Tivoli Storage Manager

Tivoli Storage Manager provides businesses of all sizes with a centralized storage solution that enables IT organizations to deploy, access, share and protect mission-critical business information in the SAN, WAN, and LAN environments.

A - Customer target

Customer size

Nb of employees	1-50	50-100	100-250	250-500	500-1000	1 000
			*	*	*	*

Customer Industry

Cross Industry	X

Typical sponsor

Sales Exec	
Marketing Exec	
CEO	X
Finance Exec	X
Customer Service Exec	
IT Manager	X
Network Manager	

Account Situation / Prerequisites

Any company which depends upon the continuous availablility of its corporate information

Customer Pains

Classical/Ideal Prospect and Pain Points

- 50% of companies that experience extended loss of access to information …
  - go out of business (1989 SF earthquake)
  - lose market capitalisation (Ebay: –26% in stock)
  - lose customers (Charles Schwab)
  - lose customer confidence (AT&T: $40m paid in rebates)
- Loss of timely access to information can impact Brand/Company image
- Information is growing at up to 8X per year
- There is more corporate information outside the datacentre than inside
- Up to 40% of currently stored information has already expired or belongs to people who have left the company
- The cost of managing storage is typically 10X the cost of the hardware on which it is stored
- 70% of IT spend is now on storage and management of information
- The biggest problem IT has today is not technology but skills and people
- The cost of re-creating 20MB of data is between $15,000 and $100,000 (Datamation)

Questions to create a buying vision

- How fast is your organisation growing?
- How fast is your business/information growing?
- How/Why is information critical to you business?
- What is the impact to your company of loss of access to mission critical business data or customer data?
- How many different platforms are there?
- Does your current infrastructure require multiple resources/skills sets to manage the different platforms?
- Which ones require human intervention to manage, backup and recover information?
- How much does this cost?
- Is your company fully prepared to withstand a regulatory records retention or DR audit?
- Can improved information management help increase revenues in areas such as online ordering and customer management?
- How does the success of your business depend on the availability of data?
- Have you evaluated the cost of a business outage? What is it?
  - Per hour or lost revenue?
  - In administative terms to recover?
  - In terms of loss of customer loyalty?
  - In terms of loss of investor confidence?
- Do you have plans for strategic alliances, mergers, acquisitions? What challenges does that present you?
- How is technology and information changing the way you compete in the marketplace?
- What is the impact of mobile technology, e-business, etc on SLAs?

B - Typical Solution proposed

Benefits of Solution

By taking an application-centric view, instead of a traditional platform view, Tivoli Storage Management solutions can help companies to take control of information chaos and further leverage technology by using information to drive business and gain competitive advantage, through:

1. Increased information availability. This improves business process efficiency and translates into faster time to market, sales processing and product delivery

2. Insurance against infrastructure failures and other disasters. This reduces recovery downtime and associated lost productivity, revenue and opportunity costs.
3. Eliminates individual platform management products and consolidates all storage management into a single, multi-functional solution
4. Better support across an increasingly distributed, heterogeneous infrastructure. This improves user satisfaction with internal applications and improves customer satisfaction with e-commerce applications.
5. Reduces the total cost of ownership by standardization
6. Protects business-critical data in a distributed environment and delivers "one-touch" control over the entire 'info-structure' from remote laptop to mainframe
7. Recovers business functions lightning fast. No other solution in the industry comes close to matching the power of Tivoli Storage Manager. When it comes to recovering individual users, nobody does it faster and with less overhead.
8. For those customers who want a centralized management methodology across the entire enterprise, Tivoli Storage Management can be integrated with the Tivoli Enterprise solution to deliver a complete view of operations and monitor and manage the entire business process
9. Information audits are not only possible, they're likely, and having fast access to information can save hours of time and aggravation. Tivoli Storage Manager makes the process of archiving-and then finding archived information-fast and painless.

10. Build an environment that is simple and scalable. Tivoli specialist teams and Business Partners make installation and setup fast and easy. "Set it and forget it" policies are established at time of installation, and the system then proactively manages all files individually
11. Designed with today's changing business in mind, Tivoli Storage Manager is offered in modules, making it easy to start small and grow as your needs evolve.

"TSM delivers a scalable solution that works well for today's 24xforever interactive applications, distributed resources and remote users. Its automation capabilities allow IT to continue to see cost savings long after implementation and the solutions adaptability ensures that the technology can be leveraged as business and technology continue to evolve." The Hurwitz Group

Over 1 million systems worldwide are protected by Tivoli Storage Management.
Tivoli's IBM parent, has patented more than two dozen storage management-related technologies...more than six times the combined total of all our competitors.

Content of Solution

- **Tivoli Storage Manager** - automated network backup, restore and archive, storage management and disaster recovery functions.
- **Tivoli Disaster Recovery Manager** - provides high-speed, policy based, automated disaster recovery capabilities.
- **Tivoli Space Manager** - uses hierarchical storage management (HSM) to automatically, and transparently migrate rarely accessed files, while most frequently used files remain in the local file systems
- **Tivoli Data Protection for Databases and Applications** - provides data protection for your revenue-generating, business-driving applications, databases, and groupware.

Supported Server Platforms

OS/2 2.1
Windows NT 4.1
Windows 2000
AS/400 3.1.2
HP-UX
AIX
Sun Solaris
OS/390
VM/ESA 3.1.2

Supported Applications and Databases

DB2
Informix
Lotus Notes
Lotus Domino
Microsoft Exchange Server
SQL Server
Oracle
SAP R/3
Sybase (requires BMC SQL Backtrack)

Supported Client Environments

AIX, OS/390, AS/400, Apple Macintosh, Digital Open VMS, UNIX Tru 64, HP, LINUX, Microsoft Windows 4.0 on DEC Alpha, Windows 95, 98, NT 4, 2000, Novell Netware, SCO Unixware, Sun Solaris, NUMA-Q, SGI 6.5 Cray UNICOS, Fujitsu UXP/V and UXP/M

Always look on www.tivoli.com/storage for latest supported environments.

Service offering:Typical Statement of work

Entry Service Offering
From 5 days for a simple departmental backup/recovery environment

TOTAL	**5 days**

Advanced Service offering

From 4 - 8 weeks for a more complex environment with several sites and many servers

TOTAL   **20 - 40 days**

Prices to be checked and localised according to the countries.

Note:

Passport Advantage is not currently available on Tivoli Storage Products. It is planned for introduction later in 2001.

Storage Pricing

Example 1: Simple backup/recovery solution, for an Oracle database running on three
UNIX servers sharing a tape library across the LAN.
Products: Tivoli Storage Manager and Tivoli Data Protection for Oracle
Guidance Price:L35,000

Example 2:   Large Oracle Backup/recovery solution with 200 UNIX/NT servers across 10 separate sites, sharing tape libraries via LAN/SAN
Products:Tivoli Storage Manager and Tivoli Data Protection for Oracle
Guidance Price:L1.5million

C - Business Partner Value Proposition

The Tivoli Business Partner program consists of qualified systems and network integrators, services providers, resellers and distributors trained to provide customers with sales, implementation, and professional support services for designing, implementing and supporting Tivoli's IT management solutions. By targeting specific market segments, Tivoli Business Partners offer customers the freedom to choose the

expertise that meets the needs of growing businesses. Pricing is dependent upon configuration.
Contact Tivoli for further details

D - References

- Credit Mutuel - French Bank
- Linea Directa Aseguradora - Spanish Internet Motor Insurer
- Triaton – (formerly Thyssen Krupp Information Services)
- Robert Bosch Gmbh
- Wineasy - Nordic web hoster

E - Other Information

Where to get more information ?

www.tivoli.com/storage
TIPS website for Business Partners

Relevant publications or deliverables

Tivoli Sales Kit CD for Business Partners
Contains   Datasheets
                       At A Glance sheets
                       Whitepapers
                       Demo

IBM Total Storage CD
Contains   Complete IBM Storage Solutions
                       Includes Tivoli Storage Software