

Fuel your hybrid cloud and AI journey with a robust financial strategy

Cost management strategies are critical as enterprises accelerate their move to hybrid cloud and AI to enable digital transformation initiatives.

Cost control ranks high in business executives minds:

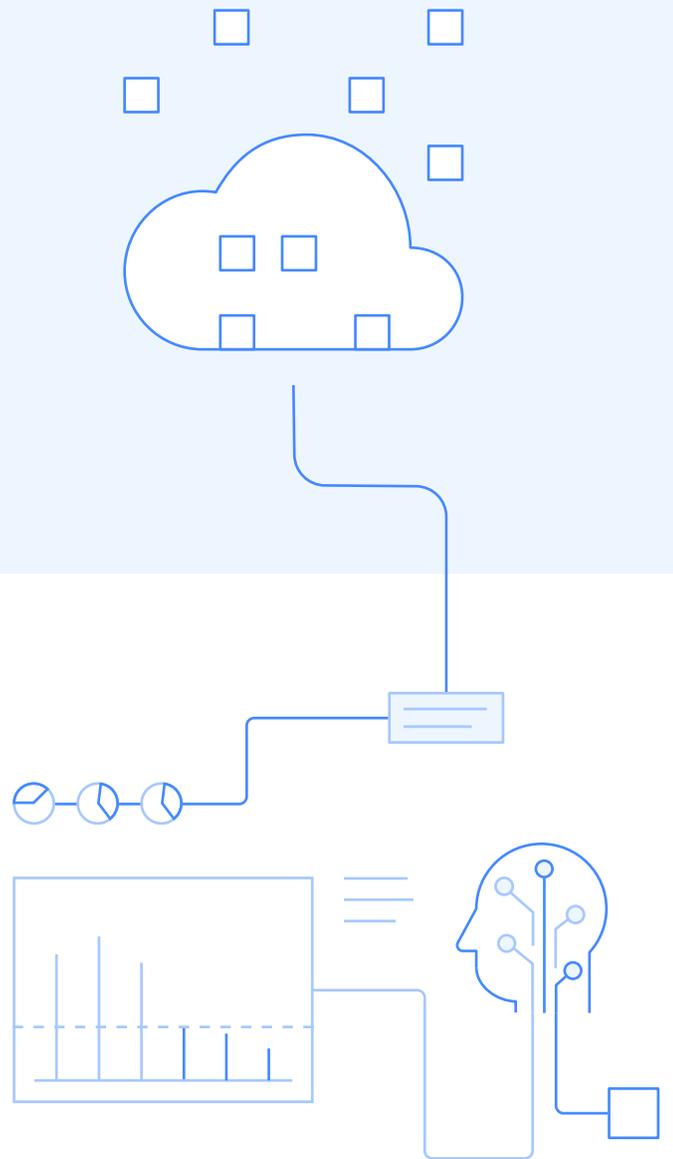
87%

of business executives surveyed say cost management is a top concern¹

86%

surveyed reported cash flow management or liquidity management is a top priority¹

¹ [Cost and value transformation in the era of COVID-19](#), IBM Institute for Business Value, September 2020.



If you are planning a digital transformation, aligning a comprehensive IT, business and financial strategy may help you:

Support your budget



A flexible strategy and portfolio of innovative financial solutions that could help support needs for ROI, liquidity, and cash flow

Fund your IT project



Alignment of payments to anticipated project benefits – potentially enabling accelerated time to value

Benefit from IT financial expertise



A partner with deep expertise and payment solutions to support IBM hybrid cloud and AI offerings

To learn more about how IBM and its ecosystem partners could help you build a financial plan to accelerate your hybrid cloud and AI journey, visit ibm.com/financing.