

IBM Makeover: *Iceberg*

ALAN

Look – I get it – we ALL get it! Icebergs have more ice under the water than they show on top.



TOBI

I'm cold!

TREY

Let's go home!

JIM

Is that a polar bear?!



CARRIE

Look, obviously you don't get it. Otherwise we wouldn't be in this mess.

ALAN

You're the one who brought us to Antarctica!



CARRIE

Only because you don't understand storage costs and what they're going to do to us!

JIM

Guys – I really think that's a polar bear!

ALAN

I understand perfectly well!



CARRIE

Okay, what is our biggest storage cost?

ALAN

Buying the hardware, naturally.

TREY

Hardware. Hardware.

TOBI

Yeah, everyone knows that!

CARRIE

No – that is just the tip of the iceberg!

CARRIE

We have to look at the hidden charges underneath the surface - Software Maintenance costs! Software license fees! Installation and setup! Hardware maintenance and upgrade costs!

CARRIE

They will sink our IT capital and operating expense budgets!

ALAN

Ohhhhh – now I get it. But what do we do about it?

JIM

Polar bear!

CARRIE

We go with IBM. They have great Information Infrastructure and storage solutions without all those hidden costs.

JIM

Polar bear!

CARRIE

And when you compare apples to apples – they usually come out less expensive than the other guys with a better return on investment.



Polar bear!
JIM



CARRIE
Jim! Polar bears don't live in the southern hemisphere, only in the north.



My bad.
JIM

(ON SCREEN TEXT)
Don't let hidden storage costs sink your IT Budget.

With IBM Information Infrastructure and Storage Solutions - What You See Is What You Get.



ALAN
Okay, so we go with IBM storage – but what did you mean by 'apples-to-apples'?

CARRIE
Next stop – orchard.

ibm.com/systems/iceberg

