



**ROI ENGINE**  
Real-Time Investment Analysis

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## Server to MIPS Return On Investment Analysis

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**MOUNTAINS OF OPPORTUNITY**

***OPPORTUNITY ABOUNDS***

**WinterGreen Research, Inc.  
Lexington, Massachusetts**

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## Server to MIPS ROI Analysis and Forecasts, 2009-2014

LEXINGTON, Massachusetts (November 22, 2009) – WinterGreen Research announces that it has a new model driven analysis on server to MIPS ROI. The 2009 analysis has 11 pages of metrics driven off transaction size and type assumptions entered by the user. There are 460 proprietary workload size and type metrics associated with the various servers and 2000 different IT labor categories and geographies represented in this core module.

The server to MIPS ROI is a core module for 15 other of the models contained in the Enterprise 5 set of IT data center models. Worldwide markets are poised to achieve significant growth as application servers continue to benefit from the enterprise need to build out e-commerce sites that support a brand. The price for the core module is \$20,500 and for each separate accompanying model \$9,980.

The price for the entire set of models is \$68,500. ROI /TCO are essential aspects of decision making in the data center. This set of models prepared by independent analysts provides an essential guide to understanding all the variable costs that are associated with implementing automated process.

Distributed servers proliferate in the data center. As VMWare and other virtualization technologies take hold, there is a need to analyze the metrics associated with application platform decision making. This set of models permits IT managers and CFO organizations participate in the understanding of the costs in a realistic manner, taking into consideration all the metrics that might be associated with a particular situation.

The models can be used for chargeback to the line of business, for predictive analytics relating to the impact of Intel component and IBM Systems z technology roadmaps. e used to build a Web page and shopping cart for e-commerce. Application servers offer e-mail, chat, and phone for personalized web reach of product displays and shopping carts. Retailers can use application servers to manage e-commerce and service interactions over the Web using tools that support one continuous relationship. This expansion of application server capability vastly improves the reach of e-commerce sites.

The System z models and the distributed server models are provided in separate lists along with the benchmarking, workload metrics relative to size and type, and pricing that are appropriate for each particular model offered to the market.

ROI MODEL # RH21001315 11 Online Pages 460 Server Types

200 IT Labor Categories /Geographies

\$20,500 One Year Of Access

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Labor costs from around the world are provided, showing the cost by category and job description from 100 different countries. The models have a currency converter so the ROI can be looked at for different countries and geographies.

Server to MIPS ROI provides insight into shared workload metrics which are calculated to be \$8 per MIPS per day without looking at the shared workload impact and go down to at \$2.30 per MIPS per day when the shared workload value is calculated. Distributed servers operate at \$15 per GHz per day typically. The models provide a way for IT to use their own transaction volume numbers along with choosing the particular servers and System z that might be in their own configuration to develop a view of data center costs.

The system to MIPS ROI model is used to look at comparisons of different situations under different circumstances. The analyses are based on proprietary collections of real data from real clients. One example of the analysis of \$ per MIPS per day for z GHz vs. distributed server GHz is as follows:

One application:

System z	Server
Application cost per year	
\$ 85,306 cost	\$402,980 cost
3.2 GHz	40.5 GHz
Application cost per GHz	
\$ 23,707/GHz	\$8,592/GHz

Here you see that the cost per GHz is significantly lower for one application as intuition would dictate. However, the System z GHz runs a lot more efficiently, so ultimately the System z is less expensive. System z runs the application in 3.2 GHz while it takes 40.5 GHz to run the same application on a particular distributed server. Power and cooling savings are a big part of the System z efficiencies.

Ratio:

\$23,707 System z                      12.65\*\$8,592=\$124,584

## You Must Have This ROI Calculator

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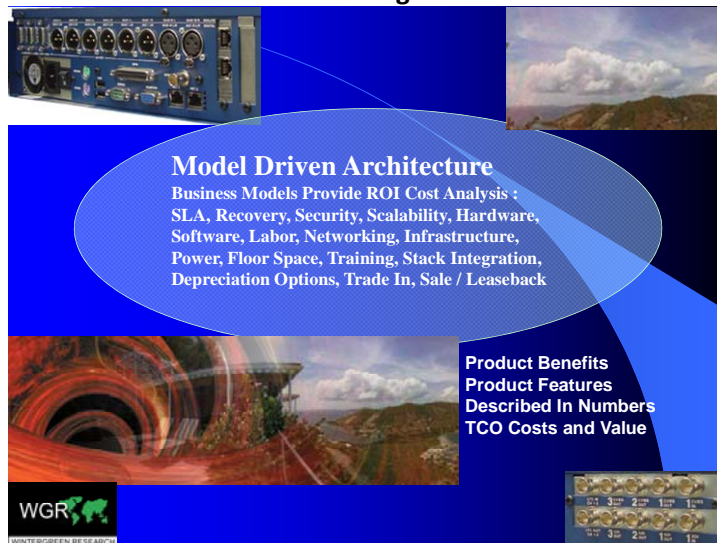
## Companies Offering Servers and Mainframes

### Market Leaders

IBM  
Hewlett Packard  
Dell  
Oracle / Sun  
Fujitsu / Siemens

## IT Labor Geographies

U.S.	Canada	Mexico	Switzerland	Denmark	Finland
Germany	Spain	Italy	Norway	Sweden	Ireland
U.K	Russia	Netherlands	Belgium	Egypt	United Arab Emrites
Japan	China	Korea	Taiwan	Indonesia	Australia
Brazil	Chile	Venezuela	Argentina	South Africa	France



**Model Driven Architecture**  
Business Models Provide ROI Cost Analysis :  
SLA, Recovery, Security, Scalability, Hardware,  
Software, Labor, Networking, Infrastructure,  
Power, Floor Space, Training, Stack Integration,  
Depreciation Options, Trade In, Sale / Leaseback

**Product Benefits**  
Product Features  
Described In Numbers  
TCO Costs and Value

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## IT Labor Categories

IT Manager	Capacity Planning Supervisor	Data Center Facility Administrator
VP - Chief Information Officer (CIO)	Change Control Supervisor	Data Entry Clerk
VP - Chief Financial Officer (CFO)	Computer Operations - Shift Manager	Data Security Administrator
Sr. Systems Engineer	Computer Operations - Shift Supervisor	Database Specialist
Program Manager	Manager - Database	Disaster Recovery Coordinator
Sr. Software Engineer	Manager - Data Communications	e-Commerce Specialist
VP - Information Services	Data Entry Supervisor	Forms and Graphics Designer
VP - Technical Services	Manager - Data Warehouse	Internet Developer
Director - I.T. Planning	Manager - Customer Service	IT Planning Analyst
Director - Production/Data Center	Manager - Office Automation Applications	LAN Applications Support Analyst
Director - Systems & Programming	Production Control Specialist	Librarian
Manager - Computer Operations	Production Services Supervisor	Network Control Analyst
Manager - Security and Workstations	Project Manager - Applications	Network Services Administrator
Manager - Network Services	Project Manager - Distributed Systems	Network Technician
Manager - Operating Systems Production	Project Manager - Network Technical Services	Object Visual Programmer
Manager - Production Services	Project Manager - Systems	Operations Analyst
Manager - Production Support	Supervisor - Hardware Installations	Personal Computer Specialist
Manager - Systems and Programming	Supervisor - Microcomputer Support	Production Control Analyst
Manager - Technical Services	Supervisor - Network Services	Programmer/Analyst
Manager - Training and Documentation	Voice/Wireless Communications Manager	Senior Network Specialist
Manager - Internet Systems	Webmaster	Software Engineer
Manager - Voice and Data Communications	Change Control Analyst	Systems Analyst
	Computer Operator	Systems Programmer
		Systems Support Specialist
		Technical Services Specialist
		Technical Specialist
		Voice/Wireless
		Communications Coordinator
		Web Analyst

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## **Server to MIPS ROI Analysis and Forecasts, 2009-2014**

### **REPORT METHODOLOGY**

This ROI model is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

Both transaction size and type have an effect on the cost and utilization of processing power. WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models. A further type of workload relates to web services invocations. Here the assumptions and values used in creating cost analyses models are based on measure of real workload and measurements made with great precision.

With respect to the value of workload offload, WinterGreen Research has worked closely with a variety of vendors, including Progress Software Data Direct and customers are referred to those models that leverage the Willhoit constant to provide accurate assessment of relative workload costs on System z vs. the zIIP and zAAP offload engines.

The models make extensive reference to existing published independent benchmarks. While these benchmarks are available as a reference in the models, the calculations in the models utilize WinterGreen Research benchmark adjustment variables to provide workload settings that account for differences in server and System z capabilities.

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There is a systematic use of parallel analyses of utilization and cost for the server and the System z pages. Each assumption on a server page has a parallel assumption on a System z page. Each calculation on a server page has a parallel calculation on a System z page. There are many different views of the information to make it useful for it analysts to understand the information being presented.

Some of the most popular views are \$ per MIP per day and \$ per CPU cycle (in GHz) per day. Another view of the data is a comparison of workload server GHz for an application as compared to system z GHz consumed for the same application. The analysis is then extended to provide a view of \$ per GHz for a particular server, and \$ per GHz for a particular system z model for a particular application and workload.

There are analyses of \$ per MIP per day and \$ per CPU cycles per day. There are calibration calculations that expose the values of the workload assumptions underlying all the calculations. There is a separate calculation section on every page that lists the calculation performed in order, the values and intermediate values of the calculation, and the words that describe the calculation in order that the calculations are performed. Many other user friendly aspects of the models contribute to a rigorous it financial analysis.

The variables and assumptions provided in the ROI models are based on extensive experience in providing ROI to large enterprise data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software and hardware businesses.

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## User Name Access

A user name provides access to all the pages in the Server to MIPS Calculator model. The user name provides the user with access to input fields on every page and the calculator button to create different versions of each page depending on the input values. The user name provides access to the assumptions that populate the different pages of the model with WinterGreen Research assumptions for each different server and System z outlined. The user name provides access to the scenarios button where by different people in the organization can create different scenarios, using different numbers, for later comparison and justification. The user name provides access to a print capability, which permits pages to be printed on a standard printer or into a PDF file for report creation and presentation. Up to 20 users names are provided with the access.

## Pricing

**\$20,500 First Year Of Access**

**\$4,100 Per Year Subsequent Year Of Access**

**Up to 20 User Names Included, \$80 Per Additional User Names -- One Time Fee**

## Server to MIPS Calculator, ROI Application Analysis and Forecasts, 2009 to 2015

### Table of Contents

#### SERVER TO MIPS CALCULATOR EXECUTIVE SUMMARY

### Scenario Based, Model Driven, Server to MIPS ROI Calculator



Current Scenario:  
Scenario 1 ▼ Go  
Scenarios  
Display Calc List  
Print  
PDF  
Calculate

Eight Pages of Navigation: Server to MIPS Navigate Pages: Currency: USD

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1. Customer Basic Profile
2. Application Workload Profile
- 2A. System z Workload Analysis Page
- 2B. Server Workload Analysis Page
3. Cost Overview
- 3A. System z Costs Page
- 3B. Server Costs Page
4. TCO Calculation Assumptions

Current Scenario: Scenario 1

Step 1. Capture Profile

Enter Name

Enter Organization

Enter Date

Backend System System z Server

## How the ROI Calculator Works




Choose Backend System DB2 IMS VSAM/CICS  
VSAM/Native BEA/Oracle WAS/Oracle SQL/Microsoft  
WAS/DB2

Choose System z From List of Enterprise Class and  
Business Class Models

Choose Server From List of Dell, Sun, Fujitsu, and HP  
Models

Create an Application Workload Profile

Use Built-in Workload Offsets For Different Types Of  
Workload

ROI Engine Login	
Username	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Sign In"/>	
<a href="#">Did you forget your ID or password?</a>	
Don't have an ID?	
<input type="button" value="Sign Up"/>	
ROI Solutions	
	<a href="#">Customized ROI templates</a> for your specific products and customer groups.
	<a href="#">Confidential ROI results</a> can be hidden from salesperson
	<a href="#">Learn more</a> about the WinterGreen ROI Web Service

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## What the ROI Model Calculates - Comparative GHz per Application

### Step 2. Application Workload Profile

#### Size Categories

Transactions and Invocations, Small, Medium, Large, Extra Large

Small (MQ or Swift message),

Medium (TPC-C Order Entry or Inventory Posting to a Database Transaction),

Large (TPC-E Large Brokerage Transaction),

Extra Large (Complex set of Linked Transactions)

#### Type Categories

Transaction Management (CICS)

Presentation Logic

Database Intensive

Web Service Invocations

Time Measurement

Timespan of Transactions and

Invocations (Hours)

#### System z Model Workload Analysis

System z Workload % GPP MIPS Used Total GPP MIPS Allocated GPP MIPS

Used (Actual) % zIIP MIPS Used Total zIIP MIPS Capacity zIIP MIPS Used

#### Navigate Pages:

1. Customer Basic Profile
2. Application Workload Profile
- 2A. System z Workload Analysis Page
- 2B. Server Workload Analysis Page
- 3A. System z Costs Page
- 3B. Server Costs Page
3. Cost Overview
4. TCO Calculation Assumptions

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### Server Model Workload Analysis

Server Workload % CPU Cycles Used Total CPU Cycle Capacity (GHz) CPU  
Cycles Used % Offload Cycles Used Total Offload Cycles Capacity Offload  
Cycles Used

### Server to MIPS Ratio

Server to MIPS Ratio # Production Servers Actual MIPS Used # CIM Servers  
Shared Workload MIPS Server to MIPS Ratio

## What the ROI Model Calculates - Comparative Cost per Application

### Step 3. Application Workload Cost Overview Profile

Model: Server\_to\_MIPS Cost Overview

System z Costs

MIPS Application Costs

MIPS Capacity Used - MIPS Capacity Used - Shared Workload

Proceed to System z Cost

Server CPU Cycle Costs \$

Total GHz for All CIM Servers

Number of CIM Servers

Proceed to Server Cost

Server to System z Cost Comparison

### Step 3A. System z Costs Page

Timespan of Invocations (Hours) 0.00027777 is the value for one second

MIPS Cost (GPP) Active Value Calculated Value

Cost Per MIP Per Day (GPP)

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MIPS Cost (zIIP) Active Value Calculated Value

Cost Per MIP Per Day (zIIP)

Total Allocated MIPS Capacity

Percent of Total Allocated MIPS Capacity

Percent of Workload Growth

MIPS Capacity Used Per Year - Actual

Shared Workload Offset %

MIPS Capacity Used Per Year - Shared Workload

MIPS Cost Per Day (GPP) / Working Days Per Year / MIPS Cost Per Year

Percent Change in Cost per MIP

Total MIPS Cost Per Year

### **Step 3B. Server Costs**

Cost of CPU Cycles Active Value Calculated Value

Cost of CPU Cycles Per Day / Cost CPU Cycle Usage Per Year

Percent Increase in Total CPU Cycle Capacity Per Production Server

Total GHz Per Production Server

Percent of Workload Growth / Workload CPU Cycle Usage Per Year (GHz)

Percent of Total CPU Cycle Capacity Used

Utilization Threshold

Number of Production Servers

Number of CIM Servers (Development, Test, Database, Backup)

Total GHz for All CIM Servers

CPU Cycles Cost Per Year

CPU Cycles Cost Per Year

Percent Change in Cost per CPU Cycle

Total CPU Cycle Cost Per Year

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## **Reliable ROI Analysis**

The WinterGreen Research **ROI Engine** is designed to deliver transparent, understandable ROI calculations. It is targeted to IT and financial directors and managers. It is for use by the sales force to show customers independent analyses of ROI based on the customer own numbers.

With over 30 years of experience in research and analysis of new technologies, WinterGreen Research has developed a unique ROI methodology and adaptable tools.

The system is built on models. Each model reflects the features and benefits of a product set. Each set of models can be customized so that a customer sees an analysis based on the unique situation of that company.

### **WinterGreen ROI Solutions allow users to:**

- ◆ Provide, independent, credible ROI calculations that are not sourced from the vendor
- ◆ Build a strong business case for IT application platform decisions
- ◆ Automate ROI analysis
- ◆ Dramatically shorten the proof of concept phase
- ◆ Make the IT data center decision process more efficient

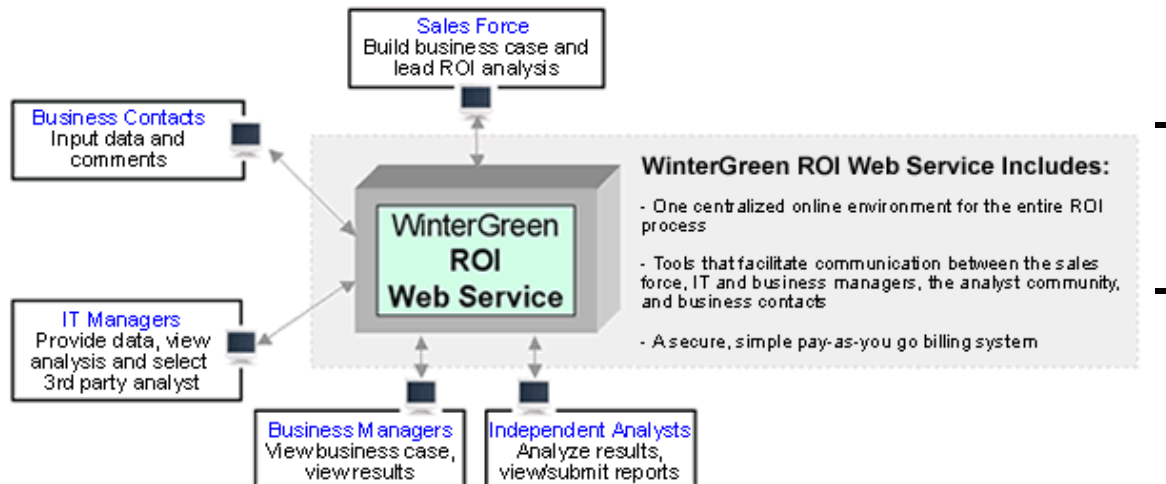
The ROI Process happens online in real-time, with all parties seamlessly connected to the ROI Engine through WinterGreen's ROI Web Service.

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## ABOUT THE COMPANY

**WinterGreen Research**, has a unique research strategy that relates to identifying market trends through reading and interviewing opinion leaders. By reading the electronic equivalent of 40 feet of paper, WinterGreen Research senior analysts can learn a lot more about markets, a lot faster than can be learned through expensive surveys and focus groups. Thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input. With a strong international market presence and a proven track record of reliable analysis and accurate market forecasts, Wintergreen Research offers comprehensive ROI

As product cycles have accelerated to six month time frames, forecasting accurately becomes an essential aspect of participation in technology markets. That is what WinterGreen Research is all about: looking at the input from reference accounts to provide accurate competitive analysis.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Internet and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports assess new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Market shares are looked at in the context of impact on ROI. Leading market participants are profiled. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

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## About The Principal Authors

**Ellen T. Curtiss**, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets, the top ten internet equipment companies, the top ten contract manufacturing companies, and the Top Ten Telecommunications market analysis and forecasts.

**Susan Eustis, President**, co-founder of wintergreen research, has done research in communications and computer markets and applications. She holds several patents in micro-computing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, mulit-processing, and electronic voting. She is the author of recent studies of the services oriented architecture SOA, Mid IR sensors, content management, mid size business middleware, worldwide energy markets, solar utility markets, solar technology markets, thin film battery markets, and webcam markets. She also writes about regional bell operating companies' marketing strategies, internet equipment, biometrics, a study of internet equipment, worldwide telecommunications equipment, top ten telecommunications, digital loop carrier, web hosting, web services, nanotechnology, and application integration markets. Ms. Eustis is a graduate of Barnard College.

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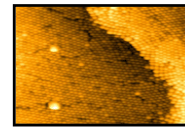
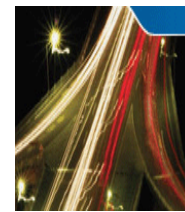
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- Switches
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- Servers
- Mainframes
- Blades
- Digital Loop Carriers
- APPLICATION SERVER
- DSL / Fiber
- Wireless Wireline
- Cable
- WiMAX
- Edge Equipment
- Video
- Satellite
- Audio



### Software Products:

- OS
- Middleware
- Application
- Security
- Identity
- AAA Radius
- Real Time Video
- Web Services
- Messaging
- Wrappers
- Biometrics
- Management Linux
- Wireless
- Music / Radio
- Search
- Video
- Web Services
- SOA / XML
- Content PKI

### Infrastructure

- IP Internet Based
- Cable
- Wireline Sonet
- Wireless 2.5 G, 3G, and 4G
- Wireless Data and Voice WiFi and WiMAX
- Grid Generating Equipment
- Stationary Fuel Cells
- Wind and Solar Generators

### Technology Products

- Micro Fuel Cell
- Stationary Fuel Cell
- Thin Film Batteries
- Wind Energy Generators
- Off Grid Systems Solar Energy Cells
- Nanotechnology Optical Modulators
- Campus Generators
- Micro Generators
- Fuel Cell Components

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2009-2014

**-ALL MODELS ARE AVAILABLE ON LINE -- THIS IS THE CORE MODEL --  
SEE OTHER BROCHURES FOR LIST OF OTHER MODELS**

ENCLOSED IS MY CHECK FOR \$20,500 FOR WEB SITE SERVER TO MIPS CALCULATOR MODEL - ONE YEAR OF ACCESS  
20% PER YEAR THEREAFTER, ASSUMPTION UPGRADES, WORKLOAD OFFSET UPGRADES, AND USER NAME ACCESS

PLEASE BILL MY COMPANY USING P.O. NUMBER \_\_\_\_\_

PLEASE CHARGE MY MASTERCARD/VISA/AMERICAN EXPRESS—[SEE WEB SHOPPING CART](#)

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE / ZIP \_\_\_\_\_

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