

Quick Reference Guide

6948-57Z

DATE: JUNE 2017

Overview

Enterprises are placing applications, virtual servers and other assets in multicloud environments, making it difficult to track performance and optimize efficiency. IBM® Cloud Brokerage Managed Services – Cost and Asset Management gives ongoing visibility and actionable insight into hybrid cloud investments through a new way to enrich the data without having to actually write tags to individual providers separately. This helps you set and enforce governance controls, identify and respond to variances, use advanced analytics, simulate changes to inventory and manage more consistently across the cloud.

Target Audience

> 1,000 employees

Sponsors

- Chief information or financial officer
- IT or IT infrastructure and operations manager, IT controller
- IT architect, app developer, VP of transformation or innovation

Pain Points

- We need a system to track cloud costs, evaluate alternatives and spend correctly
- We need the ability to quickly locate our cloud assets.
- We need to know whether cloud assets are meeting their goals.
- We need to determine the right amount of cloud capacity now and for the future.
- We need actionable insights based on cognitive analytics.
- We want to manage more consistently across the cloud.

Benefits/Value Proposition

IBM Cloud Brokerage Managed Services – Cost and Asset Management can give hybrid cloud users ongoing visibility and actionable insight into their multiple cloud investments. A streamlined dashboard offers reports on key functions such as cost and cost trends, asset locations, the provider accounts and asset types that drive spending and more. You can focus quickly on which assets are performing as projected and which are not and obtain informed recommendations on setting policies to streamline cloud usage and reduce waste.

Catalog, pricing and matching engines help you find and evaluate alternative providers more quickly. The service also uses cognitive insights and cloud best practices to provide cost reduction and security recommendations. Finally, the service offers an overall management process designed to improve governance.

This “plug and play” service helps you:

- Establish and enforce governance control points using financial and technical policies
- Identify and respond to variances before they become problems
- Review actionable insights and recommendations using built-in advanced analytics and cognitive capabilities
- Simulate changes to inventory, spend goals and operational priorities
- Manage more consistently across multiple public cloud providers and provider services

IBM provides cost reduction and compliance recommendations based on a rich knowledge base of cognitive insights through data visibility and the IBM depth of cloud experience.

Key Questions

1. Where are the enterprise cloud assets located?
2. Are these investments meeting their performance goals?
3. How do the hybrid cloud costs compare with what was budgeted?
4. Are there alternatives that would meet the performance and budget objectives but cost less?
5. How can I manage hybrid cloud assets and set policies more consistently?

Competitive Differentiators

Key competitors:

- Cloudability
- Cloud Cruiser
- Apptio

1. The IBM service is part of the extended brokerage platform, offering seamless guidance into the next steps of hybrid cloud transformation.
2. IBM has robust monitoring capabilities with out-of-the-box dashboards.
3. Actionable insights are dynamic, powered by predictive analytics.

Average Deal Size/Pricing/Cycle Time

Entry: One-time charge, USD 11,000; annual charge, USD 156,000

Standard: One-time charge, USD 29,000; annual charge, USD 300,000

Enterprise: One-time charge, USD 86,000; annual charge, USD 768,000

Client References

Please note: References may not yet be available. Check <https://rv.roinnovation.com/IBM/UnifiedSearch.aspx>

Seller Call-to-Action

- **Lead passing:**
 - **OI:** Global Technology Services (GTS) sales, Sales and Distribution (S&D) sales, ibm.com, Systems and Technology(STG) sales
 - **OD:** GTS, ibm.com, STG sales
 - **F:** GTS cloud services specialists
- **Seller action:**
 - Contact Cloud Managed Services clients
 - ibm.com may pass leads to GTS Systems sellers when it is a large transformational deal that requires site visits and incorporation into a complex deal.

Brand Offerings/Platform

Additional Information

To learn more about IBM Cloud Brokerage Managed Services – Cost and Asset Management:

- Contact your IBM representative
- Download the Cost and Asset Management services [data sheet](#).
- Visit ibm.biz/Brokerage_Cost_Asset



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Produced in the United States of America
June 2017

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