

# IBM Instana

## Level 2

### Q2 2024 Update

#### *Seller Enablement Deck*

John Deegan  
Instana Sales Enablement Lead  
[jdeegan@ibm.com](mailto:jdeegan@ibm.com)

Wlodek Dymaczewski  
Senior Content Developer, IT Automation  
[dymaczewski@pl.ibm.com](mailto:dymaczewski@pl.ibm.com)



# Seller guidance and legal disclaimer

IBM and Business Partner  
Internal Use Only

Slides in this presentation marked as **"IBM and Business Partner Internal Use Only"** are for IBM and Business Partner use and should not be shared with clients or anyone else outside of IBM or the Business Partners' company.

© IBM Corporation 2024.

**All Rights Reserved.**

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this presentation to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth, or other results.

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

John Deegan  
Instana Sales Enablement Lead  
[jdeegan@ibm.com](mailto:jdeegan@ibm.com)

**INSTANA**  
an IBM Company

**IBM**

[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.<sup>1</sup>

# 77%

Business & IT  
disconnect results in  
significant costs.<sup>2</sup>

# 89%

Aligning Business & IT  
significantly Improves  
Decision Making.<sup>2</sup>

Today IT has no business context

Yet....

IT struggles to link  
outages to business  
impact.

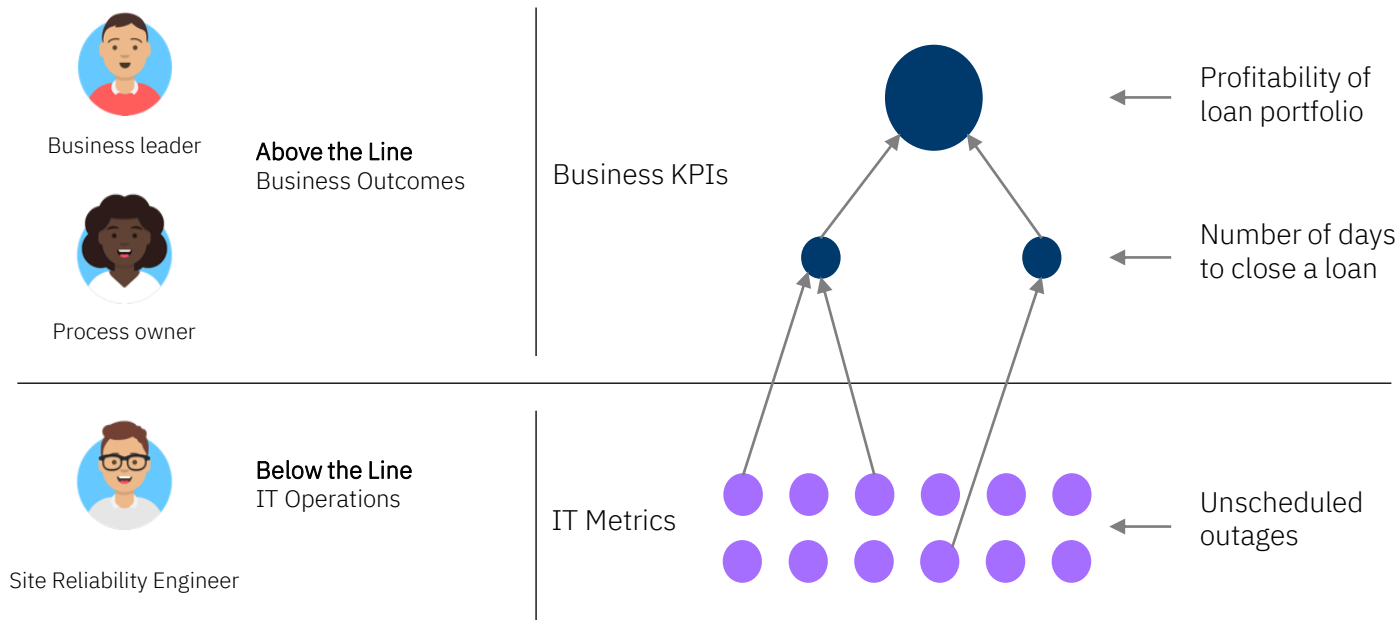
Data is siloed, knowledge  
is tribal, and access is  
limited.

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



What if you could automatically see what the  
business sees?

# 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.

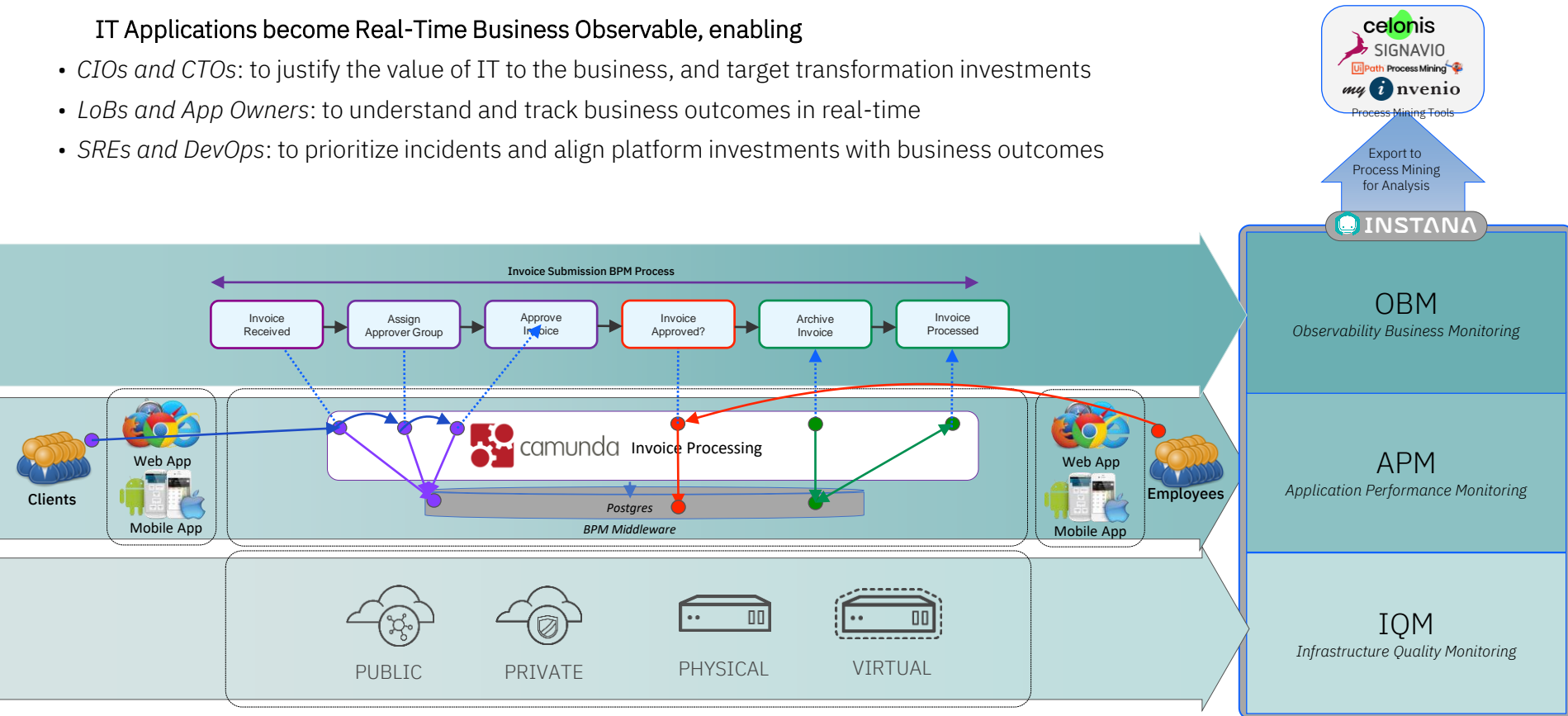


What if you could automatically see what the business sees?

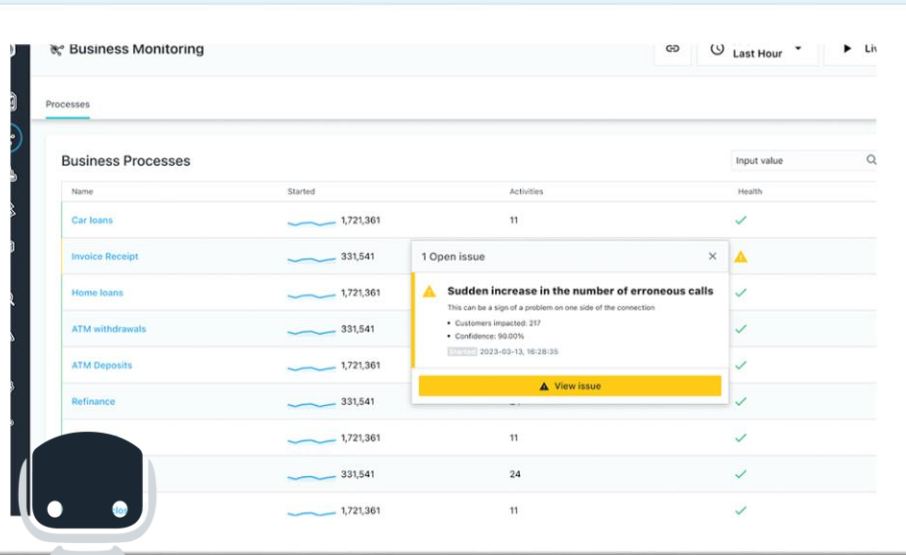
# Full stack observability-applications become business observable

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



# IBM Instana observability business monitoring extends observability to business processes



## 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.

Business Monitoring

🔄

Processes

🔍

Business Processes

🔍

Name ↑	Started	Activities	Health
Invoices Approval	7	6	✓
Invoices 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	✓

🔍

🔄

Processes

🔍

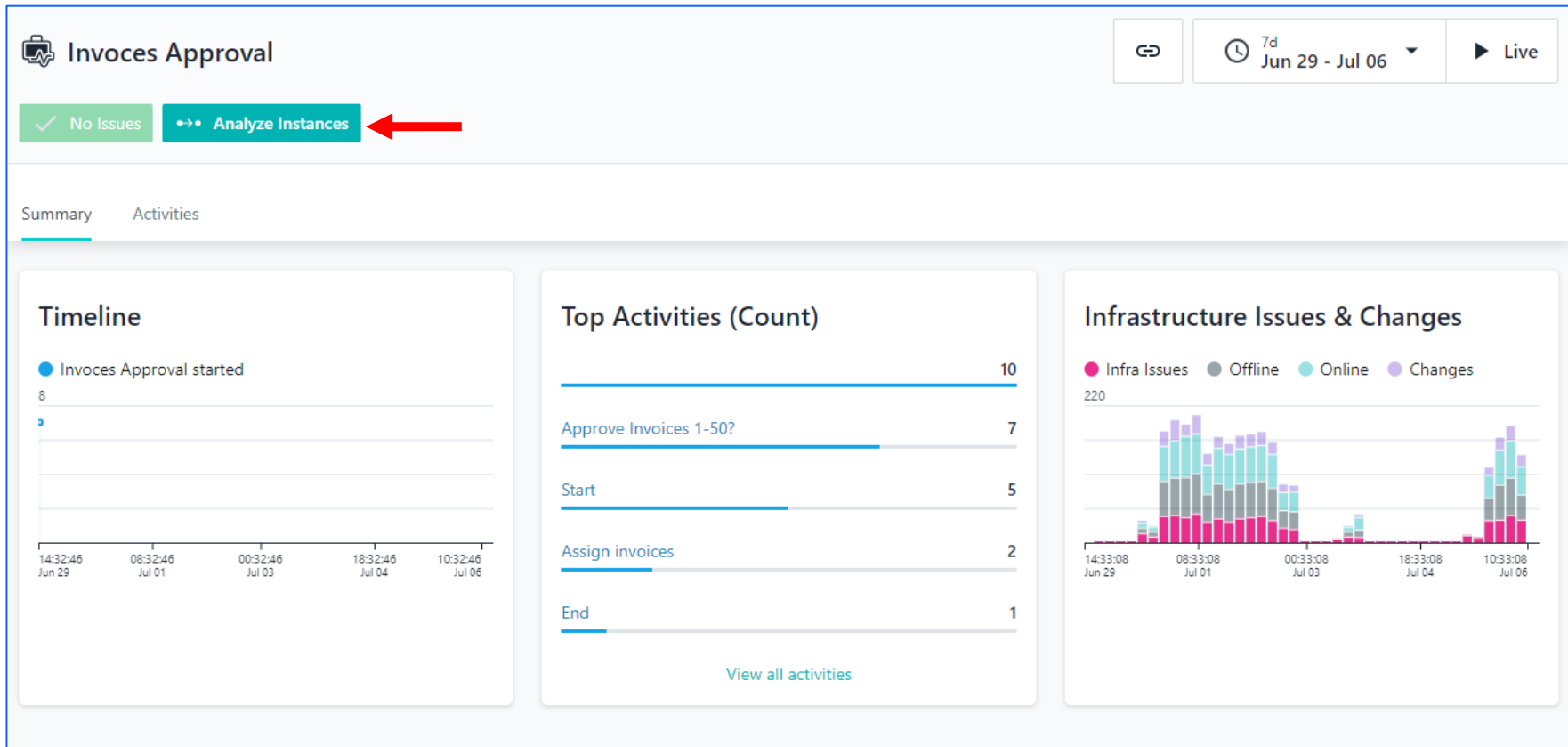
Business Processes

🔍

Name ↑	Started	Activities	Health
Invoices Approval	7	6	✓
Invoices 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	✓

# 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.

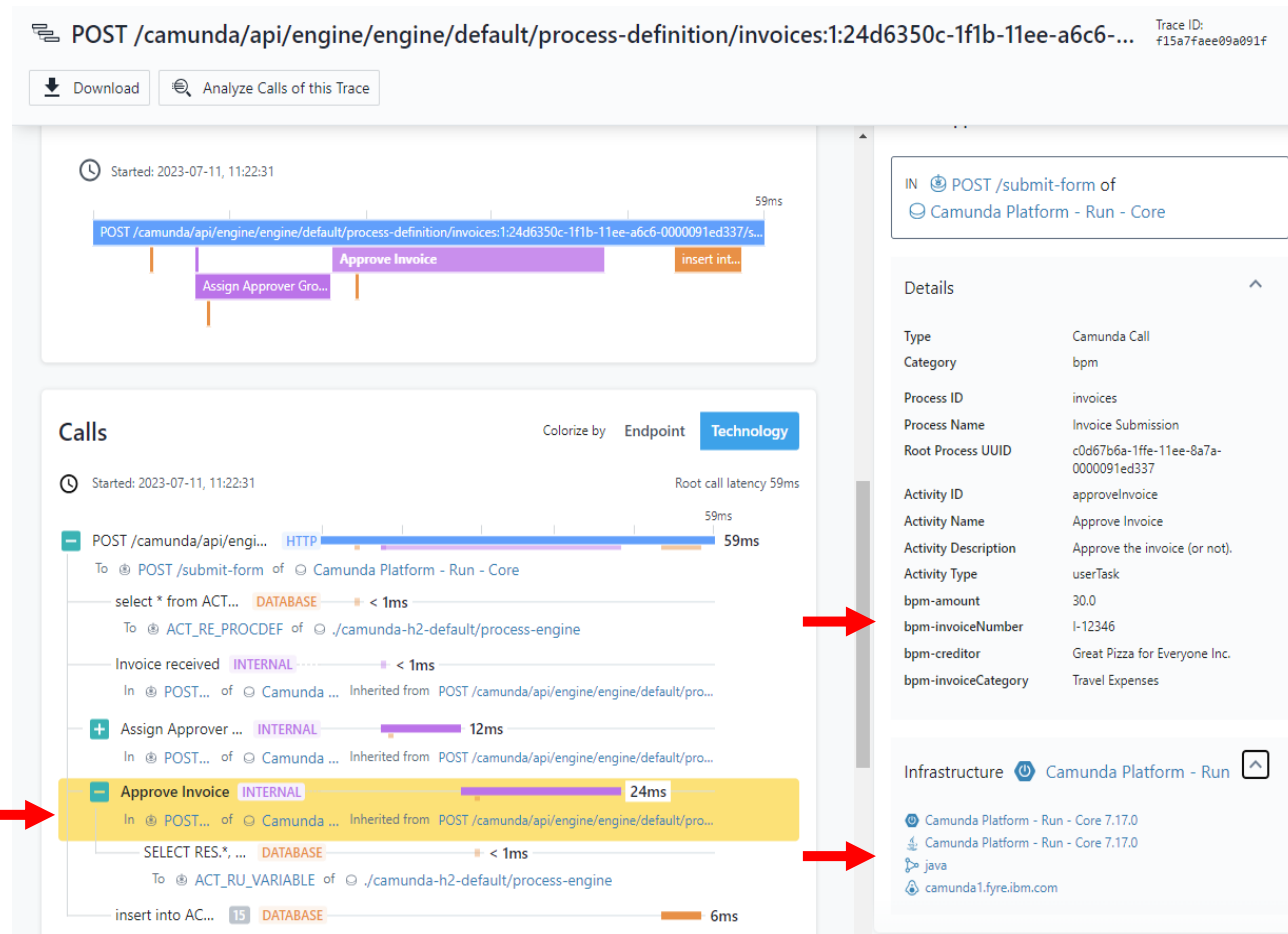


# Business process trace details

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.

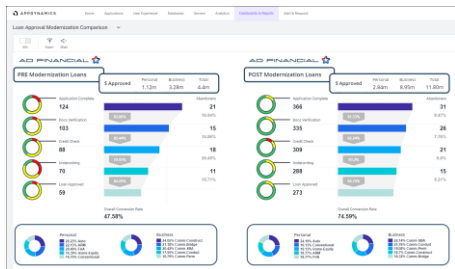
## HOW

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

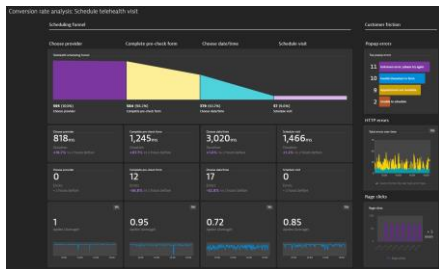


## AppDynamics BusinessIQ

Strong messaging on business impact from observability

Business Journeys

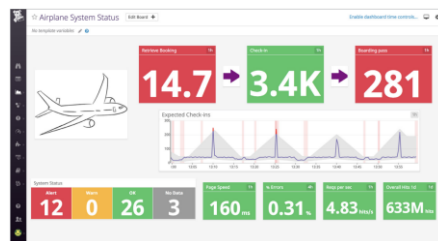
- AppDynamics Query Language (ADQL)
- Analytics Funnels (Abandonment & Conversion)
- Experience Monitoring (XLM)
- Monthly \$90/CPU vs Monthly \$60/CPU for APM



## Dynatrace Digital Business Analytics

Business-grade data is precise and in real-time

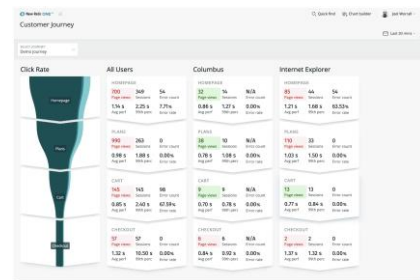
- Client Journeys
- Business Event data from OneAgent or OneAgent API for 3rd Party
- Data Enrichment
- DQL for Dashboards
- Funnels, Conversions etc.
- No sampling on business data
- New Dynamic Platform Subscription (DPS) – an hourly pricing model with different price points per capability depending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

New Location

Step 1: Select type

Step 2: Configuration

Datacenters

Activate an Instana managed location in one of the available datacenters. For more information, see [Using an Instana-hosted PoP](#).

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

Back

Activate

# License & Pricing

- New part number D0I5PZX (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)	
			Tests	Executions	Tests	Executions	Tests	Executions
360	30	30000	-	-	-	-	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	<p>\$0.001 per synthetic request</p> <p>Charging also for tests executed from private locations</p>	<ul style="list-style-type: none"> <li>API test: \$5 per 10000 test runs per month (billed annually or \$7.20 on demand)</li> <li>Browser test (25 steps): \$12 per 1000 test runs per month (billed annually or \$18 on-demand)</li> </ul> <p>Charging also for tests executed from private locations</p>	<p>\$0.005/ check beyond free limit</p> <p>Free limits: Standard = 10 000 Pro = 1 million Enterprise 10 million checks</p> <p>Charging also for tests executed from private locations</p>	<ul style="list-style-type: none"> <li>Simple api test: \$3 per 10000 test runs per month</li> <li>Api script test: \$5 per 10000 test runs per month</li> <li>Browser test: \$12 per 1000 test runs per month</li> </ul> <p>Not charging for tests executed from private locations</p>
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