

# Infrastructure as a Consumable Service White Paper



*Cognitive Transformation of  
Technology Infrastructure*

## Digital transformation is at the core of a competitive business strategy.

In this era of massive digital transformation, organizations that unlock the power of their data can achieve a unique business advantage: the insights they gain through new technologies will enable them to disrupt their marketplace with customer-centric innovations, delivered more quickly, to assume a leadership position.

In study after study, business leaders agree that digitization is the smarter approach to unlocking strategic opportunities.

IT professionals understand this. They recognize the ability of technology to create value and accelerate their organization's core expertise and reach. They see data—both structured and unstructured—as their most powerful asset. But all too often, they lack the technology required to extract from it the meaningful insights they know lie deep within. As they think about the future, they envision a business model linked to a platform, whether it be simply *using* a platform, *becoming* a platform or *transforming* their current platform. They know that if they create the right platform, they can evolve. They can harness the power of their data, and IT will become exponentially more critical to their business strategy.

But to truly become a digital enterprise, and to truly organizations need to fundamentally change their operating model. They need to adopt an intelligent enterprise infrastructure that can match their business needs and scale on demand.



## Digital transformation is no longer an option—it is now a strategic imperative for business

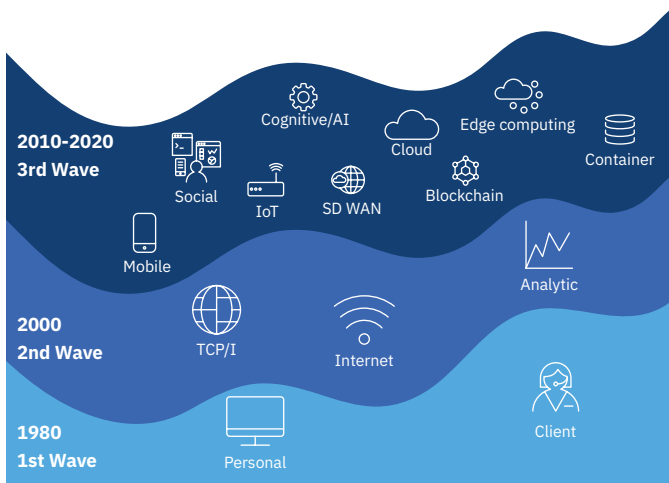


Figure 1: The third wave in transformation is well underway.

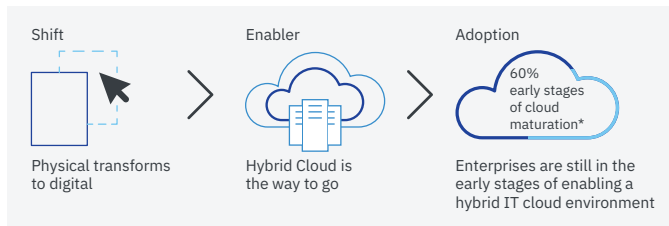


Figure 2: Organizations must go beyond adoption to realize the full potential of transformation.

## The destination is clear, but plotting the journey can be difficult

The technology and service provider landscape is expanding, with a larger number of vendors providing increasingly granular services across traditional hardware and software products. Additionally, fierce competition exists among an increasing array of cloud-as-a-service offerings that provide services such as infrastructure, platform, middleware, application software, business process and data services.

To make matters even more complicated, new technologies and approaches such as containers, DevOps and AIOps are accelerating innovation, enabling automation and increasing business flexibility.

All these components need to be planned, designed, consumed, built, managed and governed holistically in order to deliver the desired business outcomes.

## Begin by focusing on the end results

Regardless of where workloads reside, enterprises need a solutions integrator to help design, build, migrate, manage and optimize solutions to:

- Minimize cost
- Increase flexibility
- Improve business agility

It is only by achieving these goals that organizations can remain agile, innovative and competitive enough to succeed in an increasingly complex marketplace. Many professionals agree that the best partner is an integrator that takes a collaborative approach and is able to provide expert guidance as a result of having already solved the challenges of developing and deploying a transformational infrastructure.



Figure 3: Top technological challenges currently faced by organizations



**IBM has the smarter solution**

IBM Infrastructure Services offers a comprehensive transformation portfolio with end-to-end managed services. Based on your requirements, IBM can integrate these services into solutions that provide a reliable and scalable infrastructure that utilizes storage, analytics, security and networks to meet current and future demands. This helps ensure critical business information and operations are continuously available to support the business strategy.

Our *Workplace Support Services* enable integrated IT end user support with analytics, automation and a Watson™-enabled Virtual Agent platform. This unique solution proactively responds to the needs of the end user to deliver a 24x7 consumer—based service, reducing call volumes by up to 60 percent.

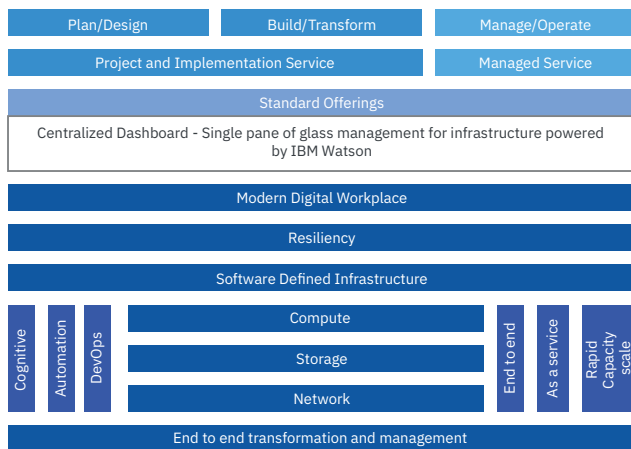
*Workplace Virtualization* provides clients with a comprehensive desktop or application virtualization solution that can help support and manage distributed end users, reducing TCO by up to 30 percent. It’s available on-premises, collocated or on the cloud.

*IBM Workplace Collaboration Services* include a variety of valuable business tools such as Exchange, SharePoint, Skype for Business, OneDrive, and Yammer—all managed on a single pane of glass. It uses a flexible delivery model that includes on-premise placement, Office 365 Cloud, and hybrid deployment models which can increase employee productivity up to 38 percent.

Our *Device Management Services* offers a one-stop shop for managing the entire device lifecycle, across ordering, procurement, deployment, rollout, refurbishment, management and disposal.

Our focus on innovation through automation, analytics, and cognitive capabilities can provide clients with up to a 40 percent reduction in procurement and deployment time, and over 108 percent ROI within three years of using this service.

**Infrastructure Transformation Framework**



**Key Benefits**

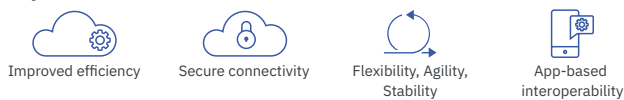


Figure 4: Once completed, the transformation provides strategic benefits.

**Digital Workplace Solutions**

IBM provides visionary business leaders with a range of services from workplace support to virtualization, collaboration and device management.

**IBM Hybrid Cloud Services**

*IBM Hybrid Cloud Services* are designed to simplify an enterprise’s journey to cloud (private & public) regardless of the destination or path. A full spectrum of services is available to help clients design, build, migrate, manage and optimize hybrid cloud solutions while minimizing cost, increasing flexibility, and improving business agility. This includes not only IBM technology and IBM Cloud offerings but also full support for a broad range of technology and services from leading hardware, software and cloud service providers, including VMware, ServiceNow, Amazon AWS, and Microsoft Azure.

The *IBM Hybrid Cloud Management System* leverages the IBM Services Platform with Watson to provide an integrated set of services for the consumption and management of IT services. It draws from a rich catalog of services suppliers, providing built in visibility and governance.

IBM Hybrid Cloud Services provide consistent orchestration, monitoring and management of hybrid IT systems across traditional on-premise, on-and dedicated off-premise private cloud and public cloud environments. Leveraging an extensive base of operational data and advanced analytics (including Watson), clients can reduce critical incidents by up to 90 percent and achieve over 50 percent reduction in downtime through the use of automated correlation, resolution and problem determination technology.

IBM's approach is resonating with clients and the industry. ISG, a leading global technology research and advisory firm, recently issued its *ISG Provider Lens Infrastructure and Data Center/Private Cloud Quadrant Report* placing IBM as the overall leader in this space.

### **Data Protection, Disaster Recovery as a Service, and Cyber Resilience**

IBM is a key player in cyber resilience, and over the past three years has been recognized by Gartner as a leader in Disaster Recovery as a Service. We manage over 3.5 exabytes of client data among 80+percent of Fortune 100 companies.

Our experts help clients develop and run enterprise-wide resilience strategies that anticipate, respond to, and adapt to sudden disruption of today's business environment. With innovative data protection (backup) and disaster recovery as a service (DRaaS) solutions, *Business Resiliency Services* focuses on cloud, on-premises and hybrid IT. We offer full-scale computer, data and application high availability and recovery solutions, supported by the most resilient and efficient facilities and data centers around the globe to enable companies to meet their business strategies and objectives. IBM Business Resiliency Services has proven expertise, knowledge, and technology to provide continuous availability of our clients' business in the face of any opportunity or threat.

### **Transform to modern software defined network infrastructure**

Digital transformation mandates an Enterprise to promote a culture of pervasive innovation, across the enterprise. The role of networks spanning data centers, wide area networks and branches are critical in achieving this objective. IBM Network Services offers a comprehensive set of service offerings that aligns to this objective.

- IBM follows a consulting-led approach with its SDN Strategy and Assessment Services that help clients to develop a vendor-agnostic solution with proven reference architecture, in line with client's business and technology growth objectives.
- IBM's SDN Services helps enterprise customers to build a highly programmable network fabric that spans Data Center/Cloud (SDN-DC)s, Wide Area Network (SD-WAN)s, Branch Networks (SD-LAN) by integrating IBM's capabilities to provide the best fit solution to meet our client needs.
- IBM provides a unique approach to SD-WAN through its Global Network Peering Platform (GNPP) that provides carrier independence and a fully managed end-to-end service.
- IBM's solution to deploy Virtualized Network Functions (VNF's) is an orchestrated ecosystem of leading networking providers and services that are chained using IBM Services Platform with Watson. IBM follows a platform-based approach for cloud-delivered NFV (Network Functions Virtualization) by leveraging various aspects of cloud-based IT service delivery and by blending its leadership capabilities in cloud, automation, analytics and cognitive solutions. This service allows for automation of deployment and management tasks, and enables flexibility and agility, thus simplifying the ease of overall service delivery.
- IBM Unified Communications-as-a-Service (UCaaS) enables customers to transform their communication infrastructure. This cloud-based offering combines voice, video and instant messaging across locations, devices and applications. It's delivered on a consumption-led, pay-as-you-go (PAYG) model.
- IBM is a one-stop shop for all the Managed Services requirements for the entire suite of Network Virtualization solutions (SDN-DC, SD-WAN, SD-LAN and NFV). The IBM team has deep expertise in SDN and legacy infrastructure management, supporting 270K+ network devices and 3.5M+ LAN ports globally.

In recognition to IBM's strong portfolio and client service, IBM has been positioned by IDC as a leader in Network Consulting and ISG Research recently positioned IBM as a leader in five different types of SDN/SDWAN market segments.

## Talk to us

When you're ready to transform your technology to achieve better business results, speak to the professionals at IBM.

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All statistics indicated within this white paper are based on customer-reported results.



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