

# Pulse2013

Optimizing the World's Infrastructure

# Two Major Application Deployment Models have Emerged in Cloud Adoption

## Cloud Enabled

**Scalable**

**Virtualized**

**Automated Lifecycle**

**Heterogeneous Infrastructure**

**Existing**

**Middleware Workloads**

Compatibility with existing systems



## Cloud Centric

**Elastic**

**Multi-tenant**

**Integrated Lifecycle**

**Standardized Infrastructure**

**Emerging**

**Platform Workloads**

Exploitation of new environments

# IBM's Strategy and Portfolio are Designed to Help Clients Adopt Cloud Models that Best Meet their Unique Requirements

IBM has capabilities to address new cloud applications as well as traditional IT to cloud transformations

## IBM SmartCloud

### IBM SmartCloud Foundation

- Private & hybrid Clouds
- Evolve existing IT capabilities

### IBM SmartCloud Services

- Secure & scalable cloud managed services platform
- Consume new & existing IT capabilities

### IBM SmartCloud Solutions

- Pre-built cloud software & business process as a service solutions



Common Cloud Management Services built on an open standards reference model



# OneTree Realizes Value in Delivering their Own Solutions as Patterns that are Portable Across Private and Public Clouds

## The need

- Boost revenues through laser-sharp marketing and optimal sales
- Have freedom of deployment options

## The solution

- Virtualized solution deployable as a pattern to private and public clouds
- Reduced deployment time, cost and errors

## The benefits

- **Effective and quick deployment** of the PriceLenz solution to numerous customers around the world while maintaining a high level of quality
- Slashed deployment time from **3 weeks to 8 minutes**

# TP Vision Is Creating New Opportunities through Innovative Business Models

## The need

- Transform [TP Vision](#) to modern consumer electronics provider
- Enable the emergence of new “intelligent” consumer services

## The solution

- Service delivery platform based on IBM SmartCloud
- Extend new service capability and platform with other members of the [Smart TV Alliance](#)
- Add new content, services and applications to new Internet TV platform

## The benefits

- **Broadens business model** from producing devices to delivering services
- **Deeper customer relationships** through tailored content
- **Flexible pricing** model that scales as the business grows

# RIO 2016 Is Transforming the Management of their Infrastructure to Rapidly Respond to Disasters

## The need

- Modernize management of aging water and sewer infrastructure
- Extend useful life of critical components
- Address numerous customer complaints and increase satisfaction

## The solution

- City operations center integrating over 30 agencies
- Collect and share real time information on weather, energy, buildings, transportation, and water
- Use advanced analytics to predict rainfall and its impact

## The benefits

- **Marshals resources within hours** to warn the public and provide a targeted emergency response
- **Share information** across agencies and synchronize rescue efforts
- **Extended early warnings** to 48 hours

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