IBM Smart Analytics System 5710

Overview
What is IBM Smart Analytics System

EVERYTHING you need for business analytics
Not just a data warehouse appliance

Analytics Software
➡️ Business Intelligence
➡️ Cubing Services
➡️ Text Analytics
➡️ Data Mining

Powerful Data Warehouse
➡️ Warehousing Platform
➡️ Advanced Workload management

System Automation
➡️ Integrated hardware and software
➡️ Reduces time to value
➡️ New easy to use deployment toolkit

Get business insight in days... not months
IBM Smart Analytics System
A Complete Data Warehouse and Business Analytics Solution
# IBM Smart Analytics System Family Overview

<table>
<thead>
<tr>
<th>Series</th>
<th>5000</th>
<th>7000</th>
<th>9000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platform</strong></td>
<td>System x</td>
<td>Power System</td>
<td>System z</td>
</tr>
<tr>
<td><strong>Model</strong></td>
<td>5600</td>
<td>7700</td>
<td>9700</td>
</tr>
<tr>
<td><strong>Positioning</strong></td>
<td>IBM Smart Analytics System 5600 provides warehousing and analytics capabilities designed for growth at an attractive entry point.</td>
<td>IBM Smart Analytics System 7700 is the industry’s most complete business-ready analytics solution with cost-efficient, flexible design, and mission-critical reliability.</td>
<td>The 9700 is a trusted information platform offering high performance data warehouse management with unequaled security (ELA5+) of unmatched availability &amp; recoverability.</td>
</tr>
<tr>
<td><strong>Server</strong></td>
<td>IBM System x3650 M3</td>
<td>IBM Power 740</td>
<td>IBM zEnterprise 196</td>
</tr>
<tr>
<td><strong>Storage</strong></td>
<td>IBM System Storage DS3500</td>
<td>IBM System Storage DS3500</td>
<td>IBM System Storage DS8800</td>
</tr>
<tr>
<td><strong>Operating System</strong></td>
<td>Linux</td>
<td>AIX</td>
<td>z/OS</td>
</tr>
<tr>
<td><strong>Warehouse Software</strong></td>
<td>InfoSphere Warehouse Enterprise Edition</td>
<td>InfoSphere Warehouse Enterprise Edition</td>
<td>IBM DB2 for z/OS</td>
</tr>
<tr>
<td><strong>Analytics Software</strong></td>
<td>Cognos Business Intelligence</td>
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IBM Smart Analytics System 5710

Design Considerations

Market Segment

- 65% of the data warehouse market has data mart or warehouse sizes of 3TB or less

IBM System x3630 M3

- Cost-effective server providing an exceptional price to performance ratio
- Supports up to 28 x 2.5” SAS hard drives
- IBM Smart Analytics System 5710 medium configuration supports up to 3TB of user data.
- New compact 2U, single server solution designed to target majority of customers

IBM System Storage DS3524

- Supports up to 24 x 2.5” SAS hard drives
- Increases storage capacity of the x3630 M3 to provide the same data capacity as the existing IBM Smart Analytics System 2050 large configuration
IBM Smart Analytics System 5710 Sizing Guide

Three Simple Configurations Based On

- User Space – data size including table data, indexes, MQT, etc.
- Total Space – total disk space available after formatting

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<td>2.7 TB</td>
<td>5.4 TB</td>
<td>22 TB</td>
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IBM Smart Analytics System 5710

Hardware Configurations

- Small footprint, space saving solution
- IBM System x3630 M3 with built in storage
- External IBM System Storage DS3524 for large configuration

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<td>5.4 TB</td>
<td>22 TB</td>
</tr>
<tr>
<td><strong>IBM System x3630 M3</strong></td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Intel Xeon X5675 Processor @ 3.06GHz 12MB Cache</td>
<td>2 x 6 Core</td>
<td>2 x 6 Core</td>
<td>2 x 6 Core</td>
</tr>
<tr>
<td>DDR3 1333MHz Memory with ECC</td>
<td>24 GB</td>
<td>48 GB</td>
<td>96 GB</td>
</tr>
<tr>
<td>2.5&quot; Hot Swap 10,000 RPM 6Gbps SAS HDD</td>
<td>16 x 300GB</td>
<td>28 x 300GB</td>
<td>4 x 300GB 24 x 600GB</td>
</tr>
<tr>
<td><strong>IBM System Storage DS3524</strong></td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>2.5&quot; Hot Swap 10,000 RPM 6Gbps SAS HDD</td>
<td>-</td>
<td>-</td>
<td>24 x 600 GB</td>
</tr>
<tr>
<td><strong>Form Factor</strong></td>
<td>2U</td>
<td>2U</td>
<td>4U</td>
</tr>
</tbody>
</table>
IBM Smart Analytics System 5710

Software Stack

Analytics Software
- Cognos Business Intelligence 10 FP1
- InfoSphere Warehouse 9.7.3 Departmental Edition application server
  - WebSphere Application Server 7.0 FP15

Data Warehouse Software
- InfoSphere Warehouse 9.7.3 Departmental Edition data server
  - DB2 9.7 FP4

Operating System / Management
- IBM Storage Manager 10.77.G5.14
- Nagios System Monitor 3.0.6
- Technology Explorer for IBM DB2 4.1
- SUSE Linux Enterprise Server 11 SP1
IBM Smart Analytics System 5710

More Customer Value for Less
IBM Smart Analytics System 5710

Enhanced Customer Value

New Smaller Footprint

- Same data capacity as the existing IBM Smart Analytics System 1050/2050 in a smaller, compact design
- Less hardware translates to reduced power consumption and cooling costs

<table>
<thead>
<tr>
<th>User Space</th>
<th>IBM Smart Analytics System 1050/2050 Space Requirement</th>
<th>IBM Smart Analytics System 5710 Space Requirement</th>
</tr>
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<tbody>
<tr>
<td>1.5 TB</td>
<td>7U</td>
<td>2U</td>
</tr>
<tr>
<td>3 TB</td>
<td>7U</td>
<td>2U</td>
</tr>
<tr>
<td>12 TB</td>
<td>12U</td>
<td>4U</td>
</tr>
</tbody>
</table>

1/3 of existing size
IBM Channel Focused Warehouse Solutions

At a Glance: Positioning

List Price in $US

Size (User Data)

KEY
- Smart Analytics 5710
- Netezza 1000

IBM Smart Analytics System 5710 © 2011 IBM Corporation
IBM Smart Analytics System 5710

**Enhanced Customer Value**

**Increased Value With No Additional Cost**

- Now includes five Cognos 10 authorized user licenses
- Option to buy additional user licenses as required
IBM Smart Analytics System 5710

*Enhanced Customer Value*

**Table Ready Within 15 Minutes**

- End customer receives system with all software installed and optimized
- Only 4 simple setup tasks required by end customer upon delivery
- Step by step documentation shipped with every system

1. **Un-box and rack hardware**
2. **Connect power, monitor, keyboard, mouse and network (SAS cable required for large configuration)**
3. **Power on system and set hostname, IP address and passwords**
4. **IBM Smart Analytics System 5710 is ready for use**
IBM Smart Analytics System 5710

Enhanced Customer Value

User Friendly Configuration

- New functionality allows end customer to reconfigure
  - Hostname and domain name
  - Network settings
  - System passwords
- Easy to use graphical interface guides user through the process upon startup
- Provides greater security and flexibility
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More Support for Sales Professionals
IBM Smart Analytics System 5710

Seamless Sales Cycle

More Tools for a Seamless Sales Cycle

- **Solution Configuration Sheet** – Provide potential customers with quick, easy to read price quote for the new IBM Smart Analytics System 5710

- **Pre-sales Checklist** – Ensures all customer requirements are met for a smooth and seamless cycle from sales to delivery

- **Customer Checklist** – Provide customers with peace of mind knowing their system is configured and built according to specification
IBM Smart Analytics System 5710

Easier Deployment for System Builders
IBM Smart Analytics System 5710
Enhanced Toolkit for System Builders

Simplified and Faster Installation

- IBM Smart Analytics System 5710 is installed and configured though the Integrated Management Module (IMM)
- No monitor, keyboard or mouse required for the x3630 M3 server
- Uses web browser on client
- No more DVDs
IBM Smart Analytics System 5710

Toolkit Advantages

Speed of Deployment
- Run toolkit once versus many installations for each software component
- Most tasks and configurations are fully automated and requires minimal user input

Ease of Deployment
- Guided installation which prompts for required information in step by step process
- No required knowledge configuring RAID arrays, LUN assignment or mapping devices to the operating system

Perfectly Configured System Every Time!
- Designed and configured according to the best practices guideline
- Tested, consistent and perfect deployment each and every time
IBM Smart Analytics System 5710

Enhanced Toolkit for System Builders

Better Hardware Integration

- Automatic RAID-10 array is created with ServeRAID M5015 controller. No more manual logical drive creation required before installing the OS

RAID-10

- Automatic firmware update for IBM System Storage DS3524. Eliminates compatibility issues between Storage Manager software version and controller firmware level
Logical Drive Creation

- Mega CLI is used to configure drives internal to the System x3630 M3 with ServeRAID M5015 controller
- Storage Manager CLI is used to configure drives internal to the System Storage DS3524
- Linux file system is created for each logical drive
- All steps are full automated and require no user interaction
Hardware Validation

- Ensures that the system meets the proper specifications of an IBM Smart Analytics System 5710 small, medium or large

- Validates the
  - Number of CPU cores
  - Amount of memory
  - Number of hard disks
  - External storage (large only)
Selling an IBM Smart Analytics System 5710
IBM Smart Analytics System 5710 Sales and Supported Countries

**NORTH AMERICA**
- Canada
- United States
- Mexico

**SOUTH AMERICA**
- Argentina
- Brazil
- Columbia
- Chile
- Peru
- Venezuela

**AFRICA**
- India
- South Africa

**OCEANIA**
- Australia
- New Zealand

**EUROPE**
- United Kingdom
- Ireland
- Germany
- France
- Italy
- Russia
- Sweden
- Netherlands
- Denmark
- Spain
- Switzerland
- Turkey
- Belgium
- Austria
- Norway

**ASIA**
- Japan
- China
- Hong Kong
- Korea
- Malaysia
- Singapore
- Indonesia
- Qatar
IBM Smart Analytics System 5710 Qualifications

1. Become an IM Data Management Software Value Plus (SVP) partner to resell InfoSphere Warehouse

For more information on becoming a Data Management SVP Partner visit
https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_svp_mdma_apply
2. Complete the M226 – IBM Smart Analytics Sales Mastery Test

For more information on the M266 IBM Smart Analytics Sales Mastery Test visit:
http://www-03.ibm.com/certify/mastery_tests/ovrM226.shtml
IBM Smart Analytics System 5710 Qualifications

3. Email warehouse.toolkit@ca.ibm.com and request access to the IBM Smart Analytics System 5710 toolkit.

CONGRADUATIONS!
You are Ready to Sell
Selling an IBM Smart Analytics System 5710 Solution

1. Determine Customer Requirements and Capacity Sizing
2. Obtain Country Specific Parts List
3. Procure Hardware Components and Software Licenses
4. Assemble Server and Storage Units
5. Deploy Software Using Partner Toolkit
6. Request Activation Code for IBM Smart Analytics System 5710 Deployment
7. Deliver IBM Smart Analytics System to Customer
Selling an IBM Smart Analytics System 5710 Solution

Customer Requirements

Determine which IBM Smart Analytics System 5710 configuration is required based on user space capacity.

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</table>

Use the Pre-Sales Checklist to determine customer requirements desired configurations such as user names.
Selling an IBM Smart Analytics System 5710 Solution

Obtain Parts List

Use the configuration sheet for your geography to determine the hardware and software part numbers required for your IBM Smart Analytics System.

<table>
<thead>
<tr>
<th>Part No.</th>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>System x</td>
<td>5710 Large - x3630 M3</td>
<td></td>
</tr>
<tr>
<td>7377G2U</td>
<td>x3630 M3, Xeon 5C X5675 95W 3.06GHz/1333MHz/12MB, 1x4GB, OBay 2.5 HS SAS/S</td>
<td>1</td>
</tr>
<tr>
<td>81Y6711</td>
<td>Intel Xeon 6C Processor Model X5675 95W 3.06GHz/1333MHz/12MB</td>
<td>1</td>
</tr>
<tr>
<td>49Y1397</td>
<td>8GB (1x8GB, 2Rx4, 1.35V) PC3L-10600 CL9 ECC DDR3 1333MHz LP RDIMM</td>
<td>12</td>
</tr>
<tr>
<td>69Y1527</td>
<td>2.5in Hot Swap Cage Assembly, Rear 4 x 2.5in</td>
<td>1</td>
</tr>
<tr>
<td>42D0637</td>
<td>IBM 300 GB 2.5in SFF Slim-HS 10K 6Gbps SAS HDD</td>
<td>4</td>
</tr>
<tr>
<td>40Y2003</td>
<td>IBM 600GB 2.5in SFF Slim-HS 10K 6Gbps SAS HDD</td>
<td>24</td>
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<tr>
<td>45M0097</td>
<td>IBM 6Gb SAS HBA</td>
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</tr>
<tr>
<td>69Y1213</td>
<td>075W power supply (redundant)</td>
<td>1</td>
</tr>
<tr>
<td>45C7527</td>
<td>IBM Virtual Media Key For Entry Systems</td>
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<tr>
<td>System Storage</td>
<td>IBM DS3524 External Storage</td>
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<tr>
<td>1746A4S</td>
<td>IBM System Storage DS3524 Express Single Controller Storage System</td>
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<tr>
<td>68Y8434</td>
<td>2GB Cache Upgrade</td>
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</tr>
<tr>
<td>49Y2048</td>
<td>600GB 2.5in 10K 6Gb SAS HDD</td>
<td>24</td>
</tr>
<tr>
<td>39R6531</td>
<td>IBM 3m SAS Cable</td>
<td>1</td>
</tr>
</tbody>
</table>
Selling an IBM Smart Analytics System 5710 Solution

Procure Hardware and Software

Contact your IBM representative or VAD for the procurement of all hardware and software components
Selling an IBM Smart Analytics System 5710 Solution

Request Activation Code

Request your activation key by sending an email to warehouse.toolkit@ca.ibm.com with the following e-mail template:

**E-mail subject line**: 5710R1::<MACHINE SERIAL NUMBER>

**E-mail body**:  Your company name
Your contact name
Your phone number
Machine model name (e.g. System x3630 M3)
Machine model-type number (e.g. 7377-AC1)
Machine serial number
Usage purpose (e.g. Production, PoC/PoT, Demonstration, Development/Test)
End customer company name
End customer contact name
End customer e-mail
End customer phone number
Selling an IBM Smart Analytics System 5710 Solution

Assemble Server and Storage

Assemble the hardware components using the step by step instructions provided with the documentation package

Assembly outsource options also available through
• IBM Lab Services
• Hardware VAD
Selling an IBM Smart Analytics System 5710 Solution

**Deploy Software**

Use the IBM Smart Analytics System 5710 toolkit to configure the system and deploy all software components

Step-by-step installation guide included with documentation package
Selling an IBM Smart Analytics System 5710 Solution

Deliver Solution

ISVs – Bundle additional value added components in the solution

Deliver the IBM Smart Analytics System to your customer
Selling an IBM Smart Analytics System 5710 Solution

Installation Support

- For support on installing and configuring the IBM Smart Analytics System 5710 using the installation toolkit send an email to warehouse.toolkit@ca.ibm.com with subject “5710 Support”
Selling an IBM Smart Analytics System 5710 Solution

End Customer Support

- The IBM Smart Analytics System 5710 includes integrated support for end customers.

- Single point of contact for all issues regardless of software or hardware

- Simply call your local IBM Support number, indicate Software support is required and then support for IBM Smart Analytics System 5710
Selling an IBM Smart Analytics System 5710 Solution

Requesting the Installation Toolkit

- To request access to the IBM Smart Analytics System 5710 Deployment Toolkit and related documentation, send an email to warehouse.toolkit@ca.ibm.com with subject “5710 Toolkit” along with the following information:
  - Company Name
  - Company Address
  - Company Phone Number
  - Name of Contact Person
  - Email of Contact Person
  - Phone Number of Contact Person