

To: Finance leaders

Re: IBM Cloud Brokerage Cost and Asset Management



Gain financial transparency into your enterprise cloud spend



CFOs ranked **new revenue growth as a No. 1 priority**, with digital business being the main contributor. However, for your business to grow, it is vital to effectively manage costs — across both legacy systems and hybrid cloud.



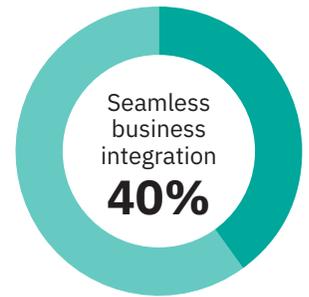
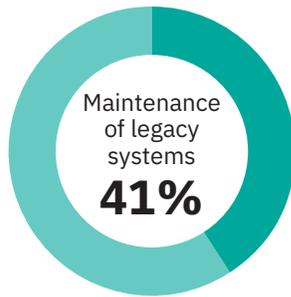
You need **visibility and governance** around your hybrid cloud expenses to effectively monitor your digital investments and ensure you are meeting your budget and performance objectives.



Cost and Asset Management leverages **IBM® Services Platform with Watson®** and predictive analytics to monitor and provide **hybrid cloud cost and asset recommendations**.

Today's CFOs are changing the game

CFOs need to manage IT costs while modernizing their IT infrastructure in order to propel business growth. According to a recent survey of over 400 senior financial executives, the top three barriers to growth for CFOs include managing costs, maintenance of legacy systems, and seamless business integration.



Today, 46 percent of senior finance executives believe their current IT infrastructure lacks the necessary agility and flexibility to keep pace with current business demands. This shortcoming further contributes to future IT costs.

With the hybrid cloud Cost and Asset Management application from IBM, you can:

- Gain financial transparency
- Establish governance
- Optimize IT spend
- Implement policies for technical and budget compliance

- Obtain virtually unparalleled monitoring expertise with innovative dashboards for financial views
- Get recommendations on potential savings

- View current and projected costs overall
- Drill down to view costs by application, project, business unit and other parameters
- Proactively respond to variances and deviations before they turn into problems

The IBM difference

The IBM application taps into years of IBM experience to offer recommendations that help you set policies to streamline cloud usage across the board, predict future trends and identify waste.

Cost and Asset Management is part of the IBM Cloud Brokerage Services suite, offering a prescriptive path to adopting a hybrid cloud operating model. It will not only provide visibility into cost and usage but will make recommendations on savings and policies for usage and cost optimization. The application is built for the business of IT with finance dimensions and dashboards that give finance and IT one system of reference for IT governance.

To learn more and view a demo, [click here.](#)



*Grant Thornton LLP: "Today's CFO: Changing the game plan for tomorrow," 27 March 2017

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GT912384-USEN-00

