

Simple is best when it comes to your IT infrastructure.



IT Optimization: Achieving IT Infrastructure Simplification for Mid-sized Companies



Highlights

- ***Simplify IT infrastructures to achieve exceptional performance***
- ***Optimize investments by improving IT resource utilization***
- ***Reduce complexity by consolidating and virtualizing IT infrastructure***
- ***Use resources such as hardware, software and staff more efficiently***

As technologies have evolved and business models shifted, complexity has become the norm in many IT environments. Different servers, storage, network equipment, applications and operating systems can create pockets of underutilized capacity, resulting in performance issues and increased management costs.

By simplifying their IT infrastructure, IT managers can allocate resources more efficiently, minimize operating costs

and optimize the value of investments (whether hardware, software or staff) while improving resiliency.

Simplification is the logical place to begin

An optimized IT infrastructure is one in which systems and resources have been simplified, consolidated and integrated to maximize performance. With an open, standards-based, scalable infrastructure, you can deploy IT assets more efficiently and focus resources on business priorities, thus maximizing the return on IT investments.

IBM and IBM Business Partners have a comprehensive portfolio of solutions, services and tools to help simplify and automate your IT infrastructure. You can use them to create an environment that is easier to manage now, position your company for future growth and free up valuable resources.



From complex to simple

Successful companies recognize that a flexible, responsive IT infrastructure can help achieve business goals. But they are often hindered by complex infrastructures that are characterized by racks of underutilized servers, silo applications and data, disparate management systems and manual provisioning. Far from flexible and responsive, this type of infrastructure can be difficult, costly and time-consuming to operate and greatly limits innovation and market responsiveness.

Because complex infrastructures are rigid, it can take longer to respond to business needs; peeling away the layers of complexity can make you more responsive.

A complex environment has many servers but just one workload per server, uses manual provisioning and does not share information and

applications. This produces vertical silos that are managed individually and with different tools.

Physically consolidating your infrastructure results in the need for fewer servers, each of which can share resources and manage workloads. Provisioning, however, remains manual and labor intensive. By taking IT optimization to the next level of simplification, multiple servers can become “virtualized” with all resources pooled and shared, increasing both IT asset utilization and personnel productivity.

Increase performance through virtualization

Virtualization transforms rigid, inaccessible resources into a flexible, integrated infrastructure you can easily control. In a virtualized environment, resources such as servers, software and storage are pooled and shared

so that you can use them to respond to changing requirements. With virtualization, you can simply look across your pooled environment and allocate available capacity to deploy a new application. When you virtualize your infrastructure, you can deploy applications more quickly, use your resources more effectively, improve service levels and keep costs under control.

With IBM virtualization, you can manage your heterogeneous storage resources as a single virtual pool, quickly align storage resources to business goals and free your staff to focus on other priorities.

Better systems management puts you in control of capacity to help keep service levels high and management



costs low. Manage systems and workloads from a single point of control and provide the capabilities needed to manage and protect your IT infrastructure.

IBM solutions

We can help you transform a complex infrastructure into one that truly enables, rather than inhibits, on demand business. IBM IT optimization solutions are designed to help you introduce and integrate new business applications and systems more quickly for a faster return on investment.

Take a look at some of these offerings in more detail.

Building block approach to server consolidation

IBM BladeCenter® Business Express provides a simplified infrastructure with fewer servers and better performance that is easy to manage and includes these features:

- *Leading-edge performance to expand IT infrastructure within your business*
- *High-end functionality at entry-level prices*

- *Consolidation of popular IT infrastructure applications*
- *Optional virtualization to lower operational costs*
- *Support for IBM System p5™ Express and IBM OpenPower™ servers*
- *Enterprise-class reliability, availability and serviceability to help improve client satisfaction*
- *Advanced POWER™ virtualization options*
- *Adaptable resources assigned when needed*
- *Increased utilization to get more from servers*

With industry knowledge and experience from IBM and IBM Business Partners, IBM BladeCenter Business Express features IBM BladeCenter servers with pre-integrated IBM middleware and selected ISV-packaged solutions to help solve the most common business problems.

Affordable IT simplification mechanism

IBM System i5™ 515 and 525 Express is a complete business system that

supports popular operating systems and application environments. It works with proven, industry-specific solutions from IBM Business Partners, it's easy to scale up and it provides the architecture for application maintenance with limited impact on your business.

Consolidate servers onto a single platform that's easy to manage

IBM System p5 Consolidation Express combines high-performance and low-cost servers with the freedom and cost-effectiveness of a Linux® operating system and open source and commercial IT applications. Consolidate servers and create an efficient environment that can help reduce operational costs and improve profitability.

Service management from any Web browser

Taking a do-it-yourself approach is not always the best idea, especially when dealing with a process as vital as backing up your company's data.



In-house backup can be expensive and time-consuming, backup software can be mis-configured, tapes lost or misplaced and errors gone undiscovered.

IBM Express Online Backup for Distributed Servers provides a flexible alternative that uses the Internet for transfer of backup data. By providing online backup and electronic vaulting at an offsite location, it also helps protect your data.

Avoid single points of failure, support concurrent maintenance

IBM SAN Volume Controller is a storage virtualization system incorporating specialized software, control engines installed in pairs, a master console and uninterrupted power supplies. This approach uses best practices

for repeatable, predictable solutions, helps reduce implementation time and allows for ease of customization or future extensibility.

Implementation services for IBM SAN Volume Controller help you plan, install and configure storage and SAN fabric environments, including virtualization solutions.

Taming the desktop environment with a single point of control

In today's work environment, desktop management can be an immense juggling act. The IBM Express Desktop Management Service integrated platform is deployed and provisioned over the Internet and managed with a Web-based console. This central point of control increases the visibility of hardware and software assets to

help identify security gaps and support users effectively without putting undue pressure on your IT organization.

Securely share information and improve productivity

IBM WebSphere® Portal Express provides mid-sized businesses with a pre-built and fully customizable intranet and extranet experience for immediate use. IBM WebSphere Portal Express delivers secure access for teams to collaborate and share documents, build and maintain Web sites and access to needed business applications and content in a single package and with flexible pricing options.

Delivering information on demand

IBM CommonStore for Lotus Domino/Exchange Server provides total e-mail



and document archive management capabilities. CommonStore offers automated policy-driven and user-driven archive capabilities and easy retrieval from the standard client user interface of the messaging systems. Define and implement archiving policies and tackle problem areas created by the rapid growth of messaging systems, such as performance, increasing storage requirements, operational difficulties, compliance and regulatory e-mail record-keeping issues.

IBM financing offerings for mid-sized businesses

IBM offers the following financing options to mid-sized businesses like yours so that you can take advantage of IT optimization solutions:

- *Cash for your unwanted equipment*
IBM Express Asset Recovery Solutions, a suite of services and offerings, are designed specifically for end-of-life products. Buyback, disposal and data security services are available for IBM and non-IBM assets—and even some logistics services.
 - *IBM Certified Used Equipment*
Enjoy IBM quality at a fraction of the cost of new—an effective alternative when matching, upgrading or adding to your IT portfolio.
 - *Software and services financing*
Standalone software and services financing is available for most customers. We'll finance a 100% software and services solution with no hardware and personal guarantees required.
- *Low rate financing*
Get competitive rates on smaller transactions of both IBM and non-IBM products and services, with simplified eligibility.



Customer success: The Reject Shop

The challenge

Decrease costs, improve productivity and enhance customer service through a centralized communication system. Provide more effective staff and inventory management. Make a complicated back-office environment easier to support and manage.

The solution

Using WebSphere Portal Express, The Reject Shop worked with IBM and IBM Business Partner Synergy Plus to make applications available through a portal that can be managed centrally.

The benefits

Dramatically improved decision-making, resulting in reduced costs, increased productivity, better relationships with customers, partners and suppliers and more uniform customer service and store presentation.

Value, simplicity and flexibility

IBM Express Advantage offers solutions and access designed specifically to meet the unique needs of mid-sized companies, to simplify IT infrastructure and to achieve exceptional performance. And, as with all Express solutions, it is easy to install, use and manage. Plus, the Express Advantage program provides superior financing options, including leasing and loans, and a full range of buyback and recycling services.

To learn more about these and other IBM solutions, or to locate a service representative or IBM Business Partner, visit <http://www.ibm.com/expressadvantage>

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