

# Introduction to IBM Cloud Paks

The hybrid, multicloud market represents a USD 1.2 trillion opportunity, one that's comprised of software, services and infrastructure. One of the leading drivers that's accelerating this shift is the containerization of applications, along with the need for a common platform to support these critical workloads.

For the past two years, IBM and IBM Business Partners have been at the forefront of this digital transformation, reshaping the market with IBM Cloud Private, which is built on the open source container platform, Kubernetes. At the center of this strategy has been the containerization of the IBM software portfolio, including middleware, data, analytics and blockchain, providing clients with an accelerated path to modernization.

The results thus far have been transformational for clients, with many tangible benefits that include:

- An **84%** improvement in speed to market
- A **75%** reduction in operational expenses
- A **60%** increase in projects IT administrators can handle

Source: Ovum, *Delivering Business Value through Transitioning from Managing VMs to Orchestrating Containers*

In today's hybrid, multicloud reality, new challenges are emerging for our clients. These challenges include concerns about moving workloads between clouds, the connectivity between clouds and the need for a way to manage these multicloud environments consistently.

With the acquisition of Red Hat® now complete, IBM and its Business Partners are better equipped to address these challenges. It has enabled IBM to evolve its IBM Cloud Private story by aligning on Red Hat OpenShift® as the strategic Kubernetes platform and deliver end-to-end solutions that enable clients to address their multicloud challenges.

In July, IBM announced its first five IBM Cloud Paks:

- **IBM Cloud Pak for Applications** for developing new cloud-native applications and modernizing
- **IBM Cloud Pak for Data** for collecting, organizing and analyzing data
- **IBM Cloud Pak for Integration** for integrating applications, data, cloud services and application programming interfaces (APIs)
- **IBM Cloud Pak for Automation** for transforming business processes, decision and content
- **IBM Cloud Pak for Multicloud Management** for multicloud visibility, governance and automation

IBM Cloud Paks have greatly simplified how IBM goes to market with its hybrid cloud software portfolio and provides Business Partners with a two- to five-time services opportunity. Together, IBM and its Business Partners are well-positioned to become the undisputed leaders in today's hybrid, multicloud reality.

As our trusted value-added distributors (VADs), you have a critical role in this journey. Our ecosystem plays a significant role in helping IBM achieve its goals, and we need you to help us with identification, enablement and activation so our Business Partners can maximize on this USD 1.2 trillion market opportunity. The first step is identification, focusing first on Business Partners who fit any of the following profiles:

- Skills in containers, Kubernetes, microservices or application migration
- Existing experience with IBM software products across middleware, such as IBM WebSphere®, IBM MQ, IBM Db2®, IBM Integration Bus and so on, data, and analytics
- Strong consulting or services practices

The time has never been better to align with IBM. Let's work together to help ensure our Business Partners are fully activated to accelerate their clients on their cloud-native journey.

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