

# Energy Efficiency Call Guide

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**eXtreme Energy Efficiency:** System x servers are ranked #1 in rack server energy efficiency. Energy savings are achieved by utilizing the optimized design of IBM servers, systems management tools, consolidation and virtualization. The result is a very compelling fast payback of an 11:1 consolidation rate that will result in power savings of over \$100 per server per year.

## Client Challenges

- ◆ Large data centers that cost more for power and cooling than on the servers themselves
- ◆ Dated equipment, sprawling data centers, increased power requirements, under-utilized servers and shrinking budgets
- ◆ Rack servers coming off warranty or lease that are at least three years old.
- ◆ Better power usage needs to lead to a more “green” business and be part of a Smarter Planet

## Did you know?

- ◆ IBM has the most energy efficient 2-socket 1U and 2U servers?
- ◆ In head-to-head matches with equivalent Dell and HP servers, IBM 2-socket servers delivered a significantly higher performance per watt across a range of industry benchmarks?
- ◆ The energy planning and management features of the IBM Power Management Tool and IBM Systems Director Active Energy Manager are unparalleled in the industry?

## Conversation Starters and Key Questions – Energy Efficient Rack Servers

Question: Has the economy affected your IT acquisition and management budget?

Answer: 1 & 2 socket servers are low cost and may be powerful enough to run your business

Question: Are you suffering (like everyone else) from rising energy costs?

Answer: IBM has the leading 2 socket server in terms of energy efficiency

Question: Do you suffer from space constraints in your business and/or data center?

Answer: By consolidating your older servers on the x3650 M2, you can reduce your servers 11:1

Question: Is it difficult to manage your servers locally and remote?

Answer: IBM's Advanced Systems Management can help manage your IT locally and remote with IMM, UEFI, Tools Center and IBM Systems Director 6.1

Question: Do you wish your servers offered more reliability and flexibility to change with your business?

Answer: IBM's 1 & 2 socket have leadership reliability, availability and service. Our tower servers are flexible enough to handle a branch office of today with its future growth

## Conversation Starters and Key Questions – Energy Efficient BladeCenter S

Question: Are you interested in simplifying and optimizing your IT?

Answer: BladeCenter S has simplified and integrated systems management features making it easy to deploy use and manage. Setup in 30 minutes or less using BladeCenter Start Now Advisor

Question: Are you aware of the business benefits of blade technology? Are you considering upgrading your IT infrastructure?

Answer: By moving to BladeCenter you get the same server capability as a rack server, but reduce cost, complexity and physical space. BladeCenter uses 86% less cables than a comparable rack configuration. Redundant "everything" so downtime is virtually eliminated

Question: Is your business limited in IT skills? Are you considering solutions that are more easily managed and maintained?

Answer: BladeCenter configuration has fewer power supplies, fans, individual plugs/connections and cables. It also has centralised management via a simple web interface and each server simply slides into the chassis without having to make any network connections. BladeCenter even has service advisor an easy “phone home” capability back to IBM support for service.