

# Selling Focus BP

LE/GTS

## IBM Cloud Brokerage Managed Services—Cost and Asset Management

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### Overview Summary BP only

### Sales Enablement Description Detail

### Target Audience Summary

> 1,000 employees

#### Sponsors

- Chief information or financial officer
- IT or IT infrastructure and operations manager, IT controller
- IT architect, app developer, VP of transformation or innovation

### Target Audience Detail

### Pain Points Summary

- We need a system to track cloud costs, evaluate alternatives and spend correctly
- We need the ability to quickly locate our cloud assets.
- We need to know whether cloud assets are meeting their goals.
- We need to determine the right amount of cloud capacity now and for the future.
- We need actionable insights based on cognitive analytics.
- We want to manage more consistently across the cloud.

### Pain Points Detail

### Benefits/Value Proposition Summary BP only

### Benefits/Value Proposition Detail

### Key Questions Summary

1. Where are the enterprise cloud assets located?
2. Are these investments meeting their performance goals?
3. How do the hybrid cloud costs compare with what was budgeted?
4. Are there alternatives that would meet the performance and budget objectives but cost less?
5. How can I manage hybrid cloud assets and set policies more consistently?

## Key Questions Detail

### Competitive Differentiators Summary

#### Key competitors:

- Cloudability
- Cloud Cruiser
- Apptio

1. The IBM service is part of the extended brokerage platform, offering seamless guidance into the next steps of hybrid cloud transformation.
2. IBM has robust monitoring capabilities with out-of-the-box dashboards.
3. Actionable insights are dynamic, powered by predictive analytics.

### Competitive Differentiators Detail

#### Average Deal Size/Pricing/Cycle Time Summary

**Entry:** One-time charge, USD 11,000; annual charge, USD 156,000

**Standard:** One-time charge, USD 29,000; annual charge, USD 300,000

**Enterprise:** One-time charge, USD 86,000; annual charge, USD 768,000

#### Average Deal Size/Pricing/Cycle Time Detail

#### Client References Summary BP only

#### Client References Detail BP only

#### Seller Call-to-Action Summary BP only

- Ibm.com may pass a lead to Global Technology Services systems sellers when it is a large transformational deal that requires site visits and incorporation into a complex deal.
- Once generally available (GA), IBM Strategic Outsourcing (SO) accounts globally are top the priority and the Center of Competency (CoC) team needs to lead to prioritize which accounts.
- All lead opportunities should be passed with a warm transfer—direct communication between the field sellers and digital reps.

#### Seller Call-to-Action Detail BP only

[Engage an IBM Global Financing representative early in the deal to discuss payment options](#)

#### Brand Offerings/Platform Summary

#### Additional Information BP only

#### Solution Detail

#### Objection Handling/Buying Criteria

**Objection 1:** This service costs too much.

**Response 1:** It is important to consider the strategic transformation objective versus the immediate return

on investment

**Objection 2:** Your competitors have dashboards.

**Response 2:** IBM is a leader in defining a new type of dashboard providing the broadest view of cost, assets and policies—and with a recommendation engine.

**Objection 3:** Many other vendors provide this service.

**Response 3:** IBM is one of a very few that offers this service for hybrid cloud assets.

## Initiate Contact/eContact

IBM Data Sheet: Gain visibility into your hybrid cloud investments

As more enterprises shift activities to the cloud, managers are facing growing pressure to control their cloud sprawl. Rapid expansion makes it hard to track where cloud assets are located, how they're performing and whether cloud investments are meeting their goals. Managers need simpler, easier ways to track spending and usage, compare costs with budgets and glean actionable insights that help them set policies and rein in their cloud spend.

A new data sheet, explains how IBM Cloud Brokerage Managed Services—Cost and Asset Management helps hybrid cloud users gain the ongoing visibility and insight they need. This “plug and play” service helps you:

- Establish and enforce governance control points using financial and technical policies
- Identify and respond to variances before they become problems
- Review actionable insights and recommendations using built-in advanced analytics and cognitive capabilities
- Simulate changes to inventory, spend goals and operational priorities
- Manage more consistently across multiple public cloud providers and provider services

Download the [data sheet](#) and learn to better manage the financial and technology complexities of hybrid cloud environments.

## Conversation Starters Summary

Hello, Mr./Ms. [client name]. This is [your name] with IBM. I have some exciting news I want to share with you. IBM Cloud Brokerage Managed Services has just launched Cost and Asset Management services, which can help you manage your hybrid cloud assets more efficiently and reduce costs. I think your organization could see significant benefits from the ability to gain ongoing visibility and actionable insight into your cloud investments more quickly and easily.

## Conversation Starters Detail

- Does your enterprise need a better way to quickly locate your cloud assets?
- Do you need to understand how your hybrid cloud assets are performing and whether they are meeting their goals?
- Do you want to know whether you have the right amount of cloud capacity now and what you'll need in the future?
- Do you need a system to track hybrid cloud costs, evaluate alternatives and charge correctly?
- Would your managers benefit from actionable insights based on cognitive analytics to help them set and enforce policies for your cloud assets?
- Are you looking for a way to manage more consistently across cloud providers and provider services?

[If yes]

IBM® Cloud Brokerage Managed Services—Cost and Asset Management gives hybrid cloud users ongoing visibility and actionable insight into their cloud investments. This “plug and play” service helps

you:

- Establish and enforce governance control points using financial and technical policies
- Identify and respond to variances before they become problems
- Review insights and recommendations using built-in advanced analytics and cognitive capabilities
- Simulate changes to inventory, spend goals and operational priorities
- Manage more consistently across multiple public cloud providers and provider services

May I send you some information about the IBM Cloud Brokerage Services—Cost and Asset Management services? [Send email] I will call you again in a couple of days to answer any questions you may have. Thank you.

[If no]

When would be a better time for me to call you back?

In the meantime, may I send you some information about the IBM Cloud Brokerage Services—Cost and Asset Management services? [Send email] I will call you again in a couple of days to answer any questions you may have. Thank you.

[Follow up with prospect in two days]

[Voice mail]

Hello, Mr./Ms. [client name]. This is [your name] with IBM. I have some exciting news I want to share with you. IBM Cloud Brokerage Managed Services has just launched Cost and Asset Management services, which can help you manage your hybrid cloud assets more efficiently and reduce costs. I think your organization could see significant benefits from the ability to gain ongoing visibility and actionable insight into your cloud investments more quickly and easily.

## Continuing the Conversation

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Author/Owner Email for Dynamic Build notification This should be the person responsible for the content of what belongs in this Kit/Play; this person will be notified when an asset is linked/unlinked to the Kit/Play	shalee@us.ibm.com
Publish/Expire Notify (every time a Sales Kit/Play is published) Default is yes, thus the field below is mandatory	1
Author/Owner Email for Kit/Play Publish or Expire Notification This should be the person that will get notification any time a Kit/Play is published or is about to expire	shalee@us.ibm.com

## Contacts BP only

### Legal Lockup

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