



IBM BladeCenter S



Our solution helps you connect with customers in meaningful ways.

Highlights

- **Prevent outages, increase availability and get the tools that help develop customer loyalty**
- **Produce results with the data center and store server solution that's compact, customizable, quick to implement and easy to use**
- **Power up the applications you need, including Microsoft® Windows®, IBM® AIX®, IBM System i5®, 4690 OS and Linux®**

If you're a retailer who wants to win in the market, drive a harder bargain. Step up the competition and grow customer loyalty with functionality that doesn't add complexity or cost. IBM BladeCenter® S is the compact, easy data center and store server alternative that adapts to your environment. It's the right scope, the right scale and at this price you'll think we've sold the store.

When our clients choose an IBM solution, they're not just getting technology—they're also getting answers. How can you grow a

relationship with your customers to capture brand loyalty? Can the retail store experience compete with Internet merchants? And what technology brings profits without expensive maintenance and new staffing?

Not only do our clients have challenges but they also have dreams. When you have innovative ideas without the technology to implement them, you're held back. Our solution helps bring plans into practice with flexibility that adapts to your needs.

We understand that top retail and mid-market businesses follow their visions before leading their industries. Our solution helps clients do it every day. And when it comes to getting results with BladeCenter S, some of our innovative clients are truly visionary.

One of the country's largest supermarket chains had a lot on their plate. When they came to IBM, they were facing tough competition and needed a

technological advantage. They had creative ideas, but were missing the IT infrastructure to get started. They were dedicated to giving shoppers quality and convenience while helping families on the go. They wanted to learn more about their customers, personalize service, deepen consumer loyalty and increase sales.

They needed powerful processing to run multiple applications and appliances. The solution had to bring the right functionality for new programs and adapt to future needs. It had to have all the power of a data center at the store with none of the complexity. They couldn't waste time or money on pricey new skills—they needed a complete solution that worked, fast. And because they had existing technology, the solution had to integrate easily with existing infrastructure.

Their infrastructure needed clean up on every aisle. What technology would give them the power and simplicity they needed? The answer was IBM BladeCenter S.

Visit any of our client's supermarkets and you'll see innovations as fresh as the veggies. Their on the rise—and customer service is going up with them. Offering quality brands to meet any budget, our client works to give customers what they want—more value.



When your customers want value, deliver it with IBM tools that keep business all in the family.

And with a range of services and facilities such as the pharmacy or photo lab, a customer checks off their to-do list at one stop.

Our client chose IBM BladeCenter S when they needed results. With BladeCenter S, cutting-edge services and programs came to life, giving customers the shopping experience they'd been asking for. In fact, with BladeCenter S, it seemed as though the IT limits were as boundless as their vision. And with a supermarket this innovative, that's no baloney.

With BladeCenter S, our client was ready to put ideas to work. First, the pharmacy was linked in an inter-store network. It helped sick customers fill prescriptions at their convenience.

Next, it was time to make the stores and the customers more secure. Dual controllers were installed to back up cash registers while Lanehawk cameras watched shopping cart bottom racks for forgotten items.

With the power and ease of a compact store server, growing brand loyalty was easier than ever before. Customers saved time in self-checkout lanes while our client saved on labor costs. With the Fuelperks program, shoppers who bought groceries got incentives at the chain's gas station. Families saved money and loved their favorite retailer.

When our client needed a tool to help satisfy customers, put new ideas into action and boost sales, BladeCenter S was a perfect fit. With the IBM advantage on their side, these were green grocers—in more ways than one. BladeCenter S helped implement IT goals that once seemed impossible. Imagine what you can do with it next.

We listened to what our customers wanted and created BladeCenter S especially for you. We wanted to give retail and midmarket companies a tool that's customizable to your needs, cost effective and easy to use. Our solution

supports the applications you need and gives you access to data—from a SAN, from BladeCenter storage or from remote storage. It brings availability so your applications stay online and your registers keep ringing. It gives you high performance computing to handle big workloads during peak business hours. And because it's tailored for high-end security, the perils of breached firewalls won't lead you to a fire sale.

Best of all, it's easy to install, simple to run and fits into your work environment seamlessly. It's a value add that makes so many things optional—including an expensive data center staff.

Aisles of availability

The BladeCenter S all comes down to this: Your data center and store server solution is affordable, easy to use and just the right size. Created with our customers in mind, BladeCenter S:

- *Runs servers, storage, networking, I/O and applications from one chassis*
- *Accesses data and applications from integrated BladeCenter S storage, SAN or remote storage*
- *Supports the applications you need, including Microsoft Windows, IBM AIX, IBM System i5, 4690 OS and Linux*

- *Fights downtime with virtualization—a virtual machine that runs applications on multiple blades, providing backup*
- *Holds up to six blades and supports additional storage as necessary*
- *Integrates easily with management tools for smooth implementation*
- *Reduces power consumption and cooling needs, lowers energy costs and uses IBM Cool Blue™ technology*
- *Adapts well to any office and is portable, easy to secure and quiet*

Get the functionality you need with efficient, customizable options. BladeCenter S helps you access applications and data locally or remotely. Its redundancy means that you can move a virtual server to another blade. Combined with multiple blades running an application at once and sharing data, you get reduced downtime and backup coverage. And when you need more processing power, just add another blade, because BladeCenter S holds up to six.

What if your customer database grows so fast you need extra storage? It's no problem for BladeCenter S. All six blades can share an external SAN. It blends right in with your other IT hardware and has a built-in Cisco switch, making it compatible with network devices. And just because you're in

retail, don't leave safeguarding your intellectual property up to mall security; BladeCenter S is optimized to protect data.

BladeCenter S is small enough to fit right into your midmarket business or retail back office. It's compact, quiet and doesn't create a cabling mess. It doesn't have the cooling needs of traditional servers. You save on electricity and space as you just plug it right into the wall. Innocuously quiet and eco-friendly, it runs efficiently and transports nicely with onboard storage. You might even wish that all your officemates fit in as well as BladeCenter S.

Have existing IT infrastructure? It integrates easily and gives you scalability. And how can you get started? Use the installation CD to configure the blades.

BladeCenter S is the data center alternative that gives you big processing without a big deal. You'll see it in every detail—BladeCenter S was created to help retail and small business sales soar.

When midmarket retailers need a straightforward data center and store server to help boost sales, IBM has more than just technology in store. You get experience you can trust.



Get data center processing without the complexity or costs with IBM BladeCenter S. Created for your unique IT needs, it delivers the performance and accessibility that retail can count on. It runs the applications you need and provides data access, giving you a solid IT structure that supports your business, every day.

BladeCenter S reduces electricity costs and leaves a light carbon footprint compared to traditional data centers. It keeps cool with ventilated blades, doesn't have messy cabling and plugs right into the wall, just like your other office appliances. Since we know you're short on space, we've given you a compact solution that blends into your workplace. And best of all, it's easy to use.

We know you have big dreams. That's why BladeCenter S helps rack up sales, not just blades. With IBM processing at your command, you're free to start the programs and applications that deepen customer loyalty. When you're ready to take innovative plans off the shelf and onto the sales floor, BladeCenter S is the right scope, scale and size for you.

For more information

To learn more about IBM BladeCenter S please contact your IBM marketing representative or IBM Business Partner, or visit:

http://www-03.ibm.com/systems/x/solutions/industry/retail/stores_overview.html

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