





	IBM
Agenda	
Cloud Computing Introduction	
 On it's Way to Become a Standard NIST and DMTF 	
- An Evolution from Known Technologies It's More than Virtualization	
 Delivery Models – Private -> Public Clouds 	
 Software as a Service (SaaS), Platform as a Service (PaaS), Infrastru Service (IaaS), Business process as a Service 	cture as a
 IBM System z Cloud Solution's 	
 A World Wide Federated Cloud project on IBM System z 	
 Boeblingen Tivoli Service Automation Manager setup and example 	
 A walk to Tivoli Service Automation Manager setup after installation 	
 Solution Edition for Cloud Computing and Data Cloud 	
Summary & Discussion	
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IBM's Perspective on Cloud Standards	Standards Taxonomy
 IBM partners with Zend, Microsoft and others on common API's for developers: SimpleCloudAPI.org A new open source initiative which enables developers to build truly portable cloud applications. 	Types of standards Cross - Cloud SaaS Pans TaxS Across Wentors Within a cloud Cloud to Enterprise Enterprise
 We are working with standard orgs to drive standards in several key areas: 	Within an Enterprise
 Virtualization Security Common interfaces to ensure flexibility in moving applications and data (API's) Tools and development languages Programming / Platform model / Data Integration Management and governance systems interfaces (API's) Metering, monitoring, deployment, service lifecycle Network 	
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Specific Customer Concerns Related to Security	
Protection of intellectual property and data	30%
Ability to enforce regulatory or contractual obligations	21%
Unauthorized use of data	15%
Confidentiality of data	12%
Availability of data	9%
Integrity of data	8%
Ability to test or audit a provider's environment	6%
Other	3%
Source: Deloitte Enterprise@Risk: Privacy and Data Protection Survey	
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Five Cloud Architectures Are Emerging	IBM
 Virtualized Traditional - Extensions of Java Application Servers, Support for 'Traditional' Transactional Workloads Moving existing workloads to the cloud Requires best practices, patterns, tooling 	
 Database Centric - data driven + small computation on small data With multi-tenancy attractive for enterprise and service providers 	
 Content Centric - computation needs to be close to data + large computation large data Data Mining, Analytics, Data Warehouse, 	on on
 Loosely Coupled - computation and data are separate Can be addressed by existing middleware, but 'relaxed consistency' more emerging 	dels
 Analytics - Data and Storage Integration 	
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What questions to ask to determine if Cloud is a good fit?

Key Pain Points

- Lost business opportunity because IT too slow to react. Lack of agility.
- Long deployment timelines for new systems (weeks/months+).
- Many people involved in the process, high cost & complexity.
- Many steps are manual and prone to error.
- Huge up front investment for new infrastructure when I want to start small.
- Server Sprawl
- Low Utilization

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- Compliance, auditing, and security patching costly.
- Don't know what compute resources are used or how much they cost?

Key Questions to ask?

- How quickly can you react to deliver a new IT service?
- How many steps are in the provisioning process?
- What is the ratio of system admins to servers?
- Have you experienced outages due to human error ?
- How are systems sized and scaled quickly (peak usage, CUOD)?
- How many images per user?
- Am I sized for min, mean, or peak ?
- How many different configurations used?
- What level of metering and method of charging used? How do we manage license compliance

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Criteria for service federation : Work in Progres	S
 Business value of the service with measurable KPI: Leverage others centers capabilities Avoid development/ownership of assetsreuse existing Increase HW utilizationcould optimize it 	solutions and assets
 Frequency of utilization of the service: – Several times a month 	
 Standardization of the service – Few choices among options – Limited set of functions 	
 Robustness of the service No important requirement for availability of support for the Potential issues and fixes 	e service
■ Others	
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	My Approvals Recent Activity No recent activity Manage Approvation © 2009 IBM Corporation 52







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Summary	IBM
 Enterprises need to consider cloud deployments as part of their IT roadmaps 	
 Enterprise adoption is driven by workload considerations and will happen across a spectrum of deployment options 	
 Governance and architecture are critical for success – introducing cloud computing is transformational 	
 There will be many clouds and many enterprise deployments will be hybrid)
 IBM is investing in enabling deployment choices and offering servic 'on the IBM cloud' 	es
 We would like to stay engaged with you as you develop your cloud strategy 65 	3M Corporation









