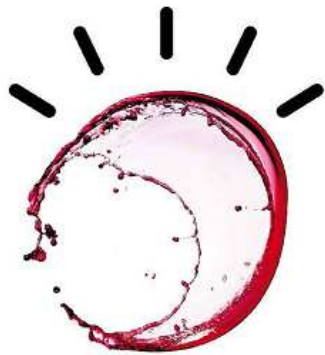




# Degustare la crescita

Un percorso in 4 tappe alla scoperta delle soluzioni IBM

## Ridurre i Costi IT con le soluzioni di Information Management

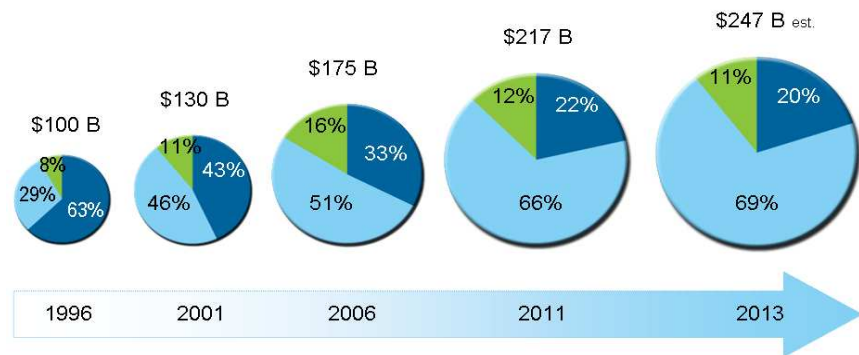


**Gennaro Persico**  
*Database Competitive Sales Leader*  
*Information Management - IBM Software Group*  
[gennaro.persico@it.ibm.com](mailto:gennaro.persico@it.ibm.com)





# Possediamo le informazioni per comprendere scenario, trend e aree ad alto impatto



- Energy costs
- Sys Mgmt + Admin costs
- *New Server spending*

IT Architecture & Service Levels & Compliance
Proprietary Programming
IT Complexity & DBMS Availability
Number of Servers
Number of Active Databases
Automated Storage Management & Archiving
Information Integrations
Metrics of SW Licensing

## Speed Value

**90%**  
view cloud as critical to their plans



## Extended Reach

**1 Billion**  
Smartphones and 1.2 billion mobile employees by 2014

## Responsiveness

**20B+**  
Intelligent business assets



1 ZettaB = 1 billion TBs

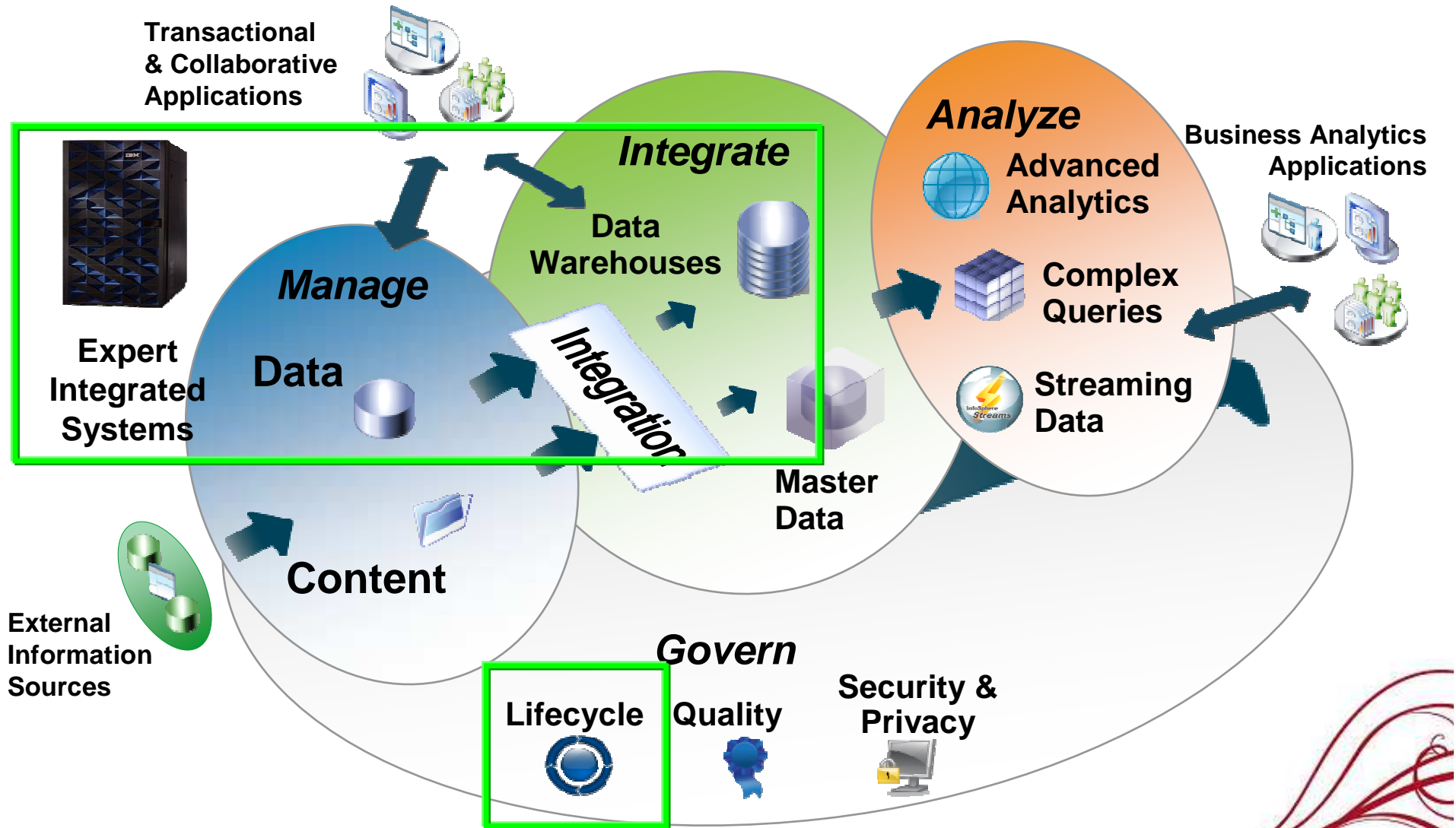
## New Insights

**2.7zB**  
of digital content in 2012, up 50% from 2011

**+NewGen Television Set**



# IBM Information Management





## **La sfida: *Stop, Think & Save* e le tecnologie IBM per ridurre i costi IT fino al 50%**

**1**

**Complimentary Savings Assessment for:**

- Oracle database or application server software used with SAP or other applications, and running on Sun, HP or previous generation POWER hardware

**2**

**Complimentary detailed Migration Plan**

**3**

**Tailored bottom-line IBM offer includes:**

- Migration services
- Training and education
- IBM Systems and maintenance
- IBM Software licenses, subscription & support



**\$0  
upfront**

**Available IBM financing may eliminate your cash outlay during the transition**

IT cost savings reflect potential overall reductions in software and/or hardware maintenance charges and reduced costs of system and workload management that may be achieved over a period of 3-5 years, when consolidating workloads from other systems to IBM. Software migration is from Oracle database and/or application server to comparable IBM DB2 and IBM Web-Sphere products. Actual cost savings and performance characteristics will vary depending on individual client configurations. Complimentary services, training and education will vary by client and may not be available in every country. Financing terms and availability vary by country. Contact IBM to see what we can do for you.



## Italian transportation company

- Handling more than 700,000 shipments/month
- More than 15.000 Customers, Web connected



### **Esigenze:** *Growth, Innovation, Reduce Costs*

#### **Soluzione:**

- Sun and Oracle replaced by IBM Power 770
- Migrated its data from Oracle to IBM DB2
- Hitachi Data Systems storage replaced by IBM Storage DS8300.

#### **Riduzione dei costi IT:**

- Saved 25% in energy and floor space costs
- Cut server admin & maint costs by 10%
- From 3.8 TB each image Oracle DB to 1.2 TB in IBM DB2
- Saving 68% in storage, increase performances, cut backup costs

# Audi Group

## Esigenze:

- Improve IT efficiency to **reduce IT costs**
- Increase availability and performance; scalable and flexible



## Soluzione:

Migrated from 100 HP/UX systems with Oracle database to Power/AIX with IBM DB2

## Risultati :

1. Storage savings in the range of 50 to 70 percent,
2. Higher performance using DB2 (less licenses, less cores)
3. Full virtualization of any IT resource on Power+DB2
4. Pay on demand (monthly) for additional Core/Licenses

## Professional Providence Society: +200,000 members

### Esigenze:

- Launch more insurance products faster
- **Contain development and maintenance costs** impacted by multiple legacy systems
- Reduce non compliance challenged by disparate policy systems

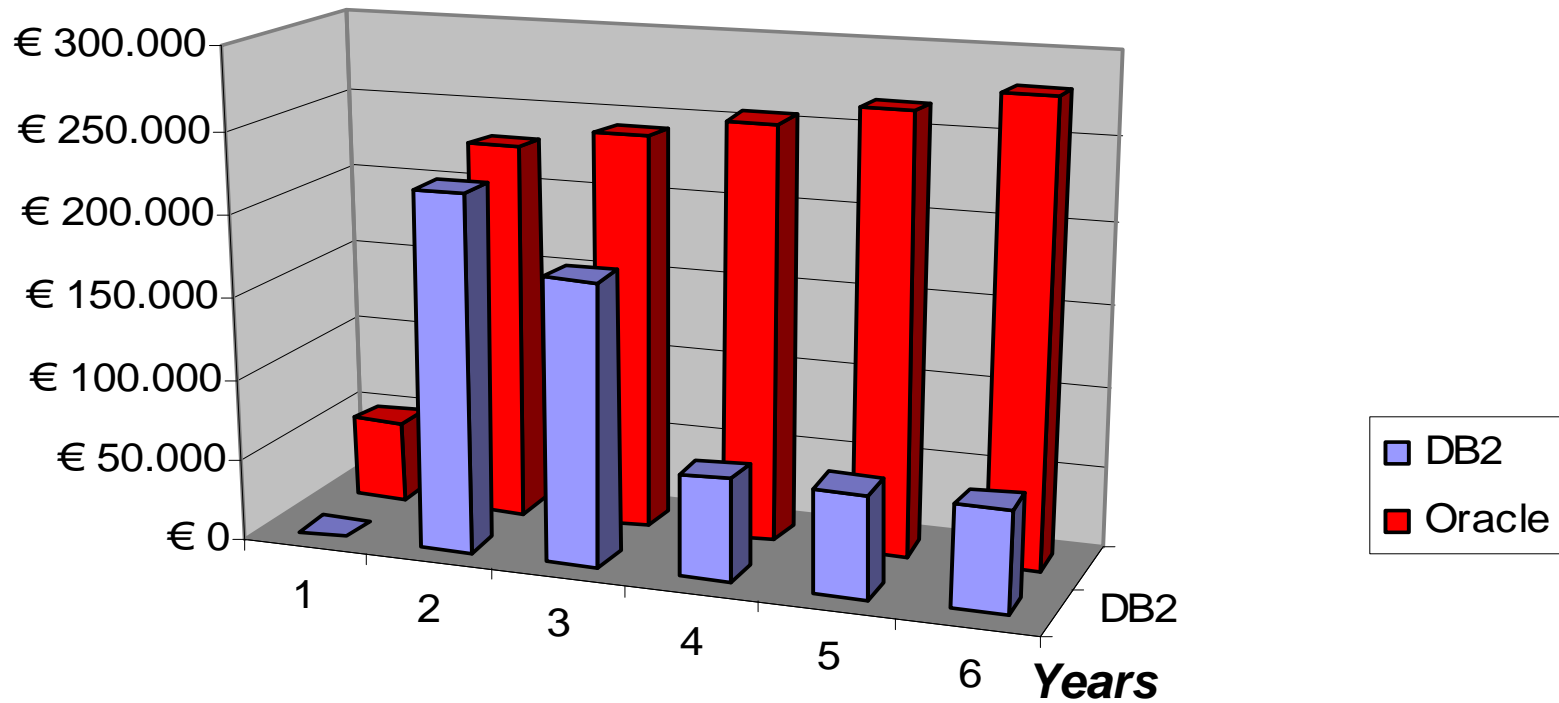


### I Risultati:

- Brought 9 new insurance products to market in **less than 1 year**
- Application development costs reduced by **50%** and **eliminated roughly 90% of custom code**



## Large Retailer (Italy): i costi del SW IBM DB2 & Oracle DBMS



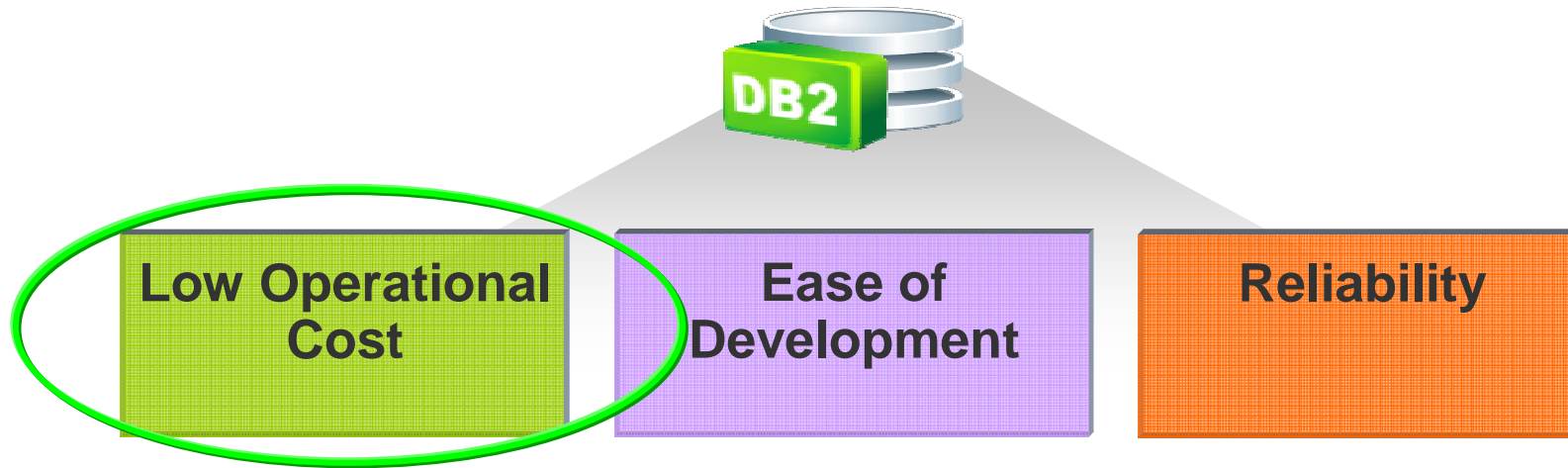
Years	1	2	3	4	5	6
DB2	€ 0	€ 218.000	€ 172.671	€ 62.671	€ 62.671	€ 62.671
Oracle	€ 50.000	€ 231.000	€ 242.550	€ 254.678	€ 267.410	€ 280.782

*Note: DB2 costs includes 80K services and costs of software licenses*

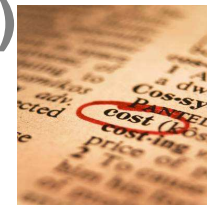




## DB2 10.1 for LUW High Performance, Low Costs



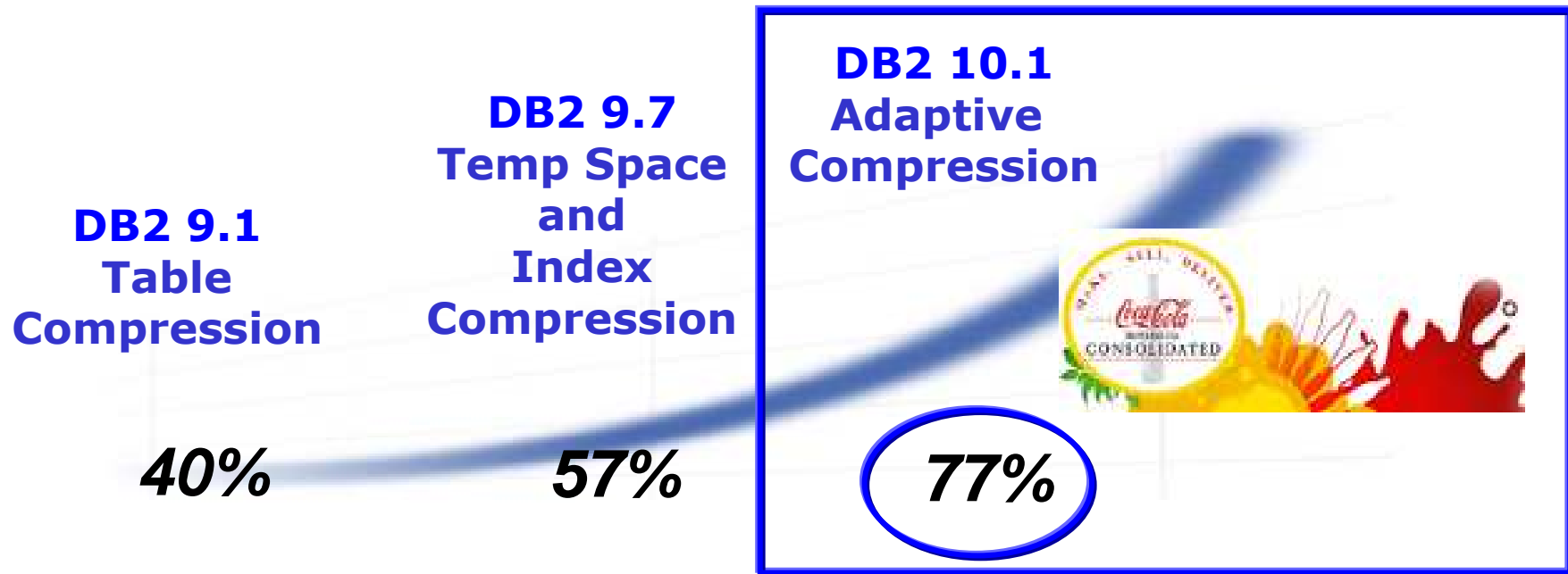
1. Automation and productivity tools (lower staff, no tuning)
2. Deep compression and multi-temperature storage (lower storage)
3. Industry-leading performance (lower server+licenses)
4. Innovative packaging & licensing (lower license)
5. Oracle compatibility & DBMS Consolidation





## Up to 10x Storage Savings with DB2 Compression

Lower Storage Costs. Lower Administration Costs. Better Performance



"Our original migration from Oracle to DB2 brought us a 40% storage savings. Upgrading to DB2 9.7 and utilizing index compression saved us another 17% in storage, bringing our average savings to 57%. Now, using the adaptive compression feature of DB2 10.1, we've seen an additional 20% savings, **bringing our average compression savings for our databases to 77%, a dramatic storage savings!**"

--- Andrew Juarez, Lead SAP Basis / DBA, Coca Cola Bottling Company



## DB2 AESE full-function packaging

Functionality	DB2	Price	Oracle	Price
Core Server	DB2 Enterprise	\$40,500	Oracle Enterprise	\$57,950
Compression	Storage Optimization feature	\$15,300	Advanced Compression	\$14,030
Workload Management	Performance Optimization Feature	\$15,300	Workload management	Free
Disaster Recovery	HADR	Free on primary	Active Data Guard	\$14,030
Advanced Security	Label Based Access Control	\$11,100	Label Security	\$14,030
Data Partitioning	Range Partitioning	Free	Partitioning	\$14,030
Administration	Optim Database Administrator	\$5,775	Oracle Enterprise Mgr Change Mgmt Pack	Free \$4,270
Development	Optim Development Studio (10 users)	\$8,660	Internet Dev Suite	\$7,076
Performance Tuning	Optim Performance Manager (existing price Included in Perf Opt Feature)		Diagnostics Pack	\$6,100
Federation	Heterogeneous Federation Feature	\$7,353	Oracle to Oracle federation	Free
Active/Active Replication	Q-Replication with DB2	\$11,100	Golden Gate	\$21,350
<b>Total</b>		<b>\$115,088</b>		<b>\$152,866</b>
<b>Advanced Enterprise</b>		<b>\$45,000</b>		<b>\$152,866</b>



## DB2 Licensing

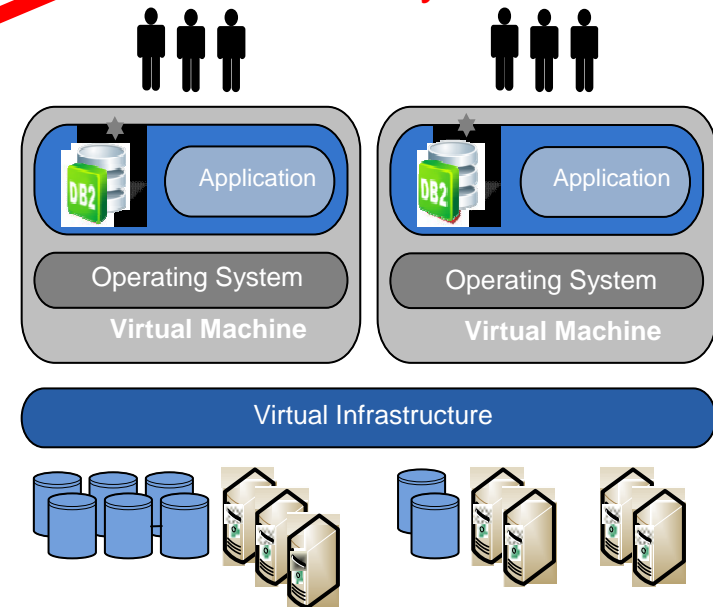
- **DB2 is Virtualization Friendly**

- Flexible licensing allows **virtualization on almost any platforms, VMWare, AIX, HP/UX, Solaris, Windows, Linux,....**
- **License ONLY the virtualized CPU**

- **Database licensing for development, quality assurance (QA) and Testing ?**

- **Database Enterprise Developer's Edition (DEDE)** license includes all LUW DBMS and available features
- **You license only your real authorized users**

Does your existing vendor supports Software Virtualization?  
Software Partitioning Policy ? VMWare ?



Do you need to pay 25 Named User per each Processor for Development Licensing?



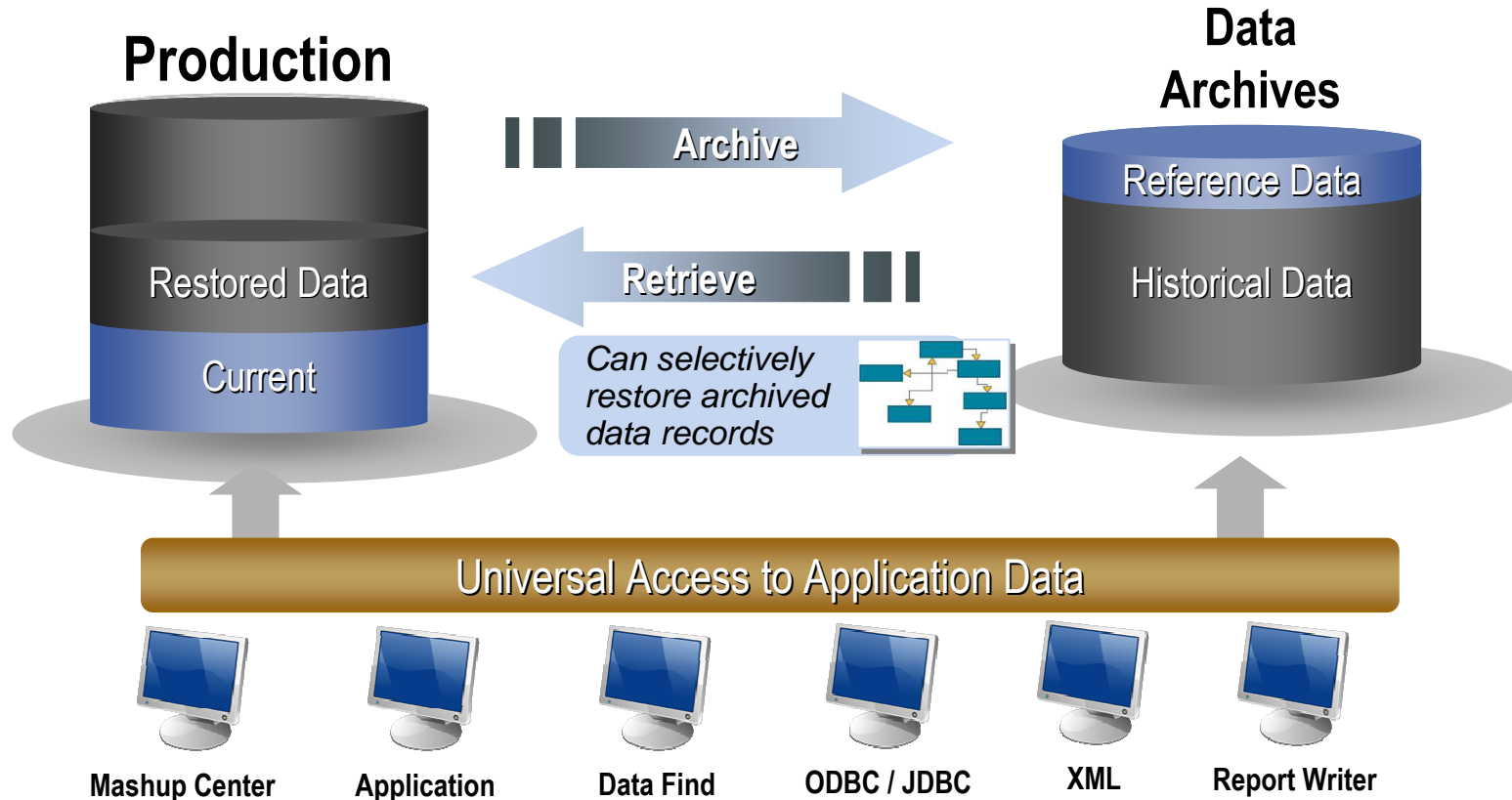
# Il data archiving per qualsiasi DBMS piattaforma di S.O.: Optim Data Growth Solution

Leader!



Information  
Lifecycle  
Management

**76%**  
market share  
leader



Data Archiving is an intelligent process for ***moving*** inactive or infrequently accessed data that still has ***value***, while providing the ability to ***search and retrieve*** the data



## IBM PureData System: Ottimizzato esclusivamente per fornire Data Services

### Optimized for data services:

- Transactional
- Analytics
- Operational Analytics

### Expert integrated:

- Data platform
- Infrastructure
- Unified platform management
- Built-in expertise

Data Platform



PureData

Delivering  
Data Services

*Data load ready in hours*

*Data workload optimized*

*Integrated management*

*Single point of support*

*Automated and  
integrated maintenance*

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Degustare la crescita

IBM

