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Choice and control

IBM shares considerations for developing enterprise cloud strategies



Moving toward cloud? Carefully consider how to source cloud technologies, keeping in mind...



Unify your enterprise with a holistic adoption strategy



Necessary services levels, deployment models



Expertise to deploy, integrate, manage applications



The money, resources, skills needed to do it in-house

Organizations often want help managing their cloud environments, but there are three significant problems in today's third-party cloud marketplace

Cloud is positioned as the answer to all IT woes – and it's not

Determine right applications to right platform

One-size-fits-all deployment models

Public/private/hybrid cloud mix often needed

Loss of control

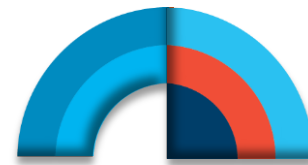
Management controls and governance critical

You must choose the right provider to help your organization take advantage of cloud's full potential



To solve IT headaches

- Low utilization rates
- Operational inefficiencies
- Arduous processes to procure build, maintain
- Long application times
- Rising costs



To provide new value

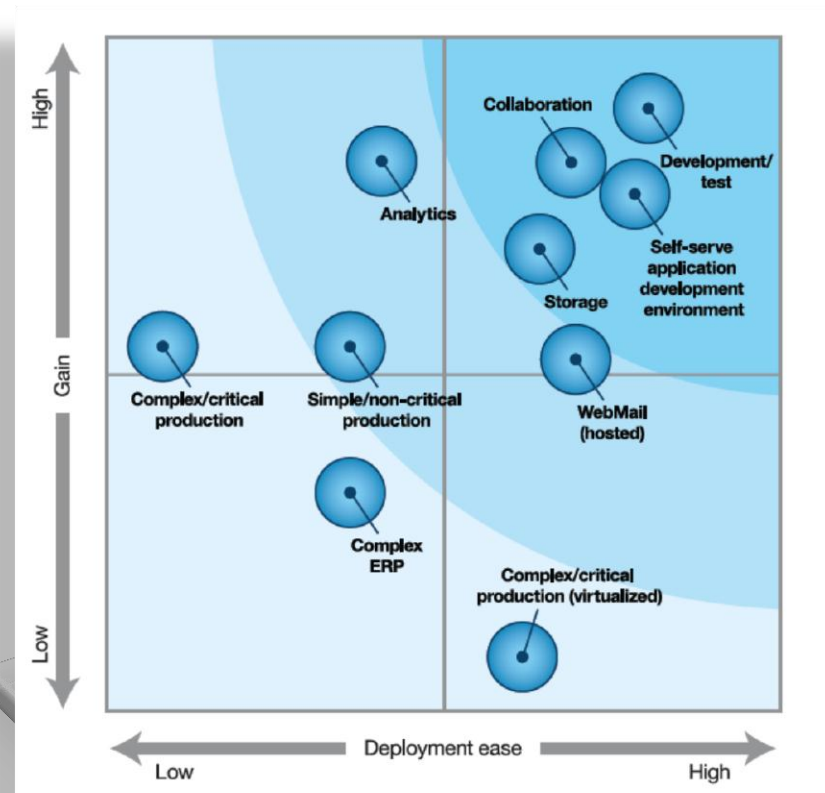
- Align IT, business goals
- Increase IT speed, agility
- More quickly respond to competitive challenges, opportunities
- Satisfy customer demand for easy-to-use, always-on apps

Start by developing a unique cloud strategy for your organization



It is critical you understand your current portfolio of applications and services and align them with a cloud deployment strategy

- Map IT workload characteristics and current capabilities to prioritize cloud deployment
- Designed to identify opportunities 90 percent faster by removing impediments to reduce costs



Choose a cloud partner with the capabilities you need



One that gives you choices and control

- Varied scope, deployment models
- Configurable cloud options
- Ability to handle your OS of choice
- Pick-and-choose cloud services menu



And offers client-centered processes, expertise

- Expertise in strategic visioning, cloud migration
- Ability to mesh cloud, non-cloud environments
- Business-centric SLAs
- Open standards
- Analytics for bulk migration
- High touch services
- High availability, security
- Pay-as-you-go pricing

Leveraging the transformational power of Cloud computing

Enable new business models and client relationships

Deliver IT without boundaries

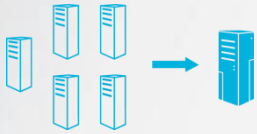
Improve the agility and dexterity of business

Speed delivery of product and service innovation

Lowering complexity & changing the economics of IT

Understanding Cloud Economics:

Multiple Starting Points. Illustrative Benefits



Consolidate and Virtualize



Automate and Standardize



Optimize/ Cloud Management

Efficient overall systems administration

Hardware payback:

30%-70%

Provisioning payback:

48%-90%

Productivity payback:

up to 90%

System Administration payback:

36%-45%

Payback through:

- Higher utilization and avoidance of capital expense
- Reduces depreciation expense
- Energy and facilities

Payback through:

- Time saved deploying new systems
- Reduced maintenance through image cloning

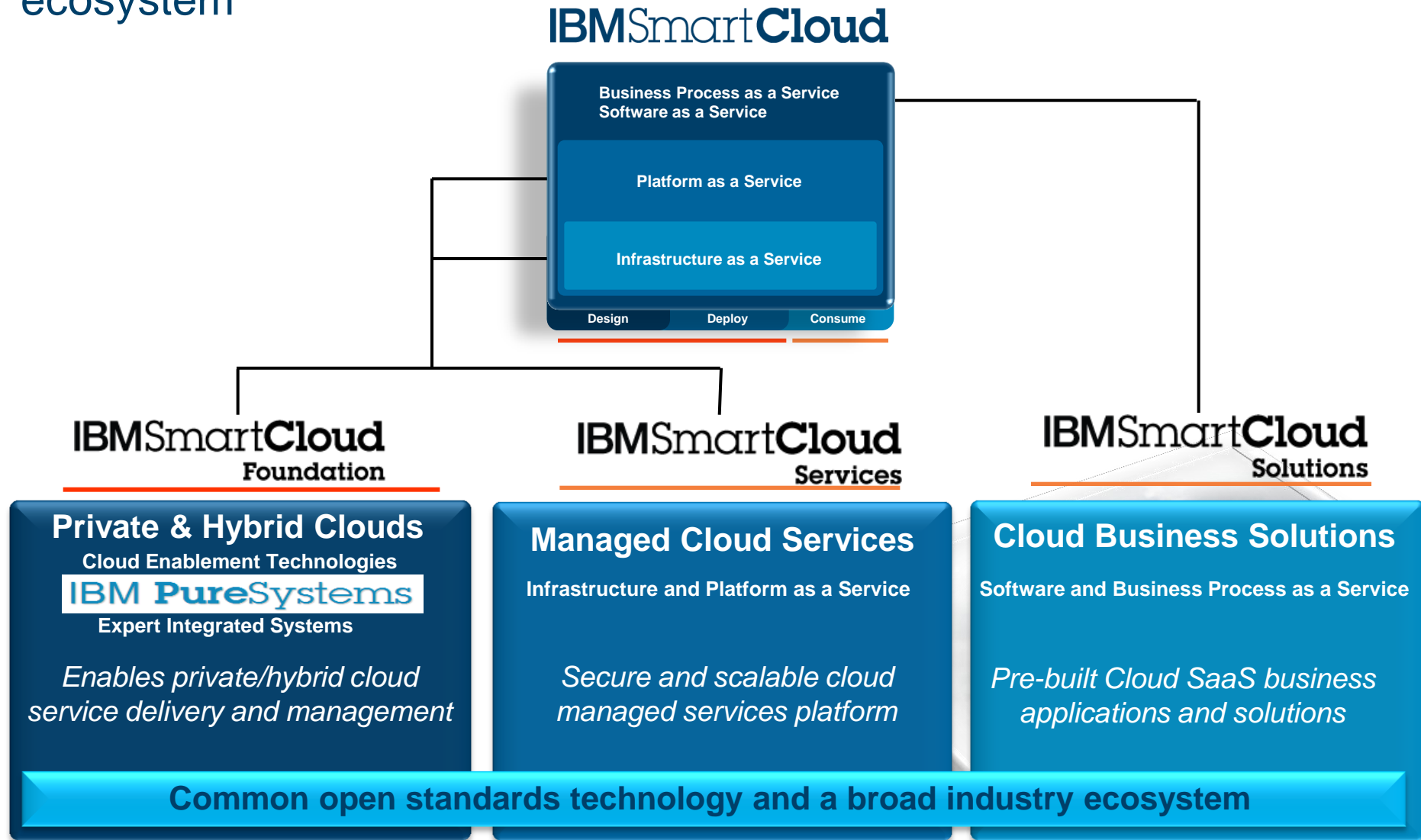
Payback through:

- Self-service provisioning with service catalog
- Automated workflows

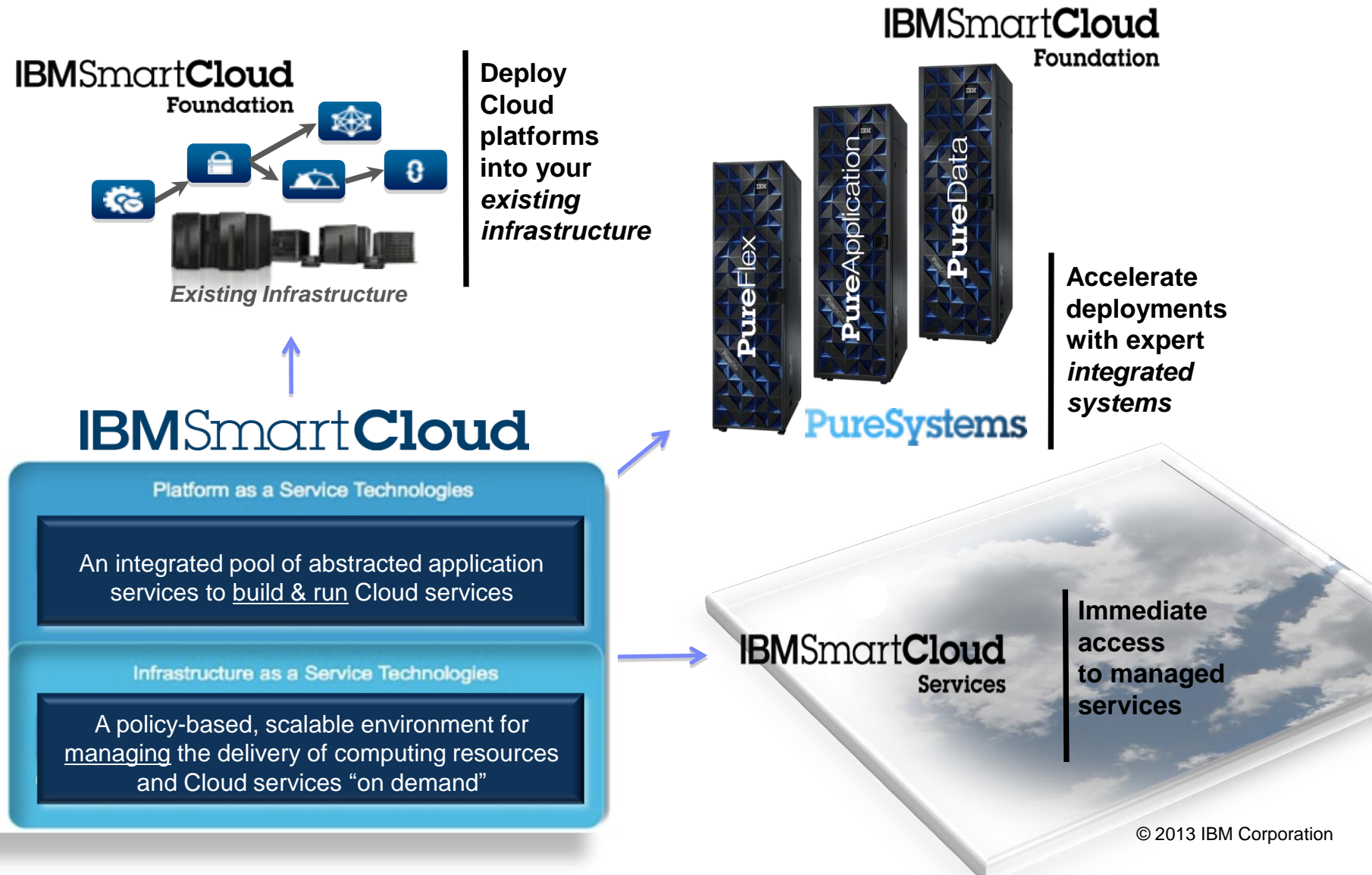
Payback through:

- Monitor the virtualized environment
- Manage the virtualized environment
- Discovery, dependency and change tracking

One Tree Solutions uses IBM Cloud capabilities built upon a common platform, with a commitment to open standards and a broad ecosystem



One Tree Solutions uses flexible deployment options for IBM enterprise cloud platforms



OneTree Solutions becomes more competitive and streamlines deployment with IBM



[Link : OneTree Solutions attracts new business with cloud support](#)

The need:

Poised to launch a new price optimization application, OneTree Solutions S.A. wanted to alter its deployment strategy from on-site rollouts to a cloud-based model. Comparable offerings require businesses to make large up-front investments in the underlying architecture, and OneTree recognized that by removing this demand, it could better and more cost-effectively serve its smaller-sized customers.

The solution:

OneTree developed its new application within an IBM Cloud environment. OneTree designed the solution to work with IBM technology to support private cloud deployments, and it also takes advantage of the IBM SmartCloud™ Application Services platform to offer the tool under a Software as a Service (SaaS) model.

The benefits:

- Accelerates service rollout for new customers from several weeks using traditional, on-site deployment to less than 14 minutes with a cloud deployment
- Drives increased efficiency, helping the company's modest, 20-person staff support a large customer base
- Helps reach new customer segments and encourages increased sales by eliminating large up-front infrastructure costs
- Encourages consistent, high-level quality across customer instances with 12 prebuilt application patterns

"With the IBM Cloud solution's capabilities, we can provide price optimization to any company around the world, quickly, reliably and more cost-effectively than with the traditional on-premise approach."

"We see IBM constantly innovating, so we know that whenever we embed an IBM component in our solutions, it is going to be continually upgraded to be at the top level of quality and technological advantages."

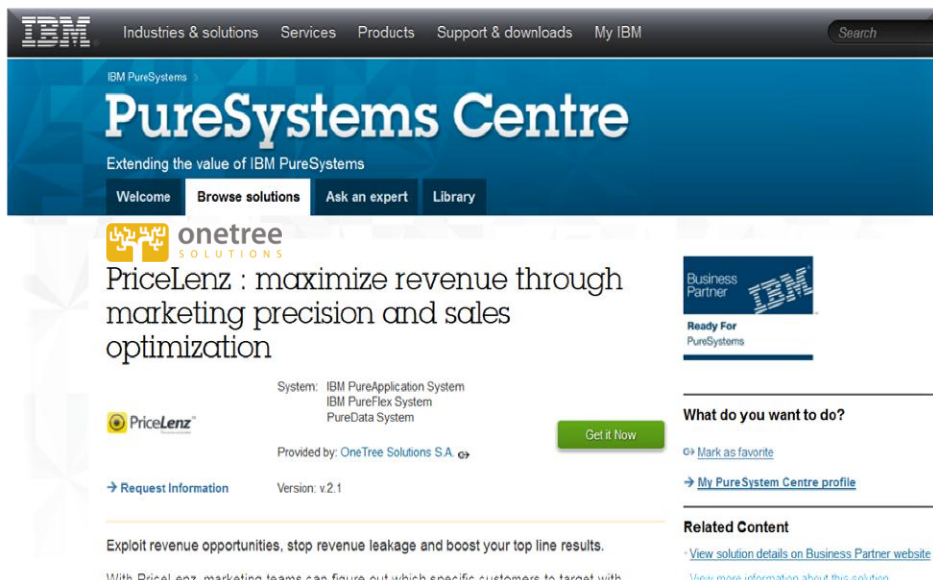
—Panos Konstantinidis
Co-founder and business strategy director,
OneTree Solutions S.A.

Solution components:

- IBM® PureApplication™ Systems
- IBM SmartCloud Application Services
- IBM Global Technology Services
– Integrated Technology Services

OneTree Solutions testimonial

OneTree Solutions in IBM's PureSystems Business Partner Ecosystem



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- Download optimized, deployable application patterns from 100+ leading ISV partners
- Search by solution area, industry or system

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Questions? More Information?



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