

IBM FlashSystem – Europe

“BP toolbox – Q415”



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IBM and Business Partner confidential

Content of FlashSystem Europe BP toolbox



- BP Flash Essentials – the center of all Flash relevant information
- BP Flash Essentials - what will you find in Flash Essentials?
- Storage Partner For Growth - eNews Europe
- "Why IBM FlashSystem ? - at a glance" – BP Sales brochure
- **Storage literature: the NEW Storage for DUMMIES-series**
- "Why should YOU and YOUR CLIENTS care about FlashSystem?" – 1pager for BPs
- **Flash – 2 Flash - 2 use cases: business results impact (T0), \$-savings (T1)**
- Key conversations to have about IBM FlashSystem®
- **IBM FlashSystem key differentiators**
- **IBM FlashSystem - 4 steps to Sell**
- DEMONstrate the beauty of IBM FlashSystem to your clients (POCs)
- **IBM FlashSystem – NEW seller enablement material**
- "FLiP-broschure" for DemGen-campaigns
- **Incentives & promotions on IBM PartnerWorld**
- **"Flash Cup 2016" – SELL YOUR WAY TO THE COTE d'AZUR!**
- **"Flash Cup 2016" - 1 pager-flyers (6 languages) & contest website**
- IBM FlashSystem videos – on YouTube (excerpt only)
- IBM FlashSystem – new FUN FACTS videos on YouTube
- IBM FlashSystem – Competitive resources (2 pages)
- **IBM FlashSystem – Tools and Resources**
- **IBM FlashSystem – Enablement & Education 2015/16 (2 pages)**
- IBM FlashSystem-branded merchandising for BPs & distributors
- IBM FlashSystem – web resources
- Learn more about IBM FlashSystem (desktop & mobile)
- IBM FlashSystem – IBM contacts

► **BACKUP:**

- IBM FlashSystem: Qualifying Questions
- IBM Flash Centers of Competency
- TCOnow! for FlashSystem
- Find IT
- Conversations (formerly called "Know on the Go")
- IBM PartnerWorld access & Web content syndication

**NEW/UPDATED
content
in ORANGE !!**



► Did you know there is a **NEW CENTRAL PLACE** to find ALL things about Flash?!



The **BP Flash Essentials** is NOW live! You only need an IBM PartnerWorld login and to ask **Nathalie Bickley** or **Patty Crowell** to get you access to it, as well as to the “Flash Essentials”-newsletter.

What's in the Flash Essentials newsletter?

- New client wins
- New and refreshed assets/content
- Product updates
- Flash news & blogs

Subscribe for Flash e-news:
<https://ibm.biz/BdHXDN>



What's new on BP Flash Essentials?

- Hot Topics on HomePage
- Easier to find assets and information with new buttons; sales Info & tools, products & solutions

Over 150 client-facing win stories

Cegeka
Enabling lightning-fast performance to lead enterprises to the cloud

66 percent reduction in SAP ERP application response times

97 percent out in potential footprint requirement

95 percent decrease in power consumption

Solution Components

- SAP ERP
- IBM FlashSystem 900
- IBM SAN Volume Controller
- Oracle database
- VMware

Business challenge: To broaden its cloud-oriented client base, Cegeka targeted enterprises with demanding SLA requirements. Could it meet cost performance and scalability needs without costs spiraling out of control?

The solution: Cegeka gained the capacity to support enterprise clients in the cloud, helping IBM® corporate growth objectives, while continuing to attract and retain business from existing customers.

"IBM FlashSystem Enterprise solution accelerates some SAP ERP processing jobs by up to 90 percent."

* Luc Beets, director of Cloud Services, Cegeka

© 2014 IBM Corporation

<https://ibm.biz/BPFlashEssentials>

Latest product info, sales tools, announcements & client decks



IBM FlashSystem 900 (Product Page)



IBM FlashSystem V9000 (Product Page)

Solution & industry based assets



ATLANTIS

POWER8

Elastic Flash

ProtecTIER

and MUCH more...



- ▶ **“Partner for Growth” Storage BP eNewsletter:** subscribe [HERE](#)
Made in Europe, flavoured with local IMT-content, monthly released in 6 languages (ENG/GER/ITA/FRA/RU/SPA)
Content: Storage news, key promotions, announcements, sales plays, assets, local events, webinars, etc.



IMPORTANT:
do you receive
this monthly
already ?

- ▶ **Exclusively for IMT DACH BPs:** join the “Storage - community” - request access [HERE](#)



"Why IBM FlashSystem? - at a glance" – BP Sales brochure



► 12 pages of seller enablement information about IBM FlashSystem (in English as PDF-file)

NEW !!



IBM FlashSystem
→ Exclusive sales brochure

Download: click [here](#)

Powering the Future of IT

If an infrastructure is optimized, more efficient, more business-oriented and able to meet conditions and scenarios, you have a competitive advantage. IBM FlashSystem helps you achieve this by providing information technology that is business-ready.

- Good Move and more of the best.** Copying files from one place to another is a common activity. It's faster to copy files to FlashSystem than to a hard drive or tape.
- Ready to go.** Copying files to FlashSystem will occur more often than you think. It's faster to copy files to FlashSystem than to a hard drive or tape.
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Businesses need to embrace new forms of data

Client: The legacy IT environment is no longer able to handle the volume of data generated by today's business. IBM FlashSystem is the solution.

Big Data and Analytics: IBM FlashSystem is the solution for big data and analytics. It provides the performance and capacity needed to handle the volume of data generated by today's business.

Real-time analytics: IBM FlashSystem is the solution for real-time analytics. It provides the performance and capacity needed to handle the volume of data generated by today's business.

IBM's industry-leading performance

IBM FlashSystem is the solution for industry-leading performance. It provides the performance and capacity needed to handle the volume of data generated by today's business.

The benefits of IBM's easily integrated flash solutions

IBM FlashSystem is the solution for easily integrated flash solutions. It provides the performance and capacity needed to handle the volume of data generated by today's business.

Why IBM FlashSystem?

IBM FlashSystem is the solution for why IBM FlashSystem. It provides the performance and capacity needed to handle the volume of data generated by today's business.

Positioning IBM FlashSystem to your customers

IBM FlashSystem is the solution for positioning IBM FlashSystem to your customers. It provides the performance and capacity needed to handle the volume of data generated by today's business.

Flash is the storage infrastructure of the future

IBM FlashSystem is the solution for flash as the storage infrastructure of the future. It provides the performance and capacity needed to handle the volume of data generated by today's business.

IBM FlashSystem family product overview

IBM FlashSystem is the solution for the IBM FlashSystem family product overview. It provides the performance and capacity needed to handle the volume of data generated by today's business.

IBM FlashSystem V5000

IBM FlashSystem V5000 is the solution for IBM FlashSystem V5000. It provides the performance and capacity needed to handle the volume of data generated by today's business.

Key conversations to have about IBM FlashSystem

IBM FlashSystem is the solution for key conversations to have about IBM FlashSystem. It provides the performance and capacity needed to handle the volume of data generated by today's business.

Top 9 Takeaways

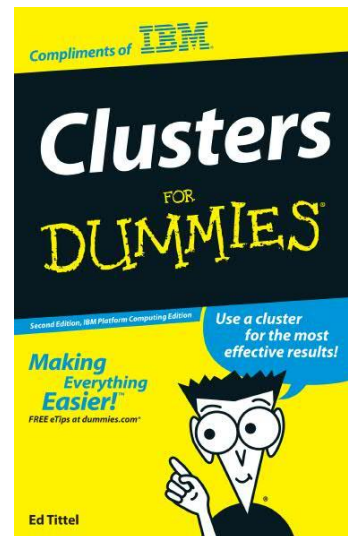
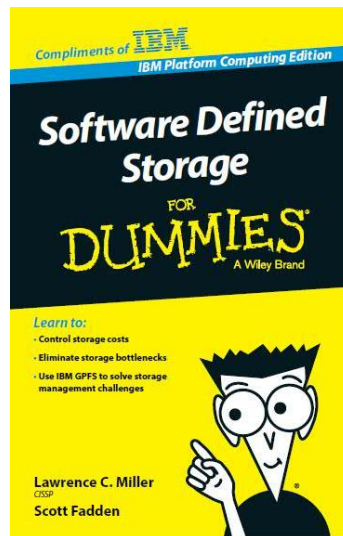
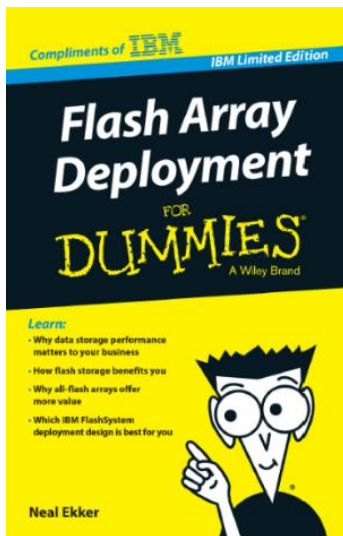
IBM FlashSystem is the solution for top 9 takeaways. It provides the performance and capacity needed to handle the volume of data generated by today's business.

IBM Tools and Resources

IBM FlashSystem is the solution for IBM tools and resources. It provides the performance and capacity needed to handle the volume of data generated by today's business.



- ▶ “Flash Array Deployment for DUMMIES” – [booklet](#) (PDF)
- ▶ “Software Defined Storage for DUMMIES” – [booklet](#) (PDF)
- ▶ “Clusters for DUMMIES” – [booklet](#) (PDF)



NEW!
available NOW





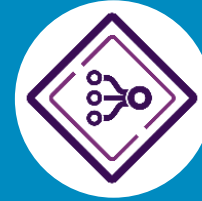
Economic Benefits for Your Clients

- IBM FlashSystem V9000 has a significantly lower TCO than Tier 1 disk with a full suite of *software-defined storage features and capabilities*
- IBM FlashSystem V9000 is equal in price to spinning disk storage (TCO), but reduces physical footprint by 97% and power consumption by 95%
- Instant savings on CAPEX and OPEX – PROVEN !!



Performance Benefits for Your Clients

- Reduces application processing times up to 98%
- Delivers 100 microsecond response times and provides the lowest latency offering with greater capacity and reliability
- IBM FlashSystem is low-risk, easy to manage, and easy to implement
- IBM includes a Technical Advisor for the life of the IBM FlashSystem maintenance contract



Benefits for You as a Sales Leader

- Flash is the fastest growing segment within Enterprise Storage and will be a \$7B market by 2017 in WW (69% CAGR)
- IBM is ranked #1 by Gartner as the WW market leader in Flash Storage Solid State Arrays (May 2015) ibm.com
- IBM is the performance leader in flash technology. FlashSystem is proven reliable > 30 years of deployment success
- Dedicated Sales & Techn. team pw

IBM FlashSystem: lower IT costs, increase application performance, improve data economics and accelerate client business agility through faster insights = FASTEST TIME TO MONEY

Flash - 2 use cases: **business results impact (T0)**, **\$-savings (T1)**



FlashSystem 900

Tier0
Changing business results
through fastest possible apps
(single workload)

(1) Flash as Tier0 = business conversation w/LOB:
if clients say **“YES, PERFORMANCE MATTERS and delivers a direct monetary benefit to us”** - on savings and/or more revenue.

(2) For KEY single workloads in ALL industries:
improves workload performance on applications such as IBM DB2®, Oracle, SAP, BI (SAS), System i-workloads, etc. – in: financial, telco, retail, healthcare, government, etc.

1 SAP Batch jobs, SAP HANA
2 OLTP-based business apps
ie. fraud mngt, risk mngt, transactional systems, batch jobs, BI (SAS), etc.

(1) Flash as Tier 1 = business conversation w/LOB:
if clients **struggle with DATA GROWTH, STORAGE PERFORMANCE + COST**. IBM FS V9000 has a significantly **lower TCO than Tier1 disk with a full suite of software-defined storage feat. and capabilities.**

(2) Instant savings on CAPEX and OPEX: PROVEN +90%!!
ie. in Data Center footprint, power & cooling cost, SW licenses, etc. Higher capacity + better reliability = perfect for consolidations (RTC!)

4 STEPS to SELL IBM FlashSystem:

- 1) **IDENTIFY** oppty with business impact (saving or more revenue)
- 2) **PREDICT / SIMULATE** with SW-tools like AWR, FLiP, etc.
- 3) **PROVE** - by conducting a POC (onsite / remote: winrate = +90% !!)
- 4) **CLOSE** - table CLIENT VALUE w/TCNow!, guarantees, consumption models (CUOD)

IBM FlashSystem = UNIQUE:

- 1) Flash & Power (via CAPI)
- 2) IBM MicroLatency™ = lowest latency = highest performance
- 3) Market leader in 2012, 2013 + 2014

IBM + Channel Flash Sales Force:

- S&D IA & Ind. Account seller
- S&D Enterprise seller
- Midmarket seller & Digital sellers
- Storage brand: BSS & Flash/SDI
- Channel: BP & distributors



FlashSystem V9000

Tier1
Changing data economics
through spinning disk consolidation
(replacement of comp. disks)



► Conversation Starters

The Five Identifying Problem Questions (CFO, CIO, DBA)

- Are you achieving your performance targets?
- What is your biggest performance problem?
- Would you like to increase scale and performance while minimizing administration costs?
- Would you be interested in discussing how to consolidate application hardware and licensing?
- Would a significant reduction in power and physical footprint be of interest to you?

(more in backup section)

► Opportunity Identification/Progression

The Five Identifying Opportunities Questions (CEO, CFO, CIO, LOB, Application Manager)

- How would your customers (or users) benefit from faster response times?
- Would decreasing batch process times help your business scale?
- How would faster reporting impact your decision-making processes?
- Are your customers (or users) happy with the performance of your critical applications?
- What database and virtualization products are you using?
- Want more questions, go here [PW](#)

► Value Propositions against Competition

Top 5 Reasons Why IBM FlashSystem is the Leader

- IBM MicroLatency™ performance with 90µs (write) and 155µs (read)
- IBM FlashCore™ enhances endurance 9x over an industry standard MLC implementation
- IBM is Ranked #1 by Gartner as the worldwide market leader in Flash Storage Solid State Arrays (Gartner, May 11, 2015) [IBM press](#)
- IBM FlashSystem V9000 has a significantly lower TCO than Tier 1 disk while offering a full suite of [software-defined storage features and capabilities](#)
- FlashSystem Tier 1 / compression guarantee

► Key Enablement

Education, Customer Material

- 12 IBM Flash Centers of Competency [PW](#)
- 15 trunk boxes at local CTS in the European IMTs for faster deployments
- Dedicated Flash Sales and Technical team [PW](#)
- Free Performance assessments with 95% close rate (AWR, FLiP, etc.)

BP Education

- Local FlashSystem BP Bootcamps (ask your local Storage SPR)
- Flash Essentials Wikis [PW](#)





Lowest Latency

Fastest shareable storage WW
MicroLatency™

Enterprise Flash

= **fastest growing** segment
within Enterprise Storage

(will be a \$7B market by 2017 in WW = 69% CAGR)



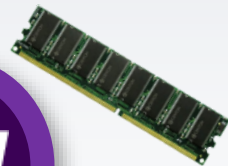
Rich Heritage

+30 years of development



Enterprise Flash

Fastest hardware path for IO.
Flash is NOT SSD!



> 50% Real-time Compression

Break into non-IBM accounts



Most Efficient

High density. Energy efficient



How? What? Who? – proven & successful tactics to sell ...

1

Identify:

the opportunities where **TIME & MONEY** is an issue and **GROWTH & COMPLEXITY** is getting too much

2

Predict:

Use **AWR-, FLiP- & other tools** delivering reports – that **PREDICT the future performance increase**

3

Prove:

Conduct POC to PROVE PERFORMANCE

- **ONSITE** using a demo system available at local distributors and/or at IBM (ie. Try&Buy)
- **REMOTE** via our IBM FlashSystem CoCs in Hursley/UK, Montpellier/FRA or Mainz/GER

4

Close:

Table **CLIENT VALUE: TCONow!**, **Guarantees, Consumption Models (CUOD)** to finish the **WOW** and **CLOSE the DEAL!**



for long demos

for long demos

for short demos

▶ Access to local demokit via IBM CTS-trunkbox program

- every CTS-colleague is receiving a FS900 or V9000 (in Q3) in Europe
- aim: for quick and shorthanded demonstrations (1-5days per client)
- benefit from it: contact your local CTS and ask for cooperation

▶ Try & Buy – program on IBM PartnerWorld

- for cases where clients tend to buy the systems
- client can test the desired configuration and can keep it after purchase
- duration: 60 days




▶ NEW DDE program – for BPs & distributors

- get your own Flash-demosystem and use the NEW top-conditions (to be launched for HY0215 soon)
- conditions: HW-discount -85%, SW for free, retention period: 6 months
- NEW! MGF-budget CAN be used for purchase for Elite Specialty- and Specialty BPs



► FLiP = Flash i performance tool

 – tool is a SW-app which will help you to find the IBM i jobs running at your clients that would most benefit from IBM FlashSystem technology.

► FLiP-broschure (A4, 2pager, pdf) for clients:

- Flyer available to target installed base i-clients
 - for BPs to use for DemGen-campaigns
 - translated into EN/GER/SPA/ITA/FRA/RU

Out NOW!
ask your Storage SPR



► Brandnew FlashSystem Channel sales contest



Duration: Oct. 01st 2015 – March 31st 2016

VIDEO, brochure (both engl.) & **flyer** (1pager in EN/GE/IT/FR/RU/SP)

REGISTER at: www.flashcup2016.com

(incl. all details and T&Cs)

► Incentives & promotions - on IBM PartnerWorld

► Know Your IBM – KYI program

Earn points for education – convert points into prizes



Certification: [IBM Certified Specialist – FlashSystem Technical Solutions V1 \(New – now available!\)](#)

Exam: [Test C9020-465 – IBM FlashSystem Technical Solutions V1 \(New – now available!\)](#)

OUT NOW !!
launch: Oct. 20th

FlashSystemStudy Tour

Cote D'Azur – June 21-23,
2016 incl. UEFA EURO 2016,
live match attendance




+200 amazing prizes !!




10x

WHAT IS IT & HOW DOES IT WORK?


WIN A V.I.P.
STUDY TOUR PASS 

... the „Flash Cup 2016“ is a **FlashSystem Channel Sales Contest** for all European BPs and distributors running from **Oct. 1st 2015 – March 31st. 2016 (6 months)**. Channel partners are encouraged to **SELL most predefined products** and hence to **collect most points** during the contest period (eligible product set: V9000 = 3 pts, FS900 = 2 pts, 10x Spectrum Scale Enterprise Server Licences = 1pt.). Their „captain“ needs to **register** their participation in this contest as BP-team upfront on flashcup2016.com. BPs & distributor teams will be aligned to predefined groups in which they will be compete against other BPs/distributors (Elite Specialty (IOT) vs. Specialty (per IMT) vs PGI (per IMT) vs distributors (per IOT). No manual claims required from BPs as nbr of products sold will be automatically detected and monthly uploaded on „League Tables“ by IBM.

The main reward for the **25 group winners** is to become a VIP at the „FlashSystemStudyTour“ on the Cote d'Azur (June, 21-23 2016) incl. attendance of a match of the UEFA EURO2016 football tournament (Nice, June 22nd).

GOLDEN TICKET 

... the BPs/distributors who don't manage to WIN their group, but did achieve the set minimum clip level of points, will enter into a „lucky dip“ (drawing), in which add. **7 GOLDEN TICKETS** will be available.

GOLDEN BOOT 

... reward for the **monthly top performers** (ie. for Oct, for Nov., etc.) each group who will receive a monthly prize (ie. Sony PS4 & FIFA2016-game, Apple Watch, etc)


FlashSystemStudyTour,

Cote D'Azur – June 21-23, 2016
incl. UEFA EURO 2016 match



for 32 VIP - WINNERS

PLUS extra challenges:

PENALTY SHOOT OUT 

after **6 months period** we are rewarding the top3 - BPs & disties in each group (Flash & Spectrum Scale)



(A) „POC - challenge“

Nbr of registered & conducted nbr of POCs

(B) „Client references - challenge“

Nbr. of submitted of client references
(remark: distributors are excluded)



OUT NOW !!
launch: Oct. 20th

FlashSystem Study Tour,
Cote D´Azur – June 21-23,
2016 incl. EURO 2016,
live match visit
(June 22nd, Nice/FRA)

MAIN CONTEST CHALLENGE:

1) **SELL YOUR WAY TO THE COTE D´AZUR** (incl. flight & hotel) by collecting most points* in your group and WIN the MAIN PRIZE (after 6 months)

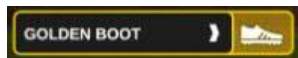
Backup: „**GOLDEN TICKET**“: if a BP/disti fails to WIN their group (but did achieve the set minimum clip level of points), then they will enter into a „lucky dip“ (drawing)



*Remark: 3pts for V9000, 2pts for FS900, 1 pt for 10x Spectrum Scale Server licences



2) „**GOLDEN BOOT**“: monthly top performers (ie. for Oct, for Nov., etc.) will be rewarded in each group w/a monthly prize** (ie. Sony PS4 & FIFA2016-game)



ie. Oct.

EXTRA CHALLENGES:

3) „**PENALTY SHOOT OUT**“:
after 6 months period we are rewarding the top3 - BPs & disties in each group (Flash & Spectrum Scale) with selected rewards**



„**POC challenge**“
registered & conducted nbr of POCs



„**Client references challenge**“
Submitted nbr of client references
(remark: distributors are excluded)



Remark**: reward elements shown are examples only, for final ones please see flashcup2016.com



FLASH CUP 2016

SELL YOUR WAY TO THE CÔTE D'AZUR!

WITH IBM FLASHSYSTEM

TEAM UP, TAKE PART IN THE FLASH CUP 2016 AND BECOME A V.I.P.

We are offering you the chance to join the Flash Cup 2016 - running from 1st October 2015 to 31st March 2016.

With the contest main challenge to become a V.I.P. on our IBM FlashSystem Study Tour on the Côte d'Azur in June 2016.

This exclusive event will provide you with the latest news, future trends and directions, as well as attendance at a match at the UEFA EURO 2016 football tournament in Nice.

By participating in additional challenges you can also benefit from -200 exciting reward!

TEAM UP, REGISTER NOW AND WIN WITH IBM FLASHSYSTEM!

To view full Terms & Conditions and to find out more visit: www.flashcup2016.com

ALL YOU NEED TO DO IS:

- SELECT YOUR BEST PLAYERS and form your Company team
- Get your Captain to REGISTER YOUR TEAM on the Côte d'Azur in June 2016.
- PUT TOGETHER A GAME PLAN and choose the right strategy and tactics
- BEAT THE COMPETITION by selling IBM FlashSystem

FlashSystem is an IBM brand name.



(1 pager flyer – available in ENG/GER/FRA/SPA/ITA/RU) download: [HERE](#)



FLASH CUP 2016

SELL YOUR WAY TO THE CÔTE D'AZUR!

WITH IBM FLASHSYSTEM

WIN A V.I.P. STUDY TOUR PASS

FLASH CUP VIDEO

WELCOME TO THE FLASH CUP 2016. OUR SALES CONTEST FOR IBM BUSINESS PARTNERS IN EUROPE.

Register your team now for a chance to win a place on the IBM FlashSystem Study Tour and to have the opportunity to win one of +200 additional rewards.

ADDITIONAL CHALLENGES

- GOLDEN BOOT
- PENALTY SHOOT OUT
- GOLDEN TICKET

Terms & Conditions

IBM

(mobile website design)



FLASH CUP 2016

IBM FLASHSYSTEM EUROPE PROUDLY PRESENTS THE FLASH CUP 2016

THIS IS AN EXCLUSIVE PROMOTION FOR IBM BUSINESS PARTNERS ONLY.

To access this promotion you must have an access code, which was provided to you by email.

Enter your access code

If you do not have an access code and believe you are entitled to one as an IBM Business Partner, please contact us at KSC0001@flashcup2016.com. Click here to see our Terms & Conditions for this promotion.

Terms & Conditions

(landing page: www.flashcup2016.com, access code: „flashkickoff“)



FLASH CUP 2016

HOME # REGISTER # RULES # LEAGUE TABLES # STUDY TOUR # ABOUT #

SELL YOUR WAY TO THE CÔTE D'AZUR!

WITH IBM FLASHSYSTEM

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Terms & Conditions

IBM

OUT NOW !! launch: Oct. 20th

More details and T&Cs under: www.flashcup2016.com

IBM FlashSystem - videos on YouTube (excerpt only)



► More about FlashSystem on these **YouTube channels** - click here:
[IBM FlashSystem](#) & [IBM FlashSystem customer references](#)



ValueProp & Solution Videos:



[IBM FlashSystem Family is driving a shift in enterprise storage](#)



[Elastic Flash: Enhancing software defined storage with IBM FlashSystem](#)



[IBM FlashSystem V9000 combines all-flash enterprise storage with industry-leading performance](#)



[IBM FlashSystem 900: All-flash enterprise storage that lifts your business to new heights](#)



[IBM FlashCore Technology keeps you ahead of the storage game](#)



[IBM FlashSystem Identity Insight](#)

Client Reference Videos:



[Royal Caribbean Cruises Ltd. speeds ahead with IBM FlashSystem](#)



[Coca-Cola Bottling Co. Consolidated maximizes performance w/IBM FlashSystem](#)



[Paddy Power wins big w/IBM FlashSystem](#)



[Haga Hospital improves patient care with IBM FlashSystem](#)



[IP Only - leading Service Provider get 100x Faster Analytics with IBM FlashSystem](#)



[Interconnect meeting customers with infrastructure services that never fail](#)

Whiteboarding/Animation Videos:



[The Beauty of IBM Flash - New Version](#)



[IBM FlashSystem for Charles, the CEO](#)



[IBM FlashSystem for John, the Database Owner](#)



[IBM FlashSystem for Tony, the Operations Manager](#)



[IBM FlashSystem for Tim, the Application Owner](#)



► NEW !! IBM FlashSystem FUN FACTS videos on YouTube channels:

- IBM FlashSystem vs. CoffeeMakers: <https://youtu.be/KSNIMr9bS3M>
- IBM FlashSystem Origami: <https://youtu.be/TD-wSrDyHPU>



by Thomas Sullivan, Business Unit Executive – IBM Storage Systems



IBM Sells More All-Flash Storage in 2014 Than Any Other Competitor

IBM Extends FlashSystem Storage Leadership With Most Petabytes and Units of All-Flash Storage Delivered

US-press release: May 11th 2015, according to Gartner Group



IBM FlashSystem®

1
LEADER

SSA unit shipments & petabytes delivered
with 33% of the total All-Flash Array market capacity

IBM

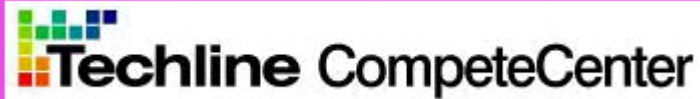
Gartner Market Share analysis: SSD and Solid-State Arrays, Worldwide, 2014 Published May 2015



IBM named a Leader in Gartner's Magic Quadrant for Solid-State Arrays

IBM FlashSystem and IBM POWER8 servers help German Hydraulics Company HANSA-FLEX Deliver Parts to Customers in 24 hours

US-press release: [July 02nd 2015](#), according to Gartner Group



- ▶ **COMP** – competitive insights & resources on IBM PartnerWorld
- ▶ **New System Storage Competitive Sales Tool** – download [here](#):
- ▶ Subscribe to our **Competitive Updates newsletters** and invitations for **Compete Break Calls**
(to be notified by email, subscribe here: [IBM Business Partners](#).)
- ▶ **email to: compete@dk.ibm.com** ... to get valuable tailor-made competitive Storage infos



- ▶ **IBM FlashSystem client references** – find many of them and submit yours
 - under “Client Stories” on [Flash BP Essentials WIKI](#) (+185 wins)
 - [WW FlashSystem summary deck](#) on IBM PW (+185 wins)
 - References on [IBM PartnerWorld](#)
 - References on [ibm.com](#)
 - for your submission on IBM [PW](#)

- ▶ **[IBM Client Centers](#)** – for IBM FlashSystem client demonstrations (also see “Flash Centers of Competency” in backup section)



- ▶ **TCOnow! for Storage** incl. FlashSystem: now available for free!
(for more details: see backup)

- ▶ **Comprestimator tool** – estimates the expected compression rate

- ▶ **NEW !! Diskmagic by IntelliMagic:**

IBM FlashSystem **FS900** out now & for V9000 by Nov.

- ▶ IBM FlashSystem FS900 & V9000: **HighRes product photos**

- ▶ **NEW !! IBM Kaon product 3D animation service**

Open the following webpage, select your desired product and **MOVE it around in 3D**

<https://apps.kaonadn.net/4882011/index.html#C181>

for FS900, V9000 and V9000/Versastack



► 2015/16 Technical events & conferences



► 2015/16 TopGun training schedule

► FlashSystem BP enablement bootcamps

Ask your Storage SPR for the local schedule

► FlashSystem Webinar Sessions

New Registration for 2H 2015 - [Register here](#)

Oct 14 - **IBM and Actifio: An Enterprise DevOps Solution PLUS introducing the Application Acceleration Sales/Marketing Kit**

Oct 28 - **Catalogic / Flash Centers of Competency**

Nov 4 - **Epic and IBM FlashSystem V9000**

Nov 11 - **Trizzetto / Spectrum Protect**

Replays:

Sept 30 - [Launch Preview and New Tools to Help you Close FlashSystem Deals - MS SQL Server Analysis Tool + Copy Data Management \(CDM\)](#)

Sept 16th - [Competing Against Inline Dedupe and Compression](#)

Aug 26th - [Part 1: VersaStack™ with IBM FlashSystem V9000](#)

[Part 2: Permabit SANblox and IBM FlashSystem V9000](#)

Aug 12th - [FlashSystem V9000 Implementation Workbook](#)

July 15, 2015 - [VMware / Flash Flip Tool | Timestamps](#)

July 1, 2015 - [Utilizing Oracle VDBench to Implement IDC AFA Testing Guidelines](#)

June 18, 2015 - [Flashonomics: A fresh look at TCONow!](#)

June 17, 2015 - [What's new from EMC and Pure Storage?](#)

June 11, 2015 - [All Flash Array POC Tool Kit](#)

June 3, 2015 - [How an AWR Analysis can be leveraged](#)



- ▶ IBM PartnerWorld Leadership Conference – [link](#)



- ▶ Interconnect 2016 – [link](#)



IBM FlashSystem-branded merchandising for BPs & distributors



A broad scope of IBM- and also IBM FlashSystem-branded merchandise items are available for purchase at the [IBM logostore](#) (incl. some NEW).

See some examples here (MGF-fundings can be used accord. to guidance):

Available today on US-site!
Also soon available on EU-sites!



2200 mAh Power Bank
\$11.90



Earbuds in Pouch
\$3.15



Moreno Short Sleeve Polo
\$27.30



Newport Pen With Stylus
\$1.29



IBM Flash System T-Shirt
\$9.70



Smartphone Twist USB 8GB
\$10.96



Renegade Aluminum Flashlight
\$3.20



Rotate Flash Drive 8GB
\$5.95



Titleist Pro V1 Golf Balls
\$62.70



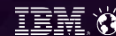
Nike Golf Micro Pique Polo
\$31.96



Balmain Ballpoint Stylus DS
\$6.90



LED Aluminum Flashlight DS
\$3.90



▶ IBM.com – website
under "products" → under "[FlashSystems](#)"



▶ FlashSystem on IBM PartnerWorld
under "products" → under "[FlashSystems](#)"



FindIT

- ▶ Find an asset in seconds → bookmark this [link!](#)

Use Quick Filters to narrow IBM's best assets to your specific sales situation (without having to search SSI), and switch between products and solutions in seconds. Available for Systems and S&D. Sign in with IBM intranet ID and password. [Training and FAQs](#)



- ▶ [Conversations](#) (formerly Know on the Go) delivers IBM's priority sales conversations (plays) pre-packaged with seller coaching, client references and assets organized by sales stage. Use Know on the Go's Presentation Mode (hides internal content) directly with clients for impressive visual impact.



- ▶ Lead a whiteboard discussion without having graphics skills and without turning your back to clients. Each digital whiteboard is pre-loaded with icons grayed out on the screen. Simply tap each icon to bring it to life as you're ready to discuss it. For Systems. Register at bit.ly/registeritibm. Bookmark this [link!](#)

(for more details: see backup)



► For further information about IBM FlashSystem please contact your distributor, local PCR, Storage SPR or FlashSystem-/Storage BSS seller ...



- IBM FlashSystem: Qualifying Questions
- IBM Flash Centers of Competency
- TCOnow! for FlashSystem
- Find IT
- Conversations (formerly called "Know on the Go")
- IBM PartnerWorld access & Web content syndication



IBM FlashSystem®: Qualifying Questions

Qualifying Questions to Identify Flash Opportunities

IBM FlashSystem can be a godsend to the right client. In most serious IT environments the performance of core IT applications are critical to the mission that they have been given the responsibility of fulfilling. They have applications with performance problems and applications that are tasked to have the highest performance possible. Typically they have tried ALL of the following approaches to increase application performance:

1. Adding servers or faster CPUs
2. Adding memory to their servers
3. Adding more and more spinning disks
4. Lengthy, expensive, and complex

Each of these steps offers some gains but they all create **IO bottlenecks**.

Our clients continue to hear from t

Questions to ask your clients to expose a need for FlashSystem

Includes explanation as to why you are asking these questions and links to additional resources

Do you run Oracle or some other database that is critical to your mission?

Oracle applications are a sweet spot for IBM FlashSystem products. We have numerous whitepapers, books, tools and success stories adding credibility to our sales efforts to Oracle clients. Oracle is an expensive enterprise application where the cost to improve performance is easy to justify.

[White Paper: Faster Oracle Performance with IBM FlashSystem](#)

[White Paper: Oracle ASM and IBM FlashSystem best practices](#)

[White Paper: Using Oracle ASM Preferred Read Failure Groups with FlashSystem](#)

[Case Study: SSB puts reliable public transport on the fast track with IBM and SAP](#)

[Client Reference Video: Accelerating SAP @ Cegeka \(MSP\) with IBM FlashSystem](#)

[Case Study: Royal Caribbean Cruises Ltd: Building a solid base for innovation and growth with enterprise-reliable IBM storage technology](#)

[IBM Internal Link](#)

[Business Partners Link](#)



A Business Case for Storage

A TCO Analysis of: Flashonomics
Prepared for: Mr. Customer
Prepared by: Jason Nichols, IBM
Date: February 2, 2015

Executive Summary

The performance, cost and functionality of storage technology is changing rapidly with notable advances in flash drives, flash cache, unified storage and data deduplication/compression etc. These technological changes are happening against a backdrop of parabolic storage growth rates and the newly emerging field of big data. This is being viewed as an opportunity to update their well worn routine of being as an opportunity to use the latest technology.

Chart 1: TCO Over Time

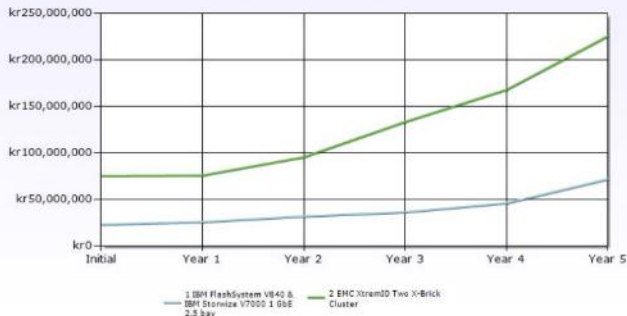
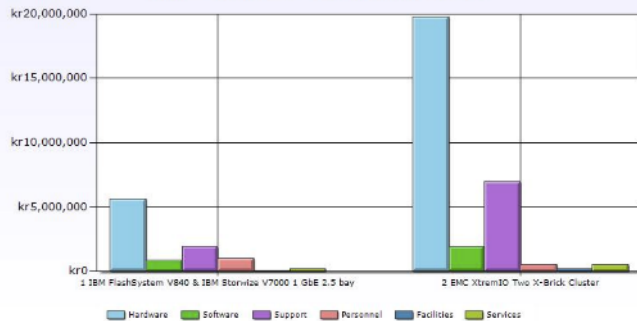


Chart 4: Ongoing Cost Comparison by Category



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[Business Partners Link](#)

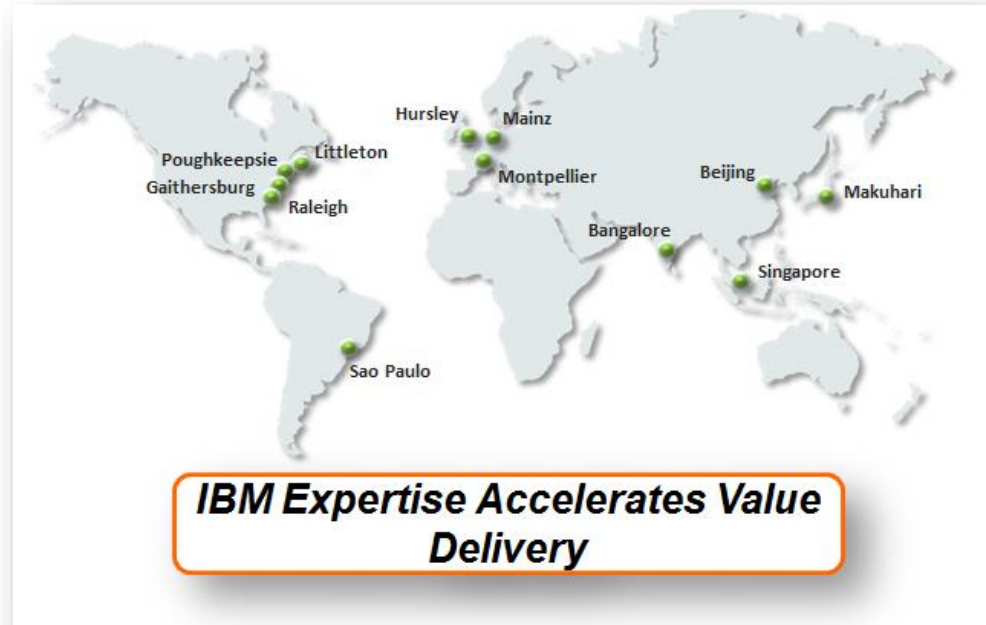
Contacts:

[Roland Tretau](#)

[Scott McCready](#)



- 12 Global Locations
- Educate and validate where clients can gain value from flash solution
- Mission includes
 - Benchmarks
 - Consultative assessments at Client's site
 - POC's (Proof of Concept)
 - Demos, Workshops, Briefings
 - Test, Configure, and Measure Flash Solutions
 - Lab Services Flash Acceleration Program
 - Data Pattern Analytics initiative



[Flash CoC White Paper](#)
[Taking the Mystery out of Flash](#)

[List of Flash CoC Resources](#)
[IBM](#) | [PW](#)

[Flash CoC List of Available Demos](#)
[Prepare yourself to win that big account](#)

“Customers can bring their actual data and run their exact workload on the exact hardware and software they have in their own data centers.” Jim Surmacewicz, IBM Business Development Executive



Conversations (formerly called "Know on the Go")



[IBM Internal Link](#)

[Business Partners Link](#)

Conversations, Plays & Tactics

The screenshot displays the IBM Conversations interface. At the top, there is a navigation bar with the IBM logo, a hamburger menu icon with a red notification badge showing '4', and icons for a checkmark, email, and settings. The main content area is divided into several sections:

- Header:** "A CONVERSATION ABOUT" followed by "Innovation with FlashSystem Storage". Below this, a sub-header reads: "Flash is an efficient, re-writable memory that can speed response times of information gathering from milliseconds to microseconds."
- BENEFITS:** A green box containing the text: "Businesses are integrating flash systems to boost critical application performance and strategically deploy resources for data management."
- WHY IBM:** A green box containing the text: "Leads the industry with flash optimization in storage, systems, and software."
- COLLATERAL:** A section on the right featuring a large graphic titled "IBM FlashSystem™: Where to Use Flash". Below the graphic is a PDF link: "PDF: Where to Use Flash (pdf, 20 pgs)" and a video link: "VIDEO: Busin".
- LEARN FROM A SELLER:** A section with a grid icon, featuring a portrait of Adrian Flores-Serafin, Storage Solutions Engineering Ma...
- LEARN LINE OF BUSINESS:** A section with a grid icon, featuring a portrait of a man identified as "VP of IT Operations".
- REFERENCES:** A section with a grid icon, featuring two images: "Kroger" (Retail) showing a person at a grocery store, and "ViON Corporation" (Computer Services) showing server racks.



The screenshot shows the FindIT Storage Systems interface. At the top, there's a navigation bar with 'FindIT' and 'Storage Systems' tabs, a search bar, and a 'QUICK FILTERS' section with dropdown menus for 'FlashSystem Family', 'Healthcare', and '[Select a Client-Type]', along with 'GO' and 'Reset' buttons. Below this is a horizontal menu with 'Start', 'Prepare' (selected), 'Engage', 'Solve', and 'Topics'.

The main content area is titled 'Elevator Pitch: FlashSystem Family'. It features a large image with the text 'The Time is Now: IBM® FlashSystem' and a sub-header 'FlashSystem Family' with a 'Change: Product' button. Below the image are several buttons: 'Email', 'Share', and 'View / Download'. At the bottom left, there's an 'Add to Briefcase' button. At the bottom center, there are 'Product Infographics' and 'Watch a Pitch' buttons.

On the right side, there's a vertical menu with the following items: 'Elevator Pitch' (selected), 'Seller Presentation', 'Storage Guidance', 'Education', 'Competitive Advantage', 'Target Audience', 'Industry Primer', and 'Quick Reference'.

- Watch client reference videos & demos
- Listen to elevator pitches
- Download presentations and one-sheets
- Get tips, tricks, and expert advice
- Link to education and tools

IBM Internal:

<https://findit.cloud.dst.ibm.com/>

Business Partners:

<http://findit01.atl.edst.ibm.com>

► IBM Communications and PartnerWorld – all the Storage news you need

	Vehicle	Description	
Email Communication Setup your PartnerWorld Profile	News	Special newswatches with the latest news customized to your preferences.	
	PartnerWorld Weekly newsletter	A weekly newsletter of articles tailored to your profile.	
	PartnerWorld Monthly newsletter	Includes Executive Corner messages, product and solution content tailored to you.	
PartnerWorld website	PartnerWorld Storage homepage	Look to the Storage set of pages on PartnerWorld for comprehensive marketing, sales and technical assets to drive business	Link
	Storage Announcements	The latest Storage announcements are featured on this handy page	Link
	Storage Letters	Search for announcement letters by product, date or location	Link
	Partner Locator tool	Public link for customers and others to find top BPs by skill, geo etc	Link

► Web content syndication – all NEW Storage content!

- IBM [Web content syndication](#) allows Business Partners to leverage IBM marketing content on your website to promote your storage solutions and generate leads.
- The IBM Storage Solutions set of syndicated pages has been totally refreshed with up-to date content for IBM Storwize Family, Spectrum Storage, FlashSystem Storage, XIV Storage System, Tape Storage and the DS8000 Series.
- IBM DCM content syndication is easy to use and it's **free**. The content is delivered automatically to your website in 12 languages.
- The system includes built in lead response forms so you can track, analyze and manage leads. All leads are sent directly to you.
- Getting started is easy. [Sign up here to start syndicating today](#)

IBM Storage
Storage solutions that empower your business

Hardware Software Hardware Services Cloud Applications Storage Connectors Printing Other

IBM Storwize Family

Companies are spending too much money managing data growth. Designed for software-defined environments, the IBM Storwize family includes technologies that both complement and enhance virtual environments, as well as built-in functions such as Real-time Compression and Easy Tier technology that deliver extraordinary levels of efficiency. Available in a wide range of storage systems, the Storwize family delivers sophisticated capabilities that are easy to deploy, yet also help control costs for growing businesses.

Featured Products

IBM Storwize – IBM SAN Volume Controller (SVC)
The IBM Storwize family, including IBM SAN Volume Controller (SVC), helps organizations achieve better data economics by supporting their new workloads that are critical to their success. IBM SAN Volume Controller (SVC) simplifies management of storage infrastructure, based storage and advanced copy functions for storage systems.

IBM SAN Volume Controller (SVC) Sheet (USA)

IBM Storwize – V7000 and V7000U
Storwize V7000 Unified and Storwize V7000 are virtualized, enterprise-class, modular storage systems that provide the foundation for implementing an effective storage infrastructure and transforming the economics of data storage - delivering the flexibility to meet changing business needs.

IBM Storwize V7000 Unified and Storwize V7000 across systems (Data Sheet USA)

IBM Storwize – V5000
IBM Storwize V5000, the intermediate IBM Storwize family offering, delivers sophisticated capabilities with greater flexibility, including innovative and easier management, dual clustering for simple scaling, thin provisioning and external virtualization for higher storage utilization.

IBM Storwize V5000 SAN system (Data Sheet USA)