Cloud Computing

Cloud Adoption Case Studies

IBM Cloud

Cloud Adoption Case Studies

- **How some businesses changed the way they work**
- **American Airlines**
  - Better customer service
- **UBank**
  - Better innovation process
- **Bitly**
  - Scalibility
- **ActivTrades**
  - Increased performance, speedier new functions

American Airlines

- **Starting state**
  - "front facing applications based on monolithic code"
- **End state**
  - Cloud Native MicroServices on the Cloud
- **Why?**
  - improve customer experience and digital channels
  - improve response time to customer needs
- **Results**
  - Faster development and release of new apps
    - how?
  - Better reliability, productivity and end-customer response times
  - Bypass previous solutions' upgrade costs, via migration to Cloud

UBank

- **Starting state**
  - **Self-imposed limit on human resources**
  - **Development model found to be improvable**
- **End state**
  - **Virtual assistant, using IBM Watson technology**
  - **PaaS cloud development model**
    - **meaning?**
- **Why?**
  - **To control CapEx**
  - **To reduce the latency between idea and market, and the need for additional resources**
  - **To remove barriers to innovation**
- **Results**
  - **Faster time to market**
  - **Quicker, easier and more cost-effective innovation**
  - **More efficient operations**

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Bitly

- **Starting state**
  - Monolithic hosting infrastructure
  - "CapEx" costs
- **End state**
  - Scalable hosting platform
  - "OpEx" costs
- **Why?**
  - Pay-as-you-go pricing model
  - Ability to scale up and down
  - Global presence
- **Results**
  - 25B links objects migrated from one hosting site to a Cloud
  - 1B user data objects stored in a cloud-object
  - Geodistribution via more Points of Presence (POPs)
  - Scalable for growth, control and release resources for product development

ActivTrades

- **Starting state**
  - Order latency higher than desired
  - Infrastructure on-premises
  - Time n to respond to new requirements/functions

- **End state**
  - Lower order latency
  - Accelerated execution
  - Time <<n to respond to new requirements/functions

- **Why?**
  - To delivery value to traders

- **Results**
  - 3 trading systems migrated from on-premises infrastructure to Cloud
  - 3x performance boost
  - Security-rich and high-availability environment
  - Faster response to new requirements

videos

- IBM - W1E1 - Welcome to Introduction to Cloud Computing
- https://www.youtube.com/watch?v=kM1LhzSjCw0
- IBM - W1E2 - Definition and Essential Characteristics of Cloud Computing
- https://www.youtube.com/watch?v=G65m3GRUY-c
- IBM - W1E3 - History and Evolution of Cloud Computing
- https://www.youtube.com/watch?v=pY44cob8tsw
- IBM - W1E4 - Key Considerations for Cloud Computing
- https://www.youtube.com/watch?v=nXMgwDEr0oc
- IBM - W1E5 - Key Cloud Service Providers and Their Services
- https://www.youtube.com/watch?v=6oYOeEAtofU
- IBM - W1E6 - Cloud Adoption - No longer a choice
- https://www.youtube.com/watch?v=rMnSiLiC4oo
- IBM - W1E7 - Cloud Adoption - Some case studies
- https://www.youtube.com/watch?v=OeSrpRoM1tk
- IBM - W1E8 - Internet of Things in the Cloud
- https://www.youtube.com/watch?v=sA9KQ2YhrFc
- IBM - W1E9 - Artificial Intelligence on the Cloud
- https://www.youtube.com/watch?v=PDgVFRNr7co
- IBM - W1E10 - Blockchain and Analytics in the Cloud
- https://www.youtube.com/watch?v=rX4LzLGOeLc

Referências

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- https://www.ibm.com/cloud/learn/

- https://www.youtube.com/user/IBMCloud

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