The Journey of Enterprise Software to Hybrid Cloud

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IBM's Platforms and Capabilities: Software

IBM Software

$24.5B
2016 Revenue

Integration Software
WebSphere, MQ, API Connect …

Analytics Platform
DB2, SPSS, InfoServer …

Transaction Processing Software
TPF, CICS, IMS …

Industry and Domain Specialization

Healthcare
Financial Services
IoT

Integrated Solutions

Analytics
Security
Customer Engagement

Global Ecosystem

Hybrid Software and Systems

Data (Public, Private, Partner)

Watson on IBM Cloud
Matching the right cloud to the right workload

**Public Cloud**  
25%*  
- DevOps
- ERP
- Backup & archive

**Private Cloud**  
31%*  
- Mature workloads
- Workloads needing low latency to back ends
- Existing database workloads
- Applications with sensitive data

**Maintain & Evolve**  
44%*  
- Applications with complex processes and transactions
- Highly customized applications
- Not yet virtualized applications
- Regulation-intensive applications
- Information-intensive applications
- Batch processing

**Enterprise transformations required for cloud adoption:**

- Governance
- Integration
- Security
- Architecture
- Culture

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* IBM Institute for Business Value study, "Tailoring Hybrid Cloud" August 2016
Our software is the foundation of hybrid cloud

100B transactions per day handled on IBM environments

241M active instances of IBM WebSphere

22 of 25 top banks in the world rely on IBM DB2

70%+ of the Fortune Global 500 companies use IBM MQ
New capabilities are redefining enterprise software

Unlock more value from your critical data

- Leader in next-gen data science tools (Gartner)
- Market leader in high-speed data file transfer (IDC)

Integrate cognitive insights into your business processes

- Market-leading business process management solution (Gartner)
- New process intelligence with data science & machine learning

Unleash your existing assets through APIs

- Market leader in full life cycle API create and management solution (Gartner, Forrester)
- API Discovery allows enterprises to connect on-premise apps to the cloud

Introduce Watson to your enterprise data

- First machine learning platform for the mainframe
- Only hybrid data management platform in the industry
“IBM Cloud gives us the agility and security needed to better deliver innovative customer solutions across multiple platforms. It means we can operate with a startup mindset…” Stella Thredgold, Business Enablement Executive, Bendigo and Adelaide

Results

Business Drivers

- **Speed**
  - New hybrid apps delivered in weeks vs months

- **Agility**
  - App development and delivery 10x faster

- **Scalability**
  - Hundreds of apps and APIs burst on-demand

- **Quality**
  - Reduced incidents and support costs

- **Enhance Customer Experience**
  - High-value Services (e.g., Cognitive)

- **Deployment Flexibility**
  - Hybrid Cloud Management

- **Global Reach**
  - Orchestration and Brokerage

- **Operational Excellence**
  - Security and Management
Summary

IBM’s hybrid strategy uniquely drives additional value for enterprise clients

Leverages
IBM’s history solving critical enterprise data and transactional challenges

Builds
on a footprint of millions of software installs over decades

Redefines
hybrid software by leveraging next-generation machine learning and cloud technology