

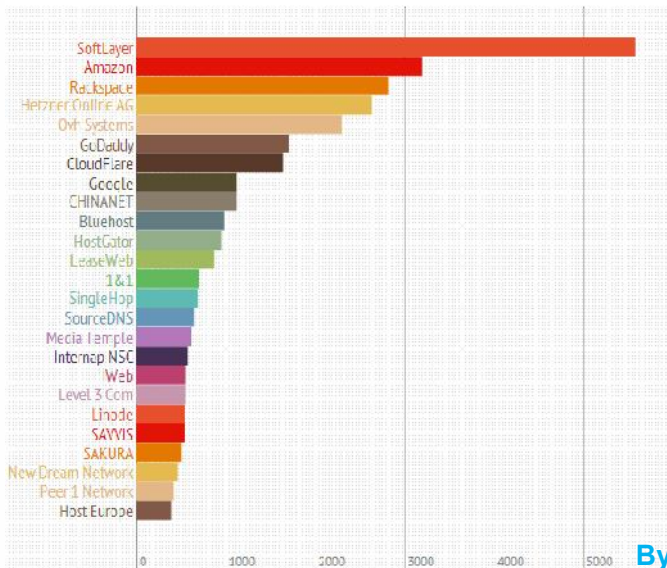
Improving Customer Experience with Cloud

贏在起跑線 - 雲端科技讓你改革客戶體驗

Jimmy Wong, SoftLayer Specialist, IBM Cloud

Introduction to IBM SoftLayer - A Global Hosting Leader

SOFTLAYER®
an IBM Company



Top 100,000 Sites By Hosting Provider

Leading IaaS Provider

Offering virtualized Public Cloud instances, Private Cloud deployments, Bare Metal Servers

- Formed by ten industry veterans in 2005
- Model predicated on software-driven infrastructure
- Unencumbered by early-industry legacy restrictions



ヤマトフィナンシャル

Founding principles

Innovation, Empowerment, Automation, Integration



Tencent 騰訊

An IBM Company

Acquired by IBM in July 2013

What is Cloud?

Cloud is in our life



Digital Signage





SME
Cloud Promotion Campaign
雲端趨勢・無限商機

Mobile Apps



政府資訊科技總監辦公室
Office of the Government Chief Information Officer



Cloud – A Working Definition

Market definition:

Cloud (*n*) Virtual Machines and simple Storage in a multi-tenant environment

The IBM definition:

Cloud (*n*) On-demand compute with consumptive billing

- On-demand
Rapidly provisioned services
- Compute
Servers, network, storage, firewalls, load balancing, ancillary services
All Multi-tenant or Single-tenant.
- Consumptive billing
Turns traditional fixed IT costs into truly variable – monthly or hourly – Capex vs Opex

Virtualization is not Cloud

Virtualization is a component of Cloud, but it does not scale sufficiently.

Cloud – simply put

- Flexibility
 - Provide **hourly** and **monthly** servers to rent
- On-demand
 - Fast Establishment (within minutes)
 - Pay-as-you-go
 - No contract bounded
 - Through the internet
- **Single** or Multi-tenant

Why Cloud so Popular?



SME
Cloud Promotion Campaign
雲端趨勢 • 無限商機

IT headaches

IT professionals face unnecessary delays and costs as they deploy, maintain and update their capabilities.



On average, more than **70%** of IT budgets are spent on operations and maintenance*

70%

It can take up to

4 to 6 months

just to establish hardware and software infrastructure **

Jan	Feb	Mar	Apr	May	June
July	Aug	Sept	Oct	Nov	Dec



55% of IT professionals experience downtime, that can last from anywhere between minutes to over a week when performing an infrastructure upgrade **

Nearly **2/3** of organizations fall behind schedule when deploying new IT capabilities ***



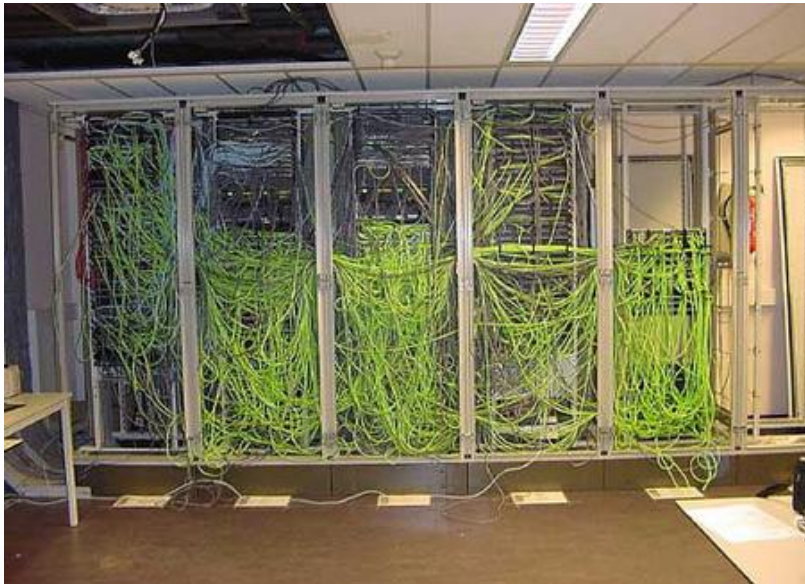
Sources: * IDC Analyst Matt Eastwood, IDC Directions Presentation, 2011
 ** From a commissioned study conducted by Forrester Consulting on behalf of IBM in 2011
 *** IBM Market Insights Study - 2011 Business Benchmarking Time-to-Value Study



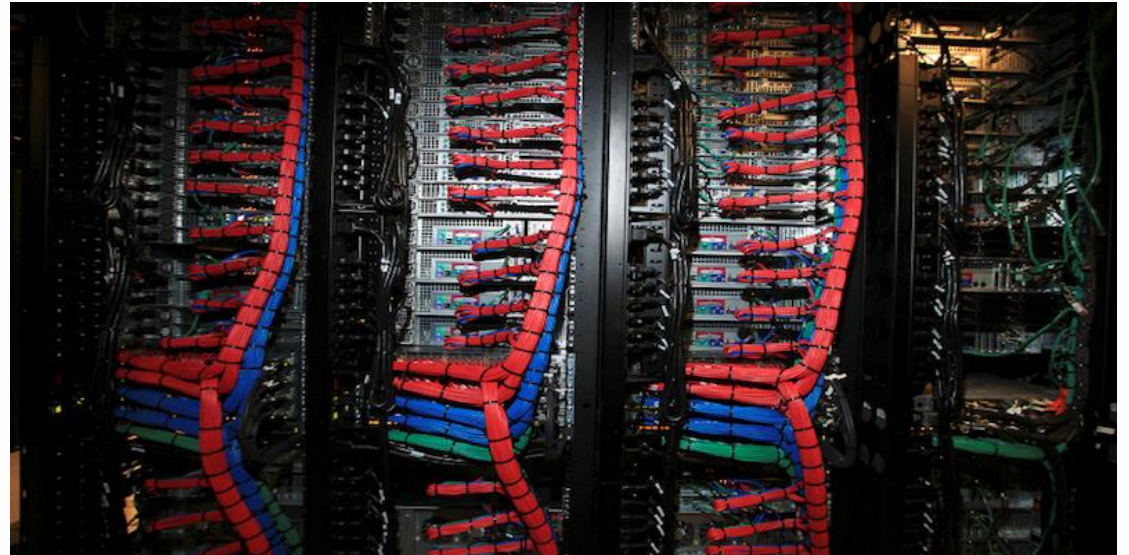


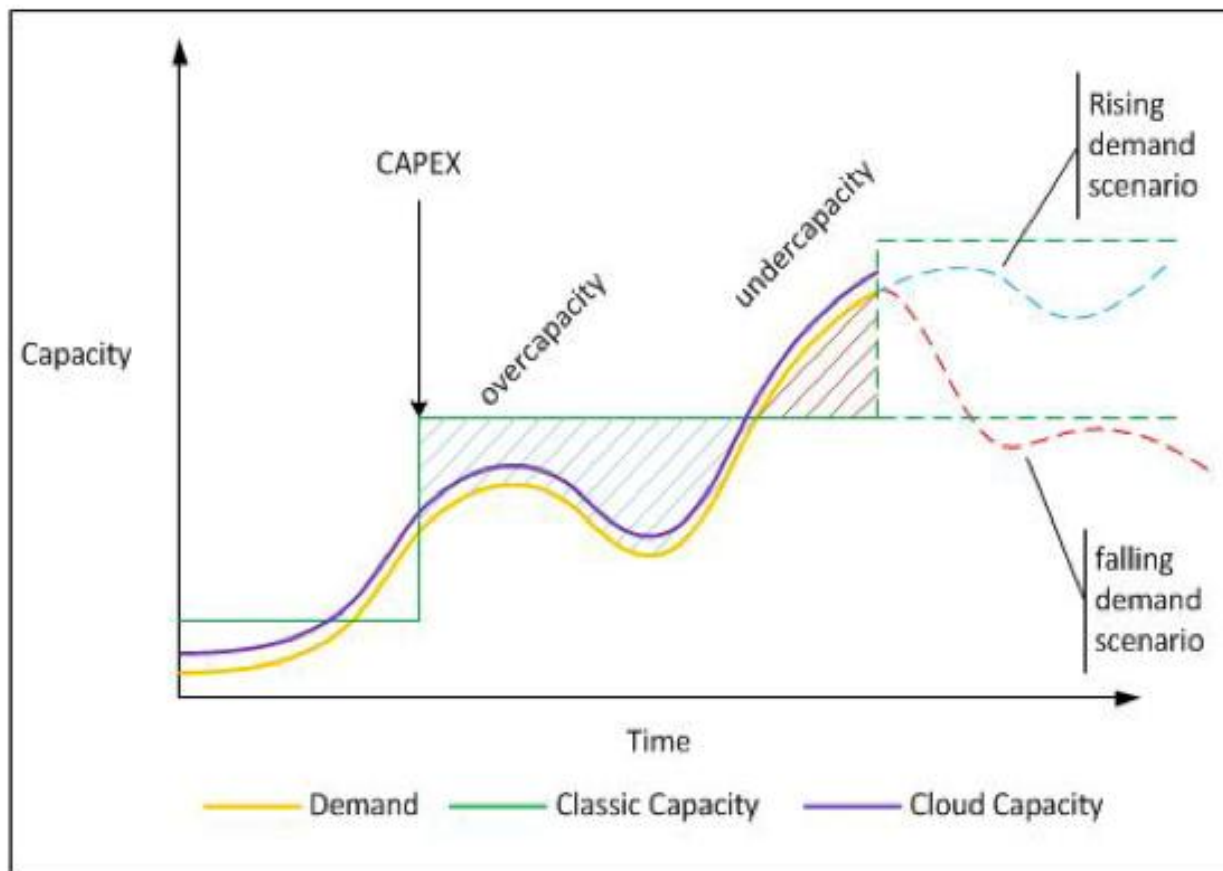
IT knowledge





VS.





*Capacity vs Utilization curves*⁸

Short-term Project

Buying a new server for a 3-month campaign

VS

Renting a Cloud Server



What experience can be
enhanced by Cloud?

Remember 3 things

- **Flexibility**
- **Elasticity**
- **Speed**

The future of retail



KLU at 1 MUNW - Mexico Point Of Sale
SALE TOTAL 20.58
 CUST OPS - 118

TAKE OUT | MAIN MENU | LUNCH MENU | NO PICTURES SAMPLE | DINNER MENU | BREAKFAST MENU | DRINKS | MUSTARD KETCHUP MAYO PICKLES ETC

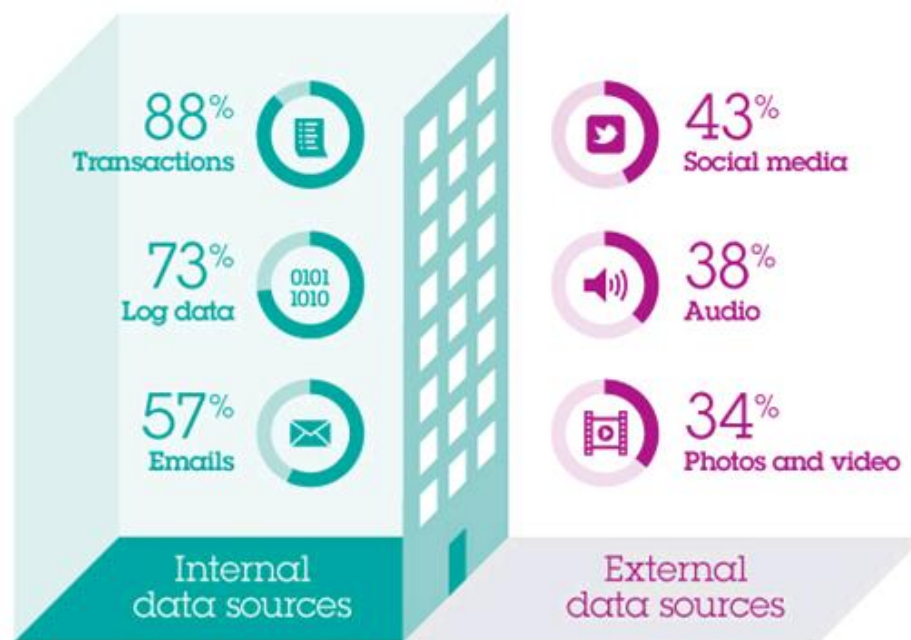
DESCR	QTY	U	CL	AL	T
CHICKEN CLUB SANDWICH	1				5.95
PIZZA SLICE	1				.85
TURKEY CLUB SANDWICH	1				4.95
TURKEY CLUB SANDWICH	1				5.00
MUSTARD	1				0.25
MISO	1				0.00

GFT HLD D-IN
 DISC CPN TCKTS
 TIPS L DWR

NON-TAX 0.25 DISCOUNT 0.00 TTL TAX 1.37 SUBTOTAL 19.21
MARINA DOCKSIDE CAFE 5:10:42 PM

Where does big data come from?

Most big data efforts are currently focused on analyzing internal data to extract insights. Fewer organizations are looking at data outside their firewalls, such as social media.



IBM.





Email Marketing / e-Direct Mail

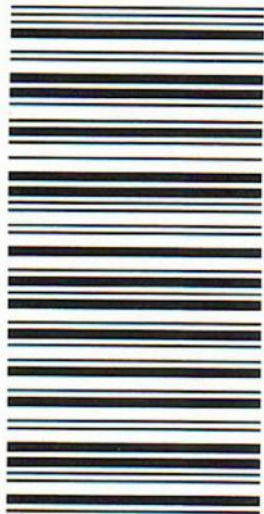






SME
Cloud Promotion Campaign
雲端趨勢・無限商機

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RODLAVER ARENA
AT MELBOURNE PARK

MICHAEL COPPEL AND GOLD104.3

PRESENT

ROGER WATERS
THE WALL LIVE

SHOW COMMENCES AT 8:00PM SHARP

Tue 7 Feb 2012 8:00pm

ENTER	DOOR	SECTION	ROW	SEAT	LVISA
16		LOWER	T	335	\$299.90 PAX: 4791

www #12435006
PAX: 4791



DOOR
16

Please refer to
www.mopt.com.au
for conditions
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LVISA \$299.90
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Cloud is designed for SMEs

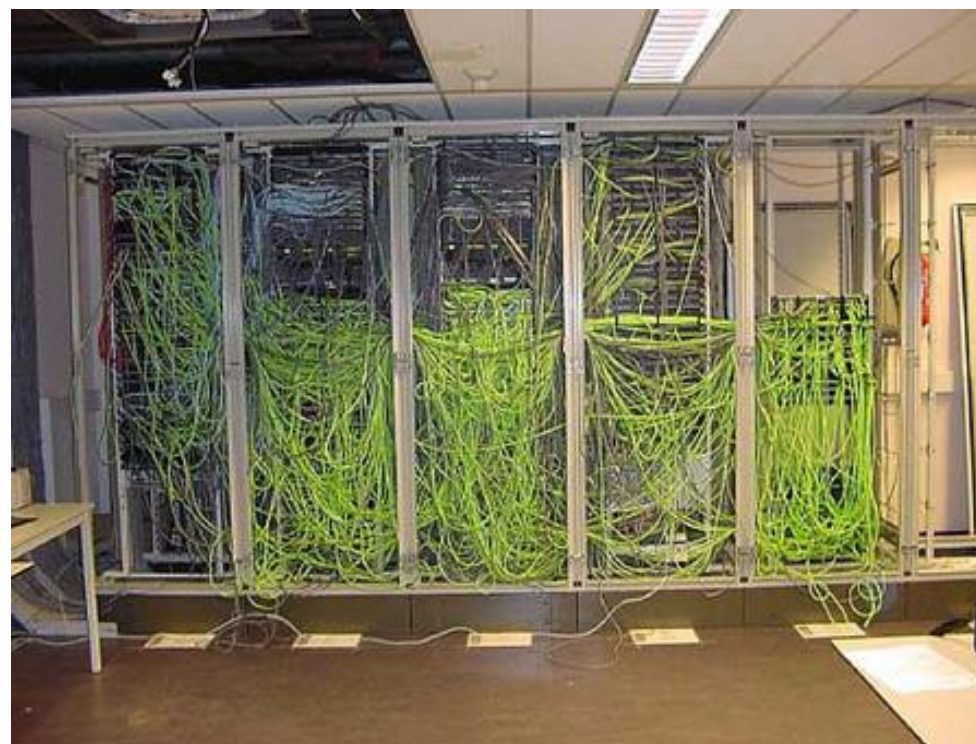
Why I say 'Cloud is designed for SMEs?'

- Monthly Cost low as HKD200 per month



Why I say 'Cloud is designed for SMEs?'

- You'll never need a server room



Why I say 'Cloud is designed for SMEs?'

- You don't need to an IT guy



Why I say 'Cloud is designed for SMEs?'

- You don't need any one-time investment
- Cash Flow
- Easy to upgrade and downgrade







Online Shopping

Cloud & Smarter Infrastructure

Visibility. Control. Automation.

