IBM Vision & Strategy = Integrated Systems

Martin Frolo
WebSphere Channel Sales Leader
The PureSystems family

**PureFlex**
*Infrastructure*
*Delivering Infrastructure Services*

**PureApplication**
*Application Platform*
*Delivering Platform Services*

**PureData**
*Data Platform*
*Delivering Data Services*
PureApplication System: Proven Technology + Revolutionary Integration

With PureApplication System

- **Built with proven** IBM HW + SW
- **Pre-integrated ready to run system** based on IBM expertise at the factory, saving clients months of install, config, tuning & integration
- **Patterns** with built-in best practices in a software deployable form (not a manual!) for 30x faster deployments
- **Elastic scaling** of HW & SW based on business SLAs
- Integrated & simplified lifecycle maintenance and upgrades
- Runs **IBM middleware, ISV apps, 3rd party middleware** inc Oracle DB, SQL and Sharepoint as is, or through optimized patterns
Today’s problem: Time and effort is spent tuning general purpose components

The PureSystems solution: simplifies the entire IT project lifecycle

Reduced Time, Cost and Risk
IBM PureApplication System

W1500 x86

Install, Config, Tune:
Up and running in less than 4 hours¹

Deploy:
Deploy a 3-tier web application in under 15 minutes² and automatically scale in minutes³

Manage:
Concurrent management of 1000+ VM’s on a single W1500-608 system⁴

Optimize:
Automatic throughput improvement of up to 2.3X for data intensive applications⁵

W1700 POWER

Install, Config, Tune:
Up and running in less than 4 hours¹

Deploy:
Deploy a 3-tier web application in under 11 minutes² and automatically scale in minutes³

Manage:
Concurrent management of 1000+ VM’s on a single W1700-608 system⁴

Optimize:
Automatic throughput improvement of up to 4.1X for data intensive applications⁶
PureApplication System W1500: Pre-Optimized, Pre-Entitled Software

- “All you can eat” entitlement to run the following software on the full capacity of the purchased System
  
  - Full stack monitoring (hardware, OS, entitled middleware)
  - Virtualization & virtualization management
  - Tooling for creating patterns

- Virtual System Patterns:
  - IBM OS Image for Red Hat Linux Systems v1 (RHEL 64-bit v6.2)
  - IBM WebSphere Application Server Hypervisor Edition v7 with IMP (WAS 7.0)
  - IBM WebSphere Application Server Hypervisor Edition v8 with IMP (WAS 8.0)
  - IBM WebSphere Application Server Hypervisor Edition v8.5 with IMP (WAS 8.5)
  - IBM DB2 9.7 FP5 Enterprise Server Edition HV
  - IBM DB2 10.1 Enterprise Server Edition HV
  - Automation Framework HV (for migrating applications)

- Virtual Application Patterns:
  - Java Pattern v1 (64-bit Java 7 SDK)
  - IBM Workload Deployer Pattern for Web Applications v1 (with WAS v7)
  - IBM Web Application Pattern v2 (with WAS v8)
  - IBM Transactional Database for Cloud v1.1 (with DB2 9.7 FP5 & 10.1)
  - IBM Data Mart for Cloud v1.1 (with DB2 9.7 FP5 & 10.1)

*DB2 ESE with options entitled:
  - Storage Optimization
  - Label-Based Access Control
  - Optim Performance Manager
Patterns of Expertise: Proven best practices and expertise for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized into a deployable form that can be deployed in minutes

What is a Pattern?

- The pre-defined architecture (topology and integration) of an application
- For each component of the application (i.e. dbms, web server, etc)
  - Pre-installation on an operating system
  - Pre-integration across components
  - Pre-configured & tuned
  - Pre-configured Monitoring
  - Pre-configured Security

- In a deployable form, resulting in
- repeatable deployment with full lifecycle management

- Delivering superior results:
  - Agility: Faster time-to-value
  - Efficiency: Reduced costs and resources
  - Simplicity: Simpler skills requirements
  - Control: Lower risk and errors
Example: PureApplication System + IBM BPM Pattern

A proven approach

- HTTP Server
- Process Center
- DB Schema
- Database

A new approach

- Deploy
  - BPM
  - Monitoring Lifecycle Management
- HTTP Server
- Process Center
- DB Schema
- Database

Weeks of manual effort & documentation and ongoing maintenance

- Less than 90 minutes to deploy IBM recommended highly available golden topology in a repeatable fashion
- Ability to customize and extend the pattern
- Easier management and maintenance with ability to monitor and apply maintenance at the pattern level vs. individual server instances
The Development Lifecycle

Typical process for provisioning applications

Repeated assembly is required

Dev
Test
Stage
Production
IBM PureApplication System provides savings across the IT lifecycle

*Note: Do It yourself used 9 blades (144 cores). IBM PureApplication System used 3 nodes (96 cores). Each system has the capacity to run 72 workloads where each workload can sustain a peak throughput of 1720 page elements per second.

The labor savings and assumptions herein are estimates based on a labor model that uses data obtained on the percentage of time customers spend on certain IT life cycle tasks. It is not a benchmark. As such, actual customer results will vary based on customer applications, differences in stack deployed and other systems variations as well as actual configuration, applications, specific queries and other variables in a production environment.
How to get Authorized

- There is a new SVP Authorization Product Group for PureApplication System: “Expert Integrated Systems (EIS)”
- EIS is applicable ONLY for PureApplication System NOT PureFlex System
- PAS Orderable via Passport Advantage
- IBM Business Partners must take/pass One (1) Sales Mastery Exam and Two (2) Technical Sales Mastery Exams
- Exams are ready today!
- NO other SWG or separate HW authorizations are required!!
- VAD selection for PureApplication System is the same as for any other SWG authorized product
Sample Business Partner Enablement Plan – Customized to Meet Your Needs

PureApplication System sales and technical enablement roadmap builds skills required to identify, qualify and progress a PureApplication System opportunity to the next stage in the sales and technical cycles.

**BP Sales**
- Short virtual enablement modules covering PureApplication System
  - Introduction
  - Value proposition and capabilities
  - Opportunity Identification
  - Sales Progression BVA/PEP

**BP Sales**
- Prepare for PureApplication System Sales Mastery test with ~3 hours of PureApplication System AS virtual learning materials

**BP Sales**
- Reaches out to channel representative with questions, spends additional time preparing

**BP Tech**
- Technical Enablement Evaluation Presentation and Demo (remote/onsite)

**BP Tech**
- Technical Enablement Classes (remote/onsite)
- PureApplication System Advanced Skills – Workshops and Boot Camp

**BP Tech**
- First Project Success - PartnerWorld Services, WWBP, ISSW for Partners, etc.

**BP Tech**
- Technical Enablement Evaluation Presentation and Demo (remote/onsite)

**Ready for Test?**

**Y**
- Sales Mastery Exam

**N**
- Technical Mastery Exam