IMImobile Deploys IBM Software to Enhance Cloud Services Management

Implements IBM SmartCloud Foundation to augment carrier-class service level management

IBM has announced that IMImobile, a global mobile data technology infrastructure and solutions provider to telecom operators, media companies and enterprises has deployed IBM software to enhance its existing service and cloud infrastructure management processes.

IMImobile is a leading provider of cloud-based mobile data services for revenue generation and customer lifecycle management across Asia, Europe, Americas, Africa and the Middle East. With its services reaching over 900 million people in 64 countries and with operator customers like Vodafone, O2,Telefonica, France Telecom, Centrica, Barclays Bank, BBC, Aircel, Airtel, BSNL, MTN, Reliance, Tata and Virgin Mobile, the company required a cloud solution that would help answer its growing business requirements.

The recently completed deployment of IBM SmartCloud Foundation software will help IMImobile further streamline management of its cloud services infrastructure, strengthen compliance with stringent service level agreements (SLAs), improve infrastructure utilization and evolve process maturity with compliance. Further, IBM software will help IMImobile implement a follow-the-sun model for service management across IMI’s Virtual Network Operations Centre (VNOC) teams spread in Europe and India.

Vishwanath Alluri, Founder and CEO of IMImobile said, “We have adopted a cloud-based delivery model since our inception. All our products and platform are architected for the cloud. Today our infrastructure comprises 1,000 high-end servers and 300+ network equipment nodes deployed both within our data centres and operator networks worldwide. With the adoption of IBM software, our customers stand to benefit from the improved operational efficiencies and service levels. We will also be able to leverage IBM’s global expertise to offer enhanced service levels for the mission critical services we deliver to blue-chip customers, which include mobile operators, media companies and enterprises.”

“IBM has been providing clients with a holistic approach to delivering and managing infrastructure services aligned to evolving business priorities,” said Scott Hebner, vice president, IBM Tivoli Software. “IMImobile’s cloud-based delivery and the scale of infrastructure demonstrate the impressive power of cloud computing."

IBM SmartCloud Foundation software solutions are helping clients effectively build and manage dynamic infrastructure and remain competitive in today’s digitally-

connected environment. The software offers integrated service management solutions to help companies manage traditional IT assets, physical assets and emerging “smart” assets.

For more information, please visit www.imimobile.com [1].

Posted by Ron M. Seidel, Editorial Intern

March 7, 2012

Source URL (retrieved on *03/08/2014 - 1:53pm*):
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