



Accelerate digital transformation with the cloud for smarter business

—
Yasser Eissa
Vice President,
IBM Watson & Cloud Platform, Europe



IBM Cloud

Clients expect more,
and today's enterprises
must respond to compete

76%

of consumers
expect companies
to understand
their needs and
expectations

70%

of customers say
understanding how
they use products and
services is very important
to winning their business.

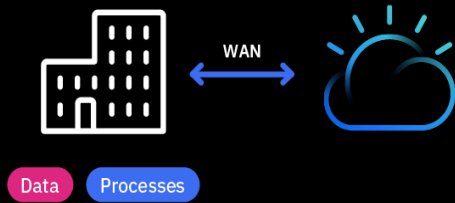
80%

of 'leaders' (reinventors) report they're very
effective at uncovering new or unmet
customer needs using data

Sources: Salesforce, State of the connected customer report; IBM Global C-Suite Study

Deploy the right type of cloud to accelerate innovation

Private

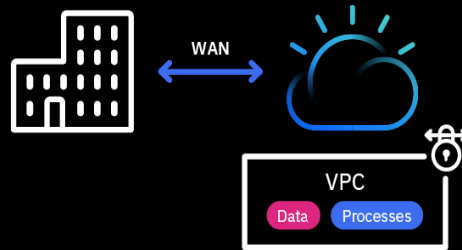


When to use

Organization has requirement to utilize on-premises infrastructure (security policy, investment equity, limited WAN bandwidth, etc)

30-40 IBM Cloud services

Dedicated



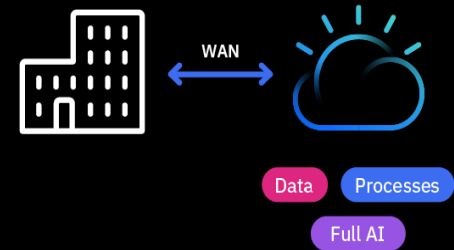
When to use

Organization has isolation requirement for security and/or performance reasons

Organization seeks the security and compliance benefits of public cloud

100+ IBM Cloud services

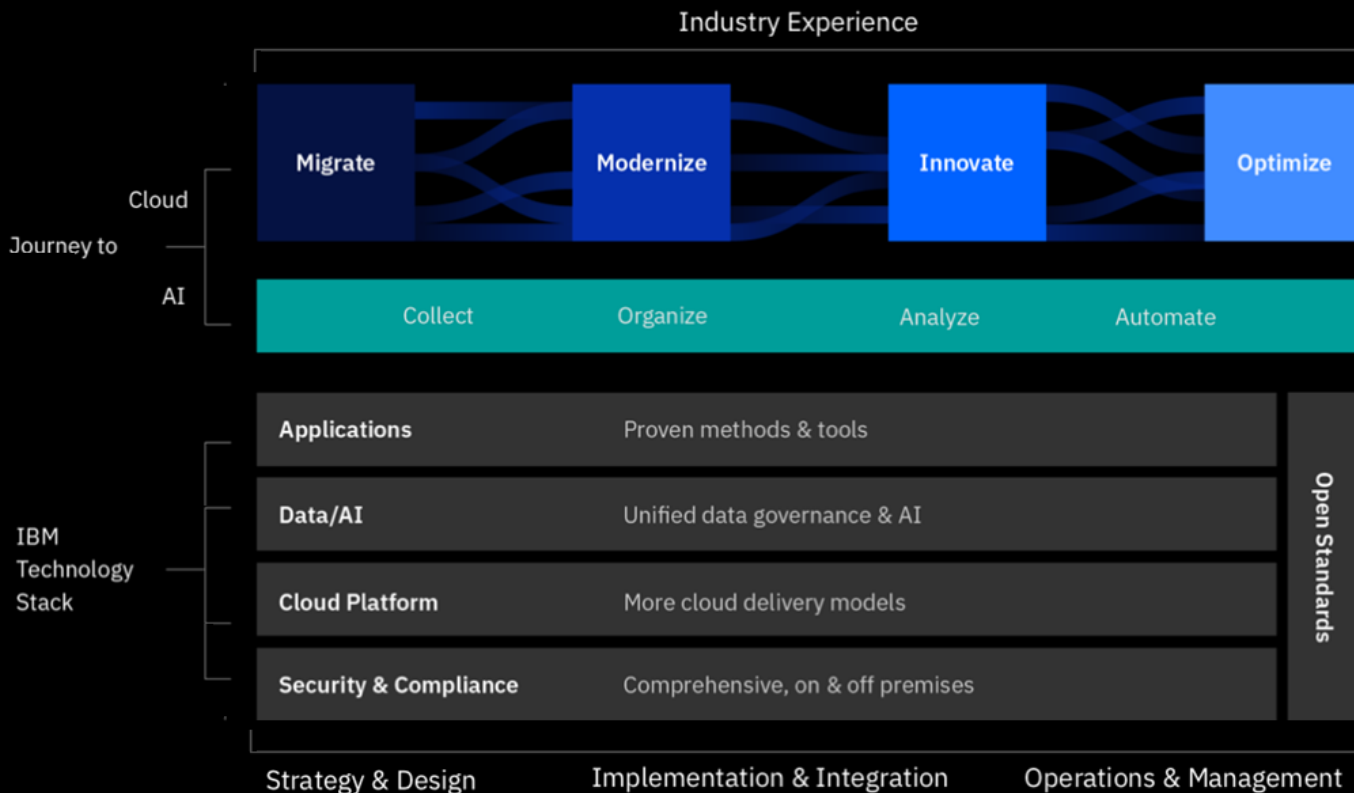
Public



When to use

Organization embraces encrypted multi-tenant data and shared processing models

An open and flexible architecture accelerates your journey



Continuously investing to grow

8 IBM Cloud data centers were launched in 2017, bringing the total to nearly 60, spanning 19 countries. 16 in Europe.

10 IBM Cloud Garages launched in London, Nice, Munich, Oslo, Madrid covering App Development, Blockchain, DevOps and cloud migrations

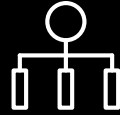
Building a strong ecosystem for our clients through partnerships, including:



Trusted as a faster, more secure journey to cloud and AI



IBM Cloud



Built for all
of your
applications



AI ready



Secure to
the core

IBM Cloud Hybrid Use Cases to meet the Local Regulation

“We need to test apps on a consistent platform as production and seamlessly roll them out.”

Dev / Test

“I’ve exhausted the capacity in my data center.”

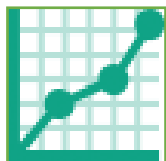
Capacity Expansion

“We’re trying to reduce overhead of IT spend.”

Data Center Consolidation

“I can’t protect all my apps because of cost.”

Disaster Recovery/Backup



Use Case: Dev/Test

Get the agility, scalability, and security you need to support rapid application development and testing cycles.

CHALLENGE

- Demand for Dev/Test environments outpace ability to deliver
- Application Development needs to span regions
- Production environments require segregation from Dev/Test environments

SOLUTION

- VMware vSphere Enterprise Plus (ESX, vCenter)
- Bare Metal Servers
- NSX networking *
- Direct Connection from on-prem to IBM Cloud *

BENEFITS

- Scale on Demand
- Global Footprint
- Highly Available
- Secure

* Optional - not required



Use Case: Capacity Expansion

Quickly address current resource constraints by deploying workloads into VMware on IBM Cloud.

CHALLENGE

- Capacity constraints impact performance and SLAs
- Overbuy physical resources on-premises to compensate for demand spikes

SOLUTION

- VMware vSphere Enterprise Plus (ESX, vCenter)
- Bare Metal Servers
- NSX networking*
- Direct Connection from on-prem to IBM Cloud*

BENEFITS

- Pay-as-you-grow
- Easily react to demand
- Linearly scale

* Optional - not required



Use Case: Data Center Consolidation

Consolidate legacy infrastructures onto an automated and centrally-managed, software-defined data center.

CHALLENGE

- Managing multiple data center environments efficiently
- Lack consistent governance or security policies

SOLUTION

- VMware vSphere Enterprise Plus (ESX, vCenter)
- Bare Metal Servers
- NSX networking*
- Direct Connection from on-prem to IBM Cloud

BENEFITS

- Improve Infrastructure Efficiencies
- Centralize Management
- Lower capital and operation costs

* Optional - not required



Use Case: Disaster Recovery / Back Up

Securely back up data in and to the IBM cloud while boosting recovery times, cutting costs, and reducing risks.

CHALLENGE

- Security and compliance concerns
- Lengthy backup and restore processes
- High cost of backup storage

SOLUTION

- VMware vSphere Enterprise Plus (ESX, vCenter)
- Bare Metal Servers
- NSX networking *
- Direct Connection *
- NetApp AltaVault appliance & Client provided backup application or *
- Site Recovery Manager *

BENEFITS

- Data encryption
- Seamless Integration
- Efficiency

* Optional - not required

