AGENDA

- **Linux overview and Business Critical Information Management opportunities**

  - ☆ Adam Jollans: Worldwide Open Source Strategy & Marketing Manager
  - ☆ Rob Shook: Linux and Open Source Middleware Global Market Strategy & Planning Manager

- **Customer success stories & References**

  - ☆ David Aschenbach : DB2/SAP Sales Specialist

- **Success in Selling Information Management with Linux.**

  - ☆ Dan Casey: WW Channel Sales

- **Q&A**

Linux

Linux for Business-Critical Workloads and Information Management Sales Enablement

Adam Jollans, Worldwide Open Source & Linux Marketing Strategy Manager

Rob Shook, Global Market Strategy, IBM Open Source & Linux Middleware

David Aschenbach, DB2/SAP Sales Specialist
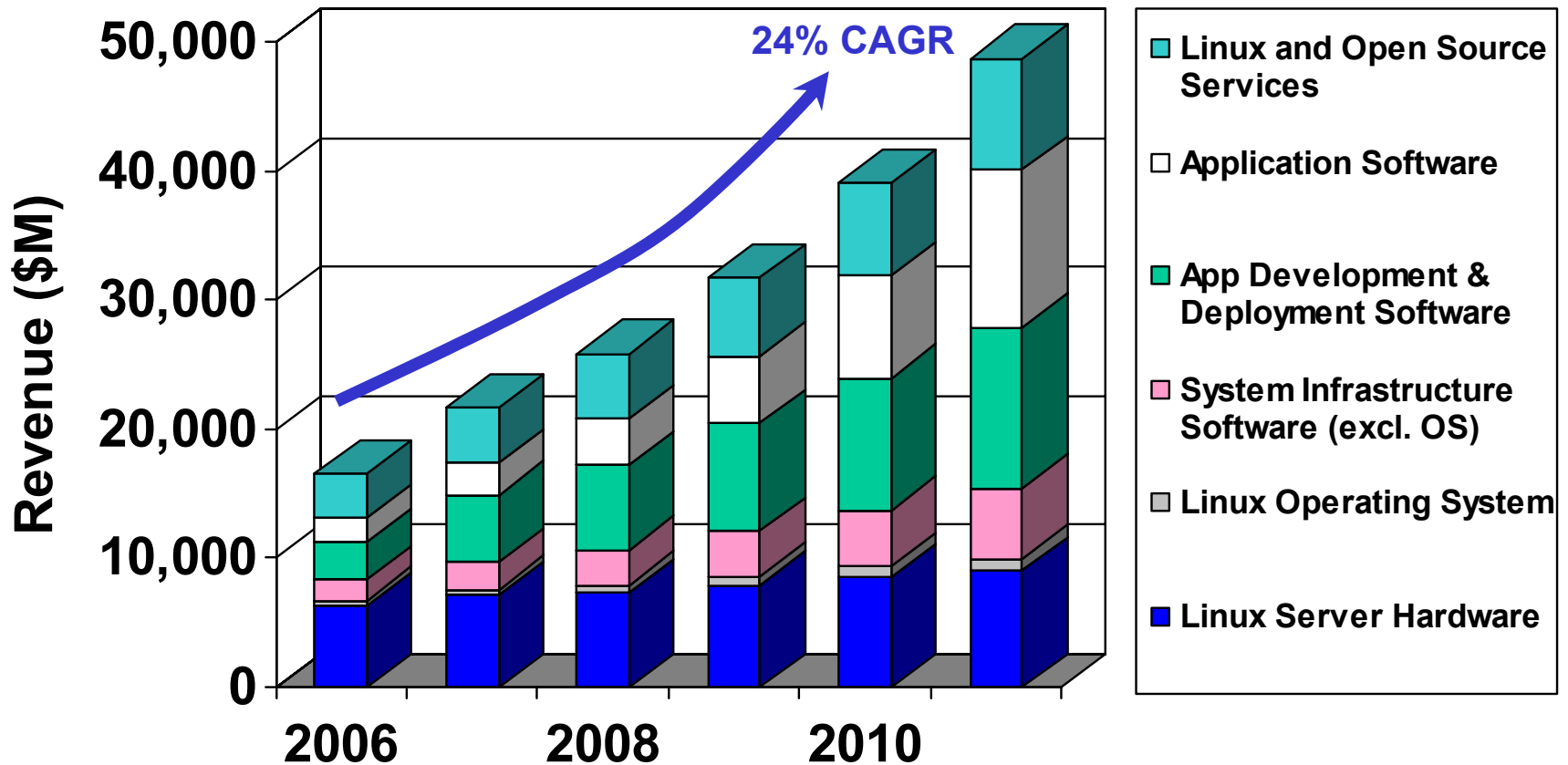**Dan Casey,** WW Channel Sales

July 08

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The Linux & Open Source Ecosystem is Growing Fast

Worldwide revenues for hardware, packaged software and services aboard Linux

IDC
Analyze the Future

24% CAGR

Revenue ($M)

50,000
40,000
30,000
20,000
10,000
0

2006   2008   2010

- ■ **Linux and Open Source Services**
- □ **Application Software**
- ■ **App Development & Deployment Software**
- ■ **System Infrastructure Software (excl. OS)**
- ■ **Linux Operating System**
- ■ **Linux Server Hardware**

Source: IDC, 2008

Linux

The Linux Ecosystem – Growth Opportunities

- Strong revenue growth with Linux ecosystem 2006-2011
  - Linux HW, SW, services revenue nearly triples from 2006 to 2011

- Worldwide 2006-2011 CAGRs led by:
  - **Application software: 45.9%**
    - Includes **ERP**, CRM, supply chain management, manufacturing applications, and engineering application software
  - **Application development & deployment software: 33.3%**
    - Includes **database**, **middleware**, dev tools, dev life-cycle products, **app deployment software/application serving/transaction/middleware** and **data analysis software**
  - **System infrastructure software: 28.5%**
    - Includes **Systems management, virtualization software, storage, security**
  - Operating systems: 19.5%
  - Linux and open source-related services: 20.2%
    - Systems integration, software deployment and support, outsourcing, education and training and consulting
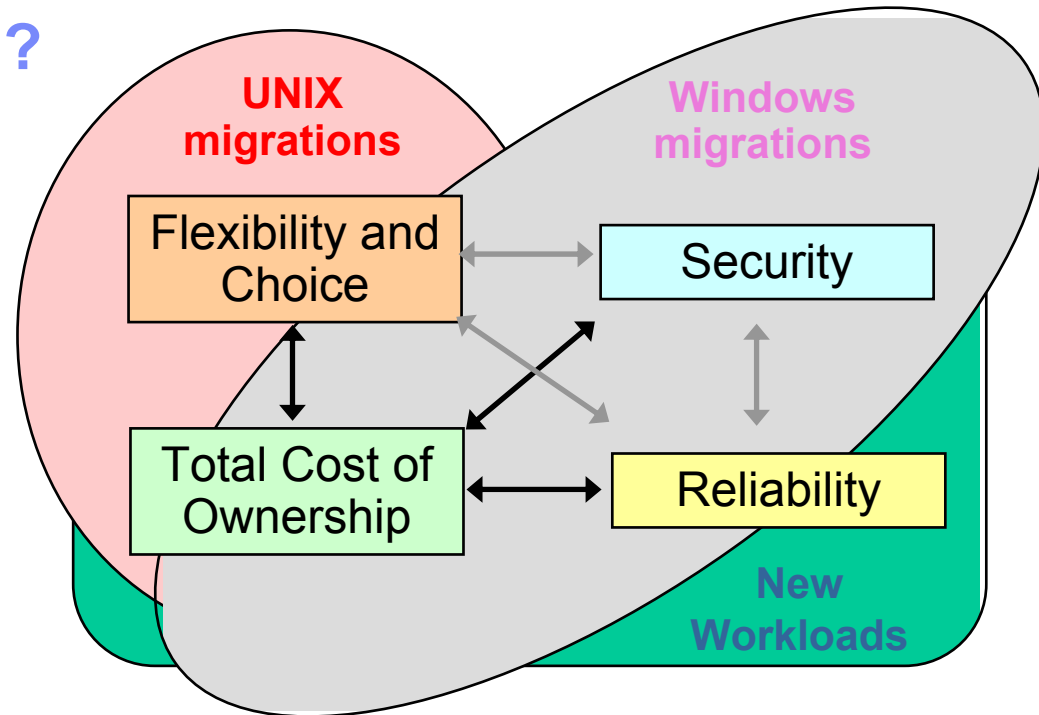 - Linux server hardware: 7.3%

Source: IDC, 2008

What Makes Linux Special ?

Why Customers adopt Linux today

- Linux offers UNIX customers the flexibility to choose lower cost hardware

- Linux offers Windows customers increased flexibility and enhanced security / reliability

- Linux offers all customers choice for new workloads through open computing, avoiding lock-in to proprietary hardware or software vendors or architectures

New reasons for adopting Linux

- **Linux is Modular**
  - ► Faster Development Cycle
  - ► Customization (e.g. Linux Appliances)
  - ► Specialization (e.g. Real-time, SELinux)

- **Linux is Cross Platform**
  - ► Virtualization, Consolidation, and Cloud

- **Linux is Community Developed**
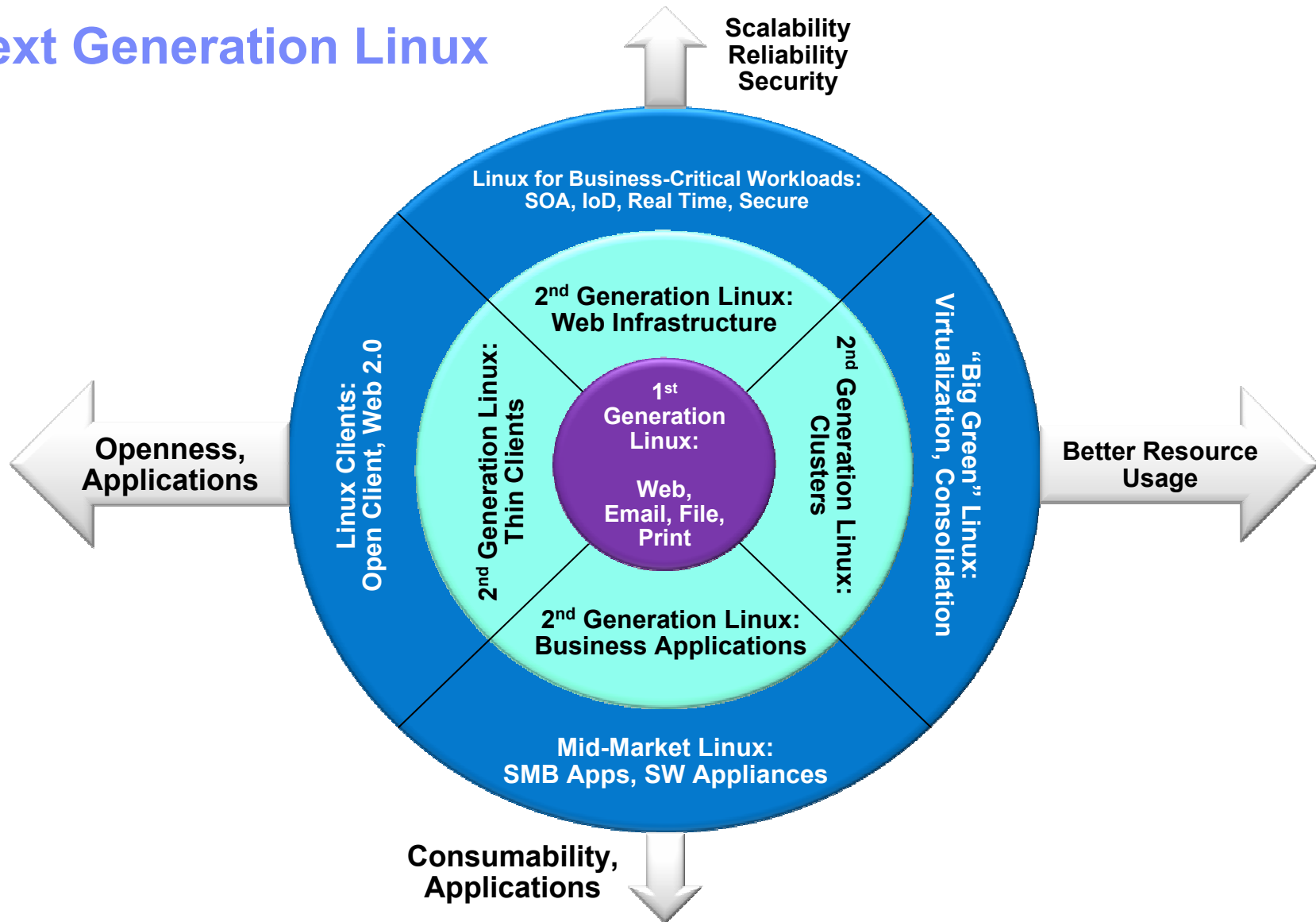 - ► Sharing resources for a common goal

UNIX migrations

Windows migrations

Flexibility and Choice

Security

Total Cost of Ownership

Reliability

New Workloads

Linux is widely supported, developed, and deployed

Kernel Version	# of Developers	# of Known Companies
2.6.11	483	71
2.6.12	701	90
2.6.13	637	91
2.6.14	625	89
2.6.15	679	96
2.6.16	775	100
2.6.17	784	106
2.6.18	897	121
2.6.19	878	126
2.6.20	728	130
2.6.21	834	132
2.6.22	957	176
2.6.23	991	178
2.6.24	1,057	186
All	3,678	271

Source: Linux Foundation 2008

Linux

Next Generation Linux

Scalability
Reliability
Security

Linux for Business-Critical Workloads:
SOA, IoD, Real Time, Secure

2nd Generation Linux:
Web Infrastructure

Linux Clients:
Open Client, Web 2.0

2nd Generation Linux:
Thin Clients

1st Generation Linux:

Web, Email, File, Print

2nd Generation Linux: Clusters

"Big Green" Linux: Virtualization, Consolidation

2nd Generation Linux:
Business Applications

Mid-Market Linux:
SMB Apps, SW Appliances

Openness, Applications

Better Resource Usage

Consumability, Applications

Linux

Linux is *ready for your business.*

It has the attributes that we know (and that CIOs tell us) are essential for the enterprise environment.

Business Critical systems must be:

✓**Reliable**
✓**Secure**
✓**Available**
✓**Serviceable**
✓**Predictable**
✓**Scalable**
✓**Affordable**
✓**Flexible (e.g., Cloud, Portability, SOA)**

Additional Benefits

- - - - - - - - - - - - - - - -
✓**"Green"**
✓**Open**

Application Layer

| **Data** | **Application Integration** | **Systems Management** | **Collaboration** | **Software Delivery** |

Operating System (Linux)

| **Virtualization** | **Determinism** | **Security** |

Hardware (x86, RISC, CMOS, Blade, Cluster, Grid, Mainframe)

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Linux

Linux for Business-Critical Workloads…

…is *business as usual* for IBM: Linux is certified on all IBM systems, the IBM Middleware portfolio is available on Linux, and IBM delivers on services across the entire lifecycle.

Over 6,500 ISV Partner Applications including SAP, Siebel, etc.

Information Management	WebSphere®	Tivoli®	Lotus®	Rational®

Linux: Novell, others

Xen, VMware	Real Time Linux	SE-Linux

System x™, Power, System z™, BladeCenter®, Cluster Systems, System Storage, Blue Gene®

Linux

Linux supports a range of Business-Critical Workloads

IBM's solution isn't a part number - it's a family of solutions that encompasses what enterprises around the globe rely on to run their businesses.

Linux for Business-Critical Workloads

Vertical Business Applications
Finance
Government
Retail
Manufacturing

Horizontal Business Applications
ERP / Accounting
CRM
SCM
e-Commerce

SOA and Integration
- OLTP & SOA Software
- Integration Software
- Business Process Mgt
- Application Servers

Information on Demand
- OLTP & Database Platforms
- Data Integration
- Bus Intelligence / Data Analysis
- Content Management

Next Gen Infrastructure
- Virtualization / Consolidation
- Cloud Computing
- Real-time
- MAC Security

Collaboration
- Email
- Instant Messaging
- Portals
- Web 2.0

Software Development
- Modelling and Design
- Application Development
- Change & Release Mgt
- Quality Management

Systems Management
- Systems & Network Mgt
- Security Software
- Storage Management
- Virtualization Management

Linux

Linux and Horizontal Business Applications

Horizontal Business Applications

- **ERP / Accounting**
- **CRM**
- **SCM**
- **e-Commerce**

Why Linux ?

- **Lower Total Cost of Ownership**
- **Reliability and Security**
- **Cross-platform support**
- **Scalability and Performance**
- **Integration and Virtualization**

Customer Case Studies

- **McGregor Industries**
  Integrated ERP and supply chain system built on SAP, DB2, Linux, and System x servers
- **Halfords**
  Multi-channel e-commerce website integrated with ERP system using WebSphere Commerce

Key Software and Hardware for Linux

- **Horizontal Business Applications from ISV Partners of IBM**
  e.g. SAP Business Suite
- **Custom Horizontal Business Applications**
  ERP, CRM, SCM
- **WebSphere Commerce**
  Interaction platform for cross-channel and online e-commerce
- **DB2 9**
  Scalable relational database
- **WebSphere Application Server**
  Scalable J2EE application server
- **Lotus Notes / Domino**
  Collaborative application platform
- **BladeCenter**
  Powerful x86 and POWER servers using less space and energy
- **System Cluster**
  Integrated scale-out clustered servers built on x86 and POWER
- **System x**
  Advanced x86 servers built on IBM X-Architecture
- **POWER Systems**
  High performance POWER 6 servers supporting Linux, AIX, and I
- **System z**
  Scalability, reliability and Linux virtualization in a green mainframe

Linux

Linux and Information on Demand

Information on Demand
- **Database Platforms**
- **Data Integration**
- **BI / Data Analysis**
- **Content Management**

Why Linux ?
- **Scalability and Performance**
- **Integration and Virtualization**
- **Lower Total Cost of Ownership**
- **Reliability and Security**
- **Cross-platform support**

Customer Case Studies
- **Impire AG**

  Live-action and 3D graphics sports content for TV delivered on-demand with Informix and BladeCenter

- **Alberta Agriculture**

  Weather data extracted from data warehouse and easily presented graphically using DB2 Alphablox

Key Software and Hardware for Linux
- **DB2 9**

  Scalable hybrid data server with XML support
- **Informix Data Server**

  High performance Online Transaction Processing
- **Information Server**

  Data integration across heterogeneous databases
- **InfoSphere Warehouse**

  Integrated dynamic data warehousing
- **Cognos 8 Business Intelligence**

  Complete range of BI capabilities on a single SOA platform
- **FileNet Content Management**

  Combines powerful content management with workflow
- **BladeCenter**

  Powerful x86 and POWER servers using less space and energy
- **System Cluster**

  Integrated scale-out clustered servers built on x86 and POWER
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Linux

Information Management software

WebSphere. software

IMPIRE AG

- **Challenge**
  - ▶ Provide 3D sports graphics and statistics in real time for broadcast during professional sporting events

- **Solution**
  - ▶ High-performance database platforms provide management and mining of data for instantaneous play analysis and statistical content with DB2 Alphablox, DB2 Data Warehouse Edition, Informix Dynamic Server and WebSphere Portal Express running on Linux on IBM BladeCenters

- **Key Benefits**
  - ▶ Improved ability to provide information on demand
  - ▶ Higher system availability and reliability
  - ▶ Faster and more in-depth analysis with data mining

- **Business**
  - ▶ German provider of sports graphics and statistics to every major German TV channel
- **Why Linux?**
  - ▶ Horizontal scalability and performance
- **Why IBM?**
  - ▶ DB2 Data Warehouse provides complex correlations. DB2 Alphablox then embeds the analysis into web applications delivered WebSphere Portal Express
  - ▶ "As a high availability data server that delivers real-time data streaming, IBM IDS enables us to replicate data instantaneously across multiple servers and meets our requirements for live broadcasting of sports replays and analyses"

Linux

Upcoming Linux Events

- "Next Generation Linux" Event

  ▶ Venues

  – London (IBM South Bank), July 16
  – San Francisco (co-located with LinuxWorld), August 6
  – Australia (late August)
  – Frankfurt, Madrid (September)
  – Toronto, October 7
  – More locations to be confirmed for 3Q08, 4Q08 and 1Q09

  ▶ Customer Profiles

  – CTO, Technology Researcher
  – IT Manager, Systems Administration

  ▶ Details

  – Novell, Red Hat invited to participate
  – Sessions on Real Time Linux, Open Client, Mid-market Appliances, Big Green Linux, Linux for Business-Critical Workloads, others
  – ½ day event (free registration required)
  – Contact Phyllis Prewitt for more information

Resources

- **Most valuable: Technical & Sales Resources to help you and your customers**
  - ► Dedicated Linux Software Sales Team
    - – Bruce Bogart, Pino Ferrari, Glenroy Miller, Teri Schenke
  - ► Linux Integration Centers: http://lic.austin.ibm.com/about_lic.html
    - – Opportunities should be brought to the LIC through the Linux Software Sales Team

- **Linux & Open Source Ambassadors**
  - ► Website: http://ambassadors.bluehost.ibm.com
  - ► Regular calls with Linux & Open Source leaders (info on website)

- **Websites (internal)**
  - ► External: http://www.ibm.com/software/linux
  - ► Software Availability Matrix (internal): http://lic.austin.ibm.com/Whitepapers/linuxmatrix.html
  - ► Internal: http://linux.bluehost.ibm.com

- **Analyst reports: http://w3.ibm.com/software/analyst/index.shtml**
  - ► Hosted Analyst Briefing for 29 Analysts from 23 firms in late March, Armonk
    - – 95% rated event "excellent" or "very good", > 20 plan to write research reports based on the event
  - ► Analyst reports are proprietary, however can be provided for specific opportunities

- **Internal educational resources:**
  - ► Continuum web lectures: http://swgcontinuum.atlanta.ibm.com/weblectures.html
  - ► Selling the Desktop: https://w3.webahead.ibm.com/medialibrary/logon?auth_required=2&referer=/medialibrary/media_view?id=16416

- **zLinux work being done (task forces, etc.)**

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- Q&A

DB2/SAP: Elevator Pitch

- **Long-term Partnership with SAP**
- **Reduce total management costs for SAP environments by 25%**
- **Superior Performance & Scalability**
- **SAP recommends DB2 over Oracle**
- **Companies like Nestle, Ford and Siemens have reviewed and tested our ROI and have decided to migrate to DB2 for their SAP.**
- **Many other customers are deciding on DB2 from the start for new applications**
- **We now have over 10,000 installations worldwide using DB2 for SAP so we have all of the skills, education and services all certified by SAP**
- **Attractive Pricing**
  - ▶ *Other DB vendors are up to 38% more expensive when purchased via SAP*

Technology Advantages

- **DB2** – leading performance proven by SAP benchmarks
  - ▶ Cost-based Optimizer, Multiple Buffer Pools, Index Advisor, Configuration Advisor, ...
  - ▶ Self-Tuning Memory Management (STMM)

- **DB2 HADR** (High Availability & Disaster Recovery)
  - ▶ High Availability and Disaster Recovery solution with fail over time in seconds
  - ▶ Free of charge

- **DB2 DPF** (Data Partitioning Feature)
  - ▶ Partitioning of the database within one server or over multiple servers
  - ▶ Horizontal scalability for highest SAP BI performance

- **DB2 MDC** (Multi Dimensional Clustering)
  - ▶ For SAP NetWeaver BI multi-dimensional models (InfoCubes and Aggregates)
  - ▶ Optimizes star schema query performance
  - ▶ Free of charge

- **DB2 storage optimization** (compression)
  - ▶ Reduces the storage capacity for the SAP database up to 50%
  - ▶ More data can be hold in memory giving faster access for queries

- **State-of-the-Art database** administration **with DB2**
  - ▶ GUI, broad functionality, easy to use, integrated in the SAP application
  - ▶ Online DB-administration (backup, reorganization, ...)
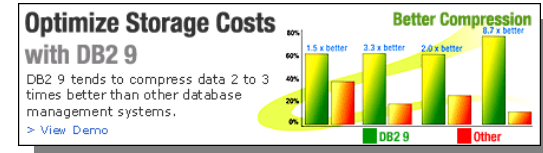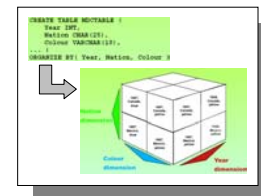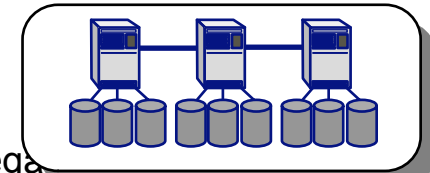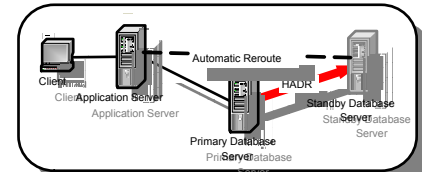
„State of the art" Database Administration with DB2

- **DB2 built-in Recovery**
  - ▶ Backup, Restore, Recovery and Logfile-Management are built-in capabilities of the DB2 engine
  - ▶ No external tools required
  - ▶ Significantly higher stability and reliability
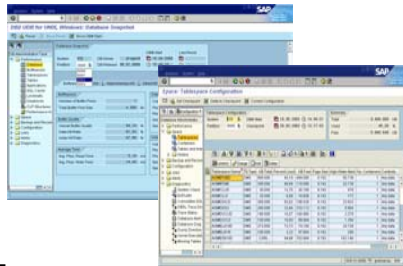
- **Automation of DBA activities**
  - ▶ Most DBA activities are automated
    - ▸ Collection of database statistics
    - ▸ Table and index reorganization
    - ▸ Memory tuning, storage increase
    - ▸ Configuration
  - ▶ DB2 will ultimately become „invisible"
  - ▶ DB2 needs 25%-30% less DBA effort than Oracle (DuPont, RKU)
  - ▶ Fully certified and integrated into SAP

Customer Quotes:

▪ „The actual number that I use for reduction of support personnel is 35% less with DB2 versus Oracle." *Jim Claxton (CSC, runs SAP systems for Dupont)*

▪ "With the tight integration of DB2 with SAP, such as the DB2 Cockpit, database administration can easily be carried out within SAP."
Mike Zeleniak, Information System Manager, Teck Cominco (migrated from Oracle to DB2)

Teck Cominco

SAP

Information Management software

- **Challenge**
  - ▶ Increase reliability and performance of core SAP software solutions;
  - ▶ Control annual maintenance costs;
  - ▶ Introduce new SAP functionality;
  - ▶ Improve business reporting capabilities
- **Solution**
  - ▶ SAP R/3 Enterprise, Mining industry solution, IBM xSeries, Red Hat Linux, IBM Storage DS4300 and LTO2 tape. Migration from Oracle db to IBM DB2.
- **Key Benefits**
  - ▶ Dramatic performance improvements (i.e. reporting accelerated from 6 hours to 20 mins.)
  - ▶ Improved performance enabled users to take full advantage of SAP functionality.
  - ▶ Enhanced reliability, significantly lower annual maintenance costs.
  - ▶ Improved ability to analyze customer profitability and account activity.

- **Business**
  - ▶ World-leading mining, smelting and refining group with HQ in Vancouver, CA. Employs nearly 7000 people with revenues of $3.4B.
- **Why Linux?**
  - ▶ Strong workhorse for mission-critical applications at very low total costs of ownership.
- **Why IBM?**
  - ▶ Strength of available resources
  - ▶ Proposal encompassed the entire SAP implementation.
  - ▶ *"The IBM and SAP solution has exceeded expectations on the performance side. Our maintenance costs are greatly reduced now that we have moved to Linux and DB2, saving us tens of thousands of dollars a year"*

Linux

Brodrene Johnsen

SAP

Information Management software

- **Challenge**
  - ► Manufacturer of high precision control units for the offshore industry, requiring detailed process management to ensure quality, profitability and efficiency.
  - ► Existing applications running on DELL/Windows servers were unable to provide the required reporting, and it wasn't cost effective to upgrade existing infrastructure

- **Solution**
  - ► SAP R/3 Enterprise, Novell SUSE Linux, IBM BladeCenter, Tivoli Storage Manager. Migration from Oracle db to IBM DB2.

- **Key Benefits**
  - ► Estimated database maintenance savings of 70% over 5 years.
  - ► New IT infrastructure prepared to handle additional SAP applications.
  - ► Reduced storage costs
  - ► Lower software licensing costs

- **Business**
  - ► Mechanical engineering company HQ in Vestby, Norway, specializes in the design and manufacture of machinery, components and controls for the offshore industry. Employs 70 people with annual turnover of around 13M Euros.

- **Why Linux?**
  - ► Lower operating costs
  - ► Needed a stable, flexible infrastructure ready for SAP R/3 Enterprise

- **Why IBM?**
  - ► "Wanted a complete solution that would work like a refrigerator: you just plug it in and forget about it because it always works."
  - ► "Month-end turnaround time has been cut by around two thirds, and customer and supplier queries about open invoices can be answered in seconds."
  - ► Needed 100% confidence in IT infrastructure before making the change

Linux

SAP on System z – Baldor

Baldor Electric Company

Located in Fort Smith, Arkansas, U.S.A. builds industrial electric motors, drives and generators. Baldor has almost 3,500 employees, 15 U.S. manufacturing operations and one in England, and sales offices in 55 countries. Annual revenue is around M$720.

Challenge

The competitive threat from offshore manufacturers places relentless pressure on costs. Baldor looked to find new ways to automate, to eliminate paperwork, and to improve production efficiency. When dealing with clients, another key challenge for Baldor is the ability to respond quickly with accurate delivery data.

Solution

- Baldor consolidated some 35 separate systems – its entire SAP systems landscape – onto a single IBM System z server
- Implemented SAP application servers on Linux on IBM System z and SAP database servers using DB2 for z/OS
- Moved from SAP R/3 to SAP Enterprise Suite
- Portal-based applications offer direct Web access to inventory systems

Benefits:

Availability and performance of SAP applications are increased; administrative workload is reduced; Baldor is able to meet customer needs and achieve company growth without a rise in IT costs; Baldor's customers can now see, real-time, the price and delivery schedules of Baldor in-stock products; massive reduction in manufacturing paperwork and costs; enhanced customer service through the use of advanced SAP CRM and SRM solutions.

"*We have 3,800 users and 7,000 customers using our SAP systems worldwide, and downtime costs us more than $100,000 an hour. Availability is king for Baldor, and the IBM System z gives us what we need.*

The migration of our SAP application servers to Linux on System z produced an immediate increase in performance, and has made it easier to manage and maintain our systems. It has also significantly trimmed the total cost of IT and reduced the administrative workload on our department."

Mark Shackelford,
Director of Information Systems, Baldor

DB2 SAP alliance team

IBM Team

Director, WW IBM DB2 SAP Sales
Ferdinand Prezenski: PRZ@de.ibm.com

IBM SAP Global Alliance Manager, Information Management
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IBM SAP Hotline

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ISICC InfoService: isicc@de.ibm.com

More Information…

- IBM SAP Alliance
  www.ibm.com/solutions/sap

- IBM DB2 IM and SAP
  www.ibm.com/software/data/db2/sap
- SAP Developer Network: DB2 for Linux, Unix, Windows (LU
  https://www.sdn.sap.com/irj/sdn/db6

- SAP Developer Network: DB2 LUW Forum
  http://www.sdn.sap.com/irj/sdn/forum?forumID=187
- IBM DB2 SAP Success Flyers
  www-306.ibm.com/software/success/cssdb.nsf/topstoriesFM?OpenForm&Site=gicss67sap&cty=en_us
  ➔ **search: SAP and DB2**
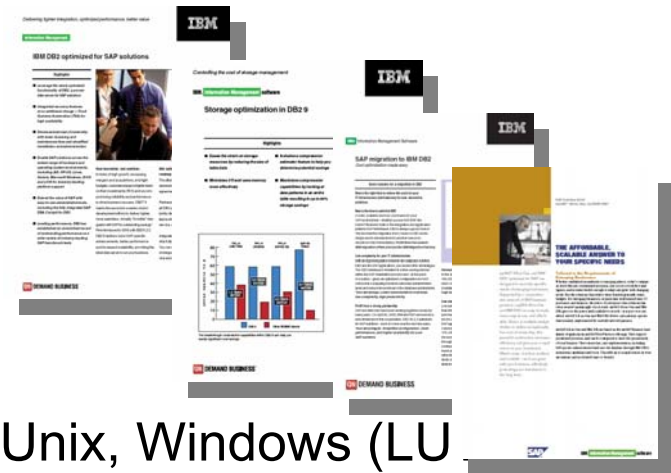
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The IBM InfoSphere™ Balanced Warehouse
Real time, ready to go data warehousing solutions

> *The **IBM InfoSphere Balanced Warehouse** is the <u>complete</u> data warehousing solution comprised of pre-tested, scalable and fully-integrated system components of <u>InfoSphere Warehouse</u>, <u>Server</u> and Storage.*

IBM InfoSphere Balanced Warehouses include **everything** required to serve as a foundation for your business intelligence solutions. Some of the included highlights are:

• Robust InfoSphere Warehouse software
• The latest in IBM Server technology
• High performance IBM storage
• Comprehensive total solution support

InfoSphere™ Balanced Warehouse

Linux

IBM InfoSphere™ Balanced Warehouse

The InfoSphere Balanced Warehouse is a pre-built, pre-packaged Warehouse Offering

► *Reduces Risk*

- – Standard Pre-tested Configuration
- – Ongoing Supported Package
- – Predictable performance

  ► *Reduces your Time to Value*

  - – Create Table Ready
  - – Faster to Deploy
  - – Built for Performance
  - – Easy to Integrate into any environment

► *Reduces Warehouse Cost of Ownership*

- – Automated Management
- – Single Product Support
- – System Built for Performance

► *Configured for your Business Requirements*

- – Can be ordered in a configuration to meet Business requirements
- – Modularly expandable
- – Available in different sizes

The difference between receiving a ready to go system versus one that needs to be fully or partially built on arrival can be dramatic in terms of time to value and project risk. That is why the InfoSphere Balanced Warehouse offering is the best choice for your business.

Linux

IBM InfoSphere™ Balanced Warehouse
C-Class Offerings Today

Solution Name	C1000		C3000		C4000
Operating System	Novell	Novell	Novell	Novell	Novell
Range (Raw data)	<350GB	<250GB	<1.5TB	<1.5 TB	<5TB
InfoSphere Warehouse v9.5	Starter	Starter	Intermediate	Intermediate	Base/Ent
System	x3500	HS21	x3650	HS21	X3950 M2
Storage	Internal	S-Blade	DS3200	DS3200	DS3200
Support	Integrated Balanced Warehouse Support				
Performance / Volume	▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▶				

IBM InfoSphere™ Balanced Warehouse
D & E Class Offerings Today

	D5000	D5100	E7100
Solution Name			
Operating System	Novell	Novell	AIX L
Scalable Units	Modules	Modules	Modules
Scaling Increments (raw active user data)	~ 1TB	~ 1TB	~2TB
InfoSphere Warehouse (Base/Ent)		v9.5	
System	x3650	x3655	p6-570
Storage	EXP3000	DS3400	DS4800
Support		Integrate Balanced Warehouse Support	

Linux

Novell – IBM Alliance Team

Novell - IBM Alliance Team

WW/Geo/IOT	Name	Title	Email	Offc/Mobile
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AG	Bill Sears	AG Linux Sales – Central, West & LA	bsears@novell.com	636-379-5279
AG	Jocelyn Parker	AG Linux Sales – East & Canada	jocelyn@novell.com	781-464-8129
EMEA	Phil Zamani	VP EMEA Linux Sales	pzamani@novell.com	44 7747455653
AP	Niko Walraven	AP Alliances & Sales Leader	nwalraven@novell.com	603-772-6100

Worldwide Linux Alliances Team – Where to go for help

| IBM WW Linux Alliance Team			
WW	**Linux Alliances**	**Role**	**Notes ID**
WW	Deirdre Fricke	VP, WW Linux Alliances	Deirdre Fricke/San Francisco/IBM@IBMUS
WW	Peter Kastrinelis	Linux Alliance Marketing	Peter Kastrinelis/Waltham/IBM@IBMUS
WW/Geo/IOT	**Novell Alliance**	**Role**	**Notes ID**
WW	Chad Schittone	WW Novell Alliance Executive	Chad Schittone/Austin/IBM@IBMUS
AG	Richard Spellman	AG Novell Alliance Executive	Richard Spellman/Chicago/IBM@IBMUS
EMEA	Jim Whitehurst	EMEA Novell Alliance Executive	Jim Whitehurst/UK/IBM@IBMGB
Japan	Furutera-san	Japan Novell Alliance Executive	Masahiro Furutera/Japan/IBM@IBMJP
AP	Suat Cheng Lee	AP Novell Alliance Executive	Suat Cheng Lee/Malaysia/IBM@IBMMY
WW/Geo/IOT	**Red Hat Alliance**	**Role**	**Notes ID**
WW	Joseph Rhoden	WW Red Hat Alliance Executive	Joseph Rhoden/Raleigh/IBM@IBMUS
WW	Melinda Stomp	WW Red Hat Alliance Sales Executive	Melinda Stomp/Atlanta/IBM@IBMUS
EMEA	Wolfgang Hornig	EMEA Red Hat Alliance Executive	Wolfgang Hornig/Germany/IBM@IBMDE
Japan	Furutera-san	Japan Red Hat Alliance Executive	Masahiro Furutera/Japan/IBM@IBMJP
AP	Suat Cheng Lee	AP Red Hat Alliance Executive	Suat Cheng Lee/Malaysia/IBM@IBMMY
Additional Linux Distribution Partners			
GCG	Suat Cheng Lee	Asianux Alliance Executive	Suat Cheng Lee/Malaysia/IBM@IBMMY
GCG	Tian 'Tony' Yong	Asianux Alliance Leader	Yong Tian/China/IBM@IBMCN

Linux

WW Linux Strategy and Marketing Resources

Cross-IBM Linux Strategy	*Inna Kuzentsova*		Director, Cross-IBM Linux Strategy
		Jeff Borek	Cross-IBM Linux Strategy
		Terese Johnson	Cross-IBM Linux Business Management
		Brian Warner	Cross-IBM Linux Marketing Execution
SWG Linux Team	*Jeff Smith*		VP, SWG Linux and Middleware
		Adam Jollans	SWG Linux and Open Source Strategy manager
		Gale Taylor	SWG Linux and Open Source Business Development
		Phyllis Prewitt	SWG Linux and Open Source Marketing/Comms
		Omar Pena	SWG Linux and Open Source Strategy
		Rob Shook	Linux and Open Source Global Market Strategy
		James Gray	Program Director, Linux Integration Center (LIC)
STG Linux Contacts	**Pat Byers**		System x Linux Marketing
	Daryl Stokes		System x Linux Marketing
	Robert Friske		Power Systems Linux Marketing
	Nancy Scala		System z Linux Marketing
IGS Linux Contacts	**Judi Miller**		WW Linux Maintenance and Technical Support Manager
	Greg Powell		WW Linux and Open Source Services Product Manager
Linux Development	*Dan Frye*		VP, Open Systems Development
		Kathy Bennett	Director, Linux Technology Center
		Steven Ginn	Program Director, Strategic Initiatives
		John Beauvais	Program Director, Linux Development Strategy

Linux

SWG Linux Sales Contacts

SWG WW Linux Sales	**Nallu Reddy**	Director, WW Linux and Open Source Sales
	Manny Arino	WW SWG Linux Sales
	Ajay Kadakia	WW SWG Linux Technical Enablement
	James Gray	Linux Pre-sales Technical Support
SWG Geo Linux Sales	**WW SWG Linux Team**	Americas Linux SWG Sales
	Andreas Pleschek	Northeast IOT Linux Sales
	Frank Zaengle	Southwest IOT Linux Sales
	Koji Nishi	Japan
	Tom CB Shi	AP Lotus Linux Sales
	Yong Tiam	LIC China (All other SWG brands in AP)
	Kevin Wilson	Australia / New Zealand
	Asheet Makhija	India Lotus Linux Sales
	Naval Khosla	India (All other SWG brands)
Topic Specific Leads	**Bruce Bogart**	WW Business Critical Linux Sales Lead
	Benjamin Vera-Tudela	Real Time
	Antony Satyadas	Lotus: OCCS, Symphony
	Pino Ferrari	OCCS
	Glenroy Miller	Mid-Market Linux
	Teri Schenke	Business Critical Linux / OCCS

Linux

Information Server Blade
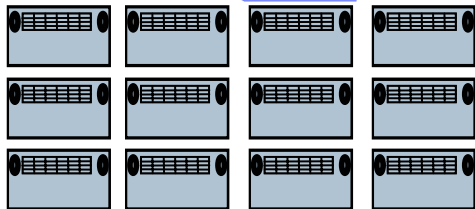
Hardware/Software Combination:

- **Grid Hardware: BladeCenter with HS21 blades**
  - ▶ 2 dual core intel xeon processors per blade
  - ▶ 4GB RAM, 60GB integrated storage per blade (as a minimum configuration)
  - ▶ Red Hat Linux 4
- **Grid Infrastructure Software (resource management):**
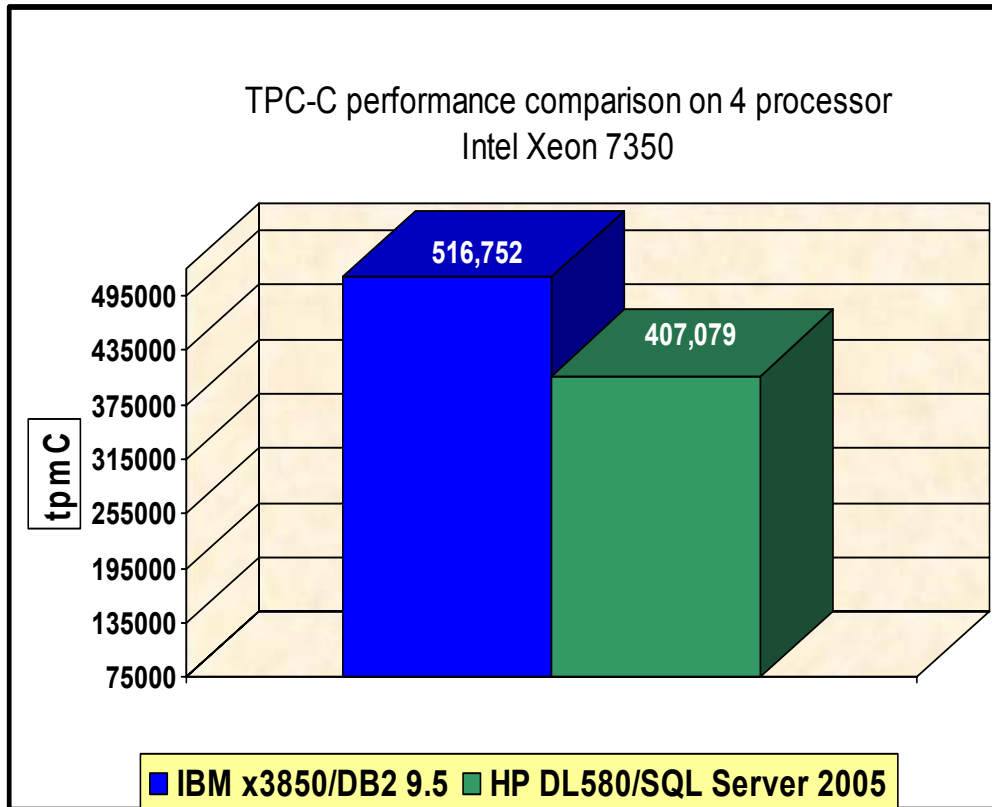 - ▶ Tivoli Workload Schedule LoadLeveler
- **Information Server Software**
  - ▶ Pre-loaded and pre-configured with Red Hat Linux
  - ▶ Parallel engine infrastructure and MetaData Server
  - ▶ DataStage, QualityStage

Completely expandable in single blade increments

- ▶ Can run additional operating systems
- ▶ Can run additional applications

IBM System x3850 M2 and DB2 9.5 set TPC-C Record

TPC

TPC-C performance comparison on 4 processor Intel Xeon 7350

	IBM x3850/DB2 9.5	HP DL580/SQL Server 2005

(Chart: tpmC vertical axis with gridlines at 75000, 135000, 195000, 255000, 315000, 375000, 435000, 495000)

- IBM x3850/DB2 9.5: **516,752**
- HP DL580/SQL Server 2005: **407,079**

Latest System x server (x3850 M2) combined with DB2 9.5 and Red Hat Enterprise Linux delivers outstanding OLTP performance

First data server to cross the half-million tpmC ceiling with 4 processors

With about 1.1 Billion web users in the world, the performance delivered in this benchmark would handle purchase and delivery of items to all these web users every 4 days

TPC Benchmark, TPC-C, tpmC, are trademarks of the Transaction Processing Performance Council. For further TPC-related information, please see http://www.tpc.org.

DB2 9.5 on IBM System x3850, Red Hat Enterprise Linux Advanced Platform (4-way Intel Quad Core Xeon 7350 2.93 GHz): 516,752 tpmC @ $2.59/tpmC available: April 15, 2008
SQL Server 2005 on HP DL580G5, Microsoft Windows Server 2003 Enterprise x64 (4-way Intel Quad Core Xeon 7350 2.93GHz): 407,079 tpmC @$1.71/tpmC available: September 5, 2007

Results as of 2007/10/12

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Linux

Ubuntu Linux and DB2   - Virtual Appliance

http://www-304.ibm.com/jct09002c/isv/marketing/industrynetworks/education/success/makau_success.pdf

Case Study QuickView
Industry: Education and learning

Makau Corporation:
New math: IBM Business Partner substitutes DB2 9
for MySQL and saves big

Makau Corporation, a provider of online training solutions, has converted its applications from the MySQL database to IBM DB2 9 to eliminate licensing fees and provide customers with greater scalability, advanced autonomic features and optimal performance.

Challenge

Makau Learning Appliance features a library of more than 300 courses with a built-in learning management system that tracks student progress and improves course administration. Makau wanted to reduce licensing costs it paid to build its solution on MySQL. By converting to IBM DB2 9, Makau saved about $75,000 in MySQL and Windows server licensing fees, a 30 percent reduction, for its solutions.

Makau is an IBM Business Partner based in Orem, Utah. Makau offers enterprise-wide, 24 x 7 delivery of custom courses in partnership with training professionals. It combines advanced e-learning with traditional on-site workshops.

Overview

Makau Corporation
Orem, Utah
www.makaucorp.com

Products
* IBM DB2® Express-C 9
* IBM WebSphere® Application Server Community Edition
* Makau Learning Appliance V4

Solution

Makau ported its complete application suite to run on the IBM and Novell Integrated Stack for Suse Linux™ Enterprise (ISSLE), including DB2

Linux

AGENDA

- Linux overview and Business Critical Information Management opportunities

  - ☆ Adam Jollans: Worldwide Open Source Strategy & Marketing Manager
  - ☆ Rob Shook: Linux and Open Source Middleware Global Market Strategy & Planning Manager

- Customer success stories & References

  - ☆ David Aschenbach : DB2/SAP Sales Specialist

- Success in Selling Information Management with Linux.

  - ☆ Dan Casey: WW Channel Sales

- Q&A

Backup charts

Scana Offshore Vestby AS

SAP

Tivoli. software

Information Management software

★Scana

- **Challenge**
  - ▶ Poor stability of business-critical SAP R/3 production environment due to hardware errors and system-reboot problems
  - ▶ Need to improve performance of SAP systems and affordability of computing
- **Solution**
  - ▶ SAP environment re-implemented on DB2 for Linux on x86_64 on IBM BladeCenter HS20s, with Tivoli Storage Manager for backup and recovery
- **Key Benefits**
  - ▶ Increased platform stability
  - ▶ Significant cost savings
  - ▶ Simplified administrative tasks
  - ▶ Streamlined access to data and near-instant backup and recovery services

- **Business**
  - ▶ Industrial company in Norway, producing components for offshore equipment and machinery for auto manufacturers
- **Why Linux?**
  - ▶ Secure and reliable operating environment
- **Why IBM?**
  - ▶ DB2 simplified administrative work and increased the overall database stability
  - ▶ Tivoli Storage Manager maintains efficient backup through direct interface to SAP / DB2
  - ▶ *"We expect to significantly reduce the maintenance costs for our SAP system in a short time frame, thanks to performance improvements made by implementing IBM hardware and software solutions"*

Linux

McGregor Industries

SAP

Information Management software

McGregor®

- **Challenge**
  - ► Maintain its ability to compete in an increasingly global business, including expansion from manufacturer to include sourcing products from off-shore suppliers
  - ► Rethink IT infrastructure and realign business processes to support the above
- **Solution**
  - ► IBM Express Wholesale Distribution and SAP ERP running on DB2 on Linux on System x servers
- **Key Benefits**
  - ► Improved visibility across supply chain and distribution network, helping McGregor meet customer orders in a timely manner.
  - ► Stable high performance system, out-of-the box functionality, and easy to manage environment

- **Business**
  - ► Canada's largest manufacturer and marketer of quality socks
- **Why Linux?**
  - ► *"Running Linux, it delivers all the performance we need at much lower cost than most comparable UNIX platforms, and the reliability has been consistently excellent."*
- **Why IBM?**
  - ► DB2 provides excellent performance in the SAP application environment, and new features like Deep Compression offer the ability to reduce storage costs and further improve performance
  - ► *"Choosing IBM for the hardware, software and services relating to this implementation has been a real blessing"*

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Linux

Turning a vision into reality: Endress+Hauser InfoServe consolidates its SAP systems on IBM System z

Endress+Hauser

Endress+Hauser Group is a global leader in measurement instrumentation and automation solutions for industrial process engineering with over 6,000 employees and around €800 million annual revenue.

The group's information technology arm, Endress+Hauser InfoServe GmbH & Co. KG, is offering a wide range of IT consulting and hosting services. They have core strengths in SAP business software and are certified by SAP AG both as a Customer Competence Center and as a Hosting Partner.

Challenge

- Improve management, performance and flexibility for SAP solutions
- Support more users without increasing IT headcount
- Provide high availability and introduce robust disaster recovery options

Solution

Endress+Hauser InfoServe migrated its SAP application servers to Linux® on IBM System z and implemented SAP database servers using IBM DB2 for z/OS.

On a single IBM System z9 server, E+H now operates 24 separate SAP production systems and 34 SAP test environments, and supports 3,700 users in 35 subsidiary companies in 67 locations across the globe.

Benefits:

Faster performance for SAP applications; sub-second response times and enhanced batch processing; high availability for core business systems; increased flexibility and ease of management for SAP environment; enhanced disaster recovery through faster restart.

"The migration of our SAP application servers to Linux on zSeries produced an immediate increase in performance, and has made it easier to manage and maintain our systems. And consolidation to a single platform has helped us to manage our growing user base without increasing headcount in the IT department. We have gone from 2,000 SAP users to 3,700, but using the same IT resources as before. Clearly, this helps optimize costs on a per-user basis."

Dr. Jan M. Olaf,
Sales and Marketing Manager at
Endress+Hauser InfoServe

Linux

Techem

- **Challenge**
  - ► Support expansion plans by expanding and integrating business systems rapidly and effectively, securing data and protecting against disaster
- **Solution**
  - ► SAP software running on Linux on System p servers using IBM virtualization to share workload efficiently, combined with Tivoli Storage Manager and managed by Tivoli Systems Automation for Multiplatforms
- **Key Benefits**
  - ► Simplified operating system environment reduced administration costs, and advanced storage software and hardware provided a highly resilient infrastructure that protects Techem against disaster and is able to scale up to meet the demands of growth

- **Business**
  - ► Global specialist in recording and allocating billing data on energy, water and cooling consumption, based in Germany
- **Why Linux?**
  - ► Freedom to choose the best platform
  - ► Ability to take advantage of virtualization
- **Why IBM?**
  - ► Daily incremental backups of data from SAP with Tivoli Storage Manager
  - ► *"The IBM System p5 severs running SUSE Linux Enterprise Server and SAP software allow us to reduce operational expenses, integrate new companies into the group rapidly and efficiently, and manage a dynamically growing environment easily and cost-effectively"*

Add'l Resources

Gary Schneider, Dir. WW IM Enablement

Karen Owen WW IM Sales Enablement

Angela Payton WW IM Sales Enablement

Operations Manager
Jane Bossert

Data Management
Marcia Lyons

Data Management BP Enablement
John Young

Data / z/OS
Jo Ann Woodruff

Information Platform & Solutions (IPS)
Verna Dunmoodie, Mary Lennox

Enterprise Content Management
(SWG/IM programs)

Cross-brand, Industry, IOD architect role
Eric Fusilero

General Business (GB) / BP Programs
Mark Hayward

BI & Performance Management, IOD
Karen Guertler

Technical Sales Enablement – DM
Thabo Bopape

Curriculum/ eLearning
Cyde Creagh

Sales Mastery, Skills and Tools
Lee Gallegher

Metrics, Governance (incl Analytics)
Tina Frisher

Communications, Portal
Alice Joyce

eLearning & Curriculum
Lori Zavattoni (June 2008)

Marc McCallister

SWITA enablement

Extended Enablement Team members:
- *Ronnie Gerola – SWG sales Learning Partner*
- *Data Management – Rex Wiederanders and team (Jeff Stacey)*
- *ECM – Phillip Jones, Kim Allen and team*
- *IPS Sales – Tom Darcy, Anne Ratcliffe*
- *IPS Tech – Kelvin Looi, Rob Utzschneider*
- *Paul Rivot's competitive team: Barbara Benis, Tony Mancini, Paresh Soni*

Linux