

스마터 컴퓨팅 시대의 도래

New Era of Smarter Computing

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IBM Growth Market STG 영업 부사장



Business innovation across industries is driving exploding demand for services from IT



Neonatal Care



Law Enforcement



Telecom



Fraud Prevention



Resource Management



Traffic Control



Manufacturing



Trading

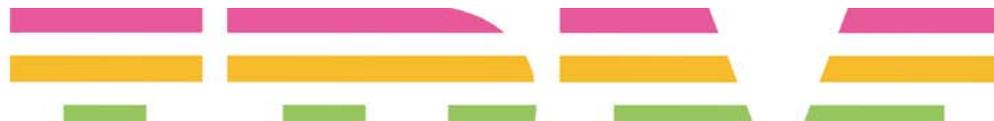
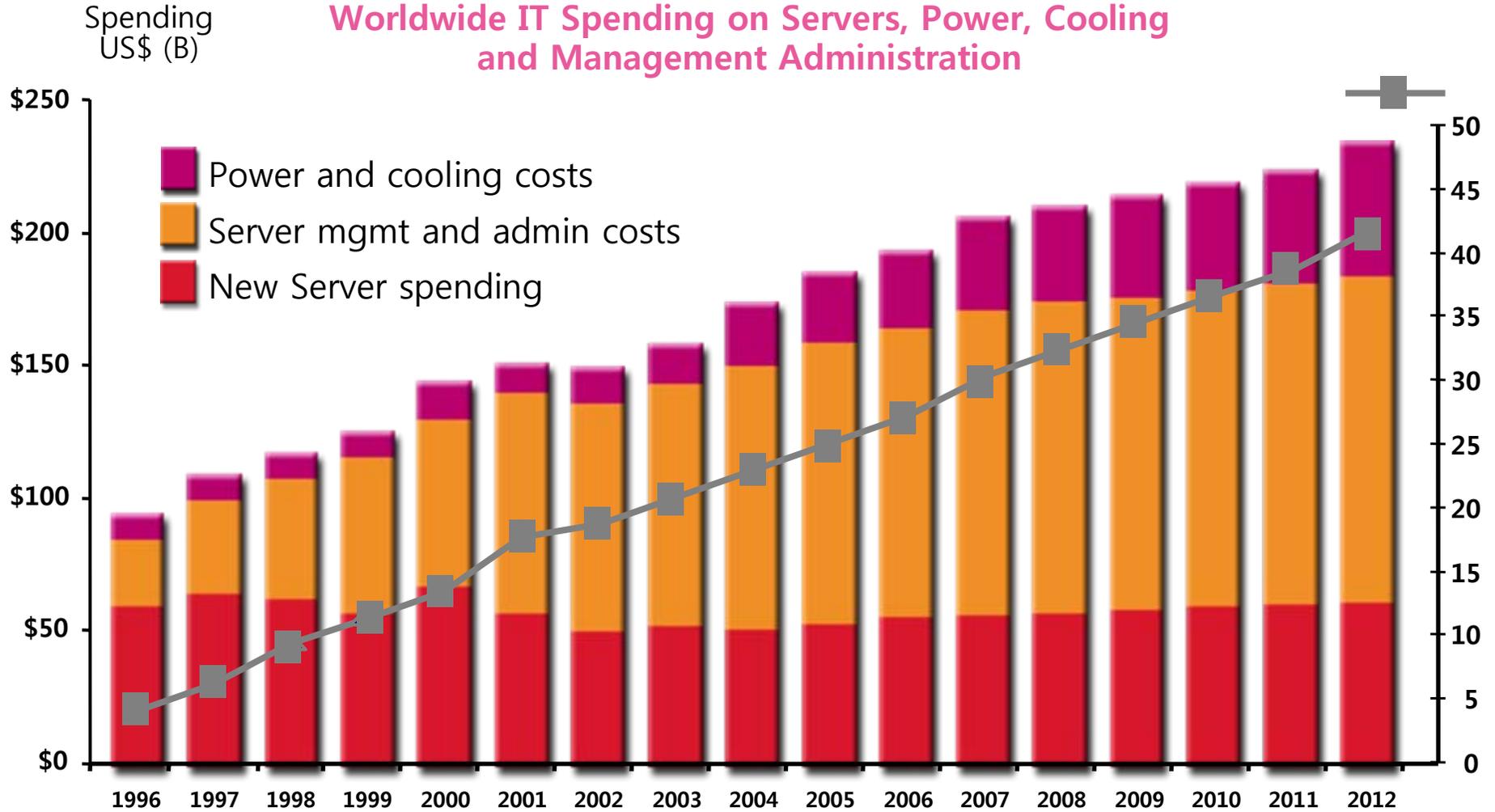


Get ready to **break free.**

IT operating costs are out of control

Physical Server Installed Base (Millions)

Worldwide IT Spending on Servers, Power, Cooling and Management Administration



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Source: IDC

IT is faced with addressing an conundrum – meeting exploding demand for service on a flat budget

Incomplete, Untrusted Data: Always Guessing

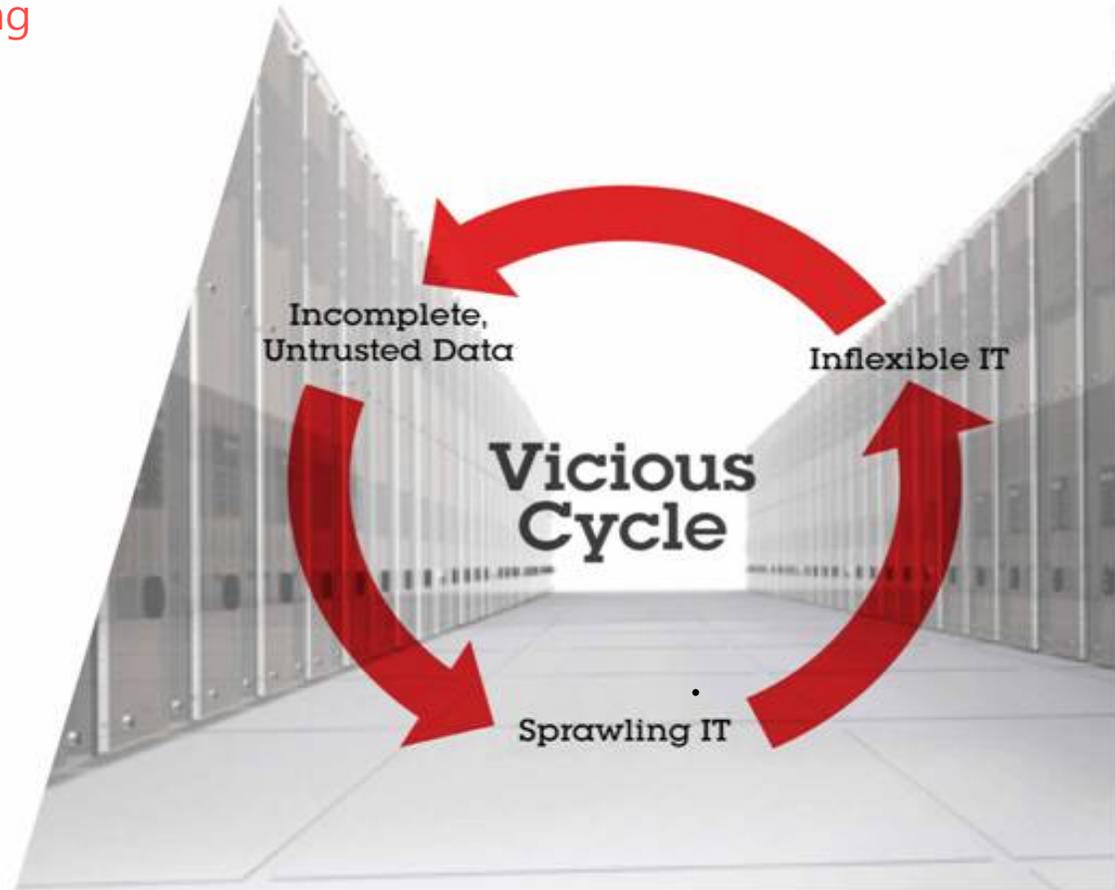
Decisions are made on incomplete data, big ideas are seen as risky, and small decisions aren't optimized.

Sprawling IT: More Cost

Every IT investment leads to more sprawl which drives up infrastructure and management costs.

Inflexible IT: Reactive

Inflexibility of infrastructure limits integration across silos and responsiveness to customer demands.



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Smarter Computing: reverses the IT conundrum by designing, tuning and managing IT infrastructure for greater IT economics

Big Data: Designed for data

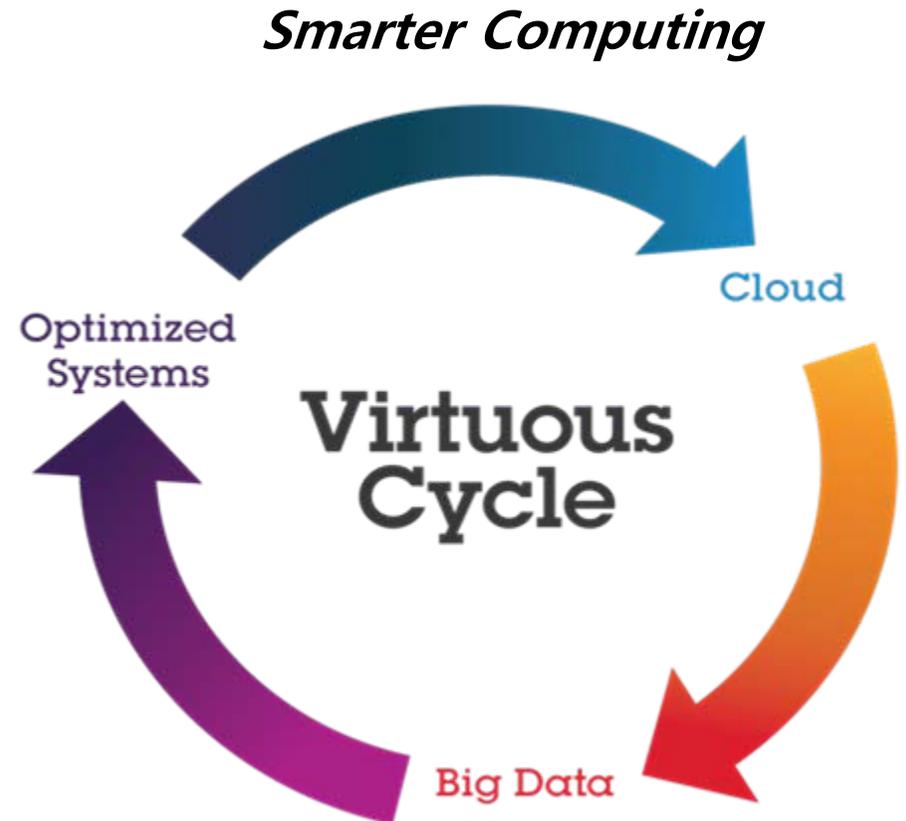
Remove barriers to harnessing all available information and unlock insights to make informed choices.

Optimized Systems: Tuned to the task

Remove financial barriers by driving greater performance and efficiency for each workload.

Cloud: Managed through the cloud

Remove barriers to rapid delivery of new services and reinvent business processes to drive innovation.



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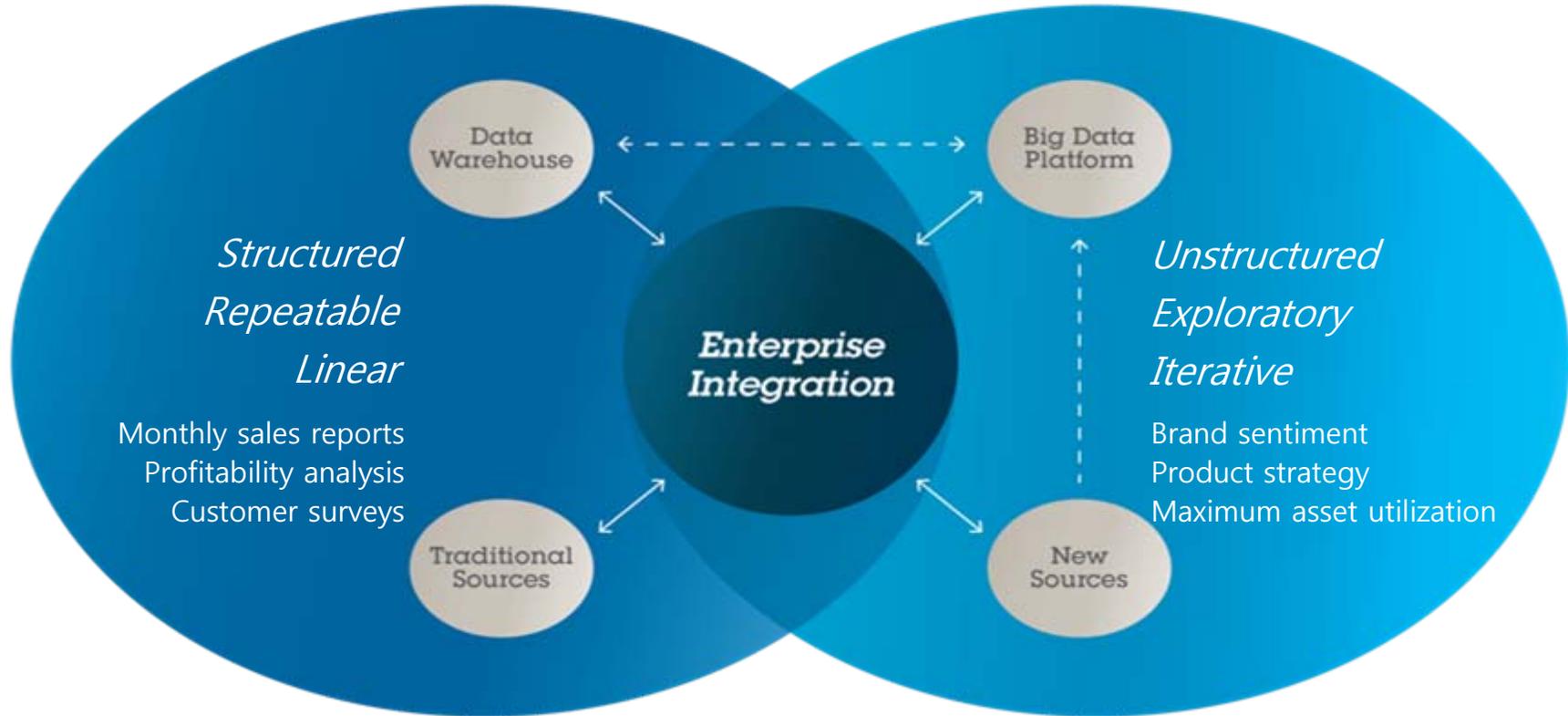
Integrating new approaches such as Big Data will unlock new insights

Traditional Approach

Structured, analytical, logical

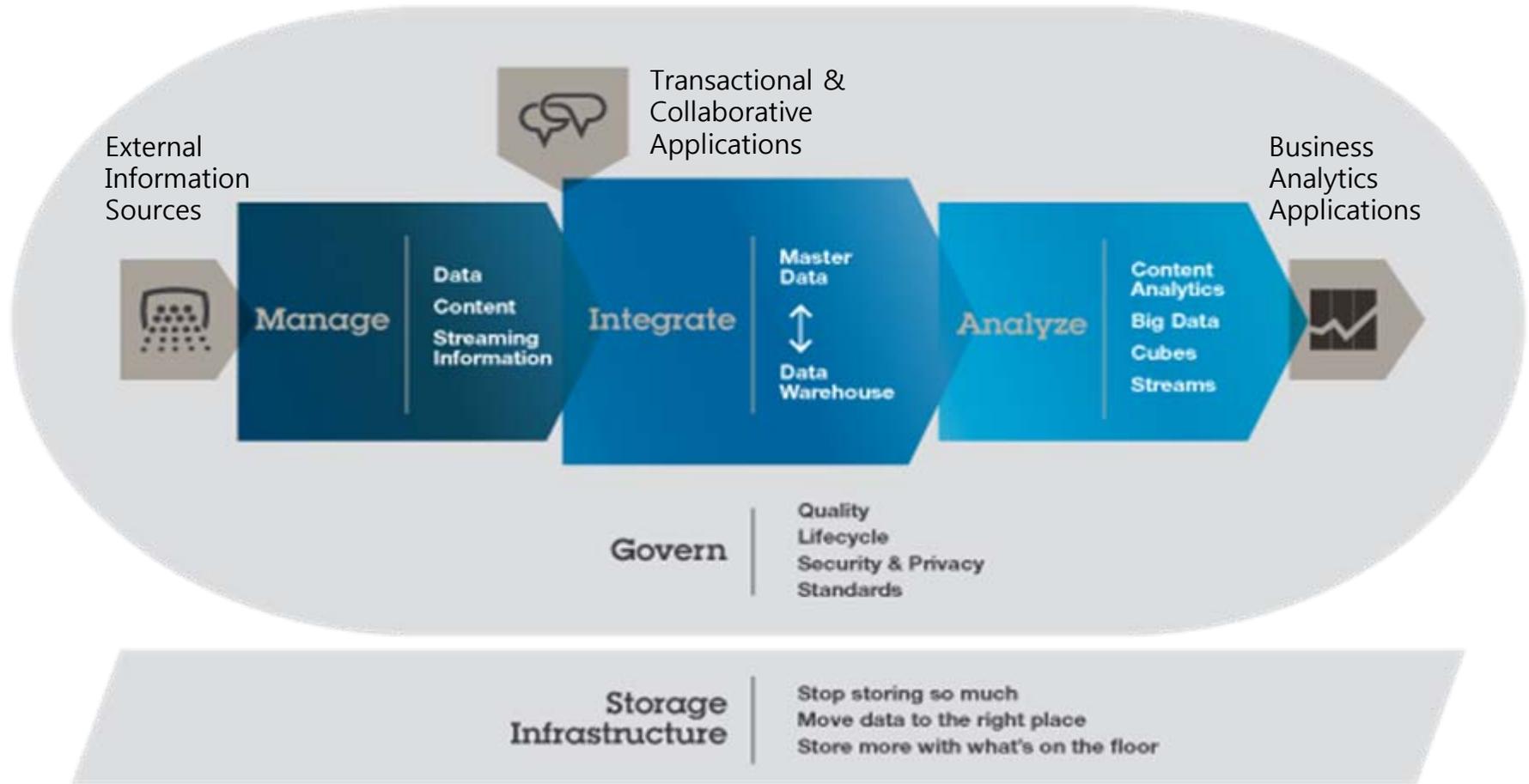
New Approach

Creative, holistic thought, intuition



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IBM offers the complete set of capabilities required to integrate Big Data into an enterprise's information supply chain and storage infrastructure



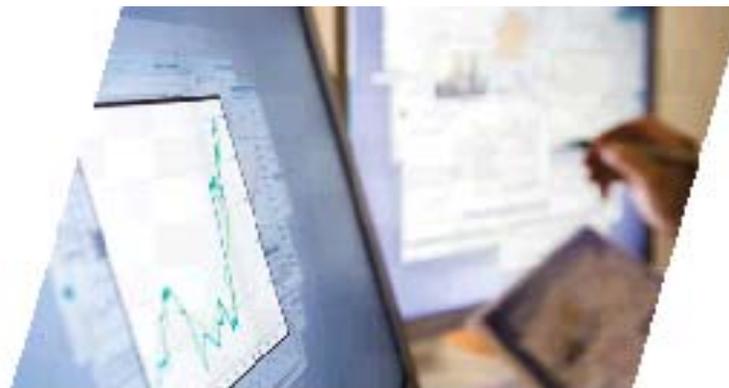
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Different workloads have different characteristics.



Transaction Processing and Database

- Thousands of online users
- Large transactional databases
- 24x7 operation



Business Intelligence and Analytics

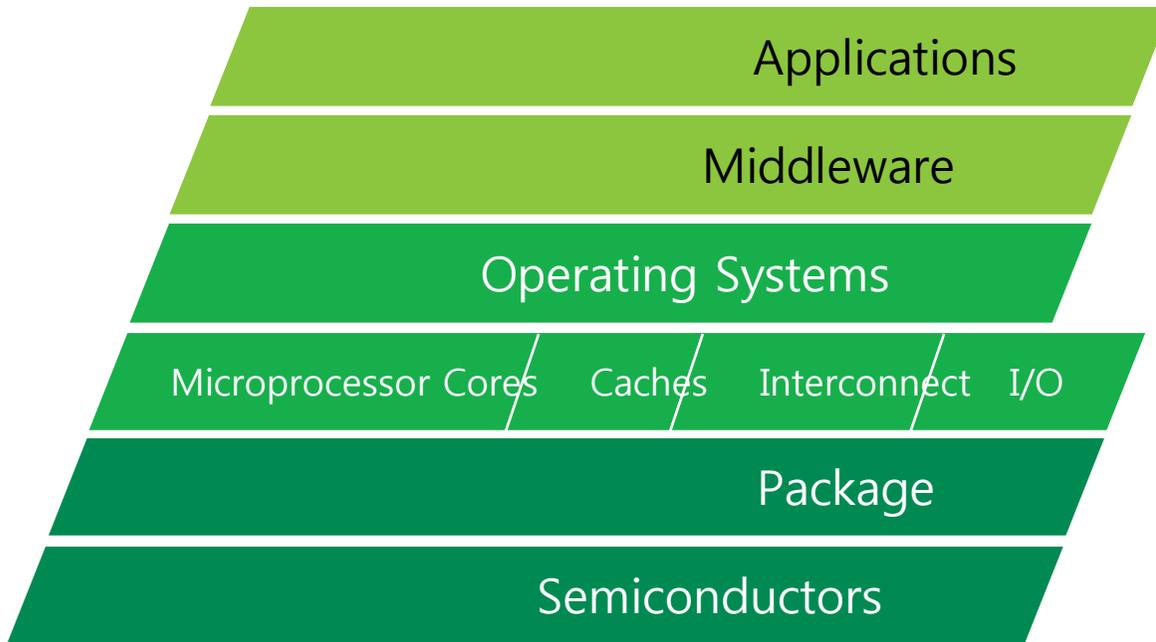
- Fewer users
- Complex queries
- Multiple data sources
- Large data warehouse



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Optimized Systems are tuned to help address the unique needs of any workload

Domain Knowledge / Workload characteristics / Interdependencies / Architecture options



Software

- Stack integration
- Middleware tuned for hardware
- Integrated management across architectures

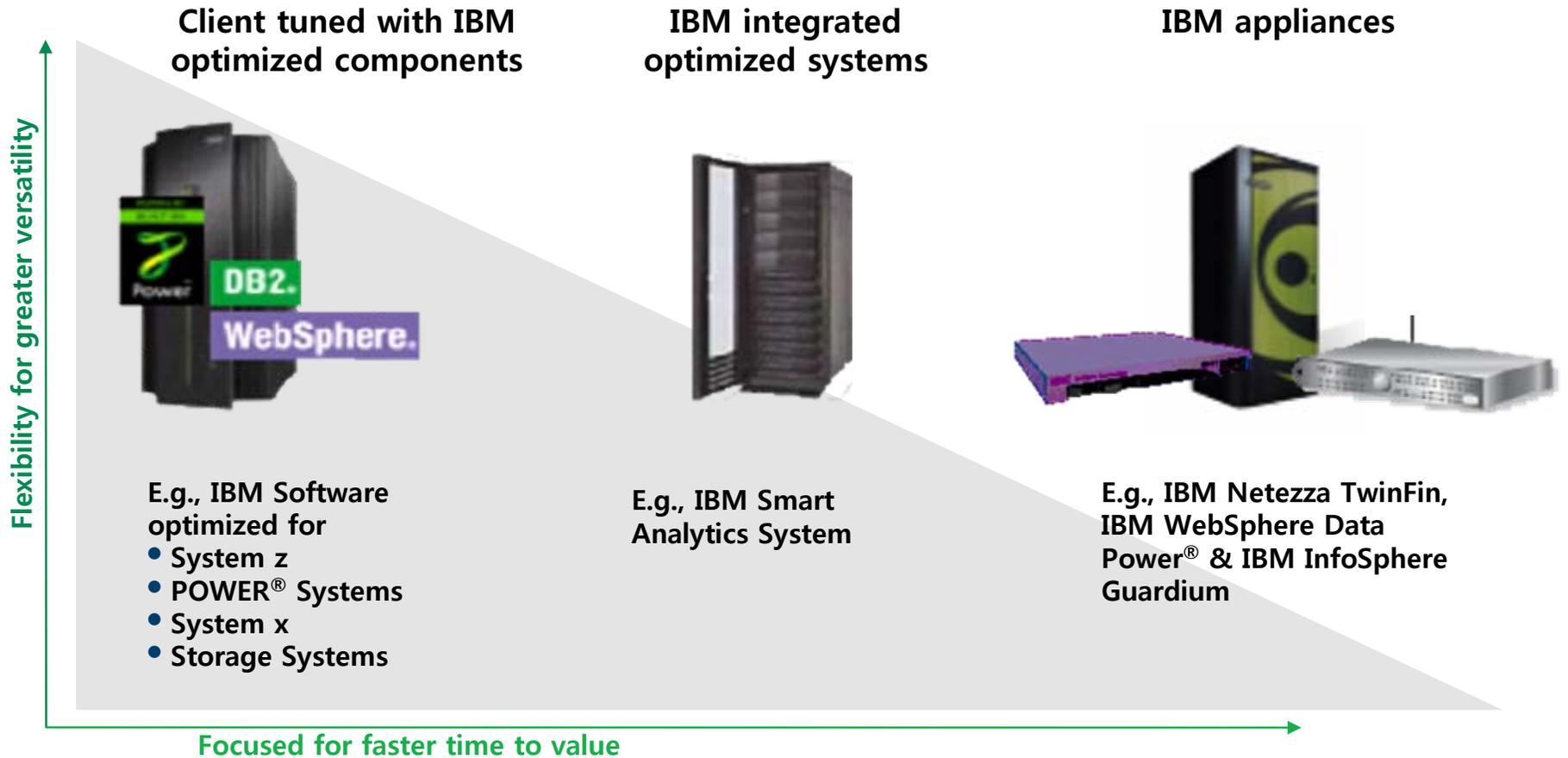
Hardware

- Multi-core architectures
- Advanced threading
- Low latency



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IBM delivers a range of offerings that best fit your specific needs



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University of Pittsburgh Medical Center achieved Smarter Computing

\$8 billion global healthcare enterprise with more than 50,000 employees challenged to lower cost of IT infrastructure to enable investment in next-generation clinical systems

Transform to deliver:

- Doubled IT capacity and held costs flat
- Eliminated need for \$80 million data center
- Enabled investment in next-generation clinical technology—"smart" hospital room and paperless hospital



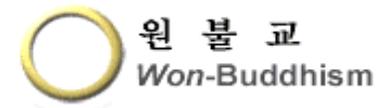
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Won Buddhism achieved Smarter Computing

Won Buddhism implemented virtualization based integrated system to increase operational efficiency and scalability. Won Buddhism also got energy efficiency and lower cost of IT infrastructure.

Transform to deliver:

- 20% energy efficiency increased
- Enterprise level scalability assured
- \$300K TOC decreased
- Administrative overhead decreased
- Migration from Oracle Sun to IBM POWER, WebSphere Application Server & DB2



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Cloud helps business and IT create and deliver value in fundamentally new ways... but there are concerns....

Deliver IT
without
boundaries

Create new
business value

Improve speed
and dexterity



44%

are concerned with the lack of or limited ability for customization of public clouds

50%

concerned about the loss of control over IT activities/business processes

56%

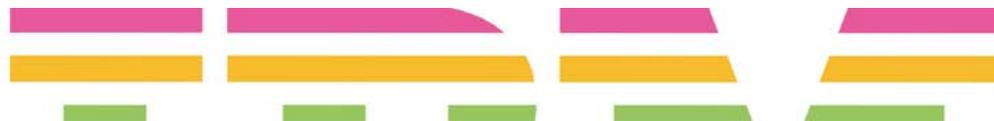
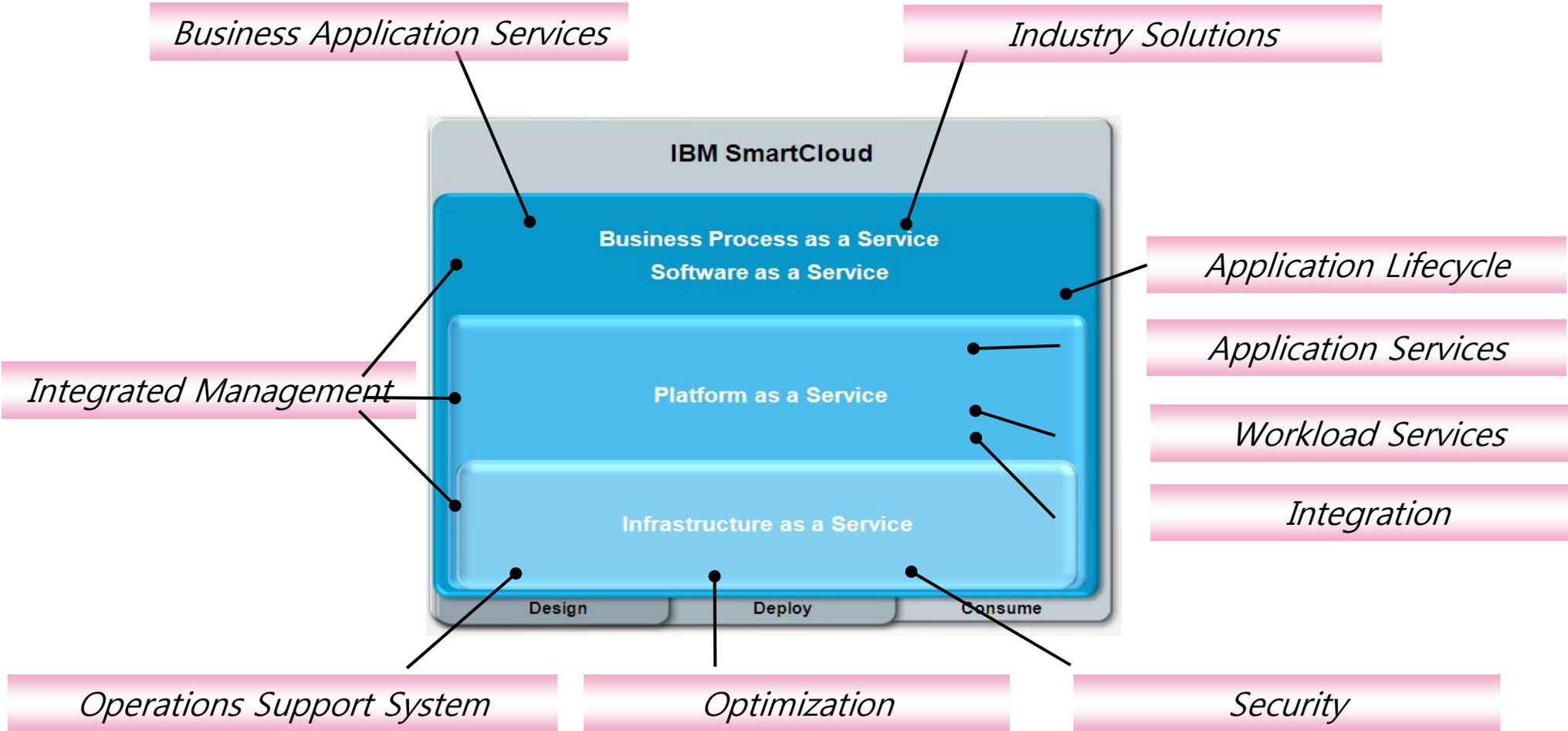
believe that service level agreements are not detailed enough

Concerns



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IBM provides solutions for Private, Hybrid and Public cloud computing



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Citigroup achieved Smarter Computing

Citigroup accelerated time-to-market of new innovations by implementing a private cloud that reduced provisioning time of development servers from 45 days to 20 minutes.

Transform to deliver:

- Implemented a private development cloud based on IBM Cloudburst™ technology
- Software enable automated administration, patch management, and usage accounting
- Dramatically reduced administrative overhead
- Reduced deployment time from as much as 45 days to just 20 minutes



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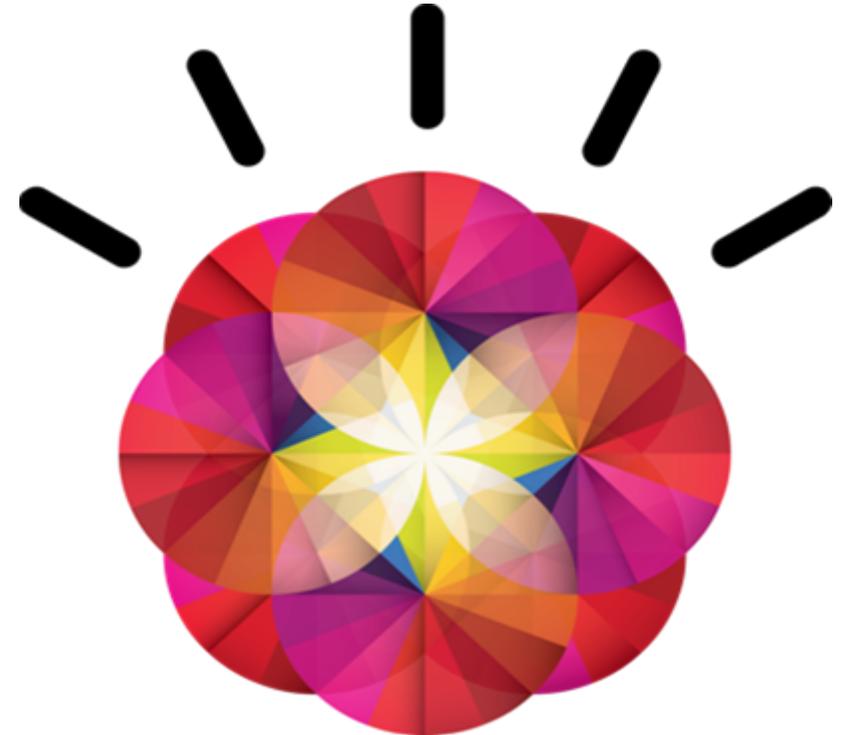
Leading IT organizations are engaging with IBM to succeed in the new era of Smarter Computing.

Our approach is inclusive —
no “rip and replace”

IBM can deliver the required
experts and expertise

IBMers are extending our portfolio to
addressing the biggest challenges
in computer science

Proven innovator for 100 years



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감사합니다!



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