IBM Cloud Brokerage
Services

Brokerage Store

Why Brokerage Store?

For more information on Brokerage Store, please visit:

ibm.biz/Brokerage_Store

In a world of DIY, everyone thinks they are the expert.

Cloud has given users an alternative path to their technology needs. Today's IT consumers crave fast availability of services and often bypass IT in favor of individually evaluating and procuring on-demand solutions. IT runs the risk of gradual irrelevance unless it changes to enable user requirements.

In order to stay relevant, IT must evolve their delivery model and deliver a wider variety of services tailored to business needs - faster. IBM Cloud Brokerage Store enables a self-service ability to browse, search, order and fulfill services powered by a comprehensive curated ITaaS catalog across cloud and traditional IT providers.

With the IBM Cloud Brokerage Store, IT can:

- Deliver a unified experience across all service options
- Ensure services offered meet organizational governance standards
- Provide service options tailored to user role or business need
- Monitor and optimize purchases through a fulfillment console
- Set pricing according to the latest negotiated contract terms
- Automate updates to service pricing and capabilities

Who benefits?

You ensure your organization's IT strategy is optimized for top performance and availability needs.
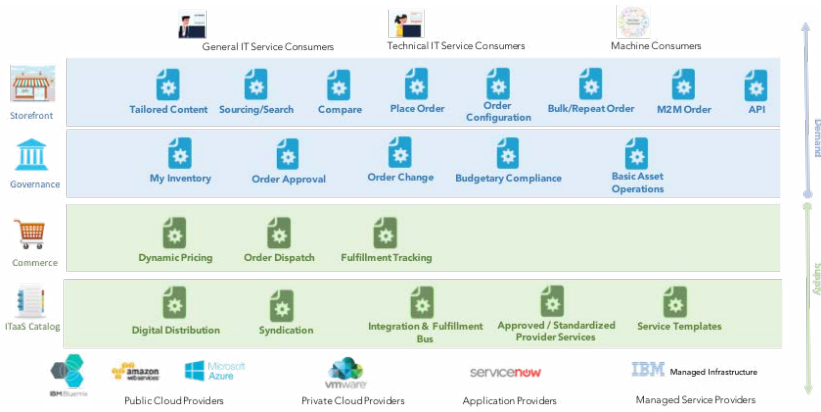
You design and maintain the applications for development environments across business units.

To combat shadow IT, you must offer a faster, easier way to obtain services while maintaining non-friction governance. Beyond initial purchase, you need visibility from acquisition through the fulfillment lifecycle and into Day 2 operations. You need a solution that offers the choice users want, the integrated and automated delivery IT requires, and the speed and agility the business demands.

In order to do this, you need access to IT services that match the speed and efficiency of your design process. Identifying and purchasing services externally at the drop of a hat has become commonplace. If IT offered the choice of services you already love and a streamlined time-to-value, you could develop solutions even faster. Say bye-bye to internal procurement process blockers and hello to customizable templates.

How can it transform the way you work?

- Reduce complexity by standardizing the IT services buying process
- Set buying policies for budgetary control and approval workflows
- Purchase IT services according to the latest contract pricing that automatically syncs with your catalog
- Curate a catalog of content to fit the needs of your organization down to the user

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IBM Cloud Brokerage Services Suite

| Brokerage Store | Cost and Asset Management | Workload Planning |

Brokerage Store is one of the primary applications within the IBM Cloud Brokerage Services Suite of solutions. The suite enables enterprises to:

- **Plan** hybrid IT environments and workload deployments
- **Buy** and access services from a rich and dynamic ecosystem of external and internal providers
- **Manage** total cost and capacity of your hybrid cloud usage
- **Operate** and control services and the way they are used

For more information on IBM Cloud Brokerage Services Suite, please visit: http://ibm.biz/CloudBrokerageSolutions

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