

The IBM Platform Computing Cloud Service

Solution Overview

Industry-leading workload management

- 20 years managing distributed scale-out systems with 2000+ customers in many industries
- High performance workload management combined with intelligent resource scheduling engine
- Unmatched scalability (small clusters to global grids) and production-proven reliability
- Heterogeneous – manages System x and Power plus 3rd party systems, virtual and bare metal, accelerators / GPU, cloud, etc.
- Shared services for both compute and data intensive workloads
- Integrated solutions with vertical reference architectures

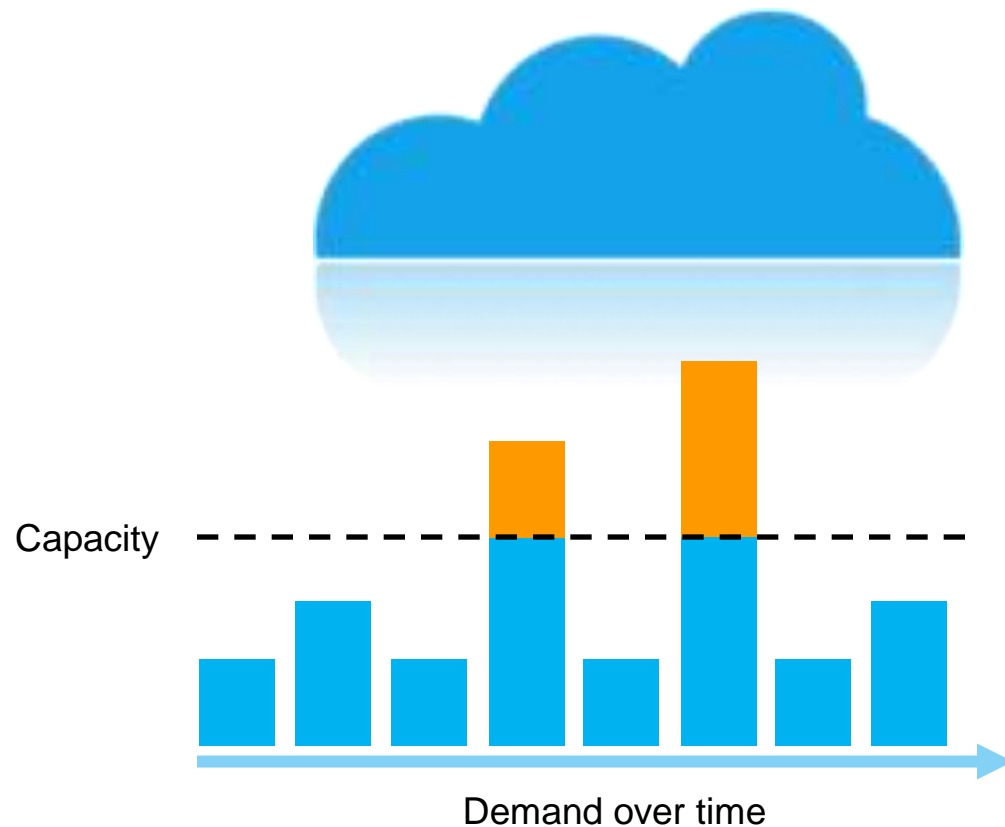
23 of 30
largest
commercial
enterprises

60% of top
financial
services
companies

Over 5M CPUs
under
management

Customer Challenges

- Spikes in demand



Customer Challenges

- Spikes in demand
- Limited staff or CapEx budget



Customer Challenges

- Spikes in demand
- Limited staff or CapEx budget
- Need to focus on priority projects



But ...

Deploying high-performance applications in the cloud can be harder than it seems!



Challenges deploying applications in the cloud

- Performance



Clients may experience poor or unpredictable performance making it impossible to guarantee service levels

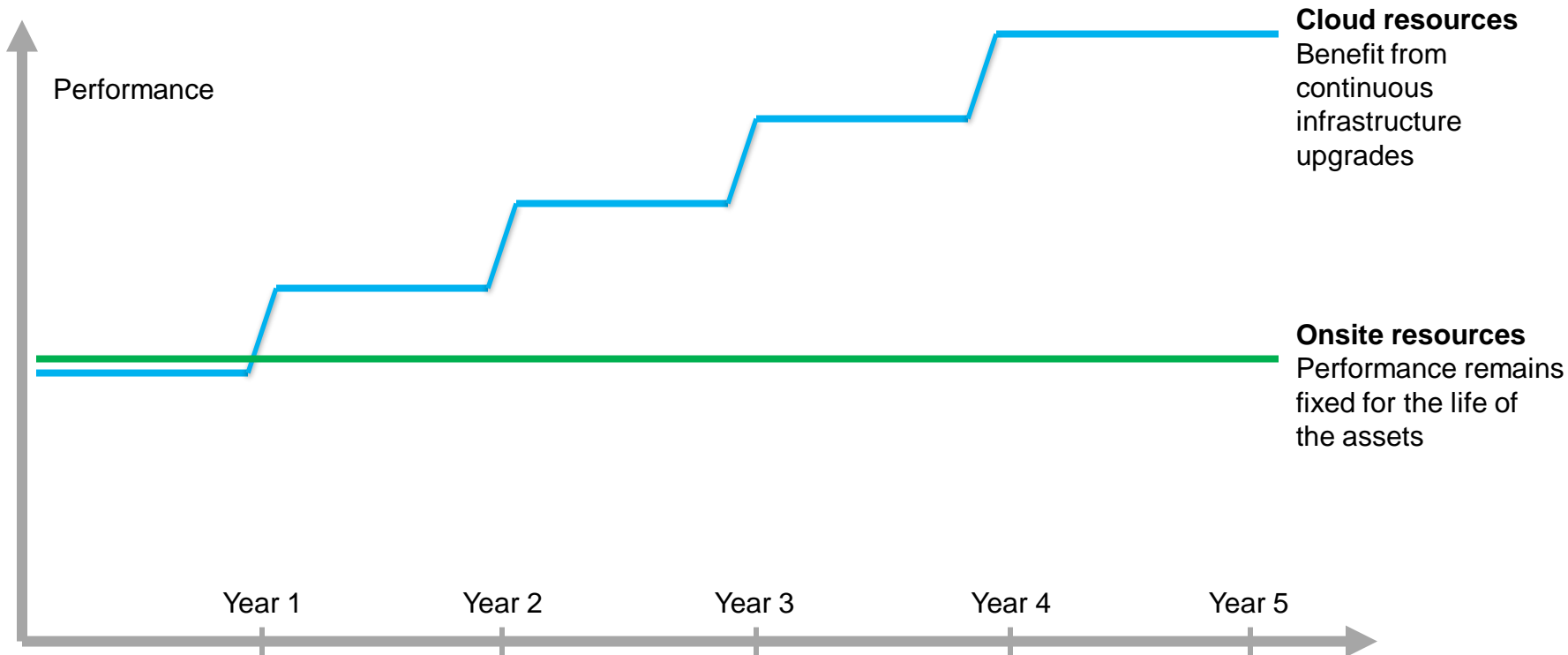
Exceptional performance

- Bare-metal, dedicated infrastructure
- Fast networks, specialized hardware
- Advanced data management

Meet performance goals in less time at a lower cost

Exceptional performance

Benefit from continual technology refresh



Challenges deploying applications in the cloud

- Performance
- Privacy & security concerns



Concerns about placing sensitive data on a shared infrastructure where it may be visible to others, legal requirements, geographic boundaries etc..

Security and data integrity

- Dedicated, isolated environment
- Each cluster isolated on private VLAN
- Secure, encrypted tunnel
- Secure, reliable file system
- Decommissioned disks scrubbed with DoD approved methods



Challenges deploying applications in the cloud

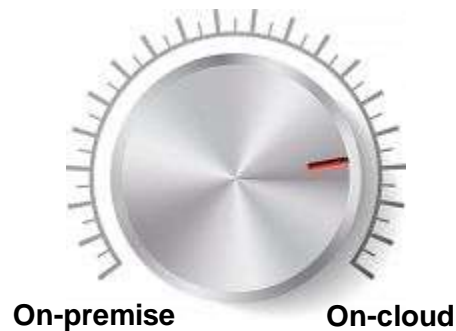
- Performance
- Privacy & security concerns
- Lack of cost transparency



Concerns about escalating costs and being locked into a “public cloud only” approach without the freedom to run applications locally as needs evolve

Cost transparency & flexibility assured

- Dial resources up and down as needed
- Retain flexibility to deploy on-premise or in the cloud
- Burst to cloud resources based on business policies
- Reporting, usage-based accounting



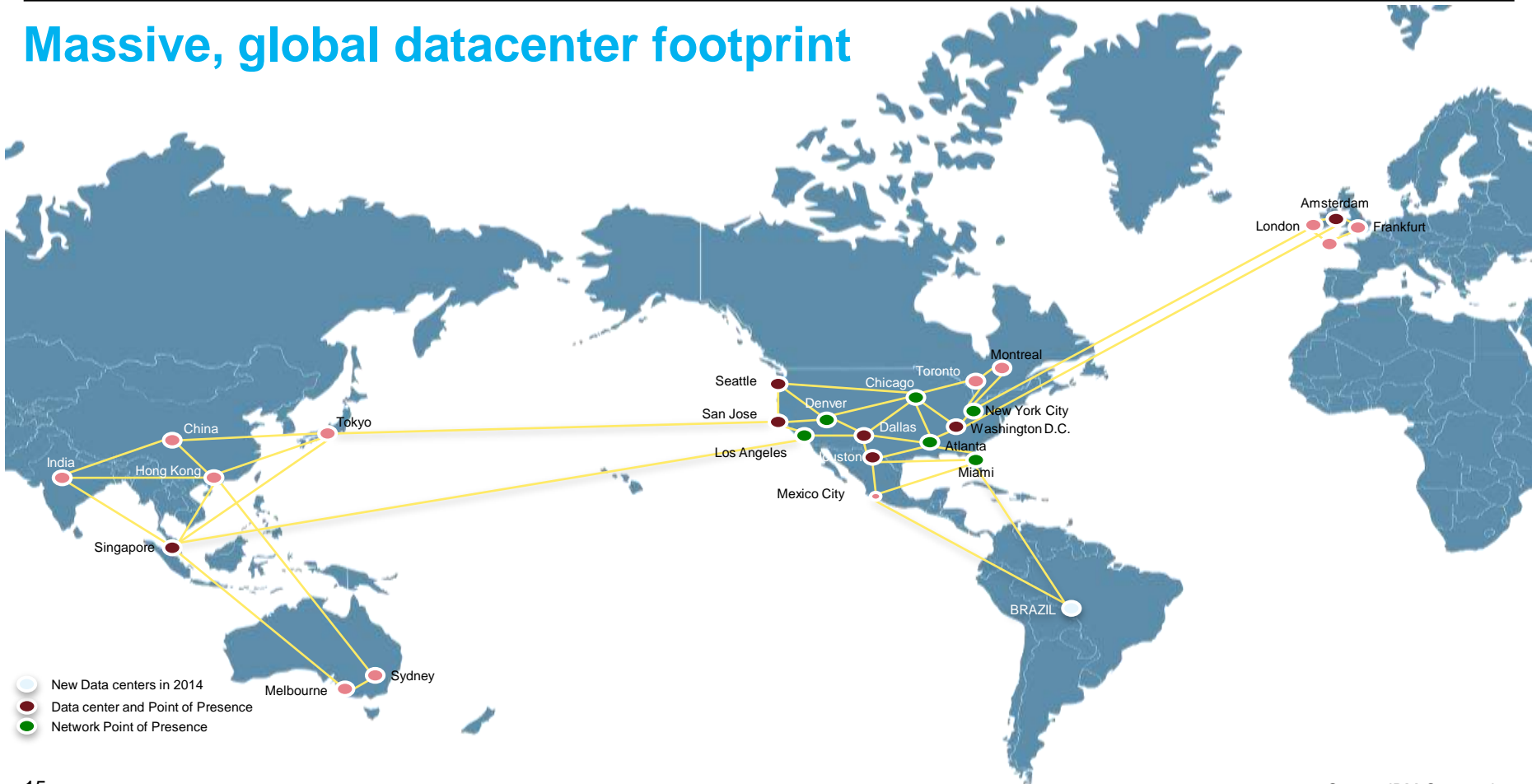
Challenges deploying applications in the cloud

- Performance
- Privacy & security concerns
- Lack of cost transparency
- **Local points of presence**



Local in-country presence for better network performance, or to meet specific legal or regulatory requirements

Massive, global datacenter footprint



- New Data centers in 2014
- Data center and Point of Presence
- Network Point of Presence

Massive, global datacenter footprint

- 100,000+ servers
- 21,000 customers
- 20,000,000 active domains
- 40 data centers, 5 continents
- Global DNS, DDOS mitigation

SOFTLAYER[®]
an IBM Company

**{ Platform
Computing**

Challenges deploying applications in the cloud

- Performance
- Privacy & security concerns
- Lack of cost transparency
- Local points of presence
- **Unique requirements**



Some applications have unique requirements – fast interconnects, parallel file systems, specialized hardware

Challenges deploying applications in the cloud

- Performance
- Privacy & security concerns
- Lack of cost transparency
- Local points of presence
- Unique requirements
- Support



You are an expert in your application, but you don't want to be an expert in cluster and workload management. Also, you may not have budget for additional required infrastructure

7x24 Platform Computing Cloud Operations Team

7x24 proactive support, automated alerting / notification

HW usage accounting, flexible reporting & billing

Extensive pre-delivery testing – flex up / flex down

Secure VPN tunnel, hybrid cloud configuration

IBM® Platform LSF® or IBM Platform™ Symphony deployment

Optional parallel file system for data management

OS Installation & configuration

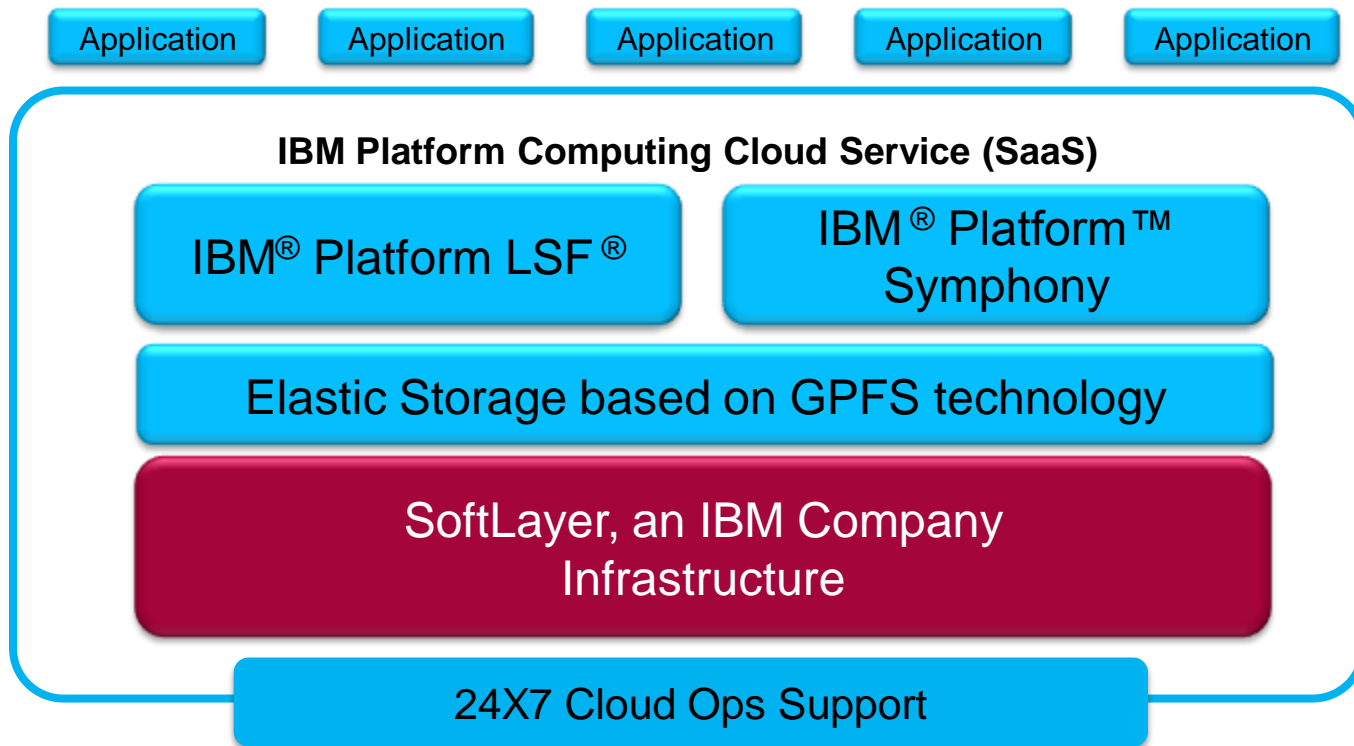
Physical provisioning of bare-metal infrastructure

Introducing ...

The **IBM Platform Computing Cloud Service** –
Delivering a versatile, application ready cluster in the
cloud for organizations that need to quickly and
economically add computing capacity.



IBM Platform Computing Cloud Service



Private, public or hybrid clouds

On-premise infrastructure

IBM Platform Computing on-premise clusters, grids or clouds – IBM Platform LSF (technical computing), IBM Platform Symphony (analytics)



On-cloud infrastructure

Deploy on-cloud or burst as needed to consume unlimited high-performance bare-metal resources in the IBM Softlayer cloud



The IBM Platform Computing Cloud Service

- Purpose-built for high-performance applications
- Deployed and managed by the experts
- Best-in-class cluster and workload management
- Dedicated infrastructure for outstanding performance
- Hybrid cloud for cost transparency and flexibility
- Multiple points of presence and additional security
- Proactive, top quality support



Thank You