

Journey to Cloud

Foundation of Digital Transformation

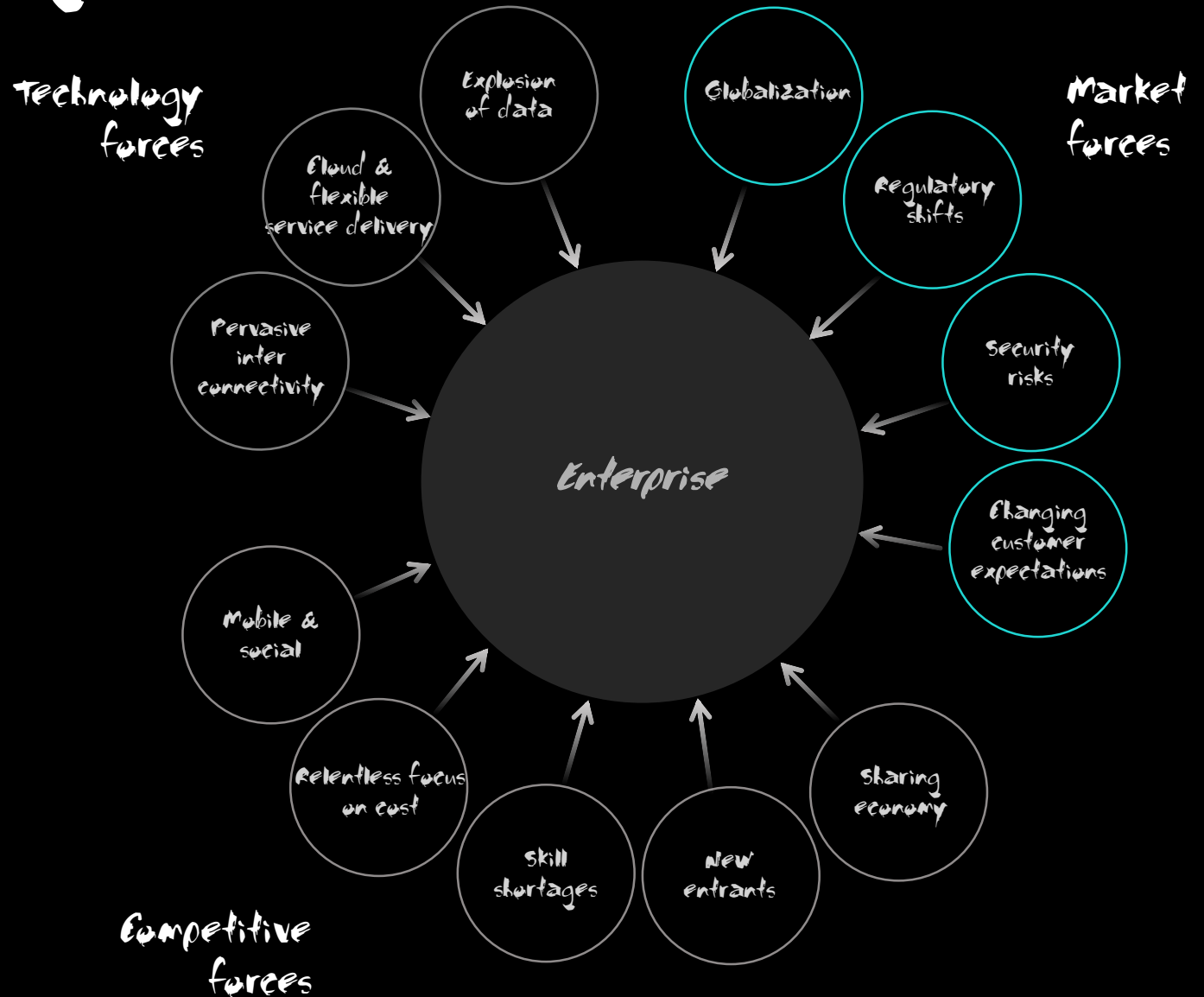
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IBM Partner Ecosystem
Asia Pacific

The Market is Driving Changes

A combination of external and internal market forces are creating unprecedented disruption today.

Business Transformation Strategic Imperatives

1. **REDUCE COSTS** through infrastructure virtualization and ensuring resiliency
2. **LEVERAGE DATA** modernizing applications and workloads, delivering trusted insights using Agile processes
3. **TRANSFORM CORE PROCESSES** driving the business with cognitive capabilities through intelligent automation
4. **NEW REVENUE STREAMS** by fully adopting the API economy and monetizing their data and IP



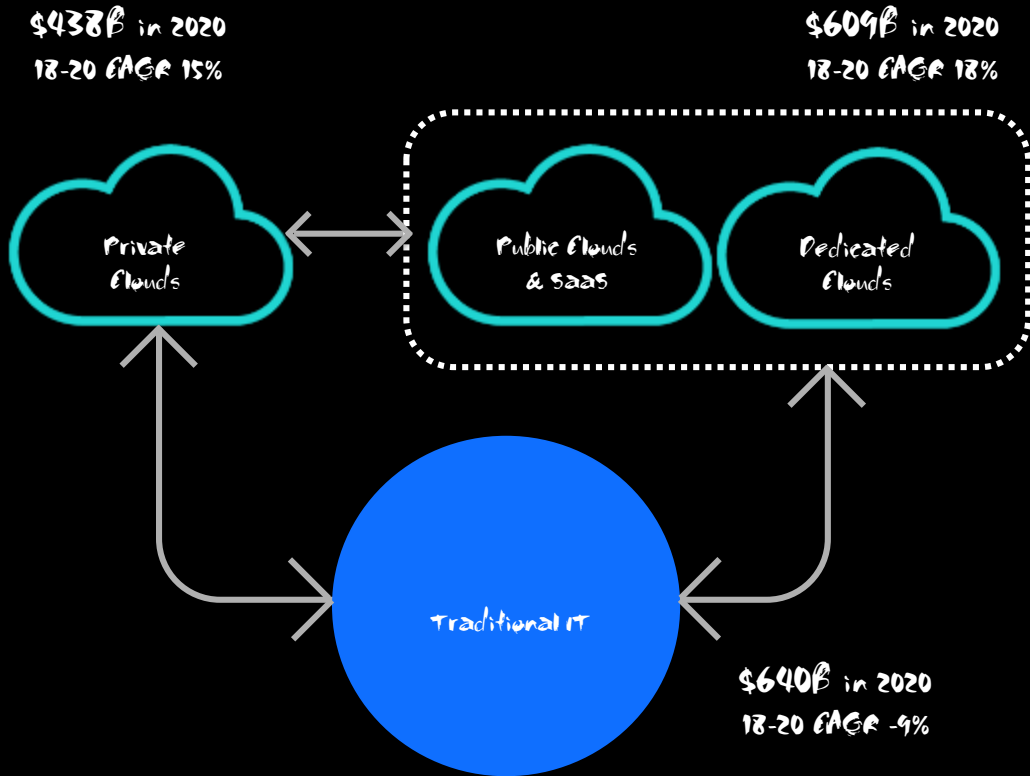
Cloud accelerates business transformation

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

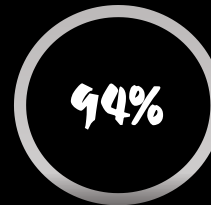


Yet less than 20% of enterprise workloads have moved to date. Why?

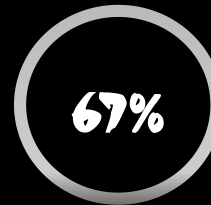
Today's hybrid, multi-cloud reality presents new opportunities, as well as new challenges...



A real world look at multi-cloud



share of enterprise customers using multiple clouds



share of enterprise customers using more than one public cloud provider

Movement between clouds 73% priority concern

Connectivity between clouds 82% priority concern

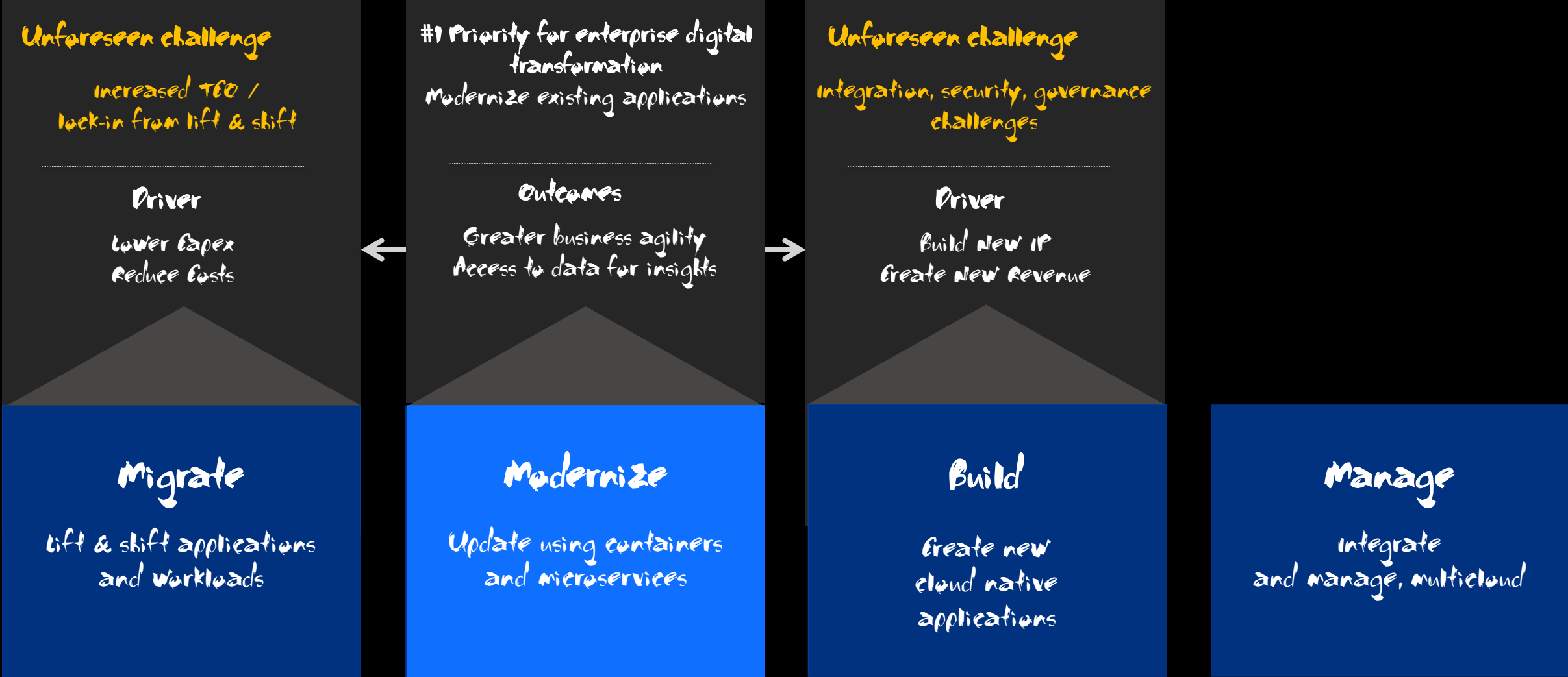
Consistency of management 67% priority concern

Customer and Partner Journeys

- Cloud native & legacy apps will co-exist for the next 10+ years
- Partners can move up the value stack, maximising \$\$\$\$



Emphasis has been on simple migration & innovation...



Five key principles define IBM's Cloud 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

IBM advises you take an *iterative approach* that integrates existing and new environments

Advise

Advise on every step of the journey to cloud

Move

Migrate and modernize workloads, data, and applications

Build

Build innovative applications and experiences

Manage

Manage, govern and optimize hybrid multi-cloud environments

You need an architecture that can help you rethink people, process, and technology

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

American
Airlines

Shift AA.com &
VMware apps to
cloud in 4 mo.

Westpac

Modernize apps 10x
faster, 3x cheaper



Bradesco

3K new clients per
day with new AI +
mobile bank



Consistency & control
across IBM & AWS
clouds



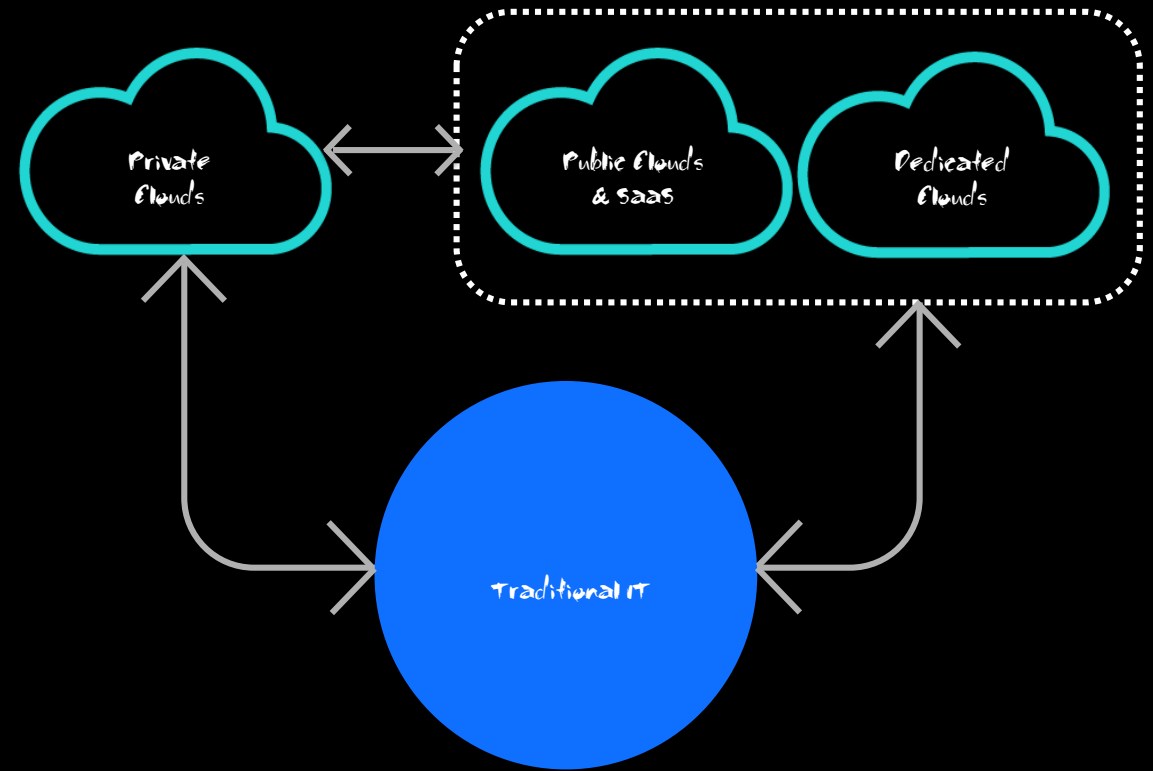
IBM Cloud

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 yrs

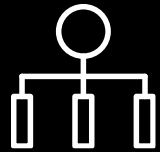
Creating the world's leading hybrid cloud provider



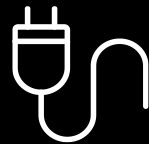
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Join us on the Journey