A solution to the changing landscape
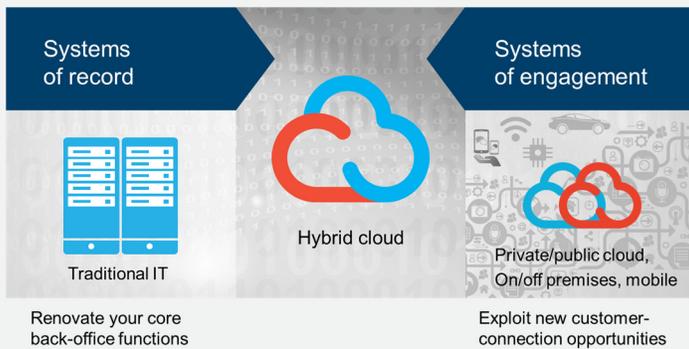
Customer expectations continue to rise, demanding anytime, anywhere access and customized interactions. The result is increased organizational pressure to meet these expectations if you want to survive.

Leading organizations recognize the cloud can double their revenue growth compared to their peers, and more than double their gross profit growth against that same group. As they evaluate the various cloud options, nearly three-quarters of them are pursuing hybrid cloud as a way to address the complexity, portability and management challenges that a cloud-based solution can introduce.

Successful organizations are deploying hybrid cloud environments to support enterprise, mobile and analytics workloads.

Systems of record — Traditional IT — Renovate your core back-office functions

Hybrid cloud

Systems of engagement — Private/public cloud, On/off premises, mobile — Exploit new customer-connection opportunities
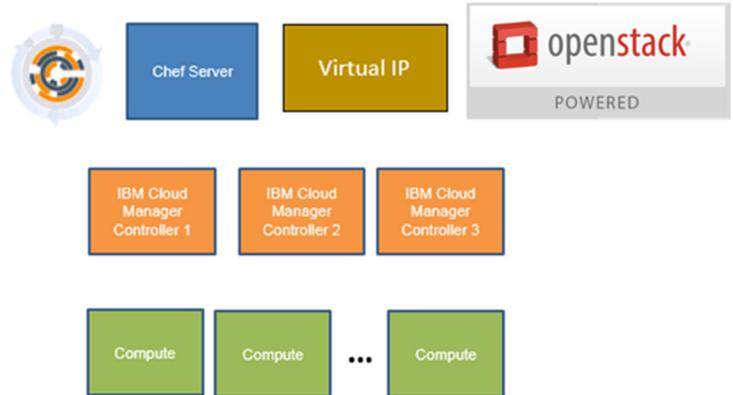
The leading open cloud movement

OpenStack is a global collaboration of developers and cloud computing technologists working to produce a ubiquitous Infrastructure as a Service (IaaS) open source cloud computing platform for public and private clouds.

The OpenStack Foundation has the largest active open source cloud project community with two dozen members and over 400 sponsoring organizations. As a founding member, IBM has actively worked with members to ensure OpenStack continues to provide:

- A modular design with flexible architecture and open APIs
- Vendor interoperability to protect clients' current investment with a simple path to new technology
- Rapid innovation from over 16,000 community members to enable faster developmental efforts

http://OpenStack.org

IBM® Cloud Manager with OpenStack joins the OpenStack approach to cloud computing with IBM enhancements and support to give you a self-service portal for simplified local and hybrid cloud management. The unique combination of capabilities helps you:

- **Lower costs** with a simplified starter cloud experience that provides a single point of management across compute environments.
- **Accelerate infrastructure delivery** and **improve operational quality** through standardization and automation.
- **Improve manageability** with a function-rich solution that supplies insight into resource utilization with metering.
- **Reduce administrative workload** with simple and intuitive self-service provisioning of infrastructure services.

Customer profile: S2

Headquartered in Sendai, Japan, S2 is a managed services provider with physical and virtual servers at five locations. Since deploying IBM Cloud Manager with OpenStack, they have:

- Projected maintenance cost reductions of up to USD 1 million over the next five years.
- Reduced space and energy use.
- Streamlined cloud administration tasks.
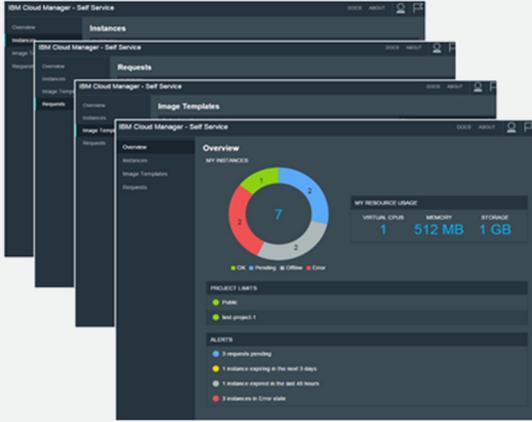- Cut the maintenance workload dramatically.

"IBM is ranked as the #1 hybrid and private cloud provider for the enterprise."

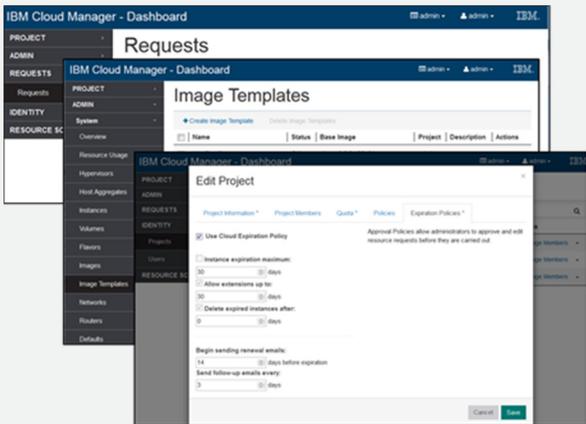—Synergy Research Group, February 2015

Empower users and cloud managers

For users, IBM Cloud Manager with OpenStack:

- *Provides easy-to-access, easy-to-use service request catalog*
- *Hides underlying infrastructure from user and shifts focus to services delivered*
- *Enables the system to provide standardized and lower-cost services*
- *Supports services metering at a granular level*
- *Eases complexity with workload standardization*

For cloud managers, IBM Cloud Manager with OpenStack:

- *Tailors workload options for users and groups*
- *Provides independent volume lifecycle*
- *Monitors use with workload metering*
- *Supplies project-level expiration and approval-policy customization*
- *Provides single pane of glass, using Horizon to manage multi-hypervisor, multi-region and hybrid clouds*

Open. Simple. Innovative.

IBM Cloud Manager with OpenStack brings an abundance of new and improved functionality in V4R3, including:

Openness

- OpenStack Kilo APIs, backed with IBM support
- Ready-to-use bare metal deployment support using Ironic, through interaction with OpenStack services:
    - Identity service (Keystone)
    - Image service (Glance)
    - Networking service (Neutron)
    - Compute service (Nova)

Simplicity

- Combined on- and off-premises cloud management using a single pane of glass with Horizon
- Enhanced self-service portal user interface (UI) for end-user capabilities and enhanced Horizon Dashboard for administrator capabilities
- Improved and intuitive deployment capability using graphical user interface and command-line interface
- New self-service UI aligned with Bluemix style

Innovation

- Hybrid support for IBM Cloud OpenStack Services, with the flexibility to deploy a private cloud and establish extra capacity in a hybrid cloud
- Docker Container enablement through Nova-Docker
- High availability with multiple Cloud Manager with OpenStack controllers on x86 platforms
- Enhanced deployment UI that facilitates Chef-based software defined environment (SDE)

To learn more about IBM Cloud Manager with OpenStack

1 Visit **ibm.biz/BdXMaZ**

2 Call us toll free at 877-426-3774 and use priority code PORTFOLIO

3 Download your complimentary trial copy of IBM Cloud Manager with OpenStack at **ibm.biz/SCEtrial**

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