



Highlights

- Sets up a self-service IT store that enables quick and agile access to many cloud and traditional IT solutions
 - Implements a standard system for business units to purchase and modify IT services
 - Defines a policy-based consumption model and automates service orchestration and provisioning
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Cloud brokerage storefront for IT services

Browse, search, order and fulfill hybrid IT services with speed and agility

Today, more and more business units bypass the IT organization to procure the services they need. As a result, IT is finding it hard to maintain control and governance. At the same time, business units want more flexibility and have high expectations of convenience and availability—they want to quickly access services, whenever they need them and from the vendors of their choice. But current IT processes don't support self-service, dynamic buying or self-management of cloud and traditional IT services.

IBM Cloud Brokerage Managed Services—Store is an offering that serves both the IT and the business units. It enables a self-service store—powered by a robust, curated IT-as-a-Service catalog—that allows developers to browse, search, order and fulfill IT services from cloud and traditional IT providers. The offering enables developers to mix and match the private and public cloud solutions they need with speed and agility. In addition, before they buy the services, they can collaboratively design the optimal architecture for their applications. With the Brokerage Store offering, you can be more responsive to your users while enforcing corporate policy and governance and adopting a hybrid IT delivery model quickly.

Setting up a self-service IT store for speedy access to cloud solutions

Brokerage Store helps set up a self-service IT store that enables developers to quickly and seamlessly buy and access private and public cloud solutions from a rich and dynamic ecosystem of external and internal service providers. It allows developers to use a dynamic service



catalog that includes pre-vetted IaaS, PaaS and SaaS solutions from multiple IT-approved providers, along with existing internal virtual and private cloud resources. Using the IT service catalog, you can onboard and offer virtually any service from virtually any provider to your users. Combining flexibility and governance, the solution delivers an efficient way for your business units to achieve business outcomes without compromising compliance and security.

Implementing a standard system for purchase and management of IT services

Brokerage Store helps put in place a uniform system for buying, modifying and cancelling IT services from multiple vendors—of both cloud and traditional IT services. It allows you to standardize IT service consumption, negotiate corporate pricing discounts and implement an ordering approval process. With a customizable storefront for ordering IT services, the solution facilitates a quick and easy shopping experience, allowing developers to readily search and compare services.

Defining a policy-based consumption model and automating service provisioning

The solution helps define a policy-based consumption model that allows you to curate catalog content, add contract pricing rules and configure role-based access to different types of content. At the same time, it delivers an operation console that enables accelerated fulfillment of services, using standard and custom automation technologies.

Why IBM?

As part of the IBM Cloud Brokerage Managed Services suite, the Brokerage Store provides capabilities to plan, buy, manage and operate hybrid IT environments and workload deployments. You can take advantage of the choice and agility that cloud provides, without sacrificing control or abandoning your existing investments. Using deep expertise in cloud as well as in running traditional IT environments, IBM helps you more effectively deliver IT services with reduced risk, increased speed and agility, and decreased operating costs.

For more information

To learn more about the Brokerage Store offering from IBM, please contact your IBM representative or IBM Business Partner, or visit the following website: http://www.ibm.biz/brokerage_store



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