# IBM Workload Deployer

*Measuring business impact and ROI*

## Highlights

- Delivers immediate ROI
- Decreases labor costs to IT operations
- Increases overall hardware utilization
- Dramatically shortens application provisioning time

Organizations are constantly trying to reduce spiraling IT costs, increase hardware utilization and create a more automated, agile environment—all while needing to show significant and immediate returns on new technology investments.

The IBM® Workload Deployer (formerly WebSphere® CloudBurst Appliance) provides high business value and ROI through increased efficiency, cost-effectiveness, and usability of WebSphere topologies in a data center by taking advantage of cloud computing principles.

IT costs are on the rise—yet the need for robust, responsive IT environments has never been greater. Organizations need IT solutions that create an immediate return on investment (ROI), reducing administrative and operating costs while consolidating infrastructure within data centers.

A self-service cloud management device may be the answer for organizations looking to control spiraling IT costs while expanding the power of their enterprise and increasing the productivity of their infrastructure team. The IBM Workload Deployer is one such solution: it delivers immediate ROI through decreased labor cost to IT operations and increased hardware utilization.

## Issues facing business today

In addition to higher administration and operating costs, IT managers are also facing a growing, unfortunate trend: low utilization levels of space- and power-consuming servers. Improved management and server consolidation are the means to reduce costs associated with this trend.

The need for a consolidated infrastructure extends to IBM WebSphere environments within the data center. Like other applications, current WebSphere environments—particularly development and test—often span many different servers, all running at low utilization. This inefficient use of resources can lead to higher power and space costs than necessary.

Reducing operational cost is perhaps an even more significant concern. Much of the administrative cost in an IT environment is driven by the amount of work involved in designing, installing, configuring and maintaining solutions composed from different software components. A faster, more repeatable process to get WebSphere environments up and running is needed.

## Is IBM Workload Deployer right for you?

To determine if IBM Workload Deployer (IWD) is the right solution for your enterprise, it's worth asking some essential questions:

- How many people are needed to get an application environment running? Would you like to reduce that effort so these people could be working on more rewarding and beneficial tasks?
- Does your test team spend too much time preparing and destroying environments? Would you like to streamline this process?
- Does your environment experience virtual machine sprawl because resources are not relinquished? Would you like to take better control of your resources?

- Do bugs come out late in your development cycle due to inconsistencies between development and test, QA, and production? Would you like to establish consistency across the life cycle?
- Is your infrastructure team's productivity hindered by process? Would you like to simplify processes while introducing consistency and efficiency?

If the answer is yes to any or all of these questions, IBM Workload Deployer may be the solution for your organization.

## IWD and ROI: Three case studies

To better understand the impact IBM Workload Deployer can have on an organization's ROI directly out of the box, it's worth looking at real-world deployments in the technology, finance and consulting industries.

## Technology case study

A leading technology company needed to enable rapid access to WebSphere Application Server topologies in order to improve quality and decrease costs. An inefficient use of infrastructure resulted in low hardware utilization, and virtualization created OS security compliance issues.

In order to address these issues, the company constructed a private cloud using the WebSphere CloudBurst Appliance (now IWD), and seeded that cloud with 6 percent of the current infrastructure. As a result, the company achieved $500,000 in direct savings and $2.1 million in enabled efficiency gains by way of agile development practices enabled by WebSphere CloudBurst Appliance in the first year of deployment. In addition, the topology installation time was reduced from 3 hours to 20 minutes, and hardware utilization increased from 10 percent to over 60 percent.

## Finance case study

A prominent financial services organization faced continuous pressure to cut costs—a pressure felt by many organizations and businesses around the world. This organization also faced the common problem of ineffective utilization and reuse of existing hardware resources.

The organization resolved both of these issues with one solution: the implementation of two WebSphere CloudBurst Appliances (now IWD) to provision WebSphere Application Server software in their development and test environment. The benefits? More efficient recycling and reuse of hardware resources, significantly improving overall utilization. Operational costs associated with manual provisioning steps were cut. There was a significant reduction in lead time when fixing bugs, making changes to application features, and deploying new applications into their WAS environments. And most significantly: dramatically improved IT automation and reduced time to provision and deprovision by 90 percent.

## Consulting case study

In the case of a leading IT consulting firm, the challenges their customers were seeing were familiar: IT operating costs needed to be reduced, underused servers were consuming space and power, and significant amounts of time were required to configure and deploy applications.

By using the WebSphere CloudBurst Appliance (now IWD), the firm was able to provide their customers high business value through increased efficiency, cost-effectiveness and usability of WebSphere topologies in a data center. Significant costs savings for enterprise WebSphere implementations were achieved. On average, time to market was drastically cut from 40 - 60 days to mere hours—more than 100 times faster. And the firm's customers saw an elimination of errors resulting from incorrect server configurations.

## The case for IWD

In all these cases, organizations faced variations on similar challenges: the need to cut costs; increase hardware utilization; and create more automated, agile IT environments. The IBM Workload Deployer helped organizations not only face the challenges, but overcome them. Add to that the dramatic time savings created with IWD, and it's clear that significant ROI is achieved very quickly after deployment.

If you'd like to investigate whether IBM Workload Deployer could have similar results in your organization, contact your WebSphere Sales Representative today and ask for a demonstration or value assessment analysis. Together, we believe we can help your team save money.

## For more information

To learn more about the IBM Workload Deployer, please contact your IBM sales representative or IBM Business Partner, or visit the following website: **ibm.com**/software/webservers/workload-deployer/

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June 2011
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