

The logo features a large white 'X' shape. To the left of the 'X' is the word 'IBM' in white. To the right of the 'X' is the word 'CITE' in white, with '2014' in a smaller font directly below it. The background is a vibrant, multi-colored explosion of particles in shades of yellow, green, blue, and pink against a black backdrop.

IBM X CITE
2014

Accelerate Innovation with Cloud

Justin Gatlin, Director
GTS Cloud
IBM Asia Pacific

IBM

X CITE
2014

Just how disruptive can the cloud be?

nest™



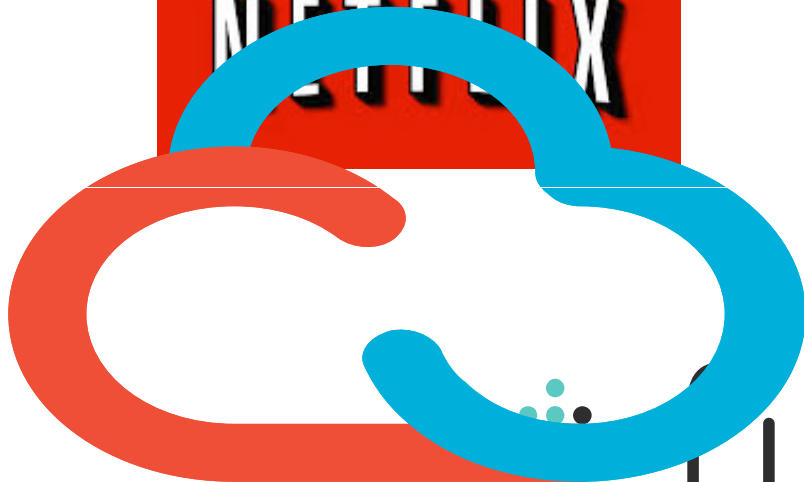
WhatsApp



 fitbit

What do all of these have in common?

Using
nest
Cloud to
drive
growth



New ways to
engage
customers



New business
models

WhatsApp

Better ways to
serve
customers

Faster time to
market

IBM

X CITE

2014

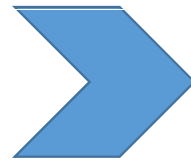
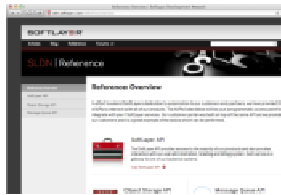
SOFTLAYER® an IBM Company

Bare Metal/Virtual/Hybrid

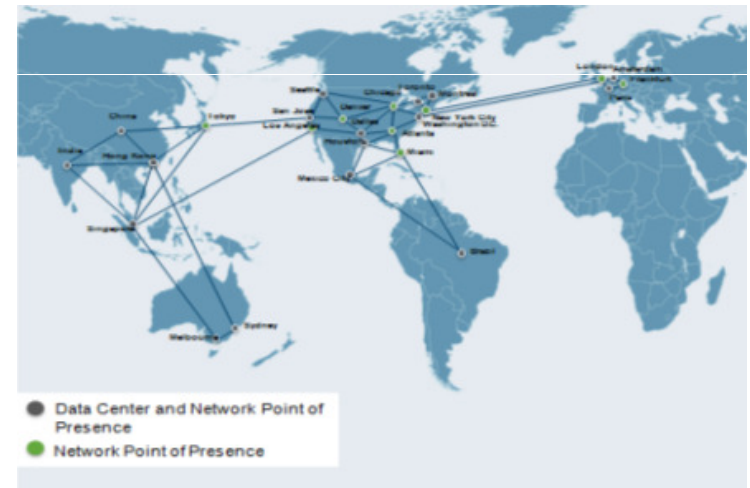


Bare Metal
Virtual Servers
Hybrid Clouds

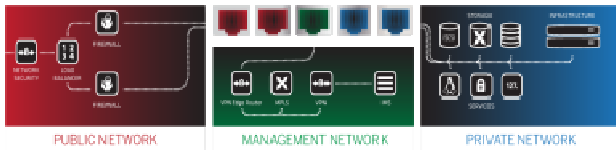
APIs – for control (IMS)



\$1.2B Data Center Expansion



Triple Network Architecture

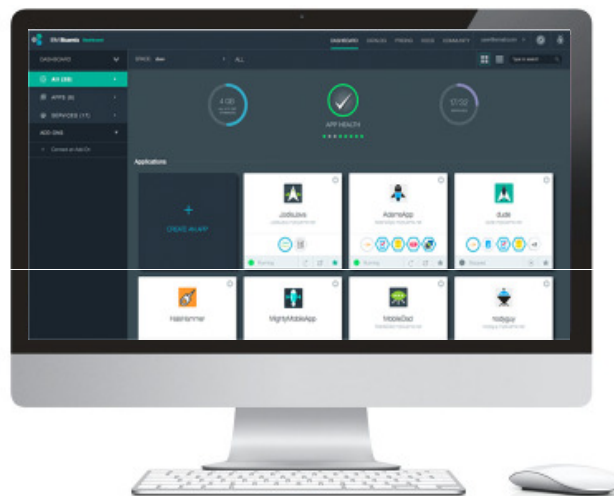


Create and deploy apps with Bluemix on SoftLayer

We have introduced more than 50 IBM and 3rd party boilerplates, runtimes and services recently

About Bluemix

- Run apps in any language
- Built on open standards
- Integration services to systems of record
- Designed for mobile
- Provides DevOps services



Bluemix services include:

- DevOps
- Big Data
- Mobile
- Cloud Integration
- Security
- Internet of Things
- Business Analytics
- Database
- Web and application



Compose applications

from a rich library of IBM, 3rd party and open source runtimes, services and APIs.



Deploy and scale

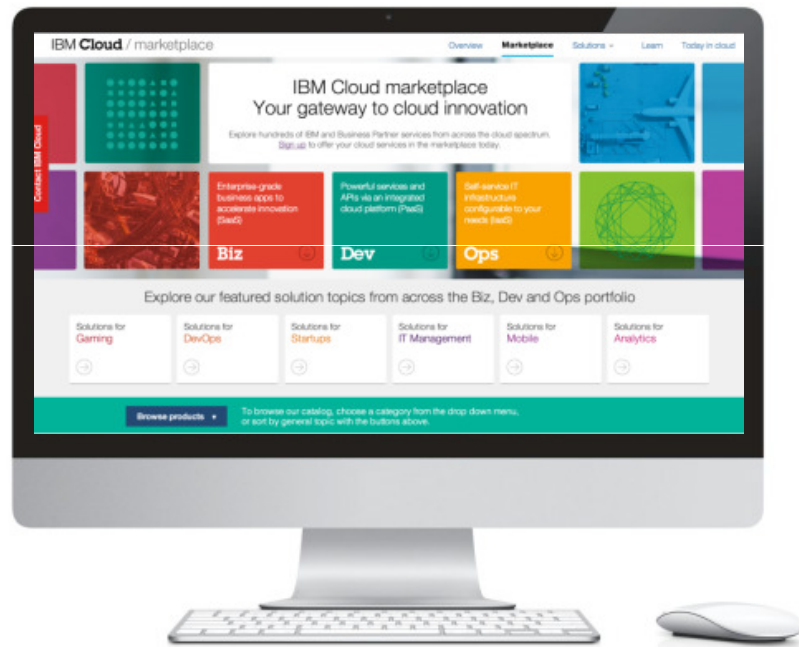
new applications and services with infrastructure services from **IBM SoftLayer**.



Code with confidence

knowing IBM's cloud platform is built on a foundation of **open standards**.

IBM Cloud marketplace: A compelling way to consume and sell services



- Discover, try, and buy over 300+ IBM and third-party software and services
- Instant access to not only Bluemix, but additional IBM capabilities across IaaS & SaaS
- Enterprise-grade services and security you can trust
- Leverage world-class IBM ecosystem

ibm.com/cloud/marketplace

IBM is delivering new cloud offerings and innovations on SoftLayer

Innovation

Watson

Pay-as-you-go model for large amounts of data, compute and storage; high security

Elastic storage on cloud

Software-defined storage as a service on SoftLayer; optimized for analytics, technical computing, Hadoop; public or hybrid cloud

Infiniband

Integration

PROJECT: Jumpgate

Leverage APIs and hybrid cloud — Heat for orchestration, Savanna for Hadoop as a service and Trove for database as a service

PROJECT: Zenith

Agile and fast OpenStack-based cloud management platform on private cloud with dedicated services; available as monthly subscription

Performance

Aspera

Secure, high-speed file transfer; option to install on physical or virtual infrastructure

Bare metal pricing

Servers on line in 30 minutes or less; choice of hardware configurations, data center and OS; never pay for excess capacity

Enterprise

Modular managed services

Offering customers option to manage cloud environment themselves with curated tools or leverage IBM experts; supported by best-of-breed management bundles

Disaster recovery and backup

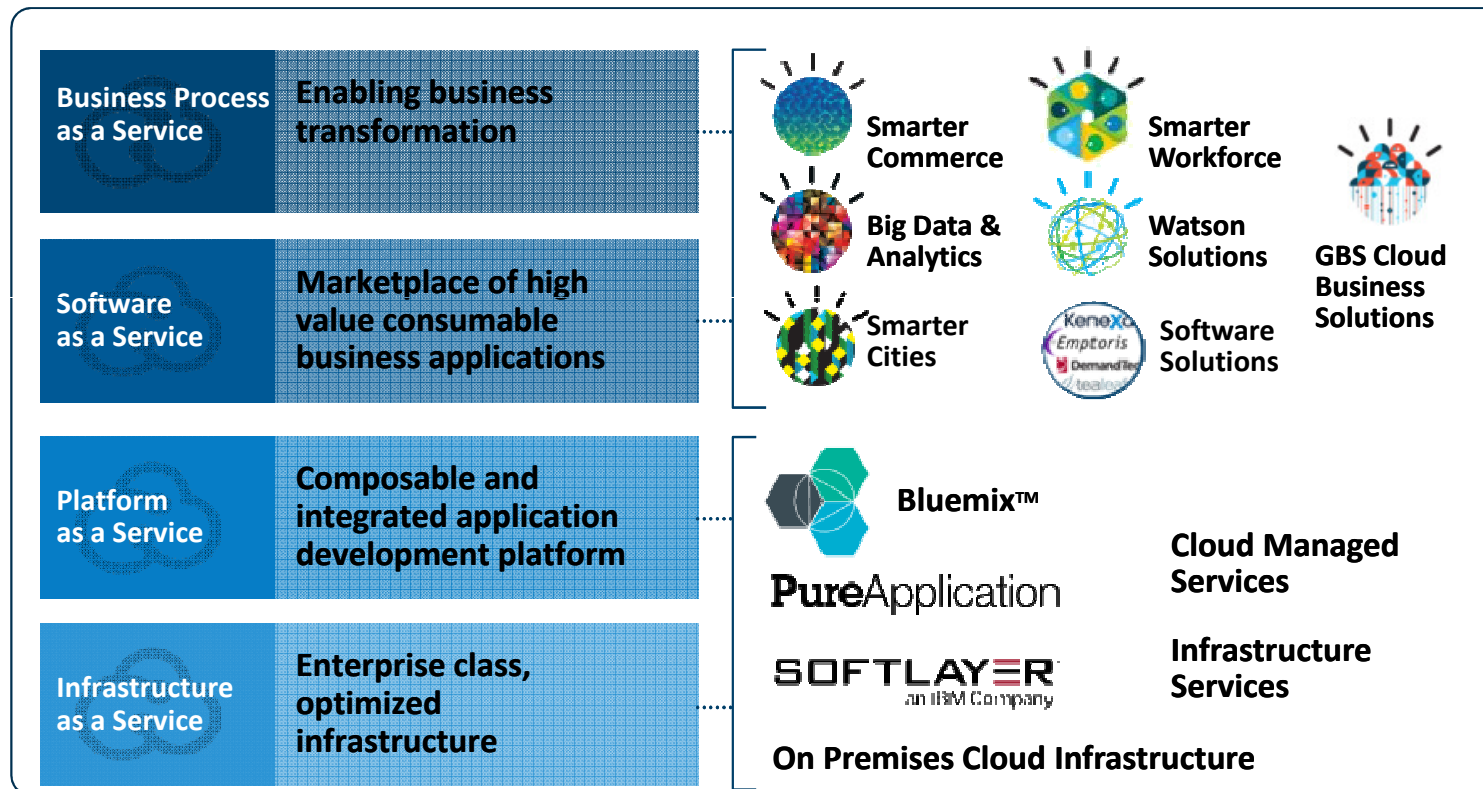
eVault for secure, encrypted backups, Idera for disk-to-disk server backup



SOFTLAYER[®]
an IBM Company

IBM is addressing cloud needs across the enterprise

Think it. Build it. Tap into it.



Public. Private. Hybrid.

IBM

CITE
2014

Winning diverse Business Partner around the world

Sky Software – Brazil-based software development company

Elabs – Germany-based MSP for service based computing

Data Hotel – Japan-based managed hosting service

SilverSky – US-based eSecurity and managed Microsoft Exchange hosting.

St Thomas U. – US-based cloud and analytics lab

Farma Tre S.r.l – Italy-based software provider

Acuity ICT – Netherlands-based business partner

Green Status Pro - US-based regulatory management SaaS provider

Music Mastermind – US-based music recording

Acuutech – UK-based MSP, hosting for ISVs



Segments represented:

Media and entertainment

Pharmaceutical

Hosted security and email

University big data

IaaS resell

System management

Regulatory Compliance

Five key characteristics which generally describe the most successful business partners driving SoftLayer revenue

Characteristic

- 1 Prefer partnering for IaaS vs. building their own**
- 2 Market value-added products or services vs. pure reselling**
- 3 Developed cloud native / cloud ready offerings**
- 4 Selected proven workload**
- 5 Familiar with recurring revenue models / cloud business expertise**



Where do business partners add value to SoftLayer?

Solutions



Build and develop

Solutions “as a service”

- Mobile apps
- Big data / Analytics/ HPC
- Social
- e-commerce
- Industry workloads
- Gaming, ERP, email

Refer Clients



Existing cloud enabled and new cloud centric

- Opportunity Identification and qualification to extend IBM's reach

Services



Drive consumption and ease customer adoption of IaaS

Professional Services

- Migration, design, compliance, regulatory, etc

Technology Services

- Callable Services, usually via API

Reselling Services

- Localization Language, Currency, Support and RTM

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Voice of the
Customer!