

**Even when the chips are
down, IBM Spectrum
ensures non-stop success**

IBM

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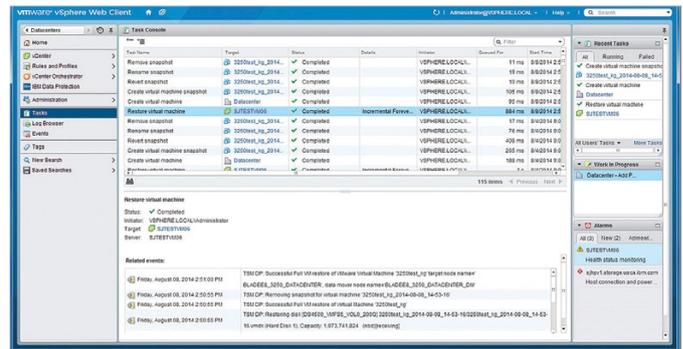
Even when the chips are down, IBM Spectrum ensures non-stop success

IBM has extended its footprint with a long-term managed services provider (MSP) client, through a software-defined storage deal worth £1 million in bookable revenue. The leading UK MSP provides cloud services, backup and disaster recovery, IT support and management to companies from a range of industries.

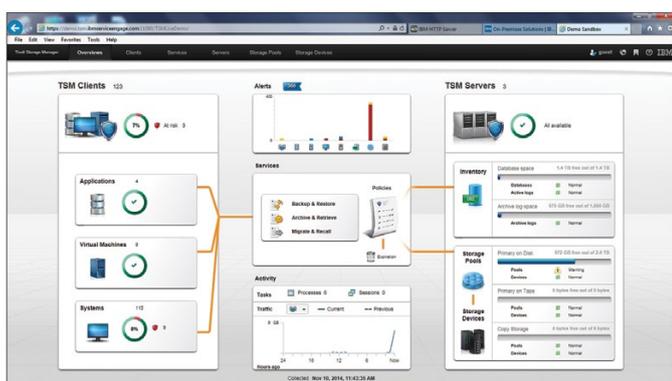
To ensure it continued to offer a high-quality, fast service, the MSP needed a major update of its storage landscape. Antiquated solutions in the datacentre slowed the provision of cloud services for customers, and invoicing took up to 12 weeks to complete.

The company approached IBM with a plan to move to a best-of-breed software-defined environment, specifically requesting a fully automated system to enable the setup of storage and server space for customers with rapid turnaround times.

The company can accommodate peaks in demand whilst keeping tight control of costs



Working closely with an IBM Business Partner, IBM developed a clear understanding of the MSP's challenges, and where the company saw itself in the future. The IBM® Storage team built a solution based on the IBM Spectrum™ Suite and all-flash storage. Through the IBM Capacity on Demand model, the company can accommodate peaks in demand whilst keeping tight control of costs.



With previous positive experiences of IBM Global Financing services, the MSP requested a financing proposal. IGF offered a payment plan, in which the company pays nothing for three months and then makes quarterly repayments at market competitive rates. The added benefit of paying for the solution as the financial benefits are accrued sealed the deal for the MSP.

IBM Spectrum Control™ was a vital ingredient in the deployment, allowing the company to migrate its existing customer data into the new storage environment quickly and without complications. IBM Spectrum Accelerate™ and IBM Spectrum Virtualize™ deliver crucial hybrid cloud capabilities, enabling the MSP to set up server and storage capacity for customers within hours.

The win means the company is now an end-to-end IBM shop, and positions it as a market-leading cloud hosting provider offering leading-edge solutions to its clients.

As the MSP plans to upgrade other systems in its datacentre soon, there are likely to be further opportunities for IBM within the account.

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For more information

To learn more about IBM Storage solutions, contact your IBM sales representative or visit: ibm.com/storage



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IBM Corporation
1 New Orchard Road
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