

# Make sure you're up to speed.



Read how organizations like Coca-Cola Bottling Company Consolidated are now up to speed at [ibm.com/storage/flash](http://ibm.com/storage/flash)

## Extreme Performance

"80% cut in IO wait time for the highest waiting event."

Source: IT Mgr, leader in power technologies

Faster batch processes.

3X increase

Source: Global leader in Lifesciences

General performance gains from the end user point of view were 50%.

50% increase

Source: Global leader in Lifesciences

CCBCC cut data processing time by 75% without replacing a single server.

Source: Coca-Cola Bottling Co. Consolidated case study

Make your business response 10X faster.

10X

Source: IT Mgr, Sprint case study

A leader in pediatric research saw up to 70% reduction in ETL by switching to IBM FlashSystem.

70%

Source: Leader in pediatric research

"You could crush scheduled and non-scheduled I/O requests."

Latency under 100 Microseconds.

Source: IT Mgr, SciQuest

"Speed up data processing by eliminating bottlenecks."

Source: IT Mgr, SciQuest

Wealth manager, Rathbone Brothers Plc., multiplied its processing power.

40X

Source: Rathbone Brothers Plc. case study

A top price comparison retail site scales to suit transaction volumes.

20 transactions

200 million transactions

Source: Price comparison retail site

## Macro Efficiency

"The tipping point is here."

Disk

Flash

Source: David Hill, Mesabi Group

1PB = 315 racks

The performance of 1 rack of IBM FlashSystem equals 315 racks of 15K disk.

Source: [ibm.com/storage/flash](http://ibm.com/storage/flash)

"Save money, be disruptive safely."

Source: Jonathon Yarmis, Yarmis Group

A top price comparison retail site saved \$184K in three ways.

- \$75K in floor space.
- \$18K in power.
- \$91K in cooling.

Source: Price comparison retail site

reduced by 730 tons

CO<sub>2</sub>

A top price comparison retail site significantly cut greenhouse gases.

Source: Price comparison retail site

SSB cut total cost of operation of storage by 50%.

50% reduction

Source: Stuttgarter Straßenbahnen AG (SSB) case study

No rearchitecture or application rewriting required.

Source: IBM

"IBM FlashSystem will favorably change data center economics."

Source: Alan Radding, Dancing Dinosaur

## IBM MicroLatency™

"Faster access to data through IBM FlashSystem is a key contributor."

Source: IT Mgr, Sprint case study

"For customer satisfaction, latency went from 7 milliseconds to 700 microseconds."

Source: IT Mgr, Sprint case study

"Make your business response 45X faster."

45X FASTER

Source: IT Mgr, Sprint case study

A leader in power technologies saw a dramatic improvement in IO wait time.

213%

Source: Leader in power technologies

"Imagine dividing elapsed time for SQL requests on Oracle by a factor of 20."

00:00

00:00.05.00

Source: IT Mgr, Leading IT services and consulting co.

10X Throughput

10X Latencies

Thomson Reuters' performance wins both ways.

Source: Thomson Reuters Flash Ahead Initiative

Overnight processing is now done in 10-12 minutes.

Source: Rathbone Brothers Plc. case study

"IBM FlashSystem meets the demand for real-time performance measurement."

Source: Head of IT, Rathbone Brothers Plc. case study

## Enterprise Reliability

"The line between storage and memory will blur."

Storage

Memory

Source: Jonathon Yarmis, Yarmis Group

"IBM FlashSystem ticks all the boxes for us."

Reliability. ✓

Ease of setup. ✓

Source: Technical Analyst, Rathbone Brothers Plc. case study

"IBM has been a champion of flash since early in the game."

Source: Jim Handy, Objective Analysis

IBM FlashSystem delivers four core advantages

- Extreme performance ✓
- Macro efficiency ✓
- MicroLatency™ ✓
- Enterprise reliability ✓

Source: Sprint case study



Read how organizations like Coca-Cola Bottling Company Consolidated are now up to speed at [ibm.com/storage/flash](http://ibm.com/storage/flash)