

## **IBM lance la solution IBM SmartCloud pour les applications SAP, disponible dans le monde entier**

### **IBM propose de nouveaux services pour aider les clients à migrer leurs applications d'entreprise vers le Cloud**

**Paris - 29 janv. 2013:** IBM étend ses capacités existantes en annonçant désormais la disponibilité de ses services Cloud sur les cinq continents – ainsi que l'ouverture d'un nouveau centre en Espagne. Les clients pouvaient déjà se tourner vers le Cloud Computing pour héberger leurs applications d'entreprise, tout en diminuant leurs coûts informatiques. Ils peuvent maintenant le faire avec une dimension internationale en bénéficiant dès le premier jour d'une solution unique quelle que soit la localisation. Dans le même temps, cela leur permet d'étendre l'accès au réseau en investissant dans de l'analytique, du social business et du mobile.

De nombreuses organisations sont désireuses de démultiplier les avantages économiques du Cloud pour y exécuter leurs applications critiques. Ces dernières requièrent une importante expertise technique, un service client disponible 24h sur 24, une sécurité rigoureuse et une maintenance continue - des caractéristiques que l'on retrouve typiquement dans le sourcing informatique mais pas dans le modèle « unique » de Cloud en libre-service.

C'est dans ce contexte qu'IBM annonce la solution SmartCloud pour les applications SAP, un service proposé uniquement par IBM, désireux de fournir à ses clients des solutions PaaS (Platform as a Service).

La solution IBM SmartCloud pour les applications SAP automatise et standardise le sourcing d'environnements informatiques et peut accélérer la prestation de service par un personnel d'experts certifiés. Les services SmartCloud pour les applications SAP permettent une disponibilité de 99,7 % grâce à un modèle de livraison global permettant de supporter des systèmes de Cloud 24h sur 24. Ce service est disponible pour les logiciels SAP Business Suite software et SAP BusinessObjects solution portfolio.

De plus, IBM combine l'expertise, les outils et les processus de sa branche Global Business Services avec ceux de la solution SmartCloud pour les applications SAP afin de fournir la solution LifeCycle as a Service.

Grâce à ce service, IBM se propose d'assurer la gestion des applications SAP, aussi bien pour implémenter les patches sur les solutions SAP que pour gérer le système d'exploitation, la base de données et le middleware.

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*Financial, healthcare, government and electronics clients tap IBM SmartCloud Enterprise+;*

*IBM SmartCloud for SAP applications is now available globally*

ARMONK, N.Y. – 29 January 2013: IBM (NYSE:IBM) today announced global availability for its cloud service on five continents—plus a new center opening in Spain-- based on its industry-leading sourcing business to host SAP® applications and other core operations. Now clients can turn to cloud computing for enterprise applications while they reduce the overall cost of IT and at the same time, expand online access, while they invest in innovative analytics, social business and mobile computing.

Many organizations are eager to leverage the economic advantages of cloud computing to run their critical applications on the cloud. Their applications require deep technical expertise, around-the-clock customer service, tight security and ongoing maintenance -- features typically found in IT sourcing arrangements but not in the “one-size-fits-all” model of self-service clouds.

To address this, IBM developed an infrastructure-as-a-service cloud built on decades of hosting experience gained by being the world’s largest provider of IT sourcing services with more than 1,000 clients. Called IBM SmartCloud Enterprise+ (SCE+), the service combines the best features of sourcing-- high service level agreements, security and reliability-- with the best features of cloud – elasticity and subscription-based pricing.

This service offers the same level of assurance normally associated with a hosted service to make sure clients can always access their core applications for ERP, CRM, analytics, social business and mobile computing from the cloud. The new service goes beyond the infrastructure offered as a service with typical public clouds. With this cloud service, IBM also helps manage patch updates and identity management, improving security, which analysts often cite as an inhibitor to cloud adoption.

“This is a logical evolution of IBM’s sourcing business that gives us an advantage both in our services relationships and the cloud market as we define a new enterprise-grade cloud today,” said Jim Comfort, general manager of IBM SmartCloud Services. “Our clients want sophisticated, economical cloud-based services that provide the same quality and service level as a private, hosted IT environment. With that assurance, they can focus more on driving business value from their data and operations, and less on managing their IT.”

### **An Enterprise-Grade Cloud Service—SmartCloud for SAP Applications**

IBM today is announcing SmartCloud for SAP applications, an enterprise service unique to IBM, is available globally.

As customers expand their use of SAP applications to more business processes, such as marketing campaigns based on Big Data, they often will benefit from more systems and greater management. Operating and managing IT environments running SAP solutions requires an advanced infrastructure and strong SAP operational skills.

IBM SmartCloud for SAP applications automates and standardizes provisioning of IT environments, and can accelerate service delivery with expert certified staff. The SmartCloud services for SAP applications delivers 99.7 percent availability based on a global delivery model to support cloud-based systems around the clock. This service is available for SAP Business Suite software and the SAP BusinessObjects™ solution portfolio as an enterprise-class, fully managed Platform-as-a-Service (PaaS) offering for running SAP solutions in a production environment.

"IBM's new cloud service for SAP applications exemplifies our two companies' work together in the last 40 years in delivering enterprise value to thousands of clients," said Dr. Vishal Sikka, member of the SAP Executive Board, Technology and Innovation. "Cloud computing is helping our clients transform their IT infrastructures and businesses. We are confident that our partnership with IBM -- using their SmartCloud platform and our business applications -- will help drive differentiated value to clients around the globe."

In addition, IBM is marrying its Global Business Services deep expertise, tools and processes with SmartCloud for SAP applications to deliver LifeCycle as a Service. This can transform implementations of SAP applications end to end—from sandbox to production. With this service, IBM takes responsibility and control of the SAP applications and provides management, including software patching of SAP solutions as well as support for the underlying operating system, database and middleware.

Clients may set up their SAP solutions development and test operations on IBM's public cloud service—SmartCloud Enterprise. Then those SAP applications can be transitioned to the SCE+ platform for production to further assure higher availability of the operations.

## **Client wins**

IBM has clients in finance, manufacturing, telecommunications, electronics, government and healthcare using SCE+.

For example, IBM SCE+ is the cloud platform powering the Philips Smart TV platform for Internet services, which delivers greater interactive services to millions of TV viewers in more than 30 countries in Europe, as well as Brazil and Argentina.

"We needed a cloud computing environment resilient enough to support unexpected demands at any given time when millions of TV viewers access a variety of services on our network," said Albert Mombarg, head of Philips Smart TV at **TP Vision**, a joint venture between Philips and TV manufacturer TPV. "IBM SmartCloud Enterprise+ provides an economic, flexible way to create new services for our viewers and we expect it to transform the way we deliver Philips Smart TV and drive ongoing business innovation."

Healthcare is also well suited for SCE+. **Summit Health**, a health care management company, is tapping IBM SCE+ to support the company's growth plans around health care management and proactive wellness programs. **The Generalitat de Catalunya**, a regional government in Spain, is planning on using SCE+ in a new IBM cloud datacenter in Spain to improve its healthcare system and share resources among its universities and town halls.

## **Details on SmartCloud Enterprise+**

SCE+ is offered from IBM's cloud centers in France, Germany, Japan, Brazil, Canada, Australia, and the U.S., giving clients broad geographic choice of where their data resides. IBM announced today the opening of its first cloud center in Spain, located in Barcelona, to service clients worldwide, which will be operative by mid-2013.

The SCE+ environment can have service levels that guarantee availability for each single OS-instance from 98.5 percent up to 99.9 percent.

New also is IBM Migration Services for SmartCloud Enterprise+, which helps clients migrate to cloud more quickly and cost effectively by determining which workloads are best suited to the SmartCloud Enterprise+ environment. Standardized and automation-assisted, IBM Migration Services are economically priced, aim to deliver ROI in 6 to 18 months.

## **About IBM Cloud Computing**

IBM has helped thousands of clients adopt cloud models and manages millions of cloud-based transactions every day. With cloud, IBM helps clients rethink their IT and reinvent their business. IBM assists clients in areas as diverse as banking, communications, healthcare and government to build their own clouds or securely tap into IBM cloud-based business and infrastructure services. IBM is unique in bringing together key cloud technologies, deep process knowledge, a broad portfolio of cloud solutions, and a network of global delivery centers. For more information about cloud offerings from IBM, visit <http://www.ibm.com/smartcloud>. Follow us on Twitter at <http://www.twitter.com/ibmcloud> and on our blog at <http://www.thoughtsoncloud.com>.

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## **SAP Forward-looking Statement**

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe,"

“estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

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