



IBM SolutionsConnect 2014

A New Era of Smart

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Cloud as a Growth Engine for Business

Lewis Troke





IBM commits \$1.2B to expand global cloud footprint

IBM building massive network of local cloud hubs for businesses worldwide with 40 data centers across five continents

IBM will have **cloud facilities in major geographies** and key financial centers, bringing greater flexibility, control and transparency to clients.

To meet growing client needs for choice, compliance and data residency, IBM will have

40 data centers worldwide



IBM **doubling SoftLayer cloud capacity** to meet client demand.



Learn more at ibm.com/cloud

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Cloud is redefining technology, business and entire industries.

We are at an inflection point.

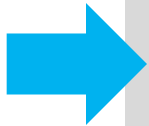
Mobile customer targeting



Card swipe in one store attracts coupons from nearby store—resulting in

109%

incremental sales lift



Just-in-time maintenance



Global aircraft engine manufacturer increases service revenue by

12%

in one year using real-time monitoring and proactive fault detection

Fast Big Data analysis



Global stock exchange cuts response times of market surveillance algorithms by

99%

while lowering IT resources by

35%

using a big data analysis platform.



Pacesetters use cloud to achieve more than cost savings and scalability.

They use it to gain **competitive** advantage.

Strategic reinvention

136% more likely to use cloud to **reinvent customer relationships**



Cloud aggregates services and application intelligence for fine-tuning of the customer experience.

Better decisions

170% more likely to use **analytics extensively** via cloud to derive insights



Cloud provides access to analytics that enable targeted marketing based on customer preferences.

Deeper collaboration

79% more likely to rely on cloud to **locate and leverage expertise** anywhere in ecosystem



COLLEAGUES IN CARE

Cloud virtually connects healthcare professionals around the globe to collaborate and share best practices.



Your cloud strategy *is* your business strategy.

Pacesetters use cloud to surface insights from data. They reimagine business models, make better decisions and serve customers in new ways to create winning business outcomes.

Almost

2x

the revenue growth

Nearly

2.5x

higher gross profit
growth than peers

With so much at stake, you don't want just *any* cloud...

Source: IBM Center for Applied Insights *Under cloud cover: How leaders are accelerating competitive differentiation* that surveyed 802 cloud decision makers and users, spanning 13 countries and 24 industries.



IBM has a full breadth of cloud offerings to help you achieve those powerful business outcomes, no matter where your entry point is.

Think it. Build it. Tap into it.



Business Process as a Service

Automating Business Innovation

Business Processes

Recruiting

Procurement

Payment Processing

Help Desk

Accounting



Software as a Service

Marketplace of High Value Consumable Business Applications

Marketing

Commerce

Supply Chain

Talent Management

Analytics

Collaboration

IT Management



Platform as a Service

Rapid App Development through Composable and Integrated Platform

Built using open standards

Mobile

Security

Big Data & Analytics

Development & DevOps

Integration

Integration/ API Mgmt

Traditional Workloads



Infrastructure as a Service

Enterprise Class, Optimized Infrastructure

Built using open standards

Compute

Storage

Networking



Are you **thinking** about the right questions?

Think it.



Strategize how to use cloud to drive revenue growth and efficiencies.



How can I improve customer relationships and differentiate from competitors?

How can I extend and improve collaboration with my ecosystem?

How can I drive innovation in the value I bring to my customers?

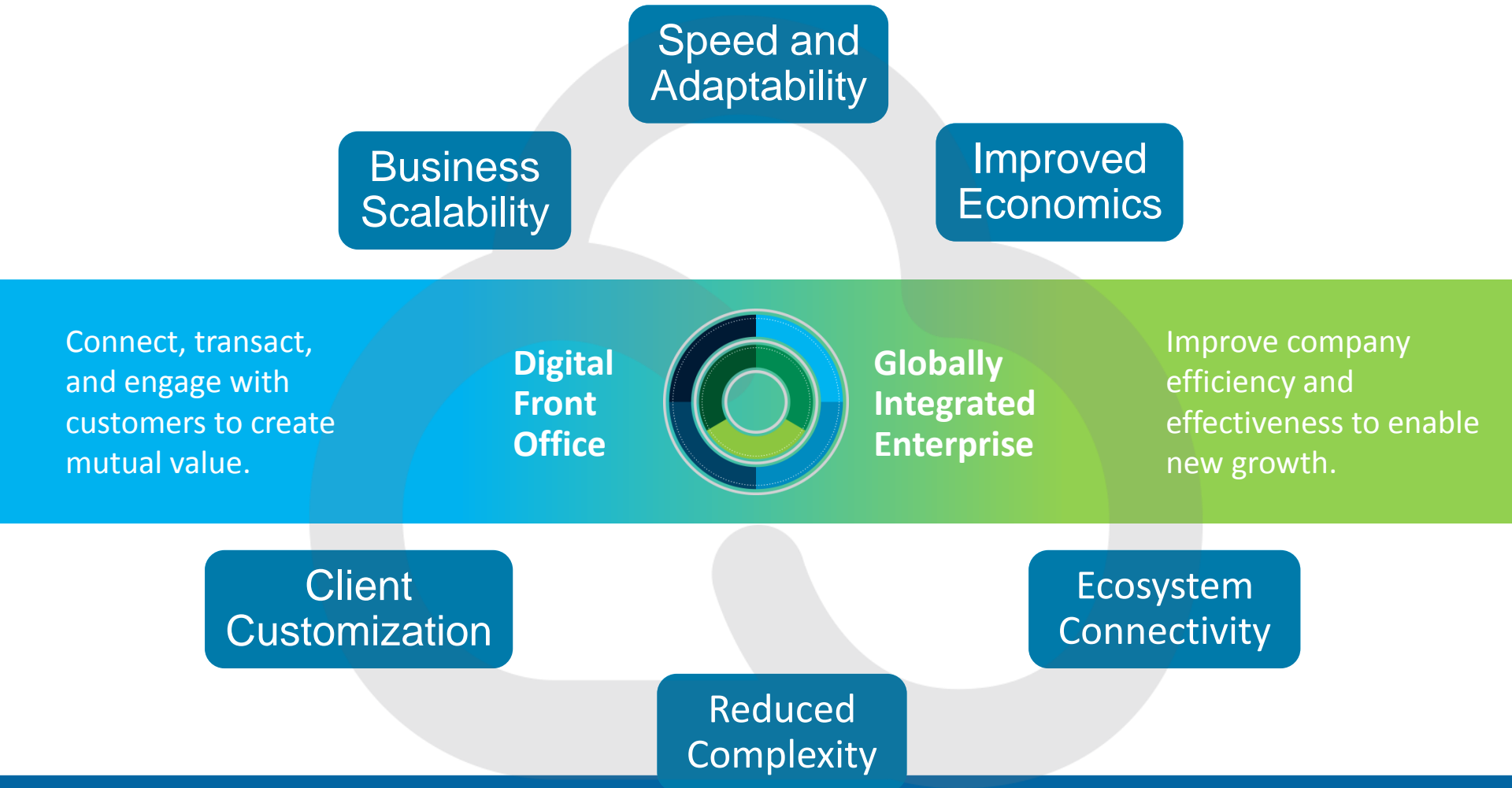
How do I leverage Cloud to optimize my organization and business processes?

How do I transform my IT environment to support my business objectives?



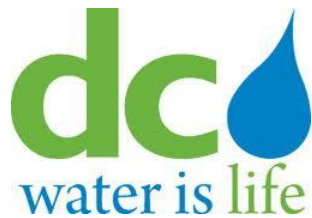
Cloud enables opportunity. Faster, easier, for less.

Discover entirely new ways to engage with customers, employees and partners using cloud to enable Big Data and analytics, mobile and social.





Think it. Like these Pacesetters, IBM experts can help you define the optimal way to integrate cloud into your business.



Addressing underlying business challenges and objectives resulting in...

36% reduction

in customer service calls, reduced asset down time and improved service response time.



Leveraging Cloud to unify their ecosystem of capabilities enabled a....

Breakthrough

new service assimilating disparate data and incorporating algorithms and biometrics.



Implementing a clear strategy execution roadmap resulted in...

\$1.5M saved

per year in school and kindergarten operations and labor costs.



Are you **building** the right cloud?

Build it.



Build and run your private or hybrid cloud.

What's the best infrastructure for my cloud?

How do I maintain choice and flexibility?

How do I rapidly deploy & operate my cloud?

How do I manage & secure my hybrid environment?



Not Public or Private. Dynamic Hybrid is the future.

Private Cloud & IT



Benefits:



- Fully customizable
- Robust management
- Secure by design

Public Cloud



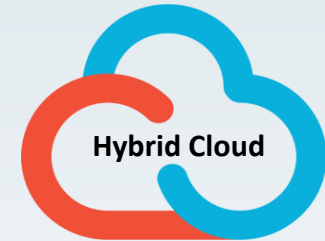
Benefits:

- Low entry cost
- Pay-per-use
- Highly elastic

Dynamic Hybrid



+



**Best of both worlds.
Better outcomes.**

- ✓ Maximize return on existing IT investments
- ✓ Match workloads to best-fit infrastructure
- ✓ Hit the right balance of risk to speed
- ✓ Meet seasonal capacity without CapEx
- ✓ Add new capabilities quickly



Dynamic hybrid will define the next era of innovation...

COMPOSABLE

sourced from multiple ecosystems

Software

Analytics, Mobile, Social Security, Commerce...

Content

News, Data, Music, Video...

Business Process

ERP, CRM, Human Resources...

Software Defined Environment



Compute



Storage



Network

RESPONSIVE

continuously reinvented & adapting to change

Dynamic Business Services & Processes



On or Off Premise

Software Defined Environment



Definition



Patterns



Analytics

DIFFERENTIATED

through best of breed content & capabilities

Platform

Development, Infrastructure, Data, Application, Mobile, Operational ...

Infrastructure

Compute, Network, Storage...

Cloud Operating Environment



Visibility



Control



Automation



Build it.

Build and run your private or hybrid cloud. Pacesetters often use both on-premise private and “as-a-service.”



Implementing IBM PureSystems for unified management of compute, storage, networking and virtualization delivered...

75% reduction

in time to deploy cloud technology and software – from 2 months to 2 weeks.



Creating a super-fast, scalable financial transaction service for midsize and enterprise clients, they only paid...

1/10th cost

of traditional services while reducing processing times from days to instantaneously.



Establishing a flexible, open development platform for scalable, mobile applications created a...

5% boost

in retail sales by transforming the customer experience with a new technology platform.

30,000+ customers build to win with IBM.



Are you ready to **tap into** innovation faster?



Tap into it.

Utilize cloud services delivered from IBM SmartCloud.



How can I manage business processes more effectively?

How can I launch new business applications with minimal IT impact?

How can I rapidly build applications that scale?

How can I use cloud-based infrastructure to meet my evolving business needs?



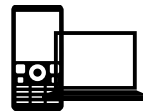
How do **you** need to tap into cloud?

Data Center Ops



- Spend less resource maintaining, more investing in future
- Fight flat budgets with across-the-board savings
- Get near-real-time scaling to address marketplace dynamics and speed time to market
- Take advantage of data, analytics, and mobile

App Development



- Experiment more, faster
- Eliminate unnecessary development problems
- Work in depth across multiple domains
- Access to a robust platform to deploy internet-scale applications – securely and with built-in control

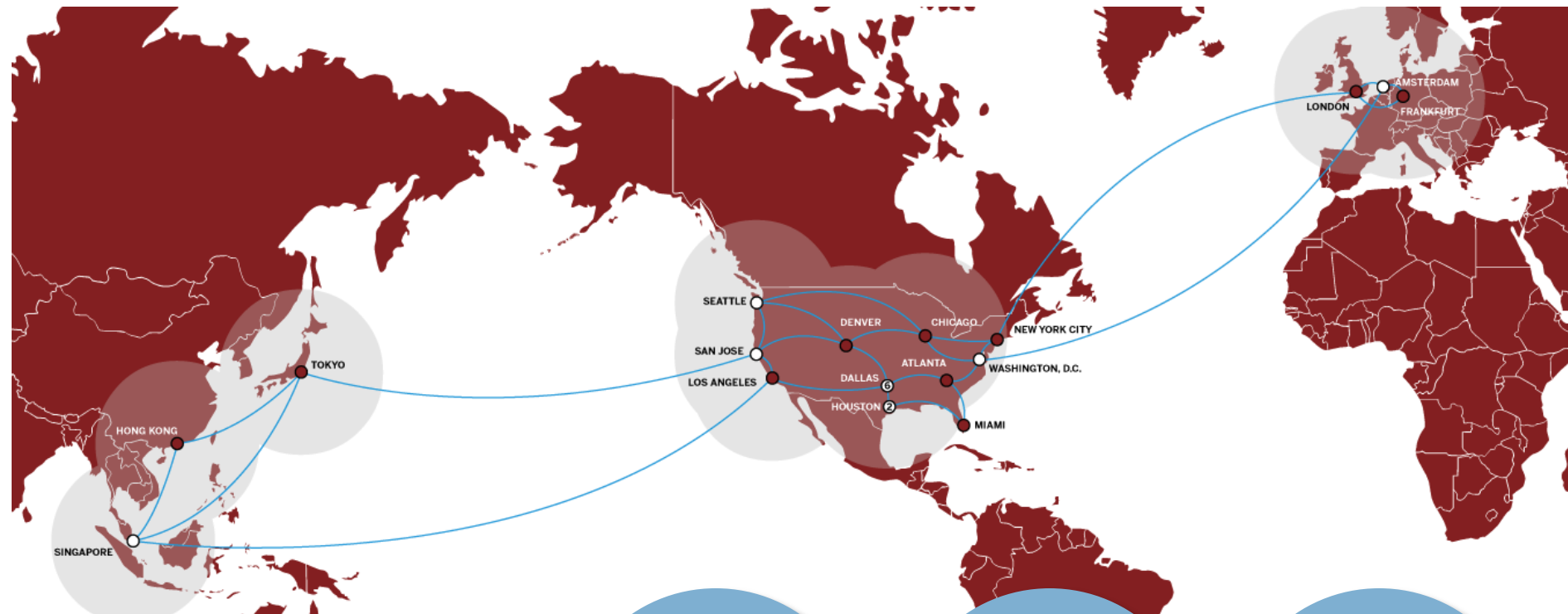
Line of Business



- Transform, iterate quickly and serve markets better
- Accelerate business process innovation
- Deliver business analytics at the point of impact
- Connect people with collaborative business networks



Give Your Company a Global footprint



- 13 data centers
- 17 network PoPs
- Global private network



SOFTLAYER[®]
an IBM Company



Tiket.com – Online Travel and Entertainment Gateway



- Founded August 2011
- Founded by Natali Ardianto, Wenas Agusetiawan, Gaery Undarsa, Dimas Surya & Jonathan Sariaatmadja
- Offices in Jakarta, Bali and Malang
- 80 employees
- 14 realtime methods of payments
- 2 million room nights each day
- 30++ big event promoters
- 7 domestic flight carriers, issuing 1500-3000 tickets per day
- 900++ API users, 1100++ offline agents and 1300++ widget users
- 410.000++ registered paying customers

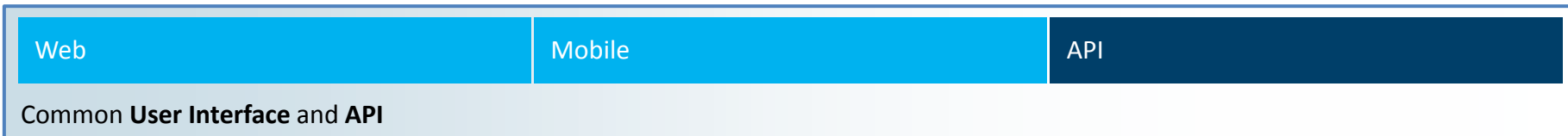


Tiket.com – Online Travel and Entertainment Gateway

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A better platform – unified architecture with common management and programming interfaces.



Bare Metal Servers



Virtual Server Interfaces



Private Clouds



Unique **Triple Network Architecture** allows seamless communication across distributed environments

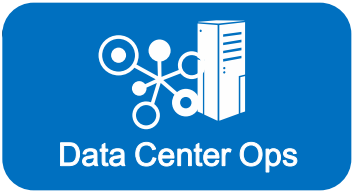
Infrastructure Management System provides orchestration and automation

- Common command and control interface and API
- Distributed hybrid architecture combining bare-metal servers, public cloud instances and private cloud
- Triple Network Architecture built on a global private network for secure, point-to-point intra-application and interdata center connectivity
- All deployed on-demand and provisioned in real-time
- Ideally suited to big data deployments, high I/O and latency-sensitive apps





SoftLayer drives performance and results



Using IBM SoftLayer to offer existing ERP application directly to 1,500 customers, resulting in...

\$25K savings

by avoiding CapEx, while supporting data backup, hybrid cloud, and mobile.



Running WebSphere Portal and Web Content Manager on into IBM SoftLayer's dedicated bare metal for a...

One-stop shop

for their customers, while expanding revenue and profit.



Achieved near real-time scaling with IBM SmartCloud Enterprise+ solution, meeting market growth demand while...

Cutting IT costs

and eliminating the need for incremental IT resources, yet improving customer satisfaction.

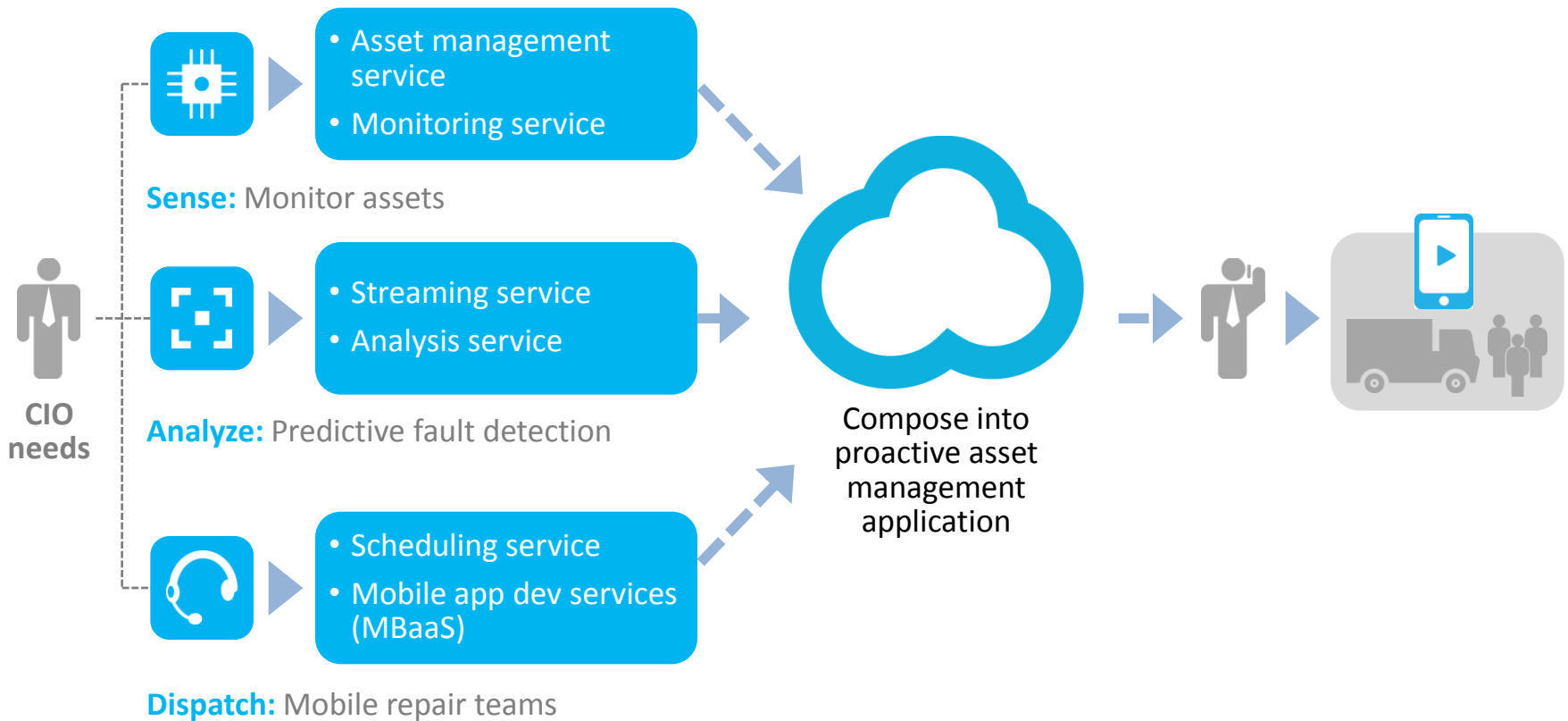
SOFTLAYER[®]
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Scalable, flexible, secure offerings can be built in record time and with minimal cost.



An example scenario: Smarter Infrastructure





IBM provides a rich ecosystem of current and future services available on the platform.



Alpha @ <http://bluemix.net>

Big Data and analytics		Mobile	
Data management		Security	
Dev and test		Social	
M2M		Smarter infrastructure	
Marketing		Watson	
Media		Web	
Application services			
Enable applications to be rapidly and incrementally composed and operated IBM-hosted and third-party services IBM-certified criteria			
IaaS solutions (public and private)			



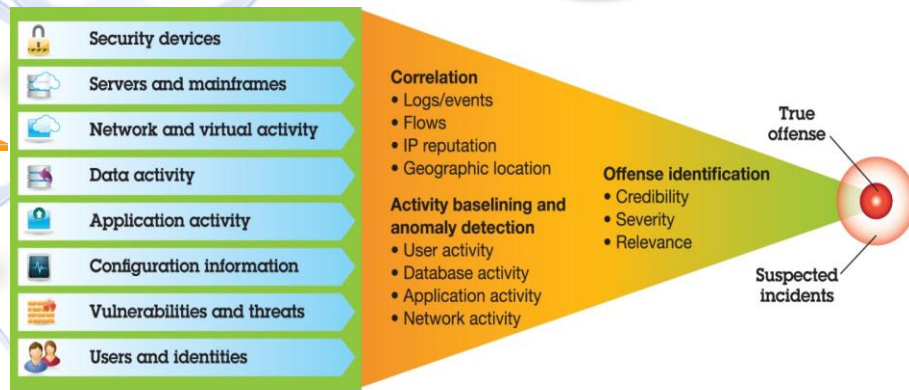
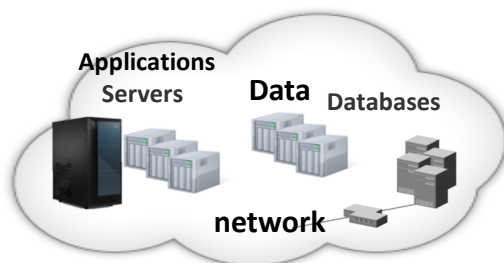
Security is prerequisite for effectively utilizing the cloud

To protect your Cloud

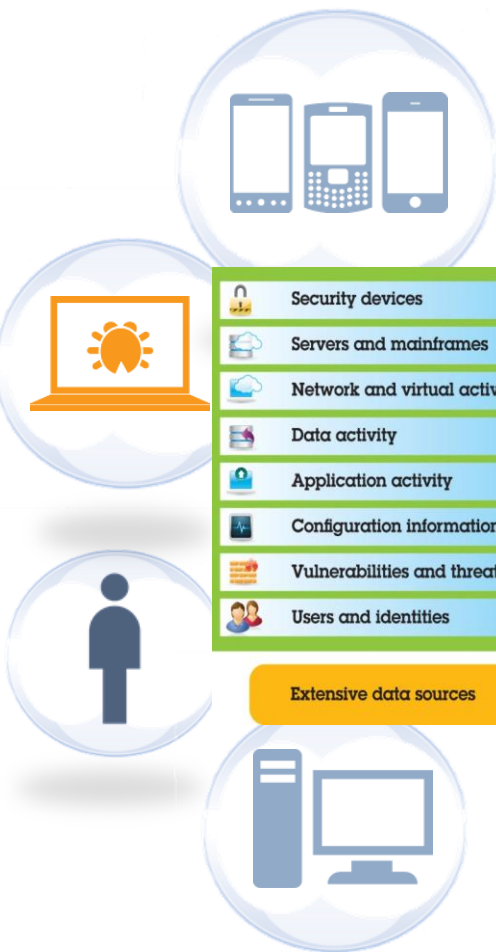
- Implement Identity and Access Management
- Strengthen Applications & protect data
- Protect network, server and virtual infrastructure
- Achieve proactive defense with Security Intelligence

IBM Security Solutions

- Deep integrated functionality
- Open solutions and IBM X-Force research capabilities
- “Security Intelligence” insights for a proactive defense

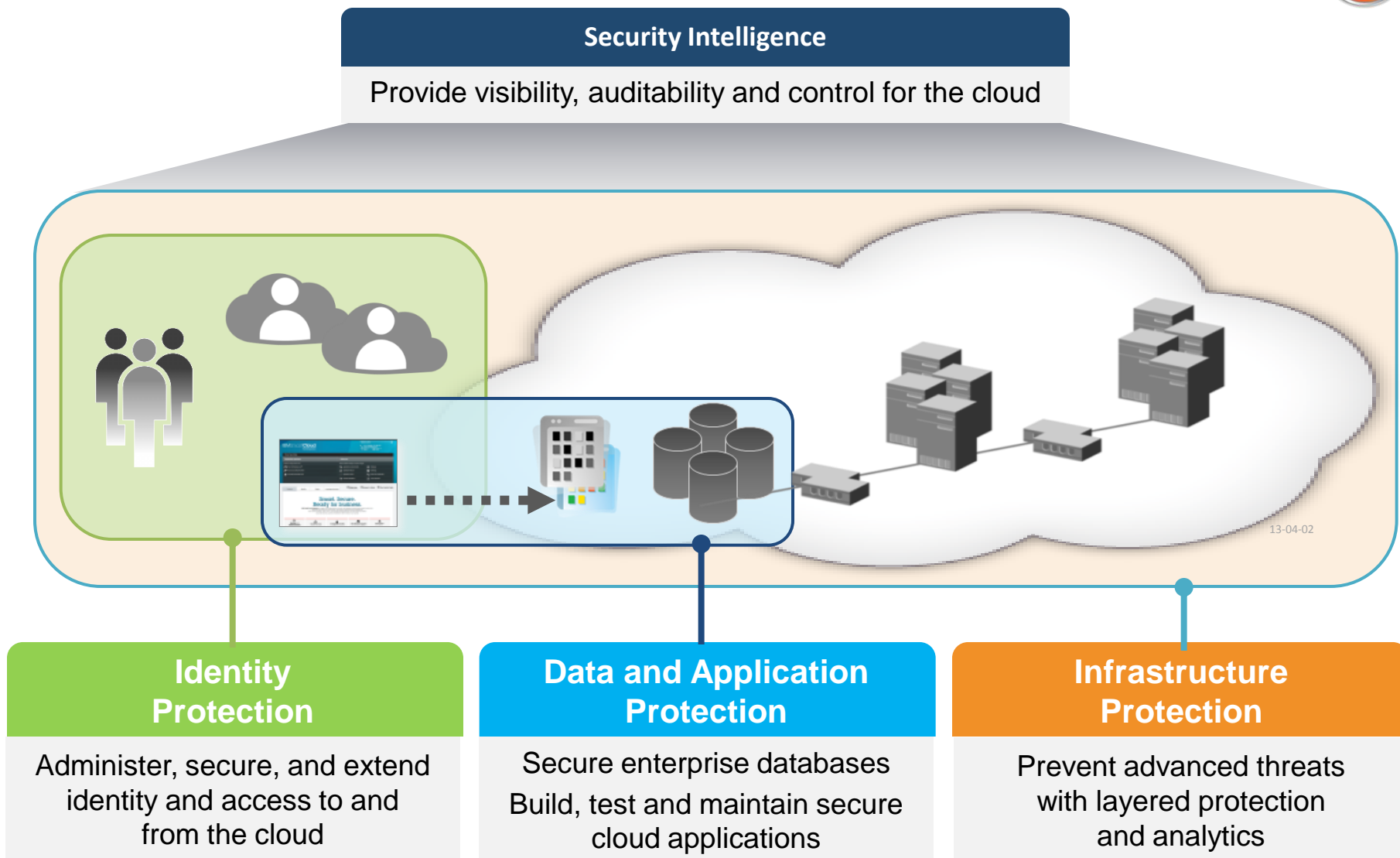


Extensive data sources + Deep intelligence = Exceptionally accurate and actionable insight





Intelligent Security for the Cloud

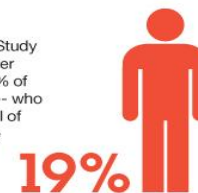




Embracing SaaS

A Pacesetter Perspective

Pacesetters
 The IBM Global SaaS Study highlights the Pacesetter segment -- roughly 19% of the survey population -- who exhibit the highest level of SaaS adoption and are gaining competitive advantage through their broad efforts.



Deeper collaboration

61% of Pacesetters say that SaaS has increased both internal and external collaboration.

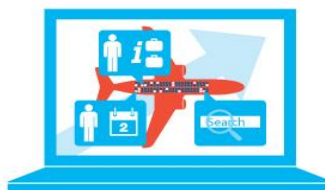


SafeGuard World International, a global managed payroll and outsourcing company, saw a

20% reduction in implementation time for many projects.

Market agility

68% of Pacesetters use SaaS to improve the customer experience.



A Major Airline Company focused their SaaS analytics on improving customer experience and saw an increase in the number and value of flight bookings.

Better decision making

72% of Pacesetters use SaaS to leverage analytics and gain insights from large masses of data.



PAC2000A, an Italian retail giant, saw a **2.4%** increase in comparable store sales after using SaaS analytics to develop more localized pricing decisions.

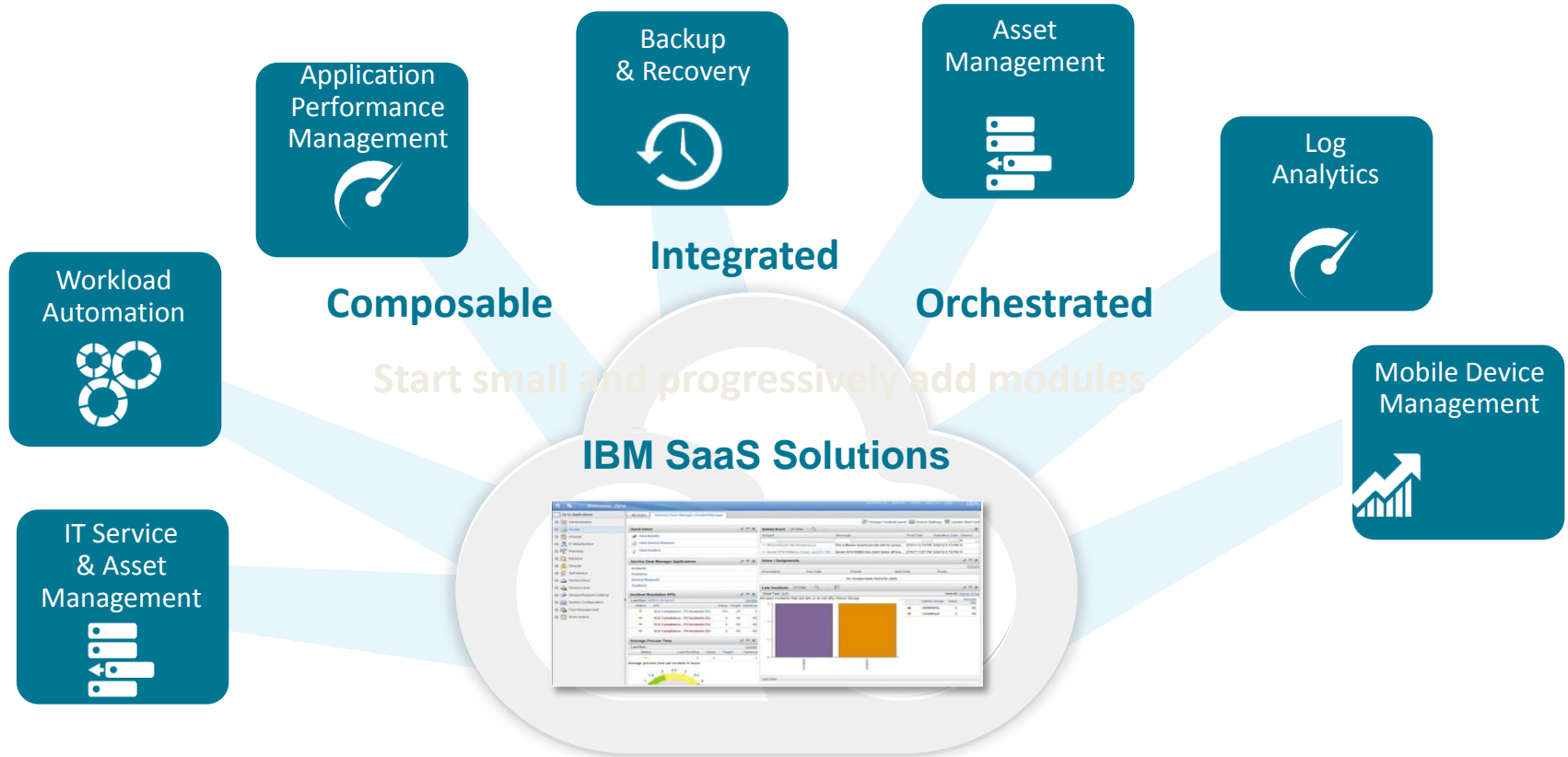
For more information visit

IBM Center for Applied Insights
www.ibm.com/ibmcai/saas





IBM is rolling out a Solution-based Approach to SaaS for IT Service Management.



Delivery Excellence



User Experience



Ecosystem



IBM lets you **tap into** Role-Based Cloud Suites.





BPaaS solutions let you accelerate business process innovation with security, availability, and elasticity.



Reinvent business operations with Business Process Management tools

- IBM Blueworks Live
- IBM Business Process Manager

Ready-to-use market-leading solutions let you collaborate, capture process knowledge, and improve your business in under 48 hours.

Leverage industry vertical solutions

- IBM SmartCloud Service Delivery for electronics
- IBM Panorama

Industry expertise and experience to help you set policies, load data, and customize your ready-to-use applications.

Improve speed by sourcing business process expertise

- IBM GPS – order to cash with AR Collect
- IBM Payment Systems
- IBM GPS – recruitment process outsourcing with Kenexa

On-premise expertise, insights, analytics, and best-practices to improve business processes and drive value.



The market for Social, Cloud, and Mobile is growing exponentially...

Social



Forrester expects the market for Social Business software to reach \$6.4B by 2016

Cloud



Forrester expects the cloud market to grow to \$214B by 2020

Mobile



Of mobile professionals will conduct their work on personal smart devices by 2018

Sources:

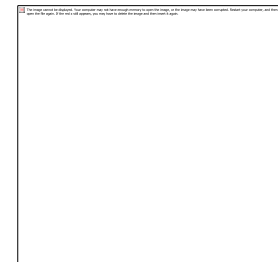
http://www.pcworld.com/article/245375/forrester_enterprise_social_software_to_become_a_64_billion_market_in_2016.html

<http://www.zdnet.com/blog/btl/cloud-computing-market-241-billion-in-2020/47702>

Gartner, Bring Your Own Device, The Facts and the Future, April 2013

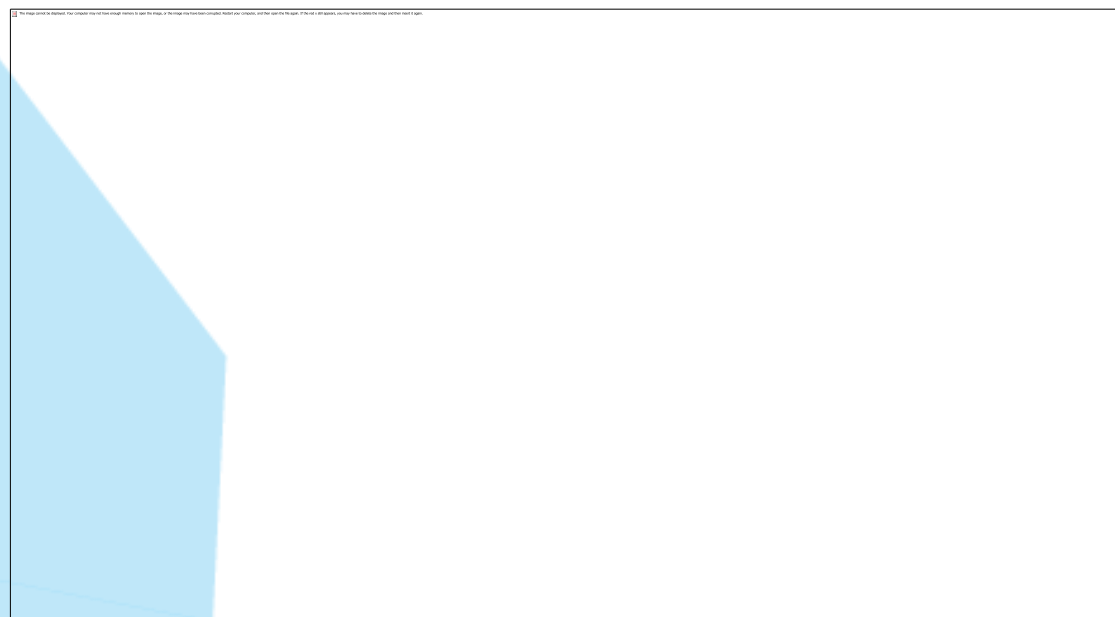


Delivering the industry's most flexible cloud platform featuring social, mobile, meetings and mail.



- Enterprise-class, security-rich, integrated social and messaging services
- Multi-tenant, extendable, SaaS services.
- Flexible client options – mobile, browser, tablet, rich client
- Flexible service options - stand-alone and bundled services, and hybrid options combining on-premise and cloud
- Simplifies and improves daily interactions with colleagues, customers, vendors, partners, inside and outside your firewall
- Competitively Priced on a per user, per month, with options to pay monthly, quarterly or annually.

	People		Communities
	Activities		Files
	Email		Calendar
	Chat		Traveler
	Surveys/ Forms		Blogs, Wikis, Ideation, Media
	Meetings, Events, Audio		IBM Docs





Why do the world's leading companies rely on IBM SaaS solutions?



IBM Cloud supports 24 of the top 25 Fortune 500 companies.

When you're among the highest-performing businesses in the world, you can't afford to roll the dice on underperforming alternatives. That's why more and more of the best companies are tapping into 100-plus SaaS business solutions in the IBM Cloud. See what it's all about at ibm.com/cloudfacts

This is Cloud on a Smarter Planet.

- Broad coverage for front office roles with 8 SaaS suites for the c-suite
- Deep domain expertise across 18 industries delivered through IBM Global Business Services
- Availability in over 50 countries today
- Customer-centric value with outcome-based subscription models
- Enterprise-grade security standards
- Flexible deployment across private, public, and hybrid cloud environments
- Large and expanding global SaaS business partner community



Accelerate business with high-value SaaS applications.



Outsourcing B2B collaboration to automate e-commerce processing, delivering...

90% lower

cost of ownership and improved supply chain visibility.



Creating a behavioral retargeting program to offer shoppers a personalized experience resulted in...

500% increase

in web click-through rate for banner ads.



Implementing a secure social extranet to test pricing and launch concepts delivered...

20% faster

cycle time for new product introductions and improved information exchange.



Confidently realize the benefits of cloud: Speed. Empowerment. Economics.



IBM Cloud



Think it.

Strategize how to use cloud to drive revenue growth and efficiencies.



Build it.

Build and run your private or hybrid cloud.



Tap into it.

Utilize cloud services delivered from IBM SmartCloud.



IBM SolutionsConnect 2014

A New Era of Smart



Thank You

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