Accelerate and simplify application environment delivery with enterprise-strength hybrid cloud

IBM PureApplication is the fastest way to deploy, manage and move application environments across hybrid clouds
The pace of business continues to accelerate, with customers expecting new and better application services delivered quickly. To remain competitive, businesses need to fast-track innovation and respond quickly to opportunities. IBM® PureApplication® enables your organization to easily exploit cloud capabilities to develop and deliver applications up to 20 to 30 times faster.¹

IBM PureApplication is a hybrid cloud application platform for deploying applications and middleware quickly and repeatedly, with enterprise-grade services. Whether in on-premises or off-premises clouds, IBM PureApplication makes it simple and fast to deploy your new application environments for the first time or move your existing stack from one location to another (Figure 1). For example, you can deploy an application on premises and then move it onto a cloud off premises, or vice versa, without changing the application environment. It's as easy as a few clicks to move and deploy your application configuration and provision virtual system resources, due to the use of patterns.

**The power of patterns**

IBM PureApplication patterns include proven best practices and expertise for configuring and deploying middleware and runtimes that are captured and optimized into a deployable form. You can access pre-built, pre-integrated deployment patterns from IBM or third-party application providers, and customize these patterns or create your own. Patterns make provisioning new environments fast, easy and repeatable to help you eliminate delays and differences in standing up development, test or production environments.

The same patterns work in both the on-premises and off-premises portions of the cloud, allowing your organization to easily move workloads across the hybrid environment for flexibility, scalability and business advantage.

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**Figure 1. Movement of application environments between on-premises and off-premises cloud with IBM PureApplication.**
Enterprise hybrid connectivity is available between your on-premises and off-premises environments through the SoftLayer point of presence (PoP). You can secure access to on-premises data from your off-premises applications, and use policies to restrict or mask data without changing the application or database.

IBM PureApplication on a pre-integrated system
IBM PureApplication can also be deployed as an on-premises cloud platform pre-integrated with converged infrastructure, including servers, storage, networking, operating system, virtualization, middleware and application lifecycle management services that arrive “ready to go” in an easy-to-deploy system. Clients have an option to run IBM PureApplication on the IBM PureApplication System (IBM Power®) or on the IBM Bluemix® Local System (x86).

Choose from a range of options to fit your needs
IBM offers a choice of deployment options for IBM PureApplication, depending on your business requirements (Figure 2). It is available off premises as a service, on premises in a pre-integrated system or as a software offering—with seamless portability of workloads between all options.

IBM PureApplication on the IBM Cloud
For organizations looking to get started with more flexibility, IBM PureApplication Service is available as a dedicated and managed off-premises cloud with 4-, 8- and 16-core options. IBM SoftLayer® provides an enterprise-grade 99.9 percent availability service-level agreement (SLA) for IBM PureApplication Service in a number of countries around the world.
With either option, you get a single console that simplifies management of both the application and the underlying system infrastructure. By automating key processes, IBM PureApplication built-in expertise can reduce the cost and time required to manage an infrastructure by as much as 55 percent. Built-in application optimization reduces the number of unplanned outages by as much as 98 percent through best practices and automation of manual processes.

With the IBM Bluemix Local System, organizations not only can run cloud-enabled enterprise applications, but can also deploy the cloud-native applications they develop with IBM Bluemix. IBM Bluemix Local System allows both application types to run on the same converged infrastructure behind the firewall, with patterns providing automation of the entire application lifecycle.

Many organizations want to run cloud-native apps behind their firewall for regulatory, security or privacy reasons. Many also require control, automation and resiliency for their cloud-enabled, mission-critical enterprise applications. Now they can have both in one solution. With the IBM Bluemix Local System, they can choose to activate IBM Bluemix Local, IBM PureApplication Software or both—at the click of a button.

**IBM PureApplication on your hardware**

For organizations that need to use their existing on-premises hardware, IBM PureApplication Software and IBM PureApplication Software Suite are available as software-only offerings. With the PureApplication Software Suite, clients get IBM WebSphere® Application Server and IBM DB2® database bundled in the same solution—all easily deployable on the clients’ choice of infrastructure. Your organization brings its own servers, storage, networking and virtualization, and then installs and configures IBM PureApplication Software to manage your applications.

Both IBM PureApplication Software offerings enable the same automated management of the application lifecycle that IBM PureApplication System, IBM Bluemix Local System and IBM PureApplication Service provide. You are responsible for the management of storage, network and compute resources with this option.

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**Enterprise-grade services**

IBM PureApplication services include:

- Division and isolation of physical resources through cloud groups
- Automated, vertical scaling for faster response times during usage spikes
- Integrated encryption support for patterns, improving application security
- Improved governance through license management capability for IBM and non-IBM software
- Multi-system deployment, larger subdomains and scalability
- Backup and restore, and single-rack high availability (HA)
- Management of users/groups and distribution of costs through chargeback
Business value comes quickly with IBM PureApplication

Deploy applications anywhere, seamlessly: Create application environments once and deploy between on premises and off premises without change, using patterns.

Accelerate application environment delivery: Allow IT to provision and deploy environments into development, test or production in minutes, not months.

Adopt open technologies with enterprise-strength management: Easily incorporate emerging technologies such as Docker into your enterprise environment and integrate existing middleware, applications and databases.

Lower costs through automation and simplification: A pre-integrated, single point of management for your cloud platform and converged infrastructure helps streamline operation.

Reduce risk with patterns to minimize errors: Leverage patterns and built-in automation for faster, repeatable and reliable deployments.

Run cloud-enabled and cloud-native on the same platform: Optimize your enterprise applications for the cloud and build lightweight apps directly on the cloud—and then run them both on the same system behind your firewall for security and reduced latency (available only on the IBM Bluemix Local System).

Next steps
Looking to get started with IBM PureApplication? Want to give it a test drive? Try IBM PureApplication Service on SoftLayer free for 30 days, or contact your IBM representative or IBM Business Partner for more information.

Why IBM?
IBM PureApplication enables organizations to simplify and automate tasks with patterns that extend applications to the cloud, reduce cost and ease management. You can access patterns from IBM and IBM Business Partners, along with expertise for maximizing the benefit of systems and patterns. IBM PureApplication patterns are part of a broad portfolio of IBM solutions that accelerate deployment and simplify management for cloud, business and infrastructure applications.

IBM Global Financing makes it even simpler by turning upfront costs into low monthly payments, lowering the total cost of ownership and reducing the risk of technology obsolescence. Take advantage of the 90-day no-payment offering related to IBM PureApplication.

For more information
To learn more about IBM PureApplication, contact your IBM representative or IBM Business Partner, or visit: ibm.com/software/products/en/pureapplication