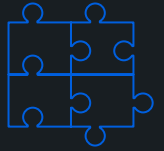


Tech Data Market Moment / IBM Cloud Pak for Integration

A complete set of integration capabilities to efficiently connect your applications and data wherever they live



Products featured

IBM Cloud Pak® for Integration

Elevator pitch

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.

An agile and hybrid cloud-ready integration strategy is one of the top priorities with chief information officers (CIOs) and chief technology officers (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 and to realign people and process. IBM has been a pioneer in agile integration architecture and runs integration modernization workshops that have proved to be a great tool to help customers transform to a more cloud-native, modern integration architecture.

The opportunity

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

Customers

IBM Cloud Pak for Integration provides value to existing IBM integration customers and 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 investments in on-premises IBM products and are unsure how these products can be used with their company'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 heritage data securely as application programming interfaces (APIs) to power development of cloud-native applications
- Modernizing existing integration to align with cloud-native technology such as containers and microservices
- Taking control of integration needs across a multicloud, multivendor hybrid environment
- Supporting various user roles for those with varying skill sets
- Handling unprecedented traffic volumes without compromising the quality of service
- Doing more with less—handling service user requests at scale while reducing 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, communications, manufacturing, travel and transportation, and so on.



Some of the key use cases across industries include:

- **Banking and finance.** Open banking, loan eligibility, near real-time payments, event-driven architecture
- **Retail.** Omnichannel integration, 360° view of customers, personalized customer experience
- **Healthcare.** Remote patient monitoring, patient profiling, medical record management, managing medical records and industry compliance
- **Insurance.** Risk profiling, claims processing
- **Communications.** Customer service management, new product launch
- **Government.** Public, federal, state and local single view of the citizen
- **Manufacturing.** Dispatch planning and logistics, end-to-end invoice and payment, supply chain management
- **Travel and transportation.** Flight rescheduling, fleet management, event-driven alert
- **Regulatory compliance.** Payment Service Directive 2 (PSD2), General Data Protection Regulation (GDPR)
- **Marketing.** Real-time next-best offer, campaign management
- **Customer service.** Personalized service at the point of interaction, digital experience

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
- Line-of-business (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

Partner targets

There are three key business drivers for IBM Cloud Pak for Integration sales: drive new engagement models and digital transformation, speed integration while reducing costs and reduce exposure to business and security risks. Following are the Business Partners who are likely to be successful:

- IBM Business Partners who specialize in integration and service existing install bases and have skills in one or more products that are part of an IBM Cloud Pak for Integration offering
- Business Partners with integration knowledge and understanding of container technologies such as Kubernetes, microservices and cloud transformation
- Business Partners selling into regulated environments and those 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
- Business Partners cross-selling IBM Cloud Pak for Applications and IBM Cloud Pak for Multicloud Management

IBM solution

How we can help

IBM Cloud Pak for Integration combines leading integration capabilities from IBM, for example:

- 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 designed for ease of use. IBM also provides 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 in a security-rich environment designed for reliability.
- Open up the enterprise and provide robust governance and visibility with improved security.
- Transfer data over the internet at high speeds, up to 100 times faster, regardless of size, distance or network condition.¹

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 facilitate zero downtime
- Common services designed for ease of operation and management and robust 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 options 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 as the majority of these integration players position themselves around the hybrid integration platform (HIP) message.

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

- **Multicloud by design.** The solution brings together cloud-native, containerized services on a Kubernetes foundation powered by the Red Hat OpenShift platform. This combination enables a cloud-ready deployment of capabilities and portability across multiple public or private cloud providers.

- **The most open and secure public cloud for business.** IBM Cloud Pak for Integration uses a purpose-built gateway based on DataPower technology, field-tested and security-rich.
- **Widest range of integration capabilities.** IBM brings together its proven and industry-leading² capabilities that support a wide spectrum of use cases such as APIs, event streaming, data copy and sync, data migration, messaging and so on.
- **Support for an extended user community.** User roles with different skill sets are supported—from a no-code API developer to a mainframe integration specialist.
- **Simple and flexible licensing.** The solution 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

- The integration market is estimated to grow at a 10.9% compound annual growth rate (CAGR) to become a USD 9.6 billion opportunity by 2023.³
- Portable cloud integration software will grow at a 38.4% CAGR to USD 2.8 billion.⁴
- **IBM is the market leader.** IBM had the highest market share (21.7%) in the combined integration market in 2018, comprising integration middleware, event-driven middleware and managed file transfer.⁴

Opportunity identification

Prescriptive actions

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 customers 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 new integration alternatives: modernize integration

- Look for requirements around enterprise service bus (ESB) replatforming and move to the Apache Kafka platform, microservices and API management.
- Offer an integration modernization workshop to uncover use cases.
- Lead with IBM Cloud Pak for Integration.

Customers with specific requirements: point products as entry point

- Lead with capabilities of the specific point product, such as IBM API Connect if the customer is looking for API management.
- Position IBM Cloud Pak for Integration as an added value rather than as a purchase of the point product.
- Remember, the IBM Cloud Pak for Integration deal actually offers more value at a price comparable to point offerings.

Starting questions

Find out the client's cloud strategy

- Are you moving to the 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? How do you integrate them with your core systems?
- Are you using SaaS applications such as Salesforce, Workday or ServiceNow? How do they integrate with your traditional IT systems?
- How will you quickly and securely move data in and out of the cloud? If multicloud use, how do you deal with data sync between clouds and on premises?

Identify integration patterns

- Are you on an API journey and looking for ways to securely unlock existing data in different systems and expose it as APIs? Pattern: IBM API Connect + App Connect + 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 very fast speeds? Pattern: Aspera + MQ

Customer references

- [CVS Health](#)—CVS Health adopts a modern approach to hybrid cloud integration

Business drivers and nine entry points to get started

- **Drive new engagement models** and digital transformation
 - **Create and manage** APIs to make core business functions available through new digital channels.
 - **Respond** to events in real time to deliver more engaging customer experiences.
 - **Access** data in a fast, security-rich and reusable way, no matter where it resides.

Speed integration while reducing costs

- **Accelerate** delivery with a more agile integration architecture.
- **Build** and deploy new, reusable integrations in minutes.
- **Reduce** costs and increase reuse and interoperability with simplified operations.

Reduce business risk and manage security and compliance requirements

- **Secure** your business while delivering engaging new services.
- **Protect** transaction integrity across networks and data sources.
- **Balance** workload demands to optimize resiliency and scalability of critical back-end systems.

Average deal size

IBM Cloud Pak for Integration is a software offering that can be deployed on premises or on any cloud. It's priced per virtual processor core (VPC) and available as a perpetual, committed term 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 27,200 per VPC
- IBM Cloud Pak for Integration VPC monthly license (D211KLL): USD 1,130 per VPC
- IBM Cloud Pak for Integration VPC committed term license (D2689LL): USD 907 per VPC per month (minimum commitment 12 months)

Key assets and resources

IBM Cloud Pak for
Integration Virtual
Sales Kit



Channel Technical
Enablement Guide



IBM Demos



IBM Cloud Pak for
Integration Marketing
Campaigns



Skills Gateway—IBM Cloud
Skills Curriculum



Accelerating Modernization
with Agile Integration



IBM Cloud Pak for
Integration Certifications
Administration (V2019.4)



IBM Cloud Pak for
Integration Certifications
Solutions Architecture (2020.1)



ROI Calculator—To get the latest copy of ROI calculator,
contact one of our experts.