

# *Softwarelösungen im z/VM, z/VSE und Linux Umfeld*



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***Thinking Beyond Today***



***Globalization and Globally Available Resources***

***Billions of mobile devices accessing the World Wide Web***



***Real-time data streams and Information sharing***



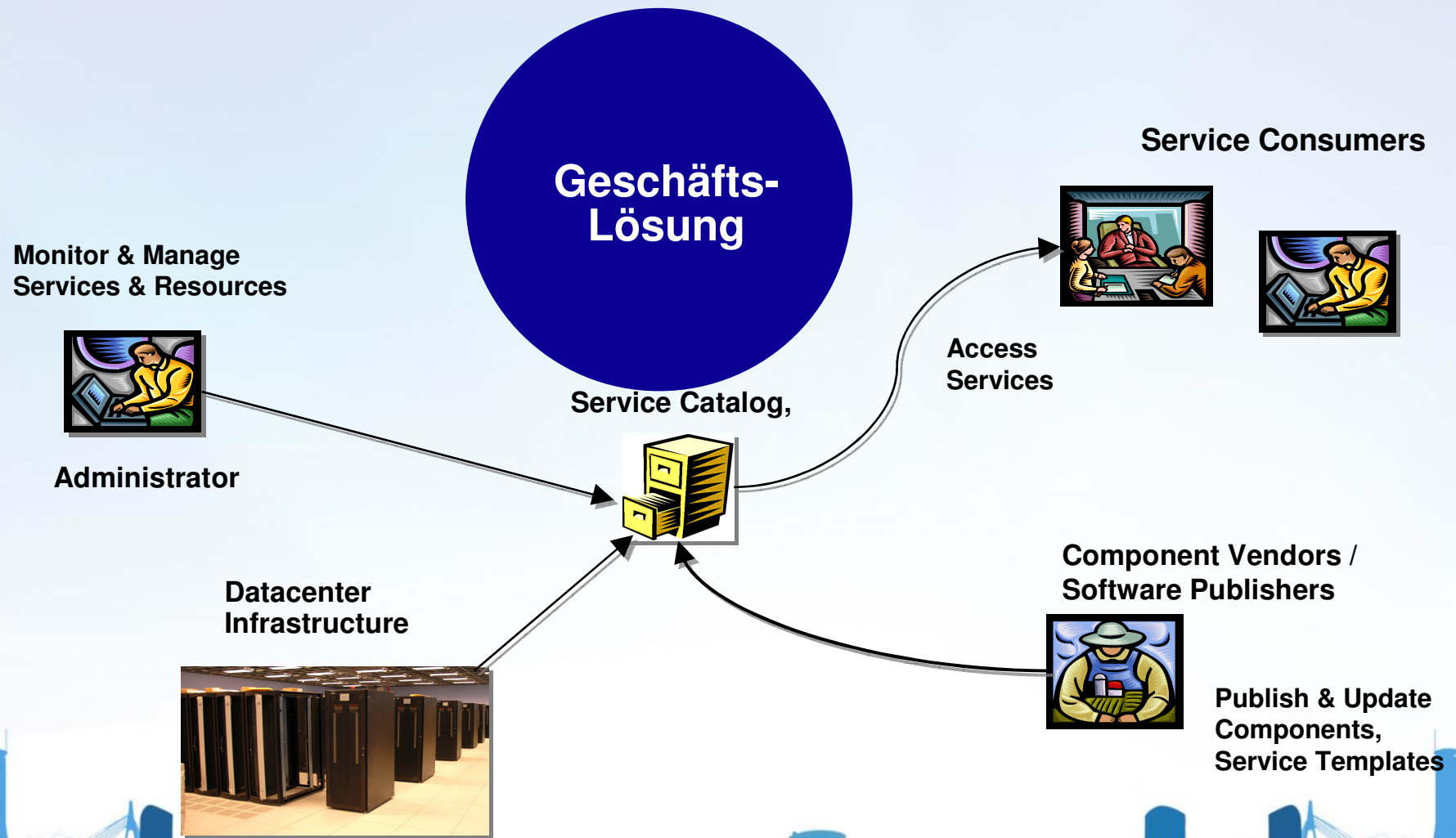
**Geschäfts-Lösung**



***Rise of social networking and social computing***



# Erhöhung der Dienstleistung der IT ist oberstes Ziel !





# IBM zEnterprise

The integration of System z and distributed technologies into a revolutionary combination



- Unifies resources, extending System z qualities of service across the infrastructure
- Install, Monitor, Manage, Optimize, Diagnose & Service

## IBM zEnterprise

- The industry's fastest and most scalable enterprise server
- Ideally suited for large scale data and transaction serving and mission critical enterprise applications



## IBM zBX BladeCenter Extension

### Application Server Blades

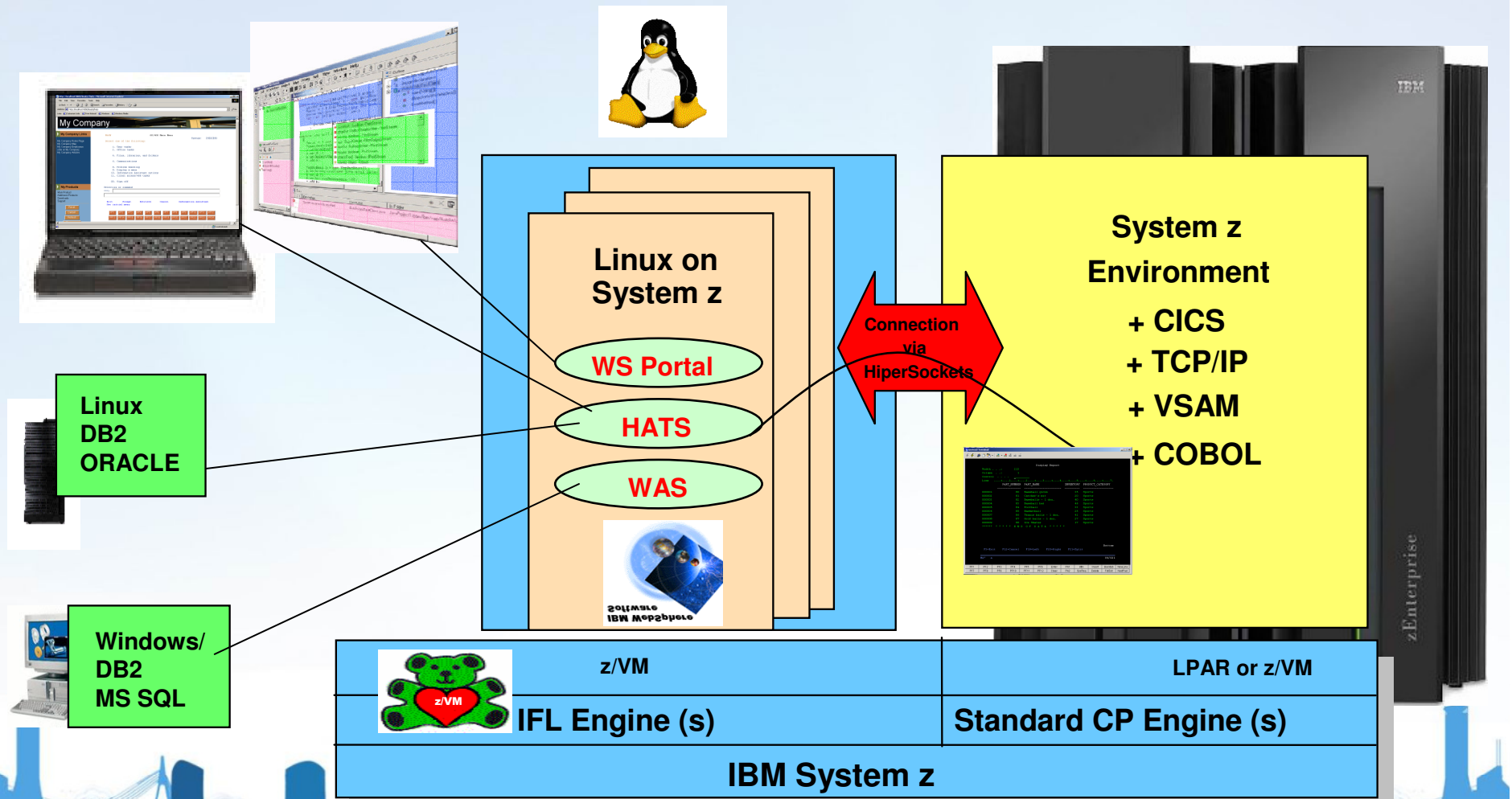
- Runs applications unchanged and supports what you know. Logical device integration between System z and distributed resources

### Optimizers

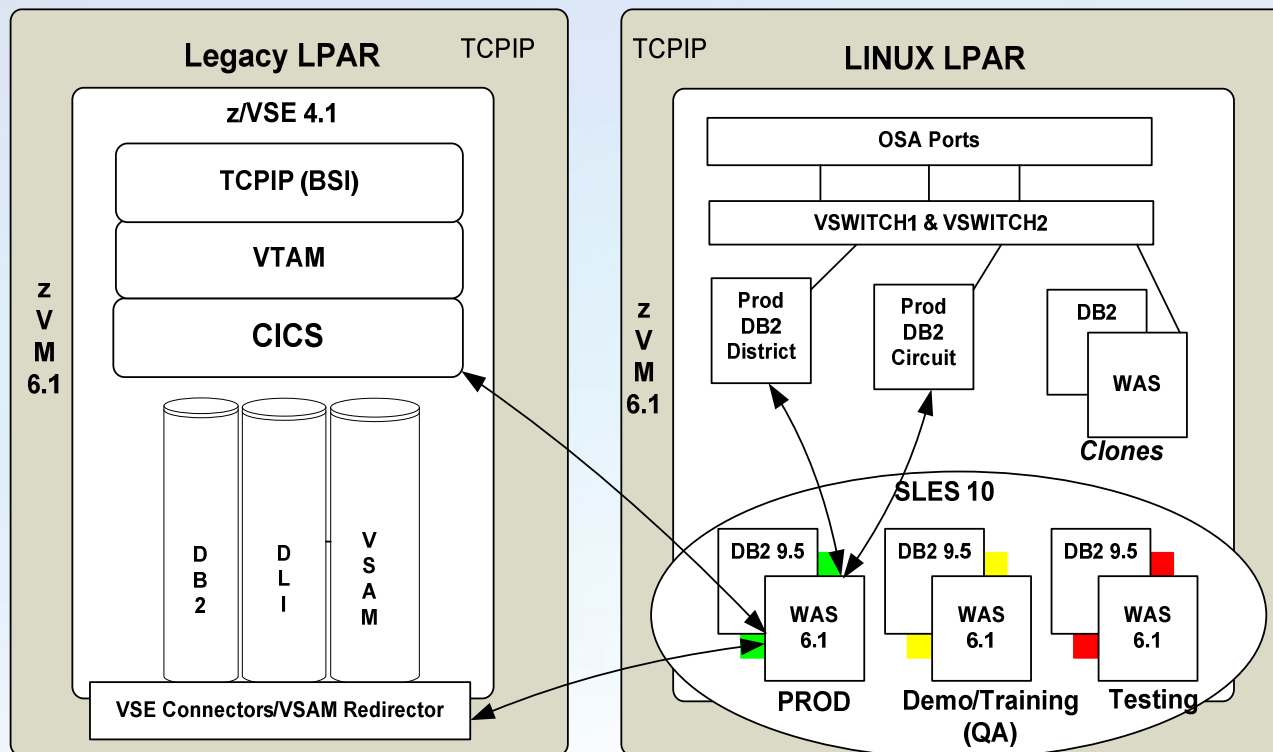
- Workload specific accelerators to deliver significant performance and/or lower cost per transaction

# Scenario 1: Linux on System z as Central Access Hub

Web enable, improve interface, simplify, extend existing applications



# Supreme Court of Virginia 10/2010



- 1 + 1 z10 BC L02
- 2 + 2 CPs
- 5 + 5 IFLs
- 112 + 112 GB memory
- 2 + 2 z/VM V6.1 LPARs
- 8 + 4 z/VSE V4.1 guests
- 73 + 24 SLES 10 SP2 guests
- WAS V6.1, DB2 V8.2, DB2 V9

## ■ z10 BC L02 for Court System (internal)

- Serves 325 courts, 5.000+ users, 4.2 million new cases in 2009
  - Integrating z/VSE, DB2/UDB and WebSphere applications
  - eMagistrate\* system serves 125 locations, 2.800 trans per day
- \*2007 ComputerWorld Honors Program Laureate*

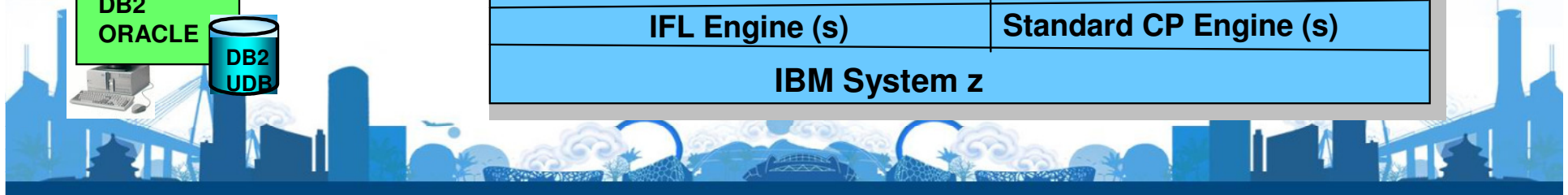
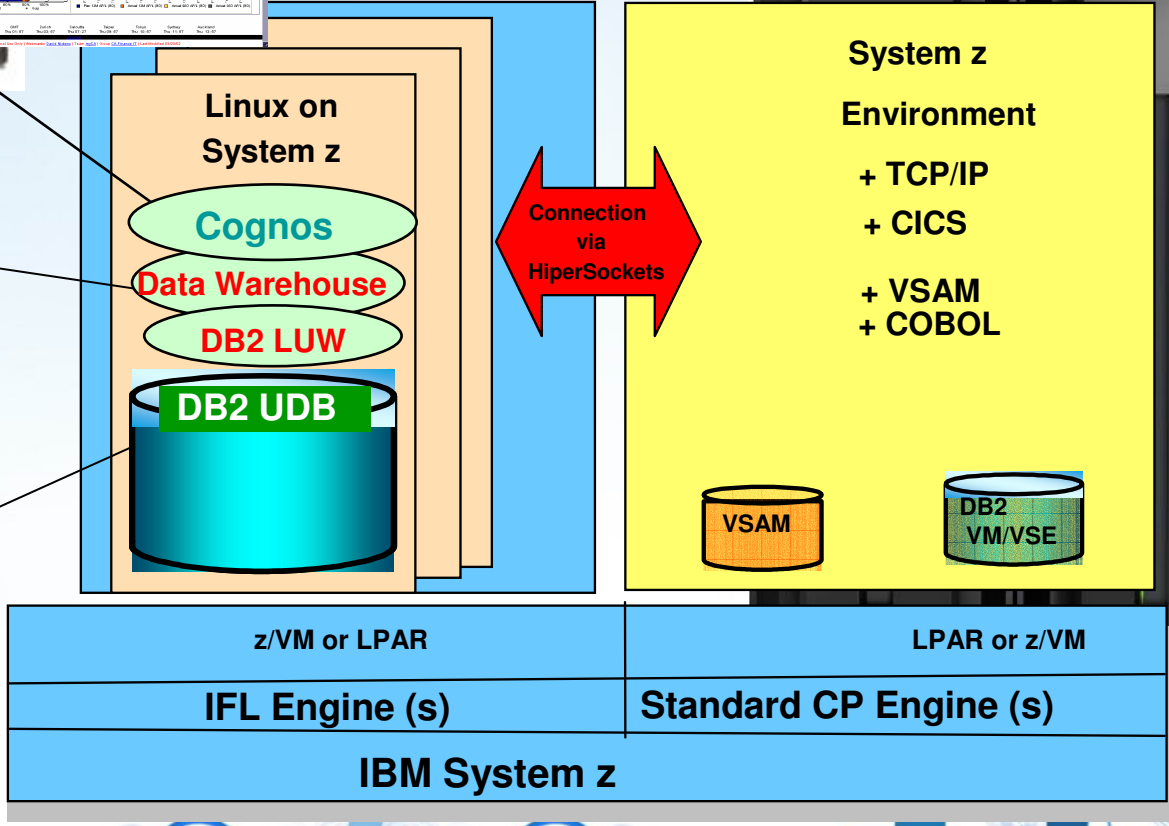
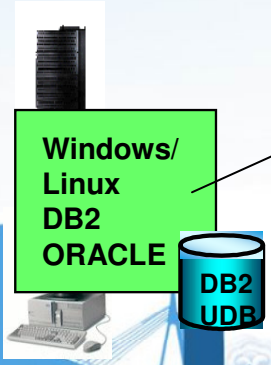
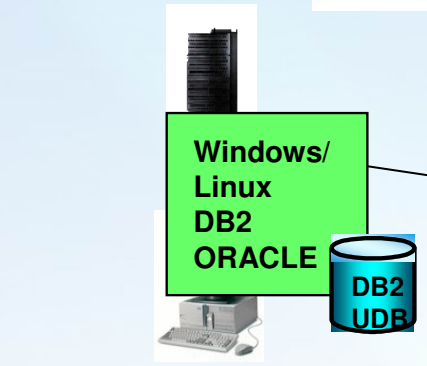
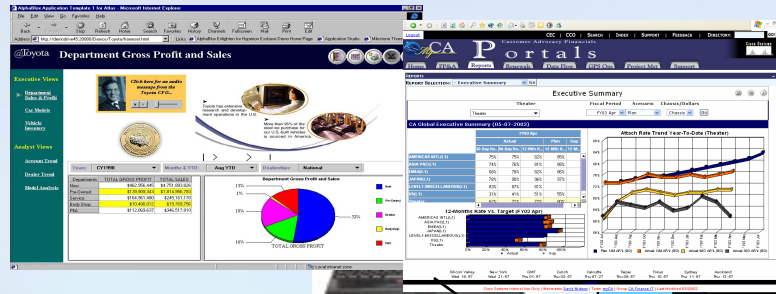
## ■ z10 BC L02 for Internet

- eCommerce application integrating z/VSE and WebSphere apps



# Scenario 2: Linux on System z as data hub

Consolidate, Integrate, Evaluate, Decide,  
Base for Business Intelligence (BI)





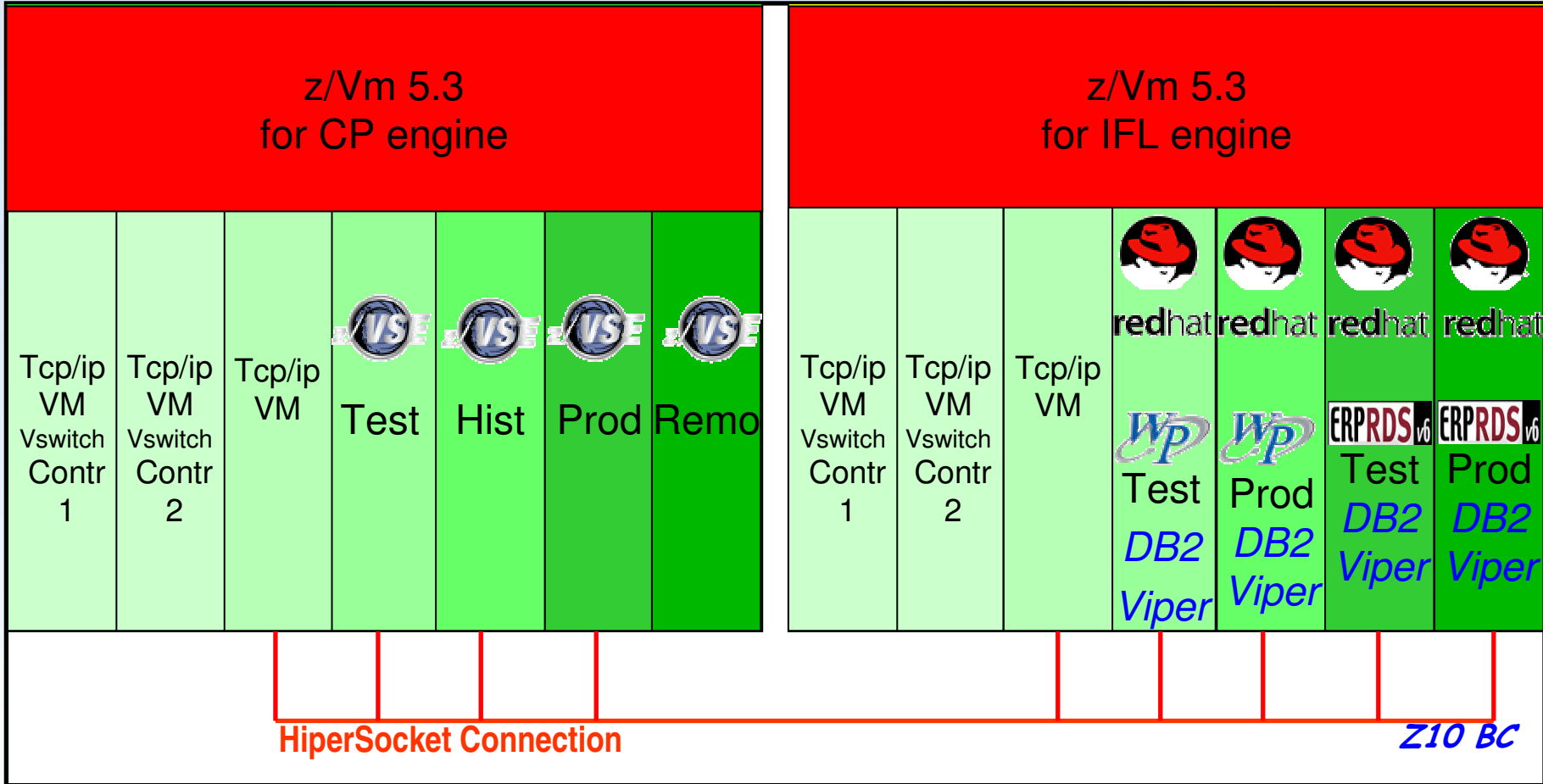


# Olio Carli

The Leading Producer of Premium Olive Oil sold directly to Consumers



## Internal Connections



Olio Carli, Italy - the Leading Producer of Premium Olive Oil sold directly to consumers



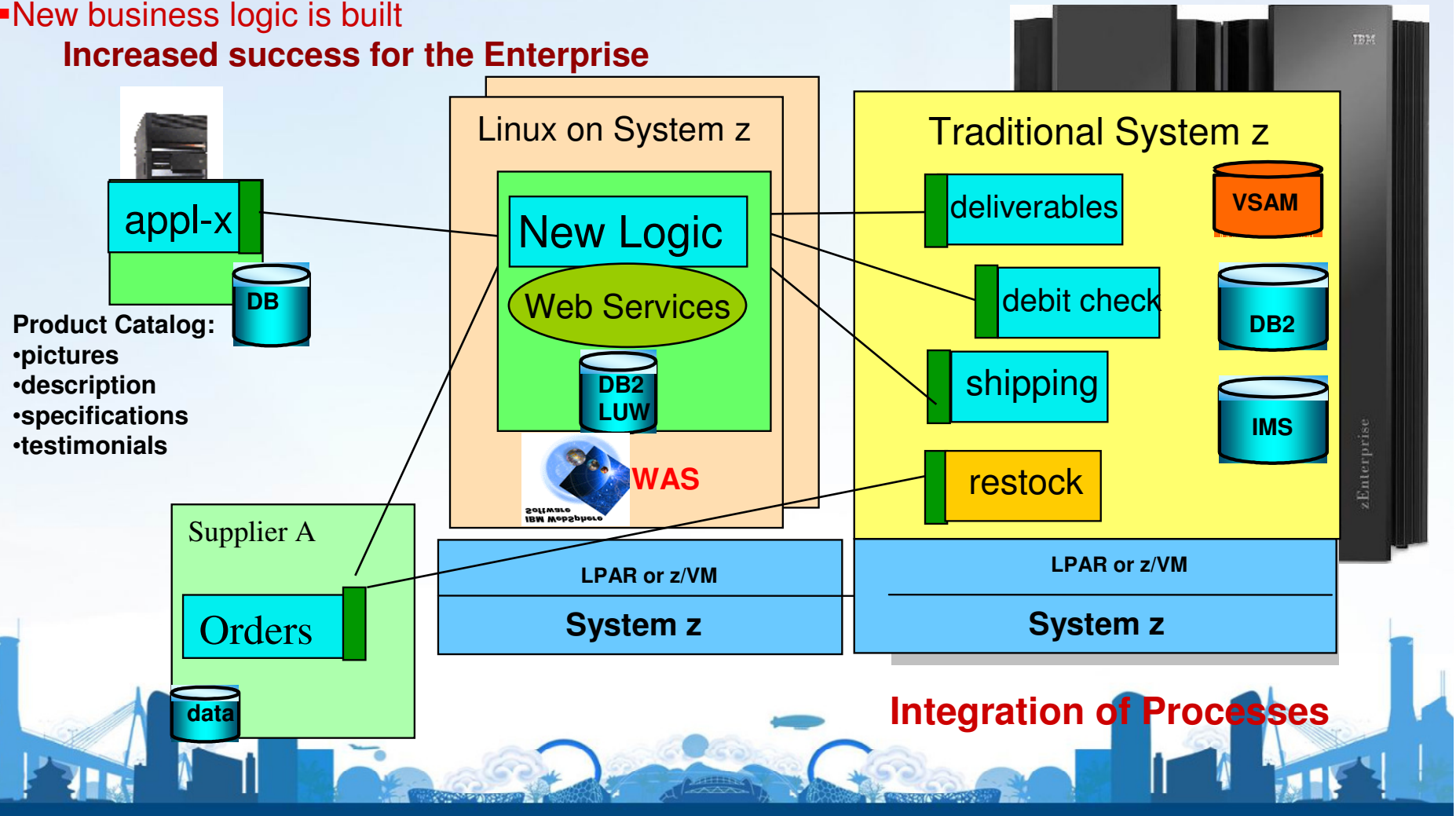


# Scenario 3: Service Oriented Architecture (SOA)

– the way to new applications and processes

- Applications look the same for all users
- Core applications can be enhanced with an interface (independent of their language, COBOL, ASM, PL/I, Java, C#)
- New business logic is built

**Increased success for the Enterprise**



**Integration of Processes**



## Guaranteed application uptime to SaaS customers



Triple digit growth

69,000 users

6800 Companies

Transaction volume

SaaS customers

## BENEFITS to Clients

Comparison to Distributed



*"Our business and reputation rest on promising a fast, reliable and secure service to our clients," said Peter Flanagan, CEO of Transzap. "We're a small company but our transaction data volumes are growing upwards of 100 percent, annually. We couldn't trust our business to any competitive product other than the IBM System z."*

## Superior Scalability and Availability

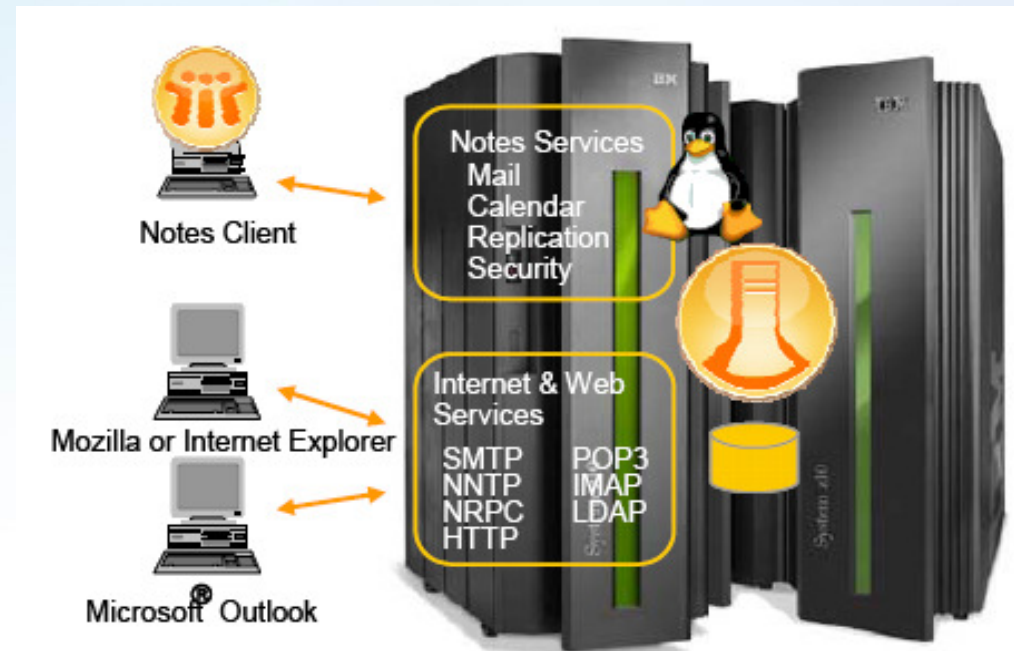
Transzap offers its customers a suite of financial tools delivered via Software-as-a-Service model. It operates Oildex, an ePayable system and digital data exchange.

# Scenario 4: Linux on System z as Collaboration Hub

## ▪ Mail

- Lotus Domino for Linux on System z
- ISV products such as :
  - Bynari,
- Open source products:
  - Exchange4Linux, Evolution, Kroupware, OpenGroupware, Postfix, sendmail
- Asterisk- manages telephone calls, mails

*Where is the DNS Server ?*



# Winnebago Industries



## Slashing e-mail costs and administration time

### Business challenge

One of the country's leading manufacturers of recreational vehicles, Winnebago Industries, **was using an outdated e-mail system.**

Winnebago needed to replace its e-mail system with one that could handle thousands of users.

### Solution

Winnebago Industries chose a solution from Bynari, Inc., an IBM Advanced Business Partner, Insight Server on the Linux operating system running on the company's existing IBM System z™ mainframe.

Insight Server is a [Linux operating system-based e-mail solution that runs on all IBM platforms and can handle thousands of users.](#) It includes anti-spam and anti-virus protection, backup and recovery software and a complete statistics tool to monitor performance.

### Benefits

- Slashed e-mail serving costs by 80 percent
- Reduced e-mail management time by 50 percent
- Enjoyed nearly 100 percent email availability

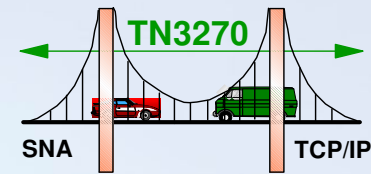
*“Winnebago Industries is a 24/7 shop so it's critical that their e-mail is up all the time — and that's where Linux really shines.”*

*— Hyun Kim, President,  
Bynari, Inc*

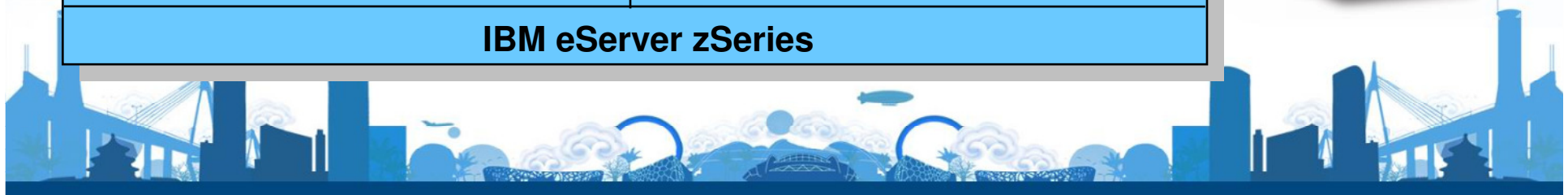
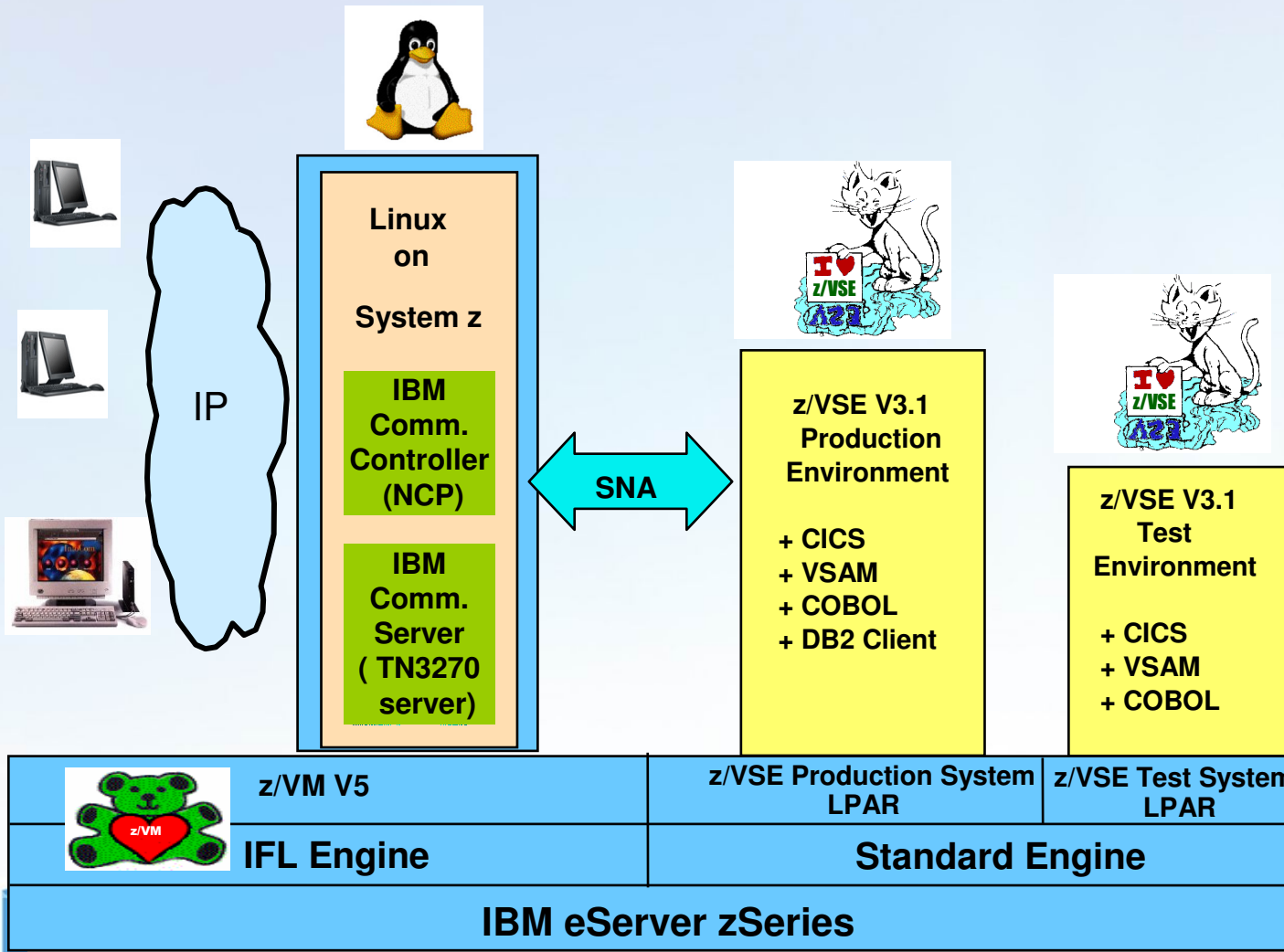


# Scenario 5: Network Infrastructure Simplification

## 374x (NCP) and TN3270 network replacement

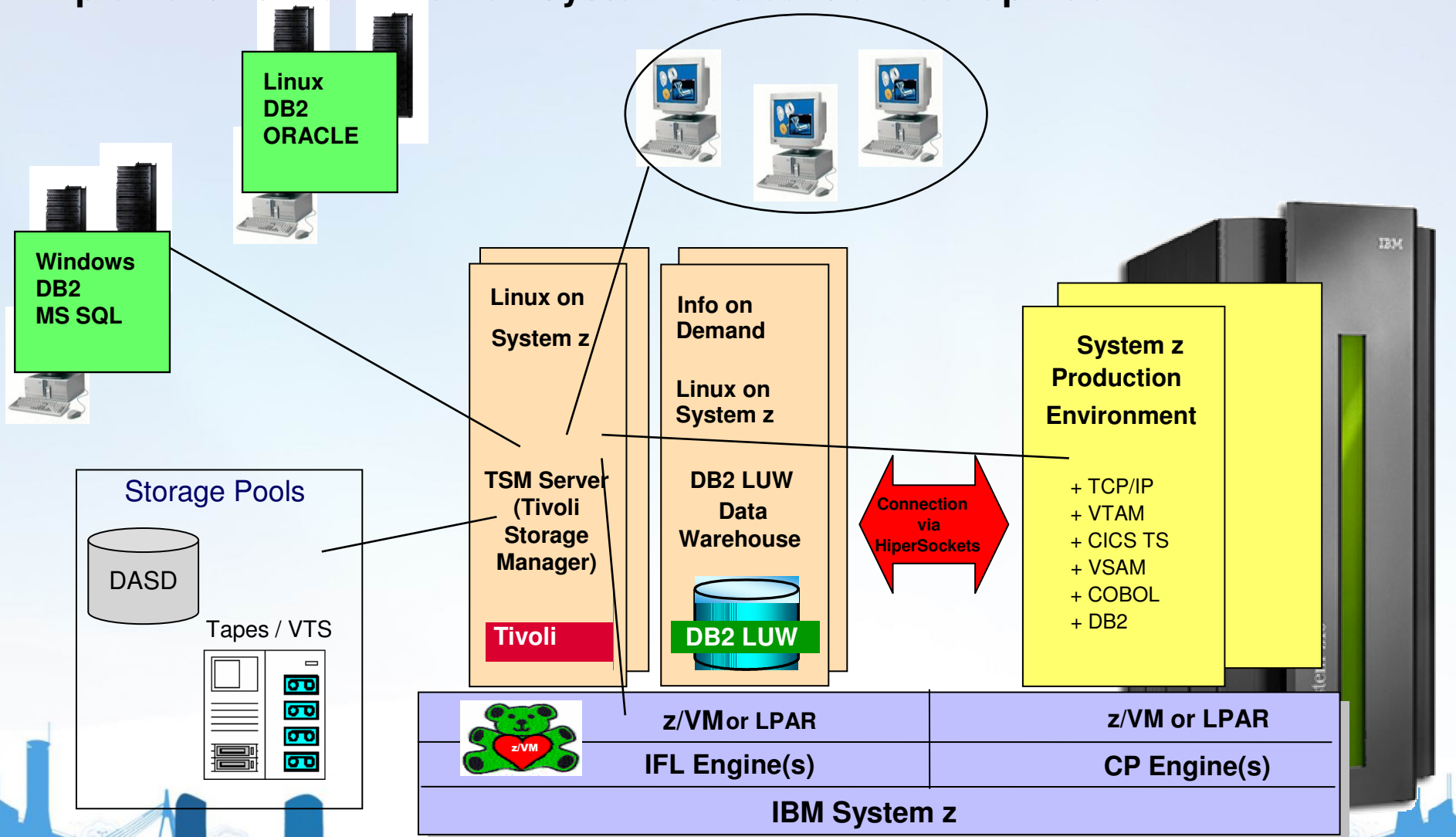


Easy, high-value transition



# Scenario 6: Linux on z as Enterprise Backup Hub

## Implement TSM on Linux on System z as central Backup Hub





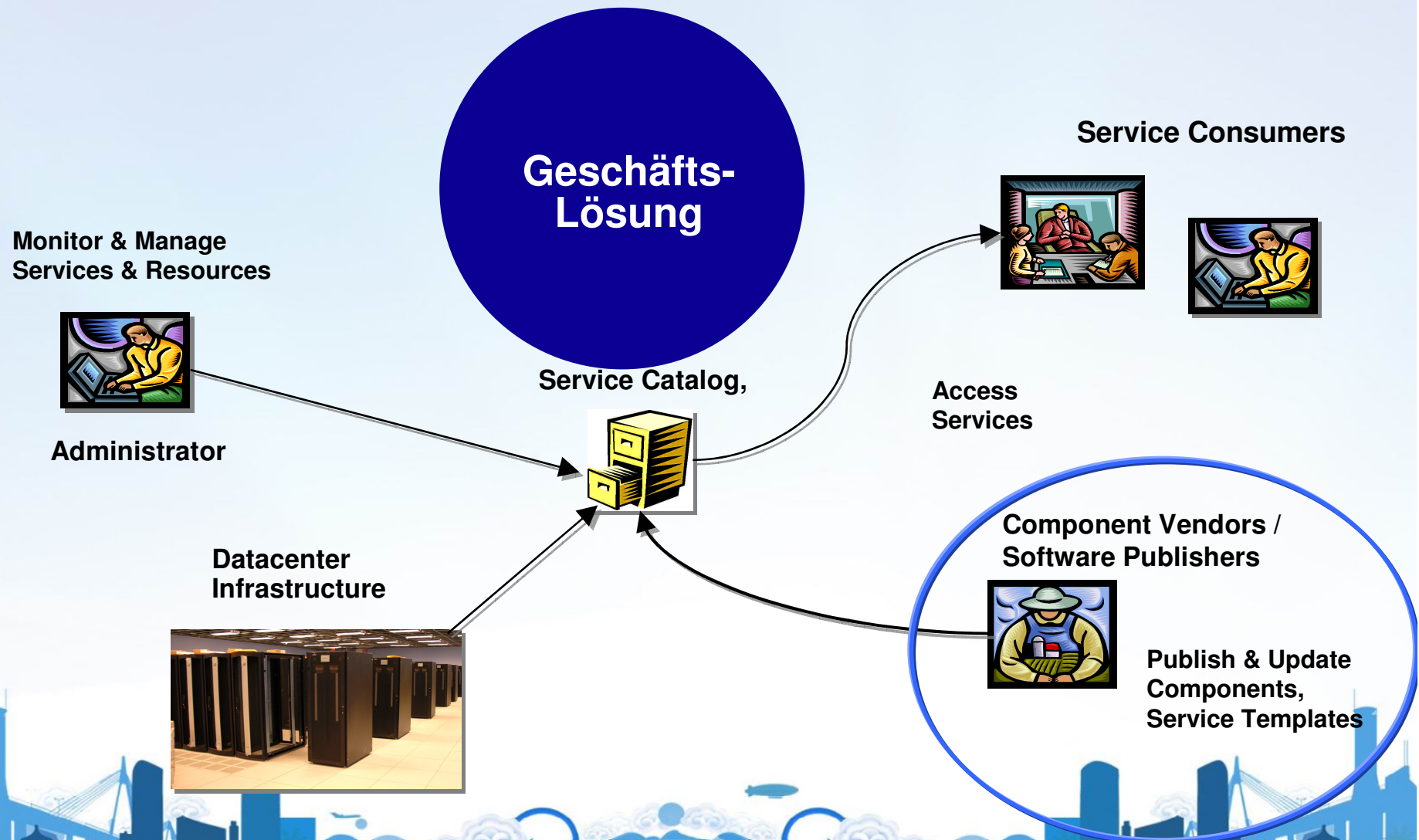


- **More IT simplification solutions with Linux on System z**

1. Linux on System z as Identity Management Hub
2. Linux on System z as the Automation Center
3. Linux on System z as Monitoring Center and Recovery Center

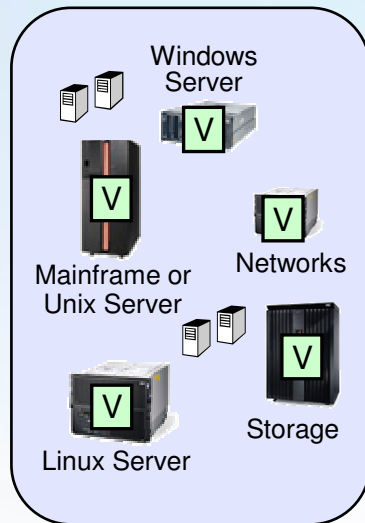


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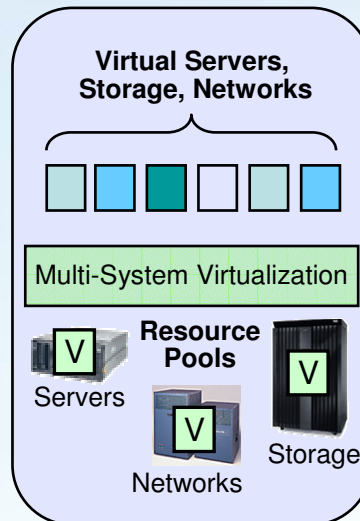


# Software Vendors sind wichtige Partner !

## Physical Symbiosis



## Virtual Symbiosis



- Improved resource optimization
- Simplified HA solutions
- Better SW investment protection
- **Business optimized software**

- Better hardware utilization
- Improved IT agility
- Lower power consumption

Thank you...

