

Cloud-Native Everywhere: Partnering with IBM on the Open Hybrid Cloud

An abstract of the IDC report titled 'Cloud-Native Everywhere: Partnering with IBM on the Open Hybrid Cloud' that summarizes the benefits of open hybrid platforms along with examples of how IBM ISV partners are leveraging these benefits to deliver customer success.

Learn more





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IBM PartnerWorld advantage →	IBM ecosystem partner stories →	Conclusion →



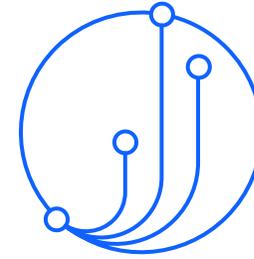
Introduction

Organizations can no longer afford huge, complex IT-centric application modernization projects. They not only need to achieve cost savings but also need to align these investments with their business priorities. As a result, they are now adopting modern application architectures and agile development processes to innovate and bring products to the market faster while keeping their applications secure.

IDC estimates worldwide enterprise spend on public cloud infrastructure to surpass that on traditional IT infrastructure by 2022. While public cloud platforms and modern application architectures provide scale and agility, they are not without challenges. Some enterprises lack the skill set and maturity to operate cloud-based and cloud-native platforms. Enterprises also find managing heterogeneous technology difficult.

IBM delivers on the promise of open hybrid cloud through its portfolio of products, including Red Hat OpenShift and IBM Cloud Pak solutions. The Cloud Pak solutions reduce time to market for independent software vendors (ISVs) and enable secure, cost-effective, and scalable ways to build and deploy on modern infrastructure platforms.

This report further explores the benefits of and best practices for leveraging open hybrid platforms along with examples of how IBM ISV partners are using these concepts to deliver customer success.



By
2022

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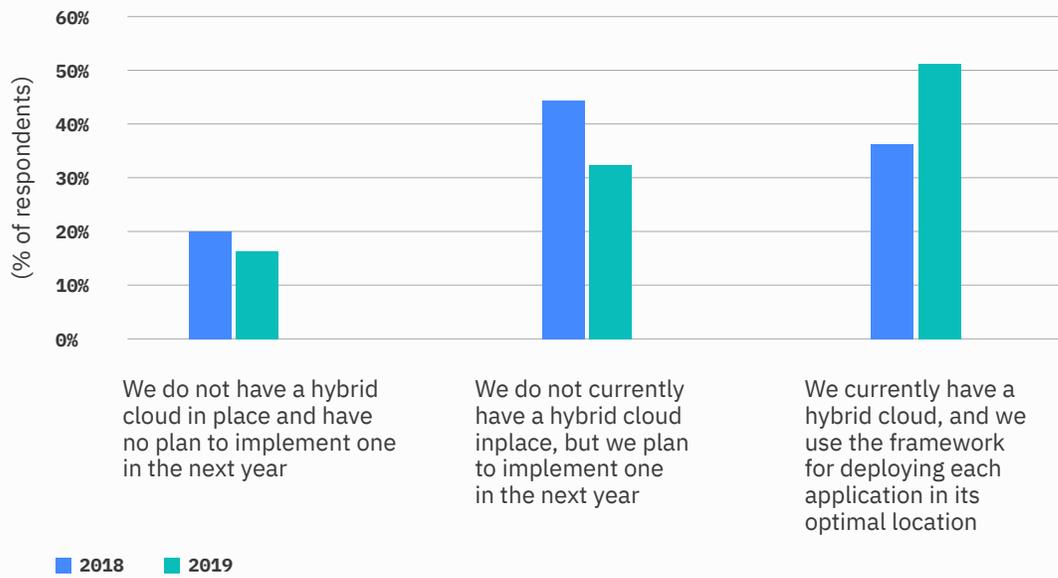
The open hybrid cloud landscape

IDC observes that enterprise adoption of hybrid cloud is increasing. In a recent survey, 52% of the respondents indicated actively using hybrid cloud. In the same survey, respondents indicated using hybrid cloud platforms for optimal workload placement, application migration to the public cloud, and data/tiering needs.

Respondents also indicated skill set limitations, unclear ROI, and lack of off-shelf products as reasons for not leveraging hybrid cloud infrastructure. Hybrid cloud provides organizations flexibility and choice of infrastructure to deploy business applications and consistent operational experience across heterogeneous technology.

Hybrid cloud survey data

Q. How would you describe your organization's adaption of hybrid cloud?



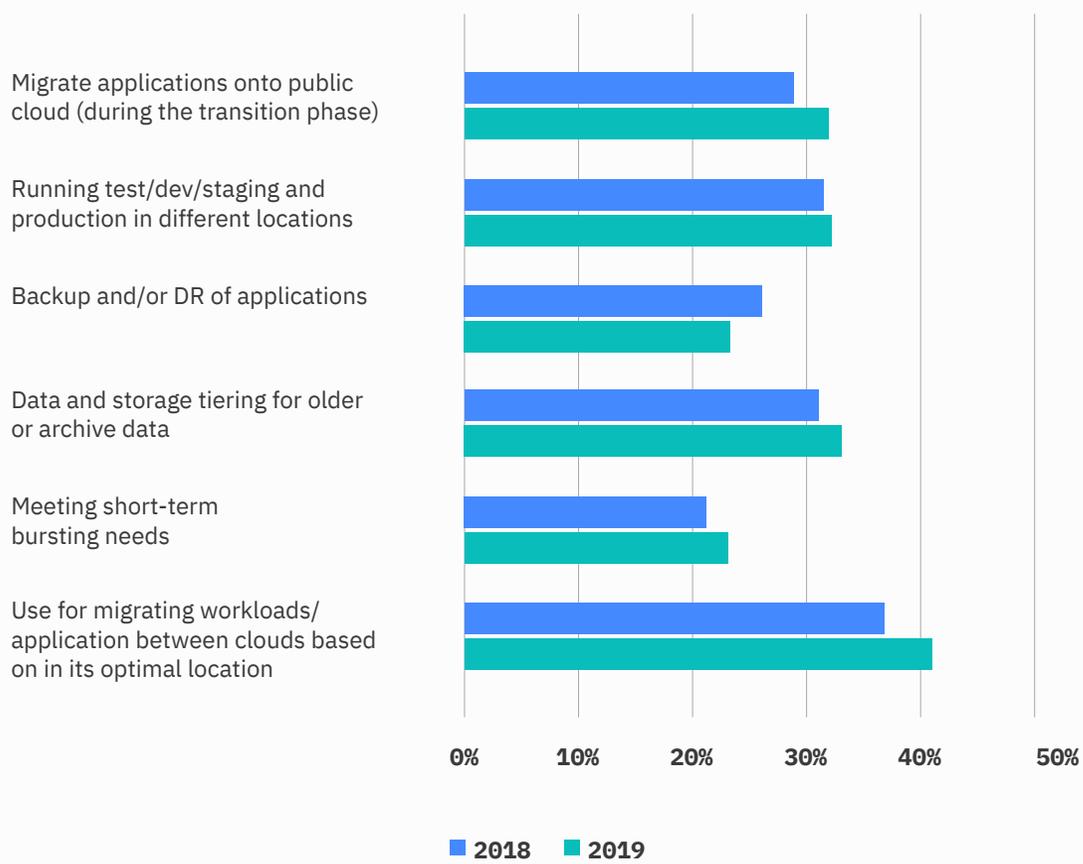
of the respondents indicated actively using hybrid cloud

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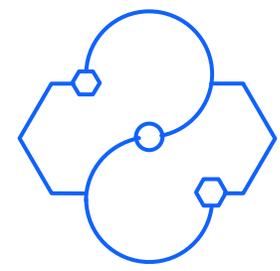


The open hybrid cloud landscape

Q. What are the top infrastructure use cases for which you use a hybrid cloud environment?



n = 1,129 for 2018 data, n = 1,529 for 2019 data
Source: IDC's IaaSView Survey, 2018 and 2019



The advent of an open hybrid cloud improves this situation by providing a common platform across both core and edge systems.

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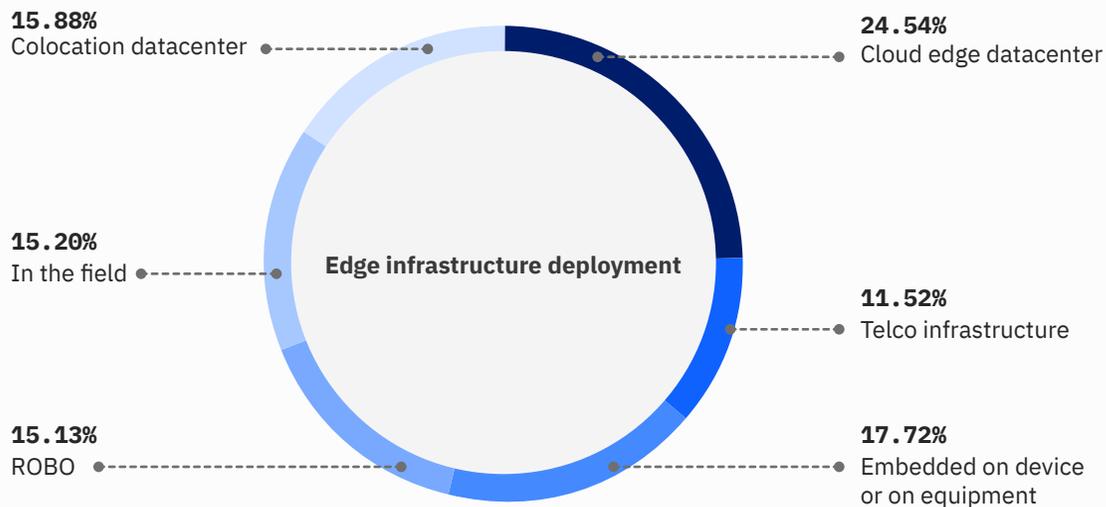


The open hybrid cloud landscape

Edge computing has expanded the reach of hybrid clouds to include new categories of deployment locations. The advent of an open hybrid cloud improves this situation by providing a common platform across both core and edge systems. Figure below illustrates the diversity of locations that enterprises must potentially support and shows that 95% of new edge solutions plan to use cloud-native platforms to drive consistency regardless of where the hardware and software are deployed.

Cloud-Native primary choice for a variety of Edge locations

Q. Where is edge infrastructure being deployed?



n = 637
Source: IDC's IT Infrastructure Deployment for Edge Survey, 2020

Q. Will new edge solutions utilize cloud-native platforms?



95% of new edge solutions plan to use cloud-native platforms to drive consistency regardless of where the hardware and software are deployed.



Imperatives of an open hybrid cloud

Several forces are driving organizations to this architecture. It can be described with four imperatives that drive the need for an open hybrid cloud:



History:

Whether legacy applications or hardware investments that are still in service, the requirement exists to preserve these resources as new technology is deployed.



Choice:

CIOs are choosing solutions that best fit a specific need. They are looking to reduce vendor lock-in and have the freedom to integrate best-of-breed solutions.



Physics:

Network latency is often considered the Achilles' heel of cloud infrastructure. While 5G promises to dramatically reduce latency, the physical distance is problematic for real-time applications.



Law:

Compliance with has an impact on where resources are deployed. Whether GDPR in Europe or CCPA in the United States, issues surrounding data sovereignty must be addressed.

1. History

Integration with legacy

2. Choice

Flexibility without lock-in

3. Physics

Latency reduction at the edge

4. Law

Compliance with regulations



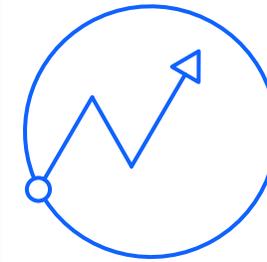
Benefits of open hybrid cloud platform

Those willing to take the necessary steps to adopt the open hybrid cloud model can create value faster, increase business resilience, and reduce operating costs. Cloud-native approaches help accelerate the pace of innovation by reducing the time it takes to launch new product offerings. Developers spend less time managing the underlying resources and can instead focus on creating new functionality and user experiences.

ISVs need to react quickly to changing requirements to build and maintain a competitive advantage. Abstracting logic from the underlying infrastructure with a microservices-based architecture makes it possible to automate platform changes. It's easier to build and deploy new features incrementally without waiting for the next major release, allowing ISVs to focus vital resources on responding to customer needs.

Rearchitecting applications — deconstructing large applications into function-based containers — also has cost advantages. The open nature of these platforms also reduces integration costs by standardizing the flow of data in a secure way between components. The open source community encourages collaboration, and the transparent nature in how problems are solved increases the overall strength of the solution.

Edge computing has the potential to create new opportunities for organizations. It unlocks use cases that are not viable in centralized computing models, whether due to latency inherent in wide area network (WAN) connections, including internet access to the public cloud, or the costs associated with moving large amounts of data for analysis.

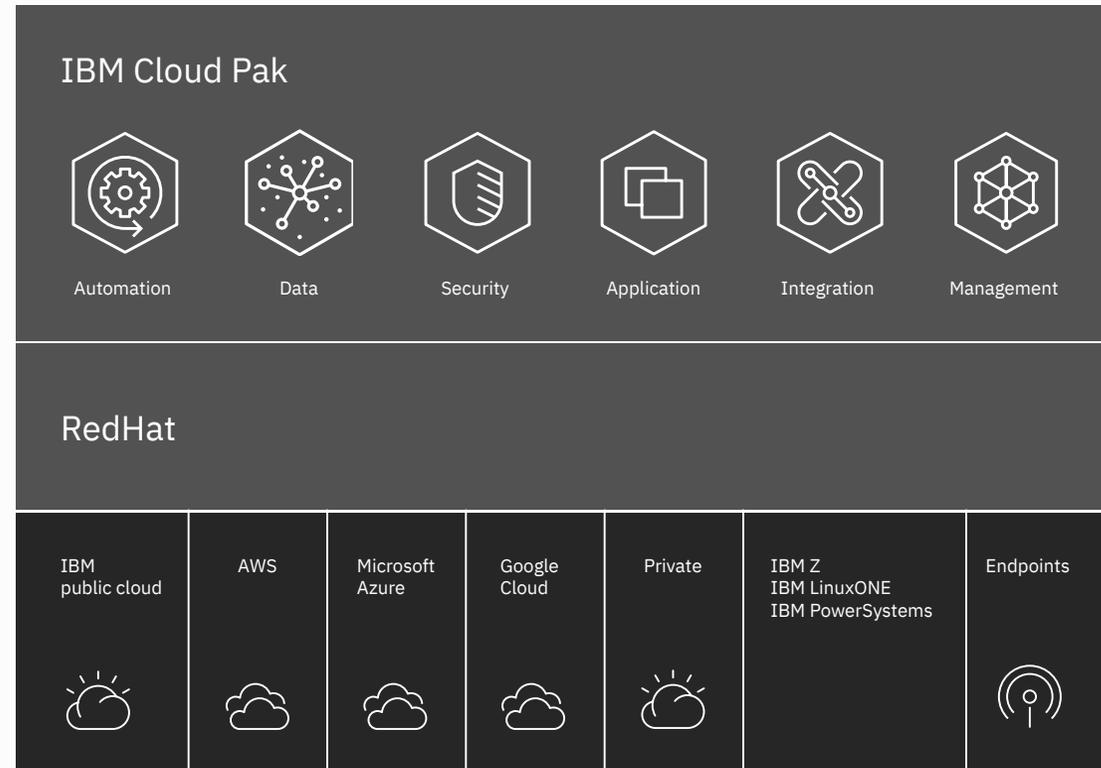


- Accelerated innovation
- Competitive differentiation
- Cost advantage
- New revenue opportunities

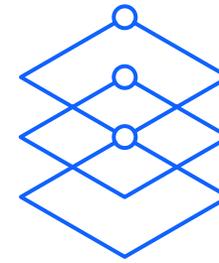


Why IBM's open hybrid cloud platform?

IBM delivers on the promise of an open hybrid cloud—optimized by Intel technology for consistent performance and security, no matter where the workloads reside (see Figure below).



Source: IBM, 2020



IBM's platform for the future.

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Why IBM's open hybrid cloud platform?

1. IBM Cloud Pak Solutions

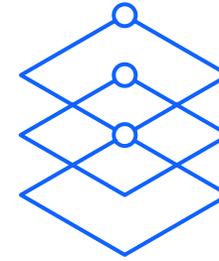
IBM Cloud Pak solutions are containerized packages that provide an easy, consistent, and secure way to deploy applications on any cloud platform. Cloud Pak solutions enable enterprises to leverage container technologies to build applications once and deploy anywhere across hybrid cloud infrastructure.

They accelerate outcomes by enabling automated, intelligent, and secure workflows, and they are available for business applications, data, integration middleware, automation, multicloud management, and security.

2. IBM Edge Solutions

IBM's edge offerings run on Red Hat OpenShift, the leading enterprise Kubernetes platform that runs everywhere — from the datacenter to multiple public clouds to the edge.

With edge services, IBM Business Partners, and open multicloud solutions from IBM, enterprises will be able to tap into the potential of 5G to support crucial uses such as emergency response, robotic surgery, or connected-vehicle safety features that benefit from the few milliseconds latency saved by not having to send workloads to a centralized cloud.



– [IBM Cloud Pak Solutions](#)

IBM Cloud Pak solutions are containerized packages that provide an easy, consistent, and secure way to deploy applications on any cloud platform.

– [IBM Edge Computing Solutions](#)

IBM's edge offerings run on Red Hat OpenShift, the leading enterprise Kubernetes platform that runs everywhere from the datacenter to multiple public clouds to the edge.



The IBM and Intel advantage

IBM and Intel maximize the value and speed of modern, data-centric workloads from the edge to the datacenter, accelerating innovation, insights, and competitive advantage. 2nd Generation Intel Xeon Scalable Processors deliver outstanding performance and enhanced security. Intel also offers libraries and tools that provide performance and security optimization for data-centric workloads. This partnership is accelerated by IBM and Intel ecosystems:

- IBM has joined the **Open Retail Initiative (ORI)**, a collaborative effort by Intel and other top technology companies that believe that open accessible solutions will accelerate iteration, flexibility, and innovation at scale.
- IBM is collaborating with Intel to leverage **Secure Device Onboard (SDO)** that provides a fast and more secure way to onboard any device to any device management system at scale.
- Intel has developed a curated portfolio of **Market Ready Solutions** solving a wide array of use case in many verticals.



- Open Retail Initiative
- Secure Device Onboard
- Market Ready solutions

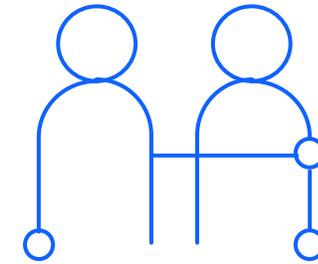


IBM PartnerWorld advantage

IBM is helping its partners create solutions and reach new clients through its ecosystem of experts and digital marketplaces. This creates many opportunities for ISVs looking to build and sell open hybrid cloud offerings. With IBM Cloud Pak solutions, ISVs can build on an open flexible platform designed for enterprises, increasing speed, agility, and innovation.

IBM PartnerWorld helps facilitate partner growth with a Build Track that aligns benefits that support partners building IP and innovative solutions. This includes skills training, certifications, and cloud credits for new partners and a Cloud Pak ecosystem program to assist.

It also provides access to IBM's global Business Partner Connect, facilitating collaboration between IBM partners to create new business opportunities, support common customers, and expand market reach. One business opportunity is IBM's Embedded Solution model, which offers customers commitment-based pricing for the IBM technology portion of their solution, allowing customers to operate from a predictable cost basis.



With IBM Cloud Pak solutions, ISVs can build on an open flexible platform designed for enterprises, increasing speed, agility, and innovation.

With IBM's Embedded Solution model, which offers customers commitment-based pricing for the IBM technology portion of their solution, allowing customers to operate from a predictable cost basis.



IBM ecosystem partner stories

Zonysoft

Winner of an IBM Business Partner Award in 2014, Zonysoft has partnered with IBM for over nine years. Zonysoft's cloud platform is based on IBM products, including IBM Cloud Pak for Automation. This enables the company to reduce engineering costs and develop customer solutions faster by building on top of a trusted product. The company specifically cites the scalability and open architecture of IBM Cloud Pak for Automation as key reasons it chose the solution to achieve its goals for business process automation. customers commitment-based pricing for the IBM technology portion of their solution, allowing customers to operate from a predictable cost basis.

DeSmart

A finalist for a 2020 IBM Beacon Award, DeSmart provides business solutions that consist of business process management, enterprise portals, system integration, and data governance. The company has been an IBM partner for six years, using IBM technology to quickly build scalable and resilient solutions. The issue of scalability was a primary requirement for a DeSmart customer, which owns and operates one of the largest chain of pharmacies in China. Because of COVID-19, the pharmacy needed to migrate its applications to support mobile devices and automate more of its processes. Using IBM Cloud Pak solutions, the customer was able to reduce the time to implement process changes from 10 days to 3 days.

Knowis

Knowis AG, founded in 2004, is an independent software vendor that specializes in banking solutions. Knowis has partnered with IBM for 10 years. Today, the company has an OEM relationship with IBM and builds products on top of IBM Cloud Pak for Data. As a partner, Knowis has built strong relationships with IBM, which is critical to navigating the vast array of resources that are available to ISVs. They also stated that many of their customers want the flexibility to run applications on any cloud, including private, public, and hybrid. Knowis recognizes that partnering with IBM provides many benefits to a growing ISV and plans to continue to evaluate additional IBM Cloud Pak solutions as customer needs emerge.



"Partnering with IBM is a win-win situation. We only see benefit from working with IBM."

— Kai Wang

General Manager, Zonysoft

"Many customers are going through the journey of transforming their traditional applications to cloud. IBM Cloud Pak solutions help our customers accelerate this journey to cloud — either private cloud or public cloud. Red Hat OpenShift is the most stable and commercialized open source platform on which to build business applications."

— Ivan Zhang

General Manager, DeSmart

"From a technical point of view, we like to keep the depth of what we do close to domain-specific areas and not worry about the infrastructure problems that you need to solve. Banks need a container platform for running in a highly regulated environment. BM Cloud Pak solutions and Red Hat OpenShift largely solve those problems from a technical level."

— Jörg Erdmenger

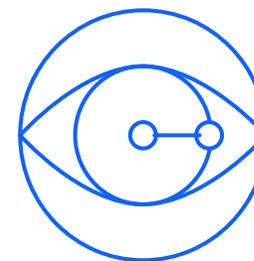
VP Engineering, Knowis



Conclusion

IDC believes the open hybrid cloud will enable enterprises to build resilient and smarter businesses that are able to maintain business continuity, control operational costs, and rapidly adapt to change.

IBM is delivering on the promise of an open hybrid cloud with IBM Cloud Pak solutions that consist of cloud-ready open software packages optimized for Red Hat OpenShift with instant deployment on IBM Cloud or the infrastructure of choice. The platform deeply embeds security and compliance in all of its components with a common control plane with centralized visibility. In addition, IBM is enabling ISVs to bring partner solutions to market faster and build competitive advantage through the IBM PartnerWorld program.



Enterprises want the ability to build once and deploy anywhere. To innovate faster with more flexibility in deployment models, organizations must adopt cloud-native technology and development practices.

[Read the full IDC report](#)



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1. Technology CEO Council Report, One Trillion Reasons, October 2010 (<http://www.greenbiz.com/research/report/2010/10/25/one-trillion-reasons>)
2. Technology CEO Council Report, One Trillion Reasons, October 2010 (<http://www.greenbiz.com/research/report/2010/10/25/one-trillion-reasons>)

