



Modular Systems & BladeCenter Newsletter

Volume 7, Issue 5

Western Region

May 2008

In This Issue:

- iDataPlex Scale big, spend small
- Internet-scale iDataPlex
- Increases density for space savings
- [IBM See Blue, Think Green Technical Conference](#)
- iDataPlex Nodes

- Cust. Requirements
- iDataPlex Overview
- IBM Redbooks
- iDataPlex Rack Design
- IBM Tech Conference

For more info, or to schedule a meeting to learn more about how IBM is changing the world of Intel-based computing, email us at syxnews@us.ibm.com.

Introducing:

IBM iDATAPLEX



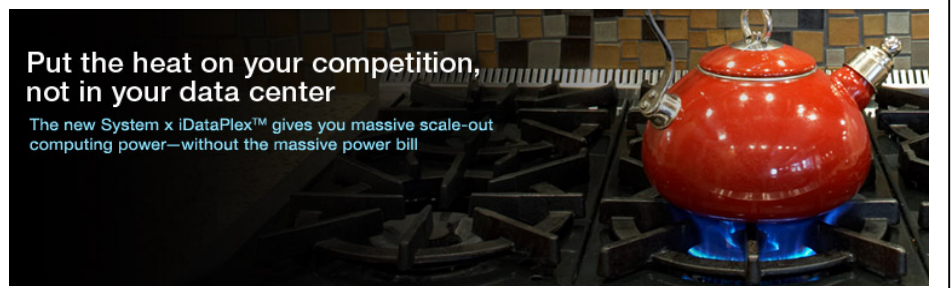
A new offering by IBM

Your data center is being squeezed. In this new world of Internet-scale computing, you need massive computing power without the massive power bill. But how do you keep a lid on power and cooling expenses while providing unlimited demand to keep the heat on competition?

IBM iDataPlex

Put the heat on your competition, not in your data center

The new System x iDataPlex™ gives you massive scale-out computing power—without the massive power bill



iDataPlex: Scale big, spend small

As part of IBM's new enterprise data center vision, IBM® System x™ iDataPlex™ introduces a new category for Internet-style computing. An IBM System x iDataPlex solution, designed from the bottom up, can help your business:

- Use less space
- Use less power and gain compute density
- Use less air conditioning

Internet-scale iDataPlex

- ▶ Up to 5x the compute density
- ▶ Extend compute capacity to match your explosive business growth
- ▶ Double the Racks in a Data Center
- ▶ Double the number of servers within the racks (can be used with up to 240%)

You speak, we listen... Customer Requirements

- Optimized CapEx and OpEx
- Efficient power and cooling
- Usable density
- Single point of management
- Open infrastructure
- Flexible configuration
- Rapid scalability

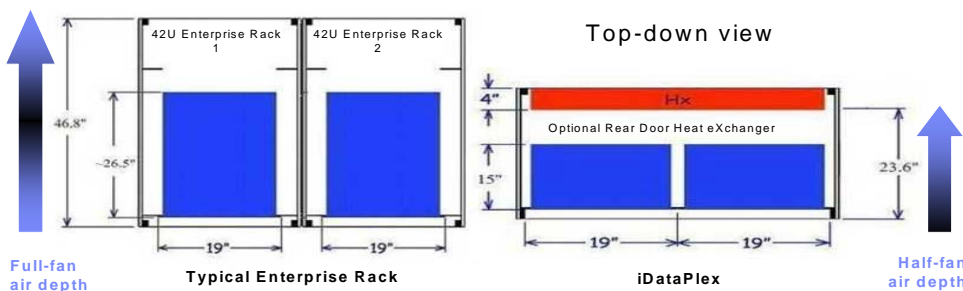
iDataPlex—right-sized for your business

If your Web 2.0 or high-performance computing workloads are taxing your data center—and your bottom line—find out how you can address business, technology, and budget demands with an Internet-style solution from IBM. Contact your IBM representative to learn more about iDataPlex solutions today.

EFFICIENT POWER AND COOLING

- ▶ Up to 40% better energy efficiency
- ▶ Lower your energy consumption by up to 40%
- ▶ Improve Airflow efficiency by up to 40%
- ▶ Get going quickly with customized, factory-integrated solutions
- ▶ Save time by managing at the rack level
- ▶ Lower your capital acquisition costs
- ▶ Save up to \$1.2 Million a year on overall data center costs on power, cooling and mgmt
- ▶ Save up to \$10,148 /rack/year with an energy efficient eco-system
- ▶ Build with open industry standards and trusted third-party options
- ▶ Leverage IBM technology innovation, services and support

Increases Density for Space Savings



- Optimized rack design more than doubles server density per rack
- Air flow efficiency equals power savings of up to 20% and 30-40% lower airflow impedance
- Optional IBM Rear Door Heat eXchanger provides the ultimate in cooling savings

iDataPlex:

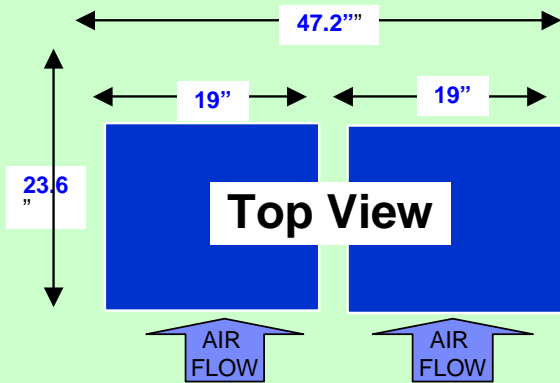
Tough Challenges Require Real Innovation

[iDataPlex Product Overview](#)



Get it now! Go to www.delaco.com.

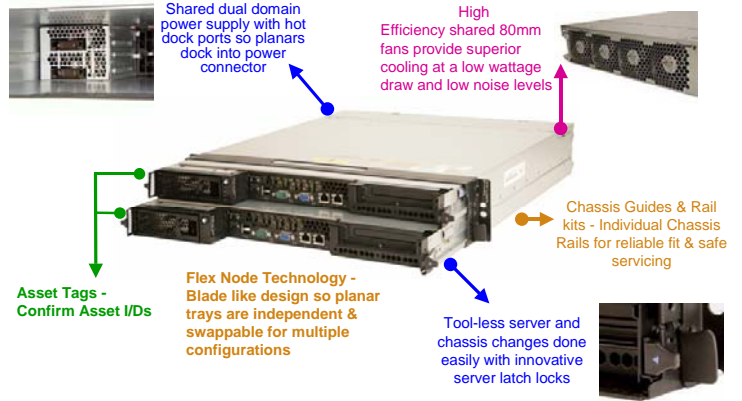
iDataPlex Rack Design



- Energy efficiency**
 - Optimizes airflow for cooling efficiency with half-depth rack
 - Reduces pressure drop to improve chilled air efficiency
- Leadership density**
 - 100U rack: 84U of server and storage and 16U of switch and PDU space in standard rack footprint
 - 1200mm wide x 600mm deep x 2093mm tall "double-bay" rack
 - Dual column / Half-depth rack
 - Standard two-floor tile rack footprint
 - Up to 168 physical nodes in 8 square feet
- Flexibility**
 - Matches US & European data center floor tile standards
 - Compatible with standard forced air environments
- Ease of use**
 - All service and cabling from the front

iDataPlex Nodes

IBM System x iDataPlex 2U Flex Chassis: Usability



Customize for Your Demanding Business Needs



Power-optimized Dual Socket

Processor: Dual or Quad-Core Intel Xeon
Memory: 8 DIMM / 64 GB max*
PCIe: x8 electrical / x16 mechanical



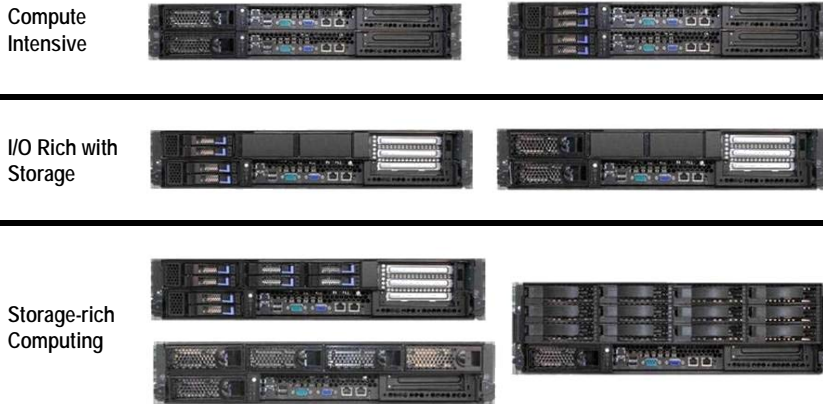
High-performance Dual Socket

Processor: Quad-Core Intel Xeon
Memory: 16 DIMM / 128 GB max*
PCIe: x16 electrical / x16 mechanical

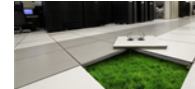
Drive Tray	I/O Tray	3U Storage Chassis
Balanced Storage and Performance	Maximum Component Flexibility	Maximum Storage Density
2U, 1 Node Slot & Drive Tray	2U, 1 Node Slot	3U, 1 Node Slot & Triple Drive Tray
HDD: 5 (3.5" Drives)	Two Full-Height PCI Slots	HDD: 12 (3.5" Drives)

* with 8GB DIMMS

iData Plex Nodes Customized by Application Requirements:



IBM See Blue, Think Green Technical Conference



AUG 25th - 28th, Chicago IL -

This conference will focus on one of the hottest topics in the technology industry, "Energy Efficiency". The IBM Energy Efficiency Initiative encompasses a comprehensive set of capabilities ranging from best practices in energy efficiency, to innovative power and cooling technologies, to eco-friendly asset disposal services. In addition, we'll be offering technical sessions and hands on labs on IBM's most recent System announcements (Power Systems, Mainframe Systems, Storage System, Modular Systems, just to name a few) and all the hottest topics by platform bringing you the right education at the right time.

[IBM System x Redbooks Domain](#)



ALL ABOUT IBM iDataPlex Solutions:

[New Category of Server for Web 2.0 Computing Video](#) - IBM today announced an entirely new category of server to address the growing Web 2.0 industry. Today, the companies behind the Internet rely on massive, sprawled out data centers that are pushing the limits of power and space available to them. In response to these challenges, IBM developed iDataPlex to use 40% less power, increase by 5X the amount of computing done in the same space and run without air conditioning. With iDataPlex, IBM is making Web 2.0-style computing more efficient and commercializing it for Internet companies and other high performance segments like financial services and research.

[IBM System x iDataPlex: The Newest Economical Workhorse in the Computing Cloud for the Next Generation HPC Data Centers](#)

[IBM System x iDataPlex Brochure](#)

[IBM System x iDataPlex - Enabling Web 2.0 with Internet Scale Solutions](#)

[HRG Assessment: Enabling Business Agility - SOA, Websphere, iDataPlex](#)

IBM System x & BladeCenter Technical Conference

SAN DIEGO, CA July 28th - Aug 1st

Discover the x factor. Attend this event and get hands-on experience with our newest Modular Systems (System x and BladeCenter) servers. Learn how to leverage the powerful IBM eX4 Architecture and BladeCenter technologies that bring mission critical design and technologies to the x86 server environment. Hear how to leverage major advancements in virtualization and IBM Director systems management.

Register Today!!!

Get it now! Go to www.delaco.com.