

CALL GUIDE

IBM® BladeCenter® Portfolio

How can so much less do so much more?



TARGET AUDIENCE

Midmarket companies: Executive IT and IT-related decision makers and influencers

PROGRAM PURPOSE

Drive midmarket interest and demand for the new IBM® BladeCenter® Portfolio.

- **Educate** customers that the new IBM BladeCenter Portfolio allows midsize businesses to run business from a single chassis—creating a simple, viable alternative to sprawling racks and over-heated server rooms.
- **Help** customers understand that the new IBM BladeCenter Portfolio reduces IT complexity and costs—all while increasing manageability and utilization by leveraging technology that's more affordable, easier to manage, *and has more layers of hardware redundancy than HP, Dell, or Cisco.*
- **Communicate** to customers that IBM's BladeCenter Portfolio helps midsize businesses avoid costly network downtime by increasing system availability.
- **Inform** customers that the new IBM BladeCenter Portfolio helps increase not only performance, but also energy efficiency—to lower the total cost of ownership.
- **Remind** customers that IBM is the optimal choice for simplifying IT, increasing system availability, and maximizing overall system efficiency.

OVERVIEW

Building the engines of a Smarter Planet: A makeover for your server room—and your bottom line.

IT managers of midsize businesses are tasked with not only reducing IT complexity and costs, but also ensuring that their systems can handle today's data explosion—without any disruption to business.

BUSINESS CHALLENGES—To Reduce:

- IT Costs
- Complexity
- Space requirements
- Power consumption
- Heat output

BUSINESS NEED—To Increase:

- Utilization
- Performance
- Flexibility
- Manageability
- Energy efficiency

IBM has a solution. Introducing the new IBM BladeCenter Portfolio, which includes IBM BladeCenter S, HS22, and HS22V. Easy to deploy and manage, IBM's advanced chassis and blade servers offer an energy-efficient and affordable alternative to traditional racks and server rooms. With extra layers of hardware redundancy, the new IBM BladeCenter Portfolio delivers maximum reliability—increasing performance, utilization, and virtualization.

BENEFITS—IBM BladeCenter Portfolio:

- Simplify your IT
- Increase system availability
- Maximize system efficiency

DETAILED BENEFITS OF THE IBM® BladeCenter® Portfolio

On a smarter planet, midsize businesses reduce the cost and complexity of the IT they need to support their business.

The new IBM BladeCenter Portfolio is ideal for supporting the following workloads:

- **Virtualization**
- **High Performance Computing (HPC)**
- **Database and transactions**
- **Enterprise Clusters**
- **Enterprise Resource Planning (ERP)**
- **Branch Offices**

The IBM BladeCenter S integrates servers, SAN storage, networking, I/O and applications into a **single chassis** to **simplify infrastructure complexity and manageability**, while helping **lower total cost of ownership**.

- **IBM BladeCenter S**
 - **Office Enablement Kit¹**, which comes standard with the Acoustical Module², BladeCenter Start Now Advisor, and Blade Center Service Advisor

The IBM BladeCenter HS22 and HS22V blade servers are **proven, stable platforms**—with **best-in-class reliability** and **built-in management features** to keep IT up and running.

- **IBM BladeCenter HS22**
 - Designed to support multiple **virtualization** and **enterprise** applications
 - Allows you to run applications **twice as fast** as previous generation blades and supports the latest Intel® Xeon® processors
- **IBM BladeCenter HS22V**
 - Includes **durable solid-state drives and hardware RAID-0 and -1** that provide **outstanding reliability** when virtualizing multiple workloads on a single blade
 - Helps you **fit more and larger virtual machines** per blade

Shared infrastructure and **simplified systems management** enable **higher resiliency**. While **redundant power supplies** deliver system availability; meaning that even if one power supply fails, the blades housed in the chassis can stay up and running—*unlike HP and Dell's blades*.

- **IBM ServicePac® for Essential Support of System x and BladeCenter**
 - Offers a single contract³ for **around-the-clock** hardware and software support

¹ Allows you to deploy your servers, storage and networking systems from anywhere

² Includes front locking door and optional contaminants filter

³ Unplanned maintenance expenses can be controlled with fixed-price service offerings

BENEFIT 1 SPEAKING POINTS | SIMPLIFY YOUR IT

Run your business from one box

Through virtualization, you can reduce your number of servers by up to 85%—and lower your energy costs by up to 96%—all while actually improving performance. With less hardware, your IT network is instantly easier to manage.

IBM® BladeCenter® S: Offers a broad range of storage and networking options integrated into the chassis to simplify infrastructure complexity and manageability, helping to lower total cost of ownership.

- Deploy an integrated SAN capability *for up to \$4,900 less than competitive offerings.*
- Benefit from less hardware to maximize availability, manage less IT, and simplify IT network
- Reduce the 25-45 servers it typically takes to support an average midsize business by up to 85%—reducing energy and facilities costs by up to 96%

Office Enablement Kit allows you to deploy your servers, storage and networking anywhere—from your office to your warehouse. The kit features:

- Built-in **Acoustical Module:**
 - Reduces noise
 - Front locking door—don't need to keep your system in a secure server room
 - Optional contaminants filter—allows your system to operate in even the most demanding working environments
- **BladeCenter Start Now Advisor** to get you up and running faster
- **BladeCenter Service Advisor**—proactive management tool that's open and easily integrated, allowing you to focus on your business, not your IT

BENEFIT 2 SPEAKING POINTS | INCREASE SYSTEM AVAILABILITY

Avoid costly network downtime

Through the [Predictive Failure Alert](#) feature, you can spot potential problems before they become real downtime issues—and run your business with more confidence. You can also replace hot-swap components while systems and applications are still running—ensuring even greater availability.

IBM® BladeCenter® HS22: With proven stability, this platform offers flexible options to support a broad range of workloads, including virtualization and enterprise applications.

- Includes best-in-class reliability and management features to help keep your IT up and running

IBM BladeCenter HS22V: Designed specifically to support virtualized environments.

- Durable solid-state drives and hardware RAID-0 and -1 provide outstanding reliability when virtualizing multiple workloads on a single blade
- Dependable redundancy is built-in

IBM ServicePac® for Essential Support of System x and BladeCenter: Offers a single contract for around-the-clock hardware and software support.

- Control unplanned maintenance expenses with fixed-price service offerings, and free up your in-house IT team to focus on core business initiatives

BENEFIT 3 SPEAKING POINTS | MAXIMIZE SYSTEM EFFICIENCY

Gain in performance, save on energy

Equipped with the latest Intel® Xeon® processors, this new generation of blade servers can accommodate 50% more virtual machines per blade and are 15% more energy efficient than industry-standard servers.

The IBM® BladeCenter® Portfolio supports a highly efficient IT network, with **high performance, energy efficient** blade servers that **support virtualization**.

IBM BladeCenter S: Ultra high efficiency power supplies

- BladeCenter power modules are **over 90% efficient** at converting power from AC wall current to the DC power used inside servers—*compared to most industry-standard servers with power supplies that's between 70-75% efficient*
 - Helps save even more money, as more of the power input you are paying for is used for processing, rather than released into the server room as waste heat that requires even more energy to cool

IBM BladeCenter HS22: Outstanding performance, with the latest Intel® Xeon® processors, high speed I/O, support for high memory capacity and fast memory throughput.

- Run applications up to twice as fast compared to previous generation blades. In some cases you can even run your applications faster on IBM's **2-socket blades**—*compared to competitor's four-socket blades*

IBM BladeCenter HS22V: Designed specifically to support virtualized environments, with outstanding performance, maximum memory capacity, and CPU performance.

- **Fit 50% more virtual machines per blade**—*compared to previous generation blade servers*
- 18 DIMM slots supporting up to 288 GB of DDR3 memory

IBM Storwise V7000: An innovative, easy-to-use, new storage system that delivers high levels of performance and essential storage efficiency technologies, including thin provisioning, FlashCopy, and automated tiering.

ADDITIONAL PRODUCT INFORMATION**Enjoy 0% Financing (North America)**

Offer summary: Acquiring an IBM solution has never been easier or more affordable for credit qualified clients. Act now to get a 0% 36-month hardware lease--plus 0% interest on software and services--all for one rate, on one contract, with one monthly payment.

<http://www-03.ibm.com/financing/us/lifecycle/acquire/systemsolutionfinancing.html>

Watch the American Osteopathic Association case study video to see how healthy its data center is.

Offer summary: When the American Osteopathic Association needed to update its antiquated IT system, it turned to IBM. Watch the video to see how they enjoyed more reliability and robustness with IBM BladeCenter.

<http://www.youtube.com/v/EL9sBxPU4lc>

Learn how to consolidate your system through virtualization, try the IBM Blade Assessment Tool.

Offer summary: See for yourself whether blade or rack servers are right for your business. Try the IBM Blade Assessment Tool and learn how to get the most of your server room.

<http://www-03.ibm.com/systems/migratetoibm/whyibm/campaigns/bat.html>

Read the American Osteopathic Association case study to see how it maintains a healthy data center with IBM BladeCenter and IBM System Storage

This case study shows how the American Osteopathic Association used IBM BladeCenter and IBM System Storage to increase the number of servers and the amount of storage in the data center without increasing electrical, cooling, or floor space requirements.

[http://www.ibm.com/common/ssi/fcgi-](http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=PM&subtype=AB&appname=STGE_BL_IN_US&htmlfid=BLC03049USEN&attachment=BLC03049USEN.PDF)

[bin/ssialias?infotype=PM&subtype=AB&appname=STGE_BL_IN_US&htmlfid=BLC03049USEN&attachment=BLC03049USEN.PDF](http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=PM&subtype=AB&appname=STGE_BL_IN_US&htmlfid=BLC03049USEN&attachment=BLC03049USEN.PDF)

Download the case study to see how IBM has helped on UK County Council invest in a more sustainable future.

Offer summary: To meet new carbon reduction regulations, Flintshire County Council in the UK turned to IBM to help better monitor and control its energy consumption. Read the case study to learn more.

<ftp://ftp.software.ibm.com/common/ssi/pm/ab/n/oic03016gben/OIC03016GBEN.PDF>

Download the case study to learn how AISO.net enjoys big savings with IBM data center virtualization solutions.

Offer summary: To see how IBM helped AISO.net to be better positioned to grow efficiently, reliably and profitably, read the case study.

http://www-01.ibm.com/software/success/cssdb.nsf/CS/BHOR7RDSVB?OpenDocument&Site=bladecenter&cty=en_us

See how you can do more with less in the data center, watch the IBM BladeCenter video.

Offer summary: The benefits of virtualization are amplified in an IBM BladeCenter infrastructure. Watch the video to see how you can enjoy an 11:1 consolidation ratio with IBM BladeCenter HS22 servers—with better performance and an ROI in less than 6 months.

http://www-03.ibm.com/systems/data/flash/systemx/resources/web_blade_center/generic_player.html

Watch the IBM Maintenance and Support video and see how to simplify support complexity and reduce costs.

Offer summary: As businesses rely more on IT to offer greater value and gain a competitive edge, any downtime can be costly. Watch the IBM Maintenance and Technical Support Services video to see how you can reduce

support complexity and lower costs.

<ftp://public.dhe.ibm.com/common/ssi/ecm/en/mtj03066usen/MTJ03066USEN.SWF>

Download the whitepaper to see how to build a powerful, resilient and affordable IT Infrastructure (KB)

For any organization looking for x86 platforms to drive virtualization strategies, IBM System x and BladeCenter along with VMware is a leading choice. The System x eX5 architecture boasts many unique features that maximize both performance and availability while reducing costs.

[http://www.ibm.com/common/ssi/cgi-](http://www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=XSW03065USEN&attachment=XSW03065USEN.PDF&appname=STG_BC_USEN_WH)

[bin/ssialias?infotype=SA&subtype=WH&htmlfid=XSW03065USEN&attachment=XSW03065USEN.PDF&appname=STG_BC_USEN_WH](http://www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=XSW03065USEN&attachment=XSW03065USEN.PDF&appname=STG_BC_USEN_WH)

Download the IBM BladeCenter S eKit and discover how simple it is to simplify your IT.

Offer summary: IBM BladeCenter S is the right choice for any remote office or independent business that needs a powerful, yet simple IT infrastructure. Download the eKit to learn more about this all-in-one integrated server, storage, networking, I/O and management solution.

http://www-03.ibm.com/marketing/edocument/stg/en_bladecenter_s_bp_kit/document/

Download the x86 eKit and learn how to reduce costs while increasing performance through virtualization.

Offer summary: Learn how to reduce your overall IT footprint and yield lower capital and operating costs with the new IBM BladeCenter HS22 and virtualization-optimized BladeCenter HS22V blade servers.

http://www-03.ibm.com/marketing/edocument/stg/en_bladecenter_s_kit/document/

See how green can be good for business, watch the IBM video: "The virtues of virtualization."

Offer summary: Any server running below capacity is wasting more than just energy. Watch the video to see some cost-saving ideas behind server consolidation and virtualization.

<http://www.youtube.com/watch?v=hHGzJqYNmgY>

Read the J.W. Ross case study to see how IBM Global Financing helped to deploy a new BladeCenter solution.

Offer summary: J.W. Ross & Sons (Australia) Pty Limited's existing IT infrastructure was not flexible or scalable enough to meet its performance demands. So when the company needed a consolidated and virtualized solution to support its growth, it turned to IBM. Read the case study to learn more.

[http://www.ibm.com/common/ssi/cgi-](http://www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=PM&subtype=AB&appname=IGFE_GF_HF_USEN&htmlfid=GFC03043USEN&attachment=GFC03043USEN.PDF)

[bin/ssialias?infotype=PM&subtype=AB&appname=IGFE_GF_HF_USEN&htmlfid=GFC03043USEN&attachment=GFC03043USEN.PDF](http://www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=PM&subtype=AB&appname=IGFE_GF_HF_USEN&htmlfid=GFC03043USEN&attachment=GFC03043USEN.PDF)

Try the Systems Consolidation Evaluation Tool to see how you can achieve more rapid ROI.

Offer summary: With the IBM Systems Consolidation Evaluation Tool, you can quickly see how to reduce operating expenses, increase cash liquidity, create stronger ROI and spot potential payback periods.

<http://www-03.ibm.com/systems/migratetoibm/whyibm/campaigns/sconevaltool1.htm>

THE CONVERSATION GUIDE

Suggested Messaging to Direct the Conversation

Target Audience

Size: Mid-market companies (100-999 employees)

- Executive IT and IT-related decision makers and influencers
- CIO, IT VPs, members if executive architecture committees
- Operational executives responsible for Business Infrastructure
- IT technical recommenders who play a part if acquisition decisions
- IT directors, managers and architects

Targeted IBM install accounts:

Targets will either be upgrading from:

- Previous generation IBM BladeCenter (All LS21, LS41, LS22, LS42, HS20, HS21, HS21XM,HS12 to new blades HS22 or HS22v)
- Older generation IBM rack servers (x3 and x4 systems to new BladeCenter Portfolio: HS22 or HS22v)

Competitive accounts:

- HP customers with either rack or blade servers (E.g. HP BL460 G4/G5, BL680c)
- Key opportunities within HP installs include those customers that did not migrate to Nehalem in 2009, HP customers with systems coming off warranty or lease, HP customers looking for low-cost SAN or shared storage solutions

Partner with Gatekeeper—Build Rapport

1. Become an ally
2. Help them, help you
3. Schedule a callback if needed

Gatekeeper Messaging—As Appropriate

This is <____> from IBM/ [XYZ Company] in partnership with IBM. I could use your help. Our new IBM BladeCenter Portfolio may help you reduce your IT complexity and costs—offering a flexible and efficient alternative to traditional racks and server rooms

I wanted to know if <Contact Name> is the right person for me to talk to about how [XYZ Company] & IBM might be able to assist your company.

IF DECISION MAKER IS NOT AVAILABLE—Schedule a call back time

IF NO - Ask for the name of and contact information for the correct person

The Opening

1. State why you are calling
2. Explain what you want to accomplish
3. Schedule CB needed

Opening the Conversation

<Contact Name>, I'm <____> from IBM/ [XYZ Company] in partnership with IBM. Our new IBM BladeCenter Portfolio may help address your business concerns—such as increasing amounts of data and growing IT, space, and energy inefficiencies. The new BladeCenter Portfolio will not only reduce IT complexity and costs, but also increase manageability and utilization by leveraging technology that's more flexible, energy efficient, and easy to deploy—offering an optimal alternative to traditional racks and server rooms.

IBM has been offering integrated IT solutions for more than 40 years. You may think that IBM is only for large corporations, but we have tailored solutions for businesses of your size.

IF YES—INTERESTED IN LEARNING MORE—Could you first tell me a little about your business? (See Profiling Below)

	<p>IF NO—Use Overcoming Early Objections</p> <p>PLEASE NOTE: If a relationship has already been established, acknowledge that relationship during the opening of the call.</p>
<p><u>Early Objections</u></p> <ol style="list-style-type: none"> 1. No need / Not interested 2. Send me literature 3. No time 4. Assumes IBM doesn't fit them 5. Cannot afford to purchase new technology this year 	<p><u>Overcoming Early Objections</u></p> <ol style="list-style-type: none"> 1. It's good to hear your needs are being met. Can you tell me, are you currently managing your data to reduce costs associated with complexity and energy inefficiencies? What type(s) of servers are you using? 2. I'll be happy to do that. So that I can direct the right information to you, can I ask you just a few questions to better understand your data needs? 3. I'm sorry to interrupt you at such a busy time. Would there be a better time for me to call back to discuss how IBM can help to improve your storage utilization, reduce your storage costs, and increase your operational efficiency? 4. IBM and its Business Partners are skilled at integrating new capabilities into the existing IT infrastructures of midsize companies in all industries. The offerings can work in your current environment as well as extend and scale securely, without interrupting your business. So, if it's okay with you, I'd like to get a better understanding of your workload requirements to see if perhaps we can be of some help. Would that be okay? 5. I understand how that is a challenge. We've spoken to a number of IT directors faced with a similar problem. What many find is that IBM Global Financing can help them meet their needs without requiring an increase in overall IT spend. Would you like to learn more about programs from IBM Global Financing?
<p><u>Qualify Needs</u></p> <p>This information will need to be verified with an IT professional in the office.</p>	<p><u>Qualify Needs</u></p> <p>So that I can better understand your requirements:</p> <p>What hardware platforms are you currently using to support your business?</p> <ul style="list-style-type: none"> ▪ IBM / HP / Dell / Cisco / Other? <p>Do your servers require a dedicated area/Are you limited by space?</p> <p>➤ <i>The IBM BladeCenter does not require a separate room—it can fit under your desk!</i></p>

QUALIFY THE OPPORTUNITY—BANT QUESTIONS

BANT Questions

- ✓ Budget
- ✓ Authority
- ✓ Needs
- ✓ Timing

Would you like to learn more about how IBM's BladeCenter portfolio can help provide solutions that **increase performance, energy efficiency, and manageability**—while still being flexible and affordable?

BUDGET: What best describes your budget for this type of solution? (\$10K to \$50K, \$51K to \$100K, \$101K to \$250K, \$251K to \$500K, over \$501K):

AUTHORITY*: How would you describe your role in making decisions related to these opportunities? (Decision Maker, Influencer, Researcher, Participant):

NEEDS: What is the most important characteristic for you when deciding on data servers? (speed, size, flexibility, costs):

TIMING: When do you plan on taking your next step towards optimizing your data servers? (0-4 months, 5-12 months, 13 to 18 months, over 18 months)

**IF INFLUENCER OR BELOW, get Decision Maker's name (fill in Contact Info below)*

BUSINESS & DEPARTMENTAL CONTACT INFORMATION

Ask for or confirm the following information. If Decision Maker cannot be reached, ID the right contact with Gatekeeper AND build report with Gatekeeper/Influencer

Type of Business / Industry	
Business / Location Address (Street)	
Business / Location Address (City, State, and Zip)	
Primary Contact—Decision Maker Name	
Primary Contact—Decision Maker Title	
Primary Contact—Decision Maker Direct Phone / Email	
Secondary Contact Name	
Secondary Contact Title	
Secondary Contact Phone / Email	

May we have permission to contact you in the future via telephone or email concerning IBM solutions that may help your organization meet its IT requirements? **(Capture Yes / No)**

CAMPAIGN SPECIFIC —LEAD QUALIFICATIONS & CALLS-TO-ACTION (CUSTOMIZABLE BY GEO)	
<p>Finalize Details or Set Up Lead for Follow-up</p> <p>“Hot” lead: Specific offering interest and/or project defined. Timeframe to pursue: 0-4 months, budget identified or implied</p> <p>“Warm” lead: Specific offering interest and/or project defined. Timeframe to pursue: 5-12 months, budget identified or implied</p> <p>“Cold” lead: Timeframe to pursue: 13+ months, budget identified, implied or neither</p>	<p style="text-align: center;">Fulfill Call to Action</p> <p>Thank you for your time today, <prospect name>. As a follow-up to our conversation, I’d like to email you some useful web links:</p> <ul style="list-style-type: none"> ▪ IBM Blade Assessment Tool: See for yourself whether blade or rack servers are right for your businesses. Learn how to get the most of your server room: http://www-03.ibm.com/systems/migratetoibm/whyibm/campaigns/bat.html ▪ IBM BladeCenter Video: Learn more about how you can enjoy an 11:1 consolidation ratio with IBM BladeCenter HS22 servers – with better performance and an ROI in less than 6 months: http://www-03.ibm.com/systems/data/flash/systemx/resources/web_blade_center/generic_player.html ▪ BladeCenter S eklt: Learn more about the all-in-one integrated server, storage, networking, I/O and management solution: http://www-03.ibm.com/marketing/edocument/stg/en_bladecenter_s_bp_kit/document/ <p style="text-align: center;">Set Expectations</p> <p>I just want to verify your email address and telephone number. I have them as [verify information provided]. I will have a specialist call you / send you the link.</p> <p style="text-align: center;">Capture Additional Decision Maker</p> <p>Is there anyone else within your organization that makes IT decisions? <i>Reminder: Capture name / title / phone number / email</i></p>

COMPLEMENTARY OFFERINGS

IBM Financing

With IBM Financing Advantage, there is the option to lease hardware, software, and services at competitive rates with affordable and flexible low rate financing. Also, it may be possible to lower the total cost of IT investment with IBM Certified Pre-owned Equipment.

- IBM Global Financing, Customer Overview: <http://www-03.ibm.com/financing/us/lifecycle/plan/gb/index.html>
- IBM Global Financing, PartnerWorld Overview: http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/igf_com_fin_index

IBM Maintenance

Midsize companies are increasingly realizing that the quality of their IT service and support is just as important as the solution. IBM Maintenance and Technical Support services offer a broad portfolio of hardware maintenance and support for operating systems (O/S) and O/S-associated software, designed to help clients maximize the availability and performance of their IT environment.

IBM maintenance and technical support services can help clients:

- Increase the value of their IT systems while reducing support costs
- Minimize downtime risks and protect against outages
- Free up IT support spending for other IT investments
- Improve IT staff productivity
- Automate or eliminate time-consuming tasks
- Achieve faster time to value
- Overcome problems that arise in multivendor systems

For Further Information

Maintenance & technical support services: <https://www-304.ibm.com/partnerworld/wps/mem/overview/SVU65>