

Optimizing IT investments

Optimize your IT investments to improve flexibility and responsiveness in an on demand world



changing business conditions as “very responsive.” For this reason, organizations must develop agile, flexible infrastructures designed to support On Demand Business simply and cost-effectively.

Provide flexibility for business applications through virtualization

A complex business climate calls for systems that can help companies increase utilization of information assets, simplify the IT infrastructure and reduce operating costs across their environments. The IBM Virtualization Engine™ platform, available across the IBM Systems, @server®, and TotalStorage® product lines, helps provide the flexibility to support a wide variety of business applications. In addition, market-leading storage virtualization capabilities in the SAN Volume Controller and SAN File System are

Highlights

- *Respond to business demands with dynamic resource allocation*
- *Handle changing business needs with variable IT capacity*
- *Lower total costs by increasing capacity only when needed*

In an era of global networking and electronic commerce, the strongest competitors are those that can take full advantage of market opportunities and defend against emerging threats—yet according to an IBM Business Consulting Services' Global CEO study¹ only 13 percent of CEOs rate their organization's ability to respond to

designed to allow enterprises to integrate and interchange storage systems in one collective resource pool, regardless of vendor.

IBM Systems, **@server**, and TotalStorage solutions are designed to leverage the efficiency of open standards-based environments such as Linux®, which helps enhance interoperability among heterogeneous systems and allows companies to run multiple operating systems simultaneously. Open standards help organizations quickly deploy and integrate systems and business applications, boost IT responsiveness and accelerate time to value.

Virtualization technologies from IBM build on the flexibility of open systems design to facilitate dynamic resource allocation from a single view, which can help reduce IT complexity and allow administrators to manage systems “on the fly” with limited resources. Built in systems and tools such as IBM Enterprise Workload Manager, Director, TotalStorage virtualization, Tivoli® Provisioning Manager, and Tivoli Intelligent Orchestrator allow administrators to centrally monitor and manage heterogeneous hardware environments—helping companies get

the most out of their existing servers. The fewer resources businesses have tied up in inefficient, stopgap infrastructure, the more they will have available to help realize larger business goals.

Enable rapid response to changing business requirements with variable IT capacity

By better utilizing existing IT infrastructures, organizations can help control costs and improve business productivity and operational efficiency. A scalable infrastructure with dynamic resource allocation can help handle peak demands and, ultimately, lower total costs and improve flexibility by increasing capacity only when it is needed.

IBM helps companies achieve this goal with a variety of Capacity on Demand offerings. Designed to provide either permanent or temporary increases in processor or memory capacity or storage device utilization, Capacity on Demand is a highly flexible and cost efficient method of scaling up to handle inevitable variations in the need for computing resources. Capacity on Demand allows companies to grow computing capabilities without installing additional servers or storage devices

and without disrupting operations. As a result, organizations can enjoy virtually unlimited IT capacity by choosing from a wide variety of solutions that respond to periodic compute-intensive workload demands. IBM grid solutions such as Grid and Grow offer additional innovative ways to address business expansion, unpredictable workloads and new applications without simply adding extra servers to the IT infrastructure.

Enhance cost-efficiency by making capacity increases only when needed

Virtualization and Capacity on Demand offerings from IBM are designed to help businesses manage resources better and at lower cost while providing more flexible access to information, systems and storage. The IBM Virtualization Engine platform, available on IBM Systems, **@server**, and TotalStorage systems, helps address these needs by enabling increased resource utilization and simplifying systems management. Flexible Capacity on Demand offerings allow businesses to increase capacity only when it is needed, helping to support unexpected demand and enhancing cost-efficiency. In addition, IBM offers flexible financing options that can help match the cost of resource utilization with the intended business results.

For more information

For more information on any of the products or technologies described in this brochure, visit:

ibm.com/servers/eserver/about/productivity



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¹ IBM Business Consulting Services, *The Global CEO Study 2004*