



PureSystems

Changing the economics
and experience of IT

IBM PureSystems Changing the Economics and Experience of IT

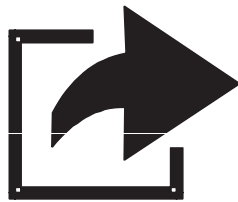
Richard Vowles – IBM



Three market shifts are driving IT change



Application cycle time is shrinking



Data is emerging as the world's newest resource



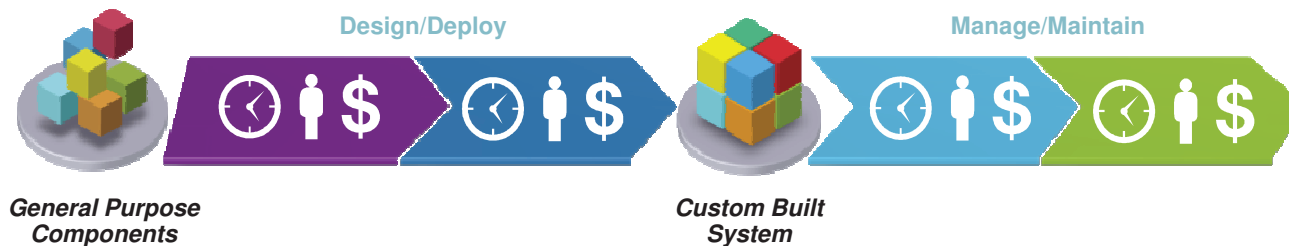
Cloud is the new delivery model



Increasing the need for
Speed

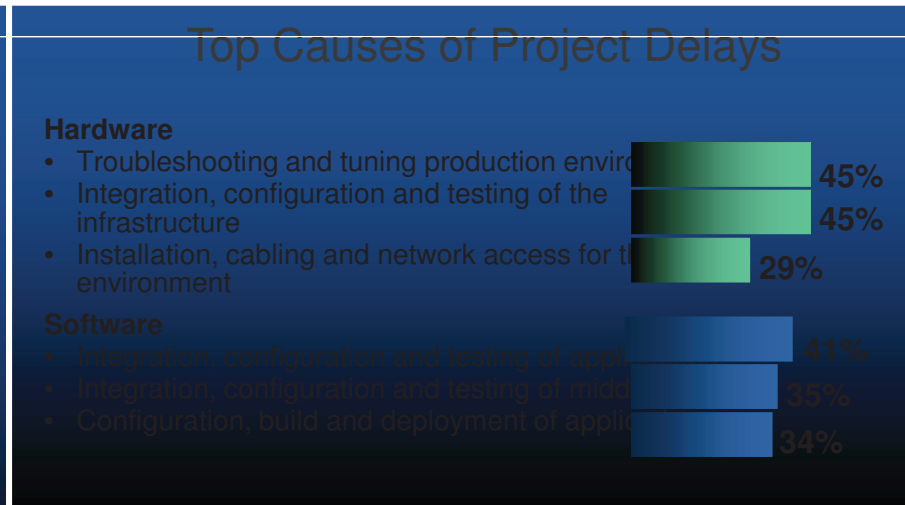
- Very short cycle times
- Rapid iteration
- Real-time access
- Faster insight
- Immediate context
- Rapid scaling for unpredictable demand and large volume

The problem: The time and effort spent on today's IT environment

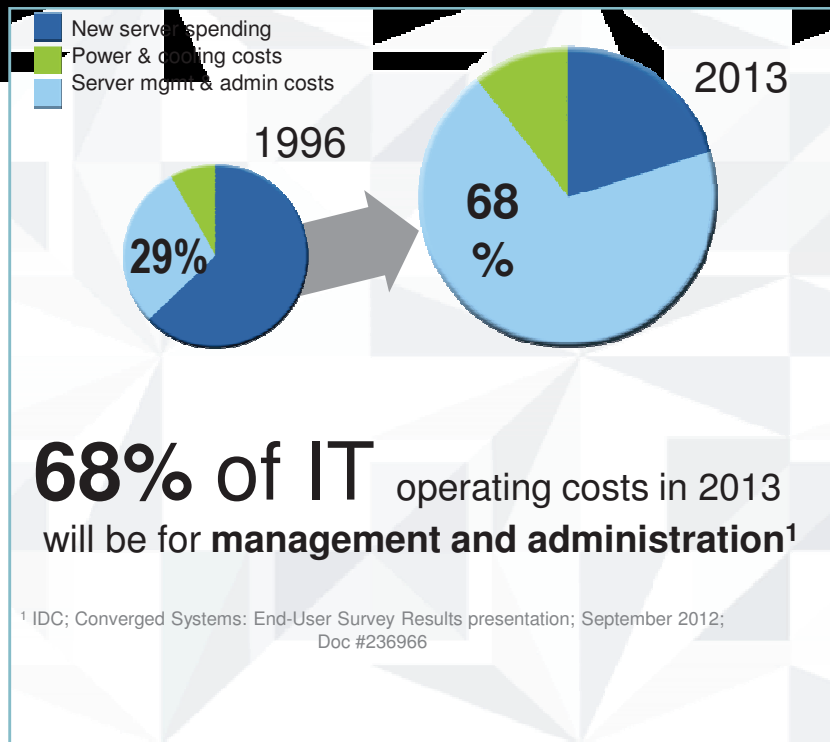


Typical IT Project Time and Budget

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	87 - 110	9 - 10%



Relentless pursuit of IT efficiency is driving integrated systems



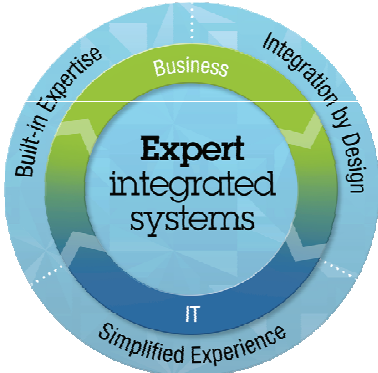
Expert integrated systems change the economics and experience of IT



PureSystems

Systems with integrated expertise and built for cloud

Built-in Expertise
Capturing and automating what experts do



Integration by Design
Deeply integrating and tuning hardware and software

Simplified Experience
Making every part of the IT lifecycle easier

The IBM PureSystems family

