

# IBM SolutionsConnect 2015

Seize the Moment. Dive into Next Generation Technologies.



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Seize the Moment. Dive into Next Generation Technologies.



## Manage a seamless Hybrid Cloud Infrastructure: Software Defined Environment

**Raphael Fabiano CS**

IBM Cloud Country Sales

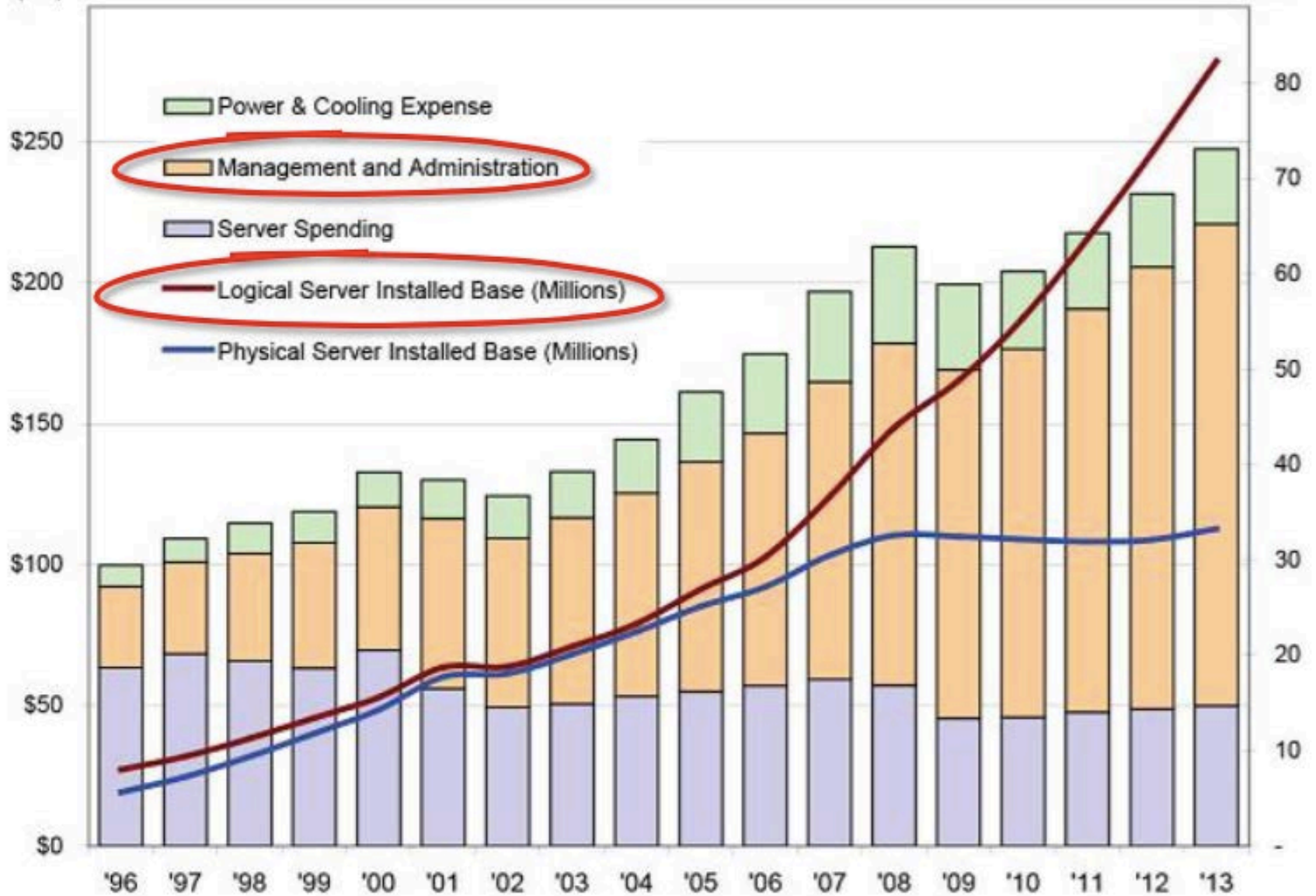
[fraphael@id.ibm.com](mailto:fraphael@id.ibm.com)

+628170551286



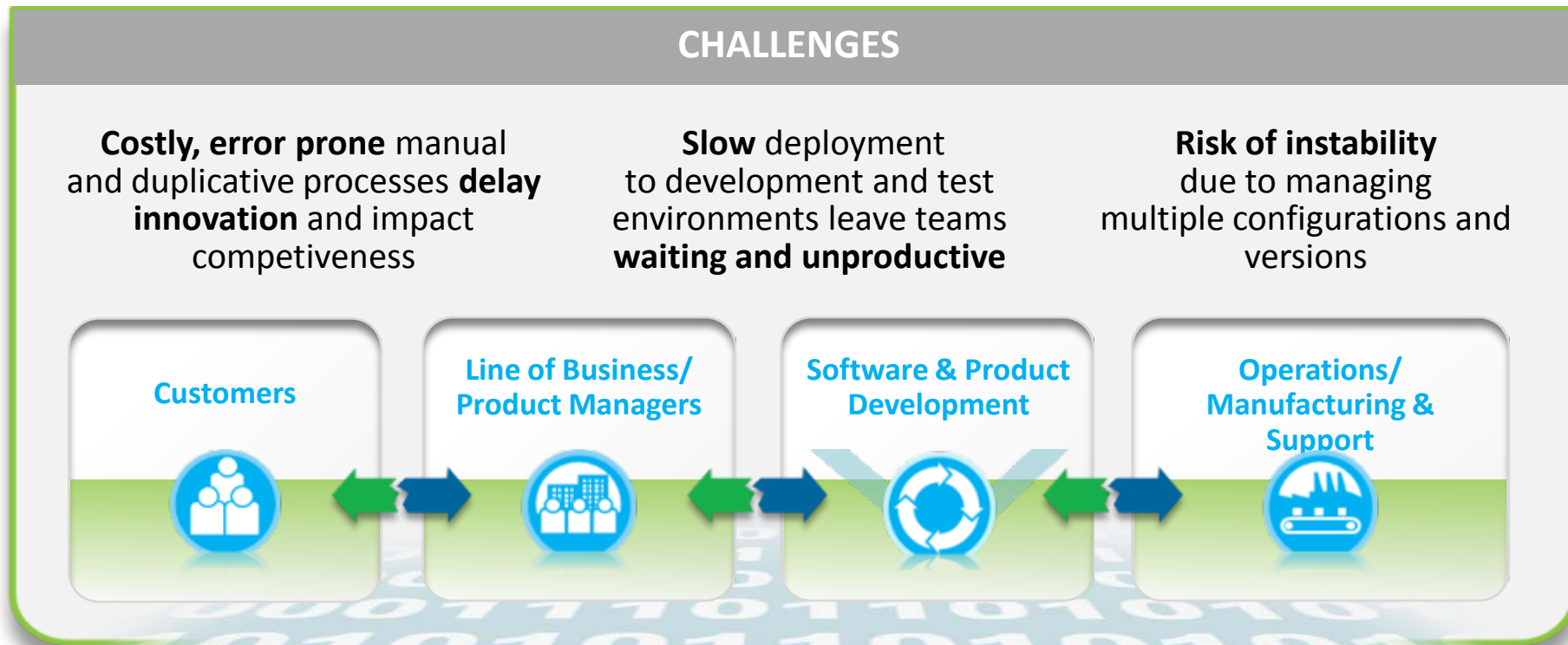
Customer Spending  
(\$B)

Millions Installed  
Servers



Source: IDC July 2010: The Business Value of Large Scale Server Consolidation

# The Business Challenges



# Speed is the new currency

Survey of Fortune 1000 IT leaders...

**58%**

place faster delivery of IT services in their top 3 priorities



**Prioritizing IT needs**

**83%**

of IT leaders don't believe they can deliver services fast enough



**Delivery improvement**

## What we have heard from 5000+ Private Cloud Engagements

Costly, error prone manual, and duplicative processes delay innovation and impact competitiveness

It takes weeks to deploy an application using a 100 page manual today

There is always more to provisioning than just installing software, such as configuring monitoring, backup policies, and compliance

**>70%**

of resources devoted to maintaining existing systems and products

We have lots of tools to manage isolated automation tasks, but getting everything coordinated is challenging and takes a lot of time

Need to manage the lifecycle of that application once provisioned – keep it running, compliant, and data protected

Need to reduce capital expenses on IT

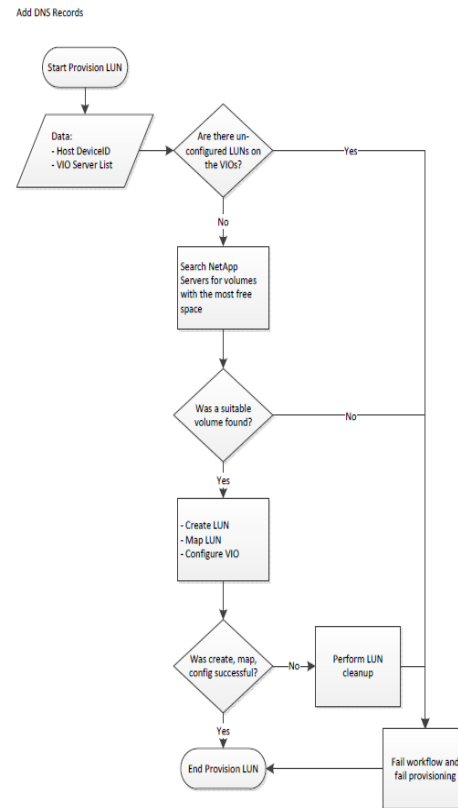
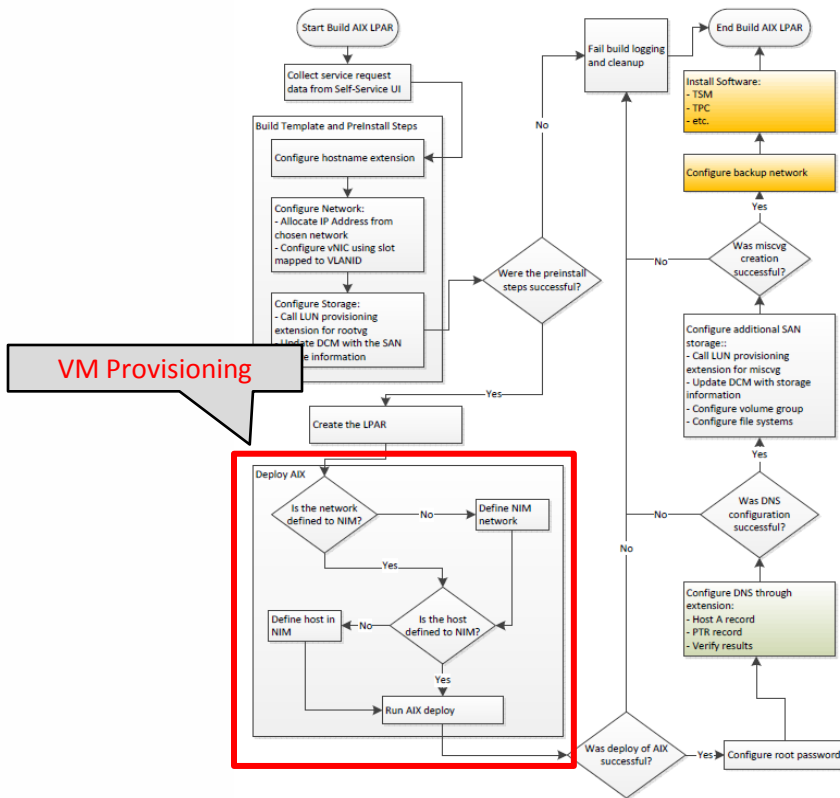
**4-6 weeks**

to deliver application changes to customers



# End to end Orchestration in a Cloud Enabled Data Center

Provisioning is not enough. Customers need end to end automation to accelerate delivery of IT services, while reducing costs



Real customer example



## The IT Challenge

## ICO provides...

### Infrastructure

We have lots of tools, to manage **isolated automation tasks**

But getting everything coordinated is challenging and **takes a lot of time**

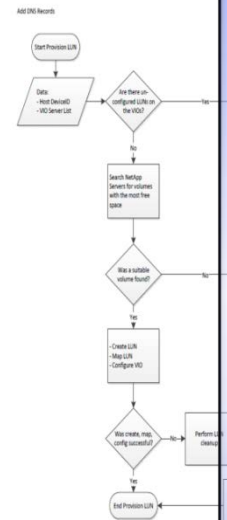
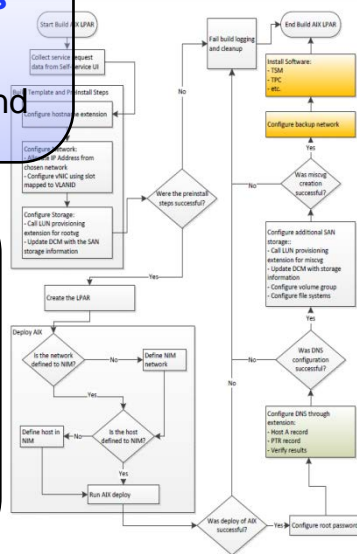
### Operations

Releasing a new application in production **is a lot more than creating a virtual machine.**

I need to link different tools, people, departments. **It takes weeks.**

### Business

I need to **react quickly to market demand.** IT is not fast enough to support my strategy and is slowing down innovation



Real customer example

### End to End Automation

ICO can automate everything to deliver a production environment: **multi node applications**, storage, network, change and configuration, ...

### Standardization

ICO delivers "services": **repeatable** and **controlled** process, simplified **self service** consumption, auditable

### An Open and Flexible Platform

ICO integrate with existing data center, processes and tools. It is based on **Open Standards**, providing choices to customers that want to avoid a technology lock in



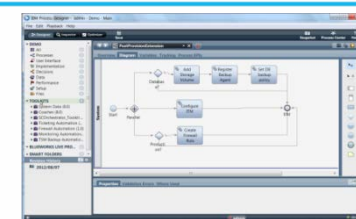
# What is IBM Cloud Orchestrator

## What Is IBM Cloud Orchestrator (ICO)?

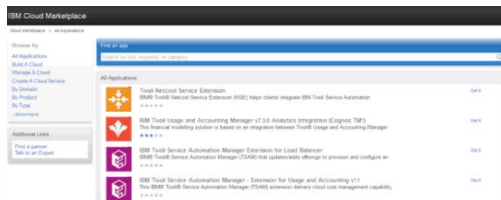
An open and scalable cloud platform



An easy to use orchestrator for cloud service automation



A marketplace for automation packages sharing and re-use



A rich set of ready to use automation packages



# Why IBM Cloud Orchestrator is better?

## An open and scalable cloud platform

### IBM Advantage:

Deploy whole multi-node applications, not just servers  
 Choose whether or not you pay licensing for VMWare or go with open source Open Stack.  
 One management platform for VMWare, PowerVM, OpenStack infrastructures.



## An easy to use orchestrator for cloud service automation

### IBM Advantage:

Automate the provisioning, configuration, and attachment to production of storage, network, management tools...seamlessly to users.  
 Based on award winning IBM Business Process Manager technology: easy to use, yet very powerfull

## A marketplace for automation packages sharing and re-use

### IBM Advantage:

Leverage an ecosystem. IBM services, partners, open source communities – OpenStack, Chef, Tosca

## A rich set of ready to use automation packages

### IBM Advantage:

Leverage of the box integration for storage, network , change and config, lifecycle management.  
 And more.. Chef cookbook, PureApp patterns

# What is OpenStack

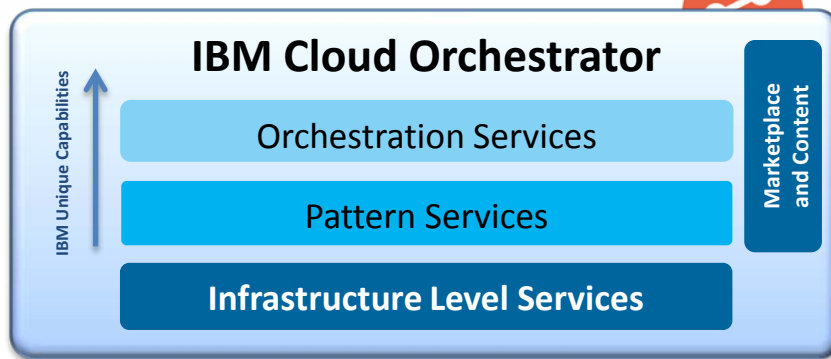
The OpenStack Foundation – Exponential Ecosystem Growth

## IBM SolutionsConnect 2015



OpenStack is a global collaboration of developers & cloud computing technologists working to produce an *ubiquitous Infrastructure as a Service (IaaS) open source* cloud computing platform for public & private clouds.

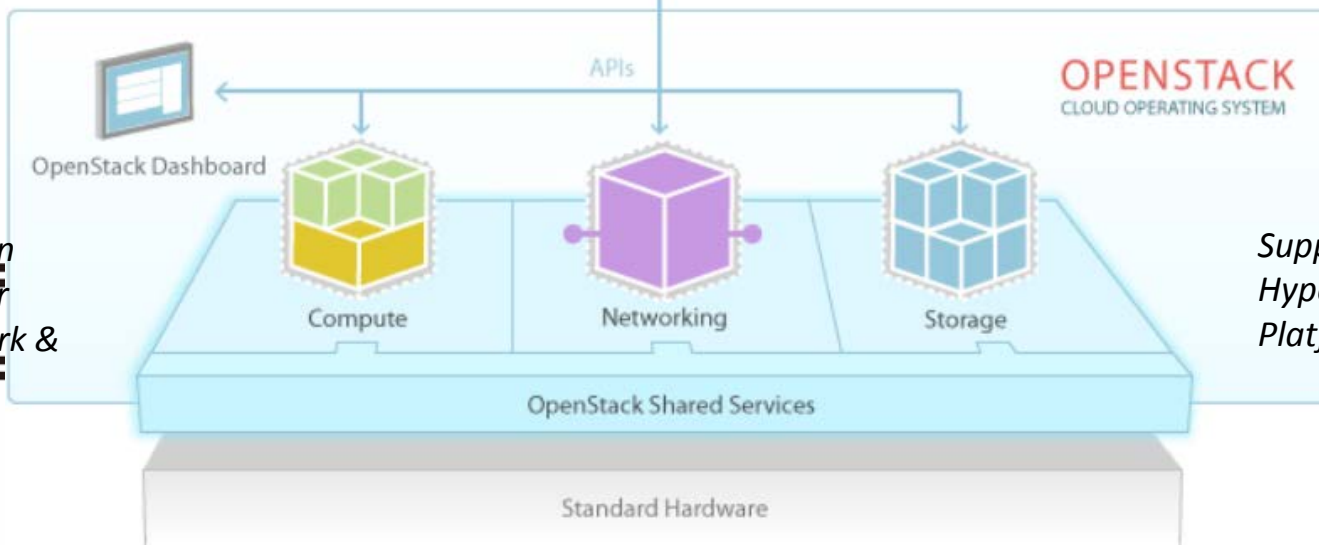
### Platinum Sponsors



### Gold Sponsors



Provides Common Cloud Services for Compute, Network & Storage



Supports Multiple Hypervisors, Multiple Platforms

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# **IBM Cloud Orchestrator in action:**

## **A typical scenario**

## How can IBM help deliver the speed you need?

- **NEW !!** "Wizard" to help quickly build services and publish to the catalog.
- Deliver services **without coding workflows** !
- Go live in production in a **fraction of the time** !

Stand up infrastructure with monitoring, backup, patch as easy as 1,2,3

1. Choose your workload
2. Add your service management capability
3. Publish with the push of a button

Web Applications, WebSphere, LAMP Stack, [more](#)

Monitoring, Backup, Compliance

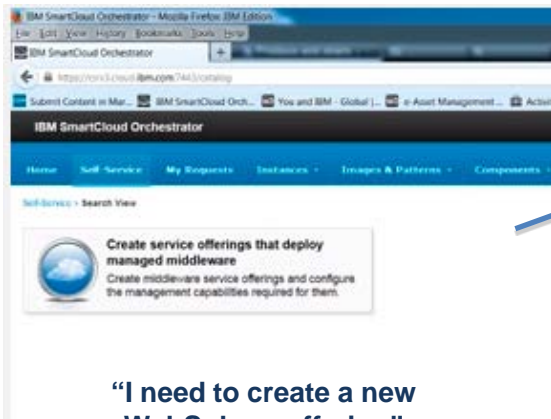
In under 5 minutes !!



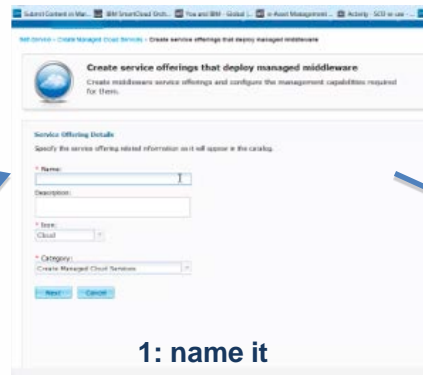
"I am nervous we are spending time and money **integrating things** that should naturally fit together."



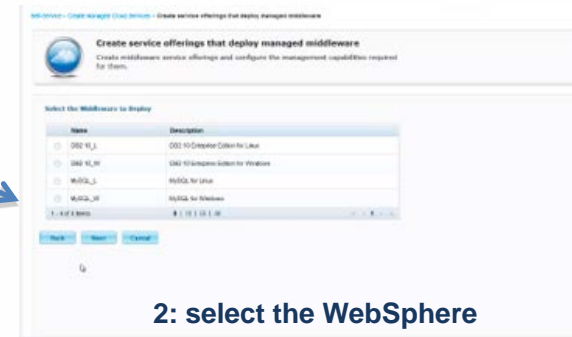
**Example:** Create a self service offering that automates the deployment of WebSphere that is instantly connected to your service management tools in minutes



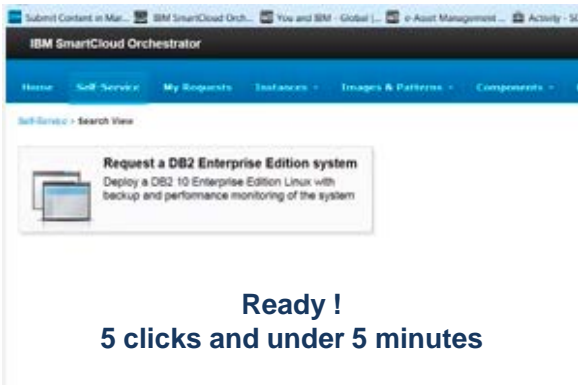
**"I need to create a new WebSphere offering"**



**1: name it**



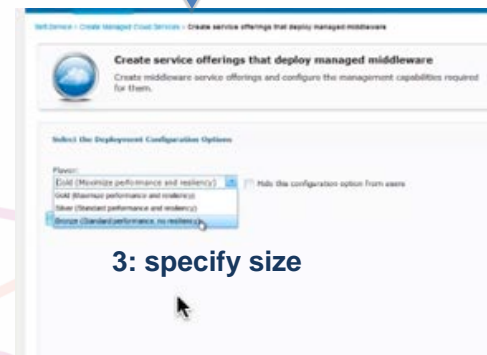
**2: select the WebSphere pattern**



**Ready!  
5 clicks and under 5 minutes**



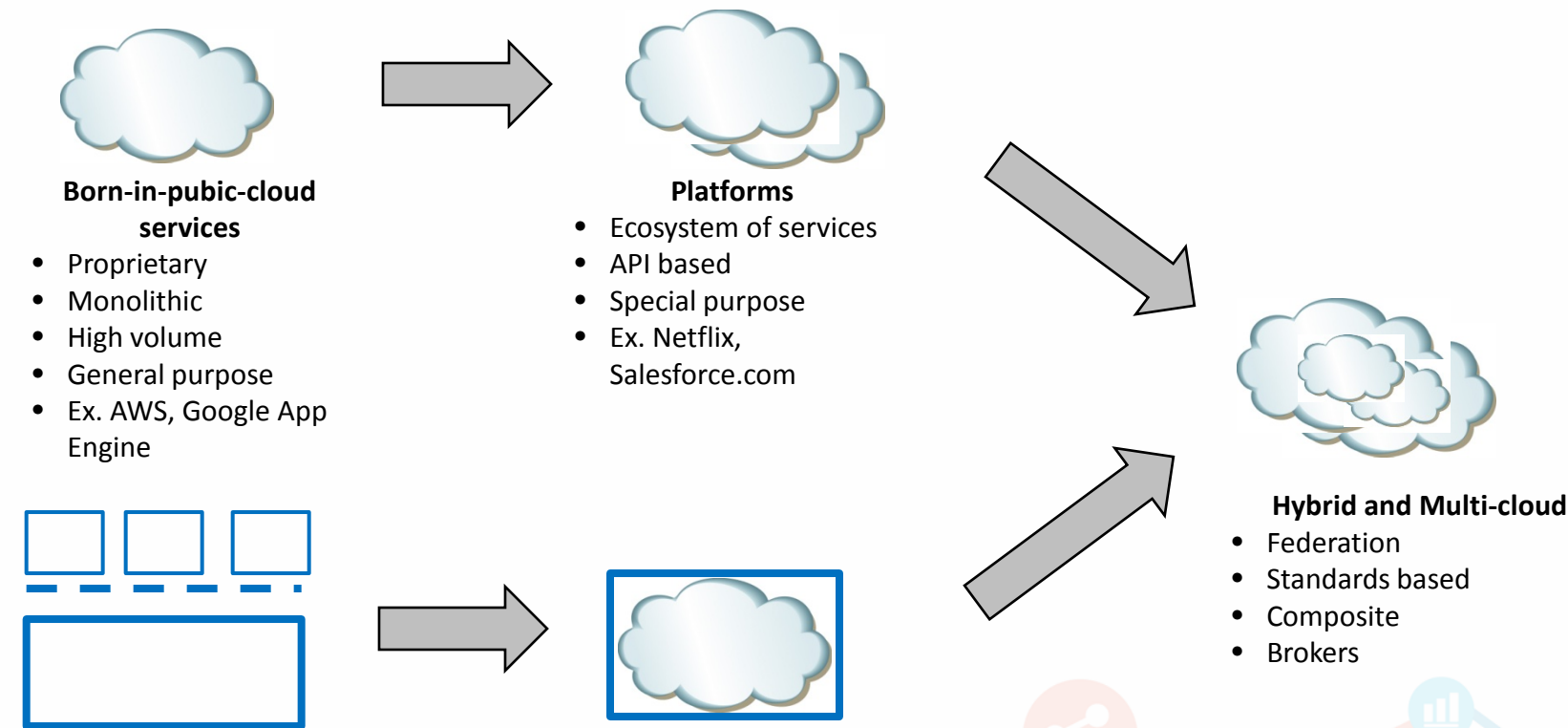
**4: Add Service Management (monitoring, backup, patch)**



**3: specify size**

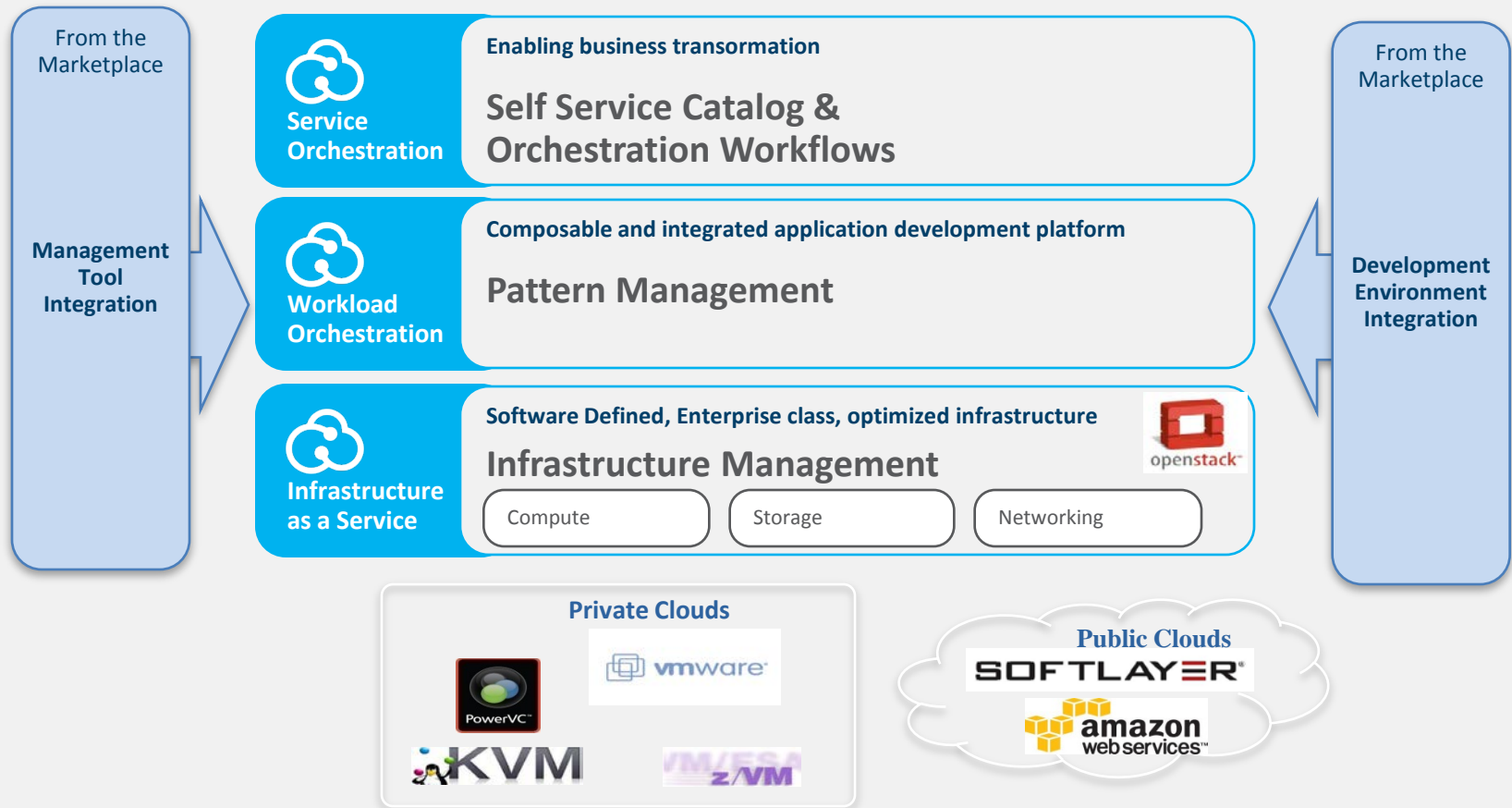
## Evolution of Hybrid and Federated Cloud Environments

### Evolution and integration of off-premise and on-premise IT services:

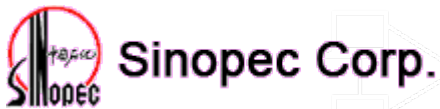


## IBM Cloud Orchestrator – Key Ingredients

From a capability point-of-view, Cloud Orchestrator can be represented as a three-tier solution:



# Customers Choose IBM for Cloud





Simplify and Accelerate Service Delivery with

# IBM SmartCloud Orchestrator

Cloud Management  
for your IT Services

Comprised of 3 tiers

## Infrastructure Services

Manage your dynamic, hybrid environment

## Platform Services

Patterns and Application management

## Orchestration Services

Setup and deployment of complex IT processes

79 percent:  
increased  
hardware  
virtualization

IBM SmartCloud Orchestrator allows for:

45 days to less than 20 minutes:  
Shorter server provisioning times

Business Agility  
Reduce Time to Market

IT Repeatability  
Faster Service Delivery

Open Standards built on OpenStack  
Flexible, fit-for-purpose technology

Cost Reduction  
Automate cloud lifecycle management

See what IBM SmartCloud Orchestrator can do for you.

[www.ibm.com/software/products/us/en/smartcloud-orchestrator/](http://www.ibm.com/software/products/us/en/smartcloud-orchestrator/)

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Q & A

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# Thank You

Raphael Fabiano CS  
IBM Cloud Country Sales  
[fraphael@id.ibm.com](mailto:fraphael@id.ibm.com)  
+628170551286

