

BusinessConnect and SolutionsConnect

It's time to make bold moves.

Cloud has a silver lining

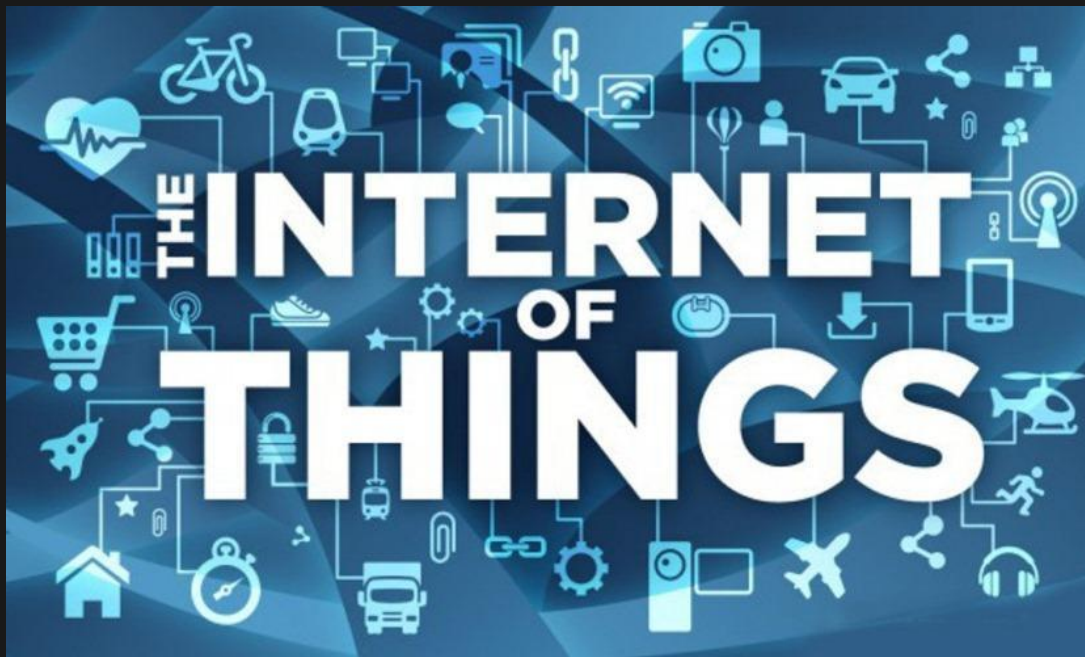
Re-making Enterprise IT

Andrew Kupetz, Cloud CTO
IBM Australia & New Zealand



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**

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

*“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

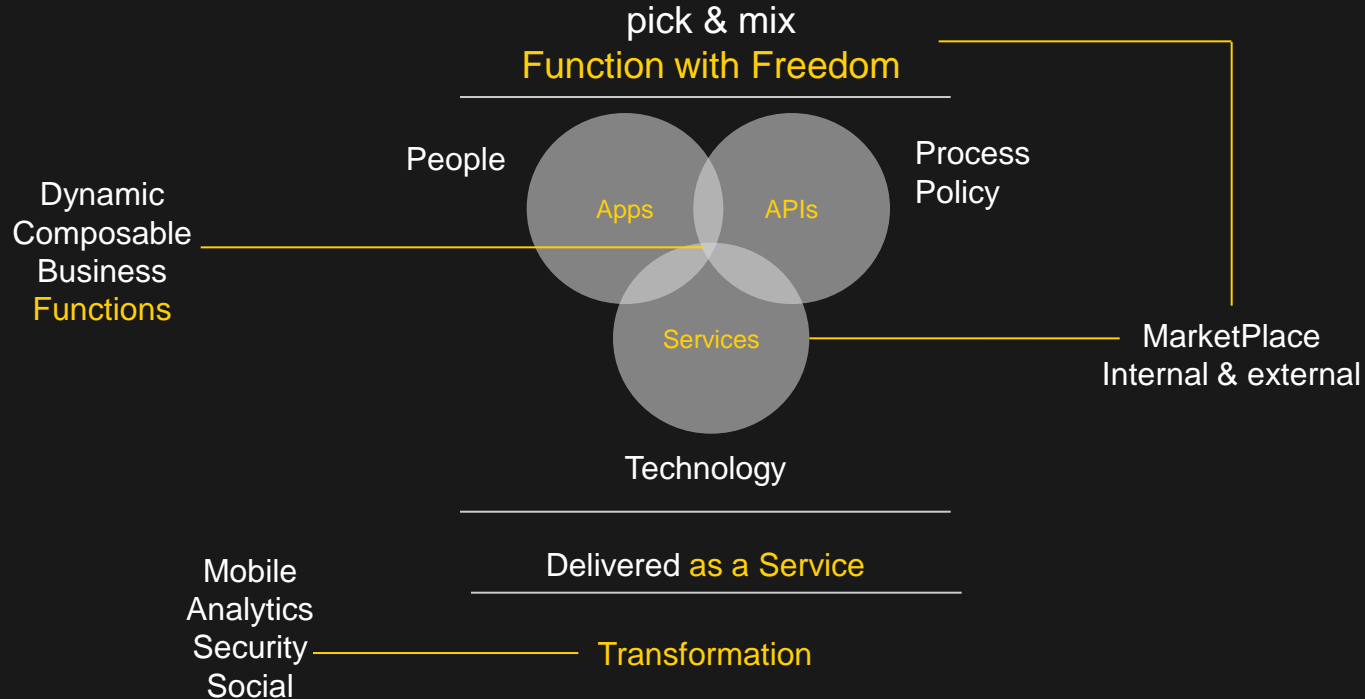
100+

SaaS Offerings

40,000+

Experts

Cloud Computing is Function with Freedom

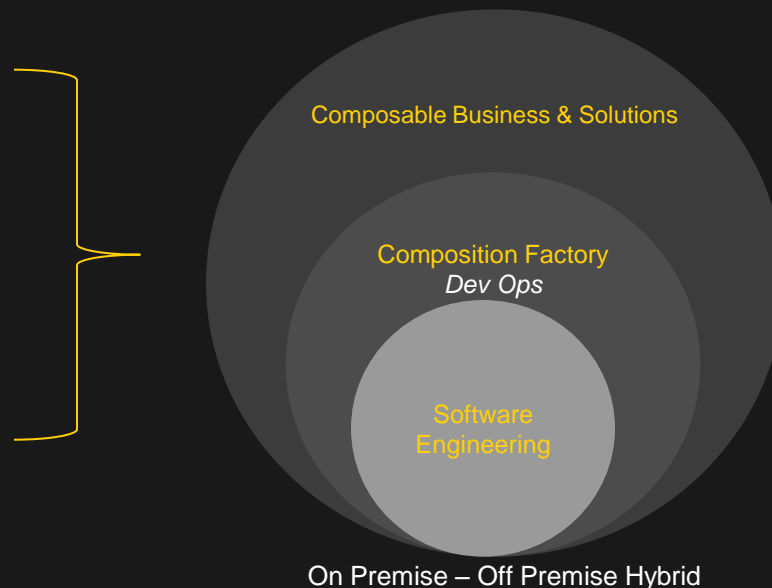


Cloud Computing Requires a New Organisational Model

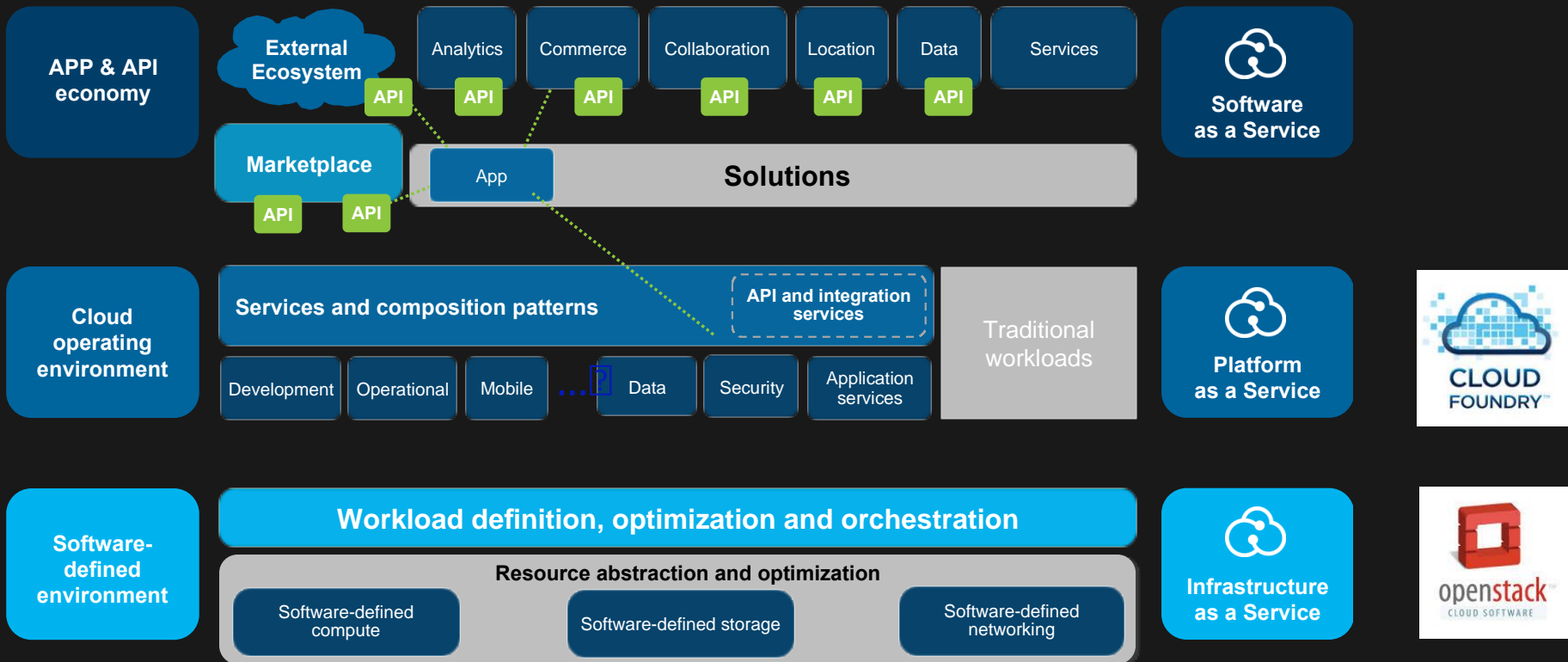
IBM Cloud Marketplace
pick & mix **Components as a Service**

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

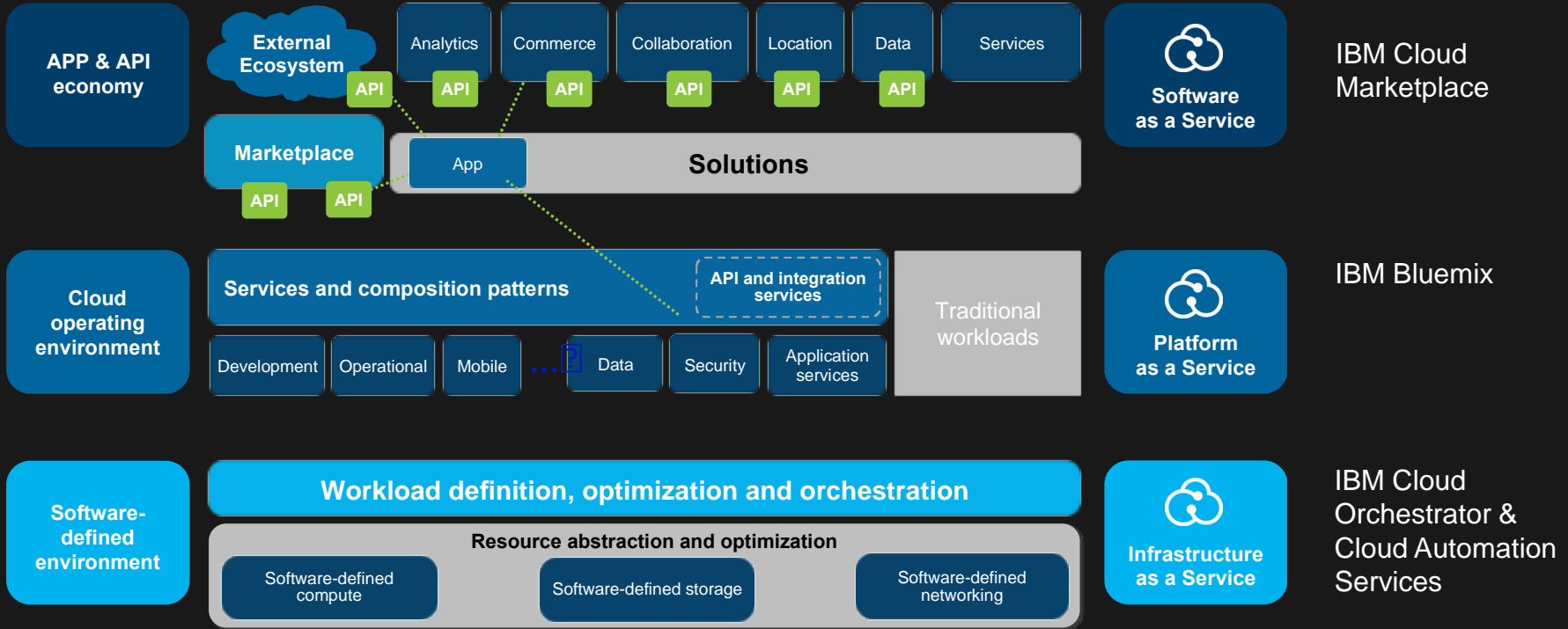
The new Business & IT
Solutions as a Service



The Next-generation Cloud Computing Platform




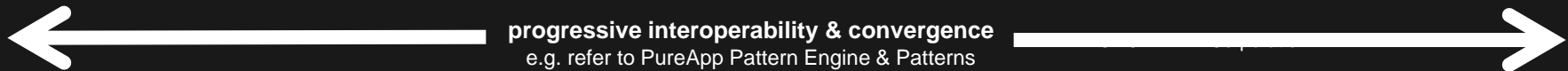
IBM's Next-generation Cloud Computing Platform Enablers



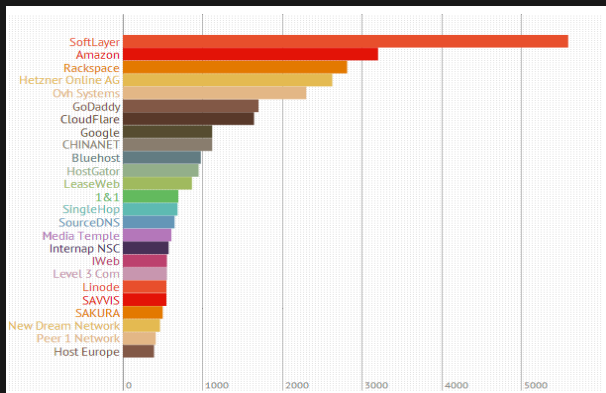
IBM Cloud IaaS Portfolio

enabling complementary solutions to match location, purpose & workload needs

Integrated System <i>for on premise</i>	SW & Prof. Services <i>for on premise</i>	Cloud Enabled (aaS) <i>for high touch needs</i>	Cloud (aaS) <i>for low touch needs</i>
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	
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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



IBM SoftLayer



Formed by 10 industry veterans in 2005

Model predicated on software-driven infrastructure

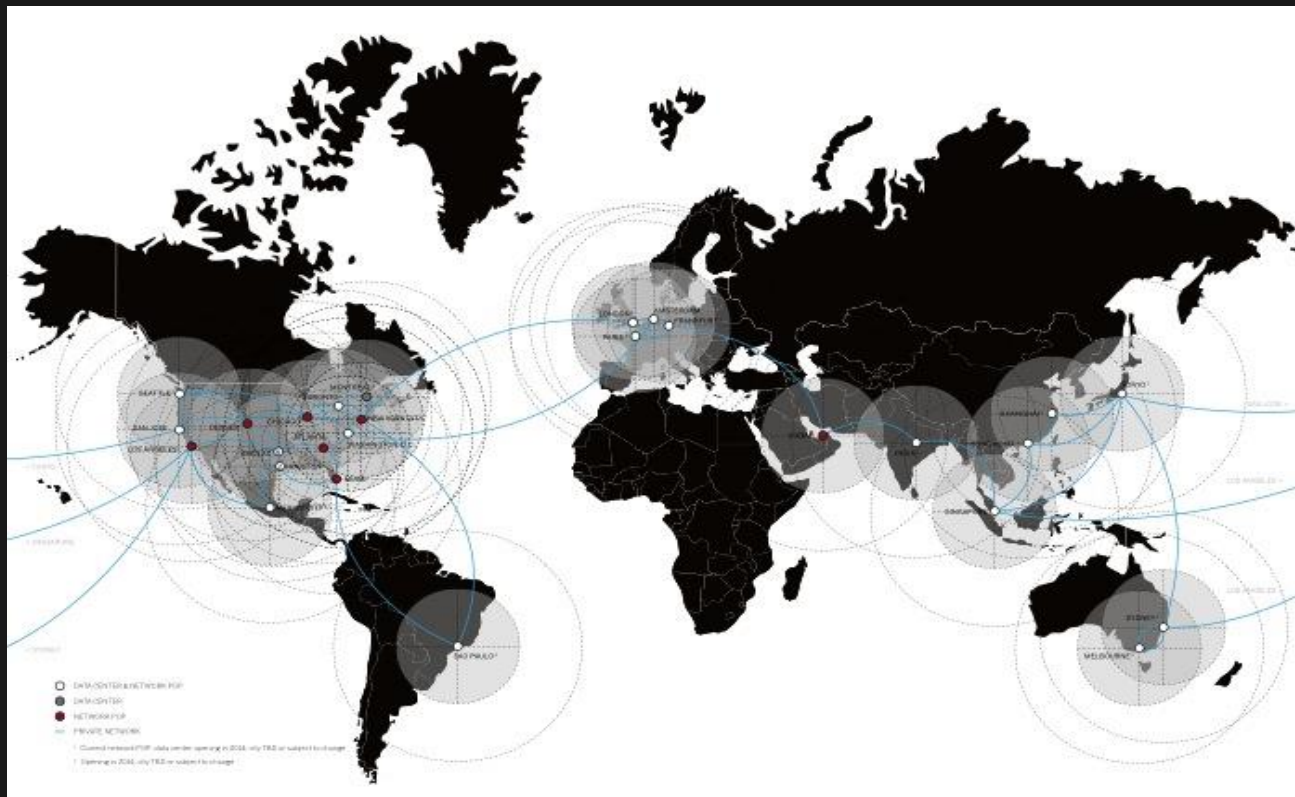
Unencumbered by early-industry legacy restrictions

Founding principles

Innovation, Empowerment, Automation, Integration

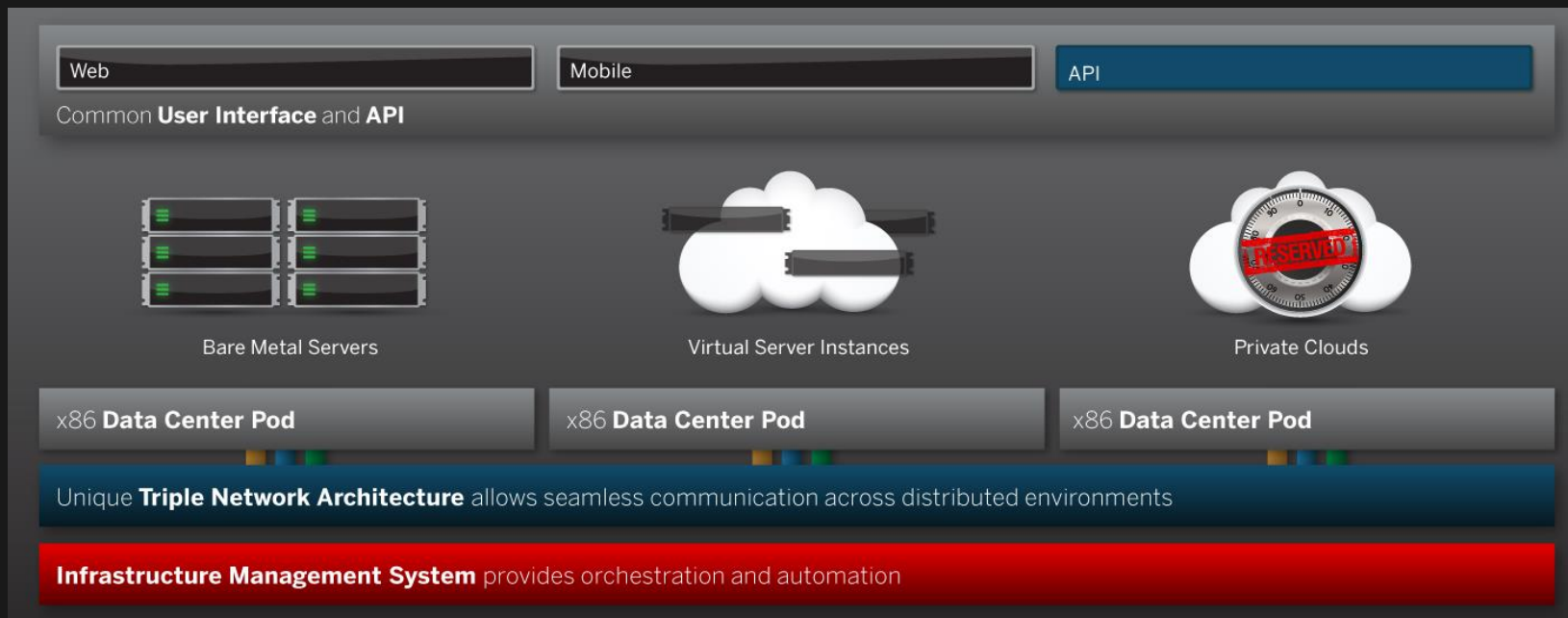
Acquired by IBM in July 2013

IBM SoftLayer Global Hub

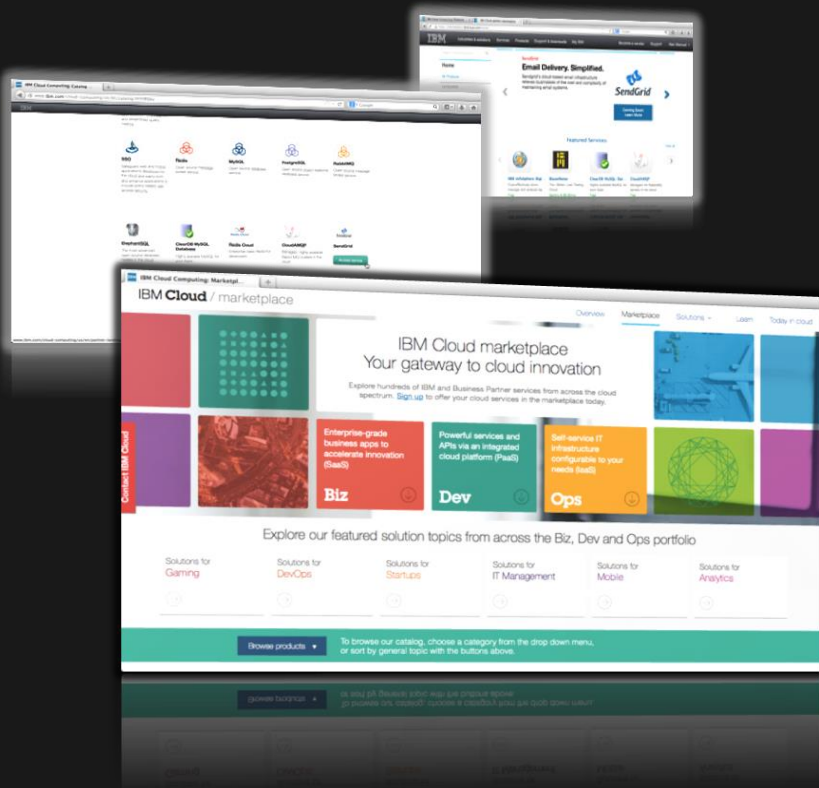


IBM SoftLayer Global Cloud Platform

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



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

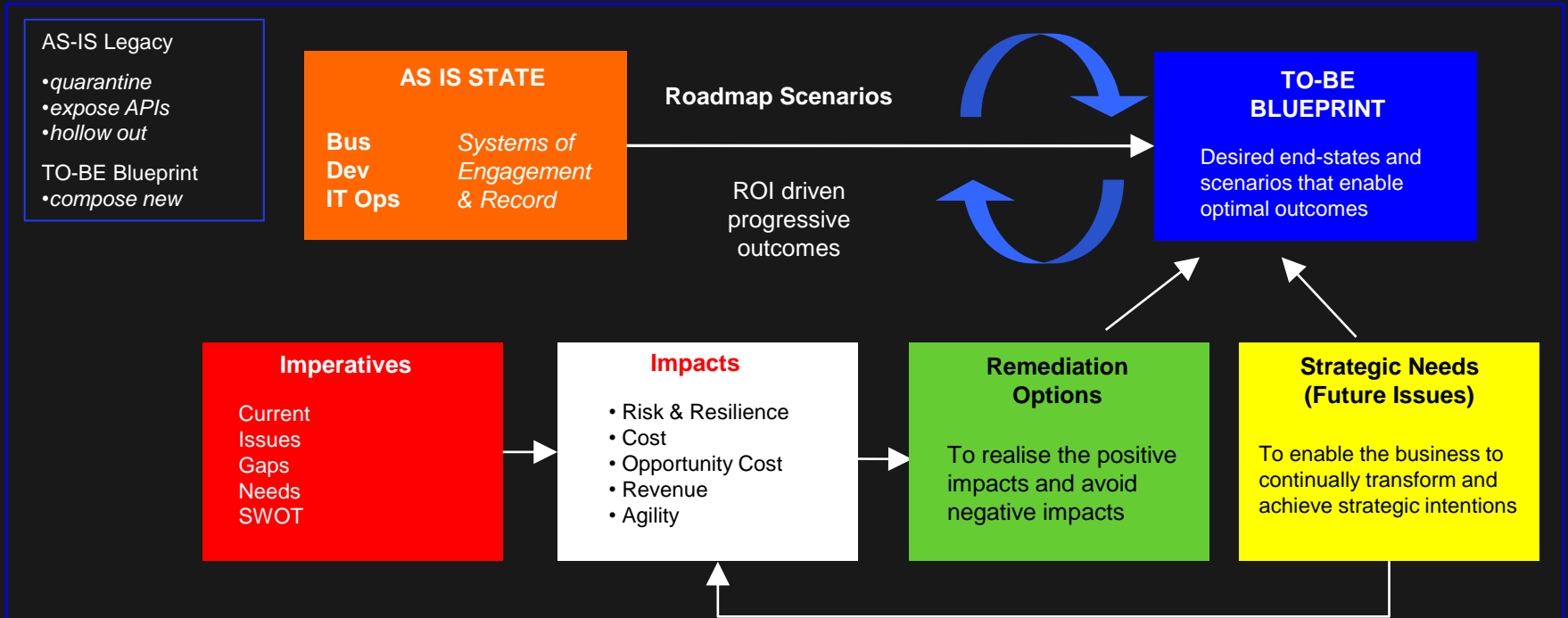
Single point of entry for IBM's extensive IaaS, PaaS & SaaS offerings

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



Moving to a new world?

Many entry points... on Premise + off Premise = Hybrid for (IaaS | aPaaS | aSaaS)





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