

IBM PureSystems and PureApplication System

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PureApplication Systems

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Building custom systems is difficult

Up & Running

Specify/Design

Takes 2-3 months for an IT infrastructure system

Procure

Software & hardware ordered separately taking 1-3 months

Integrate

Components arrive as “bag of parts” requiring months of integration, configuration & optimization

Deploy

Can take weeks to months

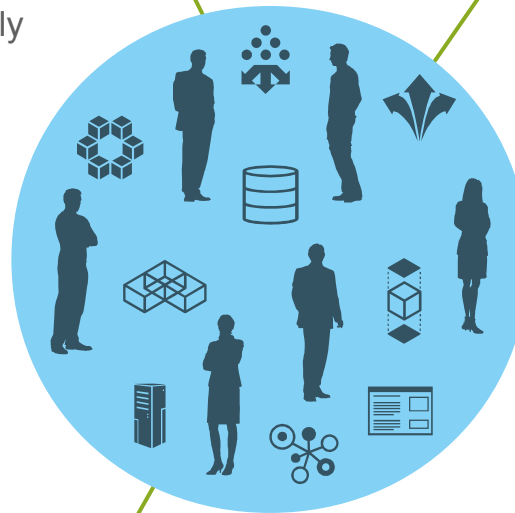
Development Operations

Provision

Up to a month or more for a development or test environment

Configure

Configuration and customization of pre-packaged components is error prone and can take months



Ongoing Effort

Customize/Tune

Meeting SLAs requires customization and ongoing tuning

Scale

Lack of dynamic elasticity results in cumbersome re-allocation of resources

Manage

Managing and monitoring with multiple tools is time consuming

Maintain

Separate fixes require separate testing

Upgrade

Months to plan, procure and test with the potential for hours or days of downtime

*Durations take from a commissioned study conducted by Forrester Consulting on behalf of IBM

ANNOUNCING:

PureSystems

The world's first family of expert integrated systems

The first 2 members of the IBM PureSystems family

The first members of a new family of expert integrated systems with:

- **Built-in expertise** to address complex business and operational tasks automatically
- **Integration by design** to tune systems for optimal performance and efficiency
- **Simplified experience** from design to purchase to maintenance

IBM PureFlex System

New

Expert at: sensing and anticipating resource needs to optimize your infrastructure

- Factory integrated and optimized system infrastructure
- Integrated management
- Automation and optimization expertise



IBM PureApplication System

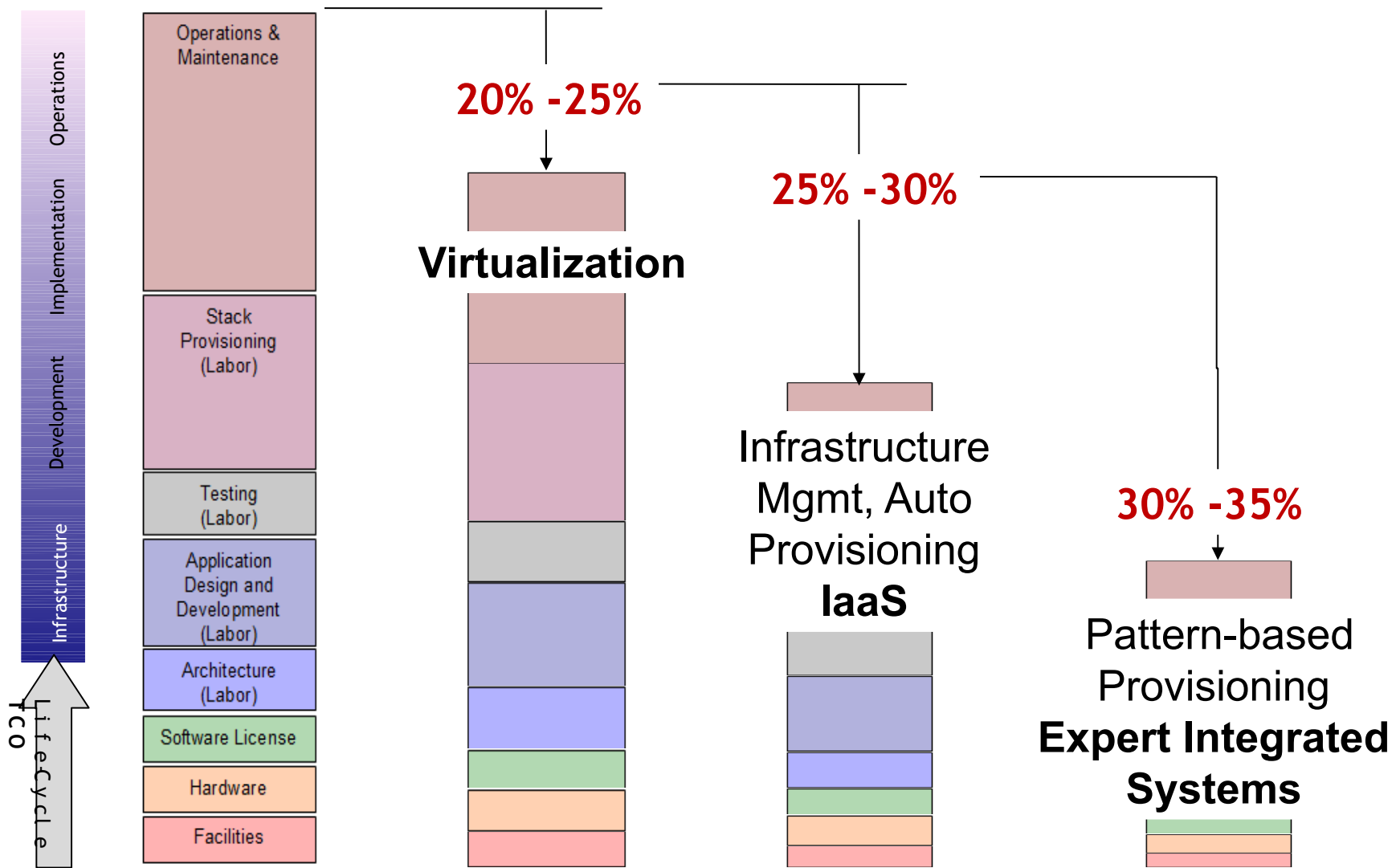
New

★ *Expert at: optimally deploying and running applications for rapid time-to-value*

- ★ • Expert designed, integrated and optimized application aware platform
- Platform patterns of expertise
- Simplified management with a single console



PaaS TCO Analysis



IBM PureApplication System

A Simple, Efficient, Flexible, Virtualized Application Platform

Complete, Ready-to-Go Systems

Pre-integrated, up and running in <4 hours

Pre-optimized for enterprise application workloads

Simplify Ongoing Tasks

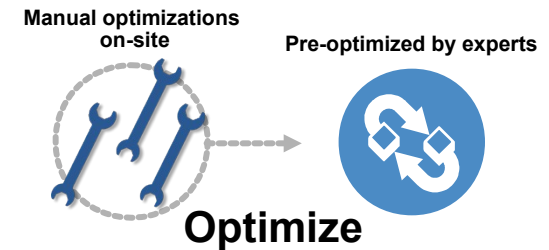
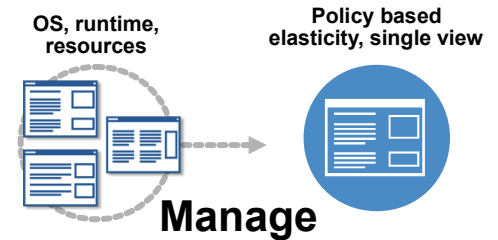
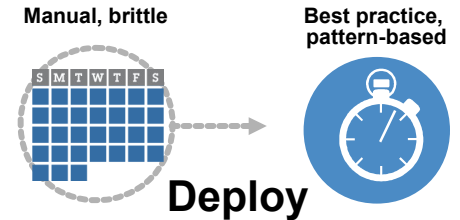
Single point of platform and application management

Repeatable self service application provisioning

Built for Cloud

“Platform as a Service”

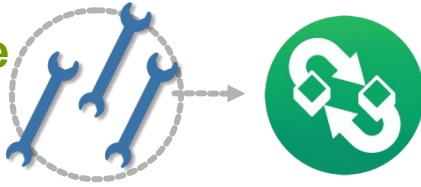
Elastic application runtimes



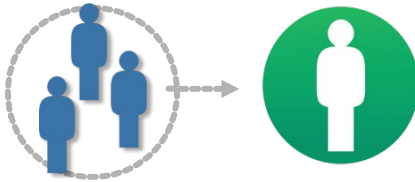
IBM PureApplication System

◆ Single IBM Support Number & PID ◆

Middleware
Data and Runtime



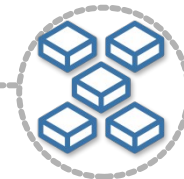
Deploy
From Weeks to Minutes



Manage
From Separate to Integrated



Compute
96 Way Configuration



Storage
Solid State Devices Relieve Spindles

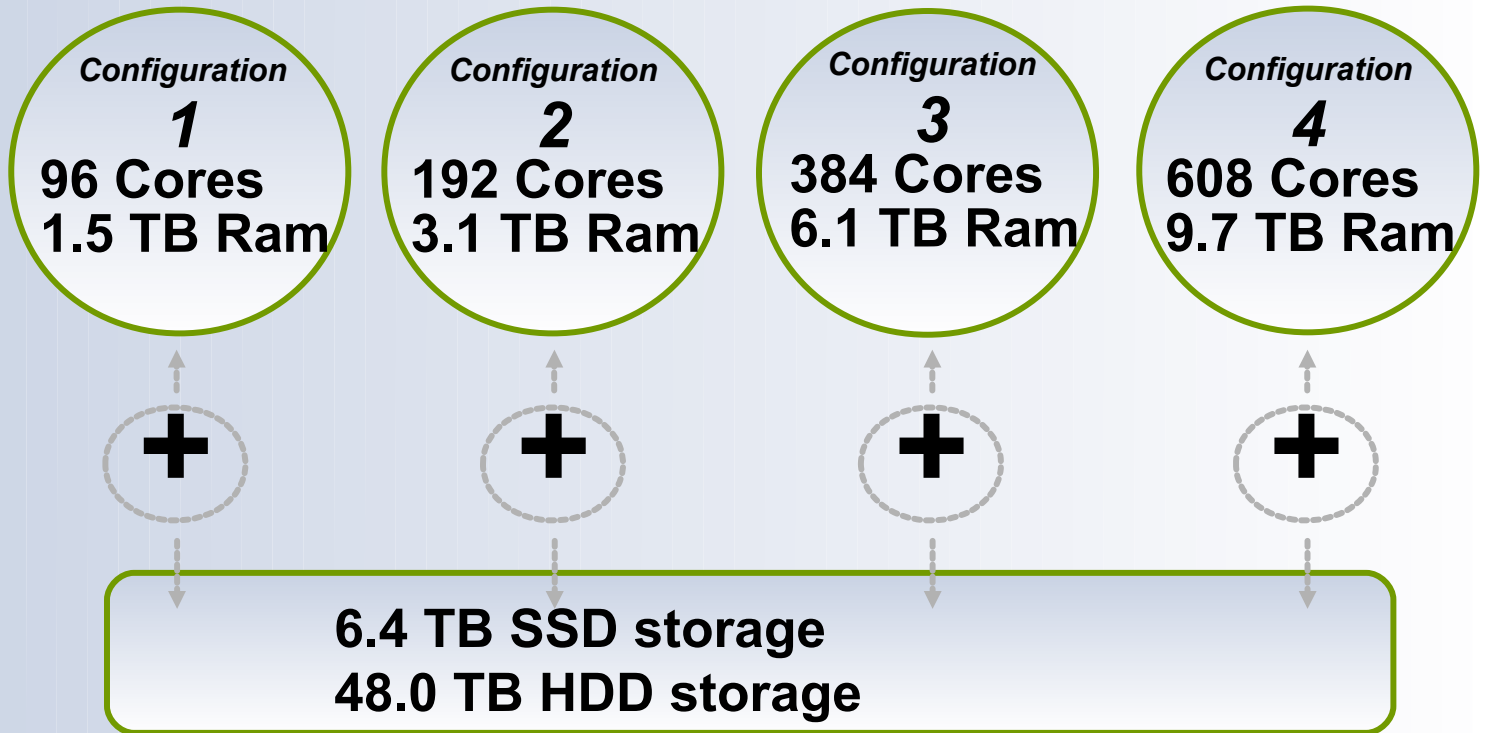


Interconnect
Local Speeds Compute, Storage



◆ All-you-can-eat WebSphere(WAS) & DB2 ◆

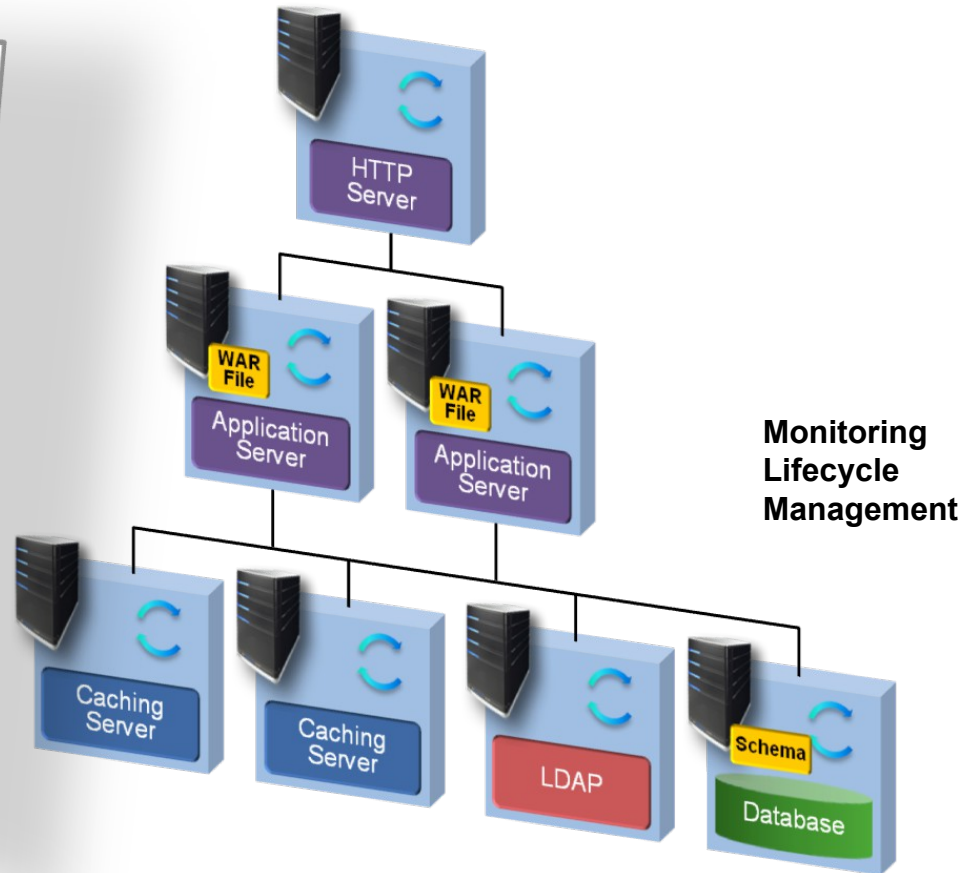
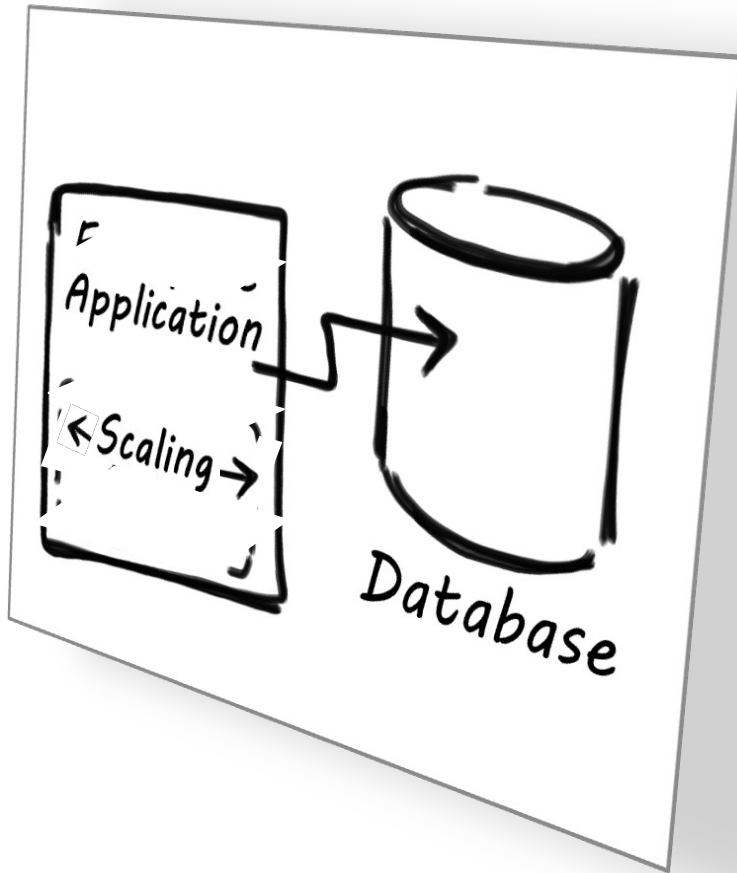
IBM PureApplication System configurations



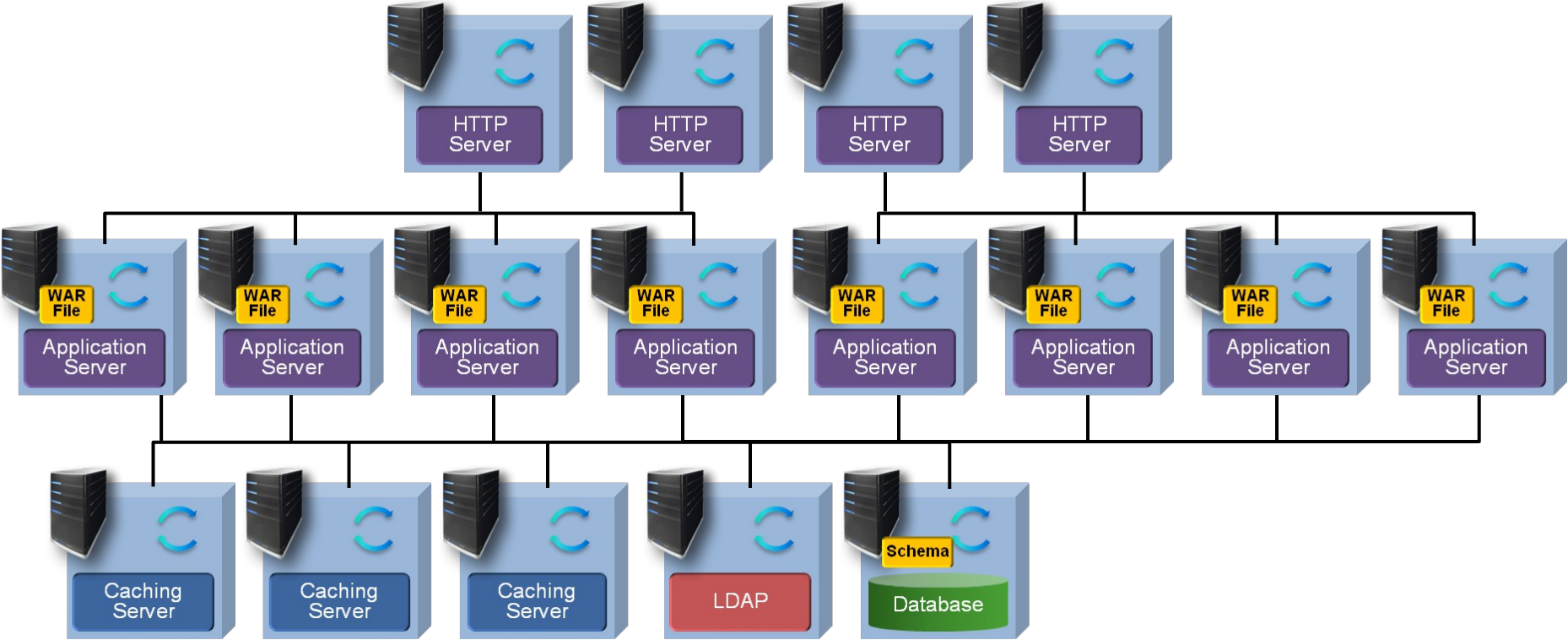
Upgrade to larger systems *without taking an outage!*

Patterns: What the business wants...

What's required...



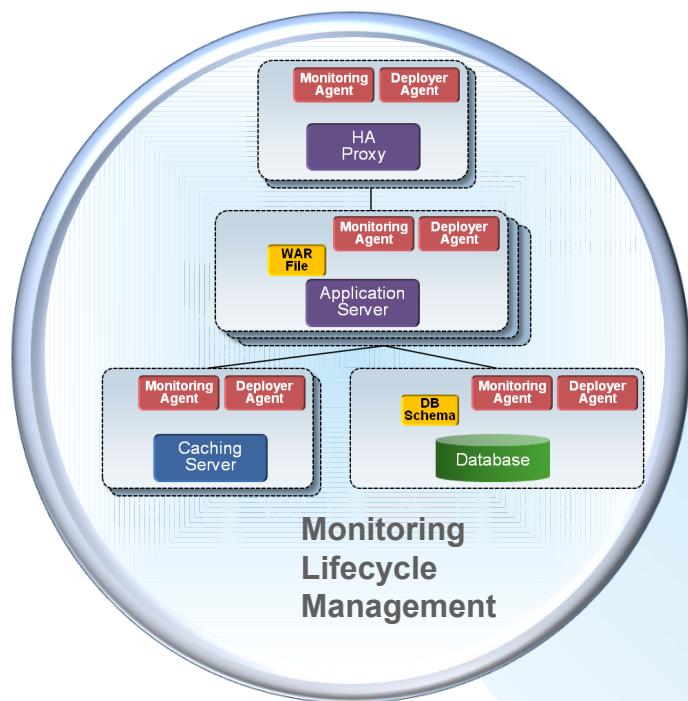
Patterns: What will be needed tomorrow...



**Monitoring
Lifecycle
Management**

Patterns: Deploy a fully scalable Web Application

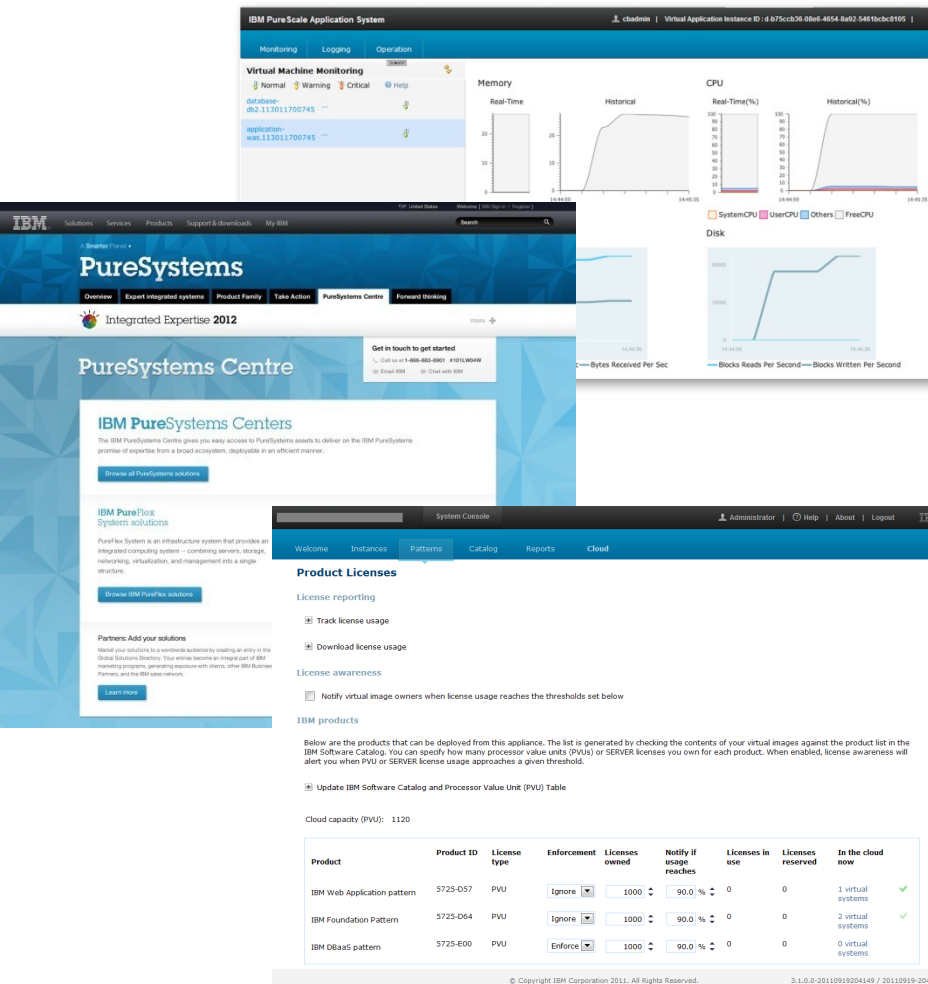
PureApplication



Application Optimization

- Application level isolation – multi-tenant
- Dynamic scaling of apps
- High Availability of apps
- Application level prioritization
- System, Application and VM level monitoring
- Multiple applications and middleware

Simplified Experience - A single management console



New client experience:

- Integrated, **single point of management** with roles-based security and tasks
- **Real-time monitoring** across System and workloads
- **Self service** dev, test and prod environments, provisioned through pre-defined patterns
- Simplified **license metering**, management, and response

Virtual Application Console: Monitoring for VM

IBM PureScale Application System
cbadmin | Virtual Application Instance ID : d-b75ccb36-08e6-4654-8a92-5461bcbc8105

Monitoring | Logging | Operation

Virtual Machine Monitoring

Normal | Warning | Critical | Help

database-db2.113011700745 ...	Normal
application-was.113011700745 ...	Normal

Memory

Real-Time

Historical

Memory Used

CPU

Real-Time(%)

Historical(%)

SystemCPU | UserCPU | Others | FreeCPU

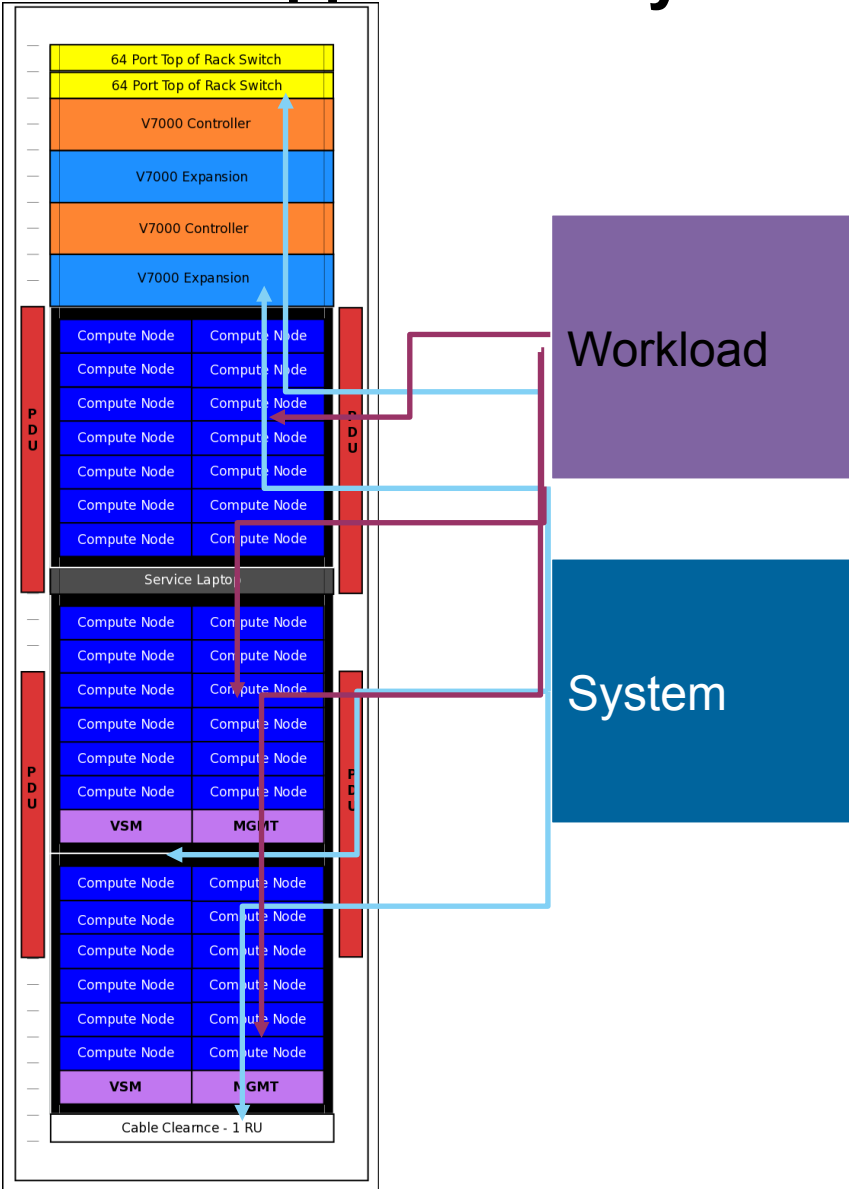
Network

— Bytes Transmitted Per Sec | — Bytes Received Per Sec

Disk

— Blocks Reads Per Second | — Blocks Written Per Second

IBM PureApplication System – Maintenance Packages



Guest VM and above
 OS and Middleware
 Patterns deployed to the cloud
 Virtual Systems
 Virtual Applications

Everything below Guest VM
 Hardware and Firmware
 Management, Hypervisor,
 Compute Nodes, switches,
 power, storage, etc

Extensibility from the broadest ecosystem is made easy

New IBM PureSystems Centre:

- Gain access to a broad community of IBM and certified partner expertise
- Download optimized, deployable application patterns from 100+ leading ISV partners
- Search by solution area, industry or system
- Download fixes and patches
- Access to developer community



Also run your existing applications today*



Additional Content – PureApplication System IBM Workload Patterns and Content Roadmap

Built-in	Additional IBM Content
Patterns	GA Patterns
<ul style="list-style-type: none"> Web Application Pattern Transactional Database Pattern DataMart Pattern Java Pattern 	<ul style="list-style-type: none"> Business Process Management Pattern* Portal Pattern Web Content Management Pattern* Messaging Extension for Web App Pattern* SLA Management for SOA Governance Pattern* Business Intelligence Pattern*
Images	Images
<ul style="list-style-type: none"> WAS 7 WAS 8 WAS 8.5** DB2 9.7 DB2 10 RAFW 3.0.0.3 	<ul style="list-style-type: none"> BPM Std and Advanced Editions* Informix* Message Broker 8.0 MQ 7.0.1 WebSphere Portal 7.0 Web Content Management 7.0 WTX w/Launcher
Pre-Entitled	

Separately Purchased

*Part of Workload SOD
** To be announced 4/24*

Early Client Experiences

- Single patching without taking an outage
- Faster time to deploy applications
 - Faster time to value for applications
 - Reduced dev/test resource requirements
- Use for Dev/Test environments – PC/Client pre-reqs
 - Fast dev/test environments
 - DB2 pattern in dev and early test vs Oracle production
- Reduced admin/ops with lower skill requirements
- Single support number
- Tighter IT governance & simplification
- Reduced power, space, cooling requirements - “Green”

PureExperience (PoC): IBM's investment to *prove it*

IBM PureExperience Offers the following at no charge:

- On-site installation of PureApplication System and guided demonstration of business value
- Execution of a 10 day on-site service engagement
- Use of the PureApplication System for 30 days
- Lab advocate for usage questions and advice
- Single point of IBM support and maintenance
- Commitment to buy at end of PoC / PureExperience



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