

BusinessConnect and SolutionsConnect

It's time to make bold moves.

Cloud has a silver lining

Re-making Enterprise IT

Andrew Kupetz, Cloud CTO
IBM Australia & New Zealand



Cloud Computing is About Principles and Design

Cloud Computing Business & IT Benefits

Legacy

No cloud computing qualities

Slow outcomes
 Change paralysis
 Expensive
 Risky
 Lock in
 Rigid
 "Big" & Monolithic
 Pay for "everything"
 One off
 High touch (manual)
 Managed Service
 Think HW + SW +
 Applications

Cloud Enabled

Partial qualities

Note: traditional technologies can have cloud qualities

Cloud Native

Inherent qualities

Fast outcomes
 Continuous delivery
 Value
 Mitigated
 Freedom of choice
 Scalable & elastic
 Plug in & out capability
 Pay for what you need
 Mass re-use
 Low touch (autonomic)
 Self service
 Think Apps, APIs & Services



*“Make no mistake,
IBM is remaking enterprise
IT for the era of cloud.”*

– Ginni Rometty



Cloud is a Growth Engine for Business



Think it.

Strategize how to to monetize new value, and reduce costs

\$2B

SoftLayer Acquisition

\$1.2B

Data Center Expansion



Build it.

Build and run hybrid cloud computing solutions

\$7B+

Acquisition Investment



Tap into

it Utilize cloud services delivered from IBM Cloud Marketplace

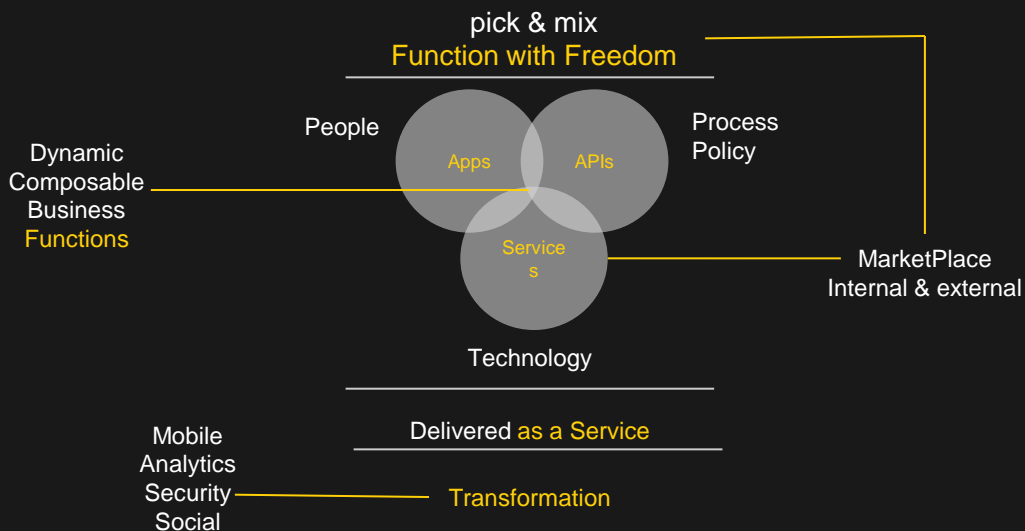
100+

SaaS Offerings

40,000+

Experts

Cloud Computing is Function with Freedom

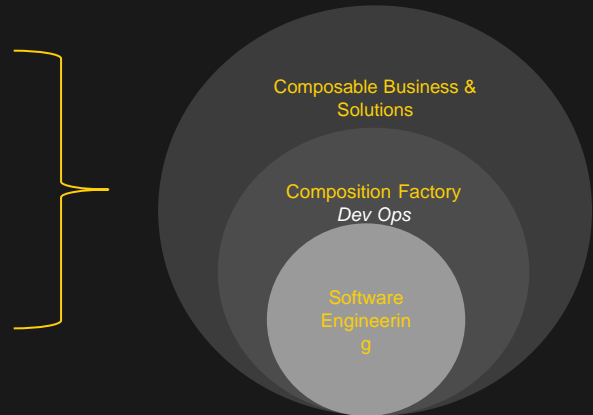


Cloud Computing Requires a New Organisational Model

IBM Cloud Marketplace
pick & mix **Components as a Service**

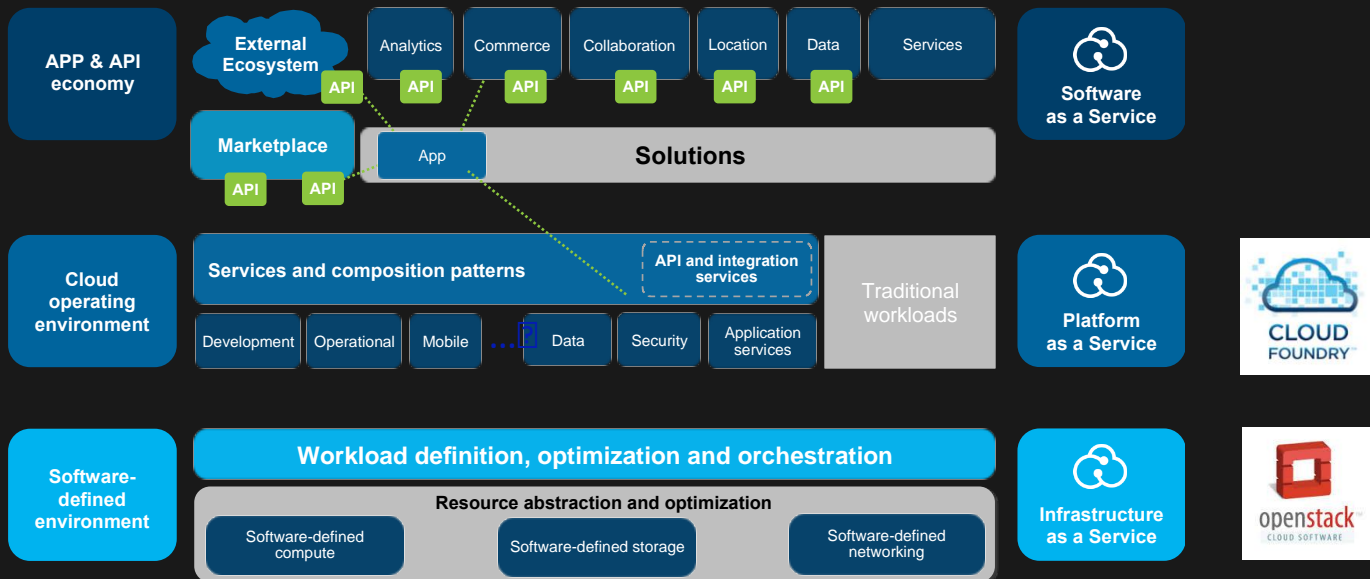
aS aa S	Application Services	Software aaS
aS aa S	Application Platform Services	Via APPs & APIs
IaaS	Infrastructure Services	Hardware

The new Business & IT
Solutions as a Service

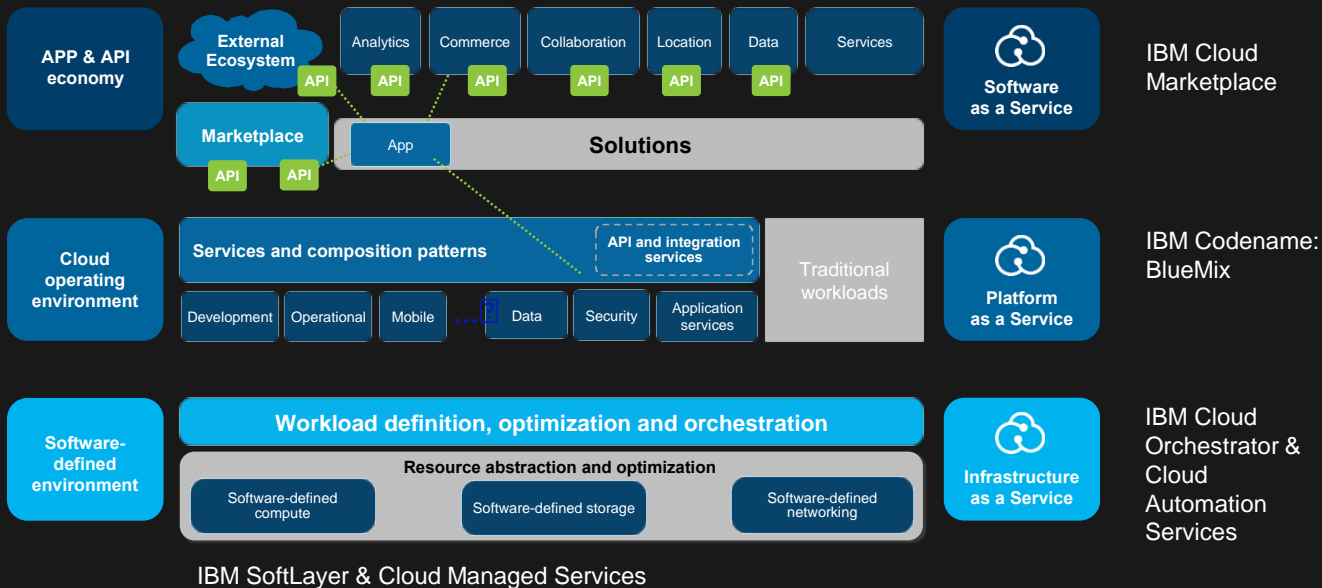


On Premise – Off Premise Hybrid

The Next-generation Cloud Computing Platform



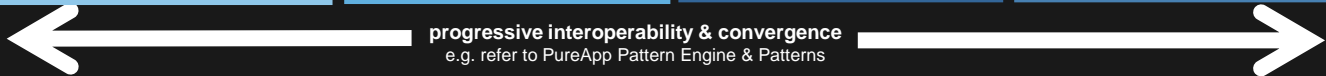
IBM's Next-generation Cloud Computing Platform Enablers



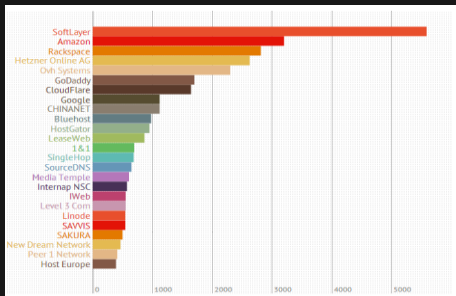
IBM Cloud IaaS Portfolio

enabling complementary solutions to match location, purpose & workload needs

Integrated System <i>for on premise</i>	SW & Prof. Services <i>for on premise</i>	Cloud Enabled (aaS) <i>for high touch needs</i>	Cloud (aaS) <i>for low touch needs</i>
Expert Integrated System	Modular Cloud Builder	Client off premise Cloud Enabled DC SO	Client off premise Premium IaaS+PaaS
IBM PureApplication System	Private Modular Cloud	Cloud Managed Services	SOFTLAYER an IBM Company
<ul style="list-style-type: none"> Pre integrated application system providing platform services Rapid and reliable provisioning of optimized pattern-based applications Automated monitoring and management of application 200+ traditional application, middleware & database provisioning patterns 	<ul style="list-style-type: none"> Out of the box private cloud builder (server, storage & network). Option of VMWare, OpenStack and IBM SmartCloud Orchestrator cloud management software stacks HW agnostic. IBM PureFlex, SoftLayer, Client 200+ traditional application, middleware & database provisioning patterns 	<ul style="list-style-type: none"> Suited to legacy and traditional 3 Tier application models, (App, MW and DB) Requires a highly built out and resilient infrastructure & operational environment Typical applications being SAP & Oracle ERP, CRM solutions 	<ul style="list-style-type: none"> Designed for Cloud Computing Suited to web 2.0, cloud enabled and cloud native programming models Resiliency is built into the platform/app layer Typical services include MongoDB, NodeJS, RabbitMQ
Infrastructure (HW & SW) Client or Provider DC Premise	Client, IBM or Softlayer Infrastructure & Premise	IBM Premise	SoftLayer Premise



IBM SoftLayer



Formed by 10 industry veterans in 2005

Model predicated on software-driven infrastructure

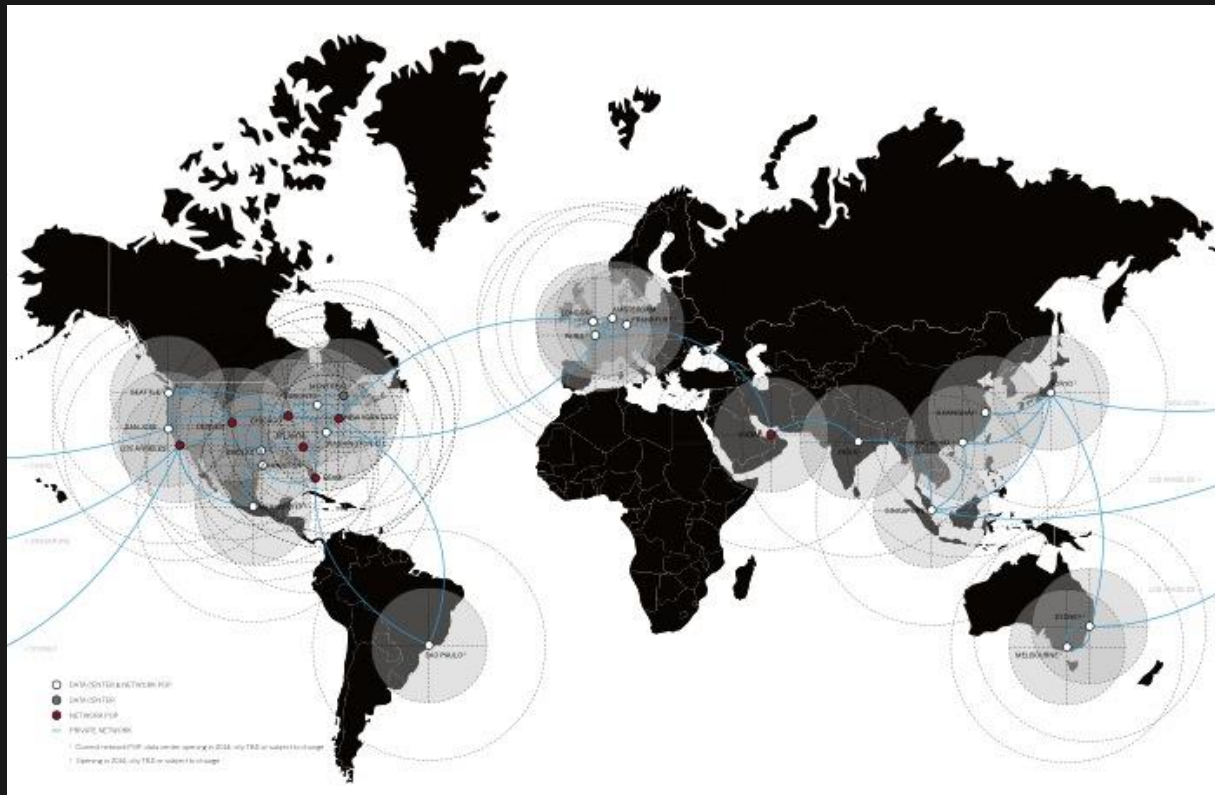
Unencumbered by early-industry legacy restrictions

Founding principles

Innovation, Empowerment, Automation, Integration

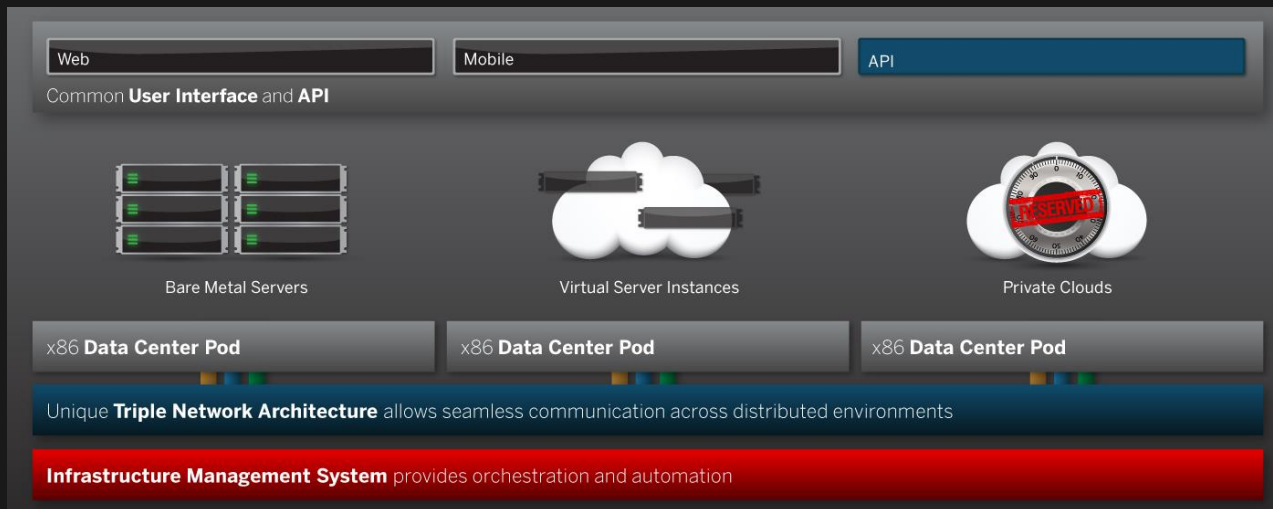
Acquired by IBM in July 2013

IBM SoftLayer Global Hub



IBM SoftLayer Global Cloud Platform

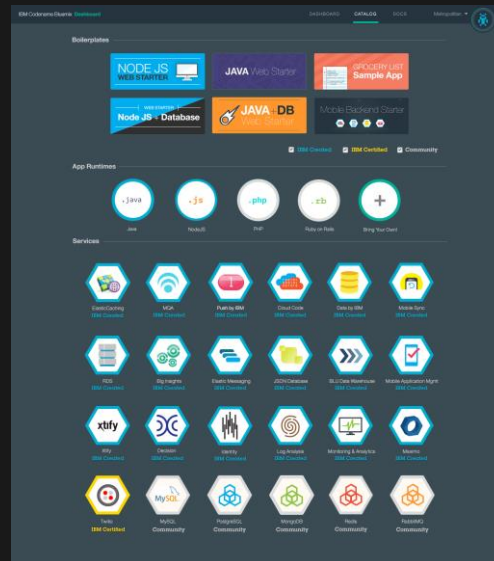
Private. Public. Hybrid. One portal. One set of APIs. One platform.



IBM Codename: BlueMix on SoftLayer

Delivering a Composable Services development Environment

- Run Your Apps
- Dev Ops
- APIs and Services
- Cloud Integration
- Extend SaaS Apps



Fueled by Open Source PaaS



The Cloud Foundry Foundation



IBM's Cloud Marketplace

IBM Cloud Marketplace 2H 2014

IBM Branded website for line of business, Developers & IT teams to build, consume & market offerings

Single point of entry for IBM's extensive IaaS, PaaS &aaS offerings

IaaS Softlayer hosted provider services

PaaS IBM Bluemix, IBM Pattern Engine & IBM High Performance Computing eg. Big Data

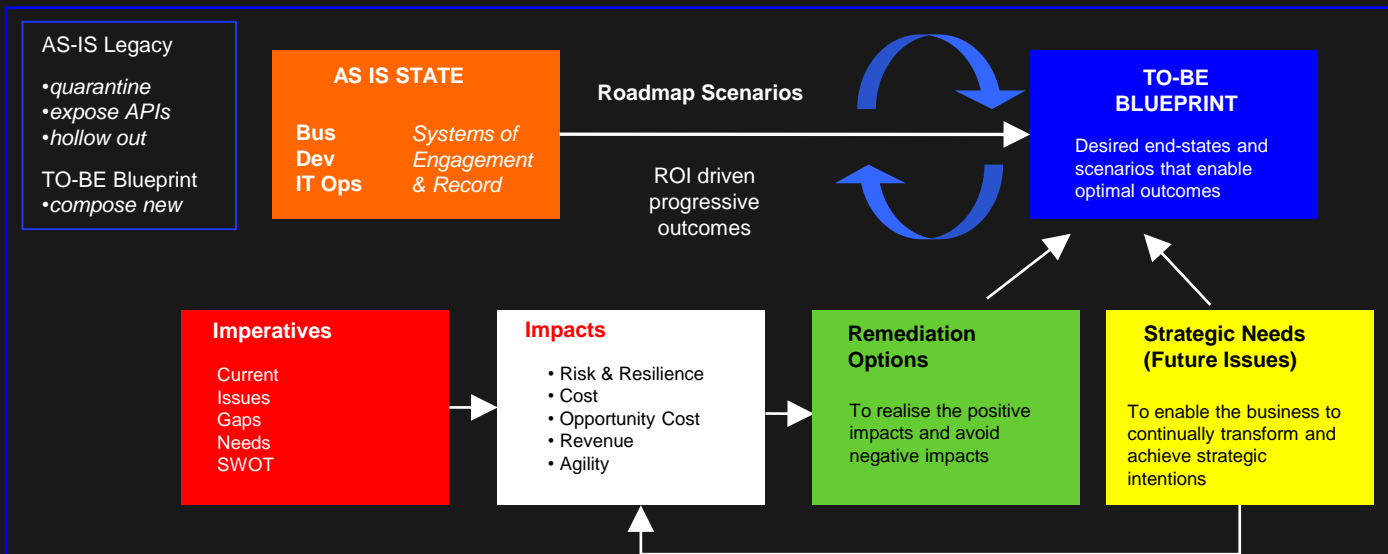
aaS Providers can integrate their services (Apps & APIs) to the marketplace – partners, independent developers and MSPs

IBM's Cloud Marketplace



Moving to a new world?

Many entry points... on Premise + off Premise = Hybrid for (IaaS | aPaaS | aSaaS)





akupetz@au1.ibm.com