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VM/VSE IT-Leiter Kolloquium, Bad Wörishofen, 26.-27.11.2009



IBM System z

Die richtige Plattform, jetzt und in Zukunft



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Cognos*	System p*	WebSphere*	
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Performance is in Internal Throughput Rate (ITR) ratio based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput improvements equivalent to the performance ratios stated here.

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System z Ankündigungs-Highlights in 2009

- IBM investiert in „Smarter Planet“ Lösungen
- IBM kündigt den „Enterprise Linux Server“ an
- IBM kündigt die „System z Solution Editions“ an
- IBM bietet Ihnen eine System z Roadmap
- IBM kündigt viele neue SW Produkte an
(nicht Teil dieser Präsentation)



Smarter planet:

In neuen Kategorien denken und agieren, um unsere Systeme effizienter, produktiver und reaktionsschneller zu machen

“Our resources are limited”
I need efficiency



Green & Beyond

“Data is exploding
and it’s in silos”
I need Insight



New Intelligence



“My infrastructure is
inflexible and costly”
I need to respond quickly



**Dynamic
Infrastructure**

“New business & process demands”
I need to work smart

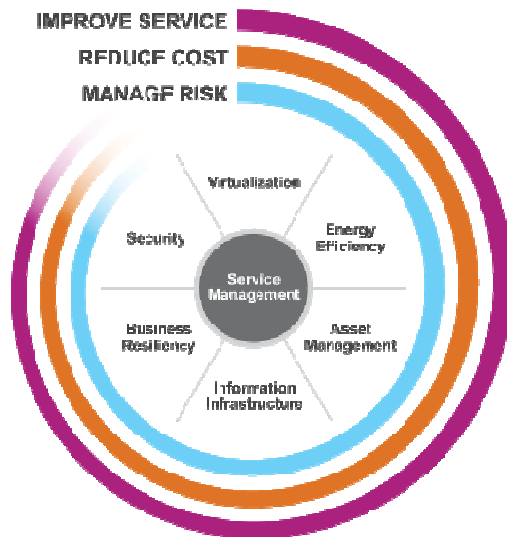


Smart Work

Dynamic Infrastructure:



Heutige Herausforderungen angehen & Chancen von morgen adressieren



▪ **System z can help deliver systems for a smarter planet:**

- Leadership in workload optimized technology
- industry’s leadership capabilities for management, audit, automation and control across the enterprise
- flexible delivery choices for client workloads to match their unique business requirements

The result: lower cost, lower risk and improved service

SMART IS: Keeping up with growth while keeping markets on firm ground



Depository Trust and Clearing Corporation:

- 77% increase in transaction processing capacity
- handling 3x the highest volume ever recorded
- 100% rate of reliability
- the lowest cost per transaction in the world

Viele Kunden reduzieren Kosten
durch den Einsatz von System z
und konsolidieren bestehende
Workloads

Introducing The IBM Enterprise Linux Server

The affordable virtual server solution your business needs today

- A comprehensive package that provides an enterprise-class virtualization infrastructure for mission critical Linux® applications
- Offering unmatched levels of efficiency, workload management and security
- Run the equivalent of 1000 x86 server images in a new machine with pricing starting as low as \$50 per image per month for three years*
- Price / performance improves as you grow your Enterprise Linux Server
- Can be combined with special promotions from Linux distribution partners
Novell SUSE and Red Hat



IBM Enterprise Linux Server Saving Money and Reducing Complexity

- Consolidate more servers per core
- Run more applications/software at less expense
- Manage more virtual servers with fewer people
- Deploy new servers and applications faster
- Absorb workload spikes more easily
- Spend less on disaster recovery
- Occupy less floor space
- Save on energy

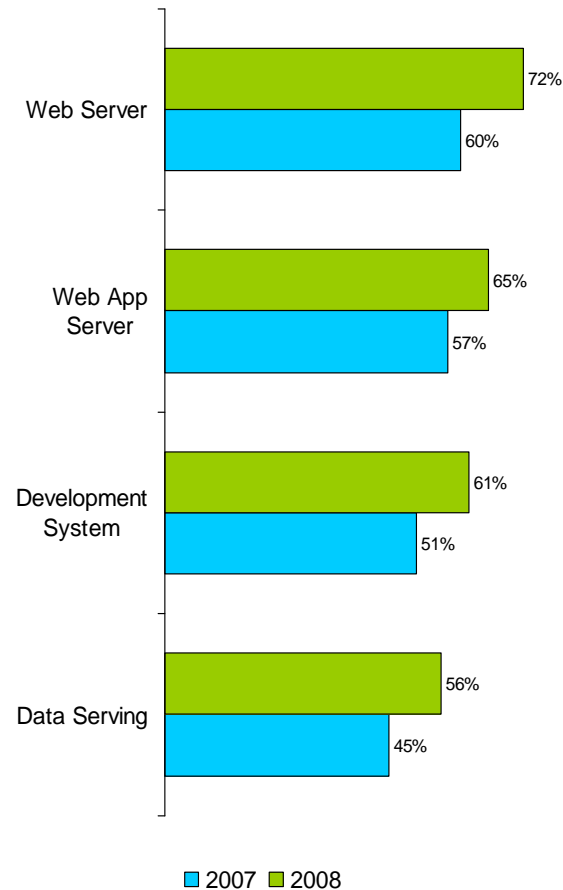
Helping you
“Do More with Less”



A refrigerator size box versus vs.
a full room of servers.

The differences are quantum.

What are Linux users running on an Enterprise Linux Server?



Surveys indicate customers use:

- Web Serving
- Web Application Serving
- Data Services
- Systems Development

“Best Fit” Workloads for Enterprise Linux Servers:

- **Web Application Servers:** WebSphere Application Server
- **Email and collaboration:** Domino™, Web 2.0
- **Data services:** Cognos®, DB2®, Oracle, Informix®, Information Server, Information Builders WebFOCUS
- **Business critical ISV applications:** e.g. SAP
- **Development of WebSphere and Java™ applications**
- **Virtualization and security services**
- **Business connectors:** WebSphere® MQSeries®, DB2 Connect™, CICS® Transaction Gateway, IMS™ Connect for Java
- **Network Infrastructure:** FTP, NFS, DNS, etc. and Comm Server and Communications Controller for Linux, CommuniGate Pro (VoIP)
- **Applications requiring top end disaster recovery model**

Enterprise Linux Server

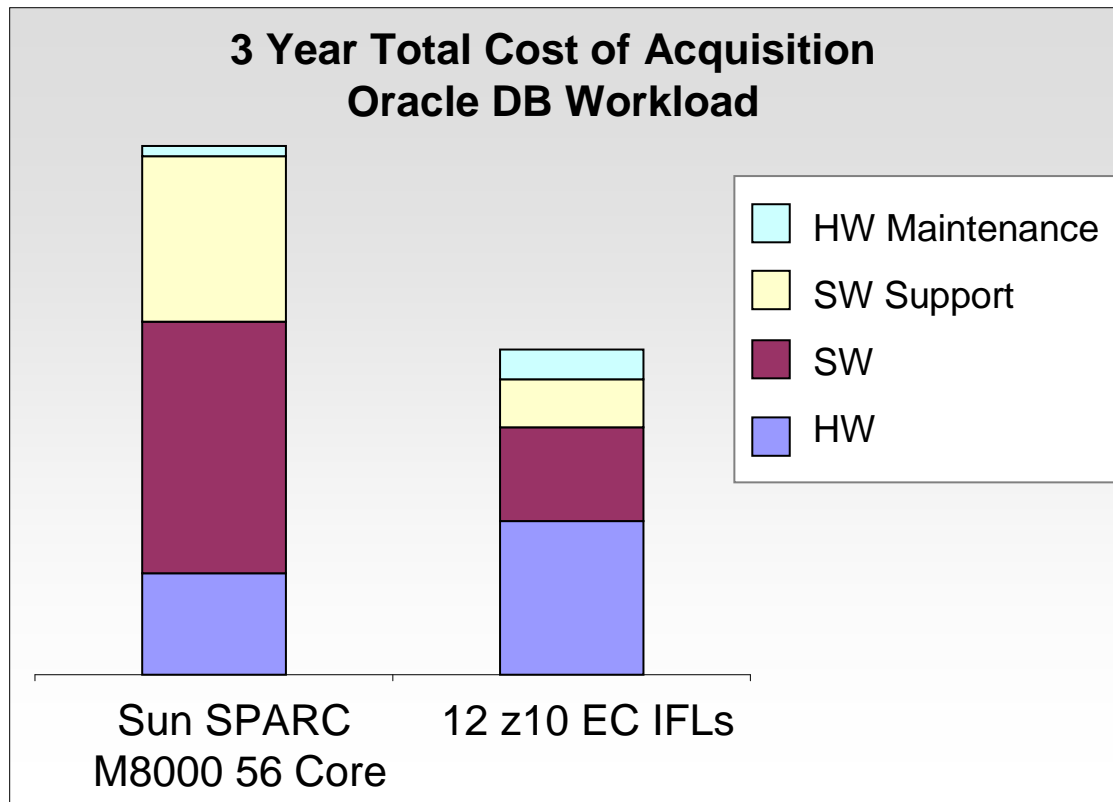
- Standard z10BC
- 2 x 3.5GHz processors enabled for Linux
- 64 GB of memory
- I/O and Network features
- incl. z/VM + support for 3 years
- incl. HW maintenance for 3 years
- 294K€
- Special rate on SUSE or RedHat support



<http://www-05.ibm.com/de/promotions/els/>

Now better economics for Linux workloads: New prices lower the cost of acquisition.

Save up to 39% with System z before energy, admin,
and floor space considerations



- IFL prices for System z10 ECs reduced to €75K*.
- Reduced Memory prices extended to ALL new workload running on System z10 Servers – Now €2250 per GB**.
- Lower costs of migration when combined with zRewards.

* Price are stated in US currency and may vary by country. This is for IFLs only, zIIPs and zAAP remain at \$125k. Specialty engines do not include Internal Coupling Facilities (ICFs).

** New workloads defined consistent with zNALC terms and conditions and also include all Linux workloads. Prices will vary by country. Limited to 16GB per qualifying new processor.

EFiS setzt auf Green IT von PROFI: Darmstädter IBM Premium Partner stattet Zahlungsverkehrs-Spezialist mit IBM System z aus

- **Sicherheitsanforderungen, Skalierbarkeit und Verarbeitungsleistung sowie Wachstum der Software-Lizenzkosten veranlassen die EFiS Financial Solutions AG aus Frankfurt, ihr IT-System umzustellen. Dabei unterstützt sie die PROFI Engineering Systems AG mit der Installation des IBM System z, dem aktuellen Großrechner von IBM. Ein wichtiger Aspekt der Neuerung ist für EFiS die Green IT, die für eine umwelt- und ressourcenschonende Nutzung steht.**
- Die hohen Anforderungen des Kunden an Systemverfügbarkeit und Sicherheit in Kombination mit optimaler Ressourcenverteilung legt den PROFI-Spezialisten die Lösung nahe: ein IBM Großrechner der System z Baureihe. „Neben den offensichtlichen Vorteilen schätzen wir den Faktor der Energieersparnis und des damit einhergehenden Umweltgedankens. Die von uns installierte Lösung bei EFiS überwacht die aktuellen Energie- und Temperaturdaten des Großrechners und wertet diese aus. So hat der Kunde jederzeit einen Überblick über Verbrauch und Ersparnis“, erklärt Andreas Effinger, IT-Experte der PROFI AG.

<http://www.youtube.com/watch?v=8fIF9WUx5gA>

Viele Kunden wählen System z
um neue Anwendungen darauf einzusetzen

System z Solution Editions: Unmatched value, competitive cost



- *Data Warehousing*
- *SAP*
- *ACI*
- *WebSphere*
- *Security*
- *GDPS*
- *Application Development*
- *Linux Consolidations*
- *Cloud Computing*

- Building on the popularity of the Solution Edition for SAP
- Special package pricing for our most popular solutions
 - z10 HW (standalone footprint or isolated LPAR)
 - Prepaid HW maintenance
 - Comprehensive middleware stack (including S&S)
 - Services and Storage (as needed)
- Competitive acquisition prices, leadership TCO

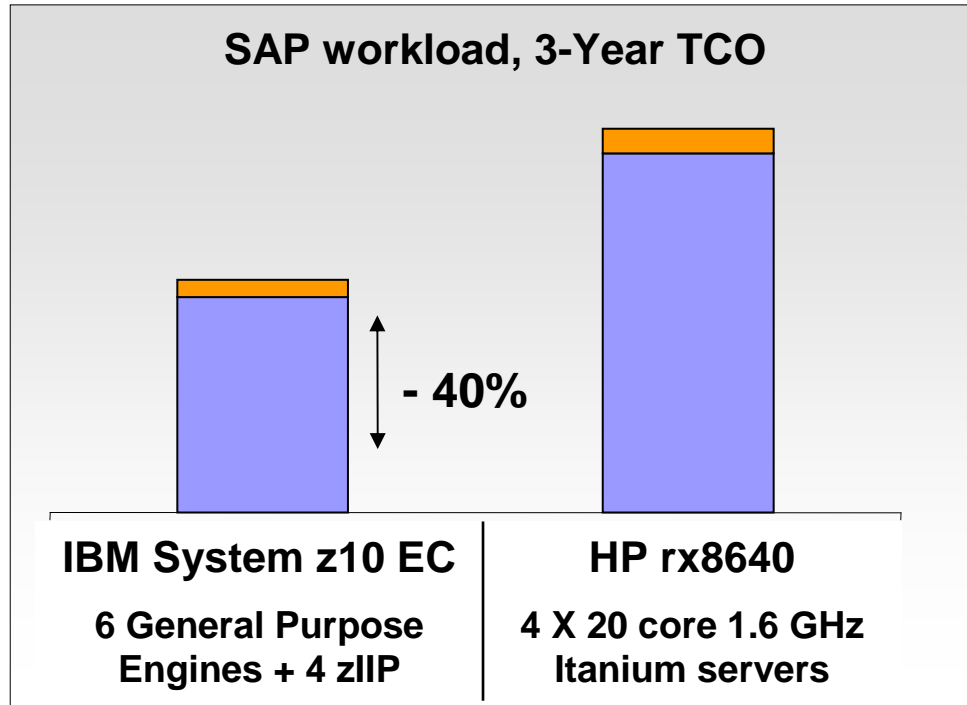
Competitive cost, plus the legendary value of the mainframe

Vielleicht wollen Sie sich dazu ein Video auf You Tube anschauen?

http://74.125.77.132/search?q=cache:36Wz6Z48eVEJ:www.mixx.com/videos/8572705/youtube_manage_the_cloud_with_system_z+You+Tube+%2B+IBM+System+z&cd=7&hl=de&ct=clnk&gl=de

System z Solution Edition for SAP

Save 40% when compared to HP with the System z Solution Edition for SAP



▪ **Lower cost of ownership, plus:**

- Unmatched resiliency for mission critical applications
- Industry leadership in large scale secure data serving
- Huge scalability and low cost for future growth
- Centralized management and automation to deliver better control and efficiency

Smart is: Reducing cost within one year.



Prices are in USD. Prices may vary in other countries.
Data is based on real client opportunity and on internal standardized costing tools and methodologies.

GKD-EL:

Migrated SAP solutions to a z10 EC
Improved their SAP System throughput by 270%
Cut their costs by 30%

Client results will vary by types of workloads, technology level of consolidated servers, utilization factor, and other implementation requirements. Savings will vary by client.

New Offerings for Cloud computing



▪ **Solution Edition for Cloud Computing**

- Creates a foundation for cloud computing workloads in the enterprise
- Delivers an infrastructure management stack for cloud computing

▪ **IBM Smart Analytics Cloud for System z**

- Access and analyze data from different sources
- Enables knowledge dissemination in the enterprise
- Moving enterprise quality workload to the cloud

SMART IS: Delivering Business Intelligence with greater efficiency across the corporation



IBM CIO OFFICE:

“Our commitment to informed decision making led us to consider private cloud delivery of Cognos via System z, which is the enabling foundation that makes possible >\$20M savings over 5 years.”

Und wie sieht die Zukunft aus ...

System z strategy

1. *Innovate to address the IT infrastructure challenges of today and the future*

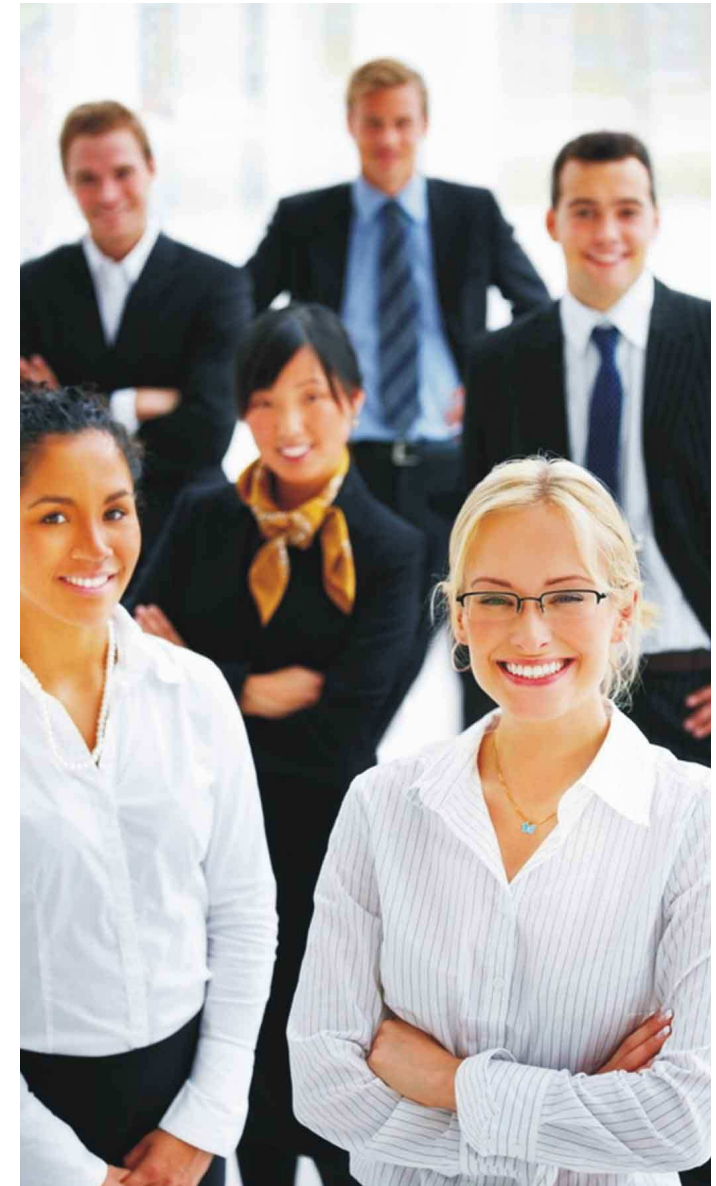
- Further simplify, consolidate and reduce the costs of an IT infrastructure
- Integrate, virtualize and coherently manage the multiple and varied elements of business applications
- Scale up and leverage System z strengths in data serving

2. *Extend strengths of System z*

- Invest for continued leadership in System z: performance, virtualization, enterprise security, enterprise business continuity
- Extend System z best of breed capabilities to a broader set of workloads
- Deploy optimized technologies for specific applications or components

3. *Expand the ecosystem and support core applications that our clients want*

- Recruit new solutions and solution providers and integrators
- Expand skills and capabilities across the globe



System z futures for a workload-optimized world.

Re-write the rulebook and set new standards for business-centric IT with IBM System z, to be the world's premier workload-optimized platform for enterprise applications.



Our Vision:

Deliver the best of all worlds, Mainframe, UNIX, x86 and single function processors, integrated in a single system for ultimate flexibility and simplicity to optimize service, risk and cost across multiple heterogeneous workloads.

An example of workload-optimized systems:
Statement of direction - the IBM Smart Analytics Optimizer



An integrated business intelligence solution to deliver accelerated and accurate business insight

System z for new workloads and consolidation: Unmatched value, competitive cost

- A great tactical choice today:
 - Reduce cost, reduce risk and improve service
- A Strategic choice for the future:
 - Re-writing the rulebook to set new standards for business-centric IT



Die Zukunft läuft auf System z

Vielen Dank

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System z: The right technology... *45 years of market leadership*



IBM System z

The world's most powerful enterprise computing platform

Improved price/performance

100s of Capacity choices for the right size server

Business Resilience

LOW COST OF OWNERSHIP

Leadership capabilities with IBM Systems software

The future runs on System z and the future begins today



Just in Time Capacity

- Permanent capacity for non-disruptive growth
- Temporary capacity for fluctuating workloads
- Interim capacity for continued operation
- Policy based automation capabilities
- Offerings can be replenished dynamically



Secure and Resilient

- Mitigate the risk of security breaches
- Dedicated cryptographic processors
- Industry leadership capabilities and certification
- Where mean time between failure is measured in decades



World-Class Virtualization

- Large scale consolidation for savings of up to 80% in total cost of ownership compared to distributed platforms
- Deploy servers, networks, and solutions fast
- Support for multiple operating systems
- Dynamically optimize resources according to business priorities

Information zum Nachlesen – Presse Clips

IBM Builds Massive Business Analytics Cloud for 200,000 Employees and Unveils Version for Clients

ARMONK, N.Y., Nov. 16 /PRNewswire-FirstCall/ -- IBM ([IBM](#)) today announced the world's largest private cloud computing environment for business analytics, which will provide IBM sales teams and developers new levels of insight to better meet the needs of clients worldwide. The cloud will launch initially with more than a petabyte of data, the equivalent of more than 300 billion ATM transactions.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090416/IBMLOGO>)

IBM also announced a new solution, the IBM Smart Analytics Cloud, for clients to build their own private cloud environments based on the same Cloud infrastructure that IBM is using internally.

Presse Clips

Today, IBM announced an internal cloud environment for business analytics code-named "Blue Insight" and a commercial offering for enterprise clients, called the IBM Smart Analytics Cloud. The announcement has been received with tremendous initial media interest, with stories posting in business publications, news wires, technology trades and blogs including Forbes, Reuters, Bloomberg News, TheStreet.com, Agence France Presse, Poughkeepsie Journal, CNET, ZDNet, eWEEK, InformationWeek and Tech Crunch, among many others. Highlights and full text articles are included below.

Highlights

The advantage, unlike other cloud offerings in the market--think Amazon and Microsoft, among others--is that IBM can add the data mining and real-time analytics so companies can sift through that data to find useful information. This is a gold mine for companies, and it's likely to turn into a gold mine for IBM. -- **Forbes**

IBM is offering cloud products one function at a time, such as for analytics or research and development. The company also is trying to attract corporate clients by letting them store data within their own secure computer systems, rather than in a so-called public cloud, where the information is stored on remote computers and retrieved over the Internet...IBM is betting that products to help customers become more efficient -- such as cloud computing for analytics, which uses software to predict trends -- will help boost sales..."In today's environment, the cost savings is a selling point," Sanford said of analytics software run with cloud computing. "The other side is the additional insight to run your business."

– **Bloomberg**

IBM launched a new cloud computing service on Monday, aiming to take on companies such as Amazon.com Inc, Google Inc, Microsoft Corp and Salesforce.com Inc. – **Reuters**

The tech giant has already predicted that business analytics software will be one of 2010's hottest technologies..."We can set up their private cloud for them, or we can offer it as a [hosted] service," Linda Sanford, senior vice president of enterprise transformation, told TheStreet.com. "There are certain

Presse Information /1/2) zu SW Ankündigungen

Neue IBM Software für System-z-Großrechner verbessert das Anwendungsmanagement

Neue Möglichkeiten zur IT-Kostensenkung im Transaction Management, bei der Anwendungswartung und im Systems Management

Armonk/Ehningen, 19.11.2009: IBM (NYSE: IBM) hat heute zehn neue Software-Produkte angekündigt, die Unternehmen dabei unterstützen, die Kosten für das Management von Anwendungen zu senken. Die Software optimiert den System-z-Großrechner für zusätzliche Workloads, wie zum Beispiel Datenanalyse, kollaborative Anwendungsentwicklung, Anwendungswartung und weitere zentrale Geschäftsprozesse.

Die System-z-Plattform ist vor allem wegen ihrer Konsolidierungsmöglichkeiten und der hohen Kosteneffizienz beliebt. IBM und zahlreiche Software-Anbieter haben deswegen die Bandbreite an neuen Workloads für den Mainframe durch etwa 3.800 z/OS-basierte und etwa 3.000 Linux-basierte Anwendungen stark vorangetrieben. Die Fähigkeit des Mainframes, viele Anwendungs-Services auf einem einzigen System bereitzustellen, verhilft dem Großrechner zu sehr geringen Anwendungskosten pro Nutzer. Niedrige Anwendungskosten sind ein entscheidender Erfolgsfaktor für Unternehmen, die vielfältige Anwendungen für ihren Geschäftsbetrieb einsetzen.

Die neuen Produkte erstrecken sich über das gesamte IBM Software-Portfolio und bieten System-z-Kunden eine Reihe von Vorteilen wie zum Beispiel verbesserte Konnektivität, Produktivität und Sicherheit für Anwendungen sowie verbessertes Datenmanagement.

Die neuen Angebote ergänzen die kürzlich angekündigte IBM System z Solution Editions. Diese sieben integrierten Pakete mit Hardware, Software und Services unterstützen Unternehmen dabei, neue Workloads wie Data Warehousing, elektronische Zahlungssysteme und Disaster Recovery leichter auf der Großrechnerplattform einzusetzen.

Presse Information (2/2) zu SW Ankündigungen

- Folgende Produkte unterstützen Kunden dabei, System z als High-Performance-Plattform für kritische Geschäftsprozesse mit hoher Transaktionsmenge wirkungsvoll einzusetzen:
 - **IMS 11** bietet direkten SQL-Zugang zu IMS-Daten von jeder verteilten Plattform. Dies vereinfacht und beschleunigt die Verbindung von Daten und Anwendungen. Gleichzeitig erleichtert es die Datenreplizierung und Veränderungen in der Datenerfassung. Durch einen verbesserten Java-Support können jetzt noch mehr Softwareentwickler IMS-Anwendungen und Business-Services unterstützen.
 - Zu den neuen **WebSphere**-Produkten, die die Verwaltung von Geschäftsprozessen, die Interkonnektivität und die Integration verbessern, gehören die **IBM Problem Determination Tools v10**, der **WebSphere Process Server für z/OS V7** und **IBM WebSphere ILOG Business Rule Management Systems**. Sie wurden speziell dafür entwickelt, Kunden dabei zu unterstützen, ihre Produktivität, ihre Sicherheit und ihr Datenmanagement zu verbessern. Gleichzeitig können die Produkte Kunden dabei unterstützen, ihre Wettbewerbsfähigkeit zu erhöhen, indem sie ihre Geschäftsprozesse mit Kunden, Zulieferern, Mitarbeitern und Geschäftspartnern flexibler integrieren. Weitere Informationen sowie eine komplette Liste der neuen WebSphere-Produkte unter www.ibm.com/smartwork/businessagility.
- Folgende Produkte helfen Kunden dabei, die Kosten für Anwendungswartung zu senken:
 - **IBM Rational Developer für System z version 7.6** bietet eine moderne GUI-Entwicklungsumgebung, um die Produktivität der Entwickler zu steigern und die Kosten für die Wartung und die Erstellung von Anwendungen für mehrere Plattformen zu senken. Das neue Angebot macht die Plattform für junge Fachkräfte attraktiv und konsolidiert die Entwicklung von unterschiedlichen Sprachen auf eine einzige Umgebung. Gleichzeitig kann es die Prozesslast um bis zu 50 Prozent senken und so deutliche Budgeteinsparungen ermöglichen.
 - **IBM Rational Team Concert for System z version 2.0** setzt ein neues gemeinsames Ablagesystem ein, um Teams dabei zu unterstützen, leichter zusammen zu arbeiten, Ressourcen gemeinsam zu nutzen, Prozesse zu automatisieren und Software schneller zu liefern. Die Software verkürzt Antwortzeiten und spart Kosten ein, indem sie verteilte Infrastrukturen von Entwicklungsteams konsolidiert und die Softwareentwicklung über verschiedene Plattformen hinweg automatisiert, was besonders für Anwendungen mit verschiedenen Klassen wichtig ist.
 - Ein verbessertes Set von **IBM Rational Compilern für C/C++, COBOL und PL/I** reduziert die Leistungsanforderungen von Anwendungen. Gleichzeitig steigert es die Produktivität der Entwickler und senkt sowohl die Kapitalkosten als auch die gesamten Entwicklungskosten.
- Folgende Produkte unterstützen Kunden dabei, eine bessere Übersicht über Unternehmensressourcen zu gewinnen und die Kosten für die Netzwerkverwaltung zu senken:
 - **Tivoli Asset Discovery for z/OS** entfernt ungenutzte und veraltete Software und trägt dazu bei, die Softwarenutzung systematisch zu erfassen, um effizienter für die Zukunft planen zu können.
 - **IBM Tivoli NetView für z/OS 5.4** verbessert die Netzwerk- und Automatisierungskontrolle für Rechenzentren und Change-Management. Die Software bietet verbessertes Service-Delivery-Management und system-weites Ereignismanagement. Sie vermittelt ein Verständnis dafür, wie Netzwerkverfügbarkeit und Events das Geschäft beeinflussen und hilft Kunden, intelligentere und automatisiertere Systeme bereitzustellen.
 - **IBM Tivoli zSecure** bietet eine Sicherheitslösung für den Mainframe für automatisierte Analyse, das Reporting von Ereignissen und Compliance-Dashboards. Die Lösung ermöglicht es Unternehmen, Revisionskosten zu senken und intelligentere kosteneffizientere Systeme zu betreiben.
- Weitere Informationen unter www.ibm.com/mainframe (System z), unter www.ibm.com/software/os/systemz (System-z-Software) oder in der original US-Presseinformation anbei.