



Smarter computing builds a Smarter Planet: 3 in a Series

Smarter computing needs smarter clouds.

To build a smarter planet, we need smarter computing—computing that is designed for big data, tuned for specific tasks and managed in the cloud.

Cloud computing, in particular, is a hot topic these days. Many businesses are discovering this new model's power to step-change IT infrastructure management—with benefits in economics, performance and integration. The incorporation of cloud computing services and systems is transforming the traditional heart of enterprise IT—the data center. At IBM, we are seeing this in thousands of cloud deployments, and in our own public cloud, which manages 4.5 million client transactions every day.

International trade services firm GHY has achieved four times its prior data center capacity, while cutting its IT budget by 14% and reducing IT time spent on server management from 95% to 5%. By managing in the cloud, leading marketing services provider Acxiom is realizing five times the performance of their previously installed dedicated servers. This instant infrastructure allows for massive scale, which has enabled Acxiom to add 2,700 new servers without expanding their data center footprint. And Signature Mortgage Corporation is using cloud to help its customers to securely review and sign mortgage applications electronically from the convenience of their home or office—reducing loan-processing time from an average of 7 days to 24 hours, as well as reducing costs.

But consolidation, data center efficiency and lower costs are just the start. Leading companies are unlocking the deeper potential of cloud as a new way to manage not just their IT but also their businesses. They're discovering how cloud can help create new marketplaces, smarter business services and profitable new revenue streams. And providing these services to innovators can profoundly

change the way a company is experienced by customers, partners and society.

Through a development cloud, China Telecom is offering customers new revenue-generating smartphone applications faster by reducing time to market from more than three weeks to less than three days. The company is growing its customer base while cutting IT costs by 50%.

True Value used cloud to help transform the management of its supply chain across 5,000 hardware stores in 54 countries, reducing lead time by 56% and back orders by 85%—a step change in its ability to deliver products to its customers.

The US Open tennis tournament harnesses the cloud to provide the latest stats, schedules, Twitter feeds, video streams and data graphics to both fans and broadcasters—as demand for resources skyrockets during the tournament.

But while they are moving to clouds, these leaders are not willing to compromise on fundamental business standards. They insist on strong governance to help safeguard the security and resilience of critical processes—despite far more sharing of underlying infrastructure. In other words, they are not just embracing clouds. They are building smarter clouds.

As the platform for systems that are designed for big data and tuned for specific tasks, smarter clouds offer exciting opportunities to improve the way organizations are run, how they ensure security and how they unleash innovation and spawn new services. Which is one reason smarter computing is doing more than improving efficiency—it's helping change the way our world actually works.

Let's build a smarter planet. Join us and see what others are doing at ibm.com/smarterplanet

