

## AppZero – Grows business 800 percent with IBM and launches a migration as a service solution on a SoftLayer cloud platform

### 800% business growth

in one year resulting from new opportunities, including migrations to SoftLayer® environments

### 500% increase

in business anticipated over the next year with a new service offering hosted on a SoftLayer platform

### Drives global expansion

with IBM clients and SoftLayer data centers worldwide



### Solution component

#### Services

- SoftLayer®



**Business challenge:** As a provider of a software solution for migrating Microsoft Windows applications to cloud environments, AppZero sought strategic relationships with cloud leaders. By teaming with a global cloud company serving a broad base of Windows users, AppZero could drive new revenue and grow its business worldwide.

**Solution:** In addition to identifying sales opportunities for AppZero's existing software solution, IBM worked with the business to develop an innovative migration as a service offering that provides AppZero migration technology hosted in a powerful SoftLayer cloud environment.

*“Our close partnership with IBM and SoftLayer is a natural way to extend and help IBM customers move to the cloud.”*

*—Greg O'Connor, president and chief executive officer*