

IBM Named as a Leader in IDC MarketScape on Worldwide Cloud Professional Services Vendor Assessment

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ARMONK, N.Y., Sept. 12, 2013 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced that IDC has named IBM a leader in the newly published [IDC MarketScape on cloud professional services](#).

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IBM was recognized in the "leaders" category in part because of its current capabilities, including customers' feedback naming IBM's top strengths as providing functional insights and competence, industry insights and competence and leveraging resources globally. In addition, IBM's future strategy related to cloud professional services contributed significantly to its position as a leader.

"To reach a leadership cloud position requires innovative solutions, a long list of client wins, research and innovation, industry expertise, global investments and a focus on helping clients transform their business with cloud technology," said Gard Little, Research Director, IT Consulting and System Integration Research, at IDC. "IBM demonstrated the cloud professional services related to these qualities and more in our evaluation."

Cloud computing is one IBM's top growth areas. IBM has invested \$6 billion in more than a dozen cloud acquisitions since 2007, including, most recently, [SoftLayer](#) to extend IBM's public cloud capabilities and help clients with an easy on-ramp to the enterprise cloud. In 2012, IBM reported 80 percent increase in revenue from cloud computing. IBM expects to generate \$7 billion in annual revenue from cloud computing by 2015.

(Photo: <http://photos.prnewswire.com/prnh/20130912/NY78463-INFO>)

"IBM is helping thousands of clients create business value with cloud computing from reducing risk to accelerating implementation time of technology," said James Comfort, general manager of IBM SmartCloud Services. "Our leadership in cloud services is backed by our deep consulting and industry expertise, decades of outsourcing experience and IBM Research innovations."

Based on IDC analysis and buyer perception, IBM's position as a leader was secured specifically for the following key attributes:

- IBM has a broad portfolio cloud capabilities with more than 100 solutions, 10 global delivery centers, and [a cloud network across five continents](#). IBM's broad cloud portfolio includes consulting, application, platform, and infrastructure services.
- IBM has serviced more than 5,000 private cloud engagements and helped thousands of clients adopt cloud models. The company manages 5.5 million cloud-based transactions every day. IBM helps clients in more than 18 industries build their own clouds or securely tap into IBM cloud-based business and infrastructure services.
- IBM uniquely brings together business consulting, industry and process knowledge, and a broad portfolio of

cloud solutions, including its own software, hardware, and IBM Research innovations.

IBM professional services consultants use IBM's IP-based cloud tools such as the IBM Cloud Workload Analysis Tool and Cloud Migration Rapid Assessment to help clients more quickly realize the benefits of a cloud environment. IDC cited how IBM provides consulting services in all categories of IDC's evaluation, including strategy consulting, application development, integration and maintenance, infrastructure strategy, and design and network services.

About the IDC MarketScape on Cloud Professional Services

This IDC MarketScape covers a variety of vendors participating in the worldwide cloud professional services market. The evaluation is based on a comprehensive and rigorous framework that assesses each vendor relative to the criteria and to one another. The framework highlights the factors expected to be the most influential for success in the market in both the short term and the long term.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

About IBM Cloud Computing

IBM has helped thousands of clients adopt cloud models and manages millions of cloud- based transactions every day. IBM assists clients in areas as diverse as banking, communications, healthcare and government to build their own clouds or securely tap into IBM cloud-based business and infrastructure services. IBM is unique in bringing together key cloud technologies, deep process knowledge, a broad portfolio of cloud solutions and a network of global delivery centers. For more information about cloud offerings from IBM, visit <http://www.ibm.com/smartcloud>. Follow us on Twitter at <http://www.twitter.com/ibmcloud> and on our blog at <http://www.thoughtsoncloud.com>.

Source: IDC MarketScape: Worldwide Cloud Professional Services 2013 Vendor Analysis, by Gard Little, Chad Huston, Rebecca Segal, IDC Doc# 242401, Aug 2013. This can be downloaded at http://idcdocserv.com/242401e_IBM

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