Case Study – Loft Group
Achieve global scale with cloud

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SoftLayer – A Brief History

Formed by 10 industry veterans in 2005
Model predicated on software-driven infrastructure
Unencumbered by early-industry legacy restrictions

Founding principles
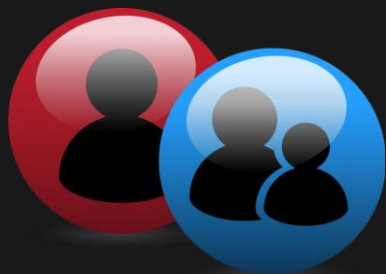**Innovation, Empowerment, Automation, Integration**

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SoftLayer Advantages

Complete control,
access, and transparency

Seamless fault-tolerant,
multi-site topography

Single-tenant and
multi-tenant environments

Complete portfolio available
on-demand in all data centers

SoftLayer Stands Apart

Cloud providers and many in the market make some core assumptions that mandate that…

All resources are **virtualized**

All resources are **shared**

With SoftLayer, neither is mandated, opening up cloud computing to new applications and use cases

… **virtualization** is a choice with a flexible set of options

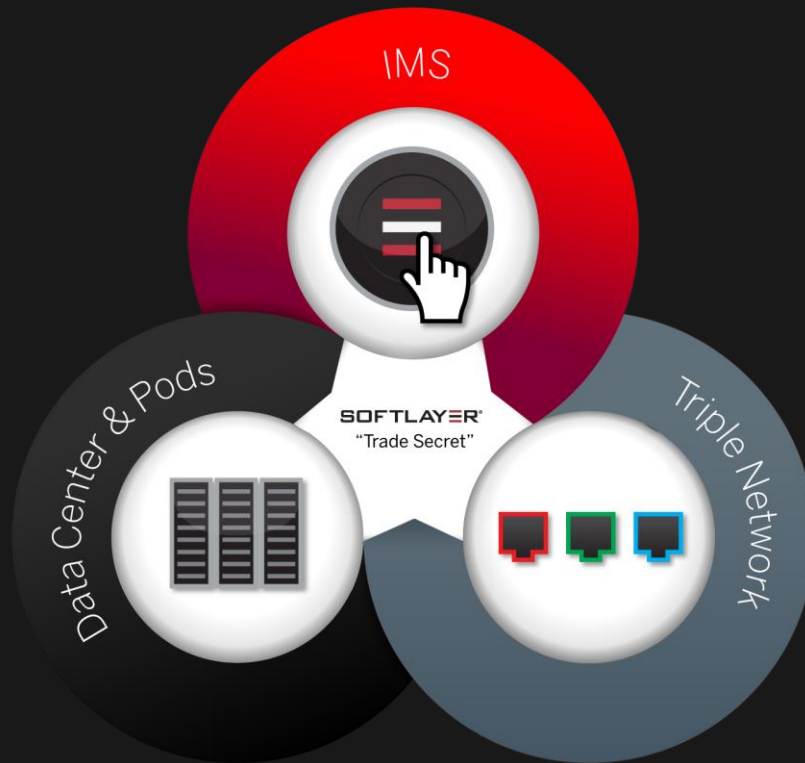… resources can be **shared**, **dedicated** or **mixed**.

…the client has ultimate choice

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SoftLayer – A Cloud Without Compromise

- Customers mix and match bare metal servers, virtual server instances and turnkey private cloud and mange them from a single control pane or API

- All deployed on demand and provisioned automatically in real time

Video / UCC	HPC / BigData	Mobile Backend Services	Microsoft Apps	IWD Patterns	SWG BlueMix	Cloud Native Apps	Virtual Desktop	Telco White Label

Infrastructure Management System provides orchestration and automation

Hyper-V	VMWare	Citrix Xen	OpenStack	CloudStack	Parallels

Bare Metal Servers	Virtual Server Instances	Private Clouds

How it all fits together

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Delivering to New Global Markets

Transformation timeline:

FROM

3-5 years

TO

Months

- **Mobile, digital learning platform**
- **Delivered to new global markets**
- **With IBM Cloud**

Statement #1
No other cloud services provider has the technology capabilities, expertise and credibility of IBM

Statement #2
No other cloud services provider is investing as much to enable any company to build its ideal cloud solutions.

Statement #3
No other cloud services provider gets business and gets cloud at the same time