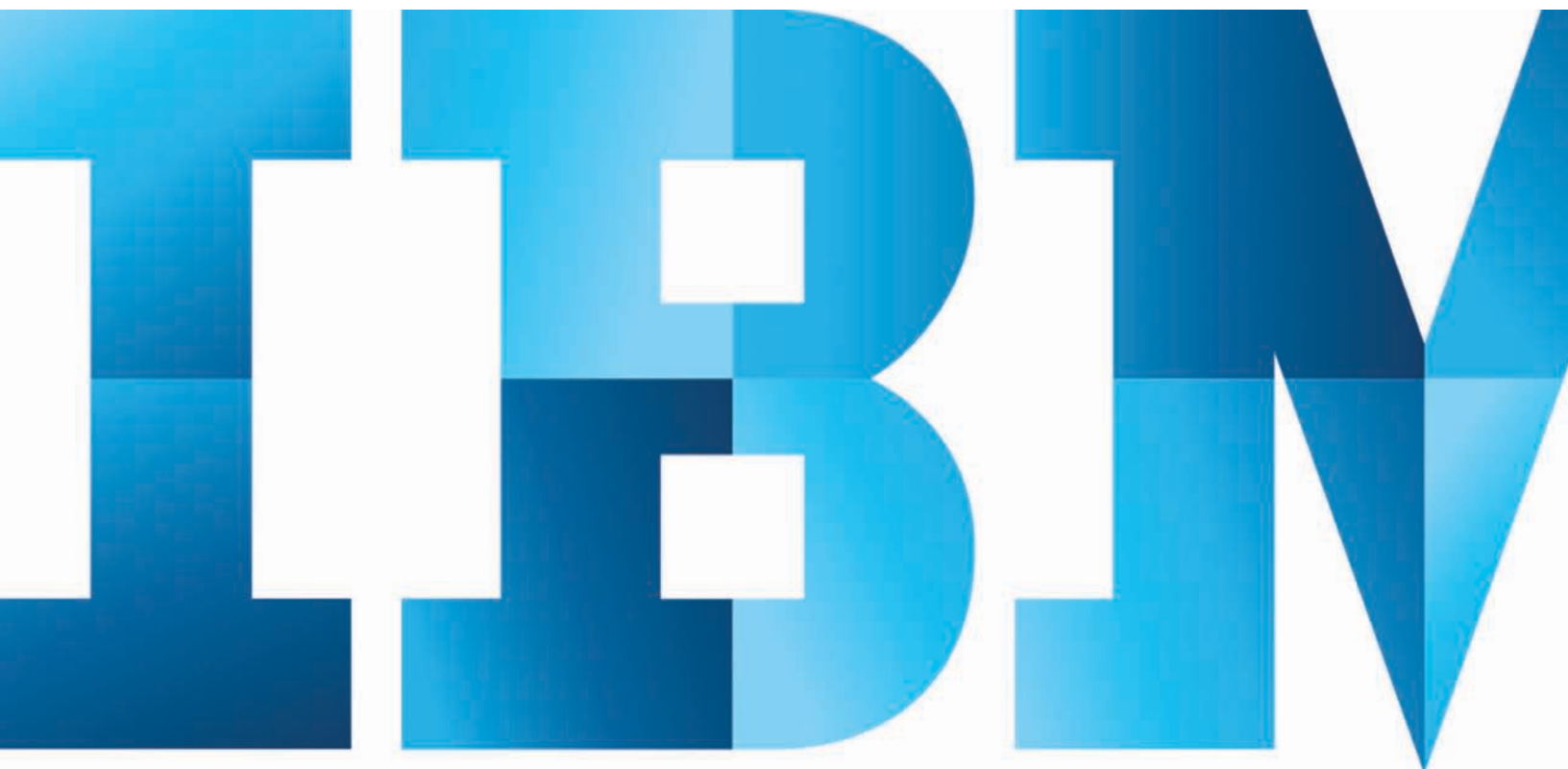


IBM PureSystems: A family of expert integrated systems

Pure expertise



Businesses are ready for a new approach

The last 100 years have brought dramatic change to the information technology industry. IT has moved from being a specialized tool to being a pervasive influence on nearly every aspect of life. From tabulating machines that simply counted with mechanical switches or vacuum tubes to the first programmable computers, IBM has been a part of this growth. And for the last 100 years, IBM has helped customers solve problems.

Today, as the planet becomes smarter, IT is a constant part of business and is a constant part of our lives. IBM expertise in delivering solutions—complex solutions throughout infrastructure, middleware and applications—has helped the planet become smarter. And on this smarter planet, organizations seek to extract more real value from their data, business processes and other key investments. Leaders know that in today's environment, the success of IT can determine the success of the business itself.

No longer is an IT team responsible simply for operational functions such as billing and payments. In leading utility companies, advances in IT are transforming power generation. In healthcare, analytics systems are helping doctors to improve the quality of their diagnoses and treatments. In banking, computing systems do much more than manage the core businesses of the institution; IT systems now play a pivotal role in helping leaders at financial institutions analyze, predict and manage risk. Around the world, throughout a broad range of industries and at organizations large and small, the trend is clear: IT is moving toward a role at the center of business success.

As IT moves to become the strategic focus of success, organizational leaders can no longer ignore the inefficiencies that accompany their existing approach to computing:

- On average, more than 70 percent of IT budgets is spent on operations and maintenance.¹
- Two-thirds of companies go over schedule on their project deployments.²

And as Gary Barnett notes in the Bathwick Group report *The Road to Smarter Computing*, “Over the years our IT systems have become complex and difficult to manage, and as a consequence IT is increasingly finding itself in the position of being a barrier to innovation rather than an enabler of it.”³

A business need for a new category of systems

To overcome existing IT inefficiencies, you must shift your functional model to smarter computing. In a smarter computing environment, IT infrastructure supports change at the most granular levels and considers human behavior along with process knowledge; this in turn fosters a smarter business—and a smarter planet.

Today, IT leaders employ a variety of approaches in their effort to create smarter computing. Many leaders use the flexibility of general-purpose systems to build their own custom-tailored system, and then they optimize these systems to satisfy the needs of their specific business environment. But these leaders expend a significant amount of time and much effort in order to achieve successful optimization. Organizational leaders also take advantage of the simplicity of advanced hardware appliances to create a smarter computing environment, and they use the elasticity of cloud computing when those approaches make sense.

The question is, how can organizations get the best of all these options in one system? The answer: effectively leverage the best practices and expertise that are available to you. This is critical to success.

Think about it. When tackling an issue such as fraud, what bank leader would not welcome the opportunity to build on the knowledge and insights of other leaders who battle to stop the losses caused by fraudulent claims? And would not progressive public servants desire to tap the knowledge of retailers, bankers, insurance companies—any organization whose leaders have learned how to use IT to establish a lasting bond with the people it serves?

Leaders recognize that the complexity of today's connected systems requires knowledge and proficiency that may not reside in internal teams. So to accelerate IT's movement toward its role at the center of business, the IT industry must go beyond delivery of components—even integrated components. This environment demands that the IT industry deliver integrated expertise.

Systems with integrated expertise

The time has come for a new way forward, one that combines the flexibility of general-purpose systems, the elasticity of cloud and the simplicity of an appliance tuned to the workload. When expertise is integrated throughout your enterprise, the experience and economics of IT will fundamentally change. For example, what if you could improve the productivity of your IT operations staff by up to 20 percent? Or shift another 10 percent of your IT budget from systems-maintenance initiatives to revenue-generating initiatives? Can you imagine systems designed to be up and running in hours, instead of days or weeks? Or can you imagine systems that require zero downtime when upgrading capacity, and delivering system-wide lifecycle maintenance?

In order to deliver fully on this economic promise, systems with integrated expertise must possess the following core capabilities:

- **Built-in expertise.** When embedded expertise and client-proven best practices are captured and automated for you in various deployment forms, you can dramatically improve time-to-value.
- **Integration by design.** When you deeply tune hardware and software in a ready-to-go, workload optimized system, it becomes easier to “tune to the task.”
- **Simplified experience.** When every part of the IT lifecycle becomes easier with integrated management of your entire system, including a broad, open ecosystem of optimized solutions, business innovation can thrive. You can deliver a leap forward in the IT experience for your customers and colleagues.

Expert integrated systems are the building blocks of capability—building blocks that represent the collective knowledge of thousands of deployments, established best practices, innovative thinking and IT industry leadership

There are two types of expert integrated systems: platform systems and infrastructure systems. Both types of expert integrated systems free IT professionals' time and skills, so that your team can focus on innovation and growth. These integrated systems deliver expertise at different levels, and to different roles throughout your organization—from your business leader all the way to your data center manager.

The platform system inherits the capabilities of the infrastructure system. In other words, the expertise that is built into the infrastructure system can flow into the platform system, resulting in compounded benefits.

With intelligence and knowledge built directly into the systems, your team will not waste time devising, testing and tuning your custom-integrated solutions. Instead, your team can roll out new capabilities with new levels of confidence, efficiency and speed. You can experience an environment in which smarter systems alert you to business opportunities—and then help you plan, develop and execute your initiatives.

Using systems with integrated expertise can help organizations achieve greater agility, enabling your team to adapt to workload spikes and deliver new business capabilities. Efficiencies increase when you consolidate IT resources and raise productivity. Simplicity improves through ease of management, deployment and integration; and enhanced control helps leaders take action to reduce risk and support reliability.

Make no mistake: to fully reap the benefits of integrated expertise, you must change the way you plan, change the way you buy and change the way you deploy IT. In an environment so rich with opportunity, your actions need to result in dramatic transformation.

IBM PureSystems: A new family of expert integrated systems

IBM PureSystems offerings are optimized for performance and virtualized for efficiency. These IBM offerings have a no-compromise design with system-level upgradeability. They are also built for cloud computing with flexibility and simplicity.

The first members of the PureSystems family are the IBM PureFlex System and the IBM PureApplication System.

The IBM PureFlex System

The PureFlex System is a full infrastructure system with integrated expertise. This IBM offering provides you with an integrated computing system that combines servers, storage, networking, virtualization and management into a single structure. The built-in expertise provided by PureFlex System performance helps organizational leaders simply manage and flexibly deploy integrated patterns of virtual and hardware resources using unified management. Efficiency and operating agility help support business leaders who wish to rapidly deploy IT services at a reduced cost.

Moreover, the PureFlex System is built upon decades of expertise. This results in deep integration and central management of the comprehensive, open-choice infrastructure system. You can expect to cut down dramatically on the skills and training that are required for managing and deploying the system.

IBM PureApplication System

Experience a broad-ranging platform system that is specifically designed and tuned for transactional web and database applications. With the PureApplication System, you can expect a workload-aware, flexible platform that is designed to be easy to deploy, customize, safeguard and manage. Whether yours is a traditional or a private cloud environment, IBM PureApplication System can provide you with superior IT economics.

Provision your own patterns of software, middleware and virtual system resources within an innovative framework that is shaped by IT best practices and industry standards. Make the most of IBM experience with clients and the company's deep understanding of smarter computing.

PureApplication Systems help you to deliver the value of smarter computing in a number of ways:

- **Consolidate** to help reduce operating costs.
- **Optimize** to help focus your resources on business-critical tasks that affect profit.

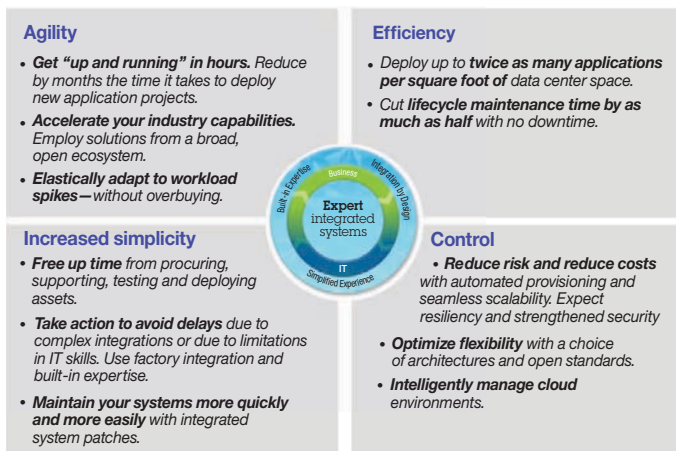


Figure1: Possible values from expert integrated systems

- **Innovate** to help your organization become more competitive and responsive to changing business requirements.
- **Accelerate cloud computing** to help quickly deploy new services.

Value delivered	From traditional Systems	To PureSystems
Faster time to value	“Up and running” in months	Full infrastructure stack, operational in hours
Automated workload scalability	Overpurchased and overprovisioned	Built -in workload elasticity
Integrated services and software management	Requires multiple tools per component	Single point of management
Simplified acquisition and support	You receive “piecemeal” order and support of hardware and software	Full, preintegrated software and hardware
Integration into current environment	Customized, so that they can work with what you have	Easier integration using open-standards computing
Easy adaptation to address current needs	Hard-to-maintain, complex and “brittle” customer solutions	Well-managed flexibility and simpler extensibility

Figure2: IBM PureSystems can deliver significant value for faster return-on-investment

For more information

Help IT make the shift to the strategic center of your business. Leverage expertise to take the lead. To learn more about IBM PureSystems, PureFlex System and PureApplication System, contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/PureSystems

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It is the user's responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs.

¹ IDC, Analyst Matt Eastwood, IDC Directions Presentation, 2011

² IBM Market Research, 2011.

³ The Bathwick Group, The road to Smarter Computing, Gary Barnett, June 2011.



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