

# **Power Systems Trends & Directions**

Freddy Alves Vaquero Power Systems Director, Latinamerica Oct. 2011



**Designed for data:** Big Data Remove barriers to harnessing all available information and unlock insights to make informed Cloud choices. Optimized **Systems** Tuned to the task: Optimized Systems Virtuous Remove financial barriers by driving greater performance and Cycle efficiency for each workload. Managed in the Cloud: Cloud Remove barriers to rapid delivery of new services and reinvent business processes to drive innovation. **Big Data** Smarter



Computing

#### Watson answers a grand challenge



Can we design a computing system that rivals a human's ability to answer questions posed in natural language, interpreting meaning and context and retrieving, analyzing and understanding vast amounts of information in real-time?



#### From battling humans at Jeopardy! to transforming business

To compete at Jeopardy!, Watson-like capabilities can humans and computers need to: now be applied to your business: Manage massive amounts of Tap into a broad, open domain of data from business operations clues and an instrumented world **Deal with structured and** Parse complex human language unstructured data to gain insight into your business Be highly precise at finding the Have a high level of confidence answer and put a confidence in analytics to make key behind that answer business decisions Do it at the speed of business, in Do all of that in under three real time seconds

### **IBM Smart Analytics System 7700 & 7710**

Aktiengesellschaft

### supports the most extreme workloads



We are talking about processing and integrating hundreds of millions of data records... We needed a solid foundation to support rapid decisions!

- Matthias Wunderlich, Head of Business Intelligence, TUI Germany

VISA Visa chose IBM over Oracle Exadata due to IBM's superior performance during a challenging 100TB on-site POC. This win firmly plants IBM as the cornerstone of Visa's five year roadmap to transform Visa's vast transaction data stores and analytic infrastructure for the future. (*Not for external use*)

- Integrated Cognos & InfoSphere Warehouse
- In-database cubing and mining
- Modular application interfaces
- Choice of platform and OS
- On-demand scalability
- Autonomic tuning





- Extraordinary versatility
- ty ан івм<sup>•</sup> сомра
- Extensible growth
- Extreme concurrent query volumes
- Efficiency for complex and mixed workloads

the IBM Smart Analytics System is, in our opinion, superior to Oracle Exadata: it is easier to manage and tune, easier to install, more flexible and costs (at least notionally) less money.

### **Smarter Computing**





### The journey to cloud-delivered infra starts with virtualization...



#### **Virtualize**

Server, storage & network devices to increase utilization

- Assess & plan
- Health & status
- Inventory

- VM management
- Policy-based optimized placement and re-balancing

**Provision & Secure** Automate provisioning of resources

- High scale
- Auto restart
- Self-service UI
- Resource reservation
- Image catalog & Management
- Policy controlled access & isolation
- Logging and auditing



#### **Monitor & Manage**

Provide visibility of performance of virtual machines

- Availability and performance management across server, storage, network, hypervisor, apps
- Service level agreements
- Service-aware provisioning **Orchestrate Workflow**
- Manage the process Process management, policies & approvals for approval of usage
  - Mobility of services across clouds
- Meter & Rate

Track usage of resources

- Service aware accounting
- Track, allocate and invoice by department, user, etc.
- Collect, analyze and bill based on usage



### **Power Cloud Solutions**

#### Deliver services with higher quality for private and secure deployments



Secure for isolated multi-tenancy of virtual servers Scalable for your smallest to largest workloads Dynamic for automated, optimum resource allocation and superior economics Reliable for high qualities of service across the cloud

#### Tivoli

#### **Cloud Foundation** for core capabilities

POWER7, PowerVM, IBM Systems Director, IBM VMControl, AIX, IBM i, Linux

- Secure, isolated multi-tenancy
- Scalable for any size workload
- Dynamic resource allocation
- Pooling of multiple systems

Custom Cloud for the most flexible solution

Cloud Foundation, PowerHA Starter Kit for Cloud

Pre-integrated software stack for customized deployment or integration with existing environment:

- Automated IT service deployment
- Self-service
- Usage and accounting capabilities
- Resource monitoring for service
   availability

#### Integrated Cloud for fastest time to value

IBM CloudBurst IBM Service Delivery Manager

Totally Integrated, pre-configured system delivering all capabilities



**Time to Value** 

### **IBM Starter Kit for Cloud**

Entry level cloud solution built on top of the virtualization foundation

Entry cloud solution that provides affordable, easy-to-install and easy-to-use capabilities to allow clients to **more rapidly move to a cloud model** 

- Fast time to value with a solution that is simple to deploy, easy to use and works with existing infrastructure
- Accelerate infrastructure delivery and speed service deployment to quickly respond to changing business needs
- Dramatically increase IT efficiency with standardization and lower operations cost
- Scale as needed to improve quality and meet demand with continuous availability
- ✓ Enable self service with a simple interface that provides oversight
- ✓ Expandable to advanced Cloud offerings

More information: http://www.ibm.com/systems/power/solutions/cloud/onpower/starterkit.html



### **IBM Starter Kit for Cloud Capabilities**

#### **Create Images**

- Easily create new golden master images and software "appliances" using corporate standard OS
- Convert images from physical systems or between various hypervisors to use cheaper tooling
- Reliably track images to ensure compliance and minimize security risks
- **Conserve resources**, reducing both the number of images and the storage required for them

#### **Deploy VMs**

- Deployment of application images across compute and storage resources
- End user self service for improved responsiveness
- Ensure security through resource and VM isolation, project-level user access controls
- Easy to use no need to know all the details of the infrastructure
- Protect your investment through full support of your current virtualization environment
- **Optimize performance** on IBM systems with dynamic scaling, expansive capacity and continuous operation

#### **35:1** Slash time to market for new apps from four months to just two or three days

#### **Operate Your Cloud**

- **Delegate provisioning** to authorized 'users' to improve productivity
- Maintain full oversight to ensure an optimally running and safe Cloud through automated approval / rejection
- Standardize deployment and configuration to improve compliance and reduce errors by setting policies, defaults and templates
- Simplify administration with an intuitive interface for managing projects, users, workloads, resources, budgeting, approvals & metering

### Cut costs with efficient operation



Simplify storage of thousands of images

### **Smarter Computing**





# Single POWER7 system tops all others in SAP Sales and Distribution Standard Application 2-Tier benchmark



(2) All results are SAP SD 2-Tier single instance except Oracle #2010039 which is SAP SD-Parallel

Source: http://www.sap.com/solutions/benchmark/sd2tier.epx All results valid as of 11/15/2010. Additional details on next page.



### **Insight tool analysis**



IBM Insight for SAP® http://www.ibm.com/erp/sap/insight



### After tuning and recommendations





#### **Power & DB2 for SAP** Client Virtual IP Standby DB Server Primary DB **Deep Compression** HADR Server HADR Replay Master db2agent Shredder Redo Master Log Log Log Redo Workers Buffer Writer Writer Uncompressed Index Size (GB) 700 Data Tabellen Tabellen Logs Logs 600 Indizes Indizes 500 Compressed Very fast recovery at minimal cost 400 300 200 100 pureScale DB2 "Deep Compression": OLTP (ERP) + OLAP (SAP BW) supported - SAP Note 930487 Data table compression (instead page based) Power Continuous compression - global dictionary per table High & stable compression rate Less administration required to compress the tables

### **Smarter Computing**





#### **Oracle's Misleading Marketing Claims**





### Less than "full" disclosure on pricing and performance

### Oracle says ...

# Fastest Ever Database Performance



### The facts ....

- Oracle used **9x** as many SPARC cores as IBM did POWER cores on the TPC-C benchmarks Oracle compared to achieve just **3x** the performance
- Oracle priced software and support offerings that do not represent typical customer deployments in order to reduce benchmark prices:
- Ex 1: Software: Oracle priced leased (term) software rather than perpetual software licenses, which IBM priced.
- Ex 2: Software support: Oracle priced support that **does not include** mission critical 24x7 voice support, unlimited problem resolution, upgrade protection, and limits the Oracle software you can use (such as encryption, Data Guard, and so on).
  - The IBM TPC-C benchmark *included* 24x7
     unlimited mission critical direct-to-engineer support
     and upgrade protection.
  - If you adjust for these two factors, the price / performance for Oracle / Sun would actually be higher than DB2 on IBM Power



### **Power Systems marketplace momentum**

successful Power migrations to date.

- The pace is accelerating: 500+ migrations to Power in 2009, over 1,000 in 2010, over 330 in 2Q 2011
- Most come from HP-UX or Oracle/Sun Solaris, along with some x86 consolidations
- 1Q competitive wins were roughly 2/3 from Oracle/Sun and 1/3 from HP

Ellison drops iceberg in front of HP's unsinkable Itanic Oracle users rush for the lifeboats

Powe

March 23, 2011

The A Register

JSC Riamata Banka migrates from Oracle DB on Sun SPARC to DB2 on Power...achieves 3 to 30 times faster query responses and reduces costs 20-30%

BM has become a key technology partner for NACG, providing support during a difficult period of total transformation of our IT infrastructure. - David Booth, CIO

North American Construction



#### Power TCO in a Dell x86 environment PROD



#### **TCO x86 – New Environment**



#### **POWERVM ENTERPRISE**



POWER 750 32 cores 85.000 SAPS





### **TCO Power vs x86**

10 servers -80% 02 servers 6.342 Watts 1.500 Watts -76% 19.422 BTU/h 4.594 BTU/h -76% 20 Rack Units 8 Rack Units • -60% **4 Ports Gigabit** -80% • 20 Ports Gigabit 50% **4 Ports Fiber Channel** 8 Ports Fiber Channel -30% 64 cores POWER7 92 cores (several model)

### **Power TCO in a multi-UNIX environment**



High-end

Low / Mid-Range

28/10/2011



**IBM POWER 795** 

88 cores ativos + 8 cores On Demand 1.280 GB RAM ativos + 220GB ON Demand 20 Dual FC 8Gbps 20 Dual Ethernet 1Gbps

#### IBM POWER 795

88 cores ativos + 8 cores On Demand
1.280 GB RAM ativos + 220GB ON Demand
20 Dual FC 8Gbps
20 Dual Ethernet 1Gbps



### **TCO Power vs Unix**

66 servers -96% 02 servers 138.837 Watts 16.000 Watts -88% 473.986 BTU/h 49.120 BTU/h -89% • 257 Rack Units **0** Rack Units -100% **0** Racks Superdome -100% 4 Racks Superdome 2 Racks Power 795 (24") 2 Racks Power 595 (24") -57% **176 cores POWER7** • 418 cores variados



### **Smarter Computing**





### **IBM POWER Processor Roadmap**





### **Power is Performance Redefined**





#### **Deliver new services faster**

- Deploy partitions with integrated system/storage administration
- Faster migrations of multiple partitions

#### **Deliver higher quality services**

- Simplified cluster security
- New Security and Compliance tools





#### **Deliver services with superior economics**

- Improve utilization of storage, memory and I/O
  - Simplifies administration and reduces management costs



#### Virtualization without Limits

Shared Storage Pools
Live Partition Mobility Enhancements
Active Memory Deduplication

#### **Resiliency without Downtime**

Federated Security
 SAP Hot standby
 Enterprise Editions support for XIV & V7000

#### New Power SC

#### **Security and Compliance**

- Trusted Boot
- •Trusted Network Connect
  - Trusted Logging



Business

Requirements

#### ✓ Tamper-proof logs log information in real time. Compliance and Audit **Trusted Boot** Boot images and OS are cryptographically ✓ Defense against signed and validated using a virtual Trusted Guarantee that the OS tampering Platform Module (vTPM) has not been hacked or compromised in any way **Trusted Network Connect** and Patch Management ✓ Notification of With the Trusted Network Connection protocol imbedded Ensure that every Virtual unpatched systems in the VIOS, we can detect any system attempting to System has appropriate access the network and determine if it is at the correct security patches security patch and update level. **Security Compliance** Compliance automation Compliance and Audit to External Standards **Automation** and reporting Pre-built compliance profiles that match various industry standards such as Payment Card Industry, DOD and Sox/Cobit, Activated and Reported on centrally using AIX Profile Manager

#### **PowerSC** providing security and compliance tools to protect data centers

Trusted Logging The SVM/VIOS capture all LPAR audit



**Capabilities** 



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### **PowerVM – VIOS 2.2**

#### **Extending Storage Virtualization Beyond a Single System**

Virtual tegolance     Virtual tegolance       Schware application System     Virtual tegolance       Opening System     Opening System       Menadae     Menadae	Virtual applance     Virtual applance       Software speciaries     Virtual applance       Dorating System     Software speciaries       Winacka     Virtual applance	Writel applaces     Writel applaces       grading     Softwares       grading     Softwares       Opening     Softwares       Opening     Softwares       Uncodes     Minodos	
Virtualization	Virtualization	Virtualization	
Storage Pool	Storage Pool	Storage Pool	

#### vSCSI Classic – storage virtualization

- Storage pooled at VIOS for a single system
- Enables dynamic storage allocation
- Supports Local and SAN Storage, IBM and non-IBM Storage



	virtual appliance	virtual appearue	virua appraise		
	Operating System	Sofware application Operating System Metadata	Operating System Metactara		
	Virtualization				
	Compute	Memory N	etwork Storage		



Storage Pool

#### vSCSI NextGen – clustered storage virtualization

- Storage pool spans multiple VIOS' s and servers
- Enabler for federated management
- Location transparency
- Advanced capabilities
- Supports SAN and NAS, IBM and non-IBM Supports



#### Active Memory Mirroring for Hypervisor improves system availability

Eliminate system outages due to uncorrectable errors in hypervisor memory

- Maintains two identical copies of the system hypervisor memory at all times
- Both copies are simultaneously updated with any changes
- In the event of a memory failure on the primary copy, the second copy will be automatically invoked and a notification sent to IBM via the Electronic Service Agent (ESA)



Standard on the new Power 780, optionally available on the new Power



#### Active Memory Sharing + Active Memory Deduplication Saves Memory for Similar Workloads





### PCle Gen2

#### delivers higher performance, greater efficiency and more flexibility

- Performance
  - 2X the bandwidth for workloads requiring extreme performance
  - Support of 40 Gb QDR Infiniband, and future 40 Gb Ethernet and 16 Gb Fibre Channel networks coming in 2012
- Efficiency and Flexibility
  - Leverage the performance and density by sharing I/O slots across more VMs
  - More flexibility to add VMs without having to add new I/O adapters
  - Reduce the need to add additional I/O capacity with I/O drawers



### **Power Express new capabilities**



#### Gen2 I/O bandwidth available with every PCIe slot

- PCI Gen2 doubles the bandwidth compared to PCI Gen1
- Enables higher data rates, more ports per adapter
  - Quad Ethernet 2x 1Gb / 2x 10GB or 4x 1GB Linux only
  - Dual port 10Gb Ethernet
  - 4-port Fiber Channel 8Gbps
  - 6 Gbps SAS RAID Controller w/ Cache
  - Dual port QDR IB Adapter
- Power 730 I/O drawer attachment support

#### Twice the memory – additional granularity

- New 16 GB DIMMs double the memory capacity
- 4GB feature adds granularity options
- Integrated RAID 0, 1 and 10 capabilities

Upgrades supported from existing Power 520 systems







### **Power 770 & 780 introduce new capabilities**



#### Twice the I/O bandwidth

- PCI Gen2 doubles the bandwidth compared to PCI Gen1



#### Twice the memory

- New 64 GB DIMM doubles the memory capacity to 4 TB
- Up to 64 GB per core with 8-core processors



#### Twice the sockets

- New 780 option doubles the number of sockets
- Combined with a new 6-core processor @ 3.44 GHz
- Fully configured 780 system increases to 96 cores



#### Two copies of th<mark>e hyperviso</mark>r memory

- Active memory mirroring improves availability



#### Clock speed increases

- Power 770 grows to 3.3 and 3.7 GHz
- Power 780 grows to 3.92 GHz



#### Upgrades from existing systems, including POWER6 570s





### **IBM Power Systems & Linux**



### **Think Power Linux developer portal**

www.ibm.com/developerworks/group/tpl

IEM.			
developerWo	${f rks}_{*}$ Technical lopics Evaluation software Community Events		
Public Groups My Groups Think Power Linux			
	Overview		
Power + Linux	Do you Think Power Linux? We do! Welcome to the new community being built around Linux on IBM Power Systems. We are in the process of bear with us as we migrate information, refresh it, and add new items. When we are done, our hope is to it if you cannot find what you are looking for here, you might thy looking on our Linux for Power Portal or our Te Tags: linux, power		
Overview	Blog		
Members Blog	He latest updates on IBM's XL compilers for Linux on Power loppert 15 July   Comments (0)   Vists (172)		
Message Board Wiki	More Information on Recent Leadership Benchmarks Run on Linux on POWER Think_Linux_on_Power   11 July   Tags: Inux Inux_on_power   Comments (0)   Visits (161)		
Bookmarks Feeds	Einpack+Linux+Power+gcc+IBM ESSL = well., a Top500 Linpack result bituros   30 June   Commente (0)   Visite (910)		
V Tana 😡	More gcc newst SAP Sales and Distribution (SD) Standard Application Benchmark published     PertPower   14 June   Comments (0)   Visits (936)		
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linus power	Vew Al		
View as cloud   list	Message Board		
Tips	GCC Compiler issue on power using at3.0 Last post by Steven/fumme   Jul 21   replies (5)		
Use the overview to keep track	I What is the best way to capture an existing Linux system?		

- Community site available today
  - Technical resources for Linux developers
  - Information sharing among Power Linux clients, ISVs, and community and IBM experts
  - Hints and tips
  - Links to all external Power Linux resources
- Initiating Open Source community membership drive
  - LinuxCon NA, August 17-19
- Ongoing marketing and continuous new news





PERFORMANCE VIRTUALIZATION CLOUD PRICE RAS HISTORY

## CUSTOMERS

# ...THANKS !!!



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