




# An Operating Environment for Utility Computing

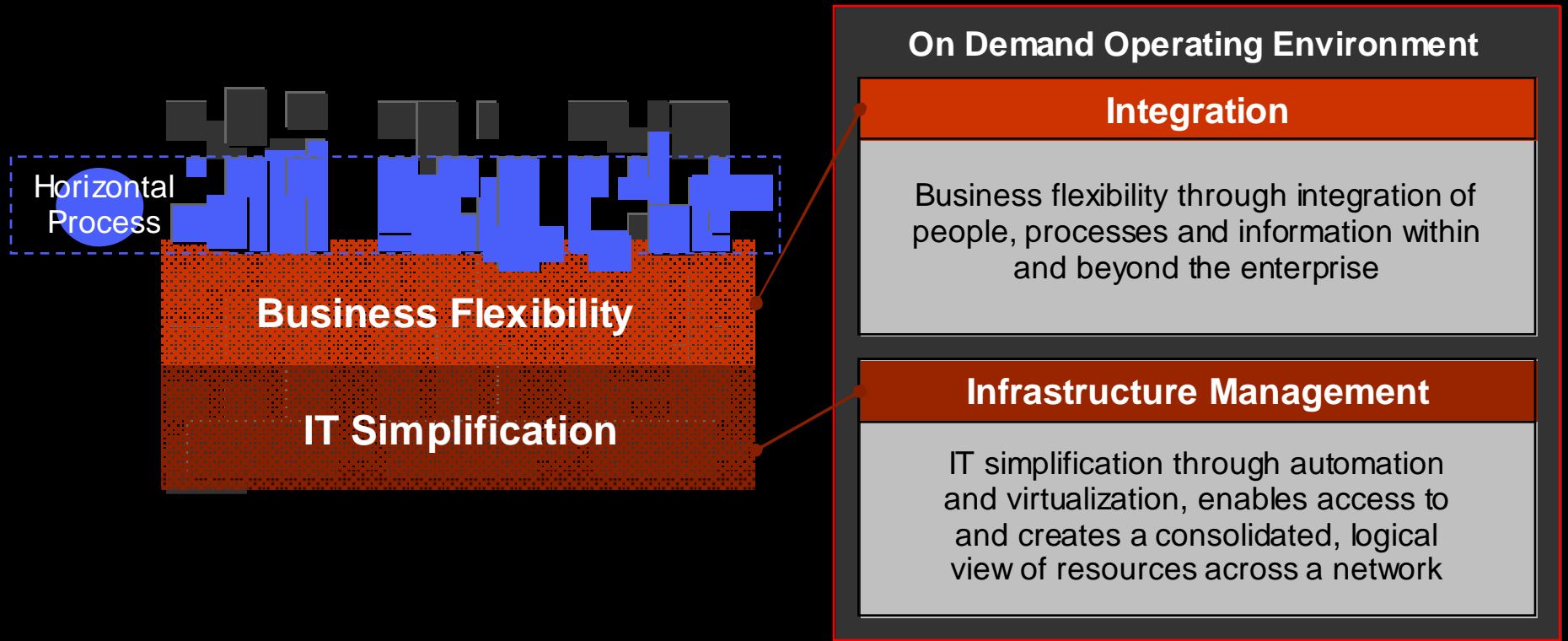
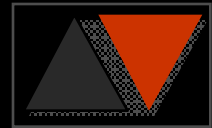
Eric Stouffer  
IBM Software Group

 business on demand

# Utility Computing

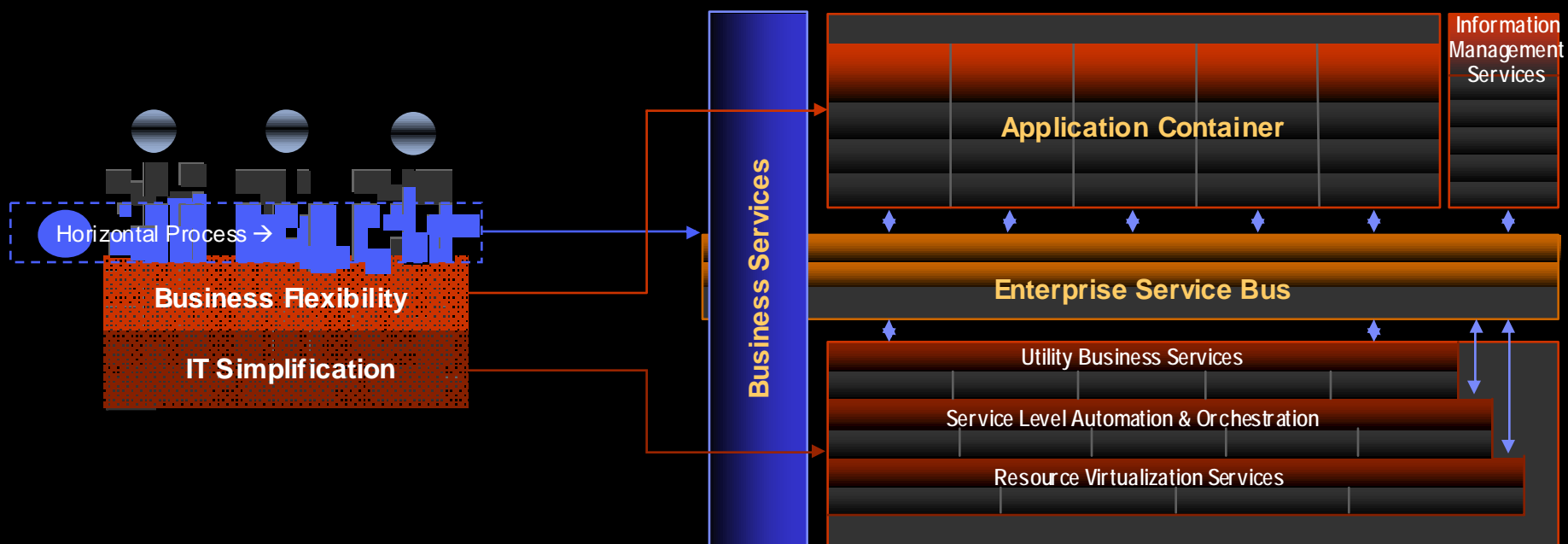
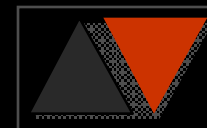
- Place holder for specific slide on utility computing from a hosting perspective

# Requires On Demand Operating Environment



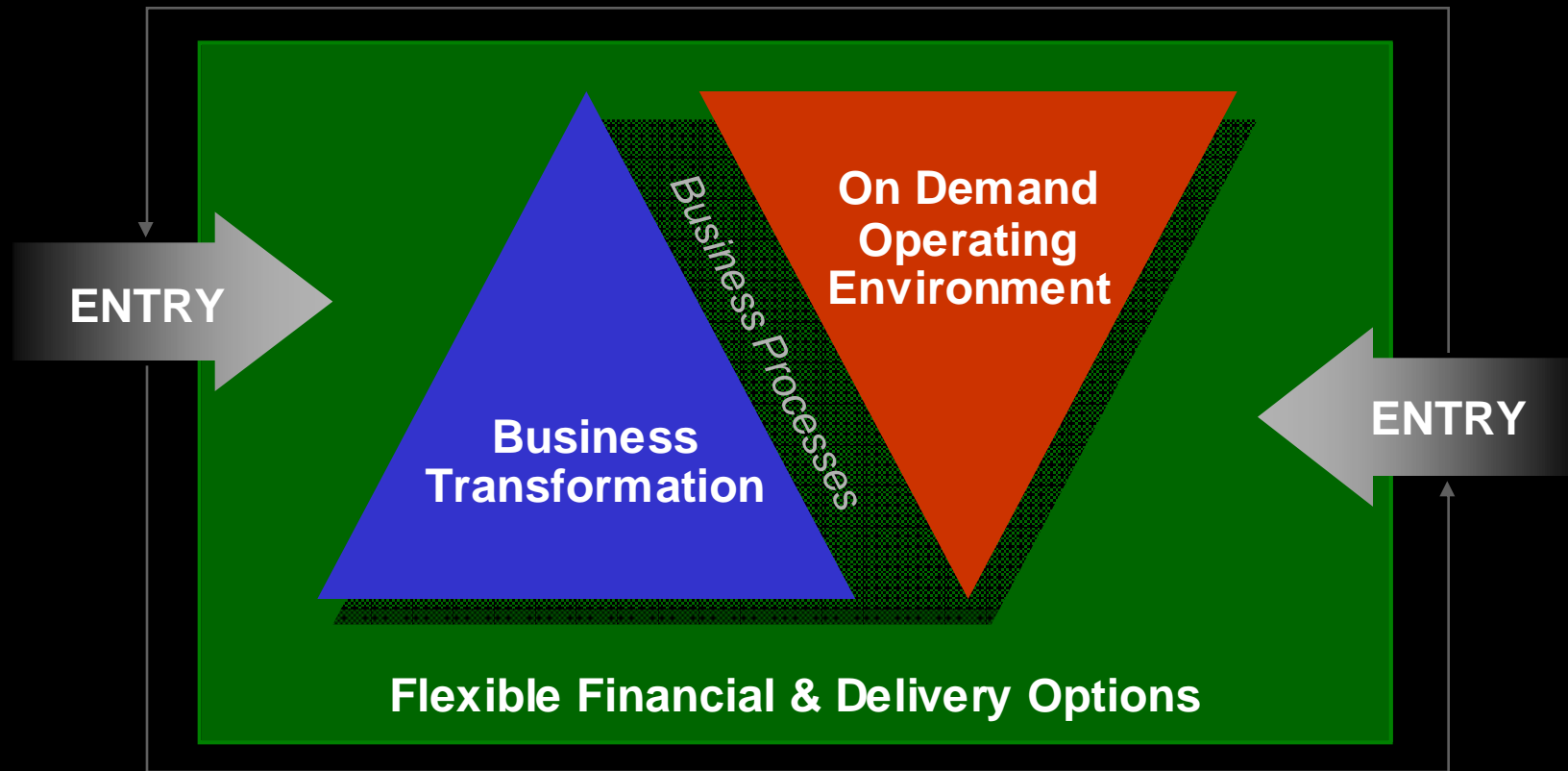
***Open standards are table stakes for an on demand operating environment***

# A Services-oriented Architecture (SOA) is Key



# The Bigger Picture—Business and IT

Where you start depends on YOUR organization's priorities.



- Increasing flexibility is the key—business models, processes, infrastructure, plus financing and delivery

## On Demand Business – The “Why”

An on demand business is an enterprise whose **business processes—integrated end-to-end** across the company and with key partners, suppliers and customers—can **respond with speed** to any customer demand, market opportunity or external threat.

