Smarter Computing

IBM Power Systems

Call Guide for Midsize Businesses | January 2014

IBM

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Program Overview

Marketplace Overview

Midsize businesses need to use new, more efficient IT delivery models – like cloud – and focus more of their IT budget on innovation, not maintenance. They need to rapidly exploit new capabilities to deliver new services to their clients and transform their client experience.

Midsize businesses are looking for simple, more efficient ways of managing their IT environments, with the ability to add new workloads – while securing IT. This new era represents an opportunity for organizations to reshape the value they deliver, but **cost**, **complexity** and **risk** are standing in the way.

Entry points: Big Data Analytics, "real-time"

Search insights tell us that "**big data analytics**" is the **ideal entry point**—from a customer interest perspective, search volume perspective, and in terms of its relevance to our offerings. "**Real-time**" is an **important qualifier** for analytics, from both a search volume perspective and an audience needs perspective.

The Overarching Smarter Computing story

The shift to Smarter Computing, an evolutionary model of software defined environments, leverages cloud to speed time-to-market and improves IT efficiency, that enables new workloads and unlocks the power of big data to deliver more actionable insight, and that helps businesses leverage new technology capabilities faster as they strive to transform their client experience.

Key Developments

Within this environment, there are three developments happening within midsize businesses that we want to capitalize on:

1. They are turning to analytics to **maximize their data value**

2. They have new workloads that must be **managed in real-time**

3. They are seeking **more efficient IT delivery models** to enable these workloads and analytics demands

The Campaign Story

"**Big data** is flowing throughout your company. By implementing an analytics solution to harness it, you can achieve **process, resource, and performance improvements** that your **customers will see and feel**. But the **most powerful analytics solution** isn't just about the software—it's about having the systems capable of generating insight **right now, where you need it**, consistently, without security breaches or compliance oversights. A system that unifies your business through **virtualization and cloud readiness** to **speed up the transfer of data and the insight they bring** …all at an **affordable price** that matches the budgets of midsize businesses."

IBM POV:
On a smarter planet, midsize businesses achieve **process**, **resource**, and **performance improvements** that customers will see and feel, by implementing an **analytics solution** that runs on a system capable of **generating insight in real-time without additional cost or complexity.**

Program Overview	Benefits	Product Offerings	Nurture Stream & Offers	*Conversation Guide*			
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Program Overview

Target Audience

We are targeting midsize businesses – from new customers (whitespace) to installed customers to business partners. The key decision maker will likely have one of the following roles/titles: **IT Manager, Executive IT Leader, LOB Manager or Executive**

Pain Point	Value Proposition
Big Data Analytics: **Want to gain actionable insights from the massive volumes of structured and unstructured data** ▪ Need to manage volume of data and gain insights for business growth, while reducing security threats/ vulnerabilities ▪ Find ways to make sense of the surge of unstructured data growing every day from social media and other digital outlets, in order to sense market trends ahead of the competition ▪ Ability to quickly analyze and resolve problems to remove downtime and avoid lost revenues and customer satisfaction issues	**IBM Power Systems** provides the ability to generate insights in real-time in order to improve the customer experience.
Private Cloud/Cloud Capabilities: **Nee to deliver new IT services faster and easier** ▪ Need to leverage new technology capabilities faster to deliver new IT services to transform client experience ▪ Managing IT Complexity – seek a simpler infrastructure, management, and support approach ▪ Security – need to minimize data loss, quick recovery of a loss, and understand all the new security and compliance needs by seeking the simplicity and agility of cloud, but with security and control of critical data	**IBM Power Systems with PowerVM** increases IT flexibility and speed while preventing security breaches.
Efficiency: **Want to meet the demand for new services, but IT budgets are constrained by existing operations** ▪ Need to employ new delivery models to support business growth & innovation within IT budget and resource constraints ▪ Need to get the most from their IT infrastructure within limited IT budget and skills ▪ 70% of all IT budget is devoted to operations and maintenance ▪ Seek ability to better allocate resources when needed, where needed to increase efficiency	**IBM Power Systems with POWER7+** is the ultimate platform for midsized businesses to achieve IT efficiency and reduce cost, integrate emerging workloads while delivering exceptional client experience.

IBM Power Systems

Power System Benefits

Benefits of IBM Power Systems

Benefit #1: Business Intelligence and Big Data Analytics to improve the customer experience

Make more informed business decisions by leveraging analytics on IBM Power Systems to help you gain actionable insights in real-time in order to improve the customer experience.

- Utilize in-memory computing to provide real-time, continuous analysis of unstructured data
- This is a cost-effective platform that enables you to transform the client experience by analyzing customer information, transactions, and market trends
- Secures data while enabling fast access to, and analysis of, terabytes of customer information, transaction records, inventory tables, pipeline forecasts, and other critical structured business operational data

Benefit #2: Ideal for Private Cloud; Cloud capabilities on a resilient, integrated virtualization foundation that drives faster results and time to value

Build an easy-to-manage private cloud that leverages Power Systems integrated solutions to increase IT flexibility and speed while preventing security breaches.

- 4-click deployment for virtual resources delivering up to 58% faster time-to-market for new IT initiatives
- Unlike virtualized x86 solutions, Power with PowerVM provides 100% dynamic adjustment of virtualized resources to running production applications without downtime
- Easy to use tools like PowerVC and PowerVP to allow you to manage your virtualized environment efficiently, securely and affordably
- More Secure – No Power Systems based cloud service provider has reported security breaches in Power Cloud deployments vs. in 1000s for x86
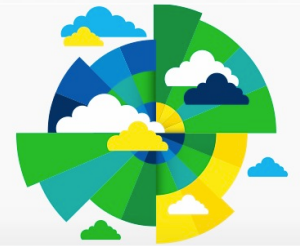
Benefit #3: Efficiency that's affordable

Midsize companies need to manage growing requirements with constrained resources. IBM Power Systems with POWER7+ is the ultimate platform for midsize businesses to achieve IT efficiency and reduce costs.

- Differentiators over x86 based competitors*
  - PowerVM enjoys a 2.1x maximum sustained utilization advantage over visualized x86
  - 33% lower TCA with 20% fewer servers
  - Increased availability—up to 5.5 times better than x86
  - Up to 105% more efficient virtualization

*Source: http://www-03.ibm.com/systems/power/software/linux/powerlinux/ and Solitaire Interglobal Inc

Program Overview	**Benefits**	Product Offerings	Nurture Stream & Offers	*Conversation Guide*			
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Harness data as the next natural resource with analytics on IBM Power Systems

Key Trends are fueling the need and urgency for analytics

1 The exponential growth of data

Growth in data over coming decade:

50x

2013 — 2023

2 Increasing consumer expectations

84% of consumers rely on social networks for purchase decisions

3 Accelerating pressure to do more with less

69% of IT operating costs are used for management and administration
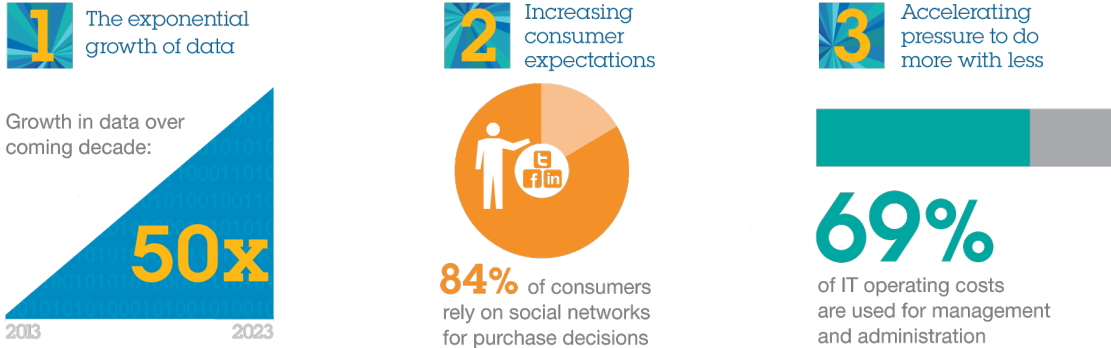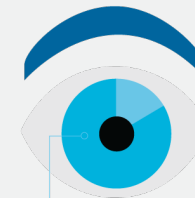
Companies are leveraging analytics for competitive advantage

Companies leveraging **advanced analytics** are

**2.2x** more likely to outperform industry peers

Proven results: Power Analytics for real-time insights with maximum ROI

61M total benefits

$2.4 million profit
3-year risk-adjusted net present value

3.7M cost

8.8 month payback period

with additional

64% ROI

83% of CIOs have visionary plans that include analytics to increase competitiveness

32%
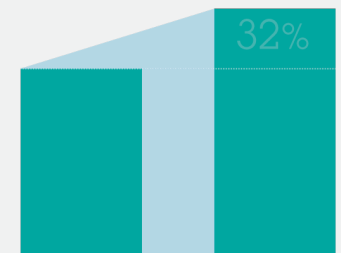
32% higher return on invested capital for organizations using advanced analytics
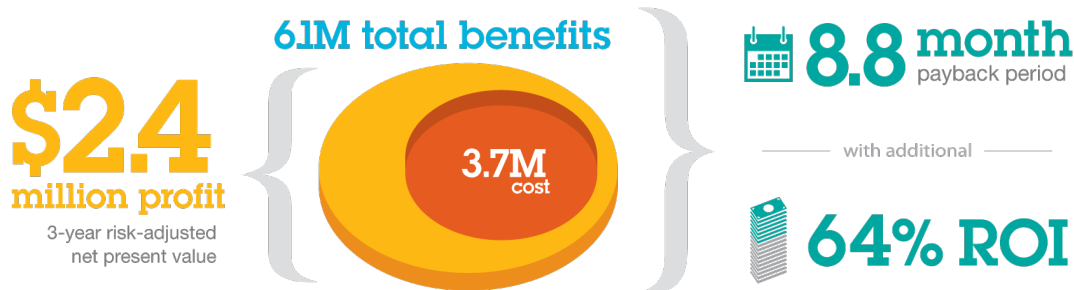
Sources: IBM Institute for Business Value http://www.ibm.com/services/us/gbs/thoughtleadership/, A Forrester Total Economic Impact™ Study Prepared For IBM: The Total Economic Impact Of Business Analytics Analytics On IBM Power Systems, IBM CIO Study 2011, IBM / MIT 2011 on "Analytics: The widening divide" - http://www-935.ibm.com/services/us/gbs/thoughtleadership/ibv-analytics-widening-divide.html, IBM CFO Study 2010

IBM Power Systems
Product Offerings

IBM Power Systems Introduction

IBM Power Systems

Power Systems is at the forefront of delivering solutions to gain faster insights from analyzing both structured information and unstructured big data including video, images and content from sensors, social and mobile devices.

To draw insights and make better decisions, businesses need the secure, flexible and open platform of Power Systems plus solutions and software that supports continuous data load, runs multiple concurrent queries, delivers analytics in real-time and contains a massive IO bandwidth.

Whether it's **industry standard Linux, AIX® or IBM i**, Power Systems provides you with the freedom and flexibility of choice to respond to your unique business needs quickly and efficiently. Power Systems unique open platform for choice allows you to expand your options for faster technology development and IT integration with existing resources and ecosystem technologies.

Highlights

- ✓ Affordable and energy efficient
- ✓ Integrated and easy-to-deploy
- ✓ Superior client experience for rapid business return
- ✓ Industry solutions based on IBM® AIX®, IBM i, Linux
- ✓ Ultimate system for compute intensive performance
- ✓ Built on POWER7+, virtualized with PowerVM® Express Editions for popular IBM Systems Software

Pain Points

- Current IT infrastructure inadequate to support business growth
- Increasing HW/SW maintenance and operations costs
- Level of complexity continues to grow due to server sprawl
- Regulatory compliance requirements
- Aging infrastructure and unexplained outages

Key Focus Areas

- IBM i, AIX, and Linux Solution Editions
- PowerLinux™ 7Rx Servers, and SAP, Application Services, Analytics, Mobility, Virtualization, Cloud Offerings, Low/Mid range Power Servers, and POWER7+™ Technology
- MSPs and ISVs

Benefits

IT Executive/LOB

- **Reduce software and hardware maintenance costs** with improved per-core performance of POWER7+ technology and three year warranty.
- **Increase speed of delivery** for new applications and services, and **reduce operations costs** via industry-leading PowerVM® virtualization with new tools like PowerVC and PowerVP to make the environment easy-to-manage.
- **Improve performance and reliability** of critical business applications, up to **40%** performance boost when using POWER7+ Systems.
- Provide up to **10 times less** unplanned downtime than a Windows x86 server.
- Up to **28%** better SAP performance than x86 Sandy Bridge processors.

CFO

- **Intelligent cost reduction:** Realize immediate financial savings and reduce total cost of ownership by reducing software maintenance by up to **77%** floor space by up to **94%** and energy costs by up to **91%** when consolidating workloads on Power.
- Up to **33%** lower TCA with **20%** fewer servers.
- Entry level POWER Servers costs are comparable to x86 systems, in fact up to **41%** lower acquisition costs than x86 Linux servers with Vmware.
- Up to **44%** lower TCO for IBM i servers vs. Windows
- **Cash flow management:** Experience swift return on investment with a payback period of **6.7 months** and an ROI of up to **304%**, including hardware, software, consulting services, training, and IT staff to manage.
- **Regulation/Risk management:** Run your business on the platform that provides the resiliency and security customers demand for their mission-critical workloads.

Product Offerings Overview

Value Proposition	Offerings
Power Technology — **Power Systems Entry Servers** _See page 11 for details_ **Affordable, easy-to-deploy and energy efficient, and they are backed by a trusted network of IBM Business Partners and industry solution providers.** IBM's Power Systems entry servers include servers, blades, and compute nodes for the new IBM PureFlex systems.	• IBM Power 710 Express • IBM Power 720 Express • IBM Power 730 Express • IBM Power 740 Express • IBM Power 750 Express
IBM PowerLinux Servers _See page 11 for details_ **Affordable and optimized for Linux environments.** IBM's PowerLinux solutions are tuned to extend the performance of POWER to key emerging workloads running on industry-standard Linux.	• PowerLinux™ 7R1 • PowerLInux™ 7R2 • PowerLinux™ 7R4
Power Systems Software — **IBM Power Systems Software Technology** _See pages 12-15 for details_ **IBM offers a full range of IBM Power Systems software technologies that enable businesses to fully leverage the capabilities of Power Systems servers.** Designed and optimized specifically for Power Systems, IBM's offerings include IBM PowerVM virtualization software, virtualization management tools like PowerVC and PowerVP, IBM PowerHA software for high availability, and PowerSC software for security and compliance. IBM's integrated approach to developing the systems and software together enables high system utilization, high resiliency, and simplified management. In addition, IBM Power Systems offers thousands of popular industry applications from ISVs running on a choice of AIX, IBM i and Linux operating systems.	• IBM PowerVM virtualization software • PowerLinux™ (Linux on Power) • IBM PowerHA software for high availability • IBM PowerSC software for security and compliance • PowerVC and PowerVP software for managing and monitoring • IBM AIX Solution Editions • IBM AIX Solution Editions for SPSS • IBM i Solution Editions
PureSystems — **IBM PureSystems** _See pages 16-17 for details_ **Designed from the ground up to help scale across the IT lifecycle.** By combining the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance, expert integrated systems have the ability to transform the IT lifecycle.	• Flex System • PureFlex System • PureApplication System • PureData System for Operational Analytics

Program Overview | Benefits | **Product Offerings** | Nurture Stream & Offers

Conversation Guide
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IBM Power Systems Entry Servers

IBM Power Systems entry servers are affordable, easy-to-deploy and energy efficient, and they are backed by a trusted network of IBM Business Partners and industry solution providers.

- **IBM Power 750 Express:** For server consolidation and virtualization projects, features one to four processor sockets and eight to 32 POWER7+ processor cores.

- **IBM Power 740 Express:** For small- to mid-size databases or as a consolidation platform with one or two processor sockets with six to 16 processor POWER7+ cores.

- **IBM Power 730 Express:** Designed for rack to rack consolidations in dense IT environments with two processor sockets and eight to 16 POWER7+ processor cores.

- **IBM Power 720 Express:** Designed for distributed application servers or integrated business solutions with one processor socket and four to eight POWER7+ processor cores.

- **IBM Power 710 Express:** Affordable infrastructure and application servers with one processor socket, and a choice of four to eight POWER7+ processor cores.

IBM's Power Systems entry servers include **servers, blades,** and **compute nodes** for the new IBM PureFlex systems.

IBM Power 750 Express

IBM Power 740 Express

IBM Power 730 Express

IBM Power 720 Express

IBM Power 710 Express

IBM PowerLinux Servers

- **IBM PowerLinux 7R4:** High performance, open technology server for data intense workload solution with IBM POWER7+ workload optimizing technologies. A Linux-only four-socket server that supports up to 32 cores within a 5U rack-optimized form factor.

- **IBM PowerLinux 7R2:** Affordable and optimized for Linux environments, a 2U rack form factor, two-socket, high-performance, energy-efficient server with sixteen POWER7+ cores is ideal for running multiple application and infrastructure workloads in a virtualized environment.

- **IBM PowerLinux 7R1:** Affordable and optimized for Linux environments, a one-socket, eight POWER7+ processor core server lowering the entry cost of big data analytics, open infrastructure solutions and traditional scale-out Linux workloads.

PowerLinux™ 7R4

PowerLinux™ 7R2

PowerLinux™ 7R1

Compute Nodes and Blades

- **IBM Flex System™ p260 and p460 Compute Nodes:** optimized for virtualization, performance and energy efficiency. These nodes offer 16 to 32 processor cores and are designed to run a wide variety of workloads in the IBM Flex System solution.

- **IBM BladeCenter® PS700, PS701, PS702, PS703 Express:** Cost and energy efficient blades for application workload virtualization with four to 16 processor cores.

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PowerVM

Virtualize with PowerVM

Midsized businesses are leveraging virtualization and cloud technologies to reduce costs and maximize the value of their IT infrastructure investments. **PowerVM virtualization** is designed and **optimized specifically for the POWER processor** and enables **trusted and scalable virtualization** of workloads based on **AIX, IBM i and Linux.**

The latest POWER7+ processor technology is designed with a new **EasyOptimize** capability that monitors PowerVM virtual workloads for best processor and memory placement and performance. PowerVM also offers **Micro-Partitioning**® with the ability to run up to 20 partitions per POWER7+ processor core, and dynamically move processor, memory, and I/O resources between partitions to support changing workload requirements. **PowerVM Live Partition Mobility** enables active partitions to be moved between servers, virtually eliminating application downtime for planned systems maintenance. Live partition mobility can also be used to migrate workloads between POWER6®, POWER7® and POWER7+ processor-based servers without an application outage.

PowerVC & PowerVP

Virtualization software for managing and monitoring

- **IBM PowerVC power simple-to-use advanced Virtualization management to allow customers to increase utilization and react quickly to business requirements.** PowerVC™ is the new advanced virtualization management offering, built on OpenStack, that delivers advanced virtualization management for IBM® AIX® and Linux environments on IBM POWER® Systems. PowerVC has quick time to value and low total cost of ownership, as the focus of this offering is simplicity and ease of use. IBM Power Systems servers coupled with PowerVC technology are designed to help clients dynamically build an infrastructure that's supports a Software Defined Environment or a Cloud infrastructure.

- The ability to manage and monitor the performance of both the virtualized workloads as well as the understanding the physical hardware mapping is critical. **IBM PowerVP provides the performance intelligence to make key decisions in the virtualized infrastructure such as VM placement and exploitation of key server resources for optimized workload performance.**

PowerHA

Resiliency without downtime

Power HA high availability solutions for AIX, Linux, and IBM i help protect critical applications from planned and unplanned outages – to ensure round-the-clock business operations. The best high availability and disaster recovery plans involve an integrated approach to resiliency spanning across applications, operating systems, servers and storage. That's why PowerHA software offers deep integration and optimization between PowerHA SystemMirror software and AIX and IBM i. The PowerHA solution is optimized for IBM System Storage devices, such as the Storwize V7000 system for midsize businesses.

PowerSC

Security and compliance: trusted and automated

IBM PowerSC software provides a **security and compliance solution optimized for virtualized environments on Power Systems servers running PowerVM and AIX software**. PowerSC helps companies enhance compliance management and demonstration through industry profiles and policy-based security compliance reporting with real-time alerts for compliance violations.

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Linux | *On Power Systems*

Both Red Hat and SUSE Linux run natively on POWER7+ processor-based systems, offering a scalable PowerLinux alternative for open source applications.

Reducing server sprawl through consolidation and virtualization is a key priority for many companies today and PowerLinux with PowerVM provides a scalable, optimized, and cost competitive alternative to running Linux on commodity x86 servers.

Increasingly, mid-sized companies are relying on Linux for business applications that are designed for their industry and customized to their specific business needs. PowerLinux provides a highly secure, resilient, and fully-optimized stack for industry applications. With optimized systems tuned with PowerLinux, mid-sized businesses can deliver Linux services with higher quality compared to x86 commodity servers.

Today, Linux is also the low cost deployment platform of choice for vital applications like web, e-mail, and social media collaboration services. PowerLinux offers competitively priced POWER servers and more efficient server virtualization with PowerVM versus x86 commodity server alternatives. With scalable and secure PowerVM virtualization, PowerLinux helps businesses deliver Linux application services with superior economics.

PowerLinux Solution Offerings

IBM's PowerLinux solutions are tuned to extend the performance of POWER7+ to key emerging workloads running on industry-standard Linux.
IBM PowerLinux™ solutions are optimized to deliver high value Linux services for big data analytics, open source infrastructure services and industry specific applications, and are specifically designed to bring the capabilities of Power Systems to competitive x86 customers

IBM PowerLinux Big Data Analytics Solutions: Deliver actionable insights faster

- IBM PowerLinux™ Big Data Analytics Solutions offer breakthrough solutions for massive scale analytics on data-in-motion and data-at-rest
- 70% better per-core performance than x86 for OLTP workloads*
- 1.41x better per core performance than x86 for Hadoop big data workloads*

IBM PowerLinux Application Solutions: Deliver higher quality of services

- Linux is the low cost platform of choice for vital applications like web, email, and social media collaboration services – IBM PowerLinux Application Services combines competitively priced POWER7+ servers with class leading PowerVM virtualization, helping businesses deliver services with superior economics

IBM PowerLinux Open Source Infrastructure Services: Deliver services with superior economics

- POWER7+ optimized, open source packages, delivered with Linux OS, with Simplified Setup Tool
- PowerVM for more throughput per server, secure VMs, dynamic resource add/remove
- 33% lower TCA with 20% fewer servers**

IBM PowerLinux Solution for SAP Applications: Deliver industry-customized services

- Businesses rely on Linux for applications that are designed for their industry and customized to their specific needs. With offerings like the IBM PowerLinux Solution Edition for SAP Applications, IT can deliver these services with higher quality compared to commodity x86 servers running Windows or Linux

*Source: Based on IBM Internal Projections of per core performance of IBM POWER7+ versus Intel Xeon E5-2697v2 technology. Individual customer performance will vary based on their specific workload
**Source: http://www-03.ibm.com/systems/power/software/linux/powerlinux

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IBM Power Systems Software | IBM AIX Solution Editions

AIX | *UNIX on Power Systems – including System p*

According to IDC, the IBM Power Systems platform with AIX technology is the leader in worldwide UNIX server revenue share.* The introduction of the POWER7 and recent POWER7+ processors has helped accelerate migrations to the Power Systems and AIX platform from Oracle Solaris and HP-UX. An open standards–based UNIX operating system, IBM AIX software exploits decades of IBM technology innovation. According to ITIC's 2010-2011 survey, the IBM AIX operating system delivered the highest reliability scores among 19 different server operating system platforms, including Linux and other UNIX operating systems.**

AIX technology offers deep integration and optimization with PowerVM virtualization, PowerHA high availability software, PowerSC security and compliance software as well as optimization through IBM's broader middleware and software stack, including IBM DB2® software, IBM WebSphere® Application Server software and IBM Rational compilers and development tools.

IBM AIX Solution Editions

Deliver faster time-to-value and a simplified way to deliver new business insight.

AIX Standard or Enterprise Edition, PowerVM Standard or Enterprise Edition, Cognos and/or SPSS, Power 710, 720, 730, 740, 750

IBM AIX Solution Edition for SPSS: **Simple-to-deploy predictive analytics solution to uncover hidden insights faster to better understand and anticipate customer needs.**

- AIX Solution Edition for SPSS is a starting point for predictive analytics that is easy to deploy on Power servers.
- Ad hoc analytics configurations provide client and server side analytics for data mining and statistics on structured and unstructured data.
- It is designed for professional analysts. An Advanced Analytics approach enables collaboration between professionals and business analysts, efficiently driving predictive analytics into the heart of the business. It includes powerful data mining and statistics capabilities.
- The recommended solution includes the AIX operating system, PowerVM virtualization, WebSphere Application Server and one or more of the following SPSS products: SPSS Modeler Professional, SPSS Collaboration and Deployment Support, SPSS Decision Management.
- **10-25x better performance** with DB2 when leveraging BLU on AIX were commonly seen with clients
- **97% faster results** with SPSS on Power/AIX vs x86***

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IBM Power Systems Software | IBM i Solution Editions

IBM i | *For Power Systems -- including AS/400, iSeries, and System i*

IBM i running on an IBM Power Systems server offers an integrated, simple-to-manage platform for midsized business applications with a proven reputation for exceptional resiliency and low operational costs. Running applications based on IBM i has helped companies over many years to focus on innovation and on delivering new value to their business, and to lower the costs of managing their IT operations.

IBM i provides a fully integrated and optimized combination of relational database, trusted role and object based security model, as well as integrated networking and storage management capabilities required to run business applications.

The integrated, SQL standards-compliant DB2 for IBM i database includes a range of advanced database management utilities. IBM i also includes additional integrated middleware components such as multiple file systems, directory, an HTTP Web-server powered by Apache, a Web application server and a Web-services environment.

More than 150,000 midsize businesses rely on the simplicity, resiliency and cost-effectiveness of IBM i to run thousands of applications from ISVs serving virtually every industry. Its reputation for security, resiliency and ease of use derives from the integration of IBM i with its built-in DB2 database, web services, networking and storage management capabilities. ITG reports that costs to use Power Systems and IBM i 7.1 average 44 percent less than x86 servers and Microsoft Windows* Server and SQL Server, and 57 percent less than for x86 servers with Linux and Oracle databases.

IBM i Solution Editions

IBM i for Business Intelligence: **An easy to implement packaged solution to turn information into actionable insights.**

- IBM i for Business Intelligence is a packaged solution that is easy to order and easy to implement, a perfect choice for improving your capability to analyze data – turning it into information that can help transform your business. Demonstrate immediate results with operational reporting and transition into a robust data warehouse, based on your business demands.

- This solution combines the strengths of Power Systems, IBM i, DB2 for i, DB2 Web Query, and data transportation software to deliver an integrated platform that houses the extracted and transported data sourced from your production systems. IBM i for Business Intelligence provides everything you need for start-up of your reporting environment and is ready when you are as an expandable, growth platform to extend your data analytic capabilities.

IBM i 7.1: **Highly scalable and virus resistant architecture for total integration of business applications.**

- Companies rely on an efficient IT infrastructure to support their business-critical applications. IBM i offers a highly scalable and virus resistant architecture with a proven reputation for exceptional business resiliency.

- Running applications based on IBM i has helped companies over many years to focus on innovation and delivering new value to their business, not just on managing their IT operations. The new IBM i 7.1 release sets a standard for total integration of business applications.

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IBM PureSystems

IBM PureSystems

Extraordinary compute power. Outstanding storage capability. Ultimate networking flexibility. Expert integrated or build to order.

Pre-configured server infrastructure or build-to-order systems – you choose.

If you're looking for a highly integrated system for infrastructure consolidation or cloud implementation, **IBM PureFlex System** offerings can help simplify your IT experience. If you are looking to build your own system or upgrade an existing blade server installation, you can take advantage of an **IBM Flex System** – a build-to-order solution designed to help you go beyond blade servers.
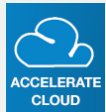
Accelerate Cloud deployment to improve efficiency

Consolidate systems to simplify management and reduce operational expense.

Innovate with new applications on a flexible and data-ready infrastructure.

Migrate existing blade environment to improve performance and increase flexibility.

PureFlex System
Integrated Infrastructure

Delivering Infrastructure Services

Pre-configured, pre-integrated infrastructure
Simplify your infrastructure though integration. Automate your workloads with integrated expertise and efficient design.

The IBM PureFlex System is an integrated IT infrastructure solution available in three configurations with x86 or POWER processor-based compute nodes. Additional configuration options are available to meet your precise IT infrastructure needs.

- As an integrated infrastructure solution, the PureFlex System combines compute, storage, networking, virtualization and management into a single infrastructure system.
- The PureFlex System is expert at sensing and anticipating resource needs to optimize your infrastructure and includes integrated patterns of expertise designed to automate and optimize the deployment and maintenance of your workloads.

Value Proposition: If you want a pre-configured, pre-integrated infrastructure with integrated management and cloud capabilities, factory tuned from IBM with x86 and Power hybrid solution, **IBM PureFlex System is the answer**.

Flex System
Infrastructure Components

Beyond Blades

Custom-build infrastructure to your requirements.
Innovation that transforms business.

IBM Flex System offers a broad range of x86 and POWER compute nodes in an innovative chassis design that goes beyond blade servers with advanced networking and system management, to support extraordinary simplicity, flexibility and upgradability.

Organizations of all sizes need to improve IT efficiency to reduce operational expense and allow increased innovation. IBM Flex System solutions can help you consolidate your infrastructure and support innovative solutions such as social, mobile and big data analytics. With IBM Flex System, you get the flexibility to innovate while still choosing the best architecture for your applications. And with recent announcements, you get even more choice, supporting consolidation efficiency across all infrastructure – not just servers – so you can reduce operational expense and free up resources for innovation.

Value Proposition: If you want to build and tune a custom configuration based on the most advanced blade server in the market with maximum x86 EP compute and memory performance, **IBM Flex System is the right fit**.

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IBM PureFlex Solution for IBM i

Fully integrated platform with unified management of compute, storage, networking, and virtualization resources built with Power and x86 compute nodes.

- The IBM® PureFlex™ System combines compute, storage, networking and virtualization capabilities under a single, unified management console into an infrastructure system that can consolidate IBM i and x86 workloads on a single platform.
- IBM i running on IBM PureFlex Systems delivers a highly scalable and virus resistant architecture with a proven reputation for exceptional business resiliency.
- IBM provides the integration and configuration expertise up front so you can get accelerate system deployments and realize a faster time to value.

Small and midsized businesses need to focus on running the business, not running IT. You need affordable systems that you can rely on to run your business, systems that support the applications you need, protect your data and help serve your customers.

The **IBM PureFlex Solution for IBM i** can help you meet this need. Instead of maintaining multiple rack or tower systems, you can run your business in a single footprint consisting of a mix of server technologies and workloads including both POWER® and x86 based compute nodes. With the IBM PureFlex System, IBM continues to be in the forefront of integration and optimization technologies designed to reduce management complexity and deliver a fully consolidated infrastructure including compute, storage and networking.

Benefits | IBM PureFlex Solution for IBM i

- ✓ **Outstanding performance and efficiency with IBM POWER7+ processors:**
  - Improve efficiency in operations from consolidating more work onto fewer systems
  - Access data faster and improve response time

- ✓ **Flexible I/O options:**
  - Get the networking and storage options that fit with your infrastructure
  - Integrated I/O supports simplified management

- ✓ **Advanced Management Capabilities:**
  - IBM Flex System Manager™ provides advanced system management functions with automation and integration designed to make your compute nodes and the entire solution easy to manage

- ✓ **Integrated solutions delivered pre-configured**
  - IBM provides the integration and configuration expertise up front so you can get your system deployed faster and get faster time to value

IBM Power Systems
Nurture Stream & Offers

Offers – Summary

Primary Call-to-Action:

Download Gabriel whitepaper – " Big Data with the Big Bang or Big Bucks"

http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=POL03133USEN

Midmarket Whitespace (IT Manager, IT Executive, LOB)

- **Initial touch offer:** Gabriel whitepaper: " Big Data with the Big Bang or Big Bucks
  http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=POL03133USEN

- **Nurture Touch #1:** Multi-media animation: Comparing IBM Power to x86
  http://review.centerlinedigital.com/player/watch/513797f9c8a3c/client

- **Nurture Touch #2:** IDC Case Study: GHY International: Linux, Key Workloads, Density, and Efficiency with IBM Power Systems
  http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_PO_PO_USEN&htmlfid=POL03159USEN&attachment=POL03159USEN.PDF

- **Nurture Touch #3:** IDC Whitepaper: Server Transition Alternatives: A Business Value View Focusing on Operating Costs
  http://www-05.ibm.com/de/events/breakfast/pdf/IDC_Operating_Cost_2012_IBM_POWER7_231528.pdf

IBM i Install Base

- **Offer:** IBM report: IBM i: An Executive Guide to IBM's strategy and roadmap
  http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=SA&subtype=WH&appname=STGE_PO_PO_USEN&htmlfid=POW03032USEN&attachment=POW03032USEN.PDF

Additional Offers

- **PowerLinux Big Data Infographic:** http://public.dhe.ibm.com/common/ssi/ecm/en/poj03210usen/POJ03210USEN.PDF

- **Case Study on the business value provided to GHY International by Linux on Power – Analyst Paper:**
  http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_PO_PO_USEN&htmlfid=POL03159USEN&attachment=POL03159USEN.PDF

- **Case Study – IT Informatik on Leveraging Linux on IBM Power:**
  http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_PO_PO_USEN&htmlfid=POL03160USEN&attachment=POL03160USEN.PDF

- **Edison Group – Better Performance, Lower Costs: The Advantages of IBM PowerLinux 7R2 with Power VM:**
  http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_PO_PO_USEN&htmlfid=POL03161USEN&attachment=POL03161USEN.PDF

- **Is the x86 architecture really the best choice? Discover IBM Power Systems:** http://www.youtube.com/watch?v=jDJSssGp9O8

Program Overview	Benefits	Product Offerings	**Nurture Stream & Offers**	*Conversation Guide*			
				1	2	3	ⓘ

IBM Power Systems
Conversation Guide

LDR DIALOGUE STRATEGY

1   **Establish Trust & Build Rapport**

Page 22

2   **Identify & Qualify Needs**

Page 23

3   **Provide Solutions & Value**

Pages 24-26

ⓘ **Overcoming Objections** – Page 27   ⓘ **Real-World Case Studies** – Page 28
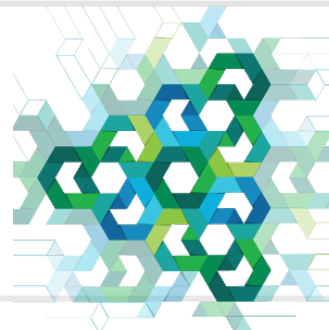
1 Establish Trust & Build Rapport

Target Audience
Size: Midmarket Whitespace
Key industries: Cross-industry
Roles/Titles:
- IT Manager
- Executive IT
- LOB

Example Call Opening: Cold & Warm Leads

PROACTIVE | Cold Lead
Lead is NOT in Nurture Stream – initial contact with IBM Power systems/software

Hello, Mr./Ms. <client name>. This is <_____> from IBM/ [XYZ Company] in partnership with IBM. I'd like to speak with you about how IBM Power Systems and software, can help you realize your business analytics objectives faster, with less risk and at a lower cost, enabling you to create a competitive advantage to affect your company's bottom line.

Can I confirm you are the correct person to speak to with regards to your IT systems and software?

REACTIVE | Warm Lead
Lead is in Nurture Stream – see pages 18-21 for Campaign-Specific offer details

Hello, Mr./Ms. <client name>. This is <_____> from IBM/ [XYZ Company] in partnership with IBM. I am calling in regards to your interest in our IBM Power Systems and software. Our integrated portfolio of Power solutions can help you realize your business analytics objectives faster, with less risk and at a lower cost, enabling you to create a competitive advantage to affect your company's bottom line.

Have I caught you at a good time to discuss this information with you?

Example Call Opening: GATEKEEPER MESSAGING
Hello, Mr./Ms. <client name>. This is <_____> from IBM/ [XYZ Company] in partnership with IBM. I'd like to speak with you about IBM Power Systems and software.

May I speak with [insert Lead name] to discuss how IBM may be able to assist your company?

Build Rapport
Partner with Gatekeeper
- ✓ Become an ally
- ✓ Help them, help you
- ✓ Schedule a callback

IF CONTACT IS BUSY OR NOT AVAILABLE: Schedule a Call Back
- When would be a better time for me to call you back? In the meantime, may I send you some information about IBM Power Systems and software?
  [Send email]
- I will call you again in a couple of days to answer any questions you may have. Thank you. **[Follow up with prospect in two days]**

Program Overview	Benefits	Product Offerings	Nurture Stream & Offers	*Conversation Guide*			
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Conversation Starter

Did you know that companies that embrace analytics are 2.2 times more likely to outperform their industry peers?*

Today, integrating analytics into your business processes is a key requirement for success. With IBM Power Systems and software, your company can realize your business analytics objectives faster, with less risk and at a lower cost, enabling you to create a competitive advantage to affect your company's bottom line. Actually, Power Systems clients have been able to deploy new analytics solutions with an **8.8 month payback period**, and an additional **64% return on their investment**.**

*Source: IBM / MIT 2011 on "Analytics: The widening divide" http://www.ibm.com/services/us/gbs/thoughtleadership/ibv-analytics-widening-divide.html
**Source: Forrester Consulting: Total Economic Impact Study of running Analytics on IBM Power Systems   http://bit.ly/ForresterTotalEconomicImpact

Qualifying Questions

1. Is your current IT infrastructure adequate enough to support your business growth?
2. Does your infrastructure provide rich, actionable insight?
3. Is your infrastructure optimized for the greatest efficiency of all your resources?
4. Does your infrastructure leverage new technologies – mobile, social, cloud – to deliver an outstanding client experience at every touch point?
5. Is too much of your IT budget spent managing, maintaining, securing and upgrading systems?
6. Do your x86 servers provide the security and resiliency you need to keep your business running smoothly?
7. Are you concerned about the viability of your hardware platform?

Pain Points

- Need to manage volume of data and gain insights for business growth, while reducing security threats/vulnerabilities

- Need to leverage new technology capabilities faster to deliver new IT services to transform client experience

- Need to employ new delivery models to support business growth & innovation within IT budget and resource constraints

Elevator Pitch: Power Systems

"IBM Power Systems provide a **powerful**, **efficient**, and **secure backbone** for the critical operations of today's businesses of all sizes. The broad portfolio of IBM Power Servers and software solutions provides ample choices for midsized companies that need to **expand their operations** while **controlling costs** and **reducing time-to-value**. And our latest systems, enhanced with the POWER7+™ processor, offer **better performance**, **higher energy efficiency**, and **more affordable pricing** than ever before."

If Lead is not running analytics (Whitespace) – proceed to page 24

If Lead is running analytics on x86 (Whitespace) – proceed to page 25

If Lead is an existing customer (IBM i install base) – proceed to page 26

Program Overview	Benefits	Product Offerings	Nurture Stream & Offers	*Conversation Guide*			
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Leads who are **not running analytics** (Whitespace)

Situation: **Even though this lead has not yet deployed analytics, they are most likely thinking about it and would be interested in IBM providing an assessment of how analytics might help them grow their business.**

Elevator Pitch

"Your business can achieve **process, resource and performance improvements** that your **customers will see and feel**, by implementing an **analytics solutions** that runs on a system capable of **generating insights in real-time**, **without additional cost or complexity**.

Value Proposition

Make more informed business decisions by leveraging analytics on IBM Power Systems to help you gain actionable insights in real-time in order to improve the customer experience.

- Utilize in-memory computing to provide real-time, continuous analysis of unstructured data
- This is a cost-effective platform that enables you to transform the client experience by analyzing customer information, transactions and market trends
- Secures data while enabling fast access to, and analysis of, terabytes of customer information, transaction records, inventory tables, pipeline forecasts, and other critical structured business operational data

Call-to-Action

Gabriel whitepaper: Big Data without the Big Bang or Big Bucks

http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=POL03133USEN

Present Relevant Solutions and Provide Value

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?

REMINDER:
Capture name / title / phone number / email

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

Program Overview	Benefits	Product Offerings	Nurture Stream & Offers	*Conversation Guide*			
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Leads running analytics on **x86** (Whitespace)

Situation: Lead already understands the value of analytics on IBM Power Systems, we need to help them understand the performance advantages of upgrading to the new IBM Power Systems entry servers with POWER7+.

Elevator Pitch
"POWER is the ultimate platform for midsize businesses to achieve **IT efficiency** and **reduced costs**, **integrate emerging workloads**, while delivering an **exceptional client experience**."

Value Proposition
Scale out x86 solutions with complex 3rd party components increase complexity and risk to your business. IBM Power Systems tackle complexity, enabling IT to focus on business innovation and improving the client experience.
- Delivers proactive performance management – of structured and unstructured data in real-time to increase IT efficiency
- Resiliency without downtime – to deliver a unique client experience through real-time business insights derived from a trusted secure platform with built-in availability

Differentiators over x86-based Competitors
- Equivalent acquisition cost to commodity x86 with **2X** the workload throughput
- Up to **71.4%** lower 3-year TCO
- Increased availability—up to **5.5** times better than x86
- Up to **105%** more efficient virtualization

Call-to-Action
Is the x86 architecture really the best choice? Discover IBM Power Systems: http://www.youtube.com/watch?v=jDJSssGp9O8

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Existing customers with **IBM i Install Base**

Situation: **Lead already understands the value of analytics on IBM Power Systems, we need to help them understand the performance advantages of upgrading to the new IBM Power Systems entry servers with POWER7+.**

Elevator Pitch

"Upgrading to the new IBM Express Power Servers with POWER7+ gives midsize businesses the ability to **manage new and emerging workloads** and **deliver an exceptional client experience**."

Value Proposition

Upgrading to POWER7+ processor based technology is a perfect integrated solution for private clouds:

- ✓ 4-click deployment of new workloads
- ✓ Automatically adapts to changing demands
- ✓ Provides resiliency without downtime
- ✓ Integrated security/compliance
- ✓ Proactive performance management and efficient IT operations

Call-to-Action

IBM report: IBM i: An Executive Guide to IBM's strategy and roadmap
http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=SA&subtype=WH&appname=STGE_PO_PO_USEN&htmlfid=POW03032USEN&attachment=POW03032USEN.PDF

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Program Overview	Benefits	Product Offerings	Nurture Stream & Offers	*Conversation Guide*			
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Overcoming Objections

OBJECTION	RESPONSE
"Power servers are more expensive than x86."	- Power Systems entry servers are now priced comparably to x86 servers – plus they have a lower total cost of ownership. 33% lower TCA with 20% fewer servers *(Source: http://www-03.ibm.com/systems/power/software/linux/powerlinux)* - x86 servers have a limited resiliency in the platform itself and less elasticity for handling unexpected workloads – so with x86 servers, you have to build out more boxes. The scale out radically increases the complexity of a x86 environment – making it difficult to keep the environment sustainable. With the trend of more businesses using data analytics, you have a recipe for rapidly increasing costs and security threats. - With Power, you can redirect the resources without having to buy more boxes. Power has an integrated security solution to fight against security threats. Businesses that run on power report less reported problems, better availability, better performance consistency. - With Power servers, our clients have achieved lower costs by 50-75%, lower staff time by 50-60%, better performance because resources are targeted toward where they're need at the time they're needed, and performance increase from 300-1000%. *(Source: Solitaire)* - Power servers coupled with its PowerVM virtualization technology allows Power servers to run much more efficiently and effectively allowing utilization to be driven at much higher levels than can be reached with x86 servers. - PowerVM enjoys a 2.1x maximum sustained utilization advantage over visualized x86 *(Source: Solitaire)*
"My older Power servers are running just fine, why upgrade to POWER7?"	- The new POWER7+ class of servers provide up to five times the capacity in the same footprint and up to 40 percent more performance per core than that found in previous POWER6 systems. - This tremendous price/performance advantage allows clients to experience significant operational savings in software licensing, management, maintenance, space and energy. - In fact, many customers are experiencing a payback within 12 months. 40% better price/performance on data centric (OLTP) workloads *(Source: Internal projections)*
"I don't feel comfortable putting all that workload on far fewer systems. If the system goes down the impact is all that much greater."	- Power Systems have proven to sustain up to 99.997% availability, due in large part to the tremendous RAS features found in the POWER hardware, coupled with the most reliable and secure OS in the industry. *(Source: ITIC 2013 Global Server Hardware, Server OS Reliability Survey, ITIC, (All rights reserved); January 2013)* - In addition, we also have high availability software for Power Systems, Power HA, that helps protect critical applications from planned and unplanned outages - With PowerHA, monitor the health and availability of a system and, in the case of a system failure, move application workload over to another system, almost instantaneously, without losing any data. - Client surveys show 9 days less downtime per year than x86 with SAP workloads *(Source: Solitaire)*

Program Overview   Benefits   Product Offerings   Nurture Stream & Offers

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Real-World Case Studies

What's common among these businesses? **They run on IBM Power Systems.**

Enable new workloads & gain actionable insights for business growth.

Arizona Beverage Company dramatically improved the performance of their aging, unreliable route settlement system.

➢ http://www-01.ibm.com/software/success/cssdb.nsf/CS/STRD-8RAEED?OpenDocument&Site=corp&cty=en_us

Robert Wood Johnson University Hospital implemented a high-performance infrastructure with **built-in failover** to ensure efficiency and minimize patient risk.

➢ http://www-01.ibm.com/software/success/cssdb.nsf/cs/ARBN-92XN94?OpenDocument&Site=corp&cty=en_us

Deliver an exceptional client experience.

Pet Food Experts got better insight into inventory and supply chains to **enhance their customer experience** and boost efficiency.

➢ http://www-01.ibm.com/software/success/cssdb.nsf/CS/STRD-93UEP6

Liverpool Football Club was able to **improve the fans' experience** of buying tickets by upgrading to support more concurrent users.

➢ http://www-01.ibm.com/software/success/cssdb.nsf/CS/STRD-8YKD4S?OpenDocument&Site=corp&cty=en_us

Reduce costs & improve IT efficiency.

Nim See Seng Leasing improved their infrastructure efficiency and reduced costs to support rapid business expansion.

➢ http://www-01.ibm.com/software/success/cssdb.nsf/CS/STRD-8SJNAP?OpenDocument&Site=default&cty=en_us

GHY International was able to shift the focus of their IT resources on **growing the business** rather than managing infrastructure.

➢ http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?
subtype=WH&infotype=SA&appname=STGE_PO_PO_USEN&htmlfid=POL03159USEN&attachment=POL03159USEN.PDF

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