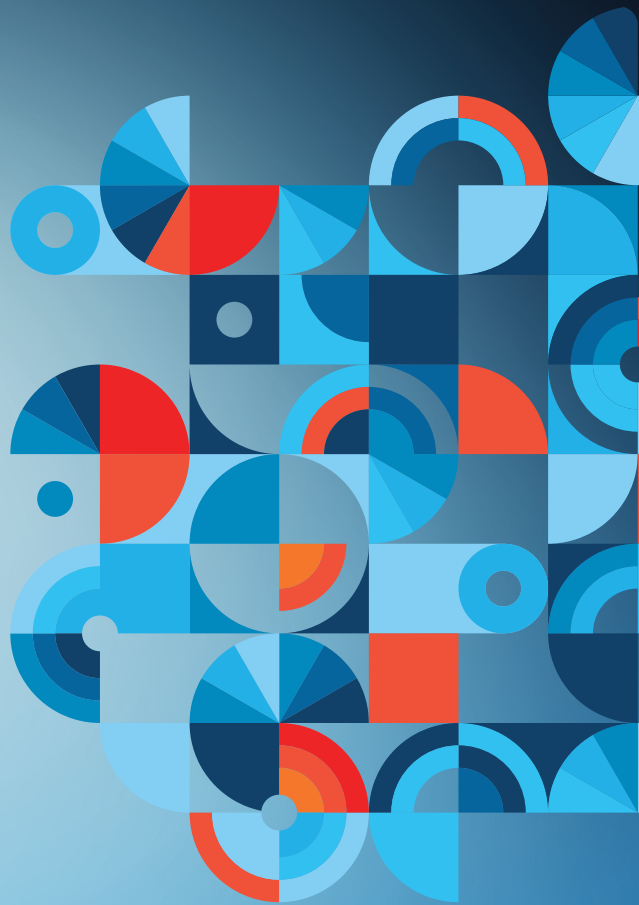




# SoftLayer

## Build the Future

Self-service Cloud infrastructure with instant deployment





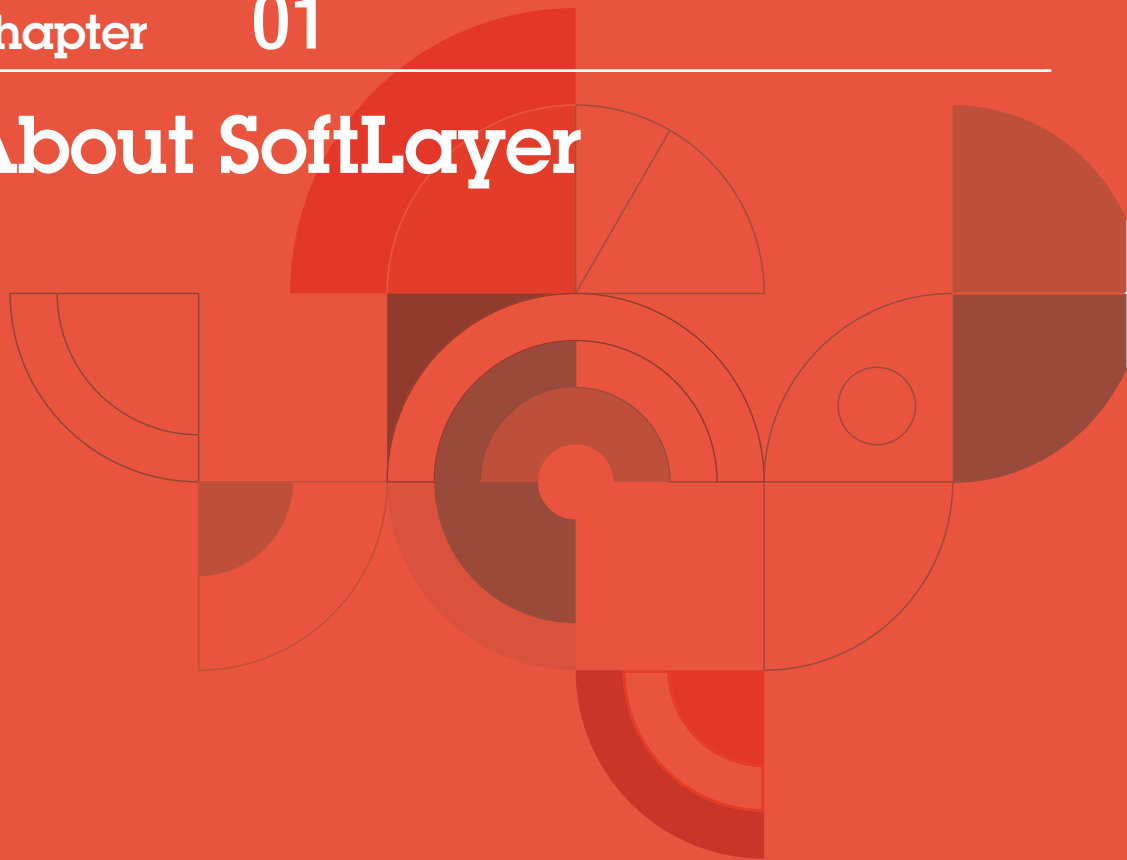
# Contents





## Chapter 01

# About SoftLayer





# About SoftLayer

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**Virtual and physical. Public and private. Hourly and monthly.**

**Our unified platform provides cloud infrastructure at Internet scale.**

**What you want, deployed on demand and in real time.**

**That's cloud without compromise.**

[The SoftLayer story, Lance Crosby, CEO SoftLayer \(10 mins\)](#)

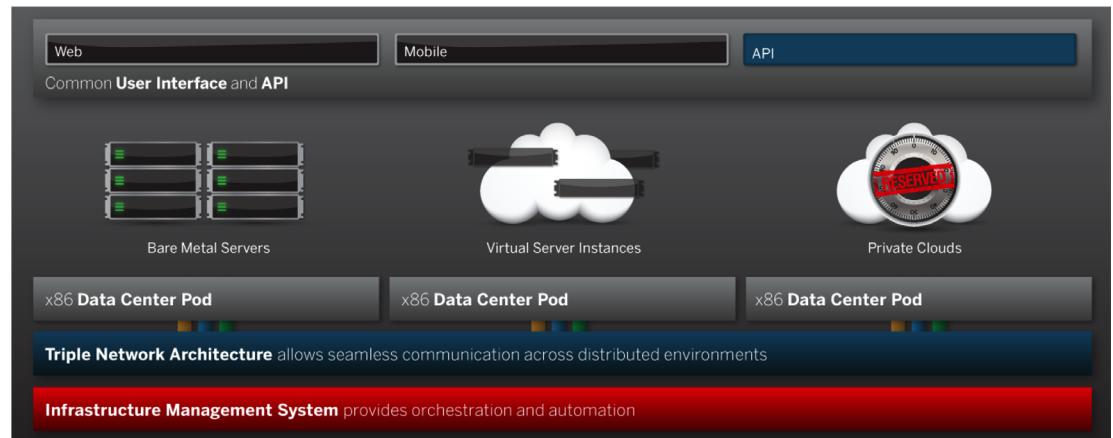


# About SoftLayer

## SoftLayer provides a unified architectural platform with common management and programming interfaces.

Our infrastructure platform seamlessly integrates bare metal servers, virtual server instances, and private clouds all under the same control plane (Web portal, mobile apps, and robust API).

Every aspect of our operations is automated and integrated into a single management system, with API access to more than 3,400 command and control functions. So you can deploy or reboot servers, configure network settings, and reload software—all remotely and at the touch of a button.





# About SoftLayer

**SoftLayer provides a wide range of options for customising and building out your SoftLayer environment.**

Scalability isn't merely the ability to grow. It's the flexibility to start with what you want, grow however you need, and adjust whenever you choose. That's why we have such a wide range of computing, storage, and networking options. But moreover, it's why every service we provide is available in real time without minimum commitments or lengthy contracts.



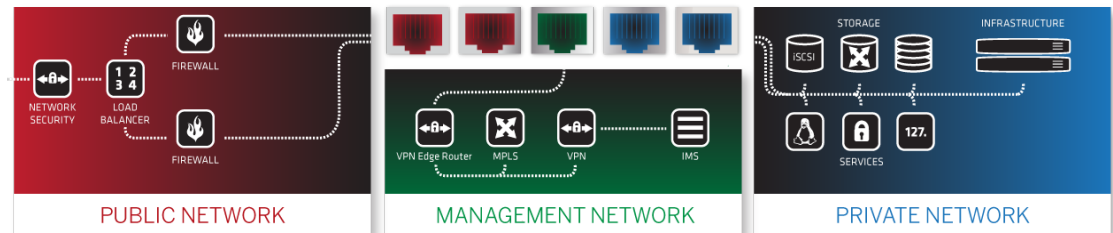


# About SoftLayer

## SoftLayer's triple network architecture

Our triple network architecture segregates public, private and management traffic.

Redundant tier-1 carriers provide 2,000Gbps of connectivity between every data centre and network point of presence. Physical and virtual servers around the world communicate like they are in one rack, with no special networking required.





# About SoftLayer

## Our global platform puts you close to your users – with data centres available soon in Australia

With 13 data centres and 19 network points-of-presence linked via private 20GB point-to-point connections, SoftLayer puts you close to users around the world and gives you exceptional geographic diversity.

In addition, IBM is investing AU\$1.28B\* in new cloud resources to significantly expand our SoftLayer presence and provide you with the localised data management solutions you require.

**IBM will open 15 new centres worldwide** adding to the existing 13 data centres from SoftLayer and 12 from IBM. Among the newest IBM cloud centres will be China, Washington D.C., Hong Kong, London, Japan, India, Canada, Mexico City and Dallas with data centres available soon in Australia.

- ▶ **40 data centres worldwide in 15 countries and 5 continents globally.**
- ▶ **New cloud investments will help meet clients' needs for choice, compliance and data residency.**

\* calculated at a rate of 0.94 USD : 1 AUD  
on April 14, 2014







# About SoftLayer

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## In summary, SoftLayer provides:

### **Seamless provisioning of virtual and bare metal servers**

Virtual server instances may not be the best fit for all workloads. Bare metal servers can offer a higher degree of isolation and better performance. With SoftLayer, you can mix and match to meet your requirements for performance and regulatory compliance and balance cost/performance.

### **Single tenant storage offerings**

You can keep your data stored on dedicated (single tenant) storage systems and not share hardware with other customers. This gives high privacy levels and helps regulatory compliance.

### **Three separate networks for access**

You can increase security and isolation between public internet and your private back-end network. This also helps reduce cost, since there is no charge for traffic on the internal private network, even cross geographies.

### **High Performance**

SoftLayer's infrastructure was built from scratch with performance in mind. You can optimise performance versus cost with extensive SoftLayer options maintaining a highly scalable environment that meets your compute and storage requirements.

### **Open Standard and Extensive API set for high level of customer control**

With more than 3,400 API's available, you can customise and control your SoftLayer environment to suit your needs. Eases integration into your existing environment. OpenStack compatibility options avoid vendor lock-in.



## Chapter 02

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# SoftLayer Services



# SoftLayer Services

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**Your operations are unique and require more than a one-size-fits-all solution. Our fully-automated services let you create the ideal hosting environment for your applications, so you can build your business at Internet scale.**

## Cloud Servers

Just as every job is easier with the right tool, every workload runs better on the right technology. And complex cloud environments can have multiple, widely-ranging workloads. That's why SoftLayer provides powerful [bare metal servers](#) and flexible [virtual server instances](#) in a single, seamless platform: The same data centres, one global network of networks, and a single API, Web portal, and account model.

## Cloud Storage

Whether you're looking for standalone or secondary storage for a server, an out-of-the-box storage solution, or the components to create your own solution, SoftLayer offers cloud storage options as unique and varied as the applications that use them. Big storage. Fast storage. Attached storage. Geographically-dispersed storage. Choose the storage that meets your ideal level of security, redundancy, reliability, and flexibility.

## Networking

You customise your cloud servers to meet your workload's demands. Customise their networking capabilities, too. Built on the foundation of SoftLayer's revolutionary network architecture, we offer an extensive catalogue of network-related services to control traffic to and from your infrastructure—from network uplink upgrades to load balancing within or between data centres to software-defined networking appliances that protect and optimise performance.



# SoftLayer Services

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## Security

In the cloud, there can be many points of entry or attack for malicious activity. SoftLayer provides a wide range of security options for you to choose from, so you can protect your infrastructure with multiple, overlapping layers of protection customised to your needs and interests.

## Developers

Our platform consists of modular, scalable infrastructure services that developers would want to have in order to develop the cloud solution of their dreams. Our open application programming interface (API) provides system-to-system access with more than 3,400 documented methods across 240 discrete services. Supports SOAP and XML-RPC interfaces, and fully integrates with any third-party or custom application.

## Management

With our fully automated platform, SoftLayer customers can directly manage their own infrastructure through API, Web portal, and mobile application. You can log in and access a wealth of information about your systems and account, from usage and performance to billing and user access. Or if you would rather focus your time and resources on your interests and let us focus on managing your infrastructure, we have a team of experts ready to help.



## Chapter 03

# SoftLayer Solutions

3. SoftLayer Solutions ▶



# SoftLayer Solutions

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## Big Data

Big data presents big opportunities, and SoftLayer's platform can help give big data applications their best performance. Get the most out of your big data by customising your ideal solution on our platform. Design one from the ground up, or leverage our selection of turnkey, engineered solutions.

## Digital Marketing

In order to easily process consumer behaviour data, serve ads in real time, and deliver Web and mobile sites for custom campaigns, you need an infrastructure provider with both power and flexibility. SoftLayer infrastructure offers the performance, control, and scalability so you can build the ideal environment for digital marketing, advertising, and media applications.

## E-commerce

Online stores are open around the clock—there's no “after hours” for maintenance tasks and shopping demand changes moment by moment. SoftLayer helps prepare for traffic spikes, increase uptime, secure customer data, and grow when needed without the expense of owning and running infrastructure.

## Gaming

Gamers today expect fast development cycles, no-lag game play, and a flawless overall user experience. So developers and publishers need infrastructure with performance, scalability, and high availability. The SoftLayer platform offers unique advantages for gaming companies looking for high performance, fast scalability, and better overall control of their environments.

## Private Clouds

SoftLayer bare metal servers help provide the ideal, scalable, secure, high-performance infrastructure for running the virtualisation technology of your choice, letting you create virtual servers on your own terms and systems. With complete control over your solution, you'll get reliable, consistent performance along with unprecedented scalability.



## Chapter 04

# Key Facts

### 4. Key Facts





## Key Facts

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- ▶ IBM acquired SoftLayer in mid 2013.
- ▶ SoftLayer is one of the largest cloud infrastructure providers in the world, with more than 100,000 devices under management for approximately 21,000 customers in 140 countries.
- ▶ SoftLayer operates a global footprint of 13 data centres an expansive network of points-of-presence around the world, filled with servers, storage, routers, firewalls and load balancers. This will be expanded significantly in 2014 with the addition of more data centres globally, including Australia in 2014.
- ▶ SoftLayer offers 3,400 APIs and hundreds of hardware configurations so that you can configure exactly what you need.
- ▶ SoftLayer provides you with access to virtualised or bare metal servers from a single client interface, enabling you to get the performance of bare metal as part of integrated cloud architecture.
- ▶ SoftLayer's software automates every aspect of Infrastructure as a Service (IaaS) – enabling it to deliver a broad and high performing cloud platform.





## Chapter 05

# Key Testimonials

### 5. Key Testimonials





# Cloud in Action: **The Loft Group**

*Australian-based creative digital agency takes its digital learning platform to new global markets with SoftLayer.*

## **About the Client**

- The Loft Group is a creative digital agency that specialises in e-learning.
- The Loft Group traditionally designed and printed training manuals most notably for the world's largest cosmetics and beauty company, The L'Oréal Group.
- The company identified opportunities to transform its business model and digitalise training materials for clients via an in-house developed learning software platform.

*In collaboration with:*

**SOFTLAYER®**  
an IBM Company

## **The Solution**

The Loft Group was attracted to IBM's SoftLayer because the technology provided the company's customer support teams with the ability to use analytics to monitor and tune their networks, providing consistent and effective performance.

The IBM brand also factored into The Loft Group's decision to adopt SoftLayer's offering.



*“Being able to precisely and quickly respond to our customers’ needs in every country is a critical pillar of our global expansion, and this level of performance tuning was one of SoftLayer’s biggest differentiators”*

*“By working with a well-regarded company such as IBM, we are able to inspire confidence in our clients that our platform would be hosted in a robust and secure cloud environment.... so having IBM’s brand power behind us makes it that much easier to get our business pitches across the line with clients.”*

— The Loft Group CEO and Founder,  
Gavin Russell

This customer story is based on information provided by IBM and The Loft Group and illustrates how one organisation uses SoftLayer. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results elsewhere.



# Cloud in Action: **Australian Open**

*SoftLayer helps enable a new IBM interactive experience for a major Australian sporting event.*

## About the Client

- For 21 years, IBM has worked with Tennis Australia as the official technology partner of the Australian Open, to help deliver the best experience for fans. During that time, technology has evolved from the launch of the tournament's first website in 1996, to recent innovative analytics and cloud solutions.
- Along with the official range of services IBM provides, new for 2014 was the launch of an IBM ReturnServe application that took fan engagement to a new level. Tennis fans could experience what it's like to face a serve from one of the world's top players with IBM ReturnServe.

*In collaboration with:*

**SOFTLAYER®**  
an IBM Company

This customer story is based on information provided by IBM and Tennis Australia and illustrates how one organisation uses SoftLayer. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results elsewhere.

## The Need

As with [ausopen.com](http://ausopen.com), IBM ReturnServe required a robust and scalable hosting platform to operate from and thus used SoftLayer for its desktop solution.

## The Solution

- SL provided the bandwidth and capability to securely manage dramatic fluctuations in user traffic throughout the two weeks of the Australian Open, as and when required.
- Leveraging SoftLayer's extensive global network for speed and performance combined with the CloudLayer® Content Delivery Network (CDN), the CDN enables the IBM ReturnServe content to be geographically closer to the fans, helping to reduce any latency providing a better user experience, including:

- SoftLayer Managed Services
- Global Load Balancing
- Local Load Balancing
- Firewalls
- combination of Bare Metal Servers and CCIs – the latter were provisioned for development and testing purposes, as and when required.

## Result

- 9,833 people tried IBM ReturnServe across 4 activations
- Approx 52,000 users played with the desktop app.



*"So it's like I'm playing against a pro? Awesome!" – user at Grand Slam Oval*



# Cloud in Action: **HotelsCombined.com**

*SoftLayer provides fast, flexible and scalable servers and storage to a leading hotel price comparison search engine.*

## About the Client

- HotelsCombined.com is the world's leading hotel price comparison website – which was confirmed at the annual World Travel Awards in November 2013.
- Developed in Australia in 2005, the site attracts more than 25 million visitors a month who use the free service to compare hotel prices and make reservations.
- In 2012–13, HotelsCombined.com experienced a phenomenal 67 percent user growth rate and now covers more than 120,000 destinations, 120 currencies and over 40 languages.

## The Challenge

- As a small start-up with big ambitions in 2005, HotelsCombined.com required only one or two servers to kick-start its online search engine service. But as the popularity of the website grew, so did its technology requirements.
- The company needed a cloud provider powerful enough to drive its robust search engine, flexible enough to scale with changing demand cycles, and with global content delivery capabilities to serve a worldwide user base.

- Keen to carry its lean and agile development philosophy across to its work environment, HotelsCombined.com wanted to keep its IT infrastructure staff numbers low and instead channel its efforts and investment into DevOps. The ideal cloud partner would therefore be one that could guarantee its high bandwidth and high-end and low-end servers were cost-efficient enough to make outsourcing economically and operationally viable.

## The Solution

- In 2005, HotelsCombined.com partnered with SoftLayer as its cloud provider. The company chose a combination of dedicated servers and CloudLayer Computing Instances, load balancers and redundant iSCSI storage. This unique combination provides HotelsCombined.com with several thousand cores of server processing power while enabling the company to remain lean and move quickly.
- The company manages its servers directly through a Customer Portal, a centralised control point from which it can provision hardware, change load-balancer configurations and increase storage space.

- HotelsCombined.com currently utilises two IBM SoftLayer data centres in Dallas, Texas. As it continues its strong trajectory of growth, the company plans to take advantage of IBM SoftLayer's data centre facilities in Europe.

*“We didn’t want to run a purely virtual solution and SoftLayer gave us the flexibility to choose. Unlike other providers, we’re not locked into using proprietary applications. We can virtualise what we like and work on dedicated machines when we want to. Our configurations are high-end and quite unique – as it stands, we couldn’t run it with any other provider.”*

— Brendon McQueen, Co-founder and Chief Technology Officer

In collaboration with:

**SOFTLAYER®**  
an IBM Company

*This customer story is based on information provided by HotelsCombined and illustrates how one organisation uses SoftLayer. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results elsewhere.*



## Global Client Case Studies

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*Approximately 21,000 customers are benefitting from the power, flexibility and control that SoftLayer provides. See what some of our clients are saying about SoftLayer. [CLICK HERE](#)*

*These customer stories are based on information provided by each company listed and illustrate how those organisations use SoftLayer. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results elsewhere.*



## Chapter 06

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# Useful Links





# Videos

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- ▶ [IBM and SoftLayer: Enabling high-performance computing](#)
- ▶ [IBM and SoftLayer: Benefits of Virtualised Server Recovery Managed Service](#)
- ▶ [IBM SmartCloud and SoftLayer: Enabling innovation with on-demand cloud computing](#)
- ▶ [IBM SmartCloud and SoftLayer: Flexible, private cloud infrastructure](#)
- ▶ [IBM SmartCloud and SoftLayer: Providing cloud-based infrastructure for DevOps](#)
- ▶ [IBM SmartCloud and SoftLayer: Tackling Big Data and Analytics](#)
- ▶ [IBM SmartCloud and SoftLayer: Enabling real-time global collaboration for social applications](#)



## Demos

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- ▶ [SoftLayer Customer Portal](#) (video tour)
- ▶ [Dallas Data centre](#) (video tour)
- ▶ [Amsterdam Data centre](#) (video tour)





## Relevant Articles

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- ▶ [InfoWorld: Cloud Review – 8 public cloud services put to the test](#)
- ▶ [Top Clouds analyses the top 100,000 web sites to determine the top hosting websites](#)
- ▶ SoftLayer featured in [InfoWorld](#)
- ▶ SoftLayer featured in [Forbes](#)



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