

IBM Connect 2015

Seize the Moment

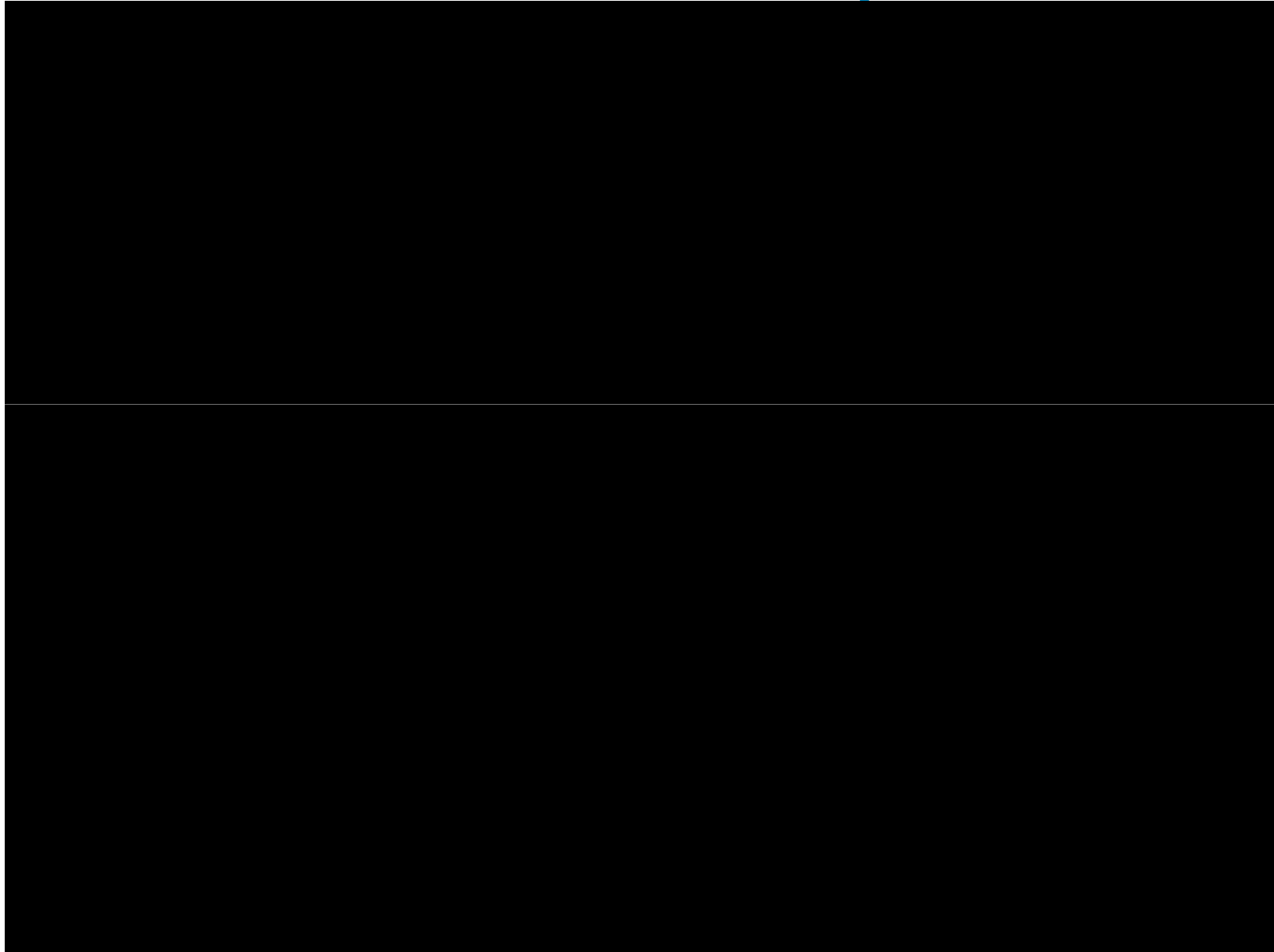
June 9, 2015

Continuing the IT Infrastructure Conversation:

Why building a strong foundation requires more
than technology



Four seconds -- The 2014 Wimbledon story



Wimbledon uses cloud computing and analytics to enhance efficiency and the Wimbledon experience



Resiliency Matters.

THE NEED

Maintaining Wimbledon's position as one of the world's premier tennis events by delivering innovative ways to share the excitement of the tournament and engage millions of people around the globe



THE SOLUTION

IBM and Wimbledon continue to work together to create an increasingly reliable, security-rich and responsive infrastructure to keep pace with the demands of a Grand Slam tournament. Specific IBM solutions included **IBM Power® 740 Express® and IBM Power 750 Express;** IBM SmartCloud® solutions; IBM Information Management software; business analytics; Linux technology; security; and IBM Tivoli® and IBM WebSphere® software.



THE BENEFITS

Wimbledon was able to scale from a small, private cloud to a cloud that could handle a large-scale event without interruption.

A scalable, robust and highly secure website had 19 million unique visitors and 430 million page views. More than 55 percent of the views were from mobile devices.

Since 2008, users have increased by 45 percent, while cost per user has decreased by 35 percent.

Page views have increased by 42 percent, while cost per page view has decreased by 34 percent.

Act now or forever fall behind

more than
71%

of large organizations believe

that their IT infrastructure optimizes revenue and profit or is a key enabler of competitive advantage¹

Yet

fewer than
10%

of IT infrastructures are fully prepared

to address the demands of mobile technology, social media, big data and cloud computing¹

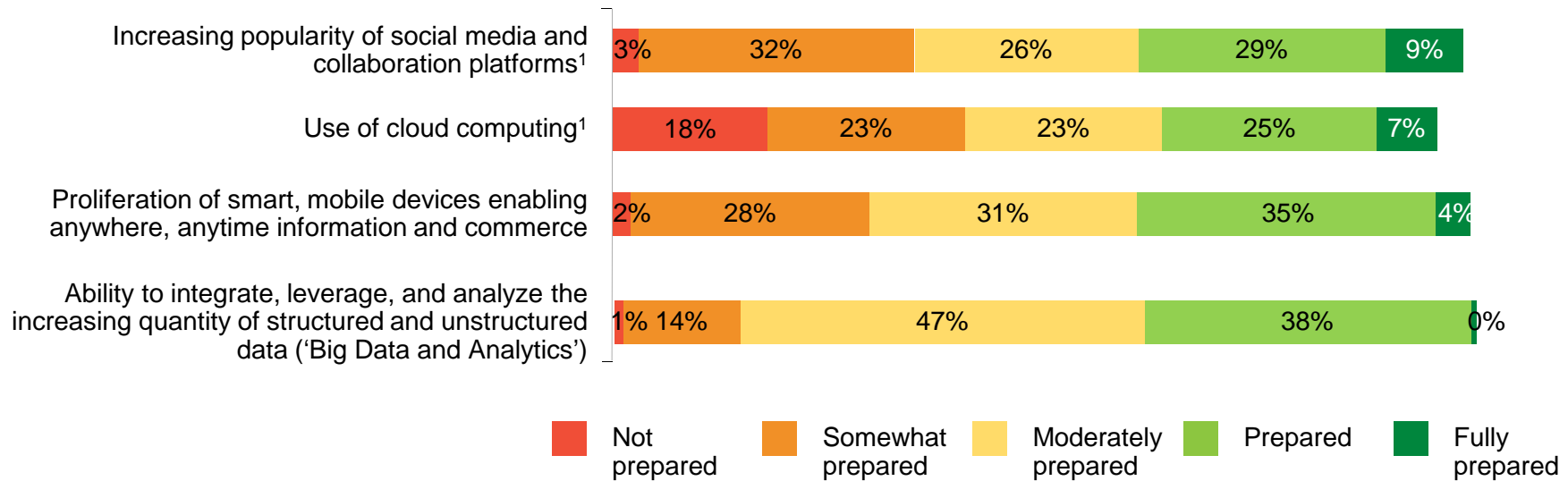


- It's smart business to tend to your infrastructure.
- Customers demand an engaging customer experience and 24x7 access and availability.

¹ IBM, *The IT infrastructure conversation*, July 2014.

Less than 10% of all organizations are fully prepared to address mobile, social, big data / analytics, and cloud trends

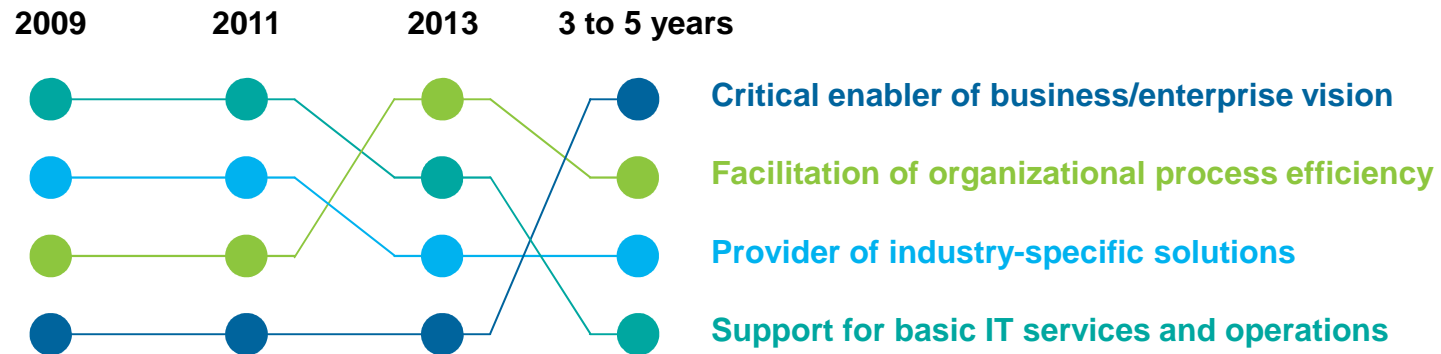
Level of preparation of existing IT infrastructure to address the following trends



CEOs consider technology the single most important external force shaping their organization's future²

Source: IBM Institute for Business Value, IT Infrastructure Study. Q2. How prepared is your existing IT infrastructure to address the following trends?; ²Note: "The Customer-activated Enterprise: Insights from the Global C-suite Study." IBM Institute for Business Value, October 2013. <http://www.ibm.com/csuitestudy>. Question E8-What are the most important external forces that will impact the enterprise over the next 3 to 5 years? (n=884, CEO only)

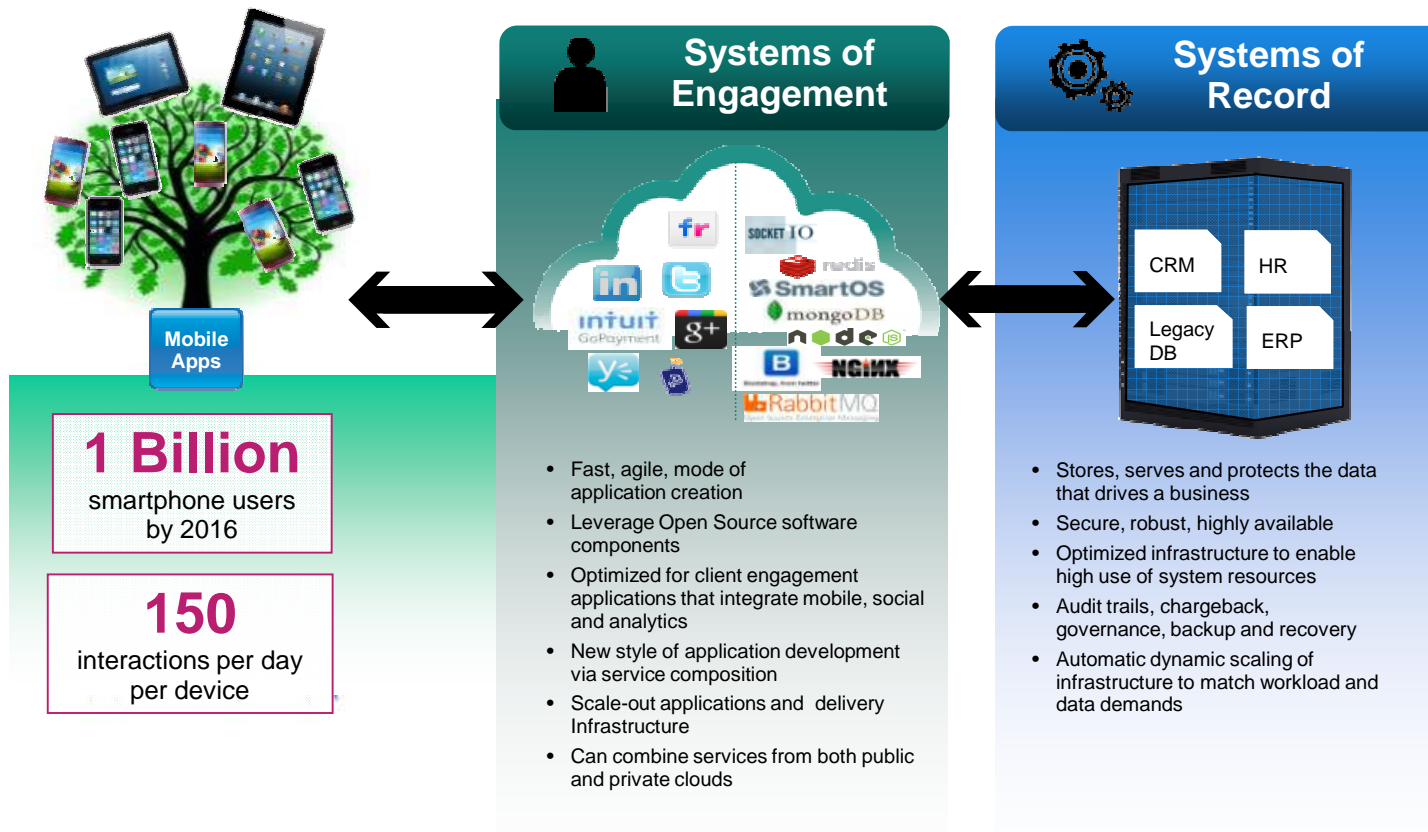
CIOs are focused on repositioning IT at a more strategic level within the enterprise



...although progress may not be as fast as they would like

Source: IBM Institute for Business Value, Moving from the back office to the front lines – CIO Insights from the Global C-Suite Study_2013, Question CIO1–What areas consume the most attention and priority from IT in support of the enterprise?

Mobile customer engagement and social media impact the role of infrastructure



Cloud, Analytics & Security (enable IT?)



Cloud

Improve the economics of IT through efficiency and faster delivery of new products and services



Big Data and Analytics

Systems of Insight handle large volumes of data and derive real-time insights



Mobile and Social

Systems of Engagement promote information sharing and collaboration across the enterprise



Security

Ensure secure transactions and interactions

What does a *cloud-enabled* infrastructure look like?

Cloud infrastructure:

Must manage heterogeneous environments

Helps meet new workload demands and service agreements

Guards against pervasive threats

made with
IBM

IBM CAN DEPLOY A HYBRID CLOUD INFRASTRUCTURE USING:

- Scale-out IBM Power Systems™ servers running Linux technology
- Enterprise cloud solutions on IBM z Systems® mainframes, for large installations
- Highly scalable storage solutions such as IBM XIV® Storage System or IBM Elastic Storage technology
- IBM Platform Computing solutions
- IBM Cloud Manager with OpenStack

73%

lower cost realized with IBM Enterprise Cloud System than public cloud offerings¹

5K

private and hybrid cloud client engagements provided by IBM in nearly 100 countries in 2013²

¹ Based on IBM or IBM client experience.

What does an *analytics-enabled* infrastructure look like?

Analytics-enabled infrastructure:

Handles huge and unpredictable volumes of data

Integrates into the enterprise information lifecycle

Provides consistent interfaces for data for analytics

made with
IBM

IBM CAN BUILD AN INFRASTRUCTURE THAT HELPS ENSURE:

- Right-time decisions using the scale-up performance of IBM Power Systems servers
- The collocation of systems of record and analytics capability of IBM z Systems mainframes
- The high-performance storage capabilities of IBM FlashSystem™ storage
- Increased efficiency with the IBM Platform Computing family
- Extremely fast query results for business insight with IBM DB2 Analytics Accelerator

What does a *mobile-* and *social-enabled* infrastructure look like?

Mobile- and social-enabled infrastructure:

Connects back-end systems with systems that touch customers

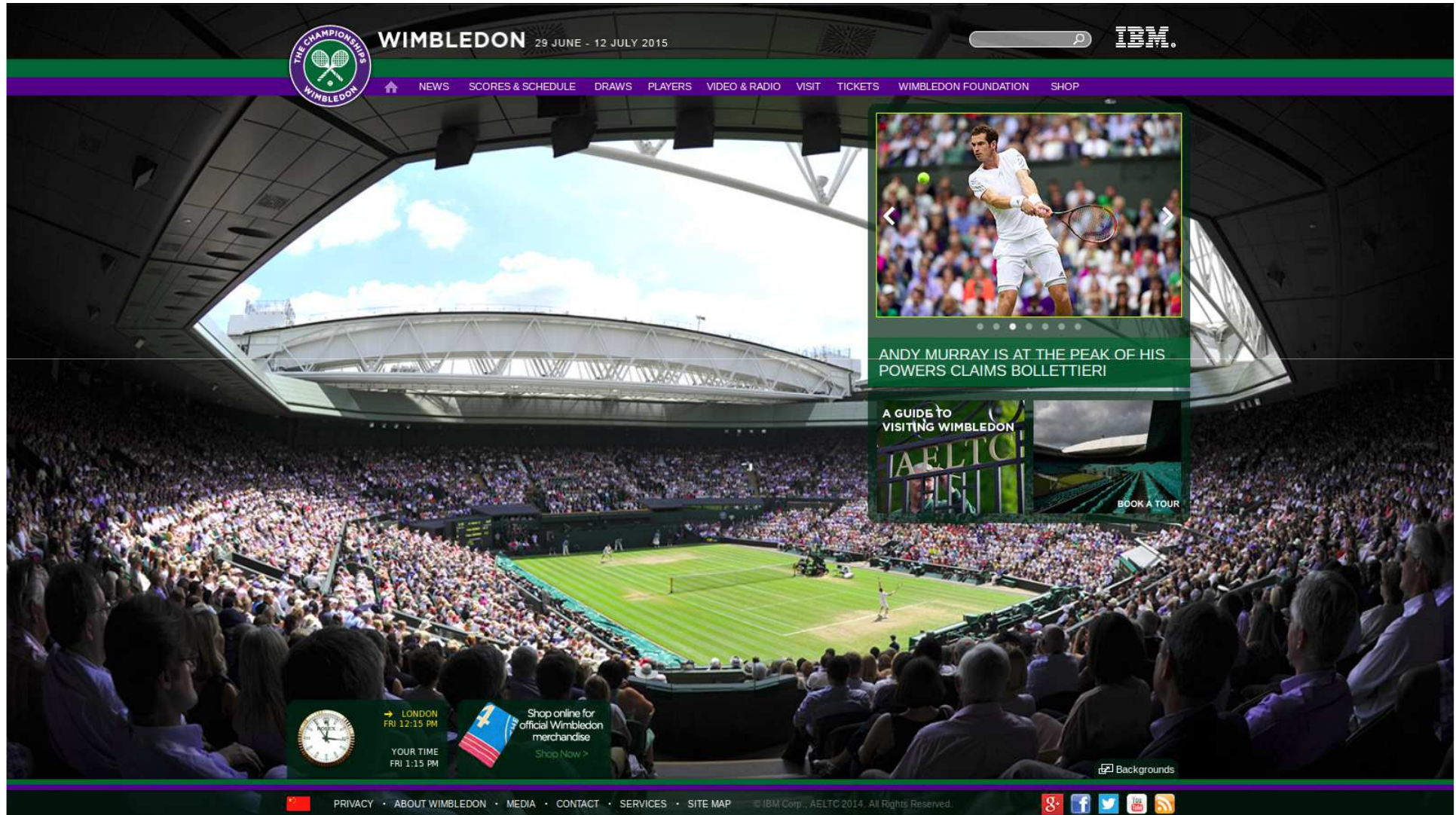
Orchestrates systems to evolve and deepen knowledge to grow customer relationships

made with
IBM

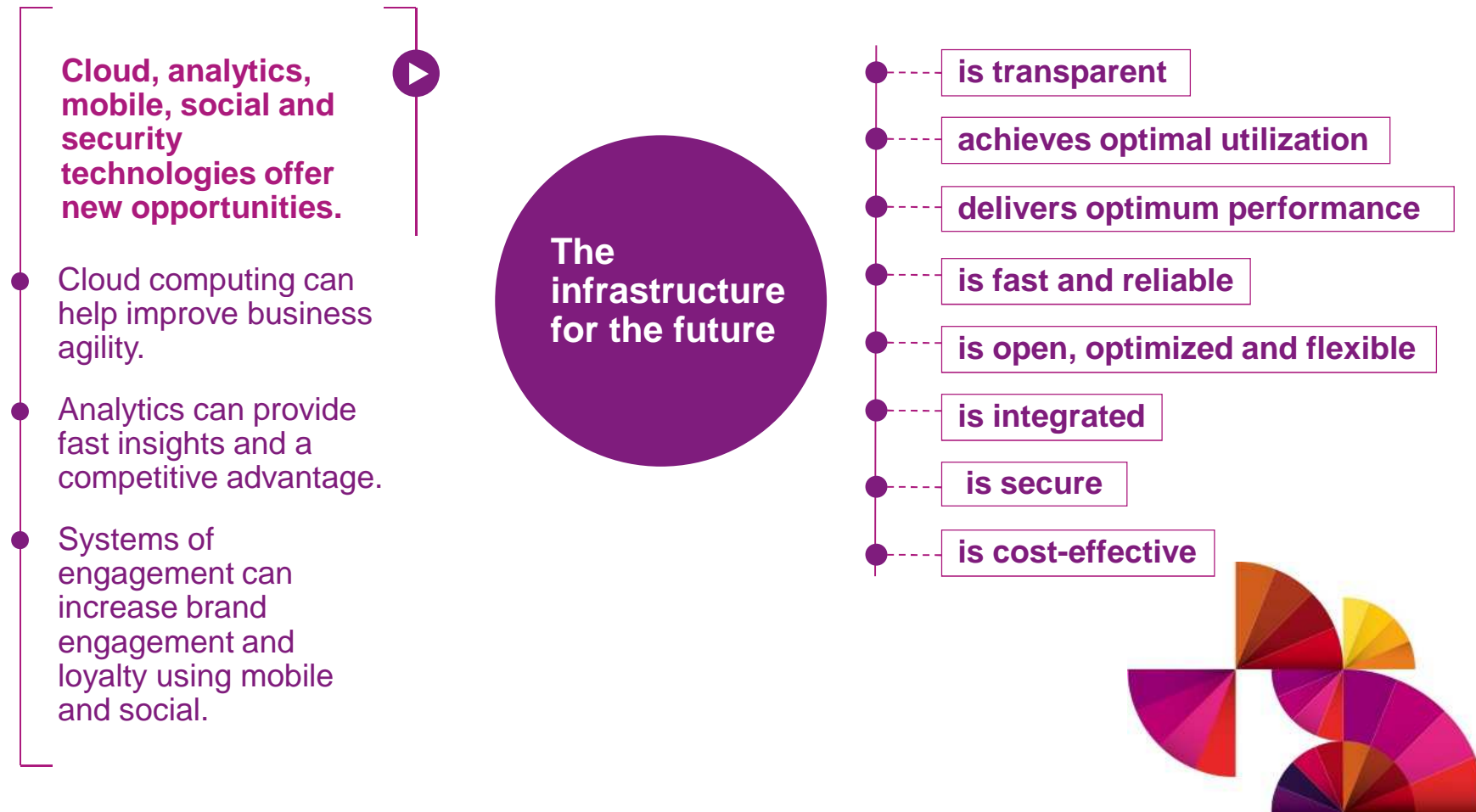
IBM CAN BUILD THE INFRASTRUCTURE TO:

- Integrate the front and back offices to drive engagement and personalization via IBM Power Systems servers
- Build and manage vast networks of mobile devices using IBM z Systems mainframes
- Use high-performance storage systems so that customers have fast access to information
- Quickly and economically add computing capacity with IBM Platform Computing Cloud Service running on a SoftLayer® infrastructure
- Help glean insights from customer data to promote products on a more personal level with IBM PureData™ for Analytics

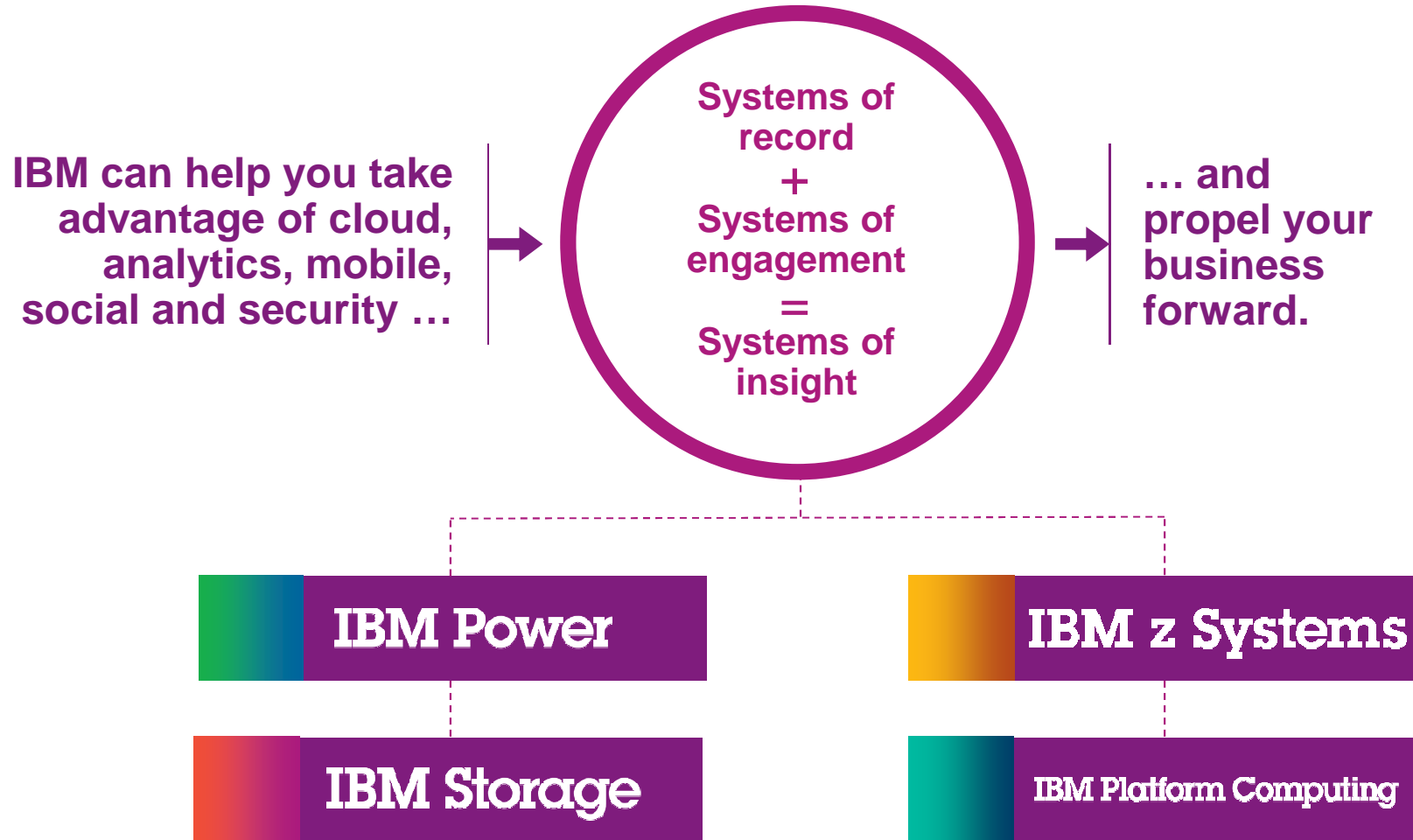
Use case: Visiting Wimbledon Championships



So, is your infrastructure ready to grab new opportunities ?



How can IBM help?





Backup slides

Mobile apps go much deeper than the front-end User Interface

