



IBM eServer™ x440 Endorsements

*Customers, ISVs, Industry Analysts, and Press
November 2002*



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ISV Reference Quotes for the x440

IBM  xSeries

Mike Fister, VP and General Manager, Enterprise Platform Group, Intel

- "Intel is excited to see the great progress IBM has made with the Enterprise X-Architecture chipset, as it offers Intel-based server customers additional platform flexibility and choice. We specifically designed the Intel Xeon processor family for superior scalability in high-end servers and worked closely with IBM to optimize its Enterprise X-Architecture platforms using these processors. Our testing of the chipset with the Xeon processors has me convinced that this is a great product and can be considered something of a watershed announcements."

Jim Allchin, Group Vice President, Platforms Group, Microsoft

- "We are excited to see IBM plan to extend their xSeries line to 16-way in response to the accelerating customer demand for Windows-based systems in high-end, mission critical computing environments. IBM's new modular xSeries combined with Windows 2000 Datacenter Server, delivers a solution that grows as customers' data center requirements change, at an aggressive price/performance."

Carlos Chou, Vice President of Alliances, Siebel Systems

- "Siebel Systems, the world's leading provider of eBusiness Applications Software, will confidently partner with IBM to deliver Siebel 7 industry applications on the IBM eServer xSeries 440 platform. IBM Enterprise X-Architecture technology enables customers to leverage Siebel 7 Smart Web Architecture and ensure the best CRM and ERM solutions at the lowest total cost of ownership."

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ISV Reference Quotes for the x440

IBM  xSeries

Holger Rasig, Global Partner Director IBM, SAP

- "With the introduction of the IBM eServer x440 IBM delivers a solid and powerful foundation for mySAP Technology. The xSeries strategy of introducing mainframe technologies to Intel-based servers is in the best interest of our joint customers."

Steve Maegdlin, Senior Director of Product & Industry Marketing, J.D. Edwards

- "The IBM eServer xSeries x440 allows companies implementing or migrating to J.D. Edwards ERP software to run our applications, DB2 database and Web servers on just one server instead of as many as five. It allows us to provide customers unprecedented simplicity, scalability, availability and performance at a much more competitive price. This simplifies and reduces customers' maintenance, enables faster changes to the system with less downtime, lowers the up-front purchase price, and cuts ongoing IT expenses, all to make it easier for our customers to do business."

Roger Rose, Vice President of Enterprise Partner Sales, Citrix Systems, Inc.

- "Enterprises are constantly challenged to find more effective ways to run varied, conflicting applications on the same server to save space and power, and scale their MetaFrame deployments with minimal hardware investments. Working together with IBM and VMware, we have created a compelling solution with the x440 that addresses these pain points - taking stress off the physical data center and the enterprise IT administrator. We believe this joint solution offers customers real benefits for last mile control, while minimizing data center and server administration costs."

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Peter Conway, Senior Director, Windows .Net Server Group, Microsoft

- "IBM has proven its market leadership in high-end Intel-based server computing with its Enterprise X-Architecture technology. With the advancements in Microsoft operating systems coupled with the high-end capabilities of IBM Enterprise X-Architecture technology, customers will have one of the most highly reliable solutions in the marketplace for server consolidation, ERP and CRM workloads."

David Ridout, VP of Knowledge Solutions' Worldwide Business Development, Primus

- "The x440 is something new, something we believe customers will adopt to reap the improved availability, scalability and performance benefits delivered via Enterprise X-Architecture systems running Primus applications. The x440, coupled with IBM Director management technology, will help our customers lower their total cost of ownership. I believe the x440 is one of the most impressive entries into the industry-standard server space and raises the bar for Intel processor-based servers running Primus solutions."

Nazhin Zargharmee, Chief Marketing Officer, Hyperion

- "Hyperion customers looking to implement strategic business intelligence applications require solutions that can be deployed, administered and scaled across the enterprise. With the IBM eServer xSeries 440, customers will be able to consolidate hardware systems and easily extend usage of analytics to greater numbers of people and to support larger volumes of data. This results in a low total cost of ownership and improves the ability to manage business performance across the organization."

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Diane Greene, Chief Executive Officer, VMware

- "The x440 is an ideal platform for VMware's industry leading virtualization software. The x440's Enterprise X-Architecture demonstrates IBM's leadership in bringing mainframe-class performance to industry standard servers and its 16 processors and remote I/O capability raise the bar for all competitors in its class. With VMware ESX Server on the x440, customers now can combine one of the fastest industry standard servers with logical partitioning for a more complete server consolidation solution and the benefits of unmatched improvements in workload management and TCO."

Doug Cockrell, Senior Research and Development Director, SAS Institute

- "Companies rely on SAS software to help turn huge volumes of data from across their enterprises into intelligence for better business decisions. With this flood of data pouring in, application flexibility, availability and scalability are crucial. The new IBM eServer xSeries 440, featuring Intel's latest processor technology, is a solid option for organizations selecting a server architecture that's best suited for their mission-critical SAS solutions. The Enterprise X-Architecture technology found in xSeries servers gives companies dramatically improved speed and performance. This is particularly important for compute-intensive business-intelligence solutions such as analytical customer relationship management, data mining, data warehousing and other core business functions."

Peter Gassner, VP and General Manager, PeopleTools and Technology, PeopleSoft

- "We are excited to see the next generation of IBM eServer xSeries high-end Intel based servers built on Enterprise X-Architecture innovations allowing PeopleSoft to provide highly available and scalable platform to our customers."

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Bill Bunker, Vice President of Marketing & Product Management, Onyx Software

- "We are confident the new xSeries server from IBM will provide our large customers the scalability and reliability they need. Building on the scalability benchmarks Onyx has already achieved, this box push the envelope even further."

Scott Hebner, Director of Marketing, WebSphere Software, IBM

- "The combination of scalability and high-availability features, along with lower total cost of ownership, makes the x440 the Intel® platform enterprise server of choice for our WebSphere® customers running mission-critical workloads."

Paul Rivot, Director of Database Servers and Transaction Processing, DB2, IBM

- "The x440 implementation of Enterprise X-Architecture technology delivers the scalability, manageability and reliability features that perfectly compliment the capabilities of DB2. IBM DB2 database software, in combination with the x440, provides an enterprise-class data management solution of unmatched value and capability on the Intel platform."

Mike Tice, Group Vice President of Global Alliances, Business Objects

- "The IBM eServer xSeries 440 provides a robust foundation upon which to deploy and implement successful Business Objects solutions. As our customers continue to expand the size and scope of their business intelligence deployments, the x440 will provide a strong server platform that can meet their performance and scalability requirements."

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Leen van der Maas, VP of Global Alliances, Baan/Invensys

- "Baan/Invensys believes that the IBM xSeries 440 is at the highest level of performance, scalability and flexibility within the industry-standard server market. The x440 provides a strong platform for our ERP solutions to our customers. Enterprise X-Architecture technology and its flagship product the x440 are a testament to the vision and leadership that IBM brings to the market for industry-standard servers running mission-critical applications. The performance, mainframe-class availability and scalability of the x440 place it among the strongest industry-standard server platforms for ERP that we have seen."

Michael Schmitt, Executive Vice President of Marketing, Ariba

- "We know our customers like Intel processor-based servers, but need the expanded capabilities of a mainframe. The new IBM Enterprise X-Architecture servers have the capabilities at price points they are looking for with the ability to scale as needed. That's going to be hard to beat."

Chris Grejtak, EVP and Chief Marketing Officer, BroadVision

- "BroadVision believes that the IBM eServer xSeries 440 will bring a new level of performance and flexibility within the industry-standard server space. The x440 is a great match for BroadVision's multitiered, scalable server architecture and will offer medium-sized enterprises a cost-effective platform for BroadVision enterprise self-service applications."

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Lauren Flaherty, Vice President of Data Management Marketing, DB2, IBM

- "The performance and scalability delivered by Enterprise X-Architecture is showcased by the numerous leadership application and industry-standard benchmarks posted by the IBM eServer x440. The x440, based on the new Intel Xeon Processor MP, coupled with the scalability and performance of DB2 will drive new levels of productivity for database applications."

Jeanette Horan, Vice President of Development and Support, IBM Lotus Software

- "Lotus® is excited about the prospect of working with IBM eServer as it delivers its Enterprise X-Architecture based servers to customers requiring a cost-effective platform for mission-critical applications. Our goal is to continue to deliver remarkable total cost of ownership benefits to our customers."

Perry Moss, Director of Technology Marketing, J.D. Edwards

- "J.D. Edwards is pleased that IBM continues its advancements in the industry-standard server market with their eServer x440 model. The powerful Enterprise X-Architecture technology features of the x440, combined with the next generation of Intel's Xeon Processor MP, mean J.D. Edwards customers can deploy a powerful, integrated 'all-in-one' ERP solution to help simplify their IT architecture, and lower their total cost of ownership."

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Customer Reference Quotes for the x440

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John Gayer, Senior Integration Architect, Ford Motor Company

- "The x440 offers an improvement over the x370, which is the current Ford 8-way platform. We appreciate the reduction in size, scalability possibilities, and modular design approach. The x440 should be easier to service, and has improved redundancy features. We look forward to working with this new server."

Rob Krumwiede, Director of Systems Integration & Operations, Gibson Dunn & Crutcher LLP

- "The IBM eServer x440 is expected to provide exceptional availability and performance at industry leading total cost of ownership for organizations like Gibson Dunn & Crutcher LLP to handle their business-critical applications."

Richard Anfang, Managing Director, Enterprise Infrastructure for Institutional Securities IT, Morgan Stanley

- "At Morgan Stanley, we have been very interested in leveraging the commodity of Intel-based servers to support some of our application and infrastructure workload.," said Richard Anfang, Managing Director of Morgan Stanley. "Working very closely with the IBM support team, we are hoping to utilize the power, reliability and scalability of the IBM eServer x440 system that are the minimum requirements for these distributed applications."

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Clint Parrish, Systems Architect and Lead System Administrator, Saks Inc.

- "IBM eServer systems and VMware ESX Server are proving to be an ideal combination for server consolidation in our development and test environment. We plan to run as many as 32 virtual machines on a single eServer x440 and expect to significantly lower total cost of ownership as a result."

Michael Ronquillo, Senior Systems Architect, Prudential Financial

- "Citrix MetaFrame XP and VMware ESX Server running on IBM's highly scalable x440 system is a powerful solution that will help us standardize our infrastructure and simplify our production IT environment. We expect that this solution will increase the availability of our production systems, at a marginal cost."

Brent Adam, Senior Windows System Engineer, Agilera, Inc.

- "In the past six months, IBM has exhibited leadership in the industry that we're not finding elsewhere. They're really exciting us with new technology and we think they have a lot to offer on their platform. Certainly the relationship between IBM and VMware adds credibility to the solutions we are proposing internally as well as to our clients."

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Analyst & Press Quotes for the x440

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Giga Information Group, *IBM eServer x440 - Performance Scalability Landscape Changes*

- "In the case of IBM's eServer xSeries 440, the 67 percent linearity in applications scalability indicated by the TPC-C results from IBM's four-way and eight-way xSeries 440 is indeed impressive. ... The bottom line here is that IBM now owns performance scalability bragging rights (vs. Dell and HP) when comparing the online transaction processing results (TPC-C results) of its four-way Xeon MP servers versus its eight-way."

Illuminata, *Race To The Top 2002*

- "Summit, formally announced as the Enterprise X-Architecture (EXA), is the next step. It extends the original vision with a specific blueprint for highly robust, modular, partitionable, and yet inexpensive servers based on Intel's emerging Xeon (Foster) processor (and in the future, McKinley generation of Itanium). From a strategic point of view, EXA is the step up. Similar to the S80 that rekindled IBM's Unix efforts, EXA servers are the utterly compelling products through which IBM will gain Intel-based server mindshare, then market share."

Network World Fusion, *World Class IBM eServer xSeries 440*

- "The x440 scales perfectly with each increase in processor horsepower. This is quite an achievement considering most multiprocessor machines we have tested only show an 80% increase in performance with a 100% increase in the number of processors. ... Because of its abundance of features, the x440 gets another perfect score. Compute scalability is the most impressive of the x440 features. ... The x440 is an impressive package of computing performance, scalability, availability and manageability. It should work well in large corporate environments where performance and future protection is important. If you are considering server consolidation, this could be the server for you."

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D.H. Brown, HP/Compaq Merger Heats up the Competition in the Intel Server Market

- "IBM was the first to deliver the Intel Xeon MP processors with its Enterprise X-Architecture (EXA) servers and has been the only vendor in the market so far with an eight-way Xeon MP offering. The key differentiator for the IBM enterprise server products is the EXA chipset, which scales up to 16-way configurations using four-way SMP Expansion Modules. ... It has...demonstrated outstanding performance capability as a four-way node in several industry-standard benchmark tests, including SAP, TPC-C, TPC-H, TPC-W, and Exchange. For example, according to the recently published TPC-C benchmark results, the four-way x440 achieved over 11% higher tpmC than the HP ProLiant DL580-G2 result, which had been the highest four-way Xeon MP result tested on ServerWorks chipset-based systems."

IDC, Enterprise Server Fundamentals, IBM Leverages Scale-Up technology in x440

- "The road ahead looks very promising for IBM, as its long experience with scale-up systems helps put it in a leadership position for this emerging scale-up Xeon server marketplace....This is the first time end users can purchase high-end Intel-based servers without buying tens of thousands of dollars of server infrastructure. Opportunities to differentiate servers are rare occurrences in near commodity markets. Core logic chipset development is not a game for under-funded start-ups or vendors that assemble off-the-shelf technologies. IDC believes few other companies besides IBM and Intel will be able to deliver chipset technology for the last generations of IA32 and the next generations of IPF."

PC Magazine, 2002 PC Expo Enterprise Hardware & Overall Best of Show

- The first product to include memory mirroring brings the high availability, redundancy, and scalability previously found only in mainframes to the rack-optimized server market. An ingenious modular design features SMP Expansion Modules and a high-speed bus-to-bus interconnect.

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The Gartner Group, *IBM Balances Performance and Upgrades With New x440 Server*

- "...Enterprises uncertain as to their future business requirements will likely find the x440 a welcome alternative. The product provides the opportunity for high-end computing but does not force the issue. IBM's new eServer x440 offers a unique expansion capability."

The Meta Group, *X Marks the Box for IBM Servers*

- "...The x440 provides an initial 25%-40% price/performance advantage for IBM, leapfrogging Compaq, and isolates the niche, expensive 32-way Unisys CMP. IBM will experience approximately a one-year technology advantage over Compaq and a two-year advantage over Dell for high-end Intel servers."

Sageza, *IBM's xSeries Modular Architecture Provides Increased Flexibility*

- "With the announcement of the new IBM eServer x440, IBM has raised the stakes for Intel-based servers and created an offering that all serious Microsoft users should consider, as they continue to invest in server infrastructure. The new x440 not only takes the technology to the next level, it is also a clear demonstration of the company's commitment to make it easier for customers to do business with IBM."

Software Strategies, *IBM Reinvents High-End Intel Servers*

- "Also first to debut the fastest new Intel Xeon Processor MP 1.6GHz server chip, the x440 brings a unique, new building-block approach to configuring high-performance 4-, 8-, and 16-way Intel-based servers, with all system resources scaling pro-rata, for segment-leading performance at ultra-competitive price points. The new x440 has posted a strikingly strong set of performance results, beating existing comparable systems on 6 major benchmarks by wide margins, and setting several new records."

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