



## Agenda

- Client skills are either an enabler or inhibitor for sales
- Seller talking points for discussing mainframe skills with clients
- Academic Initiative System z mission and progress



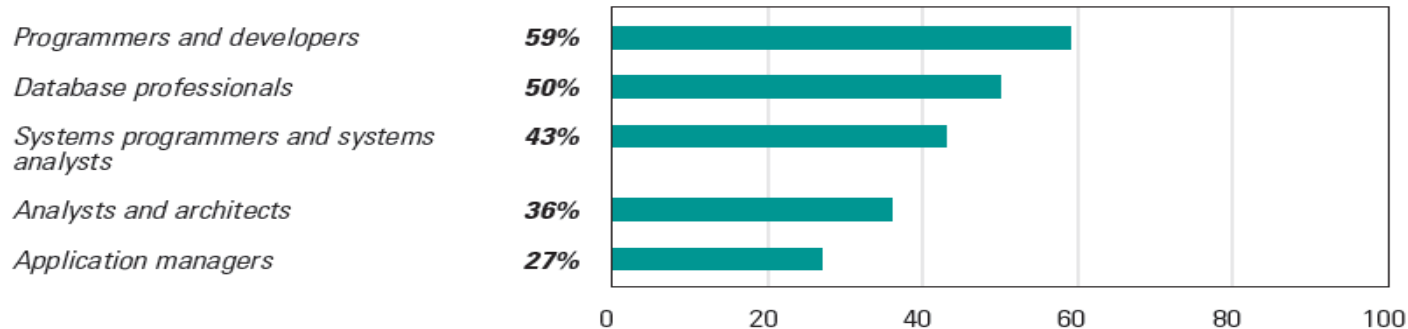
## Client skills will enable or inhibit your sales opportunities Help your clients and they will reward you with future business

In the study of 520 CIOs, 71 percent state they are concerned that the looming mainframe skills shortage will hurt their business. Independent research study conducted by Vanson Bourne\*

In the survey conducted by the SHARE User Group, six out of 10 companies will be hiring programmers and developers over the coming year. Closing the IT Skills Gap: Unisphere Research

### Figure 17: Hiring Plans—By Type of IT Professional

*(Among respondents already hiring, planning to hire, or very likely to hire)*



## System z skills talking points – ask your clients ...



- Have you seen the global list of schools teaching the mainframe?
- Do you want to partner with IBM to enable a school to teach the mainframe?
- Have you seen the list of resources available for your “in-house” training?
- Are you aware of the online certificate program that your employees can enroll in?
- Have you used the System z Job Board to locate students or experienced professionals?
- Are you aware of all the benefits schools get from the Academic Initiative program?
- Do you want to talk to our System z Skills Leader?

## Locate schools teaching System z

- **Participation continues to increase**

- 45% North America
- 24% Europe, Middle East, and Africa
- 16% Latin America
- 15% Asia/Pacific

- **Wide variety of schools in the program**

- *Different level of participation*

- **All programs are unique**

- Designed to provide flexibility to the school to meet their requirements



### Locate schools by geography

Learn	Teach	Connect	Support	<b>Participating schools</b>
US & Canada   Europe, Middle East, Africa   Latin America   Asia Pacific				
Educators from all over the world are currently investigating or actively teaching mainframe technologies. This is a partial listing of the most active schools in the United States and Canada. The schools are listed alphabetically by state or province.				
To be included in the list, or for general inquiries, please contact the System z Academic Initiative team at <a href="mailto:zskills@us.ibm.com">zskills@us.ibm.com</a> .				

[ibm.com/university/systemz/](http://ibm.com/university/systemz/) - Participating schools tab

## Select a school to teach System z

### Steps:

- Identify a school and contact at the school – IBM and or client
- Contact the System z Academic Initiative – note to [zskills@us.ibm.com](mailto:zskills@us.ibm.com)
- Set up a conference call with the client and AI rep to discuss
  - Is a roundtable on campus necessary to influence the educators?
  - Does the client want other clients involved?
  - What is the existing relationship with the school?
  - When does the client want to proceed?

### Notes:

- Large universities are focused on research vs. training
- The more industry (clients & BPs) involved at the school the better
- Participation on advisory boards, career fairs, and guest lectures are significant influencers

## Use available resources for training

### IBM System z Course Materials for the Community

- ↓ Mini Boot Camp
- ↓ Introduction to the COBOL Language
- ↓ An Introduction to the Mainframe: Large Scale Commercial Computing
- ↓ An Introduction to the Mainframe: Networking
- ↓ An Introduction to the Mainframe: z/OS Basics
- ↓ An Introduction to the Mainframe: Security
- ↓ e-business with WebSphere Application Server for z/OS
- ↓ z/OS Basic Interfaces: ISPF
- ↓ Enterprise Server Transaction Management
- ↓ Enterprise Server Data Management
- ↓ Enterprise Server Intro to Programming — Assembler
- ↓ Enterprise Server Intro to Programming — JCL
- ↓ Enterprise Server Intro to Programming — VSAM
- ↓ Linux on System z
- ↓ The UNIX System Services component of z/OS
- ↓ Introduction to z/VM

IBM System z course materials

[IBM Training and eLearning bundles](#)

[IBM Mainframe Training](#)

# Use the Online Enterprise Systems certificate program

## Features and Benefits

- 100% online
- Systems programming and Application programming tracks
  - 7 Certificate programs
  - 17 unique courses
- Cost effective
- Study at your convenience
- Comprehensive curricula
- Featuring instructors with extensive industry experience
- Active learning include labs, virtual classroom discussion, and projects
- Developed with support from IBM and the National Science Foundation

[www.idcp.org](http://www.idcp.org)



### Systems Programming Track

#### **z/OS Associate Certificate**

Introduction to z/OS and Major Subsystems  
z/OS Networking  
z/OS Security

#### **z/OS Professional Certificate**

z/OS Advanced Topics  
z/OS Reliability, Availability, Serviceability and Problem Determination (RAS and PD)  
z/OS Emerging Technologies

#### **z/OS Expert Certificate**

z/OS Installation  
DB2 Fundamentals  
z/OS Performance Fundamentals

### Application Programming Track

#### **COBOL Certificate**

Introduction to z/OS and Major Subsystems  
Basic COBOL Programming  
Advanced COBOL Programming

#### **IMS Certificate**

Introduction to z/OS and Major Subsystems  
IMS Fundamentals  
IMS Application Programming

#### **Assembler Certificate**

Introduction to z/OS and Major Subsystems  
Basic Assembler Language Programming  
Advanced Assembler Language Programming

#### **DB2 Certificate**

Introduction to z/OS and Major Subsystems  
DB2 Fundamentals  
DB2 Application Programming



## Use IBM's Job Board - [SystemzJobs.com](http://SystemzJobs.com)

*“While niche skills like z/OS can be tough to find, I recently discovered a recruiting tool [SystemzJobs.com](http://SystemzJobs.com) that has made the task significantly easier, I posted two openings and within a month I had received 5 excellent resumes of candidates that not only had the hard to find z/skills that I was looking for but two of them were willing to relocate. I have permanently added SystemzJobs.com to my mainframe recruiting tools.”*

Allen S. Beach  
Region Services Specialist  
Mainline Information Systems  
[allen.beach@mainline.com](mailto:allen.beach@mainline.com)

### Benefits of using SystemzJobs.com

- Free, secure, and easy to use
- Specialized audience of Mainframe educated students and experienced professionals
- Global pool of Mainframe talent

### Getting started

Follow these steps at SystemzJobs.com to get started:

1. Create a secure account (optional)
2. Put in your job description
3. Connect with qualified candidates

**Sponsored by the  
IBM Academic Initiative, System z**

Visit: [ibm.com/university/systemz](http://ibm.com/university/systemz)

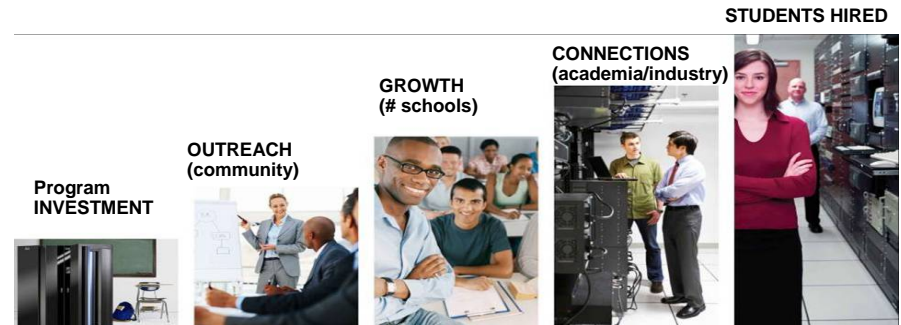
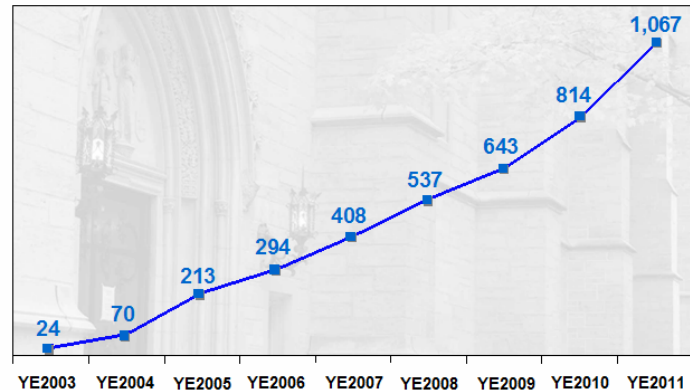


# IBM Academic Initiative System z

An IBM program that partners with academic institutions and System z clients *worldwide* to build a pipeline of skilled enterprise system students for the IT jobs of tomorrow.

**System z Mission:** Assist clients world wide with z skills

- ✓ Influence and assist educators world wide to teach mainframe technologies and concepts
- ✓ Build important relationships with professors, clients, and partners
- ✓ Demonstrate IBM's commitment and continued investment in the mainframe



Ensuring global, widespread acceptance in academia of IBM enterprise systems

[ibm.com/university/systemz](http://ibm.com/university/systemz)

Questions? Contact the Academic Initiative team at [zskills@us.ibm.com](mailto:zskills@us.ibm.com)

## Benefits schools receive from joining the Academic Initiative

- Global Mainframe access
- Education for faculty (workshops, seminars, conferences, webcasts and podcasts)
- Online course repository complete with modules that can be taught “as is” or modified to meet your requirements
- Courses, instructor guides, student kits, classroom material, hands-on lab exercises and tests
- Assistance with guest lectures from IBM and the mainframe community
- Certification and mastery exams for faculty and students
- Opportunities for collaboration with industry

### Who can join?

Educators at accredited institutions of learning (including high school) worldwide are qualified to join. Membership is granted on an individual basis. There is no limit on the number of members from a school that can join.

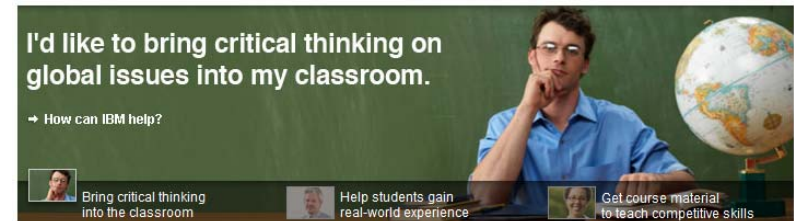
*\* Adjunct professors (from industry are eligible to join)*

### What does it cost?

The only “cost” to join is the time it takes to fill out the registration forms and be approved.

### Where can you join?

[ibm.com/university/academicinitiative](http://ibm.com/university/academicinitiative) and click “Join Now.”



## Where sellers can locate Academic Initiative resources to help answer clients' skills questions

- **Academic Initiative web site** - [ibm.com/university/systemz](http://ibm.com/university/systemz)
  - Program information-
  - Participating schools tab
- **IBM AI z Skills help desk**
  - Ask a question by emailing [zskills@us.ibm.com](mailto:zskills@us.ibm.com)
- **IBM System z University Ambassador web site**
  - Instructions to sign up to become a university ambassador, plus Academic Initiative resources
  - <http://w3.tap.ibm.com/w3ki2/display/UNIVERSITY/IBM+Academic+Initiative+-+System+z+program>
- **Academic Initiative System z Sales Kit**

## Academic Initiative System z Sales Kit

- **Academic Initiative System z Sales Kit**

- IBM Sellers and BPs
- Resources to assist System z Clients with Skills
- Published on July 2011

- **Web links, presentations, brochures, flyers, case studies, faculty spotlight, course resources, System z Job Board, and University ambassador information**

- **IBM System z Master Resource Kit**

<https://w3-03.sso.ibm.com/sales/support/ShowDoc.wss?docid=A353850A47871A96&infotype=SK&infosubtype=S0&node=&ftext=zMaster&hitsize=50&sort=recommended&showDetails=true&offset=0&campaign=>

- **IBM System z Academic Initiative Sales Kit**

**IBMers**

[http://w3.ibm.com/sales/support/ShowDoc.wss?docid=SGDF289749Q26005T21&node=brands,B5000|brands,B5T00|clients et,IA|channel,DR&appname=CC\\_SSIGD](http://w3.ibm.com/sales/support/ShowDoc.wss?docid=SGDF289749Q26005T21&node=brands,B5000|brands,B5T00|clients et,IA|channel,DR&appname=CC_SSIGD)

**BPs**

<http://www.ibm.com/partnerworld/wps/servlet/ContentHandler/SGDF289749Q26005T21>

- ✓ IBM Academic Initiative Web Site - participating schools

- ✓ Presentations, Brochures, flyers and posters for IBM System z Clients

- ✓ System z Job Board

- ✓ Faculty Spotlight

- ✓ Case Studies


- ✓ Educational Resources (Course materials) for IBM Clients

- ✓ IBM System z University Ambassador (IBM Internal only)

- ✓ Social Media sites – Facebook

Have Questions? Contact the IBM Academic Initiative System z team at [zskills@us.ibm.com](mailto:zskills@us.ibm.com).



- **IBM Academic Initiative** | [ibm.com/university/academicinitiative](http://ibm.com/university/academicinitiative)
- **Academic Initiative for the Mainframe** | [ibm.com/university/systemz](http://ibm.com/university/systemz)
- **IBM Academic Initiative Student Portal** | [ibm.com/university/students](http://ibm.com/university/students)
- **IBM System z Mastery Exam** | [ibm.com/certify/mastery\\_tests/ovrZ05.shtml](http://ibm.com/certify/mastery_tests/ovrZ05.shtml)
- **System z Job Board – Connecting Students to Jobs** | [SystemzJobs.com](http://SystemzJobs.com)
- **IBM Master the Mainframe Contest** | [ibm.com/university/contest](http://ibm.com/university/contest)
- **Stay connected and “like” the IBM Academic Initiative System z on** 
- **Questions?** | [zskills@us.ibm.com](mailto:zskills@us.ibm.com)

### *Contacts*

Kathy Pfeiffer, [pfeiff@us.ibm.com](mailto:pfeiff@us.ibm.com), IBM System z Academic Initiative Program Manager

Don Resnik, [resnik@us.ibm.com](mailto:resnik@us.ibm.com), IBM System z Client Skills Leader and Academic Initiative

# Reference information



## Client testimonials

### Bank of America

*"Bank of America is building a new generation of talent to support our infrastructure. We've hired students from colleges and universities enrolled in IBM's Academic Initiative," said Kim Grim, Senior Vice President, Mainframe Engineering at Bank of America."*

*"The students from those schools enrolled in IBM's initiative have the knowledge and skills ready to support the IBM System z server."*

### citigroup

*"For the past 18 months, Citigroup has actively pursued job creation opportunities in mainframe computing. IBM's Master the Mainframe Contest offers a great resource to secure candidates and helps the company get critical skills as quickly as possible," said Martin Kennedy, managing director at Citigroup."*



# System z Academic Initiative milestones



- ✓ Eight-year investment – IBM Academic Initiative, System z
- ✓ 1,067 schools globally using the program
- ✓ Access to mainframes worldwide for teaching
- ✓ Enterprise System curriculum and ongoing faculty skills development
- ✓ Building student credentials through the IBM System z **Mastery Test**
- ✓ Student Mainframe Contest in 32 countries, 43,825 students from 4,021 schools
- ✓ Job Board to connect students and professionals with clients
- ✓ Community involvement (roundtables, partnerships, hiring)
- ✓ zSkills Help Desk to assist clients and community
- ✓ More educators and students are embracing IBM enterprise systems
- ✓ Students are getting jobs with IBM clients



*“Master the Mainframe Contest’ helped me get a job at Bank of Montreal.”*

- Elizabeth Bell, Georgian College

# IBM System z Mastery Test (Z05)

## IBM System z and z/OS Fundamental Mastery test

### Announced September 2011 (replaces IBM System z Exam Z01)

- Z01 - 3,200+ attempts (78.9% success rate) in 40 countries
- Z01 - IBM's most successful Mastery test

### Panel of 15 subject matter experts

#### Industry

- Aetna
- Bank of America Merrill Lynch
- Bank of NY Mellon
- Citi
- IBM

#### Academia

- Columbus State University
- Marist College
- West Texas A&M University

### Worldwide offering (\$95 USD value) available to professors and students at no cost (announced March 2011)

- z/OS entry level proficiency exam
- Available at 5,000+ Prometric locations
- Avenue for students to validate z/OS knowledge and distinguish themselves from other job candidates
- Industry feedback: Valuable measurement of 'Entry Level Criteria'
- Analyst feedback: Key indicator of available skills

### Resources

- Based on the [Introduction to Mainframes: z/OS Basics](#)

### Learn more at

- [ibm.com/university/systemz/masterytest/](http://ibm.com/university/systemz/masterytest/)
- [ibm.com/certify/mastery\\_tests/ovrZ05.shtml](http://ibm.com/certify/mastery_tests/ovrZ05.shtml)

### IBM System z Mastery Test

Offered at no charge in 2011

Validate your skills.  
 Enhance your resume.  
 Build your future!

#### Learn how you can benefit from taking the IBM System z Mastery Test!

The IBM System z Mastery Test is a proficiency exam for entry level system programmer tasks that can be taken at authorized Prometric sites around the world. It verifies the knowledge contained in *IBM Introduction to the Mainframe: z/OS Basics*. This handbook provides students of information systems technology with the background, information, and skills necessary to begin using the basic facilities of a mainframe computer.

**Program Conditions:**

- Students who are enrolled full-time or part-time at an accredited educational institution

**Program Details:**

- IBM System z Entry Level for z/OS System Programmer Mastery Test Z01 offered at no charge
- Self-study materials provided
- Available worldwide

**Test Preparation**

Take a mainframe introductory computing course at your school, such as *Introduction to Enterprise Systems* (or its equivalent) or prepare for this test on your own.

1. Read the System z Mastery Test objectives.
2. Download the student handbook and course materials and study them at your own pace.
3. Complete the Sample Assessment test (Optional).
4. Request a test voucher number.
5. Register and take the System z Mastery Test and get your results immediately.



**Passing the System z Mastery:**

- Is a benchmark accomplishment
- Increases your job prospects with Fortune 1000 companies
- Validates your mainframe knowledge
- Allows you to post your resume on the IBM Academic Initiative Student Opportunity System
- Gives you respect and recognition among your peers
- Is considered the standard for entering the mainframe job market by IT Industry Analysts

For more information visit the IBM Academic Initiative System z site at [ibm.com/entry/systemz](http://ibm.com/entry/systemz) or contact [cdl@ibm.com](mailto:cdl@ibm.com)



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## Z05 Test information

- 73 questions
- 90 minutes
- Passing score: 71%

# Student Mainframe Contests

Generating student interest



## International contests in 2011

- [Australia](#): 1 Aug – 31 Oct, 411 registrants
- [Brazil](#): 3 Sep – 11 Dec, 3,326 registrants
- [China](#): 14 Sep – 10 Nov, 834 registrants
- [Germany and Switzerland](#): 1 May – 31 July, 273 registrants
- [Mexico](#): 22 Aug – Nov 19, 1,066 registrants
- [Russia, Ukraine, Kazakhstan](#): 17 Oct – 15 Dec, 133 registrants
- [Spanish South America](#): 11 Oct – 5 Dec, 727 registrants
- [Taiwan](#): 26 Sep – 10 Nov, 600 registrants
- [Turkey](#): 4 Nov – 29 Dec, TBD
- [United Kingdom](#): 24 Oct – 29 Dec, 167 registrants
- [US/Canada](#): 3 Oct – 28 Dec, 3,701 registrants



**22 Countries**  
**11,238 students (and counting)**

# Student Mainframe Contest Summary

- Hands-on contest for students
- No experience necessary
- Remote login
- Increasing difficulty and prize levels

## 32 countries to date

1. Brazil
2. Belgium (BeNeLux)
3. Netherlands (BeNeLux)
4. Luxembourg (BeNeLux)
5. Norway (Nordics)
6. Denmark (Nordics)
7. Sweden (Nordics)
8. Finland (Nordics)
9. Thailand
10. United Kingdom
11. U.S. (N. America)
12. Canada (N. America)
13. Australia
14. Taiwan
15. Russia
16. Belarus
17. Kazakhstan
18. Mexico
19. France
20. Germany
21. Switzerland
22. Turkey
23. Argentina (SSA)
24. Bolivia (SSA)
25. Chile (SSA)
26. Colombia (SSA)
27. Ecuador (SSA)
28. Paraguay (SSA)
29. Peru (SSA)
30. Uruguay (SSA)
31. Venezuela (SSA)
32. China

## WW Totals

- 43,825 students
- Over 2,000 schools
- New countries every year
- Collaboration with SWG
- RDz introduced in US/Canada in 2010
- In talks with Tivoli for '12



Stats for contests completed as of 11/14/11

Location	Contests	Students	Schools
Brazil	2007	2011	390
	2008	3287	400
	2009	2008	390
	2010	4030	409
BeNeLux	2007	76	9
	2010	55	15
Nordics	2007	147	11
Thailand	2007	960	40
UK	2006	725	40
	2007	676	59
	2008	876	64
	2009	1132	70
	2010	671	54
Mexico	2010	716	17
France	2010	324	27
North America	2005	750	85
	2006	1085	177
	2007	1750	325
	2008	1879	325
	2009	3015	425
	2010	3537	417
Australia	2008	450	31
	2009	315	29
	2010	455	32
Taiwan	2009	560	44
	2010	724	46
German/Swiss	2011	273	37
Russia	2009	269	41
	2010	458	49





## Community participation is growing

### **We encourage you and your clients to get involved**

- Hiring from schools in the program
- Hiring from Student Mainframe Contests
- Using program resources for in-house skills development
- Participating on University Advisory Boards
- Participating in z/OS Mastery Test and professor education
- Attending System z Roundtables on campus
- Teaching as adjunct professors and guest lecturer
- Participating in the Enterprise Computing Community
- Providing press quotes and case studies