Enterprise managed application services without compromise

Highlights

- Deliver cloud-enabled managed application services to support business-critical applications or e-commerce solutions

- Provide customer centric service from an enterprise-grade cloud platform

- Achieve higher value with a diverse set of technology and layered service options

Businesses thrive on innovation. With disruptive competition, new technologies, and constantly evolving customer, employee and partner expectations, those who fail to adapt become irrelevant. Corporations must be agile and efficient to grow. Managing critical enterprise applications has become a significant constraint in the drive to compete, however. To avoid this roadblock, a new approach is required.

The IBM® Managed Application Services solution provides you with a cloud-enabled managed service that migrates, hosts, maintains and supports a number of applications, solutions and products on a highly available, high-performance cloud platform. These include:

- Enterprise applications: SAP, Oracle, PeopleSoft and JD Edwards
- e-commerce solutions built on IBM WebSphere® Commerce, Oracle Commerce and SAP Hybris
- Microsoft® collaboration products: Skype® for Business, SharePoint® and Exchange
- Managed middleware and custom developed applications

These are all on a highly available, high-performance cloud platform. Each solution helps remove obstacles to growth and positions your enterprise for success.

Beyond our core cloud-enabled managed service, IBM Managed Application Services can help customers with a full set of application life-cycle services. These services include ongoing functional support, development and testing, as well as providing short-term services, including project management and staff augmentation. The services are flexible, with varying tiers of service you can use to build a configured solution that is right for you.
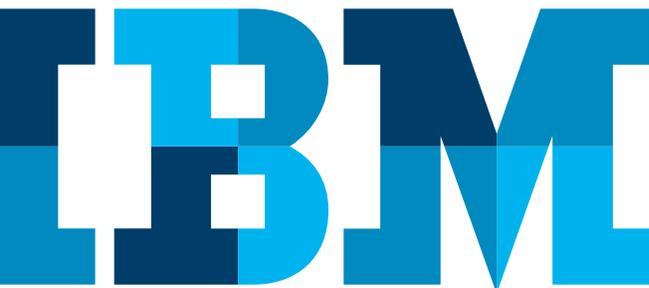
Traditionally, IT departments looked at keeping critical systems running as the way to add value. Once availability was addressed, they realized they were spending too much of their IT budgets maintaining existing applications and infrastructure. Early on, reducing those costs was a bottom-line objective, but today IT organizations are putting those dollars to use, enabling top-line growth. Every dollar you spend on running and supporting existing IT systems is a dollar that could have been spent innovating with new technologies, such as cognitive, big data analytics and the Internet of Things (IoT).

This evolution of IT objectives forms the basis for the concept of IT as a service (ITaaS). The ability to derive value from as-a-service offerings is increasingly a strong factor in determining the health of your organization. ITaaS positions the IT organization as a broker or seller of IT solutions as a service. Most often it involves hybrid cloud strategies that include on-premise, private cloud and public cloud options to meet the needs of the business. ITaaS improves agility and speed of innovation, shortens development cycles and time to market, provides insightful analytics, shortens sales cycles and reduces maintenance costs.

You shouldn't be in the business of managing your enterprise applications. The time and resources you spend handling these applications drains those resources from growing your business. Many applications have moved to the cloud, but enterprise applications require special attention. Enterprise resource planning (ERP) application suites, e-commerce and unifed communications solutions often require a different approach. IBM Managed Application Services deliver true hybrid cloud capabilities with flexible infrastructure options that provide cloud and dedicated infrastructure options. See figure 1.

The platform is built on the SoftLayer® infrastructure, the core of the IBM Bluemix® cloud platform, providing a high-performing cloud infrastructure from a growing number of data centers and network points of presence around the world. And it's the infrastructure platform for the rapidly growing portfolio of IBM cloud offerings. This means you have a platform that can keep up with the increasing pace of change and provides the agility you need to compete and thrive in a competitive marketplace.
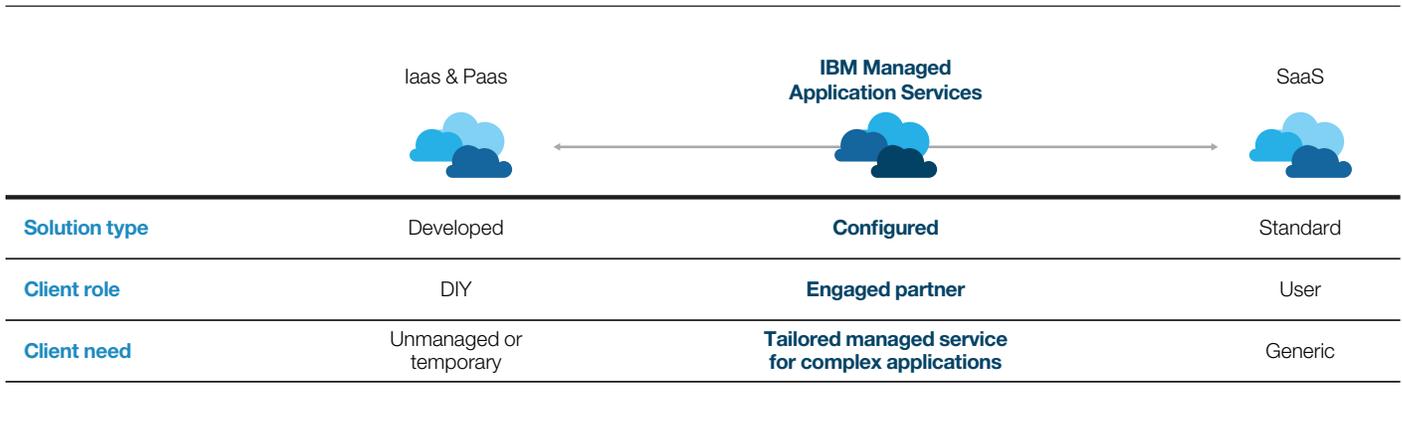
	IaaS & PaaS	IBM Managed Application Services	SaaS
Solution type	Developed	**Configured**	Standard
Client role	DIY	**Engaged partner**	User
Client need	Unmanaged or temporary	**Tailored managed service for complex applications**	Generic

Figure 1: IBM Managed Application Services in the cloud continuum

Just as importantly, our years of experience in enterprise application managed services and highly experienced, certified specialists deliver application-aware infrastructure configurations that turn flexibility into performance-tuned cloud environments. You can make the most of your application investments by delivering scalable solutions to your business users that are built to perform at levels they expect.

If you find you need a home for applications that you want to manage yourself or have another partner's support, we can provide this same platform with management options at varying levels. That way, you can always consolidate your cloud assets and applications with or without IBM managing each application.

Rely on a customer-centric solution

Every company is in the business of satisfying customers and IT management is critical to your ability to accomplish this. There are many components and complexities to your technical services. But you surely don't want to deal with that complexity—and you shouldn't have to.

IaaS and PaaS solutions provide you extreme flexibility. But with that flexibility comes complexity, and ownership and responsibility for managing that complexity, along with the risk of confusing flexibility and activity with productivity. A good managed services partner takes over that complexity and focuses on helping you make educated decisions about what matters most.

The solutions delivered by Managed Application Services are tailored to your needs and objectives—whatever they may be. But what makes the Managed Application Services offering so unique and successful is the service model we have used to deliver a service experience focus for nearly 20 years. Every customer is provided an assigned support team with three well-defined roles, backed by a global operations team, united to function as an extension of your own team. The project executive, client technical lead and client support manager help minimize complexity by providing you with a go-to resource for any question or need you have. The resources they provide include a well-defined proactive communication plan to drive results today, while planning the changes you need tomorrow. See figure 2.
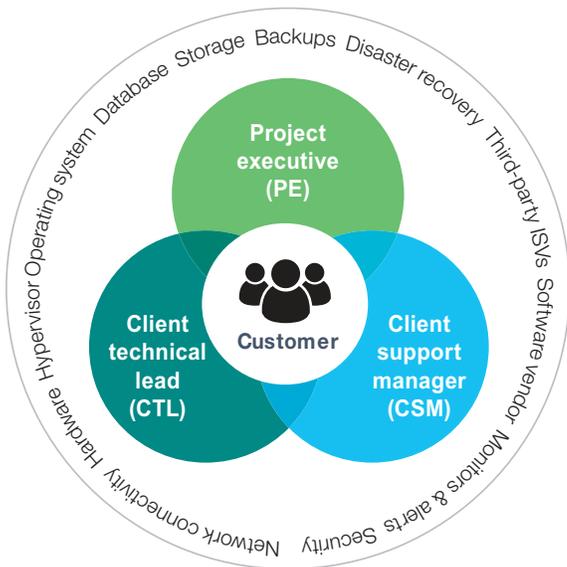
Assigned support team roles

Your **project executive** manages the relationship and alignment with your strategic plan, governance and overall satisfaction.

Your **client technical lead** has technical ownership of your environment and leads the planning and execution of support and project activity.

Your **client support manager** monitors and manages your case queue to better achieve resolution time objectives and help ensure that our progress is aligned with your priorities.

Figure 2: An integrated service team provides customer-centric service

In addition, a variety of tiered options in IBM Managed Application Services offerings mean you can customize your solution to fit your needs. IBM Managed Application Services is more than just a service. It is a solution to the conflict of getting what you need with the cloud flexibility you want. Migrating to our services provides clients with the opportunity and skills to plan, design, develop, implement, enhance and upgrade their applications with the Managed Application Services solution.

We understand trust is an essential element to the concept of being a customer-centric organization and your customers expect your applications to be safe and compliant with the needs of your industry. We all see headlines every week showing another enterprise has been a victim of some sort of cybercrime. While no solution is ever risk free, Managed Application Services provides you with leading tools and capabilities within our platform, including optional industry-specific bundles. And for customers with unique security requirements, a larger portfolio of security capabilities is available from IBM Security Solutions, a global leader.

The Managed Application Services solution is certified to be in compliance with the following organizations:

- Statement on Standards for Attestation Engagements (SSAE) 16: Validation of our control standards, processes and procedures to your independent auditors
- Payment Card Industry (PCI): Evidence of compliance with PCI standards for control of personal card information
- Health Insurance Portability and Accountability Act (HIPAA): Health Information Trust (HITRUST) certified as validation of compliance with HIPAA standards
- ISO 27001: Specification for information security management systems (ISMS), a framework that includes all legal, physical and technical controls in an organization's information risk management processes
- Federal Financial Institutions Examination Council (FFIEC): A US government interagency body that prescribes uniform principles, standards and report forms for the federal examination of financial institutions

With a team of experts behind you and the peace of mind provided by industry certification, you are freed to innovate and compete. IBM Managed Application Services present an ideal customer-centric business model that transitions critical business applications faster and more efficiently, helping to remove maintenance and management headaches, and position your company to satisfy your customers.

Be ready: Value-driven flexibility in the modern market

With ITaaS, Managed Application Services can be deployed as needed at any given point in time, with the flexibility and scalability to adapt as your business needs change. IT is now a strategic enabler of the business, while helping to ensure the purchase and consumption of IT services is fully aligned to business requirements. IT, again, is a driver of improved corporate performance.

An enterprise never knows when an opportunity will present itself. Seizing these opportunities requires the flexibility to pivot and adapt quickly and effectively, while minimizing the associated costs and risks. Managed Application Services provide the flexibility to handle complex requirements, providing you options where you need them, on a foundation of standards, with flexible pricing models to help meet your financial objectives.

Your competitors may or may not be ready for the next great technical advance or customer trend. But with IBM Managed Application Services, you can be.

An agile business is a successful business

New customer expectations, and new technologies like social media and the cloud, have fundamentally changed the nature of information technology. They have turned the IT department from a necessary evil that drains money and restricts growth to an enabler of the business's vision and future.

Managed Application Services mean a customer-centric, flexible hybrid cloud partner that provides you the freedom to innovate, create and grow as you see fit. It brings a service model that has demonstrated its timeless value for nearly two decades. And it's continuously assessed and improved based on formalized communication and feedback methods that include years of measuring and managing satisfaction.

Agility is the keyword now. Don't let management of your enterprise applications handcuff you when that crucial opportunity arises. There's an option that helps enable ITaaS for even the most complex of mission-critical enterprise applications, helps reduce your costs and helps make better use of your skilled resources. That option is Managed Application Services.

Why IBM?

IBM offers deep expertise and a wide range of capabilities for cloud-enabled managed services. IBM managed services are designed to provide you with the speed, expertise and agility you need to get ahead and stay ahead of the competition. These services enable you to migrate to a cloud infrastructure that enhances flexibility, scalability, security and management of your existing and future applications. IBM's cloud services strategy and solution set is continuously enhanced to help enterprise customers achieve their goals: developing smarter products and supply chains, delivering a better customer experience and building smarter operations.

For more information

For more information about IBM Managed Hosting and Application Services, please contact your local IBM representative or visit **ibm.biz**/managedappsandhosting