A collage of images used in a presentation. The top row features a snow leopard, a green square with a white geometric logo, and a rhinoceros. The middle row shows a blue square with text, a white square, and a globe. The bottom row includes a wind turbine, a green square with text, and a brain icon.

**BREAK FREE:
PIÙ LIBERI CON
IL NUOVO DB2.**

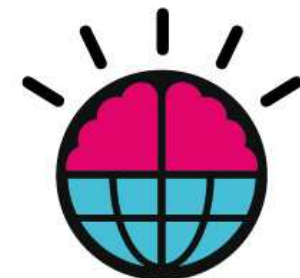
22/24 Settembre 2009
Milano - Roma

**SCOPRI
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NELLA GESTIONE
DEI DATI.**

DB2 on Power: scatena la
potenza del tuo database

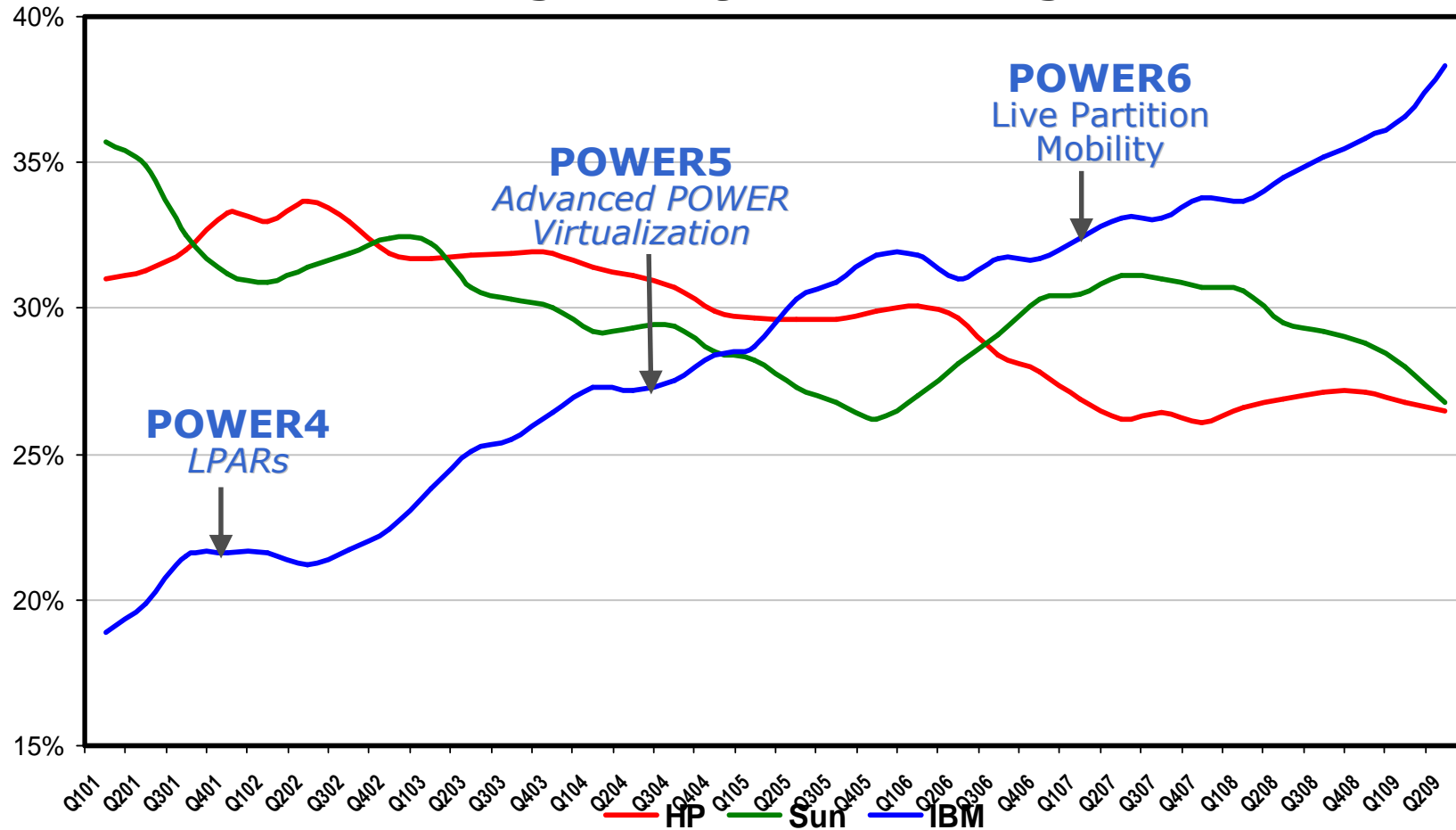
Andrea Corbelli

IBM STG Technical Director



IBM leads in server revenue share

UNIX Server Rolling Four Quarter Average Revenue Share



Source: IDC Quarterly Server Tracker Q209 release, September 2009

The Value of IBM Power Systems



Virtualization

- 60-80% utilization
- Rapidly deploy new services and dynamically change capability



Energy Efficiency

- 70-90% energy cost reduction
- More work per watt with POWER6



High Performing, Scalable, Modular



Business Resiliency

- Roadmap to continuous availability
- Dynamically respond to business changes

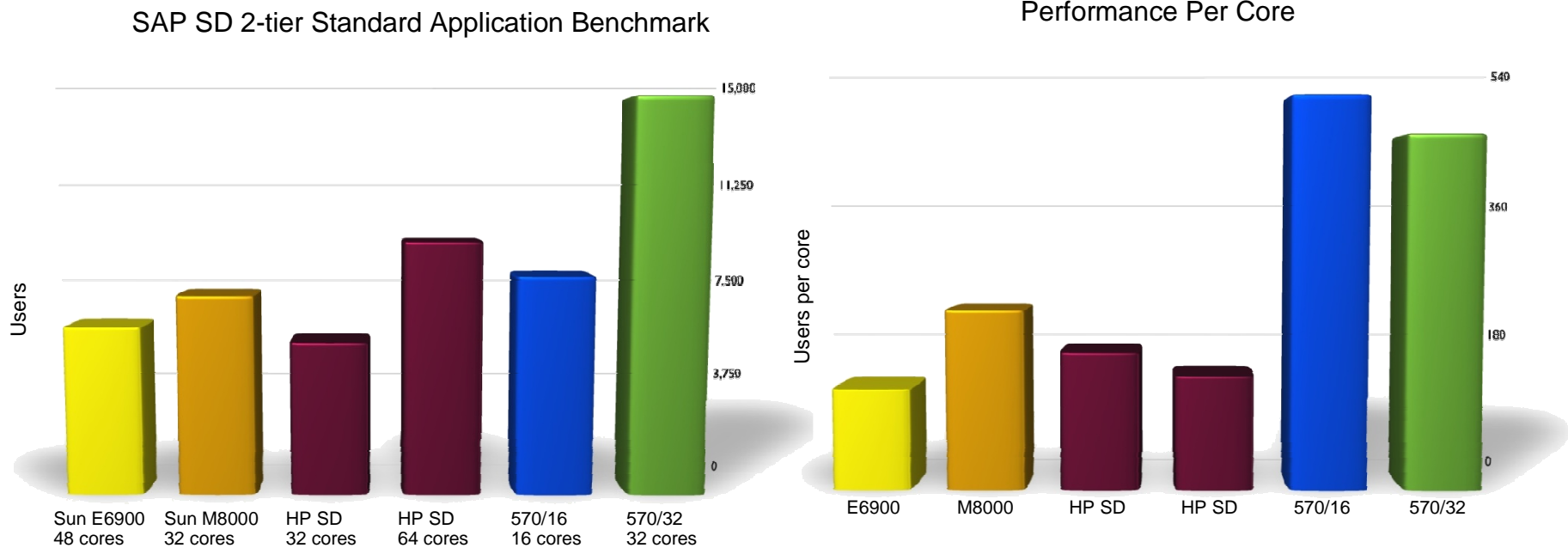


Management

- Increase deployment speed
- Manage energy usage and costs

IBM Power 570 and DB2 deliver SAP performance

A 32 core Power 570 delivers SAP SD 2-tier performance beating HP's 64 core and Sun's 48 core systems



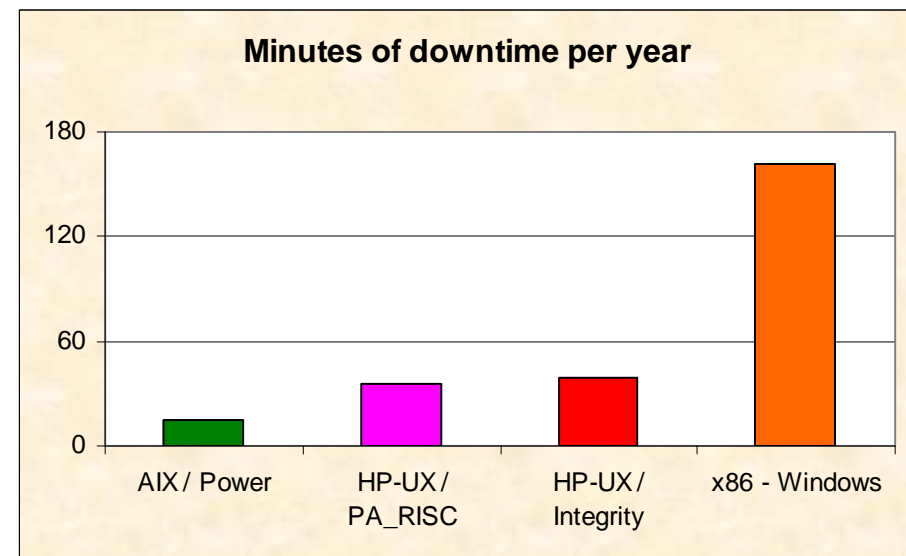
Source www.sap.com/benchmark/ Sun and HP results as of 9/25/08. Not all results listed.

ISICC Walldorf - MK, 05/2009

Power Systems with AIX deliver 99.997% uptime

54% of IT executives and managers say that they require 99.99% or better availability for their applications

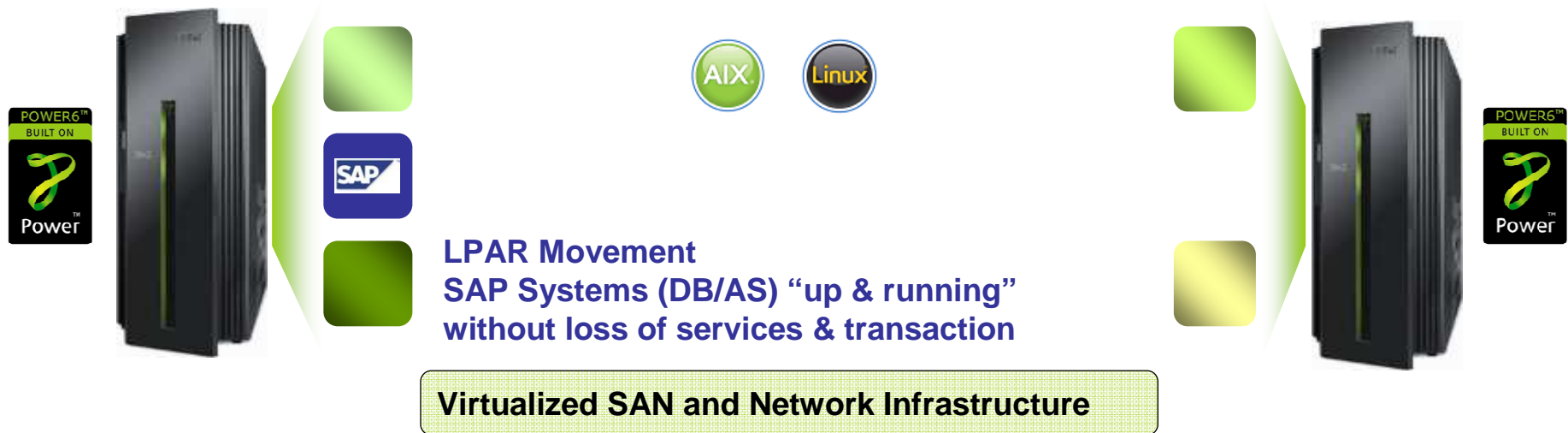
- Power Systems with AIX delivers the best RAS of UNIX, Linux, Windows choices
 - 1. Availability: The least amount of downtime**
 - 15 minutes a year
 - 2.3 times better than the closest UNIX competitor
 - more than 10X better than Windows
 - 2. Reliability: The fewest unscheduled outages**
 - less than one outage per year
 - 3. Serviceability: The fastest patch time**
 - 11 minutes to apply a patch



Source: [ITIC 2009 Global Server Hardware & Server OS Reliability Survey Results](#), July 7, 2009

Business Continuity

- **Live Partition Mobility (POWER6 / PowerVM Enterprise Edition)**
- Reduce impact of planned outages
- Relocate workloads to enable growth
- Provision new technology with **no disruption to service**



- **SAP Support:**



SAP Note 1102760 - POWER6 Live Partition Mobility

Break Free @ Power System Corner

- Aggiornamenti tecnologici Power Systems
- Virtualizzazione e Consolidamento PowerVM
- Soluzioni SAP su piattaforma Power Systems e DB2

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THE NEW POWER EQUATION



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Competitive Positioning

- The Power Systems value proposition stands the test of time
 - ***Better performance per core***
 - Fewer servers and cores
 - Lower SW licensing cost
 - Better energy efficiency
 - Better use of valuable data center floor space
 - ***Higher resource utilization through superior virtualization***
 - Fewer servers and cores
 - Lower SW licensing cost
 - Better energy efficiency
 - Better use of valuable data center floor space

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Thank
YOU

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