

Pulse2013

Optimizing the World's Infrastructure

The Challenge: Innovate While Managing Rapid Change

**Smarter
Physical Assets**



200 Billion
*Physical assets
with IT intelligence*

**Boundless
Infrastructures**



1 Billion
*Consumers will
have SmartPhones*

**Unpredictable
Data Flows**



62%
*of workloads will
be Cloud-based*

**Expanding risk
and cost**



60,000
*Cyber attacks
every day*

Balancing Optimization with Innovation Is Key to Enabling New Product and Service Models

Optimization

- Core data & transactions
- App infrastructure / stores
- Virtualized resources



Innovation

- Parallel app models
- Shared infrastructure
- Social, mobile, asset-based user Interfaces

Innovation drives need for continuous IT **optimization**

New economics of IT fuels investments in **innovation**



Innovative Solutions Change More than the Bottom Line



The Mobile County Public School System

Enables teachers & counselors to keep at-risk students on track for graduation by identifying risk patterns in student records.

Alameda County Social Services

Ensures help is available to families who need it by coordinating all services through a common system, thereby eliminating \$11 million of waste and fraud.



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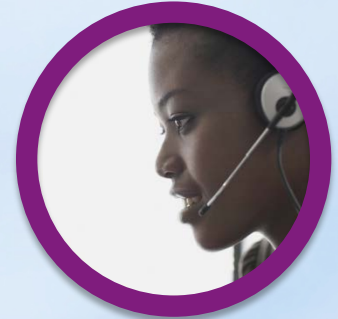


The Hospital for Sick Children (SickKids) in Toronto

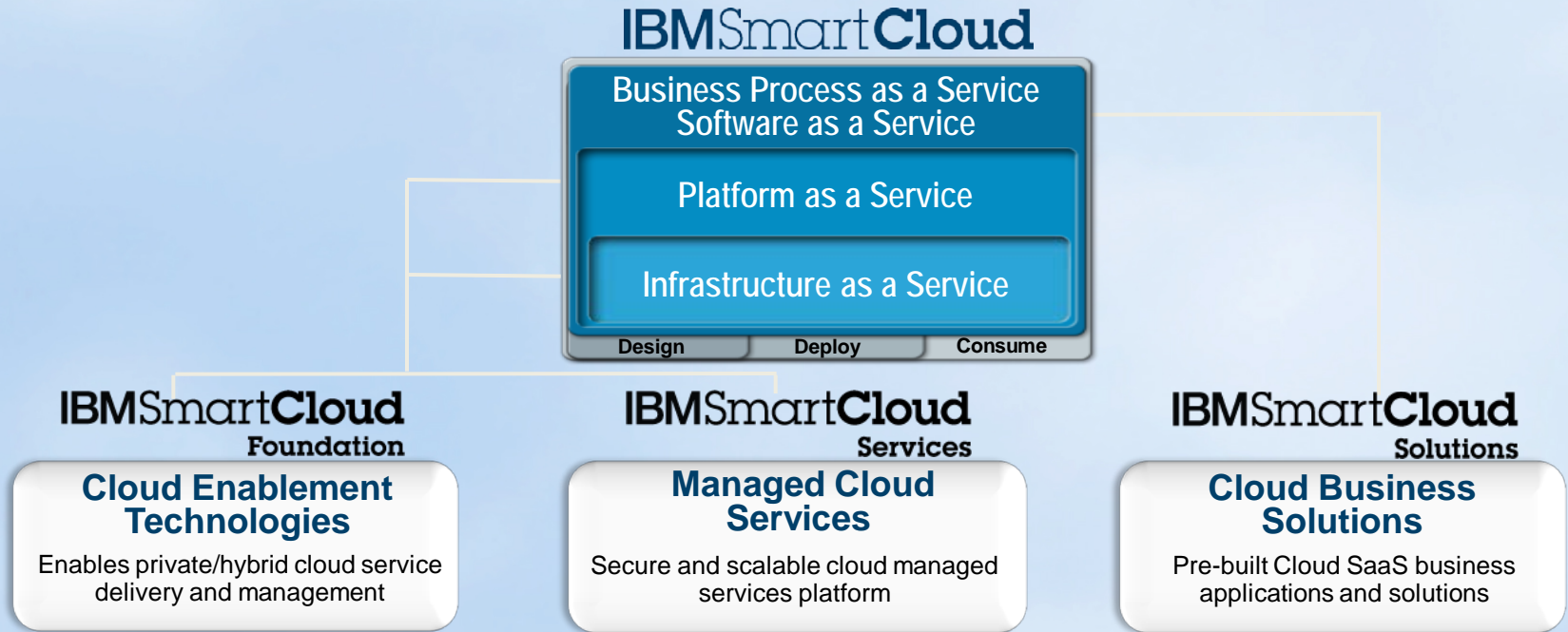
Empowers doctors to proactively treat their most fragile premature infants through real-time analysis of massive streams of vital data to detect serious complications.

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A Next Generation Infrastructure Powered By IBM SmartCloud Is Fundamental



Common Cloud Management Services built on an open standards reference model





Eugene Tuijnman

Founder and CEO
SLTN

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