



proudly present:



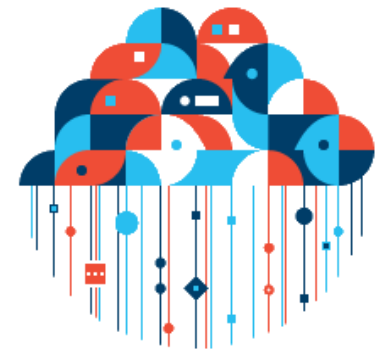
The State of Cloud Computing Adoption for Government and Healthcare

Transformation through Dynamic Cloud Environments

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IBM Federal



CLOUD COMPUTING

Revolutionizing Business Processes
in Government & Healthcare

EAST 2014

MAY 15-16, 2014
Doubletree by Hilton
Downtown Washington, DC

The challenge: Innovate while managing rapid change



**Smarter
Physical Assets**



**Physical assets with IT
intelligence
200 Billion**



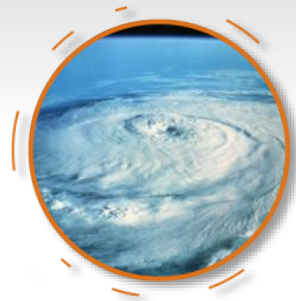
**Boundless
Infrastructures**



**Consumers will
have Smartphones
1.2 Billion**



**Unpredictable
Data Flows**



**of IT traffic will be
Cloud-based
67%**



**Expanding
risk & cost**

**Cyber attacks
every day
60,000**

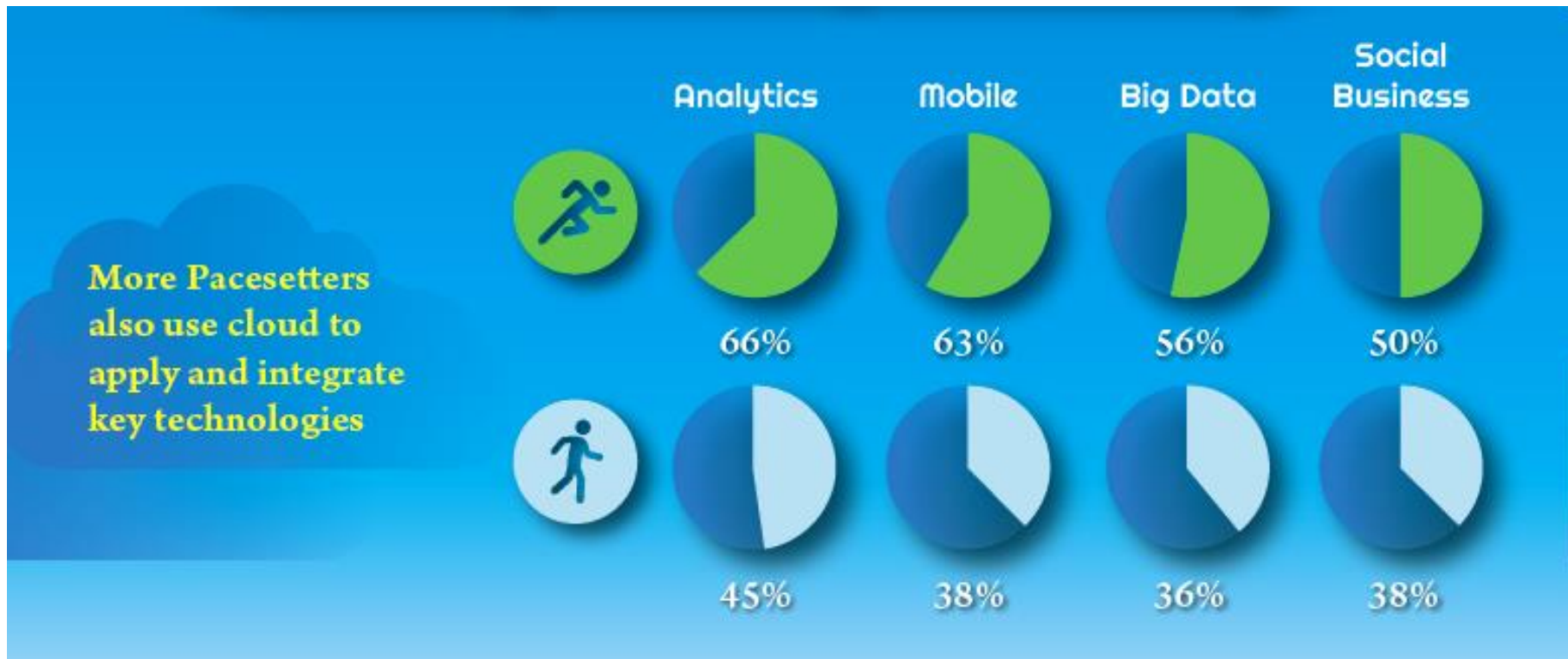
**Federal IT budget priorities:
innovate for the American people, deliver new services, and unlock the power of open data**

Smarter Care



Cloud is enabling a continuum of care

Pacesetters are using cloud computing to implement mobile, social, big data and analytics at higher rate



Pacesetters use cloud to achieve more than cost savings and scalability.

Strategic reinvention

136% more likely to use cloud to **reinvent customer relationships**



- Multi-tenant, government “community cloud” for State and local agencies
- Flexible, self-service portal
- Extensible, low cost, usage-based

Better decisions

170% more likely to use **analytics extensively** via cloud to derive insights



- Consolidated data & analytics in the cloud
- Improve water and energy management, and emergency response
- Increases efficiency, productivity, transparency

Deeper collaboration

79% more likely to rely on cloud to **locate and leverage expertise** anywhere in ecosystem



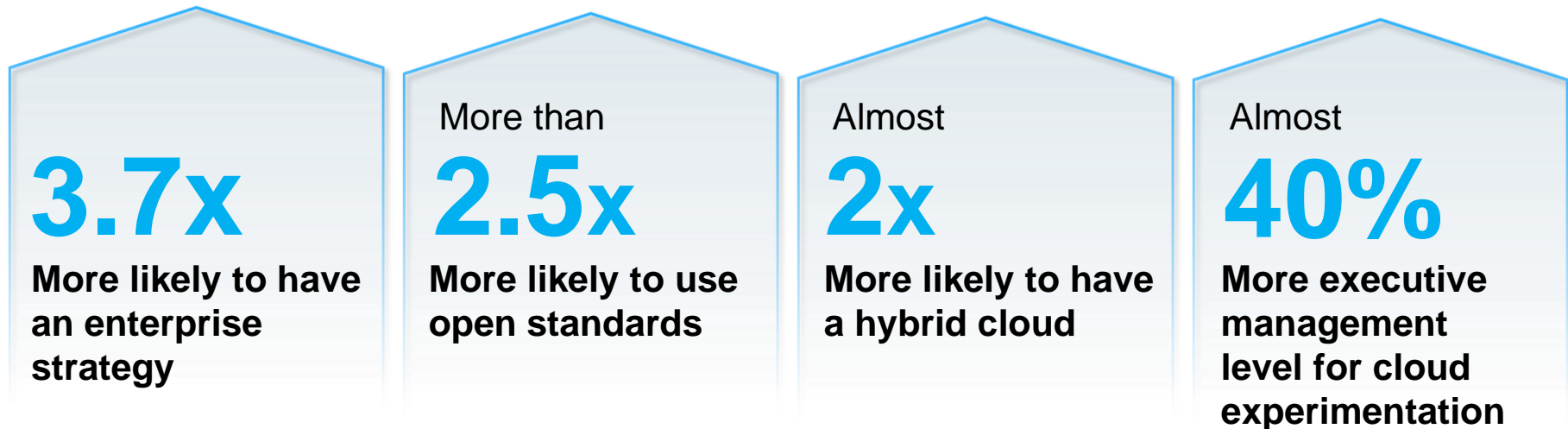
COLLEAGUES IN CARE

- Cloud virtually connects healthcare professionals around the globe
- Collaborating; Sharing best practices.

Source: IBM Center for Applied Insights Under cloud cover: How leaders are accelerating competitive differentiation that surveyed 802 cloud decision makers and users, spanning 13 countries and 24 industries.

Pacesetters had a difference in **management approach** and deployment

Pacesetters are leading the charge toward enterprise wide strategies, open standards and hybrid clouds – and encourage cloud experimentation.



Pacesetters recognize importance of cloud to their mission

Source: IBM Center for Applied Insights *Under cloud cover: How leaders are accelerating competitive differentiation* that surveyed 802 cloud decision makers and users, spanning 13 countries and 24 industries.

Cloud is CHANGING The Way Work Gets Done



**Choice of
market leading
services**

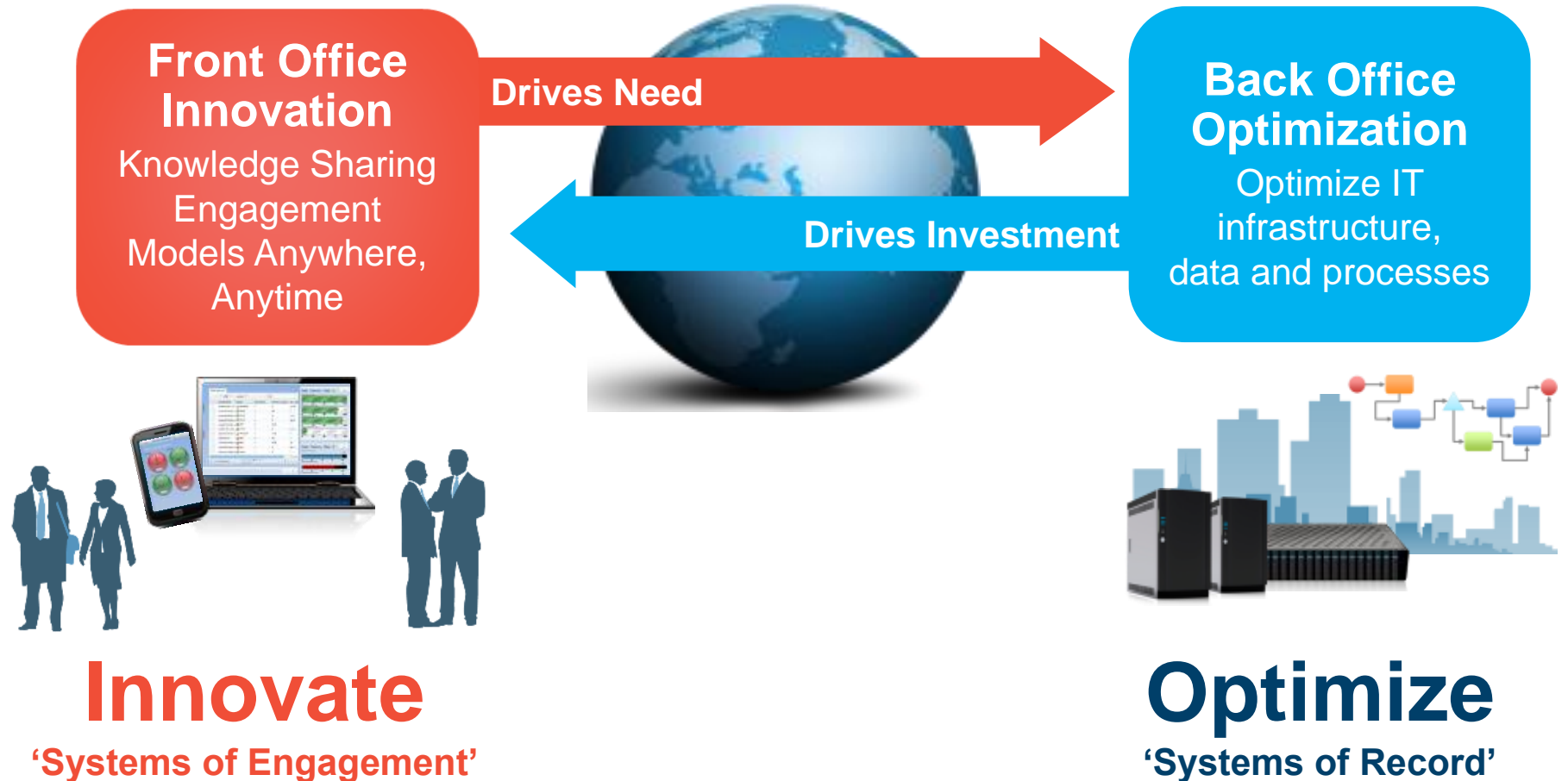


**Robust platform
for service
composition**



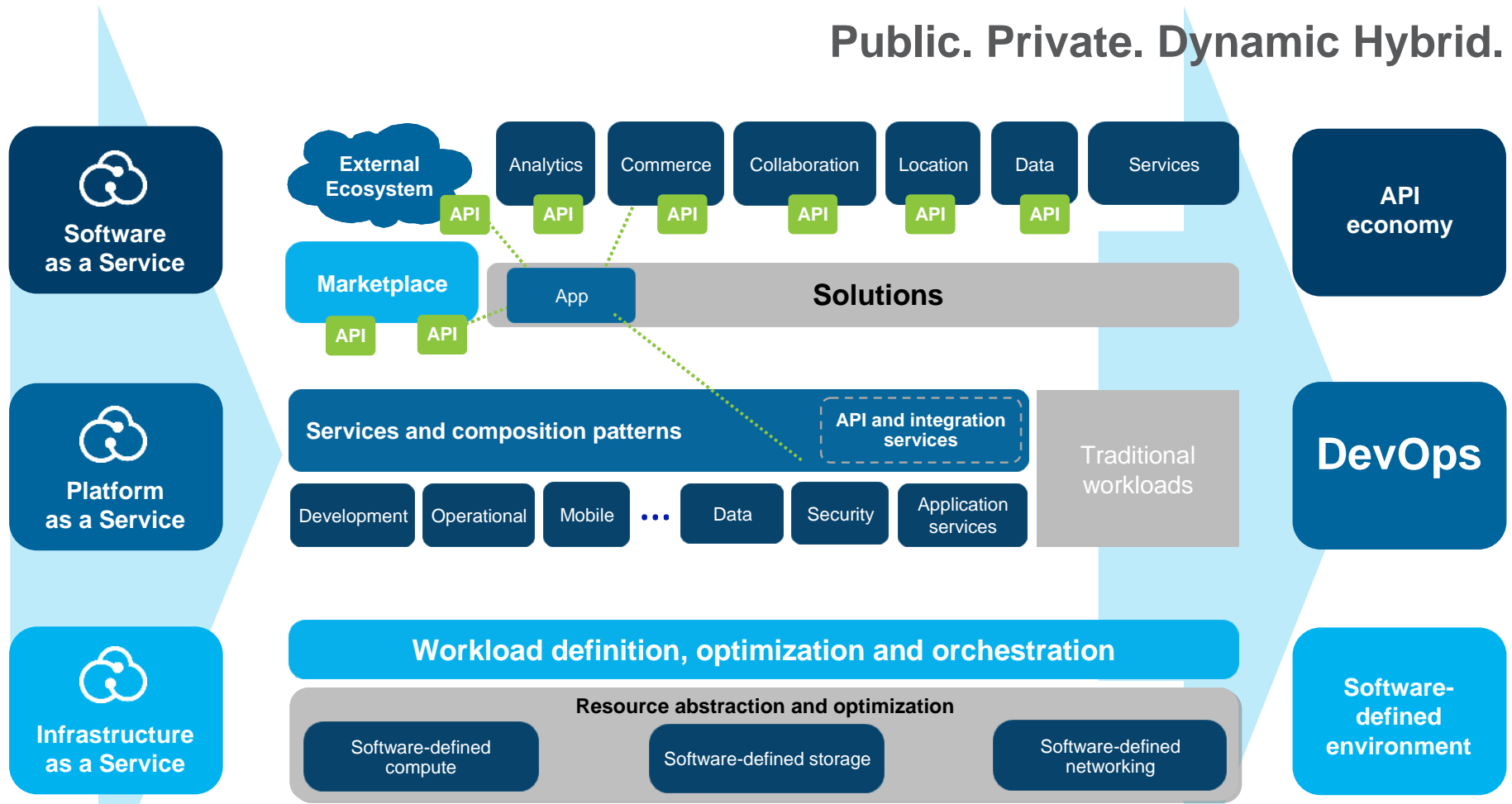
**Self-optimizing
hybrid environment**

The challenge: enabling innovation through focused optimization of existing systems

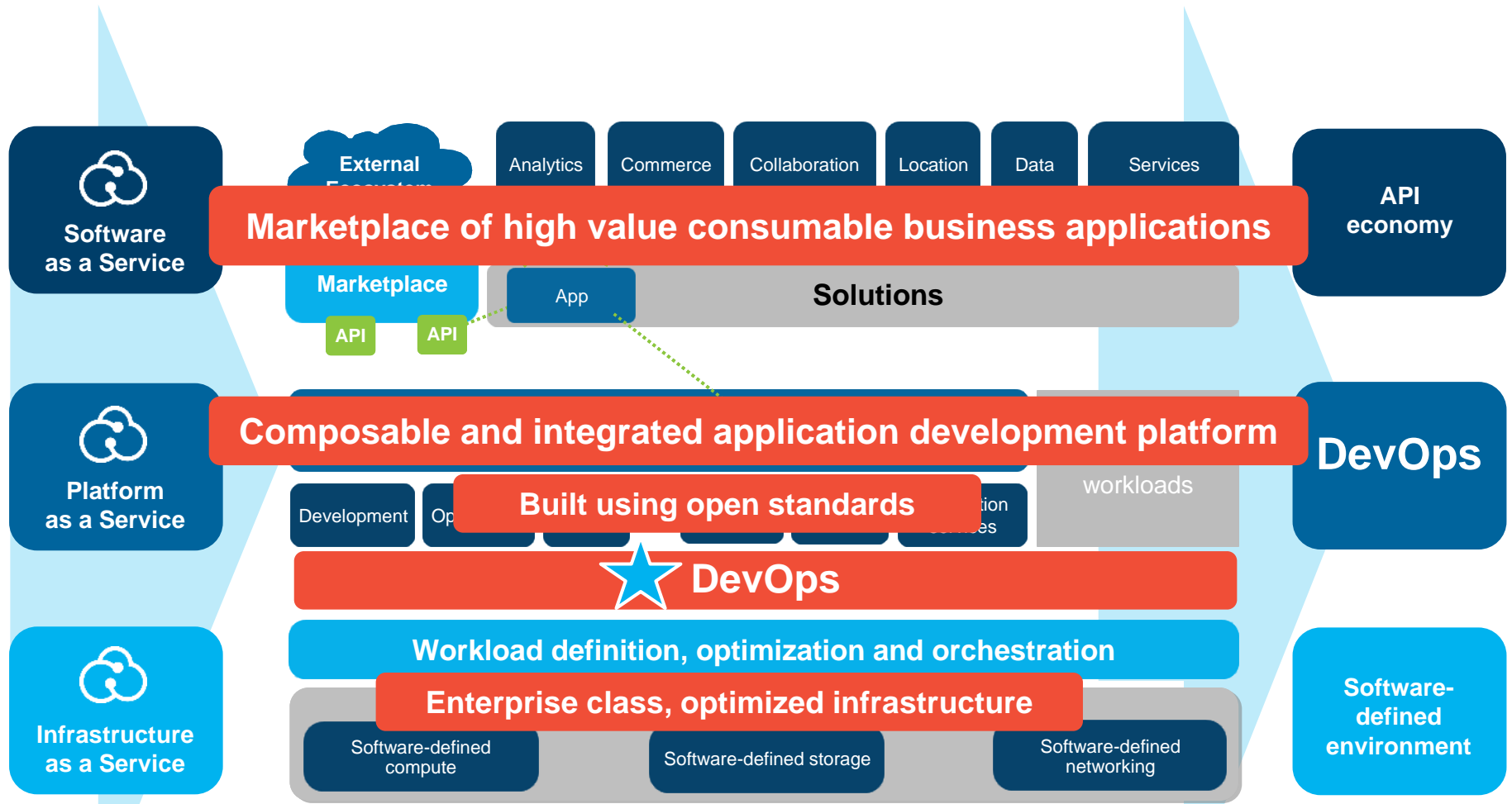


Organizations are building cloud strategies that can handle the need to both optimize and innovate

Public. Private. Dynamic Hybrid.



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Public. Private. Dynamic Hybrid.

IBM Cloud strategy is based on Open Standards

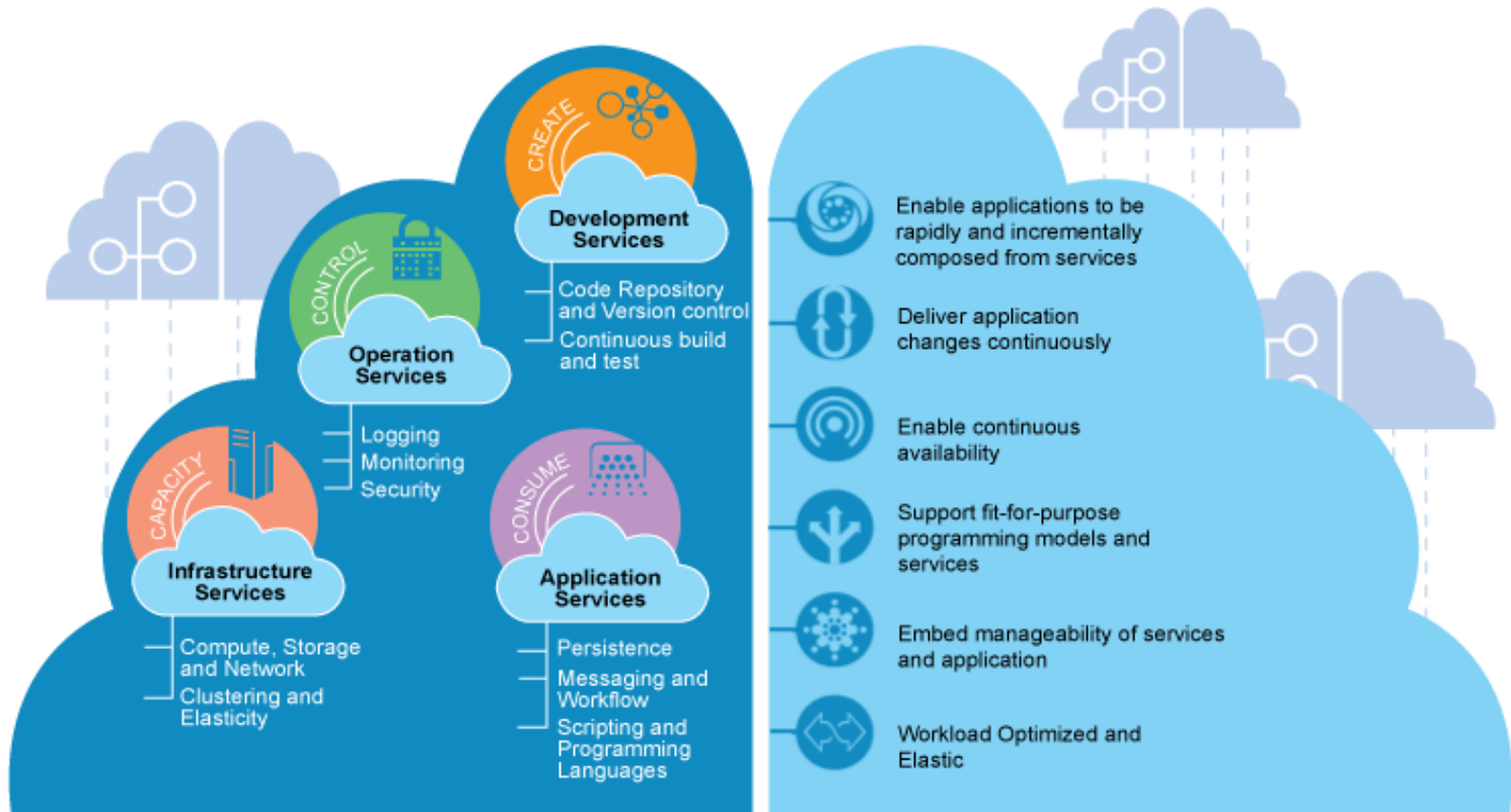
Allowing clients to choose how and where to run their workloads

Standards-based. Flexible. Customer-driven.



BlueMix: IBM's open cloud development platform

Rapidly build, develop, deploy and manage innovative cloud applications



Enable applications to be rapidly and incrementally composed and operated

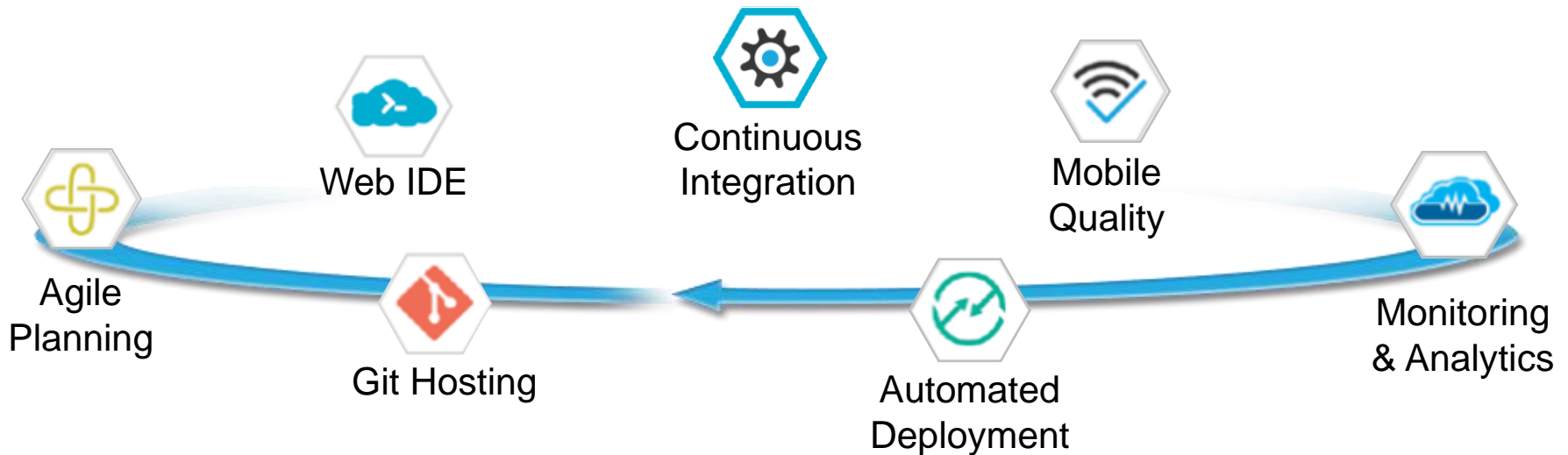
IBM-hosted & 3rd party services

www.ibm.com/bluemix

BlueMix DevOps Services

Bridging Development and Operations for *Continuous Delivery*

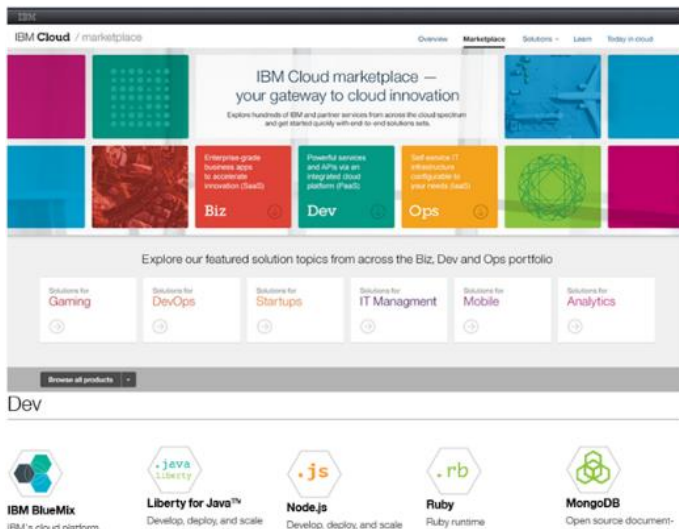
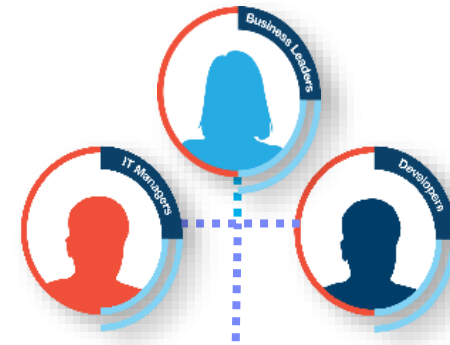
Integration across the software delivery lifecycle
enables developers and operations to
Move faster from an idea ... to app... to feedback



Continuous optimization to drive better business outcomes

NEW IBM Cloud / marketplace

IBM “as-a-service” Empowers Innovation



Over 200 IBM and Third-Party Software and Services

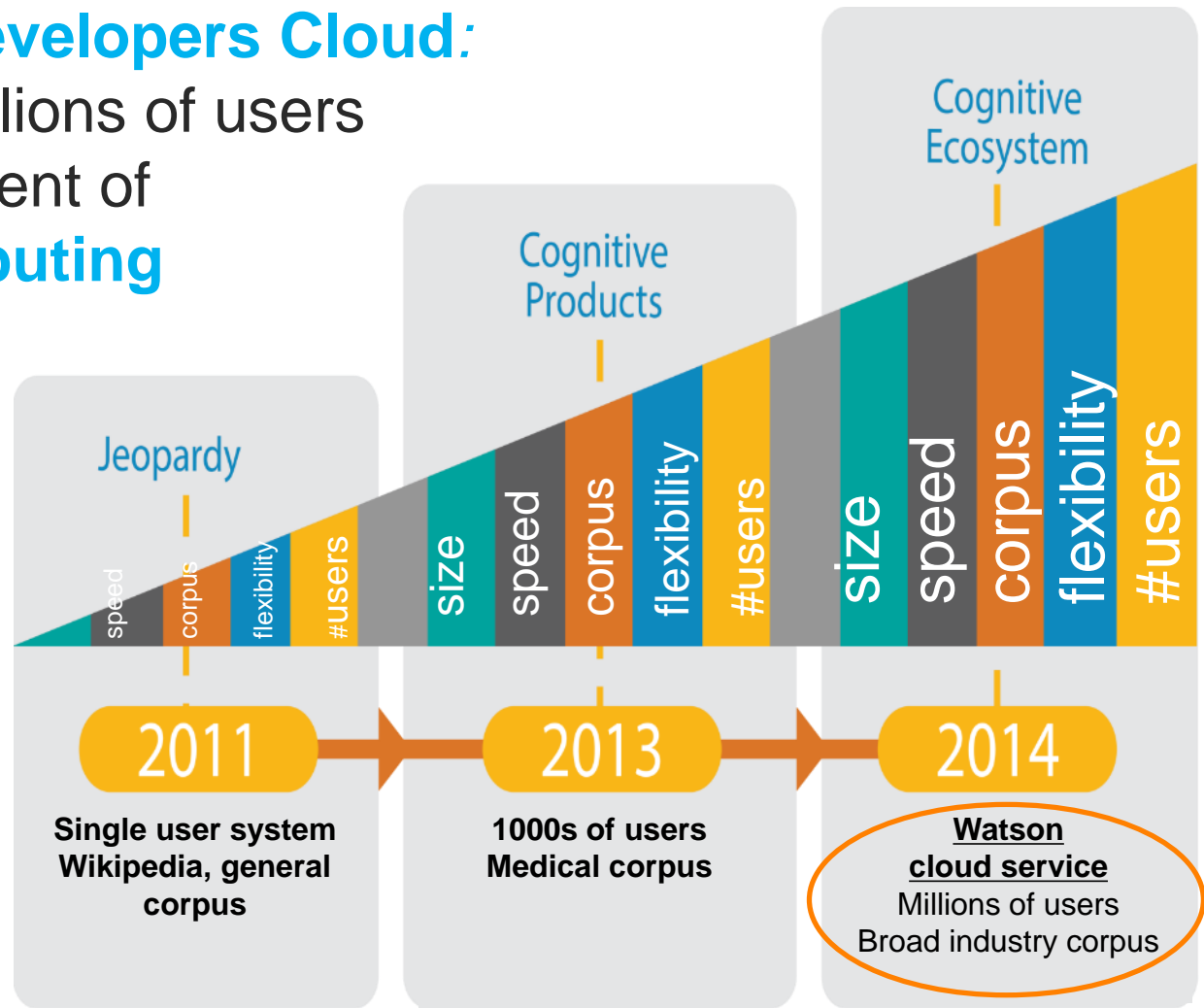
Easy access to build, consume, deploy and purchase services

- **Line of business** can deploy services faster
- **Developers** can build with greater speed
- **IT departments** can find creative, efficient and lower-cost ways to deliver services

IBM Watson Developers Cloud:

Empowering millions of users in the development of **cognitive computing applications**

... shaping the future of their industry



Watson cloud service
 Millions of users
 Broad industry corpus



Powered by IBM Watson

Looking forward, how will Pacesetters continue to transform their enterprise?

Most valuable capabilities in “cloud of the future”.

Product/ service building blocks

60% likely to build new services based on industry or business building blocks



Even Bigger Big Data

59% look to access and manage vast data stores they can't get to now



Industry focused services

57% want to leverage cloud platforms with applications and computing environments designed specifically for their industry

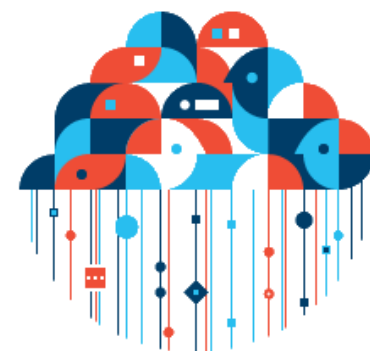


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