

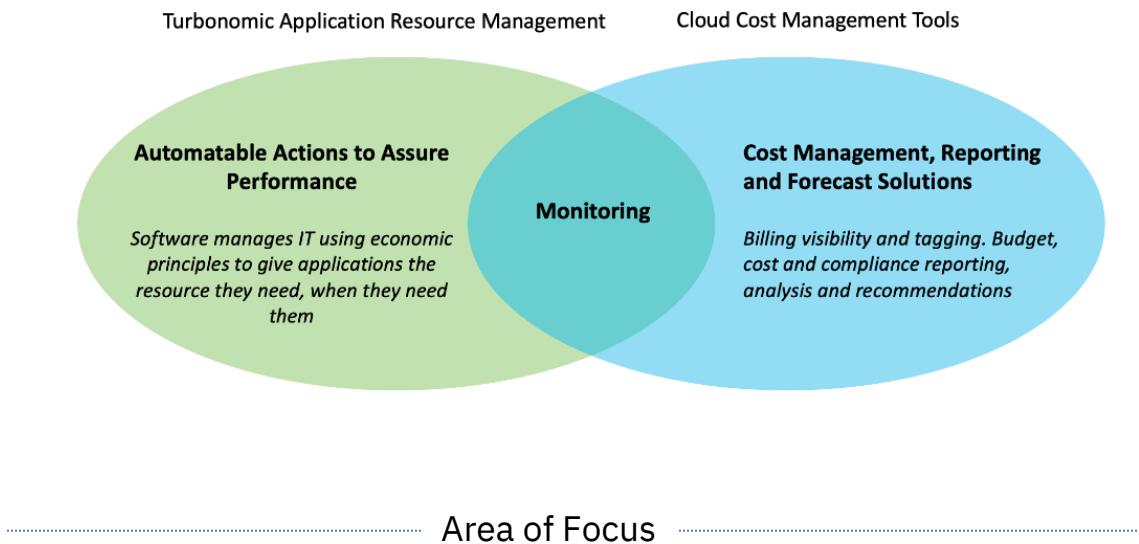
# Positioning IBM Turbonomic with Ecosystem Offerings



When positioning Turbonomic, clients will ask how Turbonomic capabilities compare to the ecosystem offerings. Many times, the ecosystem messaging is similar to Turbonomic, and clients will question the overlap. This quick guide provides an overview of how to position Turbonomic when an ecosystem partner is in the client environment. Turbonomic is complementary to the ecosystem offerings, and it is important for you to understand how they work “Better Together”.

	 turbonomic an IBM Company	 APM INSTANA dynatrace APPDYNAMICS	 Native Cloud Cost Optimization aws Azure Google Cloud	 Cloud Cost Optimization APPTIO FLEXera Nordcloud	 vmware®
Key Client Benefits	Turbonomic provides continuous & automatable actions to assure application performance, optimize hybrid cloud resources and accelerate sustainable IT.	APM solutions observe and understand application performance. Performance risks are identified and isolated for remediation – reduce MTTR after issue occurs.	Native cloud cost optimization tools provide visibility of costs into the respective cloud provider environment – not multicloud. Clients use it for budget & cost mgmt. and chargeback.	Cloud cost optimization solutions support multicloud covering AWS, Azure and GCP. Clients use it for budget & cost mgmt. and chargeback.	VMware vRealize Operations (vROps) enables clients to configure and allocate resources for VMs. Clients use it for capacity planning and to help troubleshoot problems after an issue occurs.
Better Together	Turbonomic complements ecosystem technologies to drive continuous application health in Hybrid and Multi cloud environments.	Turbonomic automated infrastructure resourcing actions assure applications adhere to SLOs when integrated with APM tools.	Turbonomic provides the trustworthy decisions to safely reduce cloud costs. Native cloud optimization tools show which departments are spending how much and how costs are being optimized through Turbonomic actions.	Turbonomic provides the trustworthy decisions to safely reduce cloud costs. Cloud cost optimization tools show which departments are spending how much and how costs are being optimized through Turbonomic decisions.	Turbonomic drives continuous application health in VMware environments by eliminating congestion. When vROps alerts on a performance risk, Turbonomic provides the precise action to eliminate risk.
Why sell Turbonomic with Ecosystem Offerings?	N/A	<ul style="list-style-type: none"><li>• APM handles code level insights and Turbonomic handles infrastructure resourcing</li><li>• APM customers care about app performance – Easier to position and sell Turbonomic</li><li>• Land in competitive APM accounts with Turbonomic and expand with Instana</li></ul>	<ul style="list-style-type: none"><li>• Native Cloud Cost Optimization customers never implement the actions as each action needs to be reviewed by IT staff</li><li>• Customer have multicloud environments - Turbonomic provides ongoing optimization at scale for multicloud environments</li></ul>	<ul style="list-style-type: none"><li>• Cloud cost optimization customers never implement the actions as each action needs to be reviewed by IT staff</li><li>• Turbonomic provides continuous optimization of the environment and payback beyond focused cost reporting solutions</li></ul>	<ul style="list-style-type: none"><li>• vROps alerts on application performance issue after the fact and is used mainly to troubleshoot the root cause</li><li>• With Turbonomic – Application are continuously healthy and performing – resourced for performance</li></ul>

## IBM Turbonomic ARM & Cloud Cost Mgmt. Tools solve different problems



Area of Focus



**Turbonomic is Application Focused**  
Drive Continuous Application Health in Hybrid and Multi cloud

- ✓ Application awareness (APM integration)
- ✓ Hybrid cloud, multicloud, on-premises and cloud migrations
- ✓ Automatable / Trustworthy actions
- ✓ Integration with ITSM workflow, IAC or CI/CD pipeline
- ✓ Plan and optimize container sizing – Namespace, Nodes & Pods
- ✓ Elastic Infrastructure – Pay for only what you need
- ✓ SLO adherence scaling



**Cloud Cost Management Tools**  
Budget and Cost Visibility for Cloud environments

- ✓ Billing visibility
- ✓ Cost reporting
- ✓ Spend / chargeback allocation
- ✓ Cloud budget compliance and cost alerts

## Turbonomic + Cloud Cost Mgmt. Tools = Better Together

### Turbonomic Strengths

- Continuous real-time application performance assurance
- Visualize full stack relationships and dependencies for any environment, anywhere
- Fully automatable resourcing decisions are driven by application demand to unlock elasticity and free IT staff to innovate

### Cloud Cost Mgmt. Strengths

- Provide Budget / Cost / Compliance analysis, reporting and trending to help customers understand their cloud bills.



### Better Together

- With Turbonomic - Cloud optimization that can be continuously automated to prevent performance risk and cost overruns.
- With Cloud Cost Management Tools – Budget and cost visibility of public cloud spend by business unit (BUs). Alert when BUs exceed their budget for cloud spend.

## Signals that a Prospect Needs Turbonomic



Overallocation is causing high cloud costs. Existing tools cannot automatically unlock cloud elasticity



FinOps tools show which departments are spending how much money but not what precise resource are actually needed



Overspending in cloud masks an inability to properly resource applications at the lowest cost while assuring performance



Inability to understand and visualize relationships between application & cloud entities across the multicloud estate

IT staff cannot fully understand the complexity of cloud environments and how to dynamically resource applications in real-time and at scale

## Discovery Questions



Next time a prospect says they want to reduce cloud costs and be more efficient in the cloud...

**Question # 1:** So, why not simply size all your cloud workloads to t3.micro (AWS) or A0 (Azure)? Wait for their response.

**Customer Response:** We cannot because of risk to application performance.

*Performance is cost in cloud... organizations overpay when they don't understand performance. Customers in most situations do not understand what cloud resources applications need for performance.*

- **Question # 2:** How are you dealing with cloud complexity?
  - ✓ Current Situation: Organizations unable to correlate application demand to the millions of cloud configuration options. Lack of understanding of the apps demand leads to “guesstimates”
- **Question # 3:** How are you dealing with Cloud Skills Gap?
  - Current Situation: Limited cloud talent and knowledge, lack of cloud migration strategies

## Turbonomic Helps Cloud Customers



Optimize on-premises workloads, deliver migration plans that offer certainty and savings, then maintain optimal operation in AWS.



Operationalize full stack visibility, insights and actions for complex workloads across hybrid cloud environments.

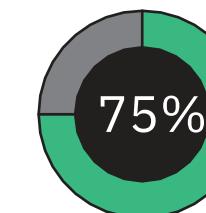


Unlock cloud elasticity through automatable actions so customers consume only what they need, accelerating sustainability initiatives.

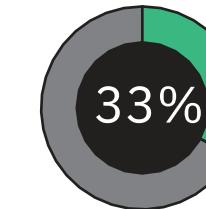
## Situations to Avoid

- ✓ Avoid doing a Turbonomic deal without a Proof of Value (PoV) covering a large environment. PoV's convince customers that Turbonomic is unique and valuable. Work with the customer to determine the positive business outcomes prior to the PoV start. During the PoV, work with customer to take actions to build trust in Turbonomic. Many customers do not take the actions provided by cloud cost optimization tools, so cost savings are never realized.
- ✓ Do not position Turbonomic solely as a cost savings solution. Turbonomic assures application performance at the lowest possible cost while adhering to all business policies. Turbonomic provides trustworthy actions for identifying, eliminating and preventing waste. Additionally, Turbonomic provides the necessary investments to eliminate risk to application performance.
- ✓ Do not get stuck at positioning Turbonomic to just Cloud operations. Expand your conversations, reaching out to IT directors, cloud stakeholders, application owners, DevOps and SREs.

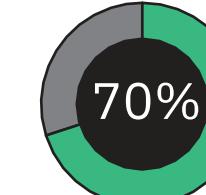
## Turbonomic Value Proposition for Client Accounts



Reduction in on-premises spend

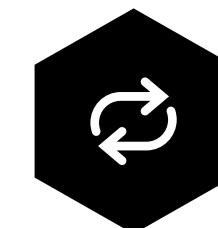


Reduction in public cloud spend

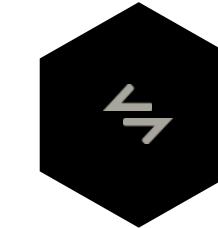


Reduction in support tickets

**FORRESTER®**  
[Read the Full Report](#)



ROI  
471%



Payback  
<6 months

## Purpose-built to be operationalized

Cloud optimization you can optimize automate to *prevent* performance risk and cost overruns.

You're responsible for your organization's cloud estate. You care most about two things: 1) minimizing cost, and 2) ensuring service to end-users. Cloud optimization can only drive the outcomes you want, if you can operationalize automation at scale.

### What's Required?

#### Application Awareness

Application context is critical to operationalizing automation. With it, cloud teams confidently automate because App / Product Owners and the LOB can see exactly how dynamic resourcing ensures great end-user experiences.

Correlate application response-time or transaction throughput to dynamic resourcing. Turbonomic integrates with...

- Instana
- Dynatrace
- New Relic
- AppDynamics

And more! ...No APM? No problem. We've got you covered with native solutions.

#### Multi-Dimensional Analysis

A bunch of metrics in a single-pane-of-glass doesn't cut it. The complexity of today's modern applications and cloud resourcing requires software to make the right decisions, continuously—decisions based on all the resources that an application requires. Turbonomic continuously delivers:

- Cloud compute optimization
- Cloud storage optimization
- Cloud database optimization
- Kubernetes optimization

Additionally, Turbonomic compute optimization is IOPs-, reservation-, and discount-aware!

#### Actions You Can Automate

Only Turbonomic provides specific actions that prevent performance risk and cloud waste. Automation at scale necessitates a proactive approach.

Integrate with any pipeline, IaC, ITSM, or communication tool in your organization!

- Ansible
- Azure DevOps
- GitHub
- GitLab
- Jenkins
- Puppet
- Slack
- Terraform

...and more!

## Is the client looking to...

- Automate cloud application resourcing & achieve cloud elasticity?
- Prevent performance issues before they impact user experience?
- Have software choose the right cloud configurations for you?

## With Turbonomic you can automate continuously and see exactly how dynamic resourcing improves end-user experience.

Software (not people) continuously matches real-time demand to the public cloud's unprecedented number of configuration options.

### Actions clients can take



#### Cloud Compute Optimization



#### Cloud Storage Optimization



#### Cloud DBaaS Optimization

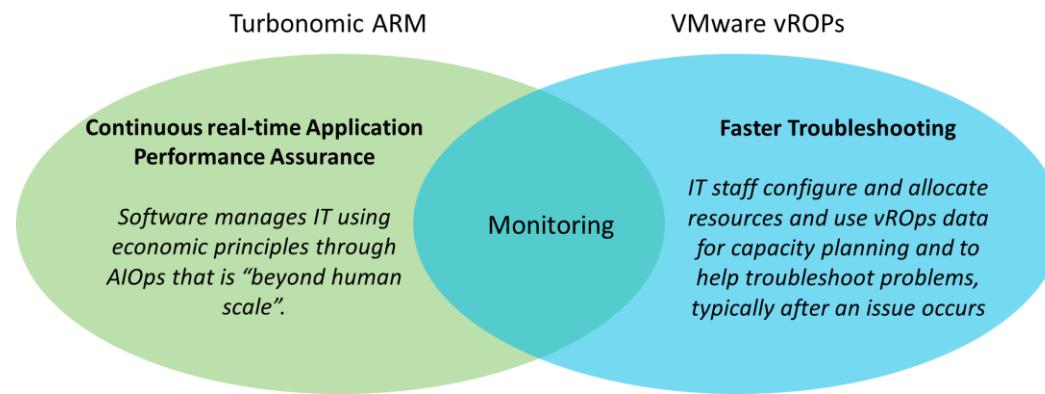


#### Kubernetes Optimization

IBM Turbonomic is not right for you if you only care about:

- Cost visibility
- Chargeback
- Slicing & dicing data

## IBM Turbonomic ARM & VMware vROps solve different problems



### Solution User Guides

As per user guides - Turbonomic is focused on keeping applications healthy with Application Resource Management (ARM). VMware is focused on monitoring, alerting and troubleshooting when application issues happen.

#### Turbonomic User Guide

*Application Resource Management is a top-down, application-driven approach that continuously analyzes applications' resource needs and generates fully automatable actions to ensure applications always get what they need to perform. It runs 24/7/365 and scales with the largest, most complex environments. To perform Application Resource Management, Turbonomic represents your environment holistically as a supply chain of resource buyers and sellers, all working together to meet application demand.*

#### VMware vROps 8 User Guide

*The VMware® vRealize Operations Manager User Guide describes what to do when users experience performance problems in your managed environment. As a system administrator, you might become aware of a problem with an object in your environment when vRealize Operations Manager generates an alert, or when a user contacts you. To help ensure optimal performance, this information describes how you use vRealize Operations Manager to monitor, troubleshoot, and take action to address problems.*

### Area of Focus



**Turbonomic is Application Focused**  
Drive Continuous Application Health in Hybrid and Multi cloud environments



**VMware is Infrastructure Focused**  
Monitoring/Alerting/Troubleshooting for VMware environments

## Turbonomic + vROPs = Better Together

### Turbonomic Strengths

- Continuous real-time application performance assurance
- Visualize full stack relationships and dependencies for any environment, anywhere
- Fully automatable resourcing decisions are driven by application demand to unlock elasticity and free IT staff to innovate

### vROps Strengths

- vROps is a monitoring, alerting and troubleshooting tool for VMware environments
- IT staff use vROps to help troubleshoot problems after they occur

### Better Together

- With Turbonomic - Applications are continuously healthy and performing to deliver the best customer experiences.
- With vROps – Configure, monitor, alert and troubleshoot VMware environments

## Signals that a Prospect Needs Turbonomic



Difficult to prove that the infrastructure resourcing tiers are not the cause of application delay



Complex war room sessions are set up to remediate application performance issues



Overspending on HW and cloud resources to mask an inability to properly resource applications



**APPS INFRA**  
Inability to understand and visualize relationships between application & infrastructure silos and entities across the hybrid cloud estate



Human scripts and human defined process focused automation hinders management of application resourcing in real-time and at scale



APM customers/prospects. Organizations who care about digital experience and run applications on VMs, cloud instances and containers

## Discovery Questions



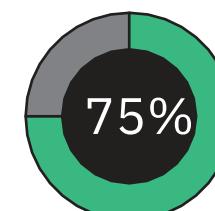
- **Question # 1:** For on-premises VMware environments - When a user calls down and says my application is slow/down, what happens next?
  - ✓ Common Answer: Customer admits to pulling together a war room of cross functional teams to compare data and fix problem.
  - ✓ Follow Up Question: What would it mean to you if your organization could prevent these issues in the first place?
  - ✓ Why do we ask?: I want the customer to tell me early in an engagement that they have war rooms and problems with resourcing.
  
- **Question # 2:** How many alerts do you/your team ignore on a daily/monthly basis?
  - ✓ Common Answer: All of them or we don't ignore them, we spent a lot of time filtering out all the noise so that we only do things when it is really bad?
  - ✓ Follow Up Question: If that is the case, why use monitoring tools and set thresholds to get alerts that you will ignore any way? How would you like to know of an application performance issue before it happens?
  - ✓ Why do we ask?: There is so much noise and customers are explaining that the problem is beyond human scale and the only way to make efficient use of humans is to wait for congestion to happen.
  
- ✓ **Question # 3:** How do you make sure that every application, virtual machine or container gets the resources it needs when it needs them?
  - ✓ Common Answer: We use a lot of tools that alert us to understand we are not assuring performance. We are not very good at it; it is a human intensive effort, and we are always chasing our tails.
  - ✓ Follow Up Question: I hear this a lot from my customers which is where this gets interesting. Only IWO ensures all applications resourced continuously and without wasteful overprovisioning.
  - ✓ Why do we ask?: Eliminate the manual efforts of ensuring applications are resourced and demonstrate that IWO can deliver these outcomes.

VMware may tell customers that they do everything that IBM Turbonomic ARM does.  
Ask the customer to show how VMware can do what Turbonomic can do?

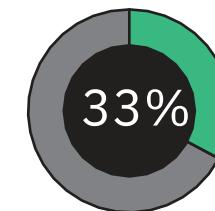
## Situations to Avoid

- ✓ Avoid doing a Turbonomic deal without a Proof of Value (PoV) covering a large environment. PoV's convince customers that Turbonomic is unique and valuable. Work with the customer to determine the positive business outcomes prior to the PoV start. Focus on assuring application performance.
- ✓ Do not position Turbonomic solely as a cost savings solution. Turbonomic assures application performance at the lowest possible cost while adhering to all business policies.
- ✓ Do not get stuck at positioning Turbonomic to just IT and VMware administrators. Expand your conversations, reaching out to IT directors, cloud stakeholders, application owners, DevOps and SREs
- ✓ Do not let VMware rep convince your customers that vROps does everything that Turbonomic does: Challenge customers to show how VMware could do what Turbonomic does – they cannot

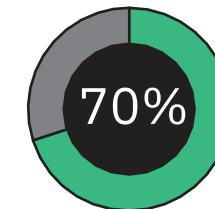
## Turbonomic Value Proposition for Client Accounts



Reduction in on-premises spend

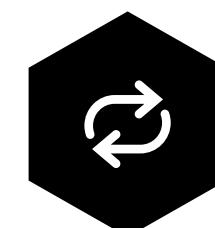


Reduction in public cloud spend

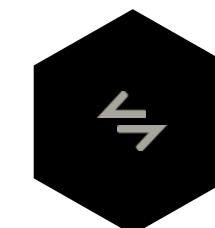


Reduction in support tickets

**FORRESTER®**  
[Read the Full Report](#)



ROI  
471%



Payback  
<6 months