IBM Connected 2013
Her Deneyim Bir Kazanım

Aligning IT and business goals

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Cloud Solution Growth Initiative Leader

IBM Growth Markets

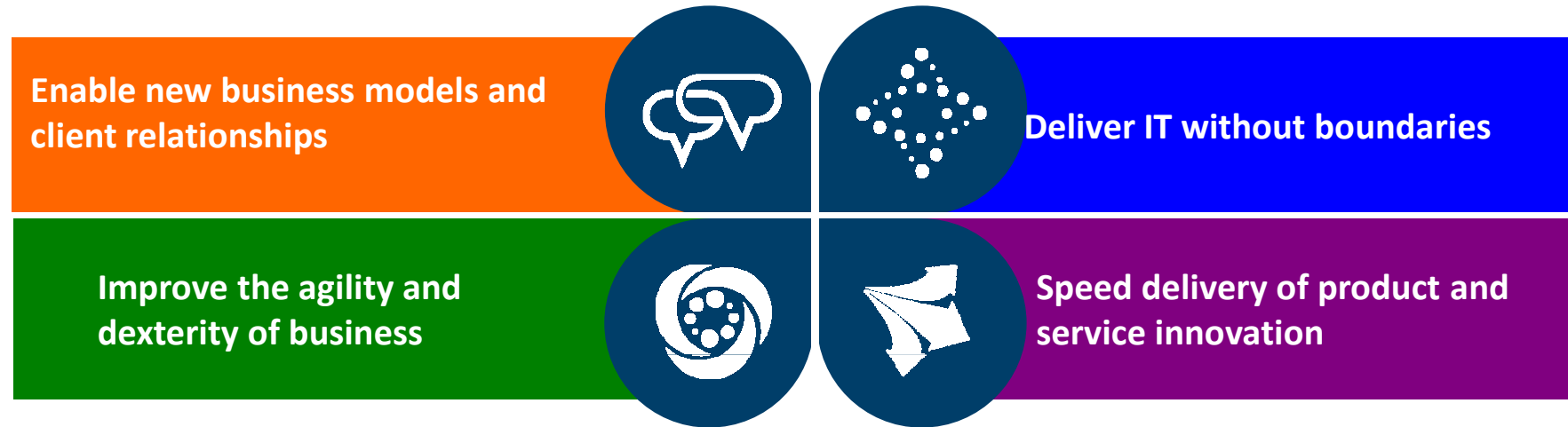# Business has reached an inflection point.

The rapid emergence of **new technologies and ways of working** is challenging traditional computing models—and, by extension, the business models they enable.

Rethink IT

Reinvent Business

Cloud enables new business value and models:
Speed, agility, innovation, monetization, global

Enable new business models and client relationships

Deliver IT without boundaries

Improve the agility and dexterity of business

Speed delivery of product and service innovation

Save and simplify:
Reduce IT expense, complexity, and risk

Speed:
Accelerate time to market with rapid scalability

Agile:
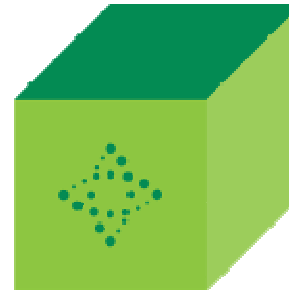Easily access or deliver and manage mobile apps & devices

Innova
Support new business models and monetization

Four major categories of cloud computing services have emerged that transform how IT services can be consumed

Software as a Service
- Collaboration
- Analytics
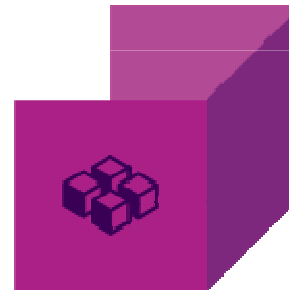- ERP/SCM/CRM
- Core Banking
- Industry applications

Business Process as a Service
- Industry-specific processes
- Employee benefits management
- Business travel
- Procure

Infrastructure as a Service
- Servers
- Storage
- Network
- OS, Virtualization
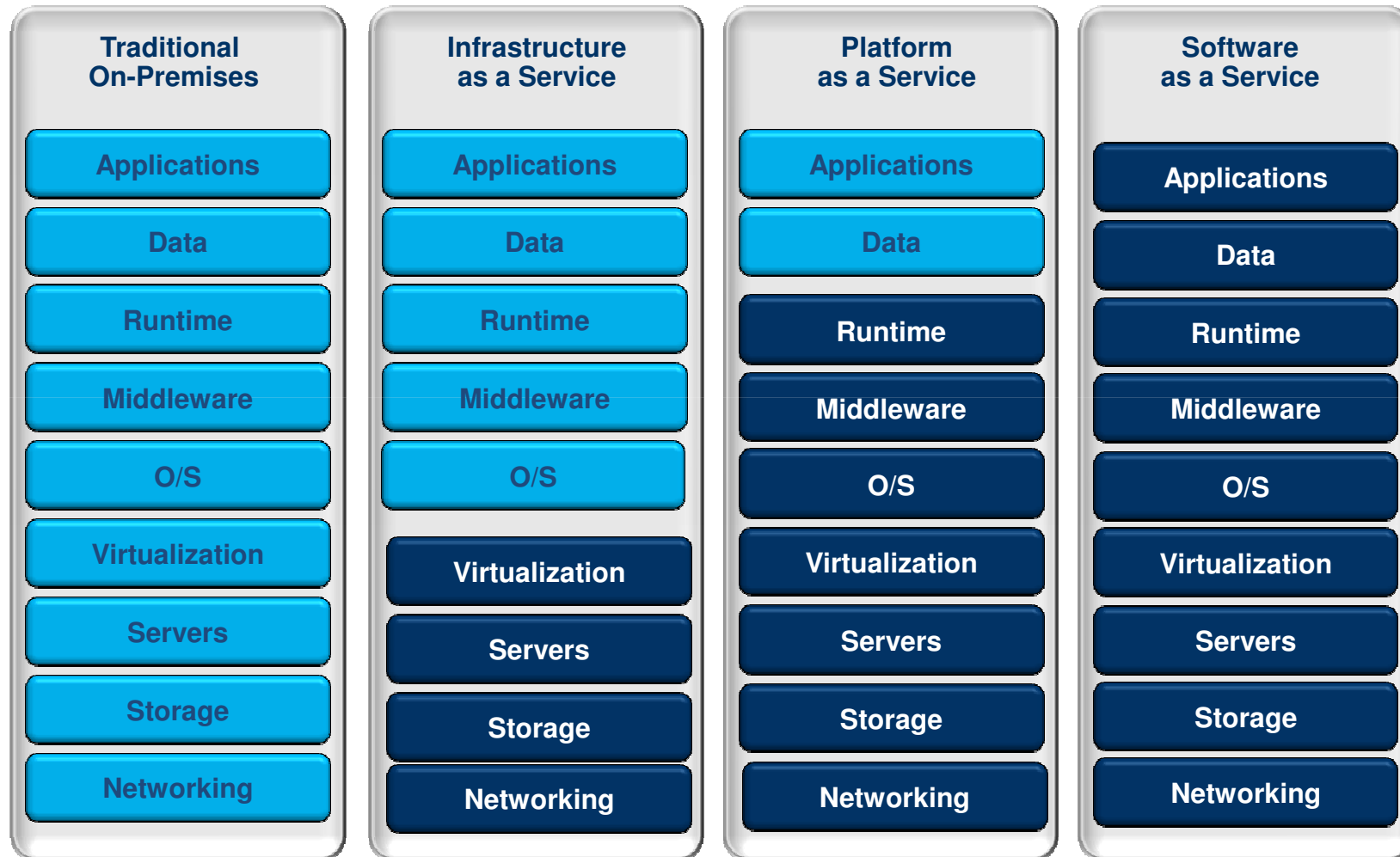- Dynamic provisioning
- Security

Platform as a Service
- Middleware
- Database
- Development tools
- Web Application
- Backup/Restore
- Security

With cloud, IT resource consumers have the opportunity to apply any or all of these types of services

Clients cost benefits increase as you move to the right…

Traditional On-Premises	Infrastructure as a Service	Platform as a Service	Software as a Service
Applications	Applications	Applications	Applications
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
Middleware	Middleware	Middleware	Middleware
O/S	O/S	O/S	O/S
Virtualization	Virtualization	Virtualization	Virtualization
Servers	Servers	Servers	Servers
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

Standardization; OPEX savings; faster time to value

Clients are choosing a variety of cloud models to meet their unique needs and priorities

Private cloud

On or off premises cloud infrastructure operated solely for an organization and managed by the organization or a third party

Public cloud

Available to the general public or a large industry group and owned by an organization selling cloud services

Hybrid IT

Traditional IT and clouds (public and/or private) that remain separate but are bound together by technology that enables data and application portability
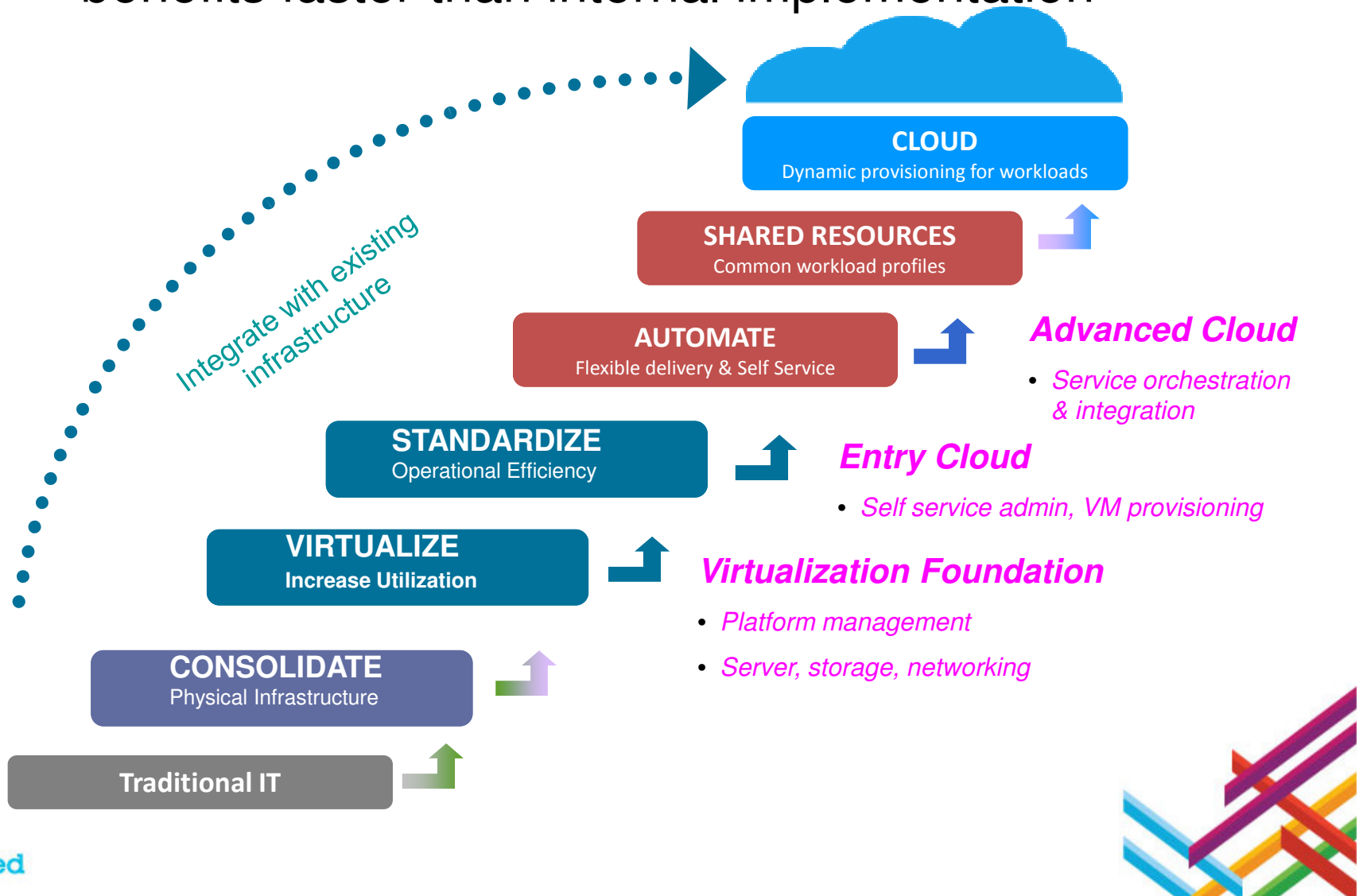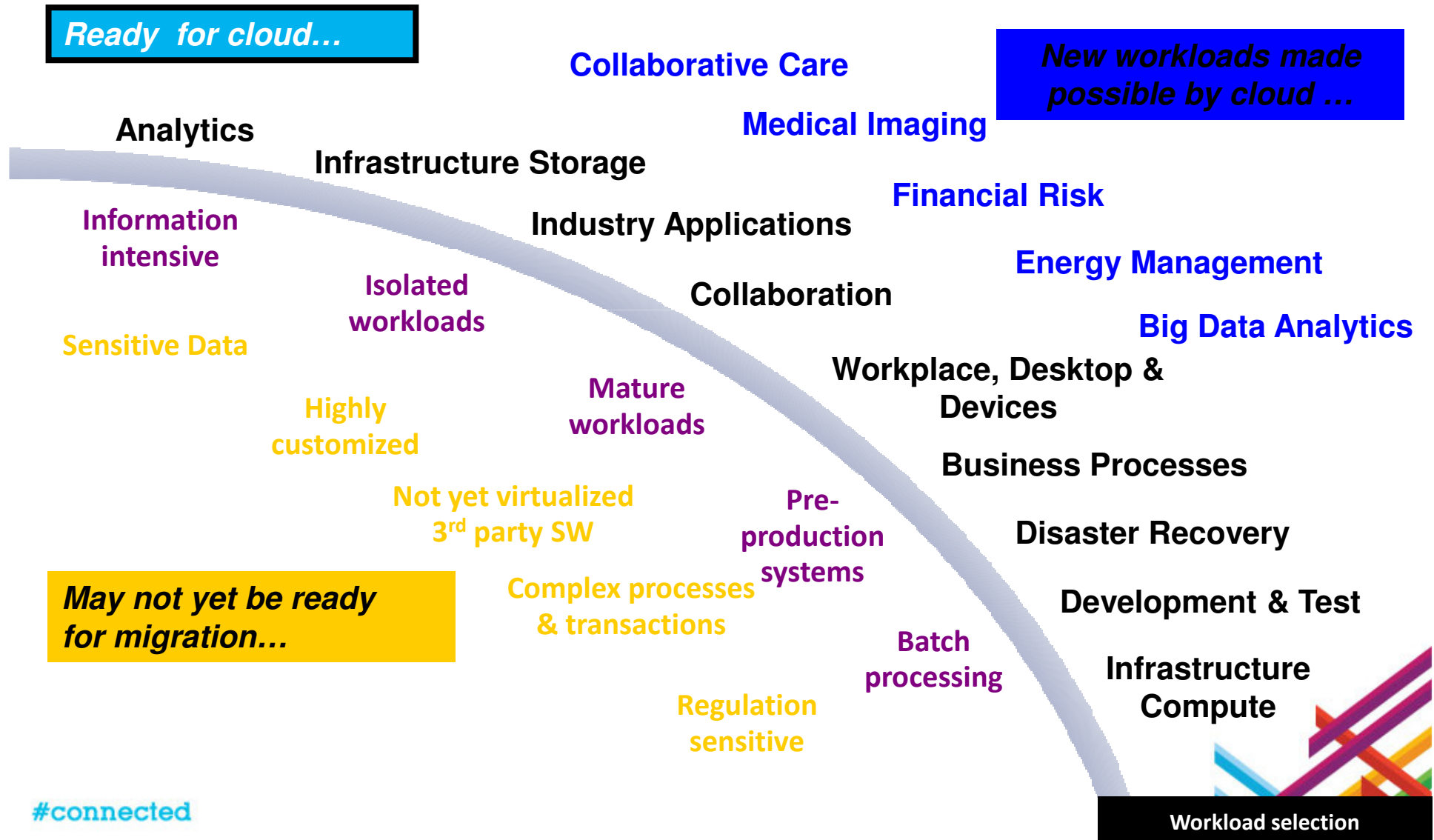
Traditional IT

Appliances, pre-integrated systems and standard hardware, software and networking.
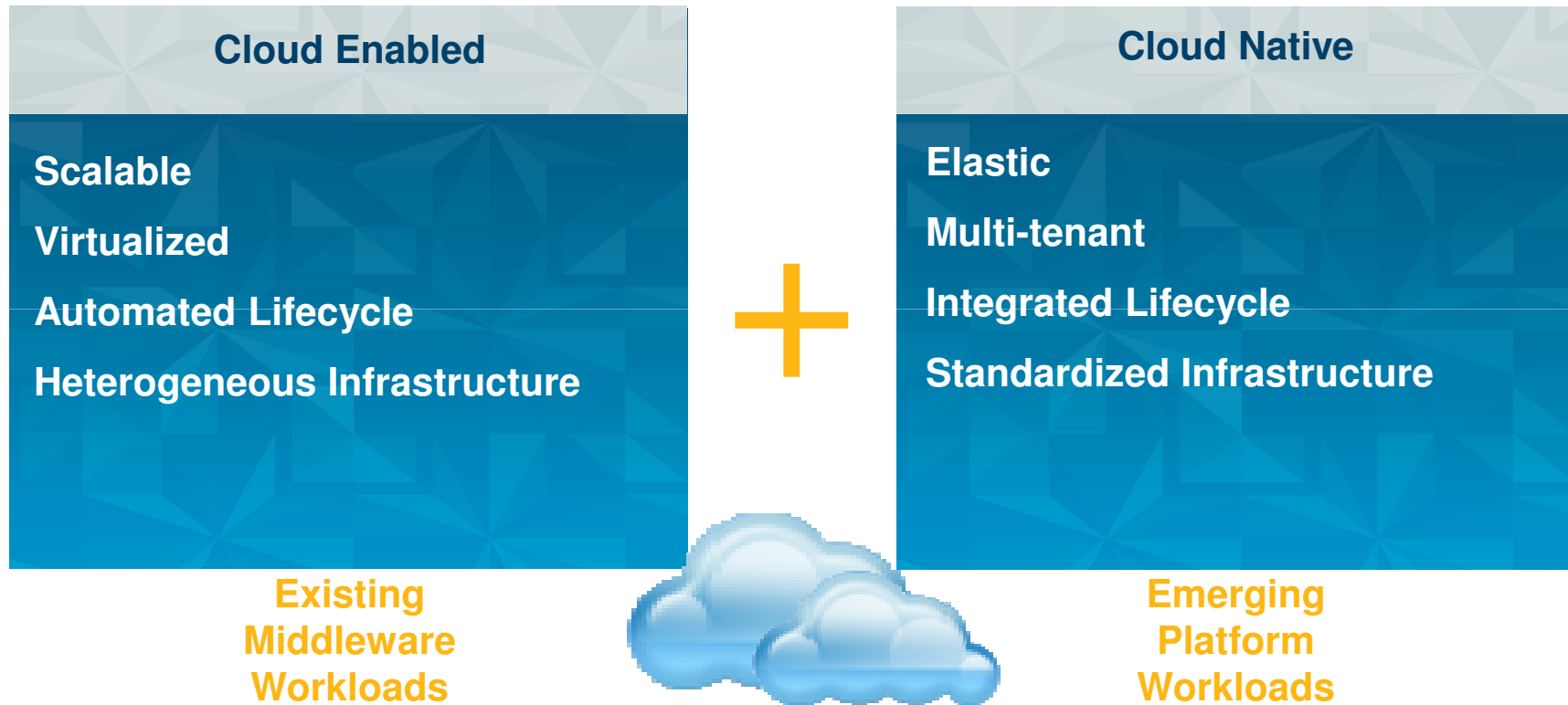
Moving selected workloads to public cloud could gain benefits faster than internal implementation

Integrate with existing infrastructure

CLOUD
Dynamic provisioning for workloads

SHARED RESOURCES
Common workload profiles

AUTOMATE
Flexible delivery & Self Service

Advanced Cloud
- *Service orchestration & integration*

STANDARDIZE
Operational Efficiency

Entry Cloud
- *Self service admin, VM provisioning*

VIRTUALIZE
Increase Utilization

Virtualization Foundation
- *Platform management*
- *Server, storage, networking*

CONSOLIDATE
Physical Infrastructure

Traditional IT

Workloads Matter: Cloud adoption driven by workloads

Ready for cloud...

Collaborative Care

New workloads made possible by cloud ...

Analytics

Medical Imaging

Infrastructure Storage

Financial Risk

Information intensive

Industry Applications

Energy Management

Isolated workloads

Collaboration

Big Data Analytics

Sensitive Data

Workplace, Desktop & Devices

Mature workloads

Highly customized

Business Processes

Not yet virtualized 3rd party SW

Pre-production systems

Disaster Recovery

May not yet be ready for migration...

Complex processes & transactions

Development & Test

Batch processing

Infrastructure Compute

Regulation sensitive

Workload selection

Two major application deployment models have emerged in cloud adoption

Cloud Enabled		**Cloud Native**
Scalable		**Elastic**
Virtualized	**+**	**Multi-tenant**
Automated Lifecycle		**Integrated Lifecycle**
Heterogeneous Infrastructure		**Standardized Infrastructure**
Existing Middleware Workloads		**Emerging Platform Workloads**

Compatibility with existing systems
"Systems of Record"

Exploitation of new environments
"System of Engagement"

IBM's strategy and portfolio is designed to help clients adopt cloud models that best meet their unique requirements

IBM has the hardware, software, services, research and delivery capabilities to address both new cloud applications and traditional IT to cloud transformations

IBMSmartCloud

Foundation	Services	Solutions

Foundation

- Private & hybrid clouds
- Evolve existing IT capabilities

PureSystems

Services

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

SmartCloud Services

Solutions

- Pre-built cloud software & business process as a service applications
- Consume new business capabilities

Smarter Commerce   Smarter Cities   Social Business   Smarter Analytics

Common Cloud Platform built on an open standards reference model enabling a broad ecosystem

Cloud Standards Customer Council

धन्यवाद

Hindi

Thank you for attending

English

дякую

Ukraine

Спасибо

Russian

Gracias

Spanish

شكراً

Arabic

Teşekkür ederim

Turkish

Obrigado

Portuguese

Grazie

Italian

Влагодаря

Bolgarian

Danke

German

Merci

French

Multumesc

Romanian

Hvala

Croatian, Slovenian

Děkuji

Czech

Paldies

Latvia

Köszönjük

Hungarian

Vďaka

Slovakian

Dziękuję

Polish

IBM SmartCloud Services: High-value cloud services and capabilities on an enterprise-class delivery platform

IBMSmartCloud
Services

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

SmartCloud Servic

Application Services

Enterprise PaaS with unprecedented choice in the development, deployment and management of applications

Enterprise   Enterprise +

An IBM hosted **IaaS** with enterprise-class governance, administration and management control
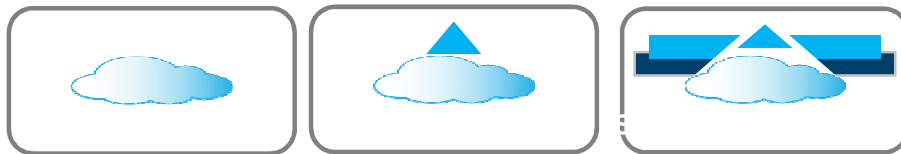
Multiple **IBM hosted** delivery models allow clients to optimize against economics, integration, security and control

#connected

IBM SmartCloud infrastructure services help customers align infrastructure to meet their business needs
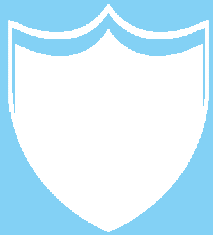
IBM SmartCloud Enterprise

- More agile infrastructure as a service
- Faster access to enterprise cloud environments
- Suited for development, test activities and moderate-risk applications
- Self-service cloud-based object storage capabilities

IBM SmartCloud Enterprise+

- IBM managed cloud
- Helps drive business value, competitive advantage
- Helps reduce operational risk
- Runs production workloads, including SAP applications

IBM SmartCloud provides high levels of security, reliability and control

Security. IBM SmartCloud Enterprise/+ includes enhanced physical security, intrusion protection systems and vulnerability scanning.

Reliability. IBM SmartCloud Enterprise/+ based on the IBM Tivoli® management platform with around-the-clock monitoring and management of the infrastructure to help enable us to build resiliency into your cloud server environment.
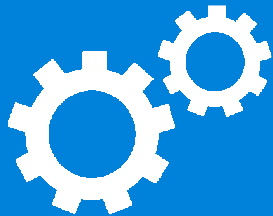
Control. The web-based SmartCloud Enterprise/+ service management platform can enable authorized users to log on at any time from any place to monitor, manage and control the virtual environment.

IBM SmartCloud is changing the dynamics of managing mission critical applications like SAP

Traditional SAP environments can struggle with:

Long installation times for new products

Significant resources spent on re-provisioning and moving systems for weeks of work

Proliferation of non-production SAP systems to keep up with development demand and short cycle times

SAP landscape, with dependencies between and within, can be layered and complex
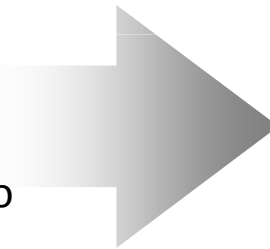
Cloud & Lifecycle as a Service for SAP provides:

- Increased savings
- Speed of implementation
- Improved quality
- Greater resiliency
- Faster system responsiveness
- Higher satisfaction from IT and business users

…soon to include similar capability with Oracle Applications

Leveraging cloud to rapidly deploy complex business critical solutions like SAP

INEOS

Rethink IT

Began with a private cloud platform based on consolidation, virtualization and standardization technologies to create a dynamic infrastructure.

- Move to SCE+ and SC4SAP to leverage cost efficiencies of converged management and shared infrastructure resources

Reinvent business

- Increased market velocity for development and deployment of new services for the business and in support of partner ecosystem.

- Cloud helps enable a new business

Ineos USA, LLC increased flexibility with a multi-year projected savings of over 20%

IBM SmartCloud Solutions: A suite of software capabilities available on cloud

IBMSmartCloud
Solutions

- Pre-built cloud software & business process as a service applications
- Consume new business capabilities

Smarter Commerce | Smarter Cities | Social Business | Smarter Analytics

Deliver Business Analytics

Accelerate Business Process Innovation

Connect People with Collaborative Business Networks

IBM SmartCloud for Smarter Commerce helps companies accelerate their ability to transform how they buy, market, sell and service goods and services with customers and suppliers

IBM SmartCloud for Social Business is an enterprise-grade file sharing, communities, web meetings, mail and calendar for any organization, including unlimited guest access

IBM SmartCloud for Smarter Analytics helps companies accelerate their ability to turn information into insights

IBM SmartCloud for Smarter Cities helps cities of all sizes leverage information, anticipate problems and coordinate resources to deliver exceptional service to their citizens – with cloud-based integrated operation centers, transportation and water

Sterling Commerce

Emptoris

DemandTec

Unica

Coremetrics
An IBM Company

SocialBusiness
IBMSmartCloud

SPSS
AN IBM COMPANY
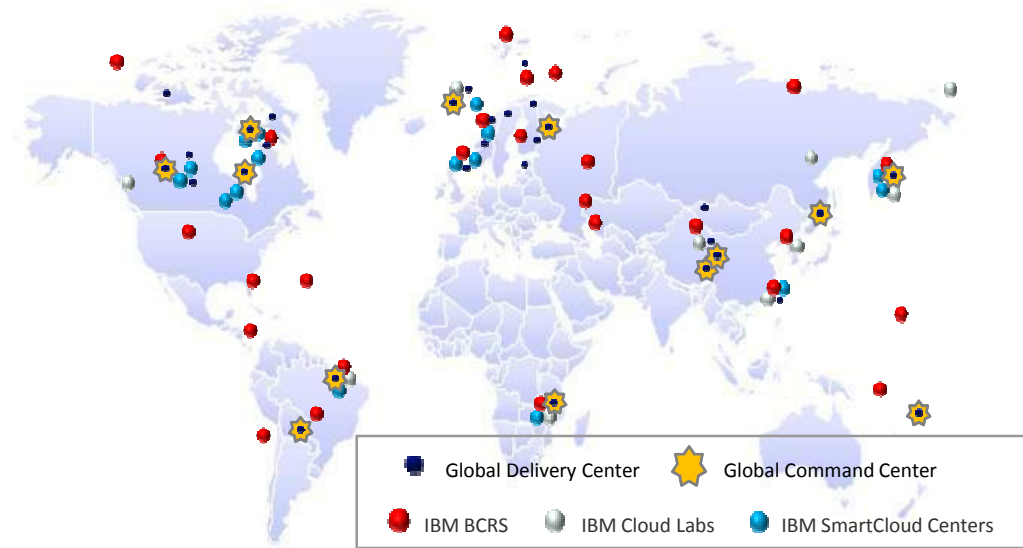
COGNOS
AN IBM COMPANY

Intelligent Operations Center

IBM offers expertise to help you leverage cloud to accelerate business performance globally…

Experience gained as one of the world's largest managers of IT infrastructure…

Thought leadership in cloud design, implementation, service delivery, management & consulting

Foundation

Services

PureSystems

IBMSmartCloud

Global Delivery Center   Global Command Center

IBM BCRS   IBM Cloud Labs   IBM SmartCloud Centers

Solutions

A retailer increases online revenue by 2500% thanks to cloud-based analytics

The need:

- Customers becoming overwhelmed with promotional emails

- Needed marketing segmentation strategy that would improve the value from email campaign

"By segmenting visitors based on behavior and tailoring email content accordingly, we are able to deliver highly personalized messages that generate much higher open rates, conversion rates and revenue per email. Instead of trying to second-guess our customers, we can present them with offers that we know will interest them."

—**Director of Ecommerce, L'OCCITANE**

The solution:

- IBM Cloud-based Analytics solution that allowed them to send highly targeted messages through permission based emails

- Profiles are continuously built and refined as new data is collected

Benefits

- Online revenue has skyrocketed by nearly 2,500 percent and conversion to sale by almost 1,700 percent.

- Targeted messaging has led to a 65 percent higher email open rate and 6.5 times higher unique click rates.

- Improved agility to respond more quickly to changing market conditions
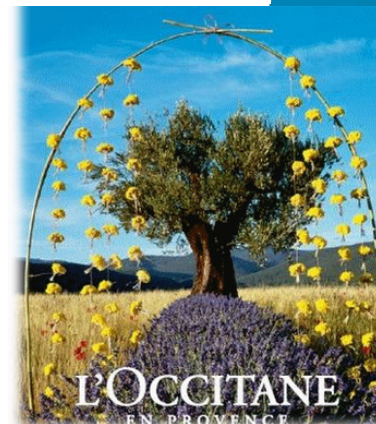
Using deeper insights to create a permanent connection to the brand

The need:

- Transition business from print-only to digital media company

- Optimize effectiveness of online content to drive new registrations

- Increase traffic from external pages and syndicated content to boost commerce revenue and conversions

The solution:

- IBM Core metrics Web Analytics and Digital Marketing Optimization Suite to optimize the performance of online content and downloads

Benefits

- Ecommerce revenues have grown twentyfold over 3 years

- Registrations from downloads grew 72% for Men's Health and 92% for Women's Health

- Insight into performance of external links improved site traffic: 45% growth in click-through rates, 92% increase in page views and 72% growth in user sessions

RODALE
live your whole life

TPVISION is creating new opportunities through innovative business models

The need:

- Transform TP Vision JV from TV manufacturer to modern consumer electronics provider

- Enable the emergence of new "intelligent" consumer services

"IBM's cloud platform allows us to place the service and application intelligence into the cloud, and reduces the complexity of managing software in the TVs for our consumers"

- Albert Mombarg, head of Philips Smart TV at TP Vision

The solution:

- Service delivery platform based on IBM SmartCloud

- Add new content, services and applications to new Internet TV platform

Benefits:

- Broadens business model from producing devices to delivering services

- Deeper customer relationships through tailored content and new value-added services

- Flexible pricing model that scales as the business grows, while maximizing profit.

Cloud in Action: UNITEC - higher education

The need:

Achieve 5 year Plan

Scalable, flexible IT platform

Develop test and Administer educational programs

The solution:

Smart Cloud scalable IT resources

Intuitive Scalable Portal

Opex Infrastructure Model

Benefits:

- Delivers cost-effective IT capabilities without the capital expense and maintenance of an on-site data center infrastructure
- Speeds development and test activities through an intuitive, scalable cloud-based portal
- Provides remote support, improving ease-of-use and expediting problem resolution

Cloud in Action: Real clients .. with real results

	TPVision	**Rodale**	**RIO 2016**
The Need	Transform TP Vision JV business model Enable new "intelligent" consumer services directly to the consumer	Transition from print-only to digital media Drive new registrations Boost revenue and conversions	Modernize management of aging infrastructure Extend component life Address customer satisfaction
The Solution	Extend new service capability and platform with IBM SmartCloud Add new content, services and applications to new Internet TV platform	IBM Coremetrics Web Analytics and Digital Marketing Optimization Suite to ▪ Optimize online content ▪ Grow audience size ▪ Increase online revenues	Integrated over 30 city agencies Collect and share real time information Use advanced analytics to predict rainfall and its impact
The Benefits	Deeper customer relationships Flexible pricing model Management of millions of connected devices	E-commerce revenues up 20X over 3 years Registrations from downloads grew 70% Page views up 92%	Deploy resources within hours, instead of days, saving lives Share information and synchronize rescue efforts

Improving Fan's entertainment experience with a Smarter City cloud

The need:

- Create an exciting state-of-the-art fan experience

- Improve security and fan safety through real time crowd control

Integrate data to make real time adjustments to event management

Improve future event merchandising based on fan spending & preferences

The solution:

- IBM implemented Intelligent Operations Center for SmartCities running on IBM SmartCloud to:

  - Integrate disparate data sources from weather, traffic flow, parking, retail purchases, social media sentiment.

  - Collect and share information in real time.

  - Use advanced analytics to enable promotions, redirect traffic flow enabling staff to make adjustments based on real-time events

Enhanced fan experience

Improved security
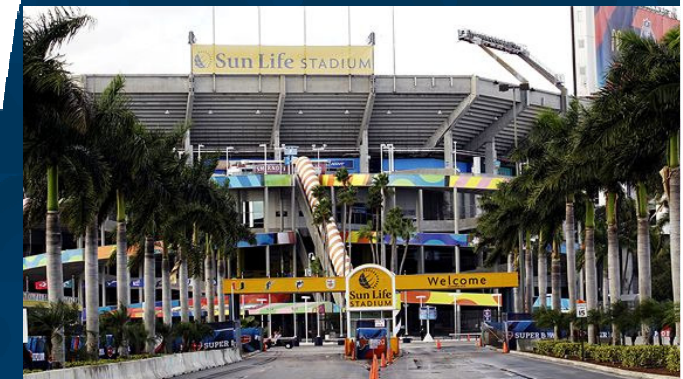
What if your city's water system could alert you to take remedial action before an issue escalates?

City of South Bend sets the standard for cost savings, efficiency and innovation with its integrated, city-wide intelligent operations center

Rethink IT:

• A sophisticated **network of sensors** to measure and communicate the depth and flow of storm water throughout the 500-mile sewer system

• A unified view of the physical infrastructure to **monitor and predict** where sewage overflow is likely to occur.

• Optimized sewer system uncovered billions of gallons of additional capacity, to **avoid spending millions** in now-unnecessary infrastructure changes.
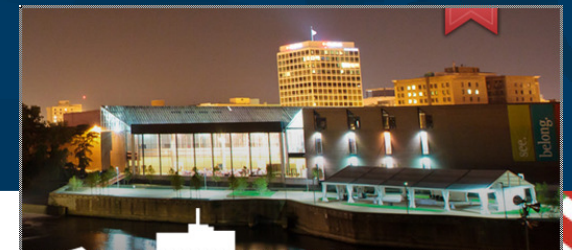
Reinvent government:

• Municipalities face spending billions to upgrade aging sewer systems to maintain drinking water quality and to protect public health.

• This city— **the world's first to monitor and control its combined sewer overflows using technology hosted in IBM's SmartCloud**
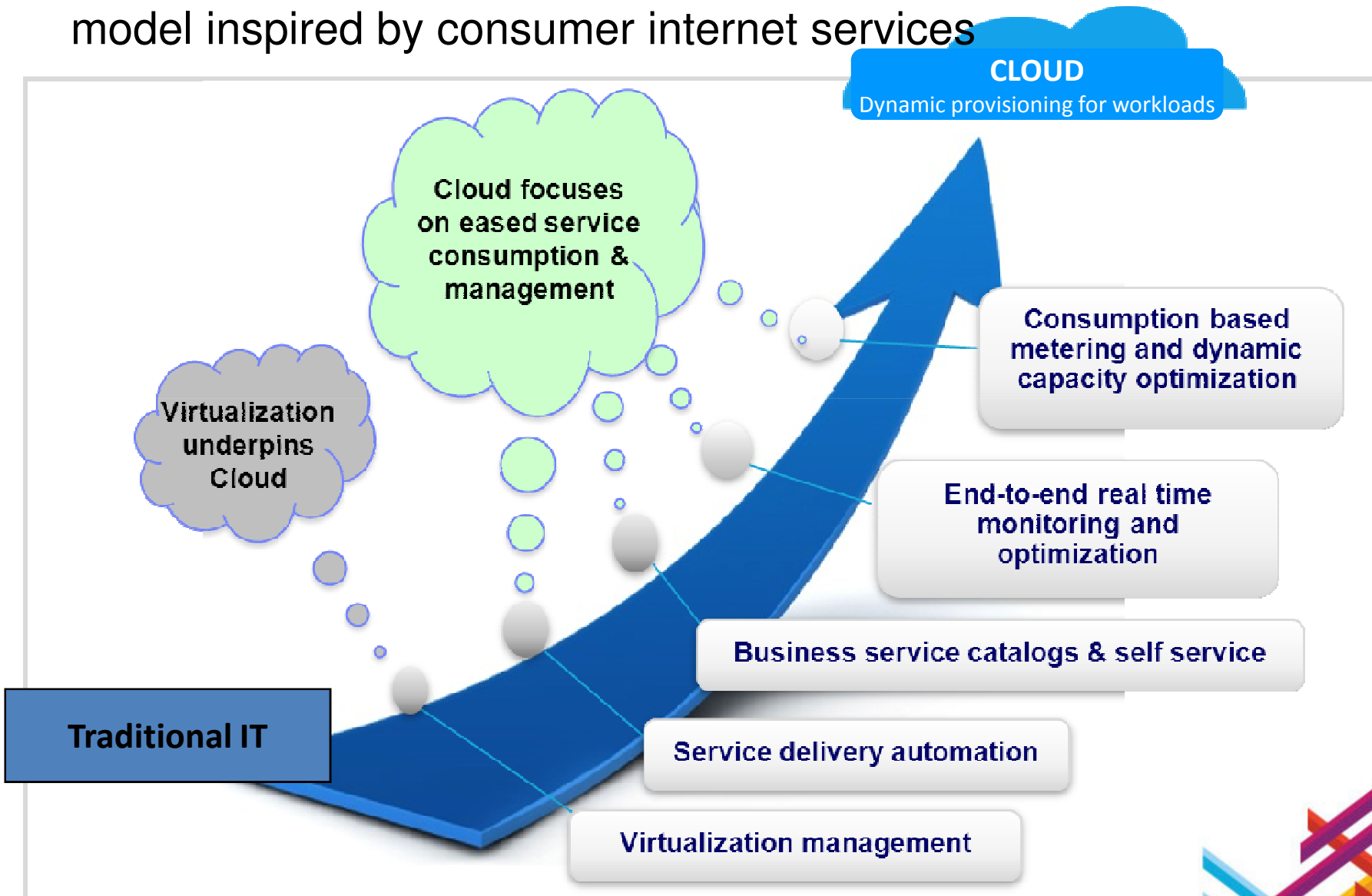
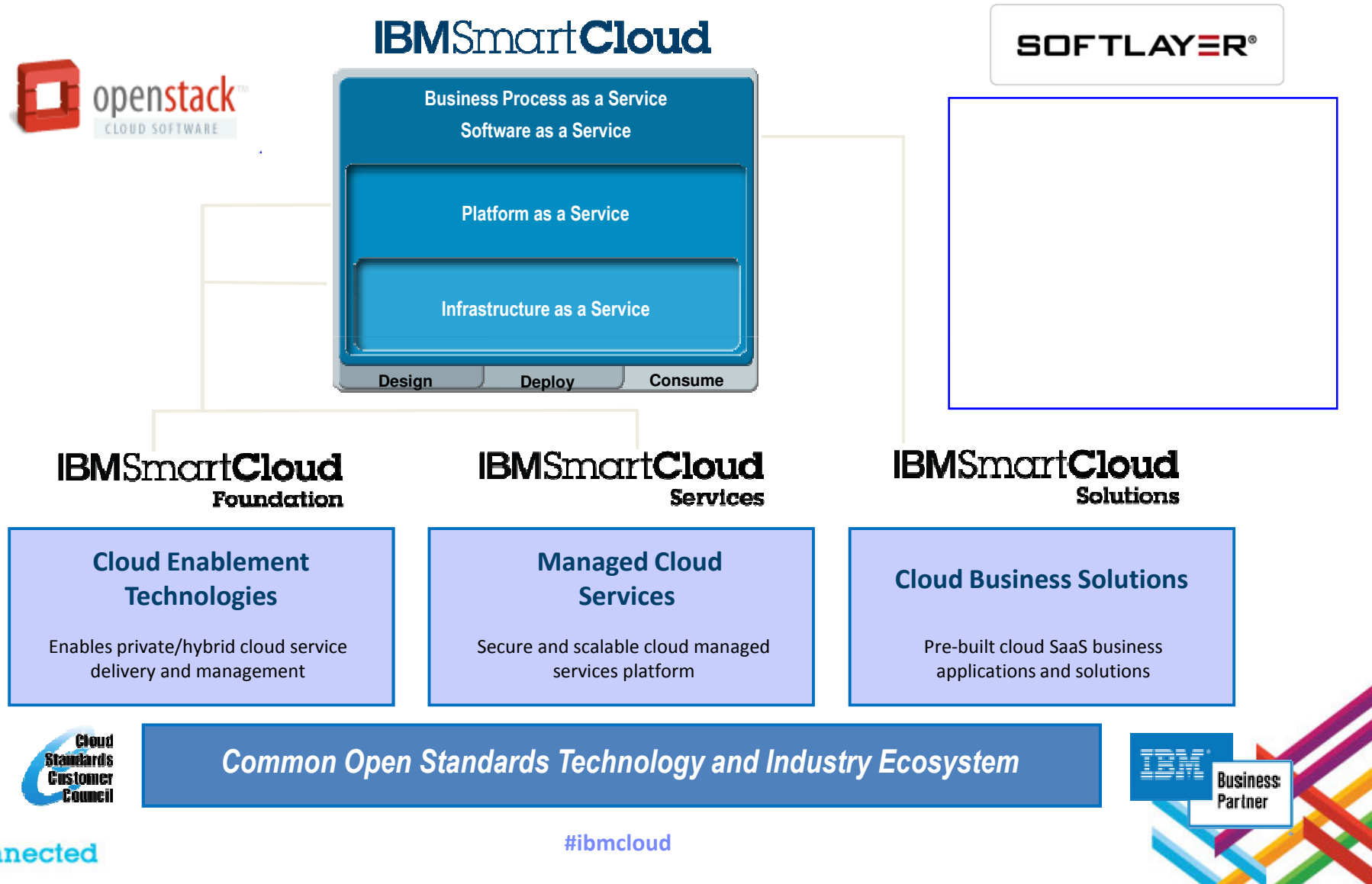**City of South Bend**
INDIANA
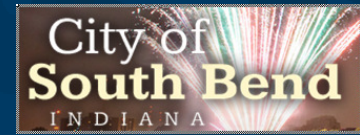
Real Business Results

▪ Cuts wet weather overflows by 23 percent and dry weather overflows from 27 per year to one

▪ Adds 10 million gallons of capacity to the water system

▪ Avoids spending $120 million in infrastructure investments, plus more than $600,000 in potential government fines

Cloud computing is a consumption and delivery model inspired by consumer internet services

CLOUD
Dynamic provisioning for workloads

Cloud focuses on eased service consumption & management

Virtualization underpins Cloud

Consumption based metering and dynamic capacity optimization

End-to-end real time monitoring and optimization

Business service catalogs & self service

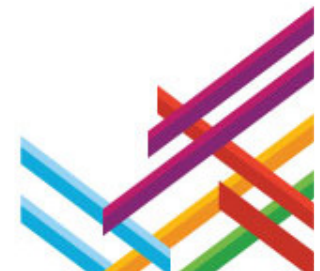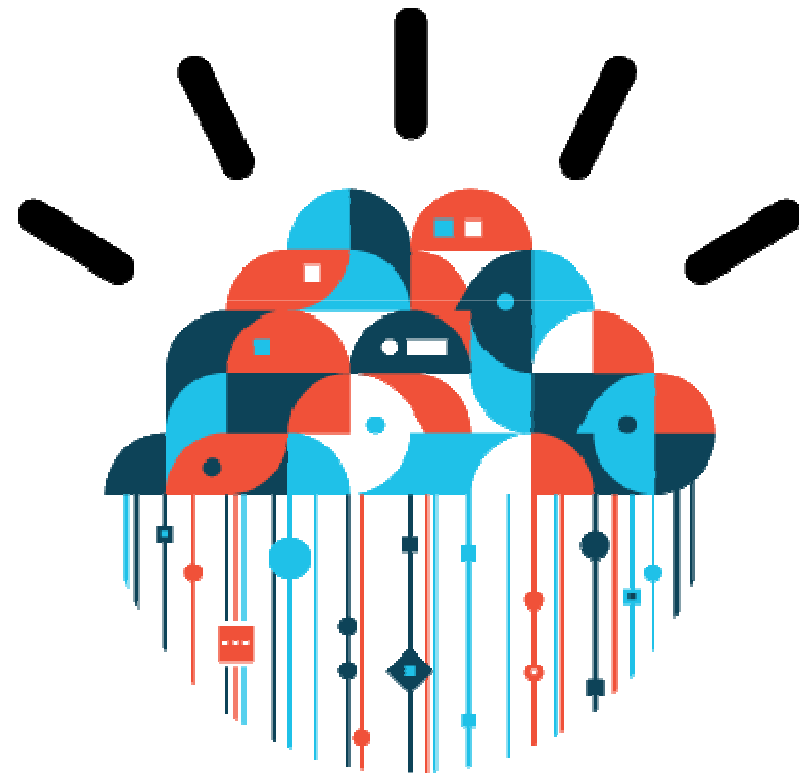**Traditional IT**

Service delivery automation

Virtualization management

SoftLayer will further advance the IBM cloud strategy and strengthen IBM's portfolio of cloud offerings built on open standards

IBMSmartCloud

openstack
CLOUD SOFTWARE

SOFTLAYER®

Business Process as a Service
Software as a Service

Platform as a Service

Infrastructure as a Service

| Design | Deploy | Consume |

IBMSmartCloud
Foundation

IBMSmartCloud
Services

IBMSmartCloud
Solutions

Cloud Enablement Technologies

Enables private/hybrid cloud service delivery and management

Managed Cloud Services

Secure and scalable cloud managed services platform

Cloud Business Solutions

Pre-built cloud SaaS business applications and solutions

Cloud Standards Customer Council

Common Open Standards Technology and Industry Ecosystem

IBM® Business Partner

#ibmcloud

Delivering and accelerating enhanced cloud choice and control to forward-thinking enterprises

- IBM continues to invest heavily in innovative technologies that deliver client value

- The combination of SoftLayer and IBM SmartCloud will accelerate and advance IBM's leadership position in scaling out higher value services and solutions

- Understand your workload requirements and where can cloud optimize cost and performance

- Start today with SmartCloud Services and the confidence that IBM is the trusted partner to guide you through the transformative cloud journey

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