



Overview

The need

Better support members and boost competitiveness by accelerating the provisioning of new systems while improving IT agility to get new offerings to market fast.

The solution

Blue Shield of California adopted an open and cloud-ready platform for the deployment and management of application workloads provided by IBM® PureApplication® System.

The benefit

Provisioning based on patterns allows Blue Shield to simplify management with automation, spend more time on innovation and accelerate deployments from weeks to a matter of hours.

Blue Shield of California

Serving members, increasing competitiveness through innovation and rapid time to market

Founded in 1939, Blue Shield of California, an independent member of the Blue Shield Association, is a not-for-profit health plan dedicated to providing approximately 3 million Californians with access to high-quality healthcare at an affordable price.

Improving agility to better compete

With the passage of the Affordable Care Act, Blue Shield of California finds itself facing an increasingly competitive health insurance marketplace. “Members have the ability to shop for the best package that fits their needs,” says Fernando Acosta, director of infrastructure management. “That means we need to continue to adjust our offerings as those needs change.”

To stay responsive, Blue Shield needed to improve agility as it develops and deploys solutions to support business users. “We needed a platform that would allow us to nimbly deliver a modern customer experience—access from mobile devices and tablets, for example,” says Acosta.

An opportunity to simplify provisioning on a converged solution appealed to Blue Shield of California. “With IBM PureApplication System, we saw a way to quickly get the middleware and underlying hardware provisioned to deliver speed to market, lower costs and gain modern capabilities that the business requires,” says Fernando Acosta, director of infrastructure management.



Choosing IBM PureApplication solutions

Blue Shield worked with IBM Business Partner Perficient, a systems integrator with extensive healthcare experience, to deliver faster speed to market using IBM PureApplication System. Says Acosta, “With IBM PureApplication System, we saw that provisioning the networking, hardware and software at the push of a button would help overcome our lack of automation.”

By pairing repeatable patterns and cloud delivery, IBM PureApplication System speeds deployment on a naturally scalable platform. “We can automate almost the entire build, so developers can easily get access to new technologies and leverage repeatable best practices,” says Acosta.

Accelerating deployment, boosting innovation

Patterns give Blue Shield agility and consistency, allowing IT to spend less time on provisioning and more on strategic initiatives. “We are able to change our patterns on the fly and easily deploy those patterns across the entire platform,” says Acosta. “We take advantage of that automation to focus on innovation.”

New technologies are delivered quickly through the scalable cloud-based solution. “It previously took 2–4 weeks to provision a simple portal environment; now it takes us 2–3 hours,” says Acosta. “And we have one resource managing the entire platform—so beyond immediate cost savings, there’s a large value in long-term efficiency.”

Solution components:

- IBM® PureApplication® System
- Web Experience Pattern for WebSphere® Portal Server
- Web Experience Pattern for IBM Content Management
- IBM Business Partner Perficient

For more information

To learn more about IBM PureApplication System, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/pureapplication

For more information about Perficient, please visit: www.perficient.com



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