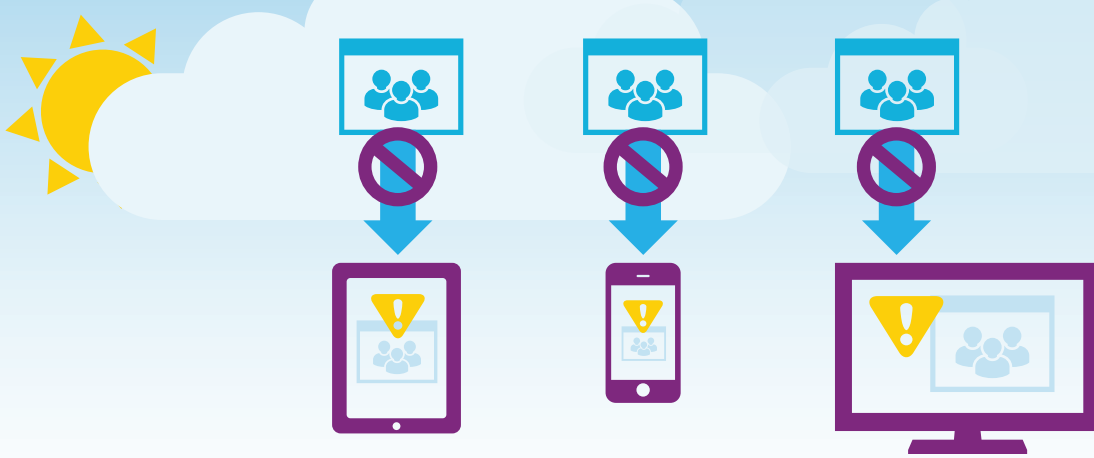


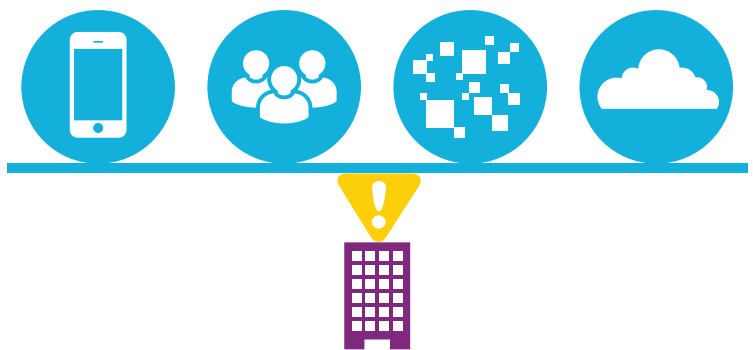
A four-step journey to always-on

In an always-on world, users have less tolerance for outages of any kind.

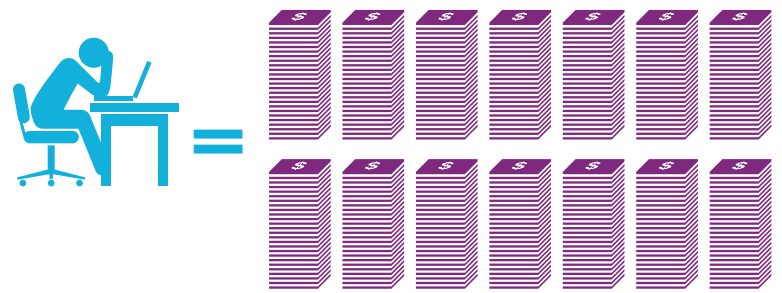


Less than 10%

of companies report that their IT infrastructure is fully prepared to meet the demands of **mobile, social, big data and cloud.**¹



The average cost of a critical application failure per hour is **USD500,000 to USD1 million** for Fortune 1000 companies.²

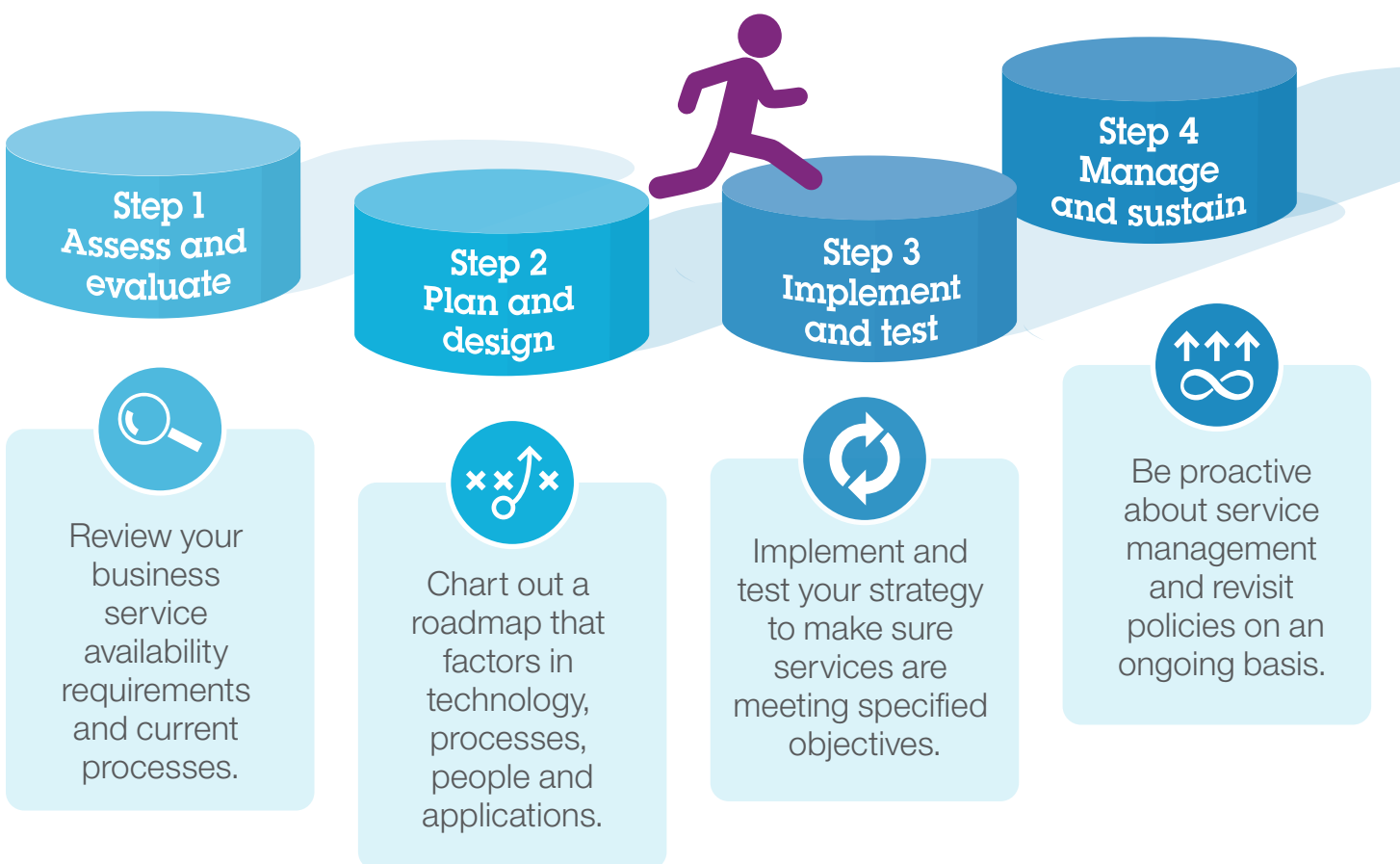


How can you better manage disruptions?

Begin your journey to an always-on platform to help:

- Improve **customer satisfaction**
- Introduce **changes non-disruptively**
- Support **compliance initiatives**
- Avoid repercussions of downtime**—such as lost revenue and reputational damage

Follow these four steps to build an always-on platform aligned to your business goals.



Learn more about how IBM® can help you think differently about your journey to always-on by downloading *Your journey to always-on in four steps*.

[Download the IBM paper now!](#)

Always there, in an always-on world



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¹ IBM Institute of Business Value, The IT Infrastructure Conversation. July 2014.
² IDC "DevOps and the Cost of Downtime: Fortune 1000 Best Practice Metrics Quantified." Stephen Elliot. December 2014, IDC #253155.

