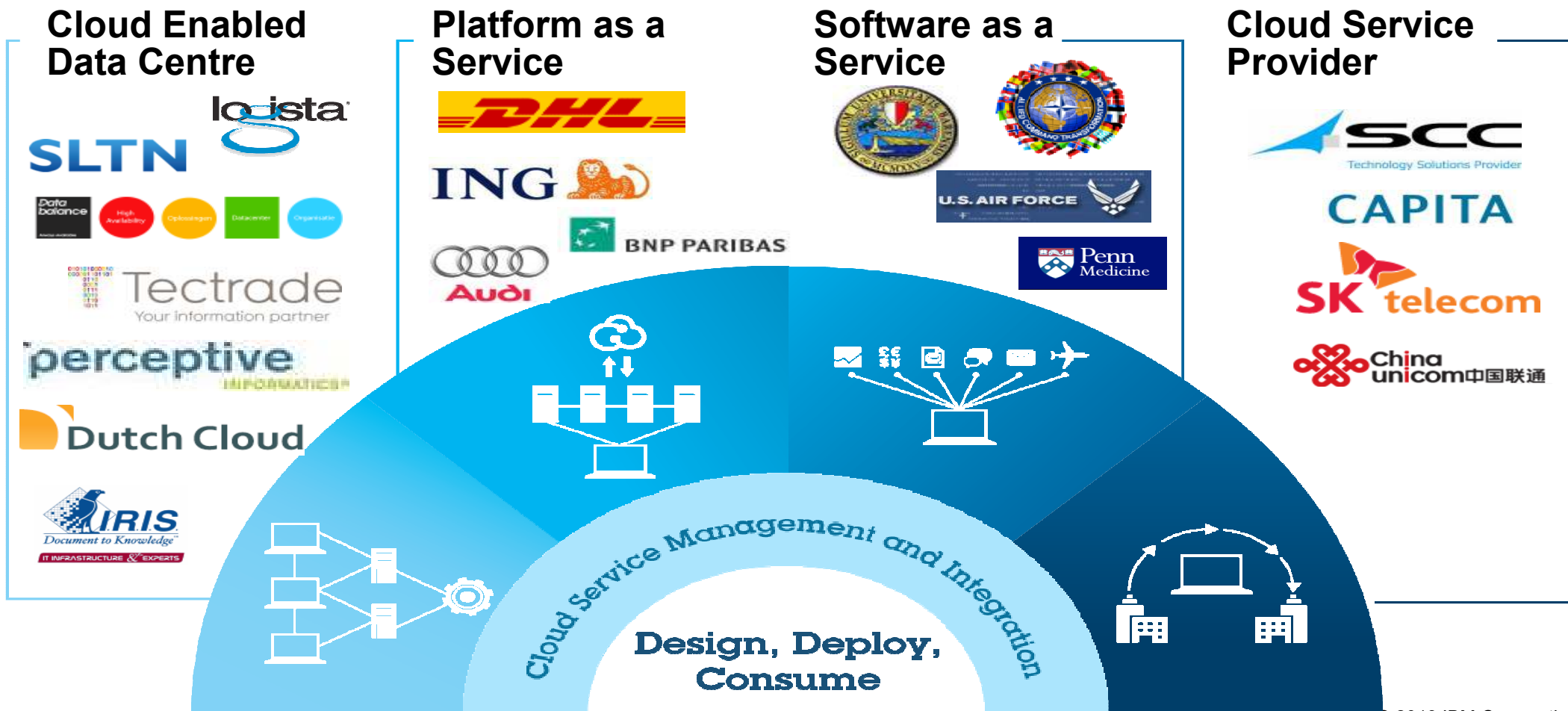
4-1 "To what extent do the following statements describe your firm's IT organization's processes and capabilities?" (percentage answering 4 or 5 on a scale of 1 [does not describe at all] to 5 [describes completely])



Base: 1,004 North American and European business decision-makers in firms with 1,000+ employees
 *Base: 1,047 North American and European IT budget decision-makers in firms with 1,000+ employees

- **Business Managers do not rate IT as highly as IT rates itself**
- **Senior Management is frustrated with IT's inability to deliver consistent, high quality service**
- **R&D and Marketing do not see IT driving innovation**
- **Increasingly business leaders are taking a more active role in technology decisions**

Adoption patterns are emerging for successfully initiating and progressing cloud initiatives.



Two Major Application Deployment Models have appeared in Cloud Adoption

Cloud Enabled

- Scalable
- Virtualized
- Automated Lifecycle
- Heterogeneous Infrastructure

**Existing
Middleware Workloads**

Compatibility with existing systems



Cloud Centric

- Elastic
- Multi-tenant
- Integrated Lifecycle
- Standardized Infrastructure

**Emerging
Platform Workloads**

Exploitation of new environments

IBM's Strategy and Portfolio are Designed to Help Clients Adopt Cloud Models that Best Meet their Unique Requirements

IBM has capabilities to address new cloud applications as well as traditional IT to cloud transformations

IBMSmartCloud

IBMSmartCloud Foundation

- Private & hybrid Clouds
- Evolve existing IT capabilities

IBMSmartCloud Services

- Secure & scalable cloud managed services platform
- Consume new & existing IT capabilities

IBMSmartCloud Solutions

- Pre-built cloud software & business process as a service solutions

IBM SmartCloud Foundation

An integrated set of capabilities for enabling private/hybrid clouds and the virtualization, automation and management of service delivery

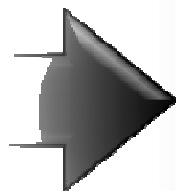
- Resilient to the velocity of changing business needs
- Enterprise-class, workload-aware
- Built-in analytics for improved insight
- Choice & flexibility in hybrid environments



TP Vision is Creating New Opportunities through Innovative Business Models

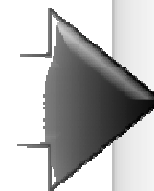
The need

- Transform [TP Vision](#) JV to modern consumer electronics provider
- Enable the emergence of new “intelligent” consumer services



The solution

- Service delivery platform based on IBM SmartCloud
- Extend new service capability and platform with other members of the [Smart TV Alliance](#)
- Add new content, services and applications to new Internet TV platform



The benefits

- **Broadens business model** from producing devices to delivering services
- **Deeper customer relationships** through tailored content
- **Flexible pricing** model that scales as the business grows

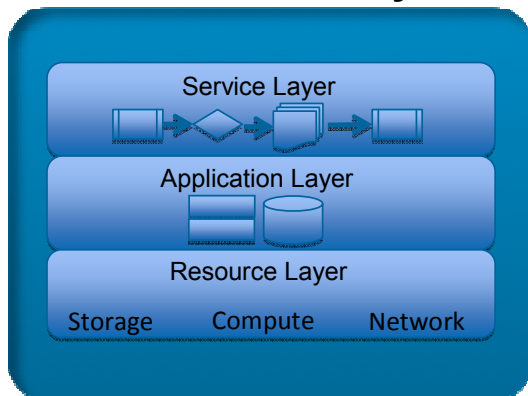
Cloud Infrastructure Solutions

Build and scale through modular components

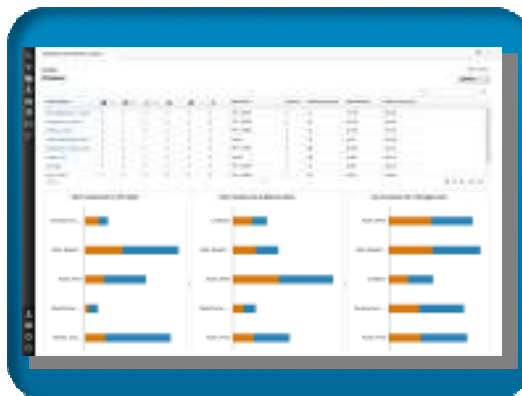
Infrastructure as a Service Capabilities

Infrastructure Management Performance Security Usage

Orchestrate all components of a cloud lifecycle



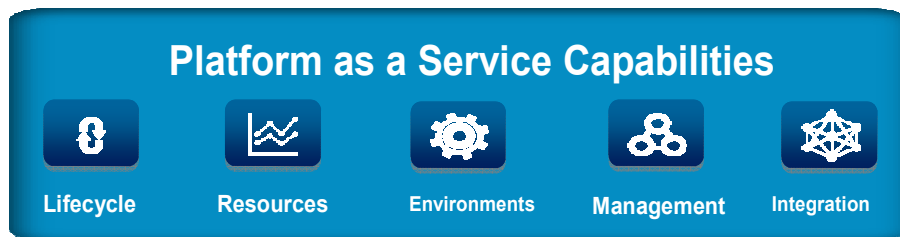
Optimize across the infrastructure



Leverage Expert Integrated Systems



Cloud Platform Solutions



Provision a delivery pipeline instrumented with performance management



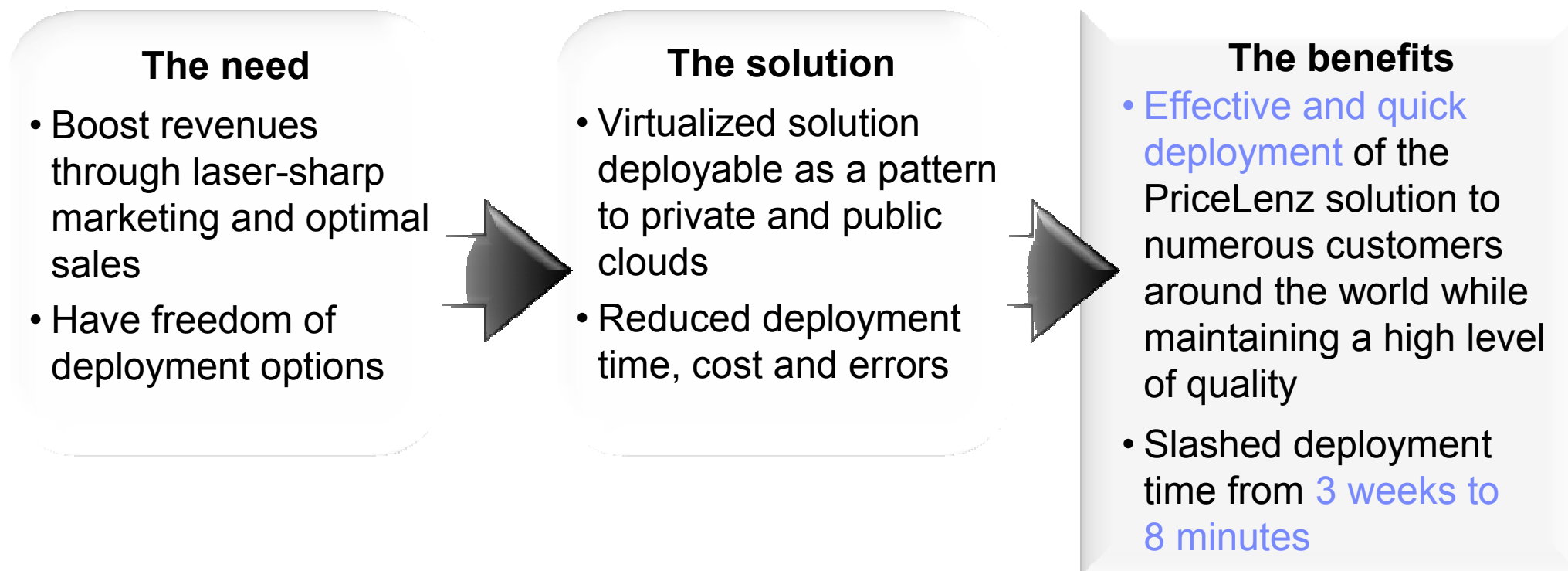
Integrate with IT (Service Request) and Business (Workload Automation) processes



Deploy repeatable patterns on highly optimized systems

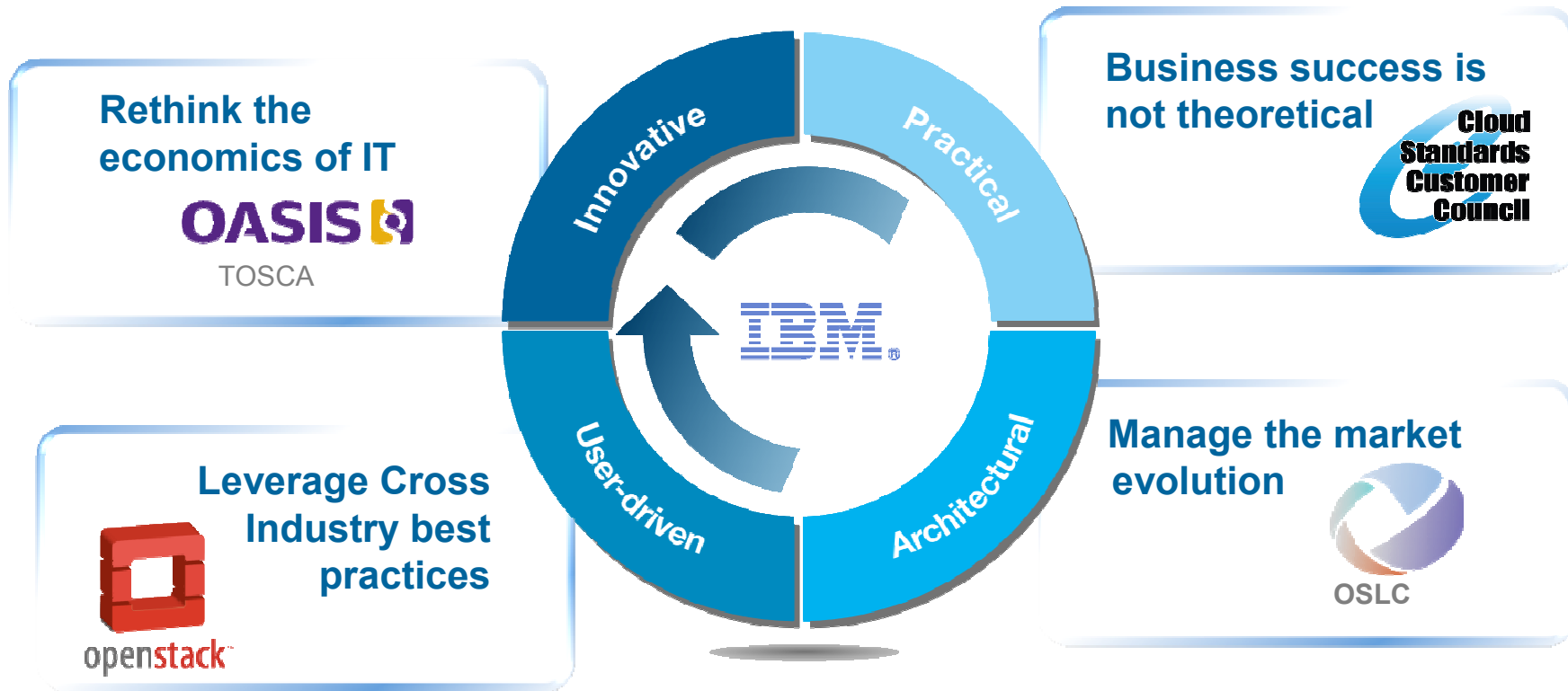


OneTree Sees Value in Delivering their Own Solutions as Patterns that are Portable Across Private and Public Clouds

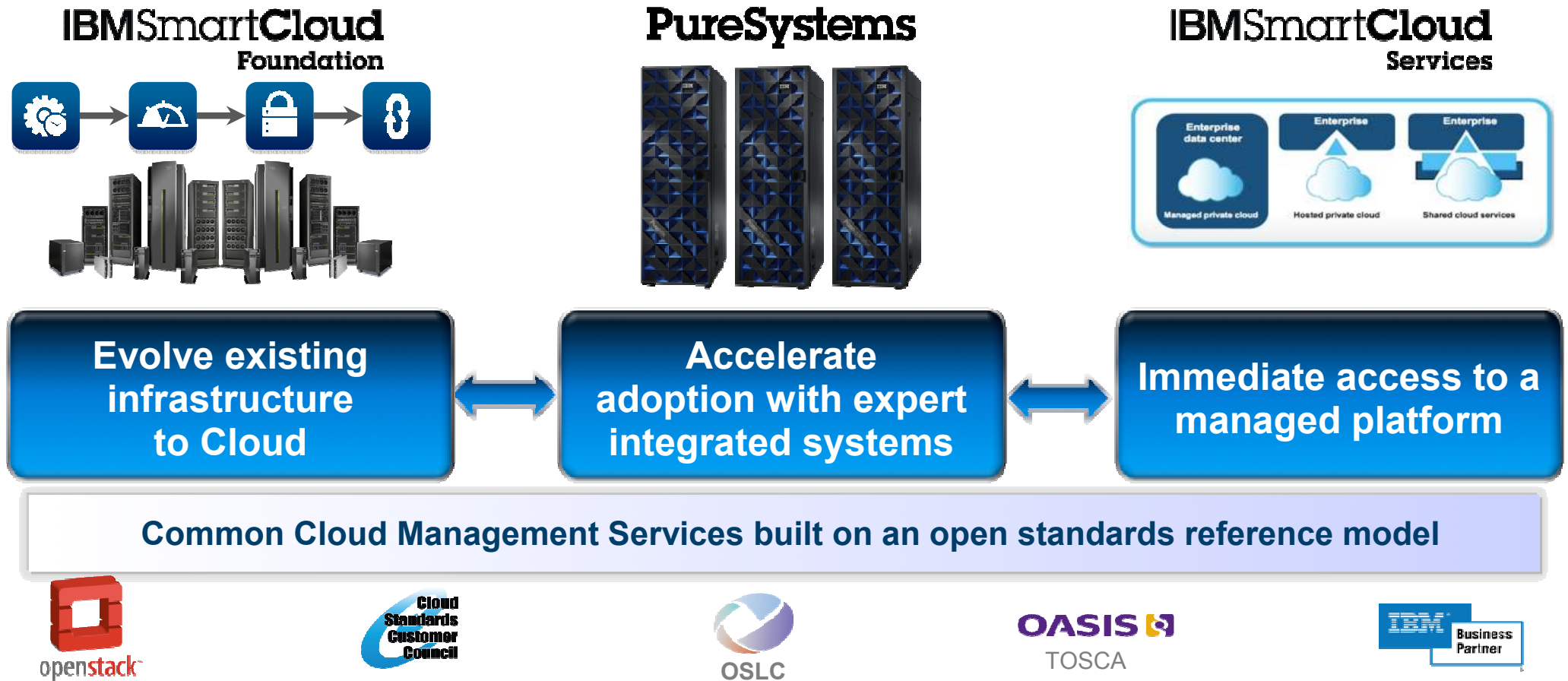


A Smarter Approach to Interoperability in the Cloud

Standards-based. Flexible. Customer Driven.



Delivering Flexibility in Consuming and Integrating Hybrid Clouds



Announcing new standards-based Cloud offerings designed to enable next generation architectures

IBM SmartCloud

Dynamic orchestration and provisioning spanning hybrid workloads

Cloud-optimized analytics delivering holistic visibility, control and automation

Threat protection with Cloud-optimized storage, security and compliance

Standards-based open platform providing flexibility in consumption and integration.

NEW

IBM SmartCloud Orchestrator

NEW in 2Q

IBM SmartCloud Monitoring

Enhanced

IBM SmartCloud Storage

Enhanced

IBM PureApplication and PureFlex Systems

Enhanced

IBM SmartCloud Workload Analytics

Beta

IBM SmartCloud Control Desk

Enhanced

Also announcing

IBM SmartCloud Continuous Delivery

Enhanced

IBM SmartCloud Application Performance Management

Enhanced

IBM Endpoint Manager for Server Automation

Enhanced

IBM SmartCloud Workload Automation

Beta

IBM Tivoli Storage Manager Operations Center

Beta

IBM SmartCloud Security

Enhanced

Pulse

IBM SolutionsConnect 2013

Thank You

