

BusinessConnect

A New Era of Smart

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How Dynamic Cloud is driving IT Infrastructure Transformation

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Dynamic Cloud is like a generational clash: best CIOs gain the best by complementing both sides



The old, good rules:

- Availability
- Security
- Performance
- Support & SLAs



Enterprise level services



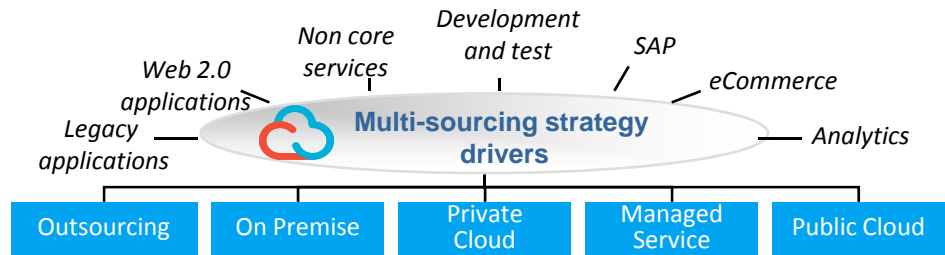
A whole new world:


- Rapidity
- Systems of Engagement
- Pay per use
- Elasticity



The IT Transformation steps towards the right governance of Dynamic Cloud


 **Think your Multisourcing Strategy**



 **Build IT-as-a-Service transformation**



Put your Data center in line with model and speed of the external world

 **Tap into a new way of building and consuming applications**





Integrate Cloud infrastructure resources, platforms and apps with on-premise tools and applications





SoftLayer, an IBM company, stands apart from other cloud vendors providing you with unique options

The initial cloud revolution was based on assumptions such as:

- All resources are **virtualized** 
- All resources are **shared** 



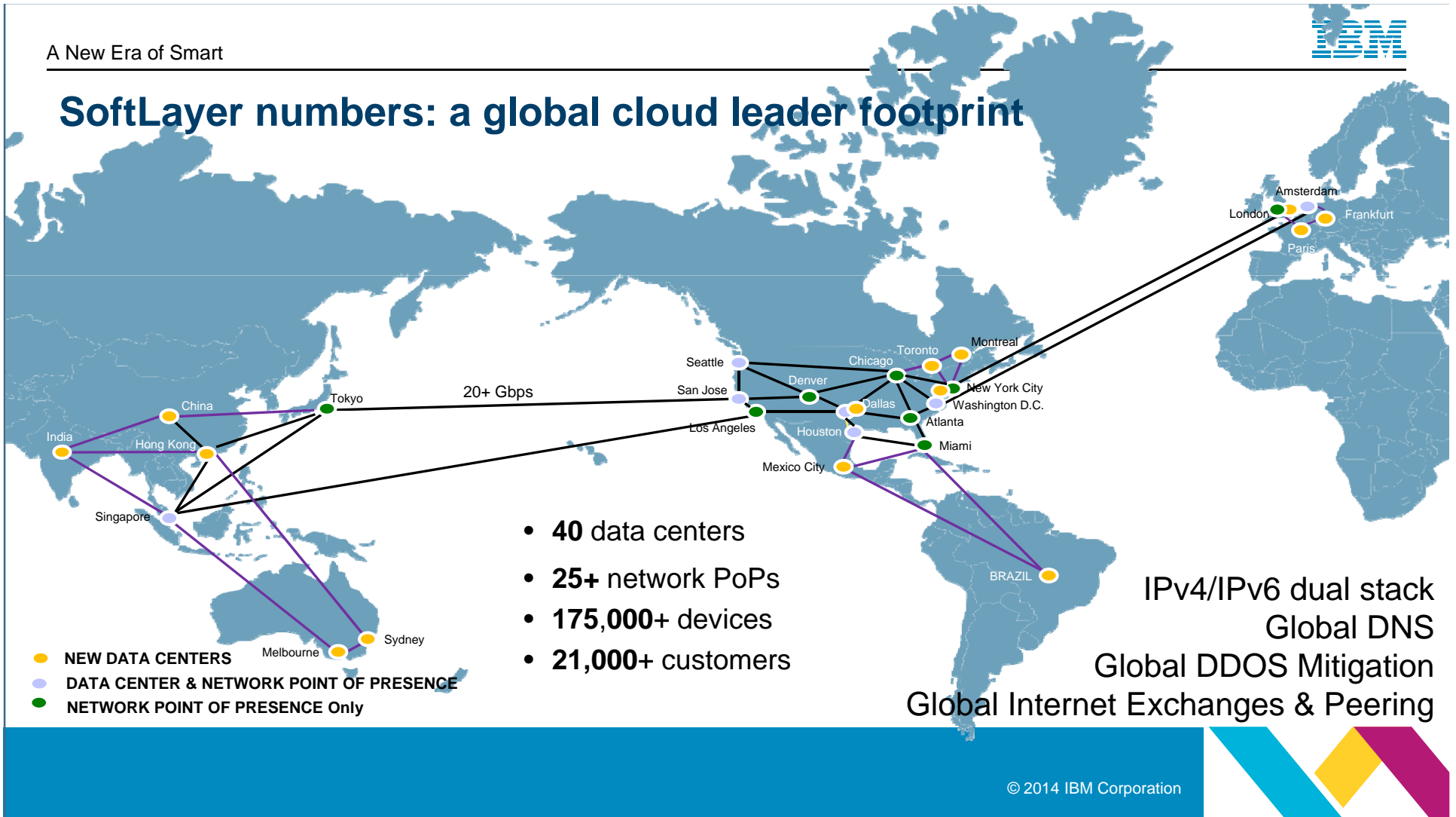
SoftLayer® embraces the idea that:

- ... **virtualization** is a choice with a flexible set of options 
- ... resources can be **shared, dedicated or mixed** 

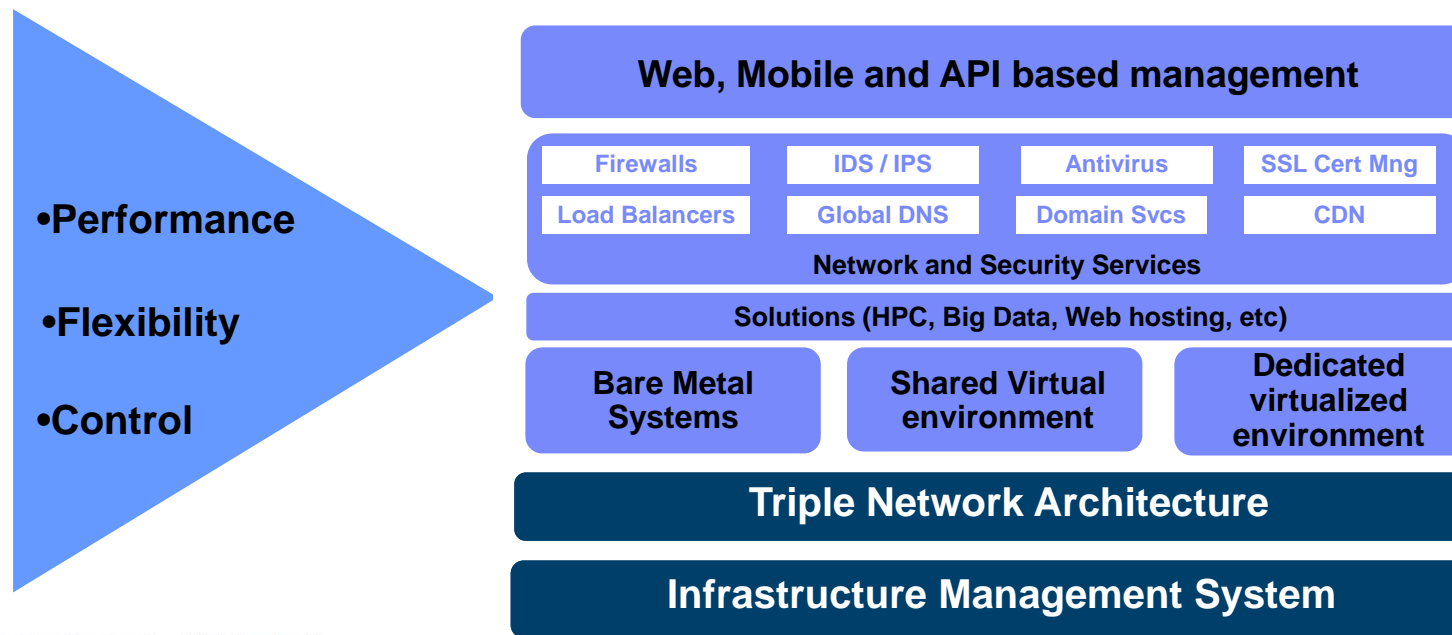
But you have the ultimate CHOICE



SoftLayer numbers: a global cloud leader footprint



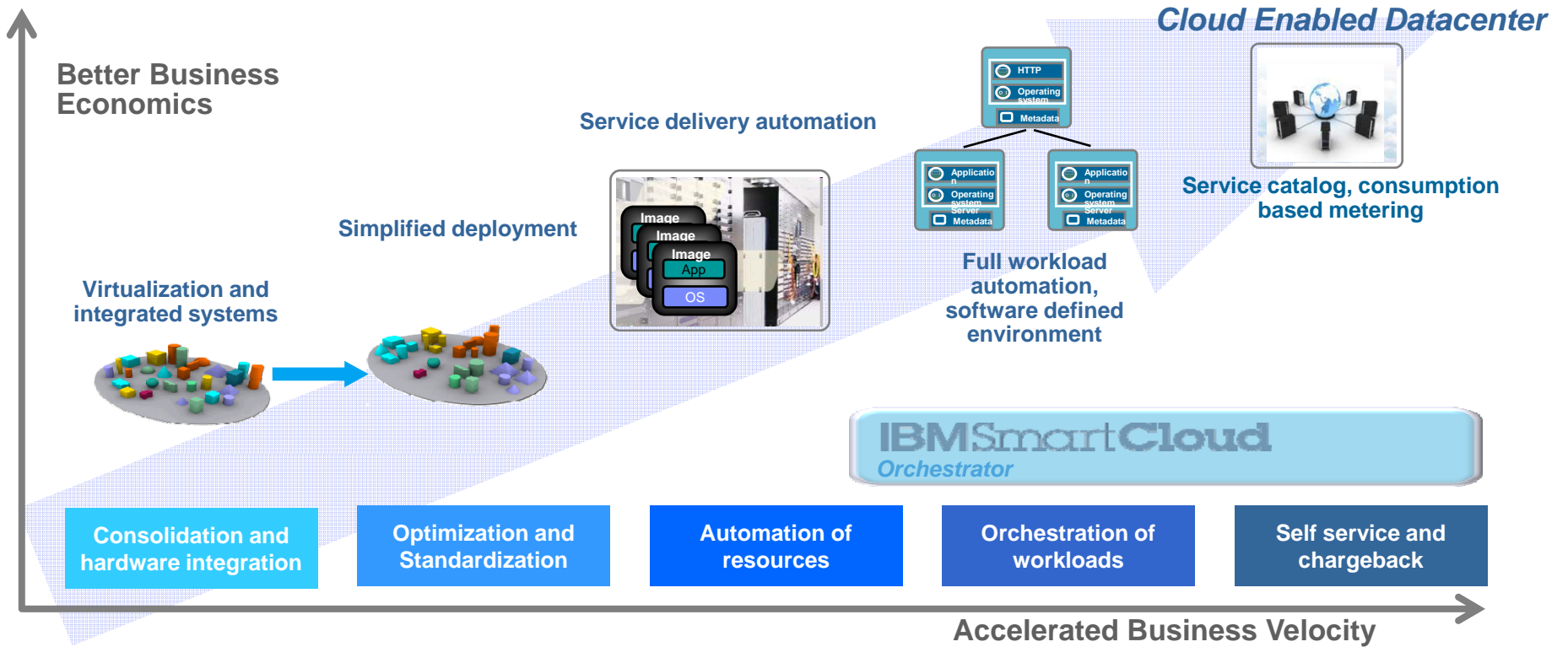
Why IBM SoftLayer for your infrastructure needs?



SOFTLAYER[®]
an IBM Company



The Cloud Enabled Data Center: Cloud model, on premise



The Dynamic Cloud essence: acting on a virtual, continuously reshaping Datacenter layout



Workload Management integration

- Resource provisioning and monitoring on virtual Datacenter
- Policy based load-balancing on hybrid resources
- Integrated Security in resources access

IBM SmartCloud
Orchestrator

Software development pattern portability

- Bluemix open platform
- Pure Applications expert integrated systems
- Urban Code devops solutions



PureApplication
Service
SOFTLAYER
an IBM Company

Application and data integration

- Data format mapping
- Application protocols gateway
- Integration patterns ecosystem



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