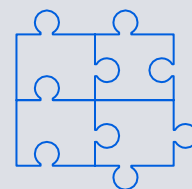# IBM Cloud Pak for Integration

Digital transformation demands integration modernization

Products featured

IBM Cloud Pak for Integration

Elevator pitch

To drive digital transformation, organizations must tap into an ever-growing set of applications, processes and information sources across multiple clouds and on premises, all of which significantly expand the enterprise's need for modern integration capabilities. Cloud accelerates digital transformation but exerts unprecedented demands on an organization's integration capabilities. IBM Cloud Pak for Integration enables businesses to rapidly put in place a modern integration architecture that supports scale, portability and security.

Integration modernization is one of the top priorities with CIOs and CTOs and presents a huge opportunity for IBM and IBM Business Partners. It needs more than just technology; customers need guidance to put in place the right architecture and design, as well as realign people and process. IBM has been a pioneer in agile integration architecture and runs integration modernization workshops, which have found to be a great tool to help customers transform to a more cloud-native, modern integration architecture.

The opportunity

Business Partners can become enabled on the IBM technology and methodology to drive this discussion with customers and new prospects. Change the conversation with your customers and become their trusted advisors on their journey to cloud.

Customers

IBM Cloud Pak for Integration provides value to existing IBM integration customers, as well as new prospects looking for hybrid integration platforms. These customers have different needs and pain points.

New prospects are unsure about what's the best path forward on integration that fits the need of the enterprise's cloud and digital requirements. They want seamless integration capabilities to fuel their digital initiative without compromising on security and governance.

Existing IBM customers worry about their existing investments in on-premises IBM products and unsure on how these products can be leveraged with the enterprise's cloud and digital transformation initiatives. They want to minimize friction and modernize integration to better support their integration requirements without compromising on security, scalability and resilience.

What are customers struggling with?

– Keeping pace with skyrocketing integration demands as businesses venture into software as a service (SaaS), Internet of Things (IoT), business automation or AI
– Unlocking legacy data securely as APIs to power development of cloud-native applications
– Modernizing existing integration to align with cloud-native technology like containers and microservices
– Taking control of integration needs across a multicloud, multivendor, hybrid environment
– Supporting a variety of user roles who have varying skill sets
– Handling unprecedented traffic volumes without compromising the quality of service
– Doing more with less—service user requests at scale while lowering costs

Who's interested and why?

Companies in every domain need modern integration capabilities. This offering is relevant to ALL industries, including financial and banking, insurance, government, healthcare, retail, telecom, manufacturing, travel and transportation, and so on.

Some of the key use cases across industries include:
Banking and finance. Loan eligibility, near real-time payments, know your customer (KYC)
Retail. Omnichannel integration, 360° view of customers
Healthcare. Remote patient monitoring, patient profiling, medical record management
Insurance. Risk profiling, claim processing
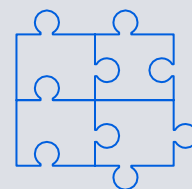**Telecommunications.** Customer service management, new product launch
Personalization. API developer portals, notifications
Government. Public, federal, state and local single view of the citizen
Distribution. Customer loyalty programs

Regulatory compliance. For example, Payment Service Directive2 (PSD2), GDPR
IT. Mergers and acquisitions
Marketing. Real-time next-best offer, campaign management
Customer service. Personalized service at the point of interaction
Travel and transportation. Flight rescheduling, fleet management

Businesses of all sizes need these offering capabilities, whether in the enterprise or commercial segment.

Customers on a cloud journey, including, but not limited to:
– Launching **mobile and digital initiatives** and looking at an API strategy
– Customers adopting any **SaaS application**
– Customers **migrating data** to a cloud infrastructure

Typical sponsors

Decision makers. Those who have the ability to authorize or approve the purchase of a solution include:
– IT architects and enterprise architects
– CTOs and CIOs
– IT directors
– Digital transformation leaders

Typical Influencers

Influencers. Those who conduct the research and provide recommendations for new solutions
– Application development leaders
– LOB leaders
– Heads of development
– Development managers

Practitioners. Those who will ultimately be using the solution in their day-to-day work
– Integration specialists
– API developers
– Application developers
– Connectivity developers

Business Partner Profile

There are four key entry points for an IBM Cloud Pak for Integration sales, in other words, API-centric integration, application integration with SaaS or on premises, event-driven real-time integration and high-speed data transfer. Following are the Business Partners who are likely to be successful:
– Existing IBM integration Business Partners who service existing install bases and have skills in one or more products, which are a part of an IBM Cloud Pak for Integration offering
– Business Partners with integration knowledge and under-standing of container technologies, such as Kubernetes, microservices and cloud transformation
– Business Partners selling into regulated environments and who may be familiar with third-party cloud solutions
– Business Partners with inroads into LOB executives for discussions around SaaS adoption and API economy
– IBM Cloud Private Business Partners who can expand the conversation to Integration Modernization using IBM Cloud Pak for Integration
– Red Hat Business Partners, particularly those who are focused on the OpenShift container platform
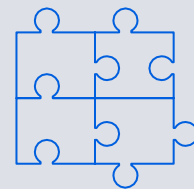
IBM solution

How can we help

IBM Cloud Pak for Integration combines leading integration capabilities from IBM, in other words:
– API integration with the IBM API Connect platform
– Application integration with the IBM App Connect integration tool
– Security gateway with IBM DataPower® Gateway
– Enterprise messaging with IBM MQ
– Event streaming with IBM Event Streams
– High-speed data transfer with IBM Aspera solutions

IBM Cloud Pak for Integration gives the customer a jump-start on integration modernization. It comes with IBM's time-tested integration capabilities available in cloud-native form and supported by a flexible licensing model that's designed for ease of use. IBM also provides the integration modernization guidance compiled as an ebook and podcasts to help customers move to an **agile integration architecture**. This powerful combination of cloud-ready technology and agile integration methodology fuels customers' journey to cloud and accelerates cloud adoption.

Value of our solution

Breadth of integration capabilities
– Use API-centric integration to rapidly unlock business data and assets as APIs.
– Rapidly integrate on-premises and SaaS applications to deliver value faster.
– Stream real-time events and respond to occurrences of interest.
– Move data across distributed applications reliably in a security-rich environment.
– Open up the enterprise and provide end-to-end governance and visibility with improved security.
– Transfer data over the internet at high speeds regardless of size, distance or network condition.

Cloud-ready offering

– Containerized cloud-native deployment of all services
– Dynamic scaling to handle unpredictable workloads
– Agility to rapidly address ever-growing business requirements
– Resilient and fault tolerant deployments to help ensure zero downtime
– Common services designed for ease of operation and management and end-to-end visibility and monitoring across different integration services

Flexible consumption model
– Simple licensing model with freedom to use virtually any capability within entitled limit
– Flexibility to deploy integration capabilities on containers or in traditional style, enabling adoption of containers at customer's pace
– Designed to provide easy trade-up from integration products to protect existing investments

Key differentiators, competitive information

The competitive landscape for integration is dramatically changing as well-funded, pure-play integration-platform-as-a-service (iPaaS) providers, open source integration tool providers and low-cost integration tools continue to emerge. The hybrid integration platform is becoming a crowded space with the majority of these integration players positioning themselves around the hybrid integration platform (HIP) message.

IBM Cloud Pak for Integration stands out on the following counts:

Multicloud by design. IBM Cloud Pak for Integration brings together cloud-native, containerized services on a Kubernetes foundation, powered by Red Hat OpenShift. This combination enables a cloud-ready deployment of capabilities and portability across multiple public or private cloud providers.

Security-rich to the core. IBM Cloud Pak for Integration uses a purpose-built gateway based on DataPower, field-tested and security rich.

Widest range of integration capabilities. IBM brings together it's industry-leading capabilities, proven and "best of the breed,"[4] and supports a wide spectrum of use cases like APIs, even streaming, data copy and sync, data migration, messaging and so on.

Support for an extended user community. Supports user roles with different skill sets—from a no-code API developer to a mainframe integration specialist.

Simple and flexible licensing. Has a single metric and provides complete flexibility to freely move across capabilities—or across containerized and traditional deployments—within the overall entitlement.

Marketplace highlights

According to an IDC June 2019 Market Share report:[5]
– The worldwide market for integration software grew 14.9% in 2018 to USD 5.7 billion.
– Portable cloud integration software grew 70.8% to USD 544.4 million, the fastest growing segment.
– IBM was the largest provider, growing 13.6% to USD 1.2 billion.
– IBM had a 21.7% share of the market, which is nearly two times that of the nearest competitor.
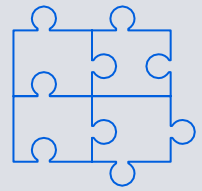
Opportunity identification

Existing IBM integration install base: Shore the base and expand
– Discuss trade up to IBM Cloud Pak for Integration for every support and subscription (S&S) renewal coming up on individual integration products.
– Offer an integration modernization workshop to help them design a strategy to unlock business value in their existing assets while accelerating new product design and deployment.
– Elevate the conversation, uncover newer use cases and sell growth.

Customers looking for modern integration alternatives: Modernize integration
– Look for requirements around enterprise service bus (ESB) re-platforming, move to Apache Kafka, microservices and API management.
– Offer an integration modernization workshop to uncover use cases.
– Lead with IBM Cloud Pak for Integration.

Customers having specific requirements: Point products as entry point
– Lead with capabilities of the specific point product like API Connect if the customer is looking for API management.
– Position IBM Cloud Pak for Integration as a value-add rather than buying the point product.
– Remember, the IBM Cloud Pak for Integration deal is actually more value at a price comparable to point offerings.

Starting questions

Find out the client's cloud strategy
– Are you moving to cloud? Do you have a strategy for running integration in the cloud?
– What's your containerization and Kubernetes strategy? Do you have one, or are you in the process of forming one?

Look for changes in the integration and technology landscape
– How many integration offerings do you have? What types of integration do you perform?
– Are you working across multiple clouds?
– Are you modernizing your applications? Are you evaluating microservices and event-based paradigms for building apps?

Identify integration patterns
– Are you on an API journey and looking for ways to securely unlock existing data in different systems and expose this as APIs? Pattern: API Connect + App Connect + IBM Message Queue (MQ)
– Are you looking to embrace Kafka for real-time interactions and still maintain reliability of MQ from critical transactions? Pattern: Event Streams + MQ
– Are you looking to securely send all types of data to all global locations at really fast speeds? Pattern: Aspera + MQ.

Customer references, case studies, use cases

Customer reference: CVS Health–CVS Health adopts a modern approach to hybrid cloud integration

Use case: Create customized behavior and location-based offers
A retail company is looking for new ways to increase sales in their brick-and-mortar stores. To entice customers with offers they find relevant, the retailer must use APIs to unlock information from a variety of sources, including past purchases, geo-positioning data, seasonal trends and inventory.

Company leaders want to bring this data together by using APIs and application integration, allowing them to instantly create unique offers and personalized customer experiences.

Solution: Use API and application integration to deliver personalized, location-based promotions.

Use case: Send real-time alerts
A banking institution faces increasing competition. Bank leaders seek a way to increase customer loyalty. In order to provide additional value to their customers, they want the ability to send event-driven alerts in real time, so that customers receive relevant information immediately. The bank needs to be able to add new features without adding complexity and cost to its core system, which handles millions of transactions each day.

Solution: Use message queues, event streaming and application integration to push alerts to customers.

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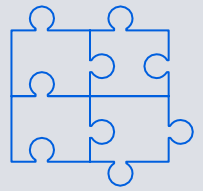
Average deal size

IBM Cloud Pak for Integration is a software offering that can be deployed on premises or in essentially any cloud. It's priced per VPC and available as perpetual or monthly licenses. Deal size is a function of which capabilities are being used.

The following illustrative list pricing is provided as is, without warranty and subject to change. Consult your local price book, including any other parts not listed here.

IBM Cloud Pak for Integration VPC license plus 12 months software subscription and support (D20ZBLL): USD 26,400

IBM Cloud Pak for Integration VPC monthly license (D211KLL): USD 1,100

Key assets and additional resources

Sales collateral

Channel Technical Enablement Guide

Digital technical enablement

IBM Cloud Pak for Integration Marketing Campaigns

Marketing collateral collection

Integration Modernization Event in a Box