

October 12, 2011

IBM SmartCloud Application Services

Enabling Enterprise Applications in the Cloud

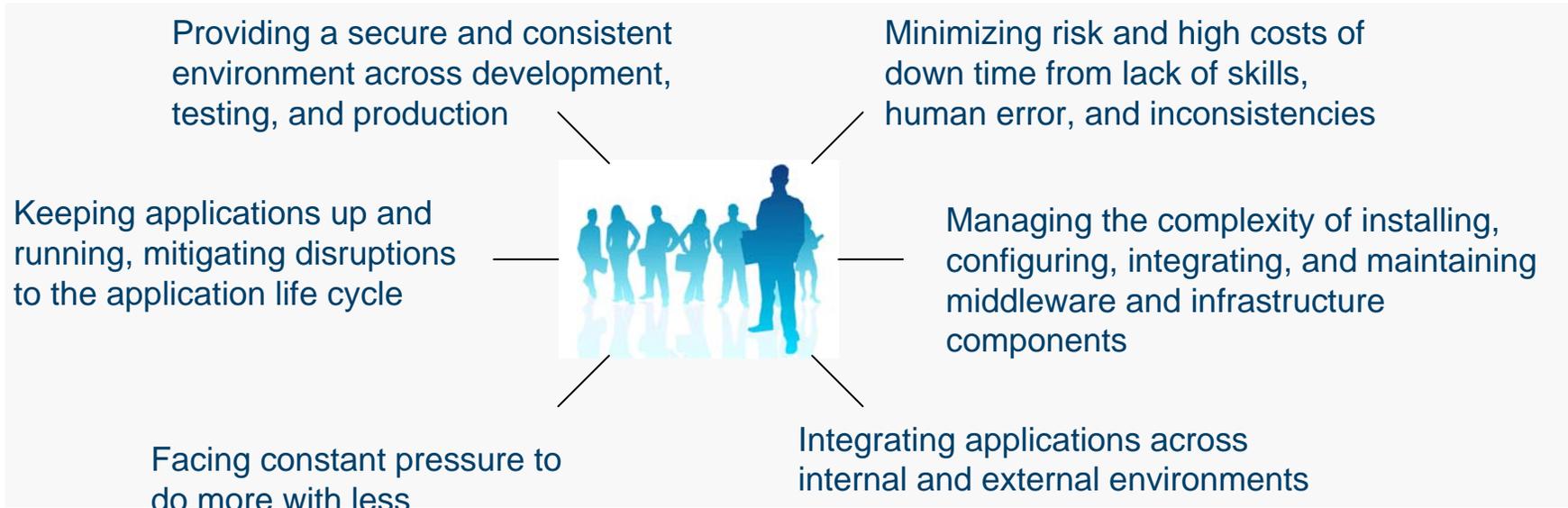


Organizations looking to optimize across the application lifecycle recognize the need for enhanced innovation and speed to market

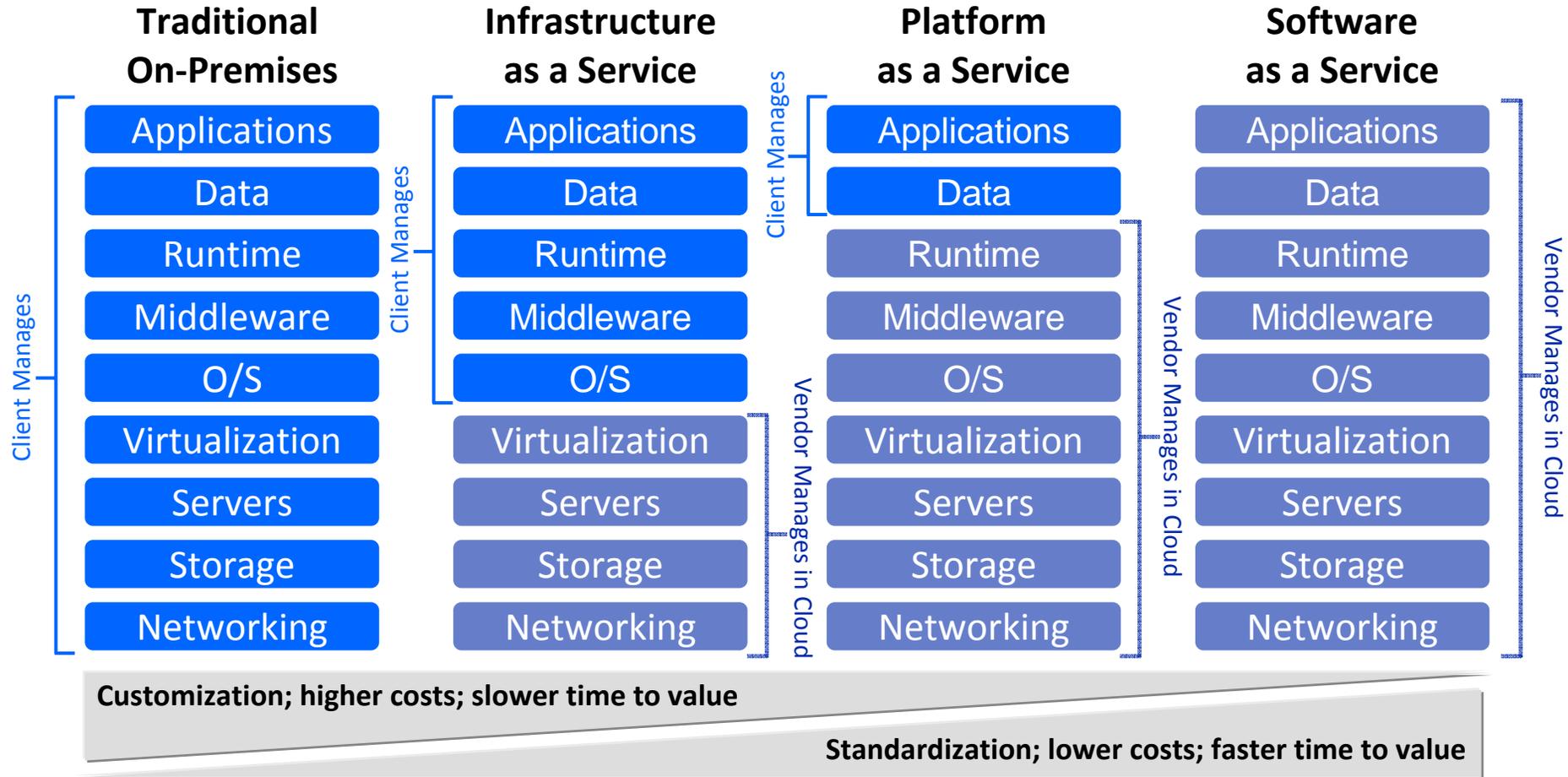
Enterprises and ISVs application life cycles



Yet IT resources are focused on covering the basics, leaving less resources to support business agility



What is PaaS? They are cloud services that improve application development and deployment economics and speed, while maintaining the ability to differentiate at the application layer



The SmartCloud service delivery platform enables you to leverage the Cloud with certainty...

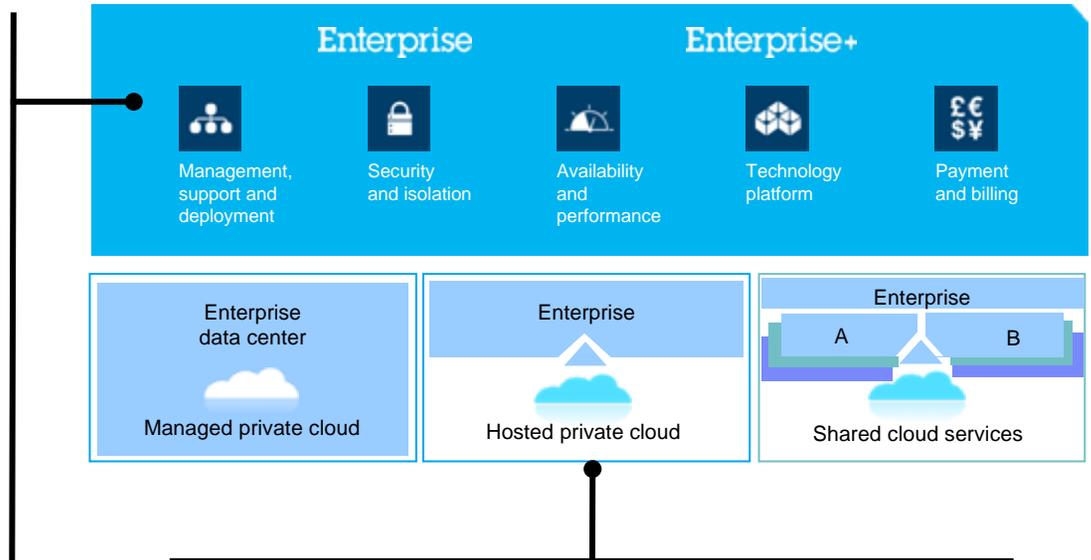
Enterprise class **governance, administration and management control**

Multiple security and isolation options built into the virtual infrastructure and network

Real **business-centric SLAs** that align IBM accountability to your business

Workload portability across different delivery environments

Management support above the operating system including **disaster recover and integrated help desk**



Multiple delivery models allow clients to **optimize against economics, integration, security and control.**

IBM has unequalled experience and expertise in managing enterprise applications...

1.3M

Business users of enterprise applications under IBM Management

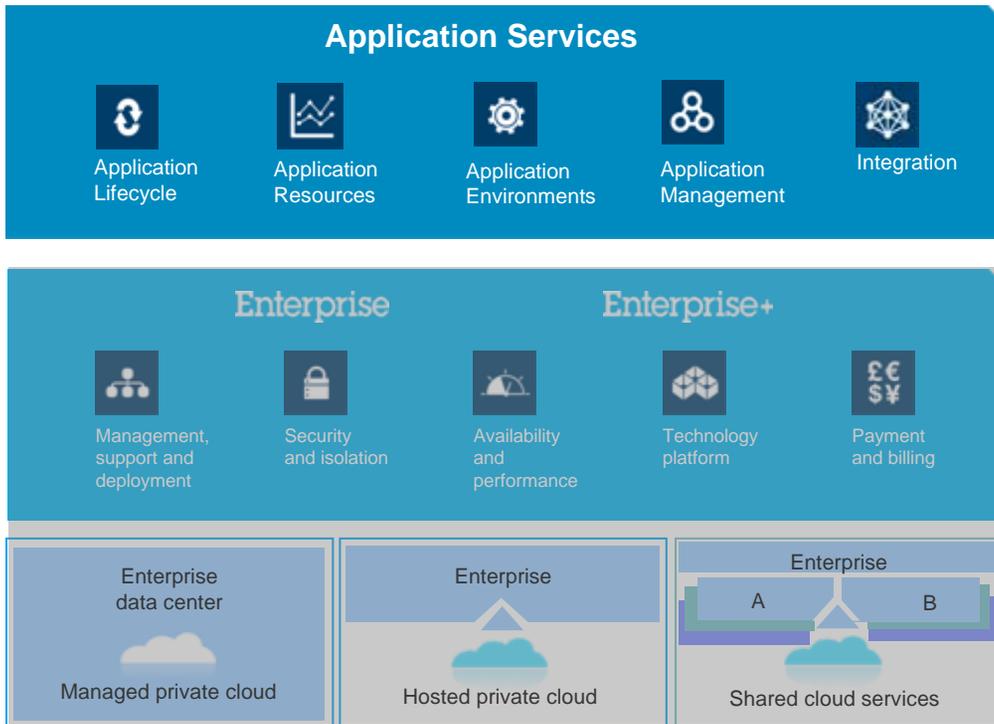
20 years

Running mission critical applications in production environments

140

Countries with operations supporting the management of clients applications

...translating to a unique set of proven, integrated and automated capabilities.



Leverage a public cloud to reduce cost and **shift to opex model for targeted application development activities**

Speed application development through rapid on-boarding to an **integrated and automated application development environment**

Manage enterprise applications and integrate activities more efficiently and effectively through an **open standards** based platform that supports **ease of migration and portability**



“One of the things we’ve looked at internally is getting out of our normal business load and let the development team just go into the cloud and they can spin things up and down at will. So that is a benefit I can appreciate right away.” (CIO, Utilities, US)

IBM SmartCloud Application Services provides key client value

Leverage Cloud with certainty

Entrust your cloud journey to IBM

Configure Cloud for your differentiation

Flexible options for cloud your way

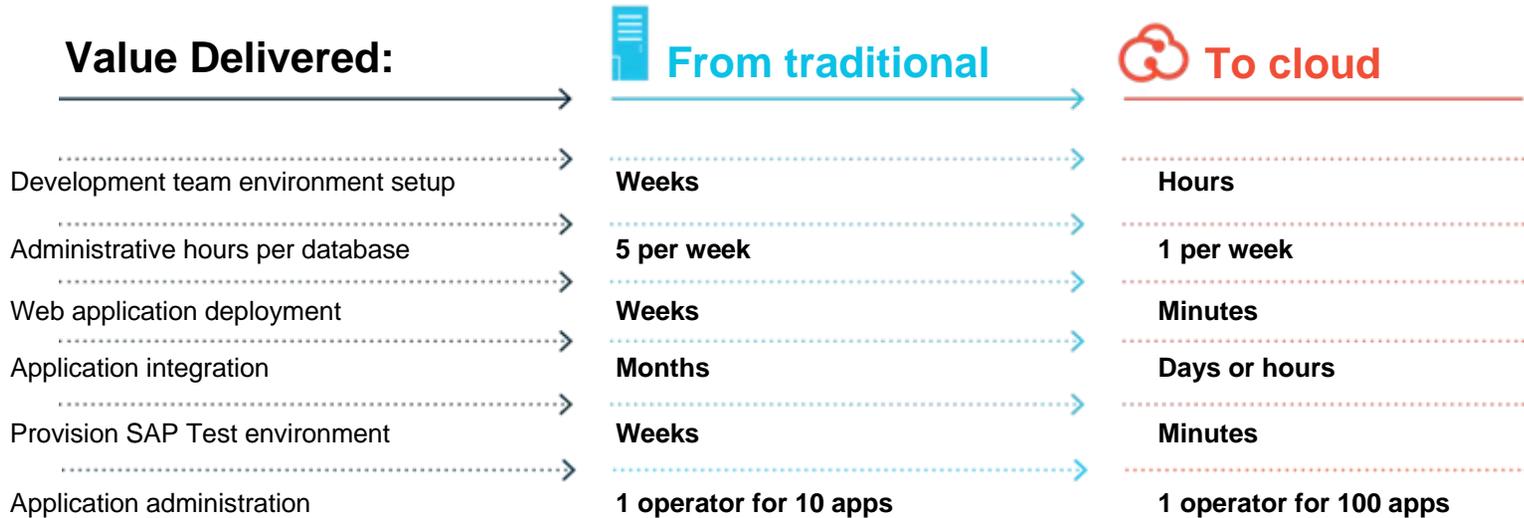


Accelerate adoption to drive business momentum

The right entry point for your business

Evolve with your needs

SmartCloud Application Services delivers substantive value to enterprise clients throughout the application development and delivery process



SmartCloud Application Services meets the needs of key audiences to create business value

Enterprise Application Transformation

- Line of Business
- CIO / CTO
- VP Applications

Sense and respond more quickly to market demands by deploying enterprise applications quickly and securely.

Application Development

- Application Development Manager
- Developer

Improve the business responsiveness through a managed and automated open-standards based development platform.

Application Delivery

- IT/Datacenter Operations Manager

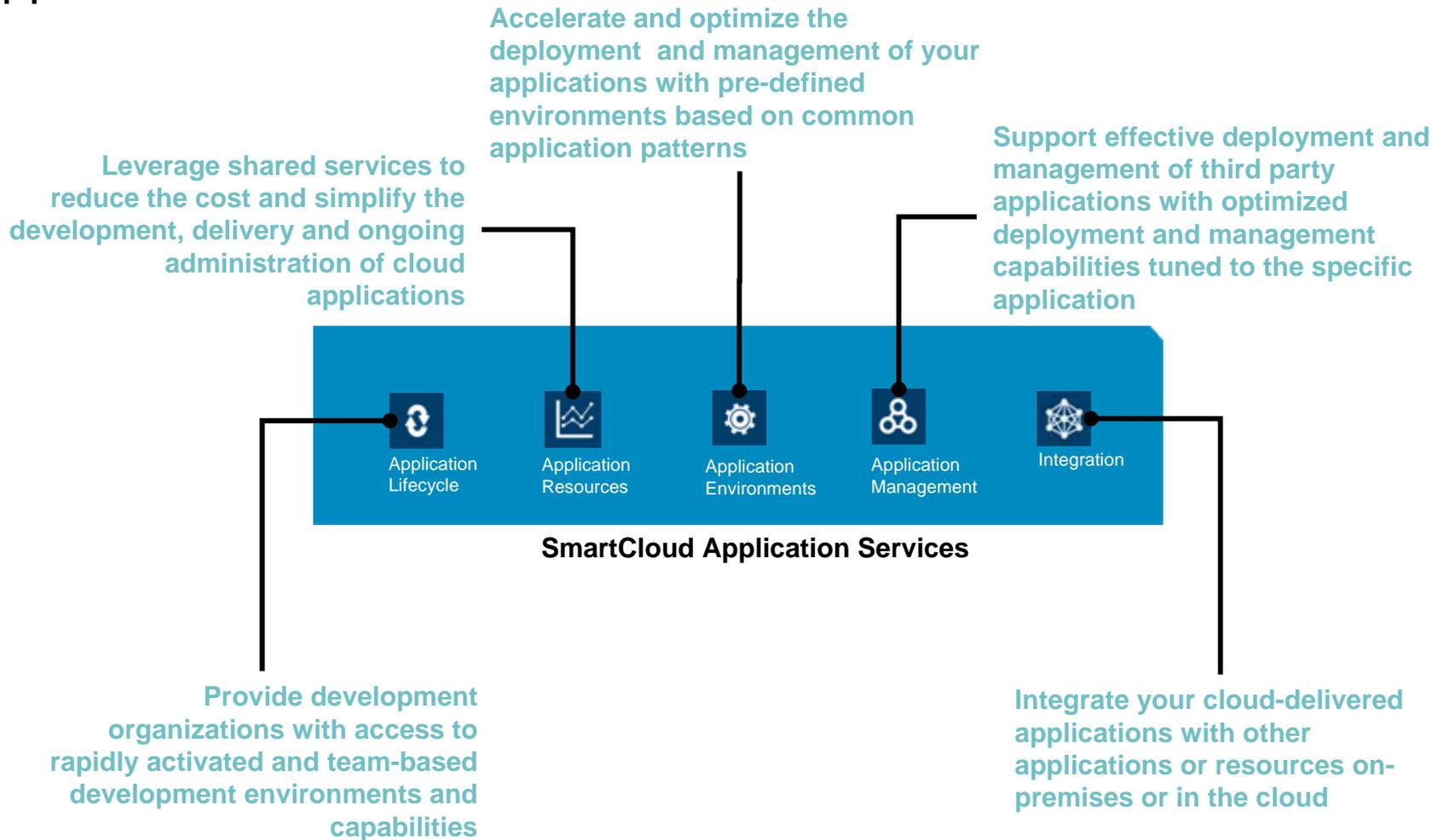
Reduce application delivery costs and management burdens with ease of integration with traditional IT or a private cloud.

ISV Software as a Service Delivery

- ISV C-Suite
- Developer

Capture new markets and reduce operating cost by developing & deploying applications on a secure, enterprise-class platform.

Rapid access to application services to achieve cloud-based economies and speed while maintaining differentiation through application customization



Application services allow you to confidently achieve cloud-based economies and speed while maintaining differentiation through application customization



Self Service Portal



Application Lifecycle

Application lifecycle services provide a real-time collaborative platform for software delivery as a managed cloud service that includes agile planning, change management and software configuration management. These essential development capabilities allow teams to focus on developing applications without the burden of deploying and managing application tool environments.



Application Resources

Application resources provide a central, shared service for common application resources (e.g. database as a service; message routing), saving the cost and complexity of managing and operating these services, while providing immediate availability and elastic scalability.



Application Environments

Application environments accelerate the deployment of your applications with purpose built services. Multiple environments provide for different application types. Each environment enables application deployment without worrying about infrastructure and middleware details. The environment provides policy-based automated scaling and management of the application.



Application Management

Packaged application management support effective management of leading packaged applications with purpose built services. These services allow effective deployment of key packaged applications and comprehensive array of automated and managed services to more efficiently handle complicated tasks like change management, cloning for upgrade and rapid back-up of the entire installation and data.



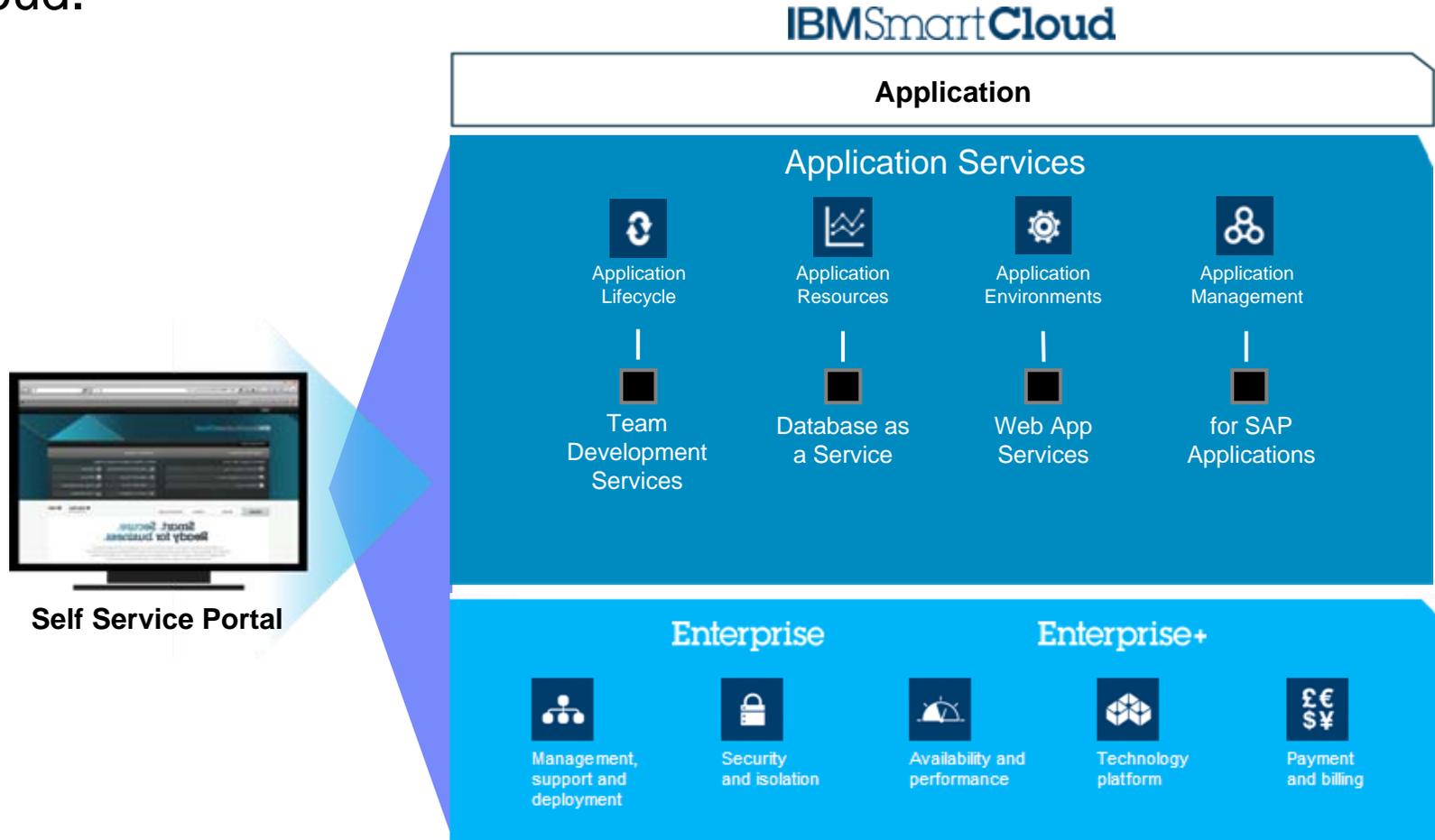
Integration

Integrate cloud-delivered applications with other applications or resources, on-premises or in the cloud. Confidently synchronize data and processes by leveraging a set of standard or custom application connectors that are used by a central, configurable integration engine that will ensure application integration happens without the need for custom coding or manual processes.

We see SmartCloud Application Services providing value to our clients and we have a comprehensive vision for scaling out these services

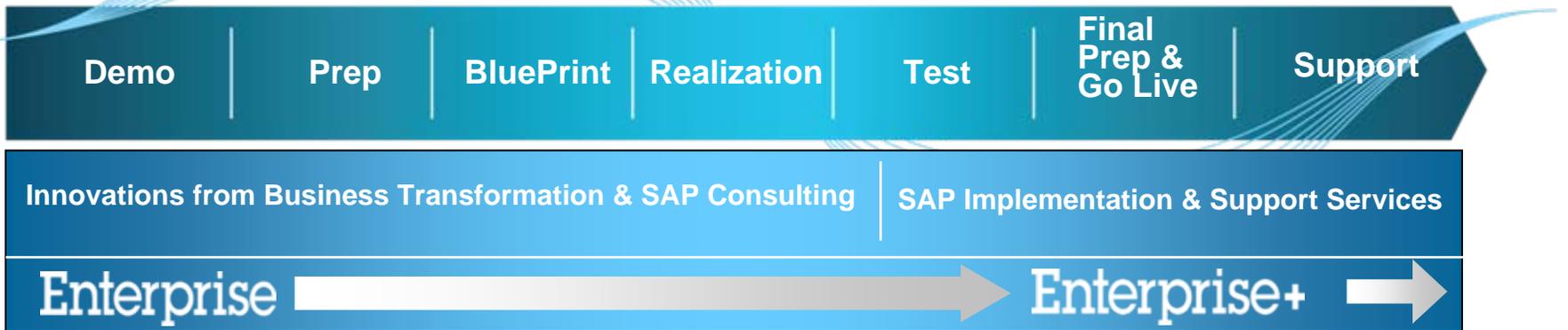


Our Application Services Beta delivers services that enable a simpler and more automated approach to deploying applications in the Cloud.



IBM SmartCloud for SAP Applications is the first instance of application management for business-critical packaged applications

Further automation of SAP Application Management services increase service delivery quality and significantly reduces provisioning times

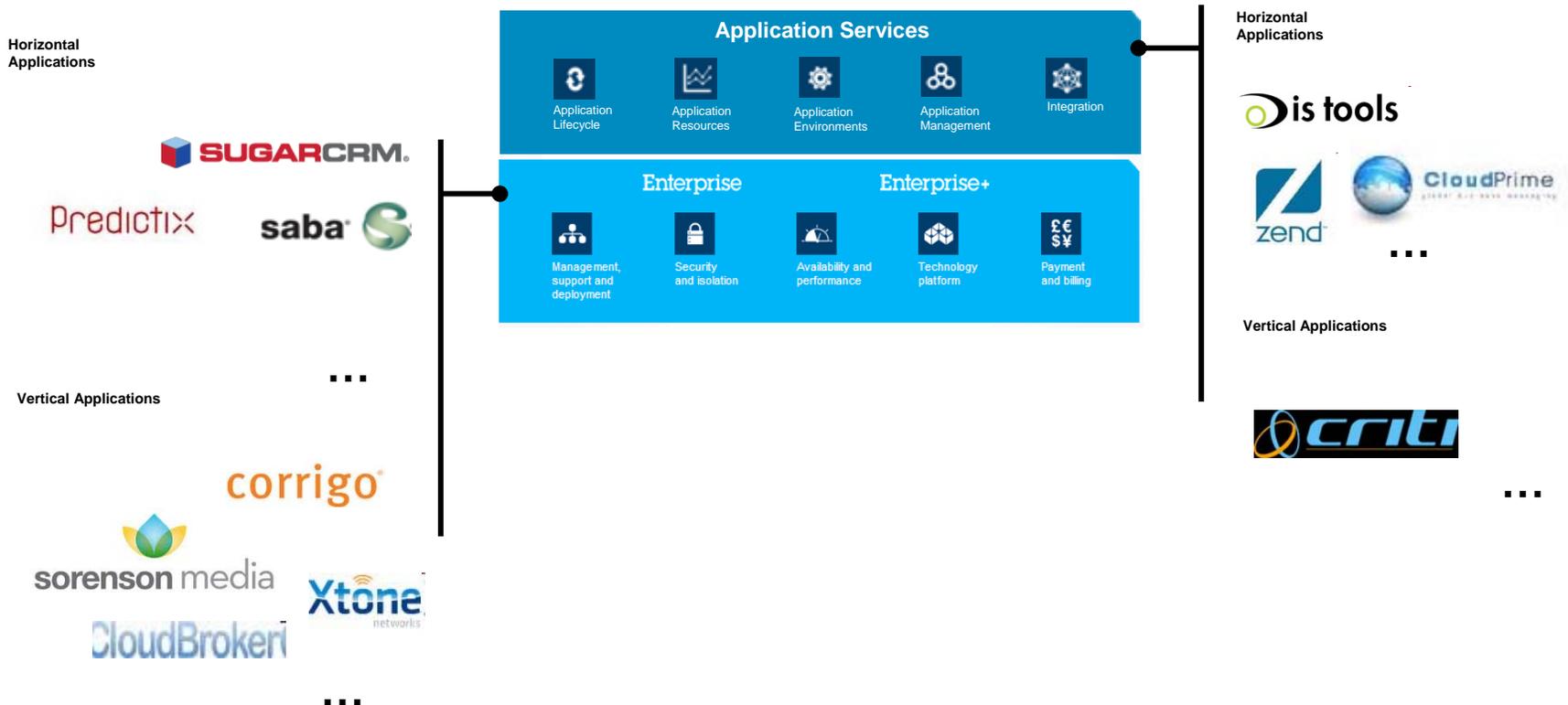


Value Delivered:

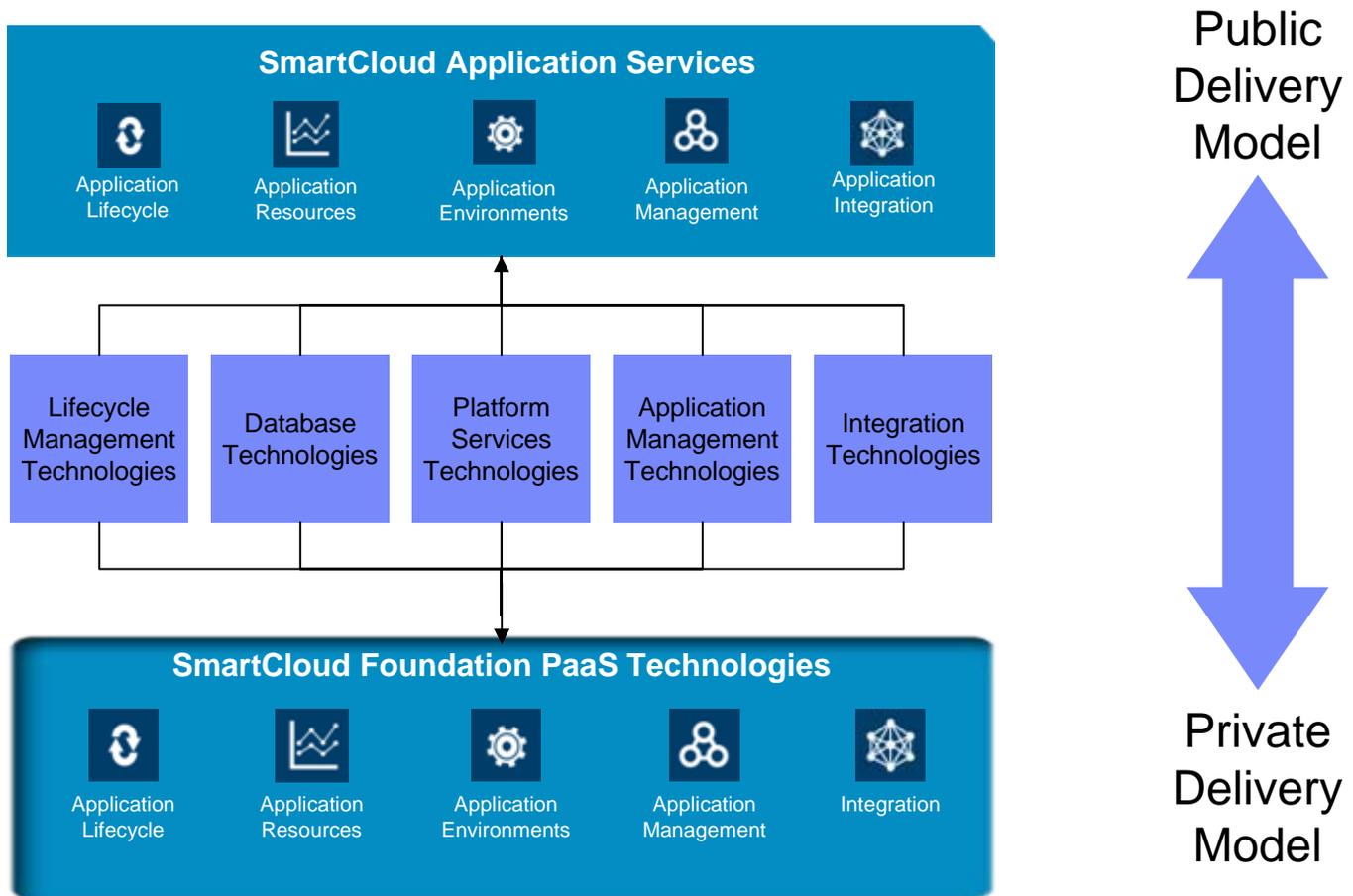


** Currently planned delivery times with IBM SmartCloud for SAP Applications

Application Services provides another dimension for the growth of our SmartCloud ecosystem



Shared IBM technologies ensures portability and interoperability across public and private delivery models for platform services



Why IBM for PaaS? IBM SmartCloud Application Services leverages IBM's unmatched capabilities and experience with enterprise applications

Leverage cloud with certainty

Configure cloud for your differentiation

Accelerate adoption for business momentum

All with the simplicity of a trusted partner ...

...with a history with unmatched expertise in delivering enterprise applications

...recognized as a thought leader in standards, optimization and integration

...with a full breadth of supported technology integrated and tuned to business-specific needs and leveraged cross industry

...with strong brand equity that ISVs can leverage to instill trust and confidence with their Cloud solution customers

...that focuses on the relationship around the services to ensure the best fit for the client's business

Why the IBM SmartCloud platform..



Expertise in operations and processes to help you fully leverage the cloud.



A differentiated enterprise cloud platform for developing, deploying, managing and integrating enterprise applications.



Full cloud migration, transformation and seamless integration of traditional and cloud delivery models.

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