

## **IBM renforce son portefeuille Cloud et intègre l'analytique au sein de nouvelles offres Cloud pour aider les clients à transformer leur activité**

**2 milliards de dollars ont été investis dans SoftLayer pour aller encore plus loin dans la valeur ajoutée apportée par le Cloud**

**Paris - 09 sept. 2013:** Capitalisant sur son acquisition de SoftLayer, d'un montant de 2 milliards de dollars, IBM annonce une série de nouvelles offres qui combinent les capacités à forte valeur de Cloud et d'Analytique afin de mieux aider le client à piloter la transformation de son activité et sa croissance.

Dans le cadre du développement de sa gamme, IBM annonce de nouvelles offres de social business et de technologies mobiles qui viennent compléter son portefeuille fort de plus de 100 solutions SaaS (software-as-a-service); des capacités Cloud associées aux actifs de SoftLayer, et de nouveaux systèmes intégrés experts destinés aux environnements Cloud hybrides.

Dans la nouvelle ère informatique, le Cloud croît de manière exponentielle. Selon Gartner Research, 60 % des entreprises devraient adopter une forme quelconque de Cloud cette année, quant à GigaOm Research, ils prévoient un investissement de 158 milliards de dollars dans le monde dans le domaine du Cloud d'ici 2014.

### **Softlayer Infrastructure à la base du portefeuille Cloud d'IBM**

Depuis la récente acquisition, SoftLayer a déjà ajouté 1 600 nouveaux clients à sa liste actuelle de 21 000 clients répartis dans 140 pays. L'infrastructure SoftLayer constituera la base du portefeuille Cloud d'IBM.

IBM entame une transition de sa gamme Cloud vers l'infrastructure SoftLayer. La première offre concernée, parmi de nombreuses autres, est la plate-forme IBM Social Learning de la gamme Smarter Workforce, une plateforme d'activation sociale, la première du genre. L'association hors-pair des actifs SoftLayer et des capacités Cloud d'IBM, fondée sur les standards ouverts, permet aux organisations de partager leurs connaissances et leur expertise à travers des vidéos en temps réel par le biais d'un environnement Cloud hybride. Sa sortie est prévue pour décembre 2013.

Par ailleurs, Xtify, fournisseur reconnu d'outils de messagerie mobile dans le Cloud qui aide les entreprises à améliorer leurs ventes sur mobiles, à générer du trafic en magasin et à fidéliser les clients avec des offres personnalisées, récemment racheté par IBM, fonctionnera également sur la technologie Softlayer à l'avenir.

### **Innovations SaaS pour le Social Engagement, le Crowd-sourcing mobile et le marché du Retail**

Capitalisant sur plus de 100 applications SaaS actuellement proposées aux clients, les nouvelles offres SaaS d'IBM permettent de répondre aux besoins spécifiques des responsables des différentes lignes métier tels que les directeurs marketing, les directeurs des ressources humaines et les directeurs des systèmes d'information, quel que soit leur secteur d'activité :

- IBM Mobile Feedback : la nouvelle application mobile dans le Cloud permettant aux professionnels des RH ainsi qu'aux responsables des services vente, marketing ou encore recherche de rapidement connaître les

opinions et idées de leurs employés. Les informations recueillies leur permettent de prendre des décisions avisées quant à la productivité, au taux de fidélisation et à l'implication des employés.

- Du nouveau parmi les outils Cloud d'IBM dédiés au merchandising, avec une fonctionnalité permettant aux distributeurs, qu'ils soient mono-canal ou multi-canaux d'accroître les ventes et la rentabilité tout en conservant des prix compétitifs.

- Enfin, IBM a également élargi ses capacités Cloud pour les commerçants en ligne en leur offrant une personnalisation en temps réel (<http://ibm.com/software/marketing-solutions/launch-fr13/>) afin d'améliorer la fidélisation des clients et d'augmenter les recettes.

## **Nouveaux systèmes et nouvelles solutions IBM pour la mise en place de Cloud privé et hybride**

Les nouveaux systèmes et les nouvelles solutions présentés peuvent également aider les clients et les fournisseurs de services managés (MSPs) à déployer des Clouds privés et hybrides pour tirer le meilleur profit du social, de la mobilité et du Big Data.

Ceci inclus les nouveaux systèmes IBM PureFlex et les nouvelles solutions IBM Power Systems qui fournissent la flexibilité dont les clients ont besoin pour déployer rapidement des Clouds et les services associés.

Pour en savoir plus sur l'offre Cloud d'IBM : <http://www-935.ibm.com/services/fr/gts/Cloud>)

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## **IBM Bolsters Cloud Portfolio**

*Infuses analytics into new cloud offerings to help clients drive business transformation  
\$2 billion SoftLayer investment to underpin its high value cloud capabilities*

**Singapore - 09 Oct 2013:** Building on its \$2 billion [acquisition of SoftLayer](#), IBM (NYSE: [IBM](#)) today announced a series of new offerings that fuse together high value [cloud](#) and [analytics](#) capabilities to further help clients drive business transformation and growth.

As part of this expansion, IBM is announcing new [social business](#) and [mobile](#) offerings for its 100+ [software-as-a-service \(SaaS\) solution portfolio](#), integrated cloud capabilities with SoftLayer assets and new [expert integrated systems](#) for hybrid cloud computing environments.

With today's news, IBM is also announcing a series of global clients that are turning to IBM's cloud capabilities as a transformative growth engine in their industry. These include [Surflin Communications](#), a telecommunications provider in Ghana; and [TienPhong Commercial Joint Stock Bank](#), one of the leading financial institutions in Vietnam.

In the new era of computing, the opportunity for cloud is growing exponentially. In fact, 60 percent of all enterprises are predicted to adopt some form of cloud computing this year, according to Gartner Research. In addition, GigaOm Research forecast \$158 billion in global cloud computing investment by 2014.

### **SoftLayer Infrastructure as the Foundation of IBM Cloud Portfolio**

Since its recent acquisition, SoftLayer has already added 1,600 new clients to its existing roster of 21,000 clients in 140 countries. SoftLayer infrastructure will be the foundation of IBM's cloud portfolio.

IBM is beginning to shift its cloud portfolio to SoftLayer infrastructure -- first among many of these shifts includes the IBM Social Learning platform, a first of its kind social enablement platform that is part of its Smarter Workforce portfolio and is already in use under the name [OpenPediatrics](#) at Boston Children's Hospital with 420 hospitals in 78 countries on six continents.

Today, IBM is announcing that it is commercializing the IBM Social Learning platform on SoftLayer technology to apply it across a variety of industries, such as retail, energy and utilities, government, healthcare and automotive. Now this unique combination of SoftLayer assets and IBM's cloud capabilities, built on open standards, is able to offer organizations the ability to share knowledge and expertise through real-time videos via a hybrid cloud computing environment. For example, doctors at Boston Children's Hospital can share training videos with clinicians halfway across the globe to demonstrate the latest life-saving techniques in child care. Planned to be available in December 2013, this new platform will be delivered as a service to clients.

Additionally, IBM's recent acquisition of Xtify, a leading provider of cloud-based mobile messaging tools that help organizations improve mobile sales, drive in-store traffic and engage customers with personalized offers, will also run on SoftLayer technology in the future.

*"We believe cloud is going to be a transformational engine that is driving growth for our customers," said **Dennis Quan, Vice President, IBM Cloud Infrastructure Services IBM**. "With today's latest offerings, IBM is continuing to move its cloud strategy forward by helping put the tools for business innovation directly in the hands of leaders tasked with reshaping their organization's vision."*

### **SaaS Innovations for Social Engagement, Mobile Crowd-Sourcing and Retail Merchandising**

Building on more than 100 SaaS applications delivered to clients today, IBM's new SaaS offerings being rolled out today are customized to meet the specific needs of lines of business leaders such as Chief Marketing Officers (CMOs), Chief Human Resource Officers (CHRO) and Chief Information Officers (CIOs) spanning all industries.

Adding to its Smarter Workforce portfolio, IBM today is also launching the new IBM Mobile Feedback App, a cloud-based mobile application that allows human resources professionals and line of business executives such as sales, marketing or research to quickly plug into the opinions and ideas of employees. Executives can use

this feedback to make informed decisions on productivity, retention rates, and employee engagement.

Available now, a new IBM Survey Analytics application uses text and visual analytics to automatically extract and display over one million pieces of anonymous unstructured data derived from employee surveys, including more than 4.2 million employee comments collected annually through surveys conducted by Kenexa. It then provides findings via a sentiment "heat map" of trends broken down by employee segments, which allows executives to tap into the pulse of their organization to improve performance and morale.

In addition to the new software and services, IBM also recently announced the availability of IBM SmartCloud for Social Business on SoftLayer's industry leading infrastructure in a new Amsterdam data center. Today more than 9,000 cloud clients, including Sika AG and SafeGuard World International, and 75 percent of the Fortune 100 are transforming their business operations with IBM enterprise social software.

New additions to IBM's retail merchandising cloud include a new capability to help multi-channel and pure play retailers increase sales and profitability, while maintaining a competitive price position. Merchandisers using IBM's DemandTec solutions can now benefit from automated updates to pricing delivered online or in-store. This new flexibility enables merchandisers to easily and rapidly respond to competitive price changes, providing both a better customer experience and improved control over pricing strategies.

With this release, IBM also expands its cloud capabilities for digital marketers and merchandisers with [real time personalization](#) to help organizations improve customer engagement and drive revenue. Analyzing multiple factors, such as the products digital consumers are browsing for and adding to their carts, the solution provides insights to the marketer and delivers real-time, personalized cross-sell recommendations to the consumer. Innovations to IBM's cloud marketing suite also include the ability to deliver promotions to consumers when most effective such as live on the site or via email after they've left.

## **New IBM Systems and Solutions for Private and Hybrid Cloud Deployments**

New systems and solutions being introduced today can also help clients and managed service providers (MSPs) build private and hybrid clouds to get the most out of social, mobile and Big Data workloads. These include new IBM PureFlex Systems and IBM Power Systems solutions that provide the flexibility clients need to quickly deploy clouds and cloud services. The PureFlex System - Express, available as a single chassis configuration only, offers an affordable entry price point suitable for small and midsize businesses. The PureFlex System - Enterprise, with selectable rack offerings, is designed for scalable cloud deployments with built-in redundancy for resilient operation. Both systems support all Power processor and x86-based compute nodes. The PureFlex Solution for SmartCloud Desktop Infrastructure is optimized to deliver superior performance and flexibility to meet clients' unique desktop virtualization business needs. IBM also announced that its software patterns for PureApplication System, which are designed to radically streamline the set-up and management of hardware and software resources, can now be deployed on SoftLayer.

Additionally, new Power Systems solutions to further support hybrid cloud environments and simplify clients' ability to adapt to emerging business needs at a lower cost with greater flexibility compared to commodity servers based on decades old, PC era design. The new Power Systems Solution Edition for Service Providers

enables fast go-to-market with a pre-built, pre-installed cloud solution based on OpenStack for SmartCloud Entry and PowerVC. IBM PowerVC offers leading virtualization to improve resource utilization and agility for OpenStack implementations. The new IBM PowerVP is a virtualization performance tool that helps clients respond to business needs faster by providing real-time insight into their virtualization performance through graphical display. For clients seeking open cloud environments, the new Power Integrated Facility for Linux enables clients to better exploit the reliability, scale and performance of enterprise class Power servers to improve quality of service and reduce the cost of managing their Linux ecosystem. In addition, IBM is also announcing support for OpenStack across all models of PureApplication System, including new models of PureApplication System on Power to enable lower entry points starting at 32-cores.

## **IBM Cloud Capabilities Helps Drive Client Transformation**

TienPhong Commercial Joint Stock Bank (TienPhong Bank), one of the leading banks in Vietnam, is using IBM cloud solutions to expand its business operations, drive growth and deliver a variety of new customer services. These capabilities are being applied to its core banking upgrade, mobile apps and e-banking services to target the individual consumer and bring better customer service. As a result, it has seen a 50 percent increase in the number of customers in less than one year.

Additionally, Ghanaian telecommunications provider Surflin Communications has selected IBM cloud solutions to help expand its mobile data services throughout the country. As a recent entrant into the competitive telecommunications landscape in Ghana, Surflin announced the first commercial deployment of a 4G LTE network in parts of Western and Central Africa earlier this year. Working with IBM's cloud capabilities, Surflin is able to provide excellent service deliver to customers, improve operational efficiency, and increase its return on investment.

## **About IBM Cloud Computing**

IBM is the global leader in cloud with an unmatched portfolio of open cloud solutions that help clients build, rent or tap into cloud capabilities. No other company has the ability to bring together unique industry knowledge and unmatched cloud capabilities, that have already helped more than 20,000 clients around the world. Today, IBM has more than 100 cloud SaaS solutions, 37,000 experts with deep industry knowledge helping clients transform and a network of more than 25 global cloud delivery centers. Since 2007, IBM has invested more than \$6 billion in acquisitions to accelerate its cloud initiatives. Most recently IBM acquired SoftLayer with more than 21,000 clients in 140 countries to further build out its IaaS portfolio with an easy and secure on ramp to cloud integrating IBM SmartCloud.

For more information about cloud offerings from IBM, visit <http://www.ibm.com/smartcloud>. Follow us on Twitter at @IBMcloud and on our blog at <http://www.thoughtsoncloud.com>. Join the conversation #ibmcloud.

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