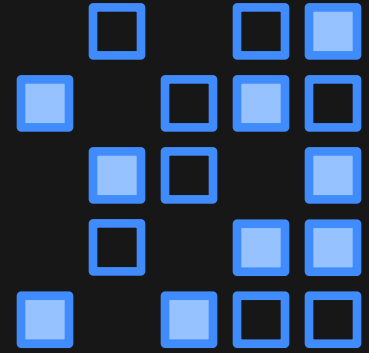


WebSphere Hybrid Edition

Optimize, modernize and cloud enable your WebSphere applications and operations to increase efficiency while reducing costs and maximizing ROI



Product featured

IBM WebSphere Hybrid Edition, a flexible licensing solution which includes the following offerings to deliver right-sizing and modernization capabilities:

- WebSphere Application Server runtimes (ND, Base, Core)
- Transformation Advisor
- Mono2Micro
- Cloud Foundry Migration Runtime

Licensing: (Perpetual VPCs, Subscription VPCs, Monthly Term VPCs)

Note: VPC is a physical processor core, or a virtual core assigned to a virtual machine, supports sub-capacity

Elevator pitch

Organizations are facing an unprecedented convergence of social, technical and regulatory challenges. Transformation projects are more important than ever, but they are increasingly hard to get started. IBM WebSphere Hybrid Edition addresses that challenge by enabling a phased approach to digital transformation. WebSphere Hybrid Edition provides the license flexibility to help clients right-size with the optimized edition and profile of the application server that best meets their needs at the lowest cost (and change their deployment as their needs change). In addition, WebSphere Hybrid Edition includes powerful modernization tools to help clients realize the benefits of application, operation and architectural modernization. These tools can help you get applications to containers, microservices and/or the cloud faster and at a lower cost than manual traditional approaches.

More Details:

Clients typically start by optimizing entitlements by moving IBM WebSphere or IBM WebSphere ND cores onto IBM WebSphere Liberty. This will increase license and server capacity and decrease costs. Modernizing existing applications using either IBM Cloud Transformation Advisor or IBM Mono2Micro to assess all applications and their dependencies is a frequent next step. This allows identification of how complex each migration would be and to consider the options for containerization and microservices. With this information in hand, clients will be ready to create a roadmap and begin modernizing applications. Finally, clients may enable their business to become cloud native by preparing to build new applications directly in containers. WebSphere Hybrid Edition includes most of the WebSphere offerings thereby enabling clients to move between them with ease as their needs change. It also includes modernization and cloud native tools to assist clients in the journey to cloud initiatives.

Customers

What are customers struggling with?

Current clients of WebSphere top challenges include

- Flexibility with existing entitlements (e.g. right-sizing from WebSphere ND to WebSphere Base or Liberty)
- Estate complexity
- Escalating costs without the tools and flexibility to modernize
- Ability to get ready for cloud, or to operate in a multi-cloud environment
- Lack of cloud skills or experience with cloud techniques and technologies, such as containers and microservices

Who's interested and why?

Any existing WebSphere Application Server/Liberty client or prospect who is seeking to:

- **Optimize** applications and operations to lower costs and increase efficiency
- **Unlock** savings and new value through modernization
- **Cloud enable** IT estate with enhanced operations, security, and automation

Typical sponsors

IT operations managers:

- Improve business results and operational efficiency by meeting user demand with a consistent set of modern built-in management tools that can integrate with existing tools and processes.

Enterprise architects:

- Lead the entire lifecycle of DevOps, from development to production.
- Help secure containerized apps against malicious access.
- Codify technology standards and company policies to provide an efficient way for developers to use them.

Developers:

- Develop cloud-native apps that are enterprise-ready.
- Use existing skills and applications to accelerate the path to microservices.
- Solve the toughest data challenges with tools and expertise.

Chief information officers (CIOs) and chief technology officers (CTOs):

- Use existing investments in mission-critical applications, software and hardware, and team skills.
- Invest in open-standards platforms so that innovations on one are portable to others.
- Benefit from right-sizing their entitlements with flexible deployments.

DevSecOps:

- Reduce the chance of data breaches and associated costs.

Typical influencers

- WebSphere Administrator
- Enterprise Developer and Enterprise Architect
- WebSphere/Application Server Operations

What are the key Industries to focus on?

All industries can benefit. Regulated industries such as finance, insurance, healthcare and government have additional data requirements that warrant this offering.

WebSphere Application Server and Liberty have strong install bases across all industries, and any WebSphere Application Server or Liberty client can benefit.

Partner opportunity

Which Partners should be interested

Four unique types of IBM Business Partners will be interested in WebSphere Hybrid Edition

Partner 1	A partner who has resold IBM middleware. You're creating a new revenue stream within an existing customer set.
Partner 2	A Business Partner is looking to build a new cloud transformation and application development practice and sell to regulated customers in financial services, healthcare and government.
Partner 3	A partner who is a user of Amazon Web Services (AWS) or Microsoft Azure or Google Cloud.
Partner 4	A partner who is a traditional infrastructure Business Partner.

IBM Solution

How can IBM help?

IBM WebSphere Hybrid Edition helps you optimize WebSphere applications today, with flexible licensing and deployment options for immediate cost savings, while providing powerful tools to modernize applications now or later. Unlock savings and new value from existing applications, embed additional security and cloud-enable your IT estate with enhanced operations and automation. With IBM WebSphere Hybrid Edition, application leaders can balance business requirements and equip developers with tools to deliver value to the market quick, through achievable steps while gaining development and operational efficiency, reducing costs and maximizing ROI.

Value of the solution

- **Flexibility:** “Right-size” and modernize between the various WAS editions
- **Choice:** Run and optimize apps on the broadest range of supported runtimes
- **Guided Expertise:** Empower teams to start modernizing quickly with increased productivity through market-leading tools
- **Portability:** Container-ready runtimes for hybrid multi-cloud
- **Exclusives:**
 - Perpetual and term (Subscription or Monthly Term) licensing available
 - Supported Transformation Advisor
 - Supported Mono2Micro
 - Availability on Power and Linux on Z
 - IBM Cloud Foundry Migration Runtime

Key differentiators, competitive information

This offering is targeted primarily at the WebSphere Application Server (WAS) and Liberty install base and addresses the following needs:

- Flexibility:
 - Subscription-based licensing options for growth
- Cost Reduction:
 - Reducing the costs of licensing
 - Reducing the costs of deployment and operational expenses
- Modernization:
 - Moving WAS workloads to containers and/or refactoring them as microservices-based apps
 - Moving WAS workloads to a public cloud (typically lift and shift vs. true aaS)
 - Moving traditional WAS workloads to Liberty (which may be done in conjunction with the prior two approaches)
 - Simplifying managing and upgrading WAS environments

Competitors:

- Key: JBoss, Tomcat, VMWare
- Secondary: Amazon, Google and Microsoft. We do have a strategic partnership with Microsoft to help clients run WAS workloads in AKS (Azure)
- VMWare: VMWare (PCF) is perceived as increasingly expensive, resource-intensive and very costly. IBM Cloud Foundry Migration Runtime, a component of WebSphere Hybrid Edition, provides a powerful set of migration tools to help clients move from Cloud Foundry to a Kubernetes Platform – Red Hat OpenShift.
 - Many clients invested a lot into VMware over the last years!
 - Client perception is that VMware is expensive and major vendor lock-in!
 - Clients are looking for less expensive alternatives and are interested in reducing the VMware footprint rather than increasing it with Tanzu!
- Tomcat: Liberty is at the core of the benefits that WHE delivers, so we position against Tomcat strongly.

[Liberty vs Tomcat Sales Deck](#)

[Partners might be familiar with our “6 reasons why Liberty” already.](#)

6 reasons why Liberty...

- Just enough runtime** → 80% disk and 56% memory saving
- Low operating cost** → 4x increased density over Tomcat & Spring Boot
- Continuous delivery** → Zero-effort security fixing & zero technical debt
- Zero migration** → 100% v2v and fixpack migration saving
- Kubernetes optimized** → Self-tuned optimal perf, production-ready, kube-native
- Developer experience** → Container & kube-native experience, rapid inner loop

It also supports Java EE and is great for monoliths and microservices so **ideal for modernization**

Marketplace highlights

- A Capgemini study of more than 900 IT professionals attributes the rise of cloud-native applications to a desire to improve business agility (74%), increase collaboration with external partners (70%) and deliver better customer experiences (67%).¹
- The market opportunity for private and hybrid clouds is experiencing double-digit growth. IBM estimates that 75% of non-cloud applications will move to cloud in the next 1 to 2 years and that 66% of applications will be migrated through either “lift and shift” or modernization strategies.
- One of the underlying technologies fueling cloud growth is containers. IBM and Red Hat are members of the Cloud Native Computing Foundation. One of the highest velocity open-source projects is Kubernetes. Containers help connect developers to production, which is the key tenet of DevOps because you can move the contents from development, quality assurance (QA), staging and production. Gartner predicts that by 2022, more than 75% of global organizations will be running containerized applications in production, up from less than 30% today.²

Opportunity identification

Prescriptive actions to take to get going right away

- Familiarize yourself with the following sales assets from the WebSphere Hybrid Edition Sales Kit on Seismic:
 - [Discover Call Conversation Guide](#)
 - [Prospecting Overview for WSHE](#)
 - [Grab & Go Prospecting Guide](#)
- Target Current WebSphere Install to help them move to our new, lead offer – IBM WebSphere Hybrid Edition. Consider the following steps to identify the right accounts.
- Divide your territory to locate each of your WebSphere Accounts with upcoming renewals
- Start Large, End Small: Locate the larger WebSphere Environments in your list, to uncover organizations that are disrupted by the complexity of their estates and lack of ability to reduce overhead costs.

Starting questions/Conversation starters

- “I would like to share with you some updates we have made to the WebSphere family, as well as a new flexible licensing options, that may add value to your existing investment.”
- “A new flexible licensing option (WebSphere Hybrid Edition) – that provides application optimization, modernization and right-sizing capabilities – is now available.”
- “Our new offering, WebSphere Hybrid Edition, will allow you to realize operational benefits of Cloud quicker with flexibility, right tooling, and security - let’s discuss this week.”
- “We understand organizations today are facing unprecedented convergence of technological, social, and regulatory forces. I’d like to discuss how we can help you optimize your current WebSphere investment, save costs and transition to cloud at your own pace.

Customer references, case studies, use cases

Customer references

- [Case Study: Blue Cross Blue Shield of Massachusetts](#)
- [New IT capabilities for an emerging market](#)

Use cases

- **Optimize entitlements** – Migrate entitlements to IBM WebSphere Liberty to increase server capacity, decrease costs and adjust your entitlements based on your business needs.
- **Modernize applications** – Use IBM Cloud Transformation Advisor and IBM Mono2Micro to help assess the cloud readiness of your applications, explore options for containerization and microservices, and get assistance on adapting code.
- **Cloud-enable your IT** – Realize the benefits of cloud infrastructure and methodologies with the right tools, runtimes and WebSphere versions.

1. Michele Moore. “Business Demands for agility and innovation prompt rise of cloud native applications: adoption is set to double by 2020.” Capgemini, May 31, 2017. [capgemini.com/news/business-demands-for-agility-and-innovation-prompt-rise-of-cloud-native-applications-adoption](https://www.capgemini.com/news/business-demands-for-agility-and-innovation-prompt-rise-of-cloud-native-applications-adoption)

2. “Gartner Forecasts Strong Revenue Growth for Global Container Management Software and Services Through 2024.” Gartner, June 25, 2020. [gartner.com/en/newsroom/press-releases/2020-06-25-gartner-forecasts-strong-revenue-growth-for-global-co](https://www.gartner.com/en/newsroom/press-releases/2020-06-25-gartner-forecasts-strong-revenue-growth-for-global-co)

Average deal size (cost range), SW/Services ratios, average sell cycle

- Average deal size is ~\$100,000
- SW/Services ratio is approximately between 1:1 up to 1:3 for strategic application modernization initiatives
- Average sales cycle is 3-6 months (for existing clients to Upgrade/Trade-Up to WebSphere Hybrid Edition). It is important to start early on upgrades (6 months+ before the renewal is ideal) to provide time to sell the value and position potential services attach.

[IBM WebSphere Offering Family - Parts, PIDS, and Pricing Models](#)

Key assets and additional resources

Care

[WebSphere Hybrid Announcement Blog](#)



Consider

[WebSphere Hybrid Infographic](#)



[Case Study: Modernization and Cloud Innovation](#)



[IBM Application Modernization Field Guide - Web](#)



[IBM Application Modernization Field Guide - PDF](#)



Choose

[Transformation Advisor Trial](#)



[Mono2Micro Trial](#)



[WebSphere Liberty Server Trial](#)

