



6 Eylül 2012 Rixos Pera İstanbul

Impact2012

Comes To You

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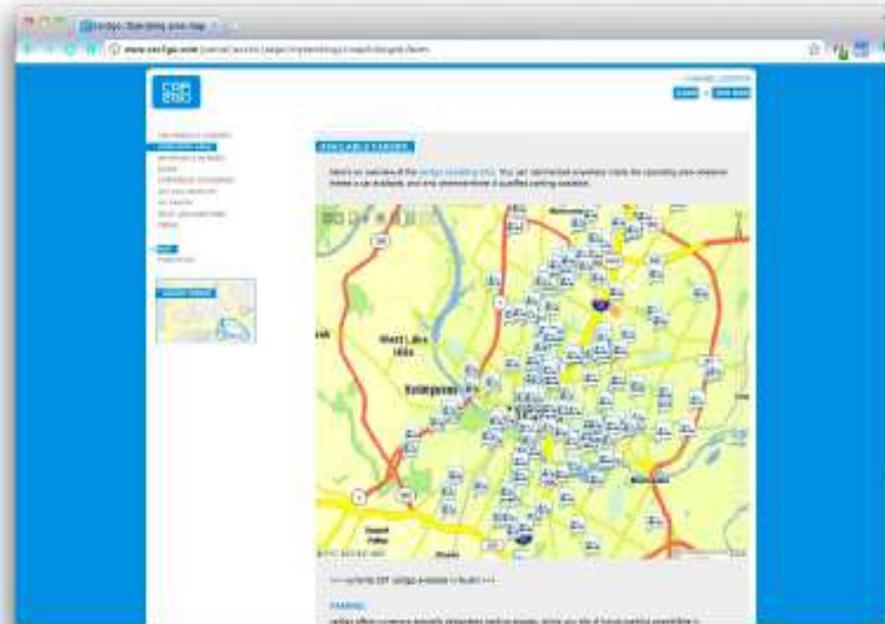
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A Non-IT View of Service Delivery Innovation



THE PERSONAL OPTION TO PUBLIC TRANSPORTATION.

Austin, Texas, Nov 16, 2010
car2go Austin Celebrates First Anniversary:
 With Approximately 15,000 Registered
 Members and Fleet Extension



| | |
|-------------------------------------|--------------------|
| Registration fee | \$35.00 plus tax |
| Per minute | \$0.35 plus tax |
| Per hour maximum | \$12.00 plus tax |
| Per day maximum | \$65.99 plus tax |
| Per mile after 150 miles per rental | 45 cents, plus tax |





Business need: An international tennis tournament club accommodates nearly half a million spectators onsite, while simultaneously meeting the needs of the world's sporting media with over three quarters of a billion television viewers on 129 TV channels in 173 countries. To remain the premier tennis event – the tennis tournament club understood it had to build on its already global brand and increase its reach to a more diverse audience. Thus Club endeavors to engage its audiences by giving people the ability to share, interact with and connect to The Championships experience as though they were actually there – and to do this in new and exciting ways.

Solution: During the tournament the website saw a tremendous volume of traffic with 15 million unique visitors and 451 million page views. It also faced up to 80,000 cyber incidents each day. By providing a scalable, robust and secure website, these threats were mitigated, protecting data and ensuring the website was available and responsive 24/7. Their website runs on the IBM SmartCloud™™ Enterprise and SmartCloud™ Enterprise+ infrastructure allowing dynamic provisioning/deprovisioning of resources, ideal for fluctuating requirements across the sporting year.

Benefits: IBM Cloud services saved the club costs and energy as it was able to add or remove hardware and software as demand required. The solution benefits included a scalable, robust and secure website withstood up to 80,000 attacks each day of the tournament, had 15 million unique visitors and 451 million page views. The built-in data analytics allowed IBM to collect data about every game, set and match, providing real-time information to the media, spectators, online visitors and even the coaches.



WIMBLEDON 24 JUNE - 7 JULY 2013

IBM

NEWS 2012 OLYMPICS SCORES DRAW & SCHEDULE PLAYERS LISTEN & WATCH INTERACT VISIT SHOP

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Use Case: Initialize and administer a cloud infrastructure with IBM Systems

Cloud Project:

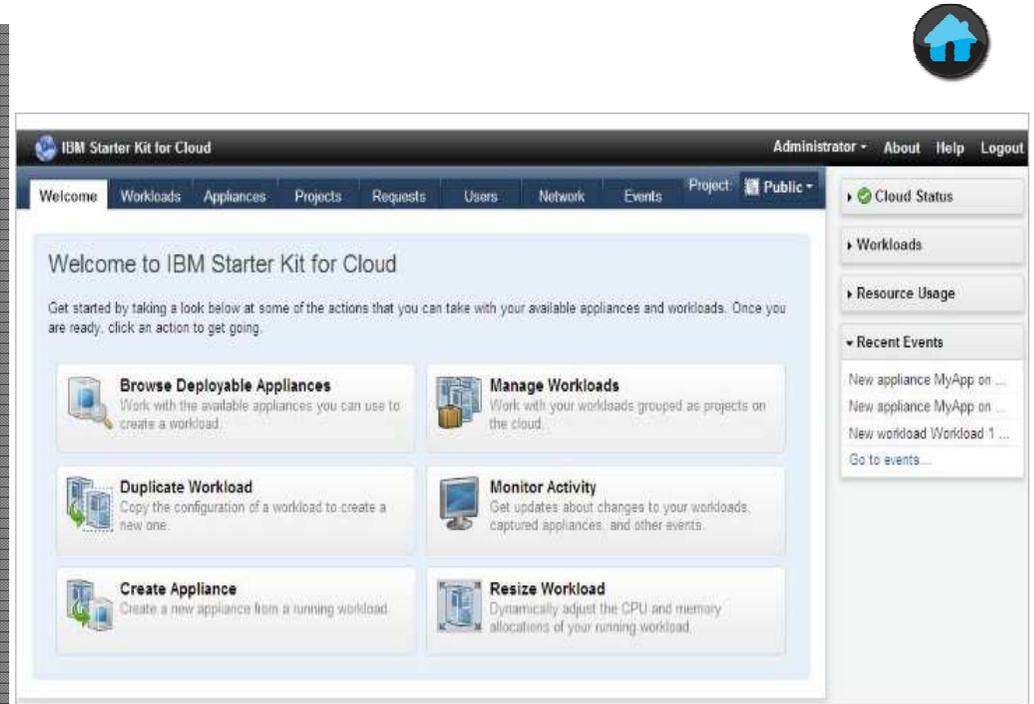
Implement an Entry Cloud Infrastructure

Prereqs

PowerVM, VMControl EE & Storage Control for Power; VMWare vSphere for System x

Platform Support:

Power systems / PowerVM / AIX & Power Linux guests
System x / VMware / Linux & Windows guests



Customer Value

- Demonstrated 35x improvement for deploying new applications
- Implement private cloud on IBM hardware in 2-3 days
- Optimized for IBM hardware and provides workload balancing and VM mobility.
- Hypervisor choice - future hypervisor transition allows clients to maintain value of investment
- Interoperability with systems management solutions through REST APIs
- Price Advantage – fixed per server– scale with less expense and greater value for higher VM densities

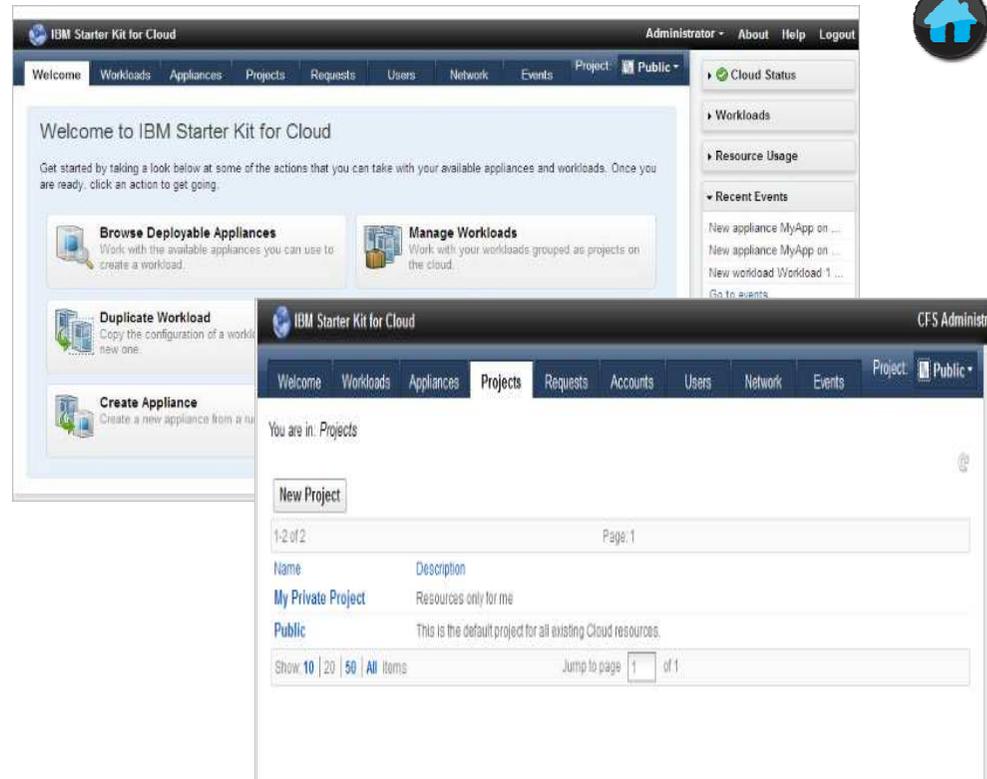
Use Case: Administer and manage cloud projects for users and groups

Pre-reqs

PowerVM, VMControl EE & Storage Control for Power; VMWare vSphere for System x

Platform Support:

Power systems / PowerVM / AIX & Power Linux guests
System x / VMware / Linux & Windows guests



Customer Value

- Intuitive interface for cloud administration – typically used by IT ops, IT infrastructure admins or new role of cloud administrator.
- Allows for assignment of resources based on projects and roles: owner, user, viewer.
- Basic metering of VM per hour and project budgeting available for accountability or billing.
- Improves IT operations productivity
- Facilitates standardization of VMs driving down configuration errors

Use Case: Self-provision stable, predictable workloads (no workflows required)

Cloud Project:

Pre-reqs:

PowerVM, VMControl EE & Storage Control for Power; VMWare vSphere for System x

Platform Support:

Power systems / PowerVM / AIX & Power Linux guests
System x / VMware / Linux & Windows guests

[Sales Kit](#)

[Competitive content](#)

The image displays two screenshots of the IBM Starter Kit for Cloud web interface. The top screenshot shows the 'Workloads' page with a table listing two workloads: 'Workload 1' and 'D2', both with a status of 'OK'. The bottom screenshot shows a detailed view of the 'D2' workload, including its state (OK), description, original name, hypervisor (PowerVM), deployment date, and a table of virtual servers with columns for Host name, State, and IP Address.

Customer Value

- Improves time-to-market for applications through automated self-service deployment or standardized application images
- Intuitive easy-to-learn interface for end users
- Roles-based security allows for management and view functions
- Personalization of user interface through the use of REST APIs

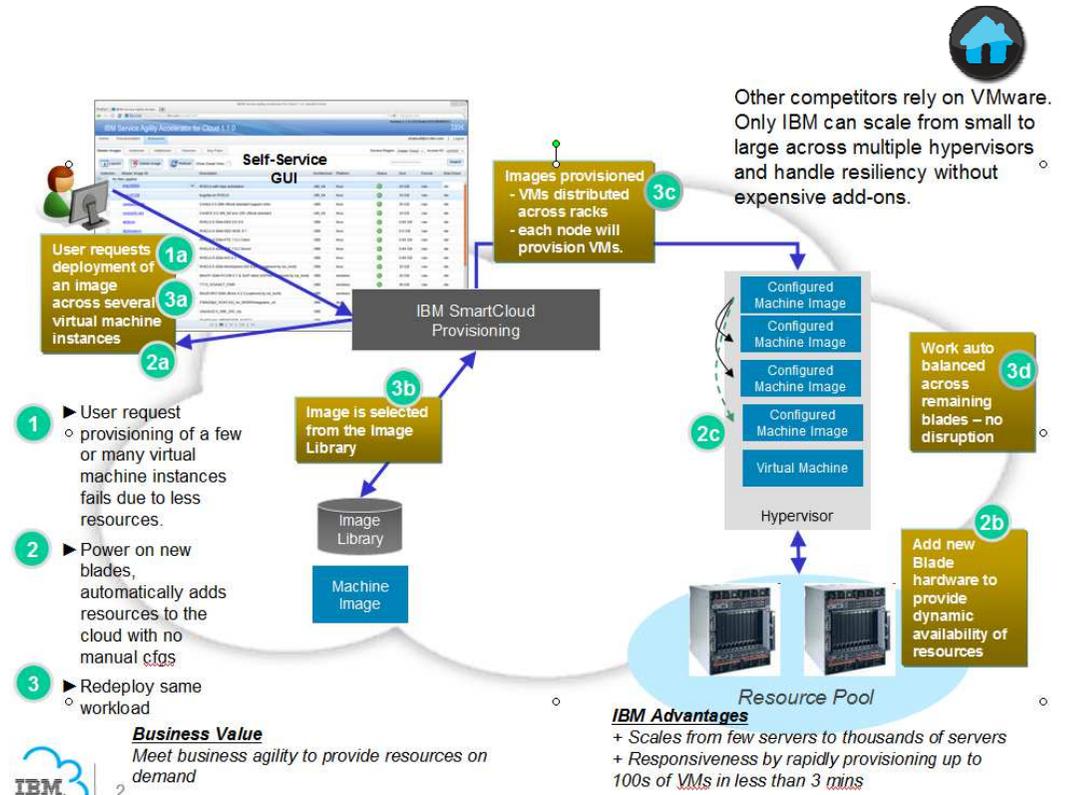
Use Case: Rapid, parallel scaling to thousands of VMs

Audience:

Users: Operations team, Line of Business

Pre-reqs:

x86 servers, hypervisors



Customer Value

- Power up and forget: Scale up cloud infrastructure with no manual configuration and rapid cross domain provisioning
- Choice through extensive hypervisor (x86 today) and platform support
- 99.9% system availability
- Responsiveness by rapidly provisioning up to 100s of VMs in less than 3 mins
- Scale from few to 1000s of VMs to meet business demands

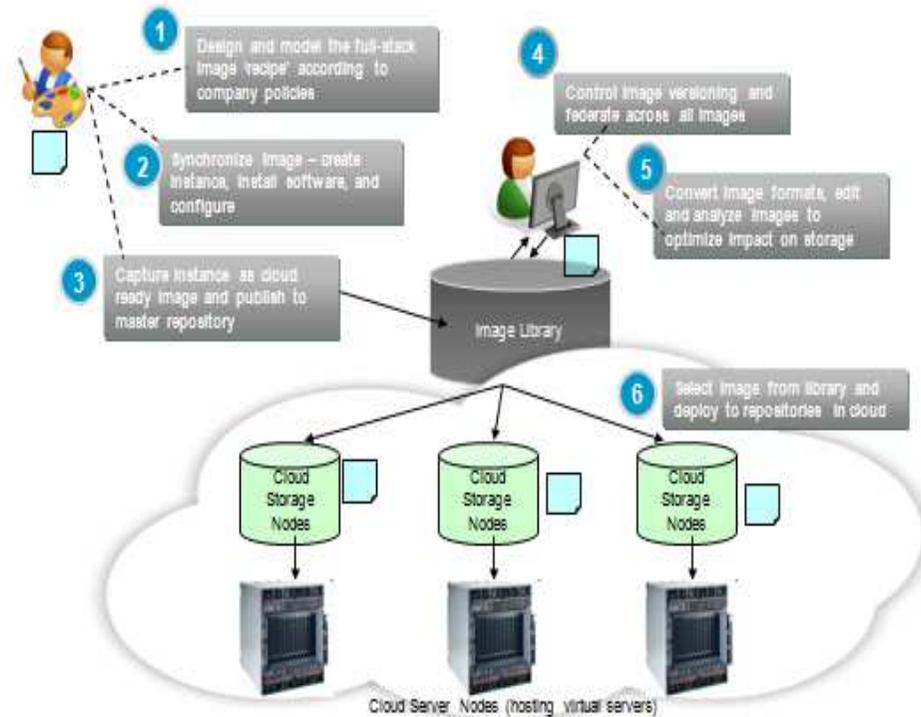
Use case: Control image sprawl with rich analytics and image lifecycle management

Pre-reqs:

x86 servers / , XEN / Linux guests, KVM / Linux & Windows guests, VMware / Linux & Windows guests

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[Competitive content](#)



Customer Value

- Reduced data storage through federated library image analysis and single instance storage can reduce image storage costs by up to 80%
- Reduced risk of using non-compliant images that could have security exposure
- Over 70% reduction in labor through automated image lifecycle management
- Heterogeneous, federated image library management providing single source of control across all images.
- Simplified creation of rich, full stack images saving significant (up to 90%) admin time versus OS only images

Use Case: Deploy highly available, fault tolerant cloud infrastructure

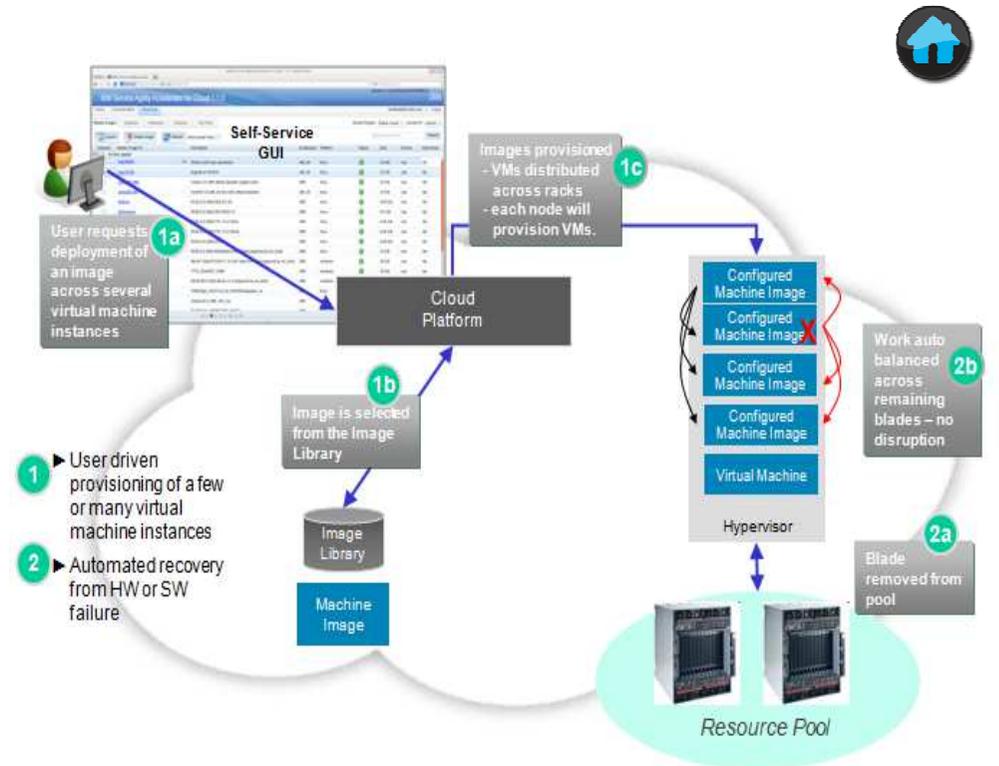
Pre-reqs:

x86 servers, IBM SmartCloud Provisioning, RHEL ISO

IBM SmartCloud Provisioning

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[Competitive content](#)



Customer Value

- Zero downtime, tolerates hardware failures driving higher customer satisfaction
- Power up and forget: Scale up cloud infrastructure with no manual configuration and rapid cross domain provisioning
- Choice through extensive hypervisor and platform support
- 99.9% system availability
- OOTB fault tolerance capability which is deployed during installation.
- Ability to add resources with no manual intervention.

Use Case: Advanced Monitoring and Capacity Planning of the cloud infrastructure

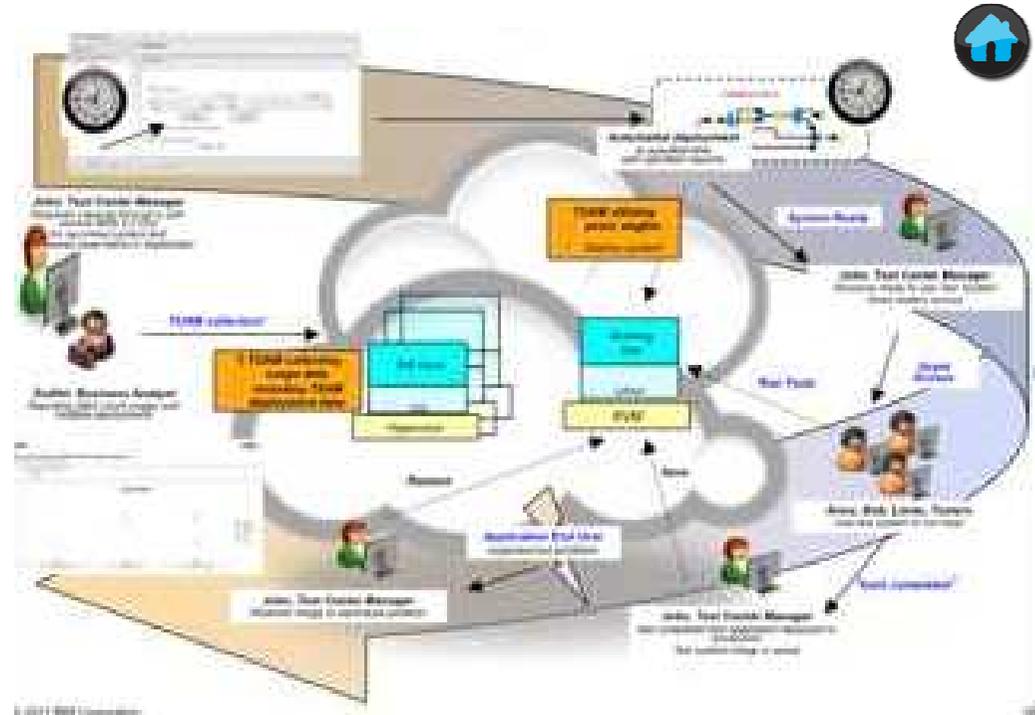
IT Admins can utilize capacity analysis reports to make informed, timely decisions regarding hardware expenditures and perform what if analysis. Advanced monitoring includes both real time and historical analysis of capacity metrics to assist in VM placement. IT Admins can also meter resource usage for chargeback to the consuming end users.

Audience:

Users: IT Admin

Pre-reqs:

x86(VMWare, KVM, Xen, Hyper-V), Power Systems (PowerVM), System Z (zVM)



Customer Value

- **20% improvement** in total cloud delivery cost using capacity optimization algorithms
- **100s** of out of the box reports and pre-configured alerts rapidly accelerating implementation time
- Mean time to resolution, multi-fold improvement through integrated cross domain insight
- Create simple, intuitive reports in created in minutes
- Out of the box support for metering OS CPU, memory and storage of reserved resources

Use Case: Complex provisioning of network and storage in a cloud infrastructure.

IT Admins can integrate advanced network configuration such as firewall and load balancer configuration to the VM provisioning process. IT Admins can attach storage resources to VMs at provisioning time.

Audience:

Users: IT Admin

Challenge(s) this Scenario Addresses:

- Removes the need for manual changes to network and storage after the VM is configured.
- Eliminates process handoffs between provisioning and network/storage operations.

Cloud Project:

[Implement an Advanced Cloud Infrastructure](#)

Pre-reqs:

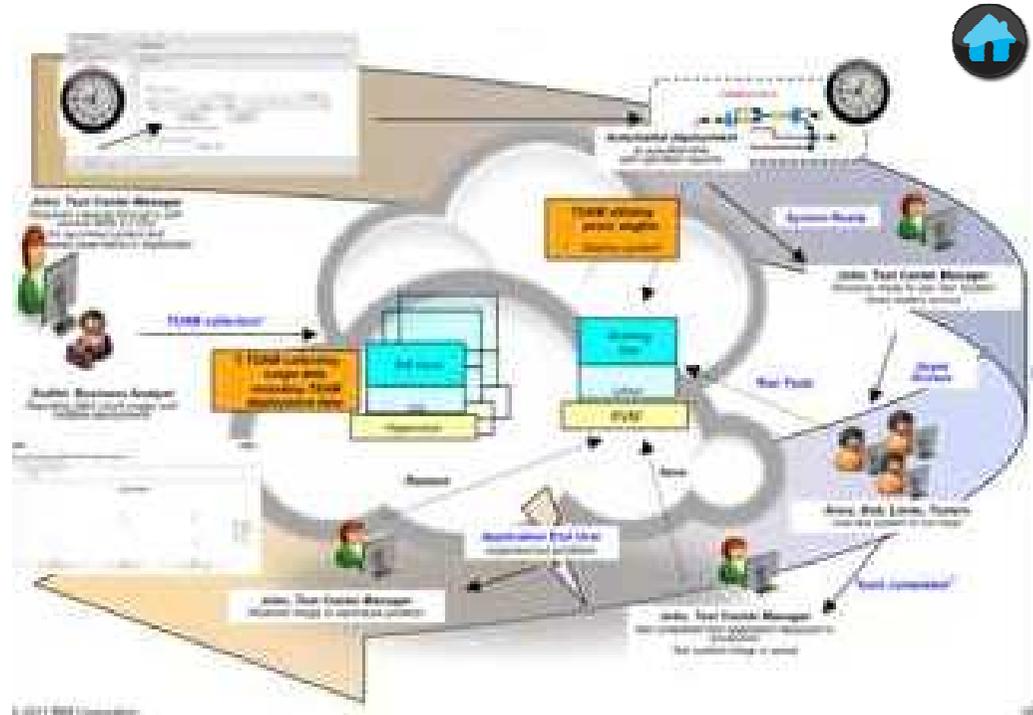
x86(VMWare, KVM, Xen, Hyper-V), Power Systems (PowerVM), System Z (zVM)

What you Sell

ISDM

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Customer Value

- The cloud delivery platform can adapt to existing network topologies. No need for network re-design
- IT Process can be automated as part of a provisioning work flow.
- Reduced operational cost by centralizing administrative tasks

Use Case: Pre-built application pattern deployment with policy driven QoS

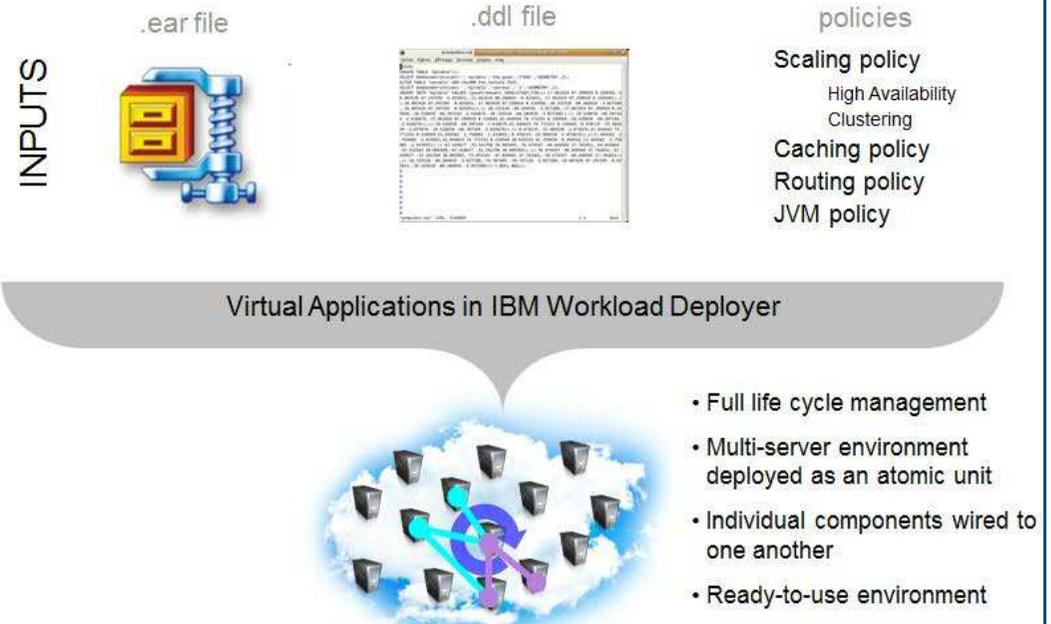
Pre-reqs:

VMWare ESX, PowerVM, zVM

Co-reqs:

WAS, DB2, Portal, WPS, WMQ, WMB HV edition softwares

Virtual Applications At a Glance



Customer Value

- Minimal input required for application deployment
- Consistent and repeatable patterns providing predictable success effectively increasing savings in labor, reducing operational expense
- Virtual application and virtual system (multi-product platform topology) patterns lowering TCO and providing high value
- Focused business application development by letting IWD handle end-to-end application deployment and management
- Increased business agility with virtual applications and reduced time to market from days to hours
- Highly optimized full life cycle management for virtual applications
- Policy driven application behavior providing elasticity during peak demands, high availability

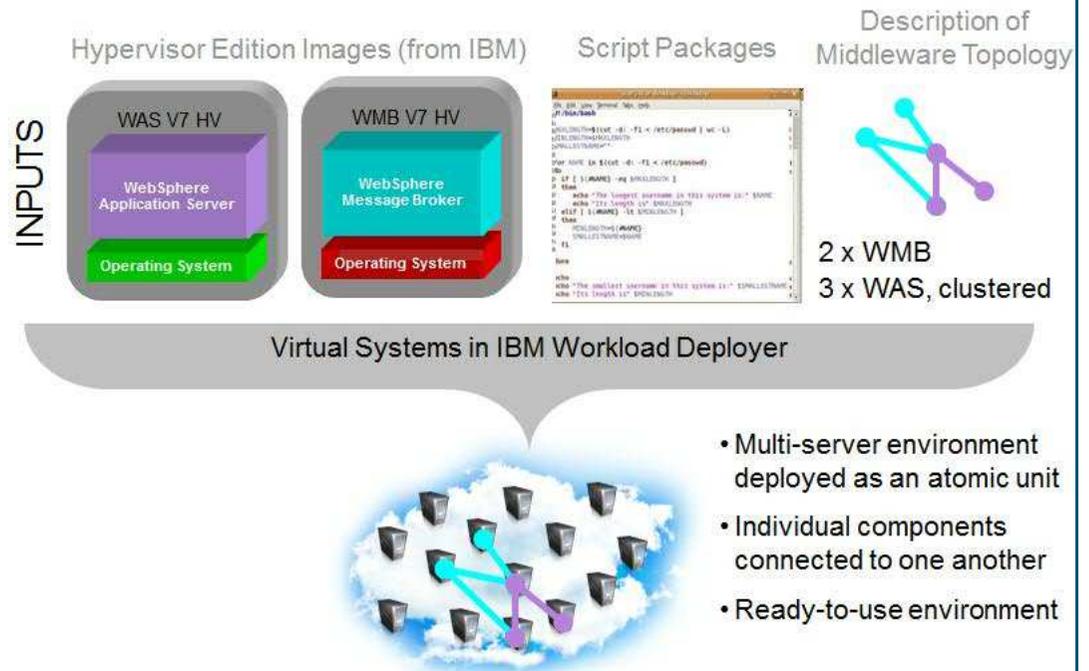
Use Case: Pattern based IBM middleware deployment

Challenge(s) this Scenario Addresses:

Pre-reqs:

VMWare ESX, Power VM, zVM

Virtual Systems At a Glance



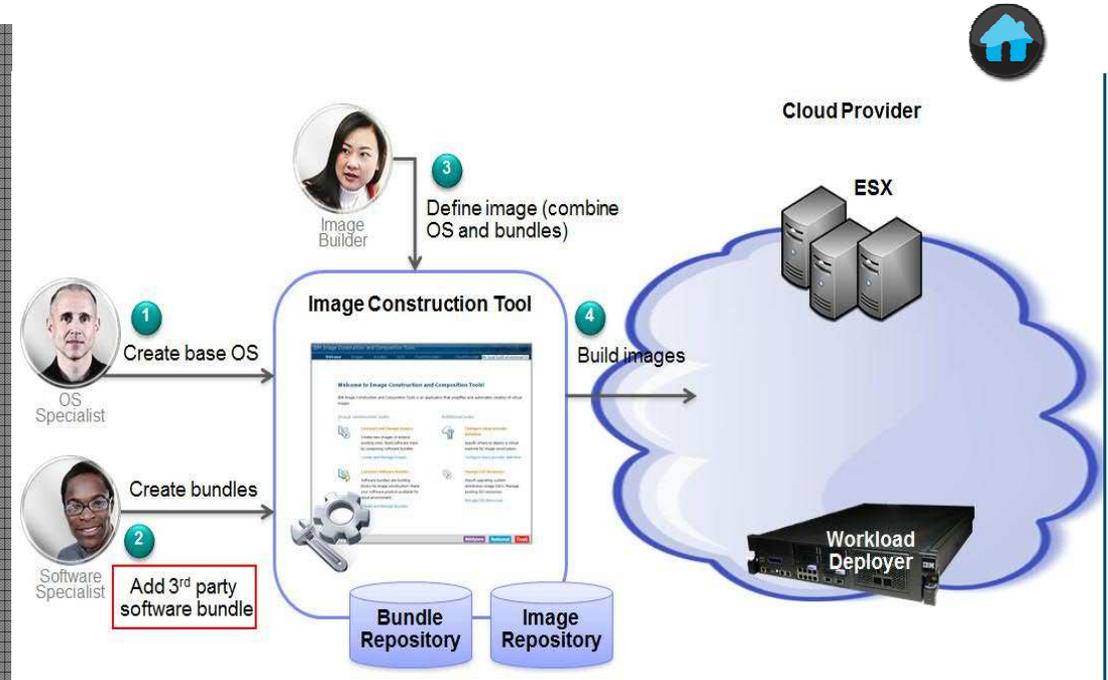
Customer Value

- 80% less time required for deploying and configuring IBM middleware. Consistent and repeatable middleware topologies available when required
- Full control over dispensed virtual systems providing complete flexibility to maneuver the environment post deployment
- Easy maintenance of middleware and OS

Use Case: 3rd party software deployment support for application and middleware patterns

Pre-reqs:

VMWare ESX, Power VM, zVM



Customer Value

- *Continue to utilize existing investments in non-IBM products*
- *Easy to create images using ICON tool to support 3rd party products*
- *Extensibility of application pattern via plugin development kit*

IBM Cloud Portfolio offers complementary strengths, comprehensive capability and is optimized to workload deployments

| | IBM SmartCloud Entry | IBM SmartCloud Provisioning | IBM Workload Deployer | IBM Service Delivery Mgr IBM CloudBurst |
|-----------------------------------------------------------------------------------|----------------------|-----------------------------|-----------------------|--------------------------------------------|
| Optimized for IBM Systems | ✓ | | | |
| Supports IBM and non-IBM platforms | | ✓ | ✓ | ✓ |
| Self-service UI | ✓ | ✓ | ✓ | ✓ |
| Basic image manipulation: capture, copy, deploy, import/export, convert | ✓ | ✓ | ✓ | ✓ |
| High availability of the managed environment | system | app | app | app |
| VM provisioning w/ network and storage connect | ✓ | ✓ | | ✓ |
| Cloud administration and subscriber management | ✓ | | | ✓ |
| Image lifecycle mgmnt: versioning, provenance, federation, analytics, rich images | | ✓ | | ✓ |
| High scale rapid deployment, fault tolerant low touch management of VMs | | ✓ | | |
| Approvals, metering, accounting | basic | | basic | advanced |
| Reservation/Quota management | | | | ✓ |
| Service catalog extensibility (service template, topology, mgmt plans) | | | | ✓ |
| Monitoring and Capacity Planning | | | ✓ | ✓ |
| Management across public/private cloud environments | | | | ✓ |
| Optimized middleware pattern deployment, management, scaling | | | ✓ | |

Platform Support

| | Management node | Managed nodes |
|--------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IBM SmartCloud Entry delivered by IBM Starter Kit for Cloud – Power | Power systems | Power systems / PowerVM / AIX & Power Linux guests |
| IBM SmartCloud Entry delivered by IBM Starter Kit for Cloud - x | System x (BladeCenter or rack mount) | System x (BladeCenter or rack mount)/ VMware / Linux & Windows guests |
| IBM SmartCloud Provisioning delivered by IBM Service Agility Accelerator | x86 servers / RHEL | x86 servers / XEN / Linux guests KVM / Linux & Windows guests VMware / Linux & Windows guests |
| ISDM / TSAM | System x (BladeCenter or rack mount)/ Power systems / System z / other vendors | System x & other x86/ VMware / Linux & Windows guests System x & other x86/ KVM and Xen / Linux System x & other x86/ Hyper-V/ Windows Power Systems / PowerVM / AIX System z / zVM / Linux guests |
| IBM Service Delivery Manager / IBM CloudBurst | System x (BladeCenter, or rack mount)/ Power Systems / other vendors | System x & other x86/ VMware / Linux & Windows guests System x & other x86/ KVM / Linux Power Systems / PowerVM / AIX System z / zVM / Linux guests (as an extension) |
| IBM Workload Deployer | 9005 appliance | x86 (VMWare), PowerVM (AIX), zVM (RHEL and SLES guest) |