



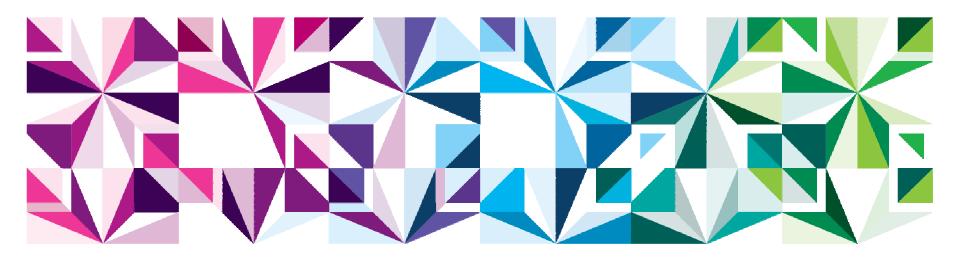




IBM PureSystems

IBM PureFlex System and PureApplication System

Leticia Muñoz y Fernando Violante Systems & Tecnology Group - IBM Uruguay





What are today's pressures and realities

Consumerization

- Mobility
- Social business
- Iterative solutions

Business Demands

- Address opportunities more quickly
- Drive business innovation
- Leverage technology more strategically



IT Needs

- Deliver new capabilities faster
- Shift resources from maintenance to transformation
- Control growing complexity

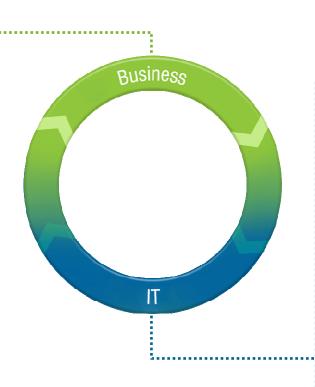


You experience the barriers of time, cost and risk today Aligning IT and business goals

Business Goals

Grow top and bottom line by:

- Driving business innovation
- Make new markets
- Respond to competitive threats
- Enhance the customer experience



IT Reality

Getting Up and Running

Takes months:

- Specify/Design
 Integrate
- Procure
- Deploy

Development Operations

Takes 30-90 days:

- Provision
- Configure

Ongoing Effort

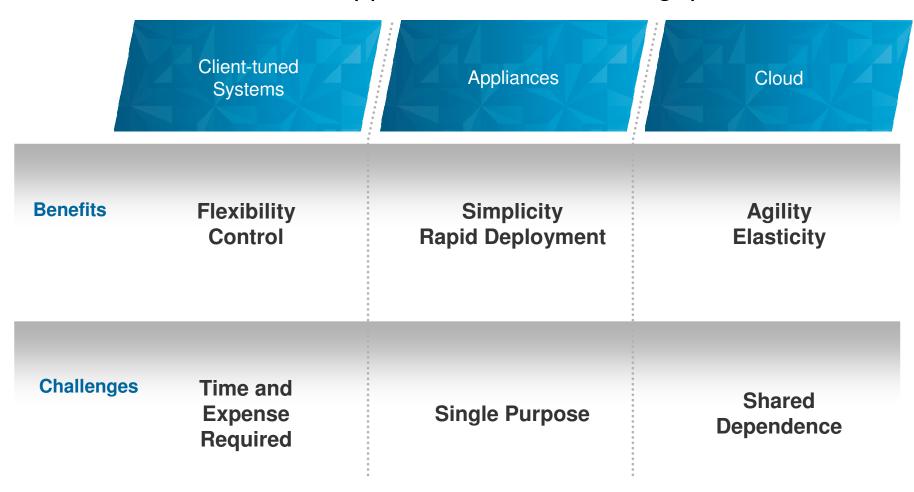
Takes months and requires downtime:

- Customize/Tune
 Maintain
- Scale

- Upgrade
- Manage



Clients have tried various approaches to close the gap



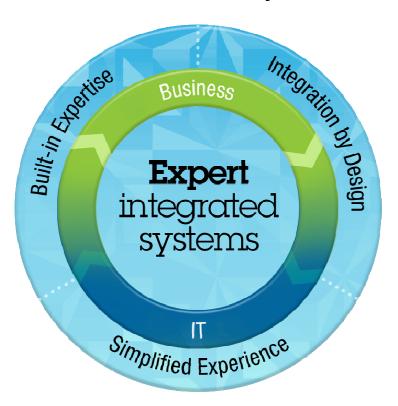
What if you could have the best of all three?



The time has come for a new breed of systems

Built-in Expertise

Capturing and automating what experts do – from the infrastructure to the application



Simplified Experience

Making every part of the IT lifecycle easier Integrated management of the entire system A broad open ecosystem of optimized solutions

Integration by Design

Deeply integrating and tuning hardware and software – in a single, ready-to-go system

Fundamentally changing the experience and economics of IT



Announcing IBM PureSystems

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

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

IBM PureApplication IBM PureFlex System New **System** Expert at: sensing and Expert at: optimally anticipating resource deploying and running needs to optimize your applications for rapid infrastructure time-to-value Factory integrated •Expert designed, integrated and optimized system and optimized application infrastructure aware platform Integrated management Platform patterns Automation and of expertise optimization expertise Simplified management with a single console



IBM PureSystems "patterns of expertise"

Patterns of Expertise: Proven best practices and expertise for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized and then built into the system



Patterns deliver superior results:

- · Agility: Faster time-to-value
- Efficiency: Reduced costs and resources
- Simplicity: Simpler skills requirements
- Control: Lower risk and errors

Through *unmatched expertise* in:

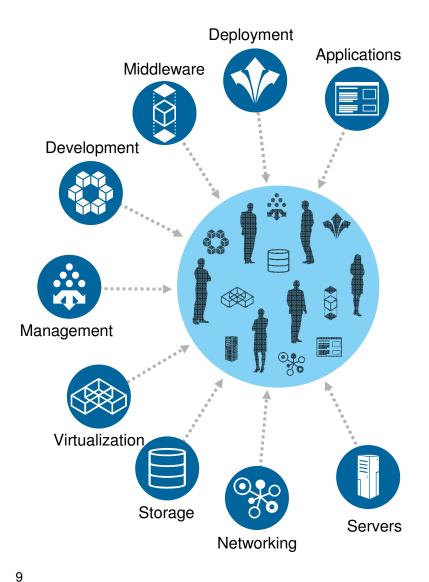
- System design
- Infrastructure management
- Application deployment
- Data management
- Datacenter management
- High availability and scalability
- Security
- Storage optimization
- Networking





IBM PureSystems are integrated by design



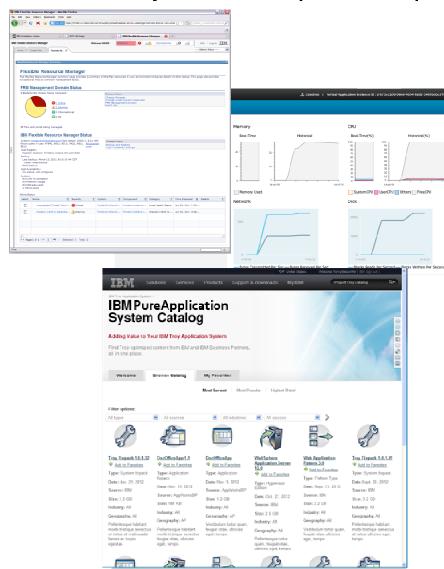


Optimizes the complete solution stack:

- All hardware and software components integrated and optimized
- Born virtualized and ready for cloud
- Storage tuned to data needs
- Hardware directly tuned to the software
- System resource allocation uniquely optimized per selected pattern for each application workload



IBM PureSystems simplified experience





New client experience:

- Single product streamlines ordering, tracking, receiving, installing and running
- Factory installed, fully packaged solutions drive simple setup (pull it out of the box, plug it in and boot it up)
- Management integration across system
- Single point of contact for support
- Upgrade with zero downtime based on integrated patches and system design
- A broad open ecosystem of optimized solutions



Supported by the broadest ecosystem



- Solutions from 100+ leading partners
- Over 100 leading packaged applications available
- Solution Showcase simplifies application deployment
- Build once also use for private and public cloud deployments
- Certified through 'Ready for IBM PureSystems' program









Siemens PLM Software







Schlumberger





























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redhat



Smarter Computing

The IT infrastructure that enables a Smarter Planet

Client-optimized system:

highly customizable systems designed to deliver the best in class capabilities uniquely tailored for the client's environment

Expert integrated systems:

combine the flexibility of a general purpose system with the simplicity of an appliance – and integrated expertise throughout

System z

Freedom through design



System x

Defining the next generation of x86 servers



Power Systems

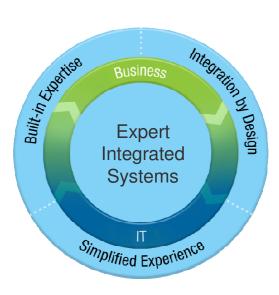
Performance redefined



IBM Storage

Expect more from your Storage







IBM PureApplication System



IBM PureFlex System

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Simplified experience Reduce time, effort and risk throughout the solution lifecycle



Starts at Acquisition: A continuum of value from building blocks to systems

IBM Flex System

Chassis

14 half-wide bays for nodes

Compute Nodes

Power 2S/4S* x86 2S/4S

Storage Node

V7000 Expansion inside or outside chassis



Networking

10/40GbE, FCoE, IB 8/16Gb FC

Expansion

PCle Storage



Pre-configured, pre-integrated
infrastructure systems with compute,
storage, networking, physical and
virtual management, and entry cloud
management with



IBM PureApplication System

Pre-configured, pre-integrated platform systems with middleware designed for transactional web applications and enabled for cloud with integrated expertise.

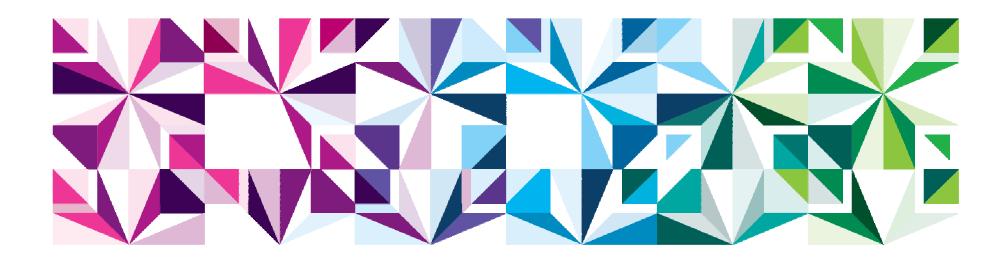






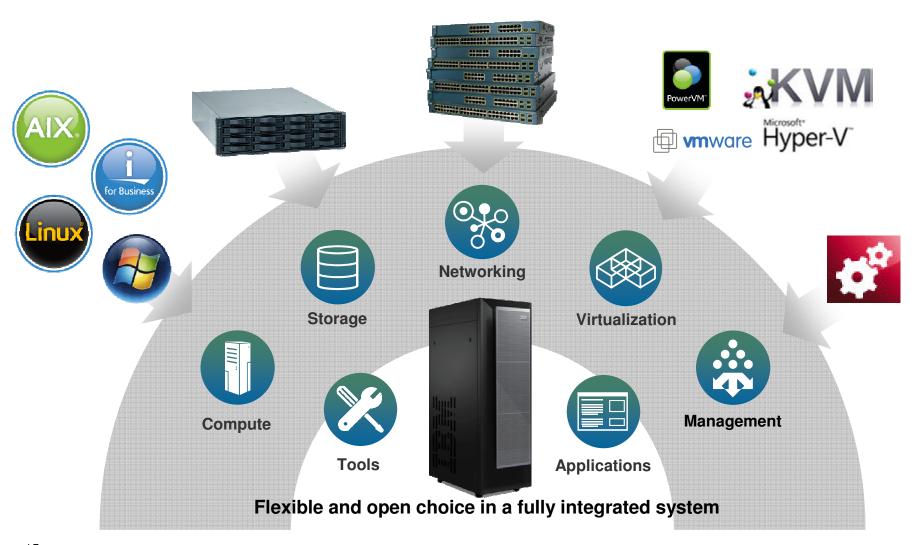
IBM Flex System and IBM PureFlex System

Product Overview





IBM PureFlex System is Integrated by design





Simplified management experience with advanced automation

Reduced risk through integrated platform management



Management

Management











- New user interface and configuration automation brings new components online faster*
- Cross-resource integration and automation enables transformation from managing resources to managing applications, services and workloads
- Works with the management you have other IBM platform tools, Tivoli and third party enterprise management (e.g., CA, BMC, HP, etc.)
- Easier monitoring, alerts and problem management through automated resolution processes with integrated expertise

Setup Wizards



Global Find



Chassis Map



Remote Presence







Chassis Designed for flexibility and future advancements

More than just a container



The Problem:

A chassis designed to handle technology changes in server, storage, and networking that provides the flexibility and investment protection your datacenter needs for today and tomorrow.

IBM's Next Generation Chassis Delivers:



Flexible Building Blocks

 Designed to handle server technology, storage technology, and networking technology for the next decade of workloads



Energy Efficiency

- Scalable power supplies that are extremely efficient, achieving Energy Star status
- Chassis designed for energy efficient processors, as well as energy efficient memory



Investment Protection

 The IBM Flex System chassis was designed for multiple generations of technology, protecting the customers investment



Enterprise Chassis Design

Chassis



System infrastructure



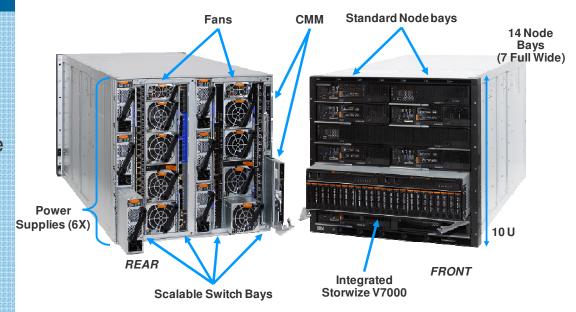
Infrastructure to support the compute, storage and networking components

Energy efficient cooling and power system

Easy to use with integrated single-point management

Designed to support future advancements in I/O, processors, memory, and storage

IBM Flex System Chassis



- 4 scalable switch bays
- 10U Chassis, 14 bays
- Standard and Full width node support
- Up to 6 2500W power supplies N+N or N+1 configurations
- Up to 8 cooling fans (scalable)
- Integrated chassis management through CME



IBM Flex System Enterprise Chassis Front View

Size: 10 U 19" Rack

14 Node Bays (7 Full Wide)

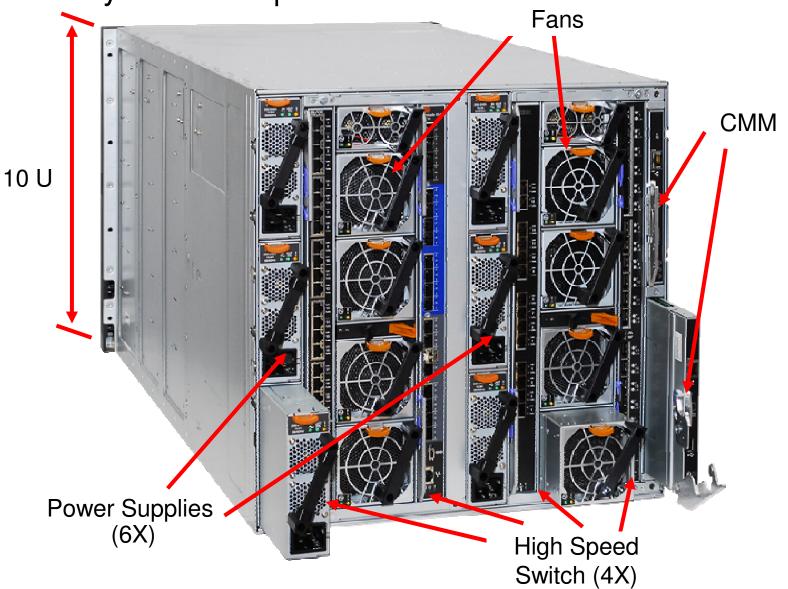
Nodes:

- Power
- Intel
- Flex System Mgr





IBM Flex System Enterprise Chassis Rear View







Compute Designed with Expertise More than just compute



The Problem:

No industry player offers the **flexibility** to design your datacenter for the diversity of workloads you run **today** and **tomorrow**.

IBM's Next Generation Compute Delivers:



Heterogeneous Workloads

- Designed for the next decade of workloads, avoiding rip and replace
- Support for Power7, x86, and multi-tier environments



Heterogeneous Hypervisor s

- Regardless of your platform virtualization environment, IBM Flex System offers industry leading technologies
- Support for PowerVM, Vmware, KVM, and HyperV

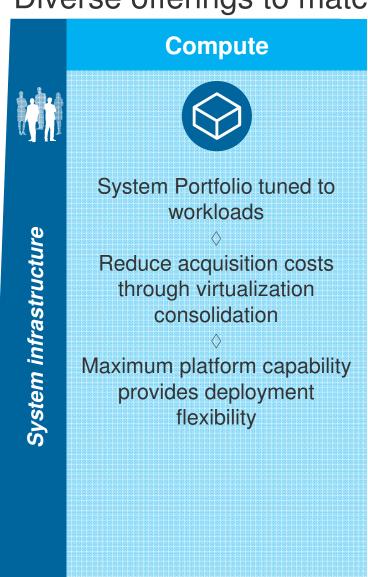


Expertise for Workloads

- Virtualization and Cloud (dual hypervisor keys)
- Low Latency/High IOPs (320GB/s)
- High Performance (40GB uplinks)
- Business Analytics (dedicated storage)



Diverse offerings to match the diverse workloads





IBM Flex System x240



IBM Flex System p260



IBM Flex System p460



IBM Flex System x240 - Enterprise Class

Compute



System infrastructure



Standard Width compute node

2-socket Sandy Bridge-EP

24 LP DDR3 DIMMs / 1333MHz / 1600MHz

10Gb Converged LOM

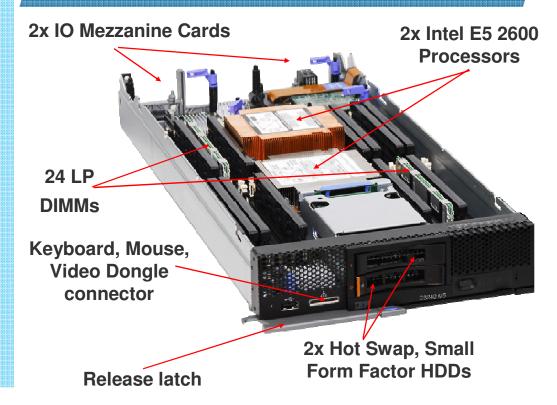
2 hot swap 2.5" SAS/SATA SSDs or HDDs

Dual Enabled Hypervisor – ESXi on Flash Key Option



IBM Flex System x240

Uncompromised Compute, IO, and Storage performance, designed for mainstream virtualization, and a broad range of workloads





IBM Flex System p260







Standard Width compute node

2-socket POWER7®

64-bit POWER7® processor

16 core: 2 Socket x8 core

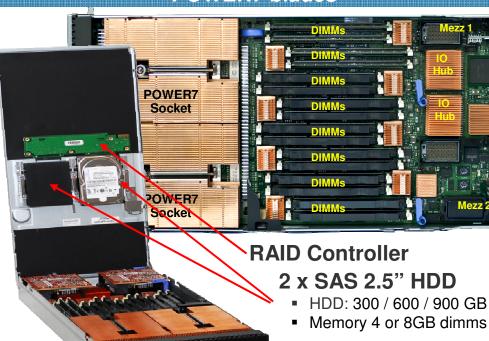
16 DIMMs DDR3, 1066 MHz, 256GB Max

Dual Mezz cards and IO Hubs



IBM Flex System p260

Power is Performance Redefined Delivers over 30% greater performance with similar density and energy use of the previous POWER7 blades



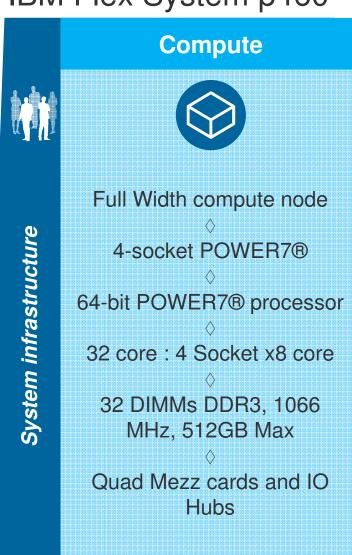
- HDD: 300 / 600 / 900 GB

or 2 x 1.8" SDD drives

- SDD: 177 GB
- 2 / 4 / 8 / 16 GB dimms © 2012 IBM Corporation



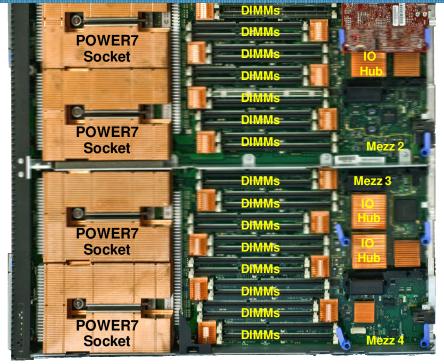
IBM Flex System p460





IBM Flex System p460

Power is Performance Redefined
The same 4-socket server technology behind
Watson, is now enhanced and available on
Power Compute Node for IBM Flex System



*HDD or SSD – Mounted on cover (located over memory)





Optimized, Automated and Integrated network architecture

Fits within your existing and future environment

The Problem:

Today's networking offerings lack the flexibility to meet the **demands** of the next decade of I/O. Clients are often burdened **now** with the costs of technology for **tomorrow**.



Extreme Flexibility

- Designed to meet port and bandwidth requirements for next decade
- Pay for what you need today with Features on Demand (FoD)



Highest Performance

- First 40Gb capable Ethernet Switch
- First 16Gb capable SAN Switch
- First 56Gb capable Infiniband FDR switch
- Up to 220Gb uplink BW and <1microsec latency



Standards based Convergence

- 10Gb iSCSI and FCoE offering
- First 40Gb end to end FCoE offering (post GA)
- Standard based for seamless integration



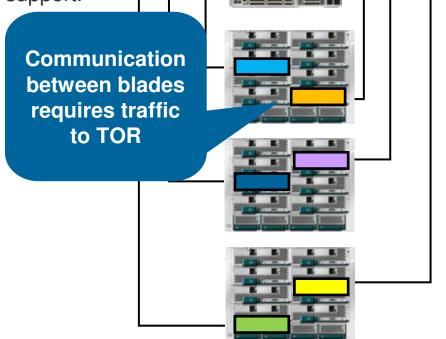


Network Switching and Why it Matters



The Problem:

Blade to blade **communication** flows north-south through the TOR, causing **latency** from request / response traffic. Added network latency will impact the overall **workload** the servers can support.



The Flex System Difference:

Do more with your servers and **reduce** network delays. Node to Node communication happens **within** the chassis.



Communication is contained within chassis running at 10GB Ethernet

Why this matters:

- Reduces switch latency
- Additional servers needed to overcome performance loss in network delays
- Low latency, web-serving, and database apps create significant server to server chatter and stress on the network

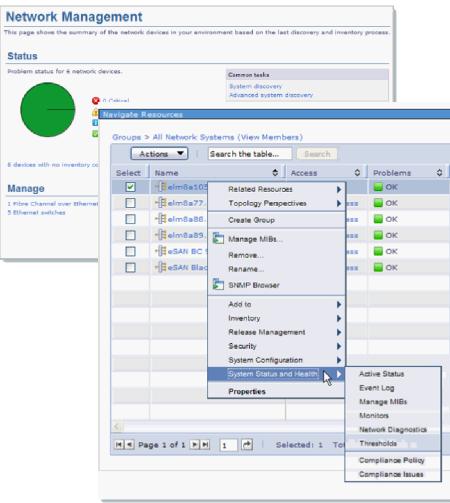




Integrated Network Management with Network Control



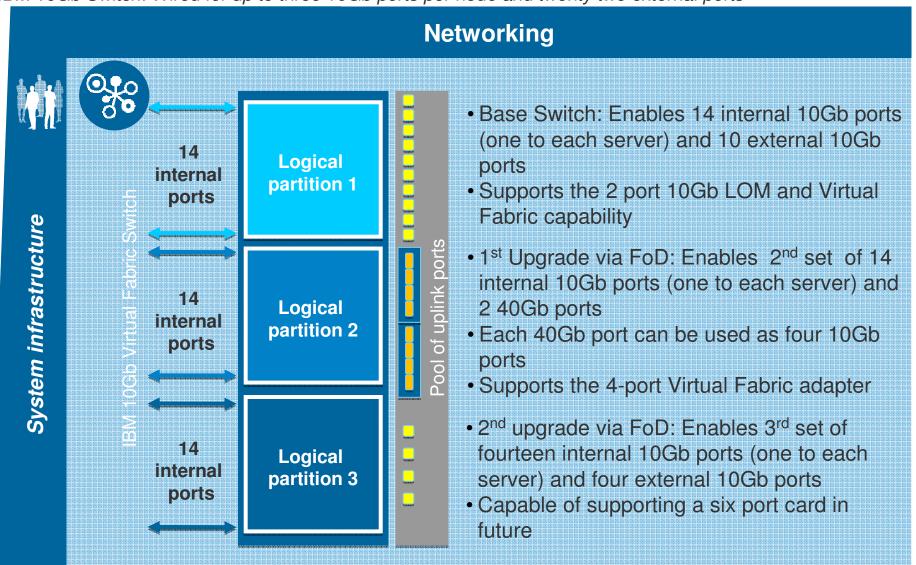
- Logical network management allows management of port profiles, VLANs, ACLs and QoS in virtualized, live-migration environments
- Leverages 802.1Qbg standards in integrated switches and PowerVM, KVM and IBM "Osiris" vSwitch for VMware (standards-based alternative to Cisco's proprietary VN-Tag)
- Optional Fabric Management extends QoS Management providing advanced monitoring, VM priority and rate limiting
- Network monitoring at a glance via network topology perspectives with the ability to see the components affected by network outages
- Enable end-to-end network and virtualization management
- Graphical view of L2 network connectivity using topology perspective





Next generation flexibility: Scale for Bandwidth, Ports, or Both

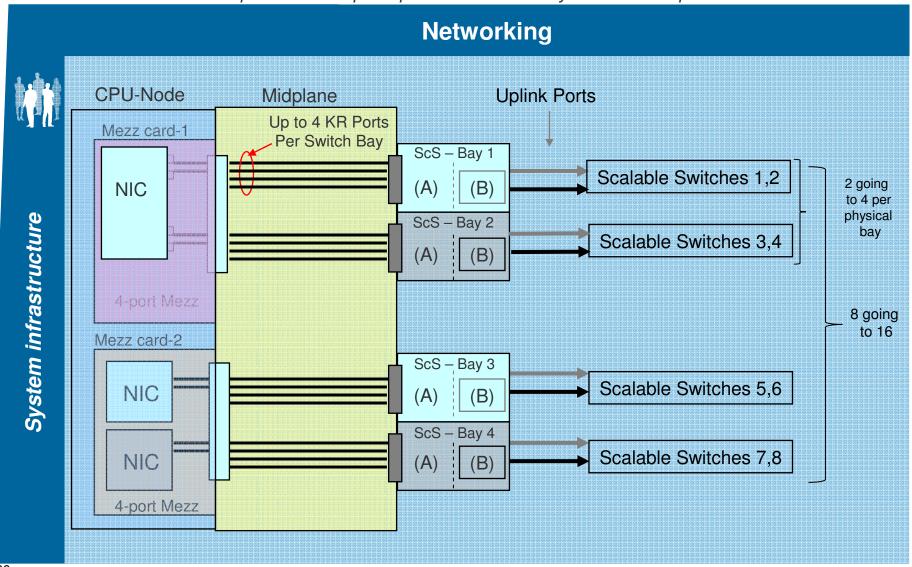
IBM 10Gb Switch: Wired for up to three 10Gb ports per node and twenty two external ports





Flexible networking solution, allowing for best price/performance

IBM 10Gb Switch: Wired for up to 16 10Gb ports per node and twenty two external ports







IBM Flex System 10Gb Virtual Fabric Scalable Switch

- IBM 10Gb Scalable Switch for IBM Flex System Chassis
- One, two, or three 10G ports per server – selectable by software license
 - Base Switch: 14 x 10Gb server port and 10 x 10Gb uplinks
 - Switch upgrade 1: 28 x 10Gb server ports and 16 x 10Gb uplinks. 40Gb uplinks enabled.
 - Switch upgrade 2: 42 x 10Gb server ports and 22 x 10Gb uplinks. 40Gb uplinks enabled.
 - 1.28 Tbps first 1Tbps+ blade switch
 - 5+ Tbps per chassis

Full featured, Scalable bandwidth bringing convergence and simplicity to Datacenter applications



Two 40 G uplink ports. Each port can also be converted to 4*10G using QSFP to SFP+ cable







IBM Flex System 1Gb Scalable Switch Module

0-0-0

- BNT 1Gb Switch Modules for next generation Chassis
 - Base Switch: 14 x 1Gb server port and 10 x 1Gb uplinks
 - Switch upgrade 1: Doubles the ports to 28 x 1Gb server ports and 20 x 1Gb uplinks.
 - Switch upgrade 2: Adds 4 x 10Gb uplinks enabled.
 - RJ45 connectivity for 1Gb Ports

Integrates into current 1Gb Datacenter architecture with 10Gb uplinks for future expansion



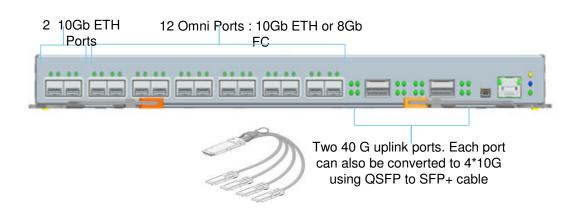




IBM Flex System 10Gb Virtual Fabric Scalable Switch with FC

- Compass plus FCoE and native FC
- Uplinks
 - 12 Omni Ports : 10Gb ETH or 8Gb FC
 - 2 10Gb ETH
 - 2 40Gb ETH
- Downlinks
 - Same as Compass : Up to 42 10Gb
- FC Features
 - NPIV
 - FCF Gateway
 - FC Services
 - N Port, F port, E port
- Native FC connectivity to FC SANs (using NPIV mode)

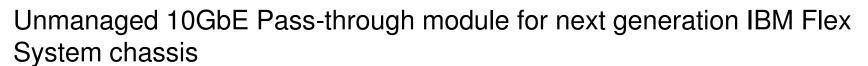








IBM Flex System 10GbE Pass-Through Module



• 14 Internal server ports

• 14 External SFP+ ports

Simple, low cost connectivity to the datacenter core



Full breadth of Networking offerings

Networking



System infrastructure



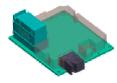
Simplifies network deployment via integrated management

Reduces network complexity via convergence and intelligent fabric monitoring

Improves network performance via uncompromised IO throughput

Fits with existing infrastructure and scales with Customer's IO needs

IBM Networking Offerings



- Scalable Switch modules for the IBM Flex System chassis
- Four Scalable switches per chassis
- Capable to provide up to 16 virtual switch partitions per chassis
- Feature on Demand port upgrades for switches

	Ethernet & FCoE	Fibre Channel	InfiniBand
Switch	 52 port 1Gb Switch Base: 14/10 (internal/external) Upgrade: 14/10 Upgrade: four 10Gb uplinks 64 port 10Gb Ethernet Switch Base: 14/10 Upgrade: 14/8 (two 40Gb uplink) Upgrade: 14/4 1/10Gb Pass Thru 	 20 port 8Gb 20 port 8Gb Pass Thru 48 port 16Gb 	QDR Switch upgrade: FDR
Adapter	 4 port 1Gb - Broadcom 4 port 10Gb - Emulex 2 port 10Gb - Mellanox 	 2 port 8Gb – Qlogic 2 port 8Gb – Emulex 2 port 16Gb – Brocade 	QDR & FDR Adapter

*Available at launch

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Storage is essential to an integrated platform Storwize V7000 and PureFlex System V7000 storage are

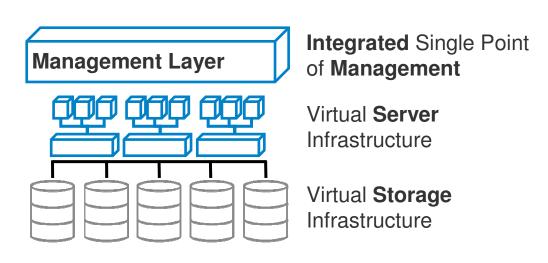


The Problem:

Digital data has grown 10x from 2007 to 2011, causing storage requirements to grow 20 - 40% per year.

virtualized

This growth has made the integration, management, and virtualization of storage resources critical.



Virtualized Servers Require Virtualized Storage

- Consolidate diverse storage infrastructure
- Common Access point
- Single point of management and provisioning
- Can serve as a bridge from traditional infrastructures to cloud

System infrastructure

IBM Flex System V7000 - Different (and Better) by Design...

IBM Flex System V7000



- Open, multi-vendor virtualization based on proven technology
 - Over 20,000 installations worldwide
 - Unmatched interoperability and investment protection
 - Low switching costs
 - Seamless, transparent migration with no service disruption
 - Up to 70% higher utilization of newly deployed and preexisting storage assets

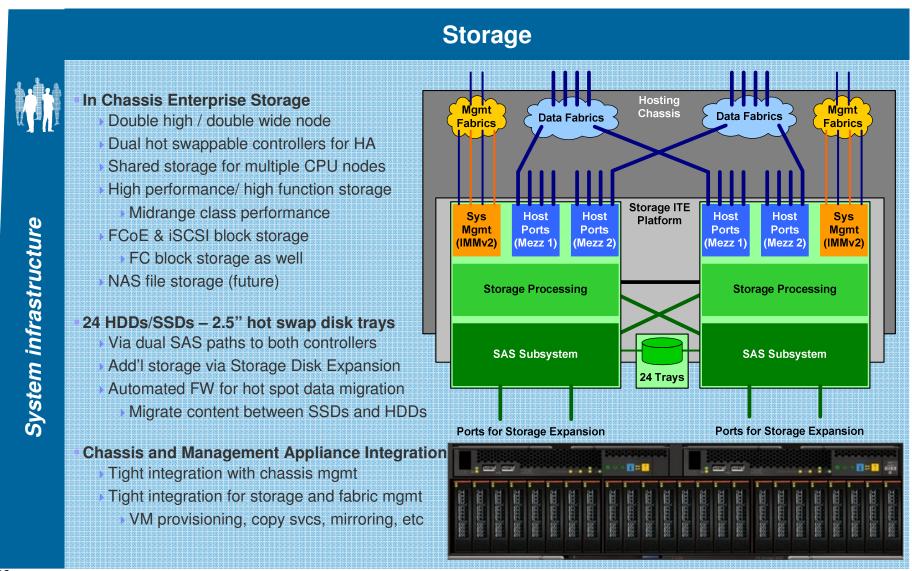


- Up to 3X performance improvement with as little as 2% SSD capacity
- "Learns" and adapts to dynamic, mixed workload environments automatically
- Active Cloud Engine™
 - Automated, policy-based file movement
 - Reduces cost and increases availability by moving files to the proper tier





Storage Node Design Overview





Enterprise Storage Flexibility

Storage



System infrastructure

Simplifies storage administration with a single user interface and common CLI through a tightly integrated

Virtualizes third-party storage with non-disruptive migration of the current storage infrastructure

management console

Balances high performance and cost for mixed workloads

Protects data for business continuity and disaster recovery with built-in local and remote replication and snapshot functions

IBM Flex System extends the Storwize capabilities: Maximum performance and flexibility, integrated management and ease of use for customer for all customer configurations

Full spectrum of servers and storage options

Integrated Rack (w/ Internal and External Storage)



Separate Server & Storage Racks



Internal Chassis Storage





External Storage

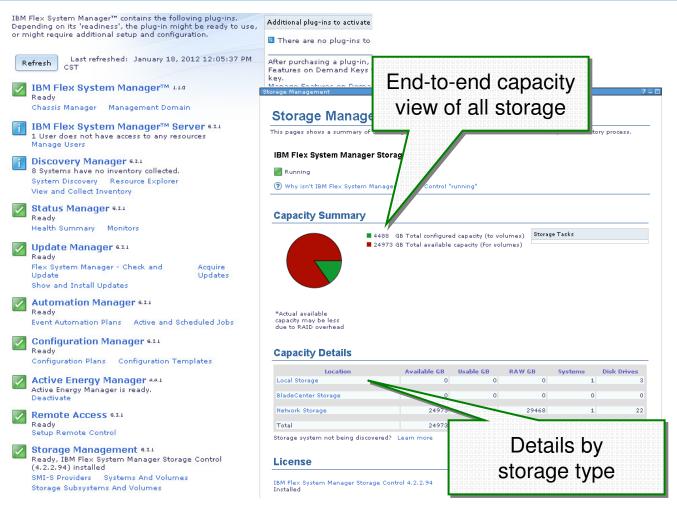






Integrated Storage Management Storwize V7000 and PureFlex System V7000 storage are virtualized





IBM PureFlex System storage, virtualization, and management

Storage



Starting Level

IBM Flex System FSM Chassis Map

- · Single point of management starting point for IBM Flex System
- · Physical navigation, central launch point for IBM Flex System management

Upper Level

IBM Flex System FSM Storage Control

- Integrated management with a Systems and Storage perspective
- ·Manage storage across your data center connected to IBM Flex System

Detailed Level

V7000 Storage User Interface Detailed disk setup (RAID arrays, LUNs)

- · Advanced disk features (Easy Tier, Mirrorina. Clustering, Virtualization)
- Inherent in every Storwize V7000 and IBM Flex System V7000 Storage Node

Upgrade Level

TPC Storage Productivity Center Integrated management with a SAN-wide perspective

 For clients looking for advanced analytics and management of data center SAN with other, perhaps heterogeneous storage



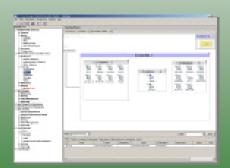
IBM FlexSystem Chassis Map IBM Flex System Single point of management



IBM Flex System FSM Storage Control Integrated server, storage, networking mgmt



V7000 Easy-to-use management GUI **Detailed Storage Setup**



Tivoli Storage Productivity Center Integrated SAN-wide management

System infrastructure



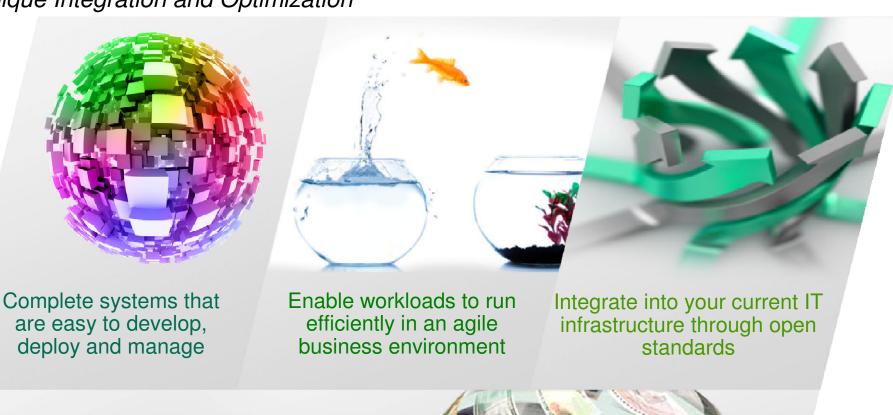
IBM PureFlex System Storage interoperability

Storage IBM Flex System Chassis Other storage Virtualization options **IBM Flex System V7000 Storage Node** ✓ Integrated virtualized IBM Flex System Storage **IBM Flex System Storage Virtualization** Storwize V7000 ✓ Virtualize external Storage for greater data center efficiency and utilization **IBM Flex System** ✓ Avail in: Storwize V7000, IBM Flex System V7000 V7000, & SVC **Storage Node IBM SVC IBM Flex System Storage** System infrastructure Interoperability ✓ Broad set of IBM storage supported with IBM Flex System ✓ Interop with 3rd party via Virtualization **Direct Interoperability** Via Storage **IBM Flex System FSM Storage Control** or via Virtualization ✓ Discovery and Inventory **Storage Virtualization** ✓ Monitoring and Alerts ✓ Configuration ✓ Provisioning **IBM Flex System FSM Advanced** ✓ Integrated virtualization management across server, storage, network ✓ Image repository and management Storage provisioning for image creation, deployment, and cloning ✓ System Pools Integrated management of storage in lifecycle of defining and managing system pools ✓ Virtual Image Cloning Integrated storage provisioning and virtual **DS8100**. Storwize V7000 DS3400, DS3500, DS4100, DS4200, image placement for new virtual machines DS4300, DS4400, DS4500, DS4700, DS4800, DS5020, DS5100, DS5300, N3600, N3700, DS6800 Centralized management to reduces costs Included in Base Director and complexity across server and storage



Why choose IBM & IBM PureFlex System?

Unique Integration and Optimization



The world's premier singlesource provider for IT solutions



Smart **Cloud**





ibm.com/smartcloud