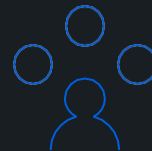


# Tech Data Market Moment / IBM Cloud Pak for Multicloud Management

Securely automate deployment, management and governance from a single control point, wherever your workloads run



## Products featured

IBM Cloud Pak® for Multicloud Management

### Elevator pitch

Managing multiple environments and applications is challenging and time consuming. Many organizations are concerned about consistency of management. Development, operations and security teams are all asked to balance the needs of the business with their daily roles: application monitoring, event and incident resolution, moving applications and so on.

IBM Cloud Pak for Multicloud Management delivers visibility, management, governance and automation across hybrid multicloud environments, regardless of the underlying infrastructure. The solution drives efficiency and keeps DevOps workflows from slowing down through application management and infrastructure automation. It protects the security posture of the organization with embedded, automated security and compliance protocols. All of this is maintained in a single open, comprehensive, award-winning<sup>®</sup> user interface.

## Customers

### What are customers struggling with?

- Customers are concerned about how to consistently manage a growing IT estate. Applications are deployed across a growing hybrid cloud environment and use both virtual machine (VM)-based and containerized workloads.
- They want to ensure their environment has consistent security policies across all workloads, regardless of provider. They also want to be able to manage applications and deploy and move them uniformly across providers.
- Customers are concerned about existing investments in on-premises IBM products and need help identifying which components of those investments they can use for their enterprise's cloud and digital transformation initiatives.
- Customers want to minimize friction and modernize integration to better support skyrocketing integration requirements without compromising security, scalability and resilience.
- They are demanding a way to manage the ballooning costs of multiple cloud provider environments.
- Customers want to create value from data sources within a hybrid cloud environment. This includes logs, tickets, events, incidents and more.

### Who's interested and why?

**Financial.** This customer is adopting a continuous integration and continuous delivery (CI/CD) approach and modernizing its applications and infrastructure. As a result, the organization has a spread of applications that are cloud-native and some that are traditional VM environments. To meet the demands of CI/CD, the customer needs a truly hybrid open source-based infrastructure as code (IaC) platform that uses common tooling for deploying and automating VMs and containers.

**Retail.** This customer wants to quickly bring new customer services to the market without compromising the user experience. Therefore, quickly understanding the health of all customer services and applications—and all on one screen—is essential.

**Communications.** This customer adopted a hybrid cloud strategy using public and private clouds. The organization needs to consistently apply security and compliance policies no matter where its container-based applications are deployed—at the edge, in the customer's private cloud or in one of its public clouds.



**All industries.** This customer is experiencing significant service downtime due to application outages and, based on these outages, faces an increasing issue with customer satisfaction. The customer wants to empower the operations team to improve efficiency by capturing and automating incident resolution knowledge and activity, thereby reducing downtime and the need for intervention.

#### Typical sponsors

- IT operations
- IT administrators
- CloudOps teams
- IT compliance teams
- Line-of-business (LOB) and app development teams
- Site reliability engineers (SREs)
- Transformation leaders

#### Typical influencers

- Application development leaders
- LOB leaders
- Heads of development
- Development managers

## Partner targets

Opportunity to sell to customers with incumbent IBM solutions:

- IBM® Tivoli® Monitoring
- IBM Tivoli Composite Application Manager
- IBM Application Performance Management
- IBM Cloud Automation Manager
- IBM Cloud Application Manager:
  - Business Partners who have application development and deployment skills and understand container technologies such as Kubernetes, microservices and cloud transformation; for example, process, migration assessments and strategies along with cultural organizational impacts
  - Business Partners selling in regulated environments who may be familiar with third-party cloud solutions and are focused on security of all application deployments across their public and private clouds
  - Business Partners adopting a managed service provider strategy who need to manage and optimize largeservice-critical systems for multiple customers

## IBM solution

#### How IBM can help

#### Value of our solution

- **Visibility across hybrid environments.** Gain unified VM, container and traditional infrastructure automation and management for any environment from a single control plane.
- **Application monitoring and modernization.** Deploy, move and monitor applications rapidly across hybrid environments.
- **Intelligent IT operations.** Take advantage of IBM Watson® AIOps, advanced analytics and machine learning to quickly respond to alerts and restore services.
- **Governance, risk and compliance.** Automate compliance, governance and policy enforcement at enterprise scale.

#### Key differentiators, competitive information

- **True hybrid cloud.** IBM Cloud Pak for Multicloud Management can provide visibility, governance and automation across traditional and cloud-native environments on multiple clouds—public and private—at enterprise scale.
- **Governance.** IBM Cloud Pak for Multicloud Management helps apply consistent security to application deployment, regardless of the destination.
- **Application management.** The solution meets the needs of LOB application owners and SREs with app-centric management and intelligent operations.
- **An open ecosystem.** IBM Cloud Pak for Multicloud Management is based on an open-core bring-your-own-technology (BYOT) model in which customers augment their best-in-class solutions with the capabilities of the IBM Cloud Pak.

#### Marketplace highlights

Enterprises are modernizing. With the hundreds of millions of applications that will be created in the next few years, managing and aligning those applications with business needs is a challenge. The ability to quickly deliver a secure way to manage hybrid applications will continue to be a primary focus for IT operations teams. The trend to integrate and automate development into the operations toolchains has now been augmented to include a focus on security. Market leaders are embracing DevSecOps and site reliability engineering by injecting automation into operations and integrating security up front in the DevOps process. IBM Cloud Pak for Multicloud Management supports all of these initiatives from a single control point for automation, management and governance of this hybrid cloud environment.

# Opportunity identification

## Prescriptive actions

- Identify customers with renewals of performance management accounts, for example, Tivoli Monitoring, Tivoli Composite Application Manager and Application Performance Management. Help these Business Partners communicate the value of IBM Cloud Pak for Multicloud Management.
- Identify customers with renewals of event management accounts, for example, IBM Netcool® Network Management. Help them communicate the value of IBM Cloud Pak for Multicloud Management.
- Evaluate the current skill set and skill gap for identified Business Partners for IBM Cloud Pak for Multicloud Management.
- Build a demand generation engine for IBM Cloud Pak for Multicloud Management.

## Starting questions

- Does your customer run containers or plan to?
- Is your customer struggling with automating certain processes or hybrid cloud management?
- Is your customer using and managing other IBM Cloud Pak solutions?
- Does your customer use public and private clouds, or two or more of any kind of cloud? For example, Amazon Web Services (AWS), Google, Microsoft Azure, IBM, Red Hat®, Pivotal or VMware vSphere?
- Does your customer want to govern and manage cloud spend in those clouds?
- Does your customer need to monitor VM, container and hybrid applications for health and to avert outages?

## Customer references, case studies, use cases

- [IBM Think 2020 Session with Ilmarinen](#)
- [Financial Services Short Use Case](#)


## Average deal size


IBM Cloud Pak for Multicloud Management has two paid editions and is priced per managed virtual server (MVS) and available in perpetual or monthly licenses.


- Monthly USD 412 per MVS D24QYLL (zLinux PN D24QZLL)
- Perpetual USD 9,890 per MVS D24QTLL (zLinux PN D24QWLL)


# Key assets and resources

IBM Cloud Pak for Multicloud Management Sales Kit  
Seismic 

Virtual Sales Kit for IBM Cloud Pak for Multicloud Management and Watson AI Ops 

IBM Cloud Pak for Multicloud Management Web Page 

IBM Cloud Pak for Multicloud Management Demos 

IBM Cloud Pak for Multicloud Management Webinars 

# Positioning for technology service providers (TSPs)

IBM Cloud Pak for Multicloud Management is relevant to TSPs looking to manage costs and assets across cloud providers. TSPs can use existing applications and current deployment options and support metering, monitoring and cost management at scale on multiple cloud providers. They can use the IBM Cloud Pak for Multicloud Management solution's anomaly detection, data and billing consolidation, and budget creation and enforcement, both internally for costs savings and in customer engagements.