IBM BusinessConnect
Realise the art of the possible.

Unleash Business Innovation with Next Generation Cloud

Moe Abdula, VP IBM SmartCloud Foundation

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What is driving IT demand ?

Cloud is emerging as a growth engine for business and transforming how both IT and line-of-business executives consider and consume IT

80%
of new IT investments will directly involve LOB executives by 2016

70% of IT budgets are spent on operations and maintenance

CFOs authorized 26% of all IT investments during the past year.

6 out of 10
organizations overspend on IT without improving IT services

CxOs will control more IT buying decisions in 2017 than the CIO

However, such a transformation requires a different approach and a new type of system

Systems of Record

Secure Data

Dynamic Infrastructure

On-demand Self-service

Systems of Engagement

Knowledge Sharing

Engagement Models

Anywhere, Anytime

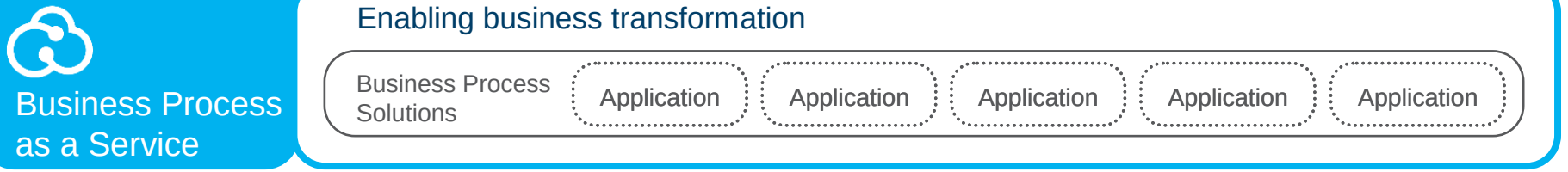
Optimize

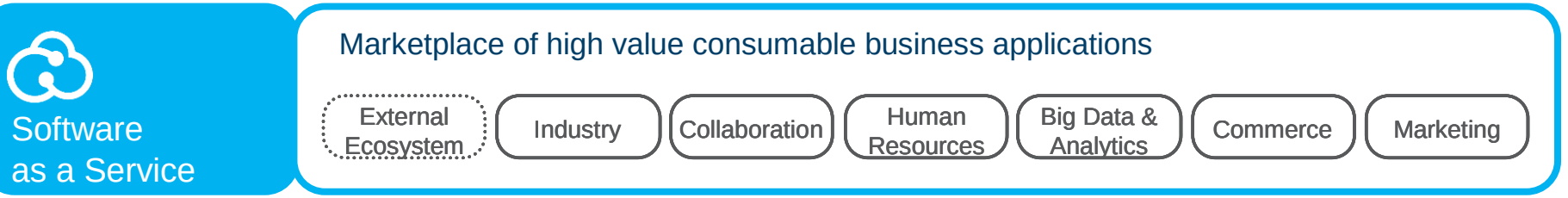
our IT infrastructure, data and processes

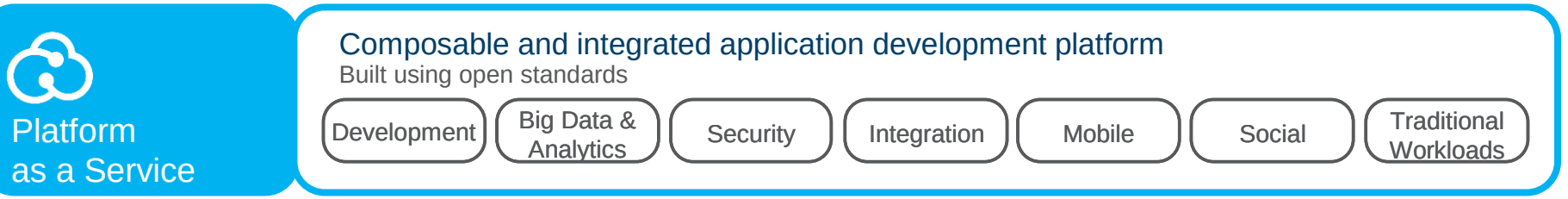
Innovate

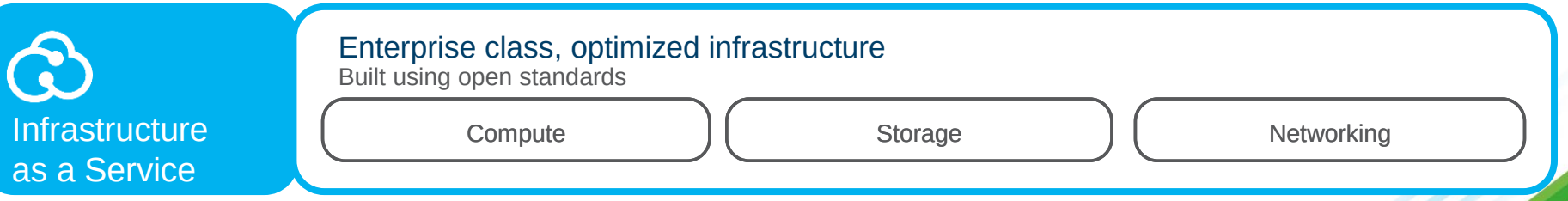
how we engage, make decisions and work

A new type of system that transforms and integrates across the solution stack

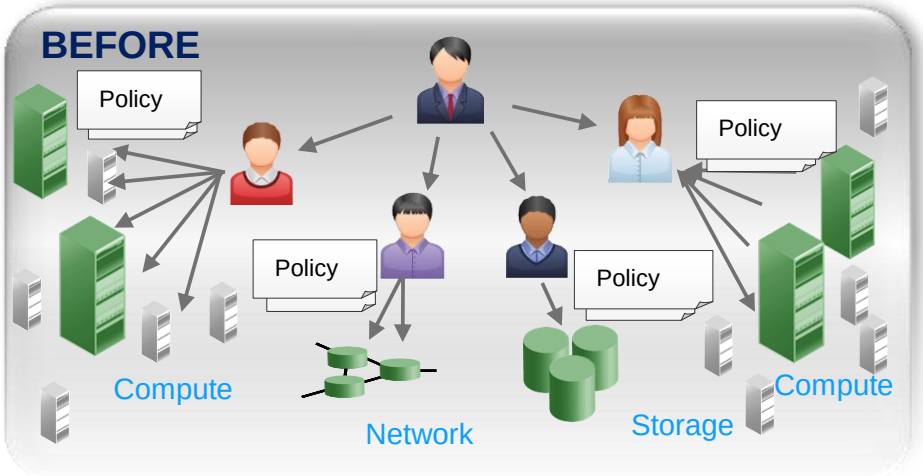




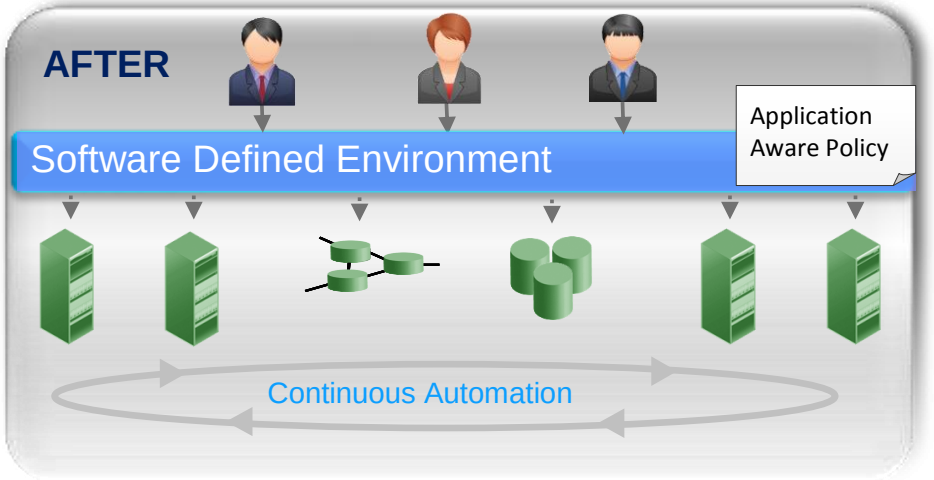




To transform infrastructure and improve business execution velocity, enterprise are embracing Software Defined Environments



IT operating in non-integrated and isolated environments

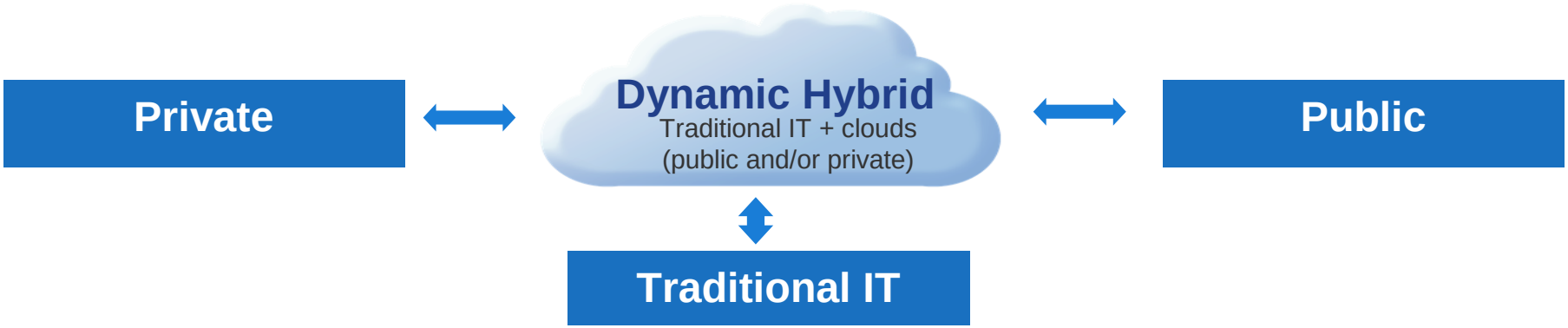


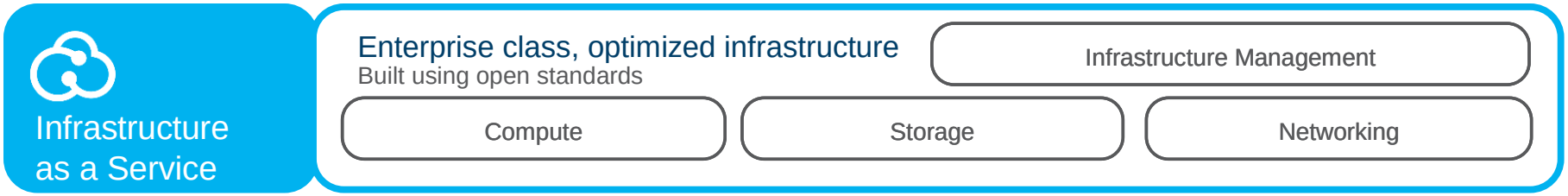
Up to 3x productivity improvement based on integrated management

Other Benefits include:

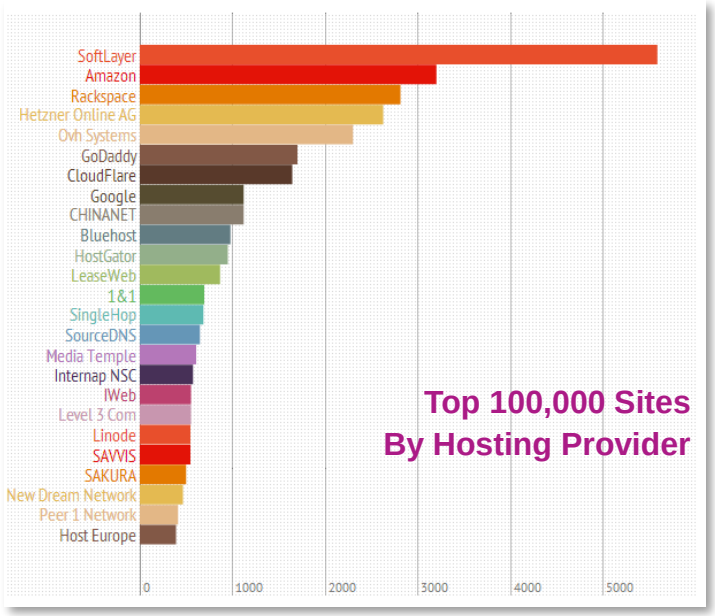
- Increased innovation through effective utilization of IT resources
- Adaptive approaches to infrastructure automation
- Policy based infrastructure deployment

Software Defined Environments are key enabler for a dynamic hybrid model





Softlayers – A global cloud hosting leader, what have we learned ?



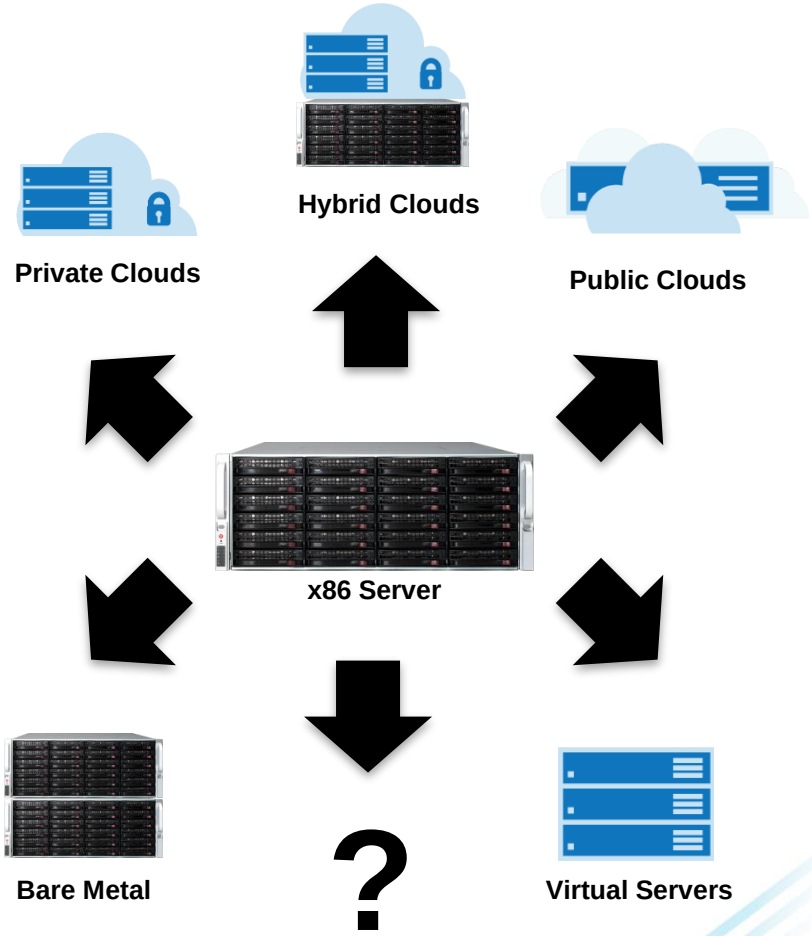
Customers	21,000 in 140 countries
Devices	100,000
Employees	685
Data centers	13
Network PoPs	17

Source: Hostcabi.net

Standardized, modular infrastructure

One Platform to Serve a Broad Range of Customer Requirements

- Highly flexible architecture
- One platform for public cloud servers, private clouds, bare metal servers
- Complete integration
- Unified systems management & API
- Build hybrid, distributed, high-performance architectures and manage from a single pane of glass
- Pay by the hour or the month for a truly variable IT operations model



Automation and management at the heart of every delivered service. Complete control by the client as a design point

Improves customer control, reduces error, increases flexibility

SoftLayer API provides 1,600 function calls to over 200 services

Supports REST, SOAP & XML-RPC interfaces

Enables full auto-scaling implementations

Comprehensive documentation, libraries and support

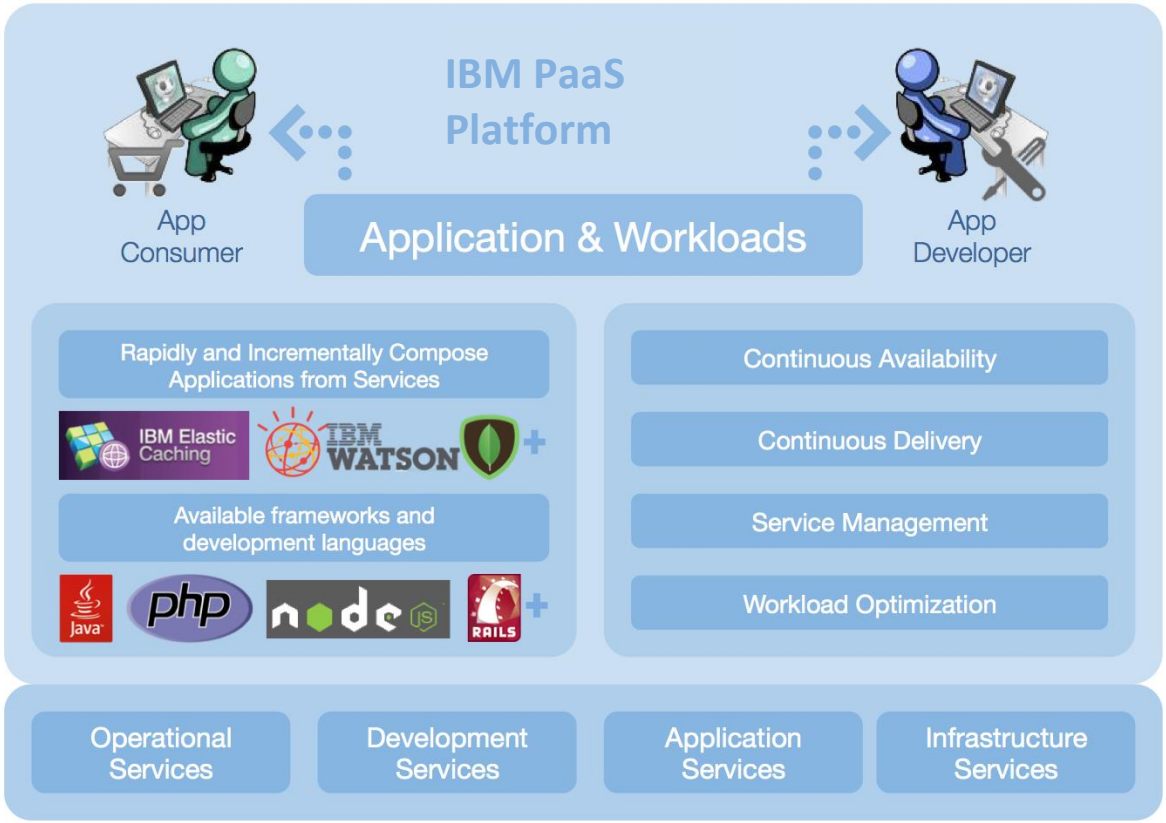
Functions include:

- Automatic server deployment & provisioning
- Reboots & reloads
- Hardware configuration
- DNS, Network, Storage
- Security scans & monitoring

Controls include:

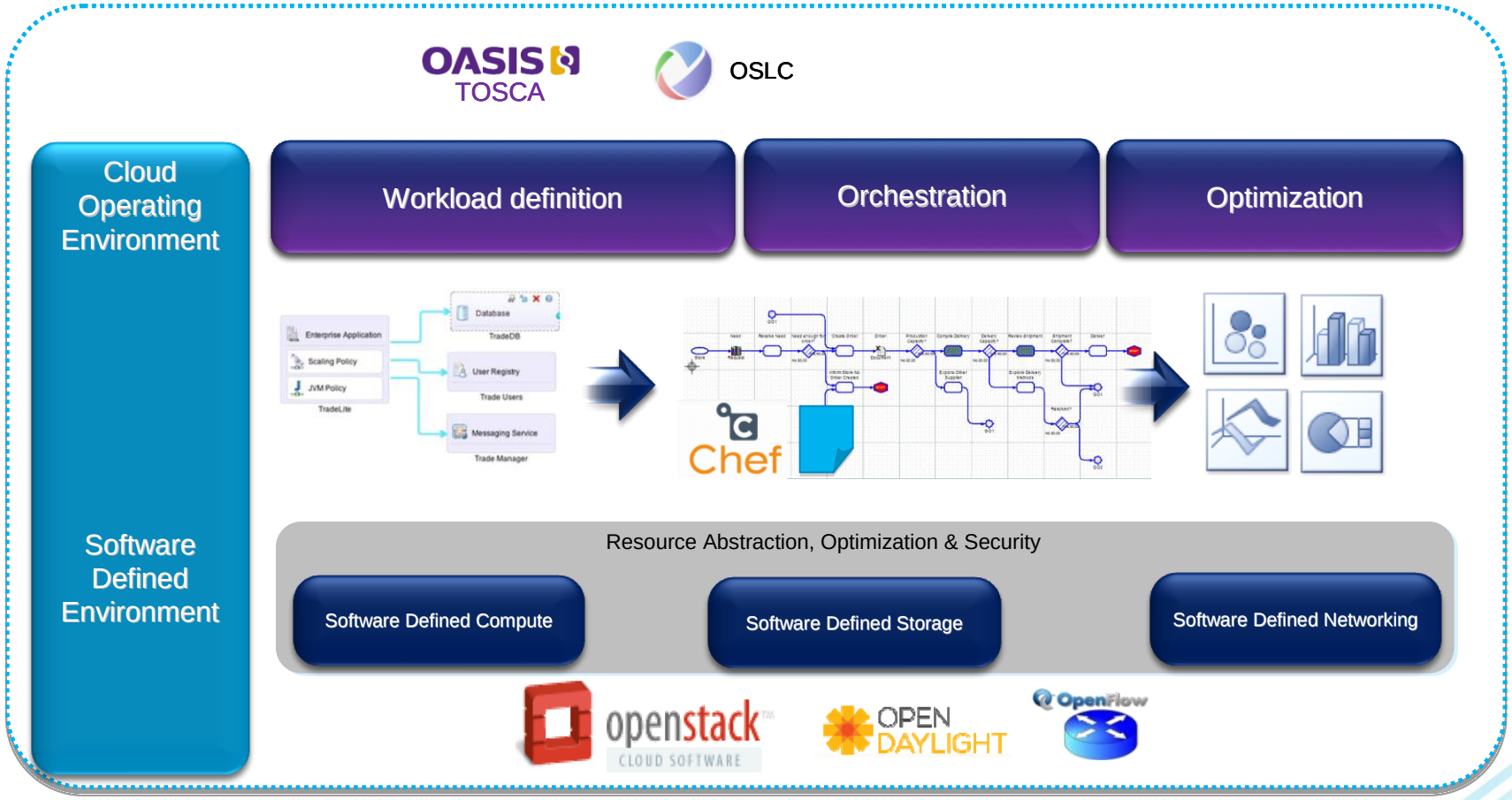
- Mobile and Web-based management portals
- Purchase, provision, deploy & manage infrastructure
- Access to services, tools, automation & tutorials
- Secure access via VPN to management network
- Two-factor authentication to Web portal

Platform as a service approaches are evolving to address new class of applications

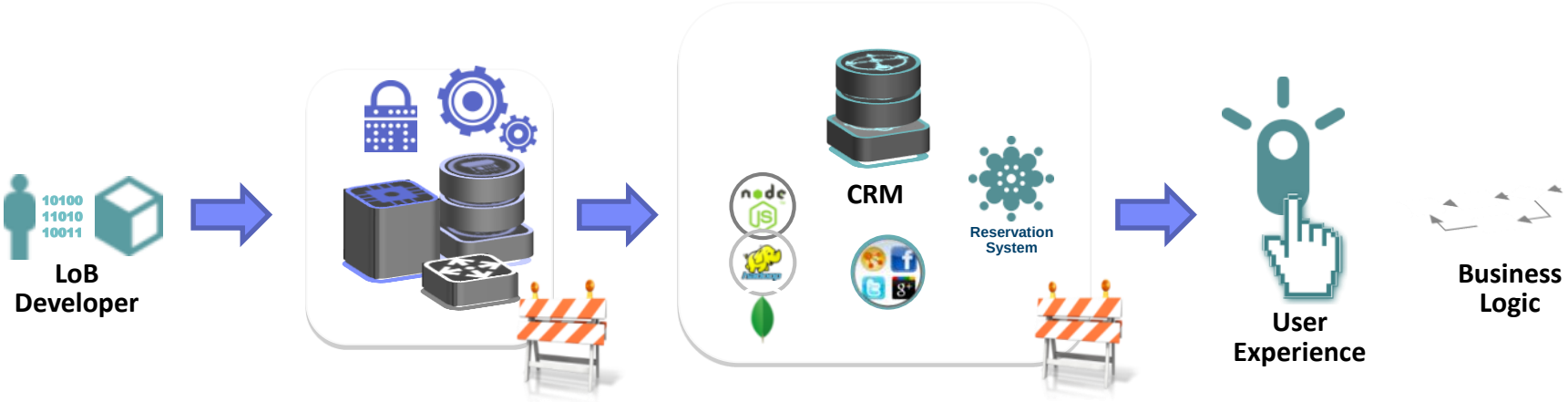


- Increased Business Agility and Speed
- Reduced Cost of Application Development
- Based on Open Standards
- Integrated Dev/Ops

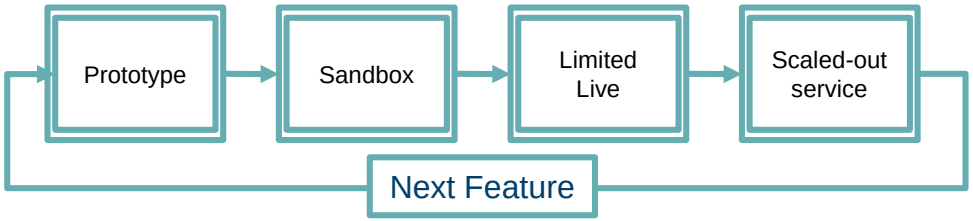
Definition and management approaches are also evolving to enable participation of classical applications in an optimized cloud environment



It's not only the way development is consuming these services but it is also the way they are delivered is changing



REPEAT Through Application Lifecycle

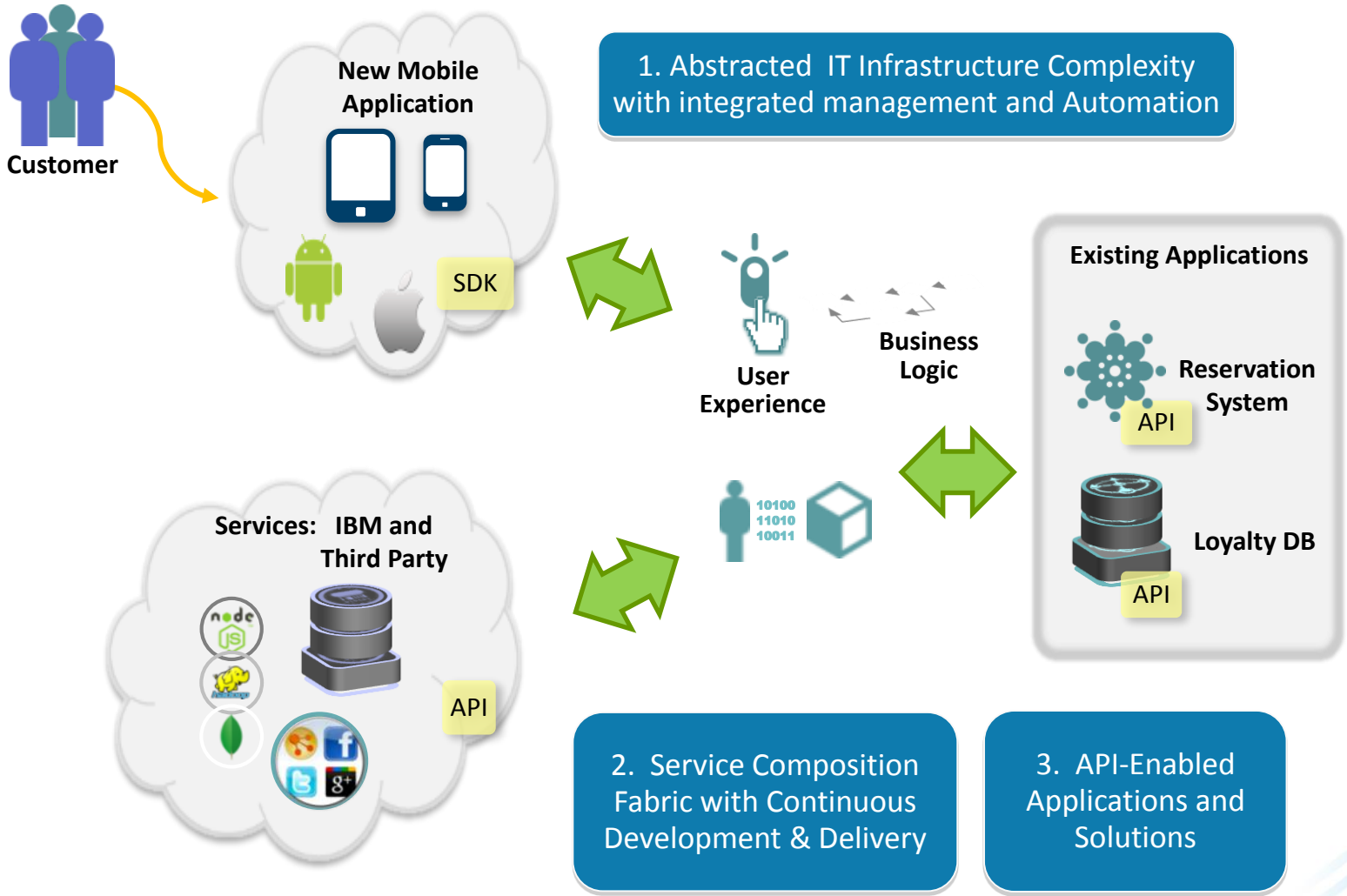


GET TO MARKET FAST

CONTINUOUSLY ITERATE & TEST

AGILITY TO SCALE UP & DOWN

Collaborative DevOps is the new delivery model for platform as a service



Business Process and Software as a service solutions are offering business access to best of breed capabilities

Marketing	Procurement & Supply Chain	Sales & Commerce	Human Resources	Service & Support	Legal & Finance	City Operations
Customer Analytics	Spend Analysis	B2B Collaboration	Talent Management	Customer Experience	Contract Management	Transportation Planning
Campaign Management	eProcurement	eCommerce	Learning	Customer Advisor	Risk Analysis	Water Management

Enterprise Collaboration / Social Business

Business Process as a Service

Enabling business transformation

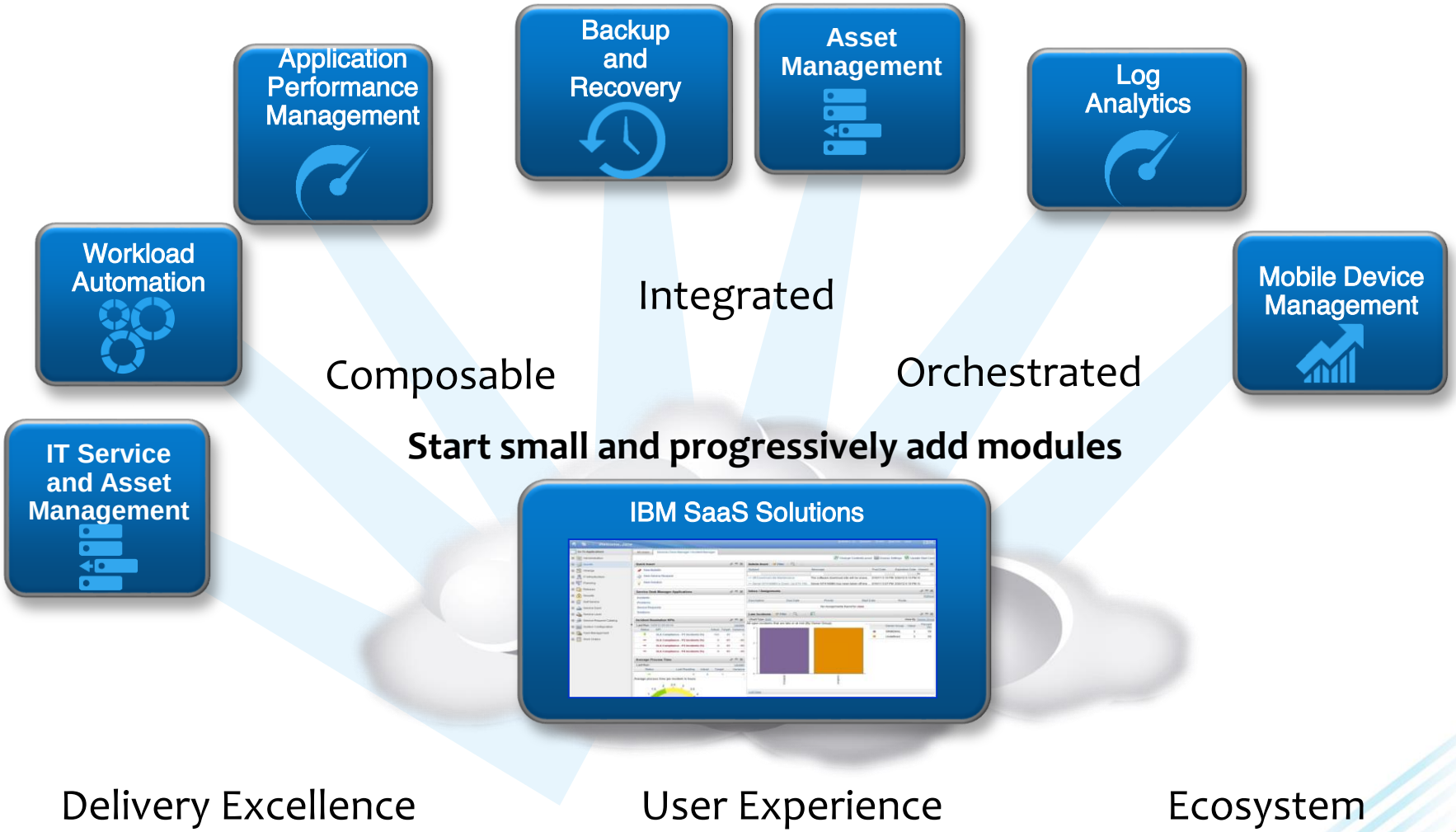
Business Process Solutions | Application | Application | Application | Application | Application

Software as a Service

Marketplace of high value consumable business applications

External Ecosystem | Industry | Collaboration | Human Resources | Big Data & Analytics | Commerce | Marketing

IT and operations are also leveraging best of breed as-a-service solutions



Delivering your enterprise as-a-service realizing a new collaboration and engagement model with your clients and partners

Software as a Service

Marketplace of high value consumable business applications

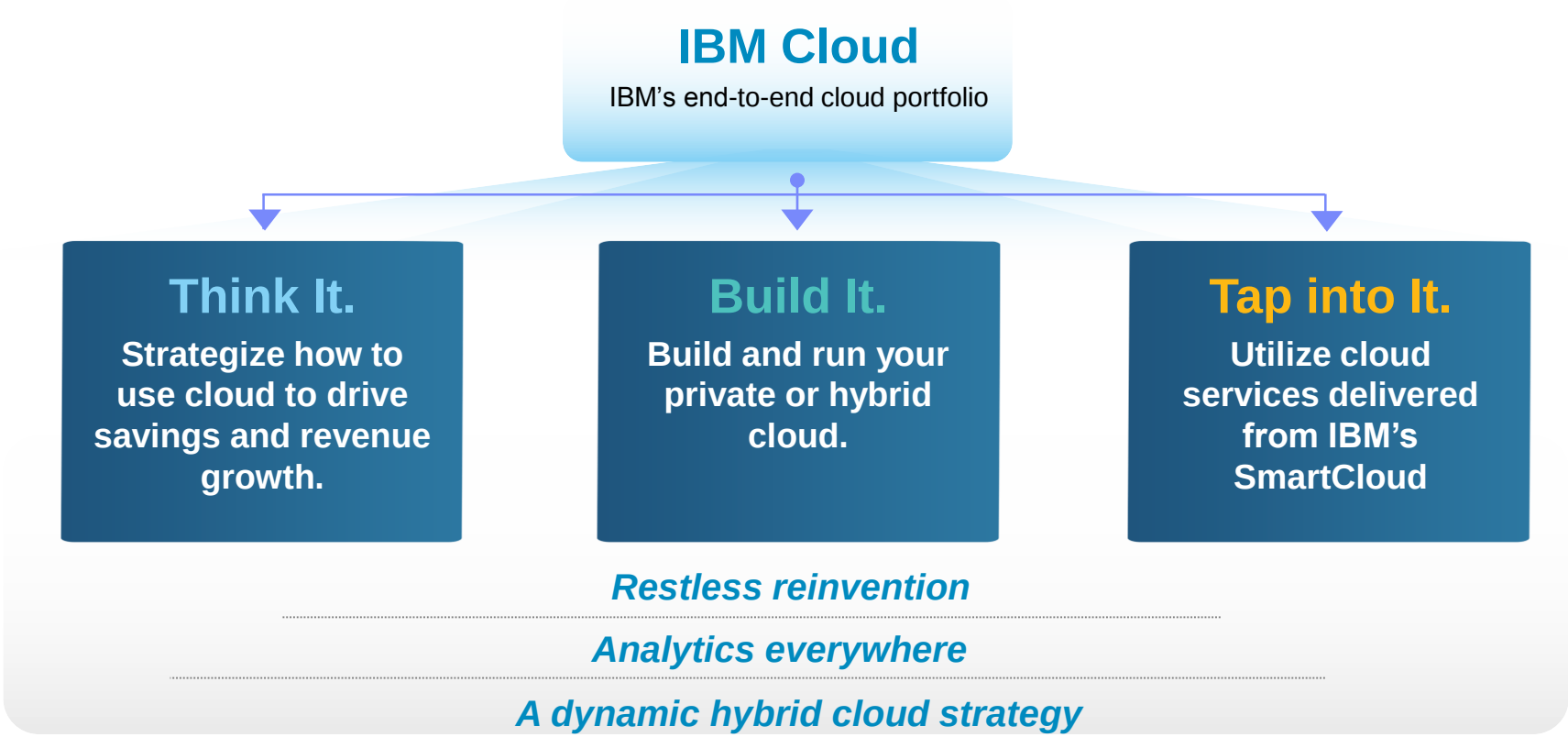
External Ecosystem | Industry | Collaboration | Human Resources | Big Data & Analytics | Commerce | Marketing

Over thousands of cloud engagements, IBM has learned about the power of transformation

Delivering this type of a system requires a new approach .. An open cloud approach

Open technologies are building the open cloud architecture

IBM Cloud Solution – enabling a flexible consumption and innovation delivery models



IBM Cloud is your growth engine for a Smarter Enterprise

IBM Cloud

IBM's end-to-end cloud portfolio

Think It.

- 37,000 experts with deep industry knowledge
- $6+ billion in cloud-related acquisitions since 2007
- 80% of Fortune 100 companies use IBM cloud capabilities

Build It.

- #1 in EMA Radar™ for Private Cloud Platforms
- #1 in annual world-wide server revenue
- OpenStack founder
- 50% reduction in IBM's IT labor cost with Dev / Test Cloud

Tap into It.

- More than 21,000 SoftLayer clients in 140 countries
- SoftLayer is up to 10X faster than other cloud providers
- More than 100 cloud SaaS solutions

Take Action Now !

IBM Cloud

IBM's end-to-end cloud portfolio

Think It.

Talk to your IBM rep/partner about the

Cloud Adoption Workshop

Build It.

Visit ibm.com/cloud to learn about

SmartCloud Orchestrator and Pure Systems

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Softlayer

Thank You!

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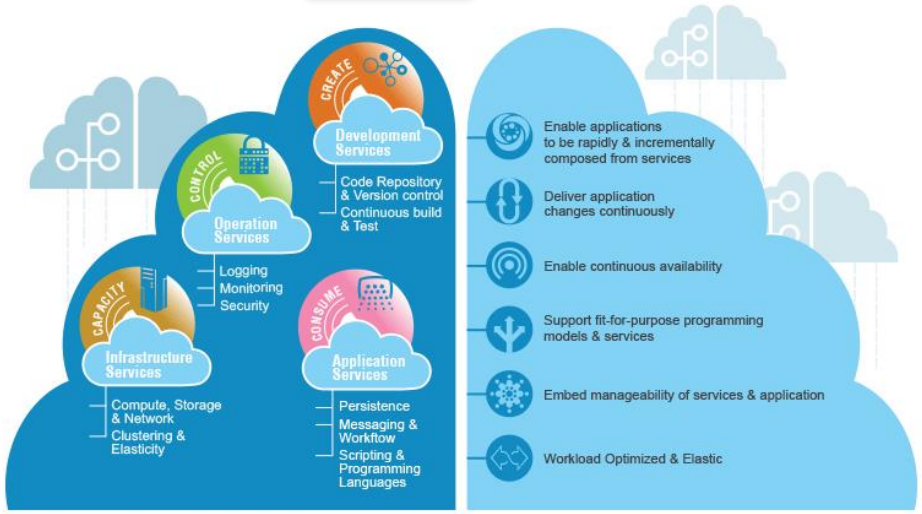

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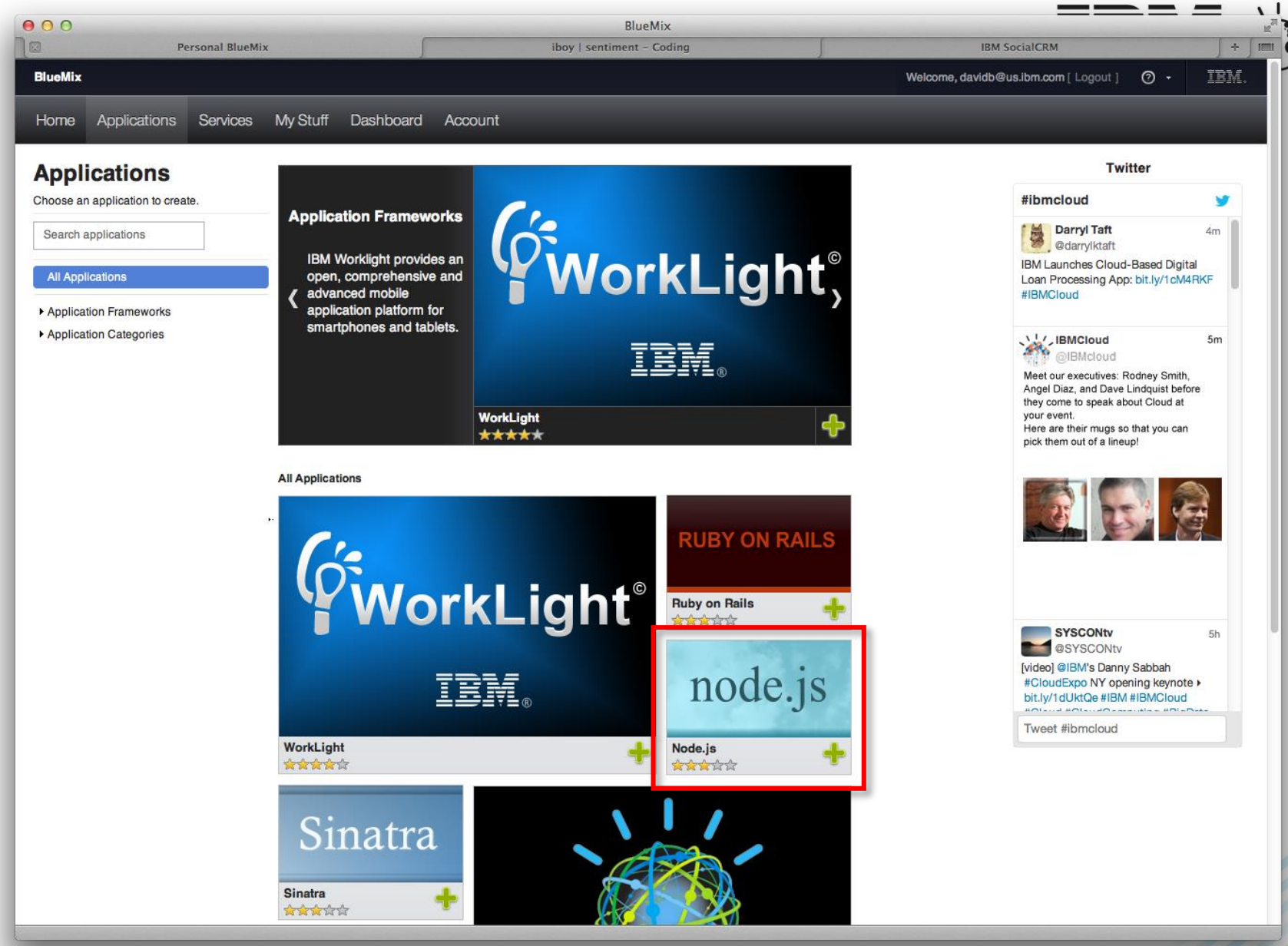
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Here are their mugs so that you can pick them out of a lineup!
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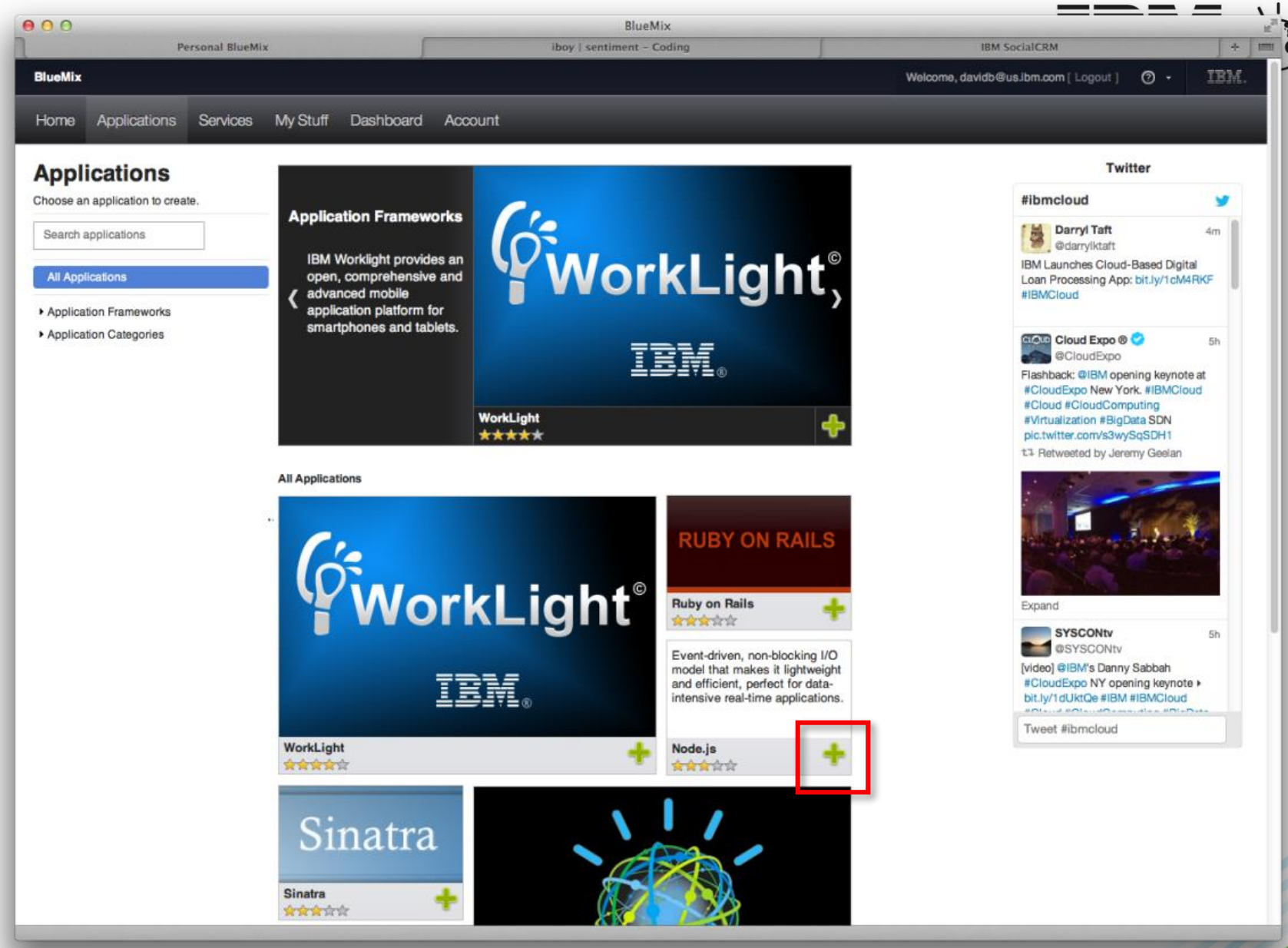
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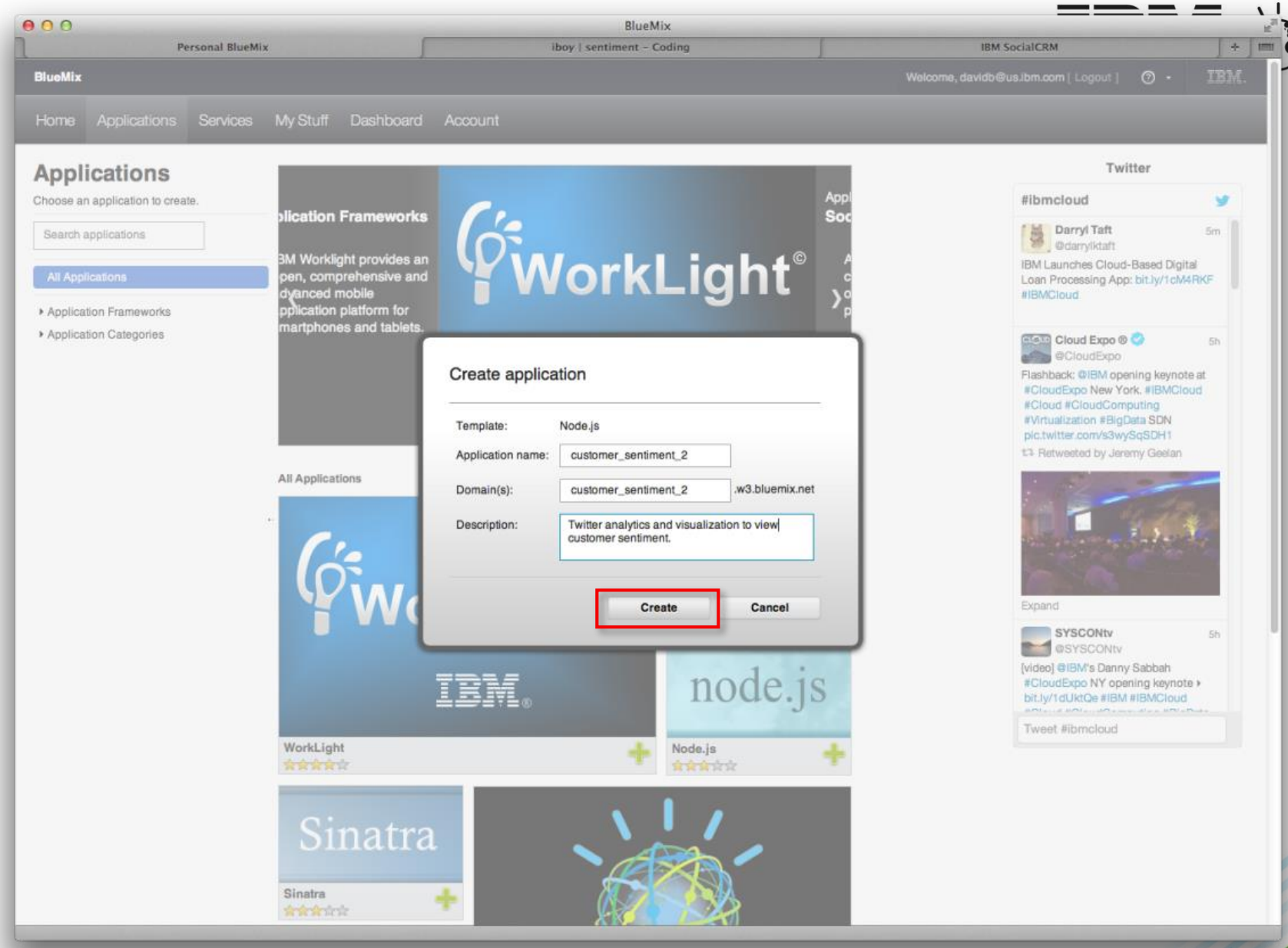
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Application name: customer_sentiment_2
Domain(s): customer_sentiment_2 .w3.bluemix.net
Description: Twitter analytics and visualization to view customer sentiment.
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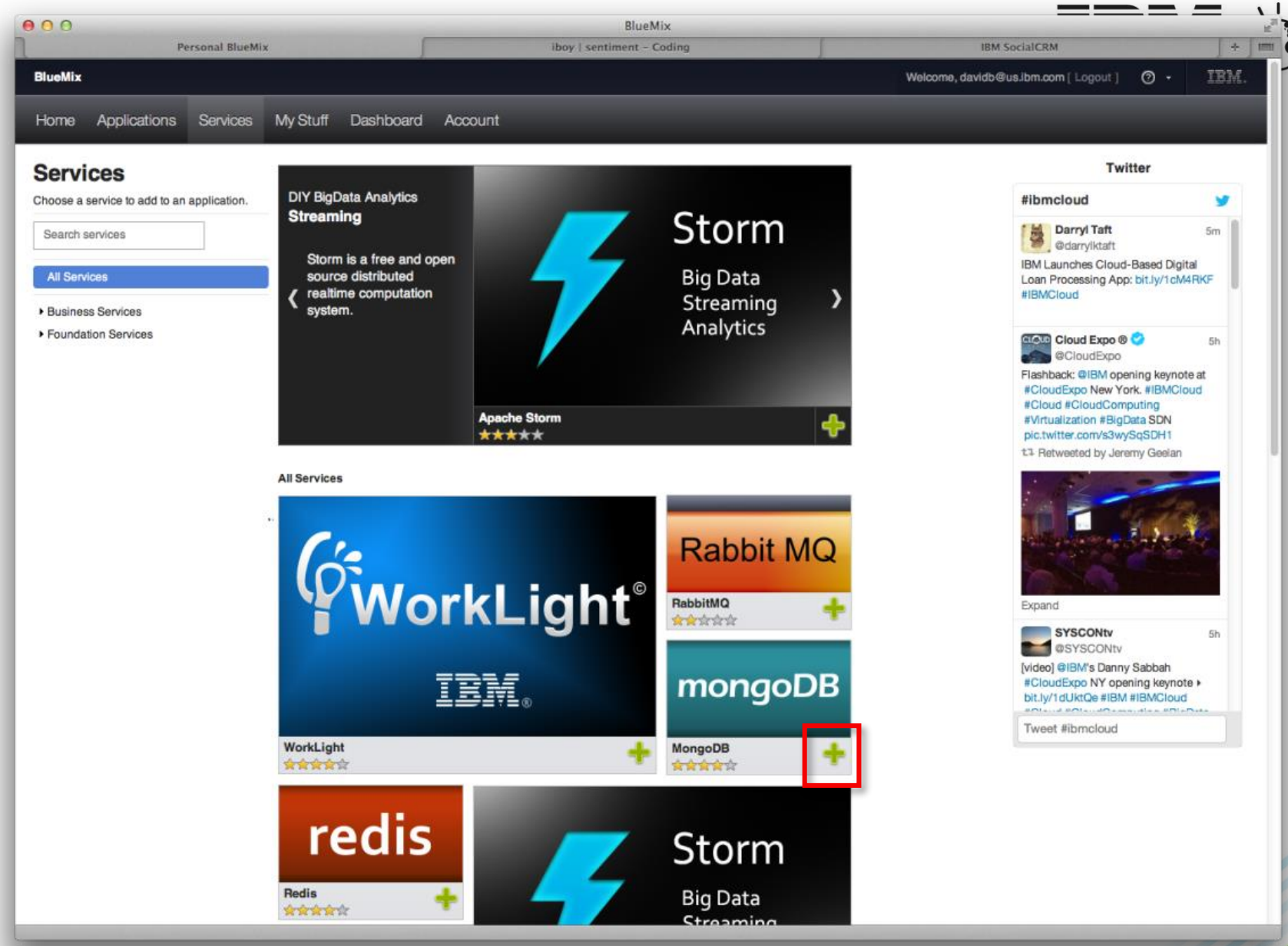
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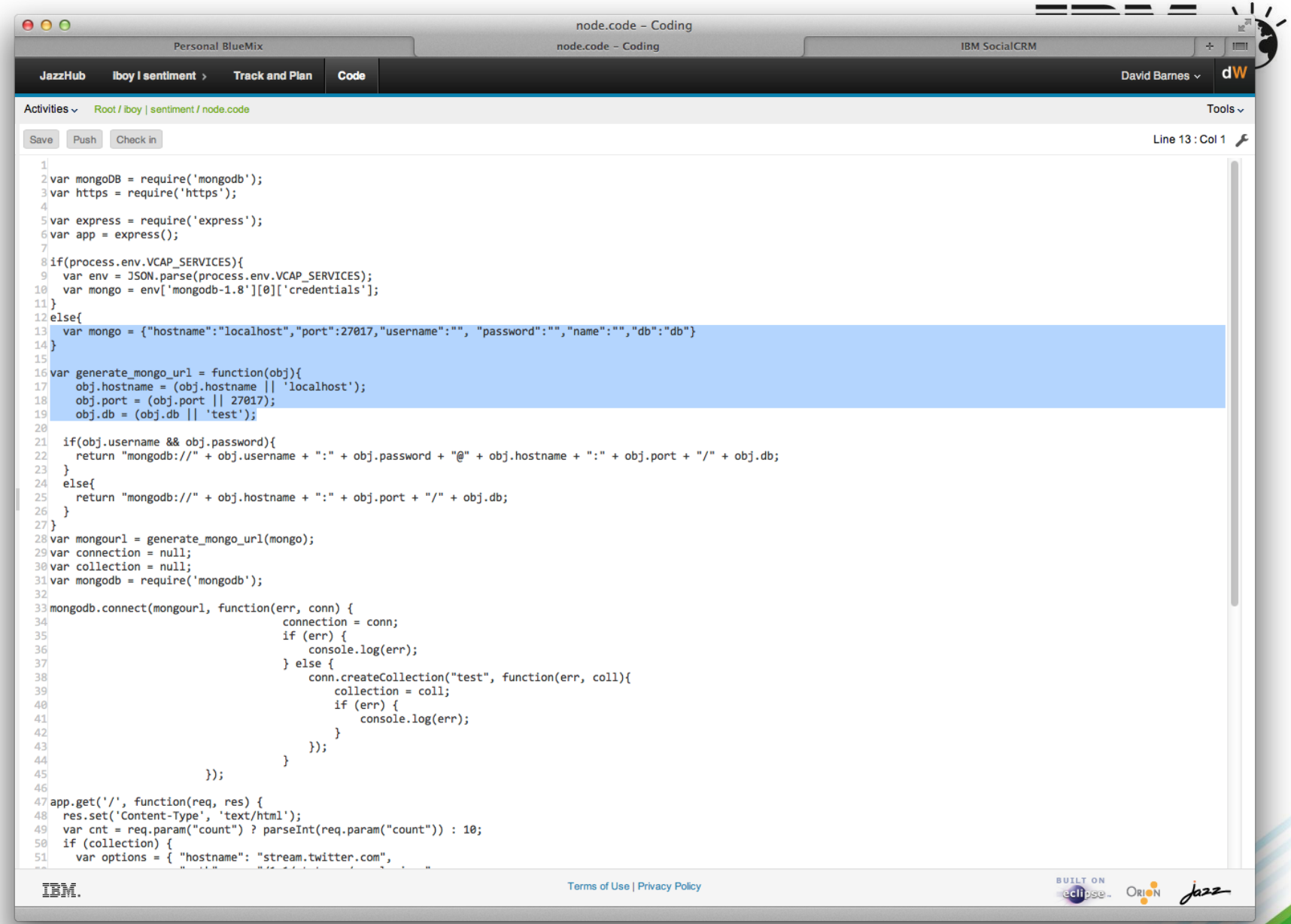
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Line 13 : Col 1
var mongoDB = require('mongodb');
var https = require('https');
var express = require('express');
var app = express();
if(process.env.VCAP_SERVICES){
var env = JSON.parse(process.env.VCAP_SERVICES);
var mongo = env['mongodb-1.8'][0]['credentials'];
}
else{
var mongo = {"hostname":"localhost","port":27017,"username":"", "password":"","name":"","db":"db"}
}
var generate_mongo_url = function(obj){
obj.hostname = (obj.hostname || 'localhost');
obj.port = (obj.port || 27017);
obj.db = (obj.db || 'test');
if(obj.username && obj.password){
return "mongodb://" + obj.username + ":" + obj.password + "@" + obj.hostname + ":" + obj.port + "/" + obj.db;
}
else{
return "mongodb://" + obj.hostname + ":" + obj.port + "/" + obj.db;
}
}
var mongourl = generate_mongo_url(mongo);
var connection = null;
var collection = null;
var mongodb = require('mongodb');
mongodb.connect(mongourl, function(err, conn) {
connection = conn;
if (err) {
console.log(err);
} else {
conn.createCollection("test", function(err, coll){
collection = coll;
if (err) {
console.log(err);
}
});
}
});
app.get('/', function(req, res) {
res.set('Content-Type', 'text/html');
var cnt = req.param("count") ? parseInt(req.param("count")) : 10;
if (collection) {
var options = { "hostname": "stream.twitter.com",
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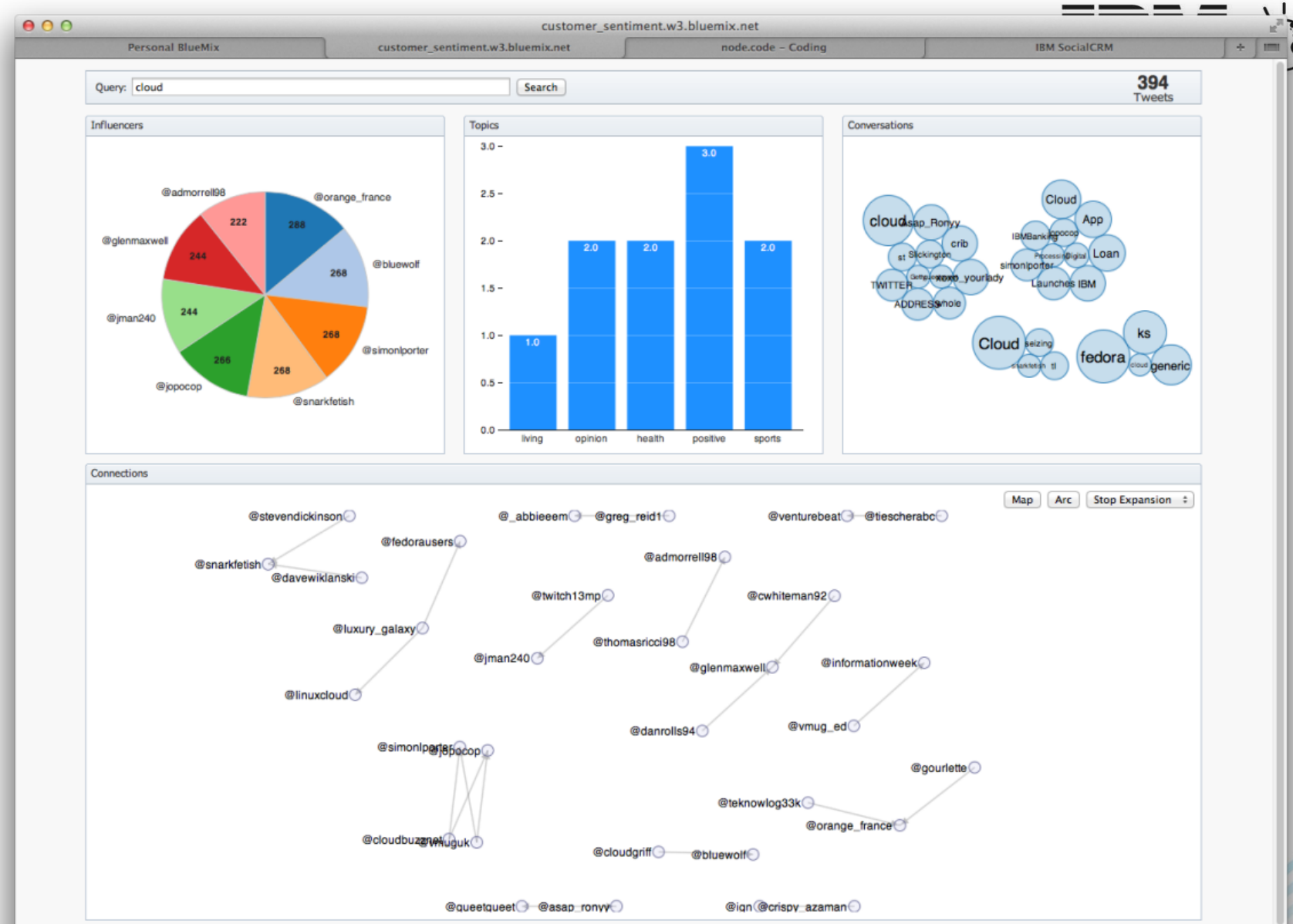
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Requirements for transforming infrastructure towards a utility based, flexible, dynamic fabric

From monolithic applications	▶	to **dynamic services**
From static infrastructure	▶	to **cloud** services
From programmed systems	▶	to **learning** systems
From structured data at rest	▶	to unstructured **data in motion**
From stable well-defined workloads	▶	to unpredictable **workloads**
From standard devices	▶	to a variety of **devices**
From proprietary standards	▶	to **open** innovation
From corporate-owned IT	▶	to infrastructure **as-a-service**