

IBM Instana

Level 2

Q2 2024 Update

Seller Enablement Deck

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All client examples described are presented as illustrations of how those clients have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by client.

Before starting this seller presentation, review the IT Automation Fundamentals Level 1 course and Instana Level 2 client presentation

The client presentation covers:

- Market overview and trends
- Offerings within the portfolio
- Solutions
- Client references
- Sales assets and contacts

IBM Instana: Real-time observability for everyone—and anyone

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Click arrow to access the IT Automation Fundamentals Level 1 course →
Click arrow to access the Instana Level 2 client presentation →

Agenda

Instana Observability Business Monitoring

- Value Proposition
- Licensing

Synthetic Monitoring

- Value Proposition
- Licensing

Instana Self-hosted Editions

- New installer and new naming



IBM Instana observability business monitoring

Real-time business context for IT

IT Operations
are becoming
Business
Operations.

IT and Business
must be
aligned.

\$250K

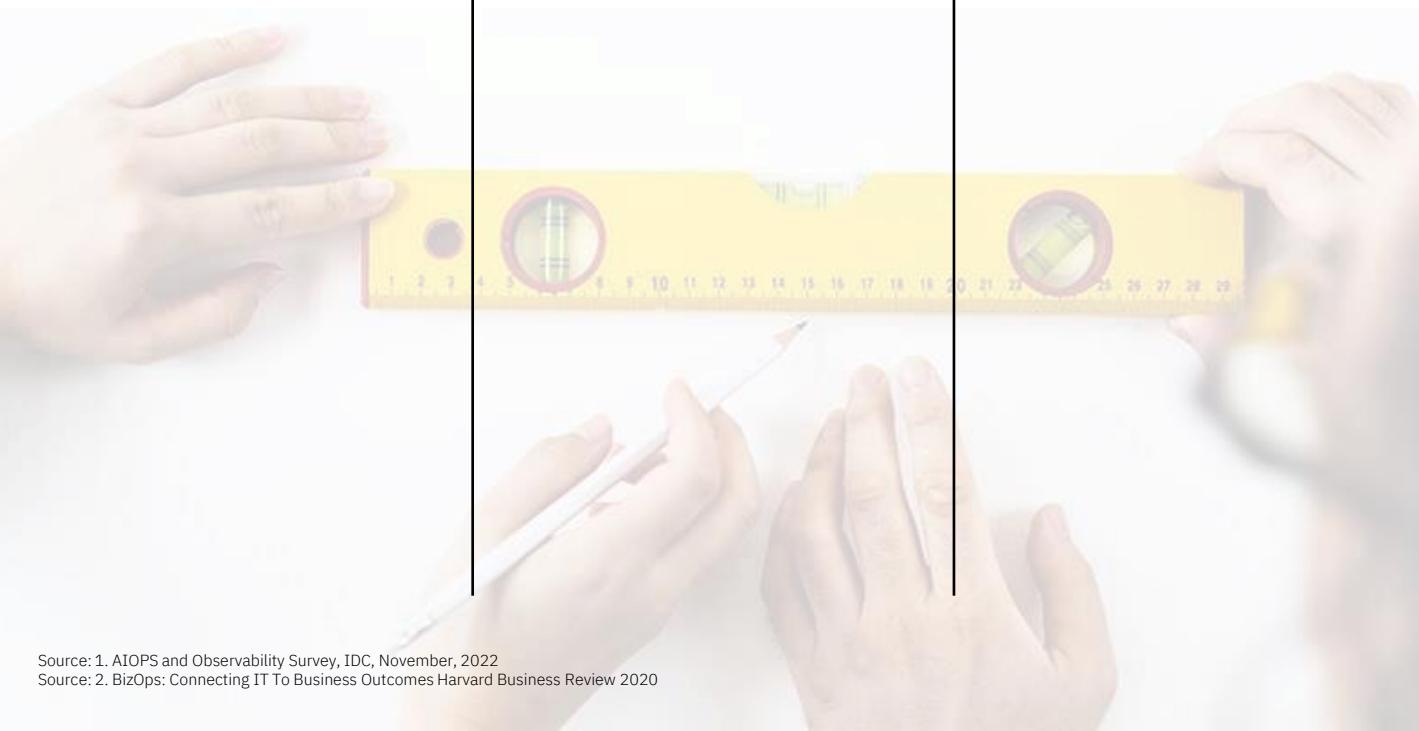
The average cost of
application downtime
per hour.¹

77%

Business & IT
disconnect results in
significant costs.²

89%

Aligning Business & IT
significantly Improves
Decision Making.²



Source: 1. AIOps and Observability Survey, IDC, November, 2022

Source: 2. BizOps: Connecting IT To Business Outcomes Harvard Business Review 2020

Today IT has no business context

Yet....

IT struggles to link outages to business impact.

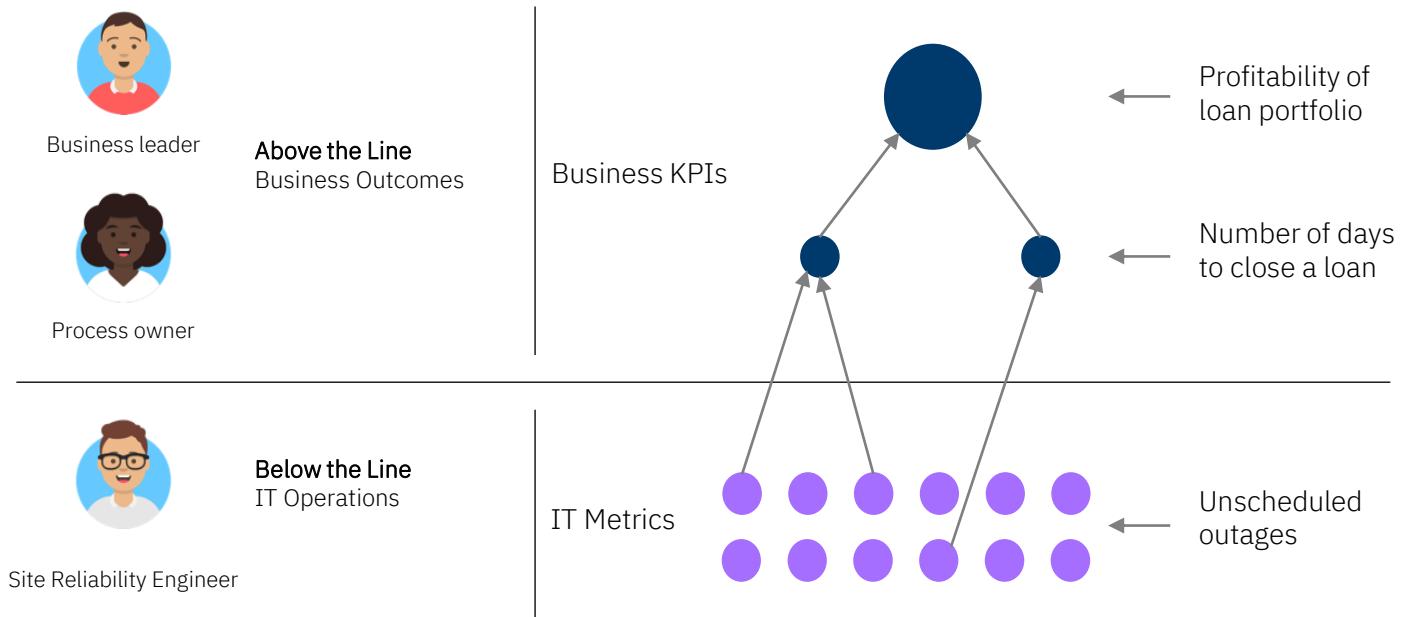


Data is siloed, knowledge is tribal, and access is limited.

Processes are more dynamic than the user's knowledge of them.



SRE teams need to see and understand in context, how an application issue impacts the business processes it touches



Business increasingly runs on IT, and outages cost, on average, \$300k.

Now IBM Instana can tell which business processes are impacted by IT incidents so they can be prioritized by importance.



What if you could automatically see what the business sees?

Full stack observability-applications become business observable

IT Applications become Real-Time Business Observable, enabling

- CIOs and CTOs: to justify the value of IT to the business, and target transformation investments
- LoBs and App Owners: to understand and track business outcomes in real-time
- SREs and DevOps: to prioritize incidents and align platform investments with business outcomes



Export to
Process Mining
for Analysis



OBM

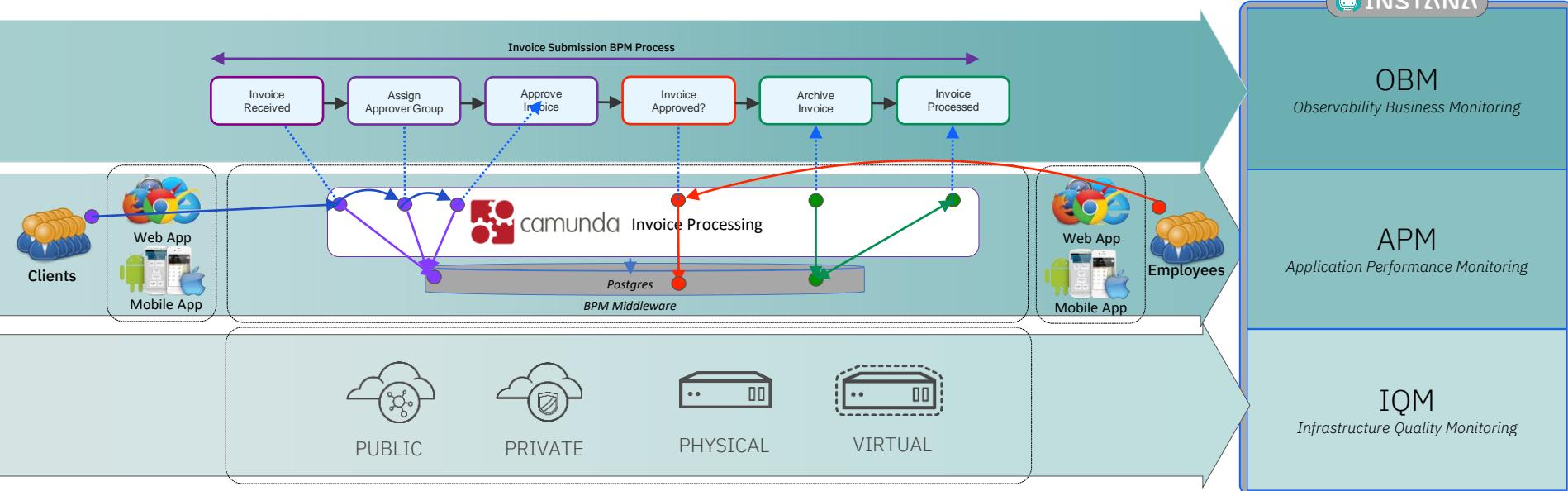
Observability Business Monitoring

APM

Application Performance Monitoring

IQM

Infrastructure Quality Monitoring



IBM Instana observability business monitoring extends observability to business processes

The screenshot shows the IBM Instana Business Monitoring interface. On the left, there's a sidebar with a dark blue background featuring a white robot head icon and the word "STAN" below it. The main area has a light blue header with the title "Business Monitoring". Below the header, there's a navigation bar with tabs like "Processes" (which is selected), "Logs", "Metrics", and "Traces". A search bar and a date range selector ("Last Hour") are also present. The main content area is titled "Business Processes" and lists several processes: "Car loans", "Invoice Receipt", "Home loans", "ATM withdrawals", "ATM Deposits", and "Refinance". Each process entry includes a small blue line chart icon, the number of "Started" events, the number of "Activities", and a "Health" status indicator (green checkmark). A modal window is open over the list, titled "1 Open issue". It contains a yellow warning icon and the message "Sudden increase in the number of erroneous calls". Below this, it says "This can be a sign of a problem on one side of the connection" and lists two bullet points: "Customers impacted: 217" and "Confidence: 99.00%". At the bottom of the modal is a yellow button labeled "View issue".

Automatic Discovery

Instana automatically detects running business processes without requiring complex instrumentation.

High-Fidelity Real-Time Data

IBM Instana can track business processes, in real-time, end-to-end through the IT stack.

True Business Context

The only business automation-aware observability product in the market.

No Sampling

IBM Instana captures 100% of trace data without sampling that could miss important context.

Currently Supported Products

- IBM Business Automation Workflow
- IBM Business Automation Open Edition
- Camunda

Business process health

A business perspective is added where users can proactively view a set of business processes and whether they are impacted by IT incidents. Tribal knowledge allows rank by importance.

The screenshot shows the 'Business Monitoring' interface. At the top, there's a header with a 'Business Monitoring' icon, a 'Go' button, a time range selector ('7d Jun 28 - Jul 05'), and a 'Live' button. Below the header, a navigation bar has a 'Processes' tab selected, indicated by a teal underline. The main area is titled 'Business Processes' and contains a table with the following data:

Name ↑	Started	Activities	Health
Invoces Approval	7	6	✓
Invoces Approval v2	2	4	✓
Invoice Receipt	2.179	7	✓
Order Coffee	4	2	✓
Standard HR Open New Position	1	8	✓
Standard HR Open New Position	1	8	✓

Two red arrows highlight specific elements: one points to the 'Invoces Approval' row name, and another points to the green checkmark in the 'Health' column of the same row.

Business process dashboard

The business process page shows the top business activities and infrastructure changes that occurred in the environment where the process is executed. An SRE can analyze individual instances from here.

Invoices Approval

No Issues [Analyze Instances](#) 7d Jun 29 - Jul 06 Live

[Summary](#) [Activities](#)

Timeline

• Invoices Approval started 8 Jun 29

Approve Invoices 1-50? 7 Jun 30

Start 5 Jun 30

Assign invoices 2 Jun 30

End 1 Jun 30

14:32:46 08:32:46 00:32:46 18:32:46 10:32:46
Jun 29 Jul 01 Jul 03 Jul 04 Jul 06

Top Activities (Count)

Approve Invoices 1-50?	10
Start	7
Assign invoices	5
End	2

[View all activities](#)

Infrastructure Issues & Changes

• Infra Issues • Offline • Online • Changes

The chart displays four data series stacked vertically: Infra Issues (pink), Offline (grey), Online (teal), and Changes (purple). The X-axis represents time from June 29 to July 6, and the Y-axis represents count from 0 to 220. The chart shows several peaks, notably around July 1st and July 4th, with the total count fluctuating between 100 and 200.

Date	Infra Issues	Offline	Online	Changes	Total
Jun 29	10	10	10	10	40
Jul 01	15	15	15	15	55
Jul 03	10	10	10	10	40
Jul 04	5	5	5	5	20
Jul 06	10	10	10	10	40

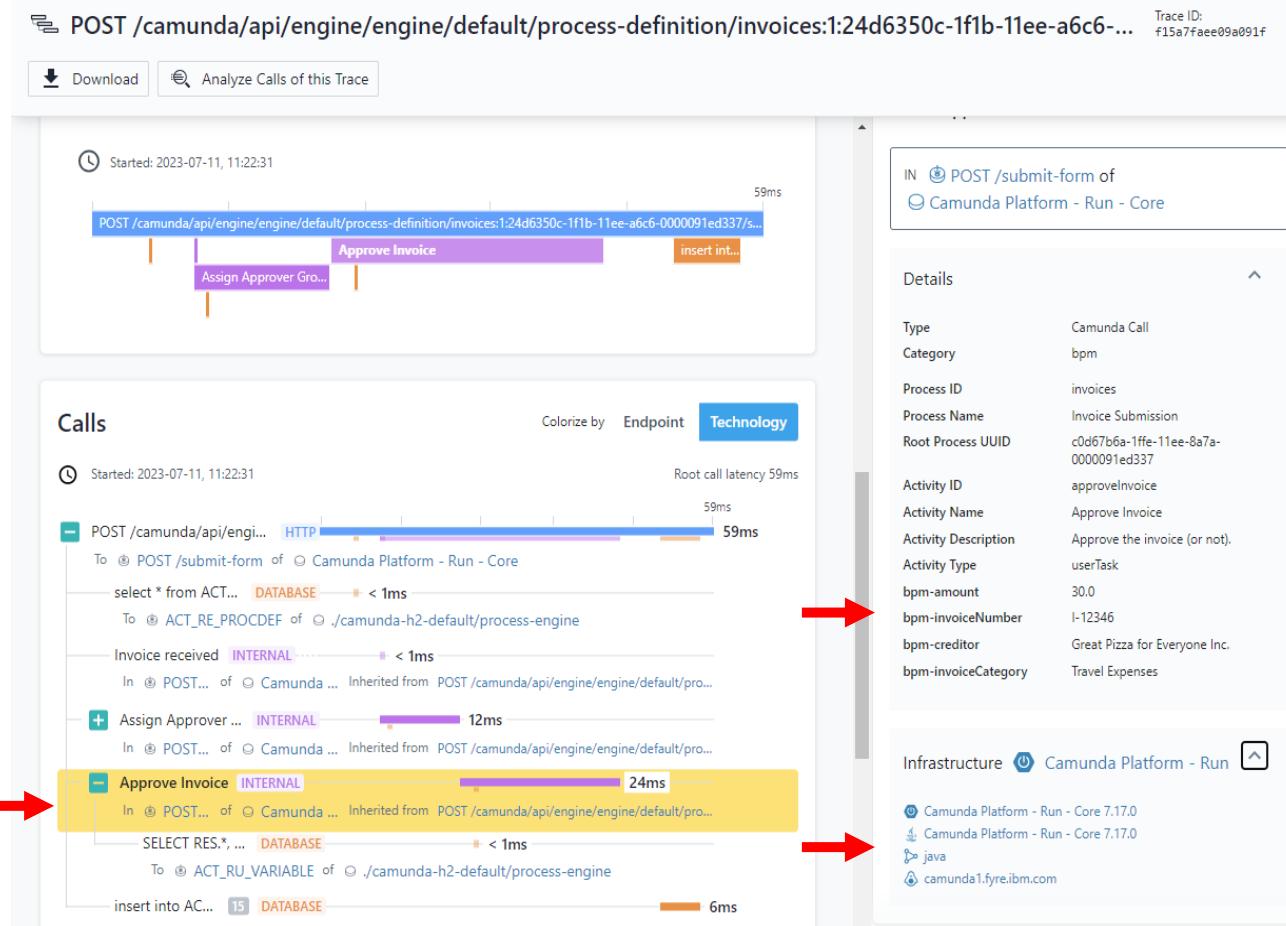
A red arrow points to the "Analyze Instances" button in the top navigation bar.

Business process trace details

When observing individual traces, the executing business process/activity is noted right within the trace.

Users can opt to capture specific business data from the executing process.

As usual, this activity is tied to the specific infrastructure stack where it is executed.



Prospecting: target persona



Carlos

Site Reliability Engineer when BPM is present
BPM admin/support

NEED

As an SRE, I need to be able to resolve the most important IT issues so the business can function efficiently.

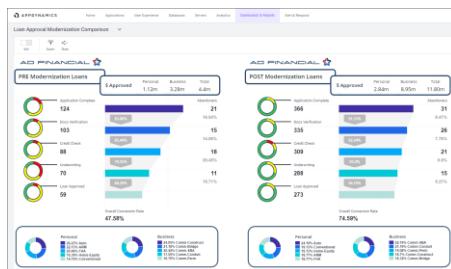
HOW

Knowing the impacted business processes will allow me to prioritize issues correctly.

WOW

By fixing the most impactful issues first, I will remove any IT roadblocks and reduce the impact of outages.

IBM Instana Observability Business Monitoring competition

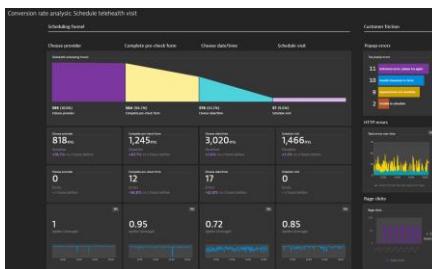


AppDynamics BusinessIQ

Strong messaging on business impact from observability

Business Journeys

- AppDynamics Query Language (ADQL)
- Analytics Funnels (Abandonment & Conversion)
- Experience Monitoring (XLM)
- Monthly \$90/CPU vs Monthly \$60/CPU for APM



Dynatrace Digital Business Analytics

Business-grade data is precise and in real-time

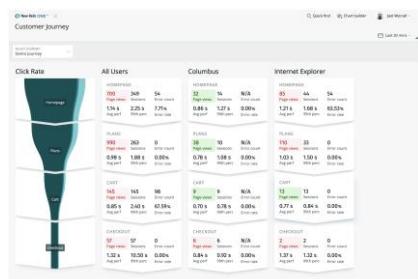
- Client Journeys
- Business Event data from OneAgent or OneAgent API for 3rd Party
- Data Enrichment
- DQL for Dashboards
- Funnels, Conversions etc.
- No sampling on business data
- New Dynamic Platform Subscription (DPS) – an hourly pricing model with different price points per capability depending on commitment



Datadog Realtime Business Intelligence

Heavily based on Logs and APM custom instrumentation

- Dashboards with metrics, logs & traces (JSON)
- Metric correlation
- ML pattern recognition, Anomaly Detection
- Targeted Alerting
- Opaque consumption-based pricing



NewRelic Business Analytics

Correlation between NR and 3rd Party data on Data Insights

- Expansion capabilities
- NROne (Apps)
- NerdGraph (GraphQL)
- NRQL for dashboards
- Opaque consumption and user-based pricing

For IBM and Partner Use Only

Part Numbers and Licensing

PID #	PID Name
5900AG5	IBM Observability by Instana SaaS

Part #	Part Description	SRP
D0FQMZX	IBM Instana Observability Business Monitoring Managed Virtual Server per Month	\$ 38.00
D0FQNZX	IBM Instana Observability Business Monitoring Managed Virtual Server Overage	\$ 45.00

Instana Observability Business Monitoring is an add-on to existing Instana APM licenses.

Licensed per MVS (Managed Virtual Server), the same as base Instana.

License is required for each server running a supported Business Process Management product that will be monitored by Instana.

IBM Instana synthetic monitoring

Synthetic monitoring – What is it? Why is it important?

- Synthetic monitoring (also known as Robotic transactions) is a functionality that lets clients record and periodically replay synthetic requests that simulate real user traffic.
- It allows testing the availability and the response time of websites and APIs from different locations.
- It allows the detection of performance issues, even when no real users are interacting with the applications.
- The lack of native Synthetic Monitoring was an important competitive gap, highlighted in the Gartner Magic Quadrant for APM. Now it is CLOSED.
- Clients can deploy multiple Points-of-Presence (PoPs) to test their application from locations that are important to them
- Clients can also use IBM-managed PoPs (additional license required)

IBM Instana synthetic monitoring

API testing

Clients can create simple and scripted API tests to test their API endpoints.

User journey testing

Clients can test user journeys for browser-based applications.

Secure vault for credentials

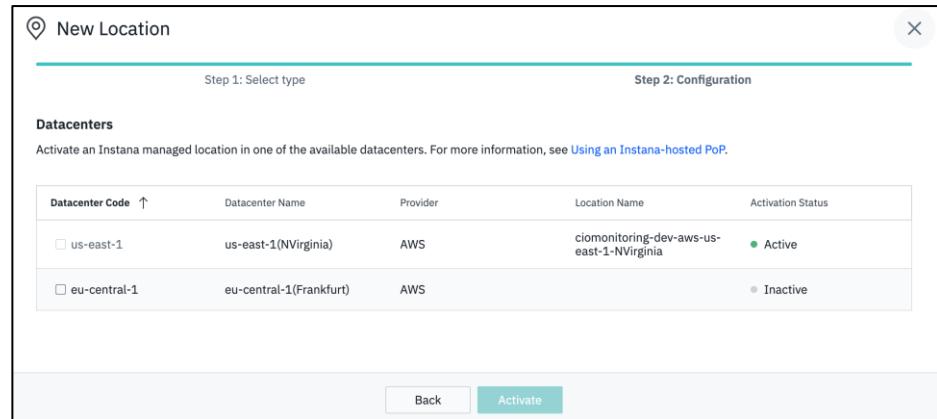
Clients can securely store credentials in Instana for secure use in synthetic tests.

Alerting

Clients can generate alerts on test failures and send those alerts to an alert channel.

IBM-managed points of presence

- Removes operational burden to Instana admins: Clients can run tests from various geographical locations without managing the locations.
- Most requested Synthetic Monitoring feature (feature parity with APM competitors).
- Starting with 2 locations: US (N Virginia), EU (Frankfurt). Next location: AP(Tokyo). More locations will be added based on clients' demand.
- Requires additional license.



The screenshot shows a user interface for creating a new location. At the top, there's a header with a location pin icon and the text "New Location". Below the header, it says "Step 1: Select type" and "Step 2: Configuration".

In the center, there's a section titled "Datacenters" with the sub-instruction: "Activate an Instana managed location in one of the available datacenters. For more information, see [Using an Instana-hosted PoP](#)".

A table lists two datacenter entries:

Datacenter Code ↑	Datacenter Name	Provider	Location Name	Activation Status
<input type="checkbox"/> us-east-1	us-east-1(NVirginia)	AWS	ciomonitoring-dev-aws-us-east-1-NVirginia	● Active
<input type="checkbox"/> eu-central-1	eu-central-1(Frankfurt)	AWS		● Inactive

At the bottom right of the interface are two buttons: "Back" and "Activate".

License & Pricing

- New part number DOI5PZX (IBM Instana Observability Add-on Managed Point of Presence 1000 Resource Units per Month)
- Add-on to Instana license
- List price for 1 unit: \$12
- 1 unit entitles 1000 Resource Units (RU) per month and allows the execution of 3 different kinds of test
- 1 simple API test executed = 0.025 RU
- 1 API script test executed = 0.042 RU
- 1 Browser test executed = 1 RU
- Min quantity per month: 30
- Available to partners
- Instana will not charge for the tests executed from client self-hosted locations

\$	# of licenses	Resource units	API simple (1 min)		API script (5 min)		Browser tests (15 min)	
360	30	30000	Tests	Executions	Tests	Executions	Tests	Executions
			-	-	-	-	10	28800
			-	-	82	708480	-	-
			27	1080000	-	-	-	-
360	30	29920	15	648000	14	120960	3	8640

Competitive comparison

Features	Dynatrace	DataDog	NewRelic	Instana
	All direct competitors offer options to execute synthetic tests from multiple locations around the world without adding overhead to the SRE team			
	Public locations	Public locations	Minions	Managed PoPs
Pricing	\$0.001 per synthetic request Charging also for tests executed from private locations	<ul style="list-style-type: none"> API test: \$5 per 10000 test runs per month (billed annually or \$7.20 on demand) Browser test (25 steps): \$12 per 1000 test runs per month (billed annually or \$18 on-demand) Charging also for tests executed from private locations	\$0.005/ check beyond free limit Free limits: Standard = 10 000 Pro = 1 million Enterprise 10 million checks Charging also for tests executed from private locations	<ul style="list-style-type: none"> Simple api test: \$3 per 10000 test runs per month Api script test: \$5 per 10000 test runs per month Browser test: \$12 per 1000 test runs per month Not charging for tests executed from private locations
Number of available locations	58 multicloud (AWS, AZURE, GCP, Alibaba)	23 (Americas 7, APAC 8, EMEA 8) - AWS	20	2 – US + EU Will increase it during 2024 based on client's demand
Ping tests	✓	✓	✓	✓
Script tests	✓	✓	✓	✓
Browser tests	✓	✓	✓	✓
Alerts on test failures	✓	✓	✓	✓

New Instana
self-hosted editions

Instana Self-Hosted Deployment Options

New clients should use Self-Hosted Standard Edition

This name change does not affect the licensing

Standard Edition

Based on K3s – lightweight Kubernetes version

Mainstream choice for Instana self-hosted

Custom Edition

Based on Kubernetes or OpenShift

High scalability, for extra-large deployments

Classic Edition

Based on Docker
No new features are released

Migration path for existing clients will be available in later in 2024