

IBM Makeover: *Fight Back! Be a TCO Hero*

Doyle
Did you hear that?

Paulette
Shhhh –

Jake
I'm sure it's nothing.



Doyle
What are they?

Jake
Our brain-dead IT hardware and out-of-control software licenses!



Paulette
What do they want?

Jake
Our IT budget.

Doyle
But they've already sucked it dry!



Jake

Well, I'm not gonna go out like this. With IBM System x, we can virtualize those servers and save up to 65 percent on the hardware alone!



Paulette

And use IBM blades to slice off extra fans and power supplies and switches!



Doyle

One IBM System p could wipe out hundreds of those software licenses!

Jake

Alright then. The budget and the business are counting on us. Let's do this thing.



All Together

Ahhhhhhhhhhhhhhhhhh!

(on-screen)

Scary IT costs?
This is no time to hide.
Fight back with IBM.

ibm.com/systems/tco_fightback

