Pulse Comes To You 2012

Business Without **LIMITS**

Cloud

Rethink IT and Reinvent Business

with IBM SmartCloud

Pulse Comes to You 2012
Business without LIMITS

ASEAN

SMARTCloud Foundation

Desmond Koh

Cloud Computing Solution Architect
Cloud Computing Client Engagement,
Tivoli, World Wide

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On today's Smarter Planet, organizations are taking new approaches to optimizing increasingly dynamic business services, processes & relationships

Build operating dexterity	Reinvent customer relationships	Uncover new Profit opportunity

Cloud enables Innovation and Business Transformation while managing change and complexity

Enduring relationships

Gain customer insight and use it to improve products & services

Speed & dexterity

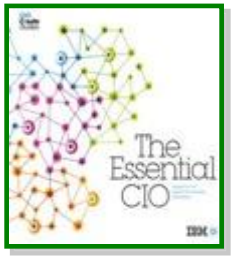
Create new models of self-service and deployment For new products & services

IT without boundaries

Simplify access to information and services improving outcomes

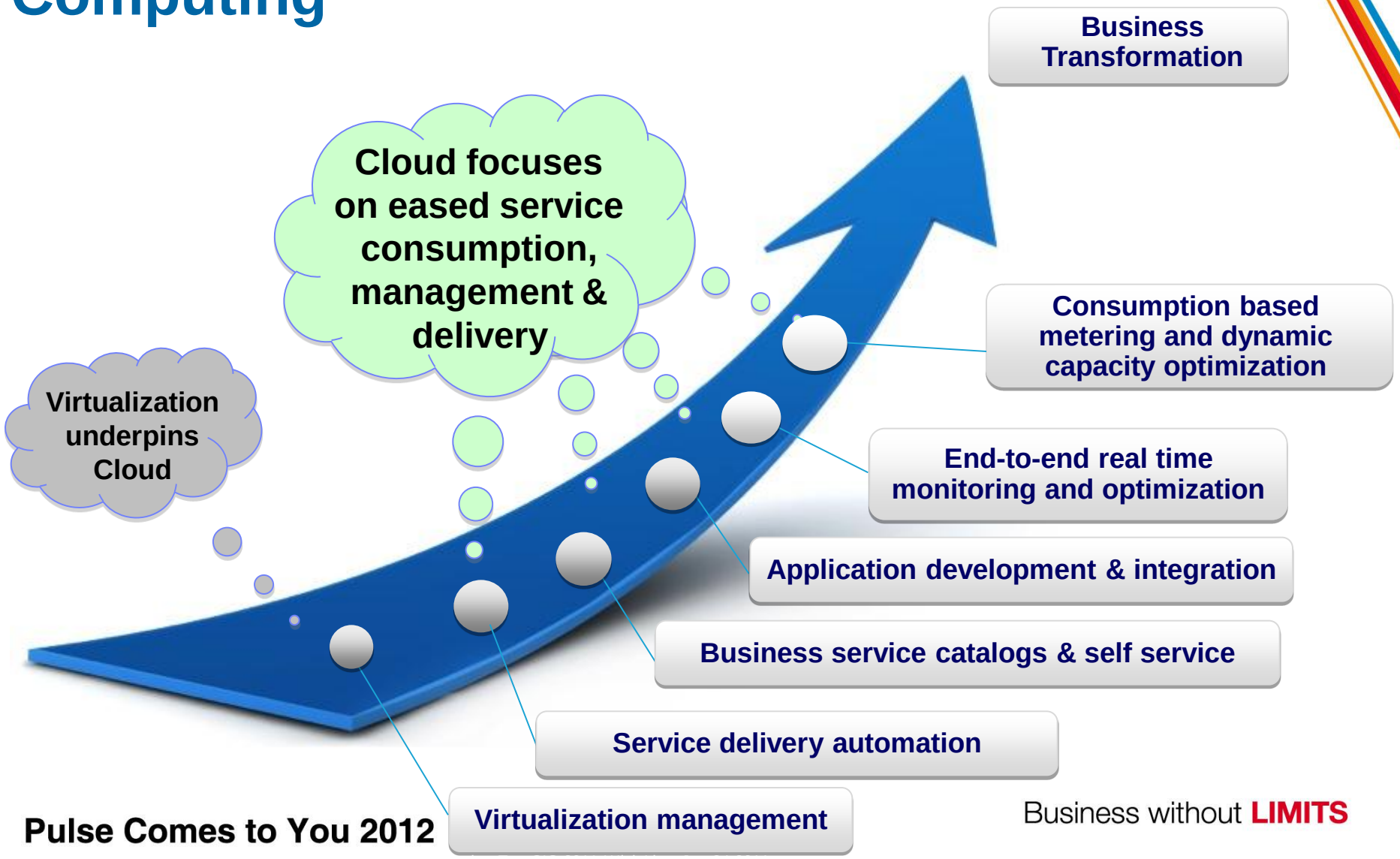
Value creation

Define and deliver new business value in real time



68% ranked Cloud Computing as their most important initiatives for the future

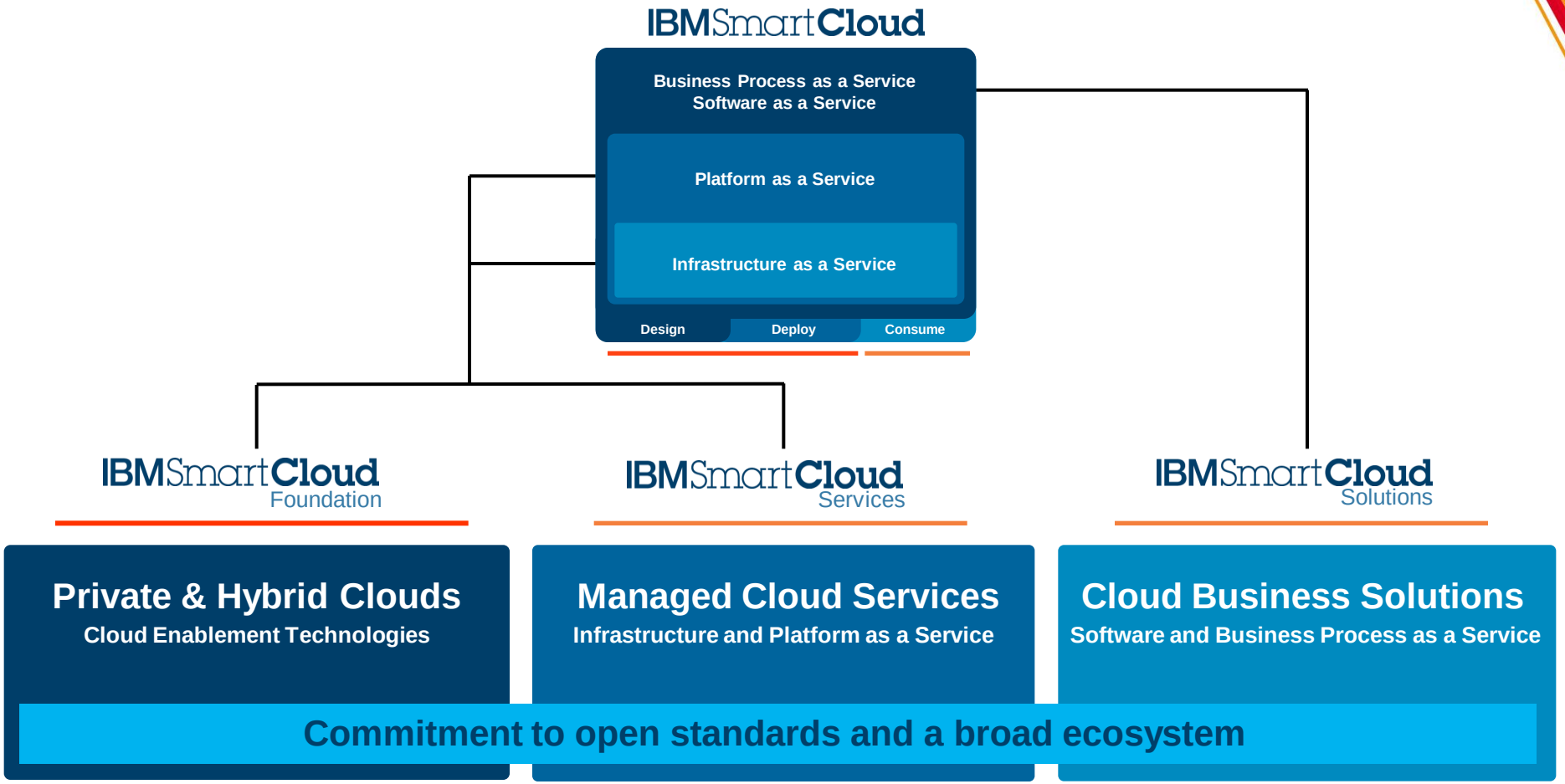
Organizations are now moving beyond virtualization to higher value stages of Cloud Computing



Creating a cloud environment requires a strong foundation – beginning with the underlying systems – all the way up the stack

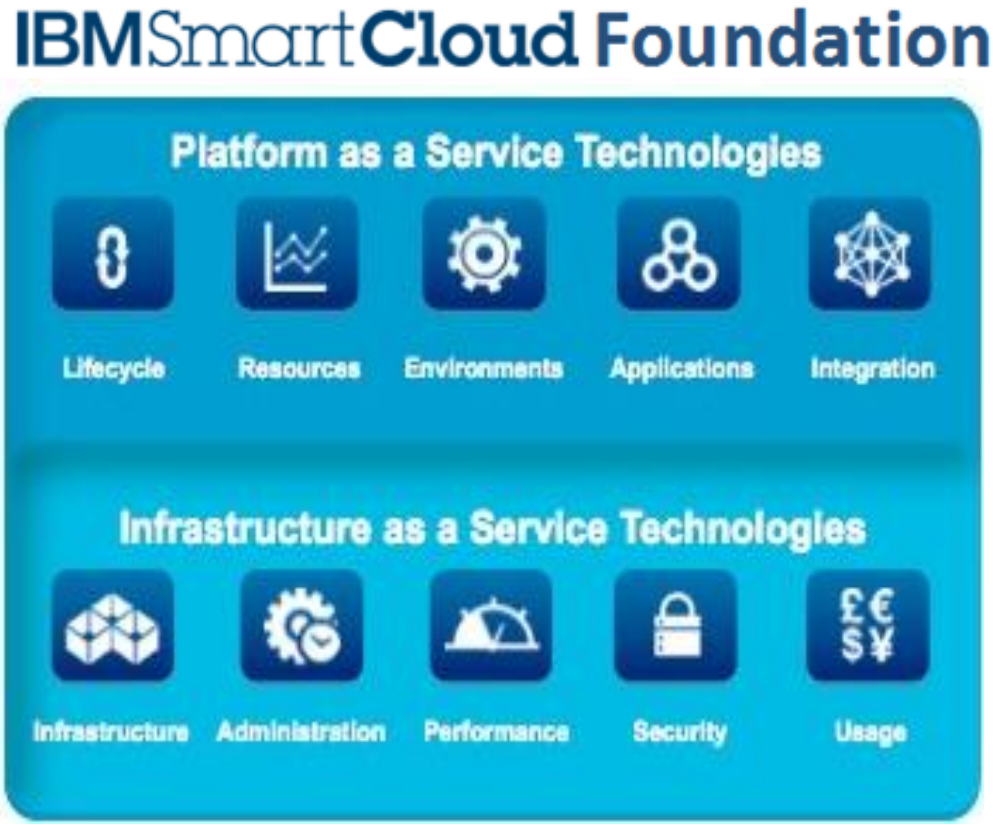
- SLAs not enough - Trust but verify!
- Complexity managed from the bottom up
- Innovation at every layer (hdwr/sfwr)
- Choice of platform & performance
- Commitment to Open Standards

IBM cloud capabilities are built upon a common platform, with open standards, and are flexible to meet your business and IT needs



With IBM SmartCloud Foundation, we are helping clients build scalable private cloud environments with unparalleled time-to-market, integration and management

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



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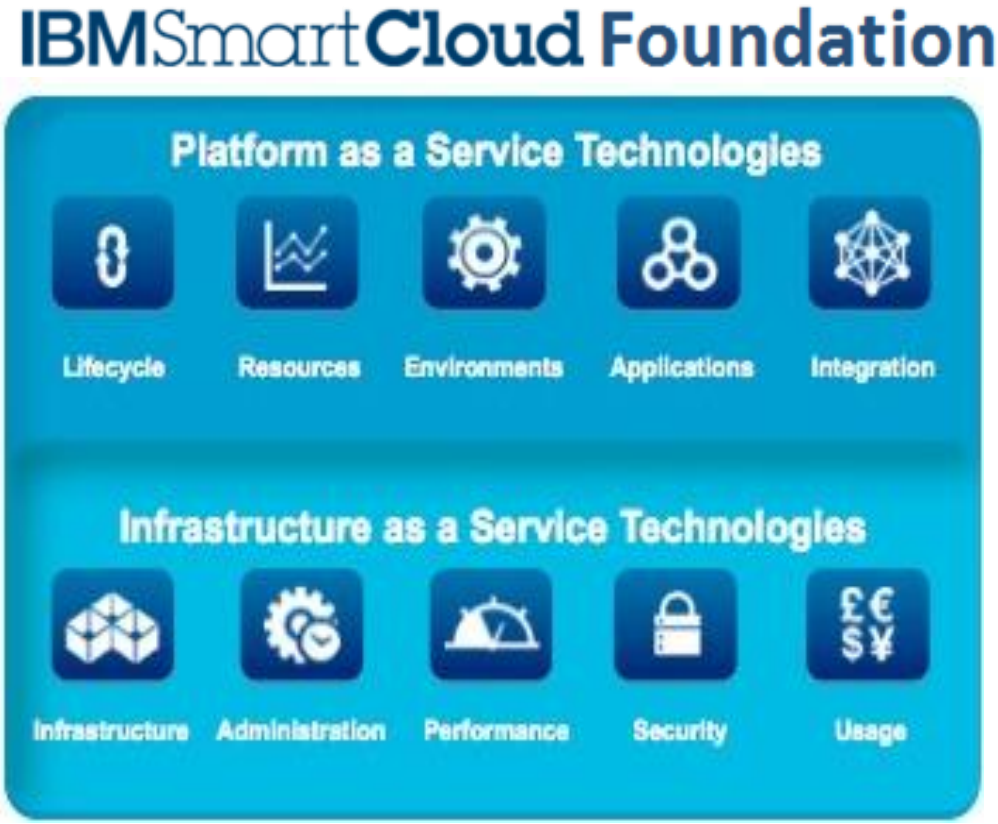
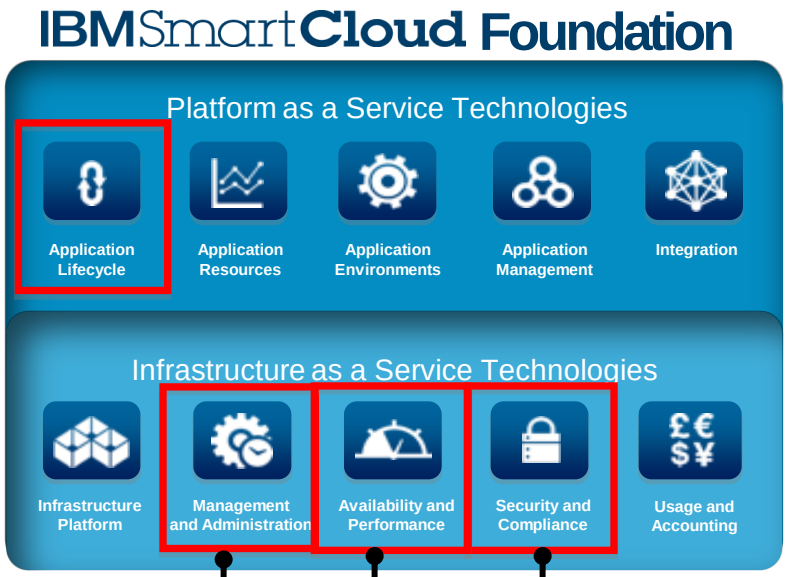


- *Hybrid connectivity*
- *Workload aware deployment*
- *Middleware patterns*
- *Workload management*
- *Scaling and elasticity*
- *Intuitive and simple administration*
- *Enterprise class image management and provisioning*
- *Monitoring and analytics*

IBM SmartCloud Foundation

AUTOMATION

- Integrated lifecycle management of cloud services (DevOps)
- Collaborative service development, testing and service provisioning
- Customized workload patterns tied to provisioning engine



NEW!

- IBM SmartCloud Control Desk
- IBM SmartCloud Storage Continuous Delivery
- IBM SmartCloud Virtual Storage Center

Updated

- IBM SmartCloud Provisioning
- IBM SmartCloud Monitoring
- IBM SmarCloud Application Performance Manager
- IBM SmartCloud Workload Automation

CONTROL

- Simplified administration enabling rapid, scalable provisioning while controlling image sprawl
- Reduce service disruptions with integrating service desk, change & maintenance management
- Lower costs and improve overall performance by virtualizing and better controlling storage resources

VISIBILITY

- Improved visibility into the performance of cloud resources and services optimizing usage & QoS
- Health analytics for capacity planning and workload placement improving utilization
- Secure the Cloud by enforcing policy-based access controls, including from mobile devices

Accelerate application delivery with purpose-built services

- Workload patterns
- Scalable, elastic runtimes
- Virtual applications
- Virtual systems

Simplify cloud application delivery with shared services

- Databases, data streams
- Message routing

Collaborative application development for predictive and error-free deployment

- Deployment planning & automation
- Change & config management
- Requirements management
- Design & development
- Quality management

Optimize the deployment and management of 3rd party and in-house applications

- Workload patterns for 3rd party applications

Manage and integrate traditional, private and public cloud services

- Application & Data Integration
- Hybrid public & private clouds

Improve utilization, cost and performance of server, storage and networking assets

- Unified server, storage and network mgmnt
- Virtual machine mobility and management
- Energy consumption monitoring & mgmnt
- Workload optimized platforms

Understand cloud service and resource usage, managing against financial metrics

- Usage metering
- Accounting
- Payments
- Billing

Command center for flexible, automated cloud service delivery

- Resource orchestration and management
- Image lifecycle management
- Service Catalogue
- Provisioning

Protect cloud services and data against threats, maintain compliance to mandates

- Security Information & Event Management
- Access & Identity Management
- Intrusion Prevention

Holistically see and understand quality of service metrics and continuously improve

- Monitoring & Analytics
- Event management
- Backup & Recovery
- High Availability

Accelerate application delivery with purpose-built services

- IBM PureApplication System
- IBM Workload Deployer
- IBM WebSphere Virtual Enterprise
- IBM WebSphere Portal Hypervisor
- IBM WebSphere Application Server Hypervisor
- IBM WebSphere Message Broker Hypervisor
- IBM WebSphere Process Server Hypervisor
- IBM WebSphere Business Monitor Hypervisor
- IBM Lotus Web Content Mgmt Hypervisor
- IBM Transactional Database Pattern for Cloud
- IBM Data Mart Pattern for Cloud

Simplify cloud application delivery with shared services

- IBM DB2 Hypervisor Edition

Collaborative application development for predictive and error-free deployment

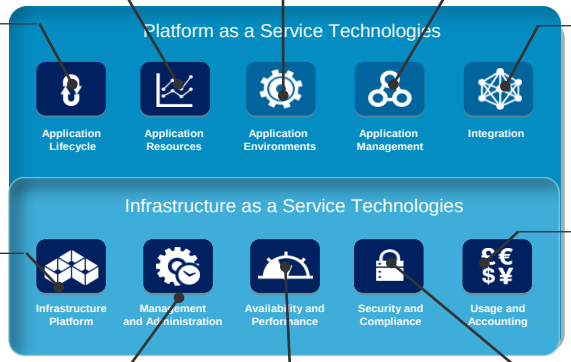
- Rational Automation Framework
- Rational Software Architect Deployment Planning & Automation
- IBM SmartCloud Continuous Delivery / DevOps

Improve utilization, cost and performance of server, storage and networking assets

- IBM PureFlex System
- BladeCenter Foundation for Cloud
- SmartCloud Entry *(Starter Kit)*
- IBM Server and Storage solutions
- IBM SmartCloud Virtual Storage Center

Command center for flexible, automated cloud service delivery

- SmartCloud Provisioning *(ISAAC)*
- TSAM/ISDM/SmartCloud Orchestration
- Tivoli Provisioning Manager
- SmartCloud Control Desk
- Tivoli Workload Scheduler for Virtual Data Centers



Optimize the deployment and management of 3rd party and in-house applications

- TBD from 3rd parties

Manage and integrate traditional, private and public cloud services

- IBM WebSphere Cast Iron Cloud Integration

Understand cloud service and resource usage, managing against financial metrics

- Tivoli Usage & Accounting Manager

Protect cloud services and data against threats, maintain compliance to mandates

- IBM Security Virtual Server Protection
- IBM Professional Security Services

Holistically see and understand quality of service metrics and continuously improve

- SmartCloud Monitoring *(ITM for VE)*
- Tivoli System Automation (Distributed)
- Tivoli Storage Manager for Virtual Environments
- SmartCloud Application Performance Management

Strategy, Design and Implementation Services

- GTS Infrastructure, Security, Network, Design and Strategy Services
- Smart Business Desktop Cloud
- * Smart Business Storage
- GBS Strategy, Implementation, Appl Dev't and Testing Services

The journey to cloud consists of key steps to drive a set of capabilities that transform an IT infrastructure

1 Integrate

Build an efficient IT infrastructure

- Consolidate and virtualize servers, storage, and networking
- Streamline systems management

2 Automate

Improve speed and dexterity

- Deliver self-service provisioning
- Automate IT service deployment
- Simplify administration

3 Orchestrate

Deliver IT without boundaries

- Increase agility by managing multi-tenant environments
- Speed innovation through seamless orchestration

Working with clients during all aspects of their cloud journey

1 Integrate

Build an efficient IT infrastructure

- Consolidating down to 5 datacenters from 200
- 70% reduction in annual licensing
- 30% reduction in TCO

2 Automate

Improve speed and dexterity

- Improved new application time-to-market by 35x (3-4 months down to 2-3 days)
- Increased hardware utilization by 50%

3 Orchestrate

Deliver IT without boundaries

- Reduced from 700 servers to only 16 IBM HX5 servers
- Reduced rack space by 94% from 578 to 32 units
- 97% reduction in energy costs

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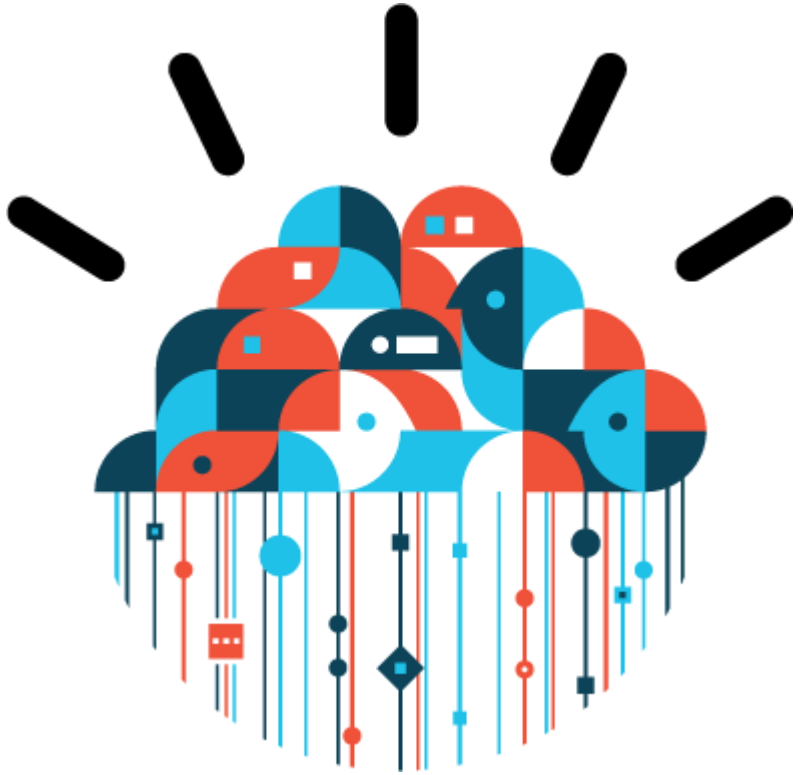
ZUCCHETTI GROUP SOFTWARE & ICT SOLUTIONS

The time has come to rethink IT and reinvent business – with IBM SmartCloud

Ask the fundamental questions:

- Is your organization achieving the levels of innovation required to complete in today's environment?
- Is your organization able to nimbly put lucrative ideas into action?
- Does your organization incorporate the best ideas—even if they come from outside?
- Are you developing internal capabilities that would be better handled by others?



Go to ibm.com/smartcloud for more information.

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