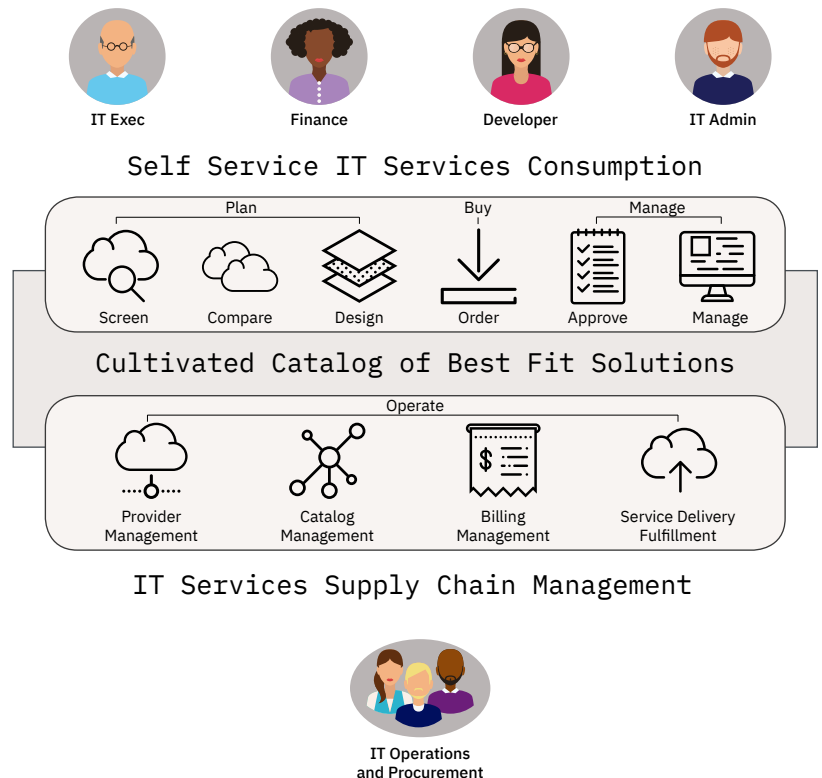# Cloud Brokerage Services

New Possibilities, Familiar Challenges

Enterprise technology is paramount to delivering impact at the core of the business. New products and services are being developed everyday with technology that wasn't even possible a few years ago. Key units of measurement - time to market, quote to cash, time to resolve – are being discussed in minutes and hours versus week or months. The key to controlling risk and balancing agility while running at the speed of innovation is hybrid IT.

This can be achieved by thinking of the way IT services are acquired, integrated, and consumed as a modern supply chain. This enables IT, procurement, and finance to collaborate seamlessly.

- Self-service improves agility and increases user satisfaction
- Visibility enables cost optimization
- Governance and management reduce risk

IBM's Cloud Brokerage Services Suite of applications can help you find the balance between enterprise governance mandates like technical standards or budget constraints and fast, easy access to digital services such as managed cloud services or third-party applications.

Self Service IT Services Consumption

Cultivated Catalog of Best Fit Solutions

IT Services Supply Chain Management

Why Cloud Brokerage Services?

IBM's Cloud Brokerage Services Suite enables enterprises to:

- **plan** out your optimal hybrid environment
- compare and **buy** services you need from IBM and other suppliers

- **manage** total cost and capacity of your hybrid cloud usage
- **operate** the use of these services across your organization

How can it transform the way you work?

Brokerage Store

IBM Cloud Brokerage Store enables a self-service ability to browse, search, order and fulfill services powered by comprehensive curated ITaaS catalog across services from IBM and other suppliers.

Cost and Asset Management

IBM Cloud Brokerage Cost and Asset Management allows you to increase visibility into your asset portfolio, track spend and manage consumption with data-driven insights that allow you to optimize your cloud environment.

Workload Planning

With IBM Cloud Brokerage Workload Planning, you can assess the relative value of each application's possible move to the cloud and compare cloud providers based on your organization's needs.

IBM