IBM PureSystems

Isabel Zárate, STG Growth Initiatives Manager, SPGI

AGENDA

Smarter Computing

12:00	**Sistemas Integrados Expertos** John Vitkus, Vicepresidente Worldwide de PureSystem, IBM STG
12:30	**PureApplication System Highlights** Manuel Ariño, Especialista Worldwide en Sistemas Integrados Expertos, IBM
13:00	**PureApplication System Business Value** Manuel Ariño, Especialista Worldwide en Sistemas Integrados Expertos, IBM
13:30	**IBM Smarter Storage para Smarter Computing. Un nuevo enfoque al almacenamiento** Javier Sánchez, Especialista en Soluciones de Almacenamiento, IBM
15:30	**Soluciones de almacenamiento hyper-eficiente. Compresión y auto-optimización** Javier Sánchez, Especialista en Soluciones de Almacenamiento, IBM
16:00	**¿Qué hay de cierto en las promesas del mercado? Mitos y realidades del almacenamiento** Julián Jiménez, Arquitecto de Soluciones de Almacenamiento, IBM
16:30	**Tendencias futuras en tecnología de almacenamiento** Julián Jiménez, Arquitecto de Soluciones de Almacenamiento, IBM
Sigue el track en	@IBMSCmptngESP

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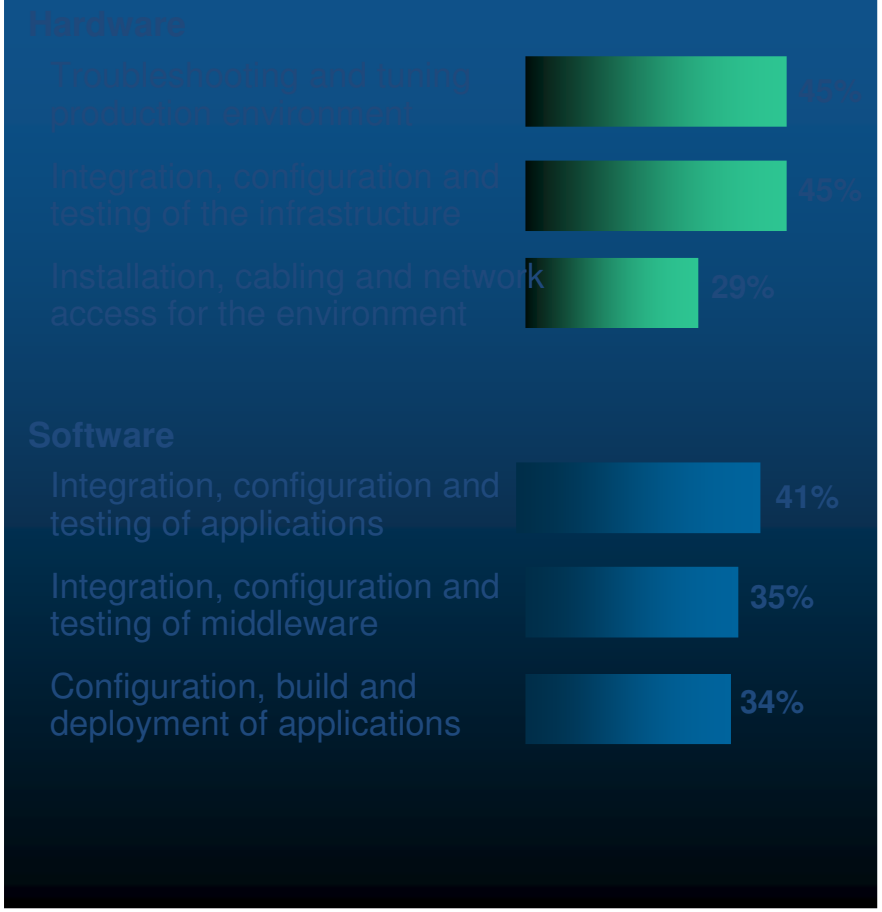
Clients struggle to overcome barriers of time, cost and risk

Typical IT Project Time and Budget

Phase	Time (days)	Budget
Specify/design	73 - 96	14% - 16%
Procure	57 - 112	19% - 21%
Implement	74 – 93	12%
Configure/test	74 – 80	10% - 11%
Cluster & HA	66 – 104	11% - 12%
Backup	44 – 108	10%
Tune	89 – 98	9% - 10%
Management	67 – 110	9 – 10%

34%** of new IT projects (US) **deploy late

Top Causes of Project Delays



From a commissioned study conducted by Forrester Consulting on behalf of IBM

Announcing the first two members of the IBM PureSystems family

PureFlex

Infrastructure System:
Expert at sensing and anticipating resource needs to optimize your infrastructure

PureApplication

Platform System:
Expert at optimally deploying and running applications for rapid time-to-value

Built-in expertise ▪ Integration by design ▪ Simplified experience

IBM

IBM PureSystems “patterns of expertise”

Patterns of Expertise: Proven best practices and expertise for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized and then built into the system

Patterns deliver superior results:

- **Agility:** Faster time-to-value
- **Efficiency:** Reduced costs and resources
- **Simplicity:** Simpler skills requirements
- **Control:** Lower risk and errors

Through ***unmatched expertise*** *in*:

- System design
- Infrastructure management
- Application deployment
- Data management
- Datacenter management
- Application management
- High availability and scalability
- Security
- Storage optimization
- Networking
- Cloud

IBM

IBM PureSystems "patterns of expertise"
Example: Web Application Deployment Pattern

Captures:

- IBM's decades of experience in helping clients design, build and deploy new business applications

What is it?

- Codified best practices for presetting configuration options by type of selected Web application (e.g., high availability, high security, etc.)

What do you do?

- Bring your data and application code, select the type of application you want and everything else is handled for you in the background

What do you NOT have to do?

- Understand the interdependencies and connections between your database, application server, management, security, and the rest of the middleware
- Manually engage in the real-time management of your infrastructure

Result: Speed deployment of Web applications by **20-30x**!

IBM

IBM PureSystems extensible with “patterns of expertise”

Including built-in cloud capabilities

	IBM PureFlex System	IBM PureApplication System	
Application Patterns and Images Available patterns images from IBM and Partners	Images available for client tuning	**100+ ISV business applications** **Business intelligence** **Business process management** **Web experience** ***More to come in 2012…***	***Available through PureSystems Centre***
Platform Patterns Expertise across the middleware and infrastructure	Images available for client tuning	**Web application deployment** **Database deployment**	***Built-in with flexibility***
	Cloud platform management		
Infrastructure Patterns Expertise across the compute resources	**Provisioning** **Storage optimization** **Scalability** **Upgradability**		

IBM

Built for cloud

IBM SmartCloud

Business Process as a Service
Software as a Service

Platform as a Service

Infrastructure as a Service

Design | Deploy | Consume

IBM PureApplication System

20-30X faster deployment with application patterns expertise

IBM PureFlex System

Accelerate adoption of private clouds with built-in virtualization and superior automation

IBM PureFlex: an evolution in design, a revolution in experience

Smarter computing that fundamentally changes the economics of IT

PureFlex

Built-in Expertise

Infrastructure patterns and self-optimizing technology for lower cost, based on the experience of managing tens of thousands of data centers

Integration by Design

A complete system that is cloud-ready, more secure and designed from the start to work together

Simplified Experience

Management integration and choice at every step, to make IT easier

IBM

Built-in Expertise

Infrastructure patterns and self-optimizing technology for lower cost, based on the experience of managing tens of thousands of data centers

Up to:

Smart data placement	300% increased performance of critical applications
Thousands of virtual machines on single system	2X improvement in system utilization 70% fewer cores for reduced software licensing
Management integration	50% lower management costs 2X improvement in fault diagnosis

Over $2B in R&D and acquisitions over 3 years
Millions of development hours across 37 labs in 17 countries

Estimated Results. Results will vary depending on customer environment

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Integration by Design

A complete system that is cloud-ready, more secure and designed from the start to work together

Up to:

Intelligent cloud technology	2X application density in same floor space 50% improvement in administrator productivity
Security innovation	0 setup time to achieve enterprise risk reduction with trusted protection built in from the hardware up
Scale-in systems networking	50% latency improvement for faster application performance

IBM-designed management across compute, storage, and networking – in a single system with upgradability to future technologies

Estimated Results. Results will vary depending on customer environment

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Simplified Experience

Management integration and choice at every step, to make IT easier

Up to:

Factory pre-configured and tested	70% faster setup time
Dynamic resource allocation	Days to minutes for workload deployment time
Management across physical & virtual resources	75% lower systems costs over 3 years 98% time savings in storage provisioning

Management from a single pane of glass with open choice of environments and applications

Estimated Results. Results will vary depending on customer environment

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What can this mean for clients? Reduced cost. Greater value.

Managed services provider can consolidate mixed environment

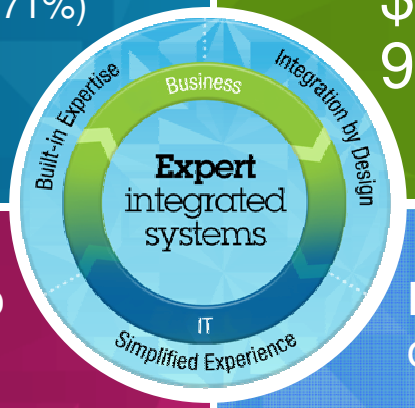
$2.6M systems and OPEX savings (71%)

$2.0M management savings (53%)

Manufacturer can optimize existing ERP environment

$3.8M software licensing savings (78%)

9 months payback



Bank can innovate in response to market conditions for competitive advantage

1 day or less to deploy new service and realize revenue faster (vs. weeks)

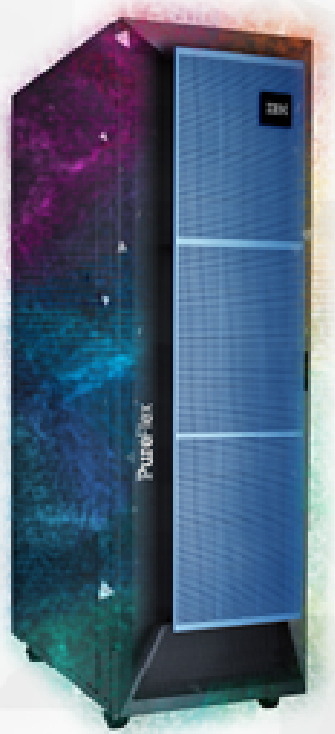
Retailer can accelerate private cloud for regional store operations

~$1M management cost savings (56%)

$2.8M lower total IT costs (54%)

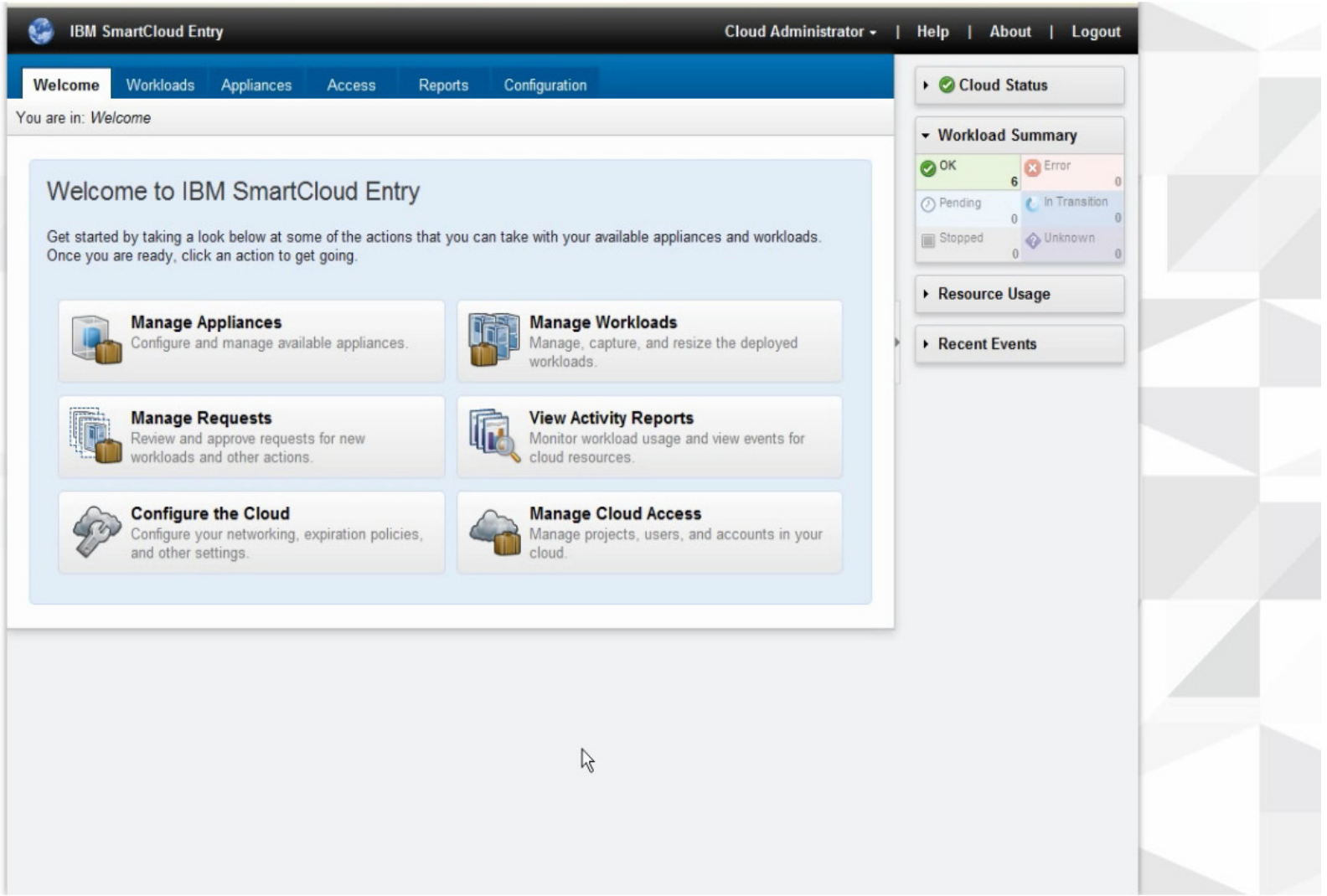
Projected savings over 3 years

Estimated Results. Results will vary depending on customer environment



The anatomy of
the IBM PureFlex System

What's inside?


IBM SmartCloud Entry
Cloud Administrator
Help
About
Logout
Welcome
Workloads
Appliances
Access
Reports
Configuration
You are in: Welcome
Welcome to IBM SmartCloud Entry
Get started by taking a look below at some of the actions that you can take with your available appliances and workloads. Once you are ready, click an action to get going.
Manage Appliances
Configure and manage available appliances.
Manage Workloads
Manage, capture, and resize the deployed workloads.
Manage Requests
Review and approve requests for new workloads and other actions.
View Activity Reports
Monitor workload usage and view events for cloud resources.
Configure the Cloud
Configure your networking, expiration policies, and other settings.
Manage Cloud Access
Manage projects, users, and accounts in your cloud.
Cloud Status
Workload Summary
OK 6
Error 0
Pending 0
In Transition 0
Stopped 0
Unknown 0
Resource Usage
Recent Events

Runs tens of thousands of applications, with over 100 optimized for PureSystems

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IBM PureFlex System

Infrastructure Flex-ibility to meet a variety of client needs

Built-in Expertise

Integrated by Design

Simplified Experience

A continuum of expert integrated systems that delivers value from the moment of acquisition

Express
Infrastructure for small and midsize businesses

Standard
Infrastructure for cloud deployments and server consolidation

Enterprise
Infrastructure for large-scale deployments; highly redundant for resilient operations

Why IBM?

- 100 years of experience delivering essential IT
- Market leading systems and software
- Services offer a strategic approach to leverage new PureSystems technology enabling faster ROI and minimal risk
- Global financing offered with flexible payment options
- Commitment to open standards
- Broad open ecosystem of 120k partners