Enterprise Application Track

Flash: Driving a paradigm shift to all-flash Enterprise Storage

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There is an explosion of data growth
Harnessing this data explosion is the new competitive advantage

Digitized data will grow by 50% to Six trillion TB in this year alone

80% of all data is unstructured and growing 15X the rate of structured data

70%+ of organizations have invested or plan to invest in Big Data & Analytics

70%+ of enterprises are pursuing a hybrid cloud strategy in 2015
IBM investing across the enterprise storage portfolio

Maximize performance with Flash

Enable new workloads with Software Defined Storage

Optimize with Virtualization

$1B investment in Flash

$1B investment in Software Defined Storage
Thousands of Clients Have Successfully Deployed Clouds Built on IBM Storage

To Fit Their Business Needs: Flexibility and Choice

Integrated Solution  Software Only  Cloud Services

Proven Technology  Open Standards  Modular Adoption

Flash Memory Summit 2015
Santa Clara, CA
Emerging workloads and use cases for flash in the enterprises

Mobile Payment  Mobile Healthcare  Mobile Retail

Elevate the customer experience through trust, performance and personalization
Royal Caribbean Cruises Ltd.
Building for innovation and growth with enterprise-reliable storage

Business challenge:
- RCCL needed total reliability and performance to grow its business and ensure an exceptional guest experience while decreasing costs.

The solution:
- RCCL gained the ability to run multiple marketing campaigns simultaneously and find business analytic answers right away, with enterprise-reliable and scalable systems to help manage aggressive growth.
CJ O Shopping
Korean online mall enables growth with IBM FlashSystem

Business challenge:
- Lines of business in this Korea-based online shopping firm required faster response times and batch processes to fulfill growing service levels but also needed storage services to improve availability and migration.

The solution:
- Investment protection and reduced operating costs provided by consolidation and virtualization provided the client increased capability to invest in innovation and provide better customer service.
Kelsey-Seybold Clinic
Improving client care with optimized infrastructure

Business challenge:
Existing infrastructure slows down critical applications and needed a scalable solution to handle business growth.

The solution:
Increase performance with faster performing storage to allow physicians to utilize apps in real-time and enable a building block structure that grows with your business.
Coca-Cola Bottling Co. Consolidated
Delivering deeper insight into customer demand four times faster

Business challenge:
- Process more data to accurately anticipate customer demand without increasing time-to-insight or exceeding SLAs.

The solution:
- Now processes 20 times more forecasting data, down to the store level, which enables them to match manufacturing output with demand, enables earlier logistics planning and increases profitability.
Sprint
Transforming customer service with ultra-fast flash storage

Business challenge:
- Sprint’s call-center agents needed fast, reliable access to respond to customer issues. Existing storage infrastructure was unable to keep up.

The solution:
- Sprint deployed IBM FlashSystem to greatly improve performance and resolve customer queries faster, while slashing energy consumption, data center footprint and overall operations cost, e.g. reduced software licenses.
Etisalat Egypt
Preeminent mobile provider in Egypt optimizes key application

Business challenge:
- Major response time issues with a key application (Fraud Management System) which affected business operations and customer service.

The solution:
- Performance enhancements coupled with significant savings in footprint optimized the key application, improved business operations and service levels, and facilitated better decision-making.
Simplified Storage Designed For You

Drive Your Competitive Advantage
Data is the world’s newest resource

Enhance Your Decision Making
Move away from the few to the empowered many

Better Understand The Value of Data
As the value of data continues to grow, current systems won’t keep pace