



IBM App Connect

Leverage Industry Accelerations

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Offering Management
IBM Application Integration

June 1st 2020



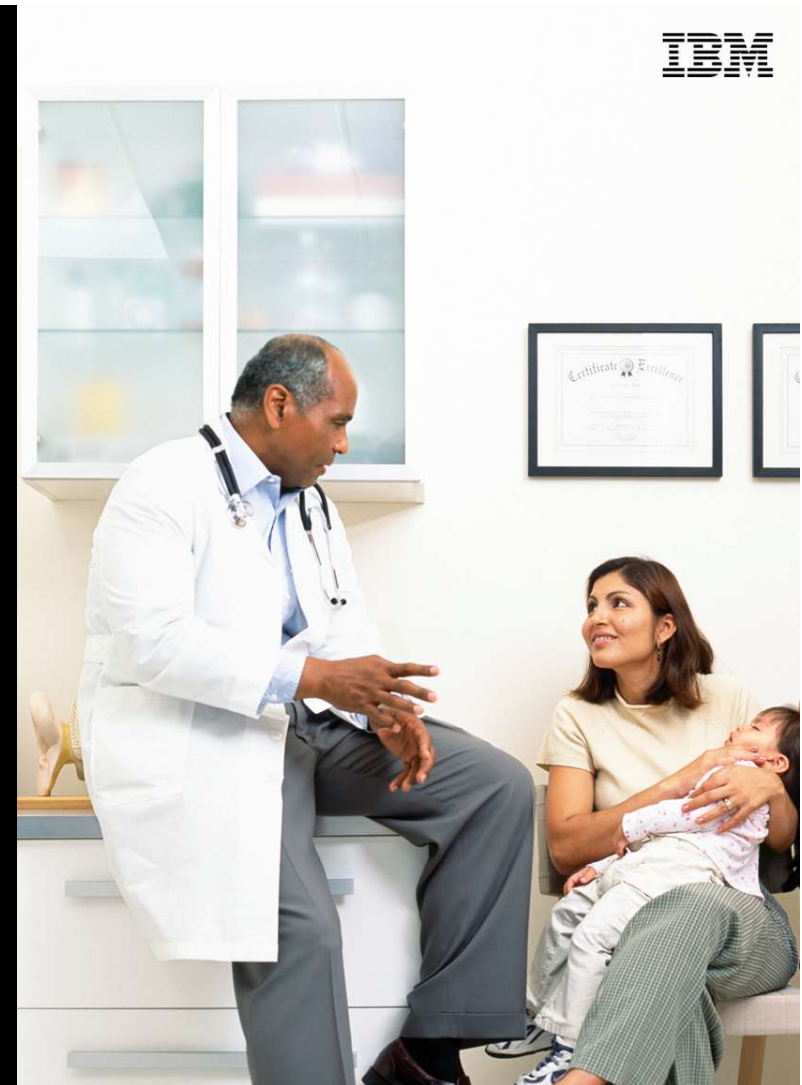


IBM App Connect for Healthcare

App Connect for Healthcare

Key challenges:

- **Population health management**
 - Increasing size and age of populations
 - Growing numbers of people with chronic, long-term conditions
 - Necessary shift to prevention and wellbeing
- **Cost pressures on and personal safety concerns with traditional models**
 - Covid-19 crisis rapidly driving change
 - Growing demand from patients for transparency, convenience, and access to personalised care and services.
 - Rising labour costs and staff shortages
 - Legislating accountability for cost and outcomes in healthcare
- **Securing increased data at rest and in-transit**
- **New technologies driving positive disruption**
 - Rise of API economy in Healthcare
 - Advances in AI

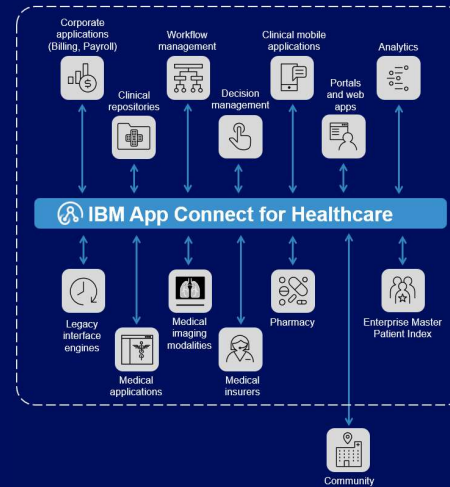


IBM App Connect for Healthcare v5.0

(released March 2020)

- An 'add-on' for IBM App Connect Enterprise v11 / CP4I (separate purchase required)
- Delivers industry-specific development accelerators to rapidly solve common healthcare integration problems.
- Pattern-based, healthcare-focused development tooling, including built-in testing tools to rapidly create integrations between clinical and enterprise systems, customize patterns and re-use them as best practices across your enterprise
- Independent integration runtimes for customers wishing to run container-based and microservice aligned architectures
- Handles high message volumes in complex environments
- Utilizes the same powerful App Connect Enterprise v11 container-native runtime and development experience:
 - Market-leading solution to integrate specialized clinical applications, services, and data with the rest of their enterprise.

Key Competitive Differentiator: IBM App Connect spans the entire business - both clinical and enterprise - reducing the need for point to point, and partial integration engines... one for clinical + one for enterprise as per niche competitors.



IBM App Connect
Connect. Create. Care.

**Connectivity within
and beyond the
hospital walls.**

- Clinical system connectivity via message format support including HL7 v2.7 / v2.6 / v2.5.1, HIPAA, and Clinical Documents (CDA/CCD).
- **Industry messaging format HL7 FHIR v4.0.1 :**
 - **Systems** to efficiently interact server to server ([IBM FHIR Server](#))
 - **Providers** to use innovative interoperable apps ([SMART App Gallery](#))
 - **Patients** to access their healthcare data ([Apple Health App](#))
 - **Payers** to automate multi-party tasks ([Da Vinci Prior Authorization](#))
- Support for Medical imaging (DICOM), Patient Identity resolution via Embedded connectivity to IBM Electronic Master Patient Index and IHE Profile support, Community Connectivity, Healthcare Internet of Things... and more!

IBM App Connect for Healthcare

Identify relevant organizations

- ✓ Primary: Providers (Hospitals, clinics, Private/public)
- ✓ Secondary: Payers/Insurers, Life Sciences organizations

Start the conversation:

- ✓ Can you easily integrate new applications as the business has need for them? How long does this take you?
- ✓ How are you unifying and synchronizing fragmented views of clinical information to create a single view of the patient? Including from remote monitoring applications.
- ✓ How are you currently supporting meaningful collaboration across multi-disciplinary teams to efficiently coordinate care, locate and refer care and service providers, and optimize resources?
- ✓ How do you support interoperability between your EMR, other clinical systems, care management system, and enterprise applications (CRM, Payroll etc)?
- ✓ How do you ensure that your new investment will have protection from technology obsolescence and will continue to be innovative?

Use the [prospecting email template](#) available on Seismic

Key Buyer:

Chief Medical Information Officer / CIO / CTO

“Teach me how to make this work”

- Works with exec management to grow company through the use of technology. Bridge between medical and IT departments.
- Very committed to patients – in fact, a CMIO may still practice medicine as well as manage IT dept! CIO/CTO may work for this person.
- They want to **drive quality** and **make patients’ lives better**.
- **When you talk to me: Keep it healthcare focused** - help them understand that IBM technology will create meaning from a decade of data while arming them with the tools for the future... A scalable, reliable solution that will perform consistently across their health organization.

Key Influencers:

Chief Medical Officer – “Empower me”

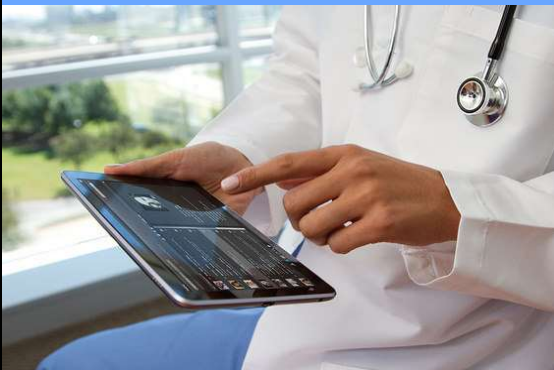
Talk to me in words that I understand, and about things that matter to me. So many things changing the way I work: need to deliver coordinated care, deliver information at the point of care, technology is advancing rapidly, as is medicine – show me what you have and how it will help my patients!

Chief Operating Officer – “Show me how to innovate”

Responsible for understanding and executing the business strategy. Rated every-which-way! Sometimes it’s hard to know what to do. Current headaches are Covid-19, changes in legislation, increasing call volumes... Show me how technology can help to structure the business so it survives – simplifying IT, breaking down silos. Needs a really concise value proposition.

Cloud Pak for Integration accelerates your access to data and services

Patient Care: Respond to events in real time



App Connect for Healthcare +
Event Streams + MQ

Mobile: Deliver responsive customer experiences



App Connect for Healthcare +
API Connect + Event Streams

Finance: Supply chain finance with blockchain



App Connect for Healthcare + MQ

IBM App Connect for Healthcare

Parts / Pricing, Sales plays, FAQ

Part Number, Pricing & Sales Play

- PID: 5725-C18
- License + software S&S 12mo: D0H8CLL
- Annual S&S Renewal: E0AZPLL
- License Metric: 'Per Install' on ACE / CP4I

Sales materials available

- [App Connect Sales Kit](#)
- App Connect for Healthcare Quick Reference Guide: <https://ibm.seismic.com/Link/Content/DCvcgytPQg20GVs3-RMdpLrw>

Upsell/Co-sell opportunities

- IBM Watson Health
- IBM Transformation Extender

Can customers on IIBv9/10 + HCP v3/4 upgrade to this?

Yes! The release of App Connect for Healthcare v5.0 means that customers running earlier versions are able to upgrade at no additional cost for the same workloads. Use trade-ups for IIB/ACE to CP4I.

There is no developer edition for App Connect for Healthcare v5. How can my client get hold of it to evaluate its suitability/features?

Reach out to your sales leader to obtain an evaluation license. This can be used in conjunction with the App Connect Enterprise v11 Developer Edition.

ACH v5.0 Announcement letter:

<https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=AN&subtype=CA&htmlfid=897/ENUS220-132&appname=USN>

In which countries can I sell App Connect for Healthcare?

You can see which countries App Connect for Healthcare is available in by visiting this [page](#). If your country is not listed, please reach out to the Task ID.

If you have additional questions please reach out to the App Integration task ID: ask.application.integration@uk.ibm.com



IBM App Connect for Manufacturing

App Connect for Manufacturing

Key industry challenges and drivers:

- Shortage of Skilled labor who operate IT systems & machines
- How to increase Productivity of production systems
- Personalised products at mass cost
- Predict equipment failures or product quality issues
- Diversity of shop floor equipment – legacy devices, sensors, IoT, robotics



Covid-19 further putting pressure on industries:

- Further shortage of skilled labour operating Production systems
- Operation and maintenance cost reductions
- Maximum output and asset utilization
- Manufacturing in safe environment
- Limited remote oversight
- Adjustments due to supply chain disruptions
- Scale up production systems to adjust to increased demand of essential goods



Automobile
Manufacturers



Mining & Natural
resources



IT Hardware &
Electronics



Consumer Non-
Durables



Heavy Industry

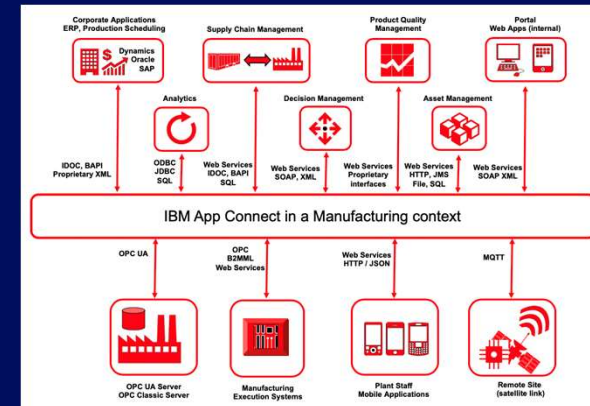


Energy & Utilities

IBM App Connect for Manufacturing

IBM App Connect

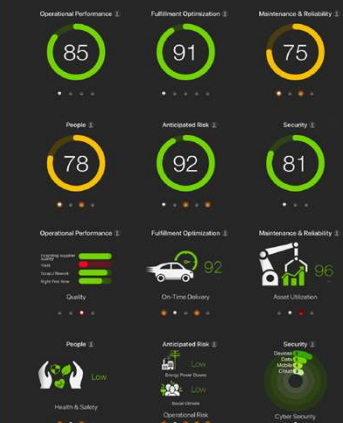
- Industry accelerators for rapid end-to-end integration of enterprise IT systems to operation IT systems
- Out of the box bundle of App Connect Standard – install and go!
- “Factory Publication” Pattern to subscribe to operational data from anywhere in the Enterprise
- Connect to standards-based plant-floor data aggregators, historians and devices
- Connect with Remote devices in the field
- Unified OPC UA shop floor-wide view via flexible mapping



Visualise Processes across several Plants

- Central Dashboard for Plant & Production Managers
- Globally monitor the manufacturing activity across several plants
- KPIs dynamically adjusted based on status manufacturing processes

Connected manufacturing Heartbeat application



IBM App Connect for Manufacturing

Identify relevant organizations

- ✓ Automotive, Heavy industry (eg GE, Boeing, Mitsubishi Heavy), IT Hardware & Electronics, Life Sciences and Healthcare Products, Oil and Gas, Energy and Resource Processing.
- ✓ Top 150 having ESBs, introduce them to App Connect for Manufacturing!

Start the conversation:

- ✓ Can you easily integrate new applications as the business has need for them? How long does this typically take?
- ✓ Are you exploring how advanced IT capabilities can further increase competitiveness of your production facilities and business, and in your industry?
- ✓ Are the architectures and systems which bridge IT and Operations systems today sufficiently scalable and flexible enough to meet your business goals?
- ✓ What are your current demands/initiatives for visibility of operational information?
- ✓ How are your plans addressing the increasingly dynamic demands on production facilities?

Use the Manufacturing content available on Seismic!

Key Buyer: CIO / CTO



“Show me how to use technology to improve production & profitability”

- Reduce operations costs and improve sustainability of operations
- Optimize supply chain and production operations
- My key priorities include refactoring and automating core systems, putting in place a data governance environment, testing AI technically and operationally, and using technology to differentiate customer experiences. How can your technology help me do this?

Key Influencers:

Senior Architect / Enterprise Integration Architect “Empower me”

- I am responsible for creating and delivering system architectures that are key to our operations and competitiveness.
- I must to be on-board for all architecture/project technology choices. I work very closely with the CIO, CTO and user stakeholders.
- Things that matter to me:
 - I need to help to quickly assimilate the pros, cons and relative capabilities of new technologies
 - I need to deliver more, and more re-usable, capabilities across projects
 - Our Operational Technology and IT Systems must be absolutely dependable, the business cannot afford production downtime



IBM App Connect for Manufacturing

Part Number, Pricing & Sales Play

- PID: D1MI8LL
- License + software S&S 12mo:
- Annual S&S Renewal:
- License ACE / CP4I
 - Patterns/Schemas available on OT4I

Sales materials available

- [App Connect Sales Kit](#)

Upsell/Co-sell opportunities

- IBM Plant Service Bus
- IBM ODM
- IBM Maximo Asset Monitor

If you have additional questions please reach out to the App Integration task ID: ask.application.integration@uk.ibm.com

The icon for IBM App Connect for Retail, featuring a white stylized person figure with two lines extending from its head to represent arms or connections, set against a blue circular background with a white outline.

IBM App Connect for Retail

App Connect for Retail



Key industry challenges and drivers:

- **As online commerce continues to pull consumers away from ‘bricks-and-mortar’ retailers, both traditional and online merchants are under mounting pressure to invest in technology to deliver a better service.**
 - Legacy retailers seeking out partnerships
 - New digital touchpoints, payment models
 - Emerging new brands to reach broader audience
 - Optimizing store space and driving foot-fall from other sources – for example returns / pickup from other retailers (eg amazon)
- **Covid-19 further putting pressure on bricks-and-mortar stores**
 - Shared Staff between Supermarket Operators and Food-Service, Entertainment Operators
 - Increasing self service/low touch checkout options
 - Reduced stock to optimize floor space
 - New digital touchpoints like click & collect, kerb-side collect
 - How does a Retail store manager gain insights to take actions

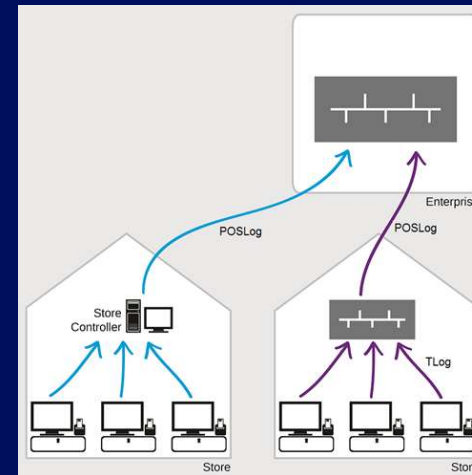


IBM App Connect for Retail

IBM App Connect

- Allows rapid end-to-end integration from enterprise to store and digital applications
- Enables retailers to maximise benefits of the API Economy by connecting disparate, often diverse information so that it can be exposed as first class APIs
- Supports an Omni-channel strategy through integration of backend systems, reducing information silos and improving ability to generate meaningful insights into purchasing behaviour
- Integration powers AI! A solid integration platform improves business agility, drives innovation, and productivity gains, ensuring retailers can keep up with and anticipate changing consumer preferences.

Key Competitive Differentiator: IBM and Red Hat can help enable retailers' journey to cloud, regardless of the underlying architecture or existing cloud provider. IBM helps customers modernize their architecture with extensive services experience and digital transformation capabilities.



IBM App Connect
Connect. Create. Change.

- Integrating Point of Sale with Enterprise through support for industry formats:
 - Pattern to convert TLog to POSLog
 - Real-time data feeds from Point of Sale to Enterprise
 - POSLog as canonical feed
 - ARTS Operational Data Model integration
- Integration with Sterling Offerings including Watson Supply Chain Insights, AI, IoT, Blockchain.

IBM App Connect for Retail

Identify relevant organizations

- ✓ Tier 1 and Tier 2 retailers

Start the conversation:

- ✓ Are you easily and quickly able to integrate new applications as business demands shift?
- ✓ Is your current solution based on modern, unified platform with capabilities that span integration, events, and AI?
- ✓ Do you have real-time visibility of data across your enterprise and stores?
- ✓ Is your current commerce platform meeting your business needs – across all your operating channels?
- ✓ Are you able to rapidly and repeatably develop engaging customer experiences to drive additional revenue?
- ✓ Is your current solution enabling you to achieve sustainability goals so customers can align shopping habits with their values?
- ✓ Are you rapidly able to expand into other commerce channels?

Use the Content available on Seismic!

Key Buyer: CIO / CTO



“Show me how to translate tech-led innovation into customer value”

- My role has shifted over the years, I’m now also contributing to corporate strategy and change management across the business.
- I have to do more with less. Covid-19 has caused chaos with bricks-and-mortar stores. I need a way to quickly generate marketing campaigns to ensure that as consumers start buying in store again, they come to us first.
- My key priorities include refactoring and automating core systems, putting in place a data governance environment, testing AI technically and operationally, and using technology to differentiate customer experiences. How can your technology help me do this?

Key Influencers:

Chief Architect / Enterprise Integration Architect – “Show me how to innovate”

Responsible for overseeing all integration aspects across the business. Needs to understand how the capabilities will speed time to value with the resource I currently have.

Chief Marketing Officer – “Empower me”

Show me how to rapidly deliver business value. Marketing is going to be one of the most important strategies – it’s going to make or break us so we need to get this right. I need to know how to diversify to reach existing and new consumers with our services – perhaps in ways I didn’t consider before – and I need to do it fast! Help me understand how technology can help there.



IBM App Connect for Retail

Part Number, Pricing & Sales Play

- PID: CP4I pid
- License + software S&S 12mo:
- Annual S&S Renewal:
- License ACE / CP4I
 - Patterns/Schemas available on OT4I

Sales materials available

- [App Connect Sales Kit](#)

Upsell/Co-sell opportunities

- IBM Sterling Supply Chain
- IBM Transformation Extender

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IBM App Connect for Blockchain



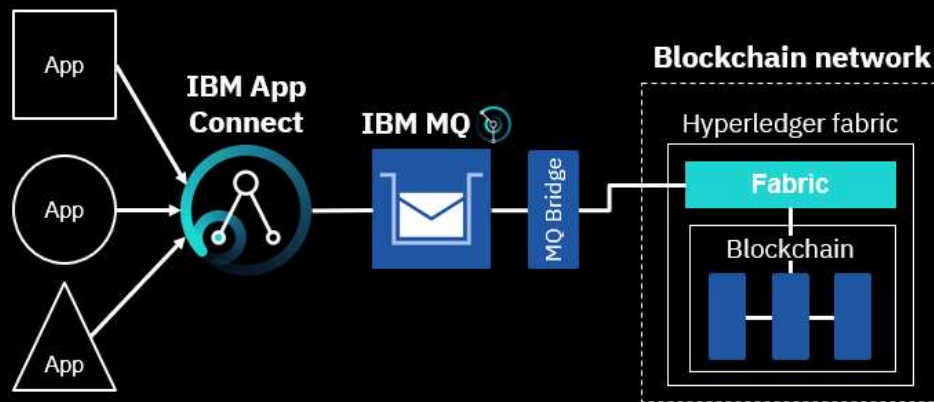
App Connect for Blockchain

4 key areas of opportunity based on evolving market trends

IBM App Connect is an enabler in all 4!

	COVID-19	Mature Industries, Use Cases and Companies	Interoperability	Blockchain Intersection With Other Technologies
MARKET TREND	<ul style="list-style-type: none"> • Early projections show an expected 3% decline in IT spend. • Postponed conferences and delayed initiative launches • Growth opportunity for trustworthy technology; blockchain deemed 'essential' 	<ul style="list-style-type: none"> • Fewer companies are starting new blockchain initiatives in 2020 • However, companies that are embarking on blockchain initiatives will use more targeted strategies 	<ul style="list-style-type: none"> • Interoperability will be a key buyer conversation, especially for healthcare and financial services industries • Multiple networks are targeting the same use case, complicating mass adoption • Competitor tech giants and startups are developing solutions to address interoperability 	<ul style="list-style-type: none"> • Buyers are interested in IoT + Blockchain, facilitated by growth in IoT devices. • Blockchain + AI for explainability as second top focus • Growing appreciation of blockchain synergy with BMP, digital process automation, and contract management – future solutions to target
IBM OPPORTUNITY	<ul style="list-style-type: none"> • Prioritize top COVID blockchain use cases: data sharing, supply chain management, telemedicine, central bank digital currency, blockchain voting • Focus on partnership/client opportunities with companies who worked on blockchain pre-COVID 	<ul style="list-style-type: none"> • Focus on Top Use Cases: Manufacturing/Supply Chain still the most prolific and mature use cases to target • Focus on Key Industries: Financial Services most invested industry in blockchain • Focus on clients and partners who are further along in their blockchain journey 	<ul style="list-style-type: none"> • Focus on and expand IBM's interoperability in order to address growing buyer discussions around: <ul style="list-style-type: none"> • Growing interest in permissionless networks • Buyer preference for flexible blockchain cloud options 	<ul style="list-style-type: none"> • IBM can help clients realize value of the technology intersection by overcoming key obstacles of demonstrating business necessity and scalability

IBM App Connect for Block Chain



Key Competitive Differentiator: App Connect provides a robust, secure integration layer for applications, regardless of message format or protocol, and first class connectivity to Hyperledger Fabric, ensuring once and only once delivery of messages to a Blockchain. IBM Blockchain differentiates from **Google Ethereum** and **Microsoft Corda** because IBM is an end-to-end interoperable Blockchain solution provider with deep industry expertise and a strong foundation of working with Fabric, the top protocol in the market.

- **Inclusive entitlement** to IBM MQ Advanced as part of IBM Cloud Pack for Integration or IBM App Connect Enterprise.
- App Connect **routes data** from multiple systems regardless of protocol or message format.
- App Connect performs a broad range of **operations** on the data: filter, enrich, monitor, collect, correlate, and detect.
- App Connect **transforms data to any format**, in this case JSON, before putting the message on an MQ queue ready to connect to Blockchain via the **IBM MQ Bridge to Blockchain**.

IBM App Connect for Blockchain

Identify relevant organizations

- ✓ Industries: Supply Chain, Distribution, Wholesale, Banking, Pharma... etc
- ✓ Sweet spot will be companies starting to look at how Blockchain can improve their business or progressing in their Blockchain adoption
- ✓ Focus on attracting companies who worked on blockchain pre-COVID and therefore will likely be more salient post COVID
- ✓ Messaging toward our strength in expanding networks, adding to platforms and our interoperability on multiple clouds

Use the Content available on Seismic to position integration as an enabler for Blockchain!

Start the conversation:

- ✓ Is your business data integrated such that you can quickly and easily collate from multiple systems and hand-off to a Blockchain?
- ✓ Which areas of your company have the greatest friction between interactions?
- ✓ Do you have a trusted set of trading partners? How are you currently interacting with them?
- ✓ Can you easily and quickly solve disputes, automatically execute contracts, and build trust?
- ✓ Prioritize and expand use-cases that address COVID pain points
- ✓ What is your strategy to integrate into existing strong networks / solutions that can benefit by adding blockchain.?

Critical Inventory Management

Find alternative suppliers and understand availability or critical COVID-19 supplies.

Rapid emergency supply onboarding (RESO) can provide an immediate private supplier network, and inventory visibility will show what goods are available and optimal delivery.

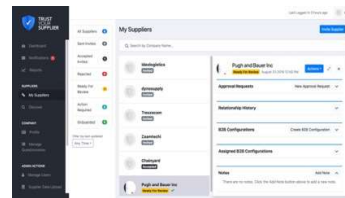
Powered by **Trust Your Supplier**, a supplier management solution built on IBM Blockchain, and IBM Sterling Inventory Visibility.



COVID-19 and shattered supply chains

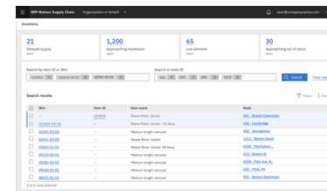
Reducing vulnerabilities through smarter supply chains

Trust Your Supplier



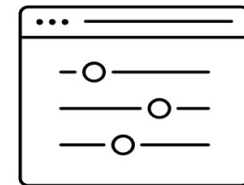
Private TYS instance for non-traditional suppliers accelerated, credentialed onboarding to facilitate buyer matching

Sterling Inventory Visibility



Enable buyers and suppliers to have product inventory visibility

CovID Rapid Response



War room for operational execution to support business & technical onboarding



IBM App Connect
with Weather Insights



There isn't a business on the planet that isn't impacted by **WEATHER**



Few things can wreak havoc on an airline's operation more than weather

That warm weather we enjoy costs retailers hundreds of millions of \$



25% of all home claims are due to exterior wind damage

Demand for gasoline goes up by **31%** during extreme weather



Lost production of **\$2 Billion** suffered by miners during Queensland floods



\$32.6B wasted weather-related trucking hours

90% of all crop losses are due to weather



What areas of the business are most impacted by weather?

How do I mitigate the negative impacts?

How do I leverage the positive impacts?



Supply chain optimization



Customer engagement



Store operations



Risk & financial management



Safety & operations



Situational awareness



Outage Prediction



Food safety

New news

Cloud Pak for Integration with Weather Company Data

Integrate weather intelligence into core applications to increase business resiliency:

- CRM - Improve customer engagement
- SCM - Reduce supply chain disruption
- EAM – Reduce equipment maintenance costs
- BI – Improve accuracy of business forecasts

[Link to demo](#)

What's included in Cloud Pak for Integration?

- Weather Connector
 - Point & click access to weather data
 - No programming needed
- Weather Company Data Limited Edition*
 - Real-time access for 90 days
 - Can be used in production
 - 90 days starts when key is provided
 - Historical Weather Data (HDAT)
 - Current Weather Conditions (COD)
 - Weather Forecast Data (FDAT)
 - Location Look-up Services

Upsell opportunities

- Enhanced Weather Data Packages
- Outage Prediction
- Vegetation Management
- Operations Dashboards
- Weather Alerts
- Geospatial Data * For cleared countries only

Cloud Pak for Integration Capabilities

Essential services to build a weather resilient business

Weather Data

- Historical training data to perform initial data exploration and train ML models
- Current weather conditions for the requested location on the Earth's surface
- Aggregated weather forecast data for use in performing Predictive Analytics
- Location look-up services

App Connect

- Includes Weather Connector that enables simple, real-time access to weather data services
- Enables transfer of data between systems and clouds
- Provides universal connectivity
- Exposes REST APIs through a model-driven approach
- Requires zero coding
- Development, maintenance and managed of all connectors done by IBM

Event Streams

- Event streaming platform that enables applications to react to weather events in real-time
- Powerful User interface
- Provides schema registry to validate data structures and encode / decode data
- Provides enterprise connectors and direct connection to commonly used systems

\$20M savings for Global Shipper.

Client Challenge:

XShip needed to accurately predict fuel costs to plan cost-effective voyages and bunkering and maintain competitive advantage.

Business Partner Solution:

XShip added enhanced forecast data into energy management and navigation tools. Using AI and data layers from multiple sources, such as marine forecast data from the European Centre for Medium-Range Weather Forecasts (ECMWF) and inputs from other forecast models the company optimized fuel savings.

30 Weather Business Solutions, © 2020 IBM Corporation



Client: X-Ship Inc.

IBM Business Partner Profile:

Provides maritime customers with online design and analytics tools for vessel performance monitoring and emission control

IBM Solution Deployed:

Weather Data Packages, Enhanced Forecast

Benefits to Client

- Fuel savings of \$20M
- Customizable dashboards
- Accurate weather prediction for fuel cost calculation

[Link to Case Study](#)

Sales Play

- **Up to 75%** discount on Enterprise Data Packages for CP4D/ CP4I customers > \$5B in size
- **Up to 50%** discount on non-enterprise packages for CP4D/ CP4I customers \$1B to \$5B in size
- **Up to 30%** discount on non-enterprise packages for CP4D/ CP4I customers < \$1B in size

- Any CP4I or CP4D customer
 - Does not have to have WCDLE entitlement enabled
- Sales play is active now!
 - Published as # 4.77
 - Active through the end of 2020
- We will be communicating active CP4I and CP4D customers soon
- Sales play information available [here](#)

Eligible Parts

Part number	Description
D01WEZX	Weather Company Data - Enterprise Enhanced Current Conditions Application per Month
D01WGZX	Weather Company Data - Enterprise Enhanced Forecast Application per Month
D01WIZX	Weather Company Data - Enterprise Lifestyle Indices Application per Month
D01WKZX	Weather Company Data - Enterprise Probabilistic Forecast Application per Month
D01WMZX	Weather Company Data - Enterprise Seasonal Forecast Application per Month
D01WPZX	Weather Company Data - Enterprise Severe Weather Application per Month
D1Q0ZLL	Weather Company Data - Enhanced Current Condition per Million US Dollars Total Revenue Subscription per Month
D1Q11LL	Weather Company Data - Enhanced Forecast per Million US Dollars Total Revenue Subscription per Month

Part number	Description
D1Q15LL	Weather Company Data - Lifestyle Indices per Million US Dollars Total Revenue Subscription per Month
D1Q13LL	Weather Company Data - Severe Weather per Million US Dollars Total Revenue Subscription per Month
D1USELL	Weather Company Data - Probabilistic Forecast Million US Dollars Total Revenue per Month
D1RD8LL	Weather Company Data - Seasonal Forecast Million US Dollars Total Revenue per Month
D1USCLL	Weather Company Data - Agriculture Million US Dollars Total Revenue per Month
D1USALL	Weather Company Data - Renewable Energy Million US Dollars Total Revenue per Month
D1T70LL	Weather Company Data History on Demand Million Record Lines per Annum
D1Q0XLL	Weather Company Data - Core per Million API Calls Subscription per Month