

Resources:

- **Product Information**

<http://www.ibm.com/servers/deepcomputing>

- **Sales Kit (System Sales)**

http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geolD=All&prodID=pSeries&docID=hpcodsk.skit&docType=SalesKit&skCat=DokumentType

- Proposal documentation
- Customer presentation
- Sales collateral
- Sales tools

- **Related Product Information**

Cluster 1350 Sales Kit:

<http://w3.ibm.com/sales/systems/ibmsm.nsf/MainFrameset?OpenForm&cdoc=cluster1350sk>

- **Solutions Assurance Review**

<http://w3.ibm.com/support/assure>

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IBM Deep Computing Capacity on Demand



Sales and Resource Guide

This document is solely for the use of IBM Sales Representatives and IBM Business Partners in positioning and selling the IBM Deep Computing Capacity on Demand solution.

This document is not for customer distribution.

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What is IBM Deep Computing CoD?

An on demand computing solution that can help customers gain competitive advantage. Customers who purchase or lease sufficient high performance computing hardware, software, and services for average demand can use IBM Deep Computing Capacity on Demand to contract for additional capacity and services to meet the short term computational requirements of planned or unplanned peak workloads, new project launches, and new business opportunities. Customers pay for the amount of capacity reserved for the duration of the contract period.

What is included in the IBM Deep Computing CoD solution?

Hardware

- IBM @server™ Cluster 1350
 - Compute Nodes:
 - xSeries 335 (1U) and Blades Intel Xeon 32-bit technology (Linux or Windows)
 - @server 325 (1U) AMD Opteron 32-bit/64-bit technology (Linux or Windows)
 - Management Node: x345 running Linux
 - Storage Nodes: x345
 - Storage: FAStT or SCSI external disk
 - Interconnect: 10/100 and Gigabit Ethernet, Myrinet
 - Terminal Servers
- Compute Nodes: pSeries POWER 64-bit technology (AIX or Linux) (planned availability)
 - Management Node: p615
- Master Management Node (used by IBM)
- Tape Servers and Cartridges: 3590, LTO, DLT (shared)
- Virtual Private Network gateway devices
- Firewalls
- Intrusion Detection Monitor

Software

- Linux and Windows provided by customer
- IBM Cluster Systems Management (CSM)
- IBM General Parallel File System (GPFS) (optional)
- Job scheduling and workload management (planned)

Services

- | | |
|-------------------------------|--------------------|
| • Facility | Monitoring |
| • Provisioning and deployment | Maintenance |
| • VPN service | Help Desk |
| • Security | IBM Representative |

Customer components (hardware, software, data) are provided, maintained, and supported by the customer.

Who benefits from IBM Deep Computing Capacity on Demand?

Any customer, large or small, who has:

- Compute- and/or data-intensive scientific and technical computing workloads; for example, petroleum seismic analysis, biotechnology discovery, development, and diagnostics, digital content creation, financial services risk analysis, wealth management, and compliance, computer-aided engineering, electronic design automation, and scientific research.
- Short term planned or unplanned HPC peak workloads
- An urgent business opportunity or “keep the business running” demand that requires fast deployment of HPC capacity and infrastructure
- A desire to be able to make business decisions based on more timely and accurate data
- A desire to shift investments to core business competencies and revenue-generating opportunities
- A desire for faster predictable ROI from IT assets
- A desire to avoid large upfront capital outlays and long term fixed IT cost commitments for incremental HPC infrastructure
- A desire to shift fixed to variable IT costs
- A desire to achieve higher utilization of in-house HPC resources and improve operational efficiency

Target Markets:

- Petroleum
- Life Sciences
- Digital Media
- Financial Services
- Electronics
- Automotive
- Aerospace
- Government & Higher Education Research

Where to Start.....

Contact your Geo leader!

Americas: Doug McGuire

EMEA: Ian Green

AP: Sinisa Nikolic

Why IBM for Deep Computing Capacity on Demand?

- High performance computing leadership and commitment based on proven @server and software technologies, advanced cluster and system management, and growth and innovation in autonomic and grid computing.
- Technology Choice:
 - IBM @server Cluster 1350 Intel Xeon 32-bit technology (1U and Blades) running Linux or Windows
 - IBM @server Cluster 1350 AMD Opteron 32-bit/64-bit technology running Linux or Windows
 - IBM pSeries POWER 64-bit technology running AIX or Linux
- A scalable, highly secure, and highly resilient on demand operating environment
- World class service and support and premium value-add services for solution customization.

Qualification Questions to Ask ...

1. Are you unable to respond quickly enough to urgent business opportunities and “keep the business running” demands that require HPC capacity?
2. Are you suffering from over-capacity and under-utilization of in-house IT assets?
3. Are you interested in helping to reduce large capital outlays and the associated fixed long term IT cost commitments required to satisfy peak workloads?
4. Are you interested in a more variable IT cost structure with faster and more predictable ROI?
5. Are you interested in learning more about IBM's Deep Computing Capacity on Demand solution?

Why Sell Deep Computing CoD?

Value! Flexibility! Convenience! Win-Win!

- Offer a compelling value proposition and flexibility ... purchase or lease for average demand and contract for variable capacity to meet planned or unplanned short term peak demands.
- Sell an in-house HPC cluster, on demand contract, or combination solution.
- Your competitive advantage is your customer's competitive advantage.