

Reinvent Your Business And Optimize IT With The Newest Cloud Innovations

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IBM

Cloud Enables **Innovation** While Managing Change and Complexity

Enduring relationships

Gain customer insight and use it to improve products & services

Speed & dexterity

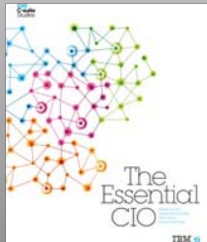
Create new models of self-service and deployment
For new products & services

IT without boundaries

Simplify access to information and services
improving outcomes

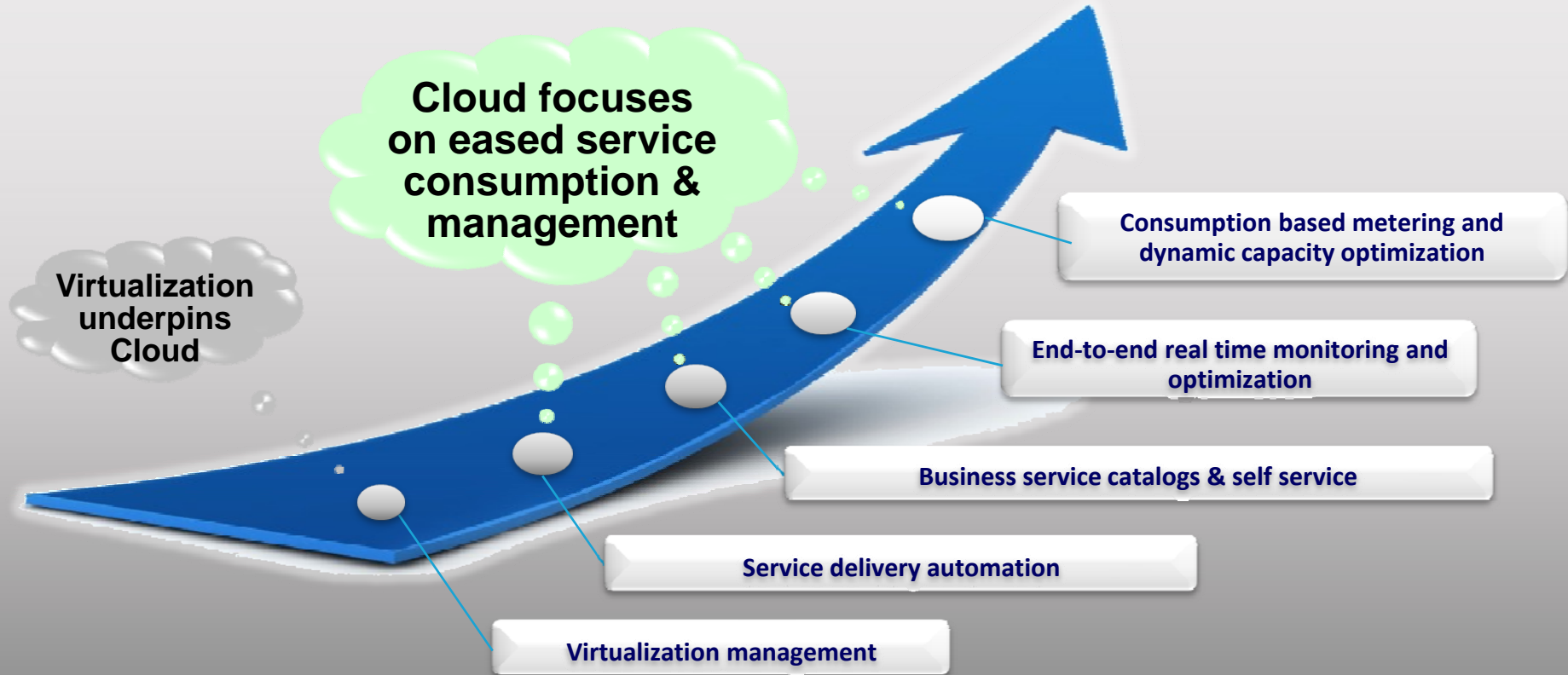
Value creation

Define and deliver new business value in real time



68% ranked Cloud Computing as their most important initiatives for the future

Organizations Are Now Moving Beyond Virtualization to Higher Value Stages of Cloud Computing



Cloud Adoption Patterns Are Emerging Backed By Proven Best Practices



Cloud Enabled Data Center (IaaS)

Cut IT expense, risk & complexity

Transition IT from a "cost center" to a strategic center of business value



Cloud Platform Services (PaaS)

Accelerate time-to-market with new workloads

Enable dynamic cloud based service delivery "On Demand" and at lower cost



Business Solutions on Cloud (SaaS)

Gain immediate access to applications

Software-as-a-Service delivering IT and process orchestration within and across organizations



Cloud Service Provider

Deliver innovative business services

Implement new business models for internal and/or external service providing,



Cloud Service Delivery & Manage
Design, Deploy, Consume



IBM SmartCloud Platform



Commitment to open standards and a broad ecosystem

Ryan Kean

Senior Director

Enterprise Platform Tech Services

The Kroger Company

Marie Wieck

General Manager

Application & Integrated MW

IBM Software Group

Dave Lindquist

IBM Fellow & Vice President

Tivoli Software

IBM Software Group

Paul Loftus

General Manager

Cloud Managed Services

IBM Global Technology Services

Doug Rommel

Senior Vice President

Chief Information Officer

American Greetings

Make the Most of Your Cloud Experience at Pulse!

More Than 50 Sessions and 15 Demos

Three tracks featuring world-class cloud education

Cloud and New Models for Service Delivery

CMD

Collaborative Development and Operations

CDO

Automated Operations Technical Council

AOT

IT Service Management

ISM

Service Availability and Performance Management

SPM

Storage Management

CSM

Cloud Service Providers

CSP

Additional opportunities to hear from thought leaders and technical experts

- Birds of a Feather (Breakout Rooms)
- Expo Theater (Solution Expo)
- Meet the Experts (Marquee Ballroom)

More than 15 live demonstrations in the SmartCloud Zone

Simplify your Solution Expo Hall experience and take advantage of Guided Tours. Register at the Information Desk

Rethink IT.
Reinvent Business.
Smart, Secure and Ready for Business