

InSights

IBM Automation

04. März 2025

2025

Storage
Cloud
Data
TLS
Power
Automation
LinuxOne

Webcast

Brand Updates
News
Promotions

IBM Automation - Updates & News

Matthias Sauer

IBM, Manager IBM Automation Sales

Florian Maus

IBM, Automation Sales SME

IBM Automation – Zusatzinfos

Rafael Ulrich

Business Development Manager – TD SYNnex, IBM Hybrid Cloud & Automation

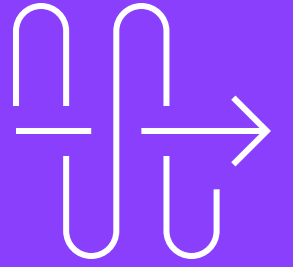
Agnieszka Kansy – TD SYNnex, BDM IBM Data & Sustainability

Siggi Markiefka – TD SYNnex, BDM IBM Security

Q&A

Automation DACH

„Create and integrate (cloud) applications that deliver the right performance at the best cost.“



Insides Webinar - Automation

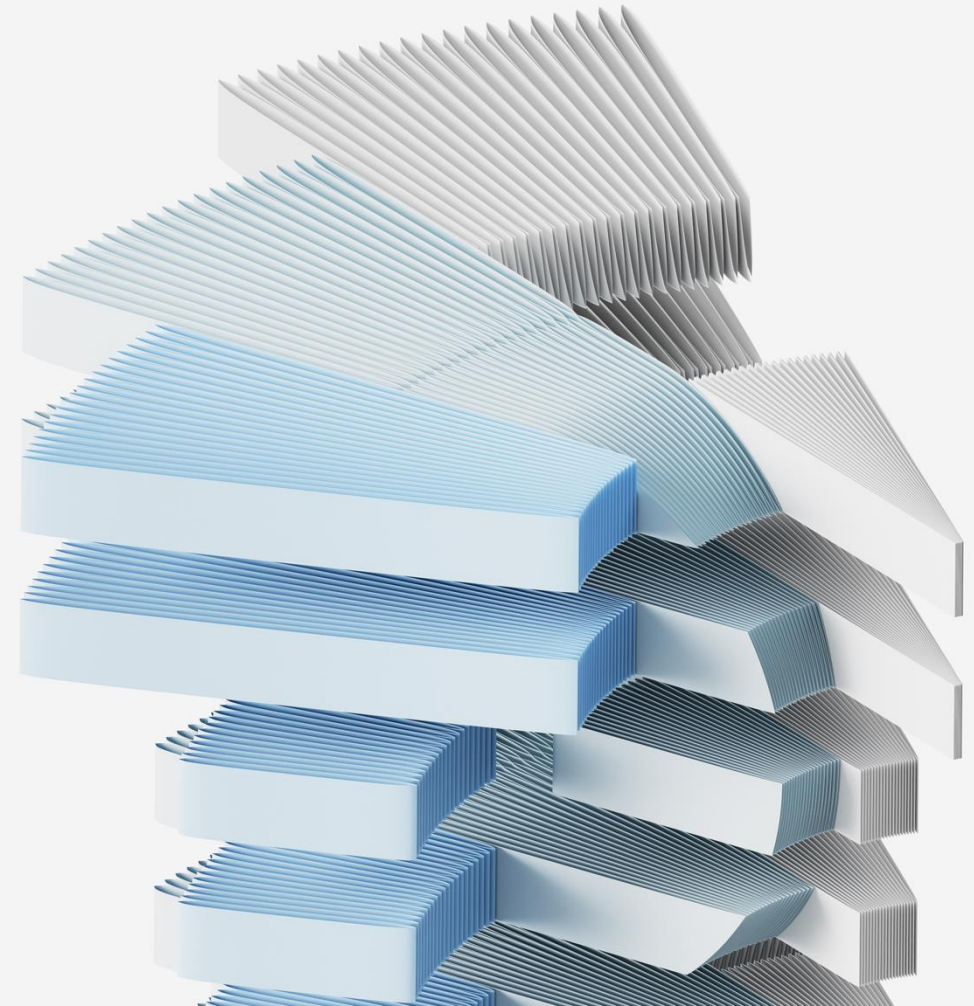
Dienstag, 04.03.2025

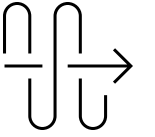
Matthias Sauer

Sales Manager - Automation

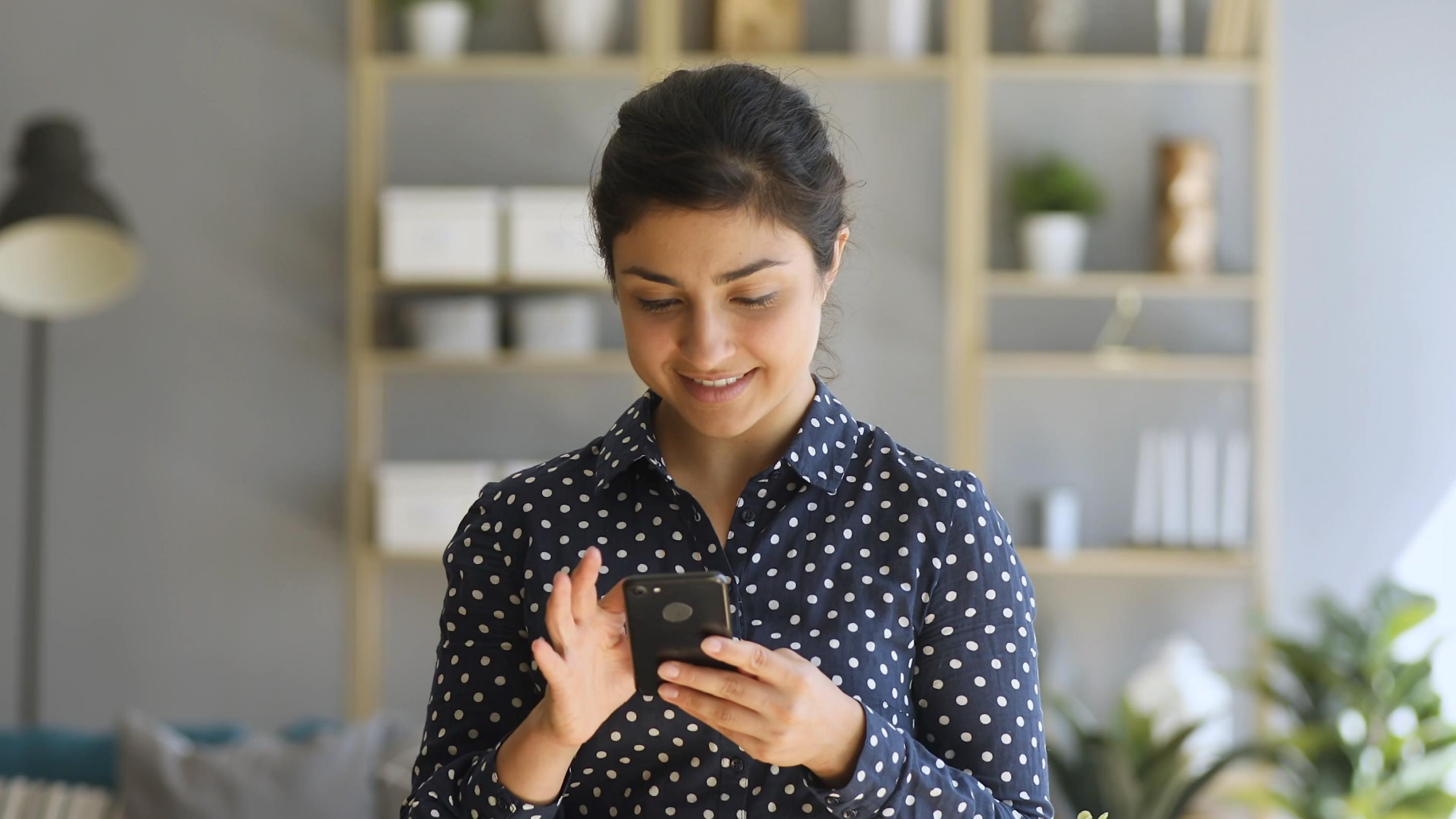
Florian Maus

SME – IT Automation & FinOps





„Create and integrate (cloud) applications that deliver the right performance at the best cost.“





Today's IT landscape is drowning in **complexity** creating **challenges** for businesses to succeed

46_B

Cloud Spent
(DACH)



Cloud Spent vs. business
ROI

>30%

of IT cost are waste
(of 129B IT Spent in D)



Supply vs. Demand
of ressources

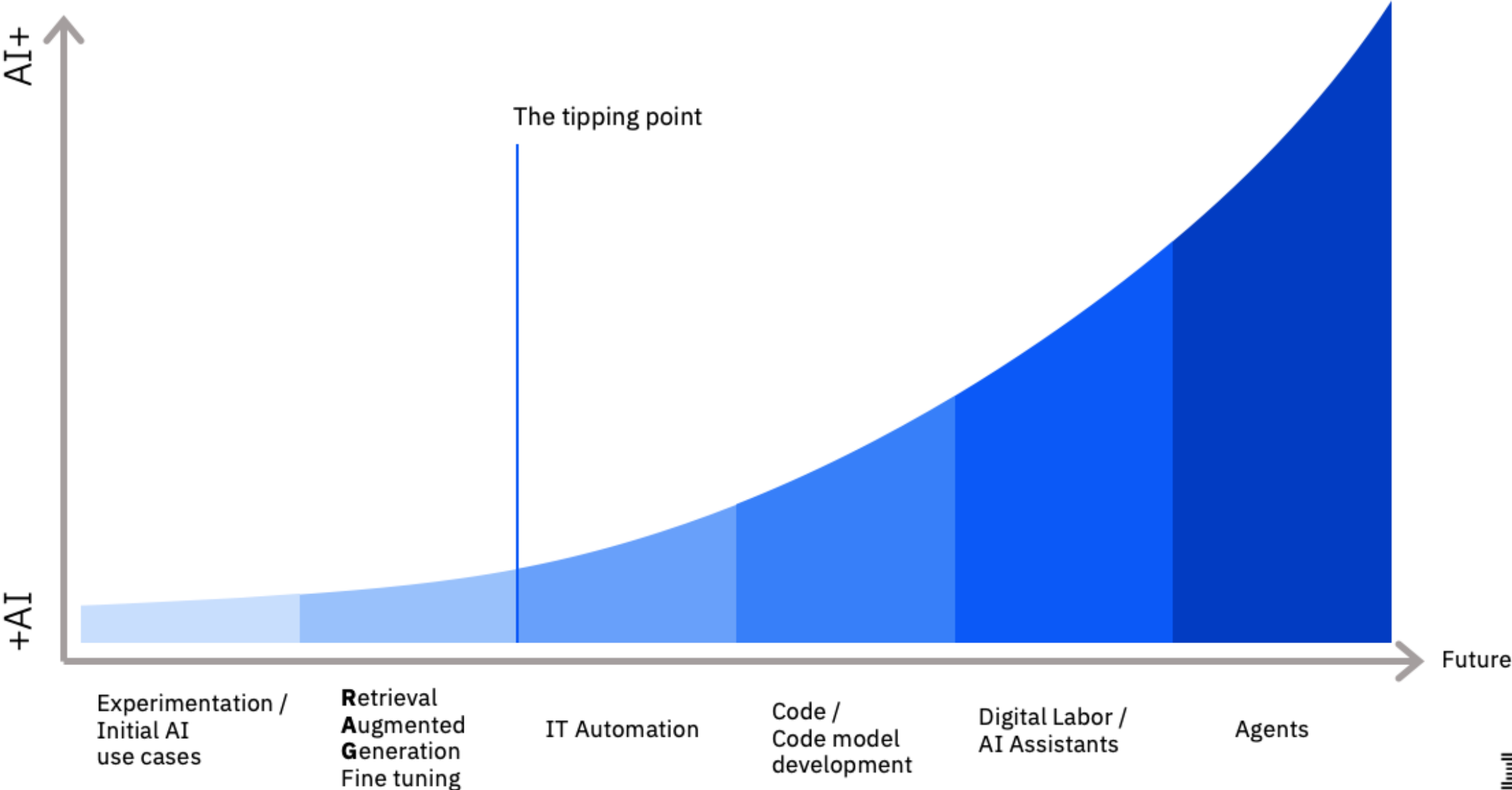
+1_B

Cloud-native-Apps
(avg. 1000 apps/org.)



App Performance
& Integration

AI-powered Automation unlocks untapped potential



What if your IT organization could turn these challenges into advantages?

92%

of executives expect to digitize their organization's workflows and leverage AI-powered automation across the Lifecycle of their technology stack by 2025.*

IBM Software Strategy

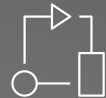
Hybrid Cloud

Unify on-prem, public, private clouds and edge to scale virtualization and AI across environments



Transaction Processing

Deliver unmatched transactional performance, security and reliability



Automation

Automate technology lifecycle management with AI for productivity, resiliency and spend optimization



Data

Use trusted and performant data to enhance insights and AI



AI

Open and Trusted

Investing billions in Automation

IBM has invested **\$17B** in the last three years...



...in **fast-growing** Automation market segments

Segment	Growth rate
iPaaS	37.6%
IT Financial Management	22.5%
Observability	20.5%
API Management	17.1%
Infrastructure & Security LM	13.9%

Automation

Automate technology lifecycle management with AI for productivity, resiliency and spend optimization



Application Development and Integration

Connect teams, data, and technology to modernize, innovate and automate your systems and applications for faster, more efficient development at scale

Application Development



Enterprise Application Service for Java

Application Integration



Hybrid iPaaS



API Connect®

Infrastructure Automation

Unlock developer productivity and lower the risk of breaches for more resilient and secure infrastructure and faster time to market with AI-enhanced capabilities

Infrastructure Lifecycle Management



Terraform



Consul



Nomad



Vault

Identity & Access Management



Verify

Network Management



NS1®



Hybrid Cloud Mesh



SevOne®



Rapid Network Automation

Technology Business Management

Reduce cloud waste, application risk, gain visibility of IT spend, and proactively resolve issues for better uptime and user experiences with AI-enhanced capabilities

Observability



Concert®



Instana®



Turbonomic®

FinOps



Cloudability®



Kubecost

IT Financial Management



Apptio™



Targetprocess

Asset Lifecycle Management



Maximo® Application Suite



Envizi™ ESG Suite



Environmental Intelligence

Automation Set Up 2025 Select Territory



Matthias
Sauer

SME



Florian
Maus

TSR
&
SouthWest



Alysson
de Lima Matias

Northeast



Tiemon
Neumann

Mid



Caroline
Watkiss

Southeast



Kristina
Kohler

West



Rainer
Hosselmann

DSS



Corinna
Seidel

DSS



Susanne
Mann-Morgant

BP Sales



Michael
Kurc

BP Sales



Carsten
Böckelmann

VAD Focal
&
BP Sales



Thomas
Hoffmann

Special
Projects



Niklas
Hoffmann

Automation

Automate technology lifecycle management with AI for productivity, resiliency and spend optimization



Application Development and Integration
Connect teams, data, and technology to modernize, innovate and automate your systems and applications for faster, more efficient development at scale

Infrastructure Automation
Unlock developer productivity and lower the risk of breaches for more resilient and secure infrastructure and faster time to market with AI-enhanced capabilities

Technology Business Management
Reduce cloud waste, application risk, gain visibility of IT spend, and proactively resolve issues for better uptime and user experiences with AI-enhanced capabilities

Application Development	Application Integration	Infrastructure Lifecycle Management	Identity & Access Management	Network Management	Observability	FinOps	IT Financial Management	Asset Lifecycle Management
 Enterprise Application Service Service for Java	 Hybrid iPaaS  API Connect®	 Terraform  Consul  Nomad  Vault	 Verify	 NS1®  Hybrid Cloud Mesh  SevOne®  Rapid Network Automation	 Concert®  Instana®  Turbonomic®	 Cloudability®  Kubecost	 Apptio™  Targetprocess	 Maximo® Application Suite  Envizi™ ESG Suite  Environmental Intelligence

Top CIO & Technology Trends & Predictions for 2025

CIOs are Prioritizing the Business Value of IT

Demonstrating the business value of IT is the 3rd highest priority for CIOs (after managing cybersecurity risk and executing IT strategy)¹

Managing technology financials to balance cost, value, and risk is the 5th highest priority for CIOs¹

CIOs are central to business strategy - Over 40% of CIOs regularly update boards or executive committees on status of digital initiatives²

Demonstrating ROI from AI

AI spending will grow at 2x the rate of overall digital technology spending in the next three years²

By 2026, 50% of organizations will excel at measuring ROI of their digital tech investments, adopting a unified, data-driven approach to assess key financial, operational, customer, and ecosystem metrics²

CIOs must demonstrate that AI can deliver clear value and drive new revenue streams — an expectation increasingly voiced by leadership³

90%+ of CIOs said that managing cost limits their ability to get value from AI for their enterprise⁵

Impact of AI on Decision Making

By 2028, 60% of finance organizations will use AI-enabled scenario planning as a primary business partnering initiative⁴

By 2028, finance organizations adopting automated data retrieval platforms will save up to 75% of time spent on data management⁴

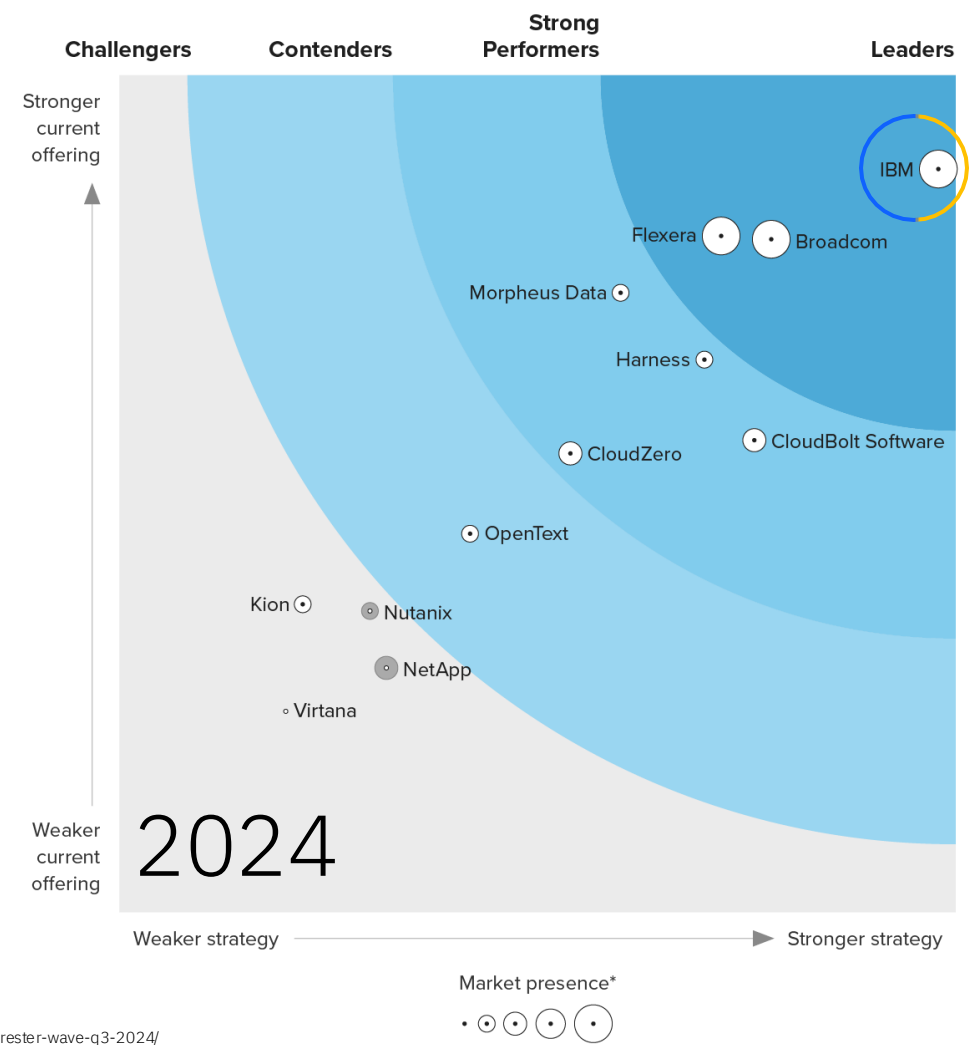
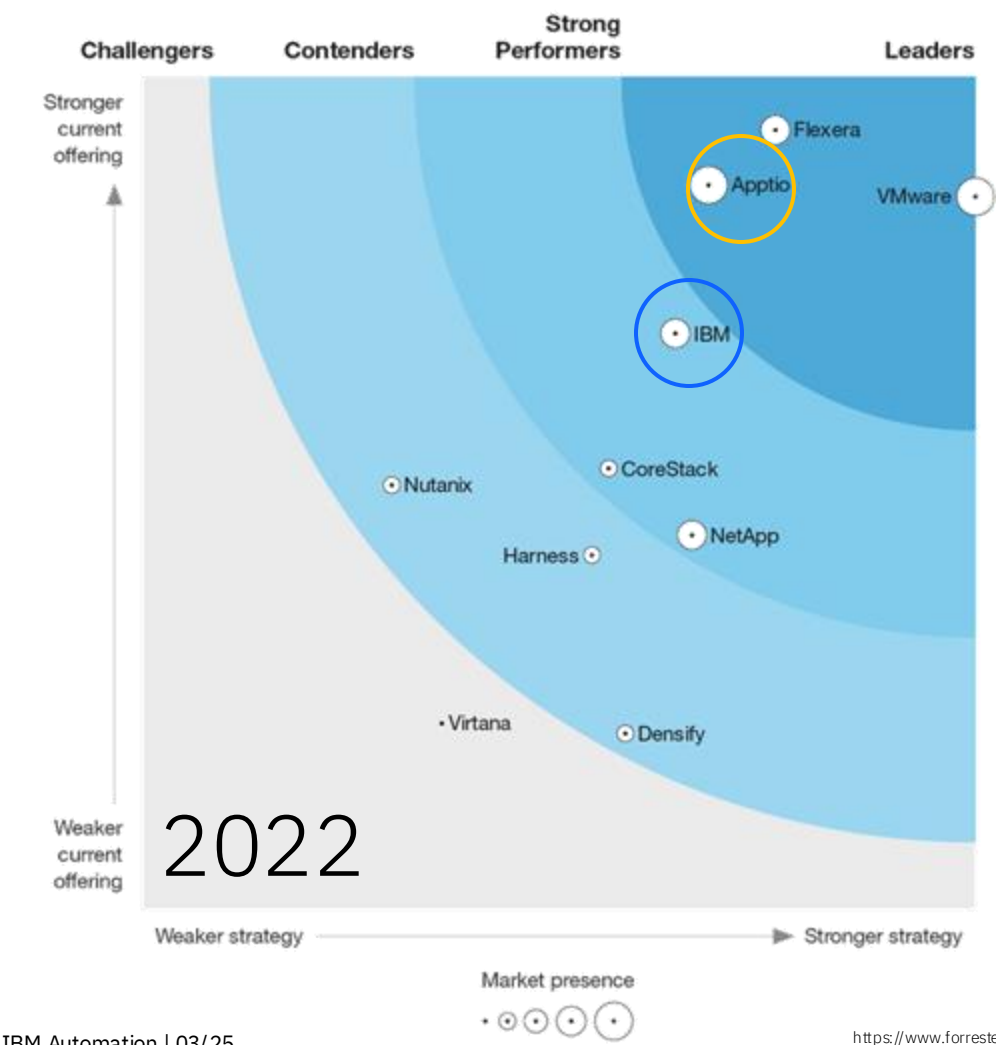
By 2028, 70% of finance organizations will use AI analysis with connected device data for real-time and improved decision-making on operational cost and cash flow management⁴

By 2028, worldwide spending on AI including AI-enabled apps, infrastructure, and related IT/business services, will more than double when it is expected to reach \$632 billion⁶

Sources:

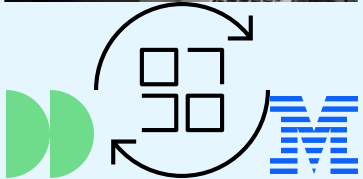
1. Gartner, 2025 CIO Agenda: Global Insights and Data (see next slide)
2. IDC FutureScape, Worldwide Digital Business and AI Transformation 2025 Predictions
3. IDC FutureScape: Worldwide CIO Agenda 2025 Predictions
4. Gartner, Predicts 2025: AI Elevates Finance's Role to Strategic Enabler
5. Gartner, Gartner Says CIOs Need to Overcome Four Emerging Challenges to Deliver Value With AI
6. IDC, Worldwide Spending on Artificial Intelligence Forecast to Reach \$632 Billion in 2028, According to a New IDC Spending Guide

IBM provides the most complete full-stack CCMO solution.



19. März 2025
13:00-16:00

IBM Frankfurt
Tower-One Brüsseler Str. 1-3
60327 Frankfurt am Main



Preissteigerung bei VMware Lizenzen – Kostenoptimierung oder Plattformwechsel?

Anmeldung



ibm.biz/TechXchange_VMware

19. März 2025

13:00-16:00

IBM Frankfurt

Tower-One Brüsseler Str. 1-3
60327 Frankfurt am Main



Save the Date

Preissteigerung bei VMware Lizenzen – Kostenoptimierung oder Plattformwechsel?

Inspiration und Dialog zu kurz, mittel und langfristigen Möglichkeiten mit dem steigenden Druck durch VMware/Broadcom umzugehen!

Agenda

- 13:00 – 13:30 Kaffee & Empfang
- 13:30 – 14:00 IBM Big Picture: Ganzheitliche Übersicht zu Optionen im Umgang mit VMware
- 14:00 – 15:00 Performance- und Kostenoptimierung der bestehenden VMware Landschaft
- 15:00 – 15:15 Pause
- 15:15 – 15:45 Unterstützung beim Wechsel von VMware: Third-Party Maintenance
- 15:45 – 16:15 RedHat Openshift Virtualization Engine als alternative Plattform
- 16:15 – 16:45 VMware Assessment zur Erstellung einer Transformationsroadmap
- 16:45 – 17:00 Offene Diskussion
- 17:00 – 18:00 Fingerfood & Networking
- 18:00 – 20:00 Afterwork Drink mit Skyline & Sonnenuntergang

Anmeldung



ibm.biz/TechXchange_VMware

HashiCorp Acquisition Homepage

HashiCorp's suite of products provides enterprises with extensive Infrastructure Lifecycle Management and Security Lifecycle Management capabilities that enable organizations to automate their hybrid and multi-cloud environments. The combination of IBM's portfolio and expertise with HashiCorp's capabilities and talent will create a comprehensive hybrid cloud platform designed for the AI era.

Acquisition Announcements

Announcement Links

- Rob Thomas Blog: Welcoming HashCorp [[SoftwareZone](#)]
- Press Release [[IBM Newsroom](#)]
- HashiCorp External Page [[IBM.com](#)]

Acquisition Essentials

Parts will be available March 6
in IBM Quoting

Table of Contents

- [Acquisition Announcements](#)
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 - [Business Partner FAQ](#)
- [Client Outreach](#)
 - [Sales Play](#)
- [Build Expertise & Skills](#)
 - [Learning Plans](#)
- [Explore Products](#)
 - [Infrastructure Lifecycle Management](#)
 - [Security Lifecycle Management](#)
 - [Terraform](#)
 - [Vault](#)
 - [Dev Principles / Concepts](#)



#hashicorp-ama-sales



#hashicorp-ama-tech

IBM Seismic HashiCorp Landingpage:

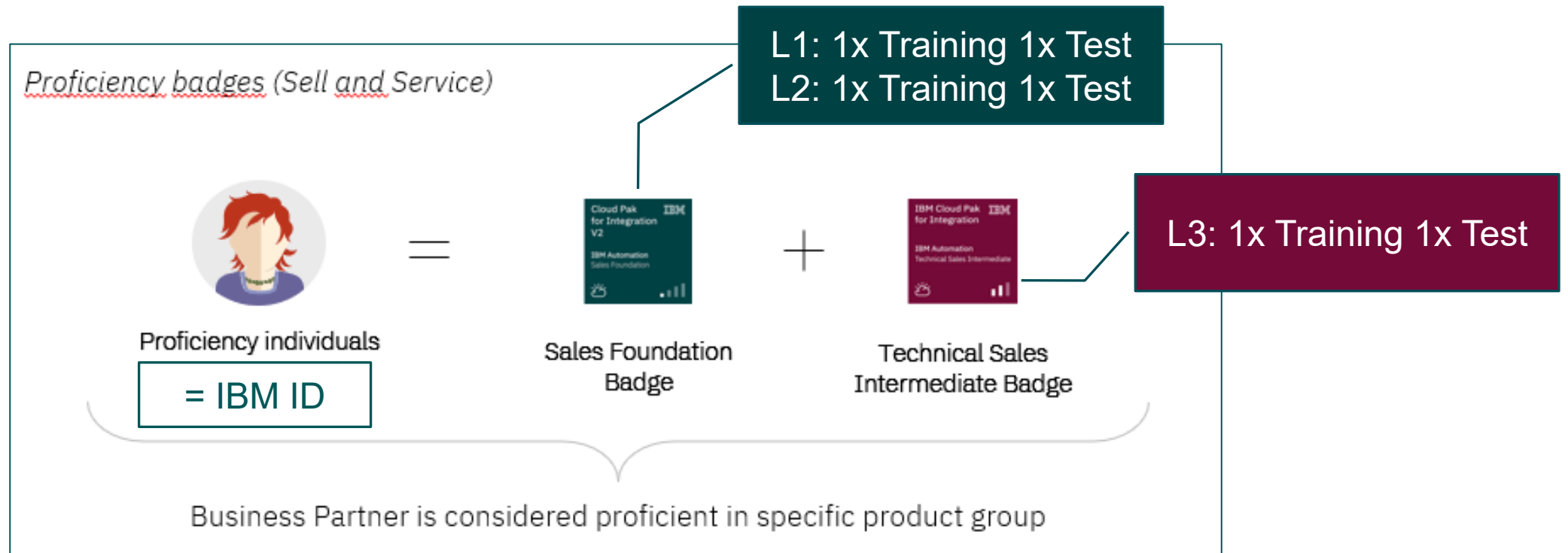
<https://ibm.seismic.com/Link/Content/DCjTHjMpX7QmPGfTbPR397MXm7Fd>

Zugang zu IBM Seismic per IBM ID

IBM Proficiency Badges



IBM Proficiency Badges



→ Badges haben 12 Monate Gültigkeit

→ Trainings und Badges im IBM LearningHub:
<https://www.ibm.com/training/bplearn/catalog>

IBM Proficiency Badges

!-! Instana Covers Instana

✓ Sales foundation
Instana by IBM Sales Foundation
! Expire date: 2025-01-30

Revalidate → ⓘ

🕒 Technical sales intermediate
Instana by IBM Technical Sales
Intermediate
! Expire date: 2025-01-24

Resume →

✓-✓ Turbonomic Covers Turbonomics

✓ Sales foundation
Turbonomic by IBM Sales Foundation
Expire date: 2026-01-08

→

✓ Technical sales intermediate
Turbonomic by IBM Technical Sales
Intermediate

→

IBM Automation Proficiencies:

- Aspera
- Cloud Pak for Integration
- Event Automation
- MQ
- Cloud Pak for Watson AIOps
- Instana
- Turbonomic
- SevOne
- WebSphere Automation
- WebSphere Hybrid
- NS1
- Hybrid Cloud Mesh
- Apptio Cloudability
- Apptio Targetprocess
- Apptio One
- Rapid Network Automation
- webMethods App Integration
- webMethods API Management
- IBM Concert

WebSphere Application Server V9 Administration (WA590G)

07.04.2025 - 09.04.2025 (virtueller Klassenraum und in Stuttgart)

<https://academy.tdsynnex.com/de/training/course/wa590g/websphere-application-server-v9-administration>

IBM MQ V9 System Administration (using Linux for labs) (WM154G)

05.05.2025 – 08.05.2025 (virtueller Klassenraum und in Stuttgart)

<https://academy.tdsynnex.com/de/training/course/wm154g/ibm-mq-v9-system-administration-using-linux-for-labs>

15% Nachlass mit Promo Code -> IBM InSights

Ihr Ansprechpartner: Silke Wunderlich academy.de@tdsynnex.com

Training - Vom Kennen zum Können - TD SYNnex Academy

Veranstaltungshinweise



IBM

2.- 3. April 2025
IBM Deutschland

Business Partner IT Automation Days

IBM IT Automation Strategie 2025
Deep Dives in Produkte | Austausch mit Experten

2. April - Strategie	3. April - Deep Dive				
13:00 Uhr bis 17:00 Uhr Zielgruppe: Vertrieb & Consulting	8:45 Uhr bis 16:00 Uhr Zielgruppe: Consulting				
Strategie Partnerstrategie - Updates IBM IT Automation portfolio Go-to-market Ausklang - Get together	<table border="1"><thead><tr><th>Observability track</th><th>Apptio platform track</th></tr></thead><tbody><tr><td>Kick-Off Turbonomic Instana Concert Meet the experts</td><td>Kick-Off Cloudability & KubeCost TargetProcess IT Financial Management Meet the experts</td></tr></tbody></table>	Observability track	Apptio platform track	Kick-Off Turbonomic Instana Concert Meet the experts	Kick-Off Cloudability & KubeCost TargetProcess IT Financial Management Meet the experts
Observability track	Apptio platform track				
Kick-Off Turbonomic Instana Concert Meet the experts	Kick-Off Cloudability & KubeCost TargetProcess IT Financial Management Meet the experts				

Anmeldung: <https://ibm.biz/BdG9cU>



Auf dieser Partner Veranstaltung bietet IBM euch die Möglichkeit mit nationalen und internationalen Experten*innen ins Gespräch zu kommen, wie zum Beispiel mit Distinguished Engineers, Strategy Leaders und Product Management.

TAG 1 Mi, 02.04.25 12:30 Uhr bis 17:15 Uhr

Für wen? Für Vertrieb und Consulting mit dem Fokus auf strategische Themen und gemeinsame Kunden Engagements.

TAG 2 Do, 03.04.25 08:45 Uhr bis 16:00 Uhr

Für wen? Richtet sich primär an Eure Consultants und steht unter dem Motto “Deep Dive”, mit zwei parallelen Tracks.

Track 1: Observability Track – Neuigkeiten und gewonnene Erkenntnisse
Track 2: Apptio-Plattform-Track – Neuigkeiten und gewonnene Erkenntnisse

Anmeldung unter:
<https://ibm.biz/BdG9cU>

Veranstaltungshinweise

TD SYNnex lädt Sie ein zum: **PERSONAL SUCCESS BOOSTER.**

Erreichen Sie in 2 spannenden Tagen in München Ihre persönlichen und vertrieblichen Ziele schneller und sicherer und bleiben Sie dabei das ganze Jahr in der richtigen Balance zwischen Arbeit und Privatleben.

Datum: 08. - 09.04.2025

Lokation: TDSYNnex München

Anmeldung per Mail an: agnieszka.kansy@tdsynnex.com



Thorsten Bahr

High Performance Coach und Berater

Veranstaltungshinweise

Für Ihre Kunden!



 TD SYNnex

**33. Maximo
Anwenderkonferenz**
13. Mai 2025 in München

[Jetzt teilnehmen](#)

IBM
Distributor

Datum: 13. Mai 2025

Lokation: IBM Watson Center Munich

Anmeldung unter:

[33. Maximo Anwenderkonferenz am 13. Mai 2025 in München - TD SYNnex Blog DE](#)

Veranstaltungshinweise

Berlin

IBM Regional Club Berlin



IBM Regional Club Berlin

Di., 4. März, 16:00

Ella-Trebe-Straße 3

Kostenlos

Frankfurt

IBM Regional Club Rhein-Main



Regional Club Rhein-Main

Do., 20. März, 16:00

IBM Deutschland GmbH

Kostenlos

München

IBM Regional Club Süd



Regional Club Süd

Do., 3. Apr., 16:30

IBM Watson Center Munich

Kostenlos

Hamburg

IBM Regional Club Nord



Regional Club Nord

Mi., 9. Apr., 15:30

IBM Germany GmbH

Kostenlos

Köln

IBM Regional Club West



Regional Club West

Do., 15. Mai, 15:30

IBM Germany GmbH

Kostenlos

Böblingen

IBM Regional Club Südwest



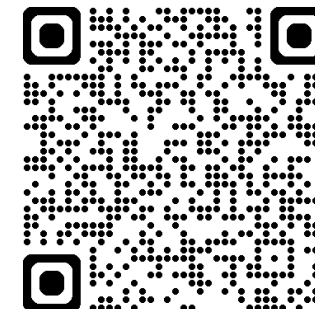
Regional Club Südwest

Mi., 21. Mai, 17:00

Schönaicher Str. 220

Kostenlos

Anmeldung für die Regional Clubs unter:



<https://www.eventbrite.de/o/ibm-ecosystem-dach-77315928353>

Veranstaltungshinweise

Episode	IBM Gastsprecher	Datum
IBM Cloud ▶ Replay	Andrea Overthun Martin Weidauer	25.02.2025
IBM Storage ▶ Replay	Torsten Rapp Ralf Colbus	27.02.2025
IBM Automation	Matthias Sauer	04.03.2025
IBM Power	Matthias Götz	06.03.2025
IBM Technical Lifecycle Services	Wilhelm Schlicht	11.03.2025
IBM Data	Timo Pfister	18.03.2025
IBM LinuxOne	Alina Schulz Lukas Maly Ugur Aydin	20.03.2025



Anmeldung* unter:

<https://dach.tdsynnex.com/blog/de/news/td-synnex-webcast-reihe-ibm-insights/>

*Vorab einmalige Anmeldung in der TD SYNnex Digital World erforderlich: <https://events-dach.tdsynnex.com/> (mit Ihrer TD SYNnex Kundennummer)

Replays hier:

[TD SYNnex Webcast-Reihe IBM InSights Reviews - TD SYNnex Blog DE](#)



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