IBM Cloud Managed Services for Consumer Products

Increase growth and profitability in a changing competitive landscape

Highlights

- Free up IT resources to drive innovation
- Easily deploy transformative technologies
- Speed system performance and service delivery
- Reduce administrative costs by as much as 30 percent[1]
- Better manage risk and compliance
- Maximize sustainable and profitable growth

Consumer products companies are facing multiple challenges. Profitability constraints, more demanding customers and a volatile business climate are among the factors creating pressures on the industry. In this changing landscape, companies are looking for ways to accelerate time to market, differentiate the customer experience and drive competitive advantages. Managed cloud offers a cost-effective path forward to meet these goals.

Overcoming barriers to growth and profitability

Dramatic forces are limiting growth and creating the need for new capabilities in today's consumer products industry. Lack of differentiation, higher product failure rates and volatile commodity prices have pushed up costs and cut into profitability. Demographics and consumer spending have also shifted.

Industry leaders know that meeting those challenges requires technology-based innovation to facilitate new channels, reinvigorate the customer experience and apply real-time data analytics to product development and marketing. In a recent global survey, including consumer products companies, the entire C-suite selected technology as the main game-changer during the next three to five years.[2] However, many organizations are spending so much time and resources just "keeping the lights on" for their systems of record that they are unable to spare resources for forward-looking initiatives or expansion.

Empowering consumer products companies with a managed cloud

For proactive CIOs who need to free up resources for innovation or are constrained by their infrastructure, IBM® Cloud Managed Services® provides managed hosting for business-critical applications, including core solutions such as enterprise resource planning (ERP), SAP and Oracle that can be difficult for IT organizations to make cloud-ready on their own. IBM Cloud Managed Services lets you focus on new growth opportunities while reducing the daily management of your enterprise applications.

With 13 data centers throughout the world, IBM Cloud Managed Services has helped consumer products companies around the world meet their goals.

Providing the cloud capabilities you need to succeed

IBM Cloud Managed Services enables organizations to embrace the cloud with confidence. IBM manages hundreds of client environments worldwide. And unlike other managed services providers, IBM doesn't just deliver a virtual machine (VM). IBM Cloud Managed Services provides a fully configured environment with everything you need, including OS and security patching.

With IBM Cloud Managed Services, you benefit from robust, industrialized infrastructure with exceptional multi-platform support—x86 and IBM Power Systems™ (x86 Microsoft Windows and Linux) and IBM Power Systems (IBM AIX®)— and your choice of guaranteed service-level agreements. A full-function cloud managed services portal with your choice of connectivity options makes it easy for you to manage provisioning, maintenance and service requests. Key capabilities include:

- Highly flexible, scalable and available compute, storage and network configurations
- Standard, high-performance and Flash storage options
- Continuity services including alternate site disaster recovery with failover and failback
- IT Infrastructure Library (ITIL) lifecycle, asset, license, patch and configuration management
- High availability, clustering, active directory integration and redundant private network
- Managed hosting of SAP, SAP HANA, Oracle and other ERP and customer relationship management (CRM) applications

Protecting your data with powerful, built-in security

With IBM Cloud Managed Services, enterprise-oriented delivery models help securely partition your environment—whether shared or dedicated. Best-of-breed security services safeguard your data and servers against outside threats with vulnerability scanning and protection from physical intrusion. And you can readily comply with geographical regulations by specifying where your data resides and your workloads run.

Delivering important benefits for your organization

In the face of today's challenges, IBM Cloud Managed Services offers the agile platform consumer products companies need to deploy new technologies and boost revenue growth while dramatically increasing operational efficiency. IBM Cloud Managed Services enables you to:

Gain the economies of cloud: Deploy applications with minimal or no infrastructure and avoid upfront capital expenses. Additionally, you can allocate and release resources based on demand, paying for what you use as an operational expense.

Everest Group rates IBM as a Leader in Hosted Private Cloud Services (2015), and the only vendor to score full marks for scale, scope, domain expertise and innovation, delivery footprint and market success.[3]

Improve service quality: High availability, continuity services and disaster recovery ensure your applications and services are meeting committed service levels.

Speed service delivery: You can deploy new application environments in hours versus weeks while improving the quality of testing by helping reduce configuration errors. Accelerate deployment of mission-critical solutions and emerging technologies.

Reduce administrative overhead: Managed services, including OS systems administration, are integrated into every virtual machine.

Better manage risk and compliance: Industry-leading tools and processes help reduce security complexity, provide around-the-clock monitoring and protection, and help ensure ongoing regulatory compliance.

Increase flexibility with hybrid: You can easily create hybrid cloud environments with IBM Cloud Managed Services and IBM SoftLayer®. Hybrid cloud gives you deployment flexibility, including the ability to securely connect off-premises applications to on-premises data.

Pull ahead of the competition: Boost system performance, accelerate time to market and use cloud-based technologies and enhancements to differentiate the customer experience.

Opening up new strategic horizons

The consumer products business is changing rapidly. IBM Cloud Managed Services enables your organization to meet those changes proactively. You can free up resources for innovation by reducing the daily management of enterprise applications. At the same time, you can provide a secure, scalable and agile cloud infrastructure that supports reinvestment in innovation and speeds delivery of new services to market.

What sets IBM managed services apart?

IBM treats your enterprise data with the same safeguards as our own.

- Shared or dedicated deployment models to meet your specific business needs
- Unique hybrid cloud option with IBM Cloud Managed Services and SoftLayer cloud centers linked through the SoftLayer interconnect network
- The only cloud managed service provider to offer IBM Power Systems and AIX
- Fully managed virtual servers and options for database and middleware management
- Availability of migration services to help clients move workloads instead of rebuilding
- More than 30 years of experience and deep industry and technical expertise delivered by our experts, including highly trained SAP and Oracle specialists

IBM Cloud Managed Services not only helps to reduce costs and improve profitability today, but also opens up more possibilities for the future. With routine operational tasks managed by IBM, your staff is free to focus on projects more strategic to your enterprise—including exploring ways of using your managed cloud to help transform the business.

Why IBM?

IBM offers deep expertise and a wide range of capabilities for cloud. IBM cloud solutions are designed to help you get ahead of the competition with speed and flexibility and make faster and better business decisions with total visibility and control. IBM can help you deploy on an infrastructure built for speed, rapidly design and build applications, and deliver and manage new capabilities in the cloud.

IBM has a cloud strategy and solution set that it is continuously enhancing to meet key consumer products and retailing imperatives: developing smarter products and supply chains, delivering a smarter shopping experience and building smarter operations.

For more information

To learn more about IBM Cloud Managed Services for Consumer Products, contact your IBM representative or IBM Business Partner, or visit: ibm.biz/ibm-cms

[1] Pasquiri S.r.l, **ibm.com**/common/ssi/cgi-bin/ssialias?subtype=AB&infotype=PM&appname=GTSE_WU_WU_USEN&htmlfid=WUC12376USEN&attachment=WUC12376USEN.PDF
[2] "Redefining Boundaries: Insights from the Global C-Suite Study," IBM Institute for Business Value, 2015, **ibm.com**/services/c-suite/study
[3] Everest Group, "Performance, Experience, Ability, Knowledge – 2015 Global Preview," https://research.everestgrp.com/wp-content/uploads/2015/12/Hosted-Private-Cloud-Services-Global-PEAK-Preview-December-2015.pdf

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