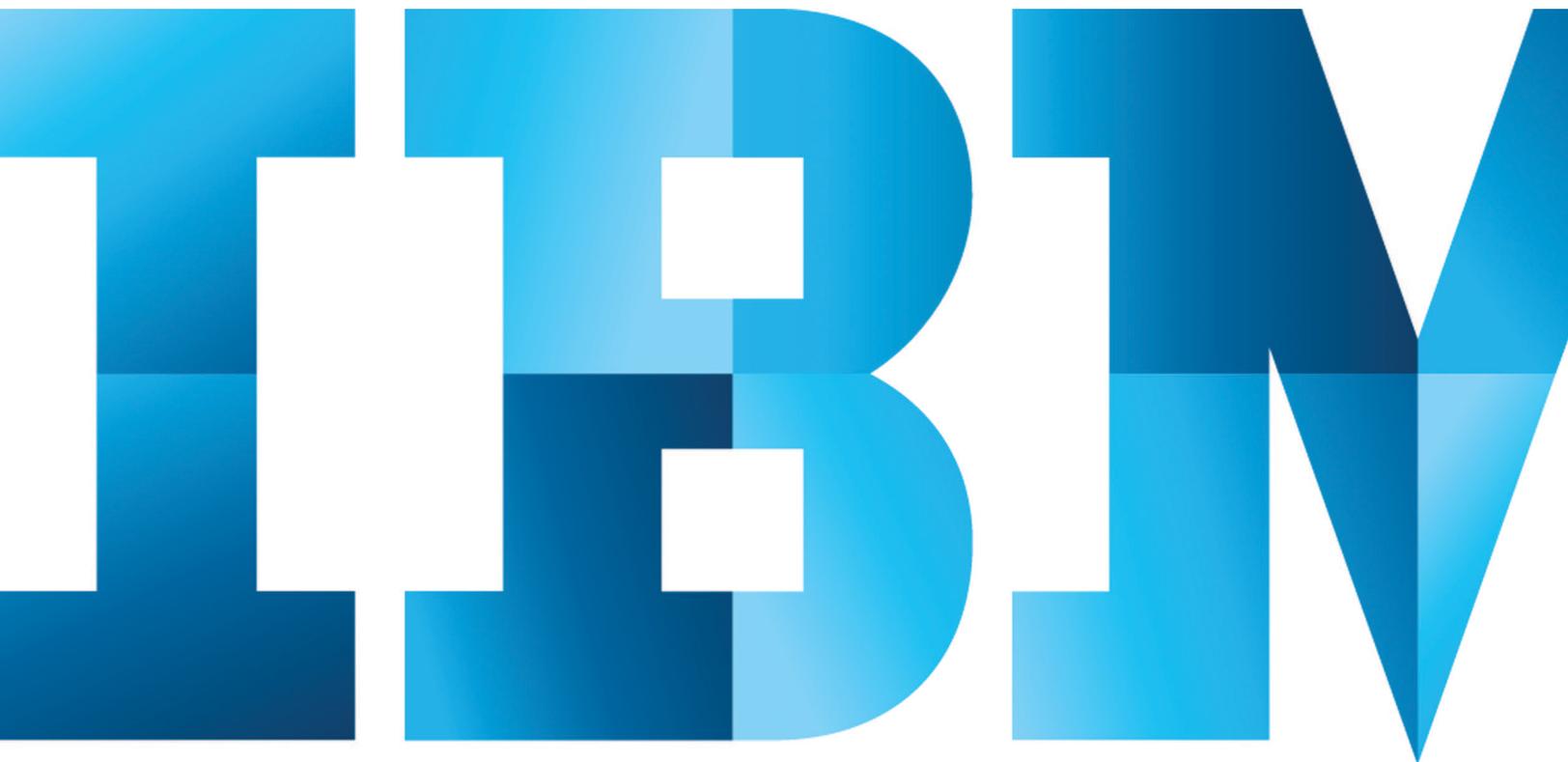


PureSystems

IBM PureSystems: A family of expert integrated systems

Pure expertise

A large, stylized IBM logo composed of the letters 'I', 'B', and 'M'. The letters are filled with a gradient of blue shades, from light to dark, and are set against a white background. The 'I' and 'B' are on the left, and the 'M' is on the right. The letters are bold and blocky, with a slight shadow effect.A small, black and white IBM logo consisting of the letters 'I', 'B', and 'M' in a stacked, horizontal arrangement.

IT can drive competitive advantage

As the planet becomes smarter, IT increasingly becomes a central part of business and a constant part of our lives. Organizations use complex solutions to extract more value from their data, business processes and other key investments. Leaders know that in today's environment, the success of IT can determine the success of the business itself.

That's because IT is no longer simply responsible for back-office functions such as billing and payments. It now can drive innovation and peak performance in front-office processes. For example, in leading utility companies, advances in IT are transforming power generation. And in healthcare, analytics systems are helping doctors improve the quality of their diagnoses and treatments. In banking, computing systems do much more than managing operations behind the scenes; IT systems play a role in analyzing, predicting and mitigating risk. Around the world, throughout a broad range of industries and at organizations large and small, the trend is clear: IT is moving toward a role at the center of business success.

Consequently, organizational leaders can no longer ignore the inefficiencies that accompany their existing approach to computing:

- On average, more than 65 percent of IT budgets in the least efficient data centers are spent on maintaining existing infrastructure.¹
- Only 21 percent of data centers are operating at the highest level of efficiency, and those organizations allocate 50 percent more of their IT budget to new projects.²
- Nearly two-thirds of companies go over schedule on their project deployments.³

To overcome existing IT inefficiencies, IT must shift its functional model to a smarter kind of computing. IT infrastructure must support change at the most granular levels.

IT inefficiencies create demand for a new class of systems

Today, IT leaders try to make the shift to smarter computing by tailoring and optimizing general-purpose systems to satisfy the needs of their specific business environment. But this approach requires a significant amount of time and effort. Other leaders take advantage of the simplicity of advanced appliances—but end up sacrificing flexibility—or the elasticity of cloud computing when that approach makes sense.

The question is, how can organizations get the best of all these options in one system? The answer: effectively apply and build in the best practices and expertise of each approach into one system. Of course, if that were easy, it would have been done already. It's difficult because the level of systems expertise required is beyond the experience within many organizations.

But consider the expertise and capabilities built into a smartphone. Right out of the box, it is Internet enabled and has a working camera, a video recorder, a music player, a telephone, text capabilities and more—all built into the device. When the consumer turns the smartphone on and downloads apps, the apps are designed to automatically and securely integrate with the underlying smartphone components.

It's now time for IT to embrace this same approach. IT needs to move beyond the procurement, deployment, management and support of individual components and toward comprehensive, integrated systems with built-in expertise and cloud-ready architectures. This shift will purge operational tasks that suck up time and money and free IT to focus on innovation and projects that move business forward.

Expert integrated systems: built-in expertise, integrated by design, simplified experience

The time has come for a new way forward: one that combines the flexibility of general-purpose systems, the elasticity of cloud and the simplicity of an appliance tuned to the workload. One that integrates expertise throughout an organization and fundamentally changes the experience and economics of IT.

What if you could improve the productivity of your IT administrators by up to 50 percent?⁴ Or cut IT operational costs in half? Can you imagine systems designed to be up and running in hours instead of days or weeks? Or a system that deploys new applications and services up to 30 times faster than what you have now?

Now you can—with expert integrated systems. These systems are designed to deliver on the promise of faster time to value, lower cost and superior responsiveness with three core attributes:

- **Built-in expertise.** Expert integrated systems capture and automate best practices and expertise to reduce manual steps and costs for support and maintenance.
- **Integration by design.** Hardware and software components are integrated by design, tuned in the lab and prepackaged in the factory. Systems are built to support both cloud and traditional computing environments.
- **Simplified experience.** A simplified systems lifecycle helps eliminate the need to procure, deploy, manage and support IT components separately

PureSystems: IBM's family of expert integrated systems

IBM® PureSystems™ offerings—IBM's family of expert integrated systems—fundamentally change the experience and economics of IT, bringing your organization to new levels of efficiency, flexibility, agility and control. With best practices and expertise built directly into the systems, your team can spend less time procuring, deploying, managing and supporting custom-integrated solutions. Designed to be up and running out of the box in four hours, your team can roll out new capabilities—in traditional or cloud environments—with new levels of confidence and speed.

The built-in expertise in the IBM PureSystems family shows up as patterns: the automation of proven best practices and expertise for accomplishing complex tasks learned from decades of client

and IBM Business Partner engagements. Best practices and expertise are captured, lab tested and optimized into a repeatable, policy-driven form. The IBM PureSystems Centre offers easy access to patterns and other PureSystems assets, delivering easily deployable expertise from IBM and its broad ecosystem of IBM Business Partners.

IBM PureSystems offerings can automatically adapt to workload spikes and help you quickly deliver new applications and business services 20–30 times faster than with traditional systems.⁵ They consolidate IT resources and centralize and streamline IT management, decreasing operational costs and required management time by 55 percent.⁶ And they reduce risk by integrating, validating and virtualizing IT components throughout the comprehensive system so you can provision and deploy new environments in minutes.

The first members of the PureSystems family are the IBM PureFlex™ System, IBM PureApplication™ System and IBM PureData™ System.

IBM PureFlex System

The PureFlex System is an open-choice infrastructure system with integrated expertise that senses and anticipates the resources required to optimize your infrastructure. This IBM offering deeply integrates compute nodes, storage, networking and virtualization into a single system with a single, unified management console. Its built-in expertise helps organizational leaders more simply manage and flexibly deploy integrated patterns of virtual and hardware resources. And its efficiency and operating agility help you rapidly deploy IT services at a reduced cost—without requiring specialized skills.

The PureFlex System is built on decades of expertise, which enables the system to automate tasks and optimize itself, making it an ideal foundation for an infrastructure as a service (IaaS) offering.

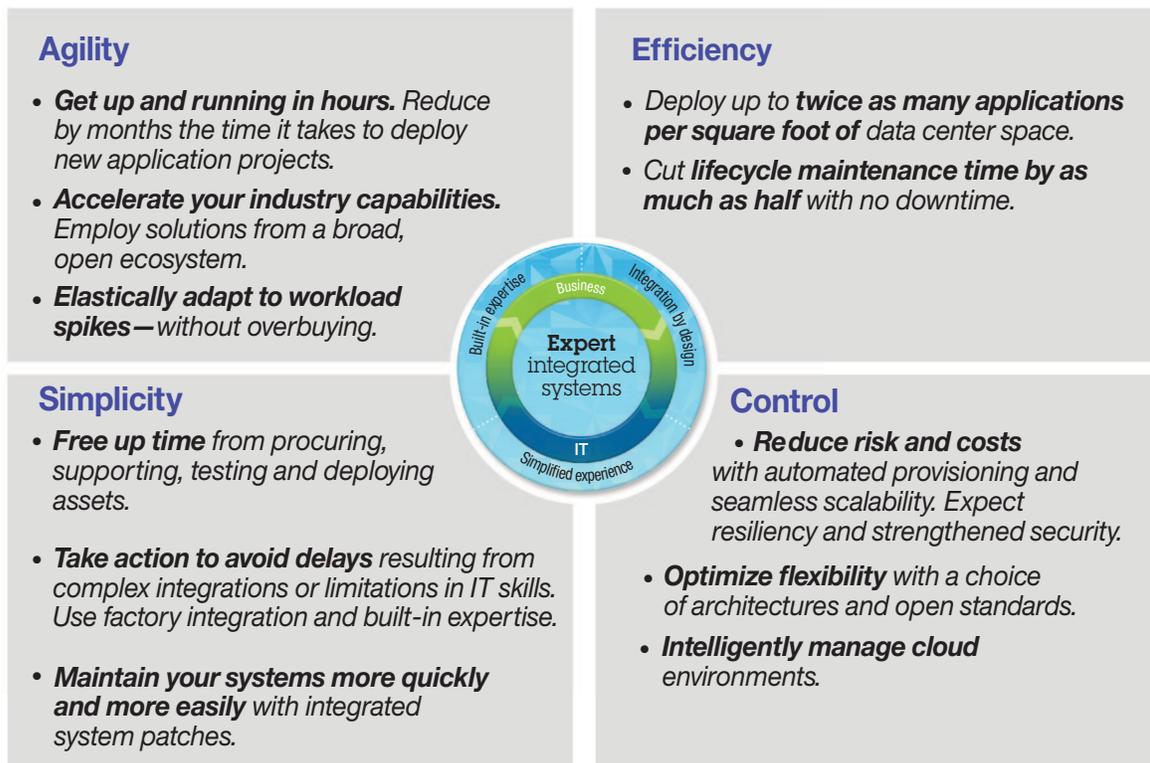


Figure 1: Possible values from IBM PureSystems offerings

IBM PureApplication System

Experience a broad-ranging platform system that is specifically designed and tuned for transactional web and database applications. With the PureApplication System, you can expect a workload-aware, flexible platform that is designed to be easy to deploy, customize, safeguard and manage. Whether yours is a traditional or a private cloud environment, this system can provide you with superior IT economics.

The PureApplication System enables you to define and provision your own patterns of software, middleware and virtual system resources within an innovative framework—one that is shaped by IT best practices and industry standards. This framework and built-in patterns make the most of IBM experience and its

understanding of smarter computing. And it ideally positions the system to serve as the foundation for a cloud-based platform as a service (PaaS) offering.

IBM PureData System

The PureData System is a resilient, security-rich, scalable platform system designed to address today’s big data challenges—for transaction processing or analytics. Built-in expertise optimizes IT components for your data management needs, and a unified console simplifies system management. This optimization and simplified experience can help you reduce complexity and cut time, cost and risk when deploying and maintaining data systems. If business responsiveness is a critical goal, you can use the PureData System as a foundation for cloud-based data-management PaaS offerings.

Choosing the right PureSystems family offering

Selecting which system is right for your organization depends on your needs and where you're seeking standardization and consistency in how you procure, deploy, manage and support systems. Generally speaking, if you're seeking integrated compute, storage, networking and virtualization, a PureFlex System might be the best option. If you're seeking an integrated approach to application, middleware and infrastructure, then a PureApplication System might be the best option. The PureData System may be the best choice for systems meant exclusively for data. Consult your IBM sales specialist to make the right decision for your organization and IT needs.

No matter which system is right for you, you can start reaping the values of expert integrated systems by bringing a PureSystems offering into your environment to:

- **Consolidate** so you can reduce operating costs
- **Optimize** so you can focus your resources on business-critical tasks that affect profit
- **Innovate** so your organization can become more competitive and responsive to changing business requirements
- **Accelerate cloud adoption** so you can quickly deploy new services
- **Accelerate analytics** and address data challenges with simplicity, speed and a lower cost

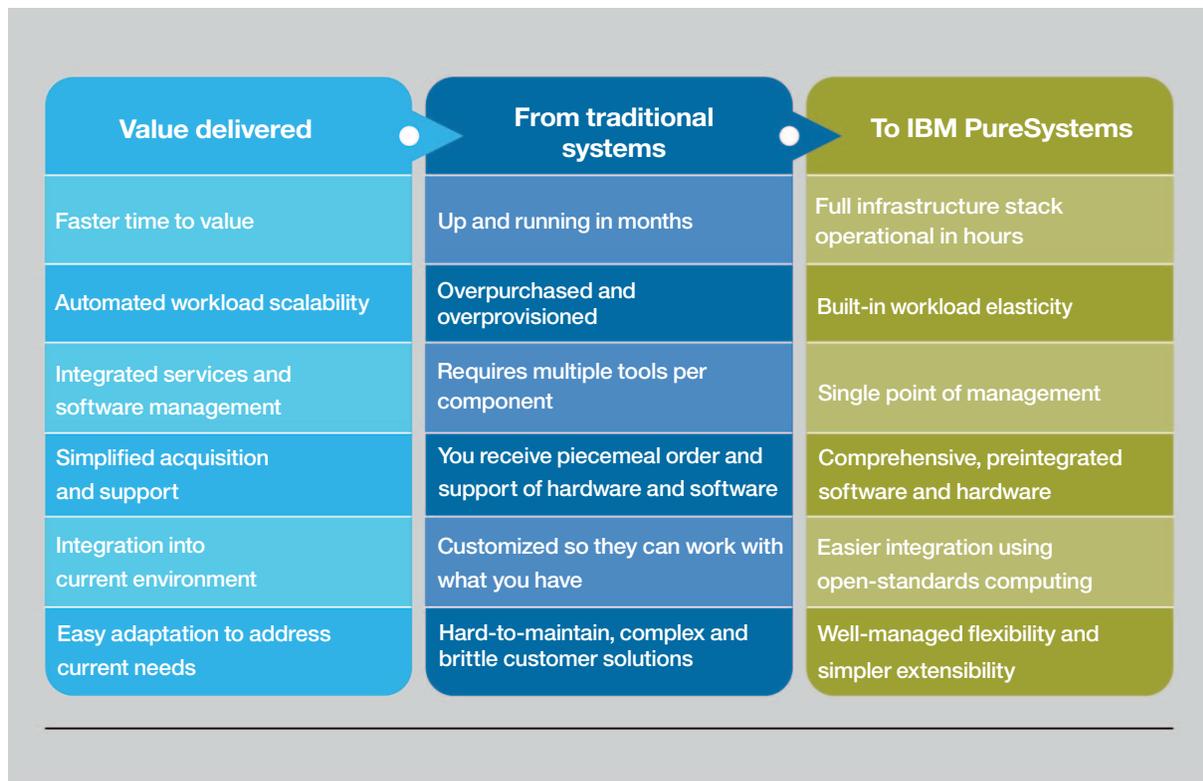


Figure 2: IBM PureSystems offerings can deliver significant value for faster return on investment.

For more information

Help IT make the shift to the strategic center of your business. Leverage expertise to take the lead. To learn more about PureSystems offerings, PureFlex System, PureApplication System and PureData System, contact your IBM representative or IBM Business Partner, or visit the following website:

ibm.com/PureSystems

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit:

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¹ IBM, *Data center operational efficiency best practices*, findings from the IBM Global Data Center Study, April 2012.

² IBM, *Data center operational efficiency best practices*, findings from the IBM Global Data Center Study, April 2012.

³ IBM Market Insights, *2011 Business Benchmarking Time-to-Value Study*, October 2011.

⁴ *Value Proposition for IBM PureFlex System: Case for IBM PureFlex System for Cloud-Enabled SAP Enterprise Environments*, April 2012, International Technology Group, Santa Cruz, California.

⁵ Clients have experienced 20–30 times faster application deployments with IBM's patterns of expertise, which are included in IBM PureApplication System. These patterns are based on IBM capabilities preexisting in the marketplace.

⁶ Based on more than 55 WebSphere® Virtual Enterprise Business Value Assessments.



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