



IBM System i™

# Using Technology to Drive Business Growth

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# Agenda

- **System i Strategic Priorities**
- **Integrating Advanced Technologies**
  - IP Telephony
  - Web Enablement
    - Application Enablement: WDHT
    - Web Based Query and Reporting
    - Application Support
  - Collaboration
    - Domino 8, Sametime 7.5, QUICKR8, Portal 6
  - IT Optimization
    - Windows Integration
    - LINUX
    - AIX
- **Hardware Announcements**
  - New Models 515, 525, 595
  - Deployment Scenarios



## Strategic priorities

- Capitalize on our investments
  - New solutions
  - New capabilities
- Enhance competitiveness of offerings
- Accelerate new client growth through focused, local sales and marketing execution



**2005-06**

Revitalize the portfolio

**2007-08**

Lead in targeted industry-vertical markets



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# IP Telephony

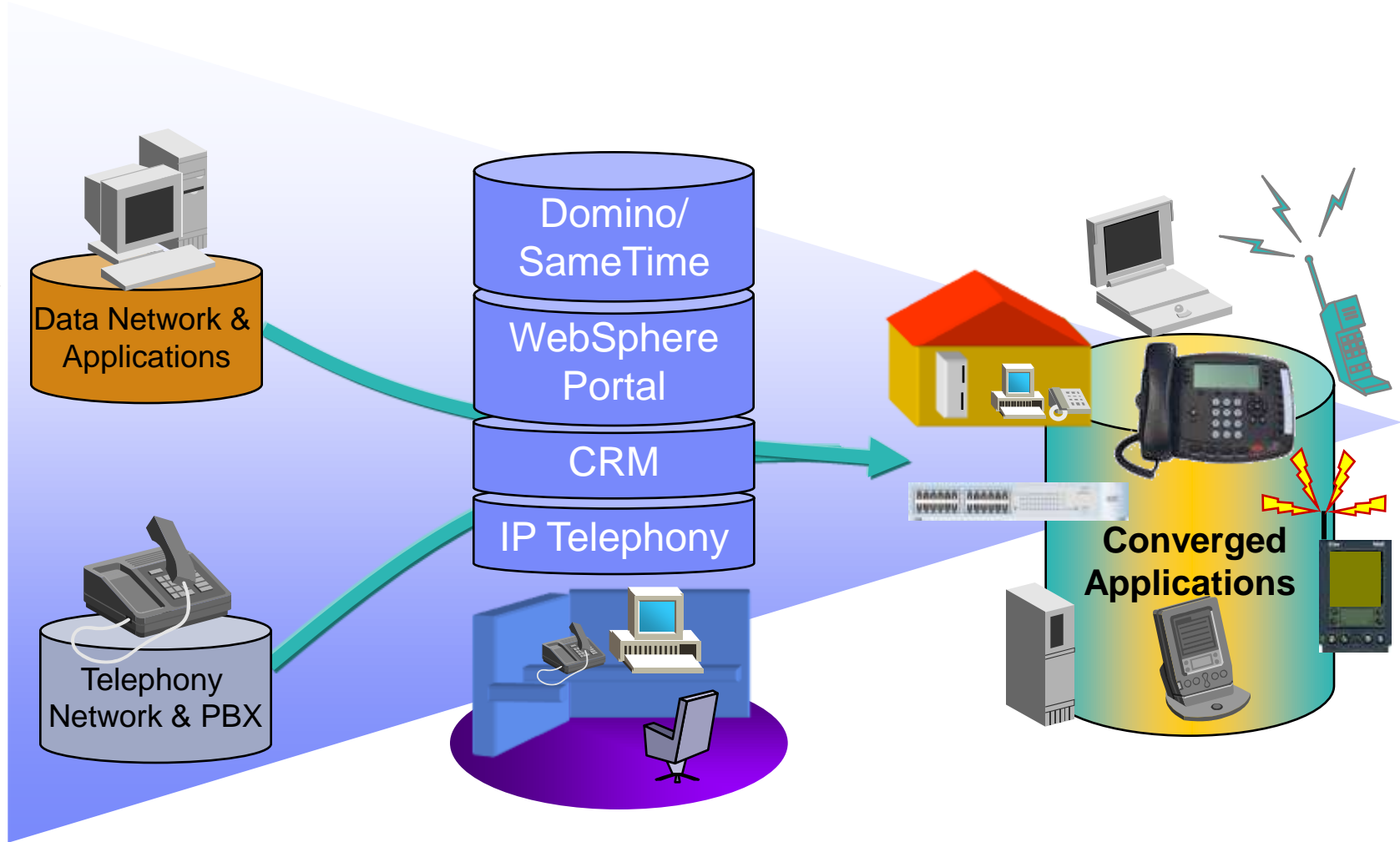
# What is IP Telephony ?

- **Known by many names:**
  - IP Telephony
  - Voice/Data Convergence
  - IP PBX
  - VoIP – Voice Over Internet Protocol
  
- **The delivery of voice services using Internet Protocol (IP)**
  
- **Internet Protocol (IP) is the method by which data is sent from one computer to another on a data network**
  - Local Area Networks (LAN)
  - Wide-Area Networks (WAN)
  - The Internet
  
- **Not the same as **Voice over the Internet****





# Telephony – Just Another Application on the IP Network



# Importance of Standards: SIP

- **Convergence is underway towards a single standard for communications: SIP (Session Initiation Protocol)**
- **A single SIP infrastructure can support many different interactive applications – not just voice!**
- **Standards based solution increasingly demanded by customers during technology refresh**
  - Reduces total cost of ownership
  - Broadens choice and simplifies integration of productivity applications
  - Future proofs organization and enable use of new multi-function voice and data products
- **Applications can be added or integrated at any stage**
  - Conferencing, Call Centre, Unified Messaging
  - Phone, PC and Server based productivity applications

## SIP devices



# 3Com IP Telephony Suite Powered by System i

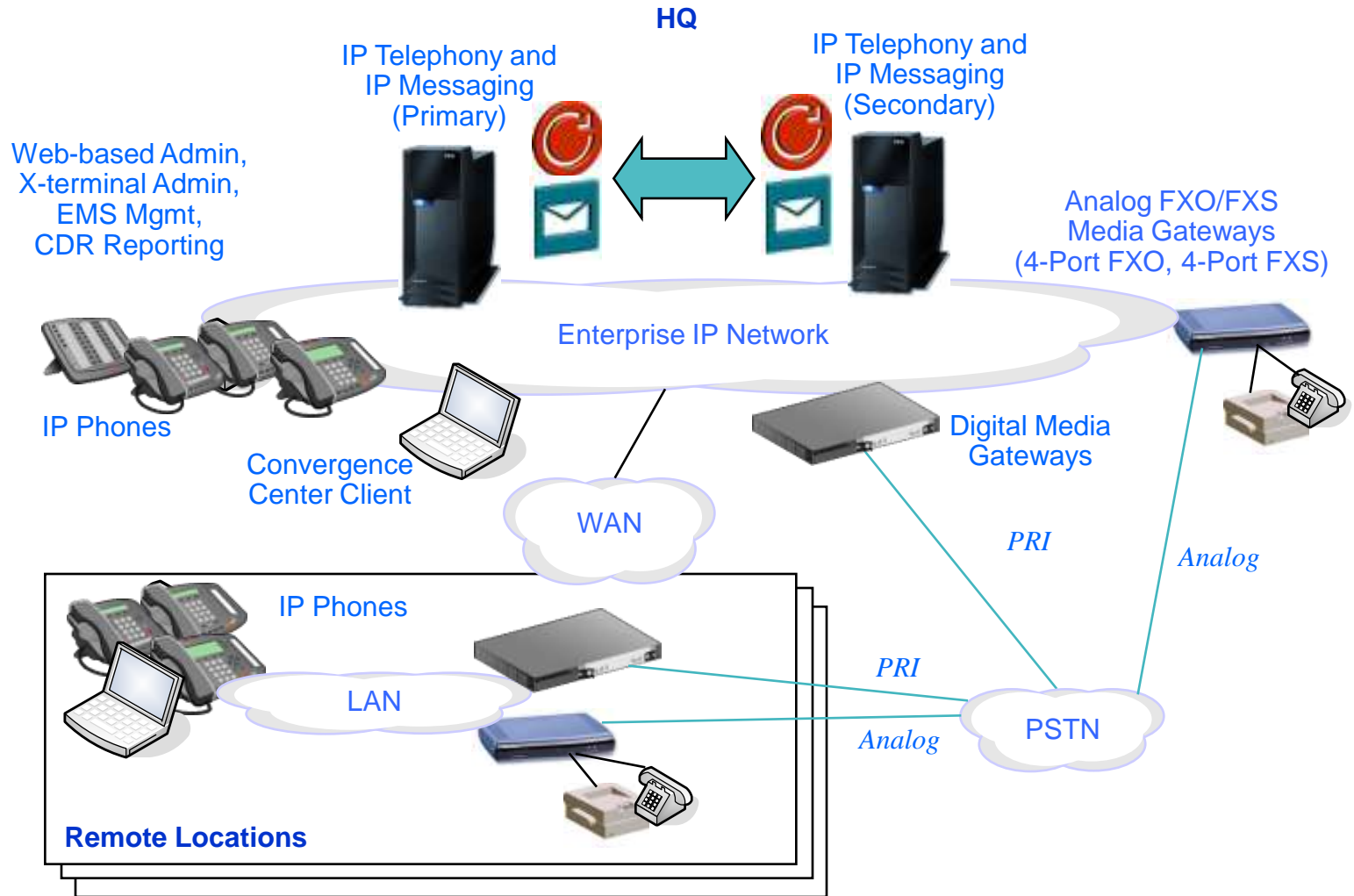
## Shared values make a great fit:

- 3Com IP Telephony delivers on a value proposition focused on simplicity, integration, support for open standards and a mid-market focus
- 3Com has the only IP Telephony Solution that is completely standards based using SIP
- 3Com has been shipping IP Telephony solutions to the mid-market since 1998 and have over 28,000 IP Telephony customers
- 3Com will provide the framework for future standards-based integration with collaboration and business processing applications





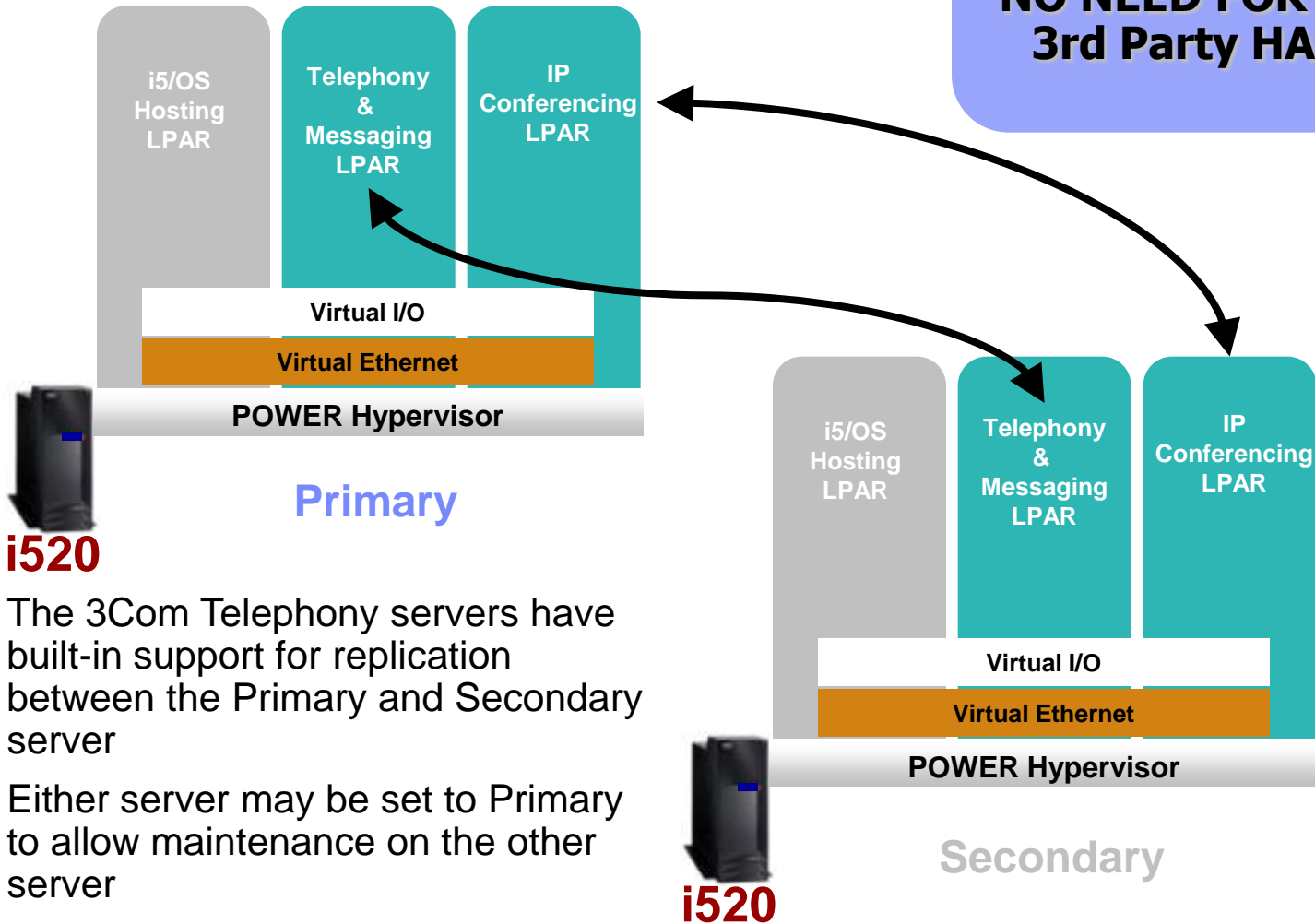
# IP Telephony Solution Architecture





# HA Telephony Using Two Systems

**HA BUILT IN  
NATIVELY!!!  
NO NEED FOR  
3rd Party HA!!!**



- › The 3Com Telephony servers have built-in support for replication between the Primary and Secondary server
- › Either server may be set to Primary to allow maintenance on the other server

# Convergence is...

- ...Voice And Data Networking
- ...Web, eMail, Instant Messaging, Phone, Fax, Cell – all working together
- ...Audio, Video And Data Conferencing
- ...Location aware And Presence aware
- ...Secure And Accessible Communications
- ...High Performance And Lower Costs
- ...Higher Productivity And Stronger Customer Interactions

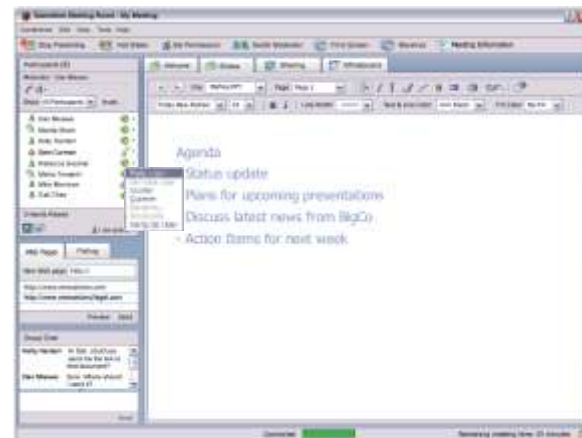
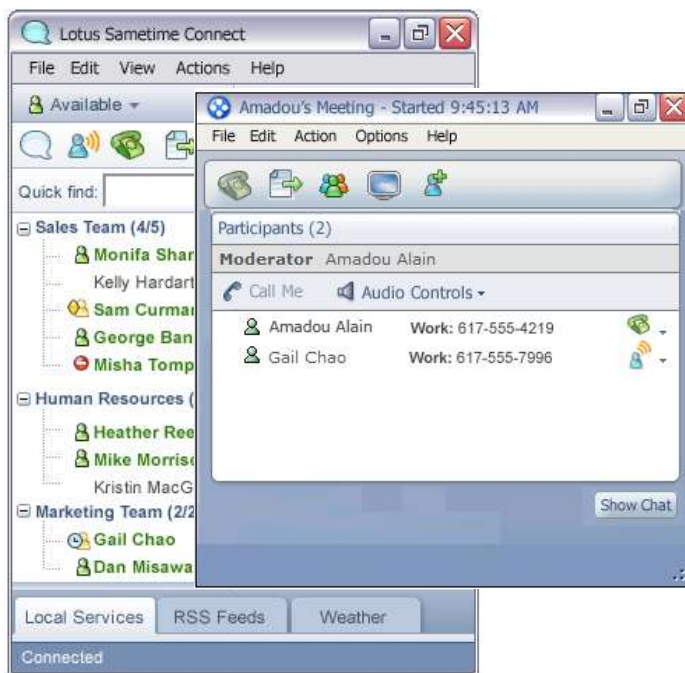
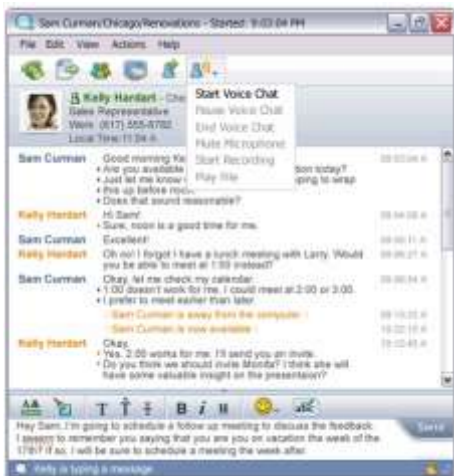
**Opportunity to change the way businesses and their customers Collaborate**

# Convergence Example – Telephony meets Sametime

Click-to-talk

Click-to-call

Web Conf Integration



# System i IP Telephony and Integrated Collaboration

## 3Com IP Telephony Integration for IBM Lotus® Sametime® 7.5

- *Click-to-Dial.* Use Sametime contact lists to make calls from your desktop phone by simply using the Call option within Sametime.
- *Click-to-Conference.* Add colleagues from your Sametime buddy list into an audio conference.
- *View Telephony Presence.* Through the Sametime client see whether colleagues are logged onto the System i IP telephony system and if they are on a call.
- *Directory Integration.* Use Domino as your LDAP directory source and automatically synchronize with your telephony directory.

## 3Com IP Telephony Integration for IBM Lotus Domino®

- Receive voicemails, faxes and email in a singled unified inbox.

## 3Com IP Telephony Integration SDK for System i

- New APIs to integrate telephony into business and collaboration applications
- Uses open Web Services architecture
- Compatible with XML, SOAP, Java 1.5, .Net and Perl
- Initiate/clear calls without detailed knowledge of phone infrastructure
- Applications can control phone features like transfer, conference and forwarding

# Fashion Institute of Design & Merchandising (FIDM)

- Co-educational, specialized, private college dedicated to educating students for careers in the fashion, retail, interior design, entertainment, and related industries.
- Four campuses in California (Los Angeles, Orange County, San Diego, and San Francisco).
- 5,500 full time students
- 1,000 Staff
- 348 Faculty



- **Valued System i Customer**
- **Member of Common Advisory Council**
- **Thought Leader & System i Innovator**



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# Web Enablement



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# IBM WebFacing Deployment Tool with HATS technology (WDHT)

WDHT v7 Summary

## WDHT's Web-enabling Benefits

- **Improved appearance, usability and navigation through existing applications**
  - Reduce transaction times
  - Reduce training time
  - Reduce employee turnover
  
- **Speed to web, with less cost and less risk**
  - Reusing existing assets rather than re-writing
  - Build on existing knowledge and skills

## What is WDHT?

- **The run-time enabler for the IBM WebFacing Tool and the run-time enabler for the Host Access Transformation Services (HATS) Toolkit.**
- **WDHT is also the run-time enabler for linked WebFacing/HATS projects.**
- **A replacement for HATS for iSeries and HATS for i5 520**
- **An IBM Passport Advantage product**

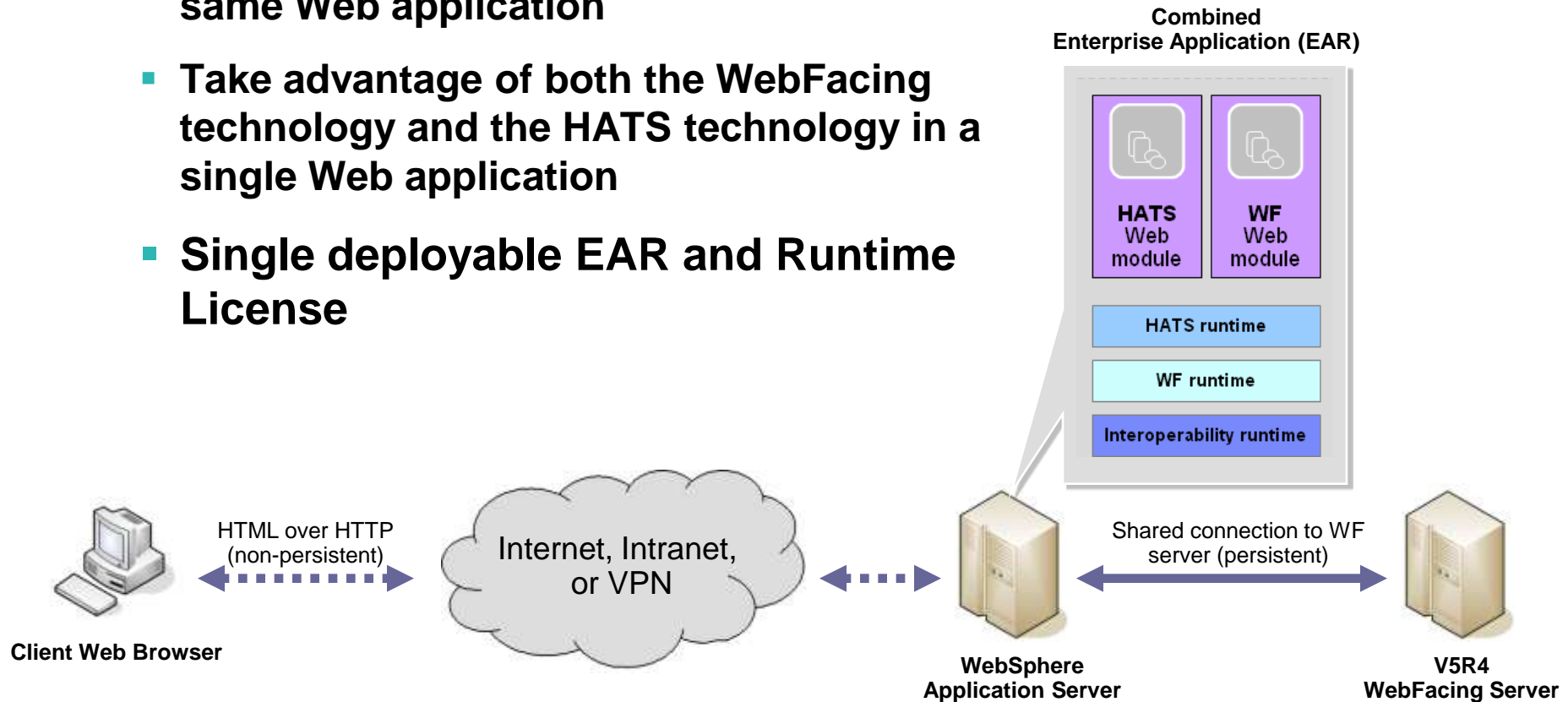
***The one strategic IBM UI transformation solution for System i***

# What with WDHT has changed?

- **For HATS customers...**
  - No OLTP capacity required starting with V5R4
    - Leverages 5250W connection through the WebFacing Server on System i
  - Cost-effective System i processor/tier pricing for WDHT – user-based and processor-based options still available
  - WDHT is required to deploy new Web-enabled applications to production
  
- **For WebFacing customers...**
  - Extensions to provide “out-of-the-box” integration of WebFaced applications with system screens and 5250 applications starting with V5R4
    - Leverages the “on-the-fly conversion” capabilities of HATS to Web-enable system screens and non-WebFaced 5250 applications
    - Inherits the GUI style of the WebFaced application
  - WDHT is required for production deployment of applications
    - Cost effective processor/tier pricing
    - User and processor-based options available

# HATS and WebFacing runtime interoperability

- Perform data description specification (DDS) map transformation, as well as 5250 data stream transformation, within the same Web application
- Take advantage of both the WebFacing technology and the HATS technology in a single Web application
- Single deployable EAR and Runtime License



# Collier County, Florida

## Challenge

- Needed to simplify navigation through TERMS for novice users
- Needed to provide access to parents for attendance, grades and homework

## Solution

- Streamlined version of TERMS with GUI interface
- Browser-enabled access for teachers and parents
- One copy of TERMS to maintain without a rewrite

***Modernization tools used include:***

***WebSphere Host Access Transformation Services (HATS)***

***Webfacing Deployment with HATS Technology***

***WebSphere Development Studio***



- Developed through Proof of Concept project

- Simplified access to data

- Easy navigation through a complex set of applications



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# **Web Enablement Enhancements in information Access DB2 Web Query**

# Product Preview: IBM DB2 Web Query for System i

- IBM plans to deliver a Web-based query and report writing product that replaces IBM Query for iSeries (Query/400)
- **Base Product**
  - Report and graphing Assistants
  - Power Painter
  - Spreadsheet integration
  - Web-enable Query/400 reports
- **Additional IBM Features**
  - Active Reports (Disconnected)
  - On Line Analytical Processing
  - Developer's Workbench
- **Additional Add-On Available**
  - JDE Adapter
  - Database/Cube/Mining Connectors
  - Extract/Transformation/Load

The screenshot displays the IBM DB2 Web Query for System i interface. The main report area is titled "Country KPI Analysis" and is set to "United States". It features three charts: "Product Type Revenue" (a combination bar and line chart), "Qty Shipped by Plant" (a pie chart), and "Returns by Plant" (a pie chart). Below the charts are two tables: "Product Rev for United States" and "Top 3 Salesreps".

COUNTRY	Product Type	Line Total	# of Orders
United States	Video	\$386,699,009.00	5103
	Camcorders	\$325,874,390.00	4344
	Audio	\$284,659,563.00	10883
	Cameras	\$139,270,463.00	4488
	Office	\$22,538,102.00	2486

Rank	Sales Rep	Line Total
1	Web	\$130,778,087.00
2	Anild Kristensen	\$50,379,924.00
3	Bjorn Danielson	\$49,906,101.00

For more details, refer to: <http://www.ibm.com/systems/i/db2>



# DB2 Web Query interface

File Edit View Favorites Tools Help

Address <http://dal15osa.dfw.ibm.c> Go

DB2 Web Query for System i Logoff | Help

Reports Powered By Information Builders

**Reports**

- Domains
  - Common Domain
  - DB2 Web Query Demo
    - Reports
      - Jackies Reports
        - Country KPI
        - Full Product Type Rev
        - Prod Type Rev - Pareto
        - Product Type Rev by C
        - Qty Shipped by Plant -
        - Rtrns by Plant - Pie Ch
        - Top 3 Salesreps
      - Query/400
        - LINETOTAL2
        - LINETOTAL2
        - Reformatted LINETOT
      - Rochester
        - Other Files
    - Redbook
    - Sales and Marketing
    - Testing Demo

## Country KPI Analysis

United States ▼ Run

Product Type Revenue

Qty Shipped by Plant

Returns by Plant

Product Rev for United States

COUNTRY	Product Type	Line Total	# of Orders
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Top 3 Salesreps

Rank	Sales Rep	Line Total
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# City of Richmond Police, Virginia

## Challenge

- Desire to reduce crime
- Need to increase productivity of each crime solving resource in the City

## Solution

- A proactive tool to expose the potential of crime sites before they occur
- Ability to identify the culprit of existing crimes shortly after committed

***Data mining and analytical tools include:***

***IBM System i520***

***WebFocus from IBI***

***Clementine from SPSS***



Rodney Monroe, police chief of the Richmond Police Department. "Our vision was to use information to more accurately understand what was going on and where, in the fastest time possible. Instead of reacting to crime, we wanted to be proactive to predict where future crime might happen. We've accomplished these goals, and as a result, we're maximizing resources to lower crime and provide better service."

**Gartner's 2007 BI Excellence Award**



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# Web Enablement Supporting the Infrastructure

# WebSphere Application Server Version 6.1

- **WebSphere Application Server Version 6.1 is available on System i**
  - Supported on i5/OS V5R3 and V5R4
  - Editions for i5/OS
    - WebSphere Application Server – Express
    - WebSphere Application Server V6.1
    - WebSphere Application Server Network Deployment V6.1
  - i5/OS V5R3 and later with current software maintenance agreement are entitled to WebSphere Application Server - Express
  
- **Performance updates**
  - Significant runtime improvements in V6.1 performance over V6.0.2
  - V6.1 uses JDK 5
    - Classic JVM (5722-JV1 option 7)
    - IBM Technology for Java (5722-JV1 option 8, V5R4 only)
  - Internal improvements to Web container, EJB container, JMS messaging
  - Miscellaneous improvements in caching, session management and Web services

# Solution – Web Performance



## Web Performance Monitor

- Collect performance and transaction data for just the jobs that comprise the selected Web environment. This includes the HTTP server, application server, and associated database jobs.



## Web Performance Advisor

- This tool provides a central location to review, rate, and provide recommendations for all the attributes that can affect the performance of the selected Web environment. This includes application server, Portal, IBM Workplace, HTTP server, and i5/OS system attributes.

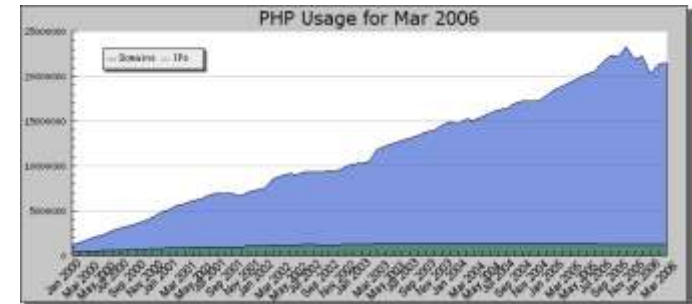


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# PHP and MySQL for System i

# What is PHP?

- **PHP is an easy to use, open source, platform independent scripting language**
  - Designed for web application development
  - 4.5+ Million PHP Developers
- **PHP is the leading scripting language deployed on the Internet**
  - 22+ Million Internet domains
  - Out Pacing Microsoft's ASP\*
- **Thousands of PHP applications are available**
  - LAMP Stack
    - Linux, Apache, MySQL, PHP
  - Web applications tied to databases
  - Content management
  - Wikis and Blogs



[www.hotscripts.com](http://www.hotscripts.com)

[www.phpjunkyard.com/](http://www.phpjunkyard.com/)

[www.phpfreaks.com](http://www.phpfreaks.com)

[www.phpfreebies.com/](http://www.phpfreebies.com/)

# Parts Depot

## ■ Background

- Parts Depot is one of the largest distributors and resellers of automotive aftermarket parts and paints in the U.S.

## ■ Objectives

- Update its applications that enable business partners to conduct a variety of online transactions, ranging from price quotations to fulfillment to the reviewing of historical data.

## ■ Solution

- Three System i 520s support the business.
  - Production, Development and HA
- Developed new web application with PHP integrating with backend RPG applications



*“It’s about the speed of delivery to the market. When you have a new idea for an application, you have to build it quickly, implement it and get it into the market. If you’re going to keep a competitive advantage, you have to be nimble.”*

Jonathan George, CIO



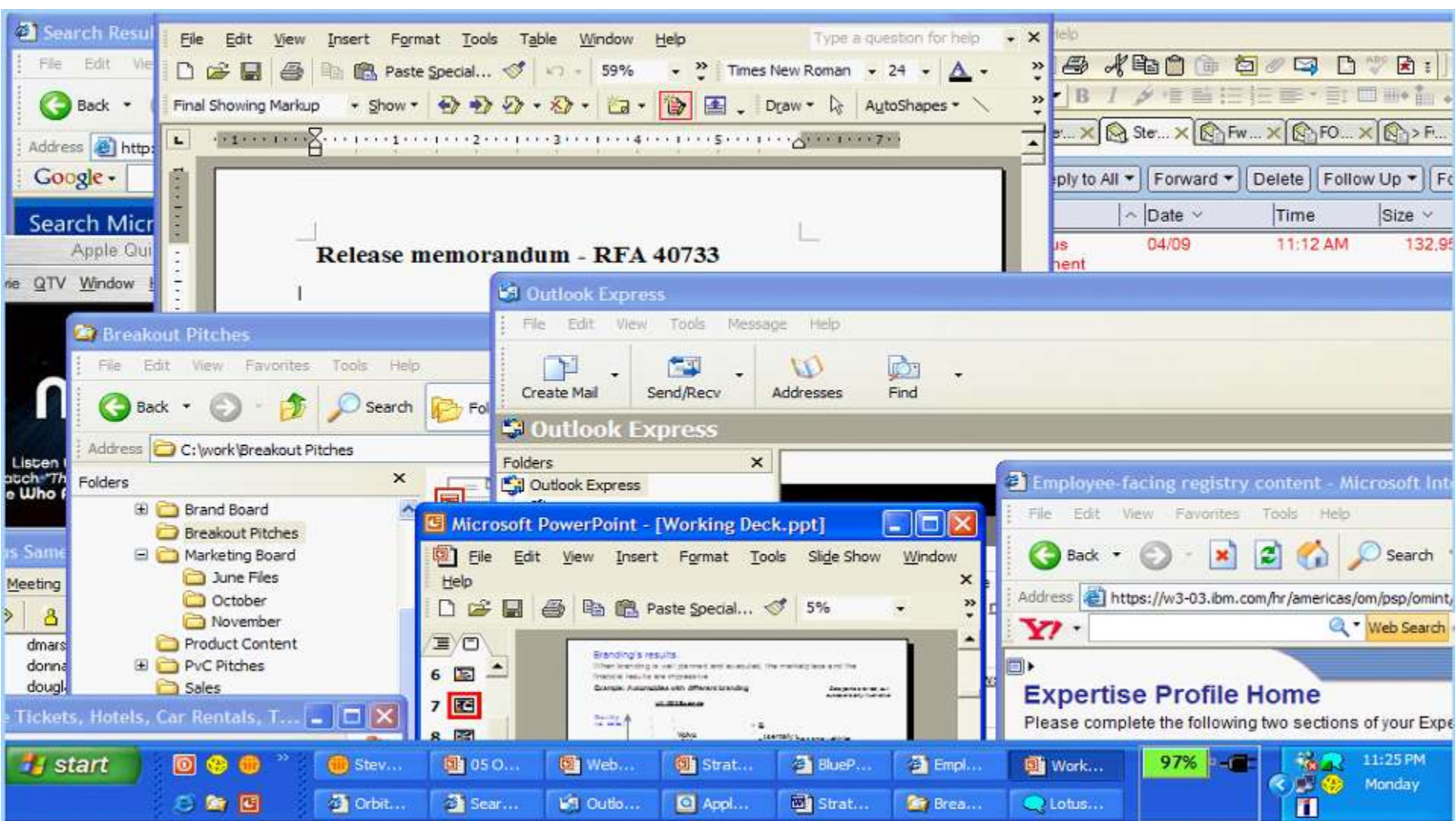
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# **Workplace and Team Productivity**

## **Lotus Product Solutions (Collaboration)**



# Evolving today's disparate user experiences...



**Frank Adams**  
on Local

- Inbox (29)
- Drafts
- Sent
- Follow Up
- All Documents
- Junk
- Trash
- Chat History
- Views
- Folders
  - Administration (1)
  - Customer Inquiries (2)
  - Customer Council (1)
- Tools
- Other Mail

Sender	Subject	Date	Size
Ted Amado	New Trade Advertisement	01/22/2007 07:58 AM	3K
Betty Zechman	Introduction to Finance Management	01/22/2007 07:57 AM	3K
Ted Amado	Privacy Policy Coming Soon	01/22/2007 07:50 AM	2K
Matthias Kramer	Customer Issue	01/22/2007 07:37 AM	1K
Rita Ferrar	Rescheduled: Marketing call (Jan 23 04:00 PM EST)	01/22/2007 07:14 AM	1K
Minh Li	Re: Assistance with \$500K Small Business Loan	01/22/2007 07:03 AM	4K
Rita Ferrar	FYI - Fw: Re: Verify Q1 and Q2 Estimates Mortgage Rates - Updated Spreadsheet	01/22/2007 06:34 AM	22K
Dennis Michaels	Customer Council Update	01/22/2007 05:55 AM	1K
Simone Dray	Approval Requested : New Customer	01/22/2007 03:34 AM	14K
Peter Brown	List of Potential Elite Market Loans	01/22/2007 01:35 AM	15K
Vijay Nehry	Fw: Fw: Customer Council Update	01/21/2007 11:35 PM	3K
Minh Li	Rescheduled: Mortgage Rates and Business Accounts (Dec 13 10:00 AM CST in 555-555-1992 passcode 123456)	01/21/2007 10:54 PM	2K
Ron Espinosa	Fw: Please Pass Along: Updated Mortgage Rates	01/21/2007 10:08 PM	2K
Minh Li	Assistance with \$500K Small Business Loan	01/21/2007 09:37 PM	1K
Lucille Suarez	Financial Review Meeting	01/21/2007 09:13 PM	3K
Ron Espinosa	Re: Updated Account Information	01/21/2007 08:55 PM	3K
Samantha Davis	Counterpart Review - Key Accounts	01/21/2007 08:44 PM	2K



### Privacy Policy Coming Soon

**Ted Amado** to: Frank Adams 01/22/2007 07:50 AM

Cc: Default custom expiration date: 01/22/2008 [Show Details](#)

The Finance Portal is developing a Privacy Policy statement to be posted on the main home page. This policy, which is a derivative of the renovations.com privacy policy, is designed to inform users of the Finance Portal on the policies and uses of information collected from users of the portal and how that information is used.

Ted Amado  
Vice President of Marketing  
Renovations

**Follow Up**

Remove Flag

When	Who
09/18	Ron Espinosa
09/28	Minh Li
10/02	Vijay Nehry
10/06	Dennis Michaels

**Activities**

Type to find activities

Your Activities (2)

- Privacy Policy  
Jan 18, 2007 | Ted Amado
- Bookings reconciliation  
Jan 18, 2007 | Ted Amado

[Dashboard](#)

**Sametime Contacts**

Available Lotusphere

Type to find name

**Work (11/11)**

- Amadou Alain
- Frank Adams
- George Bandini
- Harry Greene
- Heather Reeds
- Helena Muzakis
- Jody Liu
- Liz Schonfeld
- Natalie Olmos
- Renata Washington
- Rita Ferrar

**Day At-A-Glance**

Thu, Jan 18, 2007

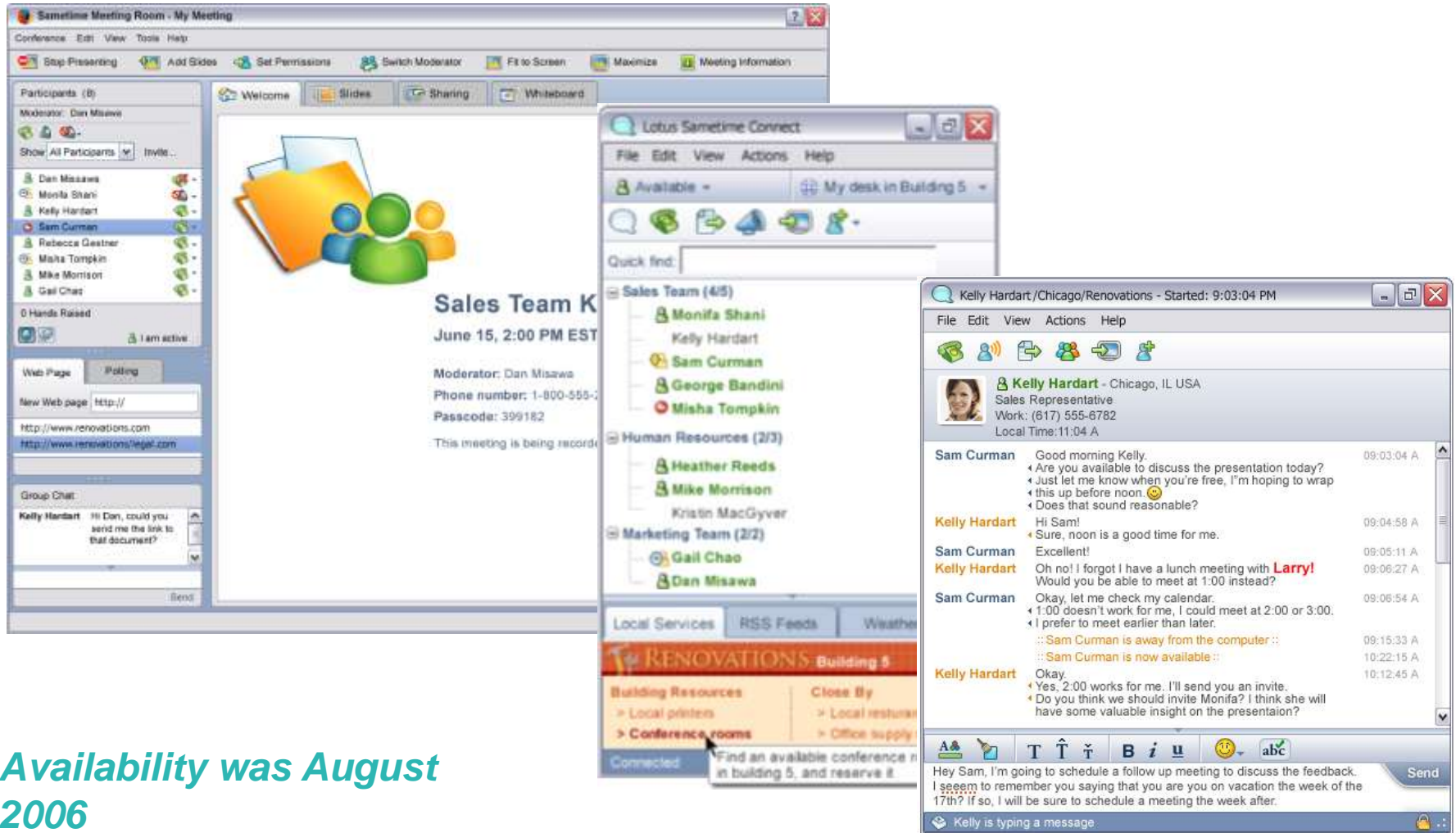
John's Birthday

3:00 pm Backup & Recovery Update  
Frank Adams

**Feeds**





# IBM Lotus Sametime 7.5 Represents a Dramatic Update in Real-time Collaboration Features and User Experience

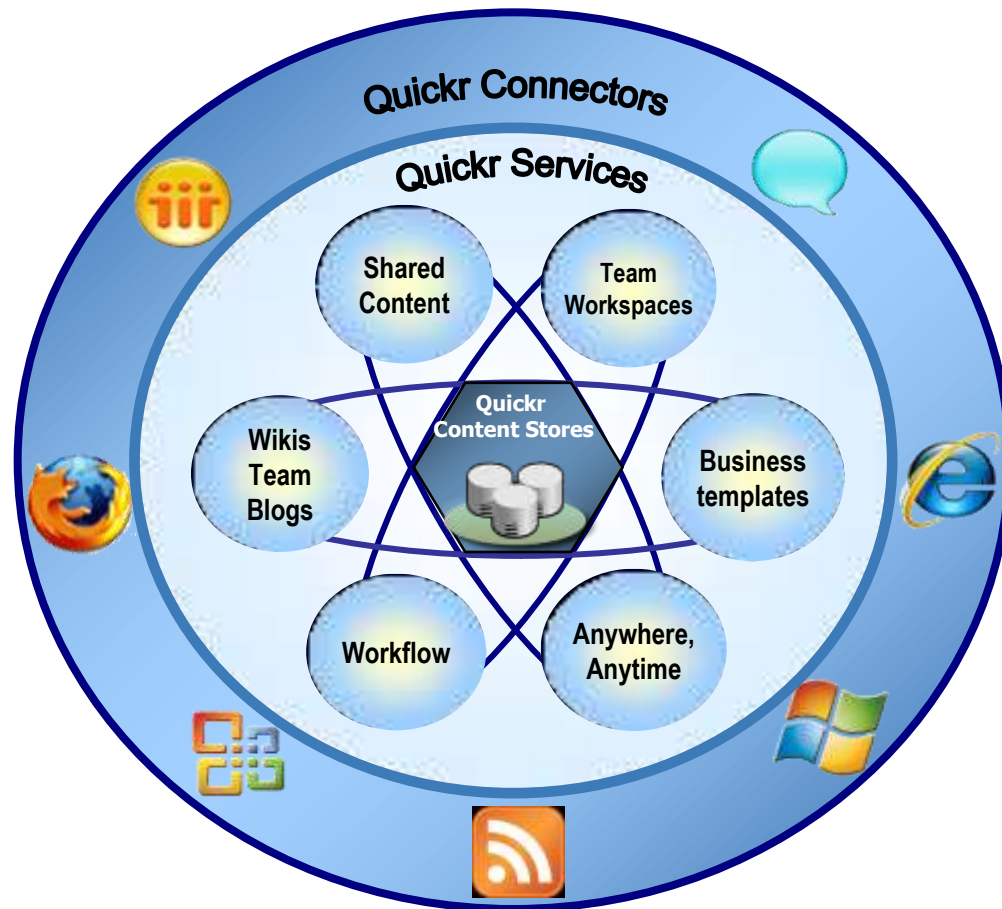


*Availability was August 2006*

# Introducing IBM Lotus Quickr

*Fastest way to share everyday business content with your teams...*

- 
 Most complete set of **connectors** to desktop applications and an open connector architecture for developers
- 
 Rich collaborative content and **team services** integrated with entire IBM portfolio
- Out-of-the-box business **templates** (e.g. Innovation Place) leveraging composite application support
- Integration with Lotus Domino® and JCR **content stores** initially, and plans for IBM FileNet P8 support, providing comprehensive, scalable end-to-end content management options



Profile settings | Sign Out

# w3 Taylor's On Demand Workplace

BluePages | Help Now | Feedback

Home Work Tools You & IBM

Signature Selling Method

Seibel

This portlet has been customized by you based on your Siebel profile. You can still see expanded Siebel information by working with [Siebel](#).

Show: All Opportunities Across Organizations History: Query: Core Foods

New	Priority Flag	Opportunity	Decision Date	Account	Revenue	Probability
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	BTO - Finance	09/05/03	Core Foods	\$5,010,000	90%
<input type="checkbox"/>	<input type="checkbox"/>	Enterprise Security Controls	07/09/03	Core Foods	\$30,000	60%
<input type="checkbox"/>	<input type="checkbox"/>	JDE/WAS PLAY	05/15/03	Core Foods	\$401,000	70%
<input type="checkbox"/>	<input type="checkbox"/>	eBHS Hosting for ERP	04/03/03	Core Foods	\$150,000	100%
<input type="checkbox"/>	<input type="checkbox"/>	RFP Response	02/08/03	Core Foods	\$10,000	10%

Overview Revenue Contacts Activity Plans Attachments

Account: Status: \*Oppty Num: Sales Team:

Address: County: \*Opportunity: OMDT:

City: Account: Reason Lost: Pact Number:

State: Account: Organization: Is Restricted:

Sales Knowledge Portal

Big Plays Customer Collateral Customer References Solution & Product Announcements Technology White Papers

CPG Big Plays - [click here for other sectors](#)

- Build Consumer Intimacy - to capture greater "share of life"
- Demand Growth - by shattering constraints
- Think Like a Retailer - to drive leverage
- Collaborate Enterprise-wide - to capitalize on reach and synergy
- Optimize IT - to drive operating efficiency
- Drive IT-enabled Business Value - enabling core process efficiency/effectiveness
- Re-focus Operations via Outsourced Business Processes - unlock pent-up economic potential

BluePages Experts: BTO, CPG, Finance

Sales Aid

Recommended Aids Include:

- Business Development Promoter
- Key Player List
- Reference Stories
- Values Proposition

Collaboration Tools

- Sametime
- Core Foods
  - Hattie Bokard
  - Peter McConell
  - Sandy Char
- BCS
- AMS
- ibm.com
- Forums
- Web Conferences
  - Attend a Conference...
  - Schedule a Conference...

CPG Big Plays - [click here for other sectors](#)

Build Consumer Intimacy - to capture greater "share of life"

Demand Growth - by shattering constraints

Think Like a Retailer - to drive leverage

Collaborate Enterprise-wide - to capitalize on reach and synergy

Optimize IT - to drive operating efficiency

Drive IT-enabled Business Value - enabling core process efficiency/effectiveness

Re-focus Operations via Outsourced Business Processes - unlock pent-up economic potential

IBM Methodology

CRM Tool

Relevant Information & Data

Prescriptive Learning

Expertise Locator

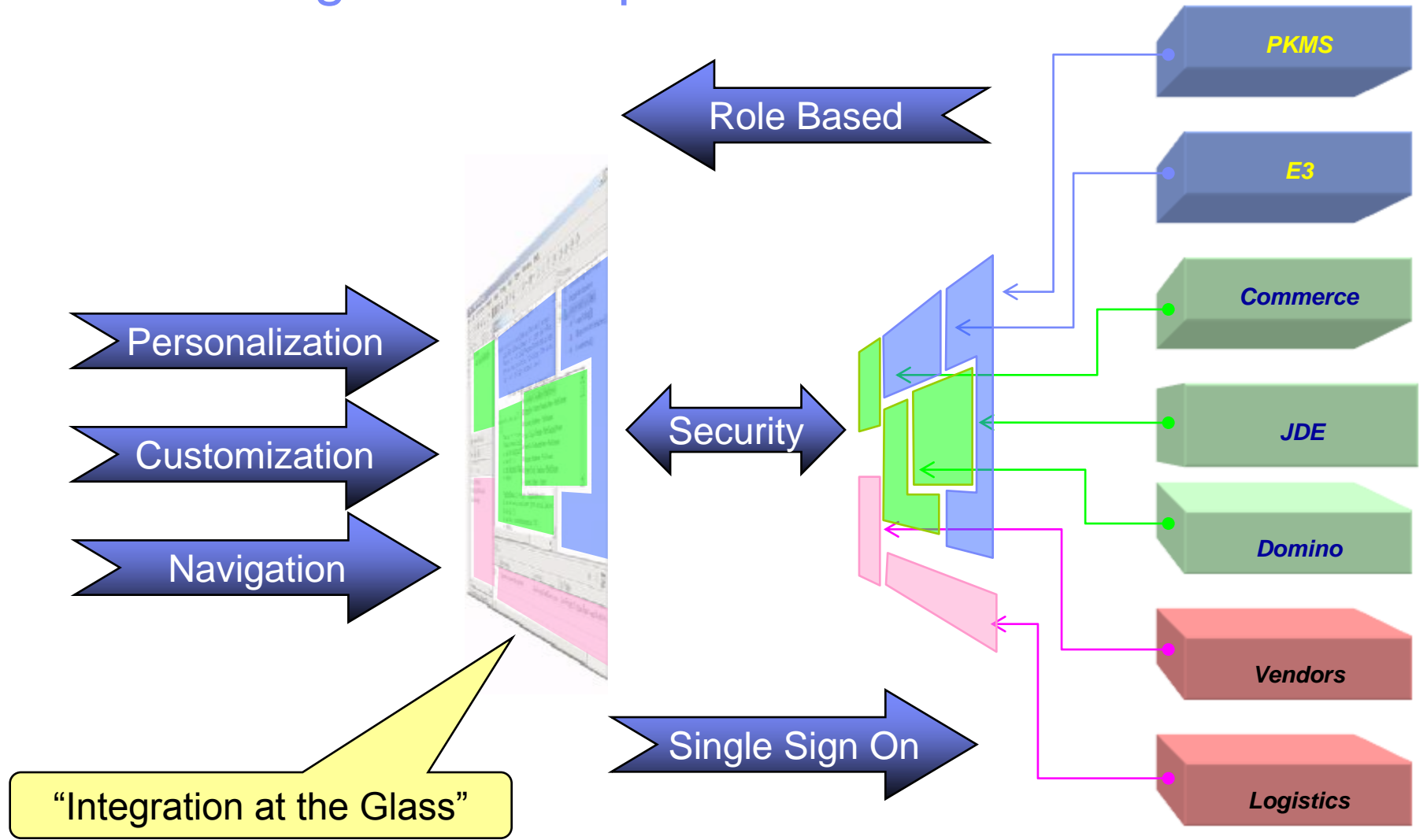
Methodology Guides

Collaboration Tools

Demo: Demo:

IBM Portal

# Portal = Single User Experience





# Washington County, Virginia

## Challenge

- Needed to provide access to citizens
- Needed more efficient response time to requests from citizens and staff

## Solution

- A real-time e-government portal that delivers existing applications through a centralized electronic workplace
- Improved employee productivity
- An open, Web-based framework and content management platform

***Modernization tools used include:***

***WebSphere Host Access  
Transformation Services (HATS)***

***WebSphere Portal Server***

***WebSphere Studio Site Developer***



*“We evaluated a lot of solutions, including Microsoft.Net, but the IBM WebSphere solution gave us an open, integrated environment to build e-government solutions across a variety of hardware and software platforms.”*

Nadine Culberson  
Information Systems Manager,  
Washington County



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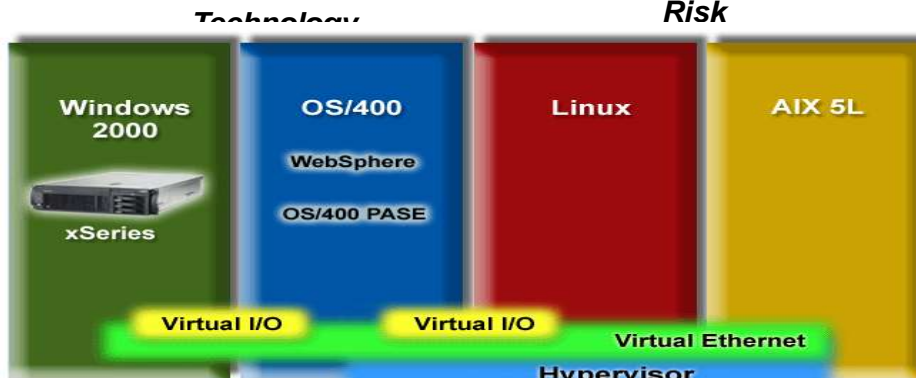
# Infrastructure Optimization

# IT Optimization with System i

## Application Flexibility



Increased choice  
 Reduced vendor lock-in  
 Low integration costs

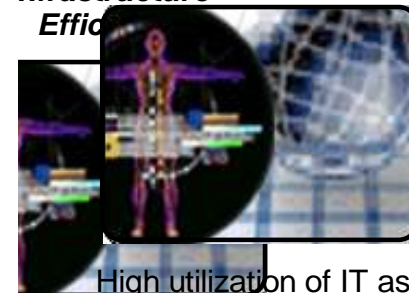


Flexible growth  
 Upgrade investment protection

## Risk

Capacity upgrades  
 Flexible financing options

## Infrastructure Efficiency



High utilization of IT assets  
 Low management costs  
 Effective use of skills

## Technology Leverage



Outstanding price/performance  
 Consolidate workloads  
 Flexible growth  
 Upgrade investment protection



## Risk Mitigation

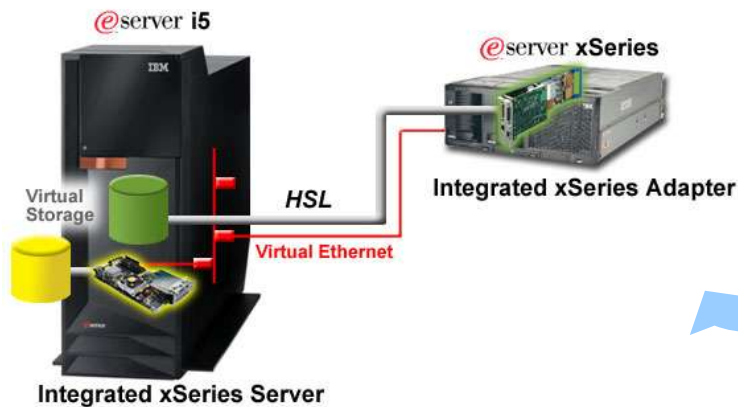
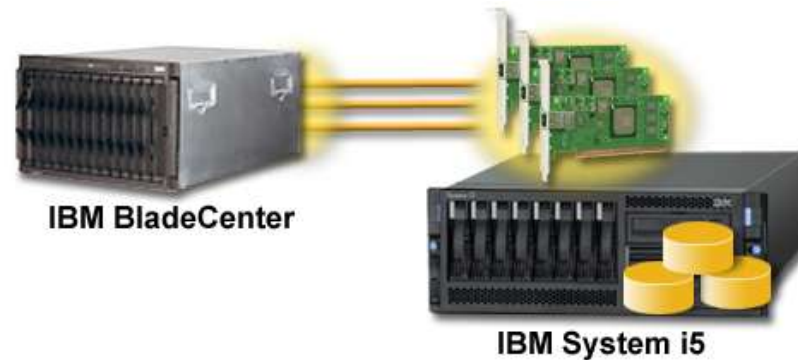


Reduced system downtime  
 Business continuity  
 Capacity upgrades  
 Flexible financing options



# Benefits of Integration via iSCSI

- ✓ More xSeries on System i5
- ✓ BladeCenter connection
- ✓ Lower incremental cost
- ✓ Broader range of supported xSeries servers
- ✓ Utilize TCP/IP skills to install & configure
- ✓ Leverage industry standards
- ✓ Flexible options for redundancy and performance
- ✓ VMWare ESX 3.x Product Preview



V5R4

V5R3

# Greif, Inc.

- Background
  - World leader in industrial packaging products & services for various industries.
  - 175 operating locations in more than 40 countries.
- Objectives
  - Consolidate regional applications
  - Single ERP global instance
- Solution
  - IBM eServer i5 570 8-way with seven Logical Partitions (LPARs)
    - 2 i5/OS Processors ,6 AIX Processors
      - Migrated Baan+Oracle solution from HP/EMC to eServer i5 AIX partition
      - Consolidated regional applications into centralized i5/OS architecture (BPCS)
      - Migrated Domino environment from Windows to i5/OS
      - Common tape back-up - one 3584 Tape Library that backs up all



***Greif is excited about the upgrade and consolidation to the iSeries POWER5 platform as a first step in simplifying our infrastructure, providing users with higher reliability and paving the way for further Data Center consolidations as we move toward single instance global ERP.***

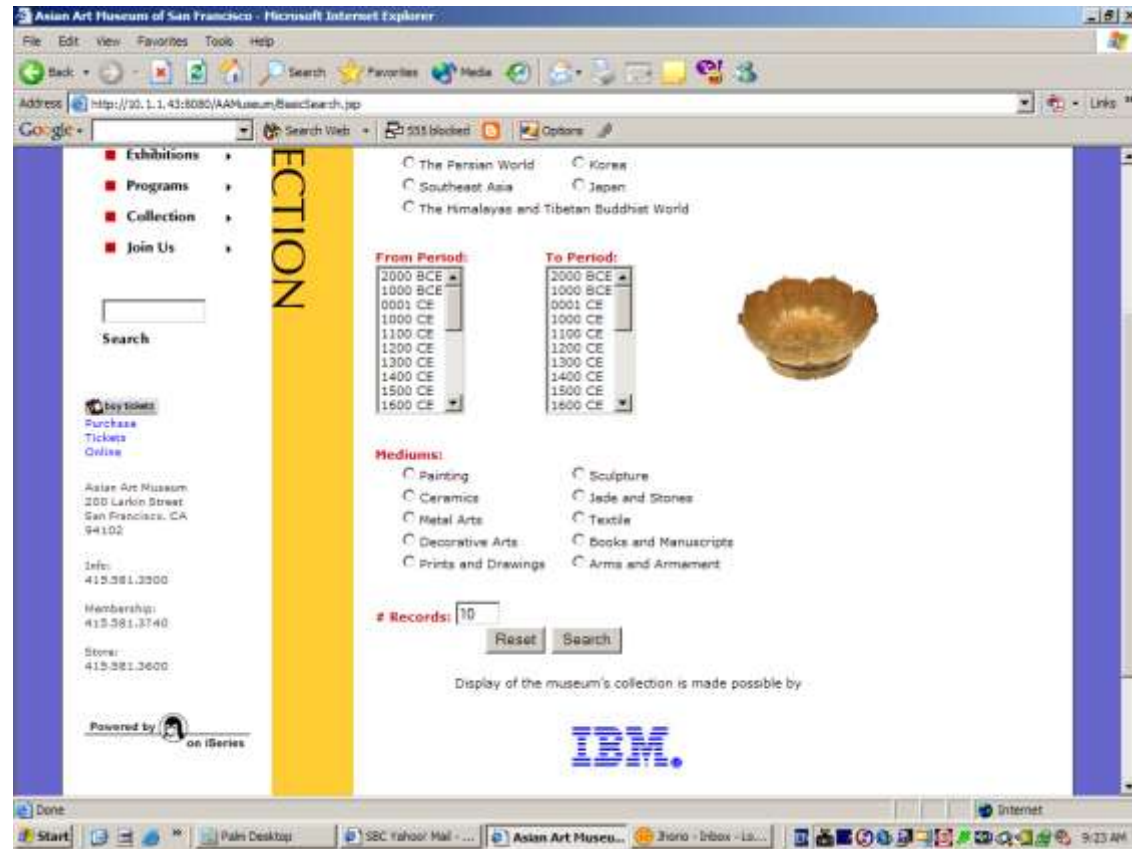
# Asian Art Museum

## Objectives

- Deliver a portion of its prized collection to art enthusiasts around the globe via its website
- Over 15,000 pieces of art including paintings, sculptures, ancient artifacts

## Solution

- Linux on iSeries
  - Apache based web site
- DB2/400 on OS/400
  - Conversion from Intel Sybase server



*The Asian Art Museum moved to SUSE LINUX Enterprise Server and IBM iSeries to increase reliability and security, at a cost 80 percent less than a Microsoft Windows solution. The IT staff has reduced administration time by 15 percent, freeing up time to evaluate other applications to make the museum more efficient.*

Jim Horio, CIO, Asian Museum of Art

# Trans World Entertainment

## ■ Background

- Trans World Entertainment is one of the largest specialty music and video retailers in the US with over 800 stores

## ■ Objectives

- Consolidate 3 data centers with 4 iSeries servers, 1 Sun Server and 10 Compaq servers
- Deliver back office applications to 1000s of store employees

## ■ Solution

- One datacenter with an i5 570 12-way running 6 partitions
  - i5/OS: distribution and financial applications
    - Island Pacific, Infinium, and Manhattan Associates
  - 10 Integrated xSeries Servers
  - AIX 5L: Oracle data warehouse
- HATS provides access to i5/OS applications at point of sale devices



*“Consolidation allowed us to reduce our administrative overhead and redirect our IT personnel to projects that could better enhance our business.”*

John Hinkle, Chief Information Officer



IBM System i™

# Announcing the models 515 and 525

# System i “WebSphere Friendly” Announcements

**515**



- WAS Express
- HATS/WDHT
- WMQ
- Commerce Express
- Portal Express

**525**



- WAS Express
- HATS/WDHT
- WMQ, soon WESB
- Commerce Professional
- Portal Server

## System i Model 515 and 525 Express

- Two new low-end models
- 6X Java Performance Increase
- Low Entry point pricing



**i5/OS Application Server**

*Addresses Top Complaint by Large System i Customers... i5/OS costs:*

- Large Java Deployments on WAS ND
- All Commerce
- All Portal
- WMQ (widely used)
- Soon Process Server

## i5/OS Application Server

- **New option designed for application serving and infrastructure workloads in System i logical partitions**
- **Offers a reduced i5/OS entitlement charge for processors on System i 550, 570 and 595**
- **Designed to support applications that do not require DB2 or which access DB2 in other partitions**

# Configuration Options – Virtual Three Tier

Virtual Three Tier  
Web moved to  
another server



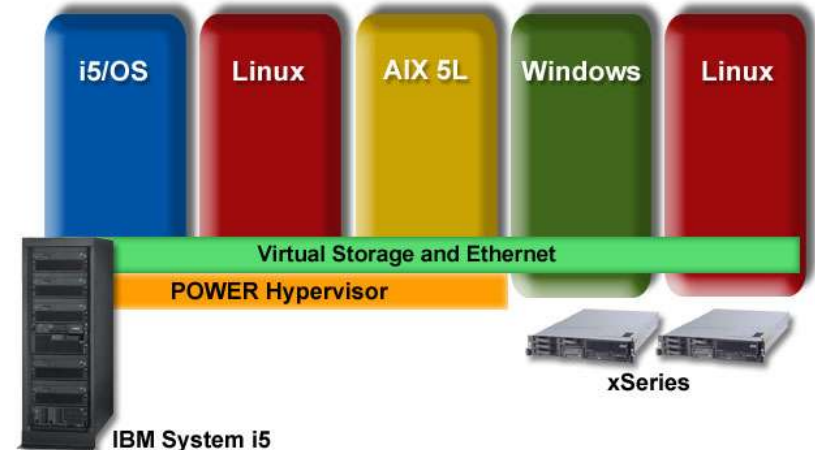
- Very common in iSeries implementations
- If WebSphere on xSeries, recommend IXA attach – see whitepaper
- Solid solution – closer CNC components are (DB, MBF and Batch) better they perform

# 515/525 Deployment Considerations

Solution	I5/OS User Entitlement required	Notes
Domino	YES	
Sametime	YES	
Quickplace/Quickr	YES	
Portal	YES	
Commerce	MAYBE	B to C = NO, B to B = YES
WDHT	MAYBE	Front end = NO, Single Server = YES
VoIP	MAYBE	Only app Integration will require licenses
ERP App Server	Unknown	YES if user is authenticated or has user profile
Data Mart	YES	

# Simplify your Infrastructure with System i

- **Reduce complexity and costs**
  - Pool your resources by managing multiple environments on a single server
- **Handle constant changes**
  - Automatically respond to changes in processor demand with logical partitioning
- **Save time and money**
  - Simplify management of IT resources with storage virtualization
- **Increase business agility**
  - Expand with broad application portfolio
- **Deliver business continuity**
  - Protect consolidated resources





IBM System i™

# Questions & Answers

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IBM System i™

## Additional Customer Examples

# Case in Point: Alpharma, Denmark

## Challenge

- Traditional point-to-point-strategy found unsatisfactory with a new Nordic ERP Project introduced new and highly complex requirements relating to Interfaces/AI
- Alpharma needed near real time interfaces between JD Edwards and a fully automated warehouse and some Dispensing application across US/UK/Norway

## Solution

- Utilizing existing iSeries datacenter in Baltimore to run integration services that would comply to FDA
- Build central competence center to harvest full potential of the new Integration Platform
- Manage integration projects in a life time perspective

### ***Modernization tools used include:***

WBI Server Express Plus on iSeries  
 WBI Adapters for JD Edward's  
 Rational ClearCase Lite  
 BIVA - Methodology to build for lowest TCO



## Customer Decision Points

### Compliance FDA, cGMP, SOX

- Secured data integrity on lot status across systems. OW-LSS-DMS audit trails / (proactive) error tracking
- Reliable inventory volumes & amounts across systems

### Minimize TCO

- Automated & secure data integrity across system
- Reduce maintenance – increase responsiveness

### Prepared for Growth/ Change

- A service-oriented architecture - add and replace applications without affecting the other applications

# Things Remembered Integrated Solution on iSeries

## Challenge

- Assure trading partners of merchandise availability
- Reduce inventory risk by closing the gap between the order acceptance and inventory management processes

## Solution

- A new open standards-based order request solution, delivered as Web services that can integrate with any standard e-commerce site
- Utilized the build-to-integrate capabilities of WebSphere Studio, Commerce, Application Server and MQ product families

***“Our Web Services solution will improve our ability to deliver responsive, personalized, high-quality service to our customers and trading partners. IBM has strengthened our ability to succeed.”***

Mark Fodor, Cole National



Things engraved are Things Remembered

## Business benefits

- Projected 50% annual increase in conversion rate
- Anticipated 8-10% rise in average sales transaction value
- Significant reduction in inventory risk and overhead expenses for Things Remembered and trading partners
- Ability to attract and maintain broad trading base by ensuring inventory availability

## Farchiono Ollii

### ■ Background

- World's 4<sup>th</sup> largest producer of extra virgin olive oil

### ■ Objectives

- Upgrade IT infrastructure to support innovation in customer service and general growth in business volumes

### ■ Solution

- Replaced IBM AS/400 server with IBM System i5 solution running IBM i5/OS, Linux, and integrated with Microsoft Windows-based systems
  - i5/OS – Production control and financials software
  - Linux – Web server and Firewall
  - Windows - Warehouse management, stock control and depot security



*“By choosing to consolidate all our major systems to the System i5 solution, we have achieved very close integration, which is helping us to streamline production processes and reduce operational costs.*”

*“This integration also makes it easier to create innovative Web-based information systems for our customers, such as the track-and-trace system which shows the origin of each bottle of olive oil.”*

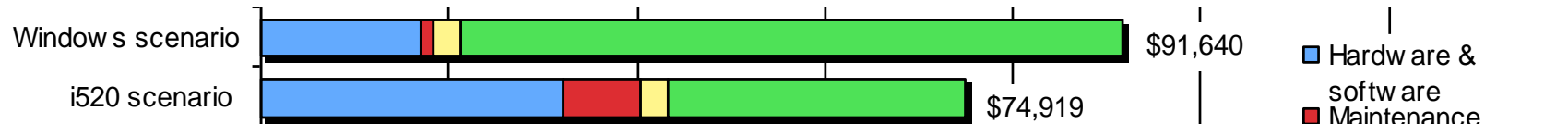
Andrea Violetti, Director of IT

# Three-year IT Costs for Domino E-mail Installations

## 500 USERS



## 250 USERS



## 100 USERS



\$0 \$20,000 \$40,000 \$60,000 \$80,000 \$100,000 \$120,000 \$140,000

- Hardware & software
- Maintenance
- Facilities
- Personnel

**Value Proposition for IBM System i520 Collaboration Cost/Benefit Case for IBM Domino Messaging Deployments**  
 International Technology Group July 2006