IBM ®

Why **buy a plane** when you can just **reserve a seat on a flight**?

Would you buy a plane to fly to a few places in the coming year? In the same way, why would you invest in a traditional IT model when you could be running a flexible, **fully-integrated cloud infrastructure** ? Your company's computing capacity is **only as valuable as it is efficient and cost effective**. Its ultimate value is whether or not it enables your business to **do more with less**.

Part of a series of papers on doing **More with Less**

A cloud computing infrastructure could **transform your business** by improving speed, efficiency and commercial flexibility in your IT systems. It could **provide your organisation with exactly the IT capacity it needs** while allowing you to modify that capacity at short notice and achieve **time to value** in a matter of hours and minutes rather than weeks or months.

60%
could be cut from end-user support costs using a Cloud infrastructure[1]

50%
50% can be knocked off IT labour costs with the Cloud[2]

1.3m
Cloud servers will be running worldwide by 2014[3]

References

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3. "Worldwide Enterprise Server Cloud Computing 2010–2014 Forecast", IDC, April 2010.
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For years, businesses built up their **computing infrastructure** based on a traditional model, one of constant demand and constant use. They were buying for a **peak level of demand** and maximum capacity that is not always required. Cloud computing could allow your organisation to **respond dynamically while delivering substantial savings**.

The reality is that capital-intensive computing capacity often goes largely unused as business needs evolve and workforces demand change. In fact, up to 85 per cent of IT capability could be idle at any time,[4] which is inefficient and represents tremendous waste over time. This can be transformed with a more elastic proposition for IT resources – the essence of a cloud computing infrastructure.

Cloud computing can offer flexibility in many ways. Whereas "cloud" originally encompassed open and public IT infrastructure, shared by many unrelated users, today's cloud is different. Both private and "community" clouds – ones that are shared by a limited number of "birds of a feather" users or organisations – are now possible, offering greater security, flexibility and control, as well as offering economic benefits.

By taking advantage of this new cloud landscape, organisations can begin to use their IT to achieve *more with less*.

FEET ON THE GROUND – HEAD FOR THE CLOUD

When it comes to IT, no business can afford to stand still. Operations grow, employees come and go and IT remains a perennial cost. Businesses need to be able to source, scale and switch capacity quickly and easily to meet these ever-changing requirements.

Cloud computing offers dynamic resourcing driven by direct and immediate requests from business users, meaning that IT capacity can be turned on and off, or re-assigned instantly. Workloads vary in complexity, with some requiring fast transactions of high volume data while others need only process and transmit general data across networks. Via the cloud, workloads can be automated, consolidated and optimised, enhancing the performance of specific business processes. **In the past, most organisations would have built up their capacity to handle these workloads one server at a time, producing the under-used and oversized systems we see today.** Workload optimisation and automation can match the capacity to the task at hand.

Cloud computing can transform an increasingly cumbersome and physical IT infrastructure into a flexible pool of resources. As a consequence, cloud computing can reduce downtime, administrative and maintenance requirements, cutting up to 60 per cent from end-user support costs and up to 50 per cent from IT labour costs.

UNDERSTAND YOUR OPTIONS

IBM understands the benefits and potential of cloud computing, having already implemented its own cloud environment – a consolidation of 155 worldwide datacenters down to 26 using cloud computing structures. This resulted in 80 per cent less energy use and significant reductions in both software and system support costs, demonstrating how cloud computing can deliver *more with less*.

IBM's research has resulted in a number of industry-focused cloud blueprints, mapping technology solutions to typical industry requirements. Most enterprises will transition to cloud workload-by-workload and IBM can help your business determine where to use cloud computing to realise the greatest value and to ensure you only pay for what you use.

IBM can build security-rich, stable clouds designed for specific needs based on your business rules, as well as providing data centre best practice and delivering optimised dynamic IT infrastructure and capacity. These IT capabilities can be charged on a consumption basis, delivering more of a financial elasticity model to your business.

With one of the largest portfolios of cloud hardware, software and services available, IBM can help cut through the hype surrounding cloud computing and clarify the benefits for your organisation. Reduced costs can be achieved by decreasing time to deployment and shortening time to value, providing a variable cost base and setting up SLAs for performance, availability and risks. And once the cost savings and return on investment are clear, two potential routes can be taken: design and implementation of your own custom private or community cloud solution, or application of IBM's unique appliance-based Cloudburst products in order to generate faster and more predictable savings.

The Cloudburst solution allows your organisation to only pay for what you use, making it perfectly suited to unpredictable workloads that produce peaks and troughs of activity over the business cycle. A community of over 100,000 professionals[5] are already using IBM's cloud computing to bring the immediate benefits of a cloud infrastructure while significantly advancing their business systems and lowering cost. **Your cloud computing platform could be ready to use in six weeks rather than six months, with integration fully certified to minimise risk.[6]**

IBM provides service management, not server management – combining server, storage, networking and software technologies and uniquely configuring necessary infrastructure components to create customised clouds and scalable cloud services.

LET YOUR BUSINESS TAKE OFF

IBM also offers three ways to help your business get started with cloud:

• *"CloudStart" infrastructure workshop*: designed to help organisations create a step-by-step plan that defines how and where to start and the ultimate destination. This interactive two-day workshop culminates in a concise report and recommended roadmap for cloud success.

• *A half-day cloud briefing and demonstration*: a technology overview and demonstration that will allow you to see IBM's cloud proposition in action and find out how it could work for your business.

• *An online cloud ROI assessment tool:* a study of your existing IT infrastructure, together with your future likely demand model, will clearly demonstrate the excellent return on investment you could soon realise and provide a business case for potential cloud savings in your organisation. By working within the cloud – automating and optimising the appropriate workloads, reducing wasted infrastructure and integrating your systems – you may find that you could be doing *a lot more with much less in future*.

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or to discuss how to do more with less,
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5.   "IBM CloudBurst on Power Systems", IBM, 2010. http://www-03.ibm.com/systems/power/solutions/cloud/cloudburst/
6.   Based on Cloudburst implementation with defined self-service catalogue.