

IBM Systems and Technology Group

IT Simplification:

The Case for Virtualization Solutions.

Nigel Dessau Vice President, Virtualization Solutions

Barbara Korte Global Virtualization Solutions Executive





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Agenda

The need for simplification and role for virtualization

Stages of virtualization

□ How to get started

Next Steps for virtualization

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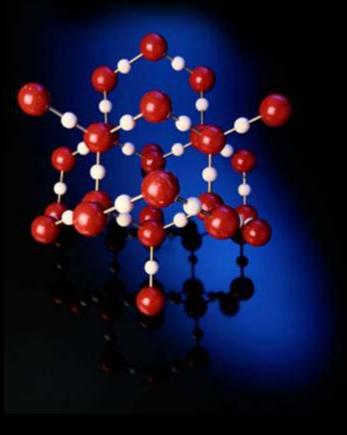
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On Demand Business

An on demand business is an enterprise whose business processes — integrated end-to-end across the company and with key partners, suppliers and customers — can respond with speed to any customer demand, market opportunity or external threat.



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Insights about On Demand Businesses

- 1 The need for flexibility and innovation forces increased componentization of the overall business and its processes
- 2 Applications evolve on a parallel path— becoming increasingly **modular**
- **3 Simplification** of the underlying IT infrastructure is required to support the changes in the business





Why IT optimization is important?

Fuel growth by managing costs:

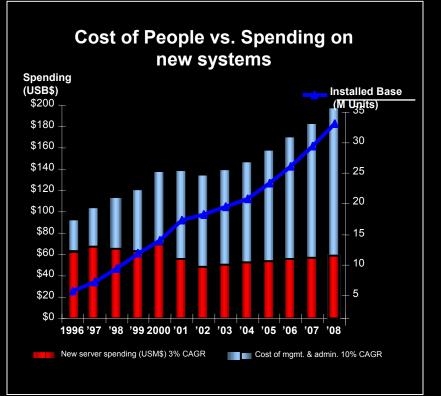
- 80% of CEO's view growth as a key focus area
- Operational costs far exceed the budgets for new hardware at approximately 2 ¹/₂ times the compound annual growth rate*

Complexity is growing:

- Existing computing capacity is highly underutilized
- Gartner predicts that enterprises that don't leverage virtualization technologies will spend as much as 25 percent more for their x86 servers

Business Flexibility:

 Agility has been made a high priority across the organization ... only 13% of the CEOs rate their organization's ability to respond to changing business conditions as very responsive **



Optimize IT assets now to fuel growth, improve ROI, increase staff productivity and improve quality of service.

*IDC, 2004 **CEO Study of 456 WW CEOs IBM Corporation, 2-04; Graphic: IDC Directions 4-7-04 Customer Adoption of On-Demand Enterprises.

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Optimizing IT Through Infrastructure Management

Infrastructure Management

Sense and respond to changes, manage and optimize for the needs of the business through **Automation** and **Virtualization** of your IT environment



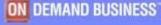
Virtualization

 Delivering IT Simplification through enterprise-wide fabrics, Grids and the virtualization of internal and external resources

Automation

 Increase flexibility and help reduce costs by automating your IT best practices and extend across process disciplines and resources

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Virtualization can be a critical first step to Infrastructure Management

"Our infrastructure grew organically over the years without a master plan – things got bolted on – and now we are stuck where we are"

CIO from a Fortune 1000 company for IBM Marketing Research*

- Help lower the cost of their existing infrastructure
- Reduce the complexity of adding to that infrastructure
- Build heterogeneous infrastructure across multiple Data Centers that are more responsive to their business needs

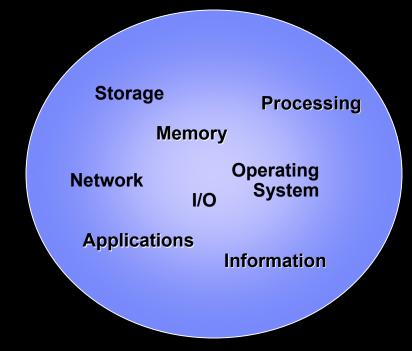
* IBM Corporate Marketing Messaging Focus Groups in May 2004. No customers identified by name



Virtualization

"Virtualization is the process of presenting computing resources in ways that users and applications can easily get value out of them, rather than presenting them in a way dictated by their implementation, geographic location, or physical packaging. In other words, it provides a logical rather than physical view of data, computing power, storage capacity, and other resources."

Jonathan Eunice, Illuminata Inc.

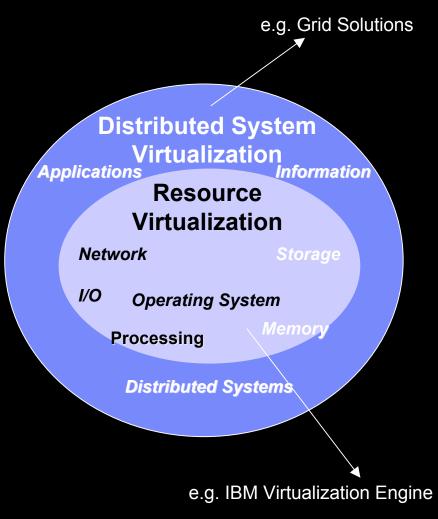


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Why Virtualization?



Customer Requirements

- Help lower the cost of their existing infrastructure by reducing operation and systems management cost while maintaining needed capacity.
- Reduce the complexity of adding to that infrastructure
- Gather information and collaboration across the organization to increase both the utilization of information and its effective use
- Deliver on SLA response times during spikes in production and test scenarios.
- **Build heterogeneous infrastructure** across the whole organization that are more responsive to the organization's needs





Our design principles



- Building on our mainframe innovation
- Viewed from a holistic, system level perspective
- Learning from the world of open standards
- Extending leadership in Industry Standard environments
- Delivering the fastest time to value



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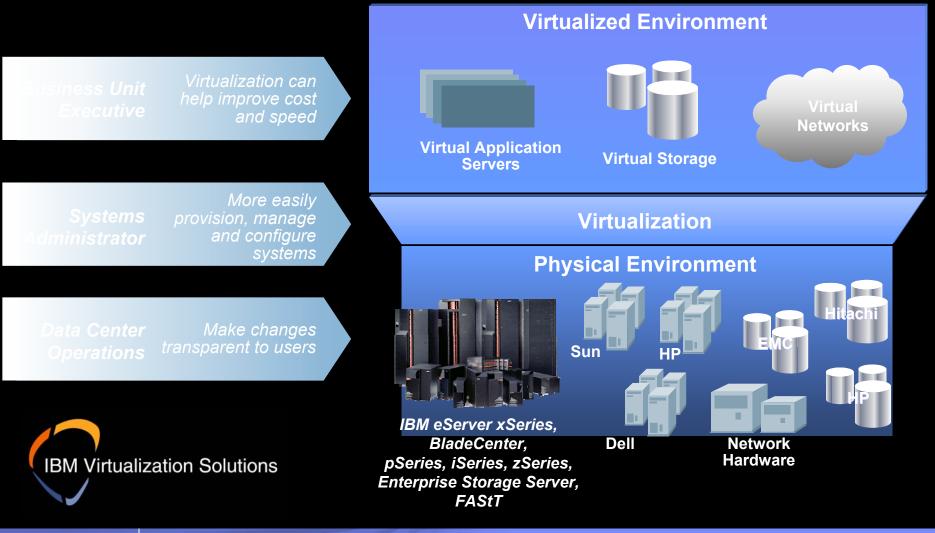




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Value of Virtualization

Resource Sharing can help Increase Flexibility, Improve Service Levels And Reduce Costs





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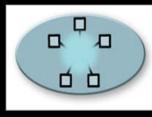
Virtualization Solutions - Stages

Orchestrate Infrastructure: Sense and respond to changes based on business policies



Virtualize Outside The Enterprise: Suppliers, partners, customers and external resources (e.g. Public Grids)

Secure Cross Enterprises: Enable internal and external integration and resources.

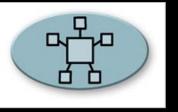


Virtualize The Enterprise: Enterprise wide Grids and Global Fabrics

(e.g. IBM eServer zSeries, Grid Enterprise Optimization)

Automate Workflows: Tasks like change/ configuration, ITIL processes

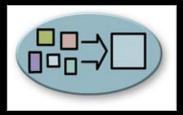
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Virtualize Unlike Resources:

Heterogeneous systems, application based Grids and networks

(e.g. IBM Virtualization Engine Enterprise Edition; Grid Focus: Business Analytics, Engineering and Design, R&D, Government Development)



Virtualize Like Resources:

Homogenous systems, storage

and networks (e.g. IBM Virtualization Engine Systems Edition)

Updated IT Governance and Management Processes

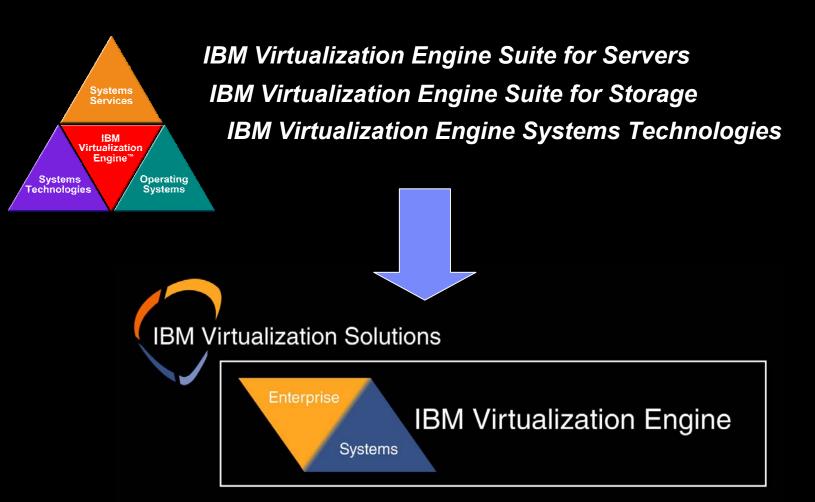
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IBM Virtualization Engine[™] Offerings





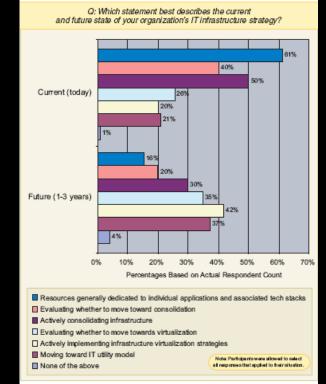
I) Virtualize Like Resources

<u>Action:</u> reduce the number and complexity of existing pools of similar resources

Typical Solutions: Storage and Server simplification

Potential Benefits:

- Increase availability
- Reduce costs and increase utilization of assets
- Make infrastructure changes that are not disruptive
- Administrators are more productive
- Strengthen resiliency of the environment



Source: Summit Strategies, "Survey Shows Enterprise Customers Planning Three Year Journey Towards Dynamic Computing," November 2004

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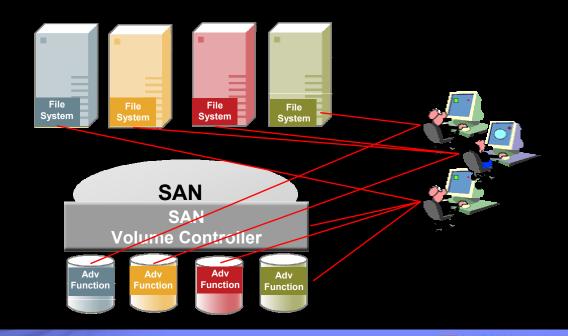
IBM Virtualization Engine[™] Offerings **IBM Virtualization Engine Suite for Storage**

Liberate yourself from traditional storage and disk management

Volume, Storage Management Issues

- Server to storage logical connections are static
- Server Downtime required to manage LUNs, migrate volumes
- Copy services are unique to each device
- **Difficult to pool volumes**

Addresses volume management issues



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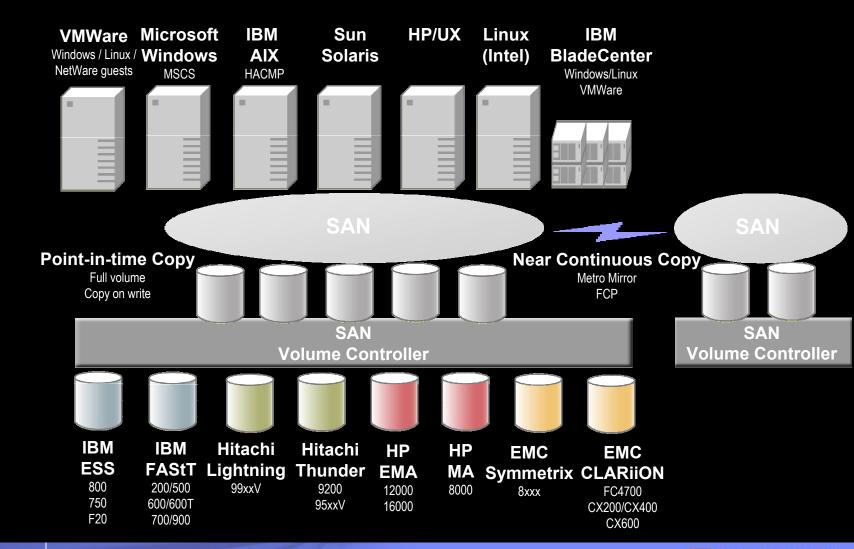




TotalStorage SAN Volume Controller Supported Environments

Intended as an overview only. For the most complete information, visit **ibm.com**/storage/software

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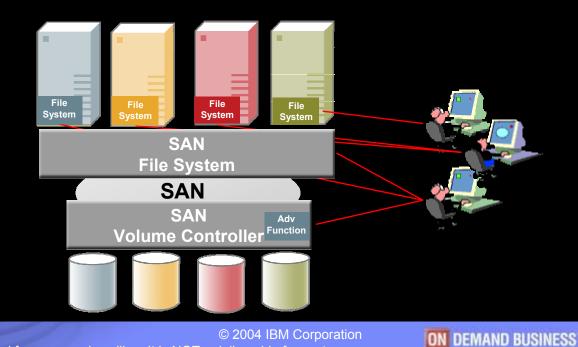
IBM Virtualization Engine[™] Offerings IBM Virtualization Engine Suite for Storage

Liberate yourself from traditional storage and disk management

File, Data Management Issues File tasks must be done on each server Difficult to migrate applications to other servers Application Downtime required for FS changes No single view/access to files or data Cannot pool files based on Quality of Service

Addresses file and data management issues

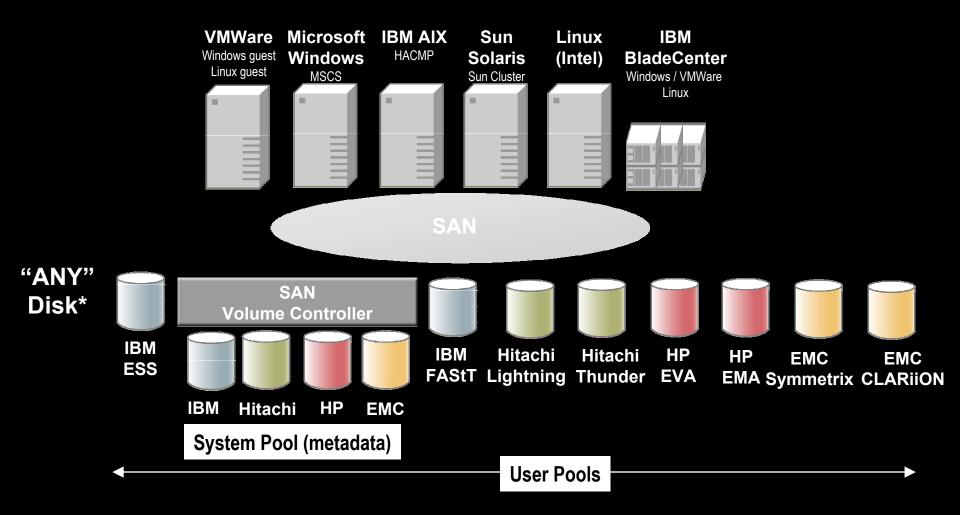
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TotalStorage SAN File System Supported Environments

Intended as an overview only. For the most complete information, visit ibm.com/storage/software



* One IBM SAN Volume Controller, FAStT or ESS required for metadata information

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Liberating your storage



almost half of customers surveyed plan to deploy or actively evaluate [...] storage virtualization [...] over the next 12 months (Summit Strategies, November 2004)

- IBM TotalStorage SAN Volume Controller
- Also with SAN Volume Controller for CISCO MDS 9000
 - Improve the flexibility of the disk storage infrastructure

IBM TotalStorage SAN File System

Improve the flexibility of the file management infrastructure

IBM TotalStorage Productivity Center

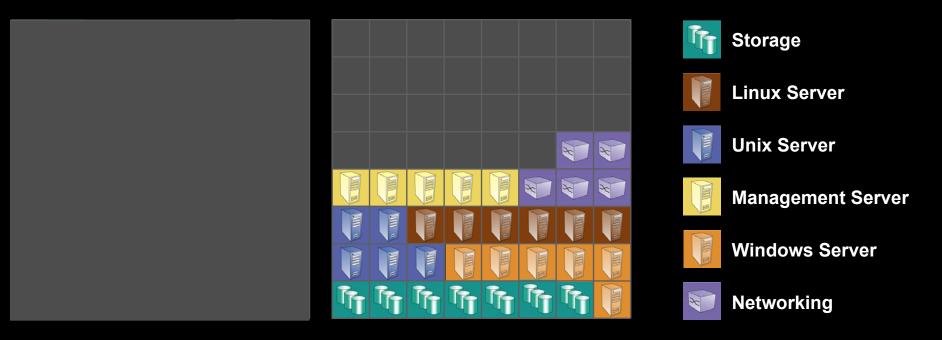
Automate the capacity management of file and database resources and the management of heterogeneous storage networks, and disk systems







Simplification is a journey



Today

- 1 workload per server
- Disparate mgmt tools
- Manual provisioning

Systems Simplification

- Fewer servers and licenses
- Disparate mgmt tools
- Labor-intensive provisioning

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Server Simplification



IBM Virtualization Solutions



IBM Virtualization Engine – for Systems

Ability to consolidate multiple similar types of servers, even running different OS's, on larger, partitioned types

zSeries

 Dynamic Ipar, Virtual I/O, Intelligent Resource Director (IRD), zSeries
 Application Assist Processor (zAAP),
 Parallel Sysplex Clustering, Hipersockets,
 VLANs

xSeries & BladeCenter

 Integrated shared infrastructure for Blades, IBM Director, VMWare, clustering pSeries

Clustering, NIM, Micropartitioning, Dynamic Ipar, Virtual Ethernet, Virtual I/O

iSeries

Clustering, Dynamic Ipar, Virtual Ethernet, Virtual I/O, IBM Director Multiplatform

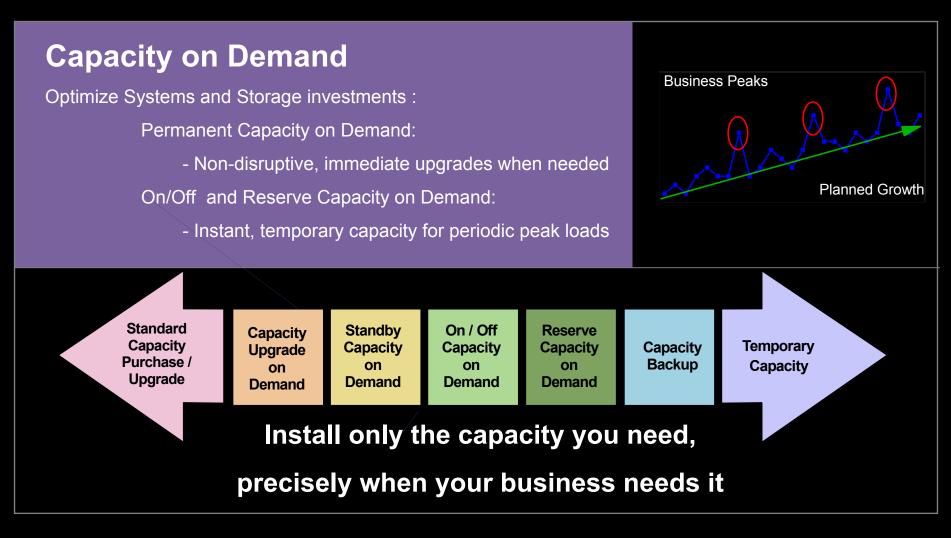
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Infrastructure management: Capacity on Demand



Source: e-business on demand attributes and capabilities study, IBM 2003

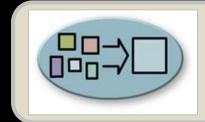
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Simplification Examples





Virtualize Like Resources



Storage Administrator Productivity improved 30%



Increased workload throughput by reducing provisioning time to 5 mins



Application Availability improved from 97% to 99.999%



Cut response times by 50% through consolidation and utilization

Utility Company

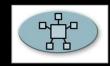
Lowered costs by recovering 50% of underutilized storage

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II) Virtualize Unlike Resources

<u>Action:</u> managing dissimilar resources

Typical Solutions: Use of IBM Virtualization Engine

Potential Benefits:

- Reduce complexity
- Increase flexibility
- Cut costs
- Improve utilization rates
- Speed time to business value

...we view virtualization as consisting of the following: The automated consolidation and pooling of IT resources in a way that allows them to be managed as a single, virtual pool (or several pools) of server, storage, and networking capacity that can be dynamically allocated according to changing demand and business needs.

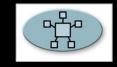
– John Madden

Summit Strategies, "Is Data-Center Virtualization a Virtual Certainty?" April 2003

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Server Simplification is a journey (continued)



Systems Simplification

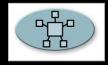
- Fewer servers and licenses
- Disparate mgmt tools
- Labor-intensive provisioning





- Systems managed as one
- Flexible and Shared
- Multiple OS's per server
- Enterprise workload mgmt
- Rapid provisioning





IBM Virtualization Engine[™] Offerings

- IBM Virtualization Engine V1 for Enterprise
 Currently sold as IBM Virtualization Engine Suite for Servers
 - Providing a common interface and management environment
 - Including Tivoli Provisioning Manager
- Automated Resource Management based on business goals
 - Enterprise Workload Manager
- Converging IBM Out-of-the-box basic management of systems
 - Director Multiplatform
- Dynamically deploying and optimizing IT resources real-time
 - Tivoli Provisioning Manager with eServer workflows
- Building a solid open standards based approach to connectivity
 - IBM Grid Toolbox
- A "Dashboard" for your systems
 - VE Console



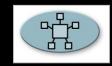
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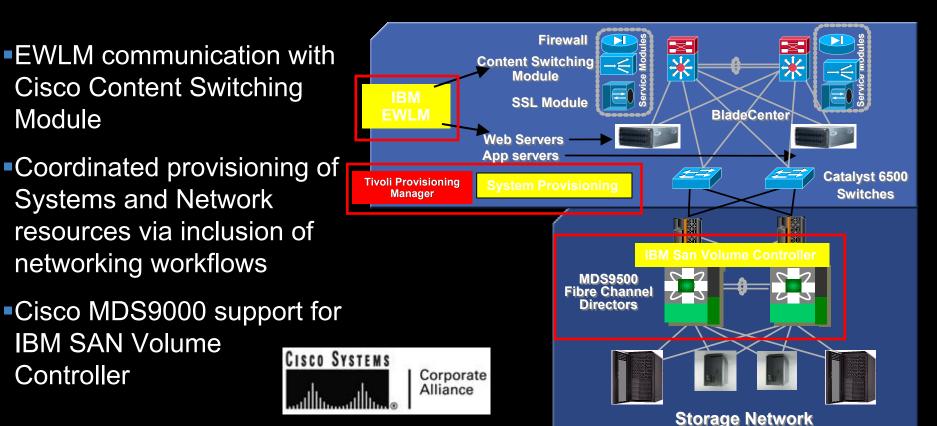
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Network Virtualization Example IBM and Cisco's Business Ready Data Center





Enabling End-to-End Infrastructure Virtualization

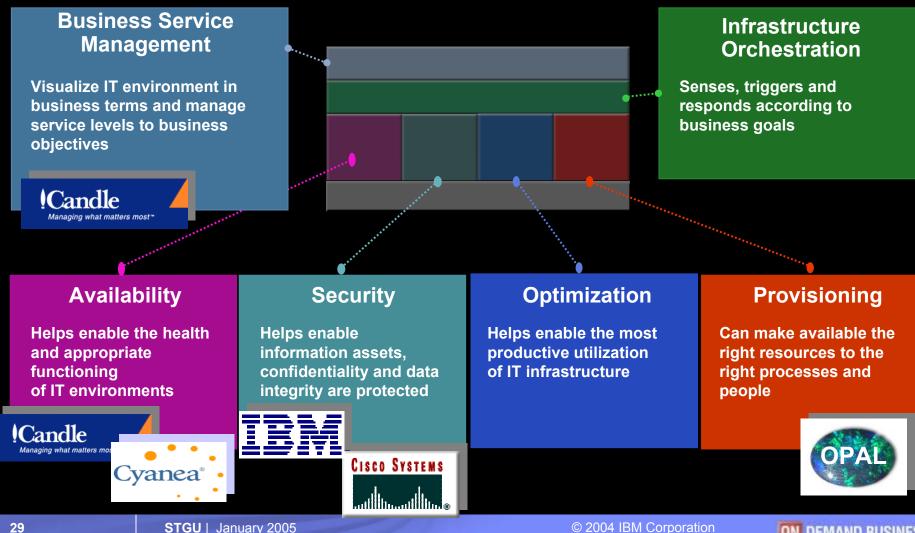
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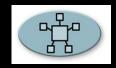
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Automation Blueprint - Continuing To Deliver Value





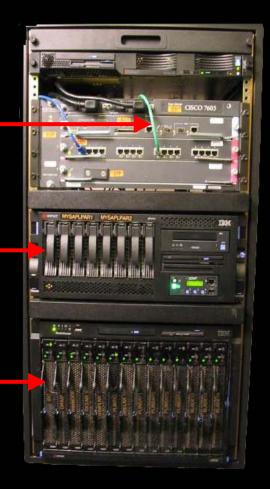
Action: Manage dissimilar resources Real solutions from IBM ...



Cisco Switches

Rack-mounted IBM eServer p5 systems

BladeCenter with AIX, Linux, Microsoft Windows





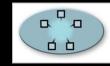
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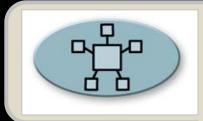
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Simplification Examples





Virtualize Unlike Resources



Savings from floor space, network bandwidth and cost of management

e-commerce

Server maintenance and recovery from 20 to 4 minutes



Server re-provisioning enables enough flexibility for x70 normal web traffic

PHILIPS

 3 times the computing power

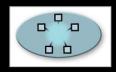
- 100% increase in the number of jobs Philips Research can run because of higher hardware performance
- 50% lower total cost of ownership

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III) Virtualize The Enterprise

Action: application or platform enterprise-wide virtualization fabric

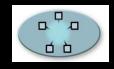
Typical Solutions: Typically zSeries or Grid based environments

Potential Benefits:

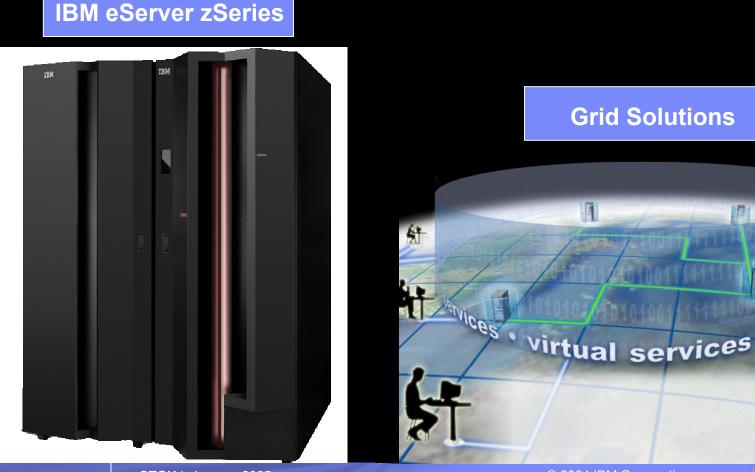
- Enterprise-level business resiliency with business process and component recovery governed by business objectives
- Business-process SLA management with integration to provide industryleading problem determination, provisioning, etc...
- Integrated business process management which exploits your business logic and data into a business rules based Service Oriented Architectures.







Action: application or platform enterprisewide virtualization fabric



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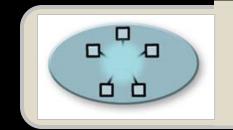
• virtua

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Simplification Examples





Virtualize The Enterprise



• Cut the cost of complex pension calculations by 90% • Eliminating the need to reserve 25% of mainframe for very small percentage of calculations • Grid showed throughput of -0.2 seconds slower to 10% to 15% (shorter to longer transactions)



- Create and deploy virtual servers in minutes
- Eliminating the time associated with physical server implementation
- Code sharing between virtual servers minimizes IT spending







IV) Virtualize Outside The Enterprise

Action: exploitation of both owned and virtual resources

Typical Solutions: IBM

Supercomputing Capacity on Demand centers, UMI solutions from IGS

Potential Benefits:

- Ability to add non-owned resources seamlessly
- Costs scale with requirement
- Integrated with a support of existing SLA and business priorities





Simplification status examples



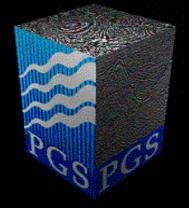


Virtualize Outside The Enterprise

Landmark 🍂

A Halliburton Company









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□ The need for simplification and role for virtualization

Stages of virtualization

Getting Started

Next Steps for virtualization

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Why Should You Care?

Because:

- Taking your customers through the Virtualization Solutions journey creates many opportunities to sell servers, software and services.
- IBM is the company that can tell the virtualization story comprehensively and makes the technologies available today - they are either embedded in the products or integrated in the VE suites.
- With over 40 years of track record in building virtualization capabilities and our continued commitment to enhance our solutions, several analysts, such as DH Brown, Summit Strategies and The451, considers us ahead of the competitors.



How to support your VE activities

If your customer	Then you should	Support/Offering	
Is asking about virtualization or is positioned well for virtualization	Hold an executive briefing	Meeting in a Box Your geo sales team	
Has had a briefing and wants to know more	Conduct a one-two day whiteboarding session to determine where to start with VE	Systems Architects	
Has committed to, or is considering, a pilot or POC	Get your customer technical hands-on familiarity with VE Suite for Servers	Start Your Engines	
Has a specific business problem they want to ensure a VE component can solve	Help them plan a Proof of Concept	Systems Architects Design Center	
Wants to start a pilot	Get services involved to help implement	Installation & Configuration Services	
Wants to develop a virtualization strategy	Get a combination of Systems Architects & Services involved to plan with the customer	VE 2 Day Assessment VE Architecture Assessment	
Wants to include VE in their On Demand Operating Environment	Sell a services engagement to develop their architecture	VE Consulting Assessment 12 Steps to Strategic Virtualization	

Engage the project office to help you!

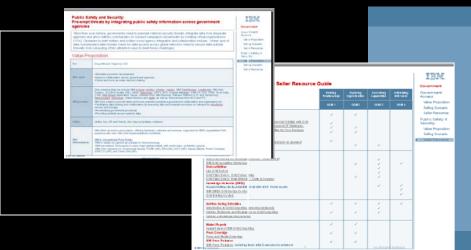
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SGB Seller Playbook

- Available January 2005 from Systems Sales site
- Grid, Deep Computing, Linux and Virtualization Solutions
- Includes:
 - Value propositions / key messages by industry
 - Qualification questions and next steps
 - Seller resources mapped to SSM steps
 - Customer success stories
 - Web casts, brochures, solutions briefs
 - Articles, press releases, analyst reports





SGB Seller Playbook



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Know What Everyone Else Will be Expected To Do in 2005

eSMs:

Inspire the customers with the Virtualization solutions story – position it to meet your customer's IT Optimization needs.

Each Server Series Team:

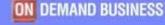
Drive sales of the Systems Edition of the Virtualization solutions as it applies to your series.

Geo Sales Leaders:

Provide sales support, including executive briefings on the Virtualization Solutions. Assist in selling the Enterprise Edition of the Virtualization solutions.

Project Office:

Assist in very complex deals; provide pricing; FOAK; identify required resources.





The Scope of Your Sales Support

Programs / Contacts	Scope of Activities	Contact for More Info
Geo Sales Leaders	Executive briefing; sales support	AG: Judy Kelly/Southfield EMEA: Philippe Bricard/France AP: Yoshihiko Itoh/Japan
Project Office	FOAK; Pricing; Assistance in very complex deals; Identify required resources	VSPO@us.ibm.com
SYE (Start Your Engine)	Provides technical customers with hands-on-experience with the various VE components in preparation for a pilot	Tess Baruffaldi/Thornwood
Briefing Centers	Provides technical support for PoC, complex solutions design, demos, technical briefings etc.	Michael Kuhn/Somers





Resources to help you sell

Start Your Engines Workshop:

Preparing your customer for a pilot or proof of concept

http://w3-

1.ibm.com/sales/systems/portal/ s.155/254? navID=f220s240&geoID=All&prodID=IBM eServer And TotalStorage Products&docID=etedvesve

Next Steps:

Helping account teams and customers develop a Virtualization roadmap **Barbara Korte** (bkorte@us.ibm.com)

References:

http://w3.ncs.ibm.com/crmd.nsf/on+demand?openform

Virtualization Engine planning advisor:

http://publib.boulder.ibm.com/eserver/v1r1/en U S/index.htm?info/veinfo/planner.htm

Resources

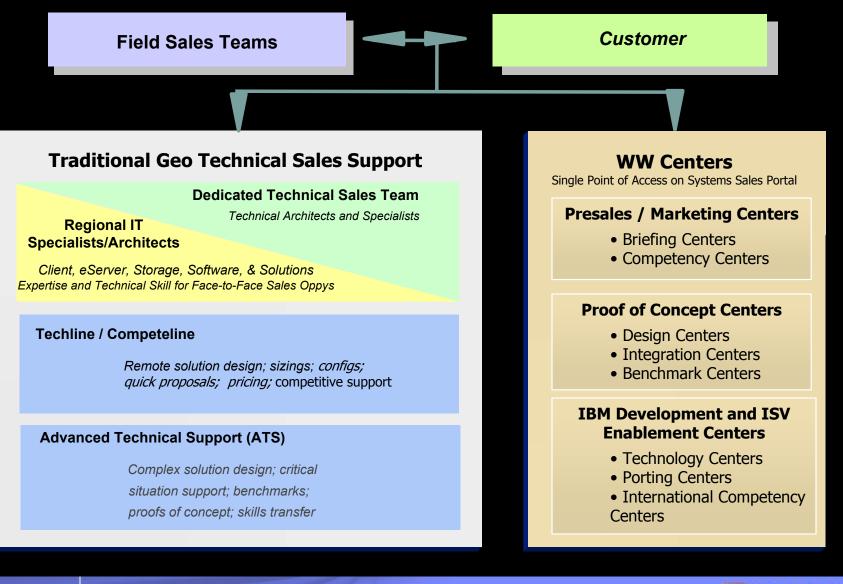
STG Worldwide Project Office: For any assistance to close a Virtualization Solution Sale: email VSPO@us.ibm.com or

Virtualization Solutions Project Office/Poughkeepsie/IBM

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Technical Support Makes It Easy to Buy, Install & Maintain Solutions



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Who Else Can Help You: Design Centers

 Cross IBM team (eServer, Software, Storage, Services) providing technical support to selected WW customers to speed deployment of integrated end-to-end On Demand infrastructures

Thought Leadership

- Virtualization Solutions
- Grid/"On-Demand" computing
- Autonomic computing
- Information integration
- Web Services
- Linux

BladeCenter

Inviting customers who:

- Have advanced e-business plans and strategies
- Need help with technology selection/integration
- Have a leading edge project w/ unique challenges
- Are potential references for IBM

•Objective: Generate proof points of IBM's On Demand Strategy; Close significant IBM sales opportunities; Generate customer references; Leverage experiences

•WW Design Centers working cooperatively:

- Poughkeepsie, NY (since 7/99)
- Montpellier, France (since 6/00)
- Makuhari, Japan (since 10/00)

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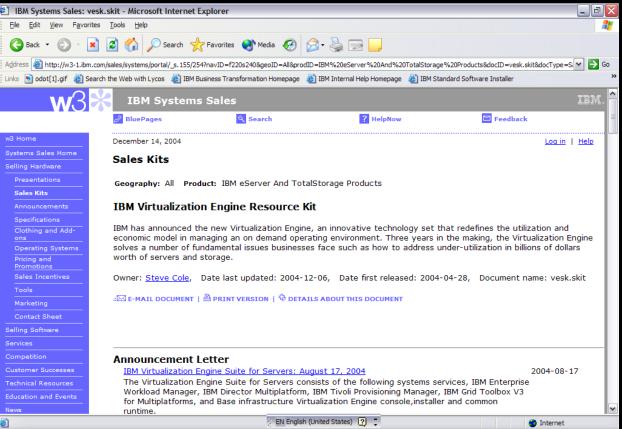




Getting Smarter about Virtualization

 <u>The Virtualization Engine Resource Kit</u> is the one-stop shopping location for all relevant information on Virtualization Solutions, including: Presentations, Red Books, Events, FAQ's, Analyst Reports, Press Release, Education resources, Brochures, etc.

•(Note to Business Partners, http://www.ibm.com/partner world/sales/systems/ Due to Security features on www.ibm.Partnerworld we cannot provide direct hyperlinks . To access Virtualization Resource Kit, log into IBM System Sales home page. After you log in, then enter "VESK" in the search box on System Sales home page. Virtualization engine resource kit (VESK))



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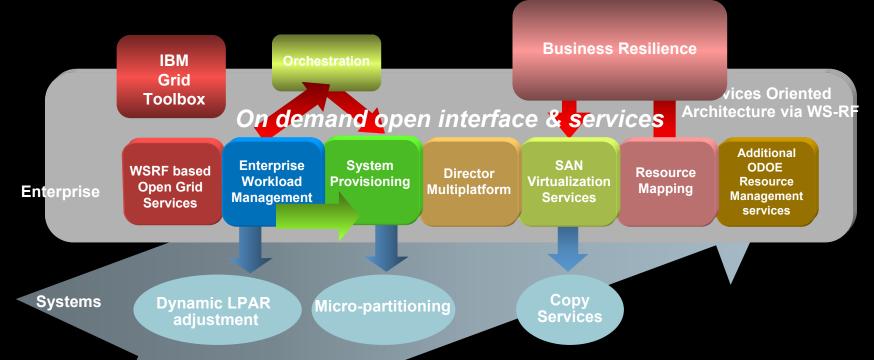
Getting Started

Next Steps for virtualization

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Virtualization Innovation – What's Next



- Expand the linkage between Services and Technologies
- Create solutions founded upon IBM Virtualization Engine Services and Technologies
 IBM Dynamic Infrastructure for mySAP Business Suite
- Broadening usage of the Open Standards and Web Services Resource Framework (WS-RF)

Expand the Ecosystem by making open standards and interfaces available

EWLM APIs published – Currently exploited by Cisco & Nortel



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Additional Information

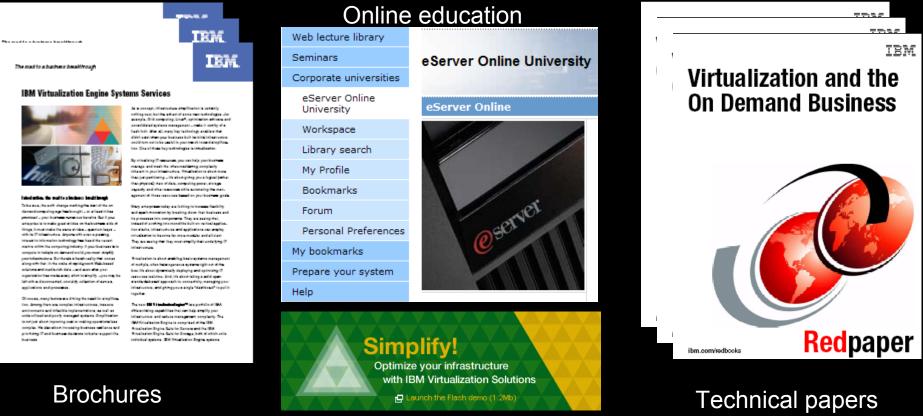
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IEM

Tell Your Customer About Virtualization

Leverage these resources to help you tell the Virtualization Story to your clients:



Click image above to view latest on-line Virtualization demo.

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IBM Dynamic Infrastructure Enterprise Edition for mySAP ™ Business Suite -- Jan 11, 2005 Announce

- IBM Dynamic Infrastructure Enterprise Edition for mySAP ™ Business Suite Offering available on xSeries, pSeries and zSeries Available on Passport Advantage as a chargeable component of the Virtualization Engine Suite for Servers Three major technical components (TPM workflows, Dynamic Optimizer, UBS) A customer solution on top of Virtualization Engine Tivoli Provisioning Manager is a Pre-requisite (purchase stand alone or as part of the VE Suite for Servers) IBM Dynamic Infrastructure for mySAP ™ Business Suite Services Available
 IBM Dynamic Infrastructure features a set of core functions Resource Virtualization (server, storage and SAP application) High Availability of all components (server, storage, application)
 - **Dynamic Resource Allocation**
 - Integrated Management (Control)
- Some platforms extend the basic functions with out-of-the box capabilities On pSeries, zSeries and iSeries
 - Dynamic LPAR re-sizing (grow/shrink) Dynamic provisioning of CPU/Memory/Adapters

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Virtualization Engine Additional Information

- For Ordering, Planning, and Deploying IBM Virtualization Engine Suite for Servers use the Planning Advisor
- Get your customer involved with Start Your Engine Workshop
- Virtualization Basic Sales Education
- VE Technical Sales Education (suggested on line courses)
- VE Suite for Servers mastery exam
- IBM Dynamic Infrastructure Enterprise Edition for mySAP[™] Business Suite (link pending- will have by Jan 5th)
- VE Consulting Offerings (link pending)





Start Your Engines – IBM Virtualization Engine – for Systems hands-on technical workshop

-Objective

•Provide an introduction to the IBM Virtualization Engine Suite for Servers and familiarize participants with the strategy behind the IBM Virtualization portfolio. Workshop delivers hands-on lab exercises so that key aspects of the VE suite for servers may be experienced and better understood.

-Focus on using suite for server components

•VE Console + hands-on lab, Director Multiplatform + hands-on lab, EWLM +

hands-on lab, Tivoli Provisioning Manager + hands-on lab

-Discussion of other virtualization technologies

•Grid, Storage Virtualization

-Nominate your customer for sessions in the US & EMEA, customer pays T&L, no charge for workshop

Early Customer Support Program: IBM Virtualization Engine Suite Release 2

-Nominations in 2Q2005, program starts 3Q2005

-Benefits to customers: Influence product development, access to service & support during beta, strengthen IBM/Customer relationship

-Benefits to IBM: Improve product quality, improved customer input to development, increased customer satisfaction, customer references and testimonials





Ordering IBM Virtualization Engine Suite for Servers

PID number for VE Suite for Servers 5724i72 – VE Suite for Servers, includes all systems services: EWLM, TPM, IBM Director Multiplatform, IBM Grid Toolbox and VE Console 5724i71 – A la Carte, includes capability to order the following components separately: EWLM, IBM Director Multiplatform, IBM Grid Toolbox TPM may be ordered separately from Tivoli

Passport advantage info for VE Suite for Servers VE Suite for Servers – PID number 5724i72 PPA part number: D53XCLL -- VE Systems Services for managing AIX & OS/400, license & 12 month maintenance D53XFLL -- VE Systems Services for managing Solaris & Windows, license and 12 month maintenance D53XELL -- Upgrade from Tivoli Provisioning Manager for managing AIX & OS/400, license & 12 month maintenance D53XHLL -- Upgrade from Tivoli Provisioning Manager for managing Solaris & Windows, license & 12 month maintenance A la carte – PID number 5724i71 PPA part number: D53XALL – VE Director Multiplatform, license & 12 mo maintenance D53ZRLL -- VE Grid Toolbox for Multiplatforms, license & 12 mo maintenance D53X4LL -- VE EWLM Multiplatform for managing AIX & OS/400, license & 12 mo maintenance D53X6LL -- VE EWLM Multiplatform for managing Solaris & Windows STG Worldwide Sales Project Office for VE Assist in all pricing requests. To engage the STG Sales Project Office for IBM Virtualization Engine Suite for Servers, please send a Lotus Note to VSPO@us.ibm.com or Virtualization Solutions Project Office/Poughkeepsie/IBM@IBMUS.





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