



Getting the industry thinking

WEBINARS 2015

Tap into Cloud with IBM!



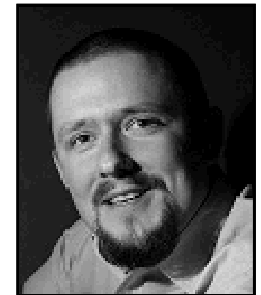
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TAP into IBM Cloud for Speed & Innovation

Webinar for Service Providers

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IBMCloud

Growth Engine for Business



Today's Top Story

Gartner Report: Magic Quadrant for Cloud IaaS
According to Gartner, IBM has made significant progress in the cloud IaaS space over the past nine months. IBM SoftLayer is positioned in the Visionaries quadrant, indicating strong progress in "completeness of vision" since last year. For more information, visit [gartner.com/analystrelations](#).

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IBM and SAP Partner to Accelerate Enterprise Cloud

ARMONK, N.Y. and WASHINGTON, D.C. - 14 Oct 2014: SAP SE (NYSE: SAP) today announced that it is partnering with IBM to create a new structure of services for its customers' Enterprise Cloud. This highly scalable, open cloud.

IBM Extends Service for SaaS to RaaS

IBM is extending its Service for SaaS to RaaS (RaaS) offering to create a new structure of services for its customers' Enterprise Cloud. This highly scalable, open cloud. For more information, visit [ibm.com/SmarterPlanet](#).

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IBM/Tencent China Partnership The new dance of the Elephants

The companies said they signed a preliminary agreement to develop cloud-based offerings that would be provided by Tencent to sectors like banking, retail and health care, including services like management tools and analytics.

IBM and Microsoft to Offer Greater Choice in the Hybrid Cloud

ARMONK, NY and REDMOND, WA, - 22 Oct 2014: IBM (NYSE: [IBM](#)) and Microsoft announced today that they are working together to provide their respective enterprise software on Microsoft Azure and IBM [Cloud](#).

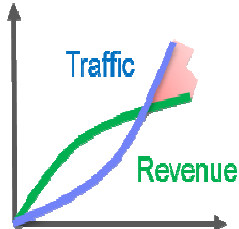
"By bringing together the analytics and enterprise-scale computing of IBM with the elegant user experience of iPhone and iPad, this partnership will deliver a new level of value for businesses." — IBM




bluebox
boot

Major market and technology trends are forcing communications service providers to address the changes in a pervasive manner ie **Cloud & Analytics**


Challenges




Ever growing traffic with no extra revenues




Intense-competition inc non traditional entrants



OTTs* eating telco's value services, pushing telcos into pipe model

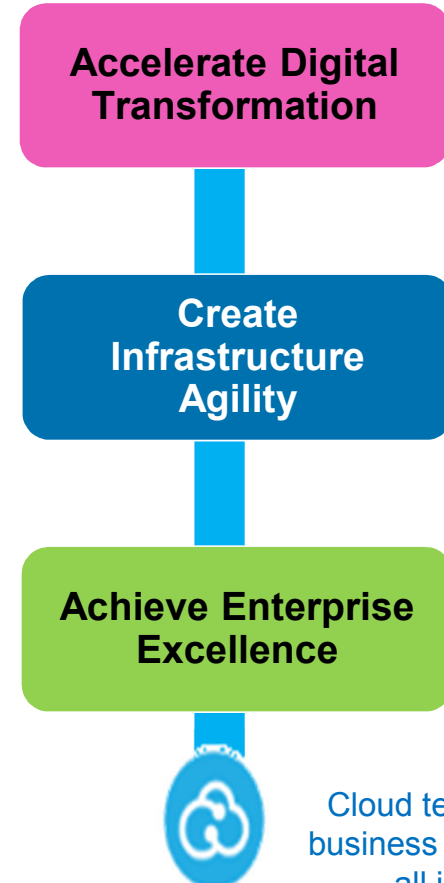


Pressing need to be more agile and cost efficient



Customer experience differentiates highly. Customers in control. Telcos amongst worst in NPS**.

Change imperatives



Accelerate Digital Transformation

Key capabilities to grow : digital front office, analytics, **cloud** & mobile for B2B, API economy

Create Infrastructure Agility

Key capabilities to grow : **cloud** for own IT and soon network, analytics

Achieve Enterprise Excellence

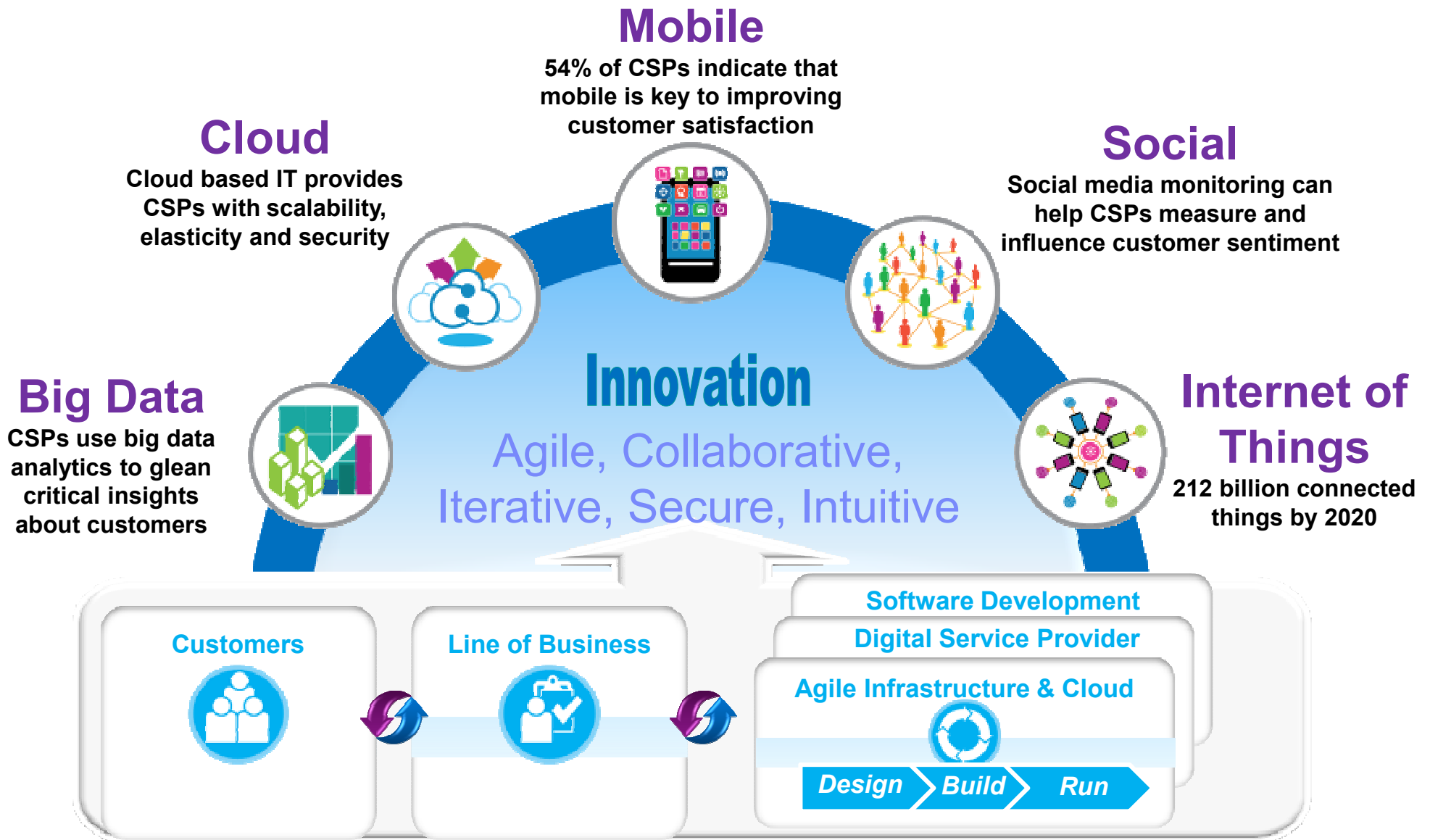
Efficiency game : simplification, globalization, outsourcing, **cloud**-based operations

Cloud technologies and business models underpin all imperatives

(*) OTTs = "Over-The-Top" players = Internet players

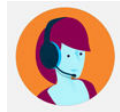
(**) NPS = Net Promoter Score

Telcos must innovate and be agile to win in the market

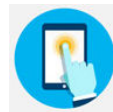


Cloud is enabling the Digital Transformation – and digitally empowered customers are changing the way commerce is done.

Pioneer digital-physical innovation



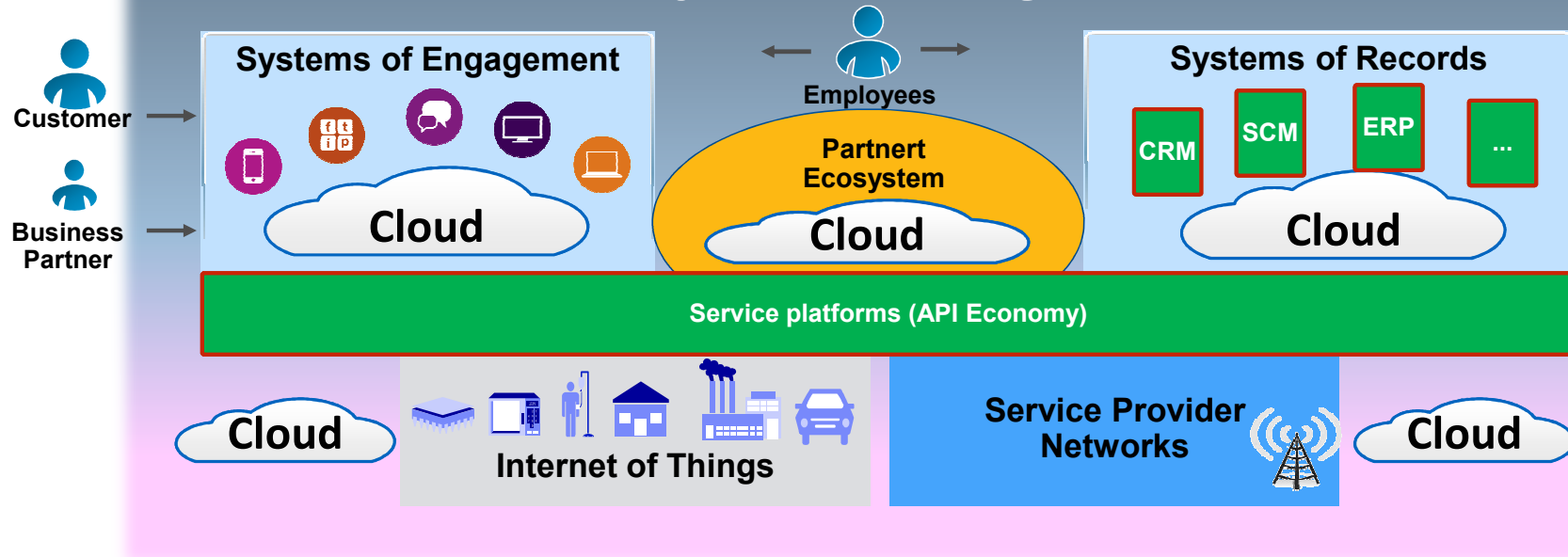
Craft engaging customer experiences



Open up to customer influence

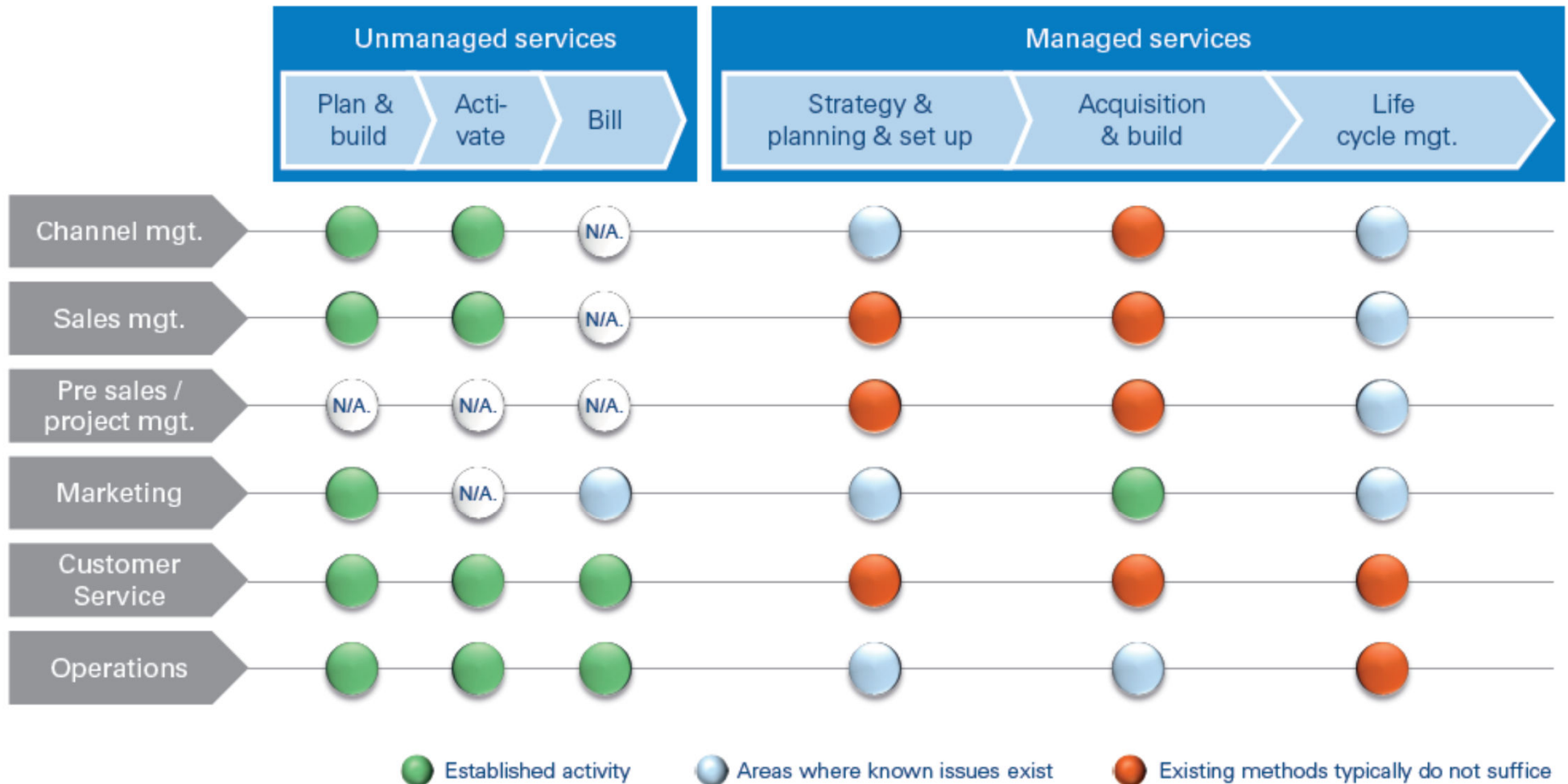


Systems of Insights



Access to managed services isn't straightforward for telecom operators – significant change efforts can be required

Figure 6: Telecom operators' typical capabilities across the Managed Services cycle



A comprehensive Cloud strategy requires open source and standards communities to enable choice



Client value:
Interoperability, agility, and flexibility through a common cloud computing stack

- Havana released 4Q2013
- Developed rich support for IBM Server and Storage platforms



Client value:
Unified, open, interoperable SDN platform to create an ecosystem of automated network services

- Launched Hydrogen version on Feb 4, 2014
- Contributed OpenDOVE based on SDN-VE



OpenPOWER Foundation

Client value: Enables broader innovation in the industry for advanced data center technology

- Formalized in December 2013 with 5 members
- Since then, have brought on 3 additional Platinum members and 4 Silver members



Client value:
Enables vendor flexibility for application and workload portability

- IBM is a founding member & platinum sponsor
- IBM is a leader in code contributions

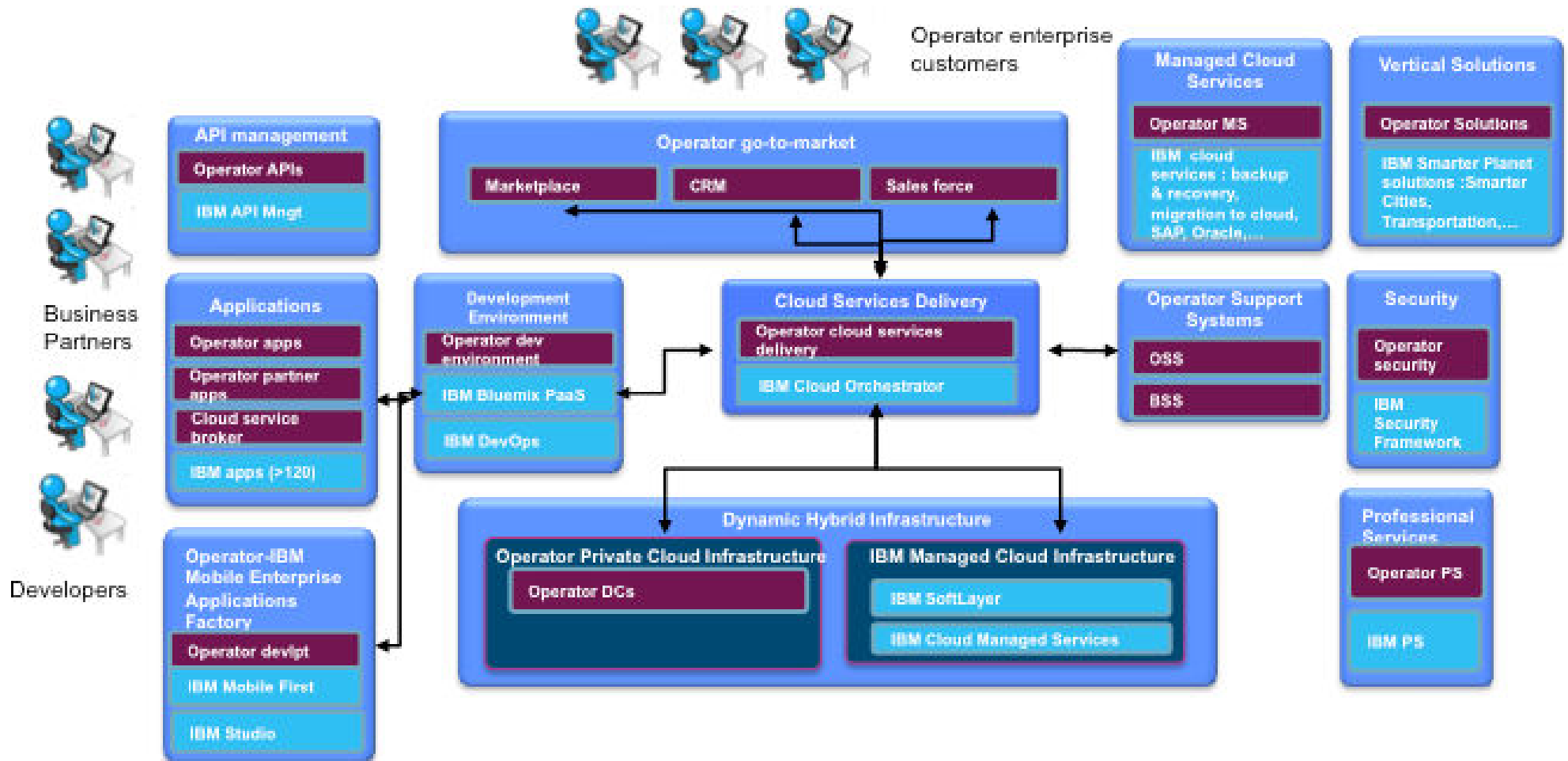


Client value:
Provide cloud users freedom of choice, flexibility, and openness as they have with traditional IT

- 460+ organizations participate
- IBM founding sponsor

IBM has capabilities to cover a broad range of domains in a cloud partnership with an operator

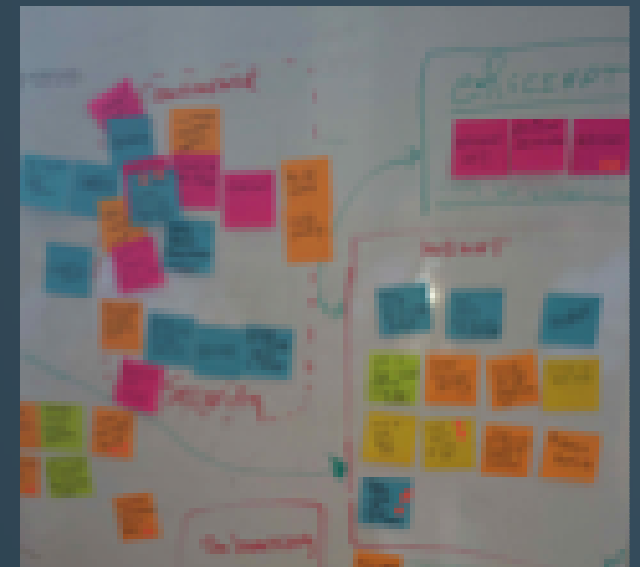
IBM Cloud Services for Enterprises



Innovation is the new currency

**“Two guys in a Starbucks
can have access to the same
computing power as a
Fortune 500 company.”**

Jim Deters
Founder, Galvanize



To really compete, a Telco should focus on building differentiation and rent the rest

Developers can quickly
compose apps with new APIs
and digital services to add
features and increase
engagement in areas like:

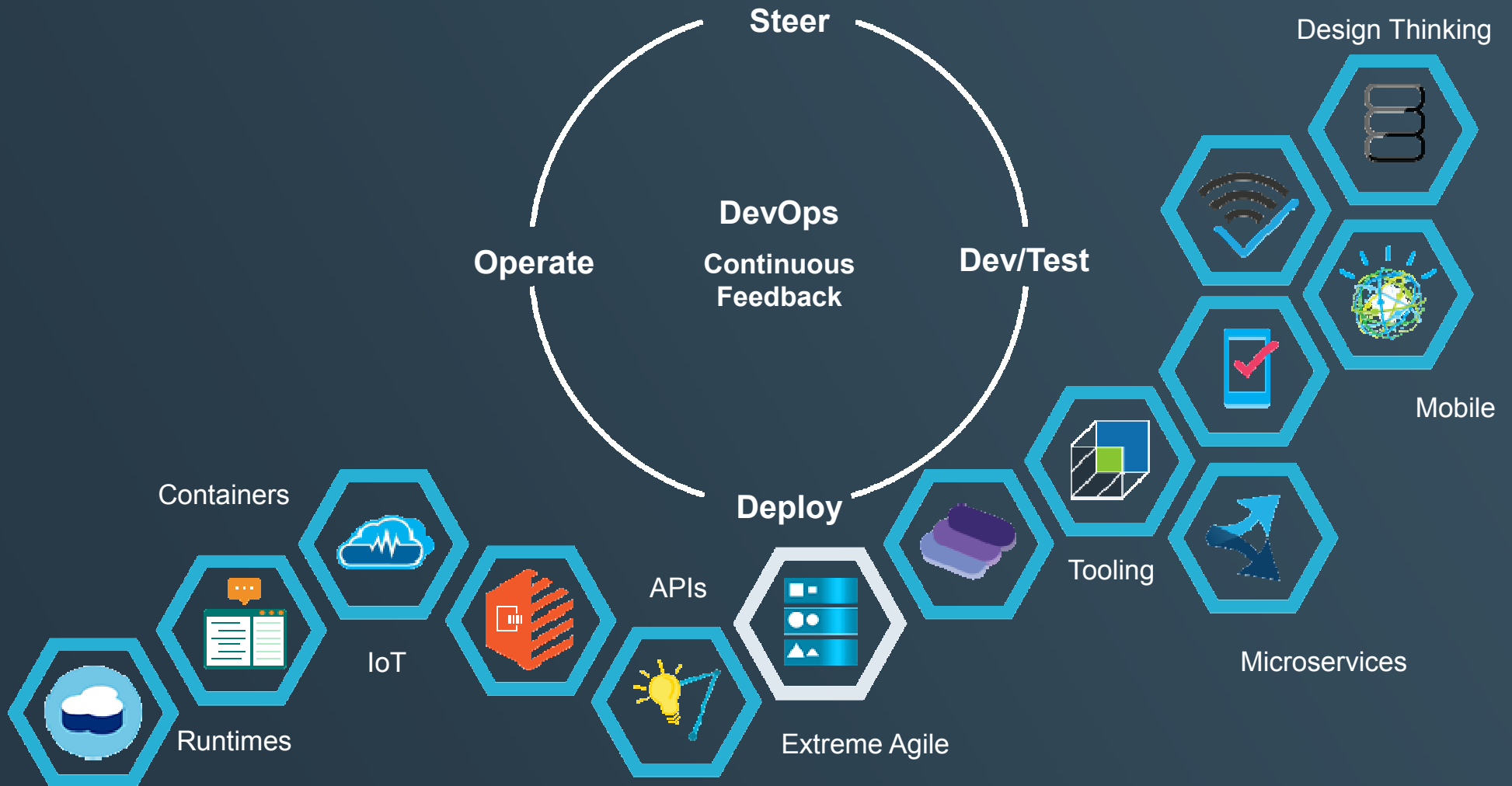
- Analytics, cognition
- Mobile, location
- Internet of Things
- Social engagement
- Identity
- Reviews
- Travel
- Messaging

...

Your company's private APIs and
services



App development today is about **speed** and **choice**



Cloud provides developers with instant access to the APIs, services and infrastructure they need to launch their ideas into the present.

What is Bluemix?

Bluemix is an **open-standards**, cloud-based **platform** for **building, running, and managing applications**.

Build your apps, your way

Use the most prominent compute technologies to power your app: Cloud Foundry, Docker, OpenStack.

Scale more than just instances

Development, monitoring, deployment, and logging tools allow the developer to run and manage the entire application.

Extend apps with services

A catalog of IBM, third party, and open source services allow the developer to stitch an application together quickly.

Deploy and manage hybrid apps seamlessly

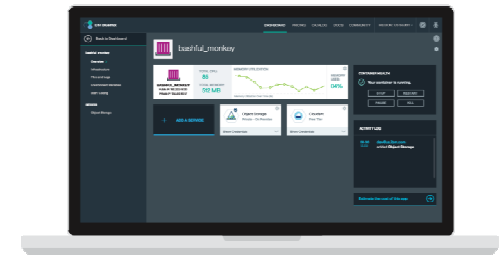
Get a seamless dev and management experience across a number of hybrid implementations options.

Layered Security

IBM secures the platform and infrastructure and provides you with the tools to secure your apps.

Flexible Pricing

Try compute options and services for free and, when you're ready, pay only for what you use. Pay as you go and subscription models offer choice and flexibility.



Why Bluemix?

Devs and businesses choose Bluemix to:



Rapidly bring new products and services to market at lower cost.

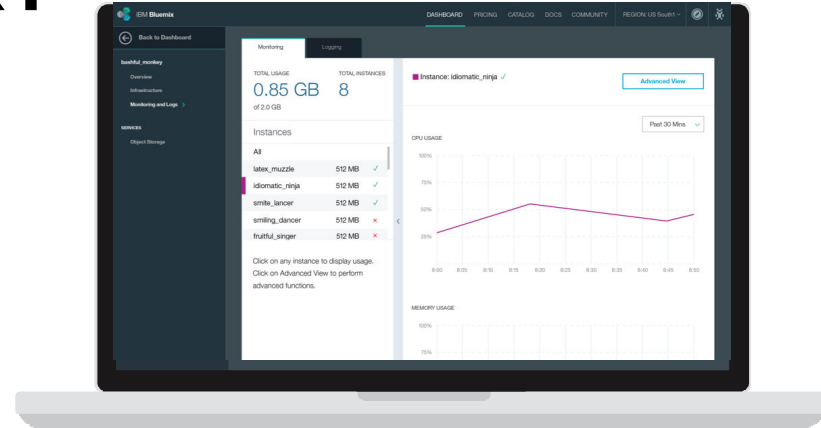


Balance agility with quality, security and governance.

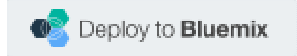
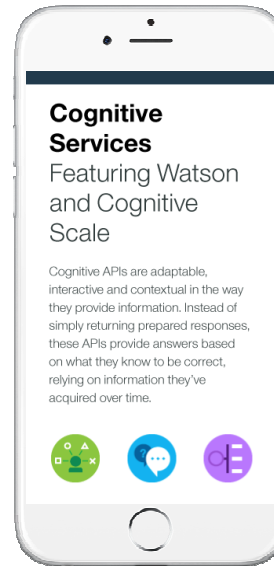


Extend existing IT investments into cloud business and delivery models.

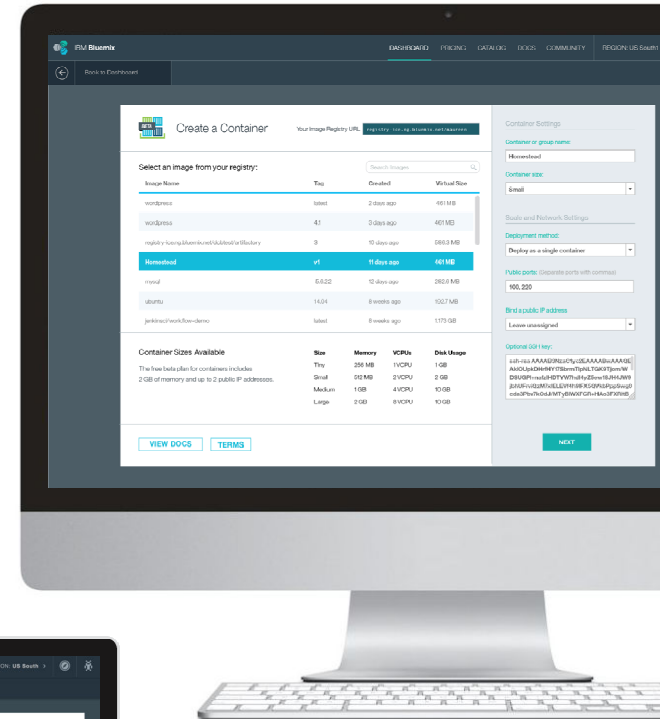
Integrated App Monitoring



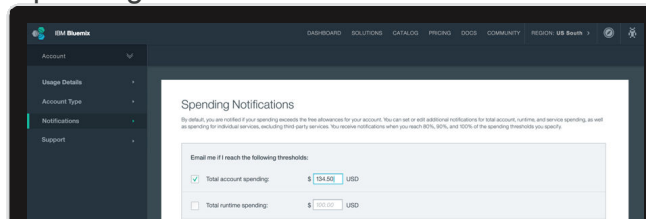
Interactive Solution Pages



Containers in Bluemix



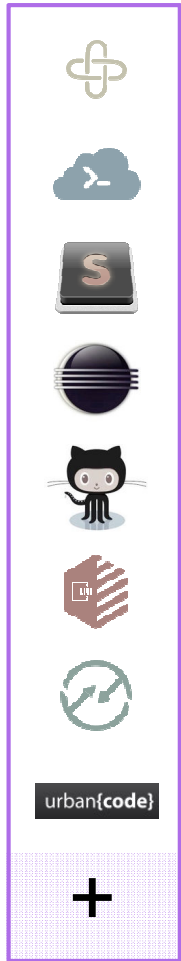
Spending Notifications



How does it work?

Bluemix is underlined by three key open compute technologies: **Cloud Foundry**, **Docker**, and **OpenStack**. It extends each of these with a growing number of **services**, robust **DevOps tooling**, **integration** capabilities, and a seamless **developer experience**.

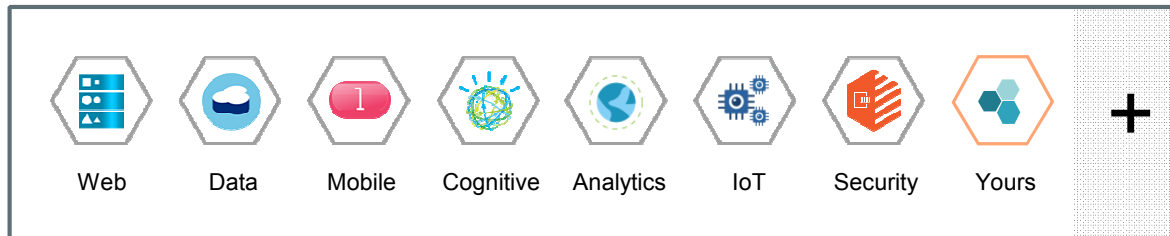
DevOps Tooling



Your Own Hosted Apps / Services



Catalog of Services that Extend Apps' Functionality



Flexible Compute Options to Run Apps / Services



Platform Deployment Options that Meet Your Workload Requirements



Powered by IBM SoftLayer

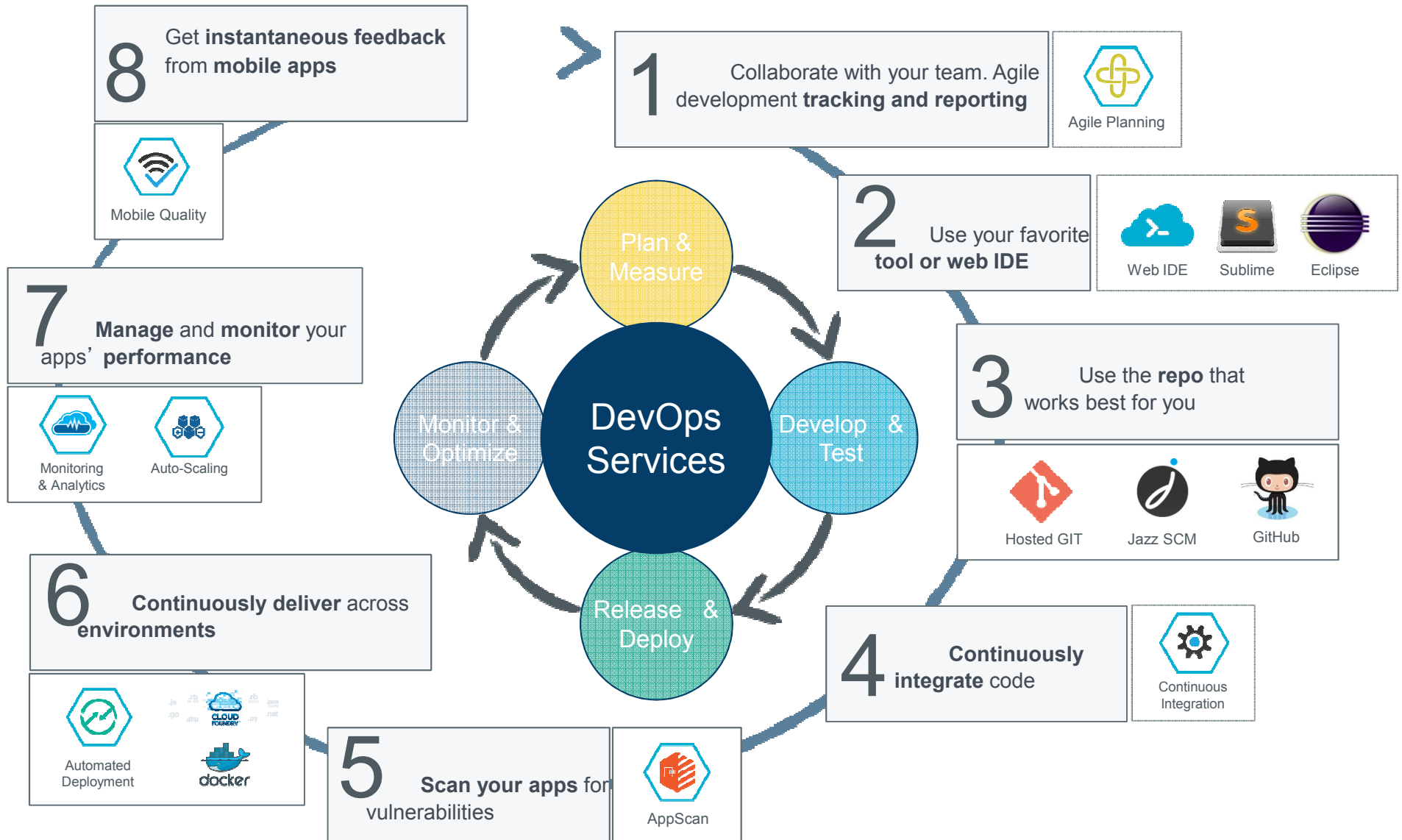
In Your Data Center

Integration and API Mgmt



DevOps tooling that spans the entire app lifecycle

Bluemix doesn't stop at "cf push." It provides a seamless and flexible experience across the entire application lifecycle.



What can it do for you?

1. Accelerate internal mobile development
2. Outsource Innovation
3. Generate new sources of revenue

Development Activities		Traditional App Dev	Bluemix Advantage
Quick Time to Value	Development Time	4 - 5 Weeks	1 - 2 Week Savings
	Platform Provisioning	2 weeks - 3 Months	Instant Provisioning
	Deployment Components	3 - 4 Weeks	2 - 3 Days
	Application Instalation in Production	2 - 4 Weeks	2 - 3 Days
Scalability	Performance Testing (environment + app. Deploy + testing)	4 - 5 Weeks	Instant Provisioning + 2 - 3 Days deployment
	New Rollouts	Need additional provisioning (4-6 Weeks)	Instant Reprovisioning
Integrated Channels	SW dependencies	Need new components / SW	Components available as Services
	Build New Channels (Mobile, Portal, etc...)	Need new components	In Build Services can be leveraged
	Re-usability (business layer) for Integrating new channels	30% - 50% Reuse	60% - 70% Reuse
Ecosystem for New Ideas (Harvest / Innovation)	Ability to replicate environments with Data	6 - 8 Weeks	1 - 2 Weeks for Both Provisioning (image restore) & Rapid Application development (tweaking)
	Develop POC / New functionalities	Time Consuming	
Externalize Broadcasts	Pushing Data to Services	Custom or Partner with Providers	Use Standard Push Notifcation Service to push updates, etc...

Kickstart a new ecosystem for innovation with a 48-hour hackathon on IBM Bluemix

48 hours

to design, develop, and deploy new applications on IBM Bluemix

Dozens of teams

over 150 people from start-ups and developers

Design focus

with an emphasis on an exceptional customer experience

Solution component

- IBM® Bluemix™
- SoftLayer®
- IBM API Management



The transformation: As FinTech start-ups continue to disrupt the banking value chain with consumer focused digital apps and services, client knew that it needed to tap into this disruption. With the Innovation Challenge organized with IBM, they were able to attract start-ups and local developers to create brand new banking apps on IBM Bluemix in just 48 hours.

“The Bluemix platform served as a great enabler when running the Innovation Challenge, it supported the entire development lifecycle in an easy to understand way.”

Sign up in minutes. Pay for what you use.

Cloud based pricing models to serve developer needs.

Friction free adoption

- **30 day trial** - designed to allow testing of an entire application on the platform
- **Free tier for every service** - encourages experimentation of new services for applications already running on Bluemix

Multiple Commitment Models

- **Pay as you go** - optimized for flexibility, no term commitment
- **Subscription** - term based optimized for cost, discounted from pay as you go rates

Self Service

- Zero to coding in **less than 5 minutes**
- **Credit card** over the web in many countries – or through your IBM rep

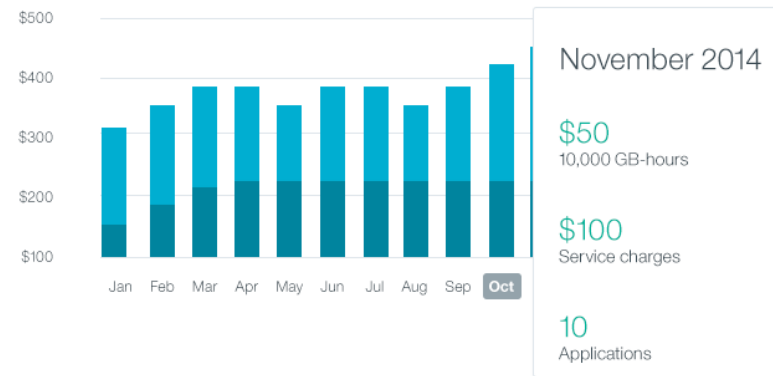
Begin your free trial

Create an  IBM id to get started.

[Already have an IBM id?](#)

Track Your Growth

Select a month to view the usage summary.



Charges do not include support, taxes or discounts applied at the account level.

Your Cloud Activity for October 2014

\$6,950.00

Bluemix is built on IBM SoftLayer

The highest performing cloud infrastructure available.

A different kind of data center

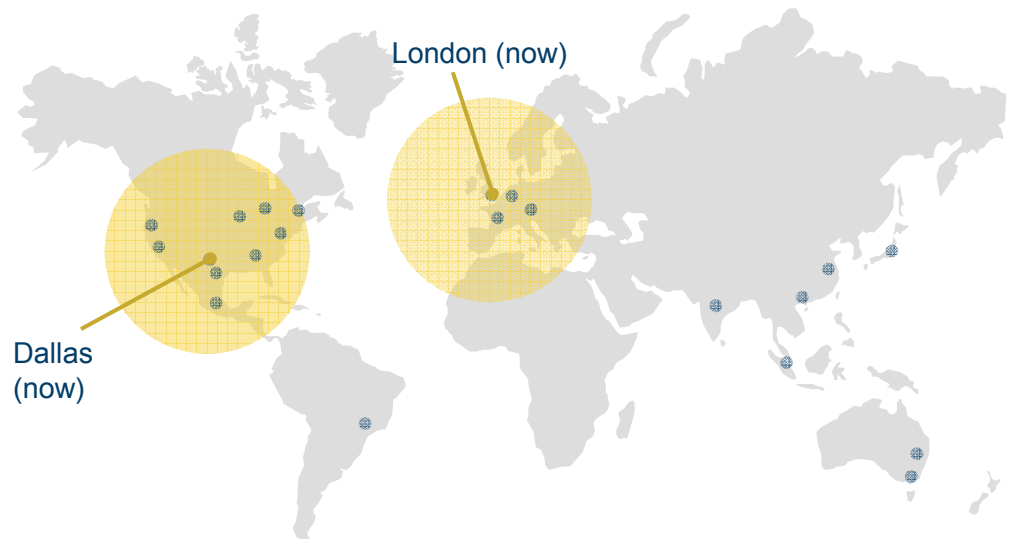
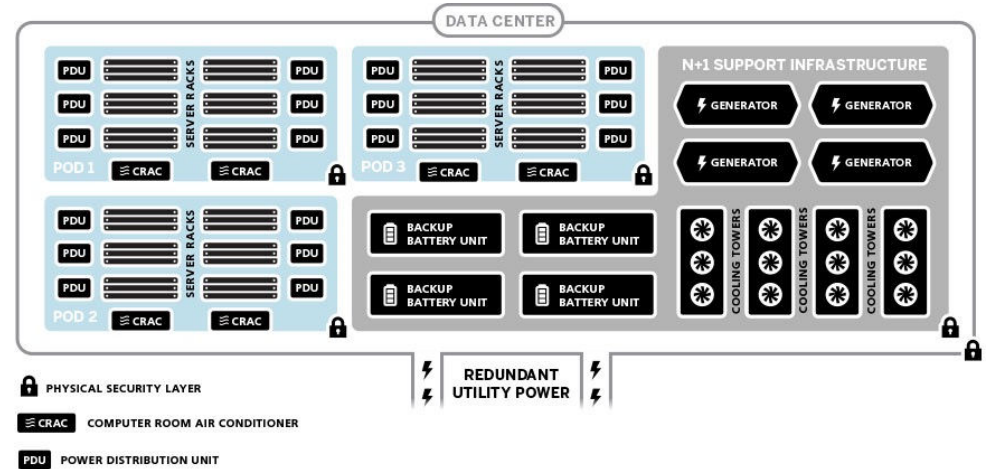
- Every location designed, built, and operated to the **same standardized, “pod” based spec**
- **24/7 on-site security** and rigorous controls
- Expanding to **40 data centers** worldwide

Global network of networks

- **Public, private, and management networks** all separate
- More than **2,000Gbps** between data centers and network points of presence (PoPs)
- **Unmetered inbound public bandwidth** and fully unmetered bandwidth between data centers

Entirely automated

- **SoftLayer API** controls everything - more than 3000 documented methods and 180 distinct services
- **Bare metal** and **virtualized servers** in the same platform



- Bluemix Public Location
- SoftLayer Data Center

Opportunities for SoftLayer exist in Telco ... well beyond IaaS resale

Legend	Service Description	SoftLayer	Managed Svc	SaaS	Bluemix	BPaaS	S-Planet	GTS	GBS
1	Legacy Core Voice & Data	x						x	
2	Managed Services for ICT (MSP)	x	x					x	
3	Co-Lo and Hosting Services	x	x	x				x	
4	Managed Applications	x	x	x	x			x	x
5	New Cloud Services (PaaS, SaaS, IoT)	x	x	x	x	x	x	x	x
6	Industry Vertical Solutions	x	x	x	x	x	x	x	x

Typical Telco B2B Services that can be enabled on SoftLayer

1 Voice & Data	Enterprise Networks	2 Security	Equipment	3 Data Center & Cloud	4 Applications
Managed Voice & Data <ul style="list-style-type: none"> Managed fixed and mobile voice & broadband Managed VoIP Managed audio/video conferencing Unified communication 	Managed LAN/WAN <ul style="list-style-type: none"> WAN/LAN consulting, design & integration Managed LAN Managed WAN Managed WAN (Layer 2-3) FMI data Managed international networks Managed enterprise routers & switches 	Managed Security <ul style="list-style-type: none"> Firewalls & IP concept Managed VPN Security maintenance Security consulting Security policy development Virus and spam protection Risk & compliance assessment 	Managed Mobility <ul style="list-style-type: none"> Enterprise mobility management Device management (Handsets, tablets, field force devices.) 	Managed Housing/ Co-location <ul style="list-style-type: none"> Managed housing Managed co-location 	Managed Software <ul style="list-style-type: none"> Applications management and troubleshooting SAP, CRM, BI and ERP consulting, design & integration
Managed Voice Systems and Call Centers <ul style="list-style-type: none"> Managed PBX Managed call centers Call recording PBX/call centers consulting, design & integration 		Managing Disaster Recovery <ul style="list-style-type: none"> Backup & disaster recovery systems Business continuity services 	Managed Office/ IT Equipment <ul style="list-style-type: none"> Managed desktop Managed print services Printing & scanning management software Printer & scanner device management Reselling 	Managed Hosting/ IaaS <ul style="list-style-type: none"> Servers hosting Managed servers Managed storage Web hosting Server virtualization Desktop virtualization 	5 Industrial Solutions <ul style="list-style-type: none"> M2M eHealth, Other vertical solutions
				PaaS <ul style="list-style-type: none"> Deployment environment Runtime environment 	
				SaaS <ul style="list-style-type: none"> Application hosting (software, app store, web shop) Deployment environment Workflow management 	
6 Non-standard solutions (e-health, vertical solutions, etc.)					

Wrap up & Q&A

Put IBM to the test:

- Apply for Free Trials for

IBM Bluemix:

<https://console.ng.bluemix.net/>

and IBM Softlayer:

<https://www.softlayer.com/promo/freeCloud/buildoncloud>

- To help you fuel Innovation and creativity get started with a Hackathon with your company (internally or externally) or an Innovation day
- Contact the team below for more information to see how we can help you on your cloud and innovation journey



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Q&A



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