



IBM Digital Analytics Accelerator delivers a new high-scalability, on-premises web analytics solution

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At a glance

IBM® Digital Analytics Accelerator is a pre-packaged, web analytics solution that features proven, enterprise-grade IBM software and hardware. The solution is designed for:

Turn-key deployment - A complete solution, that is sized, configured, and tested for your on-premises installation

Data security - On-premises solution that keeps sensitive data behind your firewall, providing maximum data security

Scalability and performance - Ability to efficiently process and store massive quantities of web data and to efficiently manage large numbers of users

Flexible and granular analytics - Enables business and power users to deeply analyze web data by using ad-hoc reporting, filtering, correlation, drill-down, and other analytics

Open data architecture - A design that enables open access to the web analytics data store by other on-premises enterprise applications (for example, business intelligence (BI) and customer relationship management (CRM))

Overview

IBM Digital Analytics Accelerator is a new high-scalability solution for companies that prefer to deploy web analytics behind their own firewalls. The solution combines the benefits of IBM PureData™ System for Analytics and IBM Enterprise Marketing Management to:

- Provide a one-stop-shop offering that is comprised of the IBM Digital Analytics for On Premises software bundle, IBM System x® servers, and the IBM PureData System for Analytics data warehouse appliance, powered by Netezza® technology.
- Help security-conscious organizations with massive data volumes to efficiently capture, store, and analyze online analytics data in an end-to-end solution that is efficient to deploy, manage, and use.
- Help digital analytics users capitalize on the benefits of the PureData System for Analytics appliance to simplify IT efforts, lower costs, and gain high-scalability.

The IBM Digital Analytics Accelerator solution is a single-vendor, complete solution for running high-scalability digital analytics on premises that includes hardware, storage, database software, web analytics software, and installation services.

Key prerequisites

For details, refer to the [Technical information](#) section.

Planned availability date

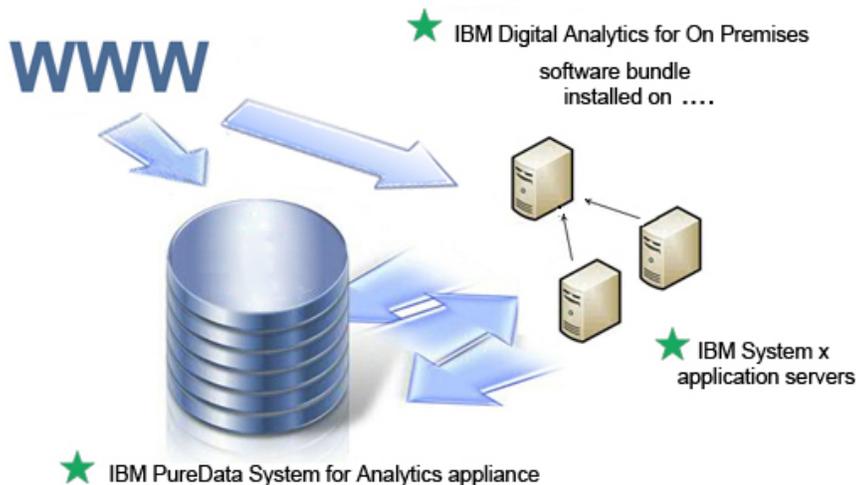
December 18, 2012: Orders will be accepted on the planned availability date:

Solution offering identifier: 5465-170

Description

The IBM Digital Analytics Accelerator is a pre-packaged, complete on-premises solution that includes the following IBM products:

- IBM Digital Analytics for On Premises software bundle installed on high-performance, IBM System x application servers
- IBM PureData System for Analytics data warehouse appliance, powered by Netezza technology.



IBM Digital Analytics for On Premises software bundle

IBM Digital Analytics for On Premises is the core, web analytics software component of the Digital Analytics Accelerator solution. Digital Analytics for On Premises is created for marketers and analytics experts. It is a next-generation, web analytics product built to meet your current and future online analysis requirements.

The distinguished capabilities of Digital Analytics for On Premises include the following:

- Comprehensive and flexible reporting: Enables configuration of digital analytics dashboards, reports, and performance metrics to fit the needs of any business by combining out-of-box and custom reporting dimensions, data filters, and metric calculations.

- Role-based user interface: Adapts to all user types to enable self-service access to any dashboard or report, from personalized metrics to advanced ad-hoc, visitor-level analysis.
- Individual visitor-level data that is always available: Data at the most atomic level is always available for drill-down, ad-hoc analysis, and auditing of metrics. There is no need to buy additional product modules.
- Open data architecture: It is designed as a single application with an open data architecture to provide a strong core for data extension and integration with other complementary technology partners and marketing solutions.
- Operational dashboards and management controls for administrators: Effectively serves a large number of enterprise users.
- Horizontal scaling design that includes load balancing capabilities: Enables the system to retain quick response times to support large numbers of simultaneous, web analytics users.
- Metadata store that is based on IBM DB2® database software: Reliably stores all configuration settings that Digital Analytics for On Premises needs for its operation.
- IBM Enterprise Marketing Management suite integration: Individual visitors or segments can be selected for immediate inclusion in outbound or inbound marketing campaigns and programs.

IBM System x application servers and hardware

Another component of the Digital Analytics Accelerator solution is IBM Systems x servers. The Digital Analytics for On Premises software bundle is installed on multiple System x application servers to achieve a high-performance, load-balanced, clustered-server environment. The System x servers offer the outstanding balance of uptime, performance, flexibility, density, and cost efficiency required for business-critical workloads.

Different configurations and cluster sizes of IBM Systems x servers are utilized to scale the solution to the data volume requirements of solution customers. The System x servers are provided as complete, pre-packaged hardware setup that includes servers, networking, storage, management, and infrastructure component such as racks and power supplies. The tested System x hardware components lower the risk and minimize the time needed to deploy the Digital Analytics Accelerator solution. IBM PureData System for Analytics data warehouse appliance

The data warehouse appliance is the data management component of the Digital Analytics Accelerator solution. It warehouses all digital analytics data that is collected and analyzed by Digital Analytics for On Premises. The PureData System for Analytics system is a purpose-built, standards-based, data warehouse appliance that architecturally integrates database, server, storage, and advanced analytic capabilities into a single, easy-to-manage system.

PureData System for Analytics is designed specifically for running complex analytics on large data volumes that are orders of magnitude faster than alternative solutions. It delivers the proven performance, value, and simplicity that organizations need to dive deep into their data.

By using the PureData System for Analytics appliance as its data management component, the Digital Analytics Accelerator solution enables high performance. The Digital Analytics for On Premises software influences data store and database processing to collect digital analytics data, enhance it into analytics-ready information, and generate reports and analysis based on that data.

The distinguished capabilities of the PureData System for Analytics appliance include the following:

- Scalable performance - Delivers scalable high performance of complex analytics and BI at petascale.
- Designed for high usage - Supports thousands of users and complex mixed workloads.

- Flexible embedded analytic environment - IBM Netezza Analytics supports multiple languages, frameworks, and tools.
- Simplified analytic development - Ready-to-use parallelized analytics does not require complex parallel programming.
- Blade-based streaming architecture - Incorporates commodity blades and storage combined with patented Netezza technology of data filtering using field-programmable gate arrays technology.
- Appliance simplicity - Design is intended to dramatically simplify your data warehouse and analytics infrastructure because the appliance is simple to deploy and manage.
- Application integration - Delivers compatible with market-leading analytic and BI tools, applications, and infrastructure.
- Standard interfaces - Supports industry-standard interfaces for database access.
- Reliability and availability - Provides enterprise-class reliability and availability.
- Green, economical to operate - Has low power and cooling requirements in a compact footprint.

Different configurations of the PureData System for Analytics appliance are utilized to scale the solution to meet the data volume requirements of solution customers.

Accessibility by people with disabilities

A U.S. Section 508 Voluntary Product Accessibility Template (VPAT) containing details on accessibility compliance can be requested at

http://www.ibm.com/able/product_accessibility/index.html

Product positioning

IBM Digital Analytics Accelerator is an enterprise-level, on-premises web analytics solution that features pre-packaged hardware and software. Data security requirements of large organizations in regulated industries frequently demand an on-premises web analytics solution that can deliver performance and scalability. The Digital Analytics Accelerator solution is uniquely positioned to address the performance, implementation, and support issues of customers with high data volumes and on-premises security requirements.

Reference information

For information about IBM Digital Analytics for On Premises, refer to Software Announcement [212-518](#), dated December 18, 2012.

For information about IBM PureData System for Analytics, refer to Software Announcement [212-418](#), dated October 09, 2012.

For information about IBM System x3550 M4 servers, refer to Hardware Announcement [112-140](#), dated August 21, 2012.

Availability of national languages

The Digital Analytics Accelerator solution is made of up component products, each of which has its own national language support (NLS) capabilities. The solution does not have separate NLS capabilities. For details about the national language support provided by each product, refer to the component announcements listed in the [Reference information](#) section.

Publications

Publications for component products of the Digital Analytics Accelerator solution can be accessed from the Support Portal home page.

<http://www.ibm.com/support>

From the Support Portal home page, specify a component product, for example: IBM Digital Analytics for On Premises. Find documentation on the Documentation tab.

Offering information

Product information is available via the Offering information website

<http://www.ibm.com/common/ssi>

Technical information

IBM Digital Analytics Accelerator includes software and hardware that is assembled, installed, and tested at the factory and delivered to the customer as a pre-packaged solution.

Solution operating environment

Software

The solution software is the Digital Analytics for On Premises software bundle, which also includes Red Hat Enterprise Linux™ and Apache HTTP Server.

Hardware

The Digital Analytics for On Premises software bundle is pre-installed on IBM System x servers. The number of application servers required varies by solution size.

Database technology

The solution operates exclusively with the IBM PureData System for Analytics data warehouse appliance, powered by Netezza technology. The appliance configuration varies by solution size and includes highly fault-tolerant hardware, database software, and storage.

The IBM PureData System for Analytics appliance uses Netezza database technology and does not support alternative relational database software.

Solution planning information

Packaging

The IBM Digital Analytics Accelerator solution sizes and their hardware configurations vary for each customer installation. The solution size recommended is based on customer server data volumes, as measured by million monthly interactions (MMI).

Solution sizes (small to extra large) are built from the following hardware and software components or their later equivalents. Ordering systems provide a certified list of solution components.

The following is a list of the principal hardware and software components of the solution.

- IBM PureData System for Analytics N1001 series data warehouse appliance
- IBM System x3550 M4 application servers
 - Intel™ XEON E5-2680 processors (16 total cores)
 - 600 GB 10K SAS drives (4-Disk RAID 1 for master node, 2-Disk RAID 1 for slave nodes)
 - 64 GB RAM
 - 10 GB Ethernet ports
- Digital Analytics for On Premises V1.0 software bundle
 - Digital Analytics for On Premises V1.0
 - Red Hat Enterprise Linux V6.2
 - Apache HTTP Server V2.2

Customer-provided hardware

The solution hardware does not include data collection hardware, for example, page tag servers. If using page tag servers for data collection, customers must provide servers, along with any associated hardware, for example, external storage devices for archiving page tag server log files.

Security, auditability, and control

The solution uses the security and auditability features of the host hardware or software. The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Terms and conditions

The IBM Digital Analytics Accelerator solution can be ordered through the Sales Transaction Hub, which will administer the solution under the **Solution Supplement (Z125-8946), Solution Description, and Solution Schedule** (customized, based on solution size selected by customer).

Other terms and conditions that may govern the IBM Digital Analytics Accelerator solution are contained in applicable contract documents such as the IBM International Customer Agreement, IBM Customer Agreement, IBM International Program License Agreement, IBM International Passport Advantage® Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

The Sales Transaction Hub uses the Solutions Supplement to aggregate the required contractual terms for solution component products, which are licensed under the terms and conditions of their individual licensing agreements.

Ordering information

Sales Transaction Hub is the standard mechanism available to sellers for quoting and ordering IBM Digital Analytics Accelerator solution. Sellers should work with their IBM representative to order the solution.

The solution is sold as a set of product components through a single Solution ID. Solution size varies from small to extra large to support variable customer data volumes. Data volumes are measured by million monthly interactions (MMI) based on program server calls. MMI tiers are used to create small to extra large solution sizes.

Pricing for individual product components varies by solution size.

Solution name	Solution ID
IBM Digital Analytics Accelerator	5465-170
Small	
Medium	
Large	
Extra large	

Services

Onsite and technical services are not included as a part of the solution. Onsite services and technical services for the solution are available under a separate statement of work.

For example, a separate statement of work is required for software services to customize implementation of web analytics reports based on customer requirements.

Example solution configurations

The hardware models and software versions listed might not be those used in built solutions, if later models or versions are available in ordering systems. Similarly, the block tiers listed for the million monthly interactions (MMI) charge metric are examples and might not match actual tiers in ordering systems.

Small solution

Digital Analytics for On Premises V1.0 software bundle -- Estimated Million Monthly Interactions: up to 250 MMI
Number of System x3550 M4 application servers: 3
Database appliance: PureData System for Analytics N1001-002

Medium solution

Digital Analytics for On Premises V1.0 software bundle -- Estimated Million Monthly Interactions: up to 500 MMI
Number of System x3550 M4 application servers: 5
Database appliance: PureData System for Analytics N1001-005

Large solution

Digital Analytics for On Premises V1.0 software bundle -- Estimated Million Monthly Interactions: up to 2000 MMI
Number of System x3550 M4 application servers: 9
Database appliance: PureData System for Analytics N1001-010

Extra large solution

Digital Analytics for On Premises V1.0 software bundle -- Estimated Million Monthly Interactions: up to 3000 MMI
Number of System x3550 M4 application servers: 17
Database appliance: PureData System for Analytics N1001-020

Prices

Sales Transaction Hub is the standard mechanism available to sellers for quoting and ordering IBM Digital Analytics Accelerator solution. Sellers should work with their IBM representative to order the solution.

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Financing offering and capabilities

Terms and conditions

Monthly payment

Number of months

For more financing information, visit

<http://www.ibm.com/financing>

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