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- Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.
- All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.
- All references to fictitious companies are used for illustration purposes only.



Name
Title

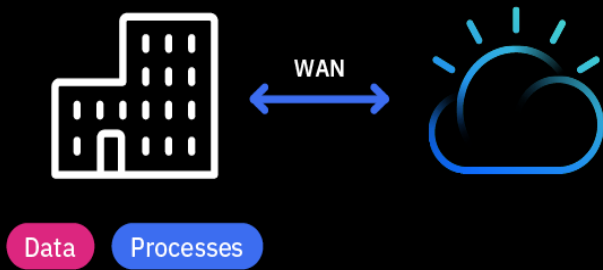
IBM Cloud, defined...

IBM Cloud is an enterprise grade, full stack platform, purpose built for data-intensive AI workloads and cloud-native application suites, delivered on software definable infrastructure.

Deploy the right type of cloud to accelerate innovation



Private

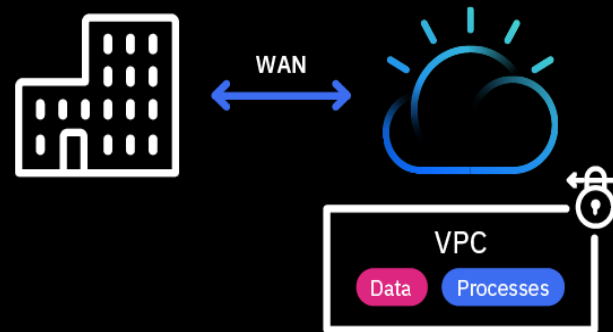


When to use

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

30-40 IBM Cloud services

Dedicated



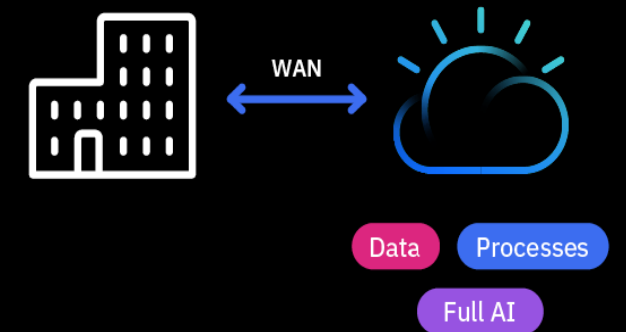
When to use

Organization has isolation requirement for security and/or performance reasons

Organization seeks the security and compliance benefits of public cloud

100+ IBM Cloud services

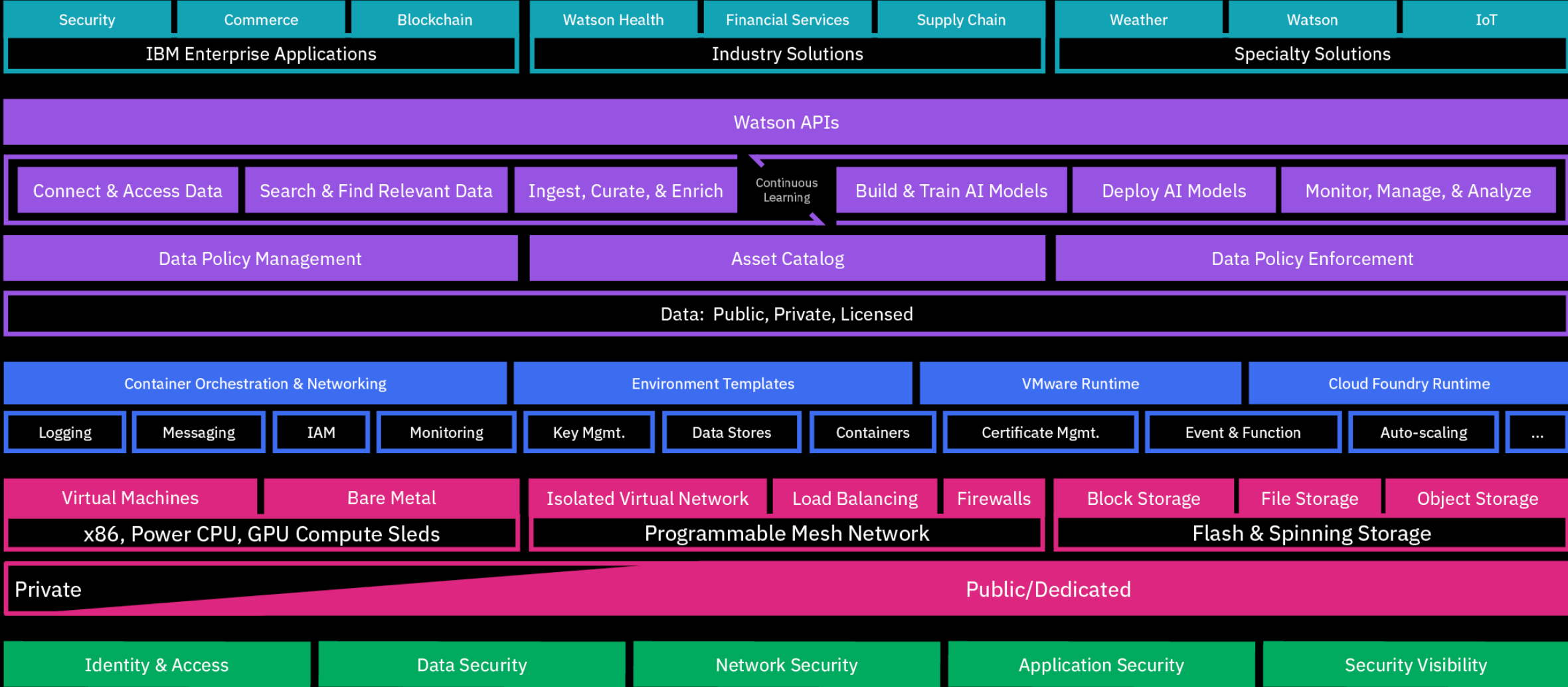
Public



When to use

Organization embraces encrypted multi-tenant data and shared processing models

IBM Cloud architecture



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

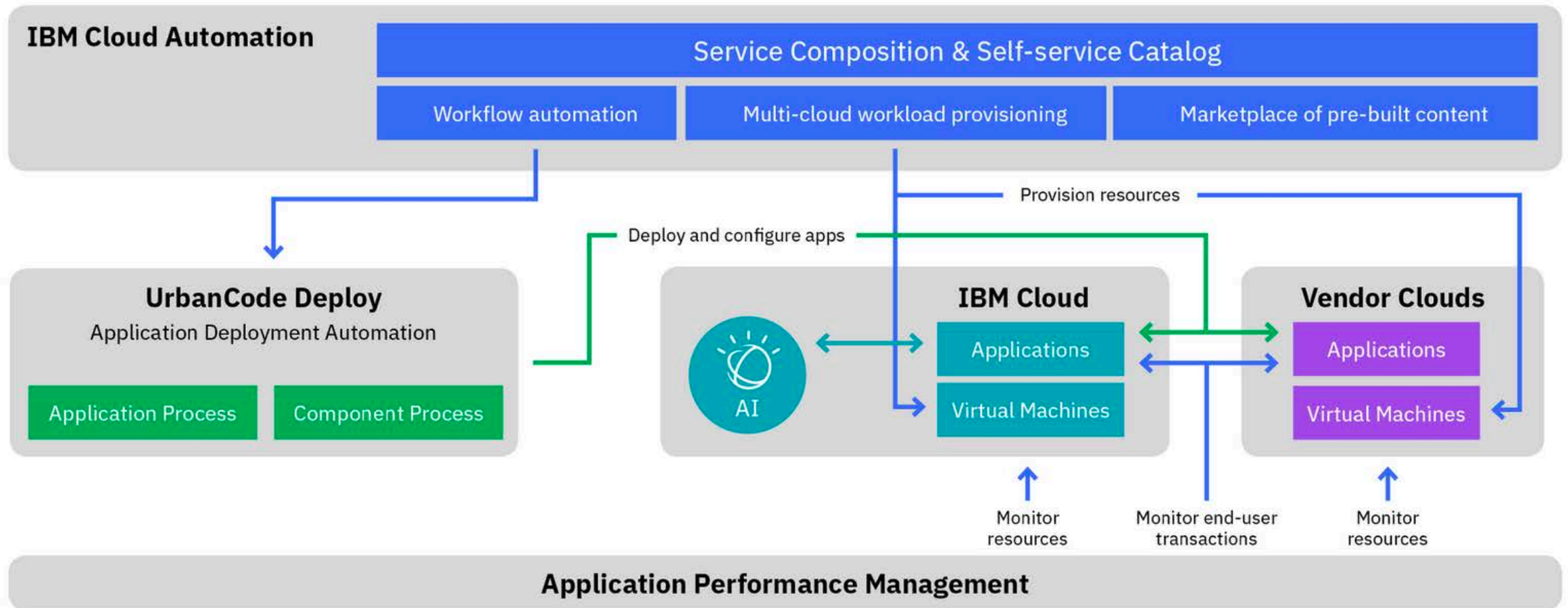
Exploit unmatched choice and industry expertise

SECURE TO THE CORE

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

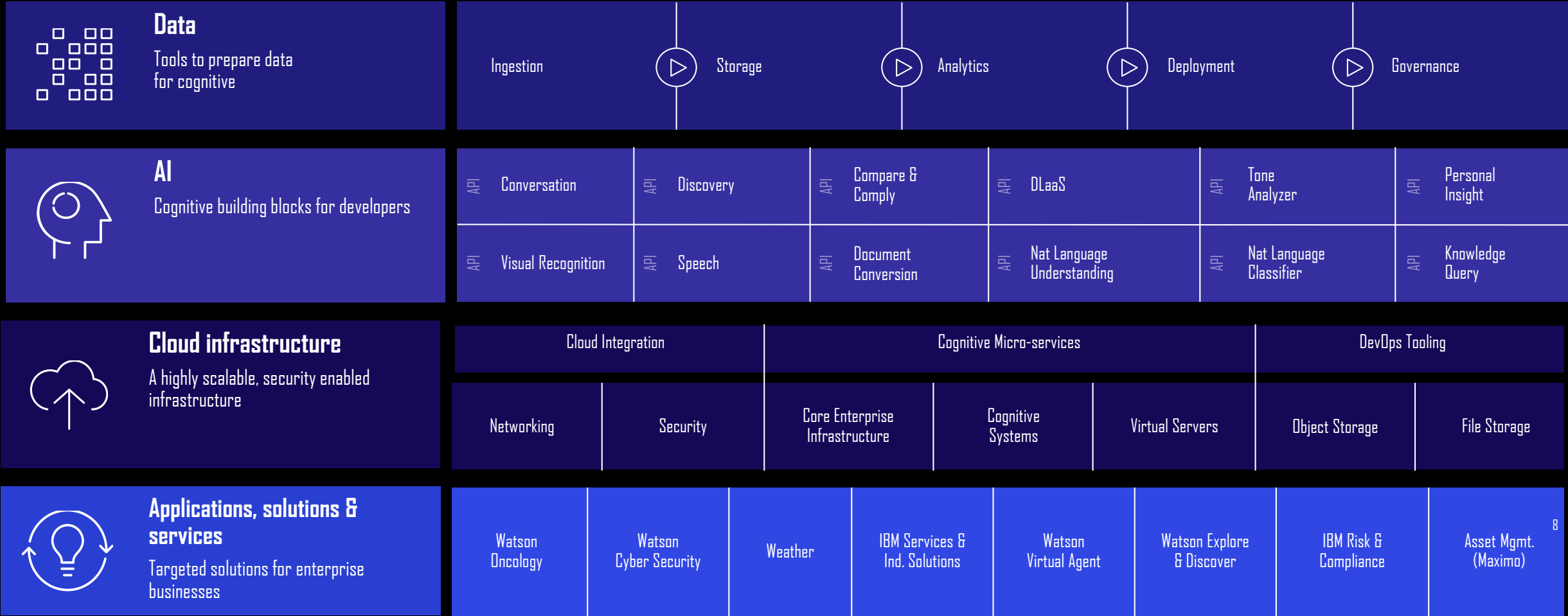
IBM provides tools to help clients manage multi-cloud environments

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



¹IDC Futurescape, [Worldwide Cloud 2018 Predictions](#)

Only the IBM Cloud delivers the technologies that power innovation for the enterprise



Matching the right cloud to the right workload

Public Cloud

Backup & archive

Front office/desktop

ERP

Big data & analytics

Disaster recovery

Risk & compliance services

Enterprise transformation required for cloud adoption

DevOps | Governance | Integration
Security | Architecture | Culture

Private Cloud

Mature workloads

Workloads needing low latency to back ends

Existing database workloads

Web applications/ e-commerce

Digital experience solutions

Customer service

Maintain & Evolve

Applications with complex processes and transactions

Highly customized applications

Not yet virtualized applications

Applications with sensitive data

Regulation-intensive applications

Information-intensive applications

Batch processing

Enterprise social solutions

Third-party applications

Mobile applications

Non-core business processes

Development and test workloads

Widest selection of compute options for any workload, across global infrastructure

PERFORMANCE & CONTROL

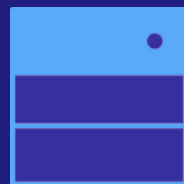
PORTABILITY

DEVELOPMENT SPEED



Bare Metal

Maximum performance and control



Virtual Server

Leverage existing languages and tools



Containers

Maximum portability



Platform as a Service

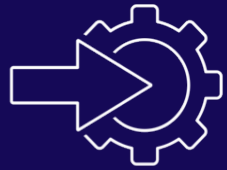
Extensive runtime options



Serverless

Maximum speed with serverless apps

IBM Cloud Private brings cloud native to the enterprise



Rapid Innovation

- 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

Many clients are choosing a hybrid model to address evolving needs



^ **Build Cloud Native**

"Running in a managed Kube environment allows us to focus on our new apps! IBM is a trusted partner as they bring resilient technologies to the regulated financial service industry." – Bendigo Bank

The world's largest airline selected IBM to migrate, rewrite to cloud native, and manage its aa.com customer website, airport kiosks, customer mobile app, and other critical enterprise workloads to IBM Cloud

∨ **Modernize**



Honeywell

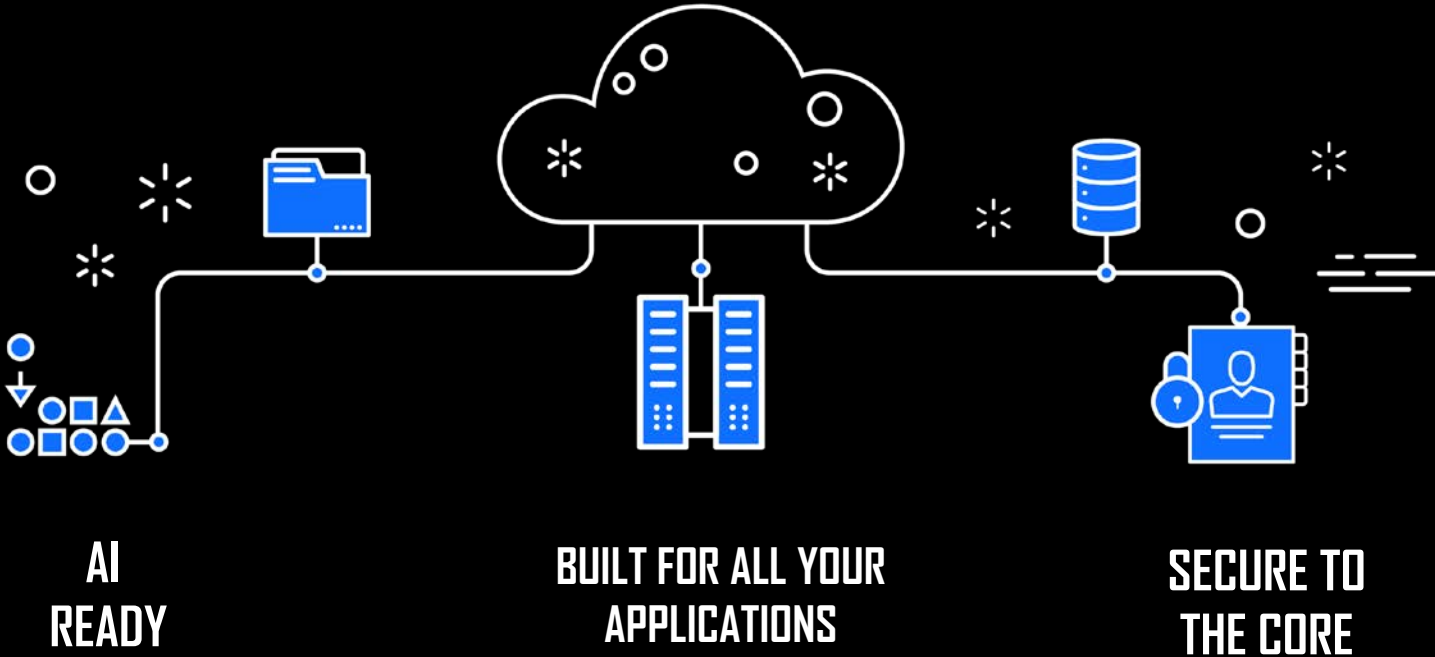


^ **Lift & Shift**

"The global reach of the IBM Cloud, the operational consistency of VMware across on-premises and cloud environments and the ability to leverage HyTrust and Intel technology for additional security were important to us." Vimal Kapur, president, Honeywell Process Solutions

IBM is the
Cloud for
Business.

Yours.



IBM