

## i3 Software and IBM BladeCenter – improving operational efficiency through better systems management



Recent studies suggest that a more viable approach to improved manageability of Network Operations and IT infrastructures requires:

1. *better visibility into the sprawling quantity and identity of the IT components and its impact on business*
2. *more efficient operational control*
3. *use of automation tools for better agility based on the changing demands of the business.*

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### Highlights

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- ***i3 Software provides an integrated suite of network and IT infrastructure management solutions***
- ***i3 Software partners with Datatrend to provide a fully integrated, end-to-end solution combining Tivoli Netcool and i3's solution with the IBM BladeCenter***
- ***IBM BladeCenter family provides a scalable, open standards based platform for next generation network applications***

With many telecom service providers moving beyond traditional voice services and pioneering new, IP-based services like VoIP, IPTV, Video on Demand, music, gaming, and online shopping, there is now a need to focus on content and cost-effective management systems. Many emerging Next Generation Networks (NGN) are supported by numerous and disparate systems, network devices, databases, and applications that many view as an amalgamation of complexity and costly operations. Typical Network and IT management solutions have lacked key functionality to effectively minimize downtime in such a complex environment resulting in cumbersome and time-consuming deployments that have not been very cost-effective.

This has led to service providers demanding a more comprehensive and bundled software / server management platform that incorporates these aspects. This can help dramatically reduce downtime. By simplifying the deployment and operations, service providers are able to utilize a more cost-effective solution to reduce their operating expenses (OpEx).

**i3 Software integrates best-of-breed**  
i3 Software has developed an integrated suite of network and IT infrastructure management appliance servers that can help customers maximize business results by combining the expertise of i3's own unique value-added solutions and integration services capabilities with the powerful features of the IBM Tivoli Netcool and Automation suite on IBM BladeCenter. These new appliance server offerings combine the best-in-class appliance building services from Datatrend Technologies with IBM

*“Recent testing of the Tivoli Netcool/OMNIBus solution demonstrated that the IBM BladeCenter using the Intel-based, HS21 blade servers can deliver significantly greater event capacity when compared to similar Sun V440 configurations — up to 340% improvement.”*

— Manoj Khabe  
Practice Leader, CTO  
i3 Software

Systems and Technology Group’s industry-leading systems hardware to deliver integrated, real-time Network and IT Infrastructure Management appliance solutions.

This allows telecom service providers to increase efficiency by consolidating network and IT operations under a single management solution with automated fault deduplication, isolation, and resolution capabilities to minimize problem resolution time.

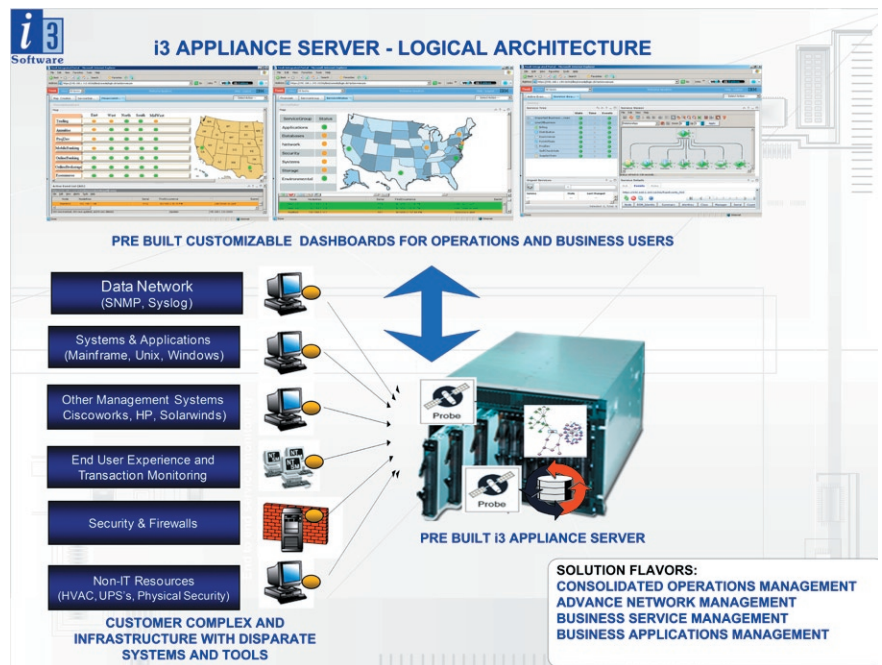
These network and IT infrastructure appliance servers offer around-the-clock management and automation to help the providers to

1. *deliver high availability of business services and applications*
2. *optimize operations costs and efficiency*
3. *accelerate time to market of new services*

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**i3 Software appliance overview**

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Source: i3 Software

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Designed as a modular, ITIL-based approach to complete end-to-end Network and IT infrastructure management, these solutions can be easily extended to leverage i3 Software's knowledge of industry verticals in addition to telecommunications and other service providers (e.g., finance & banking, retail, and healthcare) and specific technology domains (MPLS, VoIP, IPTV, etc).

Current solutions from i3 Software include:

- *Consolidated Operations Management*
- *Advanced Network Management*
- *Business Application Management*
- *Business Service Management*

### **Datatrend integrates your turn-key solution**

i3 Software has partnered with Datatrend Technologies as part of the IBM Industry Solution Reseller (ISR) program, which is designed to combine the complementary strengths of an application solution provider and an IBM systems reseller / integrator. i3 Software has partnered with Datatrend Technologies to provide a fully integrated, end-to-end solution combining Tivoli Netcool and i3 Software's solution with the IBM BladeCenter. This "single SKU" integrates software and server, eliminating the hassle and worry of buying separate components and integrating them at the customer site. The solution has been fully tested, so customers can rest assured knowing the server and software are fully optimized. Customers can order the i3 solution on a variety of BladeCenter platforms designed to meet their specific requirements.

### **IBM BladeCenter family — the IT and network convergence platform**

The IBM BladeCenter T chassis provides hardware redundancy (power supply, I/O modules, management modules, L2 switching, mid-plane, etc.) thereby reducing potential points of failure in the solution.

The IBM BladeCenter is an advanced blade system which integrates servers, storage and networking into a single chassis — yielding significant simplification, improved density and potential TCO savings . A single family of common server blades, storage, I/O, switches and networking modules are fully supported and interchangeable across the family of BladeCenter chassis. The IBM BladeCenter chassis is designed as the ideal solution for data center deployments. The IBM BladeCenter H is for high performance computing platform, while the IBM BladeCenter T chassis is specifically designed for telecom central office deployments.

The new, IBM BladeCenter HT — a new, telecom optimized version of the BladeCenter H — opens new market opportunities with a new and powerful NGN platform ideally suited for telecom equipment and service providers.



The IBM BladeCenter T and BladeCenter HT deliver rich telecommunications features and functionality, including fault-tolerant capabilities, hot-swappable redundant DC or AC power supplies and cooling, and built-in systems management resources. The rigorous Network Equipment Building System (NEBS) Level 3 and European Telecommunications Standard Institute (ETSI) outline requirements typical of telecom central office environments in the areas of electromagnetic compatibility, thermal robustness, fire resistance, earthquake and office vibration resistance, transportation and handling durability, acoustics and illumination, and airborne contaminant resistance. The IBM BladeCenter T and BladeCenter HT chassis meet the NEBS Level 3 / ETSI requirements<sup>1</sup>.

**i3 Software and IBM:  
a powerful combination**

The combination of i3 Software and the IBM BladeCenter family delivers the performance, reliability and affordability demanded by mission critical telecommunications applications. The IBM BladeCenter is the ideal platform for the deployment of these services providing a single platform to efficiently process large event volume with improved energy efficiency while helping reduce operating costs and complexity.

**For more information**

Learn how IBM Systems can help your company achieve more revenue and reduce your costs, while helping you keep your profitable customers.

Have questions? Contact the IBM Telecommunications team today on how we can help you take advantage of our extensive industry expertise. Please visit us on the web at:

**[ibm.com/telecom/systems](http://ibm.com/telecom/systems)**

For more information about i3 Software, visit:

**[i3-soft.com](http://i3-soft.com)**

For more information about Datatrend Technologies, visit:

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Department XVXA  
3039 Cornwallis Road  
Research Triangle Park, NC  
U.S.A., 27709

September 2009  
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[1] For additional details, please refer to Underwriter's Laboratory (UL) certified NEBS Level 3 / ETSI test report.

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