Building a Better Infrastructure With IBM Middleware on IBM Power Systems

IBM Middleware on Power Systems –
An Unbeatable Combination for Low TCO

Steps to Optimizing IT with IBM Middleware on Power Systems

Service Oriented Finance CIO

Sensational, a complete, integrated solution! I can see why IBM Middleware running on Power Systems is a unbeatable combination!

Manage more efficiently

Consolidate small workloads

Scale-up large workloads

Build a solid foundation on IBM Power Systems

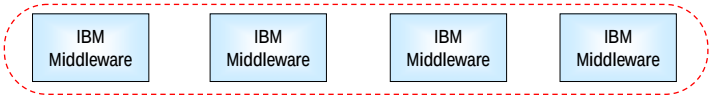
I am glad you agree. Let us review what we have seen today.

IBM

IBM Middleware Runs on Many Platforms

IBM Software Efficiencies

- Software designed to save the business money
- Superior software performance benchmarks
- Better administrator productivity



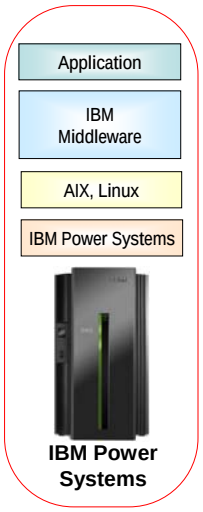
HP

IBM Power Systems

Dell

Sun

Power Systems Have Clear Performance Advantages Over Their Hardware Competitors



IBM Power Systems

- Superior performance
- Scale-up capabilities
- Consolidation via PowerVM
- Simplify and optimize
- Dynamic relocation of partitions

HP

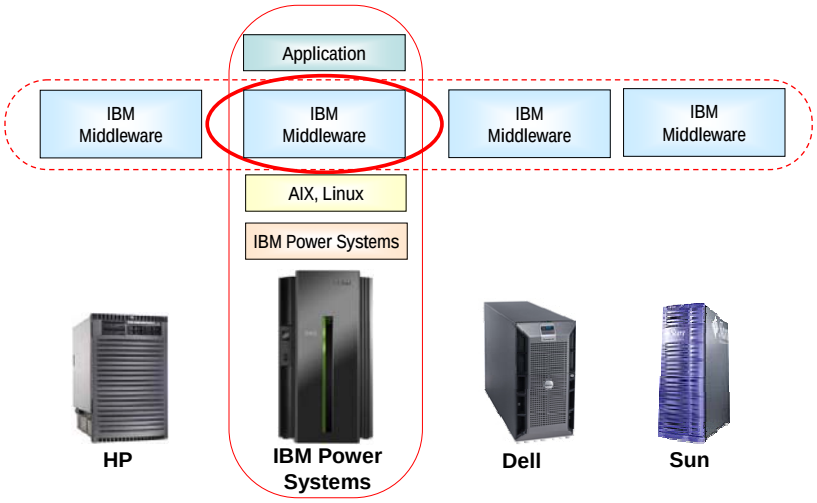
IBM Power Systems

Dell

Sun

An Unbeatable Combination for TCO

IBM Middleware plus IBM Power Systems – The best combination for optimized IT!



Reduce The Elements In Your Total Cost

- Total Cost of Ownership =
  - Cost of hardware +
  - Cost of software +
  - Cost of System Management +
  - Environmentals
  - Downtime

The IBM Financial Advantage

Service Oriented Finance CIO

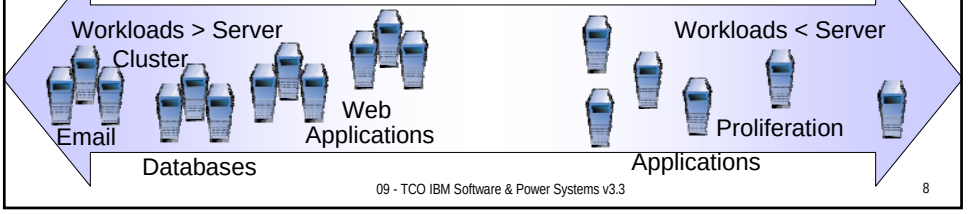
IBM

Hardware Cost Summary

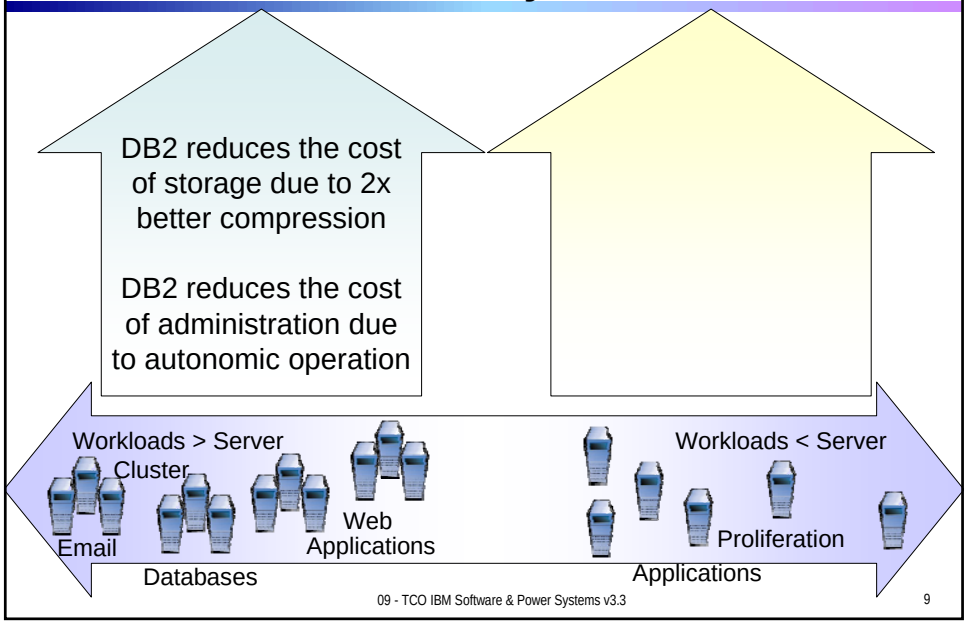
Powers Systems servers are 2 to 3 times faster than the competition

This means you can scale-up and need only 1/2 to 1/3 the processors

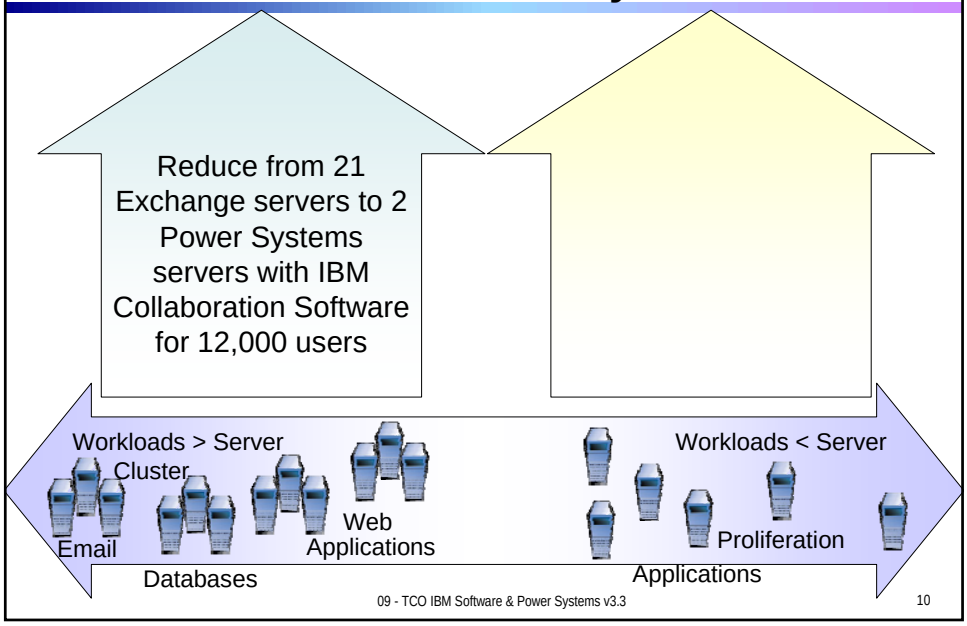
Power Systems can consolidate 50 servers with low utilization onto 1 Power Systems server with PowerVM



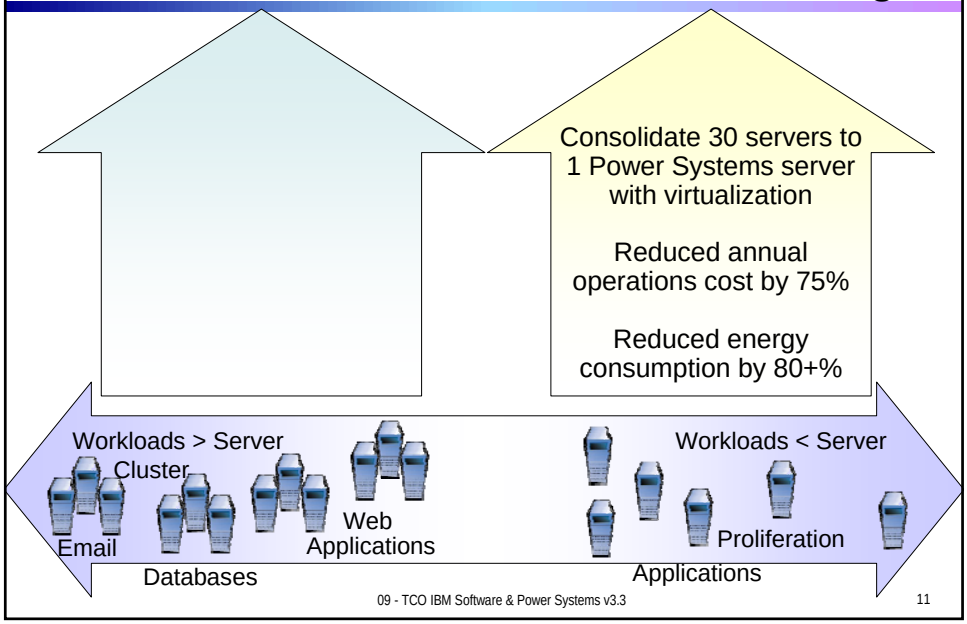
Database Cost Summary



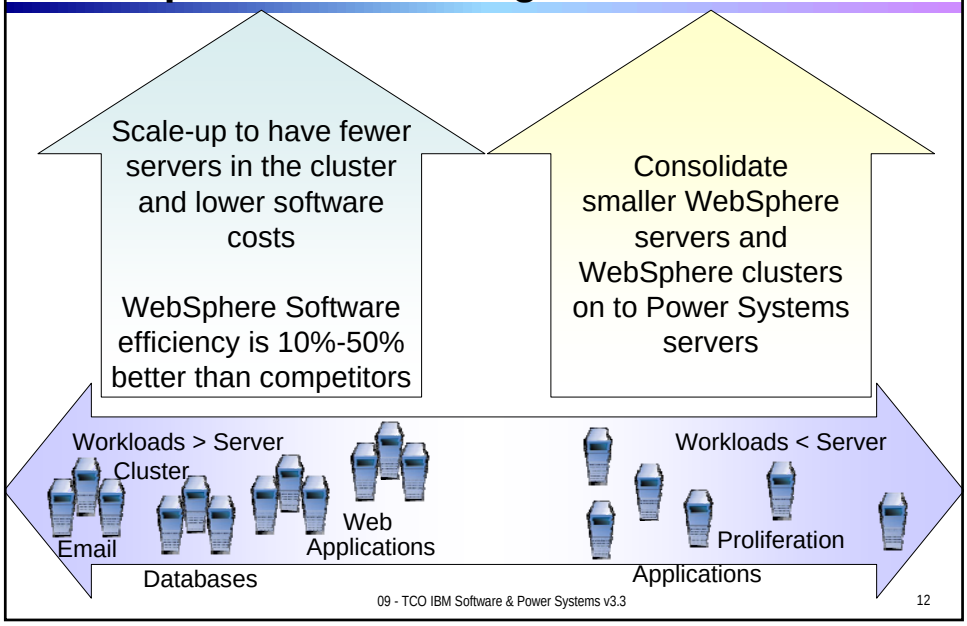
Collaboration Cost Summary



Consolidation Environmental Cost Savings



WebSphere Cost Savings



Service Management Cost Savings

First Citizens uses IBM service management and puts money in the bank

Value drivers:

- Solve and prevent problems before customers and branch staff are affected

Solution

- IBM Tivoli Provisioning Manager
- IBM Tivoli Monitoring
- IBM Tivoli Enterprise Console
- IBM Tivoli NetView

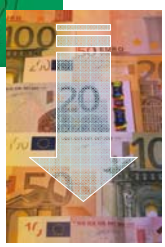
Value realization:

- Increased service availability by monitoring and managing all facets of the operating environment
- Saved approximately $800,000 with virus protection; $400,000 in U.S. compliance regulations
- Distributed software to 3,500+ desktops across 340 branches in 2 days with 99.5% accuracy
- **Saves $200,000 for each new service deployed**

Alinean Case Study on TCO: Overview

- **Business problem: Multiple servers, high costs**
  - 47 IBM, Sun and HP servers hosting Insurance claims processing, CRM, e-Commerce, BI, database, and web portal workloads
  - 19% average utilization, managed by 8 operations and administration staff

- **Solution: Consolidate on Power Systems Servers**
  - Consolidated **47** servers to **2** Power Systems p5-590 servers with PowerVM
  - Migrated SUN and HP servers to Power Systems
  - Increased average server utilization to nearly 60%



- **Result: Reduced TCO by over 56%**
  - 77.8% lower support, maintenance and server costs
  - 62.1% lower server operations and admin labor costs
  - 85.7% lower facilities costs
  - 85.5% lower downtime costs

Source: "IBM System p5: Lower TCO Through Server Consolidation" whitepaper by Alinean Inc., September 2006

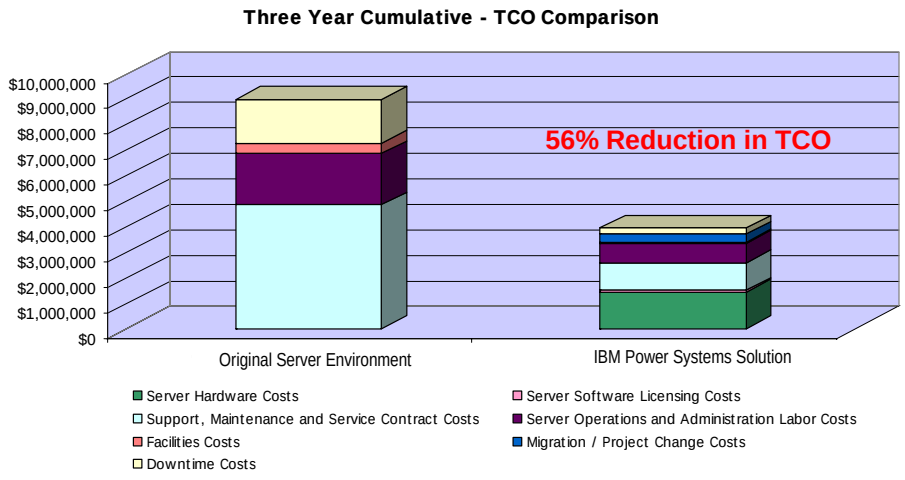
Alinean Case Study: Original Environment

Primary Server Function	Server Type	Number of Servers	Processors per Server
Web e-Commerce Portal	IBM pSeries® 660 Mod 6H1	16	4
Agent CRM Application	IBM pSeries 630 Mod 6C4	20	4
Database Servers	Sun Fire 12K	4	32
Claims Processing Application	HP Integrity Superdome	1	32
Departmental Servers	Sun Fire 6800	6	16
Total		**47**	**400**

All workloads consolidated onto two Power Systems p5-590 servers (32 processors, 128GB; 16 processors, 64GB)

Source: "IBM System p5: Lower TCO Through Server Consolidation" whitepaper by Alinean Inc., September 2006

Alinean Case Study: 3-year Cost Comparison



Source: "IBM System p5: Lower TCO Through Server Consolidation" whitepaper by Alinean Inc., September 2006

Unbeatable Combination

- Efficient IBM Software That Reduces Cost
  - Most Efficient Data Base and Data Warehouse
  - Most Efficient Application Server and SOA Components
  - Most Efficient Collaboration Solutions
  - Most Productive SOA Tools
  - Support for I/T Service Management Best Practices
- Plus Powerful Power Systems hardware
  - Top Performance on Industry Standard Benchmarks
  - Leading Price/Performance
  - Virtualization Technology to Support Consolidation
- Equals an Unbeatable Combination for TCO!

Business Problem Solved

CIO