

Hybrid, multcloud by design. Accelerating the enterprise cloud journey.



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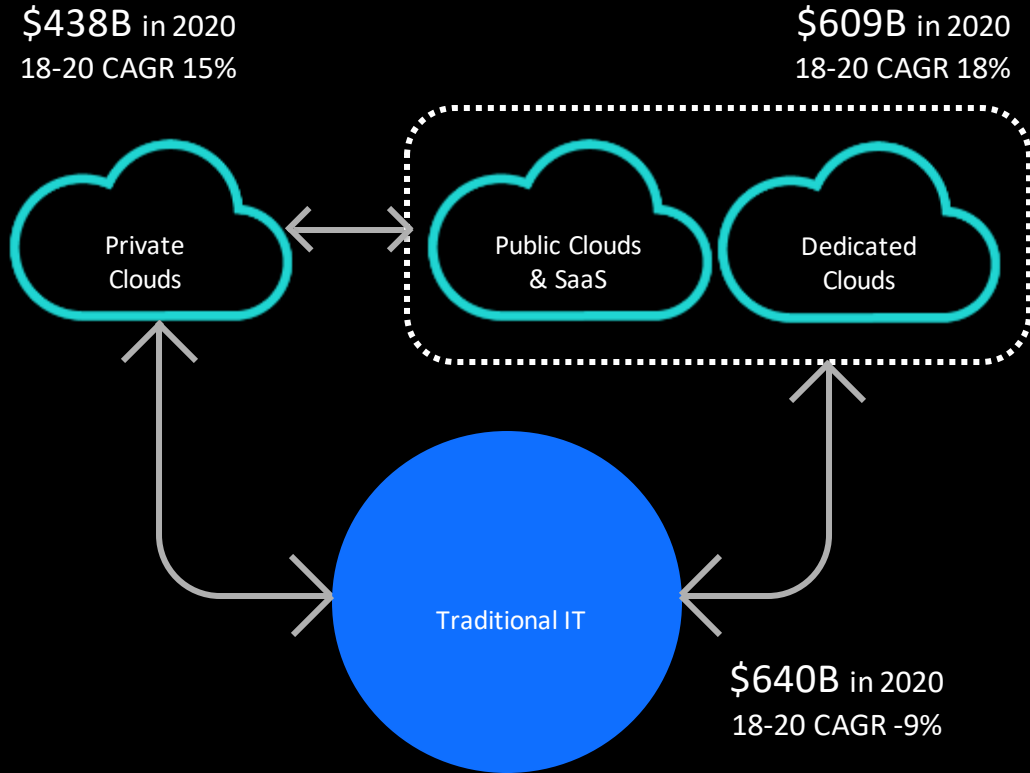
Cloud accelerates business transformation

- Innovate with the latest technology from any source
- Access more types of data, analytics & AI, anywhere
- Improve return on existing investments



Yet less than **20%** of enterprise workloads have moved to date. Why?

Today's hybrid, multcloud reality presents new opportunities, as well as new challenges...



A real world look at multcloud

94%

Share of enterprise customers using multiple clouds

67%

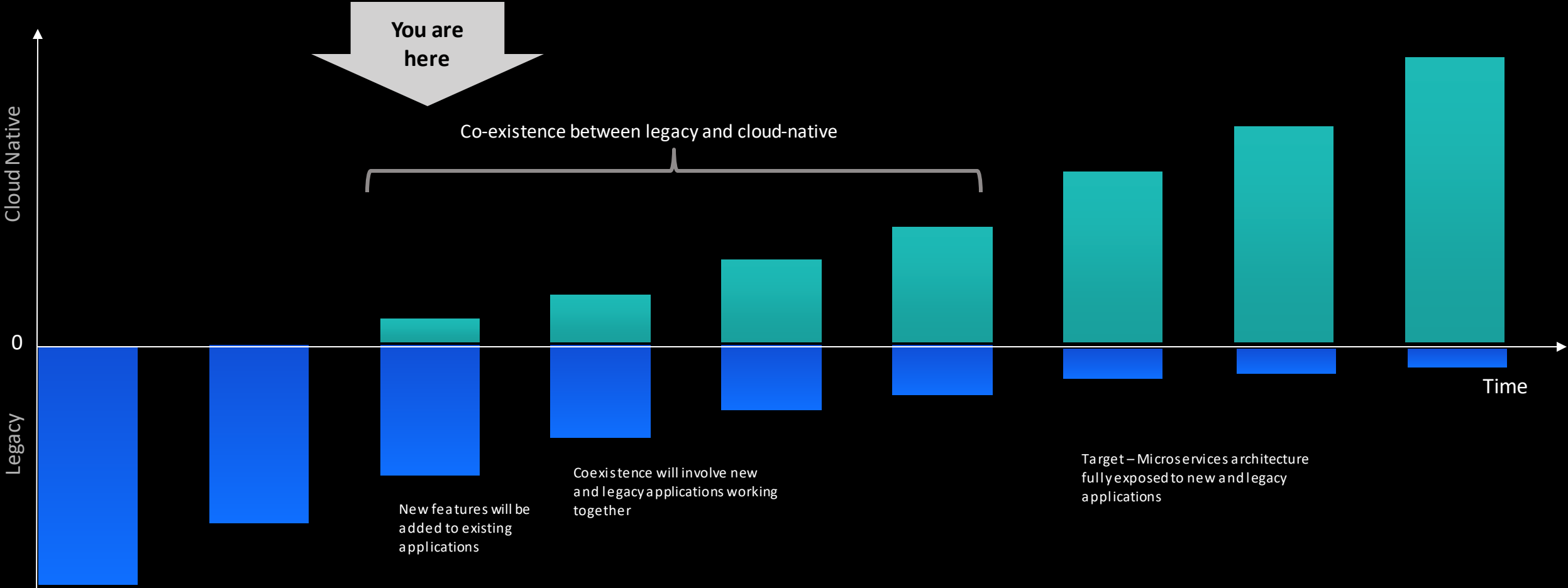
Share of enterprise customers using more than one public cloud provider


Movement between clouds
73% priority concern

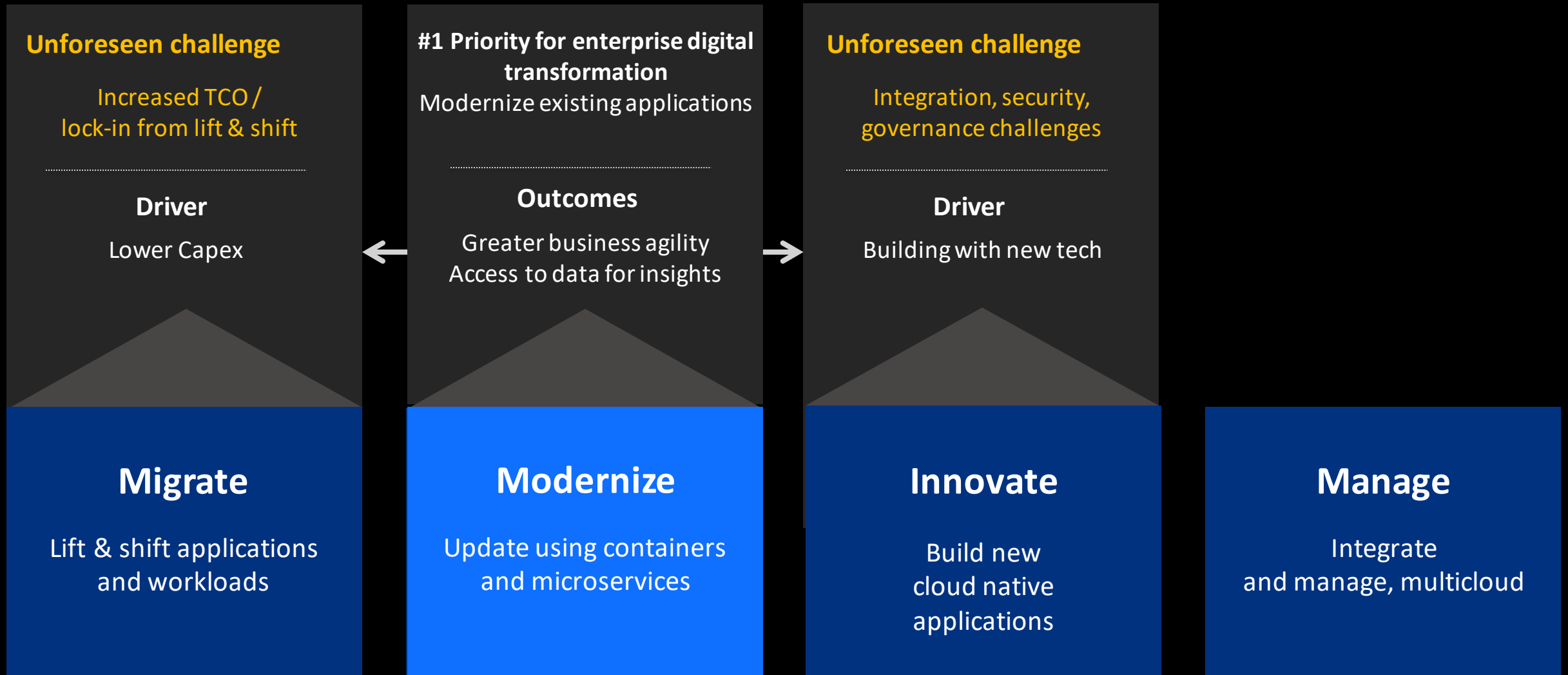

Connectivity between clouds
82% priority concern


Consistency of management
67% priority concern

Cloud native & legacy apps will co-exist for the next 10+ years



Emphasis has been on simple migration & innovation...

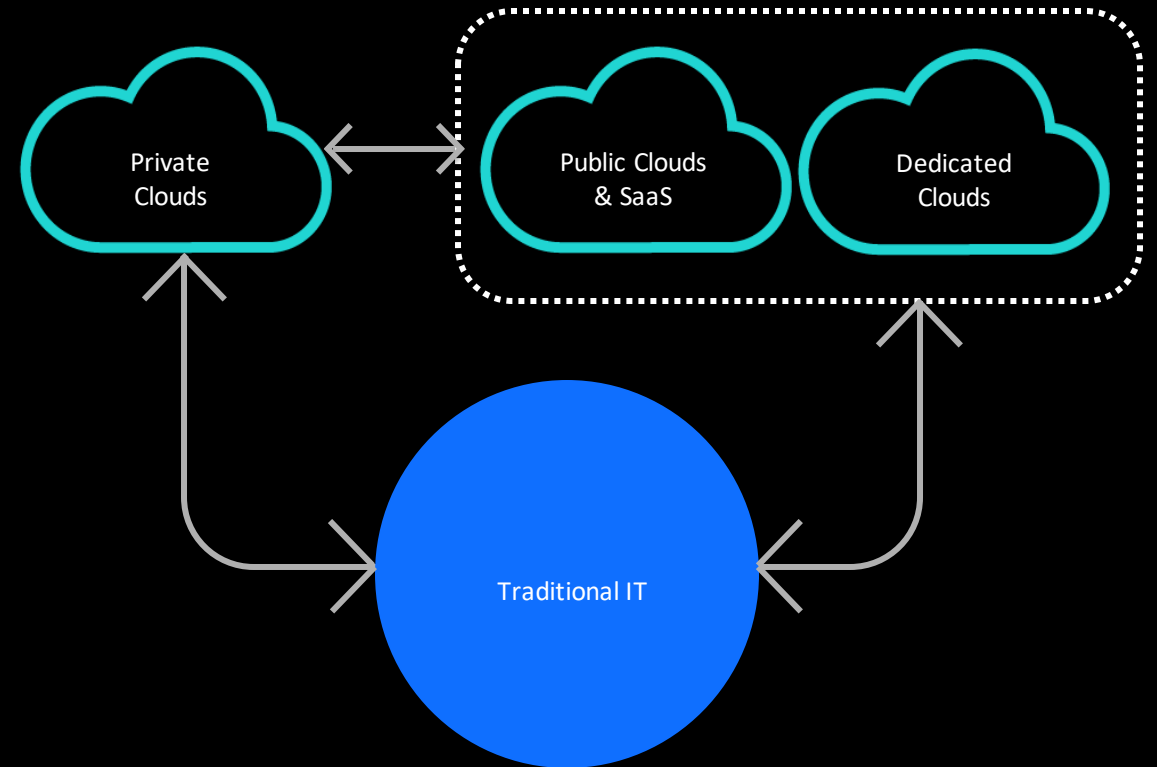


What's preventing rapid modernization of the remaining 80%?

Unique workload needs – compliance, security, location - requires more choice

Multiple clouds & vendors – hard to connect / manage across clouds and IT

Lack of necessary skills – how do you prioritize and deliver modernization



Cloud

90,000 experts
100,000 migrations 38
global studios

Security

60 billion security
events managed per
day

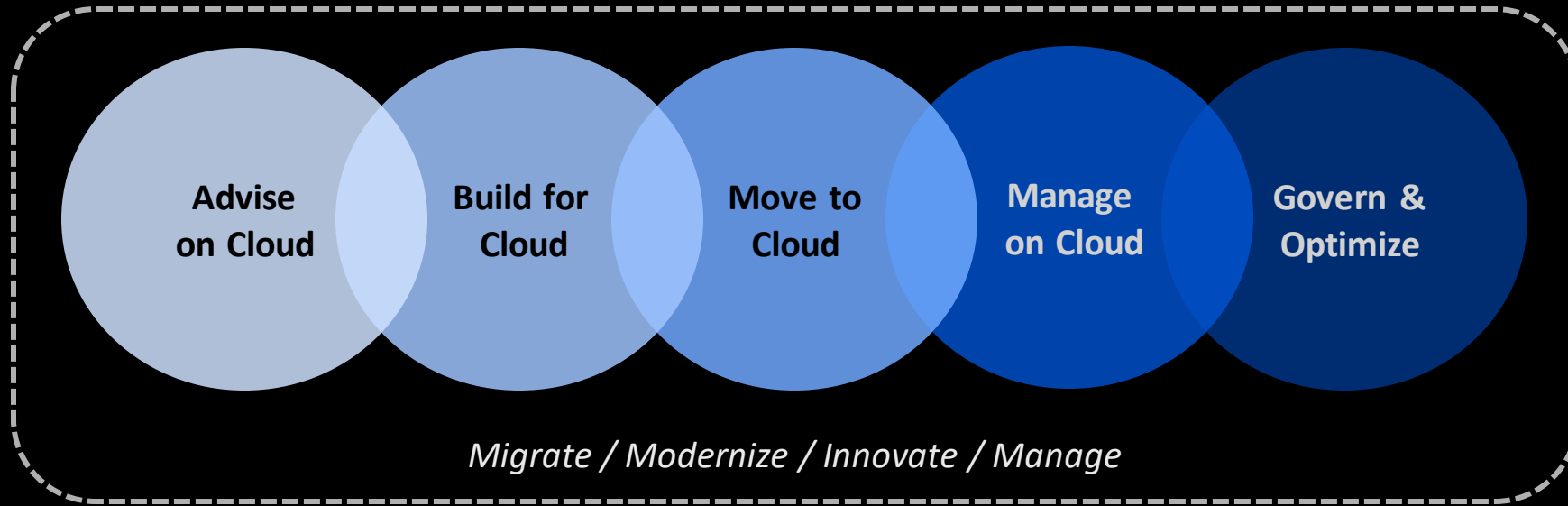
Data

20,000 data scientists,
developers, and
consultants

Industry

Depth in 20 industries
\$6 billion in R&D;
Patent leader 25 years

IBM enables a client's journey to cloud through industry expertise, methods and proven technology



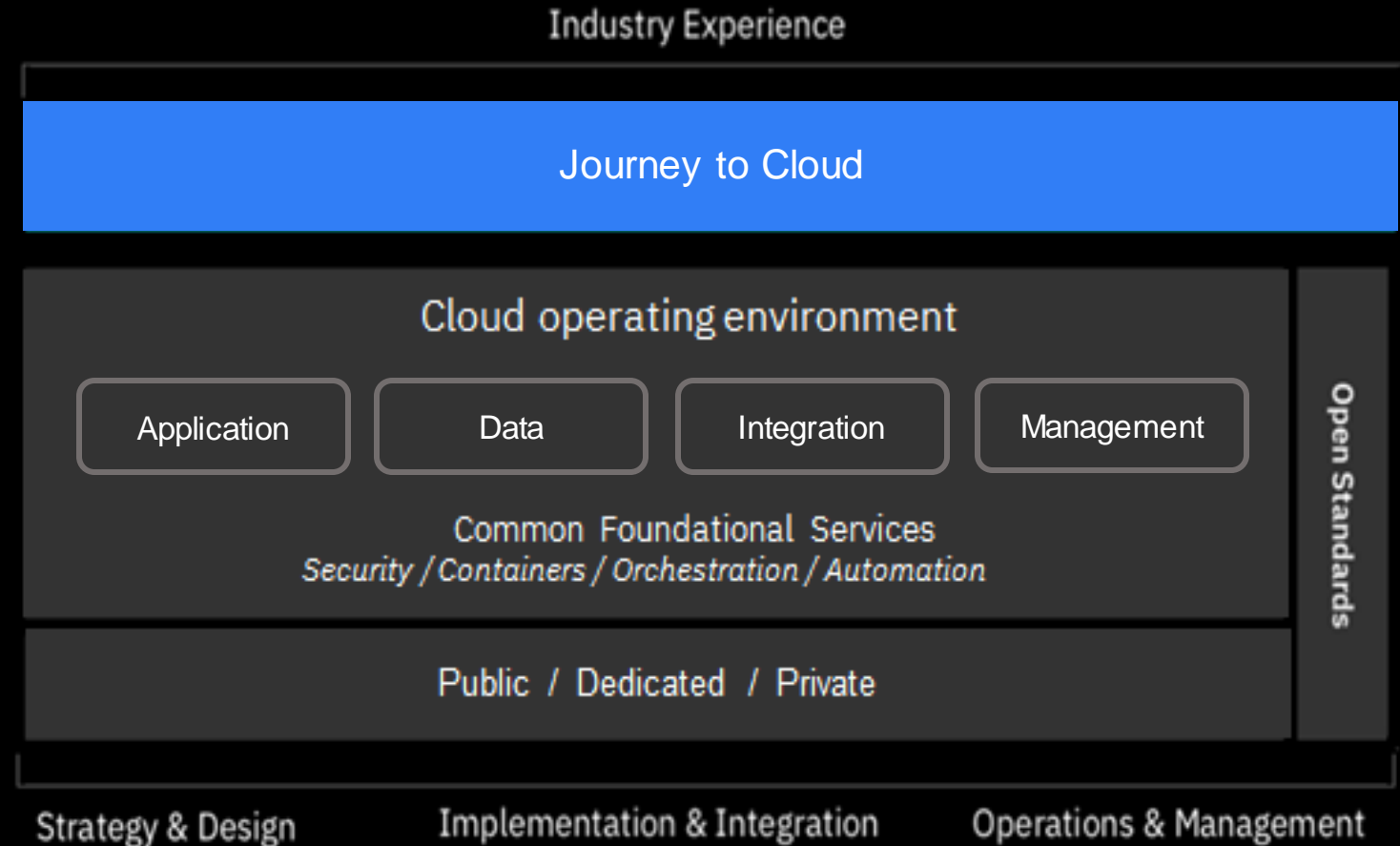
An end-to-end approach meets you where you are

- Cloud architecture and technology
- Advisory Services and tools
- Migration Factory “anywhere to anywhere”
- Modern application development
- Culture and change management
- Service management and operations
- Governance, security, compliance

Only IBM offers a secure, open, and flexible architecture

Cloud Operating Environment

- **Flexibility:** Open, Kubernetes-based containers architecture
- **Multicloud Choice:** Develop and deploy in more places with IBM Cloud
- **Consistency:** Common services
- **Security:** Access to pervasive encryption/data protection
- **Multivendor:** Support for 3rd party clouds



Five key principles define IBM's approach

1

Hybrid

Enable enterprises across Public, Private, and traditional environments

2

Multicloud

Manage other vendors' Clouds, acknowledging the reality that client environments are heterogeneous

3

Open

Build capabilities that are open by design, enabling client flexibility and reducing vendor "lock in"

4

Secure

Provide reliability and continuous security for the client's environment

5

Management

Consistent service level, support, logging, management and delivery across complete cloud environment

Client Momentum

IBM has helped thousands of enterprises, across 20 industries realize a faster, more secure journey to cloud



Achieved a 40% call deflection rate with virtual agents



Detecting fraud & waste in medical claims



Improved Customer Experiences



Predict power demand by for renewable energy



Predict fraudulent activity within mobile banking system



Enhancing satellite operations with advanced analytics



Consolidate a leadership position in the retail bank and SMB segments



Predicting the Weather , Reducing Pollution, Saving lives



Real & powerful planning solution with top-down planning functionalities,



Better business decisions supported by more accurate reports deploying Business Ready Data



Surface hidden insights for further Exploration



American Airlines Video: The journey to cloud



IBM is the leader for the enterprise cloud journey

IBM gives you unique advantage



**We wrote the book
on cloud adoption –
literally!**

ibm.com/cloud/garage/adoption

- ✓ Migrate & modernize on the best fit model
- ✓ Consistently develop & deploy on any cloud
- ✓ Securely integrate & manage hybrid, multicloud
- ✓ Access more data sources, analytics, AI/ML
- ✓ Unmatched industry expertise, methods & tools
- ✓ Emerging tech: IoT, blockchain, HPC -60 datacenters

Creating the world's leading hybrid cloud provider



+



redhat®

Leading provider of enterprise
cloud & AI solutions

Leading provider of open
source solutions

Completely changing the cloud landscape

Red Hat has evolved from an open source pioneer to a driving force in hybrid cloud computing

Pioneer of enterprise Linux and open platforms

Wide enterprise adoption

Broad partner ecosystem

Deeply engaged developer community

90%

Fortune 500 adoption

Foundational technology for hybrid computing

Common platform across all environments

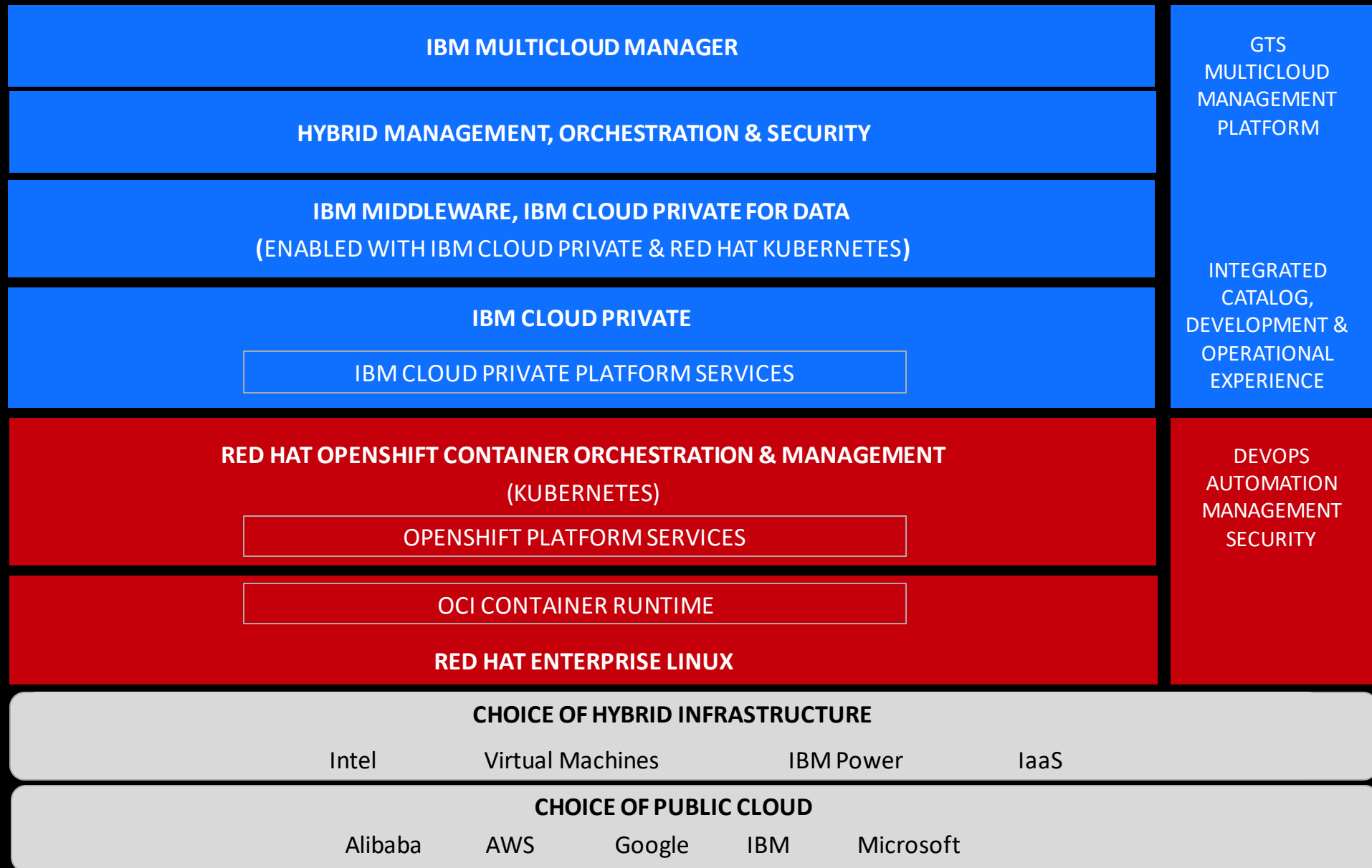
Leadership in container management

Based on open standards / cloud agnostic

8M+

Developers

IBM and Red Hat: May 2018 partnership announcement



Accelerate your cloud journey with IBM

IBM Cloud Adoption Transformation Briefing



Help me define a cloud strategy for my business.

Free one day, on site strategy consultation for C-level audiences.

IBM Cloud Design Thinking Workshop



I want to build the next great app or experience.

Innovate & create inspiring experiences with significant outcomes, super-fast.

IBM Migration Factory



What should I move first, and what is the value?

Schedule a no cost, 30-minute call with a cloud migration expert.

IBM Cloud Transformation Advisor



I'd like to try the cloud operating environment

Free one week, hosted trial with free transformation advisor tool.

IBM Cloud Garage Workshops



I'd like help modernizing my application.

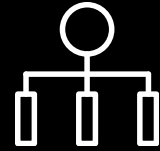
Free 2-4 hour remote IBM Cloud Garage consultation with Garage Experts.

For more information visit: <https://www.ibm.com/cloud/why-ibm/>

Trusted as a faster, more secure journey to cloud and AI



IBM Cloud



Built for all
of your
applications



AI ready



Secure to
the core