

IT Automation Fundamentals Level 1

Client presentation

Empower IT teams and boost business performance with intelligent IT automation

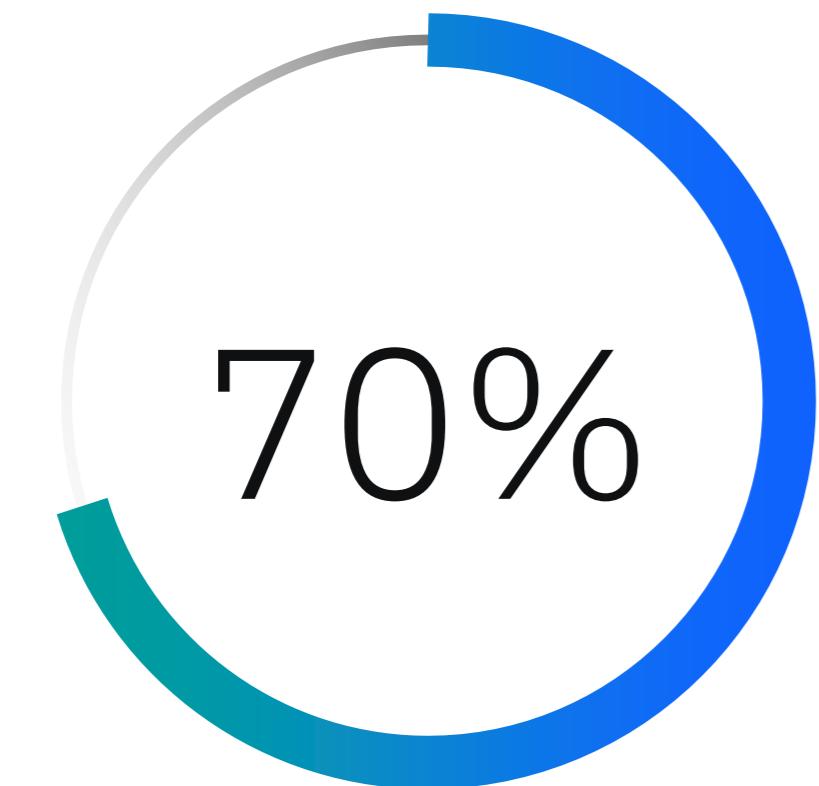
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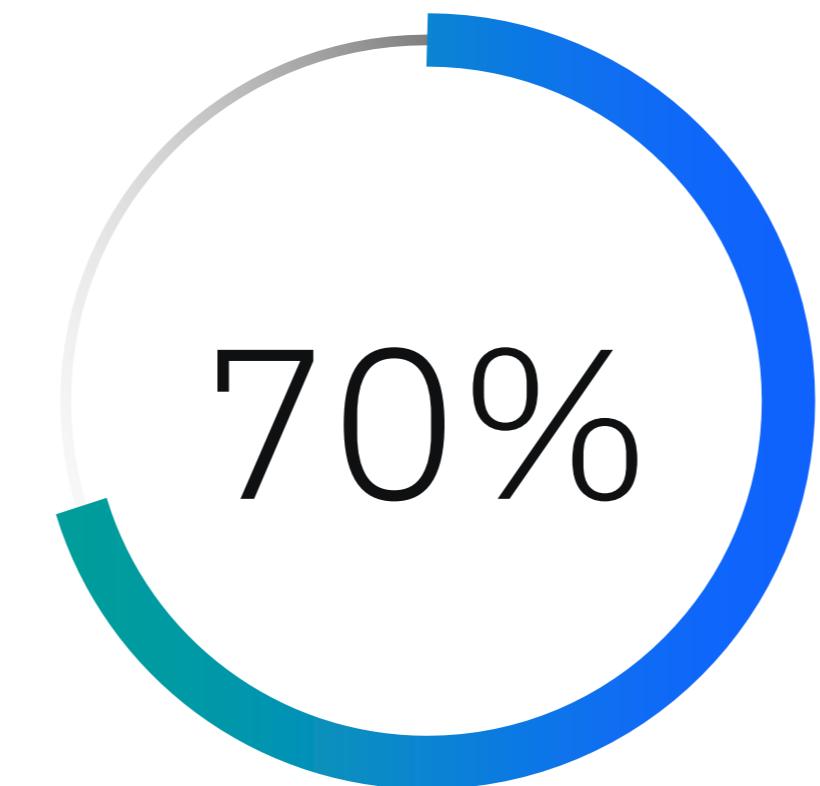
Application architectures are changing

Hybrid is
the reality



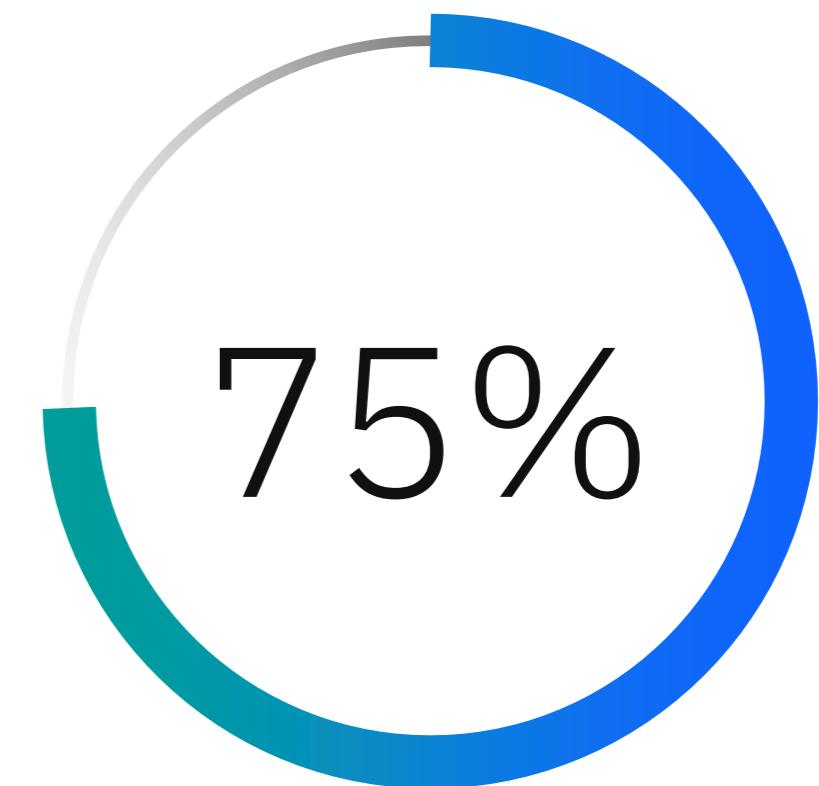
of enterprises run
applications across
private infrastructure
and public cloud

Cloud is still
in early days



of IT workloads are **still not on the public cloud**.
Hybrid will be a reality
for years to come.

Containers are
the future



of all apps are
expected to run
on **containers and**
Kubernetes by 2026

Key challenges of adopting hybrid cloud architectures



Reactive approach
to IT management



Out-of-control
technology spend



Inflexible, monolithic
applications



Siloed applications
and data

Intelligent IT Automation

IT Performance Management
IT Business Management

Intelligent IT Automation

IT Performance Management

- Application Insights
- Application observability
- Network observability
- Automated operations
- AIOps

IT Business Management

- FinOps
- Technology Business Management
- Enterprise Agile Planning
- License Management

Generative AI Strategy: Intelligent IT Automation

Leveraging foundation models

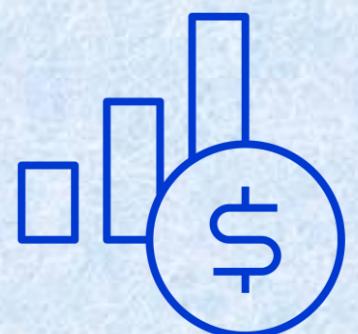
IT Performance Management

- Detect emerging incidents more reliably
- Generate playbooks to fix incidents faster
- Improve understanding of incident scope
- Assist IT Ops with incident management process



IT Business Management

- Uncover insights into data
- Optimize AI costs
- Understand the value of AI investments
- Accelerate transformation journey & time to value



Intelligent IT Automation

Complete and integrated set of modular automation technologies

AI-powered IT Operations

App Visibility and Insights

Simplify and optimize app management and technology operations with generative AI-driven insights

Enterprise observability

Enhance visibility and comprehension with full-stack scalable application and network health and performance monitoring

Automated operations

Dynamically and continuously assure cost-effective application performance and resource utilization

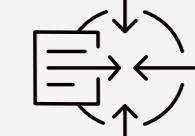
Cost management

Automate data-driven cloud spend decisions to safely reduce costs, eliminate waste, and boost ROI

Incident management

Automate and orchestrate end-to-end IT and network operations at scale with efficiency and resiliency

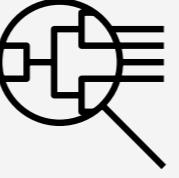
Data Collection



AI & ML



Enterprise Observability



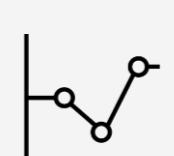
Network Performance Management



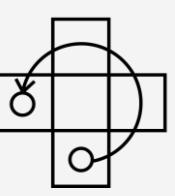
Cloud Cost Management



Cost-effective Resource Management



Proactive Incident Resolution



Concert

Instana

SevOne

Turbonomic

Flexera

Apptio

Cloud Pak for AIOps



Platforms



Hybrid Multicloud Networks



Data

Intelligent IT Automation

IT Performance Management

IT Performance Management

- 360-degree app view and gen AI insights → [IBM Concert](#)
- Application observability → [Instana](#)
- Network observability → [SevOne](#)
- Application resource management → [Turbonomic](#)
- AIOps → [Cloud Pak for AIOps](#)

IBM Concert

Turn data into knowledge

Application Challenges

The overwhelming scale and complexity of modern business, applications can slow you down

1 billion

New logical applications will be created worldwide by 2028¹

33%

Executives say they often don't get around to using the data they receive²

Concert Solution

Gen AI Insights

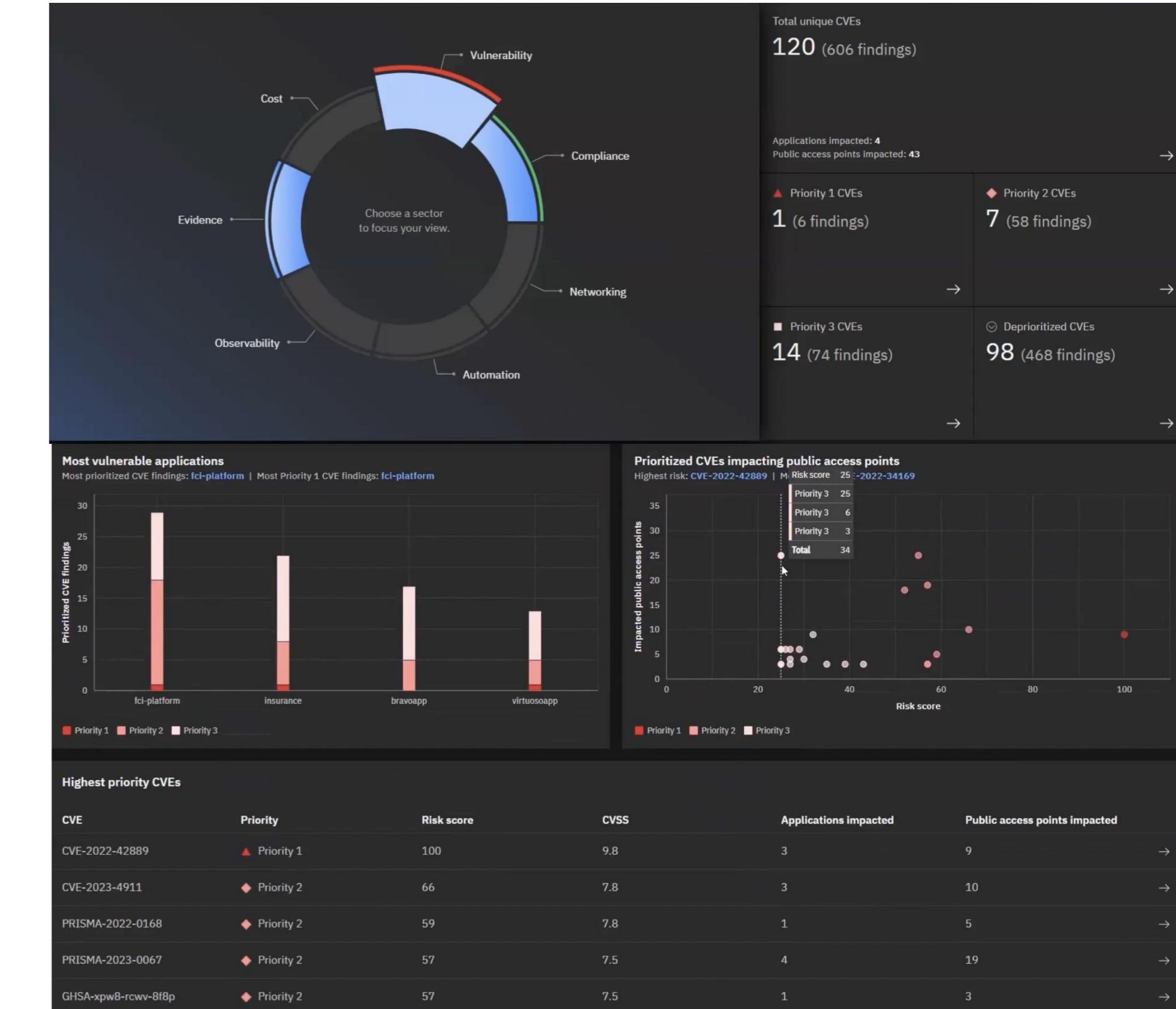
Utilize AI to integrate and contextualize data across IT environments, offering a comprehensive application landscape view.

Strategic business alignment

Aligns IT operations with business objectives, enhancing decision-making and operational efficiency.

Proactive management

Empowers proactive risk and performance management with application-centric insights that can anticipate and mitigate issues before they escalate.



Take control of your operations with generative AI

IBM Instana Observability

Real-time observability for everyone – and anyone

MORE INNOVATION

20%

free developer
time

MORE SPEED

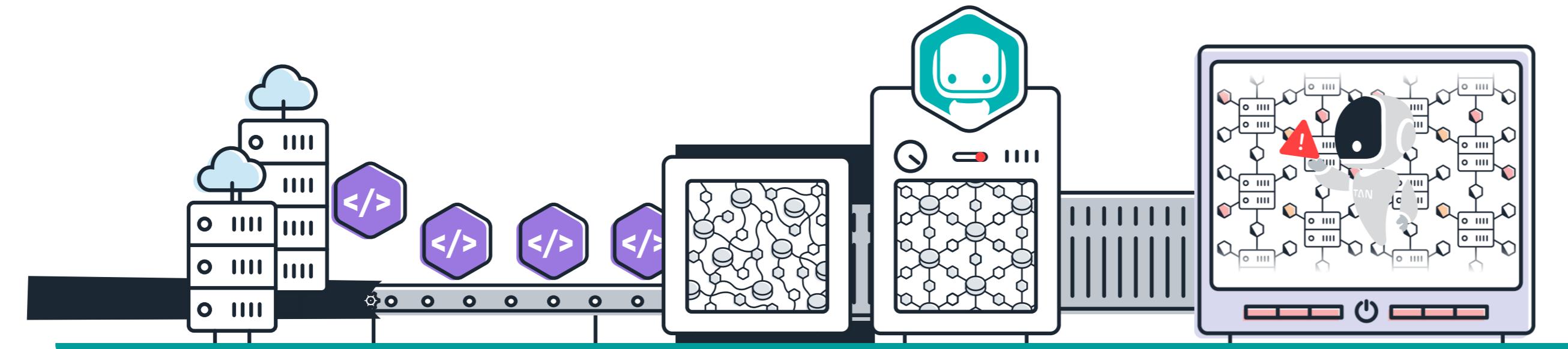
3X

increase in
deployments

OPERATIONAL
EFFICIENCY

52%

reduction
in MTTR



Automate full-
stack visibility

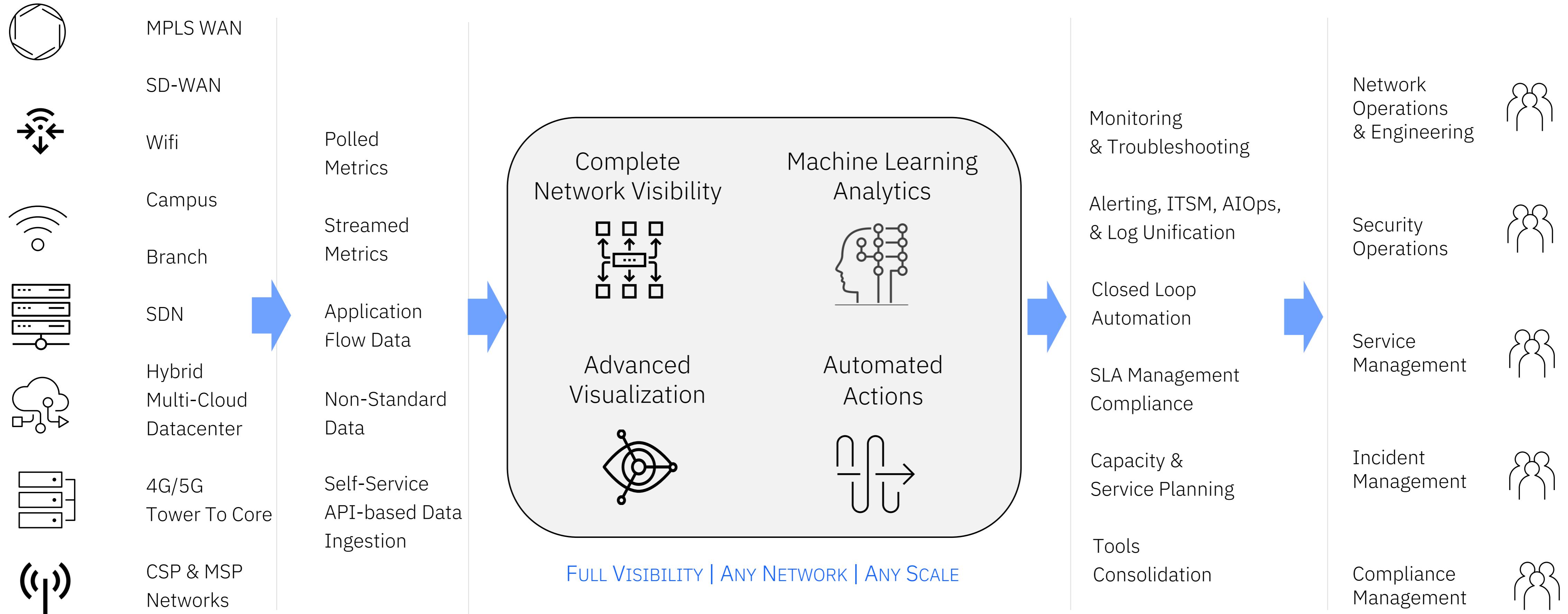
Collect accurate
data in context

Take intelligent
action

Anyone across DevOps, SRE, Platform, ITOps, and Development
can get the data that they want with the context they need

IBM SevOne

Automated Network Observability



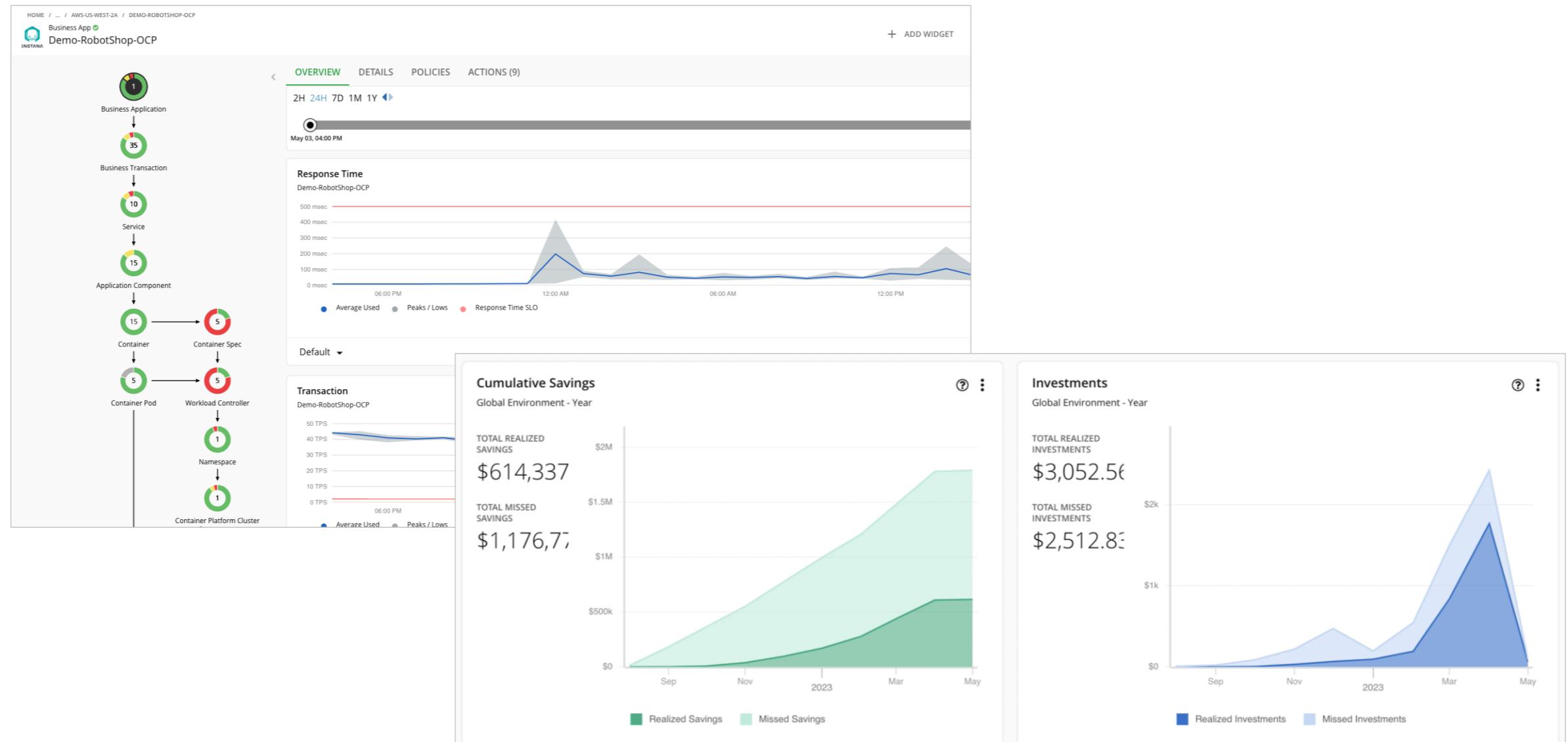
Solutions For Enterprise, MSPs & CSPs

SDN Monitoring | SD-WAN Monitoring | Hybrid Cloud | Enterprise Wifi Monitoring | 5G | Hybrid Workplace

IBM Turbonomic

Automate optimization to unlock elasticity

- Application performance and **dependencies** are understood with actions that are generated that ensure apps get exactly what they need when they need it.
- Full-stack context ensures automation accounts for resource dependencies across applications, platforms, and infrastructure.
- Adoption of automation is facilitated by a purpose-built UI providing data and insights users need to get started, as well as seamlessly integrating with pipelines and workflows.



CLOUD ROI
33%

reduction in public cloud spend due to dynamic scaling and workload resizing

EFFICIENCY ON PREM

70%
By understanding app demand, avoiding infrastructure growth spend by 70%

MORE PRODUCTIVE TEAMS

30%
engineering time back

Continuously matches application demand to infrastructure supply

IBM Cloud Pak for AIOps

Incident management and proactive IT operations with AI analysis

End-to-end IT and network operations are automated and scaled with efficiency and resiliency

IBM Cloud Pak for AIOps

Data Aggregation and Noise Reduction

Over 100 connectors and up to 99% noise reduction

Incident Triage

Reduce time to detect (TTD) by 70% by quickly understanding what went wrong

Incident Remediation

50% reduction in outages and up to 95% reduction in mean time to recovery (MTTR)

Holistic view that uses AI algorithms and analytics

Intelligent IT Automation

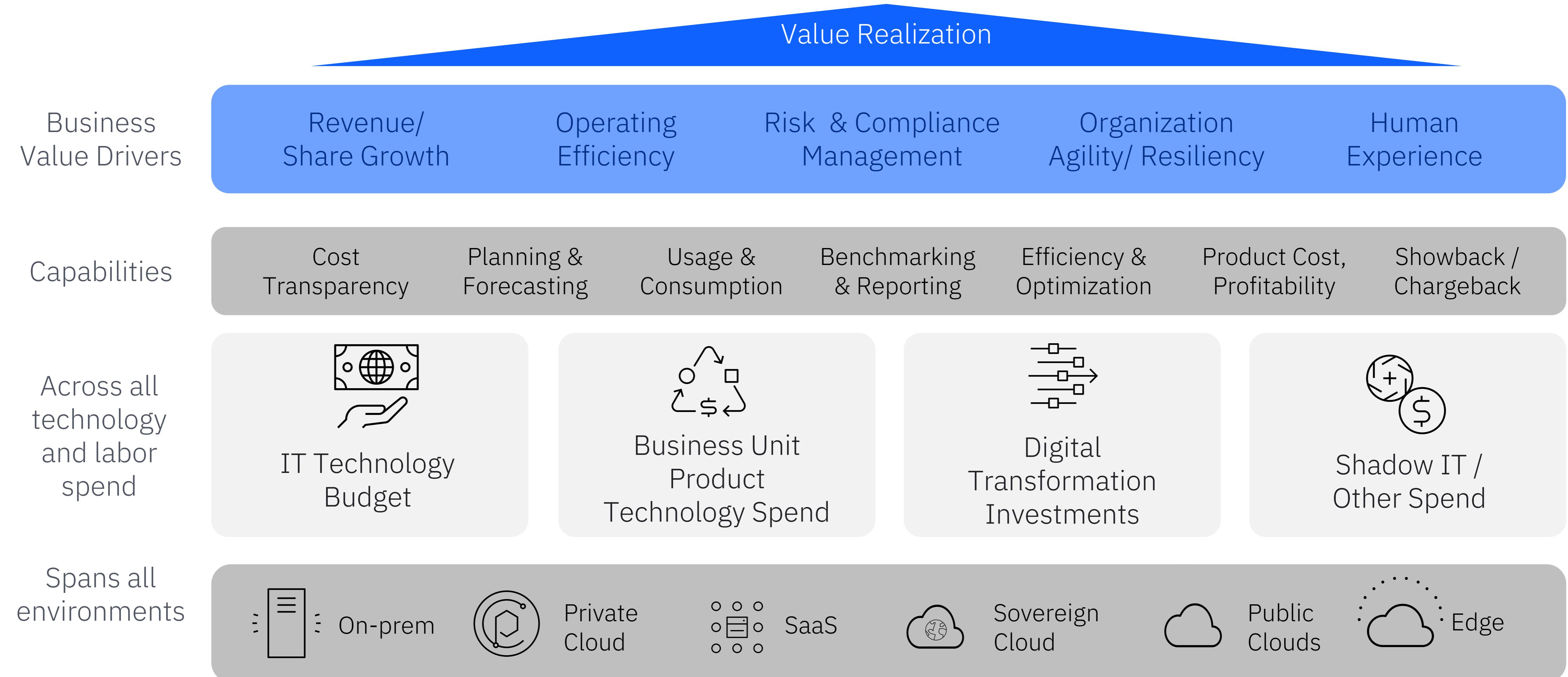
IT Business Management

IT Business Management

- FinOps → [Cloudability](#)
- Technology Business Management → [Apptio Costing and Planning](#)
- Enterprise Agile Planning → [Targetprocess](#)
- License Management → [Flexera](#)

Technology Business Management (TBM)

Bridges all technology spend to value outcomes



FinOps

An operational framework and cultural practice which...



maximizes the
business value
of cloud



enables timely data-
driven decision making



creates financial
accountability

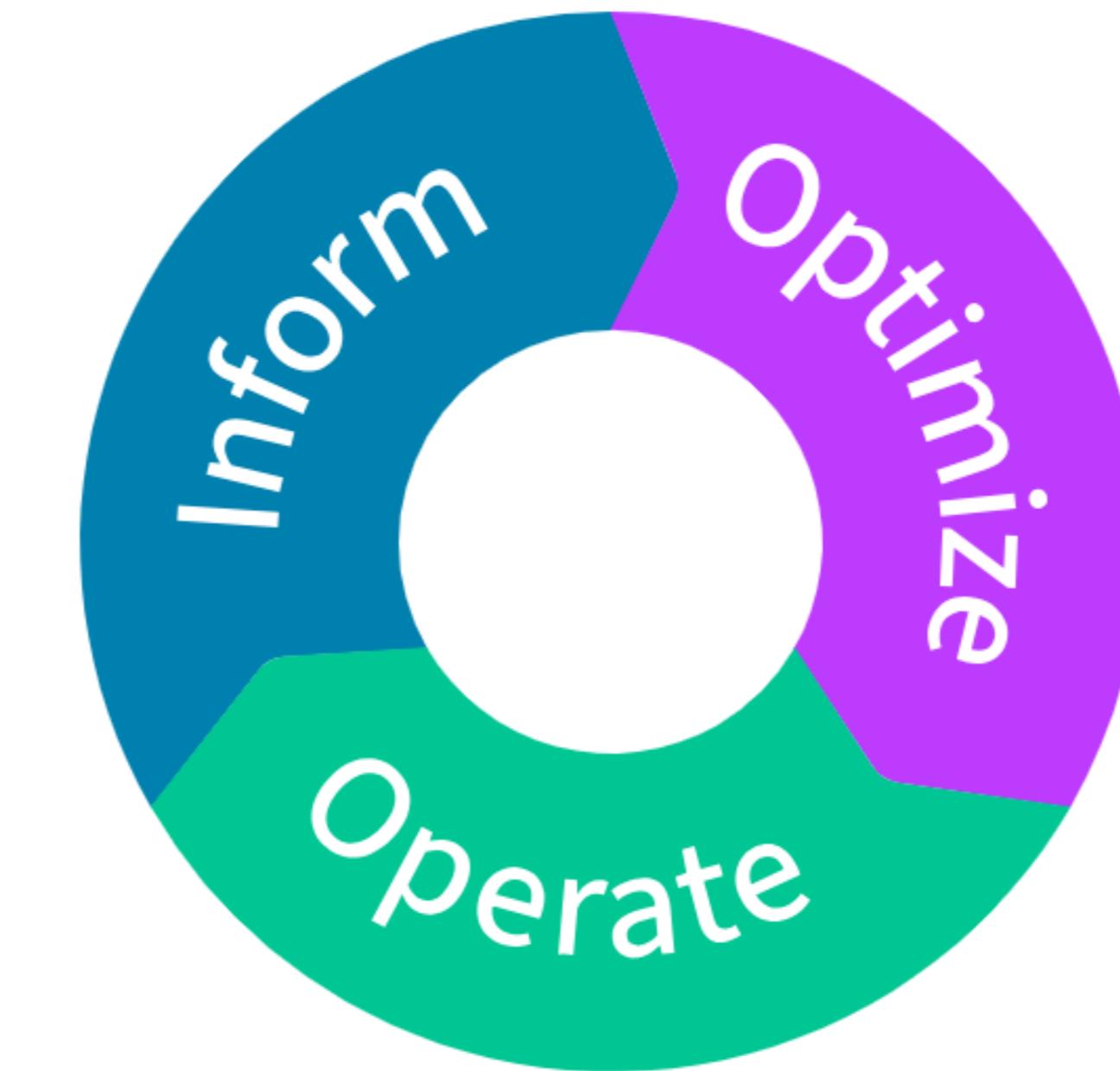
...through collaboration between engineering, finance, and business teams.

FinOps Phases

Continuous strategy development and workflow refinement

Inform – Visibility & Allocation

- Identify data sources for cloud cost, usage, and efficiency data
- Use these data sources for:
 - Allocation, analysis, and reporting to develop budgeting capabilities
 - Forecasting trends
 - Build KPIs for benchmarking
 - Develop metrics to reveal the business value of cloud spend



Optimize – Rates & Usage

- Identify opportunities to improve cloud efficiency using the data and capabilities developed in the Inform Phase.

Operate – Continuous Improvement & Usage

- Implement organizational changes to operationalize FinOps using the data and capabilities developed in the Inform and Optimize phase.
- Establish cloud governance policies and compliance monitoring
- Empower individuals through training programs, team guidelines, and automation

TBM and FinOps

Complimentary disciplines

Technology Business Management



CIO, CFO, TBM Office

| | |
|----------------|---|
| Spend Managed: | Total IT Spend (CapEx) |
| Frequency: | Monthly costs and quarterly trends |
| Purpose: | Connecting technology investments to business value |
| View: | Top-down |

Key opportunities to collaborate:

TBM pulls cloud spend data from FinOps practice to tie to key business objectives and deliver a comprehensive, accurate chargeback.

FinOps



CCOE, Cloud Practitioner

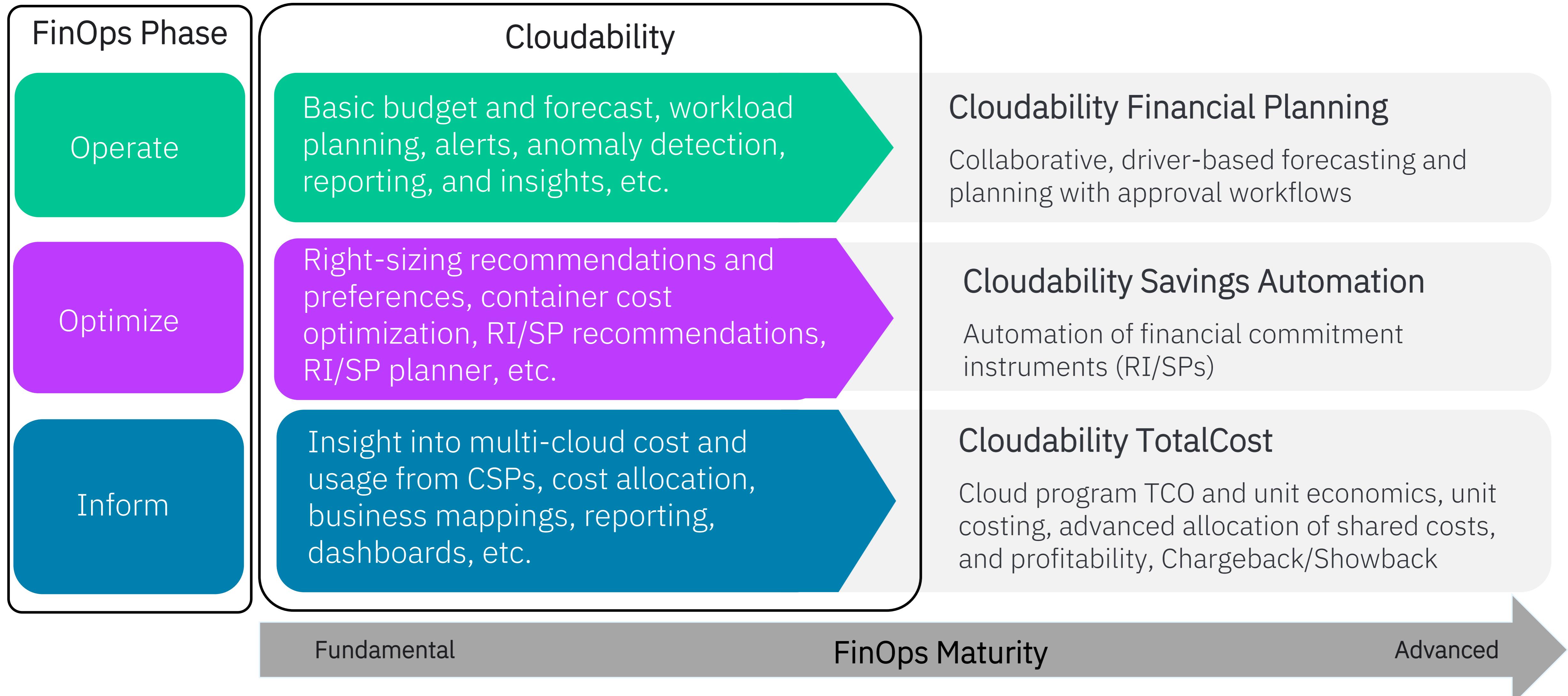
| | |
|----------------|---|
| Spend Managed: | Cloud Program Spend (OpEx) |
| Frequency: | Hourly costs and daily trends |
| Purpose: | Maximize business value by helping engineering, finance, technology and business teams to collaborate on data-driven cloud spending |
| View: | Bottom-up |

Key opportunities to collaborate:

FinOps manages variable cloud spend, driving cloud unit economics to measure program efficiency. Pulling in TBM GL data (labor, program cost, etc.) delivers a fully burdened unit economic cost.

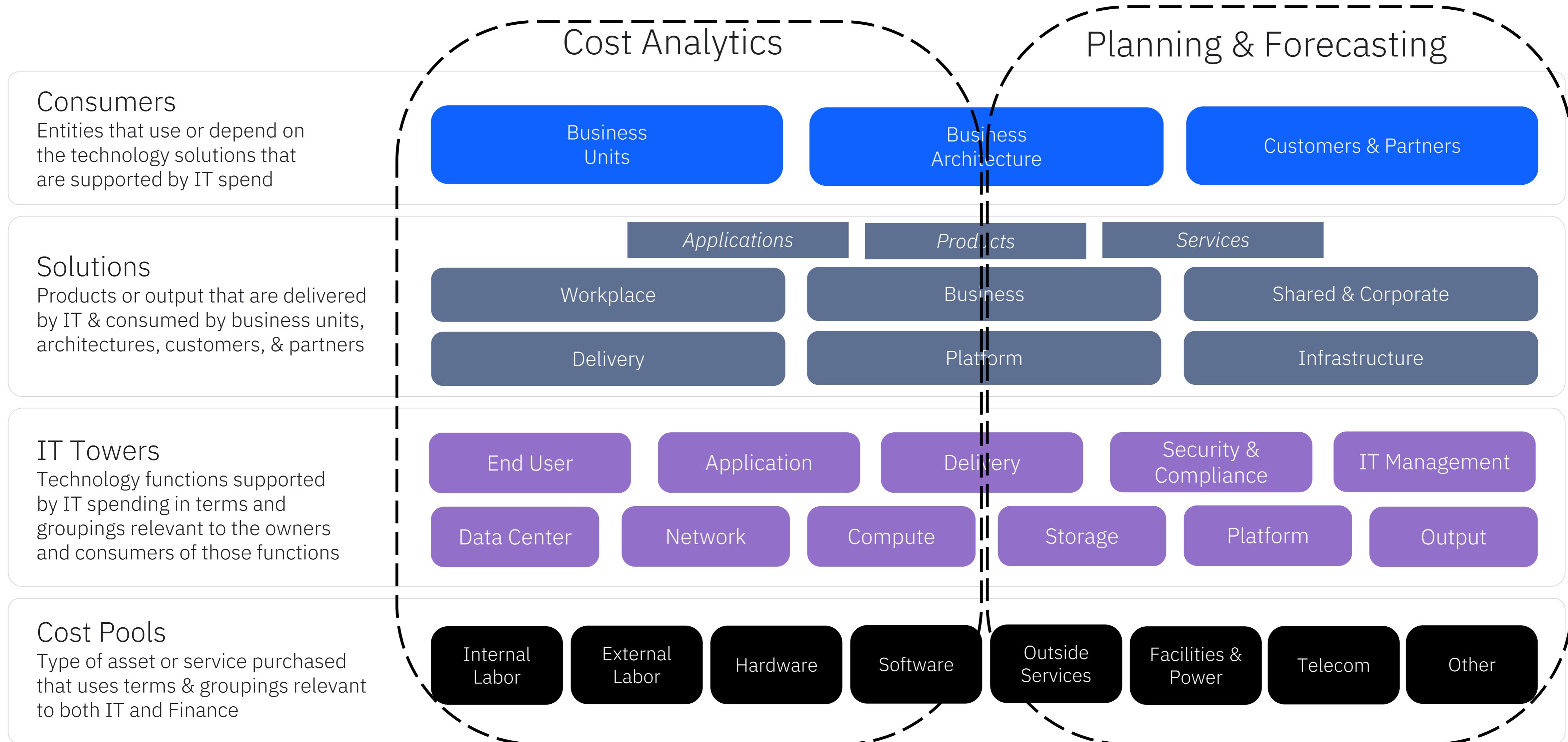
IBM Cloudability

The category pioneer and market leader in FinOps



Apptio Costing and Planning

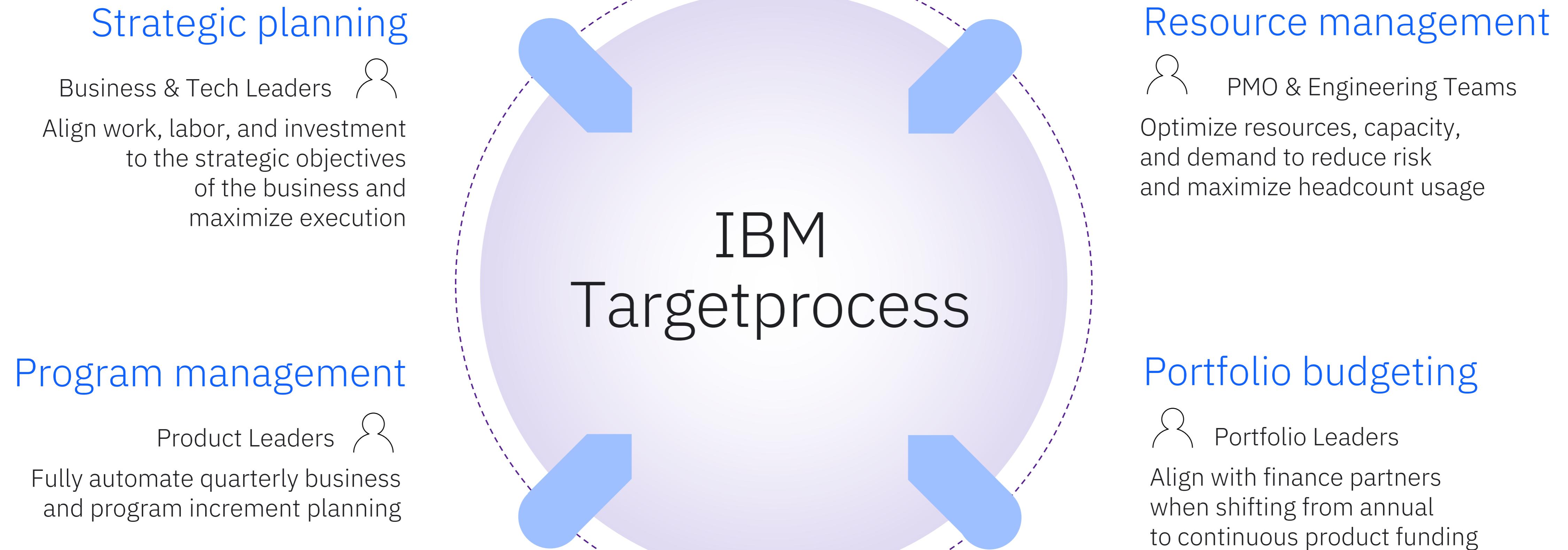
Financial and operational in a unified model



Uncover opportunities to optimize cost structures, reduce risk, and accelerate growth

IBM Targetprocess

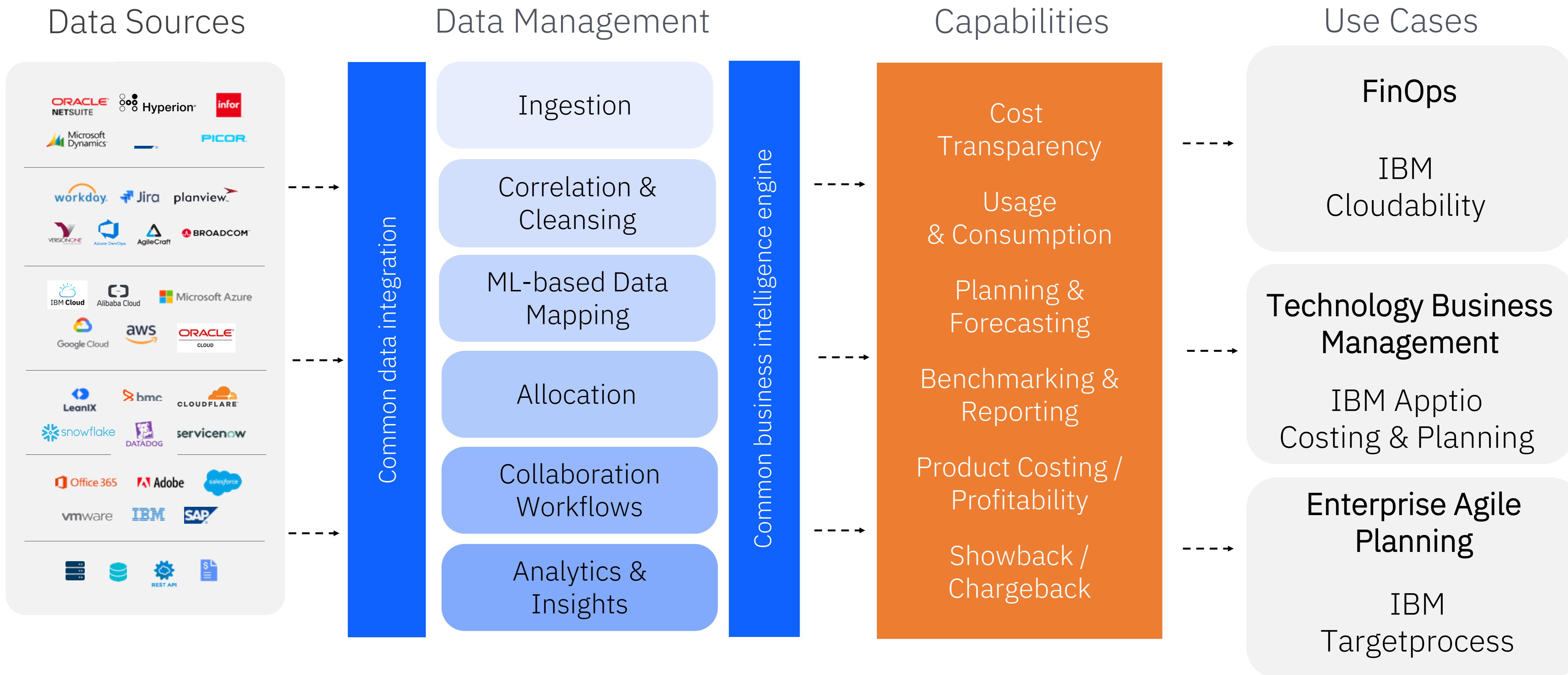
Enterprise Agile Planning solutions



End-to-end visibility and alignment are required for business agility

The IBM Apptio Platform

Powerful & scalable data management



Flexera One

*Meet clients wherever they are
on their hybrid journey*

Technology Intelligence Platform

- Normalized, curated, and correlated data from the entire Technology estate
- Enterprise Technology Blueprint and AI-enabled
- Technopedia™
 - Business service mapping
 - Lifecycle management
 - Vulnerability assessment
 - Software bill of materials (SBOM) and Open source (OSS)
 - Sustainable IT

flexera one



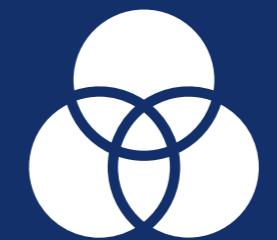
ITAM



FinOps

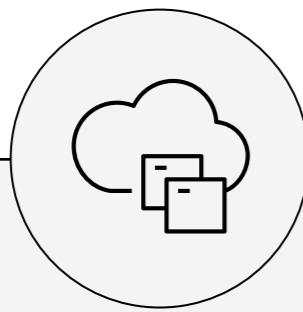


**Maximum
ROI**



Technology Intelligence Platform

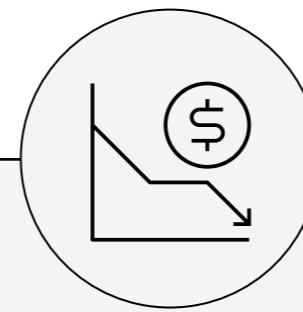
Intelligent IT Automation Use Cases



Performance-aware IT resource optimization

Ensure that applications get the resources that they need to meet service-level objectives

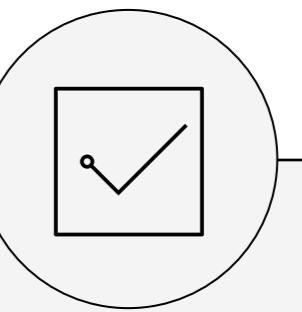
Turbonomic | Instana | SevOne



Manage public cloud costs (FinOps)

Embrace FinOps to optimize cloud resources, eliminate waste, and maximize cloud provider discounts

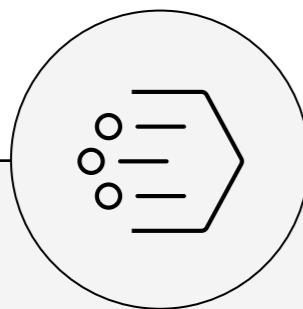
Cloudability | Turbonomic



Gain application insights and proactively resolve issues

Detect issues early and accelerate MTTR to remediate issues before they impact the business

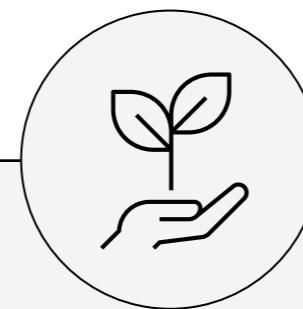
Instana | AIOps | SevOne



Streamline IT planning, budgeting, and forecasting

Observe and allocate IT and labor spend to align resources with strategic priorities and optimize investments

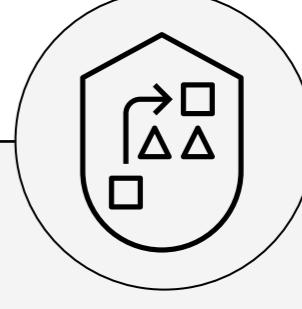
Apptio | Targetprocess | Flexera



Reduce IT carbon footprint

Meet IT sustainability goals by enabling visibility into carbon usage and automating resource optimization

Turbonomic | Cloudability | Instana

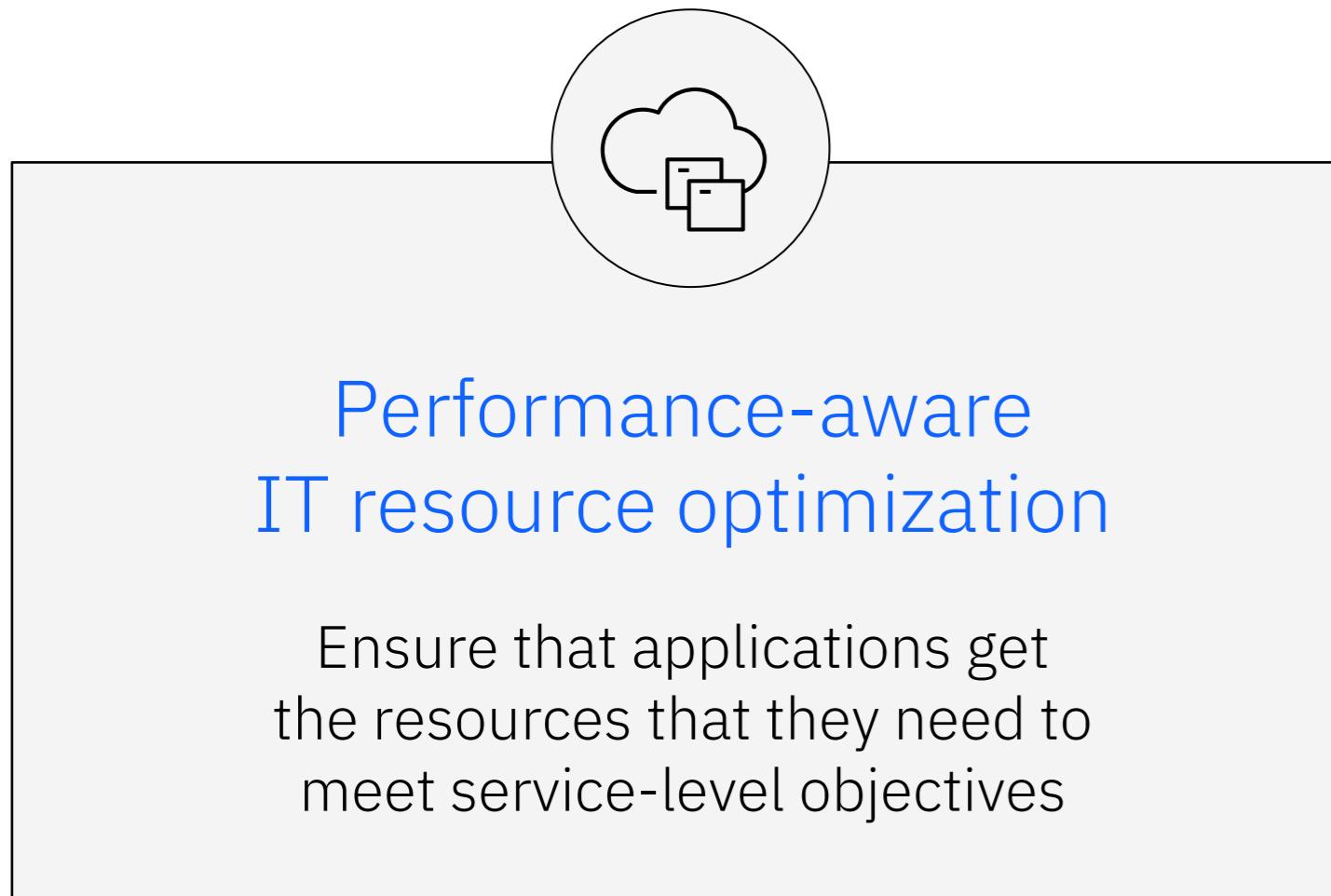


Simplify and optimize technology operations

Establish a 360-degree application view by bringing disparate data into one place, breaking down data silos, and drawing new insights

Concert | Instana

Use case: Performance-aware IT resource optimization



[What's at stake without automation?](#)

- Memory is overprovisioned and unused
- Guessing memory capacity can either result in wasted resources or performance bottlenecks
- The complexity of monitoring thousands or millions of network objects leads to poor user experience

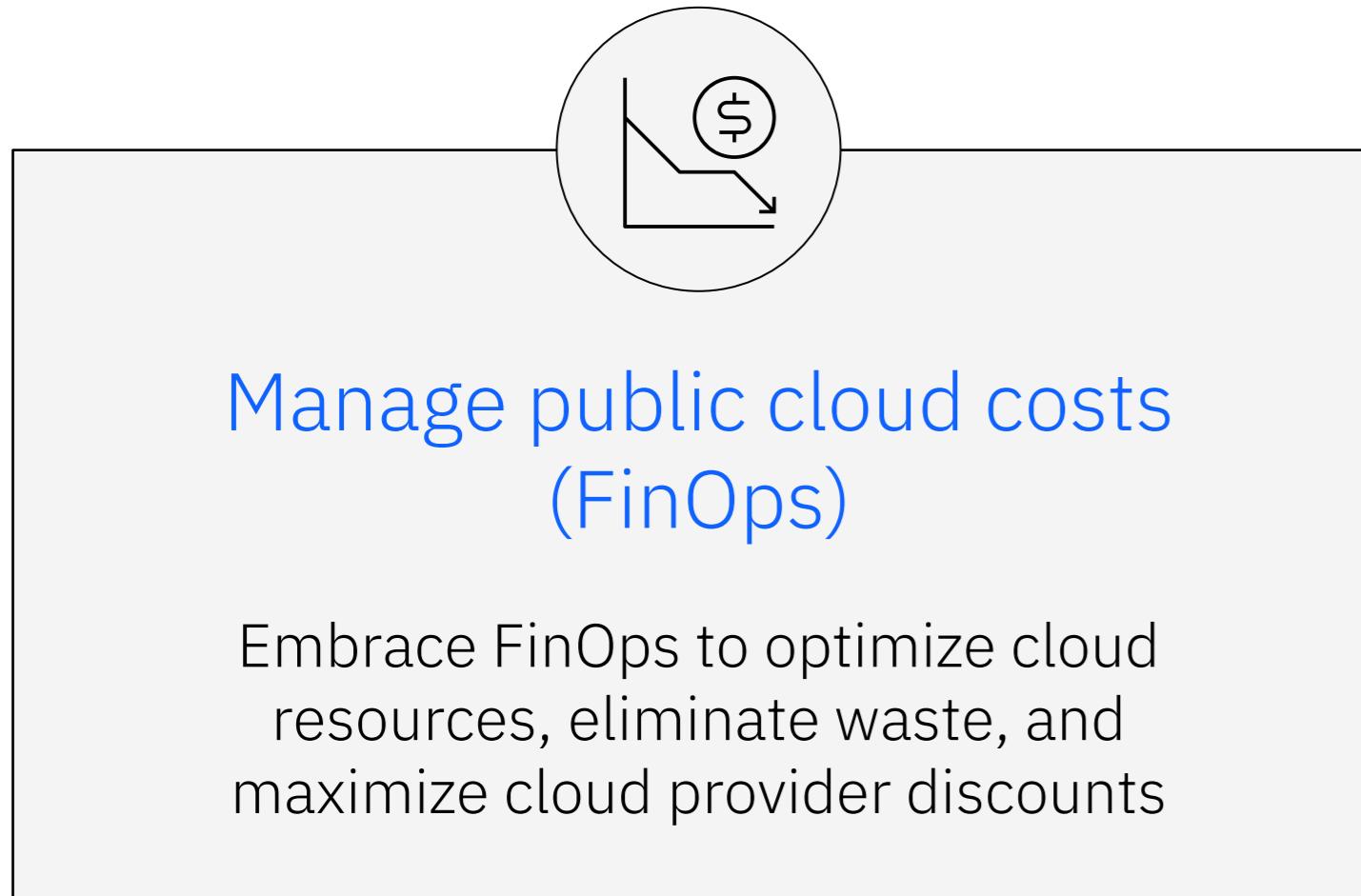
[How IBM fulfills the use case](#)

Analyze application performance and operational data in real-time to continuously optimize infrastructure resources across the full IT stack

[Primary products](#)

- Turbonomic
- Instana
- SevOne

Use case: Manage public cloud costs (FinOps)



What's at stake without automation?

- Higher costs by selecting the wrong resource type
- Selecting a mismatched resource type can directly impact the cost
- Provisioning more infrastructure than necessary
- Over-provisioning resources is costly and contributes to waste

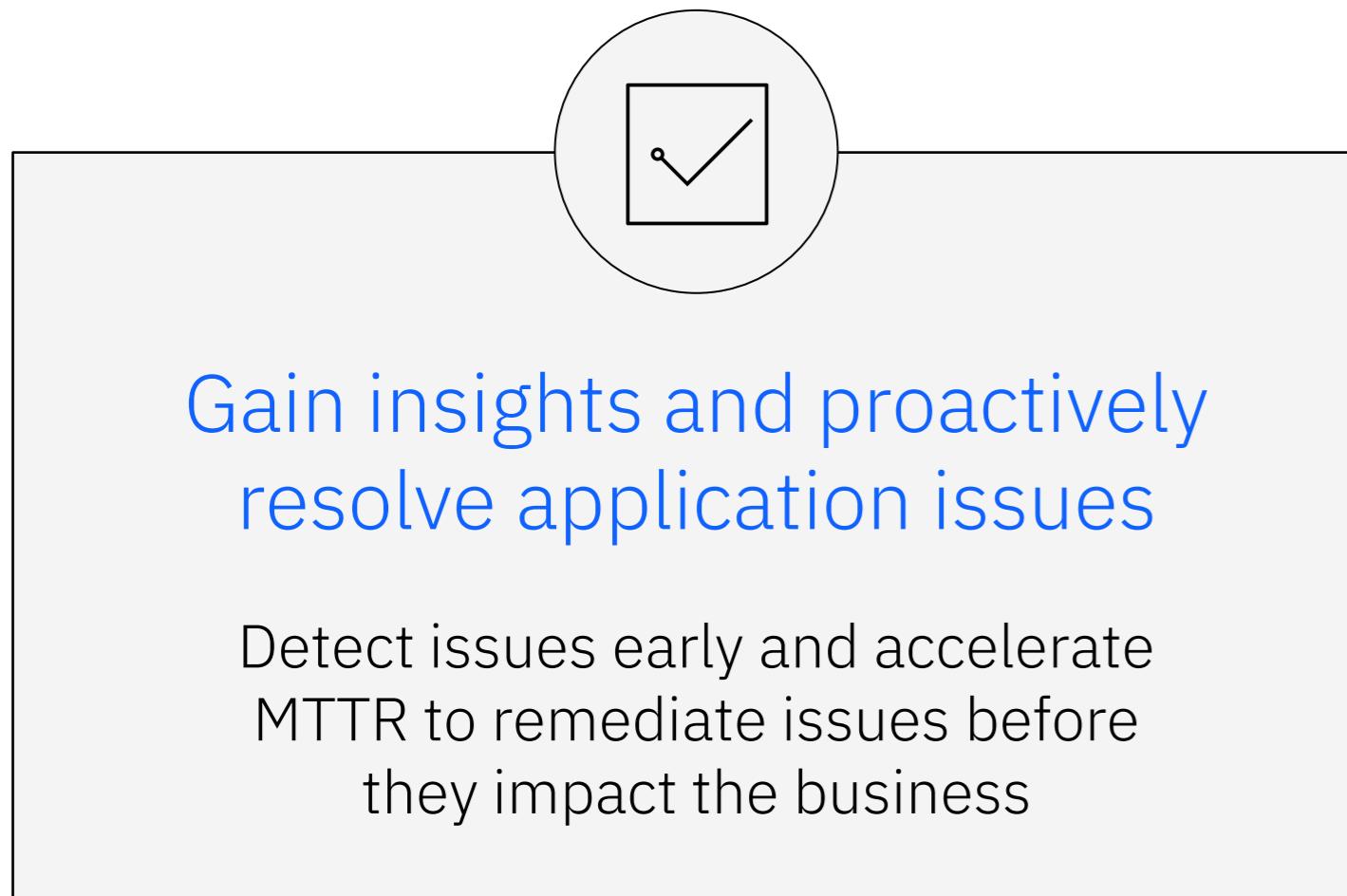
How IBM fulfills the use case

A comprehensive FinOps platform that provides fine-grained reporting, optimization, and automation to manage cloud spend

Primary products

- Cloudability
- Turbonomic

Use case: Gain application insights and proactively resolve issues



What's at stake without automation?

- Longer time to fix application issues
- Manually looking for solutions is inefficient
- Slower to uncover emerging performance issues
- Detecting performance issues late results in outages

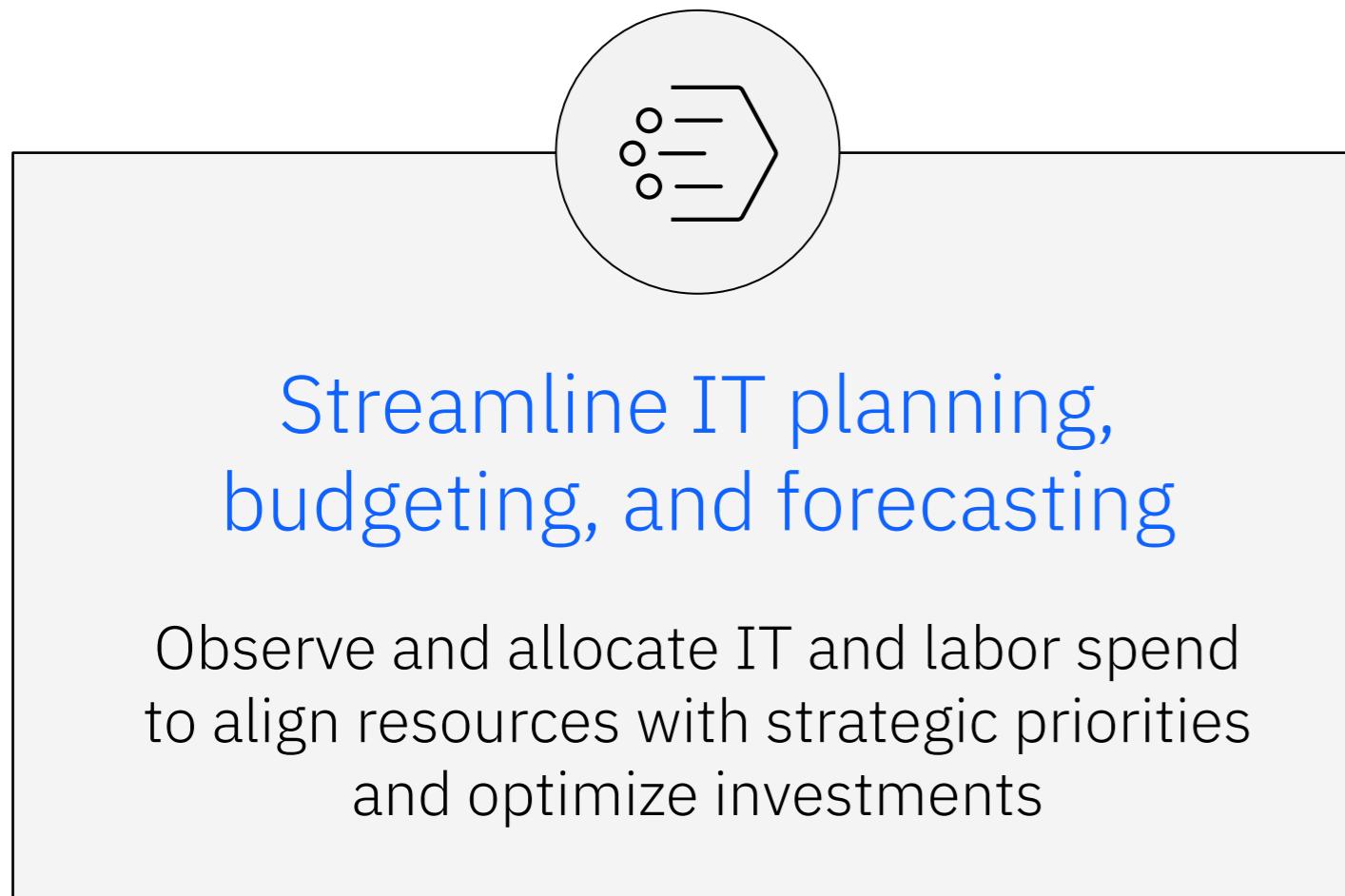
How IBM fulfills the use case

By using AI to automate the end-to-end incident resolution process, IBM helps minimize manual intervention and avoids downtime

Primary products

- Concert
- Instana
- Cloud Pak for AIOps
- SevOne

Use case: Streamline IT planning, budgeting, and forecasting



What's at stake without automation?

- More effort is spent in data preparation than in analysis
- Manually aggregating data from multiple spreadsheets is error-prone and inefficient
- Longer cycle times for IT planning and budgeting
- Lack of clear cost visibility introduces inefficiencies and delays

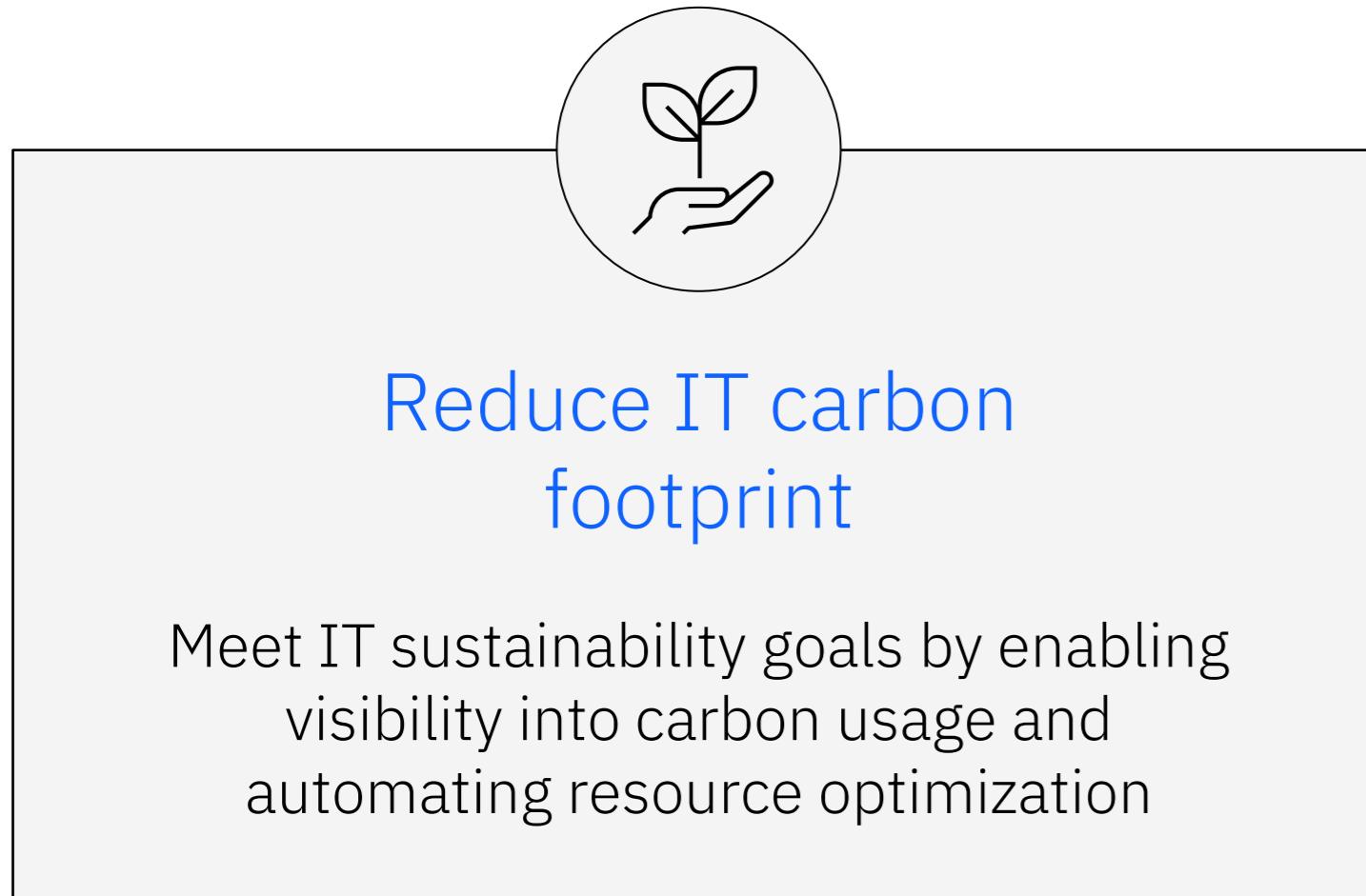
How IBM fulfills the use case

By using an industry-standard taxonomy and purpose-built analytics, IBM provides granular cost transparency to improve and accelerate decision-making

Primary products

- Apptio Costing and Planning
- Targetprocess
- Flexera

Use case: Reduce IT carbon footprint



What's at stake without automation?

- Slows ability to benefit from carbon optimization actions
 - Lack of automation can delay the realization of sustainability goals
 - Environments must be analyzed for carbon emissions
 - Manual analysis is error-prone and beyond the human scale
-

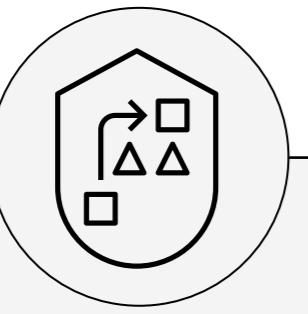
How IBM fulfills the use case

Analyzes resource usage data to identify and report on carbon optimization opportunities that enable organizations to meet sustainability goals without impacting performance

Primary products

- Turbonomic
- Cloudability
- Instana

Use case: Simplify and optimize technology operations



Simplify and optimize technology operations

Establish a 360-degree application view by bringing disparate data into one place, breaking down data silos, and drawing new insights

What's at stake without automation?

- Siloed toolsets and data make it harder to understand applications
- Humans are unable to process application data at the speed of business
- Unaddressed vulnerabilities and risk exposures
- Outages due to expired certificates
- Lack of compliance with organizational and regulatory standards

How IBM fulfills the use case?

By using automation and AI, IBM correlates disparate data, and transforms it into advanced, actionable knowledge tailored to the most critical needs for application management.

Primary products

- IBM Concert

Get started with IBM's IT Automation solutions

1

Let's talk...

Schedule some time
with me to learn more
about IBM's IT
Automation solutions

2

Let's share...

With other business
leaders in the
organization

3

Visit and learn
more [here](#)

