

# Standing apart in the cloud

80% of organizations will be using cloud services by the end of 2014.<sup>1</sup>



And many cloud providers are ready to supply them.

But analysts predict 1 in 4 of these cloud providers will be gone by 2015.<sup>2</sup> Of those that survive, what makes a leader?



## Flexibility

Any combination, any time—seamlessly integrated



- Public, private, hybrid or dynamic hybrid
- **Bare metal or virtualized**
- Shared or dedicated

Expanding global footprint of data centers & points of presence for direct access to network backbone

Customize with storage, network, operating systems and hypervisors

Support virtually any workload

Start, stop and change on demand

## Security

Built-in security through standardization

Extensive suite of add-on security services



## Performance

Over 2,000 Gbps of connectivity between data centers



Triple network architecture with carrier-grade reliability

Bare metal servers deliver predictable, consistent performance faster than competition<sup>3</sup>

## Control

3K exposed API methods for granular control

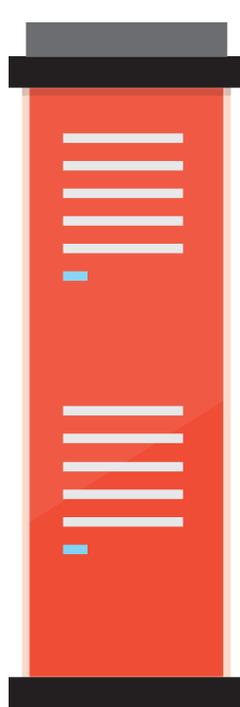
Automates all operations and business tasks

Manage all resources and services through central portal

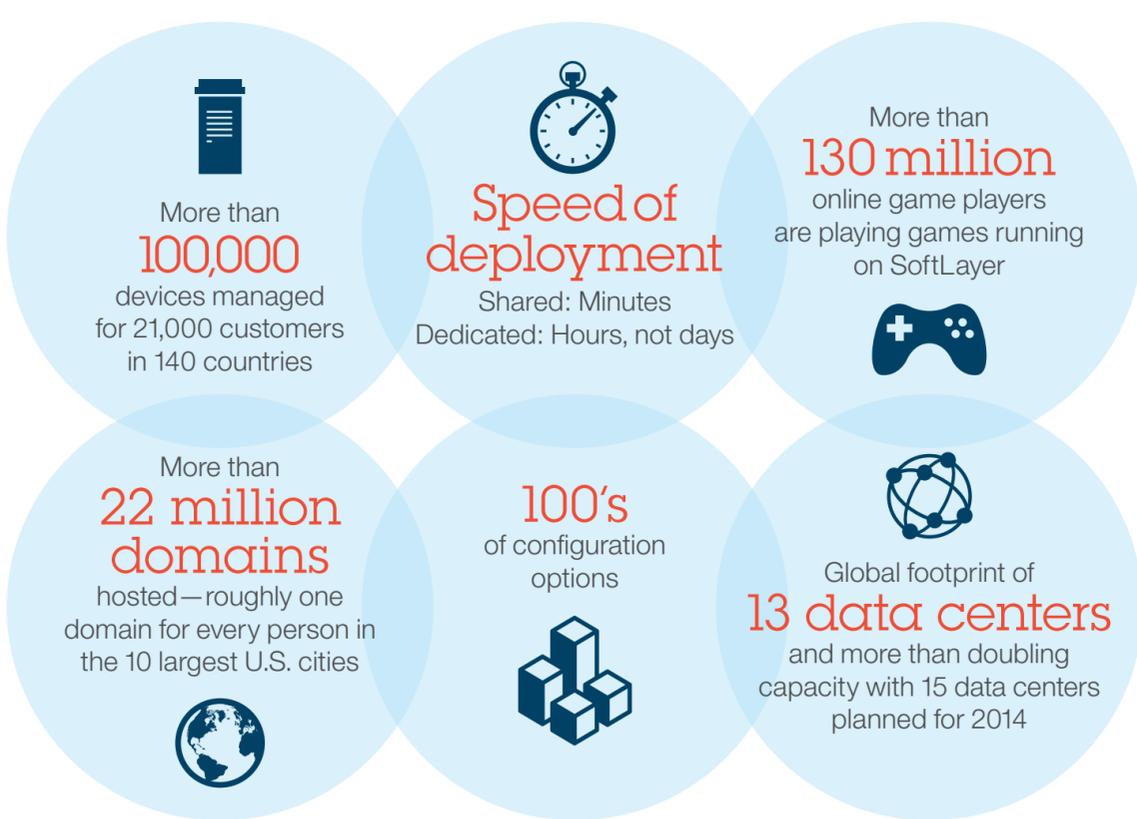


Complete transparency from network to hardware for greater visibility

SOFTLAYER<sup>®</sup>  
an IBM Company



SoftLayer<sup>®</sup>, an IBM company: An end-to-end optimized cloud solution with flexibility, performance and control



## Learn more

When it's time to choose a cloud provider for the long run, choose the provider that stands apart: SoftLayer from IBM. Backed by the full expanse of resources and long-standing innovation from IBM, SoftLayer shatters the common assumptions and mandates other cloud providers make. SoftLayer is about choice, and the ability to make cloud computing what you need it to be. One platform. Endless possibilities.



Learn more about SoftLayer: <http://youtu.be/ueJ6ThOF0QE>

Find out how other organizations are realizing value from SoftLayer.



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<sup>1</sup> Patrick Thibodeau, Computerworld, December 2013, [http://www.computerworld.com/s/article/9244694/One\\_in\\_four\\_cloud\\_providers\\_will\\_be\\_gone\\_by\\_2015](http://www.computerworld.com/s/article/9244694/One_in_four_cloud_providers_will_be_gone_by_2015)

<sup>2</sup> Patrick Thibodeau, Computerworld, December 2013, [http://www.computerworld.com/s/article/9244694/One\\_in\\_four\\_cloud\\_providers\\_will\\_be\\_gone\\_by\\_2015](http://www.computerworld.com/s/article/9244694/One_in_four_cloud_providers_will_be_gone_by_2015)

<sup>3</sup> Based on an IBM internal study designed to replicate usage on five typical IBM customer workloads in the marketplace. The results were obtained under laboratory conditions, not in an actual customer environment, and may vary based on several variables in a production environment.