## 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 crossindustry survey,

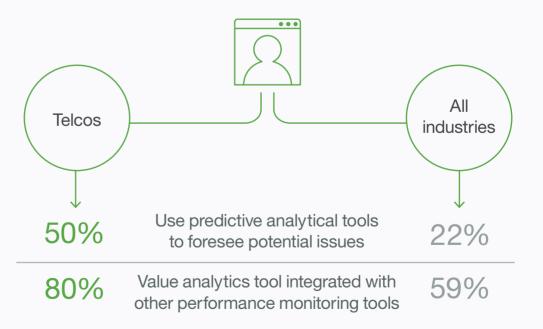
43% of telcos stand out from the market with their drive to turn APM into revenue (compared to 19% in all industries).



## Telcos get analytical.

Companies across industries that embrace DevOps practices are

46% more likely to have launched 5+ new apps in the past three years. 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



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