

**BusinessConnect**

A New Era of Smart

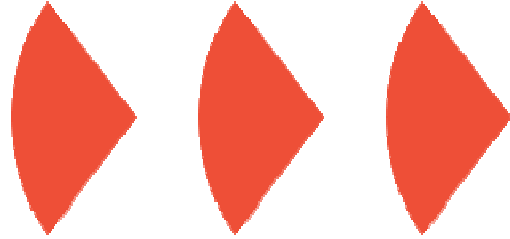
June 12 2014

# Leveraging IaaS for Flexibility Scalability & Global Reach

Jonathan Wisler  
General Manager EMEA

**SoftLayer, an IBM Company**





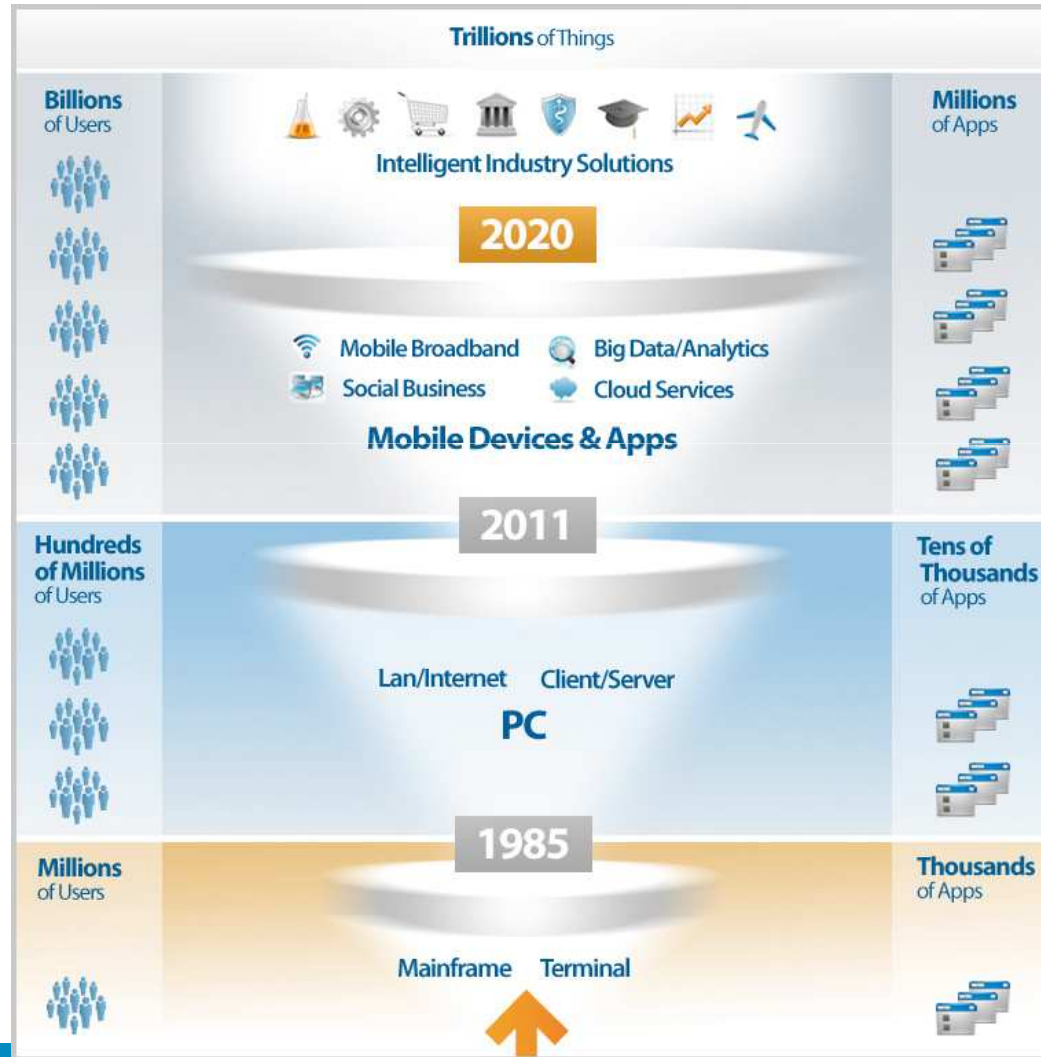
# BOLD MOVES



“Build the Future” video



# Third Platform



# SoftLayer

Works for Organizations...

## Born on the Web



lumosity



tumblr



## Moving To The Cloud



## Using Next Gen Enterprise Applications





# A Brief History

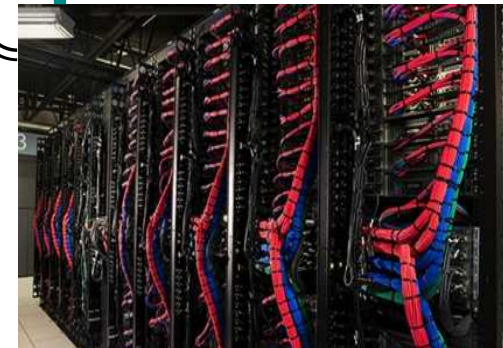
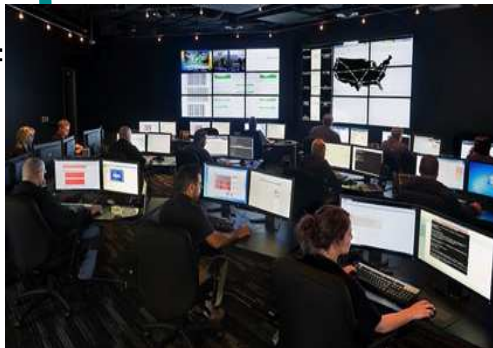
Formed by 10 industry veterans in 2005

Model predicated on software-driven infrastructure

Unencumbered by early-industry legacy restrictions

## Founding principles

Innovation, Empowerment, Automation, Integration



# SoftLayer

## difference



Complete control,  
access, and transparency



Seamless fault-tolerant,  
multi-site topography



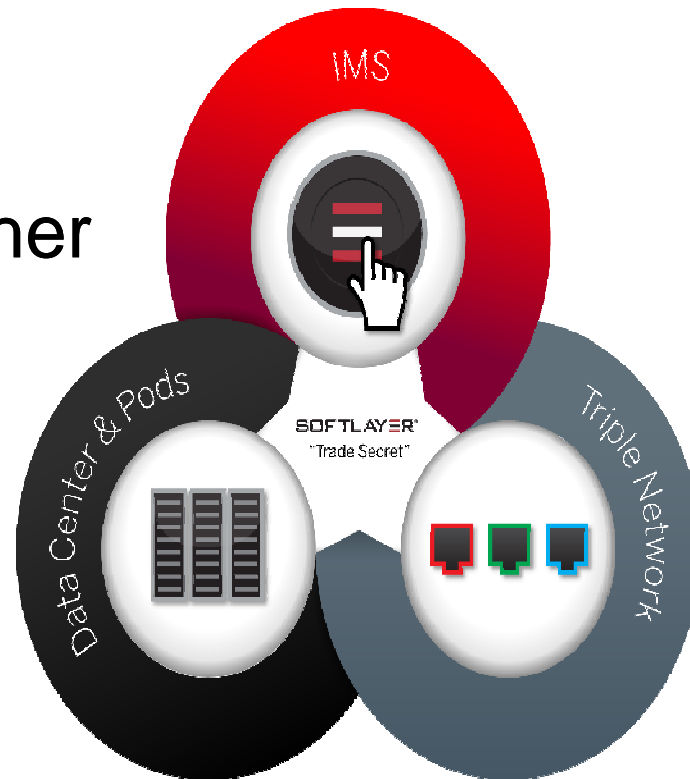
Single-tenant and  
multi-tenant environments



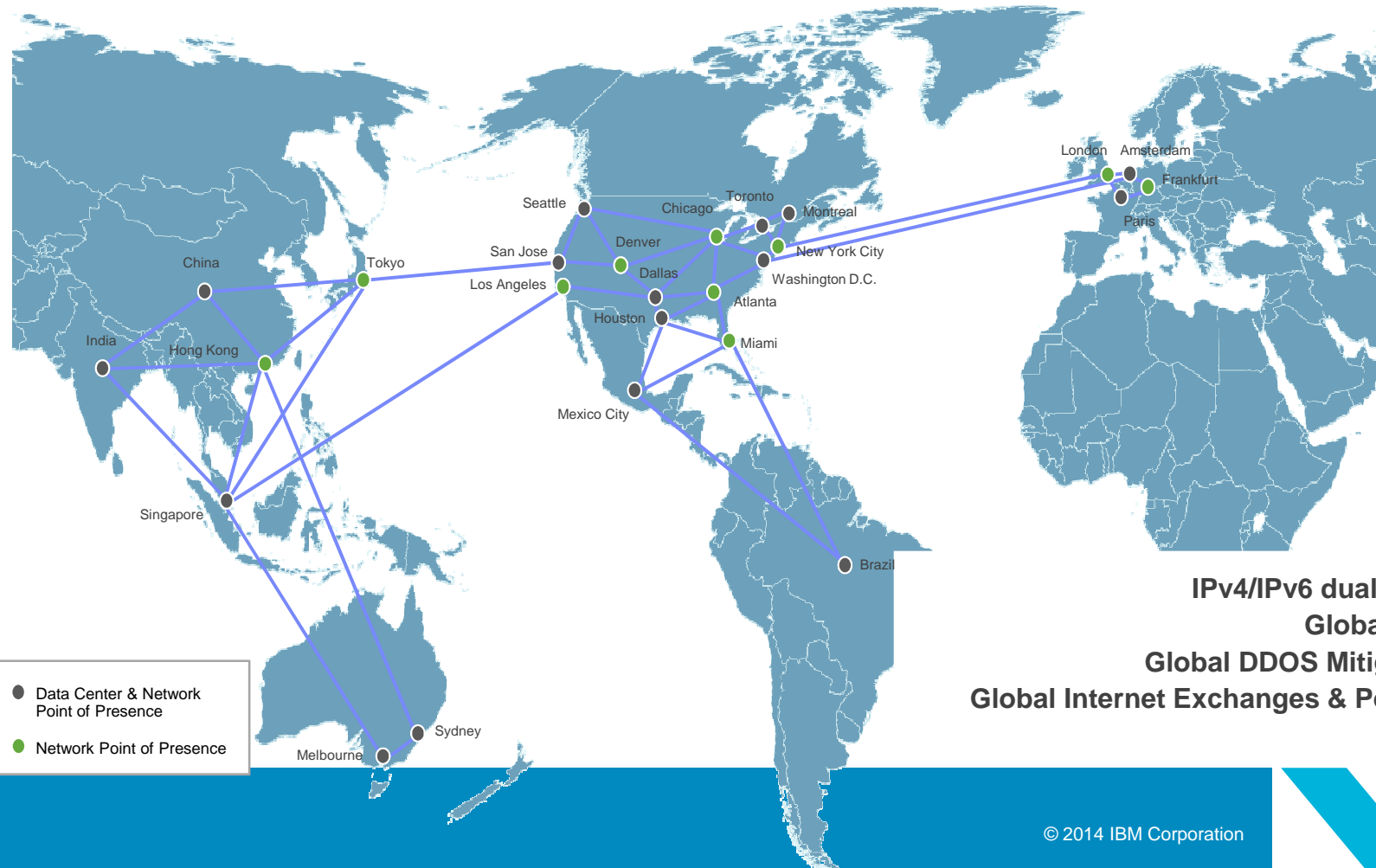
Complete portfolio available  
on-demand in all data centers



**fits** How it all  
together



# Global footprint



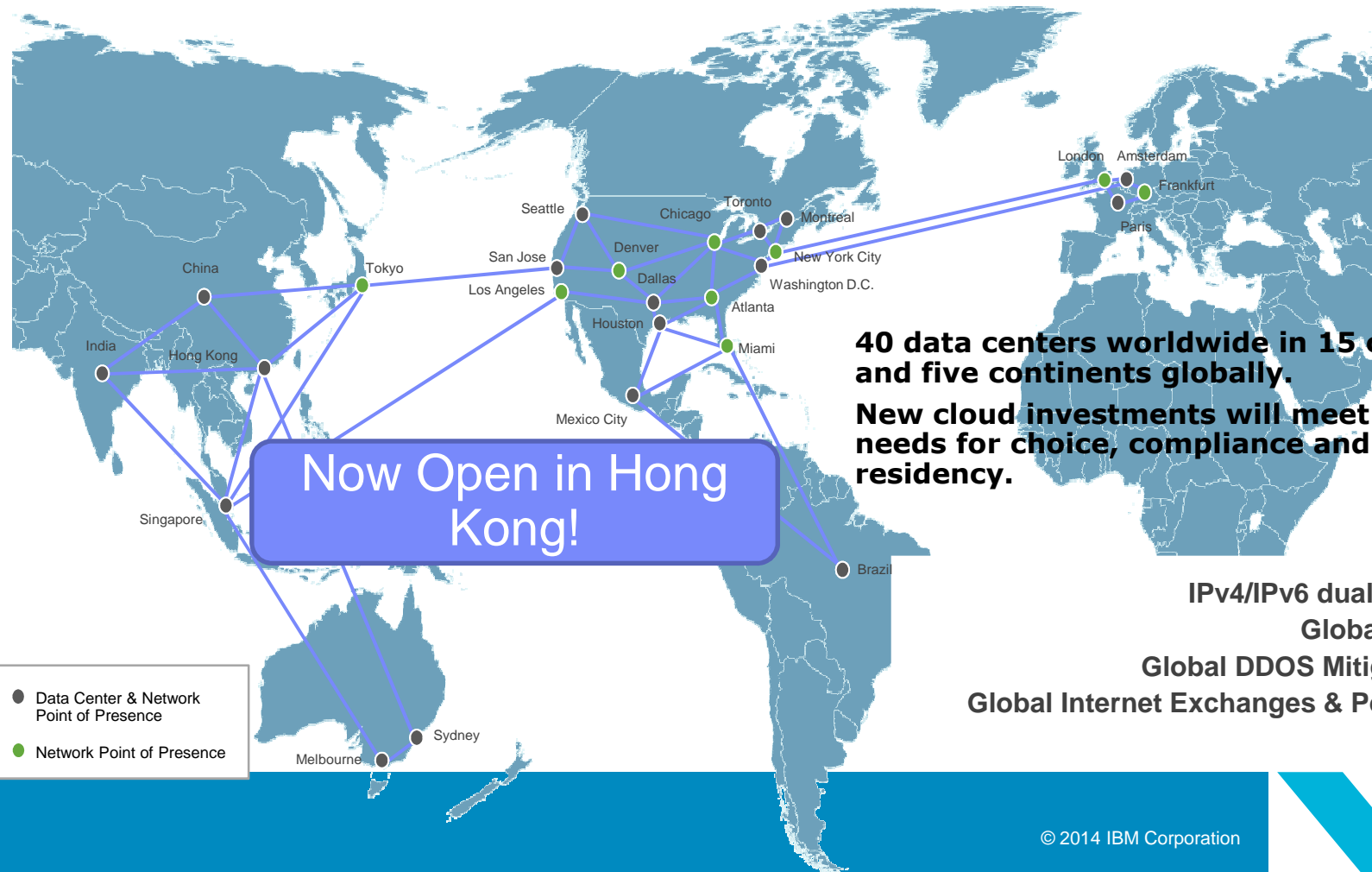
**IPv4/IPv6 dual stack**  
**Global DNS**  
**Global DDOS Mitigation**  
**Global Internet Exchanges & Peering**





# IBM is investing **\$1.2B** in new cloud resources to significantly expand SoftLayer presence

Providing you localized capabilities you require

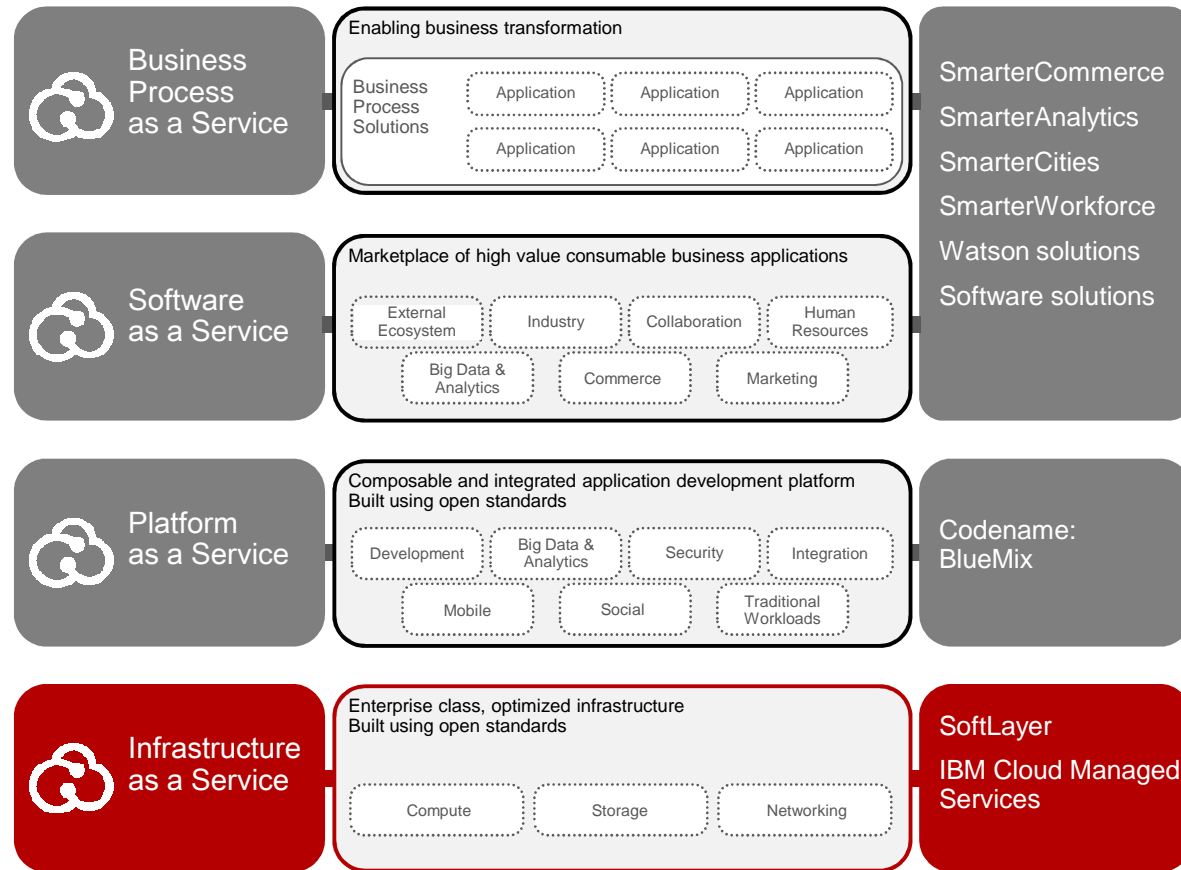


**40 data centers worldwide in 15 countries and five continents globally.**  
**New cloud investments will meet clients' needs for choice, compliance and data residency.**

IPv4/IPv6 dual stack  
Global DNS  
Global DDOS Mitigation  
Global Internet Exchanges & Peering

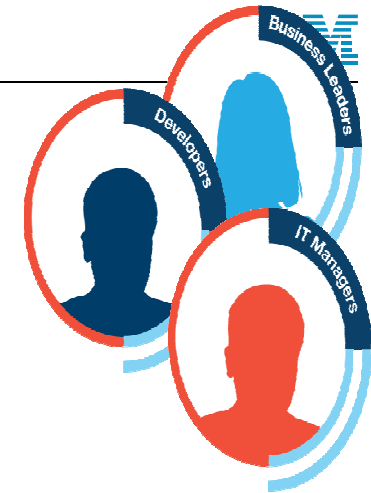


# Integration with **IBM**



Public. Private. Dynamic Hybrid.





Bringing new exciting possibilities

# Power Systems Innovation

**SOFTLAYER**® +  + Power Systems = **Putting Data to Work Faster** in the Cloud

**OpenPOWER**



All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

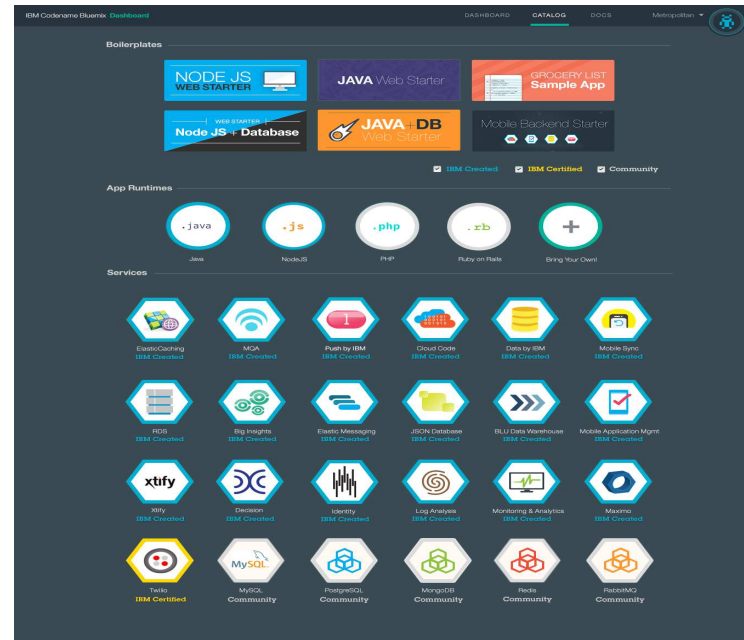


# Codename: **BlueMix** on SoftLayer

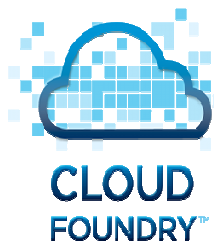


## Delivering a Composable Services **development** Environment

- Run Your Apps
- DevOps
- APIs and Services
- Cloud Integration
- Extend SaaSApps



### Fueled by Open Source PaaS



## The Cloud Foundry Foundation



# The NoSQL

Database-as-a-Service



IBM offers a full range of database services for cloud developers

- BLU Acceleration
- MapReduce/Hadoop
- SQL Database
- JSON Database
- Mobile Data
- NoSQL Database**

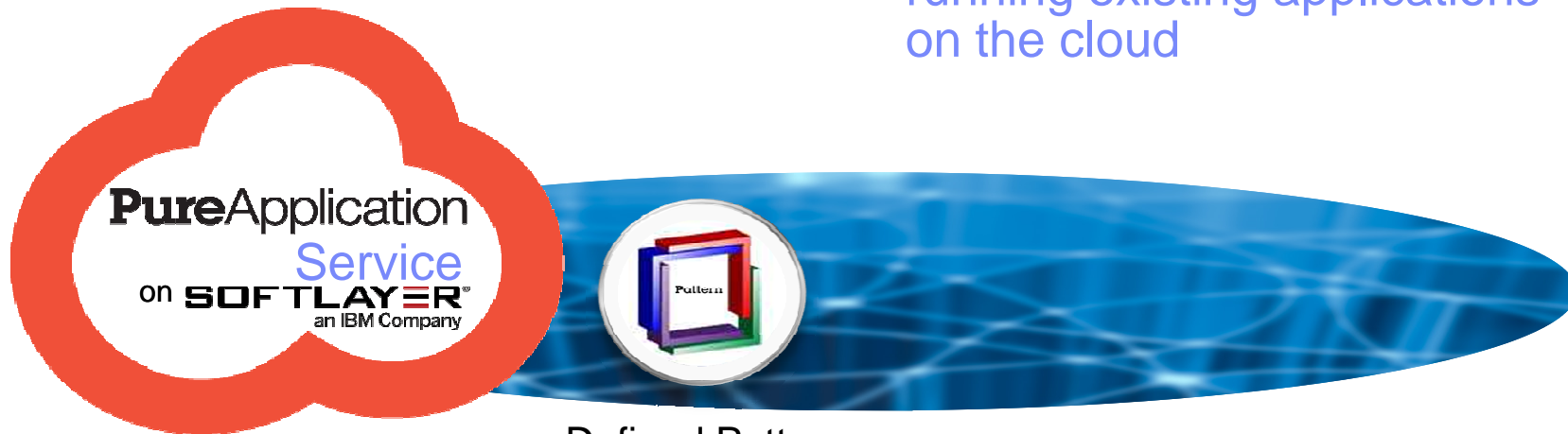


- Rapidly create next generation web and mobile apps
- Built-in replication and sync for DR, HA and pushing data close to the users (mobile devices)
- Unlimited scalability



# Software Patterns on SoftLayer

- 200+ application and middleware patterns available
- Pre-integrated environment optimized for applications
- Accelerates and simplifies running existing applications on the cloud



Defined Patterns Services

In 2014, there  
is no cloud like IBM.



## Statement #1

No other cloud services provider has the technology capabilities, expertise, and credibility of IBM.

## Statement #2

No other cloud services provider is investing as much to enable any company to build its ideal cloud solutions.

## Statement #3

No other cloud services provider gets business and gets cloud at the same time.





# Next Wave

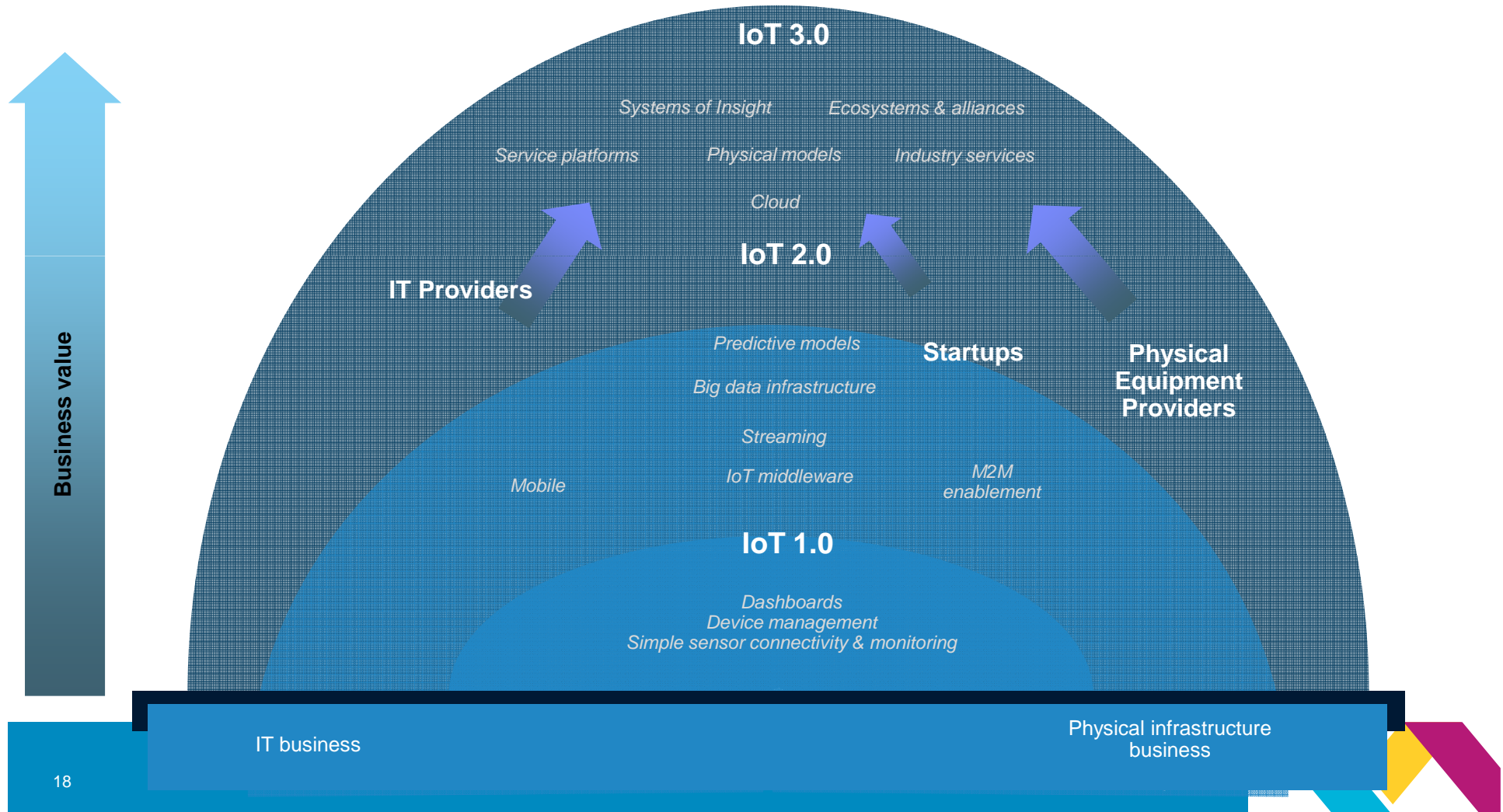
IoT



M2M



# Smarter Planet

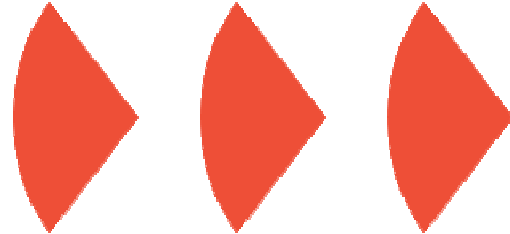


CREATIVITY IS  
THINKING UP  
NEW THINGS.

INNOVATION  
IS DOING  
NEW THINGS.

DEJOOST.COM





# BOLD MOVES

