In today’s complex business environment, new opportunities constantly emerge, which can challenge a company’s ability to quickly and successfully respond. These new opportunities often stem from a company’s ability to “connect with and know” their customers, suppliers and partners in order to be successful in the world of e-business. Driving these opportunities may be changing technology or market, social and legislative issues. Too often companies may want to capitalize on these new opportunities but are delayed or even prohibited by the changes required to their information technology (IT) systems. No CEO wants to hear that the company’s information technology systems and networks are so complex that making changes to foster customer service, enable a new sales channel or improve supply chain dynamics is an extremely costly and lengthy process. Or even worse, that after these changes are made, the IT infrastructure is unable to meet the new capacity, performance and availability demands.

To be successful today, you must be able to respond rapidly to changing conditions, and this means that your IT infrastructure is key. No longer do you have the luxury of implementing changes to your infrastructure after a new initiative is clearly defined. Instead, you must ensure that your current IT infrastructure is flexible and ready for future needs. You cannot have your business stymied by an oppressive IT environment that is a hindrance to success. Instead, you must be able to implement new business functions or change existing ones as quickly and painlessly as possible.
IBM Global Services—a premier infrastructure services provider

IBM Global Services recognizes the crucial role that IT infrastructure plays in the success of your business. Like other service providers, we offer a full array of IT services designed to optimize specific areas of your IT infrastructure, such as hardware, software, networking, systems management, security and privacy, and business recovery. Now, unlike most of our competitors, IBM Global Services can provide comprehensive and lifecycle-oriented IT infrastructure solutions—customized to meet your unique business requirements. By understanding your specific situation, we can tailor a service solution to address virtually all of your infrastructure needs. These solutions help enable you to quickly put in place the infrastructure and the capabilities that your business requires today and for the future.

Infrastructure solutions

What do you want from your IT infrastructure that will enable you to handle the changes coming in the future without painful and costly adaptation? This will depend on your business needs and your current capabilities. While there is overlap among the categories, IBM Global Services offers services solutions that address three primary needs identified for the IT infrastructure.

• **Solutions to make infrastructure more capable**
  These are solutions designed to make infrastructure more capable, support expanded business capabilities and drive e-business. If you recognize that IT is critical to developing your business and if you view investments in IT from a business-generation perspective, these infrastructure solutions may be what you need.

• **Solutions to make infrastructure more affordable**
  These solutions optimize the use of IT resources and performance to support business change while enhancing efficiency. If you want to reduce IT complexity and enable change more quickly, these infrastructure solutions may be for you.

• **Solutions to make infrastructure more available**
  These solutions are designed to improve the availability and integrity of your company’s mission-critical systems. If you are concerned about the impact of service shortfalls or failure on your business, you may want to consider these solutions to meet user service level, security and business continuity requirements.
Solutions to help make your infrastructure more capable

IBM Global Services offers infrastructure solutions to help enable new business capabilities. We can help you use business-critical information to help your company make the transition to e-business, take advantage of mobile computing technology or use the Internet as a new sales and marketing channel. For instance, the IBM e-Transformation Solution helps you leverage the information stored in your systems to enhance interactions with customers, suppliers and business partners. It includes comprehensive services focused on data access, enterprise integration, knowledge management, security features, systems management and networking to help create an infrastructure designed to increase the flexibility and functionality of your company’s IT environment so that new requirements for e-business capabilities can be handled quickly and easily. Another example of how we can help expand your business capabilities is with IBM Infrastructure and Facilities Services. This solution combines facilities, hardware, software, network, planning, tools and proven processes to help you establish robust and flexible Internet business facilities and provides operational support to help run the facilities on an ongoing basis. We can help you leverage your existing IT investment for optimal performance and cost management by integrating Web front-ends, middleware, existing systems and applications.

A customer with a focus on providing superior customer service needed to provide its clients with 24-hour global access to all of their information. The challenge for this organization was to make this information available in a customer-friendly format—regardless of where the data was housed internally. This information also needed to be customer accessible from any type of device—including wireless and mobile computing devices.

To help achieve the goal of on-demand customer information, IBM Global Services designed and implemented an Internet data center that supports access from wireless and other devices. In addition, we provided middleware and connections to backend devices, including a mainframe, UNIX® servers and desktop systems. As a result, the company’s customers can now easily access their information via the Internet from almost anywhere in the world—regardless of where the information is stored—and be confident that privacy requirements will be met in a security-rich environment.
Solutions to help make your infrastructure more affordable

As companies grow through mergers and acquisitions, or to meet the demands of business and changing technology, their IT infrastructures can often become fragmented and difficult to manage. Our infrastructure solutions can help reduce the overall complexity of your IT environment and enable you to implement change more quickly and effectively. For example, the IBM IT Optimization Solution can help streamline your technical architecture, implement cost-effective systems and reduce complexity. First, we will analyze your entire IT environment, including data centers, networks, distributed systems, application diversity, organization, help desk and IT management processes. Then, we will tailor a solution that reduces complexity in your IT environment, improves internal efficiency, provides consistent service delivery and creates an environment that will enable new business capabilities while protecting corporate assets and respecting individual privacy rights.

A multinational company, with many lines of business, needed to update its office systems by which the employees carried out the manual aspects of their business transactions. When a company executive wanted to upgrade an office system that handled loan processing transactions, no one could tell him how long it might take or what was involved. There were multiple platforms involved in locations across the world. They knew it was time to simplify.

To optimize their company’s IT infrastructure, IBM Global Services helped to develop a standardized set of desktop applications, moved to decrease the number of operating platforms, consolidated the server and storage environment, and established an effective worldwide networking infrastructure. The result was a standardized, more affordable infrastructure that helped streamline current business processes while enabling future functionality.
Improving system availability

Companies that are developing new business capabilities or expanding existing functionality are often concerned about the impact of these functions on their IT infrastructure. Once deployed, these new services may lead to unanticipated system downtime, increased security risks, lost productivity and reductions in revenue and brand image. The IBM Service Scalability Solution is one example of a solution that is designed to improve the availability and integrity of your mission-critical IT systems. With this solution, we help identify possible issues, vulnerabilities and risks associated with new services through a mixture of lab-based prediction services or comprehensive testing and assessment services. We can also help implement IT architecture or process improvements, automation capabilities, organizational changes or operational support services to meet your IT service-level requirements. This solution can help improve customer satisfaction and brand image by limiting system downtime, enabling rapid responses to user requests and promoting a trusted electronic relationship based on enhanced security features and sound privacy practices.

A customer wanted to begin advertising a new way to offer products via the company Web site. They needed to ensure that potential customers would have a successful experience when accessing the information, which means no error messages, fast response times and safeguarded information. Because this was a brand new way of offering products, no one could guarantee the level of activity to expect.

IBM Global Services was able to offer a solution to meet their needs by mapping system availability requirements to business needs. This included what-if analysis, load-testing services, stress-testing services and capacity-on-demand services. The end result was a Web site that was available when the customer wanted it—anytime of the day or night, regardless of volume.
Why IBM?
IBM Global Services has the breadth and depth of resources and experience—combined with an end-to-end solution approach—that your company needs to meet its IT infrastructure challenges. Our IT infrastructure solutions can help your company expand business capabilities, reduce complexity and ensure system availability. We provide total services solutions across the solution lifecycle—from planning and design to implementation to ongoing support—to help your organization succeed in meeting the demands of a competitive business environment.

Financing options
IBM Global Financing offerings are available to help you implement IBM Global Services projects. Flexible payment structures allow you to more effectively distribute initial costs and match payments to service benefits.

For more information
To learn more about IBM Global Services, contact your IBM sales representative or visit:

ibm.com/services