



IBM Multicloud Management Platform: Enterprise Marketplace console

Self-service digital
marketplace for business
agility and cost control



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90% of organizations surveyed prioritized one-application access to multicloud services for portability and flexibility.¹

Summary

Multicloud adoption is critical for organizations to maintain competitive advantage and foster innovation. Yet, as enterprises migrate workloads to hybrid IT environments, there's a business need to balance self-service access to services with more IT control. According to a recent IBM Market Development & Insights (MD&I) report, 90% of organizations surveyed prioritized one-application access to multicloud services for portability and flexibility.¹

How does a unified platform help enterprises simplify IT management? By providing security-rich, standardized access to hybrid IT environments through one system, organizations can reduce complexity and risk, including shadow IT and vendor lock-in.

The IBM® Multicloud Management Platform (MCMP) scales with your business and provides an open, security-rich experience to help maximize ROI. By using its four self-service, persona-based consoles, teams can consume, deploy, optimize and govern digital services across clouds and data centers. The IBM Multicloud Management Platform: Enterprise Marketplace console specifically provides organizations with procurement and operations oversight, and access to multivendor cloud services in one ecommerce-like platform.

Key benefits:

- Use the self-service capability to browse a comprehensive catalog, order and fulfill services across cloud and traditional IT providers.
- Control which services employees see based on their roles and access requirements.
- Facilitate budget compliance through a built-in technical and financial approval workflow and configuration management database integration.
- Control changes to assets through automated change management procedures as defined in IT service management (ITSM).

Capabilities

Employees access standardized tools through a persona-based, self-service console, which can be customized.

Governance controls

- Built-in financial and technical approval workflows
- Approver feedback visible to requesters
- Cloud spend to track orders against the budget

Self-service experience

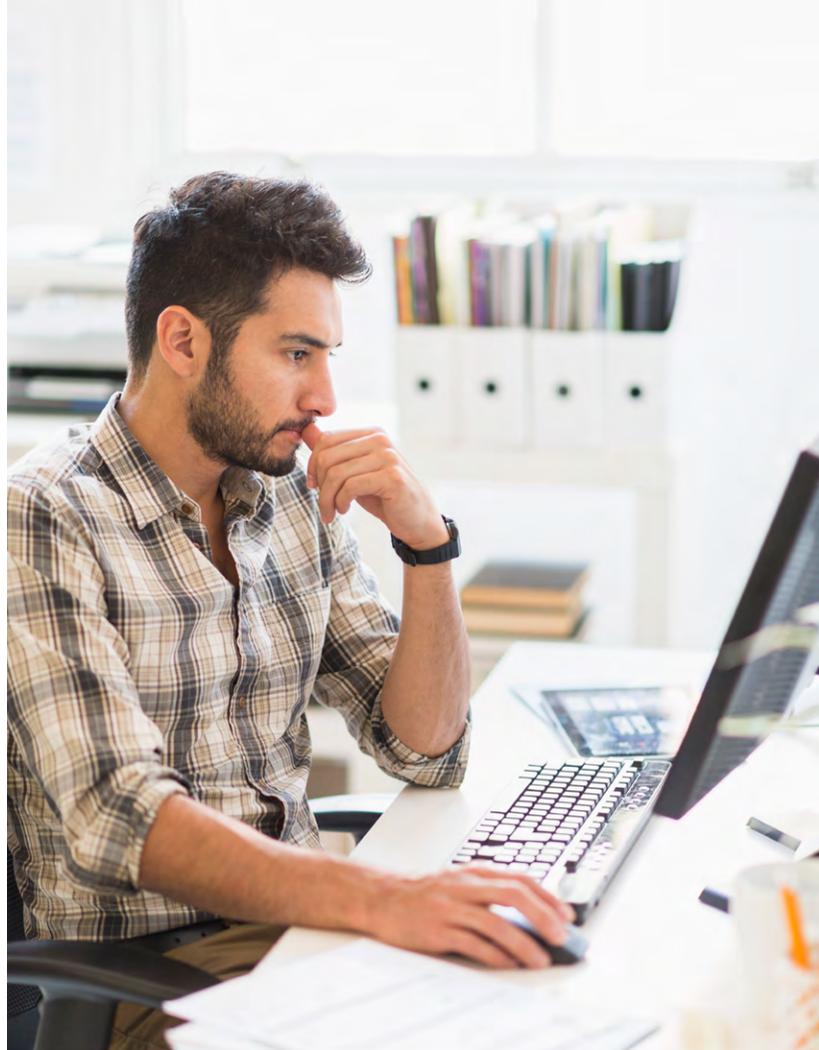
- Cloud services and pricing comparisons
- Fast order placement, tracking and fulfillment
- Bill of materials and cost estimate details
- Change management procedures defined in ITSM tools like ServiceNow to control asset changes
- Asset inventory management, using the MCMP platform, and ITSM configuration management database

Enterprise Marketplace application

At the core of the console, is the Enterprise Marketplace application that allows teams to configure, buy, deploy and access curated cloud services from multiple cloud vendors, such as Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform, IBM Cloud™ and VMware.

Enterprise Marketplace capabilities

- Aggregation of leading applications and dynamic pricing from multiple cloud providers
- ServiceNow integration with Information Technology Infrastructure Library (ITIL) processes
- Self-service Day 2 actions on provisioned resources
- Quick access to preapproved APIs and services for ordering
- A catalog of services and configurations, and controlled visibility using personalization policies
- Templates to create organizational blueprints for multicloud services



55% of IT leaders say that ensuring security and compliance across IT environments is a primary challenge, followed by navigating multiple processes and interfaces.¹

Use cases

1

Reduce security risks

Problem: Business units use different tools, which leads to shadow IT.

Solution: Clients add preapproved services to the console to provide quick access to teams through integration with the cloud automation manager, which provides service composition.

Business benefit: One platform helps decrease security risk.

3

Enhance cloud spend visibility

Problem: Financial approvers don't have visibility across clouds, which inflates costs.

Solution: A single interface gives approvers the ability to track orders against budgets and add catalog personalization policies.

Business benefit: Leaders have a holistic view of cloud spend for planning.

2

Streamline employee experience

Problem: Employees expect a storefront-like experience.

Solution: Preapproved workflows, automated provisioning and add-on managed services empower employees to add services from one application to all clouds.

Business benefit: A streamlined experience supports ongoing innovation and compliance.

4

Decrease complexity of tools

Problem: Operations are hindered by the complexity of using multiple tools.

Solution: Staff can initiate self-service, Day 2 actions on provisioned resources.

Business benefit: Operations teams can achieve quicker Day 2 outcomes.



Why IBM?

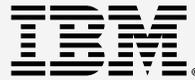
Named a global leader of outsourcing services by Gartner,² IBM teams with clients to optimize hybrid IT environments and achieve enterprise transformation by applying cognitive data expertise.

IBM provides a portfolio of open, hybrid IT solutions to help organizations consume, deploy, operate and govern across public clouds, private clouds and traditional data centers through a digital, self-service, security-rich experience.

To learn more about how IBM Multicloud Management Platform can provide visibility, governance and automation to your end-to-end hybrid IT environment, contact your IBM representative or schedule a no-cost consultation with an IBM expert at ibm.com/services/cloud/multicloud/management.

As a global leader of outsourcing services, IBM can deliver world-class service to help clients minimize risk, maximize IT investments and accelerate digital transformation.

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Citations

1 "Multicloud Management Report." *IBM Market Development & Insights*, June 2019.

2 "IBM Positioned as a Leader in 2019 Gartner Magic Quadrant for Data Center Outsourcing and Hybrid Infrastructure Managed Services in Europe and Asia/Pacific." IBM News Room, October 3, 2019. <https://newsroom.ibm.com/2019-10-03-IBM-Positioned-as-a-Leader-in-2019-Gartner-Magic-Quadrant-for-Data-Center-Outsourcing-and-Hybrid-Infrastructure-Managed-Services-in-Europe-and-Asia-Pacific>