

Can IBM Re-Engineer the IT Business?

Written by Marco Attard
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IBM announces what it calls "expert integrated systems" with PureSystems-- a converged infrastructure architecture combining IBM's server, storage, networking and management technologies into a single integrated platform.



With its PureSystems, IBM will offer clients an alternative to the current enterprise models of "multiple and disparate systems."

The result of 4 years and \$2 billion of development and acquisitions, PureSystems represents IBM's hopes of changing IT-- the same way mobile phones changed communications, IBM VP of ISVs, developers, startups and academic programs Mike Riegel says.

PureSystems is a rack system containing either IBM Power- or Intel x86-based servers, together with storage and networking. OS choices include Windows, Linux or Unix. It will be available in 2 configurations-- PureFlex and PureApplication.

IBM says over 125 ISVs, including leading software developers such as Microsoft, SugarCRM, Infor, Red Hat, SAP and Siemens (Oracle is not on the list, for obvious reasons) already have 150-plus PureSystems-optimised applications.

With this step, IBM is entering competition-heavy waters-- rivals include Oracle's integrated appliance range and the recently launched Cisco UCS series.

Go [IBM PureSystems](#)

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