

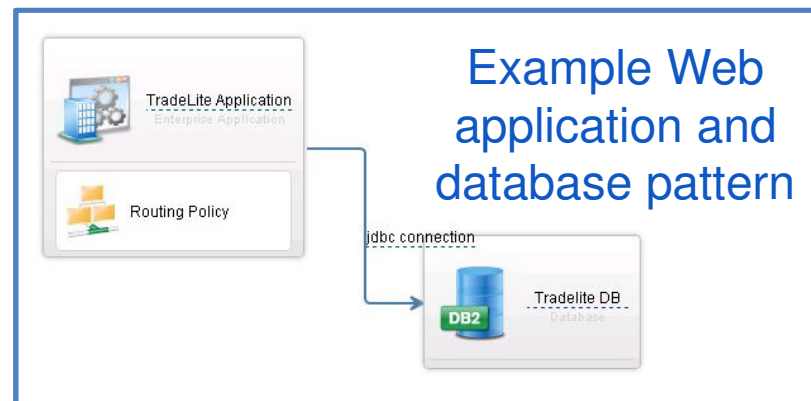
# Cloud. Pure and simple.

Summary and Action



# We showed you how PureApplication is the solid cloud application platform of choice

- It has “Patterns of Expertise” for easy topology deployment
- It is Cloud. Pure and Simple.



**Kingland Systems:** *“We had one pilot where we deployed the solution in two to four hours. Before it would take between five and 10 days and involve many more people.”* — Matt Good, Principal, Software Architect, Kingland Systems

*“It took only two weeks to get up and running as far as the full automation of our products so we could leverage the patterns. Now it's just a matter of selecting the parts from the library and clicking the button to deploy the application. It's that easy.”* — Matt Good, Principal, Software Architect, Kingland Systems

Kingland Systems case study [Web site](#)

# We showed you how PureApplication is the solid cloud application platform of choice

- It has system performance and value
- It is Cloud. Pure and Simple.

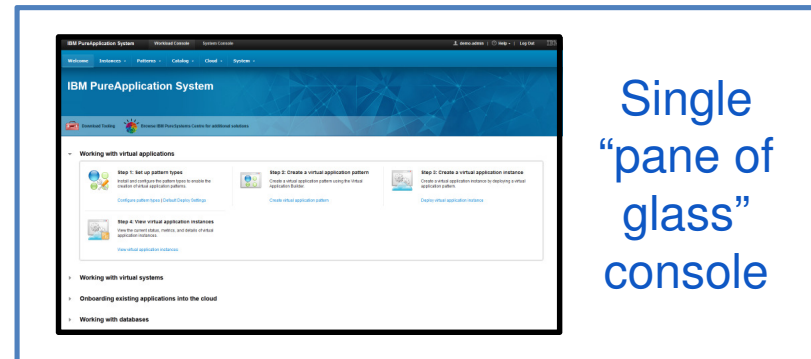


**Desert Research Institute:** *“We selected IBM PureSystems because they had a great blend of capabilities — easy to deploy, use and maintain, faster processing, highly scalable, available and secure, and cloud ready.”* — Dr. Stephen Wells

DSI press [release](#) and DSI [case study](#) downloadable PDF

# We showed you how PureApplication is the solid cloud application platform of choice

- It has Integrated management to help keep labor and costs down
- It is Cloud. Pure and Simple.

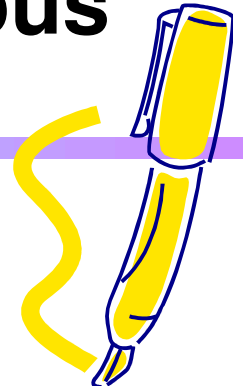


**Blue Shield of California:** *“We are pleased with the IBM PureApplication System. It was easy to deploy and customize. Blue Shield has gained tremendous efficiencies by leveraging the power of Patterns received with the system; and have created additional Patterns to fit our specific needs.*

*Through PureApp's single interface, we can control, monitor and manage multiple environments. PureApp has provided us with the confidence to meet the needs and expectations of the business.” — Michael Mathias, CIO, Blue Shield of California*

# PureApplication System sees tremendous success – here's some highlights

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- With **250% growth** in 2013 across 20 countries; as far north as Siberia and as far south as Australia
- An **85% faster rate of adoption** since launch than Oracle Exalogic
- Nearly **30% of our unit sales have been with new clients** to IBM, against incumbents like Oracle, Cisco UCS, HP, Dell, JBoss, Open Source
- In 4Q13, **35% of our sales were repeat orders**, highlighting the value PureApplication System delivers
- Optimized patterns continues to grow with **over 200 patterns** available from IBM and IBM partners

# The story is clear: Cloud. Pure and simple. Available through PureApplication

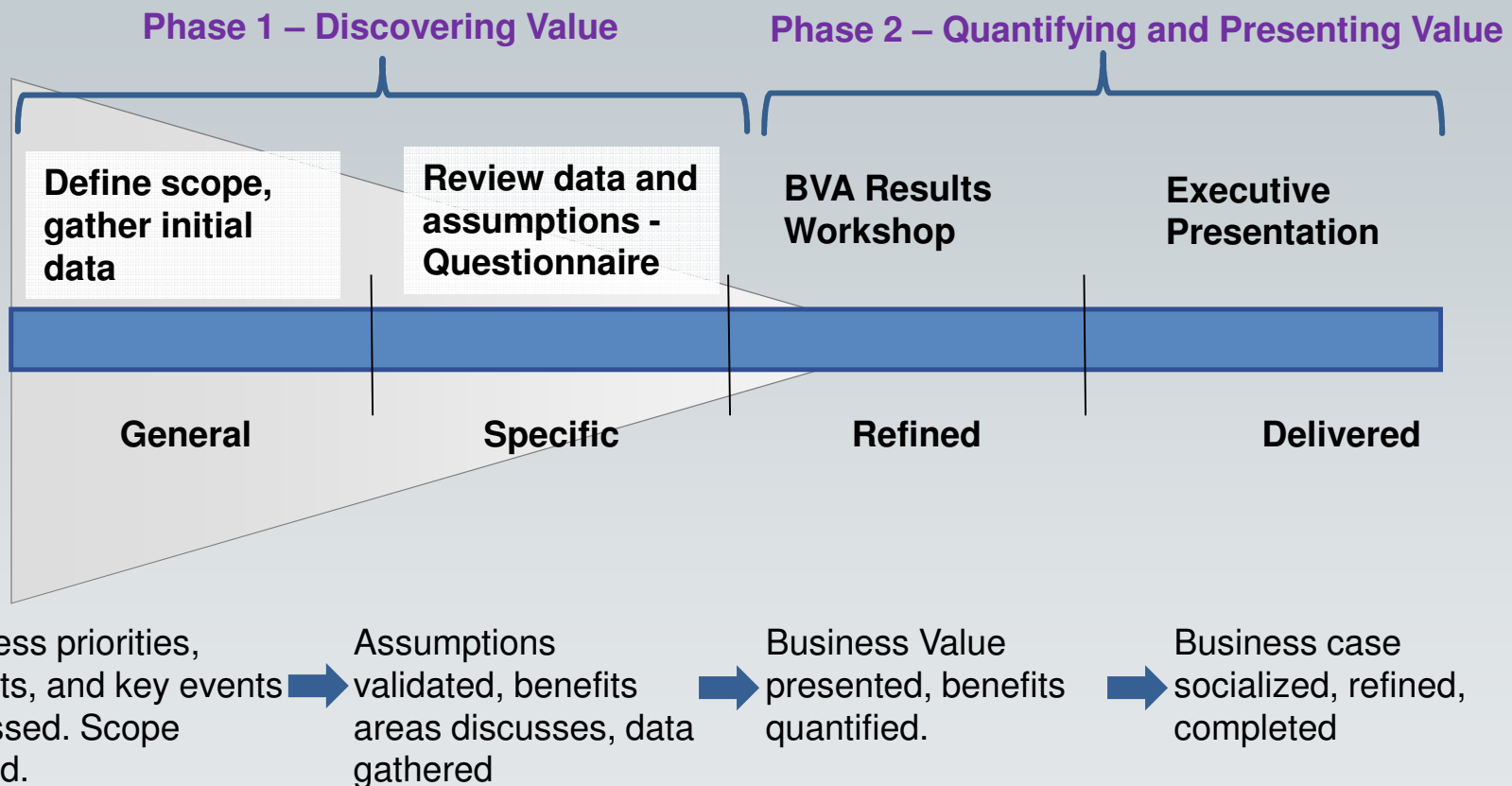
Offering more entry point options and lower acquisition price than competitors



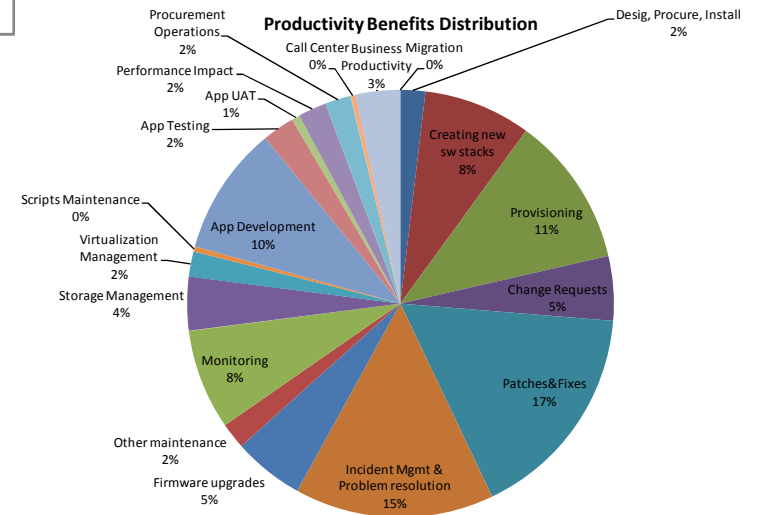
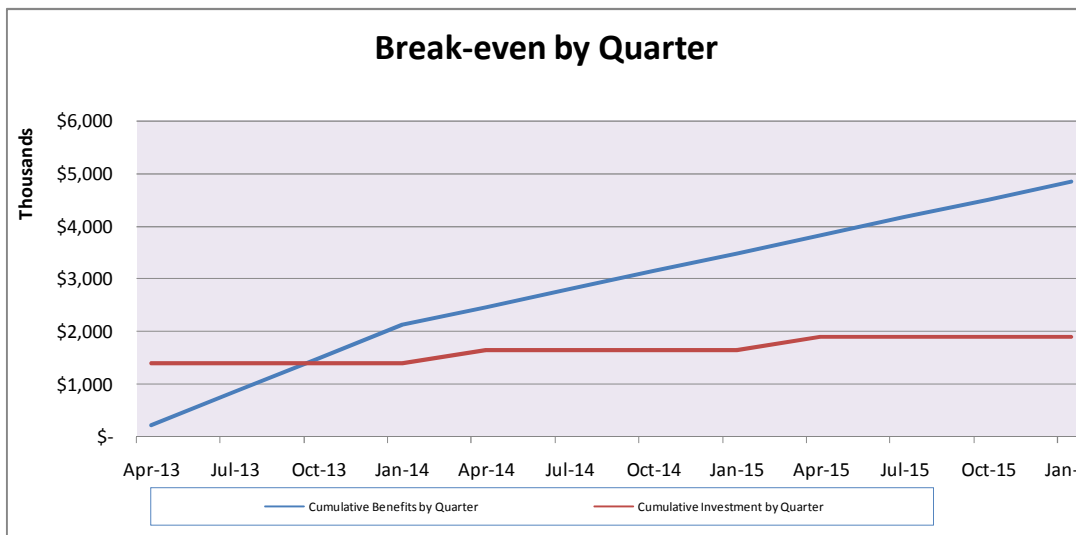
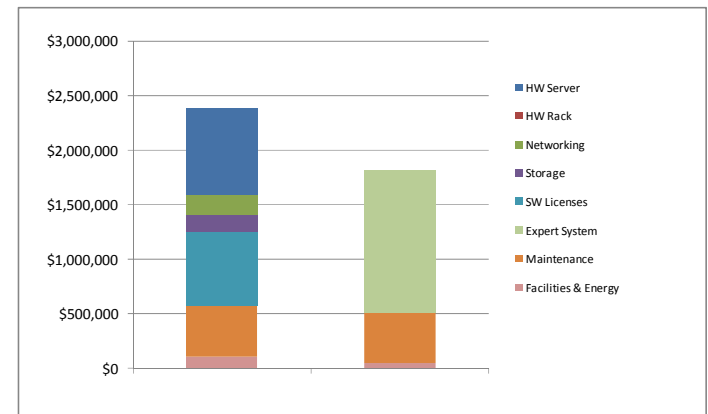
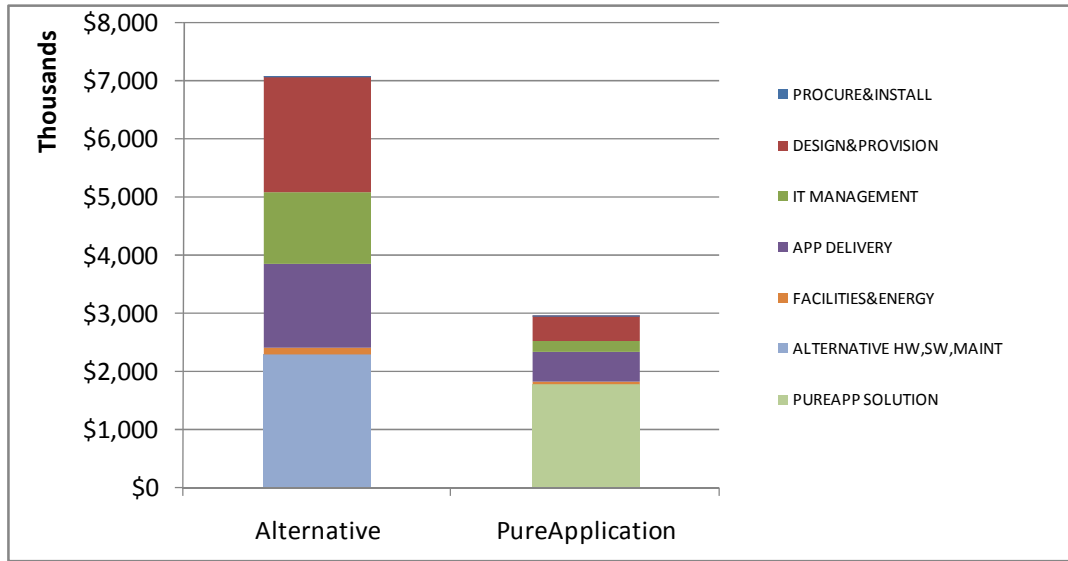
- ✓ Complete, integrated private cloud
- ✓ Fastest setup and time to value
- ✓ Ideal platform to deploy predefined patterns
- ✓ Best price/performance
- ✓ Single, integrated management console
- ✓ Lower deployment and overall labor
- ✓ Lower cost per workload

# PureApplication System Business Value Assessment (BVA) overview

Process is interactive, focused on Client's specific needs and pain points.



# BVA delivers: Sample analysis results

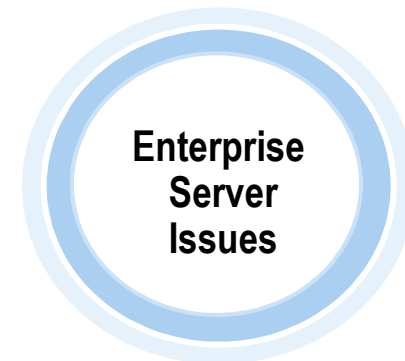
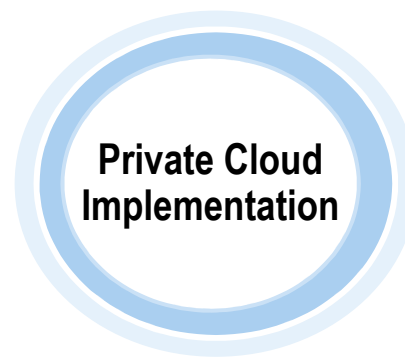
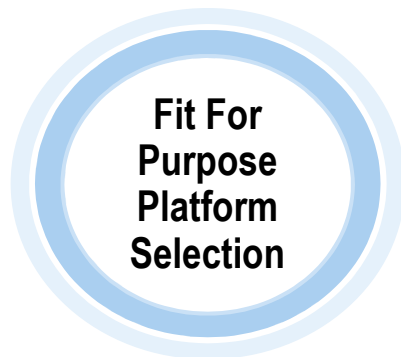




# Eagle TCO Engagements



- **Free of Charge** total cost of ownership study that helps customers evaluate the lowest cost option among alternative approaches. The study usually requires one day for an on-site visit and is **specifically tailored to a customer's enterprise**.
- The study can be focused on at least one of the areas below:



- We conduct Eagle studies for System z, POWER, and PureSystems accounts
- Over 300 customer studies since the formation of the TCO Eagle team in 2007
- **Engage our Eagle-Eyed TCO Experts!**
  - Start by sending an email to [eagletco@us.ibm.com](mailto:eagletco@us.ibm.com)

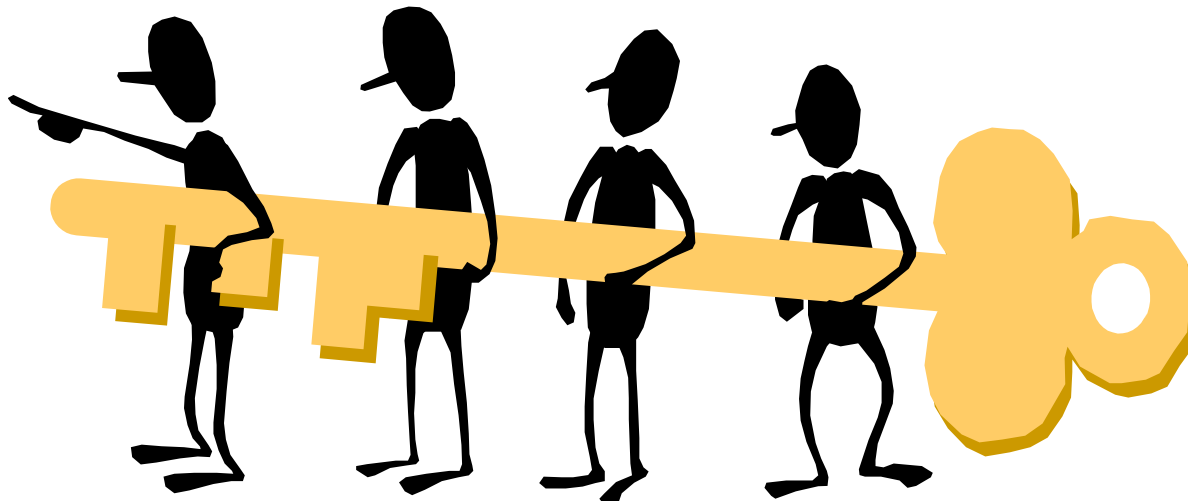
# Customer Testimonial

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- Success with PureApplication System

# What should you do now?

- Talk to your local IBM representatives (some are in the audience)



- They are your “key resource” in helping you improve your business with IBM Cloud solutions



[ibm.com/puresystems](http://ibm.com/puresystems)

[youtube.com/user/expertintegratedsys/featured](http://youtube.com/user/expertintegratedsys/featured)