IBM PROMOTIONAL EMAILS

I wrote the following three promotional emails for IBM. These emails were sent out to promote white papers related to IBM's Platform Computing and Elastic Storage products.

Email #1

HEADLINE: Overcome performance hurdles for cloud environments

SUBHEAD: Build high-performance clouds for a broad range of workloads with IBM Platform Computing

BODY TEXT:

As they cope with limited budgets and resources, variable workloads, and maxed-out data centers, many companies are turning to cloud services as a cost-effective solution for quick, on-demand capacity and shared production environments. But organizations are shying away from using cloud technologies for HPC and enterprise analytics. The difficulty of moving enterprise data on and off the cloud poses a significant performance challenge for most cloud environments.

The white paper, *Clouds for High Performance Workloads*, outlines the essential elements of cloud environments for HPC and big data. This report looks at the types of cloud deployments (public, private, or hybrid) being used by enterprises today, and examines how IBM Platform Computing solutions, including LSF, can be used to create dynamic, hybrid clouds with the power and capacity to meet high-performance demands.

SIDEBAR HEADLINE: How do you meet the performance demands of HPC?

SIDEBAR TEXT: Learn how to efficiently move data on and off the cloud with IBM Platform Computing solutions. Download the white paper today.

Email #2

HEADLINE: Achieve scalable, high-performance storage without sacrificing reliability

SUB-HEAD: IBM Elastic Storage provides scalability and performance for enterprise environments.

BODY TEXT:

With the emergence of Big Data, many companies are seeking a scalable, high performance storage solution that still meets the overarching criteria of RAS (reliability, availability, and service). As enterprises seek to manage petabytes of data and billions of files, they require storage that can easily scale to their high-capacity needs while still controlling costs. Parallel file systems are important technologies for scalability, but users seek the stability of a trusted enterprise provider.

IBM Elastic Storage is a high-performance enterprise platform for optimized data and file management. A "Swiss Army knife" for storage, it provides a cost-effective solution for many types of enterprise workloads and file types, including multi-tenant environments. Download the white paper, *Elastic Storage in the Enterprise*, to find out more.

SIDEBAR HEADLINE: A "Swiss Army Knife" for enterprise storage?

SIDEBAR TEXT: Discover how IBM Elastic Storage can optimize data management for many types of high-performance workloads.

HEADLINE: Build a multi-tenant environment for big data and more

SUB-HEAD: Control costs and complexity by bringing together big data and enterprise applications in a single environment.

BODY TEXT:

With multi-tenant platforms, companies can simplify complex workloads by allowing multiple users, groups, or departments to share applications on single clusters. This provides enterprises with substantial cost savings through shared use of software licenses and consolidation of infrastructure. But the delivery of big data and other high-performance solutions poses a challenge for multi-tenant environments. Where bandwidth or throughput is at a premium, it becomes difficult for big data and enterprise applications to operate on the same cluster without creating latency bottlenecks.

The white paper, *Building a Multi-Tenant Big Data Environment,* examines how clients such as USAA have used IBM Platform Symphony to establish successful, low latency multi-tenant environments for high-performance workloads. This report provides an in-depth look at the required components for establishing scalable multi-tenant platforms where big data and enterprise applications can operate side-by-side while still achieving optimal performance.

SIDEBAR HEADLINE: Who is using IBM Platform Symphony now?

SIDEBAR TEXT: Learn how companies are leveraging IBM's multi-tenancy solutions for big data and enterprise workloads.