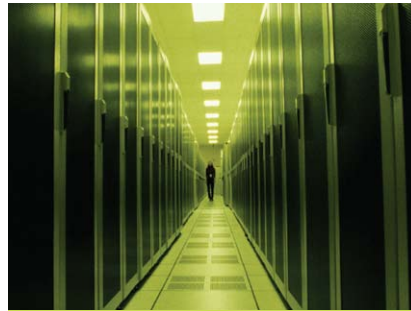




IBM DB2 and Power Systems

Synergy by design for deeper client value

Introduction



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Build systems that can handle the information explosion.

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IBM DB2 and DB2 pureScale

Deliver critical information while cutting costs.

IBM Power Systems

Create a foundation of performance and reliability.

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The combined solution

DB2 and Power Systems: better together.

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Our planet is becoming smarter. And as intelligence is infused into everything around us, your company needs new tools and infrastructures that can help you capitalize on the possibilities this new world brings.

However, using the data within your systems to build a competitive advantage isn't always as easy as it sounds. To handle the information explosion, you need powerful database software—and equally powerful servers that can handle the load. Business can be unpredictable, which means your IT staff needs to be able to add capacity quickly and transparently without changes to your applications. And because the marketplace is open for business 24x7 in today's globalized economy, business continuity is a primary concern.

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Managing the information life cycle effectively is integral to keeping your company at the top of its game. The cost of managing data—acquiring it, cleansing it, using it to create actionable business insights and finally retiring it when it becomes redundant—has only grown as IT infrastructures have become more complex.

IBM helps its clients tackle those challenges through integrated, optimized solutions that are designed to deliver both cost and operational efficiencies. The IBM® DB2® platform provides a comprehensive foundation that delivers scalability and data volume for any workload and data format. Leading-edge database innovations help provide breakthrough performance and time-to-value. IBM also offers one of the industry's broadest and deepest integrated data management portfolios, which means that you can manage data across a diverse set of platforms and business application needs.

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IBM Power Systems™ can help you get the most from your IT assets, so you can quickly deliver computing resources to end users through a cost-effective infrastructure with around-the-clock availability. With this industry-leading UNIX® platform from IBM you can manage servers more easily, align IT and business operations more closely, and reduce energy costs while improving processing flexibility.

Using DB2 and Power Systems together compounds their individual benefits to deliver even more value. By optimizing and integrating the hardware and software, IBM drives cost and operational efficiencies that support flexible IT operations and help to maximize performance.

This e-book will show how DB2 and Power Systems create synergies to help you support changing workloads, help ensure cost-effective energy efficiency and help ensure business continuity—and in turn, capitalize on the opportunities of a smarter planet.

IBM DB2 and *DB2 pureScale* 2



Using information effectively can be the difference between surviving and thriving in business. That's why your choice of database is so important—with the ability to find and manage information in a flexible and cost-effective manner your organization can put itself at the forefront of innovation, delivering information anytime, anywhere, while managing costs.

DB2 software can help you meet those challenges through industry-leading performance, scalability and reliability. DB2 has been a leader in data warehousing benchmarks since the mid 1990s. And now, with IBM DB2 pureScale™, DB2 can also help to reduce the risk and cost of meeting changing business demands.

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Designed for organizations that run large transactional applications on distributed systems, DB2 pureScale can help deliver exceptional scalability, high availability and easy deployment. Using shared disk storage it helps enable a database to continue processing through most planned and unplanned outages. It supports higher transaction rates, helping to enable organizations to scale to meet the most demanding business needs while controlling data management costs. It also provides tools to easily and flexibly administer databases.

By allowing IT administrators to add extra capacity as the company needs it, DB2 pureScale helps to facilitate business continuity without any disruptive application changes. It is transparent to applications and users—so organizations can scale up their processing capacity quickly and with less risk. In addition, because many database administrators (DBAs) play it safe by over-provisioning database capacity, DB2 pureScale can eliminate wasted capacity provisioning and help to reduce unnecessary IT expenditures.

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DB2 also helps companies cut costs by reducing database space requirements. Compressed data volumes take less time to back up, decreasing network traffic and the amount of time spent administering backup processes. DB2 Deep Compression technology reduces your storage hardware requirements, resulting in reduced power consumption and costs.

DB2 further helps to cut costs by taking care of itself as much as possible. By automating tasks that would otherwise be performed by DBAs—such as memory management, storage allocation and configuration management—DB2 can help to free up your IT staff to focus on more strategic initiatives and deliver a stronger return on investment (ROI).

IBM also offers an integrated set of data management solutions that make it easy for analysts, architects, developers and administrators to collaborate when working with data in DB2. Good database tools cut costs by making DBA, application developer and other human resources more productive. Moreover, good tools can help someone with average database skills accomplish the results of an expert. That's why DB2 includes tools like the Configuration Expert, which optimally configures DB2 to its hardware at installation time.

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Using information to build a smarter business demands a high-performance, high-reliability foundation. That's why Power Systems combine industry-leading performance, scalability and modularity to help you get the most from your hardware and software investments and build a flexible, dynamic infrastructure that easily adapts and grows based on business needs.

Power Systems are designed to run UNIX, IBM i and Linux® applications together on a single server so you can better align your IT and business operations while reducing energy costs, improving processing flexibility and enhancing availability with a complete suite of management and high-availability solutions. From reliability and virtualization features inspired by IBM mainframe systems to unique energy savings capabilities, a Power Systems solution can help you maximize your IT investment.

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When businesses need high levels of performance and steady innovation, they look to Power Systems. The predictable delivery of innovation through the IBM POWER® processor roadmap and the IBM commitment to investment in IBM AIX®, IBM i and Linux operating systems on POWER— with more than 15,000 supported applications— provides clients with the confidence that Power Systems are a solid choice, both now and for the future. Businesses around the world are moving to a more dynamic infrastructure with Power Systems so they can:

- Reduce system administration costs
- Reduce data center energy costs
- Reduce need for weekend overtime hours
- Reduce risk of system downtime in the event of a disaster
- Improve service and data center management



Power Systems feature a variety of design innovations that make them an outstanding platform for transaction-heavy database environments. For more than 10 years, Power Systems has also been fine-tuning highly integrated systems designed from the ground up for industrial-strength virtualization. IBM PowerVM™ features help to reduce capital expenses and improve total cost of ownership (TCO) by rebalancing workload demands automatically to maintain 60 to 80 percent processor utilization. Common virtualization abilities across all Power Systems help to streamline administration. Virtualization of not only processors but memory and I/O help enable dynamic movement of partitions and applications between physical systems.

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IBM builds systems and systems software together, from the ground up. Our integrated approach to the design, development and testing of DB2 and Power Systems helps ensure the resiliency required for your IT critical infrastructures. All POWER-based server models include innovative reliability, availability and serviceability features that help you avoid unplanned downtime. And with Capacity on Demand, Hot-Node Add and Hot-Memory Add features, Power Systems enterprise servers help you keep your most important applications available, even as you add capacity to handle business growth on your largest servers.

Together, DB2 and Power Systems create a powerful solution designed to allow clients to connect anywhere and see a single database. Unlimited capacity, application transparency and smooth scalability make growing your business a breeze. The benefits of providing your business with uninterrupted data access are clear: More uptime means better bottom-line results and better service. What's more, DB2 pureScale on Power Systems exploits IBM PowerHA™ pureScale technology to deliver near-continuous availability and exceptional horizontal scalability.

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The combination of DB2 and Power Systems can also provide an outstanding foundation for the IBM Smart Analytics System—an integrated analytics system that deploys quickly and delivers value quickly. The IBM Smart Analytics System is a modular, scalable solution that combines IBM software, servers and storage. Deeply integrated and finely tuned, the system is based on IBM InfoSphere™ Warehouse and powered by DB2, Power Systems and IBM storage. It quickly delivers the insight you need to anticipate business conditions, capture new opportunities, avoid risks and ultimately transform the way you operate to achieve greater profitability and competitive advantage.

For businesses with multiple database servers not using full hardware capacity, the cost-saving benefits of virtualization on Power Systems can include server consolidation, space savings and reduced power and cooling expenditures. A simplified IT infrastructure can also minimize operational resources required. DB2 and DB2 pureScale lets businesses enjoy those savings with flexible licensing terms that allow all aspects of DB2 to be deployed in a virtualized environment.

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Your data is one of the most valuable assets in your organization. With IBM hardware and software developed together and optimized to help you get the most from key information, your company can focus on building a smarter planet—and less on the details of your IT infrastructure.

Since 2000, IBM has focused on increasing the technology integration between DB2 and the POWER architecture. This continuous path of innovation has led to differentiated performance and function, outstanding scalability, enhanced reliability, greatly improved simplicity and integrated solutions, such as the IBM Smart Analytics Server. The next-generation of IBM POWER7™ hardware builds on this joint value with substantial new innovations, significant throughput increases and greater efficiency to reduce operational costs.

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To learn more about how the synergies between IBM DB2 and Power Systems can help your organization manage information effectively and build a smarter planet, please contact your IBM representative, or visit:

ibm.com/db2

ibm.com/powersystems

ibm.com/software/data/optim

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February 2010
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