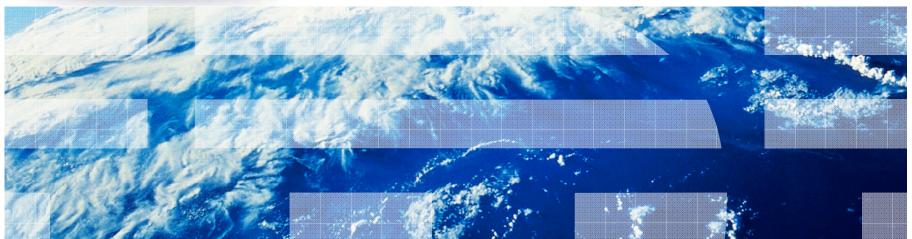




Cloud Computing

Responding to changes and expanding Business Flexibility



Cloud computing is extending its impact, ...

An Evolution of Information Technology



Changing the economics of IT

Automating service delivery

Radically exploiting standardization

Rapidly deploying new capabilities

An Enabler of **Business Transformation**



Enabling new business models
Supporting speed and innovation
Re-engineering business processes
Providing new levels of collaboration

... becoming a catalyst for transformation.

Cloud will be adopted based on workloads

Workload characteristics determine standardization

Ready for Cloud...

Collaborative Care

New workloads made possible by clouds...

Medical Imaging

Analytics

Infrastructure Storage

Industry Applications

Financial Risk

Information intensive

Isolated workloads

Collaboration

Energy Management

Sensitive Data

Highly customized

Mature workloads

Workplace, Desktop & Devices

Business Processes

Not yet virtualized 3rd party SW

Preproduction systems **Disaster Recovery**

Complex processes & transactions

Development & Test

May not yet be ready for migration...

Regulation sensitive

Batch processing

Infrastructure Compute

Considerations when adopting cloud computing

- Cloud economics look compelling for some workloads
 - Small companies will adopt as reliable, easy-touse services are available
 - Scale economics are within reach of many enterprises
- Cloud value in some cases will come from faster time to value
 - Cloud provides speed and flexibility in some situations
 - New business opportunities can be enabled
- Client migration will be work load driven
 - Workload characteristics are critical
 - New workloads will emerge as cloud makes them affordable (eg pervasive analytics, Smart Healthcare)

Public vs. Private trade-off considerations

Benefits

- Increased Speed
- Lower Cost

Security

- Insecure or incomplete data deletion
- Isolation failure
- Malicious Insiders
- Management infrastructure compromise

Governance

- Resiliency
- Level and source of support
- Architectural & management control
- Compliance

Customization / specialization



For more information, please visit:

http://www.ibm.com/cloud