Enhancing Innovation and Agility with Industrialized Hybrid Cloud

IBM Cloud Brokerage Solution improves Enterprise IT visibility, management and choice with consistency

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Highlights

IBM recently acquired Gravitant, Inc., an Austin, Texas based, privately held company that developed cloud solutions to let organizations easily procure and provision, or "broker," software and computing power from multiple suppliers from a single screen. These "broker" solutions also provide better visibility and control, and reduce risks of Shadow IT.

Enterprises can evaluate and manage both traditional IT and cloud, balancing various on-premises and off-premises providers; allowing them to make dynamic choices about technology.

Key benefits to clients – Line of Business (LOB) users and IT users – include:

- *Faster Digital Businesses Transformation: Promotes greater innovation and agility while ensuring operational control and security.*

- *Better Business and IT Partnership: Delivers Line of Business (LOB) users with greater flexibility and choice while improving visibility for Enterprise IT.*

- *Full Visibility and Control for Enterprises: Provides capabilities to choose the best fit provider based on economics, corporate policy and rapid time to market.*

- *Seamless Integration of Cloud with Existing Mission Critical IT: Provisions and maintains consistent management across multiple cloud and IT services through a single pane of glass.*

- *Greater Choice through a Standardized Self-Service Model: Offers a broad, pre-approved eco-system of buyers and suppliers of cloud services, empowering users to select, design, order, and manage IT resources directly.*

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Optimizing Business Value

Hybrid Cloud Mitigates Shadow IT Risks and Promotes Innovation

To innovate with speed and agility, your business must be nimble, flexible and smart to predict and respond to customer demand, market opportunities, regulatory changes, or competitor moves. Collaboration within your organization and with your ecosystem partners is crucial to cost-effectively address rapidly changing business requirements.

Cloud computing provides your business with the right balance of cost control, efficiency, agility and new business capabilities with unprecedented levels of collaboration. It improves business agility and allows your business users to rapidly adapt to changing business conditions through on-demand, self-service and elastic access to information technology (IT) resources. This enables your business to innovate faster, introduce new products and services rapidly and enter new markets; allowing you to:

- Quickly change existing business processes or develop new ones
- Deepen collaboration with your colleagues and partners
- Better manage and scale your IT resources.

However, as your Line of Business (LOB) users increasingly adopt cloud services from a variety of suppliers (especially public cloud services), your security and compliance risks grow. Risks include sharing resources with unknown parties, non-compliance with regulation, and a lack of control over how and where data is stored. In fact, Shadow/Rogue IT (unauthorized use of off-premises cloud services) is growing rapidly. Employees are using about 90% of these services without the knowledge of the IT.[1]

Choosing the right hybrid cloud solution – a combination of private, dedicated IT resources and public variable infrastructure – allows your business to take advantage of the scalability and cost-effectiveness of public cloud services while ensuring sensitive data is kept absolutely secure in the private cloud. IBM provides an industrialized hybrid cloud (Figure 1) with choice and simplicity so organizations can operate and innovate in an agile, integrated and seamless way.
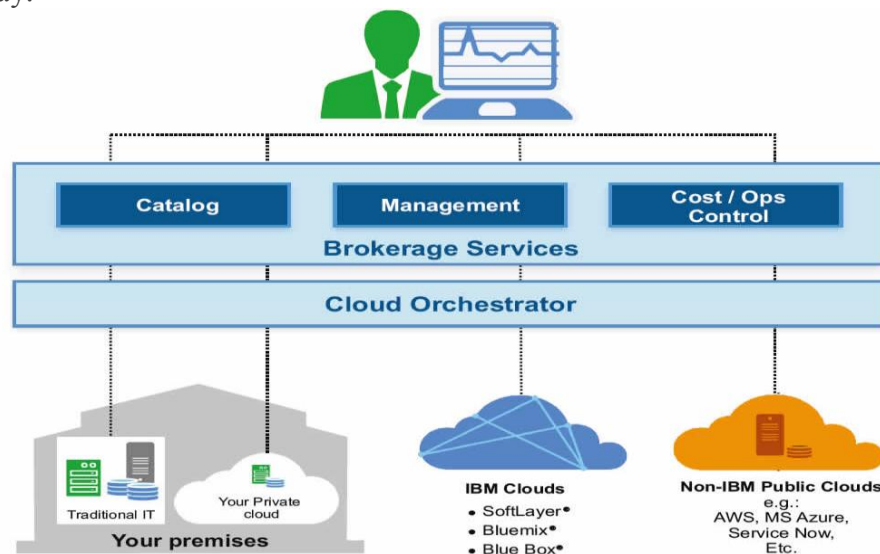
Figure 1: High Level Architecture of the IBM Industrialized Hybrid Cloud

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[1] SkyHigh Networks 2Q15

IBM Cloud Brokerage Solution

The IBM Cloud Brokerage Solution – a key component of the IBM hybrid cloud – helps your CIO and the Enterprise IT organization view, control, manage and create compliant hybrid cloud environments to deliver the experience that your LOB users expect. This solution simplifies the hybrid cloud experience for CIOs, the IT organization, LOB users and Developers, and enables non-cloud workloads (legacy) and workloads on different clouds to integrate and interoperate. Delivery models are consistent with Bluemix – IBM's Platform as a Service (PaaS) offering. Key benefits of the IBM Cloud Brokerage Solution include:

Better Visibility and Control – The following key capabilities are simplified, and then surfaced seamlessly and comprehensively:

Discovery: Detects cloud services that are being used across the organization including the unauthorized usage and costs of Rogue/Shadow IT.

Control: Reveals the impact of Rogue/Shadow IT so CIOs can take control of unauthorized cloud services and/or cloud providers. Shadow IT usage and costs associated are reported.

Visibility: Provides simple user interface that acts as a single pane of glass to view heterogeneous IT environments.

Simplicity: Reduces the complexity of hybrid environments for CIOs via discovery and visibility in the initial release. Future releases in 2016 will integrate heterogeneous environments, provision to desired environment, port workloads and manage data – targeting Developers as users.
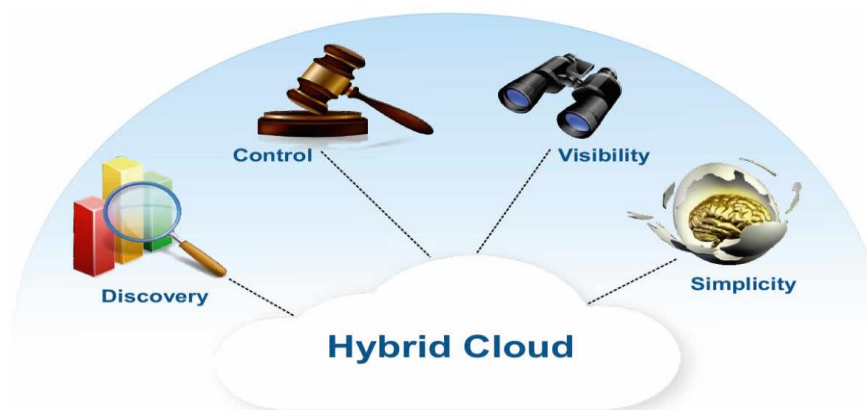

Figure 2: Better Visibility and Control

Better Management and Choice with Consistency – Standard IT processes leveraged while accommodating constant changes and dynamic usage. Key capabilities delivered without delays in testing and provisioning include:

Catalog: A broad, IT pre-approved eco-system of buyers and suppliers of cloud services including current pricing, discounts, service levels and other contractual information delivered through automated API feeds. Variety of choices represented in a standardized "as-a-service" model.

Self-service: Easy to select services available to users and dynamically present these based on organization and role. User experience and the ability to purchase pre-approved services delivered through an app or website integrated with decision support tools. This empowers users to select, design, order, and manage their IT resources directly.

Management: Catalog management tool to capture and track the information from providers like product category, product descriptions, product features and capabilities. Ability to modify pricing rules and centralize pricing processes ensures consistency.

Customization and Automation: Leverage your standard fulfillment agents or build agents to integrate external providers with internal systems. This allows users to tailor and automate the eco-system services to processes in your organization.
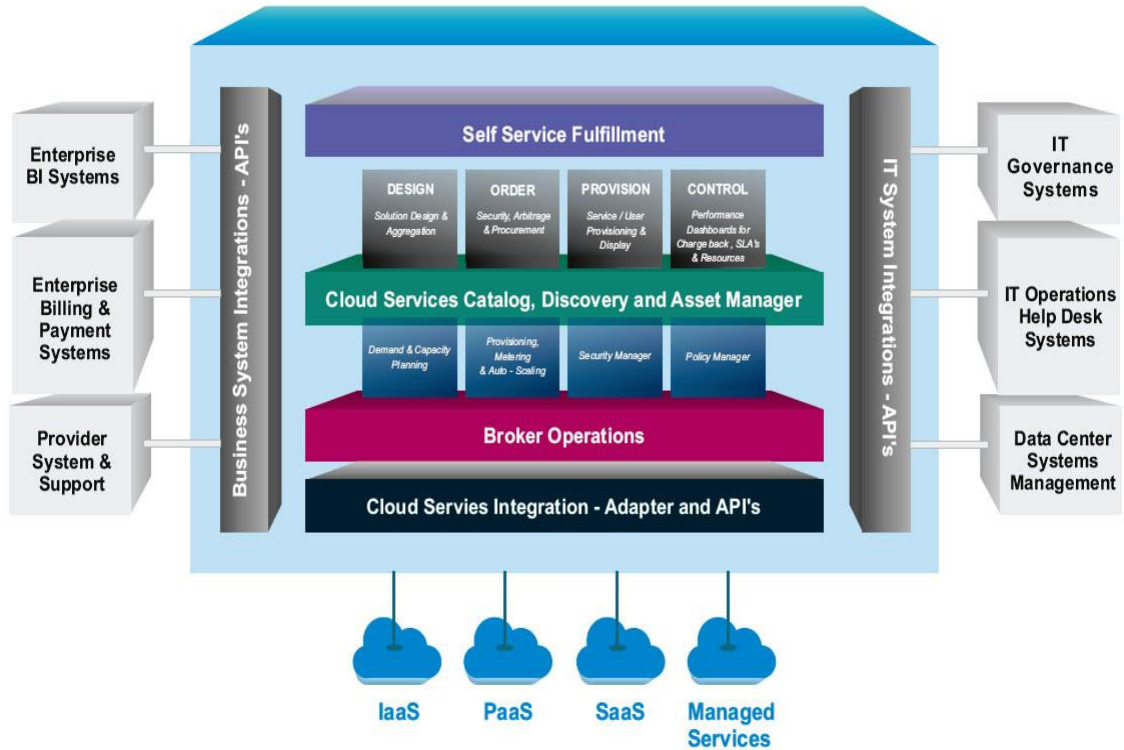
Figure 3: Greater Choice with Improved Governance, Management and Consistency

Curbing Shadow IT and Delivering Value

Only 8% of organizations can track Shadow IT today.[2] With the IBM Cloud Broker Solution, your organization can mitigate IT risks, control costs and enhance innovation by:

- **Minimizing shadow IT** by providing flexibility of choice for end users within the organization's compliance framework.
- **Rapid financial decision making** for the CIO by consolidating all cloud service costs on a single dashboard.

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[2] Cloud Security Alliance 2015

- **Negotiating better Terms & Conditions** with Cloud providers based on performance visibility.
- **Enforcing organizational policy compliance** for service selection – based on cost, location, workload or performance requirements.
- **Integrating service management** across traditional and cloud IT services – enabling the virtual data center.
- **Improving time to delivery** from days to minutes
- **Lowering infrastructure and operation costs** by up to 50%
- **Enhancing business agility** with an automated, self-service and design-to-order model.

With the IBM Cloud Broker Solution, your Enterprise IT organization will become the preferred provider of IT solutions. Users benefit from self-service, choice, flexibility and consistency. Internal IT becomes the:

- **First choice**. Users can get the speed and agility required for business innovation. They do not need to send random requests to support applications developed in the cloud, and can leverage their own Internal IT knowledge and expertise.
- **Strategic Partner.** Teams with LoBs to innovate and provide expert guidance on solutions. This creates a positive impact on business; enhancing innovation, competitive advantage and cost management.
- **Control point.** You can analyze the reports and identify trends to be proactive and strategic. With clear visibility across the enterprise, you can remove IT from non-essential activities, and balance agility and costs with control to give users flexibility of choice within the organizational policy.

Customer Case Studies

Many organizations already benefit by deploying the IBM Cloud Brokerage Solution for digital transformation.

State of Texas.

Challenges: Long IT solution cycle time (over 9 months), limited vendor and middleware options, unexpected high financial costs, difficulty in decoding cloud provider bills and frustrating service request process.

Benefits: Less than one month cycle time to deliver IT solutions, 41% savings on cloud spend, a choice of cloud vendors, PaaS, and services and a better visibility of costs before provisioning.

A Global Information Services and Publishing Company.

Challenges: Needed more control of the IT services supply chain, offer customers a one-stop consumption experience – independent of supplier, and leverage technological innovations to enhance value to customers.

Benefits: Quick movement of workloads in 12 months from existing environments to a Hybrid model, self-service IT for business units, increased speed and agility, cost and usage

transparency from the outset and establishment of a long-term IT services delivery model with IT approved resources.

Nutrition, Health and Wellness Company.

Challenges: needed to significantly improve business competitiveness through IT, two existing global data centers were closing and urgently needed to find new hosting environments for over 250 business application workloads – including mission critical transactional systems.

Benefits: Rapid movement of existing workloads from end-of-life data center to a Hybrid IT delivery model, self-service IT to business units, increasing speed and agility, cost and usage transparency from Day 1 and established IT services delivery model to increase competitiveness.

Conclusions

With the unique capabilities of the IBM Cloud Brokerage Solution (resulting from the Gravitant acquisition), clients should seriously look to partner with IBM to source, provision, and manage IT services – across all cloud models, regardless of provider.

Using these brokerage services, clients can get a deeper understanding of where to preserve existing IT investments and where to leverage new systems resulting in reduced risk, increased speed and agility, and potentially lower operating cost – all at the same time.

For More Information

To get more details on IBM Cloud solutions, please visit:

www.**ibm**.com/**cloud-computing**/

http://www.ibm.com/cloud-computing/us/en/landing/hybrid.html

Rapid movement of all mission-critical workloads to the cloud within 1 year

Reduce risk and costs and improve speed and agility with the IBM Cloud Brokerage Solution