



IBM Cloud Strategy & Point of View

PCTY2012 
Pulse Comes to You

Mark Simpson, Tivoli CTO for Asia Pacific

In this new world everything is changing....



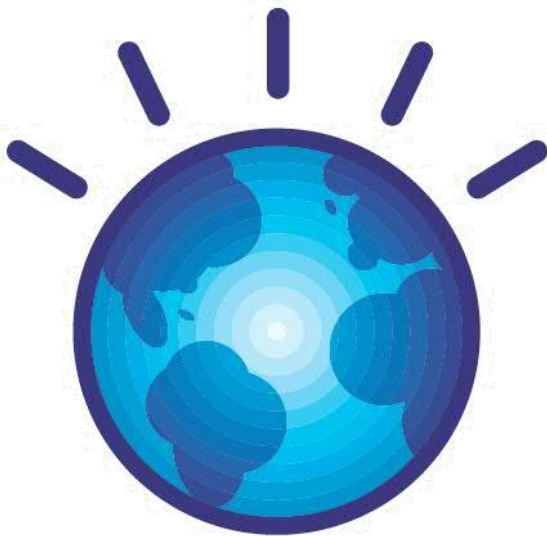
INSTRUMENTED



INTERCONNECTED

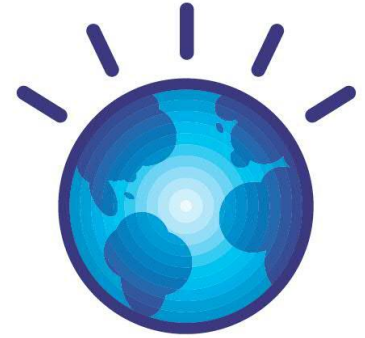


INTELLIGENT



80%

*CEOs anticipate
turbulent change and
bold moves ahead.*



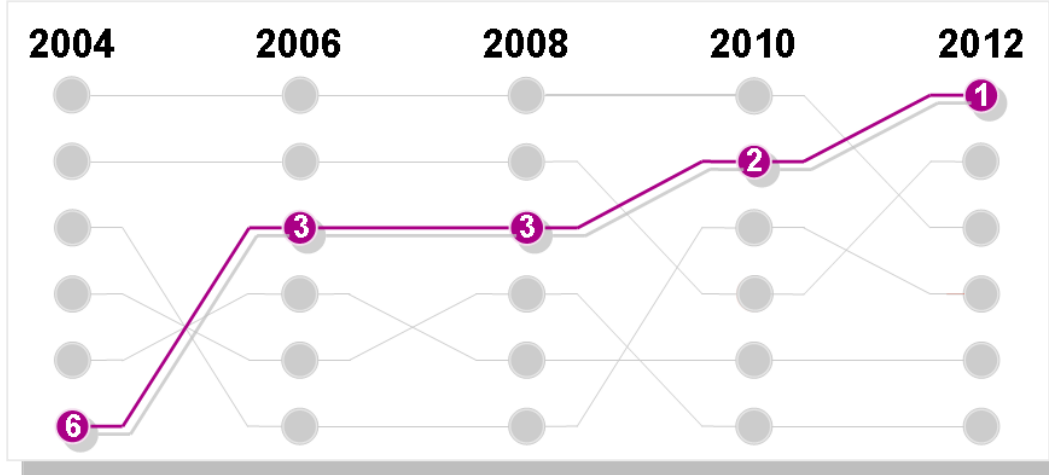
Rethink IT.

- Speed delivery
- Improve economics
- Drive innovation

Reinvent business.

- Improve operating dexterity
- Redesign client relationships
- Uncover new profit opportunities

Technology will play a critical role...



Factors impacting organizations:

- 1. Technology factors**
2. People skills
3. Market factors
4. Macro-economic factors
5. Regulatory concerns
6. Globalization
7. Socio-economic factors
8. Environmental issues
9. Geopolitical factors

Faster Delivery

90% 

view cloud as critical to their plans

Improved Reach

1 Billion 

Smartphones and 1.2 billion mobile employees by 2014

Responsive Operations

20B+ 

Intelligent business assets

New Insights

2.7ZB 

of digital content in 2012, a 50% increase from 2011

IBM is helping organizations embrace bold strategies to **Rethink IT**, and **Reinvent Business** services, processes, & relationships...



Optimize with Cloud



Speeding service delivery from 45 days to 20 minutes

Extend to Mobile Devices



Increasing sales with new promotions from 15% to 75%

Deploy Smarter Physical Infrastructures



Recognizing & repairing over 50% of issues before operations impact

Protect & Manage Data



Reducing the time it takes to backup critical data by 80%

Success is driven through a holistic approach to delivering and managing services that adapts to changing business priorities...



VISIBILITY

*See and understand
your business
in real time*



CONTROL

*Transform and
adapt while
limiting risks*

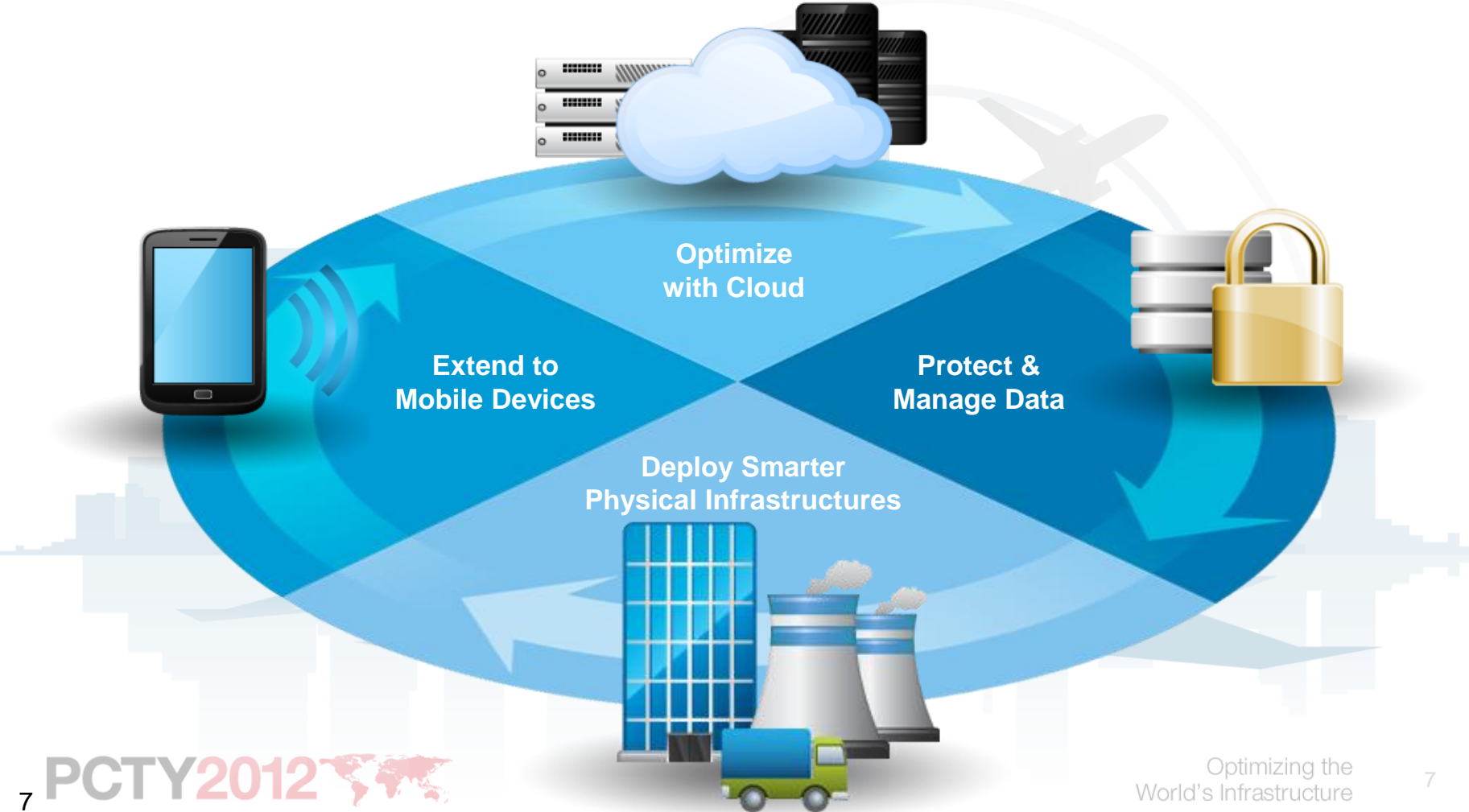


AUTOMATION

*Standardize best
practices and achieve
greater efficiency*

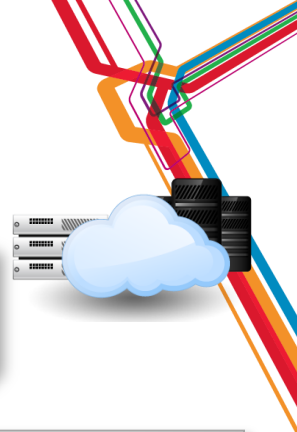
IBM's integrated service delivery & management platform offers the proven capabilities and best practices needed for success.

Service Delivery & Management Capabilities



Optimize with Cloud

Nearly **60%** of CIOs view cloud computing as critical



- **Resilient** to the velocity of changing business needs
- Enables **choice & flexibility** in hybrid environments
- Provides **enterprise-class**, workload-aware services
- Built-in **analytics** for improved insight and decision making



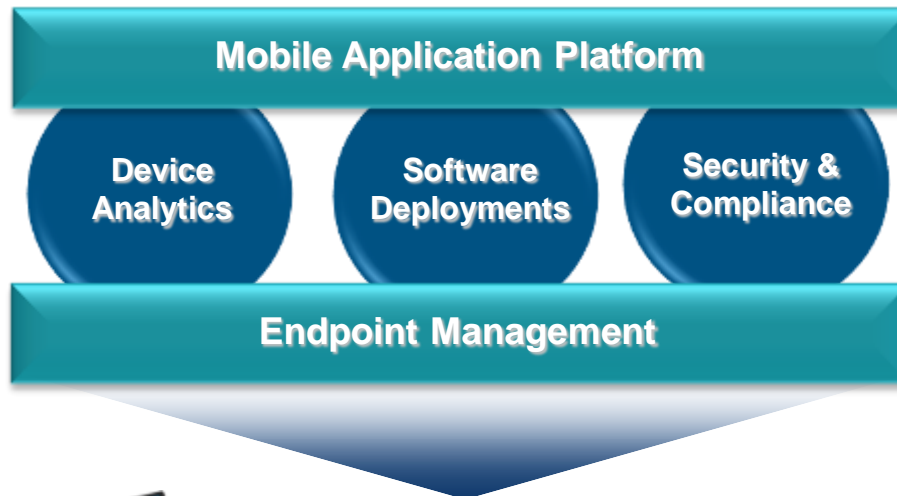
- Speed infrastructure delivery from 45 days to 20 minutes
- Improve server to administrator ratio from 10:1 to 100:1



Extend to Mobile Devices

Nearly $\frac{1}{2}$ of devices accessing applications will be mobile

- Build applications **optimized** for mobile
- Deploy software apps **worldwide** in days.
- Find **all assets** on your network – NOW!
- **Patch** anywhere, anytime over any network.
- Continuously **enforce security** for mobile and off-network devices.



Desktops / laptops / servers



Mobile endpoints



Purpose-specific endpoints

MaaS360[®]
by Fiberlink

- Enables service innovation & 25% yr/growth with cloud endpoint management
- Managing over 500,000 endpoints and still growing

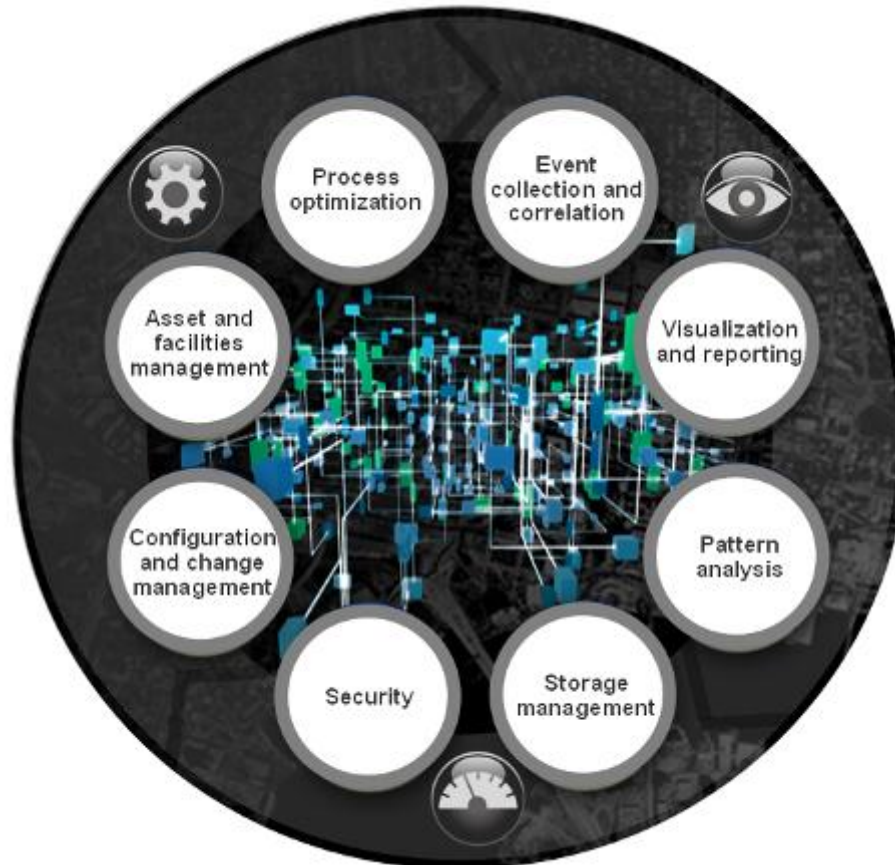


Deploy Smarter Physical Infrastructures

Over 20B machine-centric intelligent devices



- **Predictively** manage the asset lifecycle
- Monitor the **health** of smart infrastructures
- Understand the **impact** of problems on service
- Optimize **workflow** across business & IT operations
- Track key **performance** indicators



- Operational excellence & performance at 100 plants world wide
- Visibility into inventory & demand across sites = huge cost savings

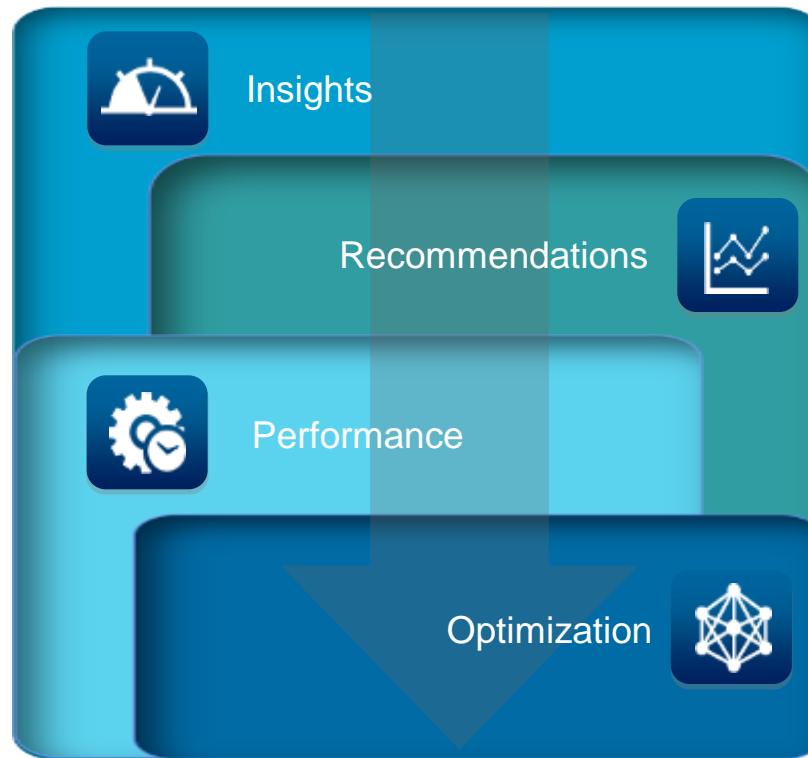


Protect & Manage Data

2.7ZB of digital content, a 50% increase from 2011



- **Data Protection** reducing the amount of data at risk between backups by 90%
- **Unified Recovery Management** to configure, monitor and execute all backup/recovery operations
- **Storage Virtualization** to improve storage utilization by 30% or more
- **Advanced Storage Resource Management** to effectively monitor, manage and troubleshoot
- **Integrated reporting and monitoring** to provide visibility, control and automation



- Perform nightly and full image backups within 8 hours
- Resolve environmental issues
- Increases backup success by 9%



Only IBM brings these capabilities together to enable integrated delivery of business services **across complex, interconnected infrastructures...**

Service Delivery & Management Capabilities



Only IBM brings these capabilities together to enable **integrated delivery of business services** across complex, interconnected infrastructures...



- Transformed supply chain across **5k stores & 54 countries**
- Reduced backorders **85%**

- Increased water leak detection **eightfold** for participating citizens
- Decreased water utilization during pilot **6.6 percent**

- Handling **70 million** pieces of luggage/year
- Increased capacity by **20 million**



Market Transformation Is Impacting Your Businesses



Cloud Computing
drives IT and service
innovation



**Smarter Physical
Infrastructure**
enables new
business models



Enterprise Mobility
expands client reach



A Smarter Planet
requires a new
approach to **Security**

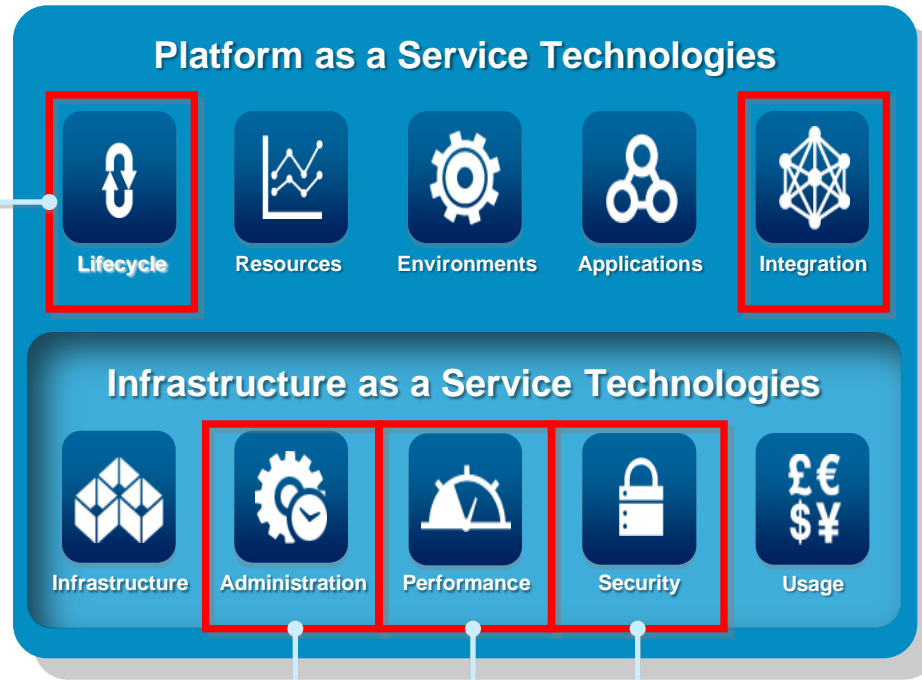
IBMSmartCloud Foundation

Build and scale cloud environments with unparalleled time to market



Automation

- Collaborative development
- Customize workload patterns
- Cloud lifecycle management



Control

- End-to-end IT process integration
- Simplified cloud administration
- Lower costs and improve performance



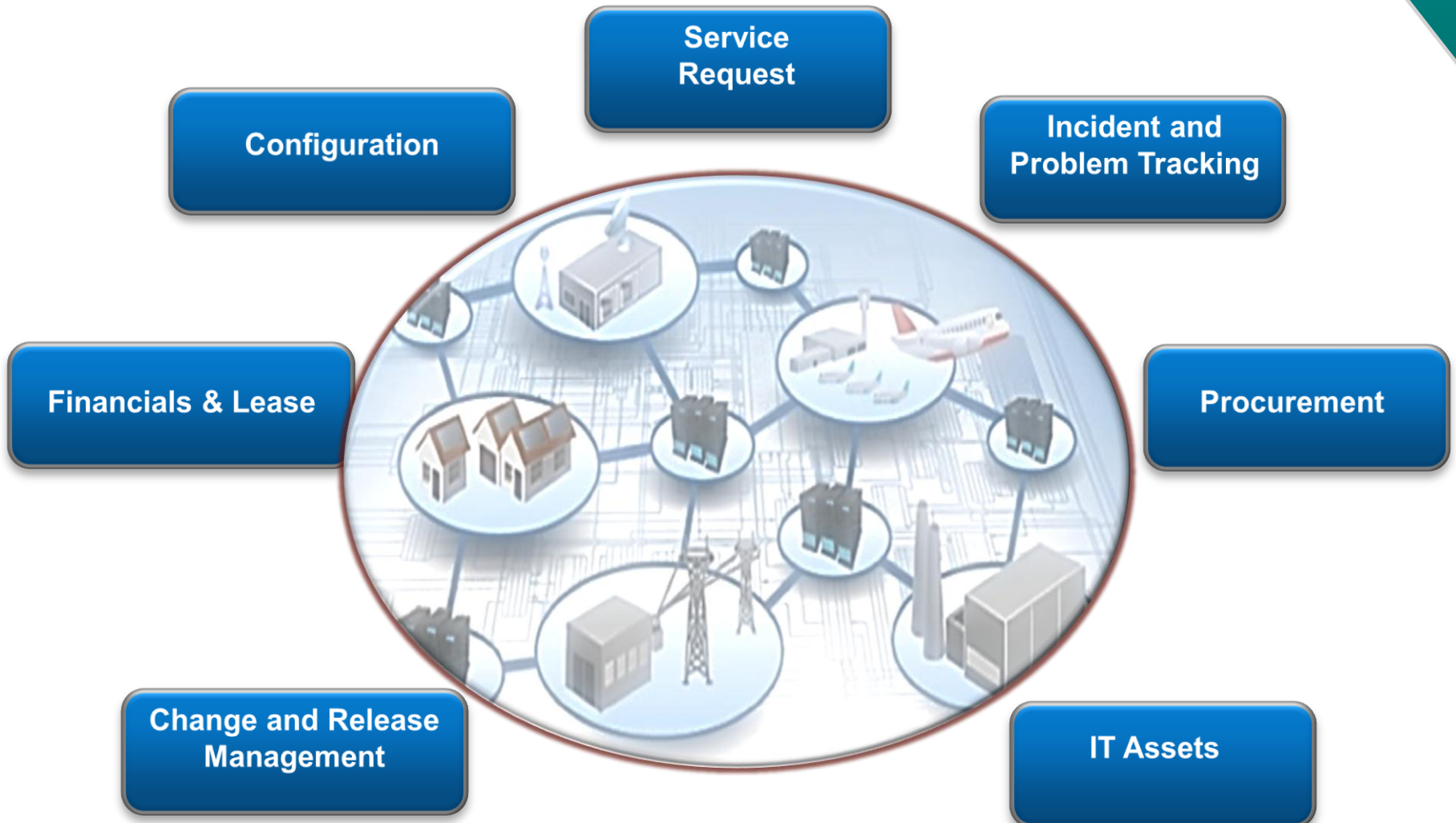
Visibility

- Improved visibility into the cloud
- Health analytics for capacity planning
- Secure the Cloud

IBMSmartCloud Control Desk

New

Holistically controls service management processes



IBMSmartCloud Monitoring and Provisioning

Visibility and Control of Optimized IT Infrastructures and workloads

IBMSmartCloud Monitoring

- End-to-end element visibility
- Proactive problem analysis
- Intelligent workload placement
- License optimization
- Capacity planning

IBMSmartCloud Provisioning

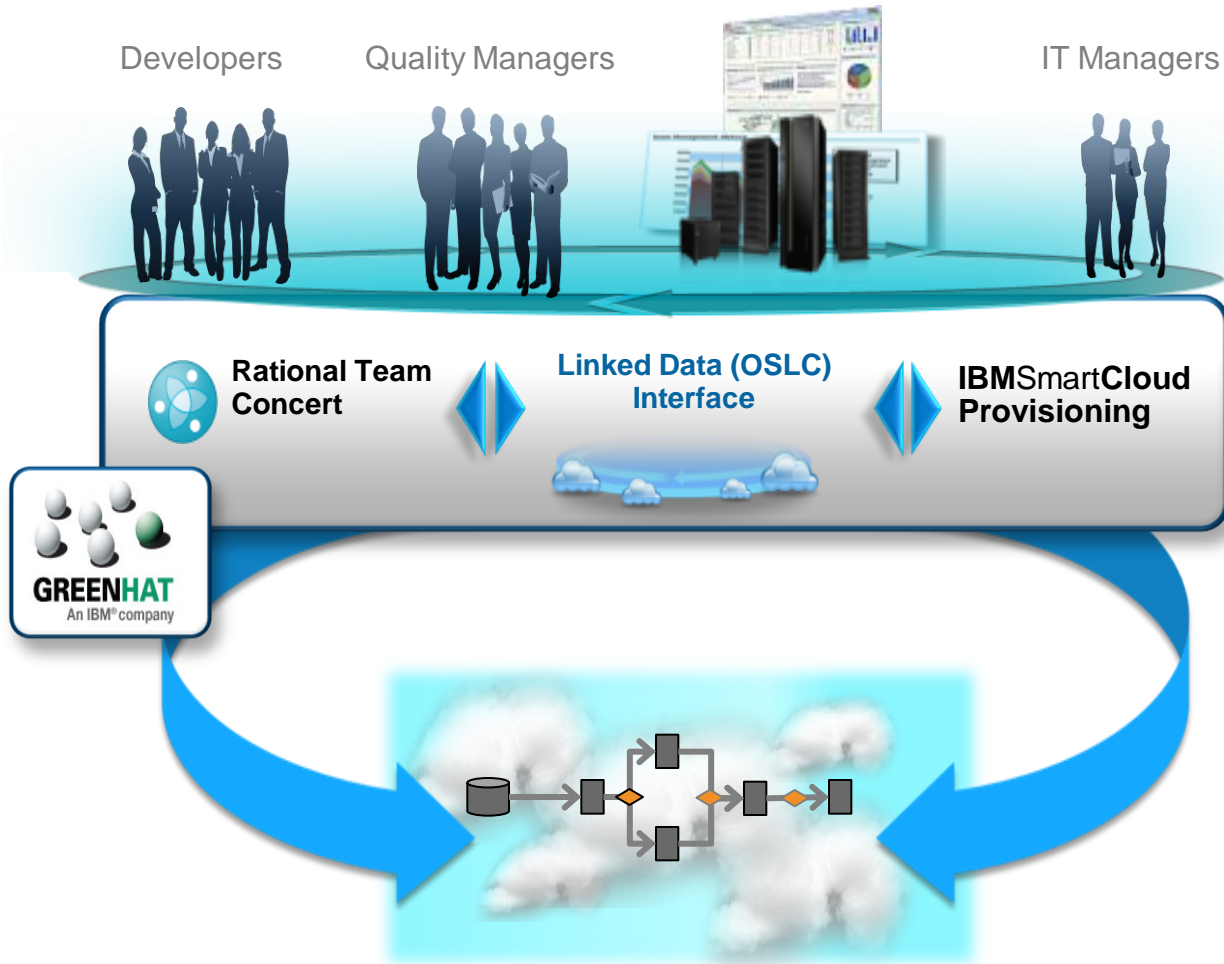
- Highly resilient cloud manager
- Hypervisor agnostic platform
- Advanced image management
- Image lifecycle composition

- Start small and scale up
- Real-time capacity on-demand
- Analytics based optimization

IBMSmartCloud Continuous Delivery

Beta

A simple approach to lifecycle agility



- Accelerate delivery
- Self-service
- Reduce risk
- Improve quality
- Manage change
- Optimize Workload Patterns



IBMSmartCloud Application Performance Management

Optimize end user performance and prevent outages

New



Rapid Time-to-Value

- Out-of-the-box **dashboards** provide KPI at-a-glance
- Execute quickly with new **agentless** transaction tracking technology

Comprehensive Coverage

- Updated support for **DataPower, DB2, WAS, SAP** and more
- Monitor both traditional and cloud-based environments

Leverage IBM Expertise

- Built-in **IBM expert advice** identifies root causes and recommended actions
- **Impact analysis** dashboards enables quick identification of problems and business area that is affected

IBM SmartCloud Virtual Storage Center and Tivoli Storage Management Suite

Intelligently controls and optimizes Cloud Storage with pay as you go pricing

New

Tivoli Storage Management Suite

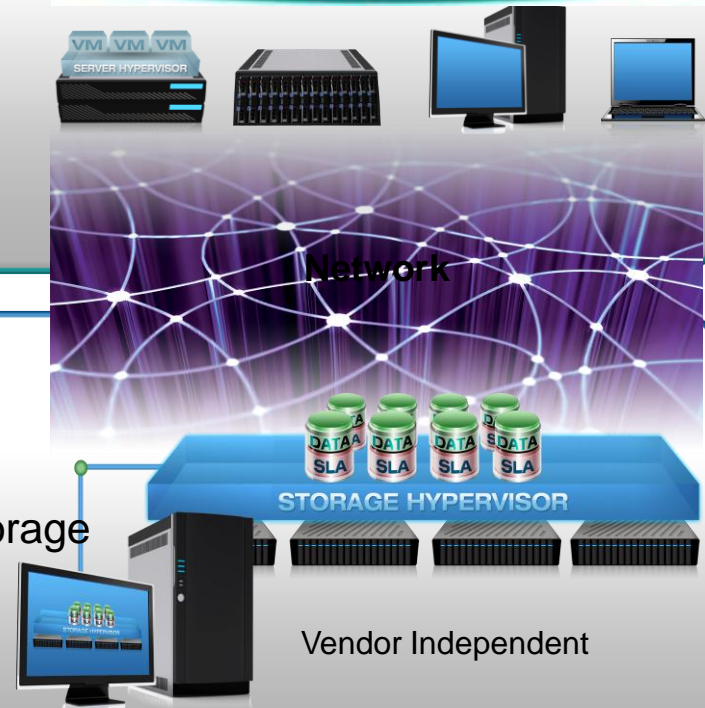
- Data reduction for recovery and retention
- Always on recovery service
- Instant recovery for virtual environments and applications



Early Experience Program

SmartCloud Virtual Storage Center

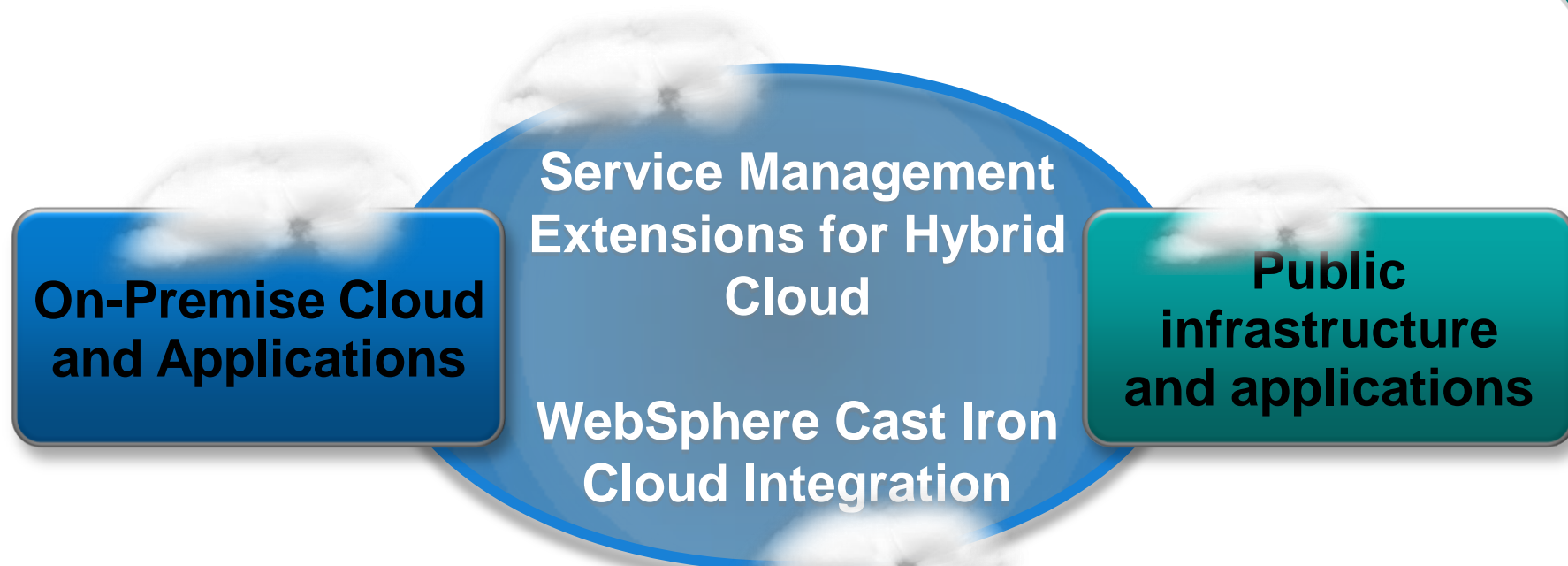
- Virtualize physical storage resources
- Flexible management of heterogeneous storage
- Central management of virtual storage



Service Management Extensions for Hybrid Cloud

Integrate clouds with centralized monitoring, security and automation

New



- Visibility across all resources
- Control system and security management
- Automate workload flows across clouds

Better Business Outcomes with Cloud



The need

Reduce time to market by accelerating development cycle for 20,000 internal developers

The solution

Self-service request, automated provisioning, and internal chargeback capabilities

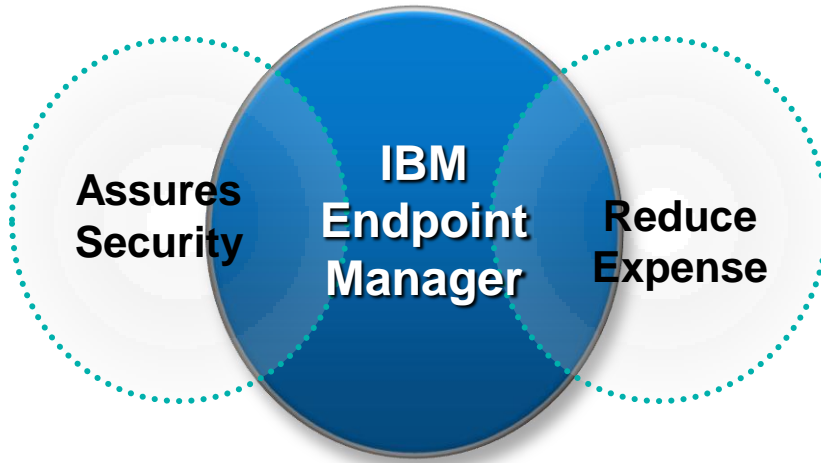
The benefit

Reduced server provisioning times from 45 days to less than 20 minutes.

IBM Endpoint Manager

Extending Enterprise endpoint management to Mobile

New



- Mobile Lifecycle Management
- Security threat detection and automated remediation
- Advanced management for iOS, Android, Symbian, Windows Phone



Extends 550,000 endpoints

Enterprise Servers, Desktop and *now Mobile*

IBM Maximo

Innovating to reach new heights of infrastructure performance and reliability



- Health, Safety and Environment Management
 - Improve employee and public safety, reduce risk to the environment and manage regulatory compliance
- Supply Chain Management
 - Greater control over critical procurement to improve operations and optimize enterprise inventory
- Comprehensive Industry Solutions
 - Transportation, Nuclear, Oil and Gas

IBM Smarter Buildings

Tririga enables a complete solution for facilities optimization

New and Enhanced



Service Management Connect

On-line community that connects you to the future of service management

- Transparent development
- Product roadmaps
- Code downloads and demos
- Access to the experts
- Best practices
- Submit requirements

The screenshot shows the IBM developerWorks website for Service Management Connect. The page is titled "Service Management Connect" and is part of the "Technical topics" section. It features a navigation bar with "Technical topics", "Evaluation software", "Community", and "Events". The main content area includes a "View Communities" button and a list of communities such as "Application Performance Management", "Asset Management", "Business Service Management", "Cloud/Virtualization Management", "Data Center Automation", "Endpoint Management", "Integrated Service Management", "Network and Service Assurance", "Process Automation", "Security and Risk Management", "Storage Management", and "System z". There are also sections for "Community Content", "Follow Service Management Connect", and "Request Product Enhancements".

- › **4 million hits** since launched at Pulse 2011
- › **700+ blog entries** from IBM experts
- › **100 featured IBM expert profiles**

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