

# The Total Economic Impact™ of IBM PureApplication\*

Private Cloud Application Platform



“In the past, we would involve several teams to deploy an application over weeks, & now workload teams can customize patterns, become self-supporting, & deploy in hours.”

Technical lead,  
large European public  
sector organization

“IBM PureApplication is our starting point to modern DevOps. It allows us to move in smaller steps with more releases...”

Technical lead, large European  
public sector organization

**ROI: 109% Payback: 12.3 months**

**1**

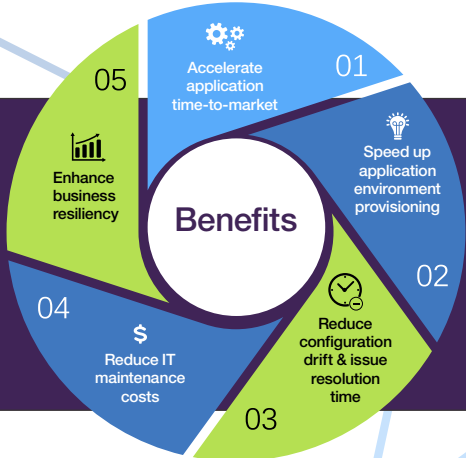
IBM PureApplication enables organizations to accelerate time-to-market for application development & deployment by leveraging prebuilt, customizable patterns.

**2**

A pattern includes proven best practices & expertise for configuring & deploying middleware, runtimes & applications.

**3**

Patterns make provisioning application & middleware environments fast, easy, repeatable & error-free.



With IBM PureApplication, we experienced a 60% reduction in network admin effort, 90% reduction in virtualization specialist effort, and 30% to 40% reduction in architect effort.

- Senior IT Project Manager, large European financial services company

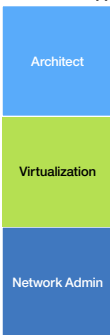


Some errors would've taken six months to find and fix in the past, but the larger issue is that we wouldn't have the guts to take the app down in the past. Now with patterns, we can fix faster, fail faster, & use trial & error as needed.

- IT solutions architect, large US retail company



#### Before PureApp



#### After PureApp

