

# Next Steps: Where Do You Go From Here?



# The IBM Enterprise Linux Server is the right choice

## A simple, highly efficient, single server with dedicated Linux environment

- Supports 1000s of Linux virtual servers
- Designed for maximum CPU utilization
- Offers non-disruptive growth
- Includes simplified virtualization management
- Reduces risk with ultimate security and continuous availability

Proven to make sound economic sense...



## Ask yourself...

How can I stay ahead of my competitors?

What's the best way to address my business challenges?

How can I better understand the options I have?

Could the IBM Enterprise Linux Server be the right solution for me?



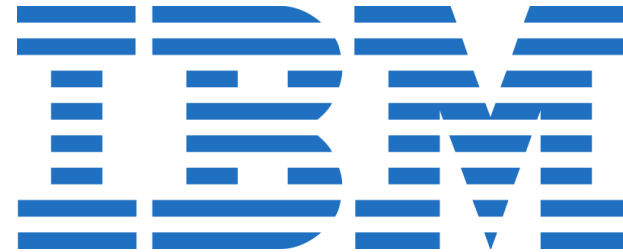
# Your local IBM sales team has access to numerous tools to help in your decision-making

Performance Analysis

Capacity Planning

Cost Assessment

Fit for Purpose



# The IBM Eagle team can help with cost justification

- **Worldwide** team of senior technical IT staff
- **Free of charge** cost and business case assessments
  - Help customers evaluate cost options among alternative approaches
  - Includes an on-site visit and report specifically tailored to a customer's enterprise
- Over 300 customer studies completed
- Contact: [eagletco@us.ibm.com](mailto:eagletco@us.ibm.com)

Fit For Purpose  
Platform  
Selection

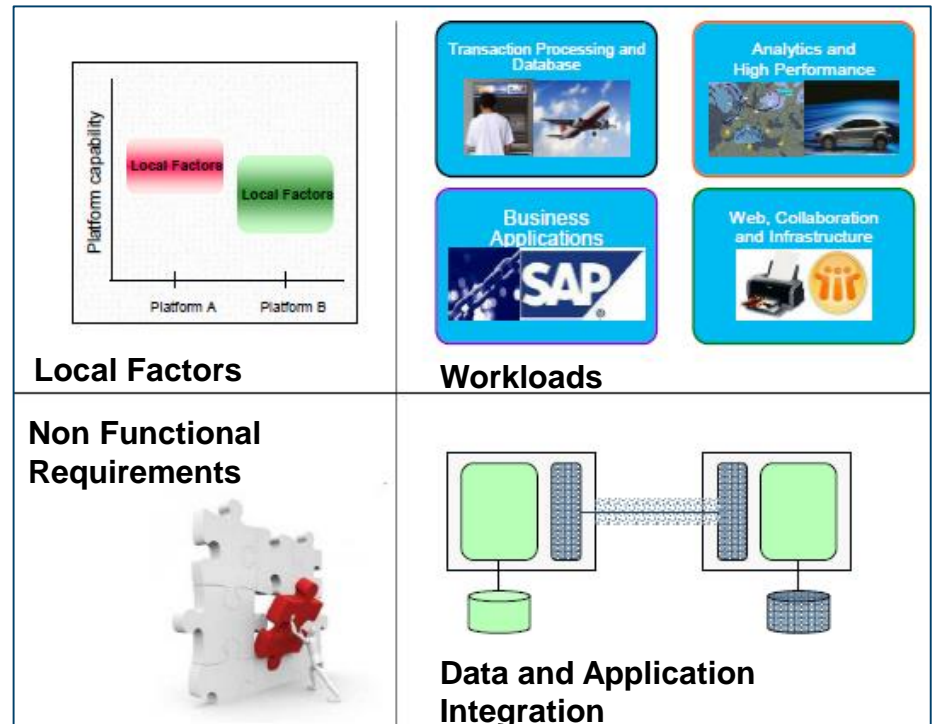
Enterprise  
Server  
Economics

Private Cloud  
Implementation



# Attend a Fit for Purpose Workshop to set a strategy for your IT systems architecture

- **Identify opportunities for growth**, factoring in environment, process model and other technical and non technical realities
- **Help identify the most optimal platform** on which to deploy new workloads and applications based on technical, operational and cost data
- **Lower costs** by exploiting the strengths of each platform currently implemented in the infrastructure



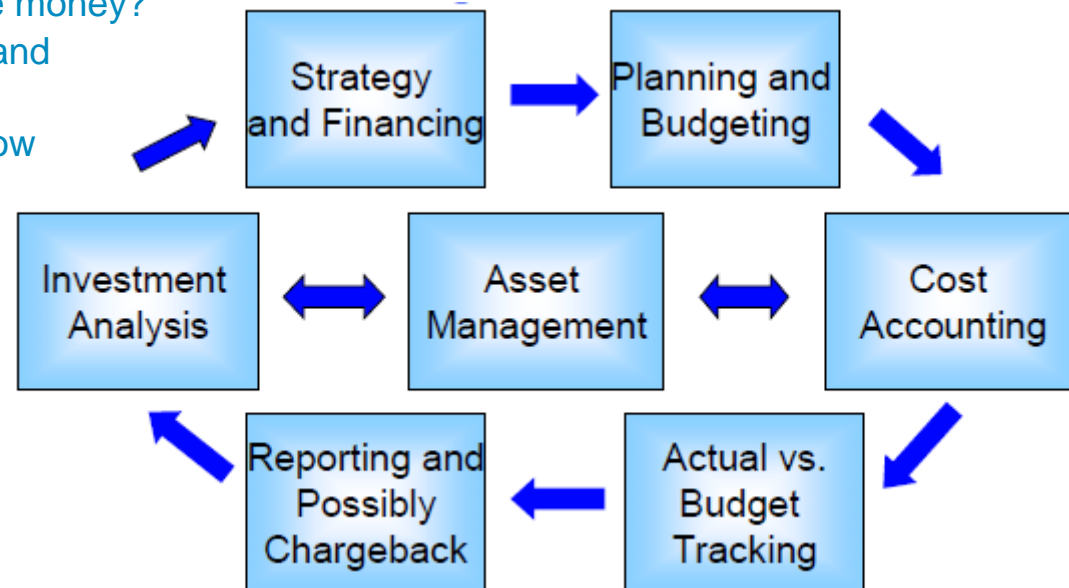
## Fit for Purpose Parameters

# A Financial Management Assessment (FMA) Workshop can help align IT TCO to true costs, usage and value

Answer some key questions about your finances:

- "Why can't our cost be more predictable?"
- "How can we incent the business to save money?"
- "How can I manage the supply and demand of IT resources?"
- "How come my IT spend continues to grow when the capacity is so cheap?"

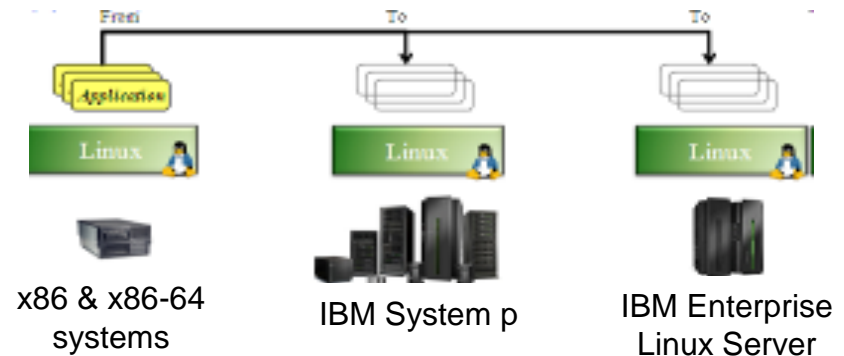
- A no charge, client focused engagement
- An IBM FMA Representative will meet with clients to discuss their current Financial Management process and tools
  - Purpose is to determine areas of improvement or enhancement
  - Determined through process refinement, additional IBM solutions, and/or IBM implementation resources



# IBM provides free services support to ISVs when moving Linux applications from x86 to Enterprise Linux Server

## Chiphopper services offering:

- Designed for IBM Business Partners (PartnerWorld members)
- Helps them port their existing Linux applications from competitive platforms onto IBM's Enterprise Linux Server (and IBM System p)
  - Enablement and guidance services, plus Linux support
  - Access to IBM hardware and middleware, proof of concept environments and platforms for testing
  - Technical assistance during the port
  - Post-porting issue support
- Free of charge service



*"OpenPro and IBM Chiphopper team are working together to provide a flexible, scalable and fully featured business management ERP solution. This system uses the power of open source technologies with many advanced features that have saved clients millions of dollars in operating efficiencies."*

**- Jim Clark, CEO of OpenPro**



# Meet and plan with IBM architects at a MobileFirst Workshop

*A one day, no charge interactive workshop with an IBM Mobile expert to help enterprises plan and develop a customized roadmap for success*

## Workshop



For Line of business and IT leaders seeking expertise and experience in developing, enhancing, and/or executing their mobile enterprise strategy.

## Client Value



- Industry expertise with top use cases and successes
- Capability assessment including identification of opportunities and gaps in mobile strategy
- A detailed client report and next steps

## Highlights



- Interactive discussion to understand client business drivers, pains and requirements
- Overview of IBM MobileFirst Strategy, technology and POV's
- Industry trends and imperatives
- Structured working session to outline next steps

**To schedule a workshop, email: [ibmmobile@us.ibm.com](mailto:ibmmobile@us.ibm.com)**

# IBM Executive Briefing Centers offer comprehensive, in-depth technology briefings and product demonstrations

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**Shall we begin? ...**

