



## IBM System p for Oracle's Siebel Customer Relationship Management (CRM)

*IBM System p configuration and deployment examples for Siebel CRM*

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**The IBM® System p™ 570 server, offering innovative POWER6™ processor technology for Siebel CRM deployments**

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**POWER6 processor technology delivers improved energy efficiency with unique features designed to support high availability**

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**System p servers offer jaw-dropping performance, as demonstrated by leading in over 70 critical industry benchmarks<sup>1</sup>**

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**The IBM and Oracle® Alliance adds value and helps reduce risk**

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### Raising the bar

IBM System p hardware delivers a new level of performance to Oracle's Siebel CRM clients. The dramatic results of running Siebel CRM in a System p environment demonstrate the foundational strength of the IBM and Oracle Alliance. In 1996, IBM and Siebel began working together to create reliable solutions that deliver business value and provide a competitive edge for their clients and IBM and Oracle continue to work together. The powerful combination of System p and System Storage™ solutions offers a new performance standard for Siebel CRM deployments.

### IBM System p family

A reliable, scalable, resilient server infrastructure is critical for businesses that demand powerful, flexible, reliable and secure computing solutions. IBM System p technology is a smart choice for UNIX® and Linux® operating system-based servers running Oracle Applications. The System p family with 1- to 64-core scalability is competitively priced and designed with 64-bit IBM POWER5™ and POWER6 technology. This enables businesses to lower software, energy and space costs through performance leadership and system options that can have a dramatic increase in overall utilization. A choice of more than 8,000 IBM AIX® and Linux applications supports a broad array of business requirements. Models can be selected for specific workloads, from front-end application servers to back-end database servers.



## System p technology and virtualization leadership

System p POWER6 processor-based models are designed with sixth-generation IBM POWER™ Dual-Core Module technology. Add to that IBM's unique simultaneous multithreading technology which allows two application threads to be run at the same time, and it's easy to see why the System p server family delivers performance leadership. System p virtualization technology, called Advanced POWER Virtualization (APV), can dramatically increase server utilization and allow you to easily consolidate workloads. These features, optional on some models, enable you to do more than ever before with a single server, helping to reduce overall costs. APV allows multiple applications to be run simultaneously on AIX and Linux operating systems in separate, secure partitions using as little as one-tenth of a processor, allowing a reduction in the number of servers and peripheral devices needed. Some models in the System p product line offer Capacity Upgrade on Demand, a feature designed to scale processing power and memory to suit your business needs.

## It's a matter of choice

A reliable, scalable, resilient server infrastructure is critical for Siebel CRM deployments to succeed. And, an affordable server infrastructure can be a major contributing factor in achieving ROI in the shortest amount of time. IBM provides servers for Siebel CRM solutions that are affordable and at the same time among the most reliable and scalable servers on the market.

There are many factors that must be considered before choosing a server infrastructure: acquisition cost, ongoing cost, existing staff skills, coexistence with existing infrastructure, ease of integration with legacy applications, reliability and availability requirements and the ability to quickly expand without disruption are just a few of the considerations. IBM provides a wide variety of servers for many different needs. The right infrastructure may include mainframe database servers with UNIX operating system-based application servers. It may be UNIX operating system-based database servers with Intel® processor-based application servers. Or, it may be an entirely UNIX operating system-based solution. Any of these options are available from IBM along with the management capability so they work together – easily and at a potentially lower cost.

## A wealth of performance knowledge

The configurations shown in this document are based on a deep understanding of how Siebel CRM applications perform on IBM servers. Benchmarks give only limited insight into the performance of an overall solution. IBM has worked with our customers, our integration partners, our internal enablement team, Oracle's internal implementation team and the IBM Oracle International Competency Center to understand the requirements for successful deployment of a Siebel CRM environment.

## Configuration overview

The sample configurations shown in Table 1 are examples only and do not consider all possible parameters that could impact performance, as such they should not be used to size for a Siebel CRM application deployment. High availability configurations are available. Please contact your IBM representative for configurations specific to your application deployment needs.

## Siebel CRM System p configuration examples

Siebel CRM runs on the System p platform in a large spectrum of configurations, from the very small to the very large. Two configurations examples are shown here, one for the Mid-sized company market with 150 users and another for the Enterprise market with 1500 users. Both examples assume a 65% CPU utilization. These sample configurations illustrate the System p server resources required but may not address all the requirements of a Siebel CRM implementation.

	Mid-sized 150 Users	Enterprise 1500 Users
Web Server	p570 3.5 GHz, 2 cores 8 GB RAM	p570 3.5 GHz, 3 cores 5 GB RAM
Application Server		p570 3.5 GHz, 2.5 cores 28 GB RAM
Database Server		p570 3.5 GHz, 1.5 cores 18 GB RAM

Table 1. Siebel CRM 8 sizing example for Mid-sized and Enterprise scenarios

## Sizing Oracle's Siebel CRM for IBM System p

IBM and Oracle working together have developed a proven capacity estimation capability to aid in designing an optimal configuration for each specific Siebel CRM client environment. A detailed sizing estimate customized for your environment should be obtained from the IBM Techline Solution Sizing Team, accessible through your IBM or IBM Business Partner representative. In the Americas, you can download a questionnaire to start the sizing process from:

[ibm.com/erp/sizing](http://ibm.com/erp/sizing)

## The IBM and Oracle Alliance

IBM and Oracle have been working together to solve clients' business problems since 1986. The two companies have over 19,000 common installations ranging from small to very large enterprises. The combination of Oracle's application expertise with IBM's comprehensive portfolio of services, optimized hardware and storage has helped clients reduce their total cost of ownership and mitigate risk. IBM's service organization, the IBM Global Business Services, is an Oracle Certified Advantage Partner and has a proven track record with over 5,000 experienced professionals that have completed over 7,500 Oracle projects. IBM and Oracle continually enhance the alliance to ensure they are helping companies respond quickly to constantly shifting market conditions and client demands. This is accomplished via the delivery of industry-specific hardware and software solutions, optimized to the customer's environment. This brochure describes yet another such solution, the Siebel CRM applications running on the IBM System p platform.



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New Orchard Road  
Armonk, NY 10504  
U.S.A

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Oracle Corporation  
500 Oracle Parkway  
Redwood Shores, CA 94065

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<sup>1</sup>IBM System p benchmark leadership information available at: <http://www-03.ibm.com/systems/p/benchmarks/>