*Introduction:*

IBM (International Business Machines) is an American corporation that specializes in information technology. They work with other companies to improve their technology and how they are collecting data. IBM has locations in over 170 countries. This company is best known for selling hardware, middleware, and software to other companies. Additionally, they are a major research organization, meaning they collect significant amounts of data to analyze. IBM is responsible for the creation of the floppy disk, the hard disk drive, the dynamic random access memory, the relational database and many other revolutionary inventions.

Companies can partner with IBM to help differentiate business from the competition which is something that requires innovation, acceleration, and the right partnership.

With IBM as your partner, you have access to unmatched expertise, leading-edge solutions and program benefits that work for you. Also, IBM PartnerWorld is a program developed for any business that wants to partner with IBM. IBM goals is to merge with others Business partners that come a small and large companies; from those that sell IBM to those that use it; from traditional resellers to new, born-on-the-cloud companies; from solutions architects to deployment experts. There are advantages of being an IBM business partner as a business partner, you become part of the IBM PartnerWorld ecosystem designed to help you achieve new levels of success.

 They have different systems of analyzing data. As of recent, they have created systems like Watson Analytics. Their data storage is a particularly impressive feature and focus of their company. They use this data to facilitate the use, organization, analyzation, and relationships that can be made from the data of the user input.

*About the system:*

The IBM process of data storage works in a particular way; their storage remains in sync with the hardware in their office. While it might not frequently be an issue in collecting information because we can not backing up storage in case of any backfires, in the case of IBM’s data storage, their data will always be there. This is an important aspect to the user, as the system is designed to prevent unauthorized users to retrieve important files or documents a company or a user has private. It has been a great advancement that on February 5, 2019 IBM announced that they will be catching up with cloud storage with the blockchain, known as IBM Cloud Private.

This brings up a simple question, “*What is IBM Cloud Private?*” To further elaborate, IBM Cloud Private is a platform that functions on their cloud platform, and it is built on open-source. It comes with their services for self-service deployment, monitoring, logging and security, as well as a portfolio of middleware, data and analytics to provide for the user feedback and what the user can use it for. Because the program allows the customer to use is for which ever purpose they want to designate it for, leaving it open source which is crucial.

Even though this service is out now and is available for the public, it is still filled with several issues. One of the main issues would be their neglecting connectivity, which is a huge problem for users who have reported this issue. Downloading from the cloud is not an issue, however uploading to it is a whole other story. In addition to this, there are other issues that surface. Which is absolving all the responsibilities for backing up and security measure on the users and not on the company. This has a huge setback on the customer, forcing them to need to understand the program in order to maintain the program. This will also conclude that the system is not user friendly for those who are not tech savvy.

However, even though it’s a problem and they only recently implemented this attribute to their company, they do provide solutions for the time being as stated, *“Cloud storage gateways and other WAN optimization appliances can help alleviate the problem, but if the connectivity to your cloud storage provider is not sufficient then a move to cloud storage is unlikely to enable high enough storage performance to get many of the potential benefits.”* Which in turn does show that this software is still new and is not up to date, leaving a lot of issues that the company can work around.

*Setbacks:*

A huge setback for the company is in fact leaving it up to the user for leaving the system open sourced. Which means those who are tech savvy, do not have an issue necessarily. However, those who are not tech savvy would lack and would make their system open for cyber-attacks or having their backup storage to not work properly under the cloud.

Another pitfall can be of not getting a clear understanding on how to get your data back or how to move it with another company. Meaning it can be very cost efficient for a user or company to get their information back and to move it to a whole new company, or provider. Which shows that IBM has a set back on this issue, as well as how to get a user’s data backup.

This also resolves into users not being able to raise several questions of weather they will get their data back from the network connection or if it will be transferred onto a physical drive and sent to them. The other thing is having the company be accessible option for users to leave with their information without having complications.

Including, the system where people have difficulty uploading to their cloud. This is a huge setback making it more demanding in time for them to portray an option to get this resolved. It is an important factor and would make users unhappy with the software they were given by IBM. Making a lot more feedback from customers, which is not necessarily negative since they can work around this issue.

The other issue is how much the program costs, it is free up to 256 MB, however they have pay as you go and subscription option. For having this in their program is not a bad idea at all. However these do not cover the issues that the Cloud is processing at the moment which is another setback for customers paying and not receiving what they asked for.

It should not be hard for them to resolve both of these issues, and if the group is covering this, we would promote a solution to address some of these issues to be resolved in their upcoming features. A simple fix, or patch is to have it still open-sourced, but also provide an option where users are protected by IBM’s Cloud security.

The setbacks previously mentioned can be relatively solved. They can be solved by addressing their customers who are not so tech-savvy and informing them how they can secure their cloud storage that IBM is developing. Alternatively, they can update their features and include tutorials to facilitate the program for the user. The program should be redesigned improve this aspect of user-tech interactivity.

IBM has the reputation of being expensive when handling information that needs to be transferred. It is costly to retrieve your own personal data. It may also take an extensive amount of time for the user to receive it. They can address this issue by making modification to the system that operates the data availability. In order to solve this issue IBM would have to implement new technology that will help them move the data faster, meaning better software and hardware, but also more personnel to help with these issues.

            In the recent years IBM has also been faced with issues as not being able to compete with their rivals, people are buying less software IBM, the ‘cloud’ competition with other big companies, and simply the difficulty to improve itself. These are the biggest setbacks IBM has to deal with, these issues are much difficult to address because of the size of the company. Any big company, as IBM, will always have a difficulty trying to change its issues. This causes a hardship in IBM’s feasibility to solve these issues.

*Conclusion*

 IBM has been a monumental company in information technology. If they were to further improve their data storage, they would be able to create an optimal system network. This will overcome several difficulties that are often faced by their customers. The implementation of these solutions would be beneficial to the company as a whole, especially because they have customers in over 170 countries.

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