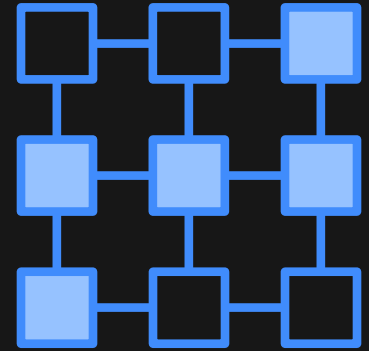


Instana by IBM: Observability APM Roadmap

Discover the leading observability
APM monitoring technology



Product featured

IBM Observability by Instana APM

Elevator pitch

Modern applications, services, and environments are continuously becoming more complex. Traditional monitoring tools lack the visibility that's required to manage the performance of these new environments. Instana's Enterprise Observability Platform, powered by Automated APM, delivers full visibility by automatically ingesting observability metrics, tracing every request and profiling all processes across 250 microservice platforms, fourteen different languages and the CI/CD pipeline. Instana discovers, maps, and monitors the full application stack, including all inter-dependencies, providing immediate feedback after any change.

Automatic Kubernetes monitoring, serverless support and cloud platform monitoring empower comprehensive application observability and actionable information with full context so DevOps teams can optimize pipelines and applications. Automated root cause analysis finds problems quickly, leveraging the only observability analytics that correlates metrics, traces, profiles, and CI/CD pipeline information together.

Customers

What are customers struggling with?

Complexity of microservice environments

- Do you take between a week, or two or maybe a month to be able to get the root cause of an issue?
- Do you struggle with the amount of people needed, a team of 3, or 4-10 people or more to keep doing accurate monitoring, or do you wait for those teams to be available to do a deployment?

Stability of new releases / changes

- Do you have the information of all the systems and applications to be able to quickly make a decision of role back?
- Does your company depend on certain personal to be able to understand the impact of fixes, changes, releases (good and/or bad) and are these teams able to take sick days or vacations without affecting or hurting operations?

Correlation of issues across Application, Platform, Infrastructure, and services

- Are you able to see in real near time or less than a day the erroneous causes of changes that impact the business?
- Is anyone in the team capable of understand the health of the infrastructure and what applications might be getting hit by a malfunction, or how much business and when it is impacting the company?

Who's interested and why?

ALL companies are talking about “automation”, to achieve better results you need the correct architecture and to monitor it:

- Medium sized (1K-5K) and Large enterprise (>10K)
- Business Critical eCommerce
- Cloud-focused modern software factories (all industries)
- High CI/CD and DevOps maturity
- High container, K8s, microservices on hybrid cloud infrastructure
- Companies with existing APM

The value of deployment services should be 2X to 3X over the value of licenses sold

Typical sponsors

- DevOps
- Site Reliability Engineers (SREs)
- IT, IT Operations, IT Infrastructure
- Architecture Leaders
- Engineer / Dev Lead / Developers

Typical influencers

- CIO
- CTO
- VP IT

What are the key Industries to focus on?

- Holding Companies
- Computer Software
- IT Services
- Telecom/Communications
- Retail
- Fin/Serv

Partner opportunity

Business Partners with skills in DataOps, container skills such as Kubernetes, along with analytics and AI skills.

- IBM Cloud Pak Business Partners along with IBM Hybrid Data Management and IBM UG&I Business Partners willing to team up with other IBM Data Science and AI Business Partners who have skills that they are lacking.
- Analytics Business Partners who may have customers interested in cloud deployments
- Red Hat, Turbonomic or Pivotal Business Partners, especially those who have been trained on OpenShift
- System integrators (SIs) with analytics and cloud practices, including global system integrators (GSIs) and regional system integrators (RSIs)

These Business Partners already have an advantage in terms of certain needed skills and have shown a propensity to drive sales with their customers in these respective areas.

IBM Solution

How can IBM help?

Automatically observe, monitor, and fix any application, service, or request with Instana Application Performance Monitoring.

– Automation: Automate discovery & configuration

Gain full observability in dynamic environments with auto discovery. Trace every request, record all changes, get 1 sec granularity metrics - no wasted time, no blind spots, always accurate monitoring.

– Context: Turn data into contextual info

Understand all application inter-dependencies to diagnose issues and determine impact. Instana contextualizes raw data into meaningful information providing an interactive model of relationships between all entities in real-time.

– Intelligent action: Prevent issues with actionable alerting

Proactively detect and remediate issues with an understanding of contributing factors. Analyze every user request from any perspective to quickly find and resolve every bottleneck.

Key differentiators, competitive information

- Complete and accurate data fidelity (100% traces)
- Detect hidden issues with real-time (1 sec) granularity
- Transparent & predictable pricing (sometimes ½ the cost)
- True Automated Discovery and Config (production injection)
- Intuitive User Interface with strong Dashboard filtering capabilities
- Analyst leader for modern tech (cloud, containers, microservices)

Marketplace highlights

- **Risk:** Realtime understanding of EVERY relationship and interdependencies, from infrastructure health to application services to customer experience.
- **Revenue:** Instant detection of anomalies allow for continuous performance improvements and efficient use of resources.
- **Efficiency:** True Automatic Discovery in complex ephemeral landscapes. Zero config overhead to monitor Infrastructure and Applications.

Opportunity identification

Prescriptive actions to take to get going right away

- Identify Business Partners with skills described previously.
- Evaluate the current skill and skill gap for identified Business Partners for IBM Cloud Pak for Data.
- Use sales and technical enablement for faster Business Partner activation to fill in gaps.
- Identify Red Hat OpenShift microservices Business Partners and customers who want to expand database services.
- Co-marketing campaign with IBM assistance.
- Help Business Partners get access to a demo, trial and proof-of-concept (POC) software and systems
- IBM PartnerWorld® Value Package and Software Access Option, IBM Cloud Pak Experience and IBM Garage™.
- Contact IBM about the demo resale program, offering purchase or lease, or create a sandbox of your own for Business Partner use.

Starting questions/Conversation starters

Questions for Deployment Frequency:

Rapid delivery cycles with high quality

- Do you automate discovery and configuration in your current application performance monitoring process?
- Would it be helpful if you could automatically ingest observability metrics, traces and events?
- Does your current APM automatically see changes to your infrastructure? How about when new applications are pushed?

Questions for DevOps:

Tool sprawl and burnout from incident fatigue

- How do you currently make sense of your data as it relates to application performance monitoring?
- Are you looking for a way to contextualize all application, service and infrastructure interdependencies?
- Would it save your team time if you didn't have to change your app's code to add monitoring?

Questions for Technical Complexity:

Modern applications missing their service level objectives

- Would it be helpful to take immediate intelligent action on any application performance issue?
- How does your team currently use intelligence to address application performance issues?
- How widely used is your APM? Would a business person use it? Instana's adoption rate is really rapid at our clients. (In places where a previous APM had 500 users for 10 years, we got to 650 in 5 months.)

Customer references, case studies, use cases

Case studies

- [PathMotion](#)
- [Vivy](#)

Use Cases:

- Application Performance Management
- Website Monitoring
- Mobile App Monitoring
- Application Monitoring
- Synthetic Monitoring
- Service Level Monitoring
- Kubernetes Monitoring
- Serverless Monitoring
- Infrastructure Monitoring

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

Estimated average deal size = \$100,000 USD.

Typical deals range from \$35K – \$200K USD.

Average sales cycle is 3-6 months

Key assets and resources

[Instana Sales Kit on Seismic](#)



[Manage Microservice Applications Fundamentals](#)



[Instana Webinars](#)



[Instana Documentation](#)



[Instana's APM Observability Sandbox](#)



[Instana Support](#)



[Instana Partner Technical Enablement Guide](#)

