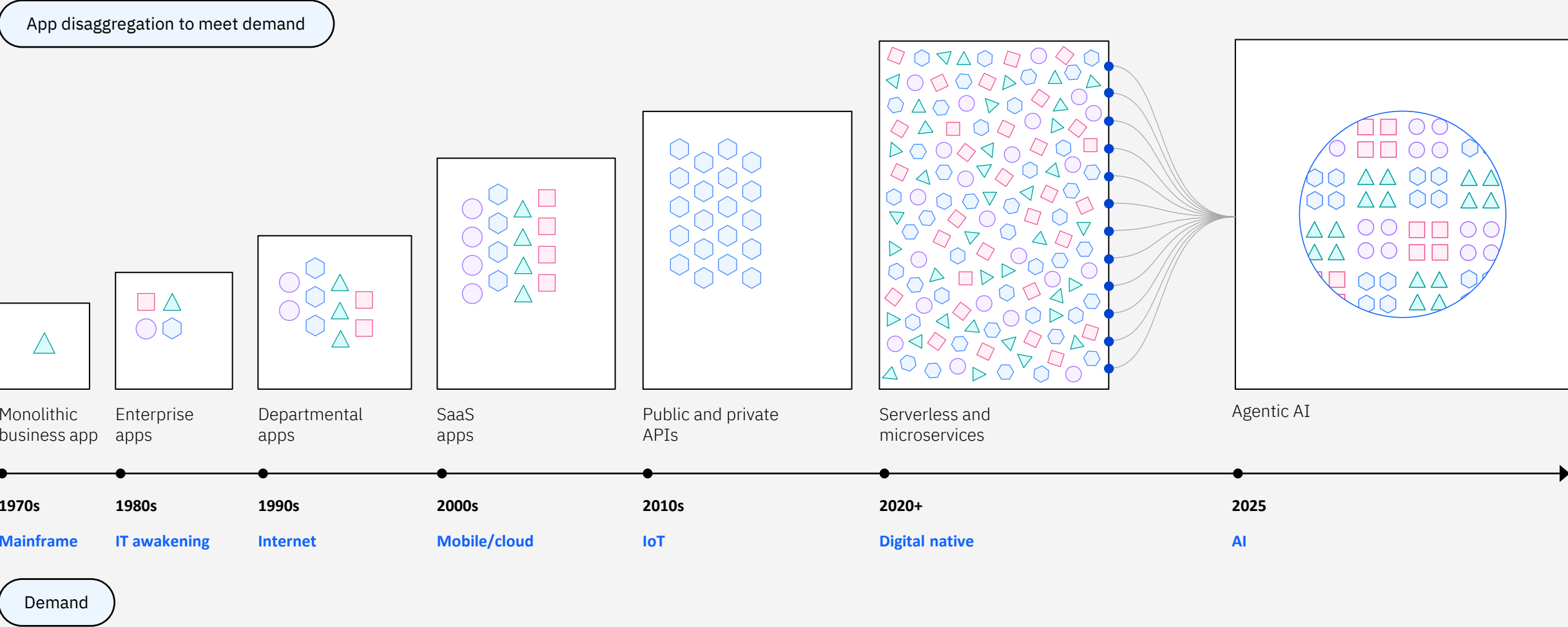


IBM Observability

The new intelligent, integrated experience

Technology is advancing fast, but new technology leads to new complexity.
This translates to **cost overruns, business risk, lost revenue and wasted resources.**



Observability tools have not kept up with the changes in application architectures

88%

of technology leaders say the complexity of their tech stack has increased in the past 12 months²

81%

of IT leaders say data silos are hindering digital transformation efforts³

>1B

Gen AI will cause exponential growth in applications, creating 1 billion new logical applications worldwide by 2028.⁴

2. [State of Observability: Surveys Show 84% of Companies Struggle with Costs, Complexity, Tools](#), Datamation, 25 March 2024.

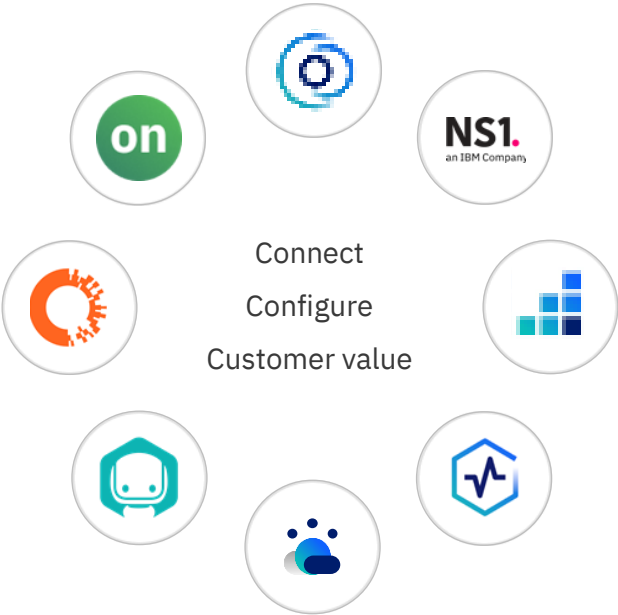
3. [85% of IT Leaders See AI Boosting Productivity, but Data Integration and Overwhelmed Teams Hinder Success](#), Salesforce, 23 January 2024.

4. [1 Billion New Logical Application: More Background](#), IDC, April 2024

IBM is setting a new standard for observability

Best of breed solutions

Each solving a task in related areas



Tools that solve individual tasks within adjacent IT Operations teams

Better through integration

Improved through product-to-product integration



Points of connection start to work more seamlessly

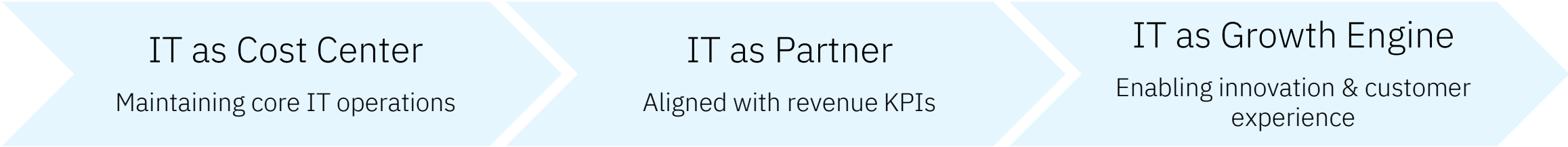
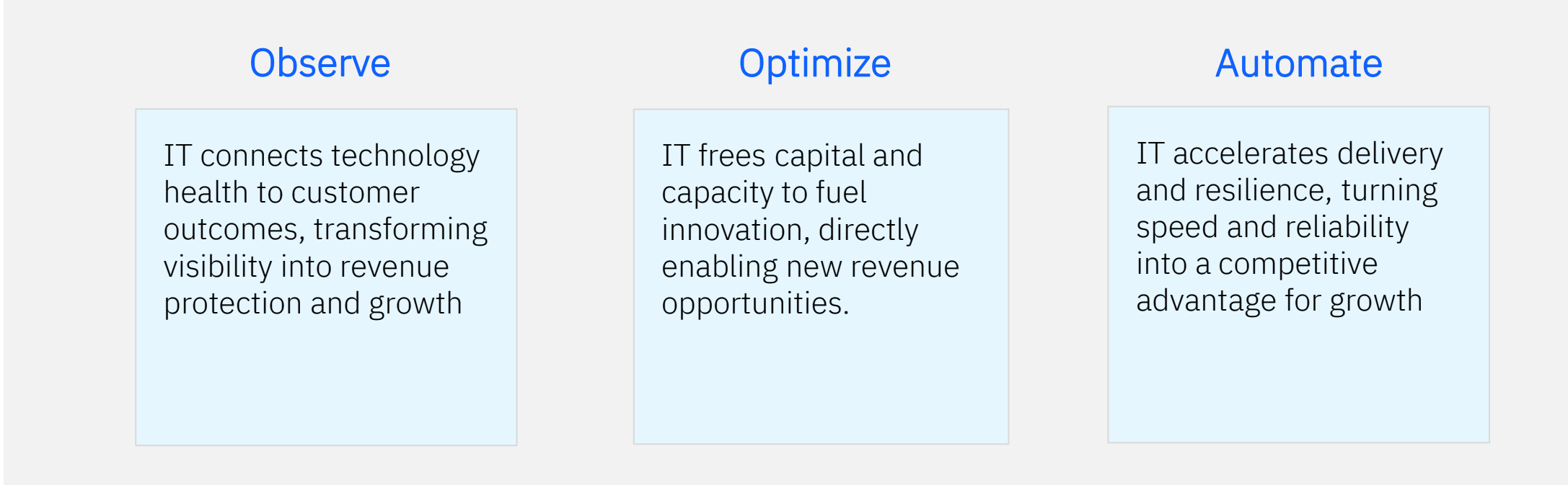
Intelligent, integrated experience

Unlocked value and better experience with each addition, streamlining integration, efficiency & costs
Starting with Instana, Turbonomic & Concert



Enabling adjacent teams to collaborate better to solve larger, more complex IT issues that impact the full supply chain in value creation

Integrated observability redefines IT as a growth driver



Integrated observability delivers tangible business outcomes

AI-powered operational intelligence drives business value



Optimal Performance

Ensure peak efficiency and responsiveness across all hybrid cloud environments.



Enhanced Resilience

Strengthen the stability and reliability of critical IT operations in complex hybrid cloud settings.



Optimized Spend

Intelligently manage diverse hybrid cloud resources to achieve significant cost savings.



Across Hybrid Environments

Seamlessly integrate and manage operations across on-premise, private and public cloud infrastructures.



Powered by AI

Enhanced visibility for deep insights and uncover hidden patterns.

Faster response, automating issue resolution, cutting time from hours to minutes.

Reduced risk, detecting anomalies early and prevent costly outages.

How IBM Delivers AI-Powered Operational Intelligence

IBM Observability brings together key capabilities with an intelligent, integrated experience



AI at the Core

Embedded agentic AI to deliver contextual insights, guided actions, and automation at scale



Seamless UI

Consistent interface, navigation and workflows across Instana, Turbonomic, Concert and more

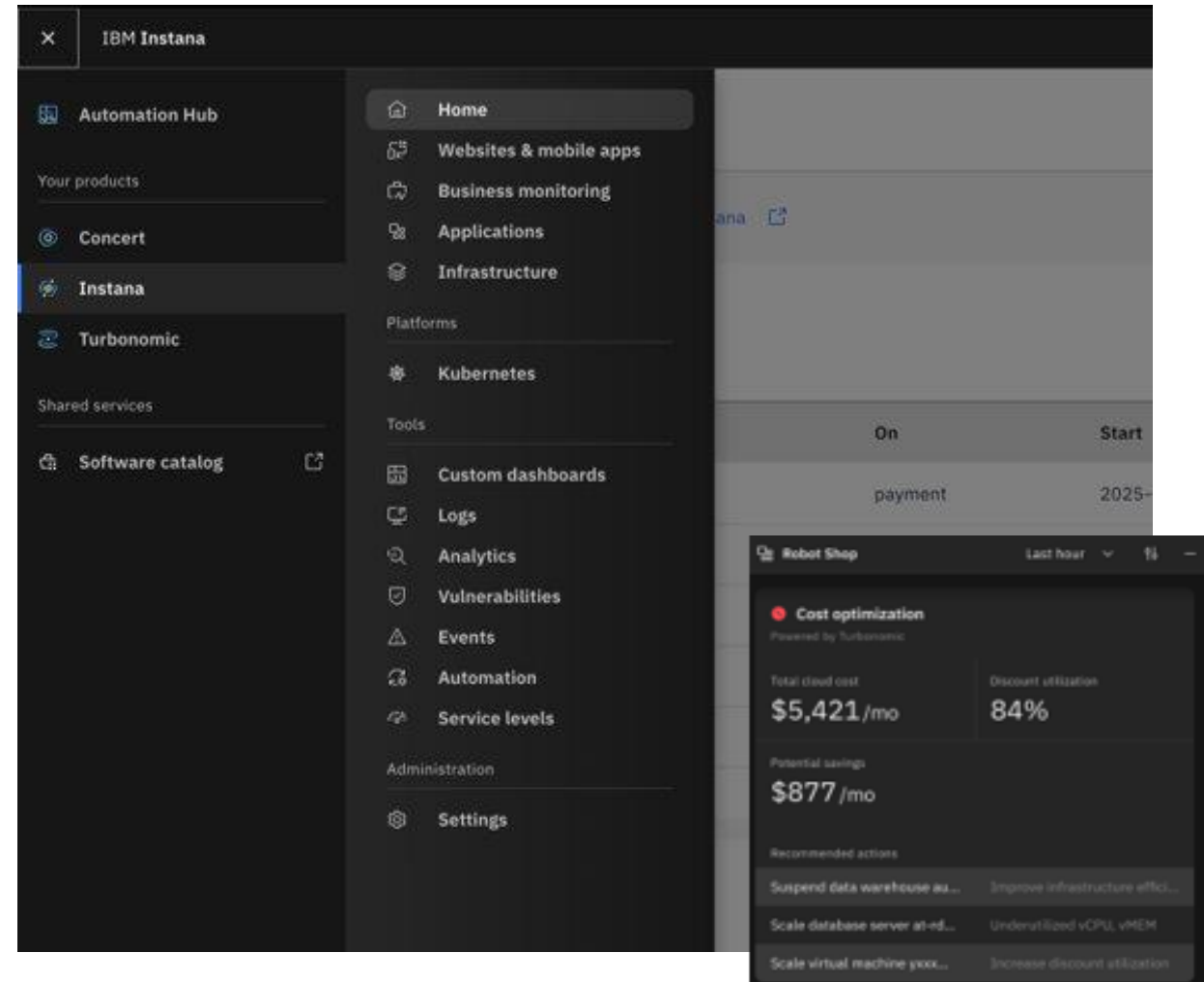


Unified Data Layer

Share data and insights across capabilities

Flexible & Modular

Easily **discover** and adopt new capabilities with a composable, modular approach - backed by IBM expertise and an open ecosystem



From Observability to Action: AI-Powered IT Operations

Integrated capabilities empower businesses to improve performance, resilience, and cost efficiency.

Observe

Gain high-fidelity full-stack observability, track and optimize the DevOps lifecycle, and enable proactive remediation through trend analysis and visualization

Efficiency-Driven Observability

Pinpoints bottlenecks and optimizes resource utilization across the stack to drive operational excellence.

Rapid Root Cause Analysis

Accelerates problem resolution by quickly pinpointing the exact cause of issues across complex systems.

Cost Insights

Understand and optimize cloud spending with detailed insights into resource utilization and costs.

End-to-End DevOps Lifecycle Tracking

Manage performance across the full software delivery pipeline.

Proactive Trend Analysis & Visualization

Detect anomalies earlier and enable faster remediation.

Optimize

Recommend actions for continuous resilience, optimize resources across hybrid and public clouds, and correlate data from multiple sources and tools

App Performance Optimization

Continuously optimizes resource allocation for peak performance with a holistic view of the application ecosystem.

Continuous Performance Assurance

Maintains consistent high performance and reliability through ongoing monitoring and optimization.

Cross-Cloud Resource Optimization

Balance workloads across hybrid and public clouds.

Multi-Source Data Correlation

Connect signals from multiple tools for unified insights.

Automate

Leverage AI-powered low-code workflows, automatically remediate vulnerabilities and optimize resources, and apply repeatable runbooks to mitigate common operational issues.

Automated Remediation

Swiftly identifies and resolves security vulnerabilities and performance issues, enabling proactive problem-solving.

Automated Resilience

Proactively prevents failures and ensures rapid recovery, minimizing downtime and maintaining service continuity.

AI-Powered Low-Code Workflows

Simplify automation with guided, reusable workflows.

Repeatable Runbooks

Standardize responses to common operational issues.

