



Connect

Dalla Virtualizzazione alla Modernizzazione con OpenShift e l'automazione IBM

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Red Hat



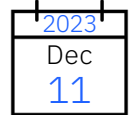
Virtualization – the present situation

VMware's strong position in J2C* landscape and shift from perpetual to subscription licenses raises major concerns

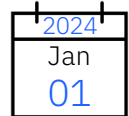
Since November 2023:



Broadcom completed VMware acquisition



Broadcom announced dramatic change in licensing



Broadcom no longer sells new licenses; software maintenance will not be renewed; clients required to purchase full software stack subscriptions

VMware customers are experiencing:



Forced Upgrades

Pressed to move to latest versions of software, often costly or risky



Fee Increases

Seeing quotes for annual fees increasing **2 – 10 times**



Trust Loss

Losing faith in a once-trusted partner



Seeking Options

Looking for an alternative provider

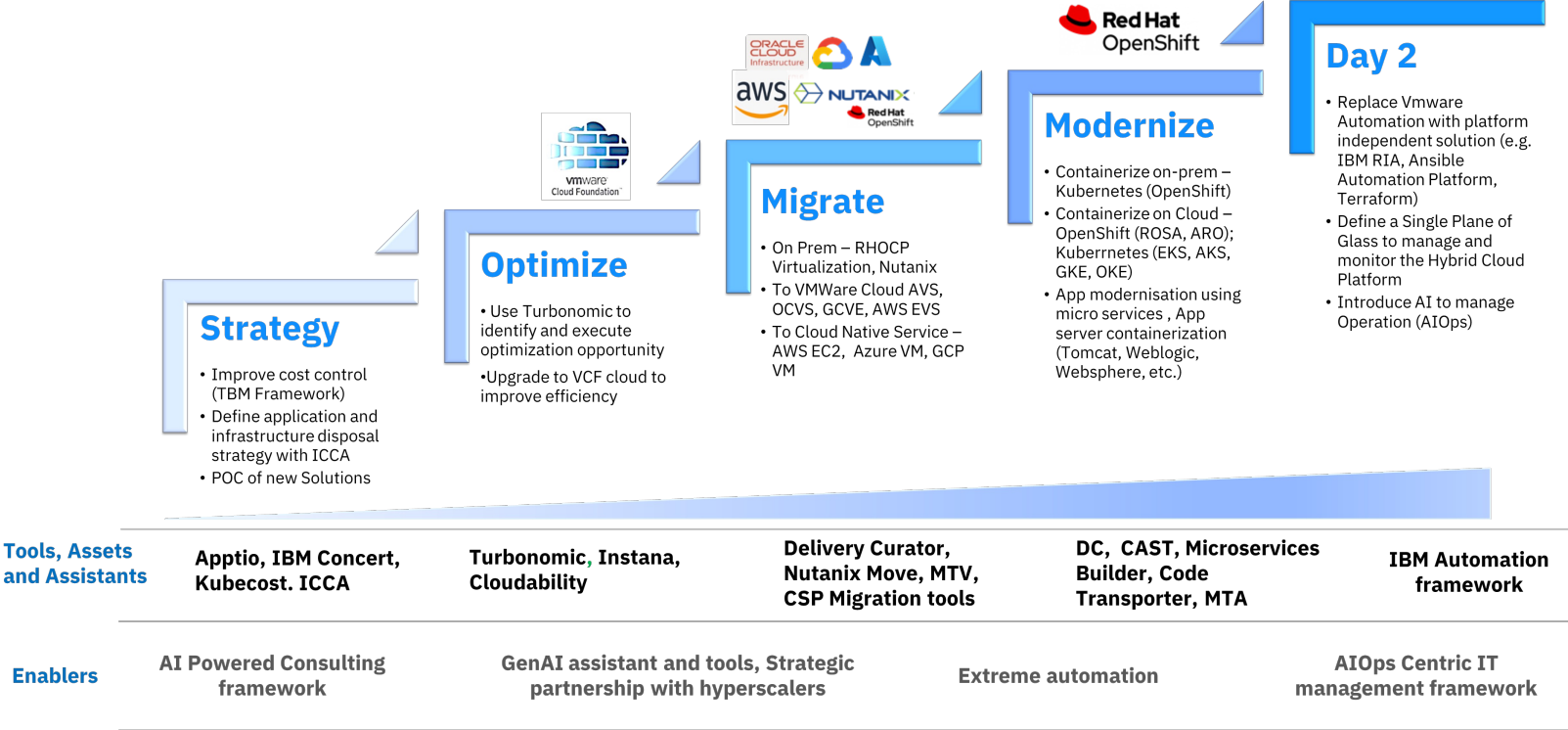
*J2C: Journey to Cloud

Potential alternatives, towards a tailored approach for virtualization strategy design and execution

The Italian IT landscape is characterized by a heterogenous and **fragmented IT ecosystem**.

This complexity implies that there is **no single, universal solution** to the VMware transition challenge.

Instead, this strategy requires a **tailored approach**, a combination of various solutions that best fit specific needs, ambition and goals.

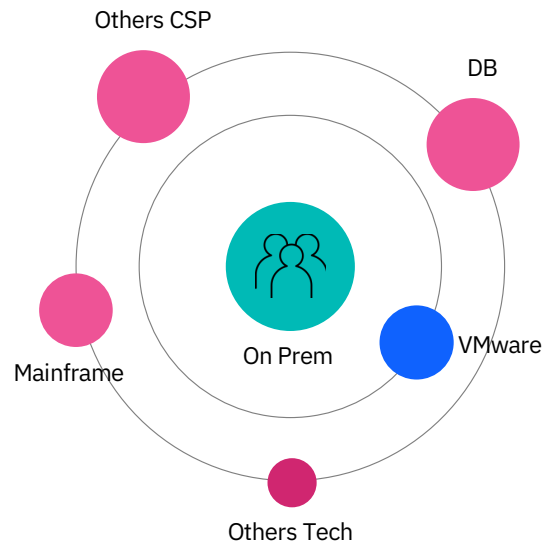


IBM's Hybrid by Design for virtualization transformation

Modernization of virtualized workloads shifts the deployment focus from data centers towards hybrid cloud

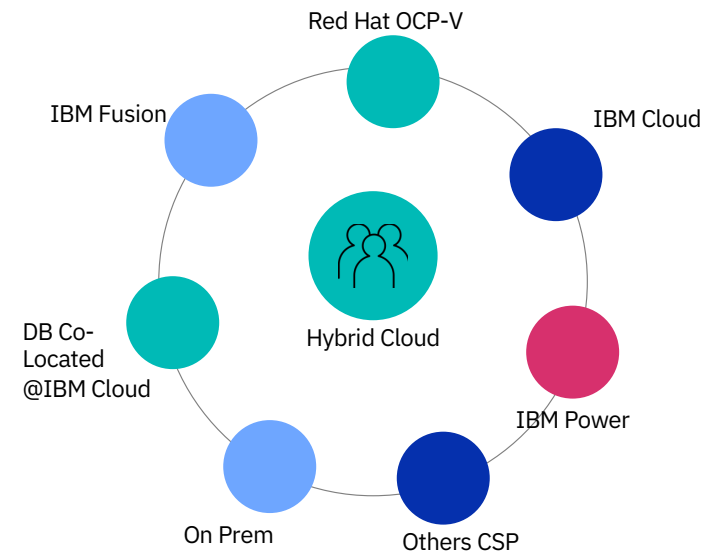
Now

Physical co-location at your onPremises



Then

Hybrid Cloud leveraging the best of IBM, DBs and others CSPs



IBM's Hybrid by Design enables modernization to all layers of the technology stack

IBM UNIFIED PLATFORM

Unified platform for running VMs and Containers with Linux kernel-based hypervisor for Performance, stability, scalability, and reliability of KVM

Containerisation Platform



Containers

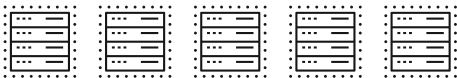
Container Engine (Docker, Hyper-V, RunC etc)

Host OS (RHEL, Windows, UBUNTU etc)



Manages and orchestrate containerized applications

Virtualisation Platform



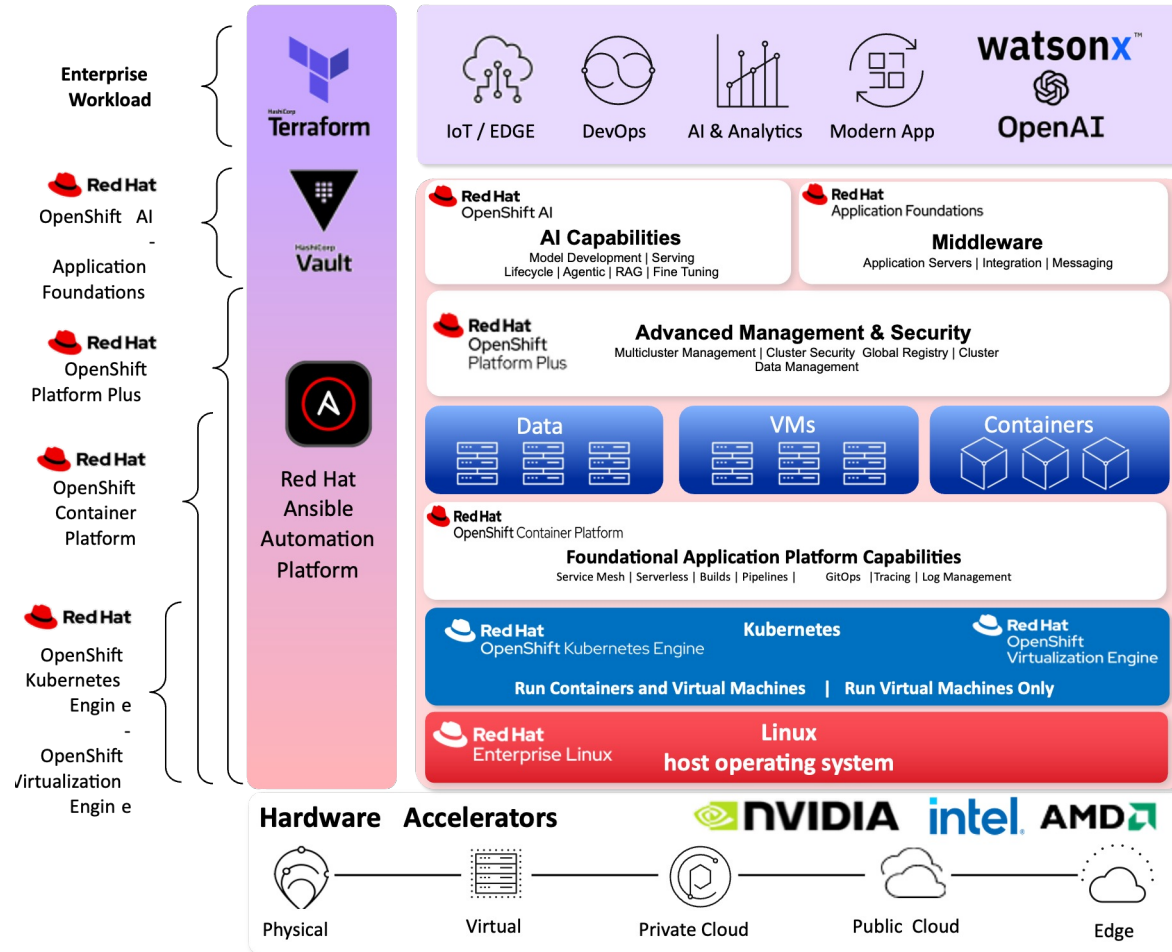
Virtual Machines

Hypervisor (VMware)

Host OS (RHEL, Windows, UBUNTU etc)



Manages multiple virtual machines (VMs) on a single physical server



Cost Effective with Performance and Stability

Run unlimited VMs with consistent performance across on-premise, cloud, and edge environments while significantly reducing infrastructure and licensing costs.

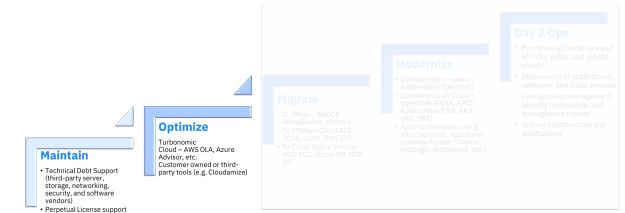
Consistent management of tools, interfaces and APIs

Diverse ecosystem of Red Hat & partner operators

Managed Risk

Accelerate delivery with a single platform that manages “mixed applications” with the same tools & teams.

Automation at the core of IBM Unified Platform



Integrated Automation Platform for Technology Optimisation

Enterprise Observability

Full stack application performance monitoring

Application and Infra Monitoring



Automated Operations and Governance

Dynamically and continuously assure cost effective application performance and resource utilization, while enforcing a good risk posture.

Cost-effective Resource Management



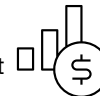
Risk Governance



IT Financial Management and FinOps

Gain a connected and complete understanding of the whole tech spend and value delivered, including focuses on cloud and containerization spend.

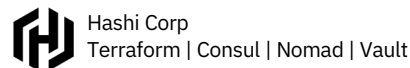
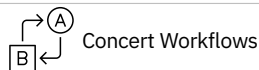
IT Financial and TCO Management



Cloud Cost Visibility and Optimization



Infrastructure Automation



Platforms



Hybrid Multicloud Networks



Data & Operations



European Global Enterprise

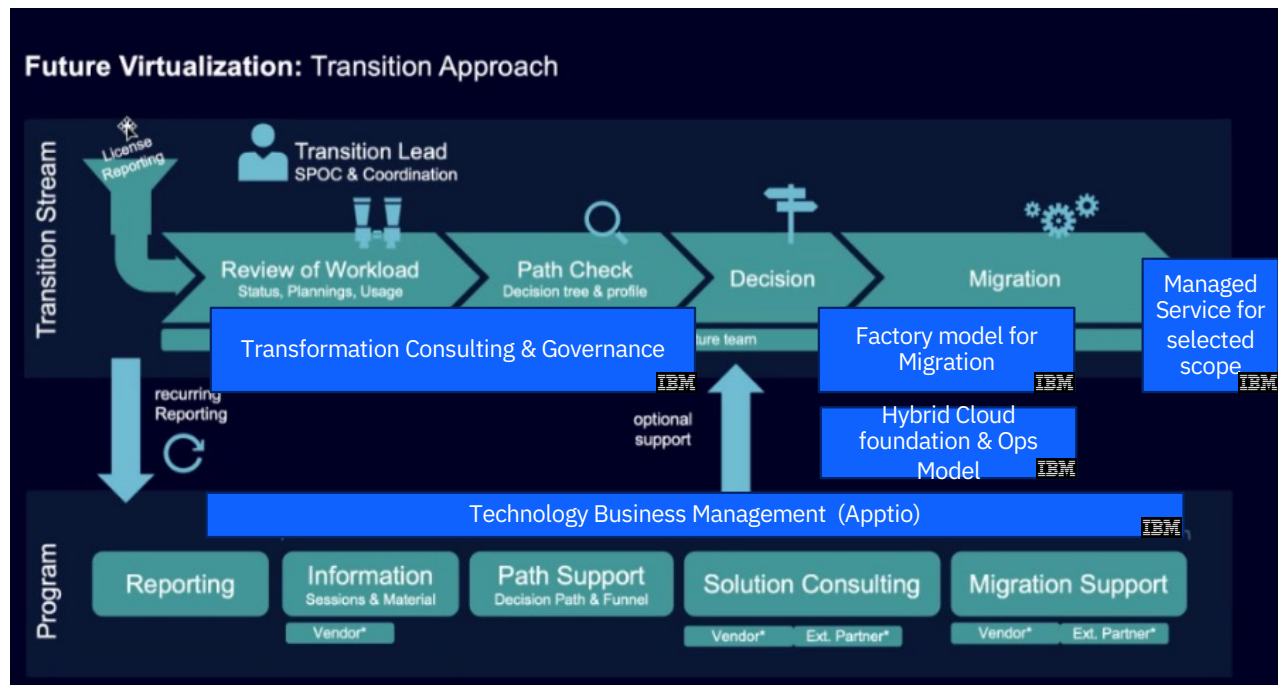
VMware Transformation Pathways with Red Hat

Context

IBM Consulting and Red Hat defined a strategy and set up a migration factory for transforming the client existing VMware workloads. The goal was to optimize operations and reduce costs while transitioning to a more scalable, future-proof infrastructure.

Key Issues:

- \$20B investment facing technical debt and stalling innovation.
- Legacy systems limiting product evolution and market adaptability. High VMware dependencies within the current IT and product portfolio.



Outcomes

- **Cost Reduction:** 27% TCO savings on running the existing VMware workload leveraging Red Hat
- **Risk Mitigation:** De-risk the migration timeline of the VMware workload through our “bridge support” and a migration factory model which can scale
- **Minimized One-Time Migration Costs:** The self-funded transformation model helped eliminate or minimize one-time migration costs, ensuring a more predictable financial outcome.

Leading Tobacco Company

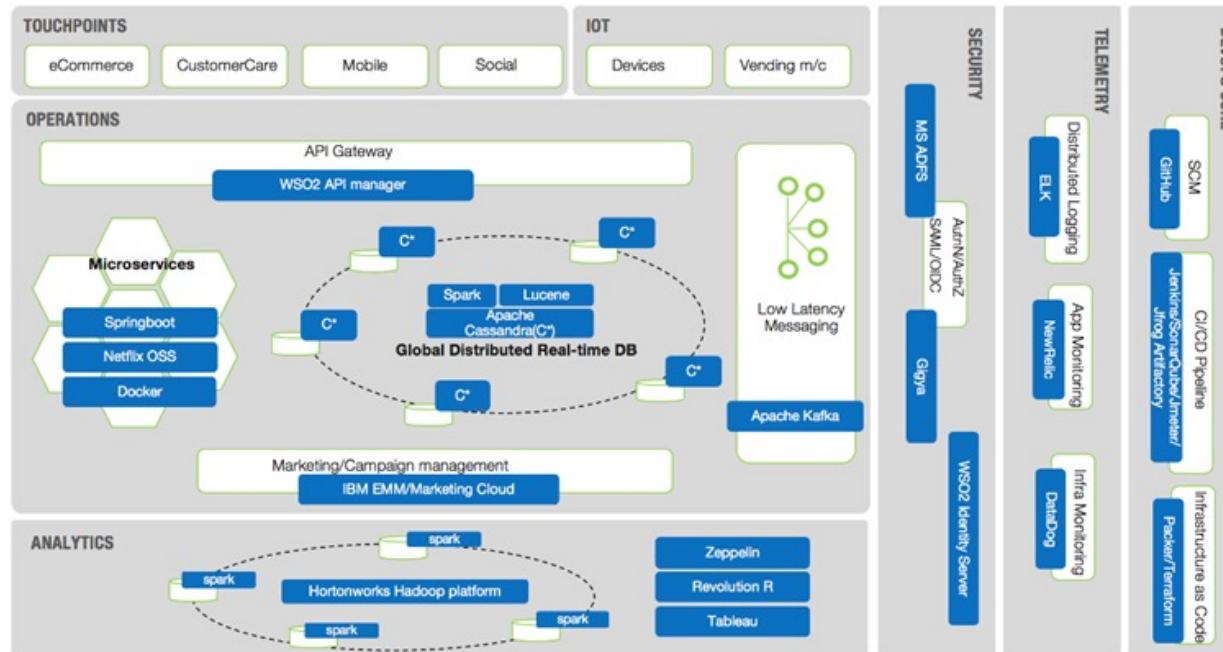
Client journey to modernize its technology platform

Context

The Client Platform posed a **growing challenge** for the client due to increasingly complex IT landscapes across multiple categories.

Key Issues:

- Ensuring seamless coordination across global product design, distribution, and sales teams.
- The need for a unified approach that supports the launch and management of new tobacco products across various markets.



Outcomes

The platform now supports thousands of monthly product changes and integrates with over 1,000 systems across Client's global operations, improving productivity and operational efficiency.

Key Benefits:

- **Enhanced productivity** across design, manufacturing, and sales teams.
- **Scalable infrastructure** that supports global product launches.
- Platform expanded from **1,500 users to 7,000+** users in 2024, facilitating improved product lifecycle management at scale.



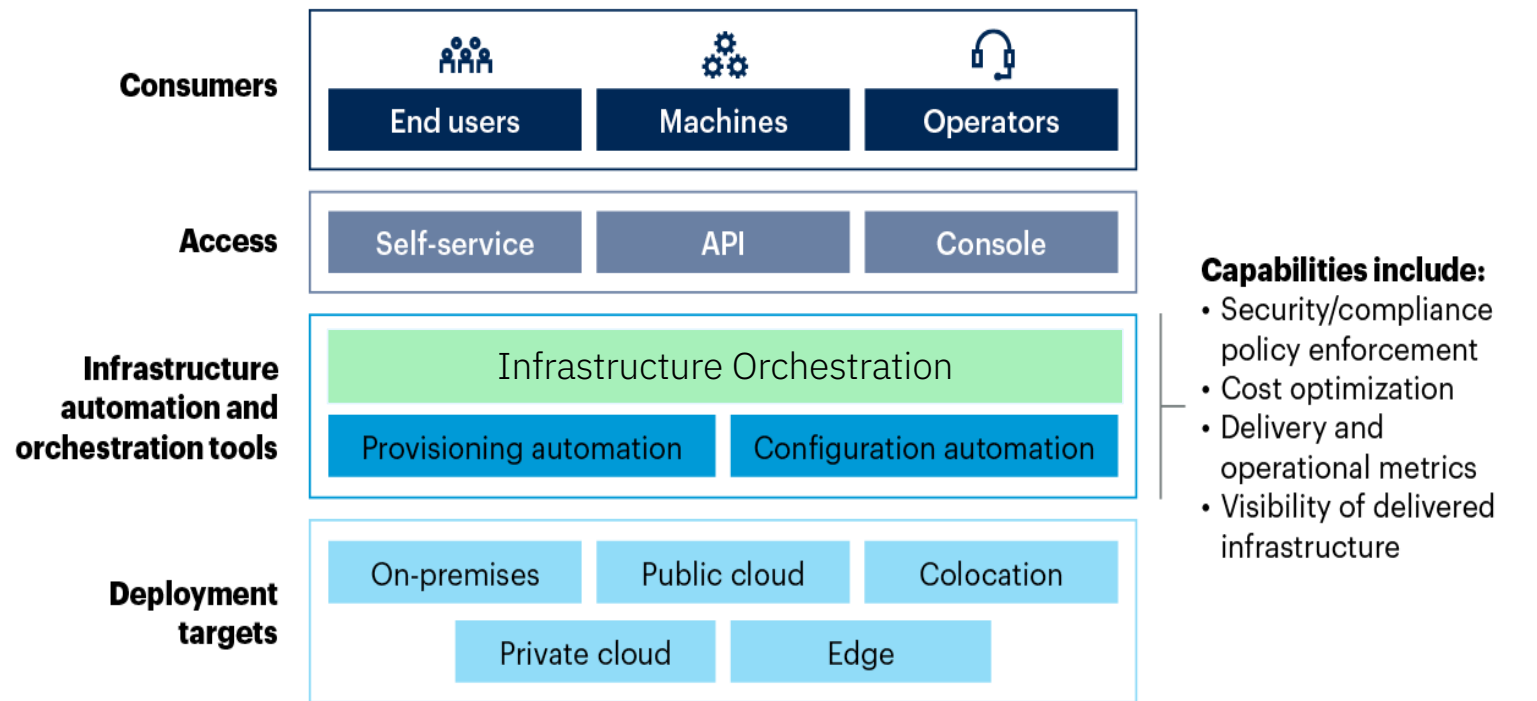
Modern infrastructure services are **more complex**, requiring a modern operational paradigm where infrastructure teams transition from automating tasks to orchestrating complex workflows¹



IBM Concert Workflows and Gartner align on infrastructure orchestration

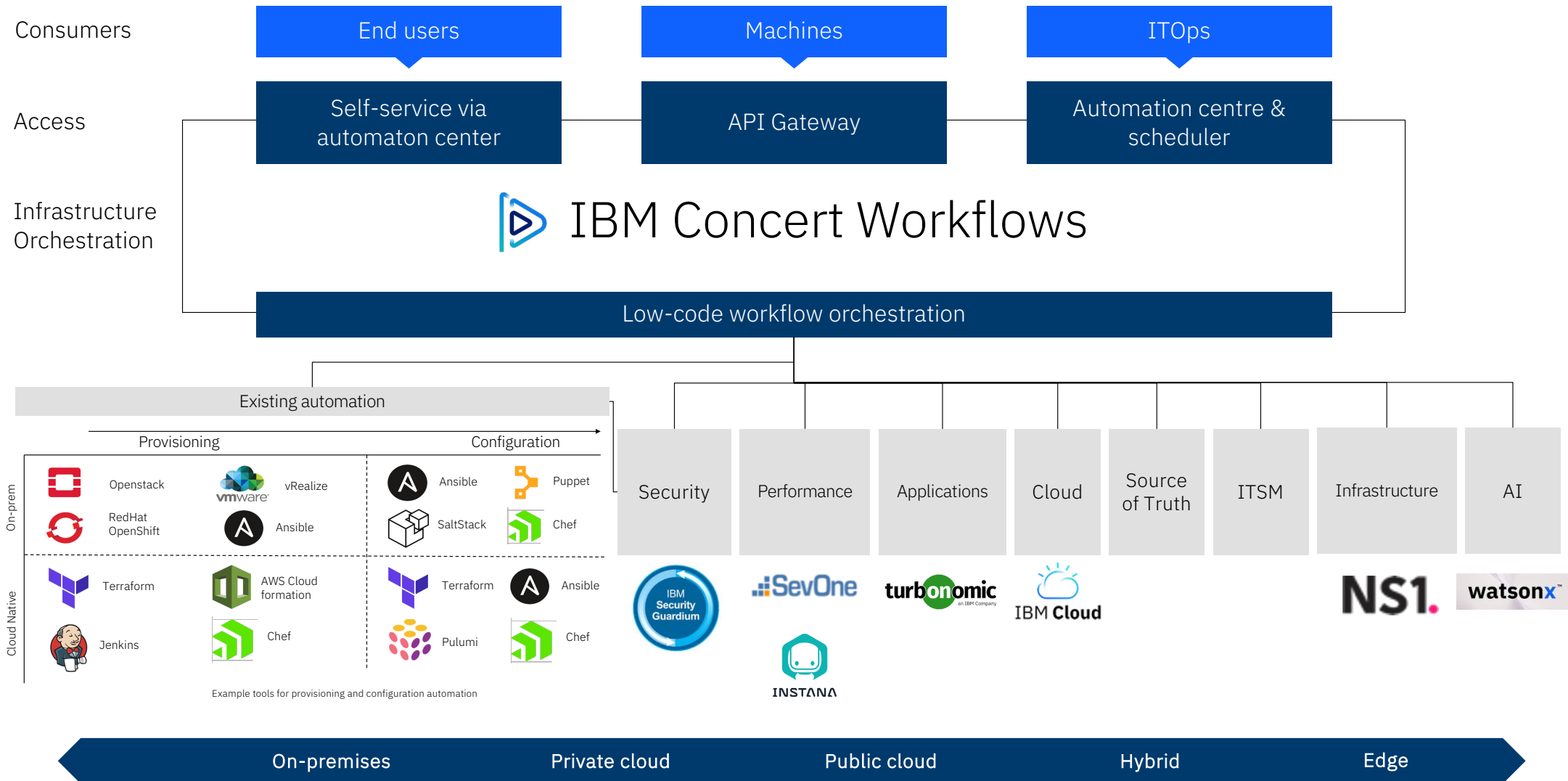


Gartner suggested approach for infrastructure orchestration¹



Source: 1. Gartner Market Guide for Infrastructure Automation and Orchestration Tools, 2024

Amplify and extend existing automation tools



Why IBM Concert Workflows



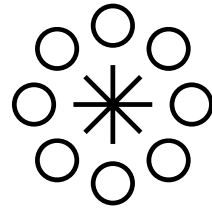
Consumable and event driven



Build and deliver productized automation services, which can be consumed by others in the organization.

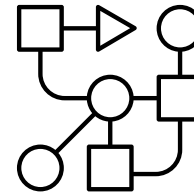
Seamlessly integrate with your organizations existing tools, and trigger complex workflows from anywhere.

Vast integration library



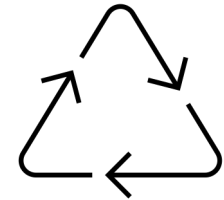
Vast integration library of abstracted vendor APIs and your own proprietary APIs, and other methods like SSH, HTTP, cUrl, SNMP, Telnet

Low-code workflow development



Low-code platform to orchestrate your infrastructure, applications, existing automation, and data.

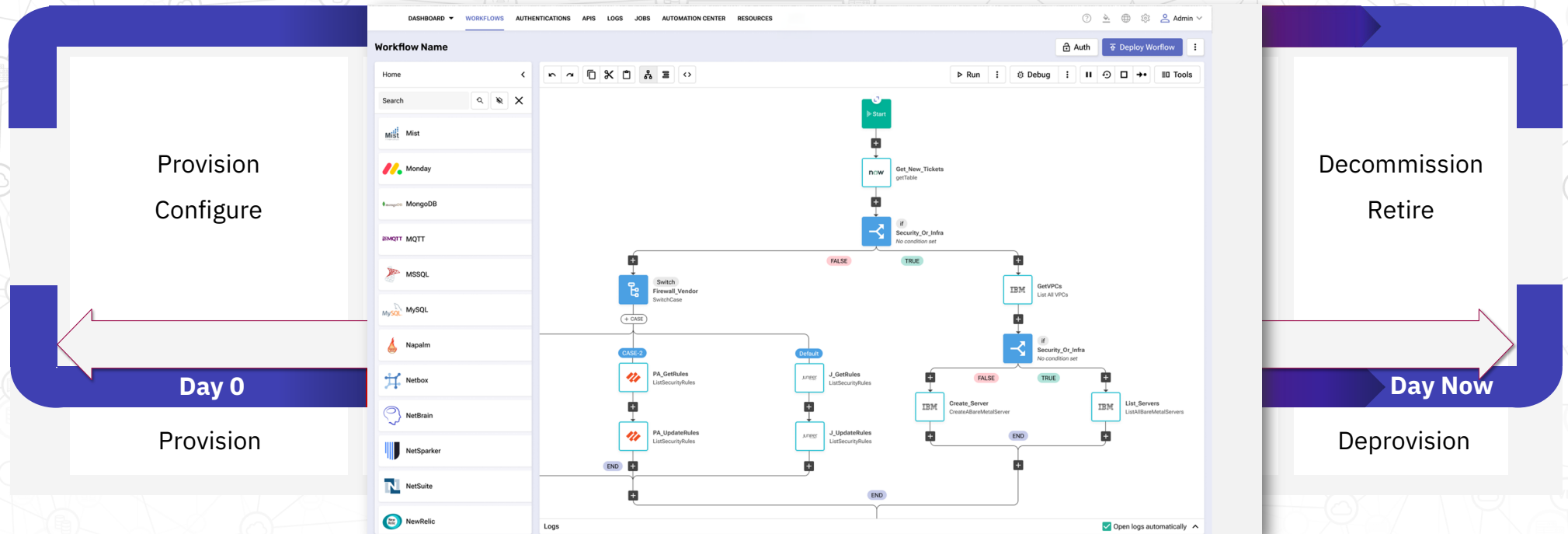
Amplify existing automation



Native and API support for existing automation platforms. Incorporate them into larger workflows for full-stack automation.

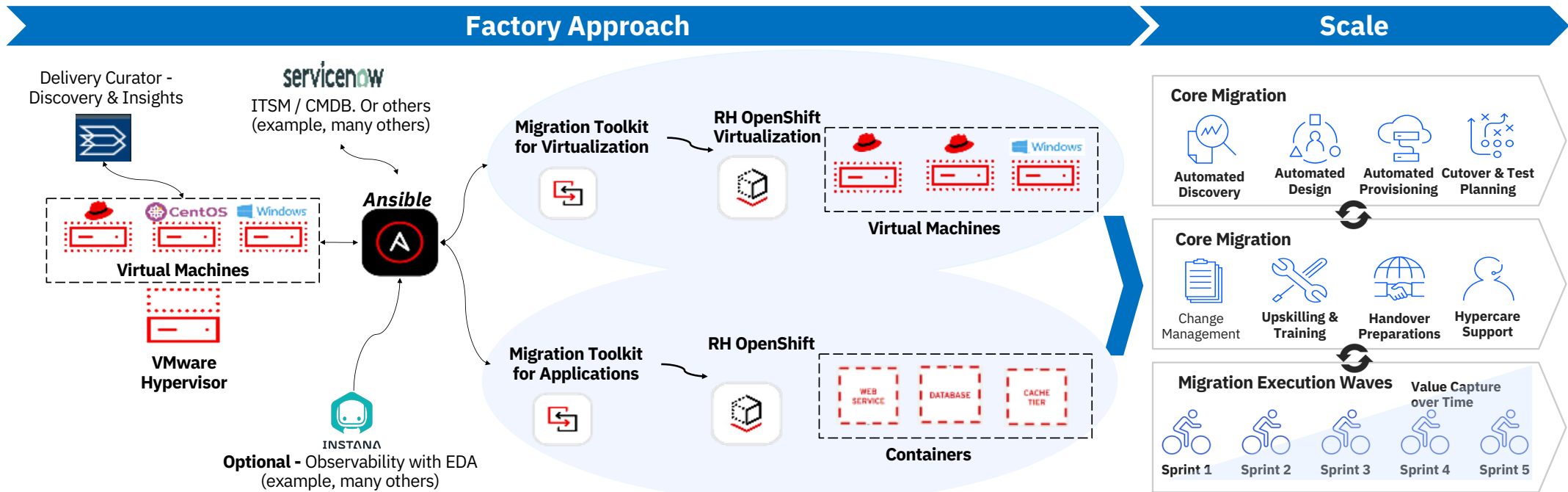
Orchestrate playbooks/scripts with other IT platforms and trigger them via API or UI.

Unified Actions for Infrastructure automation

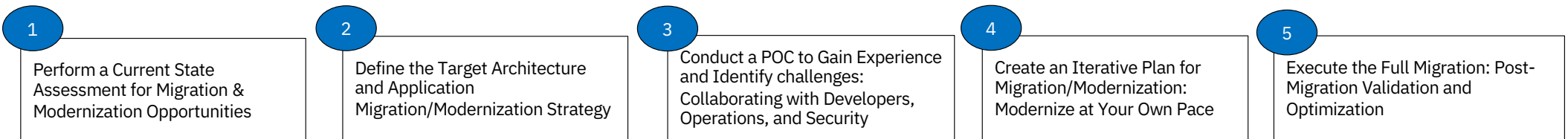


IBM's AI-driven migration-modernization approach for VMware transformation

Factory approach powered by GenAI assets and assistants



Methodology



Next steps

- ▶ Asses your VMware estates
- ▶ MVP on Red Hat OCP-V
- ▶ Scale to all VMware estate

Any Questions?

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