

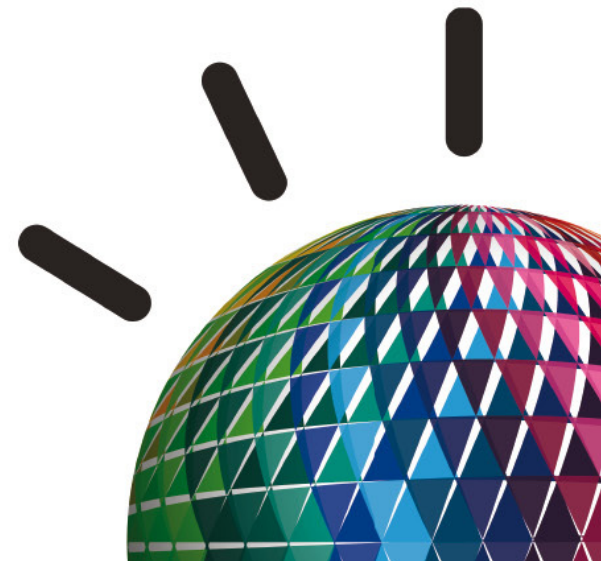
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L'arte di rendere il business
più flessibile, agile e dinamico che mai.

Roma, 7 giugno 2012



Giuseppe Ravasi
PureApplication System



IT must break through budget and resource barriers

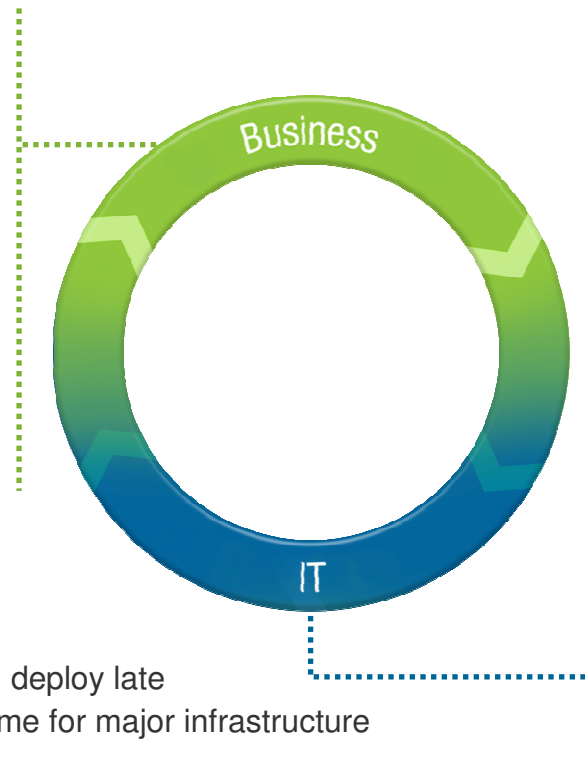
Business Goals

Grow top and bottom line by:

- Driving business innovation
- Make new markets
- Respond to competitive threats
- Enhance the customer experience

Typical Results:

- 23% of new IT projects (worldwide) deploy late
- 55% experience application downtime for major infrastructure upgrades once deployed



IT Reality

Getting Up and Running

- 2-3 months to specify and procure
- 2-3 months to integrate, configure and deploy

Development Operations

- 3-6 months to go from development to production

Ongoing Effort

- 1-3 months to troubleshoot and tune
- Ongoing effort and downtime to maintain, scale and upgrade

Source: A commissioned study conducted by Forrester Consulting on behalf of IBM

Clients struggle to overcome barriers of time, cost and risk

Typical IT Project Time and Budget

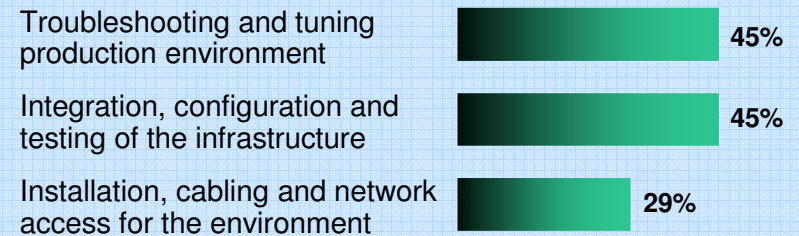
Phase	Time (days)	Budget
Specify/design	73 - 96	14% - 16%
Procure	57 - 112	19% - 21%
Implement	74 - 93	12%
Configure/test	74 - 80	10% - 11%
Cluster & HA	66 - 104	11% - 12%
Backup	44 - 108	10%
Tune	89 - 98	9% - 10%
Management	67 - 110	9 - 10%

23% of new IT projects (worldwide) *deploy late*

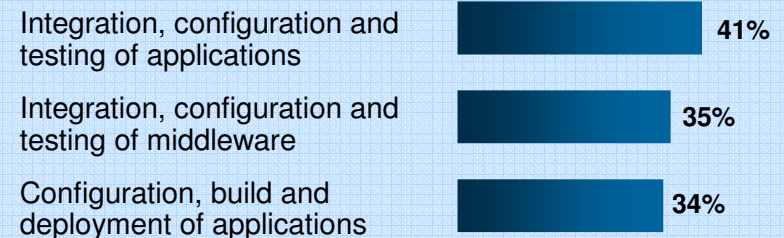
Source: A commissioned study conducted by Forrester Consulting on behalf of IBM

Top Causes of Project Delays

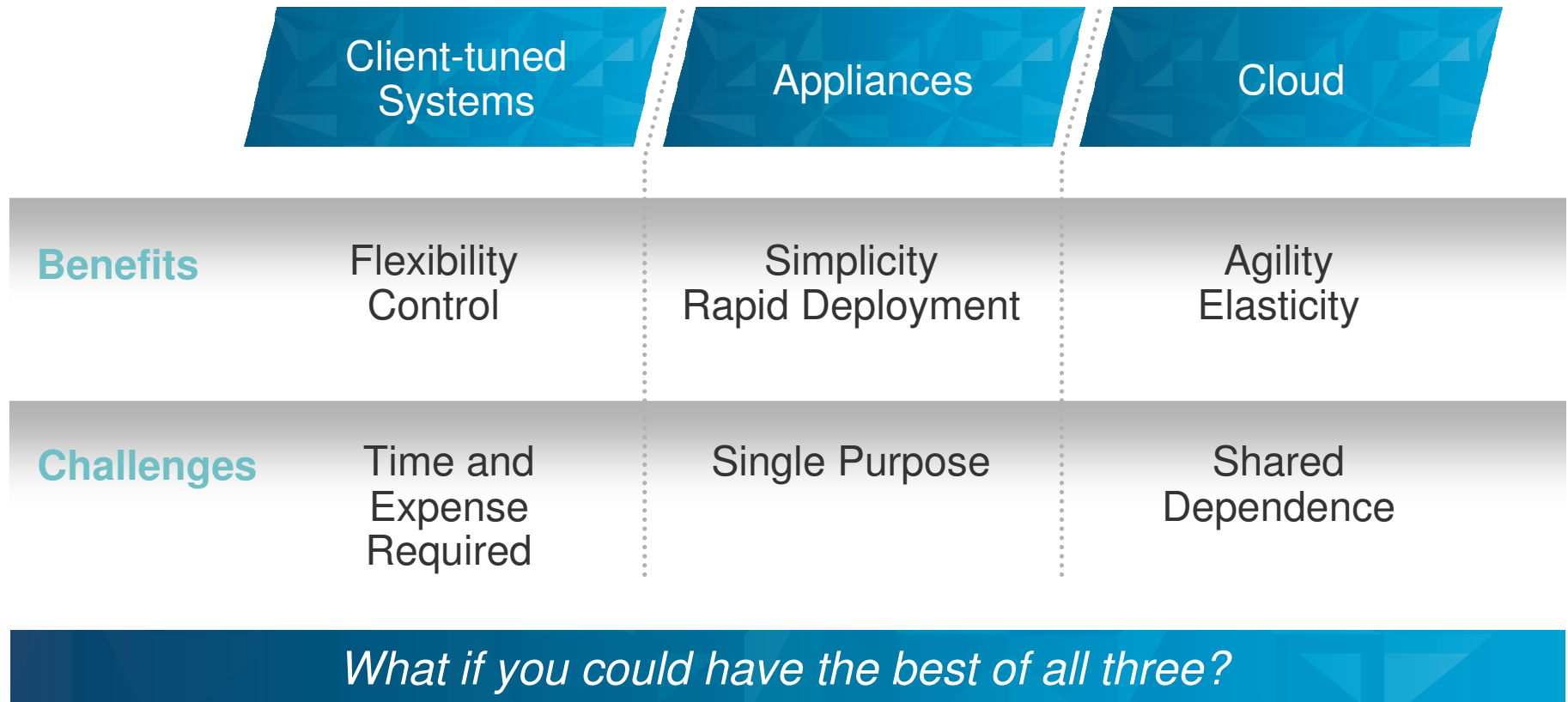
Hardware



Software



Clients have tried various approaches to close the gap

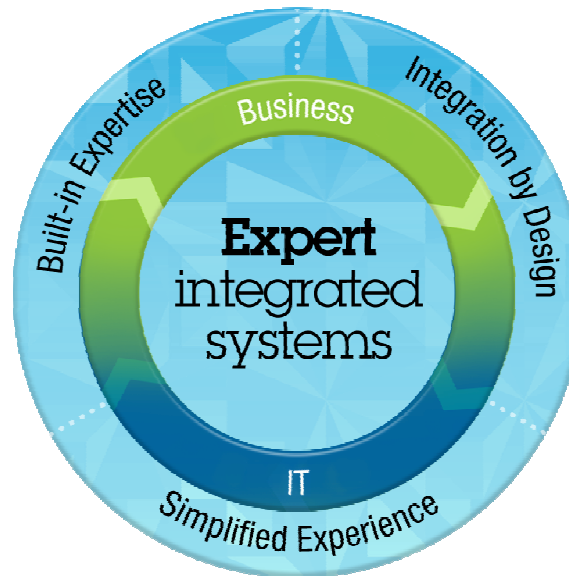




The time has come for a new breed of systems

Systems with integrated expertise and built for cloud

Built-in Expertise
Capturing and automating what experts do – from infrastructure patterns to application patterns



Integration by Design
Deeply integrating and tuning hardware and software – in a ready-to-go workload optimized system

Simplified Experience
Making every part of the IT lifecycle easier - with integrated management of the entire system and a broad open ecosystem of optimized solutions



IBM Announcing PureSystems

The next evolution of an expert integrated system

Starts at Acquisition: A continuum of value from building blocks to systems

Building Blocks

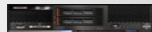
Chassis

14 half-wide bays for nodes



Compute Nodes

Power 2S/4S*
x86 2S/4S



Storage Node

V7000



Management Appliance



Networking

10/40GbE, FCoE, IB
8/16Gb FC



Expansion

PCIe
Storage



IBM PureFlex System

Pre-configured, pre-integrated **infrastructure systems** with compute, storage, networking, physical and virtual management, and entry cloud management with **integrated expertise.**



IBM PureApplication System

Pre-configured, pre-integrated **platform systems** with middleware designed for transactional web applications and enabled for cloud with **integrated expertise.**





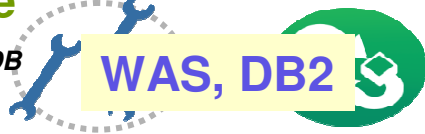
IBM PureApplication System

Combining virtualized workloads with scalable infrastructure

What's in the box?

Middleware

Unlimited entitlement for DB & App server patterns



Open system support

Deploy

Automated provisioning from weeks to minutes



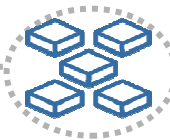
Self serve

Manage

From separate to integrated monitoring



Single point of maintenance



Compute

96-608 cores
16GB/core ram



Storage

Solid State (6 TB)
Spindles (48 TB)
"Easy Tier" sw

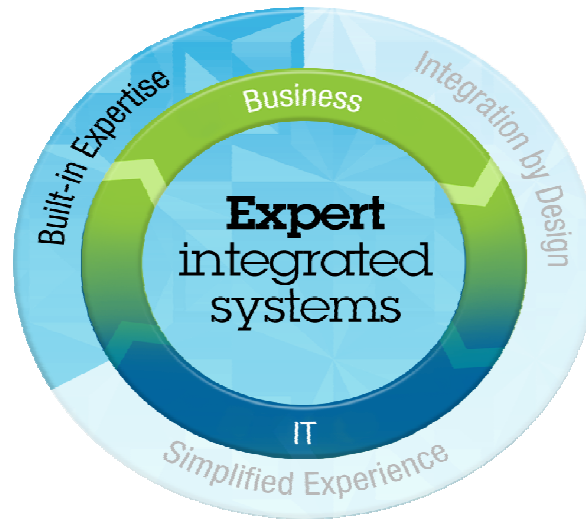


Interconnect

10 GB ethernet
8 GB FC



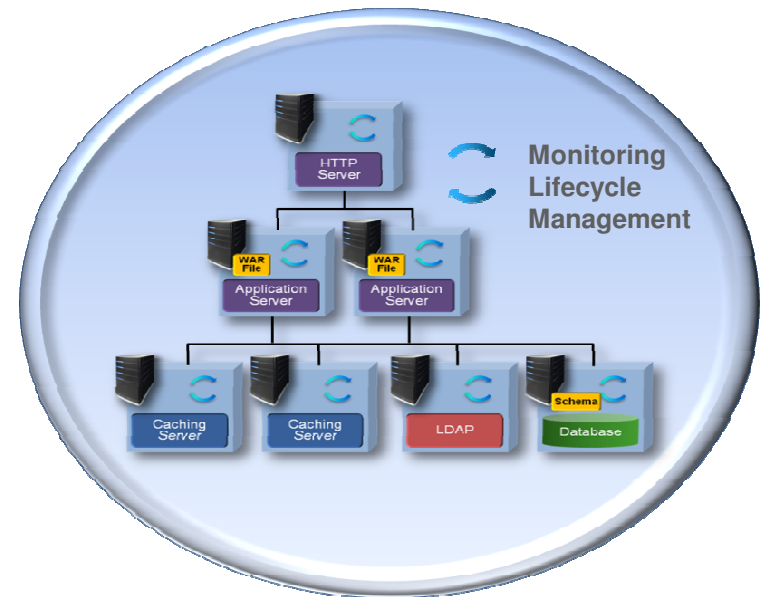
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Patterns of Expertise: Proven best practices and expertise for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized *into a deployable form*

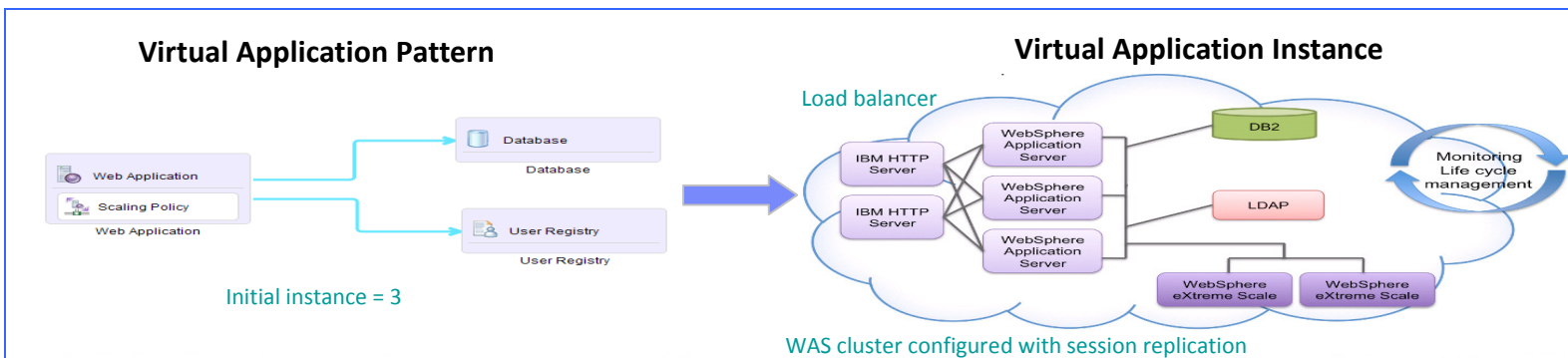
What is a Pattern?

- The pre-defined architecture of an application
- For each component of the application (i.e. database, web server, etc)
 - Pre-installation on an operating system
 - Pre-integration across components
 - Pre-configured & tuned
 - Pre-configured Monitoring
 - Pre-configured Security
 - Lifecycle Management
- In a **deployable form**, resulting in **repeatable deployment** with **full lifecycle management**
- **Delivering** superior results:
 - **Agility:** Faster time-to-value
 - **Efficiency:** Reduced costs and resources
 - **Simplicity:** Simpler skills requirements
 - **Control:** Lower risk and errors



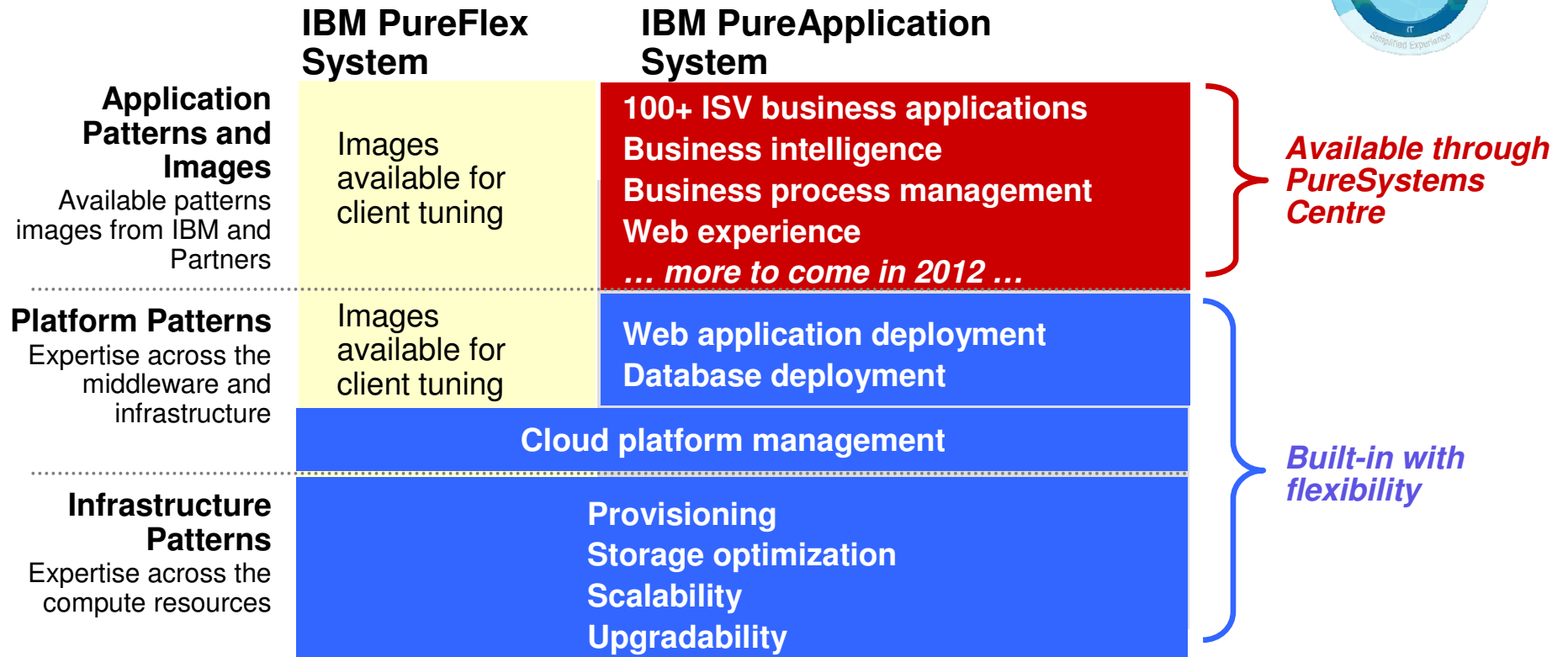


The screenshot shows the bApp Virtual Application Builder interface for a TradeLite Application. The main diagram area displays an Enterprise Application connected to a Database (TradeDB) and a Scaling Policy. The left pane lists various assets like Enterprise Application, Existing Web Service Provider Endpoint, Policy Set, Web Application, and Database Components. The right pane shows the configuration for the Scaling Policy, including session caching and scaling type (Response Time Based).





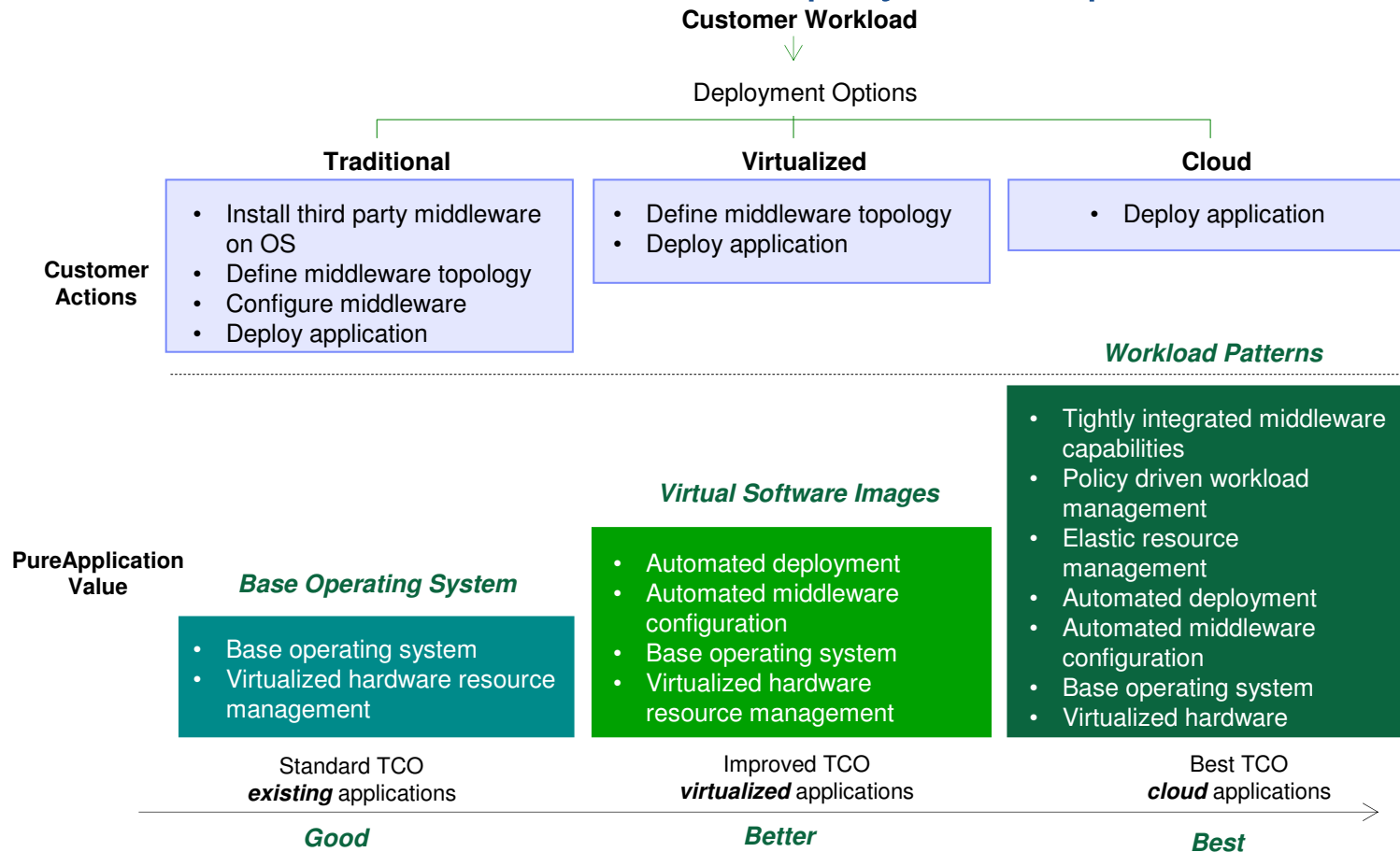
IBM PureSystems extensible with “patterns of expertise”





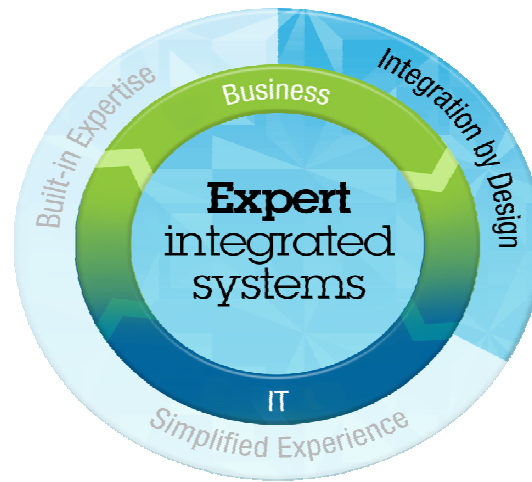
Middleware Cloud Deployment Options

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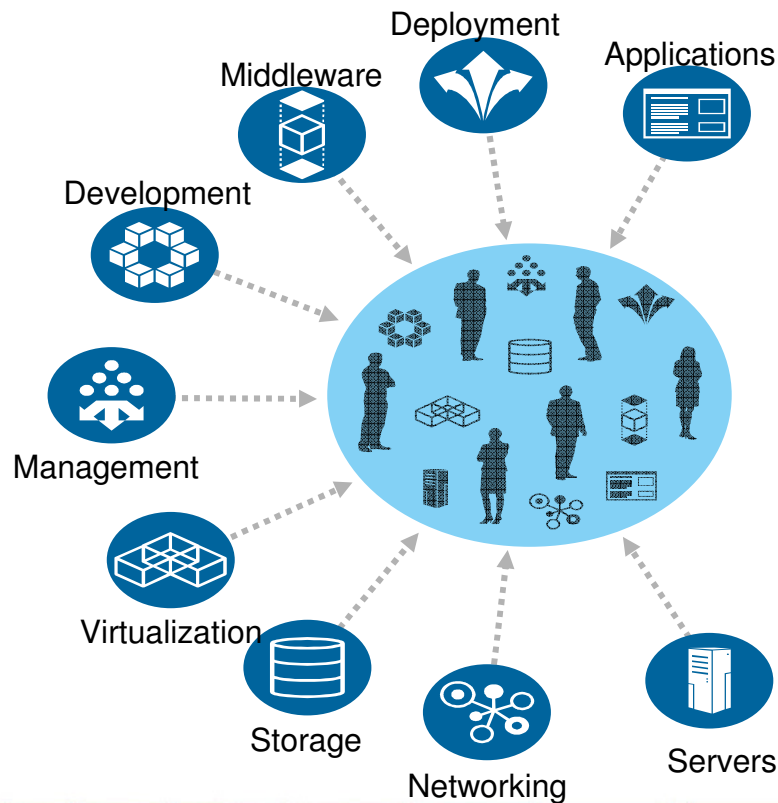
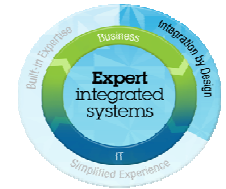


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IBM PureApplication System integration by design

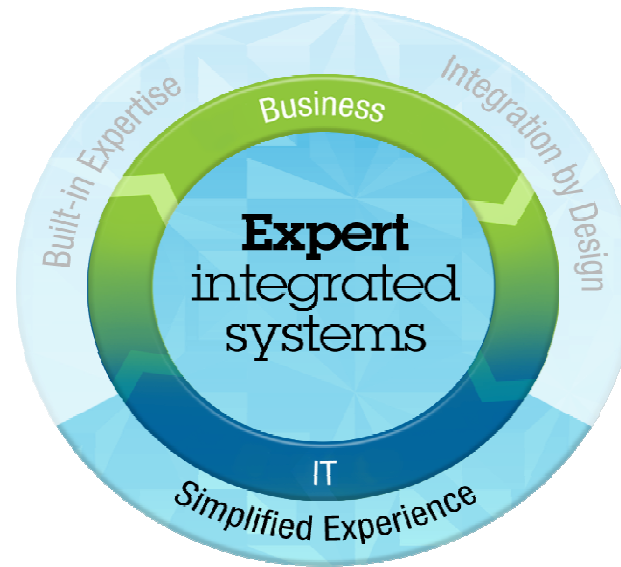


Optimizes the complete solution stack:

- All hardware and software components factory integrated and optimized
- Virtualized across the stack for efficiency
- Unified management, monitoring & maintenance
- Integrated and elastic application and data runtimes
- Application patterns allocate system and application resources for optimal performance, security and reliability

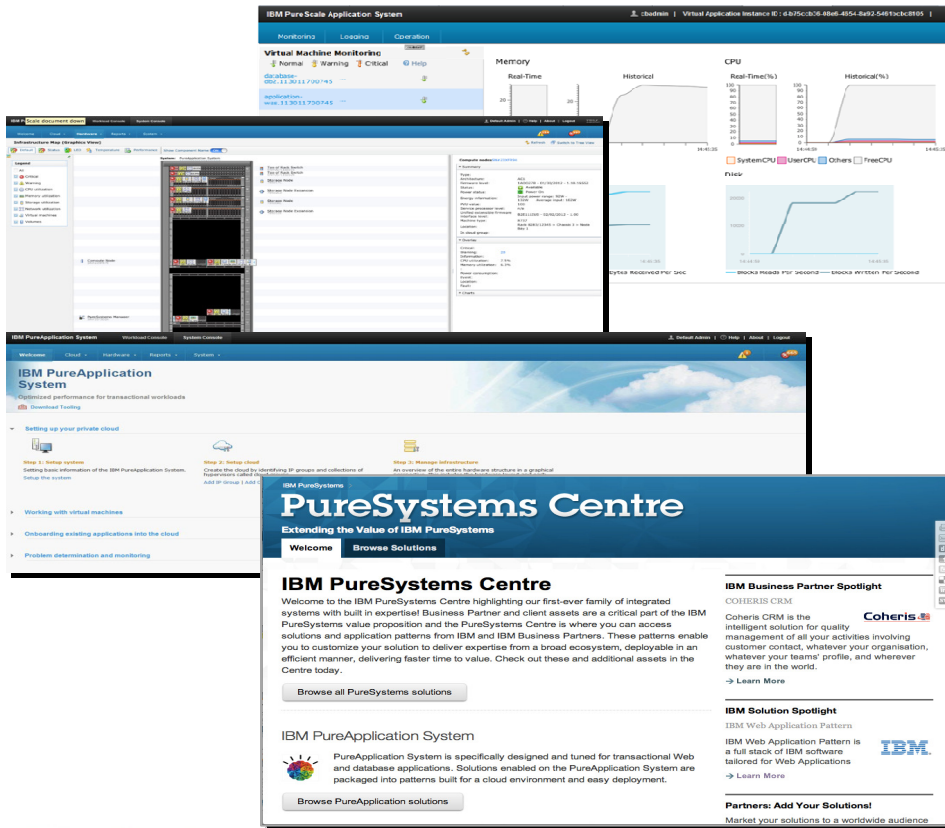


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IBM PureApplication System simplified experience



New client experience:

- Single product streamlines ordering, tracking, receiving, installing and running
- Factory installed, fully packaged solutions drive simple setup (pull it out of the box, plug it in and boot it up)
- Management integration across system
- Single point of contact for support
- Upgrade with zero downtime based on integrated patches and system design
- PureSystems Centre – an online catalog of applications and patterns.
- A broad open ecosystem of optimized solutions



Extensibility from the broadest ecosystem is made easy

New IBM PureSystems Centre:

- Gain access to a broad community of IBM and certified partner expertise
- Download optimized, deployable application patterns from 100+ leading ISV partners
- Search by solution area, industry or system
- Download fixes and patches
- Access to developer community



Also run your existing applications today*



IBM PureApplication System is built for cloud

Characteristics of a Cloud:

- Dynamic resource scalability
- Highly standardized infrastructure
- Multi-tenancy
- Virtualization
- Automated provisioning of IT resources
- Catalog of services
- User-based self-service
- Service level management
- Usage-based reporting





PureExperience: IBM's investment to *prove it*

Offers the following at no charge:

- **Application Assessment**
To assess the readiness for an organization to adopt the PureApplication System
- **Business Value Assessment**
Benefits and ROI
- **IBM PureExperience**

On-site installation of PureApplication System and guided demonstration of business value

Execution of a 10 day on-site service engagement

Use of the PureApplication System for 30 days

Lab advocate for usage questions and advice

Single point of IBM support and maintenance





Cross IBM support for PureSystems across the IT lifecycle

IBM Global Financing

makes it even simpler with flexible financing options.

Acquire PureSystems today! No upfront costs and defer payments for 90 days¹.



IBM Global Technology Services

is one of the key sources of the expertise and intelligence built into IBM PureSystems.

¹ IBM Global Financing offerings are provided through IBM Credit LLC in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government clients. Rates and availability are based on a client's credit rating, financing terms, offering type, equipment and product type and options, and may vary by country. Non-hardware items must be one-time, non-recurring charges and are financed by means of loans. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice and may not be available in all countries.