

Looking for more efficient ways to provide services? Things are looking up.

# IBM Cloud

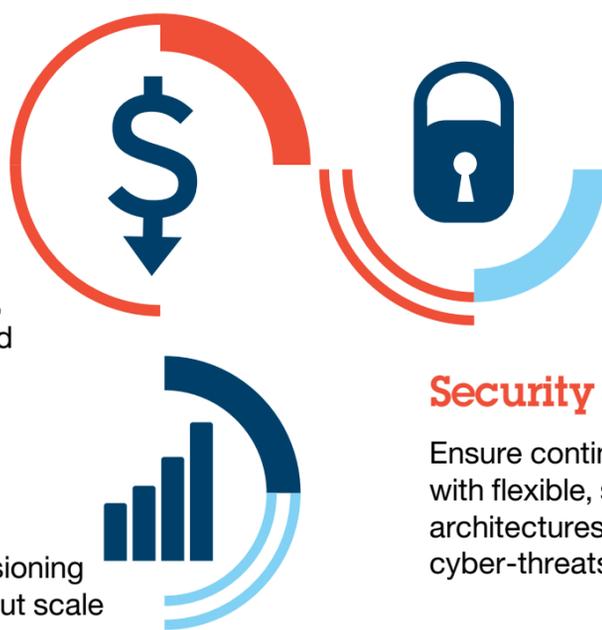
Leaders in governments worldwide are using cloud technologies with impressive results.

## Strategic Reinvention

Improve the range, efficiency and rapid development of citizen services

## Efficiency

Accelerated provisioning of resources without scale limitations means more resources when you need them – and less when you don't



## Security

Ensure continuity of operations with flexible, secure and reliable architectures that withstand cyber-threats

## Cloud is the growth engine for economies.

## Benefits for Governments of all sizes:

### Citizen-centric Services

- Rapidly respond and adapt to the needs of citizens
- Speed deployment of new apps

### Security-rich & highly available

- Better manage compliance requirements for government services
- Improve data security and disaster recovery capabilities

### Improved efficiency

- Reduce demands on constrained human resources
- Eliminate functional “silos”
- Share common services between departments and agencies

### Cost optimized

- Adapt to changes in conditions with Dynamic Cloud architectures and service composition
- Scale capacity quickly to satisfy peaks in demand

IDC predicts that mashups of the four technology pillars – cloud, mobile, social and big data – will begin to significantly transform key government services in 2014 and beyond.\*



Source: "IDC Government Insights Releases Top 10 Market Predictions for 2014." Business Wire, December 5, 2013. [http://www.businesswire.com/news/home/20131205006261/en/IDC-Government-Insights-Releases-Top-10-Market#\\_UvP-yBAAd4Z8](http://www.businesswire.com/news/home/20131205006261/en/IDC-Government-Insights-Releases-Top-10-Market#_UvP-yBAAd4Z8)

## Here are some good examples

### Spain

A provincial government in Spain teamed with IBM to increase the quality of current citizen services, as well as introduce new needed services, without associated increased costs – allowing funds to be invested in other areas to benefit citizens.

IBM Cloud is helping governments **liberate funding** for direct savings or re-allocation to **new services.**

Some governments offer cloud as part of the **public infrastructure** supporting research, innovation, entrepreneurship and **economic growth**

### Wuxi City, China

The city of Wuxi worked with IBM to create a cloud computing center at the Wuxi New District iPark, providing low-cost access to enterprise applications and market analytics tools for small companies in the iPark.

IBM is helping governments around the world grow their economies with Cloud.



Think it.

Strategize how to use cloud to drive revenue growth and efficiencies.



Build it.

Build and run your private or dynamic hybrid cloud.



Tap into it.

Utilize cloud services delivered from IBM Cloud.