

IBM Cloud Advisory Services

Achieve more success in the cloud while unlocking business value



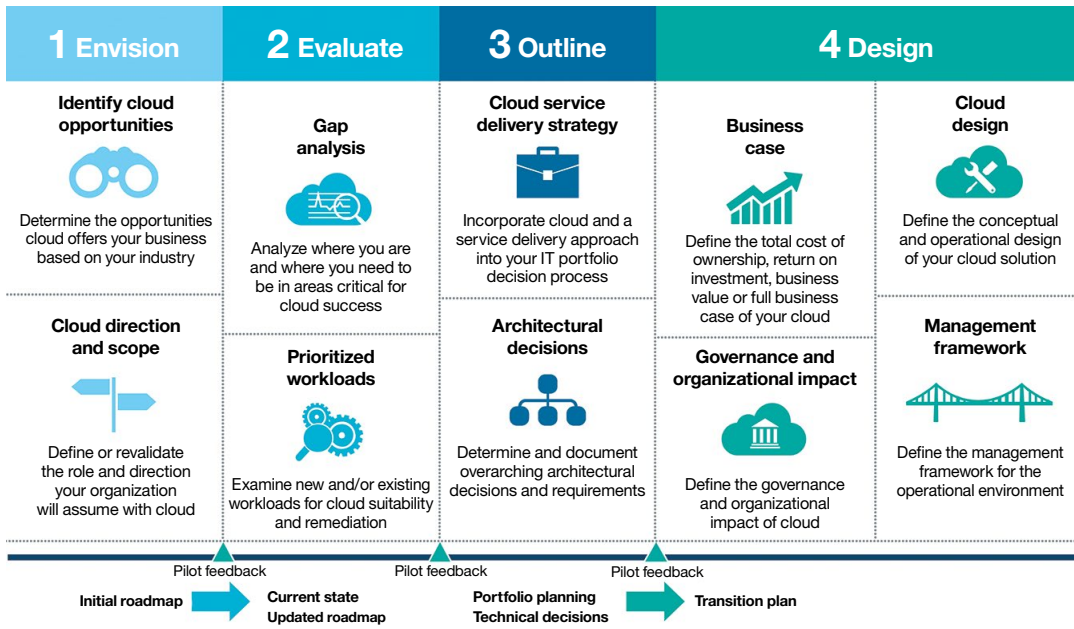
Highlights

- Helps determine your adoption readiness by evaluating your environment and capabilities
 - Supports a more effective service delivery strategy by helping you integrate cloud into your enterprise
 - Provides an actionable roadmap for more effective cloud adoption
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Cloud is no longer just an IT delivery option; it's a strategic business imperative. It empowers new technologies such as mobile, social and big data and offers a number of business advantages. To support growth and innovation, you need the right cloud infrastructure and the right organizational and governance strategies to help you better realize the benefits of cloud adoption. But achieving success in the cloud is a complex and undertaking that involves an analysis of the business imperatives that are driving your need for cloud adoption as well as the cloud capabilities required to exploit business opportunities. In your journey to transformation through cloud, you need a service provider that has experience with hybrid environments and expertise to help you every step of the way.

IBM Cloud Advisory Services helps you define a value-driven cloud computing strategy using rigorous analysis tools. IBM consultants use a unique cloud adoption framework and the IBM Cloud Workload Analysis Tool to help you analyze your existing environment and determine the cloud computing model best suited for your business. Our specialists help you identify the business areas and workloads that can, when migrated to a cloud computing model, facilitate reduced costs and improved service delivery in line with your business priorities. We also help you determine and address cloud's impact on your IT services, organization and governance to support a smoother implementation. IBM takes a collaborative approach to cloud adoption, weaving together business insight, advanced research and technology to help give you a distinct advantage in today's rapidly changing environment.





Helping identify and understand the gaps in your current environment

Our team helps identify and evaluate the vulnerabilities in your current infrastructure and capabilities that need to be addressed to successfully transition to a hybrid cloud environment. We can also identify the skills and capabilities that are required to plan, define and manage the services and cloud platforms. This assessment can also include your application portfolio, infrastructure, management, resiliency, security systems and current design. Through this analysis, we create a prioritized plan to help address those gaps and determine the level of readiness required to achieve your stated cloud objectives. In addition, we help you gain a better understanding of your workload's

suitability for cloud by gauging your workload's fit, design, interactions, connectivity, response time requirements and security characteristics.

Supporting your service delivery strategy by outlining your technical blueprint

Based on the conclusions from the evaluation stage, we help outline a plan to incorporate cloud into your IT portfolio and delivery strategy while also identifying the decisions that need to be made for delivery, integration and vendor selections throughout the service lifecycle. From there, we help identify and document the functional and nonfunctional architectural decisions that are to be made, along with all the considered

alternatives, justifications for selecting various options and the potential implication of your choices. This is where we can tie in the requirements and constraints to help show how they drive your decisions. Where hybrid cloud adoption is called for, we help you understand its implications, and plan as well as execute a suitable hybrid strategy.

Designing your roadmap for success

We help guide your vision for success in the cloud with the help of a customized roadmap, the key elements of which include:

- **Business case** - While cloud may drive some operational cost savings, it's important to link your cost case to business value instead of relying solely on cost savings for decision. You should also develop cloud investment models, a transition plan and establish a cloud financial analysis.
- **Cloud design** - Development of the operational design begins at the logical level and progresses to the physical level. Once the design is complete, we can conduct one more evaluation to help make sure the risk points have been addressed.
- **Governance and organizational impact** - The number of vendor contacts in a cloud-enabled, mobile, social and collaborative business environment—combined with adoption and use of disparate solutions and providers—can increase the challenges and costs of managing IT. In the hybrid environment, you can see IT evolve to become a service broker and integrator, which requires greater levels of trust, transparency and accountability in order to effectively respond to business needs.

- **Management framework** - We can bridge the gap between the design and implementation by helping you create a baseline for your organization's service management processes, operating model and integration model. Based on your chosen cloud role (cloud consumer, provider, or broker or integrator), you can adapt key model changes to support your cloud adoption.

Why IBM?

According to IDC, clients highlighted IBM as the strongest in providing functional and industry insights and competence, and using resources globally¹. Synergy Research ranked IBM as the number one hybrid cloud provider for the enterprise.² With in-depth consulting and implementation expertise built over 9,000 cloud engagements and a wide portfolio of cloud services, IBM helps you take the next step with strategy, design, implementation and migration services. We have first-hand experience with cloud-enabled transformations and have implemented clouds internally for significant cost and efficiency savings. Our assessment services and accelerators can jumpstart and expedite business value.

For more information

To learn more about the IBM Cloud Advisory Services, please contact your IBM representative or visit the following website: ibm.com/cloud



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¹ IDC Marketscape: Worldwide Cloud Professional Services, 2014 Vendor Analysis

² IBM press release: Synergy Research Ranks IBM as the #1 Hybrid Cloud Provider for the Enterprise. November 3, 2014.
<http://www-03.ibm.com/press/us/en/pressrelease/45303.wss>



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