

Telcos conquer the cloud.

You sell **cloud services** to your customers.

Half or more of your apps are on it.

You **stream** from it.

How can your apps on the cloud attract customers on the ground?



An integrated APM/DevOps approach can help. With an APM/DevOps approach, businesses across industries can experience:



Higher customer satisfaction



Reduced downtime and associated costs



Improved app quality and fewer defects

According to a recent cross-industry survey,

43%

of telcos stand out from the market with their drive to turn APM into revenue (compared to **19%** in all industries).



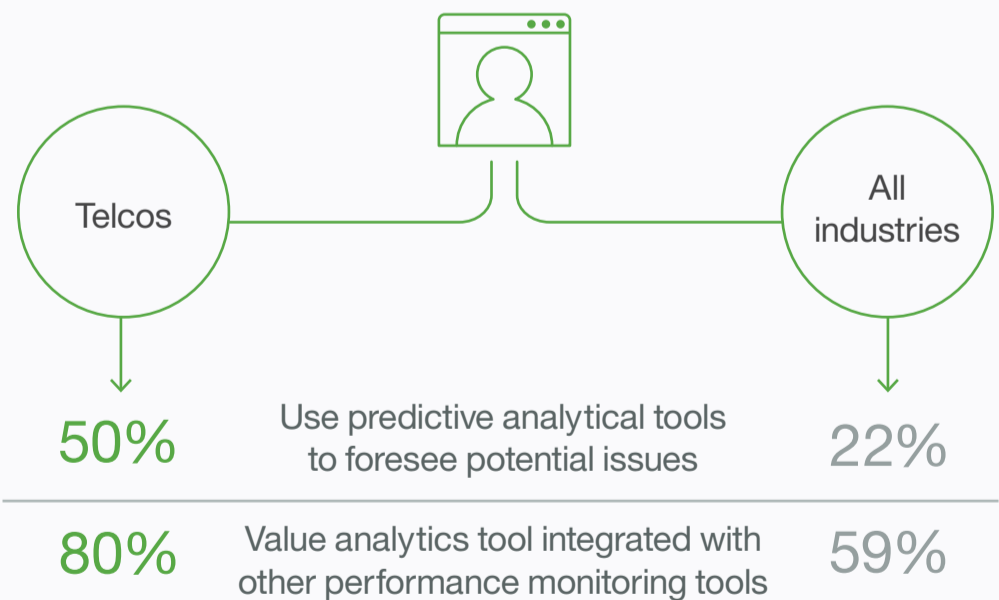
Companies across industries that embrace DevOps practices are

46%

more likely to have launched 5+ new apps in the past three years.

Telcos get analytical.

With apps driving revenue, they tend to:



Learn more!

How are Telcos using APM and DevOps to innovate at a faster pace? Find out by reading “Application Performance Management and DevOps: A winning combination for telecommunication companies.”

[Read now!](#)

IBM Cloud

