Introduction
Enterprises all over the world are undergoing a business transformation. For years, they have invested heavily in on-premises IT deployments that are critical today and will remain critical well into the future. They also have the need to build net-new applications in an agile fashion to meet changing business demands. Enterprises now have the ability to run applications, store data and use multiple services both on premises and on multiple clouds. Private cloud, in conjunction with IBM’s public cloud, enables enterprises and their developers to innovate faster, integrate rapidly with enterprise software and new cloud services, exploit new software and data services enabled with cloud capabilities, and optimize costs with consistent management and security. Deploying a hybrid cloud strategy across public and private clouds helps enable enterprises to manage, store and access the right data in the right location to optimize performance, efficiency and security.

IBM® Cloud Private combines with the IBM Services suite of integrated offerings to help enable services integration, IT flexibility and improved business outcomes. IBM Cloud Brokerage Services, IBM Cloud Deployment Services and IBM Integrated Managed Infrastructure Services bundled together can provide the capabilities to consume services through an integrated brokerage portal, automated deployment of service workloads to multiple target cloud environments, fulfillment of service requests, and management of the entire solution through integrated operations. In addition, organizations with environments that leverage IBM Cloud Private can also benefit from IBM Cloud Private Storage to deliver managed, dedicated, hosted on-premises data storage for their private compute environments.

Connect almost anything on premises and in the cloud
IBM Cloud Private helps transform enterprises by enabling them to build new applications using modern processes and by leveraging existing applications today as a competitive advantage. IBM Cloud Private can open your existing assets, expertise and processes to enable a more nimble consumption model that drives innovation and meets business demands.
IBM Cloud Private has at its core the infrastructure, analytics, and services needed to make your private cloud foundation rock-solid. With containers, Kubernetes, and Cloud Foundry at the base, you can excel in your adoption of container technology as a strategic building block for increasing application developer productivity and decoupling teams to help enable speed and agility. You can easily and efficiently automate, deploy, scale and manage your containerized applications across private and public clouds. With automated, built-in dashboards and analytics, you can manage applications and services across multiple clouds for flexibility and choice. Add in the services you need to do key functions like connecting APIs and data, while also monitoring, logging and managing events—and you now have a foundation built for rapidly producing quality code and accelerating business value.

With IBM Cloud Private, enterprises can help enable rapid deployment, scalability, ease of use and elasticity—all with greater control, increased performance, predictable costs, tighter security and flexible management options. IBM Cloud Private empowers both developers and administrators to help meet business demands. Developers can tap into a rich stack of built-in development tools and services so they can turn ideas into working code quickly, while the operations team can access a powerful set of enterprise-grade management tools to keep the platform more security-rich and up to date.

**Consume IBM Services and IBM Cloud Private according to your needs**

Within the IBM Services portfolio, **IBM Cloud Brokerage Services** helps clients maximize the value of hybrid cloud and traditional IT while providing a path to transition into an “as-a-service” model. This service supports an organization’s transformation to a provider of IT services, including on-premises private cloud as well as public-cloud services (such as IBM Bluemix IaaS, and other major third-party public clouds) to clients.

**IBM Cloud Deployment Services** helps enterprises by providing a cloud deployment service with a multilayer approach to cloud orchestration and automation using blueprints and patterns. It provides the flexibility to leverage the best technologies for the different environments, but at the same time maintain centralized processes to help ensure the quality, control, compliance, and audit readiness that large corporate enterprise clients require.

**IBM Cloud Private Storage** is an “as-a-service” offering that can deliver managed capacity as a dedicated hosted private-storage cloud. Clients can take advantage of virtually unlimited storage, accelerated application performance and scaling to support business needs. This delivers a storage private cloud to complement IBM Cloud Private compute environments as well as IBM’s more traditional storage business and public-cloud storage capabilities.

**IBM Integrated Managed Infrastructure Services** provides a catalog of standard services that include monitoring and management of client IT infrastructure, whether it’s hosted on premises or on IBM Cloud or other third-party cloud solutions. Its services provide an IT service management tool that can facilitate seamless monitoring and service management across selected target environments. Organizations can select specific service components as needed, including monitoring, management and reporting, along with service levels—from basic to advanced categories with the standard service level agreement (SLA). Integrated Managed Infrastructure Services can also help reduce management complexity—through easier administration and governance of hybrid infrastructure from a single pane of glass.

**IBM Networking Services for Software-defined Networks (SDN)** helps you transform your hardware and device-centric network to a virtual, software-defined network for improved agility, security and cost efficiency. IBM can provide an unbiased approach to network transformation across multiple SDN technologies with network design, deployment and management services to build networks that support your application requirements and business needs.
**IBM MultiNetwork Services** helps hybrid cloud providers dynamically manage WAN traffic across a combination of Multiprotocol Label Switching (MPLS) and Internet connections, using multiple carriers serving multiple countries. The service provides back-end aggregation for the network services needed to support applications and business processes by leveraging IT-as-a-service for hybrid clouds. The SD-WAN approach routes traffic at any time, using the required network capacity, to any cloud platform leveraging multiple service providers. Hybrid cloud providers can also benefit from a single, consistent view of their WAN infrastructure.

**Conclusion**

IBM Cloud Private combined with the IBM Services portfolio helps organizations select, deploy, consume and manage services from a single dashboard. Through automated deployment of workloads in multiple cloud environments, fulfillment of service requests, and a modular hybrid infrastructure management to design, build and run entire environments as one end-to-end infrastructure, IBM Cloud Private and IBM Services can keep businesses innovating and growing.

**Why IBM Cloud Private?**

Built to help you solve problems and advance opportunities in a world rich with data, IBM Cloud Private can deliver:

**Business innovation**

- New microservices-based applications to build, deploy and manage more easily—offering dynamic scalability and variable demand management
- New integrated IBM and open source DevOps tools and services for code repositories, deployment, test automation and promotion to production
- Virtually seamless integration to IBM Public Cloud—designed to offer secure access and integration to innovative technologies including cognitive/AI, Blockchain, IoT and more

**Integration**

- Ease of access to the platform and other services to help developers easily integrate within and across cloud environments
- Catalog of services and integration tools to assist developers on and off premises.

**Greater compliance and management**

- Capabilities designed to monitor, secure and operate microservices at scale
- Security-rich corporate data and compliance management with government regulations and/or industry standards
- Management, back-up and recovery of data and applications

**Investment protection**

- Ability to preserve or delay risky application changes by using the next generation of cloud-enabled software
- Ability to modernize existing applications while integrating with new applications

**Ready to try it out?**


**For more information**

To learn more about IBM Services, please contact your IBM representative or IBM Business Partner, or see the following website: [ibm.com/services/us/en/it-services/systems/index.html](ibm.com/services/us/en/it-services/systems/index.html)