OPEN for Business

Open Computing for an On Demand world

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ON DEMAND BUSINESS™

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On Demand Influences

Real Time

Inventory Turns

Access

Best Price & Now

Market Volatility

Hyper Competition

Advancing Technology

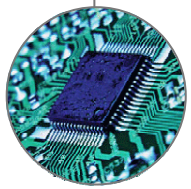
What if …

... everything is connected and intelligent?

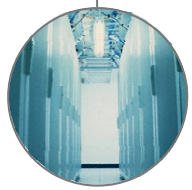
... networking and transactions are inexpensive?

... computing power is unlimited?

↑ **Adoption of open standards**



↑ **Processor speed**



↑ **Storage**

↑ **Bandwidth**

↑ **Number of networked devices**

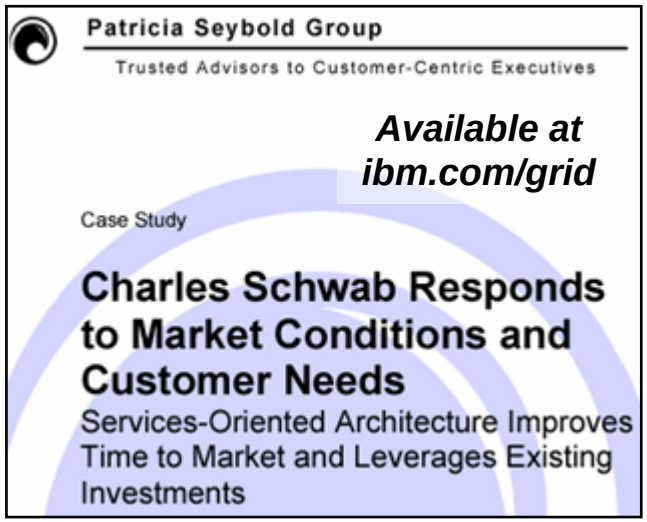
↓ **Interaction costs**

The road to On Demand is via Open Computing

Charles Schwab

Internally Change Business Processes

- **Challenge:**
  - Reduce the processing time on an existing wealth management application
- **Solution:**
  - IBM eServer xSeries servers running Red Hat Linux and the Globus Toolkit v3.0
  - IBM Research and IBM Business Consulting Services
  - Server allocation for WebSphere Application Server
- **Benefits:**
  - Significantly reduced processing time
  - Planning to explore leveraging Grid computing into other areas
  - Potential to increase customer satisfaction by responding to inquiries at a faster pace
  - Potential to enable Schwab to provide more robust wealth management applications



Linux

Freedom to Choose

Freedom to Innovate

“Linux will do for applications what the Internet did for networks.”

Irving Wladawsky-Berger

Cendant Travel Distribution Services

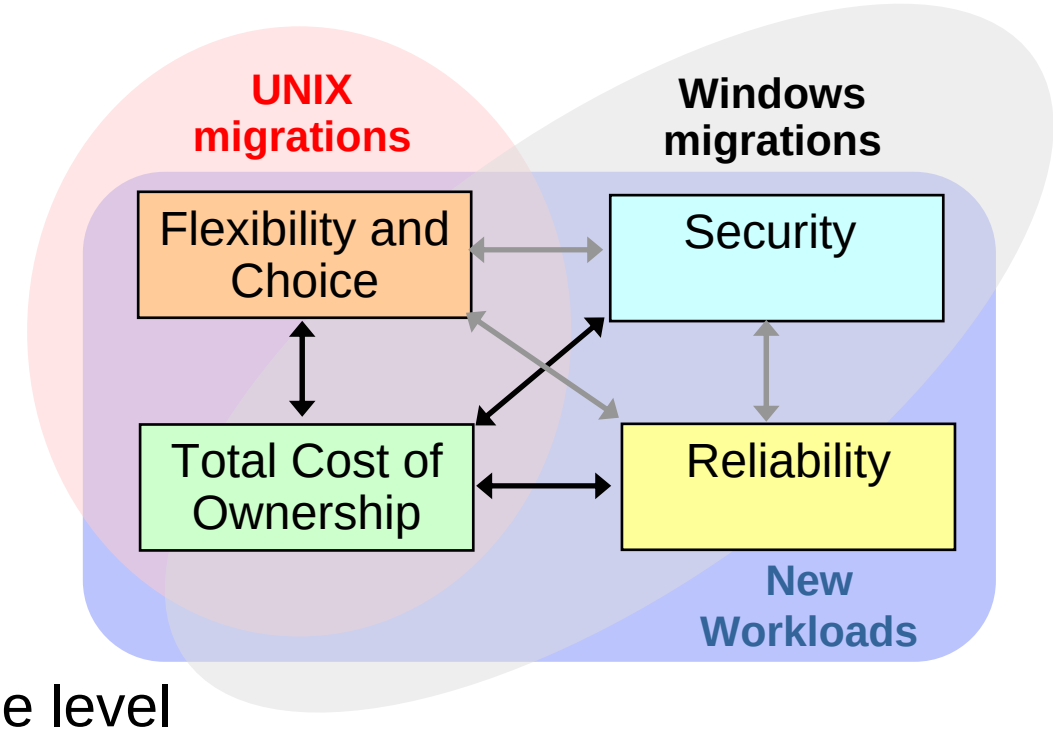
- **Challenge**
  - Existing proprietary UNIX environment was becoming increasingly expensive and difficult to run and maintain
- **Solution**
  - Port mission critical “Fares” application from proprietary UNIX to Linux
  - Red Hat Enterprise Linux and IBM WebSphere
  - IBM xSeries and IBM BladeCenter servers
- **Benefits**
  - Reduce IT expenditures by 90%
  - Sustainable 99.999% availability while handling 300-400 transactions per second

“By standardizing the architecture, we have reusable components that allow us to rapidly develop and deploy new services and applications to meet our customers’ needs to be competitive in the market place”

Robert Wiseman, CTO Cendant Travel Distribution Services

Why Linux is Important to Customers

- **Linux is flexible**
- **Linux is secure**
- **Linux is reliable**
- **Linux drives business goals**
  - Reduce costs
  - Improve application service level
  - Internally change business process and drive contribution to business
  - Generate revenue
- **Linux is an excellent path to On Demand**



Panasonic
Business to Consumer

Panasonic ideas for life

- **Challenge**
  - Expand internet presence to web commerce while maintaining costs but still providing superior performance, peak buying capacity, and ability to expand to business to business in the future
- **Solution**
  - IBM eServer zSeries running Linux under z/VM with DB2 UDB and WebSphere Commerce Suite
- **Benefits**
  - Rock solid performance and response time to customers, ease of capacity on demand upgrades for peak periods, ability to expand and support new consumers to drive increased revenue for Panasonic

"We chose the Linux on zSeries platform because it offered unmatched scalability and reliability required to support a serious web commerce presence. The On Demand capability also provides the flexibility to meet peak seasonal demands."

Christopher Tooman
Senior Manager – Technical Services Group
Panasonic Management Information Technology

Intermountain Health Care

Improve Application Service Level

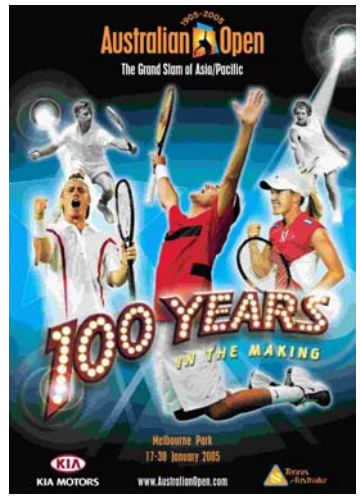
- **Challenge**
  - Reduce the number of servers, along with associated costs, administration issues and performance inefficiencies, while still providing hospitals with highly available systems
- **Solution**
  - IBM eServer pSeries running IBM AIX and Novell SUSE Linux
  - IBM TotalStorage Enterprise Storage Server
- **Benefits**
  - Reduced complexity to lower administration costs
  - Increased availability
  - Better use of system resources

"From an operational perspective, we're streamlining our processes and improving the efficiency of our people."

Karl West, Assistant Vice President of IT Operations, Intermountain Health Care

Tennis Australia – Australian Open

An IBM On Demand Web site solution



- **Challenge**
  - Provide on demand access to the Australian Open Web site without worrying about complex technology or a substantial investment in a permanent infrastructure
- **Solution**
  - Linux on IBM eServer xSeries and iSeries, AIX on pSeries
  - eServer BladeCenter running Linux and DB2 Express supporting the Historical Database (results and statistics)
  - Global Services e-business Hosting and Application Management Services
  - IBM Tivoli management software, WebSphere, DB2 UDB
- **Benefits**
  - Ability to accommodate the changing needs of the Australian Open
  - Flexible, open, resilient, cross-platform infrastructure that can scale to handle over 80 times its regular Web site traffic
  - Cost effective, improved manageability: ***One eServer i5 520 server consolidated three existing production servers – scoring, staging and publishing***

"This on demand solution from IBM enables Tennis Australia to focus on its core business goal - to promote and develop the growth of tennis throughout the Asia Pacific region and maximize the return on investment."

Paul McNamee
Tournament Director,
Australian Open

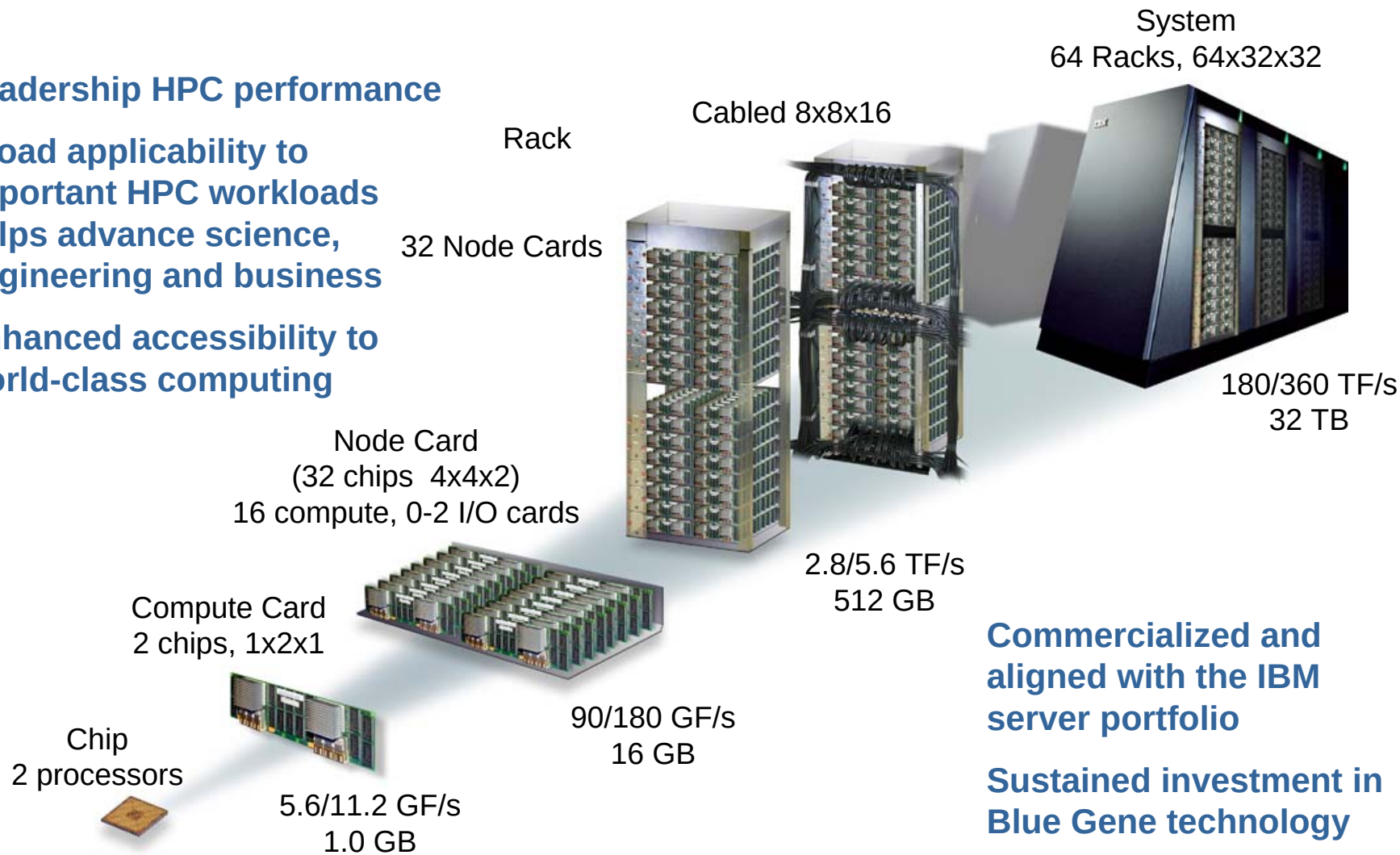
Innovative Technologies

IBM eServer Blue Gene Solution

Leadership HPC performance

Broad applicability to important HPC workloads helps advance science, engineering and business

Enhanced accessibility to world-class computing



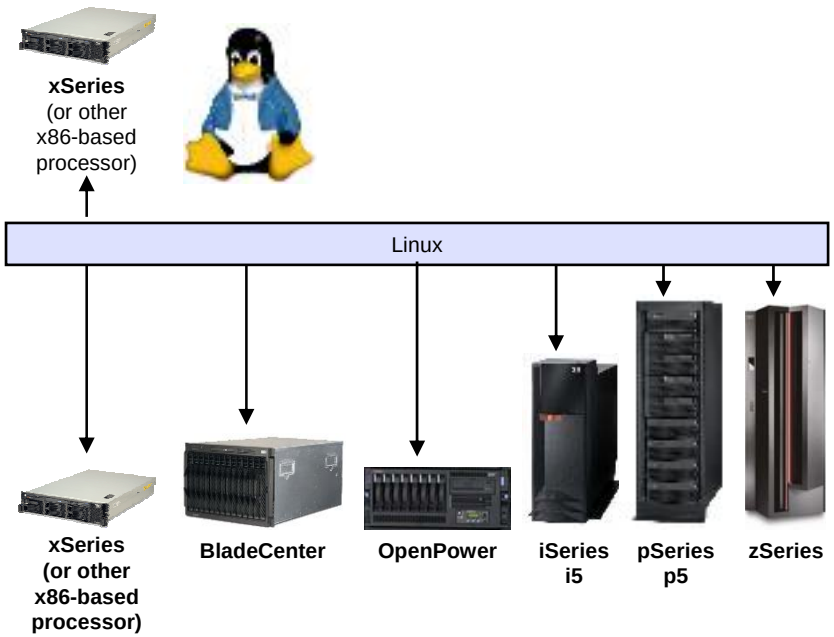
Commercialized and aligned with the IBM server portfolio

Sustained investment in Blue Gene technology

IBM eServer Application Advantage for Linux

Chiphopper – IBM porting/rehosting, testing and assurance offering for ISVs

- ISVs achieve portability via standards
  - Linux Standard Base
  - Java
  - Selected IBM middleware
- Rigorous testing apps then porting assistance
- Attain IBM Ready for eServer with Linux mark
- ISV support is backed by IBM for porting-related customer problems on target platforms
- First of a kind offering



- Provides assurance that IBM stands behind your choice of ISV application on IBM eServer platforms
- Helps grow the number of Linux applications on your platform of preference
- Encourages application conformance to standards, important in emerging Linux landscape
- Helps accelerate the maturation of Linux by facilitating more cost-effective choices for mission-critical, high-end environments

IBM Workplace Collaboration Services

Adding Business Value to Linux Servers and Linux Clients

What is it? Single, integrated, customizable collaboration server with ready to use communication and collaboration tools that enable people to do their jobs more effectively – **anytime, anywhere**.

Access via Web browser

No additional fees

Access via New Rich Client

Pre-requisites
Workplace Client Technology

Access via Mobile Client

Available in future release

Workplace Collaboration Services

- Mail/Calendar
- Instant Messaging
- Team Spaces
- Web conferencing
- Learning
- Web content management
- Document management
- Document Editors
- Templates
- Forms
- Activity Explorer
- etc

Pioneer Petroleum

Improve productivity while reducing costs

- **Challenge**
  - Needed an efficient and cost effective way to provide retailers with access to information and to reduce exorbitant licensing costs on the desktop
- **Solution**
  - IBM Workplace Messaging solution running on Red Hat Linux platform providing intuitive document sharing and easy to use graphical user interface
- **Benefits**
  - Realized savings on MS Windows licensing costs
  - Increased productivity : Collaborate instead of faxing
  - Affordable and reliable/stable operating system

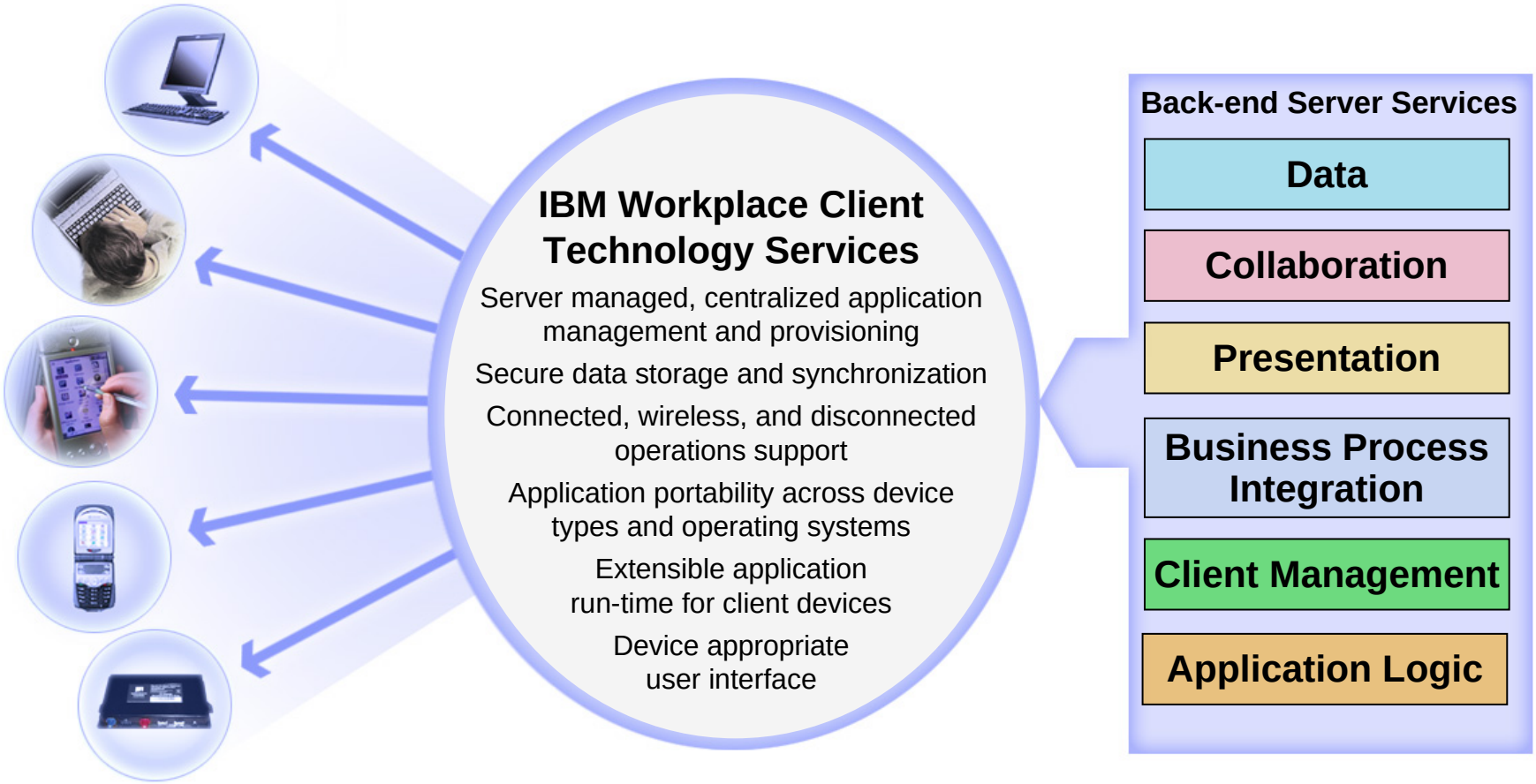
"We are very excited about the potential of this solution and what it will bring to us."

Dale Sintead
Director of IT Operations
Pioneer Petroleum

IBM Workplace Client Technology for Linux

The power of one architectural model, one programming model, one consistent tool set

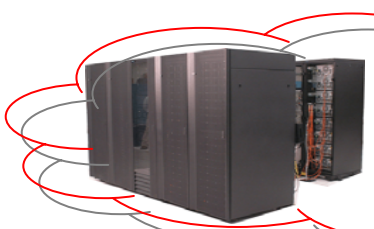
A new approach for building *server managed clients* ***that support*** *multiple user types, user experiences, access points, and forms of connectivity* ***enabling*** *flexible and cost effective access* ***to people, business processes, applications, and content.***



IBM Deep Computing Capacity on Demand

"This impressive reduction in computational runtimes will allow us, for the first time, to obtain results in real time" – Jeff Wiseman, VP, Locus Pharmaceuticals

= Fixed Capacity / Fixed Cost



Client HPC Infrastructure

VPN

<< $1/CPU-Hour

= Variable Capacity / Variable Cost

3 DCCoD centers
- **> 2,500 Servers**
- **> 5,000 CPUs**
- **Intel® Xeon™**
- **AMD Opteron™**
- **IBM POWER™**

Poughkeepsie, NY

IBM HPC Grid

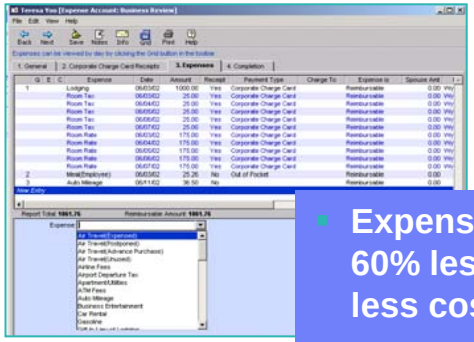
Montpellier, France

Houston, TX

Industry ISV hosted software

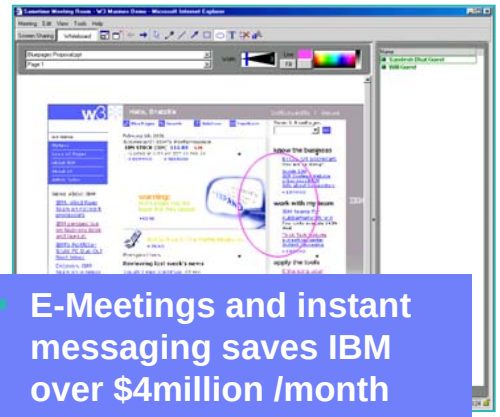
IBM and Linux

On Demand Portal in IBM



- Expense reports take 60% less time, 80% less cost

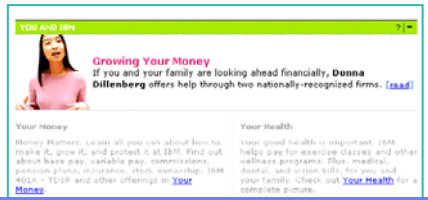
- Consolidating news sources saved in excess of $2 million



- E-Meetings and instant messaging saves IBM over $4million /month

- People finder - over one million hits a day
  - 64% of employees use it at least once a week
  - 50+ applications use the same directory

- Worldjams, jukeboxes, personalized news, discussion forums



- HR portal
  - 90% satisfaction rate
  - Over 90% employees registered health benefits here last year, saving IBM over $1 million

- IBM realized over $400 million in cost avoidance in 2002 with over 40% of classes moved online

Comprehensive IBM Linux Investments

Linux Partners
EAL2 **2003**
EAL3 **2004**
EAL4 **2005**

Patents **2005**

Porting and Competence Centers

Linux Technology Center **1999**

Linux White Papers and RedBooks

Software
DB2 **1999**
WebSphere **2000**
Tivoli **2001**
Lotus **2001**
Rational **2003**

Open Source Development Lab **2000**

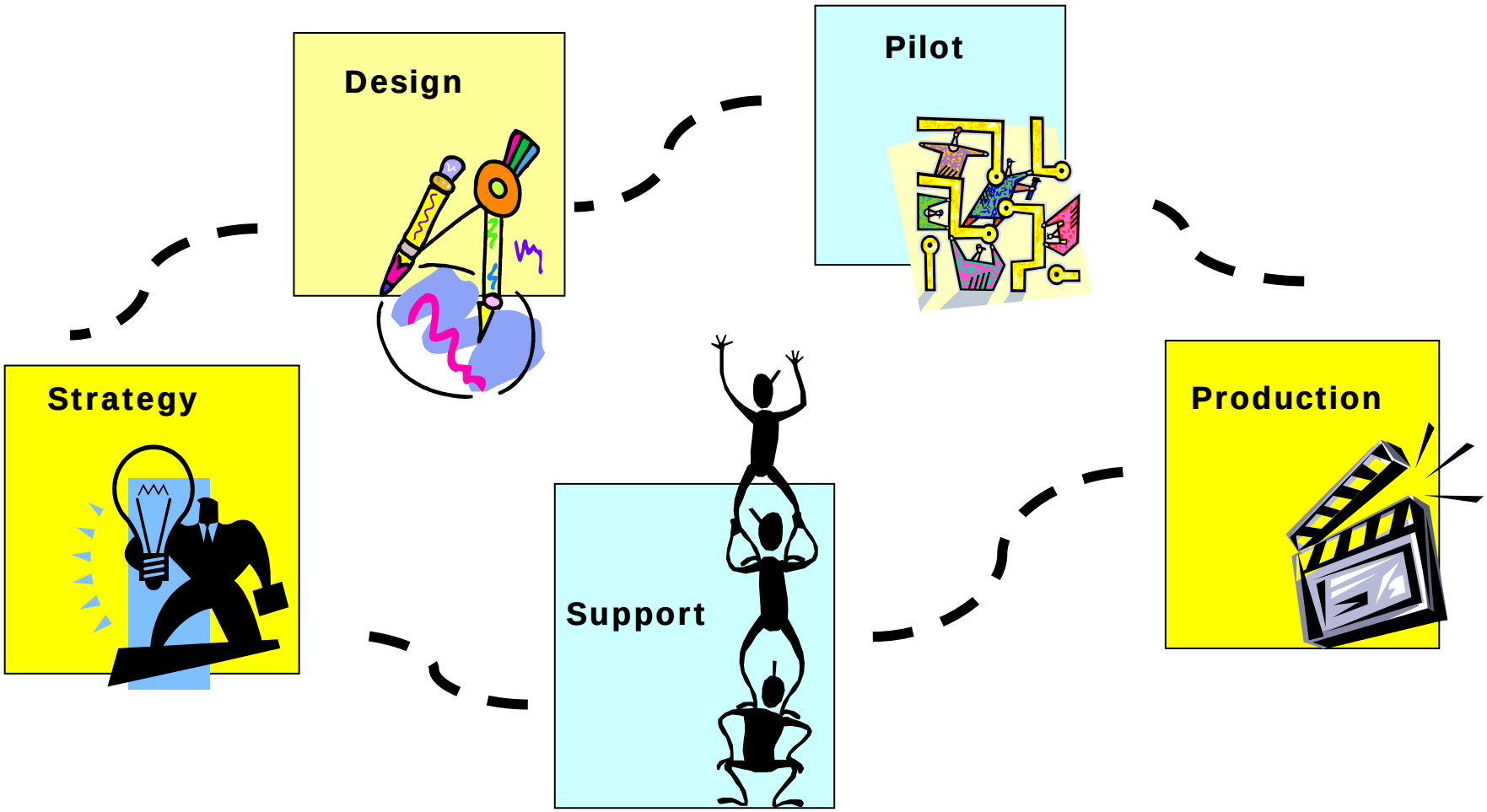
Servers
xSeries **1998**
zSeries **1999**
Cluster and Power **2001**
BladeCenter **2002**
OpenPower and BlueGene/L **2004**

Business Partners

Linux Services **1999**

ibm.com/linux

IBM and Linux Enables Your Enterprise



Unstoppable *Linux*

Linux passes the inflection point

A safe choice for customers

Unleashing Innovation

Pervasive in business

IBM
Your Partner of Choice

- **Industry leadership**
- **Strong offerings in hardware and software**
- **Investing not only in Linux, but in industry specific application solutions and partner support**
- **Tying it all together with support and services**

IBM Solution Demonstrations

- **Dynamic Infrastructure for mySAP – automated provisioning and deployment with Tivoli Provisioning Manager**
- **On Demand Business Intelligence Grid with DB2 Intelligent Miner**
  - Deep Computing Capacity on Demand
  - WebSphere Information Integrator Grid
- **Eclipse-based Database Developer Tools – including Rational with DB2 or Cloudscape**
- **Create Linux and Open Source solutions**
- **IBM Software Development Platform**
- **zSeries and IT simplification**
- **On Demand Banking**
- **DB2 Integrated Cluster Environment and xSeries**
- **Integrated Platform for Telecomm including BladeCenter-T and Carrier Grade Linux**
- **Collaborate on Linux with Domino, Workplace, WebSphere and Workplace Services Express**
- **Digital Content Creation**
- **Power Everywhere - Blue Gene/L**
- **Infrastructure Consolidation with virtualization technologies**
- **Australian Open Tennis and iSeries**
- **IBM Solutions for Retail including IBM Retail Environment for SUSE Linux, WebSphere, DB2, SurePOS, Tiversity and APUNIX**

Partner Solution Demonstrations

- **Checkpoint Security Solutions**
- **Corente's "Applications without Boundaries" with AVNET for on-demand application delivery, management, monitoring and security**
- **Abas-USA and Siwel Consulting provide Linux ERP solutions for mid market**
- **eONEGroup and SPSI implement CRM Linux solutions featuring eONECommerce**
- **Cognos ReportNet for enterprise reporting solution**
- **TurboWorx Enterprise Software enables compute-intensive and grid-based application workflows**
- **Information Builders and WebFOCUS team for centralized business intelligence around data and applications**
- **Veritas, IBM and Avnet demonstrate UNIX to Linux migrations and High Availability solutions**
- **Demonstrations of multiple ISVs who used IBM eServer Application Advantage for Linux (Chiphopper) – Avokia, Peregrine Systems, TeamQuest, SSH Communications Security, Information Builders**

धन्यवाद
Hindi

Спасибо
Russian

Grazie
Italian

شكراً
Arabic

多謝
Traditional Chinese

Thank You
English

The End

תודה רבה
Hebrew

Gracias
Spanish

Obrigado
Portuguese

Merci
French

Danke
German

감사합니다
감사합니다
감사합니다
감사합니다
감사합니다
감사합니다
Korean

多谢
Simplified Chinese

நன்றி
Tamil

ขอบคุณ
Thai

ありがとうございました
Japanese

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