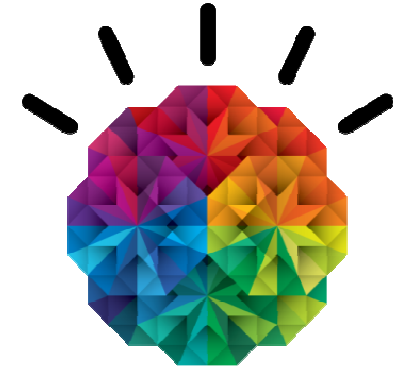**Alan Waite**

IBM Australia / NZ

IBM PureSystems

A growing family of expert integrated systems

What is the problem?

- IT Infrastructure
  - Takes too long to roll out
  - Cost too much
  - Is complex to run and maintain

- … but it is necessary to delivering a service.
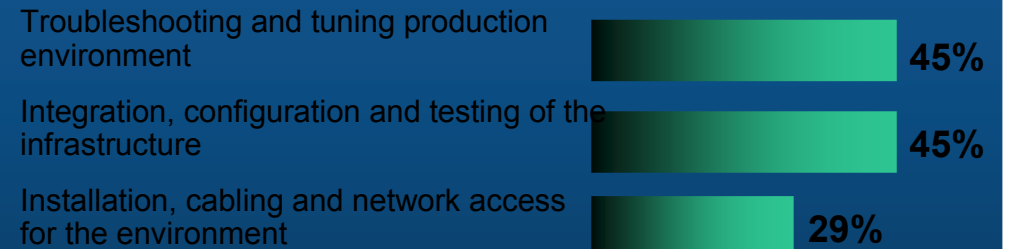
We struggle to overcome barriers of time, cost and risk

Typical IT Project Time and Budget

Phase	Time (days)	Budget
Specify/design	73 - 96	14% - 16%
Procure	57 - 112	19% - 21%
Implement	74 – 93	12%
Configure/test	74 – 80	10% - 11%
Cluster & HA	66 – 104	11% - 12%
Backup	44 – 108	10%
Tune	89 – 98	9% - 10%
Management	67 – 110	9 – 10%

34% of new IT projects (US) **deploy late**

Top Causes of Project Delays

Hardware

Troubleshooting and tuning production environment — **45%**

Integration, configuration and testing of the infrastructure — **45%**

Installation, cabling and network access for the environment — **29%**

Software

Integration, configuration and testing of applications — **41%**

Integration, configuration and testing of middleware — **35%**
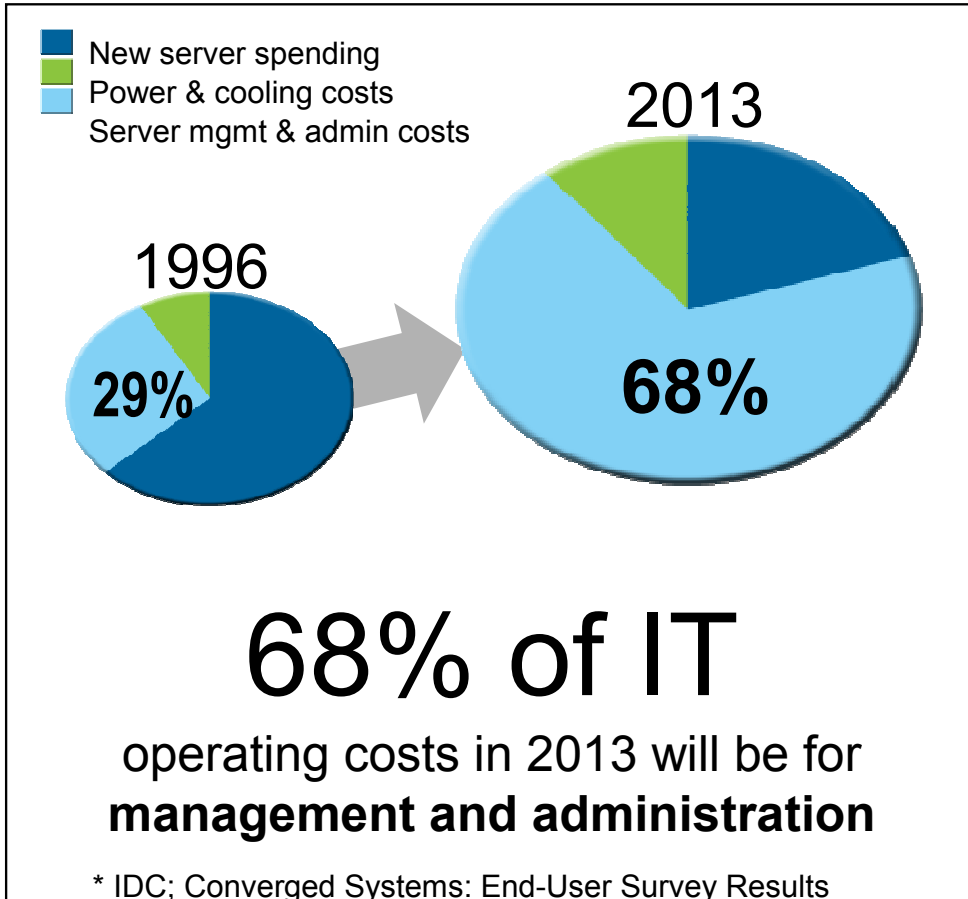
Configuration, build and deployment of applications — **34%**
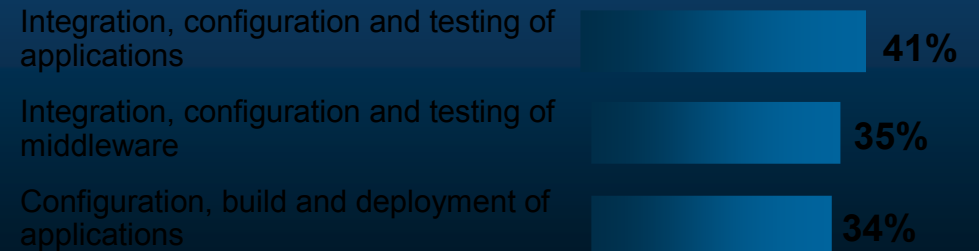
From a commissioned study conducted by Forrester Consulting on behalf of IBM

Is IT ready for the challenge?

Legend:
- New server spending
- Power & cooling costs
- Server mgmt & admin costs

1996
29%

2013
68%

68% of IT

operating costs in 2013 will be for
management and administration

* IDC; Converged Systems: End-User Survey Results
presentation; September 2012; Doc #236966

Only 1 in 5

organizations allocate more than
50% of IT budget to new projects

* 2012 IBM Global Data Center Study

Infrastructure Mega-trends

- # Cloud
  - – A journey to a more <u>agile</u> IT

- # Integrated Systems
  - – A shift in how value is delivered by vendors
  - – A change in how you build IT infrastructure

Integrated Systems

- Still use open standards and commodity components
- A "Systems Architecture", not just "Factory Integration"
- Who can do this?
  - Large "System" vendors
- Who is at risk ?
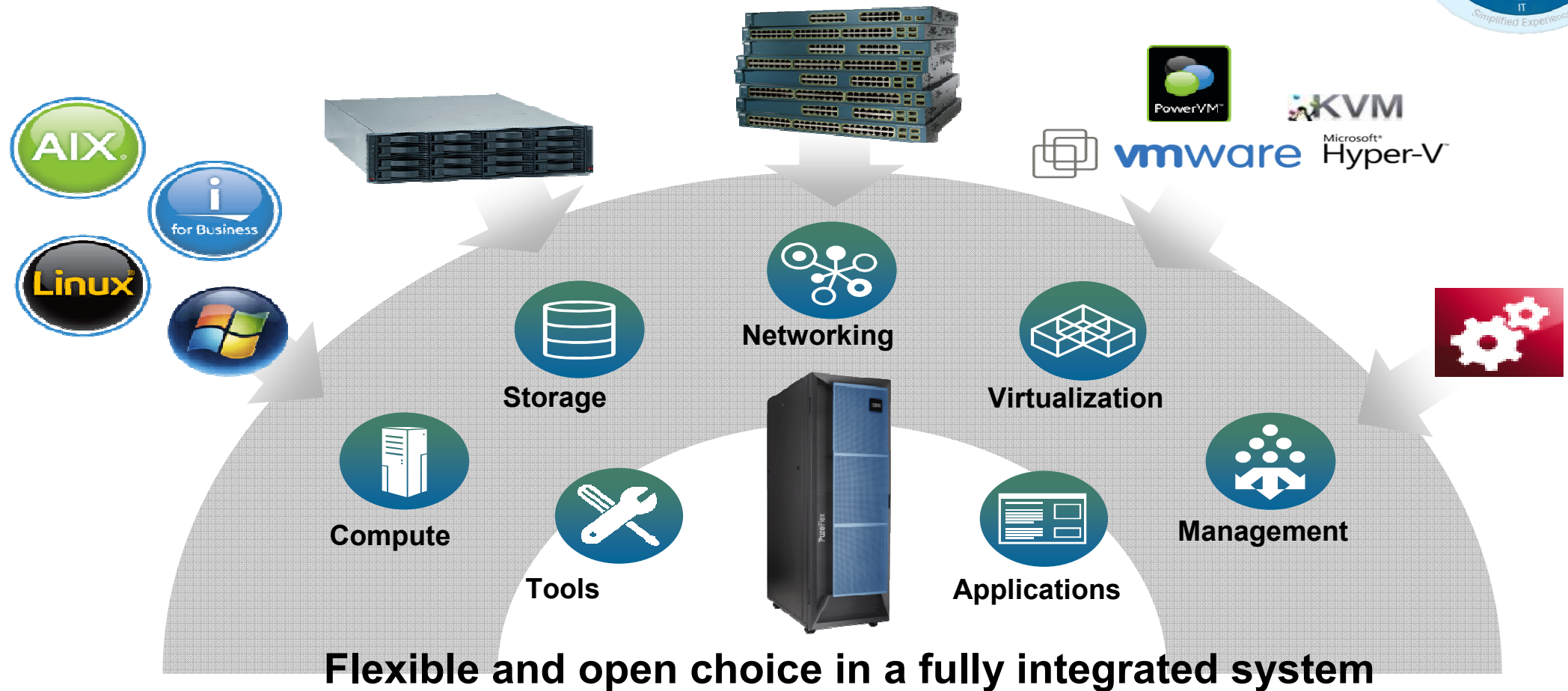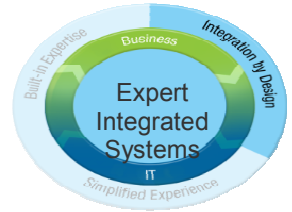 - All the niche component players
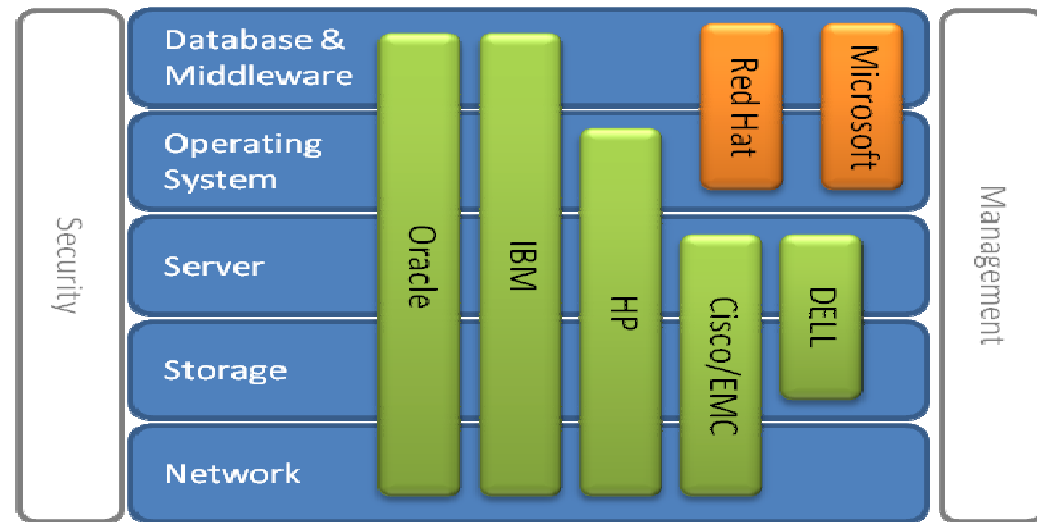
Get out of the SI business and buy end-to-end designs from a single **trusted** systems vendor

Integration yields simplicity and flexibility

Open tools and easy app access through Application Store

IBM PureFlex System is Integrated by design

Expert Integrated Systems

Networking

Storage

Compute

Tools

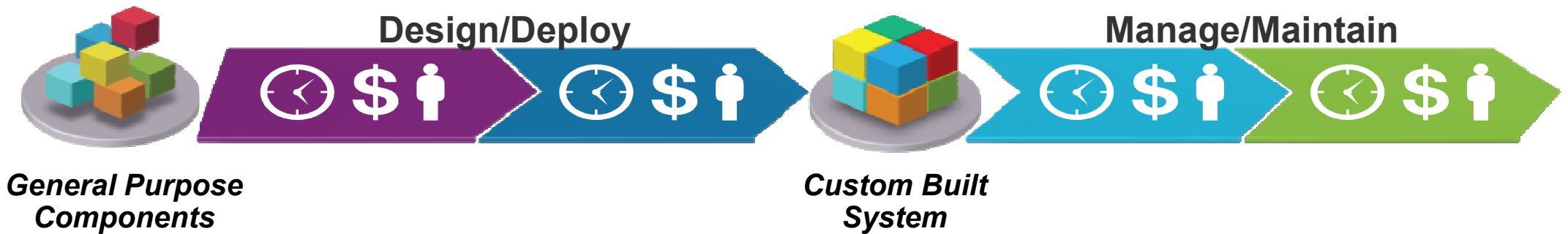Virtualization

Applications

Management

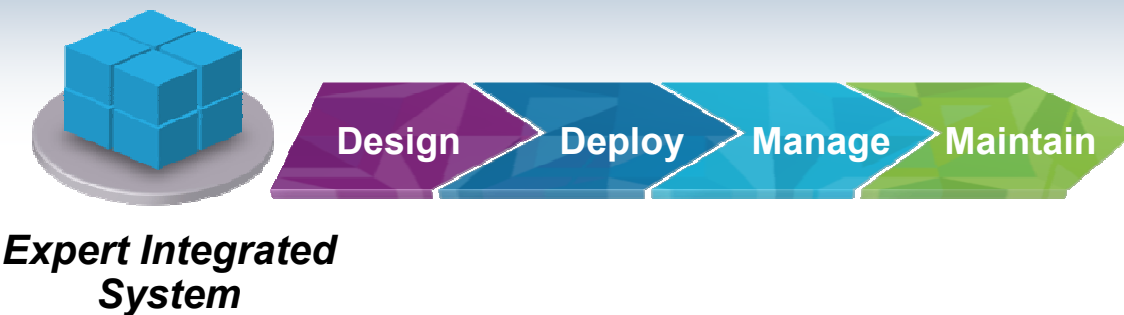**Flexible and open choice in a fully integrated system**

The PureSystems family delivers greater simplicity, speed & lower cost

Today's problem: *Time and effort is spent tuning general purpose components*

Design/Deploy   **Manage/Maintain**
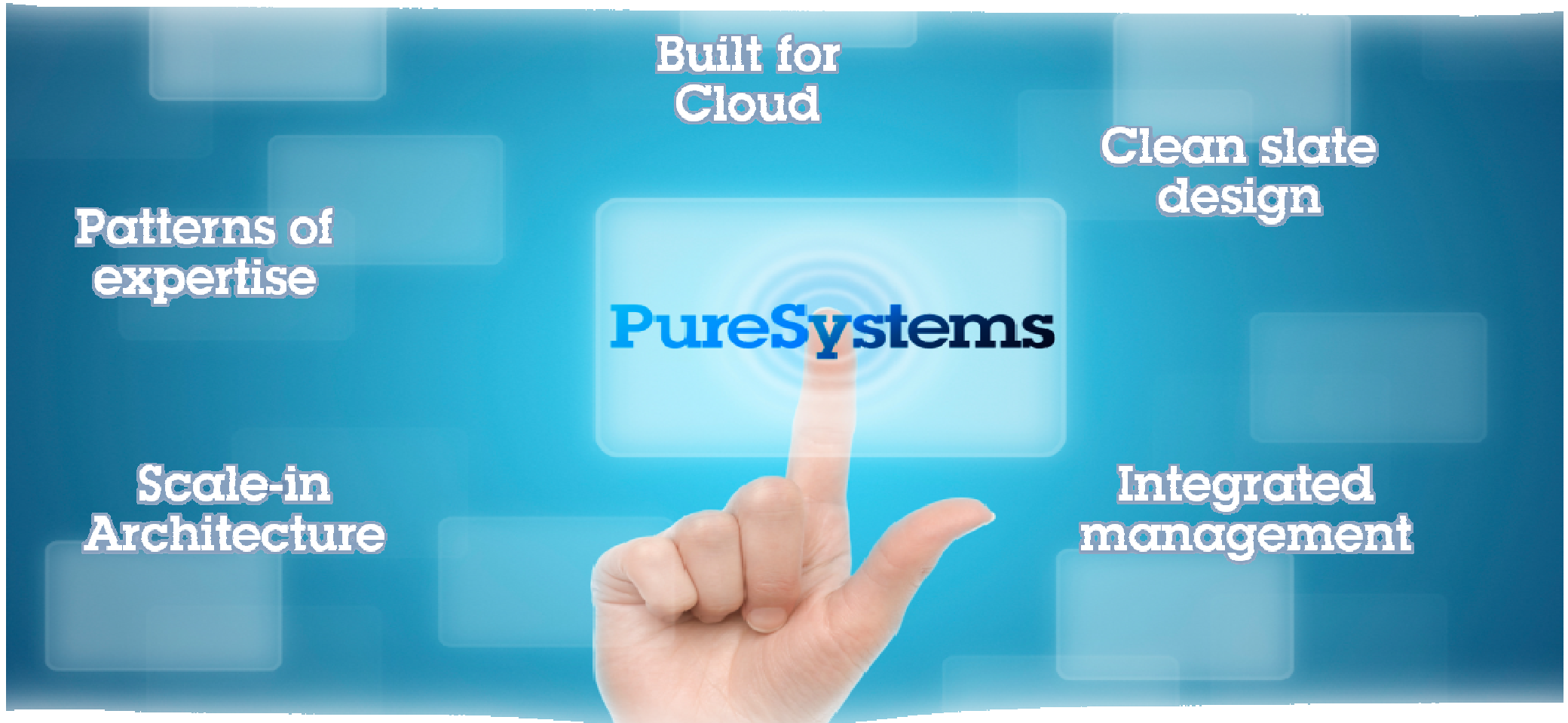
General Purpose Components   *Custom Built System*

The PureSystems solution: *Simplifying the entire IT project lifecycle*

Design   Deploy   Manage   Maintain

Reduced Time, Cost and Risk

Expert Integrated System

IBM has invested in PureSystems innovation

Built for Cloud

Clean slate design

Patterns of expertise

PureSystems

Scale-in Architecture

Integrated management

PureSystems simplify each phase of the systems lifecycle

Procure and Design

Streamlined:

- Pre-integrated, pre-tested, ready to run
- Optimized configurations with high availability
- Single part to order

Develop and Deploy

Accelerated:

- System Up and running in hours
- Easily deploy new application and data services
- Rapidly replicate environments for development and test

Ongoing Management

Simplified:

- Dynamically scale to meet changing demand
- Automatic failover and high availability
- Fully integrated management

Support and Upgrade

Integrated:

- Single support number
- System level updates and upgrades
- Simplified problem determination

Patterns of expertise

Procure and Design Develop and Deploy Ongoing Management Support and Upgrade

Deliver value throughout the IT lifecycle
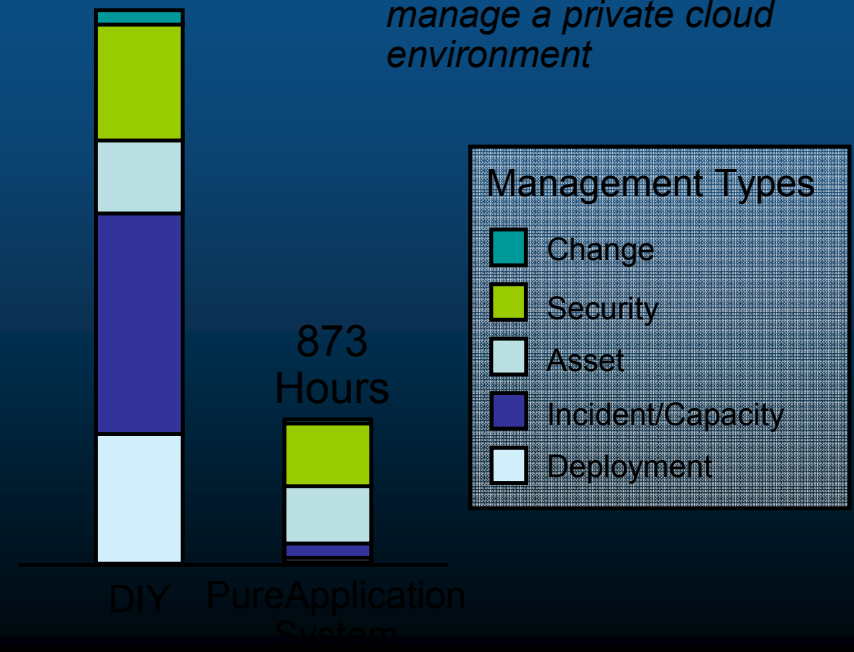
47% fewer deployment labor hours

Virtually eliminating these steps:

☐ Specify/design required servers

☐ Integration/configuration/testing of infrastructure software and middleware

☐ Application deployment

☐ Clustering and backup implementation

☐ Trouble shooting/tuning production environment

☐ Implementing hardware management environment

Expert integrated systems

Built-in Expertise
Business
Integration by Design
IT
Simplified Experience

73% fewer management labor hours

3370 Hours

Yearly labor hours to manage a private cloud environment

873 Hours

Management Types
- ■ Change
- ■ Security
- ■ Asset
- ■ Incident/Capacity
- ■ Deployment

DIY   PureApplication System

PureApplication System Life Cycle Labor Savings Case Study

© 2013 IBM Corporation

With the broadest open ecosystem….

- Over 191 optimized solutions from 170 leading ISV partners
  - Delivering applications including analytics, mobile, commerce and more.
  - **PureSystems Centre** is the gateway to IBM and certified partner expertise

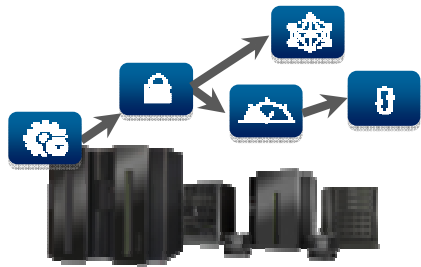   **Ibm.com**/puresystems/centre

- 60+ partners committed to PureData System*

IBM PureSystems family is built for cloud

Flexible deployment options with IBM SmartCloud

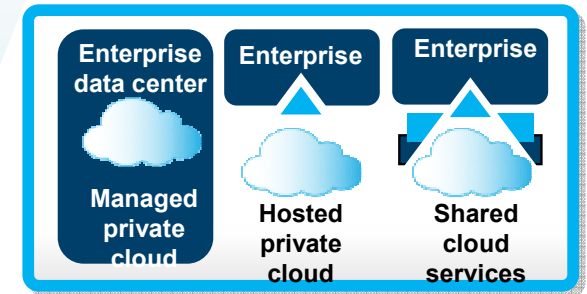## Accelerate cloud deployments
with expert integrated systems

PureSystems

Deploy cloud platforms into your existing infrastructure

Enterprise data center	Enterprise	Enterprise
Managed private cloud	Hosted private cloud	Shared cloud services

Immediate access to managed services

IBMSmart**Cloud**
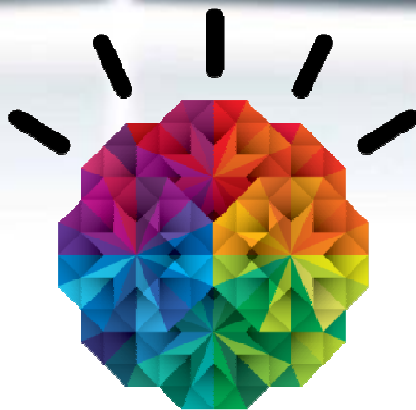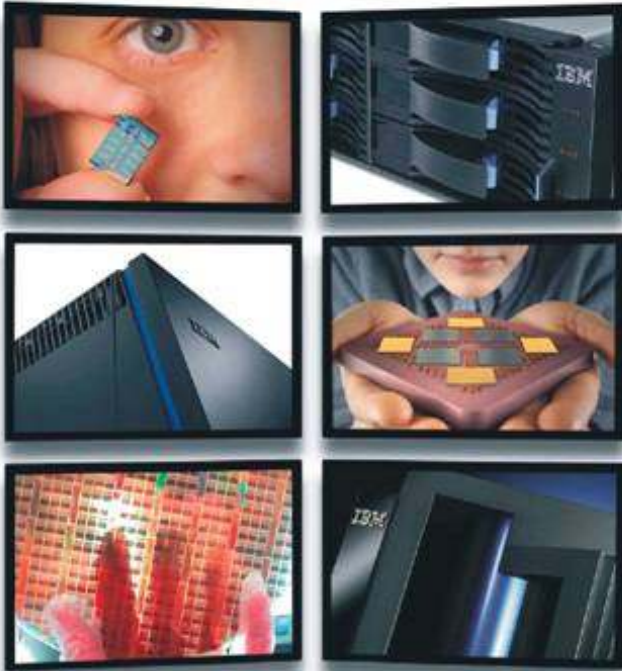
What's the Value?

IBM takes the Risk

- Pre integrated hardware
- Patterns guarantee software deployment
- Packaged maintenance, Account Support Advocate

Speed Deployment

- Fast time to Value

Simplify Maintenance

- 68% of IT budgets spent "keeping the lights on"
- Shift budget from maintaining status quo to new projects

Delivering the value of expert integrated systems

PureFlex

Infrastructure

Delivering Infrastructure Services

PureApplication

Application Platform

Delivering Platform Services

PureData

New

Data Platform

Delivering Data Services

PureSystems

- Integration by Design
- Built-In Expertise
- Simplified Experience