IBM Softlayer

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Cloud computing can help business and IT create and deliver value in fundamentally new ways.

Business value

Enable new business models and client relationships

Deliver IT without boundaries

Improve the agility and dexterity of business

Speed delivery of product and service innovation

IT value

Cut IT expense and complexity

Accelerate time to market

Innovate business models

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Cloud as a Growth Engine for Business

Think it.

Strategize how to use cloud to drive revenue growth and efficiencies

Build it.

Build and run your private or hybrid cloud

Tap into it.

Utilize cloud services delivered from IBM Cloud

$2B	$1.2B	$7B+	$1B	100+	40,000+
SoftLayer Acquisition	Data Center Expansion	Acquisition Investment	PaaS and Developer Focused Investment	SaaS Offerings	Experts

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Cloud as a Growth Engine for Business

**Top 100,000 Sites
By Hosting Provider**

Source: hostcabi.net
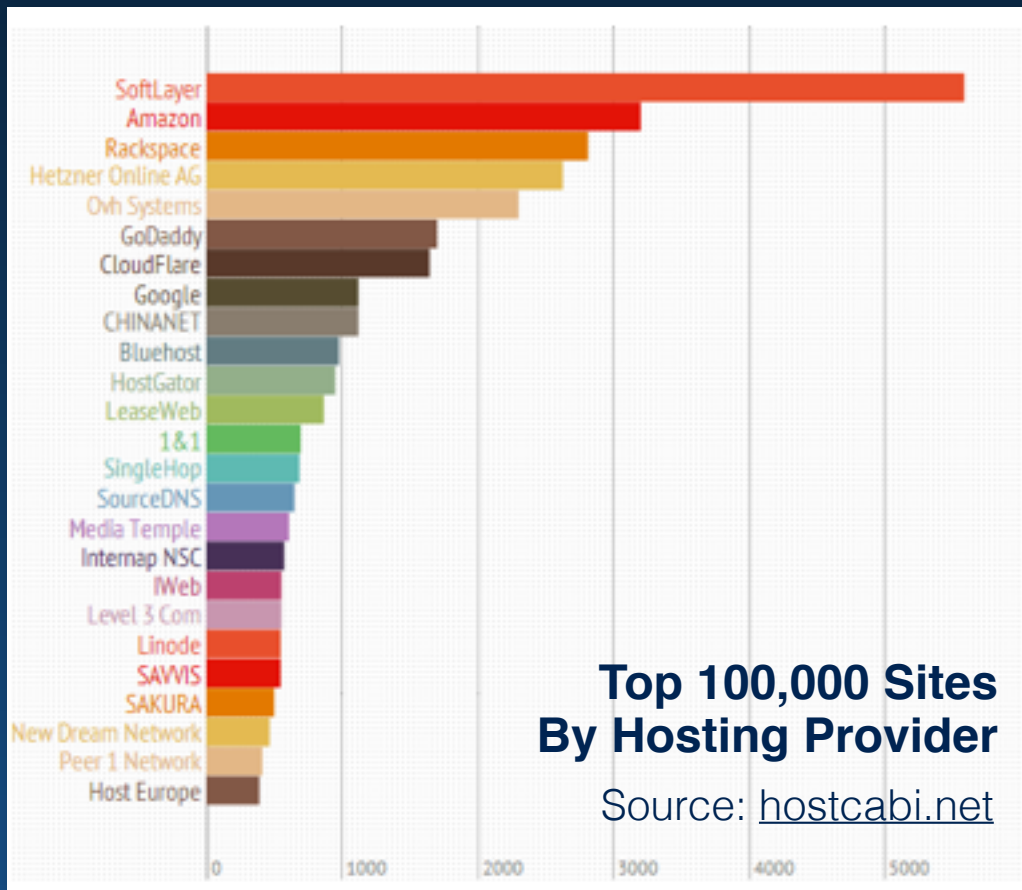
Customers	21,000 [28,000]
Devices	100,000 [140,000]
Employees	685
Data centers	13 [15 going to 25]
Network PoPs	17 [going to 30]

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Broad portfolio of infrastructure choices for greater business agility

Bare metal with your own stack

For high input and output (I/O)-intensive apps, databases, big data

Shared virtual environment

For unpredictable, seasonal or research and development workloads

Dedicated virtualized environment

Designed to be ideal for enterprises

- Build and customize the environment based on what you want to achieve
- Fine-tune to meet changing business needs or respond to competitive pressures
- Single integrated and common management portal for all services
- Additional services for compute, storage, network, security, platform management and big data are available

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SoftLayer Global Footprint*
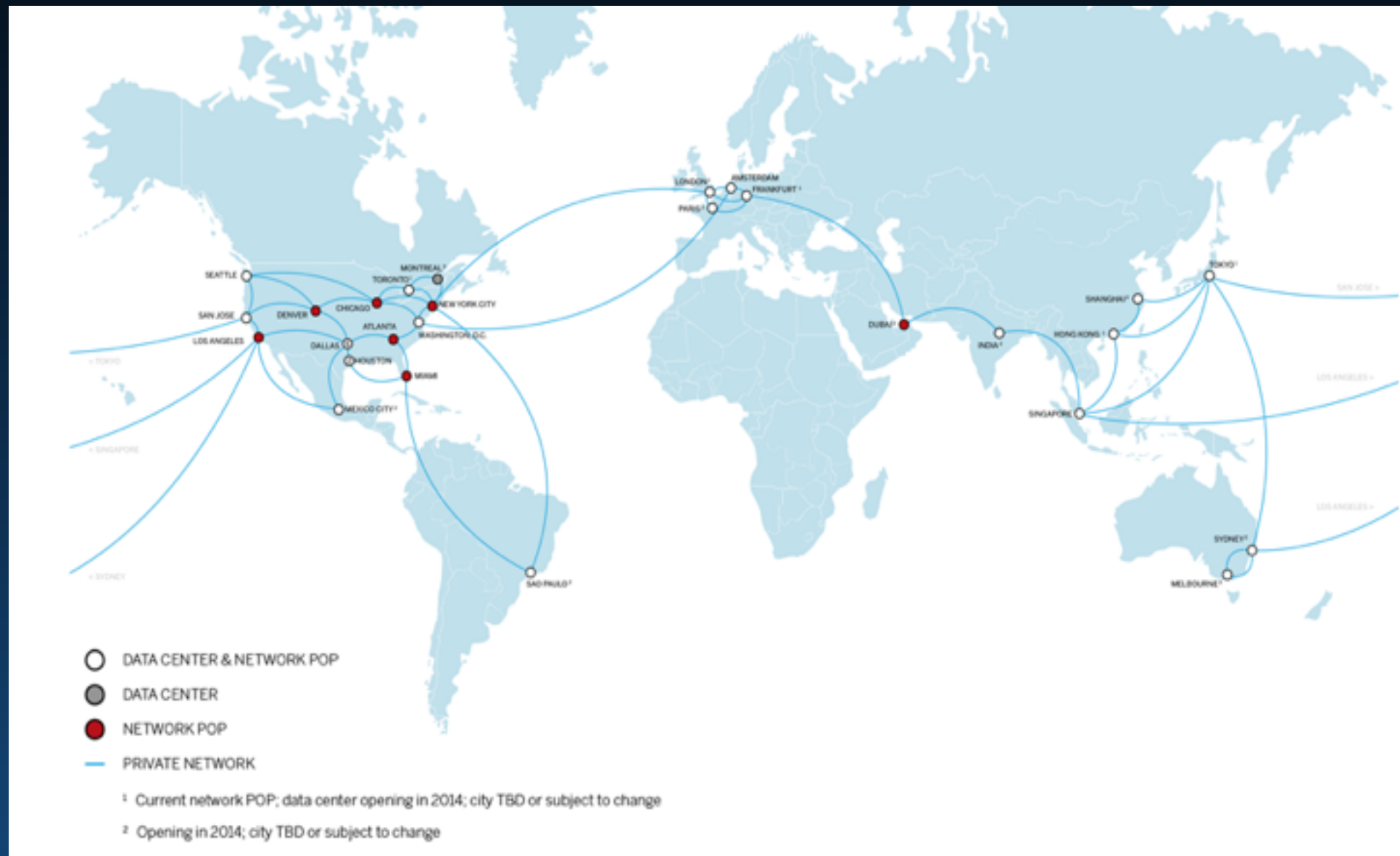
$1.2B investment extending global footprint to 25 Data Centres and 30 Network PoPs in 2014

- Every upstream network port is multiple 10G and every rack is terminated with 40G of connectivity.
- This includes two 10G connections to the public Internet and two 10G connections to our private network.

Source: http://www.softlayer.com/our-platform

* Year end 2014

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Our triple-network architecture is fundamental to infrastructure performance
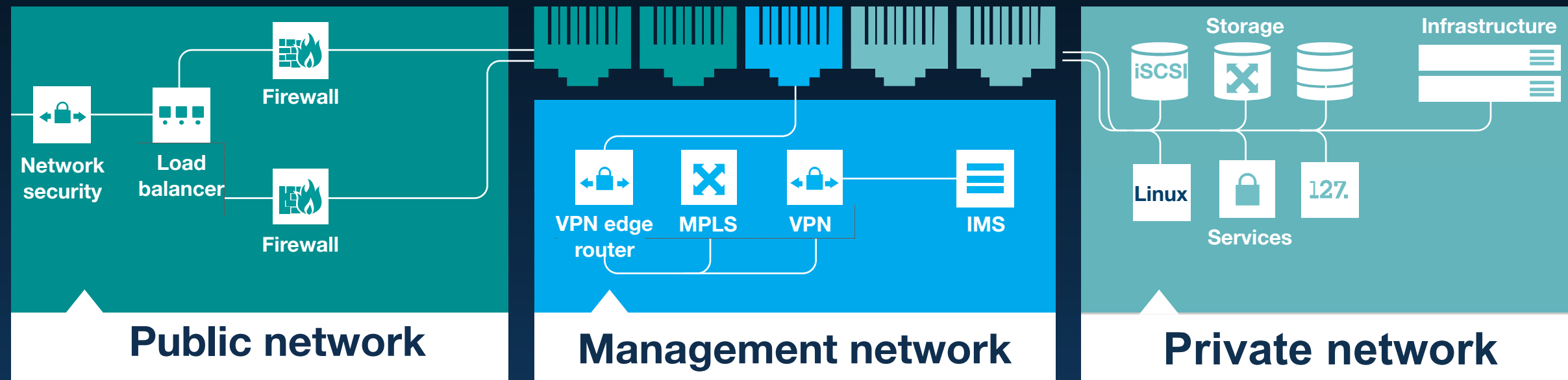
SoftLayer integrates three distinct and redundant gigabit network architectures—public, private, and data center-to-data center management—into a network-within-a-network topology.

Granular API offers more control, increased productivity and security
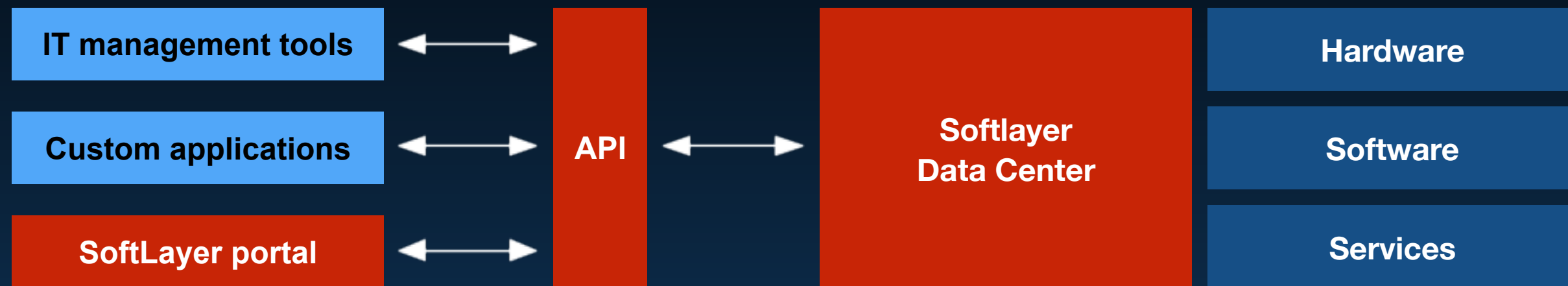
Developers and administrators can:
- Directly access more than 240 back-end services through more than 3,400 API methods
- Control APIs at the function level, not just by pre-defined classes of APIs, for greater security
- Build auto-scaling environments for on-demand growth

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InfoWorld Benchmark Comparison with other Public Clouds
(smallest available single threaded instance – lower is better)

	Amazon EC2 1.7GB RAM Amazon Linux	Dell Cloud 4GB RAM Windows Server 2008 R2	Google Compute Engine Standard 1 Unit Google Compute Engine Linux	HP Cloud 1GB RAM Ubuntu 12.04	Joyent Cloud 512MB RAM SmartOS	Microsoft Windows Azure 768MB RAM Windows Azure	Rackspace Cloud 512MB RAM Ubuntu 12.04	SoftLayer CloudLayer 1GB RAM Ubuntu 12.04
avrora	11338	5897	4836	8135	24273	7811	15578	7154
batik	33675	6068	4735	exception	5231	12936	11594	2526
eclipse	496536	81182	68688	18659	53169	195299	147070	25252
fob	40661	2636	4371	7096	3444	9029	9998	1572
h2	142717	16333	6519	8639	exception	exception	49784	4888
jython	148137	6412	14017	23056	15750	34148	39388	7890
luIndex	11786	1872	1790	2738	1770	14780	4055	1059
lusearch	67650	7816	5877	7156	14658	11339	14116	5544
pmd	84856	5164	7713	13605	11044	15918	16662	3257
sunflow	87103	14633	8654	14277	21818	87102	20348	8896
tomcat	77233	50076	64104	16397	37614	58461	23720	8059
tradebeans	122368	16162	11510	17297	22297	20683	21481	9887
tradesoap	347509	32838	36854	51359	51589	72610	75583	21332
xalan	71994	6584	7156	10659	14456	14294	16622	4394

Instances tested were the smallest available, single-threaded, running the default Java Runtime Engine. For details on the DaCapo benchmark suite, see http://dacapobench.org. Source: Peter Wayner, InfoWorld.

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Build your dynamic cloud on Softlayer

Complete control, access, and transparency

Single-tenant and multi-tenant environments

Complete portfolio available on demand in all data centers

Seamless fault-tolerant, multi-site topography

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