

Healthcare Gets a Good Bill of Health from IBM and

NEED:

Healthcare is one of the largest non-profit healthcare integrated delivery organizations in the country. They provide inpatient and outpatient care, primary care, community health and wellness, workplace health, home health, community mental health, rehabilitation, long-term care, and hospice care to residents primarily in the greater ##### regions.

The radiologists in ####'s Radiology department needed to access patient data, review images, and share data quickly and efficiently. The quicker they see the images and other information they need, the quicker they can make a diagnosis, prognosis, and establish treatments for patients. #### had aging technology and performance issues that prevented the radiologists from providing timely information. They decided to upgrade their system, but their hardware was about five years old and couldn't handle the refresh. The solution to these problems was an entire infrastructure update to support their growing medical imaging requirements.

BACKGROUND:

is a Senior Account Executive for #####, an IBM Business Partner. He was being treated at #### for lymphoma cancer. #### uses Merge applications, which is why an article about IBM purchasing the Merge company caught his eye. You see Merge had lots of imaging software, and radiology imaging helped diagnose and treat #####'s lymphoma cancer at ####. #### also knew about IBM launching IBM Watson Health, so he did some research, familiarized himself with all of the pieces, and spoke to key people at ####. ##### was his largest client, and he knew they had plans to refresh their antiquated hardware before the end of 2015.

Assuming that the merger would go through, the IBM Storage Infrastructure Optimization (SIO) team and #### collaborated to determine the best route to convince #### to host their application on an all IBM platform in lieu of the tattered environment they currently had.

"I felt like this could be a huge deal for IBM and ##### to get out in front with the first customer opportunity to migrate from a competitive environment to an IBM solution." ~ **Name, Title**

STRATEGY:

This proposal had a chance only if the IBM/Merge deal was successful and if we could persuade #### to let us in the race. The SIO team and ##### met in #### with key executives in the Merge organization, even though the deal wasn't yet approved. We still thought it prudent to meet and get an understanding of the requirements of the Merge application's infrastructure and familiarize ourselves with how Merge did business with #### prior to the potential merger.

Next the Technical Teams reviewed the requirements and began to see how an IBM Storage and Server solution was the perfect alternative to the piece-meal solution that our competition, EMC, were pushing.

At this point IBM was not even in the running and #### had a deadline of end of 2015. The merger still hadn't occurred, but we continued undeterred by obstacles. We found out that Merge owned 80% of the US market for hospitals doing imaging for radiology and cardiology departments. When speaking with a top radiologist for ####, we also learned that this application was vital and that the current issue was they couldn't get the images fast enough. Speed was important, but they also needed the tools to view these images in several ways. The SIO team assembled the necessary IBM brand experts together and built a couple of prototype solutions that we thought might work for

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#####. Eventually, we settled on the IBM V7000 unified storage solution combined with a VeraStack server solution.

By this time the merger was complete, which opened the door for ##### and IBM to speak with key individuals involved in the ##### refresh project, letting them know we could provide a better infrastructure. We also looked to the future for #####, considering the possibility of ##### using IBM Watson Health, which would give them an enormous advantage in their industry. The idea of having a one stop shop for support and implementation for their application and infrastructure appealed to #####. They were also happy that the infrastructure we proposed would also set them up for future initiatives with the IBM Watson environment. It was at this point that ##### allowed IBM to participate as an active vendor pursuing the infrastructure refresh. Now we just had to convince ##### to adopt the IBM solution.

The #####, Merge, and local and SIO IBM teams collectively provided presentations about the technology and held architecture discussions to show how all the pieces fit together. Through presentations and workshops, we described how we could meet and exceed their expectations and eventually link their system to the IBM Watson Health portal when they were ready. They loved having that type of competitive advantage.

Last, we hosted a demonstration in #####'s lab to show how our proposed solution and data migration would work. We gave the client one single message even though we had multiple companies and teams working on this initiative.

“Partnership is key even though the IBM/Merge merger is still new. Don’t be afraid to reach out to IBM counterparts. Don’t be afraid to ask for help.”

~ NAME, TITLE

“Reach out to your Merge counterparts and partner early and often.”

~ NAME, TITLE

BENEFITS:

now has:

- A solution that provides peace of mind and is reliable as they grow their enterprise.
- An abundance of storage, more than double what they had before, so now they can store more information.
- The eventual ability to hook into the IBM Watson Health Portal for more data and analysis.

Our solution gave the radiologists:

- More tools and increased performance.
- The ability to view multiple images from multiple sources, which means they can diagnose and treat more efficiently and swiftly.
- Cognitive computing to make efficient, quicker diagnosis and catch cancer where it might be missed.

WHY IBM WON:

IBM won because our unified efforts produced one, customized solution that extends their landscape for future growth:

- We painted all components as one, creating a single cohesive strategy, message, and solution.
- We created a one-stop shop that included hardware, software, implementation, and support all under the IBM logo, which couldn’t happen with an EMC solution.

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- ##### was confident in our skill set and resources, so we had great credibility as a team.

agreed to be a show site for the VeraStack/Merge solution and are excited about being one of the early adopters of IBM Watson Health. We solved their technical problem and gave their business a wider landscape for the future.

“Don’t be afraid to tell the Watson story and get clients excited to use our technology for their future. This is more than just technology.”

~ **Name, Title**

SAMPLE

IBM Gives ##### Big Data Processing Capacity for their Genome Data Analysis

NEED:

was founded in 1853 and the main campus was dedicated in 1926. ##### is noted for its extensive research facilities, operating some 800 sponsored research projects funded by agencies such as the National Institutes of Health, the National Science Foundation, the National Endowment for the Humanities, and the National Aeronautics and Space Administration.

The ##### focuses on genome processing, which is mapping DNA for research to find cures for diseases. #####'s \$5M Dell cluster didn't have adequate aggregate memory for the genome processing. The data is so large that when they ran it on Dell clusters, all the jobs could not complete. Their analysis did not complete on the Intel servers either. ##### needed an innovative solution that could handle large memory processing to perform the genome data analysis.

STRATEGY:

The ##### researchers only wanted more systems; however, we realized that they didn't need more cores and memory to "do math." No, we needed to devise a total solution for #####. Our first initiative was convincing them that their problem could, indeed, be solved. We had briefings in ##### with their engineers to prove that Linux could handle the large memory processing. In #####, we produced a benchmark with measurable goals. In 6 hours and 22 minutes, we completed the run that they were never able to complete. After three days, the Dell system still had not finished the processing. We don't know if it ever did. **We did with 40 servers what 120 Dells couldn't do.**

We also realized that this solution needed more than just IT, so we got away from ##### IT personnel and their Dell culture; instead, we brought in IBM researchers to talk to ##### about science and research first. We wanted them to know that there were things **we could accomplish together in science**. We proved it and it was a bigger part of the IBM Reference Architecture, not just cores and memories. We sold science and big data computing together as a package.

"Prove the science with a benchmark"

~ Name, Title

"Use your System Architects"

~ Name, Title

BENEFITS:

- Genome process streamlined to produce the analysis in new record time through collaborative work with IBM Life Sciences team for PowerGene patented methodology
- Ability to adapt 40Tb CAPI-Flash large memory to previously unknown science and math problems.
- Innovative science and compute technology to collaborate with IBM
- SMT8 Parallel threading of Hadoop methodology

WHY IBM WON:

We recognized that just IT alone wasn't going to solve this problem. We combined a scientific conversation with a technology conversation and proved that our solution worked. Bringing our researchers to talk to theirs made a huge difference. We got our

PHDs talking to the ##### PHDs, which brought the conversation to a scientific level. We also brought in key IBM personnel:

- NAME was connected at the Alumnus level to the chancellor of the University.
- NAME at #### and NAME at IBM Research convinced them about our technology.
- NAME, our Systems Architect, has a degree in chemistry and kept the conversation about science, not cores and processors.
- Our IBM architect pulled together all four product streams into one solution, and the IBM Life Sciences team assembled a unique PowerGene method for the total system.

We pulled our science and technology resources together and worked as a team. AS A RESULT OF THIS WIN:

wants to partner with IBM for grants they want to acquire. Their proposals include IBM in the following initiatives:

- CANNOT LIST IN SAMPLE

SAMPLE