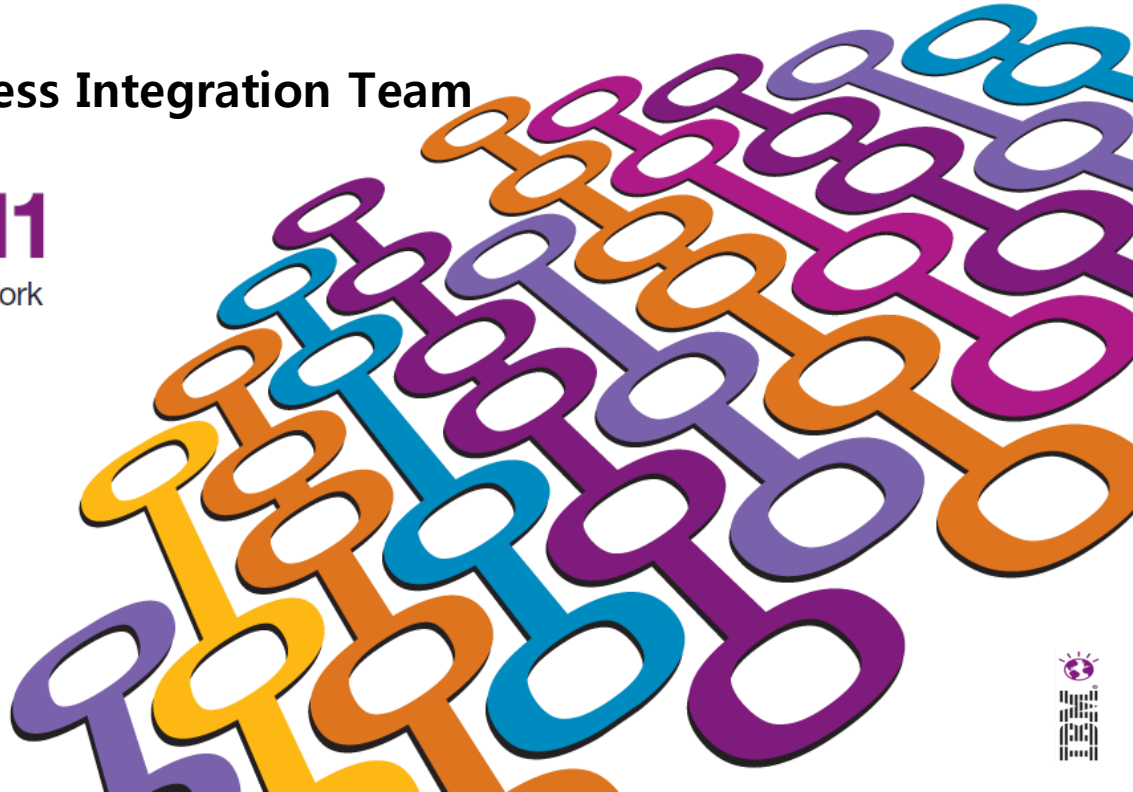# 클라우드 – 비즈니스 성장을 위한 비용 절감 및 신규 서비스 모델 전달 방안

Colin Gniel,

Business Unit Executive – Business Integration Team

Impact Korea 2011
Changing the Way Business and IT Leaders Work

Pressures like workforce mobility and increasing productivity are placing greater demands on IT systems

Increased expectations

56% of customers demand increased self-service capabilities

Increased demands

10x growth in digital data from 2007 to 2011

Increased competition

2/10 of the world's largest companies in 2000 remain on that list today

54% of surveyed enterprise IT budgets in 2010 were spent on ongoing operations and maintenance costs*

* Source: Forrester Research, Inc. "2011 IT Budget Planning Guide," October 7, 2010 by Craig Symons

As a result, cloud is an increasingly attractive means of creating and delivering IT services

| Value delivered	From traditional	To cloud
Change management	Months	Days or hours
Test provisioning	Weeks	20 minutes
Install database	1 day	12 minutes
Install of operating system	1 day	30–60 minutes
Provisioning environment		51% cost savings
Design and deploy business applications	Months	Days/Weeks

"Our commitment to informed decision making led us to consider private cloud delivery of Cognos via System z, which is the enabling foundation that makes possible +$20M savings over 5 years."

– IBM Office of the CIO

SIMPLY EXPLAINED – PART 37: AGILITY
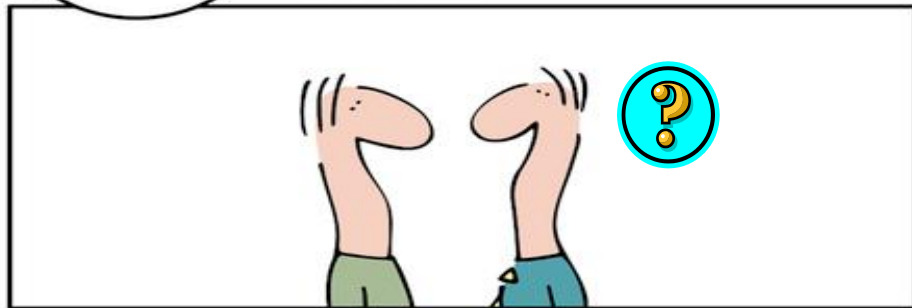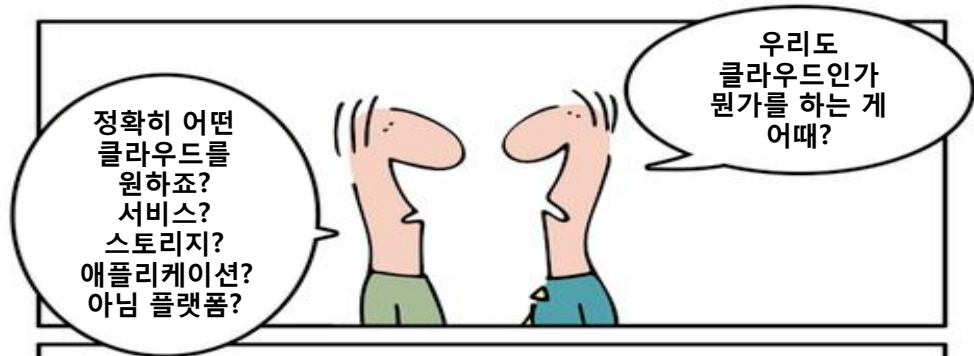
THE CLOUD THINGY

Cloud helps business and IT create and deliver value in fundamentally new ways

Improve speed and dexterity

Speed the delivery of new offerings and services by creating new models of self-service and deployment

Deliver IT without boundaries

Enable new IT and business processes that break down traditional silos and simplify access to information in order to deliver better business outcomes

Create new business value

Empower internal and external communities to define and create new offerings and services

Businesses are choosing a variety of cloud models to meet their unique needs and priorities

Private cloud

On or off premises cloud infrastructure operated solely for an organization and managed by the organization or a third party

Public cloud

Available to the general public or a large industry group and owned by an organization selling cloud services

Hybrid IT

Traditional IT and clouds (public and/or private) that remain separate but are bound together by technology that enables data and application portability

Traditional IT

Appliances, pre-integrated systems and standard hardware, software and networking

Adoption patterns are emerging for successfully beginning and progressing cloud initiatives

IaaS: Cut IT expense and complexity through a cloud enabled data center

PaaS: Accelerate time to market with cloud platform services

Innovate business models by becoming a cloud service provider

SaaS: Gain immediate access with business solutions on cloud

Design, Deploy, Consume
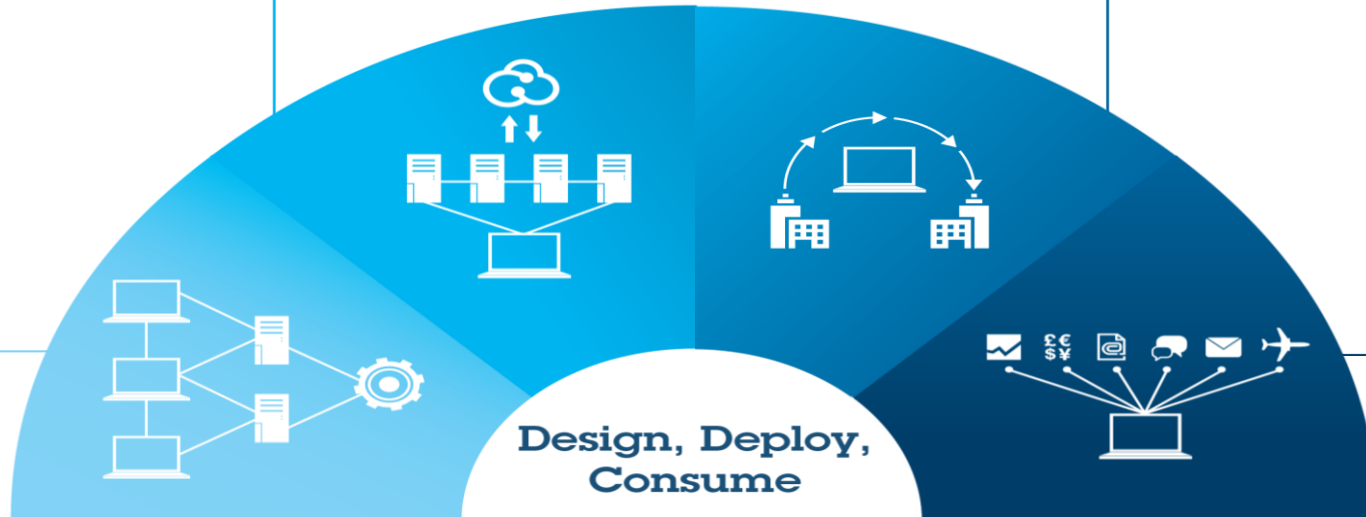
IBM delivers prescriptive, repeatable cloud solutions for our clients' most pressing priorities

Cloud Enabled Data Center

Integrated service management, automation, provisioning, and self service

Cloud Platform Services

Pre-built, pre-integrated IT infrastructures tuned to application-specific needs

Cloud Service Provider

Advanced, reliable, highly secure and scalable platform for creating, managing, and monetizing cloud services

Business Solutions on Cloud

Capabilities provided to consumers for using a provider's applications running on a cloud infrastructure
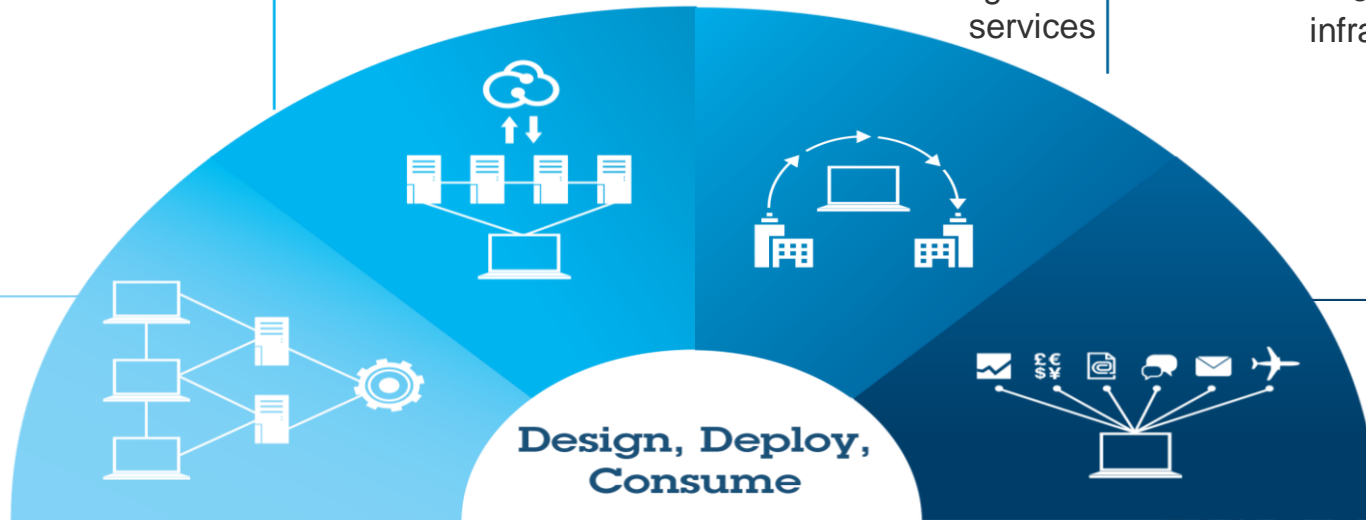
Design, Deploy, Consume

Cloud Computing Delivery Models

Flexible Delivery Models

Public

- Service provider owned and managed
- Access by subscription
- Delivers select set of standardized business process, application and/or infrastructure services on a flexible price per use basis

Cloud Services

Cloud Computing Model

Private

- Privately owned and managed
- Access limited to client and its partner network
- Drives efficiency, standardization and best practices while retaining greater customization and control

Hybrid

Standardization, capital preservation, flexibility and time to deploy

Access to client, partner network, and third party resources

Customization, efficiency, availability, resiliency, security and privacy

ORGANISATION   **CULTURE**   **GOVERNANCE**

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IBM also one of the largest Public Cloud provider

	Unica OnDemand	▪Unica OnDemand offers all the features and benefits of Unica Enterprise in a secure hosted environment that leaves
	CoreMetrics	▪CoreMetrics Continuous Optimization Platform is a unique system for optimizing marketing across all channels
	Sterling B2B Services Cloud Broker	▪A secure, public cloud environment, used to broker intra- and inter-enterprise commerce messages
	Sterling e-Invoicing	▪Reducing the risk, cost and complexity of global electronic invoicing
	Tivoli Live	▪Flexible and Affordable Service ▪Management Software as a Service
	Rational AppScan OnDemand	▪Enhancing Web application security and regulatory compliance without up-front investments

IBM Blueworks Live
Document and Run Processes in the Cloud

- **Increase agility by documenting and refining processes** in a tool that keeps everyone informed of important changes
- **Make your organization more efficient by automating simple processes** that run today over email - in as little as 90 seconds!
- **Improve the way you work by seamlessly collaborating** across roles, teams and locations.

- **Sign up now for a free 30 day trial**
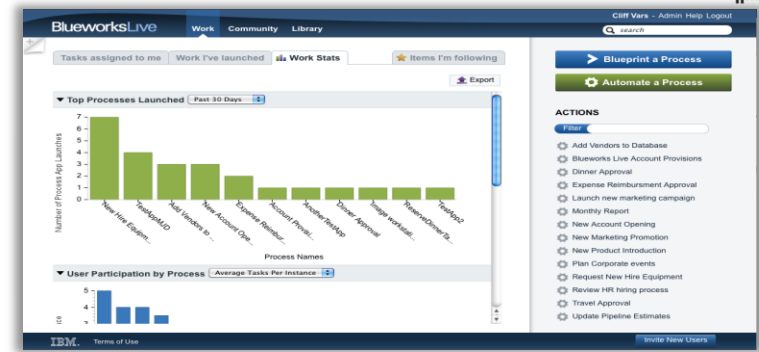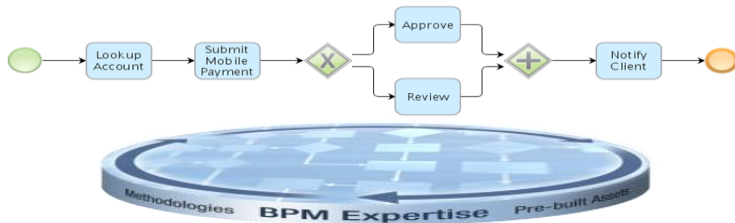
"We now have tools to map out, study and improve all of our processes. They are user friendly and logical. I'm excited that we've embraced the BPM technology and culture that supports the way we want to manage our business."

- LaTeca Fields, Business Analyst at Lincoln Trust

University College London Hospitals NHS

NHS Foundation Trust

Business challenge:

- Implement a management system to meet Government standards
- Track 500,000 patients annually
- Model patient treatment pathways
- Interact with huge amounts of data from a number of existing databases

Solution:

- A Patient Tracking System (PTS)
- Alerts signal when a patient is delayed in their treatment pathway before they go over the 18wkRTT
- Patient details entered once on to the system rather than multiple entries

Benefits:

- Able to manage and demonstrate how they are meeting the 18wkRTT mandates
- Fewer patient delays & Reduction in patient complaints
- Greater insight into resource planning

"A vital part of the PTS, is the business process management platform which provides the real-time tracking, enables parameters to be set and creates the notifications and alerts allowing us to know what stage the patient is at in their pathway and how long they have been at that stage."

— James Thomas,
IT Director of University College London Hospitals NHS Foundation Trust.

Our mission is to deliver top-quality patient care, excellent education and world class research.

IBM Converged Communications Services for unified communications as a service
Chart a cloud-based course for your unified communications strategy

Features:

- Helps identify and evaluate the viable unified communications (UC) and collaboration options for your environment

- Develops scope, objectives, requirements and strategy for a unified communications as a service (UCaaS) solution

- Defines a migration strategy and high-level architecture for implementing UCaaS solution

Benefits:

- Delivers recommendations to help reduce costs and improve productivity with a unified communications solution

- Helps determine the unified communications alternative best suited to your business needs

- Provides a road map for transitioning to a unified communications as a service environment

Why IBM?

- Vast experience in planning, designing and deploying UC solutions

- Offers a vendor-neutral approach that leverages proven model and tested tools, methods and best practices

- Expertise in the field of cloud computing

LotusLive Offerings

Web Conferencing

Lotus Live Meetings

(Sametime Unyte Meeting)

Full-featured Web conferencing service includes polling, hand raising, record & playback.

- Supports G1 languages

Lotus Live Events

(Sametime Unyte Events)
Internet-based event capabilities. Provides tools to create & manage webinars.

Collaboration

Lotus Live Engage

An integrated suite of Web collaboration and business networking solutions including:

- On line Meetings
- Files
- Chat service
- Activities
- Survey Forms
- Live Charts
- Profiles and Contacts

Lotus Live Connections

An integrated suite of Web collaboration and business networking solutions including:

- Files
- Chat service
- Activities
- Profiles and Contacts

eMail

Lotus Live Notes

(Lotus Notes Hosted Messaging)
Full-featured, dedicated hosted Email service. (rich client and browser)

- Supports 27 Languages

Additional Add-ons

→ **LotusLive Mobile for Blackberry**

→ **LotusLive Sametime IM**

Lotus Live iNotes

Web-based Email service with personal calendar & shared contacts. Mobile sync capability.

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ORGANISATION   CULTURE   GOVERNANCE

Integration Platform
Bridge the Cloud and On Premise Worlds

WebSphere Cast Iron
Thousands of Customer Integrations Connecting Cloud & Enterprise

Case Study: Customer Master Integration

The largest petroleum products refiner and marketer in Australia

Challenge	Solution	Results
- Consolidate several separate CRM systems to salesforce.com - Integrate customer master data between SAP and salesforce.com - Deliver needed sales reports to Salesforce - Considered standard Web Service tools from Salesforce – Not scalable - Considered SAP NetWeaver – Too complex	**Cast Iron Integration Solution** - Simple "No Coding" approach - Bidirectional integration with SAP: - FTP connector to SAP - Salesforce connector to Salesforce - Customer master data synchronized nightly between SAP and Salesforce - Daily Sales in SAP summarized nightly in Salesforce	- Integration developed, tested, and rolled into production in 3 days for first Salesforce instance - 600 transactions completed nightly - Provided accurate customer master data in Salesforce - Allowed Caltex to roll out Salesforce for additional business units

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ORGANISATION   CULTURE   GOVERNANCE

IBM Workload Deployer – Workload Patterns

An integrated infrastructure designed to provide customers with a virtualized, optimized stack for middleware applications

Integrated middleware and infrastructure capability

Middleware

OS

Virtualization

Workload Patterns

Pre-integrated, pattern-based middleware with metering and monitoring

Elasticity

Scale application, middleware & infrastructure dynamically

Density

Intelligently pack applications and data on a virtualized infrastructure
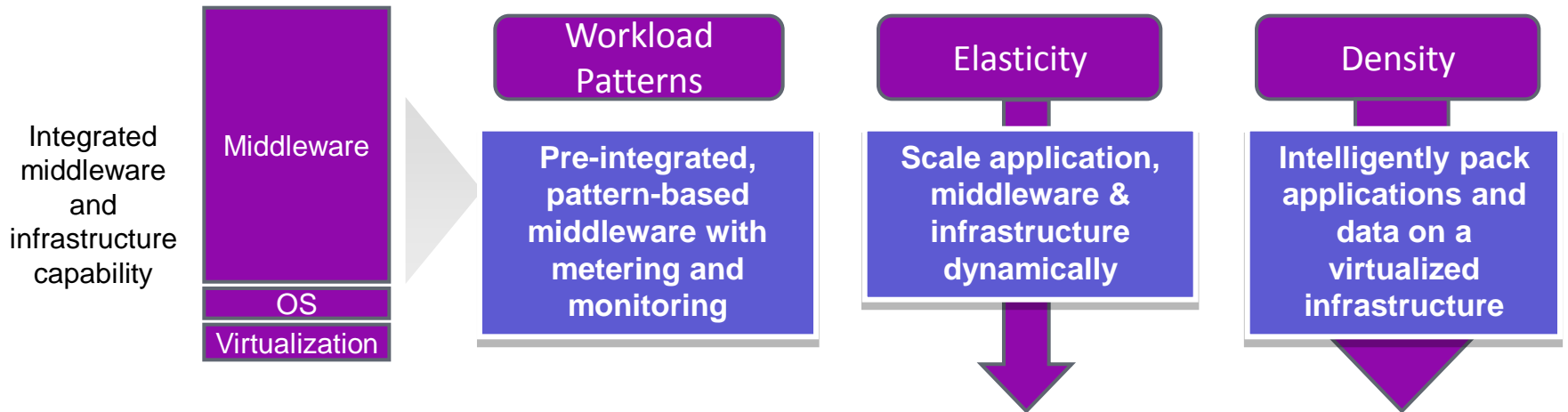
Optimized for specific workloads such as data driven, transactional

Enabling consistent promotion of applications from development to production

IBM Workload Deployer – Workload Patterns

Integrated Hardware Appliance offering with flexible adoption models:

> **Hypervisor Images Deployment:**
> - ✓ Basic execution services for stand-alone VM images
> - ✓ Basic image management and library functions
> - ✓ Customization & Automation provided by users
> - ✓ Use the Hardware you want: Support for VMWare(x86), PowerVM™, and z/VM®

> **Topology pattern deployments of Hypervisor Images:**
> - ✓ Patterns for common topologies and ability to build custom topologies
> - ✓ Allows custom control over configuration

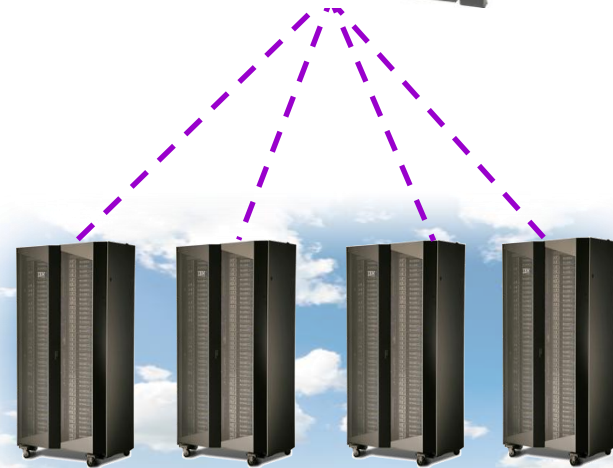> **Workload pattern deployments of software solutions**
> - ✓ Fully Integrated & Optimized Workloads for Private Cloud
> - ✓ Support for VMware
> - ✓ WebApp workload pattern

Intelligently Optimise License Utilization

- ✓ Check-in, Check-out, reuse

Shared resource management infrastructure

IBM Workload Deployer

Customer Provided Hardware
VMWare/x86, Power/zLinux (topologies)

HHG | Haddon Hill Group

IT Consulting Firm uses IBM Workload Deployer to help clients achieve rapid provisioning while reducing costs

Challenge:

- High IT operating costs
- Underused servers consuming space & power
- Significant amount of time required to configure and deploy applications
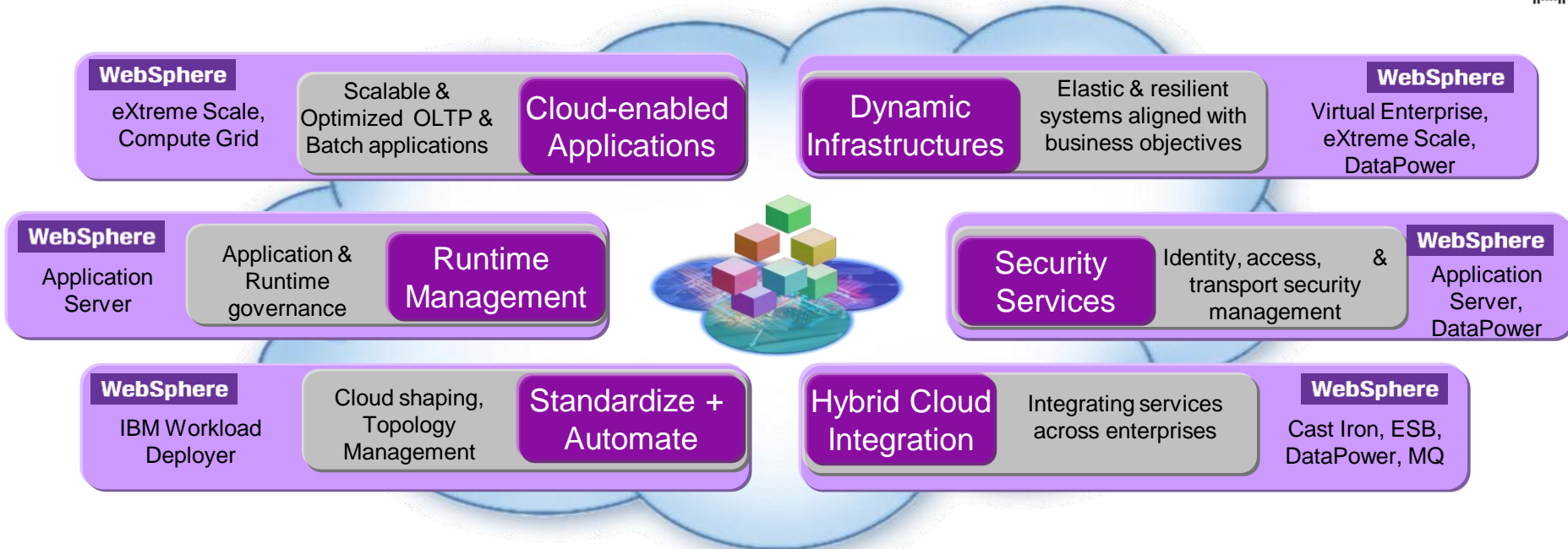
Benefits:

- Significant cost savings for enterprise WebSphere implementations
- 100x faster time to market (hours versus 40-60 days)
- Elimination of errors resulting from incorrect server configurations

Solution:

- Use IBM Workload Deployer to provide high business value through increased efficiency, cost-effectiveness and usability of WebSphere topologies in a data center

Key WebSphere Technologies for Cloud

WebSphere
eXtreme Scale, Compute Grid

Scalable & Optimized OLTP & Batch applications

Cloud-enabled Applications

Dynamic Infrastructures

Elastic & resilient systems aligned with business objectives

WebSphere
Virtual Enterprise, eXtreme Scale, DataPower

WebSphere
Application Server

Application & Runtime governance

Runtime Management

Security Services

Identity, access, & transport security management

WebSphere
Application Server, DataPower

WebSphere
IBM Workload Deployer

Cloud shaping, Topology Management

Standardize + Automate

Hybrid Cloud Integration

Integrating services across enterprises

WebSphere
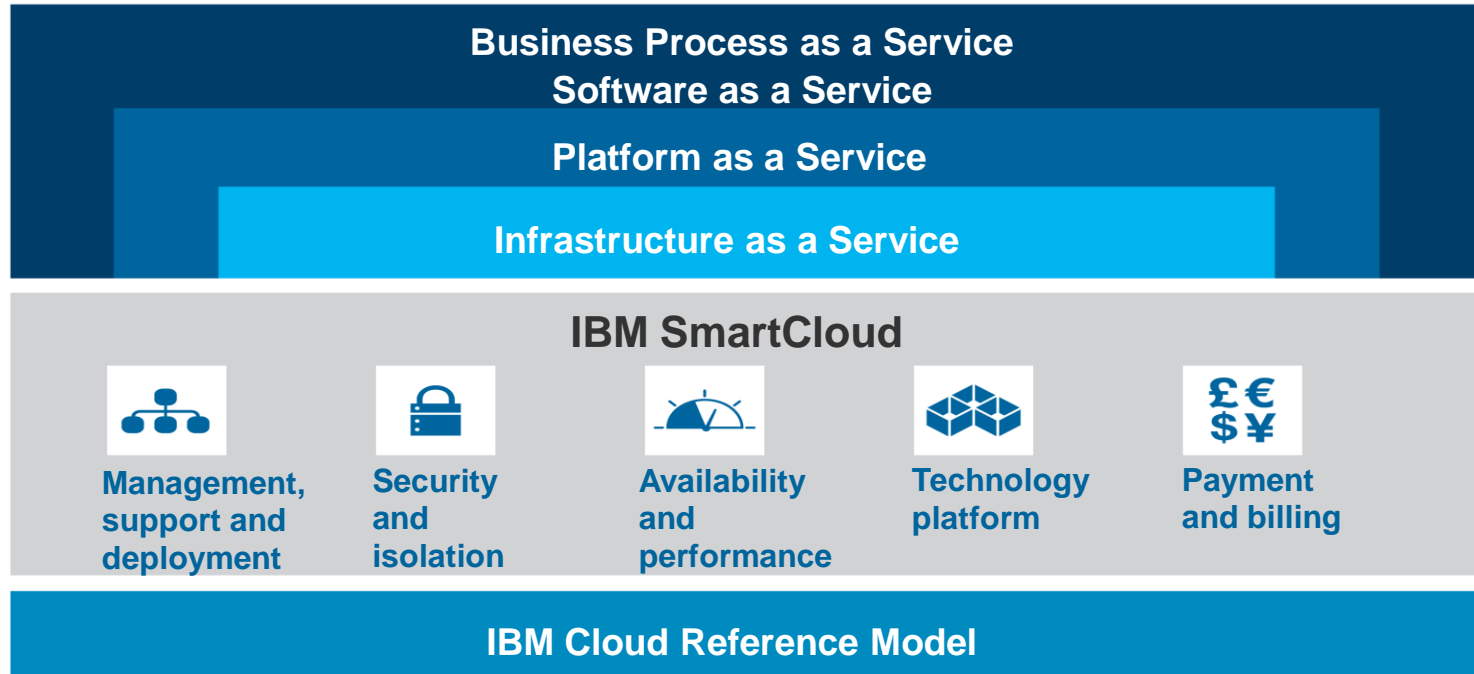Cast Iron, ESB, DataPower, MQ

WebSphere delivers proven technologies & services to build clouds

- Challenge: Assess the maturity of each pillar, determine how to incrementally pursue the cloud

- It's more than just buying products, customers must establish operational & app dev discipline

IBM SmartCloud provides a robust platform

Business Process as a Service
Software as a Service

Platform as a Service

Infrastructure as a Service

IBM SmartCloud

Management, support and deployment

Security and isolation

Availability and performance

Technology platform

Payment and billing

IBM Cloud Reference Model

Our own use of cloud extends across the entire IBM organization and has transformed the IBM business on multiple levels

- **109,000 IBM employees** use Blue Insight, the world's largest business analytics private cloud

- **6,000 IBM marketers** across 6 continents utilize IBM cloud-based Marketing Operations daily

- **6000 IBM users** of Blueworks Live to improve internal business processes

- **200 million minutes** of IBM web conferencing with LotusLive Meetings

- **Avoided $22M in expenses** by leveraging a development and test cloud

- **1,200 users** in IBM China development labs, plus IBM Call Center teams in the United States and India, have migrated to a desktop cloud environment

The time has come to rethink IT and reinvent business with cloud and IBM

Ask the fundamental questions:

- **Is your organization achieving the levels of innovation required to complete in today's environment?**

- **Is your organization able to nimbly put lucrative ideas into action?**

- **Does your organization incorporate the best ideas — even if they come from outside?**

- **Are you developing internal capabilities that would be better handled by others?**
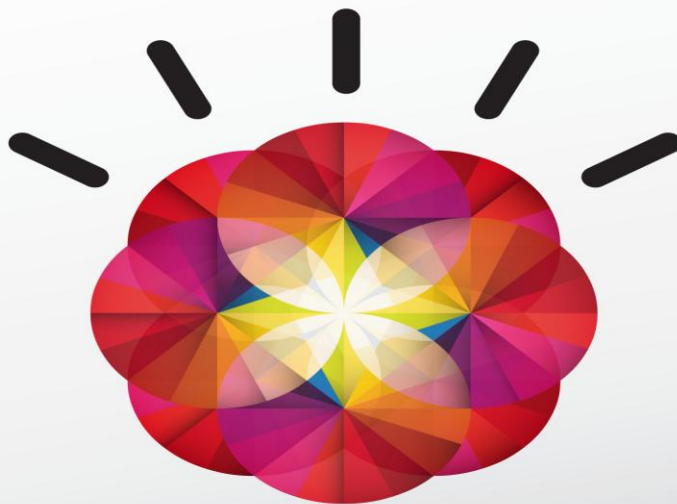
Go to http://ibm.com/cloud for more information

Questions?

감사합니다