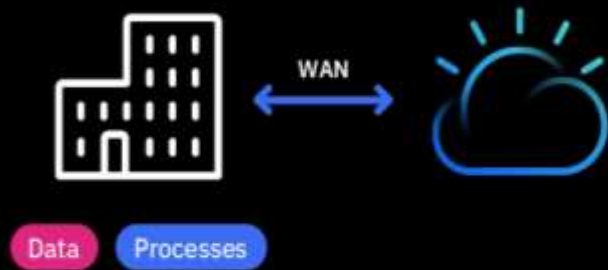


Deploy the right type of cloud to accelerate innovation

Private

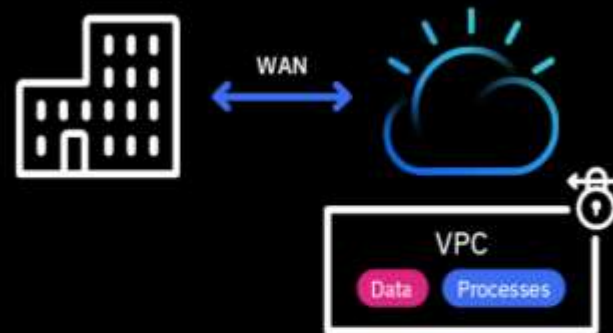


When to use

Organization has requirement to utilize on-premises infrastructure (security policy, investment equity, limited WAN bandwidth, etc)

30-40 IBM Cloud services

Dedicated



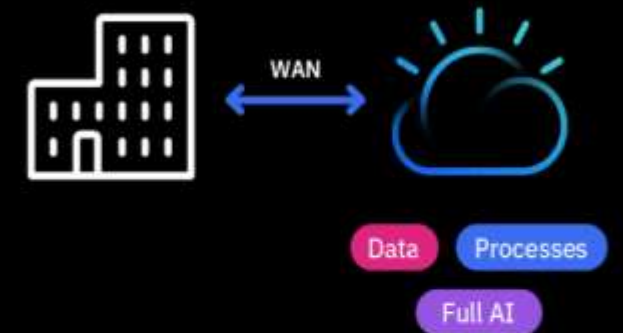
When to use

Organization has isolation requirement for security and/or performance reasons

Organization seeks the security and compliance benefits of public cloud

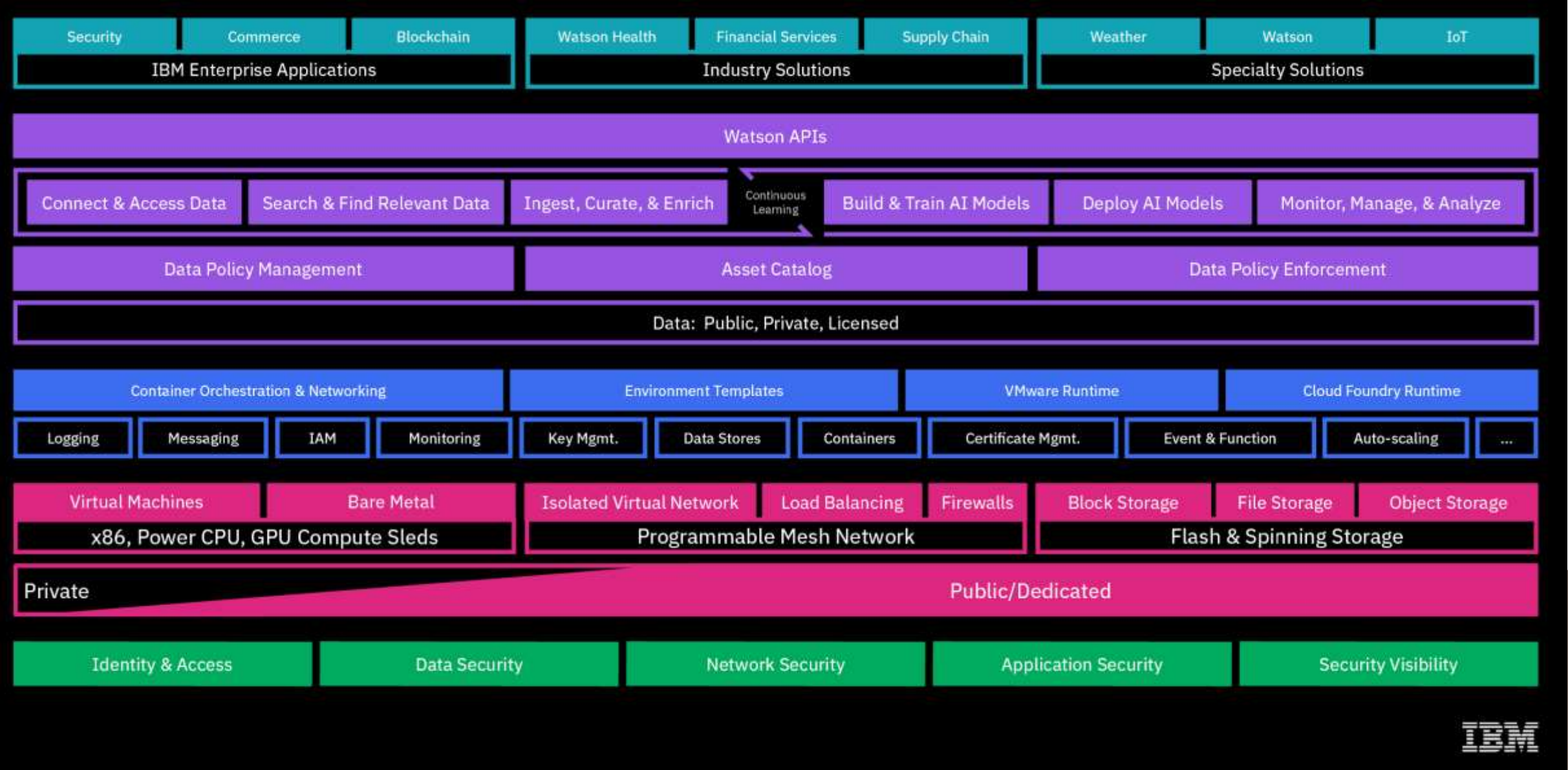
100+ IBM Cloud services

Public



When to use

Organization embraces encrypted multi-tenant data and shared processing models



IBM is the Cloud for Business

Innovate with the latest technologies from any cloud.



AI READY

Create innovative, cloud-native apps using AI, IoT, blockchain, high performance computing and other disruptive technologies

BUILT FOR ALL YOUR APPLICATIONS

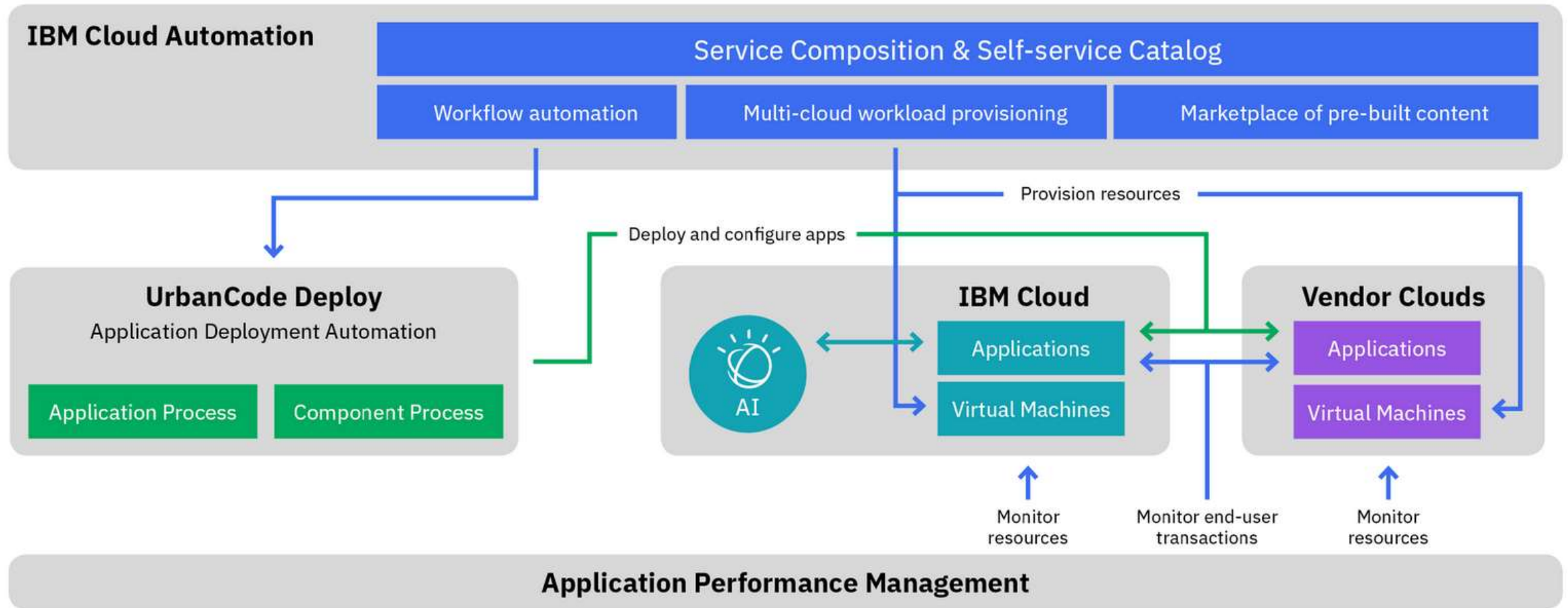
Exploit unmatched choice and industry expertise

SECURE TO THE CORE

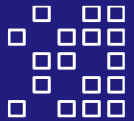
Deploy it where you need to on a secure network, without sacrificing quality and compliance

IBM provides tools to help clients manage multi-cloud environments

By 2020, more than 90% of enterprises will use multiple cloud services and platforms¹



IBM Cloud



Data

Tools to prepare data for cognitive

Ingestion



Storage



Analytics



Deployment



Governance



AI

Cognitive building blocks for developers

API

Conversation

API

Discovery

API

Compare & Comply

API

DLaaS

API

Tone Analyzer

API

Personal Insight

API

Visual Recognition

API

Speech

API

Document Conversion

API

Nat Language Understanding

API

Nat Language Classifier

API

Knowledge Query



Cloud infrastructure

A highly scalable, security enabled infrastructure

Cloud Integration

Cognitive Micro-services

DevOps Tooling

Networking

Security

Core Enterprise Infrastructure

Cognitive Systems

Virtual Servers

Object Storage

File Storage



Applications, solutions & services

Targeted solutions for enterprise businesses

Watson Oncology

Watson Cyber Security

Weather

IBM Services & Ind. Solutions

Watson Virtual Agent

Watson Explore & Discover

5
IBM Risk & Compliance

Asset Mgmt. (Maximo)

MATCHING THE RIGHT CLOUD TO THE RIGHT WORKLOAD

Enterprise transformation
required for cloud adoption

Private Cloud

Mature workloads

Workloads needing
low latency to back ends

Existing database
workloads

Maintain & Evolve

Applications with
complex processes
and transactions

Applications with
sensitive data

Regulation-intensive
applications

Highly customized
applications

Information-intensive
applications

Not yet virtualized
applications

Batch processing

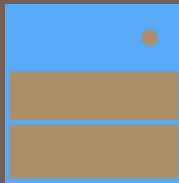
* IBM Institute for Business Value study,
"Tailoring Hybrid Cloud" August 2016

WIDEST SELECTION OF COMPUTE OPTIONS FOR ANY WORKLOAD, ACROSS GLOBAL INFRASTRUCTURE

PERFORMANCE &
CONTROL

PORTABILITY

DEVELOPMENT SPEED



Virtual Server

Leverage existing
languages and tools



Containers

Maximum portability



Platform as a Service

Extensive runtime
options



Serverless

Maximum speed with
serverless apps

IBM CLOUD PRIVATE BRINGS CLOUD NATIVE TO THE ENTERPRISE



- **Open Kubernetes-based container platform**
- **Cloud Foundry for app dev and deployment**
- **DevOps toolchain integration**



Hybrid Integration

- **Integration capabilities to unlock and connect**
- **Secure access to public cloud services (AI, Blockchain)**
- **Consistent experience across private/public**



Investment Leverage

- **Containerized versions of IBM Middleware**
- **Prescriptive guidance to optimize workloads**
- **Work with existing apps, data, skills, infrastructure**



Management & Compliance

- **Core operational services including logging, monitoring, security**
- **Flexibility to integrate with existing tools and processes**

IBM is the
**Cloud for
Business.**

Yours.

