



Behind the Glitz - Is Life Better on Another Database Platform?

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DB2 for i CoE



We know the stories...

- My Boss thinks we should move to SQL Server
- Oracle is being considered for our company's data warehouse
- Our CIO is new and doesn't know much about this IBM i/System i/AS400 and thinks we should do HP+Oracle
- This other platform is cheaper

Reasons given for wanting to move?

The 8 'C's:

- Capability ... It doesn't have the functionality that we need
- Capacity ... the database can't handle our growth
- Convenience ... the other database is easier to use and maintain
- Contraptions ... there are more tools available over there
- Crowd ... everyone else is doing it, right?
- Creaky ... this box doesn't have anything new
- Credulous ... I don't know anything about IBM i
- Cost ... I'm sure its more expensive than this other platform

The truth?

- **Capability**
 - Capacity
 - Convenience
 - Contraptions
 - Crowd
 - Creaky
 - Credulous
 - Cost
- ✓ DB2 i is both ISO 2011 and ANSI 2011 SQL Standards compliant*
 - ✓ DB2 i provides a fully functional SQL programming language in addition to rich data access capabilities
 - ✓ DB2 i has always been a strong transaction processing database
 - ✓ DB2 i has technologies specially suited for data warehouse and BI environments
 - ✓ Encoded Vector Indexes
 - ✓ LPG technology
 - ✓ SMP parallelism
 - ✓ Autonomic Learning
 - ✓ MQT summarized tables

* Standards core

The truth?

- Capability
 - ✓ Ability to handle 435 Terabytes of data in a **single** SQL table
- **Capacity**
 - ✓ System expansion to 8 Terabytes of memory
- Convenience
 - ✓ DB2 can bring to bear all configured processors against a single SQL statement using SMP
 - ✓ Or run 1000s of separate queries at a time
 - ✓ Or mix the workloads
- Contraptions
- Crowd
- Creaky
- Credulous
- Cost

The truth?

- Capability
 - Capacity
 - **Convenience**
 - Contraptions
 - Crowd
 - Creaky
 - Credulous
 - Cost
- ✓ DB2 i as an integrated database is one of the easiest databases to maintain
 - ✓ which is a blessing and a curse – no DBA to talk about it!
 - ✓ DB2 i provides lots of interfaces for access
 - ✓ DRDA, JDBC, CLI, ODBC, .net, embedded, PHP driver....
 - ✓ Oracle is synonymous with ‘Oracle DBA’
 - ✓ Ever wonder why?
 - ✓ SQL Server configurations are often configured as ‘farms’
 - ✓ Ever wonder why?

The truth?

- Capability
 - ✓ i Navigator provides a rich database (and system) management interface
- Capacity
 - ✓ Rational tooling available from IBM
- Convenience
 - ✓ 3rd party tools
- **Contraptions** (tools)
 - ✓ Numerous access drivers such as JDBC, ODBC and CLI offer plug and play capability for tools
- Crowd
- Creaky
- Credulous
- Cost

The truth?

- Capability
 - ✓ Ah, here's a root cause
- Capacity
 - ✓ IBM stinks at marketing compared to the others
- Convenience
 - ✓ This is where you come in!

➤ Contraptions

➤ **Crowd** (follow the)

➤ Creaky

➤ Credulous

➤ Cost

By the way:

- ✓ Over 100,000 enterprises run on IBM i
 - ✓ With 100,000s of systems
 - ✓ With millions of users
- ✓ In 115 countries
- ✓ In many, many industries

The truth?

- Capability
 - ✓ IBM i leverages the latest capabilities in Power Systems Technology
 - Capacity
 - ✓ DB2 i has dozens of patents, most which remain industry leading edge
 - ✓ Automatic stats, Autonomic learning, automatic index creation, LPG, Encoded Vector Indexes...
 - Convenience
 - Contraptions
 - Crowd
 - ✓ JVM is the latest from research
 - **Creaky** (old platform)
 - ✓ PHP is full function on IBM I
 - Credulous
 - ✓ Integrated Web Server
 - Cost
- And, I mean this sincerely:
- ✓ **RPG Rocks!**

The truth?

- Capability
 - ✓ Once again, IBM stinks at marketing
- Capacity
 - ✓ Educate yourself and educate others!
- Convenience
 - ✓ You're here. Perfect!
- Contraptions
- Crowd
- Creaky
- **Credulous** (unaware)
- Cost

The truth?

➤ Capability

➤ Capacity

➤ Convenience

➤ Contraptions

➤ Crowd

➤ Creaky

➤ Credulous

➤ **Cost**

- ✓ Acquisition costs*
 - **18% less** than x86 servers with Windows Server and SQL Server databases
 - **43% less** than x86 servers with Linux and Oracle databases
- ✓ Three-year ongoing costs* – full time equivalent administrators
 - **55% less** than Windows / SQL Server
 - **60% less** than Linux / Oracle
- ✓ IBM provides an IBM i for BI appliance starting at ~\$40K (US)
 - ✓ Requires no additional training to learn a new operating environment
 - ✓ Comes with everything needed to have a reporting server up and running
 - ✓ Many industry appliances start well over \$100K, several over \$500K

* ITG Management Brief: Value Proposition for IBM Power Systems Servers and IBM i - Minimizing Costs and Risks for Midsize Businesses; January 2011



The IBM i Business

More clients run IBM i than any other IBM system platform

- 100,000's of systems in 100,000+ enterprises
- 115+ countries
 - 40 language translations
 - 51 national language versions
- Cross industry

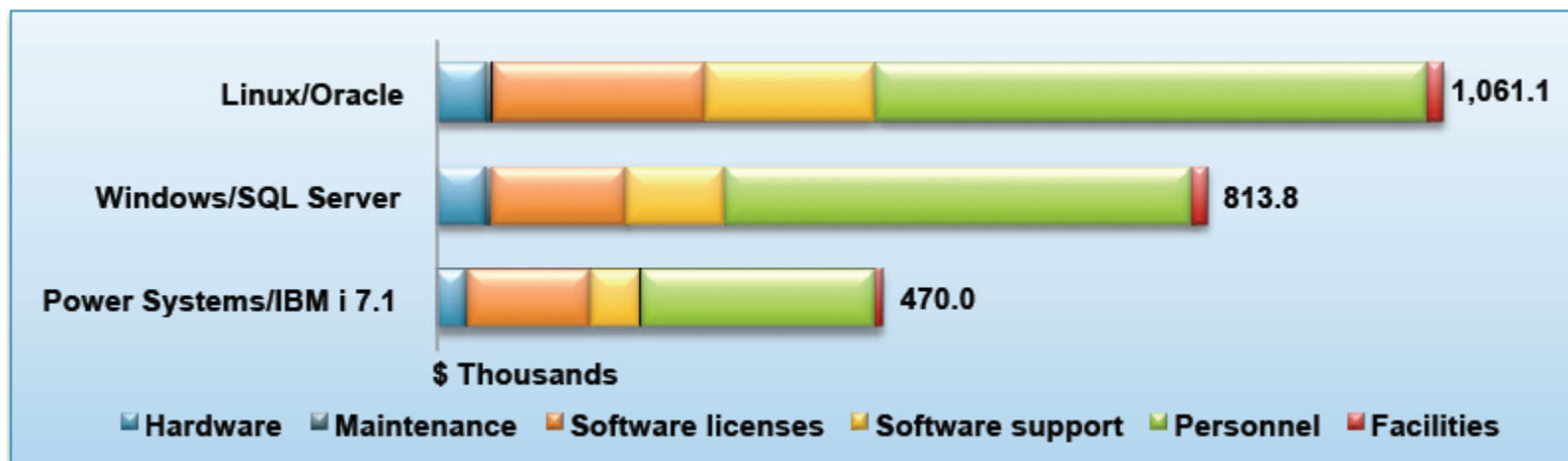


Wholesale Distribution *Computer Services*
Finance *Retail* *Insurance*
Consumer Package Goods *Travel & Transportation*
Agribusiness *Automotive* *Construction*
Manufacturing *Lodging* *Healthcare*
Education *Associations* *Local Government*
Legal Services *Accounting Services*



Lower Overall Three-year Costs

An advantage sustained throughout the life of the platform

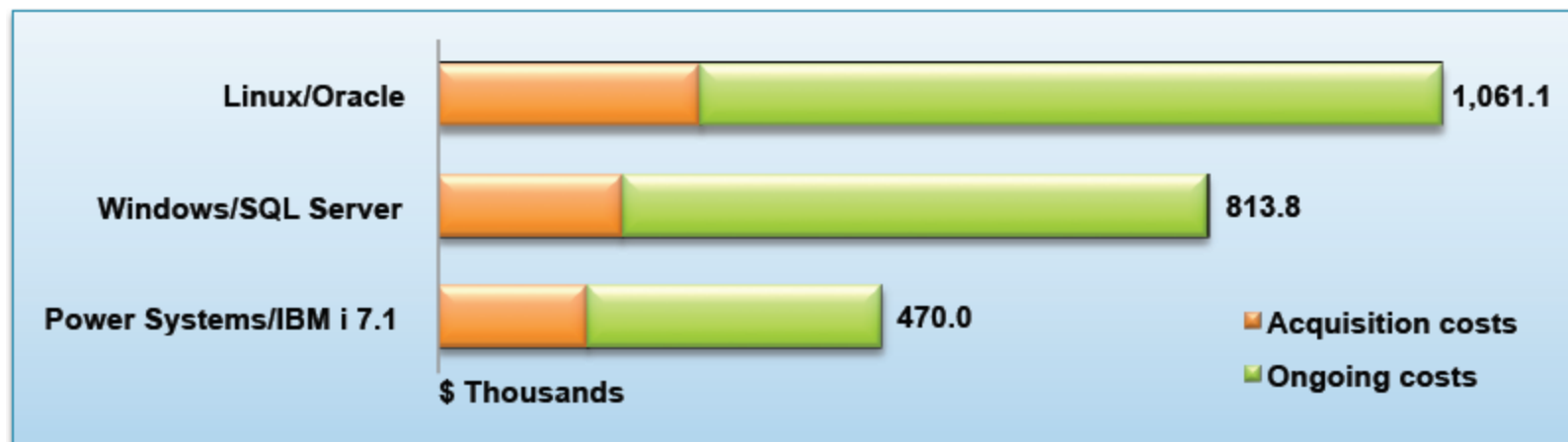


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42% less than x86, Microsoft Windows Server and Microsoft SQL Server

56% less than x86, Linux and Oracle DB

Lower Acquisition and Ongoing Costs



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- Acquisition costs
 - **18% less** than x86 servers with Windows Server and SQL Server databases
 - **43% less** than x86 servers with Linux and Oracle databases
- Three-year ongoing costs – full time equivalent administrators
 - **55% less** than Windows / SQL Server
 - **60% less** than Linux / Oracle

IBM i for Business Intelligence

- ❑ IBM i for Business Intelligence is a **packaged solution** that is easy to order and easy to implement, a perfect choice for improving your capability to analyze data –turning it into information that can help transform your business. Demonstrate immediate results with Operational Reporting and transition into a robust Data Warehouse, based on your business demands.

- ❑ This solution **combines the strengths** of Power Systems, IBM i, DB2 for i, DB2 Web Query, and data transportation software to deliver an integrated platform that houses the extracted and transported data sourced from your production systems. IBM i for Business Intelligence provides everything you need for start-up of your reporting environment and is ready when you are as an expandable, growth platform to extend your data analytic capabilities, transforming sourced data by leveraging additional ETL tooling and services to build a Data Warehouse.

- ❑ This new solution is offered as **three configurations**: small (FC4934), medium (FC4935), and large (FC4936) Editions. They include software and required licensing, as well as three days of services designed to get you up and running fast – no long wait times before you can show new business information to your execs.

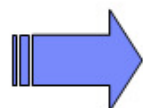
IBM i for Business Intelligence

Reduce cost, complexity, and implementation time



Build a Reporting Foundation

Production System



Extract, Transport
and Load Data
using CDD

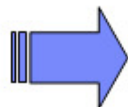


IBM i for
Business Intelligence
(Small, Medium, Large)

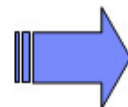


Grow into a Data Warehouse

Production System



Extract and
Transport
Data using CDD

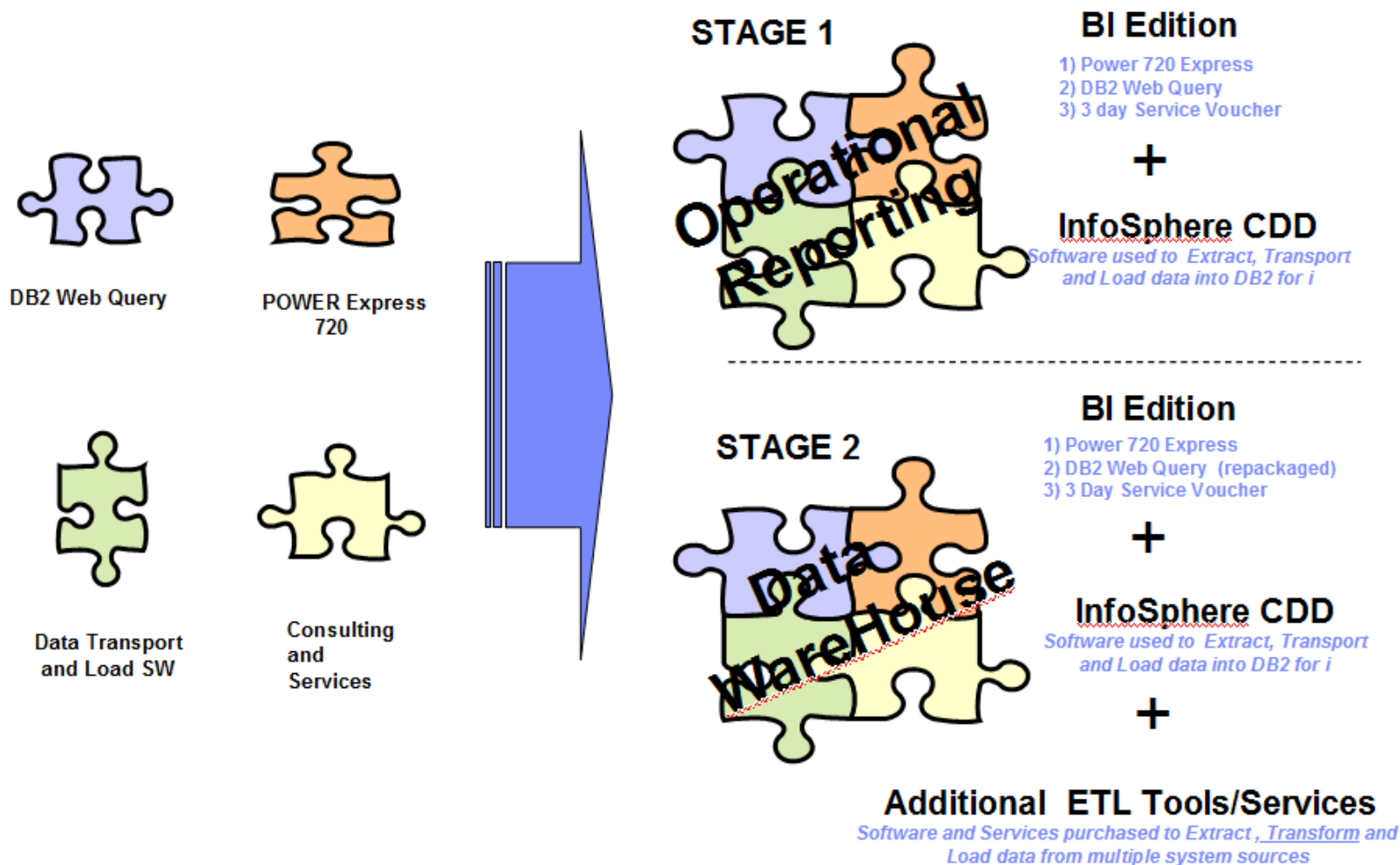


Transform and Load Data into
DB2 Data Warehouse

IBM i for
Business Intelligence
(Small, Medium, Large)



IBM i for Business Intelligence







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