

PureSystems

Changing the economics
and experience of IT



ABT Online – a PureSystems Case Study

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- The Journey
- The Decision
- The Outcome
- The Future



The Journey



- ABT Online - 15 years
 - *"The Bureau"...ASP...Cloud...Managed Services Environment*



The Journey



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 - *"The Bureau" ...ASP...Cloud...Managed Services Environment*
- Why we went down the path of Cloud:
 - *best we ever hope for is transparency, need client "stickiness"*
 - *clients want it, but otherwise can't afford it*
 - *3 year roller coaster v linear growth*



The Journey



- ABT Online - 15 years
 - *"The Bureau"...ASP...Cloud...Managed Services Environment*
- Why we went down the path of Cloud:
 - *best we ever hope for is transparency, need client "stickiness"*
 - *clients want it, but otherwise can't afford it*
 - *3 year roller coaster v linear growth*
- Challenges:
 - *Mission-critical, enterprise-wide business applications*
 - *Fruit-salad environment – 15 servers, running 30+ clients, across 2 locations...*
 - *Painful management of the environments, devices*
 - *Power usage/consumption...*
 - *Multi tenanting, usage metering, licence mgt, upgrade independence, multiple O/S's*
 - *Can't use Pre-configured environments...!*



The Journey



- Major Refresh Project:
 - *Had to size the requirement and conduct a modified "RFP" process...*
 - *Projected growth plans...*



The Journey



- Major Refresh Project
 - *Had to size the requirement and conduct a modified "RFP" process...*
 - *Projected growth plans...*
- 2x5 decision - Completely Outsourced V ABT-MSP...
 - *Comparison of 2 outsourced suppliers (X & Y) and 3 vendors*



The Decision



- Qualitative & Quantitative, including projected growth...



The Decision



- Qualitative & Quantitative, including projected growth...
- Presented to The Board:
 - *Outsourced +/-20 VM's...*
 - *Quantified the Delta between the solutions from vendors*



The Decision



- Why IBM PureSystems “FlexSystem”?

It was the vibe, it was Mabo...



The Decision



- Compelling (C-level) Reasons:
 - *IBM technology stack - Tin/OS/DB/BI, IBM Labs POC...*
 - *FlexSystems - built from components...*
 - *IBM Integration by design - no inter-operability questions/issues...*
 - *IBM Finance - TCO ...*
 - *Outright cost to purchase v cost to manage - IBM cheaper*

- *Over to Tristan...*



The Decision (TP)



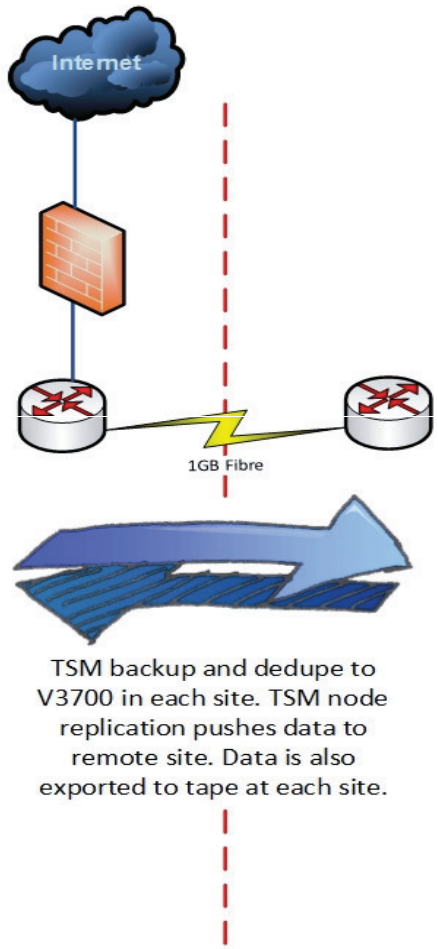
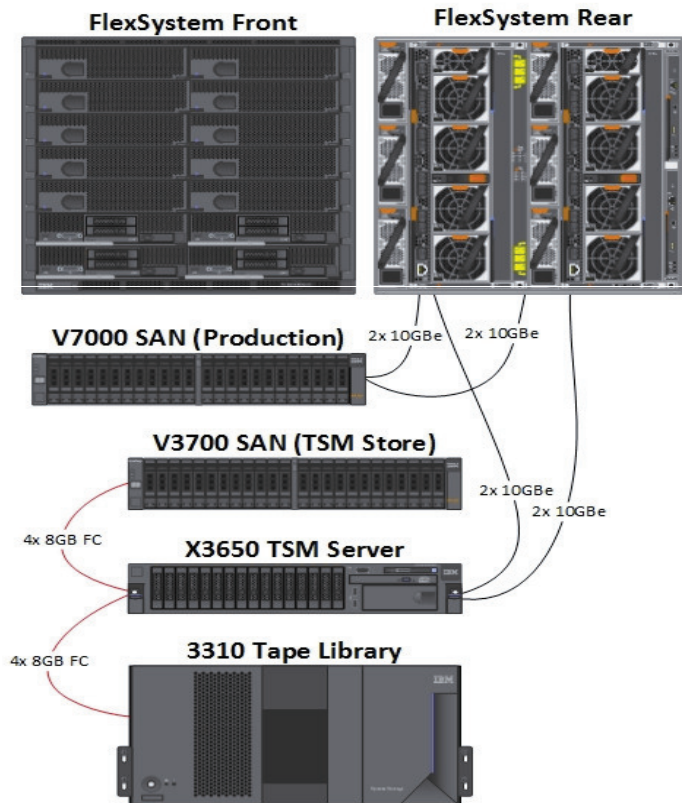
- What we bought and Why (Detail):
 - 2x v7000 SAN (Production data)
 - 2x v3700 SAN (TSM Store)
 - 2x TSM servers with node replication to remote site
 - 2x PureFlex Chassis (Fibre with a mix of iSCSI)
 - 2x 3310 Tape Libraries (long term storage, cost, archiving)



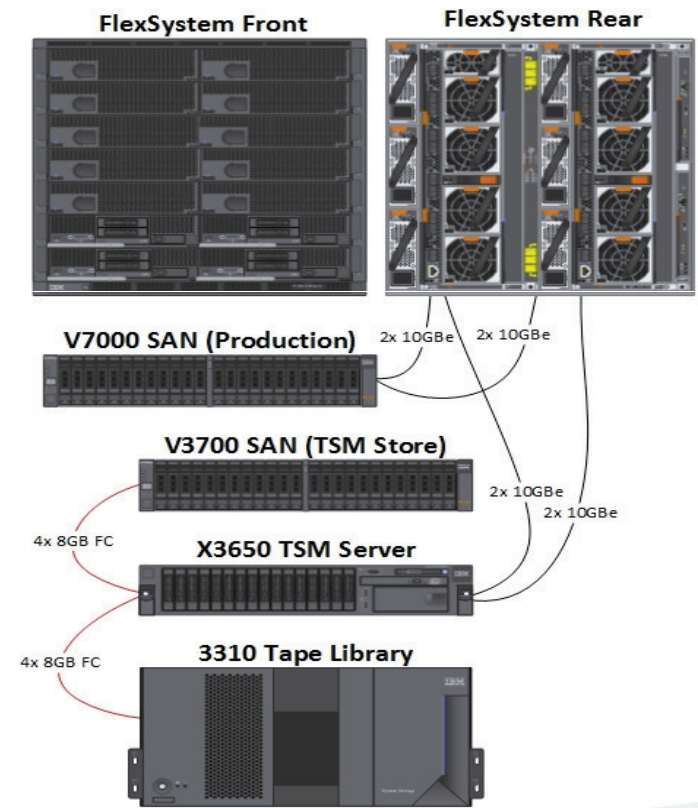
ABT Online Diagram



ABT Online Data Centre Site



ABT Remote Site



The Decision (TP)



- What we bought and Why (Detail):
 - *PureFlexChasis - xSeries AND pSeries ComputeNodes (blades)*
 - *Velocity of deployment/expansion - "Package Deployment" per build*
 - *FlexSystem manager (FSM) Systems Integration - Single pane of glass - control their world, no need to reinvent each install (consistency), releases us to innovate*
 - *Mobile Systems Management (FlexSystems Manager)*
 - *IBM Switches within PureFlex Chassis are "Virtualization-aware" - selection and redundant.*

The Outcome



- “Boutique” Private Cloud Solution
- Make it easy to do business with us, but sticky
- Delivered:
 - 160% more processing power,
 - 600% more memory,
 - 30% less power consumption,
 - 500% growth capacity without buying another Chassis (unlimited beyond).

The Outcome



- Granular outcomes:
 - Full Quantifiable benefits not fully realized yet...
 - Redundancy, high availability...
 - Rapid repeatable setup/tear down of deployments...
 - Maintenance - patch deployments, no more tape changes.



The Outcome



- Surprise outcomes:

- ***if you build it, they will come***

- *SaaS AND IaaS (not PaaS)*

- *IBM MSP relationship - leveraging value - credibility, resources, expectations.*



The Future



- Threats:
 - Power ...
 - Security ...
 - Politics ...



The Future



- Expand core deliverables for our ERP, CRM, eCommerce and Mobility solutions
- Offer Broader offerings – hot-site replication, client-specific “unique” IaaS solutions, Hosted DR/BCP, Cloud-backup of on-premise systems (MS Office), recalcitrant-backups
- Leveraging IBM’s stack (incl. Cognos)...
- Deploy more IBM PureSystems Components: FlexSystems, PureFlex, PureApplications.





- Thank you
- Questions?

