Today’s business climate demands smarter IT – with a dynamic infrastructure that can improve service, manage risk and prepare for new challenges and opportunities in an increasingly connected and collaborative world. A dynamic infrastructure that cuts costs and improves productivity through virtualisation and optimisation is a fundamental pre-requisite for taking part in the revolution that is Cloud Computing delivery.

Cloud Computing provides highly virtualised, standardised, automated services focused on the end-user and organisations enjoy self-service, economies of scale and flexible sourcing options. It offers faster time to value, an enhanced user experience and significantly reduced costs.

IBM can help you transform your own environment into a private cloud. We can offer a range of public cloud services, alternatively a hybrid solution integrating public and private clouds may meet your specific business and security requirements.

Our Dynamic Infrastructure Workshop provides a high level strategic plan and a detailed road map of how your organisation can make the transition.

IBM and the Cloud

Our Private Cloud offerings include CloudBurst, which can integrate the service manager software system with servers, storage and Quickstart services to enable a private cloud in your IT environment. IBM Smart Business Desktop Cloud enables internet-connected clients to access platform-independent, hosted applications and full client images; other offerings include solutions to help you develop a Cloud Computing strategy and achieve low-cost growth and innovation through scalable storage virtualisation.

Among IBM’s Public Cloud offerings are security-rich, enterprise-ready testing, development and production environments on the IBM Cloud to cut costs, shorten cycle times and improve quality. Virtual desktops on the IBM Cloud, offered as a hosted subscription service, will deliver current applications any time, anywhere, without costly hardware upgrades or support, while IBM Tivoli® Live monitoring services provide flexible, configurable, self-service remote IT monitoring and performance services.

And IBM’s Security and Resilience Services are designed to ensure that the information, security and privacy controls that your organisation needs are in place. They also include cloud-based solutions to log and manage security incidents, identify potential vulnerabilities and backup and recover data.
Savings delivered

IBM Smart Business Desktop Cloud offers savings of up to 40% from centralised security and patch management, desk side/helpdesk reductions and improved end-user productivity.

IBM Smart Business Development and Test Cloud, providing access to consumer IT resources in a test centre with on-demand provisioning, could reduce capital expenses and labour costs by up to 50%, with typical payback within twelve months.

The IBM Advantage

Security – our global approach enables you to select the appropriate security products and services for your data, applications and businesses.

Service Management to provide visibility, control and automation across IT and business services.

Flexible delivery choices – the right delivery option, including public, private and hybrid clouds, to fit your business.

A full range of Cloud Services built on extensive experience of client situations, including Infrastructure as a Service, Platform as a Service, Software as a Service and Business Processes as a Service.

Organisations today are looking for a swift payback on their investments – and turning to flexible sourcing strategies such as outsourcing, managed services and Cloud computing.

These can enhance your competitiveness and customer experience, and also improve operational efficiency, optimisation, and access to the services and capabilities you need. They can also bring improved cost control and predictability, freedom from technological obsolescence, and greater infrastructure flexibility. And with the access they can bring to the skills you need to support a complex computing environment, you can redeploy key human resources to more strategic or core activities.

You can use outsourcing, out-tasking and managed services for a discrete part of your IT or a single business process, or you can outsource a much larger part of your IT estate. Either way, IBM services can house and/or manage the infrastructure that runs your web site or IT.

**Savings Delivered**

Hundreds of clients across the world have made substantial savings.

Capital expenditure can be reduced and turned into operating expenditure instead; running costs of outsourced or managed IT are generally substantially cheaper than in-house operations; and recent research by IBM demonstrates how outsourcing can go beyond traditional cost-cutting by honing in on key financial metrics that matter to the business: Selling, General and Administrative (SG&A) expenses, Earnings Before Taxes (EBT), Return on Assets (ROA) and Operating Income.

**The IBM Advantage**

IBM is one of the world’s biggest hosting providers, with a wide range of clients from all industries. We offer a mix of onshore and offshore resources with security, flexibility, and rapid deployment, and a committed pricing structure that requires minimal upfront capital investment and can include pay-as-you-go options for increased financial flexibility.

Gartner positions IBM as a visionary and a leader in the field of execution in the 2010 Gartner Quadrant for Data Centre and Outsourcing and IBM won Best Outsourced Technical Services in the Small Business Awards 2010.
The limitations of space, power, cooling and the need for energy efficient data centres present major challenges to IT service delivery. High-density computers may generate more value from each square foot of the data centre, but the heat produced by powerful blade and rack mounted servers can create cooling problems.

To help you explore ways to address these challenges, IBM offers a variety of services, such as Data Centre Energy Efficiency Assessments and Modular Data Centre Design & Build.

Data Centre Energy Efficiency Assessments measure the energy usage of your cooling, electrical and building systems and identify areas for improvement.

Modular Data Centre Design & Build services range from refurbishing your current data centre, to designing a new one that benefits from:

- hot and cold aisle technology
- cabling
- raised flooring
- air-conditioning and ambient air-cooling
- uninterruptable power supplies and generators
- fire-rated walls and suppression
- thermal computational fluid dynamics based design

**Savings Delivered**

A Data Centre Energy Efficiency Assessment has the potential to help you **reduce data centre operating costs by up to 40% annually**. In many cases the reduction in energy consumption is realised within weeks.

**The IBM Advantage**

Our modular approach enables flexible expansion of your data centre environment, in line with your budget and business needs.

We use a set of proven assets and proprietary tools that provide a view on heat and energy distribution.

We have extensive experience of building energy efficient data centres globally.
New applications and system rollouts have led to an unprecedented proliferation of servers, rapidly followed by an increase in capital and operations costs and in pressure on the data centre.

IBM has the skills and experience to help you simplify and optimise your IT environment, reduce operational management costs and increase adaptability. We aim to help you achieve business growth and change, while increasing your security and resiliency.

**IBM Server Consolidation Services and IBM Server Virtualisation Services** use methodology and tools such as the server consolidation efficiency study to help you:

- understand the server inventory, CPU utilisation and power usage
- outline potential savings in space and power
- design an optimised server infrastructure to meet business needs
- implement and configure the infrastructure to achieve speedy ROI

**Savings Delivered**

Typically, IBM Server Consolidation Services can help you consolidate and virtualise to reduce the number of servers in your infrastructure and lower total cost of ownership, typically, by up to 70% in 18-24 months.

**The IBM Advantage**

IBM performs consolidation and virtualisation across IBM and non-IBM platforms including Intel, Unix, Linux and Mainframe. Our consultants and implementation specialists have a profound knowledge of both IBM and non-IBM server technologies. Their proven methodologies and experience in diverse client environments can help ensure rapid implementation and bridge key skills gaps.

You can leverage IBM’s technological expertise in working across operating systems, hardware, software and services.

IBM works with Microsoft®, VMware® and other key partners.

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Also available from IBM: **Server Product Services** for IBM servers, Linux® and Microsoft® operating systems and non-IBM server products and **Server Managed Services** for remote management of your server environment.
Managing storage gets more difficult every day. Digital data needs are doubling every 18 months according to IDC and this impacts on bottom lines in increased capital and operational costs.

IBM can deliver the skills and experience that help you simplify and optimise your IT environment, reducing operational management costs and increasing adaptability. This can help you facilitate business growth and change while increasing your security and resiliency.

**IBM Storage Optimisation and Integration Services** use methodology and tools that help you:

- understand the storage inventory and its utilisation
- set a strategy and roadmap to identify potential savings
- identify storage capacity that can be reclaimed
- improve storage performance and your ongoing storage management capability

**Savings Delivered**

Virtualise and consolidate storage to help reduce complexity and energy use while improving capacity and data management. **Reduce total cost of ownership by up to 30% in 12 months.**

**The IBM Advantage**

IBM consultants have in-depth knowledge of both IBM and non-IBM storage environments and experience of working with many clients. Proven methodologies and tools include Novus® for optimisation and Softek for data mobility.

Novus-based consulting services offer a rapid path to cross-technology management, process improvement and performance improvement for complex storage clients.

IBM’s Data Mobility Solutions integrate products and services that combine Softek technology with IBM’s 30 years of experience in data migration, to simplify data movement across heterogeneous environments, centralise management in multi-vendor environments and achieve greater control with integrated tools and services.

IBM works with NetApps, Glasshouse and other key partners.
As business applications and processes become more centralised and pervasive, you become increasingly dependent on your network. Achieving acceptable response times and resilience inevitably becomes far more challenging.

Changes to your application landscape could significantly compromise the performance of new applications. Infrastructure changes such as server storage and data centre consolidation can also introduce risk and damage network performance.

Failing to consider the network impact of such changes in infrastructure planning can mean significant lost productivity and a damaged customer experience. Simply adding costly bandwidth to the Wide Area Network (WAN) is no answer.

The **IBM Network Optimisation Assessment** has been specifically designed to identify these issues and suggest ways of cutting costs and improving performance:

- it looks at optimising the performance of applications on your WAN and recommends clear steps you can take to deliver improvements
- it prepares a gap analysis, comparing your current network infrastructure with your anticipated strategic business demands
- it provides a report proposing solutions to these demands, minimising cost and suggesting how to improve redundancy, security, performance and energy efficiency

**Savings Delivered**

IBM Network Optimisation Services can assess and analyse your network traffic and capacity to help optimise performance and improve efficiency, **reducing annual recurring costs by, typically, up to 30% in 12 months.**

**The IBM Advantage**

IBM’s recommendations have demonstrable outcomes that can be achieved in cost savings, operational efficiencies and application performance.

IBM is a leading systems integrator working with technologies such as Cisco, Motorola, Juniper, F5, Riverbed and Avaya.

Our assessment can either be conducted before major infrastructure/application changes, or after changes already made appear to have damaged your network throughput or resiliency.
Why should you want to unify data, voice and video communications?

**Cost Reduction.** Solutions exist that can route most internal calls via your Wide Area Network (WAN) and also handle outbound calls much more cost-effectively, resulting in significant cost savings.

**Operational and Productivity Improvements:** New collaboration technologies allow members of a distributed workforce to collaborate effectively wherever they are by using high definition video, voice and data convergence.

**Increased Competitiveness and Differentiation:** Collaboration solutions that find the people needed to perform tasks can increase efficiency, optimise the use of human resources, and improve your competitiveness and business differentiation.

**IBM Converged Communications Services** address these drivers in many ways:

- **Cost Savings:** IBM works with industry-leading network suppliers such as Juniper, Avaya and Cisco to unify voice, data and video communications most cost-effectively.

- **Productivity Improvement:** IBM technology can combine messaging, video communications, web and voice conferencing, real-time collaboration and email into a more unified end-user experience. The focus is on productivity and efficiency.

- **Differentiation:** Converging voice and video communication with data communication, and implementing collaboration solutions, can increase efficiency and differentiation by improving the way that business processes and IT systems support human resources.

**Savings Delivered**

IBM's mobility and collaborative technologies can deliver savings of up to 40% of recurring costs of your communications.

**The IBM Advantage**

IBM’s strategic relationships with industry-leading software vendors and network equipment providers will support your multi-vendor, multi-platform solutions and applications.

We can procure bandwidth from service providers to provide a complete end-to-end solution for you, typically integrated across customer-facing and back-office applications and including operational resilience and security design considerations.

Also available from IBM: **Mobility & Wireless, Network Integration, Network Managed, Network Strategy & Optimisation, RFID and Telecom Expense Managed Services.**
Mobile devices are setting online technology free from the desktop and the laptop. Business processes can now reach task workers through ruggedised handheld devices, or knowledge workers through their BlackBerry, wherever they may be.

Multiple device type deployment and support projects can:

- reduce operational costs through direct savings and productivity improvements
- provide in-house resources to manage enterprise mobility
- improve the timeliness of data capture and updates
- improve customer service
- ensure secure mobile access to corporate data
- improve business efficiency, productivity and competitiveness
- meet regulatory requirements

IBM Mobile Enterprise Services will support your business, whether you have started on a mobility track, or are planning such a venture. Working with specialist business partners, we will see how typical applications of mobile technology in your industry match your plans, outlining typical overheads and focusing on business value and ROI.

A Mobility Workshop will highlight what can be done and identify business issues. Typical next steps include:

- supporting an entire Enterprise mobility deployment, vision or development
- focusing on ruggedised devices such as those of Motorola, Psion, Intermec Getac or Panasonic
- focusing on the BlackBerry Enterprise Server and iOS platforms - and in the future, Android Op system devices

**Savings Delivered**

IBM Mobile Enterprise Services can greatly reduce the risk of mobility deployments and can save costs up to 30% in 6-12 months.

**The IBM Advantage**

With its specialist partners, IBM provides deep process and application integration, focused on business value. IBM’s industrial strength device deployment and management capability reduces risk and improves operational efficiency.

Deployment services can be charged per month per device, minimising upfront capital costs.
Security & Compliance Management

Thieves, fraud, system failure, uncontrollable external risk – ensuring the safety of data and information is an increasing challenge. In response, CIOs need solutions that offer visibility, control and automation of security and resilience.

IBM will safeguard information assets and prevent problems before they happen, by finding the right combination of cost, complexity, effectiveness and agility that will:
- align IT security with your business objectives and allocate risk across domains
- enforce appropriate security levels in each area in light of business opportunities
- provide a dependable round-the-clock managed security service

Using IBM’s market leading security and compliance assessment methods, we can:
- assess areas of vulnerability/non-compliance that pose a business risk
- spell out a way to minimise the risks identified
- design a suitable solution using the most appropriate toolsets

IBM’s managed security services are defined under two portfolios:

**Managed Security Services** provide a single management console and view of the entire security infrastructure, combining device type, vendor and service level to meet your individual business needs. Security costs are significantly reduced, management simplified and protection provided more quickly.

**Cloud Security Services** harness the power of the IBM Virtual Security Operations Centre platform to deliver high-value security services, with little or no investment in security devices or maintenance. Total cost of ownership is lower than could be achieved by performing these services in-house.

**Savings Delivered**
IBM’s managed security services can demonstrate **cost savings of up to 55% in the first year.** IBM is the only MSS vendor to offer **100% accountable reliable protection**, backed with cash-back performance based Service Level Agreements.

**The IBM Advantage**
IBM’s offerings to both small and corporate environments are among the most comprehensive in the security services marketplace. They cover data security, identity and access management, physical security, security governance and threat mitigation.

Underpinning all our security services are the renowned IBM X-Force research and development team and 24/7 global attack monitoring.

Forrester said in their Q3 2010 report: “Security organisations that require global reach, a broad suite of security services and good threat intelligence should look to IBM to deliver these services.”

Work Area Recovery

If employees cannot reach their workplace after a disaster or other business disruption, even a company with the foresight to have a protected and functioning data centre can stand idle. IBM's Work Area Recovery provides alternate work environments to meet this threat and keep your business operating.

IBM offers four levels of service, which can be used independently or in combination:

- dedicated work seats
- shared work seats
- virtual workplace continuity
- mobile work area recovery

Business Benefits

IBM Work Area Recovery solutions help to reduce operational disruption during downtime, including loss of productivity and revenue, damage to reputation and adverse media attention. Clients can mitigate against fines or other sanctions that may be incurred from lack of compliance with regulations pertaining to continuous business operations.

The IBM Advantage

Adaptability – various work area recovery options can be adapted to meet specific business needs and risk tolerance levels.

Experience – IBM has over 40 years’ experience in business continuity and disaster recovery and a track record of teaming with clients to develop continuity plans.

Success rate – IBM has successfully recovered clients who have declared a disruption.

Security – High standards at IBM recovery facilities help provide a security-rich environment.
Unexpected outage events can have critical consequences. Disruptions to business. Lost revenue. Unhappy customers. In fact, many companies that experience disruptive events resulting in significant data loss never recover. With so much at stake, why don’t all businesses have sufficient IT recovery plans in place?

Enterprises often lack the resources to plan, develop and implement effective IT recovery solutions in house. And those turning to external vendors may be unable to find affordable solutions designed to address their needs.

IBM Disaster Recovery Services – IT recovery offers a comprehensive set of disaster recovery options that can be tailored to meet your specific business and technical requirements. Solutions range from simple hardware replacement to the provisioning of highly complex mirrored environments. Increasingly, clients are harnessing the cost benefits of syndicated (shared) recovery - balancing the risk of sharing infrastructure and services with the significant cost benefits of a syndicated approach.

Business Benefits
IT Disaster Recovery Services can help clients reduce the risk and limit the impact on revenue and reputation that disruption to business operations can bring. IBM solutions allow clients to recover quickly and effectively.

The IBM Advantage
IBM’s UK resiliency team offers industry-specific technology and process expertise, as well as a proven track record of helping clients declaring disasters to recover successfully.

Unlike other vendors, IBM has a vast pool of resources within the UK and across the globe that can be mobilised should our clients require it.
In today’s environment, the continuous flow of information is inseparable from the operational performance of the business. Meeting the complex demands of maintaining information flow and managing operational risk is essential for any organisation.

Implementing and maintaining a business continuity and resiliency program can be challenging. Investing in the right strategy with the proper cost balance between skills, tasks and process is the key to success.

IBM Resiliency Consulting Services offers flexible solutions to help develop, implement and architect a resiliency program tailored to your specific enterprise requirements.

**Business Benefits**

- Identifies ways to reduce costs and prioritise actions based on risk to business – the ‘right risk for the right price.’
- Provides a set of methods and corresponding measurements to improve decision making.
- Develops structured programs for governing business resilience activities, integrating business and IT action.
- Helps mitigate potential risks and improve compliance.

**The IBM Advantage**

IBM has extensive global, cross-industry experience in conducting hundreds of resiliency consulting engagements. IBM develops plans that allow the entire business to respond holistically, not in individual parts.

Our approach to resiliency is comprehensive, providing end-to-end enterprise resiliency solutions that support both business and IT needs.

IBM experts enable you to realise value and benefits independent of technology, design or vendor.
Many companies are feeling the pressure of economic uncertainty, either in their own order books or in the constant barrage of stories about challenging economic conditions, weak markets and troubling industry trends. There is intense pressure to reduce operating expenses or simply to be smarter about getting more out of the IT.

IBM’s maintenance and technical support strategy is aligned with the needs of a dynamic infrastructure. We offer a broad portfolio of services designed to support the emerging computing model, which is far smarter, better networked, grounded on open standards and connected to a proliferation of client devices.

IBM Maintenance and Technical Support Services offer you services that deliver real bottom-line value.

- Pro-active maintenance services help reduce or eliminate incidents before they occur.
- Premium support services prevent unplanned downtime and improve availability of critical systems.
- Remote and automated tools help reduce operational costs.
- Committed services with 24x7 coverage and remote support increase efficiency and uptime.
- Infrastructure management and multi-vendor support systems simplify the infrastructure and keep it responsive and agile.

**IBM Hardware Maintenance Services**

Technology hardware components – mainframes, servers, desktops, laptops, mobile devices, network devices and peripherals – are the foundation of the environment that you depend on every day. Unfortunately, they are also potentially points of failure. IBM Hardware Maintenance Services provides customisable hardware support services for multi-vendor systems that help you solve problems quickly through a single point of contact.

**The IBM Advantage**

Most organisations don’t have a standard infrastructure. IBM’s significant global experience in supporting multi-vendor environments and our work with leading hardware vendors means that we have a portfolio of proactive best-practice based services available to support your infrastructure and your individual business needs.
**Maintenance & Technical Support Services**

**IBM Software Support Services**
Problems with software can be difficult to diagnose and may prevent your staff from spending time on core IT business issues. IBM Software Support Services provides remote assistance via the telephone or the Internet 24x7, as well as onsite support for IBM and select non-IBM software. This service provides deep product technical skills to help you quickly resolve software problems and maintain efficient operations. Our support services include basic software support, premium services and customised solutions to address your specific needs.

**The IBM Advantage**
IBM has an integrated and proactive approach to diagnosing errors and delivering solutions remotely. With predictive analysis tools and a vast knowledge base, our specialists can effectively diagnose software issues, resolving problems faster and preventing them from escalating.

**Added IBM value**
Support for both IBM and non-IBM hardware from a single provider.
Reduce downtime and protect against outages.
Your IT staff can focus on business priorities and objectives.
Configuration and set-up as well as defect support.
Efficient call and problem management.
Reduced software support costs.

**Savings Delivered**
Multi-vendor support and Managed Technical Support can help clients **save up to 40% in technical support costs** for the total IT environment, including IBM and non-IBM servers, storage and networking.