

# Dynamic Infrastructure In Action:

*Delivering Superior Business and IT Services with Agility and Speed*



In today's economic environment, clients are telling us they need heightened focus on three essential areas...

**Higher service expectations -**

Improve efficiencies across the business.  
Respond to new opportunities quickly.

**Rising cost pressures -**

Shorten ROI, remove complexities.  
Add value now.

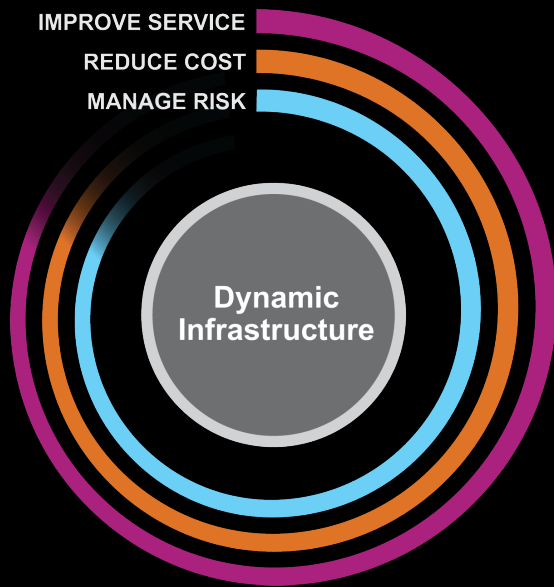
**New risks and threats -**

Increase collaboration, but in a protected way.  
Support anywhere, anytime access.



...while acting with a sense of agility and speed.

A dynamic infrastructure is required to address today's needs... and lay the foundation for the future.



Delivering superior business and IT services with agility and speed.

**IMPROVE SERVICE**

High availability and quality of existing services today ...

*... Providing for real-time, dynamic access to innovative new services.*

**REDUCE COST**

Containing operational cost and complexity today ...

*... Achieving breakthrough productivity gains tomorrow.*

**MANAGE RISK**

Addressing today's security, resiliency, and compliance challenges ...

*... Preparing for the new risks of a more connected and collaborative world.*

# Building a dynamic infrastructure.

## *Service Management*

Provide visibility, control and automation across all the business and IT assets to deliver higher value services.

## *Asset Management*

Maximizing the value of critical business and IT assets over their lifecycle with industry tailored asset management solutions.

## *Virtualization*

Leadership virtualization and consolidation solutions that reduce cost, improve asset utilization, and speed provisioning of new services.

## *Energy Efficiency*

Address energy, environment, and sustainability challenges and opportunities across your business and IT infrastructure.

## *Business Resiliency*

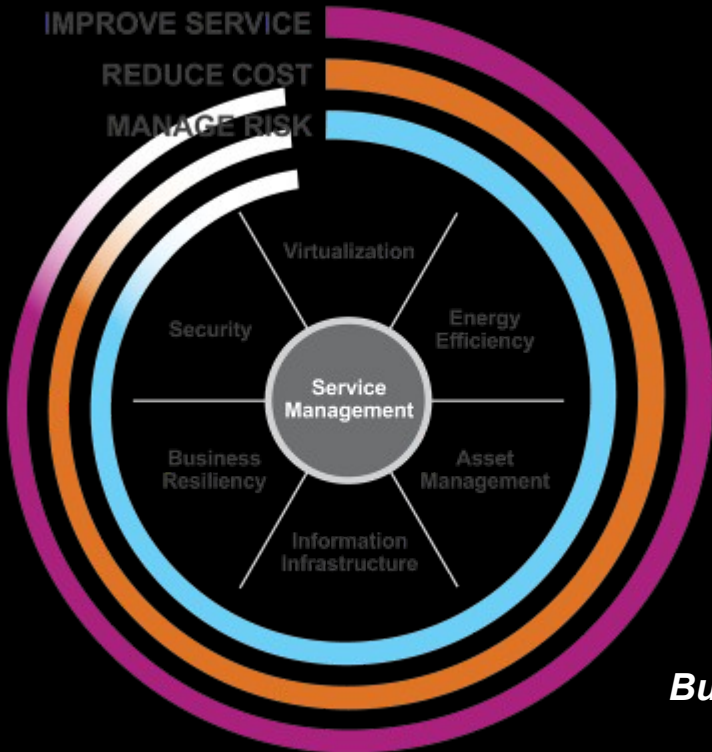
Maintaining continuous business and IT operations while rapidly adapting and responding to risks and opportunities.

## *Security*

End to end industry customized governance, risk management and compliance solutions.

## *Information Infrastructure*

Helping businesses achieve information compliance, availability, retention, and security objectives.



## Dynamic Infrastructure In Action

The need for progress is clear.

### 85% idle

Business server utilization rates on average are under 15 percent.

### 35% prepared

Only 35% of company IT managers say that they are equipped to deal with a data loss.

### 70% consumed

Companies spend over 70% of their IT budget just to keep their IT infrastructure up and running, versus adding new capabilities

## The opportunity for business is clear.

- Nimble organizations are poised to **thrive** in this climate.
- New leaders and competitors will emerge.
- The key is to work smarter, finding new value in the use of technology and resources.
- To do so, requires a **dynamic infrastructure**.



# Dynamic Infrastructure in Action: Customers see real results

## ***Reduce Costs***

Not just containing operational cost and complexity, but achieving *breakthrough* productivity gains through virtualization, optimization, energy stewardship, and flexible sourcing.



## ***Manage Risk***

Not only addressing today's security, resiliency, and compliance challenges, but also preparing for the new risks posed by an even more *connected* and *collaborative* world.



## ***Improve Service***

Not only ensuring high availability and quality of existing services, but also meeting customer expectations for real-time, dynamic access to innovative *new* services.





# Dynamic Infrastructure in Action: Customers see real results

## *Reduce Costs*

### **Smart is**

Reducing system management by 30 percent, improved availability and cuts in energy costs.



### **On Line do Brasil LTDA**

A hosting provider in Brazil replaced their HP and Dell servers with IBM BladeCenter and VMware to increase power, energy efficiency and scalability to support the growing business. The customer expects to achieve ROI in less than 3 months.

## *Manage Risk*

### **Smart is**

A secure IT infrastructure protecting music copyrights and satisfying compliance standards.



**Suisa AG** is the Swiss Society for the rights of authors of musical works and represents more than 18,000 composers. Suisa gained the ability to implement robust sign-on capabilities.

## *Improve Service*

### **Smart is**

Growing market share from 85% to 95% in Germany, 35% to 75% in Austria and 10% to 50% in Switzerland in 3 years.

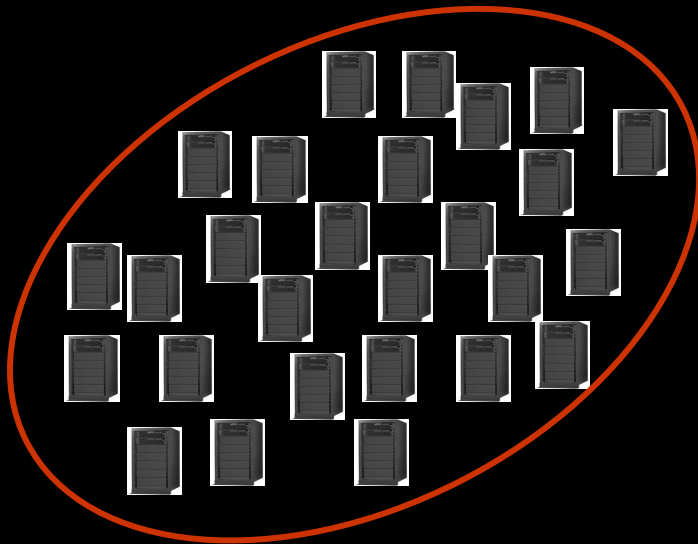


**IMPIRE IG** located in Germany now offers web-based sports ticker which communicates real time event data and statistics to consumers faster than a live broadcast.

# Case Study (based on real client case)

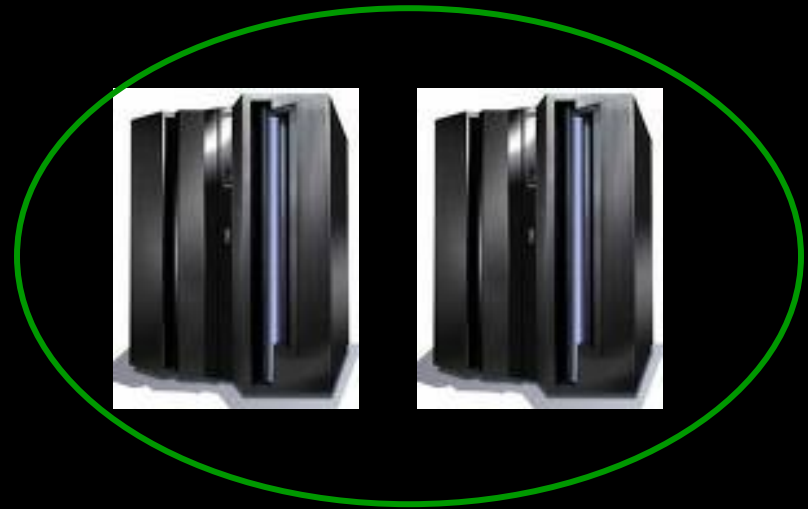
## Initial Situation

27 Physical Servers & 45 Logical Servers

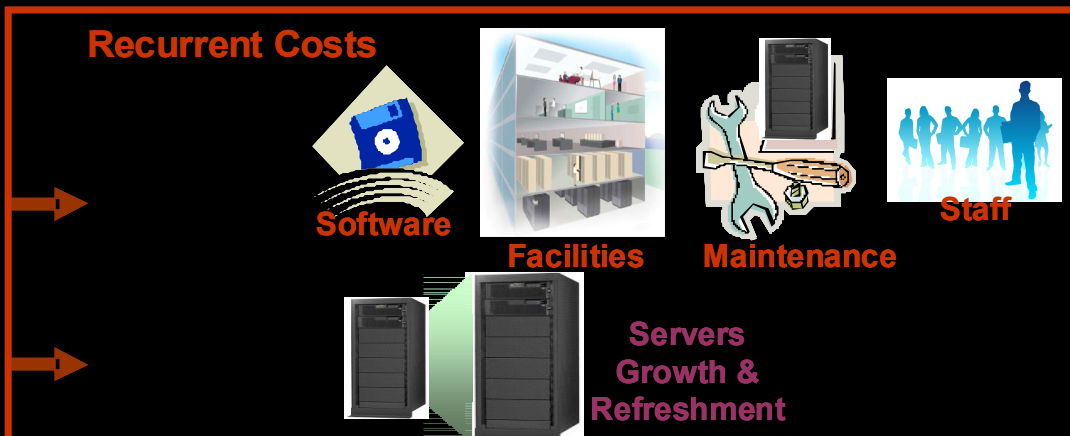


## Final Situation

2 Physical Servers & 45 Logical Servers



Costs Element





# IBM's own smart transformation has delivered results.

## IBM IT Transformation

From 2002 through 2007, IBM's own IT investments delivered a cumulative benefit yield of approximately \$4 billion. For every dollar invested, we saw a \$4 cumulative benefit.

	1997	Today
CIOs	128	1
Host data centers	155	7
Web hosting centers	80	5
Network	31	1
Applications	15,000	4,700

## Data Center Efficiencies Achieved

Consolidation and virtualization - thousands of servers onto approximately 30 IBM System z™ mainframes.

Additional virtualization leveraging System p, System x and storage across enterprise.

Substantial savings being achieved in multiple dimensions: energy, software and system management and support costs.

The virtualized environment will use 80% less energy and 85% less floor space.

2X existing capacity, no increase in consumption or impact by 2010.



## Project Big Green



## Cloud-enabled on demand IT delivery solution

Self-service for 3,000 IBM researchers across 8 countries. Real time integration of information and business services.



# IBM's solution strategy is aligned with the needs of a dynamic infrastructure.

## A DYNAMIC INFRASTRUCTURE HELPS...

## IBM IS INVESTING IN...

### IMPROVE SERVICE

Cloud based services and solutions.  
Service Management Industry Solutions.  
Application management and hosting.

### REDUCE COST

Energy efficient servers, storage, and facilities.  
Virtualization and consolidation solutions.  
Information infrastructure.  
Standardization and automation.

### MANAGE RISK

Pervasive and preventive security solutions.  
Global resiliency and security centers  
Comprehensive resiliency solutions.  

- Compliance and long term information retention.

# IBM can help you build a Dynamic Infrastructure. Practical steps to start today...

**Today**

**Dynamic**

## ⇒ Reduce Cost



- Consolidate systems to eliminate sprawl
- Virtualize to reduce complexity & speed deployments
- Deploy new energy efficient servers & storage
- Automate monitoring and management of systems
- Outsource non-core business applications
- Lower IT acquisition costs with IBM Global Financing residual values and competitive rates

## ⇒ Manage risk



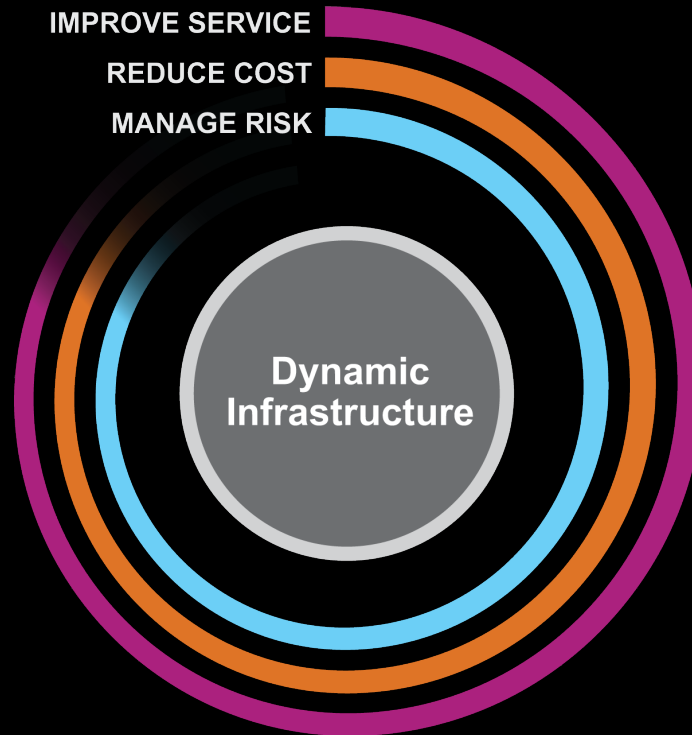
- Deploy cost efficient backup systems
- Standardize data protection tools
- Deploy unified user access and control
- Design and end to end resiliency plan
- Scan network and infrastructure for security weakness
- Reduce technology obsolescence risk with IBM Global Financing leasing

## ⇒ Improve Service



- Monitor application performance and dynamically adjust
- Virtualize servers to speed deployments
- Enable mobile access, anytime, anywhere
- Improve collaboration with employees, customers and partners
- Leverage clouding computing for new solution deployments
- Accelerate project implementation and obtain faster time to value with IBM Global Financing

Start your transformation journey today.



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