

Le Cloud d'IBM alimente la croissance des clients aux quatre coins du monde

Des sociétés de tous secteurs et de tous continents recourent au Cloud d'IBM pour s'adapter à une dynamique de marché fluctuante

Paris, France - 25 févr. 2014: IBM annonce que des clients du monde entier, issus de tous secteurs, tirent profit des solutions Cloud d'IBM pour améliorer leur flexibilité, se développer à l'international et répondre plus efficacement à un environnement qui évolue rapidement et perpétuellement.

Voici quelques exemples d'entreprise ou d'organismes publics qui ont adopté le Cloud non seulement pour réduire leurs coûts mais aussi pour améliorer leurs processus métiers, réinventer leur relation avec leurs clients ou encore pour conquérir de nouveaux marchés plus rapidement et plus efficacement.

Turk Telekom, le principal fournisseur de solutions télécoms Turc, peut désormais, grâce aux solutions Cloud d'IBM, tirer profit de son infrastructure existante, suivre de près les coûts et communiquer à ses clients la structure de prix des nouveaux services Cloud en toute transparence.

Music Mastermind, une société américaine, utilise quant à elle les capacités Cloud d'IBM SoftLayer afin de mettre en place un Cloud hybride pour son application phare Zya. Cette dernière permet aux utilisateurs de créer de la musique, en imitant toutes sortes d'instruments, avec pour seul outil leur voix. Les capacités Cloud d'IBM SoftLayer ont permis non seulement de réduire les coûts mais également de pouvoir faire face plus rapidement et plus efficacement aux pics de trafic.

The Loft Group, une agence de création digitale australienne, spécialisée dans la réalisation de campagnes d'e-learning pour des groupes internationaux tels que L'Oréal, a radicalement changé le mode de fonctionnement de l'entreprise en choisissant les services Cloud d'IBM. The Loft Group a fait migrer sa plateforme de formation en ligne vers l'infrastructure Cloud IBM SoftLayer pour fournir à ses clients des plateformes de formation et d'enseignement mobiles personnalisées. IBM SoftLayer fournit également des solutions d'analytique aux équipes de support des clients de The Loft Group leur permettant de tracer et d'ajuster leurs réseaux dans le Cloud, leur garantissant ainsi une performance plus constante et plus efficace.

KUULUU, un studio de développement de jeux Suisse, avait besoin d'un service hautement performant et évolutif pour le lancement de son jeu très attendu, RECHARGE. Il a ainsi puisé dans le Cloud de SoftLayer pour gagner en performance et en envergure pour ce nouveau jeu créé avec Linkin Park, le célèbre groupe américain qui totalise 55 millions de fans sur Facebook.

IBM's Cloud Fuels Growth for Clients Around the Globe

Companies Across Industries and Continents Tap IBM's cloud to Transform with changing business dynamics

LAS VEGAS, NEV. - 25 Feb 2014: IBM® (NYSE: [IBM](#)) today announced that clients from across industries and around the world are taking advantage of IBM's [cloud](#) solutions to improve flexibility, drive international expansion and better respond to today's fast-moving and ever-changing business environment.

Businesses and government agencies around the world are quickly adopting cloud computing, not only to lower costs but also to improve business processes, reinvent relationships with their customers and enter new markets easier and more efficiently. Through IBM's engagement with global industry leaders like Turk Telekom, The Loft Group, Music Mastermind, KUULUU and many others, IBM continues to extend its cloud leadership worldwide to support companies that are increasingly relying on the cloud to market, sell, and develop products, manage supply chains and more.

Turk Telekom also wanted to closely track costs and clearly communicate the pricing structure of the new cloud services to end users " *We wanted to make our system administrators and developers aware of the costs related to their demands,*" said **Mehmet Selçuk Karaca, Turk Telekom consultant**. " *IBM's cloud offered a metering and billing solution to help us do that.*"

To address a varied spectrum of client needs and requirements, IBM offers a broad set of cloud capabilities in the world spanning private, public and hybrid clouds, as well as infrastructure-as-a-service, platform-as-a-service and software-as-a-service-based solutions. Together, these offerings are driving tremendous growth for IBM, delivering \$4.4 billion of revenue for cloud-based solutions in 2013, up 69 percent year to year.

" *IBM's commitment to invest in high growth areas stems from our focus on delivering the solutions our clients need to be successful in today's market and enabling them to be better positioned for tomorrow's growth,*" said **IBM General Manager of Cloud Services Jim Comfort**. " *Our work with companies like the ones we are announcing today demonstrate that IBM is the only company that can deliver cloud solutions at a truly global level.*"

Today's news builds off other recent milestone in IBM's journey to provide on-going innovation in cloud computing including its \$7 billion in 16 acquisitions and 40,000 industry experts, the company's recent acquisition of SoftLayer® and IBM's commitment to expand its global cloud offerings to 40 datacenters across five continents. In doing so, IBM intends to double SoftLayer's cloud capacity by the end of 2014. Since the acquisition, IBM SoftLayer has served nearly 2,400 new cloud clients and continues to see demand grow. Its distributed local data centers and global network give clients the ability to choose a cloud environment and location that best suit their business needs, have visibility to where data resides, and exercise control of data security and placement.

IBM's Global Cloud Network Spans the Globe

In the United States, [Music Mastermind](#) is taking advantage of IBM SoftLayer cloud capabilities to create a hybrid cloud environment for [Zya](#), an application that allows people to make music, create beats and change vocals into instruments. Music Mastermind switched to an IBM SoftLayer cloud not only to lower costs, but also to scale and prepare for higher customer traffic more quickly and effectively with SoftLayer's cloud capabilities.

Additionally, in Turkey, IBM has signed an agreement with [Turk Telekom](#), Turkey's leading telecom solutions provider, to supply IBM cloud solutions that will host automated cloud provisioning and manage the company's development and test environment. Given that Turk Telekom's network infrastructure spans the entire country to offer a variety of telecom services to residential and commercial customers, the company engaged IBM to develop a cloud solution that could ease the burden that nation-wide service delivery places on its IT staff. Through its relationship with IBM, Turk Telekom is able to utilize its existing infrastructure, closely track costs and clearly communicate the pricing structure of the new cloud services to its customers.

In Australia, [The Loft Group](#), a creative digital agency specializing in creating e-learning campaigns for global clients including L'Oreal, has adopted IBM's cloud services to transform its business. Based on its need to quickly scale to several new global markets, The Loft Group is migrating its [digital learning platform](#) onto IBM's SoftLayer cloud infrastructure to deliver custom, mobile education and training platforms to clients. The Loft Group was also attracted to IBM Softlayer because the technology provided the company's customer support teams with the ability to use analytics to monitor and tune their networks in the cloud, providing more consistent and effective performance.

With the launch of the highly anticipated RECHARGE, KUULUU a game development studio in Switzerland, needed a high performance and scalable service to support the game. Together with Linkin Park, they created a third-person 3-D online experience that combines puzzle, adventure and action elements. The game supports [Music For Relief Power the World campaign](#), by introducing players to the real world clean energy solutions in the game. A big percentage of Linkin Park's audience are gamers, and as the biggest band on Facebook with over 55 million followers, using gaming as a vehicle gets to those fans on a personal level.

About IBM Cloud Computing

IBM has helped more than 30,000 clients around the world with 40,000 industry experts. Today, IBM has 100+ cloud SaaS solutions, thousands of experts with deep industry knowledge helping clients transform and a network of 40 data centers worldwide. Since 2007, IBM has invested more than \$7 billion in 16 acquisitions to accelerate its cloud initiatives and build a high value cloud portfolio. IBM holds 1,560 cloud patents focused on driving innovation. In fact, IBM for the 21st consecutive year topped the annual list of US patent leaders. IBM processes more the 5.5M client transactions daily through IBM's public cloud. For more information about cloud offerings from IBM, visit <http://www.ibm.com/cloud>. Follow us on Twitter at @IBMcloud and on our blog at <http://www.thoughtsoncloud.com>. Join the conversation #ibmcloud.
