BusinessConnect and SolutionsConnect
It's time to make bold moves.

Cloud has a silver lining
Re-making Enterprise IT

Andrew Kupetz, Cloud CTO
IBM Australia & New Zealand

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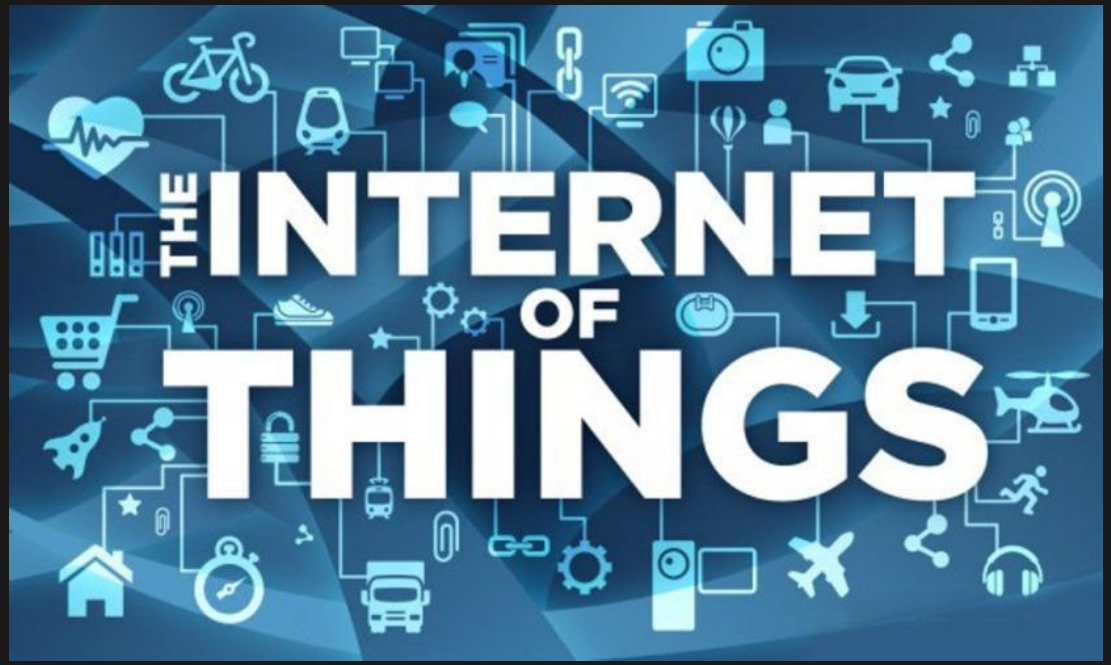
Where is the World of Cloud Going?

The Internet of things everything **mobile** everywhere **composed** any-way



Think any function:

Apps
everyone to everyone

APIs
machine to machine

Machine
As any thing

=

Central Nervous System

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Cloud Computing is About Principles and Design

Cloud Computing Business & IT Benefits

Legacy
No cloud computing qualities

Slow outcomes
Change paralysis
Expensive
Risky
Lock in
Rigid
“Big” & Monolithic
Pay for “everything”
One off
High touch (manual)
Managed Service
Think HW + SW + Applications

Cloud Enabled
Partial qualities

Note: traditional technologies can have cloud qualities

Cloud Native
Inherent qualities

Fast outcomes
Continuous delivery
Value
Mitigated
Freedom of choice
Scalable & elastic
Plug in & out capability
Pay for what you need
Mass re-use
Low touch (autonomic)
Self service
Think Apps, APIs & Services

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"Make no mistake, IBM is remaking enterprise IT for the era of cloud."

– Ginni Rometty

Cloud as 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

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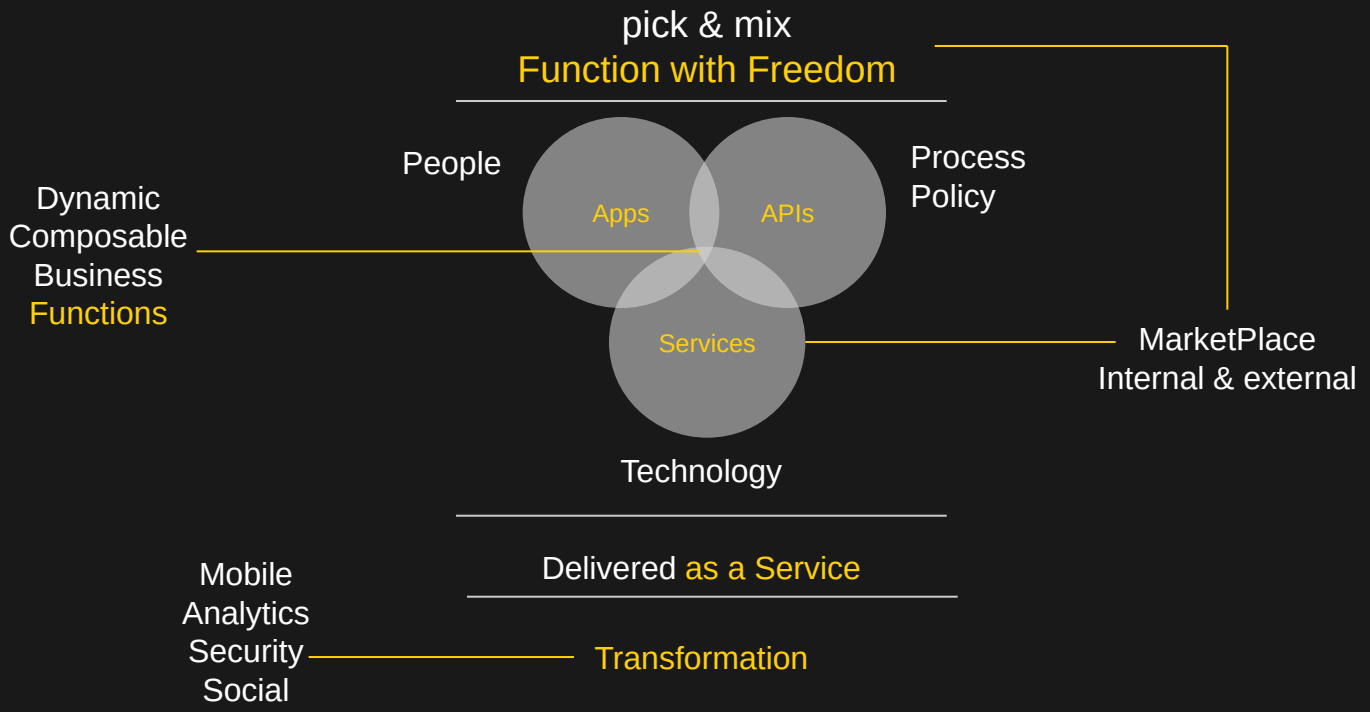
Cloud Computing is Function with Freedom



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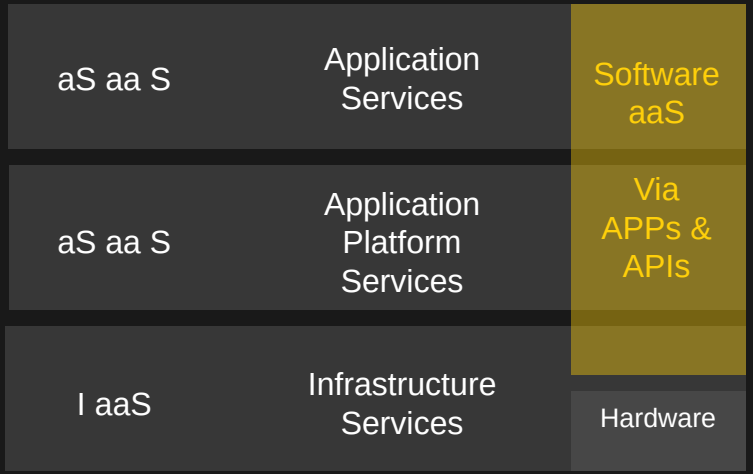
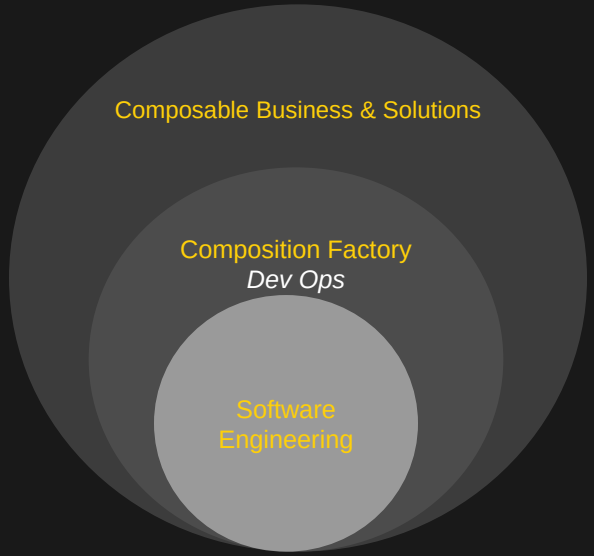
Cloud Computing Requires a New Organisational Model

IBM Cloud Marketplace
pick & mix Components as a Service



The new Business & IT
Solutions as a Service



On Premise – Off Premise Hybrid

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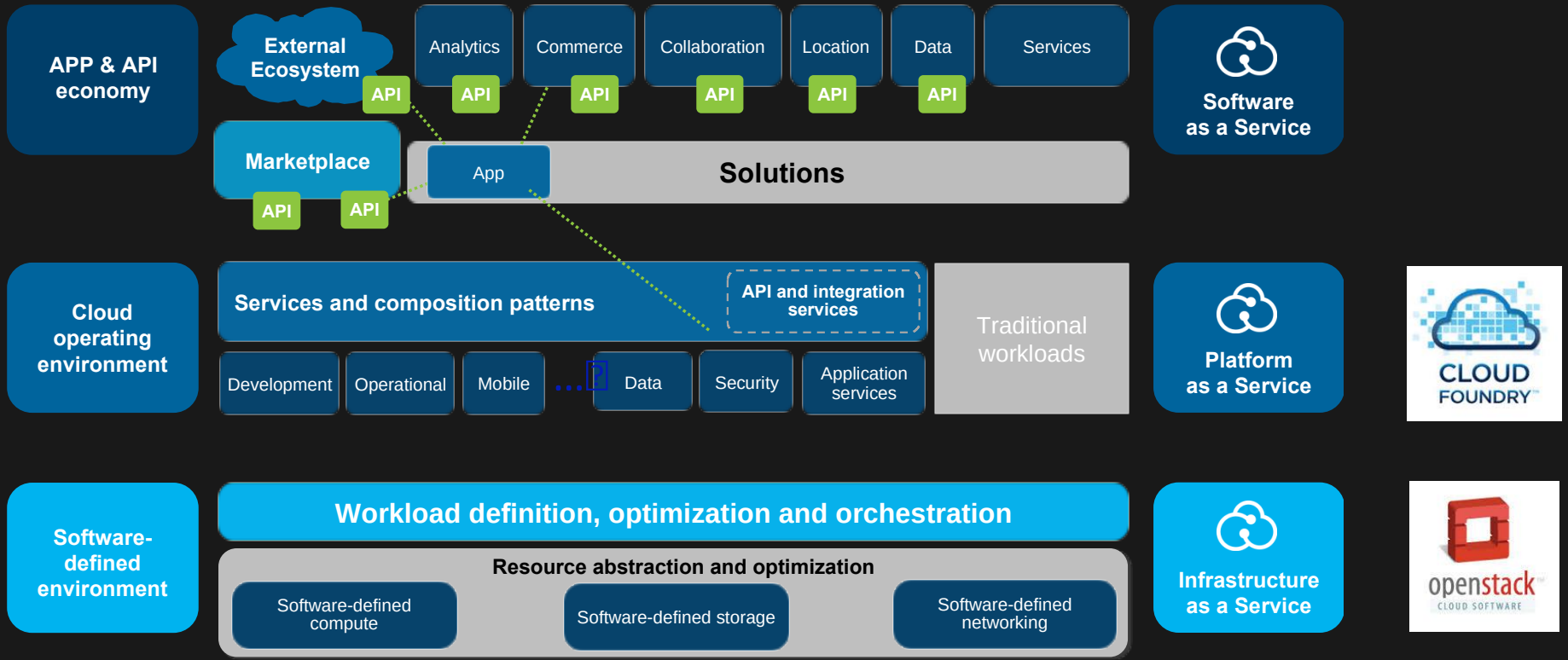
The Next-generation Cloud Computing Platform



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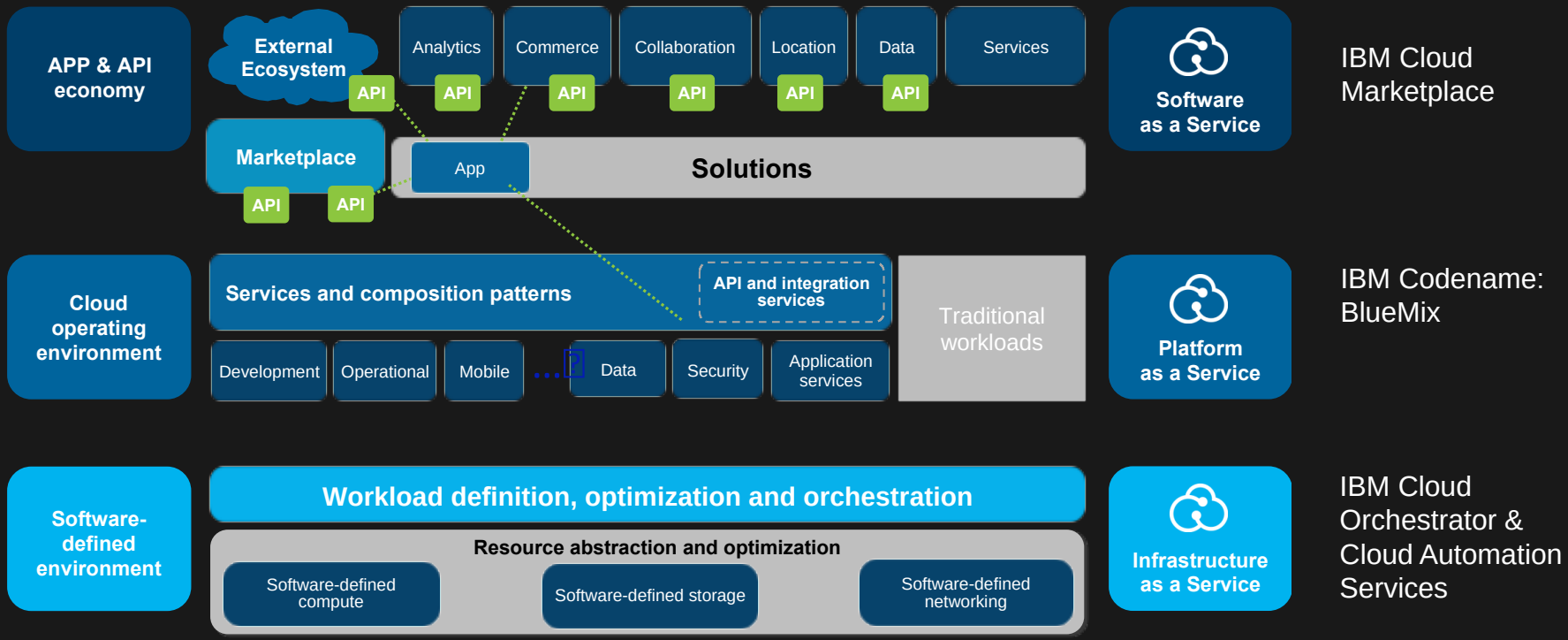
IBM's Next-generation Cloud Computing Platform Enablers



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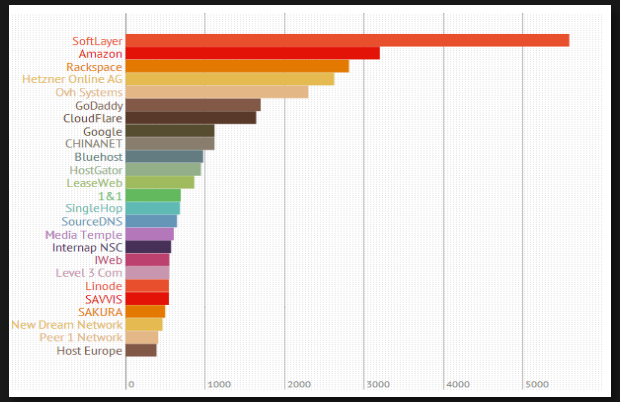
IBM Cloud IaaS Portfolio

enabling complementary solutions to match location, purpose & workload needs

Integrated System *for on premise*	SW & Prof. Services *for on premise*	Cloud Enabled (aaS) *for high touch needs*	Cloud (aaS) *for low touch needs*
Expert Integrated System	Modular Cloud Builder	Client off premise Cloud Enabled DC SO	Client off premise Premium IaaS+PaaS
IBM PureApplication System	**Private Modular Cloud**	**Cloud Managed Services**	SOFTLAYER® an IBM Company
• Pre integrated application system providing platform services • Rapid and reliable provisioning of optimized pattern-based applications • Automated monitoring and management of application • 200+ traditional application, middleware & database provisioning patterns	• Out of the box private cloud builder (server, storage & network). • Option of VMWare, OpenStack and IBM SmartCloud Orchestrator cloud management software stacks • HW agnostic. IBM PureFlex, SoftLayer, Client • 200+ traditional application, middleware & database provisioning patterns	• Suited to legacy and traditional 3 Tier application models, (App, MW and DB) • Requires a highly built out and resilient infrastructure & operational environment • Typical applications being SAP & Oracle ERP, CRM solutions	• Designed for Cloud Computing • Suited to web 2.0, cloud enabled and cloud native programming models • Resiliency is built into the platform/app layer • Typical services include MongoDB, NodeJS, RabbitMQ
Infrastructure (HW & SW) Client or Provider DC Premise	**Client, IBM or Softlayer Infrastructure & Premise**	**IBM Premise**	**SoftLayer Premise**

progressive interoperability & convergence
e.g. refer to PureApp Pattern Engine & Patterns

IBM SoftLayer



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

Acquired by IBM in July 2013

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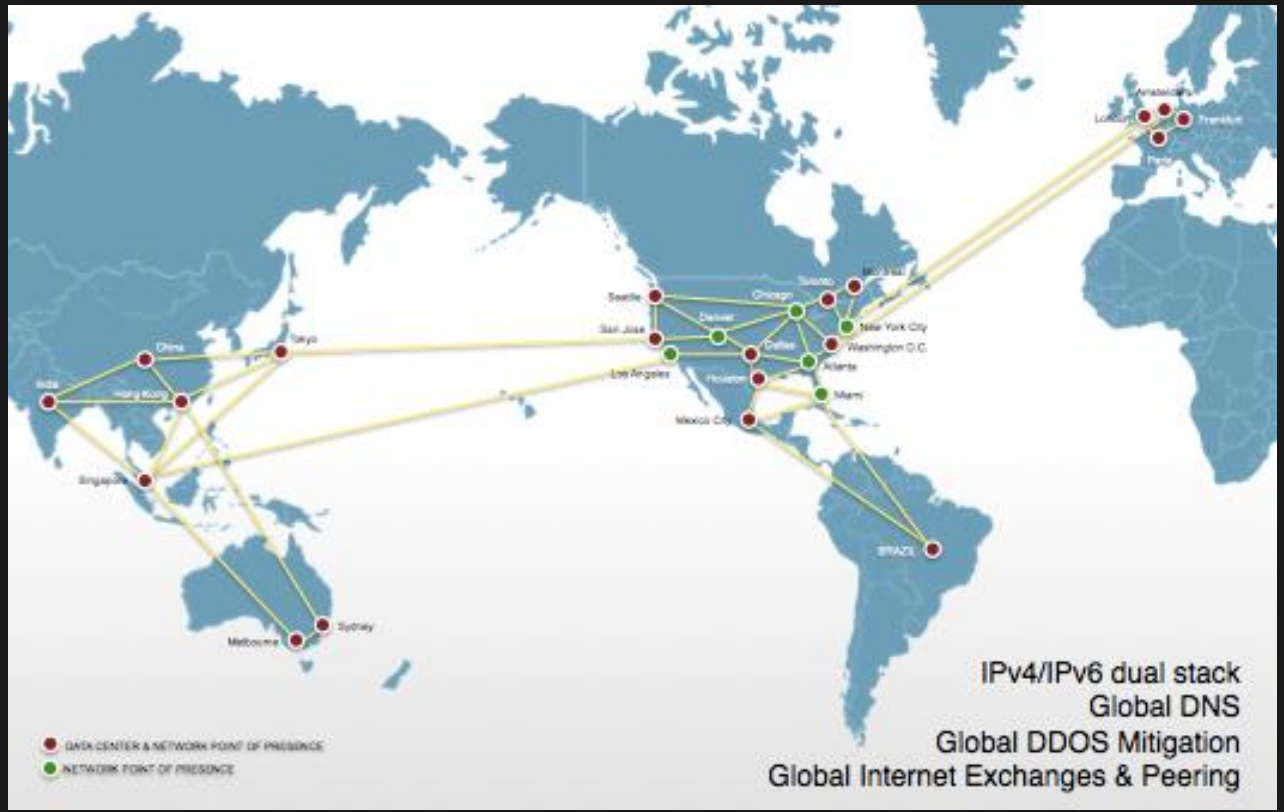
IBM SoftLayer Global Hub



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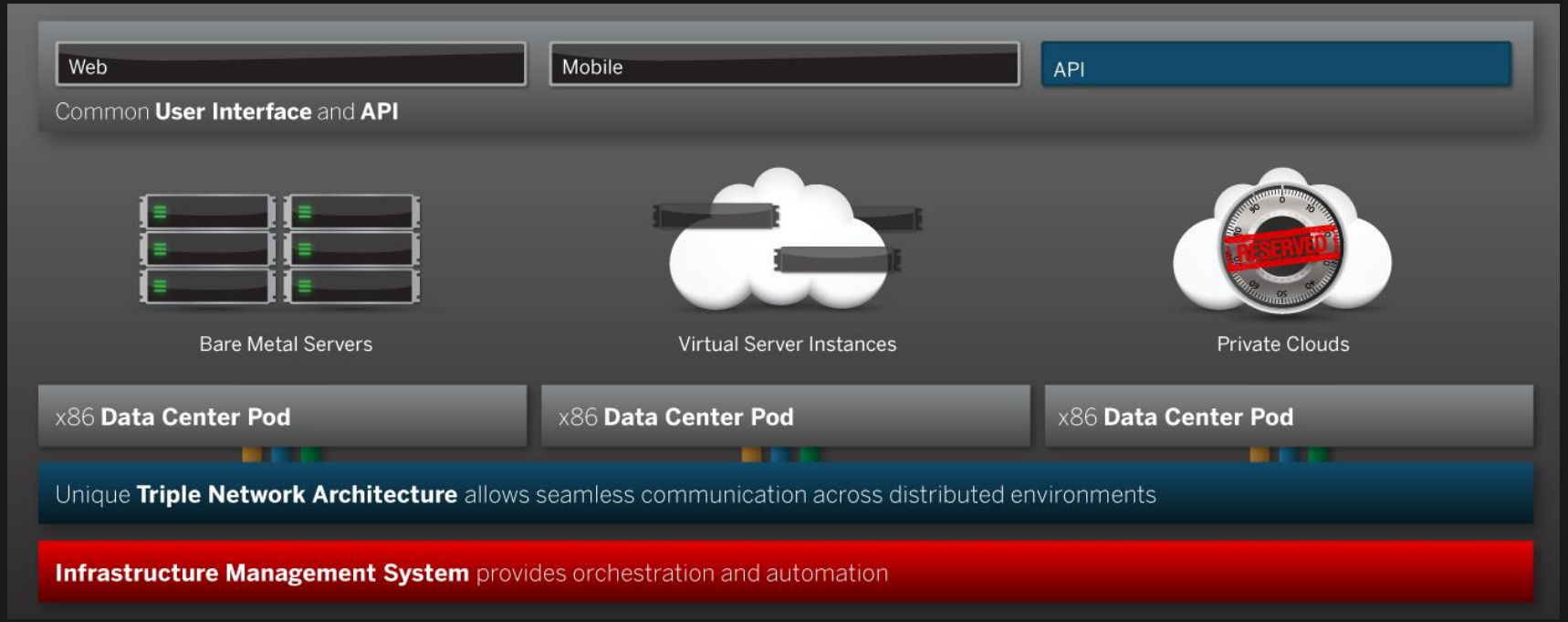
IBM SoftLayer Differentiation

Private. Public. Hybrid. One portal. One set of APIs. One platform.



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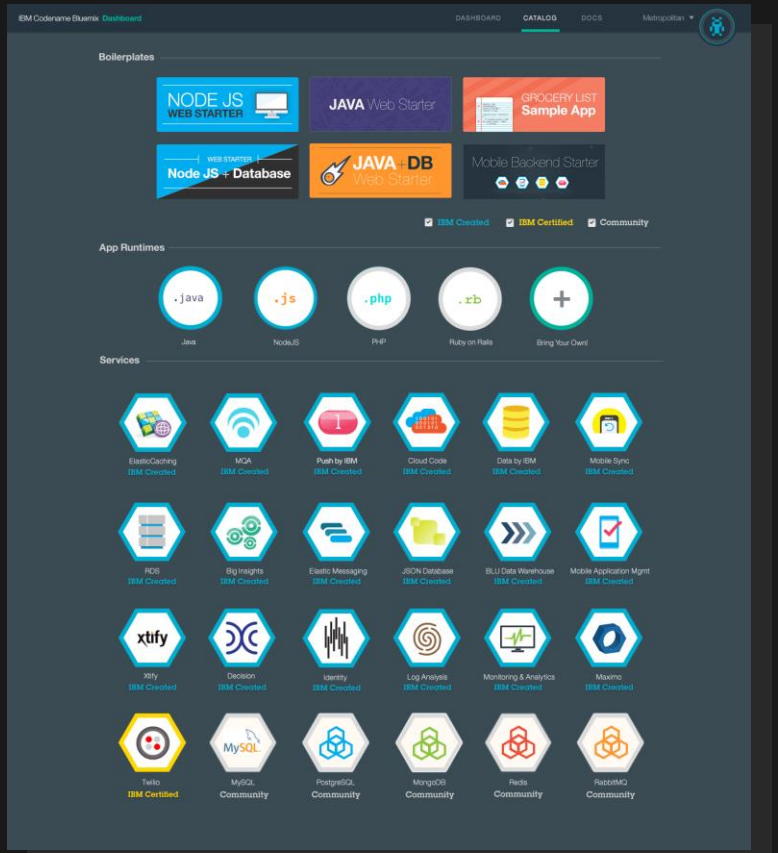
IBM Codename: BlueMix



application Platform as a Service

Build & run your Apps

Any language runtime

DevOps

Continuous software delivery

Compose from APIs and Services

A catalog of open source, IBM and third party APIs

Cloud Integration

Build hybrid environments

Extend SaaS Apps

Extend SaaS App SDKs to new use cases
(e.g,. Mobile, Analytics)

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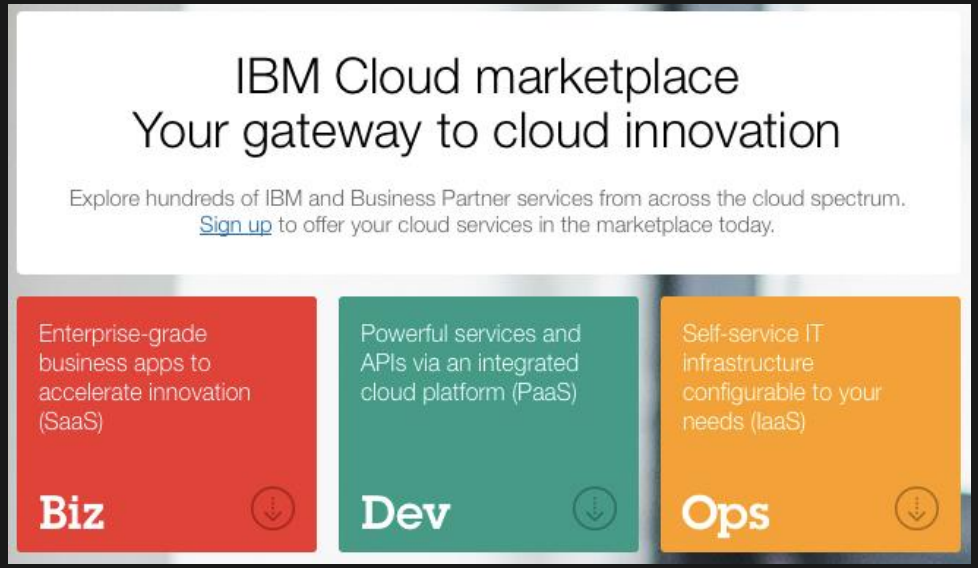
IBM's Cloud Marketplace

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 & aaS offerings

IaaS	Softlayer hosted provider services
PaaS	IBM Bluemix, IBM Pattern Engine & IBM High Performance Computing eg. Big Data
aaS	Providers can integrate their services (Apps & APIs) to the marketplace – partners, independent developers and MSPs



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IBM's Cloud Marketplace

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Moving to a new world?

- Systems of Engagement versus Systems of Record
- The old
  - Quarantine
  - Expose
  - Hollow out
- Compose the new

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