



IBM eServer iSeries

# The next generation iSeries... ...simplicity in an on demand world

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# Agenda

**Announcement Highlights**

**e-business on demand™**

**The Customer Challenge: Solving the Cost<sup>3</sup> Equation**

**Summary**

# Agenda

## ❖ **Announcement Highlights**

e-business on demand™

The Customer Challenge: Solving the Cost<sup>3</sup> Equation

Summary

# The Next Generation iSeries

iSeries	<ul style="list-style-type: none"> <li>▪ An on demand operating environment for e-business</li> </ul>
New servers	<ul style="list-style-type: none"> <li>▪ New iSeries servers deliver significant price performance improvements             <ul style="list-style-type: none"> <li>– New Small to Medium Enterprise servers: i810 and iSeries 800</li> </ul> </li> <li>▪ New POWER4-based servers for medium to large enterprises             <ul style="list-style-type: none"> <li>– i825, i870, i890 (feature On / Off Capacity Upgrade on Demand)</li> </ul> </li> <li>▪ New high performance PCI-X I/O</li> </ul>
New packaging	<ul style="list-style-type: none"> <li>▪ Dramatically simplified product choice with Standard and Enterprise Editions             <ul style="list-style-type: none"> <li>– Unrestricted interactive 5250 CPW with Enterprise Edition</li> </ul> </li> <li>▪ Designed for the exploitation of multiple e-business workloads</li> <li>▪ Enhanced integration with WebSphere<sup>®</sup>, Lotus<sup>®</sup>, Linux<sup>™</sup> &amp; Windows<sup>™</sup></li> <li>▪ Simplified software pricing tiers</li> </ul>
New capabilities	<ul style="list-style-type: none"> <li>▪ On / Off Capacity Upgrade on Demand</li> <li>▪ WebSphere Application Server - Express for iSeries</li> <li>▪ WebFaced applications run without interactive 5250 CPW</li> </ul>
Key Dates	<ul style="list-style-type: none"> <li>▪ General Availability February 21, 2003</li> </ul>

# e-business on demand

Announcement Highlights

## **e-business on demand**

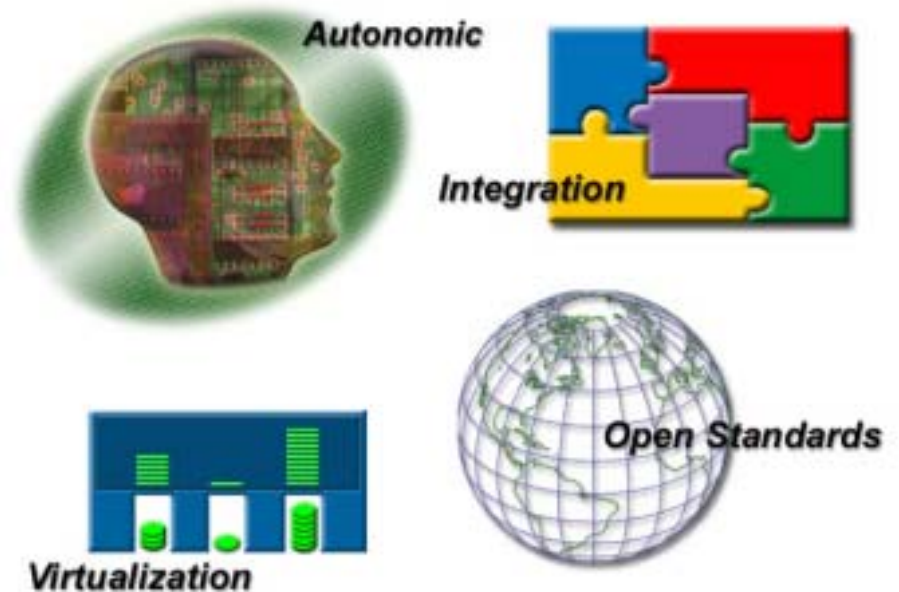
The Customer Challenge: Solving the Cost<sup>3</sup> Equation

Summary

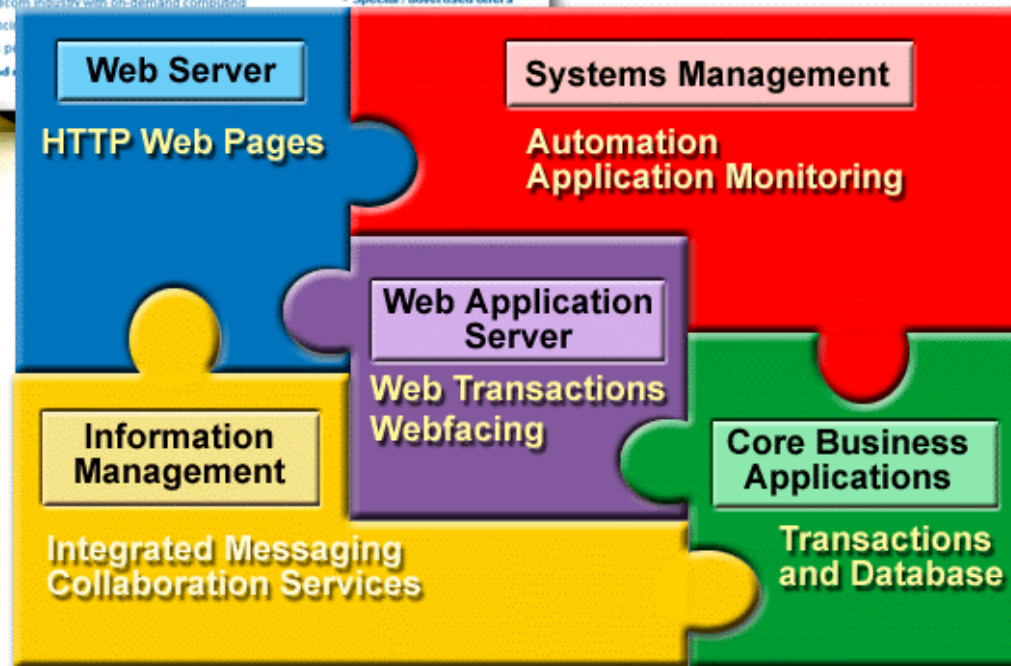
# iSeries..... simplicity in an on demand world

- e-business adoption
  - Access
  - Enterprise integration
  - On demand
- on demand businesses
  - Responsive in real-time
  - Require variable cost structures
  - Focused on core competencies
  - Resilient to challenges

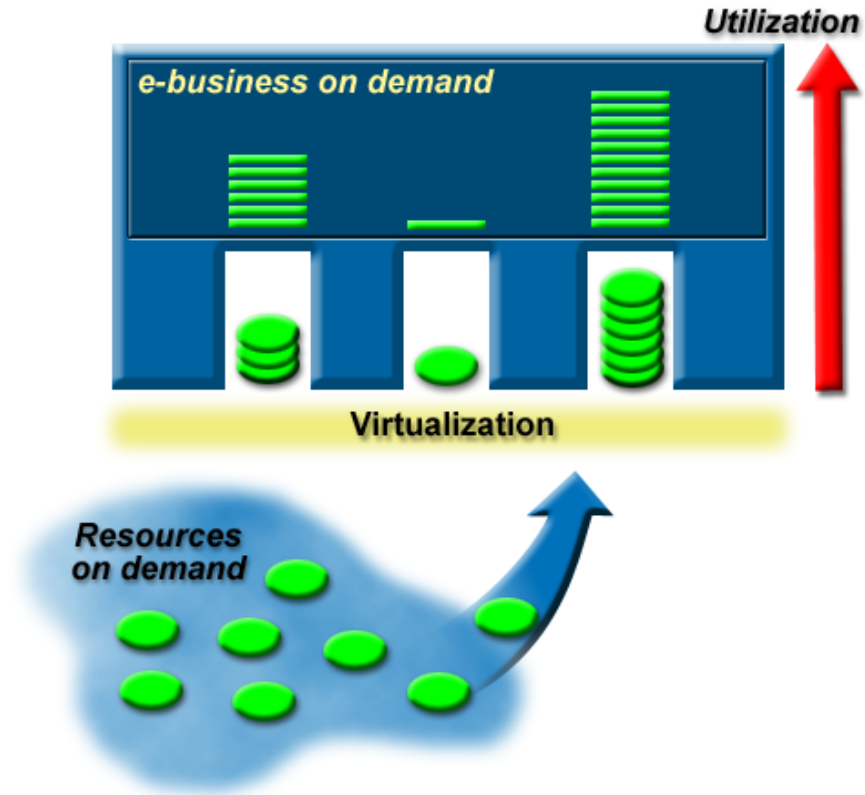
## on demand Operating Environment



# Integration

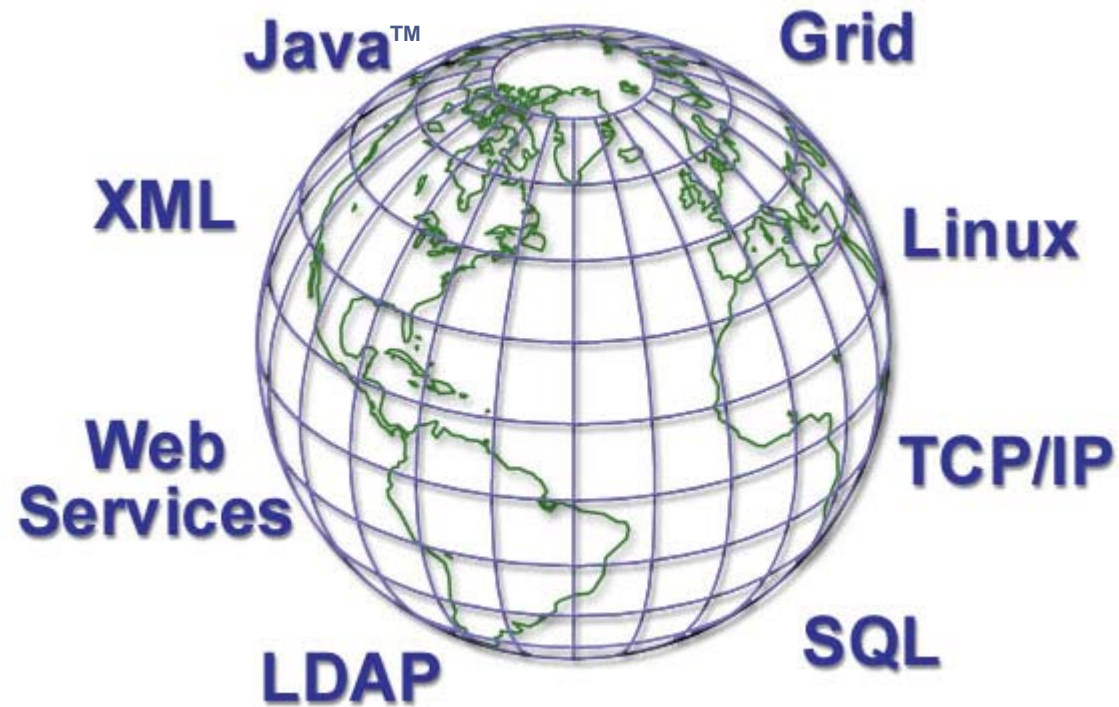


# Virtualization

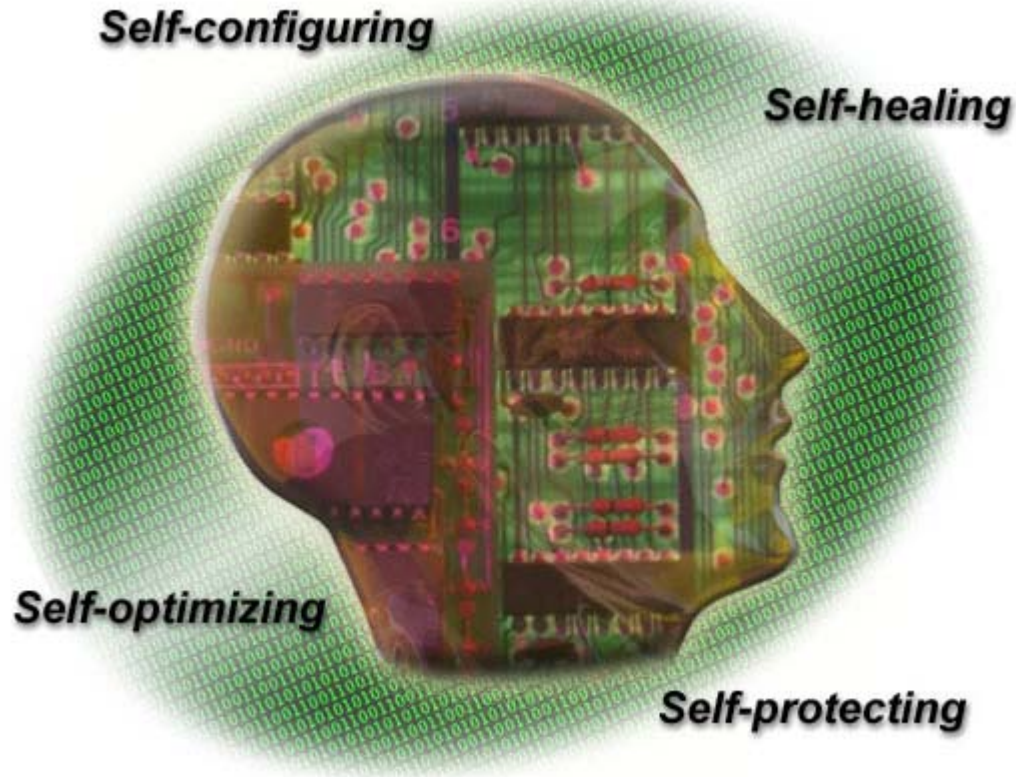




# Open Standards



# Autonomic Computing



# iSeries on demand computing environment

Announcement Highlights

e-business on demand

## ❖ **The Customer Challenge: Solving the Cost<sup>3</sup> Equation**

Summary

# The Customer Challenge: Solving the Cost<sup>3</sup> Equation

## 1) Cost of Acquisition ...

Upfront server, operating system and middleware price

## 2) Cost of Ongoing Operations ...

Ongoing cost of skills to deploy and manage solutions

## 3) Cost of Technology Transition ...

Long term application & platform investment costs

# Cost<sup>3</sup> and iSeries 2003 Announcements

## 1) Cost of Acquisition ...

Delivering new servers  
Eliminating interactive features  
Reducing software costs

- Announcement January 20, 2003,
- General Availability February 21, 2003

## 2) Cost of Ongoing Operations ...

Providing ultimate flexibility: On / Off CUoD  
Extending IBM middleware integration  
Regaining control of server farms

## 3) Cost of Technology Transition ...

eServer on demand management environment

# The Customer Challenge: Solving the Cost<sup>3</sup> Equation

## 1) Cost of Acquisition ...

Upfront server, operating system and middleware price



*... New Servers,  
New Packaging*

## IBM eServer iSeries - At a Glance

- Over 90% of customers see significant price / performance improvements!
- Significantly simplified packaging
- Simplified software tiers

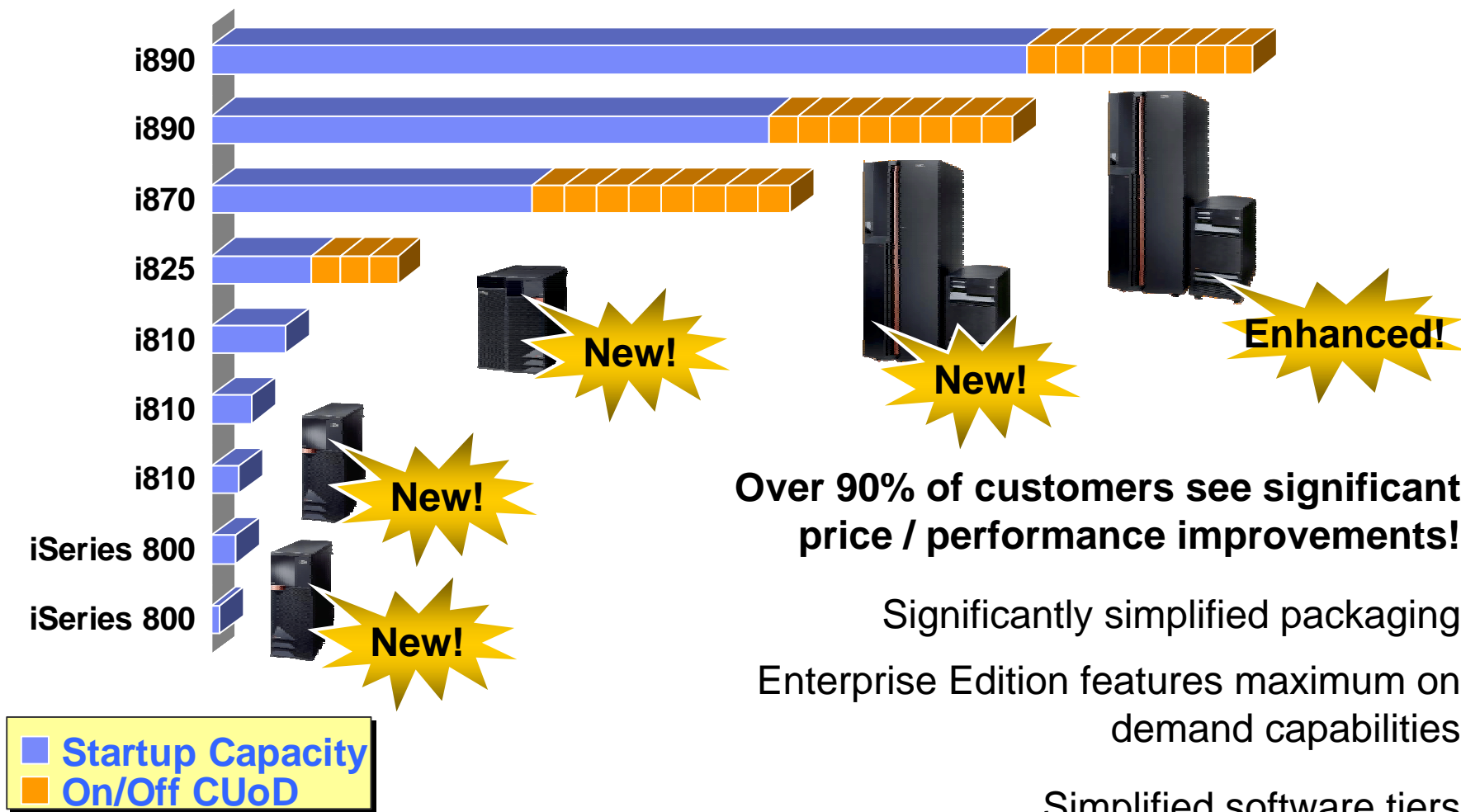
### *Servers for Medium to Large Enterprises*



### *Servers for Small to Medium Enterprises*



# IBM eServer iSeries – New, Simplified Product Line



**Over 90% of customers see significant price / performance improvements!**

Significantly simplified packaging

Enterprise Edition features maximum on demand capabilities

Simplified software tiers



# BEFORE

i890	0	120	240	560	1050	2000	4550	10000	16500	20200	37400
24-32 way	P50	P50	P60	P60	P60	P60	P60	P60	P60	P60	P60
16-24 way	P50	P50	P60	P60	P60	P60	P60	P60	P60	P60	
i840	0	120	240	560	1050	2000	4550	10000	16500	20200	
18-24 way	P40	P40	P50	P50	P50	P50	P50	P50	P50	P50	P50
12-18 way		P40	P50	P50	P50	P50	P50	P50	P50		
8-12 way	P40	P40	P50	P50	P50	P50	P50	P50			
i830	0	70	120	240	560	1050	2000	4550			
18-24 way	P30	P30	P40	P40	P40	P40	P40	P40			
i820	0	35	70	120	240	560	1050	2000			
3700	P30	P30	P40	P40	P40	P40	P40	P40			
2350	P20	P20	P30	P30	P30	P30	P30				
1100	P20	P20	P30	P30	P30						
670		P10	P20	P20	P20						
370		P10	P20	P20	P20						
i270	0	30	50	70							
2350	P20			P20							
1070	P10		P10								
465		P10									

- Multiple processor features
- Complex interactive features
- Interactive upgrade forced higher software tier
- No CUoD on base processors

# AFTER

<b>i890</b>	<b>Standard</b>	<b>Enterprise</b>
24-32 way	<b>P50</b>	<b>P50</b>
16-24 way	<b>P50</b>	<b>P50</b>
<b>i870</b>	<b>Standard</b>	<b>Enterprise</b>
8-16 way	<b>P40</b>	<b>P40</b>
<b>i825</b>	<b>Standard</b>	<b>Enterprise</b>
3-6 way	<b>P30</b>	<b>P30</b>
<b>i810</b>	<b>Standard</b>	<b>Enterprise</b>
2700	<b>P20</b>	<b>P20</b>
1450	<b>P10</b>	<b>P10</b>
1020	<b>P10</b>	<b>P10</b>
<b>iSeries 800</b>		
950/50	<b>P10</b>	
300/25	<b>P05</b>	

- Up to 80% price / performance improvements!
- Single software tier, choice of Standard or Enterprise Edition
- On / Off CUoD on all i825, i870 & i890
- WebFaced applications without interactive
- Enterprise Edition features maximum on demand capabilities
  - Integrated IBM software value
  - Unrestricted interactive

# AFTER Eliminating Interactive Features

i820	35	70	120	240	560	1050	2000
3700	\$240K	\$268K	\$320K	\$395K	\$555K	\$770K	\$1065K
2350	\$155K	\$183K	\$235K	\$310K	\$470K	\$685K	
1100	\$77K	\$105K	\$157K	\$232K	\$392K		
600	\$41K	\$69K	\$121K	\$196K			
370	\$23K	\$51K	\$103K	\$178K			

- ✓ One price
- ✓ One software tier
- ✓ Maximum on demand capabilities

i810	Enterprise
2700	\$230 K
1450	\$120 K
1020	\$78 K

← CEC prices

iSeries 800	
950/50	\$38K
300/25	\$9.9K / \$19K

← Package prices

# Converging iSeries & pSeries Pricing

	<b>iSeries List Price Standard Edition  Minimum Config</b>	<b>pSeries List Price  with DB2  Minimum Config</b>	<b>Price Multiple</b>
<b>i870</b> 8-way <b>p670</b> 8-way	<b>\$506K</b>	<b>\$508K</b>	<b>1.0</b>
<b>i890</b> 24-way <b>p690T</b> 24-way	<b>\$1.5M</b>	<b>\$1.7M</b>	<b>0.9</b>

Applies to Apples Comparison Includes DB2

# On demand – The Right Level for Your Business<sup>1</sup>

## ■ Enterprise Edition

Includes maximum on demand capabilities



Multiple operating environments  
Web modernization (WebFacing)

On / Off CUoD  
Dynamic LPAR  
OS/400 and DB2 licenses

## ■ Standard Edition

Aggressively priced for e-business workloads



Multiple operating environments  
Web modernization (WebFacing)

On / Off CUoD  
Dynamic LPAR  
OS/400 and DB2 licenses

License for popular e-business & datacenter management software

Maximum interactive 5250 CPW

Processor activation for Linux  
Integrated xSeries Server

Education and Services to accelerate deployment of WebSphere, Linux and Windows



Note: <sup>1</sup> Edition contents vary by model. Example shown here is for i870 or i890

## Enterprise Edition Software Value (i825, i870, i890)

### ■ IBM e-business software

Choice of WebSphere Application Server

Lotus Sametime

QuickPlace

DB2 Query Mgr and SQL Toolkit

DB2 SMP

DataPropagator for iSeries

DB2 Extenders -- XML and Text

### ■ IBM Datacenter Management Tools

Performance Tools

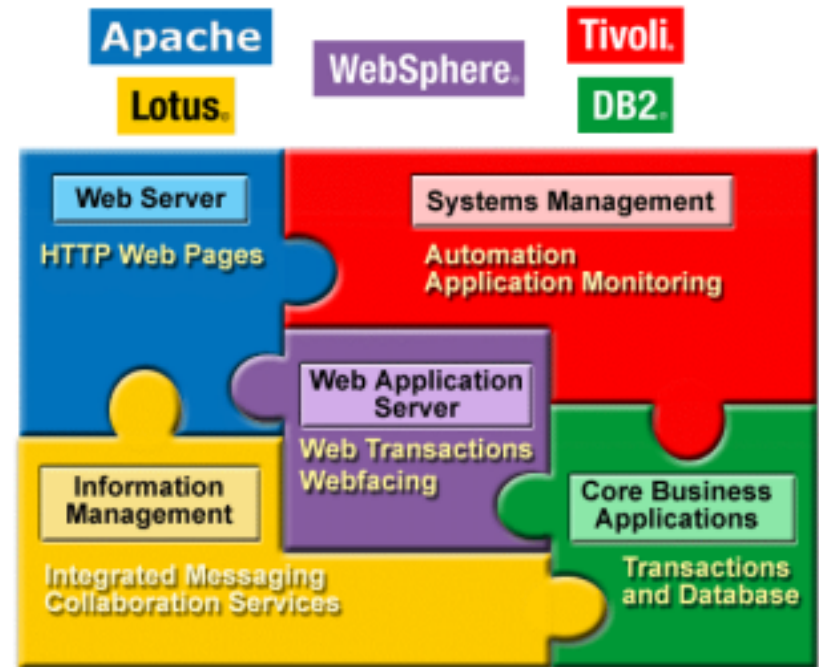
HA Cluster Resources

Media and Storage Extensions

Backup Recovery and Media Services

Tivoli Monitoring -- PAC for Web










Tivoli Storage Manager Extended Edition



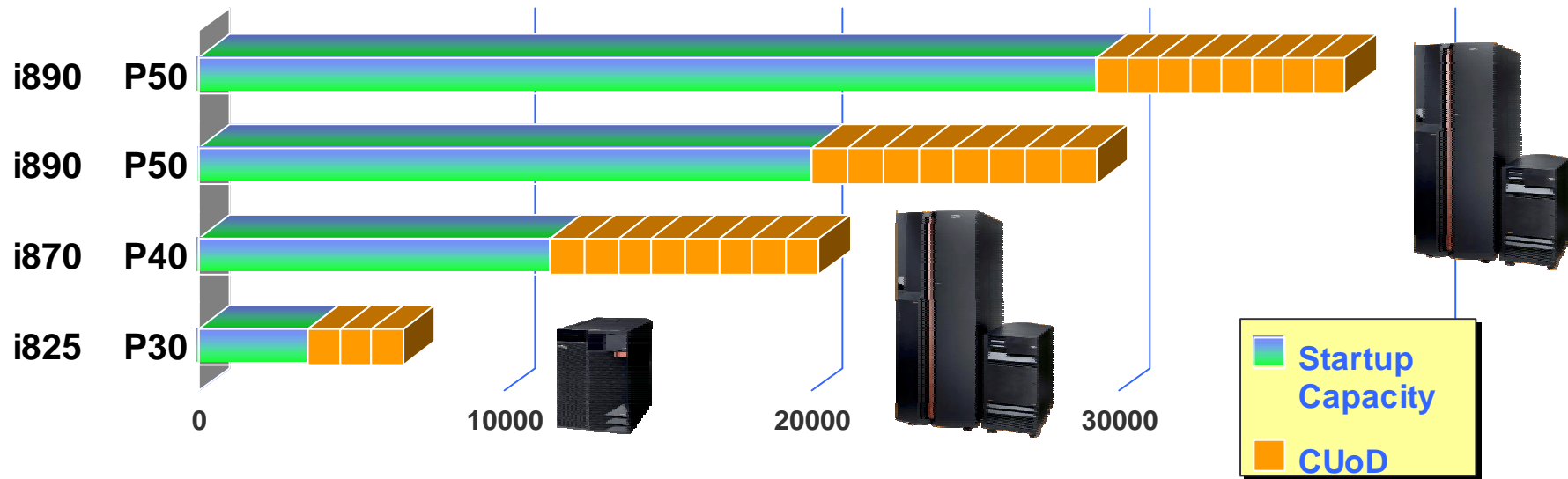
Notes: Licensing includes one server license for software charged by software tiers, or one license for each startup processor for software charged by processor.

## Integrated IBM Education and Services

- Accelerate deployment of WebSphere, Linux and Windows integration
- Included with i825, i870 and i890 Enterprise Package
- Offers one Getting Started service for WebSphere, Linux or Windows Integration
- IBM Learning Services education credits
  - 1 for i825, 3 for i870 and 5 for i890

	Solution	Education	Services
WebSphere			
Linux			
Windows Integration			

## iSeries Servers for Medium to Large Enterprises



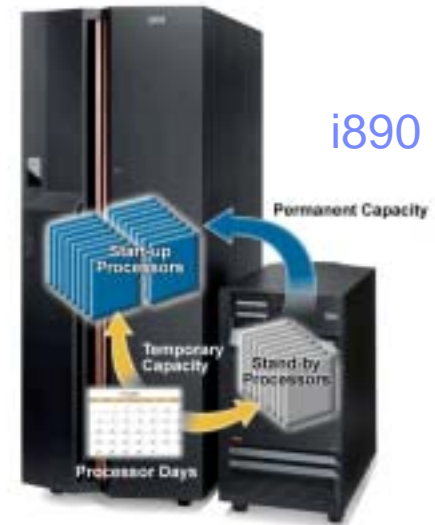
- On / Off Capacity Upgrade on Demand
- Standard and Enterprise Editions
- OS/400 priced per processor, flexibility to activate processors for Linux
- Single software tier, regardless of the edition or processor activation



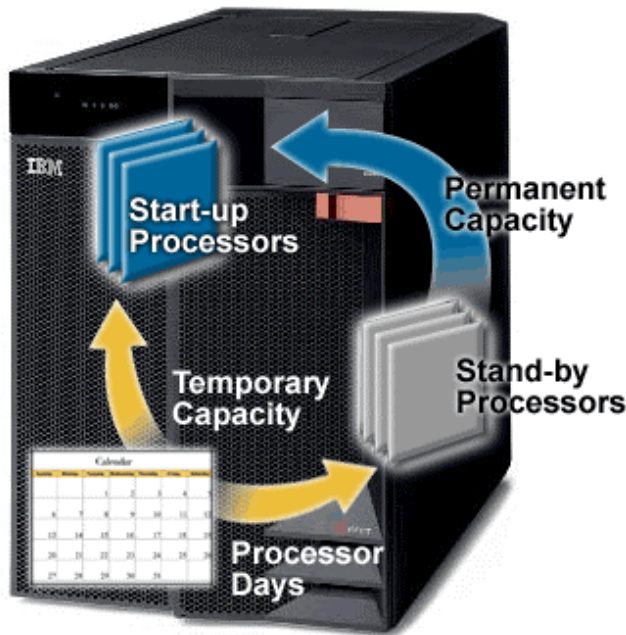
# i890 and i870

- Deliver mainframe-class performance with unmatched iSeries growth for large enterprises
- On / Off CUoD
- Up to 32 dynamic logical partitions

<b>i890</b>	<b>Standard</b>	<b>Enterprise</b>
24-32 way Up to 37,400 CPW	<b>P50</b>	<b>P50</b>
16-24 way Up to 29,300 CPW	<b>P50</b>	<b>P50</b>
<b>i870</b>	<b>Standard</b>	<b>Enterprise</b>
8-16 way Up to 20,000 CPW	<b>P40</b>	<b>P40</b>



# i825

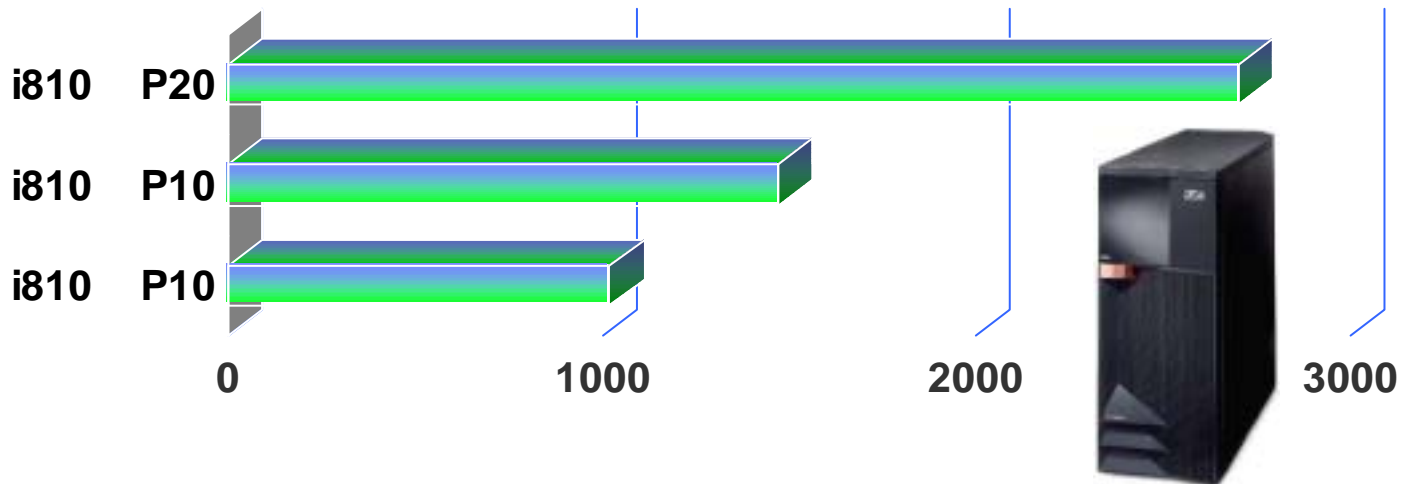


- Delivers exceptional flexibility and growth for mid-sized enterprises
- On / Off CUoD
- Up to 32 dynamic logical partitions

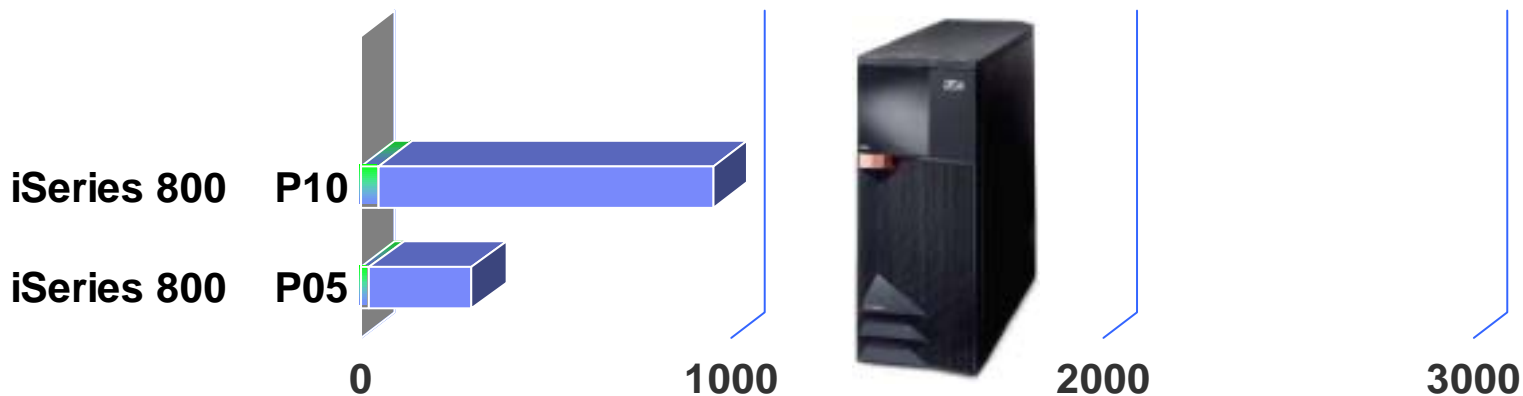
i825	Standard	Enterprise
3-6 way Up to 6,600 CPW	<b>P30</b>	<b>P30</b>

# iSeries - Servers for Small to Medium Enterprises

**i810** Offers Standard and Enterprise Editions



**iSeries 800** Offers Editions with fixed amounts of 5250 CPW



# i810



- Built for small to medium enterprises running a broad range of e-business including 5250 OLTP solutions
- Deliver up to 80% price performance improvements
- Exceptional I/O expandability with up to 14 TB disk
- Ideal for Windows and Linux server consolidation

i810	Standard	Enterprise
2,700 CPW	<b>P20</b>	<b>P20</b>
1,450 CPW	<b>P10</b>	<b>P10</b>
1,020 CPW	<b>P10</b>	<b>P10</b>

## iSeries 800



- Built for the needs of small to medium enterprises with e-business including 5250 OLTP applications
- Advanced Edition
  - Robust server configuration & WebSphere – Express
- Standard Edition
  - Robust server configuration & WebSphere – Express
- Value Edition
  - Base server configuration

### iSeries 800 Editions

<b>Advanced</b>	950/50	<b>P10</b>
<b>Standard</b>	300/25	<b>P05</b>
<b>Value</b>	300/25	<b>P05</b>

## iSeries for Domino™

- Ideal for Domino server consolidation
- Extend Domino with additional Lotus software, WebSphere, Linux applications, and DB2 integration, all on a single server footprint
- Highly flexible performance management

iSeries for Domino	MCU*
i825 6-way	17,400
i825 4-way	11,600
i810 2-way	7,900
i810 1-way	4,200
i810 1-way	3,100

**Lotus.** software



Note: \* Mail and Calendar Users. Pre-GA estimates, for final numbers see performance capabilities reference guide

## High Performance Direct Attach Storage Options

Achieve up to 3X throughput improvements with enhanced PCI-X I/O options

Improve performance with IBM's 3 disk optimized RAID-5

New 35GB and 70GB 15K RPM disk drives

New PCI-X I/O towers with rack mount options



# Software Maintenance

- Provide users timely access to proven solutions
- Improve IT productivity and deployment effectiveness
- Single, cost effective offering combining software upgrade entitlement and remote technical support
  - Access current and future releases
  - Voice and electronic support
  - Defect and routine use assistance
- One year contract sold with new iSeries servers or new sales





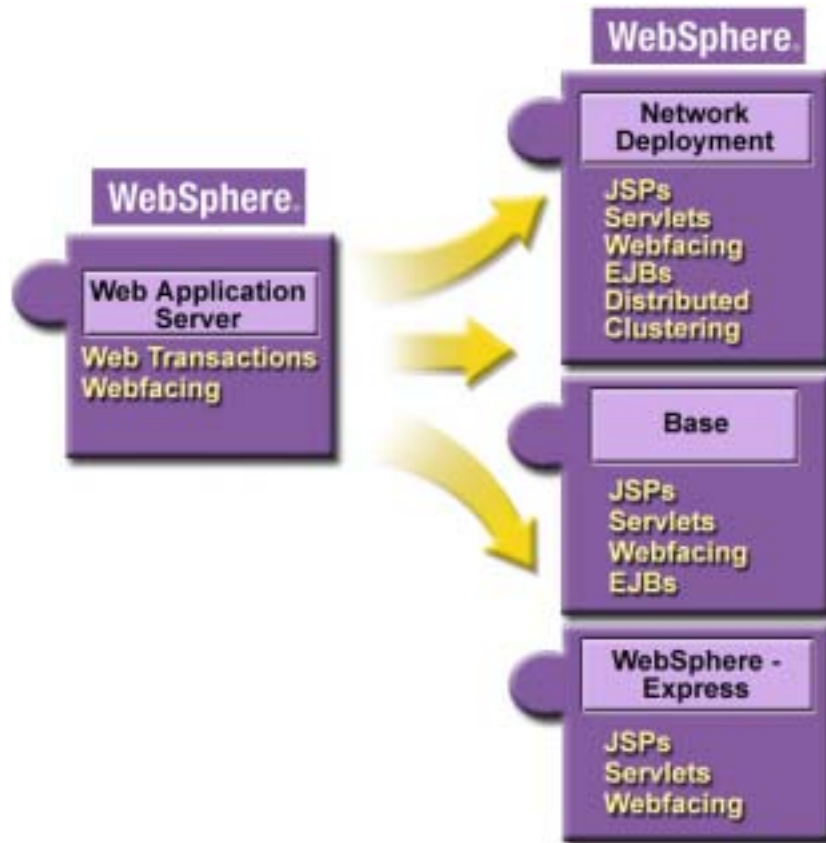
# The Customer Challenge: Solving the Cost<sup>3</sup> Equation

## 2) Cost of Ongoing Operations ...

Ongoing cost of skills to deploy and manage solutions



# WebSphere Application Server V5



- Flexible choice of Web application server, packaged for range of customer sizes
- Network Deployment
  - Advanced clustering, distributed security, directory and systems management
- Base
  - Premier application server
  - Integrating enterprise data and dynamic e-business transactions
- Express
  - Development environment
  - Simple, dynamic Web sites