Script for Virtualization and Cloud "How To" Demo

Scene 1 – Introducing "Jeff" and the world as he sees it

Jeff manages the infrastructure that supports his company's applications and services. <click>

Lately Jeff has seen a lot of change at his company, ABC Corp.

His team has had to work hard to keep up with these changes while trying to be more efficient and watch their costs at the same time. <click>

Scene 2 – Jeff sees ABC Corp grow and acquire other companies

Jeff has seen ABC Corp grow through acquisitions and mergers. And as they have grown - so has their dynamic business network and the applications and services that connect together to support it. <click>

ABC corp expands once again by acquiring XYZ Co. <click>

And with this acquisition came XYZ's older, less efficient application infrastructure based on a mix of costly non-IBM application servers and unsupported open source application servers.

ABC had already chosen a strategic application foundation – the same one that is used by 90% of the Fortune Global 100 - one with a large community of skilled users and that has a proven track record of industry leading total cost of ownership.

<click>

Scene 3 – Jeff's boss gives him the 25/25 challenge

As Jeff thought about what to do with XYZ Co's application servers, he receives an email from his boss.   To no surprise, Jeff is asked to integrate the applications from XYZ onto their strategic application foundation. But his boss also challenges him to meet new goals to reduce the costs of maintaining the application infrastructure by 25% while delivering new applications and services 25% faster – to better support the changing business of ABC Corp. <click>

Scene 4 – Jeff sees the need to virtualization his application infrastructure

Jeff looks at the utilization across all of the application servers and notices that some are underutilized and others are maxed-out.   That's because specific hardware is dedicated to specific applications and the resources couldn't be shared across the applications. This means that some applications can't respond as fast as the business needs required. And it is costly and slow to bring new hardware resources online to increase capacity. <click>

Jeff determines that the best path to efficiently share application server resources is an application infrastructure virtualization solution from IBM. With a virtualized application infrastructure in place, Jeff's applications can share a pool of app server resources. <click>

And to integrate the XYZ Co apps, Jeff is able to use a simple tool that makes migration a snap and helps him complete the migration of XYZ Co apps in half the time compared to doing it manually. <click>

Scene 5 – Jeff expands the pool of virtualized servers and virtualizes more apps

Jeff and his team begin "virtualizing" more and more applications.   <click>

Some applications are easy to identify – like those that have variable changes in demand during the day. When a new ABC Corp delivers a new product and orders for it increase, resources are automatically reallocated to take care of the increased demand.

Jeff soon discovers that most all of their applications can be run in a virtualized environment and take advantage of its benefits. Managing applications and services in his new virtualized environment is much simpler than the old environment due to the flexibility to reallocate resources on the fly. Plus, the higher resource utilization means Jeff is able to run more workloads on fewer servers … helping to reduce the cost of maintaining ABC Corp's application infrastructure by 25%.

Scene 6 – Jeff discovers how a private cloud could help his app development team

Jeff is now using virtualization to increase his team's operational efficiency. But Jeff still needs to figure out how to deliver applications faster. As Jeff researches his options he keeps hearing from friends and colleagues about cloud-based application infrastructure. <click>

At first Jeff thinks he isn't ready for cloud but then discovers that a "private", on-premise, cloud solution could help his development teams rapidly setup and replicate their development and test environments and help them get started with cloud technologies. <click>

They are able to speed application deployment and reduce setup time for their development environment from weeks to minutes using pre-defined patterns and virtual images.

And since they don't have to spend as much time maintaining the development environment, they are able to focus on delivering new apps and services and cut the time to deliver them by 25%. <click>

Scene 7 – New "hypervisor editions" help simplify and speed app deployment

Jeff discovers that many software applications that his company uses were available as pre-built virtual machines, or hypervisor editions. This saves Jeff's team a lot of time. With these hypervisor editions, the applications are already installed, configured, and optimized for virtualized environments. This means Jeff is able to leverage this efficient and flexible private cloud environment to roll out new applications and services even faster. <click>

Scene 8 – Jeff adds elasticity to his cloud

While application virtualization helps Jeff better allocate resources to high priority workloads, some applications have dramatic increases in demand that are very unpredictable such as a spike in new orders after their CEO appears on television to discussion a hot new ABC Corp product. <click>

Jeff is able to simply and cost-effectively provide instant scalability by adding elastic caching capabilities to his infrastructure that cost-effectively increase their capacity to scale to handle even unpredictable changes in demand.

Scene 10 – Jeff celebrates his success

As a result Jeff and his team now enjoy an environment that enables new applications and services to be delivered up to 25% faster than before.

And virtualization enables them to drive down the costs of maintaining their application infrastructure by over 25%.

Jeff's journey to virtualization and cloud is very fruitful and helps him meet the 25%/25% challenge.   And the flexibility and simplicity of the virtualization and cloud solutions help Jeff's team avoid those late nights to keep up with the changes in ABC Corp's business.