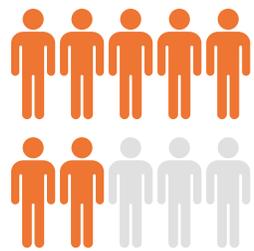IBM

Choosing the **right path** to ITaaS

Plan, buy, manage and operate IT resources
across your hybrid cloud with cloud brokerage services

IBM

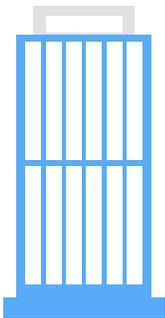# Hybrid cloud is the new normal for enterprise IT.

7 in 10 decision makers

report they will always have a blend of traditional IT and cloud.[1]
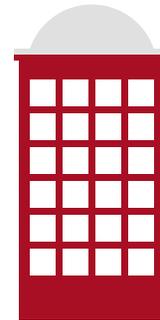
9 in 10 leading organizations

say hybrid cloud gives them greater return on investment (ROI) than either an all-traditional or all-cloud environment.[2]

90% of enterprise-scale organizations

plan to make use of multiple clouds in the next several years.[3]

85% of leading organizations

report that hybrid cloud is accelerating digital transformation in their organization.[4]

But it's creating a *new* normal for you:

DISRUPTION

Gone are the days of merely configuring and supporting systems. Now you're expected to deliver services to the businesses that drive innovation.

Your job — not to mention the relevance of your IT department — depends on it, too. Every day you're competing with myriad cloud and IT service providers that deliver infrastructure and apps to your enterprise in a flash. And now your line of business teams expect you to help them buy cloud and IT services the same way they shop for products online. But you may be missing processes, self-service capabilities, analytics and automation tools.
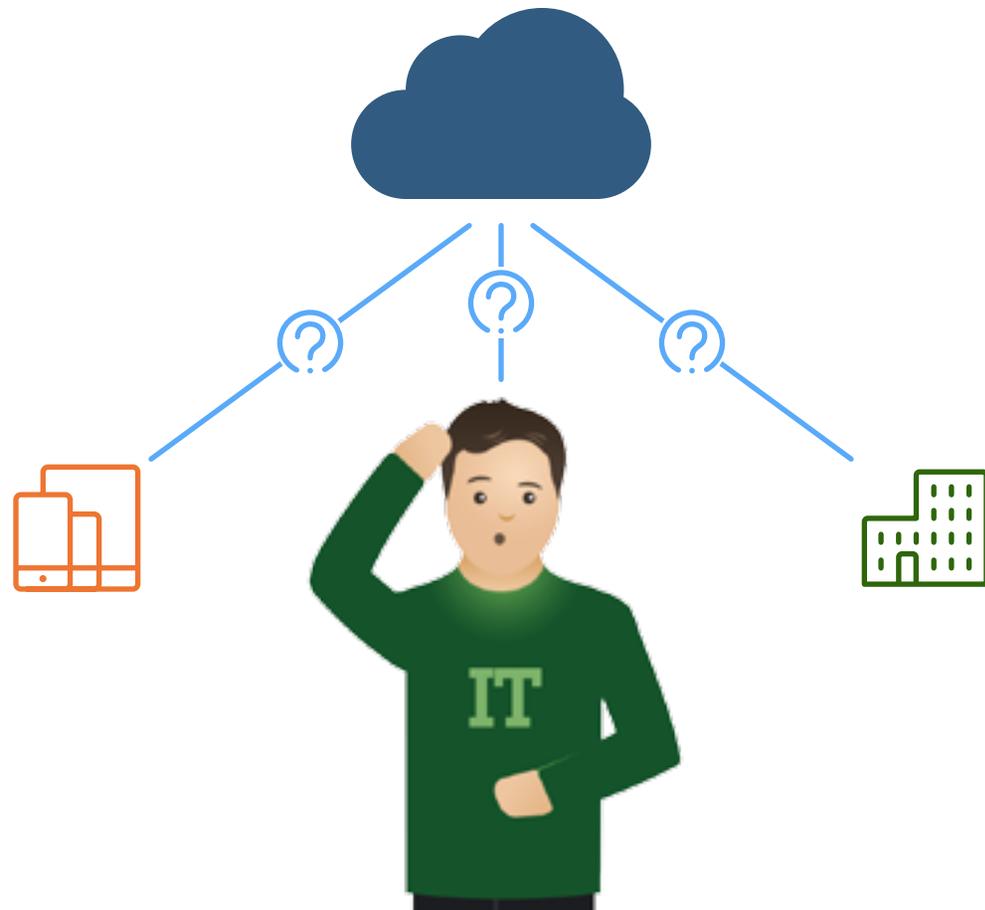
It's all adding up to one big management headache.

You may struggle with:

Compliance management challenges across multi-clouds — due to cloud sprawl and lack of visibility

Loss of visibility and governance over multi-cloud services because you can't keep tabs on who's buying cloud services across your enterprise

A lack of expertise to assess new app requirements and map them to the right cloud environment and to integrate in-house apps and data across numerous vendor clouds

Rogue cloud spending that's increasing costs across your organization

Tracking cloud service updates and pricing changes across numerous cloud providers

And your management challenges are becoming *risky* business.

Hybrid cloud management issues can harm your enterprise, not to mention your operational effectiveness. Either your business is compliant, or you risk going out of business. And you can't govern or manage compliance for data and systems that you're not aware of.

Cloud governance is crucial not only to managing compliance but also to mitigating security exposures. The average cost of a data breach is USD 4 million[5] — an expense no business can afford.

And if your IT team can't match workloads to the right cloud or properly vet cloud vendors, you could leave your critical enterprise apps vulnerable to costly downtime.

You need a *better* way to run IT.

65 percent of IT decision makers with hybrid or multi-cloud environments expect to act as **brokers of IT services** and dynamically aggregate, customize and integrate public and private cloud services to meet business needs.[6]

58 percent expect to have the ability to **automatically choose from multiple cloud providers** using a **global catalog**.[7]

55 percent expect to have the ability to **migrate applications** and data from their data centers to a public cloud and migrate applications and data among multiple cloud providers.[8]
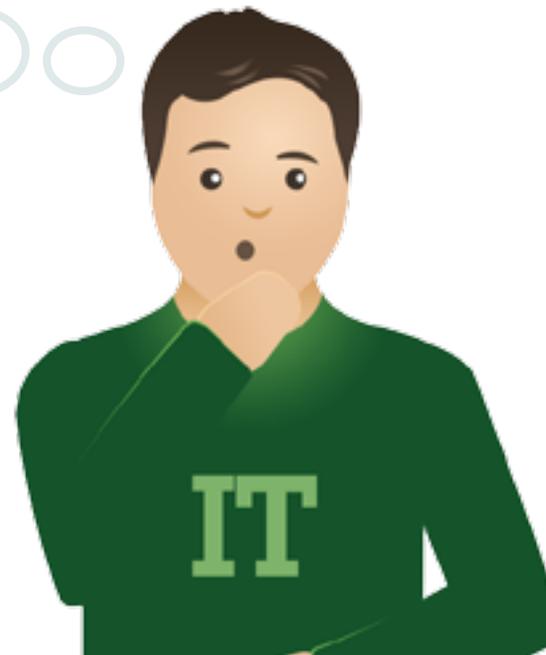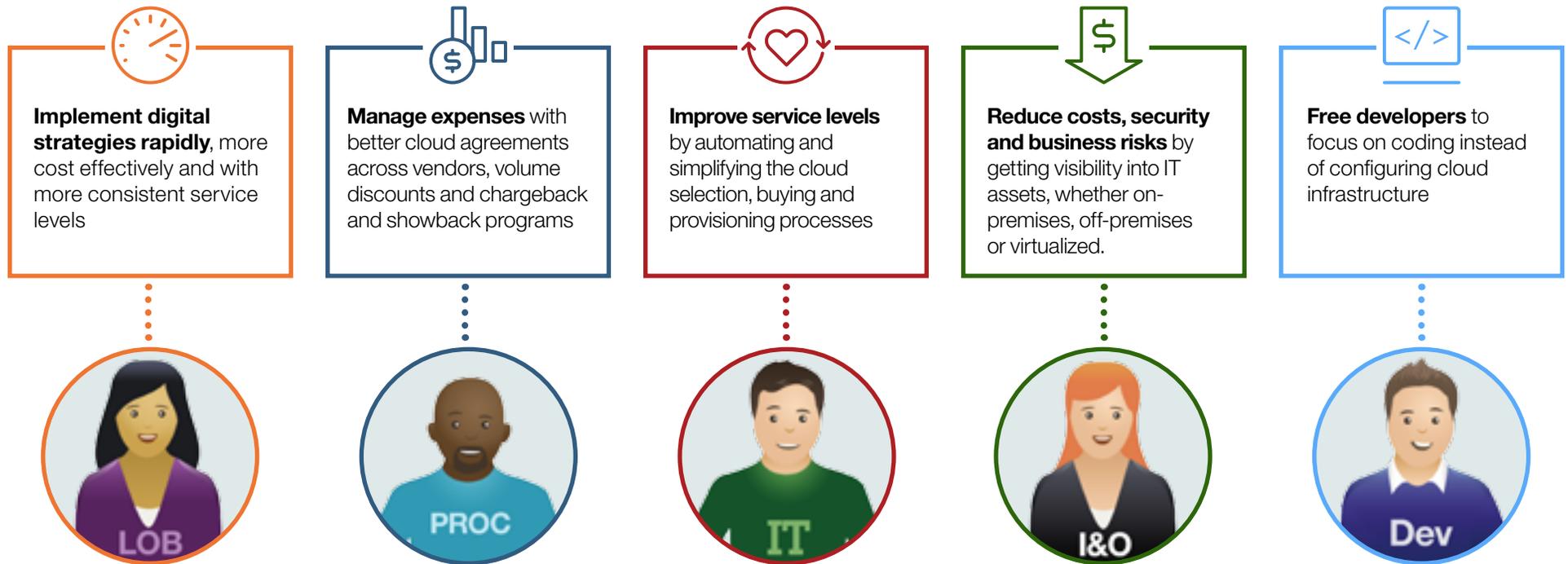
ITaaS is the path. Hybrid cloud is the foundation.

Your line of business (LOB) teams want to buy IT services as easily as they buy apps from the app store. And that means…

Subscription-based, on-demand access to in-house and cloud services tailored to their needs and budget

Self-service functionality and interfaces to "shop" for IT resources

Seamless integration with in-house systems and policies to power functional and compliant apps

Workload portability enabled by vendor-agnostic cloud services

Real-time cost optimization capabilities to estimate, track, manage and pay usage costs

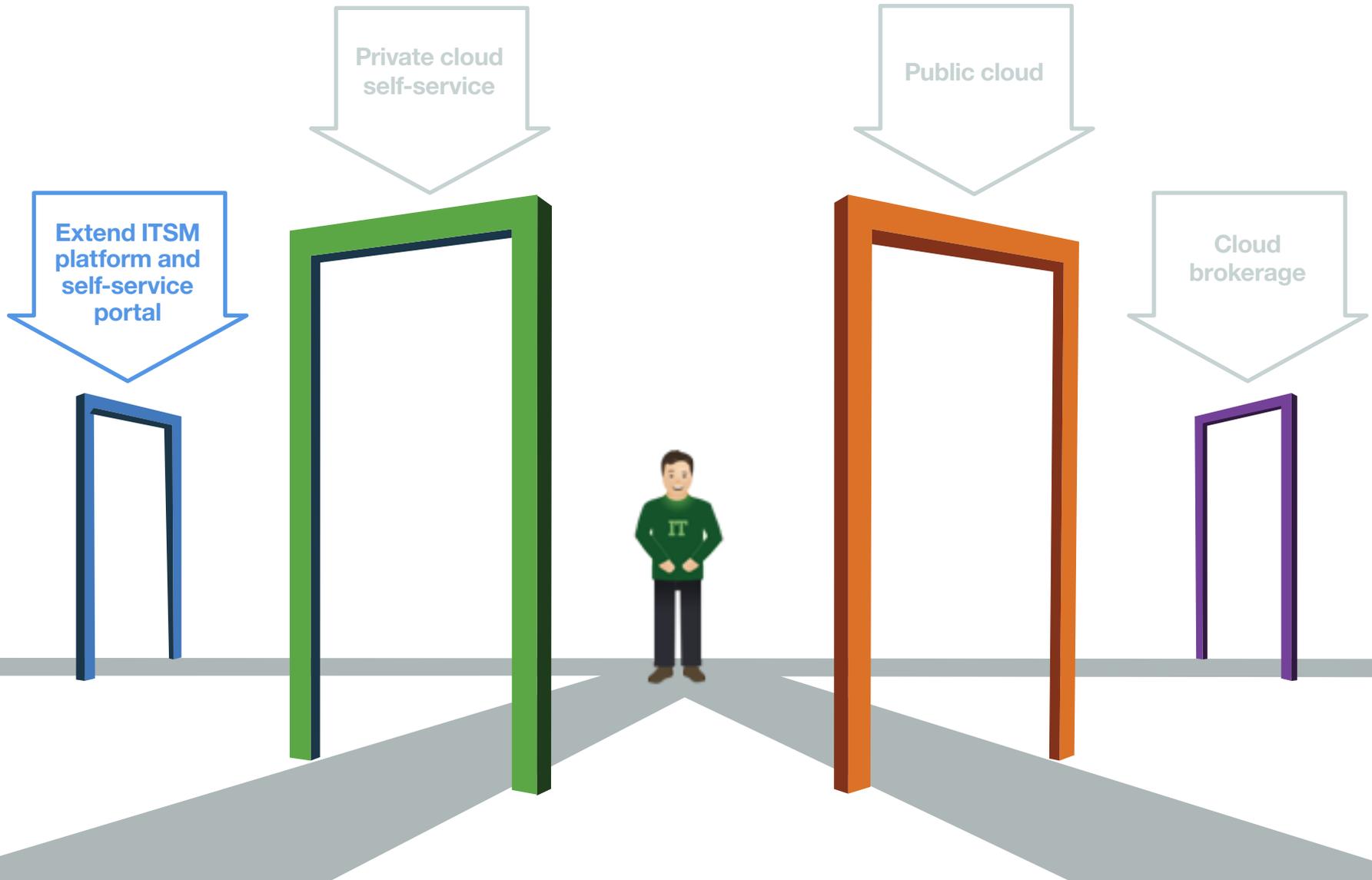**Assurance** that service level agreements (SLAs) will be maintained
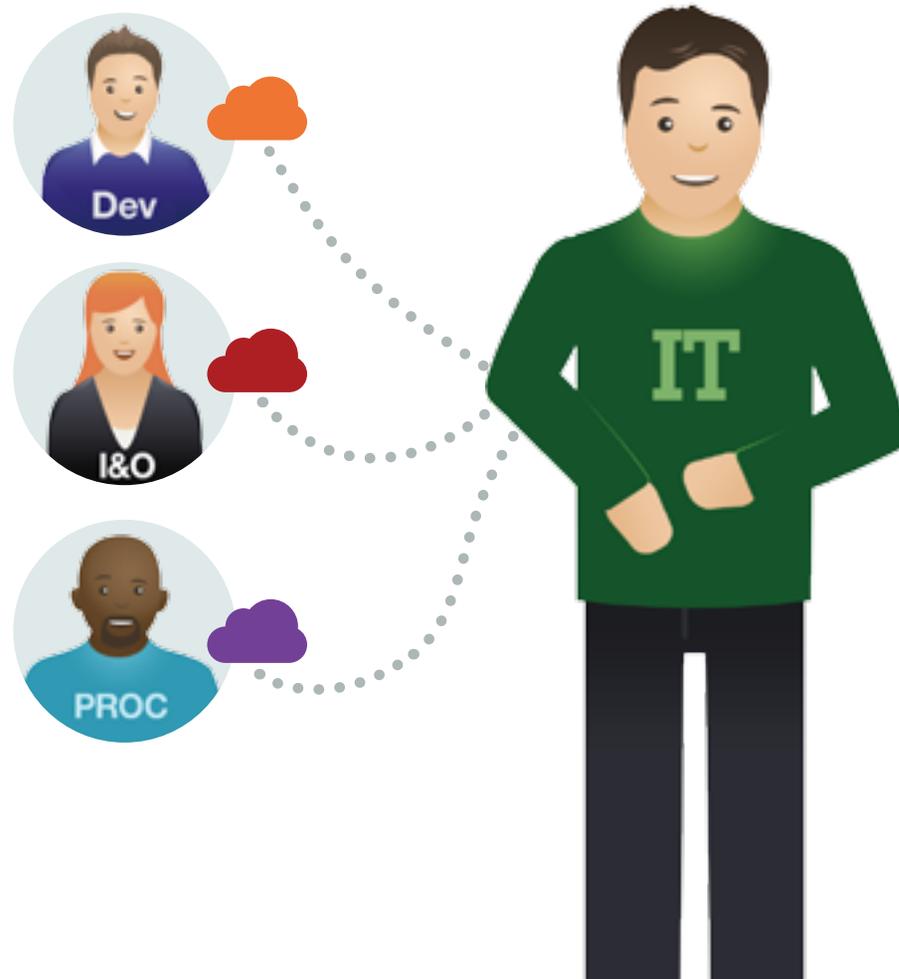
Accelerate digital and IT transformation with ITaaS.

Shifting to an IT as a Service (ITaaS) operating model creates a win-win situation not just for IT, but also for your LOB, infrastructure and operations (I&O) and procurement and development teams. ITaaS can help you:

Implement digital strategies rapidly, more cost effectively and with more consistent service levels

Manage expenses with better cloud agreements across vendors, volume discounts and chargeback and showback programs

Improve service levels by automating and simplifying the cloud selection, buying and provisioning processes

Reduce costs, security and business risks by getting visibility into IT assets, whether on-premises, off-premises or virtualized.

Free developers to focus on coding instead of configuring cloud infrastructure

LOB

PROC

IT

I&O

Dev

Hybrid explosion
1

Challenges
2 3 4

ITaaS
5 6 7

ITaaS options
8 9 10 11 12 13 14 15

Cloud brokerage
16

More information
17

How do you get to ITaaS?

Extend ITSM platform and self-service portal
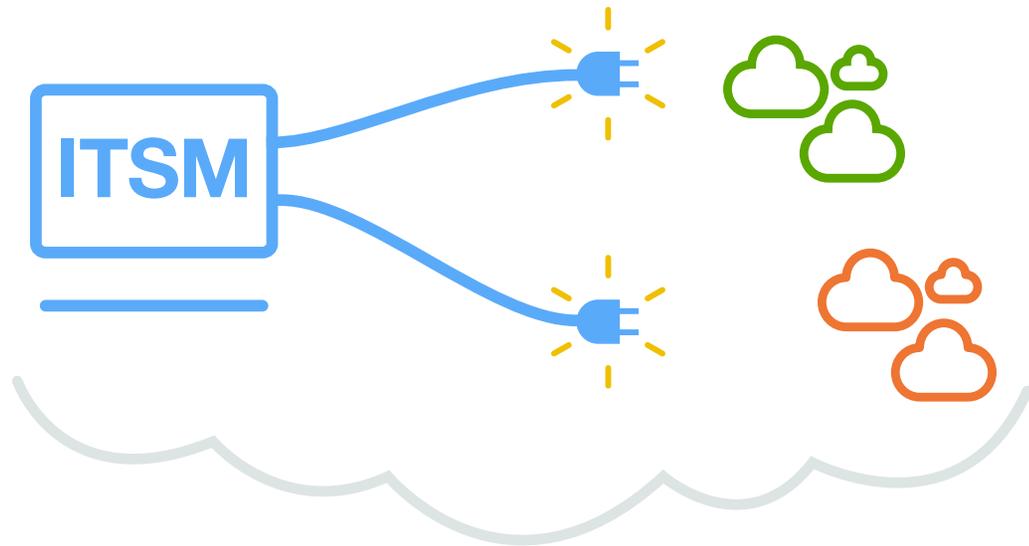
Private cloud self-service

Public cloud

Cloud brokerage

IT

Extend ITSM platform and self-service portal

Not ideal. Your existing IT service management (ITSM) platform was designed to take requests that your back-office team fulfills. And because it's workflow-based and not automated, it can't support multi-cloud subscriptions and on-demand access to cloud services. And that defeats your whole goal. Let's look at another option…

ITSM

How do you get to ITaaS?

Private cloud
self-service

Public cloud

Extend ITSM
platform and
self-service
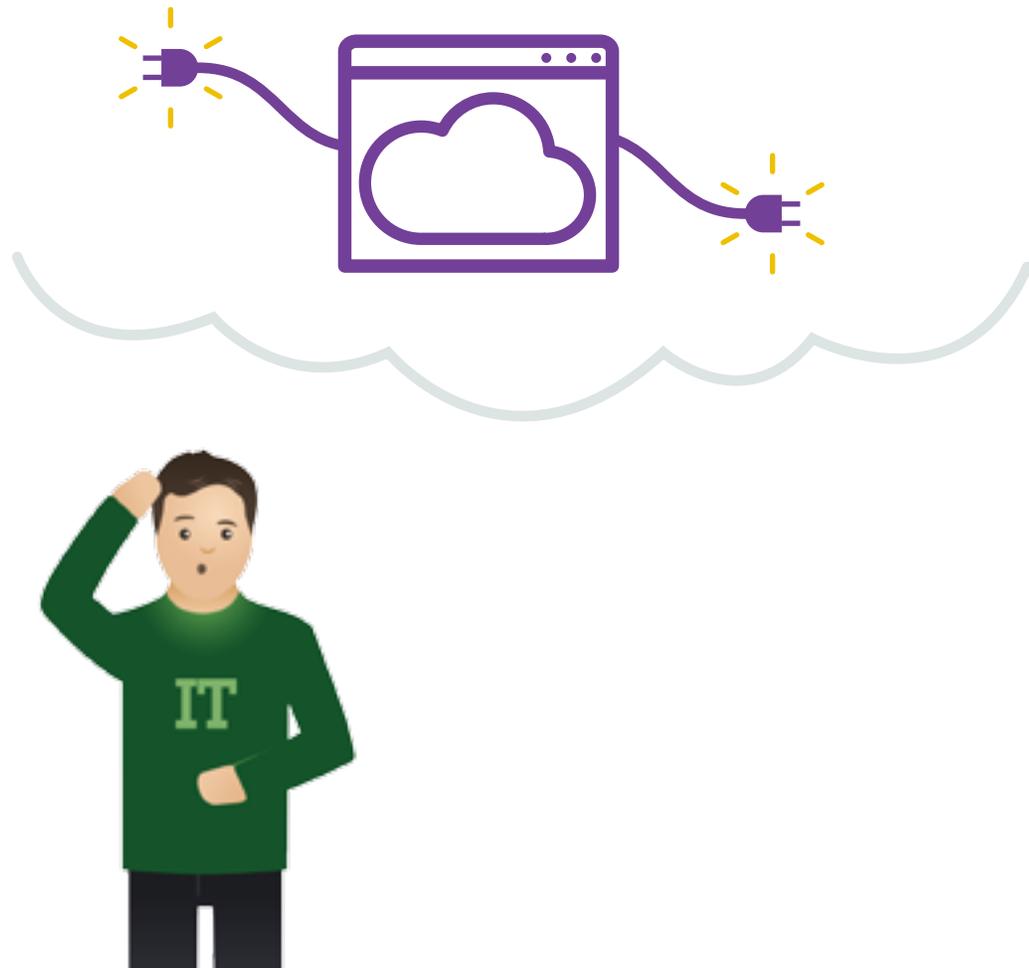portal

Cloud
brokerage

IT

# Self-service on a private or private hosted cloud

You may use a self-service portal for your private cloud environment. **But such portals can't provide cloud consumption packages because they're not connected to public clouds.** So essentially this option still locks you into a private cloud.

And even if you try a portal from a private hosted cloud vendor, most providers don't offer a subscription-based, on-demand model that's integrated with public clouds. Plus, their portals are designed for users to consume services from their company and not from a multi-cloud supply chain. Let's keep looking…

How do you get to ITaaS?
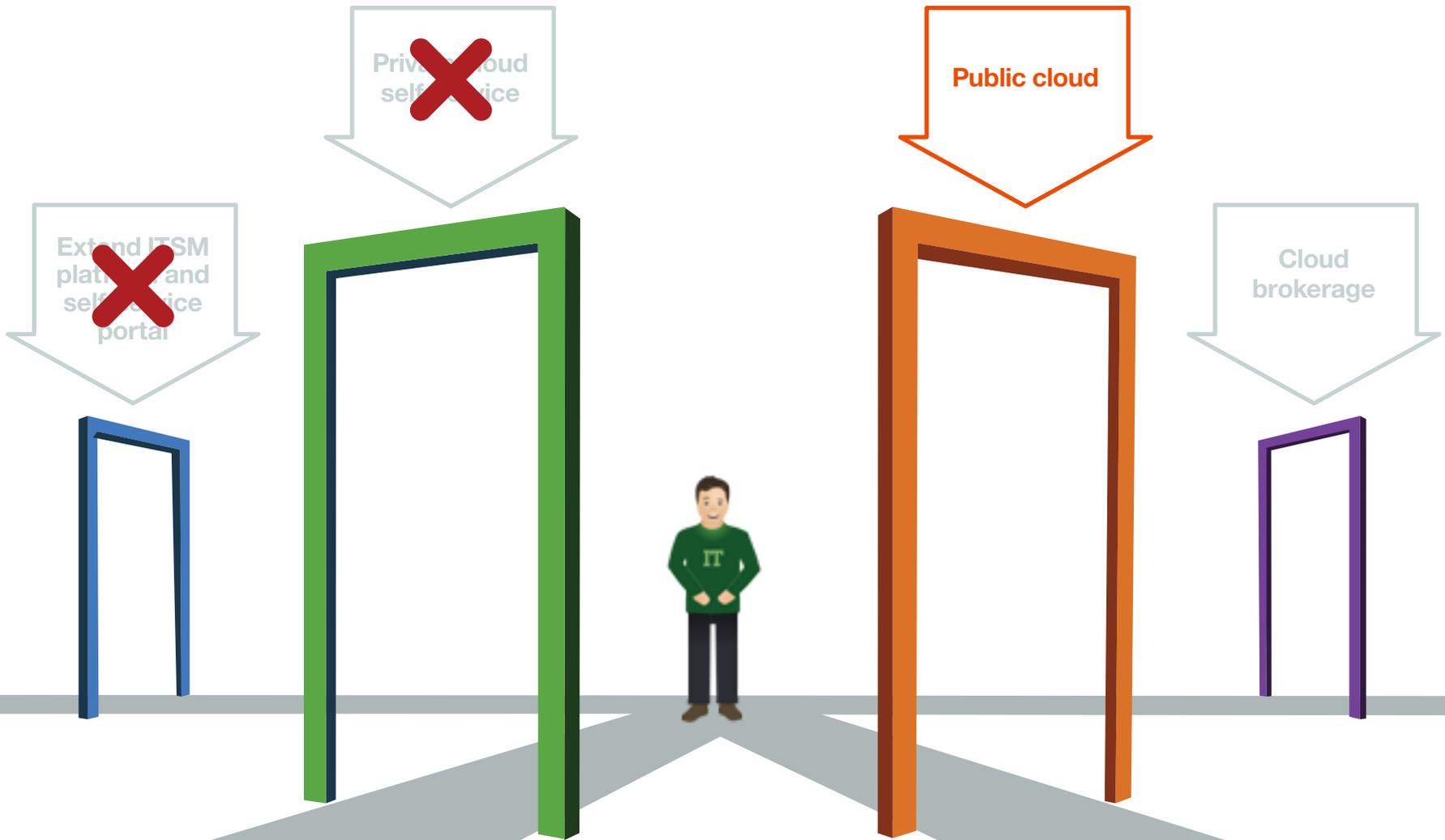
Extend ITSM platform and self-service portal ✕

Private cloud self-service ✕

Public cloud

Cloud brokerage
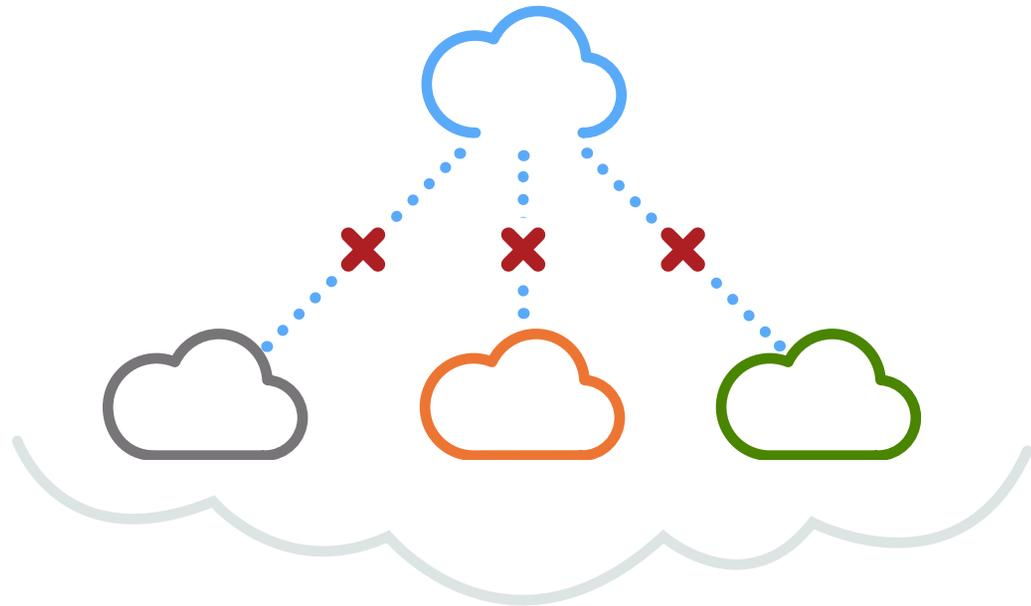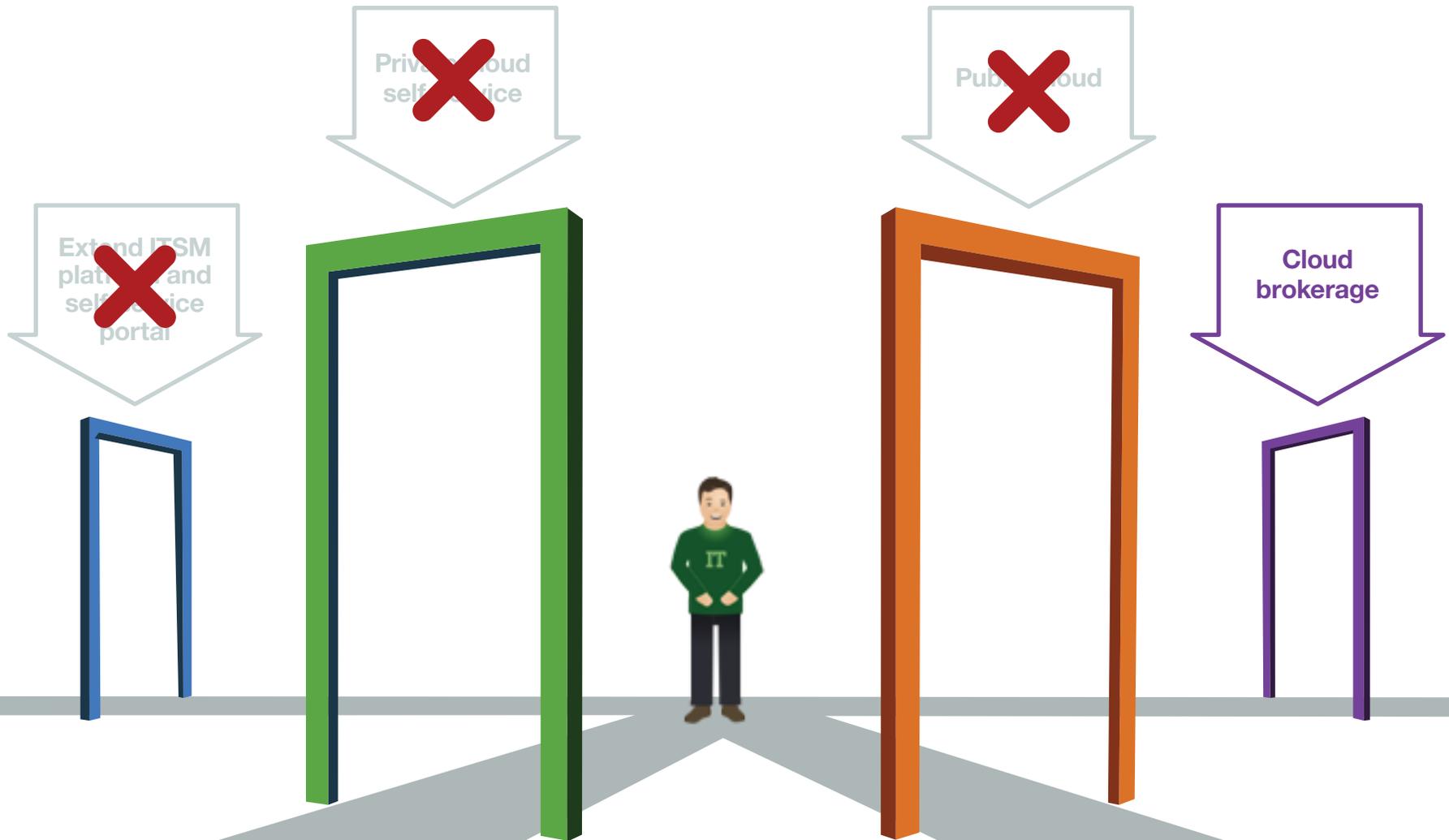
IT

Public cloud

Unfortunately, this option provides subscription models for the vendor's public clouds only. You need an on-demand, subscription-based model that spans numerous public and private clouds — regardless of the vendor. Consider one final option…

Hybrid explosion
1

Challenges
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ITaaS
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ITaaS options
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How do you get to ITaaS?

Cloud brokerage services

Bingo! Let's face it — managing hybrid clouds is complicated business. You need a service integrator who can bridge the gap from where you are to where you're going: ITaaS. A cloud agnostic brokerage service can be a game-changer for your enterprise. It can help you **plan**, **buy**, **manage** and **operate** across multiple cloud models and providers — and deliver tailored multi-cloud solutions through a self-service, subscription model. Plus, a broker can develop new policies for financial, operations and ecosystem management to help reduce risks and facilitate seamless service delivery.

Whether you need help with matching workloads to the best-fit clouds, integrating systems with multiple public and private clouds, or using managed services to optimize your efficiency, your broker can guide you every step of the way.

| Plan | Buy | Manage | Operate |

Central ops

Private cloud

Traditional IT

Enterprise IT

Managed services

Private cloud
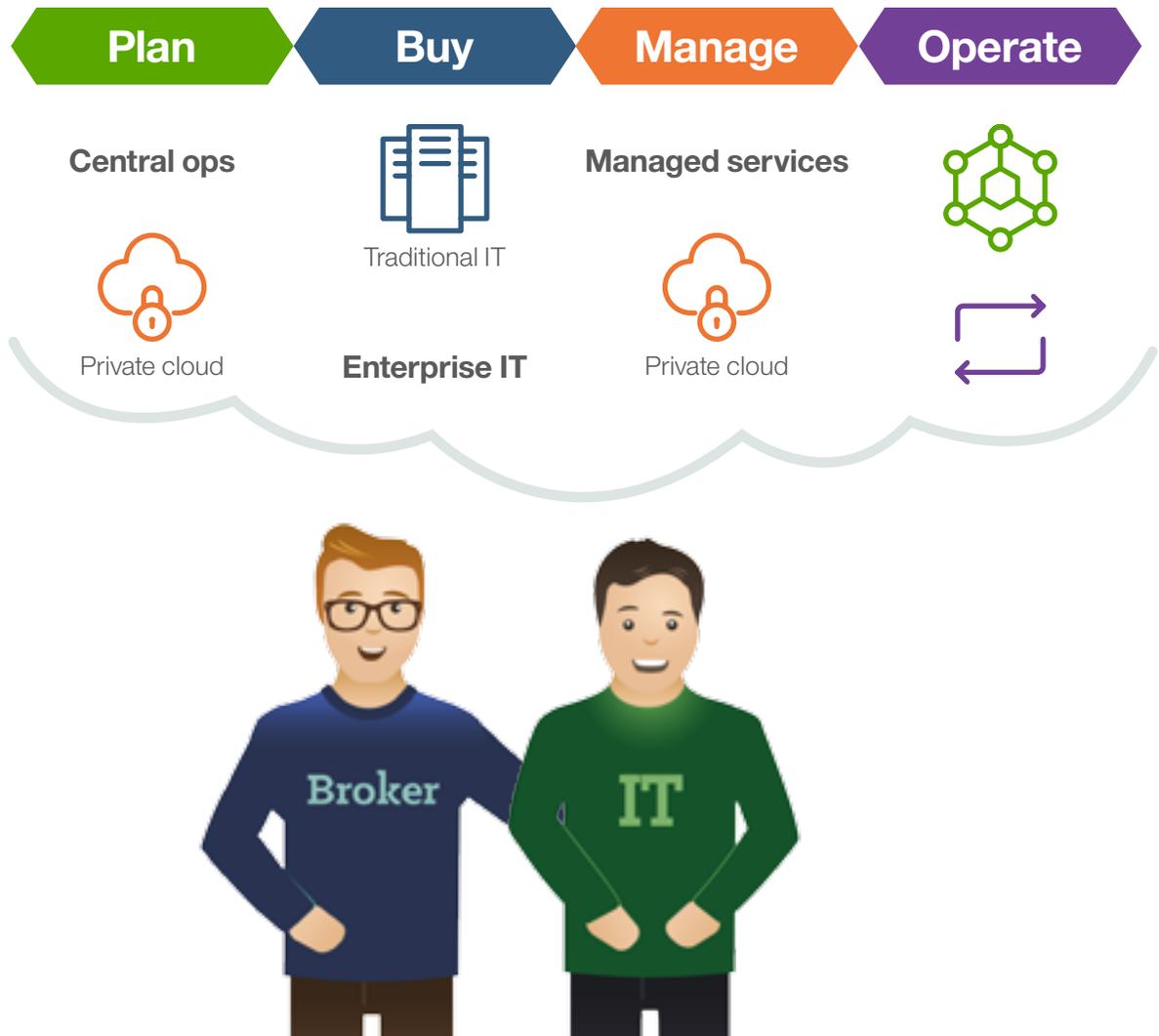
Broker   IT

Put a cloud broker to work and transform your IT operations.

Deliver the app store experience through a global catalog of cloud services that's connected to an automated fulfillment system spanning multiple cloud models and cloud providers

Dynamically integrate your network, infrastructure, security, compliance, and governance systems and policies with third-party cloud services — to help increase agility and reduce risks

Deliver automated analyses of work-load compatibility with different clouds

Automate multi-cloud billing, cost tracking, optimization and management

Discover and get governance over all your IT assets

Transform your businesss digitally

Balance business agility with control
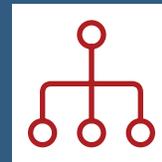
Broker

IT

Realize ITaaS for hybrid cloud

Plan

Catalog

Design

Estimate

Order

Provision

Dashboards

Say goodbye to chaos and hello to innovation.

To learn more about how cloud brokerage services can help you accelerate digital innovation, watch the IDC webinar "**Gain a competitive edge with an IT supply chain approach**" and visit our website.

IDC webinar

Hybrid explosion	Challenges	ITaaS	ITaaS options	Cloud brokerage	More information
1	2 3 4	5 6 7	8 9 10 11 12 13 14 15	16	17

[1] IBM, "Growing up hybrid," February 2016.

[2] Ibid.

[3] IDC, "MaturityScape: Multicloud Management 1.0," Mar 2017, Doc # US42132917.

[4] IBM, "Growing up hybrid," February 2016.

[5] Ponemon Institute, "Cost of Data Breach Study 2016," June 2016.

[6] IDC, "Multicloud Management Priorities: Automation, Portability, and Unified Self-Service," July 2016, Doc # US41587016.

[7] Ibid.

[8] Ibid.