

## IBM - Grow Your Business

I was scared to grow.

Of course, my boss thought I was nuts.



“The *business* has to grow – so *you* have to grow!”

But he didn’t understand. I tried to grow. I really did.



Our IT infrastructure lacked capacity and scalability - so our application performance couldn’t handle business growth.

We couldn’t even upgrade our software to get new productivity features.



Our data center was so stuffed with small, inefficient servers and storage devices...

...that it was really hard to manage...

...and our energy and cooling costs were going through the roof.

There was just no room to grow.



But then we switched to IBM.

I noticed the changes immediately...

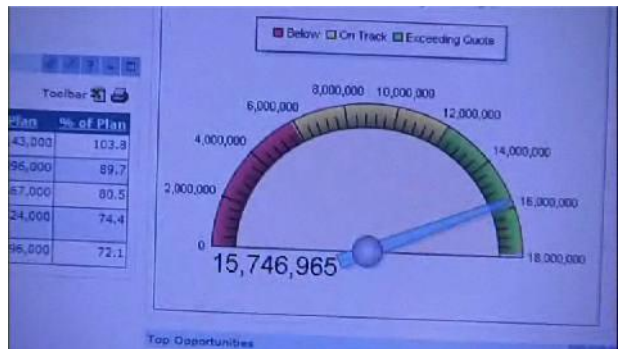
...And so did everybody else.



IBM server and storage solutions are built tough.

Their efficiency helps us consolidate to save on software licenses, energy and cooling costs.

IBM solutions – like the x3950 M2 that can scale up to 64 cores - give us the resources to run the latest applications with incredibly high performance – to help us respond fast to new business opportunities.



With PowerVM on IBM Power systems, we can run multiple applications on multiple operating systems on the same hardware platform...

...and SAN Volume controller gives us a single point of control for our storage systems



...So it's easy to manage our IT no matter how much we grow.

Don't let application performance stunt your business growth-

Move up to IBM