

Trying to reduce costs, increase agility, improve customer loyalty, and drive new sources of revenue?

IBM Cloud



Industry leaders are using cloud today and realizing some pretty impressive results.

Strategic Reinvention

Reduce IT and operational costs, increase capacity and performance, and enable new business models



Better Decisions

Remove complexity, simplify processes, eliminate bottlenecks, and leverage data and analytics



Deeper Collaboration

Ensure network availability with flexible, secure and reliable architectures for working within and across companies

Almost **2x** the revenue growth

Nearly **2.5x** higher gross profit growth than peers

Cloud is the growth engine for business.



Benefits for the Telecom Industry

- 1] Reduce the cost and improve efficiencies of IT and network infrastructure
- 2] Innovate and deliver new service offerings on next generation networks
- 3] Build a cloud ecosystem to launch new service offerings and improve customer loyalty

Telecom companies are using Cloud for competitive advantage, translating to benefits for their customers as well:

Almost **2/3***

use Cloud to make better, data-driven decisions.

>50%*

use Cloud to drive deeper collaboration across organizations and ecosystems.

83%*

will be using hybrid Cloud this year.

* IBM Center for Applied Insights

<http://www.ibm.com/smarterplanet/us/en/centerforappliedinsights/article/globalcloud.html>

Here's a good example



at&t

AT&T and IBM are delivering a highly secure, first-of-its-kind 'network-enabled' cloud service that uses private networks rather than the public internet.

This new service gives companies yet another way to innovate, create new value, and transform their businesses and industry.

Andy Geisse
CEO
AT&T Business Solutions

The potential for the cloud based services market is estimated at \$126 billion USD by 2015*. Advances in technologies like cloud and next-gen networks challenge legacy systems' ability to keep pace and give telecoms an option to compete in a dynamically changing marketplace.

*<http://www.businessweek.com/stories/2010-11-03/m-and-a-among-emerging-market-telcos>

IBM has helped tens of thousands of organizations to gain competitive advantage through cloud.



Think it.

Strategize how to use cloud to drive revenue growth and efficiencies.



Build it.

Build and run your private or dynamic hybrid cloud.



Tap into it.

Utilize cloud services delivered from IBM Cloud.