

**TO:** IT infrastructure and operations leaders

**RE:** IBM® Cloud Brokerage Managed Services –  
Cost and Asset Management



## Optimize hybrid cloud expenses and assets



Global spending on public cloud services is expected to increase from **USD 128 billion** in 2017 to more than **USD 266 billion** in 2021.<sup>1</sup>



Today, **seamlessly managing a hybrid cloud infrastructure** as though it were a single environment with a single service level is a huge challenge.<sup>2</sup>



You need the right monitoring and governance tools that feature **innovative solutions** for integration, workload balancing and portability.

### With the purpose-built hybrid cloud Cost and Asset Management application from IBM, you can:

Gain ongoing visibility into your on- and off-premises IT resources with quick dashboard views for cost, assets and policies

Continuously manage asset changes across providers by establishing a standardized tagging model using recommendations and policy setting

View current and projected asset costs overall and drill down by application, project, business unit and other parameters

Proactively respond to variances and deviations before they turn into problems through automated issue notification and alert escalation across providers

### The IBM difference

The IBM application taps into years of IBM experience to offer recommendations that help you set policies to streamline cloud usage across the board, predict future trends and identify waste.

The Cost and Asset Management solution is integrated as part of the IBM Cloud Brokerage Managed Services suite of applications, offering a prescriptive path to adopting a hybrid cloud operating model. IBM Cloud Brokerage Services helps you align consumption, operations and delivery across a variety of providers.

To learn more,  
click here.



<sup>1</sup> IDC Worldwide Semiannual Public Cloud Services Spending Guide, July 18, 2017.

<sup>2</sup> "How hybrid cloud services solve five critical challenges for CTOs," Hurwitz & Associates, Nov. 19, 2015.

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