IBM PureSystems

Business Partner Guidebook

Your Roadmap to Success with IBM Expert Integrated Systems

Max Facts ™

eBook

Edited by Jim Hoskins
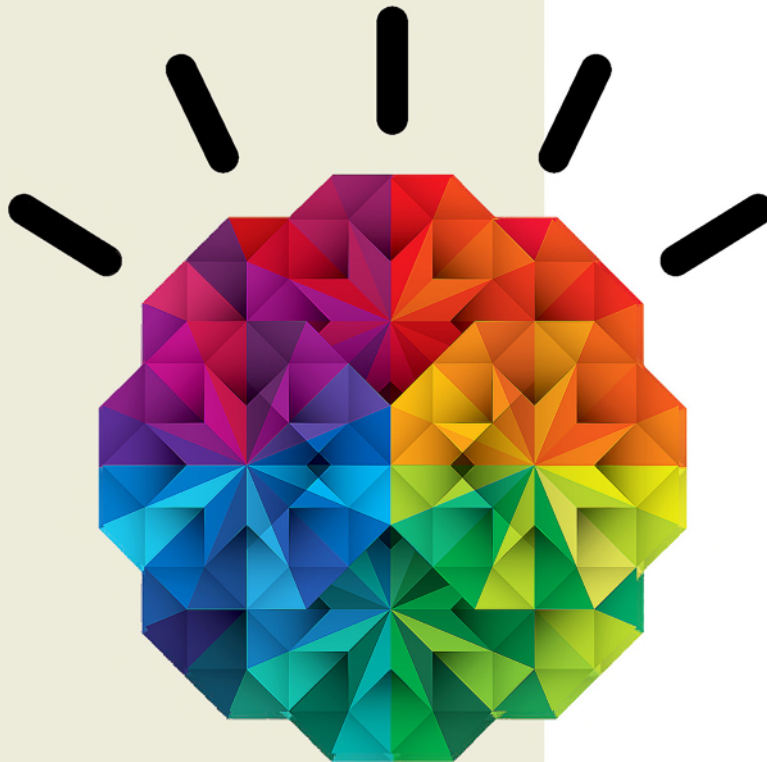
IBM PureSystems Business Partner Guidebook

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IBM PureSystems Business Partner Guidebook

Third Edition

Your Roadmap to Success with IBM Expert Integrated Systems

Edited by Jim Hoskins

(version 3.0e)

Notices

Acknowledgments

Many people gave assistance in preparation of this guidebook. Some provided information concerning their product area of expertise. Others reviewed the manuscript and provided helpful comments. To all of those who assisted…THANK YOU!!

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Introduction

About This Guidebook

This MaxFacts™ interactive guidebook brings together—all in one place—the resources you need to be successful as an IBM PureSystems Business Partner. It contains information gathered and adapted with permission from multiple IBM and non-IBM sources. Also, there are embedded links to more-detailed information and news available on the Internet, so you always have the most current information at your fingertips. We are confident you will find this a useful reference tool.

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- Click on the "Bookmark" links shown on the left side of your screen to go directly to that part of the guidebook

- Click on the "Table of Contents" section and click on the links to go directly to that part of the guidebook

- Search for keywords in the document using the Acrobat Reader "Find" function (found on the toolbar).

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1

IBM PureSystems Basics

In this chapter, we cover some basics about the IBM PureSystems family.

The Journey to Become Smarter

Today, all around us, profound changes are taking place as industry after industry embarks on the transformational journey to become smarter. While the changes by industry may vary dramatically, they generally have one thing in common: the central role that IT plays in each.

The Economics and Experience of IT Must Change

Organizations are challenged to both innovate to take advantage of new opportunities and optimize their approach to IT in the context of unprecedented rate of change. Line-of-business leaders are under increasing pressure to respond rapidly to opportunities and challenges to grow both revenue and profit, while at times seeing their own IT as being too slow to support their rapidly changing needs. Yet, CEOs recognize technology is the leading force for driving business innovations. Since our global CEO Study series began, technology—in its widest sense—has progressively risen on CEOs' radar. It

now ranks as the number one factor impacting organizations with CEOs around the world[1]—above things like people skills, market factors, macro-economic factors, regulatory concerns, globalization, etc.

In the face of all of this, CIO perspectives are expanding and the CIO's role is being elevated to focus on business value. There has been and will continue to be a focus on operational excellence of their environments to improve the bottom line and deliver high quality of service. In addition, CIOs are focusing on delivering innovations to add top-line value. How can IT help add new channels, enter new markets, and enable new business models?

- More than one-third of CEOs see their CIOs taking on a business leadership role outside of IT[2]

- By 2017, CIOs' spending directed to initiatives that grow or transform the business (as opposed to cost reduction) will grow from 30 to 50 percent.[3]

The fact is, this business world is changing dramatically and IT is directly in the middle of that change. As we've worked with clients and analysts around the world it's become clear that some fundamental shifts are occurring that directly impact IT.

First, it's clear that mobile, social, big data and analytics are redefining client engagement. Big Data is the planet's "new natural resource" and advanced analytics is the way to "mine it." Social and mobile have become the new platform for work:

- 8 zettabytes of digital content created by 2015[4]

- 90 percent of mobile users keep their device within arm's reach 100 percent of the time[5]

- Today 16 percent, and in three to five years 57 percent, of CEOs plan to use Social to connect with customers.[6]

All of this has added the element of context to the way we interact. Using context to:

- Transform the client experience

- Drive greater insight

- Adjust the decision process.

These forces have also impacted IT differently than traditional enterprise applications. The pace has changed. Speed has become critically important. Cycle times are much, much shorter and we're iterating much more rapidly. Demand is far more unpredictable—creating scaling and responsiveness needs beyond what we've seen historically. Expectations of real-time and immediate response have changed the game. When those issues are solved successfully, real value is delivered to the enterprise.

These transformations aren't happening in silos. They are converging—driving new types of interactions and an unlimited potential for opportunity and innovation—and they are integrating with existing environments.

In the face of this another shift is occurring. Cloud computing has become the new IT delivery mechanism for this converged set of transformations. An IBM GBS Institute of

Business Value (IBV) Study surveying business and technology leaders on cloud indicated that 90 percent plan to implement cloud by 2015.[7] IDC has published some research showing how pervasive cloud has become:[8]

- 77 percent of NA companies are currently using public cloud

- Enterprises expect 46 percent of their IT service delivery to be delivered via public and/or private clouds three years from now

- U.S. businesses will spend $43B on cloud-delivered IT services in 2016

- 82 percent of new commercial apps will be developed specifically for cloud in 2012

- 31 percent of companies will source greater than 50 percent of total IT spent from the Public Cloud by 2016.

And yet transforming IT to cloud services delivery also has its challenges. Beyond managing virtualization of machines and storage with the skills required to effectively manage and secure cloud environments, the challenge is doing so in a way that is open, thus providing cloud choices and in a way that integrates easily with existing environments. There's no question IT is moving to cloud delivery, the real question really is how to do it more simply—making the transition quicker and more effective.

The third shift is all about IT economics. IT is faced with another fundamental problem—the increasing time and effort spent integrating, tuning, deploying, running, and maintain-

ing today's increasingly complex IT infrastructure. Today, 68 percent of IT operating costs in 2013 will be for management and administration—this is up from 29 percent in 1996.[9]

This problem needs to be solved to have the time and resources to deliver what the business needs today and enable the cloud transformation to occur. IBM conducted research recently into IT organizations and data centers around the world. Only one in five IT organizations can actually allocate more than half their budget to innovation.[10] A key to those top performing organizations was a significantly higher use of advanced technology, machine and storage virtualization, etc.

Here's the dilemma—this problem is getting bigger. How can existing environments be further consolidated, optimized, and moved to the cloud? As we deliver new things like mobile, social, and cloud—how do we do it so that today's innovations don't become tomorrow's management nightmare? One of the ways IT is addressing this is to simplify environments through converged or integrated systems. Taking complexity out by pre-integrating technology components. IDC estimates this segment of systems has a compound annual growth rate of 54 percent.[11]

What's the impact of these three market shifts? As clients wrestle with the new demands for mobile, social, big data and analytics, and other new application needs for their industry and approach cloud as a path for delivery, and as they struggle to manage the current economics of IT, organizations around the world have consistently articulated three imperatives for their IT organization.

They need to:

- ACCELERATE new applications, big data and analytics: Organizations must quickly develop new applications, particularly mobile and social apps, to keep pace with the competition. Analyzing big data can uncover new insights, business models, and revenue opportunities, but it must be done quickly so organizations can act while findings are still relevant.

- SIMPLIFY CLOUD application platforms and infrastructure: In the transformation to deliver cloud services there are different levels of services and the platform and infrastructure levels that can be addressed.

- IMPROVE IT EFFICIENCY by simplifying the IT lifecycle: IT organizations must reduce complexity and drive greater efficiencies to ultimately speed the pace of innovation.

These are the imperatives we've set out to address.

The Time Has Come for a New Class of System

The IBM PureSystems family is a new class of systems that help address these client imperatives. They are expert integrated systems that are built for cloud, big data and analytics. They combine the flexibility of a general purpose system, the elasticity of cloud, and the simplicity of an appliance tuned to the workload. They fundamentally improve the experience and economics of IT by simplifying the entire IT project lifecycle to reduce time, cost, and risk.

MORE ON THE WEB

- IBM PureSystems info on IBM.com

What separates PureSystems from other approaches in the industry is delivery of three truly unique attributes:

- Built-in expertise—Capturing and automating what experts do: Think of PureSystems as representing the collective knowledge of thousands of deployments, established best practices, innovative thinking, IT industry leadership, and the distilled expertise of business partners and solution providers. Captured into the system in a deployable form from the base system infrastructure through the application.

- Integration by design—Deeply integrating and tuning hardware and software: All the hardware and software components are deeply integrated and tuned in the lab and packaged in the factory into a single ready-to-go system that is optimized for the workloads it will be running. All of the integration is done for you, by experts.

- Simplified experience—Making every part of the IT lifecycle easier: The entire experience is much simpler—from the moment you start designing what you need to the time you purchase—to setting up the system—to operating, maintaining, and upgrading it over time. Management of the entire system of physical and virtual resources is integrated. And all this is done in an open manner enabling participation by a broad ecosystem of partners to bring their industry optimized solutions to bear.

What's the result? Real and SIGNIFICANT value leaps across the three imperatives.

- ACCELERATE new applications, big data and analytics:

  - Deploy a 3-tier web application in under 15 minutes[12]

  - Real customer results

  - IBM Internal and IBM Business Partner Use Only

    - Application time to market has decreased by as much as 80 percent

    - Mean time to deploy new services has decreased by 50 percent.

- SIMPLIFY CLOUD application platforms and infrastructure:

  - Fully operational cloud up and running in four hours[13]

  - Real customer results:

    - Up to 80 percent faster application deployment in the cloud

    - 10–15 percent better availability in the cloud.

- IMPROVE IT EFFICIENCY by simplifying the IT lifecycle:

  - Can require as little as one-fourth the management time across the IT lifecycle[14]

  - Real customer results:

    - 57 percent lower operating expenses

    - Reduce server hardware requirements by 32 percent and data center footprint by 29 percent.

1. *IBM CEO Study 2012.*
2. *IDC, Worldwide CIO Agenda Top 10 Predictions, 2013.*
3. *Gartner Nexus of Forces Changes Everything, January 2013.*
4. *IBM Forum 2012, Smarter Commerce Prague.*
5. *IBM GBS 2011 IBV Study, "The power of cloud: driving business model innovation."*
6. *IDC, IDC Predictions 2012: Competing for 2020, Doc #231720, December 2011.*
7. *2011 IBM GBS IBV Study, "The power of cloud: driving business model innovation."*
8. *Source: IDC CloudTrack Survey, Summer 2012 n=801 and IDC CloudTrack Survey, Winter 2012 n=493.*
9. *IDC; Converged Systems: End-User Survey Results presentation; September 2012; Doc #236966.*
10. *2012 IBM Global Data Center Study.*
11. *IDC Worldwide Converged Systems 2012–2016 Forecast: Adoption Fueled by Faster Time-to-Market Demands, doc #237979, November 2012.*
12. *Based upon testing of the IBM PureApplication System W1500-192 and W1700-608 deploying a single Virtual Application Pattern consisting of 2 WAS VMs, a DB2 VM, and updating the Elastic Load Balancer (ELB). The WAS VMs were allocated 4 vCPUs, 4 GB of memory and 12 GB of disk while the DB2 VM was allocated 8 vCPUs, 6 GB of memory, and two virtual disks of 12 GB and 4 GB.*
13. *Based upon testing of the IBM PureApplication System W1500-96 and W1700-608 with time measured from powering on the system to when it is ready to support application deployments.*
14. *IBM Competitive Project Office analysis of PureApplication System versus do-it-yourself (DIY) approach. DIY used nine blades (144 cores). IBM PureApplication System used three nodes (96 cores). Each system has the capacity to run 72 workloads, where each workload can sustain a peak throughput of 1,720 page elements per second.*

IBM's PureSystems family members include:

- **IBM PureFlex System**: Combines compute, storage, networking, and virtualization capabilities under a single, unified management console into an infrastructure system that is expert at sensing and anticipating resource needs for your enterprise.

- **IBM PureApplication System**: 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.

- **IBM PureData System**: Optimized exclusively for delivering transactional and analytics data services to today's demanding applications with simplicity, speed, and lower cost.

- **IBM Flex System**: Customers build their own systems to meet their unique IT requirements with a set of no-compromise components, including compute, storage, networking, and systems management.

IBM PureFlex System

IBM PureFlex System combines advanced IBM hardware and software with patterns of expertise and integrates them into optimized configurations that are simple to acquire and deploy, so IT achieves faster time-to-value.

For a pre-configured, pre-integrated infrastructure with integrated management and cloud capabilities, factory tuned from IBM with x86 and IBM POWER compute nodes, IBM PureFlex System is the answer.

IBM PureApplication System

IBM PureApplication System pre-integrates a full application platform set of middleware and expertise with a single management console. It is a workload aware, flexible platform that is designed to be easy to deploy, customize, safeguard, and manage in a traditional or private cloud environment,

ultimately providing superior IT economics.

With the IBM PureApplication System, you can provision your own patterns of software, middleware, and virtual system resources. These patterns enable you to customize your solution to deliver expertise from a broad

ecosystem, deployable in an efficient manner, delivering faster time-to-value. You can provision patterns within a unique 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.

With IBM PureApplication System:

- IBM builds expertise into preintegrated deployment patterns, which can speed the development and delivery of new services.

- Built-in expertise capabilities can reduce the cost and time required to manage an infrastructure by automating key processes, such as application deployment.

- Built-in application optimization expertise reduces the number of unplanned outages through best practices and automation of the manual processes identified as sources of those outages.
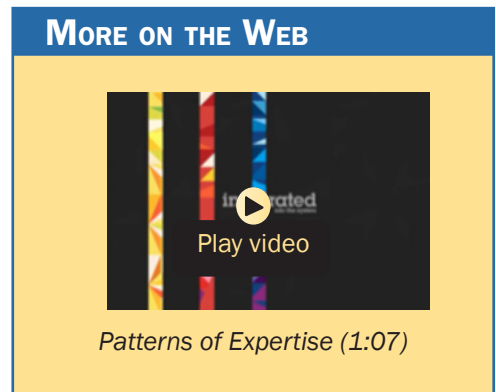
- Administrators can use built-in application elasticity to scale up or to scale down automatically.

- Data replication is used to increase availability.

Chapter 3 provides configuration details about IBM PureApplication System.

IBM PureData System

The new IBM PureData System is optimized exclusively for delivering data services to today's demanding applications. Like each of the IBM PureSystems, it offers built-in expertise, integration by design, and a simplified experience throughout its lifecycle.

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Play video
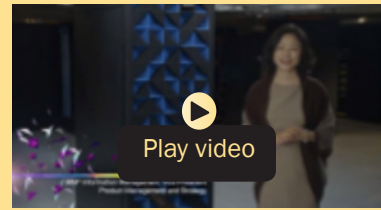
PureData System overview (5:45)

- Built-in expertise—Codified data management best practices are provided for each workload. PureData System delivers automated pattern-based deployment and management of highly reliable and scalable database services.

- Integration by design—Hardware, storage, and software capabilities are designed and optimized for specific high performance data workloads such as patented data filtering using programmable hardware (FPGAs) for ultrafast execution of analytic queries without the need for indices.

- Simplified experience—The PureData System provides single part procurement with no assembly required (ready to load

data in hours), open integration with third party software, integrated management console for the entire system, single line of support, integrated system upgrades, and maintenance.

The new PureData System comes in different models that have been designed, integrated, and optimized to deliver data services to today's demanding applications: transactions, analytics, and operational analytics.

Chapter 3 provides configuration details about IBM Pure-Data System models.

IBM Flex System: The Building Blocks

Flex System is much more than the next generation of BladeCenter; it is the best blade product available in the world. Flex System's design delivers greater integration be-tween networking, compute, and storage resources than ever before, and it is built on a platform that is designed for the next decade of technology advances.

IBM Flex System is the right fit to custom-build and tune a configuration to meet specific requirements, using the most advanced blade server on the market with maximum x86 and POWER compute and memory performance. Some clients will choose this option because PureFlex System solutions include base configurations (Express, Standard, or Enterprise) that may not fit their specific environment requirements. IBM Flex System is not referred to as an Expert Integrated System be-cause it is not configured, integrated, and tested at the factory by IBM experts using IBM expertise and experience, and unlike IBM PureFlex, IBM PureApplication System, and IBM PureData

MORE ON THE WEB

IBM PureFlex Systems overview with Jeff Howard, Vice President, Marketing (2:33)
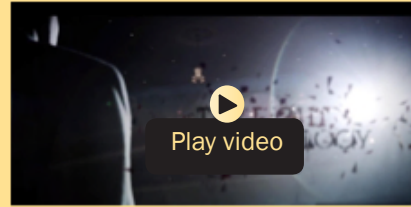
August 6 Webcast—Learn how to unlock efficiency and cost savings with IBM Flex System (0:40)

System, it doesn't contain the solution layer installed/integrated, etc., and the value that brings to a client in terms of time-to-value (across several dimensions).

With either choice, customers get extraordinary compute power, storage capability, and networking flexibility with the latest processors and a no-compromise design. Advantages include:

- More than twice the application density in the same floor space[15]

- Energy cost reductions of up to 40 percent.[16]

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15. *Based on IBM testing and documented in IBM System x Virtualization Server Consolidation sizing methodology. The IBM Flex System x240 Compute Node supports 2.7X more Peak Utilization Virtual Machines (VMs) than previous generation BladeCenter blades.*

16. *Flex System x240 Compute Node requires 40 percent less energy than earlier-generation Intel x86 processor-based servers.*

17. *http://www.clabbyanalytics.com/uploads/FlexvsBladesFinal.pdf*

According to Clabby Analytics, IBM Flex System is the best blade offering on the market.[17] But IBM Flex System is much more than just a blade offering, it's the next generation of general business systems.

IBM Flex System was designed from the ground up to address the issues described above, from servers with industry-leading memory capacity and processors, to a chassis designed to accommodate leading-edge technologies both today and the future, to switches and storage designed to simplify virtualization, to a management appliance that can manage every device, both physical and virtual, simply and centrally, from IBM and other vendors.

Chapter 3 takes a closer look at the IBM PureFlex System, and provides more detail on the IBM Flex System.

Why IBM?

For more than 100 years, IBM has been at or near the center of every major turning point in computer science. We introduced the first computer designed specifically for businesses in 1953, but we haven't remained in the forefront by clinging to the past. IBM understands that lasting economic value is not created simply by deploying a new piece of hardware or a new software program. We understand the importance of applying core principles of an architecture approach across entire IT systems. With our clients, we've been working with deeply integrated systems long enough to know that a software company can't simply acquire a hardware company, package those products together and call it integration. Expertise is required to turn a collection of software and hard-

ware components into something useful and create significant business value.

IBM designs, builds, and integrates products for nearly every element of an organization's computing portfolio, including microprocessors, servers and storage devices, operating systems, software programming tools, middleware, business intelligence applications, and industry-specific software frameworks.

Today, we're doing much more than integrating or packaging technology components. We're simplifying virtually every aspect of the client experience—from procurement to deployment to management to upgrade and support—without sacrificing flexibility or choice. We do that by building in expertise from IBM solutions and services, our Business Partners and our clients that have their own library of best practices. We bottle up decades of client engagements, data center optimizations and research, which requires not experience but a culture that builds process around and institutionalizes knowledge and expertise. And it requires structure that includes leading technology and business consulting services. This is how we change the experience and economics of IT. And this is what makes our approach very different from other approaches in the marketplace today and what will make imitating expert integrated systems a challenge.

The depth and breadth of IBM solutions, services, and expertise, as well as our ecosystem of Business Partners, positions us as a technology leader capable of delivering on the promise of expert integrated systems. We work side by side with IBM Business Partners to create distinctive client value

through our combined capabilities, experience, and offerings. IBM will continue to build out this broad, open-application ecosystem to provide our clients with a portfolio of solution providers that serve both cross-industry and industry-specific solution areas, addressing the need for choice and flexibility.

IBM's value proposition is clear: for organizations seeking to transform their IT economics, we offer advanced solutions that are simple, flexible, open, and efficient.

2

PureSystems Tools and Resources

This chapter provides you with some general information and valuable resources that will help you as you sell IBM products.

IBM PureSystems on PartnerWorld

IBM maintains a Web site called PartnerWorld, which has a great deal of information of use to all IBM Business Partners worldwide. On the site you will find the latest presentations and marketing materials (such as brochures, data sheets, and case studies) as well as competitive information, consultant reports, IBM white papers, education and events, tools, technical support, and much more.

Business Partners who invest the most in IBM receive higher-value benefits and resources. This investment is recognized through three PartnerWorld membership levels: Member, Advanced, and Premier. Qualification for these membership levels is based on the Business Partner's attainment according to a point system. Points are earned by acquiring skills, developing and selling solutions, driving IBM revenue, and achieving customer satisfaction.

In this guidebook, we have summarized and provided direct links to a great deal of Partner-World information of interest to Business Partners selling IBM Pure-Systems offerings. As such, this guidebook is your personal "guide" to the PartnerWorld Web site. Just the same, we encourage you to spend

MORE ON THE WEB

- PureSystems portal on PartnerWorld
- PureFlex info on IBM.com
- Flex System portal on PartnerWorld
- PureData portal on PartnerWorld
- PureApplication portal on PartnerWorld
- IBM PartnerWorld Web site home page
- IBM PartnerWorld news and newsletters
- PartnerWorld membership levels
- Help with your user ID and password

some time browsing the PartnerWorld site, which is constantly updated so you can get a feel for the full scope of resources available to you.

You will need your IBM-assigned user ID and password to access some areas of PartnerWorld. If you don't have your user ID and password, you can contact IBM PartnerWorld for help. (Follow the link provided in the "More on the Web" box.)

Education & Certification

As with almost any endeavor, time spent educating yourself and your team on appropriate topics such as selling techniques and PureSystems product offerings will help you succeed. In this section, we discuss options for you to obtain the PureSystems-related education you need.

Education for all IBM systems offerings can be found in PartnerWorld Systems College. PureSystems is no exception.

The education will provide product details as well as how to position and sell PureSystems to your customers.

When you open the links below, you will find a "What's New" section, which lists all of the training added within the last three months. You will also find a tab with education "Roadmaps" to help guide you through the courses. The roadmaps are organized in basic and intermediate tracks. The last tab, "Job Role Course Catalog"

> **MORE ON THE WEB**
>
> - STG Sales Education Newsletter
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> - Implementer/Systems Engineer
> - eLearning Modules

tab, provides access to all available education. You can use this area to perform keyword searches for educational material.

The PureSystems section of Systems College was established on the day of the launch. You should continue to check back periodically to see new content updates.

In addition to the content in Systems College, we offer occasional live virtual sessions as well as face-to-face events. The STG Education newsletter is a good place to stay on top of new offerings.

Know Your IBM (KYI)

Know Your IBM is a permission-based interactive marketing and selling resource designed for you, our Business Partner sellers. It provides net, customized, online education modules focusing on strategic product and solution areas. The education helps increase your understanding and awareness of the

key features and business benefits of IBM products, solutions, and offerings. Incentives offered in conjunction with Know Your IBM are designed to encour-

age you to complete the education modules and provide rewards for your sales performance. Incentives are awarded at the individual rep level, not to the firm.

Certification

In order to have authorization to sell the PureSystems family, business partners must build their skills and pass exams.

For IBM PureFlex

The IBM PureFlex Sales (test number 000–780) are available in Prometric Test Centers worldwide. These new certifications cover all currently an-nounced PureFlex products, features, and functions. To register or locate a conve-nient test center, use the

new Prometric online registration link.

Follow the "More on the Web" links for additional informa-tion on this certification including test preparation activities.

For IBM PureApplication System

The PureApplication System Sales Mastery and Technical Sales Mastery (TSM) exams are available on Prometrics today and we are encouraging Partners to get certified.

- [PureApplication System Sales Mastery (SM) exam](#)
- [PureApplication System Technical Sales Mastery (TSM) exam](#)

Test preparation links:

- [IBM PureApplication System Sales Kit—Client Presentation, Data Sheet, Demos, Education, etc. (2.5 hours)](#)
- [developerWorks PureSystems—Features (2.0 hours)](#)
- [PureApplication Systems—Video Series (2.5 hours)](#)
- [developerWorks PureSystems—Preparing for PAS (2.0 hours)](#)
- [IBM PureApplication System Technical Sales Master Study Guide available on Sales Kit—(6.0 hours)](#)

Sales Configurator Tools for Building Solutions

The IBM Configurator for e-business (e-config) has been enhanced to help you configure, price, and place an order for the PureFlex System.

Should you require Build to Order (BTO) Flex System products, they may be configured using the Standalone Solutions Configuration Tool (SSCT), the

- [Sales tools](#)

Configurators

- [SSCT](#)
- [x-config](#)
- [IBM Hardware Configurator](#)
- [e-config](#)

IBM System x & Cluster Solution Configurator (x-config), the IBM Configurator for e-business (e-config), or the IBM Hardware Configurator.

Ordering

All PureFlex System offerings will be ordered in Partner/Commerce/Server or via your local ordering system.

Should you require Build to Order (BTO) Flex System products, they will be ordered in Partner Commerce, EDI, or via your local ordering system.

Sales Support

Sales support is available from your distributor, your business partner sales representative, and the IBM PureSystems Tiger Teams. Follow the link in the More on the Web box to find out who to contact.

Also, IBM has created a variety of sales enablement assets to help you along the sales cycle—for a complete directory, go to our asset library link.

Especially helpful when starting to consult with clients on their IT challenges, is to understand how the PureSystems family is positioned within the IBM family of offerings, as well as against competition in the marketplace. For a better understanding of this positioning, you may check out the "positioning" link.

> **MORE ON THE WEB**
>
> - Key Contact listing on PartnerWorld
> - Asset library
> - Positioning

IBM PureFlex System Sales Kit

The IBM PureFlex Sales Kit consolidates all of the relevant assets and deliverables related to the PureFlex offerings into

one easy to search document on PartnerWorld. In the sales kit you will find product brochures, white papers, videos,

proposal inserts and solution briefs, and more, as well as links to other relevant assets to help

MORE ON THE WEB

- IBM PureFlex System Sales Kit on PartnerWorld
- IBM Flex System Sales Kit

you in your sales efforts. The IBM Flex System Sales Kit is the repository to help IBM sellers sell the compute node, chassis, networking, storage, and management nodes. All content is kept up-to-date in this repository for access by IBM sellers.

IBM PureFlex Sales Scenario Tactics

Identify opportunities, generate leads, and win business with "quick start" sales tactics. Leverage high-impact sales assets

for specific sales scenarios and deliver compelling value proposition to your clients. Convert your "Opportunities" to "Wins."

MORE ON THE WEB

- PureFlex Sales Scenario Tactics
- x86 to Flex Tactic
- Pure Power Tactic
- Managed Service Providers (MSPs) Tactic
- Large Deal Injection Tactic

Identify target clients and prospects in your local region, and pursue opportunities with a focused set of sales tactics and assets.

IBM PureFlex System Sales Plays

The IBM PureFlex System Sales Plays map to our four customer initiatives: Consolidate, Optimize, Innovate, and Accel-

erate Cloud. These initiatives are the "entry points" to client engagements for PureFlex System. Each play describes the different target audiences within a client, their pain points associated with the initiative, and the unique features and benefits of PureFlex System that address those concerns. The plays also contain links to assets which support your sales efforts under each initiative.

Below you will find some examples of PureFlex sales plays.

Consolidate on IBM PureFlex System

This sales play is intended for clients that have an IT environment with multiple platforms and management systems experiencing complexity and low resource utilization. The "Consolidate" aspect of the IBM PureFlex System offers the client the ability to

> **MORE ON THE WEB**
>
> • Sales Play: Consolidate on IBM PureFlex System

reduce the number of assets within the IT center while increasing utilization, enabling new workload growth, increasing overall performance, and significantly reducing operational and management costs by leveraging a centralized management over all compute, network, and storage resources.

Optimize with IBM PureFlex System

Help your clients move from underutilized, overprovisioned IT to an efficient, cost effective platform managed by industry-leading cloud software. This play is intended for sellers whose clients' critical workloads and applications are consuming major portions of their IT budgets just to maintain, keep up with

capacity demands, and deliver on their SLAs. The play also addresses clients

whose key database and application server elements of the workloads may be underperforming or scaling inadequately to meet peak workload demands.

Key value association with this sales play: Optimize your existing high value workloads through improved virtualization and centralized management.

Innovate on IBM PureFlex System

This sales play is intended to focus sellers on the innovation and benefits of the IBM PureFlex System. The PureFlex System delivers a new level of agility, efficiency, and control to customers when implementing and managing applications. New services are deployed faster by streamlining the install, load, and configure processes on these expert integrated systems with servers, storage, and network resources all managed together. The

integrated systems management and security features enable simplified management and control of the IT infrastructure while reducing costs. Pooled systems resources improve workload performance and help clients address changes to rapidly changing business demands. In essence, we can help clients rapidly deliver new and innovative applications, processes, and services. Innovation enables business to gain

competitive advantage by incorporating the latest expertise and thinking into IT services, facilitating new ideas and the organizational and process changes necessary to implement them, and quickly deploying new services to address dynamic customer and marketplace demands. New application deployment is simplified with the PureFlex System. IBM and its business partners have worked together to package industry-leading applications, making them quick and simple to load, install, and configure.

Accelerate Cloud with IBM PureFlex System

Help your clients move from underutilized, over-provisioned IT to an efficient, cost-effective platform managed by industry-leading cloud software. This play is designed to help

> **MORE ON THE WEB**
>
> • Sales Play: Accelerate Cloud with IBM PureFlex System

sellers understand these new products and how PureFlex Systems can deliver superior customer value through the cloud. Learn how IBM PureFlex Systems provide an ideal platform upon which clients can build flexible, secure cloud solutions to deliver infrastructure services (IaaS). PureFlex Systems features include IBM SmartCloud Entry and enhanced security levels pre-set to enable rapid cloud deployments and reduce management costs. Take advantage of the quick paths to education materials, demos, and presentations within this play to become an expert in Expert Integrated Systems and the PureFlex System family.

Key value association: Implement Cloud Workload Virtualization, and Centralized Management.

PureFlex Technology Access Initiative

The Technology Access Initiative has been designed to give IBM Authorized Business Partners access to IBM PureFlex technology through demo units, loaners, proof-of-concept loans, and other capabilities. The intent of this

> **MORE ON THE WEB**
>
> • Business Partner "Request Form"

global program is to engage and enable authorized IBM Business Partners to invest in IBM PureFlex Systems technology for the purposes of demonstration, evaluation, and business development activities.

PureFlex Demo Program

Under this program, IBM Authorized Business Partners can purchase or lease a demo unit for internal demonstration, development, and evaluation activities. Specific terms and conditions will apply. Lease offerings are provided by IBM Global Financing.

To order a PureFlex System demo unit, business partners must contact their local/regional authorized distributor, or local IBM Business Partner Channel Sales representative.

PureFlex Loaner Program

Under this program, IBM Authorized Business Partners can be loaned a PureFlex System, standard configuration, for up to a 30-day period. Approved usage for such loans are designed

to enable, educate, and drive demand generation activities. Specific terms and conditions will apply.

To request a PureFlex Systems Loaner Unit, business partners must submit a "Request Form" and may also contact their local IBM Business Partner Channel Sales representative.

PureFlex Proof-of-Concept (PoC) Program

Under this program, IBM Authorized Business Partners can help secure a PoC for their customers. PoC duration will be for a period not exceeding 30 days to test and evaluate a well-defined customer solution. Specific terms and conditions will apply.

To request a PureFlex System Proof-of-Concept (PoC) Unit, business partners must submit a "Request Form" and may also contact their local IBM Business Partner Channel Sales representative.

In addition, as part of Technology Access, a number of additional capabilities are available for IBM Authorized Business Partners.

PureFlex Try & Buy Trial

IBM Authorized Business Partners can help secure a PureFlex Try & Buy Trial for their customer for a specified period of time, with predetermined test criteria agreed to by the cus-

tomer, and with the intention of selling the asset to the customer at the end of the trial period.

   To request a Try & Buy trial unit, business partners must submit a "Request Form" and may also contact their local IBM Business Partner Channel Sales representative.

IBM Client Center Services

Client Center Services are designed to provide access to globally shared, large scale, physical and virtual infrastructure and technical

expertise through IBM Executive Briefings Centers, Design Centers, and Benchmark Centers.

- Executive Briefing Centers deliver comprehensive technology briefings, remote and live product demonstrations, and solution workshops.

- Design Centers architect and integrate emerging, end-to-end solutions and create high value assets that leverage leading-edge technologies.

- Benchmark Centers provide clients with benchmark, proof-of-concept, scaling, and performance services and assistance in executing ISV application benchmarks.

   To request IBM Client Center Services, business partners must submit a "Request Form" and may also contact their local IBM Business Partner Channel Sales representative.

Availability and approval of requests will be at IBM's Business Partner Organization's Sales discretion. If you have questions, please contact your Local Channel Sales Representative or forward your questions to PureSystems TechAccess.

Sources for Competitive Marketing Information

The "Comp" section of PartnerWorld is a worldwide portal for information that will help you win in competitive marketing situations. It includes a searchable set of reports, presentations, and quick reference cards about the marketplace, competitors, and competitive products. You will find materials developed by IBM as well as outside sources such as Gartner, IDC, DH Brown, and IDEAS International.

> **MORE ON THE WEB**
> - IBM "Comp" Web site

IBM also publishes the Competitive Sales Guide for eligible business partners, which provides much useful information.

Web Content Syndication

IBM PureSystems digital marketing content is now available for syndication on your Web site. Web Content Syndication combines the power of content syndication, automatically sending and updating content, with built-in lead response tracking capabilities. It keeps prospects on your Web site and leads go directly to you. Currently syndicating Business Partners can simply go to their partner console and select the PureSystems Showcase. IBM Business Partners who want to start using Web Content Syndication should register on PartnerWorld. This is

a free benefit for all PartnerWorld members. Be the first to start syndicating content for the new PureSystems offerings!

Social Media Resources for IBM Business Partners

Social media is quickly growing in importance for businesses of all sizes. Whether you are already involved in social media or just getting interested, the "More on the Web" box provides some links that will be of interest to you.

IBM Global Financing

With IBM Global Financing at your side, you can lead your clients into the world of smarter computing while helping grow your business to become more profitable. In fact, IBM Market Intelligence data demonstrated that the odds of winning deals greater than $100,000 increased by 36 percent when Business Partners include IBM Global Financing in the sale *(source: IBM Market Intelligence Data Analytics "Win More" study of Seibel opportunities)*.

Simply put, recommending IBM Global Financing to finance IBM PureSystems is a win-win situation for both you and your clients.

Client Benefits

When clients combine a Fair Market Value lease with a 90-day payment deferral, they can:

MORE ON THE WEB

- IBMPureSystems Twitter @IBMPureSystems
- Tweekchat Twitter host @IBMPureSystems, Chat hashtag: #ExpertSysChat
- TwebEvent Page
- PureSystems Blog
- PureSystems YouTube channel
- PureSystems Social Media Aggregator
- SlideShare
- PureSystems Flickr
- Communities for Business Partners
- Twitter search results for IBM PureSystems
- Search Twitter for mentions of your business or competitors
- Google blog search results for IBM PureSystems
- Search blog for mentions of your business or competitors
- LinkedIn social network (has an IBM Business Partner Group)
- Use Twitter to Grow Your Business (IBM Software Business Partner Blog)

- Lower their total cost of ownership by as much as 16 percent. *(Represents Net Present Value savings over a 36-month period for an IT infrastructure Fair Market Value lease, "best credit" customer. Current IBM Global Financing monthly rates for IBM hardware used to calculate present value savings. Savings can vary according to hardware platform)*.

- Conserve cash to use for other strategic needs and investments.

- Maximize cash flow and accelerate time-to-value with payment terms that align PureSystems costs with anticipated benefits.

- Add capacity or upgrade, often at little or no increase in monthly payments.

- Reduce the risk of technological obsolescence.

- Dispose of unneeded technology without hassle or risk.

   Note: *90-day deferral for PureSystems financing subject to client credit approval. Interest accrues during deferral period. Restrictions may apply. Contact IBM Global Financing for more details.*

Business Partner Benefits

By providing your clients the benefits of financing through IBM Global Financing, you'll be able to:

- Open up opportunities for larger deals since your clients will have more purchasing power.

- Maintain account control—Clients that finance tend to become repeat customers.

- Eliminate credit risk—IBM Global Financing will handle all credit approvals and assume the risk of collection.

- Reduce pressure to discount as clients can obtain solutions through affordable monthly payments.

- Reduce your Days Sales Outstanding (DSO)—IBM Global Financing will pay you in an average of five days vs. 60–90

days in which your clients pay you. This puts more operating cash into your business.

- Earn commission fees when clients finance eligible transactions.

IBM Global Financing can help finance consulting and migration services for your clients—from IBM as well as Business Partners.

IBM Global Financing offerings are provided through IBM Credit LLC in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government clients. Rates and availability are based on a client's credit rating, financing terms, offering type, equipment and product type and options, and may vary by country. Non-hardware items must be one-time, non-recurring charges and are financed by means of loans. Other restrictions may apply. Rates and offerings are subject to change, extension, or withdrawal without notice and may not be available in all countries.

IBM Global Services

IBM Global Technology Services (GTS) subject matter experts served as a key source of the expertise and intelligence infused into PureSystems. And now they're ready to help you enable your clients to take advantage of this technology and accelerate the value of their PureSystems investment.

IBM GTS has decades of IT services experience gained as one of the world's largest systems integrators and managers of IT infrastructure. As a result, we can help you deliver complete end-to-end PureSystems solutions to your clients—across design & architecture, complex migrations, technical support, resiliency, and cloud.

Attaching IBM Global Technology Services to your IBM solution sales gives you a way to enhance your productivity, accelerate sales, and increase deal size today while creating ongoing revenue opportunities for the future—creating offerings that are more attractive to your clients than ever before.

Technical Support Services for IBM PureFlex Systems

IBM Technical Support Services offers world-class remote and on-site technical support to maximize the agility, efficiency, simplicity, and control offered by PureSystems. In addition to the Next Business Day warranty service that is included with the PureFlex and Flex Systems, our three Global Centers of Competence are set up to provide integrated support for the IBM Flexible System Manager.

Each IBM PureFlex System configuration contains pre-defined Technical Support Services that need to be included in every solution sale. Additional Technical Support Service op-

tions are also available for both IBM Flex and PureFlex Systems. These services include:

- Warranty service upgrades (WSU)

- Software maintenance (SWMA)

- Software support (Support Line)

- Enhanced technical support (ETS)

- Hard Drive Retention Services.

Integrated Technology Services for IBM PureSystems

IBM has deep IT services skills in providing cloud services, infrastructure assessment, design and architecture services, resiliency, networking and implementation services. We can partner with you on PureSystems to help your clients in these key areas:

- **Confidently add PureSystems to your enterprise IT landscape**—IBM strategy and design services can help clients adopt PureSystems to optimize their infrastructure by creating a strategy, business case, and architecture that lets them minimize risk and maximize ROI.

MORE ON THE WEB

- PureSystem Global Technology Services info on PartnerWorld
- Flex System Technical Support Services info on PartnerWorld
- Webinar on PureSystems Global Technology Services (audio and slides)

- **Prioritize workload transition to PureSystems**—IBM research-based workload analysis services can help clients map the right workload to the right platform, prioritize workload transition to PureSystems, and integrate these systems into existing service management processes.

- **Ready your data center facility for PureSystems**—IBM facilities assessment and design services can help quickly deploy high density PureSystems technology while optimizing cooling efficiencies and reducing related power consumption to help increase system uptime by potentially reducing outages caused by high heat conditions.

- **Fast-track PureSystems implementation and minimize risk**—IBM implementation services can help clients customize PureSystems to their IT environment, accelerating the time to value by helping clients understand how to leverage its new functionality.

- **Prepare your networks for PureSystems**—IBM network strategy and optimization services can combine business plans for PureSystems with an assessment of clients' current network to identify, design, and deploy any necessary network specific actions.

- **Enhance PureSystems resiliency**—IBM automated cloud-based recovery services for PureSystems can help reduce recovery time and improve the reliability of clients' recovery infrastructure through a fully managed recovery solution and security-rich managed protection of critical data.

- **Enhance cloud delivery**—PureSystems and IBM Smart-Cloud Services allow clients to develop and implement their own flexible and secure hybrid cloud strategy across private, public, and hybrid deployments to optimize performance.

Business Partner Technical Support for PureFlex

The path for support starts with Techline, then CTSS/FTSS/CTS, then Tiger Team, and then ATS/Centers. Business Partner opportunities are treated like direct opportunities from a technical pre-sales support point of view.

Techline

Skilled specialists provide voice and email support for product information and positioning, solution design, configuration validation, pricing and performance, education, solution assurance, competitive solutions, and more.

> **MORE ON THE WEB**
> - Contact Techline

Ask PureFlex

You can get assistance by emailing askPureFlex@us.ibm.com.

CTS

CTS is Channel Technical Sales. If the business partners are not aware of their CTS, they can engage them through their CRP or iCRBP. CTS Customer Technical Support will be engaged if the end user is assigned that resource. 888-771-7705.

Solution Assurance

Pre-sale Technical and Delivery Assessments (TDAs) are required for all PureFlex Foundation opportunities. Make sure you are familiar with the Solution Assurance Process and that you check the Solution Assurance

MORE ON THE WEB
• Learn more about Solution Assurance

Trigger Criteria and Designated Product List for the most current requirements for PureSystems.

- The PureSystems family is listed on the Trigger Criteria and Designated Product List under the Cross-brand category.

- The PureFlex Pre-sale TDA checklist is posted in the Solution Assurance Library in PartnerWorld. The checklist contains pre-sale and pre-install questions. If your opportunity is for a Proof-of-Concept (PoC), then use the streamlined set of questions highlighted in yellow and marked with (PoC).

- For more information on the Solution Assurance Process, consult your Distributor or visit the links provided in the "More on the Web" box.

Tools

Figure S.1 provides a listing of tools to help you consult with customers about IBM PureSystems solutions.

Publications/Communications

See the "More on the Web" box for information sources related to IBM PureSystems.

Tool	Description	Where to find it
Alinean IBM PureFlex System TCO Analysis	This analysis tool compares the total cost of ownership for the IBM PureFlex Solution versus a traditional dedicated or virtualized IT infrastructure by collecting information about the current computing needs and then projecting the TCO for the two alternatives.	IBM PureFlex System TCO Analysis Tool: https://roiana-lyst.alinean.com/ibm_stg/AutoLogin.do?d=952527645846041243
ATS SCON Monitor Tool	Comprehensive server consolidation data collection and reporting; a free tool in the form of a service offering that provides customers with a report detailing the workload and utilization of their production systems.	External: http://www-03.ibm.com/support/techdocs/atsmastr.nsf/WebIndex/PRS4663
IBM Systems Workload Estimator	Web-based sizing tool for IBM Power System, System x, IBM PureFlex System, IBM Flex System, and System z. It can be used to size new systems, upgrades/migrations from existing systems, and consolidations.	Main Page: http://www.ibm.com/systems/support/tools/estimator
Power Configurator	Tool used to calculate energy savings	External: http://www-03.ibm.com/systems/bladecenter/resources/powerconfig.html
IBM Sizing Guides	IBM Sizing Guides provide point-and-click access to software solution specific hardware requirements to meet customer immediate and growth requirements on IBM systems	External: http://www-304.ibm.com/partnerworld/wps/sizing/index.jsp
Visio stencil collection	IBM's Visio stencil collection has been updated to include Flex	External: http://www.visio-cafe.com/ibm.htm
Data Collection/Analytics		
Insight for SAP V5	Free service offering that provides customers with a report detailing the workload and utilization of their production SAP system.	http://www.ibm.com/erp/sap/insight
Insight for Oracle Database V2	Free service offering that provides customers with a report detailing the workload and utilization of their Oracle database servers.	http://www.ibm.com/erp/oracle/insight
Sizing, Competitive Consolidation		
Disk Magic	Enables you to estimate IBM disk subsystem performance. The tool models IBM disk controllers in z Series, i Series, and Open environments. The IBM disk controllers supported are DS8000, DS6000, DS5000, DS4000, SVC, V7000, and SAN attached N Series.	Partners

Figure S.1. IBM PureSystems tools at a glance (and links). *(continued on next page)*

Power (Energy) & Cooling

IBM Systems Energy Estimator	Web-based tool for estimating power requirements for IBM Power Systems™. You can use this tool to estimate typical power requirements (watts) for a specific system configuration under normal operating conditions.	IBMers and Partners

Figure S.1.   IBM PureSystems tools at a glance (and links). *(continued from previous page)*

MORE ON THE WEB

- IBM Flex System Information Center
- IBM Flex System Interoperability Guide

Redbooks

- IBM PureSystems introduction Redbook Webdoc
- Additional PureSystem Redbooks

3

PureSystems Quick Reference

In this chapter, we will explore the specific offerings in the IBM PureSystems family.

PureFlex System

IBM PureFlex System combines advanced IBM hardware and software along with patterns of expertise and integrates them into three optimized configurations that are simple to acquire and deploy so you get fast time-to-value for your solution.

MORE ON THE WEB
• IBM PureFlex System info on IBM.com

The three PureFlex System configurations are:

- **IBM PureFlex System Express**: Designed for small and medium businesses—the most affordable entry point for PureFlex System.

- **IBM PureFlex System Standard**: Optimized for application servers with supporting storage and networking, and designed to support your key ISV solutions.

- **IBM PureFlex System Enterprise**: Optimized for scalable cloud deployments with built-in redundancy for highly reliable

and resilient operation to support your critical applications and cloud services.

Let's take a quick look at each.

PureFlex Express

The IBM PureFlex System Express (Figure F.1) combines advanced IBM hardware and software along with patterns of expertise and integrates them into an optimized configuration that is simple to acquire and deploy so you get fast time-to-value for your solution.

The PureFlex System Express configuration is designed for small and medium businesses and is the most affordable PureFlex System entry point.

Here are some quick PureFlex Express facts:

- Integration by design: deeply integrated compute, storage, and networking resources so you can deploy in hours instead of days

- Built-in expertise: automated management and deployment expertise for physical and virtual resources so your experts can focus on innovation

- Simplified experience: optimized configurations to accelerate purchase, deployment, and time-to-value for your solution.

PureFlex Standard

The IBM PureFlex System Standard (Figure F.2) combines advanced IBM hardware and software along with patterns of expertise and integrates them into an optimized configuration

Specifications

IBM Flex System Compute Nodes	Broad selection of POWER-processor and Intel-processor compute nodes
IBM PureFlex System 42U Rack	Yes
IBM Flex System Enterprise Chassis	Yes
Integrated 10 Gb Networking Switch	1
Integrated 8 Gb or 16 Gb Fibre Channel Switch	1
IBM Flex System Manager	Yes, with 1-year service and support
Power supplies (std/max)	2/6
80 mm fans (std/max)	4/8
Chassis Management Modules	2
Integrated IBM Flex System V7000 Storage Node	Yes (redundant controller) Node
IBM Flex System V7000 Storage Node Software	Base with 1-year software maintenance agreement
IBM PureFlex System Services	9x5 hardware warranty with one microcode analysis services annually

- PureFlex System Express details on PartnerWorld
- PureFlex System Express info on IBM.com
- PureFlex System Express competitive info on COMP
- PureFlex System build-to-order configurations
- PureFlex HW/SW compatibility
- PureFlex System Express blog search
- PureFlex System Express Twitter search

Figure F.1. IBM PureFlex System Express at a glance (and links to more detail).

Specifications

IBM Flex System Compute Nodes	Broad selection of POWER-processor and Intel-processor compute nodes
IBM PureFlex System 42U Rack	Yes
IBM PureFlex System Enterprise Chassis	Yes
Integrated 10 Gb Networking Switch	1
Integrated 8 or 16 Gb Fibre Channel Switch	2
IBM Flex System Manager	Yes, including Advanced Option with 3-year service and support
Power supplies (std/max)	4/6
80 mm fans (std/max)	6/8
Chassis Management Modules	2
Integrated IBM Flex System V7000 Storage Node	Yes (redundant controller)
IBM Flex System V7000 Storage Node Software	Base with 3-year software maintenance agreement
IBM PureFlex System Services	24x7 technical support with one microcode analysis annually, and 9x5 account advocate services

- PureFlex System Standard details on PartnerWorld
- PureFlex System Standard info on IBM.com
- PureFlex System Standard competitive info on COMP
- PureFlex System build-to-order configurations
- PureFlex HW/SW compatibility
- PureFlex System Standard blog search
- PureFlex System Standard Twitter search

Figure F.2. IBM PureFlex System Standard at a glance (and links to more detail).

that is simple to acquire and deploy so you get fast time-to-value for your solution.

The PureFlex System Standard configuration is optimized for application servers with supporting storage and networking and is designed to support your key ISV solutions.

Here are some quick PureFlex Standard facts:

- Integration by design: deeply integrated compute, storage, and networking resources so you can deploy in hours instead of days

- Built-in expertise: automated management and deployment expertise for physical and virtual resources so your experts can focus on innovation

- Simplified experience: optimized configurations to accelerate purchase, deployment, and time-to-value for your solution.

PureFlex Enterprise

The IBM PureFlex System Enterprise (<u>Figure F.3</u>) combines advanced IBM hardware and software along with patterns of expertise and integrates them into an optimized configuration that is simple to acquire and deploy so you get fast time to value for your solution.

The Enterprise configuration is optimized for scalable cloud deployments and has built-in redundancy for highly reliable and resilient operation to support your critical applications and cloud services.

Specifications

IBM Flex System Compute Nodes	Broad selection of POWER-processor and Intel-processor compute nodes
IBM PureFlex System 42U Rack	Yes
IBM PureFlex System Enterprise Chassis	Yes
Integrated 10 Gb Networking Switch	2 with choice of FOD upgrades for more ports and higher performance
Integrated 8 or 16 Gb Fibre Channel Switch	2
IBM Flex System Manager	Yes, including Advanced Option with 3-year service and support
Power supplies (std/max)	6/6
80 mm fans (std/max)	8/8
Chassis Management Modules	2
Integrated IBM Flex System V7000 Storage Node	Yes (redundant controller)
IBM Flex System V7000 Storage Node Software	Base with 3-year software maintenance agreement
IBM PureFlex System Services	24x7 technical support with one microcode analysis annually, and 9x5 account advocate services

- PureFlex System Enterprise details on PartnerWorld
- PureFlex System Enterprise info on IBM.com
- PureFlex System Enterprise competitive info on COMP
- PureFlex System build-to-order configurations
- PureFlex HW/SW compatibility
- PureFlex System Enterprise blog search
- PureFlex System Enterprise Twitter search

Figure F.3.   IBM PureFlex System Enterprise at a glance (and links to more detail).

Here are some quick PureFlex Enterprise facts:

- Integration by design: deeply integrated compute, storage, and networking resources so you can deploy in hours instead of days

- Built-in expertise: automated management and deployment expertise for physical and virtual resources so your experts can focus on innovation

- Simplified experience: optimized configurations to accelerate purchase, deployment, and time to value for your solution.

PureApplication System

As mentioned in Chapter 1, IBM PureApplication System is a platform system that pre-integrates middleware and expertise atop the IBM Flex System.

At a high level there are two kinds of expertise in the IBM PureApplication System:

1. Embedded expertise, as the system contains a balanced amount of compute, storage, and network for workloads it is designed for.

2. Application and platform patterns for a particular type of application or workload, i.e., the PureApplication System has a "web app" pattern that allows client applications to utilize the pattern for rapid deployment, automated scaling, or improved operations and management of web applications.

"Patterns of expertise" are an industry unique way of capturing and automating the many steps of deploying and managing an application. It represents a breakthrough in the speed in which new applications can be deployed and goes far beyond the way the industry thinks about things like virtual appliances today. The value of patterns begins with deployment but extends to provide a much broader, end-to-end means to simplify and eliminate work across the IT lifecycle. This spans deployment, monitoring, management, and maintenance.

IBM is delivering patterns for its key software capabilities covering social, mobile, analytics, data management, business process management, application infrastructure, asset and facilities management, and more—representing the collective wisdom gained from decades of client engagements, recorded best practices, research and development, data center optimizations, and IBMer efforts globally.

For example, The IBM Web Application Deployment Pattern codifies best practices for dynamic scalability, high-availability, high-security, and other deployment configurations, replacing our clients' high-value personnel's time and expertise with captured and automated best practices, codified as patterns of expertise.

And we are providing IBM Business Partners and clients the tools they need to develop and customize patterns for their use, allowing them to reap the benefit of this new approach. Over 440 solutions from over 300 leading ISV partners across a broad set of industries have been optimized and made available in the PureSystems Centre—a catalog and solution

showcase that simplifies deployment of partner and IBM applications. PureSystems Centre is the central location through which clients can access IBM and partner solutions—both for initial installation and for maintenance and upgrades.

PureApplication management is integrated across the entire solution stack of hardware and software. This integrated approach provides a single point of management with roles-based security and tasks, real-time system monitoring, and application centric infrastructure and middleware provisioning.

IBM PureApplication System is available in various configurations which enable you to choose the size and compute power that meets your application environment needs. You can upgrade to the next size when your organization requires more capacity, and in most cases, you can do so without taking an application downtime. Configurations are based on processor type, with x86 and Power processors providing two strong options in that

> **MORE ON THE WEB**
>
> - IBM PureSystems Centre

regard. Additionally, within each processor family, you can choose your system based on the processor core counts that are pre-integrated into the PureApplication System (from 32 and 64 cores in our "mini" rack, and 96 up to 608 cores in our large rack). Additional core configurations are available for upgrade purposes.

Leverage extensibility from a broad, open ecosystem of partners ready and able to provide industry expertise and solutions to clients. Take advantage of PureSystems Centre, a PureSystems catalog and solution showcase that simplifies deployment of partner applications, to deliver value even faster.

There you can:

- 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.

PureApplication System is built for cloud and has a complete set of private cloud platform-as-a-service (PaaS) capabilities. Not only does PureApplication provide cloud infrastructure as a service via foundational capabilities, but it's the first fully integrated PaaS box in the industry. Following is a summary list of the key characteristics of a cloud environment, all of which are built into the PureApplication System:

- Dynamic resource scalability

- Highly standardized infrastructure

- Multi-tenancy

- Virtualization

- Automated provisioning of IT resources

- Catalog of services

- User-based self-service

- Service level management

- Usage-based reporting.

PureData System

As described in Chapter 1, the new IBM PureData System is optimized exclusively for delivering data services to today's demanding applications. Like each of the IBM PureSystems, it offers built-in expertise, integration by design, and a simplified experience throughout its lifecycle.

> **MORE ON THE WEB**
> - PureData System info on IBM.com

The new PureData System comes in different models that have been designed, integrated, and optimized to deliver data services to today's demanding applications with simplicity, speed, and lower cost.

PureData System for Transactions

IBM PureData System for Transactions—part of the IBM Pure-Systems family—is a highly reliable and scalable database platform designed to help reduce complexity, accelerate time-to-value, and lower ongoing data management costs. The system enables IT departments to easily deploy, optimize, and manage trans-actional database workloads. This expert integrated

> **MORE ON THE WEB**
> - PureData System for Transactions info on IBM.com

system sets a new standard in workload-optimized systems, delivering value with:

- Built-in database management expertise that enables the system to do many of the ongoing administration tasks automatically, freeing up database staff from routine work

- Integration by design that results in factory-optimized systems designed for high reliability and scalability out of the box, streamlining system integration efforts

- A simplified experience from design to purchase to maintenance, which helps reduce total cost of operations.

The PureData System for Transactions represents the future of data services delivery and management. It combines the simplicity of a workload-optimized appliance with the flexibility of tailor-made systems, providing both fast time-to-value and customization to meet specific business needs.

PureData System for Analytics N1001

IBM PureData System for Analytics is a high-performance, scalable, massively parallel system that enables clients to perform analytics on enormous data volumes. Big data volumes are made simpler, faster, and more accessible. This system, powered by Netezza technology, is designed specifically for running complex analytics on very large data volumes, orders of magnitude faster than competing solutions. The PureData System for Analytics delivers the proven performance, scalability, intelligence, and simplicity your business needs. It is a low cost option requiring minimal ongoing administration or tuning for a low total cost of ownership (TCO).

> **MORE ON THE WEB**
>
> - PureData System for Analytics info on IBM.com

The IBM approach to data analysis is patented and proven. Minimize data movement, while processing it at phys-

ics speed. Do this in parallel, on a massive scale, inside an easy-to-use data warehouse appliance—extremely fast and at a low cost. And run business intelligence (BI) and advanced analytics that were previously impossible or impractical.

Here are some quick PureData System for Analytics N1001 facts:

- Easy to deploy and manage; dramatically simplifies your data warehouse and analytic infrastructure

- Arrives ready to go with expert integration

- Powerful platform for unifying business intelligence and advanced analytics

- Support for thousands of users and complex analytic work-loads

- Simplified analytic development with default parallelized analytics and modules; no need for parallel programming

- Powered by Netezza technology.

PureData System for Analytics N2001

IBM PureData System for Analytics is a high-performance, scalable, massively parallel system that enables clients to gain insight from their data and perform analytics on enor-mous data volumes. Analyzing big data volumes are made simpler, faster, and more accessible. This system, powered by Netezza technology, is designed specifically for running com-plex analytics on very large data volumes, orders of magni-tude faster than traditional custom systems.

The PureData System for Analytics delivers the proven performance, scalability, intelligence, and simplicity your business needs. It is a low cost option; requiring minimal ongoing administration or tuning for a low total cost of ownership (TCO).

The IBM approach to data analysis is patented and proven. Minimize data movement, while processing the data at physics speed. Do this in parallel, on a massive scale, inside an easy-to-use data

> **MORE ON THE WEB**
>
> • PureData System for Analytics info on IBM.com

warehouse appliance extremely fast and at a low cost. And run business intelligence (BI) and advanced analytics that were previously impossible or impractical.

Here are some quick PureData System for Analytics N2001 facts:

- New hardware design delivering 3x faster analytics performance

- 128 gigabyte per second effective scan rate per rack helps tackle big data faster

- Fifty percent greater data capacity per rack with no increase in power or cooling

- Appliance simplicity. Easy to deploy and manage; dramatically simplifies your data warehouse and analytic infrastructure

- Arrives ready to go with expert integration

- Powerful platform supporting thousands of users, unifying business intelligence and advanced analytics

- Powered by IBM Netezza technology.

PureData System for Operational Analytics

The IBM PureData System for Operational Analytics—a member of the IBM PureSystems family—helps organizations meet these complex requirements with an expert integrated data system that is designed and optimized specifically for the demands of an operational analytics workload.

> **MORE ON THE WEB**
>
> - PureData System for Operational Analytics info on IBM.com

Built on IBM Power Systems servers with IBM System Storage and powered by IBM DB2-based InfoSphere Warehouse software, the system is a complete, out-of-the-box solution for operational analytics that provides both the simplicity of an appliance and the flexibility of a custom solution. Designed to handle more than 1,000 concurrent operational queries, it delivers mission-critical reliability and scalability with outstanding performance.

Here are some quick PureData System for Operational Analytics facts:

- Provides an integrated, optimized, ready-to-use system with built-in expertise for operational analytics

- Delivers outstanding performance and throughput for in-database analysis of large data sets that include both historic and operational data

- Continuously ingests data to support near-real-time respon-siveness to dynamic business environments

- Designed as a modular, scalable system that can grow with your business

- Designed to handle more than 1,000 concurrent operational queries

- Integrated and simplified monitoring and maintenance

- Compatible with market-leading analytic and BItools, appli-cations, and infrastructure

- Powered by IBM DB2–based IBM InfoSphere Warehouse soft-ware and IBM POWER7 processor-based IBM Power Systems servers.

PureData System for Hadoop

Announced in April 2013 and generally available in September 2013, IBM PureData System for Hadoop H1001 is built to op-timize Apache Hadoop data services for big data analytics and online archive with appliance simplicity.

IBM PureData System for Hadoop combines IBM InfoSphere BigInsights and IBM System x hardware for an integrated Hadoop system. It delivers enterprise Hadoop capabilities with easy-to-use analytic tools and visualization for business ana-lysts and data scientists. It includes rich developer tools, pow-erful analytic functions, and exceptional administration and management capabilities, as well as the latest versions of Ha-doop and associated projects. In addition, IBM PureData Sys-

tem for Hadoop provides extensive capabilities with enhanced big data tools for monitoring, development, and integration with many more enterprise systems.

IBM PureData System for Hadoop:

- Provides an exploratory environment for data analysts to help understand new and emerging data sources

- Provides a landing area for data from other sources, enabling aggregation, initial integration, visualization, and exploration before data moves to other parts of the analytic ecosystem

- Provides an integrated management console for the entire system

- Provides built-in analytics and enterprise functionality, on top of Hadoop technology, to help meet big data enterprise requirements

- Integrates advanced hardware cluster management capabilities with IBM InfoSphere BigInsights

- Incorporates integrated data archiving and transfer capabilities with connectivity to enterprise data warehouse systems

- Integrates with IBM DB2, IBM Netezza, IBM PureData System for Analytics, and IBM InfoSphere Guardium.

Flex System: The Building Blocks

The fundamental building block of IBM PureSystem solutions is the IBM Flex System Enterprise Chassis, complete with compute nodes, networking, and storage. In this section, we look at the components used in IBM PureSystems.

Flex System Enterprise Chassis

The IBM Flex System Enterprise Chassis (Figure C.1) provides a high-performance, integrated infrastructure platform that supports a mix of compute, storage, and networking resources to meet the demands of your applications. Available on either your IBM PureFlex System or IBM Flex System, the solution is easily scalable with the addition of another chassis with the required nodes. With the IBM Flex System Manager, multiple chassis can be managed from a single console. The

- Enterprise Chassis details on PartnerWorld
- Enterprise Chassis details on IBM.com
- Enterprise Chassis competitive info on COMP
- Enterprise Chassis configuration details
- Enterprise Chassis options
- Enterprise Chassis blog search
- Enterprise Chassis Twitter search

Figure C.1. IBM Flex System Enterprise Chassis (and links to more detail).

14 node, 10U chassis delivers high-speed performance complete with integrated servers, storage, and networking. This flexible chassis is designed to deploy easily now and to scale to meet your needs in the future.

The 14 bays in the chassis allow installation of compute, storage, and management nodes, with networking modules in the rear. A single chassis or a group of chassis can be fully customized to the specific needs of the computing environment. With support for POWER7, POWER7+, and Intel processor-based nodes in standard or double-width form factors, you can choose the architecture you need to run your business. IT can meet the needs of the business using a single platform across multiple architectures and operating environments.

Here are some quick IBM PureFlex Enterprise System facts:

- High-performance platform for the next generation of IT

- No compromise design that can scale capability with the business needs

- Allows choice of compute, storage, networking, and management nodes.

Compute Nodes

Taking advantage of the full capabilities of IBM Power and Intel processors, the compute nodes are designed to offer

the performance you need for your critical applications. With support for a range of hypervisors, operating systems, and virtualization environments, the compute nodes provide the foundation for:

- Virtualization solutions

- Database applications

- Infrastructure support

- Line of business applications.

In this section, we explore the different compute nodes available.

x86 Compute Nodes

In this section, we take a look at the IBM Flex System compute nodes that leverage the x86 family of processors.

> **MORE ON THE WEB**
>
> - Flex System x86 compute nodes

Flex System x220 Compute Node

The IBM Flex System x220 compute node (Figure N.1) has a versatile, cost-optimized design for infrastructure and entry virtualization workloads. The Flex System x220 compute node is available in either the PureFlex System or IBM Flex System solutions.

With the Flex System x220 compute node, it is simpler than ever to get started. The Flex System x220 compute node features a no-compromise design for processor, memory, and networking resources to allow your business to do more. Au-

Specifications

Processor	2/2, Intel Xeon E5-2400 Series Processor
Level 2 (L2) cache	256 KB per core
Level 3 (L3) cache	2C—5 MB, 4C—10 MB, 6C—15 MB, 8C—20 MB
Chipset	Intel C600
Form factor	Flex System standard node
Memory	12 DDR3/DDR3L LP, 192 GB max with 16 GB RDIMMs
Internal storage	2 x HS 2.5 inch (SAS/SATA/SSD)
Internal RAID	SW RAID, RAID 0/1—Optional HW RAID, ServeRAID H1135, RAID 0/1; Optional ServeRAID M5115/RAID 0, 1, 5, 6, 10, 50 with LSI SAS2208 Controller
Internal USB	2 x Standard USB Flash Key; 1 x Front Access USB Key
Ethernet	Broadcom Dual 1 GbE
Chassis support	Flex System Enterprise Chassis
I/O expansion	2 x Mezz Cards (x8 + x4) + x4 PCI Express 3.0 1 x PCIe Expansion Node Connector (x16 PCI Express 3.0)
Power management	AEM, Active Energy Management
Management	iMM V2, RTMM KVM Dongle
RAS features	Chassis redundant/hot plug power & cooling; front panel & FRU/CRU LEDs
Operating systems	MS Windows Server, SUSE, RedHat Enterprise Linux, VMware
Warranty	3 year

- x220 details on PartnerWorld
- x220 details on IBM.com
- x220 competitive info on COMP
- x220 configuration details
- x220 options
- x220 blog search
- x220 Twitter search

Figure N.1. IBM Flex System x220 compute node at a glance (and links to more detail).

tomated power management with onboard sensors gives you more control over power and thermal levels across the system. These capabilities, combined with memory capacity up to 192 GB, are designed to help you get the most out of your systems.

Upgrading to 10 Gigabit Ethernet (GbE) Virtual Fabric allows you to take advantage of up to 32 ports of virtual networking capabilities and leverage multiple protocols, including Ethernet, Fibre Channel over Ethernet, and iSCSI. The system also allows you to enable features on demand for a more flexible I/O solution. Virtual networking can require up to 75 percent fewer adapters, cables, and upstream switch ports to help control costs. You also get significantly simpler management with reduced cabling and fewer components to manage.

Built-in storage is available through two 2.5-inch hot swap hard drives or solid state drives. Available optional features include support for RAID 0, 1, 5, 6, 10, and 50 fully backed by cache and a high-density application acceleration solution with IBM Flex System Flash. These features allow you to tailor internal storage to match your specific capacity, performance, and reliability needs and support applications such as distributed database without sacrificing system density.

Here are some quick x220 facts:

- Optimized for infrastructure and entry virtualization workloads

- Simple virtualization solution with embedded dual hypervisors

- Designed for simplified deployment and management.

Flex System x222 Compute Node

The IBM Flex System x222 compute node (<u>Figure N.2</u>) features two independent twin compute nodes, enabling the equivalent of up to 28 independent compute nodes in a 10U Flex System Enterprise Chassis. There is no need for additional switching hardware or connectivity options—simply enable additional ports to the existing networking hardware via Feature on Demand offerings. This helps reduce the cost of the overall solution. Finally, clients can still benefit from using the Flex System x222 along with other Flex System compute nodes to create a flexible and optimized chassis solution for their diverse workloads.

A building block of the IBM PureSystems family, the Flex System x222 achieves these design goals by increasing your available compute capacity while retaining your current physical footprint and operational infrastructure.

Here are some quick x222 facts:

- Optimized for virtual desktop and virtualization density

- Double-dense design that can support the equivalent of 28 nodes per IBM Flex System Enterprise Chassis

- Designed to reduce operational costs.

Flex System x240 Compute Node

IBM Flex System x240 compute node (<u>Figure N.3</u>) is optimized for virtualization, performance, and highly scalable I/O designed to run a wide variety of workloads. The Flex System x240 is available on either the PureFlex System or IBM Flex System solution.

Specifications

Processor	2/2, Intel Xeon E5-2400 Series Processor per twin node; 32 cores
Level 2 (L2) cache	256 KB per core
Level 3 (L3) cache	2C—5 MB, 4C—10 MB, 6C—15 MB, 8C—20 MB
Chipset	Intel C600
Form factor	Standard node with two independent compute nodes
Memory	12 DDR3/DDR3L LP, 384 GB max with 32 GB LRDIMMs per twin node
Internal storage	1 x 2.5-inch (SATA/SSD), 2 x hot-swap 1.8-inch SSD per twin node
Internal USB	2 x standard USB Flash Key + 1 x front access USB Key per twin node
Ethernet	IBM Virtual Fabric 2 x 10 GbE LOM per twin node
Chassis support	Flex System Enterprise Chassis
I/O Expansion	1 x Mezzanine cards (2 ports 8 Gb/16 Gb Fibre Channel 1-port QDR/FDR InfiniBand) per twin node
Management	iMM V2, RTMM KVM Dongle
Operating systems	Microsoft Windows Server, SUSE, Red Hat Enterprise Linux, VMware

- x222 details on PartnerWorld
- x222 details on IBM.com
- x222 competitive info on COMP
- x222 configuration details
- x222 options
- x222 blog search
- x222 Twitter search

Figure N.2. IBM Flex System x222 compute node at a glance (and links to more detail).

Specifications

Processor	2/2, Intel Xeon E5-2600 Series Processor
Level 2 (L2) cache	256 KB per core
Level 3 (L3) cache	2C—5 MB, 4C—10 MB, 6C—15 MB, 8C—20 MB
Chipset	Intel C600
Form factor	Flex System standard node
Memory	24 DDR3/DDR3L LP, 768 GB max with 32 GB LRDIMM
Internal storage	2 x HS 2.5 inch (SAS/SATA/SSD)
Internal RAID	LSI 2004, RAID 0/1 Optional ServeRAID M5115/RAID 0, 1, 5, 6, 10, 50 with LSI SAS2208 Controller
Internal USB	2 x Standard USB Flash Key; 1 x Front Access USB Key
Ethernet	IBM Virtual Fabric 2 x 10 GbE LOM
Chassis support	Flex System Enterprise Chassis
I/O expansion	2 x Mezz Cards (x16 + x8 PCI Express 3.0) 1 x PCIe Expansion Node Connector (x16 PCI Express 3.0)
Power management	AEM, Active Energy Management
Management	iMM V2, RTMM KVM Dongle
RAS features	Chassis redundant/hot plug power & cooling; Front panel & FRU/CRU LEDs
Operating systems	MS Windows Server, SUSE, RedHat Enterprise Linux, VMware
Warranty	3 year

- x240 details on PartnerWorld
- x240 details on IBM.com
- x240 competitive info on COMP
- x240 configuration details
- x240 options
- x240 blog search
- x240 Twitter search

Figure N.3. IBM Flex System x240 compute node at a glance (and links to more detail).

The Flex System x240 compute node delivers maximum performance—up to 80 percent performance boost over previous generation servers. This enables businesses to get more out of their compute environment for a broad set of workloads. Features such as automated power management with onboard sensors give you more control over power and thermal levels across the system. Offering up to 50 percent more performance per watt than previous generations, the new Flex System x240 compute node is designed to improve energy efficiency. These capabilities, combined with memory capacity up to 768 GB, help you get the most out of your compute environment.

With integrated virtual fabric, you can take advantage of up to 32 ports of virtual networking capabilities. With 10 Gigabit Ethernet (GbE) onboard, you get multiple protocols, including Ethernet, Fibre Channel over Ethernet, and iSCSI. The system also allows you to enable features on demand for a more flexible I/O solution. Virtual networking can reduce up to 75 percent of adapters, cables, and upstream switch ports to help control costs. In addition, you also get significantly simpler management with reduced cabling and fewer components to manage.

Built-in storage is available with 2.5-inch hot swap hard drives or solid state drives. Available optional features include support for RAID 0, 1, 5, 6, 10, and 50 fully backed by cache and a high-density application acceleration solution with IBM Flex System Flash. These features allow you to tailor internal storage to match your specific capacity, performance, and reliability needs and support applications such as distributed database without sacrificing system density.

Here are some quick x240 facts:

- Optimized for virtualization, performance, and highly scalable networking

- Embedded IBM Virtual Fabric allows breakthrough I/O flexibility

- Designed for simplified deployment and management.

Flex System x440 Compute Node

The IBM Flex System x440 compute node (<u>Figure N.4</u>) is optimized for high-end virtualization, mainstream database deployments, and memory-intensive high performance environments. The Flex System x440 compute node is a price-performance optimized 4-socket compute node with flexible I/O options to help you match system capabilities to workloads without compromise. With a dense design, the Flex System x440 compute node can help reduce floor space used and lower data center power and cooling costs. The Flex System x440 is available on either the PureFlex System or IBM Flex System solution.

The Flex System x440 compute node is performance-tuned and features no compromise compute, memory, and I/O capacity to meet your needs. It is designed to deliver an outstanding combination of performance, built-in capabilities, and cost-effectiveness, featuring automated power management with onboard sensors to give you more control over power and thermal levels across the system. Combined with memory capacity up to 1.5 TB, the Flex System x440 compute node is designed to help you get the most out of your systems.

Specifications

Processor	4/4, Intel Xeon E5-4600 Series Processor
Level 2 (L2) cache	256 KB per core
Level 3 (L3) cache	4C—10 MB, 6C—15 MB, 8C—20 MB
Chipset	Intel C600
Form factor	Flex System standard node
Memory	48 DDR3/DDR3L LP, 1.5 TB (32 GB LRDIMMs)
Internal storage	2 x HS 2.5 inch (SAS/SATA/SSD)
Internal RAID	LSI 2004, RAID 0/1 Optional ServeRAID M5115/RAID 0, 1, 5, 6, 10, 50
Internal USB	2 x Standard USB Flash Key; 1 x Front Access USB Key
Ethernet	Two IBM Virtual Fabric (2x10 GbE) LOMs, total of 4x10 GbE ports, LOM-less models available
Chassis support	Flex System Enterprise Chassis
I/O expansion	4 x Mezz Cards (x16 + x8 PCI Express 3.0)
Power management	AEM, Active Energy Management
Management	iMM V2, RTMM KVM Dongle
RAS features	Chassis redundant/hot plug power & cooling; Front panel & FRU/CRU LEDs
Operating systems	MS Windows Server, SUSE, RedHat Enterprise Linux, VMware
Warranty	3 year

- x440 details on PartnerWorld
- x440 details on IBM.com
- x440 competitive info on COMP
- x440 configuration details
- x440 options
- x440 blog search
- x440 Twitter search

Figure N.4. IBM Flex System x440 compute node at a glance (and links to more detail).

With integrated virtual fabric you can take advantage of up to 64 virtual network adapters while making use of multiple protocols, including Ethernet, Fibre Channel over Ethernet, and iSCSI. The system also allows you to enable features on demand for a more flexible I/O solution. Virtual fabric can require up to 75 percent fewer network adapters, cables, and upstream switch ports to help control costs. You also get significantly simpler management with reduced cabling and fewer components to manage.

Built-in storage is available through two 2.5-inch hot swap hard drives or solid state drives. Available optional features include support for RAID 0, 1, 5, 6, 10, and 50 fully backed by cache and a high-density application acceleration solution with IBM Flex System Flash. These features allow you to tailor internal storage to match your specific capacity, performance, and reliability needs and support distributed database applications without sacrificing system density.

Here are some quick x440 facts:

- Optimized for high-end virtualization and mainstream databases

- No compromise design with available 1.5 TB memory capacity and up to 64 virtual network adapters

- Designed for simplified deployment and management.

Power Compute Nodes

In this section, we explore the IBM Flex System compute nodes built using the IBM POWER microprocessor family.

p24L Compute Node (PowerLinux)

IBM Flex System p24L compute node (<u>Figure N.5</u>) is a POWER7-based server optimized for virtualization, performance, and extraordinary efficiency. The node supports Linux operating environments and is designed to run a wide variety of workloads in your PureFlex System.

The IBM Flex System p24L compute node delivers the outstanding performance of the IBM POWER7 processor in a dense, highly efficient form factor for Linux customers. It is ideal for running multiple Linux infrastructure and application workloads, virtualized with PowerVM, more economically than traditional Linux servers. Take advantage of the IBM Flex System p24L's scalability and capacity by leveraging IBM's feature rich PowerVM virtualization technology to fully utilize the server's capacity and deploy virtual partitions faster as well as move workloads as needed across IBM PowerLinux and Power Systems servers with Live Partition Mobility (LPM).

Here are some quick p24L facts:

- Integration by design: compute nodes are deeply integrated with storage, networking, and management resources so your solution deploys quickly and is easy to manage

- Built-in expertise: engineering expertise allows you to extract the full capability of the IBM POWER7 processor

- Simplified experience: systems management can automatically discover the node for simple configuration and quick deployment.

Specifications

Form factor	Flex System standard node
Processor cores	8 or 16 64-bit POWER7 cores with AltiVec SIMD and Hardware Decimal Floating-Point acceleration Configuration options: 6-core 3.7 GHz or 8-core 3.2 GHz or Eight-core 3.5 GHz
Level 2 (L2) cache	256 KB per processor core
Level 3 (L3) cache	4 MB per processor core
Memory (min/max)	8 GB up to 256 GB, 16 DIMM slots, ECC IBM Chipkill DDR3 SDRAM running at 1066 MHz
Internal disk storage	Up to 2 2.5 inch hard disks or 2 1.8 inch SSDs
Networking/expansion	2 PCI-E expansion slots
Systems management	Integrated systems management processor, light path diagnostics, Predictive Failure Analysis (PFA), Cluster Systems Management (CSM), serial over local area network (LAN), Intelligent Platform Management Interface (IPMI) compliant
RAS featuers	Chassis redundant/hot plug power & cooling; front panel and field-replaceable unit (FRU)/customer replaceable unit (CRU) light emitting diodes (LEDs); concurrent code update; processor deallocation; ITE hot plug; dual AC; power supply; auto reboot on power loss; Internal and chassis-external temperature monitors; 64 byte (B) marking ECC code supporting eight times IS DDR3 DIMMs; system mgmt alerts; IBM Chipkill ECC detection and correction
Operating systems	Red Hat Enterprise Linux 5.7, 6.2 SUSE Linux Enterprise Server (SLES)11 SP2
Energy management	EnergyScale energy management

- p24L details on PartnerWorld
- p24L details on IBM.com
- p24L competitive info on COMP
- p24L blog search
- p24L Twitter search

Figure N.5. IBM Flex System p24L compute node at a glance (and links to more detail).

p260-p460 Compute Nodes

IBM Flex System p260 and p460 compute nodes (<u>Figure N.6</u>) are POWER7 and POWER7+-based servers optimized for virtualization, performance, and extraordinary efficiency. The nodes support IBM AIX, IBM i, or Linux operating environments and are designed to run a wide variety of workloads in your PureFlex System or IBM Flex System solution.

The IBM Flex System p260 compute node is a two-socket server that supports up to 16 cores with outstanding energy efficiency and flexibility in a standard-width form factor. With two PCIe expansion slots, support for Dual VIOS and a choice of internal drives, it is the ideal choice for running multiple application and infrastructure workloads in a virtualized environment—including today's compute-intensive combination of business transactions along with social and mobile activity for UNIX, IBM, and Linux operating environments. The IBM Flex System p260 compute node offers large memory capacity, outstanding performance of the POWER7+ processor, industrial-strength virtualization, and workload-optimizing capabilities.

The IBM Flex System p460 compute node is a four-socket server that supports up to 32 cores and is an outstanding offering for mid-market clients desiring a high-performance, reliable, secure system that is cloud-enabled and has room for handling their business growth. With excellent virtualization capabilities and the flexibility to run proven solutions from thousands of ISVs that support the AIX, IBM i, and Linux operating systems, the Flex System p460 enables companies to get the most out of their systems by increasing utilization and performance while reducing costs.

Specifications

Form factor	Flex System p260	Flex System p460
Processor cores	2, 4, 8 or 16 cores, POWER7+, 64-bit processors with VSX, Memory Expansion acceleration and Encryption acceleration Configuration Options: 2-core 4.0 GHz 4-core 4.0 GHz 8-core 3.6 GHz 8-core 4.1 GHz 256 KB per processor core	16 or 32 cores, POWER7 64-bit processors with AltiVec SIMD and Hardware Decimal Floating-Point acceleration 16 or 32 cores, POWER7+, 64-bit processors with VSX, Memory Expansion acceleration and Encryption acceleration Configuration Options: 4-core 3.3 GHz or 4.0 GHz 8-core 3.2 GHz or 3.6 GHz 8-core 3.5 GHz or 4.1 GHz
Level 2 (L2) cache	256 KB per processor core	256 KB per processor core
Level 3 (L3) cache	10 MB per processor core on P7+ offerings	4 MB per processor core on 3.3, 3.2 and 3.5 GHz P7 offerings; 10 MB per processor core on 3.6, 4.0 and 4.1 GHz P7+ offerings
Memory (min/max)	8 GB up to 512 GB, 16 DIMM slots, ECC IBM Chipkill DDR3 SDRAM running at 1066 MHz plus Active Memory Expansion with hardware assist	16 GB up to 1 TB node, 32 DIMM slots, ECC IBM Chipkill DDR3 SDRAM running at 1066 MHz plus Active Memory Expansion with hardware assist
Internal disk storage	Up to two 2.5-inch Hard Disks or two 1.8-inch Solid State Drives	Up to two 2.5-inch Hard Disks or two 1.8-inch Solid State Drives
Networking/expansion	Two PCIe Expansion Slots	Four PCIe Expansion Slots
Operating systems	AIX 6.1, AIX 7.1 IBM i 6.1 and 7.1 RHEL 5.7, 6.2; SLES11 SP2	AIX 6.1, AIX 7.1 IBM i 6.1 and 7.1 RHEL 5.7, 6.2; SLES11 SP2
Energy management	EnergyScale energy management	EnergyScale energy management

- p260 details on PartnerWorld
- p460 details on PartnerWorld
- p260 and p460 details on IBM.com
- p260 competitive info on COMP
- p460 competitive info on COMP

- p260 blog search
- p460 blog search
- p260 Twitter search
- p460 Twitter search

Figure N.6. IBM Flex System p260 and p460 compute nodes at a glance (and links to more detail).

Here are some quick p260 and p460 facts:

- IBM POWER7+ technology brings faster frequencies and larger L3 cache sizes, which helps improve performance by over 20 percent on most workloads and hardware assisted memory compression helps reduce memory requirements without penalizing performance.

- Offers tremendous configuration flexibility to meet demanding capacity and growth requirements. Utilizes the full capability of the system by leveraging industrial-strength PowerVM virtualization for AIX, IBM i, and Linux.

- IBM provides the integration and configuration expertise up front so you can get your system deployed faster and get faster time-to-value.

Flex System p270

IBM Flex System p270 compute node (Figure N.7) is completely new and designed to leverage the leadership performance of the POWER7+ processor. The resulting combination of secure, reliable computing and energy-efficient virtualization make it an ideal solution for virtualized application consolidation and workload environments that need tremendous configuration flexibility to meet demanding capacity and growth requirements. The node supports IBM AIX, IBM i, or Linux operating environments and is designed to run a wide variety of workloads in your IBM Flex System solution.

Specifications

Form factor	Flex System standard node
Processor cores	24 cores, POWER7+, 64-bit processors with VSX, Memory Expansion acceleration and Encryption acceleration Configuration options: 12 x 3.1 GHz POWER7+ processor cores or 12 x 3.4 GHz POWER7+ processor cores
Level 2 (L2) cache	256 KB per processor core
Level 3 (L3) cache	10 MB per processor core
Memory (min/max)	8 GB up to 512 GB, 16 DIMM slots, ECC IBM Chipkill DDR3 SDRAM running at 1066 MHz plus Active Memory Expansion with hardware assist
Internal disk storage	Up to 2 2.5 inch hard disks or 2 1.8 inch SSDs
Networking/expansion	Two PCIe Expansion Slots One ETE adapter card slot (provides dedicated Dual VIOS on internal drives with optional adapter)
Systems management	Integrated systems management processor, light path diagnostics, Predictive Failure Analysis, Cluster Systems Management (CSM), Serial Over LAN, IPMI compliant
RAS featuers	Chassis redundant/hot-plug power and cooling; Front Panel and FRU/CRU LEDs; Concurrent code update and Processor deallocation; Compute node hot plug and Dual VIOS support; Dual AC Power Supply; Auto reboot on power loss; Internal and chassis-external temperature monitors; System management alerts; IBM Chipkill ECC detection and correction
Operating systems	AIX 6.1, AIX 7.1; IBM i 6.1, IBM i 7.1; RHEL 6.4, SLES11 SP2
Energy management	EnergyScale energy management

- p270 details on PartnerWorld
- p270 details on IBM.com
- p270 competitive info on COMP
- p270 blog search
- p270 Twitter search

Figure N.7.   IBM Flex System p270 compute node at a glance (and links to more detail).

The Flex System p270 compute node is a two-socket server that supports up to 16 POWER7+ cores in a flexible standard-width form factor. The p270 offers large memory capacity, outstanding performance of the POWER7+ processor, PowerVM and workload-optimizing capabilities to enable companies to get the most out of their systems by increasing utilization and performance while helping to reduce infrastructure and energy costs. It is an ideal system choice for mid-market and large enterprise clients who need a high-performance, dense, and energy-efficient server ideal for running multiple application and infrastructure workloads in a virtualized environment.

Here are some quick p270 facts:

- IBM POWER7+ technology brings faster frequencies, larger L3 cache sizes, and more processor cores, which helps improve performance by over 20 percent on most workloads and with hardware assisted memory compression helps reduce memory requirements without penalizing performance.

- Easily handles virtualized consolidation of multiple applications and business workloads, is designed for secure application availability and delivers reduced requirement for space, cooling, and software costs.

- IBM provides the integration and configuration expertise up front so you can get your system deployed faster and get faster time-to-value.

Expansion Nodes

In this section, we examine the expansion nodes used to add capacity and capabilities to IBM Flex System configurations.

PCIe Expansion Node

The IBM Flex System PCIe Expansion Node (<u>Figure E.1</u>) is an element of the IBM PureFlex System family which combines compute, storage, networking, virtualization, and management into a single system that anticipates resource needs to help you optimize your infrastructure. The PCIe Expansion Node allows you to attach additional PCI express adapters, fabric mezzanine adapters, and next-generation graphics processing units (GPU) to an IBM Flex System compute node, which expands the compute node's capability.

Here are some quick PCIe Expansion Node facts:

- Expands the capability of IBM Flex System compute nodes

- Offers dedicated attachment for select standard PCIe adapters, fabric mezzanine adapters, and next-generation graphics processing units

- Works in a variety of network and application environments.

Storage Expansion Node

The IBM Flex System Storage Expansion Node (<u>Figure E.2</u>) is an element of the IBM Flex System family and the IBM Pure-Flex System family that combines compute, storage, networking, virtualization, and management into a single system that anticipates resource needs to help you optimize your infrastructure. The IBM Flex System Storage Expansion Node

Specifications

Supported bus widths	1x, 2x, 4x, 8x, and 16x
Adapter capacity	Two full-length, full-height x16 Two half-length, half-height x8
Adapter sizes	Standard-height adapters, 4.20-inch (106.7 mm) Low-profile adapters, 2.536-inch (64.4 mm) Half-length adapters, 6.6-inch (167.65 mm) Full-length adapters, 12.283-inch (312 mm)
Adapter quantities	Up to two low-profile adapters Up to two full-height adapters Up to one full-height, doublewide adapters
PCIe standards	Supports 1.1 and 2.0
Generation	Generation 1- and Generation 2-compliant adapters
Power	Supports greater than 75 W PCIe adapters using standard PCIe auxiliary power connectors
Form factor	Flex System standard node
I/O Expansion	2X Mezz adapters (x8+x4)
Management	iMM V2, RTMM KVM Dongle
Warranty	3-year customer replaceable unit and on-site service, next business day 9x5, service upgrades available

- PCIe Expansion Node info on PartnerWorld
- PCIe Expansion Node info on IBM.com
- PCIe Expansion Node competitive info on COMP
- PCIe Expansion Node blog search
- PCIe Expansion Node Twitter search

Figure E.1.   IBM Flex System PCIe Expansion Node at a glance (and links to more detail).

Specifications

Feature on Demand	ServeRAID M5100 Series RAID 6 Upgrade ServeRAID M5100 Series SSD Caching Enabler ServeRAID M5100 Series Performance Accelerator
HDD support	SAS 2.1 at 6 Gbps and SATA
PCIe support	x8 PCIe Gen 3, 8 GTps
Drive modes	JBOD and RAID
RAID modess	RAID-0, 1, 5, 6, 10, 50 and 60
Cache options	512 MB and 1 GB with cache-to-flash super capacitor offload
Form factor	Flex System standard node
Chassis support	Flex System Enterprise Chassis
Systems management	iMM V2, RTMM KVM Dongle
Warranty	3-year customer replaceable unit and onsite limited warranty, next business day 9×5, service upgrades available

- Storage Expansion Node info on PartnerWorld
- Storage Expansion Node info on IBM.com
- Storage Expansion Node competitive info on COMP
- Storage Expansion Node blog search
- Storage Expansion Node Twitter search

Figure E.2. IBM Flex System Storage Expansion Node at a glance (and links to more detail).

provides dedicated hard disk drives (HDDs) or solid state disk (SSD) storage to an IBM Flex System x220 and x240 compute node, which expands the compute node's capability.

Here are some quick Storage Expansion Node facts:

- Expands the capability of IBM Flex System compute nodes

- Easily adds dedicated storage capacity for Network Attach Storage workloads

- Flexible storage to match your capacity, performance, and reliability needs.

Storage

The storage capabilities of IBM Flex System allow you to gain advanced functionality with storage nodes in your system while taking advantage of your existing storage infrastructure through advanced virtualization.

IBM Flex System simplifies storage administration with a single user interface for all your storage with a management console that is integrated with the comprehensive management system. These management and storage capabilities allow you to virtualize third-party storage with non-disruptive migration of the current storage infrastructure. You can also take advantage of intelligent tiering so you can balance performance and cost for your storage needs. The solution also supports local and remote replication and snapshots for flexible business continuity and disaster recovery capabilities.

In this section, we take a look at the storage devices used with IBM Flex System.

V7000 Storage Node

IBM Flex System V7000 Storage Node (<u>Figure S.1</u>) is a powerful block storage system designed to enable exceptionally rapid storage deployment and breakthrough management simplicity through integration with IBM compute, storage, networking, virtualization, and management infrastructures.

IBM PureFlex System and IBM Flex System represent a new category of computing that integrates multiple server architectures, networking, storage, and system management capabilities into a single system that is easy to deploy and manage. These new-generation integrated systems support open industry standards—such as operating systems, networking and storage fabrics, virtualization, and system management protocols—to easily fit within existing and future data center environments. PureFlex System and IBM Flex System solutions are scalable and extendable with multi-generation upgrades to protect and maximize IT investments.

Flex System V7000 Storage Node is built on the industry leading storage virtualization and efficiency capabilities of IBM Storwize V7000, while being integrated into PureFlex System or IBM Flex System solutions.

Here are some quick V7000 Storage Node facts:

- Automate and speed deployment with integrated storage for IBM PureFlex System or IBM Flex System

- Simplify management with an integrated, intuitive user interface for faster system accessibility

- Reduce network complexity with FCoE and iSCSI connectivity

Specifications

Host interface	SAN-attached 8 Gbps Fibre Channel, 10 Gigabit Ethernet (GbE) Fibre Channel over Ethernet, and iSCSI host connectivity
Cache per controller/control enclosure/clustered system	8 GB/16 GB/64 GB
Supported drives	2.5 inch disk drives: • 500 GB and 1 TB 7.2k nearline SAS • 146 GB and 300 GB 15k SAS • 300 GB, 600 GB, 900 GB and 1.2 TB 10k SAS • 200 GB and 400 GB enterprise multi-level cell (E-MLC) SSD
Maximum drives supported	240 per control enclosure; 960 per clustered system
Chassis support	IBM Flex System Enterprise Chassis
Management software	IBM Flex System Manager
Advanced features included with each system	System Storage Easy Tier, IBM FlashCopy, internal virtualization and thin provisioning, data migration, system clustering
Optional features	Remote mirroring, Real-time Compression, external virtualization

- V7000 Storage Node info on PartnerWorld
- V7000 Storage Node info on IBM.com
- V7000 Storage Node competitive info on COMP
- V7000 Storage Node blog search
- V7000 Storage Node Twitter search

Figure S.1. IBM Flex System V7000 Storage Node at a glance (and links to more detail).

- Store up to five times more active data in the same disk space using IBM Real-time Compression

- Virtualize third-party storage for investment protection of the current storage infrastructure

- Optimize costs for mixed workloads, with up to 200 percent better performance with solid-state drives (SSDs) using IBM System Storage Easy Tier.

Storwize V7000 Unified Disk System

IBM Storwize V7000 and Storwize V7000 Unified (<u>Figure S.2</u>) are virtualized storage systems to complement virtualized server environments that provide extraordinary performance, availability, advanced functions, and highly-scalable capacity never seen before in midrange disk systems.

As members of the IBM Storwize family, Storwize V7000 and Storwize V7000 Unified are powerful midrange disk systems that have been designed to be easy to use and to enable rapid deployment without additional resources. Storwize V7000 supports block workloads, whereas Storwize V7000 Unified consolidates block and file workloads into a single storage system for simplicity of management and reduced cost.

Storwize V7000 and Storwize V7000 Unified offer greater efficiency and flexibility through built-in flash storage optimization and thin-provisioning technologies. Integrated IBM Real-time Compression enhances efficiency even further by enabling storing up to five times as much active primary data in the same physical disk space. Storwize V7000 and Storwize V7000 Unified advanced functions also enable nondisruptive

Specifications

Host interface	SAN-attached 8 Gbps Fiber Channel (FC), 1 Gbps iSCSI and optional 10 Gbps iSCSI/FCoE; NAS-attached 1 Gbps and 10 Gbps Ethernet
User interface	Graphical user interface (GUI)
Supported drives	3.5 inch disk drives: • 2 TB, 3 TB 7.2k Near-Line SAS disk 2.5 inch disk drives: • 146 GB, 300 GB 15k SAS disk • 300 GB, 600 GB, 900 GB 10k SAS disk • 200 GB, 400 GB E-MLC E-MLC SSD • 1 TB 7.2k nearline SAS disk
RAID levels	RAID 0, 1, 5, 6 and 10
Maximum drives supported	240 per control enclosure; 960 per clustered system (Block only)
Fans and power supplies	Fully redundant, hot-swappable
Rack support	Standard 19 inch rack
Management software	Storwize V7000 and Storwize V7000 Unified Software
Cache per controller/ control enclosure/ clustered system	8 GB/16 GB/64 GB
Advanced features included with each system	System Storage Easy Tier, FlashCopy, thin provisioning, IBM Active Cloud Engine (Storwize V700 Unified only)
Additional available advanced features	Remote mirroring, external virtualization unified storage, FlashCopy Manager, IBM Tivoli Storage Productivity Center Select, Tivoli Storage Manager, IBM Tivoli Storage Manager FastBack, IBM Systems Director, Flex System Manager, IBM Real-time Compression

- Storwize V7000 portal on PartnerWorld
- Storwize V7000 Express details on IBM.com
- Storwize V7000 competitive info on COMP
- Storwize V7000 blog search
- Storwize V7000 Twitter search
- FastBack for Storwize V7000
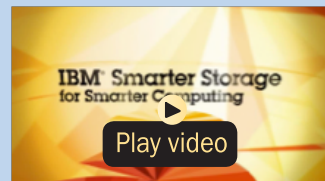
IBM Storwize V7000 storage efficiency (5:17)

Figure S.2.   IBM Storwize V7000 Midrange Disk System at a glance (and links to more detail).

migration of data from existing storage, simplifying implementation and minimizing disruption to users. Finally, these systems also enable you to virtualize and reuse existing disk systems, supporting a greater potential return on investment (ROI).

Here are some quick Storwize V7000 facts:

- Deliver sophisticated, enterprise-class storage functionality for businesses

- Support your growing business requirements while controlling costs

- Provide up to three times performance improvement by moving as little as five percent of data to flash storage

- Enable storing up to five times more active primary data in the same physical disk space using IBM Real-time Compression

- Consolidate block and file storage for simplicity, greater efficiency, and ease of management

- Enable near-continuous availability of applications through dynamic migration.

System Networking

With a range of available adapters and switches to support key network protocols, you can configure IBM Flex System to fit in your infrastructure while still

MORE ON THE WEB
• Flex System Networking info on IBM.com

being ready for the future. The networking resources in IBM Flex System are standards-based, flexible, and fully integrated into the system, so you get no-compromise networking for your solution. Network resources are virtualized and managed by workload. These capabilities are automated and optimized to make your network more reliable and simpler to manage.

Key capabilities include:

- Support for the networking infrastructure that you have today, including Ethernet, Fibre Channel, and InfiniBand

- Plugs into your existing Cisco or Juniper network backbone

- Enables node-to-node communications without running through the top of rack (TOR) switch, reducing system latency

- Industry-leading performance with 1 Gb, 10 Gb, and 40 Gb Ethernet; 8 Gb and 16 Gb Fibre Channel and FDR InfiniBand

- Pay-as-you-grow scalability so you can add ports and bandwidth when needed.

Let's take a look at the system networking components used with IBM Flex System.

Flex System Fabric

IBM can help you reduce cost, complexity, and risk with IBM Flex System Fabric—a portfolio of high performance networking products that can help simplify connectivity of your LAN and SAN infrastructure. The portfolio includes support for Ethernet, Fibre Channel over Ethernet (FCoE), and even Fibre Channel protocols. Flex System Fabric also supports ex-

traordinary convergence of NAS, iSCSI and even FCoE where the Fibre Channel can be broken out directly in the chassis or upstream in the network. The portfolio offers easy standards-based interoperability with your existing networking environment, including Cisco, Brocade, Juniper, and other networking infrastructures.

SI4093 System Interconnect Module

The IBM Flex System Fabric SI4093 System Interconnect Module (Figure F.1) enables a simplified integration of the IBM Flex System into your existing networking infrastructure. The default configuration of the SI4093 requires no management for most data center environments, eliminating the need to configure each device or individual ports, thus reducing the

- SI4093 System Interconnect Module info on PartnerWorld
- SI4093 System Interconnect Module info on IBM.com
- SI4093 System Interconnect Module competitive info on COMP

Figure F.1.   IBM Flex System Fabric SI4093 System Interconnect Module (and links to more detail).

number of management points. The device provides a low latency, loop-free interface that does not rely upon spanning tree protocols, thereby removing one of the greatest deployment and management complexities of a traditional switch. The SI4093 offers administrators a simplified deployment experience while maintaining the performance of intra-chassis connectivity, yet provides the simplicity of a single aggregated connection to the upstream network.

Here are some quick SI4093 facts:

- Preconfigured device designed for easy network connectivity to reduce deployment time

- Reduces management complexity without compromising performance

- Investment protection with "pay-as-you-grow" scalability with the ability to turn on additional 10 Gb or 40 Gb ports

- Easy interoperability with multi-vendor network infrastructures

- Reduce networking CAPEX by up to 60 percent when compared with a pass-thru.

EN4093R 10 Gb Scalable Switch

The IBM Flex System Fabric EN4093R 10 Gb Scalable Switch (Figure F.2) provides unmatched scalability and performance, while also delivering innovations to help address a number of networking concerns today and providing capabilities that will help you prepare for the future.

- [EN4093R 10 Gb Scalable Switch details on PartnerWorld](#)
- [EN4093R 10 Gb Scalable Switch details on IBM.com](#)
- [EN4093R 10 Gb Scalable Switch competitive info on COMP](#)

Figure F.2. IBM Flex System Fabric EN4093R 10 Gb Scalable Switch (and links to more detail).

With the growth of virtualization and the evolution of cloud, many of today's applications require low latency and high bandwidth performance. The Flex System Fabric EN4093R is the first blade switch to support sub microsecond latency and up to 1.28 Tbps, while also delivering full line rate performance, making it ideal for managing dynamic workloads across your network. In addition, the switch provides a rich Layer 2 and Layer 3 feature set that is ideal for many of today's data centers, plus offers industry-leading uplink bandwidth by being the first blade switch to support 40 Gb uplinks.

Here are some quick EN4093R 10 Gb Scalable Switch facts:

- "Pay-as-you-grow" scalability with the ability to turn on additional 10 Gb or 40 Gb ports

- Reduce cost and complexity via network convergence, stacking and Virtual Fabric

- Performance and low latency with 1.28 Tbps and less than 1 microsecond latency

- Investment protection when migrating from 1 Gb to 10 Gb and to a converged network

- Designed for FCoE as a transit switch, where FC is broken out further upstream in the network.

CN4093 10 Gb Converged Scalable Switch

Many clients today are connecting Ethernet and Fibre Channel from their servers upstream into their LAN and SAN. As a result, IT organizations are looking for ways to reduce the cost and complexity of these environments by leveraging the capabilities that exist today with 10/40 Gb Ethernet and/or 4/8 Gb Fibre Channel. Some solutions require a complete rip-n-replace of existing infrastructure. The IBM Flex System Fabric CN4093 10 Gb Converged Scalable Switch (Figure F.3) is an ideal solution for clients with these concerns because it can fit into their existing infrastructure and offers the benefits of a converged infrastructure today, plus it can scale with their needs in the future. This switch supports multiple protocols like Ethernet, FCoE, Fibre Channel, and iSCSI. With multi-

- CN4093 10 Gb Converged Scalable Switch info on PartnerWorld
- CN4093 10 Gb Converged Scalable Switch info on IBM.com
- CN4093 10 Gb Converged Scalable Switch competitive info on COMP

Figure F.3.   IBM Flex System Fabric CN4093 10 Gb Converged Scalable Switch (and links to more detail).

protocol support it can connect directly to the IBM integrated storage node, offering an integrated solution that is easy to setup and manage, or to an external SAN.

Here are some quick CN4093 10 Gb Converged Scalable Switch facts:

- 10 Gb Ethernet, Fibre Channel, and Fibre Channel over Ethernet (FCoE) in one switch

- OmniPorts offer extreme flexibility, connecting 10 Gb Ethernet and/or 4/8 Gb Fibre Channel

- "Pay-as-you-grow" scalability with the ability to turn on additional downlink and uplink ports

- Full Fibre Channel fabric service with seamless connectivity to IBM storage node or SANs

- Integrated management and automated VM mobility for VM aware networking with VMready

- High performance (up to 1.28 Tbps) and low latency.

Ethernet

These high performance Ethernet offerings coupled with on demand scalability offer an easy way to scale as IT requirements grow. IBM Flex System Fabric is:

> **MORE ON THE WEB**
>
> - Ethernet switches and adapters

- Integrated—helps manage discrete aspects of the data center as an integrated system through the built-in management appliance.

- Optimized—high performance scalable offerings with available 1 Gb, 10 Gb and 40 Gb uplinks allow easy integration with existing network. Simple and cost effective scalability for future growth.

- Automated—automate provisioning and setup of both physical and virtual network.

EN6131 40 Gb Ethernet Switch

The IBM Flex System EN6131 40 Gb Ethernet Switch (Figure E.1), in conjunction with the EN6132 40 Gb Ethernet Adapter, is designed to offer the performance you need to support clustered databases, parallel processing, transactional servic-

- [EN6131 40 Gb Ethernet Switch info on PartnerWorld](#)
- [EN6131 40 Gb Ethernet Switch info on IBM.com](#)
- [EN6131 40 Gb Ethernet Switch competitive info on COMP](#)

Figure E.1. IBM Flex System EN6131 40 Gb Ethernet Switch (and links to more detail).

es, and high-performance embedded I/O applications, reducing task completion time and lowering cost per operation. This switch offers up to 18 external QSFP 40 Gb ports that enables a non-blocking network design. It supports all Layer 2 functions so servers can communicate within the chassis without going to a top-of-rack switch. This feature helps improve performance and latency.

Clients are also looking for higher utilization of their existing hardware by leveraging virtualization and cloud computing models. As workload density per server increases, it needs to be balanced by appropriate IO throughput. The 40 Gb solution offered by IBM Flex System can deploy more workloads per server without running into IO bottlenecks. In case of failures or server maintenance, clients can also move their virtual machines much faster using 40 Gb interconnects within the chassis.

Here are some quick EN6131 40 Gb Ethernet Switch facts:

- First end-to-end 40 Gb Ethernet Blade solution

- High performance 40 Gb Ethernet switch that can also auto negotiate to 10 GbE speed.

- Less than 0.7 usec latency node-to-node, ideal for clients running Ethernet infrastructure in high speed trading, Web 2.0, Virtualization, and Cloud computing.

EN4091 10 Gb Ethernet Pass-Thru Module

The Flex System EN4091 10 Gb Ethernet Pass-Thru Module (Figure E.2) offers easy connectivity of the Flex System Chassis to any external network infrastructure. This unmanaged device enables direct connectivity of the compute node in the chassis to an external top-of-rack data center switch. This module can function at both 1 Gb and 10 Gb. It has 14 internal 10 Gb links and 14 external 10 Gb SFP+ uplinks.

The Flex System EN4091 10 Gb Ethernet Pass-Thru Module offers easy connectivity of the Flex System Chassis to any external network infrastructure. This unmanaged device enables direct connectivity of the compute node in the chassis to an external top-of-rack data center switch.

- EN4091 10 Gb Ethernet Pass-Thru Module info on PartnerWorld
- EN4091 10 Gb Ethernet Pass-Thru Module info on IBM
- EN4091 10 Gb Ethernet Pass-Thru Module competitive info on COMP

Figure E.2.   IBM Flex System EN4091 10 Gb Ethernet Pass-Thru Module (and links to more detail).

Here are some quick EN4091 10 Gb Ethernet Pass-Thru Module facts:

- Offers easy connectivity of the Flex System Chassis to any external network infrastructure

- Enables direct connectivity of the compute node in the chassis to an external top-of-rack data center switch

- Can function at both 1 Gb and 10 Gb

- Provides 14 internal 10 Gb links, and 14 external 10 Gb SFP+ uplinks.

EN2092 1 Gb Ethernet Scalable Switch

The IBM Flex System EN2092 1 Gb Ethernet Scalable switch (Figure E.3) provides outstanding flexibility allowing you to buy one switch today and enhance its functionality in the future. The scalable architecture allows you to support two-port or four-port 1 Gb adapters with this switch. The EN2092 sup-

- EN2092 1 Gb Scalable Switch details on PartnerWorld
- EN2092 1 Gb Scalable Switch details on IBM.com
- EN2092 1 Gb Scalable Switch competitive info on COMP

Figure E.3. IBM Flex System EN2092 1 Gb Ethernet Scalable Switch (and links to more detail).

ports up to 28 server ports and up to twenty 1 Gb uplinks and four 10 Gb uplinks. Designed with top performance in mind, the EN2092 provides high availability with legendary IBM quality and switch failover capability.

This switch is an exceptionally flexible integrated switch with extreme scalability and performance, while also delivering best-in-class networking innovations to help you address today's networking requirements. It also provides advanced capabilities to address future needs.

Here are some quick 1 Gb Scalable Switch facts:

- "Pay-as-you-grow" scalability with the ability to turn on additional 1 Gb ports or 10 Gb capacity

- Simpler management with IBM's innovative VMready virtualization-aware networking for automated Virtual Machine mobility

- Investment protection for your 1 Gb or 10 Gb network infrastructure

- Integrated network management allowing network administrators to manage servers, storage, and networks together as one logical unit.

Fibre Channel

Fibre Channel is the dominant choice for storage connectivity today. The IBM

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- [Fibre channel switches and adapters](#)

Flex System portfolio offers both 8 Gb and 16 Gb SAN connectivity offerings for seamless integration with your SAN

environment. Supporting a range of technologies and perfor-mance levels, these offerings are:

- Integrated—help manage the LAN and SAN network via a single integrated tool. Advanced licensing features enable advanced SAN functions and monitoring.

- Optimized—high performance scalable offerings offer 8 Gb and 16 Gb Fibre Channel connectivity to support easy inte-gration with your existing SAN and simple and cost effective scalability for future growth.

- Automated—advanced virtualization features enable both physical and virtual SAN setup and management.

FC5022 8/16 Gb SAN Scalable Switch

The IBM Flex System FC5022 SAN Scalable Switch (Figure E.4) meets the demands of hyper-scale, private cloud networked storage environments by delivering market-leading 16/8 Gbps Fibre Channel technology as well as expert optimized, auto-

- 8/16 Gb SAN Scalable Switch details on PartnerWorld
- 8/16 Gb SAN Scalable Switch details on IBM.com
- 8/16 Gb SAN Scalable Switch competitive info on COMP

Figure E.4. IBM Flex System FC5022 8/16 Gb SAN Scalable Switch (and links to more detail).

mated, and integrated capabilities. The switch is designed to support highly virtualized computing and Storage Area Network (SAN) environments with high performance, reliability, and usability. The IBM Flex System FC5022 SAN Scalable Switch is available as a 12-port base model, 24-port model, and a 24-port Enterprise model. The enterprise model includes a powerful enterprise software bundle of advanced SAN fabric services. Through Feature on Demand license keys, customers can now activate additional ports on the base switch, or enable advanced capabilities such as fabric watch and ISL trunking, by applying software license keys.

Here are some quick 1 Gb Scalable Switch facts:

- Provides exceptional value, flexibility, simplicity, and enterprise-class functionality

- Enables fast, easy, and cost-effective scaling from 12 to 48 ports

- Simplifies compute node connectivity and storage area networks (SAN) scalability

- Through Feature on Demand license keys, customers can now activate additional ports or enable advanced capabilities such as fabric watch and ISL trunking.

FC3171 8 Gb SAN Switch/Pass-Thru Module

The IBM Flex System FC3171 8 Gb SAN Switch (Figure E.5) and FC3171 8 Gb SAN Pass Thru provide an integrated, simple connection to existing SAN fabrics and storage. Based on QLogic's proven fibre channel expertise, these switch modules set up quickly and are easy to manage. These high perfor-

- 8 Gb SAN Switch/Pass-Thru Module details on PartnerWorld
- 8 Gb SAN Switch/Pass-Thru Module details on IBM.com
- 8 Gb SAN Switch/Pass-Thru Module competitive info on COMP

Figure E.5. IBM Flex System FC3171 8 Gb SAN Switch/Pass-Thru Module (and links to more detail).

mance integrated switch solutions minimize time and risk, supporting faster access to your data and quicker and better business decisions. The IBM Flex System FC3171 8 Gb SAN Switch is an ideal solution when connecting directly to fibre channel based storage. It is easy to deploy and manage using the IBM management appliance or Qlogic tools. The SAN Switch provides the full management, enhanced security, and zoning capabilities found with a SAN fabric. Full featured and cost effective, it provides high performance connectivity to your existing SAN environment.

Here are some quick 8 Gb SAN Switch facts:

- Seemless low cost connectivity to storage at 8 Gb or 4 Gb speed

- Two offerings to match client requirement—switch mode and pass-thru mode

- Enhanced N_Port ID Virtualization (NPIV) capability across 14 ITEs

- Auto-StreamGuard to guarantee streaming data operations

- Port aggregation—combine ports to increase bandwidth

- Automatic failover preconfigured for peace of mind.

InfiniBand

The network architecture on the IBM Flex System platform has been specifically designed to address data center challenges, giving you a very scalable way to integrate, optimize, and automate your data center. Trading volumes keep rising,

> **MORE ON THE WEB**
>
> - Infiniband switches and adapters

bringing existing systems to their limits. IBM Flex System enables next generation InfiniBand offerings for the high performance and low latency required for HPC and financial services applications.

IB6131 InfiniBand Switch

The IBM Flex System IB6131 InfiniBand Switch (Figure E.6) is designed to offer the performance you need to support clustered databases, parallel processing, transactional services, and high-performance embedded I/O applications, reducing task completion time and lowering cost per operation. Virtual Protocol Interconnect also simplifies system development by serving multiple fabrics with one hardware design. This switch is designed for low latency, high bandwidth, and computing efficiency for performance-driven server and storage clustering applications. Combined with the InfiniBand FDR adapter,

- IB6131 Switch details on PartnerWorld
- IB6131 Switch details on IBM.com
- IB6131 Switch competitive info on COMP

Figure E.6. IBM Flex System IB6131 InfiniBand Switch (and links to more detail).

your organization can achieve efficient computing by offloading from the CPU protocol processing and data movement overhead such as RDMA and Send/Receive semantics allowing more processor power for the application. CORE-Direct brings the next level of performance improvement by offloading application overhead, such as data broadcasting and gathering, as well as global synchronization communication routines.

Here are some quick InfiniBand Switch facts:

- High performance FDR (fourteen data rate) speed that can auto negotiate to QDR (quad data rate) speed also

- Offers up to 18 uplinks ports for 14 servers, allowing high speed throughput with zero oversubscription

- Suited for clients running InfiniBand infrastructure in high performance computing and financial services

- Less than 0.7 usec latency node-to-node—nearly half of QDR InfiniBand latency.

Flex System Manager

Flex System Manager is designed to help you get the most out of your IBM PureFlex System or IBM Flex System by automating repetitive tasks, and providing visibility and control across compute, storage, network, and virtualization functions within the data center. With more automation and integrated management across infrastructure elements, IT administrators can focus a greater portion of their time on programs that drive innovation and business advantage.

Flex System Manager allows you to improve administrator efficiency and reduce total cost of ownership across compute, storage, and networks by consolidating management tools, automating repetitive and error-prone tasks, and minimizing unplanned downtime. Flex System Manager simplifies infrastructure management across multiple virtualization technologies, freeing you from "silos of virtualization" and delivering visibility and control across each layer of the virtualized ecosystem. For PowerVM and KVM environments, IBM provides comprehensive virtualization management and introduces the concept of system pools. System pools define a group of virtualized system components that are managed as a single

MORE ON THE WEB

- Flex System Manager details on PartnerWorld
- Flex System Manager details on IBM.com
- Flex System Manager competitive info on COMP

Discover IBM Flex System Manager (8:00)

entity. With the system pool in place, end users can initiate the deployment of PowerVM or KVM virtual machines and Flex System Manager will automatically assign the resources needed to support the virtualized workload. If a particular server requires maintenance, Flex System Manager can migrate virtualized workloads to other nodes in the cluster without service interruption.

Here are some quick Flex System Manager facts:

- Single point of control: management of physical and virtual compute, storage, and networking resources from a single management console.

- Smart provisioning: simple and repeatable hardware configuration and bare metal provisioning for server nodes, and five click creation and zoning of storage volumes.

- Upward integration: integrate hardware management functions with VMware vCenter or Microsoft System Center.

- Mobile management: monitor your infrastructure from anywhere using iOS, Android, and Blackberry mobile devices.

- Increased scalability: manage up to 16 IBM Flex System virtualized chassis, 224 compute nodes, and a total of 5,000 end points from a single Flex System Manager.

Fabric Manager

IBM Fabric Manager is an easy-to-use server provisioning I/O management tool. Unlike performing deployment steps manually, the parameters are configured automatically. Fab-

ric Manager offers automatic provisioning of I/O addresses, pre-defined configurations of I/O parameters, I/O parameter and VLAN migration to

standby compute nodes, and other features.

Here are some quick Fabric Manager facts:

- Automates deployment steps by loading parameters

- Monitors data center operations with event notifications and automatic server failover

- Manage risk to keep your business running with automated I/O failover to standby compute nodes.

4

IBM Systems Lab Services and STG Technical Training

In this chapter we take a look at the Systems Lab Services and STG Technical Training for IBM PureSystems.

Lab Services

IBM Systems Lab Services offers deployment services, which ensure the end client is able to take advantage of all the robust capabilities and provide some skills transfer on con-figuration and key tools such as the FSM and other vital systems. The goal is to help the client

MORE ON THE WEB

- IBM Systems Lab Services info on PartnerWorld
- IBM Systems Lab Services info on IBM.com

maximize the use of the PureFlex technology quickly within their IT departments and start seeing a return on their investment as quickly as possible.

Effective November 30, 2012, removing configuration and deployment services performed by IBM Lab Services no longer requires a special bid. PureFlex configuration & deployment services can be performed by qualified business partners or IBM Services for the Express, Standard, and En-

terprise offerings. This allows partners to build out high value services around PureFlex and Flex systems and to grow margin while providing flexibility to meet clients' needs.

STG Technical Training

Here are some examples of the technical training available:

PureFlex Systems Introduction

NGT10	3 days Classroom Offering
NGV10	3 days Live Virtual Class
NGP10	Self Paced Virtual Class

IBM PureFlex System Fundamentals

NGT11	3 days Classroom Offering
NGV11	3 days Live Virtual Class

Flex System x240 Compute Node

NGT20	3 days Classroom Offering
NGV20	3 days Live Virtual Class

Flex System p260 & p460 Compute Node

NGT30	3 days Classroom Offering
NGV30	3 days Live Virtual Class

Flex System Overview with System Management Focus

NGT40	3 days Classroom Offering
NGV40	3 days Live Virtual Offering

MORE ON THE WEB

- [PureFlex course descriptions, schedules, and pricing](#)

Flex System Scalable Networks

NGT50   3 days Classroom Offering

NGV50   3 days Live Virtual Offering

About the Editor

Jim Hoskins is the founder of Maximum Press, a premier publisher of books, ebooks, and rich media that help businesses apply technology profitably. Jim has been involved with computer technology design, implementation, and education for over 25 years. He is the author of many articles and books covering a wide range of technology and Internet business topics. Jim spent a decade with IBM designing computer systems and directly helping businesses of all sizes design and implement real-world solutions. He is the author/editor of the popular *Exploring IBM* series, which has sold over 350,000 copies in 12 languages. Jim has a degree in electrical engineering from the University of Florida and resides in Gulf Breeze, Florida, with his wife and five children. You can reach Jim via email at jimh@maxpress.com.