



# *Accelerate Cloud Deployment and Infrastructure Consolidation with IBM PureFlex Systems*

**Location: IBM Montpellier, France**  
**Date: 2013, January 31<sup>st</sup> – February 1<sup>st</sup>**

***An event dedicated to European Consultants & System Integrators***

The time has come for a new category of systems: systems with integrated expertise that combine the flexibility of general purpose system, the elasticity of cloud and the simplicity of an appliance tuned to the workload—fundamentally changing the experience and economics of IT. **Announced in April 2012**, the **IBM PureSystems** offers:

- **Built-in expertise:** capturing and automating what experts do—from the infrastructure to the application
- **Integration by design:** designed together, the deeply integrated and tuned hardware and software is delivered in a ready-to-go, workload-optimized system
- **Simplified experience:** making every part of the IT lifecycle easier with management integration across the entire system and a broad ecosystem of optimized solutions, all designed to work with existing IT investments

Part of the PureSystems portfolio, **the IBM PureFlex System** combines compute, storage, networking, virtualization and management into a single infrastructure system that **is expert at sensing and anticipating resource needs** to optimize your or your Customer infrastructure.

During this one-and-a-half day event, you will get introduced to the complete **PureSystems** offering and positioning then discover more in details the **IBM PureFlex System**. Our experts will:

- Present the IBM strategy around the PureSystems product family
- Explain the positioning, the competition
- Detail the technology and why it matters
- Present & demonstrate the IBM PureFlex System
  - Hybrid infrastructure
  - Centralized Management and **the new “Flex System Manager”**
  - Integration with VMware
  - SmartCloud Entry for Workload capture & deployment, usage & metering
  - Etc.

*Our objective: make you as Consultant and System Integrator understand how you can benefit from this family of Expert Integrated Systems and take advantage of our Center capabilities.*

**- Contact your local IBM Sales or Technical Representative -**