



IBM Smarter Business and Technology Series

A headstart for the next decade

November 25, 2010 Kuala Lumpur

Driving Business Transformation with Cloud

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Cloud Computing, SOA, J2EE, Business Intelligence

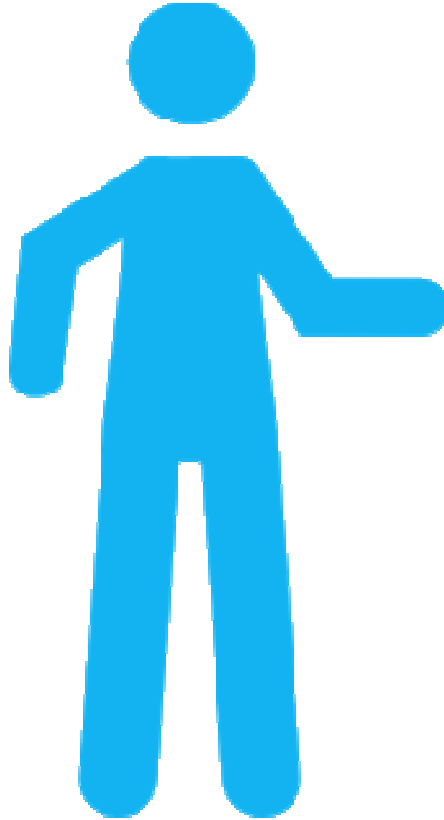
tennis/futsal player, gamer, mountain trekker



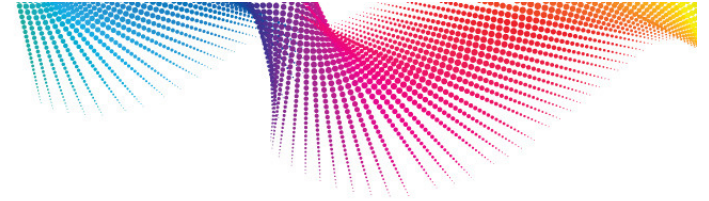
November 26, 2010



Cloud is a shift in the consumption and delivery of IT with the goal of simplifying to manage complexity more effectively.

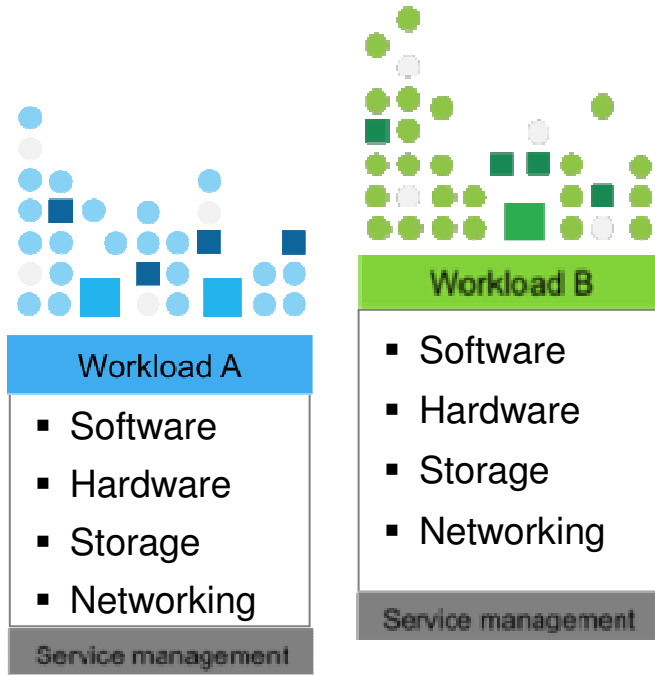


- **Cloud is:**
 - A new consumption and delivery model
- **Cloud addresses:**
 - Cost reduction
 - Scale
 - Utilization
 - Self-service
 - IT agility, flexibility and delivery of value
- **Cloud represents:**
 - The industrialization of delivery for IT supported services
- **Cloud includes:**
 - Deployment models: public, private, hybrid
 - Delivery models: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS) and Business Process as a Service
 - Focus on the End user – self service delivery



What is different about cloud computing?

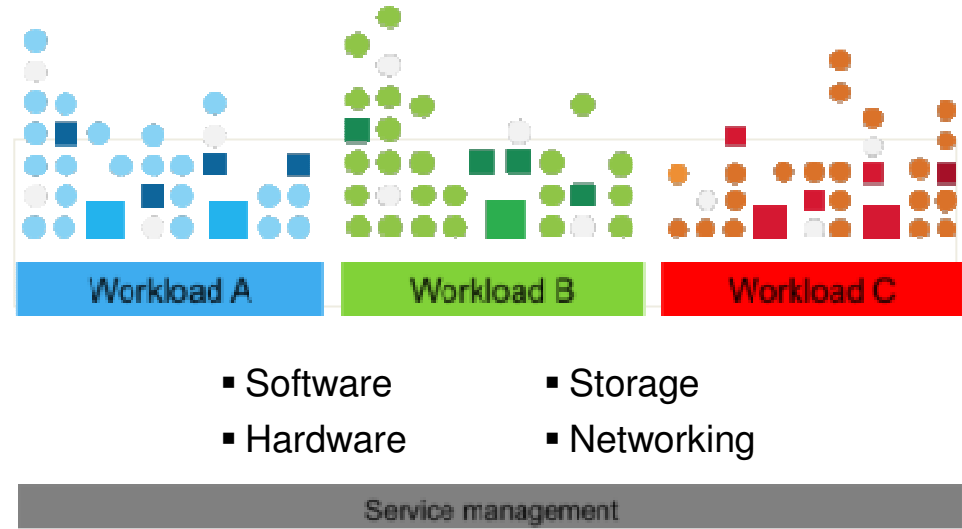
Without cloud computing



With cloud computing

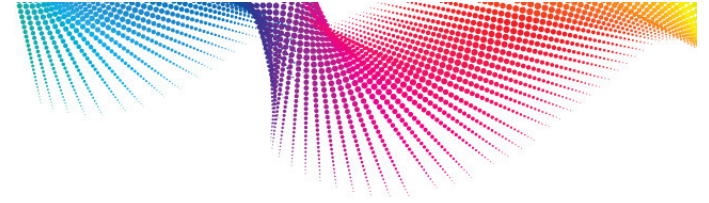


- Virtualized resources
- Automated service management
- Standardized services
- Location independent
- Rapid scalability
- Self-service



Note: Elements of cloud computing taken from NIST, Gartner, Forrester and IDC cloud computing definitions





IT benefits from cloud computing are real

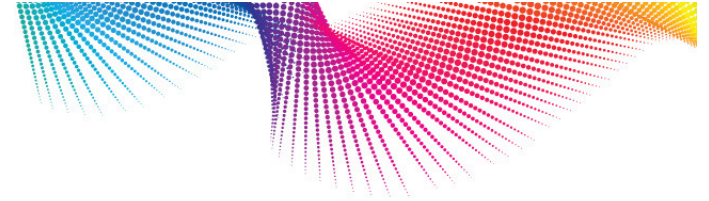
Results from IBM cloud computing engagements



Increasing speed and flexibility	Test provisioning	Weeks	Minutes
	Change management	Months	Days/hours
	Release management	Weeks	Minutes
	Service access	Administered	Self-service
	Standardization	Complex	Reuse/share
	Metering/billing	Fixed cost	Variable cost
Reducing costs	Server/storage utilization	10–20%	70–90%
	Payback period	Years	Months

SOURCE: Based on IBM and client experience.





The emerging agenda: the impact of cloud computing is extending into driving business transformation



Business-focused

An enabler of business transformation

- Creating new business models
- Enabling speed and innovation
- Reengineering business process
- Supporting new levels of collaboration
- Unleashing the end user productivity



Innovation



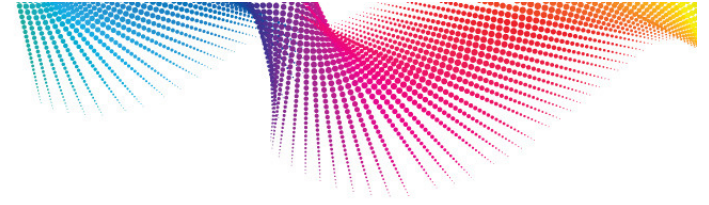
IT-focused

An evolution of information technology

- Changing the economics of IT
- Automating service delivery
- IT governance and policies
- Radically exploiting standardization
- Rapidly deploying new capabilities



Efficiencies



Time to Market

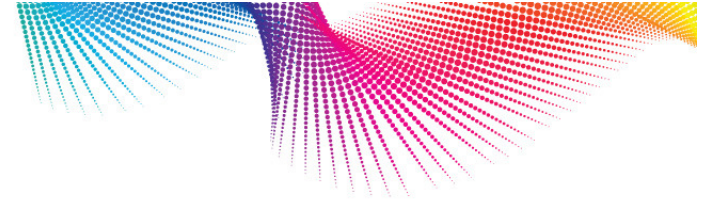
Taking new capabilities to market faster



Enable new revenue streams
Faster time to market
Decreased barrier to entry of new
services



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Enabling speed and innovation...

New Business Opportunities



Created and delivered new
cloud services
Back up via secure high
speed network
Fully managed in the Cloud



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Smart Business Development & Test Cloud

Taking new capabilities to market faster



Reduced labor and
infrastructure need to develop
and deploy new services

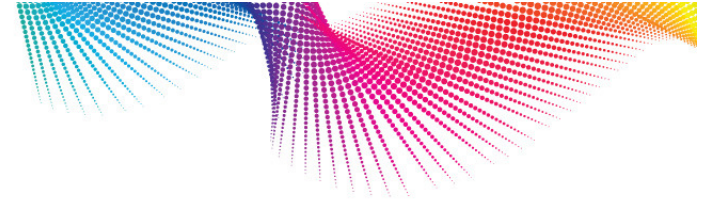
Decreased new application
deployment time from
10 weeks to <1 week

Accelerating business
transformation



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LotusLive Collaboration



**Improving collaboration
in a 300,000 person team**

Panasonic

Achieved new levels of
collaboration among 300,000
employees, vendors, and partners

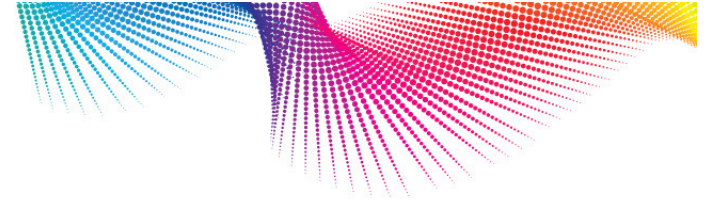
Saving 30 minutes per day
or 120hr per year per person





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Smart Business Desktop Cloud



Empowering a 34,000 person workforce



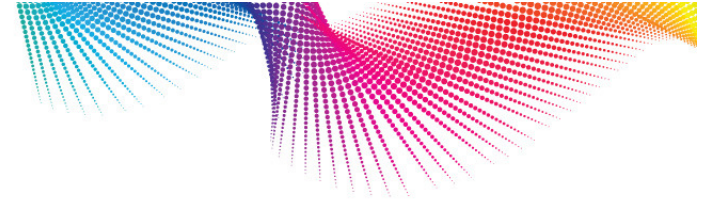
Bank of Tokyo-Mitsubishi UFJ

Empowered workers to anytime,
anywhere access

Improved security with better
data leakage control

Lowered cost of support and
upgrade





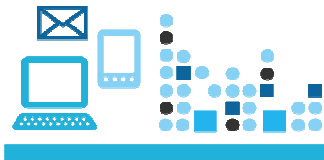
This new agenda presents opportunities and challenges for our Clients



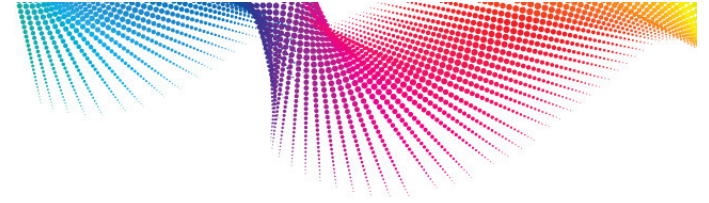
Clients want understand how cloud computing can transform the way they do business



They want to maintain a level of security and privacy equal to or greater than their traditional IT



And they want to do it on a platform that allows them to deliver, consume and integrate new services



Three major categories through which IBM is helping our clients to deliver business value from Cloud Computing

The IBM Cloud as a platform for Business



Expanding IBM's cloud offerings and partner ecosystem to create a business platform for growth and innovation

Managing Cloud Risk and Security

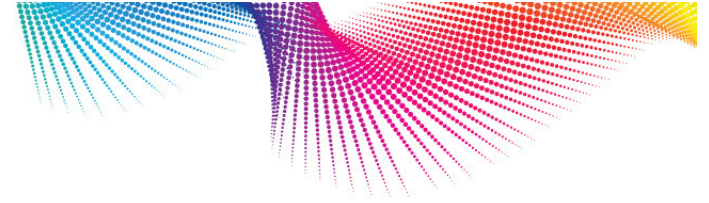


Address security and risk management concerns with IBM's security experience, focus, software and frameworks

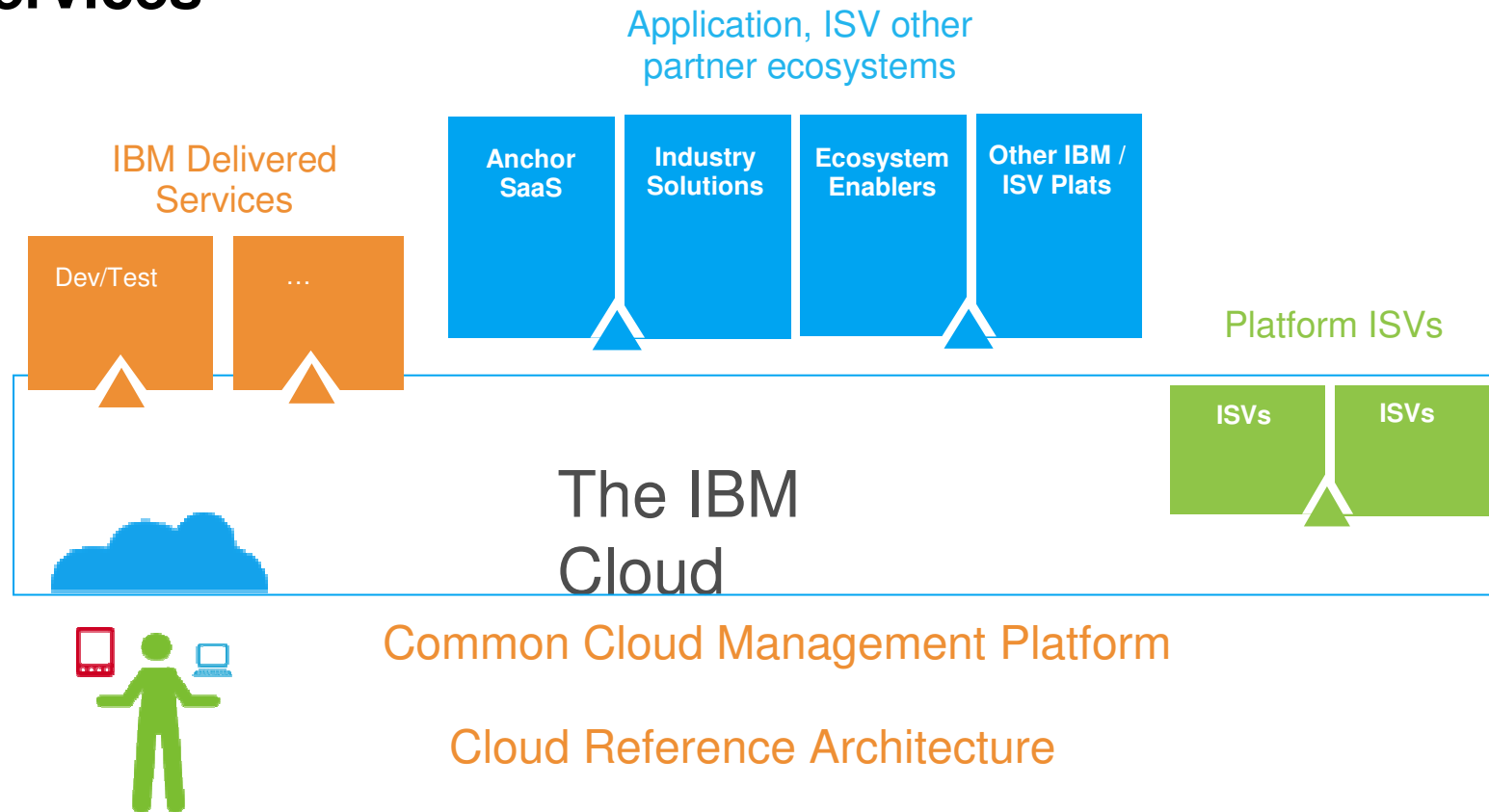
Transforming with Industry Clouds

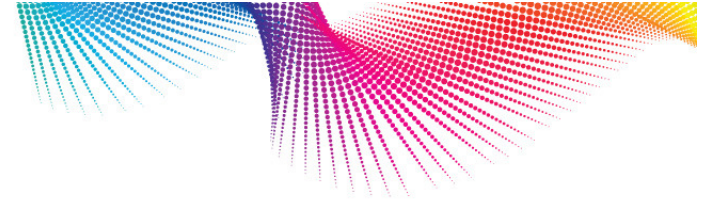


Drive business transformation, leveraging IBM's deep industry expertise, assets and cloud capabilities



Leveraging the IBM Cloud platform – an ecosystem of services





Delivering the IBM Cloud platform through a spectrum of delivery models

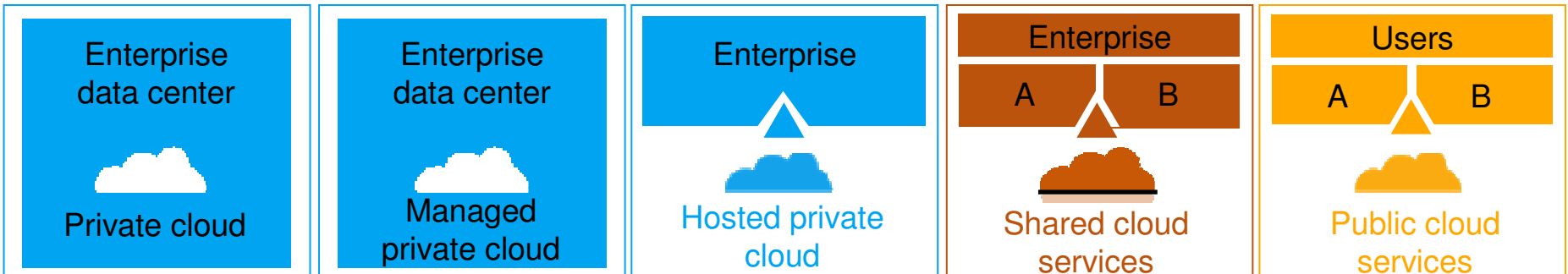


Private

IT capabilities are provided “as a service,” over an intranet, within the enterprise and behind the firewall

Public

IT activities / functions are provided “as a service,” over the Internet

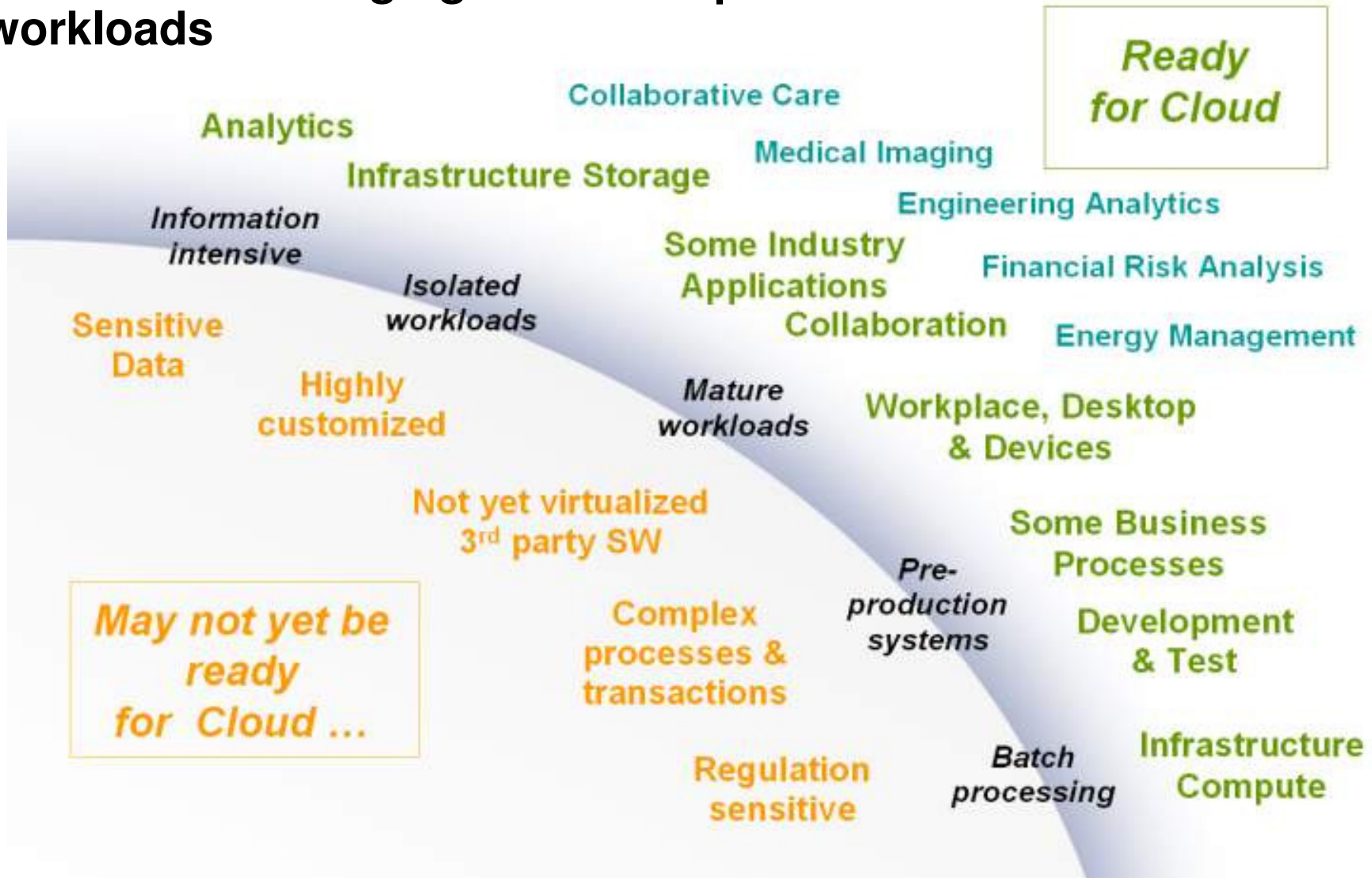


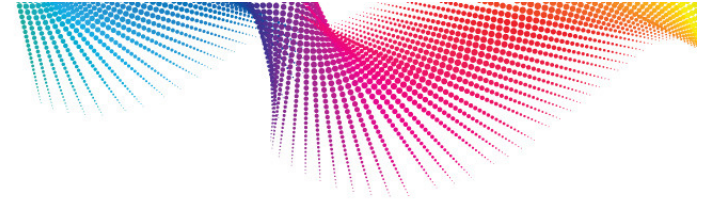
Hybrid

Internal and external service delivery methods are integrated



Clients are leveraging this cloud platform for different workloads



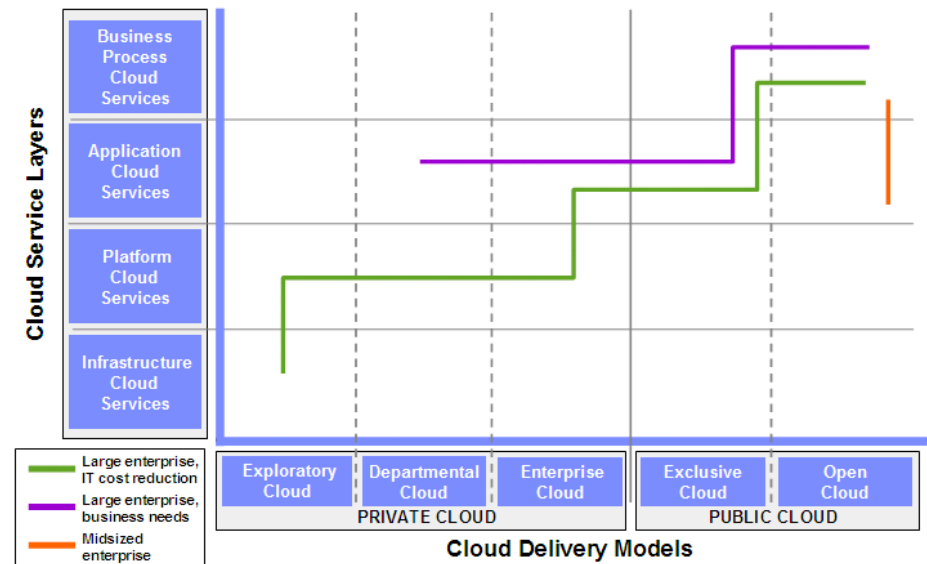


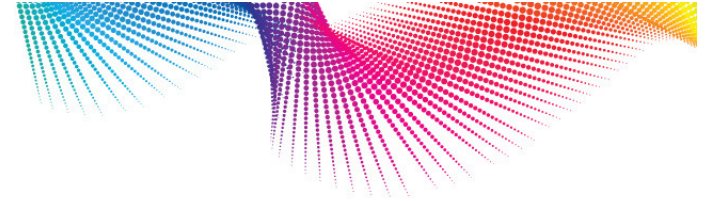
A strategy is key in a thoughtfully mapping your journey to Cloud and the value it will drive

Characteristics of Cloud Workloads
Cloud Adoption Framework

Identify candidate workloads
Cloud Workload Analysis

Gap analysis of cloud capabilities
Cloud Assessment and Roadmap



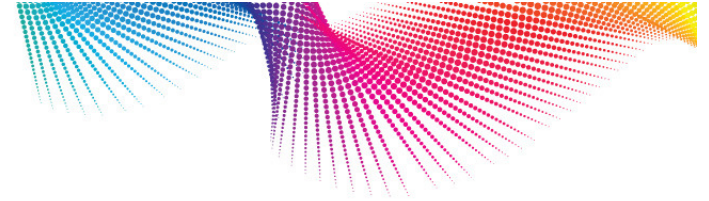


IBM Smart Business Cloud Services and Systems to help you build and/or manage a cloud computing deployment



IBM Smart Business Cloud Services and Systems

Business processes	• Smart Business for SMB (backed by the IBM cloud)
Analytics	• IBM Smart Analytics Cloud • IBM Smart Analytics System
Collaboration	• Lotus Foundations • IBM Collaborative Care Cloud
Desktop and devices	• IBM Smart Business Desktop Cloud
Development and test	• IBM Smart Business Development and Test Cloud • IBM CloudBurst
Infrastructure compute	• IBM Smart Business Production Cloud
Infrastructure storage	• IBM Smart Business Storage Cloud • IBM Information Archive Cloud
Service management and security	• IBM Managed Security Services



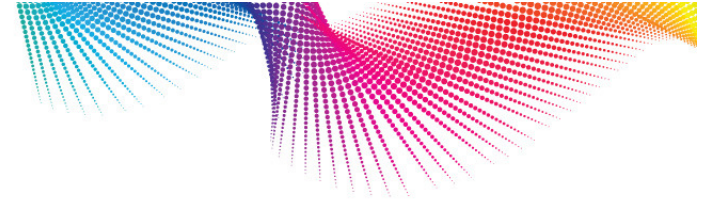
Ready-to-consume cloud services from IBM



IBM Smart Business on the IBM Cloud

Business processes	<ul style="list-style-type: none"> • BPM BlueWorks Live 	<ul style="list-style-type: none"> • Smart Business Expense Reporting on the IBM Cloud
Collaboration	<ul style="list-style-type: none"> • IBM LotusLive 	<ul style="list-style-type: none"> • IBM LotusLive iNotes
Desktop and devices	<ul style="list-style-type: none"> • IBM Smart Business Desktop on the IBM Cloud • IBM Smart Business End User Support 	
Development and test	<ul style="list-style-type: none"> • IBM Smart Business Development and Test on the IBM Cloud 	
Infrastructure compute	<ul style="list-style-type: none"> • IBM Smart Business Production on the IBM Cloud 	
Infrastructure storage	<ul style="list-style-type: none"> • IBM Information Protection Services 	
Service management and security	<ul style="list-style-type: none"> • IBM Managed Security Services 	<ul style="list-style-type: none"> • IBM Tivoli Live
Software as a Service	<ul style="list-style-type: none"> • IBM WebSphere Application Server • IBM WebSphere sMash • IBM WebSphere Portal 	<ul style="list-style-type: none"> • IBM DB2 • IBM Informix Dynamic Server • Lotus Domino • Lotus Web Content Mgmt





Managing Cloud Risk and Security - End to End



People and identity

Mitigate the risks associated with user access to corporate resources

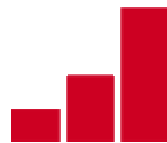


Application and process

Help keep applications secure, protected from malicious or fraudulent use, and hardened against failure

Data and information

Understand, deploy and properly test controls for access to and usage of sensitive data



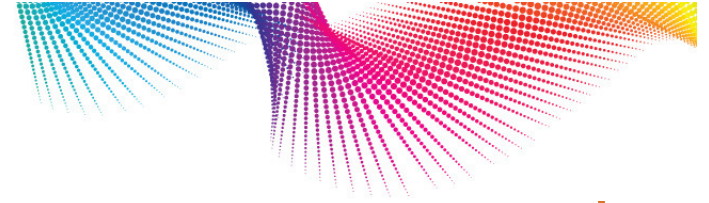
Network, server and end point

Optimize service availability by mitigating risks to network components



Physical infrastructure

Provide actionable intelligence on the desired state of physical infrastructure security and make improvements

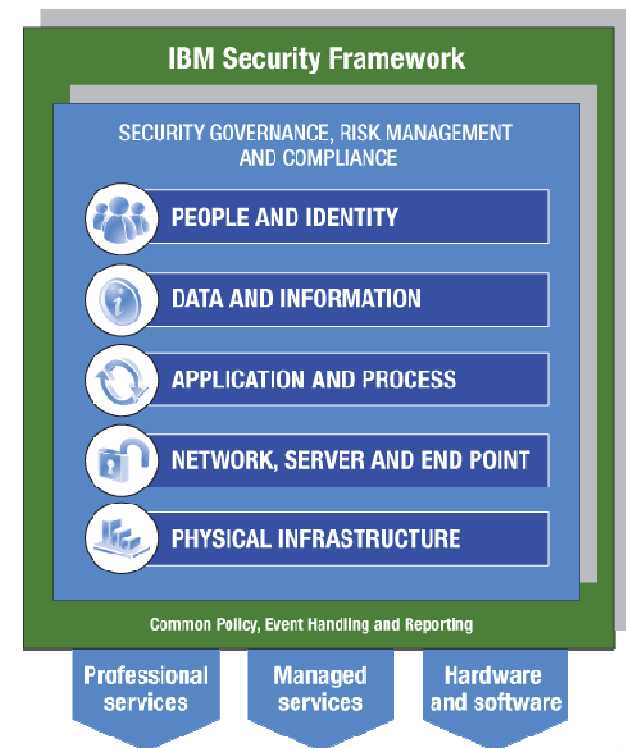


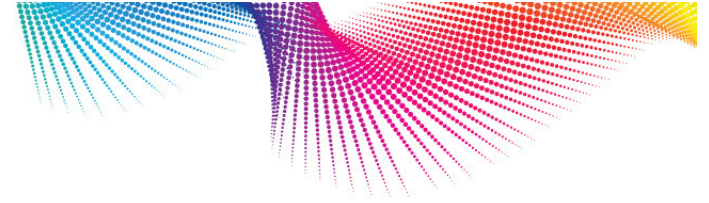
Cloud security assessment & roadmap

Provide a security best practices gap analysis of your cloud so



- Helps assess the maturity of your cloud solution's security controls and mechanisms
- Compares against best practices and your cloud security objectives
- Provides recommendations to strengthen the security posture of your cloud to help prevent security breaches
- Leverages IBM expertise to provide actionable recommendations for closing security gaps



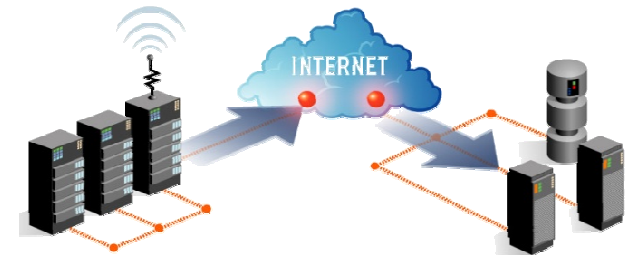


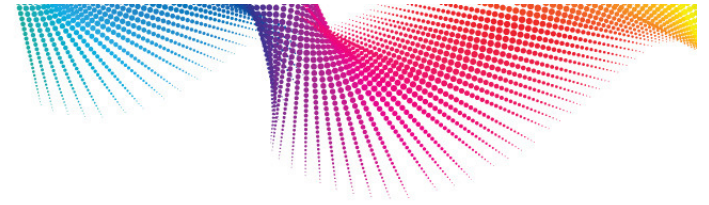
Hosted vulnerability management

Streamline security vulnerability management and manage compliance



- Helps manage compliance with security initiatives by scanning for and classifying vulnerabilities
- Provides remediation steps and data to assess and manage security risks to help reduce threat exposure
- Helps reduce cost and complexity of security maintenance through IBM cloud security services



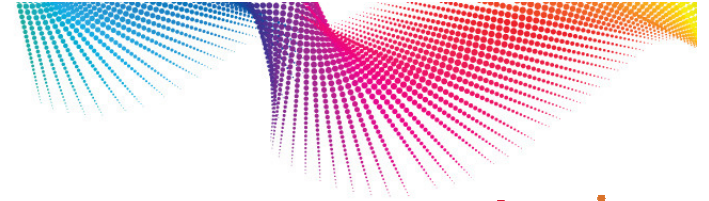


Protecting mission critical workloads...



- Vulnerability managed service from the IBM Cloud
- Deep scanning across infrastructure
- Protect network devices, servers, data bases and web aps
- Advanced remediation guidance
- Comprehensive reporting through self service portal

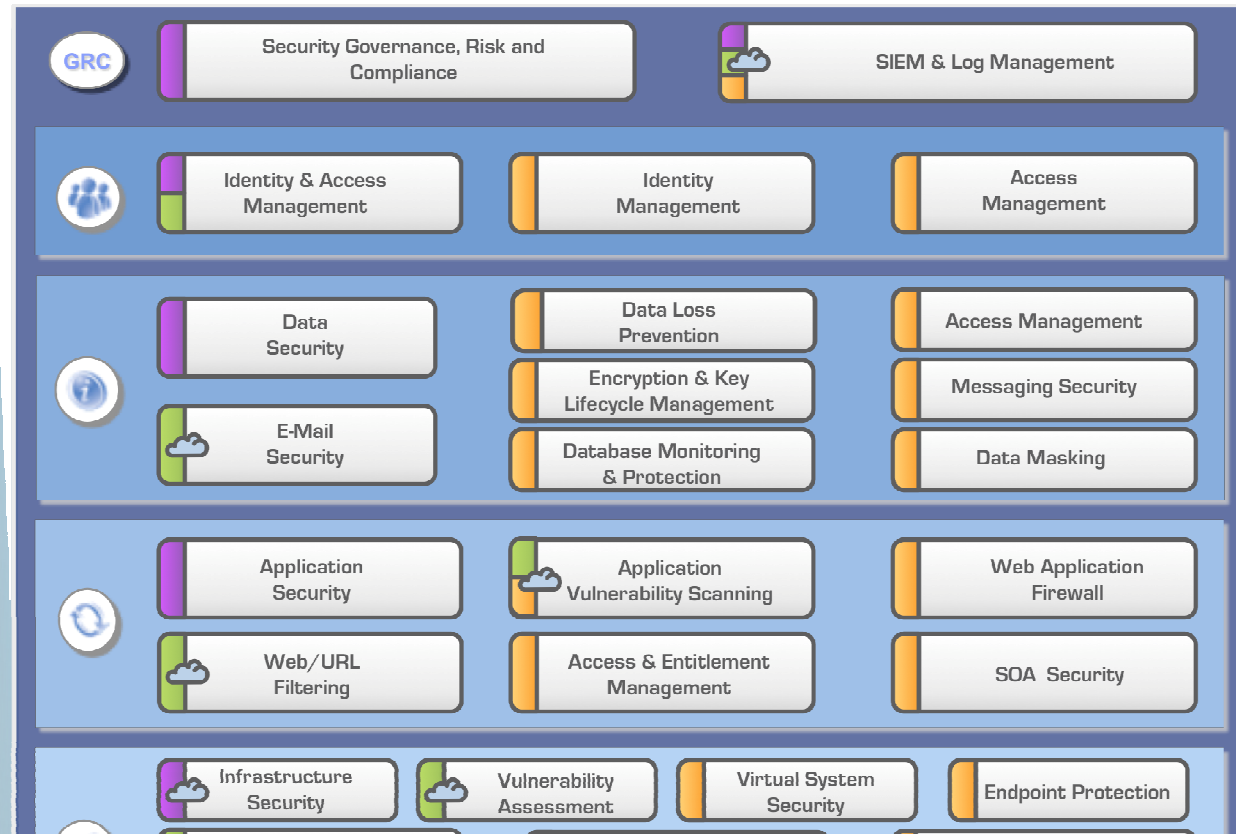




IBM security portfolio... solutions to meet clients' needs



- Professional Services
- Managed Services
- Products
- Cloud Delivered





Industry Transformation – enabled by Cloud Computing



Industry Vertical Portfolio of Cloud Offerings and Services

Industry Vertical Business Services

Designed and delivered with clients and partners



Applications and Services

Applications and Services

Applications and Services

Workload Optimized Industry Cloud Platforms



Industry Cloud Platform

Industry Cloud Platform

Industry Cloud Platform

On a platform of robust infrastructure services and products

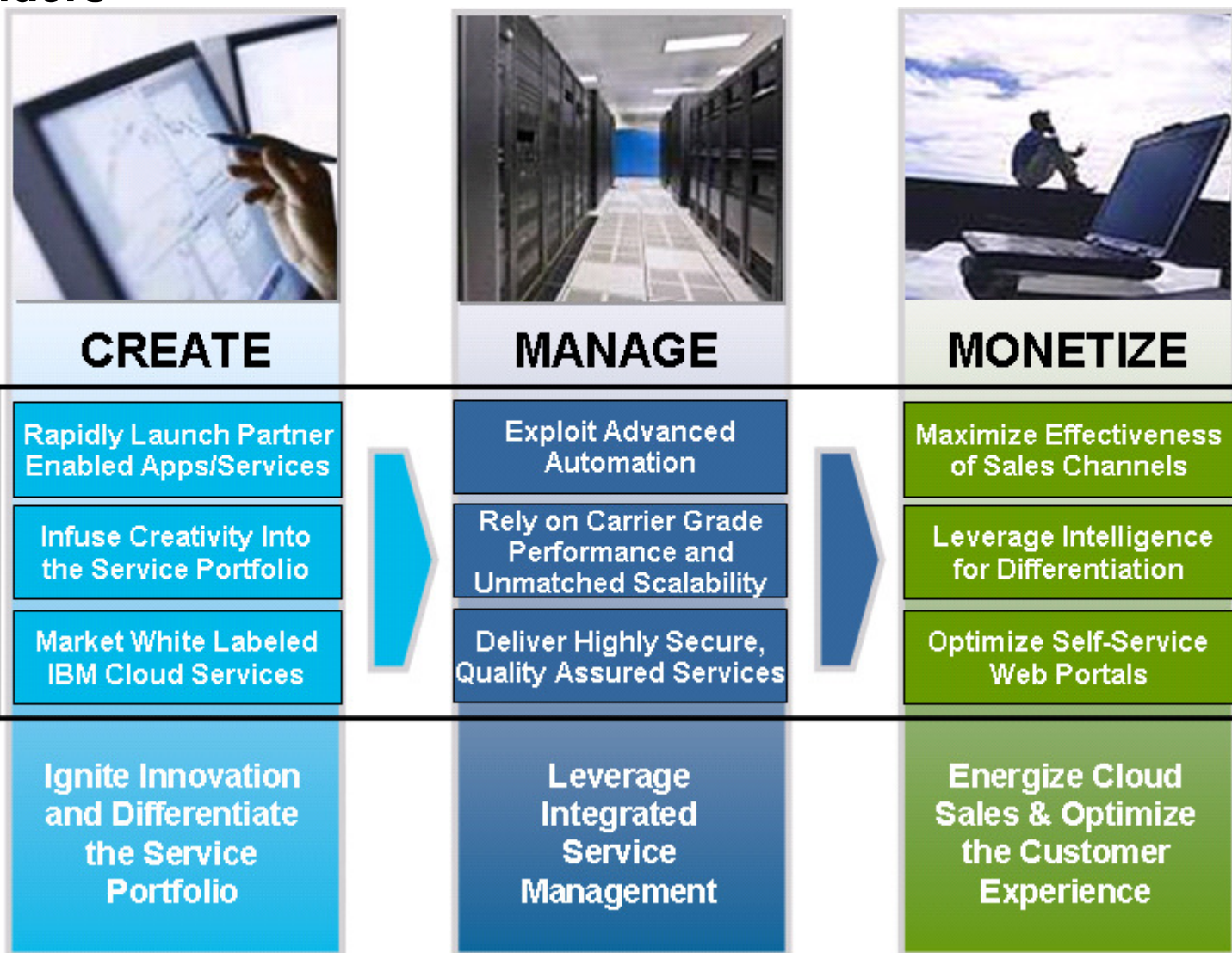


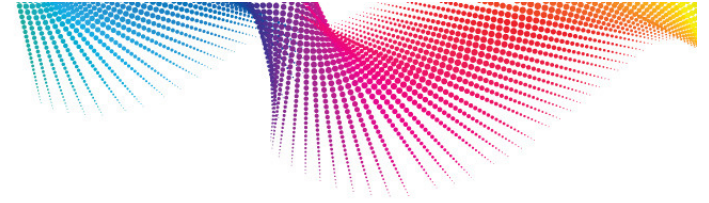
Cloud Infrastructure

Enterprise-class infrastructure services and products



Moving Communication Service Providers to Cloud delivery providers





Federal Community Cloud...

- Cloud services delivered out of IBM's FISMA compliant Data Centers
- Infrastructure as a Service (IaaS) virtual images
- Platform as a Service (PaaS) virtual images
- Monthly subscription based pricing



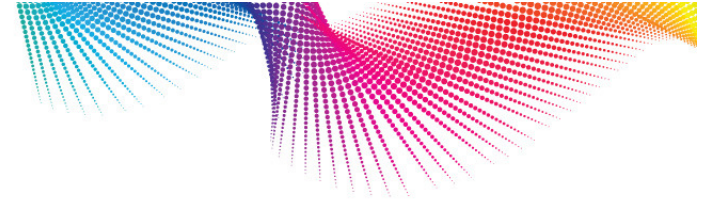
Cloud Consulting Offerings



Private & Pre-Configured Cloud Offerings



Federal Community Cloud Offerings



These three themes – and the related client challenges – span the full cloud plan-build-deliver capabilities



Establish a cloud strategy & architecture



Enable cloud service delivery



Deliver cloud services



Expanding IBM's cloud offerings and partner ecosystem

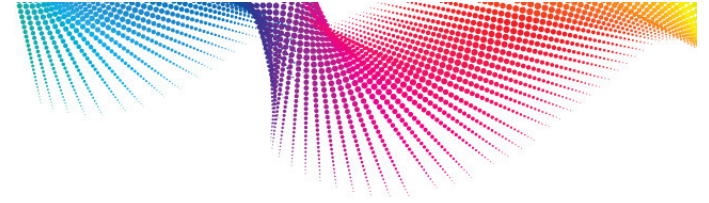


Address security and risk management concerns with IBM's security experience, focus, software and frameworks



Drive business transformation, leveraging IBM's deep industry expertise, assets and capabilities



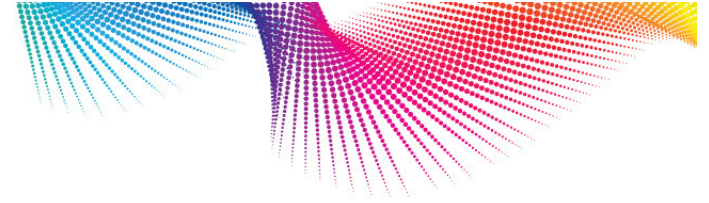


Enterprise-level cloud solutions require enterprise-level capabilities





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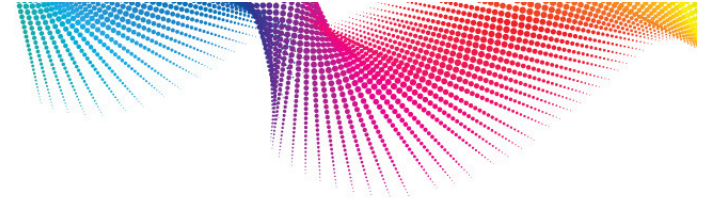


Thank you!

For more information, please visit:

<http://www.ibm.com/cloud>

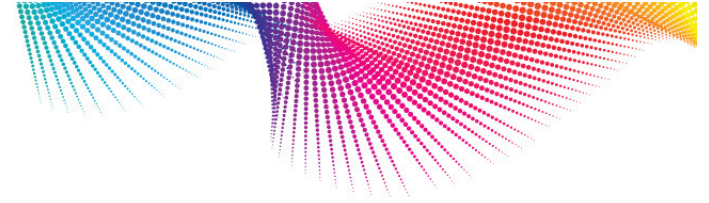




Creating new business models...

- New end user service delivery
- Enable new revenue streams
- Faster time to market
- Decreased barrier to entry of new services
- Enhance current customers' experience

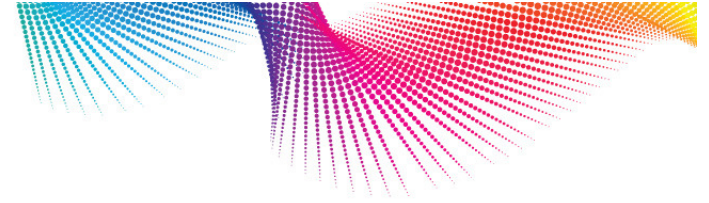




Enabling speed and innovation...

- Created and delivered new cloud services
- Offsite data protection at onsite speeds
- Back up via secure high speed network
- Integrates into companies existing network
- Fully managed in the Cloud

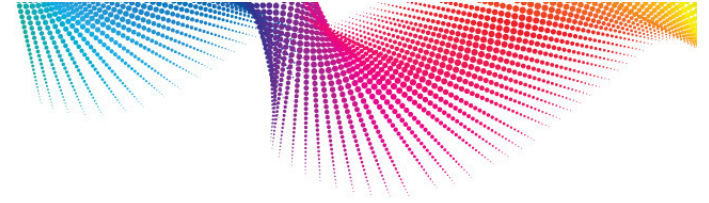




Re-engineering business processes...

- Developers request resources through a portal.
- Development and Testing processes standardized
- Environments are provisioned in minutes
- Software configurations are consistently deployed every time
- Utilizes standardized, stored workflows.

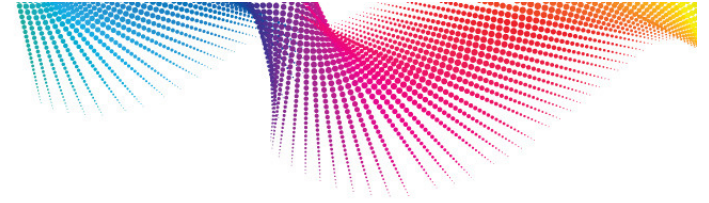




Supporting new levels of collaboration...

- Adopting LotusLive globally
- Global email and collaboration platform
- Workforce can collaborate more effectively
- Allows for collaboration across the value chain
- Did not want to compromise security and privacy





Unleashing end user productivity...

- Private desktop cloud
- Greater remote flexibility
- No sacrifice of control
- Scalable for extensions
- Supports business continuity and disaster recovery

