

Overview

This IBM service is designed to enable you to:

- Retain failed hard drives containing sensitive data instead of returning them to IBM.
- Protect sensitive data and meet compliance requirements.
- Enhance the product warranty and maintenance service.
- Obtain service for all hard drives on a single machine through a maintenance service option.

Target Audience

- **Target Industry:** Cross-industry
- **Client Size:** Small, midsize and large clients that have IBM System i®, IBM System p®, IBM System z®, IBM System x® and IBM System Storage™ products
- **Typical Sponsor:** Chief executive officer, chief information officer, IT manager, department manager, procurement manager, purchasing manager

Client Value Proposition

For organizations that need to protect highly sensitive data to meet regulatory compliance requirements, IBM provides an integrated, cost-effective, data protection solution designed to resolve the issue of retaining sensitive data as a result of a hard drive replacement repair action for IBM System i, System p, System z, System x and IBM System Storage products. Unlike HP, EMC, Dell and Sun, IBM's offering eliminates the administrative/IT costs associated with developing, tracking, billing, and entitling the IBM Maintenance Services – maintenance enhancement – hard drive retention option, and can be purchased for all IBM System i, p, z, x and IBM System Storage products on warranty or IBM maintenance service.

Pain Points

- Need to ensure security of sensitive data stored on failed hard disk drives that need replacement
- Need easier tracking of asset accounting of failed drives as capital IT assets
- Control costs associated with regulatory compliance

Benefits

Pain Point: Security of data on failed hard disk drives

Business Impact:

- Loss of control over sensitive data and risk of data security breaches
- Potential violation of privacy laws

Benefit:

- Helps safeguard the security and privacy of sensitive data, contributing to regulatory compliance
- Keeps sensitive data in house, where it can be transferred or disposed of properly
- Integrates data security compliance into system support processes

Pain Point: Tracking and depreciating failed hard drives as capital assets

Business Impact:

- Complicated accounting processes consume staff time
- Increasing number of assets further drains staff resources

Benefit:

- Transfers accounting of hard drives from an asset to a maintenance support service
- Simplifies budgeting and accounting processes by eliminating asset tracking, depreciation and disposal

Pain Point: Reduced costs for meeting regulatory compliance

Business Impact:

- Implementing regulatory compliance can be costly

Benefit:

- Covers all hard drives on a single machine
- Enhancement of a warranty and maintenance option that spreads the cost of the service over time

Cross-Selling Elements

Link to IBM Attach Advisor (Business Partners):

<http://www.ibm.com/partnerworld/mem/attach/index.jsp>

Key Questions

1. Do you need to retain highly sensitive data to comply with data privacy regulations?
2. Are you required to track failed hard drives as capital assets?
3. Are you interested in controlling costs associated with regulatory compliance?

Competitive Differentiators

Key competitors: HP, EMC, Dell and Sun

Top reasons why IBM is better:

- Available as an enhancement to the warranty and maintenance service that spreads the cost of the service over time
- Transfers accounting of hard drives from an asset to a maintenance support service
- Competitive price

Average Deal Size

Small: \$5,000

Medium: \$50,000

Large: \$100,000

Client References

PartnerWorld: <http://partners.boulder.ibm.com/src/partnerrefs.nsf/HomePage?OpenForm>

Seller Call-to-Action

- Identify clients with System i, p, x, and z or IBM System Storage products and who need to improve data security by retaining their hard drives.
- Who need to simplify and make hard drive retention process more cost-effective.

Lead Passing Guidelines

OI: GTS sales, ibm.com, STG sales specialists, core Business Partners

OO: GTS and STG sales leaders

F: GTS hardware maintenance services specialists

Platform

IBM System i, p, z, x and IBM storage products

Additional Information

For contact information, helpful Web sites, collateral, education and sales support, please see the sales kits listed below:

PartnerWorld: <https://www.ibm.com/partnerworld/mem/services/us/ofma8.html>

<http://www-03.ibm.com/financing/partner/about/index.html>

<http://www-03.ibm.com/financing/partner/education/index.html>

<http://www-03.ibm.com/financing/partner/literature/index.html>



© Copyright IBM Corporation 2009

International Business Machines Corporation
Route 100
Somers, NY 10589 U.S.A.

Published in the United States of America
July 2009

All Rights Reserved

IBM, the IBM logo, the IBM Business Partner emblem, ibm.com, System i, System p, System x, System z and System Storage, and are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Other product, company or service names may be trademarks or service marks of others.

IBM reserves the right to change specifications or other product information without prior notice. This publication could include technical inaccuracies or typographical errors. IBM PROVIDES THIS PUBLICATION "AS IS" WITHOUT WARRANTY OR CONDITION OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Some jurisdictions do not allow disclaimer of express or implied warranties in certain transactions; therefore this statement may not apply to you. Use of the information herein is at the recipient's own risk. Information herein may be changed or updated without notice. IBM may also make improvements and/or changes in the products and/or the programs described herein at any time without notice.

Any performance data for IBM and non-IBM products and services contained in this document was derived under specific operating and environmental conditions. The actual results obtained by any party implementing such products or services will depend on a large number of factors specific to such party's operating environment and may vary significantly. IBM makes no representation that these results can be expected or obtained in any implementation of any such products or services.

Any material included in this document with regard to third parties is based on information obtained from such parties. No effort has been made to independently verify the accuracy of the information. This document does not constitute an expressed or implied recommendation or endorsement by IBM of any third-party product or service.

References in this publication to IBM products or services do not imply IBM intends to make them available in all countries.

