Wherever you want to go.

Together, we develop new directions of working

Evolving to face the New Normal

These are extraordinary times: and to face them, new, exceptional ways of working are required. For now flexibility and adaptability are no longer simply options, but necessities.

Why taking a New Direction is essential

With the heightened demand for remote working and monitoring, your clients are seeking swift, agile and responsive solutions from you, firmly bedded in cooperation and trust. In situations like these, you also need someone you can rely on.

Ever-increasing operational complexity needs to be reined back and brought under steady control to ensure the flexibly required to innovate with speed.

Which is why we provide the opensource cloud technologies that – integrated into offerings that remain your Intellectual Property – empower automated processes and optimized efficiencies.

It's an entire suite of support designed to transform your ideas into profits through satisfied clients and new revenue streams.

Collaboration is key: so let's see how you can turn it to your advantage.

Your Needs are the Bedrock of our Solutions and Support

A strategically effective preparation for the new ways of working revolves around six chief requirements:

- The ability to manage multiple vendor clouds through a single unified approach

- Automation of core IT systems management and service delivery

- Flexible, diverse, and secure platforms supporting your services with no vendor lock in

- Emerging, open and trustworthy technology

- Expert knowledge and insights

- Go-to-market resources and a global reach

These challenges can actually be transformed into opportunities by enabling automated processes and reducing complexity, which in turn leads to continually and flexibly developing operations.

And all this is achieved through integrating opensource cloud technologies into your offerings.

> *"It was quite easy to integrate Watson API in our solution to reduce detection times and reduce the global impact of wildfires on peoples, economies and societies."*
>
> Vasco Correia, Director, International Business, Compta

Your Solutions, Integrating our Innovative Tech

Integrating cutting-edge IBM tech, SaaS, and developer tools into your solutions is the faster path to accelerating business growth.

It's still your branded solution, under your terms, your conditions.

Yet development costs are reduced while profits increase. The technology you integrate is priced on your selected commitment level, resulting in an easily established predictive cost model.

What's more, you can also integrate ready-made, reusable sections of code via the IBM Code Library, access more than 190 leading services and APIs, or deploy fully managed Red Hat OpenShift clusters on IBM's public cloud with just a few clicks.

And whether you're optimizing the security of your own hybrid cloud solution, or securing data in DBaaS on public cloud, IBM's public cloud is the only one that provides tamper-proof cryptographic technology with unique features like Keep Your Own Key (KYOK).

IBM's cloud, data and analytics and artificial intelligence capabilities can give your offerings intelligence, extend the power of your data, and digitize transactions with blockchain and more.

Moreover, you only have to build once to deploy anywhere on a cloud that's both open and secure.

A Partnership Built on Trust and Designed for Growth

Are you ready to unlock the resources designed to not only help you build your solutions at speed and scale but also ensure you stand out in the marketplace?

Along with flexible finance options allowing you to manage cash flow and flexibility, we provide an enviable expertise in strategic sectors like Banking, R&C, Healthcare, and Insurance.

Our global ecosystem of clients, trusted partners and leading specialists is also at your disposal, granting you both invaluable local knowledge and the ability to draw on the insights of like-minded innovators spread across over 170 countries.

Then while our skilled development teams help you to reimagine new ideas through co-creation, you can build in-house technical, sales, and marketing capabilities via personalized training courses and competency roadmaps.

And when you're ready to go-to-market with your ground-breaking solutions – we're there for you too.

Go to Global Market

Operating via a world-wide network, IBM provides go-to-market support granting your solution global visibility.

You also get to create and boost your digital marketing via growth funds, co-marketing, and IBM's no-cost marketing automation platform.

And we help you reach new prospects globally as you sell and provision your offerings through digital marketplaces like the open cloud Red Hat Marketplace.

If there's anything else you'd like to know – well, just ask!

"The reason we chose IBM Cloud Object Storage as part of our platform is the fact that it's super scalable, it's cost effective, and it's really fast to provision."

Ben Foakes, Founder & Managing Director BASE Media Cloud

What happens Next is up to You

Do you want to explore more agile, more efficient ways of working? Then step into a personalized consultation with our technical advisors for customized coaching.

But if you feel ready to instantly begin trialing more than 190 innovative services and APIs, start right now by using $12,000 free IBM Cloud credits.

Either way, together we'll develop new directions of working.

IBM