

Break free from impractical and costly IT solutions

*Facts that really matter when deciding
whose IT solutions to trust*



Here's one of the biggest business questions you'll face: how can I break free from impractical and costly IT solutions? Many vendors will tell you that you can't. But the truth is, a new era of IT economics is here. You no longer have to choose between economizing and innovating—you can do both.

Industry opinion is clear: you can break free.

You can liberate yourself from data center complexity, sprawl and underutilization. You can overcome service-level challenges with an on-demand cloud infrastructure. You can leave behind high-cost, high-maintenance data warehouses that don't deliver insight quickly enough. And you can escape from high infrastructure costs and poor performance in your SAP environment.

Instead of putting your head down and accepting the same old stories, it's time to start asking tough questions and insisting on answers that make sense. Read on and see what IT industry experts—both analysts and users—are saying in reply to key questions about who can be trusted to deliver viable solutions in today's critical areas of information management.

Improve efficiency and IT economics

Whose solutions offer more integrated, workload-optimized value?

“IBM builds its own advanced memory hardware and software—and it is clearly functionally deeper and broader than commercial off-the-shelf memory. The level of sophistication of this memory translates into clear business value as memory is more reliable and better managed on Power Systems.”

—Joe Clabby, Clabby Analytics
“Workload-Optimized Systems For Superior Business Value,” January 2011



Whose solutions help lower TCO?

“The total cost of ownership with DB2 running on IBM Power servers is almost half the cost of Oracle Database on Sun systems.”

—Anuprita Daga, Chief Manager, IT,
Reliance Life Insurance Company

Who makes information management solutions that the entire business can rely on?

“The IBM and SAP solution has proved such a success at BCP that there are plans to extend it to other companies in our parent group. Working with IBM and SAP, we have been able to transform our application and hardware landscapes, laying the groundwork for more efficient and effective operations in the future.”

—Haydeé Urquiaga, SAP Implementation Manager,
Banco de Crédito del Perú

Who offers the most attractive savings on license costs?

“DB2 has contributed to license cost savings of around 30 percent when compared with competitive offerings. Ultimately, IBM continuously improves DB2 with functionality designed to reduce the costs of operation and enhance system performance.”

—Creighton Kelly, Director of IT for the SAP Infrastructure, Newell Rubbermaid

Who inspires migration from Oracle by reducing database size?

“By choosing to implement DB2 compression right away, we have reduced the database size by around 40 percent. This gives us faster backup and reduced storage costs, and makes the SAP technical upgrades easier and quicker.”

—Andrew Juarez, SAP Lead Basis, Coca-Cola Bottling Company Consolidated

Whose hardware is the logical choice for flexible scalability?

“Another key feature of the 9600 offering is the ability to add resources to an existing System z to support a 9600 logical partition (LPAR) on the same system. This lowers deployment costs and avoids the support problems and expense introduced when installing separate discrete servers for individual workloads.”

—Philip Howard, Bloor Research
“IBM Smart Analytics Systems vs Oracle Exadata X2-2,” December 2010

Who offers faster performance per processor core?

“In August 2010, IBM demonstrated a TPC-C benchmark result that was better than three times the performance per processor core than the Oracle system against which it was compared. And we’re still not convinced that Sun’s T3 and planned successive generations will be around for the long term.”

—Joe Clabby, Clabby Analytics
“Oracle and the Case of the Missing Slides...”
February 2011



Optimize data-intensive workloads for performance and value

Who leads with online transaction processing (OLTP) price/performance?

“In so far as OLTP performance is concerned, IBM currently holds the TPC-C benchmark record for both the best performance and best price-performance in the industry.”

“There is also the issue of performance—because data is compressed you have fewer I/Os required to read the same amount of data—in this case, because of the row-column-row conversions required within an Oracle environment, we would expect the performance gains (IBM estimates them at 40%) from IBM’s compression to surpass those achievable in an Oracle Exadata environment. Add this in to the space saving mix and we prefer IBM’s approach.”

—Philip Howard, Bloor Research
“IBM pureScale Application System vs Oracle Exadata X2-2,” October 2010;
“IBM Smart Analytics Systems vs Oracle Exadata X2-2,” December 2010

Whose solutions are designed for true integration and multiple benefits?

“Running SAP applications with DB2 on IBM Power Systems servers has many advantages, including excellent performance, high reliability, and easy management.”

—Charlie Hoppa, Senior Manager, Archiving and Data Integration, McCormick & Company Inc.

Who offers superior performance for analytics?

“When we commenced this exercise we expected to find that there were some areas in which IBM excelled and others in which Oracle did so. We have been surprised to find that that is not the case and that the IBM Smart Analytics System out-competes Oracle Exadata in almost every area we have examined.”

—Philip Howard, Bloor Research
“IBM Smart Analytics Systems vs Oracle Exadata X2-2,” December 2010

Whose relational database delivers more value?

“We chose [IBM] DB2 for our SAP implementation because it was a better value than Oracle. With administrative and other costs figured into the total cost of ownership, DB2 is 25 percent less expensive than Oracle.”

—Gustav Elias, Database Administrator and System Programmer for DB2, Austrian Railways

Who provides more database compatibility?

“A major feature of DB2 is its support for Oracle environments. What this all means is that the vast majority of applications, stored procedures and other constructs written to run against an Oracle database will run unchanged, possibly with better performance because of the improved locking, against a DB2 database.”

—Philip Howard, Bloor Research
“IBM Smart Analytics Systems vs Oracle Exadata X2-2,” December 2010

Who converts raw data into valuable insight faster?

“By leveraging IBM technology (to analyze seismic data and identify new reserves quickly), we can bolster our oil exploration efforts, identify more reserves and elevate production levels.”

—Zhang Guo Jun, IT Manager, Liaohe Oil Field Exploration & Production Research Institute (China National Petroleum Corporation)



Who does a better job of scaling analytics capabilities?

“The [IBM] Smart Analytics System is built on a modular basis with each system consisting of a foundation module, one or more data modules and a variety of optional modules. These optional modules include admin/user modules, failover modules, management modules and application modules. The idea here is that if you need extra disk capacity then you license an extra data module, but if you need to support additional users then you license an extra user module, and so on. In other words you pay for what you need.”

—Philip Howard, Bloor Research
“IBM Smart Analytics Systems vs Oracle Exadata X2-2,” December 2010

Who provides better SAP workload optimization?

“In particular, DB2 understands the SAP environment within which it is working so that, for example, it can recognize relevant details of the SAP configuration in use and set defaults against these when the system is initially installed. You can also install DB2 as a part of the SAP installation process. DB2 is also aware of SAP workloads and the database’s built-in tuning capabilities can use this fact when it makes recommendations; and the same applies to troubleshooting, whereby diagnostics also understand the SAP environment.”

—Philip Howard, Bloor Research
“IBM pureScale Application System vs Oracle Exadata X2-2,” October 2010

Trust the right IT vendor for the capabilities, solutions and services you demand

Who releases believable benchmarks?

“In December 2010, Oracle announced a SPARC SuperCluster TPC-C benchmark claiming a world record (which it did achieve). But a closer look at this record showed that Oracle required 27 systems and 1,728 cores and 13,824 threads to achieve this result. What’s the problem? Just this: if IT buyers take that result on face value, then Oracle reported an impressive benchmark. But if they read between the lines, prospective buyers might recognize that performance per core is an extremely important consideration—especially when it comes to energy usage, space requirements, and software licensing (this is huge because most software vendors price their software on a per core basis), and systems management. Suddenly, this world record doesn’t look so impressive...”

—Joe Clabby, Clabby Analytics
“Oracle and the Case of the Missing Slides...”
February 2011

Who offers more IT flexibility?

“If you decide in the future to move to some other vendor, then you can re-use your RAC servers and you can re-use your IBM servers but it will not be easy to do the same thing with the Exadata Storage Servers because of their particular functional design.”

—Philip Howard, Bloor Research
“IBM Smart Analytics Systems vs Oracle Exadata X2-2,” December 2010

Who gives you the facts about Oracle SPARC server and support costs?

“With respect to recouping costs by charging higher prices, Oracle has increased SPARC server costs (especially costs related to memory). And support costs are up. And, due to inefficient processing performance per core, software revenue is particularly strong on SPARC for Oracle. Needless to say, customers are not delighted with this scenario...”

—Joe Clabby, Clabby Analytics
“The Sunsetting of SPARC,” February 2011



Who really understands software and hardware, and how to make them work together?

“Sun simply may no longer be a viable entity and the tools Oracle has to recover it are inadequate to the task. Making this far more difficult is Oracle’s core staff, which have a software background. There are few—and I speak from experience as one of a handful of folks trained in both areas that understand the differences well enough to translate between groups. This suggests that there are now a number of key Oracle employees with software pedigrees in hardware jobs who simply aren’t qualified to do them, making even the timely discovery, let alone correction, of critical problems nearly impossible.”

—Rob Enderle, Enderle Group
IT Business Edge: “Oracle’s 40-percent Hardware
Slide: Is Sun DOA?”
April 5, 2011



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