



Technical Forum & Executive Briefing

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Imagine **PODER** Imagine **CAPACIDAD**

Power Systems Cloud Overview

Solutions for every step in your Cloud Journey

Terri Schlosser, Power Systems Cloud Offering Manager



Pressures like workforce mobility and increasing productivity are placing greater demands on IT systems.

Increased expectations

52% CAGR growth in self-service channels

Increased demands

10x growth in digital data from 2007 to 2011.

Increased competition

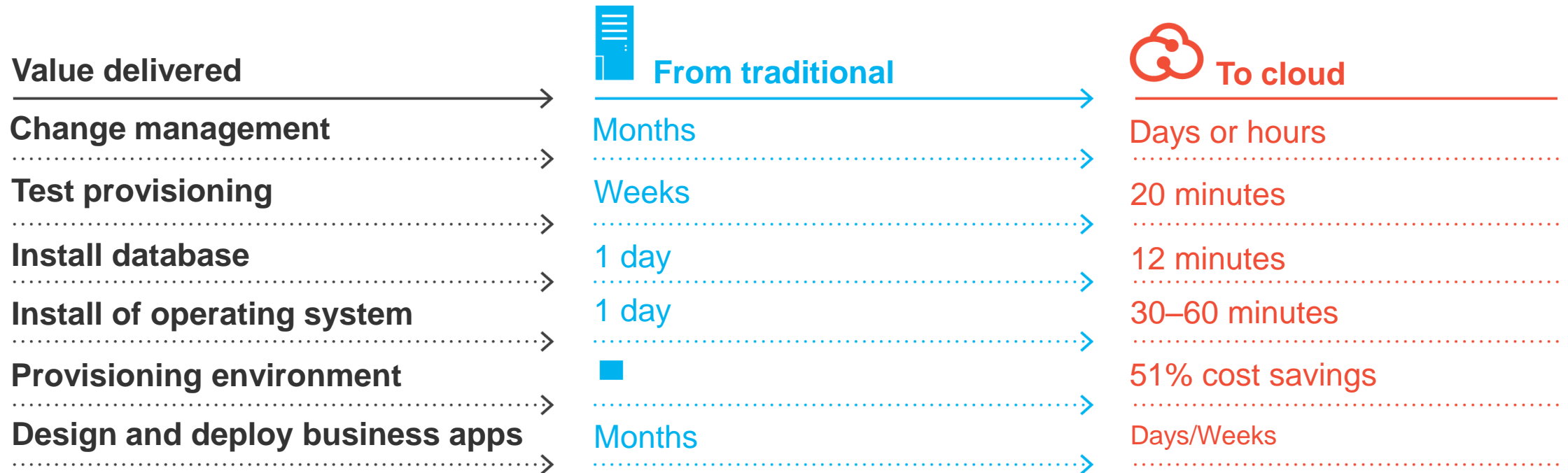
2/10 of the world's largest companies in 2000 remain on that list today.

54%

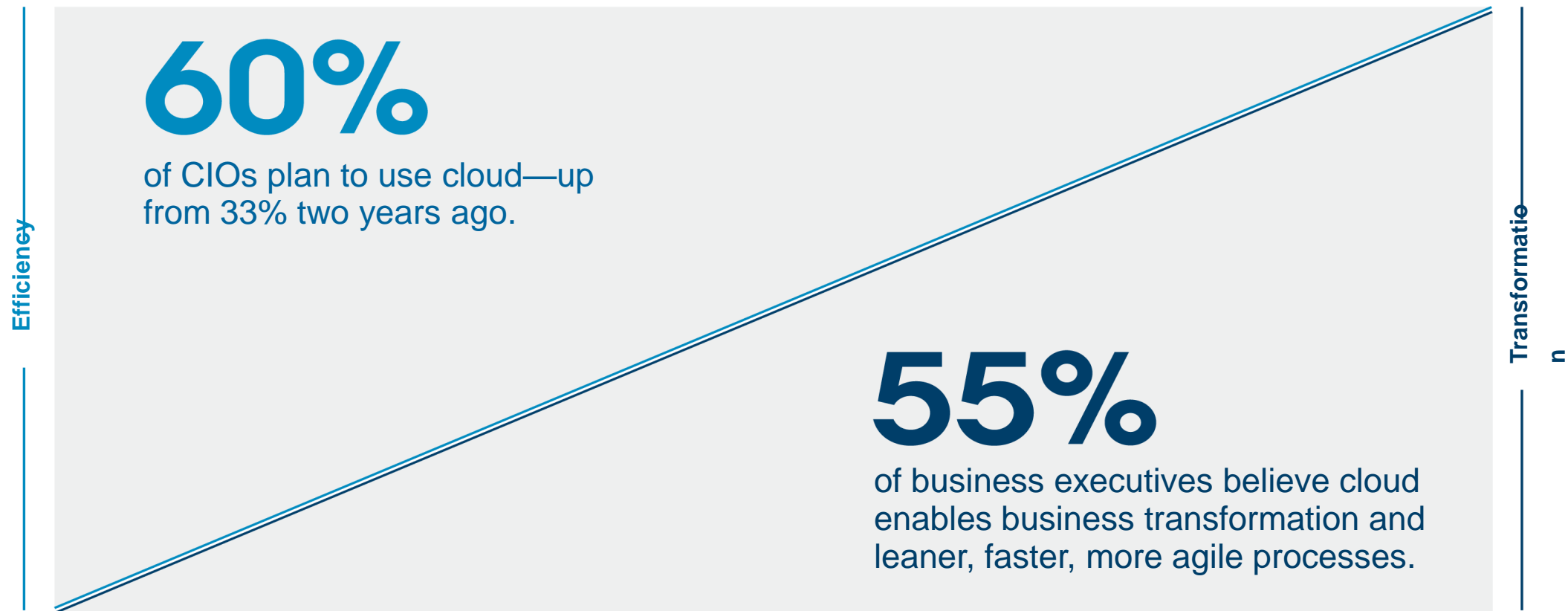
of surveyed enterprise IT budgets in 2010 were spent on ongoing operations and maintenance costs.*

*Source: Forrester Research, Inc. "2011 IT Budget Planning Guide," October 7, 2010 by Craig Symons

As a result, cloud is an increasingly attractive means of creating and delivering IT services.



IT is drawn to cloud's cost, efficiency and control...



...while business users are drawn to cloud's simplified, self-service experience and new service capabilities.

Cloud helps business and IT create and deliver value in fundamentally new ways

Deliver IT without boundaries

Enable new IT and business processes that break down traditional silos and simplify access to information in order to deliver better business outcomes.



Improve speed and dexterity

Speed the delivery of new offerings and services by creating new models of self-service and deployment.

Create new business value

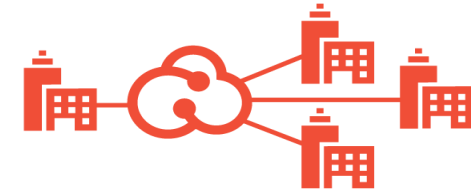
Empower internal and external communities to define and create new offerings and services.

Businesses are choosing a variety of cloud models to meet their unique needs and priorities.



Private cloud

On or off premises cloud infrastructure operated solely for an organization and managed by the organization or a third party



Public cloud

Available to the general public or a large industry group and owned by an organization selling cloud services.



Hybrid IT

Traditional IT and clouds (public and/or private) that remain separate but are bound together by technology that enables data and application portability



Traditional IT

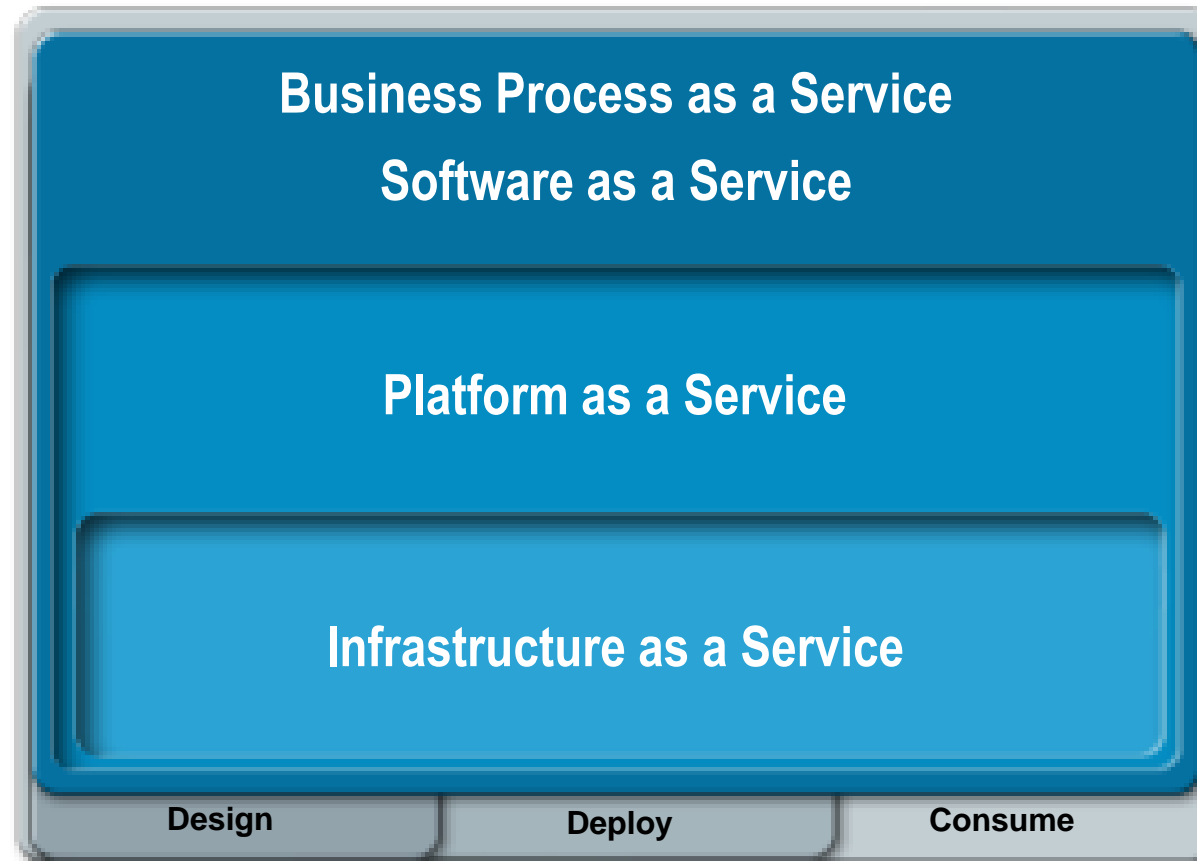
Appliances, pre-integrated systems and standard hardware, software and networking.

Adoption patterns are emerging for successfully beginning and progressing cloud initiatives

IBM SmartCloud

PaaS: Accelerate time to market with cloud platform services

IaaS: Cut IT expense and complexity through a cloud enabled data center



BPaaS: Innovate business models by becoming a cloud service provider

SaaS: Gain immediate access to business solutions on cloud

Easily build and rapidly scale private cloud environments with unparalleled time-to-market, integration and management

IBM SmartCloud Foundation



- Simplified initialization and administration of cloud environments
- Image management to reduce cost and complexity of image sprawl
- Enterprise class rapid image provisioning and scaling across heterogeneous environments improves agility
- Enhanced visibility into performance of cloud infrastructure optimizing quality of service
- Analytics for capacity planning and workload placement improve utilization, lower capex
- Proactive monitoring/protection of cloud resources from attacks and breaches reduces expense, risk

What are customers asking IBM?



Infrastructure Teams

How can I improve my resource utilization, simplify administration and reduce cost ?



Line of Business Teams

How can I accelerate my application release cycle in an optimized, quality fashion?

Infrastructure as a Service Technologies



Infrastructure Platform



Management and Administration



Availability and Performance



Security and Compliance



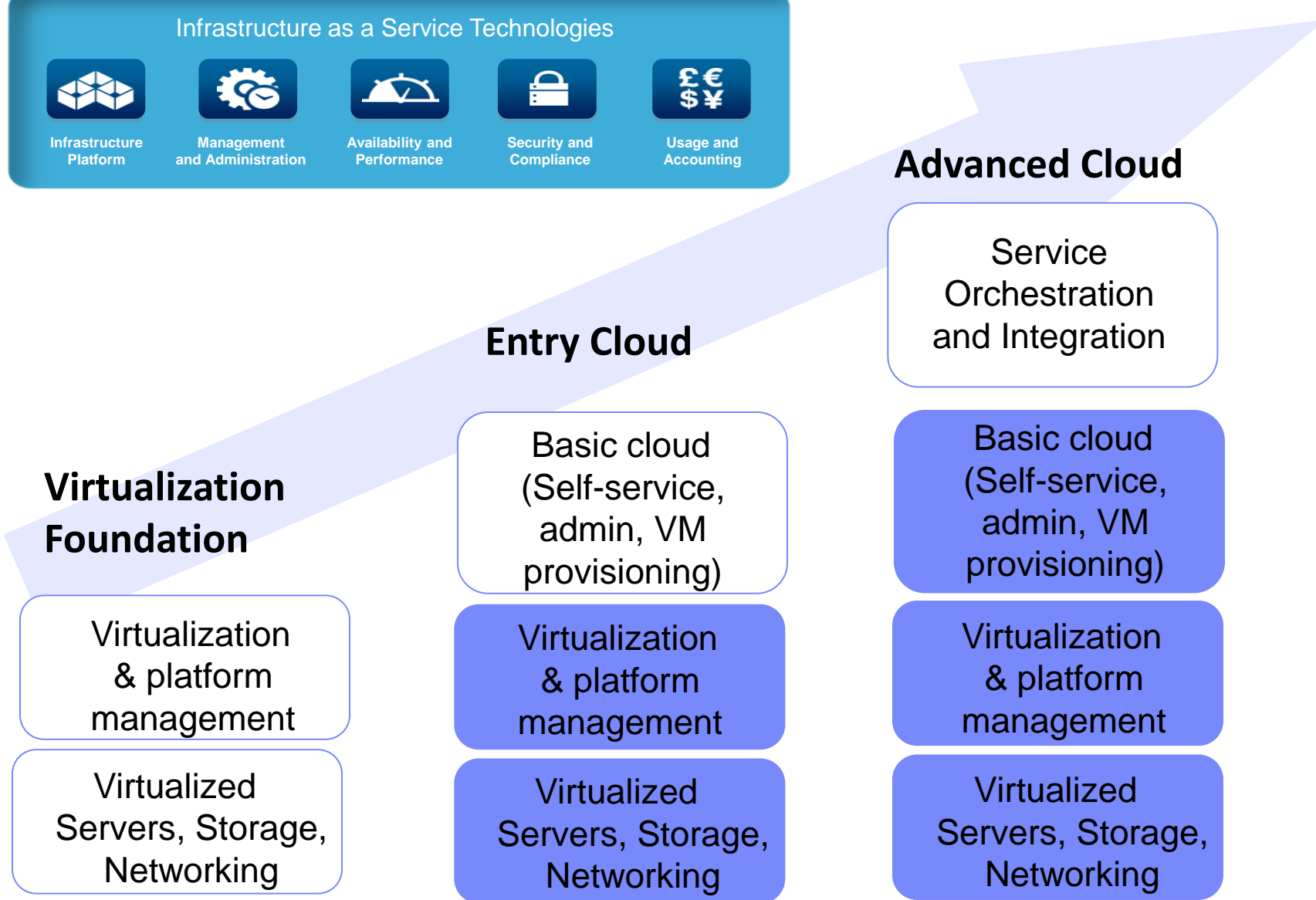
Usage and Accounting



Operations Teams

How can I improve responsiveness and drive productivity and efficiency while maintaining stringent qualities of service?

Private clouds can help address these business problems but clients are not sure where to start on the journey



- This is not always a linear progression. Some clients begin by optimizing their virtualization foundation for a workload, then gradually move to cloud.
- Others require cloud capabilities from the beginning and may start with advanced cloud or entry cloud solutions.
- A client may be in all of these stages w/ different workloads across their data center.

Why are Clients moving to Power Systems Cloud Solutions?

Mission critical workloads demand a virtualization solution that can provide Enterprise Quality of Service.

- ✓ **Enhanced Security** – to ensure the highest level of security
- ✓ **Performance** – higher performance per core for optimal application performance & lower SW costs
- ✓ **Availability** – Zero downtime to support those mission critical application workloads
- ✓ **Scalability** – unlimited elastic scaling to meet changing business demands

Performance for China Telecom means implementing a private cloud to deliver services faster at lower cost

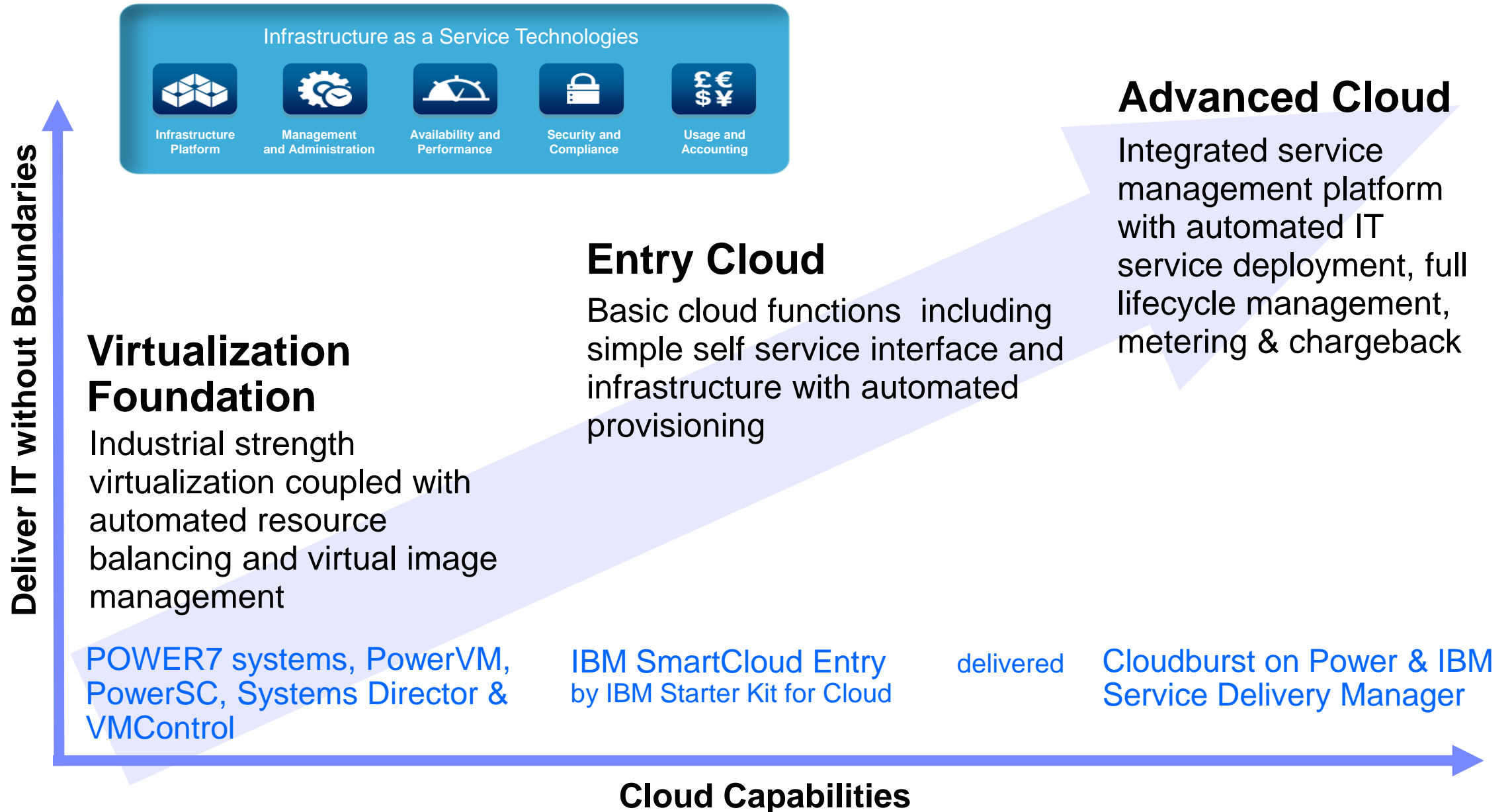
- Operating in a highly competitive market, China Telecom needed to reduce time to market for new products and services to seize greater market share. The high cost of floor space and power in data centers was restricting growth.
- Implemented new Power servers, PowerVM & Systems Director VMControl to create a private cloud and to manage virtual system pools
- Improved hardware utilization, cut hardware costs by over 50 percent, cut energy consumption and CO² emissions
- Slashed time to market for new business applications from 3-4 months to 2-3 days

*“Our estimate is that the IBM solution has **improved hardware utilization by over 50 percent**, although this may in fact be higher. Sharing resources through the internal cloud has allowed us to consolidate hardware, translating into **50 percent cost savings in terms of servers and storage.**”*

*Dr. Lifeng Liu, General Manager
Assistant in the Network Development
Department, China Telecom*



Power Systems Cloud Solutions – Entry points at any level



PowerVM

Advanced virtualization for a superior foundation

Enterprise QOS virtualization capability with **higher performance, more scalability,** and **enterprise security** provides the best foundation for your cloud

- ✓ Consolidate multiple workloads onto fewer systems, **increasing server utilization and reducing costs**
- ✓ **Enterprise security** to help manage risk and maximize availability
- ✓ **Superior flexibility** to optimize IT resource utilization and improve responsiveness
- ✓ **Dynamically optimizing IT resources** such as CPUs, memory and I/O across workloads, systems and entire datacenters to improve service levels
- ✓ **Integrated storage virtualization** for simplified provisioning and management of virtual servers

More information: <http://www-03.ibm.com/systems/power/software/virtualization/index.html>



PowerSC

Security and compliance solution ensures a secure foundation

Security and compliance solution designed to **protect data centers** virtualized with PowerVM **enabling higher quality services** and ensuring a **secure foundation** for your cloud

- ✓ **Simplifies management** and measurement of security and compliance with a single pane to see all systems out of compliance
- ✓ **Reduces cost** of security and compliance with compliance automation and reporting only allowing known trusted software to run
- ✓ **Improves detection and reporting** of security exposures with the Trusted Network Connection protocol ensuring that every Virtual System has appropriate security patches and providing notification of any unpatched systems
- ✓ **Improves the audit capability** to satisfy reporting requirements trusted logging and security compliance automation

More information: <http://www-03.ibm.com/systems/power/software/security/>



IBM Systems Director with VMControl

Integrated platform management provides core capabilities for virtualization foundation

Automated management, provisioning and optimization of physical & virtual servers and system pools ensure that your cloud resources are automatically provisioned for optimal utilization

- ✓ Physical and Virtual Management in a single interface to **reduce complexity**
- ✓ Offers unmatched cross-operating system management, which helps **improve service delivery**
- ✓ Provides **faster time-to-value** and **greater business agility** through simplified virtualization management that allows more effective utilization of virtualized resources
- ✓ Establishes repeatable accuracy and consistency through **automation**
- ✓ **Reduces operational and infrastructure costs** through increased efficiency and resource utilization

More information: <http://www.ibm.com/systems/software/director/vmcontrol/index.html>



IBM Systems Director VMControl 2.4

Integrated platform management provides core capabilities for virtualization foundation

Key Features

Unique image management capabilities for virtualized IBM i workloads on Power Systems

Accelerated storage-based provisioning deploys virtualized workloads in record time

Appliance-ready design streamlines integration into more sophisticated enterprise virtualization solutions

Customer Benefits

Facilitates the creation and maintenance of a secure virtual appliance repository containing 'golden master' standardized IBM i virtualized workloads.

Supports the option of storage-based rapid provisioning of virtualized workloads, to increase service levels and minimize wait times.

Designed to integrate into pre-built solutions such as entry clouds, workload-optimized platforms and dedicated appliances, with an external SDK that allows quick and easy external integration.

Improve end-user and operations productivity while accelerating time to value

Consistent virtualization management experience across multiple platforms

Standardize virtualized workloads to manage costs and minimize risk

IBM SmartCloud Entry delivered by 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>

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 x86 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

Simplify storage of thousands of images

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

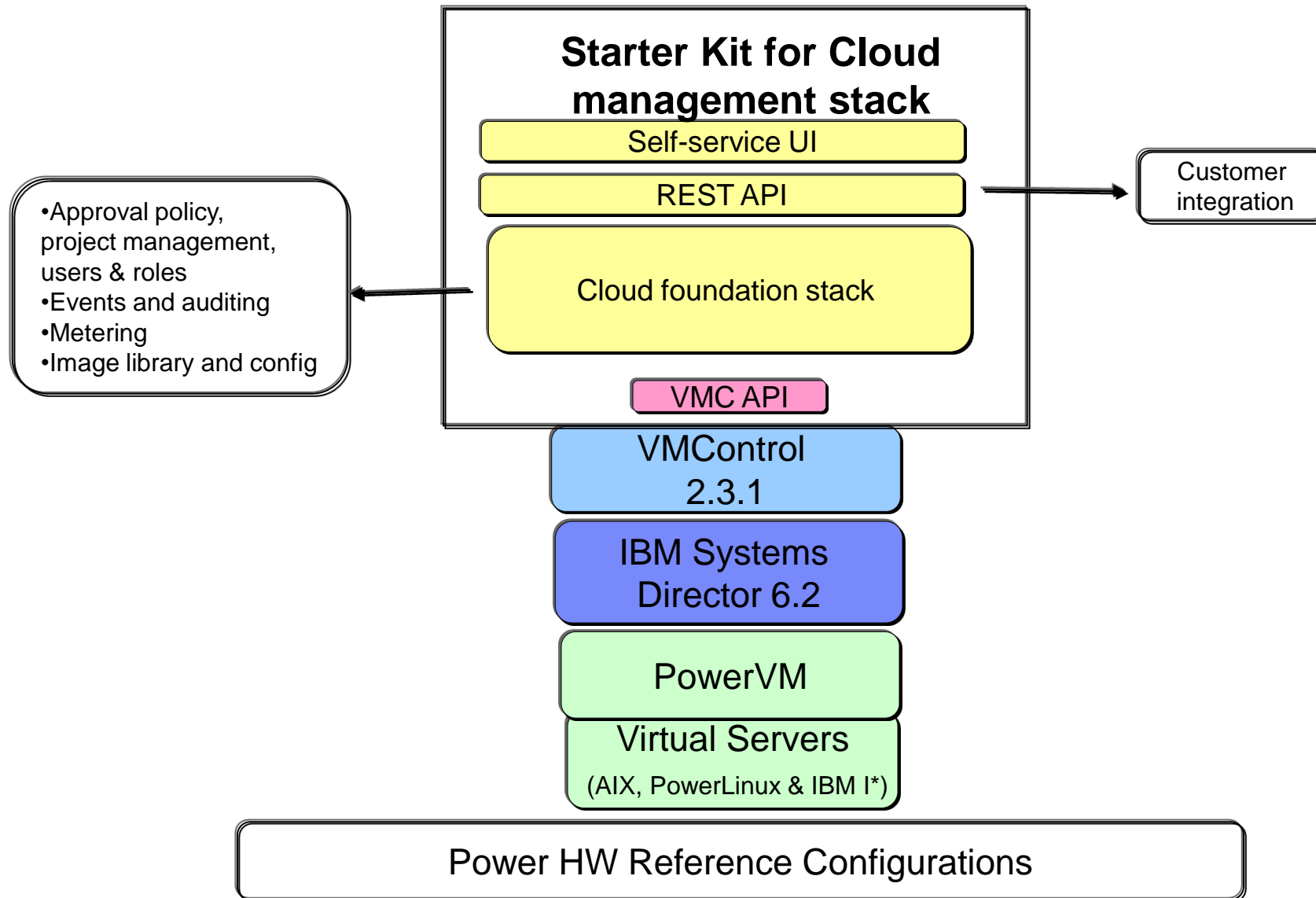
35:1 *Slash time to market for new apps from four months to just two or three days*

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

IBM Starter Kit for Cloud solution architecture and components



*All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only. Some features require the purchase of additional software components.

IBM Starter Kit for Cloud Power Reference Configurations

IBM Starter Kit for Cloud HW Reference Power 740 Rack Based Configuration

p740 Management node, 16 cores, 128GB
(8 cores Mgmt, 8 cores Comp)
p740, Compute node 16 cores, 128GB (1
core Mgmt, 15 cores comp)
Storwize v7000 storage controller with 24
drives - 7TB Min.
Infrastructure System x
2 - F/C SAN Switch 40 ports
2 - 1 Gb Ethernet Switch
Flat panel with keyboard console and
console switch
T42 Rack with 4 PDUs
SKC / SD / VMC / AIX / Power VM

IBM Starter Kit for Cloud HW Reference PS703 BCH Blade Configuration

PS703 Management node, 16 cores,
128GB (8 cores Mgmt 8 cores Comp)
PS703 Compute node, 16 cores, 128GB
(1 core Mgmt, and 15 cores comp)
HS22 x86 infrastructure blade
BCH Chassis
Storwize v7000 storage controller with 24
drives - 7TB Min
Flat panel with keyboard
B42 Rack with 4 PDUs
SKC / SD / VMC / AIX / Power VM

IBM Service Delivery Manager for Power Systems

Pre-integrated software solution for advanced cloud solutions

Pre-integrated service management software stack that **automates IT service deployment** and provides **resource monitoring, cost management,** and **availability of services** in a cloud environment

- ✓ Self service portal, standardization and automation help to **reduce complexity and simplify use**
- ✓ **Leverage your existing IT investments** by deploying on your existing Power infrastructure and integrating your existing IT assets as part of your cloud environment
- ✓ Software stack delivered as virtual images and pre-integrated to **improve time to value**
- ✓ **Accelerate deployment** with automated image deployment and activation of components

More information: <http://www.ibm.com/software/tivoli/products/service-delivery-manager/>



IBM CloudBurst on Power Systems

Completely integrated advanced cloud solution for the fastest time to value

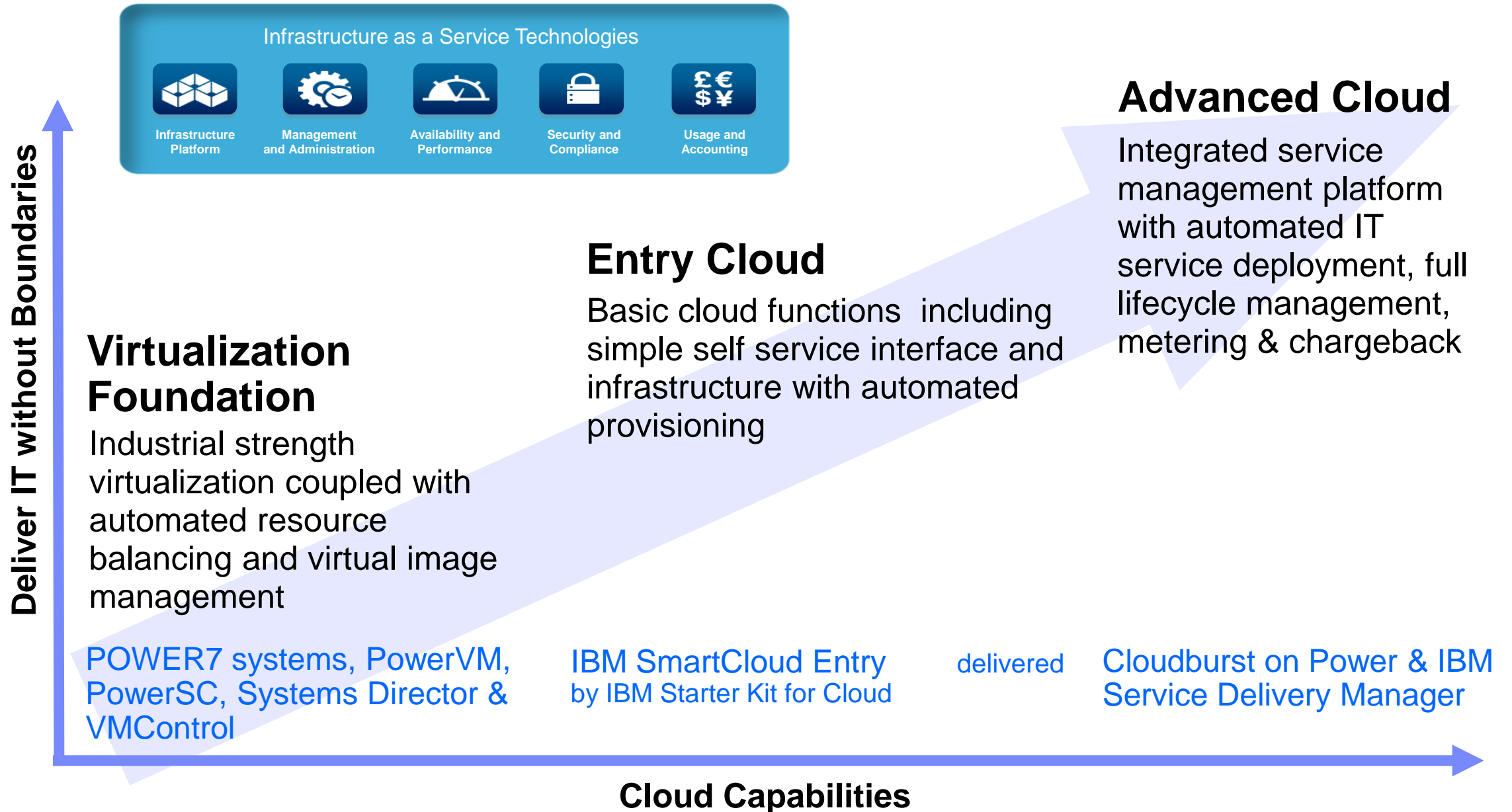
Completely integrated service management platform with network, servers, storage, software and quickstart services that enable the **fastest time to value**

- ✓ **Deliver services faster via a self service portal** by offering a standardized service catalog and automatically provisioning requested resources
- ✓ **Reduce complexity and risk** through standardization and automation which help to reduce human errors
- ✓ **Lower IT costs** by leveraging automation workflows to provision assets based on business approved policies
- ✓ **Decrease capital expenses** by ensuring optimal utilization of all resources
- ✓ **Scales to the enterprise** with the ability to expand the solution to manage additional platforms and workloads
- ✓ **Enterprise quality of service** by leveraging the Power systems hardware, virtualization and software components

More information: <http://www.ibm.com/systems/power/solutions/cloud/cloudburst/>



Power Systems Cloud Solutions – Entry points at any level



Power Cloud on the Web

IBM Systems for Cloud Computing

Secure, efficient and scalable systems for any cloud workload

IBM Systems for Cloud Computing

<http://www.ibm.com/systems/cloud/>

IBM Systems > Power Systems > Solutions >

Power Systems Cloud solutions

Overview | Solutions | Features & benefits

Highlights:

- Improve performance and scalability by optimizing IT assets based on workload to ensure the ideal elasticity of your cloud.
- Enterprise quality of service (QOS) virtualization provides the best foundation for your mission-critical applications running in the cloud.
- Automated management, provisioning and optimization of your physical and virtual cloud resources ensure optimal utilization to meet changing business demands.
- Self-service portal and standardized service catalog leverage all the features of your cloud infrastructure to enable automated delivery of services without IT intervention.
- Metering and billing features provide the capabilities to improve cost transparency and offer more flexible pricing schemes for your cloud services.

The unprecedented interest and projected IT spend on cloud computing is coming from all types of organizations, businesses and governments that are seeking to transform the way they deliver IT services and improve workload optimization so they can quickly respond to changing business demands. Cloud computing can significantly reduce IT costs and complexities while improving asset utilization, workload optimization and service delivery.

Today's IT Infrastructures face challenges on many levels:

- Composed of silos that lead to disconnected business and IT infrastructures
- Contain static islands of computing, which result in inefficiencies and underutilized assets

Learn more

- View solution brief (1.3MB)
- CloudBurst on Power Systems
- Get Adobe® Reader®

Your imperative as an IT executive or manager is to drive company-wide innovation. You need to make your business more efficient so you can make your business more efficient. This will help you lower your operational and maintenance costs – and also meet the unexpected demands that come on your IT investment.

Of course you still need to make sure your partners and customers have access to the services you need. You need to make sure you provide the services they also meet the unexpected demands that come on your IT investment.

IBM offers cloud computing solutions to help you overcome these challenges. Cloud computing is designed to help you:

- Extraordinary efficiency – with resource utilization up to 90%
- Simple scalability – designed from the ground up for easy expansion
- Extreme reliability – built on trusted IBM hardware

Without the right hardware foundation, it's difficult to realize these cloud benefits. IBM provides the hardware foundation you need to realize these cloud benefits.

Power Systems Cloud Solutions

<http://www.ibm.com/systems/power/solutions/cloud/>



Power Cloud Customer Case Studies

GHY International

A Canadian customs brokerage services provider migrated to a POWER7 private cloud with AIX, IBM i, and Linux delivering new services faster with superior economics



90 percent reduction in time spent on server management, and **14 percent** reduction in IT budget

China Telecom

Chinese telecommunications provider implemented a POWER7 private cloud to deliver services faster at lower cost



50 percent reduction in hardware costs while slashing time to market for new business applications from **4 months to 2 days**

CIBER Management Services

An application service provider deploys POWER7 cloud IT infrastructure delivering higher quality services for SAP hosting business



driving **170,000 SAPS** and process **12,500 sales orders** per hour

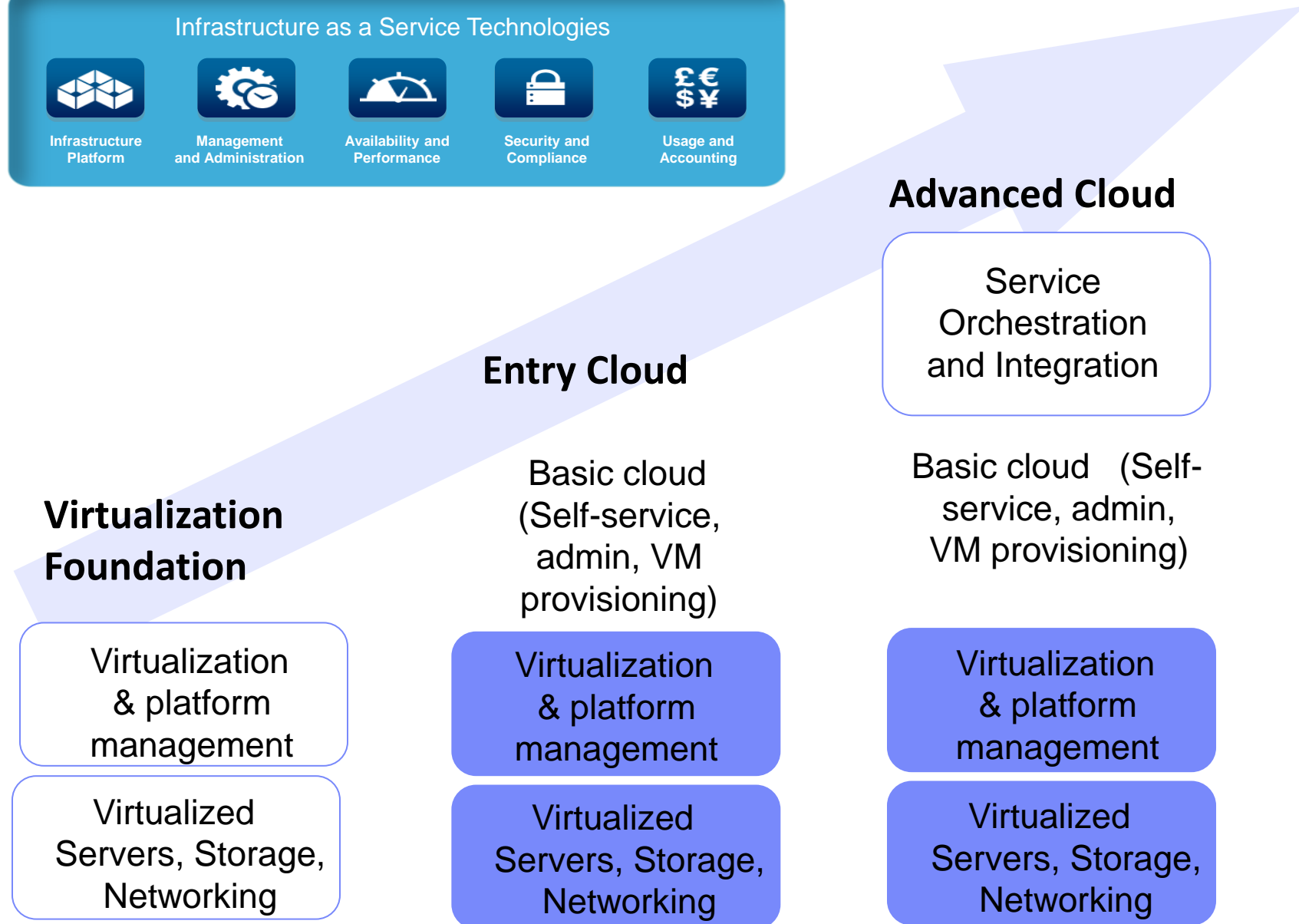
*Click on image to view case study

GRACIAS



Backup Information

IaaS technologies enable private cloud creation but many clients are not sure where to start on the journey



- This is not always a linear progression. Some clients begin by optimizing their virtualization foundation for a workload, then gradually move to cloud.
- Others require cloud capabilities from the beginning and may start with advanced cloud or entry cloud solutions.
- A client may be in all of these stages w/ different workloads across their data center.

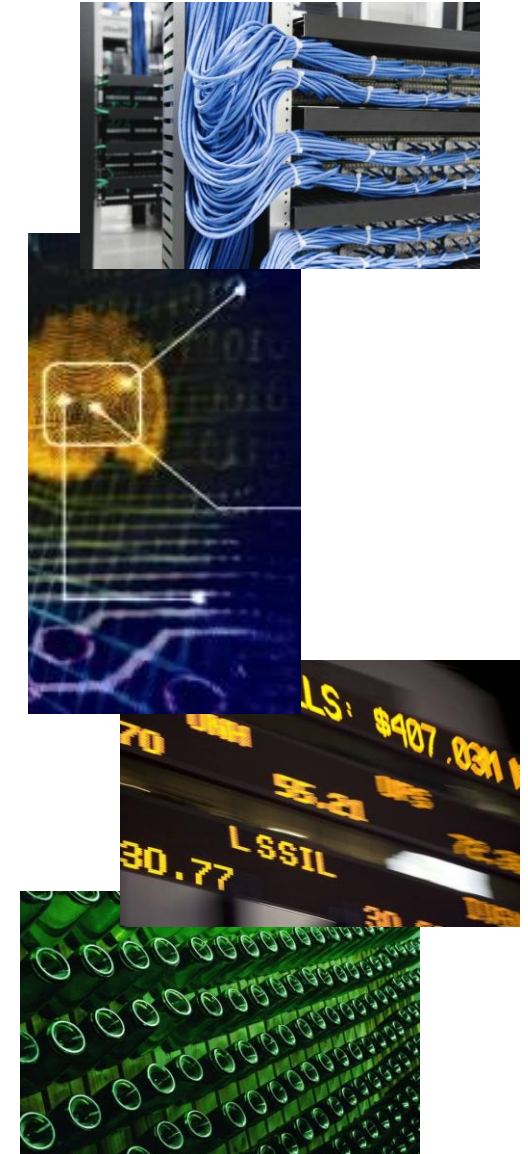
Cloud on Power Systems is ...

Secure for isolated multi-tenancy of virtual servers

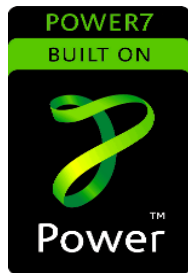
Scalable for your smallest to largest workloads

Dynamic for automated, optimum resource allocation and superior economics

Reliable for enterprise qualities of service across the cloud



Power is performance redefined



Deliver new services faster, with higher quality, and superior economics

PowerVM delivers superior scalability to maximize consolidation and cut IT costs



<i>Scalability Factors</i>	VMware ESX 4.0 <i>(in VMware vSphere 4.1)</i>	VMware ESXi 5 <i>(in VMware vSphere 5)</i>	PowerVM
Virtual CPUs per VM	8	32	256
Memory per VM	255 GB	1024 GB	8192 GB
Live VMs per server	320	512	1000
CPU threads per server	160	192	1024
Memory per server	1024 GB	2048 GB	8192 GB



Source: <http://www.vmware.com/files/pdf/products/vsphere/vmware-what-is-new-vsphere5.pdf>

PowerVM delivers superior security to help manage risk and maximize availability



<i>Risk Management Factors</i>	VMware ESX 3.5 <i>(in VMware Infrastructure 3)</i>	VMware vSphere 4 & 5	PowerVM
Implementation of virtualization technology	Third-party software add-on	Third-party software add-on	Integrated into server firmware
Isolation of I/O drivers from hypervisor	No	No	Yes (using VIOS)
Built-in cross-platform virtualization support	No	No	Yes (using PowerVM Lx86)
Live migration across processor generations	No	Some (with Intel FlexMigration)	Yes (Power6- Power7)



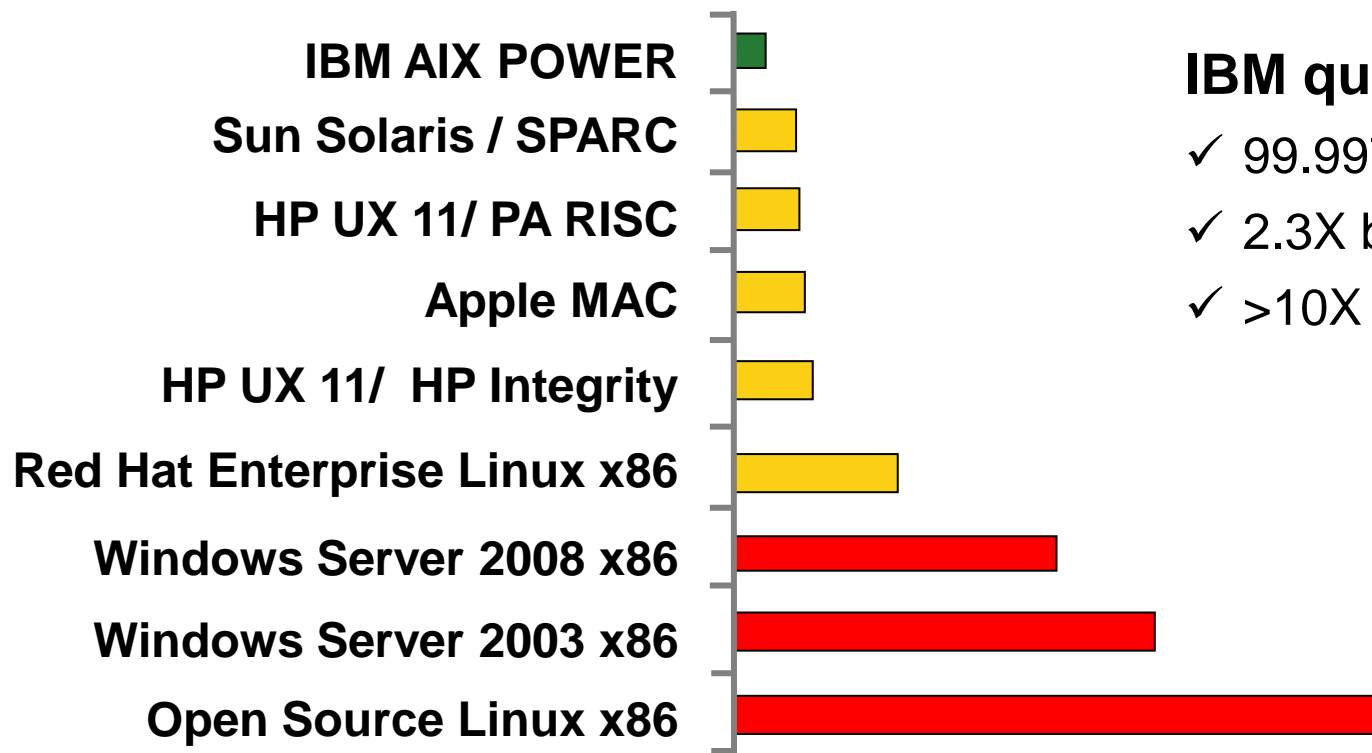
Source: <http://www.vmware.com/files/pdf/products/vsphere/vmware-what-is-new-vsphere5.pdf>

Power is the most reliable enterprise platform

54% of IT executives and managers say that they require 99.99% or better availability for their applications



Downtime (Hours per Year)



IBM quality of service

- ✓ 99.997% uptime*
- ✓ 2.3X better than next UNIX
- ✓ >10X better than x86-based platforms



*Source: [ITIC 2009 Global Server Hardware & Server OS Reliability Survey Results](#), July 7, 2009. Fully paper is available at [ibm.com/aix](#)

Power Systems deliver superior RAS capabilities



RAS Feature	Power Systems	x86
Application/Partition RAS		
Live Partition Mobility (vMotion)	Yes	Yes
Live Application Mobility	Yes	No
Partition Availability priority	Yes	No
System RAS		
OS independent First Failure Data Capture	Yes	No
Memory Keys (including OS exploitation)	Yes	No
Processor RAS		
Processor Instruction Retry	Yes	No
Alternate Processor Recovery	Yes	No
Dynamic Processor Deallocation	Yes	No
Dynamic Processor Sparing	Yes	No
Memory RAS		
Chipkill™	Yes	Yes
Survive Double Memory Failures	Yes	No
Selective Memory Mirroring	Yes	No
Redundant Memory	Yes	Yes
I/O RAS		
Extended Error Handling	Yes	No
I/O Adapter Isolation (PCI-Bus and TCEs)	Yes	No

See the following URLs for addition details:

<http://www-03.ibm.com/systems/migratetoibm/systems/power/availability.html>

<http://www-03.ibm.com/systems/migratetoibm/systems/power/virtualization.html>

PowerVM delivers firmware-based security



- Unlike x86-based products such as VMware, the PowerVM hypervisor is secure by design. IBM is the only vendor that has designed the virtualized environment from 'bare metal' through the hypervisor.
- PowerVM hypervisor is part of the digitally-signed firmware with strong cryptography which makes it impossible to remotely install a modified fileset into the EPROMs of Power Systems.
- There are zero vulnerabilities reported against PowerVM by [US CERT](#) or by [MITRE Corporation](#)
- PowerVM is certified at a CC Evaluated Assurance Level 4+



Remember, zero is a number too ...
a very good number in the Security domain.

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