

The IBM Enterprise Linux Server – A solution to your IT challenges

Next steps: Where do you go from here?



The IBM Enterprise Linux Server is the right choice

A simple, highly efficient, single server with dedicated Linux environment

- Supports 1000s of Linux virtual servers
- Designed for maximum CPU utilization
- Offers non-disruptive growth
- Includes simplified virtualization management
- Reduces risk with ultimate security and continuous availability

Proven to make sound economic sense...



Ask yourself...

How can I stay ahead of my competitors?

How can I better understand the options I have?

What's the best way to address my business challenges?

Could the IBM Enterprise Linux Server be the right solution for me?



Your local IBM sales team has access to numerous tools to help in your decision-making

Performance Analysis

Capacity Planning

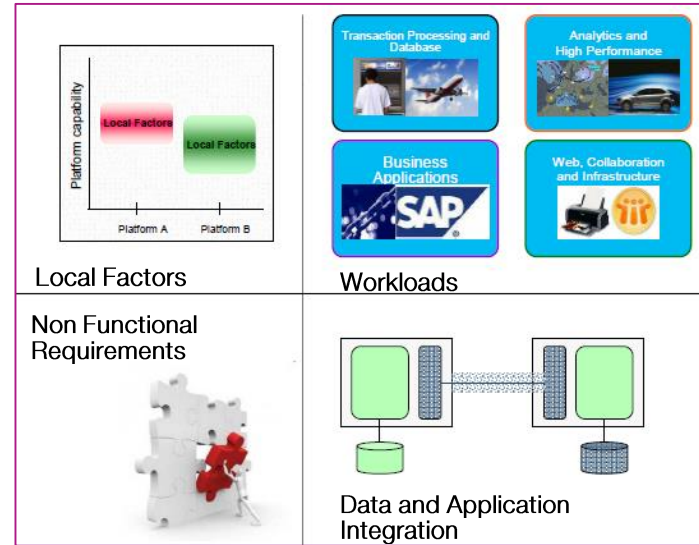
Cost Assessment

Fit for Purpose



Attend a Fit for Purpose Workshop to set a strategy for your IT systems architecture

- **Identify opportunities for growth**, factoring in environment, process model and other technical and non technical realities
- **Help identify the most optimal platform** on which to deploy new workloads and applications based on technical, operational and cost data
- **Lower costs** by exploiting the strengths of each platform currently implemented in the infrastructure



Fit for Purpose
Parameters

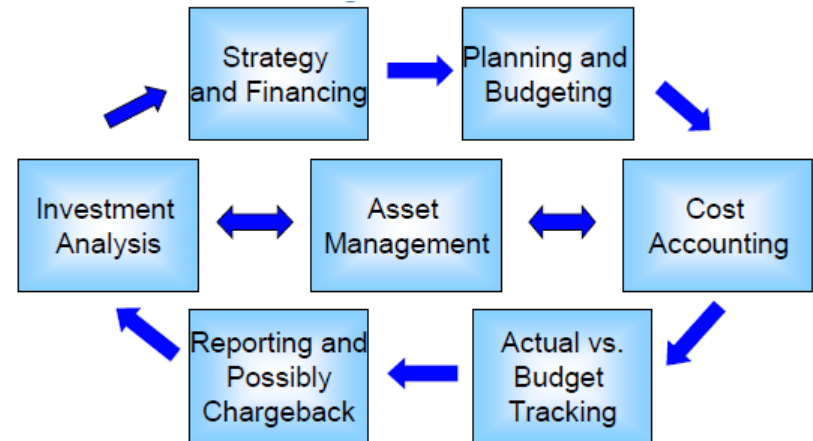
A Financial Management Assessment (FMA) Workshop can help align IT TCO...

...to true costs, usage and value

- A no charge, client focused engagement
- An IBM FMA Representative will meet with clients to discuss their current Financial Management process and tools
 - Purpose is to determine areas of improvement or enhancement
 - Determined through process refinement, additional IBM solutions, and/or IBM implementation resources

Answer key questions about your finances:

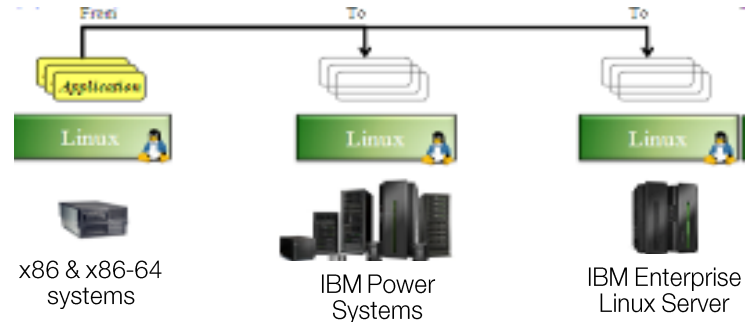
- "Why can't our cost be more predictable?"
- "How can we incent the business to save money?"
- "How can I manage the supply and demand of IT resources?"
- "How come my IT spend continues to grow when the capacity is so cheap?"



IBM provides free services support to ISVs when moving Linux applications from x86 to ELS

Chiphopper services offering:

- Designed for IBM Business Partners (PartnerWorld members)
- Helps with porting of existing Linux applications from x86 platforms onto IBM Enterprise Linux Server
 - Enablement and guidance services, plus Linux support
 - Access to IBM hardware and middleware, proof of concept environments and platforms for testing
 - Technical assistance during the port
 - Post-porting issue support
- Free of charge service



"OpenPro and IBM Chiphopper team are working together to provide a flexible, scalable and fully featured business management ERP solution. This system uses the power of open source technologies with many advanced features that have saved clients millions of dollars in operating efficiencies."

- Jim Clark, CEO of OpenPro

Meet and plan with IBM architects at a MobileFirst Workshop

A one day, no charge interactive workshop with an IBM Mobile expert to help enterprises plan and develop a customized roadmap for success



- For Line of Business and IT leaders seeking expertise and experience in developing, enhancing, and/or executing their mobile enterprise strategy.



- Industry expertise with top use cases and successes
- Capability assessment including identification of opportunities and gaps in mobile strategy
- A detailed client report and next steps



- Interactive discussion to understand client business drivers, pains and requirements
- Overview of IBM MobileFirst Strategy, technology and POV's
- Industry trends and imperatives
- Structured working session to outline next steps

To schedule a workshop, email: ibmmobile@us.ibm.com

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An IBM IT Economics Study provides a wealth of data supporting a compelling business case

IBM Eagle Team – IT Economics Practice



Cloud Assessment

- Perform a Health Check to find the right private, public or hybrid cloud solution
- Examine workload size and activity, SLA and provisioning requirements, and instance costs



Workload Placement Assessment

- Consolidate, offload, and place new workloads on alternative platforms
- Exploit and compare platform attributes to optimize workload performance and costs



Analytics Assessment

- Determine the most cost-effective infrastructure for an analytics solutions
- Exploit platform attributes and efficient storage solutions for Analytics and Big Data



Chargeback Analysis

- Align chargeback policies to actual IT costs
- Identify and overcome chargeback policies that drive adverse IT decisions



Mobile Assessment

- Mitigate high-volume, low-value mobile transaction costs
- Evaluate the effects of throughput, response time and other KPIs in mobile topologies



IT Best Practice Benchmarking

- Compare actual IT environment with best practices in the IT industry
- Improve forecast and actual spend

Available at **no-charge** to IBM clients and Business Partners

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www.ibm.com/iteconomics
IT Economics studies PartnerWorld



IBM Eagle Team - IT Economics practice

Who we are

- Specialized in examining economic differences between platforms in **client environments**
- Focused on identifying areas for **efficiencies** and **cost reductions**
- Provide **no-charge** studies

Client benefits of engaging the Eagle Team

- Worldwide experience from **successfully helping hundreds of clients** since 2007
 - ... most likely we have evaluated a similar scenario before
- Leverage **research** and **benchmarks** from the broader Competitive Project Office
- Use **client** figures (not our own)
 - ... through a transparent model
 - ... with agreed-to assumptions
 - ... and iterate as required
- Provide a **business case** from which the client can make a financially based IT decision



Let's begin the discussion...

