



A New Generation of Open z Systems

Linux without Limits

Ray Jones

Vice President

IBM z Systems Software Sales





What is IBM LinuxONE?

Unleashing the full potential of Linux

IBM LinuxONE™ is one unified portfolio of hardware, software and services for business critical Linux applications.

- ✓ **Use Linux your way.**
Choose the Linux distribution, hypervisor, application and database software, services – it's the Linux you know and love
- ✓ **Use Linux without limits.**
Lightning fast response times with virtually unlimited scale gives your applications the premium Linux experience.
- ✓ **Use Linux without risk.**
Ensured data and services protection and availability - when and where your clients need them.

IBM LinuxONE combines the flexibility and agility of the open revolution with the industry's most advanced, trusted, efficient, and performant enterprise system.

IBM LinuxONE portfolio

Two LinuxONE Systems

IBM LinuxONE Rockhopper™

- Ideal starter system
- Performance, flexibility and scale in a low cost package
- Scale out - consolidate up to 32 x86 cores on one Rockhopper core
- Over 400 virtual Linux servers in a single footprint



IBM LinuxONE Emperor™

- Ultimate flexibility, scalability, performance and trust
- Huge capacity range
- Scale out — up to 8000 virtual Linux servers in a single footprint



IBM LinuxONE Solutions

- Mobile, Cloud, Analytics, DevOps

IBM LinuxONE Services

- Flexible infrastructure design
- Risk management
- Utilization optimization
- Emerging technologies



IBM LinuxONE Systems

Addressing Client Requirements

Differentiated Value Proposition

“We’re not sure Linux on z is better than alternatives.”

- NEW Pay for Use Pricing Model
- NEW LinuxONE Proof Points
- NEW LinuxONE Solutions
- Competitively Priced LinuxONE Systems

Skills and Familiarity

“We don’t have the needed skills to leverage Linux on z.”

- Distributions: Red Hat, SuSE, Ubuntu
- Hypervisors: PR/SM, z/VM, and (NEW) KVM
- LinuxONE Solution Quick Start Services
- NEW Linux MOOCs

Software and Application Availability

“The set of software available on this platform is too limited.”

- Languages: Python, Pearl, Cobol, Java, Node.js and many more
- Management: OpenStack, (NEW) Chef, Puppet, Docker and VMware
- Database: Oracle, DB2LUW, (NEW) MariaDB, MongoDB, PostgreSQL
- Analytics: Hadoop/Big Insights, DB2BLU and (NEW) Spark

Market Relevance and Developer Mindshare

“Linux on z isn’t top of mind for application developers.”

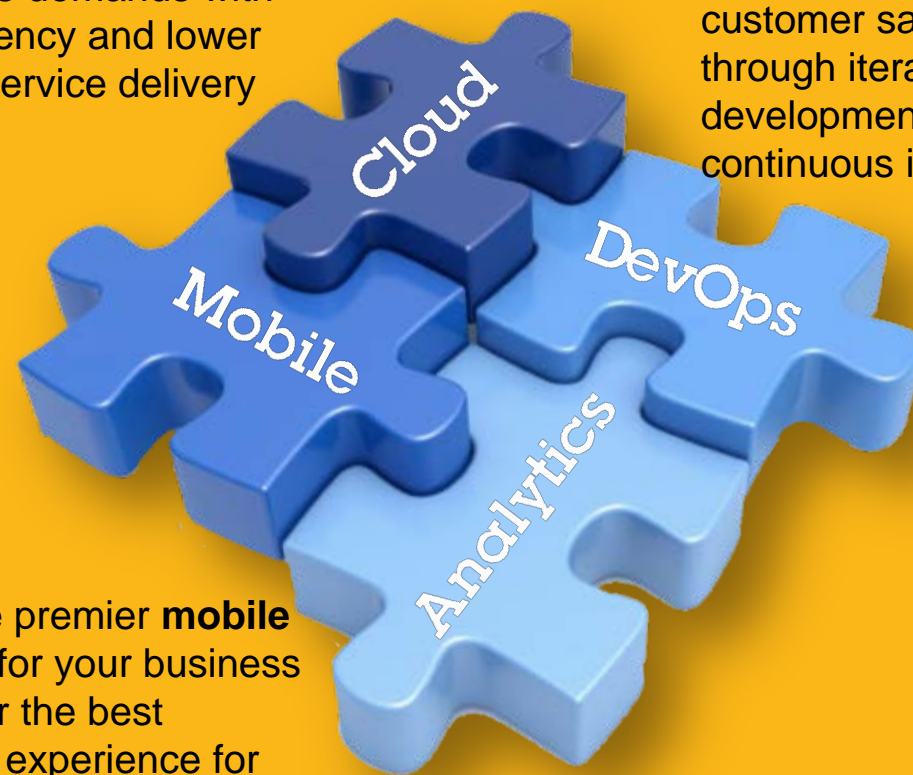
- NEW Open Mainframe Project
- NEW Open Community IP Contributions
- NEW LinuxONE Developer Cloud
- NEW Global Health Challenge IBM Research Project: Lou Gehrig’s



And the family of IBM LinuxONE **SOLUTIONS**

Create an agile and trusted **cloud** infrastructure to meet new business demands with greater efficiency and lower costs for IT service delivery

Realize quicker time to value and higher customer satisfaction through iterative development and continuous improvement



Build the premier **mobile** solution for your business to deliver the best possible experience for your clients, employees, and partners

Extract insights from your data faster and scale effortlessly to meet big data and **analytics** demands



Cloud Accelerates Your Path to a Composable Business

Private Cloud & IT



Benefits:

- Fully customizable
- Robust management
- Secure by design



Public Cloud



Benefits:

- Low entry cost
- Pay-per-use
- Highly elastic

Hybrid Cloud



**Best of both worlds.
Better outcomes.**



- ✓ Maximize return on existing IT investments
- ✓ Match workloads to best-fit infrastructure
- ✓ Hit the right balance of risk to speed
- ✓ Meet seasonal capacity without CapEx
- ✓ Add new capabilities quickly



Exploiting Cloud on z Systems

provides significant business value day one and increased value over time

Customers can move across roadmap as business requirements grow

Tomorrow

C Suite/LOB

Today

Dev & Operations Teams

CIO / IT Executive

Infrastructure Teams

- 1** Virtualization Optimization
Image Management

- 2** Workload Optimized Cloud
Workload Optimized Patterns
DevOps

- 3** Cloud Enabled Data Center
Self Service Provisioning
Usage Metering and Chargeback

- 4** Enterprise Cloud
Fit for Purpose Workloads
Disaster Recovery
Enterprise Security

Common Cloud platform built on an open standards reference model





An agile and trusted infrastructure for **CLOUD**

◆ Use Cases

- Cloud Platform for Enterprise Systems of Record
- Cloud Platform for Any Database Workload
- Cross Platform Hybrid Cloud Solution

◆ LinuxONE Value

- Provide agility and time to value with unparalleled qualities of service for business-critical applications
- **Enable cloud solutions with uncompromised system uptime, airtight data security, and powerful vertical scalability**
- **Deliver high performance and optimize for efficiency**

◆ Enabling Technologies & Services

- z/VM, KVM, Wave, Infrastructure Suite for z/VM and Linux, UrbanCode Deploy with Patterns, Custom Patterns for Linux, IBM Cloud Manager with OpenStack, VMware vRealize Automation, VMSecure, zVPS
- [LinuxONE Cloud Services](#)



EVERTEC ensures leaner, faster processing for billions of transactions

Offers high performance

and near-total availability to support transaction processing

Reduces costs,

space, and energy use by consolidating from multiple physical servers to a virtualized environment

Takes hours, not days

to provision new workloads, improving responsiveness to business demands

"IBM z Systems offers the lowest cost for processing large amounts of data, hands-down."

—Eduardo Camargo, Executive Vice-President and CIO, EVERTEC Inc.



The transformation: Last year EVERTEC upgraded their mainframe. They got faster processors right there. They increased capacity right off the bat. By virtualizing under the mainframe they can provision server in a couple hours rather than the usual procurement of a physical server that would take over a couple weeks. It made a lot of sense to start moving stuff off physical servers and virtualizing them under VM on Linux on z. Right now EVERTEC has approximately 60 databases running this environment and they are looking into migrating upwards of 80 more databases.



CLOUD

Who to Engage

- Sales Lead: John Meehan – jameehan@us.ibm.com
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- WW H/W Cloud Lead: Martin Dvorsky – martin.dvorsky@cz.ibm.com
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- [zChampion Cloud on z Workgroup Contacts](#)
- IOT Technical Sales Leaders for z Cloud
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 - LA – Esthon Medeiros – esthon@br.ibm.com
 - [NA IOT z Capability Leaders](#)
 - MEA – Marco Urech – marco.urech@ae.ibm.com

Sales & Tech Sales Information

- [Competition](#)
- [Technical Accelerators](#) for Cloud
- [z Systems Technical Sales Portal](#) for Cloud on Linux on z Systems
- [Videos & Replays for Cloud on z Enablement](#)

Enabling Technology & Services

- [IBM Custom Patterns for LinuxONE and IBM z Systems](#)
- [IBM Cloud Manager with OpenStack](#)
- [IBM Cloud Orchestrator](#)
- [IBM Infrastructure Suite for z/VM and LinuxONE and IBM z Systems](#)
- IBM Cloud Foundation Services
- [IBM DevOps Services Sales Kit](#)
- [IBM Urban Code Deploy](#)

Sales Plays

- [Business Agility with Cloud for z Systems](#) - TAG zSPCAMS Cloud Business Agility
- [Consumable z Systems Services for Cloud and Mobile](#) – TAG zSPCAMS Cloud Consumable Services
- Offering Lead: Mark Figley – figley@us.ibm.com
- Marketing Lead: Robert Sawyer - rsawyer@us.ibm.com



Analytics hold the potential to improve every aspect of the business





Leaders know they must leverage data to outperform, but are struggling to hit the mark

Drive **top-line growth** via transformational new services

Dramatically **“maximize yield”** on investments in standard electronic business practices

80%

6%

-4.3%

\$226M

16%

\$100M

of marketers send **same content** to all subscribers

of businesses **“extremely satisfied”** with ability to use customer data for decisions

annual decrease in **customer lifetime value** for firms that don't use engagement analytics

estimated **fraud loss** to healthcare

government **tax revenues lost** to non-compliance

typical banking regulation **non-compliance fine**

More sophisticated analytics techniques must be put in play
IT must be exploited as a business strategy



Flexible, resilient,
high performance
business & operational
ANALYTICS

◆ **Use Cases**

- High Performance Business Intelligence and Reporting
- Big Data Insights and Next Generation Database
- IT Operational Analytics for Continuous Business Availability

◆ **LinuxONE Value**

- Maintain a high-performing business analytics and data warehousing solution without added complexity or cost
- **Scale up to more users and out to more data while containing costs and reducing complexity**
- **Cost effectively meet the availability expectations of business**
- **Reduce data center complexity and cost with more efficient administration and facilities management**

◆ **Enabling Technologies & Services**

- Cognos, Cognos Custom Pattern for Linux, DB2, DB2 Custom Pattern for Linux, DB2 BLU, BigInsights, IT Operational Analytics, IBM zAware, Spark
- [LinuxONE Analytics Services](#)



Miami-Dade County

builds a highly scalable private cloud analytics platform

Business challenge:

The Miami Dade county administration provides a wide range of public services, including police, fire, water and sewers, garbage collection, parks, libraries, hospitals and many others. They saw an opportunity to open up government with a large-scale analytics platform that would allow both internal users and citizens to access a wealth of public information via the web.

Solution:

The county deployed IBM Cognos Business Intelligence in a Linux environment on its existing IBM z Systems platform. Employees and citizens can access reports using a standard web browser.

Benefits:

- Solution provides 24/7 access to analytics for key services
- z Systems architecture enables to operate a private cloud infrastructure
- Create a new Linux system very quickly – no need to continually purchase new servers, find space, configure and install them
- Giving people more insight into where their tax money is going

“ We realized that Linux on z Systems was an extremely cost-effective platform for certain types of applications, especially if they need the rock-solid reliability and availability that the mainframe can offer. ...

z Systems provides such huge advantages over a distributed server landscape.

- Jose Eskert, Senior System Programmer at Miami-Dade County

Solution components:

- Cognos Business Intelligence, WebSphere Application Server
- z/VM, Linux, z/OS
- IBM z Systems

[Videos: The needs](#) , [The solution](#)



ANALYTICS

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- WW Sales Leader- Lori Bucciarelli - loribucc@us.ibm.com
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- WW H/W Analytics Leader – Joy Spohn – joys@us.ibm.com
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 - **NA IOT z Capability Leaders**
 - MEA – Mehmet Goksu – cuneytg@tr.ibm.com

Sales & Tech Sales Information

- **Technical Accelerators** for Analytics
- **z Systems Technical Sales Portal** for Analytics Solutions
- **z Systems for Analytics Whiteboard**
- **Competitive Playbook**
- **z Analytics Enablement**

Enabling Technology & Services

- Cognos, Cognos Custom Pattern for Linux, DB2, DB2 Custom Pattern for Linux, DB2 LUW, DB2 Connect, DB2 BLU, BigInsights, IT Operational Analytics, IBM zAware, Spark
- **Information Management Acceleration Zone**
- **LinuxONE Analytics Services**

Sales Plays

- **Analytics for z Systems** – TAG: zSPCAMS Analytics for z Systems
- **2015 Real Time Analytics Play**
- **DB2 Analytics - Real Time Analytics Technical Accelerators**
- **Offering Lead:** Bryan Gobin– bcgobin@us.ibm.com
- **Marketing Lead:** Paul DiMarzio– dimarzio@us.ibm.com



Mobile

changes the way we do business

Finance & Banking

Manage their investment portfolios and accounts from anywhere for complete bank transactions

Insurance

File, process and manage claims and document damages as they happen

Travel & Transportation

Provide up-to-date information specific to their itineraries and location and enable customer self-service



“Worldwide smart connected devices (SCD) are forecast to grow 15.6% year over year in 2014, reaching close to 1.8 billion devices¹ ... PC shipments will decline 1.7% to 74.4M²”

Construction & Manufacturing

Manage complex projects and operations on site and streamline survey and work order processes

Retail

Engage shoppers in new ways and intelligently target personalized and location-sensitive marketing offers

Cross-Industry CIO's Office

Empower employees with anytime, anyplace access to dashboards and critical information

Mobile data traffic will grow at 61% (CAGR) 2013 to 2018
Where will it be stored? How will it be managed and processed?

(1) Worldwide Quarterly SCD Tracker – IDC, Jun 17 2014

(2) Worldwide Quarterly PC Tracker – IDC, Jul 9 2014



Solving Key Business and IT Challenges with z Systems



Build

and deploy mobile applications efficiently

- Developing apps that integrate with information from z Systems data
- Customer demands drive need to rapidly develop, deploy and update apps with stability and compliance
- Deploy apps that access back-end systems with optimal performance



Protect

and manage the mobile infrastructure to optimize performance

- Protection of privacy and confidential information
- Policies for client-owned smartphones and tablets
- Visibility, security and management of end-to-end security
- Infrastructure complexity from multiple device platforms



Engage

customers in context by leveraging mobile insights

- Clients operate in a “4 screen” world
- Leverage mobile information to deliver deeper engagement
- Analytics on z Systems extending to mobile apps



Transform

the value chain to drive growth and ROI

- New process and business designs required for transformation opportunities
- Rapid and disruptive innovation shortening time to value requirements





Integrated enterprise capabilities and insights for secure **MOBILE**

◆ Use Cases

- Agile Development and Delivery of Mobile Apps
- Integration with Core Systems of Record
- Secure End-to-End Mobile Transaction
- Personalized Mobile Experience Through Analytics

◆ LinuxONE Value

- Secure mobile devices, data and enterprise transactions without sacrificing response time
- **Deliver mobile services on an open and highly responsive infrastructure that meets the peaks in mobile workloads**

◆ Enabling Technologies & Services

- IBM MobileFirst Platform Foundation, MobileFirst Platform Custom Pattern for Linux, MobileFirst Protect, API Management, IBM Integration Bus, Urban Code Deploy, IBM Rational Collaboration Lifecycle Management, IBM Rational Developer for the Enterprise DataPower, WebSphere Application Server
- [LinuxONE Mobile Services](#)



Sicoob avoids USD 1.5 million in annual costs with IBM

Supporting rapid business growth with robust, secure and efficient mainframe technology

Need:

Flexible, secure and scalable IT infrastructure to support reliable 24/7 service and mobile access to reach its goal of being the primary provider of financial services to its members.

Solution:

Created a virtualized Linux landscape running more than 300 production environments on two IBM zEnterprise 196 servers, and deployed IBM DB2, IBM InfoSphere DataStage and IBM Cognos software.

Enabled growth of

600% in mobile,

200% in internet, and

60% in in-branch transactions;

avoiding **USD 1.5 million** in electricity costs annually

“Challenges and opportunities have led us to restructure our technology infrastructure and adopt IBM z Systems technology, which guarantees greater stability and performance for our products and services. The key benefits in adopting IBM z Systems are availability, scalability, performance, security, lower licensing costs, easier management, less use of space in the data center, and in particular reduced energy consumption.”



Sicoob avoids USD 1.5 million in annual costs with IBM

Supporting rapid business growth with robust, secure and efficient enterprise grade platform for Linux

Need

Flexible, secure and scalable IT infrastructure to support reliable 24/7 service and mobile access to reach its goal of being the primary provider of financial services to its members.

Solution

Created a virtualized Linux landscape running more than 300 production environments on two IBM z Systems servers, and deployed IBM DB2, IBM InfoSphere DataStage and IBM Cognos software.

Benefit

Enabled growth of **600%** in mobile, **200%** in internet, and **60%** in in-branch transactions; avoiding **USD 1.5 million** in electricity costs annually



“ *Challenges and opportunities have led us to restructure our technology infrastructure and adopt IBM z Systems technology, which guarantees greater stability and performance for our products and services. The key benefits in adopting IBM z Systems are availability, scalability, performance, security, lower licensing costs, easier management, less use of space in the data center, and in particular reduced energy consumption.* ”



MOBILE

Who to Engage

- WW Software Sales Leader- John Meehan – jameehan@us.ibm.com
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 - GCG – Dai Young Jie daiyj@cn.ibm.com
 - Europe – Richard Gamblin richard.gamblin@uk.ibm.com
 - Japan – Sachiko Natsume NATSUME@jp.ibm.com
 - LA – Paulo Videira pvideira@br.ibm.com
 - NA – [NA IOT z Capability Leaders](#)
 - NA – Neil Freeman jnfreema@us.ibm.com
 - MEA – Thomas Weinzettl thomasw@ae.ibm.com

Sales & Tech Sales Information

- [z Systems is an ideal home for mobile workloads](#)
- [Mobile Workload Pricing](#)
- [Technical Accelerators](#) for Mobile
- [z Systems Technical Sales Portal](#) for Mobile on z Solutions
- [The z Mobile Community of Practice](#)
- [WW Centers of Competency for Mobile](#)

Enabling Technology & Services

- IBM Rational Collaboration Lifecycle Management, IBM Rational Developer for the Enterprise, IBM MobileFirst Platform Foundation, MobileFirst Platform Custom Pattern for Linux, IBM Integration Bus, Urban Code Deploy, API Management, DataPower, MobileFirst Protect, WebSphere Application Server
- [LinuxONE Mobile Services](#)

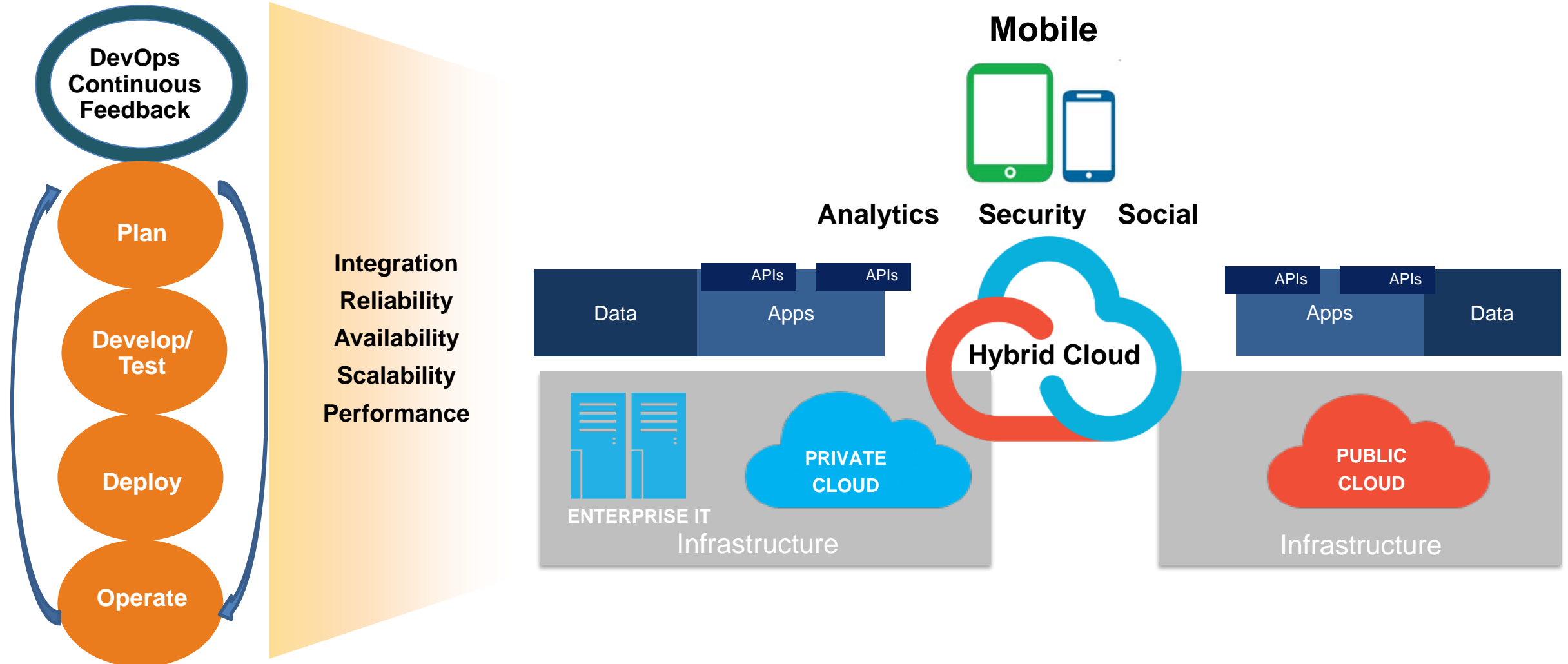
Sales Plays

- [Mobile for z Systems](#) – TAG: zSPCAMS Mobile for z Systems
 - Supporting Technical Accelerator - [z Systems Mobile Roadshow - Client Workshop](#)
- Offering Lead: Tina Tarquino – tinatar@us.ibm.com
- Marketing Lead: Nathan Bryce - nbrice@us.ibm.com
- Technical Accelerator Lead: Frank Van Der Wal thewall@nl.ibm.com



DevOps → The “How” for Cloud and Mobile

Enables clients to extend enterprise IT assets for digital business transformation in the world of variable speed IT





Software innovation and accelerated delivery with standard industry **DevOps**

◆ Use Cases

- Develop, test, deploy and operate enterprise-level applications
- Accelerate software delivery by enabling collaborative development and automation across organizational silos.
- Enable developer productivity starting from scratch, open source, or Bluemix, across platform, and languages.

◆ LinuxONE Value

- Complete management and automation of the software development cycle.
- Freedom to choose the right development tools for the job and unify development across platforms
- Quick feedback and low cost of entry to nimbly incorporate improvements into future iterations

◆ Enabling Technologies & Services

- Rational Collaborative Lifecycle Management (CLM), Urban Code Deploy, IBM Application Performance Manager (APM)
- WAS Liberty, Bluemix
- [LinuxONE DevOps Services](#)



Procempa

What if various city departments could act and respond as a single, coordinated and cohesive unit to deliver citizen services?

Officials in disparate departments in Porto Alegre, Brazil, use data consolidation and georeferencing to gain a centralized and unified view of city happenings, transforming how the city organizes and manages operations, enhancing services to residents.

The Opportunity

Brazil is known for being innovative and progressive. Still, the city faced issues related to growth, such as traffic, water and public safety. The problems stemmed from a lack of integrated information within and among city agencies. Ideally, the departments needed to operate as an organized unit. Yet without a single and consolidated view of what was happening around the city, officials struggled to coordinate activities, prioritize projects and deliver high-level services to the public.

What Makes it Smarter

When multiple agencies are involved with providing services to a growing city, tight-knit coordination between and within departments is vital. Otherwise, the resulting inefficiencies can wreak havoc. In Porto Alegre, Brazil, a highly sophisticated GIS-enabled asset management solution consolidates asset lifecycle data and gives officials a single, unified view of what asset-related issues are happening across the city, when and where they are occurring and who is handling the situation. The compiled intelligence not only helps the city develop preventive maintenance strategies but also to prioritize projects and organize work efforts. For instance, the system tracks the life span of light bulbs used in the city's street lamps. As a bulb approaches its end of life, officials are alerted and can take preemptive action before streets go dark. Similarly, if a water pipe maintenance project is scheduled at the same time and location as a street repaving project, the solution will display the conflict—enabling officials to re-prioritize projects and coordinate activities, and save precious time, resources and costs.

Real Business Results

- Anticipates reducing work order backlog by as much as 30 percent
- Reduced response time to problem resolution by up to 50 percent, from two or three days to 24 hours
- Cut total cost of ownership by 60 percent by using a more efficient data storage system

Solution Components

- IBM Rational® Software Architect
- IBM Rational AppScan Standard Edition
- IBM Rational Team Concert Standard
- IBM® Maximo®
- IBM OMEGAMON® XE \
- IBM WebSphere® Application Server
- IBM DB2® Enterprise Server Edition
- IBM InfoSphere® Data Architect
- Red Hat Linux

“

The solution marks a new era for the operating procedures of the city. Because we are more responsive and more informed, our citizens are getting better service.





DEV OPS

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- WW Sales Leader – Kirk Chadrick ktchadri@us.ibm.com
- WW Tech Sales Leader – Robert Johnson robertj@us.ibm.com
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- WW Technical Enablement Lead – David Lawrence dlaw@us.ibm.com
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 - NA – [NA IOT z Capability Leaders](#)
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Sales & Tech Sales Information

- [z Systems Technical Sales Portal](#) for DevOps
- [Urban Code Deploy for Patterns Deep Dive](#)
- DevOps for [Enterprise Systems Community of Practice](#)

Enabling Technology & Services

- [Sales kit – CLM](#)
- [Sales kit – APM](#)
- **Rational Collaborative Lifecycle Management (CLM) includes:**
 - Rational Team Concert, Rational Quality Manager, Rational Doors
- IBM Application Performance Manager (APM)
- [Urban Code Deploy](#)
- [WAS Liberty](#)

Sales Plays

- [DevOps for Enterprise Systems: Continuous Test and Release](#)
- [DevOps for Enterprise Systems: Collaborative Development](#)
- Offering Lead: Sanjay Chandru – chandru@us.ibm.com
- Marketing Lead: Sherri Hanna - slhanna@us.ibm.com



3Q15 / 2H15 Server Solutions Sales Incentives: **Linux**

- First instance of z/OS, LinuxONE and IBM z Systems, or Linux on Power in an Enterprise: **30% TI per installation with a 50% kicker for MSPs/CSPs in 2H15**
 - MSP/CSP placements in 3Q15 eligible for 30%TI + 15%TI = 45%TI
 - Base incentive payment drops to 20% TI in 4Q15
 - **Duplicated for Server Solutions and S&D sellers**
- Driving penetration of LinuxONE and IBM z Systems and Linux on Power for Server Solution sellers

Power or z Systems IFLs	Seller Incentive
1	5% TI
2	10% TI
3	15% TI
4	20% TI
5 or more	25% TI

- Both incentives may be duplicated for Software sellers when eligible products included

Eligible Products Linux on z enablement:

- IBM Cloud Manager with OpenStack
- Urban Code Deploy
- WAS Liberty Core
- IBM MobileFirst Platform Foundation
- IBM Application Performance Management
- WebSphere MQ
- IBM Integration Bus
- IBM Operational Decision Manager
- IBM Business Process Manager Advanced
- IBM Business Monitor
- WebSphere Portal
- IBM Operations Analytics - Log Analysis
- WAS Network Deployment
- NetCool Operations Insight
- IBM Workload Automation
- System Automation for Multi Platform
- IBM Infrastructure Suite for z/VM and Linux

Incentive applies only to the amount of software purchased that supports the number of IFLs purchased



IBM S/W positioned with OpenSource packages

Why should s/w sellers care

Offering more OpenSource options on LinuxONE:

- Provide Relevance in market
- Allow us to participate in industries/clients that demand open source as an option (e.g., Public)
- Provide complementary capabilities to IBM S/W to offer a total and competitive solution (OpenStack, Docker)
- Allow us the opportunity to upsell IBM S/W

DevOps

- Leverage open standards defined by OpenStack in UrbanCode Deploy to optimize continuous delivery
- Leverage docker, Jenkins for building distributed applications for developers and sysadmins.
- Enable the unification of diverse teams with a scalable, integrated and open development platform

Application Runtime

- Leverage OpenStack through IBM Bluemix today along with worldwide datacenters for IBM SoftLayer including bare metal servers
- Leverage fully compatible cross platform Java with OpenJDK and node.js

Database

- Leverage open source relational databases with mySQL, MariaDB, PostgreSQL, and Cassandra
- Leverage document store for non-shared and intermittent data with MongoDB, CouchDB, Redis
- Provide real-time, consistent access to data-intensive applications with Geode
- Scale-out analytics with Spark

Manage

- Leverage IBM DevOps Services on Bluemix, built on CloudFoudry and third party tooling.
- Complement ICM, ICO, and OpenStack HEAT with Chef, Puppet and other scripting languages.
- Integration that supports agile teams working in hybrid cloud or third-party tooling environments



◆ ISV Mainframe Cloud Porting Centers

- ◆ Available for ISVs registered through PartnerWorld
- ◆ Hosted by IBM in Dallas, Boeblingen and Beijing
- ◆ Port, test, benchmark key applications
- ◆ Available Now

◆ Open Access Mainframe Community Cloud

- ◆ Free access to Developers and
- ◆ Hosted by Partnership Universities including Syracuse, Marist and others
- ◆ Access through IBM DeveloperWorks
- ◆ Get LinuxONE virtual machine in as little as 4 clicks
- ◆ Available November 2015

Open Mainframe DEVELOPER CLOUDS



Call to Action

Leverage the LinuxONE launch to bring “1 new idea” to every single client

- ◆ **Ensure your clients attend the external events are aware of the relevance to their business**
- ◆ **Drive new workload opportunities with existing users of LinuxONE and IBM z Systems**
 - Leverage new solutions, proof points, open software capabilities...
- ◆ **Pick a z client to establish a new Linux presence**
 - Leverage new flexibility and choice (KVM, Ubuntu, open...), new pay for use pricing, developer cloud, new proof points...
- ◆ Utilize the IBM LinuxONE solutions
- ◆ Become eligible for the 3Q15 incentives on Linux and IBM S/W
- ◆ **Continue to get educated**
 - Additional enablement sessions to be scheduled for KVM, Open Source