Welcome to this IBM Rational Podcast, Expert Integrated Systems: Defining a New Category and Rational is Ready. I'm Kimberly Gist with IBM. The time has come for a new class of systems: systems with integrated expertise that combine the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance, namely IBM PureSystems.

Today Randy Newell, Director of Capabilities Marketing; and, Steven Weaver, Rational Go To Market Manager for Cloud and DevOps, join us to discuss the application development solutions which complement IBM PureSystems, including IBM's collaborative application lifecycle management solutions to help you deliver both quality software and services faster through better team collaboration, automation and governance across platforms.

Randy and Steve, thank you so much for joining us today. I'll turn it over to you, Steve, to kick off the conversation.

WEAVER: Thanks, Kimberly. So Randy, IBM recently announced IBM PureSystems and two brand-new offerings: IBM
Pure Flex System and IBM Pure Application System. Can you give us a brief synopsis of what these PureSystems are?

NEWELL: Sure, Steve. Well, to be brief, in this announcement, IBM is defining a brand-new category. It's a new class of systems that's known as Expert Integrated Systems and a family of branded offerings as part of the new category.

This new category of systems with integrated expertise combines the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance and it fundamentally changes the experience and the economics of IT.

WEAVER: Okay. So IBM PureSystems are the first offerings in this Expert Integrated Systems category. More specifically, what capabilities do they provide?

NEWELL: There are three things really to spotlight here. First, expertise built into the system that was only available previously through manual application of best practices and processes capturing and automating what experts do from the infrastructure to the application.

Second, deeply integrated and tuned hardware and software in a single ready to go system. And third, these systems make
every part of the IT lifecycle easier with integrated management of the entire system and a broad open ecosystem of optimized solutions.

WEAVER: So it's really both hardware and software integrated together in a single box.

NEWELL: Absolutely. But Expert Integrated Systems are more than a static stack of well-tuned components -- typically, a server, some storage, networking and database software serving a fixed application at the top. Instead, these systems are based on patterns of expertise that can dramatically improve the responsiveness of the business.

Combining advanced IBM hardware and software along with these patterns and expertise, the PureSystems is available in one of two core types of Expert Integrated Systems: infrastructure systems, like Pure Flex systems with pre-integrated servers, storage, networking, virtualization, deployment management; and platform systems, like pure application systems that contains pre-integrated middleware, along with all of the elements of an infrastructure system.

WEAVER: Okay. Thanks for the overview. So, given the emergence of this new family of integrated systems, how can Rational help with the introduction of the PureSystem into a typical IT infrastructure?
NEWELL: Well the short answer is that once you plug in your new system, you're going to want to deploy workloads to it -- either migrating existing workloads or developing and deploying new ones.

Rational can help in four basic ways: consolidation of existing apps and onboarding; optimization of application development efforts across IT teams and infrastructures; innovation through managing the application lifecycle from creation to consumption; and, by accelerating software delivery through automated workload deployment.

WEAVER: So basically we're providing a whole ecosystem to support and use a customer's PureSystem deployment by integrating it into their entire IT lifecycle.

NEWELL: That's absolutely correct.

WEAVER: All right, perfect. So, let's drill down a little into some of those capabilities in more detail. Let's start with consolidation.

NEWELL: Okay. With Rational Solutions, customers can determine the best approach to take to consolidate and onboard their current application portfolio without modification.
Today customers face a lot of challenges, including high IT operational costs caused by a mix of x86 servers and vendor middleware. They've got increasing server and application sprawl adding to complexity and impacting their business agility; application maintenance costs that might consume 70 to 80 percent of the IT budget; and, a need to control and manage IT operational expenses.

IBM Rational Software Solutions include application portfolio management and application onboarding capabilities that accelerate planning and migration. New portfolio management templates designed specifically for PureSystems in Rational Focal Point can help identify applications for migration through a deep dive questionnaire to validate applications and determine the best onboarding approach. And a guided activity for onboarding an application with the advanced middleware configuration capabilities in Pure Application Systems.

WEAVER: Okay. So once you've identified the applications you want to migrate or consolidate and potentially perhaps even new workloads that you might want to develop to take advantage of all of the new capabilities in PureSystems, then you can leverage Rational Solutions, I'm sure, for design, development, tests and deployment?

NEWELL: Sure, that's right. What's more, we enable our
customers to develop for multiple platforms with the same development tools as part of the same lifecycle. That's what we mean by streamlining application development and test efforts across multiple IT teams. Practitioners will experience a boost in productivity and can quickly leverage new technologies and skills with integrated tools, compilers, run times.

Typically customers that faced many challenges with hundreds of developers aligned with different business units, IT groups, a mix of custom development and off the shelf software with customizations of ISV applications, and the ever more pressing need to be able to assign people and teams to different tasks very quickly to support continually changing business goals.

For these kinds of efforts, developers need common tools to develop, deploy, test on the same environment as production. And IBM Rational has solutions that now support Pure Application Systems, like Rational Application Developer and Rational Developer for Power Systems; and Pure Flex systems, like Advanced Compilers.

WEAVER: Okay. So one of the keys to delivering software to the new PureSystems is really being able to manage the entire IT lifecycle effectively, all the way from inspirations through creation and into consumption. Right?
And doing this well frees up your developers to be much more innovative.

NEWELL: Yes. With effective management of the application lifecycle, customers can deliver quality software and services faster through better team collaboration, automation, governance across platforms. This is realized through Rational Application Lifecycle Management Solution.

You design, create and maintain applications as a team so by unifying teams, you can not only increase productivity and deliver to market faster, but you can also significantly reduce costs. And you can use the automated build capabilities of these tools to build applications that will be deployed into PureSystem. Our Rational ALM capabilities include Asset Manager and Collaborative Design and Lifecycle Management Solutions and support a wide range of server platforms, including PureFlex Systems.

WEAVER: Okay. Finally, let's talk a little bit about the cloud. So PureSystems comes built in with integrated cloud deployment capabilities, application infrastructure and server virtualization. How does Rational support deployment of the cloud?

NEWELL: Yes. That's a good question. Statistics show
that up to 50 percent of apps released to production are later rolled back; 51 percent of projects are over budget and often lack critical features; and, 60 to 80 percent of the cost of software development is rework.

Automated workload deployment to the cloud accelerates the application delivery to development, test and production environments. Continuous build, integration and delivery solutions from IBM Rational provide an agile, scalable and flexible solution for end-to-end lifecycle management and automation, creating an environment that takes collaboration between development and operation teams to the next level.

If you look at it even further, built-in deployment capabilities allow new applications to be developed quickly in Rational Application Developer and deployed to Pure Application Systems. By using automated deployment during development and test, the deployment automation is itself being tested for eventual use when deploying to production environment.

For application migration, Rational's Deployment Planning and Automation capabilities leveraging Rational Software Architect, Rational Asset Manager and Rational Automation Framework make it easy to introspect, configure and deploy applications that were originally on different platforms to Pure Application System.
The benefits of adopting a continuous build and integration environment extend beyond the development and test teams by enabling that same automation to be used in deploying to production environments when the application itself is deemed ready to be deployed there. Since the deployment automation has been tested along with the application itself, problems experienced in the past with deployment to production can often times be avoided.

WEAVER: So it seems like it all adds up to a comprehensive ecosystem that supports application development and deployment on to the PureSystems, now all the time managing the lifecycle from creation to consumption. So to wrap up, where can we go to find out more about Rational Solutions and PureSystems?

NEWELL: We have lots of information available on ibm.com/rational and I'd suggest that folks who are interested should start there.

WEAVER: All right. Great. Thanks a lot, Randy.

NEWELL: You're welcome.

GIST: Thank you Steve and Randy. That was a great presentation highlighting key announcements related to this...
new Expert Integrated Systems category that I'm sure listeners will find useful. We sincerely appreciate you sharing your time and expertise with us today.

That was Randy Newell, Director of Capabilities Marketing; and, Steven Weaver, the Rational Go To Market Manager for Cloud and DevOps, providing some important insight into our topic, Expert Integrated Systems: Defining a New Category and Rational is Ready.

To hear this podcast or to browse additional topics, check out our Rational Talks to You podcast page at www.ibm.com/rational/podcasts. This has been an IBM podcast. I'm your moderator, Kimberly Gist. Thank you for listening and we hope that you will choose to keep tuning in as Rational Talks to You.

IBM Podcast

[ MUSIC ] [END OF SEGMENT]