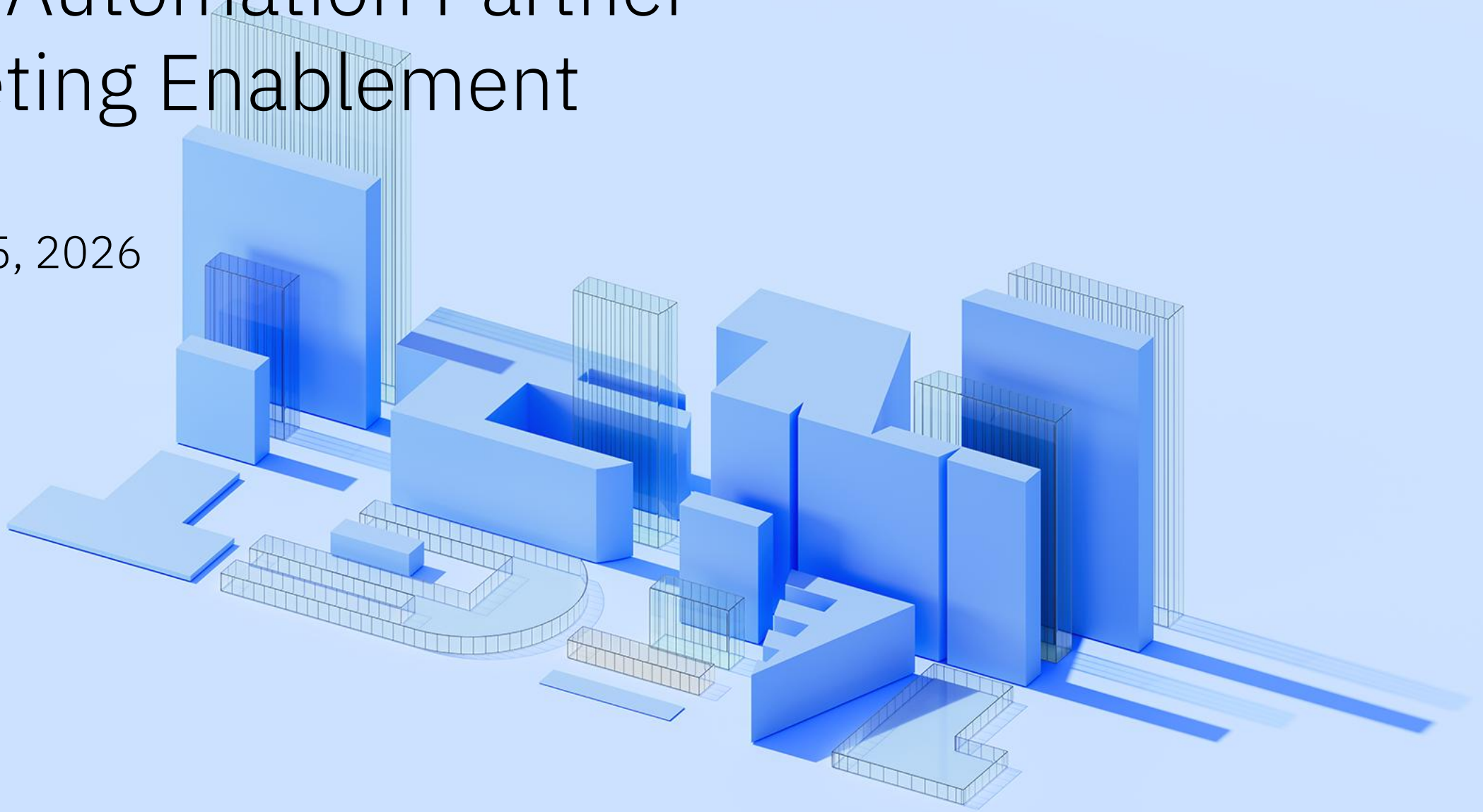


# 1Q26 Automation Partner Marketing Enablement

January 15, 2026



# Automation Persona

Integration



Operations & Facilities



DevOps



Identity

# TARGET PERSONA

## Integration

### Who are they?

Senior integration leaders who drive enterprise-wide integration strategy - enabling real-time visibility, scalable and secure systems, faster time-to-value, and high-performing teams that fuel business growth and elevate customer experience

### What is their primary goal?

Create seamless, high-performance integration architectures and solutions—ensuring long-term reliability, scalability, and alignment with evolving enterprise needs.

### Where do they work?

Companies with \$50M - \$500M revenue and an annual IT spend of \$2.5M to \$25M (~ 4-5% of revenue is the IT spend)

## • IT Integration/ Enterprise Architect

### • Example job titles

- Head of IT
- VP / Director of Enterprise Integration
- Enterprise Architect
- Integration Developer

### • Role in buying process

- Design and implement integration solutions, lead projects and teams—ensure seamless data flow across systems and resolve integration issues efficiently.

### • Pain points

- Fragmented tech stack and tool sprawl
- Automation growth outpacing IT
- Integration bottlenecks in lean IT environments for Lean Stacks

### • Types of content they consume

- Technical whitepapers, reference architectures, and demo videos.
- Peer-led discussions, webinars, and community content
- Interactive content (calculators, architecture blueprints)

## • LOB

### Example job titles

Head of Marketing/Finance  
Business Operations Manager  
Marketing Operations Manager  
Finance Operations Manager

### Role in buying process

Identify and implement platforms that empower teams with no-code integration and AI-driven automation using natural language, enabling faster workflow creation, operational efficiency, and real-time process insights.

### Pain points

- Project delays
- IT Bottlenecks introduce risks  
Complexity across environments
- Imperative to leverage AI to do more with less

### Types of content they consume

- Engage with demos, technical blogs, and peer forums
- Value hands-on use cases and integration examples
- Rely on internal IT or strategy teams for curated insights

# Integration Campaign Messaging

- IT Integration/Enterprise Architect

## TAGLINE

" Smarter integrations made simple with AI."



### **AI-Powered Simplicity for Smarter Workflows**

Streamline integration and workflow automation with our AI-powered iPaaS – enabling teams build integrations with natural language.



### **Accelerated Integration with No-Code Agility**

Empower teams to integrate systems faster with no-code / low-code tools, boosting agility, eliminating inefficiencies, and reducing costs across SaaS, AI, and on-prem environments.



### **Reusable Integrations for Scalable Deployment**

Design, build and deploy flexible and reusable integrations that adapt to changing business demands – minimizing disruption, breaking down silos, and accelerating time-to-value.

# Integration Campaign Messaging

- LOB/Business Technologist

## TAGLINE

"Seamless connections, empowered teams, AI-driven success."



### Driving Operational Efficiency Everywhere

LOB leaders face fragmented processes, manual work, and resource constraints - compounded by the complexity of integrating diverse applications. Efficiency breaks down silos, reduces integration friction, and frees resources, enabling leaders to focus on strategic initiatives that drive growth and measurable business impact.



### Enabling Data-Driven Decision Making

Many LOB leaders face challenges with siloed data and lack of actionable insights. By harnessing analytics, a LOB leader can uncover hidden customer trends that guide smarter product decisions, driving revenue growth while reducing wasted spend.



### Seamless Business Continuity with AI

AI safeguards your daily operations by anticipating disruptions, adapting to change, and ensuring processes stay on track. From supply chain resilience to customer service consistency, it provides the agility and reliability needed to keep business momentum strong, no matter the challenge.

## TARGET PERSONA

# Operations & Facilities Leaders

### Who are they?

Senior leaders responsible for operations and facilities performance, maintenance strategies, and compliance across multiple sites.

### What is their primary goal?

Reduce downtime and costs while improving asset reliability, safety, and workforce efficiency.

### Where do they work?

Mid-to-enterprise organizations in asset-intensive industries (manufacturing, utilities, transportation, healthcare) with complex facilities and high compliance requirements.

## • Decision Makers

- **Example job titles**
  - COO, VP/Director of Operations
  - VP/Director of Engineering & Maintenance
  - Facilities Director, Plant Manager
- **Role in buying process**
  - Primary decision-makers; set strategy for operational efficiency, uptime, and compliance. Approve budgets and select vendors.
- **Pain points**
  - Unplanned downtime, revenue loss, safety
  - Escalating maintenance costs and budget unpredictability
  - Fragmented systems, visibility, control
  - Compliance complexity and audit risk
- **Needs**
  - Enterprise-wide visibility and control
  - Scalable, integrated solution for multi-site operations
  - Clear ROI and cost justification
  - Compliance-ready workflows and reporting
- **Types of content they consume**
  - Analyst reports (Verdantix, IDC)
  - ROI calculators and business case templates
  - Executive webinars and thought leadership articles
  - Industry benchmarks and case studies

## • Influencers

**Example job titles**  
Maintenance/Facilities Manager or Planner  
Reliability Engineer  
Building Operations Manager

### Role in buying process

- Technical evaluators; validate usability, functionality, and fit for day-to-day operations. Influence vendor selection based on ease of use and integration.

### Pain points

- Reactive maintenance, costly failures
- Lack of predictive insights & automation
- Workforce inefficiencies, knowledge gaps
- Manual processes slowing compliance documentation

### Needs

- Mobile tools for technicians
- Configurable workflows without heavy customization
- Condition-based maintenance and AI-driven scheduling
- Easy integration with existing systems

### Types of content they consume

- Technical blogs and feature deep dives
- How-to guides and implementation playbooks
- Training videos and user community forums
- Product demos and technical webinars

# Operations & Facilities Campaign Messaging

## TAGLINE

**"One Platform for Maintenance. Built to Grow. "**



### **Run maintenance in one place**

Reduce downtime, speed repairs, and keep governance consistent across locations while operations scale.



### **Right skill, right job, right time—for first-visit fixes.**

Complete jobs correctly the first time. Match skills, availability, and location to schedule work; route dynamically as conditions change.



### **Act on asset condition. At the moment it matters.**

Avoid costly downtime and waste, with knock-on efficiency and energy benefits by moving from calendar-based tasks to condition-based decisions.

# TARGET PERSONA

## DevOps

### Who are they?

Senior leaders focused on accelerating software delivery while ensuring reliability, security, and cost efficiency. They oversee CI/CD pipelines, automate deployments, and manage hybrid infrastructure using Infrastructure as Code.

The leaders we are looking for uses more than one cloud service provider or hybrid cloud environment, use Microservices or Kubernetes or both, have 100+ applications in their IT environment (combining internal and client facing), and Use multiple siloed tools to develop and manage applications.

### What is their primary goal?

Managing system performance, observability, and integrating security into workflows, all while fostering collaboration between development and operations teams.

### Where do they work?

Mid-size companies (100-499 employees or \$50M - \$1B in Rev) with >\$10M annual IT spend

## • Decision Makers

- **Example job titles**
- DevOps Engineer
- DevOps lead
- Infrastructure Engineer
- **Role in buying process**
- Final decision maker or top influencer in the buying committee

### Pain points

- Security bottlenecks that slow delivery
- Low data/AI accuracy
- Complexity across environments
- Manual toil and inefficient remediation
- Reactive Resilience and Compliance
- Lack of Measurable Feedback Loops
- Balancing Speed with Stability

### Needs

- Security built in (by default) to the development process
- Ai-driven continuous, autonomous vulnerability management
- Full-stack observability that drives intelligent automation

### Types of content they consume

- Snackable formats:short videos, concise blogs,interactive tools
- Reddit threads/Discord
- Peer reviews
- Tutorials
- Trial/hands-on workshops

## • Influencers

### Example job titles

App SRE  
App owner  
Software developer

### Role in buying process

- Test and validate solution in day-to-day operations

# DevOps Campaign Messaging

## TAGLINE

"DevOps without the complexity. Smarter workflows with AI at the core."



### Security that moves at DevOps speed

Security becomes part of daily development. With built-in intelligent code analysis, validation and remediation, teams ship secure code fast without delays, rework, or post-build bottlenecks.



### Continuous, autonomous vulnerability management

Vulnerability management is evolving with AI-driven automation. Continuous detection, prioritization, and remediation across the stack helps DevOps teams prevent risk before it disrupts delivery.



### Full-stack observability that drives intelligent automation

Full-stack observability fuels intelligent automation, helping DevOps teams detect, diagnose, and remediate faster across hybrid environments, boosting resilience and reducing recovery time.

# Secure Access and Identity persona

## Who they are:

- **Decision makers:** IAM leader (VP of Security Architecture, Head of Identity Governance, Identity Security Program Director / Manager)

- **Influencers:** IT/ Infrastructure Leader, LOB, SecOps Leader / SOC Manager, Security Architect

## Company size:

Mid-Market to Large Enterprises

**Annual IT Spend:** \$15 million to over \$200 million.

Moderate to high, based on the industry's level of regulation, the digital intensity, the regulatory burden, and IT maturity

## • Pain Points

- **Fragmented IAM tools are causing blind spots and compliance gaps**
- Many organizations use **fragmented identity tools**, increasing security risks and complicating compliance
- **Rising volume of non-human identities with no governance**
- Non-human identities outnumber human **45:1**. Without governance, these identities become a massive, unmanaged attack surface
- **Urgent need for vendor-agnostic, scalable, hybrid-ready**
- Modern enterprises operate across cloud and on-prem environments — and they can't afford IAM solutions that lock them into one vendor. They need an open, scalable identity layer that works everywhere and integrates easily.

## • Differentiators

- **Comprehensive unified solution for both human and non-human identities**
- IBM Verify with HashiCorp Vault is explicitly designed to handle machine identities, secrets, dynamic credentials, certificates, and machine-to-machine authentication
- **Vendor-agnostic identity fabric – works across hybrid and multi-cloud, not tied to a specific ecosystem**
- IBM Verify is vendor-agnostic and built for hybrid + multi-cloud from day one — not just optimized for one vendor's stack

## • Attitudes

- **Decision makers:**
- They focus on how the solution mitigates risk, strengthens governance, and supports long-term scalability. Their priority is strategic alignment, ROI, and assurance that the solution future-proofs the organization's identity framework.
- **Influencers:**
- Are operationally driven, prioritizing how well the IAM solution integrates with existing systems, streamlines workflows, and maintains performance. Their focus is on usability, interoperability, and efficiency, ensuring the solution enhances daily security operations without creating friction or complexity.

# Identity Campaign Messaging

## TAGLINE

**"No blind spots, no breaches, just uncompromising identity protection"**



### **Secure, frictionless access for every identity**

Your IT team shouldn't have to choose between security and simplicity. With rising threats, identity sprawl, and pressure to protect without friction, seamless access for every identity—human or machine—matters more than ever. Governed access reduces risk, boosts confidence, and empowers teams to move fast without compromising security.



### **Unify All Identities. Reducing Risk. Empowering Trust**

Struggling to see who has access to what? Fragmented identity systems create blind spots and audit risk. Unifying human, customer, and machine identities under consistent policies gives IT teams clarity, control, and confidence—without the chaos. Because visibility isn't optional when security is on the line.



### **The Identity Fabric for a Hybrid, AI-Driven World**

Hybrid environments shouldn't mean hybrid headaches. When identities are scattered across clouds, data centers, and AI systems, enforcing consistent security becomes a challenge. IT teams need a unified, vendor-agnostic approach to access and governance—one that reduces complexity, strengthens trust, and keeps pace with how modern infrastructure actually works.

# Infrastructure Persona

## TARGET PERSONA

# Infrastructure Leaders

### Who are they?

Senior leaders responsible for managing day-to-day infrastructure needs (datacenter and/or cloud platforms) and operations to ensure optimal performance and availability of their IT environments.

### What is their primary goal?

Ensure that the organization's IT infrastructure foundation is secure, reliable, scalable, and aligned with business objectives.

### Where do they work?

Mid to enterprise size companies (>\$50M in annual revenue) with high IT spend on AI and data storage/management, security, compliance, and hybrid cloud modernization.

## • Decision Makers

- **Example job titles**
- VP Infrastructure
- IT Director
- IT Manager
- Storage Manager
- **Role in buying process**
- Final decision maker or top influencer in the buying committee
- **Pain points**
- Downtime Risk and Slow Recovery
- Ever changing and rising cost
- Regulatory requirements
- Security requirements
- **Types of content they consume**
- Peer-supported thought leadership
- ROI calculators
- Implementation playbooks
- Like-sized company case studies

## • Influencers

### Example job titles

IT Architect  
Storage Admin

### Role in buying process

- Translate business needs into technical solutions
- Create blueprints for systems and infrastructure

### Pain points

- Tool fatigue
- Rapid tech changes
- Increasing security threats

### Types of content they consume

- Online forums/communities
- Technical guidelines
- Tutorials
- Trial/hands-on workshops

# Messaging Framework

Overall message	Optimize your IT infrastructure for adaptability and resilience		
Pain Points	<ul style="list-style-type: none"> <li>• Balancing Modernization with Cost and Risk. The challenge is finding a secure, efficient way to modernize without disrupting existing processes.</li> <li>• Meeting Security and Compliance Requirements. Ensuring data protection and regulatory adherence, especially in hybrid or cloud environments, can be complex and resource-intensive.</li> <li>• Optimizing for performance and interoperability. Companies need scalable infrastructure that maintains performance levels while adapting to increased workload demands, whether on-premises or in the cloud.</li> </ul>		
Pillar	Speed AI Delivery	Strengthen Cyber Resilience	Embrace Hybrid Flexibility
Theme	Architect infrastructure to handle massive data and unique access patterns, enabling rapid deployment of AI and containerized apps.	Stop ransomware before it starts. Protect data with immutable snapshots and AI-driven optimization to meet resilience SLAs across hybrid cloud.	Run applications and data in a consistent way with hybrid cloud infrastructure to optimize performance, security, and cost.
Key message	Acceleration, scalability, modernization for AI workloads	Cybersecurity, recovery, business continuity	Hybrid deployment, portability, workload optimization
Product Alignment	Primary: Fusion Secondary: N/A	Primary: FlashSystem Secondary: Power Virtual Server	Primary: Power Virtual Server Secondary: FlashSystem, Fusion