

October 9, 2014

Power Systems Strategy - Linux

Open Innovation to Put Data to Work

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- Introduction to Linux and open source (optional)
- Linux at IBM
- The OpenPOWER Foundation
- Linux and on IBM Power
- Linux on Power inhibitors
- Linux on Power benefits
- Installation & deployment
- Useful resources



Flashback



Volfson Microelectronics

Marvell

NetApp

Linutronix

Samsung

1,952

1,752

1,746

1,656

1,650

0.7%

0.7%

0.7%

0.6%

0.6%



IBM provides complete Linux solutions : top-to-bottom, end-to-end





IBM Systems positioning

PureSystem



lintegrated system Focus on efficiency, simplicity, agility, control

System z



For massive number of Linux images (Consolidation ration 1:8 to 1:30) Linux applications with strong zOS affinity Linux applications with high IO



PowerLinux for scale out IFL for scale up Power RAS features For resource granularity and low vitualisation overhead For CPU intensive Linux applications For applications that don't scale horizontally KVM available since April

System x



Linux X86 as general purpose linux platform, proxy,dns,dhcp



Ever heard about ARM Ltd ?

- Founded in November 1990 www.arm.com
 - Spun out of Acorn Computers
- Runs 95% of mobile phones and tabs
- Arm designs a range of RISC processor cores but does not fabricate silicon itself
- Licenses ARM core designs to semiconductor partners who fabricate and sell to their customers
 - Examples include Apple, Samsung, Nvidia, Qualcomm,...
- Also develops technologies to assist with the design-in of the ARM architecture
 - Software tools, boards, debug hardware, application software, bus architectures, peripherals, etc









POWER wants to be the ARM of the datacenter

IBM Research: Innovation Strengthens the Stack



As CMOS scaling slows, Value comes from Innovating across the Stack





OpenPOWER and Innovation

OpenPOWER: Bringing Partner Innovation to Power Systems





Industry shifts drive next wave of technology innovation and consumption

Broader technology consumption models

- Design your own systems (Google, Microsoft, Facebook, Rackspace, Huawei, Inspur, etc)
- Rely on commodity white box providers in Taiwan (Tyan, Wistron, Quanta)
- Pay as you go Cloud

Growing workload demands

- Rapid growth in Big Data and Analytics solutions
- Tuning hardware and software for specific performance, energy consumption, and other goals

Proliferation of Open Software and Systems

- Mature ecosystem of Open Software options
- Resistance to proprietary or closed innovation models

Price/performance improvement requires multiple innovations

Microprocessors alone no longer drive sufficient Cost/Performance improvements



Industry trends drive innovation beyond the chip

Microprocessors alone no longer drive sufficient Cost/Performance improvements



System stack innovations are required to drive Cost/Performance

Driving industry innovation

OpenPOWER is an **Open** development Community

- Built on the premise of Open Source Software and Hardware
- Opening the entire stack for innovation, from chip to software
- Removes proprietary boundaries
- Little Endian Linux simplifies software migration to POWER

OpenPOWER fosters **Collaboration** across multiple stakeholders

- Collaboration of multiple thought leaders on multiple projects in parallel
- Building an ecosystem to provide choice and flexibility in systems
- Delivering set of compelling, shared building blocks
- Engage directly with end users

OpenPOWER leverages the **Performance** of leading POWER architecture

- Built for demands of big data and analytics
- Incredible innovation and differentiation options
- Includes SOC design, Bus Specifications, Reference Designs, FW OS and Open Source Hypervisor

The goal of the OpenPOWER Foundation is to create an open ecosystem, using the POWER Architecture to share expertise, investment, and server-class intellectual property to serve the evolving needs of customers.







Giving ecosystem partners a license to innovate

| 2013 | 20 | 14 | | | | | 2015 |
|--|---|--|---|--|---|---|---|
| Aug Announced Formation of OpenPOWER | Dec Incorporated Foundation and elected officers 5 members | Apr global launch of web site, members, and demos 26 members | Jul Power8 open source firmware stack available thru GitHub 45 members | Aug three work groups chartered with four more on the way | Sept Round table event for scale out data centers, 4 th work group chartered 57 members | Oct Enterprise 2014 event and announcements | Nov SC14 event, innovation demonstrations and product availability |

2015 will host the first OpenPOWER Foundation Summit, see numerous innovations come to light, and welcome an increasing diversity of stakeholders including software providers and end users.

What does the OpenPOWER Foundation mean to the industry?

- OpenPOWER creates greater choice for customers
- Open and collaborative development model on the Power platform accelerates and enables innovation
- New innovation broaden the capability and value of the Power platform
 Game changer on the competitive landscape of the server industry

Platinum Members





Building collaboration and innovation at all levels







OpenPOWER Foundation Structure

OpenPOWER is an industry foundation based on the POWER architecture, enabling an Open community for development and opportunity for member differentiation and growth





Ecosystem Enablement





Demonstrations of OpenPOWER innovation





TXN POWER8 Evaluation System is single socket ATX form factor, BMC based evaluation board. Designed and fulfilled by Tyan Corporation, accepting inquiries and orders for development.

OpenPOWER Work Groups and Projects

| Work Group | Projects | Participants |
|--|---|----------------------------|
| System Software (Open Source) | Linux LE KVM Firmware OpenPOWER EW interface | Public Public Public |
| | • POWER LE ABI | Public |
| Application Software* (Open Source) | System Operating Environment OpenPOWER Software ecosystem enablement | Public |
| | ■Toolchain | Public |
| OpenPOWER Development | Power 8 Developer Board | Member |
| Platform | POWER 8 Reference Design | Member |
| Accelerators | Acceleration interface and enablement | Member |
| Hardware Architecture | OpenPOWER profile of architecture Power8 ISA Book 1, 2, 3 | Member |
| * Proposed charter unde | ■ Coherent Accelerator Interface | Member |





Summary of CAPI Advantages

Accelerator performance

Coherency and Address Translation provide improved access to memory / cache data & interaction with system processors

CPU efficiency

eliminates the overhead of managing the I/O subsystem

Wide applicability

able to accelerate in new ways, eg pointer chasing enables a broader set of workloads as candidates for acceleration

Programmer Efficiency

focus on the workload rather than on communicating with the device



What is CAPI?



CAPI: Coherent Accelerator Processor Interface

- Simple SMP Coherence Protocol transported over PCI Express interface
- Support Unit in the Processor ("CAPP") provides isolation and filtering
- Standard "POWER Service Layer" in accelerator device manages caching and address translation
- Accelerator Functional Units operate as part of the application at user level (just like a CPU)



CAPI Overview



Advantages of Coherent Attachment Over I/O Attachment

- Virtual Addressing & Data Caching
 - Shared Memory
 - Lower latency for highly referenced data
- Easier, More Natural Programming Model
 - Traditional thread level programming
 - Long latency of I/O typically requires restructuring of application
- Enables Applications Not Possible on I/O
 - Pointer chasing, etc...



Monte-Carlo CAPI Acceleration



Running 1 million iterations

At least **250x Faster** with CAPI FPGA + POWER8 core

Full execution of a Heston model pricing for a single security:

 SOBOL sequence generator (pRNG)
 Inverse Normal to create the non-linear distribution

3. Path-generation

4. Pay-off function

Easier to Code: reduces C code writing by 40x compared to non-CAPI FPGA



Business analytics acceleration



IBM Power Systems and Mellanox® Technologies partnering to simultaneously accelerate the network and compute for NoSQL workloads



"Applications that historically struggled with scalability and performance can now benefit from In-Memory processing," said Terri Virnig, Vice President, IBM Power Ecosystem. "Our collaborative efforts with Mellanox resulted in a robust architecture with Power8-based systems and high-performance interconnects designed to tackle the Big Data processing requirements of today."



IBM & NVIDIA Accelerating Computing



Long term roadmap integration

POWER

CPU

Tesla

GPU

OpenPOWER Foundation

Open ecosystem built on Power Architecture









TXAN & 30+ more...

1st GPU-Accelerated POWER-Based Systems Available in Oct 2014



Performance Gap Continues to Grow













Accelerating Mainstream Datacenters





GPU Acceleration Coming to Java

"Duimovich also referenced OpenPOWER, which is a new ecosystem around the POWER architecture driving innovation to the platform by leveraging the power of open markets and partners like NVIDIA. The Java on GPU development is one in a series of impacts of the OpenPOWER announcement." - John Duimovich, IBM's Chief Technology Officer of Java

Power Systems

http://blogs.nvidia.com/blog/201







Non-IBM POWER8 products



The Tyan reference (ATX) board, SP010, measures 12" by 9.6"

- > one single-chip module (SCM)
- four DDR3 memory slots
- > four 6 Gb/sec SATA peripheral connectors
- *two USB 3.0 ports
- > two Gigabit Ethernet network interfaces
- >keyboard and video
- intended for developers



The Google reference board

- > two single-chip module (SCM)
- > four modified SATA ports
- Google use only

http://www.enterprisetech.com/2014/04/28/inside-google-tyan-power8-server-boards/



Announcing a new generation of **Power Systems: Open innovation to put data to work**





POWER9

| | POWER5 2004 | POWER6 2007 | POWER7 2010 | POWER7+ 2012 | POWER8 | |
|---------------------------------------|-----------------|------------------|-------------------|-------------------|-------------------|--|
| Fechnology | 130nm SOI | 65nm SOI | 45nm SOI eDRAM | 32nm SOI eDRAM | 22nm SOI eDRAM | ✓ Extreme Analytics Optimization |
| Compute Cores Threads | 2 SMT2 | 2 SMT2 | 8 SMT4 | 8 SMT4 | 12 SMT8 | ✓ Extreme Big Data Optimization ✓ On-chip |
| Caching On-chip Off-chip | 1.9MB 36MB | 8MB 32MB | 2 + 32MB None | 2 + 80MB None | 6 + 96MB 128MB | accelerators |
| Bandwidth Sust. Mem. Peak I/O | 15GB/s 6GB/s | 30GB/s 20GB/s | 100GB/s 40GB/s | 100GB/s 40GB/s | 230GB/s 96GB/s | |







POWER8 moves forwards while x86 moves backwards

IBM POWER processors continue to deliver improved core performance – up to +35% versus POWER7+

while Intel went backwards (-10%) with Ivy Bridge versus Sandy Bridge.



Performance is based on published x86 data and published/projected POWER7+ & POWER8. Workloads are ERP, Integer, Floating Point, Java

Power Systems: Innovation to put data to work

POWER8 Signature Innovation

Processor and Memory

- Up to 12-core POWER8 processor card
- Simultaneous Multithread Thread (SMT) 8 per core
- Transactional Memory
- Java[™] Code Optimization w/HW Assist

I/O Improvement

PCIe Gen 3

New naming







POWER8 Scale-Out April 2014 System Highlights

Affordability with improved performance, virtualization, energy efficiency and reliability for IBM i, AIX and Linux applications

Power S812L / S822L

1 & 2 socket, 2 rack units with 10-12 and 20-24 cores Up to 1 TB of memory Linux only S812L GA September 2014 S822L GA June 2014





Power S814 1 socket, 4 rack units

6 & 8 core processor options * Up to 512GB of memory with exp Tower & rack

Scale-out Linux server based on open technology

Scale-out technology for mid-sized business solutions * 4 core option available 2H14

POWER8 architecture

Scale-out application server for secure infrastructure built on open technology

Scale-out technology server for faster insights from data



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Attractive TCA

PowerLinux 7R1 vs. Dell R720

(Comparable <u>1-socket</u> server w/ virtualization & Red Hat)



PowerLinux 7R2 vs. HP DL380 G8 (Comparable <u>2-socket</u> server w/ virtualization & Red Hat)



PowerLinux 7R4 vs. HP DL580 G7 (Comparable <u>4-socket</u> server w/ virtualization & Red Hat)



* I/O for PowerLinux also offered at a reduced price

Power IFLs vs. Intel x86 scale out



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IBM Europe Power Systems



IBM Power 822L pricing comparison (\$US) – vs. Ivy Bridge

| omparable TCA | Dell PowerEdge R720 | HP ProLiant DL380 G8 | IBM Power 822L |
|---|---|---|---|
| nux on Intel | \$28,366 | \$29,829 | \$29,264 |
| VMware Vs. nux on Power8 | States and and and a | | |
| vith PowerVM | redhat vmware* sandy Bridge | See redhat | S redhat |
| Server list price* -3-year warranty, on-site | \$12,605 | \$14,068 | \$14,895 |
| Virtualization - OTC + 3yr. 9x5 SWMA | \$10,064 VMware vSphere Enterprise 5.1 | \$ 10,064 VMware vSphere Enterprise 5.1 | \$9,880 PowerVM for IBM PowerLinux |
| Linux OS list price - RHEL, 2 sockets, unlimited guests, 9x5, 3 yr. sub./ supp. | \$5,697 Red Hat subscription and Red Hat support | \$5,697 Red Hat subscription and Red Hat support | \$4,489 Red Hat subscription and IBM support |
| Total list price: (Total cost of acquisition) | \$28,366 | \$29,829 | \$29,264 |
| Server model | Dell R720 | HP Proliant DL380p G8 | IBM Power 822L |
| Processor / cores | Two 2.7 GHz , E5-2697, Ivy I | Bridge, 12-core processors | Two 3.4 GHz POWER8, 10-core |

64 GB memory, 2 x 300GB 15k HDD, 10 Gb two port

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Configuration

Same memory, HDD, NIC ration



























Linux on Power – Hypervisor choice

Market need: customer wants to avoid coping with multiple virtualization engines :

- Skills
- Migration issues
- Processes
- Licensing

Fact : KVM is the only virtualization available on every platform :

- KVM is a versatile virtualization engine :
 - Intel
 - Power
 - System z (zBX)
 - IBM Pure Systems
- Optimized for POWER8
- KVM centers for excellence opened :
 - KVM Center of Excellence in Beijing
 - KVM Center of Excellence for Wall Street in NY



PowerLinux and PowerVM Benefits



- 47-53% average sustained utilization
- Move resources to the workload
 - Memory dynamically add or remove
 - Compute, Storage shared pools
- Linear scalability, high demand workloads
- Changes transparent to running workloads HW hypervisor
- 0 security vulnerabilities, I/O driver isolation

x86 Linux with VMware comparison



30-35% average sustained utilization

- Less flexible resource allocation
 - Memory add but not remove
 - Compute add and remove (no OS support)
- Smaller workloads, less throughput per VM
- Move workloads to the resources
- SW hypervisor
- 113 security vulnerabilities, sw patch maint.





Survey confirms superior workload Density

- Survey included more than 61,320 environments
- Industry representation covers manufacturing, distribution, healthcare, retail, financial, public sector, communications, and a miscellaneous group



Workload Density Summary

Source: http://www-03.ibm.com/systems/power/software/virtualization/platformmatters.html

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PowerKVM & Power Goals & Strategy

- Provide Open Source Server Virtualization Offering for Power Targeted to new Linux Workloads
- Provide simplicity and familiarity for VMware and KVM Intel Linux Admins
- Accelerate adoption of Power Linux Systems by having a Linux oriented virtualization offering
- Allow cloud providers to easily integrate Power Linux servers into their OpenStack environments







PowerVM to PowerKVM Comparison

| | PowerKVM | PowerVM |
|-------------------|---|--|
| Managers | PowerVC, OpenStack, libvirt, Open Source Tools | HMC, IVM, FSM, PowerVC, ISD VMControl |
| Guest VM Types | Lindix Suse ubuntu | |
| Host Software | Linux MCP/KVM Hypervisor | VIO Server IO Virtualization |
| Firmware | Linux Firmware Hardware Abstraction Boot services Standalone Diagnostics | Phyp Firmware - Hypervisor |
| Hardware | Power 8 Linux only Hardware | P6, P7, P8 Hardware |



KVM on Power... What?







PowerKVM Exploits POWER8 Micro-Threading



Traditional PowerVM and PowerKVM Dispatches the complete core to the VM



SMT1-8

PowerKVM with Micro-Threading Dispatches Multiple VMs on a single core at the same time.



Good for many small VMs / Workloads. Enabled with the PowerKVM ppc64_cpu command. 4/1 Division is only option initially.



PowerVM vs PowerKVM Comparison

| | PowerVM | PowerKVM |
|---|------------------------------------|-----------------------------|
| GA Availability | Now since 2004 | Q2 2014 |
| Supported Hardware | All P6, P7, P7+, P8 Systems | S812L, S822L |
| Supported Guest OS | AIX, IBM i & Redhat, SUSE Linux | Redhat, SUSE & Ubuntu Linux |
| Workload Mobility | Supports AIX, IBM i & Linux | Linux |
| Basic Virtualization Management | IVM/HMC/FSM | Virtman/libvirt/Kimchi |
| Advanced Virtualization Management | PowerVC/VMControl | PowerVC, Vanilla OpenStack |
| Admin Type | Power Centric | Linux/x86 Centric |
| Established Security Track Record on Power | Yes | Νο |
| Open Source Hypervisor | No | Yes |
| Complete Hardware Awareness & Exploitation | Yes | Partial |



Simple Decision Tree – When should I use PowerKVM?

- 1. Using P8 scale-out Linux only (S812L, S822L) Hardware?
 - Yes = PowerKVM assuming characteristics below

Characteristics of a client interested in PowerKVM

Open Source Oriented, Not Power Knowledgeable, KVM Already in Use, Linux only workloads, Linux Centric Admins

Otherwise ...

Use PowerVM

PowerVM is the only Choice For Following Criteria

- AIX or IBM i workloads
- Pre-P8 Machines
- Mobility is required between physical servers supporting multiple OS es (AIX, IBM i & Linux)





Linux / Apps

KVM / Docker







Linux on Power – Open

Market perception: Power is a proprietary architecture

- No sharing of technical specs
- Only IBM can build Power servers
- Only certified BPs can sell PowerLinux
- Only supported distros (RHEL and SLES) are allowed

Fact : The IBM Power Systems are more open than Intel

- OpenPOWER consortium implies sharing of technical specs
- Firmware and system software being open sourced
- PowerLinux is open distribution
- KVM and Ubuntu GA in june 2014
- Choice of commercial AND community distros :
 - RHEL
 - SLES
 - Ubuntu
 - Fedora : http://fedoraproject.org/get-fedora-options#2nd_arches
 - OpenSuse : http://download.opensuse.org/ports/ppc/
 - Debian : http://www.debian.org/distrib/
 - CentOS : 2H 2014



PowerLinux supports RHEL and SLES releases

SUSE and Red Hat Enterprise versions supporting POWER7:





✓ SUSE Linux Enterprise Server 11

- Full support of POWER7 (native mode)
- Earliest supported release: SLES 11 base
- Last update: SP2 GA February 2012

✓ SUSE Linux Enterprise Server 10

- Enabled for POWER7 in P6-compatibility mode
- Earliest supported release: SP3
- Last update: SP4 GA April 2011

✓ Red Hat Enterprise Linux 6

- Full support of POWER7 (native mode)
- Earliest supported release: RHEL 6 base
- Last update: U3 GA June 2012 (U4 planned for Feb. 2013)

✓ Red Hat Enterprise Linux 5

- Enabled for POWER7 in P6-compatibility mode
- Earliest supported release: U5
- Last update: U8 GA February 2012



Canonical

The company behind Ubuntu







A different model

Ubuntu OS available at no-cost but supported when you need it to be.



Supported through subscriptions

The Ubuntu Scale Out and Cloud Partner Ecosystem expands with IBM Power8

Power Systems

 "Openness is also key to cloud and scale out and IBM has not forgotten about this either.
 With Power8, led by the OpenPOWER Foundation, IBM accelerated the opening up of the server architecture design to facilitate an increase in implementations of the POWER architecture across a diverse vendor ecosystem. Today the OpenPOWER foundation announced 25 new members as well as a roadmap for future OpenPOWER developments. " - John Zannos, Vice President of Cloud Alliances ubuntu[®] insights Events News Resources Webinars

The Ubuntu Scale Out and Cloud Partner Ecosystem expands with IBM Power8

The adoption of public and private clouds has continued to grow, and Canonical has been at the forefront, focusing on scale out and cloud architectures. We have designed Ubuntu, Ubuntu OpenStack and Juju to be optimized for cloud and scale out. Beyond that we recognise that the right ecosystem of hardware and ISVs partners needs to be in place to make sure there is a rich set of solutions.

IBM has announced its next generation of Power Systems which supply an excellent balance of performance and value. More interesting than the speeds and feeds though is focus on two things close to our own hearts: volume and openness.

With Power8, IBM is working to optimize Power as a server platform for scale out and cloud computing. This has meant designing systems to run the completely Open Source software stacks that dominate scale out computing. As smart devops everywhere already know, when it comes to scale out and cloud computing, Ubuntu leads with significant margins so we are pleased to confirm that Ubuntu 14.04 LTS, released just recently on April 17th supports IBM Power8 Linux servers running PowerKVM. One of the key requirements with Ubuntu on Power8 was the automation of provisioning, management and scaling of systems. Much work has gone in to enabling MAAS (Metal As A Service) and Juju (workload orchestration tool) to simplify bringing an entire ecosystem of scale out applications to Power. Whether it is MongoDB, Elastic Search, Cassandra for data analytics, OpenStack for cloud infrastructure or Cloudfoundry for Platform as a Service, Juju can deliver complete solutions to Power instantly to the point where admins do not have to treat Power any differently from any other platform and can focus on scale. That drives volume.

Openness is also key to cloud and scale out and IBM has not forgotten about this either. With Power8, led by the OpenPOWER Foundation, IBM accelerated the opening up of the server architecture design to facilitate an increase in implementations of the POWER architecture across a diverse vendor ecosystem. Today the OpenPOWER foundation announced 25 new members as well as a roadmap for future OpenPOWER developments. This openness was one of the key factors helping us decide to bring Ubuntu to Power Systems, as we understand how it acts as the oxygen needed for clouds and scale out to thrive. Developers love openness, they love Ubuntu too, so Power8, with Ubuntu has all the makings of a formidable combination. We look forward to seeing how it fares.



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What Linux Distributions in various Power Environments?

| Linux | Release | Endian | Dedicated LPAR | PowerVM Guest | PowerKVM Guest |
|--------------|---------|----------|-------------------|------------------|-------------------|
| Redhat | 5.10 | Big | <u>_</u> | ✓ | × |
| Redhat | 6.4 | Big | | ✓ | × |
| Redhat | 6.5 | Big | | ✓ | ✓ |
| SUSE | 11 SP3 | Big | | ✓ | ✓ |
| *Exploits P8 | 14.04 | 1 :441.0 | | | |

14.04 Little

1. Select the applications you want to run on Linux on Power

- 2. Then look at the Linux distributions that are available for those apps
- 3. Pick your Linux distribution of choice



Linux integration on IBM Power Systems

- Factory pre-load
- Distribution or hypervisor of choice
- Virtualization setup for VMs and virtual I/O server
- Plug-in, configure install parameters & connect to Simplified Setup Tool





Installation toolkit

- Includes Simplified Setup Tool for popular workloads
- Provides LTC experience based workload tuning
- Install over 20 value-add RAS and productivity tools
- Browse and search over 60 Linux guides, manuals





SDK (Software Development toolkit)

- Free Eclipse-based development environment
- Advanced Toolchain
 - •Latest FSF tools (GNU), IBM bundled, tested, supported
- YUM repository
- Single access URL for these 57 value add tools and others

SDK for PowerLinux



YUM repository

| 100K | | - |
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Community resources

- The PowerLinux portal
- Chiphopper Program
- Innovation Centers
- Linux Technology Ctrs.
- Virtual Loaner Program
- Open Source Lab at Oregon State University

Team PowerLinux

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OpenPOWER is an easy migration

OpenPOWER software commonality

- Linux to provide commonality for:
 - Operating system management
 - Operating system feature
 - Application programming model
- Little Endian to provide source code and data commonality
 - Ubuntu 4/14
 - SUSE 10/14
 - Red Hat 2015
- KVM to provide virtualization management and feature commonality
- Firmware interfaces to provide platform management commonality

Migrating software to OpenPOWER

- Software written in interpreted languages (Javascript, PHP, Perl, Python, Ruby, Java, etc.)
 - Generally, no work is required.
- Software written in compiled languages (C/C+ +, Fortran, etc.)
 - Generally, this requires just a simple recompile for POWER.
- Rarely, dependencies on specific behaviors can require source code modification:
 - Multi-threaded applications that don't use standard synchronization models and depend upon specific memory ordering behavior (unusual)
 - Applications that depend upon specific memory page sizes (rare)



Power Analytics & Big Data Solutions to gain insights from data

Industry's **best platform** for compute intensive **analytics workloads**





Analyze massive amounts of structured and unstructured, time-sensitive data



InfoSphere Streams InfoSphere BigInsights Open Source Apache Hadoop Platform Symphony BI and Predictive Analytics of real-time and historical data



Expert Integrated Operational Analytics Solutions

Real-time continuous analysis of operational data streams



PureData

IBM Data Engine for Analytics – Power Systems Edition (IDEA)

Align your analytics infrastructure to your enterprise strategy with an infrastructure that enables business speed analytics

A customized infrastructure solution with integrated software optimized for Big Data & Analytics workloads

Benefits

Rapid Deployment

Complete, pre-assembled & tested infrastructure with big data & analytics software preloaded

On-site services for fast configuration & data center integration Intelligent cluster management & automation for effective deployment

Flexibility

Easily set-up & manage workloads for multiple tenants

Adjustable resource allocation to meet diverse LOB demands

Scalable & extendable as needs change and as the enterprise grows

Efficiency

Reliability without data duplication

Tailored Big Data & Analytics optimizations

Lays the foundation for consolidating traditional data analytics with new workloads such as Hadoop

SOD: April 28 Announce: Oct 2014 GA: Dec 2014



* Big Data & Analytics Software: Primary SW stack includes BigInsights + Streams for High Velocity Data Ingest and BigInsights + DataStage for Data Warehouse Modernization



SWG's 70 PVU Licensing

- Applies to SWG PVU licensed software products for ALL Power cores running Linux
- 70 PVU pricing previously only available for 1-2 socket servers
 - PowerLinux 7R1/7R2, p260/p270 and Power 710/720/730/740
 - Intel SandyBridge/IvyBridge servers

• 70 PVU pricing includes:

- Power IFLs
- Power 750 to Power 795
- PowerLinux 7R4
- Flex System p460
- Applies to Power8

70 PVUs All Power cores running Linux

PVU Table per Core (section 1 of 2 - RISC and System z)



6PVU Table link: http://www-01.ibm.com/software/lotus/passportadvantage/pvu_licensing_for_customers.html



Ecosystem Enablement



Multiple Options to Design with POWER Technology Within OpenPOWER



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OVH : FIRST LARGE MSP POWER8 ADOPTION

Client & Challenge

Client : OVH

Power Systems

First French and European MSP : 170.000 INTEL x86 servers, 12 DataCenters and 700 000 customers.

Industry : They currently support wide public Cloud offerings : VoIP, PaaS & Saas, Web hosting, VPS, CMS, blogs, e-commerce platforms, Open Source distributions, Anti-DDoS protection, LAMP, Panels, databases.

Challenge :

- Proof that POWER8 can bring higher performance than INTEL for various applications and environments including MySQL, PostgreSQL, Hadoop and Cloud virtualization.
- Proof that POWER8 servers will be able to integrate seamlessly in OVH current Cloud OpenStack infrastructure in compliance to their internal procedures.
- After some porting and performance improvement efforts in IBM LTC Lab at Toulouse on a POWER8 pre-GA system around the OVH OpenSource and hardware stacks, the POWER pre-GA server was shipped to OVH which conducted the tests with dedicated support from various worldwide IBM Labs.
- OVH tests showing POWER8 superior performance compared to INTEL and better flexibility and VM density with PowerKVM, with large room of improvement convinced OVH to propose to their customers a Cloud POWER8 offering in September 2014.

IBM POWER8 - Solution and Benefits

Solution

First WW PowerKVM Power8 signing of a large European MSP :

- •133 x S822L POWER8 servers sold for 1 M€
- Ubuntu PowerLinux
- PowerKVM Virtualisation
- Openstack Cloud infrastructure

Key Client Benefit

- POWER8 performance and scalability vs INTEL
- POWER8 saving costs compared to INTEL with better economics compared to VmWare/ usual solutions
- POWER8 enablement for new workloads

Why we Won and Lessons learned

- Strong IBM POWER8 and OpenPower Strategy & Roadmap (CAPI)
- OVH CEO and Sales team relationship : together in Google/OpenPower April announcement in San Francisco
- OVH CTO and Pre-Sales team relationship
- Continuous and day to day STG POWER Research Labs support : LTC Labs worldwide support, SWG performance labs support





Linux momentum is growing on Power Systems



An open ecosystem, using the POWER Architecture, to share expertise, investments, and server-class intellectual property to serve customers' evolving needs.



Linux Centers. Offering access to hardware technical support, porting assistance, demos, toolkits, hands-on labs Beijing | Austin | New York | Montpellier | Tokyo



Global Linux ISV Development

NEW. Power Development Cloud gives Linux developers who want to prototype applications access to Power

NEW. **50,000 new developers** from Ubuntu development community



Regional Ecosystem Initiative

- Recruiting key solutions: +Open Source Tools +Middleware
- +Industry Solutions

\$1B

in new Linux and open source technologies for IBM Power Systems.



PowerLinux combines the **unparalleled performance of Power Systems** with the **capabilities and cost effectiveness of Linux**.

IBM Power Systems are the ultimate systems for today's compute-intensive workloads, delivering:

- Dynamic efficiency, with intelligent, workload-based resource allocation
- Business analytics—optimized for big data and compute-intensive applications
- Enhanced compliance through automated, policy-based security

PowerLinux

Linux is a robust and uniquely extensible operating system built on open source innovation, delivering:

- Significant cost savings
- Uncompromising stability & security
- Industry-leading flexibility and performance
- Rich opportunities for innovation



PowerLinux integrates these two powerful technologies to deliver the highest levels of:

- Efficiency
 Availabilit
 y
 Security
 - Reliability
 - Scalability
 - •Cost savings





Summary

1. Linux on Power is financially attractive

TCA TCO

- 2. Linux on Power is technically attrative Performance RAS
- 3. OpenPOWER provides rich ecosystem
- 4. Choice of virtualization technology KVM PowerVM

ONE SIZE DOES NOT FIT ALL