



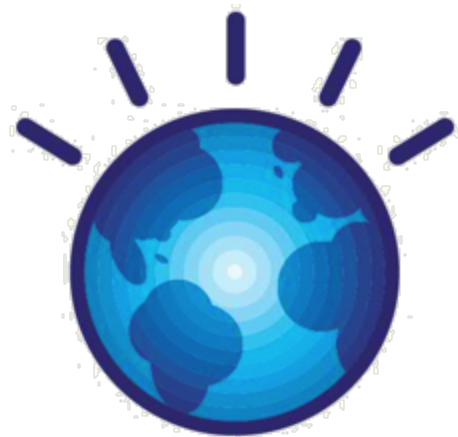
IBM SmartCloud Foundation for ISVs

Rethink IT. Reinvent Business





On today's Smarter Planet, businesses are challenged to innovate while managing an unprecedented rate of change



80%

CEOs anticipate
turbulent change and
bold moves ahead.

* Source: IBM CEO Study

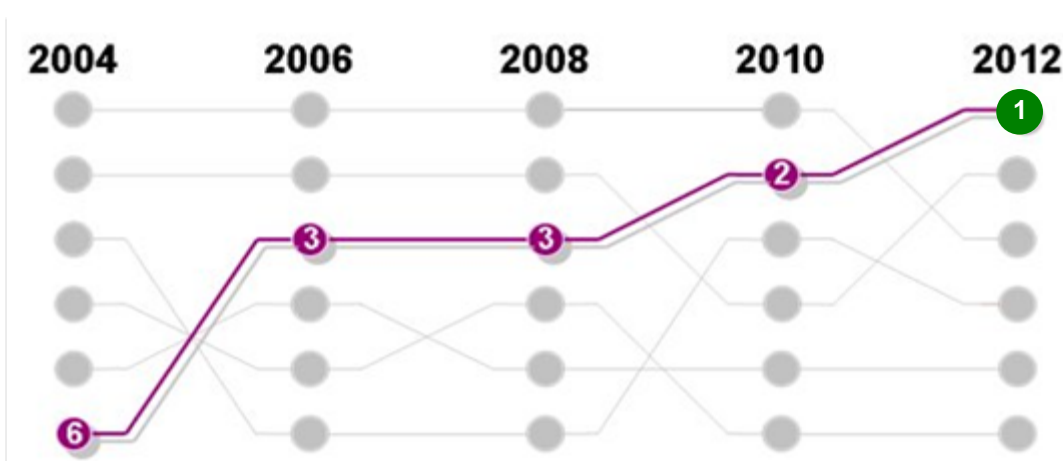
**Build operating
dexterity**

**Reinvent customer
relationships**

**Uncover new
Profit opportunity**



For the first time, CEOs identify technology as the most important external force impacting their organizations



Factors impacting organizations:

1. Technology factors
2. People skills
3. Market factors
4. Macro-economic factors
5. Regulatory concerns
6. Globalization

Source: IBM CEO Study 2012

Speed Value

90%

view cloud as critical to their plans



Extended Reach

1 Billion

Smartphones and 1.2 billion mobile employees by 2014

Responsiveness

20B+

Intelligent business assets



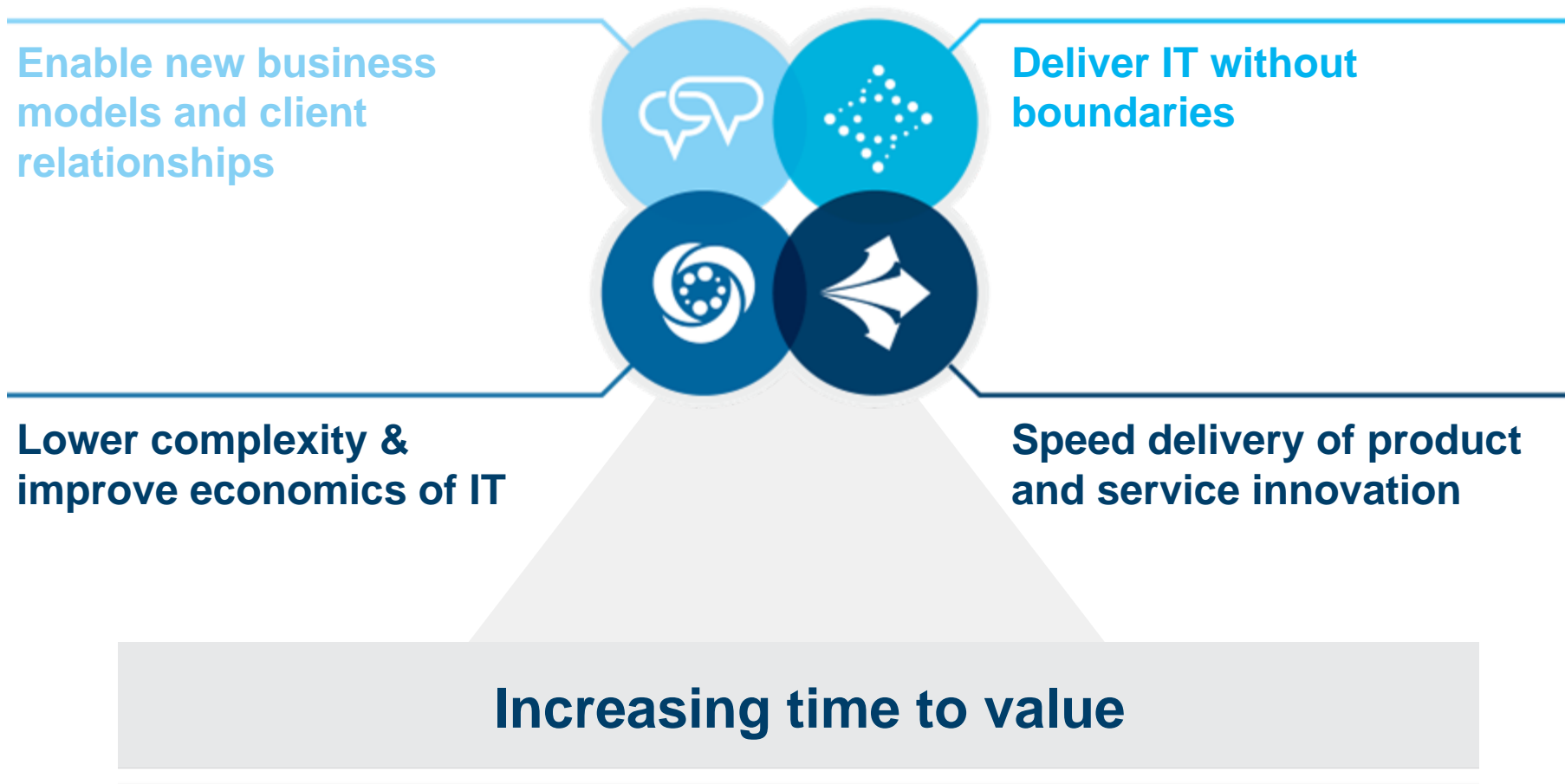
New Insights

2.7zB

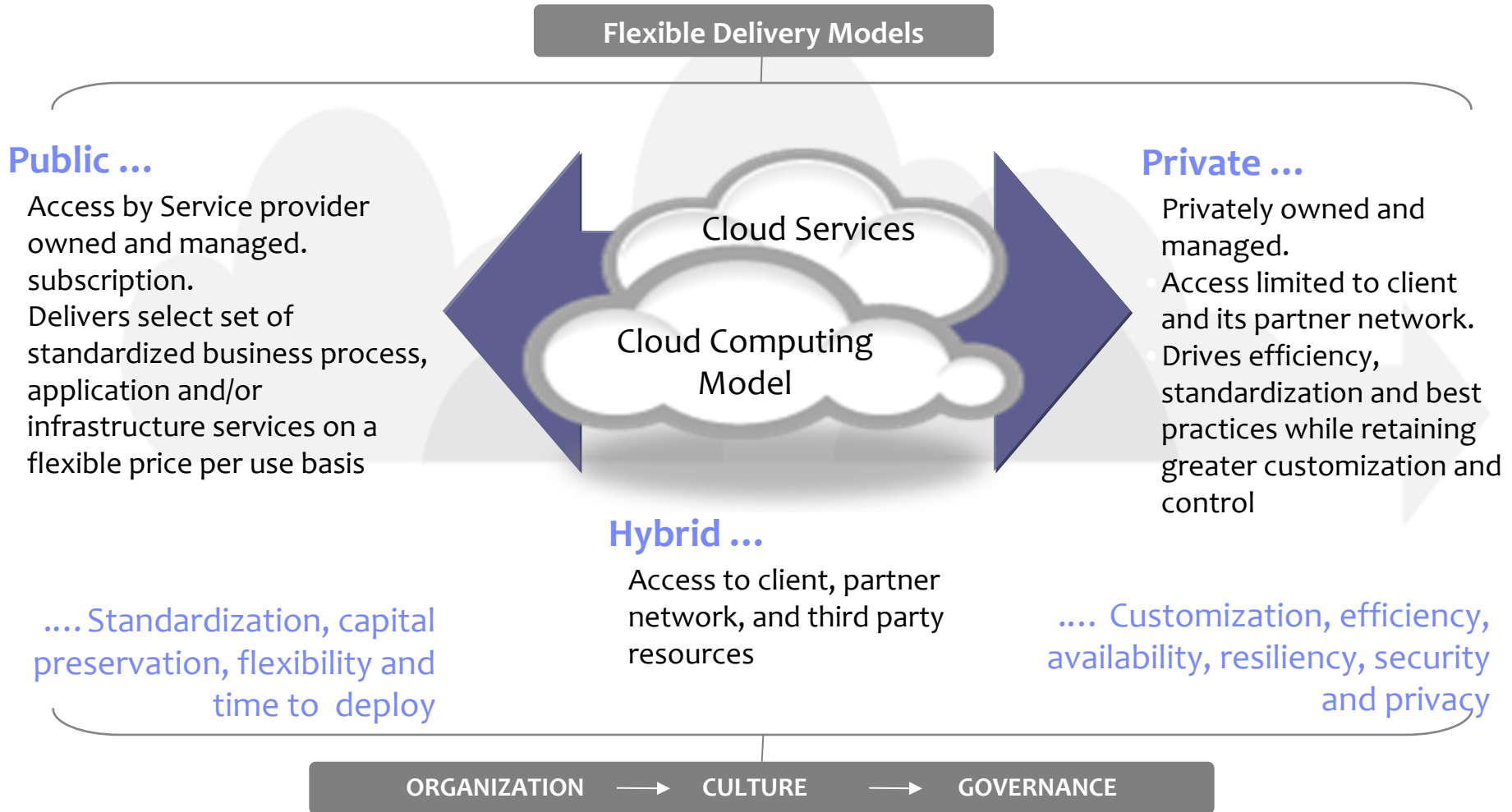
of digital content in 2012, up 50% from 2011



Thus, organizations are applying technology in new, innovative ways by leveraging the transformational power of cloud and expert integrated systems



Cloud Computing Delivery Models



...service sourcing and service value

The evolution of cloud strategies

No matter where you are in your cloud journey, IBM has capabilities to help you achieve your business goals

Integrate

- Improve efficiency and utilization of IT resources
- Reduced management complexity and infrastructure costs through standardization
- Leverage integrated server and storage management

Automate

- Security and governance
- System platform optimization and integration
- Single interface to manage servers, storage and networking
- Image management to improve service delivery

Orchestrate

- Integrated and secure virtual infrastructure
- Monitoring, capacity and analytics along with infrastructure provisioning
- Automated billing usage and metering
- Optimized environment for workload

Get started:

- **Implementing an Advanced Cloud Infrastructure**

Get started:

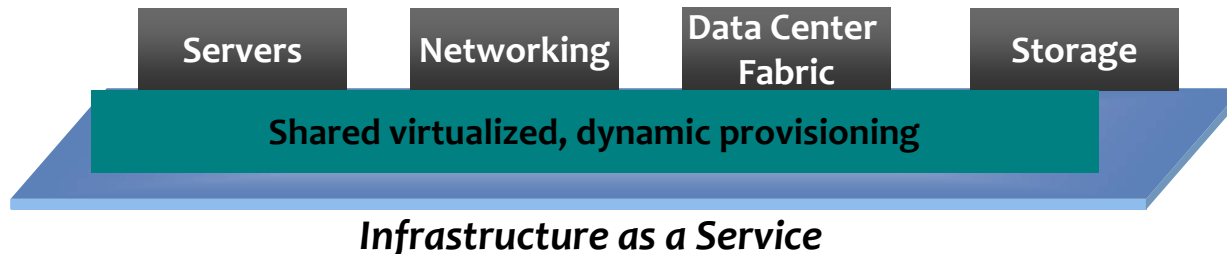
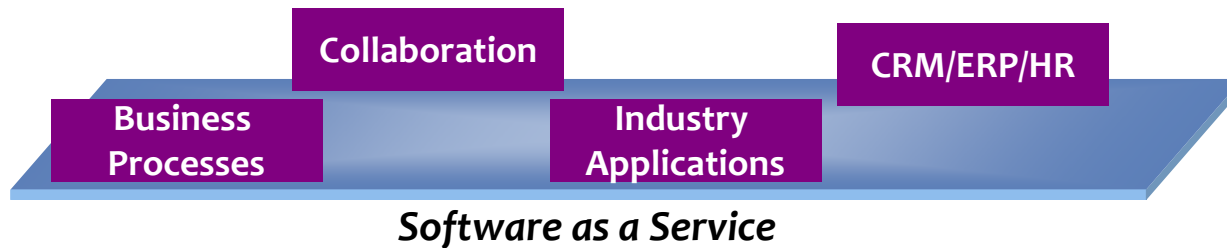
- Image and Virtual Environment Management
- **Implementing an Entry Cloud Infrastructure**

Get started:

- Create a Cloud Strategy and Roadmap
- Consolidate and Virtualize Your Infrastructure
- Access Compute and Storage

Cloud Service Management and Integration

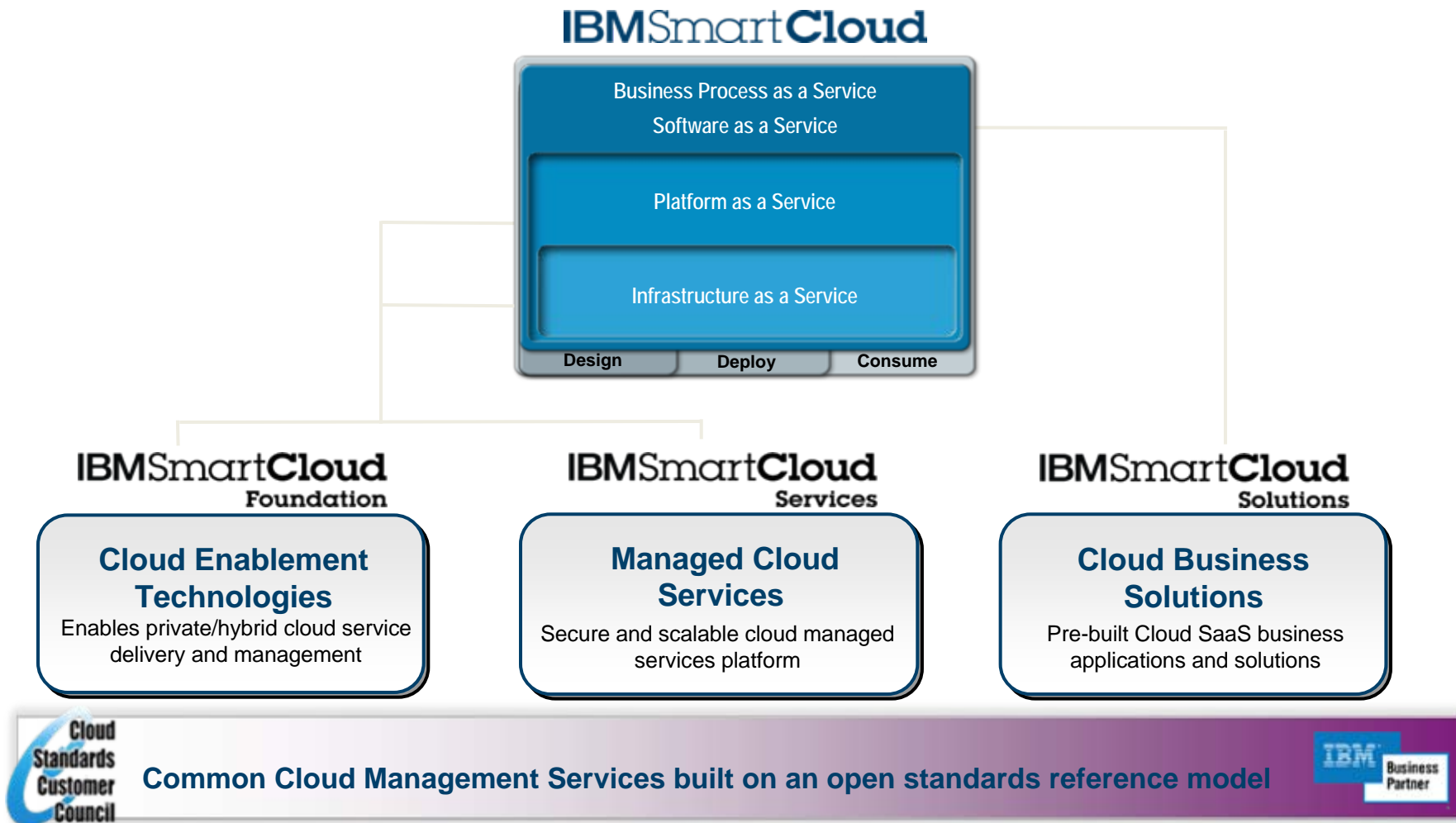
Services can be segmented in three layers for provisioning



Some Examples...

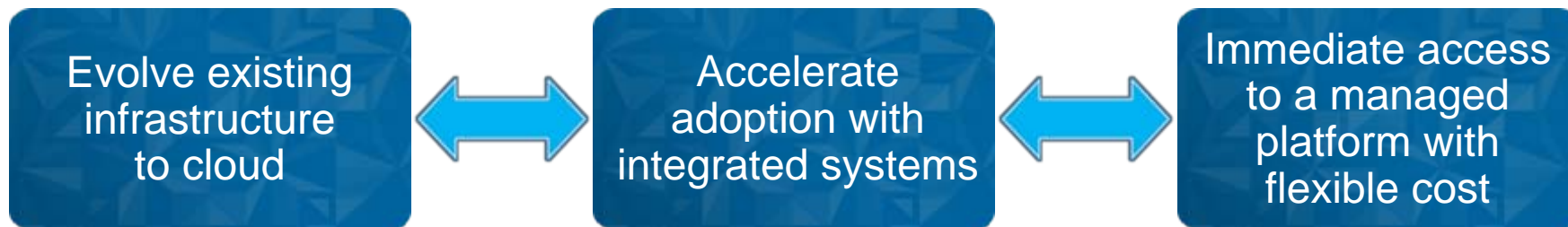


A next generation infrastructure powered by IBM SmartCloud is fundamental





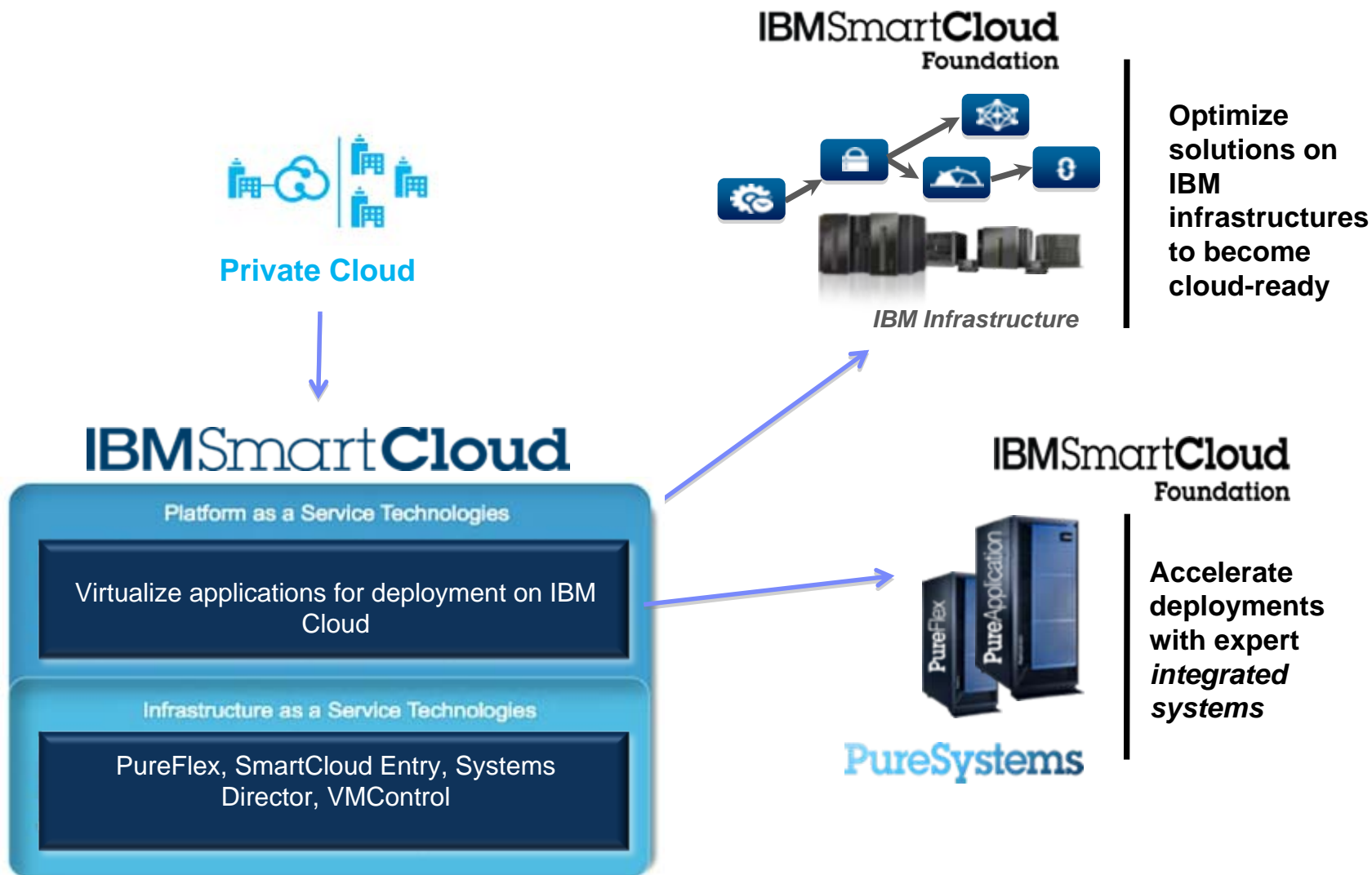
Open flexibility is required in cloud delivery, integration, and use



Common Cloud Management Services → open standards reference model



IBM SmartCloud Foundation provides flexible deployment options to enable cloud solutions





IBM PureFlex System: Integrated Infrastructure, built for cloud

Flexibility to run your choice of applications and middleware

Expert integrated:

- Flexible infrastructure
 - Compute (x86 & POWER)
 - Storage
 - Networking
 - Advanced **Flex System** technology
- Unified infrastructure management
- Built-in expertise - Infrastructure patterns

PureFlex



Infrastructure

Delivering Cloud Infrastructure Services

200% increase

in performance of critical applications¹

66% faster

setup time²

Days to minutes

for virtual machine deployment time³

72% lower

systems costs over 3 years⁴

1. Based upon testing of IBM Storwize v7000 "Easy Tier" on previous generation IBM system. IBM Storwize v7000 is included in IBM PureFlex System

2. Based upon comparisons to previous generation blade servers. Specific client environments and results may vary.

3. Based on IBM Research and Development testing estimating common user environments and manual tasks of selecting server for hosting the vm, allocating storage and networking resources and the virtual machine, compared with PureFlex System achievement of these tasks with existing resource pools. Specific client environments may vary.

4. Estimate based upon the PureFlex System Consolidation Tool leveraging the 3rd party ALINEAN methodology. Specific client environments and results may vary.

IBM SmartCloud Entry

IBM SmartCloud Entry is a simple and cost-effective private cloud solution that delivers self-service provisioning and utility billing seamlessly across multiple hardware and virtualization platforms

- **Simplified cloud operations with intuitive user interface** lowers administrative overhead and eliminates backlogs
- **Improved operations productivity** with easy self-service user interface accessible from Web browser and mobile devices
- **Open and extensible** for easy customization to help tailor to unique business environments
- **Uses standardized virtual machine images** to ensure compliance and reduce management costs
- **Improved utilization of infrastructure** by highly optimized IBM systems, fine-tuned to support cloud solutions

– Virtual Appliances Are Enabled to run on SmartCloud Entry

- **Accelerate business results:** Immediate delivery of IT services with utility billing model

- **Integrated management**
Approvals, metering, billing, users/groups and projects managed via simple admin UI

- **Flexible, modular design:** Small Footprint -- quick install that accelerates self-service IT delivery
Extensible via REST API allowing partners to easily customize the UI

Leveraging PureFlex built-in expertise for cloud with SmartCloud Entry

Simple, Rapid Deployment

SmartCloud Entry...



Choose...

Tailor...

Deploy Workload...



Leveraging Built-in Expertise



PureFlex

**Image Library of
Available Workloads**



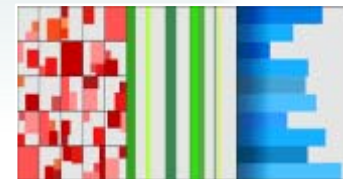
Automatically
Captured & Cataloged

System Pools



Compute, Network & Storage
Resources Dynamically Discovered

**Policy Driven Optimization
with Built-in Expertise**



Optimized Assets
Compute, Network & Storage

Convert hardware to 'Cloudware' with a quick and easy cloud solution

Key Features

Easy to deploy and use private cloud 'stack' delivers improved service levels and fastest time to value

Intuitive end-user Web portal for rapid self-service workload provisioning

Built-in workload metering delivers foundation for pay-per-use model

Manage automated approvals, metering, billing, users and projects through a single pane of glass

Create golden master VMs (images), convert images from physical systems or between hypervisors and conserve image storage**

Customer Benefits

- *IBM SmartCloud Entry* transforms System x and Power servers into a ready-made, highly-scalable cloud infrastructure that empowers end users with new services on demand.

- *IBM SmartCloud Entry* provides a Web-based interface that makes selecting and provisioning new workloads as simple as browsing the Internet.

- *IBM SmartCloud Entry* provides comprehensive metering of virtualized workload activity to aid with usage tracking and budgeting.

- *IBM SmartCloud Entry* empowers infrastructure teams with a rich set of administrative capabilities allowing easy delegation of provisioning to authorized users while maintaining full oversight to ensure safe operation

- *IBM SmartCloud Entry* allows easier customization of images, reducing errors and labor costs

** Featured delivered by VMControl for Power servers and TPM for Images for System x servers until converged offering

Improve performance and increase utilization of infrastructure using IBM HW

Improve end-user and operations productivity and accelerate time to market

Provide more granular financial management

Simplify Cloud administration

Standardize virtual machines to reduce cost

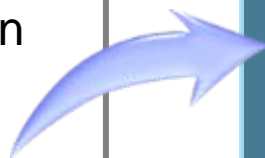
ISVs can optimize their applications with virtual appliances

IBM simplifies and improves the packaging process



Virtual Appliance provides:

- Cloud characteristics: automation and self-service
- No code changes needed



Accelerates time to value:

- Reduces deployment time
- Reduces complexity
- New distribution methods
- **IBM uniquely offers the IBM Activation Engine**
 - Package configuration parameters → Reduce configuration post-deployment
- Runs in other cloud or virtualized environments: **Smart Cloud Entry, VMControl, Systems Director**
- Runs on entire IBM Power and System x line of servers

Building the Virtual Appliance



Virtual Appliance



Open Virtualization Format (OVF)

Virtual Appliances on PureFlex...



Deliver private cloud capabilities

- Deliver self-service provisioning
- Automate IT service deployment
- Simplify cloud administration

Rapid deployment of workloads

- Bring new users online rapidly
- Build application functionality quickly
- Set-up environments in hours, not weeks

Unique IBM capabilities

- Advanced configuration and activation automation
- Extended usability out-of-the-box: no additional management solutions required

Entry point

- Minimal investment
- New delivery mechanism for easy-to-use evaluations, POC editions and downloads

Virtual appliances are a new delivery mechanism that is just taking off, comprising less than 10% of the overall market and projected to reach over 30% in 2017. – [Dell'Oro Group, February 7, 2013](#)

Virtualization Foundation

1 Integrate
Build an efficient
IT infrastructure

- Consolidate and virtualize servers, storage, networking
- Virtualize workloads with virtual appliances
- Streamline systems management



**Reduce capital and
operating expense**

Entry Cloud

2 Automate
Improve speed
and dexterity

- Enable rapid application deployment
- Deliver self-service provisioning
- Automate IT service deployment
- Simplify cloud administration



Increase time to value

Advanced Cloud

3 Orchestrate
Deliver IT
without boundaries

- Deploy IT services more rapidly
- Increase agility by managing multi-tenant environments
- Speed innovation through seamless orchestration



**Leverage the full
value of the Cloud**

Virtualization Foundation

1 Integrate

Build an efficient IT infrastructure

STEP 1

A. Integrate virtualization into your IT infrastructure
(VMControl, PowerVM, KVM)

B. Virtualize your workloads utilizing the IBM Virtual Appliance Factory

C. Integrate systems management (PureFlex Flexible Systems Manager, Systems Director)



IBM Systems Director
VMControl



IBM SAN Volume
Controller Systems
Storage



IBM BladeCenter
Foundation for Cloud



PureFlex
System

- Consolidate and virtualize servers, storage, networking
- Virtualize workloads with virtual appliances
- Streamline systems management

Entry Cloud

STEP 2

- A. Enable Cloud-based deployment (SmartCloud Entry/PureFlex)
- B. Deliver Cloud workloads (virtual appliances)
- C. Integrate Cloud automation (Tivoli SCP)

1 Integrate

Build an efficient IT infrastructure

2 Automate

Improve speed and dexterity



IBM Systems Director
VMControl



IBM SAN Volume
Controller Systems
Storage



IBM BladeCenter
Foundation for Cloud



PureFlex
System



IBM Smart
Cloud
Entry



IBM SmartCloud
Provisioning



zEnterprise Starter
Edition for Cloud

- Consolidate and virtualize servers, storage, networking
- Virtualize workloads with virtual appliances
- Streamline systems management
- Enable rapid application deployment
- Deliver self-service provisioning
- Automate IT service deployment
- Simplify cloud administration

Advanced Cloud

STEP 3

- A. Utilize virtual patterns to deliver IBM Platform as a Service
- B. Include orchestration across heterogeneous resources
- C. Deliver self service, cloud monitoring, and billing and metering

1 Integrate

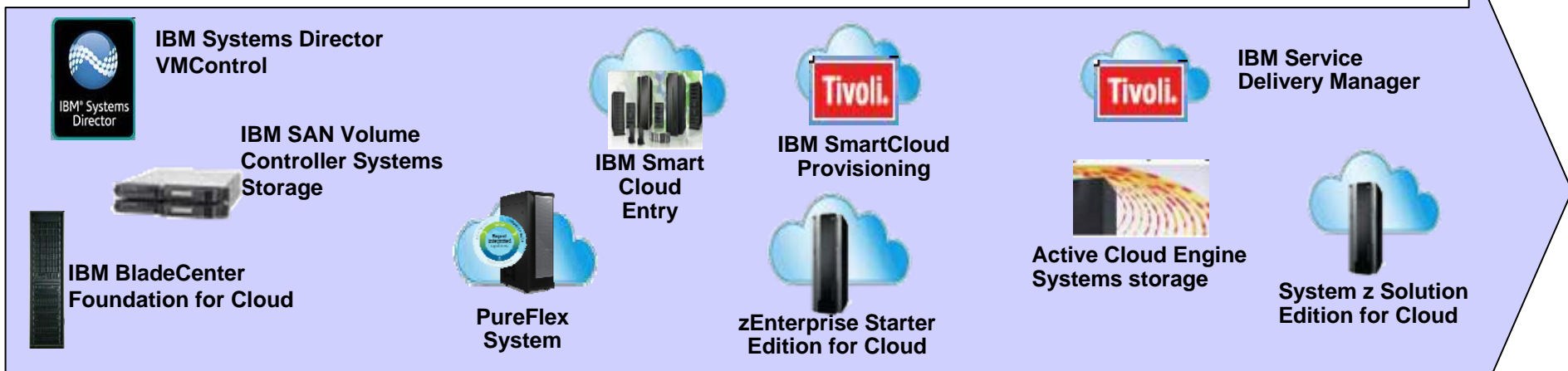
Build an efficient IT infrastructure

2 Automate

Improve speed and dexterity

3 Orchestrate

Deliver IT without boundaries



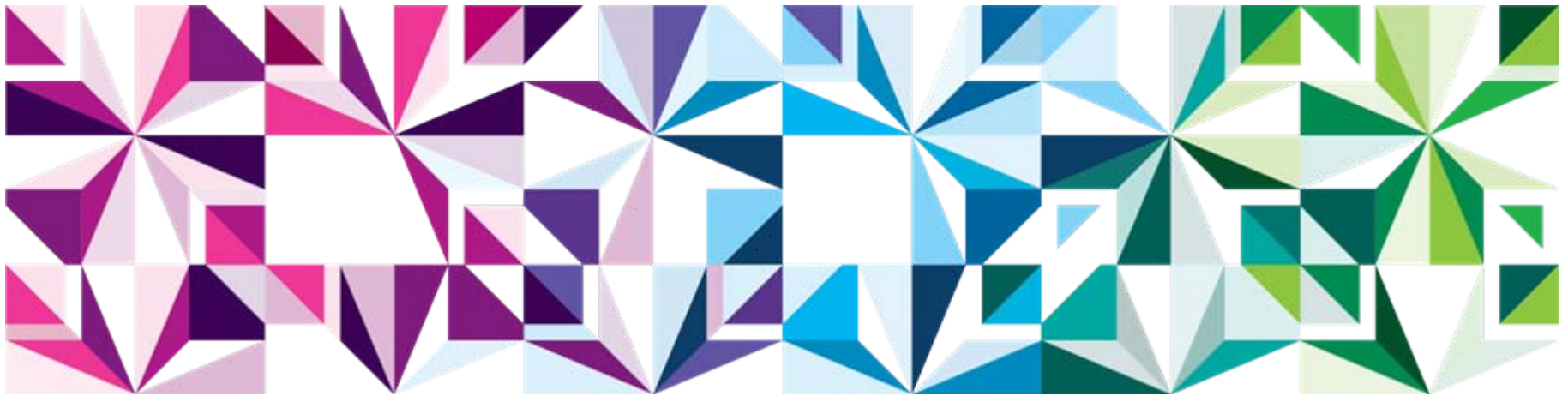
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- Enable rapid application deployment
- Deliver self-service provisioning
- Automate IT service deployment
- Simplify cloud administration

- Deploy IT services more rapidly
- Increase agility by managing multi-tenant environments
- Speed innovation through seamless orchestration

Ready For PureSystems

ISV Kit



ISV PureFlex & Cloud Enablement Program

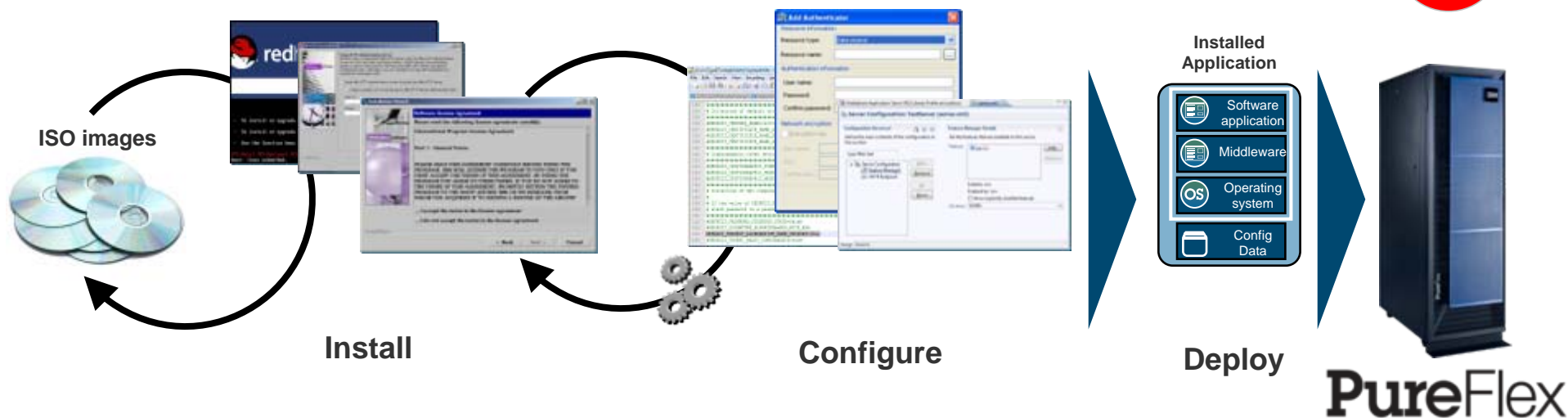
- Develop virtual appliance
- Validate your solution
- Join the PureSystems Centre
- Achieve “Ready For PureSystems”
- What’s next?



Virtual appliances accelerate deployments and are cloud-ready

Traditional – install on “bare metal” hardware

~ 3 weeks



1

Integrate Virtual appliances – instant deployment in a virtualized environment



< 30 minutes



Ready For
PureSystems

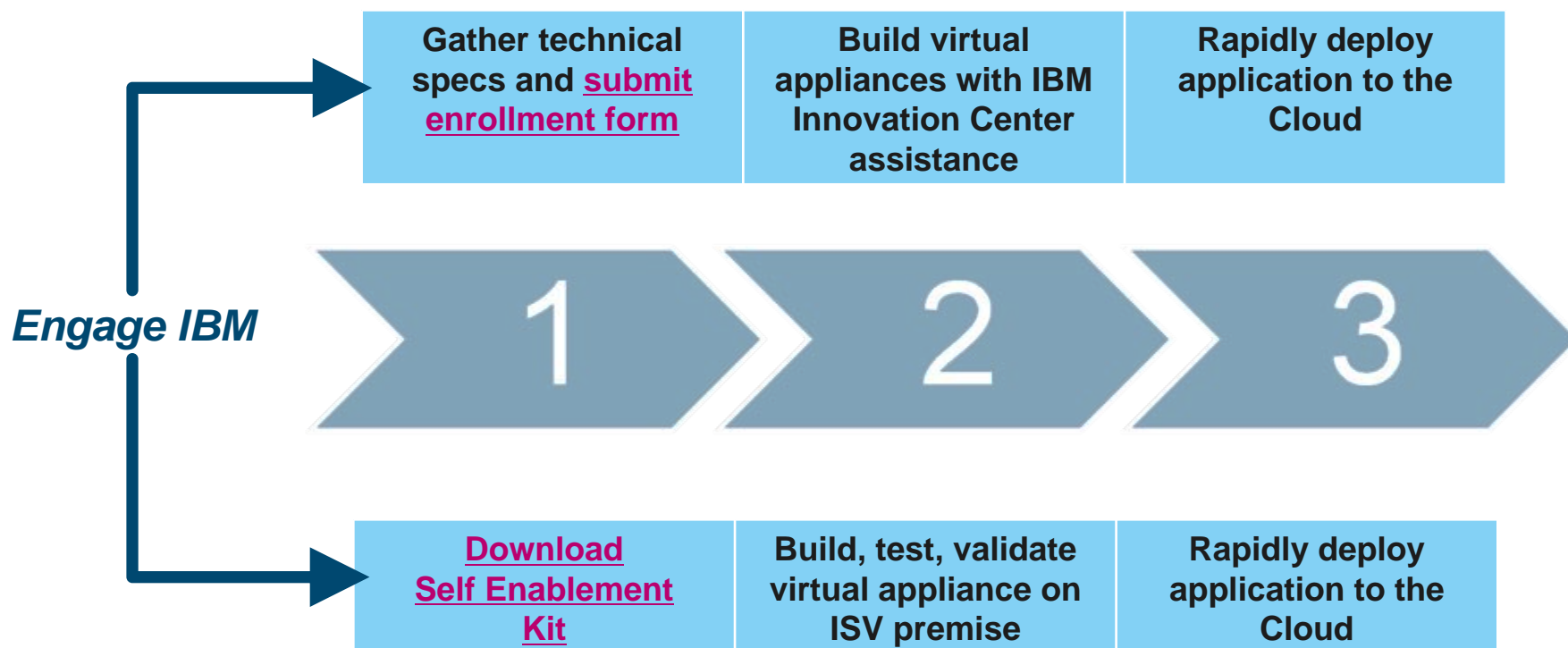


IBM Virtual Appliance Factory accelerates the build process

- 2 ways to engage











1. IBM Led Enablement



2. ISV Self Enablement

Steps for creating virtual appliances

IBM provides streamlined way to create virtual appliances & join ecosystem

1		Select an Application Identify software application for virtual appliance creation
2		Understand requirements Review technical requirements and tooling support: IBM Virtual Appliance Factory website
3		Choose software stack components Identify OS/middleware of choice to be packaged in virtual appliance
4		Address licensing requirements Ensure OS/middleware licensing/distribution agreement in place or validate entitlements
5		Build the virtual appliance Build virtual appliance through an IBM Innovation Center of self-enablement toolkit
6		Test and validate the virtual appliance on a PureFlex System Schedule engagement with an IIC/VLP to perform validation testing of virtual appliance
7		Prepare to list your virtual appliance in the IBM PureSystems Centre Create Global Solutions Directory entry and solution pages for IBM PureSystems Centre
8		Complete the “Ready For IBM PureSystems” criteria Nominate solution and sign supplemental to complete IBM Ready For PureSystems criteria

Marketing Requirements for “Ready for PureSystems” IBM PureFlex Systems



1. Updated solution listing in IBM Global Solutions Directory
 - Include a sentence in solution description on the general tab about expert integrated systems or PureSystems
 - On the Business and Technical Tab in the Technical Information section for platform configuration, select Expert Integrated Systems and PureFlex Systems
2. Partner Solution Description Page on their website
 - Overview of Expert Integrated Systems & details on PureFlex
 - Use the [PureSystems Brochure](#), and the [PureFlex Brochure](#) to pull content.
 - Present the ISV Solution value proposition delivered with the Virtual Appliance on PureFlex. Include any Demos or trial options.
 - Provide clear details on how a client can access the download.
 - The xyz Virtual Appliance for IBM PureFlex System will soon be available for download. Please call xxx-xxx-xxxx or email xxx@xxx for more details.
 - Include link back to IBM PureSystems Home Page
 - Ex: Learn more about IBM PureSystem at:
<homepage:http://www.ibm.com/ibm/puresystems/us/en/index.html#tab:overview/subtab:default>
3. Signed legal Supplement, generated when the above is complete

Overview and Benefits of the Global Solutions Directory

- IBM's public source for Business Partner solutions
 - 11,000+ solutions provided by 4,600+ partners
 - 1.2M page views in 2010
 - Search content by solution area, industry or geo
 - Available worldwide in 10 languages
- Business Partner responsibilities:
 - Create and maintain a solution display
 - Answer requests submitted via the solution record
- Increases solution visibility to a worldwide market at no charge
 - Attracts clients, IBM sellers and other Business Partners
- Catalog of Ready for PureSystems offerings
 - Provides Clients with easy access to solutions
 - Link directly from a Partner's solution display to their website for demos, trials or downloads
 - Social media links may be added to solution displays
 - Facebook and Twitter support for Partners using these extensions
- Instructions and videos available

Step by step instructions:

- 1) Go to the [Global Solutions Directory](#)
- 2) Click Manage solutions
- 3) Click Sign in
- 4) Use your PartnerWorld ID/Password
- 5) Click on Submit a Business Partner solution for verification
- 6) Complete the questionnaire and submit



Extensibility from the broadest ecosystem is made easy



ibm.com/puresystems/centre

New IBM PureSystems Centre:

- Gain access to a broad community of IBM and certified Business Partner expertise
- Download optimized, deployable virtual appliances from 300+ leading ISV partners
- Search by solution area, industry or system
- Download fixes and patches
- Access to developer community



Also run your existing applications today*



ibm.com/puresystems/centre



Marketing Requirements for Ready for PureSystems

1. Solution Description Pages

- IBM is asking Partners to create a solution description page on their websites for each enabled PureSystems solution entry in PureSystems Centre
- The “Get it Now” link on the Partner’s PureSystems Entry will take the Client to the Partner’s solution description page.



- A client will be able to access information about downloads or in some cases a direct download capability. (post validation)

Partner requirements to support the IBM PureSystems Centre

- Update existing solution displays in the Global Solutions Directory (or add new ones)
- Prepare a solution description page on Partner websites as the primary link from the solution display in the GSD

Partner website may display:

- Host trials and full version downloads
- Terms and conditions
- Download options and guidance

- Request an engagement at the IBM Innovation Center (IIC) to test and validate Partner downloads and solution download pages



'Get It Now' tab on PureSystems Centre leads to Solution Description Page

PureSystems Centre

Extending the Value of IBM PureSystems

Welcome Browse Solutions

Zend Application Fabric

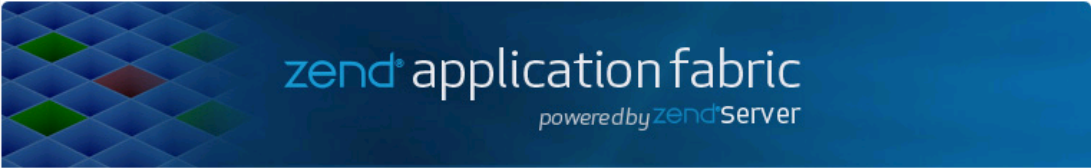
System: IBM PureApplic
Zend Technologies USA Inc
Provided by: Zend Techn

→ Request Information

Zend's cloud solution that works on Pure Systems and S

Solutions Products Training Downloads Community Resources Company Store Support

Home / Products / PHP in the Cloud / IBM PureSystems



zend application fabric
powered by zend server


VMware IBM PureSystems Zend RightScale Solution

Zend Application Fabric for IBM PureSystems

The way to use PHP on the IBM expert integrated system

If you want to use PHP on IBM PureSystems, the Zend Application Fabric is available thanks to partnership between Zend and IBM.

[Learn more about IBM PureSystems »](#)



Business Partner

Ready For
PureSystems

What is the Zend Application Fabric?

The Zend Application Fabric is the way to run high-quality, business-critical PHP applications on private or public cloud infrastructures. It is:

- **Fast:** built with multiple technologies for improving application response times and minimizing resource utilization
- **Elastic:** the ideal solution for PHP applications that need to withstand fluctuating web traffic, easily scaling up or down
- **Dependable:** an integrated, Zend-supported PHP stack already powering thousands of web applications, with built-in application monitoring and diagnostics

[Learn more about the Zend Application Fabric »](#)

IBM PureApplication System: An expert integrated platform system

Consolidate workloads, simplify infrastructure and deliver services rapidly using built-in expertise. The IBM PureApplication System is a

Next Steps

- ▶ Contact Sales
- ▶ Chat with Sales
- ▶ Learn more from IBM

- ✓ Drives clients to ISV site
- ✓ Ensures they land directly on appropriate content
- ✓ Provides direct access to downloads and ISV contact information

Designing a solution description page on a Partner's website

- Objective: Provide Customers with a consistent user experience as they view and download Partner solutions for PureSystems
- A solution description page should contain the following information:
 - Solution name
 - Solution description
 - How it works: demos or screen shots
 - Technical and hardware requirements
 - Link to the corresponding solution download page
 - Who to contact for more information
 - Links to additional Troy offerings (solution description pages)


 - Accreditation marks
 - Link back to IBM Global Solutions Directory

Solution Description Page

The solution description page should be laid out as follows:


- ✓ 1. Include an overview of Expert Integrated Systems & details on PureFlex
 - Talk about Built in Expertise, Integration by Design, Simplified experience & Patterns of expertise.
 - **PureSystems Brochure:** <http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/WAB12350USEN>
 - **PureFlex System Brochure:** <http://public.dhe.ibm.com/common/ssi/ecm/en/wab12345usen/WAB12345USEN.PDF>
 - **See PureSystems at a Glance pages in multiple languages** [here!](#)
- ✓ 2. Present the ISV Solution value proposition delivered with the ISVs Application Pattern / Virtual Appliance on PureSystems. Include any Demos or trial options.
- ✓ 3. Provide clear details on how a client can access the download.
 - The xyz Virtual Appliance for IBM PureFlex System will be soon be available for download. Please call xxx-xxx-xxxx or email xxx@xxx for more details.
- ✓ 4. Include link back to IBM PureSystems Home Page
 - Ex: Learn more about IBM PureSystem at: www.ibm.com/puresystems

Solution Description template

ISV ABC 

HOME | CONTACT US | SITEMAP

HOME COMPANY PRACTICES SOLUTIONS RESOURCES



Solutions

*Healthcare

*Financial

*ERP

*CRM

Solution Name: ISV Solution A

Accredited for

IBM Dynamic Infrastructure Specialty

This solution has met the criteria for the IBM Ready for Troy validation.

Premier Business Partner

Specialty Healthcare

Beacon Award Winner 2011

Solution Description: Solution A allows clients to streamline data.
-> [View the demo](#) (optional link if you have a demo or details page for the solution)

Download Requirements
Technical Requirements:
File size: 4 GB
Estimated time: 35 min




Hardware Requirements:
IPAS 1.0

-> [Downloads](#)

Need more details? Call 1-xxx-xxx-xxxx or [Contact support](#) (email link)

-> [View more IBM Troy solutions from ISV ABC](#)

-> [Learn more about IBM Troy products](#) (link points to url: <http://ibmurlhere>)



Suggested Text Ideas for Solution Description Page

1. The combination of <ISV Name + Application> and IBM PureSystems will help businesses simplify deployment and ongoing operations of the <ISV> solution. Accelerating implementation times and reducing operation and maintenance efforts result in fewer IT resources needed, lower costs, and a faster time-to-value.

PureSystems is a new class of expert integrated systems that combine the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance. Expert integrated systems fundamentally change the experience and economics of IT. For more information, please visit <http://www.ibm.com/ibm/puresystems>

2. <ISV> has now enabled its <Solution Name> solution on both the IBM PureApplication System and the IBM PureFlex System. Optimization on IBM PureSystems empowers our joint customers to realize improved time to value with faster deployment. Consolidated servers and application workloads achieve efficiencies in resource usage, improved performance, and reduced management complexity. For more information, please visit <http://www.ibm.com/ibm/puresystems>.

Suggested Text Continued (PureFlex)

3. The PureFlex System is a full infrastructure system with integrated expertise. This IBM offering provides you with an integrated computing system that combines servers, storage, networking, virtualization and management into a single structure. The built-in expertise provided by PureFlex System performance helps organizational leaders simply manage and flexibly deploy integrated patterns of virtual and hardware resources using unified management. Efficiency and operating agility help support business leaders who wish to rapidly deploy IT services at a reduced cost.

IBM PureFlex System includes integrated patterns of expertise designed to automate and optimize the deployment and maintenance of <ISV Name and Solution> workloads. Deployment expertise can accelerate your time to value versus traditional systems. Consolidation and management expertise drives automation to significantly reduce manual processes that consumes too many staff hours. Optimization expertise also allows the infrastructure to flex to unexpected demands without requiring expensive surplus capacity. This system is designed to provide a simplified experience and reduce IT complexity without compromising flexibility.

Ready for PureSystems

- Business Partners who complete the eligibility criteria for their virtual appliance will receive the Ready for PureSystems mark.
- Eligibility requirements include:
 - Creating a virtual appliance using the IBM Virtual Appliance Factory, validated by an IIC
 - Creating a solution display in the Global Solutions Directory for the solution
 - Creating a solution description page on the Partner's website
 - Test virtual appliances, solution downloads and download pages at the IIC
 - Sign the appropriate "Ready for PureSystems" supplement
 - NOTE: Eligibility criteria are similar regardless of the PureSystems family member
- The Ready for PureSystems mark recognizes the Business Partner for investing in PureSystems
- The mark will be automatically added to a Business Partner's solution display and may be used on the Partner's website and marketing collateral following acceptance of a user agreement.
- PROCESS: Send solution description test website url to IBM Member Services (Sam Perez, perezsam@us.ibm.com). Once approved and finalized, solution will appear in PureSystems Centre. IBM Member Services will send PartnerWorld supplemental agreement. Once partner returns signed agreement, the Ready For PureSystems process is complete.



After Signing the Mark Usage agreement

- Download the Ready for PureSystems Mark and add to your Solution Description page.
- Instructions on how to access the Mark
 - Visit <https://www-304.ibm.com/sales/gss/bpmg/> - - this site will require a PartnerWorld username and password.
 - The Ready for Marks that your company can use should appear automatically. Select the Ready for PureSystems Mark and download the complete zip file of available file formats.
 - The Mark with your correct PartnerWorld Level Status (Premier, Advanced, Member) should appear automatically.
 - If you have questions or issues with the mark download, please contact perezsam@us.ibm.com



What's Next: GTM, Marketing & Benefits

PartnerWorld Benefits:

- Client Events Package
- Demand Generation
- Marketing Templates and Ready For logo
- Influencer Marketing Funding
- Co-marketing Benefits
- Market Intelligence
- Financing: [purchase](#) / [lease](#)
- Promotions & Incentives
- Sales Tools
- IBM Briefing Centers
- IBM Innovation Centers, Virtual Loaner Program
- Training: “You Pass, We Pay”, Certification
- Collaboration

Join PartnerWorld Today:

* On case-by-case basis, dependent upon criteria and client success stories

PureFlex GTM:

- GTM programs (PartnerWorld)
- One-page testimonial
- Sales Kits
- Advertising opportunities*
- Analyst/Press opportunities*
- Develop additional virtual appliances
- PureFlex ISV Brochure
- YouTube PureFlex videos
- IDC Whitepaper
- Oracle DB AIX virtual appliance cookbook
- Events and Launches
- Regional events at local IBM Centers
- Virtual Appliance “How-to” videos

One Page Testimonial

- Highlight your solution to the IBM client and sales community
- Create a one-page testimonial for inclusion in Sales Kits and for use with IBM clients
- Fill out template
- Submit to IBM for review
- Sign and return quote/logo approval form
- Your testimonial will be included in Sales Kits and available for IBM clients

Accelerate cloud

Prepackaged virtual appliance for x86 or Power

(insert name of ISV solution, on x86 or PowerVM)

<Insert your logo here>

Name of application

virtual appliance for x86 or Power

High level description of solution: 3-5
bullet points



Results: (of virtual appliance)

#1 (i.e. deployment time savings)

#2 (i.e. performance improvements, etc)

#3



**Accelerate
Cloud**



Ready For
PureSystems

“ *Executive quote that describes the value that the
new prepackaged virtual appliance running on
PureFlex provides value for your clients.* ”

Executive name and title

Innovate and Accelerate Cloud

Prepackaging virtual appliance for PowerVM



**Accelerate
Cloud**



virtual appliances for PowerVM / POWER7

- Insurer Policy
- Insurer Claims
- Insurer Analytics
- Best of Breed Suite
- Rich, single insurance data model
- Robust configuration
- Extensive business capabilities for the entire insurance value chain with analytics / dashboards to manage the business



Results:

Reduce deployment from 6-7 hours to 30 minutes

Reduced TCO to “right size” costs based on volumes / growth

Cloudification of Innovation Insurer providing a next generation option

“*Insurers looking for 'built for change' core insurance solutions will now find even greater choice in delivery models by having our modular, best-of-breed suite, Innovation Insurer, available on IBM's PureFlex System. Customers will now have access to rapid and cost effective development and deployment that will grow with them as their business does.*”

— **Andrew Roberts, Group CEO, Innovation Group**

PureSystems Launch Highlights

- Live events
- Launch Messages resonate with clients, partners & influencers
- Media Reach & Coverage
- Analysts
- Web and innovative social media
- Sales Enablement
- Partner Days
- Growing portfolio of partner applications



blogs



We have 3,000 Systems Administrators managing 70,000 servers. If PureSystems can address the problems of this environment, it clearly has value.
Martin Kennedy, Global Enterprise Systems CitiGroup

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**R. Rymer,
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Forbes Expertise In A Box Gets Cloud Applications Up And Running Fast

"While most enterprise suppliers — Dell, Cisco, Hewlett-Packard, and Oracle — have also moved in recent times to provide integrated computing, storage, and networking, the Pure family takes this game up a level."

IBM PureSystems technical offerings and expertise available in 31 IBM Innovation Centers today

1. Awareness events to recruit ISVs
2. Workshops for skills building
3. ISV solution evaluation to identify the best approach for implementation
4. Technical support for porting and optimization
5. Solution validation
6. Secure remote access available using Virtual Loaner Program



North America

- Austin
- Chicago
- Dallas
- Silicon Valley
- Toronto
- Waltham

Latin America

- Mexico City
- Sao Paulo

NE Europe

- Copenhagen
- Dublin
- Ehningen
- Hursley
- London
- Stockholm
- Zurich

SW Europe

- Amsterdam
- Barcelona
- La Gaude
- Milan
- Paris
- Tel Aviv

CEE

- Bratislava
- Bucharest
- Budapest
- Kiev
- Ljubljana
- Moscow
- Prague
- Warsaw

MEA

- Casablanca
- Istanbul
- Johannesburg

Asia Pacific

- Bangalore
- Ho Chi Minh City
- Kuala Lumpur
- Manila
- Seoul
- Shanghai
- Sydney

Japan

- Tokyo

Remote enablement support available
@ ibm.com/systems/vlp

Blue = expertise



Resources

IBM Virtual Appliance Factory – Contact Us

- https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/stg_com_sys_virtual_appliance_factory

PartnerWorld

- http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_sol_cloud_computing

IBM Cloud

- <http://www.ibm.com/cloud-computing/us/en/private-cloud.html>

IBM PureSystems

- <http://www.ibm.com/ibm/puresystems/us/en/index.html>

IBM PureSystems Centre

- <http://www-01.ibm.com/software/brandcatalog/puresystems/centre/browse#rc=PureFlex>

Virtual Appliance “How=to” Videos

Part 1 - Importing a VM into ICON

- <http://www.youtube.com/watch?v=U7mb16H8Uo0>

Part 2 - Creating Basic Software Bundles

- <http://www.youtube.com/watch?v=zlhUUg3yHRw>

Part 3 - Adding the Bundle to Imported VM Image

- <http://www.youtube.com/watch?v=v8BEDbgqFNY>

Part 4 - Deploying the Virtual Appliance

- <http://www.youtube.com/watch?v=qOF7-UzluUE>

Part 5 - Advanced Software Bundles

- <http://www.youtube.com/watch?v=MY0Kq-t5blU>

www.ibm.com/edge

