

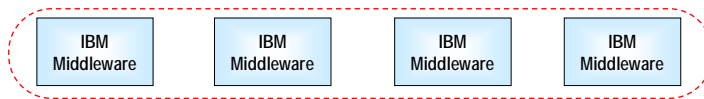
Building a Better Infrastructure With IBM Middleware on IBM Power Systems

IBM Middleware on Power Systems –
An Unbeatable Combination for Low TCO

IBM Middleware Runs on Many Platforms

IBM Software Efficiencies

Software designed to save the business money
Superior software performance benchmarks
Better administrator productivity



HP



IBM Power
Systems

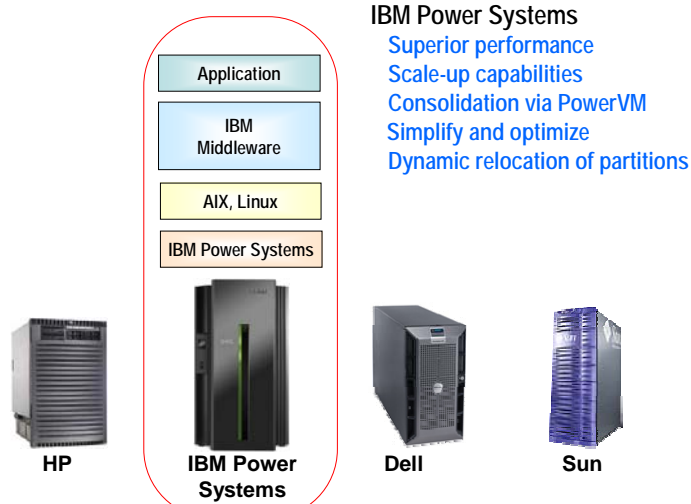


Dell



Sun

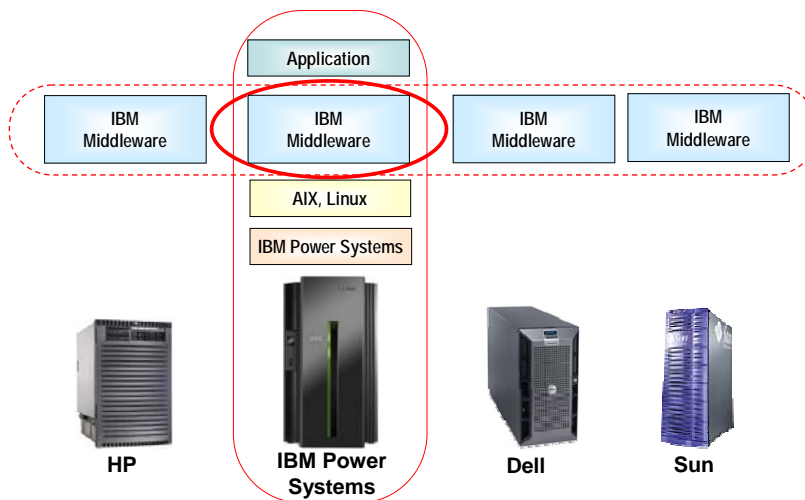
Power Systems Have Clear Performance Advantages Over Their Hardware Competitors



IBM Power Systems
 Superior performance
 Scale-up capabilities
 Consolidation via PowerVM
 Simplify and optimize
 Dynamic relocation of partitions

An Unbeatable Combination for TCO

IBM Middleware plus IBM Power Systems – The best combination for optimized IT!



Reduce The Elements In Your Total Cost

- Total Cost of Ownership =
 - ▶ Cost of hardware +
 - ▶ Cost of software +
 - ▶ Cost of System Management +
 - ▶ Environmentals
 - ▶ Downtime

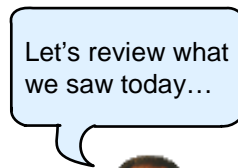
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The IBM Financial Advantage



**Service Oriented Finance
CIO**

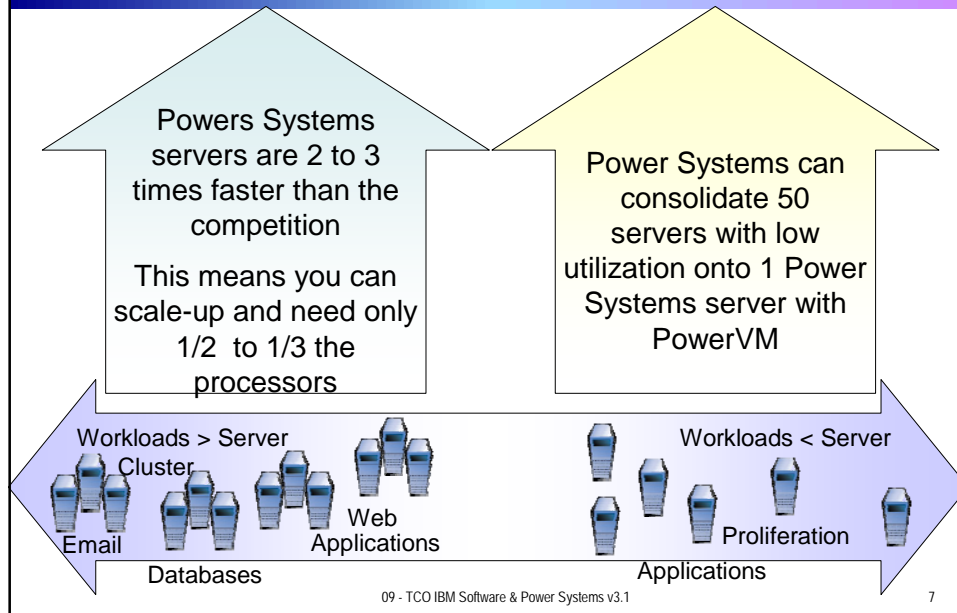


IBM

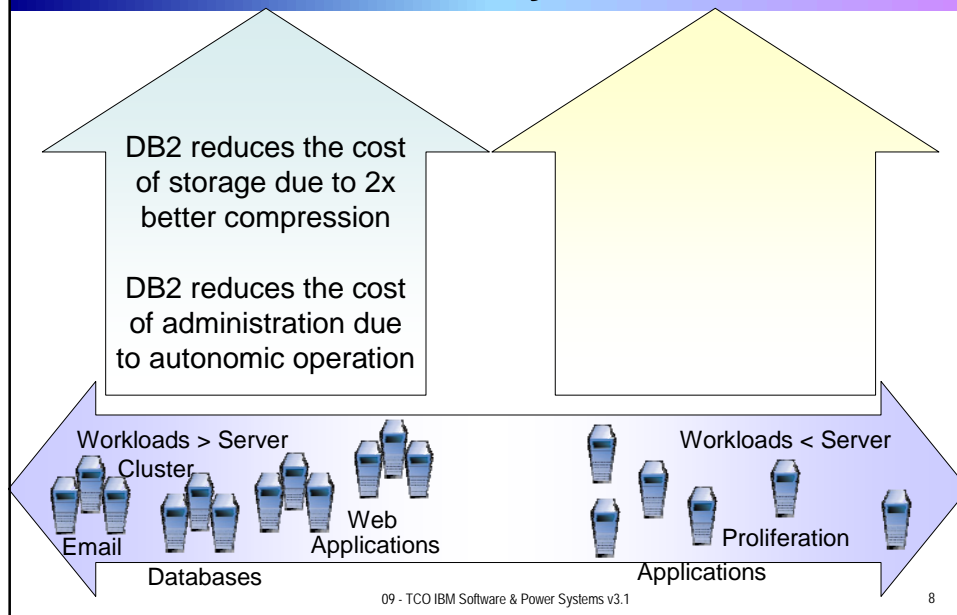
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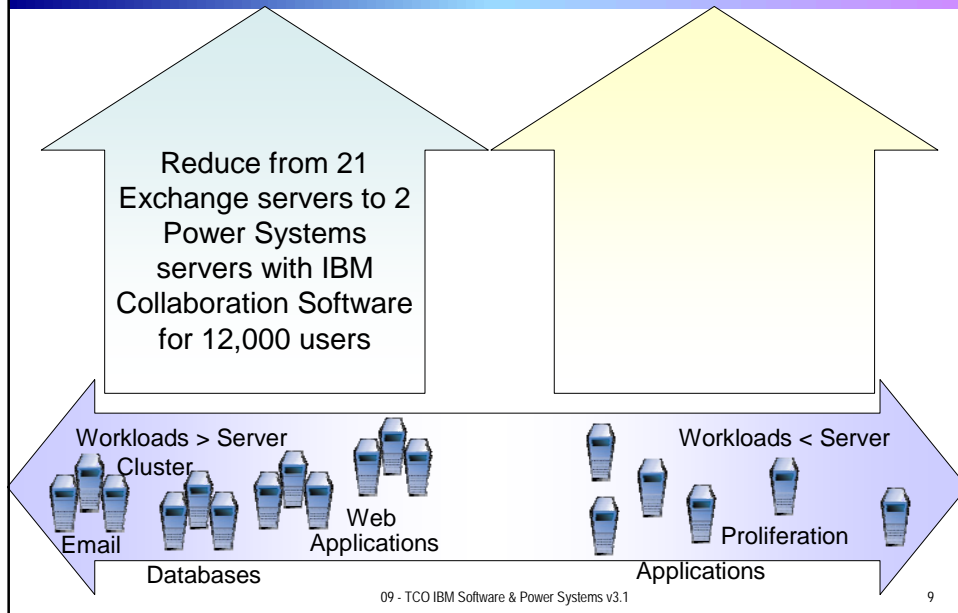
Hardware Cost Summary



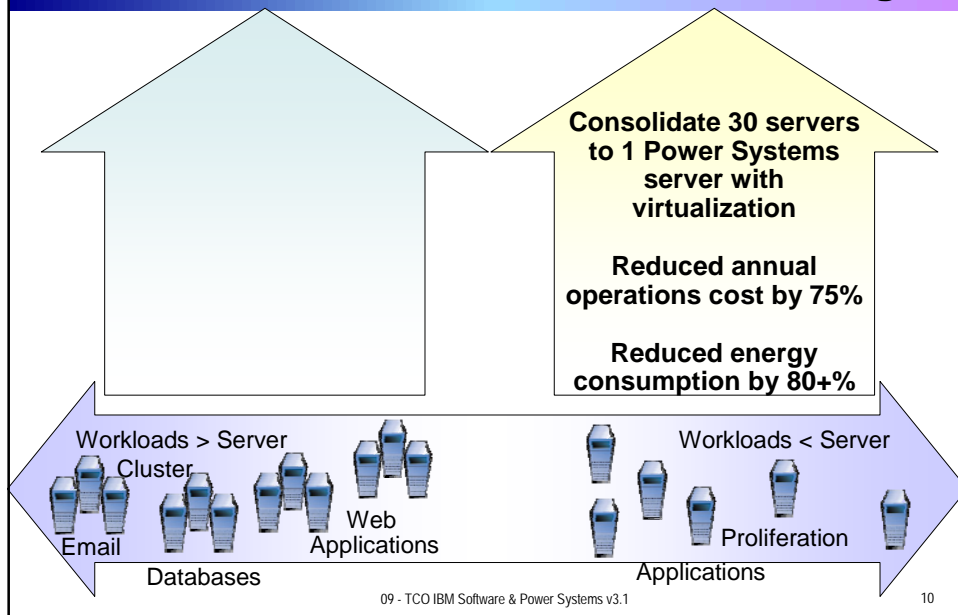
Database Cost Summary



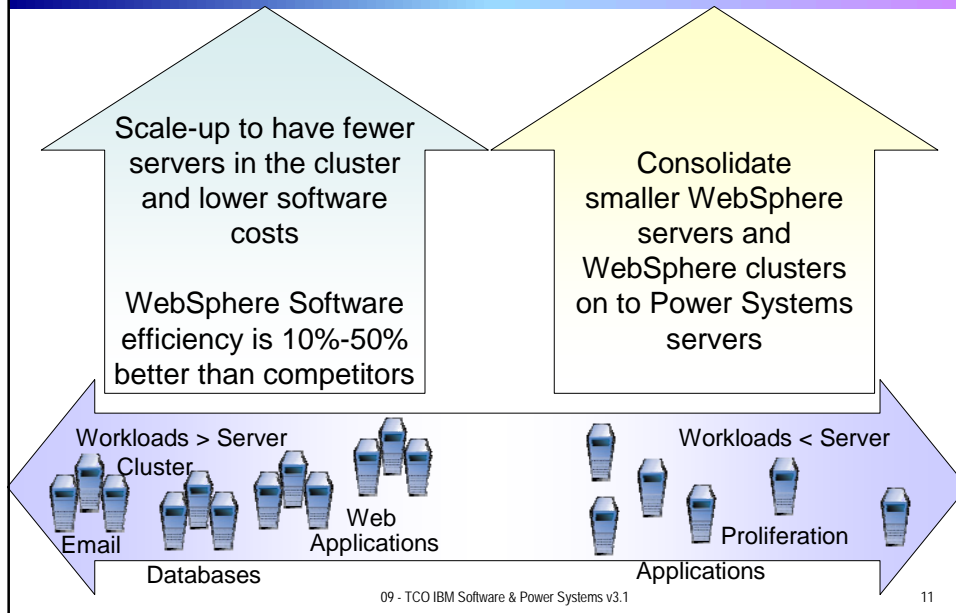
Collaboration Cost Summary



Consolidation Environmental Cost Savings



WebSphere Cost Savings



Service Management Cost Savings



First Citizens uses IBM service management and puts money in the bank

Value drivers:

- Solve and prevent problems before customers and branch staff are affected

Solution

- IBM Tivoli Provisioning Manager
- IBM Tivoli Monitoring
- IBM Tivoli Enterprise Console
- IBM Tivoli NetView

Value realization:

- Increased service availability by monitoring and managing all facets of the operating environment
- Saved approximately \$800,000 with virus protection; \$400,000 in U.S. compliance regulations
- Distributed software to 3,500+ desktops across 340 branches in 2 days with 99.5% accuracy
- **Saves \$200,000 for each new service deployed**

Alinean Case Study on TCO: Overview



Business problem: Multiple servers, high costs

- ▶ 47 IBM, Sun and HP servers hosting Insurance claims processing, CRM, e-Commerce, BI, database, and web portal workloads
- ▶ 19% average utilization, managed by 8 operations and administration staff

Solution: Consolidate on Power Systems Servers

- ▶ Consolidated **47** servers to **2** Power Systems p5-590 servers with PowerVM
- ▶ Migrated SUN and HP servers to Power Systems
- ▶ Increased average server utilization to nearly 60%

Result: Reduced TCO by over 56%

- ▶ 77.8% lower support, maintenance and server costs
- ▶ 62.1% lower server operations and admin labor costs
- ▶ 85.7% lower facilities costs
- ▶ 85.5% lower downtime costs

Source: "IBM System p5: Lower TCO Through Server Consolidation" whitepaper by Alinean Inc., September 2006

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Alinean Case Study: Original Environment

Primary Server Function	Server Type	Number of Servers	Processors per Server
Web e-Commerce Portal	IBM pSeries® 660 Mod 6H1	16	4
Agent CRM Application	IBM pSeries 630 Mod 6C4	20	4
Database Servers	Sun Fire 12K	4	32
Claims Processing Application	HP Integrity Superdome	1	32
Departmental Servers	Sun Fire 6800	6	16
Total		47	400

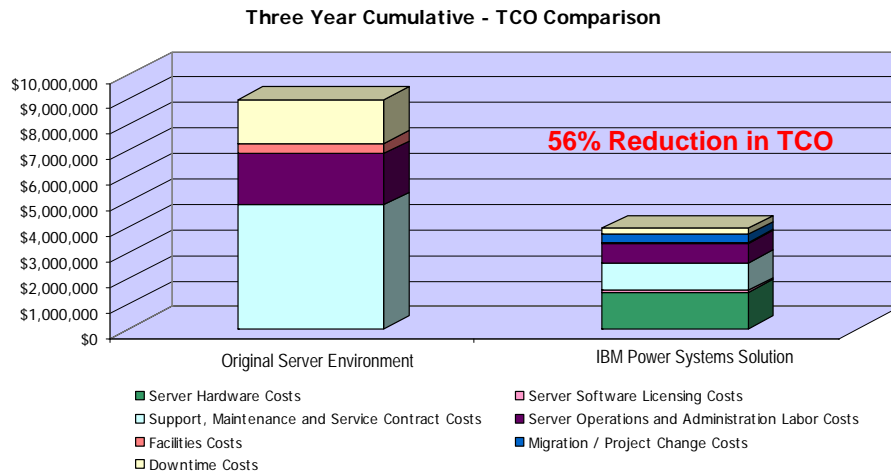
All workloads consolidated onto two Power Systems p5-590 servers (32 processors, 128GB; 16 processors, 64GB)

Source: "IBM System p5: Lower TCO Through Server Consolidation" whitepaper by Alinean Inc., September 2006

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Alinean Case Study: 3-year Cost Comparison



Source: "IBM System p5: Lower TCO Through Server Consolidation" whitepaper by Alinean Inc., September 2006

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Unbeatable Combination

- Efficient IBM Software That Reduces Cost
 - ▶ Most Efficient Data Base and Data Warehouse
 - ▶ Most Efficient Application Server and SOA Components
 - ▶ Most Efficient Collaboration Solutions
 - ▶ Most Productive SOA Tools
 - ▶ Support for I/T Service Management Best Practices

- Plus Powerful Power Systems hardware
 - ▶ Top Performance on Industry Standard Benchmarks
 - ▶ Leading Price/Performance
 - ▶ Virtualization Technology to Support Consolidation

- Equals an Unbeatable Combination for TCO!

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Business Problem Solved

IBM helped us consolidate a messy data center into a manageable, cost effective, agile and flexible business asset



CIO



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