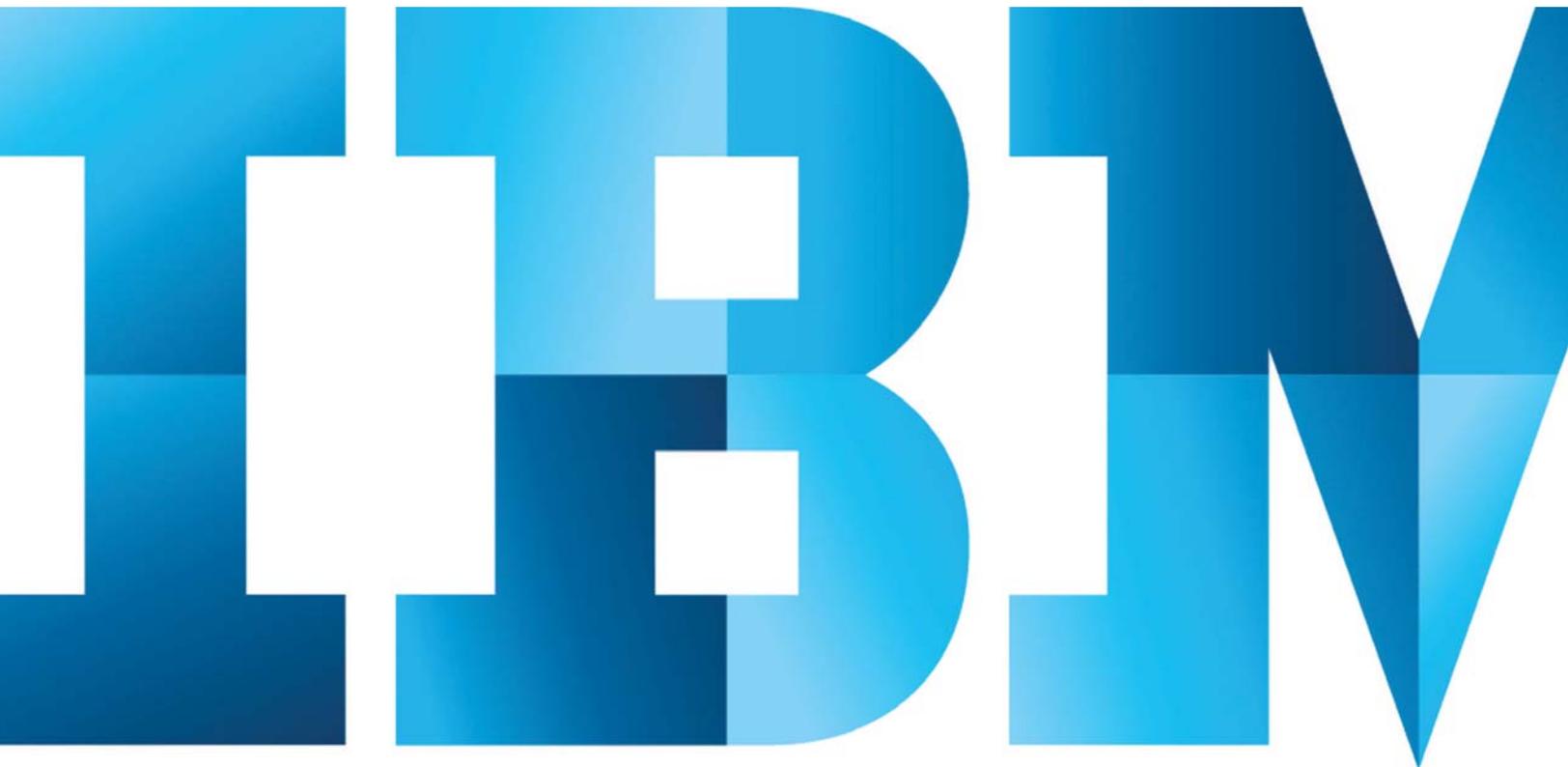


# IBM PureApplication System

*Application platform systems with integrated expertise*



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## IT is moving to the strategic center of business

The last 100 years have brought dramatic change for information technology. IT has moved from a specialized tool to become a pervasive influence on nearly every aspect of life. No longer do tabulating machines simply count with mechanical switches; the IT industry has moved from vacuum tubes to the first programmable computers and far beyond. Today, as the planet becomes smarter and interactive data proliferates, IT has become a part of the very fabric of business—and of the way we live our lives.

The accelerated pace of change in today's world is rivaled by the pace of change at IBM. IBM expertise in delivering solutions—complex solutions throughout infrastructure, middleware and applications—has helped the planet become smarter. And as IT moves to the strategic center of business, leaders at organizations of all sizes turn to IBM to help them extract more real value from their data, business processes and other key investments.

As information technology makes this move to the strategic center of business, leaders can no longer ignore the inefficiencies in today's approach to computing:

- On average, more than 70 percent of IT budgets are spent on operations and maintenance.<sup>1</sup>
- Two-thirds of companies go over schedule on their project deployments.<sup>1</sup>

And as Gary Barnett notes in the Bathwick Group report *The road to Smarter Computing*, "... our IT systems have become complex and difficult to manage. As a consequence, IT is increasingly finding itself in the position of being a barrier to innovation rather than an enabler of it."<sup>2</sup>

## A business need for a new category of systems

The users of IT systems now consume and create their own functionality. This behavior requires significantly more elasticity on the part of your IT infrastructure and drives an enormous acceleration in the iteration of solutions that lie far beyond traditional demand cycles. The inefficiencies of today's computing models are getting in the way of your business success.

The model must shift to smarter computing—a model in which IT infrastructure is more simple, efficient and flexible—in order to enable a smarter planet. Multiple approaches exist today as IT and business leaders shift to smarter computing. You might be tuning your own systems—using the flexibility of general-purpose systems to optimize the systems for your specific business environment. However, the time and effort to do this can be significant. You might be taking advantage also of the simplicity of appliances and the elasticity of cloud computing, where those approaches exist and make sense. The question is—how can you get the best of all these options in one system? Leveraging best practices and “building in” expertise is the key to success in this area.

As you take on the risk of pioneering new approaches within your industry, you need to know that your IT will deliver as promised. This typically requires expertise that goes beyond the experience that resides within your organization.

## Introducing IBM PureSystem: A new category of expert integrated systems

The time has come for a new category of systems—systems that combine the flexibility of general-purpose systems, the elasticity of cloud computing and the simplicity of an appliance tuned to the workload. The IBM PureSystem is the first expert integrated system to fundamentally change the experience and economics of IT with built-in expertise, integration by design and a simplified experience.

Expert integrated systems are essentially the building blocks of capability. This new category of systems represents the collective knowledge of thousands of deployments, established best practices, innovative thinking, IT leadership and distilled expertise. At IBM, expert integrated systems come in two types:

- **The IBM PureSystem PureFlex System.** Infrastructure systems deeply integrate the IT elements and expertise of your system infrastructure.
- **The IBM PureSystem PureApplication System.** Platform systems include middleware and expertise for deploying and managing your application platforms; expect the components of an infrastructure system.

When intelligence and knowledge are built directly into your systems, your team will not waste time devising, testing or tuning their custom integrated solutions. Instead, they can create new capabilities with new levels of efficiency and speed.

Using systems with integrated expertise can help you achieve greater *agility*, enabling you to adapt to workload spikes and to deliver new business capabilities. You can increase *efficiency* by consolidating IT resources and raising productivity and you can improve *simplicity* for ease of management, deployment and integration. And the IBM PureSystem helps you enhance *control* to help reduce risk and to help ensure reliability.

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## Business value comes quickly with IBM PureSystems

**Built-in expertise** helps you to address complex business and operational tasks automatically.

**Integration by design** helps you to tune your systems, built for cloud, for optimal performance and efficiency.

**Simplified experience**, from design to purchase to maintenance, helps you to save time and reduce cost.

IBM PureSystems arrive optimized for performance and virtualized for efficiency. Expect a no-compromise design with system-level upgradeability. These IBM infrastructure and platform systems are also designed for cloud computing, delivering the flexibility and simplicity you need in today's dynamic environment.

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## IBM PureApplication System: An expert integrated platform system

Consolidate workloads, simplify infrastructure and deliver services rapidly using built-in expertise. The IBM PureApplication System is a platform system designed and tuned specifically for transactional web and database applications. This workload-aware, flexible platform is designed to be easy to deploy, customize, safeguard and manage. Whether you operate in a traditional or private cloud environment, this IBM solution can provide you with superior IT economics.

With the PureApplication System, you can provision your own patterns of software, middleware and virtual system resources. You can provision these patterns within an innovative framework that is shaped by IT best practices and industry standards—standards that have been culled from many years of IBM experience with clients and from a deep understanding of smarter computing. These IT best practices and standards are infused throughout the system.

IBM builds expertise into pre-integrated deployment patterns, which can speed the development and delivery of new services—with deployment times that are up to 20 - 30 times faster.<sup>3</sup>

By automating key processes such as application deployment, PureApplication expertise can reduce the cost and time required to manage an infrastructure by as much as 35 - 55 percent.<sup>4</sup>

Built-in application optimization expertise can reduce the number of unplanned outages by as much as 90 percent or more through best practices and automation of the manual processes identified as outage culprits.<sup>5</sup>

Administrators use built-in application elasticity to scale up or to scale down automatically. They use data replication to help ensure high availability. With IBM, these systems can support up to 40 percent more transactions.<sup>6</sup>

### Patterns of expertise help deliver value simply and efficiently

Patterns of expertise can automatically balance, manage and optimize the elements necessary, from the underlying hardware resources up through the middleware and software. These patterns of expertise help deliver and manage today’s modern business processes, services and applications, and enable extensibility of the platform system. They do so by encapsulating, into a repeatable and deployable form, proven best practices and expertise. This best-practice knowledge and expertise has been gained from decades of optimizing the deployment and management of data centers, software infrastructures and applications around the world, and is easily accessible through the PureSystems Centre. These patterns are not just a “blueprint” or a set of instructions to help you; the expertise is “built-in” and ready to help you achieve the following types of value:

Value delivered	From traditional Systems	To PureApplication System
Faster time to value	“Up and running” in months	Full infrastructure stack, operational in hours
Automated workload scalability	Overpurchased and overprovisioned	Built-in workload elasticity
Integrated services and software management	Requires multiple tools per component	Single point of management
Simplified acquisition and support	You receive “piecemeal” order and support of hardware and software	Full, preintegrated software and hardware
Integration into current environment	Customized, so that they can work with what you have	Easier integration using open-standards computing
Easy adaptation to address current needs	Hard-to-maintain, complex and “brittle” customer solutions	Well-managed flexibility and simpler extensibility

The IBM PureApplication System delivers significantly greater value than traditional systems.

Initiative	Use Case EXAMPLE	Value of IBM PureApplication System
 Consolidate	<b>Consolidate hundreds of applications on a single system</b>	Single system supports hundreds of virtualized application instances to <b>support up to two times higher system utilization.</b>
 Optimize	<b>Upgrade and optimize current web application</b>	With no downtime, you can manage, tune and upgrade your platform resources using a single management console. Drive <b>55 percent reduction in cost and in required management time</b> , and experience a <b>98 percent reduction in unplanned outages.*</b>
 Innovate	<b>Launch self-service applications efficiently</b>	Deploy applications up to <b>20 - 30 times faster</b> with IBM <i>patterns of expertise</i> capabilities.*
 Accelerate Cloud	<b>Deliver IT services</b>	Reduced the provisioning time for application server environment to <b>minutes from 45 days</b> using IBM <i>patterns of expertise</i> and virtualization capabilities.*

\* Based upon existing offering capabilities leveraged in the IBM PureApplication System © 2012 IBM Corporation

**Agility.** As you seek to *innovate* to bring products and services to market faster, you need fast time-to-value. Expertise built into a solution can eliminate manual steps, automate delivery and support innovation.

**Efficiency.** To reduce costs and conserve valuable resources, you must get the most out of your systems with energy efficiency, simple management and fast, automated response to problems. With built-in expertise, you can *optimize* your critical business applications and get the most out of your investments.

**Increased simplicity.** You need a less complex environment. Patterns of expertise can help you easily *consolidate* diverse servers, storage and applications onto an easier-to-manage, integrated system.

**Control.** With optimized patterns of expertise, you can accelerate *cloud* implementations to lower risk by improving security and reducing human error.

## Why IBM?

Benefits of IBM innovation and expertise are demonstrated every day in IBM data centers with services and strategic-outsourcing clients. The IBM data center in North Carolina's Research Triangle Park illustrates the kind of improvements that are possible. The 60,000 square-foot facility has more than 40,000 sensors monitoring every piece of electrically-powered equipment to improve energy efficiency and the utilization of servers and storage, and networking devices. The deployment of more than 2,000 temperature, humidity and air flow sensors makes it possible to automatically adjust cooling systems and usage of IT equipment. This approach has reduced IBM clients' capital and operating costs by as much as 50 percent.

Leaders at IBM have also been able to use the company's accumulated expertise to increase to 37 percent from 24 percent the percentage of the IT budget dedicated to transforming the business.

IBM Global financing makes success even simpler by turning "up front" costs into low monthly payments, reducing the total cost of ownership and reducing the risk of technology obsolescence.

The IBM value proposition is clear: You can consolidate workloads, simplify infrastructure and deliver services rapidly using built-in expertise with the PureApplication System.

## For more information

Help IT make the shift to the strategic center of your business. Leverage proven expertise to take the lead. To learn more about IBM PureSystems and the PureApplication System, contact your IBM representative or IBM Business Partner, or visit the following website: [ibm.com/PureSystems](http://ibm.com/PureSystems)

Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward. For more information, visit: [ibm.com/financing](http://ibm.com/financing)



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<sup>1</sup> IBM Market Intelligence Time to Value Study, National Analysts, Nov 2011.

<sup>2</sup> The Bathwick Group, The road to Smarter Computing, Gary Barnett, June 2011.

<sup>3</sup> Based on IBM client experience.

<sup>4</sup> Based on IBM client experience.

<sup>5</sup> Based on IBM client experience.

<sup>6</sup> Based on more than 50 IBM WebSphere® Virtual Enterprise value assessments.



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