



IBM Power Systems and IBM System Storage



IBM® Systems supports the need for IT to deliver business results — not just technology improvements. Areas of focus include:

- Go green and save — maximizing the return on IT investments
- Manage growth, complexity and risk — improving the responsiveness of systems and people
- Realize business innovation by taking advantage of technology advances

The IBM Executive Briefing Center in Austin, Texas, is a showcase for IBM Power™ Systems and IBM System Storage products. Our mission is to assist IBM customers and their marketing teams in learning about IBM Systems products, both current offerings and, under non-disclosure agreements, future product directions and roadmaps. We provide tailored customer briefings and specialized marketing events.

Customers from all over the world come to the Austin IBM Executive Briefing Center for the latest information on the IBM Power processor-based offerings. Here they can learn about the latest developments on IBM Power Systems hardware and AIX®, IBM i, and the role of Linux® for Power. They also learn how to take advantage of features, such as PowerVM™, for virtualizing the deployment of their applications.

Located on the same campus as the research and development site for IBM Power Systems along with Tivoli® Systems Headquarters and IBM Software Group, the Executive Briefing Center in Austin draws on the considerable talent pool available from this community of experts in addition to its own highly skilled staff for in-depth discussions of technical topics. Speakers can be arranged to cover all of the IBM Systems products, including legacy System p and System i servers and their operating systems, as well as IBM Software and Tivoli Systems Management.



For more information, visit our web site: ibm.com/servers/eserver/briefingcenter/abc



The freshly renovated Austin Executive Briefing Center provides a first-class environment for customers, business partners, and IBM representatives to focus on the full line of IBM Power Systems and application solutions. We offer:

- *Customized briefings for single customers*
- *Multi-customer briefings*
- *Demonstrations of current and future technology*
- *Remote delivery of content through eBriefings*

Briefing Topics:

Small Briefing Room



IBM Power Systems Trends & Directions

This topic covers the current and planned hardware product and Power processor roadmaps, including the former System p and System i servers.

IBM System Storage Technology

The broad range of IBM System Storage offerings is discussed, with a focus on how they can be deployed in support of IBM Power Systems servers.

UNIX Trends & Directions

UNIX operating system offerings for IBM Power Systems are reviewed, including AIX and Linux. Demonstrations of PowerVM functions are incorporated.

IBM Power Systems Hardware RAS

This is a technical discussion focused on the design innovations in IBM Power System servers to enhance availability.

IBM BladeCenter® and System x Trends & Directions

These topics cover the current and planned product roadmap for Power, AMD®, and Intel® processors.

Systems Management for IBM Power Systems

A discussion of tools and techniques for administration of IBM Power Systems in the data center.

Virtualization and Future Technology

A strategic view of IBM plans related to increased utilization and control of data center resources.

High Availability and Disaster Recovery

Planning for worst-case scenarios and deploying the appropriate products and processes for recovery and business continuance.

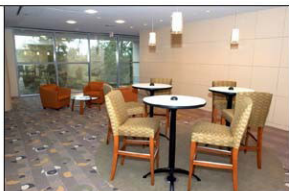
Large Briefing Room



Lounge & Internet Kiosks



Internet Cafe



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