Breaking Barriers

IBM Systems - Middleware

Digital Transformation
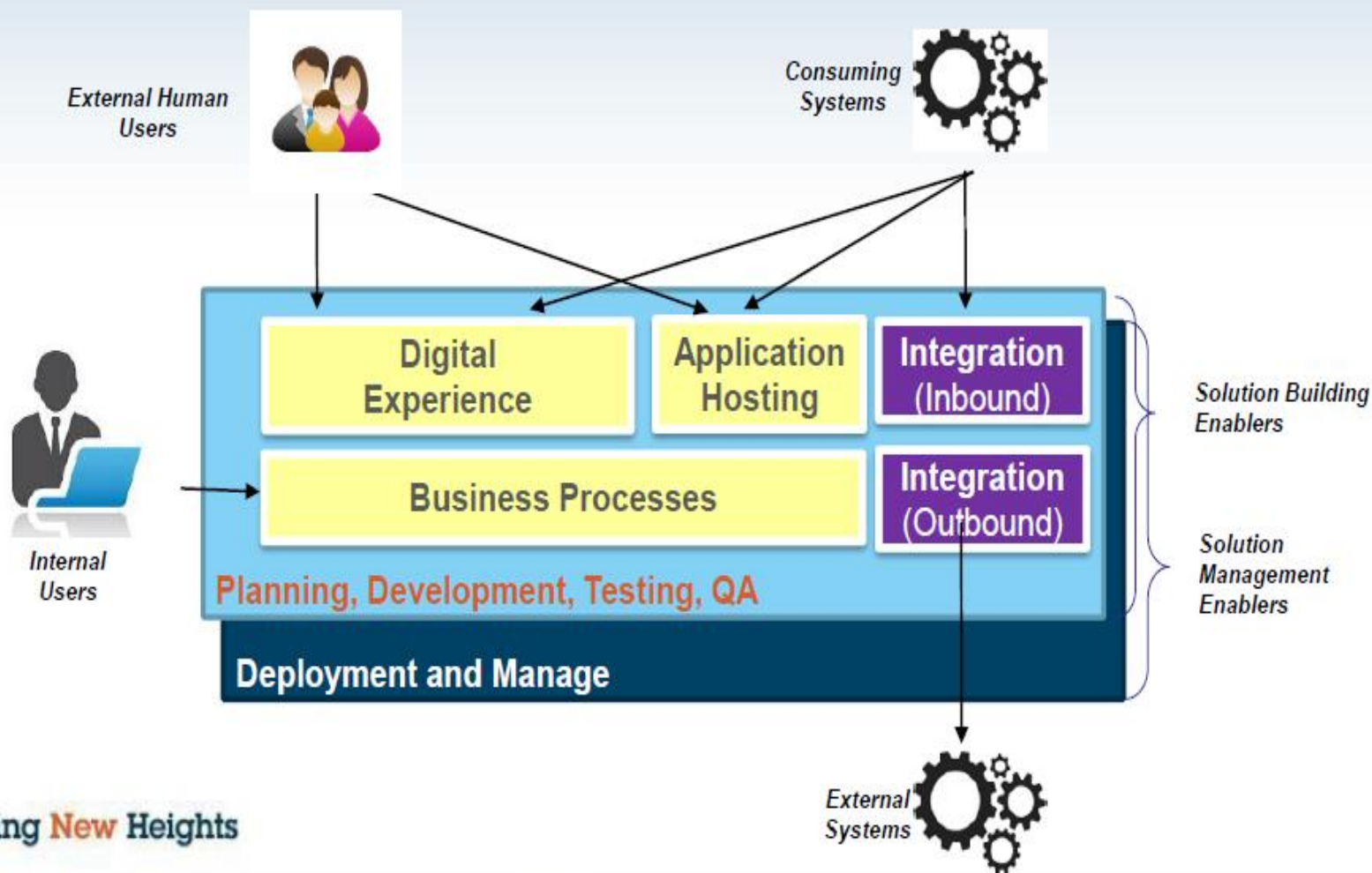
Platform | Integration | IT Service Management | Smarter Process | Digital Experience | System z

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The power of focus

Application-centric functional view

External Human Users

Consuming Systems

Internal Users

Digital Experience

Application Hosting

Integration (Inbound)

Business Processes

Integration (Outbound)

Solution Building Enablers

Solution Management Enablers

Planning, Development, Testing, QA

Deployment and Manage

External Systems

Reaching New Heights

IBM

GREYCELLS
The power of focus

Preparing for a successful digital journey with Middleware

Application Platform
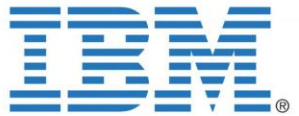- WebSphere App Platform
- Pure Application
- Rational CLM

Smarter Process
- Business Process Mgmt
- Operational Decision Mgmt
- BlueWorks Live

Integration
- MQ
- DataPower
- API Management
- IBM Integration Bus
- Cast Iron

IT Service Mgmt
- Netcool Ops Mgmt
- Performance Monitoring
- Control Desk
- Service Engage

Digital Experience
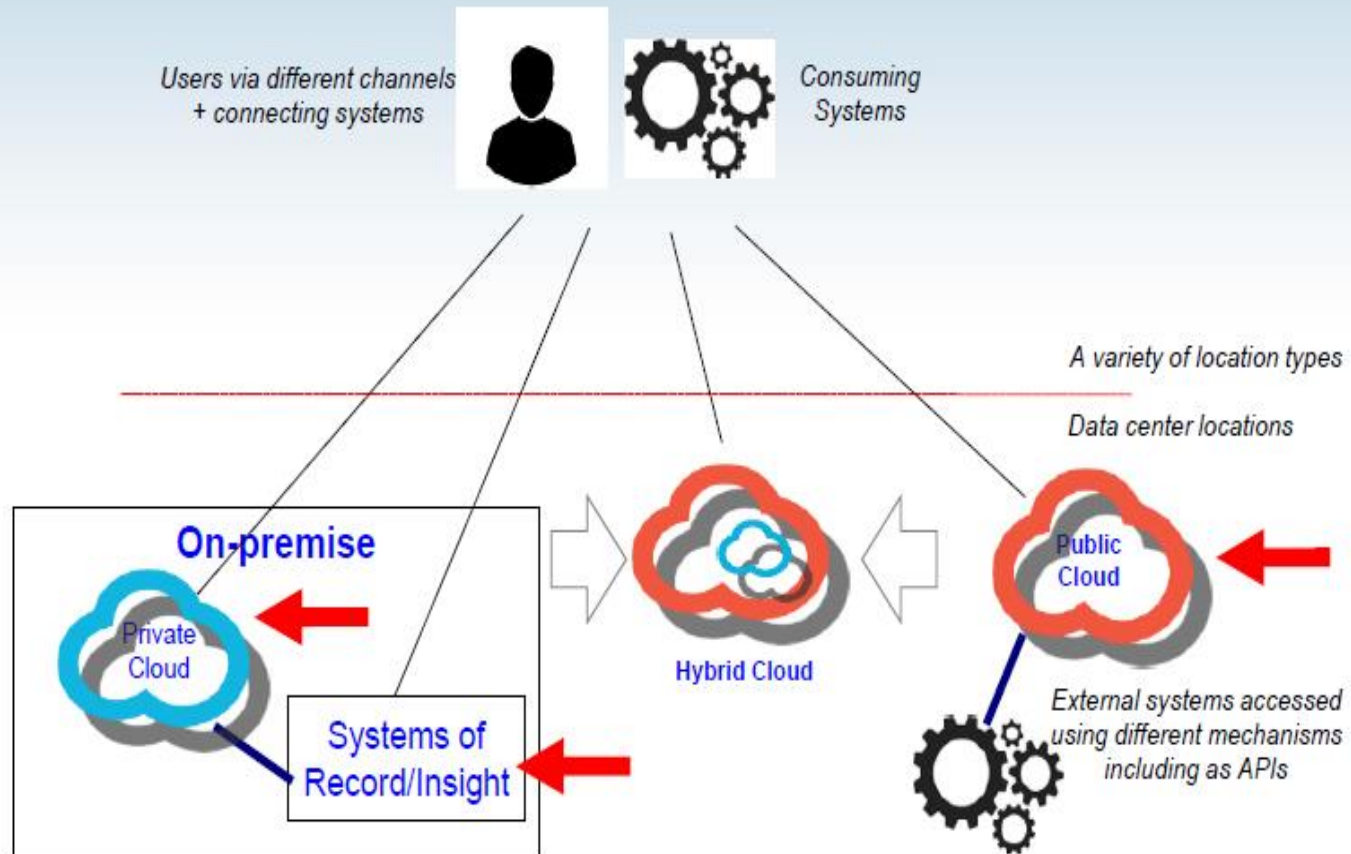- DX Client Experience Suite
- WebSphere Portal

Design

Compose

Deploy

Manage

Optimize

Application Platform
•
IT Service Management
•
Integration
•
Smarter Process
•
Digital Experience

Reaching New Heights

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1/7/2016

A variety of deployment options

Users via different channels + connecting systems

Consuming Systems

A variety of location types

Data center locations

On-premise

Public Cloud

Private Cloud

Hybrid Cloud

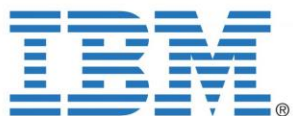Systems of Record/Insight

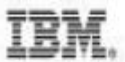External systems accessed using different mechanisms including as APIs

DevOps provides a unified way to deliver applications that can be deployed using different options. PureApp, SoftLayer, Bulemix and Middleware SaaS offerings are key here...

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IBM Middleware LEADERSHIP

Gartner.

IDC

#1 IBM Named Market Share Leader in Application Infrastructure software for 14 Consecutive Years

- *IBM's share of application infrastructure and middleware **market share is 29.1%, outpacing the competition by more than two times***
- *Gartner noted **IBM leads in 9 of the 12** application infrastructure and middleware markets*

North America 2014: Total Systems Middleware Share

+5.2% YtY Market Growth

1. **IBM 16.4%**
2. Microsoft 8.9%
3. CA 5.7%
4. Oracle 5.3%
5. HP 3.9%

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