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Redefining X.

When an organization needs more computing power for today's memory-intensive workloads, the conventional wisdom is to buy more servers. This can lead to massive inefficiency and server sprawl, with the majority of servers today running at only 10% utilization¹. As the computational demands of a smarter planet continue to explode, this sort of inefficiency has become a problem—a problem IBM engineers have now solved. The 5th generation of **Enterprise X-Architecture**® from IBM featuring the Intel® Xeon® Processor 7500 Series lets you add memory independently of the processor. As a result, **IBM eX5** systems can leverage 6x more memory than current x86 servers, reduce storage costs by up to 97% and cut licensing fees by 50%².

A smarter business needs smarter software, systems and services.

Let's build a smarter planet. ibm.com/systems/es/x



1. McKinsey study: <http://www.datacenterknowledge.com/archives/2009/04/15/mckinsey-data-centers-cheaper-than-cloud/>. 2. Comparison of IBM System x3850 X5 + MAX5 with total 96 DIMMs x 16 GB for total 1.5 TB of memory vs. IBM System x3850 M2 with 32 DIMMs x 8 GB = 256 GB. Comparison of processor-based licensing fees on current Generation 4 processor systems with 64 DIMMs vs. the IBM System x3690 + MAX5. IBM eXFlash technology would eliminate the need for a client to purchase two entry-level servers and 80 JBODs to support a 240,000 IOPs database environment, saving up to 97% in server and storage acquisition costs. IBM, the IBM logo, ibm.com, X-Architecture, Smarter Planet and the planet icon are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. A current list of IBM trademarks is available on the Web at www.ibm.com/legal/copytrade.shtml. Intel, the Intel logo, Xeon and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the United States and other countries. © International Business Machines Corporation 2010.

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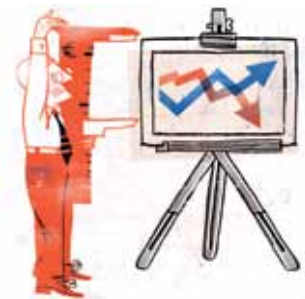
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DEEP INSIGHT



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The articles in this executive dossier consider compensation afresh, following the cash crisis.

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