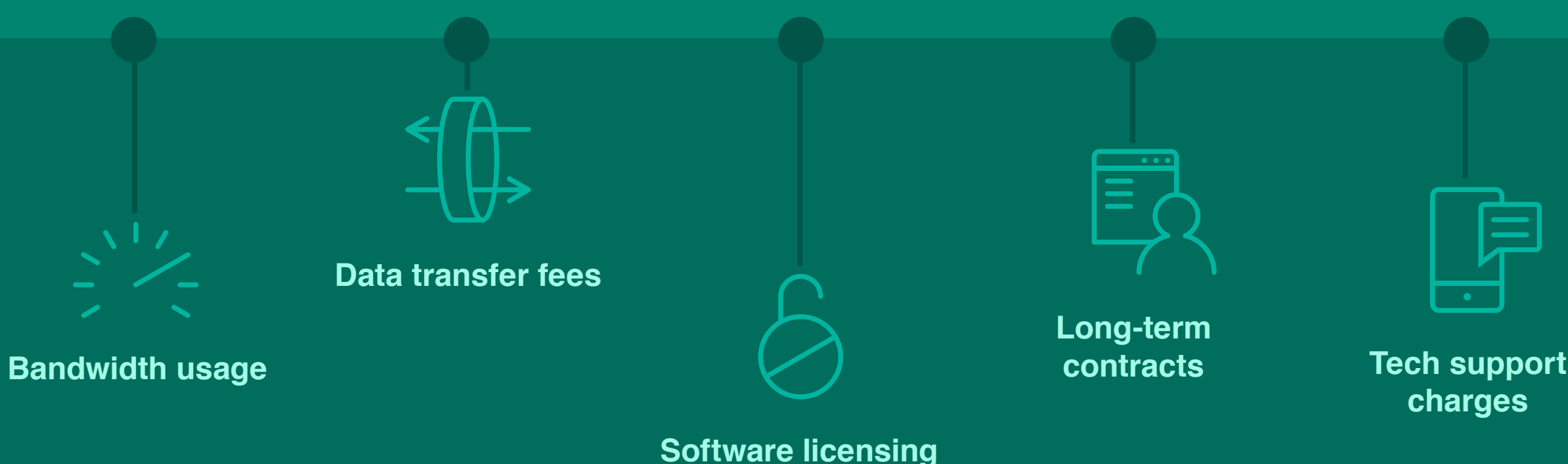


How much will the cloud really cost you?

Inaccurate and misleading price comparisons often result in **paying more** than you anticipated.

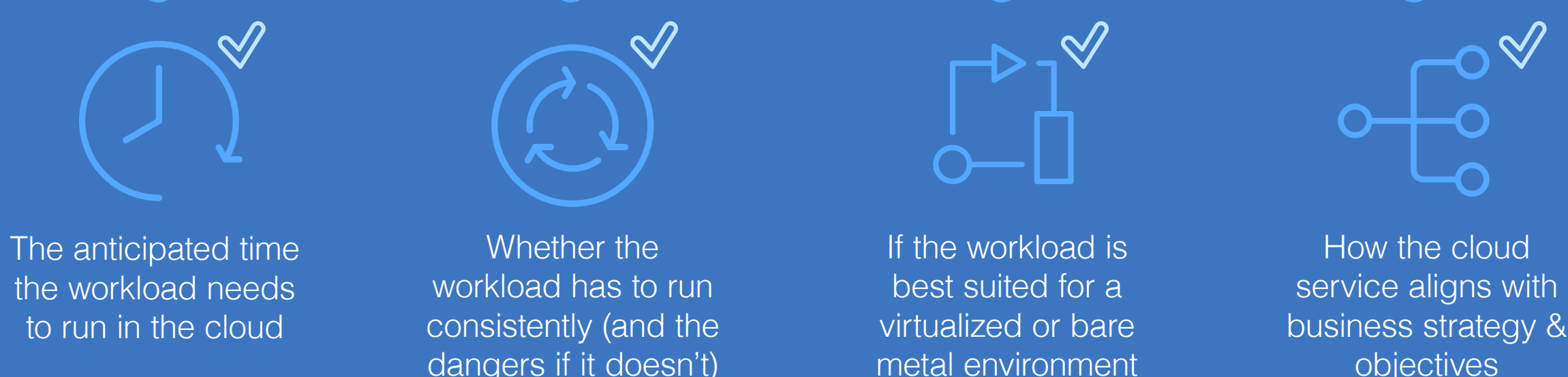
In **< 6 months**, anticipated cloud costs can be off.¹

Only comparing infrastructure prices is risky. **There's more than compute power and storage to consider:**



With a better grasp of pricing models, **29% of organizations say they could have avoided a negative cloud issue.**²

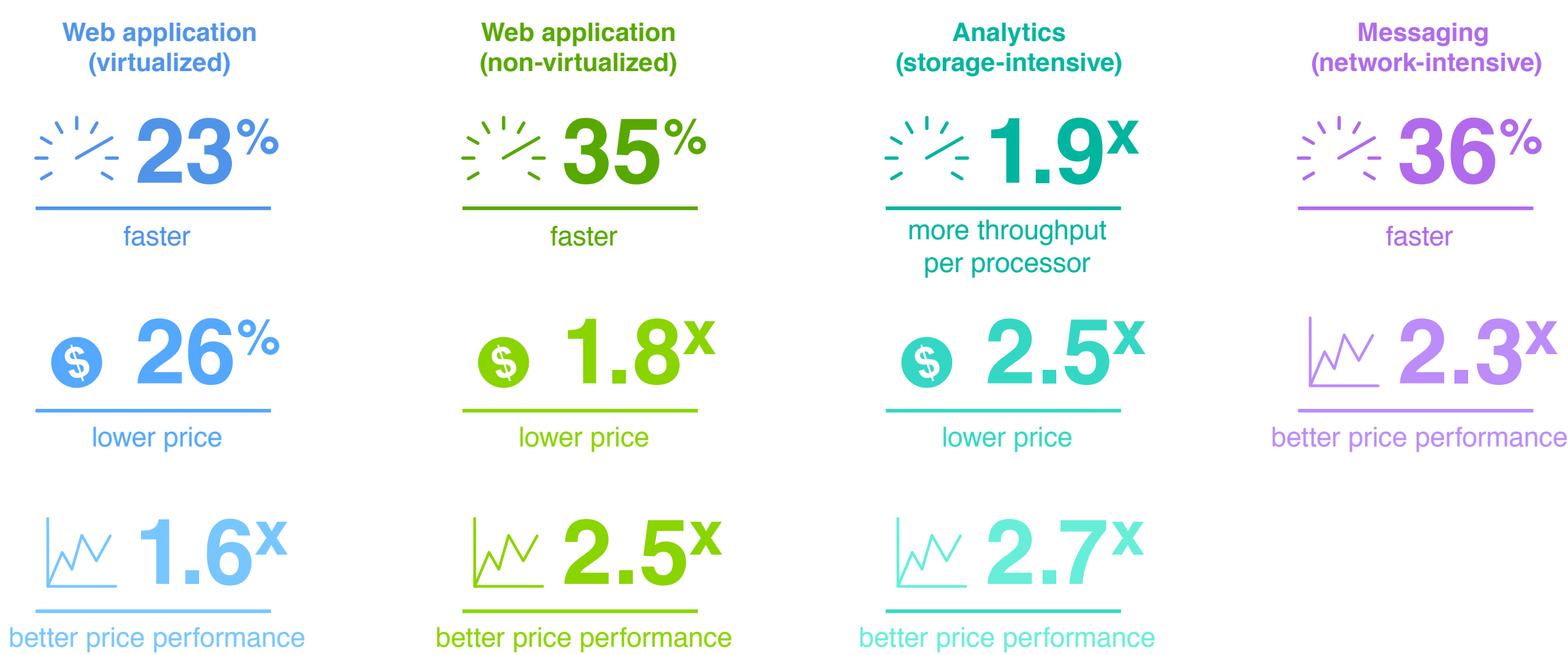
Assessing workload & business requirements creates cloud pricing clarity. **That means knowing:**



SoftLayer wins head-to-head in total cost.

It's a sweep vs. Amazon Web Services (AWS).³

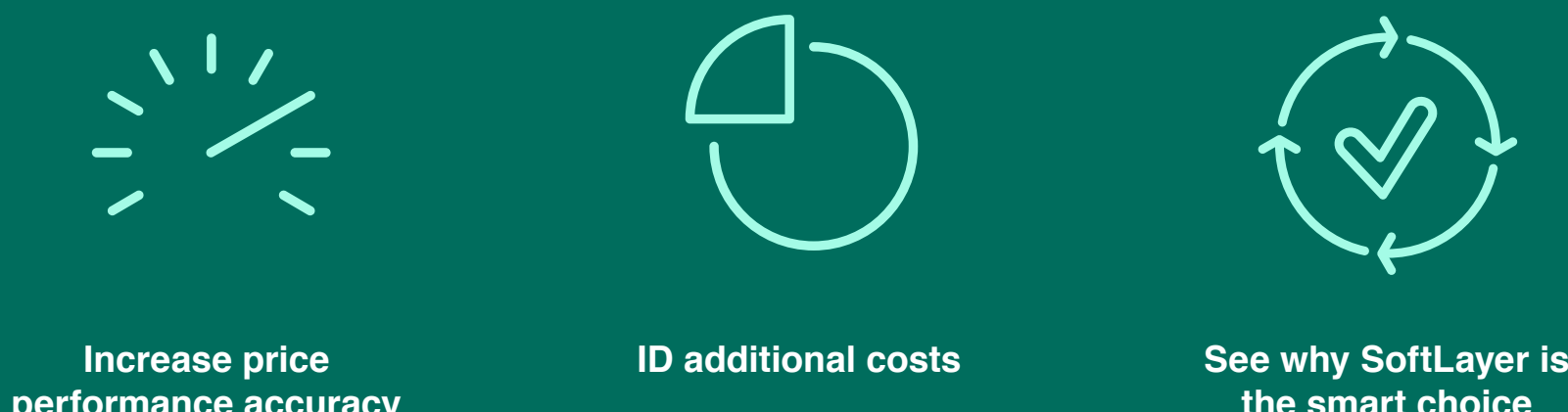
The comparisons on common workloads consider workload characteristics, provider pricing models and service delivery.



78% of organizations plan to increase their cloud services spending in the next three years.⁴

Will you spend wisely?

The IBM Price Comparison Tool generates workload-based comparisons across cloud providers.



[GET STARTED](#)

1. "Do the math: The true cost of cloud computing." InfoWorld, Nov. 4, 2014.

2. "Preparing for next-generation cloud: Lessons learned and insights shared." EIU, May 20, 2015.

3. "Evaluating Price And Performance of Cloud Providers SoftLayer vs. AWS and Microsoft." IBM.com, May 2015.

4. "Survey Analysis: Cloud Adoption across Vertical Industries Exhibits More Similarities Than Differences." Gartner, Feb. 18, 2015.

