

vmworld 2011 Snapshot

Your City

Your
Cloud.

Why architecture matters when you are working in the cloud

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Why use reference architectures?

Standard way to deliver global best practice

Ensure that solutions will integrate and work together

Increase speed to execution - don't (keep) reinventing the wheel

Reduction in cost

- Systems support is seen as an overhead – and bespoke support is an even bigger overhead
- Systems support will be constantly challenged to reduce costs while maintaining service levels

Clients expect best practice, identical service and approaches irrespective of geography.

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IBM Cloud Computing Reference Architecture - V2



Represents the aggregate experience across hundreds of cloud client engagements and the implementation of IBM-hosted clouds

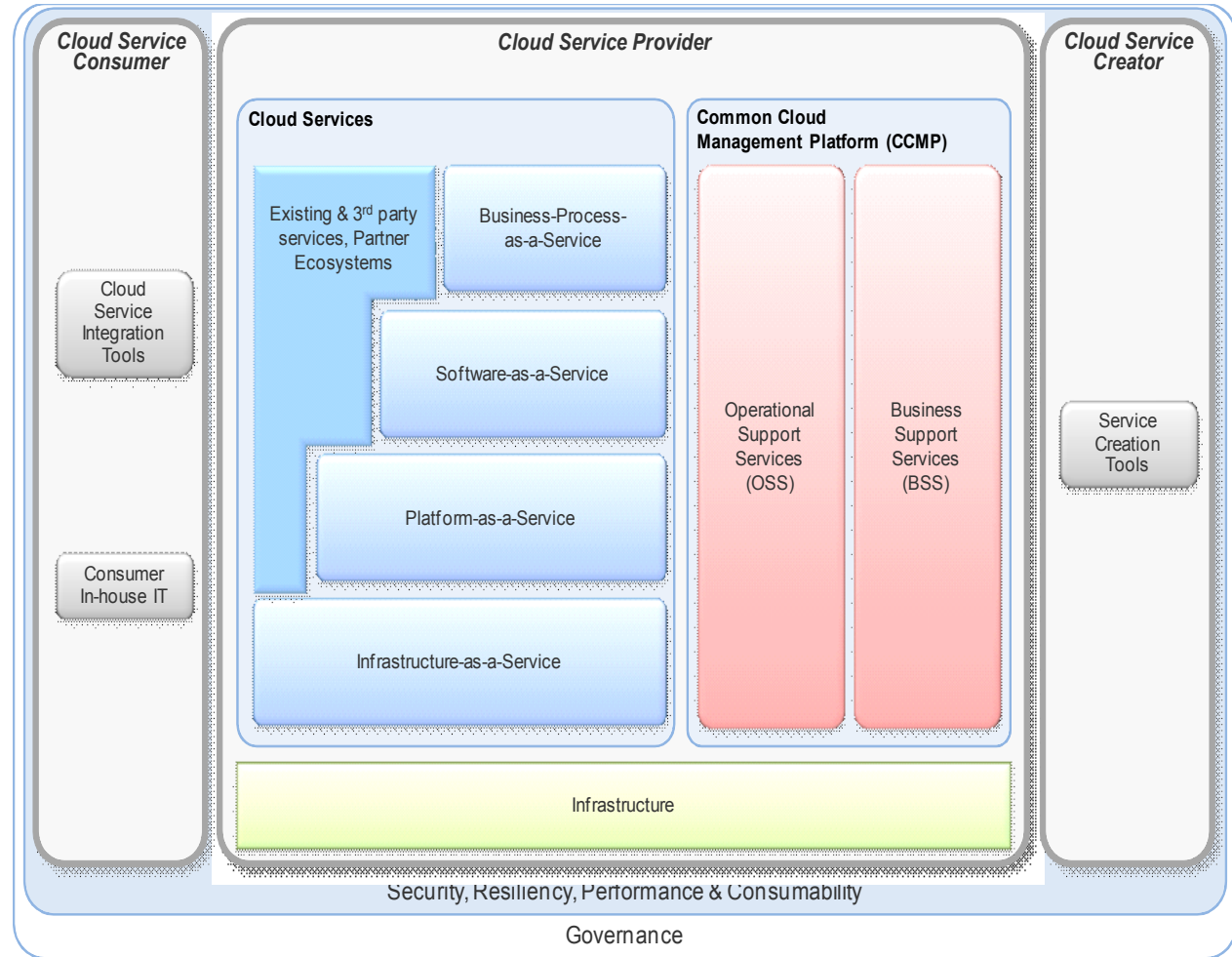
- Based on knowledge of IBM's services, software & system experiences, including IBM Research

The IBM Cloud Computing Reference Architecture is reflected in the design of

- IBM-hosted cloud services
- Clouds IBM implements for clients
- IBM cloud appliances
- IBM cloud service management products

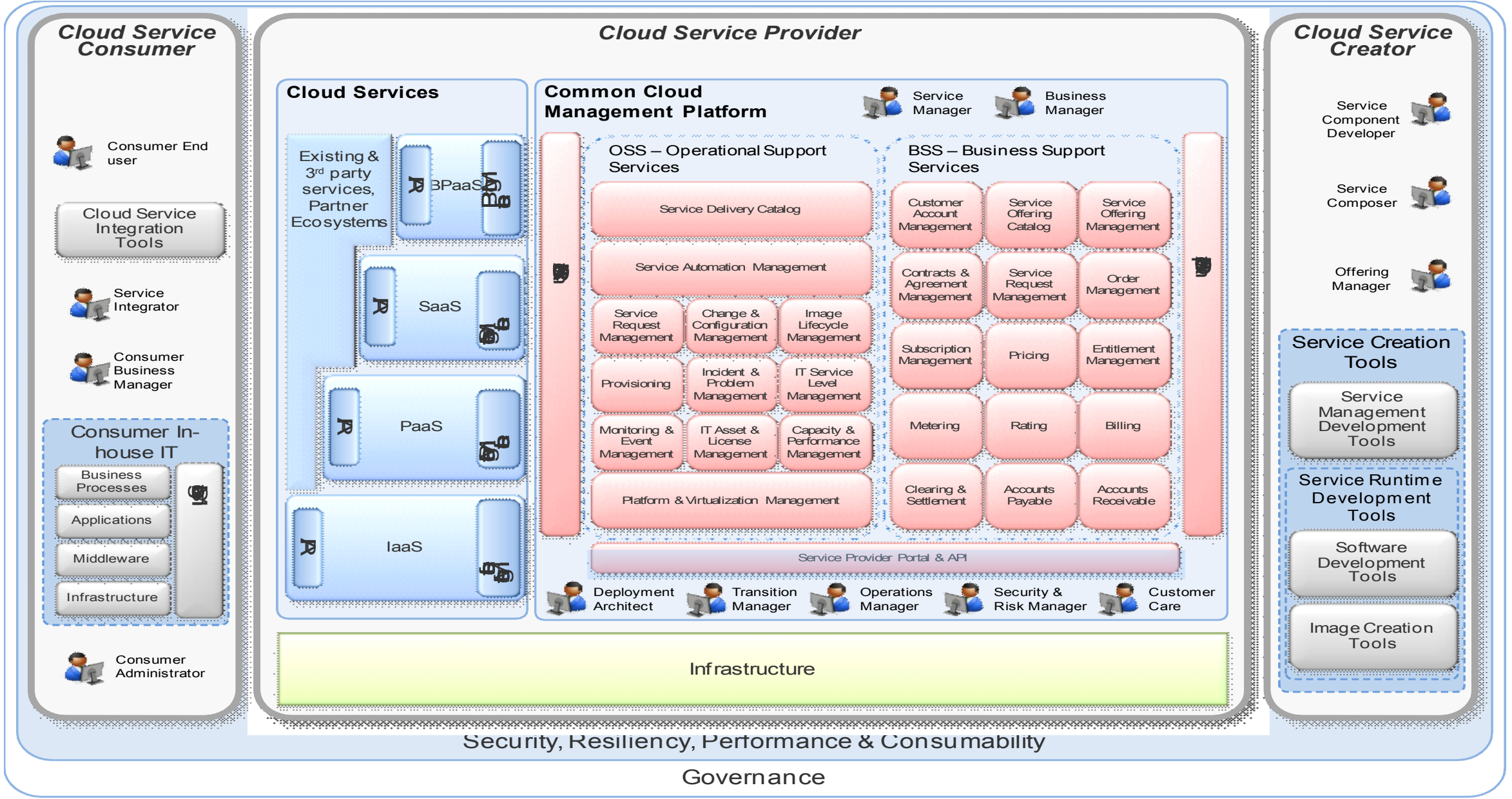
Focus on cloud specifics such as radical cost reduction while achieving high degrees of security, reliability, scalability and control

Consists of 21 detailed documents representing best-of-industry knowledge and insight on how to architect, design and implement clouds

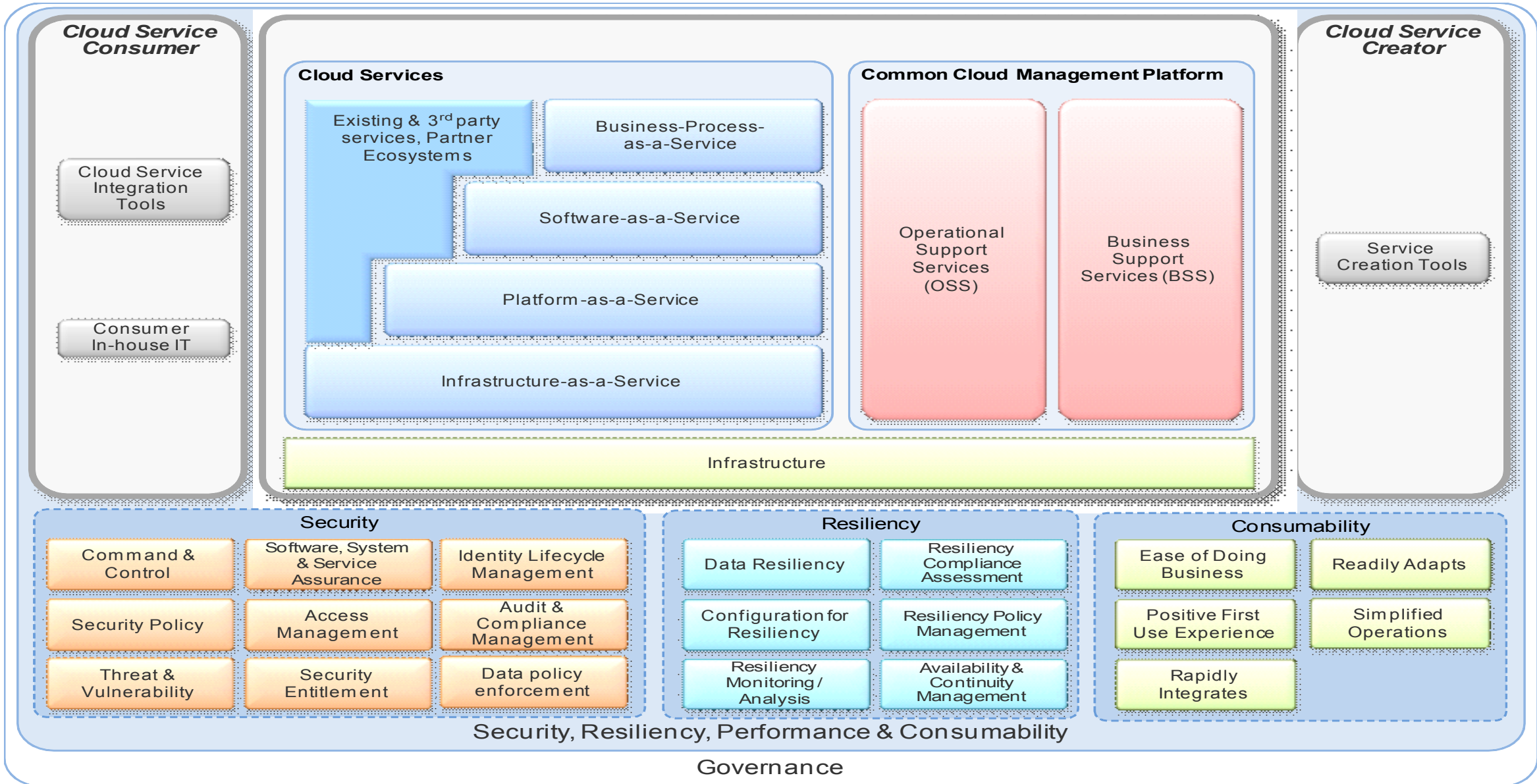


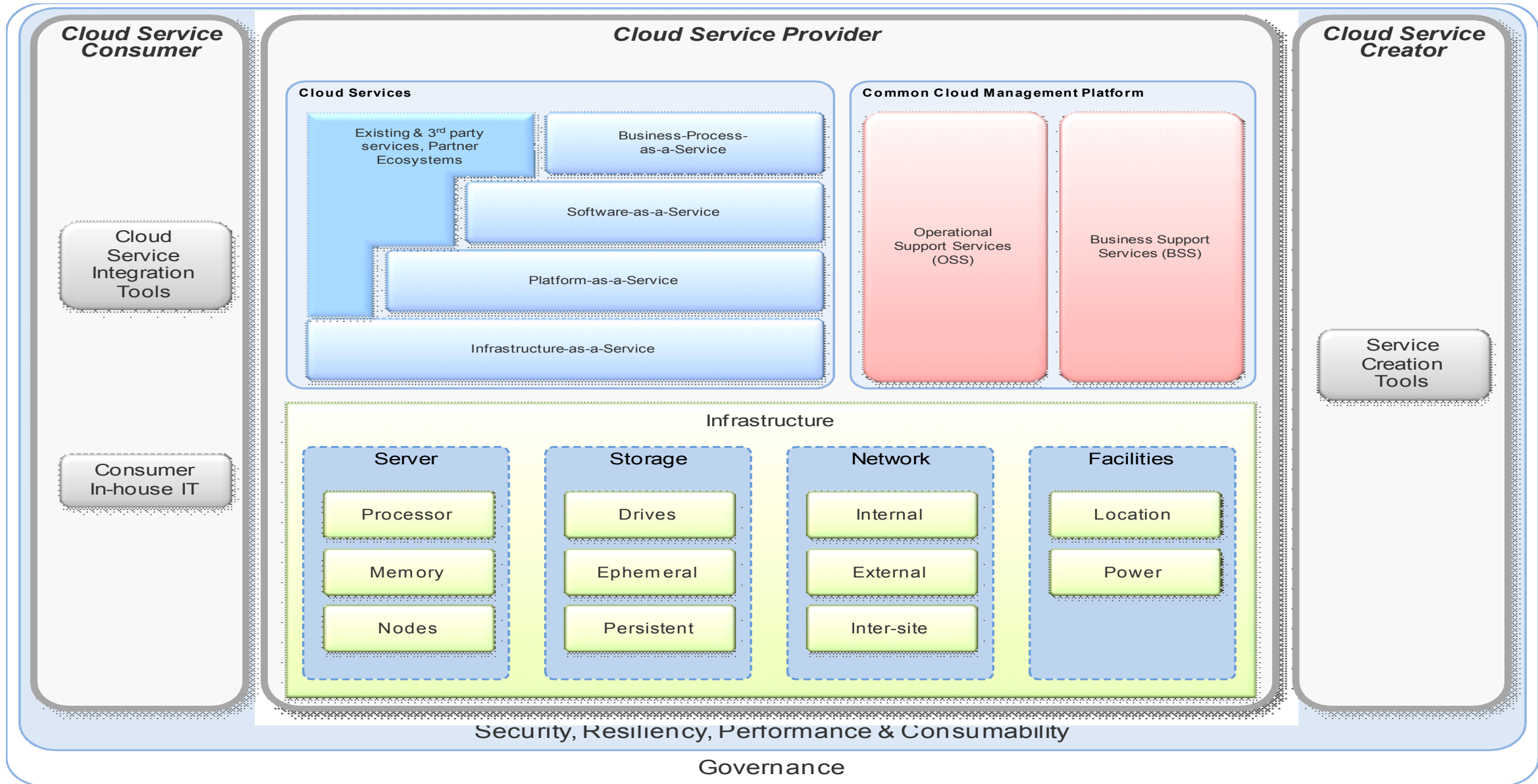
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CCRA – Security, Resiliency, Consumability drill-down







SmartCloud Enterprise



SmartCloud Enterprise+



IBM CloudBurst



Example client cloud

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Rethink IT.
Reinvent Business.
Smart, Secure and Ready for Business

Questions?

ibm.com/smartcloud

