

John Easton



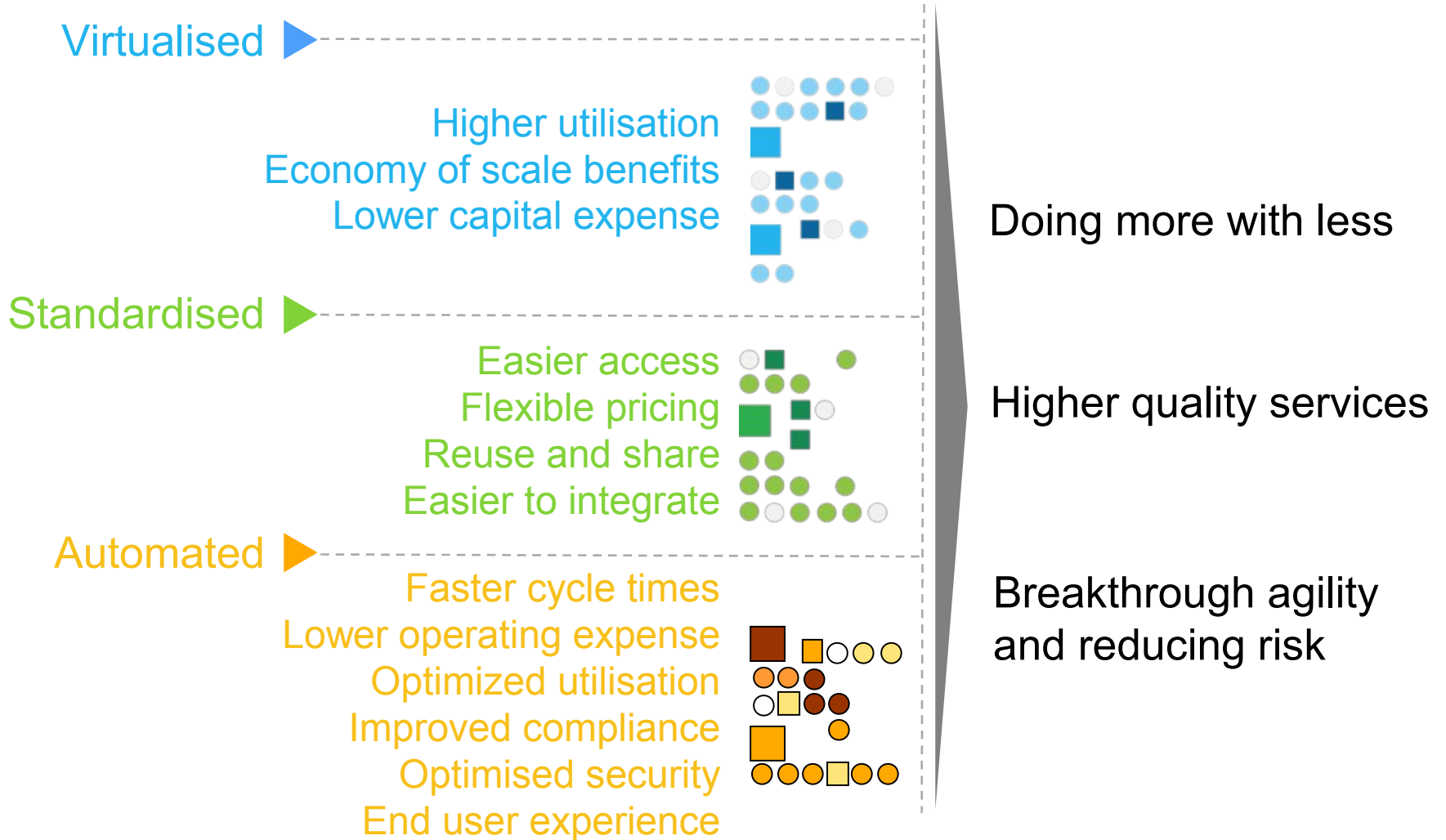
UKI Cloud Technical Lead 11/11/2010

Cloud computing & Smarter Systems

IBM Smarter Systems Tour 2010



Cloud computing – delivering IT and business benefits



The enterprise cloud

“Cloud” is a **new consumption and delivery model** inspired by consumer Internet services.

Multiple types of clouds will co-exist: **Private, public** and hybrid
Workload- or **programming model-**specific

Cloud represents:

The **industrialisation of delivery** for IT-supported services

For the **consumer** Cloud enables:

Flexibility, Ease of Use, New Economics, New Sourcing Options

For the **provider** Cloud enables:

Self-Service, Economies of Scale, Hybrid Delivery



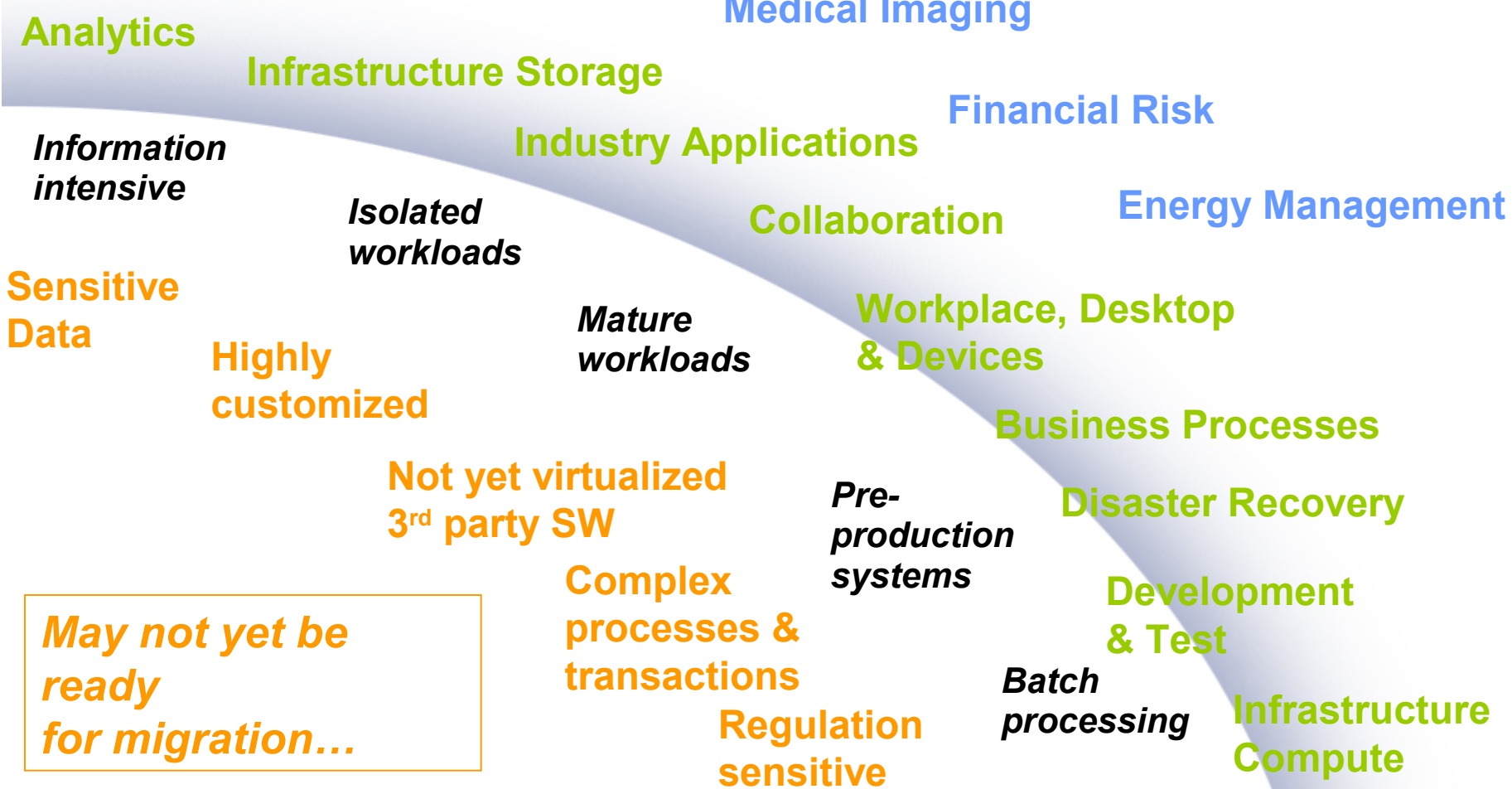
IBM Position on Cloud

- Cloud is core to IBM's Dynamic Infrastructure & Smarter Planet strategy and IBM will strive to be a market Leader in Cloud computing
- IBM will play in all Cloud markets
- IBM will take a phased approach to match market demands
- Initially hosted service offerings will be deployed regionally, local capacity will be delivered based on demand
- IBM will fully support its partner eco-system in the development and deployment of Cloud offerings

Cloud will be adopted based on workloads

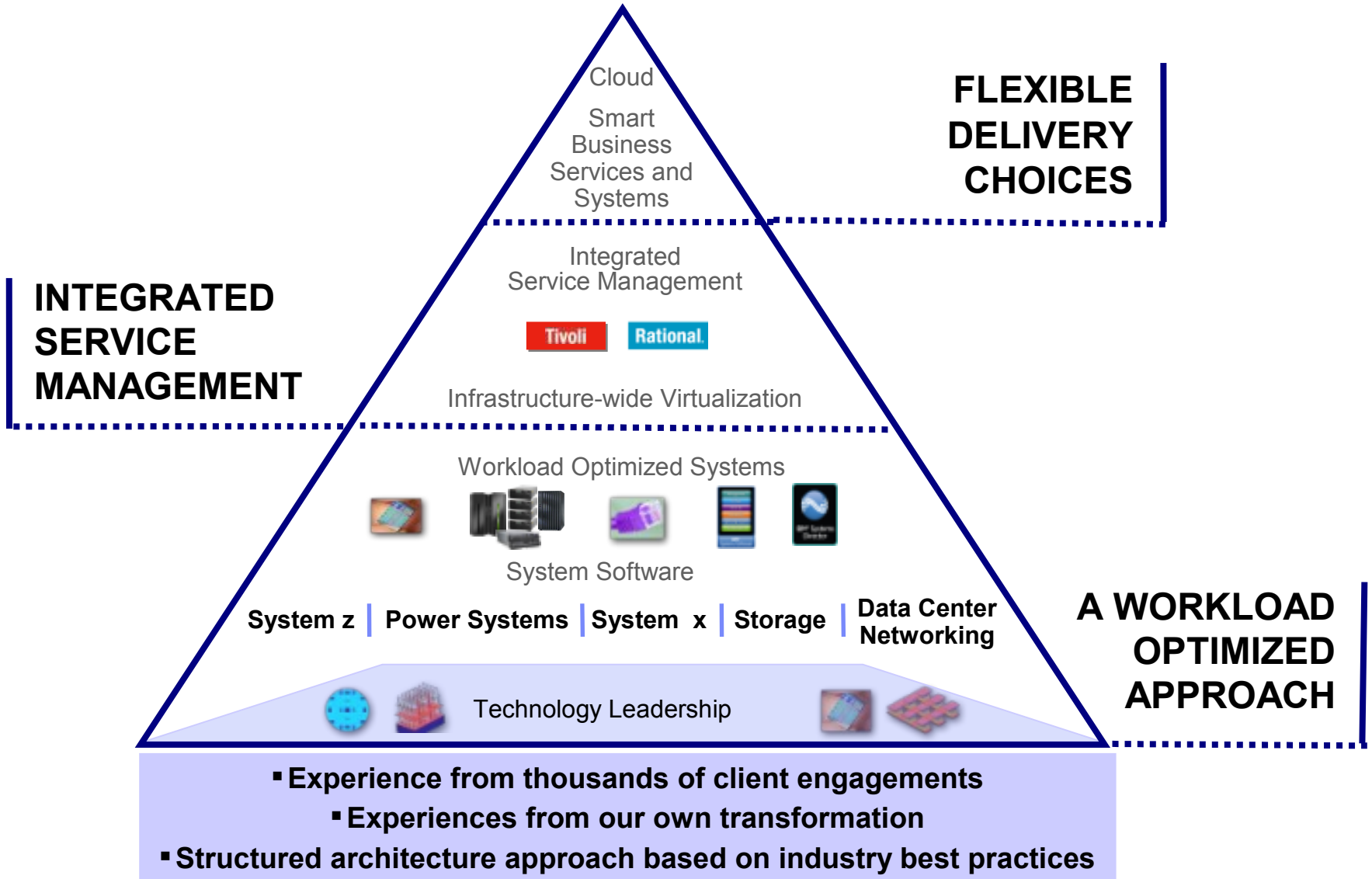
Ready for Cloud...

New workloads made possible by clouds...



May not yet be ready for migration...

IBM for Cloud Computing



Comments? Thoughts? Questions?

