Fact Sheet: IBM Strategy and Change Services for Cloud Providers
To help position an organization as a leading provider of innovative IT solutions with a solid business strategy, IBM can help define an in-depth roadmap that treats cloud as a new operating model rather than just a method of IT delivery – an essential step in business model evolution.

The IBM Strategy and Change Services for Cloud Providers offering will help clients:

- Create new cloud-based services
- Enhance existing services through a cloud-based delivery model
- Reach new markets through cloud-based services
- Determine a cloud delivery strategy and roadmap aligned with clients' capabilities and goals

Create the right cloud provider strategy
A comprehensive cloud strategy is critical and IBM can help clients define opportunities, readiness and, where appropriate, partnership strategies. By assisting enterprises in fundamentally rethinking their target markets and product and service portfolios in light of new cloud opportunities, IBM can help develop a cloud provider roadmap through a three-phased engagement.

1) Analysis and vision -- involves assessing the business strategy, as well as cloud opportunity and readiness, to help determine how a firm can deliver cloud computing for increased customer value.

2) Strategy design phase -- includes a strategy and operating model for target market segmentation, customer readiness and alignment with business goals. A technology integration report is created to help clients understand the architecture and model for delivering cloud services.

3) An implementation roadmap defines the entire process, along with a work breakdown structure needed to launch a cloud environment. With its own delivery of public cloud services, IBM knows what it takes to become a cloud provider and can help you execute this roadmap.

IBM utilizes proprietary tools and methodologies, including component business modeling, for cost estimation and core business prioritization to help clients build a robust strategy for cloud delivery. Once a cloud strategy is in place, IBM's implementation capabilities and cloud expertise can help clients develop, test and deliver cloud-enabled services to the market in a rapid and cost-effective manner without handoffs or delays.

For more information, visit www.ibm.com/services/cloud