BusinessConnect

A New Era of Smart

05/28/14

Infrastructure Matters

Tom Rosamilia
Senior Vice President
IBM Systems & Technology Group
and Integrated Supply Chain

The world has changed -- drastically

63% of people
expect to be doing more shopping on their mobile devices over the next couple of years

40% of people
socialize more online than they do face-to-face

57% of companies
using cloud to drive competitive and cost advantages

300x growth
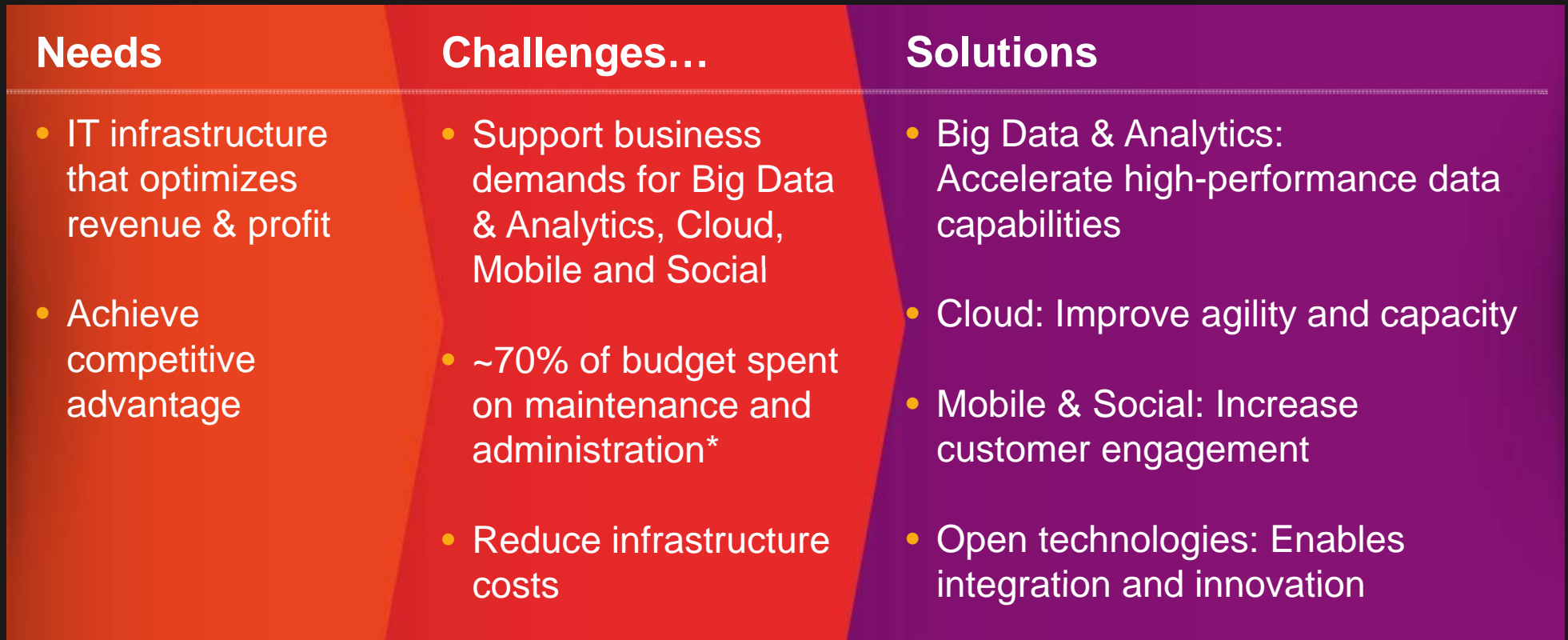of digital content between 2005-2020

80% of all data
is unstructured and growing 15x the rate of structured data

New workloads are putting infrastructures on overload

Monolithic Applications	**Composable Services**
Programmed Systems	**Cognitive Systems**
Stable Well-Defined Workloads	**Unpredictable Workloads**
Proprietary Standards	**Open Innovation**
Static Infrastructure	**Dynamic Services, defined by Software**
Structured Data At Rest	**Unstructured Data in Motion**
Standard Devices	**A Variety of Devices**
Corporate-owned IT	**Infrastructure As-a-Service**

Organizations need an infrastructure that enables business growth

Needs

- IT infrastructure that optimizes revenue & profit

- Achieve competitive advantage

Challenges…

- Support business demands for Big Data & Analytics, Cloud, Mobile and Social

- ~70% of budget spent on maintenance and administration*

- Reduce infrastructure costs

Solutions

- Big Data & Analytics: Accelerate high-performance data capabilities

- Cloud: Improve agility and capacity

- Mobile & Social: Increase customer engagement

- Open technologies: Enables integration and innovation

Global infrastructure study of 750 organizations

How does IT infrastructure impact business results?

What did we discuss?

- Infrastructure readiness for new era of IT

- Top business and organizational challenges

- Perception of IT and infrastructure

- Cross-organizational collaboration

IBM

There's a significant gap in what enterprises know and how prepared they are to act
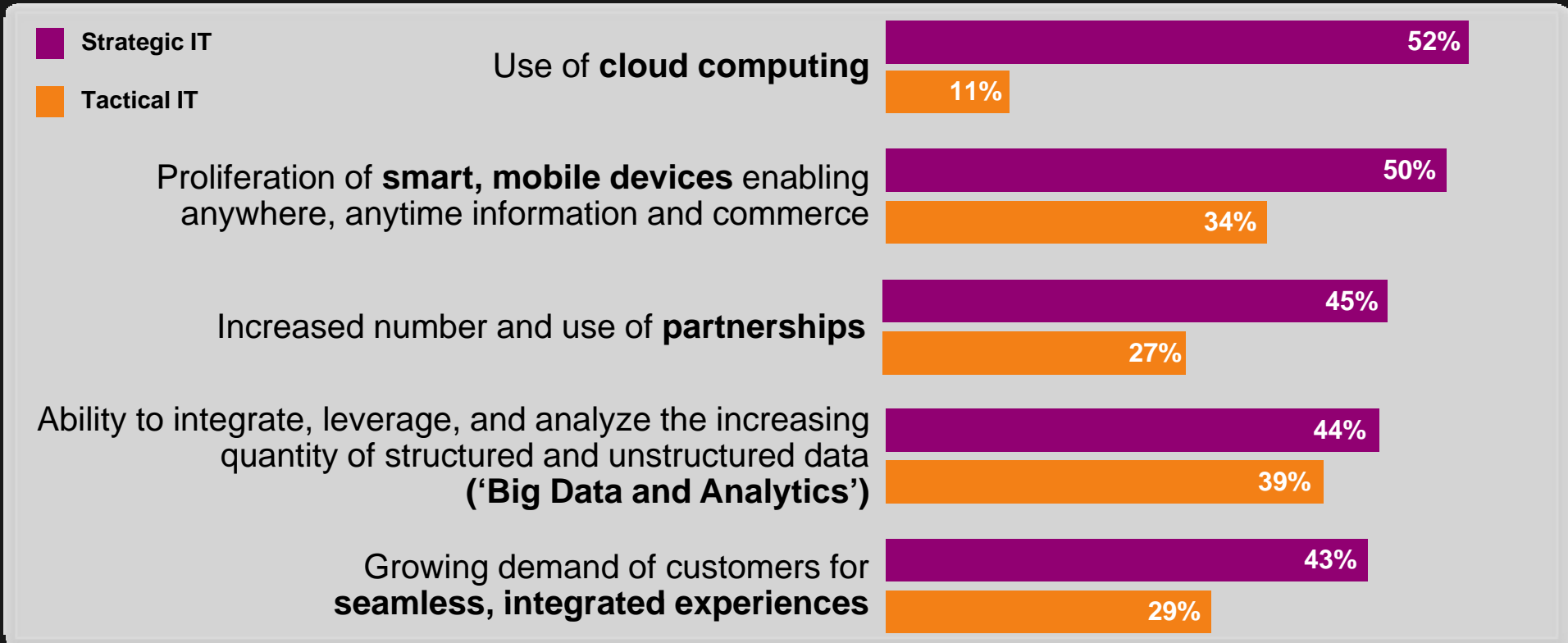
>70%

of organizations believe IT infrastructure optimizes revenue and profit or is a **key enabler to competitive advantage***

BUT

<10%

of IT infrastructures **are fully prepared** to address cloud, big data & analytics, mobile and social**

6

"Visionaries" lead in "readiness" for emerging technology trends

Strategic IT
Tactical IT

Use of **cloud computing**
52%
11%

Proliferation of **smart, mobile devices** enabling anywhere, anytime information and commerce
50%
34%

Increased number and use of **partnerships**
45%
27%

Ability to integrate, leverage, and analyze the increasing quantity of structured and unstructured data **('Big Data and Analytics')**
44%
39%

Growing demand of customers for **seamless, integrated experiences**
43%
29%

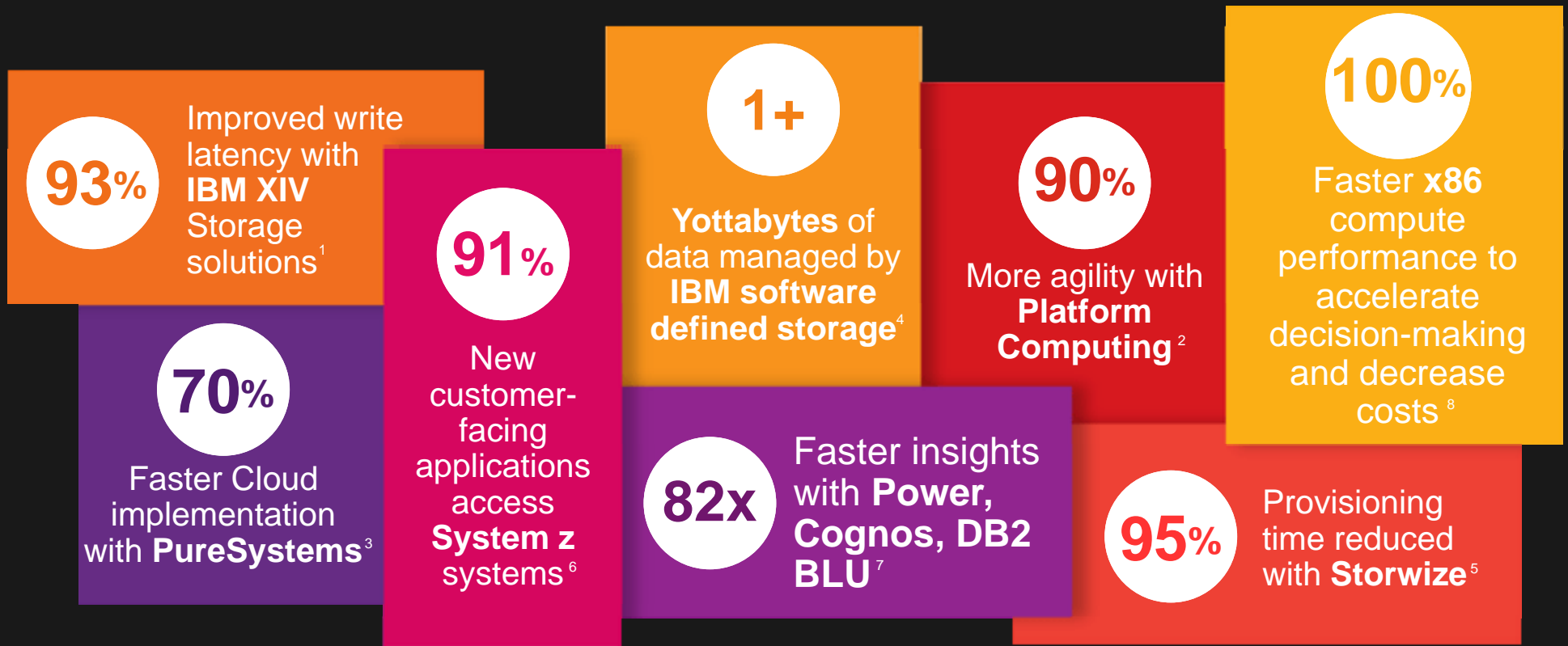# The right infrastructure is essential for achieving business outcomes

1 **Allows you to embrace new workloads**

2 **Ensures "right-time" decision-making**

3 **Seamlessly integrates the front and back office**

Cloud   Analytics   Mobile   Social

Systems of Engagement

Systems of Record
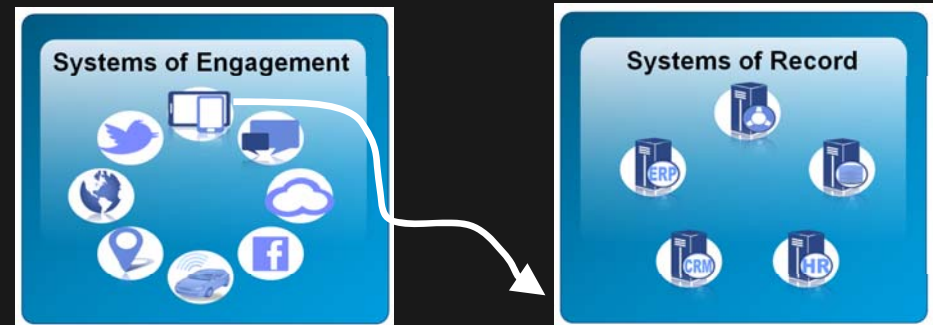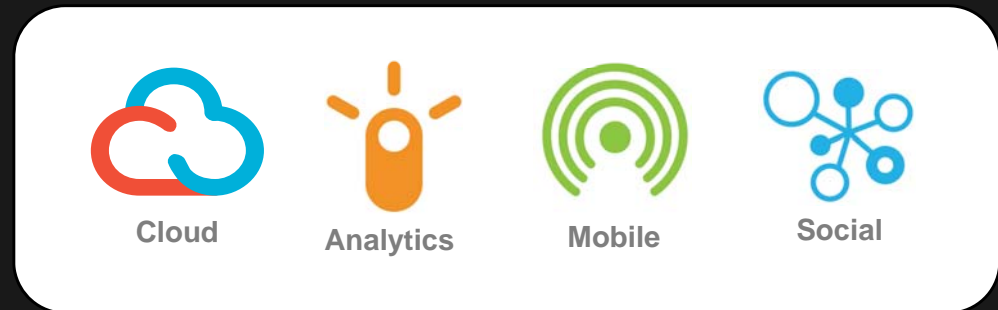
The right infrastructure is 'Made with IBM'

Designed for Big Data	Continuous data load	Massive IO bandwidth	Grid-scale storage	Flash for extreme performance	Cognitive capabilities	Low latency
Defined by Software for the Cloud	Private	⟷	Hybrid / Traditional IT	⟷		Public
Built for Optimized Engagement	Availability		Security		Connectivity	
Open & Collaborative		eclipse	KVM	OPEN VIRTUALIZATION ALLIANCE	openstack	OPEN DAYLIGHT / OpenPOWER™

IBM delivers high-performance capabilities for Cloud, Analytics, Social and Mobile opportunities

93% Improved write latency with **IBM XIV** Storage solutions [1]

70% Faster Cloud implementation with **PureSystems** [3]

91% New customer-facing applications access **System z** systems [6]

1+ Yottabytes of data managed by **IBM software defined storage** [4]

82x Faster insights with **Power, Cognos, DB2 BLU** [7]

90% More agility with **Platform Computing** [2]

100% Faster **x86** compute performance to accelerate decision-making and decrease costs [8]

95% Provisioning time reduced with **Storwize** [5]

How can you leverage your infrastructure to optimize revenue, profit and competitive advantage?

1. **Deploy cloud infrastructures to embrace new workloads and support changing business needs.**

2. **Build an analytics infrastructure that ensures "right-time" decisions.**

3. **Integrate devices, applications, and back-end systems to drive engagement.**

IBM

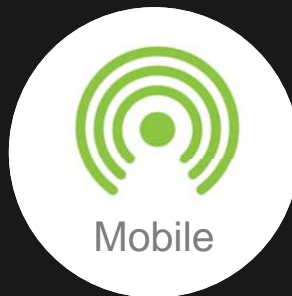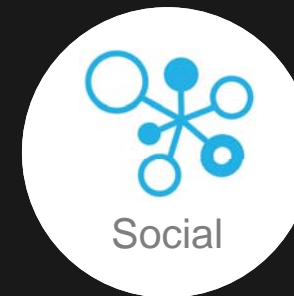System z

System x

Storage Systems

Pure Systems

Power Systems

INFRASTRUCTURE MATTERS

Cloud

Analytics

Mobile

Social

Security