

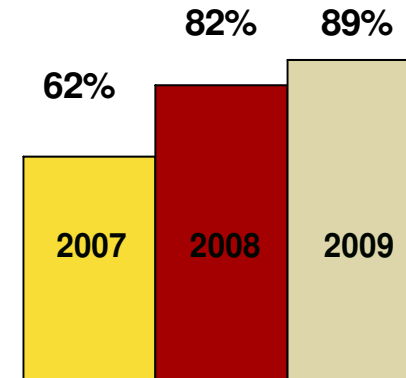
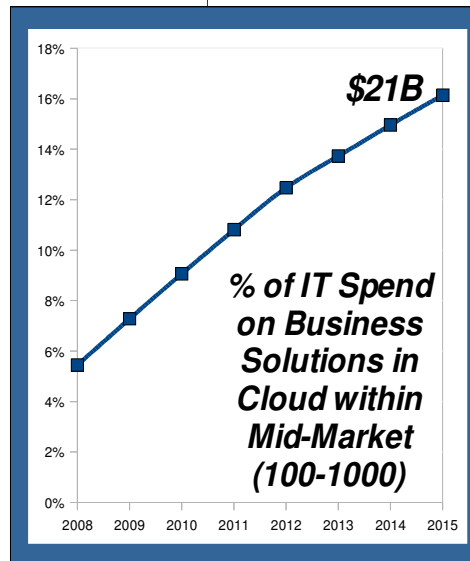
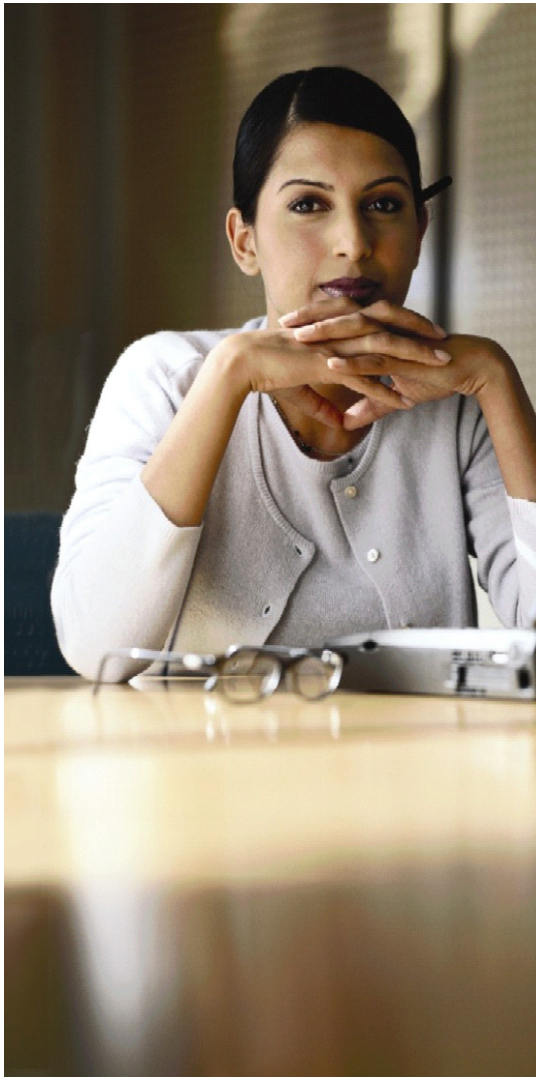
Solutions for Smart Business

27. Mai 2011

Jörg Ludwig, Direktor



Many organizations have expressed serious interest in cloud-based and appliance-based solutions...



Deployed a Software Appliance
IDC 2009

...want to stay focused on solutions that provide a **competitive advantage** – and get help with other IT efforts

...need to compensate for **lack of IT skills** and bandwidth and address requirements for **7x24 global support**

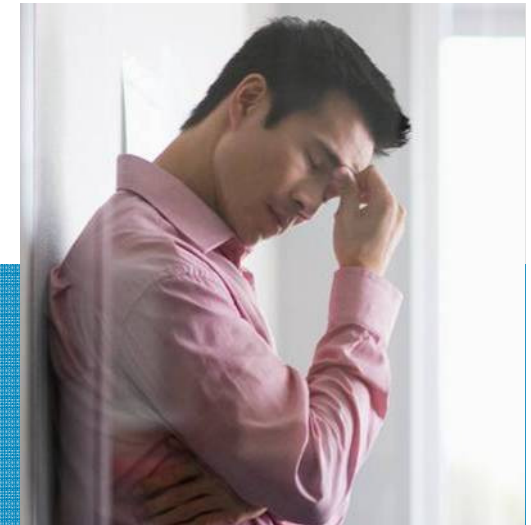
...would prefer to **off load** responsibility for servicing peaks, providing redundancy and dealing with disaster recovery

Organizations with limited IT staff are saying...

they want to **take advantage of information technology** just like large enterprises, only faster



that complexities in the technologies and **shortage of IT skills** inhibit progress



that **IT staffs are overwhelmed** and do not have the skills and bandwidth to integrate complex solutions



they would prefer to pay for solutions based on **usage**



they want to buy **solutions to business problems**, not technologies



Introducing Solutions for Smart Business from IBM

Built and priced for the needs of organizations with limited IT staff

Traditional IT

- Manual installation, integration and customization
- High level of expertise



Easier



Comprehensive functionality in an easier-to-implement form

- Manual patches and backup
- Dependent on features of existing platform

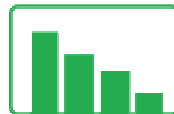


More productive



Dramatically reduce the tasks that require the most IT time and skill

- Up-front investment in hardware infrastructure, “pay-ahead” for software licenses



More affordable



Extend existing IT investments: pay-as-you-go, flexible pricing

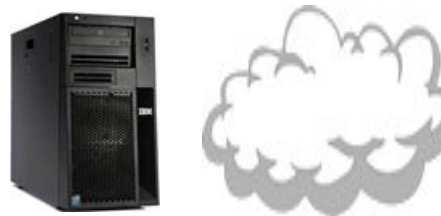
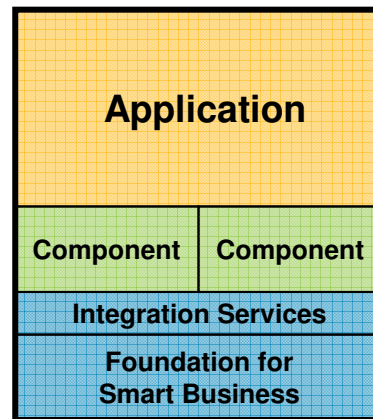
Building Solutions for Smart Business



Organizations with limited IT staff

Proven Applications

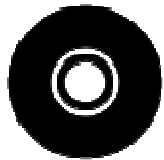
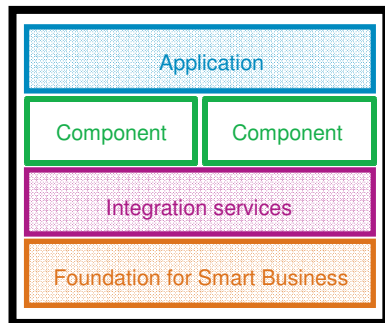
- Fully integrated
- Self-configuring
- Self-updating
- Self-protecting
- Self diagnosing
- Self-healing
- Remotely manageable
- Easily recovered
- Tested by IBM



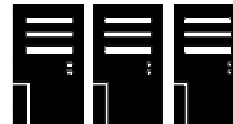
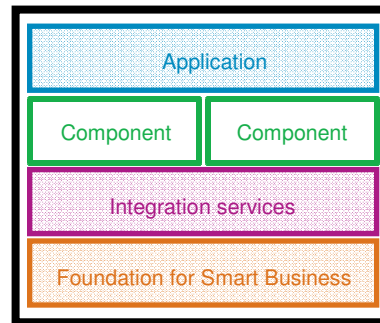
1. Focus on **easy**
2. Start with proven applications
3. Add autonomies
4. Pre-integrate and pre-configure
5. Provide a choice between server appliance and cloud
6. Price it right

Implementing Solutions for Smart Business

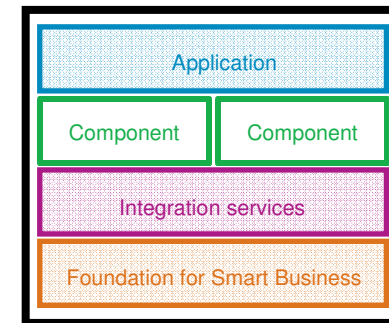
A choice of delivery options to better support your business needs



Software product



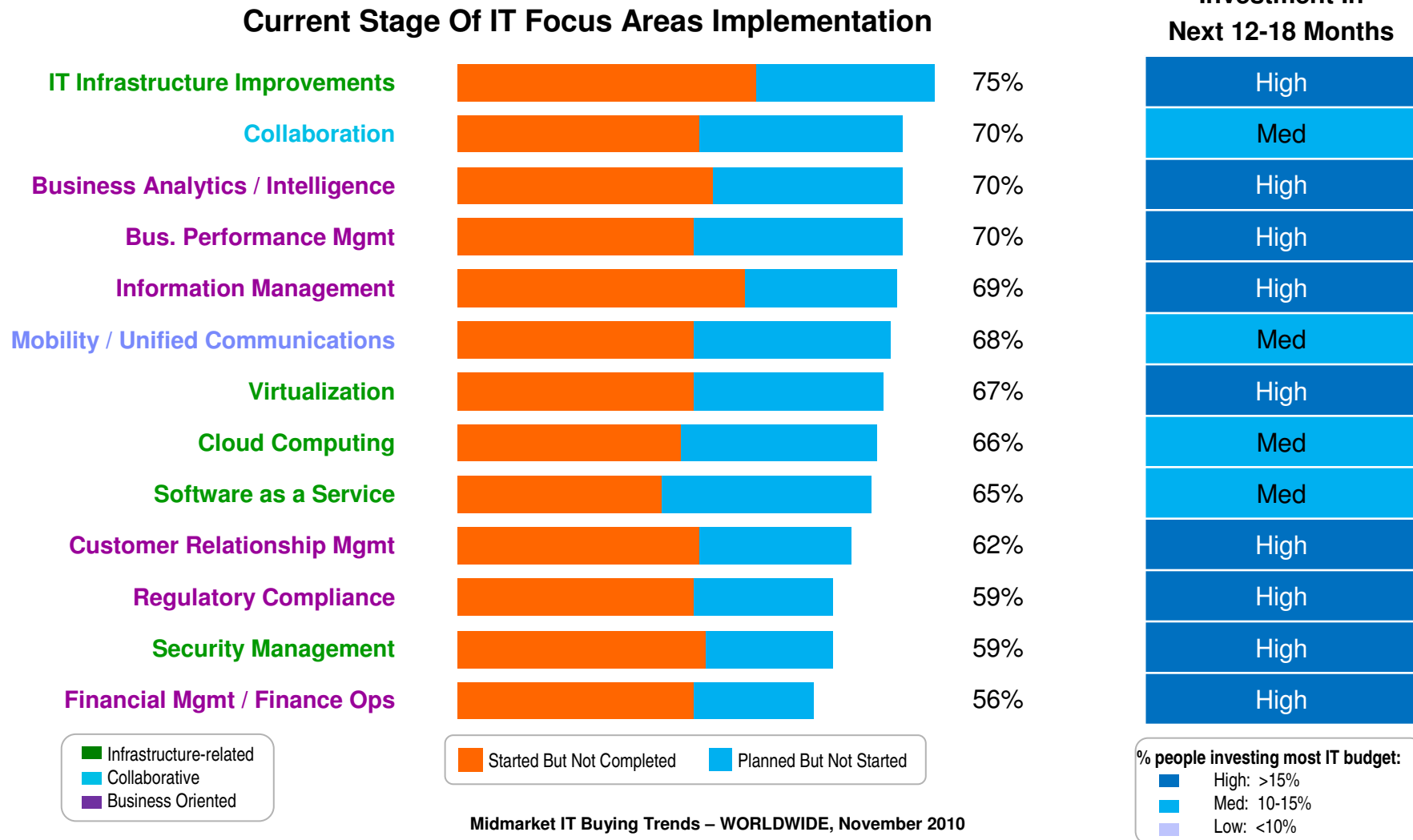
Solution, server and storage bundles



**Hosted environment
(managed service provider)**

- Single software package—one part number
- Recommended server and storage configurations through your IBM Business Partner
- Usage-based pricing (for example, per user per month with a one-year contract)

Investments spread across wide range of projects for Infrastructure Improvement, Collaboration, Analytics and Virtualization, both planned and underway



Midmarket IT Buying Trends – WORLDWIDE, November 2010

Initial Solutions for Smart Business

IBM Service Manager for Smart Business

- Service desk tools for rapid problem resolution
- Available now; new version for sale January 25

IBM Application Manager for Smart Business

- Proven application monitoring to ensure peak performance
- Available now; new version for sale January 25

IBM Virtual Desktop for Smart Business

- Anywhere, anyhow availability to personal desktops
- For sale December 17, 2010
- New VDI Rel. 2.2 available, March 29, 2011

Under consideration

Analytics / Business Intelligence, Business Continuity, Collaboration, Content Management, CRM, eCommerce, eDiscovery, ERP, Social Networking, Unified Communications and several other potential candidates

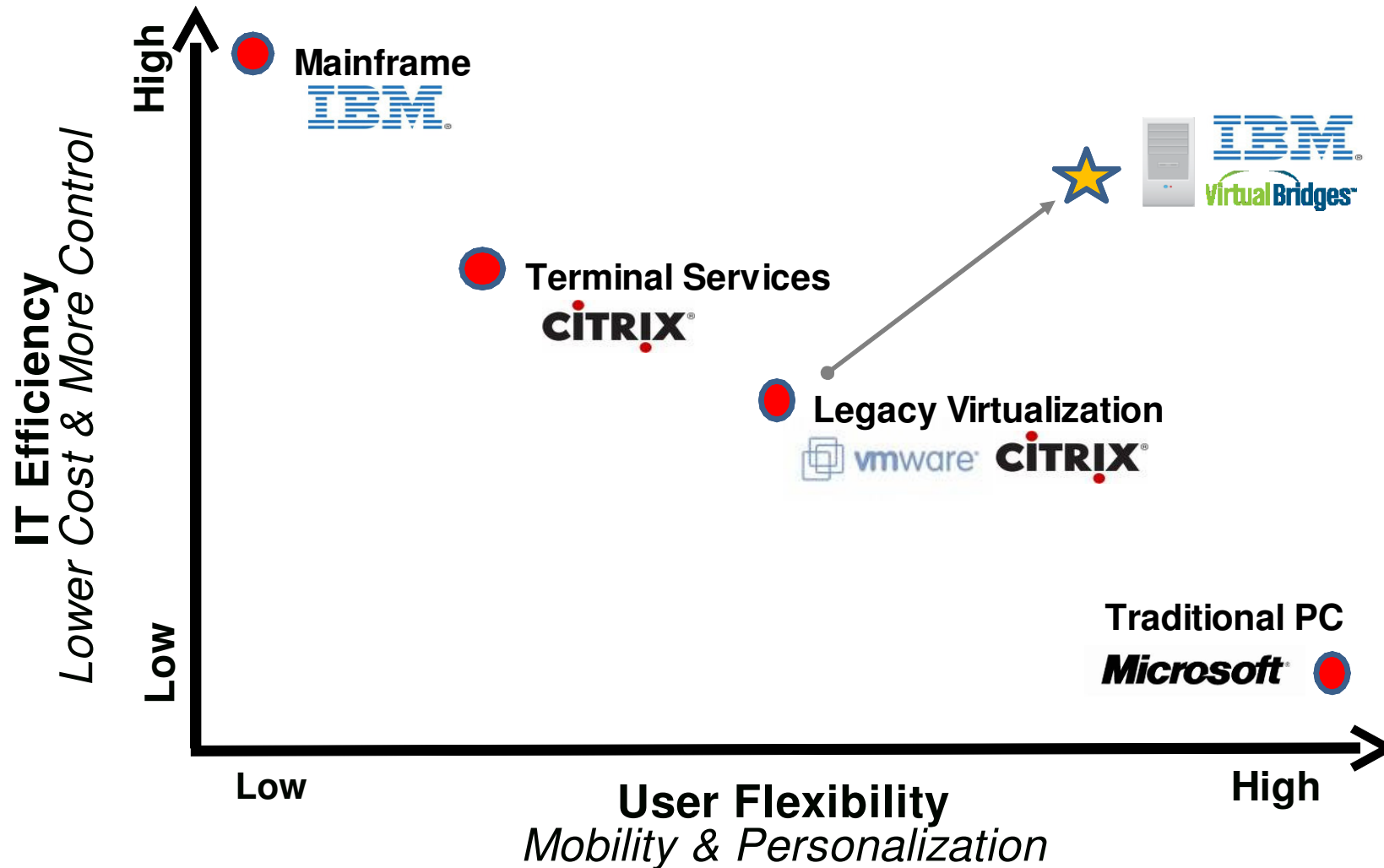
Autonomic
Pre-Integrated
Reliable
Flexible
Priced right



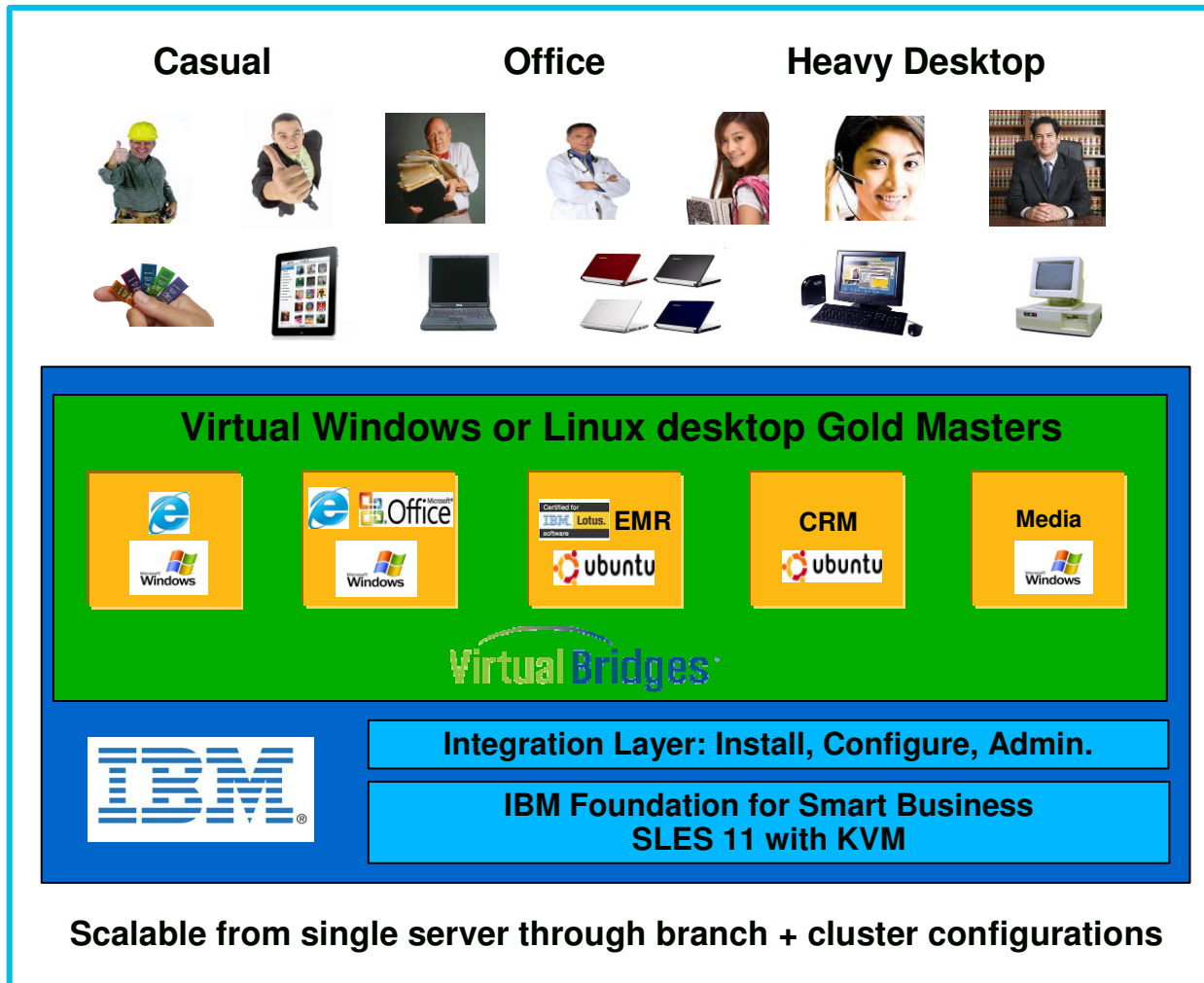
Disclaimer: Idiosyncrasies and inconsistencies in naming, packaging and pricing will be corrected with updates in 2Q11

Desktop virtualization will redefine end-user computing

Increasing user flexibility while reducing management costs



IBM Virtual Desktop for Smart Business



€142 per concurrent user, per year

What it does

- Use your personal desktop anywhere from any device
- Online or offline
- Data is protected
- Lowest TCO available



Casual



Office



Power



Desktop Operating System (Windows, Linux)

Applications



Environment Mgr

Memory Optimizer

Session Monitoring

Offline VDI

Branch VDI

Connection Broker

Storage Optimizer

Protocol

Load Balancing

Directory Services

Profile Mgr

Components: LDAP, Database

Integrate with: Directory, Database, Application, Logging, Monitoring to install, configure, administrate

Autonomics: Proactive Problem and Health Monitoring, Fixes/Updates

Administrator Panel

Smart Report

Backup and Recovery (TSM)

User Management: user, pwd, entitlement

Remote Management

Smart Desk

Security: Policy, Firewall, Intrusion prevention

Apache Web Server

Wiki

Logging

File Sharing (SAMBA)

SLES 11, KVM

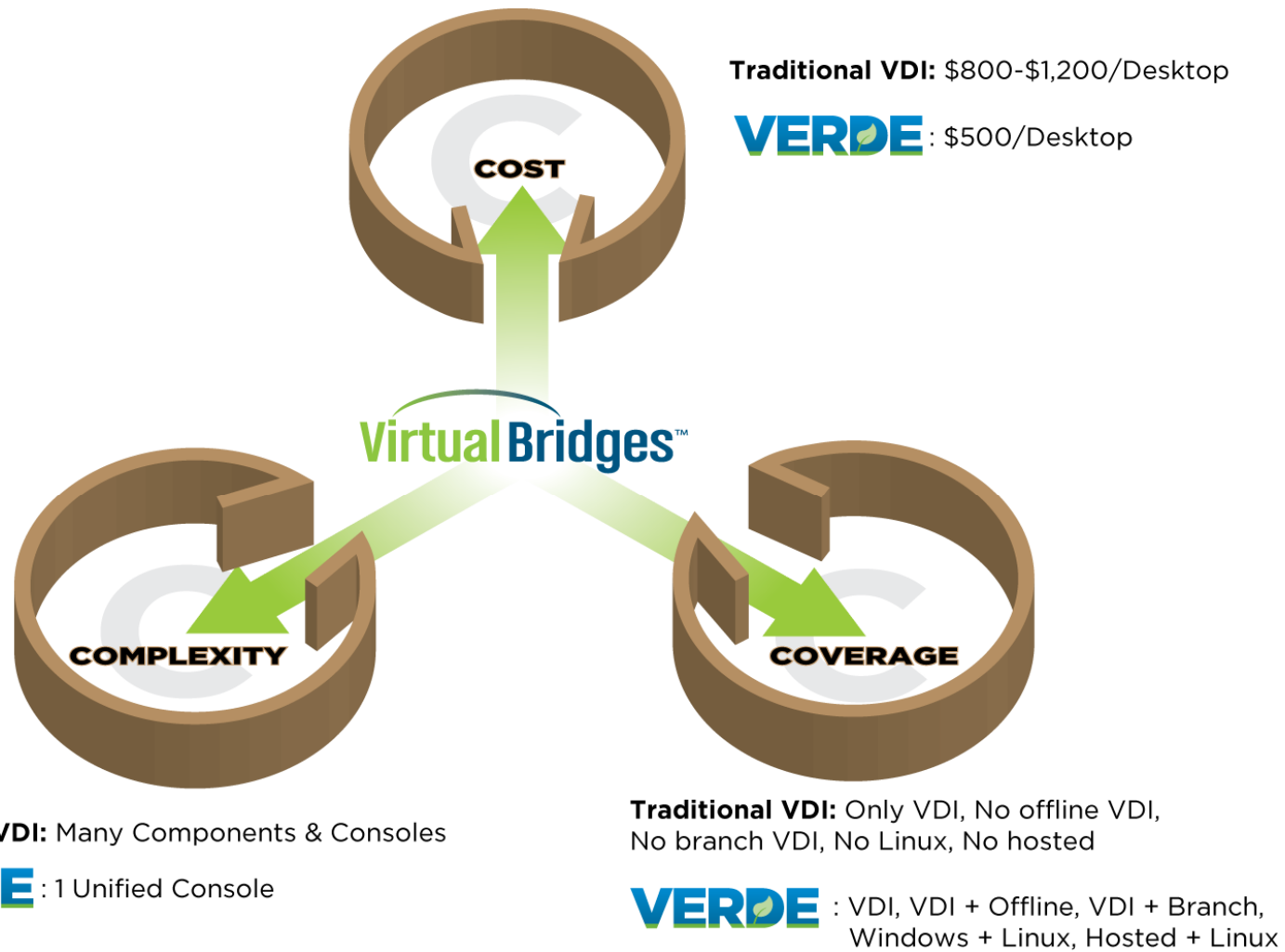
Network, NTP, Port Reg., DNS, VPN

SMTP, Message Center/IPD

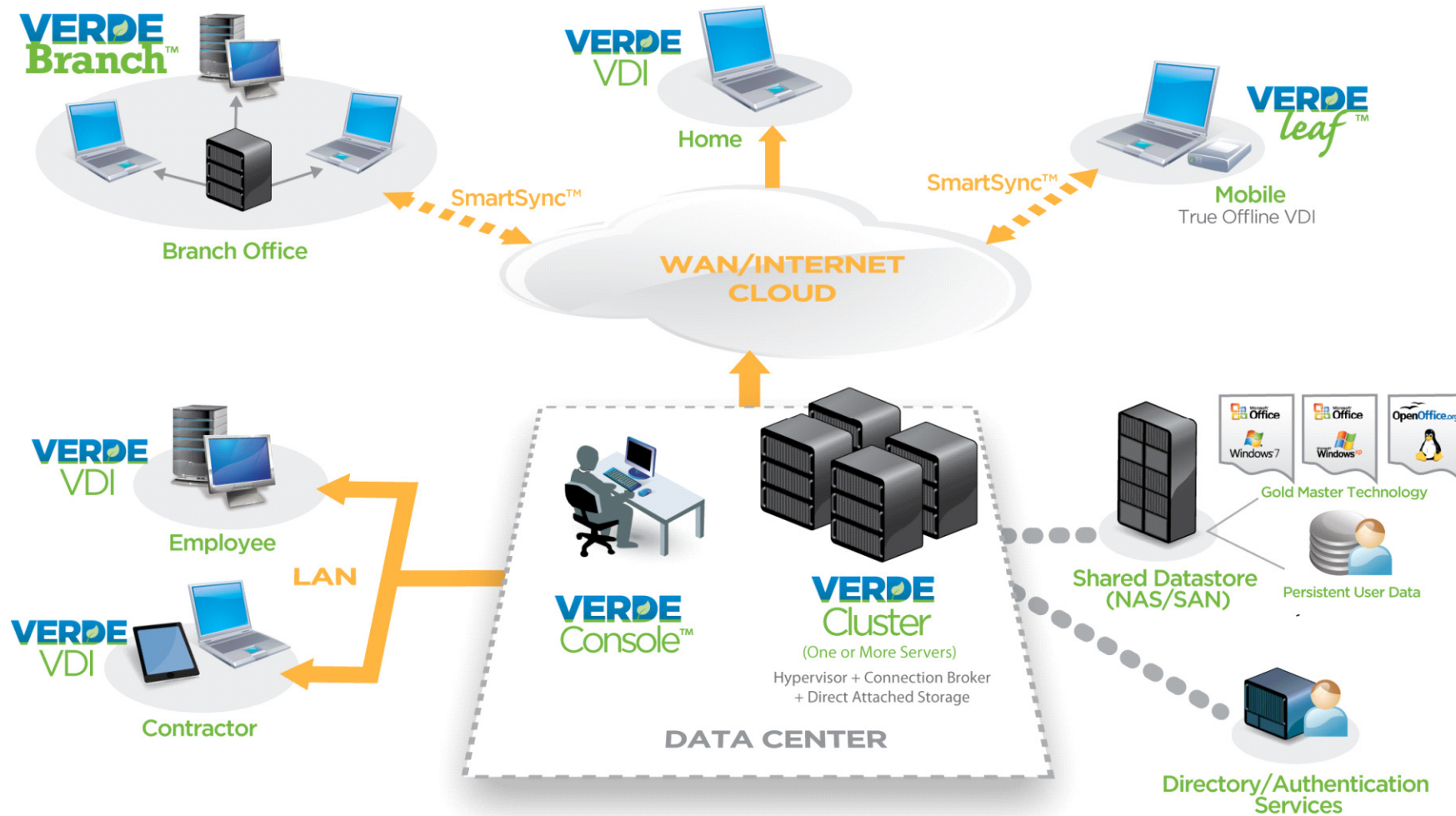
Server Hardware

Storage Hardware

Why IBM Virtual Desktop for Smart Business?



IBM Virtual Desktop for Smart Business – Overview



Key Architectural Decisions

- User segmentation
- Access devices: mobile, thin client, refurbished desktop/laptop; OS: Mac/Linux/Windows
- Access client alternatives: Web browser, Rich client
- Desktop Gold Master Images (be mindful of dependencies; Licenses owned by Customer)
- Remote Access Protocol: RDP, NX, SPICE, VNC, etc.
- Directory services (Active Directory, LDAP, Novell, etc.), SSO
- Security: network, VPN, AV, Firewall
- Deployment alternatives: online, offline, remote branch office
- High Availability and Disaster Recovery
- Backup and Recovery
- Scale up/out
- Server configuration, Memory Optimizer, VM Density
- Storage (Attached, NAS), Accelerator
- Performance: Deployment model, Legacy Application colocation, Protocol, Storage, Server, Network
- Remote Management
- Integration: PC Configuration/Life Cycle Management,
- On-premises, Private Cloud, Managed Private Cloud – hosted dedicated

Virtual Desktop HW recommendation

2U - Rack

	Small (* typically up to 25 users)	Medium (*typically up to 75 users)	Large (*typically up to 125 users)	Extra Large (*typically up to 200 users)
**List Price	\$6,176.00	\$10,225.00	\$18,014.00	\$27,257.00
Base system	IBM System x3650 M3 <i>Part Number: 7945-D2x</i>	IBM System x3650 M3 <i>Part Number: 7945-D2x</i>	IBM System x3650 M3 <i>Part Number: 7945-J2x</i>	IBM System x3650 M3 <i>Part Number: 7945-N2x</i>
CPU(s)	Single Xeon E5620 (4 cores, 2.4 GHz, 12 MB Cache, 1066 MHz Bus) standard	Dual Xeon E5620 (4 cores each, 2.4 GHz, 12 MB Cache, 1066 MHz Bus) <i>Base plus part number: 59Y4020</i>	Dual Xeon X5650 (6 cores each, 2.66 GHz, 12MB Cache, 1333 MHz Bus) <i>Base plus part number: 59Y4023</i>	Dual Xeon X5680 (6 cores each 3.33 GHz, 12MB Cache, 1333 MHz Bus) <i>Base plus part number: 59Y4028</i>
Memory	28 GB: base plus 3x 8 GB RDIMMS: PC3-10600 ECC DDR3 <i>Part Number: 49Y1436</i>	64 GB: base plus 6x 8 GB PC3-10600 ECC DDR3 <i>Part Number: 49Y1436</i> Plus 3x 4 GB PC3-10699 <i>Part Number: 49Y1435</i>	128 GB PC3-10600 ECC DDR3 (16x 8 GB each) <i>Part Number: 49Y1436</i>	192 GB PC3-8500 ECC DDR3 (12x 16 GB each) <i>Part Numbers: 46C7483</i>
Hard Drive Type and Configuration	4x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 10 configuration <i>Part Number: 42D0707</i>	8x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 5 configuration <i>Part Numbers: 42D0707</i>	*Requires additional Hard Drive kit (<i>see below</i>) 12x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 5 configuration <i>Part Number: 42D0707</i>	*Requires additional Hard Drive kit (<i>see below</i>) 16x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 5 configuration <i>Part Number: 42D0707</i>
Additional Required Components	ServeRAID 5015 SAS/SATA Controller with battery (<i>Part Number: 46M0829</i>) Large and Extra Large require: IBM System x3650 M3 8 HDD Enablement Kit (<i>Part Number: 59Y3825</i>) IBM UltraSlim Enhanced SATA DVD-ROM (<i>Part Number: 46M0901</i>)			
Recommended Additional Components	IBM 675W Redundant AC Power Supply (<i>Part Number: 46M1075</i>) (\$299) IBM Virtual Media Key (<i>Part Number: 46C7526</i>) (\$299) iSCSI NAS or USB based Drives for backup (<i>Part Number: Various or 3rd Party</i>) Rack kit if installing in non-IBM rack (<i>Part Number: 69Y5067</i>) (\$119)			

* Refer to Desktop Sizing Table for more detailed desktop O/S and CPU and memory sizing guidance.

** List price includes "Additional Required Components"

Virtual Desktop HW recommendation

Tower

	Small (*typically up to 25 users)	Medium (*typically up to 75 users)	Large (*typically up to 125 users)	Extra Large (*typically up to 200 users)
**List Price	\$6,176.00	\$10,235.00	\$16,839.00	\$28,318.00
Base system	IBM System x3500 M3 Part Number: 7380-42x	IBM System x3500 M3 Part Number: 7380-42x	IBM System x3500 M3 Part Number: 7380-E3x	IBM System x3500 M3 Part Number: 7380-94x
CPU(s)	Single Xeon E5620 (4 cores, 2.4 GHz, 12 MB Cache, 1066 MHz Bus)	Dual Xeon E5620 (4 cores each, 2.4 GHz, 12 MB Cache, 1066 MHz Bus) Base plus part number: 69Y0851	Dual Xeon X5650 (6 cores each, 2.66 GHz, 12MB Cache, 1333 MHz Bus) Base plus part number: 69Y0854	Dual Xeon X5680 (6 cores each, 3.33 GHz, 12MB Cache, 1333 MHz Bus) Base plus part number: 69Y0857
Memory	28 GB: base plus 3x 8 GB RDIMMS: PC3-10600 ECC DDR3 Part Number: 49Y1436	64 GB: base plus 6x 8 GB PC3-10600 ECC DDR3 Part Number: 49Y1436 Plus 3x 4 GB PC3-10699 Part Number: 49Y1435	128 GB PC3-10600 ECC DDR3 (16x 8 GB each) Part Number: 49Y1436	192 GB PC3-8500 ECC DDR3 (12x 16 GB each) Part Number: 49Y1400
Hard Drive type and configuration	4x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 10 configuration Part Number: 42D0707	8x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 5 configuration Part Number: 42D0707	Requires additional Hard Drive kit (see below) 12x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 5 configuration Part Number: 42D0707	Requires additional Hard Drive kit (see below) 16x IBM 500GB 7200 6Gbps SAS 2.5" SFF Slim-HS HDD in RAID 5 configuration Part Number: 42D0707
Additional Required Components	ServerRAID 5015 SAS/SATA Controller with battery (Part Number: 46M0829) (Large and Extra Large only): 2.5in Hot Swap SAS/SATA 8 Pac HDD Upgrade Kit (Part Number: 69Y0895)			
Recommended Additional Components	Redundant Cooling and Power (Part Number: 44X0381) (\$349) iSCSI NAS or USB based Drives for backup (Part Number: Various or 3 rd Party)			

* Refer to Desktop Sizing Table for more detailed desktop O/S and CPU and memory sizing guidance

** List price includes "Additional Required Components"

Key Customer Benefits

Growth Initiatives to increase organizational agility

- Anytime, anywhere: on/offline usage
- Choice of end user device and protocols

Lower Business and IT risk

- Using autonomies, pre-configured, backups
- Improves Data Security, Compliance, Business continuity, and reducing overall Complexity

Cost Reduction/Lower TCO Initiative

- Up to 50% Lower TCO of end user computing
- Shift costs from CAPEX to OPEX
- Use virtual Windows / Linux desktops
- Remote management

Lower complexity

- Optimize Windows 7 upgrades
- Eliminates need for expensive desktop refresh cycle



IBM Application Manager for Smart Business

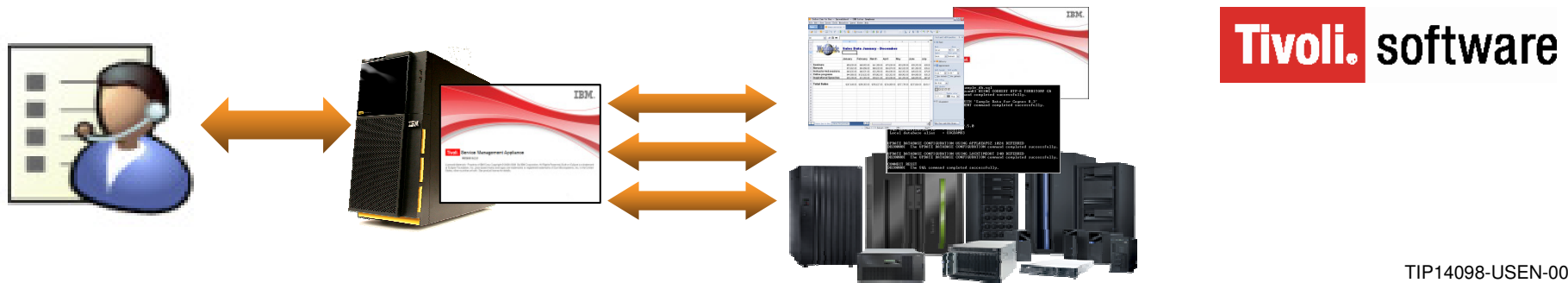
Manage and monitor your infrastructure within a click of a button

Overview

Provides mid-sized organizations with the capabilities to quickly and comprehensively monitor, alert and report on the performance and availability of key IT infrastructure.

Highlights

- Monitor, alert, and report on the performance and availability of servers, networks, databases, and Email applications
- Achieve quick time to value with minimal install, configuration and integrated discovery
- Leverage IBM Smart Business, which provides the essential software for business reliability, security and simplicity



Why IBM? Why Now?

Top 5 reasons to partner with IBM

1. Solutions for Smart Business sold **predominantly through the channel**
2. Short sales cycle with **minimal investment**
3. Usage-based pricing means **annuity revenue streams**
4. Sales specialists **dedicated to supporting you** – our business partners
5. \$100M in **co-marketing** to create demand and generate leads



Thank You !

Kontakt:

Jörg Ludwig, Direktor
joergludwig@de.ibm.com

IBM Service Manager for Smart Business

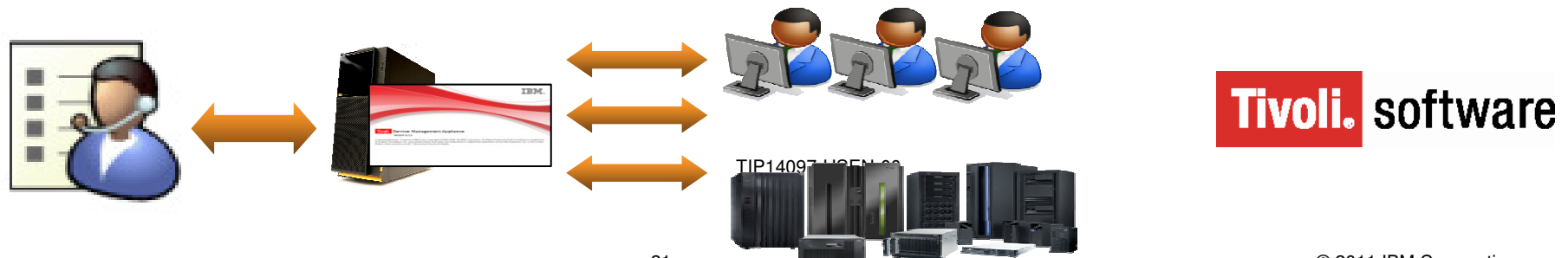
Improve your service support through a service desk that is operational in hours

Overview

Provides ITIL® aligned service request, incident and problem management solution for growing mid-sized organizations

Highlights

- Streamline your service support operations through ITIL V3 aligned service request, incident and problem management applications
- Reduce mean time to resolution through built-in knowledge management application and remote diagnostics tooling
- Improve your operational efficiency through role-based start centers, dashboards, key performance indicators (KPI), work management and reporting
- Accelerate time to value by leveraging out of the box best practice contents



Summary and Call to action

- What it does
 - Allows access to personal windows/linux virtual desktop from anywhere using variety of devices
 - with integrated Online, Offline, Branch options

- What sets it apart
 - Dramatically lower TCO: desktop management, hardware, software
 - Low complexity: integrated console; fewer number of servers; open architecture, stateless, dynamic sessions
 - Better coverage: integrated offline and remote branch VDI; Windows and Linux virtual desktops

- Get Started
 - Interested in VDI ? Contact IBM and/or BP
 - Define Small VDI Pilot Project (max. 10 – 15 seats)
 - Run Proof-of-Concept (according to defined Decision Criteria Catalogue)
 - Manage Roll Out