

# IBM SolutionsConnect 2015

Seize the Moment.



## Enterprise-grade Hybrid Cloud

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IBM Corporation*



# Radio Shack AMERICA'S TECHNOLOGY STORE

## PRESIDENTS' BIRTHDAY SALE!

DON'T DELAY!

 <b>All-Weather Stereo</b> <b>Cut 34% 1188</b> <small>Reg. 17.95</small> Realistic STEREO-MATE™ AM/FM personal receiver shrugs off salt, water, #12-42. Replacement wires. See Sales 1/18/91	 <b>AM/FM Clock Radio</b> <b>30% off 1388</b> <small>Reg. 19.95</small> Chronomatic™-2ET clock radio's compact size cuts nightstand clutter. #12-1048. See Sales 1/18/91	 <b>In-Ear Stereo Phones</b> <b>HALF PRICE! 788</b> <small>Reg. 15.95</small> Realistic™ in-ear phones weigh just 0.6 ounces! With carry pouch. #33-917. See Sales 1/18/91	 <b>Micro-Thin™ Calculator</b> <b>39% off 488</b> <small>Reg. 7.95</small> Radio Shack EC-413 is almost the size of a credit card! Solar powered. #48-913. See Sales 1/18/91
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3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

# 0% INTEREST!

NO PAYMENTS UNTIL MAY!  
NO DOWN PAYMENT!

HURRY! OFFER ENDS TUESDAY FEBRUARY 19

\*Minimum \$100. See Radio Shack Store for details. Credit subject to review. Payment is due by the 15th of each month. Financing is available for a limited period of up to 24 months. See Radio Shack Store for details. Offer ends 2/19/91.

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

### INTRODUCTORY SPECIAL!



Save \$670

\$1599

Low As \$49 Per Month. Reg. Separate Terms 2265-61

- 286-Based PC Compatible
- Color Monitor
- 20MB SmartDrive™ Hard Drive
- Easy-to-Use 10-in-1 DeskMate™ Software #25-1802/1803/1804/1805

BONUS PACKAGE

- Lotus Spreadsheet For DeskMate
- DeskMate O&A Write
- Quicken
- 2-Button Mouse

### Mobile Cellular Telephone

Save \$100

\$199\*

Low As \$19 Per Month. Reg. 299.00



### Deluxe Portable CD Player

Save \$40

159.95

Low As \$19 Per Month. Reg. 199.95



Realistic CD-3250 has 16-selection memory. Headphones extra. #43-527

### Tiny Dual-Superhet Radar Detector

Save \$60

79.95

Reg. 139.95



Road Patrol™ XX1 detector lets you drive with confidence. Separate X and K-band tones. #22-1821

### Compact 10-Channel Desktop Scanner

Save \$30

99.95

Reg. 129.95. Low As \$19 Per Month.



Realistic PRO-57 lets you catch the news as it happens! Hear police, fire, rail, military, lots more. #33-028

### Mobile CB With Channel Controls on Mike

HALF PRICE! 49.95

Reg. \$9.95



Realistic TRC-430 lets you get highway info or help—you'll never have to drive "alone." #21-034

### Our Easiest-to-Use Phone Answerer

Cut 17%

49.95

Reg. 59.95



DUMOFONE™ TAD-241 answerer is ready to use—just plug it in. Has built-in announcement. #43-303

### Handheld Voice-Actuated Cassette Tape Recorder

40% Off

29.95

Reg. 49.95



Realistic CTR-85 makes an excellent "dictator" for students, secretaries or executives. #14-5354

### 3-Way Speaker With Massive 15" Woofer

Save \$110

149.95

Low As \$19 Per Month. Reg. 259.95



Optimus Match Two® System pumps out bass you can feel. 4" horn tweeter, 5" midrange. #43-4033

### 20-Memory Speed-Dial Phone

Cut 33%

29.95

Reg. 44.95



Radio Shack ET-292 "Bum-Fone" is ideal for home or office. Tone/pulse. #43-539. Answer. #43-542

Check Your Phone Book for the Radio Shack Store or Dealer Nearest You

PRICES APPLY AT PARTICIPATING STORES AND DEALERS

Most Major Credit Cards Welcome

Everything from this 1991 RadioShack ad exists in a single smartphone today!



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# The Digital Economy is Driving Disruption

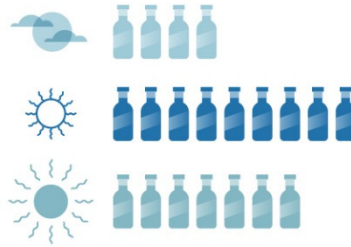
## Three Trends:

New apps are consolidating decision making capabilities at the fingertips of people who need to act.



**Front-line decision making**

Insight from nontraditional data is being used in business critical processes so businesses can create new moments.



**Real time insight-driven processes**

Technology solutions are composed leveraging digital services from a broad ecosystem so businesses can do what they do best.



**Ecosystem-based Innovation**



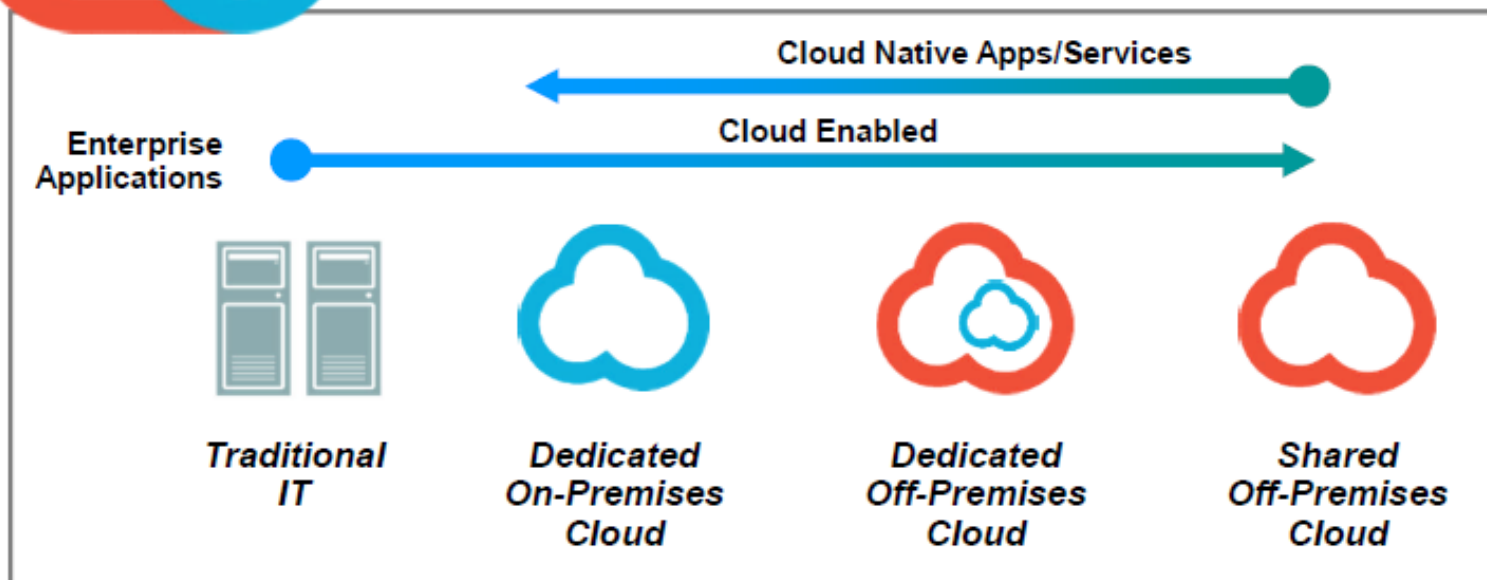
Seize the Moment.

# Hybrid Cloud is the way forward



The secure consumption of services from two or more sources, including private cloud, public cloud, or traditional IT, to enable any or all of the following:

- **Integration** of applications, data, and/or services
- **Composition, orchestration and management** of workloads
- **Portability** of data and applications



*Choose the right mix based on the workloads*



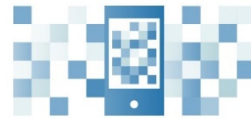


# Digital transformation requires the new Hybrid Cloud, which is more than the sum of its parts

It's about a universal hybrid cloud that is open by design, with the freedom to choose and change your environments, data and services while achieving clear operational visibility and security.



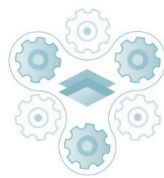
**Composable Apps & Services**



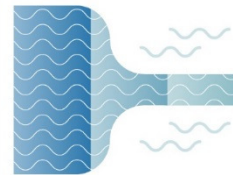
**Hyper Portability**



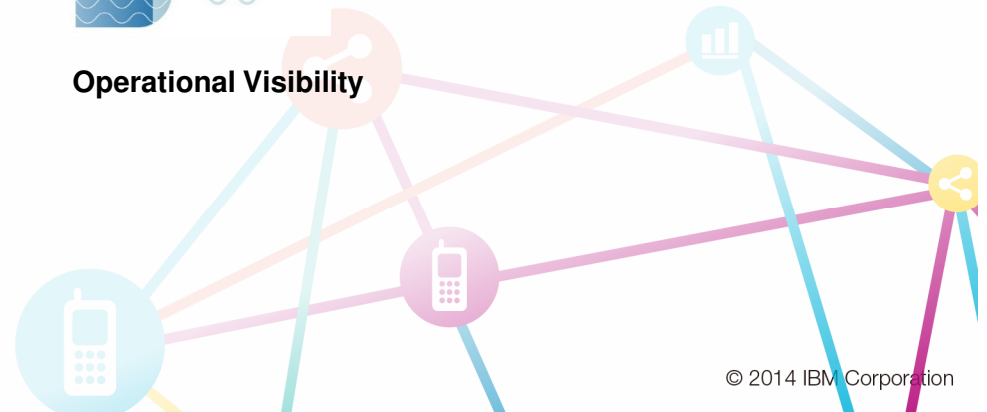
**Data Services & Localization**



**Continuous Delivery**

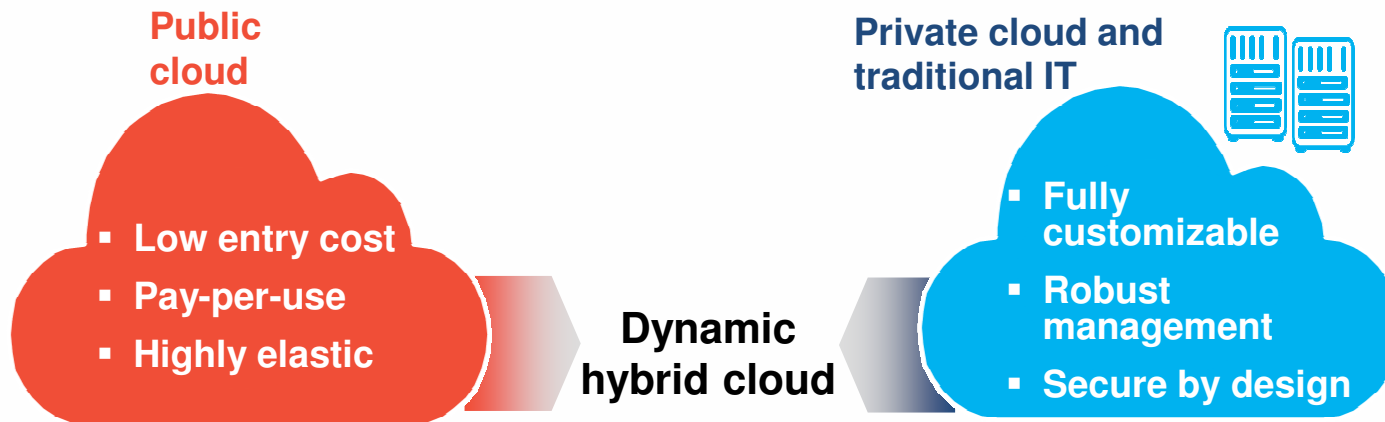


**Operational Visibility**

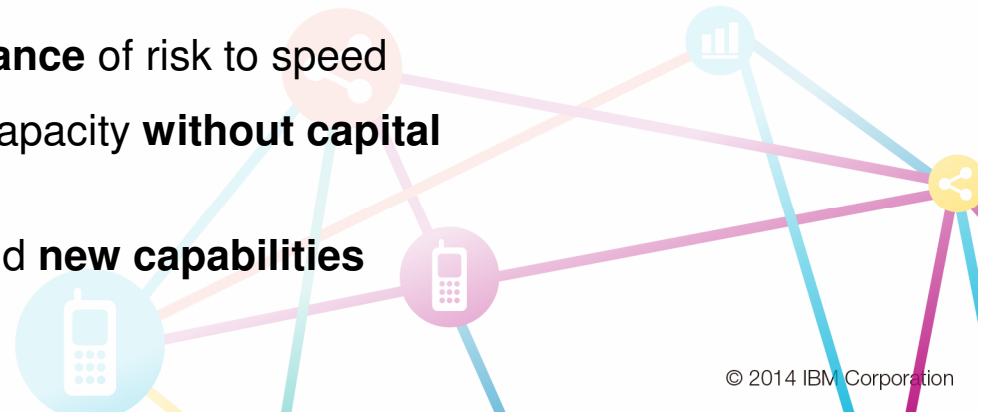


Seize the Moment.

# Dynamic hybrid cloud seamlessly combines the best of both worlds with better outcomes



- ✓ **Maximize return** on existing IT investments
- ✓ Match workloads to **best-fit infrastructure**
- ✓ Hit the **right balance** of risk to speed
- ✓ Meet seasonal capacity **without capital expense**
- ✓ **Innovate** and add **new capabilities quickly**



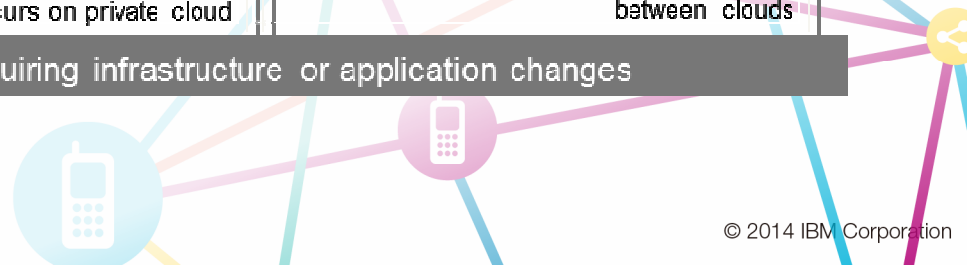
# Hybrid clouds are solving a variety IT concerns

<p><b>Integration of new and legacy systems</b></p> <p><b>Systems of engagement</b>      <b>Systems of record</b></p> <p>Link new social and mobile systems to core business systems</p>	<p><b>Complexity of cloud management</b></p> <p>Manage the IT environment holistically via a single pane of glass</p>	<p><b>Insufficient capacity for high-performance workloads</b></p> <p>Burst to public cloud to gain additional capacity</p>
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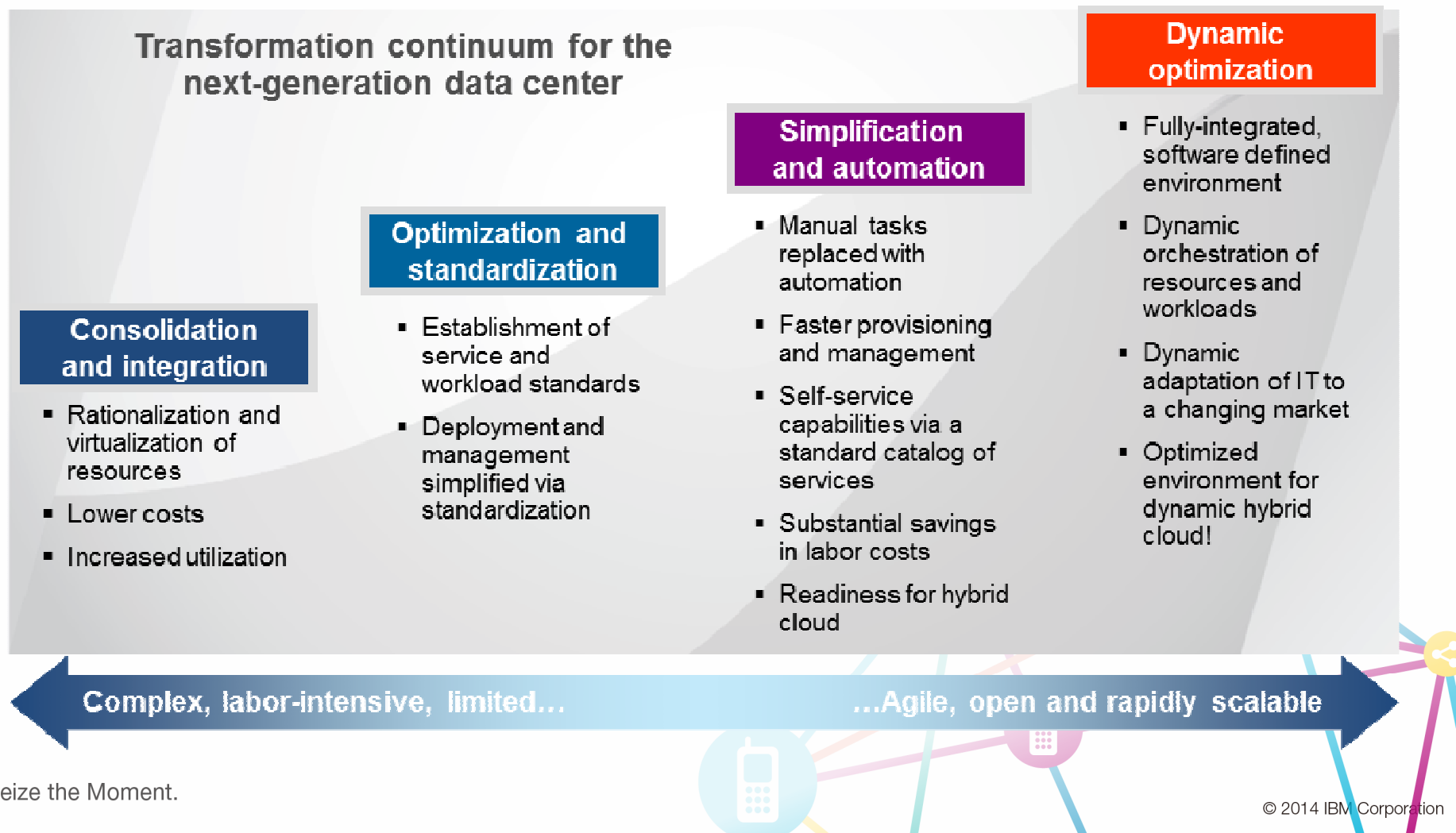
Able to be implemented quickly, without infrastructure or application changes

<p><b>Data protection and resilience</b></p> <p>Use private cloud normally and switch to public cloud to recover files and data</p>	<p><b>Reserve capacity for peak application demands</b></p> <p>Tap into public cloud resources dynamically when a shortage occurs on private cloud</p>	<p><b>Workload portability</b></p> <p>Enable workloads to move seamlessly between clouds</p>
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More complex deployment, possibly requiring infrastructure or application changes

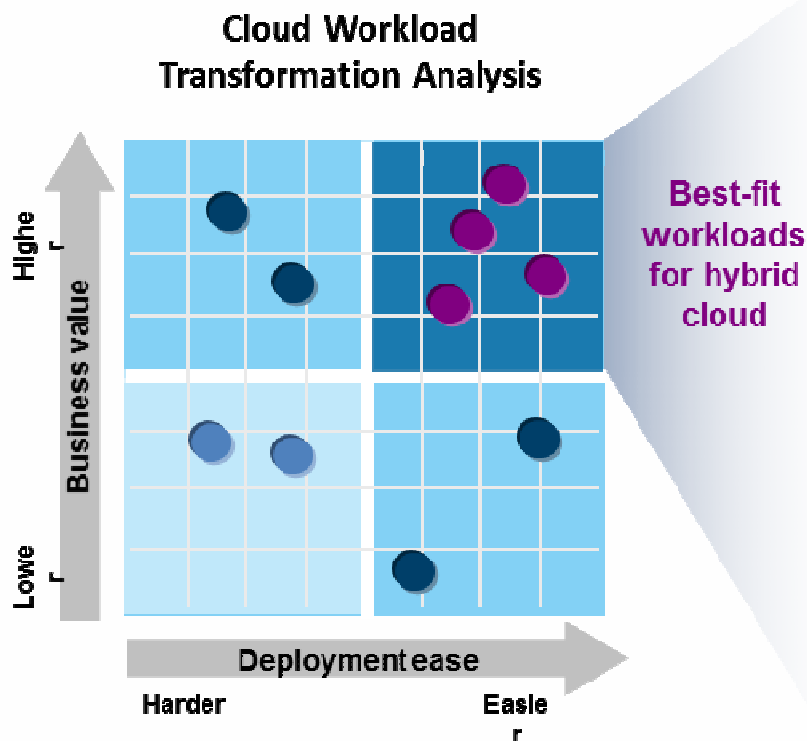


# Moving to a hybrid enterprise infrastructure optimized for cloud, analytics, mobile and social can be achieved in four key steps





# Begin building a roadmap to hybrid cloud by objectively analyzing your business and IT priorities, requirements and current workloads



## Hybrid cloud increases workload options

- Development and test
- Analytics workloads
- Cloud-native applications



- Client-facing business applications
  - Web, mobile and social applications



- Core back-office business applications
  - Finance and accounting
  - HR and procurement



- Transaction and batch processing workloads
  - Sensitive and highly customized workloads



## Why IBM for dynamic hybrid cloud?

### Experience that matters!

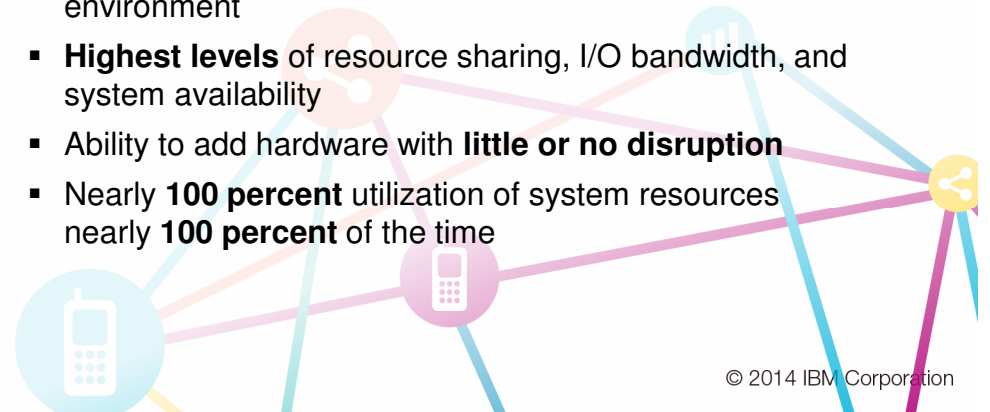
- **9,000+** cloud engagements, with more than **5,000** on private cloud
- **10** IBM data centers exclusively dedicated to cloud
- **3,000** IBM field experts supporting cloud
- **13** cloud development labs around the world
- **5.5M** client transactions and **2B** client documents exchanged daily on IBM's B2B cloud
- **1M** users and **300,000** client-based communities connected globally via the IBM Cloud

### Capabilities that matter!

- **Flexible** deployment options
- **Software defined** environment
- **Pre-integrated** infrastructure, provisioning and management
- **Open** standards
- **Reusable** workload patterns
- Industry-leading **service level agreements**
- **Single-pane-of-glass** management

### Infrastructure that matters!

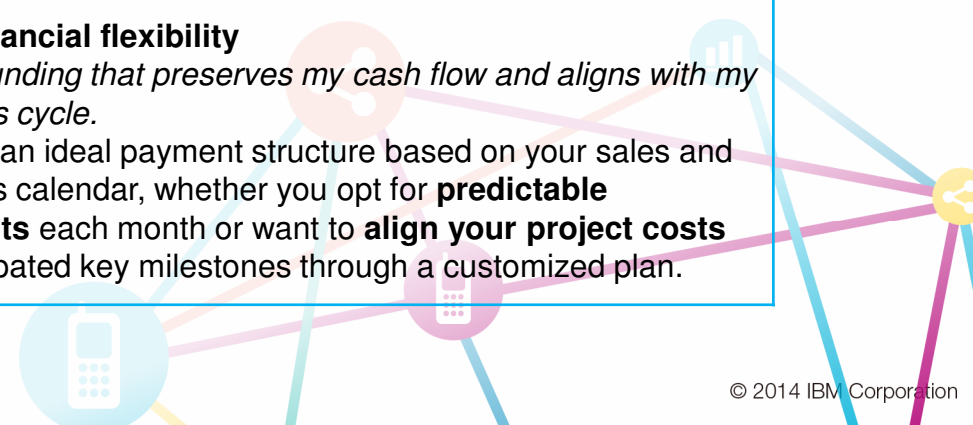
- **Scalable, flexible, resilient** hardware and software for cloud
- **Security-rich, enterprise-class** virtual systems environment
- **Highest levels** of resource sharing, I/O bandwidth, and system availability
- Ability to add hardware with **little or no disruption**
- Nearly **100 percent** utilization of system resources nearly **100 percent** of the time



# IBM Global Financing and IBM Cloud



Cloud Strategies	Where IBM Helps	Payment Options to Explore
<p><b>Think it:</b> Strategize how to use cloud to drive revenue growth and efficiencies</p>	<p>IBM Cloud Consulting Services</p>	<p><b>Accelerate time to value</b> <i>"I want to start now and optimize my return on investment."</i> Choose from <b>competitive loans or leasing options</b> to finance your cloud environment. Flexible payment options can help accelerate your project's cash-flow break-even point and lower total cost of ownership (TCO).</p>
<p><b>Build it:</b> Build and run your own private or hybrid cloud</p>	<p>IBM Cloud Technologies</p>	<p><b>Consolidate funding</b> <i>"I want to fund all my IT technology needs through one source."</i> For all your cloud IT requirements, consider a customized financing structure to coordinate your project <b>funding through a single source</b>, including consulting, hardware and software from IBM and IBM Business Partners.</p>
<p><b>Tap into it:</b> Utilize cloud services delivered from IBM Cloud</p>	<p>IBM Cloud Services</p>	<p><b>Gain financial flexibility</b> <i>I want funding that preserves my cash flow and aligns with my business cycle.</i> Choose an ideal payment structure based on your sales and business calendar, whether you opt for <b>predictable payments</b> each month or want to <b>align your project costs</b> to anticipated key milestones through a customized plan.</p>



# Understand the key takeaways and get started on your own path to dynamic hybrid cloud

**1** Hybrid cloud is essential to business agility and your ability to **capitalize on the latest mobile, social, analytics and security technologies.**

**2** The next-generation data center paves the path to hybrid cloud by providing an infrastructure capable of **dynamic orchestration and optimization.**

**3** IBM has a full portfolio of services to **facilitate the journey to hybrid cloud** and the underlying infrastructure transformation.





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