



Linux on POWER

*Build an advanced Web infrastructure to deliver
cost efficiency, reliability and performance*

Linux on POWER

Today, both private and public organizations are asked to deliver more. Private industries compete to deliver e-business on demand™ to customers—and government organizations are feeling the heat to deliver on demand services to constituents. An advanced Web infrastructure based on open standards—using high-performance technologies—can satisfy the needs of both customers and constituents, all while lowering IT spending and increasing efficiencies.

IBM offers ideal solutions with Linux on POWER™. Solutions using the Linux operating system running on IBM POWER architecture-based servers—like IBM @server® pSeries®, iSeries™ and BladeCenter™ systems—offer flexibility and cost control, combined with high performance, capacity and scalability for fast transactions. These surprisingly affordable solutions help any IT organization transition from older, slower e-business processes to remain competitive, allowing them to:

- Migrate systems to the Linux on POWER platform, consolidating data for easier administration, cost reduction and information availability for data-intensive transactions
- Improve efficiency by converging disparate, under-utilized systems running different applications onto a single proven system architecture
- Take advantage of logical partitioning (LPAR) to optimize the utilization of system resources

Simplify IT management and reduce costs

Businesses and governments alike are facing pressure to improve services while streamlining operations and scaling back expenses. Financial services companies, for example, are looking for ways to eliminate ‘branch-centric’ administration to improve efficiencies and lower costs. Similarly, governments need to lower costs to help offset effects of lower tax revenues—while still increasing services like online voter registration, permit transactions and public works. The performance of the 64-bit Linux solution running on POWER systems can:

- Reduce the time financial companies spend managing data between branches
- Increase the efficiency of IT staff administration, helping to lower overall costs
- Allow government agencies to reduce their IT expenses while expanding services, citing the low total cost of ownership and efficiency of the Linux operating system

Improve RAS with Linux and POWER performance

Expanding services and offerings are paramount to remaining competitive today. Financial services firms must offer new revenue-generating services, increase efficiencies and increase availability of online transactions. These needs require fast transactions, high workloads, 24x7 data availability and accurate transmissions. Governments also need to expand services—everything from daily operations like parking permits to nationwide emergency services. An advanced Web infrastructure using Linux on POWER answers these needs with a 64-bit architecture that provides more power and performance at a surprisingly low price. POWER architecture offers:

- High transaction rates with POWER architecture-based systems; one server architecture (POWER) can provide efficiency for data-intensive applications like financial analyses—helping to improve customer service
- Proven POWER architecture capabilities integrated with Linux to provide superior serviceability functions
- High system availability achieved with features like self-healing, internal processor arrays, as well as other hardware recovery features to provide near-zero down time
- Horizontal and vertical scalability of the POWER architecture-based server with Linux to accommodate expanding requirements for services, customers and populations

Protect current investments and future-proof your infrastructure.

Having flexibility to respond to marketplace changes helps companies maintain a competitive edge. In the financial services market, mergers and acquisitions are becoming common. These changes require system interoperability—so companies don't lose revenue as they make transitions. Similarly, public sector groups must link new services to populations and connect data between operations—seamlessly. An IBM advanced Web infrastructure delivers the interoperability and flexibility both public and private organizations require, providing:

- Technology based on open standards that help organizations avoid being locked into using products from one vendor, helping to ease application and system migration
- High scalability—up to 32-way systems—that can accommodate future growth and new technologies
- A fourth-generation, proven technology rollout with a reliable IBM track record, including a clear rollout plan for POWER architecture-based systems

Leverage a broad range of systems and solutions

Whatever your industry or organization, IBM offers hardware and software solutions that meet your needs to build an advanced Web infrastructure.

Systems

- IBM POWER4™ pSeries and iSeries systems; IBM POWER-based blades and clusters
POWER-based systems feature simplified deployment and vast scalability. With support for 32- and 64-bit applications, these systems handle more Linux applications on fewer servers and with fewer processors than many competitive systems—helping you save IT expenses. The new IBM @server BladeCenter JS20 demonstrates ongoing platform support for Linux and utilizes the POWER processor, improving efficiencies and lowering costs—while providing flexibility in choosing a platform.
- IBM also provides Linux-ready Express Configurations for pSeries servers, allowing you to get up and running with a POWER system specifically for your Linux applications quickly and easily. For more information about these configurations, visit: ibm.com/linux/power

Software solutions to build and maintain IT infrastructure applications

- Open Source software
Leverage Open Source software shipped with Linux distributions for pSeries systems—including Apache and Samba—to build infrastructure applications for your e-business.
- IBM WebSphere® Application Server
Build and maintain powerful e-business applications and business processes using WebSphere software for Linux.
- IBM DB2® Universal Database™
Create a cross-enterprise data warehouse for business-critical information as part of your advanced Web infrastructure.
- IBM Integrated Platform for e-business
Reduce implementation time and improve efficiencies with a solution that combines hardware, software and services from IBM to build an e-business infrastructure.

Hundreds of other Linux software solutions are available from IBM Business Partners and ISVs, designed to run on POWER architecture-based systems. To learn more about solutions for your specific industry or business needs, visit the 'application support' section on the following Web page: ibm.com/linux/power/apps

For more information

To learn more about IBM systems, software and solutions to build an advanced Web infrastructure for your enterprise or government organization, visit ibm.com/linux/power





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