

Move to IBM

*Migration made easy.
Built on trust. Based on experience.*





In both business and IT, change is a constant. However, unexpected change can wreak havoc on carefully planned business strategies. Today, many organisations find themselves in the sudden position of having to make a strategic investment decision about architecture and platform choice – not because it necessarily makes sense for their business now, but because they have been forced into the position by their current vendor. In contrast, IBM takes a more client-centric approach. We are dedicated to providing long-term support for our architecture and platform offerings, which helps enable your company to migrate according to your timetable and business needs. We also understand the challenges you may be facing.

Companies may seek to migrate to new platforms for other reasons as well. Migration projects may be driven by acquisitions or mergers, the need to replace legacy software or the ongoing process of trying to consolidate hundreds or thousands of servers purchased over time. Whatever the reason for the migration, IBM offers a comprehensive array of products and services that can help organisations gain a long-term competitive advantage – while leaving no doubt about future support.

IBM Systems with innovative technology: The right foundation for your migration needs

With broad expertise across servers, storage, software and technical support, IBM is in a unique position to deliver innovative products and solutions that help meet migration goals in ways not previously thought possible. Because open standards-based IBM offerings can provide practical ways to achieve infrastructure consolidation, allow quick adjustments to handle workload spikes and help reduce administrative and software costs, there has never been a better time to migrate to IBM Systems.

Why move to IBM? Reason #1: Choice

From applications and skills to technology resources, IBM delivers flexibility through a choice of platforms, a broad application portfolio and integrated virtualisation capabilities – all built on open, industry standards to help meet any enterprise's needs.

- **System i** platforms enable companies to implement an integrated business system capable of running IBM i5/OS, IBM AIX 5L, Linux® and Microsoft® Windows® applications on a single system
- **System p** offers outstanding capacity to consolidate UNIX® or Linux applications and servers on a proven, powerful, open, adaptable and highly scalable technology foundation



- **System x** brings innovation to the industry-standard server market. These solutions are designed to deliver exceptional availability, simplified manageability, outstanding performance and revolutionary scalability in a cost-effective platform
- **BladeCenter** systems integrate servers, storage and networking to help you reduce complexity, simplify IT management and reduce costs through a flexible and highly scalable design. Unlike competitors, all BladeCenter blades, switches and adapters are interoperable in all chassis, providing mix-and-match migration choices
- **System z** continues to raise the mainframe bar with leadership capabilities in security and resiliency, advanced virtualisation and workload management, broad support for open standards, service-oriented architecture and highly efficient energy usage
- **IBM System Storage** delivers intelligent storage solutions and expertise to help enterprises of all sizes reliably bring information to people in a cost-effective and innovative way.

Reason #2: Strategic support

Often, companies want to migrate but do not know where to start. With IBM and its partners, businesses gain access to a highly trained team that can assess the current situation, discuss key business objectives and

develop a solution customised to the client's needs that includes implementation and continued support. The IBM migration model includes the following elements to meet client requirements and mitigate risks:

- **IBM Executive Briefing Centres** offer comprehensive, in-depth technology briefings, product demonstrations and solution workshops for clients wanting product expertise and assistance with the design and implementation of migration plans
- **IBM Design Centres** can help architect and validate heterogeneous multi-tiered solutions for clients who seek first-of-a-kind integration and deployment of innovative infrastructures
- **IBM Benchmark Centres** provide hands-on facilities where IBM Systems professionals partner with clients to validate the functional capabilities of the client's solution in a lab environment
- **IBM System Storage Data Migration Services** provide fast, safe and affordable data migration
- **IBM Migration Factory** offers broad expertise and global support using a full range of services and tools to provide clients with low-risk, end-to-end consolidation and migration services
- **IBM Customer Solution Centres** simplify the migration process by delivering factory direct preassembled and pretested 'Solutions in a Box' thereby reducing on site solution build and test activities.



Reason #3: A complete, trusted and proven migration methodology

IBM takes a comprehensive approach to migration. Recognising that every migration project is different, IBM follows a five-step methodology designed to accommodate each client's particular requirements:

1. **Assessment and planning.** To begin each engagement, IBM professionals examine the key infrastructure elements (such as servers, storage, middleware and firewalls), databases, independent software vendors (ISV) applications and custom code to determine the testing requirements, select the appropriate methodology and prepare a detailed project plan
2. **Migration.** Actual data migration, baseline building and testing of applications and databases and application deployment can be completed in IBM facilities worldwide, at the client's location or in a combination of locations
3. **Testing.** Databases and applications are subjected to several mock migrations before going live in the production environment to help mitigate risk. Custom applications are rebuilt and tested rigorously

4. **Performance and tuning.** Prior to deployment, IBM professionals fine-tune the platform for optimal performance

5. **Training and deployment.** After the new platforms are in place and proper operation has been verified but before deployment to production, systems administrators and application developers receive training on the new environment.

Reason #4: IT simplification

Migration to IBM Systems can provide an opportunity to simplify complex IT infrastructures by organising all components to improve performance and increases control. The result: an on demand environment that is efficient, resilient and able to swiftly accommodate changes in the marketplace.

Reason #5: Reduced ongoing costs

IBM Systems can help reduce per-machine software licensing fees, which can result in software savings. IBM servers and storage also can help decrease administration and management costs by centralising and automating routine server management activities, which can free up resources for more strategic tasks.



Reason #6: Virtualisation

IBM has a long-standing, proven track record for providing leadership virtualisation capabilities that extend far beyond the realm of simple partitioning. In addition, IBM virtualisation technologies – which are standard features in most systems – can reach ‘beyond the box’ to include virtual management and virtual views of heterogeneous infrastructures. These capabilities help give clients the ability to safely combine test, development and production servers on the same system – helping to enable worry-free migration. Clients can also use storage virtualisation to simplify the task of migrating or moving data from one array to another and ease the process of migration overall by insulating the applications and data from the underlying physical infrastructure.

IBM migrations deliver real-world business benefits to clients

Organisations in a wide variety of industries are benefiting from IBM migration capabilities. For example, **Dow Jones Indexes** recently moved its worldwide index calculation application from a top competitor’s systems to a new IBM System p environment. The company was pleased not only with the lower operating costs it achieved, but also that IBM Migration Factory professionals were able to port the core application quickly and meet the organisation’s requirement that they change the original code as little as possible.

‘If our indexes are not reflective of the market in real time, then the entire integrity of our business is undermined,’ explains Jim Sloan, director of application technology for Dow Jones Indexes. ‘That’s why speed and reliability are so critical.’

Throughout the project, Dow Jones was impressed by the IBM team’s ability to lay out a technology roadmap, not just years in advance for the System p architecture, but a decade in advance for enhancements to IBM AIX. ‘IBM offered faster processors, true multi-threaded processing within the chip itself and a more uniform memory access strategy resulting in less latency – probably due to a better fabric and larger and better placement of data caches,’ says Sloan. ‘All of these factors made a huge difference in our application, which is very memory- and CPU-intensive.’

LGT Financial Services also experienced a significant upside by switching from a combination of two well-known server platforms to an IBM System z server. The previous system was complex, expensive to manage, unreliable and the vendors offered varying levels of support that didn’t meet LGT’s needs. In contrast, LGT’s System z platform is easier to manage, more reliable and has a lower total cost of ownership (TCO) than its previous infrastructure. Additionally, LGT’s System z platform provides it with a failover solution that greatly improves availability of its business-critical database systems.

By working with IBM Global Services' (IGS) Integrated Technology Services organisation to implement the System z platform, LGT received a production-ready environment installed in a very short time frame. The knowledgeable IBM staff provided skills-transfer services to ensure that LGT's IT administrators learned how to effectively integrate the new system into the company's existing IT environment and how to maintain it for optimal performance. In addition to deploying and configuring the new server environment, the IBM Integrated Technology Services team provided onsite education for LGT's personnel and ongoing support, maintenance and upgrade services.

Priority Healthcare achieved similar benefits when it switched from its underperforming industry-standard servers to IBM System x servers. The company's infrastructure now routinely achieves twice the input/output (I/O) throughput for critical applications, including Oracle E-Business Suite. Together with Oracle specialists from IGS, IBM Business Partner (BP) Agilysys, Inc., tested, configured and implemented the new hardware solution. IGS also provided responsive technical support for Red Hat Enterprise Linux (RHEL). The result? The scalability of the new servers is outstanding and Priority Healthcare now finds it can do more with the same real estate.

'Throughout our experience with IBM and Agilysys, we have been very impressed and pleased with the level of knowledge, products, professionalism and support we have received,' says Bill Elliott, senior vice president of information management and technology at Priority Healthcare. Javier Muniz, director of technology integration and architecture, echoes Elliott's enthusiasm. 'With IBM, we have had no issues at all supporting Linux,' he says. 'The breadth of the IBM product line and the company's resources are truly outstanding.'

IBM migration services give clients confidence

Ohio-based **Greif, Inc.** – a world leader in industrial packaging products and services – used migration to streamline its IT infrastructure when it chose the IBM System i platform as the means to consolidate. 'We became aware of IBM development plans for the IBM POWER5 processor to be able to run multi-partitioned, multi-operating system solutions in one server. The idea of putting multiple enterprise resource planning (ERP) systems in one box was very interesting, because it would let us evolve our BAAN and BPCS platforms into a global, single-instance ERP system, again without disrupting business,' says Ken Andre, CIO at Greif.

Working closely with IBM Premier Business Partner Sirius Computer Solutions, Greif has not only consolidated the total number of data centres (previously more than a

dozen) down to three, but also has further consolidated servers within the data centres. 'I can't say enough good things about the IBM i5 server or the support we've had from IBM, Sirius and SSA,' he says.

Epson-Europe was also impressed with the level of IBM service delivered during its migration project. After moving its system assist processor (SAP) installation in-house, the company experienced steadily declining application performance. In addition, the maintenance contract for the UNIX-based servers running the SAP software was nearing its expiration. The company elected to migrate its existing SAP R/3 and SAP Business Information Warehouse systems to 11 IBM System p servers, resulting in improved performance for SAP batch jobs and an estimated cost savings of €200,000 per year.

IBM successfully completed the migration within just three months, including an upgrade of the database. 'IBM worked within an extremely short window for scheduled downtime and delivered the solution to a tight deadline – including the migration of our 400 Gigabyte (GB) SAP database,' says Pim Verboon, senior manager for IT infrastructure in Europe. 'With the new solution, jobs that had previously been timing out ran successfully – in some cases ten times faster.'

IBM: a reliable, forward-thinking choice for migration

The technical risk, cost and operational concerns surrounding migration projects can be daunting. However, with support from IBM, companies can create solutions and strategies that meet their specific requirements – both now and in the future.

The breadth of the IBM product portfolio plays a key role in making IBM an outstanding migration choice. IBM offers platforms to fit virtually any company's IT needs. IBM Systems also offer long-term roadmaps that ensure ongoing support and eliminate any concerns about product abandonment.

IBM draws on decades of in-the-field expertise to help simplify the transition process. Because IBM understands that every migration project is different, IBM professionals work closely with each client to understand their needs and craft a customised migration solution rather than force them down a specific path. Accurate, in-depth business and technology assessments, as well as a comprehensive testing methodology, help ensure that migrations are completed properly the first time. Companies are achieving real benefits: thousands of IBM migration clients have achieved greater efficiency, consolidated complex infrastructures, increased flexibility, cut costs and developed new revenue streams by migrating to IBM platforms.



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