







FIND A STRATEGIC PARTNER

How Managed Cloud Services Can Facilitate Your Digital Transformation

A FROST & SULLIVAN EXECUTIVE WHITE PAPER

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INTRODUCTION

If you think of managed cloud services as a way to offload basic maintenance tasks to a third-party, you're missing the value. The complexity and pace of digital business today demands more. If your managed services provider only knows what you know, and only performs tasks that you would otherwise perform, you are dooming your business to run in place, instead of moving forward.

The digital era calls for a new type of managed cloud services provider—one that offers counsel and advice in addition to maintenance and optimization.

In fact, IT leaders from some of the most innovative and tech-savvy companies turn to their managed cloud service provider to help guide their digital transformations.

In this report, Frost & Sullivan shares results from a recent survey of IT decision-makers, to show how businesses rely on their managed cloud service providers to realize their digital transformation strategies.

The Digital Era

Needs a

NEW TYPE

of **MANAGED CLOUD SERVICES PROVIDER**

ONE THAT OFFERS

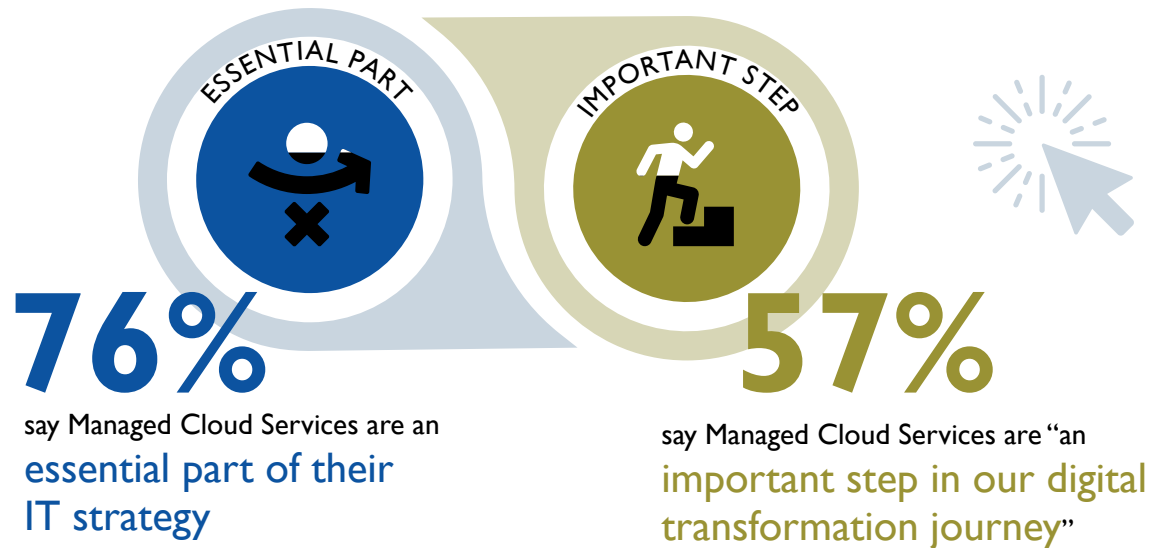


DERIVING STRATEGIC VALUE FROM MANAGED CLOUD SERVICES

How can you maximize the strategic value of your Managed Cloud Services relationship? IT leaders share the top ways your business can benefit.

SUPPORT YOUR DIGITAL ROADMAP

It's one thing to have a vision of your company's digital future; it's another thing to make it real. Managed Cloud Services users find their services deliver tangible results—enabling the entire business to rally around the digital transformation strategy.



Source: Frost & Sullivan

IN THEIR OWN WORDS

Managed Services **BENEFITS** the entire company.

C-level IT Executive
MANUFACTURING FIRM

Managed cloud services are **VALUABLE** in our company. They protect everything.

C-level Executive
LARGE DISTRIBUTION FIRM

Managed Services are **TRANSFORMING** our business.

Vice President
MID-SIZED INSURANCE COMPANY

 **GIVE YOUR TECHNICAL TEAM ROOM TO INNOVATE**

What could your talented IT team accomplish if they only had the time? With an expert Managed Cloud Service provider handling day-to-day management tasks, **your own IT resources can focus on more strategic initiatives**—whether solving business problems or launching innovative ideas that can disrupt your industry.



55%  of users say managed cloud services allow them to **refocus staff** on higher value work



Source: Frost & Sullivan

IN THEIR OWN WORDS

We can **DEPLOY OUR RESOURCES** to more critical areas of the business, or areas that have more of an impact on the revenue stream.

C-level Executive
MAJOR FINANCIAL FIRM

[The greatest advantage is] freeing up internal IT resources from routine tasks and retraining them for tasks that **DRIVE COMPETITIVE VALUE.**

Director
MANUFACTURING FIRM

[We now have the] ability to **FOCUS ON OUR CORE FUNCTIONALITY.** We are not in the infrastructure business. Managed Cloud Services help us focus on our core function, which is financial services.

Director
FINANCIAL SERVICES

MOVE AT THE SPEED OF BUSINESS

In today's fast-pace economy, successful businesses do more than respond to the market; they anticipate the market. If you don't continually deliver new and improved services and enter new markets ahead of the competition, you may be left in the dust. Managed services can help your business maintain the pace you need to succeed.

70% say
 Managed Cloud Services enable them to
DELIVER
 services and applications
FASTER



63% say
 their business benefits from increased
SPEED
 of application upgrades



Source: Frost & Sullivan

IN THEIR OWN WORDS

[Managed Cloud Services] promotes **FASTER BUSINESS EXPANSION.**

Director
MANUFACTURING FIRM

[Top benefits of Managed Cloud Services are] driving speed to market and freeing up internal IT skills to **FOCUS ON COMPETITIVE EDGE APPLICATIONS.**

Director
DISTRIBUTOR

[Managed Cloud Services provide] scalability to **GROW WITH OUR SALES.**

Director
RETAIL



BUILD A BETTER MOUSETRAP

Identifying a market need; delivering a superior product; delighting customers; making money. Those are the reasons you're in business. Your Managed Cloud Services should **provide the tools that allow your business to do whatever you do, with efficiency and excellence.**



68% say Managed Cloud Services improve their ability to **PROVIDE BETTER SERVICE** to customers



69% say it's important for the platform to offer **INTEGRATED INTELLIGENCE** and **ANALYTICS** functionality

Source: Frost & Sullivan

IN THEIR OWN WORDS

Managed Cloud Services help **IMPROVE CASH FLOW AND OFFERS.**

Director
LARGE RETAILER

[We benefit from] exposure to a **WIDE ARRAY OF TECHNOLOGY OFFERINGS** via the managed cloud relationship.

C-level Executive
WHOLESALE

[With Managed Cloud Services] we **SAVE COSTS AND TIME TO GO-TO-MARKET**, and have systems that are mobile-ready and with a better/modern user interface.

IT Director
RETAILER

Moving to cloud managed services gives us **ACCESS TO ENTERPRISE-CLASS TECHNOLOGY.**

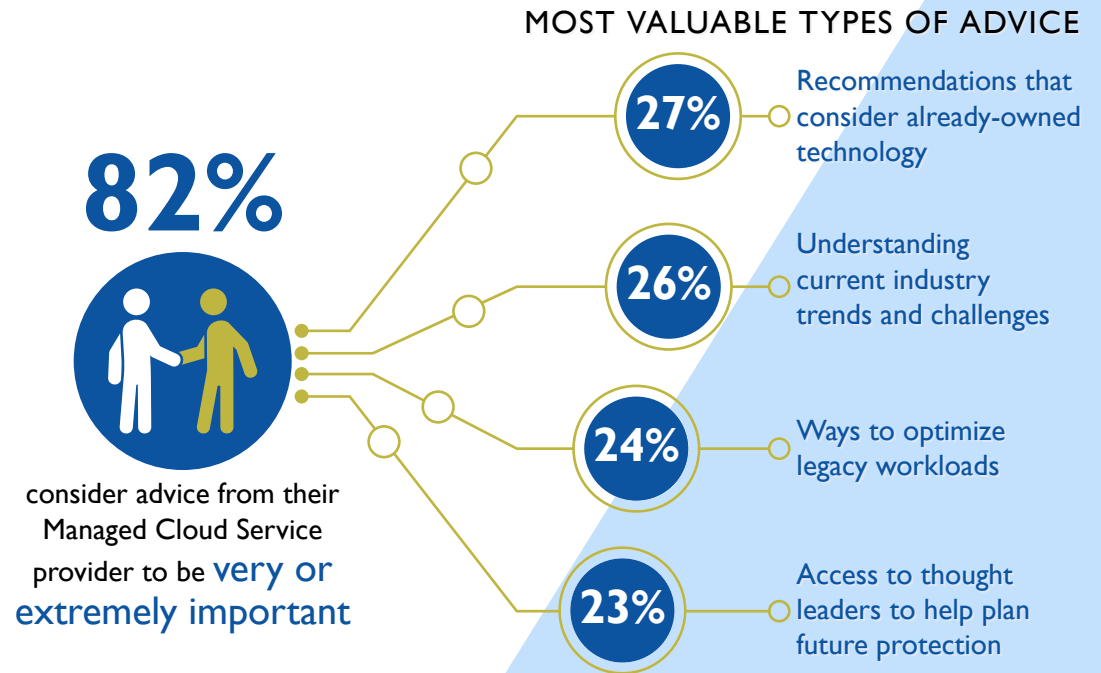
Director
CONSUMER PRODUCTS

LEVERAGING THE MANAGED CLOUD SERVICE PROVIDER'S EXPERTISE

What is the key to a successful Managed Cloud Services engagement? For many users, the answer is to take advantage of the provider's advice and counsel. The right provider will share its expertise in a variety of ways, ranging from collaborative planning sessions to formal consulting and professional services focused on a particular challenge.

SAGE ADVICE WORTH HEEDING

The right Managed Cloud Service provider has a long history of working with companies like yours, and a practical (not textbook) understanding of the best solutions to solve your challenges. That's why businesses trust the advice of their Managed Cloud Services partner.



Source: Frost & Sullivan

IN THEIR OWN WORDS

[The Managed Service Provider] **PROVIDES STRAIGHTFORWARD ADVICE** on how to keep up with the constantly evolving cloud.

IT Director
INSURANCE

One of the most important things is for the [Managed Service Provider] to have a really **GOOD UNDERSTANDING OF OUR BUSINESS.**

C-level Executive
INSURANCE

We value having **A PARTNER TO ADVISE** us on infrastructure strategy and product implementation.

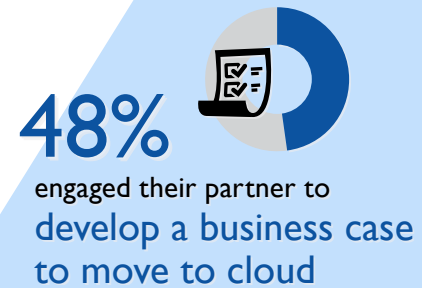
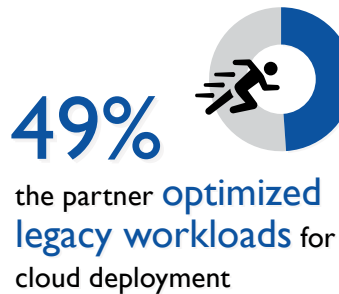
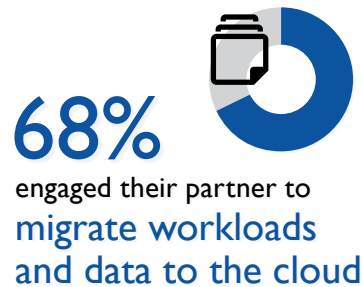
C-level Executive
FINANCIAL SERVICES

VALUE-ADDED SERVICES, FOR VALUE-ADDED BENEFITS

The decision to choose Managed Cloud Services is just the beginning. For many businesses, the **strategic value of the partnership begins long before the first workload is deployed** in the Managed Cloud Service provider’s data center.

Successful businesses turn to their Managed Cloud Service provider for professional and consulting services that can speed and enhance their move to the cloud.

VARIOUS WAYS TO TAKE ADVANTAGE OF MANAGED CLOUD SERVICE PARTNERS



Source: Frost & Sullivan

IN THEIR OWN WORDS

[Our top source of satisfaction] with the provider was the **EASE OF DATA MIGRATION.**

Director
INSURANCE SERVICES

It was **VERY EASY TO WORK WITH** the provider through the migration.

C-level Executive
MANUFACTURING

Our **PARTNER WAS BEST IN CLASS**, with innovative products.”

President
RETAILER

[Our partner offers] brand **EXPERIENCE**, longevity, and a breadth of products for our business.

Director
FINANCIAL SERVICES

THE LAST WORD





TRANSFORMATION WITHOUT DISRUPTION

As an IT leader, you're responsible for navigating your business's digital transformation. That means you need to introduce new and innovative technologies, without disrupting business operations. But there's no need to go it alone. The right Managed Cloud Services provider can facilitate your journey, with services and advice that allow you to focus on your business.

Don't put your company at a competitive disadvantage: join successful businesses in every industry who are enjoying the strategic benefits of Managed Cloud Services.



NEXT STEPS

-  Learn more about [Managed Services from IBM](#).
-  IBM is offering a 30 minute free consultation with one of our technology experts who has experience across IT strategy, implementation, migration and management. [Click here for more details](#).
-  Visit Frost & Sullivan's [Digital Transformation](#) web page.
-  Interested in learning more about the topics covered in this white paper? Call Frost & Sullivan at **877.GoFrost** and reference the paper you're interested in. We'll have an analyst get in touch with you.

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