Key Differentiated Value of SOFTLAYER Over the Competition

1. Public, Hybrid, Private Clouds… all in ONE foundation
   1. ONE interface into ALL clouds (public, hybrid, private)
   2. Deploy virtual-server-clouds on shared servers or dedicated servers
   3. Deploy non-virtual (bare metals) servers (without sharing)
   4. Go hybrid – combine them all (virtual, private, bare-metals)

2. Unique, Network-In-Network Design for Unparalleled Security, Access
   1. Three (3) distinct networks; public, private, intra-datacenter
   2. Server admin via private network without exposure to external threats
   3. Private network via non-public carriers, no impact on public bandwidth
   4. Intra-datacenter network allows resource pooling across geographies

3. High Degree of Automation and Portability
   1. “Automate everything”, with API level access philosophy
   2. Robust API library (2,200 APIs, 180 services), drives automation
   3. “Flex Images” Allow for snapshots from virtual or bare-metal servers
   4. Flex image snapshots can redeployed on virtual or bare-metal servers
Flexible and Secure Triple-Network Architecture

- High-performance public network with transit from multiple tier-1 carriers
- Secure OOB management via VPN
- Private network for intra-application and inter-facility communications, access to shared services
- Native IPv6 support
- Virtual racks for integrated management
- Complete suite of network services
One platform, to serve a broad range of customer requirements for performance and isolation

- Highly flexible architecture
- One platform for public cloud servers, private clouds, bare metal servers
- Complete integration
- Unified systems management & API
- Technology-neutral platform
- Support for broad range of operating systems, virtualization platforms
- Build hybrid, distributed, high-performance architectures and manage from a single pane of glass
- Pay by the hour or the month for a truly variable IT operations model
SoftLayer’s solutions and services satisfy the needs of our large enterprise clients for unmanaged infrastructure capability

<table>
<thead>
<tr>
<th>ISVs / Production ERP / Unmanaged Production</th>
<th>Hosted Enterprise Private Clouds</th>
<th>High Performance Computing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• High I/O intensity, Predictable QOE</td>
<td>• High I/O intensity, Predictable QOE</td>
<td>• High I/O intensity, Predictable QOS</td>
</tr>
<tr>
<td>• Supports existing portfolio, license model, and provides platform for future services</td>
<td>• Excellent base to build out enterprise PC requirements (HA, data isolation, encryption, reporting, hybrid cloud, etc.)</td>
<td>• Dedicated high performance servers and GPUs with cloud flexibility</td>
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<tr>
<td>• ISV Application Production Infrastructure</td>
<td>• IBM SCO Openstack, Citrix Private Clouds and VMWare Private Clouds</td>
<td>• Load Balancing</td>
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<tr>
<td>• Global reach and load balancing</td>
<td></td>
<td>• GPU offering available</td>
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<tr>
<th>Big Data, Analytics, Database Services and Archive</th>
<th>Social Business</th>
<th>Mobile</th>
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</thead>
<tbody>
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<td>• High I/O intensity, Predictable QOE</td>
<td>• High I/O intensity/Load balancing</td>
<td>• High I/O intensity, Predictable QOE</td>
</tr>
<tr>
<td>• Flexibility to add additional servers/cloud instances</td>
<td>• Integrated dedicated servers and cloud instances</td>
<td>• Scale cloud instances in minutes</td>
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<tr>
<td>• High availability / security</td>
<td>• Storage services for files and media</td>
<td>• High performing load balancers for variable demand</td>
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<tr>
<td>• Pre-configured Big Data solutions</td>
<td>• Reliable Collaboration software infrastructure platform</td>
<td>• Robust content delivery network</td>
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<td>• Database management services</td>
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<th>Dev Ops</th>
<th>Web Applications / E-Commerce</th>
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<td>• High I/O intensity, Predictable QOE</td>
<td>• High I/O intensity, Predictable QOS</td>
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<tr>
<td>• Elasticity of offering</td>
<td>• Rapid expansion to meet market demand</td>
</tr>
<tr>
<td>• Promotion via cloud of application lifecycle</td>
<td>• Integrated dedicated servers and cloud instances</td>
</tr>
</tbody>
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Industry Use Case: Predictive Transport Network Optimization

Predicts, plans and coordinates the movement of vehicles, assets and cargo and optimizes the transfers between modes of transport.

Enables you to:

- **Optimize** logistics network capacity
- **Improve** asset utilization
- **Automate** and manage multi-modal shipments
- **Achieve** detailed visibility of assets in real time
- **Reduce** inventory and transportation costs
- **Prevent** loss and spoilage of cargo
IBM’s SAP Transportation Management 9.0 Blueprint Provides an Effective Rapid Deployment Solution for a Freight Forwarder

**Order management**
- SAP ERP integration: order-to-cash, procure-to-pay
- Freight orders
- Forwarding orders
- Freight bookings

**Freight planning & tendering**
- Manual & automated planning & dispatching
- Routing, resource & carrier selection
- Order tendering
- Ocean pre-bookings

**Freight execution & monitoring**
- Logistics execution
- Transportation status visibility & monitoring
- Capacity monitoring

**Freight settlement**
- Freight agreement management
- Charge & tariff mgmt.
- SAP ERP integration: forwarding, freight order settlement

**Analytics & reporting**

**Import/export, dangerous goods & compliance**

**Document & output management**

**Integration & connectivity**

**Managed Production**

**Unmanaged Production**
Industry Use Case: Mobile Enablement of Operations

Delivers tasks to a dispersed work force. Records acknowledgment of task receipt and confirmation of completion with auditability

Enables you to:

- **Improve** flexibility using automated workflow management
- **Enable** proactive planning and real-time supervision
- **Improve** visibility into future task assignments
- **Increase** productivity and reduce cost
- **Improve** recovery from unplanned events

Capture the potential of the Internet of Things
Mobile Workload Addresses Key Industry Imperatives

Maximize availability of assets and infrastructure

Key capabilities
• Easy connectivity to existing data & services for mobile usage
• Secure network communications and management

Applications areas
• Enterprise asset management
• Mobile workforce coordination
• Omni-channel access to knowledge base

Improve operational efficiency & reduce environmental impact

Key capabilities
• Management, security, continuous delivery & distribution of apps
• Easy connectivity to existing data & services for mobile usage

Applications areas
• Mobile workforce alerts & notifications
• Mobile enablement of operations delivery

Enhance services to increase revenue and manage capacity

Key capabilities
• High conversion and retention rates with quantifiable business impact analysis
• Streamlined workflow between development & operations with an integrated Enterprise App Store

Applications areas
• Omni-channel distribution
• Mobile analytics

Dramatically improve the end-to-end customer experience

Key capabilities
• Tools to build & test rich & engaging apps for many devices
• User behavior drill down with high fidelity replay & reporting of the user experience

Applications areas
• Customer self service
• Personalized e-commerce
• Loyalty marketing

Managed Production

Enterprise+ IBMSmartCloud

Unmanaged Production

SOFTLAYER®
A Global Hosting Leader

Customers 21,000 in 140 countries

Devices 100,000+

Data centers 13

Top 100,000 Sites By Hosting Provider

Source: Hostcabi.net