

Standing apart in the cloud

80% of organizations will be **using cloud services** by the end of 2014.¹



And many cloud providers are ready to supply them.

But analysts predict **1 in 4** of these cloud providers **will be gone by 2015**.² 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 competition³

Control

3K exposed API methods for granular control

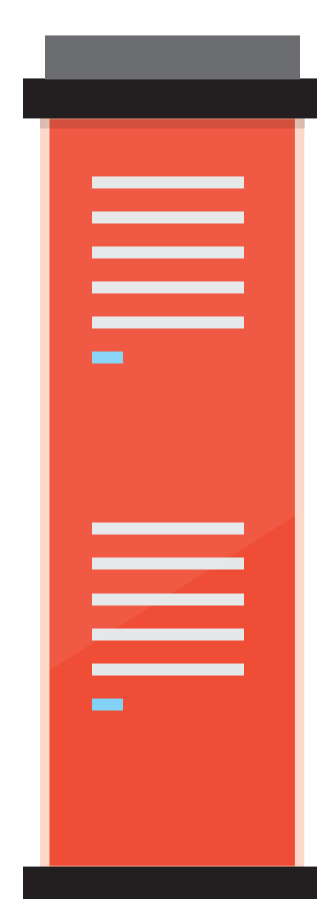
Automates all operations and business tasks

Manage all resources and services through **central portal**



Complete transparency from network to hardware for **greater visibility**

SOFTLAYER
an IBM Company



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



More than **100,000** devices managed for 21,000 customers in 140 countries



Speed of deployment
Shared: Minutes
Dedicated: Hours, not days

More than **130 million** online game players are playing games running on SoftLayer



More than **22 million domains** hosted—roughly one domain for every person in the 10 largest U.S. cities



100's of configuration options



Global footprint of **13 data centers** and more than doubling capacity with 15 data centers planned for 2014

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.

Find out how other organizations are realizing value from SoftLayer.



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



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¹ Patrick Thibodeau, Computerworld, December 2013, http://www.computerworld.com/s/article/9244694/One_in_four_cloud_providers_will_be_gone_by_2015

² Patrick Thibodeau, Computerworld, December 2013, http://www.computerworld.com/s/article/9244694/One_in_four_cloud_providers_will_be_gone_by_2015

³ 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.