

IBM SolutionsConnect 2013

L'IBM TechSoftware nouvelle génération

28, 29 et 30 août
IBM Client Center Paris



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Transformez vos opportunités en succès



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Le Cloud Privé avec PureApplication System

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PureSystems: Simplifying cloud, big data & analytics – tailored for your business

PureFlex



Flex System

Infrastructure

Delivering Cloud Infrastructure Services

PureApplication



Application Platform

Delivering Cloud Application Platform Services

PureData



Data Platform

Delivering Big Data Platform Services

PureSystems

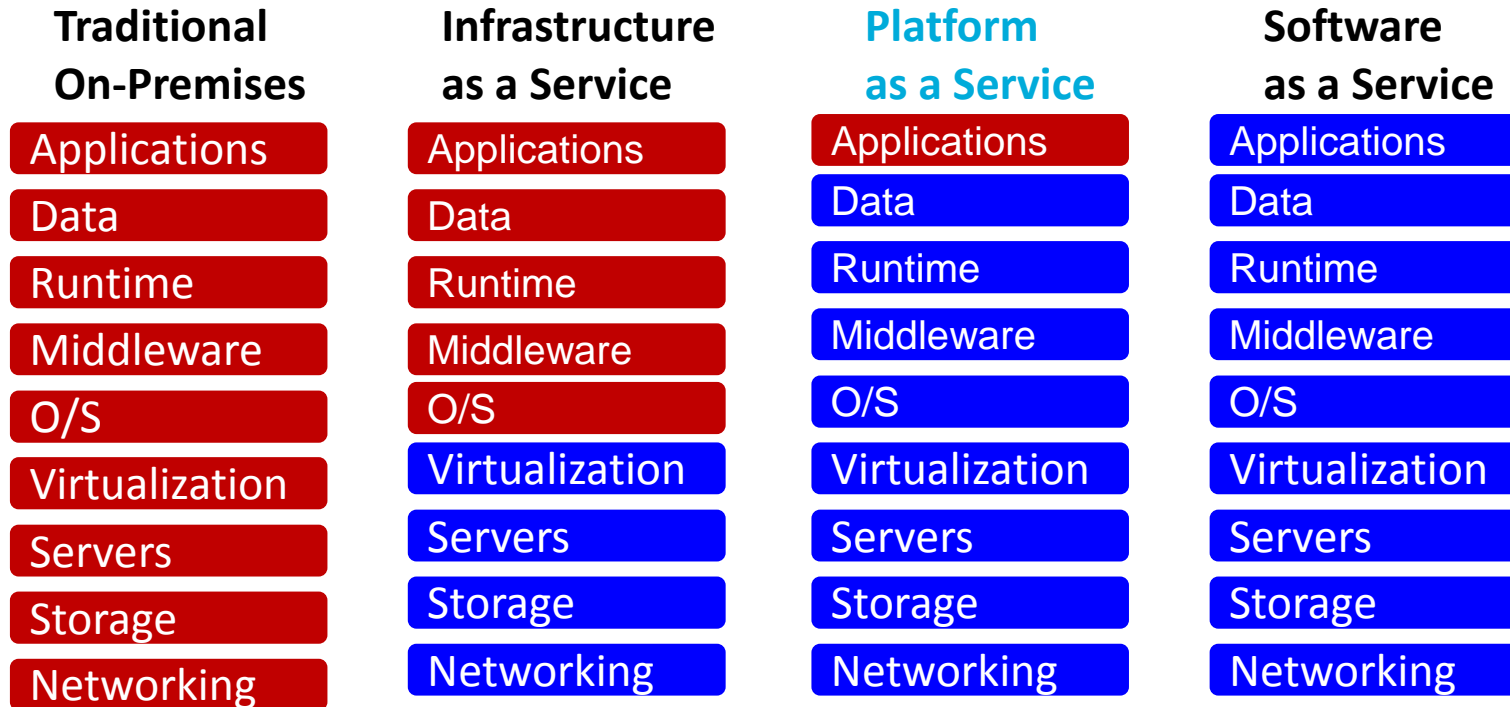
- **Integration by Design**
- **Built-In Expertise**
- **Simplified Experience**

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Positioning Platform as a Service (PaaS)



Customization; higher costs; slower time to value

Standardization; lower costs; faster time to value

Built in Expertise, Integrated by Design, Simplified Experience

IBM PureApplication:

- ✓ A self enclosed complete stack of highly pre-optimized hardware, software, storage, networking and virtualization
- ✓ Consolidates and manages application workloads
- ✓ Provides repeatable self service provisioning for cloud management
- ✓ Simplifies IT infrastructure (Procurement, Deployment, Management)



42U Large Rack
96,192,384 and 608 cores

NEW! 32 and 64 core options



"Mini" (INTEL)



INTEL



POWER 7+

Pattern
Allows to capture and reuse workload details - Improve time to value and reduce administration

Automatic Deployment
1000+ applications deployed within hours - Faster time to value

Management
Policy based scalability/elasticity - Simplified lifecycle management provides efficient resource utilization & reduces over provisioning


Maintenance
Automated Patch management at all levels of the stack - Reduce management costs

Upgrade
Rolling upgrades - Remove downtime and Maintain application availability

Cloud Ready
Repeatable self service provisioning

Eco-System
Open Standards - ISV applications optimized

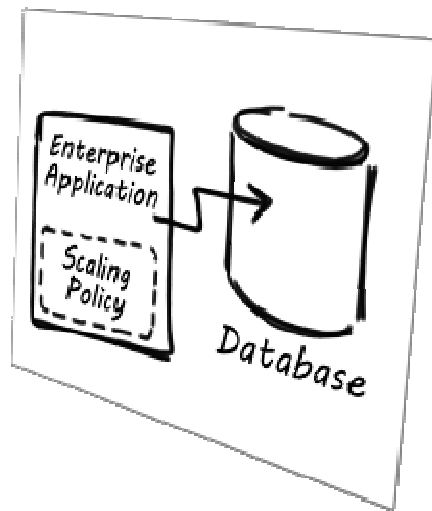
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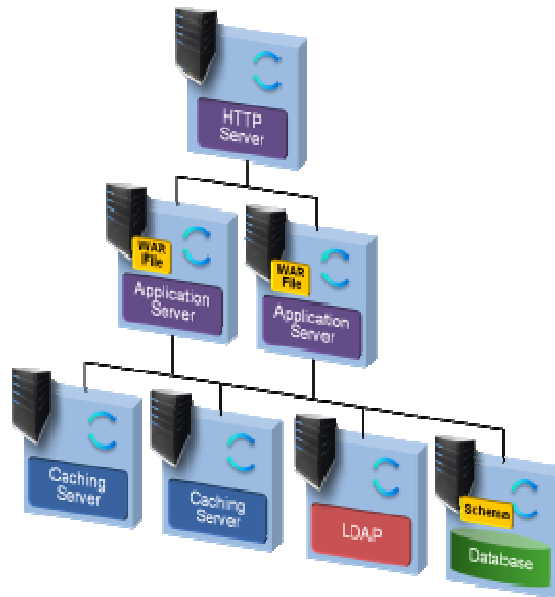


Patterns Are a Key Capability for Cloud Application Platforms

What the business wants...



What's required...




A pattern automates...



Patterns impact both top line revenue growth and bottom line cost saving

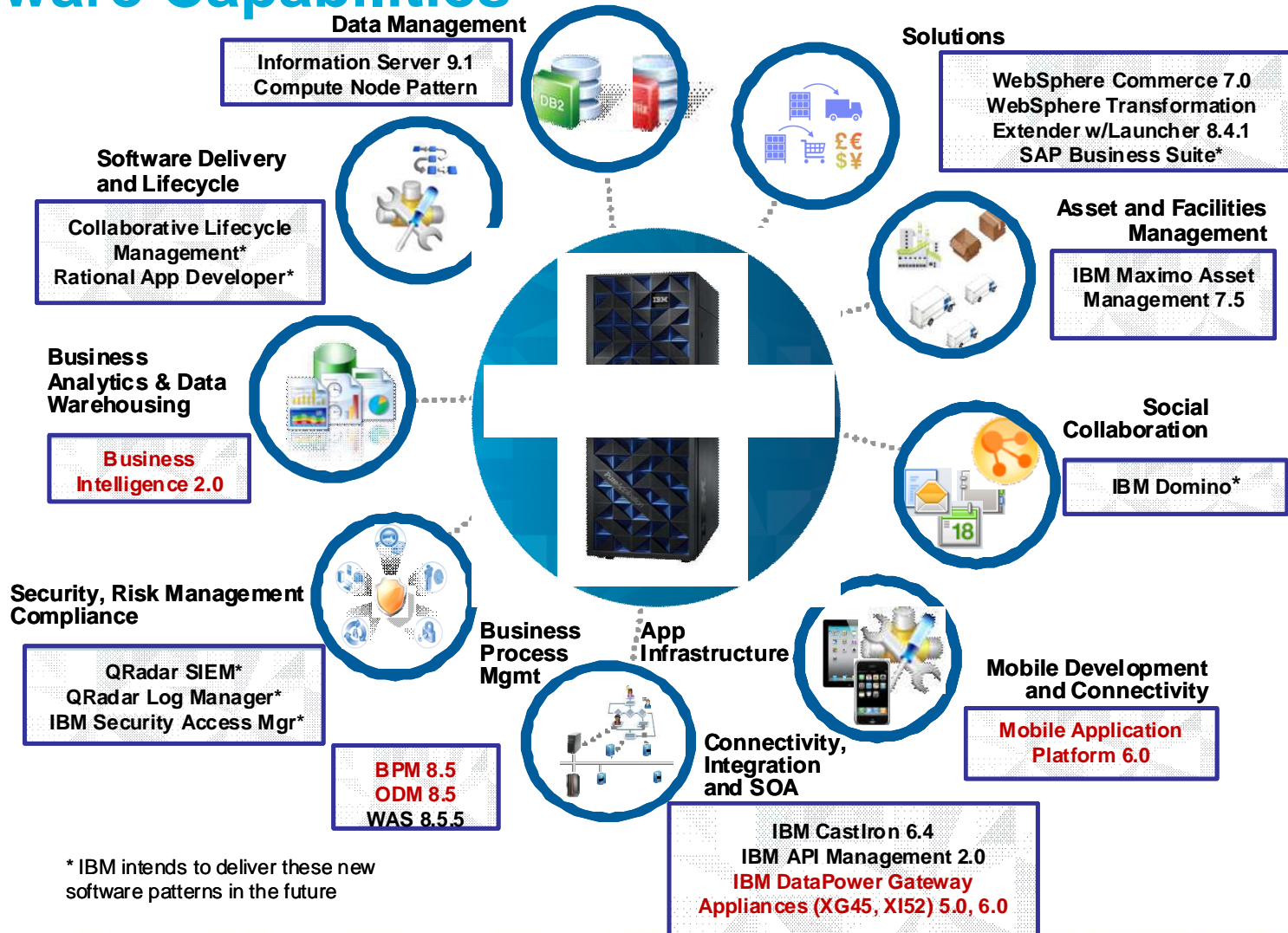
It's time for a demo!

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IBM Patterns of Expertise Optimize Leading Software Capabilities



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“Patterns of Expertise” covering the breadth of industry segments

Over 350 ISV patterns available



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IBM PureApplication System

Consolidate and optimize to drive innovation and accelerate cloud adoption

Built-in Expertise

Integrated by Design

Simplified Experience



Decreased Time to Next Generation Platform



Transference of Risk from Customer to IBM

Lower Cost of IT Ownership

- **Consolidate** 100s of application workloads to drive **90% utilization** for optimal resource efficiency.
- **Optimize** your application resources to drive **55% reduction** in management cost and **98% reduction** in unplanned outages.
- **Innovate** using patterns of expertise for self-service, yielding up to **100X faster deployment** with reduced risk.
- **Accelerate** cloud adoption to help quickly deploy new services and reduce time to provision **from 45 days to minutes**.

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*Our life is frittered away by
detail ... simplify, simplify.*

Henry David Thoreau

Thank You



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