IBM

Platform on a plate

Select the right infrastructure solution to provide the best service

IBM

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Recent IT surveys have highlighted dramatic shifts as customers seek to gain competitive advantage by out-tasking, with more and more IT elements to be provisioned by Managed Service Providers (MSPs). To capitalise on this change, what services and capabilities do MSPs need to offer to meet the new customer demands? What unique value propositions will drive the market, and how can MSPs transform their own infrastructure to capitalise on the opportunity for huge growth?

New customer demands

A seismic shift in approach to IT shows that customers look to liberate their businesses from the constraints of traditional in-house IT implementations and declare a preference for service delivery by using out-tasked MSP services.

As a result a new market is developing for cost-effective, highly scalable, immediately consumable and extremely flexible IT services. End users in this new market demand:
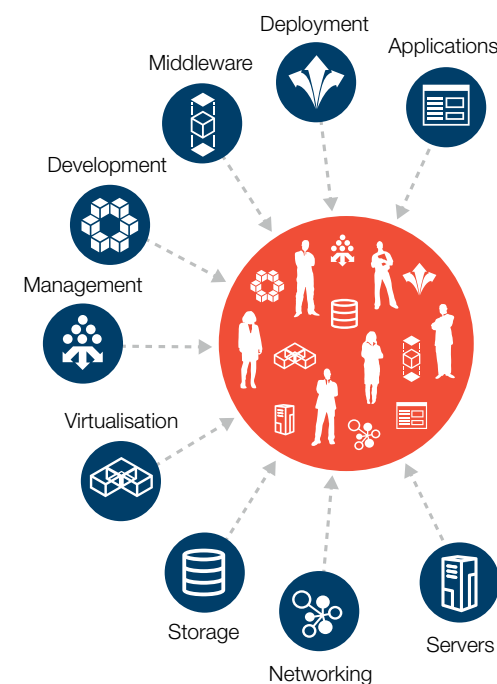
- Zero CAPEX – no outlay for initiation of a cloud service leaving capital available for core business projects
- Flexible OPEX charges – any service to be on a 'pay-as-you-go' basis
- Quick-start service initiation – migration to the cloud service to be simple and instant
- Scalability immediacy – the ability to add to the services without notice to meet changing business demands
- Significantly reduced TCO – charges to be commensurate with an overall lower total cost of ownership when compared to the in-house option.

Transformation of the MSP infrastructure

To adapt to this radical shift in IT delivery, MSPs need to transform their own IT infrastructures to meet these new end-customer requirements. In addition to the traditional reseller business, most MSPs forecast growth of greater than 10 percent year-on-year over the next two years in areas such as: Infrastructure management, Outsourcing, Application software services, Network management, Storage management and Disaster recovery.

The changed IT landscape brings its own significant challenges in different ways, requiring new skills and new capabilities:

- Reach new customers through innovative services, capturing the cloud demand curve as it is happening and retreating from underperforming business areas quickly when necessary
- Access new markets faster than the competition to deliver value immediately and cost effectively
- Support the business by providing secure, reliable and highly available services and their underlying IT infrastructures
- Increase productivity by creating flexible work patterns which can instance new services on demand within a multi-tenanted environment
- Predict the costs of introducing new products and services to an MSP portfolio through new and existing channels
- Flexible financing.

MSPs Business Goals and Imperatives

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Market				
Build				
Sell				
Operate				

Current state · Transformation › Future State

To find out more, please visit **ibm.com**/systems/uk/MSP

Enhanced growth potential

Based on decades of experience of leading IT transformation, IBM has invested in the development of a business transformation blueprint that helps MSPs to address the inherent challenges of this new market's needs. The blueprint is based on seven key principles:

- Low-risk approach: ensuring continuous service
- Modularity: implementing new services, products and processes on a module-by-module basis
- Minimal disruption: implementing to a timeline that minimises disruption to core business
- Flexible prioritisation: adjusting the transformation priorities to match changing business requirements
- Business control: ensuring the transformation progresses in line with business goals
- Business focus: timeline developed to match the speed at which the business can absorb the transformation
- Sales incentives: to engender a distinct business pull for the transformation.

Technology platform – why infrastructure matters for MSPs

Running a successful MSP business is a constant balance between offering outstanding quality of service and maintaining healthy margins. The objective is to offer great service provision and very low-cost operations, increase margins while actually enhancing and distinguishing services. Infrastructure matters because it is at the heart of the MSP business and will affect how clients are serviced,

their experience, the MSP's reputation and profitability. At the core of any MSP resides an IT platform capable of meeting the dynamic needs of the business.

IBM offers a full spectrum of cloud computing solutions, from starter kits right up to full custom built solutions with virtually unlimited capacity and capability. MSPs can choose precisely the right combination of technologies to cater for their clients' requirements.

IBM has developed a range of converged systems with integrated expertise. PureSystems platforms are unrivalled for flexibility, scalability, security and resiliency. The PureSystems platform delivers full integration and management of the underlying technology components through a single pane of glass on a single footprint that can on-board multiple tenant workloads within hours.
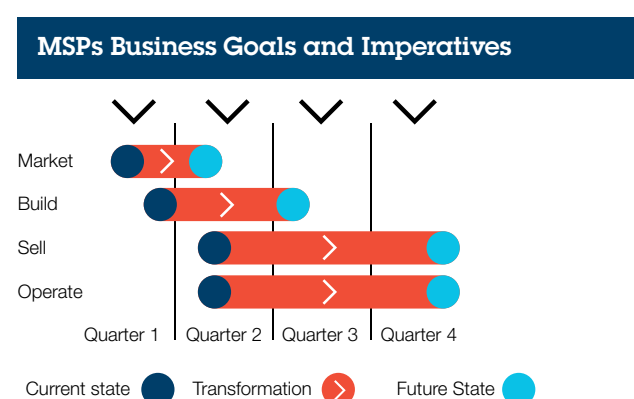
The energy smart, easy to use rack solutions are based on a pay-as-you-grow design that helps MSPs to reduce costs and manage risk more effectively. The out of the box cloud ready infrastructure with integrated and optimised hardware and software solutions offers low operational cost and management overhead while providing high application availability.

The PureSystems platform provides MSPs with the ability to custom build solutions that offer huge, scalable processing power and storage capacity that can be flexibly allocated and billed to meet customers' exact requirements.

Integrated ecosystem

PureSystems solutions leverage best-in-class technologies to deliver a future-proofed IT environment for MSPs. A multitude of business solutions are already available within the IBM PureSystems ecosystem, with more joining on a daily basis. Some of these include:

- CrossView
- Dassault Systèmes
- Esri
- F5 Networks
- GMC Software Technology
- Information Builders
- InterSystems
- Infor
- Juniper Networks
- Kingdee
- Microsoft
- Openwave
- Radware
- Red Hat
- Riverbed
- SAP
- SAS
- Schlumberger
- Siemens
- Sophos
- SugarCRM
- SUSE
- yonyou
- VMware
- Zoho Corporation

What do Cloud Club Members say?

Cloud Club for MSPs and ISVs

IBM has created the Cloud Club, an active partnership of Service Providers (SPs) and Independent Software Vendors (ISVs) who deliver leading cloud solutions. The aim of the club is to enhance the revenue opportunities for members by providing access to new markets, new partners, new geographies, new technologies, new applications and new customers. Cloud Club is supported by:

- Co-funding for marketing such as white papers, launches and breakfast briefings
- ISV alignment per sector/segment
- Access to Smart Market to build companies' profiles and advertise service catalogues
- Access to the latest market intelligence
- MSP events with ISVs, SIs, distributors and customers
- Lead-generation programmes and demonstration spaces
- Education and training
- Technical support
- Solution roadmaps
- Financing.

Virtustream

Virtustream serves Domino Sugar, the British Transport Police and Digital Chocolate, among many others. Virtustream's enterprise clients benefit from significant total cost of ownership (TCO) savings of up to 60 percent by moving from traditional environments to the cloud platform. Using IBM System x3650 class servers and IBM Tivoli software enables Virtustream to run up to 40 virtual machines on each physical server, all with complete control over performance for these multi-tenanted systems.

brightsolid Online Technology

brightsolid hosts Friends Reunited, Genes Reunited, Find My Past UK, Ireland and Australia among others. brightsolid has grown revenue to a 475 percent increase in four years. brightsolid Online Technology partnered with IBM to build a new data centre to manage this massive increase in workload while maintaining an impressive financial track record.

IBM offers leading cloud technology

IBM offers a range of private cloud offerings that are affordable, easy to deploy, designed to achieve increased productivity and enable faster time to market, including:

→ **IBM SmartCloud Entry x86 Edition**

→ **IBM SmartCloud Entry Power Edition**

→ **IBM zEnterprise Starter Edition for Cloud**

→ **IBM SmartCloud Provisioning**

→ **IBM BladeCenter Foundation for Cloud**

→ **IBM Smart Business Storage Cloud**

→ **IBM PureSystems – PureFlex and PureApplication Systems**

For further information, please visit: **ibm.com**/systems/cloud

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Take the next step

→ **Join the IBM Cloud Club**
Enhance your opportunities for growth by joining the IBM Cloud Club
For further information, please visit **ibm.com**/systems/uk/cloudclub

→ **Attend a Smarter Computing workshop**
Designed to help review your IT estate in order to optimise your IT infrastructure using the latest and most effective cost delivery models. For further information, please visit: **ibm.com**/systems/uk/smarter-computing-workshop

→ **Register for a PureSystems demonstration**
Private consultation with a PureSystems expert. For further information, please visit: **ibm.com**/ibm/puresystems/uk/en/

→ **To discuss any of the above please contact: Estelle_Andlauer@uk.ibm.com**