



Fact Sheet: IBM Smart Business

Smart Business is IBM's commonly branded set of cloud computing offerings for business. This set of offerings gives clients three choices to deliver and consume cloud services to drive efficiency, productivity and control.

Smart Business Services – cloud services delivered:

- 1: Private cloud services, behind your firewall, built by IBM
- 2: Standardized services on the IBM cloud

Smart Business Systems – purpose-built infrastructure

3. IBM CloudBurst: Pre-integrated hardware, software and service offerings

In August 2009, IBM introduced private cloud services and systems options for two specific workloads: development and test and virtualized desktops. The public delivery option will be available in future.

IBM Smart Business Test Cloud Services

IT staff report that their top challenge is finding enough available resources to perform tests before moving new applications into production. This issue also creates a testing backlog that delays new application deployments. IBM is addressing this problem by unveiling a secure private environment for clients to test applications before sending them to production in their enterprises.

The **Smart Business Test Cloud** includes a pre-integrated set of services, from planning through management, for a test environment implementation. Delivered through hardened services methods for the design and deployment of integrated cloud solutions, the offering can leverage existing investments in hardware, software, storage, and virtualization management, or utilize the newly announced IBM Cloudburst as the infrastructure solution.

Based on initial IBM projections, Smart Business Test Cloud can potentially save clients as much as 50 to 75 percent on capital and licensing expenses, and as much as 30 to 50 percent on operating and labor costs through automated provisioning and configuration of virtualized test resources. Additionally, these services can improve quality and testing quality by reducing defects from faulty configurations and poor modeling by as much as 15 to 30 percent.

The Smart Business Test Cloud can include strategy consulting, design, implementation, operation and management from IBM Global Technology Services.

IBM Smart Business Test Cloud Services also support IBM CloudBurst – with this capability, IBM can help clients rapidly set up a cloud platform with CloudBurst, then provide full customization and integration for a comprehensive, on-premise test environment in private cloud environment. The new services also gives clients the option of leverage their existing systems and storage for a complete cloud solution.

IBM Smart Business Test Cloud can help clients:

- Reduce costs by up to 50 percent -- operating cost reductions through automation
- Improve provisioning time from days to minutes – faster cycle of innovation
- Improve quality by automating configuration and better modeling of the production environment.
- Reduce risks associated with human error
- Reduce or avoid capital expenses up to 75 percent by driving higher utilization and efficiency of existing assets

IBM Smart Business will also include a public cloud version of the Test Cloud, IBM Smart Business Development & Test on the IBM Cloud, to be announced.

IBM Smart Business Desktop Cloud

IBM is delivering new private cloud services to allow end-users greater levels of self-service, while ensuring they maintain the highest levels of quality and security in accessing the critical information they need remotely, from any device, anywhere.

IBM Smart Business Desktop Cloud gives end users with network-connected PCs and other devices the ability to access applications and data through a centrally managed computing environment. The private cloud offering helps clients quickly scale their IT infrastructures to address business demands, while significantly reducing the cost and complexity associated with managing the traditional "close to the box" user environment.

The Smart Business Desktop Cloud provides clients with anytime, anywhere access for more efficient desktop management, improved security and compliance, enhanced user productivity, and lower end-user IT support costs, including power and cooling for green initiatives.

IBM Smart Business Desktop Cloud is available in two implementation strategies: Project Based Services, for organizations that are interested in client virtualization and need help with strategy, planning, design, and implementation of a virtual desktop solution; and, Managed Services, for organizations that are interested in client virtualization and would like IBM to not only design and implement a solution, but also manage the virtual desktop operations.

IBM partners with a number of virtualization software vendors, including Citrix, Desktone, Quest, VMWare, and Wyse to provide the most optimal solution for customers, including virtual clients, server-based computing, and OS and application streaming.

Today's cloud-based solutions are complemented by IBM's on-premise virtual desktop offering, announced last year, which includes a combination of Virtual Bridges's VERDE; Canonical's Ubuntu Linux; and IBM software to run email, word processing, spreadsheets, unified communication, social networking and more based on IBM Lotus Symphony and Lotus Notes.

IBM Smart Business will also include a subscription version of the Desktop Cloud, IBM Smart Business Desktop on the IBM Cloud, to be announced.

For more information about IBM's cloud computing products and services, please visit www.ibm.com/cloud.

For information on how cloud computing is helping usher in a smarter planet, please visit, www.ibm.com/think