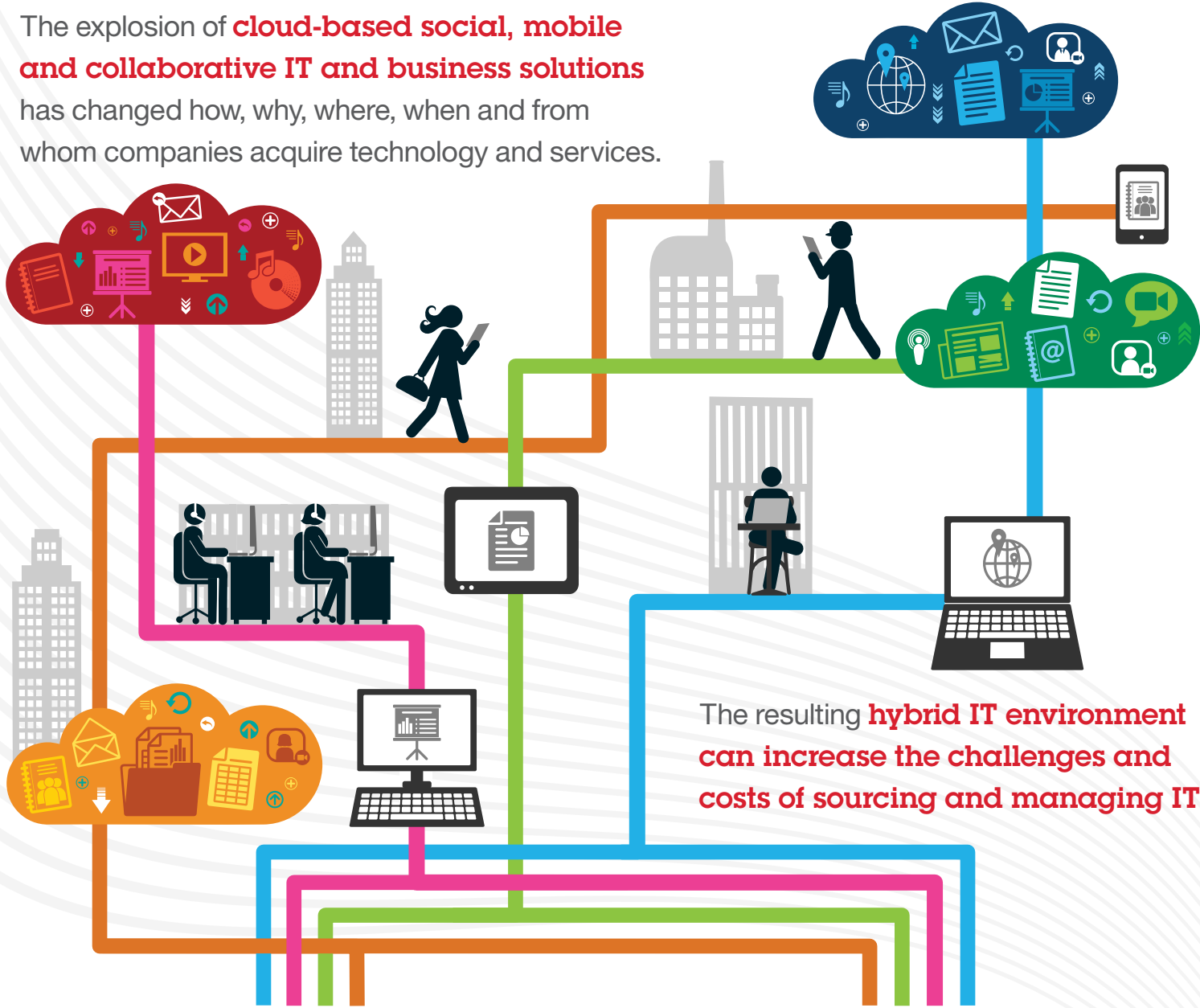


Are you getting the most from your hybrid IT environment?

The explosion of **cloud-based social, mobile and collaborative IT and business solutions** has changed how, why, where, when and from whom companies acquire technology and services.



2x procurement costs alone

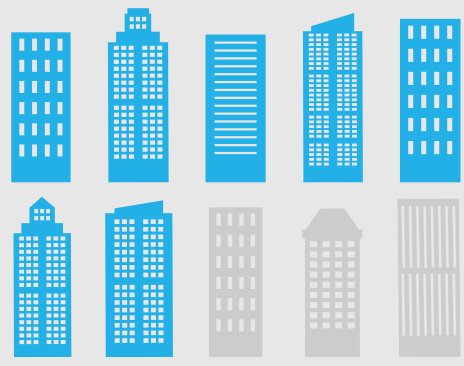
caused by complexity, redundancy and lack of integration of disparate solutions and incompatibility with current practices and policies

Lost business and innovation opportunities

due to the inability to fully capitalize on the agility benefits of cloud solutions and hybrid environments

Partner to optimize sourcing benefits

70% try D-I-Y



Most enterprises begin by handling their own sourcing and management. One year later, most find it to be an inefficient use of their valuable IT resources



Alternatively, enterprises are turning their sourcing and integration needs over to experienced sourcing providers, freeing IT resources and helping them to **innovate** and **explore new ways of doing business—and saving tens of millions annually**



- Rapid **solution integration**
- Simplified **vendor coordination** and selection
- Cost-effective **optimization** of the hybrid environment
- Collaborative innovation for **better business outcomes**

Find the right sourcing provider

Providers should be **effective in all aspects of hybrid environment sourcing and management**



Start now for better sourcing outcomes

- Identify and prepare for new complexities**
Conduct asset and exposure audits annually to avoid surprises
- Get procurement and sourcing under control**
Determine and address policy weaknesses with a trusted third party
- Realistically assess your ability to manage**
As hybrid complexity grows, managing IT and business sourcing becomes more difficult
- Engage qualified sourcing providers**
Assess providers against the attributes above



Doing nothing comes at a high cost

Greater risks. More costly and challenging IT sourcing and management.

Want to know more?

The insights shared here draw on research conducted by Saugatuck Technology and summarized in the paper, "Optimized Sourcing in Hybrid Environments." Learn how organizations are overcoming the challenges associated with hybrid computing by sourcing through experienced providers. Read the paper today at <http://bit.ly/HybridITSourcing>

IBM's survey of more than 1,300 sourcing decision makers provides further evidence of sourcing's business benefits. Read "Why partnering strategies matter: How sourcing of business and IT services impacts financial performance" to learn how sourcing is driving innovation and greater profitability. Visit <http://bit.ly/sourcingIT>