

IBM Storage Optimization and Integration Services -- Novus enablement for IBM Business Partners

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Today IT organizations face increasing complexity that threatens efficiency and drives up cost. Multiple technology platforms, lack of effective tools, process inefficiency, and resource turnover make it difficult to support the ever-changing needs of business applications. Add exploding **data growth** and **increasing performance demands** and a downward spiral begins -- one that makes it difficult to achieve objectives within budget.

IBM Storage Optimization and Integration Services, with software assets, methods and tools, have been designed around a holistic “full lifecycle” understanding of what it

takes to deliver productive and cost effective **storage solutions**. The solutions IBM Global Technology Services intends to bring to market through IBM Business Partners include:

- **Storage Strategy and Architecture** - transformation strategy offering powered by IBM Novus Management Complexity Factor (MCF)
- **Best Practice Operations** - process excellence offering powered by IBM Novus Enterprise Standardization Program (ESP)
- **Storage Reporting and Analytics** - global insight offering powered by IBM Novus Storage Enterprise Resource Planner (SERP)
- **Storage Cost Take-out** - storage consolidation and storage virtualization offerings

IBM's asset-based services model allows Business Partners to leverage hardened tools, methods, and software (like those acquired from Novus Consulting Group) to provide you with the ability to build high-margin services capabilities in the high-demand storage and data management market.

It's easy for Business Partners to get started. The portfolio includes many fixed-price, fixed-scope, results-oriented services that allow you to develop services that provide clients with rapid business results and enable you to become a trusted advisor to your clients. There are a variety of training options to help get your sales and delivery teams up and running quickly.

In the coming months, a series of announcements will provide you the full suite of Storage Optimization and Integration Services and assets that your Business Partner firm can use to provide industry-leading storage and data management services to your clients. These solutions have been carefully tailored to ensure they have clear value to your clients and can be quickly and easily integrated into your existing offering sets to provide you with unique, lead-with solutions to help differentiate yourself from other service, hardware, and software providers.

Get started with **IBM Novus Enterprise Standardization Program (ESP)** which was announced in U.S. Business Partner Announcement Letter [509-900](#), dated May 19, 2009.

Visit the PartnerWorld Services Web site for [IBM Novus ESP](#) for more information and sales support materials.

Sean Garvey
Director, Worldwide Systems Services
IBM Global Technology Services