

Cloud Pak for Integration

Automate integrations to improve
application speed and quality



Product featured

IBM Cloud Pak for Integration

Elevator pitch

Businesses are on a break-neck journey to digital transformation. As Gartner notes, the net result is “tremendous pent-up demand for speed of automation and integration.” But speed without the right approach will only get you to the wrong place faster. An API built too quickly or without proper testing can cause significant rework, costing time and money, as well as impact to application performance and ultimately, reputation. Effective integration is delivered not only quickly, but with quality. To integrate faster and better, every integration must be automated, leveraging best practices and built-in reuse; closed-loop, applying AI to real-world operational data to identify issues and recommendations, driving continuous improvement; and multi-style, bringing together the right combination of integration capabilities as opposed to one-style-fits-all. IBM Cloud Pak for Integration is the solution to deliver both speed and quality, improving your integrations and your applications. With it we’ve seen companies deliver 300% faster, eliminate over 33% of their costs and increase overall operational efficiency, while maintaining enhanced security, governance and availability.

The Opportunity

Enable partners on IBM’s technology and methodology to drive this discussion with customers and new prospects. Change the conversation with your customers and become their trusted advisors on journey to cloud.

Customers

Cloud Pak for Integration provides value to both existing IBM Integration customers as well as 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 existing investments in on-premise IBM products and unsure on how these can be leveraged with the enterprise’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 opportunities shift new ventures into SaaS, IoT, Business automation or AI
- Unlocking legacy data ‘Securely’ as APIs to power development of new cloud native applications for increased customer engagement
- Automate and improve agility of existing integration to align with cloud native technology like Containers and Microservices
- Taking control of integration needs across a multi-cloud, multi-vendor hybrid environment
- Supporting a variety of user roles who have varying skill sets
- Handling unprecedented traffic volumes without compromising the quality of service
- Doing more with less – accelerate response times and service user requests at scale faster while lowering costs

Who's interested and why?

Companies in every domain need modern integration capabilities. This offering is relevant to ALL industries including financial & banking, insurance, government, healthcare, retail, telecom, manufacturing, travel and transportation etc

Some of the key use cases across industries include:

- **Banking & finance** – open banking, loan eligibility, near-real time payments, event-driven architecture
- **Retail** – Omnichannel integration, 360 view of customers, personalized customer experience, real time inventory visibility
- **Healthcare** – Remote Patient monitoring, Patient profiling, Medical record management, industry compliance
- **Insurance** – Risk profiling, claim processing
- **Telecommunications** – customer service management, new product launch
- **Government** – Public. Federal, state and local single view of the citizen
- **Manufacturing** – Dispatch planning and logistics, e2e invoice and payment, supply chain management
- **Travel & Transport** – Flight rescheduling, fleet management, event-driven alert
- **Regulatory compliance** - for example PSD2, 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 enterprise or commercial segment

Customers on a cloud journey, including but not limited to –

- Customers launching **mobile/digital initiatives** and looking at an API strategy
- Customers adopting any **SaaS application**
- Customers **migrating data** to cloud infrastructure

Typical sponsors

Decision Maker - those who have the ability to authorize and/or approve the purchase of a solution include -

- IT Architect / Enterprise Architect
- CTO / CIO
- IT Director
- Digital Transformation Leader

Typical influencers

Influencer – those who conduct the research and provide recommendations for new solutions

- Application Development Leader
- Line of Business Leader
- Head of Development
- Development Manager
- Head of IT infrastructure

Practitioner – those who will ultimately be using the solution in their day-to-day work

- Integration Specialist
- API Developer
- Application Developer
- Connectivity Developer

Partner opportunity

There are 3 key business drivers for Cloud Pak for Integration sales:

- Drive new engagement models and digital transformation.
- Speed integration while reducing costs.
- Reduce exposure to business and security risks.

Following are the partners who are likely to be successful:

- Existing IBM Integration Partners who service existing install base and have skills in one or more products which are a part of the 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 who may be familiar with third-party cloud solutions
- Business Partners with inroads into Line of Business execs for discussions around SaaS adoption and API Economy
- IBM Cloud Private partners who can expand the conversation to Integration Modernization using Cloud Pak for Integration
- Red Hat Partners, particularly those who are focused on Open Shift Container Platform
- Business Partners cross selling IBM Cloud Pak for Applications & IBM Cloud Pak for Multi Cloud Management.
- Business Partners with Kafka experience who are looking to expand their skills portfolio and increase appeal in customers choosing Kafka
- Business Partners with experience of IBM MQ who are looking to build new/more cloud-native skills to help move forward with their existing customer base

IBM Solution

IBM Cloud Pak for Integration combined industry leading integration capabilities from IBM, viz.

- API integration (IBM API Connect)
- Application integration (IBM App Connect)
- Security gateway (IBM DataPower Gateway)
- Enterprise messaging (IBM MQ)
- Event streaming (Confluent) – separately priced add-on
- High speed data transfer (IBM Aspera)
- Robotic Process Automation (IBM RPA)
- Process Mining (myInvenio from IBM)

How can IBM help?

IBM Cloud Pak for Integration gives the customer a jump-start on integration modernization. It comes with IBM's proven integration capabilities available in cloud native form supported by an easy and flexible licensing model. IBM also provides the integration modernization guidance compiled as eBook and podcasts to help customers move to **Agile Integration Architecture**. This powerful combination of cloud-ready technology and agile integration methodology fuels the customer's journey to cloud and accelerates cloud adoption.

Value of the IBM solution

Breadth of integration capabilities

- API centric integration to rapidly unlock business data and assets as APIs
- Build APIs in minutes without having to code
- Rapidly integrate on-premise and SaaS applications to deliver value faster
- Stream real time events and respond to occurrences of interest
- Move data across distributed applications securely and reliably
- Securely open up the enterprise and provide end to end governance and visibility
- Store and reuse integrations to accelerate deployments while removing skills barriers
- High speed data transfer up to 100 times faster at any size, distance or network condition

Cloud ready offering

- Containerized cloud native deployment of all services
- Designed for Kubernetes Operator deployments for cloud-native DevOps
- Dynamic scaling to handle unpredictable workloads
- Agility to rapidly address ever-growing business requirements
- Resilient and fault tolerant deployments to ensure zero downtime

- Common services providing ease of operation and management and end-to-end visibility and monitoring across different integration services

Flexible consumption model

- Simple licensing model with freedom to use any capability within entitled limit
- Flexibility to deploy integration capabilities on containers or in traditional style, enabling adoption of containers at customer's pace
- Easy trade-up from Integration products to protect existing investments

Key differentiators, competitive information

The competitive landscape for integration is dramatically changing as well-funded, pure-play iPaaS providers, open-source integration tool providers and low-cost integration tools continue to emerge. Hybrid Integration Platform is becoming a crowded space with majority of these integration players positioning themselves around the HIP message.

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

- **Multi-cloud by design** – Cloud Pak for Integration brings together cloud native, containerized services on a Kubernetes foundation powered by Red Hat OpenShift. This enables a cloud ready deployment of capabilities and portability across multiple cloud providers, public or private cloud.
- **Secure to the core** - IBM provides proven DMZ and hybrid ready security and performance with a gateway that's never been hacked in 15+ years, that provides 30K transactions per second of performance, that has resiliency and scaling automation built in to improve operations for your integration admins.
- **Widest range of integration capabilities** - brings together IBM's industry leading capabilities, proven and 'best of the breed', and supports a wide spectrum of use cases like APIs, Event streaming, data copy/ sync, data migration, messaging etc.
- **Builds on an Automation Platform** – leverages automation and AI to accelerate every step of the integration lifecycle, removing manual steps, and delivering better outcomes faster through improvements based on feedback driven by real-world data from each business deployment.
- **Support for extended user community** - supports user roles with different skill sets – from a no-code 'API developer' to a mainframe 'integration specialist' with integrations stored for reuse in an asset repository.
- **Simple & Flexible Licensing** - has a single metric and provides complete flexibility to freely move across capabilities (or across containerized & traditional deployment) within the overall entitlement.

Marketplace highlights

The Integration market is estimated to grow at 10.9% CAGR to become a \$9.6B opportunity by 2023.

- **IDC:** Portable cloud integration software will grow at a 38.4% CAGR to \$2.8 billion.
- **Gartner:** Hybrid Integration Platform High growth segment.

IBM is the market leader - According to IDC, IBM has the highest market share (26%) in the combined integration market in 2018 (comprising integration middleware, event-driven middleware and managed file transfer).

Opportunity identification

Prescriptive actions to take to get going right away

Existing IBM Integration install base - Shore the base and Expand

- Discuss trade up to Cloud Pak for Integration for every S&S renewal coming up on individual integration products
- Offer an Integration Modernization workshop to help them design a strategy to unlock business value in their existing assets while accelerating new product design & deployment
- Elevate the conversation, uncover newer use cases and sell growth

Customers looking for modern integration alternatives – modernize and automate integration

- Look for requirements around ESB re-platforming, move to Kafka, Micro services and API management
- Offer Integration Modernization workshop to uncover use cases
- Lead with Cloud Pak for Integration

Customers having specific requirements – point products as entry point

- Lead with capabilities of the specific point product like MQ, App Connect or API Connect if the customer is looking for API Management.
- Position Cloud Pak for Integration as a value-add rather than buying the point product.
- Remember, a Cloud Pak for Integration deal is actually more value at a price comparable to point offerings

Starting questions/Conversation starters

Find out client's cloud strategy

- Are you moving to cloud; do you have a strategy for running integration on-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 integration & technology landscape

- How many integration offerings do you have? What types of integration do you perform? Do these integrations vary by business department?
- 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 (Salesforce, workday, service now)? How do they integrate to your traditional IT systems?
- How will you quickly and securely move data in & out of the cloud? If Multi Cloud use, how will you deal with data sync between clouds and on-prem?
- Are you trying to increase automation in your business?
- Has your business identified that changing integrations is the bottleneck that slows down business response to opportunities?
- See Cloud Pak for Integration Prospecting content on [Seismic](#)

Identify integration patterns

- Are you on an API journey and looking for ways to securely unlock existing data in different systems and expose this as APIs? (Pattern: API Connect + App Connect + MQ)
- Are you looking to embrace Kafka for real time interactions and still maintain proven reliability of MQ from critical transactions?" (Pattern: Confluent + MQ)
- Are you looking to securely send all types of data to all global locations at really fast speeds? (Pattern: Aspera + MQ)

Customer references, case studies, use cases

Customer references

- [CVS Health adopts a modern approach to hybrid cloud integration](#)
- [Tabadul ushers in a new era when it migrates to microservices](#)
- [Digital Ajman delights citizens with integrated services](#)
- [MNG Kargo uses app integration to drive modern convenience](#)

Business drivers and entry points

Here are the 3 main business drivers and entry points for you to explore:

Business Drivers

9 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, secure and re-usable way, wherever the data resides

Speed integration while **reducing costs**

Accelerate delivery with a more agile integration architecture

Build and deploy new, re-usable integrations in minutes

Reduce cost and increase reuse and interoperability with simplified operations

Reduce business risk and meet security and compliance requirements.

Secure your business while delivering new engaging services

Protect transaction integrity across networks and data sources

Balance workload demands to optimize resiliency and scalability of critical backend systems

For detailed information & specific use cases for above entry points go to

– [Cloud Pak for Integration sales kit](#)

Average deal size (cost range), SW/Services ratios, average sell cycle

IBM Cloud Pak for Integration is a software offering which can be deployed on-premise or on any cloud. It is priced per Virtual Processor Cores (VPC) and is available in perpetual, committed term or monthly licenses. Deal size is a function of which capabilities are being utilized.

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 Virtual Processor Core License + SW Subscription & Support 12 Months (D20ZBLL) - \$27,200 / VPC
- IBM Cloud Pak for Integration Virtual Processor Core Monthly License (D211KLL) - \$1130 / VPC per month
- IBM Cloud Pak for Integration VPC committed term license (D2689LL): \$907 / VPC per month (minimum commitment 12 months)

Key assets and additional resources

Cloud Pak for Integration sales kit <div></div>	ROI Calculator <div></div>
Channel Technical Enablement Guide <div></div>	IBM Training <div></div>
IBM Demos <div></div>	Cloud Pak for Integration sales kit <div></div>
Cloud Pak for Integration Marketing Campaign <div></div> <p>(requires registration for My Digital Marketing here) Register here</p>	IBM Cloud Pak for Integration – Asset Collection <div></div> <p>(requires registration for My Digital Marketing here) Register here</p>
Agile integration pdf book <div></div>	Administrator Certification <div></div>
Solution Architect Certification <div></div>	