



Snapshot

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## IBM eServer p5 Helps IT Managers Tackle Data Centre Challenges

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*The current business climate is volatile. Businesses are merging or acquiring smaller firms. Regulations are multiplying with frightening speed, and international business requirements guarantee an increase in IT complexity. In the midst of this change, budgets are being held static or decreasing. IBM's new eServer p5 is designed to help customers take advantage of state-of-the-art technologies to make their data centres more adept at managing environmental challenges, and to allow them to do more with less in these changing times.*

### Managing Challenges, Budget Challenges

European IT managers generally face all the issues that their counterparts in America face. However, where America is one country, Europe is comprised of over thirty, significantly expanding the permutations and combinations of those issues for a larger number of companies. In Europe a company does not need to be a major multinational in order to have to cope with multiple currencies, international regulations, market and cultural differences, and business environments. In addition, the continuing expansion and development of the European Union means that more markets are opening, while mergers and acquisitions activity continue, and ever more complex supply chains are developing. The implications for IT managers can be staggering. In addition, business managers have been fed a steady diet of how wonderful IT can be for their businesses, and they're anticipating rapid returns on the investments they've made. They want solutions that work, they want it accomplished without budget growth, and in some cases with less money, and they want it now. IT managers need to make smart decisions about what to purchase and where to invest. Most importantly, they need to understand how the latest technologies can help them. The new IBM eServer p5 is designed to enable customers to take advantage of new technologies that are beneficial for complex environments.

### Power for the New Generation

The eServer p5 is the latest Power-based server from IBM. Designed to run UNIX or Linux, it offers new technology that can help customers with better performance, more automated capabilities, and increased server utilization. In effect, IBM are leveraging the technology capabilities it has learned from the mainframe environment and extending them into the open systems environment to its POWER family of servers. IT managers can use these new and enhanced capabilities to consolidate open system environments in ways similar to those they have used with their mainframes. In order to consolidate servers onto a single platform, a server should be able to create dynamic partitions with advanced ability to automate management of those partitions so that resources are used appropriately. The new eServer p5 can create partitions as small as 1/10 of a processor, and can be incremented in units of 1/100 of a processor. These partitions can be assigned to a processor pool that provides automatic balancing of processing power to ensure meeting service level needs even as the environment changes. The Hypervisor firmware, which performs all partitioning, hardware resource management, and capacity-on-demand features, is now offered with all eServer p5 servers. The

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Advanced POWER Virtualization option, known as the Virtual I/O Server, provides the ability to create smaller partitions, as well as to share disks, communications adapters, and media devices. It also provides the Partition Load Manager (PLM), which manages resources for partitions running the AIX operating system. These tools are the rocket science IBM have developed to bring resource and application management to state-of-the-art for open systems.

### **Help with Re-hosting Through Global Services**

Although the tools are now available to consolidate, re-hosting applications from heterogeneous platforms can be complicated and expensive. IBM now offer help with a new program from IBM's Global Services: the Migration Factory. Based upon the resources IBM acquired from their purchase of Sector7, IBM can now offer application migration tools and services to customers at a lower cost with lower risk. With this service IBM can provide:

- Application-centric consolidation;
- Application migration;
- Web-enabling applications;
- System and application upgrades to new systems; and
- Application re-engineering.

The Migration Factory takes customers through the assessment process to understand their needs and how it would be done before engaging in the migration.

### **When Opportunities Knock**

Although technology cannot solve all business problems, it should certainly help make managing the business easier. The IBM eServer p5 can help by providing IT managers with more and better control of their resources. IT managers who have invested in UNIX will continue to take advantage of those skill sets within their organizations. IBM's ongoing commitment to UNIX and RISC translates to investment protection for buyers. Customers that have distributed AIX environments can use the new p5 to consolidate those servers and manage those resources with better efficiency. Customers facing heterogeneous environments or looking to simplify with fewer platforms should consider the eServer p5 with AIX as the platform for choice. With the ability to add 64-bit Linux applications customers can explore technology options at lower risk to the organization. IT managers with growing Oracle databases have an option that provides additional power with less and better resource utilization. Finally, with help from IBM through the Migration Factory and Global Financing, IT managers can assess their environments, make rational plans for application migration, and keep it within their budgetary limits.