Value of IBM Cloud Paks

Our customers have declared three core imperatives

Resiliently
Respond To Change

Flexibly
Optimize Productivity

Intelligently
Operate & Engage

1 - **IT will become decentralized, open, secure**

2 - **Automation will fuel the future of work**

3 - **Winners will scale the value of data with AI**

By unlocking the intelligence of AI and the agility of hybrid cloud

Automate
Learn, detect, decide and act

Predict
Collect, organize and analyze data

AI for Business

Secure
Align, protect and manage against threats

Modernize
Accelerate, integrate and manage agile IT
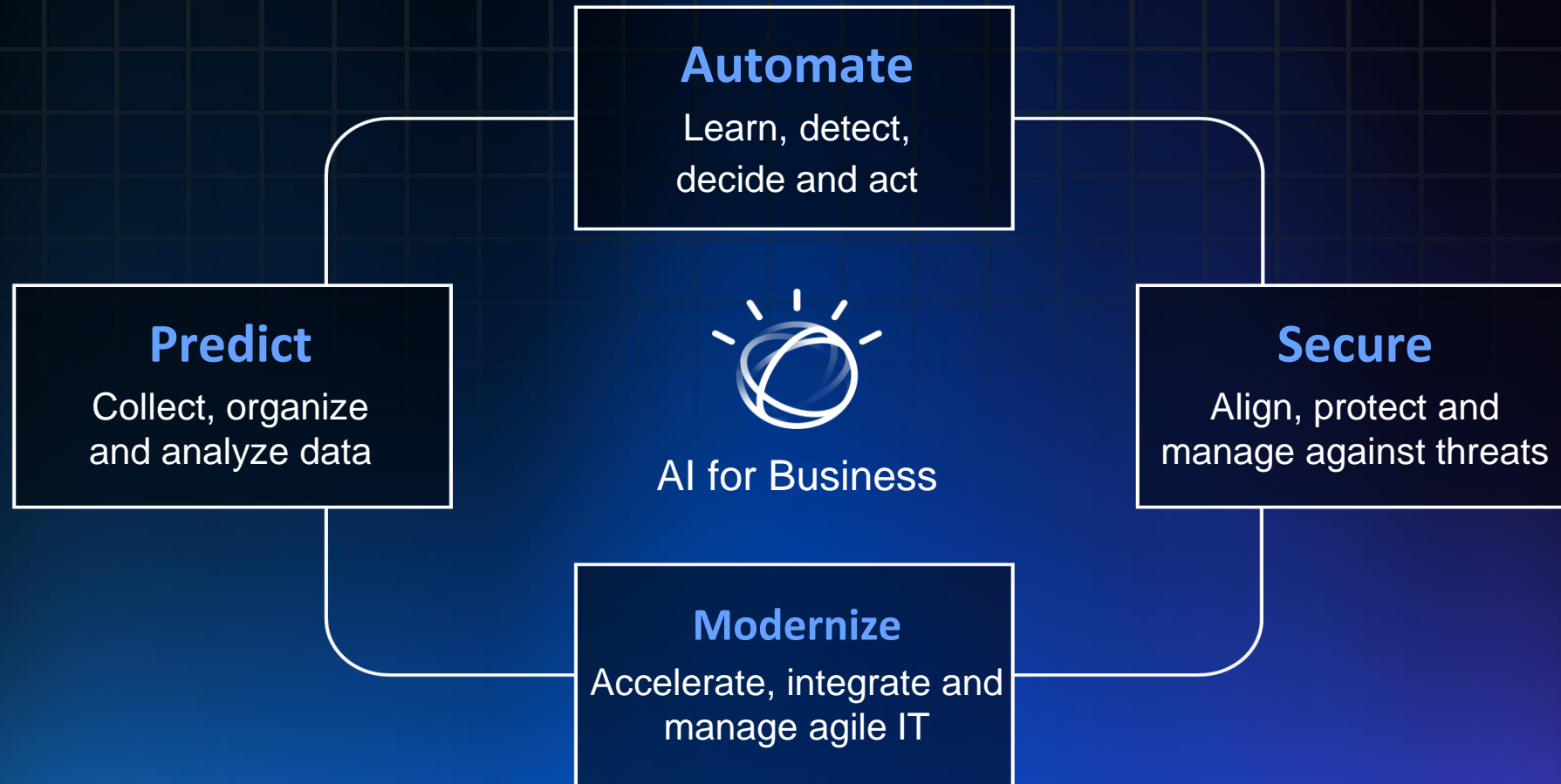
Red Hat
OpenShift Hybrid cloud platform

IBM Hybrid Cloud and AI Solutions
IBM Cloud Paks are central to our software strategy

Business Transformation and Hybrid Cloud Services	**IBM Services** Digital Transformation • Application Modernization • Intelligent Workflows	**System Integrator Partners**

Hybrid Cloud Software	**IBM Software** IBM Cloud Paks — Automation • Data and AI • Integration • Networking • Security • Industry Capabilities	**Software and SaaS Partners**

Hybrid Cloud Platform

Red Hat Hybrid Cloud Platform — Development, Security and Operational Services

Red Hat OpenShift   **Red Hat** Enterprise Linux

Infrastructure

IBM Cloud	**Public Clouds** AWS • Azure • Others	**IBM Systems**	**Enterprise Infrastructure**	**Edge**

IBM Cloud Paks: AI-powered hybrid cloud software

Speed industry and intelligent workflow deployments

Extend and customize with use cases and persona specific capabilities

Simplify experiences with seamless integration of related capabilities

Deploy anywhere as-a-service from the data center to the edge with enterprise QoS
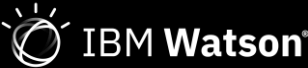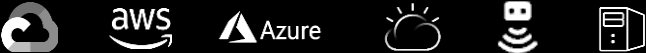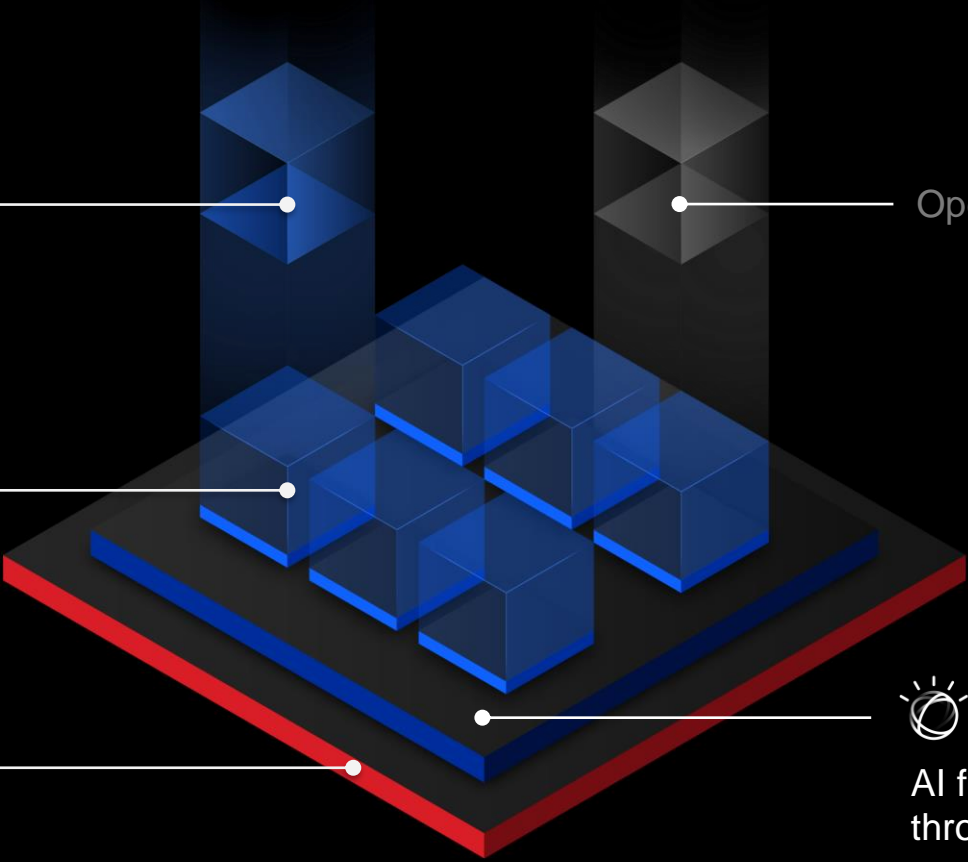
IBM Industry Accelerators

IBM Software

IBM Cloud Paks

Red Hat OpenShift

IBM Cloud Satellite

Open Ecosystem

IBM Watson

AI for business throughout

IBM

IBM Cloud Paks: AI-powered hybrid cloud software

Containerized software, foundational services and Red Hat OpenShift

IBM Cloud Pak for **Data**	IBM Cloud Pak for **Business Automation**	IBM Cloud Pak for **Watson AIOps** (New)	IBM Cloud Pak for **Integration**	IBM Cloud Pak for **Network Automation** (New)	IBM Cloud Pak for **Security**
Unify and simplify the collection, organization and analysis of data	Automate business operations to achieve better performance	Automate IT operations to deliver actionable insights	Automate application and data flows to improve client experiences	Automate networks to deliver zero-touch operations	Generate deeper insights into threats, orchestrate actions and automate responses
8X faster access to data and insights	**6X** faster turnaround time	**25%** more initiatives completed	**300%** faster to integrate	**82%** less cost to onboard new services	**60x** faster threat investigation
158% ROI from infusing AI	**80%** reduction in manual processes	**50%** less labor cost	**33%** less cost to integrate	**6X** reduction in operational expenses	**8x** faster response to cybersecurity incidents
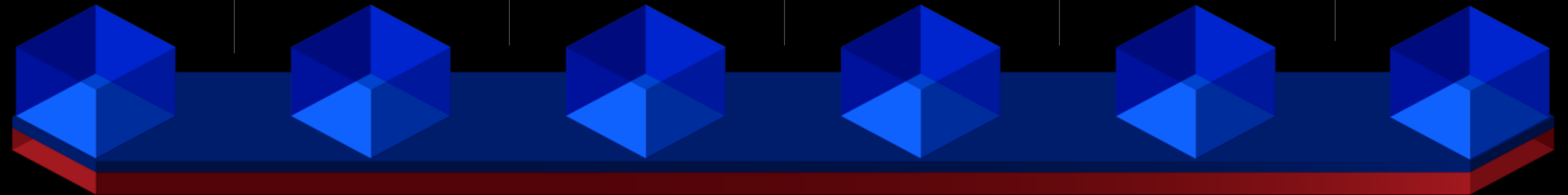
IBM Cloud Paks: AI-powered hybrid cloud software

Modernize with ease with IBM hybrid cloud software and solutions for specific use cases to predict, automate, and secure a smarter business. They are packaged as IBM Cloud Paks that include containerized software, foundational services and Red Hat OpenShift.

|	Predict		Automate				Secure
Use cases	– Data modernization – DataOps – AI Lifecycle Management – Data Warehousing – Trusted and Distributed AI	– Continuous Integrated Financial Planning – Operational and IT Risk Management – Customer Service automation – Textual/Document analysis	– Customer experience – Business operations – Workforce management	– App and infrastructure stability – Platform operations – Optimize AIOps	– Hybrid cloud integration – Real-time interactions – Transactional integrity	– NFV lifecycle management – 4G/5G telco cloud platform – Site deployment automation	– Advanced threat detection – Data security – Incident response – Threat hunting – Risk management
IBM Cloud Paks	for **Data**		for **Business Automation**	for **Watson AIOps**	for **Integration**	for **Network Automation**	for **Security**
	– Data virtualization, Data Governance and Privacy – Transactional and Analytical databases – Data Integration/ETL – AutoAI and Visual Data Science – Model Risk Management, fairness and explainability	– Build / Run VirtualAssistants (VA) – Natural language processing – Agile planning with What-if Analysis and scenario modelling – Configurable workflows and assessments	– Workflow and decisions – Content services – Operational intelligence	– Application impact avoidance – Hybrid application management – Observability **INSTANA**	– Application integration – API management – Messaging and events	– Intent-driven orchestration – Closed-loop operations – Network optimization	– Threat intelligence – Federated search – Orchestration and automation – Security Information and Event Management – Data Activity Monitoring

Foundational services

Red Hat OpenShift

Infrastructure	**IBM Cloud**	**Public Clouds** AWS • Azure • Google • Others	**IBM Systems**	**Enterprise Infrastructure**	**Edge**

IBM Cloud Paks: Delivering value on an integrated Hybrid Cloud Platform

Cloud Paks

Red Hat OpenShift — **Hybrid cloud platform**
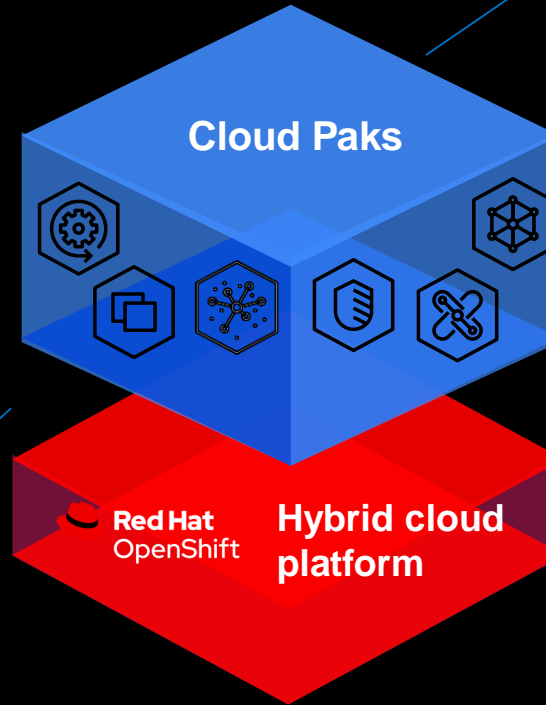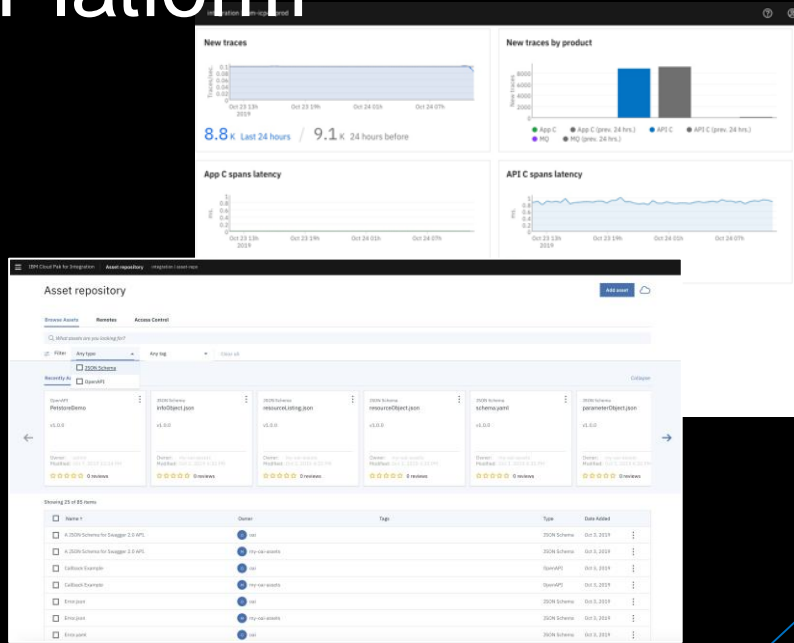
Unified navigation and experience for quick onboarding

- **Single UI framework** and consistent navigation across features and capabilities
- Operations **dashboards** for monitoring & reporting

Integrated capabilities for improved productivity

- **Rapid** experimentation and innovation guided by business metrics
- Build and deploy solutions that capitalize on access to **elastic compute power**
- Common **asset repository** for reuse of components
- **Portability** enables flexible movement between locations and cloud providers

Containerized software running on OpenShift Container Platform (OCP)

- Simplified **container management** across IT infrastructure
- **Portability** between different hybrid clouds
- **Service isolation** for improved security, resiliency and recovery
- **Auto scale** up and out to support dynamic demand
- **Continuous deployment** using pipelines

Common operational services for lower TCO

- Consistent **operator install** & upgrades
- Common **configuration** for ramping container resource usage up and down
- **Integrated** logging, monitoring, metering, security, identity and access management
- **Optimized** costs for compute and human resources

The value of IBM Cloud Pak
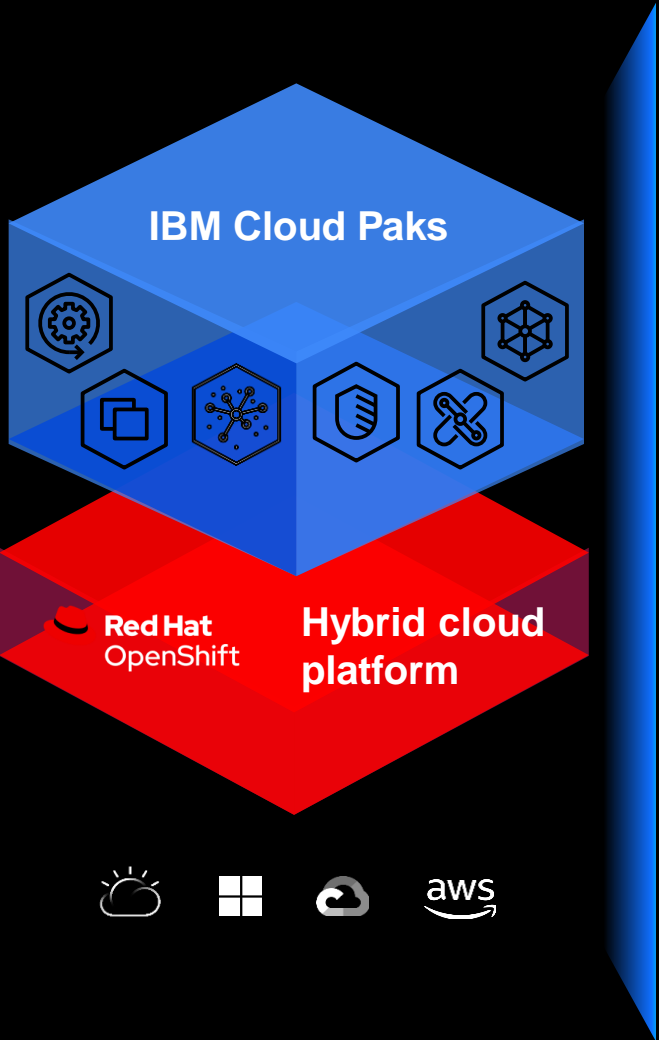
Capability	Available Standalone	Included in IBM Cloud Paks
Access to New Value-Added Offerings and Containerized IBM Middleware		✓
Access to Industry-Leading Red Hat Cloud Platform & Solutions		✓
License Flexibility		✓
Cloud Friendly Metrics: Virtual Processor Core (VPC) and MVS metrics		✓
Full Stack Certification including Open Source support		✓
Common Services (Logging, Monitoring, Security)		✓

IBM Cloud Paks

Red Hat OpenShift **Hybrid cloud platform**

IBM hybrid cloud ecosystem
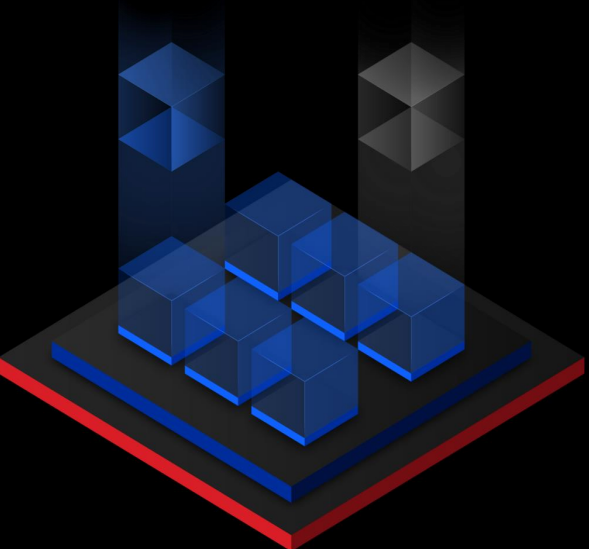
IBM Cloud Pak value
Three Complementary Value Statements

1) Core Value of IBM Cloud Paks

2: Sell the Value of the Cloud Pak Model
The Building Blocks of Incremental Value

For Internal Use Only
Slack: #subscription-license
Subscription Seismic

Cloud Pak Benefits
- Access to New Value-Added Offerings and Containerized IBM Middleware
- Access to Industry-Leading Red Hat Cloud Platform & Solutions
- License Flexibility
- Price Protection for the Term
- Cloud Friendly Metrics: Virtual Processor Core (VPC) and MVS metrics
- Full Stack Certification including Open Source support

Standalone Offering

Added Features and Value-Added Offerings + IBM Containerized Middleware

Red Hat Cloud Platform & Solutions

License Flexibility (and VPC/MVS Metrics)

Price Protection for the Term (up to 10% annually)

Full Stack Certification (including Open Source support)

Value Estimates vary by Pak and are based upon historic and competitive pricing analysis.

Cloud Pak Benefits – the Industry's Leading Platform for Modernization and Building Cloud Native Applications!

9 22 October 2020

IBM

2) Specific Value of an IBM Cloud Pak

IBM Cloud Pak for Automation

Cloud Pak for Automation

Red Hat OpenShift — **Hybrid cloud platform**

IBM Cloud / July 2019 / © 2019 IBM Corporation

	Capability	Available Standalone	Included in Cloud Pak for Automation
Standalone Components	IBM Business Automation Workflow	✓	✓
	IBM Operational Decision Manager	✓	✓
	IBM FileNet Content Manager	✓	✓
	IBM Datacap	✓	✓
	IBM Enterprise Records	✓	✓
	IBM Content Collector	✓	✓
Unique Cloud Pak Components	IBM Business Automation Content Analyzer		✓
	IBM Decision Services		✓
	IBM Business Automation Insights		✓
	IBM Workstream Services		✓
	IBM Application Designer		✓
	IBM Business Automation Studio		✓
	IBM Business Automation Navigator		✓
	Event Streams to support Business Automation Insights		✓
	Red Hat OpenShift (Kubernetes) included in Cloud Pak		✓
Unique Cloud Pak Capabilities	Common Services		✓
Unique Cloud Pak Licensing/Packaging Benefits	License Flexibility to Move between Above Capabilities/Components i		✓

3) Value of Cloud Pak as a Subscription

Simple & Cost-Effective
- Consistent with how you consume other software
- Lower cost of entry
- Predictable and protected pricing during the term
- Potential for different accounting treatment
- Passport Advantage contract familiarity

Flexible & Future-Proof
- Switch between offerings as your needs change – no "product lock-in"
- Flexible terms from 12-60 months
- Ramp-Up usage as required
- Cloud Friendly license metrics

Investment Protection
- At the end of the term, renew or adjust quantities as your needs evolve

- Available Upgrades from point products to higher-value Subscription offerings

IBM

IBM Cloud Pak Core Value
The Building Blocks of Incremental Value

IBM Cloud Pak Benefits
- Access to New Value-Added Offerings and Containerized IBM Middleware
- Additional integrated capabilities addressing the broadest set of value-added use cases
- Access to Industry-Leading Red Hat Cloud Platform & Solutions
- License Flexibility
- Price Protection for the Term
- Cloud Friendly Metrics: Virtual Processor Core (VPC) and MVS metrics
- Full Stack Certification including Open Source support

Standalone Offering

Additional integrated capabilities address broadest set of use cases

Containerized software running on Red Hat Cloud Platform

License Flexibility (and VPC/MVS Metrics)

Price Protection for the Term (up to 10% annually)

Full Stack Certification (including Open Source support)

Cloud Pak Benefits – the Industry's Leading Platform for Modernization and Building Cloud Native Applications!

IBM
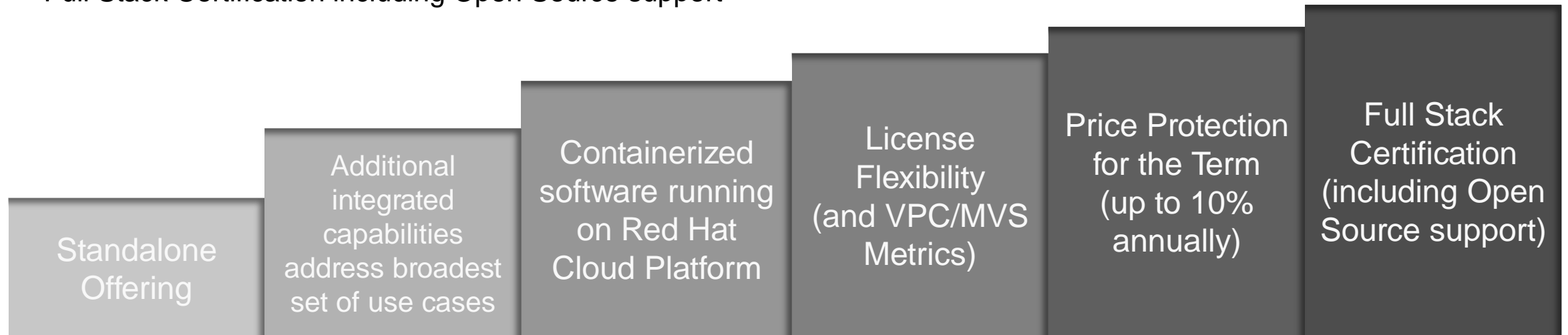
IBM Cloud Pak for Data

Modernize and Run Applications Anywhere

Standalone IBM Offerings

- **Db2 Standard and Advanced**
- **Informix**
- **DataStage**
- **Information Server**
- **SPSS, Decision Optimization**
- **Cognos Analytics**
- **Planning Analytics**
- **Master Data Management**
- **OpenPages**

IBM Cloud Pak for Data

MODERNIZE

Red Hat OpenShift

Hybrid cloud platform

ON PREMISES   AS-A-SERVICE
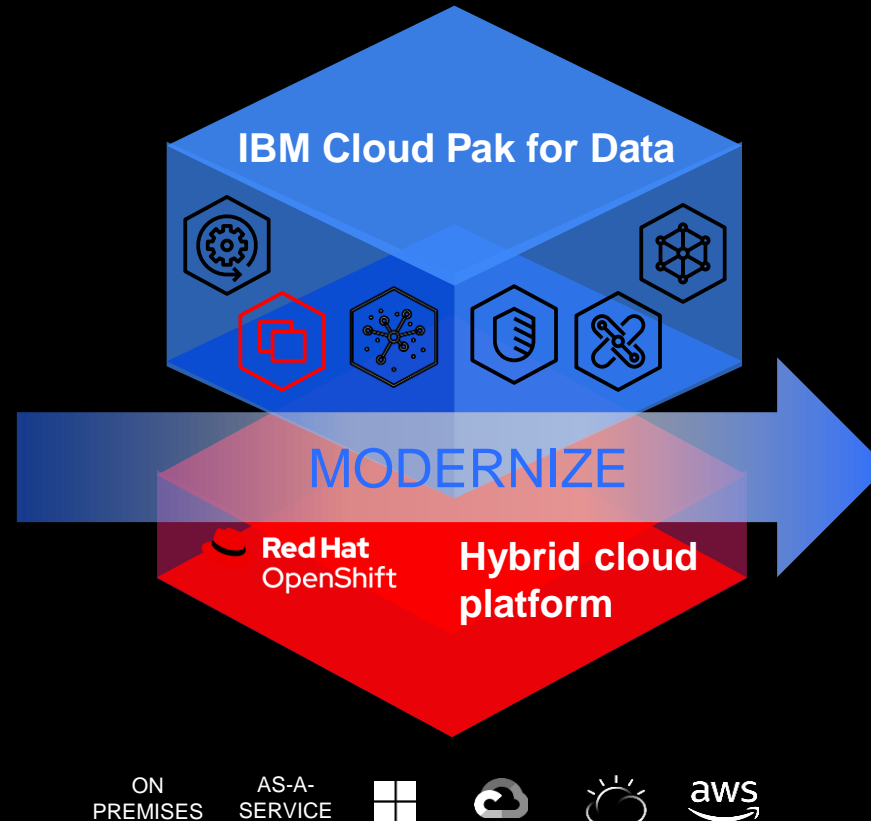
50%
productivity improvement
in the data lifecycle

40x
greater speed of trusted
data to business users

Business Value of Upgrading

1. **Modernize and refactor existing applications** to containers on Red Hat OpenShift

2. **Reduction in Application Management costs** with 65% to 85% improvement in application management efficiency

3. **Migrate to Cloud** at your own pace, as workloads are ready

4. **Protect your Investment** with the flexibility and entitlement to run existing applications

5. **Flexible licensing** with incentives for existing customers of standalone products through the Modernization Upgrade Program

IBM Cloud Pak for Data Benefits

- Unified platform experience simplifies data delivery, improves end user self-service and reduces IT support
- Modular, open source, and best of breed platform supports the ever-changing business environment
- Single platform solution supports all clouds and tools, reducing data and technology lock-in and dependencies
- Upgrade at your own pace with IBM Cloud Pak for Data while keeping existing Standalone entitlements

View Modernization Upgrades on ibm.com

IBM Cloud Pak for Data

IBM Cloud Pak for Data

Red Hat OpenShift **Hybrid cloud platform**
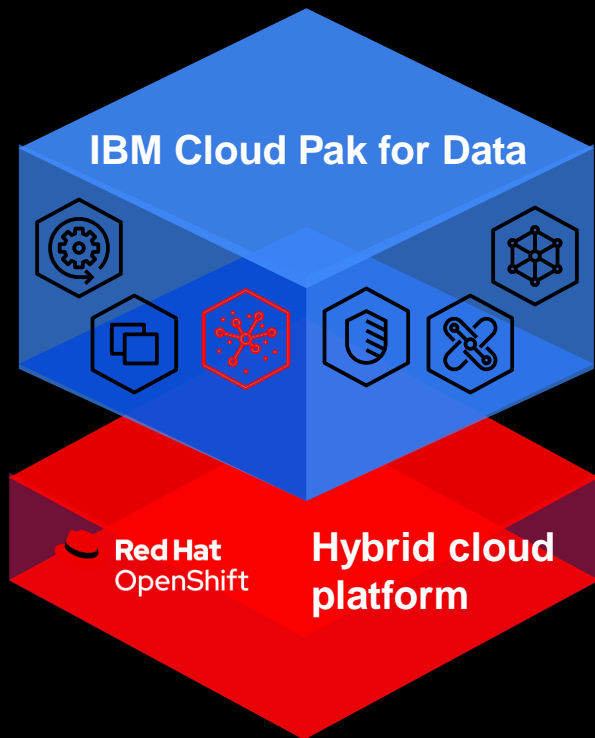
	Capability		Available Standalone	Included in Cloud Pak for Data
Cartridges – Available Standalone and in Cloud Pak for Data	Db2 (Standard and Advanced Editions)	Watson API Kit	✓	✓
	DataStage	Watson Assistant		
	Information Server	Watson Discovery		
	Master Data Management	Financial Crimes Insights		
	SPSS Modeler / Decision Optimization	OpenPages		
	Planning Analytics	Cognos Analytics		
	Third Party: CockroachDB, MongoDB, Palantir	Informix		
Unique IBM Cloud Pak for Data Components	Data Virtualization	PostgresSQL		✓
	Knowledge Accelerators (for Healthcare, Energy & Utilities, Financial Services, and Insurance industries)	Catalog of 31 separate Industry Accelerators (catalog here)		
	Watson Knowledge Catalog (includes IGC, IA, InstaScan, etc.)	Netezza Performance Server / Db2 Warehouse		
	Watson Machine Learning (including WML-A)	Regulatory Accelerator		
	Watson Studio	Watson OpenScale		
	Master Data Connect	Open Data for Industries		
	Analytics Engine for Apache Spark	Data Management Console		
	IBM Streams	Cognos Dashboards (CDE)		
	Data Privacy	Db2 BigSQL		
Unique IBM Cloud Pak Licensing/Packaging benefits	RH OpenShift (Kubernetes) included in Cloud Pak for Data	Modernization Upgrade benefits from Standalone products to Cartridges		✓

IBM Cloud Pak for Business Automation

Automate all your business operations

Up to 80% reduction in manual processes

Standalone Offerings

- WDG RPA
- ODM
- BPM/Case Manager/BAW
- FileNet
- Datacap
- IER/ICC

IBM Cloud Pak for Business Automation

MODERNIZE

Red Hat OpenShift

Hybrid cloud platform

aws
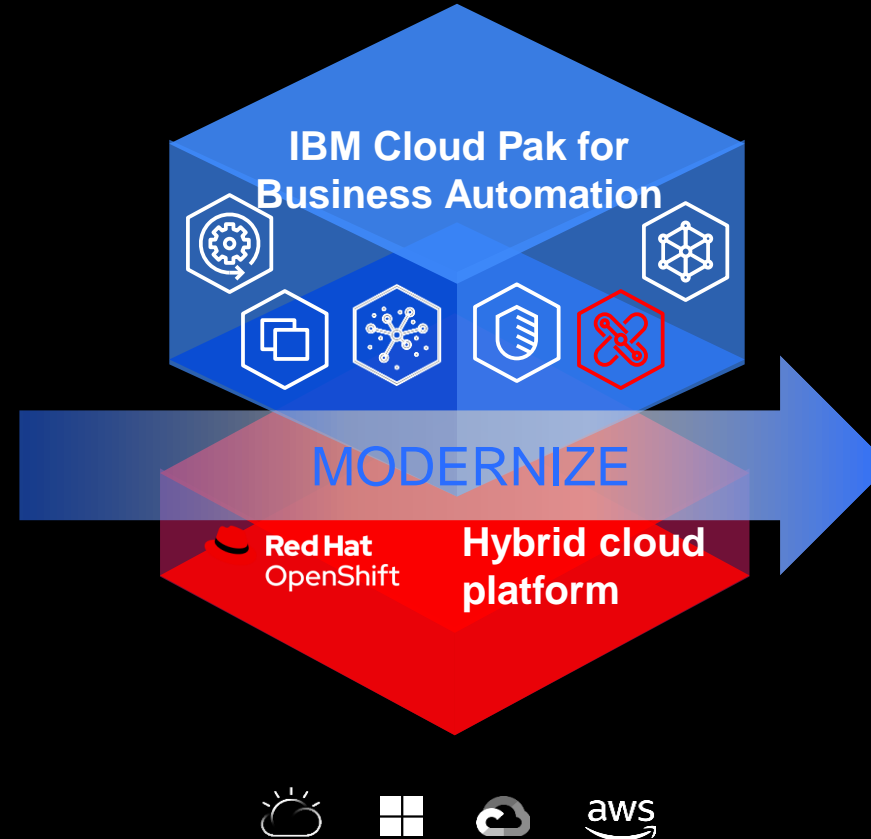
Business Value of Upgrading

1. **Increase employee productivity** by automating repetitive and mundane human tasks

2. **Reduce Costs** by leveraging AI to streamline processes and minimize business risk

3. Increase revenue by delivering customized and automated client experiences at scale

4. **Modernize automation applications** using containers to support multi cloud deployments

5. **Flexible licensing:** Mix and match capabilities on demand

IBM Cloud Pak Benefits
- Access to New Value-Added Offerings and Containerized IBM Middleware
- Access to Industry-Leading Red Hat Cloud Platform & Solutions
- License Flexibility
- Cloud Friendly Metrics: Virtual Processor Core (VPC) and MVS metrics
- Full Stack Certification including Open Source support

IBM Cloud Pak for Business Automation
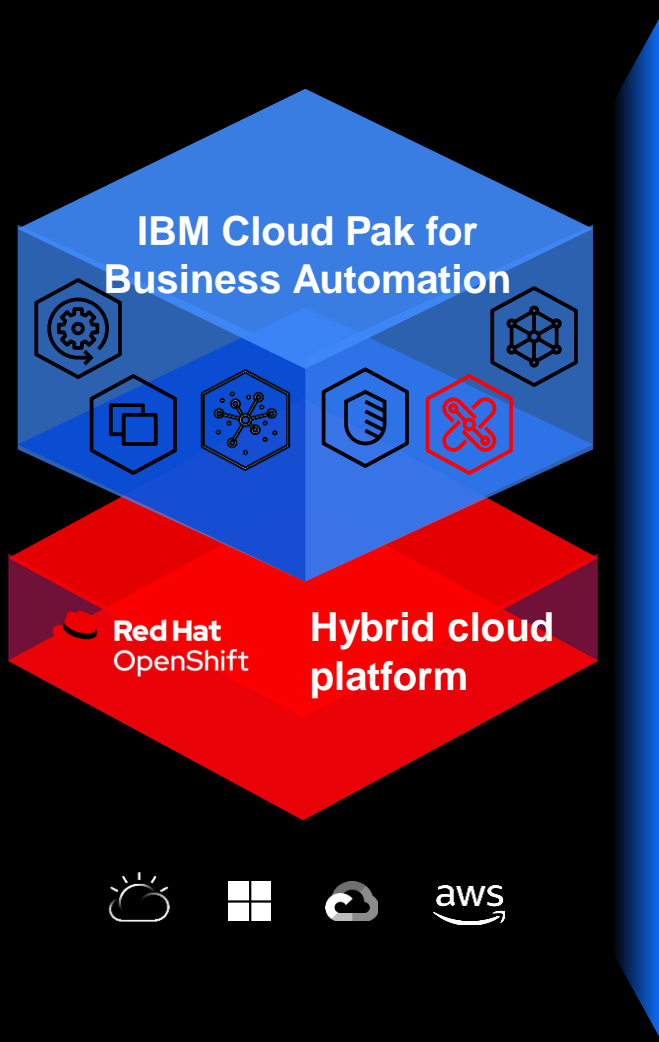
IBM Cloud Pak for Business Automation

Red Hat OpenShift

Hybrid cloud platform

	Capability	Available Standalone	Included in Cloud Pak for Automation
Standalone Components	IBM WDG Automation	✓	✓
	IBM Business Automation Workflow	✓	✓
	IBM Operational Decision Manager	✓	✓
	IBM FileNet Content Manager	✓	✓
	IBM Datacap	✓	✓
	IBM Enterprise Records	✓	✓
	IBM Content Collector	✓	✓
Unique IBM Cloud Pak Components	IBM Business Automation Content Analyzer		✓
	IBM Decision Services		✓
	IBM Business Automation Insights		✓
	IBM Workstream Services		✓
	IBM Application Designer		✓
	IBM Business Automation Studio		✓
	IBM Business Automation Navigator		✓
	Event Streams to support Business Automation Insights		✓
	Red Hat OpenShift (Kubernetes) included in Cloud Pak		✓
Unique IBM Cloud Pak Capabilities	Common Services		✓
Unique IBM Cloud Pak Licensing/Packaging Benefits	License Flexibility to Move between Above Capabilities/Components i		✓

IT Ops / Management Needs

- Manage the volume of incidents and identify insights on how to fix critical issues quickly

- Minimize the risk of security breaches and non-compliance issues

- Manage complex application environments and an explosion of heterogeneous IT data

- Track and manage across multiple cloud and hybrid environments

IBM Cloud Pak for MCM is being transitioned and consolidated into IBM Cloud Pak for Watson AIOps. Learn more:

IBM Capabilities

Cost & Asset Management
Drive total control and automation of IT operations and provisioning

Application & Infrastructure Monitoring
Define applications to drive business continuity and application resiliency

Governance & Risk Management
Enforce and manage security and compliance criteria at scale

Event Management & Remediation
Automate management of incidents and events that are associated with resources and applications

IBM Cloud Pak for Watson AIOps
Automate IT Operations

$420K
saved by reducing
per outage cost

Standalone Offerings

| |
|---|
| **Watson AIOps** |
| **IBM Operations Analytics Predictive Insights** |
| **IBM Netcool Operations Insight Operations Management IBM Netcool Operations Insight Connection** |
| **IBM Netcool/OMNIbus IBM Netcool/Impact** |
| **IBM Netcool Operations Insight Agile Service Manager** |
| **IBM Netcool Operations Insight Network Management IBM Netcool Operations Insight Performance Management** |

PATH TO AUTOMATION

3 AUTOMATE resolutions

2 ANTICIPATE issues

1 ACCLIMATE to applications

MODERNIZE
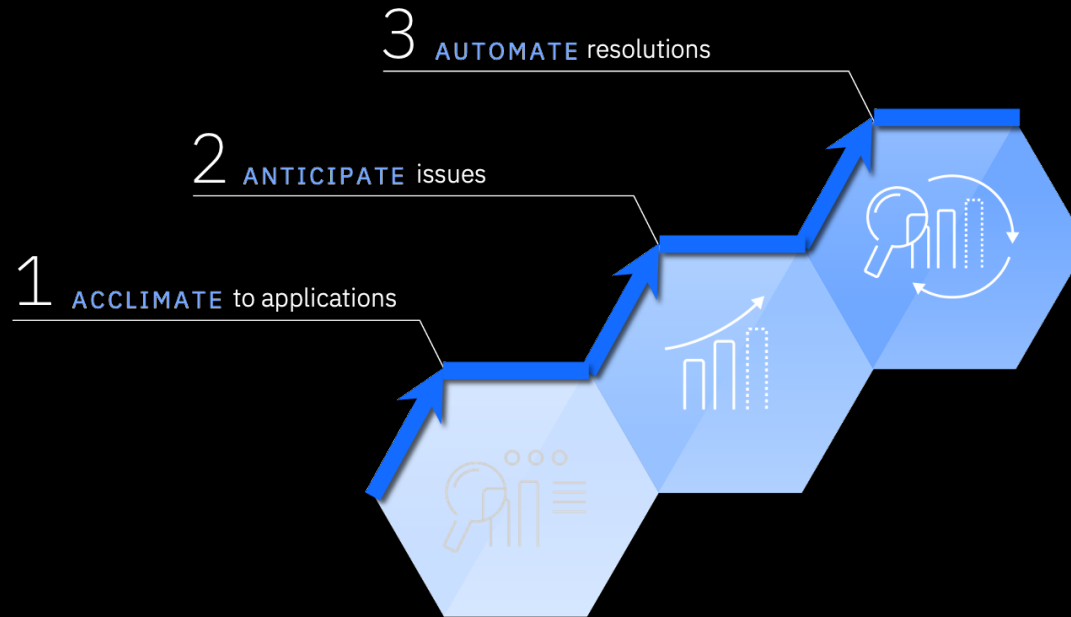
Business Value of Upgrading

Ladder to Automation

1. **ACCLIMATE to applications:** Understand business applications and what "good looks like" across the entire application lifecycle from DevOps to IT Ops to Cost Optimization

2. **ANTICIPATE issues** Increase application availability and reduce security risks by detecting vulnerabilities and predicting operational & compliance issues before they occur

3. **AUTOMATE resolutions:** Reduce costs and invest more in new projects by automatically remediating incidents, decreasing troubleshooting time, and reducing time spent on auditing processes
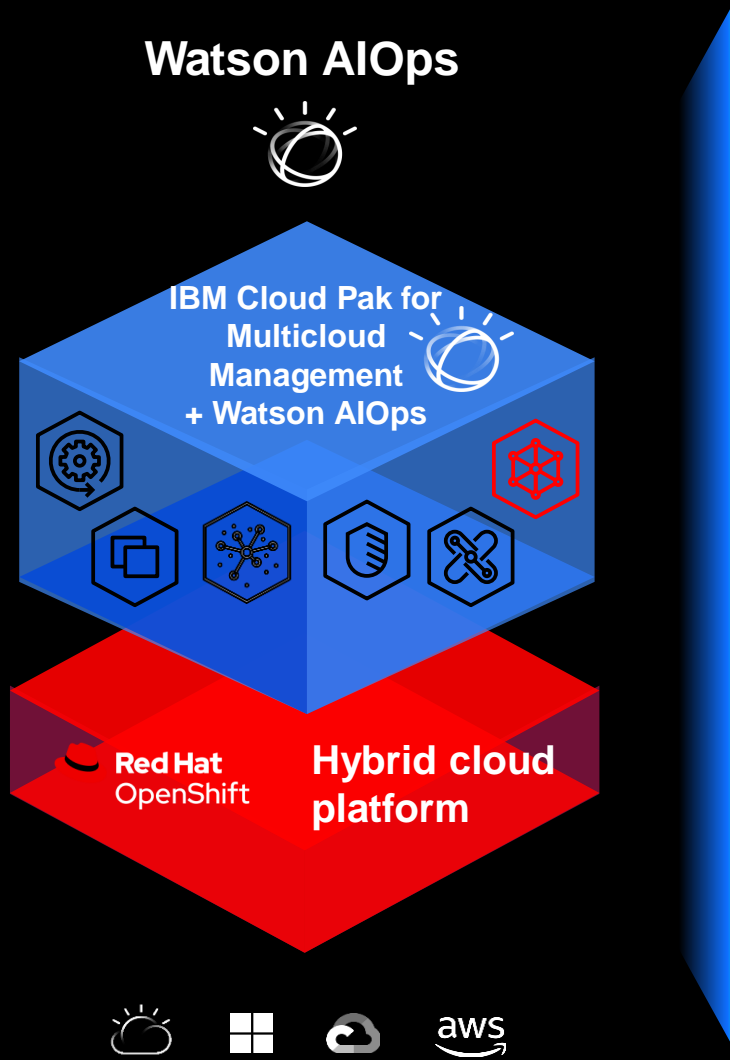
50%
REDUCTION OF
MAINTENANCE COSTS

25%
INCREASE IN TIME
AVAILABLE TO NEW
PROJECTS

IBM Cloud Pak for Watson AIOps

Watson AIOps

IBM Cloud Pak for Multicloud Management + Watson AIOps

Red Hat OpenShift

Hybrid cloud platform

	Capability	Available Standalone	Included in Watson AIOps
Unique Watson AIOps Components	Watson AIOps: The AI Model		✓
	IBM Operations Analytics Predictive Insights	✓	✓
	IBM Netcool Operations Insight Operations Management IBM Netcool Operations Insight Connection	✓	✓
	IBM Netcool/OMNIbus IBM Netcool/Impact		✓
	IBM Netcool Operations Insight Agile Service Manager		✓
Watson AIOps add-on	IBM Netcool Operations Insight Network Management IBM Netcool Operations Insight Performance Management		✓
Unique Watson AIOps Licensing/Packaging Benefits	Price Reduction for Netcool (avg 20% for NOI & 50% NOM)		✓
	ASM included for free in the event & AI		✓
	Flexible and pay for what you use : AI; Metrics and Events ratios		✓
	Adopt at your own pace (licensing and technically)		✓

IBM Cloud Pak for Integration

Integrate Anything, Anywhere

3x
faster to integrate and
1/3 of the cost
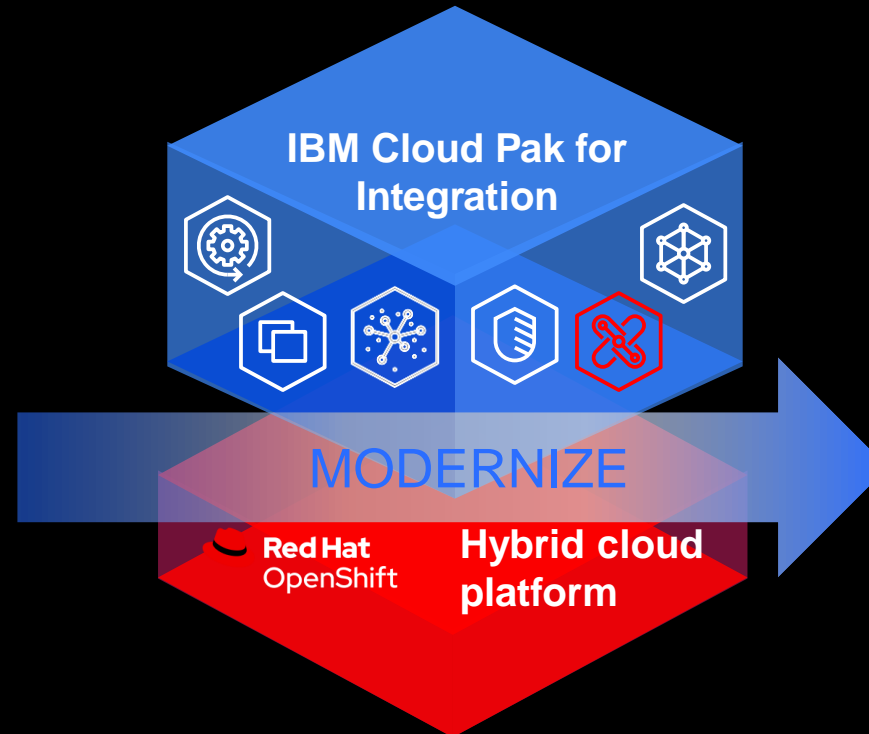
Standalone Offerings

- MQ & MQ Advanced
- App Connect Enterprise
- API Connect
- DataPower Virtual
- Aspera
- Event Streams (Kafka)

IBM Cloud Pak for Integration

MODERNIZE

Red Hat OpenShift

**Hybrid cloud platform**

Business Value of Upgrading

1. **Create integrations 3x faster at 1/3 lower cost**
2. **Most comprehensive integration platform** on the market, fully interoperable with stand-alone
3. **Increased productivity and governance** from Cloud Pak exclusive features: **Share and re-use** integration assets, unified UX and identity, end to end tracing and monitoring
4. **Modernized integration** architecture **built on Containers and Deployable Anywhere**
5. **Flexible licensing:** Mix and match capabilities on demand

IBM Cloud Pak Benefits
- Access to New Value-Added Offerings and Containerized IBM Middleware
- Access to Industry-Leading Red Hat Cloud Platform & Solutions
- License Flexibility
- Cloud Friendly Metrics: Virtual Processor Core (VPC) metric
- Full Stack Certification including Open Source support
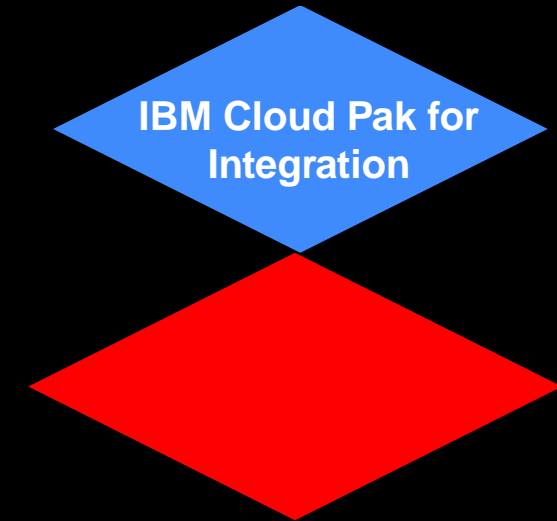
IBM Cloud Pak for Integration

IBM Cloud Pak for Integration

Red Hat OpenShift — **Hybrid cloud platform**
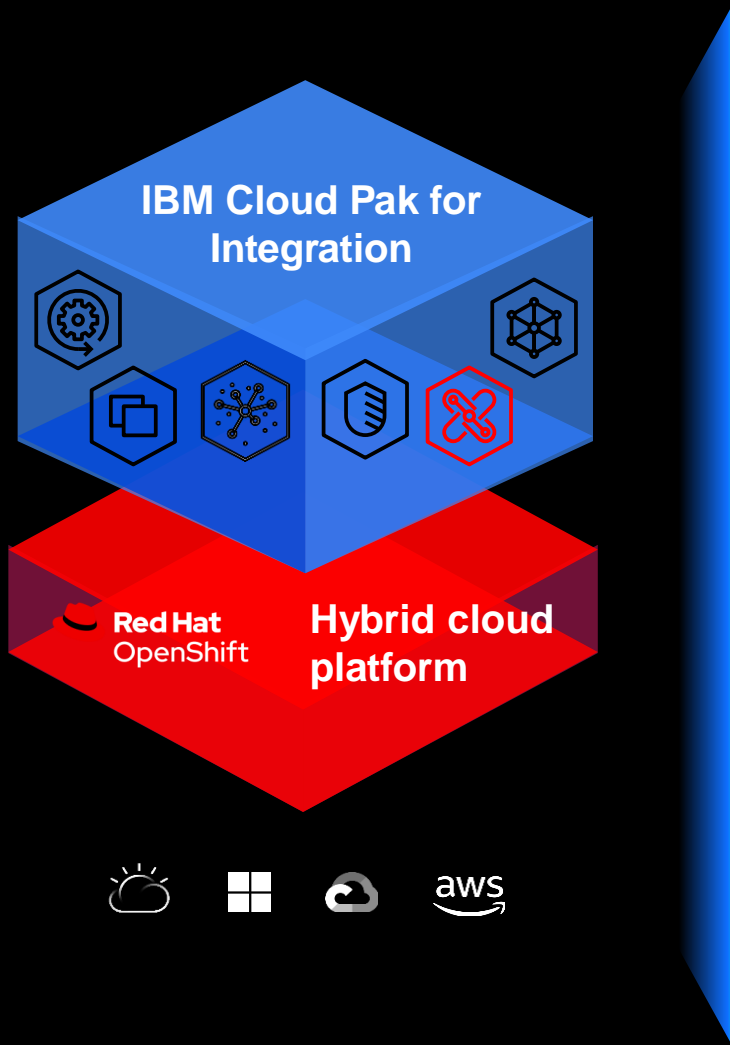
	Capability	Available Standalone	Included in Cloud Pak for Integration
Standalone Components	App Connect	✓	✓
	API Connect	✓	✓
	MQ, MQ Advanced	✓	✓
	DataPower	✓	✓
	Aspera	✓	✓
	Transformation Advisor	✓	✓
Unique IBM Cloud Pak Capabilities	Navigator		✓
	Asset Repository		✓
	Operations Dashboard		✓
	AI Powered Mapping Assist		✓
Unique IBM Cloud Pak Licensing/Packaging Benefits	Moving from PVU to VPC and gain between 40%-70% in additional entitlement		✓
	Availability of non-production parts delivers additional value of 25%-50% when trading in Standalone entitlement to Cloud Pak entitlement		✓
	Embedded OpenShift entitlement included in license		✓
	License Flexibility to Move between Above Capabilities/Components including container-based sub-capacity License Service		✓

Drive secure and timely access to data and applications

Utilizing a modern, agile approach to integration

- Speed integration development with templates, pre-built connectors and low-code tools

- Reduce the cost of integration by unlocking the value of existing data

- Increase operational agility with a common repository, auto-scaling and self-healing

IBM Cloud Pak for Integration

MAYO CLINIC

Integrates complex sets of modern and legacy data

تبادل
TABADUL

Releases features in 1/3 the previous time to delivery

Walmart

Creates self-service, API-driven business models

IBM Cloud Pak for Integration

Unified User Experience

Asset Sharing

API Lifecycle

• API Connect

Application & Data Integration

• App Connect

Enterprise Messaging

• MQ

Events

• Event Streams

High Speed Transfer

• Aspera

Governance

Integration Security

• DataPower

IBM containerized software

Container platform and operational services   Red Hat OpenShift

IBM public cloud

AWS

Microsoft Azure

Google Cloud

Private

IBM **Z**
IBM **LinuxOne**
IBM **Power** Systems
IBM **Storage**

Endpoints

Integration Needs

- Create and manage APIs

- Respond to events in real-time

- Access data in a fast, secure and reusable way

- Accelerate delivery

- Build and deploy new, re-usable integrations in minutes

- Reduce cost and increase reuse and interoperability

- Secure your business while delivering new engaging services

- Protect transaction integrity

- Balance workload demands to optimize resiliency and scalability

IBM Capabilities

API Lifecycle Management
Unlock business data and assets as APIs

Event Streaming
Deliver real-time Kafka event interaction

Application Integration
Connect your cloud and on-prem applications

High Speed Data Transfer
Drive fast & secure data transport across any cloud

Enterprise Messaging
Deliver messages reliably with enterprise-grade messaging

Secure Gateway
Control access to vital resources wherever they are

IBM Cloud Pak for Security

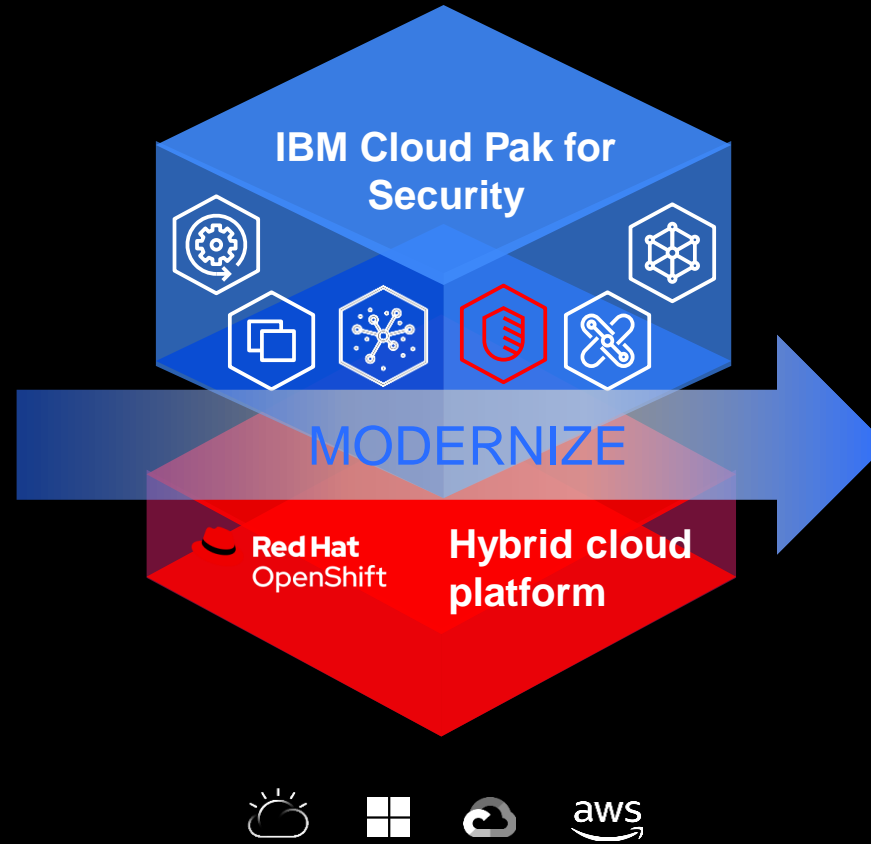Gain complete insights and unify workflows

Standalone Offerings

- IBM Security QRadar SIEM
- IBM Security QRadar Flows
- IBM Security QRadar Data Store
- IBM Security SOAR
- IBM Security SOAR with Privacy

IBM Cloud Pak for Security

MODERNIZE

Red Hat OpenShift **Hybrid cloud platform**

600+
validated integrations to reduce risk and MTTD

51%
increase in ability to detect attacks

60x
improvement in investigation time

8x
increase in speed to respond to security incidents

Business Value of Upgrading

1. **Non-data volume-based pricing with unlimited data, users and actions**
2. **Unified/streamlined workflow and insights against existing and future security tooling**
3. License Flexibility to Move between Capabilities/Components with unlimited data consumption
4. **Migrate from Stand alone offerings to Cloud Pak capabilities at your own pace**
5. **Deploy on premise or in the cloud**
6. **Realize the value of a cloud native architecture with improve resiliency and scalability**

IBM Cloud Pak Benefits
- Access to New Value-Added Offerings and Containerized IBM Middleware
- Access to Industry-Leading Red Hat Cloud Platform & Solutions
- License Flexibility
- Cloud Friendly Metrics: Managed Virtual Server (MVS) & RVU metrics
- Full Stack Certification including Open Source support

IBM Cloud Pak for Security

IBM Cloud Pak for Security

Hybrid cloud platform

Red Hat OpenShift
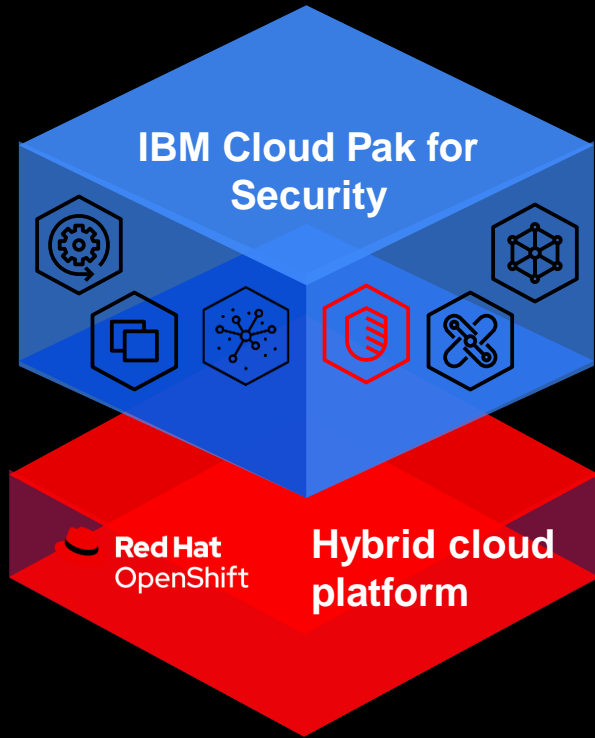
	Capability	Available Standalone	Included in Cloud Pak for Security	Included in Guardium Insights for Cloud Pak for Security
Available Standalone and Included in Cloud Pak for Security	IBM Security QRadar SIEM	✓	✓	
	IBM Security QRadar Flows	✓	✓	
	IBM Security QRadar Data Store	✓	✓	
	IBM Security SOAR	✓	✓	
	IBM Security SOAR with Privacy	✓	✓	
Unique IBM Cloud Pak Components	IBM Security Threat Intelligence Insights		✓	
	IBM Security Data Explorer		✓	✓ * Restricted Use
	IBM Security Advanced Threat Feed*		✓ * Optional Add On	
	IBM Security Guardium Insights			✓
	Red Hat OpenShift (Kubernetes) included in Cloud Pak		✓	✓
	Red Hat Runtimes		✓	✓
Unique Cloud Pak Capabilities	Common services		✓	✓
Unique IBM Cloud Pak Licensing/Packaging Benefits	License Flexibility to Move between Above Capabilities/Components		✓	
	Unlimited data ingestion		✓	

Storage Suite Starter for IBM Cloud Paks

Introduced with IBM Cloud Pak for Integration in December 2020

Software-defined storage for IBM Cloud Pak deployments
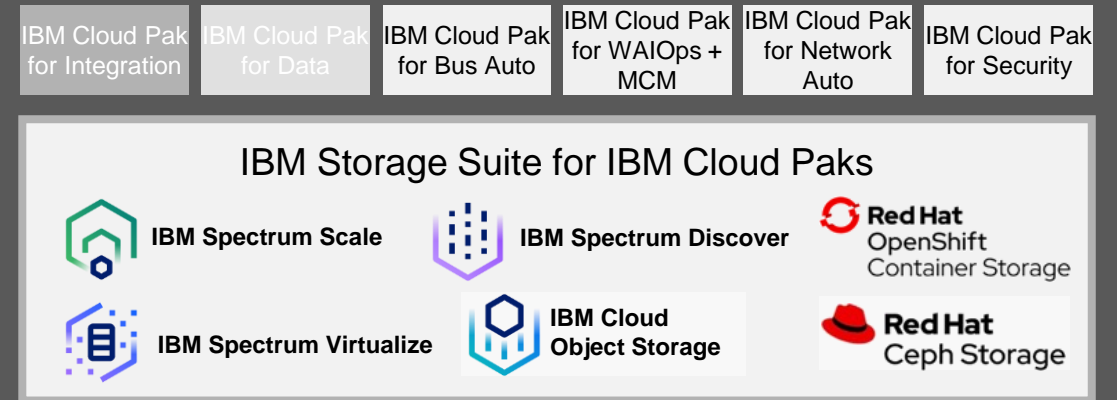
✓ Simplify IBM Cloud Pak deployments by including Storage and documentation so customers are ready for production

✓ Strengthen IBM's positioning as a one-stop-shop, offering end-to-end solution from IBM Cloud Paks to Storage

✓ Position the full Storage Suite for IBM Cloud Paks as the preferred and validated storage option in upsell opportunities

IBM Cloud Pak for Integration	IBM Cloud Pak for Data	IBM Cloud Pak for Bus Auto	IBM Cloud Pak for WAIOps + MCM	IBM Cloud Pak for Network Auto	IBM Cloud Pak for Security

IBM Storage Suite for IBM Cloud Paks

IBM Spectrum Scale   IBM Spectrum Discover   Red Hat OpenShift Container Storage

IBM Spectrum Virtualize   IBM Cloud Object Storage   Red Hat Ceph Storage

What's included?

- Included **free-of-charge** software-defined storage for IBM Cloud Pak deployments

  - Up to 36TB (12TB usable) of Red Hat OpenShift Container Storage

  - Up to 12TB of IBM Spectrum Scale, IBM Spectrum Virtualize for Public Cloud, and/or IBM Spectrum Discover

    - Note that IBM Cloud Object Storage and Red Hat Ceph Storage are NOT included

  - Fully supported by IBM in production environments (Level 1 and Level 2)

  - Time limit 36-months for new and existing customers

IBM hybrid cloud delivers a generational leap in value

2.5X
More Value*

- Digital acceleration
- Productivity
- Cost efficiency
- Compliance & Security
- Strategic optionality

Only **20%** of value is captured from traditional cloud approaches

The remaining **80%** is captured by a hybrid cloud approach

100%

Captured Cloud Value →

20%

Red Hat
OpenShift

Hybrid cloud platform

Traditional clouds

Source: IBM Enterprise ROI Study

IBM: The leader in application modernization and management

23 of the top 25 US Retailers

20 of top 20 global communication service providers

21 of the top 25 insurance companies

50 of the top 50 global banks
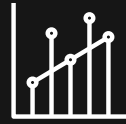
90% of global credit card transactions

#1 for ease of data integration

Get started with IBM

Bring the value of AI-powered software to your business

A few ways to get started:

01 **Explore** a free consultation with an expert

02 **Try** one of the Cloud Paks at no cost

03 **Buy** certified Cloud Paks on Red Hat Marketplace

Predict and shape future outcomes and better decisions

With Cloud Pak for **Data**, you can accelerate your journey to AI to transform how your business operates with open, extensible data and AI capabilities that run on any cloud.
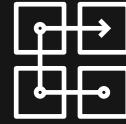
Automate workflows to improve experiences, productivity, and operational efficiency

With Cloud Paks for **Business Automation**, **Watson AIOps**, **Integration**, and **Network Automation**, you can build highly scalable workflow capabilities running anywhere.

Protects to reduce risk and shields against threats

With Cloud Pak for **Security**, you can integrate security tools to gain insights into threats across hybrid, multicloud environments.

Client References

IBM Internal: For an up-to-date set of client reference slides, please see [Seismic](#)

Business Partners: For an up-to-date set of client reference slides, please see [Seismic](#)

Backup

IBM

2: Sell the Value of the Cloud Pak Model
The Building Blocks of Incremental Value

Cloud Pak Benefits
- Access to New Value-Added Offerings and Containerized IBM Middleware
- Access to Industry-Leading Red Hat Cloud Platform & Solutions
- License Flexibility
- Price Protection for the Term
- Cloud Friendly Metrics: Virtual Processor Core (VPC) and MVS metrics
- Full Stack Certification including Open Source support

$100+ of Value for $35 Annually!

$100	$25	$10-$30	$30-$70	$10	$10
Standalone Offering	Added Features and Value-Added Offerings + IBM Containerized Middleware	Red Hat Cloud Platform & Solutions	License Flexibility (and VPC/MVS Metrics)	Price Protection for the Term (up to 10% annually)	Full Stack Certification (including Open Source support)

Value Estimates vary by Pak and are based upon historic and competitive pricing analysis.

Cloud Pak Benefits – the Industry's Leading Platform for Modernization and Building Cloud Native Applications!

IBM

The Value of the Cloud Pak
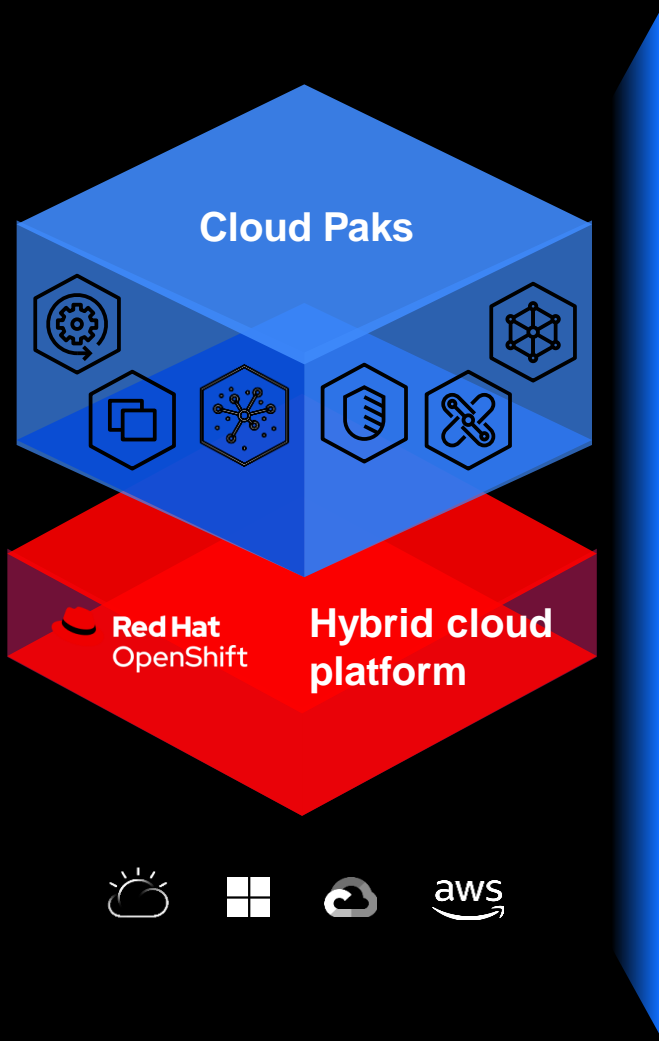
Capability	Available Standalone	Included in Cloud Paks
Access to New Value-Added Offerings and Containerized IBM Middleware		✓
Access to Industry-Leading Red Hat Cloud Platform & Solutions		✓
License Flexibility		✓
Cloud Friendly Metrics: Virtual Processor Core (VPC) and MVS metrics		✓
Full Stack Certification including Open Source support		✓
Common Services (Logging, Monitoring, Security)		✓

WebSphere Hybrid Edition (WSHE)

Modernize and Run Applications Anywhere

63%
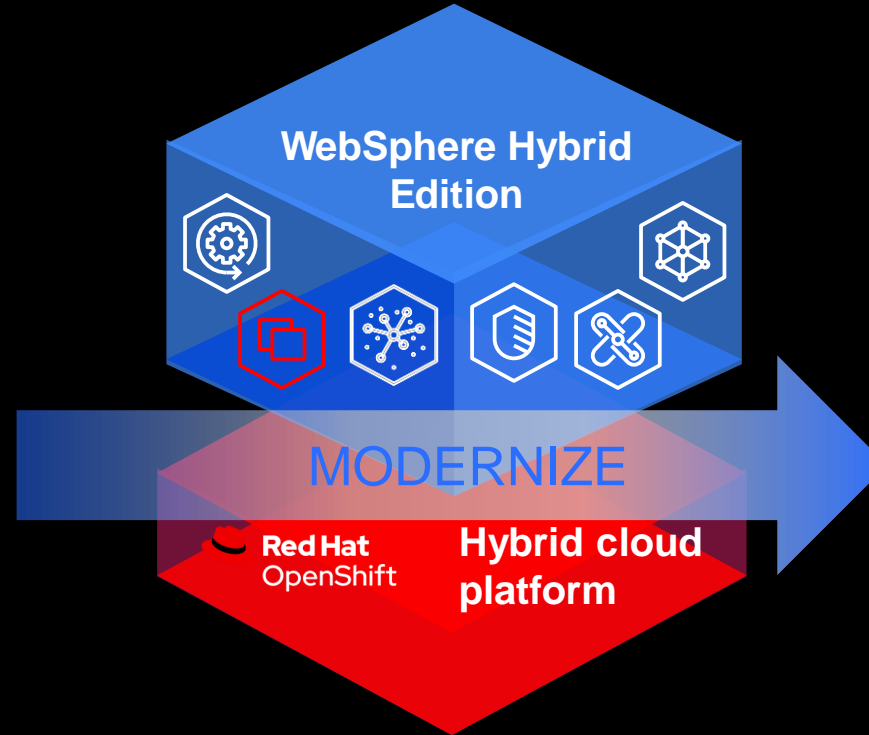improved employee productivity

Stand Alone IBM Offerings

- WAS ND
- WAS
- WAS Liberty Core
- WAS Family
- Cloud Foundry Migration Runtime

WebSphere Hybrid Edition

MODERNIZE

Red Hat OpenShift **Hybrid cloud platform**

Business Value of Upgrading

1. **Modernize and refactor existing applications** to containers on Red Hat OpenShift (separately entitled)
2. **Develop and Deploy new Cloud Applications:** 84% delivery improvement from traditional methods
3. **Migrate to Cloud** at your rate and pace
4. **Protect your Investment:** Continue to run existing apps - WebSphere, Cloud Foundry
5. **Flexible licensing:** Mix and match capabilities on demand, VPC licensing

aws

WSHE Benefits
- Access to New Value-Added Offerings and Containerized IBM Middleware
- Easily paired with Industry-Leading Red Hat Cloud Platform & Solutions
- License Flexibility
- Cloud Friendly Metrics: Virtual Processor Core (VPC) licensing metric

IBM

WebSphere Hybrid Edition (WSHE)

WebSphere Hybrid Edition

Red Hat OpenShift **Hybrid cloud platform**
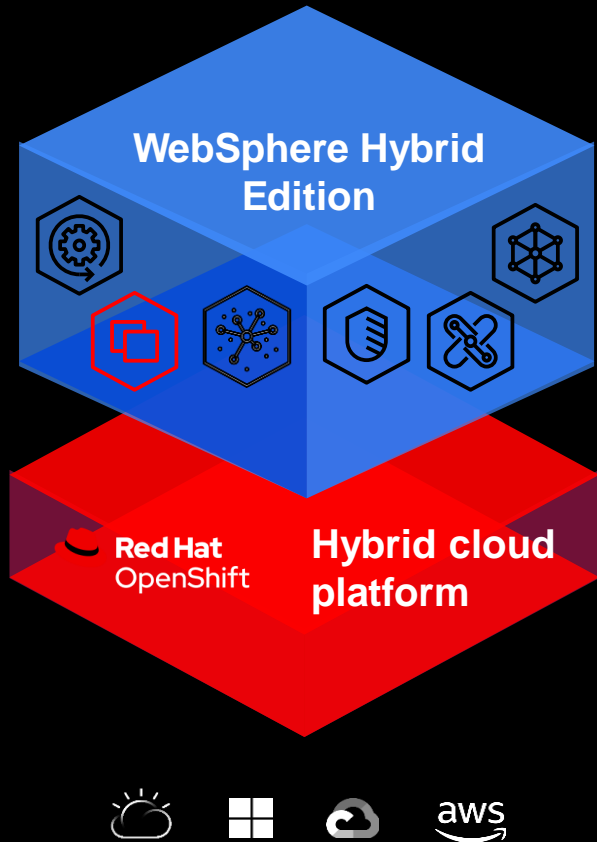
|	Capability	Available Standalone	Included in WebSphere Hybrid Edition
Available Standalone and Included in WebSphere Hybrid Edition	IBM WebSphere Application Server Network Deployment	✓	✓
	IBM WebSphere Application Server (Base)	✓	✓
	IBM Liberty Core	✓	✓
	IBM Cloud Foundry Migration Runtime[1]	✓	✓
Unique Components	IBM Cloud Transformation Advisor (Supported)		✓
	Mono2Micro (Supported)		✓
	Red Hat OpenShift	✓	
	Red Hat CodeReady Workspaces	✓	
	Red Hat Runtimes	✓	
Licensing/Packaging Benefits	License Flexibility to Move between Above Capabilities/Components		✓
	Perpetual and Subscription licensing available		✓
	Virtual Processor Core Licensing Metric		✓

Footnotes:
1. Cloud Foundry Migration Runtime requires OpenShift, but OpenShift is optional for other components of WSHE. OpenShift entitlement can be obtained from Red Hat.

Ensure continuous application development and delivery

Scaling innovation across your enterprise

- Unleash new cloud-native apps faster with less risk

- Unlock new value in applications through continuous modernization

- Optimize existing applications to lower development and maintenance costs

Applications

CaixaBank
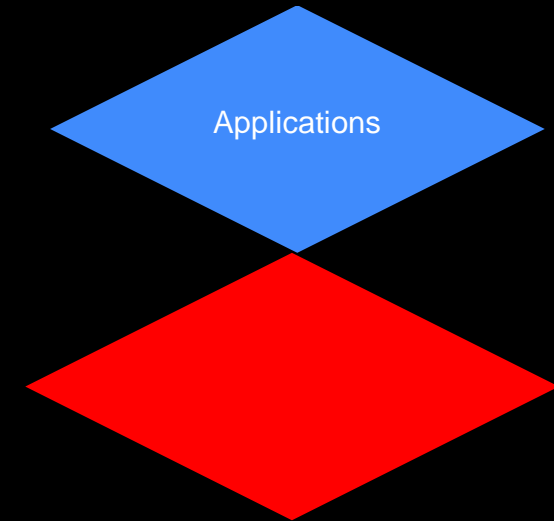
Develops digital first solutions

PRIMERICA®

Leverages modern runtimes, containerizing key applications

GRUPO PIÑERO

Builds once, deploys anywhere

IBM