



**Migrate to a Simpler, Less Expensive, and  
More Productive IT Infrastructure**

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IT too often throws more and more technology at a given problem. Run out of server space? Buy another box, often from the lowest-cost vendor that week. Disks reaching their thresholds? Toss in an array or two to handle the overflow.

The result is server and storage sprawl—and in too many cases, all these boxes don't adhere to standards or have uniform configuration and administration. Furthermore, IT staff, who thought they were solving one problem, are instead left with a massive management headache and systems that lack reliability and scalability.

This is one of the main reasons why people now account for the largest percentage of IT costs, at 36.7%, according to International Technology Group, a research and consulting firm in Los Altos, CA.

You can end this chaos. With IBM Server Makeover Services and IBM migration services, you can untangle the complexity that has built up over the years.

The IBM Server Makeover analysis is custom built for shops feeling the pain of too many servers with multiple architectures costing too much money to manage and using excessive electricity. With the Server Makeover analysis, IBM experts will help you build a plan to replace low-utilization, single-workload servers with state-of-the-art systems that are highly utilized, and cost less to operate. Additionally, IBM will build a detailed financial roadmap that outlines the savings, and offer solid business justifications for your new server architecture.

With IBM's help, you can stop buying more and more gear, and instead develop a scaleable and manageable infrastructure so IT can go back to being strategic.

There are other reasons to migrate to newer, more efficient server platforms. Modern servers can help you reduce total cost of ownership, save on electricity, and let you make the most of your data center space.

IBM is a name you can trust when choosing your strategic server platform. And through IBM migration services, IBM is a partner you can depend on to help with the actual migration.

IBM takes a client-centric point of view. What do you really need? When do you really need it?

IBM offers unbiased advice about your server infrastructure. Offering many solutions, IBM will help you decide what's right for hardware, operating systems, and applications. Hardware offerings include AMD, Intel®, and POWER6™-based machines, or even mainframe class computers—all providing a great way to consolidate machines and save money on management and electricity!

Operating systems also provide a wide variety of choices and include AIX®, UNIX®, Linux®, i5/OS®, z/OS®, z/VM®, and Microsoft® Windows®—take your pick.

IBM is also database agnostic. If Oracle or Sybase is the best solution for you, IBM will let you know. Furthermore, IBM has more years of migration experience (over two decades, and a broader array of migration options than any other IT vendor).

Migrate the right way. With IBM's help, your new environment will take fewer people to manage, have greater availability, the ability to scale, and the flexibility to adapt to new business imperatives.

Your new server infrastructure will also be less expensive to operate, and through smart consolidation, will be far, far simpler.

What's more, through the IBM Project Big Green initiative, you can begin to go green and start saving. This model looks at every aspect of your shop for power savings, from data rooms themselves to how systems are powered, cooled, managed and configured. IBM can actually simulate what your future cooling needs will be, and how that compares to your current environment. IBM itself expects to reduce its power consumption 80% over the next five years.

It's time to examine the benefits of migration—do it right and you'll get the advantages of newer architectures, but still leverage the understanding and familiarity of your current applications. Your IT staff will feel right at home managing the new gear, business processes will not be disrupted, and there will be minimal end-user training. Additionally, by sizing servers correctly and smart consolidation, you'll save on software licenses, both today and for years to come.

#### **IBM Migration Services Include:**

- Assessment
- Planning
- Data migration
- Testing
- Performance/tuning
- Deployment
- Evaluation of your current performance capabilities and power needs
- Heat analysis
- Data center health audits
- Custom-code migration
- Storage migration

Complete a [Request for Consultation form](#) to see if you will qualify to receive up to \$200,000 in IBM Server Makeover Services.

Or are you looking for energy efficiency and virtualization solutions to your IT challenges? Now, you can take advantage of a special opportunity to meet and tap the expertise of world-class IT innovators. They have multiple patents, and their ideas and implementation of those ideas have positively influenced many in our industry -- and beyond. Register for the IT Innovation Experts Forum - March 13 (Costa Mesa, Calif.); March 18 (Philadelphia, Pa.); March 20 (Minneapolis, Minn.) by visiting [ibm.com/systems/innovationsforum](http://ibm.com/systems/innovationsforum)