



Powering Lightning-Fast Cloud Applications

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Cloud, A Growth Engine for Business'



The infrastructure choices you make matter

The right data storage - will fuel your Cloud Engine

Cloud, A Growth Engine for Business'



2x

more companies will **use the cloud for significant innovations** by 2015.¹

Cloud helps you deliver solutions faster and realize benefits sooner

2.4x

higher gross profit for enterprises aggressively **adopting cloud for competitive advantage.**²



Rapidly optimize **data architectures** yielding **creative & unrealized business insights**

Infrastructure Matters!

¹ IBM, *The power of cloud: Driving business model innovation*, February 2012.

² IBM Center for Applied Insights, *Global Cloud Enterprise Study*, 2013.

Infrastructure Matters for Cloud

Efficiency Matters



To lead, organizations must improve the economics of IT through efficiency.

76%

of IT decision makers are concerned or very concerned by the rising pressure to reduce costs

Resiliency Matters



As they struggle to become more agile, IT leaders know there can be no compromise on business operations.

62%

of workloads will be cloud based by 2014

Predictability Matters



In response, they are looking to cloud to take advantage of advanced technologies and enable predictable business outcomes.

#1

Top most important external force impacting business for second year in a row is **technology** according to CEOs



Radically Optimizing Data Architecture with Flash



**Royal Caribbean
Cruises Ltd.**

Analytics Performance

Enables Concurrent Marketing Campaigns...

***97% Reduction in Space and Significant
Energy Savings***

The logo for sciQuest, with "sci" in a white box and "Quest" in blue.

*Cloud Service Provider
Delivers Diverse SLAs...*

Reduces Rack Space 14X

No Headaches at Night for Admin



**Coca-Cola Bottling
Co. Consolidated**

Derive actionable supply chain insight

20x Improvement

Reduced batch workload times 4x

Plug and play technology, quick ROI

The logo for cegeka, featuring a blue square icon with a white shape and the text "cegeka" in white.

Cloud Service Provider

66% Reduction in SAP Response Times &

97% Smaller Footprint vs. High End Disk Systems

95% Reduction in Power Consumption

2x faster

in response times

14x

reduction in physical rackspace

ROI

enhanced by not having to
invest in tuning code or SQL

Solution Components

Hardware

- IBM® FlashSystem™
- IBM System x®
- IBM Storwize® V7000

Software

- IBM DB2®



Business challenge: New challenges for optimal performance and availability amid growing user demand for cloud solutions, constraints around costs, energy, and rackspace.

The solution: Replaced a full rack of standard spinning disks with an IBM FlashSystem occupying only 3U of rackspace.

“IBM FlashSystem technology really enabled our customers to get their data even more quickly, which—when you’re computing across the cloud—is often a concern for customers.”

—Adrian Ledger, Director of IT and Infrastructure, SciQuest, Inc.



66 percent

reduction in SAP ERP application response times

97 percent

cut in potential footprint requirement

95 percent

decrease in power consumption

Solution Components

- SAP ERP
- IBM FlashSystem 820
- IBM SAN Volume Controller
- Oracle database
- VMware



Business challenge: To broaden its cloud-services client base, Cegeka targeted enterprises with demanding SLA requirements. Could it meet data performance and scalability needs without costs spiraling out of control?

The solution: Cegeka gained the capacity to support enterprise clients in the cloud, helping to meet corporate growth objectives, while continuing to attract and retain business from existing customers.

“ IBM FlashSystem Enterprise Solution accelerates some SAP ERP processing jobs by up to 90 percent. ”

- Luc Greefs, Director of Cloud Services, Cegeka



Flash: Powering Lightning-Fast Cloud Applications

Efficiency Matters



Reduce Your Total Cost of Ownership

- Power and Cooling
- Rackspace Foot Print
- Server and Software Consolidation

Resiliency Matters



High Availability and Continuous Uptime

- Shared All Flash Arrays
- Concurrent Maintenance
- Copy Services

Predictability Matters



Consistent High Speed Performance

- Application Performance
- MicroLatency™ Response Time
- Performance Under Heavy Load



Thank You

ibm.com/storage/flash