Be Better!
Arjen Hof
Helping clients to reduce cost, risk & time-to-value

22 July 2015….

275 possibilities to make an error

Good
is no longer good enough

Koninklijke Hoogovens

NUMICO

VENDEXBB

kpn Qwest

corus

Vendex

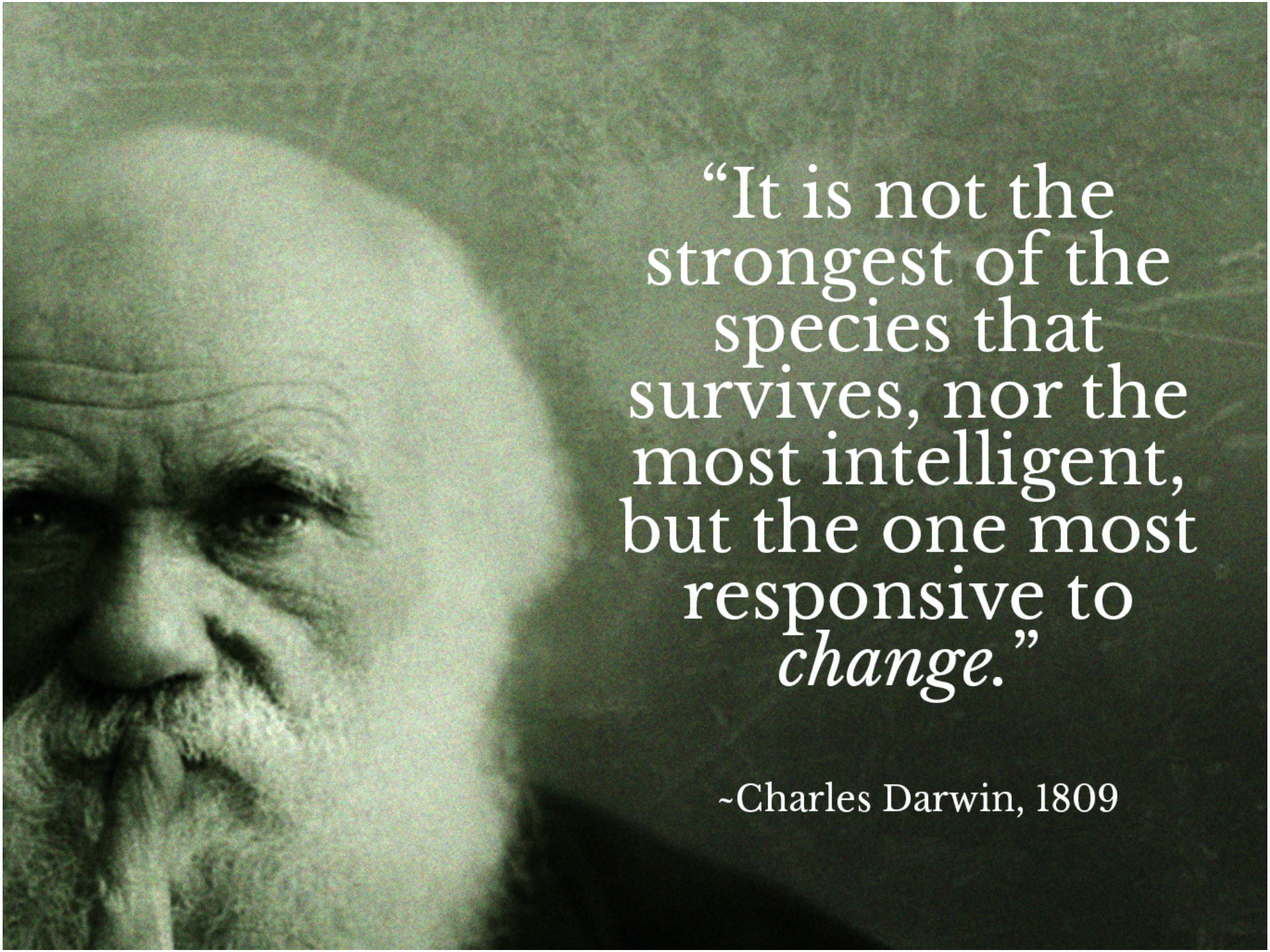
versatel

DAF
EINDHOVEN
NEDERLAND

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

6,750
6,500
6,250
6,000
<75 minutes
Financial $ervices Client

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
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- Storage
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PureApplication

Time & Effort

Automation

PureApplication

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

heat

CHEF

docker

Hybrid

On a Pre-Integrated System
PureApplication System

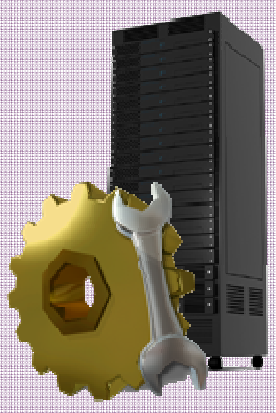
Fully integrated system

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