



Take your IBM Power Systems investment to the highest possible level.



There are many compelling reasons to invest in IBM Power Systems, whether it's performance that beats the competition by a factor of two to three, up to 90% less energy consumption, industry-leading availability, or outstanding virtualization features. When it comes to helping you seize these advantages, Datatrend Technologies leads the way. Among national IT solutions providers, no one else can match Datatrend's extensive experience, proven leadership, strong IBM connections, and comprehensive set of services.

Two industry leaders, working hand in hand for you

To be a leader, you must clearly differentiate yourself from the rest of the pack. IBM has done this with products like POWER7™ processor-based servers. Compared with competitive systems, IBM Power servers have demonstrated superiority in aspects that are critically important to your business. POWER7 processor-based servers take UNIX® systems to new levels of throughput, performance, and scalability. IBM POWER7 servers lead in performance in high-end systems, in midrange systems, in entry systems, and in blade systems. That's right - Power servers are the leader in all the categories.

It's the same with Datatrend Technologies. Our leadership with IBM Power Systems and the AIX® operating system is revealed in several key aspects, including:

20+ years of system experience

Datatrend's experience with IBM Power Systems (formerly System p and pSeries) and AIX dates back to 1987 when we became a charter member of the IBM AIX Developer Program. This gave us a solid foundation for AIX implementation and migration, and it allowed us to fine tune our protocols for the nearly 10,000 IBM System p/Power Systems servers we have installed to date. Thanks to our rich history with IBM Power Systems, you can be confident our professionals are adhering to documented best practices at every step of your project.

A tight, 'value-add' relationship

IBM regards Datatrend as much more than just another sales channel. Among more than 10,000 partners, Datatrend is one of less than 100 IBM Business Partner Innovation Centers in the world. Our distinguished standing with IBM has manifested itself in other significant ways. For example, IBM selected Datatrend to be one of five worldwide partners to test POWER5™ servers in advance of their release to the market and provide feedback. This relationship with IBM has enabled us to gain access to top resources in the company, which we parlay into added value for our customers.

Continual, user-driven enhancement

Over the years, Datatrend has worked closely with IBM to develop the process of moving organizations from legacy applications into the Power Systems and AIX environment as smoothly and efficiently as possible. In addition, we've participated in numerous IBM forums pertaining to AIX version education, solution modeling, and best practices. Today, a Datatrend-sponsored AIX and Power Systems user group — one of the largest of its kind in the world — generates a wealth of input for IBM and Datatrend. As a partner with Datatrend, your voice is heard by professionals who can put your ideas into action.



Award-winning service excellence

When you're the best at what you do, the recognition will come. Datatrend has won the coveted IBM Beacon Award for best-managed technology solution, based on the eServer pSeries system we installed in a leading financial institution. Datatrend also received the Beacon Award for the best System x solution. Ultimately, our customers are the ones who come out on top because of our steadfast devotion to excellence.

More return on your investment

In a partnership with Datatrend, you enjoy far more value than meets the eye. Yes, we can procure hardware for a price that won't break your budget. But included in your deliverables are some potent extras you might not get anywhere else: the combined resources of Datatrend, IBM, and other industry contacts. We'll apply this extraordinary expertise not just to your IBM Power Systems initiative, but to any of the other IBM hardware and software platforms you may need.

Many service options to suit your needs

Datatrend caters to the wide-ranging IT service needs of our customers. If you're considering a switch from HP-UX or Sun Solaris to IBM Power Systems, we can provide a turnkey set of services, from assessing your current environment and staff skills through installation, migration, and user training. Or perhaps you're already running IBM Power servers and want to squeeze greater performance and value from your system. We can help with that, too. Following is a partial listing of Datatrend services:

- Assessments which encompass resource utilization, workload review, design, and modeling
- Field trials
- Infrastructure design and implementation
- Migration to Power servers (AIX and/or Linux operating systems)
- Testing, evaluation, and benchmarking
- Hands-on mentoring
- Best practices reviews
- Deployment of advanced functions, such as virtualization and workload partitions
- Workload consolidation
- Customized user training and education

Experience the Datatrend difference

Besides top-notch technical skills, our professionals possess the ability to anticipate your needs and to exceed your expectations. It's what we call our "white glove service" – your rock-solid assurance of satisfaction.

About Datatrend

Founded in 1987, Datatrend Technologies is a national IT solutions provider dedicated to helping companies optimize their IT environments and enhance their business. Datatrend specializes in best-in-class data center consulting; server and storage solutions; and network infrastructure services. By providing exceptional thought leadership and a customer-intimate approach, Datatrend has earned the respect of customers everywhere as a trusted advisor on business and technology issues. Visit Datatrend online at www.datatrend.com.

For More Information:

For more information about IBM Power Systems and AIX offerings, please call 800-367-7472 or visit www.datatrend.com



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