

# Accelerate IT Operations with Cloud



---

## Highlights

- IT leaders must satisfy requests for new and improved functionality despite having up to 70% of their IT budget dedicated to systems maintenance and operations
  - IBM Software-as-a-Service solutions help IT teams break the cycle of maintenance updates so they can deliver business applications to drive innovation
  - The IBM Cloud for IT Operations includes solutions that provide elasticity without capital expense, and protect from attacks and fraud
  - IBM offers best-in-class SaaS applications to accelerate innovation and focus on business goals rather than IT
- 

Today's IT leaders are in a challenging situation: according to IDC, up to 70% of their IT budget is spent on systems maintenance and operations<sup>1</sup>, yet they need to manage an expanding list of new applications and devices. In addition, the IT practitioners are looking for ways to manage a complex environment that crosses cloud delivery models.

In this global and interconnected world, IT infrastructures must be more flexible. IT has a vital role to play driving innovation, but how can they when technology teams are spending their time and budget focused on the status quo?

According to a recent IBM study, Software-as-a-Service (SaaS) solutions deliver not only a cost-savings deployment option, but also something even more compelling: competitive advantage<sup>2</sup>. While the top motivation for adopting SaaS is to reduce costs, nearly half of the survey respondents report a measured gain in competitive advantage. And, IT is collaborating with Line of Business to drive innovation.

## The Power to Innovate

IBM Cloud helps IT teams break the cycle of maintenance and infrastructure updates so they can innovate—using a broad set of middleware designed to help IT leaders and practitioners develop and manage applications, orchestrate and optimize their infrastructure, manage mobile devices, counteract fraud and malware, along with other IT services.

Highly effective companies deploy SaaS solutions to drive innovation and get to market quickly without compromising their IT standards. SaaS is much more than a delivery choice for software deployment. It is a strategic choice with distinct advantages for the enterprise and its leaders to:

- Improve business agility
- Provide best-of-breed offerings
- Have access to the most current software
- Manage with predictable operating expense
- Optimize application performance

---

<sup>1</sup> Source: IBM, *Embracing SaaS: A Blueprint for Success* (IBM Cloud | SaaS, 2014)

<sup>2</sup> Source: IBM, *Champions of Software as a Service, How SaaS is fueling powerful competitive advantage* (IBM CAI, 2014)



IBM has a suite of subscription-based SaaS solutions for IT Operations that deliver elasticity without capital expense, integrate public and private cloud environments, protect from attacks and fraud, and more. IBM Cloud solutions for IT Operations include:

- **IBM SmartCloud Control Desk:** providing a common control center for managing business processes for both digital and physical assets
- **IBM Fiberlink MaaS360** delivering a comprehensive cloud-based management and security solution for mobile devices

Other IBM Cloud solutions for IT Operations include:

Aspera, an IBM Company  
 IBM Application Performance Management  
 IBM B2B Cloud Services  
 IBM Blueworks Live  
 IBM Business Process Manager on Cloud  
 IBM Maximo Asset Management  
 IBM Maximo Inventory Insights  
 IBM Websphere Cast Iron Live  
 Trusteer, an IBM Company

**Visit the IBM Cloud marketplace to explore SaaS solutions for IT Operations.**  
[ibm.com/cloud/marketplace](http://ibm.com/cloud/marketplace)

### Focus on business, not IT deployment

IBM offers best-in-class SaaS applications that help IT Operations professionals accelerate innovation and focus on business goals rather than IT deployment. IBM is a global SaaS leader with over 100 applications—supported by IBM Cloud data centers around the world—and delivering the enterprise-grade security, availability and elasticity you expect from IBM.

IBM presents a wider range of SaaS options than any other provider, combined with a broad set of options for deployment. These encompass a unique portfolio of SaaS solutions that accelerates business process innovation, delivers business analytics at the point of impact, and enables collaboration by creating and linking business networks.

### For more information

Learn more about the IBM Cloud SaaS solutions portfolio today:

- Visit: [ibm.com/saas](http://ibm.com/saas)
- Call: 1-877-426-3287
- Follow [@ibmsaas](https://twitter.com/ibmsaas) and [#ibmsaas](https://twitter.com/ibmsaas)
- Speak with your IBM representative or business partner



© Copyright IBM Corporation 2014

IBM Corporation Software Group  
 Route 100  
 Somers, NY 10589  
 U.S.A.

Produced in the United States of America  
 June 2014

IBM, the IBM logo, [ibm.com](http://ibm.com), IBM Cloud, Smarter Cities, and Smarter Commerce are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at “Copyright and trademark information” at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

IBM and IBM Cloud are separate companies and each is responsible for its own products. Neither IBM nor IBM Cloud makes any warranties, express or implied, concerning the other’s products.

The content in this document (including currency OR pricing references which exclude applicable taxes) is current as of the initial date of publication and may be changed by IBM at any time. IBM Business Partners set their own prices, which may vary. Not all offerings are available in every country in which IBM operates.

The client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions.

It is the user’s responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs. THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

The client is responsible for ensuring compliance with laws and regulations applicable to it. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the client is in compliance with any law or regulation. Statements regarding IBM’s future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.



Please Recycle

ZZS03212-USEN-01