Fact Sheet: IBM Global Technology Services – Cloud Computing Capabilities

➢ **IBM Implementation Services for Cloud Computing – design and implementation for test environments,** *a secure environment to test cloud applications before sending to production*
IBM Implementation Services for Cloud computing – design and implementation for test environments include an operating system, middleware, storage, network and virtual images.

With hardened services delivery methods for the design and deployment of integrated cloud solutions, IBM is delivering a pre-integrated set of services, from planning through management, for a test environment.

Available initially behind the firewall at a customer site, IBM will soon offer implementation as a private cloud, a managed service (over a network); or a hybrid of both. The full service can include strategy consulting, design, implementation, operation and management from IBM Global Services.

IBM Implementation Services for Cloud computing – design and implementation for test environments can help clients:
- Reduce costs by over 20% -- operating cost reductions through automation
- Improve provisioning time from days to minutes – faster cycle of innovation
- Improve quality by automating configuration and better modeling of the production environment.
- Reduce risks associated with human error
- Reduce/avoid capital expenses by driving higher utilization and efficiency of existing assets

IBM Implementation Services for Cloud computing – design and implementation for test environments are available starting today.

➢ **IBM Information Protection Services – Managed Data Protection for desktops & laptops, ne***w IBM services help clients achieve a resilient enterprise*
The new IBM Information Protection Services – Managed Data Protection for desktops & laptops is a secure and affordable cloud based data backup solution for laptops and desktops.

IBM will offer Tivoli Storage Manager Continuous Data Protection for Files as a fully hosted service through its Business Continuity & Resiliency Services cloud. Beginning immediately, clients will be able to consume the product via a cloud and pay for only what they use. The offering is an innovative new approach that brings a hybrid cloud option to current and future Tivoli customers who want to have a cloud-based backup solution with unlimited capacity that continuously protects data files locally and remotely via the IBM cloud.

The new solution offers true continuous data protection, where clients can protect data continuously - both remotely and locally - in a cloud environment. IBM pricing is more competitive than most of the smaller backup providers today.

IBM Information Protection Services – Managed Data Protection for desktops & laptops deliver the following benefits to clients:
- Improved overall total cost of ownership by 40-60% with the fully managed information protection service
- Most important files can be protected on an ongoing basis with continuous real-time back up
- Improved Recovery Point Objectives with real-time backups, maximizing backup success rates
- Improved Recovery Time Objectives with fast recovery from disk, reducing recovery time objectives to days or hours
- Better utilization of IT resources -- allocating them to strategic, mission-critical priorities

IBM intends to deliver additional Tivoli capabilities through the cloud in the future.

IBM Information Protection Services – Managed Data Protection for desktops & laptops will be available later in 2009.

➤ **IBM Infrastructure Strategy & Planning for Cloud Computing –** *brings together the business and technical teams for long term planning, and a readiness assessment to leverage the full power of existing assets.*

Last year, IBM announced the Infrastructure Consulting Services for Cloud Computing. These services focus on helping customers identify and exploit opportunities for delivering services to their end users from a cloud environment. Today, IBM is extending these capabilities with the Infrastructure Strategy and Planning for Cloud Computing. This service is composed of a strategy workshop that brings together the business and technical teams for long term planning, and a readiness assessment to leverage the full power of your existing assets.

Recent research shows that of the 40 percent of global organizations who are deploying at least some element of cloud, 60 percent are in a private environment. IBM's experienced consultants help business and IT leaders develop the best approaches for leveraging private cloud delivery models. To help these clients develop a strategy and plan for the most effective return on investment when it comes to cloud, IBM is introducing an iterative workshop approach. Like many new technology models, working with an experienced consulting firm can provide speed to business value, by providing recommendations to help ensure organizations establish a resilient, secure and responsive environment.

The newly unveiled IBM Infrastructure Strategy & Planning for Cloud Computing services help IT leaders determine how their business can best benefit from a cloud delivery model. The service package includes a complementary suite of cloud services to support consulting design, implementation and ongoing management of cloud environments based on the experience of both IBM and its clients. The workshop methodology is a low impact high return to ensure that cloud investments are optimized by conducting a diagnostic assessment of current environment to determine current strengths, gaps and readiness. Critical lessons of the workshop include near-term business case assistance and also a roadmap to reach longer term objectives.

The workshops also have a cost reduction and protection component. Steps are taken to help participants identify opportunities to reduce capital and operating expense across the infrastructure, and streamline processes and services to improve efficiency and effectiveness. Upon these discoveries, IBM consultants and clients work together to design a secure and resilient model that mitigates operational exposures and protects data.

With today's announcements, IBM has the most complete set of hardware, software and services for enterprise clients to harness cloud computing for cost and efficiency benefits – while keeping their businesses secure, resilient and performing at optimal levels.

Work is already underway:
◆ **The United States Golf Associated (USGA)** turned to IBM for information protection, email recovery services and a comprehensive infrastructure recovery solution to ensure the availability and resiliency of its core business functions.

◆ **Elizabeth Arden**, the world's premier global beauty company recently adopted an innovative approach to mitigating business risks. In order to protect business-critical information, the company worked with IBM to implement a state-of-the-art resilient recovery technology solution.

In engaging with IBM's Business Continuity and Resiliency Services (BCRS), Elizabeth Arden has implemented a 100% reliable solution that assures the global restoration, recovery and resilience of its key mission-critical applications, including ERP, data warehouse Exchange email backup and archival from any BCRS recovery center, and more importantly, ensures preservation of its global brand.

As part of Arden's resiliency strategy, they also have the ability to meet the growing data protection demands for its employees who need to remotely protect and recover their data, via a cloud-based managed service. Cloud services from IBM enable innovative clients like Elizabeth Arden to remotely manage, protect and more efficiently utilize their data.