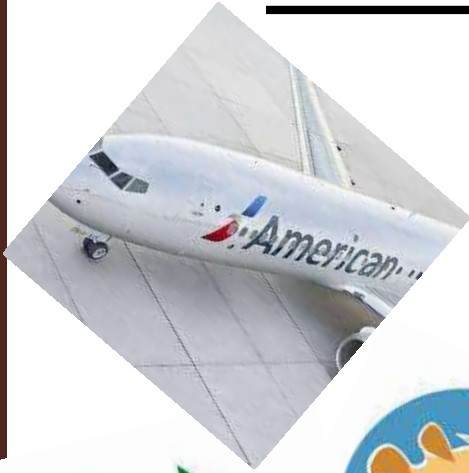# SNS COLLEGE OF TECHNOLOGY

Department of MCA

Case study on
Cloud Adoption - Some case studies

N.Nandhini/AP/MCA, SNSCT

Case Study

❑ Leading businesses have transformed the way they work to provide

1. Better customer service

2. Remove barriers to innovation

3. Achieve enterprise scale

4. Accelerate growth using cloud computing

American Airline

Challenge:

1. Improve customer experience & Digital Channels

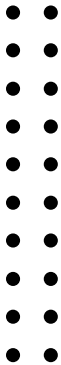2. Improve response time to customer needs

The Solutions:

1. New Cloud based technology platform

2. Upgrade approach to delivering digital self service tools

Better customer service

1. **Faster development & release of new apps**

2. **Better operational reliability, productivity and end customer response time**

3. **Avoiding existing upgrade costs via migration to the IBM Cloud**

UBank

The Challenge:

1. Give more control to developers

2. Reduce need for additional resources

3. Faster speed to market

4. Remove barriers in development

The Solutions:

1. Virtual assistant using IBM Watson technology

2. Platform as a service cloud development model

Removing Barriers to Innovation

UBank

FASTER TIME TO MARKET THROUGH THE CLOUD PLATFORM

QUICKER, EASIER, & MORE COST-EFFECTIVE INNOVATION

MORE EFFICIENT OPERATIONS

The Challenge:

1. **Cloud based model with pay as you go pricing**

2. **Ability to scale up and down**

3. **Greater global presence**

4. **Geo distribute into more POPs**

The Solutions:

1. **Establish scalable hosting platform**

2. **Migrate to IBM cloud environment**

bitly

25 billion data-infused links migrated from one hosting site to Cloud

1 billion user data stored & managed in a flexible, cost-effective Cloud

Scaled for growth, control costs & focus resources on product development

ActivTrades

The Challenge:

1. **Cut Latency**

2. **Accelerate Execution**
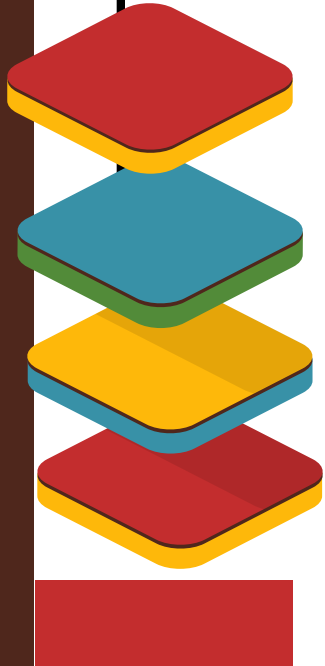
3. **Streamline Delivery of new functions**

The Solutions:

1. **Migrate trading systems to IBM Cloud**

2. **Back data Storage, networking, & Security on IBM Cloud**

Accelerating growth

ACTIV TRADES
Online Broker since 2001

3X PERFORMANCE BOOST

SECURITY-RICH CLOUD
PLATFORM

FASTER RESPONSE TO
NEW REQUIREMENTS

Thank you!