

Building the engines of a Smarter Planet:
**Looking to increase efficiency
with limited resources?**



Phase 1: **No Virtualization**

Phase 2: **Basic Server Virtualization**

Phase 3: **Well Managed Virtual Infrastructure**

IBM Workload Optimized Infrastructure:

Virtualization & Optimization

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Program Purpose



Target Audience

Size: Midmarket

Key Industries: Cross-Industry

Roles/Titles: IT Decision Makers (CIOs, VPs, IT Managers, System Administrators)

➤ Across three phases in virtualization journey, target will have various installed IBM and/or competitive products

Background

The demands of today's financial environment require that midsize firms remain focused on efficiency and cost control. 67% of midsize companies have started or intend to implement consolidation & virtualization, 75% have started or intend to implement IT (Operational Efficiency) to ensure a flexible, resilient and scalable IT infrastructure. 66% intend to implement some form of cloud computing to improve scalability and at the same time the added requirement for Sustainability for efficiencies in space, power, costs and labor. **IBM combines Virtualization, Operational Efficiency and Private Cloud as a journey for the customer to start and stop according to their business requirements.**

- **Consolidate & Virtualize Resources:** Better IT efficiency and sustainability by improved utilization of it resources. Includes server consolidation and virtualization of servers, storage, desktops and networks improving efficiencies in space, energy, costs and labor.
- **Manage Workloads:** This part of the journey addresses the complexity of the physical and virtual assets and helps manage them in an integrated manner through a single pane of glass that enables the IT administrator to manage the IT infrastructure thru a common set of user interfaces.
- **Automate Processes:** This step focuses on business agility and tight alignment of IT resources with business imperatives.
- **Optimize Delivery:** This step is focused on business agility and tight alignment of IT resources with business goals.

Private Cloud: Not all midmarket customers will move to a private cloud but for those who do want to build a private cloud IBM and our business partners can help them on their journey beginning with consolidation, virtualization, managing workloads, then automation processes and optimization to get to private cloud.

IBM POV: Virtualization

For IT decision makers in midsize companies who need a flexible IT infrastructure to stay ahead of the competition by constantly innovating and improving while keeping IT costs low IBM and IBM BPs provide virtualization solutions for servers, storage and desktops to reduce operating costs and complexity through consolidation plus software and tools to manage and automate a flexible cloud environment.

- ✓ Reduce the number of servers, storage, desktop, and network devices to reduce complexity and make IT management simpler.
- ✓ Reduce electricity used to power and cool these systems save on floor space in your computer room.
- ✓ Provide provisioning, management and diagnostic tools on a single "pane of glass" for simplified systems management and monitoring.
- ✓ Ability to assign resources to your highest priority business needs. Automated processes based on best practices and business rules can reduce manual errors as your IT systems automatically respond to changing business conditions.

Virtualization is not a device you implement and are finished, but a journey you embark upon to realize greater and greater gains.

High-Level Virtualization



Virtualization is not a device you implement and are finished, but a journey you embark upon to realize greater and greater gains.

The Challenge

The challenge here is for businesses to figure out how to get started on a virtualization journey that will work for their unique business needs. IBM can work with the company to assess their current infrastructure needs and work to implement the solutions that are most appropriate for their business.

The IBM Solution

By embarking on a virtualization journey with IBM and its partners, midsize businesses are able to do more with less, maximizing efficiency through the improved utilization of IT resources. They are also able to respond more quickly to changing customer demands, successfully compete for new opportunities, and provide an infrastructure that delivers superior service with agility and speed.

“IBM has solutions developed and priced especially for midsize businesses to help virtualize/consolidate, manage workloads, automate processes, and optimize delivery and install private clouds for midsize businesses at a cost they can afford.”

Seller Call-to-Action

[Virtualization for Midsize Businesses: “Keep Your Foot on the Accelerator”](#)

For additional offers, see page 37

Competitive Differentiation

- 1) Consolidation:** IBM offers enhanced architecture innovation, and flexible configurations equipped with **enhanced memory, high-speed I/O and industry leading availability and reliability features** to help reduce operating costs, and simplify management that helps keep the consolidated and virtualized infrastructure up and running.
- 2) Manage Workloads: Using IBM Systems Director you can manage physical and virtual resources across the entire IBM Systems portfolio** (System x, Power, storage, networking) **and across multiple virtualization environments** (such as, VMware, KVM, Hyper-V, PowerVM) Network Control, Storage Control, and Active Energy Management. These products work in conjunction with virtualization environment, including VMware and others. In addition, IBM Systems Director can interface into the Tivoli Management Framework, Tivoli NetView, HP OpenView, Microsoft SMS, Microsoft Operations Manager, CA Unicenter NSM, BMC Patrol (to name a few). IBM Systems Director can also manage downwards into the IBM Systems platforms to proactively monitor hardware health (prior to failure).
- 3) Automate Processes:** IBM integrates service delivery throughout the service lifecycle—from build to request to deployment and management. **Businesses have a more complete picture, or a single “window,” to see how the underlying applications, information and infrastructure services support and enable business processes.** Tivoli Endpoint Manager manages hundreds of thousands of endpoints regardless of location, connection type or status and provides a graphical view of desktops in a virtualized environment and enables management of virtualized and physical desktops from a single location.
- 4) Optimize delivery** (creating a private cloud): IBM and IBM BP's provide holistic and integrated solutions, proven best practices and services tailored to support each company's virtualization to private cloud priorities.

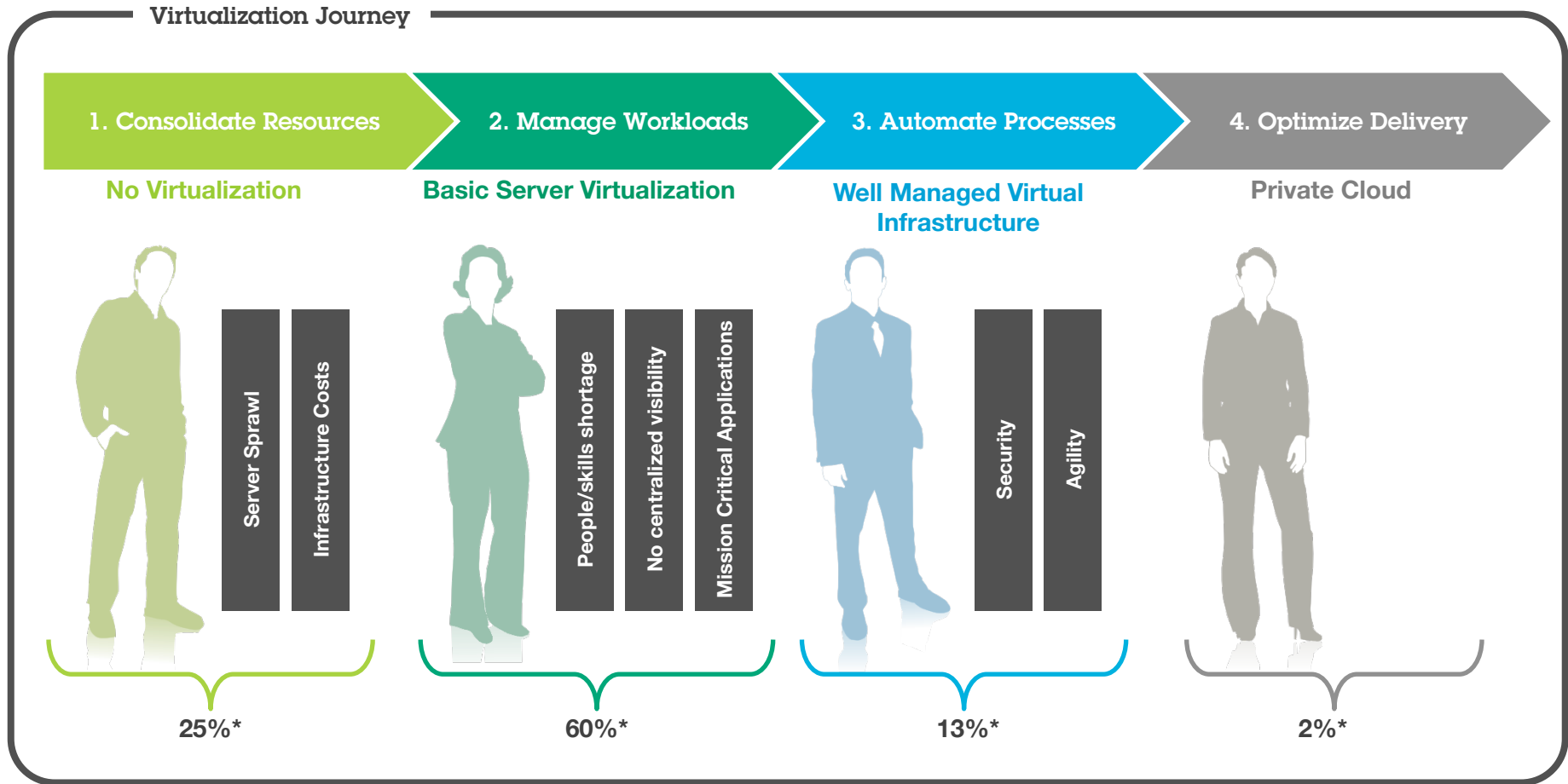
PAIN POINTS

- ✓ Systems and infrastructure are reaching a breaking point
- ✓ High infrastructure costs
- ✓ Rising cost of energy, server sprawl
- ✓ Achieving sustainability
- ✓ Improving operational efficiencies
- ✓ Driving up productivity
- ✓ Underutilization of existing servers
- ✓ No centralized visibility
- ✓ Data explosion
- ✓ Time spent on problem resolution
- ✓ Align IT to business priorities

Overview



In order to increase awareness and adoption of a truly virtualized environment, IBM and our Business Partners are going to market in line with a virtualization journey. The diagram below illustrates the journey, and details the customer pains that block their progression in the journey.



*Percentages are estimates that can be used as general guidelines for all markets.

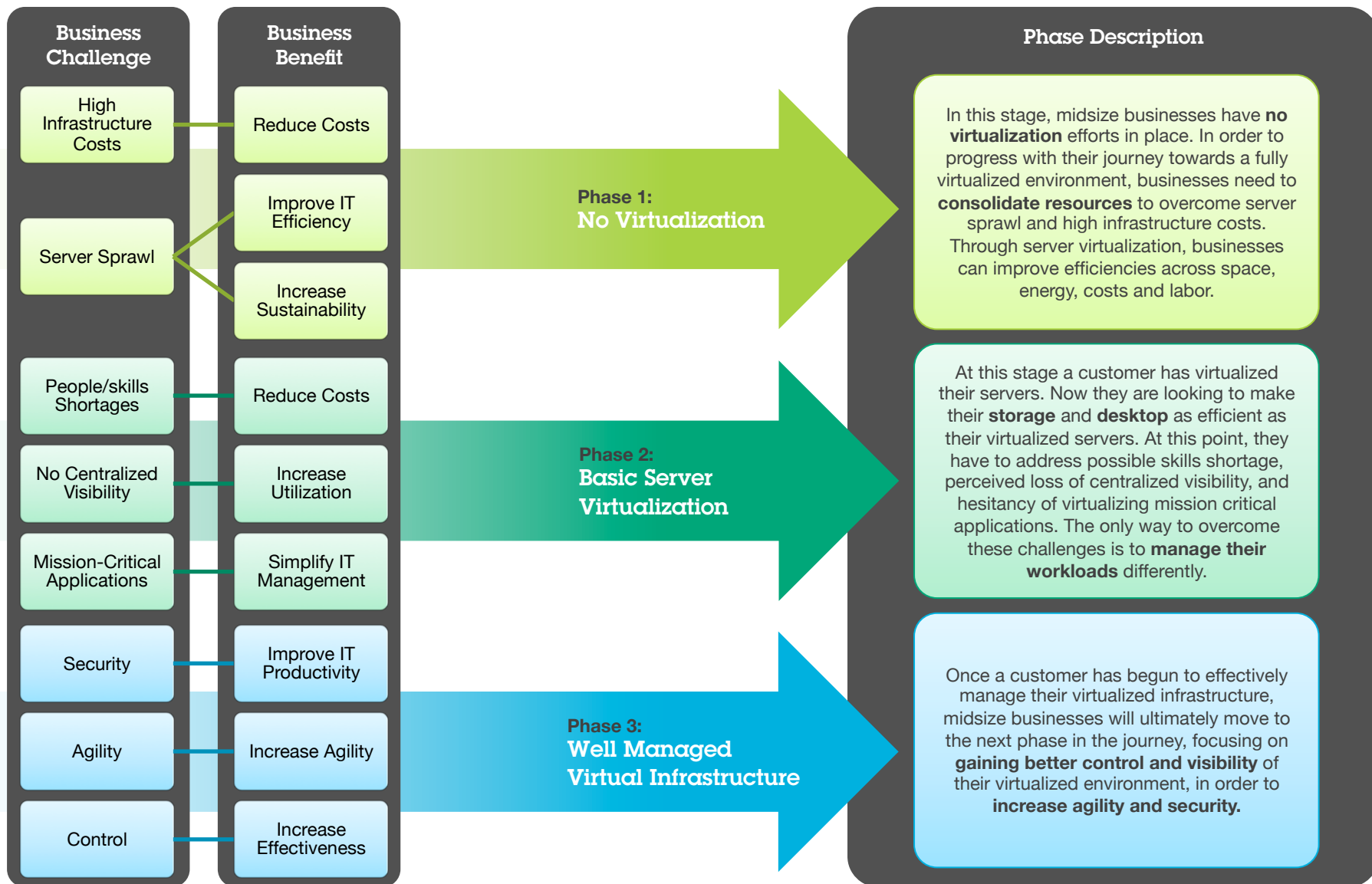


Target Audience Segmentation

Entry Points (Capabilities)		
No Virtualization	Basic Server Virtualization	Well Managed Virtual Infrastructure
Pain Points		
<ul style="list-style-type: none"> Server sprawl High infrastructure costs 	<ul style="list-style-type: none"> People/skills shortages No centralized visibility Mission critical applications 	<ul style="list-style-type: none"> Security Agility Control
Entry Point Value Proposition		
<p>Server virtualization can help midsize businesses address recurring data center challenges: increasing data storage requirements, keeping up with new technology, while dealing with aging, inefficient servers & equipment, etc.</p> <p>Server virtualization enables IT to:</p> <ol style="list-style-type: none"> 1) Reduce costs 2) Improve IT efficiency 3) Increase sustainability 	<p>In order to fully experience the benefits of server virtualization, IT needs to update their approach to storage & desktop management, and learn to effectively manage increasing virtual workloads.</p> <p>By virtualizing storage & desktops, businesses can further reduce IT complexity to:</p> <ol style="list-style-type: none"> 1) Reduce costs 2) Increase utilization 3) Simplify IT management 	<p>In a well managed virtual infrastructure, midsize businesses can shift focus to automating processes in order to gain better control over their virtualized environment.</p> <p>Automating processes allows businesses to:</p> <ol style="list-style-type: none"> 1) Improve IT productivity 2) Increase agility 3) Increase effectiveness
Phase in Virtual Journey		
<p>In this stage, midsize businesses have no virtualization efforts in place. In order to progress with their journey towards a fully virtualized environment, businesses need to consolidate resources to overcome server sprawl and high infrastructure costs. Through server virtualization, businesses can improve efficiencies across space, energy, costs and labor.</p>	<p>At this stage a customer has virtualized their servers. Now they are looking to make their storage and desktop as efficient as their virtualized servers. At this point, they have to address possible skills shortage, perceived loss of centralized visibility, and hesitancy of virtualizing mission critical applications. The only way to overcome these challenges is to manage their workloads differently.</p>	<p>Once a customer has begun to effectively manage their virtualized infrastructure, midsize businesses will ultimately move to the next phase in the journey, focusing on gaining better control and visibility of their virtualized environment, in order to increase agility and security.</p>



Phase Identification Decision Tree



Phase 1: No Virtualization



In order to overcome server sprawl and high infrastructure costs, consolidate resources through server virtualization with System x/BladeCenter or Power Systems. With server virtualization, a hypervisor dynamically creates virtual machines (VMs) on a single server, allowing multiple workloads to share the servers' resources. Server virtualization can help midsize businesses address recurring data center challenges: increasing data storage requirements, keeping up with new technology, while dealing with aging, inefficient servers and equipment, etc. **Server virtualization enables IT to:**



Reduce Costs: By reducing the amount of physical servers present in their IT infrastructure, businesses are ultimately reducing costs. Server virtualization can result in TCO savings spanning 30-70%, in areas such as hardware maintenance, IT support, and floor space requirements. Server virtualization will also result in lower power and cooling costs due to the reduced number of physical servers.



Improve IT Efficiency: As the number of physical servers decreases, IT environments become less complex and more easily manageable, resulting in more efficient IT staff. Besides affecting the physical environment, virtualized servers will increase utilization rates, allowing for multiple workloads per server, which are able to simultaneously share the same servers' resources. The servers also respond to computing needs faster, as opposed to previous provisioning cycles.



Increase Sustainability: Server virtualization can also help to reduce the footprint of midsize businesses by stretching existing server room resources to meet additional needs. With the reduction in physical servers, less electricity is needed to power and cool the systems, while it also reduces the amount of wasted energy on servers that are 'on' but not actively serving a business need.

IBM and its Business Partners offer a broad, comprehensive portfolio of virtualization solutions, which enable midsize businesses to overcome these challenges and consolidate resources. Whether operating on System x, BladeCenter, or Power System, IBM can help. And, with IBM Server Optimization and Integration Services, IBM can help companies plan and implement a consolidated, flexible server environment.

Segment Priority



No virtualization

Journey Progression

1. Consolidate Resources

2. Manage Workloads

Obstacles to Overcome

- ✓ Server sprawl
- ✓ Infrastructure costs

Seller Call-to-Action

Customer Reference Video:
[Bryant University Cuts Costs with Energy Management Software from IBM](#)

Installed Products		Products Not Present	Featured Offerings (What are we trying to sell?)
IBM	Competitive		
<ul style="list-style-type: none"> IBM System x or BladeCenter 	<ul style="list-style-type: none"> Competitive x86 servers or blades – HP, Dell, Cisco 	<ul style="list-style-type: none"> No VMware or Hyper V 	<ul style="list-style-type: none"> System x M4 & eX5 BladeCenter HS23 Server Optimization and Integration Services IBM PureFlex System IBM BladeCenter Foundation for Cloud
<ul style="list-style-type: none"> Power Systems 	<ul style="list-style-type: none"> Competitive HP UX servers 	<ul style="list-style-type: none"> Power Systems – no PowerVM HP UX – no VSE 	<ul style="list-style-type: none"> POWER7 and PowerLinux servers with PowerVM Server Optimization and Integration Services IBM PureFlex System

Phase 2: Basic Server Virtualization



Increase IT efficiency and performance by virtualizing storage and desktop resources with IBM Storwize V7000 and IBM Virtual Desktop for Smart Business. In order to fully experience the benefits of server virtualization, IT needs to update their approach to storage and desktop management and learn to effectively manage increasing virtual workloads. If poorly managed, cost savings from virtualizing servers could be erased by inadequate workload management. **By virtualizing storage desktops, businesses can further reduce IT complexity, and realize the following benefits:**



Reduce Costs: Besides the costs associated with reducing the amount of physical storage hardware in an IT infrastructure, there are also increased power savings available by virtualizing storage and desktops. Storage costs specifically are now more aligned with business priorities, better supporting high priority projects, like information management and CRM, that rely on large data sets and scalable computing requirements.



Increase Utilization: By virtualizing storage and desktop resources, the IT infrastructure is becoming more efficient, and ultimately increasing utilization rates. Virtualization allows midsize businesses to take advantage of automated storage provisioning and data placement, so that necessary resources are available in a time-sensitive and efficient manner. Storage and desktop virtualization allow companies to keep up with the growth of their virtual servers.



Simplify IT Management: Through virtualization, storage and desktop management can be simplified to a single point of control, not only allowing for improved IT staff productivity, but making the virtualized environment easier to use, protect, manage and change.

With proven experience and broad range of products, IBM and its Business Partners have storage and desktop virtualization solutions, like IBM Storwize V7000 and IBM Virtual Desktop for Smart Business, that enable businesses to extract more value from their IT infrastructure. Many businesses want to take advantage of the technology, but don't have the skills set needed in-house. IBM Storage Optimization and Integration Services can help, implementing the virtualization technologies that are best-suited for the business needs, without disrupting the environment.

Segment Priority



Basic Server Virtualization

Journey Progression

2. Manage Workloads

3. Automate Processes

Obstacles to Overcome

- ✓ People/skills shortage
- ✓ No centralized visibility
 - ✓ Mission critical applications

Seller Call-to-Action

IDC Whitepaper:
[End to End Virtualization](#)


Installed Products		Products Not Present	Featured Offerings (What are we trying to sell?)
IBM	Competitive		
<ul style="list-style-type: none"> IBM System X with VMware or Hyper V or Power Systems with Power VM 	<ul style="list-style-type: none"> Competitive x86 servers or blades with VMWare or HyperV Competitive HP UX servers 	<ul style="list-style-type: none"> No IBM Storwize V7000 No IBM SAN No EMC VNX No HP SAN 	<ul style="list-style-type: none"> Storwize V7000 IBM FastBack for Storwize V7000 Storage Optimization and Integration Services
<ul style="list-style-type: none"> IBM and competitive Microsoft Window and Linux technology based desktops 		<ul style="list-style-type: none"> No Virtual Desktop for Smart Business No VMWare View on System x or BladeCenter 	<ul style="list-style-type: none"> IBM Virtual Desktop for Smart Business


Phase 3: Well Managed Virtual Infrastructure




Gain better control and visibility of the virtualized environment with IBM Tivoli offerings and IBM Systems Director, designed to simplify management and monitoring of virtual and physical environments. While the virtualized infrastructures may have fewer physical machines, the number of managed objects can increase, thereby increasing complexity for IT staff. In order to handle the changing infrastructure, systems are managed in an integrated fashion through a single pane of glass, improving IT productivity and efficiency, making the environment easier to use, protect, manage and change. In a well managed virtual infrastructure, midsize businesses can shift focus to automating processes in order to gain better control over their virtualized environment.

Automating processes allows midsize businesses to realize the following benefits:

 **Improve IT Productivity:** IT staff can spend less time monitoring systems and solving system problems, and instead increasingly focus on more mission critical applications. IT staff can manage the virtualized and physical desktops from a single location.

 **Increase Agility:** In a well managed virtual environment with automated processes, IT systems are capable of meeting and quickly responding to changing business conditions automatically, allowing for a more agile business.

 **Enhance Effectiveness:** By automating processes, less time needs to be spent on problem determination and resolution, and instead, there is a consistent approach to delivering applications and services. This consistency allows IT to focus on aligning resources to the highest priority business needs, and automating standardized processes to drive greater efficiency.

Regardless of the virtualized environment, IBM and its Business Partners have the technology needed to provide businesses with a holistic, integrated view of their IT infrastructures – spanning servers, storage and networking.

Installed Products		Products Not Present	Featured Offerings (What are we trying to sell?)
IBM	Competitive		
<ul style="list-style-type: none"> Power Systems with Power VM 	<ul style="list-style-type: none"> N/A – Only focus on IBM installed products for Phase 3 	<ul style="list-style-type: none"> No Tivoli products No Systems Director 	<ul style="list-style-type: none"> IBM Tivoli Live - monitoring services IBM Tivoli Monitoring* IBM Systems Director
<ul style="list-style-type: none"> IBM System X or BladeCenter with VMware or Hyper V 		<ul style="list-style-type: none"> No Tivoli products No Systems Director 	<ul style="list-style-type: none"> IBM SmartCloud Monitoring IBM SmartCloud Provisioning IT/IT CAM* IBM Tivoli Live - monitoring services IBM Systems Director
<ul style="list-style-type: none"> IBM Storwize V7000 		<ul style="list-style-type: none"> No TSM FastBack 	<ul style="list-style-type: none"> IBM TSM Fastback for Storwize V7000 IBM Systems Director
<ul style="list-style-type: none"> IBM Virtual Desktop for Smart Business 		<ul style="list-style-type: none"> No Tivoli monitoring services 	<ul style="list-style-type: none"> IBM Tivoli Live - monitoring services

Segment Priority



Well Managed Virtual Infrastructure

Journey Progression

3. Automate Processes

4. Optimize Delivery

Obstacles to Overcome

- ✓ Security
- ✓ Agility

Seller Call-to-Action

Analyst Report:
[Staged Approach to Virtualization Management](#)

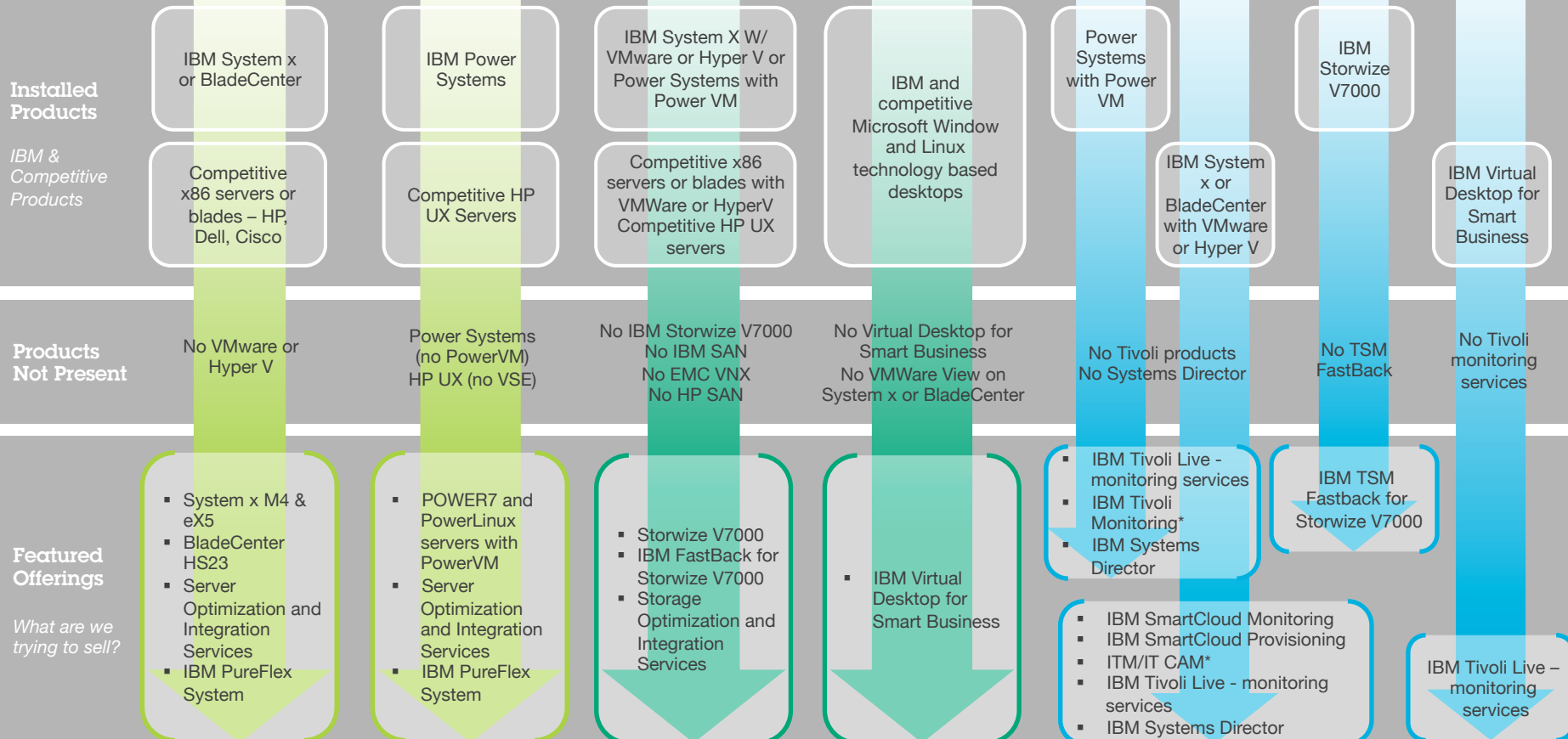


Offering Identification Decision Tree

Phase 1: No Virtualization

Phase 2: Basic Server Virtualization

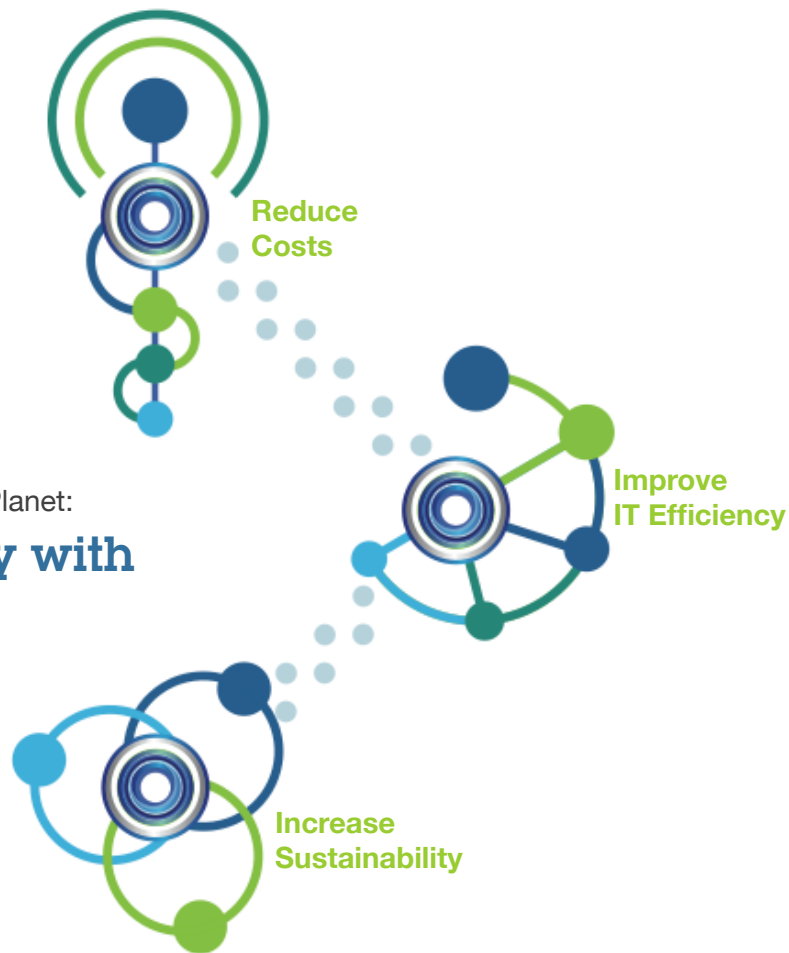
Phase 3: Well Managed Virtual Infrastructure





Building the engines of a Smarter Planet:

**Maximize efficiency with
minimum effort.**





System x M4 & eX5, BladeCenter HS23, BladeCenter Foundation for Cloud

Integrated virtualization right out of the box.

Product Questions – see page 49

With virtualization on IBM System x and BladeCenter x86 servers, new workloads do not have to mean new servers. Enhanced with IBM X-Architecture innovation, IBM x86 servers offer flexible configurations equipped with enhanced memory, high-speed I/O and industry-leading availability and reliability features—a combination designed to help reduce operating costs, simplify management and keep your virtualized infrastructure up and running.

The benefits of virtualization in your data center are clear:

- ✓ Scalable platforms that allow you to pay as you grow
- ✓ Highly available technology to help keep your virtual infrastructure up and running
- ✓ High-speed I/O that allows you to assign bandwidth as required for your virtualized applications
- ✓ The most memory capacity per processor to help you reduce server sprawl and power consumption
- ✓ Flexible server configurations so you can choose the one that is right for your business
- ✓ Optimized systems for faster time to value
- ✓ Open platforms that support a choice of industry-leading hypervisors from Microsoft®, VMware, Red Hat and SUSE
- ✓ The ability to consolidate multiple operating systems and software stacks on a single platform

COMPETITIVE DIFFERENTIATORS

- System x M4 servers have optional support for VMWare and USB keys Integrated into server hardware to help provide compatible, pre-tested and optimized hardware configurations
- IBM BladeCenter Foundation for Cloud provides a comprehensive, converged solution that brings together the hardware, software and services needed to quickly establish a robust virtualized environment.
- Competitive servers use the same processors, but only eX5 systems offer memory expansion, yielding the maximum performance for many workloads.
- All IBM BladeCenter blades, switches and adapters are interoperable in all chassis, providing investment protection and incredibly flexible, mix-and-match deployment choices.

IBM BladeCenter offers:

- The widest choice of compatible chassis, blade servers, storage and networking offerings
- Rock-solid availability with multiple layers of redundancy
- End-to-end reliability and a commitment to best practices
- Excellent power efficiencies with pioneering cooling technologies
- Superior I/O performance and switches based on open technology

BENEFITS

Server Virtualization:

- Up to 30-70% TCO savings
- Up to 33-50% floor space and facility costs
- 33-70% hardware costs
- Up to 50% maintenance costs
- Up to 33% support costs

Seller Call-to-Action

Customer Reference Video:

[Healthcare Association uses IBM BladeCenter servers and virtualization to “cure” server sprawl](#)



Server Optimization and Integration Services

Industry-leading practices to help you create a better server infrastructure.

Product Questions – see page 49

IBM Server Optimization and Integration Services can help organizations streamline their server environments while positioning their infrastructures for cloud computing and other new technologies. These services reduce IT complexity and cost by helping the client organization consolidate and virtualize its server environment. As a result, the client can develop a more flexible and resilient IT infrastructure—one that improves business agility. Concurrently, these services can help the client save money. By consolidating and virtualizing their servers, clients can often save 30 to 70 percent in the cost of managing, operating and maintaining their server environments. These savings are typically achieved within three to 12 months.

In addition to being a clear leader in information technology services, IBM's experience with servers of different makes, sizes and complexity gives us a unique edge in tailoring server consolidation and virtualization solutions to meet the client's unique business needs. No competitor can match the breadth and depth of the services we offer in this arena. As the largest single consumer of Oracle/Sun products, we have extensive experience in the management of these products. We are able to translate this experience into unmatched service for clients and prospects using Oracle/Sun platforms.

COMPETITIVE DIFFERENTIATORS

IBM's business and technology expertise, coupled with our proven best practices and tools, gives clients a competitive edge.

Key Competitors: HP/EDS, Sun/Oracle, Dell/Perot

IBM Offers:

- The ability to consolidate and virtualize heterogeneous server environments
- Experience with thousands of migrations to consolidated, virtualized environments
- A standardized methodology for consolidation and virtualization, and the tools to execute it
- A broad range of services to help the client build a consolidation and virtualization solution tailored to the organization's unique needs
- Lower-cost delivery achieved by utilizing IBM Global Delivery Centers with local teams
- The ability to complement our consolidation and virtualization work with solutions for security, network improvement, storage needs and more

PAIN POINTS

IBM Server Optimization and Integration Services can help clients and prospects who need to:

- Contain server sprawl
- Reduce labor, power, cooling and floor space costs
- Develop a business case to justify investment in server consolidation and virtualization
- Align IT with business priorities
- Develop a standardized infrastructure
- Improve utilization of existing server assets
- Improve server performance
- Better manage the server environment
- Identify appropriate workloads for virtualization

BENEFITS

- ✓ Contain server sprawl
- ✓ Reduce costs for labor, power, cooling and floor space
- ✓ Reduce total cost of ownership, improve return on investment
- ✓ Ease server management
- ✓ Improve server efficiency
- ✓ Improve hardware utilization
- ✓ Improve the business case for virtualization
- ✓ Improve corporate ability to react quickly to changing market conditions
- ✓ Improve alignment of IT with business priorities
- ✓ Ease deployment of new applications



IBM PureFlex System

An expert at sensing and anticipating resource needs to optimize your infrastructure.

Product Questions – see page 49

The time has come for a new category of systems: systems with integrated expertise that combine the flexibility of general purpose system, the elasticity of cloud and the simplicity of an appliance tuned to the workload—fundamentally changing the experience and economics of IT. IBM PureSystems are the first family of systems in this category, offering:

- ✓ **Built-in expertise:** capturing and automating what experts do—from the infrastructure to the application
- ✓ **Integration by design:** designed together, the deeply integrated and tuned hardware and software is delivered in a ready-to-go, workload-optimized system
- ✓ **Simplified experience:** making every part of the IT lifecycle easier with management integration across the entire system and a broad ecosystem of optimized solutions, all designed to work with your existing IT investments

Expert integrated systems are more than a static stack of well-tuned components. The PureFlex System combines compute, storage, networking, virtualization and management into a single infrastructure system that is expert at sensing and anticipating resource needs to optimize your infrastructure.

PATTERNS OF EXPERTISE

Patterns of expertise are proven best practices and expertise for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized and then built into the system, to deliver superior results:

- **Agility:** Faster time-to-value with expertise built into a solution that eliminates manual steps, automates delivery and supports innovation.
- **Efficiency:** Reduce costs and conserve valuable resources, to get the most out of your systems with energy efficiency; simple management and fast, automated response to problems. Built-in expertise optimizes your critical business applications to help you get the most out of your investments.
- **Simplicity:** Simpler skills requirements. Minimize complexity and easily consolidate diverse servers, storage and applications onto an easy to manage, integrated system.
- **Control:** Optimized patterns of expertise accelerate cloud implementations to lower risk by improving security and reducing human error.

A PureFlex System offers simplified acquisition. You can choose one of three pre-integrated, optimized configurations as your starting point. Each configuration is available with your choice of POWER7-based or Intel processor-based compute nodes.

- The Express configuration is designed for small and medium businesses and is the most affordable entry point into a PureFlex System.
- The Standard configuration is optimized for application servers with supporting storage and networking and is designed to support your key ISV solutions.
- The Enterprise configuration is optimized for scalable cloud deployments and has built-in redundancy for highly reliable and resilient operation to support your critical applications and cloud services.

BENEFITS

- ✓ Get up and running in hours, cutting months off deployment time of new application projects
- ✓ Accelerate industry capabilities with solutions from a broad open ecosystem
- ✓ Elastically adapt to workload spikes without overbuying
- ✓ Free up time from procuring supporting, testing and deploying assets
- ✓ Avoid delays due to limited IT skills or complex integration with factory integration and built-in expertise
- ✓ Deploy twice as many applications per square foot of data center space
- ✓ Cut lifecycle maintenance time in half with no downtime
- ✓ Lower risk and costs with automated provisioning and seamless scalability with security and resiliency
- ✓ Intelligently manage cloud environments



POWER7 and PowerLinux Servers with PowerVM

Power is server virtualization without limits.

Product Questions – see page 49

With the IBM Power Systems family of servers and IBM PowerVM virtualization solutions, an organization can consolidate large numbers of applications and servers, fully virtualize its system resources, and provide a more flexible, dynamic IT infrastructure. In other words, **IBM Power Systems with PowerVM deliver the benefits of virtualization without limits.**

IBM Power Systems servers integrated with PowerVM technology are designed to allow clients to build a dynamic infrastructure that will help them to reduce costs, manage risk and improve service levels.

PowerVM also offers a secure and resilient virtualization environment, built on the advanced RAS (reliability, availability and serviceability) features, extreme scalability and leadership performance of the IBM Power Systems platform.

BENEFITS

- ✓ Deliver services with superior economics by consolidating virtualized workloads
- ✓ Deliver services faster by automating deployment of virtual machines and storage
- ✓ Optimize utilization of server and storage resources to control cost and boost ROI
- ✓ Scale your virtualized deployments without paying underlying performance penalties
- ✓ Eliminate scheduled downtime by deploying live mobility between servers
- ✓ Deliver higher quality services by improving virtual resource management

VALUE PROPOSITION

Pain Point:

- Reduce IT costs by consolidating diverse workloads onto Power systems
- Optimize utilization of enterprise IT resources to boost ROI
- Minimize complexity of administration and automate standard processes

IBM PowerVM Solution:

- Consolidate diverse sets of applications built for multiple operating systems on a single server: **AIX®, IBM i, and Linux**
- Virtualize processor, memory, and other resources to increase asset utilization and reduce costs

Features:

- Hypervisor
- Micro-Partitioning™
- Dynamic Logical Partitioning

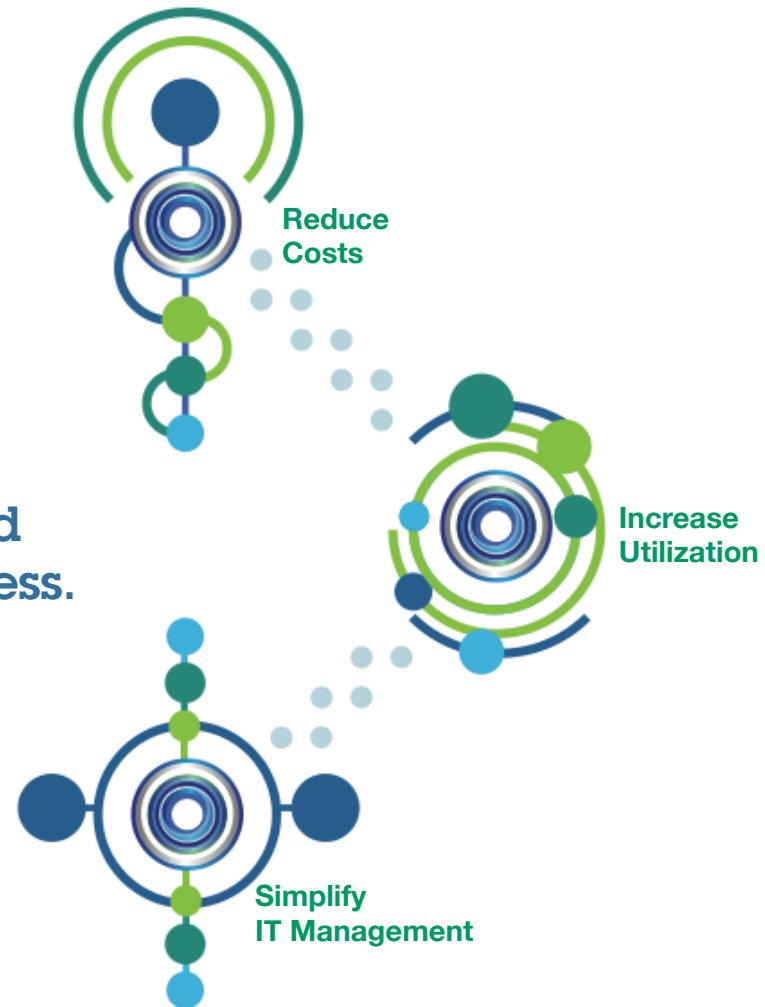
EMPLOYING VIRTUALIZATION

You can employ virtualization in many ways to achieve improvements in efficiency and flexibility:

- Consolidation of multiple workloads, including those on underutilized servers and systems with varied and dynamic resource requirements
- Rapid deployment and scaling of workloads to meet changing business demands
- Aggregation of system resources such as CPUs, memory and storage into shared pools for dynamic reallocation between multiple workloads
- Application development and testing in secure, independent domains
- Live mobility of active workloads between servers to support platform upgrades, systems balancing, or to avoid planned maintenance downtime



Building the engines of a Smarter Planet:
**Become more agile and
competitive by doing less.**



IBM Storwize V7000



The most powerful and easy-to-use innovative disk system in the storage marketplace.

Product Questions – see page 50

IBM Storwize V7000 offers an attractive set of functions integrated into one easy-to-use system that will appeal to current IBM and competitive storage users. IBM Storwize V7000 helps businesses:

- Deliver sophisticated enterprise-class storage function for midsize businesses
- Support your growing business requirements while controlling costs
- Provide up to 200% performance improvement with automatic migration to high-performing SSDs

Its extensive feature set and configuration flexibility make it highly competitive, which helps to speed the sales process. Data migration and virtualization functions make Storwize V7000 easy to integrate into existing environments and provide opportunities for implementation services offerings. Related software provides profitable upsell opportunities:

- Delivers linear pricing scalability, unlike EMC who increases prices more than double when scaling from CX4-120 to CX-240 or CX-480
- Can be sold small solutions and scale it within the same platform, without having to preselect future controller and be locked into specific model
- Great option to upsell premium software features and services for higher margins

COMPETITIVE DIFFERENTIATORS

Key competitors:

- EMC CLARiiON CX4
- HP EVA family

Top reasons why IBM is better:

- Extremely easy-to-use new GUI
- Wide range of enterprise-class functions built in that are additional cost with other systems
- Integrated with IBM Systems Director Storage Control and
- IBM Tivoli Storage Productivity Center

PAIN POINTS

- Resource constraints due to data growth are outpacing IT budgets.
- Storage infrastructure complexity is causing business inefficiency
- Storage performance is becoming a bottleneck in virtualized server environments
- Storage sprawl is causing storage and administration inefficiencies

Seller Call-to-Action

ESG White Paper:
[IBM Storwize V7000 Unified Unleashes the Power of Server Virtualization](#)

BENEFITS

- ✓ IBM Storwize V7000 Unified consolidates block and file storage in a single system for simplicity and greater efficiency
- ✓ Thin provisioning allows you to purchase only the disk capacity you need
- ✓ Enables near-continuous availability of applications through dynamic migration
- ✓ Supports faster and more efficient data copies for online backup, testing or data mining
- ✓ Offers flexible server and storage management
- ✓ Easy-to-use data management designed with a graphical user interface and point-and-click system management capabilities
- ✓ Metro Mirror and Global Mirror for replicating data synchronously or asynchronously between systems for backup efficiency
- ✓ SSD for applications that demand high speed and quick access to data
- ✓ RAID 0, 1, 5, 6 and 10



IBM FastBack for Storwize V7000

Enterprise-class recovery capabilities for IBM midrange storage.

FastBack provides the ability to replicate Storwize V7000 data off-site for Disaster Recovery and Business Continuity / Resilience:

- Replicate to another Storwize V7000 or to a Tivoli Storage Manager repository
- Uses inexpensive IP networks (WAN, Internet), and includes several bandwidth-saving technologies

FastBack is an advanced data protection and near-instant recovery software solution that can:

- Reduce the amount of data risk to almost zero
- Reduce the time to recover any amount of data to just minutes
- Improve data and application availability of critical servers in the data center
- Provide a comprehensive backup and recovery solution for remote/branch offices
- Help improve service level and reduce infrastructure/administrative costs

FEATURES & BENEFITS

- **Reduce the business risks and costs** associated with the loss of critical data
- **Policy-based replication over IP networks** provides low-cost disaster recovery option
- **Improved Recovery Point Objectives (RPO)** – reduce new data at risk from 24-hours to as little as the last transaction
- **Improved Recovery Time Objectives (RTO)** – reduce downtime following almost any data loss from hours/days to just a few minutes
- **Reduced data storage footprint** – incremental-forever backup, data deduplication and selective replication reduce capacity and bandwidth requirements
- **On-demand disaster recovery** – reduce the costs of standby hardware through use of bare machine recovery on dissimilar or virtual hardware*
- **Streamline e-mail recovery** – restore only the Exchange content that you need, not an entire mailbox or ‘brick’

ACHIEVE FAST ROI

- ✓ **Improve service levels & application availability**
 - Eliminate backup windows
 - Reduce time to recover (RTO)
- ✓ **Reduce costs**
 - Reduce storage capacity requirements
 - Reduce the need for tape, off-site transport
 - Reduce # of separate tools (Backup, DR, BC)
- ✓ **Mitigate risks**
 - Reduce data at risk of loss (RPO)
 - Fix the remote office data protection problem



Storage Optimization and Integration Services

Optimized performance for graceful, not wasteful, storage solutions.

Product Questions – see page 50

Improve your data storage to reduce costs and boost efficiency

Efficient data storage services are a business imperative: The demand for data storage capacity is already growing at an annual rate estimated to be as high as 30%. The digital universe is projected to grow from 1.8 zettabytes in 2011 to 72 zettabytes by 2015. Data storage virtualization and consolidation—although essential—no longer suffice. To optimize your storage environment, you need better data management throughout the full data life cycle.

Data storage services from IBM offer a consultative approach to achieving your storage goals by including cost savings, consolidating or eliminating devices, improving tiering, and increasing the effective capacity of your storage. For starters, we can help you optimize data storage virtualization for cost reductions, and prepare your infrastructure to be able to respond to business demands efficiently and painlessly. To further optimize your storage, we can also help you determine how best to manage your data throughout the full life cycle. By applying intelligent data analytics to your storage infrastructure, we can help you ensure that the right data is placed on the right storage at the right time.

Data storage services from IBM can help:

- ✓ Optimize your existing storage assets—helping you use more of what is on the floor, to reduce costs while laying a future foundation for your infrastructure.
- ✓ Identify opportunities to store data more efficiently—including big data—and make better use of the information that you are storing.
- ✓ Improve information accessibility and reliability by moving data to the right places at the right times.
- ✓ Ensure efficient storage allocation and governance, helping you establish standards that can be used to optimize provisioning, backup, replication and archiving.

COMPETITIVE DIFFERENTIATORS

- Deep experience, skills, tools.
- Help save money and simplify storage management by preventing the provisioning of storage that is misaligned with business requirements and value.
- Change storage requests from a reactive to a proactive process.
- Provide an approach that uses IBM's full data life-cycle management and service management methodologies and experience.

Key competitors:

EMC; HP / EDS; HDS

PAIN POINTS

- Explosion in storage growth
- Need to optimize, standardize and simplify storage requests to help reduce unnecessary over-provisioning and free up highly skilled personnel for higher value projects
- Lack of standardization and poorly defined storage tiers and service levels that lead to inefficient data placement, retention and archiving
- Need to better implement information life-cycle management within storage processes
- Need to reduce costs

Seller Call-to-Action

Offer: [Storage Optimization Self Assessment](#)

Video: [Optimizing Your Storage Infrastructure](#)



IBM Virtual Desktop for Smart Business (Desktop Virtualization)

Simplified, affordable remote access to desktop PCs with VERDE 6 from Virtual Bridges.

Product Questions – see page 50

IBM Virtual Desktop for Smart Business allows companies to:

- ✓ **Maximize efficiency:** Enable their employees access their workspace from any device as if it were their desktop PC in the office
- ✓ **Better coverage:** Extend PC life and decrease the cost of maintenance
- ✓ **Less complexity:** Administer desktop policy and security centrally
- ✓ **Lower cost:** Dramatically lower Total Cost of Ownership of today's desktop management and achieve a positive ROI in substantially less time than other IT projects

COMPETITIVE DIFFERENTIATORS

IBM Virtual Desktop for Smart Business is purpose-built for the desktop, to require less infrastructure to deploy and support VDI. IBM Virtual Desktop should be viewed as complementary to server virtualization offerings.

- Dramatically lower TCO – significantly less than the TCO of other virtualization offerings in the marketplace
- Multiple client support – Supports Windows and Linux desktops, as well as on-premises and hosted deployment models. Easily deploys applications requiring operating systems other than Windows.
- Access anywhere, anyhow – Supports on-campus, remote/branch office, and mobile users, both online and offline (Integrated offline VDI provides the ability to work in a disconnected mode with synchronization when connected).
- Servers and Clusters – VERDE servers authenticate and authorize user access to Gold Master Images based on corporate policy; sessions are then run directly from the servers.
- Gold Master Images – Gold Master Image provisioning reduces management significantly.
- AD/Directory integration – Seamlessly integrates with Active Directory, Novell E-directory and other Directory Services for AAA.
- Shared Storage – Works with Direct Attached Storage and any external shared storage NAS or SAN (Storage Optimizer caches I/O using Direct Attached Storage and lowers external storage requirements by half)
- Unified Management – offers unified management and reporting through a single console, and is adaptable for today's dynamic environment.
- The KVM Hypervisor provides better scalability, virtual machine mobility, and power efficiency.

PAIN POINTS

- Cost of managing PCs has escalated dramatically, today more than 15% of an organization's IT cost and growing rapidly.
- At the same time, IT departments are under significant pressure to reduce costs in both Capital Expense (CAPEX) and Operating Expense (OPEX). They cannot afford to continually upgrade these desktops.
- New versions of Microsoft Windows, desktop environments, and applications continue to roll out.
- Risk exposures exist from unsecured systems.
- Growing demand to support flex work and home office initiatives, for increasingly "consumer IT-savvy" end users.

Seller Call-to-Action

SMB Group White Paper:

[Doing More With Less: The Next Generation Virtual Desktop](#)



Building the engines of a Smarter Planet:

**To set your sights higher,
you need to know where to look.**





IBM Tivoli Live – Monitoring Services

Enable application and availability monitoring while controlling IT costs.

Product Questions – see page 51

IBM Tivoli® Live – monitoring services provides proactive monitoring, alerts, performance and capacity reporting, as well as dynamic reporting for your IT infrastructure, servers, applications, and network devices without the need for you to deploy additional hardware and administrative staff. Unlike other providers—who may require managed services to also be purchased—our services use affordable subscription pricing and are hosted at a global IBM delivery center, enabling you to reap the cost advantages of shared hardware while physically separating your data in a security-rich manner through virtualization.

- Provides a security-rich, enterprise-level monitoring solution using industry-leading Tivoli software
- Replaces upfront capital and licensing expenses with affordable, monthly subscription services
- Relieves IT burden with simple, scalable, self-service capabilities and built-in IBM best practices

BENEFITS

IBM Tivoli® Live – monitoring services is designed to help you provide:

- ✓ Foundational monitoring services to build on with additional services to become your client's trusted provider for service management
- ✓ An easier sell than traditional software
- ✓ Extensive reporting that you can use to create additional upsell and cross-sell opportunities
- ✓ On-boarding services with agent download and setup, appliance installation, and custom reports, alerts, and notification
- ✓ Management using the client's portal

COMPETITIVE DIFFERENTIATORS

Key competitors:
HP, BMC, ManageEngine

Top reasons why IBM is better:

- World-class experience and extensive skills in service delivery and service management software
- Delivery architecture through virtualization enables your data to be physically separated and secured, while still reaping the cost advantages of a shared infrastructure

PAIN POINTS

- Little to no visibility of the health and performance of the infrastructure
- Rising labor and capital costs to support IT infrastructure
- Lack of expertise to deploy and implement best practices for infrastructure monitoring and reporting

Seller Call-to-Action

Video:
[Tivoli Live Monitoring Services – Improving Service Delivery with Fast Return on Investment](#)

IBM SmartCloud Monitoring



Gain greater visibility into private cloud infrastructures while optimizing workloads.

Product Questions – see page 51

With IBM SmartCloud Monitoring, customers gain unprecedented visibility into cloud health and can optimize performance, saving hardware and software costs while improving service delivery:

- Enhance visibility into cloud infrastructure performance, including into environments containing both physical and virtualized components
- Seamlessly drill down from holistic cloud health views to detailed resource workspaces, for root cause analysis of problems
- Employ analytics for smarter capacity planning and workload placement

IBM SmartCloud Monitoring is a tool designed to monitor the health and performance of a private cloud infrastructure, tracking the availability of shared resources on the host at the same time as it tracks the consumption of those resources by individual virtual machines. It enables IT to optimize workloads by using built-in performance analytics, historical data, and health dashboards so they can proactively anticipate and avoid problems, thereby increasing service availability.

BENEFITS

- ✓ Built on a proven, market leading monitoring solution
- ✓ Benefit from new features, content, and reports immediately, without major upfront costs
- ✓ Ease of workload migration: Monitor and maintain the performance of business services as they move from physical to virtual machines
- ✓ Single solution for complete monitoring of mixed environments, so users have visibility and control into all areas of the infrastructure—physical, virtual and cloud
- ✓ Health dashboards enable users to quickly get a glimpse into the overall health of their cloud environment, while real-time proactive and predictive alerts help users identify and fix problems quickly
- ✓ Policy-driven analytics enables intelligent workload placement. It provides actionable recommendations on where to place workloads to gain the highest efficiency

COMPETITIVE DIFFERENTIATORS

IBM Advantages:

- Mature monitoring tool based on market leading monitoring solution
- Low cost and easy installation
- Monitors both physical and virtual environments
- Capacity analytics for balancing workloads
- Time-to-Value in Days/Weeks
- Real-time Reporting and recommendations for optimization
- A major differentiator of SmartCloud Monitoring is its ability to provide visibility through analytics to enable accurate and far-reaching capacity planning and optimization of cloud and virtual environments

FEATURES

- **Health dashboards** to provide an instant, consolidated glimpse into cloud health
- **Topology views** of the key interrelated components of the cloud
- **Reports** on the health trends of cloud components and workloads, powered by Cognos
- **What-If** capacity planning scenarios
- **Policy-Based** optimization to put workloads where they'll perform best, not just where they'll fit
- **Performance Analytics** for right-sizing of virtual machines
- **Integration** with industry-leading Tivoli service management portfolio

IBM Systems Director



Dramatically reduce operational complexity and costs. Significantly increase agility and efficiency.

Product Questions – see page 51

IBM Systems Director is the platform management backbone to achieve Smarter Computing. An integral component of the IBM Smarter Systems portfolio, IBM Systems Director enables integration with Tivoli, and third party management platforms, providing the building block for integrated services management. IBM Systems Director provides systems management personnel with a single pane of glass, helping reduce IT management complexity and cost.

- **Reduce Complexity** by:
 - Minimizing the time IT administrators spend on routine maintenance and troubleshooting
 - Reducing the number of management tools to manage the health of your physical and virtual servers
 - Providing on-demand view of your servers and their relationships to virtual servers, storage and networking systems
- **Manage Virtualization** by:
 - Reducing the number of tools used to create, monitor and relocate virtual resources for your Power servers
 - Minimizing the time and effort to deploy workloads on virtual servers from days to minutes
 - Simplifying management of heterogeneous physical and virtual environments with system pools
- **Manage Energy** by:
 - Improving energy efficiency when considering a data center upgrade or building a new data center because you are out of capacity in your existing facility
 - Identifying thermal problems for your Power servers, or cooling problems with your CRAC units
 - Utilizing the tools you need to identify trends in energy use in your IT operations center
 - Automating reductions in energy use for noncritical workloads

BENEFITS

IBM offers management solutions to help you reduce operational complexity, improve the efficiency of IT staff and systems, and help control costs while meeting business requirements for service delivery.

- ✓ Improve service delivery by consolidating the view of physical and virtual resources to manage servers
- ✓ Administer servers, storage, networks, applications and energy in a unified solution
- ✓ Manage virtualization to respond to changing business requirements
- ✓ Monitor physical and virtual servers at the platform, system, and enterprise level
- ✓ Maintain service availability by quickly identifying and resolving issues

SOLUTIONS

- **IBM Systems Director Express Edition:** Includes a set of management tools that can reduce operational complexity by providing a clear view of the relationships and health status of IT system components.
- **IBM Systems Director Standard Edition:** Includes features that can reduce the time and effort for workload deployment, as well as optimize energy usage and capacity.
- **IBM Systems Director Enterprise Edition:** Enables superior performance and availability management, and the automated resource balancing required for a dynamic infrastructure.



IBM SmartCloud Provisioning

Build a low-cost, highly scalable private cloud on a breakthrough IBM platform.

Product Questions – see page 52

While many companies need the flexibility, security and control that a private cloud offers, they don't want the complexity and risk of an advanced cloud implementation. For those seeking an easier and more affordable entry into cloud computing, IBM offers a low-cost, highly scalable option through IBM SmartCloud Provisioning.

SmartCloud Provisioning provides businesses with a true infrastructure—as-a-service (IaaS) cloud, reducing costs and providing a highly scalable, rapid deployment environment for running applications and reacting to dynamic changes in user resource demands. It works behind the scenes to prevent service outages by automatically working around hardware failures and supporting in-place adding, removing and upgrading of physical servers—all without configuration changes. In addition, it provides an easy first step toward cloud computing, providing a hardware- and hypervisor-agnostic approach and integrating with other IBM products to provide a comprehensive service management infrastructure.

SmartCloud Provisioning is a breakthrough entry-level platform that allows companies to get cloud-enabled within a few hours. It allows standardization of IT processes for new levels of operational efficiency, and it serves as a foundation for adding advanced cloud capabilities, including cloud orchestration, as needs change in the future.

IBM SmartCloud Provisioning helps businesses:

- Improve time to value with a reliable, non-stop cloud capable of automatically tolerating and recovering from software and hardware failures
- Reduce IT costs and complexity by enabling self-service requests and automating operations
- Create rapid scalability to meet business growth with near instant deployment of hundreds of virtual machines

VALUE PROPOSITION

SmartCloud Provisioning:

- Low-cost, lightweight true infrastructure as a service cloud technology
- Reduced operational expense and increased return on investment for virtualized environments
- Rapid time to value and unmatched automation and performance
- Improved performance against SLAs through highly automated, fault-tolerant parallel deployment of virtual machines

PAIN POINTS

- Underutilized assets particularly in development and testing environments.
- End-to-end integrated solutions don't ever get put together and tested because it takes too much time.
- Not able to provide agile service delivery that caters to changing business needs
- Increased downtime in their line of business.
- Not ready for advanced cloud capabilities but need the foundation to get there.

BENEFITS

- ✓ Reduce the costs of IT labor resources due to standardization and smart infrastructure provided by Service Agility Accelerator
- ✓ Customers can rapidly scale environments up and down thus enjoying greater infrastructure flexibility.
- ✓ Customers can get Infrastructure as a Service (IaaS) up and running in a days rather than weeks
- ✓ Scale to hundreds to thousand physical machines running thousands of VM
- ✓ Provide reliable non-stop cloud, capable of automatically tolerating and recovering
- ✓ Changes the game by providing high-speed provisioning unmatched by any competitors
- ✓ Broad platform offering – KVM, Xen and VMware - in support of virtualized environments



IBM Tivoli Storage Manager (TSM) FastBack for Storwize V7000

Helping provide advanced data protection and recovery for critical Windows and Linux servers.

Product Questions – see page 52

TSM FastBack is an advanced data protection and near-instant recovery software solution for critical Microsoft Windows and Linux application servers. TSM FastBack gives clients the power to quickly restore any amount of data, anywhere in the organization, from any previous point-in-time, following almost any type of data loss. TSM FastBack delivers:

- ✓ **Unmatched Recoverability** enables file, volume, bare-metal and granular recovery from a single image, providing full recoverability in less time.
- ✓ **Block-Level Continuous Data Protection and Near-Instant Restore** for Windows applications eliminates downtime.
- ✓ **Data Protection Flexibility** enables scheduled, frequent and continuous protection of data on a per-application basis from a single platform.
- ✓ **Advanced Data Reduction** through block-level, incremental-forever backup and target-side data duplication saves disk space.
- ✓ **Selective Replication** Lowers bandwidth usage enabling efficient centralized protection of remote office environments.
- ✓ **Tight Integration with Tivoli Storage Manager** enables a more unified recovery management platform across the entire enterprise.
- ✓ **Simplicity of Control** Intuitive interface allows for remote management with the flexibility of central control.

BENEFITS

Disk-based, block-level, incremental forever backup technology improves recovery point objectives (RPO) through continuous data protection (CDP) with very little impact on production servers.

Policy engine allows you to balance recovery requirements with the costs of storage and bandwidth on a per-application basis.

Instantly recover files, folders, volumes, and entire systems:

- FastBack Mount: drag-and-drop individual files from the backup repository
- Virtual Restore: provides near-instant access to large volumes while they are restored in the background
- Bare Machine Recovery: bring up an OS volume on a dissimilar server in < 1 hour.

PAIN POINTS

- Need to reduce the amount of data at risk between backups (from 24 hours to minutes)
- Need to reduce or eliminate backup windows.
- Need to reduce the time to recover from any data loss from hours/days to minutes.
- Need an automated, centrally-managed backup solution for remote offices.
- Need Bare Machine Recovery and/or granular e-mail object recovery to be part of the solution.
- Need a more space efficient backup solution.

Seller Call-to-Action

Trial: [Tivoli Storage Manager Fastback](#)



Technical Support Services

Increase availability and simplify management with integrated support for your multivendor, multiplatform IT environments.

Business leaders in all industries, in companies of all sizes, are focused on top-line revenue growth and bottom-line profit growth. More and more, organizations are looking to IT innovation to help them achieve those goals and to establish resilient yet flexible IT systems that enable them to run the business while changing the business.

Success in business demands a high-performance IT infrastructure that supports daily operations and business innovation initiatives. In response, companies have sought to meet performance demands and improve productivity by continually adding servers and software applications. Consequently, many organizations are overwhelmed by increasingly complex multivendor, multiplatform IT environments that are fragile, expensive to operate and difficult to support. Companies are now assessing what they should do to simplify their hardware and software environments. They need reliable, available support to help them keep their IT infrastructures and businesses running smoothly. And they need a trusted resource that they can work with to develop a long-term IT strategy.

COMPETITIVE DIFFERENTIATORS

Top Competitors:

- **HP Servers: Packaged Service and Support**—which provides information on about HP's packaged hardware and software service and support for HP's line of servers.
- **Oracle Sun Servers: Packaged Service and Support**—which provides information on Oracle's packaged hardware and software service and support for Oracle's line of Sun servers.

Top Reasons IBM is Better:

- IBM has a support presence in 209 countries/nations, speaking ~127 languages
- World-class remote technical support and local, on-site service infrastructure
- 70 Support Centers worldwide:
- Call entry and Level 1 remote technical support centers with national language support
- Level 2 remote technical support centers with higher-level skills and deeper product knowledge
- Last-level support centers, including:
- 8 global research laboratories
- 114 hardware and software development laboratories
- 583 network product (CISCO, Juniper) certified resources

BENEFITS

IBM's Technical Support Services can help clients:

- ✓ Realize better business value from their IT systems—while also reducing support costs
- ✓ Resolve hardware and software Technical Support Services for IBM and multivendor systems
- ✓ Minimize downtime risks and protect against outages
- ✓ Free up IT support spending so they can apply it to other IT investments
- ✓ Improve their IT staff productivity by automating or eliminating time-consuming tasks
- ✓ Achieve faster time to value for new IT investments.

Seller Call-to-Action

Whitepaper:
[Driving growth and innovation with a trusted support resource](#)

IBM Global Financing



Up and running in hours without the upfront cost.

The right virtualization solution can cut your IT costs by enabling you to optimize data center efficiency. The right funding strategy behind that solution can help lower your costs even further, speed up the return on your IT investment—and enable you to afford and realize your complete IT infrastructure goals during a tough economic climate.

No matter what the scope of your consolidation or virtualization project, IBM Global Financing can provide a customized financing and asset disposal solution for credit qualified clients that delivers access to capital and minimizes project and financial risk. Financing from IBM Global Financing can help you accelerate project implementation and simultaneously conserve cash for other strategic initiatives.

Match payments to anticipated benefits

IBM Global Financing offers funding options for every aspect of a virtualization solution—hardware, software and services—turning large upfront costs into affordable monthly payments in customized structures that match payments to anticipated benefits. We can help you create a comprehensive financing strategy for your total virtualization project that may include sale-leaseback, buyback or disposal of retired IT assets and pre-owned equipment.

For post-project IT requirements, customized financing and built in technology refresh cycles for your leased equipment can help you continue to optimize cash flow, minimize risk and lower your total cost of ownership.

ADDITIONAL OFFERS

Lease vs. Purchase: How to choose, Wohl Associates white paper:

http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=IGFE_GF_HF_US&htmlfid=GFL03081USEN&attachment=GFL03081USEN.PDF

IDC report : Strategic IT Acquisition Options: How Used Equipment Can Optimize IT Portfolios:

http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=IGFE_GF_HF_US&htmlfid=GFL03081USEN&attachment=GFL03081USEN.PDF

Robert Frances Group White Paper: IBM Power Systems Make Entry-Level Legacy Servers Obsolete:

<http://public.dhe.ibm.com/common/ssi/ecm/en/gfl03079usen/GFL03079USEN.PDF>

Robert Frances Group white paper: The Advantages of Leasing IBM Storwize V7000 Storage Systems :

<http://public.dhe.ibm.com/common/ssi/ecm/en/gfl03080usen/GFL03080USEN.PDF>

OFFERINGS

- [Virtualization financing](#)
- [IBM 0% Software Financing:](#) This easy-to-bid 0% interest rate offer on IBM Software for 12-month terms is ideal for all clients, especially those with tight budgets.
- [IBM 0% IBM Hardware Financing:](#) 0% financing available on a 12-month full payout lease. Product eligibility varies by country.
- [IBM Systems Solution Financing:](#) Get a 0% 36-month lease on the eligible hardware -plus 0% interest on software, other hardware and services- all for one rate, on one contract, with one monthly payment. Eligible Hardware North America: IBM System x, IBM Power Express Systems, Power Blade Servers and Storage mid-range disk systems. Eligible hardware in the [UK](#), [DE](#), [NO](#), [SE](#), [DK](#), [FI](#): IBM System x.

Seller Call-to-Action

Would you be interested in low cost leasing and financing options to spread the payments over time and provide an additional source of capital for your firm?

➤ Additional info: IBM Global Financing's C-Suite Selling guide:

https://www-304.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=9RjETCTKnToiPCA&locale=en_US&attachmentName=GFO03003USEN.PDF&token=MTMzODg2NDg1NjE3NQ==



LDR Dialogue Strategy

1

**Establish Trust
& Build Rapport**

page 31

2

**Identify &
Qualify Needs**

page 32

3

**Provide Solutions
& Value**

pages 33 – 35



Business & Contact Information – page 36



Target Audience

Size: Midmarket

Key Industries: All industries, particularly banking, retail, wholesale and industrial products

Roles/Titles: IT Decision Makers (CIOs, VPs, IT Managers, System Administrators)

➤ Across three phases in virtualization journey, target will have various installed IBM and/or competitive accounts

Example Call Opening: Gatekeeper Messaging (As Appropriate)

This is <____> from IBM/ [XYZ Company] in partnership with IBM. I want to discuss virtualization solutions to help your business to reduce operating costs and complexity through consolidation, along with software and tools to help manage and automate a flexible cloud environment.

May I speak with <Contact Name> to discuss how IBM Virtualization solutions could help you achieve a better future, faster?

➤ I wanted to know if <Contact Name> is the right person for me to talk to about how 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

Build Rapport

Partner With Gatekeeper

- ✓ Become an ally
- ✓ Help them, help you
- ✓ Schedule a callback

Example Call Opening

This is <____> from IBM/ [XYZ Company] in partnership with IBM. Businesses like yours need a flexible IT infrastructure to stay ahead of the competition by constantly innovating and improving, while keeping IT costs low. I would like to discuss with you how IBM can provide virtualization solutions for servers, storage and desktops to reduce operating costs and complexity through consolidation. We also provide software and tools to help you manage and automate a flexible, secure cloud environment.

So that I can properly match the right blade server to your company's needs, I would like to understand a little bit about your business objectives

IF YES (INTERESTED IN LEARNING MORE): Identify and qualify needs (probing/BANT questions)

IF NO: Use Phase-specific Probing Questions

PLEASE NOTE: If a relationship has already been established—acknowledge that relationship during the opening of the call

The Opening

1. State why you are calling
2. Explain what you want to accomplish
3. Schedule a Call Back if needed



Value Proposition



Change is constant. You need systems that can adjust to variable demands. IBM Virtualization Services deliver solutions that reduce complexity and costs to help your business be more agile. IBM's structured approach and proven methodology are designed to improve your data center management. Virtualization optimizes resources and improves availability. IBM and its Business Partners can guide you along the way and help to:

- ✓ **Overcome server sprawl and high system costs**
- ✓ **Increase IT efficiency and performance**
- ✓ **Gain better control and visibility, and automate processes**

In a virtual environment, you really can do more with less.

Phase 1 key questions and value statements, see page 33

Phase 2 key questions and value statements, see page 34

Phase 3 key questions and value statements, see page 35

Bant Questions

To help pair your needs with the best IBM Virtualization solutions, I would like to learn a few things about your business:

Budget	What best describes your (current) budget for IT infrastructure improvements and virtualization, such as for consolidation, automation or cloud computing?	<i>such as:</i> \$10K to \$50K, \$51K to \$100K, \$101K to \$250K, \$251K to \$500K, over \$501K	<p>Strive to ask open ended questions.</p> <p>Do NOT make it a questionnaire, make it a conversation.</p> <p>BANT</p> <ul style="list-style-type: none"> ✓ Budget ✓ Authority ✓ Needs ✓ Timing
Authority*	How would you describe your role in making decisions related to your company's IT infrastructure? Is there a point person for managing your virtualization initiatives and upgrades? <i>*If speaking with the influencer or below, GET DECISION MAKER'S NAME</i>	<i>such as:</i> Decision Maker, Influencer, Researcher, IT Strategist, CMO	
Needs	How do your IT resources ensure operational efficiency?	<i>such as:</i> consolidation, virtualization, managing workloads, automation processes, optimization, private cloud	
Timing	When do you plan on taking steps toward upgrading/updating your current systems and infrastructure?	<i>such as:</i> 0-4 months, 5-12 months, 13 to 18 months, over 18 months	



No Virtualization (Consolidate Resources)

Gain more from a less-crowded data center.

KEY QUESTIONS:

What's your current server utilization level?*

**If under 70% utilization, you are a candidate for improvement*

What are your plans for consolidation and virtualization?

How are you reducing costs and maximizing operational efficiencies?

How are you increasing sustainability amidst the rising costs of energy and server sprawl?

VALUE PROPOSITION:

With the help of IBM and its Business Partners, your company can overcome server sprawl, consolidate its resources and align costs with projected benefits. In addition to better meeting your evolving business needs, this will enable you to:

- ✓ **Reduce costs:** Fewer physical servers mean less power and cooling costs, plus a lower TCO of up to 70%.
- ✓ **Improve IT efficiency:** A less complex IT environment is easier to manage and is more responsive to fluctuating computing demands.
- ✓ **Increase sustainability:** Stop wasting energy through idle servers.

With solutions specifically designed and priced for midsize businesses, **such as System x, BladeCenter and Power Systems**—IBM can help you embark on your own path to virtualization.

Present Relevant Solutions and Provide Value

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 based on your business needs: <email relevant offers>

SET EXPECTATIONS:

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.

CAPTURE ADDITIONAL DECISION MAKER:

Is there anyone else within your organization that makes IT decisions?

CALL TO ACTION:

Customer Reference Video:

[Bryant University Cuts Costs with Energy Management Software from IBM](#)

For additional offers, see pages 39 – 41

Finalize Details or Set Up Lead for Follow-up

“Hot” lead: Specific offering interest and/or project defined. Timeframe to pursue: 0-4 months, budget identified or implied

“Warm” lead: Specific offering interest and/or project defined. Timeframe to pursue: 5-12 months, budget identified or implied

“Cold” lead: Timeframe to pursue: 13+ months, budget identified, implied or neither



REMINDER:

Capture name / title / phone number / email (*form on page 36*)



Basic Server Virtualization (Manage Workloads)

Go further with virtualization. You'll drive your business further too.

KEY QUESTIONS:

How much has your infrastructure grown in the last few years?

How are you managing the increased complexity and cost?

How do you balance workloads with today's fluctuating demands?

How are you improving efficiencies and driving up productivity?

VALUE PROPOSITION:

With the help of IBM and its Business Partners, your company can optimize virtual workloads and manage its infrastructure through a single “pane of glass” for simplified systems management and monitoring. This will enable you to:

- ✓ **Reduce costs:** By consolidating storage and desktop resources, hardware and energy bills will be lower.
- ✓ **Increase utilization:** With automated storage provisioning and data placement, resources are available when needed or released for other projects.
- ✓ **Simplify IT management:** With a single point of control, it's easier to manage systems and thereby free up IT staff to focus on other tasks.

With storage and desktop solutions, **such as Storwize V7000 and IBM Virtual Desktop for Smart Business**, IBM can help you derive even more value from your IT investment.

Present Relevant Solutions and Provide Value

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 based on your business needs: <email relevant offers>

SET EXPECTATIONS:

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.

CAPTURE ADDITIONAL DECISION MAKER:

Is there anyone else within your organization that makes IT decisions?

CALL TO ACTION:

IDC Whitepaper: [End to End Virtualization](#)

For additional offers, see pages 42 – 43

Finalize Details or Set Up Lead for Follow-up

“**Hot**” lead: Specific offering interest and/or project defined. Timeframe to pursue: 0-4 months, budget identified or implied

“**Warm**” lead: Specific offering interest and/or project defined. Timeframe to pursue: 5-12 months, budget identified or implied

“**Cold**” lead: Timeframe to pursue: 13+ months, budget identified, implied or neither



REMINDER:

Capture name / title / phone number / email (*form on page 36*)



Well Managed Virtual Infrastructure (Automate Processes)

See more productivity through greater visibility.

KEY QUESTIONS:

Have you thought about building a private cloud environment to pool key IT resources and reduce costs?

How much time are you spending on resolving problems on the network?

How are you aligning IT resources to your business priorities?

How are you responding to changes in business conditions?

VALUE PROPOSITION:

With the help of IBM and its Business Partners, your company can reap the benefits of a more flexible, responsive IT system. This will enable you to:

- ✓ **Improve IT productivity:** A single dashboard helps IT staff monitor and troubleshoot quickly and easily.
- ✓ **Increase agility:** A more flexible IT system can better meet and more rapidly adapt to changing business needs.
- ✓ **Enhance effectiveness:** Through automation, applications and services can be delivered more efficiently and consistently.

With **IBM Systems Director and Tivoli offerings**, IBM can provide you with a holistic, integrated view of your entire IT environment.

Present Relevant Solutions and Provide Value

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 based on your business needs: <email relevant offers>

SET EXPECTATIONS:

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.

CAPTURE ADDITIONAL DECISION MAKER:

Is there anyone else within your organization that makes IT decisions?

CALL TO ACTION

Analyst Report:

[Staged Approach to Virtualization Management](#)

For additional offers, see pages 44 – 48

Finalize Details or Set Up Lead for Follow-up

“Hot” lead: Specific offering interest and/or project defined. Timeframe to pursue: 0-4 months, budget identified or implied

“Warm” lead: Specific offering interest and/or project defined. Timeframe to pursue: 5-12 months, budget identified or implied

“Cold” lead: Timeframe to pursue: 13+ months, budget identified, implied or neither



REMINDER:


Capture name / title / phone number / email (form on page 36)



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 rapport with Gatekeeper/Influencer.

Capture the following information:

Type of Business	Industry:	
Business / Location Address	Street:	
	City, State, Zip:	
Primary Contact (Decision Maker)	Name:	
	Title:	
	Direct Phone/Email:	
Secondary Contact (Gatekeeper)	Name:	
	Title:	
	Phone/Email:	
Installed Products	IBM:	
	Competitive:	
Recommended Offering(s)	Primary:	
	Secondary:	
Phase in Virtualization Journey	Phase 1:	<input type="checkbox"/> No Virtualization
	Phase 2:	<input type="checkbox"/> Basic Server Virtualization
	Phase 3:	<input type="checkbox"/> Well Managed Virtual Infrastructure

May we have permission to contact you in the future via telephone or email concerning our IBM Virtualization solutions?
(Capture Yes/No)



High-Level Virtualization

Recommended Offers

Frost & Sullivan White Paper: Virtualization for Midsize Businesses: Keep Your Foot on the Accelerator

Summary: Download the Frost & Sullivan white paper to learn more about how partnering with IBM can help to realize the benefits of a fully virtualized, efficient and cost-effective IT infrastructure.

URL: http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=SNDE_SM_SM_USEN&htmlfid=SML12345USEN&attachment=SML12345USEN.PDF

Analyst Report: Does Your Virtualization Platform Matter?

Summary: Virtualization is one of the most powerful tools in the achievement of increased leverage and efficiency of those resources, while positioning organizations strategically for a cloud-computing model. The choice of virtualization method and tools can be a hard one, since the internal mechanisms that produce the efficiencies in the tool are not readily apparent to the people that are making the choices.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/pol03108usen/POL03108USEN.PDF>

Analyst Report: Best Practices for a Virtualized Infrastructure

Summary: By viewing solutions from a best practices perspective, an organization can get to a solution faster. In this paper we will highlight six best practices. We will then provide an overview of IBM's PowerLinux Open Source Infrastructure Services solution.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/pol03111usen/POL03111USEN.PDF>

Additional Offers

White Paper: Maximize Business Agility with IBM Virtualization

Summary: This white paper discusses how, with the help of IBM, you can increase your business value by carefully catering your virtualization strategy to your individual business needs.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/vsw03001usen/VSW03001USEN.PDF>

Hurwitz White Paper: The Journey to Cloud Computing: from experimentation to business reality

Summary: Read this paper for insight into the journey to enterprise cloud computing from a quality of service perspective, and the key elements that organizations need to focus on. The paper also provides an overview of what capabilities IBM Power Systems cloud solutions offer to support customers.

URL: http://www-03.ibm.com/systems/data/flash/smartercomputing/pdf/Journey_to_Cloud_Computing_-_from_experimentation_to_business_reality.pdf

Webcast: Private Clouds Float with IBM Solutions

Summary: Find out how Cloud Computing can make IT economics work for you in this webcast. Register now to learn and to hear best practices for managing virtualized systems, including standardizing virtualized images; managing the lifecycle of the images; monitoring the behavior of virtualized workloads and tracking the internal consumption of resources by user or workload; and automating provisioning tasks.

URL:

<https://event.on24.com/eventRegistration/EventLobbyServlet?>

[target=registration.jsp&eventid=301541&sessionid=1&key=4DAB6F7F5266186DF0BAEB7F1A23CD45&partnerref=IBM02&sourcepage=register](https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=301541&sessionid=1&key=4DAB6F7F5266186DF0BAEB7F1A23CD45&partnerref=IBM02&sourcepage=register)

High-Level Virtualization



Additional Offers – Cont'd.

IDEAS White Paper: Private Clouds Float with IBM Systems and Software

Summary: Read this paper for insight into how IBM offers its customers multiple pathways for deploying private clouds depending on how quickly customers want to achieve a ROI.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/xbl03006usen/XBL03006USEN.PDF>

Case Study: GHY – Architecturing an IT transformation for increased business innovation

Summary: Through a multistage process, GHY engaged in an IT transformation, integrating disparate platforms, automating processes, improving security and governance, and creating a private cloud. GHY reduced its IT budget by 14 percent and reduced time spent on server management by 90 percent, which helped significantly improve customer satisfaction and increase revenue growth.

URL: <http://www-01.ibm.com/software/success/cssdb.nsf/cs/ARBN-8EE388?OpenDocument&Site=corp&ref=crdb>

Video: IBM Virtualization Management Solutions

Summary: Watch the video to learn more about how IBM Virtualization Management solutions can help you manage physical and virtual resources across the technology infrastructure.

URL: <http://youtu.be/dD9MCiwfJ-s>

Video: IBM Maintenance and Technical Support Services

Summary: Watch the video to learn how IBM can help clients access support skills and overcome support complexity.

URL: http://www-935.ibm.com/services/us/gts/flash/mts/mts.html?cm_sp=MTE16297

Whitepaper: IBM Data Center Study

Summary: Coming Soon -- April -- IBM Data Center Study -- this groundbreaking new quantitative worldwide study will provide a new data center "maturity model" and will explore how efficient today's data centers are and how clients can increase the efficiency of their existing data center infrastructure.

URL: www.ibm.com/data-center/study



Phase 1: No Virtualization

Recommended Offers

Touch 1 Email Options:

Customer Reference Video: Bryant University Cuts Costs with Energy Management Software from IBM

Summary: 2 minute video detailing how IBM and APC, an IBM Business Partner, helped Bryant University, whose tech-friendly student body was taxing the capacity of its infrastructure, use virtualization and energy management software to reduce the number of servers from 75 to 40 and cut energy consumption by 15%.

URL: <http://youtu.be/H0N8p-VC3D8>

Video: Smarter Data Center -- Services for Server Optimization:

Summary: Virtualize servers through analytics. The optimizing servers through virtualization video describes how IBM analytical capabilities and automation tools can help quickly virtualize even the most complex workloads and applications. In doing so, these capabilities and tools help organizations improve server capacity and control IT costs.

URL: <http://www.youtube.com/watch?v=pf-LWJsvsZ8&feature=related>

Customer Reference Video: Healthcare Association uses IBM BladeCenter servers and virtualization to “cure” server sprawl

Summary: Watch the video to learn how the American Osteopathic Association (AOA) uses virtualization with IBM BladeCenter servers to benefit their business.

URL: <http://youtu.be/WVlWtzg88z8>

Video: “Virtualization without Limits”

Summary: Reduce cost and increase flexibility: IBM's unique 40-year history in virtualization comes to Power Systems clients through PowerVM technologies that enable clients to dramatically reduce systems administration costs by virtualizing everything in the data center.

URL: <http://youtu.be/LGkqe92iOPc>

Video: VMware and IBM ex5

Summary: This video discusses IBM ex5 and VMware, and the benefits of optimizing storage and servers for virtualization.

URL: http://www-03.ibm.com/systems/data/flash/systemx_and_bladecenter/VMware/index.html

Touch 2 Email Options:

White Paper: The Value of Virtualized Consolidation

Summary: Read the white paper to learn how your business can effortlessly balance workloads, and easily meet business demands with IBM POWER7 systems.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/poe03009usen/POE03009USEN.PDF>

Analyst Report: IBM x86 Servers in the Cloud

Summary: New System x3650 M4 and x3550 M4 rack servers and x3500 M4 tower server built on Intel® Xeon® E5 processors, are positioned as an excellent platform to deploy virtualization and private clouds.

URL: https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=stg-web&S_PKG=500021337

Analyst Report: IBM ex5: Breaking Virtualization Barriers?

Summary: This report reviews at IBM's ex5 innovations and discusses how IBM and VMware are working together to help customers get the most out of their system investments.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/xsl03027usen/XSL03027USEN.PDF>



Phase 1: No Virtualization

Recommended Offers – Cont'd.

Touch 3 Email:

Tool: IBM Systems Consolidate Evaluation Tool

Summary: The IBM Systems Consolidation Evaluation Tool, from Alinean, Inc., can help you obtain an independent view of potential savings. In a matter of minutes you can see high level, quantifiable results for potential total cost of ownership and critical financial savings. The tool provides a high level analysis of your systems environment costs based on your projected growth needs and server replacement cycles over the next 5 years.

URL: <http://www-03.ibm.com/systems/tools/scon/index.htm>

Additional Offers

Demo: IBM Systems Consolidate Evaluation Tool Demonstration

Summary: Watch the demo to preview the IBM Systems Consolidation Evaluation Tool, from Alinean, Inc. The tool provides a high level analysis of your systems environment costs based on your projected growth needs and server replacement cycles over the next 5 years.

URL: http://www-03.ibm.com/systems/data/flash/migratetoibm/consolidationtool/IBM_Systems_Consolidation_Evaluation_Tool_Demo.htm

Clabby Analytics Advisory White Paper: Workload-Optimized Systems for Superior Business Value

Summary: This white paper discusses why making the right server choices can overcome challenges, by comparing x86 multi-cores with Power Systems and mainframes.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/pol03079usen/POL03079USEN.PDF>

Solution Brief: VMware and IBM lower IBM investments with virtualization

Summary: Read the solution brief to see how to create a virtualized infrastructure with VMware and IBM System x, which enables your business to end server sprawl, while increasing IT flexibility.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/xss03066usen/XSS03066USEN.PDF>

Data Sheet: “IBM PowerVM: Virtualization without limits”

Summary: This data sheet describes the benefits of server virtualization with PowerVM for IBM Power Systems servers and blades.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/pod03015usen/POD03015USEN.PDF>

Management Brief: Value Proposition for IBM Power Systems: Comparing Costs of IBM PowerVM and x86 VMware for Enterprise Server Virtualization

Summary: Read this paper for a comparison of IBM PowerVM and x86 VMware in server virtualization.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/pol03023usen/POL03023USEN.PDF>

Video: Introduction to PowerVM

Summary: This video introduces PowerVM – the leadership virtualization solution for IBM Power Systems.

URL: <http://youtu.be/QSf675VyKhs>



Phase 1: No Virtualization

Additional Offers – Cont'd.

Video: Virtualization with System x

Summary: This video discusses the benefits of virtualization, specifically in relation to IBM System x servers

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

Video: Virtualization with BladeCenter

Summary: This video discusses the benefits of virtualization, specifically in an IBM BladeCenter environment.

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

Video: PowerVM Live Partition Mobility

Summary: Watch this video for a look at the benefits of implementing PowerVM with Live Partition Mobility to eliminate planned downtime by moving running workloads from one IBM Power Systems server to another without user disruption.

URL: http://youtu.be/0Q8IXQJ_8bw

Video: PowerVM Active Memory Sharing

Summary: Watch this video to learn how with PowerVM Active Memory Sharing you can dynamically reallocate memory between multiple running workloads on IBM Power Systems, to optimize resource utilization.

URL: <http://youtu.be/-UUIJFvHccM>

Demo: BladeCenter HS23

Summary: Watch this demo for an introduction to BladeCenter HS23 and the benefits for your business.

URL: <http://www.youtube.com/watch?v=kFCe87Mz468>

Assessment: Complimentary Migration Assessment for IBM PowerLinux

Summary: A complimentary IBM migration assessment for customers that examines the business and technical aspects associated with migrating to IBM PowerLinux.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/pof03018usen/POF03018USEN.PDF>

IDC White paper: Expert Integrated Systems: A Next-Generation Computing Platform

Summary: This white paper discusses an important sea change happening in IT: the development of expert integrated systems. Converged systems are becoming increasingly important in the systems market. Similarly, convergence is occurring in middleware core runtime services for application development and deployment that are being unified as an enterprise application platform. Given the similarity in derived value propositions, converged systems and platforms are coming together as integrated systems; with the addition of capabilities focused on deployment, management, and optimization, integrated systems become expert integrated systems.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/wal12347usen/WAL12347USEN.PDF>

White paper: Businesses are ready for a new approach to IT

Summary: With IBM PureSystems, you can consolidate workloads to reduce the total cost of ownership for your IT infrastructure. Simplify your IT infrastructure and reduce data center complexity. Deliver new services more rapidly and add capacity cost-effectively.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/waw12345usen/WAW12345USEN.PDF>



Phase 2: Basic Server Virtualization

Recommended Offers

Touch 1 Email:

IDC Whitepaper: End to End Virtualization

Summary: This comprehensive IDC white paper covers the journey to cloud and also includes two case studies highlighting the experiences of clients as they begin to implement server virtualization and progress toward cloud.

URL: http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_VS_VS_USEN&htmlfid=VSL03002USEN&attachment=VSL03002USEN.PDF

Offer: Whitepaper- A blueprint for smart storage management

Summary: In this white paper, IBM discusses how IT managers can use automation and analytical tools to store only the information needed, and only for as long as it needs to be stored. At the same time, these tools can help IT managers and other IT professionals get more from their existing storage infrastructure through virtualization, proper tiering, consolidation and monitoring.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/ciw03079usen/CiW03079USEN.PDF>

Touch 2 Email:

SMB Group White Paper: Doing More With Less: The Next Generation Virtual Desktop

Summary: This paper discusses key obstacles that prevent mid-market businesses from deploying virtual desktops. Then, how VDSB provides companies with a better user experience in an easier-to-deploy and manage virtual desktop. Examines how VDSB alleviates the technical and cost hurdles.

URL: <https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/BAL03005USEN>

Smart Business Desktop on the IBM Cloud offer needed here – TBD; IBM to confirm

Touch 3 Email:

Tool: Storage Efficiency Calculator

Summary: The Storage Efficiency Calculator shows you how to maximize capacity and save money using essential technologies like: Virtualization, Thin provisioning, Compression, and Automated tiering

URL: https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=sto_eff_calc

ESG White Paper: “IBM Storwize V7000 Unified Unleashes the Power of Server Virtualization”

Summary: The path to the cloud requires efficient, virtualized infrastructure—and that means virtualizing all components of the infrastructure, not just servers. Servers don’t work alone. They need a next-generation storage system designed for virtualization and the cloud. In addition, virtualization will cause ripple effects in networking and security, as well as in the management of people and processes.

URL: http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_TS_DS_USEN&htmlfid=TSW03120USEN&attachment=TSW03120USEN.PDF

Offer: Storage Optimization Self Assessment

Summary: Optimizing your storage infrastructure can help reduce expenses on energy, management and administration of your storage environment and improve availability and service levels. Find out where you are today and where you need to be to manage your storage infrastructure more efficiently.

URL: <http://www-935.ibm.com/services/us/its/html/storageoptimization.html>

Offer: Optimizing Your Storage Infrastructure

Summary: Watch the Optimizing your Storage Infrastructure video for IBM insights on storage optimization

URL: http://www.youtube.com/watch?v=u_LWdQuzZIM



Phase 2: Basic Server Virtualization

Additional Offers

Tool: IBM Storwize V7000 Business Advantage Calculator

Summary: Discover your savings with IBM Storwize V7000 business advantage calculator

URL: https://roianalyst.alinean.com/ibm_stg/AutoLogin.do?d=432494161287811817

Tool: IBM Virtual Desktop for Smart Business TCO/ROI Calculator

Summary: TBD

URL: <http://www.compariv.com/tco/ibm/login.do?appType=3>

Video: IBM Storwize V7000 GUI Animation

Summary: Watch this short video to see the IBM Storwize V7000 Graphic User Interface in action.

URL: <http://youtu.be/QZGBP4XuUg>

Alinean White Paper: “IBM Storwize V7000 TCO White Paper”

Summary: This white paper contrasts the TCO of the IBM Storwize V7000 with a comparable competitive solution for a medium sized storage application. Leveraging the virtualization and thin provisioning capabilities of the IBM Storwize V7000 enables utilization improvements of at least 30% and can reduce growth by up to 20% compared to the competitive solution.

These benefits are key drivers for providing a robust, scalable, and manageable storage environment with significant savings over competitive alternatives.

URL: <ftp://public.dhe.ibm.com/common/ssi/ecm/en/tsl03017usen/TSL03017USEN.PDF>

Analyst Report: IBM Easy Tier Enables Storwize V7000 Users to Get the Most Out of Solid State Drives

Summary: IBM Storwize V7000 users now have the tools in Easy Tier and its associated software tool Storage Tier Advisor to evaluate the benefits of, plan for, deploy, and manage on an ongoing basis SSDs in combination with existing HDDs.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/tsw03061usen/TSW03061USEN.PDF>

White Paper: A Blueprint for Smarter Storage Management: Optimizing the storage environment with automation and analytics

Summary: This paper targets IT managers to describe the “how to” and benefits – using real client case studies of storage optimization services.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/sdw03023usen/SDW03023USEN.PDF>



Phase 3: Well Managed Virtual Infrastructure

Recommended Offers

Touch 1 Email:

Analyst Report: Staged Approach to Virtualization Management

Summary: Staging allows virtualized infrastructure to be fully and seamlessly introduced into IT processes with Tivoli's Service Management capabilities. The approach also enables the unification of physical and virtual management across the server, storage, and network domains, which is an important concern for users as they gradually phase in virtualization while continuing to maintain existing systems.

URL: https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=sw-infomgt&S_PKG=wp-staged-approach&S_CMP=VIRT

Touch 2 Email:

Thought Leadership: "Providing effective endpoint management at the lowest total cost"

Summary: Read this thought leadership white paper to learn more about endpoint management technologies and how they can benefit your business.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/tiw14075usen/TIW14075USEN.PDF>

Video: Tivoli Live Monitoring Services – Improving Service Delivery with Fast Return on Investment

Summary: Watch this short video to hear about the three types of services we provide customers to address the challenges around monitoring a heterogeneous IT infrastructure.

URL: <http://youtu.be/vFB6gQtrOGU>

Touch 3 Email:

Trial: Tivoli Storage Manager Fastback

Summary: Download a 30-day, no-cost trial version of Tivoli Storage Manager FastBack for Workstations, the automated backup solution for desktops and laptops from IBM.

URL: http://www14.software.ibm.com/webapp/download/preconfig.jsp?id=2010-06-18+13:25:18.994175R&S_TACT=104CBW71&S_CMP=

Additional Offers

Trial: Tivoli Endpoint Manager

Summary: Download the trial for an evaluation period of 30 days.

URL: <http://www.ibm.com/developerworks/downloads/tiv/endpoint/>

White Paper: "Unleash the hidden power of IT"

Summary: Unlock the full power of IT through simplified, efficient and comprehensive management of the technology environment. Then put it to work for the business. This white paper discusses a key part of the IBM vision, where the entire infrastructure becomes part of a unified, integrated whole that is visible and closely controlled from end to end. When combined with adaptive, virtualized technology resources, **systems management** can create unprecedented levels of business agility. Many businesses have already invested in virtualization technology and are experiencing costs savings, but with systems management the business is able to utilize those assets more effectively.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/sww14009usen/SWW14009USEN.PDF>

Exec Summary: IBM Tivoli Endpoint Manager, built on BigFix Technology

Summary: Read the white paper to learn how IBM Tivoli Endpoint Manager provides an efficient, cost-effective way to maintain visibility and control when computing devices become so numerous and heterogeneous that it's hard to tell what you have, whether they're secure and compliant, or how to manage them.

URL: http://public.dhe.ibm.com/common/ssi/ecm/en/tie14001usen/TIE14001USEN_HR.PDF



Phase 3: Well Managed Virtual Infrastructure

Additional Offers – Cont'd. (1)

White Paper: Why switch to IBM Tivoli Endpoint manager, built on BigFix technology?

Summary: Read this white paper to learn the benefits of IBM Tivoli Endpoint Manager, and how it can offer your business a complete, accurate and up-to-the-minute situational awareness.

URL: http://public.dhe.ibm.com/common/ssi/ecm/en/tis14075usen/TIS14075USEN_HR.PDF

White Paper: IBM Tivoli Endpoint Manager: Control for retail environments

Summary: Read the white paper to learn how, with IBM Tivoli Endpoint Manager, a retail company can manage what may be hundreds of thousands of computing devices—everything from servers to point-of-sale (POS) terminals, self service kiosks, desktop computers and roaming laptops—in worldwide locations.

URL: http://public.dhe.ibm.com/common/ssi/ecm/en/tis14085usen/TIS14085USEN_HR.PDF

Web Article: Energy Management with IBM Tivoli: Get Power over Power

Summary: Explore this web article to learn more about the IBM Tivoli Endpoint Manager (TEM) family of solutions.

URL: <http://www-01.ibm.com/software/tivoli/beat/05172011.html>

Web Article: Centralize Endpoint Management with IBM Tivoli

Summary: Explore this web article to learn more about IBM Tivoli Endpoint Manager (TEM).

URL: <http://www-01.ibm.com/software/tivoli/beat/02152011.html>

Demo: IBM SmartCloud Provisioning Launchpad

Description: The IBM SmartCloud Provisioning demo launchpad shows how you can leverage this breakthrough entry-level solution to implement a low-cost, easy to use private cloud and reduce IT costs and complexity through advanced cloud management capabilities.

URL: https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=swg-spsm-tiv-bsm-dm&S_PKG=IBM-SmartCloud-Provisioning-Demo-Launchpad

Ungated URL: http://ibmtvdemo.edgesuite.net/software/tivoli/demos/2012-02_smartcloud_provisioning_launchpad/index.html

Trial: 30-Day Trial IBM SmartCloud Provisioning

Description: See IBM SmartCloud Provisioning in action. Register for the 30-day trial now.

URL: http://www.ibm.com/developerworks/downloads/tiv/smartcloud/?cm_sp=MTE21683

Pricing Promotion: IBM SmartCloud Provisioning

Description: 50% Discount Limited Time Promotion

URL: <http://www-01.ibm.com/software/tivoli/products/smartcloud-provisioning/>

Case study: Dutch Cloud BV delivers highly available, cost-efficient services

Description: By implementing IBM SmartCloud Provisioning software, Dutch Cloud simplified and standardized its cloud infrastructure and improved efficiencies through dynamic provisioning and self-service capabilities.

URL: http://www-01.ibm.com/software/success/cssdb.nsf/CS/SSAO-8S5SCW?OpenDocument&Site=corp&cty=en_us

Whitepaper: Taking control of the virtual image lifecycle process

Description: Read the white paper to learn more about the benefits of virtualization, and how they are being realized for many companies in the form of highly portable and flexible portable images.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/tiw14068usen/TIW14068USEN.PDF>



Phase 3: Well Managed Virtual Infrastructure

Additional Offers – Cont'd. (2)

Solution brief: Unlock the value of virtualization with the IBM SmartCloud Foundation

Description: Read the whitepaper to learn more about how you can realize the full potential of virtualization with the help of IBM and its SmartCloud Foundation of capabilities.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/tis14051usen/TIS14051USEN.PDF>

Forrester Whitepaper: From Virtualization To Cloud: A Worthwhile Journey

Description: Read the white paper for an analysis of NA organizations and their desire for private cloud, the benefits they hope to achieve, the challenges they face in getting there, and suggestions to overcome these challenges to deliver cloud success.

URL: http://public.dhe.ibm.com/software/tivoli/resource-center/whitepapers/IBMCloudDC_TAP_FINAL_1_9.pdf

IDC Whitepaper: End-to-End Virtualization: A Holistic Approach for a Dynamic Environment

Description: Read the white paper to learn more about the cloud-like attributes of the latest generation of virtualization, and how it can benefit your company.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/vsl03002usen/VSL03002USEN.PDF>

Webcast: Manage Complexity and Optimize your Cloud Infrastructure with the Cloud-Enabled Data Center

Description: Companies are turning to cloud computing to speed the delivery of innovative products and services. Recognizing that adoption patterns are emerging for cloud, this session will provide strategies and projects to get companies started—leveraging the flexibility, speed and economy of cloud computing by expanding beyond infrastructure virtualization, providing disciplined service delivery with security, resiliency, scalability and integrated service management.

URL:

<http://event.on24.com/eventRegistration/EventLobbyServlet?target=lobby.jsp&eventid=359963&sessionid=1&key=EF66F2B3D748EBAA87A1852BDA9777FC&eventuserid=62444443>

Gartner Report: Magic Quadrant for Application Performance Monitoring

Description: In their latest release of the 2011 Magic Quadrant for APM, Gartner has identified IBM Tivoli as the leader . Gartner recognizes that IBM remains a thought leader at the forefront of the APM industry.

URL: http://www.ibm.com/ibm/servicemanagement/us/en/analyst-reports/gartner-APM.html?cm_sp=MTE20540

Ptak/Noel Analyst Report: Tivoli's Predictive Analytics Strategy

Description: This paper outlines IBM Tivoli's progress in incorporating predictive analytics into Tivoli's integrated service management solutions. This paper also discusses how IBM Tivoli's analytics strategy has expanded to incorporate new technologies from IBM's recent acquisitions (Cognos, SPSS, Netezza, etc.).

URL: https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=swg-spsm-tiv-bsm-dm&S_PKG=PtakNoel-IBM-Tivoli-Predictive-Analysis-final

Demo: Simplify Cloud Management with IBM SmartCloud Monitoring

Description: This demo will provide an overview of the IBM SmartCloud Monitoring is a comprehensive solution for monitoring your Cloud and Virtualization environment. This session will give an overview of the solution and provide a demonstration of key capabilities.

URL: https://de202.centra.com/main/Registrar/NewRegistration.jsp?event_id=000000605ae4440134e542dc87007e8e&locale=en_US&domain=/Customers/tivoli&source=

Pricing Promotion: IBM SmartCloud Monitoring

Description: 15% Discount Limited time Promotion

URL: <http://www-01.ibm.com/software/tivoli/products/smartcloud-monitoring/>



Phase 3: Well Managed Virtual Infrastructure

Additional Offers – Cont'd. (3)

Video: Introducing IBM SmartCloud Monitoring

Description: Watch the video to learn how IBM SmartCloud Monitoring helps monitor & optimize virtual infrastructure + virtual servers within, ensuring high availability & policy-driven placement of critical workloads.

URL: http://www.youtube.com/watch?v=WhS95NXH_Ds

F&S White Paper: IBM Systems Director: Platform Management Backbone and Baseline for Integrated Service Management

Summary: This report will analyze IBM Systems Director, which integrates server, storage and network resources to reduce complexity and enhance integration, with modules that address virtualization management, energy management, and integrated management of network and storage resources. It will show how combining IBM Systems Director, with a multivendor manager of managers (MOM) solution, IBM Tivoli, can make the vision of Integrated Service Management a reality for both enterprises and CSPs.

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/xbw03014usen/XBW03014USEN.PDF>

White Paper: Rewriting the rules of patch management

Summary: Read this white paper to learn how IBM Tivoli Endpoint Manager, built on BigFix technology, combines the separate pieces of the patch management puzzle into an intelligent, simplified solution that streamlines and optimizes the process of researching, assessing, remediating, confirming, enforcing and reporting on patches.

URL: http://public.dhe.ibm.com/common/ssi/ecm/en/tiw14065usen/TIW14065USEN_HR.PDF

Thought Leadership: Smarter, faster endpoint management through automation and innovation

Summary: Read the thought leadership white paper to learn how IBM Tivoli Endpoint Manager answers your endpoint challenges quickly and accurately.

URL: http://public.dhe.ibm.com/common/ssi/ecm/en/tiw14063usen/TIW14063USEN_HR.PDF

Demo: Automatically Managing Endpoint Patches

Summary: May Yang, Application Engineering Manager at IBM, explains how patch management is done with Tivoli Endpoint Manager.

URL: http://ibmtvdemo.edgesuite.net/software/tivoli/demos/TEM_PatchMgmt_SME/index.html

Edison Group White Paper: Managing Complexity in the x86 Data Center: The User Experience

Summary: This white paper explores which management platform provided the best user experience and therefore could deliver the most efficient management solution: Dell Management Console, HP Systems Insight Manager, and IBM Systems Director

URL: <http://public.dhe.ibm.com/common/ssi/ecm/en/vsw03004usen/VSW03004USEN.PDF>

Video: Power Management with Tivoli Endpoint Manager

Summary: Watch this video to learn more about Power management with Tivoli Endpoint Manager.

URL: <http://youtu.be/EHoenpbfmM>

Demo: Tivoli Endpoint Manager for Power Management

Summary: This video shows four main functions of Tivoli Endpoint Management for Power Management: how to view power tracking information via the Power Management Dashboard, how to change power management settings through the Power Profile Wizard, how to engage end users through client side dashboards, and finally, how to view Web reports to track power and cost savings over time.

URL: http://ibmtvdemo.edgesuite.net/software/tivoli/demos/TEM_Pwr_Mgmt_Demo/index.html



Phase 3: Well Managed Virtual Infrastructure

Additional Offers – Cont'd. (4)

Case Study: Chichester School District

Summary: Read the case study to learn how the integrated patch and power management capabilities of IBM Tivoli Endpoint Manager, built on BigFix technology, provides IT staff with real-time information on remote computers to simplify patch processes, conserve energy and reduce onsite troubleshooting.

URL: http://www-01.ibm.com/software/success/cssdb.nsf/CS/LWIS-8FFTH9?OpenDocument&Site=corp&cty=en_us

Case Study: Edmonton Public School Board

Summary: Read the case study to learn how, with a comprehensive endpoint management solution, software upgrades and asset inventory now take a fraction of the time that they previously required, saving resources and making it easier for staff to use existing equipment and maintain compliance with licensing requirements.

URL: http://www-01.ibm.com/software/success/cssdb.nsf/cs/LWIS-8EE8UU?OpenDocument&Site=corp&cty=en_us

Case Study: Western Federal Credit Union: Achieves cost reduction with improved endpoint management

Summary: Read the case study to learn how IBM Tivoli Endpoint Manager, built on BigFix technology, provides a single, unified management console to automate endpoint management —significantly improving patching and reducing the person-hours associated with software distribution and updates.

URL: http://www-01.ibm.com/software/success/cssdb.nsf/cs/SSAO-8DMMZB?OpenDocument&Site=default&cty=en_us

Case Study: Tax Tech: Making PC support less taxing

Summary: Read the case study to learn how IBM Tivoli Endpoint Manager, built on BigFix technology, enables Tax Tech to easily patch and protect widely dispersed leased PCs. Enabling them to reduce the software update and patching process from 20 people to 1 person, and remediation time from weeks to hours; reduced call volumes from up to 100 to fewer than 20 calls per day; supported compliance efforts, satisfying audit requirements for endpoint management

URL: http://www-01.ibm.com/software/success/cssdb.nsf/cs/SSAO-8DMNL4?OpenDocument&Site=default&cty=en_us

Case Study: Sun Trust Banks

Summary: Read the case study to learn how SunTrust uses IBM Tivoli Endpoint Manager, built on BigFix technology, to maintain vigilance over the software running on its computers and previously undocumented IT assets on the network.

URL: http://www-01.ibm.com/software/success/cssdb.nsf/CS/LWIS-8EE8FF?OpenDocument&Site=corp&cty=en_us



Phase 1: No Virtualization

PRODUCT NAME	KEY QUESTIONS
System x M4 & eX5 and BladeCenter	<ul style="list-style-type: none"> Do you have servers that are older than two years old? Are your workload requirements growing? Do you need to consolidate and simplify your IT environment? Are you fearful of adding to or replacing your current servers? Is your current IT infrastructure inflexible and unable to grow? Do you require server solutions that are value priced and yet still offer all of the configuration flexibility and redundancy features you need to meet your application requirements and keep your business up and running?
IBM Server Optimization and Integration Services	<ul style="list-style-type: none"> Would you like to consolidate servers to reduce data center complexity, lower costs and increase infrastructure flexibility? Would you like to virtualize servers to reduce costs, increase return on current server investments and prepare for cloud computing? Would you like to more fully optimize your underutilized Microsoft Windows x86 infrastructure?
IBM PureFlex System	<ul style="list-style-type: none"> Would you like to free up your system administrators from basic management tasks to focus on more strategic projects? Would you like to improve your control through enabling simplicity/automation and ensuring security/compliance? Do you want to reduce overall costs and operational expenses by consolidating your resources? Do you need to increase speed and responsiveness of your resources within your enterprise?
IBM POWER7 and PowerLinux	<ul style="list-style-type: none"> Are you tired of high Microsoft software costs and uncontrolled server sprawl? Is too much of your IT budget spent managing, maintaining, securing and upgrading systems? Is your current IT infrastructure adequate enough to support your business growth? Do your x86 servers provide the security and resiliency you need to keep your business running smoothly?



Phase 2: Basic Server Virtualization

PRODUCT NAME	KEY QUESTIONS
IBM Storwize V7000	<ul style="list-style-type: none"> How fast is your storage environment growing? Are you concerned about how well utilized your storage is or your staff's ability to support this growth? Could your business benefit from more flexible configuration choices and a broader range of scale and performance options? How satisfied are you with the cost effectiveness of your current storage?
IBM Storage Optimization and Integration Services (GTS)	<ul style="list-style-type: none"> Are you requesting and provisioning storage services according to the needs of your business? Does your storage request process promote the correct use of your storage tiers and the correct sizing of storage allocations? Do you want to enable more consistent storage processes and governance? Do you have one request process that addresses storage back-up, for new and existing applications? Are you able to enforce standards in your current storage?
IBM Virtual Desktop for Smart Business	<ul style="list-style-type: none"> Are you looking for ways to move your costs from CAPEX to OPEX? Would you like to explore a VDI solution that quickly gets you to a positive ROI? Would you like to lower your desktop support and maintenance costs? Are you looking for ways to lower your TCO of Citrix implementation or desktop? Where are you with your Windows 7 upgrade? Do you have compliance issues related to data security "leakage" / location security? Do you have performance challenges accessing your current SaaS or legacy applications? How much are your employees experiencing lost productivity from PC downtime and restoring their PC environment? To what extent are you challenged to meet the user PC experience requirements, for different employee work styles?



Phase 3: Well Managed Virtual Infrastructure

PRODUCT NAME	KEY QUESTIONS
IBM Tivoli Live Monitoring Services	<ul style="list-style-type: none"> Can you quickly diagnose and fix problems before your business is impacted? Are you sure your business applications are supporting your business? Can you easily understand how well your IT environment is supporting your business? Can you visualize your resource utilization to optimize hardware costs? Do you want to reduce your capital expenses and IT management costs?
IBM SmartCloud Monitoring	<ul style="list-style-type: none"> How to realize promised cost savings from cloud computing/virtualization? How can you gain visibility to cloud health and take control of my environment for performance and reduced complexity? Are you able to proactively identify issues with your infrastructure and mitigate risks? Are you looking for a solution that can monitor all types of environments – physical, virtual, cloud? Do you need to: <ul style="list-style-type: none"> Realize promised cost savings cloud computing/virtualization? Monitor physical, virtual and cloud environments with room for expansion ? Get more visibility into your cloud health and performance? Track cloud service levels and predict problems before clients are impacted? Right-size virtual machines and resource optimization with built-in analytics? Realize instant economies of scale through lower hardware and license costs? Run more workloads on fewer servers without additional security or performance concern?
IBM Systems Director	<ul style="list-style-type: none"> How many different servers are currently active in your infrastructure? What steps is your company taking toward server consolidation through virtualization? Can you estimate the increase in effort and cost required to monitor and manage so many individual systems? Do you find that it takes longer to perform root cause analyses and problem remediation? How do you coordinate resource usage across the infrastructure?



Phase 3: Well Managed Virtual Infrastructure

PRODUCT NAME	KEY QUESTIONS
IBM SmartCloud Provisioning	<ul style="list-style-type: none"> Are you able to move from basic virtualization to a cloud business model, leveraging your existing infrastructure, to provide standardization, provisioning, automation, high resource-utilization and control? Can you manage services deployed across heterogeneous cloud environments while minimizing costs and the need for new IT skills? Are your resources including server, network and storage across your cloud environment effectively managed? Can I plug in new hardware resources and expect to be utilized and ready for production in few minutes. Does your cloud strategy and architecture allow scalability to grow and enhance capabilities and can transform your cloud infrastructure?
IBM TSM FastBack for Storwize V7000	<ul style="list-style-type: none"> Are you running business-critical applications on Windows and Linux servers where fast recovery from failure is critical to your business? In terms of time, how much data can you afford to lose? Do you have an automated way of getting your data off-site to provide for disaster recovery / resiliency? Do you have challenges with backup and recovery at remote sites due to a lack of skilled on-site IT resources? Does your current solution meet these requirements, no matter what happens (lost files, server crash, local disaster)?