Choice with Consistency when Selecting Your Multicloud Platforms

Rainer Pirker
Cloud Platform leader
IBM Central & Eastern Europe
Cloud accelerates digital transformation

- Innovate with the latest technology from any source
- Access more types of data, analytics and AI from anywhere
- Change business model, improve return on existing investments and boost client experience

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…

- **$438B** in 2020
  - 18-20 CAGR 15%
- **$609B** in 2020
  - 18-20 CAGR 18%
- **$640B** in 2020
  - 18-20 CAGR -9%

**A real world look at multicloud**

- **94%** of enterprise customers are using multiple cloud environments (public and/or private)
- **67%** of enterprise customers are using more than one public cloud provider (expected to remain constant or increase by 2022)

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**Movement between clouds** 73% priority concern

**Connectivity between clouds** 82% priority concern

**Consistency of management** 67% priority concern
## A faster, more secure journey to cloud

<table>
<thead>
<tr>
<th>Hybrid</th>
<th>Multicloud</th>
<th>Open</th>
<th>Secure</th>
<th>Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable enterprises across public, private, and traditional environments.</td>
<td>Manage other vendors’ clouds, acknowledging the reality that client environments are heterogeneous.</td>
<td>Build capabilities that are open by design, enabling client flexibility and reducing vendor lock-in.</td>
<td>Provide reliability and continuous security for the client’s environment.</td>
<td>Offer consistent service level support, logging, management and delivery across the cloud environment.</td>
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</tbody>
</table>

Delivered by a composable cloud platform that is uniquely...

- **Multimodal** (VM, Containers, Bare metal, Serverless)
- **Multiarchitecture** (x86, Power, IBM i, AIX, IBM Z)

Addressing both Enterprise and Hyperscale workloads
Scale your innovative applications on the right type of cloud with global infrastructure.

- **Multi-zone regions**
  - Dallas | D.C. | Frankfurt | Tokyo | London | Sydney
  - Planned: Sao Paulo

- **60 Data Centers**
  - In 19 Countries
- **1st GDPR Compliant**
  - Data Hyper protection and GDPR compliance
- **One Cloud Architecture**
  - To execute Watson, Data, IBM Z, Blockchain

+190 services
- With local, public or private models
Only IBM delivers an architecture engineered for business optimization and delivering signature customer experiences.

<table>
<thead>
<tr>
<th>Application</th>
<th>Watson Services &amp; Ind. Solutions</th>
<th>Weather</th>
<th>Watson Cyber Security</th>
<th>Cloud Video</th>
<th>Watson Explore and Discover</th>
<th>IBM Risk and Compliance</th>
<th>Watson Virtual Agent</th>
<th>…more</th>
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<tbody>
<tr>
<td>AI</td>
<td>Cognitive building blocks for developers</td>
<td>API Conversation</td>
<td>API Discovery</td>
<td>API Compare and Comply</td>
<td>API DLaaS</td>
<td>API Tone Analyzer</td>
<td>API Personal Insight</td>
<td>…more</td>
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<tr>
<td>Data</td>
<td>Tools to prepare data for cognitive</td>
<td>API Visual Recognition</td>
<td>API Speech</td>
<td>API Document Conversion</td>
<td>API Nat Language Understanding</td>
<td>API Nat Language Classifier</td>
<td>…more</td>
<td></td>
</tr>
<tr>
<td>Cloud Infra</td>
<td>Applications, solutions and services</td>
<td>Ingestion</td>
<td>Storage</td>
<td>Analytics</td>
<td>Deployment</td>
<td>Governance</td>
<td>Cloud Integration</td>
<td>Cognitive Micro-services</td>
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<td></td>
<td></td>
<td>Cloud Integration</td>
<td>Cognitive Micro-services</td>
<td>DevOps Tooling</td>
<td>Networking</td>
<td>Compute</td>
<td>Security</td>
<td>Cognitive Systems</td>
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<tr>
<td></td>
<td></td>
<td>Public</td>
<td>Hybrid</td>
<td>Private</td>
<td>Compute</td>
<td>Security</td>
<td>Cognitive Systems</td>
<td>Virtual Servers</td>
</tr>
</tbody>
</table>

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Compute options for any workload, across global infrastructure – it is your choice

PERFORMANCE & CONTROL

- Bare Metal
  - Maximum performance and control
  - Leverage existing languages and tools

PORTABILITY

- Virtual Server or VMware
  - Maximum portability

- Containers
  - Maximum portability

DEVELOPMENT SPEED

- Cloud Foundry
  - Open PaaS environment

- Functions
  - Maximum speed with serverless apps
### Compute Infrastructure

<table>
<thead>
<tr>
<th><strong>SAP Certified Servers</strong></th>
<th><strong>Bare Metal Servers</strong></th>
<th><strong>Virtual Servers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Build, deliver, and run SAP applications in the cloud</td>
<td>Raw IaaS horsepower for processor-intensive and disk I/O-intensive workloads</td>
<td>Fast deployment when resources are needed on the fly</td>
</tr>
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</table>

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<tr>
<th><strong>GPU Computing</strong></th>
<th><strong>POWER Servers</strong></th>
<th><strong>Server Software</strong></th>
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<tbody>
<tr>
<td>Handle complex, compute-intensive workloads, including analytics, graphics, and AI</td>
<td>Develop, test, and run Linux applications</td>
<td>Operating systems to control panels to simplify IaaS administration</td>
</tr>
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</table>
# IBM Virtual Private Cloud (VPC)

## Key use cases

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Host Cloud Native Applications</strong></td>
<td>Host public, or customer facing business applications and websites on the IBM Cloud. Capitalize on scalable, secure, and highly available resources that adapt to your business requirements.</td>
</tr>
<tr>
<td><strong>Development and Testing</strong></td>
<td>Accelerate test and development environments with agile, low latency, highly available space on the IBM.</td>
</tr>
<tr>
<td><strong>Extend Existing Networks</strong></td>
<td>Optimize business applications by extending them into the IBM Cloud. Connect your on-premises applications and those in the cloud.</td>
</tr>
</tbody>
</table>
IBM & VMware: a strategic, global partnership

• Dedicated solution, deployed on single-tenant, bare metal infrastructure – utmost in security and control

• Compatible with VMware workloads on premises – No application rewrites

• Sold in a flexible, cloud monthly subscription model – No contracts

IBM Cloud provides the ability to move VMware workloads to the IBM Cloud seamlessly, using a common platform for management, networking and security on the trusted foundation of VMware.
IBM Cloud for **VMware**

IBM Cloud provides customer’s the ability to move VMware workloads to the Cloud seamlessly, enabled via a common platform for management, networking and security.

### Top 10 reasons to run VMware workloads on IBM Cloud

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<tbody>
<tr>
<td>1.</td>
<td>Native root access &amp; visibility from app down to bare metal</td>
</tr>
<tr>
<td>2.</td>
<td>Flexible hardware configs &amp; licensing options</td>
</tr>
<tr>
<td>3.</td>
<td>Multiple storage tiers</td>
</tr>
<tr>
<td>4.</td>
<td>Design is secure to the core &amp; helps compliance readiness</td>
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<tr>
<td>5.</td>
<td>Minimize unexpected downtime and data loss</td>
</tr>
<tr>
<td>6.</td>
<td>Secure private network backbone and geographic reach</td>
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<tr>
<td>7.</td>
<td>Migration made easy</td>
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<tr>
<td>8.</td>
<td>Deep VMW expertise at a global scale</td>
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<tr>
<td>9.</td>
<td>Modernize apps to accelerate innovation</td>
</tr>
<tr>
<td>10.</td>
<td>Leverage &amp; optimize investment in IBM middleware</td>
</tr>
</tbody>
</table>

### Top Use Cases

- Capacity expansion
- Data center consolidation
- Development and Test environment
- Disaster Recovery or Backup
- Security compliance
Creating the world’s leading hybrid cloud provider

IBM + Red Hat

Leading provider of enterprise cloud & AI solutions

Leading provider of open source solutions

Resetting the cloud landscape
IBM and Red Hat – Partners for 20 years

For over 20 years IBM and Red Hat have collaborated with the open source community to drive innovation and power businesses around the world.

IBM and Red Hat Share Three Common Beliefs

- It’s a hybrid world. Enterprises want the ability to span traditional IT, private and public clouds.
- Containers are strategic. Enterprises need agility to meet the demands of their clients and their markets.
- Innovation is the path forward. Mission critical projects need industry leading middleware and data.
IBM Cloud catalog – Accelerating client journeys to cloud
As your company expands to meet clamouring demand, how can you make sure to maintain the quality that made it so popular in the first place?

The visual management tool TargetProcess makes it easy to scale agile processes as a company grows, with help from cloud technologies.

TargetProcess users can rely on a platform with rapid, seamless, flexible service in 52 countries.

“Unlike other cloud providers, where you have to wait 15 to 30 minutes for networks to be rerouted if there’s a regional failure, IBM Cloud systems are restored so quickly that users don’t even notice there’s an issue.” — Eugene Khasenevich, Chief Technology Officer and Co-Founder.
A large number of European banks transform to meet today’s clients and business requirements

Through the transformation to cloud infrastructure, the bank will improve service quality, drive **greater operational efficiencies** and provide new and innovative products.

ActivTrades moved to the cloud and has the **capacity** to settle more than a million transactions per day in real-time, and can add capacity with just a few mouse-clicks.

IBM will provide dedicated Cloud offerings in both Lloyds and IBM data centers and will manage the **application migration** services to the new Cloud.

The cloud approach will enable BNP Paribas to gain agility, ensure the **performance** of its IT systems and ensure **security**. It is also designed to improve the "Time to Market" for **new digital applications** and services.

As technology and expectations evolve, UBS AG recognized the potential to modernize its approach to **customer relationships**. The company realized that humanizing digital assistants could help make that transformation.
Using natural language processing from Watson on the IBM Cloud, to automatically handle RPP requests and send out validated quotes within seconds to beat out competition, resulting in a 30% increase revenue and further gained market share.
Watson Hops On Board Human Space Flight at International Space Station (ISS)

Get started with the IBM Garage

• Collaborate and build new & engaging client experiences

• Apply disruptive technologies, including AI, IOT, Blockchain

• Gain new methods, from design thinking, to agile dev, & lean startup
THE SAME OLD THINKING

THE SAME OLD RESULTS

A
Thank you

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