IBM Sets the Stage for the Next Era of Computing

Key Facts

PureSystems represents IBM's first major step in defining a new era of computing. The result of a $2 billion effort involving thousands of IBMers, PureSystems is the first system to integrate server, storage, networking, and platform middleware resources into a secure and simple-to-manage environment. This new class of systems features built-in expertise, essentially the aggregation, delivery, and automation of decades of IBM's client engagements, established best practices, innovative thinking, and industry leadership.

In today's unimaginably complex environment, two-thirds of corporate IT projects are delivered behind schedule and over budget, according to a recent study by IBM[1] and more than 70 percent of IT budgets, on average, are spent on operations and maintenance as reported by IDC[2] Clients adopting these innovative systems will be able to reallocate a lot of that budget to projects delivering new business value, while getting projects completed faster, as IBM PureSystems simplify every step of the IT lifecycle.

Expert integrated systems combine the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance tuned to the workload – fundamentally changing the experience and economics of IT. They are defined by the following attributes, each helping clients to focus IT efforts on furthering competitive advantage:

- **Built-in expertise:** Systems must capture and automate best-practices and expertise, reducing manual steps that impact project's time to value with an open architecture, allowing participating solution providers to optimize their applications workloads.
- **Integration by Design:** All hardware and software components must be integrated by design, tuned in the lab, and pre-packaged in the factory into a single ready-to-go system – optimized for the business task.
- **Simplified Experience:** IT staff and the lines of business that consume IT experience a simplified systems lifecycle. Collections of hardware, middleware, and application components will no longer need to separately be procured, configured, integrated, tuned, and managed separately. PureSystems are simply ordered, unpacked, plugged in and managed as a single system with a single interface.

All of IBM's existing product lines – including IBM zEnterprise™, IBM Power Systems®, IBM System x®, IBM BladeCenter®, Storage and more, will provide clients who want the maximum in flexibility control and platform the ability to choose the best components for their needs. The wide range of options are designed to be workload optimized with IBM software and partner offerings to provide the ultimate in scalability, performance and reliability.

IBM PureSystems includes integration across compute, storage, networking, and platform middleware for both physical and virtual resources, as well as built-in expertise including IBM factory pre configuration, integration and testing – to enable a vastly simplified experience that enables clients to deliver new cloud services and applications significantly faster and with improved economics over traditional IT.

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Business and Technology Benefits

PureSystems deliver deep integration points to new 'scale-in' approach to system design from IBM. With built-in 'expertise,' the new family of systems is simple to run and manage, giving enterprises the ability to change the economics of IT to organizational and competitive advantage.

With PureSystems IBM clients can improve their time to value for key projects including:
- Ordering a single pre-integrated, optimized offering will cut months off typical procurement timeframes
- Getting new systems up and running in as little as four hours
- A 66% reduction in management setup time
- Self-service provisioning for new development, test or production application environment capabilities accomplishes tasks previously measured days, in minutes.
- Ensuring adherence to IT policies, such as security or architecture mandates, for improved governance
- Deploying new applications and services 20-30X faster than traditional approaches
- Enjoying choice and flexibility, with over 100 leading partner solutions optimized, and ready for PureSystems, and deployable in minutes.

IBM clients can also experience decreased operational cost and risk, with results such as:
- Increased return on assets, with 2X applications per square foot of datacenter space
- 98% time savings for storage provisioning
- 43% energy savings compared to previous generations of systems
- 2x faster upgrade times than previous systems
- Adding more resources to system with zero downtime
- Elastically scaling applications based on demand with automatic failure recovery

PureSystems Details

- **IBM PureFlex System** is an infrastructure system with expertise for sensing and anticipating resource needs to optimize infrastructure. Key attributes include:
  - Factory integrated and optimized system infrastructure
  - Management integration across physical and virtual resources
  - Automation and optimization expertise
  - Built for cloud, as a foundation for Infrastructure as a Service offering
  - Supports a broad range of hypervisors with full management integration across physical and virtual resources.

- **IBM PureApplication System** is a platform system, leveraging much of PureFlex's infrastructure system foundation, on which it builds a software stack for web, database, and Java™ applications. It is built for cloud, offering simplicity, efficiency, and control – serving as a virtualized application platform that optimizes application workloads and accelerates time to value. Key attributes include:
  - Built-in expertise pre-optimizes web, database, and application workloads, with elastic scalability
  - Repeatable self-service provisioning, on a resilient, secure, scalable infrastructure
  - Simplified platform management with a single console
  - A foundation for a Platform as a Service offerings

- **The PureSystems Centre** is the central location through which clients can access IBM and partner solutions – both for initial installation and for maintenance and upgrades. It's a great way to see the breadth of the ecosystem for PureApplication System and PureFlex System, with more than 150 solutions available at launch. Clients can also check for updates to the IBM PureSystems to ensure they remain up to date. IBM patterns in PureSystems Centre will link to Passport Advantage, where clients can leverage familiar acquisition processes and existing entitlements.

- **The IBM Web Application Deployment Pattern** codifies best practices for dynamic scalability, high-availability, high-security, and other deployment configurations into a ready to deploy software product, replacing high-value personnel's time and expertise with captured and automated best practices.

- **The IBM Transactional Database and Data Mart Patterns** can be used to quickly and easily create DB2® databases optimized to support transactional (OLTP) and operational analytics workloads, respectfully. These patterns provide a set of capabilities that are essential to the provisioning and management of data management platform services.

About IBM PureSystems

Pricing and Availability

The first two models of the PureSystems family start shipping to customers this quarter. PureSystems support POWER processors and Intel processors and are priced starting at $100,000.

Credit-qualified clients that elect financing can see immediate benefits with PureSystems while deferring their first payment for 90 days. Flexible financing options provided by IBM Global Financing,make it simple for clients to acquire PureSystems, while enabling them to manage budgets more easily with predictable payments. IBM Global Asset Recovery Services can buy back servers, including those made by HP and Oracle, for clients migrating to IBM PureSystem.

For more information on IBM PureSystems, visit: www.ibm.com/puresystems
IBM PureSystems Centre: www.ibm.com/puresystems/centre
IBM PureSystems Blog: www.expertintegratedsystemsblog.com
IBM PureSystems YouTube Channel: www.youtube.com/Iexpertintegratedsys
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1 IBM Market Insights Study - 2011 Business Benchmarking Time-to-Value Study
2 IDC, analyst Matt Eastwood, IDC Directions presentation, 2011

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