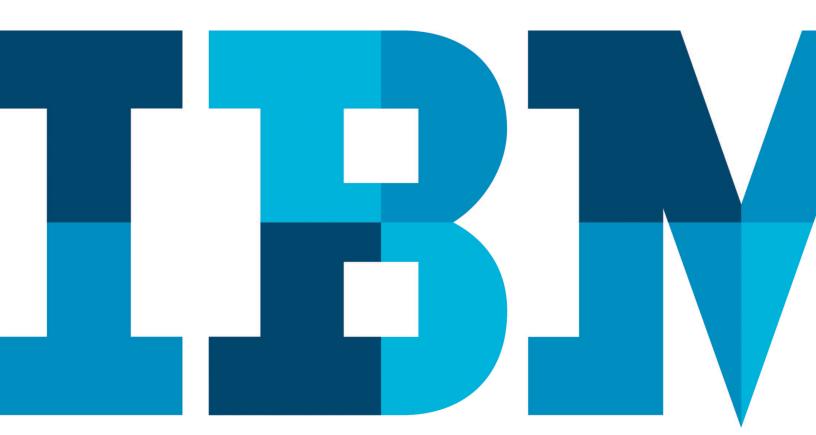# Technical support services for cloud, analytics, social computing and mobility

Leverage IBM skills to mitigate risk on the path to increased efficiency and growth

Highlights

- Designed to help increase the return on investment and improve time-to-market for new IT capabilities
- Helps to reduce the domino effect that can negatively impact line-of-business (LOB) users when a device fails in a highly optimized and tightly integrated IT environment
- Helps reduce business risks and enhance IT availability by leveraging deep skills and leading tools
- Provides single-source support for nearly all your IT needs
- Supports your unique needs with a customizable portfolio of services designed for flexibility

In recent years, advances in technology have given rise to many innovative, disruptive business models, enabling organizations to rethink their IT and business strategies. These business models and technologies, primarily cloud, social, mobility and analytics, are based on a common foundation of connectivity and integration. And they can provide significant benefits to your business, such as improved flexibility, faster time to market and reduced capital and operational costs.

However, along with benefits, increased integration can bring new risks to your IT environment. The more integrated the environment, the greater the impact failure of any component—server, storage or network device—can have on your business. The negative impact caused by downtime of one device in an integrated environment is amplified as it ripples across your organization. Business disruption and loss of productivity brought on by unexpected downtime not only affects your IT staff and LOB end users, it can also result in low customer satisfaction and a negative impact on your brand reputation. Many organizations have recognized this domino effect and are reducing their risk tolerance accordingly.

In a highly optimized and integrated environment, it is more important than ever to go beyond basic support. Fast and proactive problem resolution requires a single point of contact that can provide comprehensive support across the environment. You need a rapid, virtually seamless integrated technical support strategy to help mitigate risk, reduce outages and optimize business results.

Opportunities and challenges in a cloud environment

In a cloud environment, systems are highly utilized, simultaneously serving multiple applications in order to increase efficiencies. Failure of a single server, storage or network device can cause multiple applications to stop working. And even though a cloud environment supports automated failovers in the event of outages, shifting workloads to other highly utilized devices can degrade performance and negatively impact end users. Managing and supporting a cloud environment requires time and specialized skills. System failures have to be diagnosed rapidly and effectively and then quickly resolved, or you risk not only reducing IT staff productivity but also impacting LOB end-user productivity.

Opportunities and challenges in a social computing environment

Employee collaboration is one of the primary advantages of social computing. However, collaboration increases interdependence, which means that when one group of employees is impacted, the effect cascades to groups they interact with and continues to the next set of related groups and so on. In a social computing environment, ensuring the uptime and availability of every component—whether it be a web server, application server, storage device, or network—is of utmost importance. System downtime can cause a series of negative effects that ripple across the organization, starting with reduced internal collaboration and ending in poor customer service and loss of reputation.

Opportunities and challenges in an analytics environment

Analytics can help you gain competitive advantage by enabling you to more quickly and accurately sense, collect, store and analyze the vast amount of data generated by your organization. With insights from analytics, you can make more informed decisions, increase innovation and drive growth. However, an analytics computing environment often requires complex on-premise data integration and management. Without proper support to address system outages, you may not be able to realize the benefits of analytics. Downtime can delay delivery of critical information—both strategic and tactical—to decision makers, and that may impact business results.

Opportunities and challenges in a mobile computing environment

A mobile computing environment offers a variety of business benefits—from improving employee efficiency and reducing operational costs to supporting faster decision making. But two things are critical to achieving success in such an environment: a) ensuring data and application availability, and b) maintaining the security and integrity of business data. System outages in your environment can have a negative effect on access, security and network components, which can negatively impacting productivity and communication while dramatically increasing risks.

Technical support for your complex, integrated IT environments

IBM Technical Support Services can provide a highly flexible and modular set of support capabilities designed to meet the needs of your particular environment—whether it be cloud, social, analytics or mobile.

We offer proactive and preventative support services, which can help address the challenges in highly complex and integrated environments such as yours. They can be enhanced or managed and offer multiple features and benefits, including:

- Integrated infrastructure availability management
- Single point of accountability
- Adaptive service levels
- Multivendor support
- Contract and inventory management
- Faster access to Level-2 resources
- Integrated hardware and software support
- Proactive hardware and software support
- System monitoring and automated services
- A dedicated team with a named TSS focal point as an extension of your own team embedded within IBM

IBM offers comprehensive portfolio of multivendor hardware and software solutions:

- **Hardware Maintenance**
  IBM, multivendor, network components

- **Software Support**
  IBM operating system (OS), IBM virtualization IBM systems management, Microsoft Windows, Linux, VMware IBM Middleware, Microsoft applications

- **Customizable Features/Bundled Offerings**
  Service level options, fully customized solutions, ServiceElite

- **Proactive/Managed Support**
  Cross platform, multivendor proactive support

Why IBM?

IBM is an industry-leading provider of technical support services with deep expertise in emerging technology areas such as cloud, analytics, social media and mobile. We have a robust support infrastructure comprised of a broad portfolio of services, a global infrastructure that provides nearly unparalleled access to skills, patented diagnostic and response tools, and an extensive network of partnerships that we leverage to help you more effectively manage your IT environment.

For more information

To learn more about the Technical support for services for cloud, analytics, social computing and mobility, please contact your IBM representative or IBM Business Partner, or visit the following website: **ibm.com**/services/maintenance

Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward. For more information, visit: **ibm.com**/financing