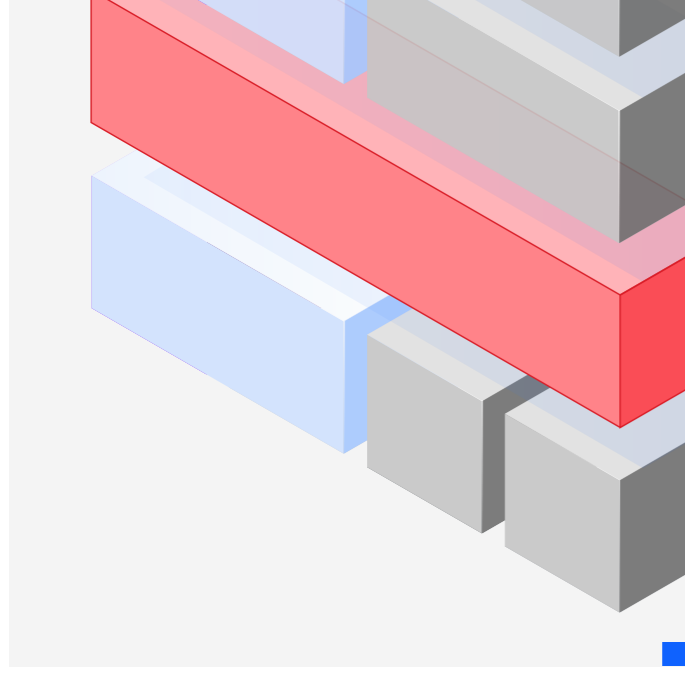
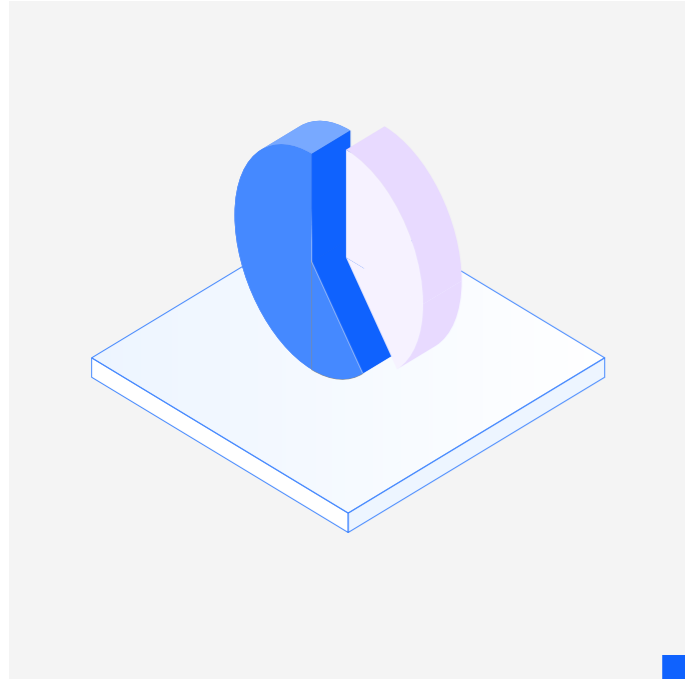


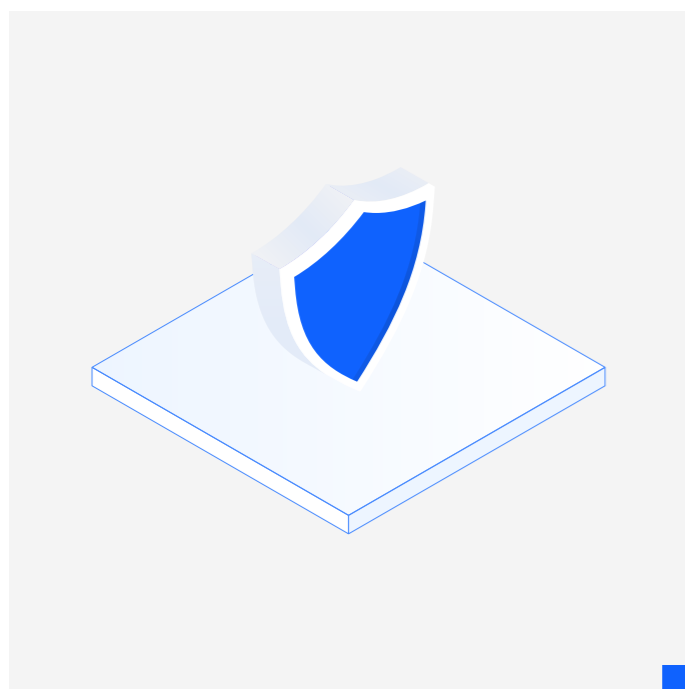
Top 5 reasons to choose IBM® Power®



↓48%
lower TCO over 3 years versus an x86 server



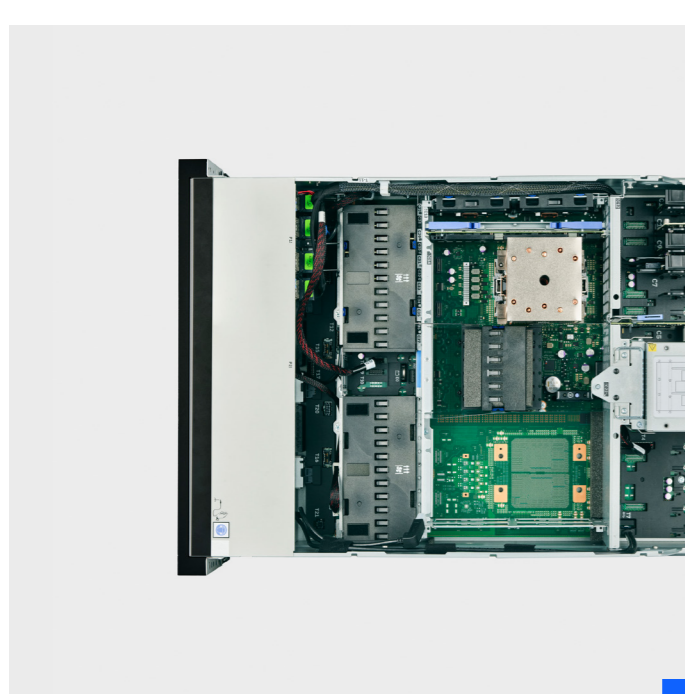
↓33%
lower licensing costs versus fourth-gen Intel Xeon



\$4M
average cost of a security breach

↑80%
survey respondents classify security breaches as the biggest potential threat

↑60x
more secure than unbranded white box servers



14
years of best-in-class reliability

↑99.999%
uptime for best-in-class reliability

1 Modernize in place

Modernize and automate applications in place and at your own pace. Adding Red Hat® Enterprise Linux®, Red Hat OpenShift® and Red Hat Ansible® Automation Platform brings hybrid cloud innovation and management to enterprise applications and data running on Power servers. In addition, there's the potential for organizations to see up to a 48% lower 3-year TCO compared to running the same containerized applications on an x86 server.¹

[Learn more](#) →

2 Reduce core software licensing costs

The improved per-core performance of IBM Power10 allows organizations to run key workloads on fewer servers, in turn reducing software-licensing costs. For example, with the IBM Power S1014 running Oracle Database SE2, clients can reduce application cost per database instance by up to 33% compared to fourth-generation Intel Xeon scalable processors, and reduce the overall number of servers needed to improve energy costs.²

[Learn more](#) →

3 Strengthen security

A recent Information Technology Industry Council (ITIC) report showed that over 80% of survey respondents classify security breaches as the biggest potential threat to the stability and uptime of their on-premises, cloud and network-edge infrastructures and ecosystems. In fact, the average security breach costs over USD 4 million.³ IBM Power protects critical data and applications from cyberthreats with end-to-end security protocols, including new transparent memory encryption that doesn't impact performance. Power is a leader in security, ranking 60 times more secure than unbranded white box servers.³

[Sign up to access the study](#) →

4 Scale affordably with dynamic capacity and shared pools

Dynamic-capacity offerings for private and public instances have been designed to be easier to use, purchase and provision. Share resources across systems with no base monthly fees; instead, pay only for what you use with metering by the minute. Additionally, pooling with the Shared Utility Capacity feature enables you to create a pool of computing resources that provides flexibility when you're managing large workloads, helping rebalance the resources to respond to business needs.

[Read the brochure](#) →

5 Maximize uptime

Just like security breaches, unplanned downtime costs organizations money. IBM Power has delivered best-in-class reliability for the past 14 years, according to ITIC.⁴ It has consistently delivered better than 99.999% uptime⁴ and has built-in intelligent memory protection to detect and fix potential faults before they lead to system failure.

[Sign up to access the study](#) →

For more information, contact your IBM Business Partner:

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1. Based on IBM internal testing of Red Hat OpenShift Container Platform 4.8.2 worker nodes running 80 pods each with 10 users using the Daytrader7 workload (https://github.com/WASdev/sample-daytrader7/releases/tag/v1.4) accessing IBM AIx® Db2® databases. Average CPU utilization for the OCP worker nodes is >95%. Comparison: IBM Power E1080 with collocated OCP and AIx Db2 nodes versus OCP node on Cascade Lake accessing AIx Db2 node on Power E1080. Valid as of 25 August 2021 and conducted under laboratory conditions. Individual results can vary based on workload size, use of storage subsystems and other conditions. TCO is defined as hardware, software and maintenance costs over a period of three years. Power E1080 (40 cores/3.8 GHz/2 TB memory) in maximum performance mode, 25 Gb Ethernet adapter (SRIOV), 1 x 16 Gbps FC adapter with IBM PowerVM®, Competitive system: Intel Xeon Gold 6248 CPU (Cascade Lake) in performance mode, 40 cores/3.9 GHz/512 GB memory), 25 Gb Ethernet adapter (SRIOV), 1 x 16 Gbps FCA with KVM. Pricing is based on Power E1080; ibm.com/products/power-e1080. Typical industry standard x86 pricing: www.synnexcorp.com/govsol/pricing/. IBM software pricing for Red Hat OpenShift and IBM WebSphere® Hybrid Edition monthly subscription.

2. Based on IBM Power S1014 24-core server with Dual Chip Module Power10 processor and 192 threads compared to fourth-generation Intel Xeon scalable processor with 64 cores at 2 threads per core and 128 total threads: https://ark.intel.com/content/www/us/en/ark/products/232397/intel-xeon-gold-6438n-processor-60m-cache-2-00-ghz.html; Intel processors with 4 XCC are not eligible for Oracle Database SE2, just MCC; therefore, the maximum core count Intel can offer is 32 cores per socket in a 2-socket system, for a total of 64 cores: https://cdrdv2-public.intel.com/710132/Intel_Server_System_M50FCP2UR_TPS_Rev1_0.pdf; Based on USD 17,500 per Oracle Database SE2 processor: www.oracle.com/assets/technology-price-list-070617.pdf; Oracle Database SE2 may be licensed only on servers that have a maximum capacity of 2 sockets. In addition, notwithstanding any provision in your Oracle license agreement to the contrary, each Oracle Database SE2 may use a maximum of 16 CPU threads at any time: www.oracle.com/assets/databaselicensing-070584.pdf

3. ITIC 2022 Global Server Hardware, Server OS Security Report, ITIC, August/September 2022. (Registration required)

4. ITIC 2022 Global Server Hardware, Server OS Reliability Report, ITIC, August 2022. (Registration required)