Communiqués de presse

Enterprise 2014 : IBM dévoile sa stratégie et de nouvelles offres en matière de stockage et de mainframe

Paris - 07 oct. 2014: Dans le cadre d'IBM Enterprise 2014 qui se tient à Las Vegas, Jamie Thomas, General Manager, IBM Storage and Software Defined Systems, a dévoilé une stratégie audacieuse pour le business stockage de la compagnie. Cet événement est également l'occasion pour IBM d'annoncer de nouvelles fonctionnalités pour mainframes System z, notamment dans le domaine de l'analytique et du Big Data.

Pour IBM, l'avènement du Software Defined Storage (stockage défini par logiciel) marque un tournant dans la capacité à dompter le déluge de données (Big Data).

En s'appuyant sur le portefeuille Software Defined Storage annoncé en mai dernier, IBM oriente son activité stockage vers un nouveau modèle pour le stockage des données de l'entreprise, optimisé pour permettre l'interopérabilité entre les solutions matérielles et logicielles.

Ce nouveau modèle offrira aux clients une plus grande flexibilité pour recevoir, consommer et explorer les multiples options pour le stockage des données, ce qui à terme, permettra aux clients de mieux exploiter leur données et ainsi d'en tirer le meilleur parti pour leur business tout en garantissant confidentialité et sécurité.

La possibilité de dégager de nouveaux axes de réflexion au travers de l'analytique a changé la perception des clients sur la façon de gérer et de stocker les données. Dans des environnements de stockage traditionnels, les données sont stockées et analysées en silos dans des systèmes hétérogènes. Grâce à sa stratégie Software Defined Storage, IBM associe ces systèmes de gestion des données afin de permettre aux entreprises d'accéder à des connaissances quasiment en temps réel et ainsi accroître leur efficacité.

L'offre IBM Software Defined Storage sera disponible selon trois modèles flexibles :

- Le stockage logiciel avec IBM Elastic Storage, SAN Volume Controller et Virtual Storage Center
- Des solutions matérielles et logicielles intégrées avec IBM Elastic Storage Server based on POWER8
- Le stockage dans le Cloud avec IBM Elastic Storage on SoftLayer

De nouvelles offres mainframe pour analyser les données client en temps réel

Afin de répondre aux demandes des clients d'intégrer l'analyse de données en temps réel avec les transactions business, IBM annonce aujourd'hui de nouvelles fonctionnalités pour ses mainframes System z. L'annonce combine, au sein d'un seul et même système, la puissance transactionnelle reconnue du System z avec des fonctionnalités d'analyse de données et de mega données (Big Data). Cette intégration en temps réel de l'analytique et du transactionnel doit permettre aux entreprises d'enrichir les profils de leurs clients sur la base de chacune de leurs interactions. Avec près de 55% des applications d'entreprise qui requièrent un mainframe pour finaliser une transaction (1), le commerce mondial s'appuie fortement sur le System z et pourra bénéficier des nouvelles offres qui incluent :

- IBM InfoSphere BigInsights for Linux on System z : elle combine Apache Hadoop et des innovations IBM pour proposer un Hadoop de classe Entreprise aux clients System z
- IBM DB2 Analytics Accelerator : il améliore la sécurité tout en délivrant des temps de réponse divisés par 2000 pour des requêtes complexes sur les données

[1] December 2013 Vanson Bourne survey of 350 CIOs at large companies covering a cross-section of vertical markets in Australia, Benelux, France, Germany, Italy, Japan, the UK and the U.S.

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IBM Sees Software Defined Storage as Tipping Point in Taming Big Data Deluge

Las Vegas - 07 Oct 2014: In a keynote speech today at IBM (NYSE: IBM) Enterprise, Jamie Thomas, General Manager, Storage and Software Defined Systems at IBM, unveiled a bold strategy for the company's storage business. Building upon the Software Defined Storage portfolio announced last May, IBM is focusing its storage business on a new model for enterprise data storage that is optimized for interoperability across hardware and software solutions. This new model will provide greater flexibility around how customers can receive, consume and explore different options for data storage, which will ultimately allow customers to better harness their data for greater business insights.

Adoption of storage software is growing. According to International Data Corporation (IDC), sales of Software Defined Storage Platforms (SDS-P) grew more than 15 percent in Q2 20141. IDC has recognized IBM's leadership and growth in this area, recently announcing the company as the leader in SDS-P in its latest *Worldwide Storage Software QView* for the second quarter 2014, based on software revenue.

Fueled by advances in cloud, analytics, mobile, social and security technologies, data continues to grow at an unprecedented rate –generating 2.5 billion gigabytes of data per day. Organizations are continually under pressure to make real-time decisions based on the data available to their organization. Through the use of a software defined storage environments, data is available faster, which allows analytics solutions to glean near-time insights and drive strategic business decisions.

In her keynote, Thomas noted that as organizations grapple with an explosion in data and the pressure to transform their business with new technologies, the traditional hardware-based storage model must evolve. Storage and data-centric infrastructures must serve as the foundation in order to provide the speed and automation necessary to derive business insights through analytical tools. She also launched IBM Elastic Storage Server, an integrated software defined storage appliance that combines IBM POWER8 server with storage software code named Elastic Storage.

"*The reality is that many of our clients are suffering from information overload, and data centers are feeling the pressure*," said **Thomas.** "*To help ease this pressure, we are providing flexibility to enable clients to choose the environment that best fits their needs, whether that is an integrated hardware/software solution through IBM, enterprise-class software on top of existing infrastructure or storage-as-a-service via the cloud. Software defined storage is disrupting the industry, and we're leading the market by applying our storage and software heritage to the data management challenges of businesses today*."

As access to derive business value from data through analytics continues to gain critical importance, clients are looking for the means to efficiently store and mine their data while ensuring privacy and security. Based on the company's deep expertise in the storage industry as well as big data and analytics, IBM can now provide greater efficiency to clients looking to better manage, organize and use data as a competitive tool.

Unlocking the power of insights through analytics has changed clients' expectations of how data is processed and stored. In traditional storage environments, data is stored and analyzed in silos on disparate systems. With a software defined storage strategy, IBM combines these data management systems to make it easier for organizations to retrieve insights in near real-time to create increased efficiencies.

IBM Software Defined Storage offerings will be available through three flexible delivery models:

- Storage as Software: IBM Elastic Storage, SAN Volume Controller and Virtual Storage Center

- Integrated software and hardware storage solutions: IBM Elastic Storage Server
- Storage via the cloud: IBM Elastic Storage on SoftLayer

Forward thinking organizations like Ping An Insurance, Duetsches Elektronen-Synchrotron(DESY), United States Tennis Association and Caris Life Sciences are unlocking the power of Software Defined Storage. IBM provides clients across industries with breakthrough technology that enables infinite scale while allowing customers to achieve high performance and reduce storage costs. This enables organizations to fully harness the potential of Big Data while taking advantage of transformative technologies such as cloud.

More information about IBM Software Defined Storage is available at this link. Follow us on Twitter @ibmstorage.

1 Worldwide Storage Software QView, Q2 2014

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IBM Delivers New Analytics Offerings for the Mainframe to Provide Real-Time Customer Insights

Las Vegas - 07 Oct 2014: Building on client demand to integrate real-time analytics with consumer transactions, IBM (NYSE: IBM) today announced new capabilities for its System z mainframe. The integration of analytics with transactional data can provide businesses with real-time, actionable insights on commercial transactions as they occur to take advantage of new opportunities to increase sales and help minimize loss through fraud prevention.

Today's announcement combines the traditional transactional power of System z with Big Data analytic capabilities into a single, streamlined, end-to-end data system. This real-time integration of analytics and transaction processing can allow businesses to increase the value of a customer information profile with every interaction the customer makes.

"*Off-loading operational data in order to perform analytics increases cost and complexity while limiting the ability of businesses to use the insights in a timely manner*," said **Ross Mauri, General Manager, System z, IBM Systems & Technology Group**. "*Now there is an end-to-end solution that makes analytics a part of the flow of transactions and allows our clients to gain real time insights while improving their business performance with every transaction*."

The combination of massive amounts of data and consumers who are empowered with mobile access is creating a difficult challenge for businesses. Consumers now expect an immediate response to any interaction, at any time, and through their own preferred channel of communication. Unfortunately, many businesses are trying to meet this challenge and deliver instantaneous, on-demand customer service with outdated IT systems that can only provide after-the-fact intelligence.

In contrast, by applying analytic tools to business transactions as they are occurring, the mainframe systems can allow clients to have true "real-time" insights. This capability is critical because so many of the world's transactions occur on the mainframe. In fact, with nearly 55 percent of all enterprise applications requiring the mainframe to complete transactions, global commerce depends on the mainframe.[1] Because of this dependence, businesses can significantly reduce losses by analyzing real time transactions and preventing fraud as it is happening rather than just detecting the fraud and reacting to it after the fact.

Additionally, with the analytics on the System z platform clients can incorporate social media into their real time analytic analysis to gain an indication of how their business is performing "in the moment" and how they stack up to their competitors.

New Offerings for Linux, Cloud, Storage and Analytic Environments

Today's announcements are the culmination of more than five year's worth of technology development and delivery by IBM to build a portfolio that delivers a clear vision and strategy around real-time analytics integrated with transactions. With today's announcement, IBM adds new analytics capabilities to the mainframe platform helping enable better data security and providing clients with the ability to integrate Hadoop big data. These offerings include:

- IBM InfoSphere BigInsights for Linux on System z – Combines open-source Apache Hadoop with IBM

innovations to deliver enterprise grade Hadoop for System z clients;

- IBM DB2 Analytics Accelerator – Enhances data security while delivering 2000 times the response time for complex data queries.
- Additionally, IBM unveiled new capabilities in Linux and the cloud for system z. These include:
- IBM Elastic Storage for Linux on System z – Extends the benefits of Elastic Storage to the Linux environment on IBM System z servers;
- IBM Cloud Manager with OpenStack for System z – Provides heterogeneous cloud management across System z, Power and x86 environments.

For more information on IBM System z visit ibm.co/mf50

[1] December 2013 Vanson Bourne survey of 350 CIOs at large companies covering a cross-section of vertical markets in Australia, Benelux, France, Germany, Italy, Japan, the UK and the U.S.