Why i?

IBM $e$server**® i5 upholds the iSeries tradition of helping businesses reduce costs and maximize performance.**

Redbooks
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The traditional iSeries benefits of simplicity, integration, and reduced cost have never been more valuable than in today's on demand, global marketplace.

In contrast to other server strategies, iSeries helps reduce IT complexity, which often generates savings you can invest in business growth.

Introduction

@server® i5, the new POWER5 processor-based iSeries system, builds on the AS/400 legacy of simplified, integrated business computing and takes it to the on demand marketplace. Never have the traditional iSeries benefits of simplicity, low cost of ownership and reliable, integrated computing been more valuable than in today's competitive global marketplace. Never has moving up to the latest iSeries been easier or more advantageous.

Why i?

If you have an AS/400 or iSeries system, you already know the many answers to the question, "Why i?"

- *Because iSeries is built for business. iSeries systems are designed to run business applications and have the industry's broadest selection of business applications available on a single system—20,000 applications from over 4500 vendors.*
- *Because "i" means integration. All components necessary to support robust business solutions, such as DB2 UDB, security, systems management, middleware, OLTP and more, are integrated and tested with iSeries hardware.*
- *Because iSeries simplifies IT operations. iSeries automatically performs systems management and administration tasks that require dedicated IT staff on other servers.*
- *Because iSeries is reliable. iSeries availability is legendary. iSeries provides extremely high uptime and can add new features and hardware with little to no disruption of business.*
- *Because iSeries pays. For nearly two decades the industry-leading integration, simplicity, reliability and security of iSeries and AS/400 systems have continually helped lower the total cost of business computing.*

You were right to choose AS/400 and iSeries. Industry trends prove the wisdom of your choice. Some IT strategies address requirements piecemeal by attempting to combine a number of low-function, single-application servers. Such strategies often result in complexity, added cost, and low resource utilization. By contrast, iSeries systems minimize complexity with an integrated approach to business and solutions requirements. By integrating the components of robust, business-driven computing in a single box, iSeries helps business avoid complexity and the cost complexity entails.

Industry observers validate the iSeries approach. Complex IT infrastructure can feed upon itself. For example, analysts have noted that scale out, grid and other architectures can fuel unplanned addition of servers to infrastructure. After all, adding a relatively low-function server here, an off-the shelf-server there, is easy. But as the number of servers with little management function grows, administrative costs can rise while resource utilization declines.

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POWER5 technology and i5/OS enhance iSeries integration, simplification, and low total cost of ownership.

Complexity that builds up over the years is costly to maintain. IDC research has found that 10 years ago firms were spending 75% of their IT budget on new hardware and software and 25% on fixing the systems they already had. Now that ratio has been reversed: 70 - 80% of IT spending goes on fixing things rather than buying new systems. (Source: IDC, #31513, "On-Demand Enterprises and Utility Computing," John Humphreys and Vernon Turner, July 2004)

Why @server® i5?

Based on the latest implementation of Power Architecture, the @server® i5 system again advances iSeries integration, simplicity, and low total cost of ownership to record-setting levels.

Integration. The i5/OS operating system furthers the integrated approach to business computing for which iSeries is renowned. i5/OS Version 5 Release 3 includes:

- Enhancements to integrated DB2 UDB that allow you to reorganize a database online and with parallel processing. Parallel processing reduces reorganization time; the ability to reorganize online gives you the level of access to your data that the on demand marketplace requires.
- Improved virus checking, helping you maintain business resilience despite ongoing exposure to intrusion.
- Integration of WebSphere Application Server — Express.

As always, IBM integrates, preloads, and pretests every @server® iSeries to minimize your installation time and effort.

Simplification. @server® i5 technologies deliver breakthroughs in infrastructure simplification. These breakthroughs free people from IT complexity so they can focus on business.
- POWER5 logical partitioning enables @server® i5 to run five different operating systems (i5/OS, Windows[1], Linux on POWER, Linux on Intel[1], and AIX 5L) simultaneously on one system. This means you can consolidate five operating environments on one @server® i5, enabling you to reduce your number of system platforms dramatically.
- POWER5 support of virtualization of resources enables you to pool processing, storage, and networking assets in one logical, system view. By pooling resources and simplifying access to them for all users, you can increase resource utilization, improve user productivity, and accelerate ROI.
- V5R3 on @server® i5 systems simplify management of infrastructure with services such as automatic balancing of LPAR workloads and automatic storage management for Windows, AIX 5L, and Linux.

Low total cost of ownership. WASGAU AG is one of the leading food suppliers in southwestern Germany, operating a chain of supermarkets and cash-and-carry stores. When the time came to upgrade systems, WASGAU chose @server® i5 520s for each of its seven cash-and-carry stores and one for its central operations. "We were confident that the @server® i5 would offer the same high

"In our opinion, the @server® i5 offers the best price/performance ratio of any comparable server."
Margit Burkhardt, WASGAU AG

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@server® **i5 can help businesses achieve the competitive advantages of On Demand Business.**

reliability as the AS/400, with greater performance, capacity and flexibility. Furthermore, the total cost of ownership is very low and the administration is easy." Margit Burkhardt, WASGAU AG

Reduce expense. Reduced hardware prices, software licenses, and maintenance costs of @server® i5 can provide dramatic savings. Over the course of a 36-month lease, the savings a business may achieve in hardware and software maintenance on an @server® i5 versus an AS/400 could cover a substantial amount of the hardware costs of a new @server® i5 system. In the example below, using US prices, a savings of $962/month in maintenance costs could be put toward the purchase of a Model 520 #7392 Express edition, which carries a list price of only $29,900! Ask your IBM Business Partner or Sales Representative to demonstrate @server® i5 cost savings available now to your business.

Over 36 months	Model 720 2603-1500	Model 520 7392 Express
Average monthly hardware maintenance for the system unit	$473.	**$139.***
Monthly software maintenance agreement costs	$1010.	**$382.**
Total	$1483.	**$521.**
Monthly savings	$962.	

All prices quoted are US prices valid as of May 2005 and are subject to change without notice.
*The first 12 months of hardware maintenance for Model 520 #7392 Express edition is provided at no extra charge. The cost of a subsequent one year hardware maintenance subscription is $2496.

Capture new markets. @server® i5 is designed to help businesses capture new opportunities in today's global marketplace by:

- Tuning responsiveness to the marketplace. The ability of i5/OS on POWER5 to dynamically allocate resources can help you respond quickly to windows of opportunity.
- Helping companies minimize the attention required by IT and focus on business. Enhanced integration, simplicity, and self-management tools of @server® i5 free more management and user resources for business.
- Supporting standards-based Linux, Unix, and Windows application to facilitate collaboration with partners and customers.
- Maintaining global access to applications with near-zero downtime through time-tested availability, reliability, and security.

Customer success

With over 160 operating locations in more than 40 countries worldwide, Ohio-based Greif, Inc. is a world leader in industrial packaging products and services. Greif recently decided to consolidate its extensive IT infrastructure and portfolio of applications.

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Greif answers, "Why i?"
- **Simplicity**
- **Competitive advantage**

Before consolidation, none of the companies that are now part of Greif possessed a single global ERP system. They were running a diverse collection of off-the-shelf and proprietary ERP applications on a variety of platforms. "We became aware of IBM development plans for the POWER5 processor to be able to run multi-partitioned, multi-operating system solutions simultaneously in one server," says Ken Andre, Grief CIO. "The idea of putting multiple ERP systems in one box was very interesting, because it would let us evolve our BAAN and BPCS platforms into a global, single-instance ERP system, again without disrupting business."

Working closely with IBM Premier Business Partner Sirius Computer Solutions, Greif consolidated the total number of data centers (previously more than a dozen) down to three. In the Americas data center, a single ℮server® i5 model 570 has replaced 17 separate servers.

Andre is pleased. "Simplicity is very important," he says. "The number 'one' to me is a very powerful number. We want to get down to one platform, one system, one tool. Having one ERP and one platform is great. It's simple; it's elegant."

Simplicity is the foundation of a critical business value ℮server® i5 is bringing to Greif: enhanced global competitiveness. IT simplification enabled by ℮server® i5 allows Greif "to manage the company in a more standardized way and to be able to implement our transformation-enabling tools around the world — quicker and cheaper." Andre says.

For success stories about iSeries customers in other industries and other geographies, please visit www.ibm.com/iseries/success.

Why wait?
Whatever the size of your business or of your current AS/400 or iSeries systems, IBM ℮server® i5 can deliver the same kinds of benefits to you it delivered to Greif. Most of your current applications and data easily migrate from AS/400 to ℮server® i5. Services and financing options are available to help you assess migration requirements and implement a plan.

To begin generating savings, competing for new business opportunities, and enhancing business performance in the on demand marketplace, take advantage now of the simplicity, integration, and return on investment possible with an ℮server® i5 system. For more information, visit us on the Web at www.ibm.com/iseries/pov or contact your IBM Business Partner or Sales Representative.

[1.] Windows and Linux on Intel are supported in ℮server® iSeries systems via IXA or IXS.

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