



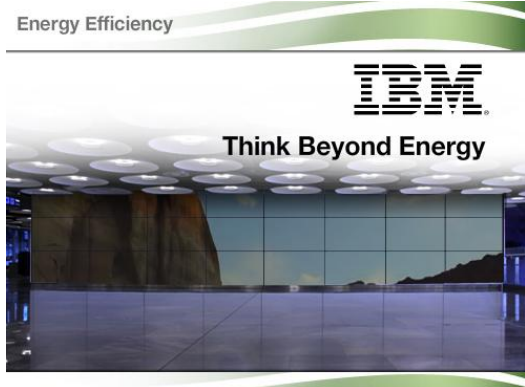
2251 IBM System z10™ Enterprise Class Launch Energy Efficiency Flash Animation Transcript

It's simple to save energy in your data center:

Unplug your servers.

When you do, you may be able to shut off a lot of cooling equipment, back up generators and UPS battery systems.

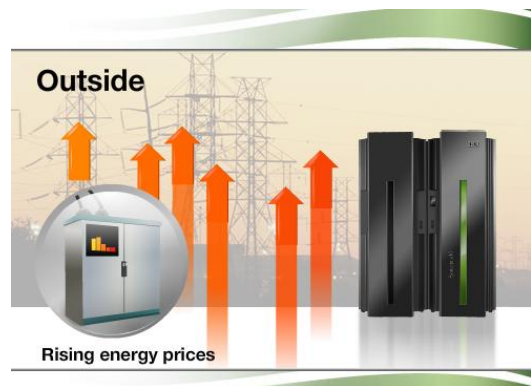
But how will your IT run without all that energy hungry hardware?



Extremely efficiently - with the help of the IBM System z10™ Enterprise Class.

Outside, rising energy prices and environmental concerns are creating pressure to curb consumption.

Inside, the capacity and processing power of the z10 EC lets you consolidate the workloads of up to thousands of distributed servers on to virtual servers.



And by turning off a large numbers of servers, the potential for energy savings is easy to see.

So will you continue to run up to thousands of low utilization servers and all the necessary cooling equipment, batteries and generators, or invest in the IBM System z10™ Enterprise Class?

The choice is simple.

The Future Runs on System z.

