

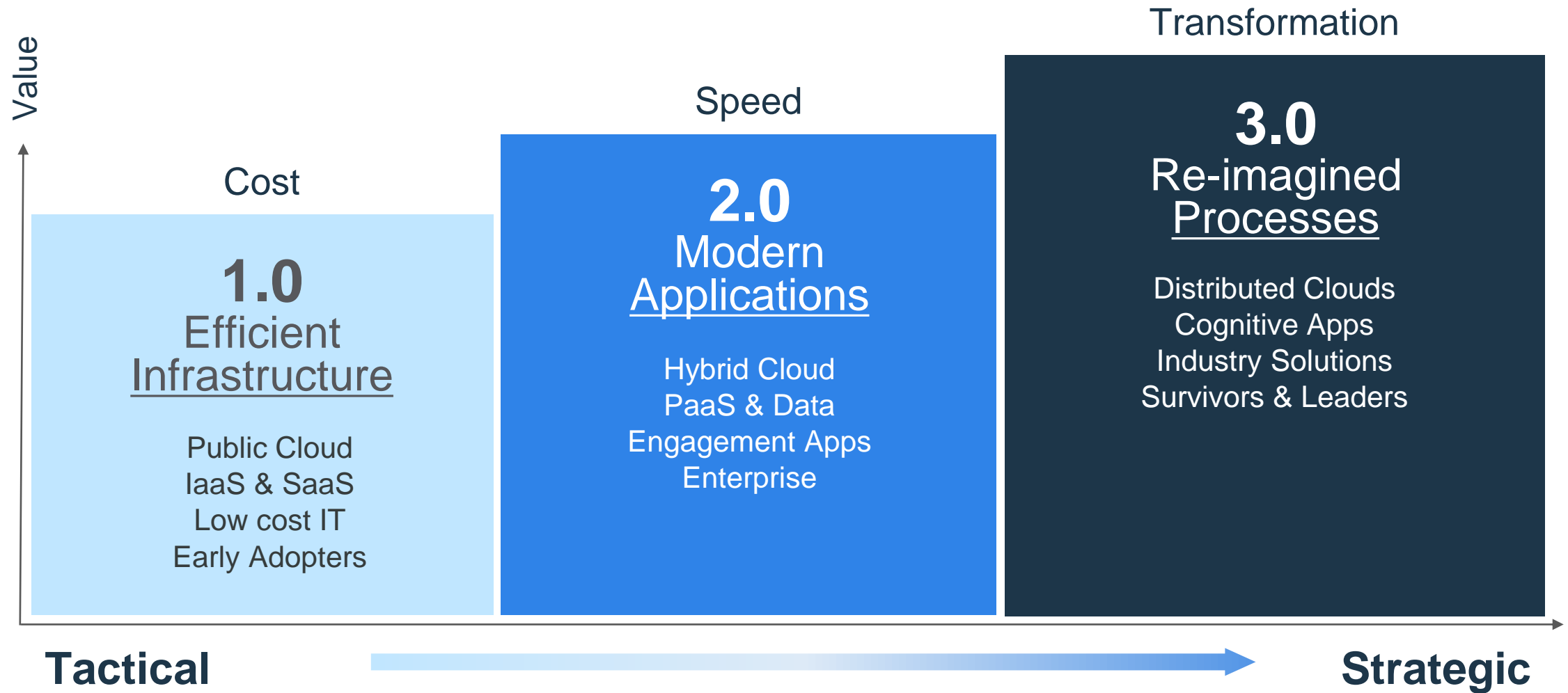
IBM Cloud Private

Strategy and Offering

Denny O'Brien

Program Director, Offering Management

The Cloud is evolving as the technology for enterprise transformation



Organizations are increasingly adopting a multi-cloud strategy

8 out of 10 committing to Multi-Cloud
71% use 3 or more clouds

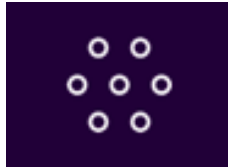


Getting new value from
third parties



Extracting value from
your entire business

A multi-cloud strategy requires a seamless experience



Choice with consistency



Hybrid integration



DevOps productivity



Powerful, accessible data and analytics



Cognitive solutions

1 | Public

Maximize on cloud economics and agility.

2 | Dedicated

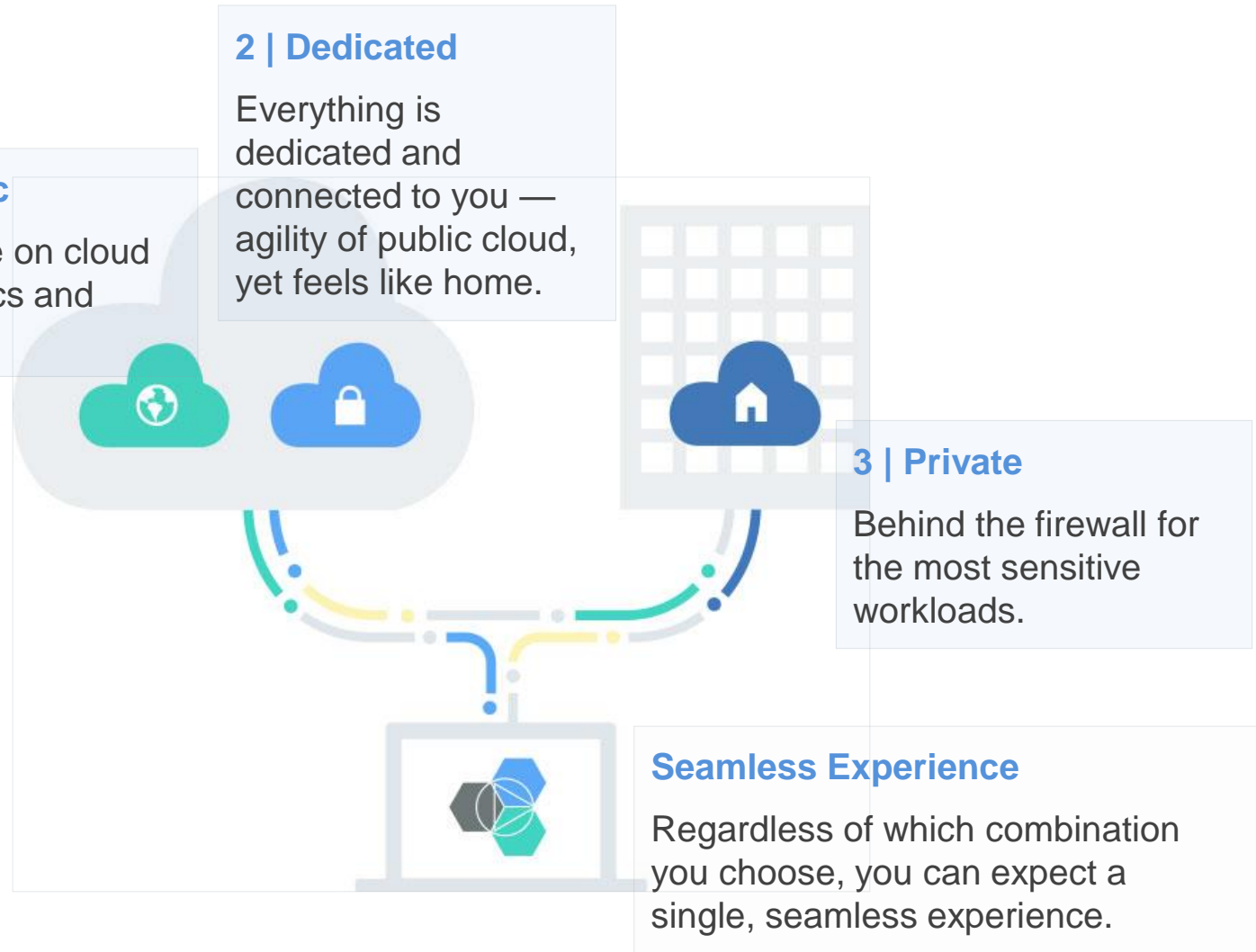
Everything is dedicated and connected to you — agility of public cloud, yet feels like home.

3 | Private

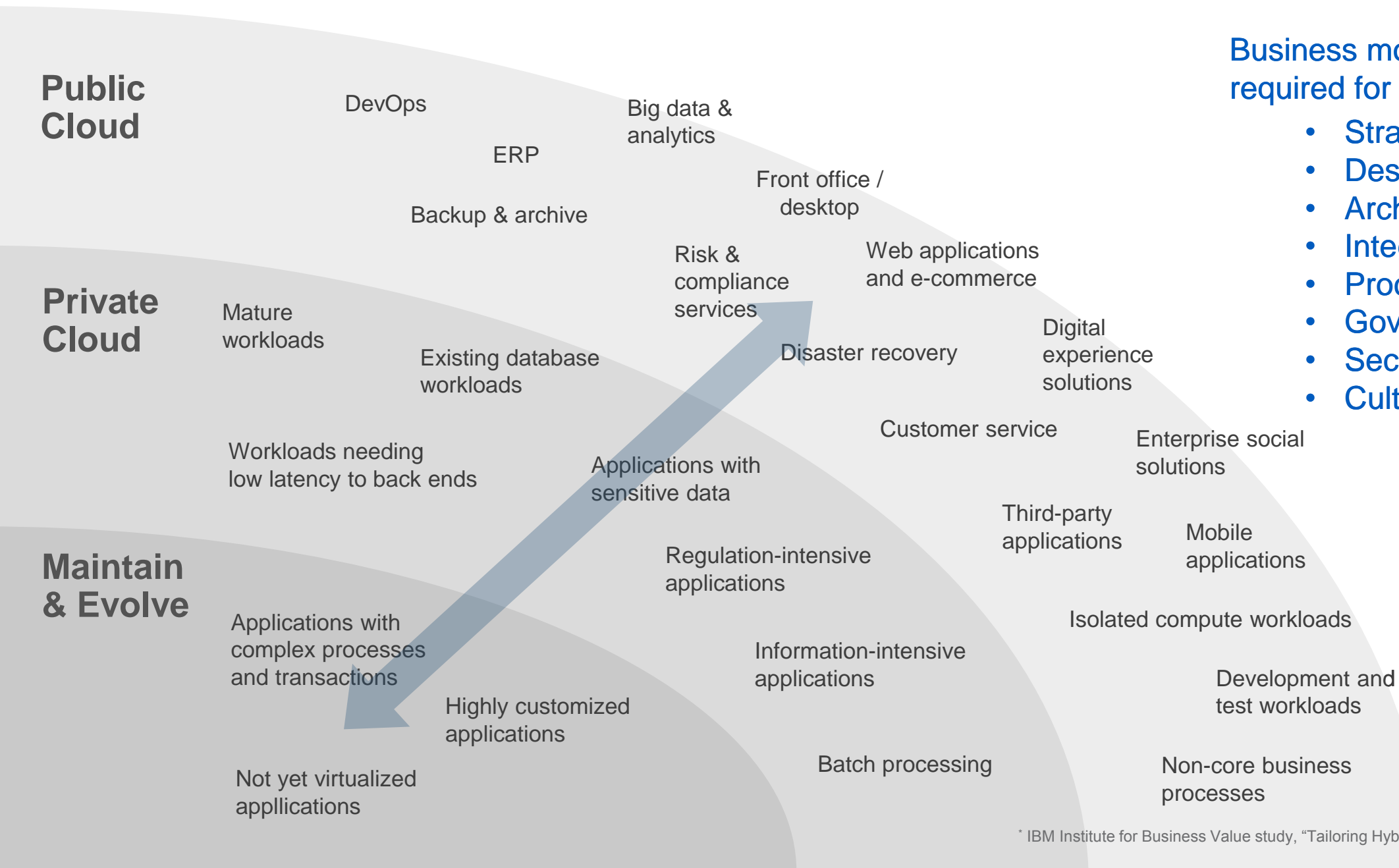
Behind the firewall for the most sensitive workloads.

Seamless Experience

Regardless of which combination you choose, you can expect a single, seamless experience.



Matching the right workload with the right cloud is key



Business model transformation required for cloud adoption:

- Strategy
- Design
- Architecture
- Integration
- Processes
- Governance
- Security
- Culture

Introducing IBM Cloud Private

Built on 4 Key Entry Points that Drive Enterprise Transformation



**Business
Innovation**



Integration



**Investment
Protection**



**Management and
Compliance**

Enterprise grade. **Open** by design.

IBM Cloud Private delivers enterprise-grade capabilities



Kubernetes-based
container platform

Cloud Foundry for
prescribed application
development and
deployment

Integrated DevOps
toolchain



Catalog of integration
services

API consistency to
integrate data and
services across all clouds



Prescriptive guidance on
where to run your critical
workloads

Container-based
versions of IBM
Middleware and Analytics
(WAS, MQ, DB2)

Runs on existing
infrastructure



Core operational services

Integration with existing
processes

These capabilities provide a foundation for business value



Speed business innovation

Rapidly provision capacity to meet demand

Open container technology prevents vendor lock-in; choice of deployment



Connect applications with data and services across all clouds securely

Enhance application intelligence with public cloud services, including Watson integration



Reduced cost of managing and upgrading your on-premises IBM middleware implementation

Protects existing investments, and **Leverages** existing skills

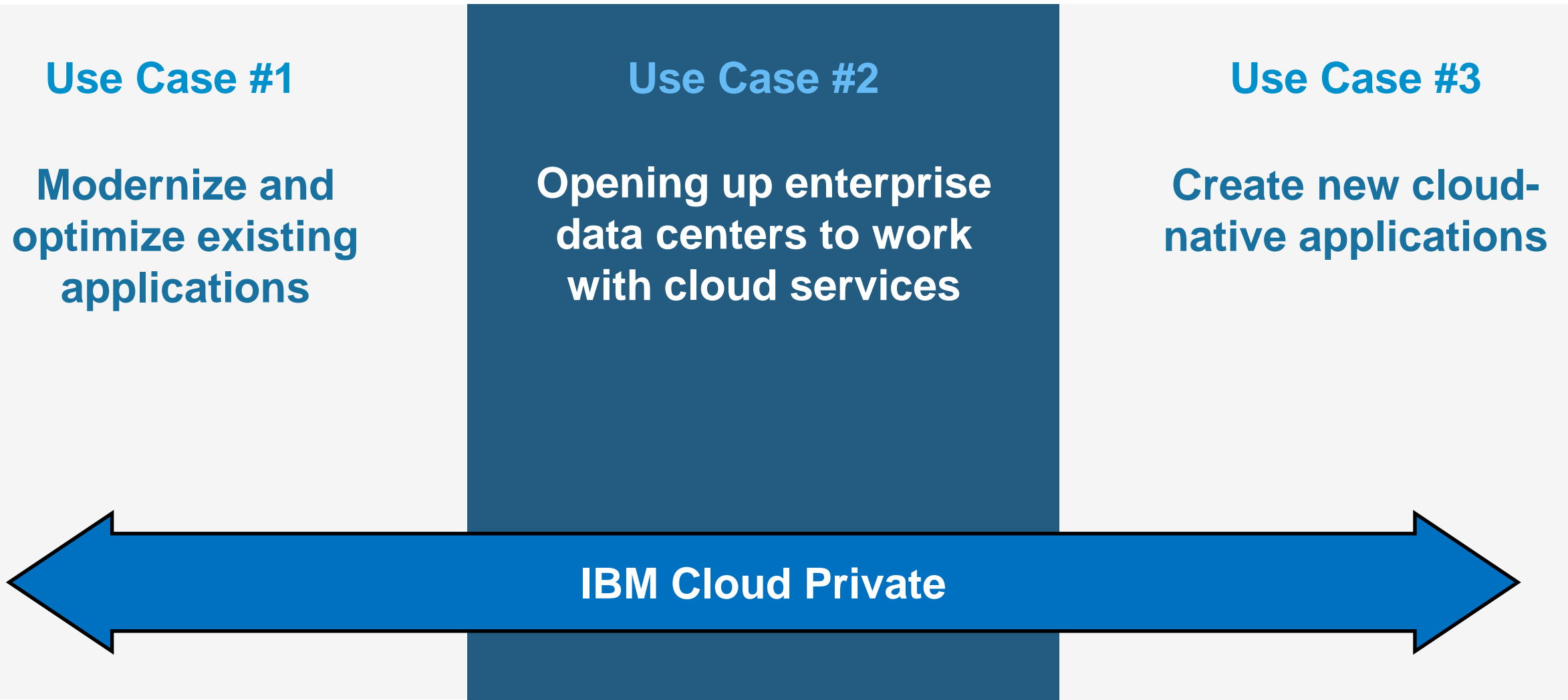
Faster time-to-market



Security and control of an untethered environment

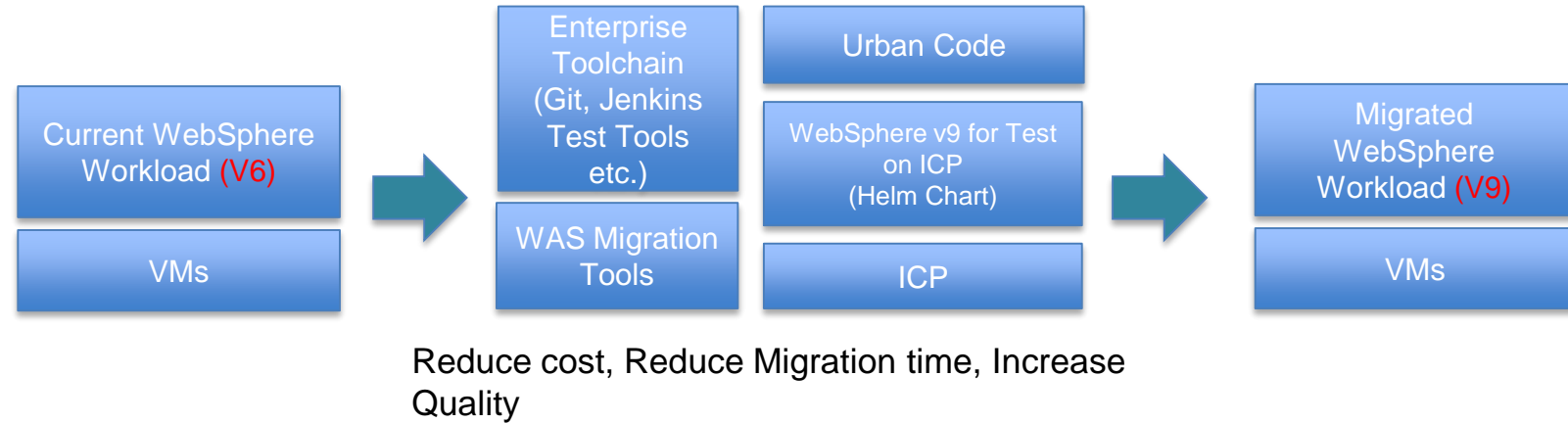
Integrated set of management tools; flexibility to integrate with existing ones

IBM Cloud Private addresses enterprise use cases

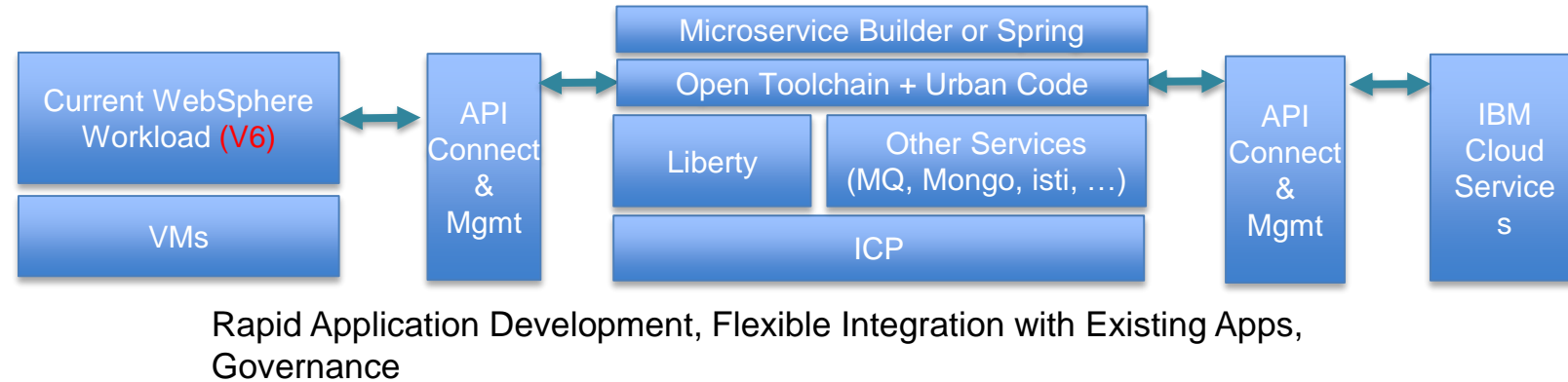


A closer look at the use cases

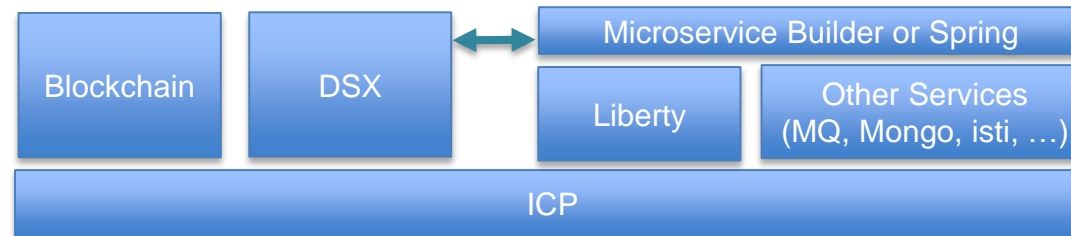
- 1) Modernize and optimize existing applications



- 2) Opening up data centers to work with cloud services



- 3) Create new cloud-native applications



An integrated platform with enterprise content

DevOps

Hybrid Cloud Mgmt

Core Operational Services

Application Development, Integration, Operations & Management

IBM
WebSphere

Enterprise Content

Next Generation IBM Middleware, Data, Integration & Analytics

IBM Cloud Private Platform

- Kubernetes-based platform
- Multiple open compute models
- Software and policy-driven network storage
- Auto-scaling
- Multi-site HA/DR features
- Stateful and stateless application support
- Built-in monitoring and logging
- Integrated enterprise-grade security
- Vulnerability Advisor to prevent risk

Kubernetes

Apache OpenWhisk

Runs on Enterprise Infrastructure

z Systems

IBM Cloud Private transforms the way IT operations and developers work



Todd

Operations / Admin

Responsible for infrastructure, security, and management of the environment.



Jane

Enterprise Developer

Responsible for modernizing existing applications and creating new Cloud Native Workloads.

IBM Cloud private empowers both developers and administrators to meet business demands:

- IT Operations and Administrators can quickly set up a modern, flexible, and compliant private cloud
- Developers can create new cloud-native applications, optimize existing ones, and securely connect their applications with data and services across all clouds

IBM Cloud Private editions

Community

Use Case

Create new cloud-native applications in a Proof of Concept, non-production environment

Platform

- Kubernetes/Cloud Foundry
- Core services (logging, etc)
- Cloud Automation Manager
- Content catalog

The Community Edition is limited to 1 Master Node, and is for non-production use.

Cloud Native

Use Case

Create new cloud-native applications

Platform

- Kubernetes/Cloud Foundry
- Core services (logging, etc)
- Cloud Automation Manager
- Content catalog

Bundled IBM Software

- Microservice Builder
- Liberty

Modernization

Use Case

- Modernize and optimize existing applications
- Open enterprise data centers

Platform

- Kubernetes/Cloud Foundry
- Core services (logging, etc)
- Cloud Automation Manager
- Content catalog

Bundled IBM Software

- Microservice Builder
- Liberty
- IBM MQ
- Db2

Data Science

Use Case

Leverage the power of advanced analytics integrated with cloud native applications

Platform

- Kubernetes/Cloud Foundry
- Core services (logging, etc)
- Cloud Automation Manager
- Content catalog

Bundled IBM Software

- DB2 Warehouse Enterprise Edition
- Data Science Experience Enterprise Edition

IBM Cloud Private content

Base platform components

Base Platform

- Kubernetes
- Vulnerability Advisor
- Helm
- Prometheus
- Elk
- Product Insights
- API Connect (partial)
- NSX-T Plug-In
- Key Store
- Certificate Management
- Travis
- More...

Optional Installed Component(s)

- Cloud Foundry
- Cloud Automation Manager
- Transformation Advisor

Included with Cloud Native Edition

Runtimes/frameworks

- Liberty
- Node.JS
- CF Buildpacks

Messaging

- MQ Advanced Developer*

DevOps toolchain

- Microservice Builder

Data Services

- DB2 Dev-C*
- DB2 Warehouse Dev-C*
- DSX Dev Ed*
- MongoDB (unsupported)
- PostgreSQL (unsupported)

Third Party Services

- Lightbend
- NPM

IBM Transformation Advisor on IBM Cloud Private

1

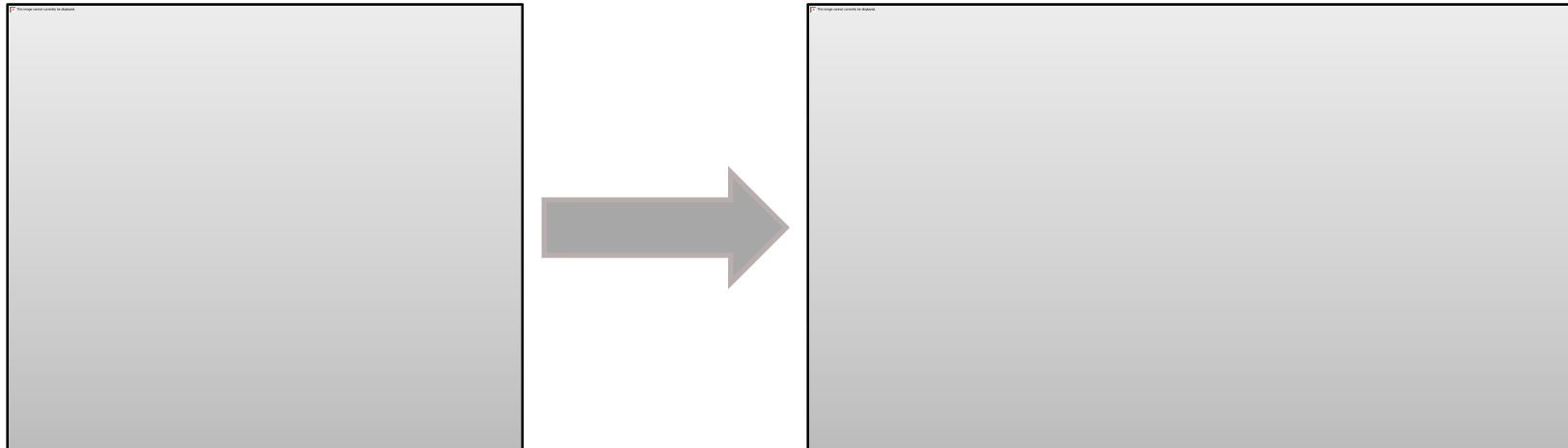
Scans your WebSphere-based applications

2

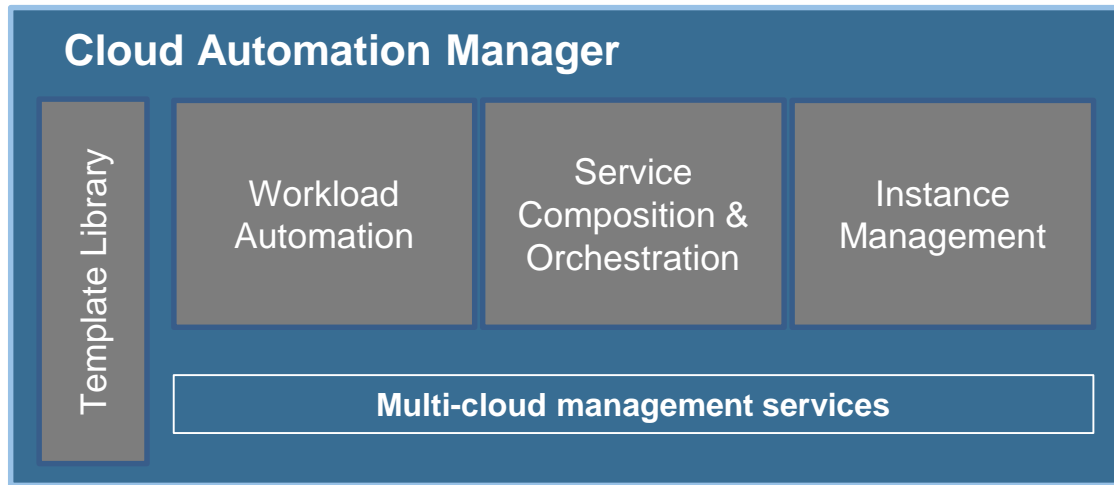
Recommends workloads to move to the cloud – and target environment

3

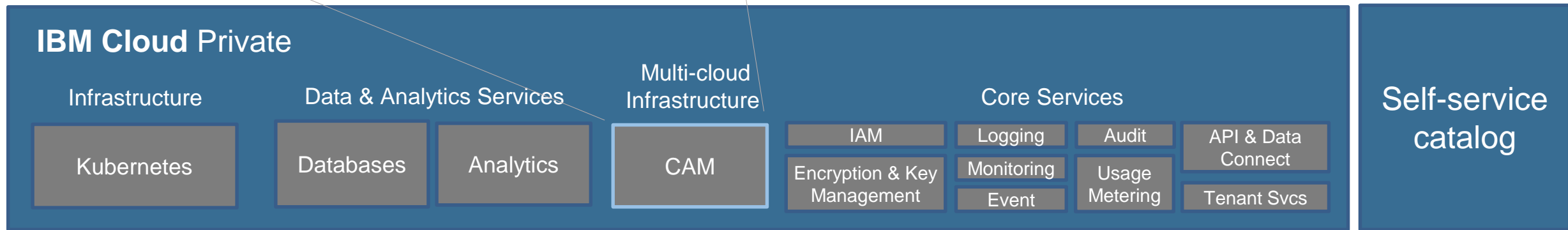
Guidance on the work effort to modernize your applications



IBM Cloud Automation Manager on IBM Cloud Private



- **Compose complex application environments** into easy to consume cloud services that can be delivered to a DevOps tool chain or published into a catalog
- **Automate and standardize** delivery of infrastructure and application environments consistently in the clouds of your choice
- **Manage workload and service instance** lifecycle across multiple clouds with topology centric controls



IBM Cloud Private adds value to your IBM estate

New, containerized versions of IBM middleware and analytics to run on IBM Cloud Private; integrate with your existing IBM solutions for more value.

Runs on IBM Cloud Private

IBM Db2 Direct Advanced Edition

IBM Db2 Advanced Enterprise Server Edition

IBM Data Server Manager

IBM MQ

IBM Integration Bus

IBM DataPower Gateway

Runs with IBM Cloud Private

IBM UrbanCode Deploy

IBM Application Performance Management

IBM Netcool Operations Insight

IBM API Connect

More...

IBM Cloud Professional Services for IBM Cloud Private

for immediate success and long term value

Foundational services



Solution Initiation Workshop for IBM Cloud Private

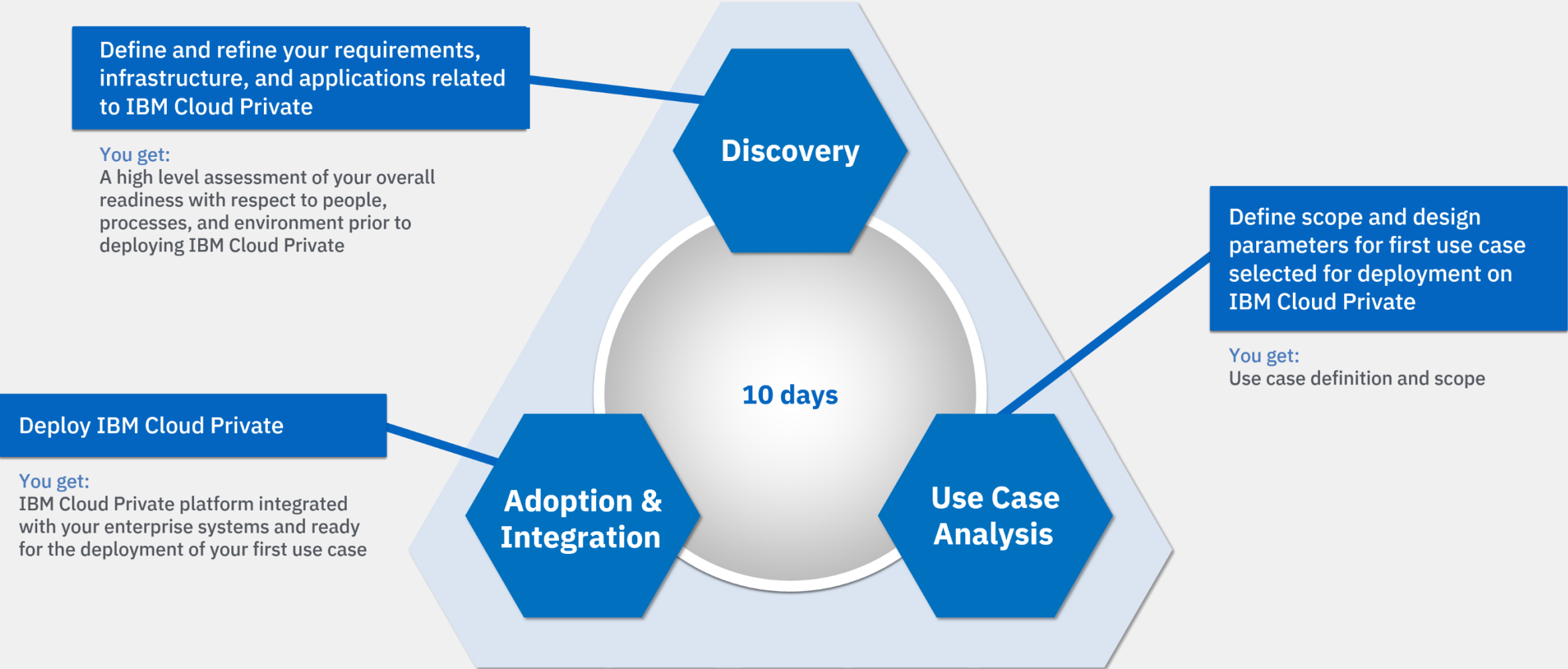
- Two weeks of consulting services to get ready for quick and optimal deployment of IBM Cloud Private.
- Provides assistance in areas such as cloud adoption, integration, and onboarding assistance.

Advanced services

- **WebSphere Liberty on IBM Cloud Private**
- **IBM Cloud Private Design Thinking Workshop**
- **Architectural Consultancy and MVP Build-Up*** for:
 - Cloud Integration
 - Cloud Native Application Development
 - Cloud Service Management Operations (CSMO)
- **DB2 with Data Sciences** (coming soon)

Solution Initiation Workshop for IBM Cloud Private

Offering at a glance



Why IBM Cloud Private? It's a differentiating experience

IBM is the only private cloud provider that gives developers and IT operations the combination of these capabilities to transform the enterprise:

Choice with Consistency

Enterprise Content

Innovation Platform

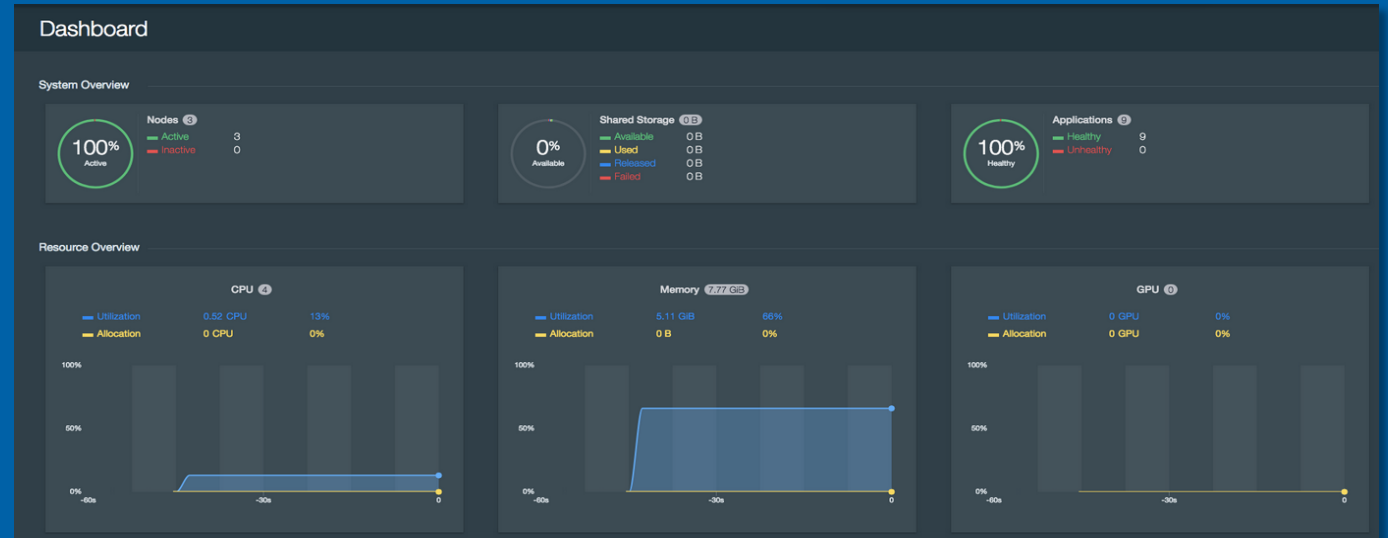
**Integration and
Management**

**Multi-cloud
Management**

**Best Practices and
Guidance**

Try IBM Cloud Private Today

Learn more and try the
IBM Cloud Private
Community Edition

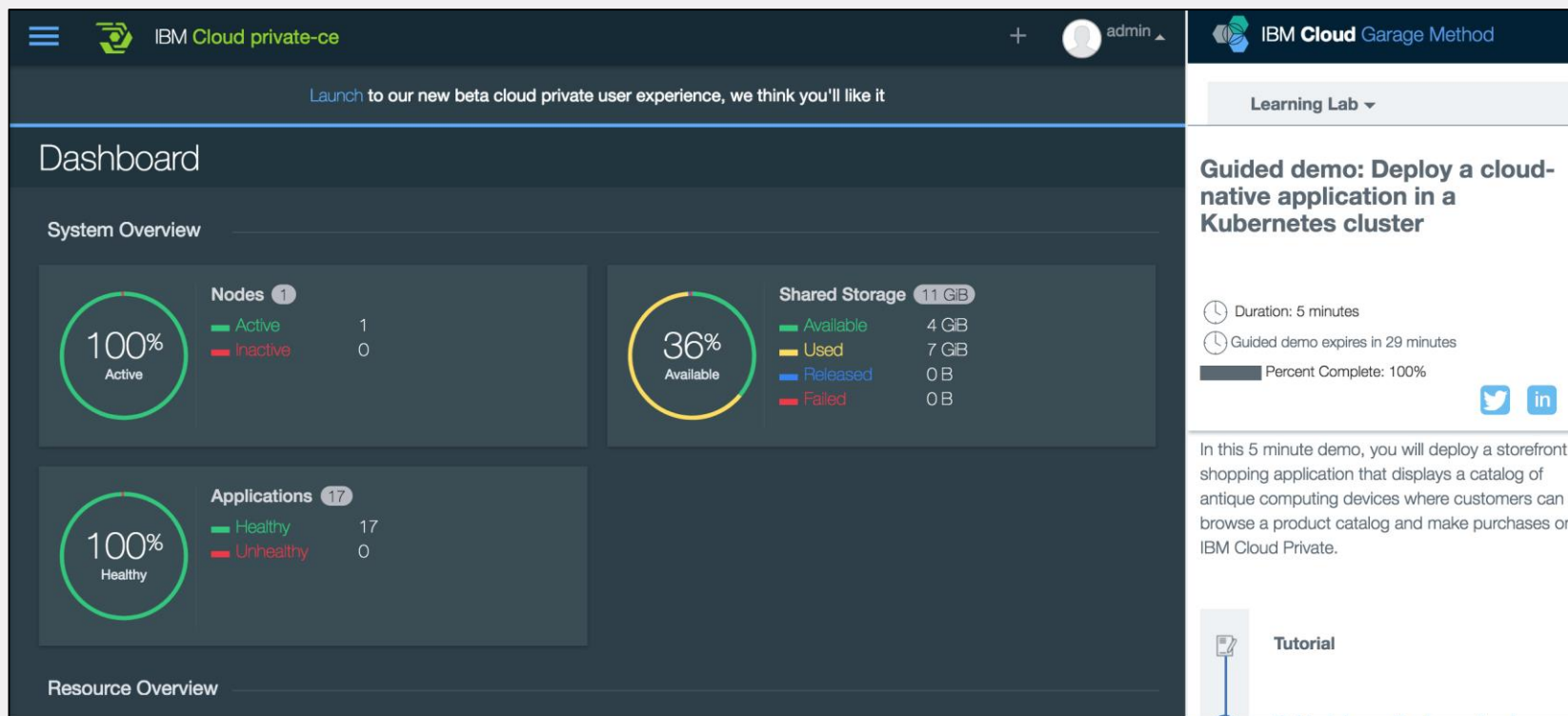


<http://ibm.biz/IBMCloudPrivate>

Demo

New IBM Cloud Private demos

Tour the features of IBM Cloud Private



New Guided Demo

- Available 24x7
- Guided tutorial
- Demo in 5 minutes
- Link: <https://ibm.biz/BdjSYK>

Thanks!