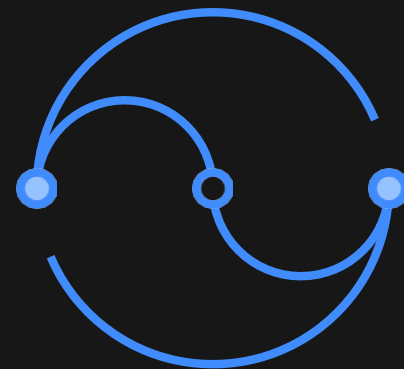# Cloud Pak for Watson AIOps

Transform IT Operations management, reduce operational costs, enhance IT resiliency and accelerate the AIOps journey

Product featured

IBM Cloud Pak for Watson AIOps

Elevator pitch

IBM Cloud Pak for Watson AIOps is an AIOps solution that deploys advanced, explainable AI across the IT Ops toolchain so Clients can confidently assess, diagnose and resolve incidents across mission-critical workloads. IBM Cloud Pak for Watson AIOps can intelligently and adaptively Automate Recurring Tasks, ships with pre-built and tested ML models trained on IBM public/private clouds to produce results on day one – including deriving insights from unstructured data. Help partners transform their client's IT operations management, reduce operational costs, enhance IT resiliency and accelerate their AIOps journey.

If you're looking for IBM® Netcool® Operations Insight or any previous IBM IT management offerings, IBM Cloud Pak for Watson AIOps is the evolution.

Customers

What are customers struggling with?

Decision Makers are worried about:
– **Financial Risk** - Applications where IT related outages do or can represent ~$0.75M+ in cost, broadly considered (i.e including. reputational damages, financial or regulatory penalties, etc). Sensitivity to significant, unexpected costs that could arise from an IT outage (direct costs or opportunity costs).
– **Modernization** - Interest in transforming the organization to adopt modern IT Ops / AIOps approaches to enable the transition from reactive incident management to proactive incident avoidance.
– **Opportunity & Brand** - Sensitivity to reputational damage from an offline system or major outage, for example if it would compound with another recent outage to harm their brand or build on existing concerns about the health of the firm.

Influencers/Practitioners are worried about:
– **Reliability** - Concerns or anxieties over IT system health, reliability & resilience of IT systems amid increasing complexity.
– **Modernization** - Frustrated spending time on reactive incident resolution rather than innovation and strategic initiatives, like automation.

Who's interested and why?

– **Operations managers** at midsize-to-large cross-industry enterprises worldwide who need to ensure availability and continuous delivery of new applications, services and infrastructures.
– **IT organizations** with siloed data lacking context who could benefit from cross-domain data aggregation and holistic analytics with topological context to realize the potential of AIOps solutions.

Typical sponsors

– Operations/IT leaders
– Chief Technology Officers (CTOs)
– Chief Information Officers (CIOs)
– Transformation leaders
– OTHER: IT Ops Manager/Director, SRE,
  Digital Transformation Leader

Typical influencers

– Line-of-business (LOB) leaders
– Application development leaders
– Heads of development
– Development managers
– Site Reliability Engineers (SREs)

What are the key Industries to focus on?

– Highly Regulated Industries
– Government Entities
– Telecommunications
– Finance
– Any industry with complex IT operations

Partner opportunity

– IBM middleware, largest opportunity to sell into incumbent
  operations management accounts, for example, IBM Tivoli®
  Netcool/OMNIbus, IBM Netcool Network Management, and
  Netcool Operations Insight.
– IBM Business Partners who have IT and network operations
  skills and understand container technologies, such as
  Kubernetes and microservices, and cloud transformation,
  such as process, migration assessments and strategies,
  and cultural organizational impacts.
– Business Partners selling into regulated environments and
  those who may be familiar with third-party cloud solutions.
– Business Partners who are adopting a managed service
  provider (MSP) strategy and need to manage and optimize
  large service-critical systems for multiple customers.
– Business Partners guiding customers along their journey
  to AIOps.

IBM Solution

How can we help?

IBM gives you advanced analytics capabilities with a dynamic,
cross-domain topological foundation to your operations at true
enterprise speed and scale. IBM Cloud Pak for Watson AIOps
has been developed to help your operations teams focus on
what's most important to the vitality of your business. It has
reduced the number of trouble tickets exposed to operations
by up to 75%, improved mean time to repair (MTTR) by up to
80% and reduced IT incidents by up to 85% for numerous
customers.

Value of the IBM solution

– **Connect, observe and ingest**. Manage virtually any source
  across local, hybrid and multicloud environments.
– **Reduce noise and incidents**. Use machine learning and
  advanced topological analytics to organize automatic
  consolidation and grouping of events into smarter and
  actionable incidents.
– **Acclimate to your applications**. Cloud Pak for Watson AIOps
  learns a healthy baseline and uses that to detect anomalous
  behavior.
– **Anticipate**. Detect anomalous behavior to identify emerging
  incidents before customers are impacted.
– **Get relevant context**. Quickly understand what's happening
  or what happened with enriched and relevant context to
  speed up probable cause determination.
– **Automate response**. Create, manage and execute a guided
  or fully automated response for rapid incident resolution.
– **Collaborate**. Work smarter with enriched tickets and
  stay connected with relevant stakeholders for effective
  collaboration.

Key differentiators, competitive information

Complete observability of the application environment.
– Drive rapid time to value by detecting, identifying, acting
  on incidents with automation and proactive application
  management.

Closed-loop processes to enhance DevSecOps.
– Apply intelligence and optimize applications with data and AI
  across the ITOps and CI/CD toolchain by extending clients'
  existing investments.

Application-centric insights, recommendations, automation.
– Break IT silos and put business applications at the heart -
  baseline, curate, and highlight most relevant data across
  structured and unstructured data types without manual
  "deep-dive" investigations.

Service and topology management.
– Market-leading dynamic, cross-domain topological
  foundation for analytics.

Market leader with a proven solution.
– Advanced analytics-driven event consolidation solution.

Hybrid and multicloud management.
– Hundreds of out-of- the-box integrations for effective
  management across your local, hybrid and multicloud
  environments.

Trusted scalability and resilience.
– Scalability, redundancy and failover for DevOps-at-scale
  deployments.

Marketplace highlights

The migration of workload to the cloud has had an obvious
impact on IT operations management. Environments are
now more complex, spanning multiple clouds and hybrid
deployments, and container technologies allow for a more
dynamic application set with flexible architectures. As a result,
operations teams have more to monitor. Emerging AIOps
solutions replace multiple disparate IT operations tools with
a unified, intelligent and automated IT operations platform,
enabling teams to respond more quickly by bridging the gap
between an increasingly diverse, dynamic IT landscape that is
difficult to monitor. AIOps has relevance across all segments
of the IT Ops Management Market ($19B in 2021 & 20-35%
CAGR over the next 5 years per Gartner). The opportunity and
interest is very significant.

Opportunity identification

**Prescriptive actions to take to get going right
away**

– Create a target list of Partners who have renewals for
  older Netcool products, such as Tivoli Netcool/OMNIbus,
  IBM Tivoli Netcool/Impact, Netcool Network Management,
  IBM Tivoli Network Manager and IBM Netcool Configuration
  Manager. Get them to introduce the value of IBM Cloud Pak
  for Watson AI Ops.
– Talk about the easy trade-up path, which protects their
  financial investments and better positions them for realizing
  the value of AIOps.
– Understand that the latest version of the product has been
  rebuilt to run on a private cloud and includes cutting-edge
  analytics technologies.
– Highlight with Business Partners the upsell options available
  with Instana and Turbonomic.

Starting questions/Conversation starters

– How many monitoring tools do your operations use?
– Do you experience regular or long outages when issues
  arise in your environment?
– Are your teams using advanced analytics and dynamic
  topology to assist in resolving application and environment
  issues?
– Are you looking to increase your speed and ability to
  collaborate to resolve issues?
– Are you modernizing your environment and finding it
  difficult to track your on-premises and cloud applications
  in a consistent way?

Customer references, case studies, use cases

Blekinge Regional Council: Monitor and manage IT systems
across the enterprise.

Blekinge Regional Council gained a holistic view of and
ability to centrally monitor its myriad IT systems when IBM
Business Partners Atea and Compose IT Nordic AB used an
agile approach to implement the Compose Operation Platform,
which includes the IBM® Watson AIOps Event Manager
application and Compose Collection modules for dynamic
event management and alert routing.
Learn more

Top use cases

Application impact avoidance:
Correlate across all relevant data sources. Detect hidden
anomalies, anticipate issues and resolve faster. Proactively
avoid risks and automate runbooks for more efficient
workflows.
See the demo

Platform operations:
Deliver customer value at scale by bridging across DevSecOps
processes and deliver code faster to production by anticipating
issues and risks. Integrate with collaboration platforms to
foster a SRE culture.

AIOps Optimization:
Overcome tool limitations and realize AIOps benefits with
pre-built ML models and a single shared AI tool chain to train,
operationalize and trust your AI-based insights.

Key assets and additional resources

AIOps & Integration home page on Seismic

Cloud Pak for Watson AIOps Sales Kit

Value Proposition (Sell Partners)

Channel Sales & Technical Enablement

Understanding AIOps Basics

Learn Watson AIOps Level 1

Learn Watson AIOps Level 2

Learn Watson AIOps Level 3

Channel Sales Enablement Webinars

What's the "AI" in "AIOps"?

Introducing IBM Cloud Pak for Watson AIOps

Sales Play & Upgrade Guide

Watson AIOps Sales Play

Grab and Go Sales Campaign Blitz - AIOps

Demo (and POC Training)

Proactive Incident Resolution

Extend and enhance your IT Operations tools

Advanced Technical Training

Channel Technical Enablement Guide

Automation on PartnerWorld

Cloud Pak for Watson AIOps Explainer

Cloud Pak for Watson AIOps IBM.com

IBM AIOps & Management Community

Positioning for technology service/solution providers (TSPS) – why might they care about this offering

Services Attach Cloud Integration Expert Labs

NEW: Attach Expert Labs Services to all your Cloud Pak and IBM RPA deals within 30 days of the license deal and earn 4% of the TCV at Signing!!! Strategic OEM Implementation Services Seismic Link

Duration: 1-3 Weeks |Price of $15K - $45K |Remotely Delivered (T&L not included)

Offerings	Flyer	Part #
Turbonomic	Link	Link
Humio	Link	Link
Sysdig	Link	Link
Hazelcast	Link	Link