

# System z Premier Executive Event



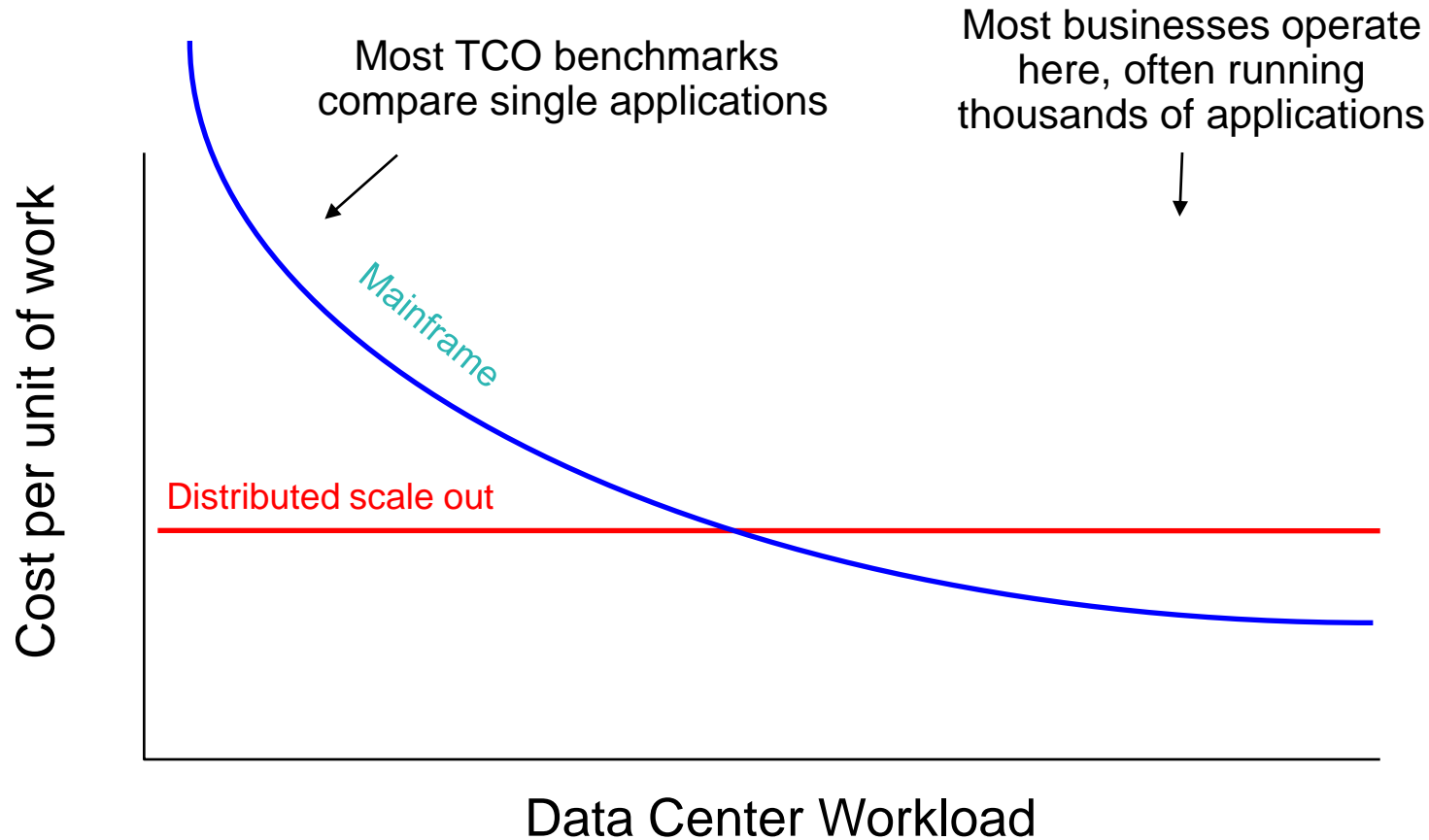
## Analysis of IT Value and Cost Considerations

**Ray Jones**

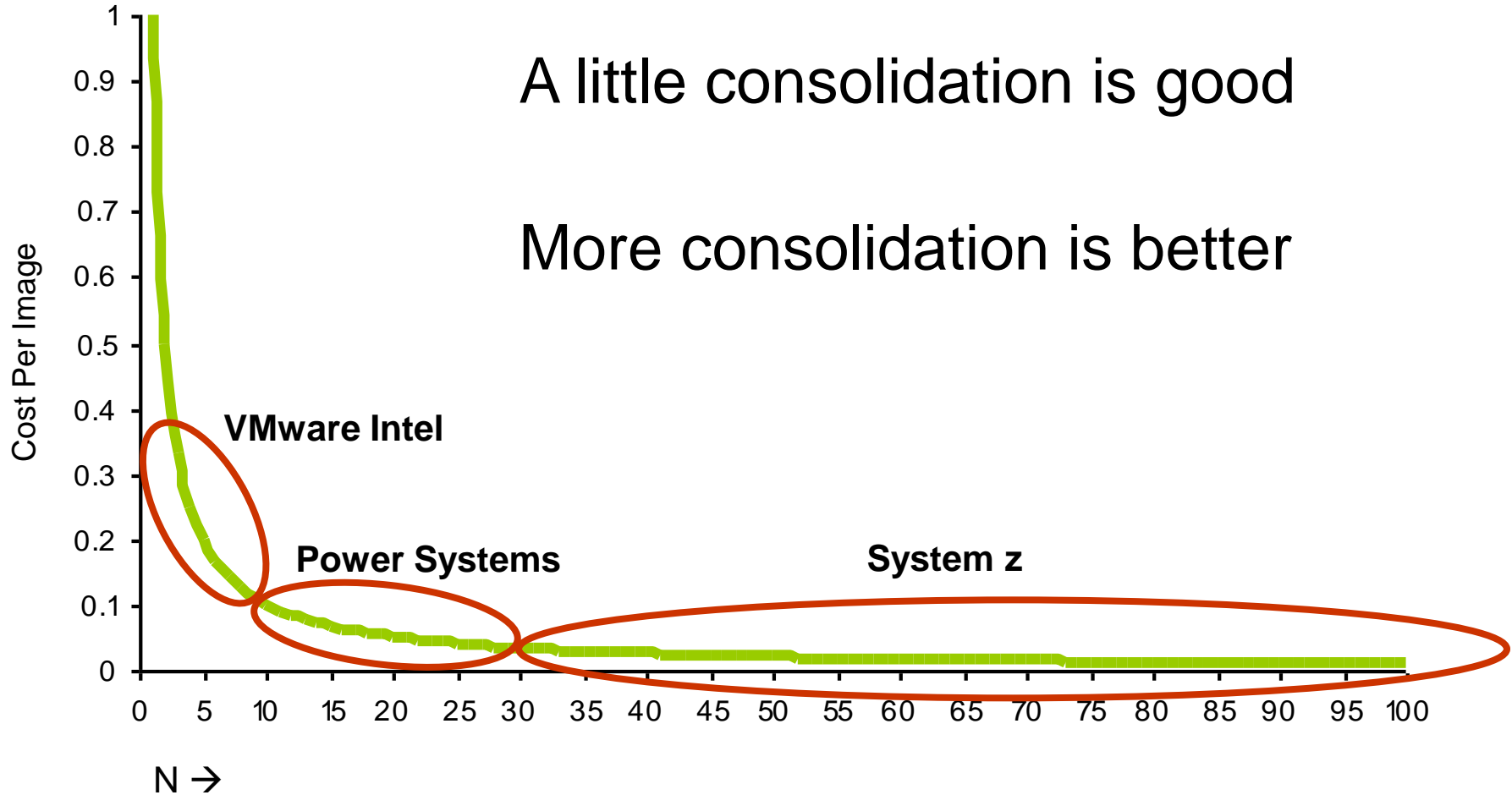
Vice President,  
Worldwide System z Software  
IBM Software Group



# Mainframe Cost/Unit of Work Decreases as Workload Increases



# Observed Consolidation Ratios



# Utilization of Distributed Servers & Storage

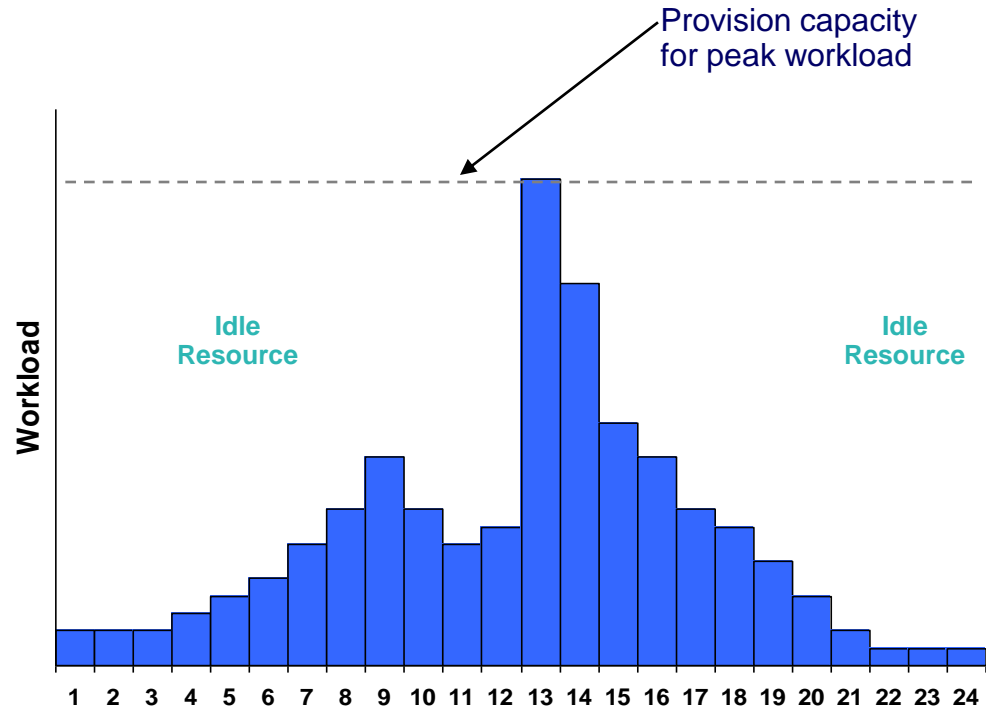
Typical utilization of:

|                  |         |
|------------------|---------|
| Windows Servers  | 5-10%   |
| UNIX Servers     | 10-20%  |
| System z Servers | 85-100% |



Server dedicated to one application

The cost of storage is typically three times more in distributed environments



## Storage Allocation

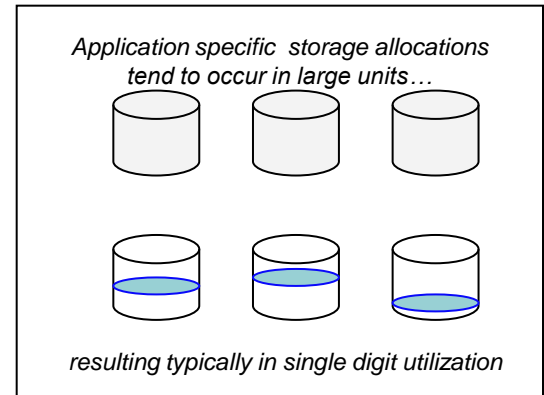
- Application-specific resulting in over-allocations
- Fine grained storage allocation mechanisms characteristic of mainframe storage are uncommon in distributed environments.

## Storage Utilization

- Single digit utilization for distributed environments is not uncommon
- Storage utilization of 80% + is typical for mainframe

## Storage Management

- Data disaster recovery, synchronization, and transfer requirements add complexity and cost



# What Is A Typical Value Of Sigma?

## IBM Survey Of Workload Variability In 3200 Servers

| Type Of Workload      | Average Utilization | Peak Utilization | Sigma              |
|-----------------------|---------------------|------------------|--------------------|
| <b>Infrastructure</b> | <b>6%</b>           | <b>35%</b>       | <b>2.5 * Mean</b>  |
| <b>Web Server</b>     | <b>4%</b>           | <b>24%</b>       | <b>2.5 * Mean</b>  |
| <b>Application</b>    | <b>4%</b>           | <b>34%</b>       | <b>3.75 * Mean</b> |
| <b>Database</b>       | <b>5%</b>           | <b>37%</b>       | <b>3.25 * Mean</b> |
| <b>Terminal</b>       | <b>6%</b>           | <b>45%</b>       | <b>3.25 * Mean</b> |
| <b>E-Mail</b>         | <b>4%</b>           | <b>34%</b>       | <b>3.75 * Mean</b> |

IBM System x™ Servers and VMware Virtual Machine Sizing Guide

Legacy workloads on XEON 2.5-2.8GHz Servers

Normal probability distribution

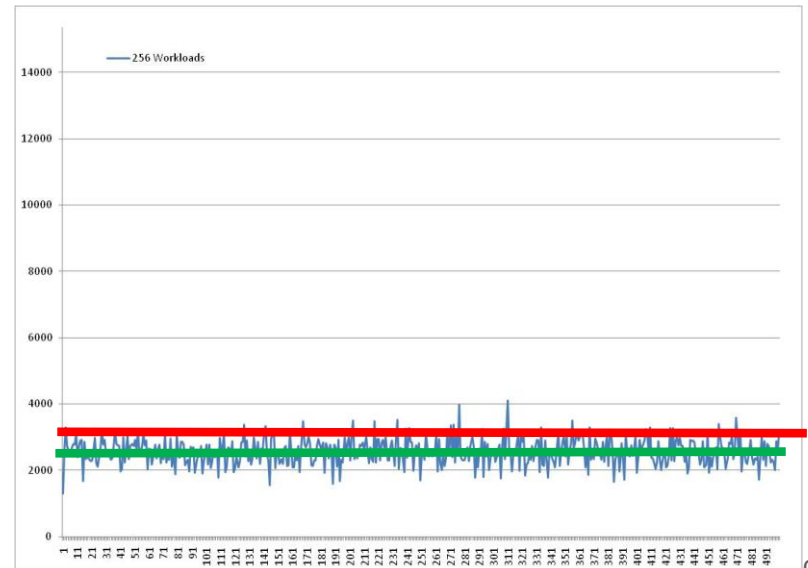
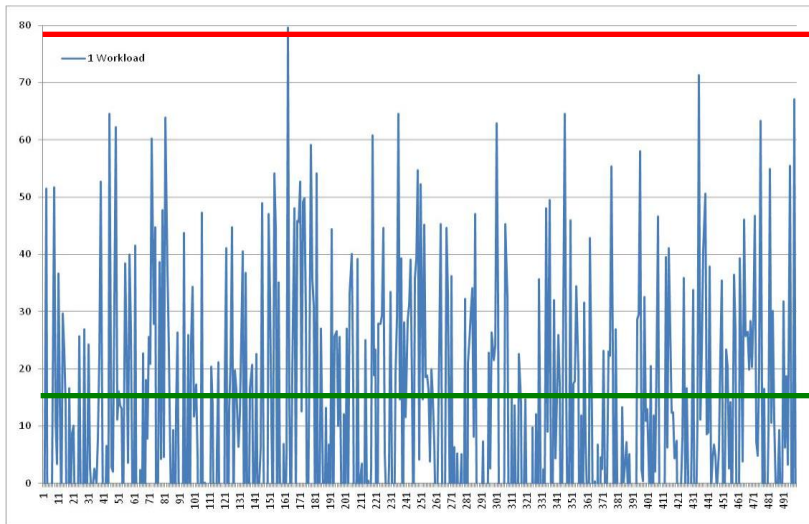
# New Workload Scenarios – Beware Benchmarks

- **Stress test benchmarks have no variability!**

- They drive the system under test to 100% utilization with no variation
- Comparing mean throughputs at 100% utilization doesn't give a realistic view of the resources required for deployment

Running a new workload with variability  $\text{Sigma}=2.5*\text{Mean}$  requires processing capacity equal to **6 times the Mean** workload demand

Adding a new workload to a pool of 256 existing workloads will require incremental processing capacity equal\* to the **Mean** workload demand



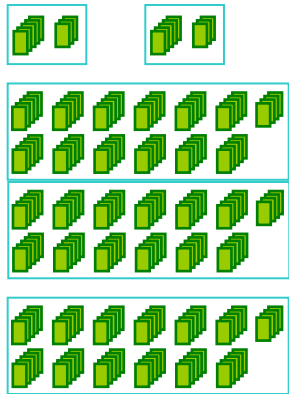
\* If we add one more workload to a pool of 256 consolidated workloads the computing resource required for the pool goes up by  $1.00047 * \text{Mean}$  6

# Compare The Processors Needed To Achieve 2,200 Transactions Per Second

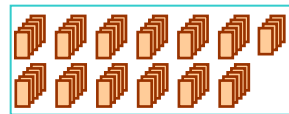
Online Injector: 1 x HP RX7620



**Temenos T24 Servers:**  
 2 x HP RX7620  
 3 x HP 9000 Superdome

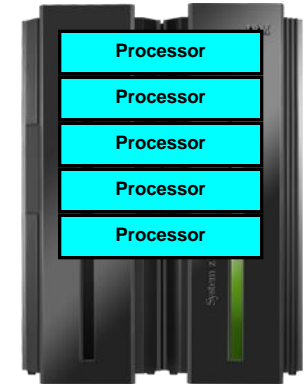


Oracle 10g: 1 x HP 9000 Superdome



HP Integrity rx7620 - (10U) 1.5GHz 6MB (8ch/8co)  
 HP 9000 Superdomes - 32W 1GHz 32MB (32ch/64co)

TCS BaNCS and DB2  
 1x z10 2097-705



**5 processors**

*(3,906 MIPS)*



**280 processors**

*(457,762 Performance Units)*

**\$26.0M**  
 TCA (3yr)

**\$18.9M**  
 TCA (3yr)

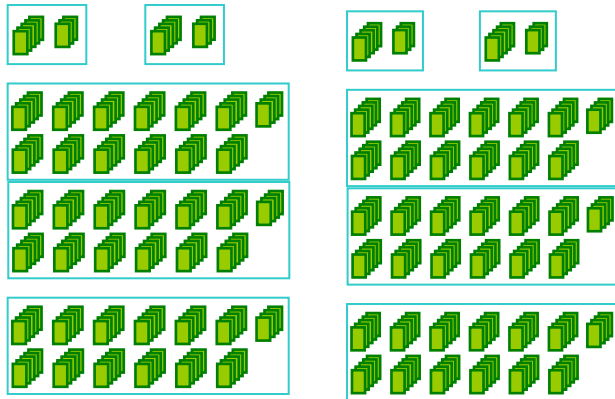
**117 Performance Units per MIP**

# Compare The Processors Needed To Achieve 2,200 Transactions Per Second (with Dev/QA)

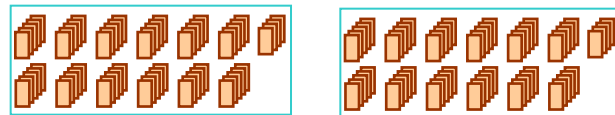
Online Injector: 2 x HP RX7620



**Temenos T24 Servers:**  
 4 x HP RX7620  
 6 x HP 9000 Superdome



Oracle 10g: 2 x HP 9000 Superdome



HP Integrity rx7620 - (10U) 1.5GHz 6MB (8ch/8co)  
 HP 9000 Superdomes - 32W 1GHz 32MB (32ch/64co)

TCS BaNCS and DB2  
 1x z10 2097-707



**7 processors**

*(4,906 MIPS)*



**560 processors**

*(915,524 Performance Units)*

*\$59.2M  
 TCA (3yr)*

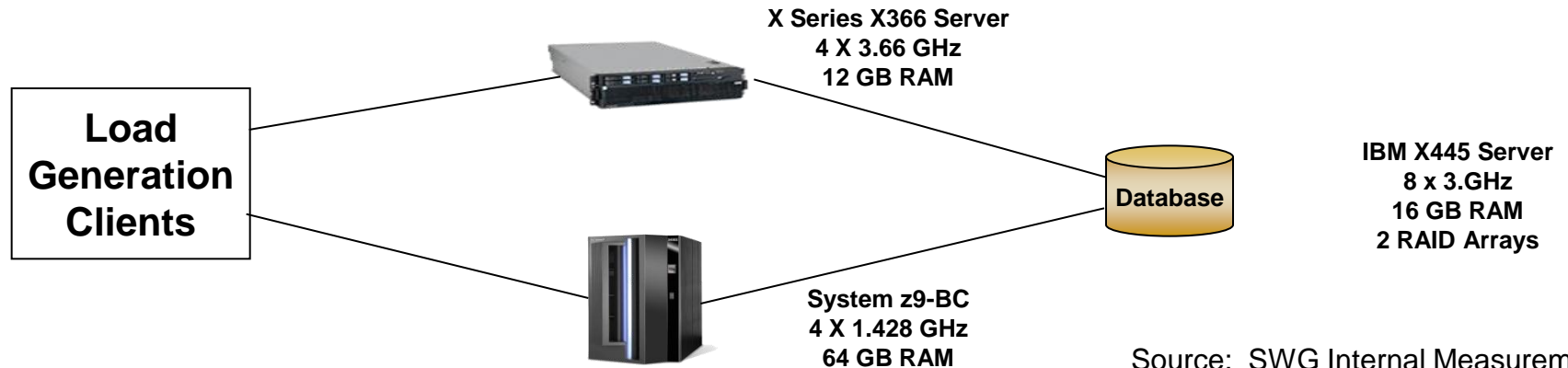
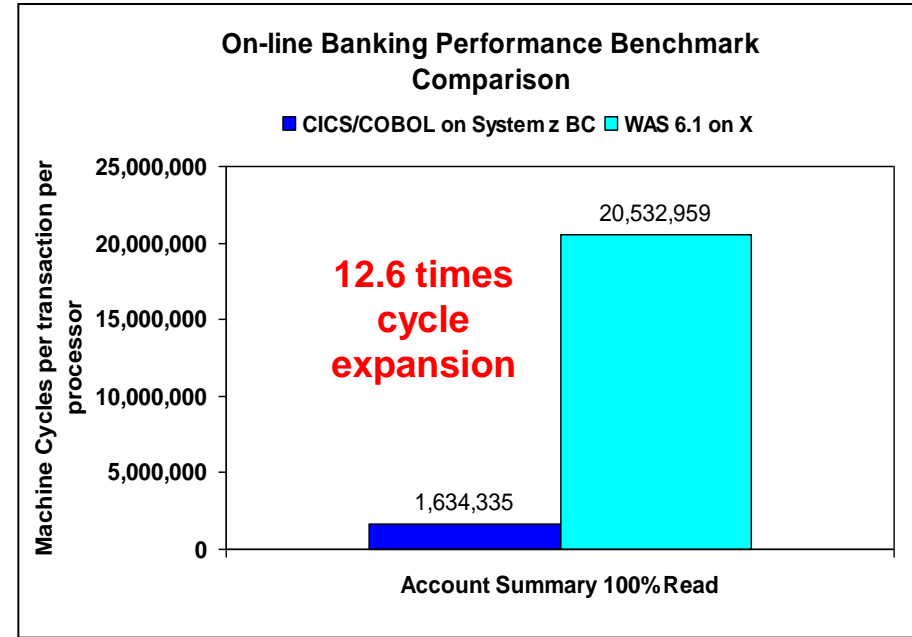
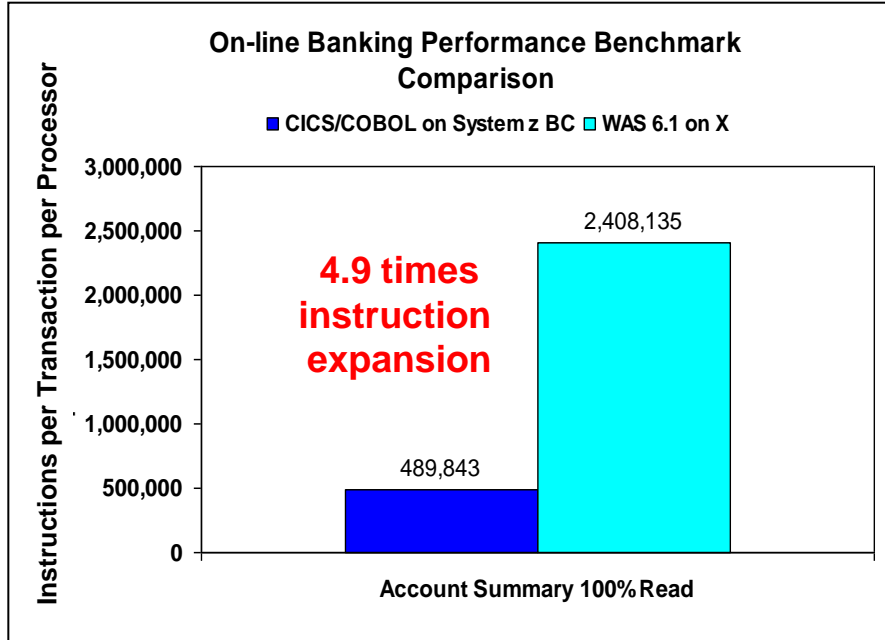
*\$22.7M  
 TCA (3yr)*

**187 Performance  
 Units per MIP**

NOTE: Double Distributed Servers, add 1000 MIPS to System z for Dev/QA



# Benchmark - Code Expansion When Moving From CICS/Cobol To Java On Wintel (Higher Is Worse)



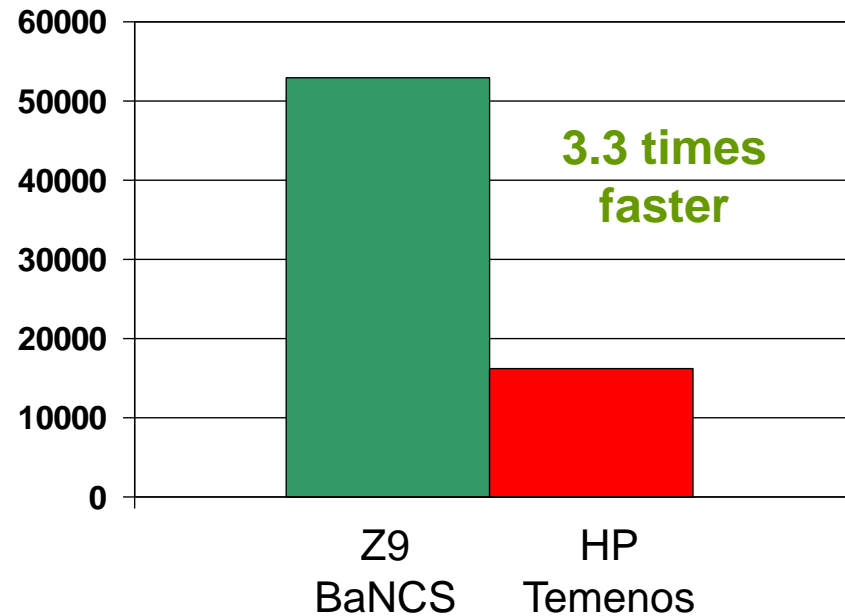
Source: SWG Internal Measurements

# System z Batch Processing Performance

- Bank of China BMT\*
  - **IBM System z9**
  - **TCS BaNCS (Cobol)**
  - **380 Million Accounts**
  - End of Day processing – 175M accounts finished in 55 minutes (52,970 accounts/second)

- HP/Temenos BMT\*\*
  - **HP Itanium**
  - **Temenos T24 (Java)**
  - **13 Million Accounts**
  - End of Day processing finished in 13.33 minutes (16,250 accounts/second)

## End of Day Batch Processing Accounts Per Second



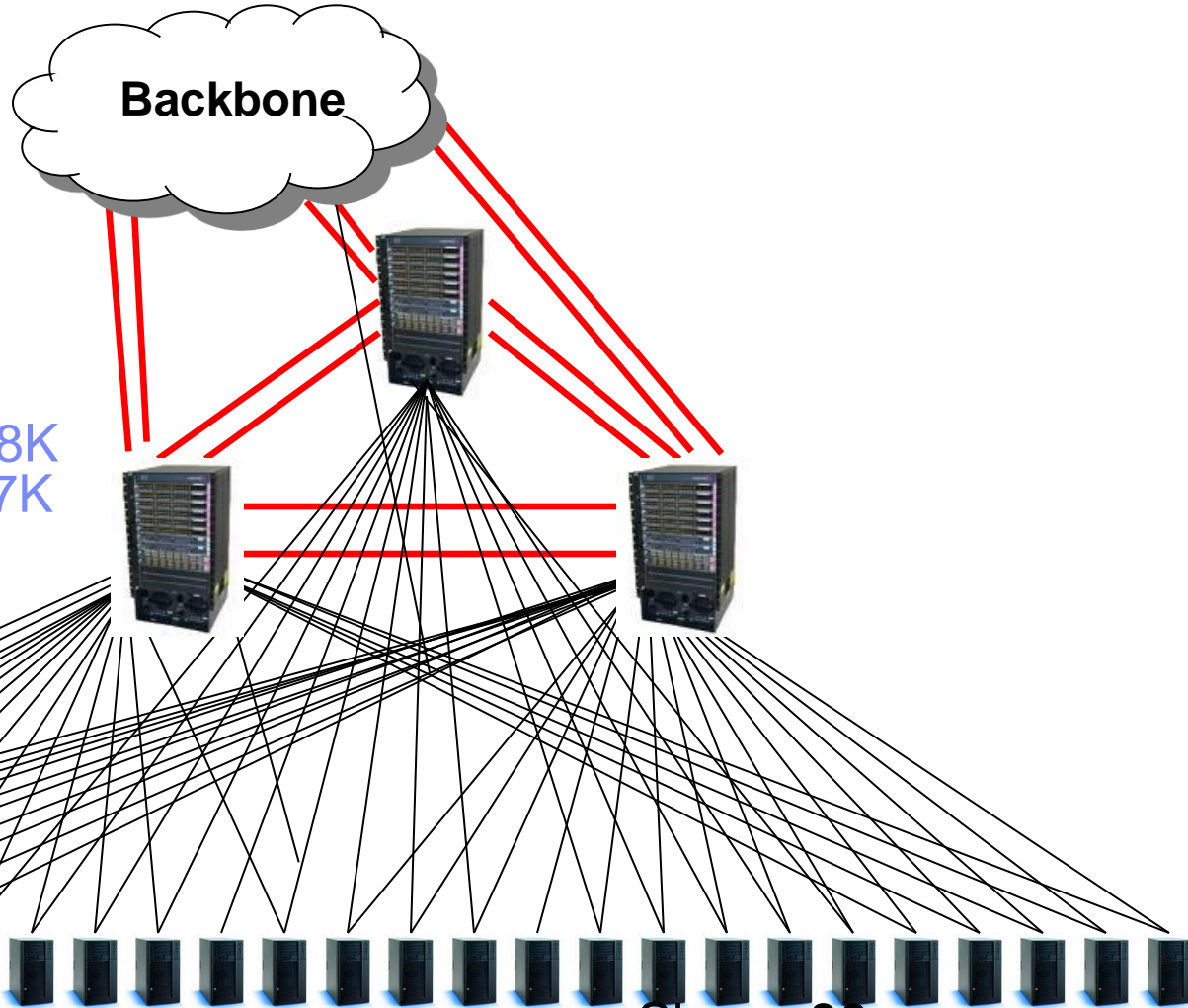
SOURCE: \*<http://www.enterprisenetworksandservers.com/monthly/art.php?2976> Source: InfoSizing FNS BANCS Scalability on IBM System z – Report Date: September 20, 2006

SOURCE: \*\*TEMENOS BENCHMARKS; <http://h71028.www7.hp.com/enterprise/downloads/TemenosBenchmark.pdf>

# Case Study: Network Costs –Before Consolidation (483 Servers to 2 System z's)

|                                |     |
|--------------------------------|-----|
| High Utilization Switch Module | 14  |
| Low Utilization Switch Module  | 12  |
| Switch Interconnect Module     | 6   |
| 50 Ft UTP Cable                | 966 |
| 10GB Eth Fiber Cable           | 12  |
| Switch Chassis                 | 3   |

Hardware Acquisition \$748K  
 Network Annual Costs \$597K



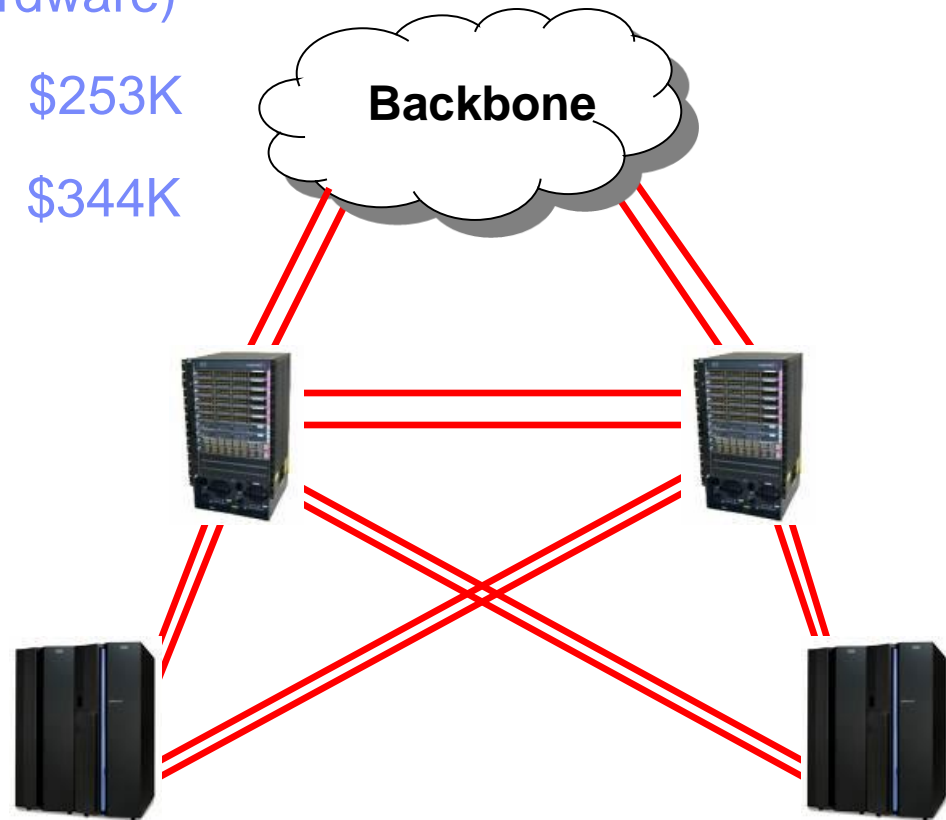
Shows 30  
 of the 483 Servers

# Case Study: Network Costs – After Consolidation (483 Servers to 2 System z's)

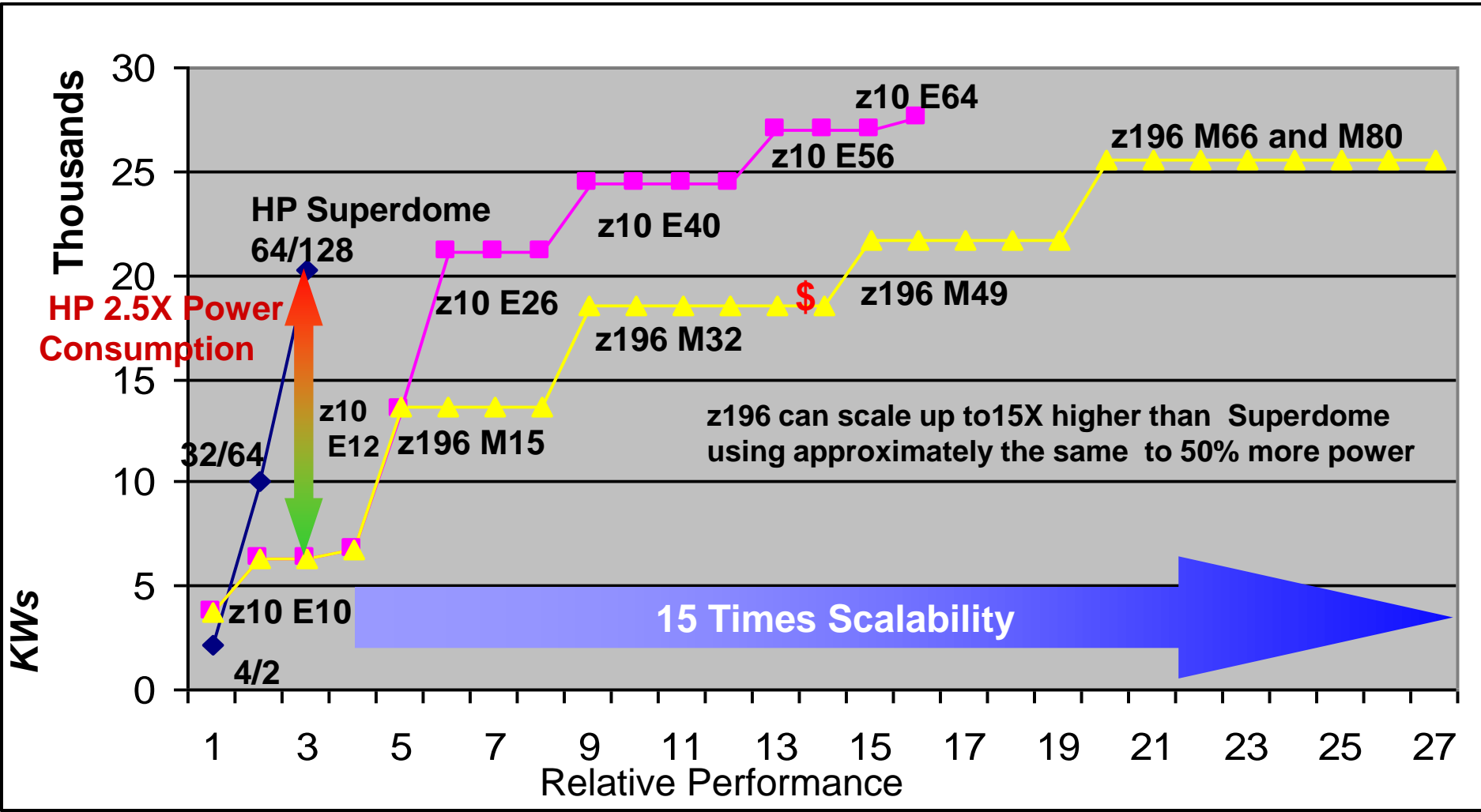
New Hardware Acquisition \$0  
(reuse some of old network hardware)

“After” Network Annual Cost \$253K

Network Annual Cost Savings \$344K



# Mainframe Scales 2.5 to 15X Superdome



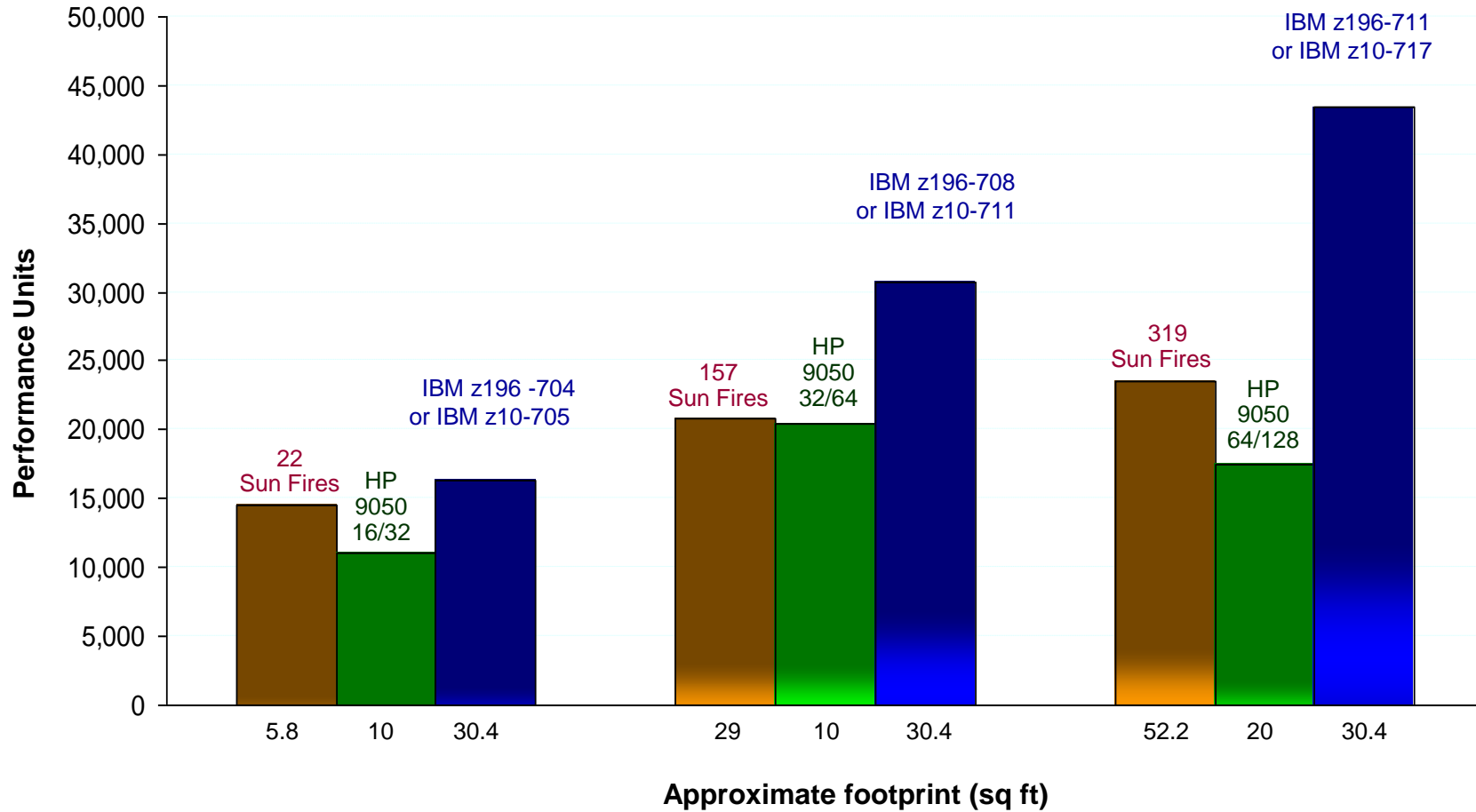
Notes: Performance as per Eagle TCO studies. Multiply by 2 for MIPS. HP performance based on 122 perf units / MIPS. z10 and z196 power is max value. It is very rare that any mainframe is even 80% of max. Typical mainframe power is less - approximately 60% of maximum as per field data. Mainframe Power scales by model or book package. © 2010 IBM Corporation

# The Mainframe Also Delivers More Compute Power Per Footprint Unit



Performance Units per Square Foot

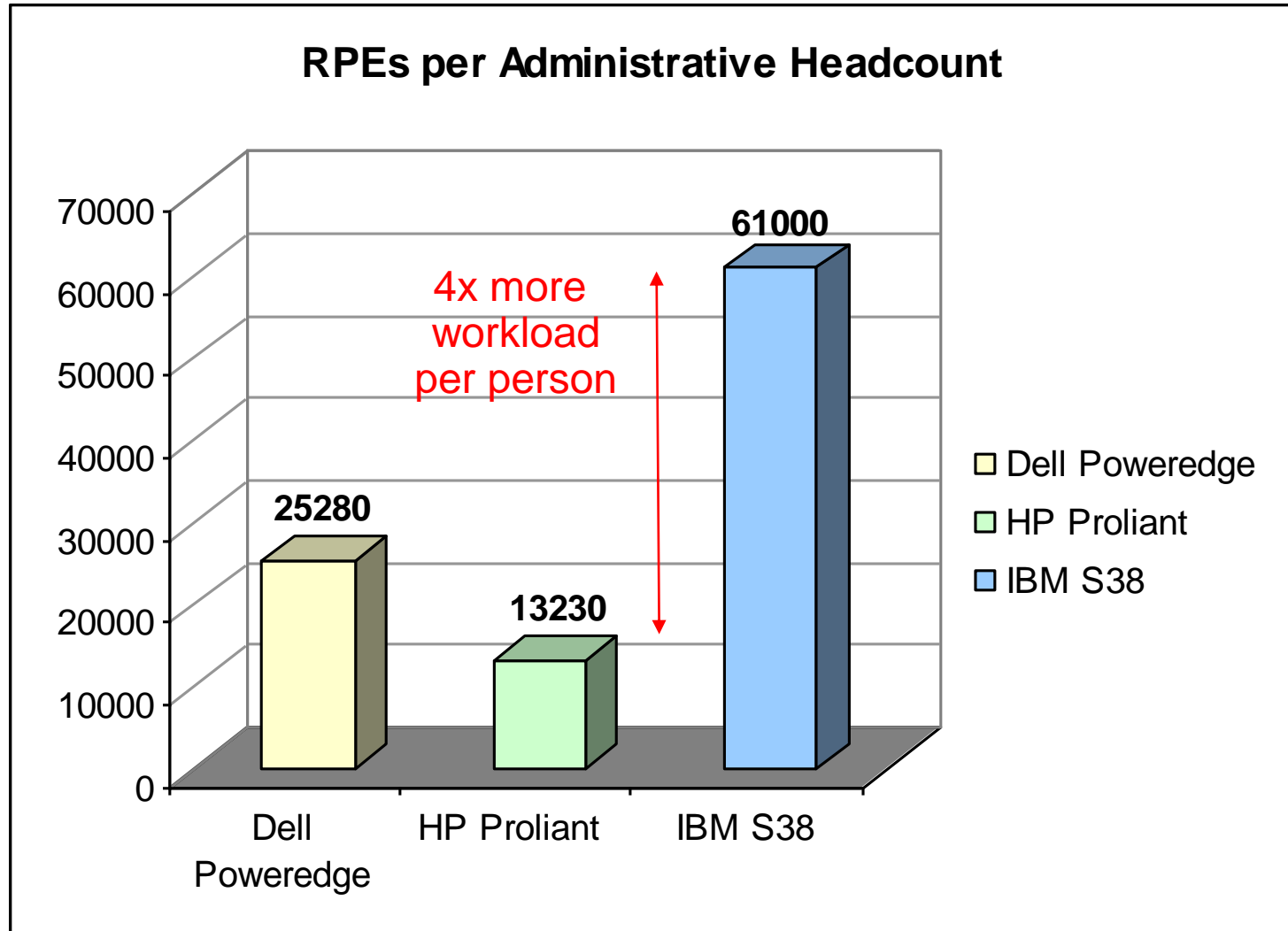
■ SUN ■ HP ■ IBM



Based on 122 performance units per MIP

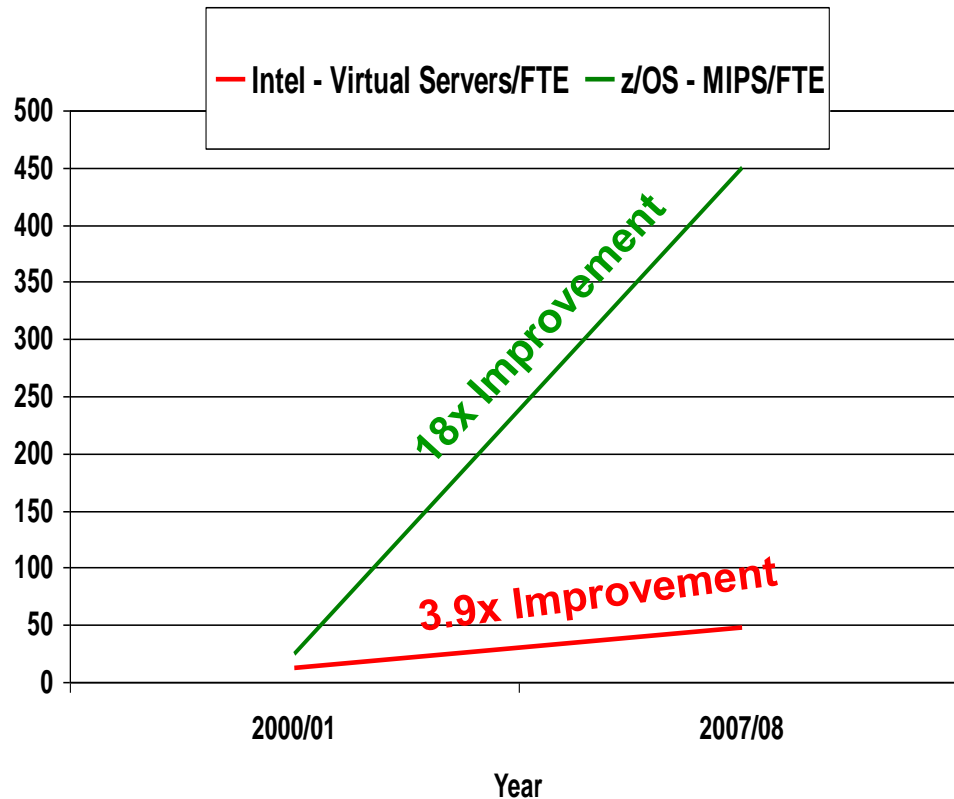
MainframeE10 EC and z196 footprint remains constant

# Manage More Workload Per Headcount



Compared at 122 RPE's = 1 MIP

# System z Labor Cost Trends Favor A Centralized Approach To Management



Large scale consolidation and structured management practices drive increases in labor productivity

Small scale consolidation achieves lesser gains

**The more workloads you consolidate and manage with structured practices...  
the lower the management labor cost**



# Average Costs for Customers

## System z vs distributed – Empirical Findings

### Cost Ratios (z vs Distributed)

|                      |                      | z                   | Distributed         | z vs distributed (%) |
|----------------------|----------------------|---------------------|---------------------|----------------------|
| <b>Rehosting</b>     | <b>5-Year TCO</b>    | <b>\$29,428,593</b> | <b>\$51,965,131</b> | <b>56.63%</b>        |
|                      | Software             | \$19,520,910        | \$17,484,548        | 111.65%              |
|                      | Hardware             | \$7,183,032         | \$9,327,146         | 77.01%               |
|                      | System Support Labor | \$4,643,964         | \$8,255,061         | 56.26%               |
|                      | Electricity          | \$40,840            | \$363,945           | 11.22%               |
|                      | Space                | \$61,277            | \$225,078           | 27.22%               |
|                      | Migration            | \$371,847           | \$7,067,787         | 5.26%                |
|                      | DR                   | \$1,009,618         | \$13,903,509        | 7.26%                |
| <b>Consolidation</b> | <b>5-Year TCO</b>    | <b>\$9,739,125</b>  | <b>\$23,325,530</b> | <b>41.75%</b>        |
|                      | Software             | \$2,579,985         | \$13,726,812        | 18.80%               |
|                      | Hardware             | \$4,813,952         | \$5,425,007         | 88.74%               |
|                      | System Support Labor | \$1,100,500         | \$4,237,050         | 25.97%               |
|                      | Electricity          | \$37,190            | \$271,895           | 13.68%               |
|                      | Space                | \$236,542           | \$578,605           | 40.88%               |
|                      | Migration            | \$2,297,676         |                     |                      |
|                      | DR                   |                     |                     |                      |

Software costs on mainframe include production, batch and management

Software costs on distributed often do not include systems management software

# Understand The Cost Components

## Annual Operations Cost Per Server (Averaged over 3917 Distributed Servers)

|  |                 |
|--|-----------------|
| <b>Power</b>                           | <b>\$731</b>    |
| <b>Floor Space</b>                     | <b>\$987</b>    |
| <b>Annual Server Maintenance</b>       | <b>\$777</b>    |
| <b>Annual connectivity Maintenance</b> | <b>\$213</b>    |
| <b>Annual Disk Maintenance</b>         | <b>\$203</b>    |
| <b>Annual Software support</b>         | <b>\$10,153</b> |
| <b>Annual Enterprise Network</b>       | <b>\$1,024</b>  |
| <b>Annual Sysadmin</b>                 | <b>\$20,359</b> |
| <b>Total Annual Costs</b>              | <b>\$34,447</b> |

The largest cost component was labor for administration  
7.8 servers per headcount @ \$159,800/yr/headcount

Source: IBM internal study

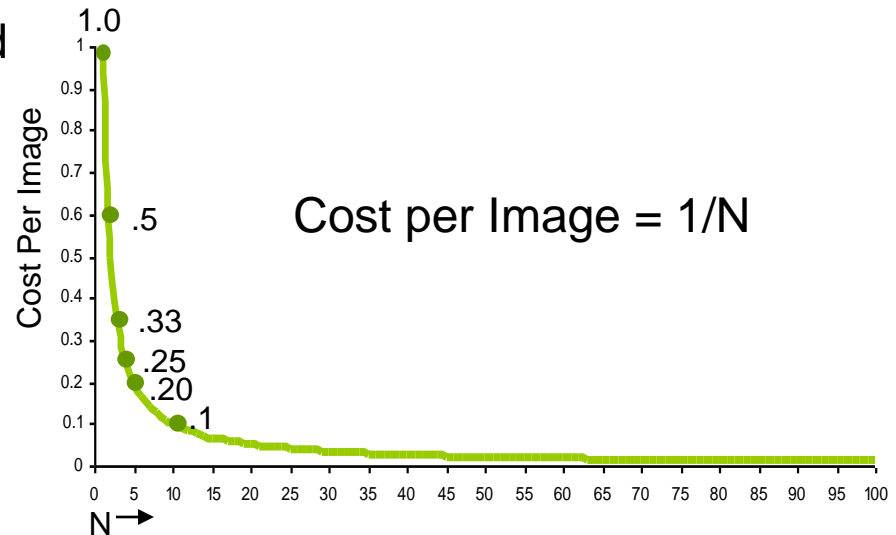
# How Does Consolidation Reduce Costs?

## ■ Costs shared by all “N” consolidated images

- ▶ Hardware
- ▶ Software
- ▶ Power
- ▶ Floor Space
- ▶ Local Network Connectivity

## ■ Costs not shared by consolidated images

- ▶ Migration cost per image
- ▶ Off premise network cost
  
- ▶ Labor cost per image



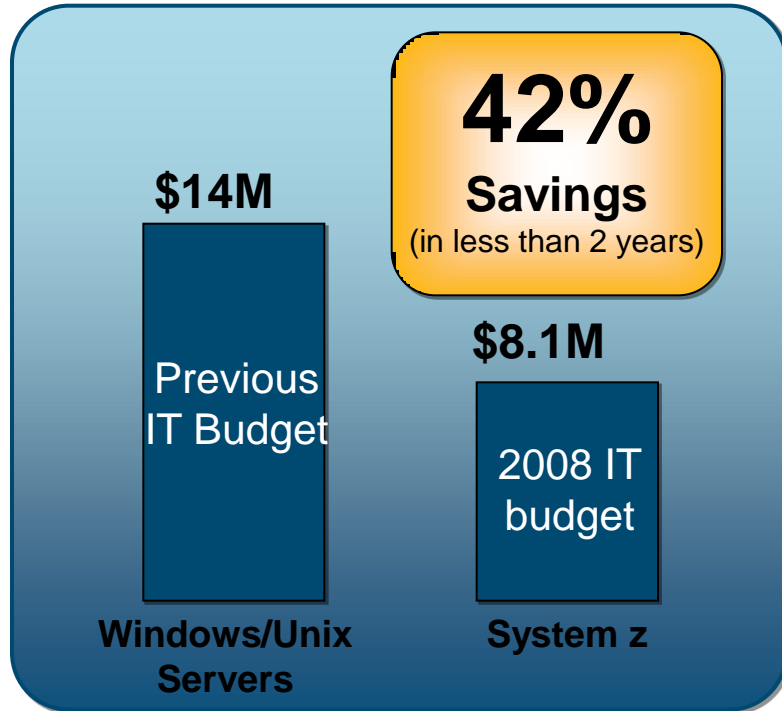
Fixed cost per image

Fixed cost per image, but typically less than unconsolidated labor cost




**The more workloads you can consolidate, the lower the cost per image**

# Optimize deployment of applications and data

*Deploying SAP database and application servers*



## Top three reasons for savings

- 
 Software and hardware licensing costs dramatically reduced
- 
 Software and hardware maintenance costs are significantly down
- 
 Networking costs plunged, while infrastructure was drastically simplified

**BALDOR**

\$1.8 billion Electric motors manufacturer

## **Expected Benefits Realized: Availability and Performance**

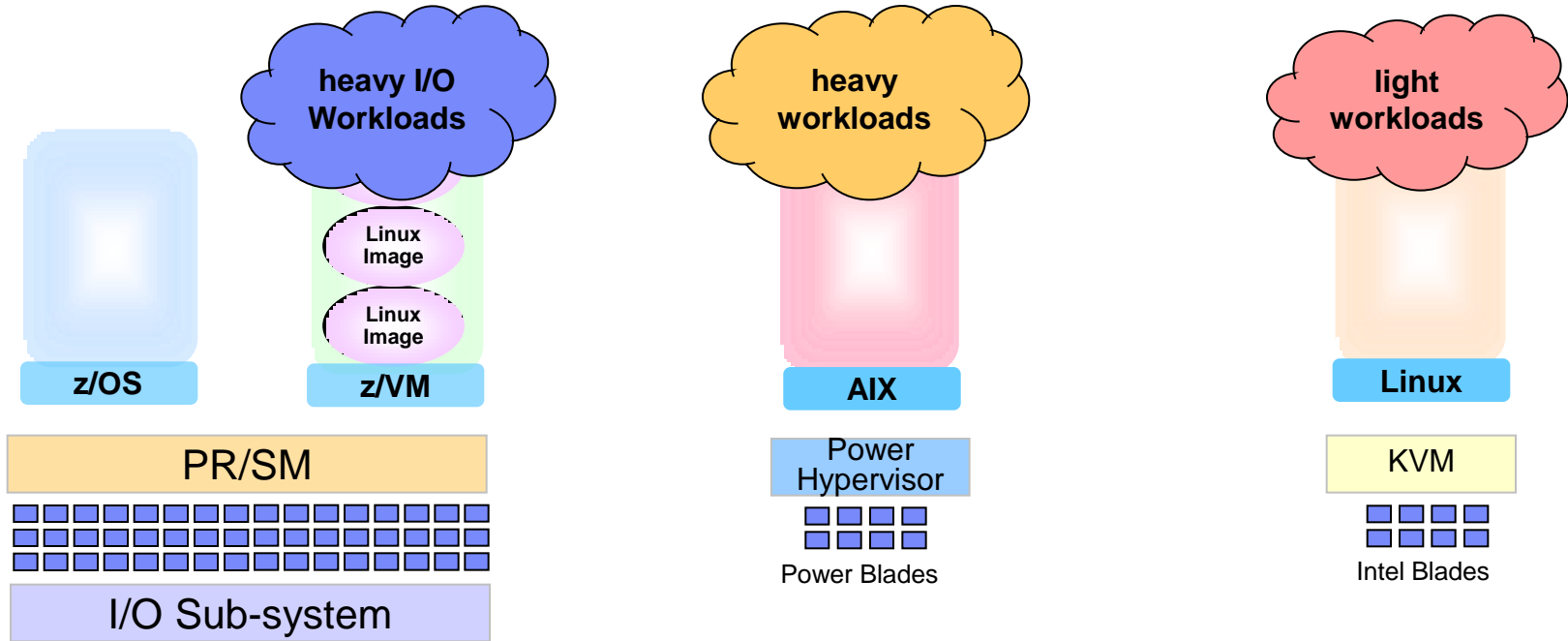
The System z decision was driven by expected benefits:

- **Reduced complexity**
- **High availability**
- **Ease of maintenance**
- **Dynamic Workload**
- **Good consistent application response time (SAP)**
- **zLinux for rich toolset, ease of use**

## **Additional Benefits Realized: Significant Cost Savings**

- +Reduced IT budget by 42% - in less than 2 years**
- +Reduced floor space by 70%**
- +Reduced software and hardware maintenance by more than 50%**
- +Reduced power consumption by more than 60%**
- +Reduced total TCO from 2% of sales to below 1% - and realized 1 year ahead of schedule**

# zEnterprise Extends Cost Advantages To A Broad Range Of Workloads

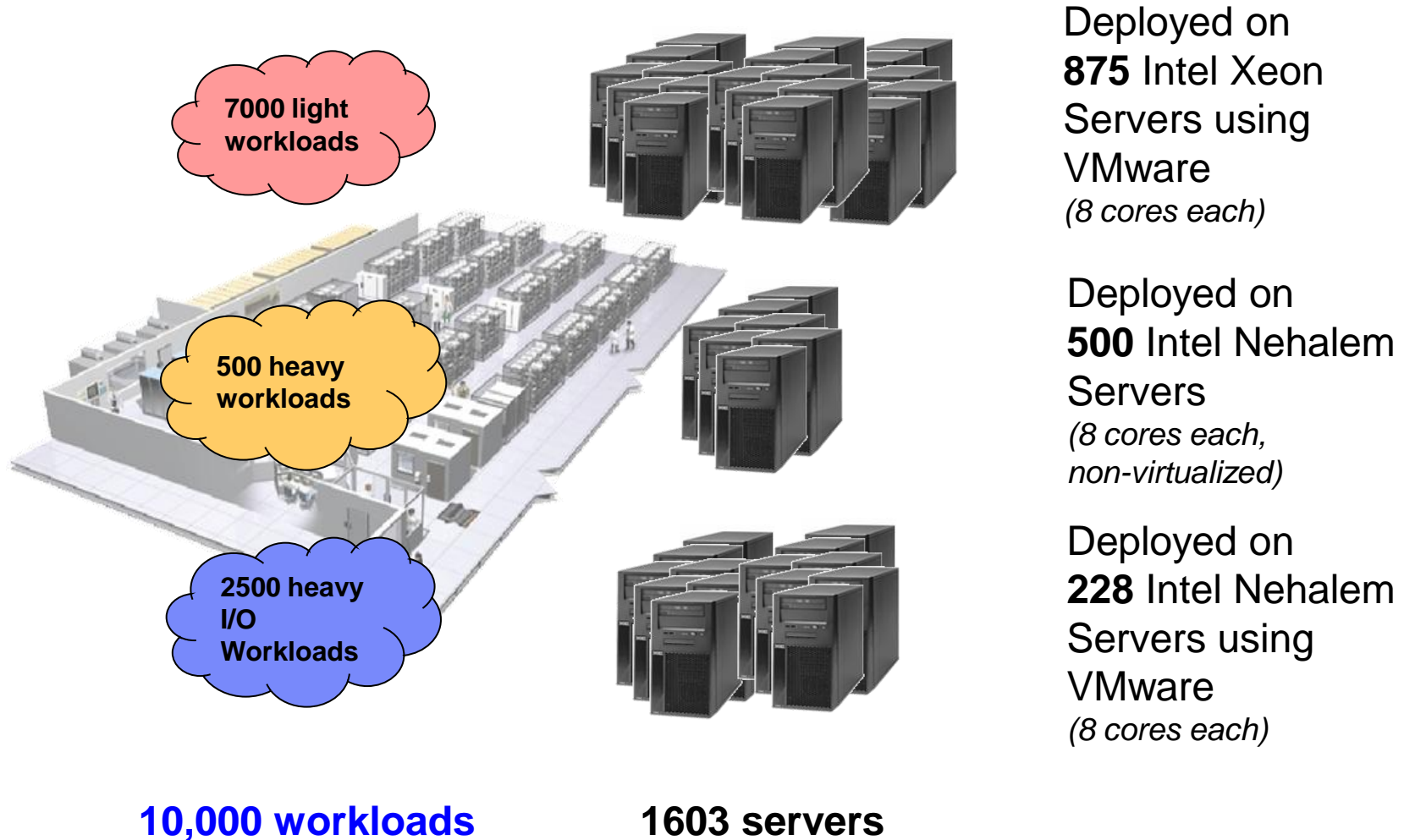


- Scale up to 80 cores in a frame (z/OS clusters with sysplex)
- Dedicated I/O Sub System
- Superior qualities of service

- Scales to 8 cores per blade
- Larger number of fast processing threads
- Floating point accelerators

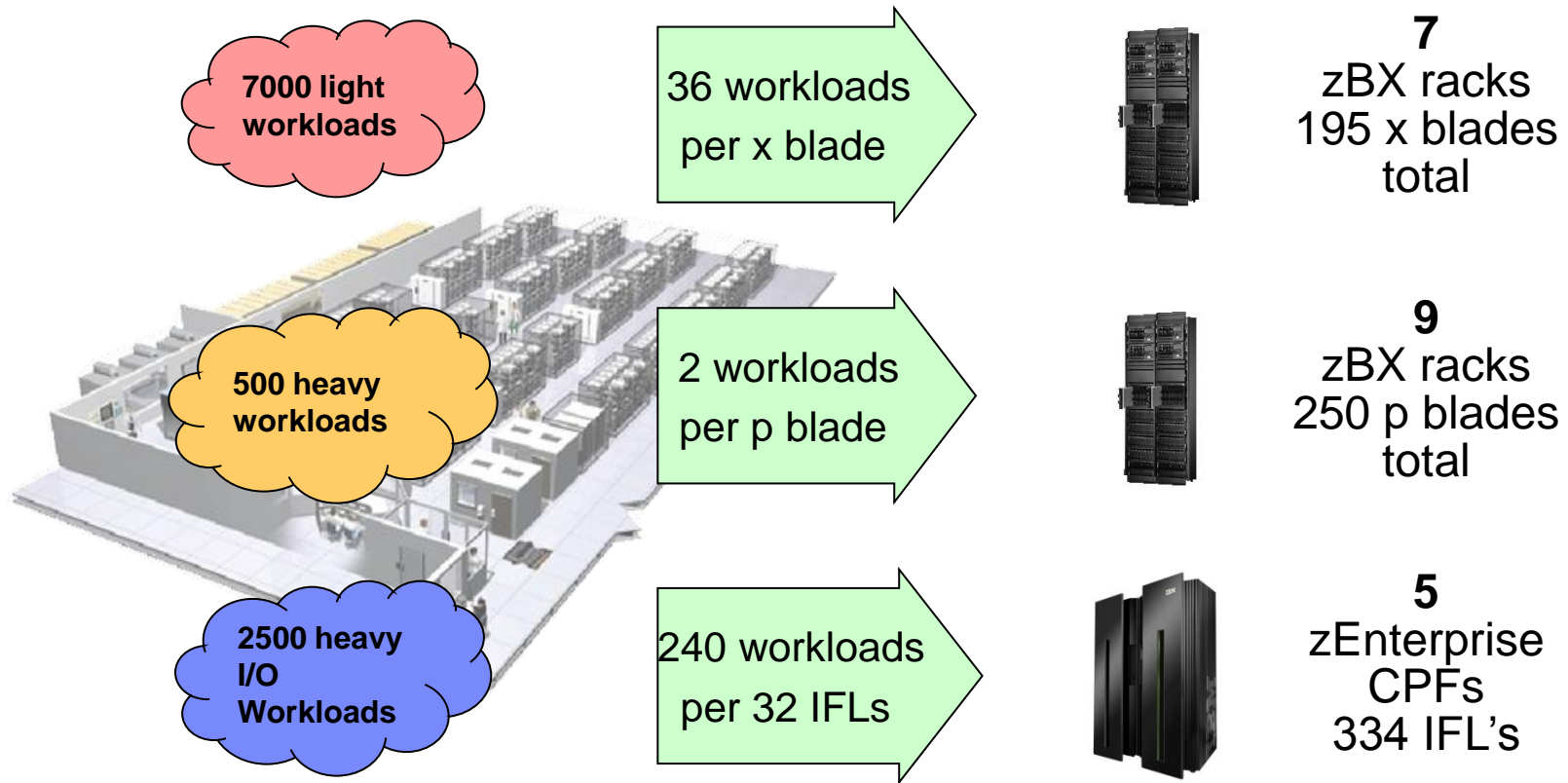
- Scales to 8-12 cores per blade
- Fast processing threads
- Commodity I/O
- Modest qualities of service

# Large Data Center – What Did It Cost To Deploy 10,000 Workloads On Virtualized Intel Servers?



IBM analysis of a customer scenario with 10,000 distributed workloads. Deployment configuration is based on consolidation ratios derived from IBM internal studies. © 2010 IBM Corporation

# Large Data Center – What Does It Cost To Deploy 10,000 Workloads On zEnterprise?

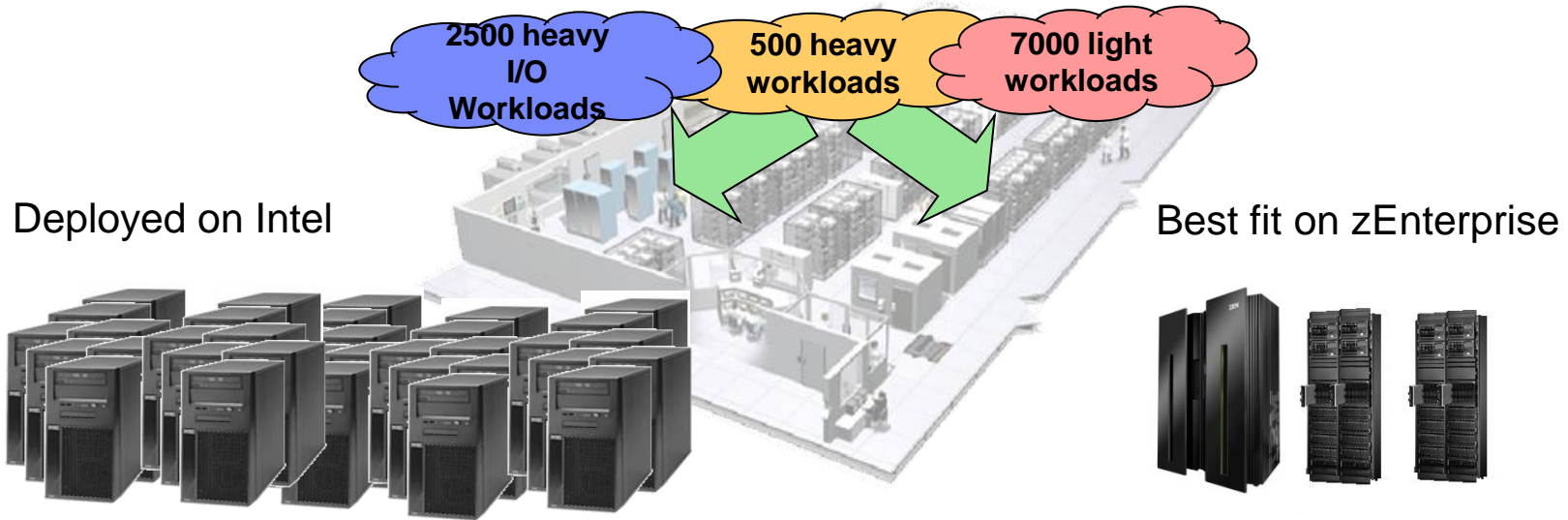


## Best fit assignments

Configuration is based on consolidation ratios derived from IBM internal studies. z196 32-way performance projected from z196 8-way and z10 32-way measurements. The zBX with x blades is a statement of direction only. Results may vary based on customer workload profiles/characteristics.



# Compare Server Cost Of Acquisition



**1603 Intel Servers**

**21 Frames**

445 blades

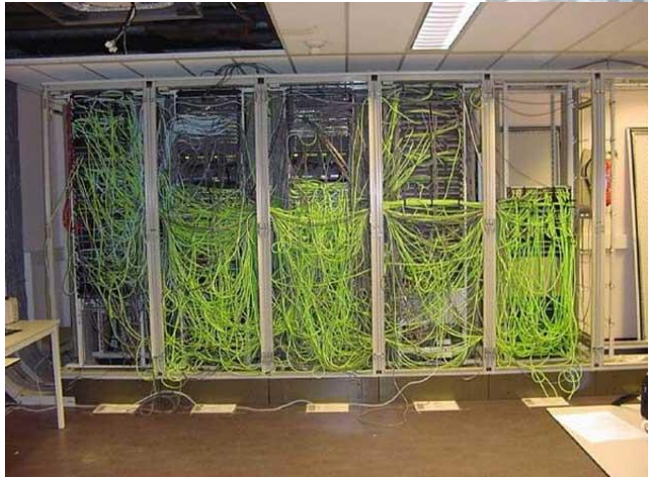
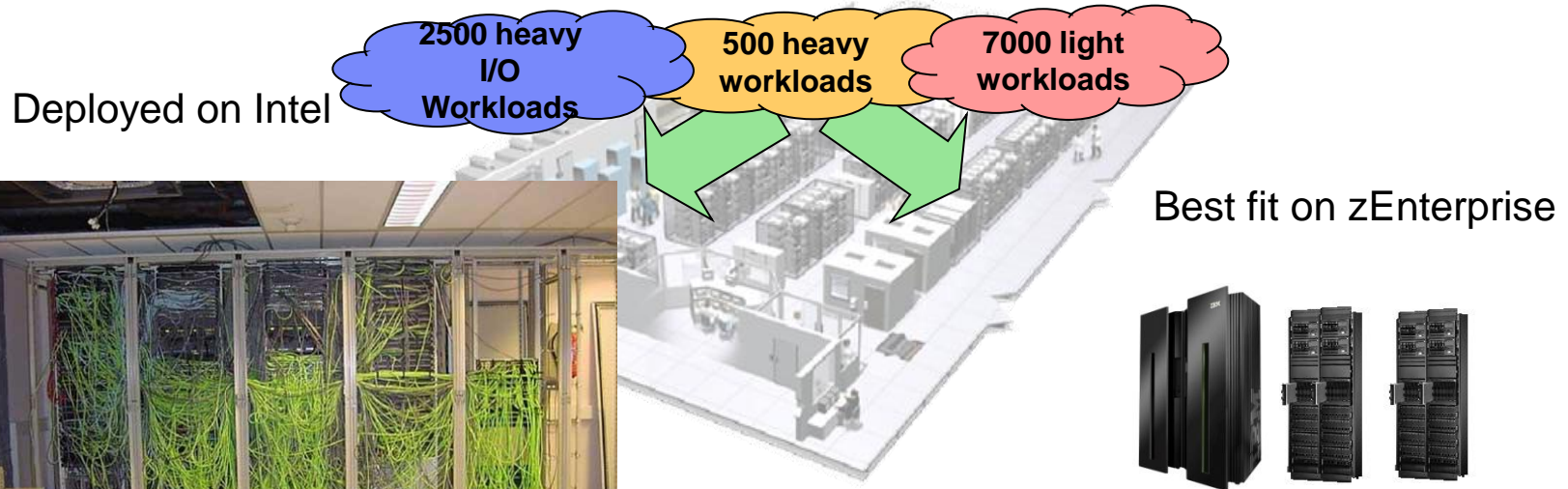
334 IFL's

**\$314M** TCA (3 years)

**\$138M** TCA (3 years)

**56% less**

# Compare Network Cost Of Acquisition



Additional network parts  
 313 switches  
 7038 cables  
 6412 adapters

**13,763** total network parts  
**\$3.8M** TCA

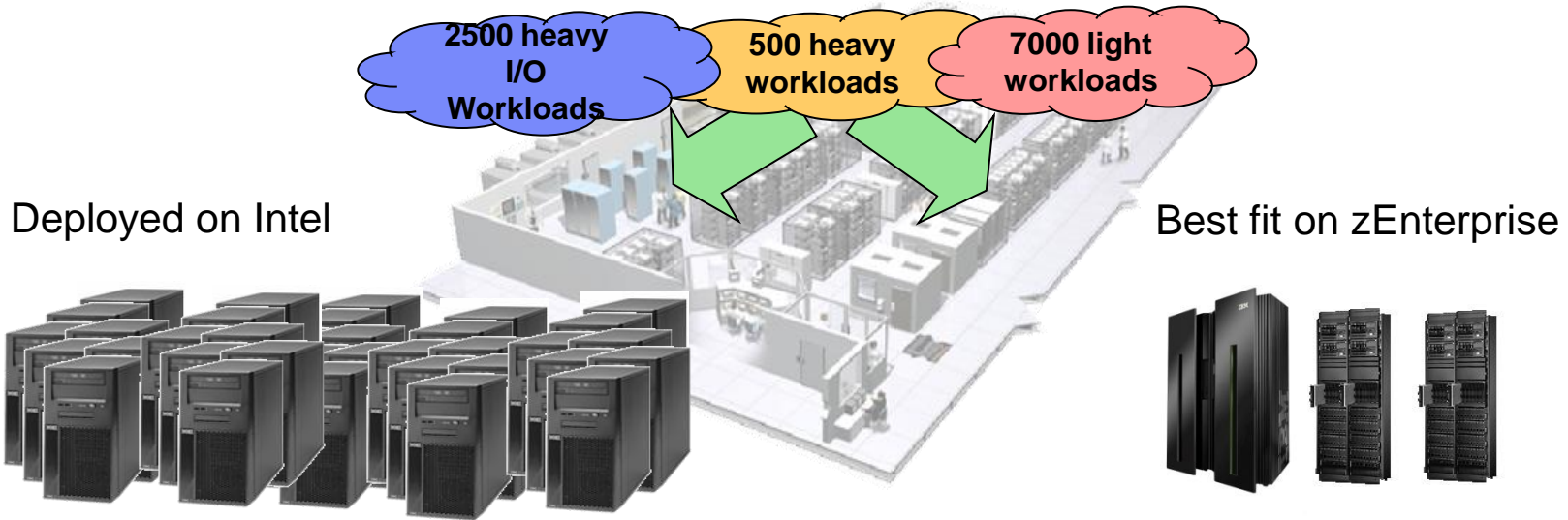


Additional network parts  
 7 switches  
 142 cables  
 74 adapters

**223** total network parts  
**\$197K** TCA

**95% less**

# Compare Power Consumption



Deployed on Intel

Best fit on zEnterprise

1603 Servers  
**2131 kW**

21 frames  
**419 kW**

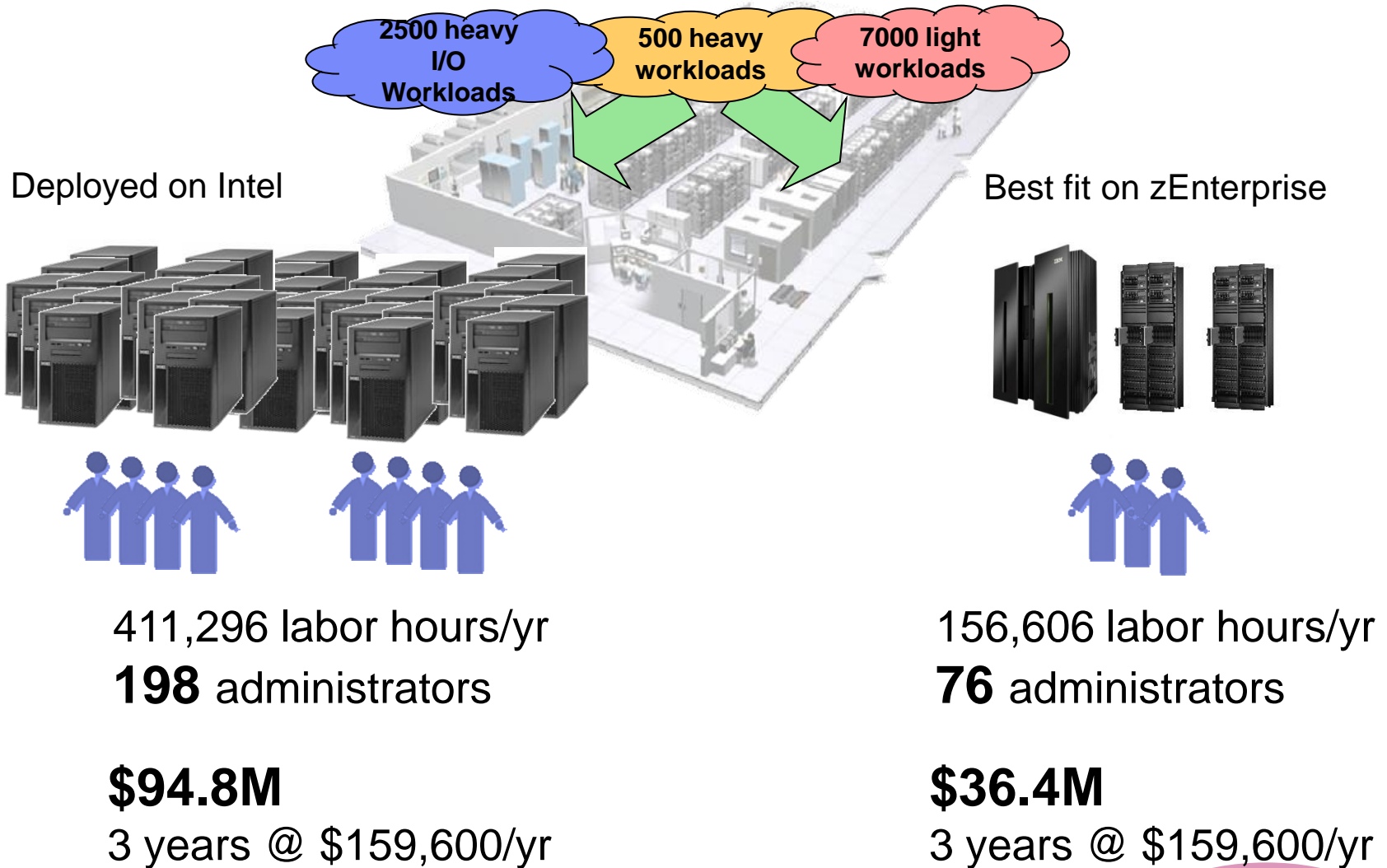
**\$5.6M**  
 3 years @ \$0.10 per kWh

**\$1.1M**  
 3 years @ \$0.10 per kWh

Server configuration based on IBM internal studies.  
 Calculations for Intel servers based on published power ratings  
 and industry standard rates. Prices are publicly available US

**80% less**

# Compare Server Infrastructure Labor Cost



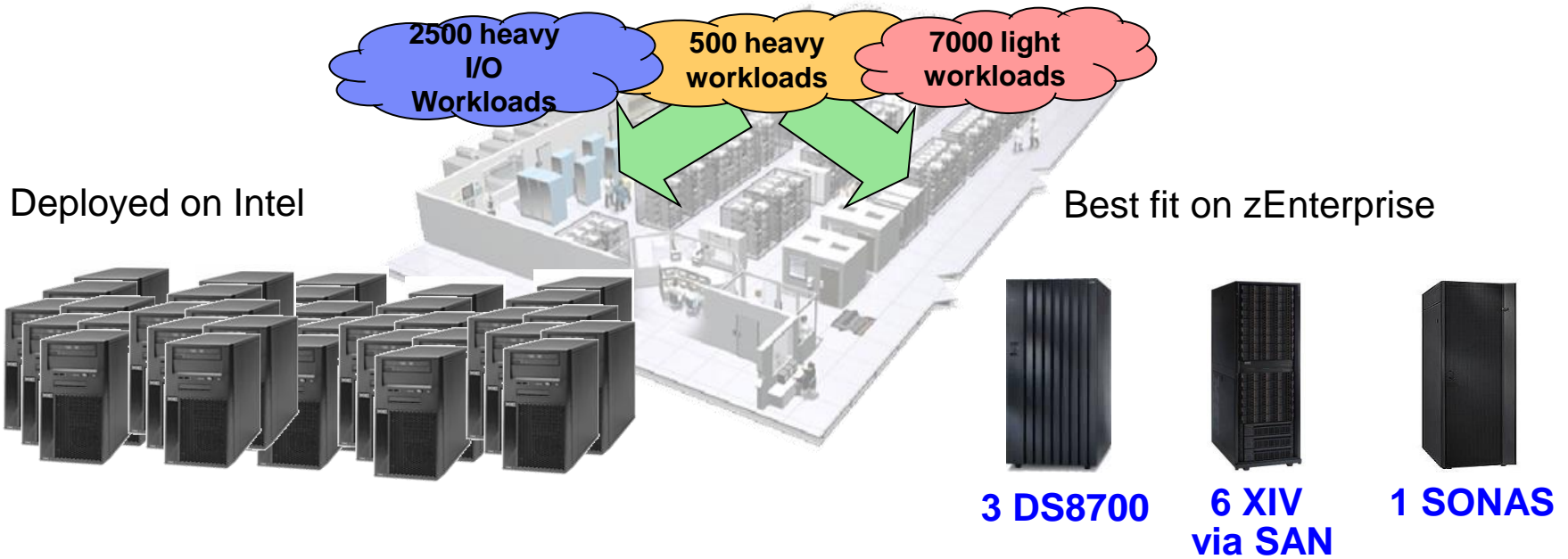
Configuration based on IBM internal studies.

Labor model based on customer provided data from IBM studies

28 Labor rates will vary by country

**62% less**

# Compare Storage Cost



**7.7 PB** embedded storage  
 31% utilization  
 1603 points of admin

**\$211M** TCO(3 years)

**4.5 PB** provisioned storage  
 53% utilization  
 10 points of admin

**\$108M** TCO (3 years)

240GB active storage required per workload (2.4PB total)

**49% less**

# Simplification – Fewer Parts To Assemble And Manage



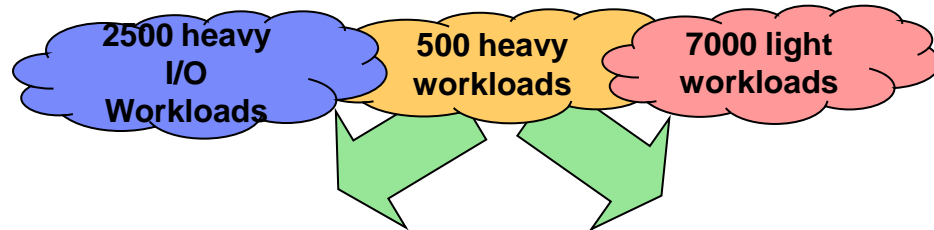
| Deployed on Intel |
|-------------------|
| 1603              |
| 13,763            |
| 2131              |
| 198               |
| 1603              |

**Servers**  
 Network (parts)  
 Power (KW)  
 Administrators  
 Storage admin points

| Best fit on zEnterprise |
|-------------------------|
| 21 frames               |
| 223                     |
| 419                     |
| 76                      |
| 10                      |



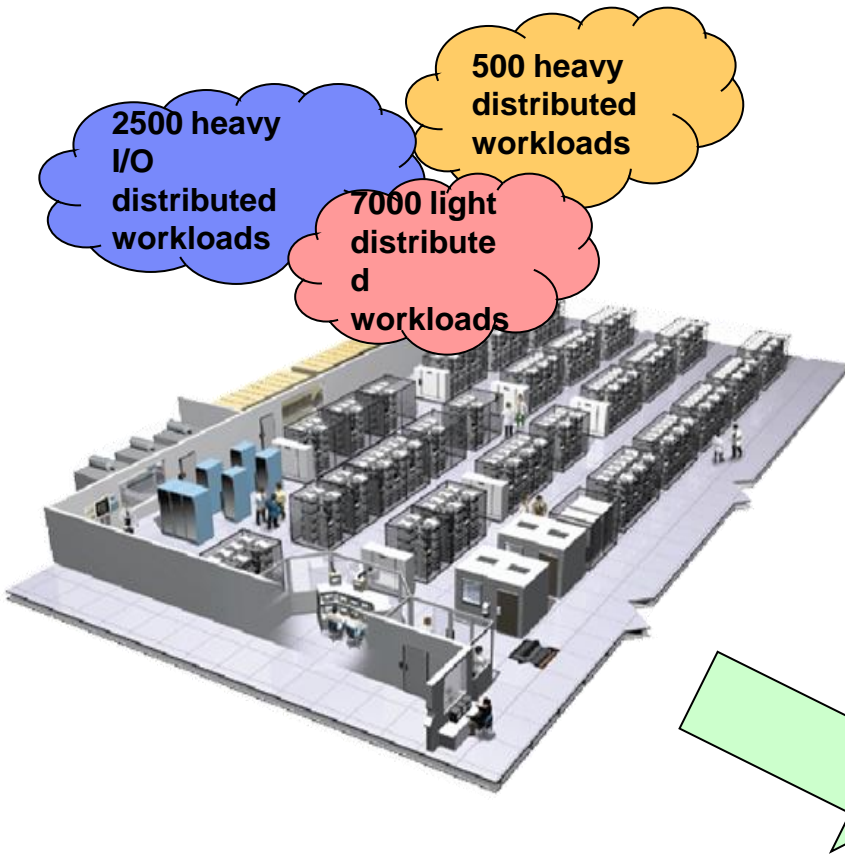
# The Savings Are Cumulative



| Three Year Cost Of             | Deployed on Intel | Best fit on zEnterprise |
|--------------------------------|-------------------|-------------------------|
| Servers                        | \$314M            | \$138M                  |
| Network                        | \$3.8M            | \$0.2M                  |
| Power                          | \$5.6M            | \$1.1M                  |
| Labor                          | \$94.8M           | \$36.4M                 |
| Storage                        | \$211M            | \$108M                  |
| Total                          | \$629M            | \$284M                  |
| <b>Total cost per workload</b> | <b>\$62K</b>      | <b>\$28K</b>            |

**55% less**

# zEnterprise Is A Roadmap To The Data Center Of The Future



- Lower cost per unit of work for large scale workloads
- Revolutionary cost reductions for smaller scale workloads
- Data center simplification
- Improve quality of service
- No other platform can match!

**Mainframe workloads  
+  
distributed workloads  
best fit for cost**







Thank  
YOU

# International Restaurant Chain Avoids High Cost Software

- **Existing environment of 1600 MIPS included high cost ISV system management software**
- **Competitor's proposal was only a partial offload**
  - Complete offload projected to cost 2.3x more
  - \$56M vs \$24M over 5 years
- **System management software costs more in the offload case**
  - Mainframe systems management
    - \$2.0M Stream per year (48 products, mostly third party)
  - Distributed systems management
    - \$2.6M Yearly Maintenance (26 products)
    - \$13.3M One Time Charge
- **Better: Replace higher cost System z ISV software with lower cost IBM Software**

# Typical System z Cost Comparison For Large Workloads

Configurations required to achieve 2,200 online banking transactions per second, production + dev/test/DR workloads

## HP Servers

Oracle



**560 processors**

*(915,524 Performance Units)*

**\$49.5M\***  
TCA (5yr)

8 HP 9000 Superdomes - 32W 1GHz 32MB (32ch/64co)  
6 HP Integrity rx7620 - (10U) 1.5GHz 6MB (8ch/8co)

## IBM System z10 CICS/DB2

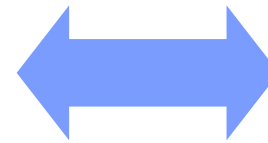


**7 processors**

*(4,906 MIPS)*

**\$24.9M**  
TCA (5yr)

z10 2097-707



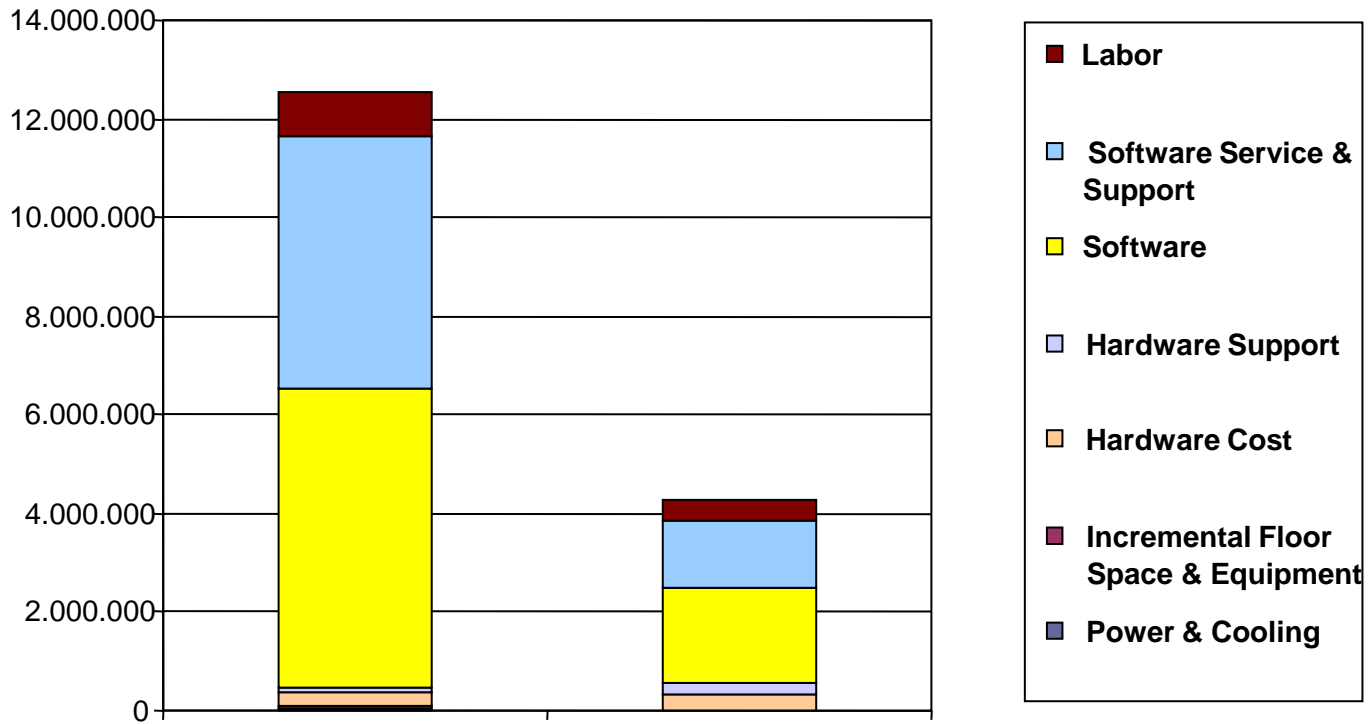
Based on IBM analysis of publicly available benchmarks  
<http://h71028.www7.hp.com/enterprise/downloads/TemenosBenchmark.pdf>  
 IBM/FNS: <http://www.enterprisenetworksandservers.com/monthly/art.php?2976>  
 InfoSizing FNS BANCS Scalability on IBM System z  
 \*Based on publicly available US list prices

# Key Points:

| Mainframe Costs   | Distributed Costs   |
|---|---|
| <p>The cost of running incremental workload on the mainframe goes down as the total workload grows</p>  | <p>The cost of running additional workload on distributed servers goes up more linearly</p>   |
| <ul style="list-style-type: none"> <li>- Labor costs hold steady as workload grows</li> </ul>   | <ul style="list-style-type: none"> <li>- Labor is now the highest cost element in distributed environments</li> <li>Administrative staff costs increase in proportion to the number of servers</li> </ul> |
| <ul style="list-style-type: none"> <li>- IBM pricing policies designed to favor the addition of more workload</li> </ul>                      | <ul style="list-style-type: none"> <li>- New workload requires additional servers and licenses</li> </ul>   |
| <ul style="list-style-type: none"> <li>- Highly Efficient Power and Cooling – Small Footprint</li> </ul>                                      | <ul style="list-style-type: none"> <li>- Energy and Space cost is more linear</li> </ul>  |
| <ul style="list-style-type: none"> <li>- Lower software costs per transaction as workload grows – and PRA can lower ISV tool costs</li> </ul> | <ul style="list-style-type: none"> <li>- Cost of software licenses is more linear</li> </ul>  |
| <ul style="list-style-type: none"> <li>- High Availability and Security Translate into low cost</li> </ul>                                    | <ul style="list-style-type: none"> <li>- Fractionally less Availability and Security can drive Significant downstream costs</li> </ul>  |
| <p><b>Customers have learned that mainframes deliver economies of scale, especially as the workload grows</b></p>                             | <p><b>Result – scale out strategies do not deliver equivalent economies of scale as the workload grows</b></p>  |

*This pricing discussion uses published list prices*

# Email, Calendaring, and Collaborative Application on System z is 1/3 the Cost of x86 and Saves \$8M+ over 3 years



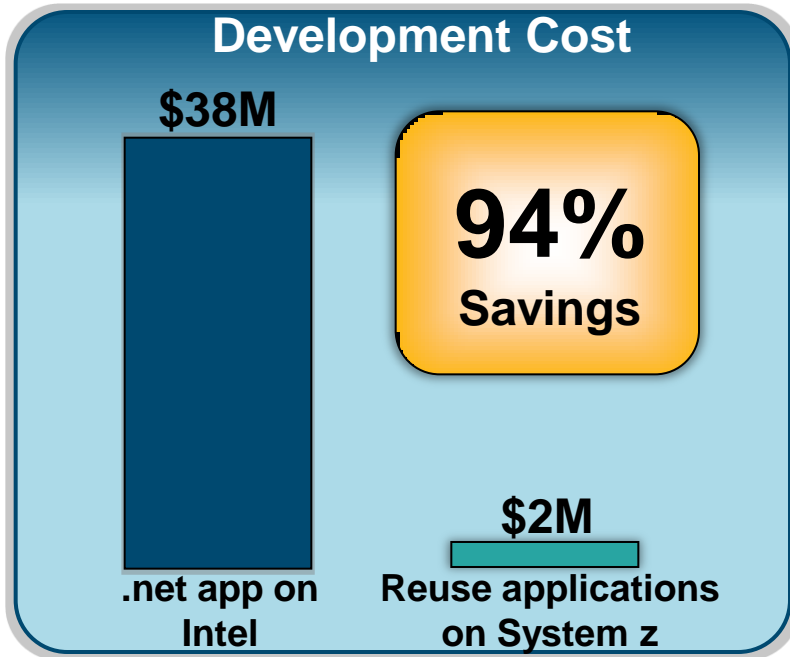
Microsoft Exchange® on Domino on one z10™ with 6

| fourteen x86 Servers                       | IFLs | TCO: 3 Years  | Per User Cost |
|--|------|---------------|---------------|
| Microsoft Exchange on fourteen x86 Servers |      | \$ 12,557,473 | \$ 1,046      |
| Domino on one z10 BC™ with 6 IFLs          |      | \$ 4,286,997  | \$ 357        |
| Savings with Domino on System z Linux      |      | \$ 8,270,476  | \$ 689        |

Assumes 12,000 users

Prices are in USD. Prices may vary in other countries.

### 3. Reuse applications and data



**Complexity of recoding from scratch all the business processes into .net framework**



**Speed of implementing System z solution was less than 29 days**



**Additional employees to test and maintain .net application versus none for System z**

### Additional benefits

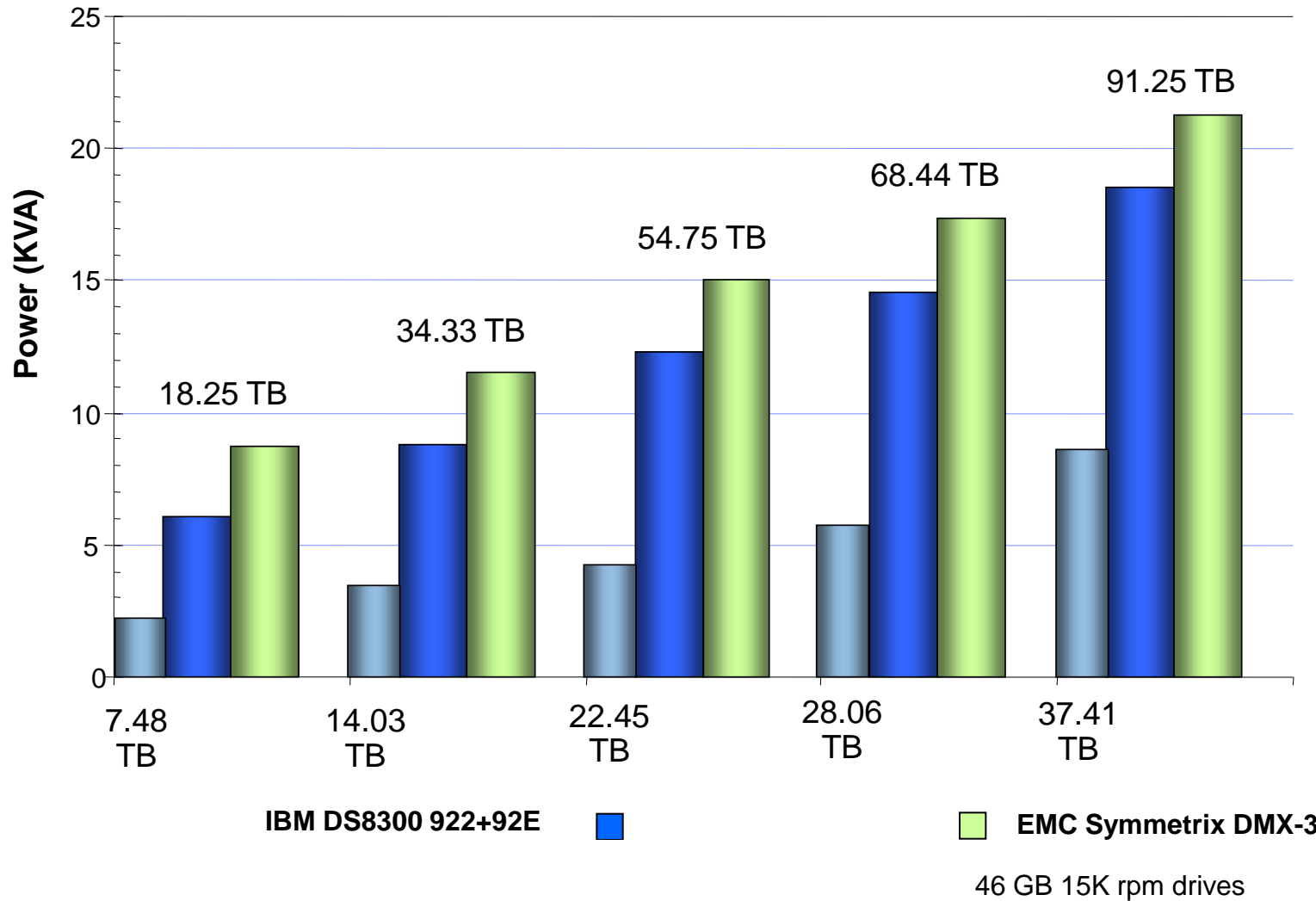
Improved application functionality

Faster time to market

Quick implementation and reduced risk

# IBM Storage Also Saves Energy Costs

## IBM DS8300 Power Consumption vs. EMC DMX-3 by Size



# Customer Survey – How Many People to Manage Servers?

| # NT Servers | # People | Ratio (s/p) |
|--------------|----------|-------------|
| 1123         | 68       | 16.5        |
| 228          | 20       | 14.4        |
| 671          | 51       | 13.1        |
| 700          | 65       | 11.5        |
| 154          | 18       | 8.5         |
| 431          | 61       | 7.1         |
| 1460         | 304      | 4.8         |
| 293          | 79       | 3.7         |
| 132          | 54       | 2.0         |

| # UNIX Servers | # People | Ratio (s/p) |
|----------------|----------|-------------|
| 706            | 99       | 7.1         |
| 273            | 52       | 5.2         |
| 69             | 15       | 4.6         |
| 187            | 56       | 3.3         |
| 170            | 51       | 3.3         |
| 85             | 28       | 3.0         |
| 82             | 32       | 2.6         |
| 349            | 134      | 2.6         |
| 117            | 50       | 2.3         |
| 52             | 52       | 1.0         |

Mainframe administration productivity surveys range 167-625 MIPS per headcount (500 is typical), so...

*Source: IBM Scorpion Customer Studies NOTE: Figures for total administration cost*



# Storage Costs: DB2 Delivers More Storage Savings Than Oracle

- **DB2 for z/OS lowers TCO by reducing storage needed**
  - TPC-H Benchmark: DB2 compression of 62% vs 27% for Oracle RAC
  
- **Storage savings with DB2 vs. Oracle for a 10 TB data base**

|  | Oracle  | DB2 for z/OS*                                |
|--|---|--|
| <b>Storage System</b>  | <b>HP XP24000 Storage</b>                     | <b>IBM System Storage DS8100</b>             |
| <b>Overall database compression ratio (using TPC-H benchmark results )</b>     | <b>27%</b>                                    | <b>62%</b>                                   |
| <b>For 10 TB uncompressed data storage needed</b>                              | <b>7.3 TB of HP Storage</b>                   | <b>3.8 TB of IBM Storage</b>                 |
| <b>Cost of storage ( 3 year TCA)</b>   | <b>\$888,399 + \$37,560 x 3 = \$1,001,079</b> | <b>\$192,205 + \$7,992 x 2** = \$208,189</b> |
| <b>With compression, storage for DB2 costs <u>79% less</u> than for Oracle</b> |   |  |

\*DB2 for z/OS achieves similar compression ratios to those of DB2 for LUW

\*\*IBM storage maintenance fee for the first year is included in the warranty

# Let's Break Down the Elements of Cost

**Total Cost of Ownership =**

**TCA – Hardware/Software/MA**

+Networking

+ Environmentals

+ Labor

+ Peripherals

Impacted by Quality of Service

Expressed by Chargeback

*The total cost requires a total picture of your I/T assets and expenses*

# Do The Math – z196 vs. 7 HP Superdomes \$

- **HP Itanium 2 Superdome 9050 (64ch/128co)\* consumes a maximum of 24,392 watts**
  - $[24,392 \times \$0.10 \times (24 \times 365)]/1000 = \$21,367$  per year for electricity
  - Need 7 for same performance as z196 M32
  - **\$149,569 per year**
  
- **Mainframe with similar computing capacity - a System z196 731 machine with 6 I/O drawers cages using 18.5 kW (rated)\***
  - $(18,500 \times \$0.10 \times (24 \times 365))/1000 = \$16,206$  per year
  -
  
- **Similar savings on cooling capacity**
  - Cost of cooling is about 60% additional
  - Superdome cooling **\$89,741** per year vs. Mainframe **\$9,724**
  - Superdome total **\$239,310** per year vs. z196 total **\$25,930**
  - Savings of mainframe power and cooling is **\$213,380** per year

\*18.5 KW as per IMPP. This is a max number and may be substantially less for typical configurations. Performance equivalence determined by IBM TCO study and use of LSPR MIPS

•z196 Cooling cost using water will be less than 60% of power. Measurements TBD. *These savings will improve.*