



IBM Destination z

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Agenda:

- **IBM Destination z mission**
- **IBM Destination z progress report**
- **IBM Destination z directions**
- **Value of IBM Destination z**
 - ▶ Partners
 - ▶ Customers
- **IBM Destination z**



IBM Destination z Mission

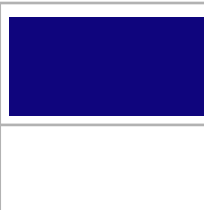
IBM Destination z enables the ecosystem to collaborate, innovate, and create superior user value, as well as enhanced partner business results.

Our mission is to build the success, reach, and profitability of the System z platform by:

- ❑ Attracting new members to the ecosystem
- ❑ Nurturing the ecosystem with high-value content
- ❑ Enabling electronic global interaction between members of the ecosystem via the Web
- ❑ Promoting the success of the ecosystem and its members
- ❑ Support of the 2004 Mainframe Charter

Focused around these System z leadership messages:

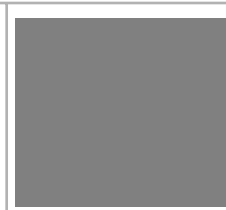
Open



Flexible



Secure



Cost Effective



IBM Destination z Progress Report

■ Membership

- ▶ Partners (ISV, Resellers, SI and others)
 - 38 to date up from 25 founding members
 - 6 new in last 90 days
 - 10 currently in enrollment process
- ▶ User Groups
 - 2 members (GSE in 1Q08, SHARE)
 - 1 pending (WAVV)
- ▶ Colleges/Universities
 - 16 Members up from 13 founding members
 - 3 officially added in last 30 days

■ Supporters

- ▶ zJournal Magazine

■ Continuing to add World Wide members across all types



IBM Destination z Member Partners



IBM Destination z Directions

- **Continue to attract new members**
 - From z Community, including those new to z – IBM Business Partners, Academia, User Groups
- **Enable Destination z community to reap the benefits of the continuing evolution of the mainframe platform**
- **Build value through online mechanisms for members**
- **Build online community led by members with strong participation of the extended System z community/ecosystem**
- **Publicize the successes of the membership and the extended community**
- **Engage additional support organizations, trade press, etc.**



IBM Destination z Plans



- **Attract new membership from existing IBM Business Partners**
 - Offer community encouragement for ISVs building or porting their first product
 - Continued development of new System z for SIs enablement for SI services and sales
 - Utilize community to encourage/promote academic institutions to build skills
 - Encourage User Group memberships and Web participation in support of the community
- **Build value through on-line mechanisms for Business Partner members:**
 - IBM PartnerWorld® Web team lead on:
 - ✓ Enhanced Resource finder
 - ✓ Build event finder
 - ✓ Member only entitlements
- **Build on-line community led by members with strong participation by the extended System z Community (User groups):**
 - Non-IBM hosted Destination z community Web pages
 - Host on-line discussion forums, blogs, wiki's, etc.
 - Provide repository of System z related intellectual property
 - Posting boards for jobs, want ads, student-for-hire, internships, and other community oriented posting boards.

System z for SIs Enablement Offerings



System z Value and Awareness

1 hour Overviews

- System z: A Growth Engine for SIs
- SOA
- SAP and Oracle
- IT Optimization
- Destination z Web site
- PartnerWorld Web sites
- SI Independent Analyst Reports

Multi-day overviews

- System z for Architects and IT Managers
- System z TCO Academy
- Rethinking the Role of the Mainframe
- CSI Interchange

Business Development Workshops

1 to 1.5 day Workshops

- SOA
- ModerniZing z
- IT Simplification for Outsourcers
- New workloads – SAP and Oracle
- Consolidation on z
- Customized business development Workshops

Education and Enablement

Education

- Subject Matter Expert “SME” Web
- AI - University Courseware

Multi-day technical workshops

- Oracle on Linux on System z
- Server Consolidation
- System z and Software Solutions Forums
- Linux Workload Consolidation
- SOA and Application Modernization
- z/OS Advanced Concepts
- SI Consultant residency “Incubator” program*
- Customized Enablement Training

IBM Destination z Plans

- **Publicize the successes of the membership and the extended community (IBM z Web Strategist)**
 - General updates to www.ibm.com/systems/z/destinationz
 - Publish all member logos, success stories, links to member sites, etc.
 - Provide linkages between academic members and other segments of the community

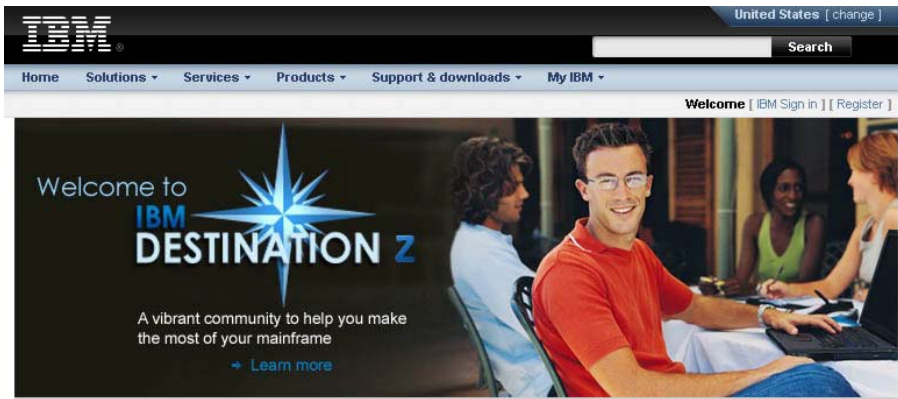


Welcome to
IBM
DESTINATION z

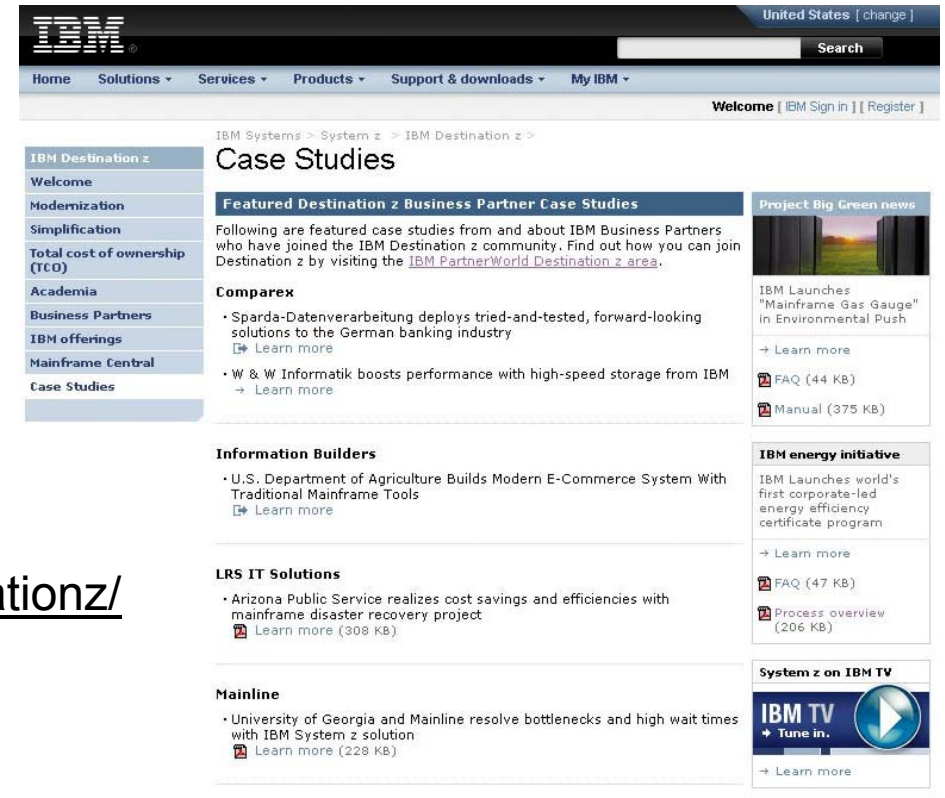
A vibrant community to help you make
the most of your mainframe

→ [Learn more](#)

IBM Systems



<http://www-03.ibm.com/systems/z/destinationz/>



Welcome to IBM Destination z
The IBM home for the mainframe community. Your entry point to:

- Learn about System z and what it can do for you
- Gain skills to help you deploy mainframe solutions
- Reach out to others in the mainframe community
- Find key IBM Business Partners and their mainframe solutions
- Contact schools around the world to take advantage of their mainframe programs and augment your team with recent graduates

What's new

- zSkills Connection
- Destination z welcomes Guide Share Europe
- Article: The resurgence of the mainframe
- Five Mainframe Myths Busted
- IBM Energy Efficiency Certification. (206KB)
 - Payment Card Industry Data Security Standard: How IBM can help
 - Accelerate ROI with IBM Rapid Deployment of z/OS and DB2
- Welcome SHARE members to IBM Destination z
- New to System z: Mainframe New Realities (100KB)
 - Green mainframe space: Gathering point for the z energy efficiency movement
- IBM System z on Campus group on Facebook
 - Check out all the IBM Destination z Business Partner members
 - Read the latest Destination z member case studies

Participate and learn

- Destination z Discussion forum
- Green Mainframe blog
- User communities
- Mainframe Central
- System z in the News

The Future Runs on System z

Announcing IBM System z10 Enterprise Class

[Learn more](#)

IBM Business Partners

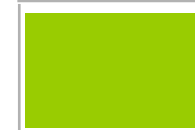
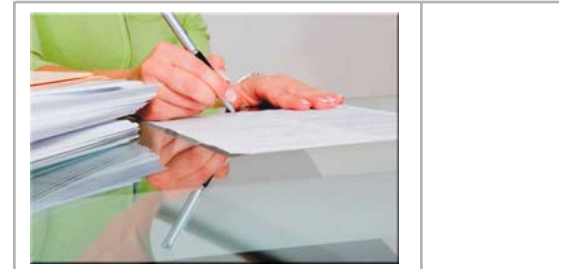
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<http://www-03.ibm.com/systems/z/destinationz/casestudies.html>

IBM Destination z Value - Partners

- **Additional exposure on the IBM Destination z Web site**
 - **Logos, case studies, links**
- **Closer relationship with IBM**
 - **Monthly partner calls, disclosure opportunities**
- **Additional tools in PartnerWorld**
- **Identification as technical and business leaders in the worldwide mainframe community**
- **Mythbuster – a place to show growth to clients**
- **Continued development of new System enablement/support for Systems Integrators**
- **Additional benefits being planned**



IBM Destination z Value - Academia

- **Additional exposure on the IBM Destination z Web site**
- **Identification as leaders in mainframe technical skills provisioning**
- **Connection to IBM Destination z membership**
 - Potential supporters
 - Promotion of school programs
- **Periodic members calls**
- **Additional planned programs:**
 - IBM Destination z Scholarship fund



IBM Destination z Value – User Groups

- **Additional exposure on the IBM Destination z Web site**
- **Leadership of IBM Destination z membership**
- **Periodic members calls**
- **Additional planned programs being explored**



IBM Destination z Value - Customers

- **Easy access to IBM Business Partners and their solutions**
- **Access to diverse customer stories around solutions**
- **Sharing of mainframe best practices, access to best practices of others**
- **Open discourse about mainframe business and development issues**
- **Planned: Access to blogs, wiki's and forums to share ideas and information**



IBM Destination z Membership Criteria



■ Business Partners

- ▶ Member of IBM PartnerWorld
- ▶ Must provide services or solutions which promote IBM System z growth
- ▶ Required to demonstrate promotion of z Growth via customer references or case studies



■ Academic Institutions

- ▶ Must be a participant in the IBM Academic Initiative and teaching z topics



■ User Groups

- ▶ Agree to allow use of their logo on the IBM Destination z Web site and commitment to build a user oriented Web site and promote the community.



■ Supporters

- ▶ Allow use of logo and provide a supporting role in the community

Summary

- **Continue to promote and grow IBM Destination z membership**
- **Working with User Groups to expand Web reach to their membership**
- **Continuing to develop value to all levels of members**

