



IBM Handbook for Managed Service Providers (MSPs)



About the IBM Handbook for MSPs

This handbook is designed to introduce MSPs to IBM, our partner programs and our offerings portfolio.

For more information about how IBM can help, please visit ibm.com/partnerworld/msp





About IBM



\$107B
revenue



205
countries



45K
ISV
partners



Winner of
hundreds
of channel
and
industry
awards

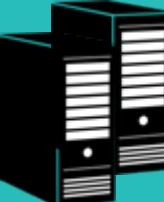


\$2B
investment
in IBM
Business
Partners



IBM has a comprehensive solutions portfolio

Systems	Software	Services	Financing
Server & O/S Storage & Networking Energy Security Availability Virtualization	Cloud management Security Backup / recovery App development Collaboration Analytics	Data Center Security Public cloud Business continuity / resiliency Mobility	12 mth 0% loans for IBM Servers, Storage and Software* IBM Certified Pre-owned servers / storage* Buyback program*



* IBM Global Financing offerings are provided through IBM Credit LLC in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government customers. Minimum transaction size \$5,000, rates are based on a customer's credit rating, financing terms, offering type, equipment type and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice.



Why IBM for MSPs

Grow your revenue

- Marketing support for demand generation
- IBM brand recognition and pull
- World-class offerings to enable new higher value services
- Vast ecosystem of ISV partners across many industries and solution areas

Improve profitability and cash flow

- Incentives and promotions
- Flexible terms and conditions (Pay as you go, Application-specific licensing)
- Financing for eligible MSPs
- Built-in automation for increased productivity and lower operational costs

Access leadership technology and expertise

- Broad portfolio of industry-leading hardware, software and services
- Proven, reliable, highly available and scalable solutions
- Open standards and architectures (CSCC, TOSCA, OSLC, OpenStack)
- Deep technical skills across many disciplines

Develop skills

- Technology education and training
- Marketing and sales training and support
- Specialties and certifications (cloud, analytics)
- Technical support – Center of Excellence, Techline



IBM PartnerWorld Program

IBM PartnerWorld® is an award-winning, global program designed to help IBM Business Partners increase demand, grow their businesses and improve profitability.

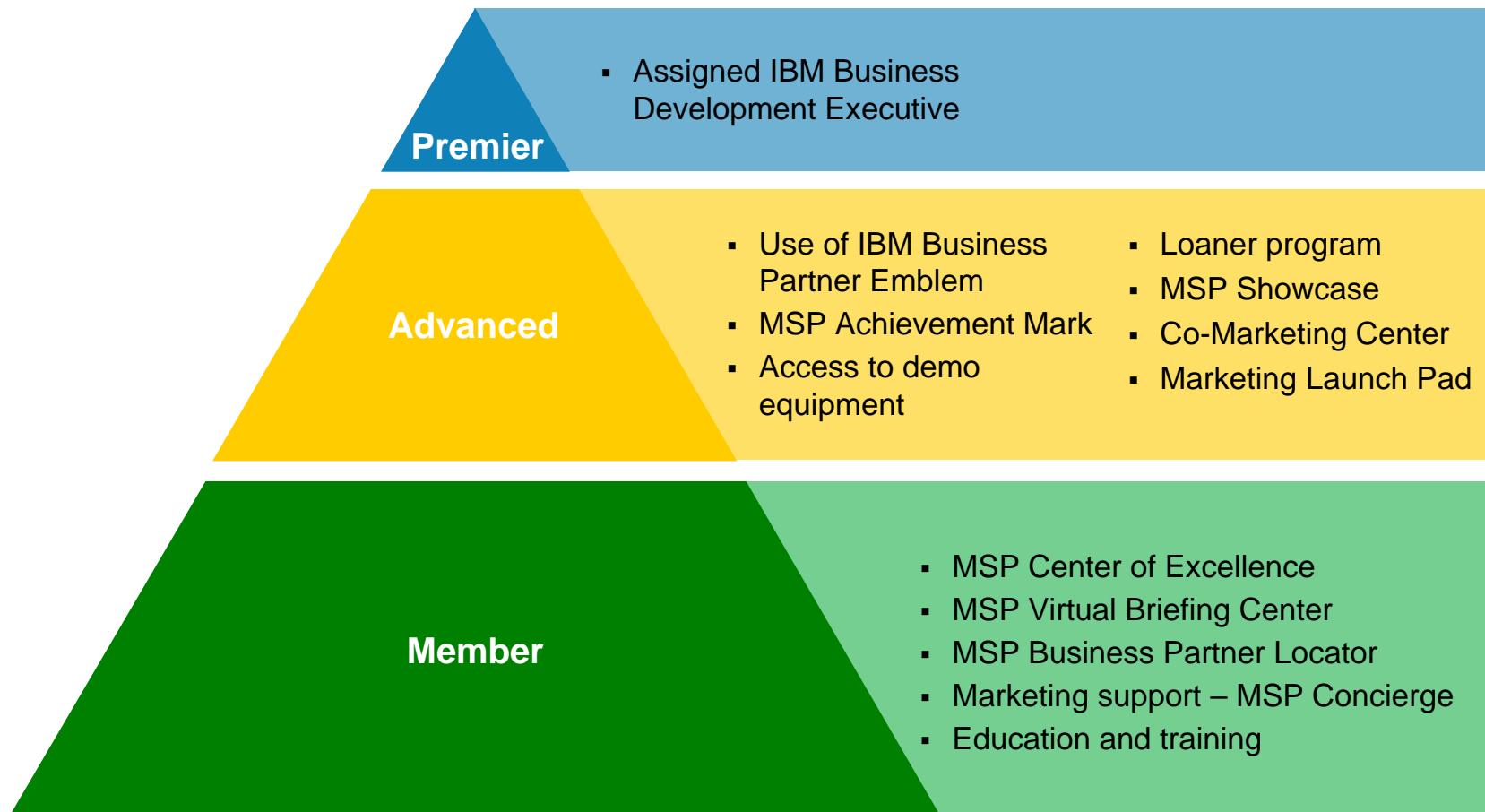


Marketing	Selling	Technical	Training	Collaboration
Access trend data, build plans and campaigns, generate demand.	Create proposals, access valuable incentives, improve close rates, publicize success.	Access tools for product development and support.	Build skills, access certifications and webcasts, workshops and discounts.	Use forums, social media, network with other Business Partners and IBM.



PartnerWorld for MSPs

Greater engagement and success leads to greater benefits.





Marketing launch pad for MSPs

Comprehensive set of services to help build the MSP's brand and generate demand for their services.





MSP Solution Framework – enabling service delivery

Managed / hosted services

Monitoring and Management Services

Application

Device

Storage

Server

Network

Hosted IT Services

Managed storage

Backup / recovery

Security

Patch management

Help desk

Cloud service delivery

IaaS

Managed storage

Backup / recovery

Patch management

Help desk

Network / storage / computing

PaaS

Application integration

Application server

Development / test

Mobile development

Database

SaaS

E-mail

Analytics

ERP/SCM/CRM

Business applications

Service enablement platform

Infrastructure management

Provisioning

Monitoring

Virtualization

Accounting

Core infrastructure

Data Center

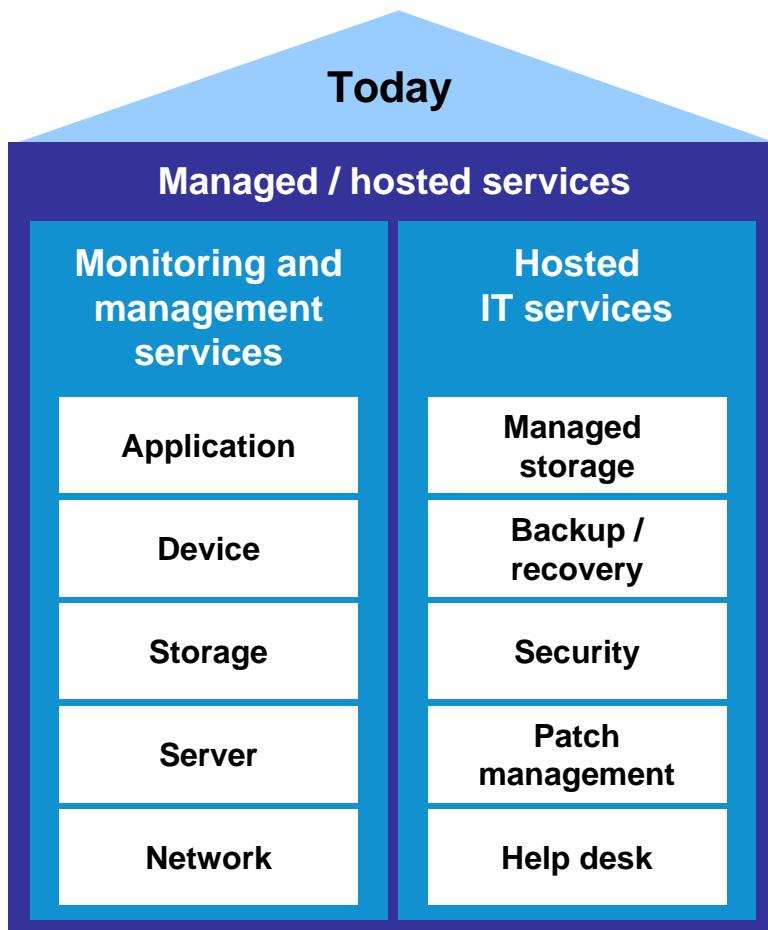
Network

Server

Storage



Solutions for delivering managed or hosted services

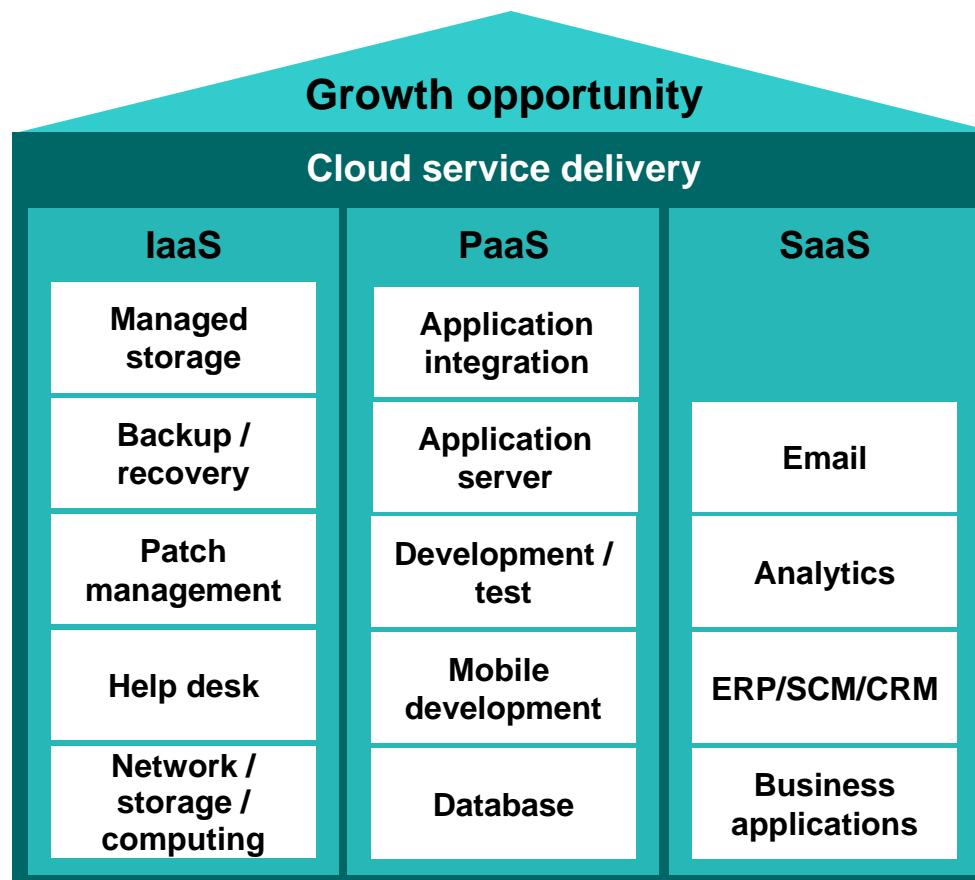


Key offerings

- [IBM Tivoli® Monitoring](#)
- [IBM Endpoint Manager for Mobile Devices](#)
- [IBM Tivoli Storage Productivity Center](#)
- [IBM Tivoli Storage Manager](#)
- [IBM Managed Security Services](#)
- [IBM SmartCloud Patch Management](#)
- [IBM SmartCloud Control Desk](#)



Solutions for delivering cloud services



Key Offerings

- [IBM SmartCloud® Managed Backup Services](#)
- [IBM SmartCloud Enterprise](#)
- [IBM SmartCloud Engage](#)
- [IBM Security Strategy Roadmap for Cloud Computing](#)
- [IBM WebSphere Cast Iron Cloud Integration Hypervisor](#)
- [IBM WebSphere® Application Server](#)
- [IBM DB2® Workgroup Server Edition](#)
- [IBM Worklight Consumer Edition](#)



Solutions for enabling service delivery

Service Enablement

Infrastructure management

Provisioning

Monitoring

Virtualization

Accounting

Core infrastructure

Data Center

Network

Server

Storage

Key offerings

- [IBM Site and Facility Services](#)
- [IBM Data Center Planning, Design & Construction Services](#)
- [IBM Network Optimization & Integration Services](#)
- [IBM Server Optimization & Integration Services](#)
- [IBM SmartCloud Monitoring](#)
- [IBM SmartCloud Provisioning](#)
- [IBM SmartCloud Cost Management](#)

- [IBM PureFlex™ / IBM Flex System™](#)
- [IBM System x®](#)
- [IBM Power Systems™](#)
- [IBM Storwize® V7000](#)



Wide range of offerings to help MSPs drive revenue

MSP service offering	IBM Offering – build your own	IBM service offering
Server monitoring & management	IBM Tivoli Monitoring IBM SmartCloud Monitoring	IBM Tivoli Live Monitoring
Network monitoring & management	IBM Netcool Network Management	
Mobile device management	IBM Endpoint Manager for Mobile Devices	IBM Hosted Mobile Device Security Management
Application management	IBM Application Performance Management	
Managed storage	IBM Tivoli Storage Productivity Center IBM Storwize V7000	
Data backup and recovery	IBM Tivoli Storage Manager Suite for Unified Recovery IBM Storwize V7000	IBM SmartCloud Managed Backup Services IBM Virtual Server Recovery
Help desk	IBM SmartCloud Control Desk	
Patch management	IBM SmartCloud Patch Management	
Security management	IBM QRadar SEIM, Risk Manager, Log Manager	IBM Smart Cloud Managed Security Services
Cloud delivery platform and infrastructure as a service (IaaS)	IBM SmartCloud Monitoring IBM SmartCloud Provisioning IBM SmartCloud Cost Management IBM PureFlex System	IBM SmartCloud Enterprise
Cloud services: platform as a service (PaaS)	IBM WebSphere Application Server IBM DB2 Workgroup Server Edition IBM Worklight	
Cloud services: software as a service (SaaS)	IBM SmartCloud Enterprise IBM WebSphere Cast Iron Integration	IBM SmartCloud Engage



Foundational offerings to support service delivery

MSP Infrastructure needs	IBM Offering
Data center design & build	IBM Data Center Design Services IBM Scalable Modular Data Center IBM Data Center Strategy & Planning IBM Data Center Consolidation & Relocation IBM Site and Facility Services
Highly available, secure, scalable systems	IBM PureFlex System IBM Power System IBM System x IBM Storwize V7000
Optimized IT infrastructure	IBM Server Optimization Services IBM Storage Optimization Services IBM Server Managed Services IBM Storage and Data Product Services IBM Tivoli Storage Productivity Center
System monitoring	IBM Tivoli Monitoring IBM SmartCloud Monitoring
Provisioning of resources	IBM SmartCloud Provisioning
Resource utilization and billing	IBM SmartCloud Cost Management
Access to capital	IBM Global Financing



Managed storage, backup, and data protection

Business needs

- Use minimal amounts of storage capacity
- Provide fast restore
- Maintain support for a wide range of systems and applications

IBM solution

- [IBM Tivoli Storage Manager Suite for Unified Recovery](#)
- [IBM Storwize V7000](#)

Business value*

- Can provide over **90 percent reduction** in data storage footprint with data de-duplication and hierarchy of storage
- Allows for over **30 percent improvement** in storage tier usage
- Enables **up to 300 percent faster restores**



* Results from previous client engagements; individual client results will vary



Patch Management

Business needs

- Rapid patching, configuration and policy deployment
- Minimal security risks for dormant virtual machines
- Minimal labor required for patching

IBM solution

- IBM SmartCloud Patch Management

Business value*

- Reduce security risk by slashing remediation cycles **from weeks to as little as days or hours**
- Enables over **98 percent patch compliance** success rate on first pass
- Can provide over **50 percent reduction** in labor required to patch systems



* Results from previous client engagements; individual client results will vary



Help desk

Business needs

- Need to reduce down time, mean time to repair
- Ability to meet service level agreement (SLA) levels
- Self-service help desk capability

IBM solution

- [IBM SmartCloud Control Desk](#)

Business value*

- **Up to 60 percent increase** in responsiveness to problems and user issues
- Can deliver **98 percent improvement** in SLA levels
- Up to **90 percent reduction** in average time for root cause analysis (estimated)



* Results from previous client engagements; individual client results will vary



Security services

Business needs

- Prevent threats and address compliance regulations without increasing capital expenses, inhibiting traffic flow or data availability
- Prepare for the unexpected data breach, outage or disaster
- Enable a geographically distributed workforce

IBM solution

- [IBM IT Security Services](#)
- [IBM Managed Security Services](#)

Business value*

- Reduce TCO and management complexity on average by **up to 55 percent** in the first year
- Save **up to 80 percent** in costs related to identity and access
- Reduce IT security costs for configuration changes, vendor management, and troubleshooting by **up to 50 percent**



* Results from previous client engagements; individual client results will vary



Cloud service delivery – IaaS

Business needs

- Fast deployment of IaaS services
- Ability to optimize performance and virtualize resources
- Visibility into service usage and IT costs for setting rates and billing clients
- Control and ownership of cloud infrastructure

IBM solution

- [IBM SmartCloud Provisioning](#)
- [IBM SmartCloud Monitoring](#)
- [IBM SmartCloud Cost Management](#)
- [IBM PureFlex System](#)

Business value*

- Hundreds of new virtual machines (VMs) deployed in **less than five minutes**
- Reduced VM resource consumption **by up to 50 percent** with capacity planning
- **Up to 25 percent labor cost reduction** with SmartCloud Cost Management



* Results from previous client engagements; individual client results will vary



Cloud service delivery with IBM SmartCloud Enterprise

Business needs

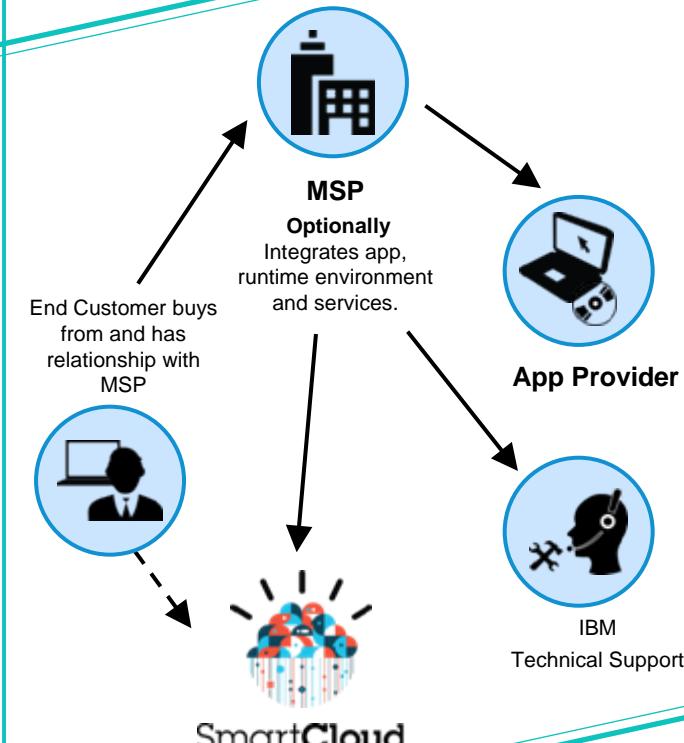
- Procure, set up and maintain an IT infrastructure for quick development and delivery of new services
- Reduced up-front capital expenses and operational costs
- Reduced quality exposures resulting from manual configuration and deployment of server environments
- Support flexibility, security, reliability and control requirements with an enterprise-class infrastructure

IBM solution

- IBM SmartCloud Enterprise (option to white label)

Business value*

- Helps **reduce costs** by providing an alternative to owning and maintaining physical server, storage, and network infrastructures with extensive supporting software
- Provides a **flexible, feature-rich** virtual IT infrastructure on which enterprises and their partners can rethink their IT solutions
- Helps **reduce the lead time and economic risk** associated with launching new business applications



* Results from previous client engagements; individual client results will vary



Cloud Service Delivery – PaaS

Business needs

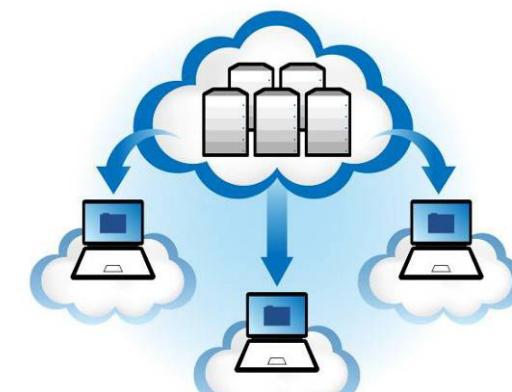
- Flexible, open standards based Java application server
- Availability and scalability to meet SLAs
- Light weight, fast runtime profile for web application deployment
- Minimized server resource utilization

IBM solution

- [IBM WebSphere Application Server](#)
- [IBM DB2 Workgroup Server Edition](#)
- [IBM InfoSphere® Guardium Activity Monitor](#)

Business value*

- **Up to 10 times and greater cost savings** with optimizing resource usage
- **Up to 44 percent return on investment (ROI) improvement** compared to developing with an open source environment
- **Pay-as-you-go, no upfront cost**



* Results from previous client engagements; individual client results will vary



Mobile Application Development and Management

Business needs

- Maximize code reuse between mobile environments
- Provide client central management console for the entire portfolio of mobile apps
- Make use of the growing ecosystem of HTML-based third-party tools, libraries and frameworks

IBM solution

- [IBM Worklight Consumer Edition](#)

Business value*

- **Up to 25 percent labor savings** in initial mobile application development versus native development
- **Up to 220 percent increase in reuse** for additional devices versus native development



* Results from previous client engagements; individual client results will vary



Continuous Delivery

Business needs

- Automated end-to-end software delivery lifecycle to accelerate delivery
- Rapid scalable deployment of applications for dev/test
- Ability to integrate with client's existing development and operations processes

IBM solution

- [IBM SmartCloud Continuous Delivery](#)

Business value*

- Software delivery cycle time **reduced from three weeks to as little as a few hours**
- Dev/test environments **delivered up to three times faster**
- Enables test environments to be setup **90 percent faster**



* Results from previous client engagements; individual client results will vary



Hybrid cloud integration

Business needs

- Integrate applications and data without a lengthy, costly, and complex project cycle
- No specialized skills required for integration and maintenance
- Scale to high client volumes with high reliability planning

IBM solution

- [IBM WebSphere Cast Iron® Cloud Integration Hypervisor](#)

Business value*

- **Up to 80 percent cost savings** compared to developing and maintaining custom code
- **Up to 100 percent reduction** of data errors with synchronization between application and business system



* Results from previous client engagements; individual client results will vary



Core Infrastructure

Business needs

- Tightly integrated management and security
- Ability to scale rapidly
- Built in virtualization of servers and storage with choice of hypervisors and operating systems

IBM solution

- [IBM PureFlex System](#)
- [IBM Storwize V7000 Storage](#)
- [IBM Flex System Manager](#)
- Kernel Virtual Machine (KVM), IBM PowerVM®, VMWare

Business value*

- **Up to 50% improvement** in administrator productivity
- Preset security settings improve defenses and saves admin time
- **Up to 53% lower** management costs
- **Up to 67% faster** setup time
- **Up to 71%** systems and OPEX savings



* Results from previous client engagements; individual client results will vary



Data Center Services

Business needs

- Improved utilization of servers and storage to get more life from existing data center
- Restructure a number of existing data centers to improve operational efficiencies
- Design new data center to be cost effective and flexible over 10-20 years
- Desire to start small and grow

IBM solution

- [IBM Data Center Planning, Design & Construction Services](#)
- [IBM Scalable Modular Data Center Services](#)

Business value*

- Significantly **reduce the risk** of unplanned downtime
- **Accelerate consolidation** and relocation through consistent, proven methods
- Help meet capacity and resiliency objectives
- “Pay as you grow” model allows the business to **build capacity as needed**



* Results from previous client engagements; individual client results will vary



IBM PartnerWorld Program for MSPs

ibm.com/partnerworld/msp

MSP Marketing Launch Pad

ibm.com/partnerworld/wps/servlet/ContentHandler/pw_av_msp_marketing

MSP Virtual Briefing Center

<https://engage.vevent.com/index.jsp?seid=42172&eid=556>





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