



**Building a
Smarter Planet**

IBM

Cloud Computing: A Transformational Force



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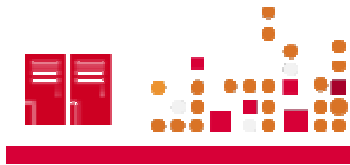


Challenges Faced by IT Today



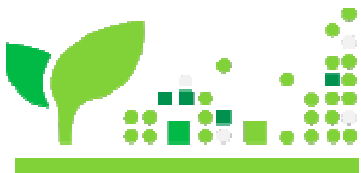
Doing more with less

Reduce capital expenditures and operational expenses



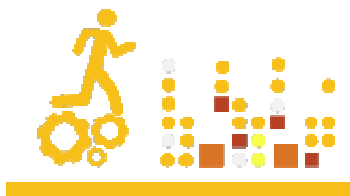
Reducing complexity

Simplification through automation and standardization



Higher quality services

Improve quality of services and deliver new services that help the business grow and reduce costs



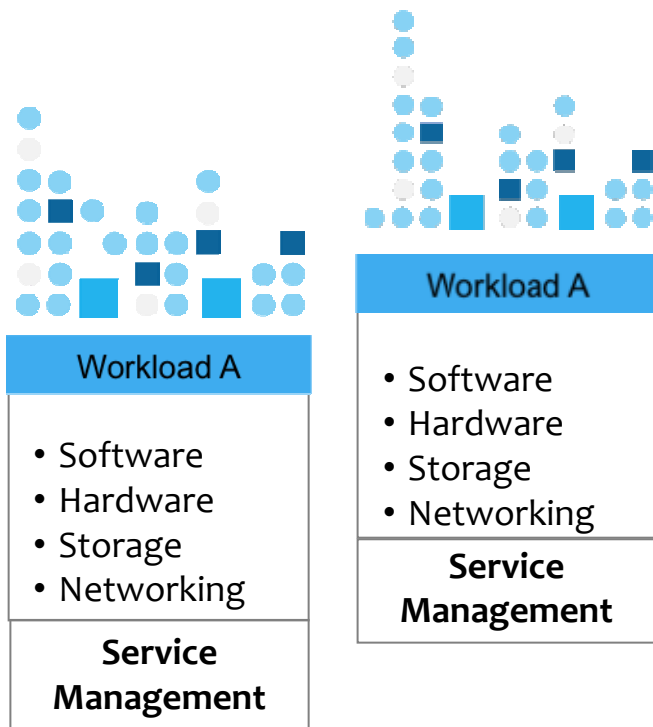
Breakthrough agility

Increase ability to quickly deliver new services to capitalize on opportunities while containing costs and managing risk

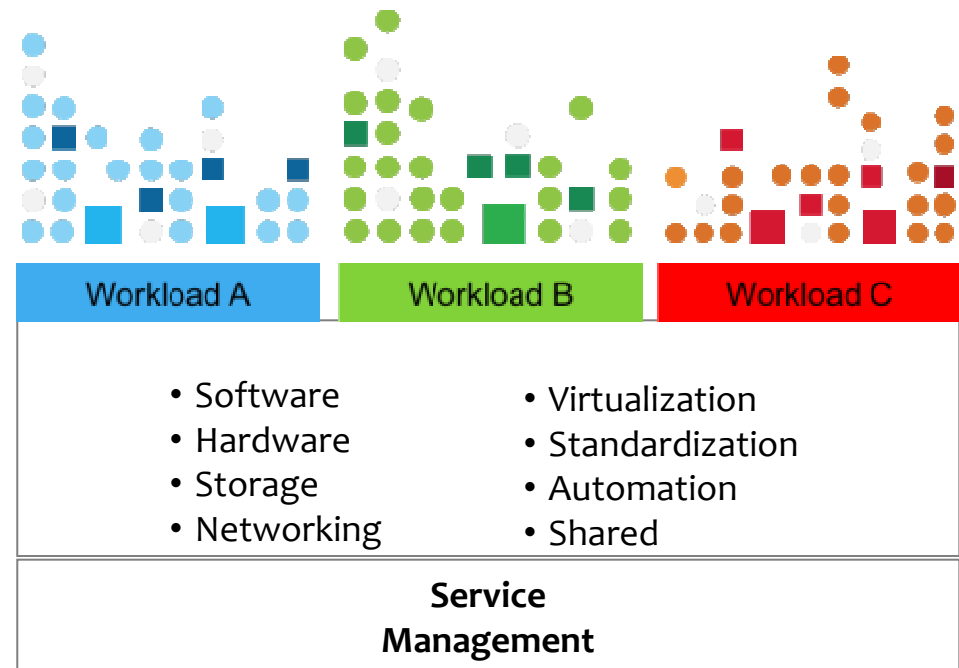
Cloud Computing: A Paradigm Shift

Delivered and Consumed as a Service

Without cloud computing

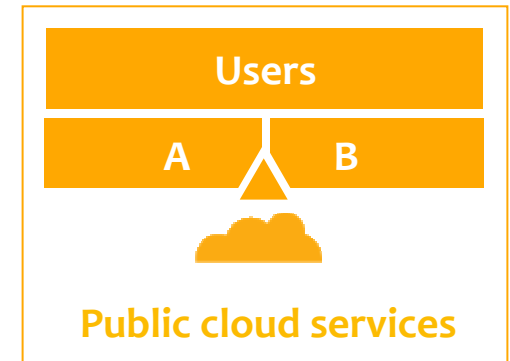
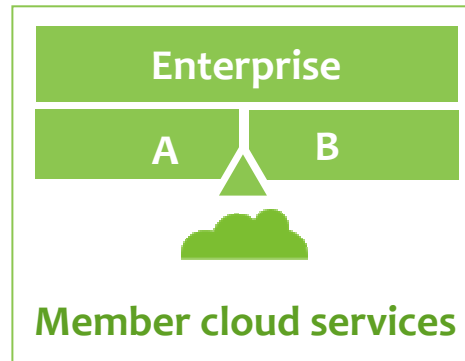
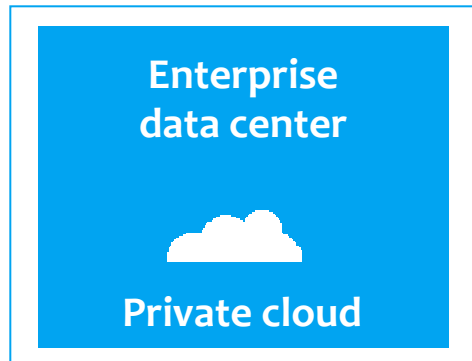


With cloud computing



- Doing more with less
- Higher quality of service
- Reducing complexity
- Breakthrough agility

Cloud Computing: Adoption Trends



◀ Private

Public ▶

Infrastructure
as a Service

Platform
as a Service

Software
as a Service



Cloud Computing: A Transformational Force

“Clouds will transform the information technology (IT) industry... profoundly change the way people work and companies operate.”

The
Economist



+



= Transformation

Transforming Financial Services Delivery

- **Nedbank: Modernizing core banking through SOA and cloud**
- **Canadian Bank: Transforming IT & achieving business agility**
- **PayPal: Accelerating developer innovation through public cloud ecosystem**
- **Bank in Australia: Delivering SOA core banking services to global markets**

The Nedbank logo consists of the word "NEDBANK" in white, uppercase, sans-serif font, centered within a dark green rectangular background.

“The flexibility provided by IBM cloud technology ... change the way we deliver services to our business” - Nedbank

The PayPal logo, featuring the word "PayPal" in a blue, italicized, sans-serif font.

“The IBM cloud provides a platform for developers to come together as a community ... creating payments innovations and bringing the wallet into the cloud.” - PayPal

Transforming Telecom Services Delivery

- **VNTT: Leading cloud based hosting services**



"Cloud computing brings the competitiveness we need ..." - VNTT

- **South Korea Telecom: Accelerating business partner growth**

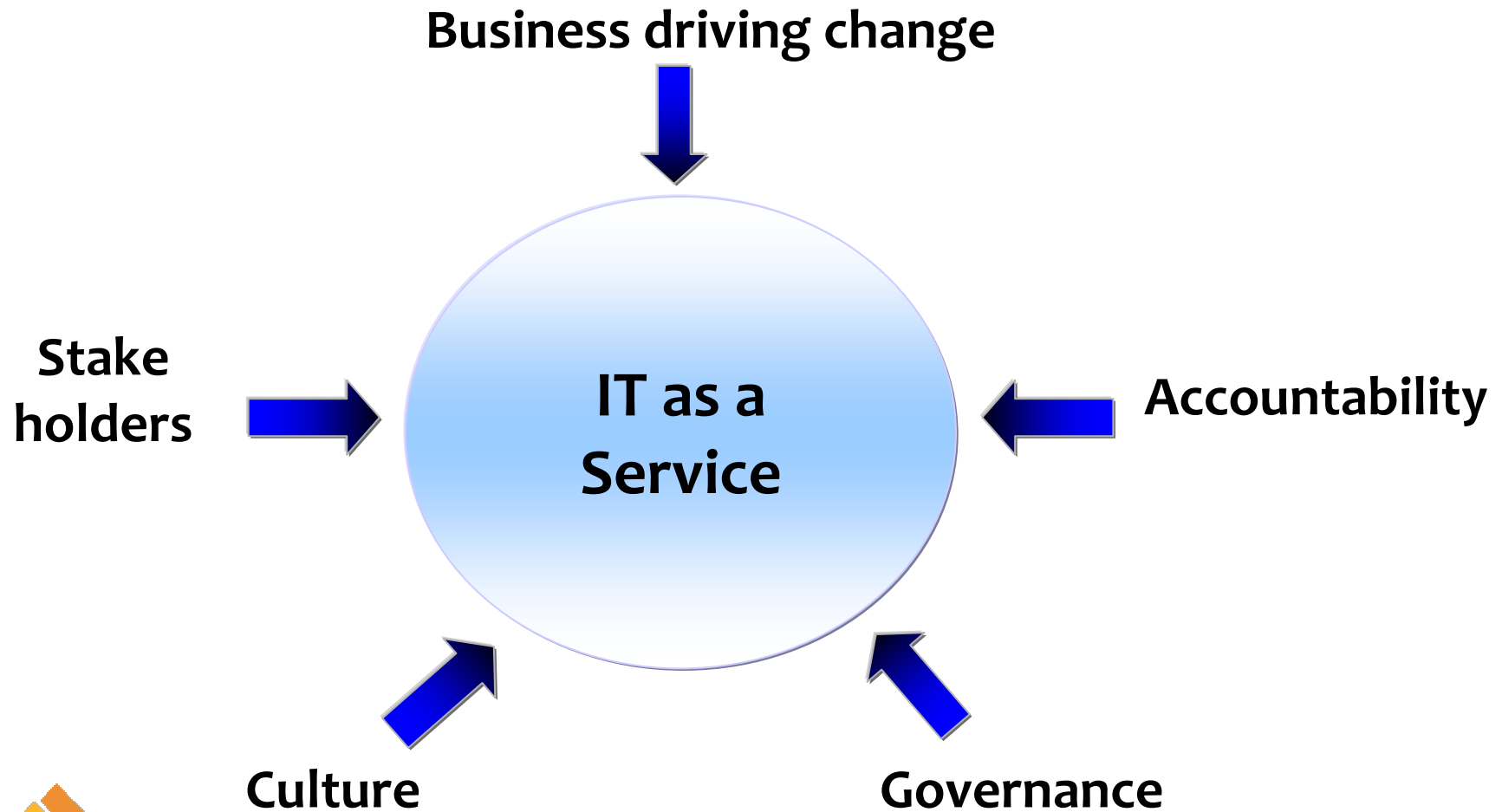


"... IBM cloud technologies were favored over all other competitors because IBM demonstrated the most complete set of capabilities."
- European Telecom

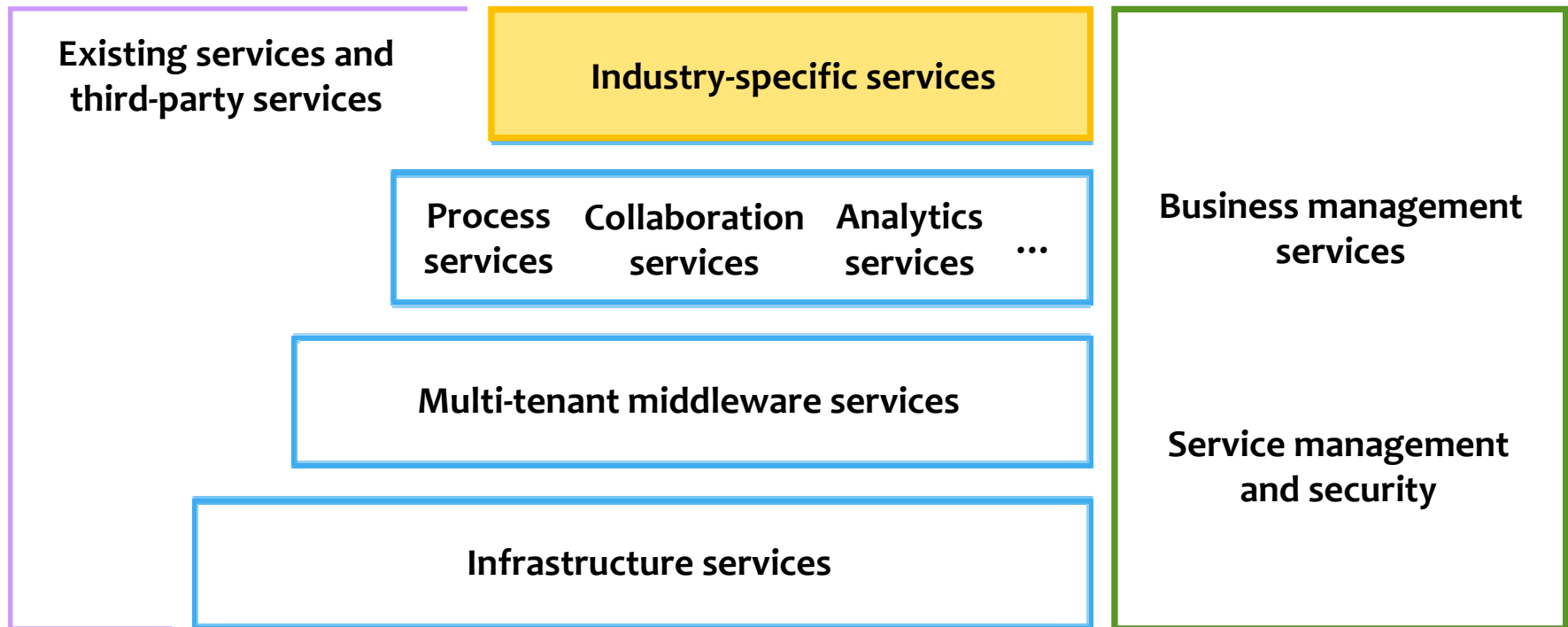
- **European Telecom: Establishing ecosystem for service creation and delivery**



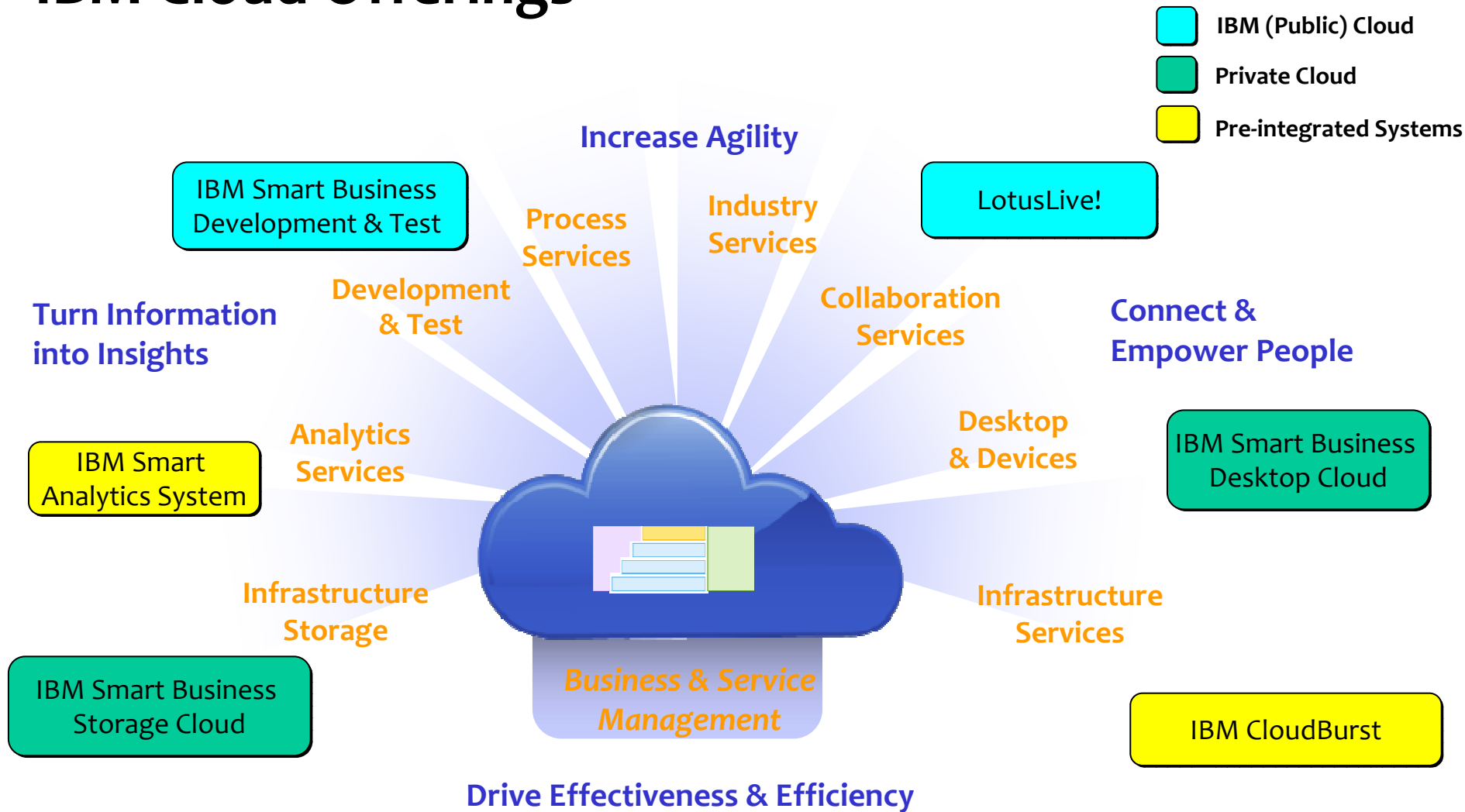
Cloud Computing Adoption Success : Holistic Approach



Open Framework for Cloud Computing



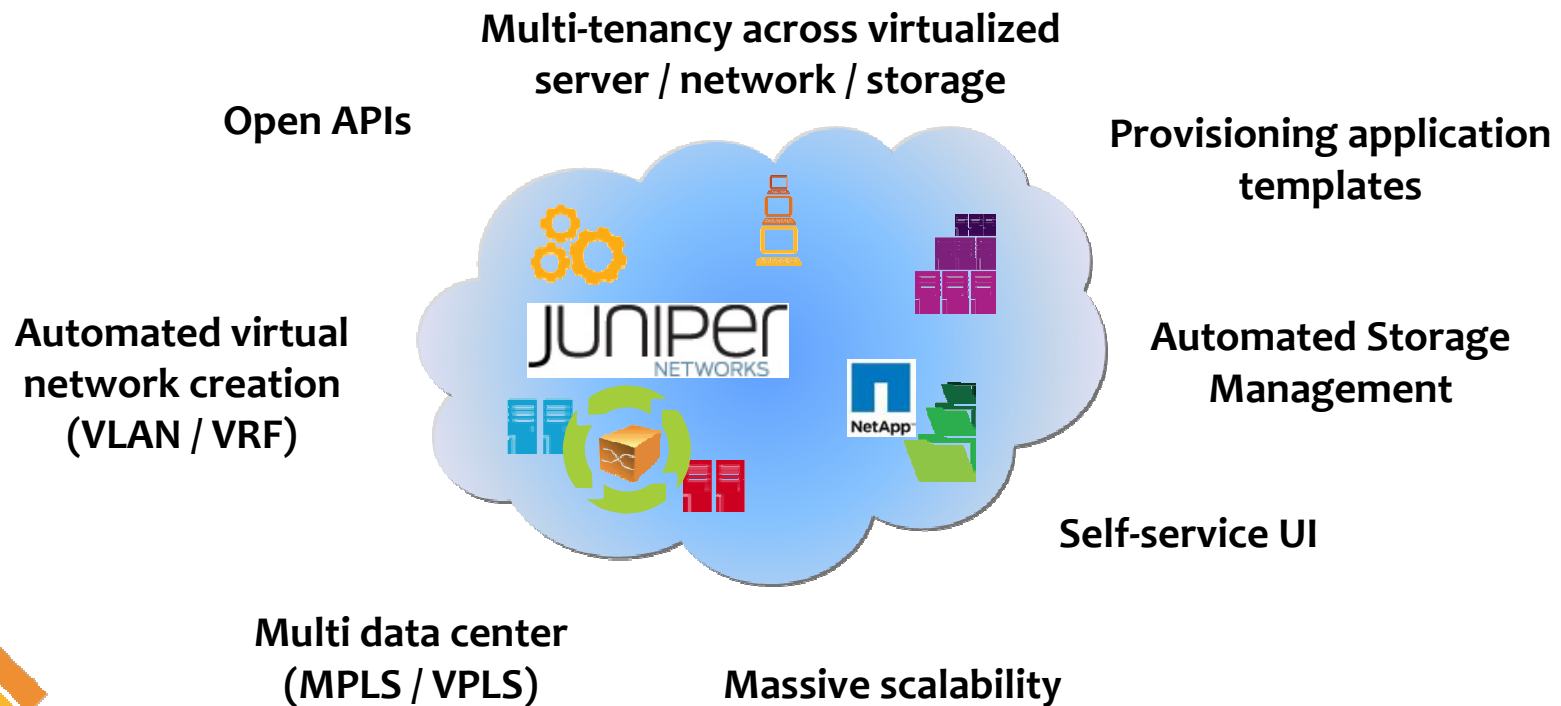
IBM Cloud Offerings



*Note: Only key offerings mentioned, many more available

Demo: Accelerating Service Delivery

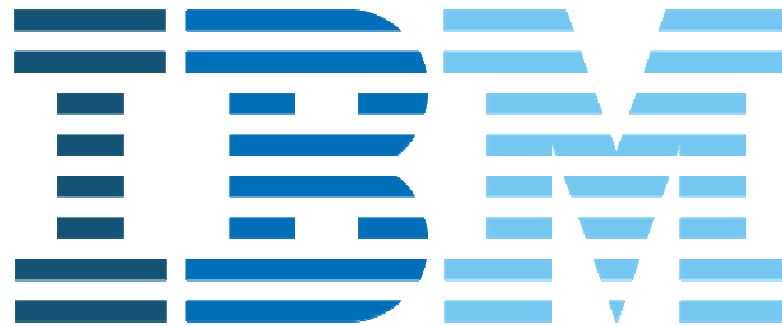
- **Speed:** Create → Plan → Deploy a virtualized tenant in 10 minutes
- **Automation:** Service management
- **Standardization:** Application templates to simplify



IBM's Cloud Labs Support Clients Worldwide

Leading Cloud Innovation and Transformation





For more information, please visit:

<http://www.ibm.com/cloud>