Perspektive Cloud Computing
Wertschöpfung für Unternehmen heute und morgen

Fabian Klose, Cloud Solution Sales Leader, Germany
IBM CEO Study – Technology Factors are leading

Factors impacting organizations:
1. Technology factors
2. People skills
3. Market factors
4. Macro-economic factors
5. Regulatory concerns
6. Globalization
7. Socio-economic factors
8. Environmental issues
9. Geopolitical factors

IBM Global CEO Study

IBM SolutionsConnect 2013
ClOs are under increasing pressure to deliver transformative business value– with limited resources available. At the same time, their role within the organization continues to evolve.

**CIO as application implementer**
- Expansive, on-premise applications
- Highly customized, with dedicated hardware
- Internal staff and external trusted advisor

**CIO as head of virtualization and standardization**
- Early SaaS and cloud adoption
- Acceleration of virtualization and standardization
- Less staff, multiple suppliers

**CIO as service integrator**
- Widespread SaaS and cloud adoption
- Highly standardized and virtualized, delivered as a service
- Even less staff, many more suppliers and new modes of delivery

*Source: Gartner*
Who or what drives Cloud Computing - IT or Business?

“Rethink IT“
- „IT Cloudification“ / Industrialization
- Workload Examples
  - Collaboration
  - Desktop
  - Web Application Platforms
  - Development & Test
  - DevOps

Evolution of IT-Technology

Cloud

“Reinvent Business“

>50% of Cloud Projects start here

Business Models
- Base for new Business Platforms
- Energy Management
- Mobility Concepts
- Insurance Service Hub
- Internet TV Content Services

IBM SolutionsConnect 2013
Typical projects are ...

- Aftersales Cloud
  Siemens PLM
- SAP Private Cloud
  Audi
- Private Cloud
  ING
- SmartTV Cloud
  TP Vision
- Rendering Cloud
  Automotive customer
Built upon a Cloud standards architecture

- Workload Optimization
- Patterns of Expertise
- Dynamically Orchestrated Services
With Layered, Open Architecture

Business Applications as Components
Service Oriented Architecture

Platform Services

Infrastructure Services

Backplane
Fit for purpose PODS

Composition Layer
flexibility & discipline in patterns

Software Defined Environments
flexibility & discipline in infrastructure

Hardware
New Modes of Engagement
- Expanding Interface Modalities
- Big Data and Analytics
- Social Networking

Next Generation Architectures

Data & Transaction Integrity
- Systems of Record
  - Data & Transactions
  - App Infrastructure
  - Virtualized Resources

Smarter Devices & Assets
By 2020, **90%** of new cars will include vehicle platforms. Up from **10%** today.
The Business demand for agility and innovation results in a new class of workloads – “Systems of Engagements”

**Existing Workloads**

“Systems of Record”

- Packaged Apps (IBM, SAP, Oracle, ERP, HR)
- Middleware (J2EE, Transactions)
- Database
- Core Data and Transactions
- Heterogeneous Equipment
- Scale-Up

**Emerging Workloads**

“Systems of Engagement”

- Mobile Access
- Social & Collaboration
- Analytics
- Big Data
- Social and Collaboration
- User & Interaction-Centric
- Homogeneous Equipment
- Scale-Out

>80% of Cloud Projects TODAY start with a „Cloud-Enabled“ approach

Shift in Cloud-Adoption

„Cloud-Centric“ approach
- Resilient to the velocity of change
- Choice & flexibility in hybrid environments
- Built-in expertise improving efficiency
- Secure & scalable in enterprise settings
Vielen Dank!