

IBM SolutionsConnect 2015

Seize the Moment.



Enterprise-grade Hybrid Cloud

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IBM Vietnam*



Radio Shack

AMERICA'S TECHNOLOGY STORE

PRESIDENTS' BIRTHDAY SALE!

DON'T DELAY!

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

 <p>All-Weather Stereo Cut 34% 1188 Realistic STEREO-MATE™ AM/FM personal receiver through off hook, with 40-watt receiver and 2 speakers.</p>	 <p>AM/FM Clock Radio 30% Off! 1388 Chromatone™ 287 clock radio's compact case lets you take it with you.</p>	 <p>In-Ear Stereo Phones HALF PRICE! 788 Realistic™ in-ear phones weigh just 0.8 ounces! With carry pouch, \$49.99.</p>	 <p>Micro-Thin™ Calculator 39% Off! 488 Radio Shack EC-423 is almost the size of a credit card! Solar powered, and has a</p>
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0% INTEREST!
NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!

HURRY! OFFER ENDS TUESDAY FEBRUARY 19

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

INTRODUCTORY SPECIAL!

Save \$670

\$1599

TANDY™ 1000 TL/3 Computer System

- 286-Based PC Complete
- Color Monitor
- 20MB SmartDrive™ Hard Drive
- Easy-to-Use 10-in-1 DeskMate™ Software

BONUS PACKAGE

- Lotus Spreadsheet For DeskMate
- DeskMate OSA Write
- Quickem
- 2-Button Mouse

Mobile Cellular Telephone

Save \$100

\$199

Low As \$29.99 for Service - Reg. 229.99

Deluxe Portable CD Player

Save \$40

159.95

Low As \$119.99 for Service

Realistic CD-210 has 10 selection memory. These phones extra. \$49.99.

Tiny Dual-Superhet Radar Detector

Save \$80

799.95

Reg. 879.95

Real Radar™ 887 detector lets you drive with confidence. Separate X and K band tones. \$29.99.

Compact 10-Channel Desktop Scanner

Save \$30

99.95

Reg. 129.95

Realistic PRC-27 lets you listen for the latest on 11 frequencies. Real prices. \$14.99. Includes 400 MHz. \$19.99.

VHS Camcorder

Save \$100

\$799

Low As \$699 for Service

Realistic Model 102 includes video 2 1/2" Hi 8mm cassette. 2 inch lens. 1000 stills. \$199.99. \$199.99.

3-Way Speaker With Massive 15" Woofer

Save \$110

149.95

Low As \$39.99 for Service

OptiTrack Mach™ 2000™ speaker will blast your ears. 100-watt. \$149.99. \$149.99.

Mobile CB With Channel Controls on Mike

HALF PRICE!

499.95

Reg. 999.95

Realistic TRC-432 lets you get highway info by radio—just 2 button-press to dial "open". \$199.99.

Our Easiest-to-Use Phone Answerer

Cut 17%

49.95

Reg. 59.95

STARPHONE™ 240-241 answerer is ready to use—just plug 2 in. Plug back in automatically. \$49.99.

30-Memory Speed-Dial Phone

Cut 33%

299.95

Reg. 449.95

Realistic 27-287 Speed-Dial™ is ideal for home or office. 30-number memory. \$199.99. \$199.99.

Handheld Voice-Actuated Cassette Tape Recorder

40% Off!

299.95

Reg. 499.95

Realistic CTR-81 makes it convenient. "Automatic" for playback. \$199.99. \$199.99.

Check Your Phone Book for the Radio Shack Store or Dealer Nearest You

Most Major Credit Cards Welcome

Everything from this 1991 RadioShack ad exists in a single smartphone today!



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The Digital Economy is Driving Disruption

Three Trends:

New apps are consolidating decision making capabilities at the fingertips of people who need to act.



Front-line decision making

Insight from nontraditional data is being used in business critical processes so businesses can create new moments.



Real time insight-driven processes

Technology solutions are composed leveraging digital services from a broad ecosystem so businesses can do what they do best.



Ecosystem-based Innovation

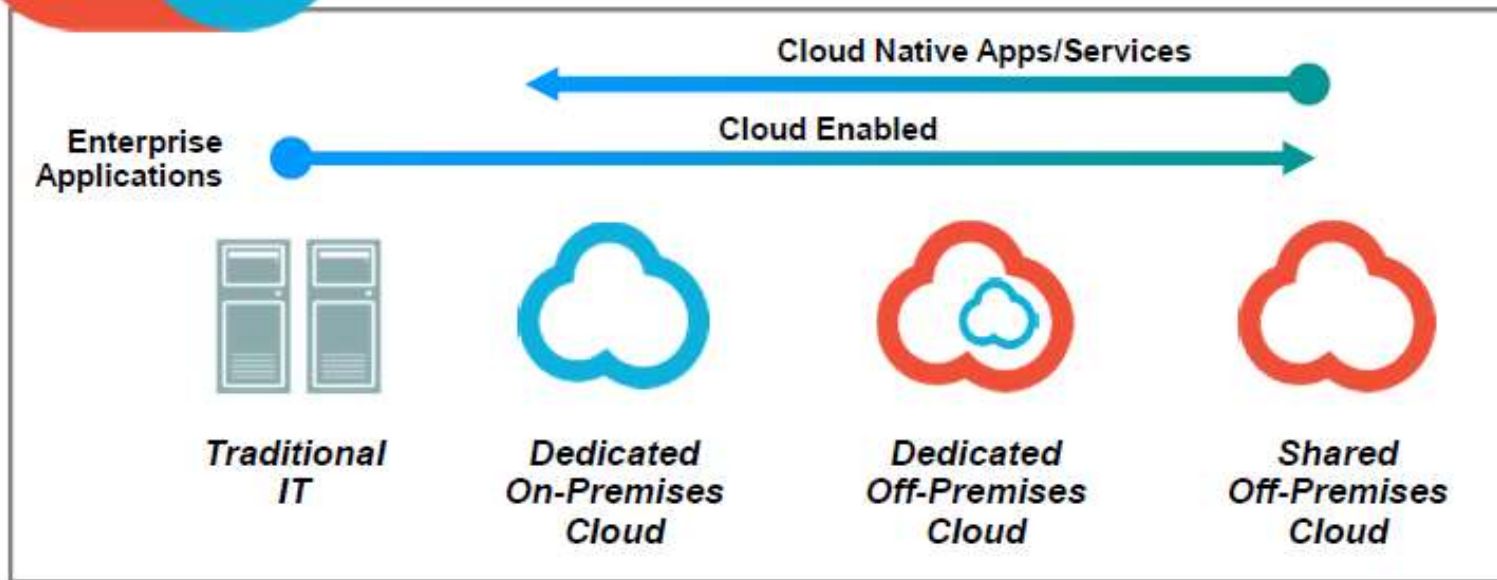


Hybrid Cloud is the way forward



The secure consumption of services from two or more sources, including private cloud, public cloud, or traditional IT, to enable any or all of the following:

- **Integration** of applications, data, and/or services
- **Composition, orchestration and management** of workloads
- **Portability** of data and applications



Choose the right mix based on the workloads

Digital transformation requires the new Hybrid Cloud, which is more than the sum of its parts

It's about a universal hybrid cloud that is open by design, with the freedom to choose and change your environments, data and services while achieving clear operational visibility and security.



Composable Apps & Services



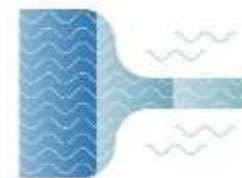
Hyper Portability



Data Services & Localization



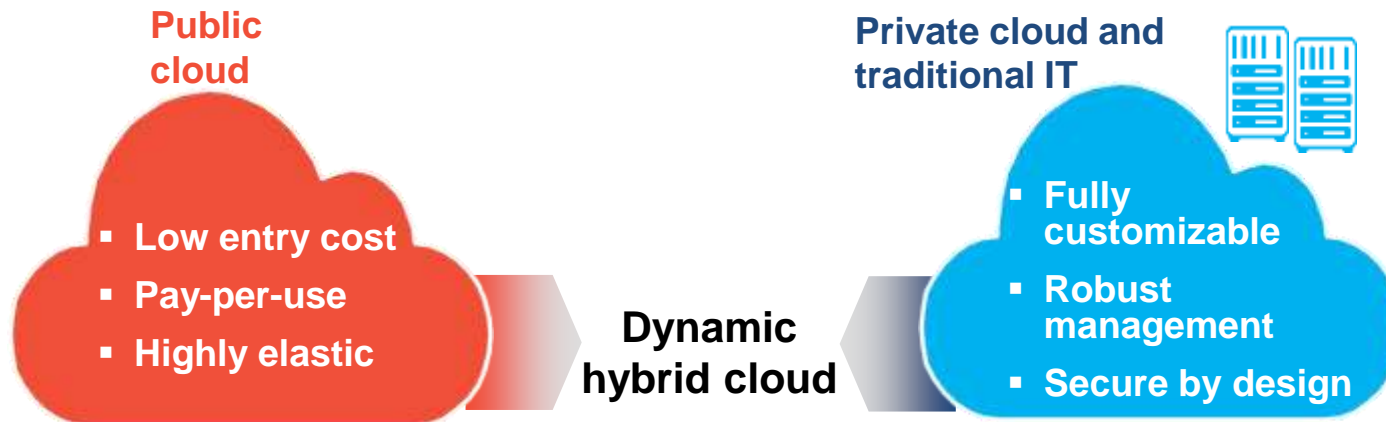
Continuous Delivery



Operational Visibility



Dynamic hybrid cloud seamlessly combines the best of both worlds with better outcomes



- ✓ **Maximize return** on existing IT investments
- ✓ Match workloads to **best-fit infrastructure**
- ✓ Hit the **right balance** of risk to speed
- ✓ Meet seasonal capacity **without capital expense**
- ✓ **Innovate** and add **new capabilities quickly**

Hybrid clouds are solving a variety IT concerns

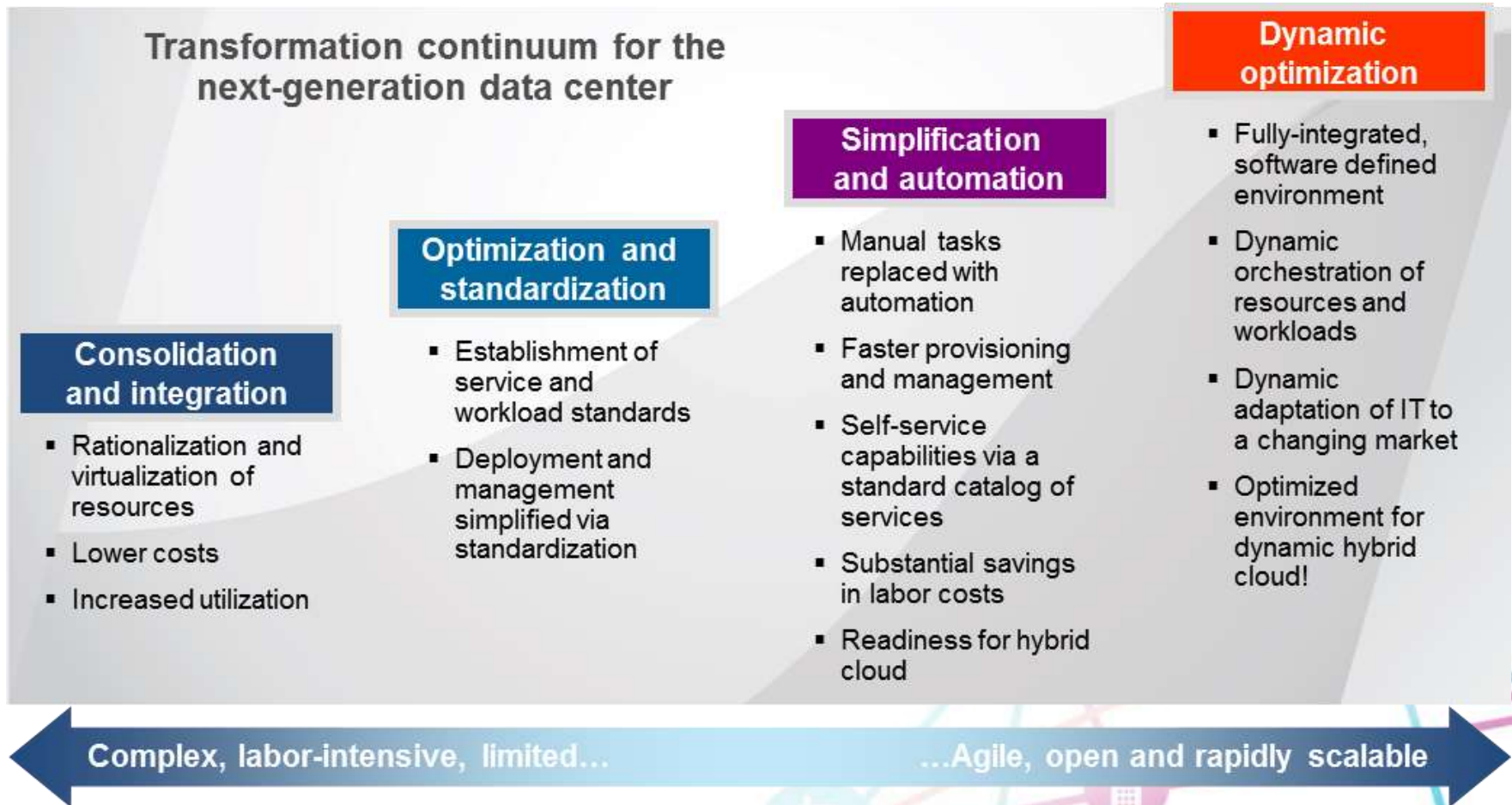
<p>Integration of new and legacy systems</p> <p>Systems of engagement Systems of record</p> <p>Link new social and mobile systems to core business systems</p>	<p>Complexity of cloud management</p> <p>Traditional IT</p> <p>Public Private</p> <p>Manage the IT environment holistically via a single pane of glass</p>	<p>Insufficient capacity for high-performance workloads</p> <p>Private Public</p> <p>Burst to public cloud to gain additional capacity</p>
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Able to be implemented quickly, without infrastructure or application changes

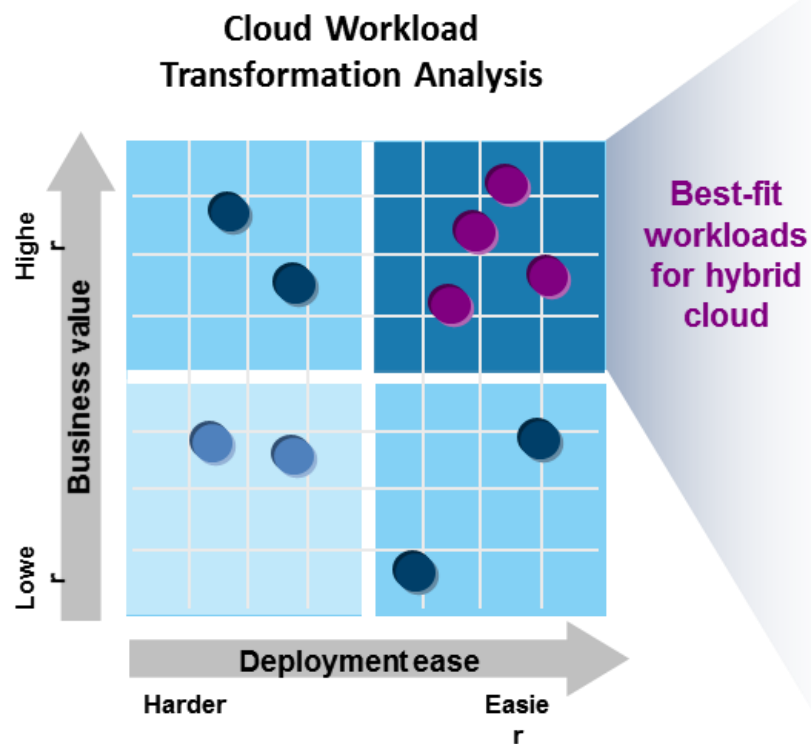
<p>Data protection and resilience</p> <p>Private Public</p> <p>Data sync</p> <p>Use private cloud normally and switch to public cloud to recover files and data</p>	<p>Reserve capacity for peak application demands</p> <p>Private Public</p> <p>Tap into public cloud resources dynamically when a shortage occurs on private cloud</p>	<p>Workload portability</p> <p>Public Private</p> <p>Enable workloads to move seamlessly between clouds</p>
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More complex deployment, possibly requiring infrastructure or application changes

Moving to a hybrid enterprise infrastructure optimized for cloud, analytics, mobile and social can be achieved in four key steps

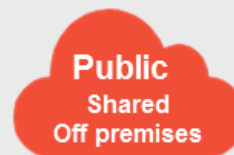


Begin building a roadmap to hybrid cloud by objectively analyzing your business and IT priorities, requirements and current workloads



Hybrid cloud increases workload options

- Development and test
- Analytics workloads
- Cloud-native applications



- Client-facing business applications
 - Web, mobile and social applications



- Core back-office business applications
 - Finance and accounting
 - HR and procurement



- Transaction and batch processing workloads
 - Sensitive and highly customized workloads



IBM Cloud supports 47 of the top 50 Fortune 400 companies

IBM named #1...

- Hybrid and private cloud provider for the enterprise in 2H' 14
(Synergy Research, Feb '15)
- Hybrid cloud services market by revenue *(Talkin Cloud, Oct'14)*
- Companies believed to be able to provide IaaS most effectively in US enterprises greater than 5K employees *(IDC, May'14)*
- Market share segment leader in private cloud and #2 in IaaS
(Synergy Research, March'14)

IBM is among the top providers in the cloud market for 4Q' 14
Synergy Research, February 2015

IBM has clear leadership in the private and hybrid infrastructure services segment
Forbes, July 2014

IBM has the top spot as the vendor with the most adopted platform used for orchestration

TBR, January 2014

IBM is a recognized leader in...

- Enterprise cloud infrastructure services *(Everest Group, Nov' 14)*
- Enterprise cloud application services *(Everest Group, Nov' 14)*
- Current hybrid cloud implementations *(TBR, June '14)*
- Cloud Professional Services *(IDC, Aug'14)*
- On-Premises Application Integration Suites *(Gartner, July'14)*
- Data Center Outsourcing and Infrastructure Utility Services *(Gartner '14)*

IBM Global Financing and IBM Cloud



Cloud Strategies	Where IBM Helps	Payment Options to Explore
<p>Think it: Strategize how to use cloud to drive revenue growth and efficiencies</p>	<p>IBM Cloud Consulting Services</p>	<p>Accelerate time to value <i>“I want to start now and optimize my return on investment.”</i> Choose from competitive loans or leasing options to finance your cloud environment. Flexible payment options can help accelerate your project's cash-flow break-even point and lower total cost of ownership (TCO).</p>
<p>Build it: Build and run your own private or hybrid cloud</p>	<p>IBM Cloud Technologies</p>	<p>Consolidate funding <i>“I want to fund all my IT technology needs through one source.”</i> For all your cloud IT requirements, consider a customized financing structure to coordinate your project funding through a single source, including consulting, hardware and software from IBM and IBM Business Partners.</p>
<p>Tap into it: Utilize cloud services delivered from IBM Cloud</p>	<p>IBM Cloud Services</p>	<p>Gain financial flexibility <i>I want funding that preserves my cash flow and aligns with my business cycle.</i> Choose an ideal payment structure based on your sales and business calendar, whether you opt for predictable payments each month or want to align your project costs to anticipated key milestones through a customized plan.</p>

Understand the key takeaways and get started on your own path to dynamic hybrid cloud

- 1** Hybrid cloud is essential to business agility and your ability to **capitalize on the latest mobile, social, analytics and security technologies.**
- 2** The next-generation data center paves the path to hybrid cloud by providing an infrastructure capable of **dynamic orchestration and optimization.**
- 3** IBM has a full portfolio of services to **facilitate the journey to hybrid cloud** and the underlying infrastructure transformation.



