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## Overview

### The need

The enterprise needed to retake control of their IT services supply chain in order to offer their customers a one-stop consumption experience, independent of supplier, and provide greater value by building on technological innovations

### The solution

The leadership of the enterprise chose to employ Gravitant cloudMatrix™ cloud service brokering technology platform as the platform of choice to enable its shared services organization to become a cloud service broker

### The benefit

By quickly moving to a Hybrid IT delivery model, the enterprise increased its speed and agility by providing self-service IT to their business units; created cost and usage transparency from Day one; and established a long-term IT services delivery model with IT approved resources

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## Multi-national enterprise

### *Enterprise transforms into cloud broker to deliver greater value*

A multi-national enterprise with over 100 years of history providing value to legal, tax, finance, healthcare organizations on a global scale has undergone a transformation. Their value is created by combining information, deep expertise, and technology to provide their customers with solutions that improve their quality and effectiveness.

A strategic cornerstone of their transformation is the focus on delivering value across multiple, global markets by creating and sharing services. In 2013, the highest strategic-level of this enterprise established the following key initiatives:

- Expanding leading, high-growth positions by driving growth in digital solutions and sources
- Support customer critical decision-making that increases productivity by using new technologies (mobile applications, cloud-based services, and integrated solutions)
- Drive efficiencies in sourcing, technology, real-estate, organizational process and distribution channels – deliver these cost savings to support investments and margin expansion

### **Make IT experiences as easy as online shopping**

Execution against these initiatives and instituting a shared services strategy and organization presented significant challenges. The shared services organization had to become a change agent to maintain parity and pace with their business counterpart expectations for services, while reinforcing the value and benefits of public cloud services as a viable

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*Gravitant provides next generation, multi-vendor IT service model*

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## Solution components

### Software

- Gravitant cloudMatrix™
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source of supply. The overall vision of executing against these initiatives was to make IT experiences as easy as online shopping. The primary goals in mind were:

- Retaking control of IT service supply and creating mechanisms to enable them to retain control independent of current suppliers
- Enabling users with a one-stop shop for all their IT service needs
- Offering consumers a ubiquitous consumption experience, independent of underlying supplier
- Enabling market management techniques that enable shared services to learn from market dynamics, consumption patterns, and develop and publish solution patterns for new consumption
- Reducing cost and inefficiencies

## Transforming an antiquated IT services model into a next generation, multi-vendor pay-per-use self-service IT services model

To facilitate achieving these goals, senior leadership committed to make investments to enable the shared services organization to become a cloud service broker. Leadership chose to employ Gravitant cloudMatrix cloud service brokering technology platform as the platform of choice. In addition, the organization executed a multi-faceted approach to refining several layers of surrounding processes and capabilities to help ensure the value could be attained.

Gravitant's cloudMatrix cloud brokerage platform, managed by the global business services group, helped the enterprise to transform its IT services model from a fragmented and inefficient single-vendor model into a next generation, multi-vendor pay-per-use self-service IT services model.

cloudMatrix provided:

1. A seeded catalog of the industries leading cloud infrastructure providers.
2. A marketplace for consumers to search, compare, select, and procure provider services with a common workflow approval process facilitated by global business services group.
3. A marketplace for global business services group to add their own IT-approved services for consumer purchasing as well as the ability to glean consumption patterns, develop, and publish new solution patterns for new consumers.
4. Reporting and monitoring that includes multi-provider consolidated billing estimates, actuals, and usage projections for accuracy and cost assignment.
5. A visual designer that includes sync-and-discover capabilities to pull existing cloud service assets (VMs) into a single, architectural view and management standard.

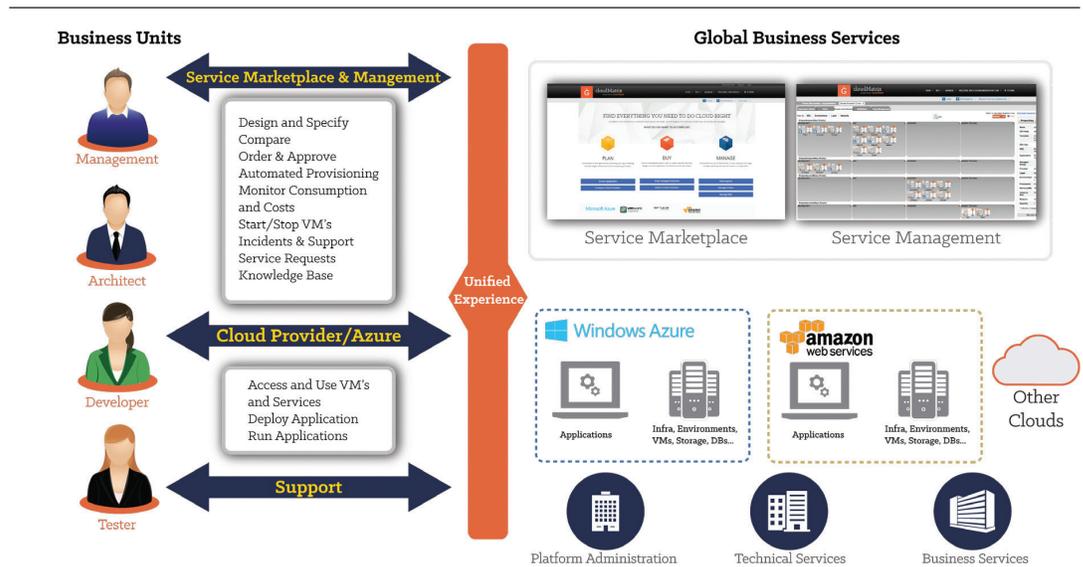


Figure 1: The new IT services model delivered using Gravitant cloudMatrix capabilities

### Consumers gain greater self-service IT while IT gets greater visibility to assets and cost

In 12 months, the enterprise was able to move its workloads from the existing provider environments to a Hybrid IT (commodity cloud public and enterprise-grade cloud public) delivery model. Through this model, IT provided self-service IT to business units with cost and usage transparency on day one. This enables consumers to realize workloads in terms of days, not weeks or months.

Cost, which had previously been categorized as a general percentage of overall IT spend assignment, is now available by virtual data center, service/application, and usage – permitting reporting and governance at a “cost-per-business unit” level.

Gravitant’s cloudMatrix allowed the company to establish a long-term (5-10 year) IT services delivery model that helps consumers faster, safer access to the services they need, and a competitive price while providing a safe, IT-approved catalog.

### Complex solutions – simply available

Cloud has changed the technology landscape and Gravitant is one of the forerunners of this transformation. Gravitant cloudMatrix cloud brokerage software helps Enterprises to adopt a new Hybrid IT and multi-sourced operating model. Enterprises can personalize IT service consumption and unify delivery through Gravitant’s self-service store, dynamic marketplace, and continuous delivery engine. Gravitant helps Enterprise IT organizations to deliver breakthrough results by: Improving time to delivery from days to minutes, reducing infrastructure and operation costs and providing agility with an automated, self-service, design-to-order model.

Request a demo: [www.gravitant.com/contact](http://www.gravitant.com/contact)

## About Gravitant, an IBM Company

With the Gravitant solutions everyone from IT managers to authorized employees can review and purchase computer and software services from different suppliers, as well as compare capabilities and pricing, all through a single, central console. Once purchased, the technology can be offered as a service and managed from the same console for greater efficiency and visibility into how the services are being used. “The reality of enterprise IT is that it is many clouds with many characteristics, whether they be economic, capacity or security,” said Martin Jetter, Senior Vice President, Global Technology Services, IBM. “Gravitant provides an innovative approach to add choice and simplicity to how enterprises can now manage their environments. It will be a key component as we broaden our hybrid cloud services.” IBM plans to integrate the Gravitant capabilities into the IBM Global Technology Services unit. In addition, IBM Cloud plans to integrate the capabilities into Software-as-a-Service offerings, extending the company’s growing hybrid cloud solutions and capabilities.



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