

**A Secure
Cloud - with
IBM**

Data residency concerns

Security and Data Protection top in Western Europe business priorities.

Data residency concerns are real and may cause customers to walk away from negotiations even if all other contract conditions are met.

Largest Europeans markets have stringent legal and regulatory requirements (beyond EU Data Privacy) on data location, system access, and auditability.

“Located in Germany” is a top preference in Germany.



A Secure Cloud - DACH

- Leverage the world's leading cognitive, data, developer and mobile services to **quickly and securely build smart applications** delivering true business insight, **all within Europe.**
- **Build more responsive applications** by hosting them close to your data and end users
- **Bring more workloads to the cloud** - even those that have strict data residency requirements



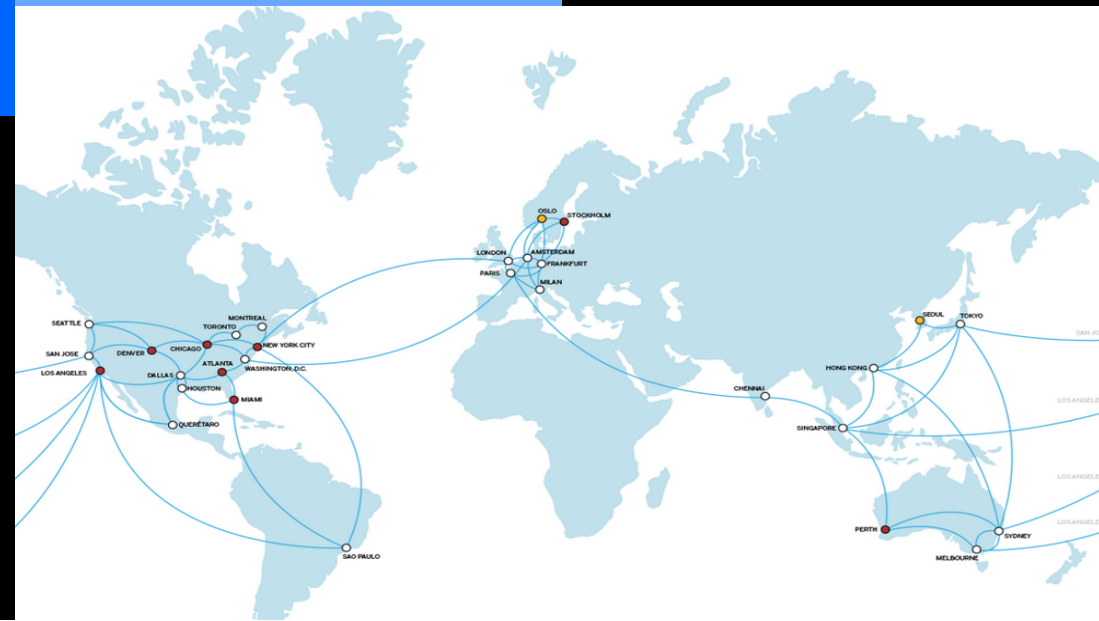
IBM announced new cognitive services in **Frankfurt** Data Center.

- ✓ Data stored and processed in Frankfurt
- ✓ No third party has access to your data
- ✓ Faster deploy and host innovative applications closer to your data and end users
- ✓ Leverage the world's leading cognitive web- and mobile application services

- ✓ Move data across IBM DCs at no cost
- ✓ Never across the public internet
- ✓ Access more ways to accommodate your unique latency, data location, and regulatory requirements

- ✓ Access to 54 data centers worldwide (incl. 16 DCs across Europe)
- ✓ Secure high speed network
- ✓ All IBM Cloud Infrastructure compute / storage

- ✓ First & only in key markets
- ✓ Direct integration to on-premises
- ✓ Includes 24 x 7 Phone Support



Tangible benefits associated with using cloud platforms



Improved Availability

More availability through large and redundant computing, storage, and backup facilities capable of handling bursts or spikes in utilization



Better Security

Better security than some businesses could afford to deploy themselves because cloud providers invest significantly in security technology



Cost Optimization

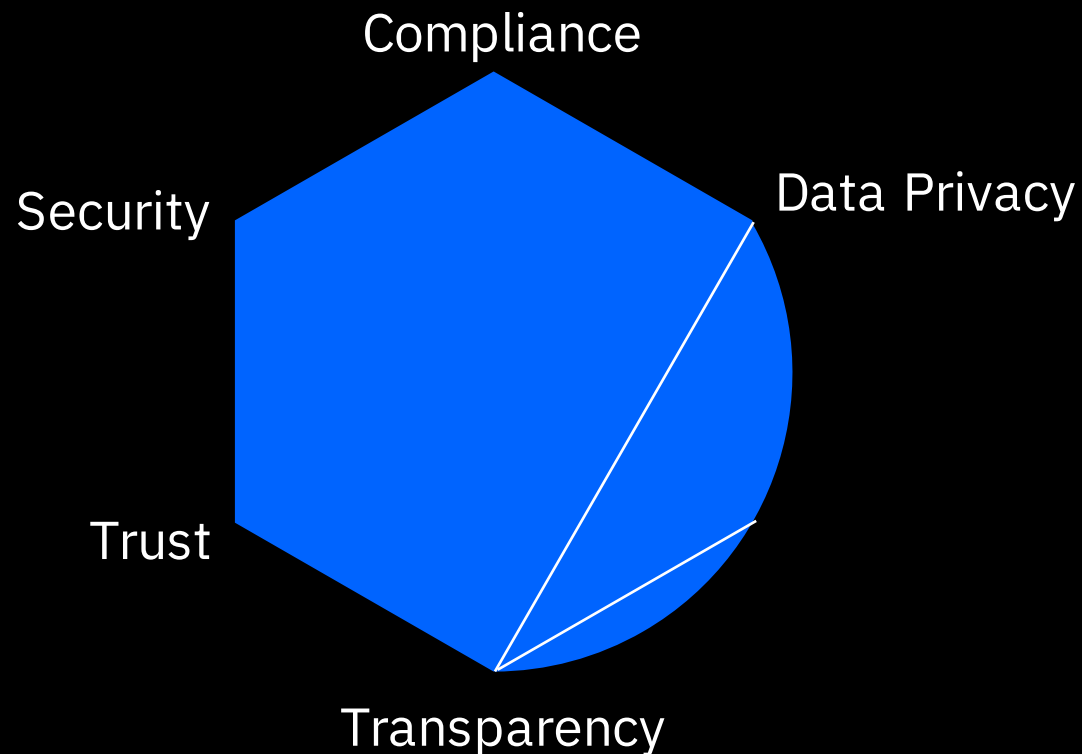
Outsourcing certain parts of the system's management provides time and resource savings as well



Improved Security Architecture

Provides simpler and better security architectures and operations than complex enterprise software packages

IBM Cloud Security – proven, approved, tested and certified.
Cloud security must be viewed as a total package of measures



Security – of the Cloud and for the Cloud

Security of the cloud

- Security is a key feature of all IBM cloud solutions - verified by external auditors
- Dedicated and single tenant options allow a high degree of operational control and compliance management
- Enabled by Intel TXT, IBM Cloud Secure Virtualization provides workload security, compliance readiness and encryption capabilities.
- Local cloud deployment in your data center, behind your firewall with IBM Cloud private.
- Built-in and optional security tools from IBM and Partners for additional security, e.g. encryption, 2-factor authentication, firewalls, vulnerability scanning, DDOS protection, IDS/IPS, SIEM, etc.

Security for the cloud

- Protection of infrastructure, platform and software solutions in the cloud by means of IBM Security.
- Rich portfolio of security solutions for the cloud, hybrid and from the cloud (SaaS), incl. for Advanced Fraud Protection, IAM, Data Security, Application Security, Network, Mobile and Endpoint Protection
- Largest database of known security loopholes/threats with expertise from IBM X-Force Research & Development based in Germany
- IBM operated worldwide Security Operation Centres and experience of more than 270 million monitored endpoints and 15 billion incidents daily in 133 countries

A main differentiator between IBM and other Cloud Service Providers

IBM is the only Cloud Service Provider that is also an industry leading, multi-cloud Security Product and Service provider.



CLOUD IMPERATIVE

ACCESS MANAGEMENT



NETWORK SECURITY



DATA PROTECTION



APPLICATION SECURITY



VISIBILITY & INTELLIGENCE



WORKLOAD CENTRIC



Compliance – IBM Cloud solutions comply with a range of international and industry standards

Certifications

IBM Cloud achieved various certifications, such as



Industry-specific solutions

IBM Cloud is best for running industry-specific solutions, e.g. for the finance industry, healthcare, public domains or the retail sector



Data Privacy – our data centers across Europe offer solutions for the widest variety of data protection requirements

Our services are designed to protect your proprietary content and data

- Access to client data, (including any personal data) is allowed only by authorized personnel in accordance with principles of segregation of duties, strictly controlled under identity and access management policies.
- Monitored in accordance with IBM's internal privileged user monitoring and auditing program.
- Support of various data privacy standards worldwide
- IBM has contributed and signed-off on the EU Data Protection Code of Conduct
- IBM will fully adhere to GDPR (Global Data Protection Regulation)



Transparency – with IBM Cloud, you always know where your data is

- ✓ When a customer introduces any data into IBM cloud environments, the customer retains ownership and control of that data.
- ✓ IBM will not use these data for any purposes other than what has been contractually promised for the provision of the agreed services.
- ✓ IBM will never unlawfully forward or sell your data or make them accessible to other people.
- ✓ The IBM privacy guidelines ensure that the purposes for which information is used are always evident.

If not explicitly requested by the customer or if it is not necessary for an agreed service provision, IBM will not access customer data, nor will it copy or move the data, either between data centers or between zones within a location! With IBM Cloud Infrastructure you see...



Trust – Clear Words and a Letter to Our Clients About Government Access to Data

“We have not provided any client data to the NSA or any other government agency under the program known as "Prism". We do not put "backdoors" in our products for the NSA or any other government agency. We do not provide any source code or encryption keys to the NSA or any other government agency. We observe local data privacy laws.”



**Robert C. Weber IBM Senior
Vice President, Legal and
Regulatory Affairs, and
General**

“In general, if a government wants access to data held by IBM on behalf of an enterprise client, we would expect that government to deal directly with that client.”

“IBM has and will continue to comply with the local laws, including data privacy laws, in all countries in which it operates.”

Read the Full Letter at:

<https://ibm.biz/Bdite8>

These customers have
also placed their trust
in IBM



Telecomputer



OCTO

DAIMLER

...and many more, see:

» <http://ibm.com/software/businesscasestudies/>

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KOCH MEDIA

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