

Accelerate digital business innovation and engagement.

More value from transformation



Smarter architectures enable smarter business.

In a time of rapid change, the ability to respond quickly to new opportunities and threats is critical to success. That's why many digital-savvy enterprises have accelerated adoption of cloud and AI architectures. It's how they're speeding time to market for the insights and automation needed to drive more engaging client experiences. Yet some organizations are getting up to 2.5 times more value from their digital transformation strategies.¹ Their secret? They implement a consistent open hybrid cloud and AI strategy virtually everywhere, across their clouds, traditional IT and vendors.

Insights

The most successful enterprises know that data is the fuel that drives better client experiences. But increasingly, data lives in more places on premises and on the cloud.

AI projects have been successful in pockets, but to really drive the level of insights and productivity needed for competitive advantage, AI must become pervasive.



Cloud-native development has accelerated the pace of innovation, but only about 20 percent of business applications have moved to the cloud to date.² Modernization of the remaining 80 percent is vital to achieving greater agility.

Acquisitions and growing partner ecosystems, while driving new opportunities, also introduce greater complexity. IT leaders need better ways to integrate, ensure service quality and help meet changing regulatory mandates.

Key objectives

Modernize and move more to the cloud for greater agility

Siloed development and operations processes, tools, and skills slow modernization and time to market while increasing risk.

Deliver new insights and personalized experiences faster

Data now lives in more places on premises and across multicloud environments, making it challenging to govern and develop AI models that deliver insights without added latency.

Optimize cross-sell and up-sell to grow revenue

Growth in partner ecosystems and adoption of SaaS applications for marketing, supply chain, customer support and e-commerce make integration across disparate tools and APIs slow and expensive.

Challenges

How IBM can help

Expertise

IBM helps clients in 20 industries maximize the value of their digital transformation strategy through:

Digital experience assessment, with IBM® iX® design experts, to review your current digital experience and advise on adopting the right platforms from Adobe, Salesforce or SAP

Game-changing data and AI models built by the IBM Data Science and AI Elite team to optimize client insights and supply chain processes

The IBM Garage™ cocreate model that helps you build new mobile apps, or modernize existing ones, in just eight weeks using cloud-native development and agile DevOps

Winning with open hybrid cloud

Build once, deploy anywhere with the Red Hat® OpenShift® platform, designated a leader in an evaluation of multicloud container development platforms.³ Modernize more applications in the right fit environment—on IBM Systems, IBM public cloud, or the cloud or IT infrastructure of your choice.

Our fully managed Red Hat OpenShift on IBM Cloud® service leverages the enterprise scale and security of the IBM public cloud to help you automate updating, scaling and provisioning.



With IBM Cloud Satellite™ technology, you gain a **single point of control** to deploy consistent cloud services virtually anywhere. Our marketplace-leading IBM Watson® AI and IoT, security, blockchain, and fully managed OpenShift service enable you to deploy and optimize workloads and move freely without lock-in.

Automate. Monetize. Engage.

Integrate applications where they live
IBM Cloud Pak® for Integration helps you easily connect commerce apps, systems of record and third-party SaaS without any additional coding.

3X faster time to market⁴

Accelerate your journey to AI
IBM Cloud Pak for Data with IBM Watson Assistant technology offers comprehensive data governance and infuses insights from AI into applications and processes to optimize client experiences and productivity.

10X increased frequency of application releases⁵

Improve visibility and control across clouds and IT
IBM Cloud Pak for Watson AIOps lets you monitor, manage and optimize utilization, performance and costs in a single pane of glass—all from the data center or cloud of your choice.

2X anticipated faster time to market for data and AI models⁶

Up to 90% infrastructure administrative labor reallocated⁵



Client spotlight Coca-Cola European Partners

"Our successful collaboration with IBM over the last few years has given us the confidence to take the next step in our strategic cloud-first digital transformation."

The selection of IBM's hybrid cloud architecture with Red Hat OpenShift gives us the flexibility to operate across different public cloud platforms according to our future needs."

Peter Brickley
CIO

No matter where you are on your journey, IBM Garage experts can help you accelerate your transformation.

Take a tour of IBM Garage tools today or get started with a complimentary virtual Garage framing session.

[Learn more](#)

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¹ IBM, *The hybrid cloud platform advantage*, June 2020.
² IBM, *Next-generation hybrid cloud powers next-generation business*, August 2019.
³ Forrester, *The Forrester Wave™: Multicloud Container Development Platforms, Q3 2020*, Dave Bartoletti and Charlie Dai, September 15, 2020.
⁴ Forrester Consulting (commissioned by IBM), *The Total Economic Impact™ Of IBM Garage*, October 2020.
⁵ Forrester Consulting (commissioned by IBM), *Emerging Technology Assessment: The Total Economic Impact™ Of Using Both IBM And Red Hat Solutions Together*, June 2019.
⁶ Forrester Consulting (commissioned by IBM), *New Technology: The Projected Total Economic Impact™ Of IBM Cloud Pak For Data*, February 2020.