

# The path to hassle-free growth in the cloud



## IBM Cloud

Cloud is often viewed as the impetus for innovation with **7 in 10 enterprises** adopting a hybrid cloud.<sup>1</sup>

But embracing it can be tricky when managing your VMware private cloud throws up multiple challenges...



**Hardware constraints**



**Limited storage**



**Insufficient power and cooling**



**Cyclical demand bursts**



**Increasing user expectations**

Extending your existing VMware infrastructure and adopting a hybrid cloud allows you to be...



**Consistent**

Manage resources with familiar tools



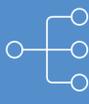
**Scalable**

Expand as your organization grows



**Cost effective**

Avoid retooling and retraining processes



**Flexible**

Migrate bare metal and virtual workloads



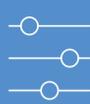
**Secure**

Have authorized access and full customer isolation



**Efficient**

Enjoy high-speed networking and storage options



**Empowered**

Control your servers and networking configuration



**Transparent**

See the underlying infrastructure



**Global**

Tap into a worldwide network of data centers

Quickly and easily tackle...

### ... data center expansion

*From*

“I’ve exhausted my capacity in my data center”



*To*

“I can scale up resources in a few hours and scale down once workloads are complete”

- Pay-as-you-grow
- Scale up and down during peak times
- React quickly to new business needs
- No more overbuying of resources

### ... development and testing

“I’m struggling to test and roll out apps seamlessly”



“I can develop apps and testing cycles quickly and securely”

- Rapidly deploy apps in the cloud
- Organize multiple test beds
- Expand your cloud environment globally
- Safeguard workloads with advanced security

### ... backup and disaster recovery

“I can’t protect all my apps because of cost”



“I can get cloud protection in less than 30 minutes”

- Securely back up data to the cloud
- Boost recovery times
- Cut costs
- Reduce risks

Burst to the cloud today and experience the digital transformation.

[Learn more](#)