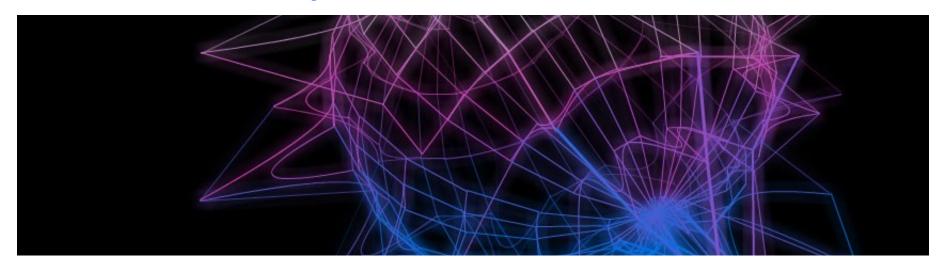


UKI Cloud Technical Lead 11/11/2010

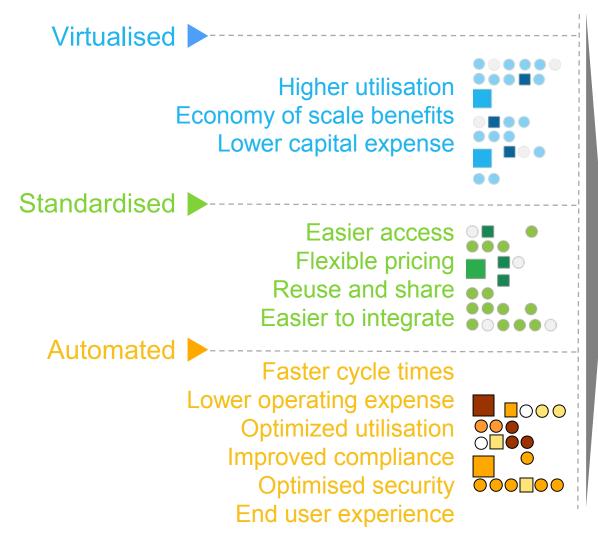
### Cloud computing & Smarter Systems

## IBMSmarterSystemsTour2010





#### Cloud computing – delivering IT and business benefits



Doing more with less

Higher quality services

Breakthrough agility and reducing risk



#### The enterprise cloud

"Cloud" is a new consumption and delivery model inspired by consumer Internet services.

Multiple types of clouds will co-exist: Private, public and hybrid Workload- or programming model-specific

#### Cloud represents:

The industrialisation of delivery for IT-supported services

For the **consumer** Cloud enables:

Flexibility, Ease of Use, New Economics, New Sourcing Options

For the **provider** Cloud enables:

Self-Service, Economies of Scale, Hybrid Delivery



#### **IBM Position on Cloud**

- Cloud is core to IBM's Dynamic Infrastructure & Smarter Planet strategy and IBM will strive to be a market Leader in Cloud computing
- IBM will play in all Cloud markets
- IBM will take a phased approach to match market demands
- Initially hosted service offerings will be deployed regionally, local capacity will be delivered based on demand
- IBM will fully support its partner eco-system in the development and deployment of Cloud offerings



### Cloud will be adopted based on workloads

Ready for Cloud...

**Collaborative Care** 

New workloads made possible by clouds...

**Medical Imaging Analytics** 

**Infrastructure Storage** 

workloads

**Financial Risk** 

Information intensive

**Industry Applications** Isolated

Collaboration

**Energy Management** 

Sensitive **Data** 

5

Highly customized Mature workloads Workplace, Desktop

& Devices

Pre-

**Business Processes** 

Not yet virtualized 3rd party SW

Complex processes & transactions

**Disaster Recovery** production

systems **Development** 

& Test

Regulation

sensitive

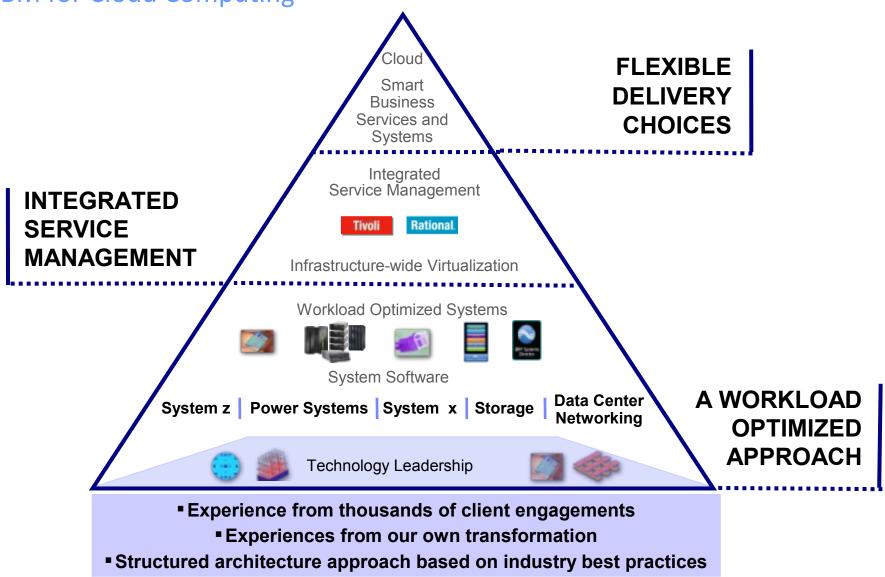
Batch processing

Infrastructure Compute

May not yet be ready for migration...



#### **IBM for Cloud Computing**



# Comments? Thoughts? Questions?

