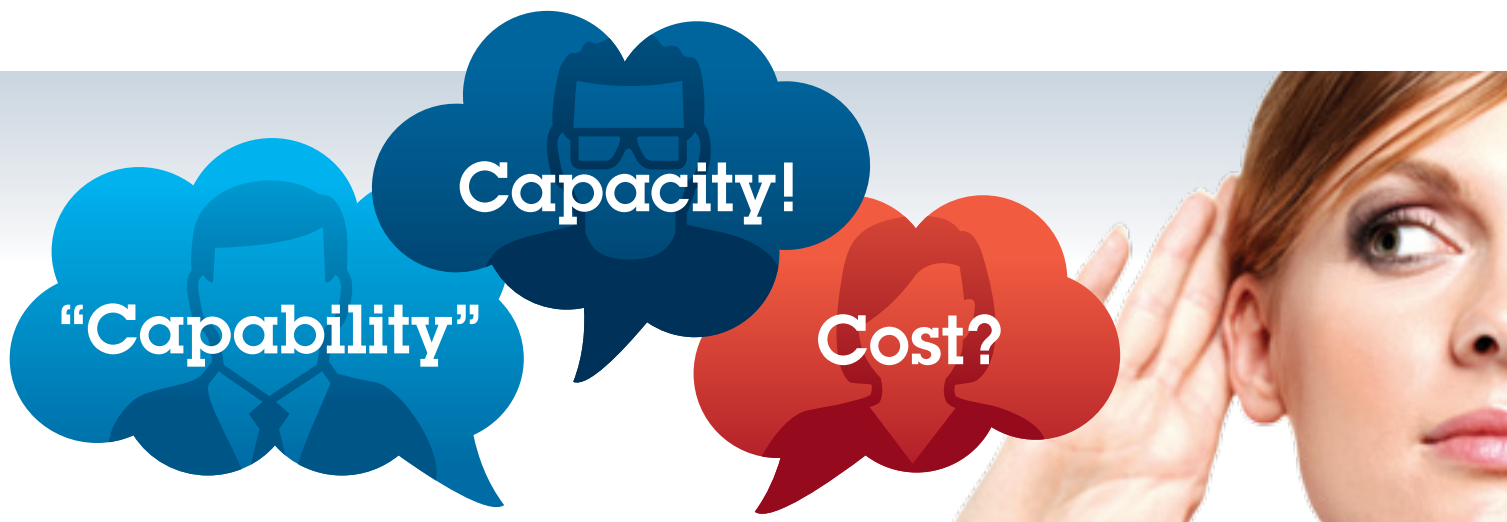


Cloud Conversations

Should you be listening in?





Cloud conversations: Capability, Capacity and Cost

The right infrastructure for your private cloud

Cloud computing is fast becoming an integral part of many companies' business and technology strategy. Some 60 percent of CIOs are planning to use cloud technologies. A McKinsey survey¹ reported that when asked about the most significant value drivers for cloud, 70 percent of respondents identified 'increased business flexibility,' 55 percent identified 'increased ability for IT to scale up (or shrink) to meet business needs,' and 29 percent indicated 'lower unit cost of IT.'

Cloud computing offers the opportunity to increase business flexibility, scalability and responsiveness – all while reducing operational costs and driving greater value from capital investment in infrastructure.

Cloud can extend IT capability by enabling the rapid orchestration of existing resources to create new business services. Cloud computing can also enhance IT capacity by improving the utilisation of the existing infrastructure and by enabling non-disruptive expansion of processing power, memory, networking and storage capacity. Finally, it can address the issue of rising IT cost by simplifying the infrastructure, by providing a consistent set of systems management tools, and by ensuring better utilisation of the IT assets.

For any individual business, the key is always to find the right infrastructure for each requirement.

Private cloud computing offers the ideal way to introduce the benefits of the cloud computing approach while ensuring that data security, ownership and accountability issues are addressed.



Cloud can extend IT capability by enabling the rapid orchestration of existing resources to create new business services.

IBM offers a full spectrum of private cloud computing solutions, from low-cost cloud starter kits that can be deployed rapidly to test the value proposition of cloud, right up to full custom-build solutions with virtually unlimited capacity and capability. IBM's cloud solutions are based on proven workload-optimised hardware, allowing companies to choose precisely the right combination of technologies for their individual requirements.

Cloud technologies from IBM enable you to transform existing IT infrastructures, unlocking previously unused potential and creating a service-driven culture. With a private cloud, businesses can rapidly orchestrate existing computing resources to create new services at very low incremental cost. The flexibility of cloud means that investments in the infrastructure can be easily and non-disruptively re-purposed as the business needs change – significantly reducing risk and long-term costs. For businesses looking to trial new products and services, the private cloud option enables an open-ended staged deployment that delivers clear value from each investment.

The cloud conversation has started: which approach is the right one for your business? This digest shows how selected IBM clients have achieved tangible business benefits from cloud, and provides a brief overview of the offerings available from IBM.

→ **For more information, visit:**
ibm.com/uk/more-with-less/cloud

Cloud computing success stories

City and Country Healthcare, one of the UK's fastest-growing providers of care services, consolidated more than 30 HP machines to seven IBM System x[®] 3650 servers and IBM System Storage DS[®]3300 disk systems. The private cloud solution delivers a secure, open, scalable infrastructure that is already supporting solutions for messaging, business management and care provision.

→ **Read the full story at:**
ibm.com/systems/uk/C&CHealthcare

Citigroup built a private cloud using IBM technologies to serve its 20,000+ software developers. The solution has helped Citigroup to cut provisioning time for test servers from 45 days to less than 20 minutes, a staggering 99.97 percent improvement. At the same time, where one administrator had previously managed 50 servers, the figure rose to 600 servers, a productivity increase of more than 91 percent.

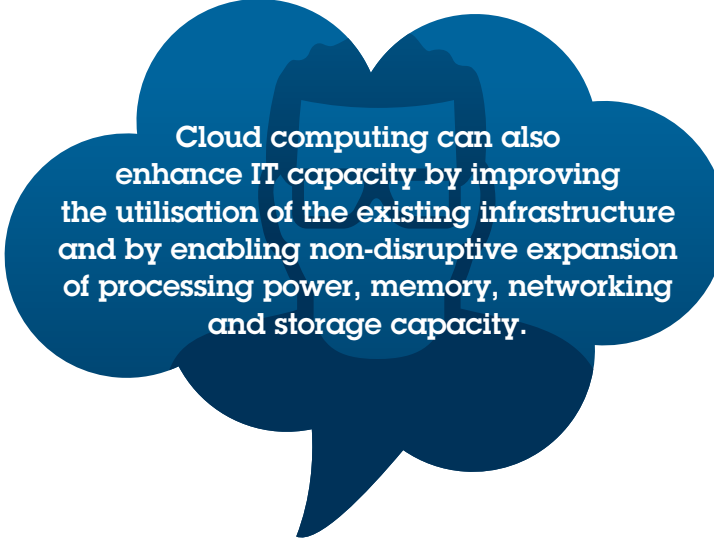
→ **Read the full story at:**
ibm.com/systems/uk/Citigroup

Leading marketing services provider **Acxiom** is realising five times the performance of its previously installed dedicated servers. The 'instant infrastructure' enabled by cloud computing allows for massive scale, which has enabled Acxiom to add 2,700 new servers without expanding its data centre footprint.

→ **Read the full story at:**
ibm.com/systems/uk/Acxiom

The University of Wisconsin-Milwaukee built a private cloud-ready computing solution based on an optimised mix of IBM Power Systems[™], IBM BladeCenter[®] and IBM XIV[®] Storage System, with IBM DB2[®] and Tivoli[®] Storage Manager software. The IBM cloud platform has cut backup time by more than 99 percent and reduced client set-up time by 90 percent. Provisioning capacity for new SAP applications has been cut from five days to 12 hours, a 90 percent improvement.

→ **Read the full story at:**
ibm.com/systems/uk/UWM



Cloud computing can also enhance IT capacity by improving the utilisation of the existing infrastructure and by enabling non-disruptive expansion of processing power, memory, networking and storage capacity.

Apple Vacations in the retail and consumer space has transformed its energy consumption, infrastructure management and system performance. The company has removed around 70 older UNIX servers and consolidated to two IBM Power[®] 770 servers, cutting energy and cooling costs by 50 percent. Apple Vacations replaced 12 physical application servers with four virtual servers, and reduced administration costs by 10 percent.

→ **Read the full story at:**
ibm.com/systems/uk/AppleVacations

International trade services firm **GHY** has achieved four times its prior data centre capacity by implementing cloud-enabled systems, while cutting its IT budget by 14 percent and reducing IT time spent on server management from 95 percent to 5 percent.

→ **Read the full story at:**
ibm.com/systems/uk/GHY

Dutch Cloud, a provider of cloud-based services to SMBs, runs a fully virtualized infrastructure based on IBM System x3650 M3 servers and IBM Storwize[®] V7000 disk systems. The solution enables extremely rapid provisioning: it typically takes just four hours to migrate a new client to the cloud. The flexibility and ease of management offered by cloud allowed the company to keep operational costs flat during a period in which monthly recurring revenues rose six fold.


→ **Read the full story at:**
ibm.com/systems/uk/DutchCloud

IBM offers leading cloud technology

IBM offers a range of private cloud offerings that are affordable, easy to deploy, designed to achieve increased productivity and faster time to market, including:

- **IBM SmartCloud Entry x86 Edition**
- **IBM SmartCloud Entry Power Edition**
- **IBM zEnterprise® Starter Edition for Cloud**
- **IBM SmartCloud Provisioning**
- **IBM BladeCenter Foundation for Cloud**
- **IBM Smart Business Storage Cloud**

For further information, please visit: ibm.com/systems/uk



Cloud can address the issue of rising IT cost by simplifying the infrastructure, by providing a consistent set of systems management tools, and by ensuring better utilisation of the IT assets.

Take the next step

- **Register now for a Smarter Computing workshop**
Designed to help review your IT estate in order to optimise your IT infrastructure using the latest and most cost effective delivery models.
- **Join the conversation**
Chat with someone who implements cloud infrastructures.
- **Find out more about IBM Cloud Computing**
Discover a wealth of information and resources.

Visit: ibm.com/uk/more-with-less/cloud



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1 McKinsey: Fifth Business Technology Survey.

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