Deliver peak performance and user-satisfaction on AWS

Manage your custom application portfolio with an AI-infused support model

Highlights

Single-pane visibility and service integration for interoperability and transparency within hybrid, multi-cloud environments.

Increases serviceability of applications with continuous optimization of architecture.

Integrated service transition and delivery with Agile and full-stack squads for improving innovation velocity.

Integrated Quality Engineering for delivering continuous testing.

Custom applications are the backbone of all businesses – they drive innovation, enhance customer experiences, and enable companies to stay competitive in digital economies. However, managing these applications efficiently – ensuring they remain secure, scalable, and cost-effective – can be a complex challenge. Adoption of AI-based strategies ensures that your custom applications deliver peak performance and seamless user experiences, stay resilient and scalable.

Simplifying complexity, delivering results

Custom Application Management Services (CAMS) on AWS combines IBM's deep expertise in managed services with AWS' industry-leading cloud platform, enabling clients to transform how they manage, optimize and evolve their custom applications – whether IBM manages them directly or empowers businesses to do so with the right tools and frameworks. The services deliver a smarter, more agile approach to application management, one that reduces risk, accelerates innovation and unlocks new efficiencies.

Enhance the AMS experience with native AWS capabilities

1. **Intelligent operations with AIOps** – Managing large-scale application landscapes on AWS requires more than visibility, it demands proactive intelligence. AWS offers robust monitoring tools for the entire platform and application stack. IBM enhances these capabilities with proprietary AIOps assets. This integration empowers enterprises to move from reactive to predictive operations, ensuring greater uptime and faster resolution of issues. These are seamlessly integrated with Amazon CloudWatch, Amazon Q Business, AWS Connect and AWS X-Ray, enabling clients to operate with resilience and agility.

2. **Enterprise-grade governance** - As enterprises scale their application modernization journeys on AWS, governance becomes a critical challenge – balancing compliance, security, and operational efficiency. IBM strengthens

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AWS' native security and compliance tools with frameworks and assets designed specifically for enterprise-grade needs. By layering industry expertise and automation on top of AWS capabilities, we help clients achieve unified, auditable and secure governance across hybrid environments. These enhancements are built on AWS Config, AWS Control Tower, AWS QuickSight and AWS Identity and Access Management (IAM), providing a comprehensive foundation for secure, compliant, and streamlined operations.

3. **Cost optimization and performance management** – IBM augments AWS FinOps and performance services with proprietary accelerators to help enterprises continuously right-size their environments, eliminate waste and maximize ROI from their cloud investments. These capabilities integrate seamlessly with AWS System Manage, AWS Step Functions and AWS Compute Optimizer, ensuring customers gain both transparency and control.

Fostering business innovation with services for three adjacent technology pillars:

- **Application and integration management services** deliver continuous application maintenance, enhancement and operational efficiency on hybrid, multi-cloud and legacy portfolios. The services ensure optimal inter-operability between applications hosted on disparate platforms and distributed environments encompassing data centers, on-premises and cloud.

- **Data management services** help enterprises gain strategic and competitive market advantages by unlocking the power of their data. The service delivers end-to-end data operations and observability that aligns with the requirements of next-gen data platforms across all hyperscaler platforms.

- **Industry ISV management services** help manage all leading tier 2 industry applications. By combining the capabilities for management of custom as well as ISV applications, IBM provides a holistic model to enhance the posture for all enterprise applications.

Driving continuous innovation by optimizing management of custom applications

IBM Custom Application Management Services allow organizations to sharpen their focus on driving continuous innovation and efficiency, by reducing operational overheads, aligning applications with dynamic business goals, enhancing system security and scalability.

- **'Low-touch' approach** powered by GenAI-driven self-support systems enables users to raise tickets and trigger automated fixes with minimal engagement of support representatives. This not only reduces response times and accelerates issue resolution but also frees up human resources for focusing on business and innovation.

- **Easy access to extended services** for initiating and managing other application initiatives for cloud advisory and transformation, cloud infrastructure management, AIOps and FinOps for all leading hyperscaler platforms.

- **Seamless collaboration** across technology towers, operating models, and service management solutions for uninterrupted quality service delivery across the business. Provide expert guidance in managing complex IT landscapes, ensuring seamless operations and single-pane visibility driven by Site Reliability Engineering and AI infused assets.

The IBM advantage

Managing custom applications requires more than just keeping systems running – it demands proactive optimization, security and continuous improvement. IBM's application management services for AWS provide:

- IBM is an AWS Premier Tier Services Partner over 25,000 active AWS certifications and 31 AWS competencies
- End-to-end application lifecycle management – From migration to modernization, IBM ensures smooth operations. IBM has decades of experience and expertise in managing mission critical applications.
- Industry expertise – Tailored solutions for banking, healthcare, retail and more. IBM has pre-configured compliance controls for regulated sectors, complementing AWS native services for industry solutions.
- AI-driven automation – Predictive insights and self-healing capabilities to minimize downtime bringing down mean time between failures. IBM's AI infused assets, tools and accelerators are adept at predicting and addressing issues before they impact users.
- Data and AI product portfolio – IBM brings a suite of tools such as IBM watsonx, Cognos, SPSS, IBM Cloud Paks and InfoSphere
- Cost and performance optimization – Smart scaling and FinOps strategies to maximize ROI. IBM assets extensively leverage AWS native services to ensure intelligent scaling and keeping costs optimized.

Take the next step

To assess your hybrid, multi-cloud application landscape, please reach out to your IBM rep. or contact our team of experts online.

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