

Lead in a hybrid cloud
world with smarter
application management



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Why IBM?





Accelerate innovation in a hybrid cloud world by rethinking application management

By moving to cloud, your application environment—with portfolios both on premises and across different clouds can become complex. The traditional approaches to application management may be ineffective, costly and uncompetitive for hybrid environment.

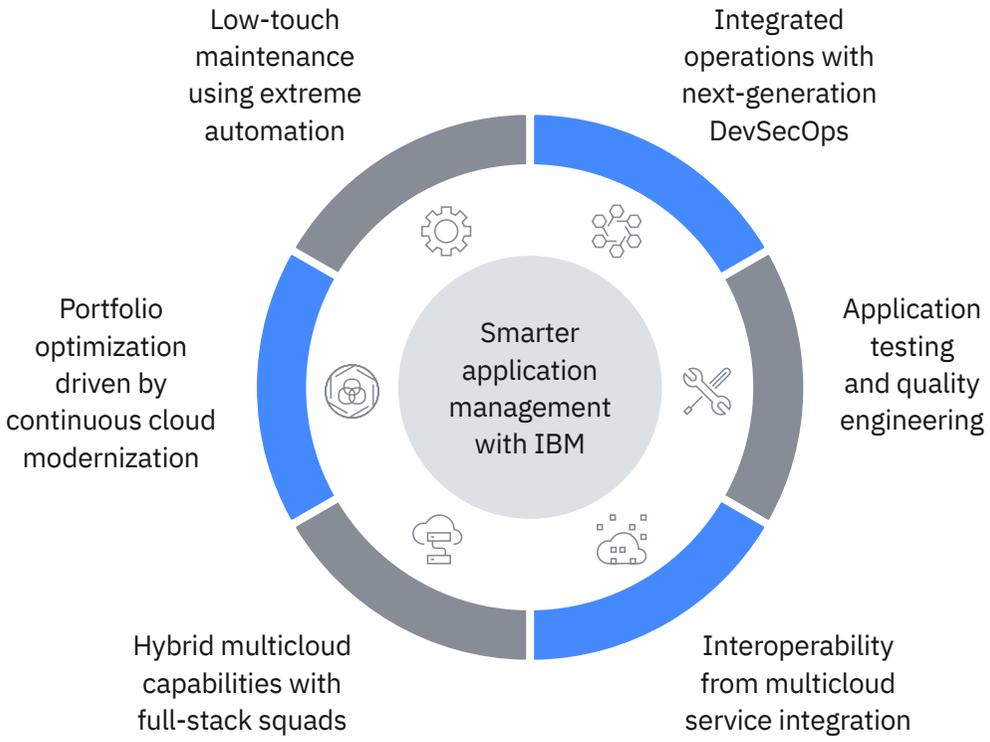
To manage applications regardless of where they reside, you, like many organizations, can transform your processes, skills and methodologies used for managing applications.

By 2025,
90% of current applications
will still be in use, and most will
continue to receive insufficient
modernization investment.¹

80%
of these applications
still aren't on the cloud.²

Help realize the potential of your cloud investments with IBM's security-rich smarter application management approach

You need a smart, flexible and security-rich approach to manage your entire application portfolio across hybrid multicloud environments. Smarter application management from IBM helps you realize the potential of your cloud investments. Our approach is built on six key capabilities.





Low-touch maintenance
using extreme automation

Improve service and efficiency with automation

By implementing automation and AI across service delivery, you can improve efficiency through low-touch maintenance for applications. This approach helps constantly improve your performance through automated helpdesk support, proactive anomaly detection, self-healing and continuous automation testing. These tools can also automate the technical skills of job roles using digital workers.

This capability can help achieve these potential outcomes:

Enhance
self healing³

Conduct
large scale deployments
of digital workers³

Create
opportunities for cost takeout³



Increase agility with DevSecOps

Integrating DevSecOps into your hybrid multicloud application management strategy can help empower your team to adapt to market trends faster, develop solutions sooner, speed time-to-market and improve deployment frequency. By bringing security into each step of the operations and development cycle, you can help mitigate vulnerability threats across your IT environment. This approach can also help improve mean time to recovery by reducing the lead time between fixes.

This capability can help achieve these potential outcomes:

Enhance
mean time to repair³

Optimize
multicloud use³

Reduce
unplanned outages³



Move focus from fault detection to prevention using AI

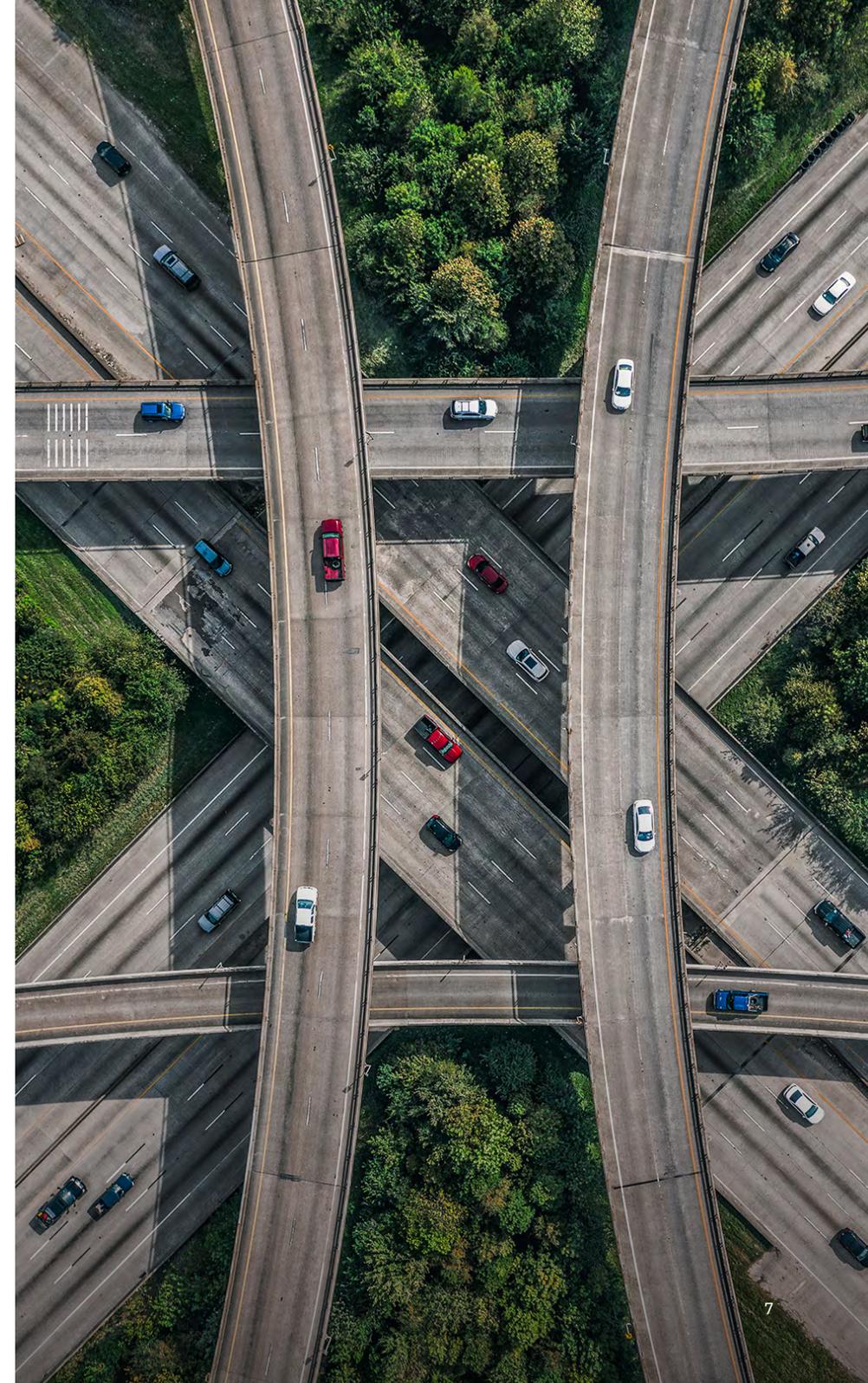
Not only are you responsible for quickly resolving application quality issues, but you're also in charge of preventing problems before they occur. The IBM IGNITE platform can help you do just that. This tool is designed to help optimize and reduce the number of application tests required without impacting coverage. You can also use AI to test more efficiently and identify defect patterns. As a result, you can use the power of AI and advanced analytics to help proactively prevent faults.

**This capability can help achieve
these potential outcomes:**

Improve
time to market with application
quality testing³

Decrease
risk in new deployments³

Reduce
costs with enhanced
application quality³



Improve flexibility, agility and reliability with end-to-end management

Cloud investments are meant to create cost savings and improve business functionality. But without end-to-end management, multicloud service integration across your organization can negatively impact efficiency. A service integration and management model can assist with change management and control—allowing your teams to incorporate site reliability engineering (SRE) practices as they go.

To infuse SRE practices with limited business disruption, use rolling updates and bug fixes to integrate IT service and management within each deployment. This approach helps increase control and create seamless end-to-end service management across infrastructures, containers, applications and business processes. As a result, you enable cross-functional collaboration of service providers for optimized service quality.

This capability can help achieve these potential outcomes:

Enhance
end-to-end service
management agility³

Reduce
infrastructure and applications
operations efforts³





Fill skills gaps and increase efficiency with squads

At first when you deploy a management solution, you may have all the skills needed for your workload. Unfortunately, the solution may evolve to create unforeseen skills gaps. Dynamically distributed agile squads can help bridge this gap by:

- Providing subject matter expertise that can give optimization advice on demand
- Helping embed site reliability engineering practices into your application support process

Our differentiated expertise and cognitive assets help bring cloud-native agilities to your larger-scale applications. If you'd like to bring skills back in-house, we can provide programs to help train your team.

This capability can help achieve these potential outcomes:

Enhance

ability to shift left and
accelerate time to market³

Increase

innovation velocity
across all layers³

Reduce

risk in traditional talent³





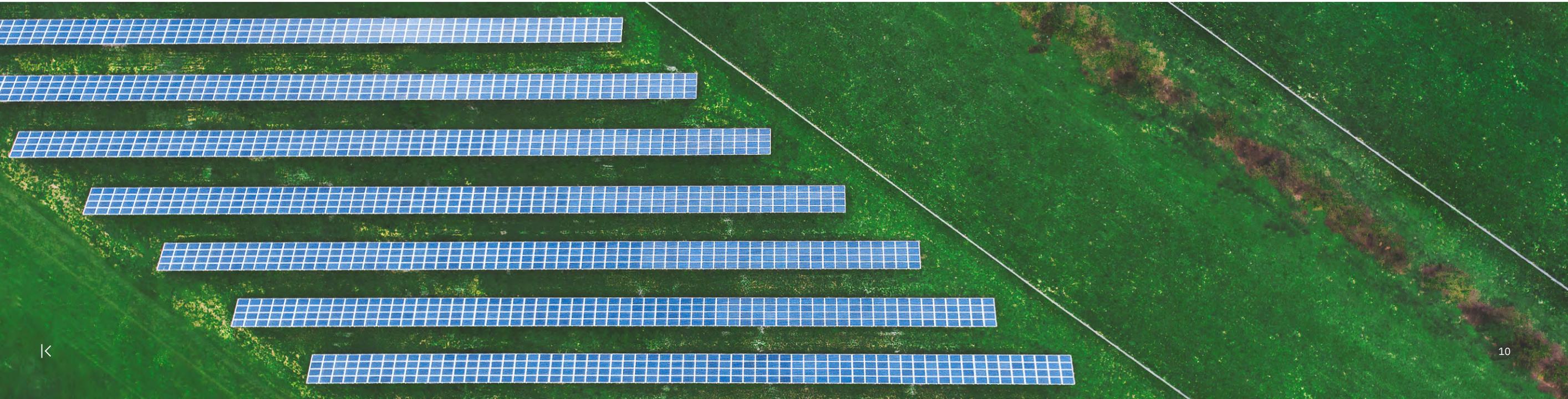
Implement continuous innovation across your portfolio

Continuous cloud modernization lets you optimize your multicloud platform use to allow for better cost management. This approach helps you implement bots and automation command centers that free your team to focus on more strategic tasks. By deploying control towers across the portfolio, get end-to-end visibility that helps your team continue to unlock opportunities to modernize cloud applications.

**This capability can help achieve
these potential outcomes:**

Expand
cloud footprint³

Reduce
technical debt³



Lead with smarter application management

The right approach for your business will help you quickly innovate and grow as a leader in a hybrid multicloud world. To successfully extract the full value of cloud adoption, you should be rethinking your application management strategy. We can help you identify the solution.

With smarter application management from IBM you can help:

- Drive efficiency
- Enhance availability and resilience
- Enable speed and agility
- Address security and reliability



Why IBM?

Our goal is to help you lead in the evolving world of cloud through improved transparency, speed, efficiency and resiliency. We work with you to manage and modernize applications with a smart, flexible and security-rich approach. Using this solution across the entire IBM portfolio—including IBM Research—we help speed processes and create highly resilient capabilities. Put simply, our approach can help you free up budget and resources, so you can focus on your business.

With an AI-driven strategy, smarter application management with IBM has the potential to help:



Automation

Create opportunities for cost takeout



DevOps

Help accelerate build speeds



Testing

Help improve time to market with application quality testing



Integration

Enhance end to end service management agility



Talent through full stack squads

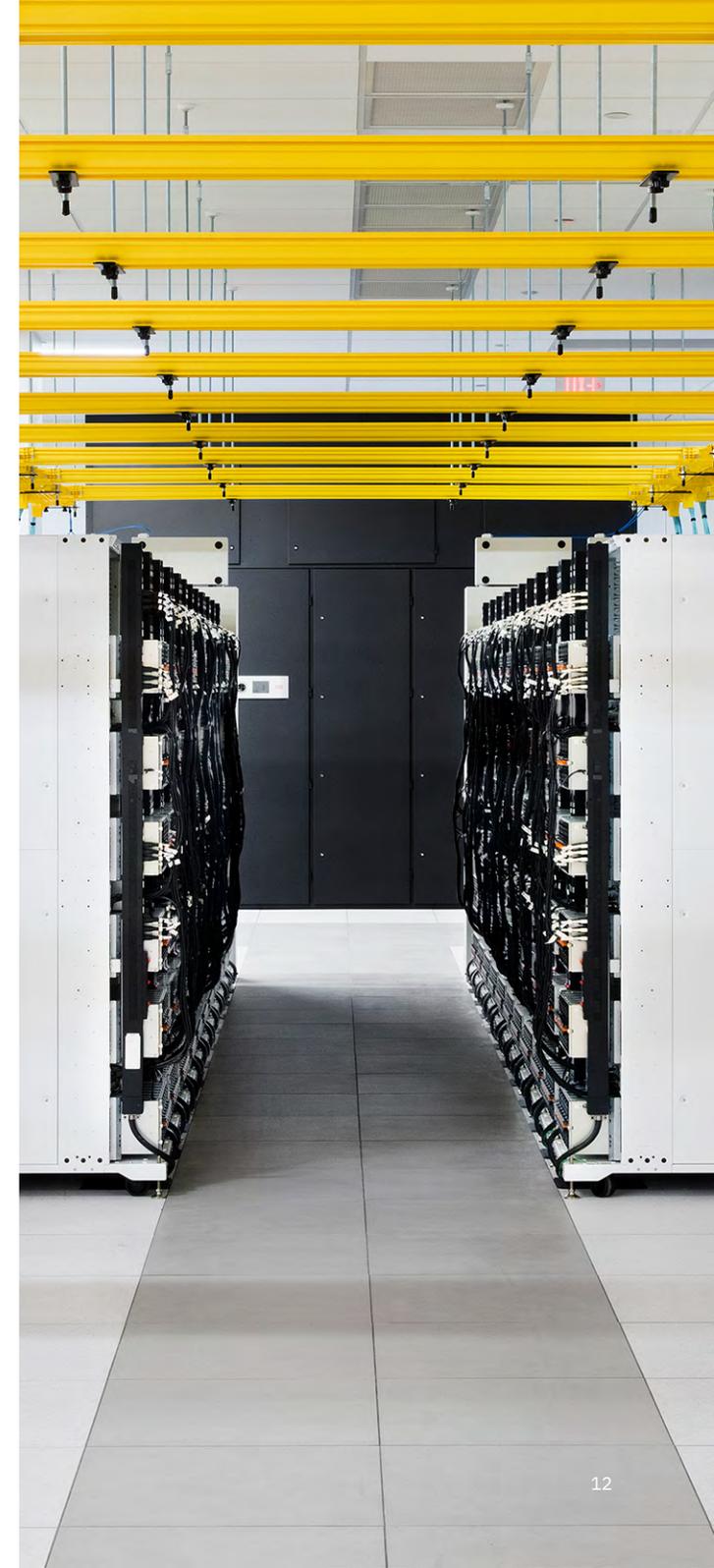
Help reduce risk in traditional talent



Continuous modernization

Expand cloud footprint

To find out more about smarter application management, talk to your IBM account manager to schedule a discussion with our experts or explore IBM capabilities for smarter application management at ibm.com/applications.



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- 1 Application Modernization Should Be Business-Centric, Continuous and Multiplatform.” Gartner. August 15, 2019. <https://www.gartner.com/en/documents/3956295/application-modernization-should-be-business-centric-con>
- 2 Virginia M. Rometty, “Chairman’s Letter.” 2018 IBM Annual Report. COL03002-USEN-18. IBM, 2019. <https://www.ibm.com/annualreport/2018/letter.html>
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