Cloud Computing Information Resources

for IBM Business Partners, Consultants and System Integrators

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Questions - Scott Dillingham, IBM Corporation (dillingh@us.ibm.com)

Send Feedback

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Introduction

This document provides quick access to a wide variety of PartnerWorld (PW ID required) and ibm.com information sources. A number of the links go to a "home page" of an offering or brand, whereby you can quickly locate the latest white paper, demonstration, education, etc available. As an example, the "sales kit" page identifies the content found for many offering, so "white papers" will include cloud and non-cloud specific topics. The pages are not "cloud specific" content, but pertains to helping you stay current on the latest information and resources for IBM hardware and software offerings.

Cloud specific content or pages are marked for your reference with the following mark -

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Key Websites for IBM Information

Benefits, resources, and support for IBM Business Partners and System Integrators

- **Cloud Computing**
  - PartnerWorld - www.ibm.com/partnerworld/cloud
  - Ibm.com - http://www.ibm.com/cloud-computing
  - developerWorks - http://www.ibm.com/developerworks/cloud/
- **Software**
  - **Tivoli** – *click button for info …* PW ibm.com
  - **Rational** - *click button for info …* PW ibm.com
  - **Information Management** - *click button for info …* PW ibm.com
  - **WebSphere** - *click button for info …* PW ibm.com
  - **Collaboration Solutions (Lotus)** - *click button for info …* PW ibm.com
  - **Industry Solutions** - *click button for info …* PW ibm.com
  - **Business Analytics** – *click button for info …* PW ibm.com
- **Systems, servers and storage**
  - **PureSystems** PW ibm.com
  - **Power systems** – *click button for info …* PW ibm.com
  - **System x rack and tower systems** – *click button for info …* PW ibm.com
  - **System z** – *click button for info …* PW ibm.com
  - **System Storage** – *click button for info …* PW ibm.com
  - **Systems Software** - *click button for info …* PW ibm.com
  - **STG Private Cloud Master Sales Kit** – *click button for info …* PW

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IBM PureSystems

- **Expert Integrated Systems**
  - **PureSystems** - *click button for info …* PW ibm.com
  - **FlexSystem** - *click button for info …* PW ibm.com
  - **PureFlex System** - *click button for info …* PW ibm.com
  - **PureApplication Systems** - *click button for info …* PW ibm.com
  - **PureData Systems** - *click button for info …* PW ibm.com
  - **IBM PureSystems Guidebook for IBM Business Partners** PW
  - **IBM PureSystems Technology Access Program** PW
  - New! **IBM PureFlex and Flex System Specialty** PW
  - **Ready for IBM PureSystems - technical validation** PW
  - **PureSystems Centre** PW
    - **Optimized solutions from leading ISV partners, validated through Ready For IBM PureSystems program.**
  - **IBM PureSystems** on YouTube YouTube

Speed cloud adoption with IBM PureSystems built-in expertise, integration by design and a simplified overall experience

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Key Websites for Partner-enabled IBM Cloud Services

Benefits, resources, and support for IBM Business Partners and System Integrators

- **IBM Smart Business Compute Cloud**
  - IBM SmartCloud Enterprise PW
- **IBM Information Protection Services**
  - SmartCloud Managed Backup-Remote Data Protection PW
  - SmartCloud Managed Backup– Fast Protect Online PW
  - IBM SmartCloud Virtualized Server Recovery PW
  - Email Management Express PW
- **IBM Managed Security Services (Cloud Computing)**
  - IBM X-Force hosted threat analysis service PW
  - Express managed email security PW
  - Express managed web security PW
  - IBM security event and log management services PW
  - Hosted mobile device security management PW
  - Hosted application security management PW
  - Hosted vulnerability management PW
- **IBM Professional Security Services Cloud Computing**
  - IBM Professional Security Services Cloud Computing – cloud security consulting – cloud security strategy roadmap PW
  - IBM Professional Security Services Cloud Computing – cloud security consulting – cloud security assessment PW
- **IBM Tivoli Live**
  - IBM Tivoli Live – monitoring services PW
- **IBM Smart Business Storage Cloud**
  - Private Storage Cloud (Combination of HW appliance and services) PW
- **IBM Smart Business Desktop (on the IBM Cloud)**
  - IBM Smart Business Desktop on the IBM Cloud PW

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Cloud Sales Guide for IBM BPs and SIs

For **IBM Business Partners and System Integrators** to quickly locate **cloud offerings**, read highlights and access PW or ibm.com cloud related information with only a few mouse clicks.

- **Entry points (8) –** Cloud offerings, SmartCloud Framework and Client Initiatives
- **Categories (37) –** Brands, Services LOBs, Sales tools, Enablement, etc.
- **Information resources (250+)**
- **Links to more information (450+) on ibm.com and PartnerWorld**
- **Add'l information – "**What's new", "Whitepapers", etc.

Cross-brand SW, STG, GBS, GTS and industry solutions in one flash tool …

Benefits of Cloud Sales Guide for IBM BPs and SIs

- ✓ Delivers a cross-brand cloud portfolio for software, hardware, solutions, services and cloud sales resources content in a single tool
- ✓ Provides easy, logical navigation for user and view topics of interest only
- ✓ Maintains currency without user action - Regular updates immediately available the next time you open it …no downloads, RSS feeds, etc.
- ✓ **Web browser or desktop version** of the tool available today (*use tabs at top of page to access NEW LINKS to enhanced guide* …)

CSGv2 Web Version–Click here

CSGv2 Desktop Version–Click here

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IBM PartnerWorld Sales Kits

Example of IBM offering web content available

Key Resources	Understand	Explore	Develop, implement and confirm
Education	Announcement letter	Case study	Cross selling
Marketing materials	Data sheet	Client references	Pricing information
Quick reference guides	Executive brief	Confiiguration skupport	Proposal reference material
Related sales plays and kits	FAQs	Demos	Redbook
	Market analysis	Proof of concept	SW subscription and support
	Presentations	Return on investment tools	Technical sales support
	Press articles	Sales guide	
	Resource kit	Sales tools	
	Solution / product guide	White paper (technical, thought leadership, solutions)	
	Solution brief		
	Video		
	Web content		
	Web resource		

Note – IBM sales kit available content varies, so not all of the items listed above available for every product offering.

Cloud Sales Guide for PW link to specific cloud offering sales kits … click here

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White Papers, Solution Briefs and Data Sheets

Cloud Specific

- View doc ▪ Safeguarding the cloud with IBM Security solutions ((April 2013)
- View doc ▪ Virtualizing disaster recovery using cloud computing (January 2013)
- View doc ▪ IBM SmartCloud Foundation: Enabling technologies for cloud (Nov 2012)
- View doc ▪ IBM PureFlex System configurations (Nov 2012)
- View doc ▪ Case Study - Tieto provides cloud-based infrastructure as a Service (Oct 2012)
- View doc ▪ Exploring the frontiers of cloud computing - Insights from Platform-as-a-Service pioneers (Oct 2012)
- View doc ▪ Understanding Patterns of Expertise: PureSystems Virtual Application Patterns (Sept 2012)
- View doc ▪ SmartCloud Control Desk: IBM Consolidates and Advances Its IT Service Management Offerings (May 2012)
- View doc ▪ IBM PureSystems - Businesses are ready for a new approach to IT (Apr 2012)
- View doc ▪ Choice and control: IBM shares considerations for developing enterprise cloud strategies (Apr 2012)
- View doc ▪ Success in the cloud: Why workload matters (March 2012)
- View doc ▪ IBM solutions for cloud and virtualization in enterprise environments (March 2012)
- View doc ▪ The Power of Cloud: Driving Business Model Innovation (Feb 2012)
- View doc ▪ Consolidated security management for mainframe clouds (Feb 2012)
- View doc ▪ Virtualizing disaster recovery using cloud computing (Jan 2012)
- View doc ▪ End-to-end virtualization – A holistic approach for a dynamic environment (Sept 2011)
- View doc ▪ Transforming software delivery with cloud (August 2011)
- View doc ▪ Become a social business in the cloud (July 2011)

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White Papers

Consultant Examples for Cloud

- View doc ▪ **Private Clouds Will Use Hybrid Infrastructure** (January 2013, Forrester Consulting)
- View doc ▪ **How Cisco's UCS Compares to IBM Flex System** (November 2012, Clabby Analytics)
- View doc ▪ **IBM PureSystems Cut Costs and Increase Agility by Simplifying the IT Life Cycle** (Sept 2012, IDC)
- View doc ▪ **Stepping Into the Cloud: A Practical Guide to Creating and Implementing a Successful Cloud Strategy** (August 2012, Frost & Sullivan)
- View doc ▪ **Taming the SAP Maintenance Burden to Deliver Bottom Line Value** (August 2012, Frost & Sullivan)
- View doc ▪ **Comparing IBM PureSystems and Cisco UCS** (June 2012, HRG)
- View doc ▪ **Jumping into the PaaS Pool: Why Platform as a Service is the Next Hot Cloud Service** (May 2012, Frost & Sullivan)
- View doc ▪ **Smarter Commerce tightens the link between IBM solutions and direct customer business results** (Nov 2011, TBR, Inc.)
- View doc ▪ **Practical Guide to Cloud Computing** (Oct 2011, Cloud Standards Customer Council)
- View doc ▪ **IBM Cloud Services - Balancing compute options: How IBM Smart Business; Cloud can be a catalyst for IT transformation** (Winter 2011, TBR, Inc.)
- View doc ▪ **End-to-End Virtualization: A Holistic Approach for a Dynamic Environment** (Sept 2011, IDC)
- View doc ▪ **IBM is a leader in business analytics and is well-positioned to capture market share through 2015** (August 2011, TBR, Inc.)
- View doc ▪ **Notes and Domino Next: A Glimpse into IBM's Collaboration Future** (March 2011, Gartner)
- View doc ▪ **Private Clouds Float with IBM Systems and Software** (February 2011, Ideas international)
- View doc ▪ **How IBM is shortening the gap between customers and development value** (February 2011, TBR, Inc.)

IDC Analyze the Future

Gartner

HURWITZ & ASSOCIATES Insight to Action

IDEAS INTERNATIONAL custom consulting services

TBR TECHNOLOGY BUSINESS RESEARCH, INC.

CLABBY ANALYTICS

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Comparing IBM PureSystems and Cisco UCS

Harvard Research Group Assessment - Whitepaper

View doc

Rating Factor	IBM PureSystem	Cisco UCS	VCE – Vblock	NetApp - FlexPod
Automation				
Cloud				
Configuration				
Factory Assembly & Integration				
Mgmt. & Admin				
Network				
Ordering & Installation				
Patterns of expertise				
Security				
Storage				
Virtualization				

Examples of the points from the paper -

- ✓Automation - Cisco relies on partners for system level functionality like automation. IBM has in-house expertise and solutions that have been integrated into PureSystems
- ✓Management & Administration - IBM has in-house expertise, experience and software that has been integrated into and optimized for IBM PureSystems. Cisco relies on third parties providing this capability through xml APIs.
- ✓Network support - PureSystems in chassis (East/West) messaging is superior in heavy workload situations to Cisco's latency prone North South oriented architecture.
- ✓Patterns of expertise - IBM benefits from the years spent honing system development, customization, deployment, and custom consulting skills. A clear win for IBM.
- ✓Storage - IBM's V7000 which is factory integrated and optimized in the IBM PureSystem rack can integrated, virtualize, and manage IBM and 3rd party storage like EMC. Cisco does not have their own storage management offering and relies on third parties for this.
- ✓The key difference at the most basic level is that IBM PureFlex is a system while Vblock a stack of partner components and software and FlexPod a framework for integrating partner components and software are not.

Conclusion Extracts -

- ✓Based on our analysis and comparison we conclude that IBM has a broader more complete offering than Cisco UCS even though Cisco has been in the converged systems market longer. The integrated expertise embodied in the new IBM PureFlex Systems goes beyond the basic management and functionality of the underlying components.
- ✓The new IBM PureSystems with built-in expertise represent the next step in the evolution of Information Technology. This new offering provides what executives and business owners have been looking for – an easy to use system that delivers functional richness without the complexity of previous generation systems.

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Key Enablement Web Sites

- **PartnerWorld University … *click here***
  - Know Your IBM
  - Marketing College
  - Sales and Financial College
  - Systems College
  - Software College
  - Services College
  - PartnerWorld Offering College
  - Launch Education
- **Training and certification**

Connect – **Smarter Planet Solutions: Cloud Computing Roadmaps … for sales, technical and certification**

Connect – **IBM Cloud Education Comes to You** (virtual training 24x7)

Connect – PartnerWorld (General)

Connect – IBM Training Worldwide (Software and Systems)

Connect – IBM Software Training and Certification

Connect – IBM SmartCloud Services University

Connect ➢ **IBM Certified Solution Advisor - Cloud Computing Architecture V2**

Connect ➢ **IBM Certified Solution Architect - Cloud Computing Infrastructure**

- **IBM Top Gun training … *click here***
  - Designed for I/T industry professionals who spends their time selling or supporting IBM products and solutions. The format involving unique class themes, lectures, stand-up exercises, hands-on labs, quizzes, and product demonstrations. Similar sessions are available in a virtual learning environment (, ie, TGVL).
- **IBM Education Assistant … *click here***
  - A collection of multimedia educational modules designed to help you gain a better understanding of IBM software products and use them more effectively to meet your business requirements. Modules consist of presentations, tutorials, demonstrations and more.
- **IBM Product Information Centers … *click here***
  - A powerful online interface for finding technical information on a particular product, offering, or product solution

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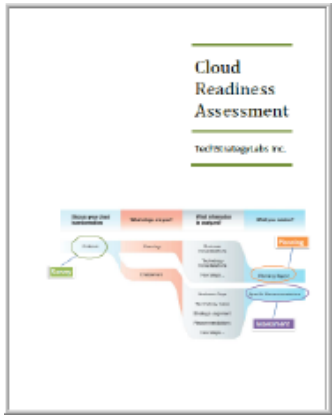
Cloud Computing Tools

- **IBM Cloud Sales Simulator …** *click here*
  - A practice tool for sellers that discuss IBM cloud solutions with your clients. It allows you to practice your consultative sales skills while advancing a cloud solution with a fictional client.
- **Cloud Adoption Advisor …** *click here*
  - Knowing where to start and how to focus your efforts can be a challenge when talking to clients. This 15-20 minute assessment will help you identify and prioritize areas to achieve your clients cloud adoption goals.
- **Cloud Business Model Self Assessment Tool …** *click here*
  - No-charge online tool to help your clients evaluate where they are in their journey towards cloud. Client information is analyzed and a planning report and specific recommendations are provided.
- **Alinean ROI Tool …** *click here*
  - Alinean's sytems consolidation tool is designed to provide a preliminary, high level analysis of the estimated potential consolidation savings by switching to current IBM Systems platforms.
- **IBM SmartCloud Simulator …** *click here*
  - Use this tool to experience how easy it is to use the IBM SmartCloud. This interactive tour through the IBM SmartCloud shows several ways you can use and manage this product to provide your business the IT resources you need to your unique workloads.
- **SmartCloud Enterprise Cost Estimator …** *click here*
  - Estimate monthly costs for using SmartCloud Enterprise resources and compare costs to a comparable traditional in-house implementation.



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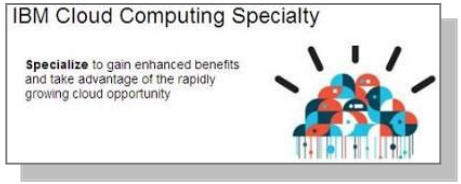
Communities

- **IBM Cloud Computing Specialty …** *click here*
  - The IBM Cloud Computing Specialty provides an ecosystem for IT companies to work together and deliver a wide range of cloud computing services and technologies for clients of all sizes and industries. Achieving a specialty offers a number of marketing, sales and collaboration benefits to this select group.
    - Cloud Builders
    - Cloud Services Solution Providers



- **IBM Cloud on Social Media**
  - IBM Cloud on Twitter … *click here*
  - IBM Cloud for CSI on Twitter … *click here*
  - IBM Cloud on Facebook … *click here*
  - IBM Cloud on YouTube … *click here*
  - IBM Cloud on LinkedIn … *click here*
  - IBM Cloud on Google+ … *click here*
  - Blog - Thoughts on Cloud … *click here*
  - Blog - developerworks on cloud … *click here*
- **Social media connections …** *click here*
- **PartnerWorld Collaboration Communities …** *click here*

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IBM Global Client Centers

IBM has over 450 Client Centers worldwide to help you sell solutions to your clients. These centers and their highly skilled people represent a valuable resource that can help you reduce solution development and sales cycle times. These centers vary in capability, but are a great resource to hold briefings, demonstrate solutions, help create proof of concepts, run workshops, and bring to bear experts that demonstrate the value of IBM. Each center brings its own unique value to the table and satisfies a specific business need.

- **IBM Innovation Centers …** *click here*
  - IBM Innovation Centers provide technical resources, training and events, personalized support, as well as marketing and selling support resources. Our teams can help you architect and enable your application on IBM Systems and software. Our technical experts are ready to help you with your development objectives. Once you engage with our centers, you have access to our IT architects and specialists around the world.
- **Executive Briefing Centers (EBCs)** *… contact your IBM team for more information*
  - (EBCs) offer sales organizations a powerful tool to help shorten the sales cycle, grow opportunities and close deals.
- **IBM Technology Centers** *… contact your IBM team for more information*
  - IBM Technology Centers focus on solutions leveraging and highlighting STG and SWG products with a primary mission of driving sales and client acceptance of those products. Examples of centers include – Benchmark & Proof of Concept, High Availability Centers, Design Centers, Solution Integration, etc.
- **Industry and Solution Centers** *… contact your IBM team for more information*
  - Industry and Solution Centers are a broad spectrum of centers that provide sales support to IBM client teams from early in the sales cycle to delivery. These centers offer industry-specific and/or cross-industry solution expertise and capabilities.
- **IBM Forum Centers** *… contact your IBM team for more information*
  - IBM Forum Centers build and operate innovative events and collaboration experiences for clients and IBM Business Partners.

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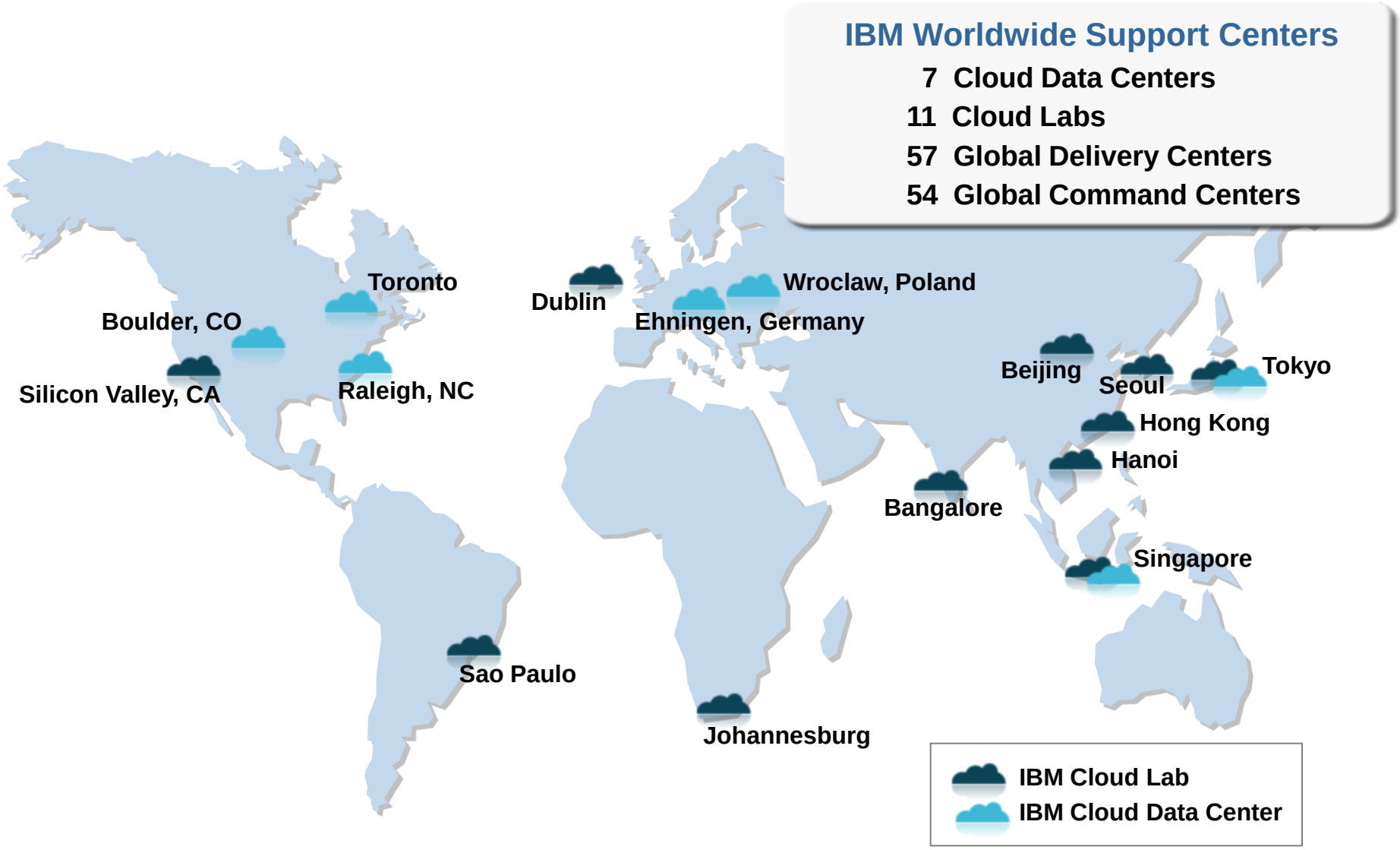
IBM Centers Deliver & Manage Cloud Services Globally

Providing additional enablement and deployment support



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Newsletters and other news

Stay connected with IBM

Connect

- **IBM PartnerWorld News by e-mail**
  - Offering a personalized electronic newsletters and emails based on your interests.

Connect

- **IBM Training eNewsletter**
  - Monthly newsletter tailored to your interests for the latest news on technical training and resources, including new or latest courses, books, certifications, conferences, etc.

Connect

- **IBM Software eNewsletter**
  - Monthly newsletter customized to your topics of interest, so you can get the most out of your IBM Software with links to the latest news, resources and events.

Connect

- **Systems and Storage Performance Newsletters**
  - Get the latest benchmark data on IBM systems and storage.

Connect

- **News by syndication**
  - RSS feeds for updates, video channels, mobile content, twitter, etc.

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Next Steps

Cloud computing has multiple entry points, plus your clients and you could have a wide variety of business problems you would like to see addressed by the advantages of cloud. IBM's broad portfolio of cloud service and solution offerings are supported by a wide variety of enablement and support resources.

Tell us where your clients and you are wanting to take the cloud and we can provide very specific guidance, support and direction.

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