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Evoluzione del Cloud e approccio IBM

IBM SmarterSystems

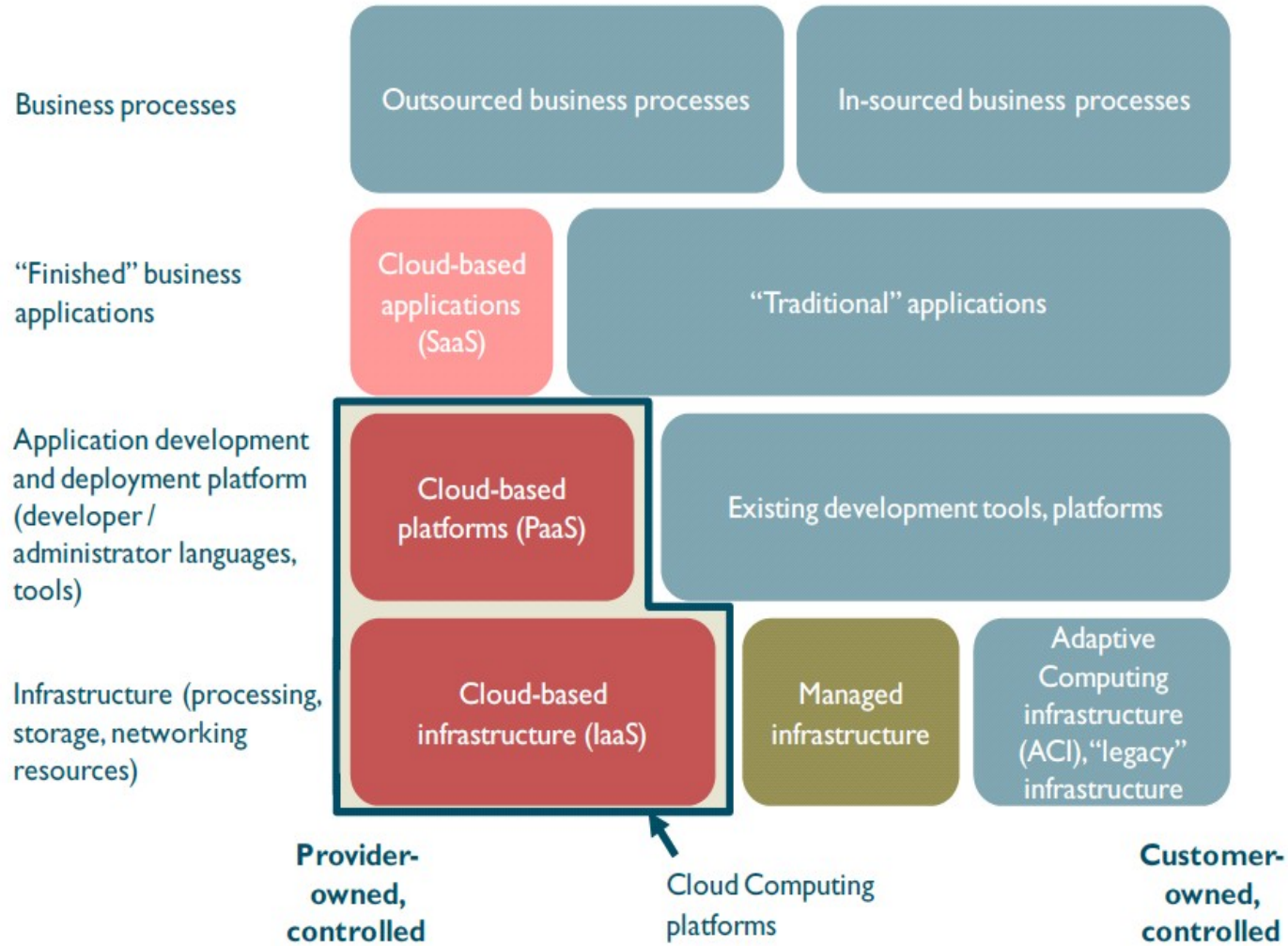# A long term solution + cloud standards to supports open cloud today

▪ Open cloud manifesto is intended for CIOs, governments, IT users and business leaders who intend to use cloud computing and to establish a set of core principles for cloud providers.

▪ CCIF is an open, vendor neutral, not for profit community of technology advocates, and consumers dedicated to driving the rapid adoption of global cloud computing services

▪ CCIF shall accomplish this by working through the use open forums (physical and virtual) focused on building community consensus, exploring emerging trends, and advocating best practices / reference architectures for the purposes of standardized cloud computing
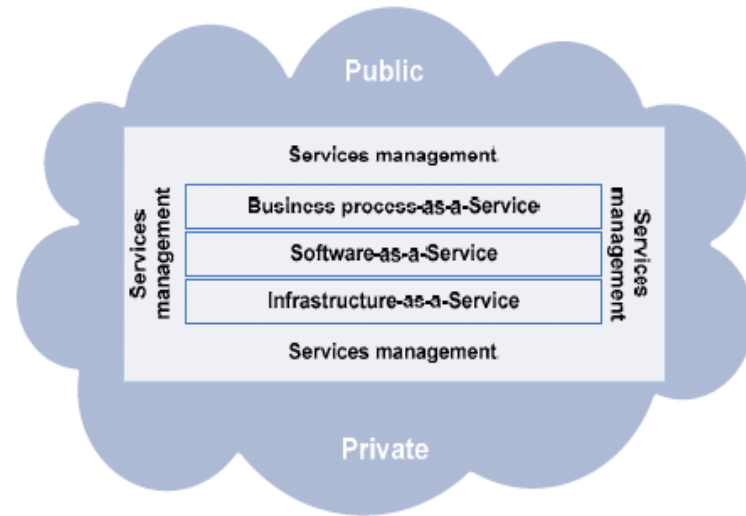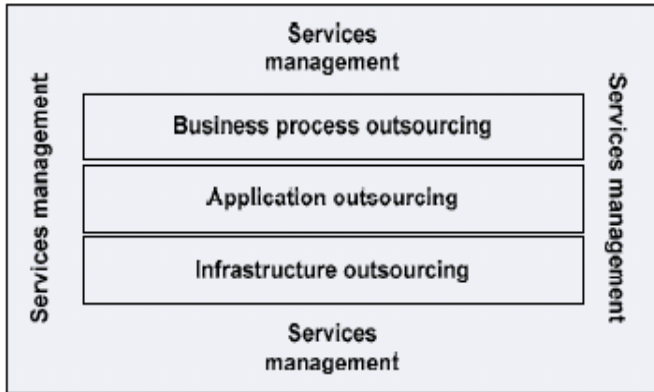
Cloud computing platforms and traditional IT enterprise

Business processes	Outsourced business processes	In-sourced business processes
"Finished" business applications	Cloud-based applications (SaaS)	"Traditional" applications
Application development and deployment platform (developer / administrator languages, tools)	Cloud-based platforms (PaaS)	Existing development tools, platforms
Infrastructure (processing, storage, networking resources)	Cloud-based infrastructure (IaaS)	Managed infrastructure / Adaptive Computing infrastructure (ACI), "legacy" infrastructure

Provider-owned, controlled

Cloud Computing platforms

Customer-owned, controlled

Over time, traditional outsourcing models will be forced to evolve

Traditional outsourcing service offerings are being forced to evolve…

…to the Cloud, where "as-a-Service" replaces the traditional outsourcing model. Emphasis is on utility and subscription-based pricing

"…the evolution to Cloud Computing appears to have perhaps the **most potential for disruption of IT services delivery models**…[and these] will need to evolve away from **long-term TCV mentality to more dynamic pricing structures, which focus on usage**, and related service level agreements"
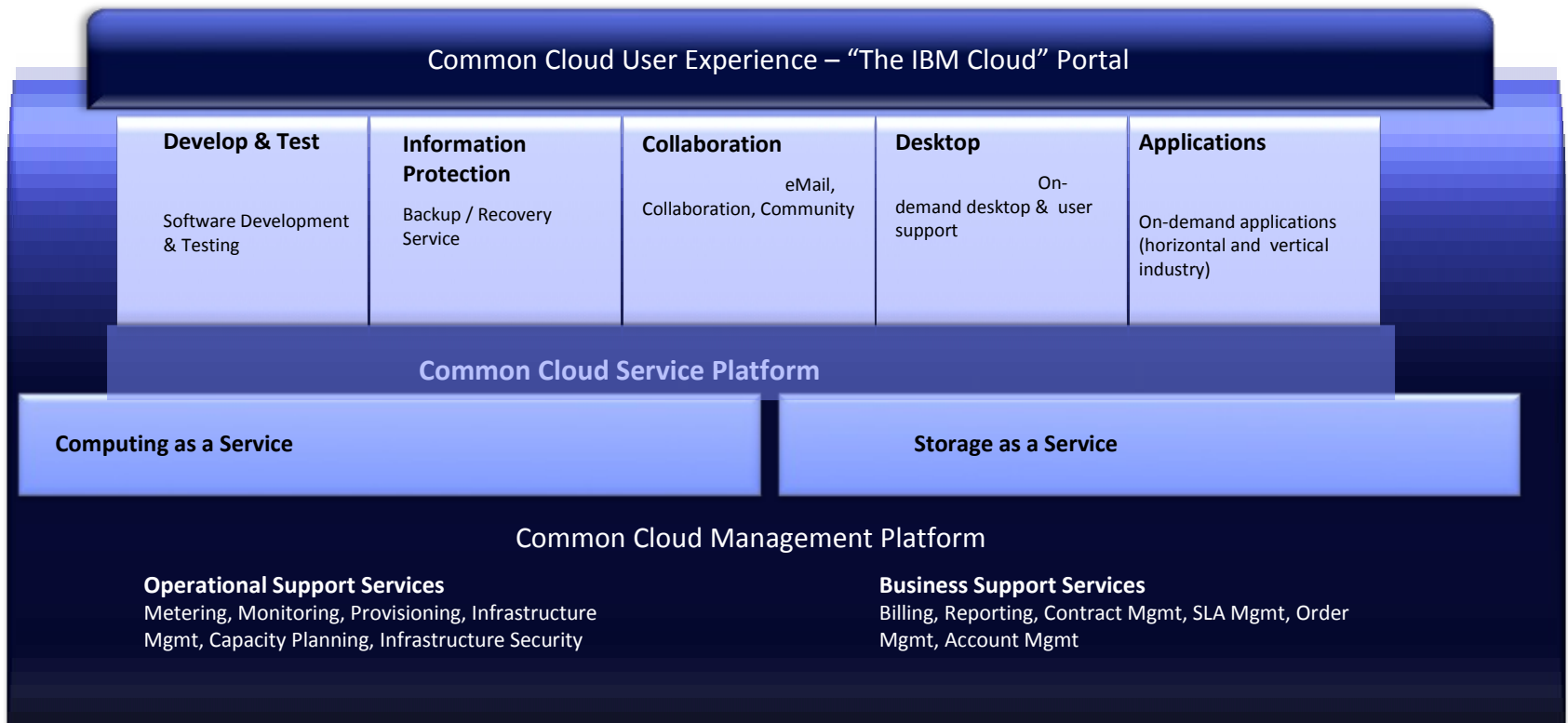
Goldman Sachs

Management of IT, the core concept and traditional value of ITO, will — slowly at first but then accelerating in 2013 and beyond — be subsumed into a fee-based cloud-computing model
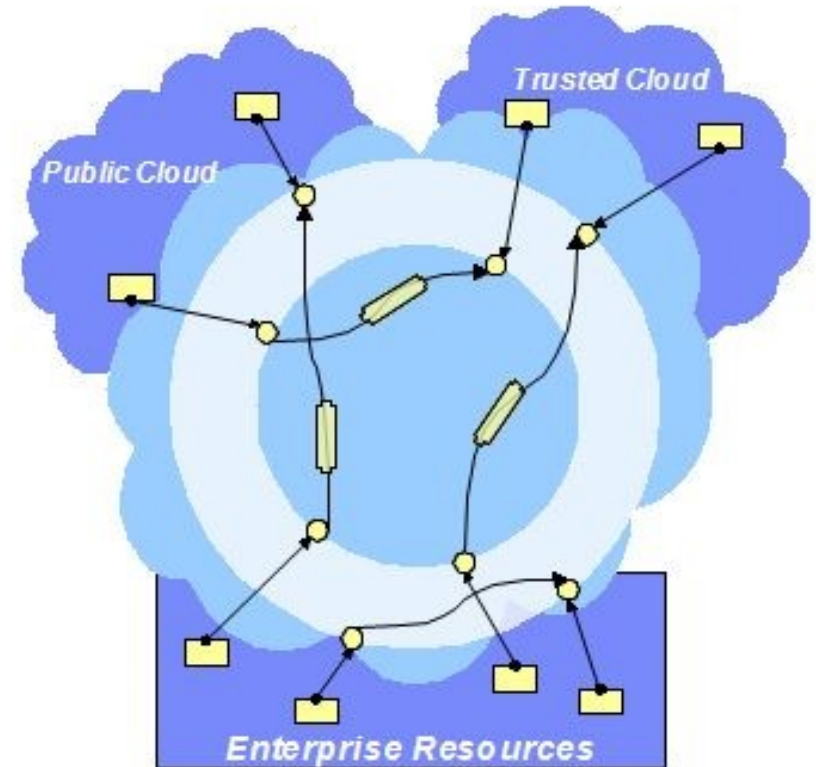
Gartner

Strategic Direction for the IBM Cloud

- Public Cloud with multiple service "on-ramps" for clients, hosted in key centers worldwide
- Common infrastructure to provide computing and storage resources
- Range of IBM and partner services

Common Cloud User Experience – "The IBM Cloud" Portal

Develop & Test	**Information Protection**	**Collaboration**	**Desktop**	**Applications**
Software Development & Testing	Backup / Recovery Service	eMail, Collaboration, Community	On-demand desktop & user support	On-demand applications (horizontal and vertical industry)

Common Cloud Service Platform

Computing as a Service

Storage as a Service

Common Cloud Management Platform

Operational Support Services
Metering, Monitoring, Provisioning, Infrastructure Mgmt, Capacity Planning, Infrastructure Security

Business Support Services
Billing, Reporting, Contract Mgmt, SLA Mgmt, Order Mgmt, Account Mgmt

* Hybrid Cloud Management, Security and Integration

- From the Enterprise Client's perspective:

- ***Management of workloads* *running off-premise on clouds***

  – *Management of software applications and services (monitoring, events, availability, performance)*

  – *Service Request Management (governance of service provisioning)*

  – *Dashboard for service visibility*

- ***Security for Hybrids***

  – *Control security and resilience of services (identity management, compliance, isolation)*

- ***Integration of applications & data***

  – *On-premise to off-premise business application connectivity & governance*

  – *Information exchange and data integration across the enterprise and clouds*

- ***Application and Workload* *migration workbench***

  – *Tools to support the migration of workloads to the cloud*

Initial focus for 'Hybrid Cloud':
'Provide clients the ability to manage and integrate workloads and resources on a cloud with their existing processes, management and business systems.'

We have different ways to engage clients on their Cloud Roadmap

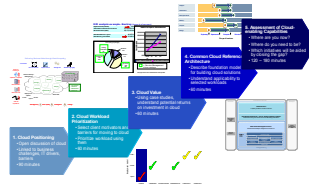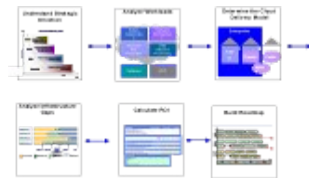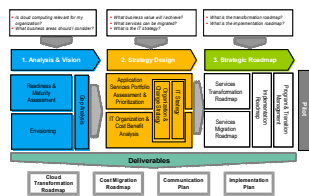|	**Time Reqd**			
P r e - S a l e	15-30 min	**Cloud Rapid Assessment** (click here to access)		• Answer 25-30 questions to assess a client's interest and progress with Cloud • Receive recommendations of areas for action, including IBM Cloud offerings • View placement of client in IBM Cloud Adoption Framework (CAF) • Available June 30 for IBM sellers; Mid-August for all
	½ - 1 day	**Cloud Exploration Workshop** (click here to access)		• Modular 5-step on-site, pre-sales, client-facing workshop, including: *1. Discuss IBM Cloud PoV & positioning, including client drivers* *2. Perform basic workload prioritization via client motivators & barriers* *3. Discuss cloud Value / ROI: typical observed per workload; Client references, etc.* *4. Cloud Reference Architecture discussion* *5. Perform Cloud-enablement Capability Assessment*
P a i d	3 – 4 wks	**Infrastructure Strategy & Design Services for Cloud** (click here to access)		• 2-day structured workshop (plus off-site work/analysis) to identify where/how cloud can drive business value • Develops value proposition for cloud in the enterprise • Using research tool, identifies priority of workloads to migrate to cloud; Optionally create ROI for selected workload • Assess environment to determine readiness, strengths & gaps • Builds strategy, plan, and cloud adoption roadmap
	4 - 16 wks	**Strategy & Change Services for Cloud Adopters / Providers** (click here to access)		• For providers, defines business and operational strategy for being a cloud provider, including relevant business model, operating strategies, & implementation roadmap • For adoption, helps clients understand which applications / business processes they may cloud-consume • Recommends pilots and roadmap to align with business strategy

Thank you