

A photograph of two business professionals in a meeting, looking at a tablet. The image is overlaid with a purple-to-pink gradient. The text 'Be Better!' is centered in large white font. Below it, the name 'Arjen Hof' and his tagline 'Helping clients to reduce cost, risk & time-to-value' are displayed in white.

Be Better!

Arjen Hof

Helping clients to reduce cost, risk & time-to-value



22 July 2015....

A top-down view of a large number of disassembled engine and vehicle components, including pistons, valves, bearings, belts, and various metal castings, arranged on a grey surface. The components are meticulously laid out to show the complexity of the assembly process.

275 possibilities to make an error

A blurred city street scene with a purple overlay. The image shows a busy street with cars and pedestrians, but the motion blur makes the details indistinct. The overall tone is dark and moody due to the purple tint.

Good
is no longer good enough

Koninklijke Hoogovens

NUMICO



VENDEX BB

kpn Qwest



corus

Vendex

versatel



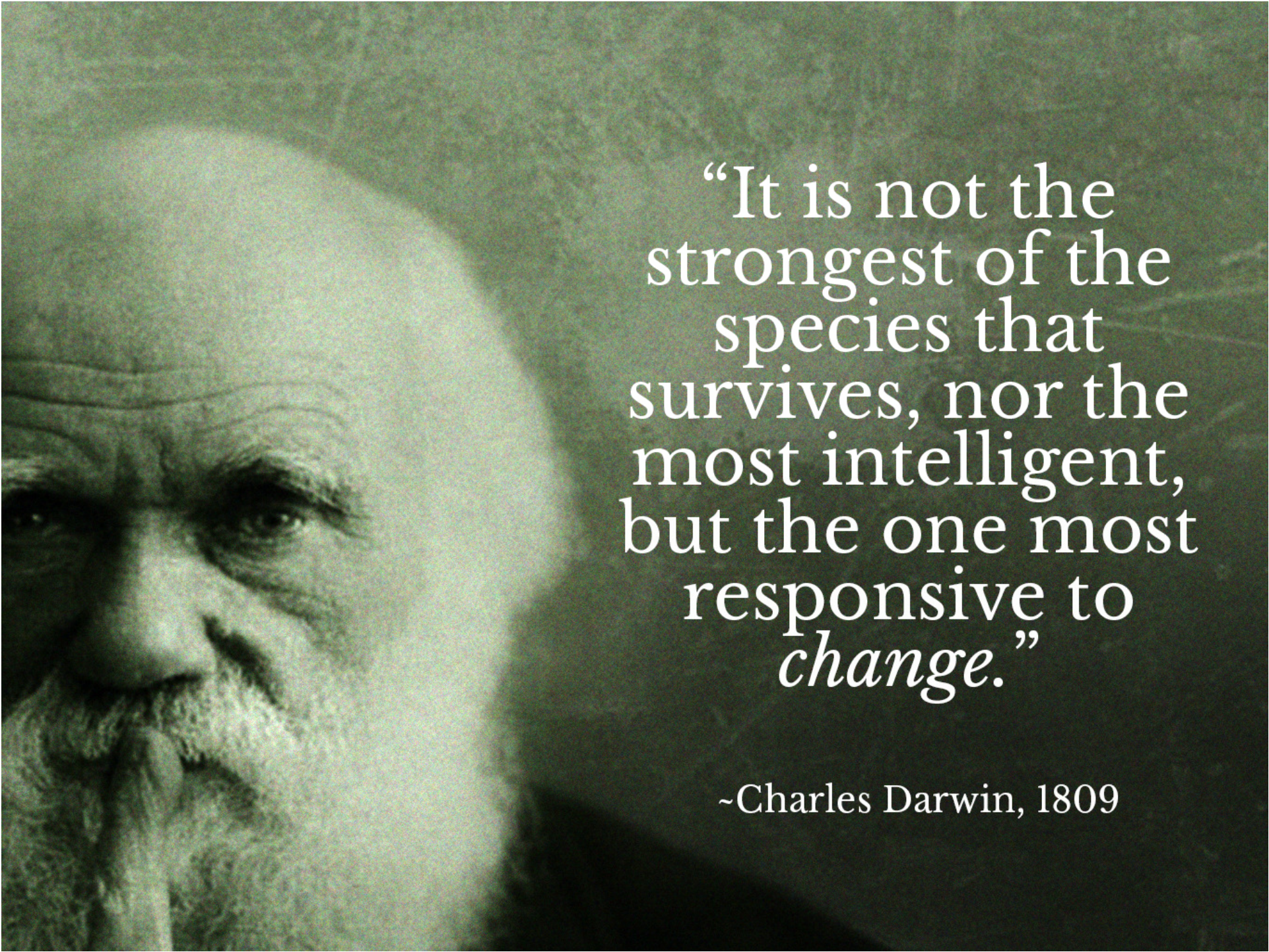
vnu

Tulip



**<10% are able
to meet demands**





“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809

Be responsive to Change



A close-up photograph of a financial document with a line graph and several coins. The graph shows a fluctuating line with a peak around 6,750 and a trough around 6,000. The coins are stacked on the right side of the document. The entire image has a reddish tint.

<75 minutes

Financial \$ervices Client

A person in a dark suit and tie is shown from the chest down, holding a laptop in their left hand and a tablet in their right hand. The image is overlaid with a network diagram featuring a central globe, several circular icons with human figures, and lines connecting them. The background is a solid purple color.

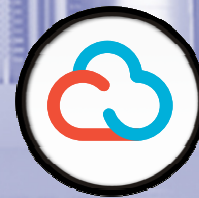
74% cost reduction

IT Services Client



**New SaaS solution
< 2 months
Software Solution Vendor**

Are you ready?



How?

Value ↑

BYOH

Applications

Data

Runtime (Instance)

Pattern

Middleware

OS

Virtualization

Servers

Storage

Networking

DC Services

IaaS

Applications

Data

Runtime (Instance)

Pattern

Middleware

OS

Virtualization

Servers

Storage

Networking

DC Services



PureApplication

← Time & Effort

→ Automation



PureApplication

Easily deploy enterprise applications on the cloud with flexibility to move it across hybrid environments



On a Pre-Integrated System PureApplication System

Fully integrated system



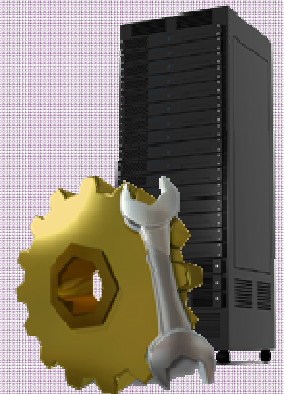
On SoftLayer PureApplication Service



Available in Softlayer datacenters worldwide on dedicated instances

On Your Own Infrastructure PureApplication Software

Bring your own hardware





Be Better!

Decrease Cost, Risk & Time-to-Value