

Project	4203_B IBM STG COMMON 2013 Multimedia Expert Reference Series
Document Title	4203_B_IBM_STG_COMMON_2013_Multimedia_Expert_Reference_Series_Business Solutions_As_Produced_Transcript_051313
Date	05/13/2013
Client	IBM
Centerline Leads	Lauren Childs, Lindsey Helmick, Hannah Sink

4203_B IBM STG COMMON 2013 Multimedia Expert Reference Series – As Produced Transcript “Creating Successful Business Solutions”

Yvonne Enselman, Testing & Deployment Analyst, Brotherhood Mutual Insurance
Phil McCullough, IT Director, American Registry of Radiologic Technology
Michael Pavlak, Solution Consultant, Zend
Jimi Inge, Lead Service Architect, Tieto
Justin Porter, Director of Technology, Westside Produce
Roxanne Reynolds-Lair, CIO, Fashion Institute of Design Merchandise

Yvonne Enselman: Every company lives and dies by their data and no machine is going to take care of your data better than the IBM i.

Phil McCullough: The IBM i has allowed us to keep the applications that we have as our bread and butter applications, and yet, move forward with more modern applications that our users are demanding.

Michael Pavlak: We can take organizations who have legacy applications, significant investments in business logic and business applications and move them forward.

Jimi Inge: If my business calls me and they want to try out a business intelligence solution for their old ERP system running on IBM I, I can give them that within hours, not weeks.

Michael Pavlak: I can run all my business and all my applications on a single operating system, on a single machine...It simplifies my life tremendously.

Justin Porter: With Power you get that out of the box, you get that scalability, you get that reliability, you get the security.

Phil McCullough: By having so much of the infrastructure, facilities and operations simplified and totally contained in one unit,... allows us to... decrease our total cost of ownership.

Justin Porter: The amount of efficiency that power affords us and gives us in terms of scalability...really says a lot to the integrated nature of the platform...

Jimi Inge: We can run IBM i and we can run Linux and we can run AIX all under the same roof...

Justin Porter: I spend time innovating, I spend time building the business and building the efficiency and not time putting out fires.

Roxanne Reynolds-Lair: People ask me why...am I an evangelist for IBM i? Because it works, because it creates successful business solutions in a way that is simple and elegant and doesn't require a lot of extra effort or extra work to make it happen.