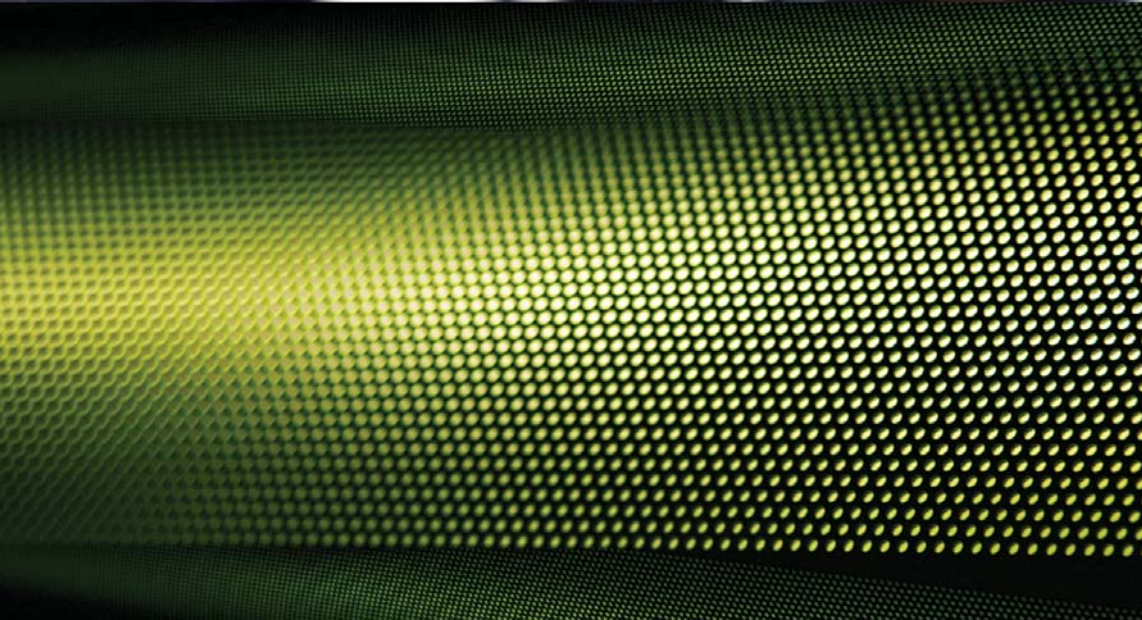


Complete warehouse appliance platform,
preconfigured with best of breed technologies



Information Management software

Jump Start Mid-Sized Warehousing and Departmental Reporting Implementations with IBM InfoSphere™ Balanced Warehouse™ C-Class Offerings





When it comes to business and technology, one size doesn't fit all. Mid-sized businesses simply do not operate in the same way that giant conglomerates do. You don't have massive IT teams and multi million dollar budgets like the "big guys". You need flexible, out-of-the-box technology solutions that are easy to implement and provide immediate value. However, you should still be able to rely upon best-of-breed solutions with unrivaled performance and reliability. IBM is listening!

A warehousing solution for smaller implementations that doesn't think small! IBM® InfoSphere™ Balanced Warehouse™ C-Class offerings were specifically created to empower smaller organizations and lines of business within larger enterprises with a fast track to business intelligence. Rich in functionality and quick to deploy, the Balanced Warehouse C-Class offerings are ready-to-go warehousing solutions, consisting of preconfigured and pretested integration of InfoSphere Warehouse software, IBM systems and storage, and optional IBM Cognos™ 8 BI reporting software. We have done the integration, testing, and configuration work for you! Before an InfoSphere Balanced Warehouse is shipped, IBM's laboratories configure and stress test

the systems for maximum reliability and security as well as fine tune them to ensure that the highest levels of performance are met.

This means that your warehousing project will bring value to your organization almost immediately, and will enable your users to leverage insight from your information as soon as your data is loaded.

Simplicity: Plug it in and get your answers now! Imagine going to a car dealer and picking out a new vehicle one piece at a time - literally. First you pick out a body style and engine type and everything down to the seat stitching and taillight design... and then you get to take your car home in pieces to try to assemble it yourself. Weeks or months later (and after a lot of cursing and bloodied knuckles), you are finally able to take your new vehicle for a "spin".

Traditional warehousing projects require a great deal of architecting and integration work... usually done by your IT team or involving large services contracts. Your business cannot afford months and months of "build" time. You need answers and you need them now! The IBM InfoSphere Balanced Warehouse takes "building" out of the mix. IBM

has predefined and certified optimal software, hardware, and storage configurations for reduced complexity. IBM development and performance teams put the Balanced Warehouse C-Class through rigorous testing, resulting in optimal performance out of the box! This means less time and money building a solution from the ground up, as well as greatly reducing risk.

Additionally, standard IBM support on all of the components in the Balanced Warehouse offering allows you to pick up the phone and deal with a single vendor when you have a question about your warehouse.

Flexibility for growth: A solution that will grow with your changing business. IBM understands that your organization or department will go through changes with time. What you need today may not be what you need tomorrow. The InfoSphere Balanced Warehouse C-Class comes in multiple configurations - starting from 150 GB up to 4 TB raw user data space. The InfoSphere Balanced Warehouse also comes in D-Class and E-Class configurations for larger implementations.

The hardware included with the Balanced Warehouse C-Class is





technology. IBM System x3500 (with the C3000) or IBM System x3850 M2 (with the C4000) with DS3200 Storage is non-proprietary hardware that can be easily reused and redeployed within an organization in accordance with changing business needs.

IBM has made the Balanced Warehouse C-Class offerings available in either user-based or server based pricing to fit your needs. Together, you and your sales team can calculate the most cost effective solution for your organization's specific usage patterns.

Based on the integration of best-of-breed technology: A solid warehousing platform that will meet your needs now, and in the future. The InfoSphere Balanced Warehouse C-Class offering has been built with performance and reliability in mind. Customers around the world and experts alike have recognized this unique warehousing solution with consistent year-over-year growth and accolades in industry publications.

IBM has brought together leading technologies to build InfoSphere Balanced Warehouse C-Class offerings. You can find components of the InfoSphere Balanced Warehouse in the leader's rankings in Gartner

Magic Quadrants and Forrester Waves in everything from Warehousing, Data Quality, Data Integration, Customer Data Integration, Business Intelligence Services, CPM Suites, Business Intelligence Platforms, to Database Management Systems. ¹

Forrester Research recognized the InfoSphere Balanced Warehouse as an industry leader in their Q1 2009 Forrester Wave™ for Enterprise Data Warehousing Platforms, stating that "IBM's InfoSphere Balanced Warehouse product family offers best-of-breed functionality." ²

Designed with a smarter planet in mind. Building a Smarter Planet is about bringing a new level of intelligence to the way our world works. It is about infusing intelligence into our decision-making and management systems so that we can open up meaningful new possibilities for progress. IBM has embraced this philosophy and is committed to making our products, processes and ways of thinking better, more efficient, and more productive.

The IBM InfoSphere Balanced Warehouse C-Class offerings are helping companies and governments throughout the world build smarter organizations as well as a Smarter

Planet. In order to be smarter, organizations need to be able to manage, deliver and analyze their business information – to unlock the power of their own information.

IBM product development teams saw a need for an integrated and highly productive warehousing platform, built upon optimal combinations of software, storage, and servers. They took best of breed technology from within and outside the organization to create configurations that would save our customers time, money, and greatly increasing productivity. Advanced server memory technology utilizes less power and offers new, high-efficiency power supplies. Resources are managed dynamically, ensuring that your organization is more efficient and productive. The InfoSphere Balanced Warehouse is continually enhanced with the latest energy and cost efficient technology to ensure that your warehousing and business intelligence projects are built upon a foundation that can help your organization, and the world, become smarter.

The IBM InfoSphere Balanced Warehouse C3000. The IBM® InfoSphere™ Balanced Warehouse™ C3000 offers a simplified, complete appliance-like data warehousing platform for inte-



grating business intelligence applications and analytics with up to 1TB of raw user data and provides a total storage capacity of up to 6TB.

The C3000 incorporates enhanced features such as data partitioning and range partitioning, handling larger stores of your organization's data. These features are all delivered on IBM hardware in a pre-integrated, pre-tested configuration that is easy to install and maintain. By leveraging the untapped power of your information, you can improve operations, sales and all aspects of operational performance.

The IBM InfoSphere Balanced Warehouse C4000. The IBM® InfoSphere™ Balanced Warehouse™ C4000 is the latest addition to the growing IBM Balanced Warehouse solution portfolio. At the top of the C-Class, the C4000 expands the reach of IBM's rapid deployment warehousing solutions integrating the full functionality of InfoSphere Warehouse Intermediate Edition software.

Driven by simplicity in design and management, the C4000 offers the best of what an enterprise data warehouse delivers, without the complexity and cost normally associated with this type of functionality. Built upon a

IBM InfoSphere Balanced Warehouse C-Class Solutions At A Glance		
	C3000	C4000
Core software	InfoSphere Warehouse Intermediate Edition	InfoSphere Warehouse Intermediate Edition
Optional software	Cognos 8 BI MidMarket Reporting Packages	InfoSphere Warehouse Enterprise Edition, Cognos 8 BI Reporting
Hardware	IBM System x 3500	IBM System x 3850 M2
Storage	IBM System Storage DS3200	IBM System Storage DS3200
Raw user data	150 GB to 1 TB	1 TB to 4 TB
Total usable storage capacity	Up to 6 TB	Up to 24 TB
Number of users	Up to 100 authorized users	No limit
Typical use	Warehousing platform for building mid-size company reporting solutions	Larger SMB and department data marts

hardware stack that enables growth of up to 4TB of raw user data and 24TB of total usable storage capacity, the C4000 offers organizations room to grow and develop their critical business intelligence infrastructure.

What's inside the IBM InfoSphere Balanced Warehouse C-Class?

InfoSphere Balanced Warehouse C-Class offerings are out-of-the-box, complete warehouse appliance platforms that are preconfigured with best of breed technologies, including IBM InfoSphere Warehouse software, IBM systems, IBM storage, and optional IBM Cognos 8 BI reporting software.

IBM InfoSphere Warehouse: Access to structured and unstructured information and operational and transactional data in real time. The IBM InfoSphere Warehouse Intermediate and Enterprise Editions are comprehensive warehousing solutions powered by DB2 Data Server Enterprise Edition that enable you to design your warehouse in a unified design environment supporting all aspects of a warehousing project including physical data modeling, tuning warehousing parameters for optimal performance, and performing data transformation within the warehouse with simple drag-and-drop tools. The InfoSphere





Warehouse allows you to optimize your warehouse with tools to improve resource and workload management that provide the scalability, availability, and performance required to support day-to-day operations while keeping risks in check.

With the InfoSphere Warehouse, you will be able to discover market opportunities by identifying patterns, trends and new opportunities hidden within information assets. For example, you can gain a multidimensional view of data relationship with OLAP, take unstructured data and make it accessible for the business, and use data mining to create new markets and product combinations. Moreover, InfoSphere Warehouse integrates with a multitude of tools for further discovery and analysis.

The InfoSphere Warehouse gives you the ability to grow your system to accommodate data volume and expansion, while maintaining control of the costs of managing and storing data.

Optional IBM Cognos 8 Business Intelligence reporting software: *Ensure all users receive relevant information how, when and where it is needed.* The IBM InfoSphere Balanced Warehouse

C-Class now offers an optional component for customers who want to ensure their users can quickly and easily leverage the data contained in their data warehouses with a full range of business intelligence reporting capabilities. IBM Cognos 8 BI reporting software is built upon an open, enterprise-class platform designed to increase business adoption while minimizing the burden on IT. Developed with the growing and ever-changing organizational requirements in mind, Cognos 8 BI reporting software is easily deployable, manageable, and scalable as user communities grow. With Cognos 8 BI reporting software, users are able to access all data sources, including the data within the Balanced Warehouse, through an optimized consistent interfaces allowing users to have a complete and consistent view of the business while ensuring one version of the truth across the many different user communities.

Cognos 8 BI reporting software provides a single authoring environment for creating all report types, including: managed reports, ad-hoc reports, and transactional, operational, production, and statement-style reports. It enables your business to build a self-service environment that lets

team members create, access, and modify information without IT intervention all via the Web. Built on a proven SOA foundation, your organization will have the flexibility to integrate optimized business intelligence capabilities into the world in which they work today and into the future.

IBM System x3500: *Stable-life, mission-critical two-socket tower server for distributed environments* The InfoSphere Balanced Warehouse C3000 is built upon the IBM System x3500, which provides the ultimate balance of high performance, high availability, and vast internal storage in a stable-life, distributed platform. The IBM System x3500 delivers unprecedented performance and reliability for demanding distributed environments that rely on 24x7 availability of mission-critical applications. With up to eight-core processor performance at lower power consumption per core, the x3500 offers leading-edge capacity and high-speed I/O scalability. A long-life platform with 24-month availability, the x3500 minimizes deployment and support concerns.

IBM System x3850 M2: *Balanced, reliable enterprise server for everyday business needs.* The InfoSphere Balanced Warehouse C4000 is built



upon the IBM System x3850 M2, providing unrivaled reliability and confidence in your IT solution deployments. The x3850 M2 takes performance, efficiency and reliability to the next level with a balanced enterprise server built on the next generation of IBM X-Architecture®, and features an unmatched combination of x86 performance and scalability with a balanced design. The x3800 M2 saves you money because the server memory technology uses less power and it utilizes new, high-efficiency power supplies. Additionally, an easy upgrade path provides the necessary flexibility to deliver an optimized solution for scale-up database, enterprise applications and server consolidation through virtualization services.

IBM DS3200 System Storage: Increase the capacity, management efficiency and availability of your data solution. Both the C3000 and C4000 are built upon IBM DS3200 System Storage. This highly efficient storage platform grows with the needs of your organization because it provides capacity expansion up to 48 drives and optional replication features. It is expandable

by attaching up to three EXP3000s, a total of 21.6 TB of storage capacity with 450 GB SAS or up to 48.0 TB with 1.0 TB SATA. It also makes deployment and management easier and more efficient via the DS3000 Storage Manager, which is ideal for smaller organizations and departments with limited IT resources. It also provides you the ability to access your data across up to three IBM System x™ in a highly available direct-attach configuration.

Why IBM?

Get the insight you need and unleash the value of your information with IBM InfoSphere Balanced Warehouse C-Class offerings. Based on best-of-breed technologies, designed for quick deployment, plug it in and get your answers now!.

For more information

To learn more about IBM InfoSphere Balanced Warehouse C-Class offerings, and about the rest of the IBM InfoSphere Balanced Warehouse family, contact your IBM representative or IBM Business Partner, or visit: ibm.com/software/data/infosphere/balanced-warehouse



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Source Materials

¹ Various Forrester Wave™ and Gartner Magic Quadrant reports (2006, 2007, 2008, 2009)

² James G. Kobiellus, Rob Karel, Norman Nicolson (February 2009). "Forrester Wave™: Enterprise Data Warehousing Platforms"