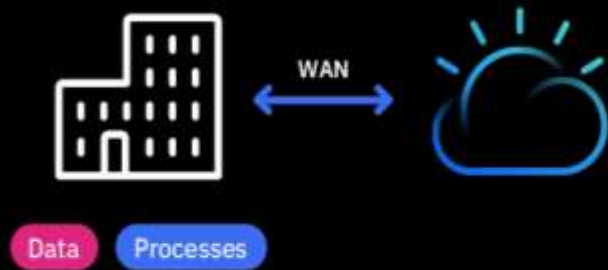


# Deploy the right type of cloud to accelerate innovation

## Private

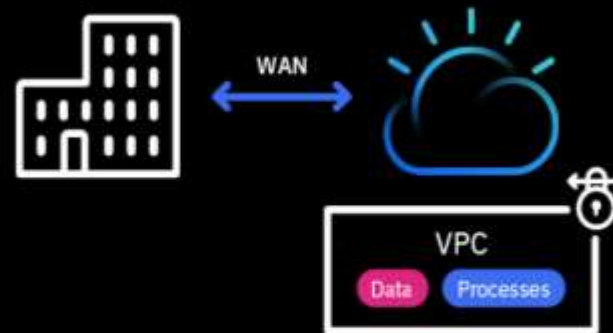


### When to use

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

30-40 IBM Cloud services

## Dedicated



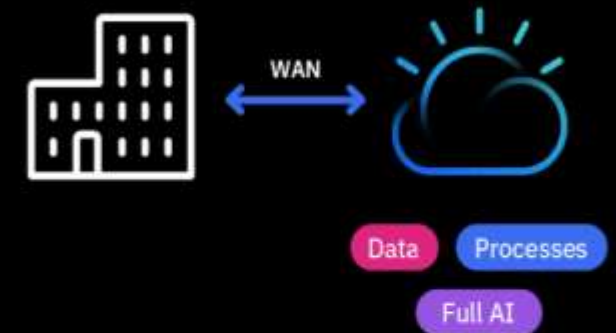
### When to use

Organization has isolation requirement for security and/or performance reasons

Organization seeks the security and compliance benefits of public cloud

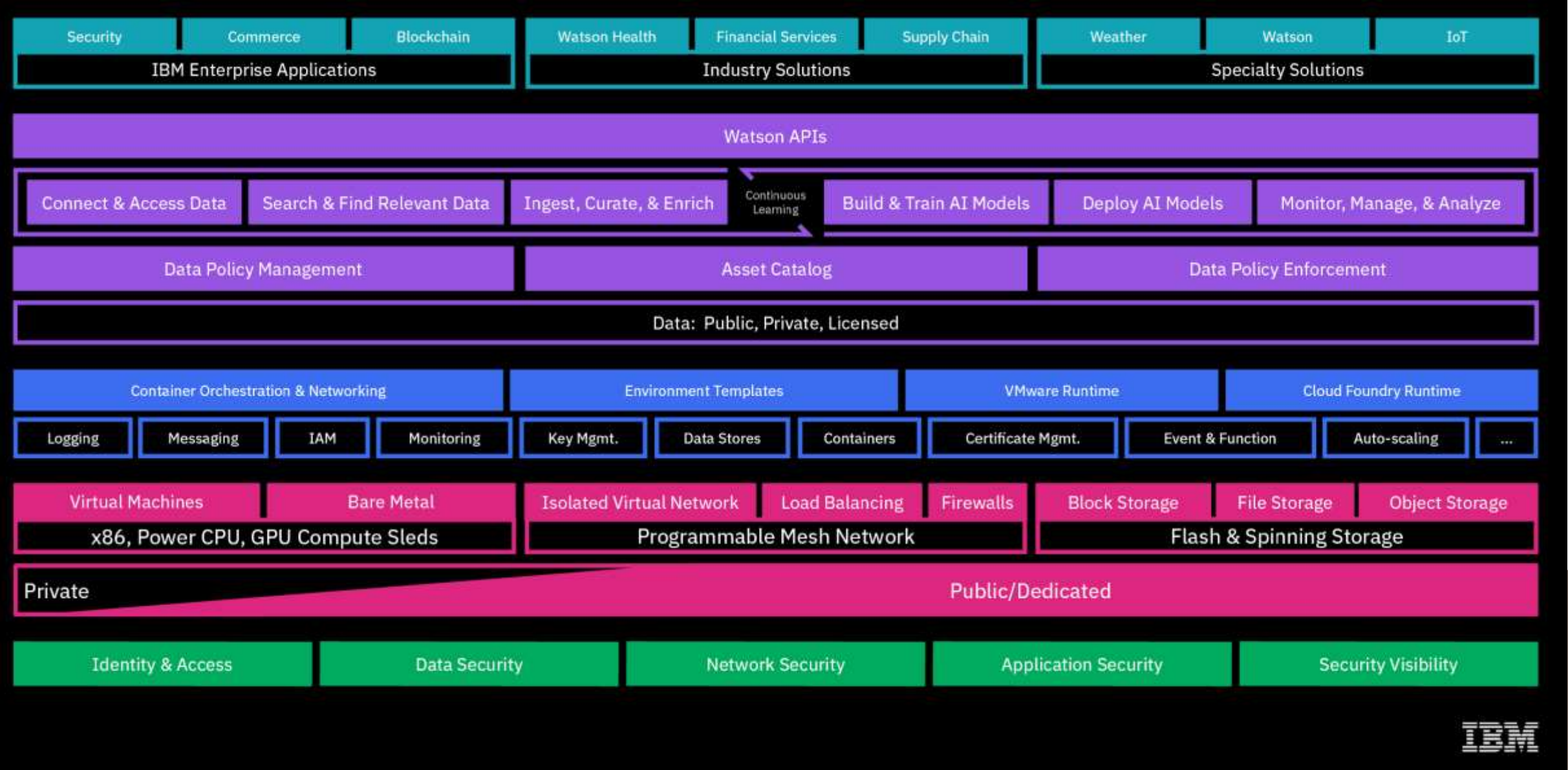
100+ IBM Cloud services

## 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**

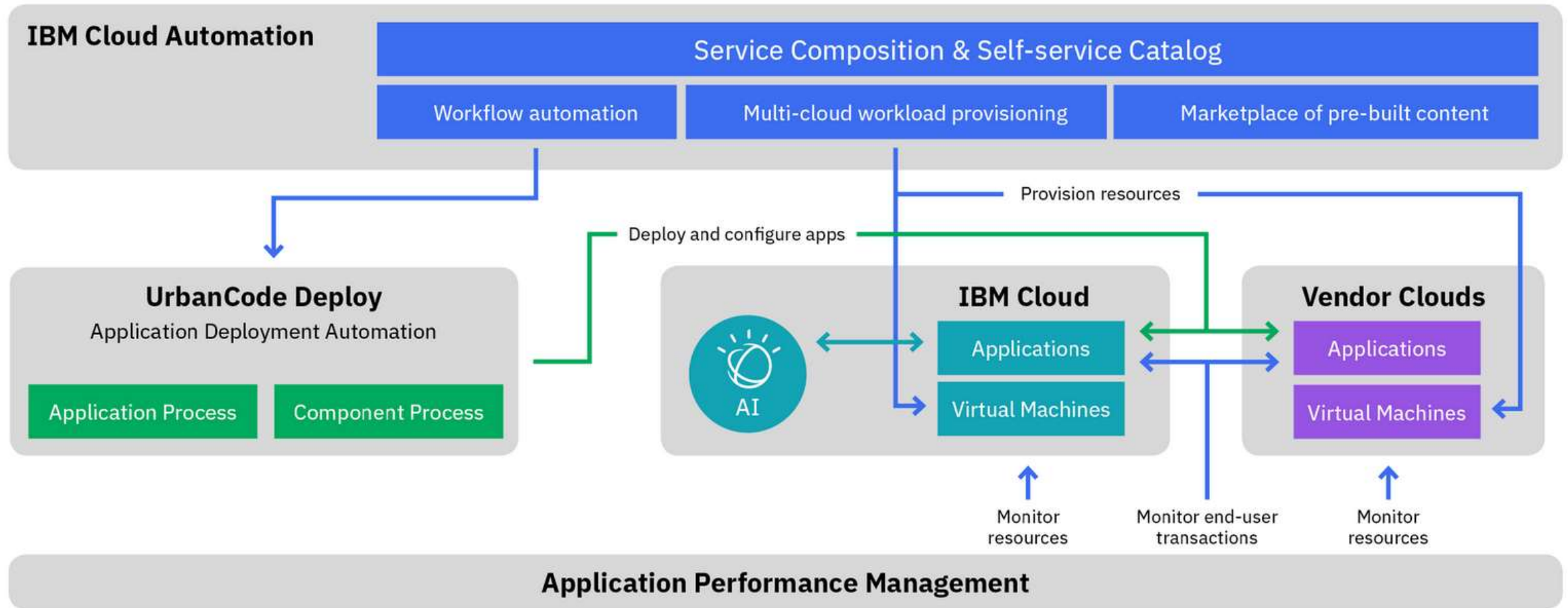
Exploit unmatched choice and industry expertise

## **SECURE TO THE CORE**

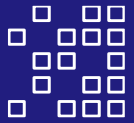
Deploy it where you need to on a secure network, without sacrificing quality and compliance

# IBM provides tools to help clients manage multi-cloud environments

By 2020, more than 90% of enterprises will use multiple cloud services and platforms<sup>1</sup>



# 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

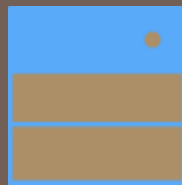
\* IBM Institute for Business Value study,  
"Tailoring Hybrid Cloud" August 2016

# 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.

