

Automate IBM WebSphere operations

Quickly unlock value with increased security, resiliency and performance



Product featured

IBM WebSphere Automation for IBM Cloud Pak for Watson AIOps (Short Name: IBM WebSphere Automation)

Elevator pitch

Organizations are challenged to transform fast while maximizing ROI and to keep traditional and modern applications running together. Such massive transformation programs are hard to greenlight and most fail to deliver immediate results. By leveraging AI-powered automation, organizations can achieve immediate savings and business benefits, while laying a solid technology foundation for future growth. IBM WebSphere Automation enables teams to modernize and secure their IT estate, adapt, and respond to incidents efficiently and optimize WebSphere operations. WebSphere system operators and administrators can reduce the cost, effort, and risk of addressing vulnerabilities, automate critical activities, preserve uptime with automatic early detection of incidents. IBM WebSphere Automation removes manual toil to help teams focus on unlocking new value, extending the life, and increasing the ROI of WebSphere investments.

Customers

What are customers struggling with?

WebSphere Automation can lower the costs of operations

- Automation reduces the manual toil of administrative and operations efforts, minimizing the cost and complexity of managing WebSphere and Liberty environments.

WebSphere Automation can improve the security of applications and environments

- Reducing security vulnerabilities and outages is critical to our WAS and Liberty clients
- Security and vulnerability testing adds considerable time, effort, and expense to rolling out new applications and environments. Automating these activities leads to improved time-to-value and reduces the risk of costly outages.

Who's interested and why?

Who: Every WAS and Liberty client and prospect

Why: **Unprecedented convergence** of technological, social, and regulatory forces is contributing to the following issues (as self-identified by our WAS clients)

- Complexity of their WebSphere estates causes time to market challenges
- Reducing high operational costs
- Lack of cloud technology experience makes managing complexity difficult

Typical sponsors

- Operations
- Architect
- Developer
- WebSphere/Application Server AdministratorEngineer/Dev Lead/Developers

Typical influencers

- All Operations LOB
- Lead Architect / Architect LOB
- Lead Developer / Developer LOB
- WebSphere Practitioners

What are the key Industries to focus on?

All industries can benefit. Regulated industries such as finance, insurance, healthcare and government have additional data requirements that warrant this offering. WebSphere Application Server and Liberty have strong install bases across all industries, and any WebSphere Application Server or Liberty client can benefit.

Partner opportunity

- Partners who have resold IBM middleware. Create a new revenue stream within an existing customer set.
- A Business Partner looking to build a new cloud transformation and application development practice and sell to regulated customers in financial services, healthcare and government.
- Partner who are traditional infrastructure Business Partners.

IBM Solution

How can IBM help?

IBM WebSphere Automation enables teams to modernize and secure their IT estate, adapt, and respond to incidents efficiently and optimize WebSphere operations.

Value of the solution

WebSphere system operators and administrators can reduce the cost, effort, and risk of addressing vulnerabilities, automate critical activities, preserve uptime with automatic early detection of incidents. IBM WebSphere Automation removes manual toil to help teams focus on unlocking new value, extending the life, and increasing the ROI of WebSphere investments.

Key differentiators, competitive information

- Secure operations by automatically detecting and acting on risks quickly to ensure continuous compliance.
- Build resiliency to recover from anomalies with immediate insights and improve the speed and depth of understanding of outages as they occur.
- Optimize runtimes and apps to quickly identify and apply important application tuning parameters to avoid business disruptions.

Marketplace highlights

- AI augmentation will recover 6.2 billion hours of worker productivity in 2021¹
- Unforeseen IT incidents and outages can cost businesses in both revenue and reputation – approximately \$260,000/hour²

Opportunity identification

Prescriptive actions to take to get going right away

- Target Current WebSphere/Liberty Install to help them reduce their operational burden with our new, lead offer – IBM WebSphere Automation. Consider the following steps to identify the right accounts.
 - Divide territory to locate each WebSphere Account with upcoming renewals
 - Start Large, End Small: Locate the larger WebSphere Environments in your list, to uncover organizations that are disrupted by the complexity of their estates and lack of ability to reduce overhead costs.
- Add IBM WebSphere Automation to existing (in-flight) WebSphere/Liberty opportunities

Starting questions/Conversation starters

- “I would like to share with you some updates we have made to the WebSphere family, including new ways to automate and save time running your existing workloads, that may add value to your investment.”
- “Automating operations and security testing are two of the biggest challenges our WebSphere clients face. I would like to discuss a new solution for WAS clients that can drive down costs in these areas. Could we schedule some time to discuss this week?”

¹ <https://www.gartner.com/en/newsroom/press-releases/2019-08-05-gartner-says-ai-augmentation-will-create-2point9-trillion-of-business-value-in-2021>

² <https://www.aberdean.com/techpro-essentials/stat-of-the-week-the-rising-cost-of-downtime/>

- “We would like to meet you where you are at, providing you with small achievable steps towards growth while gaining efficiencies quickly. Are you interested in talking through what this may look like for you?”
- “Our new offering, WebSphere Automation, was built to be consumed easily with quick ROI for our WebSphere Clients, especially those hampered down by the complexity of their estate – let’s discuss this week.”
- “We understand organizations today are facing unprecedented convergence of technological, social, and regulatory forces. I’d like to discuss extending the lifetime value of your WAS investments through automated insights and actions today.”

Customer references, case studies, use cases

IBM WebSphere Automation is a brand-new solution – targeted to become generally available on May 28, 2021, so there are not any client references yet available.

Use cases/Entry points/Challenges

Secure operations to reduce risk and meet compliance

- Detect automatically and act on risks quickly
- Connect teams with the most relevant information through a single dashboard
- Embrace DevSecOps by delivering patches efficiently

Build Operational Resiliency

- Learn, recover, and adapt fast to eliminate disruptions
- Enhance your team’s response capabilities
- Maintain the response team notification system centrally

Optimize runtimes and applications for operational performance

- Reduce manual toil
- Achieve cost and time savings through optimal resource utilization
- Augment the operational experience

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

- Expected average deal size will be \$50-100K, but clients can start small and grow fast, as IBM WebSphere Automation is only required for those WAS/Liberty licenses that a client wants to manage (not the entire WAS/Liberty estate).
- SW/Services ratio is likely as high as 1:1 for the initial order (note that this is designed to be a fast solution for clients to implement).
- Average sales cycle is projected to be <90 days (one quarter or less).

Key assets and resources

[WebSphere Automation Sales Kit](#)



[Video: 7-minute demo](#)



[Video: 45-minute deep dive](#)



Positioning for technology service/solution providers (TSPS)

Once a customer has found new value through WebSphere Hybrid Edition, opening opportunities for added-value activities towards the modernization of their IT/WebSphere estates, one way to modernize further is through Automation, and WebSphere Automation helps organization increase security, resiliency and performance. It also opens the door to [WebSphere customers](#) to the new world of IBM Automation. This product, in addition to IBM Cloud Pak for Watson AIOps, adds enterprise-wide value (Observability, Governance and compliance, along additional cost savings, enhanced hybrid application management and more efficient incident resolution), all without pre-requisites.