

IBM Intros Cloud Suites

Written by Marco Attard
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IBM launches a cloud solutions suite aiming at the "C-suite" of CEOs and CMOs-- with products covering segments such as big data, social analytics, human resources, sales, customer care and procurement.



The latest IBM cloud addition is Social Media Analytics, a tool tracking social media such as Facebook, Twitter, blogs and forums in order for customers to accordingly refine products, service levels and targeted offers.

Big Blue claims it has over 100 cloud applications in the works

"The cloud opportunity is helping C-suite leaders reshape customer experience," the company says. "As part of IBM's digital front office strategy, we see these 100 cloud applications as a way for business leaders to improve customer experience, reach new customers, generate new revenue streams and become more competitive in their industry."

The announcement follows on the earlier confirmation of IBM's cloud ambitions with [the recent purchase of cloud infrastructure provider SoftLayer Technologies](#), an acquisition reportedly worth \$2 billion. Over the past few years IBM invested around \$4bn in the cloud, marking a change for the hardware, software and services vendor.

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