

question is, why can we not create a set of standard applications for a set of cities? “Because of the cost reductions to cloud computing, we believe it is going to create a whole new set of applications – not just smart planet, but also industry-scale applications. This is not about being a single player in an industry – this is about collaborating on the 85% of business process – perhaps I can find 5 or 6 competitors who need the same thing done as cheaply as possible (e.g. cheque processing and storing documents). This is an opportunity for “industry-scale clouds” – whole new workload and whole new opportunity for lots of processes”, Mr Hill emphasized.

Will CC be workload-driven?

“Absolutely”, said Mr Hill. He went on highlighting that as we are introducing our products and services, we are doing it by workload. Every workload requires different infrastructure. If we are trying to optimize costs, we are not going to do this by having one vanilla infrastructure – we are going to have a set of workload-optimized clouds managed end-to-end by a common service management platform so you can understand how it is operating. It will be a very heterogeneous cloud environment – as we are introducing clouds, we are doing it by workload – analytics, web infrastructure, collaboration.

He went on saying that for every workload, we are trying to find 3 consumption models. “We know our enterprise clients don’t want to give me their work with it only running on the IBM cloud and never take it back from IBM” he stressed. “We are offering various workloads e.g. software development & test services. We have a public data running today, we you can get on and try out development & testing in the cloud. We have a cloud which manages software delivery through its full lifecycle. You can start this service with a monthly subscription. Once you get it up to a certain number of users, you may decide you really like this, but you don’t want to run it from IBM’s cloud, I want to bring it back into my shop. So we have 2 offerings – smart business services cloud (building them their own development & test cloud) and we have smart business systems for clients who wish to build their own cloud – we can build them a workload-optimized system. The idea being that you consume by workload, but you use the consumption model which best fits your enterprise”, Mr Hill finalized.