IBM Cloud Builder Professional Services and Remote Managed Services
Service Definition
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OVERVIEW

IBM Cloud Builder Professional Services (previously IBM Private Modular Cloud) is designed to provide a private cloud solution intended for speed, agility and scalability in order to support business need, growth and development. Experienced IBM cloud specialists can help you implement a private cloud and provide support for management and maintenance using a self-service dashboard. Leveraging IBM's integrated cloud solution architecture, time-tested tools, methodologies and management practices, we can provide a faster, more streamlined deployment of a robust modular cloud with increased security and availability features.

IBM Cloud Builder Services (Cloud Builder) aligns with the other IBM cloud services (e.g. SoftLayer, IBM Cloud Managed Services) by providing on customer premise, data centre and SoftLayer private cloud solutions for our clients. Pre-requisite to implementing the Cloud Builder services are the provision of compatible hardware.

This offering provides a flexible purchase approach with various service options.

Offering highlights

IBM® Cloud Builder Professional Services provides PaaS solutions using scalable and customisable modules, including:

- **Rapid deployment automation tools and a customisable self-service dashboard to ensure quick and effective deployment and provisioning.**
- **Optional cloud infrastructure management and maintenance service packages whereby you only pay for what you need.**
- **Optional self-service patch management for private cloud environments which helps decrease the required patching time by up to 80%.**
- **Improved availability by enabling the re-provisioning of virtual workloads, making them available within minutes with reduced need for human intervention and downtime.**
- **High security standards using a combination of hardware security, technology best practices and industry compliance standards (including IBM’s own security framework), allowing for high-availability & data protection as integral parts of the IBM Private Modular Cloud solution.**
Table 1: Cloud Builder service table

<table>
<thead>
<tr>
<th>Item</th>
<th>Base Offering</th>
<th>Chargeable Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>PaaS Application Management Services</td>
<td>None</td>
<td>PaaS Application Management</td>
</tr>
<tr>
<td>Applications</td>
<td>Customer supplied</td>
<td>PaaS Rapid Application Deployment Packages</td>
</tr>
<tr>
<td>Management Services</td>
<td>None</td>
<td>Basic</td>
</tr>
<tr>
<td>Monitoring Services</td>
<td>Yes</td>
<td>None</td>
</tr>
<tr>
<td>Implementation Services</td>
<td>Included</td>
<td>None</td>
</tr>
<tr>
<td>Operating Systems</td>
<td>Customer supplied</td>
<td>None</td>
</tr>
<tr>
<td>Management Software</td>
<td>Customer supplied</td>
<td>None</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Existing Infrastructure (If fully compatible)</td>
<td>New Infrastructure</td>
</tr>
</tbody>
</table>

Major differentiators

This offering is provided by IBM Global Technology Services, and provides globally delivered and managed private platform-as-a-service (PaaS) cloud solutions with customisable modules.

With extensive expertise in business processes, hardware and software; and capabilities that encompass assessment, implementation and management; IBM is a provider with a truly comprehensive value proposition for the IT environment and the business overall.

IBM is an industry leader, providing enterprise-class cloud computing solutions that include software, hardware and services. We have a pool of experienced cloud specialists with real-world cloud deployment experience, which includes more than 5,000 private cloud engagements. We have a commitment to open standards, including participation in the Cloud Standards Customer Council.

Up to fifty percent of Fortune 50 companies are working with IBM on private clouds, using IBM cloud capabilities to more quickly realise the business value of cloud.

The benefits of buying IBM Cloud Builder Professional Services include:

- Stand up Platform-as-a-Service & Infrastructure-as-a-Service private cloud as quick as 1 day* (on-site) through IBM-unique automation
- Self-service portal allowing provision/de-provision as well as middleware maintenance (patch management) in minutes via automation
- Breadth and depth of offerings
- Deep technical skills delivered via standard processes through our global or local Service delivery centres for managed services
- Helps accelerate time to market by enabling faster creation and deployment of a private PaaS cloud, building your PaaS service catalogue using our library of more than 200 reusable, fully supported patterns that are ready for automated deployment
- Rapid deployment and provisioning through our rapid deployment automation tool and customisable self-service dashboard
- Facilitates cost reduction and simplification of maintenance using our tools and management services, provided by IBM cloud specialists
- Assists with real-world security requirements, using our technology and practices of modular cloud framework, improving application availability and the management of compliance requirements.
*Time-scales are dependent on complexity and solutions. This is the quickest turnaround to date and may vary for other engagements.

**MAIN PRODUCT FEATURES**

See Offering Overview

**MAIN TECHNICAL FEATURES**

See Offering Overview

**USE CASES**

**Example use cases**

A Canadian drug retailer deploys new multi-channel application, using private cloud on IBM SoftLayer. They have increased high availability with IBM's managed services.

An Asia-pacific financial company has moved on to an agile development approach, reducing operating expenses by 20% after implementing.

IBM helped Danske Bank expedite application development and time to market with a private modular cloud solution. It supports the activities of more than 1000 in-house operations and new product application developers, and deployment time was reduced from 6 weeks to 26 minutes.

IBM delivers a 1000 virtual server strategic managed cloud infrastructure to a European logistics client, supporting development, text and production. They reduced server costs by 25% and provide a rapid testing environment and standardising platform.

**INFORMATION ASSURANCE AND SECURITY**

IBM is one of the industry leaders in enterprise-class cloud computing solutions; named a leader in worldwide cloud professional services by IDC in 2013.*

Up to 50 percent of Fortune 50 companies are working with IBM on private clouds.


**SERVICE OPTIONS AND SLA's**

See Offering Overview
PRICING STRUCTURE

Overview of pricing structure

Cloud Builder environment
- Small, which is defined as 100 Virtual Machines
- Medium, which is defined as 500 Virtual Machines
- Large, which is defined as 1000 Virtual Machines.

Base Offering
PMC Implementation Services include:
- Project Initiation
- Project Management
- Basic Cloud Design Customization
- Hardware Build
- Base Active Directory Integration
- Base Network Integration
- Base Self-Service Portal Customization
- Base System Management Integration
- Orchestration software implementation
- Hypervisor Implementation
- Orchestration software Management Implementation
- User Demonstration
- Admin and User Training Services
- Cutover to IBM Managed Service.

The Cloud Builder Management software includes:
- IBM Cloud Orchestrator, VMware vSphere ESX, vCloud and vCentre
- IBM Tivoli Endpoint Manager for Patch Management Resource
- IBM Tivoli Endpoint Manager for Security & Compliance.

The Cloud Builder Monitoring Services include:
- Monitor cloud provisioning, metering and performance and capacity software availability
- Monitor cloud software stack disk space utilisation
- Monitor cloud software stack services and processes; and
- Monitor cloud software stack application and server logs for errors
- Log alerts within the Problem and Change Procedures.
**Chargeable Options**

In addition to the monitoring service described above, IBM can also offer either a Cloud Builder Management Service (either basic or advanced) and additional Rapid Deployment Services for Cloud patterns with a further support option. IBM can provide further details and the costs of these services on request.

Should you have a particular requirement for your solution to be managed using UK security cleared staff based at a secure UK IBM location, IBM would be pleased to discuss this requirement with you and establish whether it is possible for IBM to create a tailored solution that meets your enhanced security requirements.

In addition IBM can also provide a solution / price under this offering to provide a remote managed service to support your own non-Cloud Builder environment should you require it. Such an environment might be of a traditional architecture or your own private cloud design, and can be supported using global and / or local UK teams to suit your specific requirements.

The offering charges consist of an initial One Time Charge (Cloud Builder implementation) followed by monthly recurring charges (optional management services and pattern support). Monthly charges are based upon a baseline commitment plus any variable resources that may be consumed within a monthly billing cycle. Typically the baseline will cover the minimum resources to host the workload and then seasonal peaks, development activities, etc. will be variable.

Table 2: PMC pricing overview

<table>
<thead>
<tr>
<th>Lot</th>
<th>Private Cloud PaaS Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applicability</strong></td>
<td>Any medium-large public sector body that wishes to modernise their approach to infrastructure provisioning and facilitate rapid deployment of new infrastructure / software images, whilst wishing to maintain a Private Cloud solution rather than Public Cloud capabilities.</td>
</tr>
<tr>
<td><strong>Contract Duration</strong></td>
<td>Minimum of twelve months when purchasing remote managed services.</td>
</tr>
<tr>
<td><strong>Contract Price</strong></td>
<td>Example pricing for a Small, Medium and Large environment (described in more detail in Section 2.2) using IBM global resources and based on a 2 year contract term is as follows:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size of Environment</th>
<th>One Time Charge (prices from / GBP)</th>
<th>Monthly Charge (prices from / GBP) – Management Service*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>£169K</td>
<td>£177 per VM image</td>
</tr>
<tr>
<td>Medium</td>
<td>£490K</td>
<td>£109 per VM image</td>
</tr>
<tr>
<td>Large</td>
<td>£746K</td>
<td>£92 per VM image</td>
</tr>
</tbody>
</table>

*The total monthly charge is dependent upon the actual number of VM images supported during the month over and above the baseline commit. Price of patterns service is not included in the table above. Price varies based on type of software and number of patterns.

| **Lead time to start** | Dependent upon complexity but IBM’s standard implementation time is 10 weeks from start to finish |
| **Related Lot(s) / Offering(s)** | IBM Softlayer and IBM Cloud Managed Services |

**Free trial options**

IBM will supply an initial consultative call or meeting to discuss this offering and your requirements in more detail.
FURTHER INFORMATION

The key assumptions are as follows:

- This offering is subject to availability of IBM resources.
- The pricing and terms for individual call-off orders will be handled as commercially sensitive by the Contracting Body.
- Where work is of a sensitive and secure nature, security standards will be agreed between IBM and the Contracting Body, and if necessary IBM will ask the Contracting Body to issue a Security Aspects letter.
- The work is subject to the terms and conditions of the IBM Customer Relationship Agreement, which are attached separately to this catalogue item.
- Prices assume that there is no Collaboration Agreement in place. Should you require a Collaboration Agreement; all the parties involved in such an agreement will determine the impact on the service, scope of work and charges. No Call-Off Order will be placed until all these elements have been agreed by the appropriate parties.

Service exclusions are:

- No connectivity charges included in the price (e.g. WAN, Internet, VPN, etc.).
- No hardware included in the price; the hardware would need to be purchased separately and delivered to your chosen data centre location. Note that IBM can provide and own such hardware and charge for it 'as a service' but that it would be subject to the maximum G-Cloud 2 year term and therefore depreciated over that 2 year term.
- No hosting charges are included in the price; we have assumed that you would use your own data centre location. However, subject to availability, IBM can produce a quote to provide such a data centre location should the customer require.
- No Operating System or Application licenses are included in the price; we have assumed that you would use your own software licenses. IBM could quote to provide these, should you require.
- No backup solution is included in the price. The solution does provide the capability of backing up, using VMware Backup, to a customer’s existing backup solution, provided it is compatible. IBM could quote to provide a backup should you require.