IBM Software Group

HP / IBM Alliance

Peter Nowak
IBM Vertrieb Business Partner
peter.nowak@de.ibm.com

Hamburg, 23. November 2006

ON DEMAND BUSINESS™

© 2006 IBM Corporation

IBM Software Group

Disclaimer/Trademarks

Information concerning non-IBM products was obtained from the suppliers of those products, their published announcements, or other publicly available sources. IBM has not tested those products and cannot confirm the accuracy of performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

All statements regarding IBM's future direction or intent are subject to change or withdrawal without notice, and represent goals and objectives only.

This information may contain examples of data and reports used in daily business operations. To illustrate them as completely as possible, the examples include the names of individuals, companies, brands, and products. All of these names are fictitious, and any similarity to the names and addresses used by an actual business enterprise is entirely coincidental.

This presentation is intended only for an IBM or HP internal Audience only

Trademarks

The following terms are trademarks or registered trademarks of other companies and have been used in at least one of the pages of the presentation:

The following terms are trademarks of International Business Machines Corporation in the United States, other countries, or both: DB2, DB2 Connect, DB2 Extenders, DB2 OLAP Server, DB2 Universal Database, UniData, UniVerse, U2, IBM, Tivoli, Lotus, WebSphere,

Intel and Pentium are trademarks of Intel Corporation in the United States, other countries, or both.
UNIX is a registered trademark of The Open Group in the United States and other countries.
Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.
Other company, product, or service names may be trademarks or service marks of others.

IBM Software Group

Themen heute:

- IBM bei HP?
  - IBM Software auf HP
- The Agreement:
  nicht nur Absicht, sondern Realität
- Was haben wir gemeinsam?
- Wie können Sie das nutzen?

IBM/HP Alliance 3 ON DEMAND BUSINESS

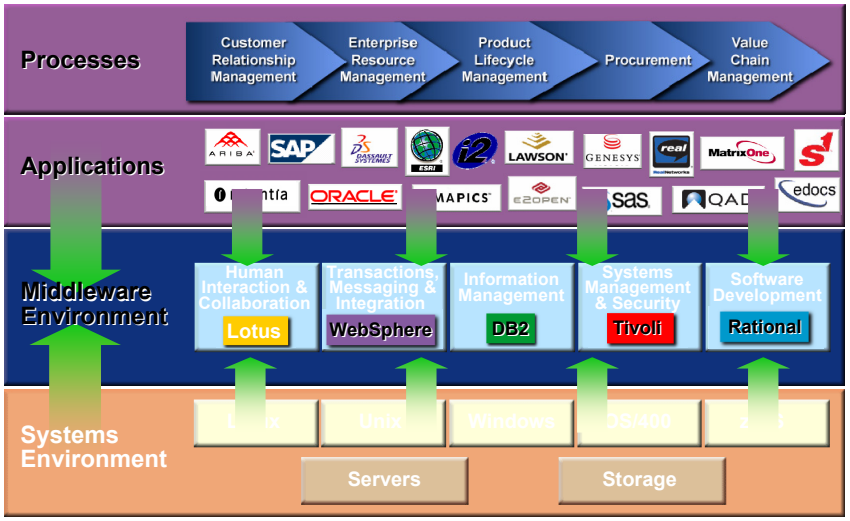
IBM Software Group

Die Konkurrenz??

IBM/HP Alliance 4 ON DEMAND BUSINESS

IBM Software Group

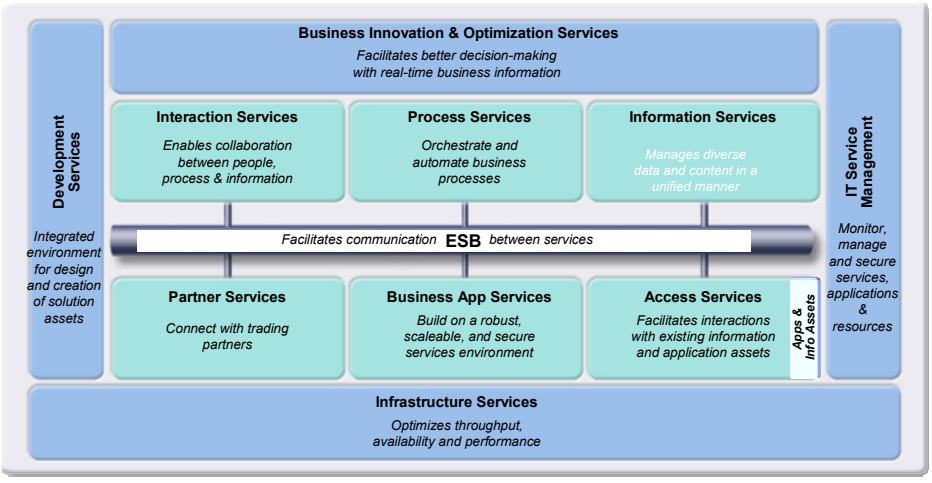
IBM Software ist Middleware



IBM/HP Alliance 5 ON DEMAND BUSINESS

IBM Software Group

SOA Reference Architecture - und die IBM Middleware



IBM/HP Alliance 6 ON DEMAND BUSINESS

IBM Software Group

Wer ist die IBM Software Group ?

- 2005: 15,8 Mrd. US-$ Umsatz
- 2.größtes Software Haus der Welt
- Arbeitet in 160 Ländern
- 58 Labore weltweit (von Böblingen bis Peking)
- 25,000 SW Entwickler
- Investiert > 1 Mrd. US-$ p.a. in SOA
- 5 Produktfamilien:
  - WebSphere
  - DB2 Informations Mgmt
  - Lotus
  - Rational
  - Tivoli

IBM/HP Alliance 7 ON DEMAND BUSINESS

IBM Software Group

Themen heute:

- The Agreement: nicht nur Absicht, sondern Realität:
  - 25.05.2006
  - 04.09.2006
  - Schon 33 Produkte auf HP-UX 11i / Itanium gebracht

May 25, 2006

Dear Customer,

We are pleased to inform you that IBM Software Group and HP have entered into a new agreement spanning all five IBM Software Group brands -- WebSphere, Tivoli, Information Management, Lotus, and Rational. This agreement will significantly broaden your choice to more than 70 IBM middleware products running on the HP-UX 11i operating environment for HP Integrity servers.

IBM Software Group and HP have been working together for over a decade to meet the needs of our customers. Together, we have been expanding choices in the enterprise space while accelerating time to market. We have a long history of ensuring that IBM Software products effectively exploit the capabilities of the HP-UX operating environment. HP-UX 11i on HP Integrity is one of the priority platforms supported by IBM Software Group.

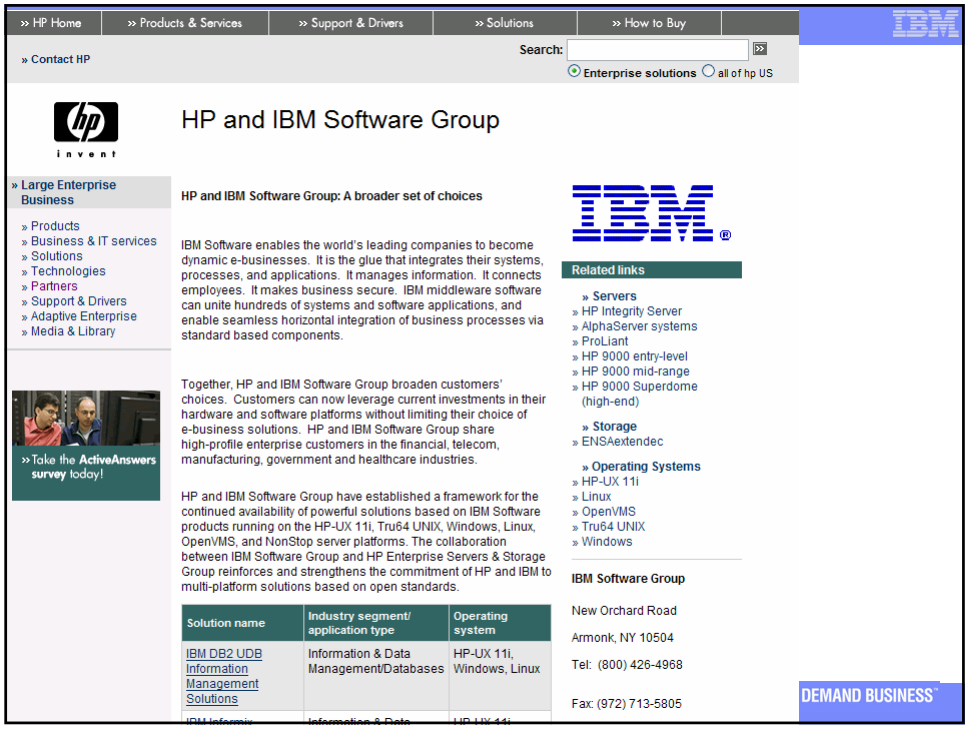
The following IBM products are available today on HP Integrity Servers running the HP-UX 11i operating environment.

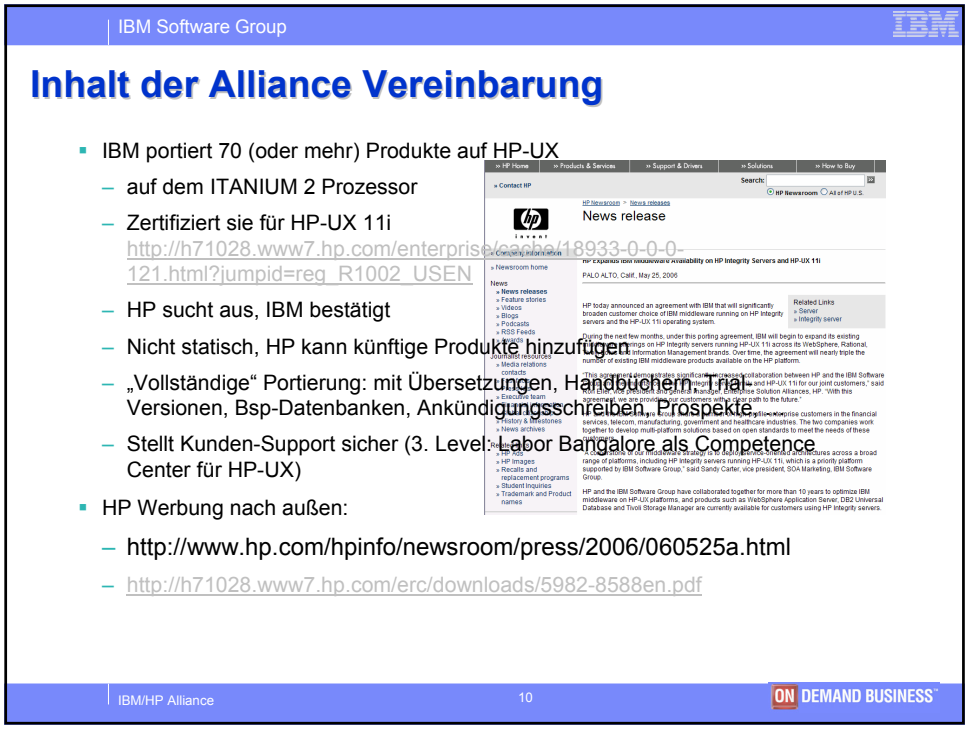
DB2 UDB Connect (Enterprise + Application Editions)
DB2 UDB Enterprise Server Edition
DB2 UDB Enterprise Server Edition - Data Partitioning Feature
DB2 UDB Universal Developers Edition
Informix 4GL
Informix C-ISAM
Informix Client Software Development Kit (SDK)
Informix Dynamic Server
Red Brick Warehouse (Informix)
UniData (Informix)
UniVerse (Informix)

Rational ClearCase and ClearCase Multisite
Tivoli Enterprise Console client
Tivoli Monitoring - client
Tivoli Storage Manager Extended Edition - client and server
Tivoli Storage Manager for Databases - client
Tivoli Storage Manager for Enterprise Resource Planning: Data Protection for mySAP on Oracle

www.ibm.com/software/info/integrity/index.jsp

IBM/HP Alliance 8 ON DEMAND BUSINESS


» HP Home
» Products & Services
» Support & Drivers
» Solutions
» How to Buy
» Contact HP
Search:
Enterprise solutions
all of hp US
HP and IBM Software Group
» Large Enterprise Business
» Products
» Business & IT services
» Solutions
» Technologies
» Partners
» Support & Drivers
» Adaptive Enterprise
» Media & Library
» Take the ActiveAnswers survey today!
HP and IBM Software Group: A broader set of choices
IBM Software enables the world's leading companies to become dynamic e-businesses. It is the glue that integrates their systems, processes, and applications. It manages information. It connects employees. It makes business secure. IBM middleware software can unite hundreds of systems and software applications, and enable seamless horizontal integration of business processes via standard based components.
Together, HP and IBM Software Group broaden customers' choices. Customers can now leverage current investments in their hardware and software platforms without limiting their choice of e-business solutions. HP and IBM Software Group share high-profile enterprise customers in the financial, telecom, manufacturing, government and healthcare industries.
HP and IBM Software Group have established a framework for the continued availability of powerful solutions based on IBM Software products running on the HP-UX 11i, Tru64 UNIX, Windows, Linux, OpenVMS, and NonStop server platforms. The collaboration between IBM Software Group and HP Enterprise Servers & Storage Group reinforces and strengthens the commitment of HP and IBM to multi-platform solutions based on open standards.
Solution name
Industry segment/ application type
Operating system
IBM DB2 UDB Information Management Solutions
Information & Data Management/Databases
HP-UX 11i, Windows, Linux
Related links
» Servers
» HP Integrity Server
» AlphaServer systems
» ProLiant
» HP 9000 entry-level
» HP 9000 mid-range
» HP 9000 Superdome (high-end)
» Storage
» ENSAextendec
» Operating Systems
» HP-UX 11i
» Linux
» OpenVMS
» Tru64 UNIX
» Windows
IBM Software Group
New Orchard Road
Armonk, NY 10504
Tel: (800) 426-4968
Fax: (972) 713-5805
DEMAND BUSINESS


IBM Software Group
Inhalt der Alliance Vereinbarung
IBM portiert 70 (oder mehr) Produkte auf HP-UX
auf dem ITANIUM 2 Prozessor
Zertifiziert sie für HP-UX 11i
http://h71028.www7.hp.com/enterprise/cache/18933-0-0-0-121.html?jumpid=reg_R1002_USEN
HP sucht aus, IBM bestätigt
Nicht statisch, HP kann künftige Produkte hinzufügen
„Vollständige“ Portierung: mit Übersetzungen, Handbuchern, nat. Versionen, Bsp-Datenbanken, Ankündigungsschreiben, Prospekte
Stellt Kunden-Support sicher (3. Level: Labor Bangalore als Competence Center für HP-UX)
HP Werbung nach außen:
http://www.hp.com/hpinfo/newsroom/press/2006/060525a.html
http://h71028.www7.hp.com/erc/downloads/5982-8588en.pdf
News release
IBM/HP Alliance
10
ON DEMAND BUSINESS

IBM Software Group

Was bringt die Allianz?

Für Sie, unsere Kunden:

- Mehr Auswahl, besssere Preise, mehr Produktivität
- Verläßliches Know-how statt Schuldzuweisung
- Vereinfacht die Beschaffung
- Von IBM und HP unterstützte Produkte
- Nimmt das Risiko aus Projekten

Sie können sich darauf verlassen, dass IHR Erfolg für HP und IBM im Mittelpunkt steht!

IBM/HP Alliance 11 ON DEMAND BUSINESS

IBM Software Group

Kurze Produktvorstellung

September 4, 2006

On May 2nd of this year, HP entered into a new porting agreement with IBM Software Group to significantly increase the number of IBM middleware products, which run on the HP-UX 11i operating environment for HP Integrity servers to more than 70; spanning all five IBM Software Group brands – WebSphere, Tivoli, Information Management, Lotus and Rational. HP-UX 11i on HP Integrity is one of the priority platforms supported by IBM Software Group

We are pleased to provide you this update concerning the significant progress that IBM Software Group and HP have made.

IBM Software Group currently plans to make the following products available in the fourth quarter of 2006 on HP-UX 11i for Integrity Systems.

WebSphere Message Broker
WebSphere Event Broker
Tivoli Monitoring for Applications (client)
Tivoli Monitoring for Databases
Tivoli Monitoring for Messaging and Collaboration (client)
Tivoli Directory Server (client)
Tivoli Workload Scheduler
Tivoli Workload Scheduler for Applications (clients)

In addition, the following products are available today on HP Integrity Servers running the HP-UX 11i operating environment.

WebSphere Application Server Base
WebSphere Application Server Extended Deployment
WebSphere Application Server Network Deployment
WebSphere Datastage Enterprise Edition
WebSphere Datastage TX EE

IBM/HP Alliance 12 ON DEMAND BUSINESS

IBM Software Group

Wann wird was verfügbar?

- Vier Schritte bestätigt:
  - Wave 1 – Q4 2006
  - Wave 2 – Q1 2007
  - Wave 3 – Q3 2007
  - Rational PurifyPlus 2008
- Was läuft auf welcher Version?
  www.ibm.com/software/info/integrity/index.jsp

IBM Software Group

"Welle 0" – heute vorhandene Produkte auf HP-UX

- DB2 UDB Connect (Enterprise + Application Editions)
- DB2 UDB Enterprise Server Edition
- DB2 UDB Enterprise Server Edition - Data Partitioning Feature
- DB2 UDB Universal Developers Edition
- Informix 4GL
- Informix C-ISAM
- Informix Client Software Development Kit (SDK)
- Informix Dynamic Server
- Red Brick Warehouse (Informix)
- UniData
- UniVerse
- Rational ClearCase and ClearCase Multisite
- Tivoli Enterprise Console - client
- Tivoli Monitoring - client
- Tivoli Storage Manager Extended Edition - client and server
- Tivoli Storage Manager for Databases - client
- Tivoli Storage Manager for Enterprise Resource Planning: Data Protection for mySAP on Oracle
- Tivoli Storage Manager for Storage Area Networks - client
- Tivoli Workload Scheduler – client
- WebSphere Application Server Base
- WebSphere Application Server Extended Deployment
- WebSphere Application Server Network Deployment
- WebSphere Datastage Enterprise Edition
- WebSphere Datastage TX EE
- WebSphere MQ

IBM Software Group

Welle 1 – Produkte, die im Dezember 2006 dazukommen

- WebSphere Message Broker
- Websphere Event Broker
- Tivoli Monitoring for Applications (client)
- Tivoli Monitoring for Databases
- Tivoli Monitoring for Messaging an Collaboration (client)
- Tivoli Directory Server (client)
- Tivoli Workload Scheduler
- Tivoli Workload Scheduler for Applications (clients)

IBM Software Group

Weitere Wellen (2007)

Information Management
- AlphaBlox (web analytics)
- Cloudscape
- DB2 Connect (Ent.,ASE)
- DB2 Content Manager
- DB2 Data Warehouse Edition (Base,Standard,Enterprise)
- DB2 Database Partioning Feature
- DB2 UDB Enterprise Server Edition
- DB2 Universal Developers Edition
- DB2 Workgroup Server Edition
- IBM WebSphere DataStage EE, Stnd
- IBM WebSphere DataStage TX OEM/SDK
- IBM WebSphere DataStage Pack for Oracle Applications
- IBM WebSphere DataStage Pack for SAP R3, BW
- Informix 4GL
- Informix C-ISAM
- Informix Client SDK
- Informix Dynamic Server (IDS)
- Informix SE
- Red Brick Warehouse (Informix)
- U2 Unidata (Informix)
- U2 Universe (Informix)
- WebSphere Information Integrator (Federation Stnd, Adv)
- WebSphere II (Event Publisher)
- WebSphere II (Replication)

Lotus
- IBM Workplace Collaboration Services
- Websphere Portal Enable, Extend for Multiplatforms

Tivoli
- Gskit
- Tivoli Access Manager for eBusiness - (CI/S)
- Tivoli Access Manager for Operating Systems - (Client)
- Tivoli Monitoring for Business Integration - (Client)
- Tivoli Configuration Manager - (Client)
- Tivoli Directory Server - (Client)
- Tivoli Enterprise Console - (Client)
- Tivoli Federated Identity Manager - (Client)
- Tivoli Identity Manager - (Client)
- Tivoli Monitoring - (Server)
- Tivoli Monitoring - (Client)
- Tivoli Monitoring for Applications - (Client)
- Tivoli Monitoring for Databases - (Client)
- Tivoli Monitoring for Messaging & Collaboration - (Client)
- Tivoli Storage Manager Extended Edition - (Client)
- Tivoli Storage Manager Extended Edition - (Server)
- Tivoli Storage Manager for Databases (Client)
- Tivoli Storage Manager for ERP – (C/S)
- Tivoli Storage Manager for SAN - (Client)
- Tivoli Workload Scheduler – (C/S)
- Tivoli Workload Scheduler for Applications – (Client)

WebSphere
- Java SDK
- WAS Base
- WAS Network Deployment (ND)
- WebSphere Business Integrator (WBI) Message Broker
- WebSphere Business Integrator (WBI) Monitor
- WebSphere MQ
- WebSphere MQWF
- WebSphere Partner Gateway (WBI Connect)
- WebSphere Process Server (WBISF)
- WebSphere XD
- WBI Adapter for JDBC
- WBI Adapter for SAP Software
- WBI Adapter for Oracle Applications
- WBI Adapter for PeopleSoft Enterprise
- WBI Adapter for Siebel Business Applications
- WBI Business Integration Adapter Framework
- WBI Adapter for Flat Files
- TxSeries
- DB2 High Performance Unload
- DB2 Performance Expert
- DB2 Records Manager
- DB2 Recovery Expert
- WebSphere Enterprise Service Bus
- WebSphere Event Broker
- WebSphere Host Integration Solution
- WBI Adapter for Email
- IBM CICS Transaction Gateway for Multiplatforms V6.0

Rational
- ClearCase and ClearCase MultiSite
- ClearQuest (DB2 and Oracle server support)
- PurifyPlus for Linux and Unix

IBM Software Group

Zitate

- *"… HP Integrity servers running HP-UX 11i is a priority platform supported by IBM Software Group"*

Sandy Carter, VP, SOA Marketing, IBM Software Group

- *"Given the increased demand on IBM Websphere on our HP infrastructure we signed a teaming agreement with Capgemini to engage early in the sales cycle…"*

Wolfgang Wittmer , ESS Vice President Sales & PreSales EMEA, HP

- *"I am very enthusiastic about the opportunity HP has given Capgemini in EMEA to team on the WebSphere services"*

Drs. R.M. van Schaik, VP - Financial Services Capgemini NL

IBM/HP Alliance 17 ON DEMAND BUSINESS

IBM Software Group

Zwei Produktfamilien genauer

- WebSphere
  - SOA – Service-orientierte Architektur
  - WebSphere Application Server
  - WebSphere Message Broker
- Information Management
  - DB2
  - Informix

IBM/HP Alliance 18 ON DEMAND BUSINESS

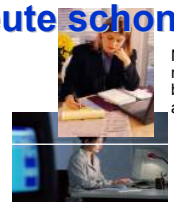
IBM Software Group

1. WebSphere

- Web Application Server
  Portal
  Process Server
  Enterprise Service Bus
  fertige Konnektoren (und ein Bauplan für weitere)
  Shop System / B2B

IBM Software Group

Bauen Sie SOA Applikationen aus dem, was Sie heute schon haben!



Neue Geschäftsprozesse modellieren, die auf bestehenden Investitionen aufsetzen…

WebSphere Business Modeler

Nutzen Sie Programme als Services, und bauen Sie zusammengesetzte Applikationen aus Kernapplikationen

Rational Application Developer

Bringen Sie neue, kombinierte Anwendungen zum Einsatz ….

WebSphere Application Server

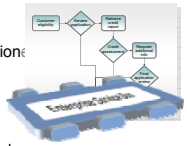
Überwachen Sie die PROZESSE über alle Archtekturkomponenten

WebSphere Business Monitor

Tivoli Composite Application Manager for WebSphere

… und finden Sie Programmteile und Geschäfts regeln, die Sie im neuen Prozess weiternutzen können.

WebSphere Studio Asset Analyzer



… und kombinieren Sie die Services auf mehreren Plattformen.

WebSphere Integration Developer

… mit dem Schub des ESB

WebSphere ESB

WebSphere Message Broker

…. und exportieren Sie Daten zur Analyse und Prozessverbesserung in den

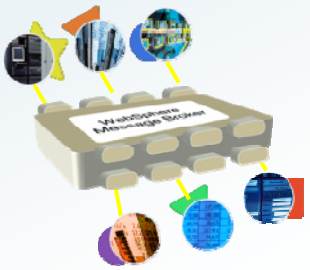
WebSphere Business Modeler

IBM Software Group

SOA
braucht Verbindungen - *advanced ESB*

WebSphere Message Broker

- **Schafft Verbindungen an "alles"**
  - Verbindet Web Services und nicht standardisierte Schnittstellen
  - DAS führende System zur Integration vieler verschiedener Systeme, Plattformen, Geräte, APIs, …
  - Bietet den Rahmen für eine Service-orientierte Integration
- **Transformiert Datenformate**
  - Umwandlung, Anreicherung, gelenkte Weiterleitung von Nachrichten
  - Unterstützt Branchen-Standardformate wie SWIFT, EDI, AL3, HL7, HIPAA, ...)
- **Fertige Verbindungen beschleunigen ROI**
  - Auch komplexe Ereignisverarbeitung ohne Programmierung
- **Hochleistungs- Enterprise Service Bus**



IBM/HP Alliance 21 ON DEMAND BUSINESS

IBM Software Group

Oder kostenlos – WebSphere Applications Server CE (Community Edition ~ Apache Geronimo

J2EE Application Server als Open source Projekt im Rahmen der Apache Software Foundation.

Profitiert von der gemeinsamen Entwicklungsarbeit einer weltweiten, offenen Java Entwicklergemeinschaft, HP und IBM.

Apache Geronimo

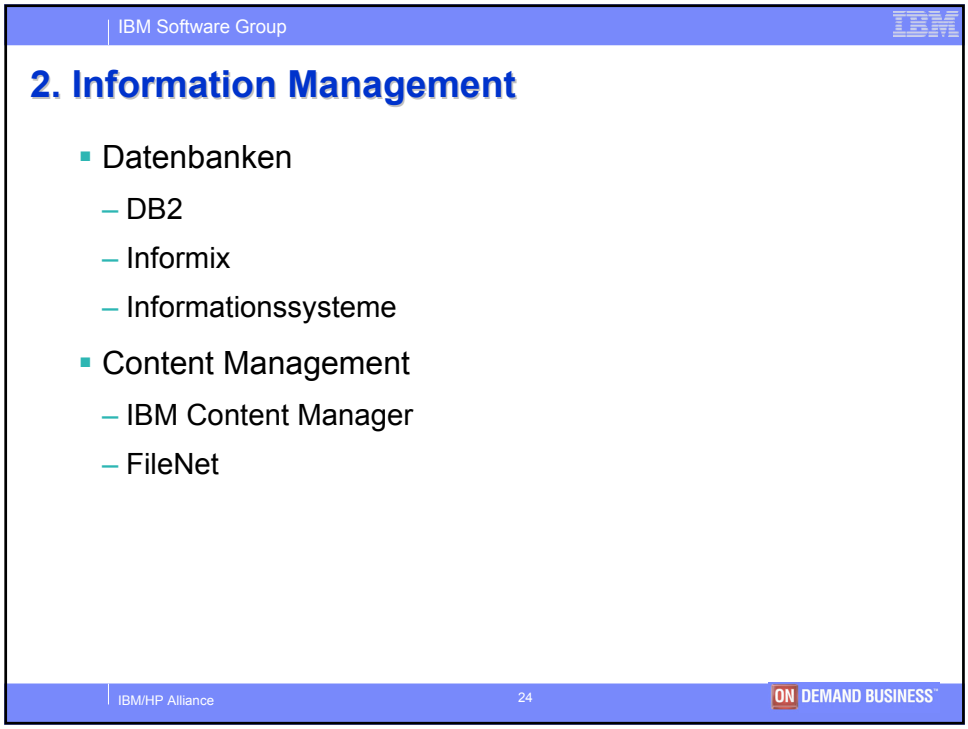
http://geronimo.apache.org/

Brings together leading technologies from the broad open source community to support J2EE

- Apache-licensed open source application server
- J2EE compatible
- Highly customizable
- Small footprint
- Open Community-driven

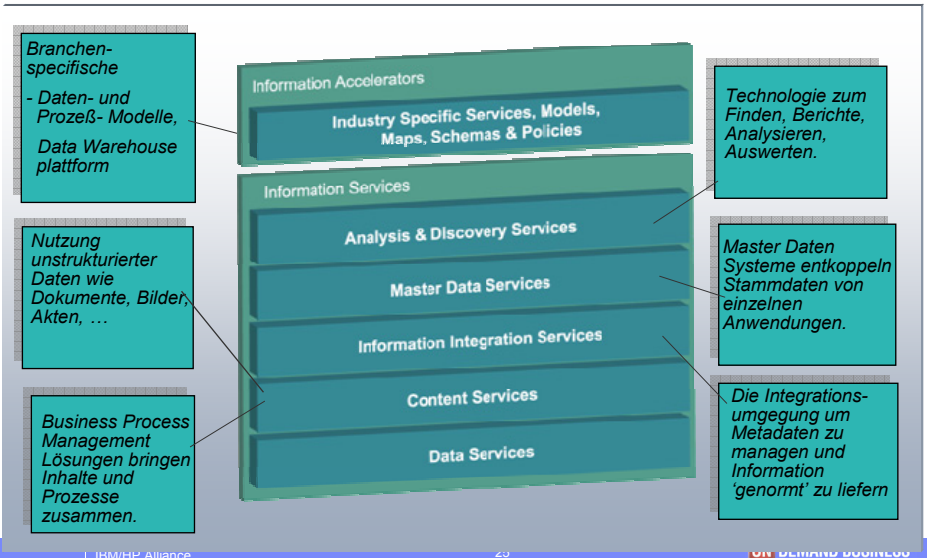
IBM/HP Alliance 22 ON DEMAND BUSINESS

IBM Software Group
Apache Geronimo:
Eine offene Gemeinschaft mit Gewicht im Markt
Prozessoren
intel
AMD
IBM
Linux Distributoren
redhat
Novell
suse
Linux
ISVs
SYBASE
xcalia
tacton
spike SOURCE
VIRTUAS
System Integratoren
Cognizant Technology Solutions
Infosys
IBM
TATA
Apache Geronimo Contributors
simula labs
LogicBlaze
Trifork
Mort Bay
hp invent
CHARIOT SOLUTIONS
SAVOIR TECHNOLOGIES
IBM
+ sowie viele, viele freie Entwickler
IBM/HP Alliance
23
ON DEMAND BUSINESS


IBM Software Group
2. Information Management
Datenbanken
DB2
Informix
Informationssysteme
Content Management
IBM Content Manager
FileNet
IBM/HP Alliance
24
ON DEMAND BUSINESS

IBM Software Group

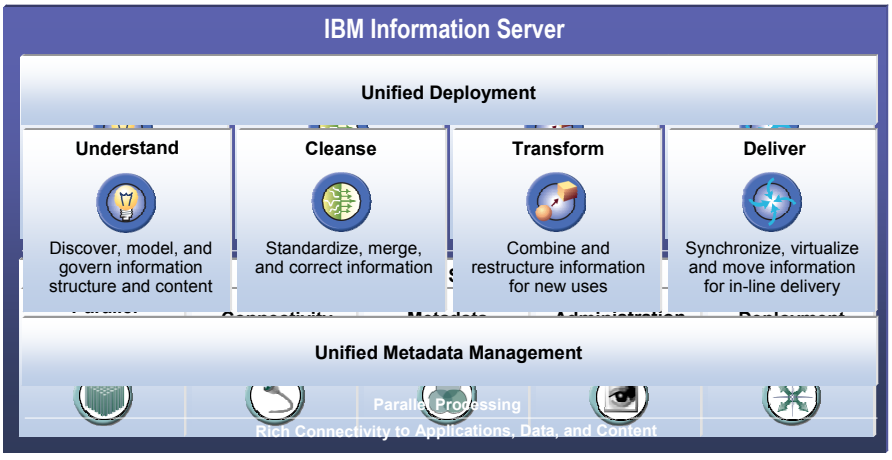
Das “IBM Information on Demand” Angebot
- Weit mehr als nur Datenbanken



IBM/HP Alliance 25

IBM Software Group

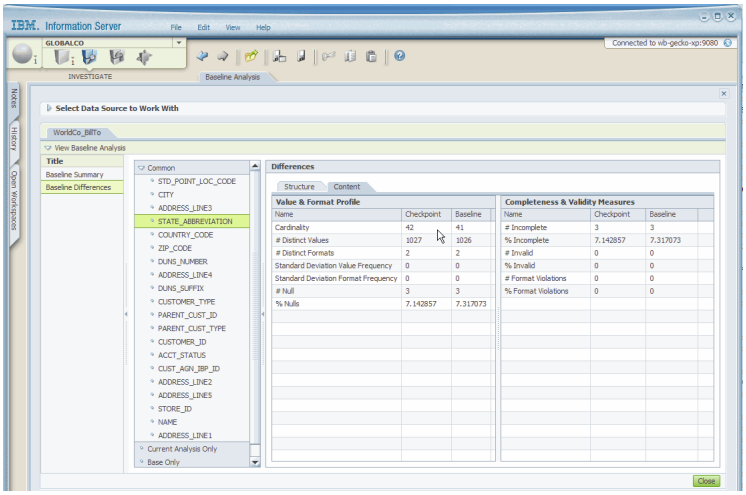
Neu: IBM Information Server
Nähert Daten den Wahrheiten ☺



IBM/HP Alliance 26 ON DEMAND BUSINESS

IBM Software Group

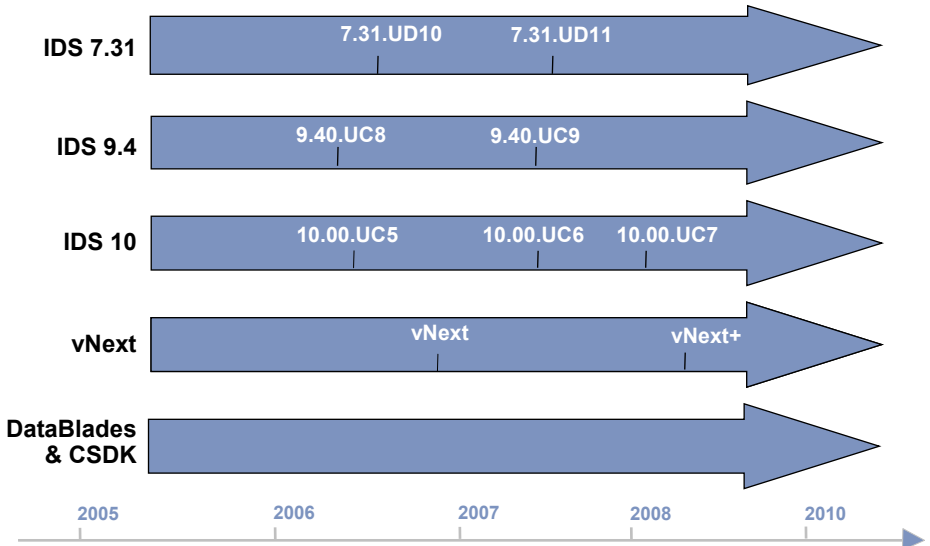
Ständige Qualitätsmessung



- Mess- und Vergleichs-System
- Analysen zeit- oder event-gesteuert
- Kurz- und lang-fristiges messen & managen der Q
- Die Grundlage Ihres Daten-Qualitäts-programms

Information On Demand

Informix Dynamic Server – wie es weitergeht



Und seit einem Jahr: PHP Treiber

Informix ist in den meisten Entwicklungsumgebungen unterstützt

IBM + Zend (The php Company) = php

development partnership

PHP 5.x Informix driver for PDO

- PDO (PHP Data Objects) abstraction layer driver
- Bietet Entwicklern eine leichte, konsistente Schnittstelle zur Zugriff auf den Informix Dynamic Server

Download PDO_INFORMIX:

- http://pecl.php.net/package/PDO_INFORMIX

Read the installation guide:

- http://www.ibm.com/developerworks/db2/zones/informix/

Learn how to use IDS & PHP with the Google Maps API

- http://www-128.ibm.com/developerworks/db2/library/techarticle/dm-0602lurie/

Noch ein Wort zum Geld

- Lizensierung

IBM Software Group

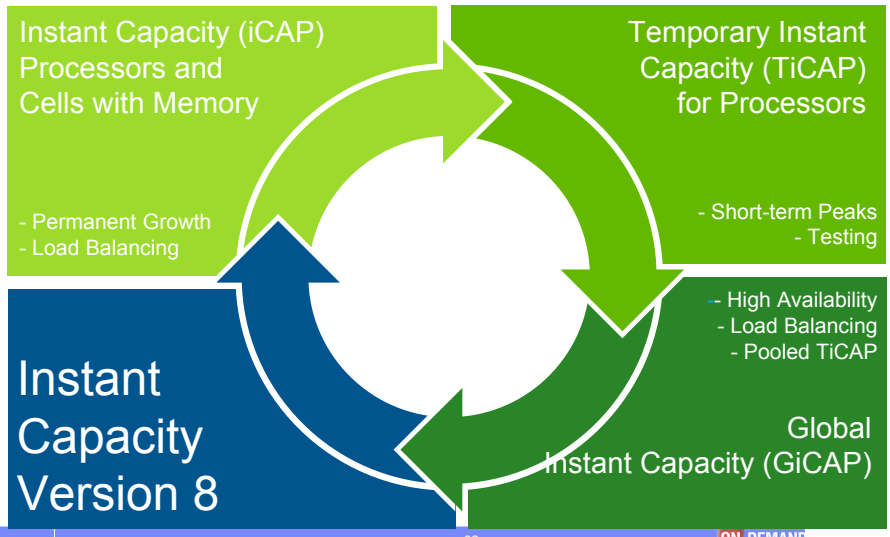
Lizensierung

- PVU
  - Processor Value Unit
    - z.B. DB2 Workgroup Unlimited = 101 € / PVU (war: 10.100 € / CPU)
    - z.B. Itanium2 CPU = 100 PVU / Core
  - Warum so kompliziert?
    - Multicore, Taktzahlen, Energieverbrauch
    - Darum ist es doch einfach!

IBM/HP Alliance 31 ON DEMAND BUSINESS

IBM Software Group

HP's Instant Capacity Portfolio – das kennen Sie



IBM/HP Alliance 32 ON DEMAND

Lizensierung

- Lizenz
  inkl. 12 Mo Wartung
- Sub-Capacity Licensing
  - License Mgr
- Temporäre Lizensierung
  - OOCOD = On/Off Capacity OnDemand
    Lizensierung von Lastspitzen – pro Tag
    - Z.B. WebSphere App. Server: 37,64 € / CPU + Tag
      (Regulär: 4057 € / CPU bzw. 40,57 € / PVU)