IBMÖ

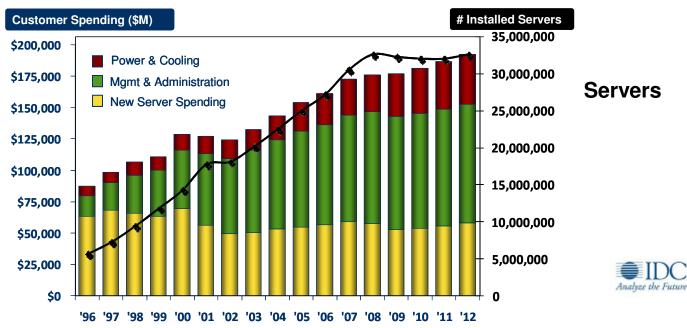
Bill Melton PureFlex Tiger Team meltonw@us.ibm.com

IBM PureFlex™ System

iem 🏼

IT has felt the impact of the new economic conditions

- > Organizations have had to change their IT strategy.
- They must do more with less, fully utilize every resource and automate wherever possible.
- Management & Administration costs yield largest area for reduction opportunities



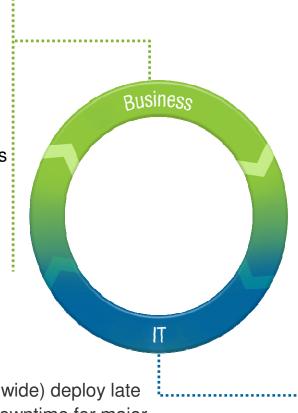
WW Spending on Servers, Power and Cooling, and Management/Administration

IT must break through budget and resource barriers

Business Goals

Grow top and bottom line by:

- Driving business innovation
- Make new markets
- Respond to competitive threats
- Enhance the customer experience



IT Reality

Getting Up and Running

- 2-3 months to specify and procure
- 2-3 months to integrate, configure and deploy

Development Operations

 3-6 months to go from development to production

Ongoing Effort

- 1-3 months to troubleshoot and tune
- Ongoing effort and downtime to maintain, scale and upgrade

Typical Results:

- 23% of new IT projects (worldwide) deploy late
- 55% experience application downtime for major infrastructure upgrades once deployed

IBM Ö

Clients struggle to overcome barriers of time, cost and risk

Typical IT Project Time and Budget

Phase	Time (days)	Budget
Specify/design	73 - 96	14% - 16%
Procure	57 - 112	19% - 21%
Implement	74 – 93	12%
Configure/test	74 – 80	10% - 11%
Cluster & HA	66 – 104	11% - 12%
Backup	44 – 108	10%
Tune	89 – 98	9% - 10%
Management	67 – 110	9 – 10%

34% of new IT projects (US) deploy late

Top Causes of Project De	lays
Hardware	
Troubleshooting and tuning production environment	45%
Integration, configuration and testing of the infrastructure	45%
Installation, cabling and netwo access for the environment	r <mark>k 2</mark> 9%
Software	
Integration, configuration and testing of applications	41%
Integration, configuration and testing of middleware	35%
	34%

conducted by Forrester Consulting on behalf of IBM

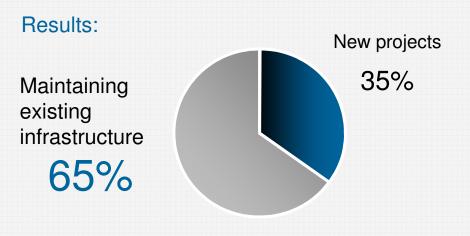
IBM Ö

Only 1 in 5 can allocate more than half their IT budget to innovation

Least efficient data centers

Use of new technology:

43% first and fast technology adoption
1% move virtual machines to meet desired outcomes
21% use storage virtualization
3% use a storage service catalog (tiered storage)



Most efficient data centers

Use of new technology: 86% first and fast technology adoption 58% move virtual machines to meet desired outcomes 93% use storage virtualization 87% use a storage service catalog (tiered storage)

Maintaining existing infrastructure 47%

Source: 2012 IBM Data Center Study: www.ibm.com/data-center/study (http://www.ibm.com/data-center/study)

New projects

569<u>6</u>

IBM. 🕉

Clients have tried various approaches to close the gap

	Client-tuned Systems	Appliances	Cloud
Benefits	Flexibility Control	Simplicity Rapid Deployment	Agility Elasticity
Challenges	Time and Expense Required	Single Purpose	Shared Dependence

What if you could have the best of all three?

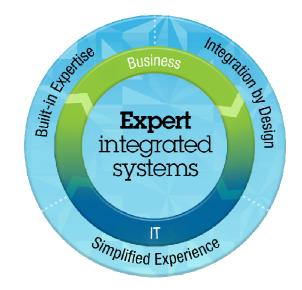


The time has come for a new breed of systems Systems with integrated expertise and built for cloud

PureSystems

Built-in Expertise

Capturing and automating what experts do – from infrastructure patterns to application patterns



Integration by Design

Deeply integrating and tuning hardware and software – in a readyto-go workload optimized system

Simplified Experience

Making every part of the IT lifecycle easier - with integrated management of the entire system and a broad open ecosystem of optimized solutions

IBM Ö

Announcing the first two members of the IBM PureSystems family

PureFlex

Infrastructure System: Expert at sensing and anticipating resource needs to optimize your infrastructure



PureApplication

Platform System:

Expert at optimally deploying and running applications for rapid time-to-value

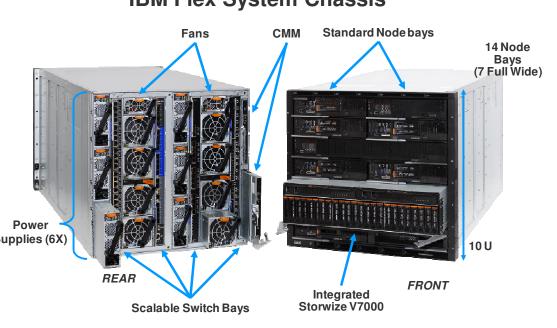


Built-in expertise - Integration by design - Simplified experience

IEM Ö



Enterprise Chassis Design Chassis **IBM Flex System Chassis** Fans Infrastructure to support the compute, storage and System infrastructure networking components Power Supplies (6X) Energy efficient cooling REAR and power system Easy to use with integrated single-point management Designed to support future advancements in I/O, configurations processors, memory, and storage



- 4 scalable switch bays
- 10U Chassis, 14 bays
- Standard and Full width node support
- Up to 6 2500W power supplies N+N or N+1
- Up to 8 cooling fans (scalable)
- Integrated chassis management through CME

IEM Ö

Integrated Compute Nodes

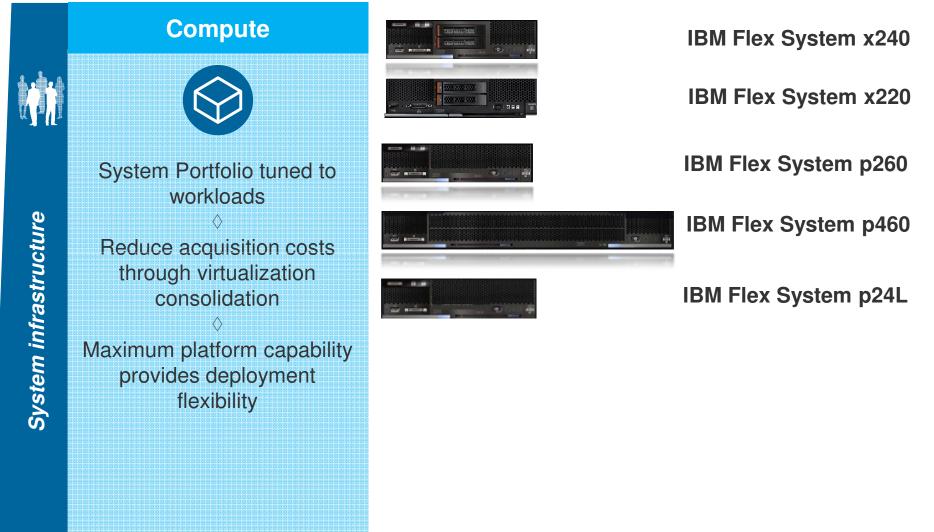
No Compromise designs for full performance



- Support multiple architectures using up to 14 POWER7 or x86 nodes per chassis
- Support for applications across 4 operating environments
- Secure startup for both physical and virtual environments

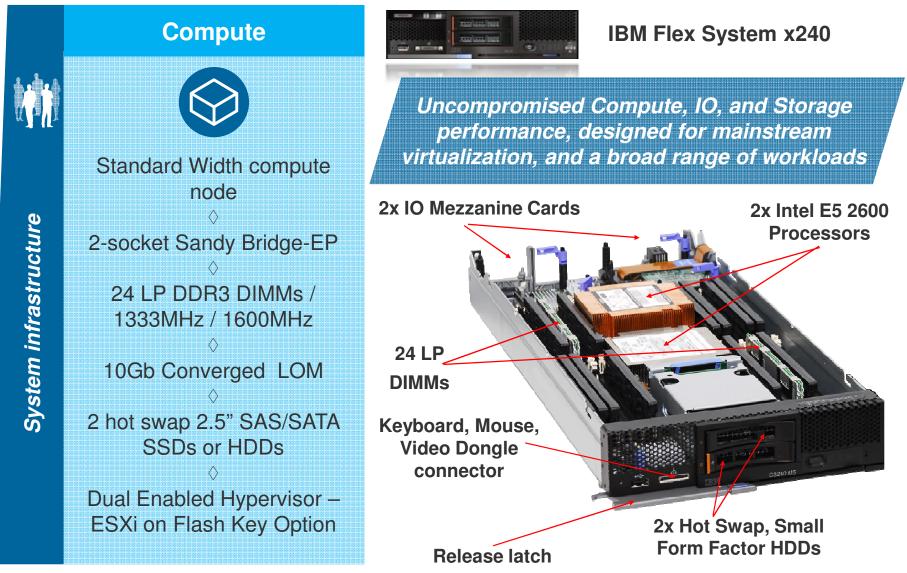


Diverse offerings to match the diverse workloads



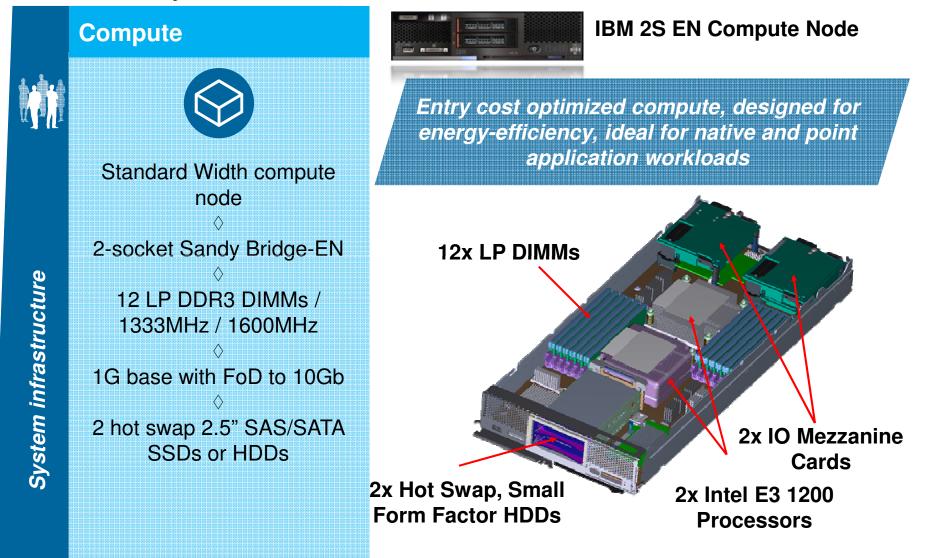


IBM Flex System x240 - Enterprise Class



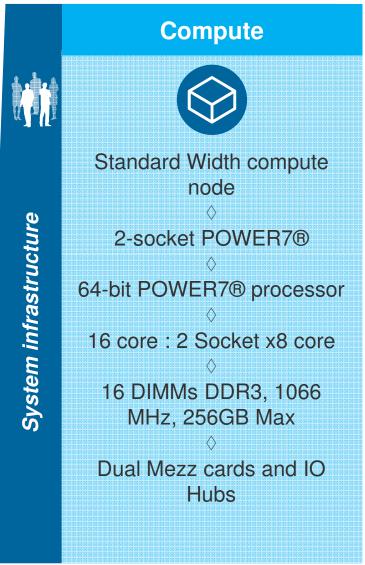


IBM Flex System x220 - Value Class



IBM Ö

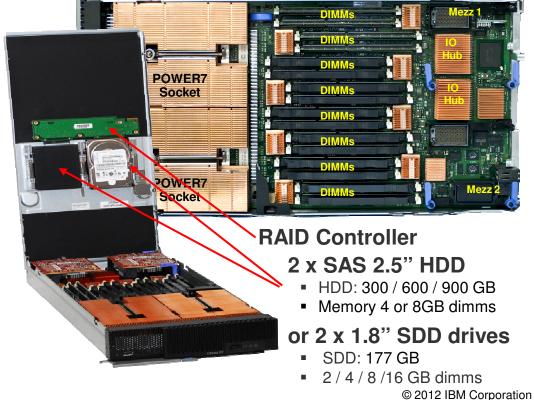
IBM Flex System p260





IBM Flex System p260

Power is Performance Redefined Delivers over 30% greater performance with similar density and energy use of the previous POWER7 blades

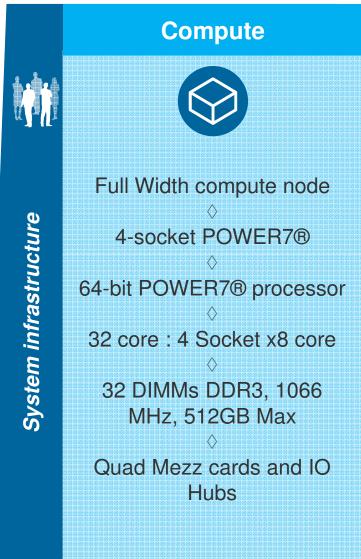




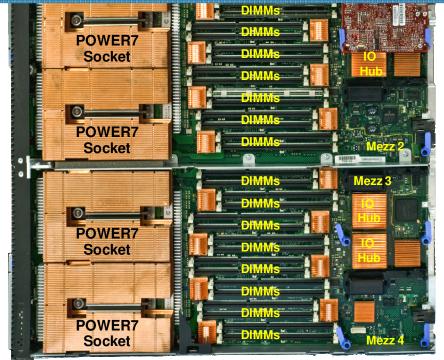
IBM Flex

System p460

IBM Flex System p460

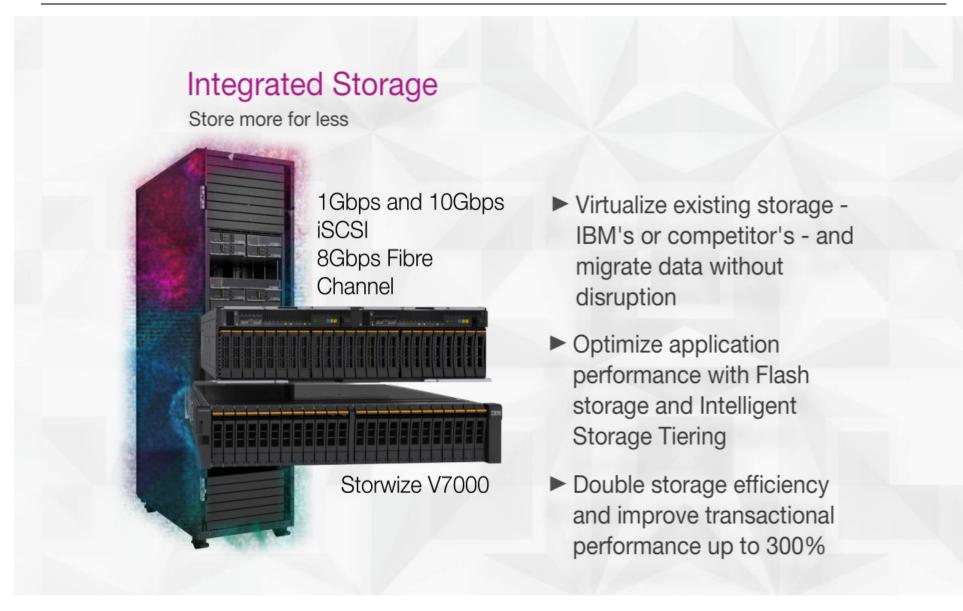


Power is Performance Redefined The same 4-socket server technology behind Watson, is now enhanced and available on Power Compute Node for IBM Flex System



*HDD or SSD – Mounted on cover (located over memory)

IBM Ö





Storage – Different (and Better) by Design...

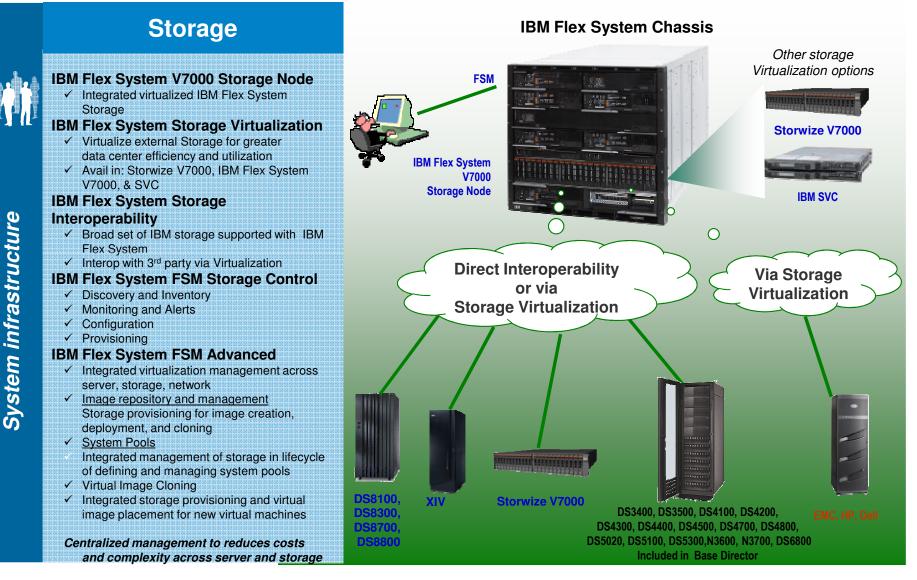
IBM Flex System Storage



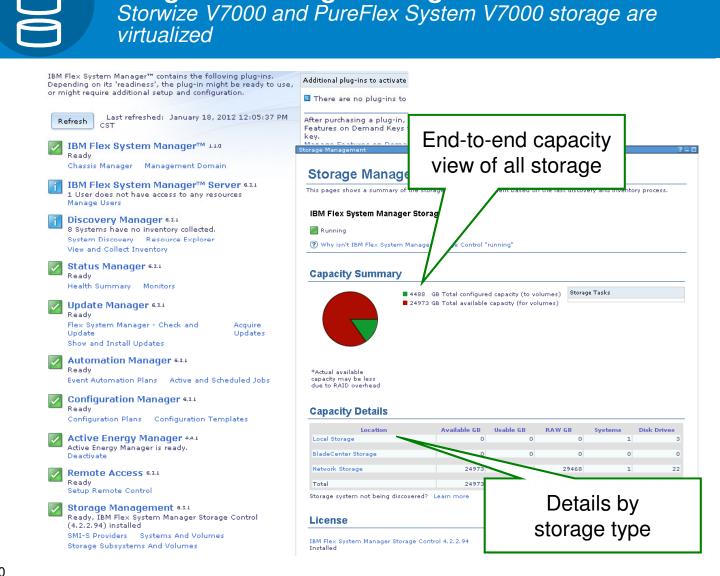
- Open, multi-vendor virtualization based on proven technology
- Over 20,000 installations worldwide
- Unmatched interoperability and investment protection
- Low switching costs
- Seamless, transparent migration with no service disruption
- Up to 30% higher utilization of newly deployed and preexisting storage assets
- Automated intelligent data placement with EasyTier[™]
 - Up to 3X performance improvement with as little as 10-15% SSD capacity
 - "Learns" and adapts to dynamic, mixed workload environments automatically



IBM PureFlex System Storage interoperability



iem 🛛



Integrated Storage Management



Integrated Systems Networking

Pay as you grow scalability





Ethernet 40Gb uplinks 10Gb, 1Gb FCoE

Fibre Channel 16Gb, 8Gb

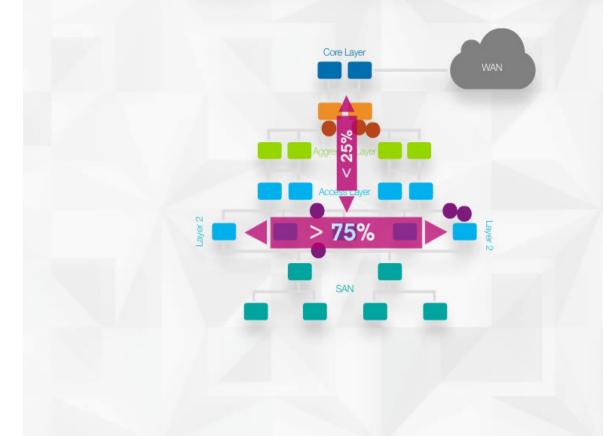
Infiniband QDR, FDR

- Low latency, terabit switching and network bandwidth-on-demand
- Virtual Machine Ready networking
- 80Gb of Ethernet bandwidth and network intelligence to every compute and storage node



Integrated Networking...Design Matters

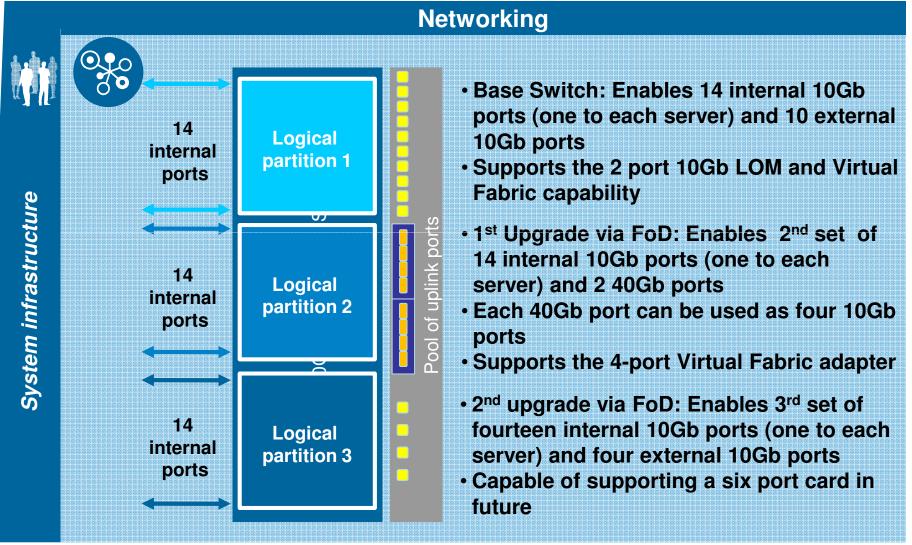
Scale-in Systems Networking designed for virtualization and cloud



- 1/2 the latency by avoiding most top of rack traffic
- Fewer servers required to overcome bottlenecks
- Faster VM migrations for better pooling and cloud performance

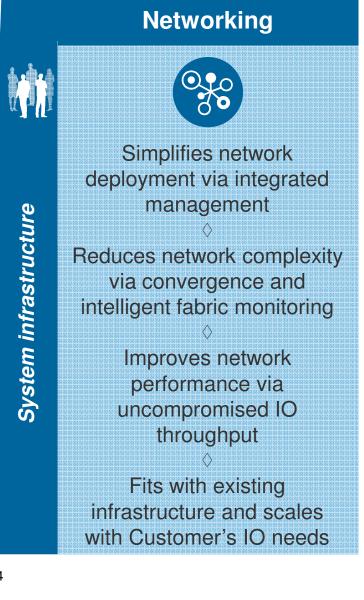
Next generation flexibility: Scale for Bandwidth, Ports, or Both

IBM 10Gb Switch: Wired for up to three 10Gb ports per node and twenty two external ports



iem ö

Full breadth of Networking offerings



IBM Networking Offerings

- Scalable Switch modules for the IBM Flex
 System chassis
- Four Scalable switches per chassis
- Capable to provide up to 16 virtual switch partitions per chassis
- Feature on Demand port upgrades for switches

Point• 52 port 1Gb Switch Base: 14/10 (internal/external) Upgrade: 14/10 Upgrade: 14/10 Upgrade: 14/10 Upgrade: 10Gb Ethernet Switch Base: 14/10 Upgrade: 14/8 (two 40Gb uplink) Upgrade: 14/8 (two 40Gb uplink) Upgrade: 14/4 • 1/10Gb Pass Thru• 20 port 8Gb Pass Thru • 48 port 16Gb• QDR Switch upgrade: FDR • 16Gb• 4 port 1Gb - Broadcom • 4 port 10Gb - Emulex • 2 port 10Gb - Mellanox• 20 port 8Gb - Qlogic • 2 port 8Gb - Qlogic • 2 port 8Gb - Emulex • 2 port 16Gb - Brocade• QDR & FDR Adapter		Ethernet & FCoE	Fibre Channel	InfiniBand
	Switch	 Base: 14/10 (internal/external) Upgrade: 14/10 Upgrade: four 10Gb uplinks 64 port 10Gb Ethernet Switch Base: 14/10 Upgrade: 14/8 (two 40Gb uplink) Upgrade: 14/4 	 20 port 8Gb Pass Thru 	
	Adapter	 4 port 10Gb - Emulex 	 2 port 8Gb – Emulex 2 port 16Gb – 	

*Available at launch



Integrated Network Management with Network Control

- Logical network management allows management of port profiles, VLANs, ACLs and QoS in virtualized, live-migration environments
- Leverages 802.1Qbg standards in integrated switches and PowerVM, KVM and IBM "Osiris" vSwitch for VMware (standards-based alternative to Cisco's proprietary VN-Tag)
- Optional Fabric Management extends QoS Management providing advanced monitoring, VM priority and rate limiting
- Network monitoring at a glance via network topology perspectives with the ability to see the components affected by network outages
- Enable end-to-end network and virtualization management
- Graphical view of L2 network connectivity using topology perspective

his page shows the summary of Status	the network (devices in your envir	onment based on the last	discovery and	inventory (process.	
Problem status for 6 network de	vices.		Common tasks				
	Oritical		System discovery Advanced system d	iscovery			
	lavigate R	esources					
			stems (View Memb	1.0			
devices with no inventory co		tions 🔻 丨	Search the table	Search			
	Select	Name	\$	Access	÷	Problems	\$
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Fibre Channel over Ethernet Ethernet switches		• B elm8a77.	Topology Perspe	ctives	k 255	📒 ок	
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	C.					etwork Diagnostics	
	H Pa	ge 1 of 1 🕨 H	1 🛃 Sel	ected: 1		hresholds	
					G	ompliance Policy	
					(Cr	ompliance Issues	

Network Management

IBM Ö

Simplified Management Experience

Management integration across all physical and virtual resources





- Single management console for all resources
- Manage workloads while the system automatically manages resources
- Thousands of end points at your fingertips with Quick Find

Simplified management experience with advanced automation

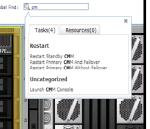


Reduced risk through integrated platform management



- New user interface and configuration automation brings new components online faster*
- Cross-resource integration and automation enables transformation from managing resources to managing applications, services and workloads
- · Works with the management you have other IBM platform tools, Tivoli and third party enterprise management (e.g., CA, BMC, HP, etc.)
- Easier monitoring, alerts and problem management through automated resolution processes with integrated expertise

Global Find



Chassis Map

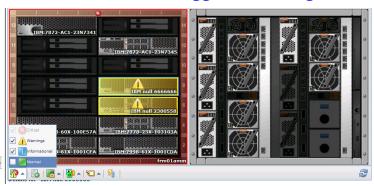


Remote Presence





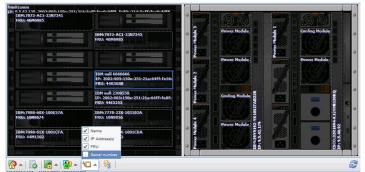
PureFlex "Chassis Map" – 6 view overlays "Status Information" – toggle and settings "Compliance, Firmware & Notifications" – toggle



"Hardware Access States" - toggle and settings



"Component Names and Properties" – toggle and settings





"Highlight Front Panel LEDs" – toggle and settings



Thermal and Power Metrics – toggle



28



IBM Flex System - Update Manager

- Manage updates for many IBM platforms using the same interface
 - Automatically check for new updates
 - Show and install updates needed by your systems
- Monitor system compliance
 - Create compliance policies to automatically notify you when a system is out of date
 - Show and resolve compliance issues to install the missing updates

ex System Manager	Welcome USERID	Problems	3 🙆 🤉		8
ome X Chassis Man X Updates X	Welcome OSEKID	Problems	3 2	022 Compliance	
dates					
Update Manager Manage the firmware and software updates that your system neer		: you have the late	st update inf	ormation. Then show	wand
policies to ensure that your systems remain either current or at a ⑦ Learn more about Update Manager	nother specified level.				
Update Compliance (monitoring 6 systems)					
Update status for 6 monitored systems:	System tasks Change compliance policies				
 A 5 systems O sylyms I system I system O sylyms 					
View All Issues					
Updates					
Step 1: Acquire updates Start by acquiring updates through an Internet check or an impo	rt. Common tasks				
Step 2: Show and install updates Show and then install the updates that are needed by a system.	Update IBM Flex System Manager Configure settings Show installed updates				
Step 3: Optional: Create and configure compliance policies Ensure that your system is always at the desired update level by creating a compliance policy and then continuously monitoring yo system's adherence to it.					
Search					



Compliance status

- System status will be changed when system is out of compliance
- Status will match the highest severity update
- Click on view all issues to see all issues across all monitored systems

	Reso	ources with Critical	Problems			
		Actions 🔻	Search the table	Sear	rch	
	Sele	ect Name	\$	Access	≎ Compl	ance 🗘
		📔 🔚 kalispell	.rchland.ibm.com	🔲 ок	Crit	cal
		IBM 881	1GHU LKRXNT7	📒 ОК	😣 Crit	cal
System Compliance (monitoring 3 systems)					\sim	
Update status for 3 monitored systems:		npliance policy for th	his resource has result	ed in the f	ollowing issues.	
2 systems	In	stall Action	s 🔻 Search the t	able	Search	
0 systems	Select	System 🗘	Update	\$	Issue	C Recommendation
		2 systems	Virtualization Manage	er	Update "Virtualization Manager" is not in	sta Install update "Virtualization N
i 0 systems		2 systems	Discovery Manager		Update "Discovery Manager" is not insta	led Install update "Discovery Man
🔽 1 system		2 systems	Update Manager		Update "Update Manager" is not installe	d. Install update "Update Manag
		2 systems	Configuration Manag	er	Update "Configuration Manager" is not in	nsta Install update "Configuration I
View All Issues		2 systems	Status Manager		Update "Status Manager" is not installed	. Install update "Status Manage
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		2 systems	Power Systems Mana	iger	Update "Power Systems Manager" is not	ins Install update "Power Systems
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		2 systems	Remote Access Mana	ager	Update "Remote Access Manager" is not	ins Install update "Remote Access
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		age 1 of 1 🕨	1 🛃 🕴 Selected:	: 0 Total	: 12 Filtered: 12	

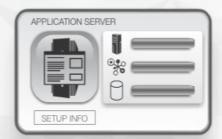
IBM PureFlex Consolidated Management

IEM Ö

Virtualization Expertise

Virtualize all resources for highest utilization





- 54% more virtual machines per compute node
- Support for tens of thousands of applications across 4 hypervisors
- Virtualize all resources and automatically manages with highest utilization



Virtualization management

Discover, Visualize and Monitor Virtual Servers

- Host and Virtual Server Discovery
- Topology Maps showing relationships
- Virtual Resource Monitoring
- Host and Virtual Server Status
- Thresholds

Virtual Server Lifecycle Management

Cre

- Create/Delete Virtual Servers
- Dynamically Edit Virtual Servers

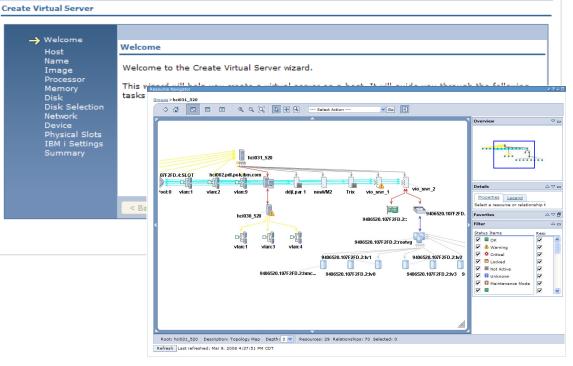
Basic Virtual Server Mobility

- Move Virtual Server
- Evacuate Host
- Relocation Plans

Cross Platform Consistency

- VMware ESX
- VMware vCenter
- Hyper-V
- KVM
- PowerVM

Act	tions 🔻 🕴 Search the table.	Search									
elect	Name 🗘	State	\$ Access	٥	Problems	٥	Compliance \$	IP Addresse: \$	CPU Utilizati 🗘	Processors	
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	J vm1	Stopped	ОК		ОК		ОК		0%		





Advanced virtualization Automate the virtualized environment with system pools

- Intelligent Virtual Machine Placement Services
- Dynamic Workload Mobility
- Integrated Storage and Network Management
- Automation policy control for workloads
 - Advise VMControl recommends actions and requires confirmation
 - Automate VMControl automates actions
- Availability Automations
 - Automate relocation of virtual workloads in response to predicted host system failures without disruption
 - Restart virtual workloads when a host fails
 - Automate remote restart of virtual workloads in response to host failures with minimal disruption
- Energy Automations
 - Allows the pool to relocate VM's to minimum hosts
 - Minimum number of hosts reduce overall energy bill
- Performance Automations
 - Allows pool to spread VM's for optimum performance

Dashboard	- SysPoo	01								/
Scoreboard				Workloads						
Active Statu	ıs 🔇			Actio	ns 🔻	Search the	e table	Searc	h	
Hardware	1	1.0	1	Workload	State		Problems	Compli	iance C	PU Utilization
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				Processors	18	550	3		2	571
				Memory	200 GB	30 TB	30 GB		3 GB	3230 GB
				Virtual Disk	40 TB	587 TB	30 GB			675 TB

340

98

254 TB

10 3

Virtual LAN 12

34 TB

Storage

1 TB

362

105

1 TB

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Designed for Cloud

Dramatically Improve System Utilization



Flex System Manager



Network

Compute

Storage

- 4-click setup for rapid deployment
- Cloud management across multiple architectures and hypervisor environments
- Speed SAP server provisioning from weeks to minutes

iem 🏼

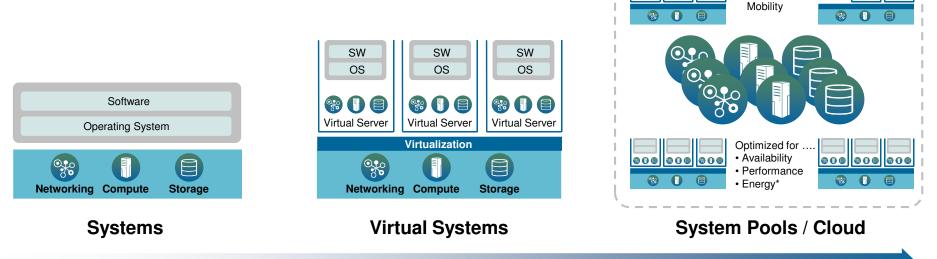
Virtualization

000 000

Designed for Cloud with resource pooling and automated provisioning expertise

Dramatically improve system utilization and administrator productivity

- Manage Services instead of Servers, Network and Storage
- System Pools* are a set of resources that make up a service and can be acted upon as a group for Placement, Maintenance, etc.
- Provisioning of CPU, memory, storage* and networking* with automatic virtual machine placement and optimization
- Utilization monitoring and policies to support performance, utilization or energy* optimized pooling



Manage a pool of system resources or a cloud as simply as managing a single system

••••

Management

000 000 000



A Complete Infrastructure System An evolution in design, a revolution in experience



Built-in expertise

Integration by design

Simplified experience

37

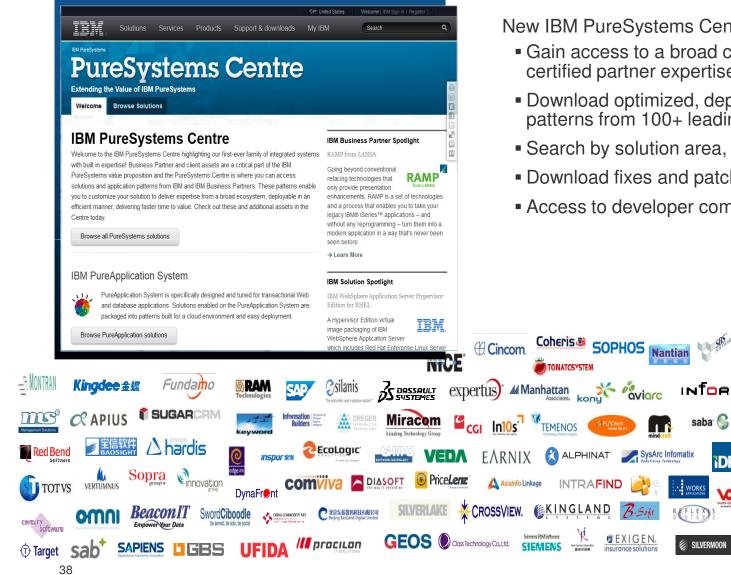
iem ö

Runs tens of thousands of applications, with over 150 optimized for PureSystems





Extensibility from the broadest ecosystem is made easy



New IBM PureSystems Centre:

- Gain access to a broad community of IBM and certified partner expertise
- Download optimized, deployable application patterns from 100+ leading ISV partners
- Search by solution area, industry or system

DP

- Download fixes and patches
- Access to developer community



Also run your existing applications today*

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Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput or performance improvements equivalent to the ratios stated here.

Photographs shown may be engineering prototypes. Changes may be incorporated in production models.