IBM Technical Summit 2013
Developing in the Cloud, for the Cloud

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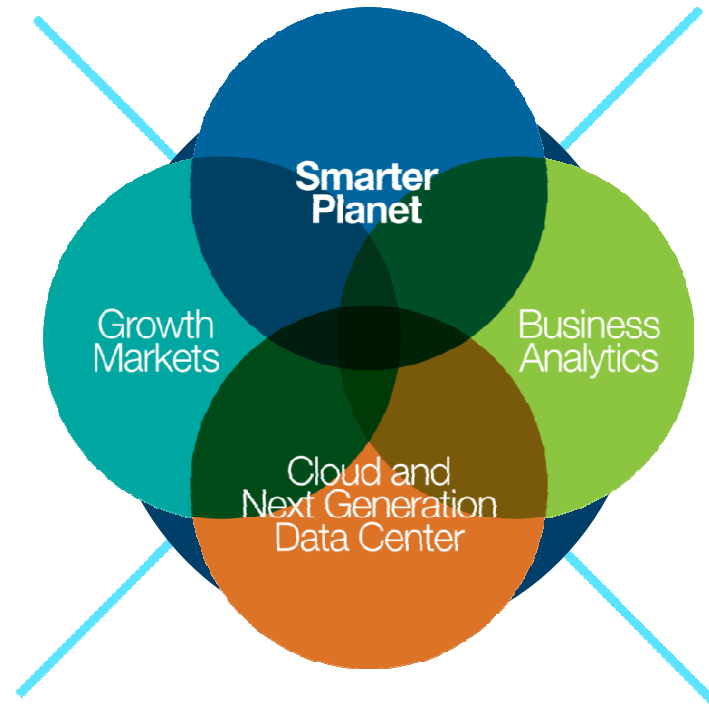# IBM Technical **Summit**

> Stay ahead.

IBM's Growth Plays

Smarter Planet

Contributes ~$7B of growth over Roadmap

Growth Markets

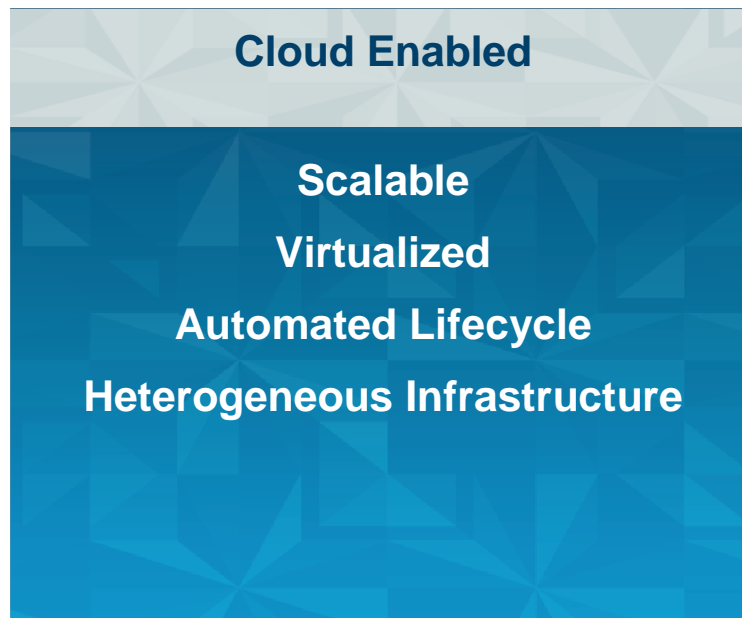Approaches 30% of IBM's geographic revenue by 2015

Business Analytics

Cloud

Contributes ~$7B of revenue,
of which ~$3B is incremental growth

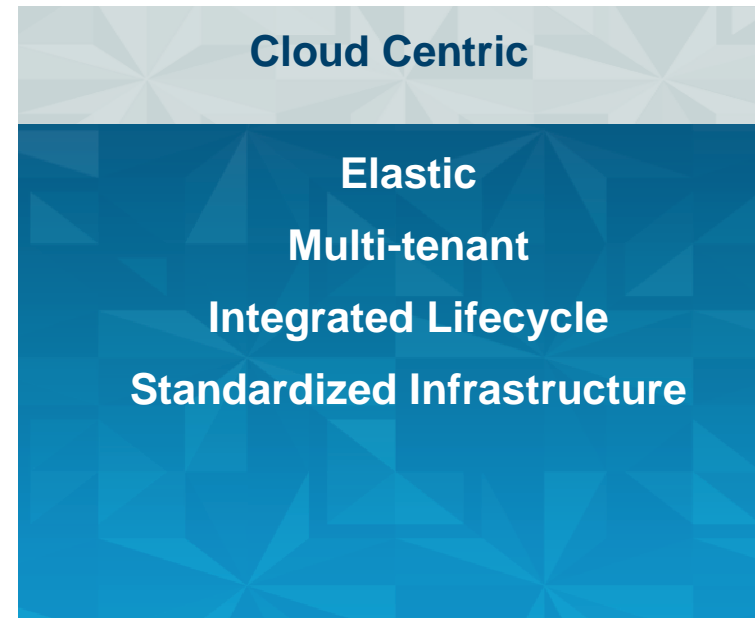*Visit our interactive infographic on these tech trends*

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Two major application deployment models have emerged in cloud adoption

Cloud Enabled		Cloud Centric
Scalable		**Elastic**
Virtualized	**+**	**Multi-tenant**
Automated Lifecycle		**Integrated Lifecycle**
Heterogeneous Infrastructure		**Standardized Infrastructure**

Existing Middleware Workloads

Compatibility with existing systems

Emerging Platform Workloads

Exploitation of new environments

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SmartCloud capabilities are built on common platform, with a commitment to open standards.

IBMSmartCloud

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

Common Open Standards Technology and Industry Ecosystem

Cloud Standards Customer Council

IBM Business Partner

openstack
CLOUD SOFTWARE

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SoftLayer
Unified architecture with common management and programming interfaces

- Common command and control interface across a unified architecture

- Combine bare-metal servers, public cloud instances and private cloud deployments into distributed hybrid architectures and manage from a single control pane and API

- All deployed on-demand and provisioned in real-time

- Ideally suited to big data deployments, high I/O and latency-sensitive apps
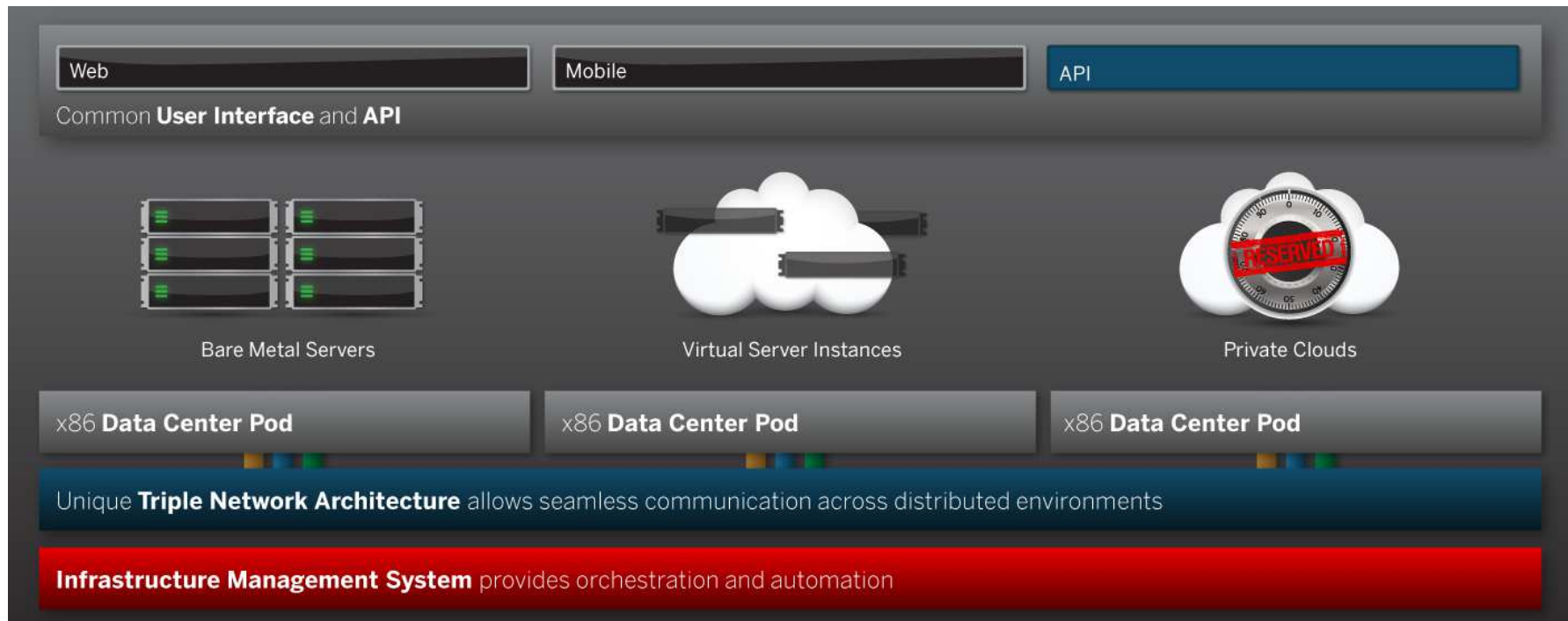
SoftLayer include a robust, full-featured API

Improves customer control, reduces error, increases flexibility

SoftLayer API provides 1,600 function calls to over 200 services

Supports REST, SOAP & XML-RPC interfaces

Enables full auto-scaling implementations

Comprehensive documentation, libraries and support

Functions include:

- Automatic server deployment
  - Service provisioning
  - Reboots & reloads
    - Ticketing
- Hardware configuration
  - Software load
    - DNS
  - Network
  - Storage
- Security scans
  - Monitoring

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Global Footprint – Expands Reach Around the Globe
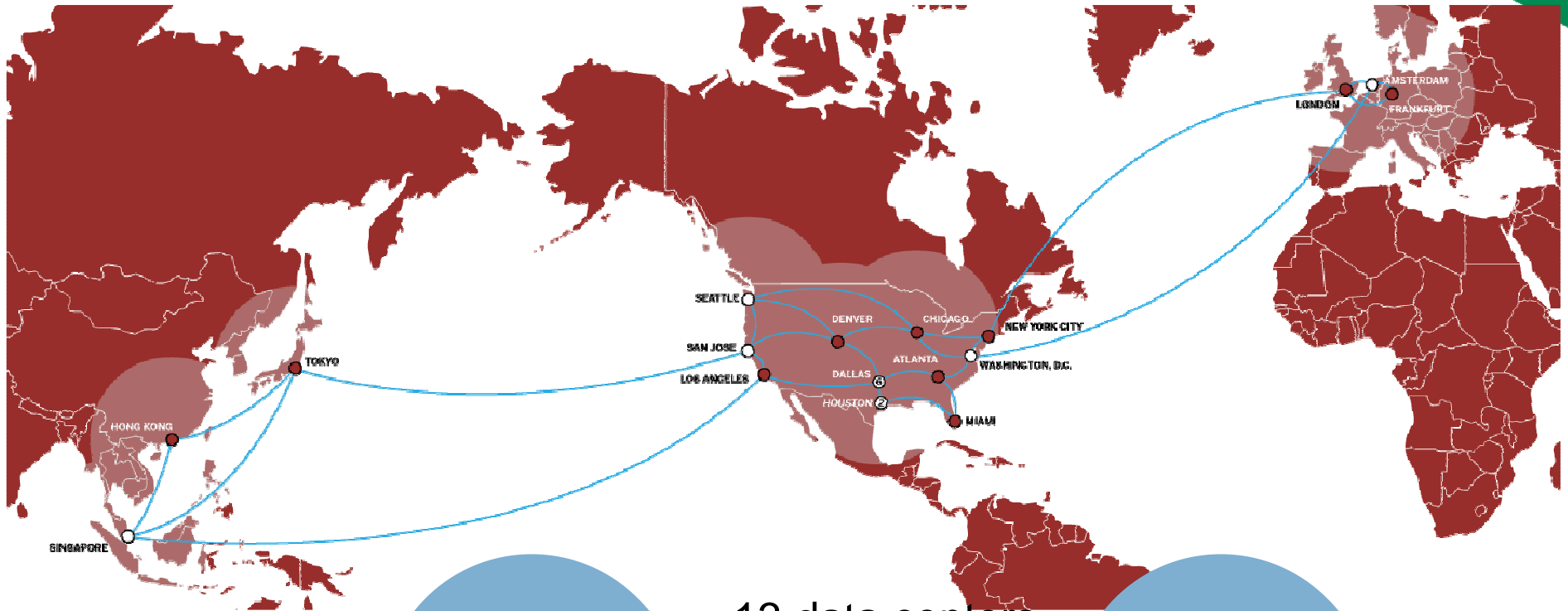
100,000 SERVERS

13 data centers

19 network PoPs

Global network

22,000,000 DOMAINS

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Big Data Solutions
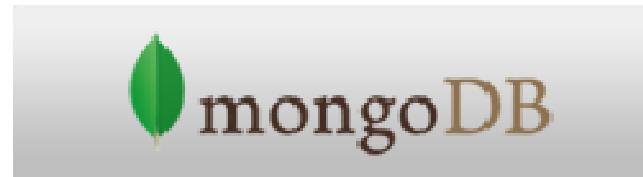
- Push-button provisioning of complex, multi-server deployments via online Solution Designer

- Support for distributed environments

- Solutions leverage performance of local storage and bare-metal compute; outperform commodity public clouds

MongoDB   Engineered in partnership with 10gen

Riak   Engineered in partnership with Basho

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Factoring Essential Applications to Drive Innovation and Growth
Cloud Without Compromise

Video / UCC	HPC / BigData	Mobile Backend Services	Microsoft Apps	IWD Patterns	SWG BlueMix	Cloud Native Apps	Virtual Desktop	Telco White Label

Infrastructure Management System provides orchestration and automation

Hyper-V	VMWare	Citrix Xen	OpenStack	CloudStack	Parallels

Bare Metal Servers

Virtual Server Instances

Private Clouds

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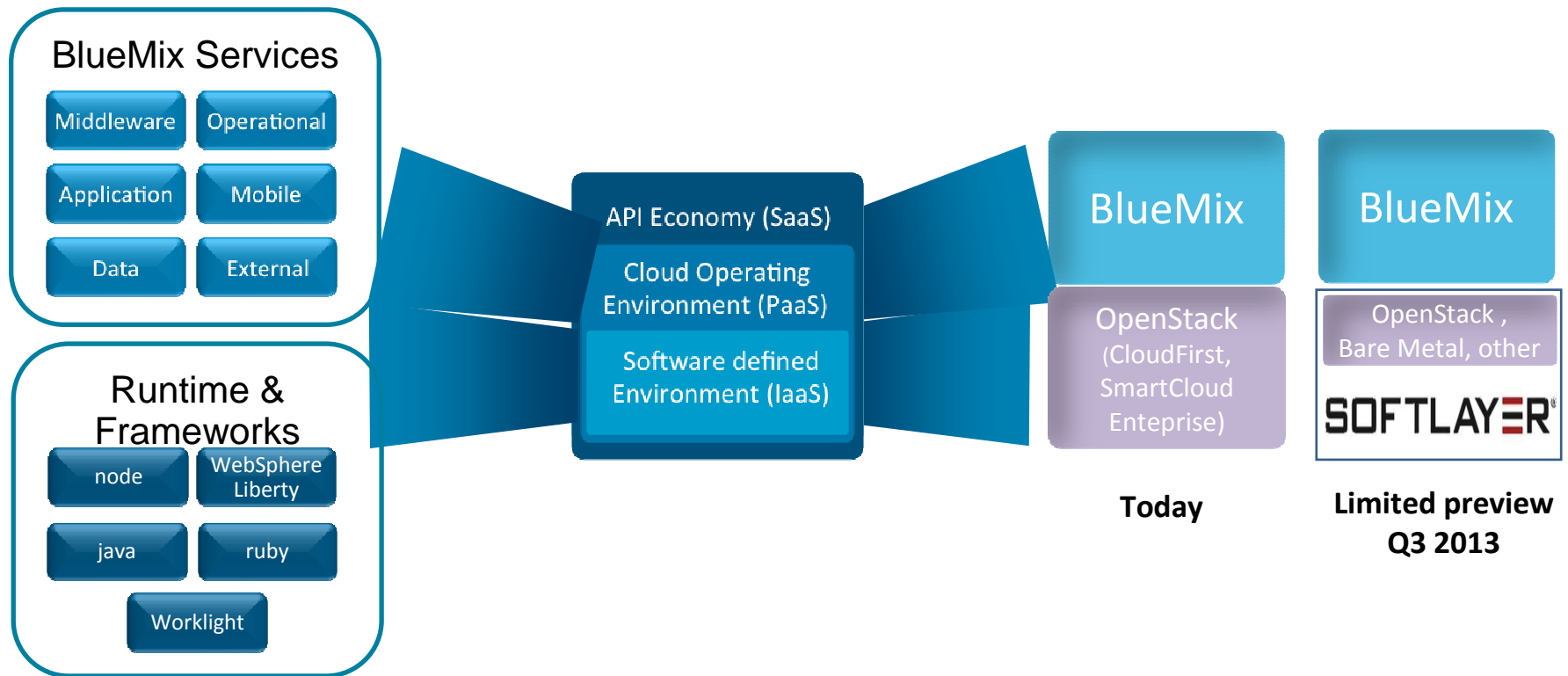
SoftLayer helps to accelerate innovation taking place across IBM and deliver expand value to market

- **BlueMix** Defined

- IBM initiative to develop an open Cloud Operating Environment

- IBM and partner cloud services

- Integrated DevOps with both Browser and Eclipse-based tools

BlueMix Services

Middleware	Operational
Application	Mobile
Data	External

Runtime & Frameworks

node	WebSphere Liberty
java	ruby
Worklight	

API Economy (SaaS)

Cloud Operating Environment (PaaS)

Software defined Environment (IaaS)

BlueMix

OpenStack (CloudFirst, SmartCloud Enteprise)

Today

BlueMix

OpenStack , Bare Metal, other

SOFTLAYER®

Limited preview Q3 2013

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Next steps

- Check out SoftLayer's pricing and configs:
  - https://www.softlayer.com/cloudlayer/build-your-own-cloud

- Connect with IBM on your SoftLayer project:
  - https://www.softlayer.com/ibmpartners

- Dig deeper on BlueMix:
  - http://www-01.ibm.com/software/ebusiness/jstart/bluemix/infocenter.html

- Resources for developing in the cloud, for the cloud:
  - https://www.ibm.com/developerworks/cloud/index.html

- Create applications with IBM's JazzHub:
  - https://hub.jazz.net/learn

- Analyze investment trends in the growth initiatives:
  - http://www.ibm.com/smarterplanet/us/en/centerforappliedinsights/article/techtrends.html

Thank you!

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