

IBM Power Systems provides superior advantages for ISVs

Partner with IBM to help accelerate client value and business growth



Highlights

IBM Power Systems helps independent software vendors compete in demanding markets with:

- Faster application performance for real-time insights
 - Excellent scale out economics and higher utilization and performance capabilities
 - Open innovation for IT development and delivery
 - Differentiated solutions and extensive IBM support
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The IT industry changes rapidly and evolving technologies make it difficult for customers and independent software vendors (ISVs) to make future investment decisions. Customers need to move quickly in areas such as cloud technology, big data and analytics to stay competitive and optimize investments.

IBM® Power Systems™ consistently provides leading server technology to the marketplace, while helping you protect past and future investments. Power Systems offer recognized industry innovation in system-level performance, virtualization and data security.

New IBM POWER8™ servers are the first generation of systems designed specifically for cloud, big data and analytics. With higher utilization and better performance capabilities, POWER8 servers are optimized for performance and scalability to manage demanding and growing workloads.

IBM offers a valuable array of competitive tools to help IBM Business Partners drive value, engage customers and close deals. IBM helps you differentiate your business in a crowded market and gives you smart competitive advantages through wide-ranging support. This includes technical support, delivering your solution via the cloud with SaaS, opportunity assistance, proven performance metrics, financing and more.

Faster application performance for real-time insights

Built with a superior processor and larger memory and I/O bandwidth, Power Systems provides the capability for organizations to produce critical decision data more quickly. These first generation systems push



the boundaries of data center technology with innovation that drives faster and more efficient performance for data-centric applications. With new innovations, Power Systems can provide:

- Computing power and transactional memory with 50 percent more cores and twice the simultaneous threads per core than the previous generation, offering greater speed and efficiency for highly multi-threaded applications.
- POWER8 processors and smart acceleration enabled by Coherent Accelerator Processor Interface (CAPI) for faster actionable data for business insights.
- Massive memory to process data faster with lower latency and a smaller footprint using CAPI Flash.
- Systems that are easy to manage with open source technologies like OpenStack or KVM.
- Streamlined virtualization management and flexible capabilities to drive adoption and simplify IT consumption.

Excellent RAS features in Power Systems hardware and firmware also enable sustained and nearly continuous uptime.

Power Systems are the ultimate system for today's data-intensive workloads. They have the ability to handle diverse, interdependent workloads and are supported by highly effective management and virtualization capabilities. And new POWER8 capabilities will enable IBM SoftLayer® for IBM Watson™ solutions, providing a platform for cognitive systems.

Excellent scale out economics with higher utilization and performance

With higher utilization and better performance capabilities, Power Systems has flexible computing resources for scale up environments—providing cost-effective consolidation with features such as Power enterprise pools, Power Integrated Facility for Linux, and capacity on demand. Power Systems allows smaller systems to run larger workloads, which can create better overall cost efficiency because with fewer cores the middleware and overall solution costs are significantly reduced.



That can free up budget so the customer can spend more on your solution.

Power Systems with POWER8 technology provide Linux scale out open platform servers for next generation Java applications. Power Systems 1- and 2-socket Linux servers offer 12-core POWER8 processor modules in a dense, 2U rack-optimized form factor providing Linux operating systems choices such as Red Hat, SUSE, and the Ubuntu OS. IBM PowerLinux™ is also optimized for big data workloads and next generation Java applications. This is ideal for clients running MSP, cloud, and SAAS environments, or who need to:

- Choose between industry recognized enterprise virtualization IBM PowerVM® or PowerKVM capability.
- Secure public IaaS, PaaS, and SaaS cloud delivery infrastructure, with differentiation for data-centric workloads.

Better cloud economics for scale up infrastructures, with price and performance advantages and security, allow you to confidently move data-centric applications to the cloud. More than 100 IBM i ISVs currently have SaaS client offerings. IBM i has unique technologies that make it easy for ISVs to offer their software—with little or no modifications—to support

the multi-tenancy model needed for SaaS. In April 2014, IBM announced the IBM Power Systems Solution Edition for Cloud. This offering is right for:

- Managed service providers who want to offer differentiated service for their cloud offerings while ensuring the lowest possible costs.
- ISVs who want to enable their applications on a cloud platform built on industry standards and open management for maximum long term resilience and flexibility.

Open innovation for IT development and delivery

The innovative POWER8 design provides the world's first open server ecosystem. Using open standards and the OpenPOWER Foundation, Power Systems gives developers tools that boost productivity and performance and meet changing client needs by removing commodity architecture constraints. The OpenPOWER Foundation, announced in August 2013, intends to build advanced technology for more choice, control and flexibility for developers of next generation, hyperscale and cloud data centers. This group makes IBM POWER® hardware and software available to open development for the first time, and now licenses POWER intellectual property, which greatly expands the ecosystem of innovators on the platform.

“Combined with IBM’s POWER8 systems running Linux, Redis can run much faster and our clients will be able to process hundreds of thousands transactions per second at sub-millisecond latencies.”

— Ofer Bengal, Co-Founder and CEO, Redis Labs, Inc.

Business Partners can participate in the growing IBM global network of physical Power Systems Linux Centers launched in 2013. For more information on Power Systems Linux Centers visit: ibm.com/systems/power/software/linux/centers/

Differentiated solutions and extensive IBM support

IBM helps you differentiate your business in a crowded market and gives you smart competitive advantages through wide-ranging support. This includes technical support, delivering your solution via the cloud with SaaS, opportunity assistance, proven performance metrics, financing and more. For example, you can optimize your investment by using IBM resources to help with development such as:

- IBM Innovation Centers worldwide—for technical consultants and equipment for many projects
- IBM Systems and Technology Group Lab Services—offering you deep expertise for short-term engagements
- IBM Power Developer Cloud—an application development cloud that provides solution developers with no-charge access¹ to IBM Power Systems servers to build, port and test applications

Power Developer Cloud gives developers remote access to powerful IBM processor-based servers running Linux, IBM AIX® and IBM i operating systems. Learn more about Power Developer Cloud at the IBM PartnerWorld® website: ibm.com/partnerworld/pdp

IBM also offers programs to help ISVs generate new demand and accelerate the sales cycle, with:

- Direct funding for market tactics, including access to marketing professionals.
- Opportunity-generating events that pair local software Business Partners with local hardware resellers.
- IBM Innovation Centers located around the world that can host joint ISV and customer events to help with sales acceleration.
- The IBM-hosted workload estimator to create your own sizing tools.
- Increased IBM resources aligned with positive business results—with success, you get more support.

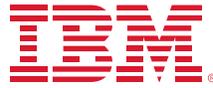
IBM works with ISVs to differentiate their solutions based on benchmarking and other metrics. Partnering with IBM Global Financing allows you to provide a single financial package to your clients—financing both the IBM products and your software. These help remove client concerns about scalability and costs, which can often solve sales process objections.

Why IBM?

IBM Power Systems with POWER8 technology helps speed application performance for real-time insight and analysis—a key advantage to help you grow business. And IBM provides excellent support, competitive tools and financing options.

For more information

To learn more about IBM Power Systems with IBM POWER8 technology, please contact your IBM representative or IBM Business Partner, or visit the following websites: ibm.com/partnerworld/wps/pub/overview/B5P00PW or ibm.com/systems/power/



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