IBM Cloud Advisory Services

Define and create success on the cloud for your organization

Highlights

- Develops a cloud strategy designed to improve productivity and agility and drive business value

- Architects, designs and implements an integrated cloud approach to help generate success for your business

- Transitions workloads to cloud using analysis and migration and designs new management approaches

Most organizations are under pressure to achieve success on the cloud, and benefits like reduced risk, agility and cost savings enhance cloud's appeal. Yet IT portfolios often encompass diverse services that are multi-sourced, raising concerns around service delivery aggregation, integration and management. To compound these challenges, companies are working with increasingly constrained resources.

IBM® Cloud Advisory Services offers a full suite of advisory, strategy, design, implementation and transition services. We work with you to develop flexible, agile business services and consistent, cost-effective global service delivery enabled by cloud computing. Our industry-leading consultants use analytics and data-based tools to help organizations achieve true business value on the cloud.

Creating cloud strategies that align both technical and business objectives

The most innovative cloud strategy won't provide value if it doesn't advance your organization's strategies. IBM embraces consultative tools and sophisticated analytics to align both technical and business objectives. Our consultants use this data output to drive planning workshops, opportunity prioritization, roadmaps, gap analysis, governance assessment and adoption planning. The result: a plan to achieve quantifiable business value and the agility to re-prioritize as requirements shift.

Implementing integrated cloud solutions that advance your business goals

Organizations often lack internal resources to deliver consistent, compliant services on complex hybrid cloud architectures. IBM consultants use a sophisticated cloud decision model framework and other rigorous tools to design and implement integrated cloud solutions that advance your business goals. We also evaluate cloud's impact on your IT services, governance and organization—areas that cause roadblocks if not addressed. In addition, we help assemble the components required for hybrid cloud, and build the patterns and workload automation needed to support it. And we offer innovation services to optimize application performance and increase cloud brokerage possibilities.

Accelerating your journey with effective workload and management approaches

With a solid cloud strategy in place, you'll need a process for transitioning workloads, governance, operating models and management processes to cloud. For example, we use sophisticated workload analysis techniques that evaluate, optimize and transition your workloads. We also conduct a quantitative operational cost analysis for migrating workloads to help achieve a better return on investment. By adopting data-driven management and governance approaches, you can accelerate adoption of your cloud strategy.

Why IBM?

IBM Cloud Advisory Services offers industry-leading cloud expertise through experienced consultants, data-driven tools and a comprehensive cloud computing portfolio. We have enabled significant improvements and savings for thousands of clients across 170 countries. The Forrester Wave named us a leader in hybrid cloud management solutions,[1] and Synergy Research ranked us the #1 hybrid cloud provider for the enterprise.[2]

For more information

To learn more about IBM Cloud Advisory Services, please contact your IBM representative or visit **ibm.com**/cloud.

1 Bartoletti, Dave. The Forrester Wave™: *Hybrid Cloud Management Solutions*, Q1 2016. Tools and Technology: *The Cloud Computing Playbook*. Jan. 8, 2016. (http://www.forrester.com/pimages/rws/reprints/document/122813/oid/1-ZNU763)

2 IBM press release: *IBM Ranked #1 Hybrid Cloud Provider by Synergy Research*, *Again*. Jan. 15, 2016. (http://www.ibm.com/press/us/en/pressrelease/48829.wss)

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