SoftLayer: an Introduction
Global cloud leader

Formed by ten industry veterans in 2005
Model predicated on software-driven infrastructure
Unencumbered by early-industry legacy restrictions

**Founding principles**
Innovation, Empowerment, Automation, Integration

Acquired by IBM in July 2013
A working definition

Cloud \((n)\) On-demand compute with consumptive billing

- **On-demand**
  Rapidly provisioned services

- **Compute**
  Servers, network, storage, firewalls, ancillary services

- **Consumptive billing**
  Turns traditional fixed IT costs into variable – monthly or hourly

  - Initial model—virtualized multi-tenancy computing—does not meet requirements for 100% of applications and use cases
  - For broadest applicability, user-selectable levels of performance, security and isolation are required
Cloud matches real needs with ideal resources
SoftLayer advantages

Complete control, access, and transparency
Seamless fault-tolerant, multi-site topography
Single-tenant and multi-tenant environments
Complete portfolio available on-demand in all data centers
Global cloud platform

Unified architecture enabled by powerful software

- Only infrastructure solution with a common management interface and API across a unified architecture
- Mix and match bare metal servers, virtual server instances and turnkey private clouds, and manage them from a single control pane or API
- All deployed on-demand and provisioned automatically in real-time
Global footprint

IPv4/IPv6 dual stack
Global DNS
Global DDOS Mitigation
Global Internet Exchanges & Peering
Data center pod design

Each data center consists of four or more “pods.”

Each pod includes:

- 10,000 ft² isolated zone
- 2 megawatts (n+1 power)
- 150 racks
- 4,000 physical nodes
- Firewalls, load balancers, and storage
Triple-network architecture

- High-performance public network with transit from multiple tier-1 carriers
- Secure OOB management via VPN
- Private network for intra-application and inter-facility communications, access to shared services
- Native IPv6 support
- Virtual racks for integrated management
- Complete suite of network services
How it all fits together

SoftLayer Infrastructure Management System
- Bare metal & virtual server provisioning
- Integrated BSS/OSS
- Comprehensive network management

Data Center & Pods
- Standardized, modular hardware configs
  - Lower inventory carrying costs
  - Maximize asset utilization & profitability
  - Increase provisioning flexibility
  - Simplify capacity management
- Globally consistent service portfolio

Triple Network
- Proprietary network architecture
- Pod design allows customers grow across multiple racks or rows in the same layer 2/3 domain as needed.
Unparalleled flexibility & power

One platform, myriad solutions to serve a broad range of performance, security and isolation requirements

- Highly flexible architecture
- One integrated platform for public cloud servers, private clouds, bare metal servers
- Unified systems management & API
- Technology-neutral platform
- Support for broad range of operating systems, virtualization platforms
- Build hybrid, distributed, high-performance architectures and manage from a single pane of glass
- Pay by the hour or the month for a truly variable IT operations model
Service portfolio

Management Portals
- Web
- iPhone/iPad
- Android
- Windows Mobile
- Agent

DEVELOPMENT
- API
- Message Queue

ADMINISTRATION
- Monitoring
- Flex Images
- RescueLayer

Managed Hosting
Platform Management

Network & Security
- Firewalls
- IDS/IPS
- Anti-Virus/Malware
- SSL Cert Management
- Load Balancers
- Global DNS
- Domain Services
- CDN

Compute & Storage
- Bare Metal Servers
- Virtual Server Instances
- NAS
- Object Storage
- Backup

Solution Sets
- Private Clouds
- Big Data
Robust, full-featured API

- Improves customer control, reduces error, increases flexibility
- SoftLayer API provides 1,600 function calls to over 200 services
- Supports REST, SOAP & XML-RPC interfaces
- Enables full auto-scaling implementations
- Comprehensive documentation, libraries and support

Functions include:
- Automatic server deployment
- Service provisioning
- Reboots & reloads
- Ticketing
- Hardware configuration
- Software load
- DNS
- Network
- Storage
- Security scans
- Monitoring
Complete control

• Mobile and Web-based management portals
• Purchase, provision, deploy & manage infrastructure
• Access to services, tools, automation & tutorials
• Secure access via VPN to management network
• Two-factor authentication to Web portal
## SoftLayer business models for partners

<table>
<thead>
<tr>
<th>Type/Model</th>
<th>Terms and Margin Opportunity</th>
<th>Typical use, value to IBM Business Partner</th>
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</table>
| **• Reseller partner**  
• Sell – through | • Reduced setup fees  
• Discount from website pricing  
• Customized portal for clients  
• 5 – 15% discounts | • Buy hosting services at a discount, mark them up, and resell them.  
• May or may not leverage SL’s brand  
• Ex: hosting resellers, MSPs |
| **• Strategic partner**  
• Sell – through or Sell - to | • Negotiated give to get  
• Typical 10 – 15% discounts | • Higher-revenue partnership opportunities where hosting is usually a component of the partner’s overall solution  
• Will usually resell SL services, but may simply be consumers of infrastructure  
• Ex: SIs, MSPs, SaaS providers, ad agencies, SPs |
| **• Referral partner**  
• Sell - with | • Refer accounts of at least $150/mo  
• Earn commissions on all customer payments  
• 10% (yr1), 8% (yr2), 6% (yr3+) commission | • With own services are in position to refer new hosting customers to SL  
• Earn monthly commission payments and other benefits  
• Referred customers sign directly with SL  
• Ex: application developers, consultants, web designers |
| **• Ecosystem partner and/or client**  
• Sell to | • Standard customer terms  
• Negotiated volume discounts  
• Promos for quick trial and easy on boarding | • Use APIs to build out innovative solutions across public, private and hybrid cloud  
• New capabilities including bare-metal servers to support performance-intensive applications in the areas of mobile, social, gaming, analytics  
• Ex: ISVs, Developers, SIs |

**Summary Value Proposition for Clients and Partners**

- On demand compute with hourly or monthly billing options
- Common user interface and APIs across a unified platform. Customers and partners can mix and match dedicated, public and private clouds, and manage them from a single control panel
- Private network provides seamless integration across architectures with low latency
- Scalable computing with fast provisioning
### 21,000 leading-edge customers

#### Software as a Service
- Avast!
- SendGrid
- Heroku
- MailChimp
- fitbit

#### Mobile & Communications
- Bump
- Veroxer
- Instapaper
- Yelp

#### Social
- slideshare
- Scribd
- twitpic
- PeopleBrowser
- Path

#### Games and Entertainment
- Garena
- Hypernia
- electrotank
- Peak Games

#### Platform as a Service
- MODX
- Cloudant
- distil
- Disqus
- cloudbase.io

#### Marketing and Digital Media
- Ogilvy
- Pardot
- collective
- digitas
- NetBase

#### Hosting & Service Providers
- ZipServers.com
- XO
- midphase

#### Enterprise
- Citrix
- LAN
- Repsol
- Intel
Integration with IBM

Business Process as a Service
Enabling business transformation
Business Process Solutions
Application
Application
Application
Application
Application

Software as a Service
Marketplace of high value consumable business applications
External Ecosystem
Industry
Collaboration
Human Resources
Big Data & Analytics
Commerce
Marketing

Platform as a Service
Composable and integrated application development platform
Built using open standards
Development
Big Data & Analytics
Security
Integration
Mobile
Social
Traditional Workloads

Infrastructure as a Service
Enterprise class, optimized infrastructure
Built using open standards
Compute
Storage
Networking

Next Steps

Register your interest in becoming an IBM SoftLayer partner
http://www.softlayer.com/ibm-business-partners

Key Links:

Free Cloud Trial
http://www.softlayer.com/info/free-cloud

Softlayer Speedtest
http://speedtest.dal05.softlayer.com/speedtest/

SoftLayer YouTube Channel:
http://www.youtube.com/user/softlayer

Education and Partner Enablement:
https://www.ibm.com/partnerworld/wps/servlet/ContentHandler/svc_com_svc-softlayer

Partner Webinar Series

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