



IBM Cloud for ISVs

Streamline the path to cloud innovation and growth with IBM Cloud Ecosystem.

The market for cloud is changing. Customers and regulators are demanding greater control over data access and capabilities. Containerization with Kubernetes has emerged as the clear winner. As containers begin to outnumber VMs, orchestration is becoming key. Mission-critical workloads require high levels of security and compliance-readiness. It is increasingly important for Independent Software Vendors (ISVs) to embrace an open strategy that allows them to deploy on any cloud with speed and agility.

Why IBM?

IBM is offering ISVs technical resources and funding to enable them to build cloud-based products that enterprise clients can deploy anywhere, while keeping true to security and compliance needs.

“Leveraging IBM Cloud allows us to really focus on what we’re good at and what we need in order to deliver a successful service.”

– Senior Vice
President of SaaS
Operations, Movius

Build once and
deploy anywhere
with speed

500%

Reduction in time-to-market at Assima.¹

Simplify cloud
migration and
reduce costs

75%

Reduction in OpEx with IBM Cloud Pak.²

Accelerate revenue
with customized Go-
To-Market support.

175

Countries where IBM operates.³

¹ “Assima Case Study,” IBM, 2018, <https://www.ibm.com/case-studies/assima>

² “Delivering Business Value through Transitioning from Managing VMs to Orchestrating Containers,” Ovum

³ “IBM Annual Report Form 10-K” United States Security and Exchange Commission, 2019



IBM Cloud Technology

While most enterprises focused initially on migrating relatively simple applications and workloads to public cloud, it's now possible to migrate, modernize and build more sophisticated mission-critical applications. IBM Cloud technology is built on a foundation of open source software and backed by longstanding technology leadership and expertise in security across industries. With enterprise-grade infrastructure and platforms that run IBM's own business, IBM Cloud provides artificial intelligence and more than 190 overall services for quickly innovating to meet and exceed customer needs.

Building on IBM public cloud, IBM Cloud Pak solutions are IBM certified, enterprise-ready, containerized pre-integrated software solutions to give ISVs an open, faster, more reliable way to build, move and manage on any cloud. Running the IBM Cloud Pak solutions on IBM Cloud lets ISVs focus on developing and managing mission critical applications on the most secure cloud for business.

Grow Your Business in the IBM Cloud Ecosystem

IBM Cloud Ecosystem provides access to the most open and secure cloud and AI technology with co-creation opportunities, IBM selling networks, and personalized go-to-market support, so partners can build and deliver innovative cloud solutions with velocity and scale.

IBM Cloud Ecosystem signals significant change in leadership direction for IBM with commitments to quick and agile decisions, onboarding, and support. There is no one size fits all partnership experience. We are looking for a diverse set of partners to build unique journeys with. Here, your business come first.

“To put ourselves in a stronger position to meet future growth and scalability challenges, we decided to re-architect all our cloud services using open-source tools in the IBM Cloud.”

– Jagmeet Chawla,
Global Head of
Architecture Office
and Cloud
Engineering, The
Weather Company



IBM Cloud Ecosystem Benefits

Build once and deploy anywhere with speed

- With IBM and Red Hat OpenShift, choose any cloud infrastructure, and seamlessly manage and integrate across multiple clouds.
- Leverage IBM’s reputation for mission critical workloads with the most open and secure public cloud for business.
- Build trust by offering the highest compliance for data encryption and edge-to-cloud threat management with IBM security.
- Join the world’s first financial services-ready public cloud with architectural guidance and support to onboard your solutions.

“The IBM Cloud has opened a world of opportunity, both for Jenzabar and our clients.”

- Guy Ortiz, Managed Services Program Manager, Jenzabar
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Simplify cloud migration and reduce costs

- Co-create with a global team of highly experienced Developer Advocates to help outside developers work with data in the cloud and help surface opportunities for IBM to improve offerings for partners.
- Rapidly bring your best ideas to market with deep design engagement models like IBM Garages and IBM’s proven Design Thinking methodology
- Accelerate cloud migrations with technical teams to guide ISVs through strategic, technical and operational considerations, test these decisions and help buildout cloud environments.

Accelerate revenue with customized GTM support.

- Define best-in-class Go-To-Market plays and create partner playbooks with a Cloud Partner Product Squad.
- Access the Cloud Engagement Fund for incentives and resources to support each GTM play.
- Build pipeline with joint external communications and demand generation.
- Uncover new opportunities and expand reach with partner-to-partner selling networks and digital marketplaces, including access to the new Red Hat Marketplace.



Get Started

Find out why IBM Cloud receives highest customer rating among leading cloud providers

ibm.com/cloud

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