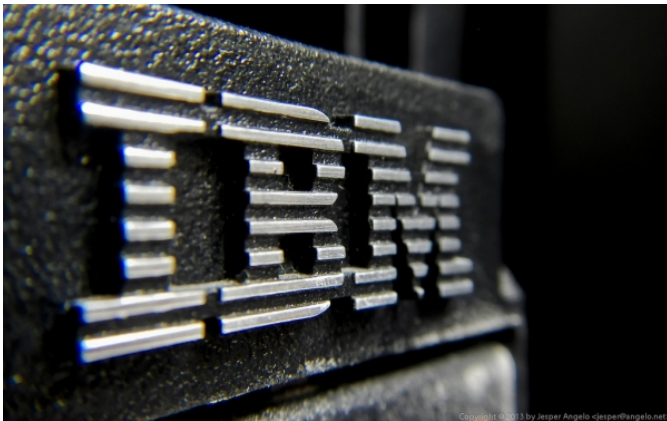


IBM Opens Cloud Services Marketplace

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IBM brings together own and 3rd party mobile, software-as-a-service (SaaS), platform-as-a-service (PaaS) and infrastructure-as-a-service (IaaS) products under a single roof with the IBM Cloud Marketplace.



According to the company potential customers can already access a full "IBM-as-a-Service" suite with 100 SaaS applications, Bluemix PaaS with composable services and SoftLayer IaaS, as well as 3rd party cloud offerings from the likes of SendGrid, Zend, Redis Labs, Sonian, Flow Search and Ustream, among others.

"Increasingly cloud users from business, IT and development across the enterprise are looking for easy access to a wide range of services to address new business models and shifting market conditions," Big Blue claims. "IBM Cloud marketplace puts big data and analytics, mobile, social, commerce, integration-- the full power of IBM-as-a-Service and our ecosystem-- at our clients' fingertips to help them quickly deliver innovative services to their constituents."

The marketplace currently covers 6 service categories-- mobile, analytics, computing infrastructure, product-development environments, gaming company services and services for online startups. More should follow in the future, including cloud-based services running on the Watson cognitive computing platform.

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