

The value of cloud computing with IBM

IBM can help you realize the benefits of cloud computing, providing the expertise to help migrate, design, build and deploy clouds and the new business models they enable. IBM can offer security-rich and more reliable services and solutions, including:

Software as a Service (SaaS-based Business Process Services)—Improve productivity by enabling agile collaboration

Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) solutions—Simplify the deployment and technology needed to build and manage cloud environments

Realize the benefits

Reduce costs

- Pay only for what you use
- Facilitate software license and hardware savings
- Optimize labor and IT support costs
- Reduce outside maintenance costs

Accelerate time to value

- Take advantage of latest functionality
- Simplify updating or upgrading
- Speed deployment
- Scale IT resources to meet results

Improve reliability

- Optimize system reliability and availability

Why IBM SmartCloud

- **Workloads optimized** for specific tasks or services, facilitating better performance, scale and efficiency
- **Service management** to provide visibility, control and automation across IT and business services, helping ensure enterprise-grade service delivery levels
- **Flexible delivery choices** so you can deploy the right option for your business—whether public, private or hybrid clouds

For more information

To learn more about IBM SmartCloud solutions, please contact your IBM marketing representative, or visit the following website: ibm.com/smartcloud



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IBM Global Technology Services
Flyer

IBM SmartCloud

*Enable increased efficiency and flexibility
with cloud computing*



The power of cloud computing

Cloud computing is a new model of consuming and delivering IT and business services. It enables you to get what you need, when you need it—from advanced analytics to business applications to IT infrastructure and platform services, including virtual servers and storage. It can provide significant economies of scale and greater business agility while accelerating the pace of innovation.

Cloud computing demands “IT without boundaries”—systems that break down traditional silos and simplify access to information in order to deliver better business outcomes. IBM solutions can help you determine where to use cloud computing to realize the greatest value.

IBM SmartCloud solutions can help you determine where to use cloud computing to realize the greatest value.

Choosing the right option

When it comes to cloud deployment, a spectrum of options is available.

- **Public cloud**—Any user can gain access, i.e. with a credit card
- **Private cloud**—All resources are owned, managed and controlled by the enterprise
- **Hybrid cloud**—A merged option of public and private

There are also gradations in between, including third-party managed, third-party hosted and a model called “shared cloud services” or “member cloud services.” With this last model, you must be a member to access the services, which can be offered with either shared or dedicated resources options. IBM SmartCloud services fall into this last category. We believe that this enterprise approach is best for companies looking for security-rich and reliable cloud services. There is no single right way to implement a cloud solution, but IBM can help you plan, build and deliver the right cloud option for your business.

IBM Cloud portfolio to support your business

Plan:

IBM Infrastructure Strategy and Design Services for Cloud Computing	Build a strategy and road map for your cloud adoption
IBM Data Center and Facilities Strategy Services	Make your data center cloud ready
IBM Networking Strategy and Optimization Services	Tune the network to be cloud ready
IBM Professional Security Services	Make your cloud security rich

Build:

IBM Smart Business Compute Cloud	Build your private cloud for your different compute workloads
IBM Smart Business Desktop Cloud	Virtualize desktops from your data center
IBM Smart Business Storage Cloud	Make your storage cloud ready
IBM CloudBurst™ 2.1 for System x® and System p®	Start up cloud hardware, software and services
IBM Cloud Service Provider Platform (CSP ²)	Deploy a framework for cloud service providers

Deliver:

Infrastructure as a Service from the IBM SmartCloud

IBM SmartCloud Enterprise	Gain a more agile, faster self-service environment for your computing needs and pay by hourly use
IBM SmartCloud Enterprise+	Get a managed and highly available cloud service for mission-critical workloads
IBM Smart Business Desktop on the IBM Cloud	Virtualize desktops from the IBM cloud
IBM Tivoli® Live – service manager	Access service management software as a service (SaaS)
IBM Tivoli Live – service monitoring	Monitor IT resources without paying for software licenses

Delivering cloud security and resiliency

IBM Managed Security Services	Security services from and for the cloud
IBM SmartCloud Managed Backup	Keep a resilient infrastructure

Software and Business Process as a Service

IBM LotusLive™ Collaboration Suite	Get webmail, web conference, wikis and more
IBM Smart Business End User Support	Enable a self-enablement portal