

Made in IBM Labs: Using Analytics to Optimize Cloud Data Center Allocation

Invention Automates Cloud Services Based on Individual Client Needs

PR Newswire

ARMONK, N.Y., Oct. 18, 2013 /PRNewswire/ -- IBM (NYSE: [IBM](#)) inventors have patented a technique for dynamically allocating [cloud computing](#) data center resources based on an automated analysis of the most effective use of assets, leading to improved performance and cost-savings over inefficient, one-size-fits-all approaches to cloud data center management.

(Logo: <http://photos.prnewswire.com/prnh/20090416/IBMLOGO>)

Today, most cloud services are delivered via prepackaged models that typically don't take into account individual client needs and budget requirements. IBM's patented invention automatically allocates cloud resources and provisions services to meet the requirements of each client instead of offering the same, inflexible solution to every client, which unnecessarily increases costs for clients and those service providers.

IBM received [U.S. Patent #8,370,490](#): Cloud Service Cost-Optimal Data Center Assignment for the invention.

"Our patented invention will help service providers increase performance, improve customer service and realize cost benefits," said Yu Deng, IBM Master Inventor and co-inventor on the patent. "We are focused on inventing new ways to address challenges in large complex data centers and foster a new era of cloud innovation."

IBM's cloud data center management invention will address the complexity of deploying optimal cloud environments, while making it easier and more affordable to offer new solutions and services to clients.

IBM invests more than \$6 billion annually in R&D and has topped the list of U.S. patent recipients for 20 consecutive years. IBM's invention and patent leadership is illustrated at <http://ibm.co/11k6fRn>.

"This patented cloud computing invention illustrates how IBM's commitment to research and development will position the company to lead in the competitive cloud computing market," said Dennis Quan, vice president of strategy, IBM cloud services. "Our global team of cloud inventors is consistently uncovering and patenting new approaches to cloud computing that will deliver a competitive advantage to IBM and its clients."

More information about how IBM inventors are propelling [cloud computing](#) innovations is available at: <http://ibm.co/174A8tS>.

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