



Fact sheet: IBM Strategy and Change Services for Cloud Adoption

CIOs everywhere recognize the potential that cloud computing brings, but often are not sure about how to get started. This challenge is magnified by an economic environment that is putting increasing pressure on IT to deliver more business value at lower cost. The IBM Strategy and Change Services for Cloud Adoption offering helps clients:

- Determine how to get started with cloud adoption
- Develop an overarching cloud adoption strategy and road map
- Prioritize cloud opportunities and begin realizing benefits immediately
- Identify and pilot new cloud-based capabilities based on business requirements

Determine a strategy for cloud adoption

Cloud services provide the opportunity to deliver and consume IT in entirely new ways. Unpredictable workload characteristics, fast growth of “smart” objects and data volumes, and the need for maximum flexibility with real-time interaction are major organizational issues driving the need for new delivery and consumption models.

However, in a race to capture the benefits of adopting cloud, many are bypassing the process of building solid cloud strategies. The numerous cloud options that are available further drive the need for a cloud strategy that balances thoughtful business insight, technology expertise and rapid time to value.

IBM can help clients decide which of the new cloud-based delivery models should be considered based on existing IT and business strategies:

- BPaaS (Business Process as a Service)—Business process services, such as billing, contract management, payroll, HR and cloud-based advertising
- SaaS (Software as a Service)—Standardized, network-delivered IT applications, including CRM, collaboration and analytics programs
- PaaS (Platform as a Service)—Application development environments
- IaaS (Infrastructure as a Service)—Infrastructure needs, including server and storage computing power.

IBM can also help clients determine whether workloads would be better suited to a public, private or hybrid model based on business drivers. There is no one-size-fits-all cloud adoption model appropriate for every organization, and that is where IBM can help develop the right cloud strategy based on clients’ readiness and existing capabilities.

Cloud strategy and pilot development – Three phases:

IBM utilizes a proven methodology and assessment tools for developing a cloud strategy that adapts to a client’s situation and needs.

People, processes, technology, organization and governance need to be addressed in developing a cloud strategy, and all relevant factors are considered over the course of the strategy engagement. IBM analysis is geared to balance the thoroughness that building the right strategy requires with rapid time to value, and focuses on producing near-term actions such as identifying the best cloud pilots.



- 1) The strategy begins by considering, in a structured manner, how cloud is relevant to the organization and which business areas should be considered. The IBM Directional Decision Framework is an analytical tool that is used to quickly identify potential cloud opportunities for an enterprise. IBM then assesses cloud readiness, identifies priority business areas, develops an envisioned future state, and acknowledges key gaps in processes, technology, organization and governance.
- 2) The second phase identifies the overall cloud strategy, including the business value of services that can be migrated. A cloud services prioritization, cost benefit analysis, IT strategy and architecture road map, and an organizational and cultural strategy are built to help transition to a cloud model.
- 3) The last phase, building the strategic road map and identifying a cloud pilot, is critical and impacts how quickly the organization can exploit cloud to achieve business and IT objectives as well as return on investment. Cloud affects all dimensions of an organization, from business and operations, to technology, organization design and communication. The Strategy and Change Services for Cloud Adoption uses proven methods to address these dimensions in creating an end-to-end cloud strategy that results in implementation through the right type of cloud pilot that is aligned with business objectives.

For more information on IBM's Cloud Consulting offerings visit:

www.ibm.com/services/cloud