

# IBM Cloud Pak for Applications

Modernize existing applications and build new cloud-native ones with speed



## Products featured

**IBM Cloud Pak for Applications**, which includes the following offerings as part of the IBM Cloud Pak:

- IBM WebSphere Application Server (WAS)
- IBM WebSphere Application Server Network Deployment
- IBM WebSphere Application Server Liberty Core
- IBM Mobile Foundation
- IBM Cloud Private
- Red Hat OpenShift Container Platform with Kabanero Enterprise and Red Hat Application Runtimes
- IBM Cloud Transformation Advisor

### Key adjacencies and complementary technology: Software

- IBM UrbanCode® DevOps add-on for IBM Cloud Pak for Applications
- IBM Cloud Pak for Integration
- IBM Cloud Pak for Data
- IBM Cloud Pak for Automation
- IBM Cloud Pak for Multicloud Management

### Infrastructure

- Designed for compatibility with leading systems manufacturers, including Cisco, Dell EMC, Intel, Lenovo and NetApp
- Optimized for IBM Z® mainframes, the security-rich transaction platform; IBM Power® Systems, designed for artificial intelligence (AI) and cognitive workloads; IBM Hyperconverged Systems, powered by Nutanix software; and IBM Spectrum® Access data management and infrastructure solution from IBM Storage
- Ability to deploy VMware, Canonical and other OpenStack distributions or bare metal servers

## Business Partner Profile

Four types of IBM Business Partners are typically interested in Cloud Pak for Applications.

- 1 Business Partner** has resold IBM middleware and wants to create a new revenue stream within an existing client set.
- 2 Business Partner** is looking to build a new cloud transformation and application development practice, and sell to regulated clients in financial services, healthcare and government.
- 3 Business partner** is a user or reseller of Amazon Web Services (AWS) or Microsoft Azure.
- 4** A traditional infrastructure Business Partner.

IBM Cloud Pak for Applications is relevant to position in any of these scenarios, for those looking to develop hybrid applications: continue to run and leverage existing applications, modernize existing applications, create new cloud-native applications, or open enterprise data centers to work with cloud services.

Typical deal sizes can start as low as USD 10–75 thousand, and larger enterprises can range from hundreds of thousands to millions depending on how much capacity they need, allowing your Business Partners to land and expand.

Business Partners' intimacy with clients, their enterprise architectures and workloads, business initiatives and challenges enable them to lead and influence the selection, deployment, customization and potentially the operational activities around modern hybrid cloud workloads. Business Partners who build intellectual property (IP) can develop on a consistent platform and deploy it where it makes the most sense for their workloads, avoiding vendor lock-in.

The roadmap to revenue starts by visiting *one* IBM URL to access the key sales, technical and go-to-market resources.

## Customers

### What are customers struggling with?

With the dynamics of the marketplace constantly changing, it's no longer a one-size-fits-all world. While businesses look to public cloud technologies as a model to gain efficiency, they're unwilling to sacrifice the control required to enforce compliance with corporate and regulatory security policies. Businesses also want to leverage their existing investments while deciding when modernization makes the most sense, or to create brand new with cloud native technologies and architecture.

For these reasons, along with the increasing pressure for digital transformation, enterprises are beginning to embrace a variety of cloud and container deployment models that go beyond public cloud to address challenges with privacy and the security of data in a public cloud setting. These challenges include running mission-critical applications on the public cloud, the cost of networking bandwidth, data movement for data-intensive workloads to scale up, and application performance issues.

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## Company size and revenue

All

## Industries

All industries can benefit. Regulated industries like finance, insurance, healthcare and government have additional data requirements that warrant establishing a private cloud.

## Typical sponsors and influencers

Developers:

- Develop cloud-native apps that are enterprise ready
- Leverage existing skills and applications to accelerate the path to microservices
- Solve the toughest data challenges with tools and expertise

Enterprise architects:

- Lead the entire lifecycle of DevOps, from development to production
- Help secure containerized apps against malicious access
- Codify technology standards and company policies to provide an efficient way for developers to use them

IT operations managers:

- Improve business results and operational efficiency by meeting user demand with a consistent set of modern built-in management tools that can integrate with existing tools and processes

Chief information officers (CIOs) and chief technology officers (CTOs):

- Leverage existing investments in mission-critical applications, software and hardware, and team skills
- Invest in open-standards platforms so that innovations on one are portable to others
- Benefit from right-sizing their entitlements with flexible deployments

DevSecOps:

- Reduce the chance of data breaches and associated costs

## Partner targets

- IBM middleware, largest opportunity to sell into incumbent accounts, for example, IBM WebSphere, IBM Db2 products
- Business Partners who have experience selling and working with Red Hat products and open source technologies
- Business Partners who have application development and deployment skills, and understand container technologies, such as Kubernetes; microservices; and cloud transformation, such as process, migration and modernization assessments and strategies; and cultural organizational impacts
- Business Partners selling into regulated environments and who may be familiar with third-party cloud solutions
- Infrastructure Business Partners looking to provide a full-stack solution to their clients

## Authorizations required to sell

IBM Channel Value Rewards program, Systems Middleware Open Group

To earn additional IBM Channel Value Rewards fee incentives, if eligible, Business Partners need to have one sales and two technical certifications in application platform and integration or IT service management (ITSM).

Register opportunities under the brand family: IBM Cloud Pak for Applications.

## IBM solution

### How we IBM and Tech Data Help

IBM Cloud Pak for Applications is the next-generation platform for developing, securing, deploying and managing polyglot enterprise applications. It begins by leveraging existing workloads while allowing you to devise and execute a modernization strategy and develop new cloud-native applications. It's built on open source offerings like Red Hat OpenShift Container Platform and Kabanero Enterprise, using frameworks like containers and Kubernetes, with common services for self-service deployment, monitoring, logging and security, as well as a portfolio of middleware, development tools and runtimes.

Enterprise architects collaborate with development and administrative teams to create new microservices-based applications, modernize existing apps using cloud-enabled middleware and integrate between the two in a security-rich environment.

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## Value of the IBM solution

**Business innovation.** IBM Cloud Pak for Applications drives enterprise transformation by providing developers with a choice of languages, frameworks, runtimes and services to build cloud-native applications and microservices. It also drives innovation based on integration with existing and new services, such as blockchain, machine learning (ML), data and cognitive capabilities.

**Integration.** IBM Cloud Pak for Applications provides API consistency with public clouds, enabling organizations to open their data centers to integrate with data and services across clouds.

**Investment protection.** With IBM Cloud Pak for Applications, enterprises can run existing workloads and leverage their existing skills across middleware and infrastructure. With new containerized versions of IBM middleware, such as IBM WAS and IBM Mobile Foundation, enterprises can modernize those investments by using them within the Red Hat OpenShift Container Platform Kubernetes environment. IBM Cloud Pak for Applications also runs on top of the client's existing infrastructure—so no additional investment is required.

**Management and compliance.** IBM Cloud Pak for Applications can be run on premises behind an organization's firewall to align with its security and regulatory processes. The software includes a catalog of core operational services to help manage the environment, including monitoring, log management and security. In addition, IBM Cloud Pak for Applications is designed to provide the flexibility to easily integrate with existing tools and processes, aligning with an organization's own IT standards.

### IBM Cloud Pak for Applications gives you the power to:

- Continue to run your existing applications, where they are.
- Modernize existing applications with the most experience, tools and experts to move them.
- Build new applications so they're ready for hybrid-cloud deployment, using the best of open source, fully supported.
- Do all these functions while having the flexibility to rebalance entitlements over time: from what you need today, to what you need tomorrow.

**IBM Cloud Pak for Applications. Wherever you are, IBM meets you there.**

## Key differentiators

**Google Anthos.** Doesn't provide the breadth of runtimes and lacks a track record in the runtime space. Lock-in on a single cloud. See IBM Cloud Pak for Applications on its depth and breadth of application and operational modernization tools, and associated services based on deep enterprise expertise.

**Pivotal Cloud Foundry.** Pivotal Kubernetes Service (PKS) is very new and Pivotal's Kubernetes support is evolving through PKS. Management tools in this space are still early and developing.

**Microsoft Azure Stack.** Delivered in an appliance by four hardware vendors, Cisco, HP, Lenovo and Dell EMC. Won't run on client's existing infrastructure. Azure Stack is tethered to Microsoft, so client control and intranet access can be an issue. Plus, it's the only offering that offers Windows container support. Sell client control and use of existing infrastructure.

**"Do it yourself."** Also, a competitor you will encounter. Do it yourself is often error prone; typically has higher maintenance costs, as businesses are forced to build and maintain their own platform; is challenging to scale without robust automation. Imagine having many microservices—how do you manage and govern them? And it becomes difficult to leverage high-value new cloud services in the public domain or ensure portability of workloads.

**IBM Cloud Pak strategy.** Provides flexibility, choice, consistency, synergy and value throughout a client's modernization journey in a hybrid multicloud world.

**Red Hat OpenShift and Runtimes.** With the acquisition of Red Hat, we are able to combine Red Hat's popular open source components with IBM expertise in services and middleware to provide even more flexibility and choice.

**Prescriptive guidance.** Provided through a capability called the Transformation Advisor, which scans applications and advises on which workloads are good candidates to modernize with IBM Cloud Pak for Applications.

## IBM high-level differentiators

- Public and private cloud consistency
- Enterprise content catalog
- Open innovation platform with no vendor lock-in
- ML and analytics using IBM Watson technology
- Multicloud management and integration
- Best practices and prescriptive guidance

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## Marketplace highlights

- A Capgemini study of more than 900 IT professionals attributes the rise of cloud-native applications to a desire to improve business agility (74%), increase collaboration with external partners (70%) and deliver better customer experiences (67%).<sup>1</sup>
- The market opportunity for private and hybrid clouds is experiencing double-digit growth. IBM estimates that 75% of non-cloud applications will move to cloud in the next 3 years, and that 66% of applications will be migrated through either “lift and shift” or modernization strategies.
- One of the underlying technologies fueling cloud growth is containers. IBM and Red Hat are members of the Cloud Native Computing Foundation. One of the highest velocity open source projects is Kubernetes. Containers help connect developers to production, which is the key tenet of DevOps because you can move the contents from development, quality assurance (QA), staging and production. Jay Lyman at 451 Research states “Organizations are looking at adopting container technology to address an increasingly chaotic IT infrastructure. They want a container-based platform for deployment across clouds.”

## Opportunity identification

- Visit the [IBM Cloud Paks sales and technical page](#) on IBM PartnerWorld® and watch the IBM Cloud Pak for Applications one-minute video.
- Familiarize yourself with the [Business Partner Sales Kit](#) information on Seismic and technical roadmap in the [Channel Technical Enablement Guide](#).
- Understand the *three* customer needs that are fulfilled with the IBM Cloud Pak for Applications offering.

## Business Partner questions when talking to clients and prospects

- Are you looking for ways to refactor and modernize existing enterprise applications?
- Do you need an agile DevOps cloud development platform, with integrated support for continuous integration (CI) and continuous delivery (CD) pipelines to rapidly create new cloud-native applications, microservices and APIs?
- Would you like to accelerate application deployment, leverage existing WebSphere investments and rapidly improve time to market?
- Do you need the ability to integrate and leverage data and services across multiple clouds in a security-rich environment?
- Do you have security and regulatory requirements that prohibit some applications from running in the public cloud?
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- Do you have data sovereignty or data residency requirements that prohibit storing specific data in the public cloud?

## Developers

- What’s your cloud-native app development strategy?
- Are you using your favorite development tools to create apps for Kubernetes or other container orchestration technology?
- Are you building microservices?
- Do you have WebSphere applications you are looking to refactor and modernize?
- Are you working in an application stack created by your enterprise architect that enables you to focus on delivering line-of-business (LOB) value without having to become full stack experts?

## Enterprise architects

- Does your DevOps platform provide end-to-end guidance to ensure a smooth microservices lifecycle from development to production?
- Do you have the ability to curate proven technologies, languages and runtimes into specific customized development frameworks to ensure your business process and governance needs are met?
- How do you secure containerized apps against malicious access?
- How do you automate deployment of workloads?

## CIOs and CTOs

- How are you approaching modernization of your application estate?
- What applications can’t be deployed on a public cloud due to regulatory or security and compliance requirements?
- Do you have a mix of existing WebSphere and new cloud-native applications?
- Are you looking for ways to leverage existing skills and software in the transition while having the flexibility to securely access APIs in the public cloud?
- How many cloud environments do you use, and how are you governing and managing provisioning and deployment across them?

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## Customer references and case studies

See what clients and Business Partners are saying here:

<https://www.youtube.com/watch?v=t1PgNr8VMLc>

<https://www.youtube.com/watch?v=j2PI2nCoMI8>

## Average deal size

IBM Cloud Pak for Applications is priced per virtual processor core (VPC) and available in perpetual or monthly licenses. The following illustrative list pricing is provided as is, without warranty and subject to change. Consult your local price book, including additional add-on parts not listed here.

### IBM Cloud Pak for Applications V3 PID 5737-L09

Perpetual (D24XJLL) USD 19,400 per VPC

Monthly (D24XHLL) USD 4,270 per VPC per month

Each purchased VPC of IBM Cloud Pak for Applications allows for deployment of the contained offerings based on the ratio in the following table. For example, 1 purchased VPC of IBM Cloud Pak for Applications allows up to 4 deployed VPCs of WebSphere Application Server.

1 unit of IBM Cloud Pak for Applications: n-Ratio-deployment	n-Ratio
WebSphere Application Server Network Deployment	1
WebSphere Application Server	4
WebSphere Application Server Liberty Core	8
Red Hat Openshift Container Platform with Kabenero enterprise and Red Hat Runtimes	1
IBM Cloud Private (Cloud Native Edition)	3
IBM Mobile Foundation	2

## Key industries

Financial services, healthcare, government—regulated environments that require the security and control afforded by an on-premises software offering.

## Key assets and additional resources

Visit, bookmark and share with your Business Partners *one* PartnerWorld page for IBM Cloud Paks sales and technical enablement: [ibm.com/partnerworld/cloud/paks](https://ibm.com/partnerworld/cloud/paks)

Visit, bookmark and share with clients: [ibm.com/cloud/cloud-pak-for-applications](https://ibm.com/cloud/cloud-pak-for-applications)

The IBM Cloud Pak for Applications Sales Kit provides enablement on the IBM Cloud Pak for Applications offering, including:

- A brief introduction and detailed description
- Market and solution offering overview
- Prospecting and opportunity identification
- Opportunity progression, including pricing, sizing, objection handling and competition
- Resources and collateral

Technical resources include the following, some of which will arrive after general availability:

- IBM Cloud Pak for Applications, foundation technology skills learning roadmap and badge
- IBM Cloud Pak for Applications technical roadmaps, technical presentations, Quick Start Guide
- IBM Cloud Pak for Applications demos and access to featured products
- IBM Cloud Pak for Applications reference architecture
- IBM Cloud Pak for Applications support and services
- Information on IBM Cloud Pak for Applications technical conferences and bootcamps.