

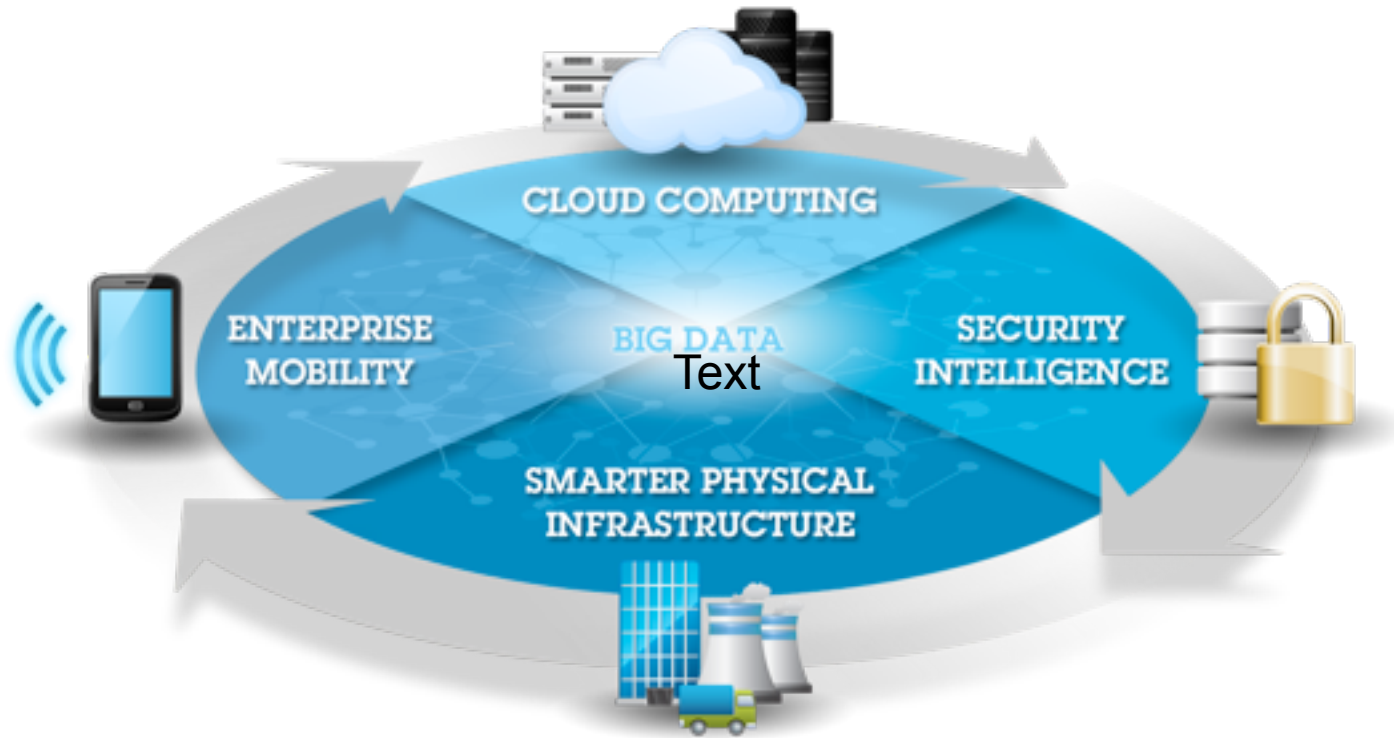
Dr. Matthias Kaiserswerth  
Director and Vice President, IBM Research - Zurich

# IBM SmartCloud

Rethink IT. Reinvent Business.



On today's Smarter Planet, businesses globally are challenged to innovate while managing an unprecedented rate of change.



**200 Billion**  
physical assets  
with IT intelligence

**1 Billion**  
consumers will have  
SmartPhones

**62%**  
of workloads will  
be Cloud-based

**60,000**  
cyber attacks  
every day

Organizations must balance optimization with innovation to enable new product and service models

## Optimization



Next Generation  
of Hybrid  
Architectures

## Innovation

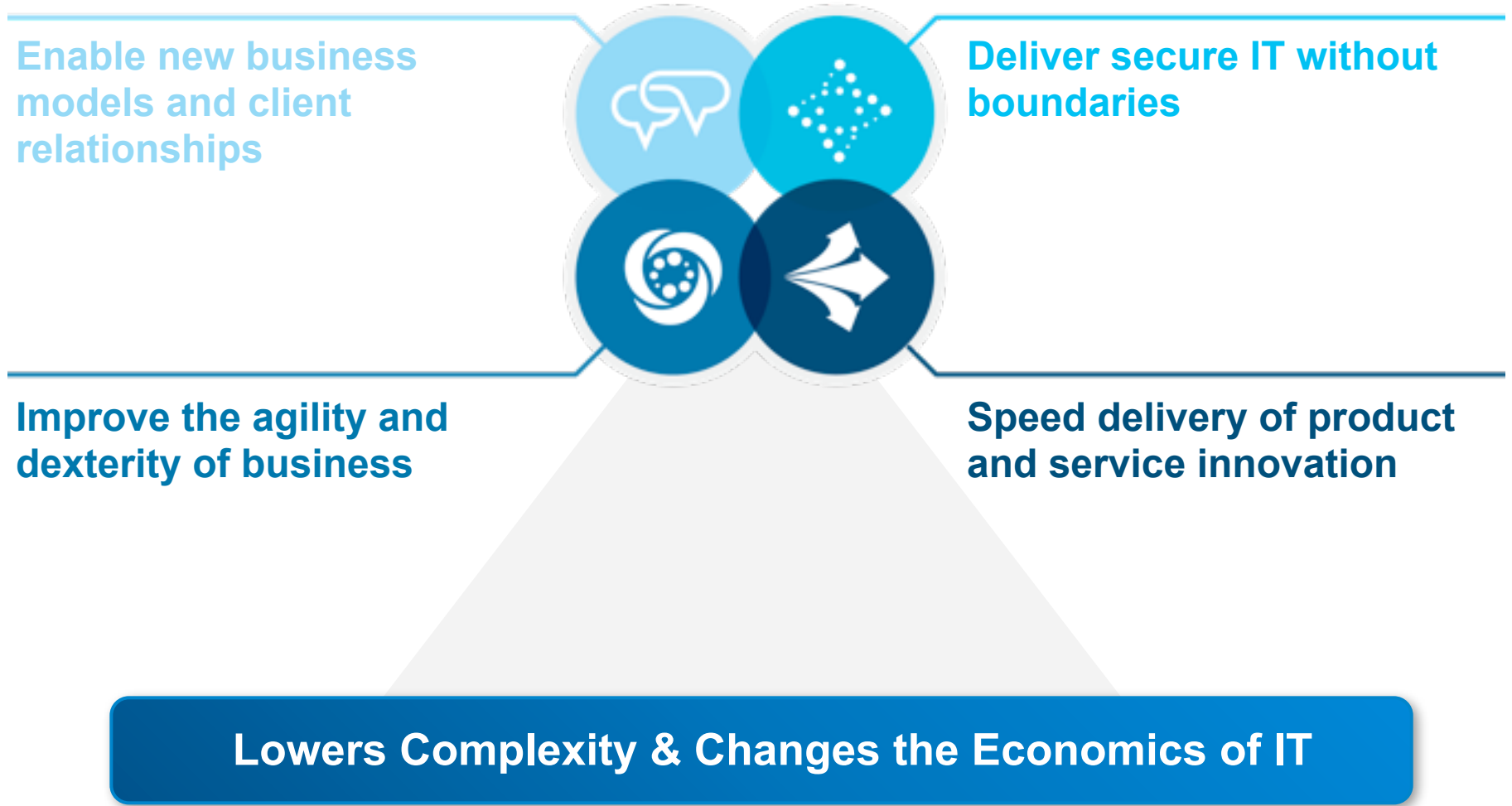


Innovation drives  
need for continuous  
IT **optimization**



New economics of IT  
fuels investments in  
**innovation**

# Leveraging the transformational power of Cloud computing



# IBM's Smarter approach to interoperability in the Cloud

*Standards-based. Flexible. Secure. No Vendor Lock-In.*



Open Services  
for Lifecycle  
Collaboration

OASIS 

W3C <sup>®</sup>



## IBM solutions are built on a comprehensive, open reference model for secure cloud computing

### The Cloud Standards Customer Council's activities include:

Establishing the criteria for open, standards-based cloud computing, driven by customer use cases.

Providing guidance to the multiple cloud standards-defining bodies.

Defining best-practices and producing case studies, use cases, requirements, gap analysis and recommendations for cloud standards.

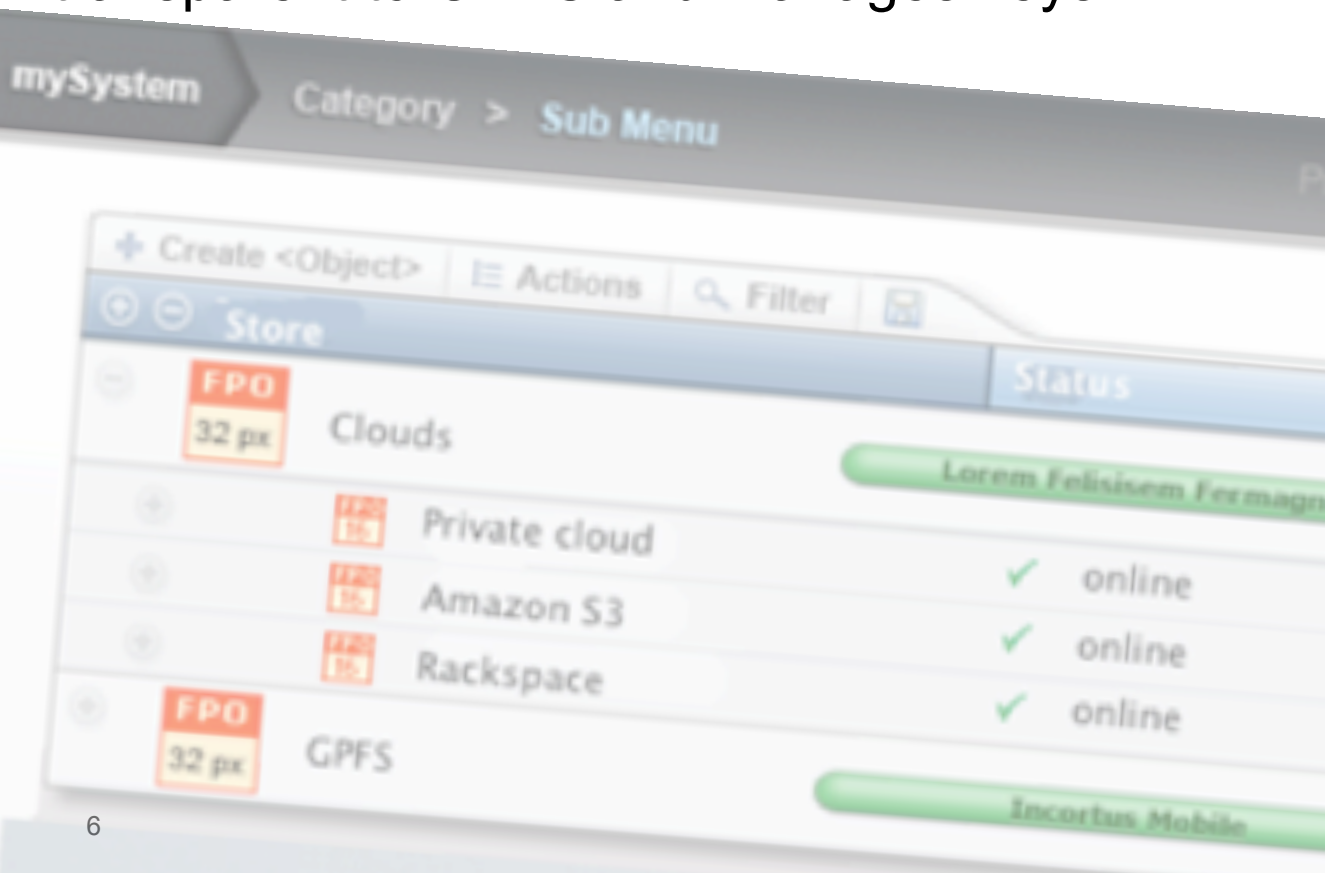
**400+** participating companies

**50%** operate outside the IT realm

# Storwize Connector

## *Transparent Cloud Storage Gateway*

Can be configured to connect to one or more clouds (public, private, or hybrid), adds encryption, integrity, and resiliency, it's transparent to GPFS and manages keys.



## Our own use of cloud extends across the entire IBM organization and has transformed the IBM business on multiple levels

- **109,000 IBM employees** use Blue Insight, the world's largest business analytics private cloud.
- **1,800 IBM marketers** across 6 continents utilize IBM cloud-based Marketing Operations daily.
- **6,000 IBM users** of Blueworks Live to improve internal business processes
- **200 million minutes** of IBM web conferencing with IBM SmartCloud Meetings.
- **Avoiding over \$20M in expenses** over 5 years with our private analytics cloud.
- **1,200 users** in IBM China development labs, plus IBM Call Center teams in the United States and India, have migrated to a desktop cloud environment.



# The Power of Cloud:

## Transforming healthcare with IBM SmartCloud and Watson



*Medical knowledge is growing more quickly than doctors can keep up with*

In the U.S. alone, **up to 15%** of medical diagnoses are inaccurate or incomplete.<sup>1</sup>

Digitized medicine in North America alone will grow **400% by 2015**

Reaching a total of **14,000 terabytes** of data, or **7,500 times** the data in all U.S. libraries combined.<sup>2</sup>



**Delivering improved care more quickly and confidently than ever before.**

Watson, now available via the cloud to a personal computer, tablet or smartphone, allowing more access by more doctors and hospitals.

“...health care pros make accurate treatment decisions only 50% of the time (a shocker to me). Watson, once it is trained in a medical specialty, can make accurate decisions 90% of the time.”

- **Samuel Nussbaum, WellPoint Inc. Chief Medical Officer**



## What to look for in a Cloud Provider



**Expertise to deliver enterprise-class, dynamically orchestrated services at scale**



**World-class security and resilience**



**Client control through self-service and open, enterprise management tools**



**Workload optimized deployment models for hybrid delivery**



[ibm.com/whycloud](https://ibm.com/whycloud)