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## Highlights

- Today's enterprises must be able to meet new opportunities as they arise
  - A secure, stable enterprise platform gives you the freedom to focus on e-commerce objectives
  - Experienced support frees your resources to innovate and grow
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# Innovate, grow and compete with IBM Managed Application Services for e-commerce

Your e-commerce applications are more critical to the success of your enterprise than ever before. In 2015, it was estimated that 200 million digital shoppers spent an average of USD 1700 per person.<sup>1</sup> But a healthy e-commerce solution does not magically appear. It requires time and resources to properly operate. Agility is now key. In addition to lack of flexibility and speed, cost management is one of the significant roadblocks to creating agility in your enterprise. If your enterprise is spending too much time managing these assets, time and resources are being taken away from your ability to serve your customers.

In addition, enterprises must overcome new hurdles, such as data security, disruptive competition and managing multiple platforms from multiple vendors. A lot of technology comes together to support your online business. But worrying about any one of these pieces breaking down and impacting your customer's experience or your company's revenue stream is unnecessary. IBM® Managed Application Services for e-commerce offers a holistic approach toward giving you the capability to develop your customer base.

The IBM Managed Application Services for e-commerce solution provides a customer-centric service model that transitions your critical online business applications to the cloud. It migrates, hosts and supports leading e-commerce and customer experience applications, such as IBM WebSphere® Commerce, IBM Sterling Order Management, Oracle® Commerce, SAP Hybris and Adobe® Experience Manager, as well as other ecosystem applications. This migration is done on a highly available, high-performance cloud platform, removing the roadblocks caused by management of these applications and freeing your enterprise to evolve and compete.



## Empowering your enterprise to seize opportunity

The vagaries of business today mean that you never know when an opportunity will present itself. Seizing these opportunities requires the flexibility to adapt quickly and effectively while maintaining cost control. A service enabling infrastructure that consists of a hybrid cloud design provides the flexibility to handle complex requirements, providing you with options where you need them, on a foundation of standards and best practices. It is designed with uncompromising security features and compliance standards, including SSAE 16, ISO 27001, PCI and HIPAA, which provide stability, reliability and protection. It's upon this foundation that critical customer loyalty and trust is built.

In addition, the solution offers the following capabilities:

- **Elasticity**  
The cloud-enabled infrastructure provides the scalability to align with consumption needs without making long-term investments for companies that have seasonal and market-driven peaks in their online business.
- **Speed**  
The cloud-enabled infrastructure allows rapid provisioning of resources for companies exploring new ways to interact with customers and have a pipeline of new projects to take live.

The solution delivers true cloud capabilities delivered from a sophisticated enterprise-grade platform. The platform helps you gain the speed and agility you need to compete and thrive in a competitive marketplace.

## Moving from services to a solution

All companies are in the job of satisfying customers. IBM Managed Application Services for e-commerce is more than just a service; it's an end-to-end service experience tailored to your unique needs and requirements. This means it is a solution to the issues you confront.

Your online business requires dozens of technologies to seamlessly work together. These technologies include the network, hardware, compute, storage, operating system, hypervisors, application servers and database servers. In addition, it includes the business applications that run on top of them and the security to protect them. IBM Managed Application Services for e-commerce takes care of all this through the lifecycle of your solution with business-focused services that align with your business priorities, as shown in figure 1. You are freed to focus on developing your e-commerce initiatives, while relying on improved performance and stability to support and grow your business. With maintenance and management headaches removed, you can position your company to satisfy your customers.

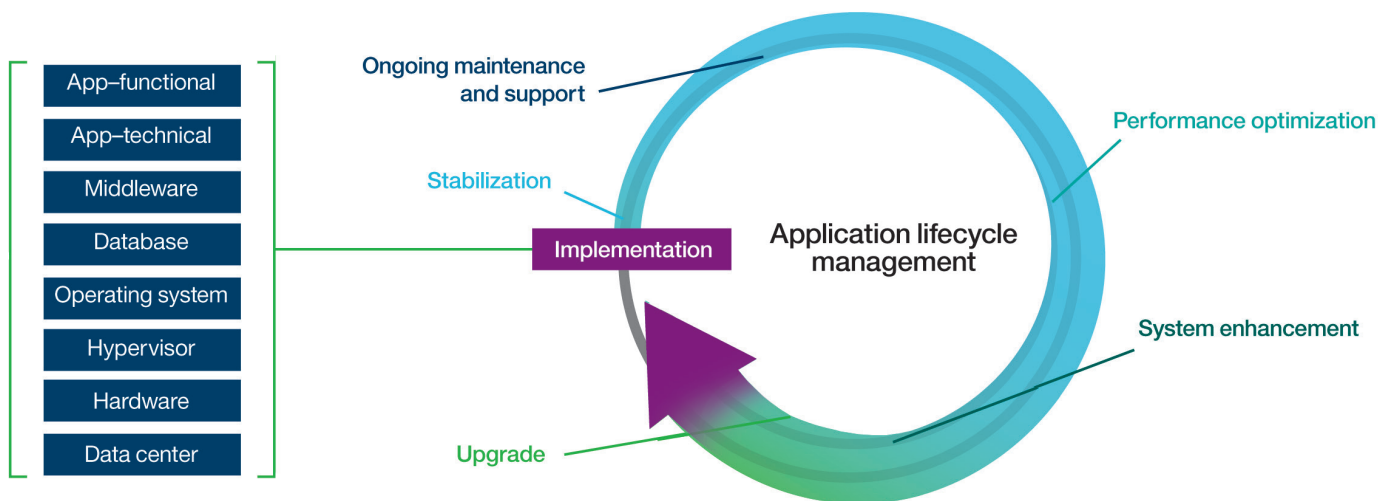


Figure 1: The IBM Managed Application Services application lifecycle management

In addition to application management, our application development and enablement (AD&E) team provides you with flexible options to add functional application or integration services if needed. Whether just a short-term resource is needed or a longer-term ongoing development or support, our team can help. Other services include migrations and upgrades, release management, performance and load testing, mobile support and user interface design.

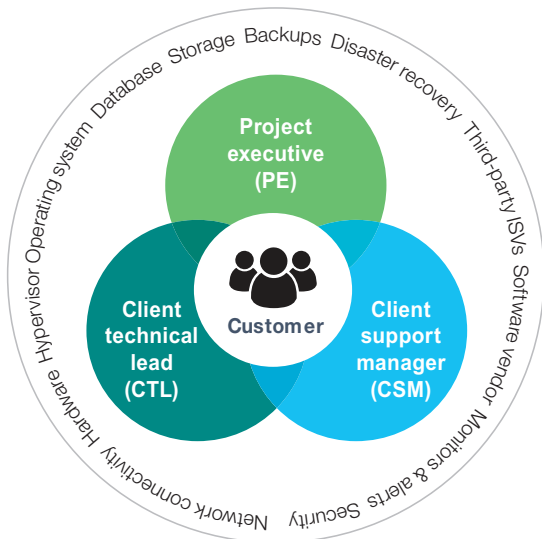
IBM is dedicated to commerce. We provide a comprehensive set of software and services that allow companies across industries to succeed in creating a smarter shopper experience, build smarter merchandizing and supply networks, and drive smarter operations. If you are looking for a vendor to help you achieve your commerce goals, IBM has the solutions you require.

Many infrastructure as a service (IaaS) vendors provide several self-service technologies, but it's up to you to design your solution. Depending on the application workload, the technology options offered by these vendors may not meet your desired performance or security goals. This task requires a company to piece together multiple vendors to provide a complete solution.

Say goodbye to the headaches involved in attempting to make disparate platforms and applications work together. With IBM Managed Application Services for e-commerce you have the team in place when you need it, offering you the agility today's business environment requires.

### An engaged support model

You aren't in the business of managing your e-commerce applications. The time and resources you spend handling these applications drains those resources from other core business objectives. The IBM Managed Application Services for e-commerce engagement model consist of an assigned team of experts, shown in figure 2. These experts are experienced in delivery of business solutions. They work with you to provide technical support that helps ensure your e-commerce application management is aligned with your business priorities.



Assigned support team roles
Your <b>project executive</b> manages the relationship and alignment with your strategic plan, governance and overall satisfaction.
Your <b>client technical lead</b> has technical ownership of your environment and leads the planning and execution of support and project activity.
Your <b>client support manager</b> monitors and manages your case queue to better achieve resolution time objectives and help ensure that our progress is aligned with your priorities.

Figure 2: The IBM Managed Application Services engaged support model

Other benefits of the support model include:

- **Continuity from delivery to support**

The team starts to work with you early in the implementation, learning your business processes and culture. This core team stays with you through the application life cycle.

- **Access**

You can reach this support team by phone, email or on a ticket basis depending upon the urgency of your request. You want to create a personal experience for your customers, why not get the same personalization from the support team for your online business?

## Conclusion

As we look to the future, e-commerce will continue to take a larger role in our buying habits. However, e-commerce is constantly evolving as new technologies, such as social media, the Internet of Things (IoT) and mobile, are introduced and become part of the e-commerce fabric. To be successful, you'll need to use your resources to respond and take advantage of these new technologies, not waste time and money on housekeeping chores. IBM Managed Application Services for e-commerce can help you achieve your goals by eliminating the resource sink of application management that may be handcuffing you now.

Agility is the keyword now. With changes happening so fast, the company that isn't prepared may find itself in deep trouble. Spending time and effort on your enterprise applications is wasted if you aren't ready to take advantage of new opportunities. There is a better option that offers flexibility and speed, while helping you reduce costs, increase efficiency and make better use of your resources. That option is IBM Managed Application Services.

## Why IBM

IBM offers deep expertise and a wide range of capabilities for cloud enabled managed services. IBM managed services are designed to provide you with the speed, expertise and agility you need to get ahead and stay ahead of the competition. These services enable you to migrate to a cloud infrastructure that enhances flexibility, scalability, security and management of your existing and future applications. IBM's cloud services strategy and solution set is continuously enhanced to help enterprise customers achieve their goals: developing smarter products and supply chains, delivering a better customer experience and building smarter operations.

## For more information

For more information about IBM Managed Hosting and Application Services, please contact your local IBM representative or visit [ibm.biz/managedappsandhosting](http://ibm.biz/managedappsandhosting)



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1 Ray Hartjen, Retail's Main Event: Brick & Mortar vs. Online,  
<http://bit.ly/2eaKwlj>



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