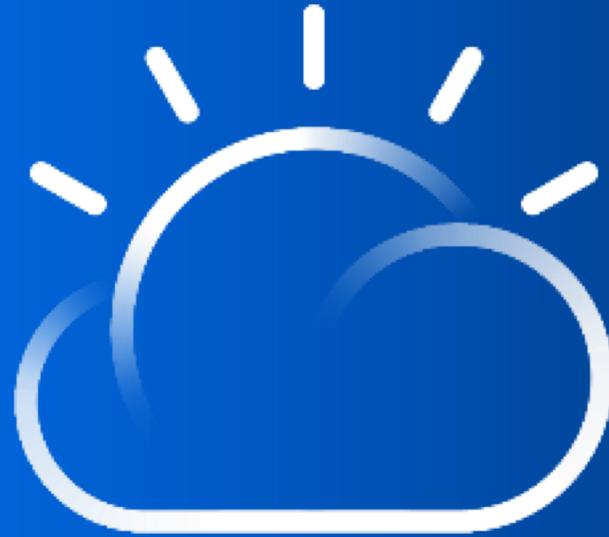


Hybrid, multcloud by design. Putting AI to work!



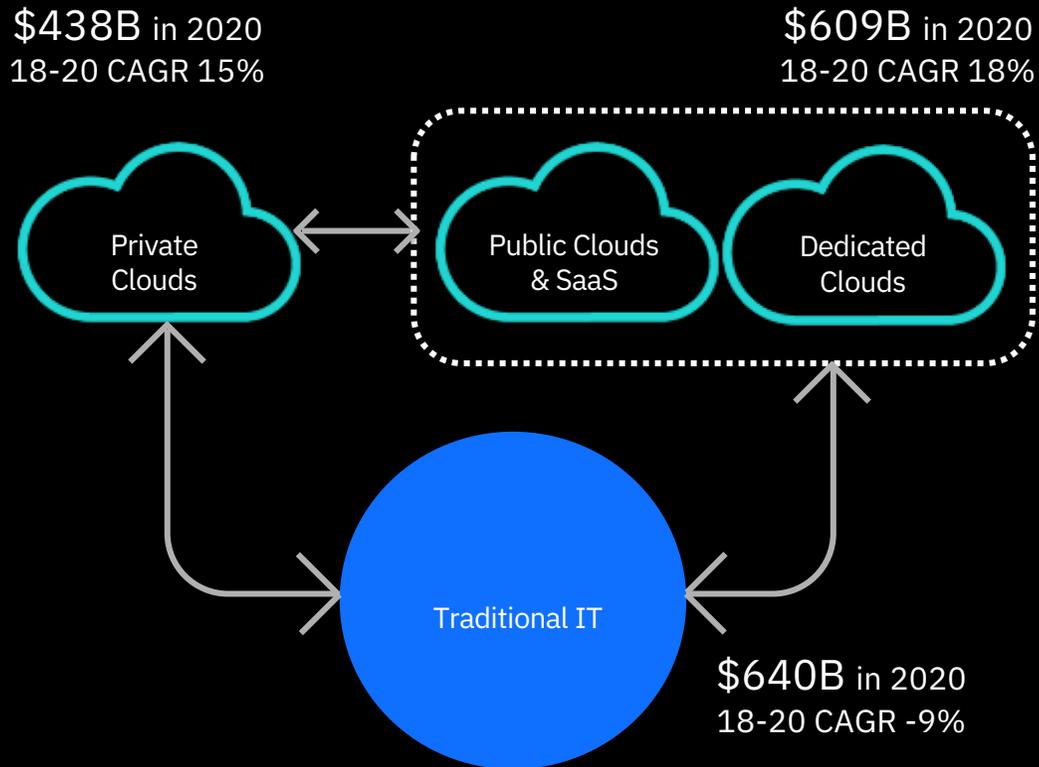
Cloud accelerates business transformation

- Innovate with the latest technology from any source
- Access more types of data, analytics & AI, anywhere
- Improve return on existing investments



Yet less than **20%** of enterprise workloads have moved to date. Why?

Today's Hybrid, Multicloud reality presents new opportunities, as well as new challenges...



A real world look at multicloud

94%

Share of enterprise customers using multiple clouds

67%

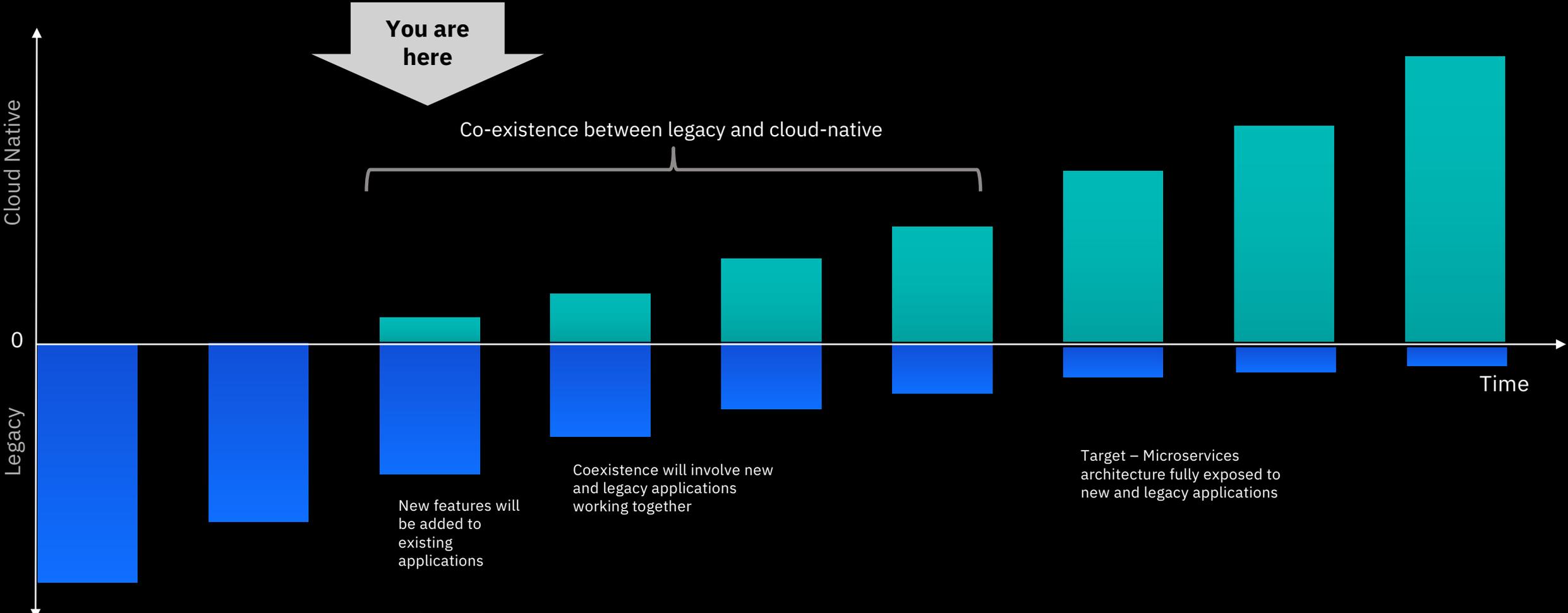
Share of enterprise customers using more than one public cloud provider


Movement between clouds
73% priority concern

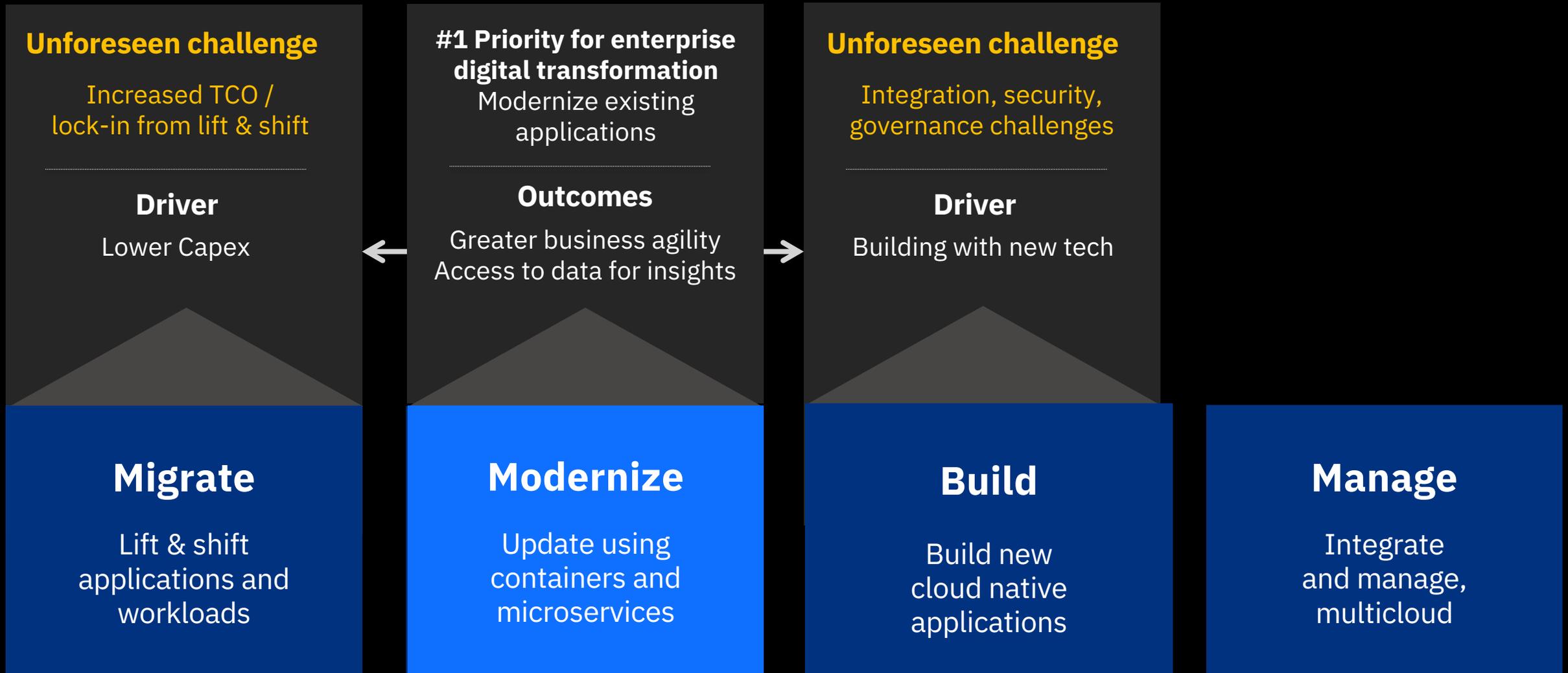

Connectivity between clouds
82% priority concern


Consistency of management
67% priority concern

Cloud Native & Legacy apps will co-exist for the next 10+ years



Emphasis has been on simple migration & innovation...

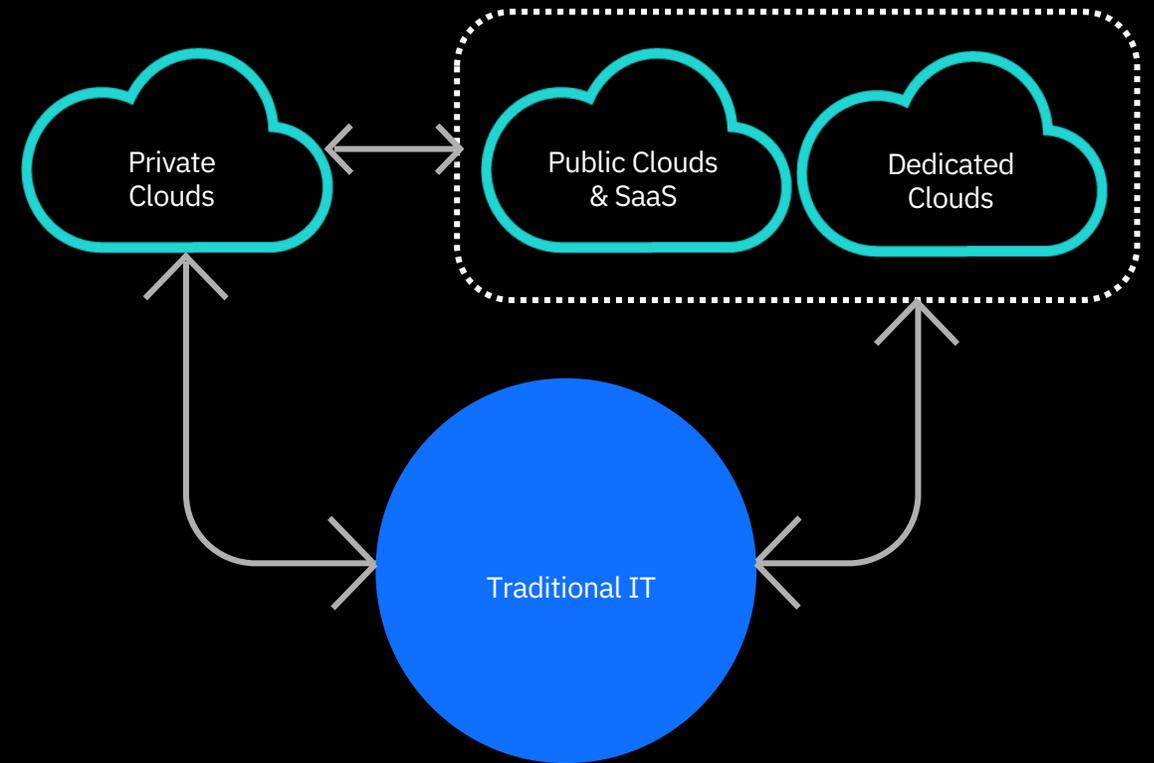


What's preventing rapid modernization of the remaining 80%?

Unique workload needs – compliance, security, location - requires more choice

Multiple clouds & vendors – hard to connect / manage across clouds and IT

Lack of necessary skills – how do you prioritize and deliver modernization



Cloud

90,000 experts
100,000 migrations
38 global studios

Security

60 Billion security
events managed
per day

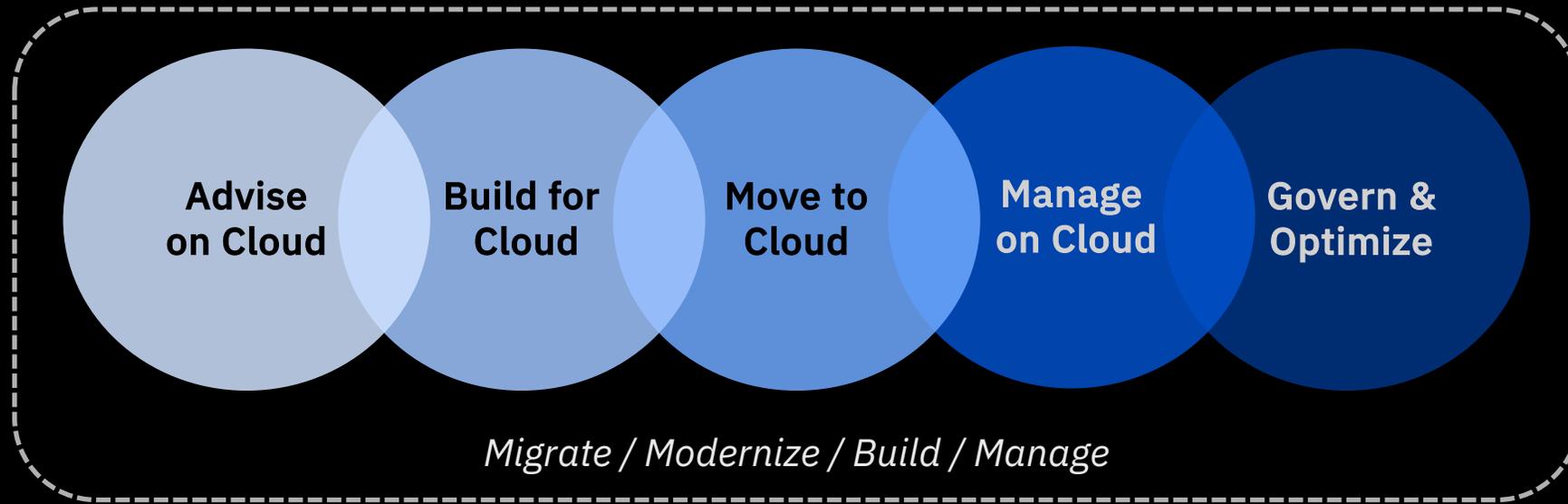
Data

20,000 data
scientists, developers,
and consultants

Industry

Depth in 20 industries
\$6 billion in R&D;
Patent Leader 25 yrs

IBM enables client journey to cloud through industry expertise, methods and proven technology



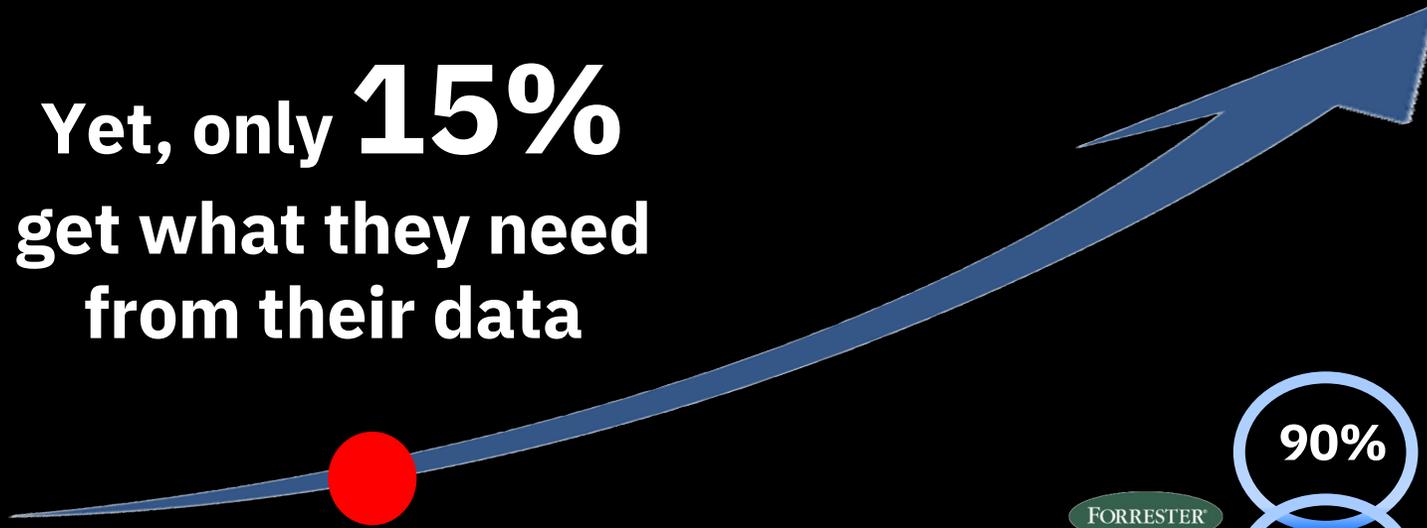
An end-to-end approach meets you where you are

- Cloud architecture and technology
- Advisory Services and tools
- Migration Factory “anywhere to anywhere”
- Modern application development
- Culture and change management
- Service management and operations
- Governance, security, compliance

Data fuels digital transformation



Yet, only **15%**
get what they need
from their data



FORRESTER

90%

say improving the use of data
is a top priority

71%

have a plan to build a system of
insights to become data-driven

Put AI To Work

Surface hidden intelligence to transform how your business operates

**AI unlocks
the value
of data
in totally
new ways**

- Predict and shape future outcomes
- Optimize people to do higher value work
- Automate decisions, processes
- Reimagine new business models

*Revenue
Increase*

72%

28%

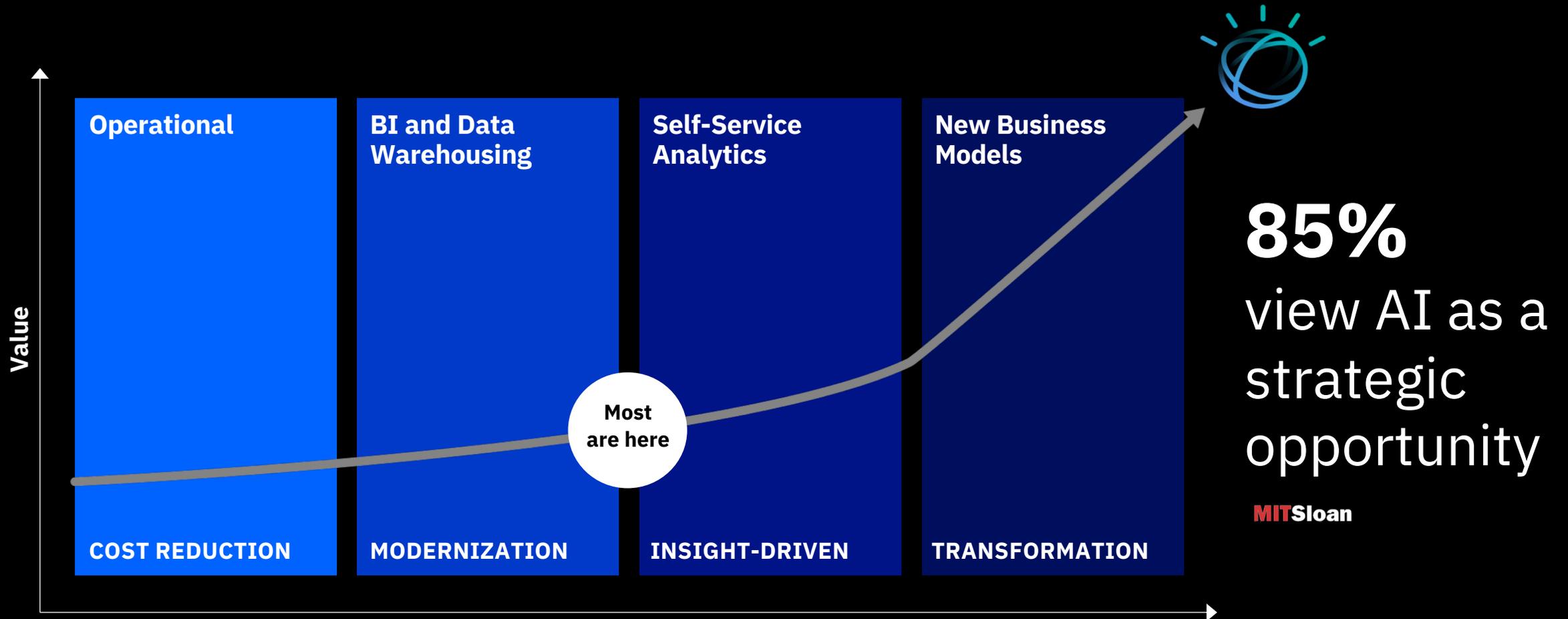
*Cost
Savings*

*How AI
pioneers
see value*

MIT Sloan



Enterprises are investing to unlock the business value of their data



There is no AI without an IA

(information architecture)

81%

do not
understand the
data required
for AI

80%

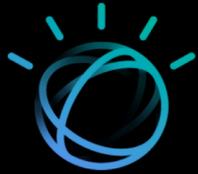
of data is either
inaccessible,
untrusted or
unanalyzed

“

No amount of AI algorithmic sophistication will overcome a lack of data [architecture] ... bad data is simply paralyzing.

The AI Ladder

A prescriptive approach to accelerating the journey to AI



AI

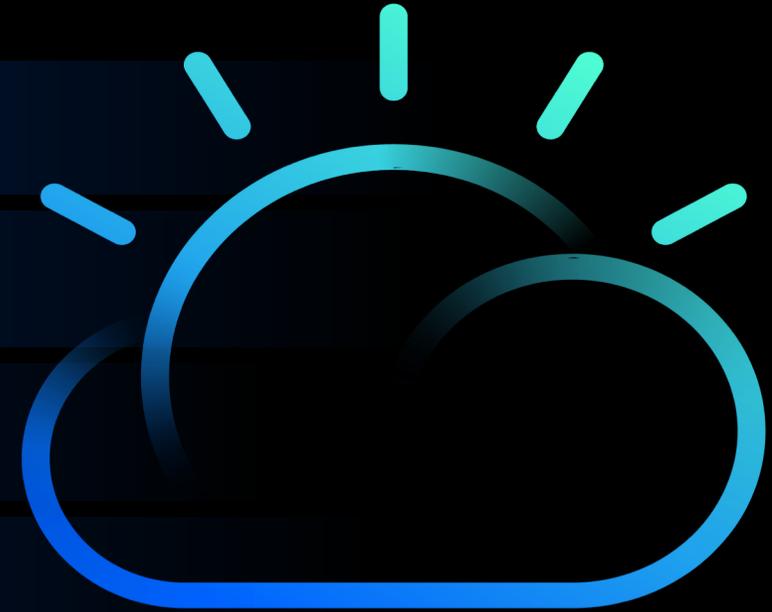
INFUSE – Operationalize AI with trust and transparency

ANALYZE - Scale insights with AI everywhere

ORGANIZE - Create a trusted analytics foundation

COLLECT - Make data simple and accessible

Data of every type,
regardless of where it lives



MODERNIZE

your data estate for an
AI and multicloud world

BENEFITS

- Deploys an Open information architecture for AI
- Modernizes your data estate for a multi-cloud world
- Makes your data ready for AI
- Puts Open Source to work
- Infuses AI everywhere, with confidence

Creating the world's leading hybrid cloud provider



+



redhat®

Leading provider of enterprise
cloud & AI solutions

Leading provider of open
source solutions

Completely changing the cloud landscape

Red Hat has evolved from an open source pioneer to a driving force in hybrid cloud computing

Pioneer of enterprise Linux and open platforms

Wide enterprise adoption

Broad partner ecosystem

Deeply engaged developer community

90%

Fortune 500 adoption

Foundational technology for hybrid computing

Common platform across all environments

Leadership in container management

Based on open standards / cloud agnostic

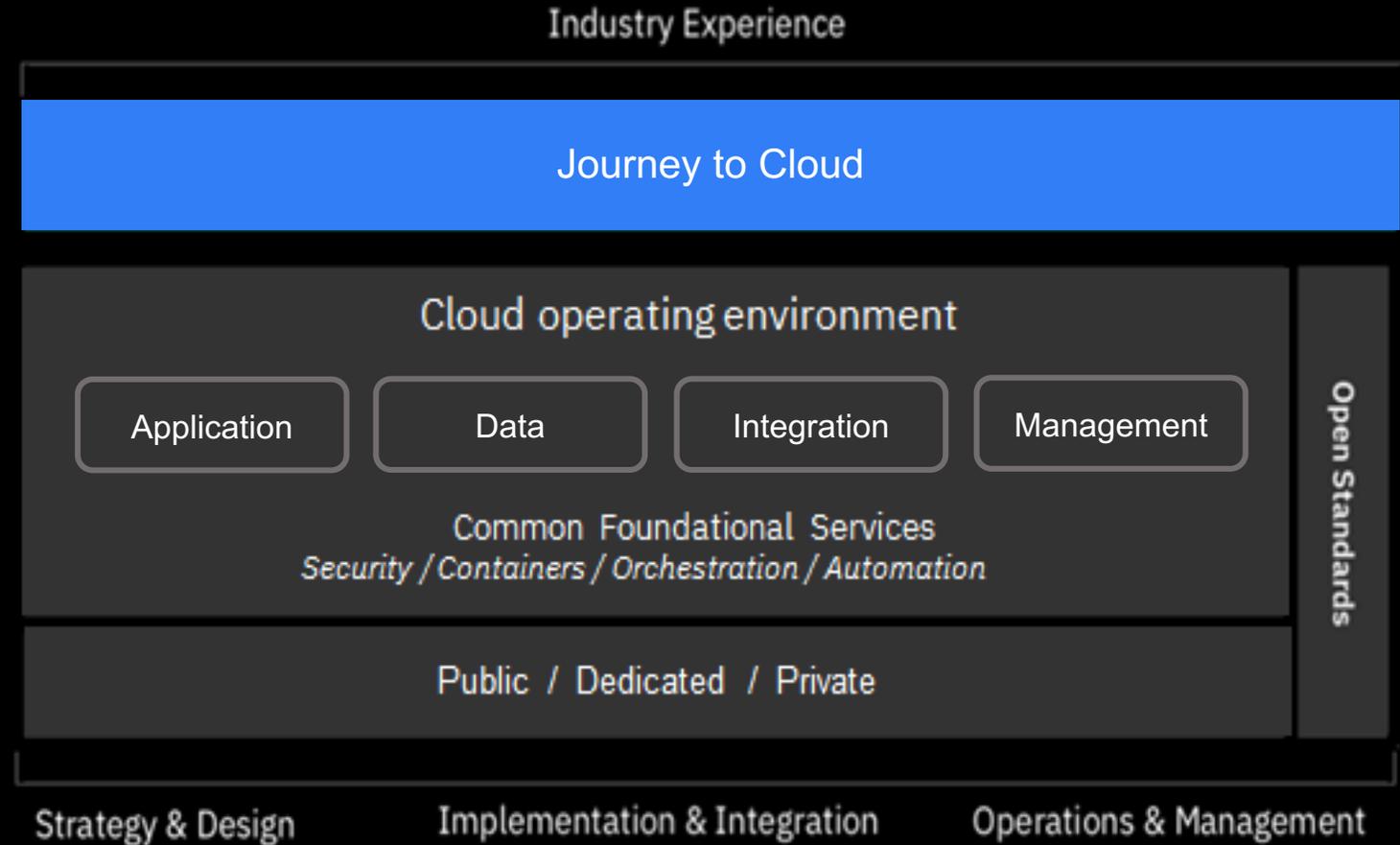
8M+

Developers

Only IBM offers a secure, open, and flexible architecture

Cloud Operating Environment

- **Flexibility:** Open, Kubernetes-based containers architecture
- **Multicloud Choice:** Develop and deploy in more places with IBM Cloud
- **Consistency:** Common services
- **Security:** Access to pervasive encryption/data protection
- **Multivendor:** Support for 3rd party clouds



Five key principles define the IBM Advantage

5 Principles

1

Hybrid

Enable enterprises across public, private and traditional environments.

2

Multicloud

Managing other vendors' clouds while acknowledging the reality that client env. are heterogeneous.

3

Open

Build capabilities that are open by design, enabling client flexibility and reducing vendor "lock in."

4

Secure

Provide reliability and continuous security for the client's environment.

5

Management

Consistent service level, support, logging, management and delivery across a complete cloud environment.

The IBM Advantage

Choose from more cloud models—private, dedicated, public and managed clouds—as well as extensive hybrid integration capabilities that give clients more flexibility and options for connecting all their clouds with their existing IT environments.

Access a first-of-a-kind multicloud management solution based on open technologies that provides enterprises with a way to consistently manage, move and monitor the health of applications and workloads across mixed vendor environments, giving them end-to-end visibility and control.

Move workloads between clouds, and vendors, on or off premises, run apps on the most cost-effective cloud, and embrace the latest and greatest technology. All of this means greater agility for the enterprise and lower total cost of ownership by using a consistent set of repeatable skills and tools across vendors.

Leverage world class security native to our mix of cloud models, and leadership in security at every layer of the security stack: apps, data, network and beyond. And proven expertise and methodologies to secure your entire enterprise cloud and IT real estate.

Only IBM offers a complete and consistent package to assure end-to-end business services and processes. IBM offers everything from highly automated service level assurance, to consistent DevOps tools, to fully managed business apps—across vendors and clouds.

IBM has helped thousands of enterprises, across 20 industries realize a faster, more secure journey to cloud



30% faster
time-to-market



3x faster operational
and strategic planning



40% faster auto loan
application process



Accelerate your cloud journey with IBM

IBM Cloud Adoption Transformation Briefing



Help me define a cloud strategy for my business.

Free one day, on site strategy consultation for C-level audiences.

IBM Cloud Design Thinking Workshop



I want to build the next great app or experience.

Innovate & create inspiring experiences with significant outcomes, super-fast.

IBM Migration Factory



What should I move first, and what is the value?

Schedule a no cost, 30-minute call with a cloud migration expert.

IBM Cloud Transformation Advisor



I'd like to try the cloud operating environment

Free one week, hosted trial with free transformation advisor tool.

IBM Cloud Garage Workshops



I'd like help modernizing my application.

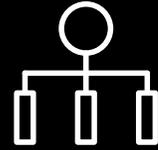
Free 2-4 hour remote IBM Cloud Garage consultation with Garage Experts.

For more information visit: <https://www.ibm.com/cloud/why-ibm/>

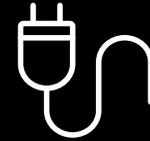
Trusted as a faster, more secure journey to cloud and AI



IBM Cloud



Built for all
of your
applications



AI ready



Secure to
the core