

# The 50<sup>th</sup> anniversary of the mainframe

An IBM *Signature Moment*

Deon Newman  
VP, System z Marketing



# The mainframe has changed the world... ...making the extraordinary possible



Industry-changing missions

Breakthrough leaps driven by technology can create possibilities that were never possible before

Reinvention and transformation

Every business must continuously reinvent and transform itself to thrive

Growth in secure transactions and data

Trust and dependability are the foundation for any successful enterprise in an increasingly complex world of cloud, mobile and social

...and it's *just the beginning*

# Strategic announcements

**CONFIDENTIAL**  
Not to be discussed prior to announcement

**February 24**

**March**

**April 7 & 8**

- IBM Wave for z/VM
- IBM Enterprise Linux Server
- System z Solution for Mobile Computing
- Smarter Cities (Water and Transportation)
- System z SW



- Master the Mainframe World Championship (Announce: March 4th)
- Linux & Cloud Competency Centers in China (March) and Kenya (May)



- Enterprise Cloud System
- zCloud Flex Capacity Offering
- Research Projects
- MTM World Championship Winner
- System z SW



# The 4 essential programs

**1**

## **Activating the IBMer**

*Building belief, understanding and advocacy in every IBMer.*

**2**

## **Engines of Progress**

*20 breakthrough areas of business, industry, and society – as driven by the mainframe.*

**3**

## **The Millennial Project**

*An extraordinary effort to build the skills, relationships and community of next-generation innovators on the mainframe.*

**4**

## **The Anniversary Experience**

*A strategic set of events and go-to-market activities around the world to honor and deepen relationships with new and existing clients and inspire the world*



# IBM Engines of Progress

20 breakthrough areas of business, industry, and society – as driven by the mainframe.



## Research Projects:

- IBM and Ghana-Yale Partnership: EMTCT Of HIV
- Rheumatoid Arthritis Dream Challenge
- Alzheimer's Dream Challenge
- NY State Municipal Cloud



# IBM Engines of Progress + trends

Worldwide innovations that benefit us all



# Bringing the Engines of Progress to life



Infographic



Datagrams

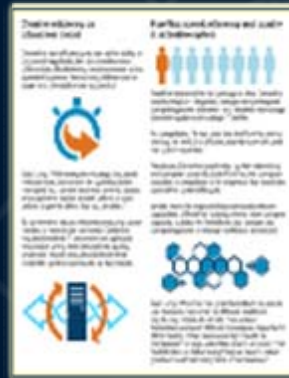


Video

Carrousel Images on IBM Mainframe50 Page



Slide Share



Case Study



<http://www.ibm.com/mainframe/enginesofprogress>



# The Millennial Project:

Recruiting, teaching, and cultivating new zealots and the future Generation Z talent pool.

Launching March 4<sup>th</sup> ([link](#))



Academic Initiative: New Jobs & Internships

New Virtual University / MOOC

New Master the Mainframe Country Contests

New Master the Mainframe World Championship

**68,000+**  
MTM Students



**1,000+**  
A. I. Schools



**70+**  
A. I. Countries



**45%**  
A.I. participation Growth





# Master the Mainframe contest locations



# Master the Mainframe World Championship



### IBM MASTER THE MAINFRAME | WORLD CHAMPIONSHIP CONTESTANTS

<b>PHILIPP EGLI</b> UNIVERSITY OF BRISTOL	<b>DÉBORAH MESQUITA</b> FEDERAL UNIVERSITY OF PERNAMBUCO	<b>EGOR PUGIN</b> VLADIMIR STATE UNIVERSITY	<b>PRAVIN PRAME KUMAR</b> BIRMINGHAM UNIVERSITY (BIRMINGHAM)	<b>YONG-SIANG SHIH</b> NATIONAL TAIWAN UNIVERSITY	<b>LUKAS DIENER</b> UNIVERSITY OF BERNE
<b>ANDREI-ALIN POPESCU</b> UNIVERSITY OF EAST ANGLIA	<b>DAVID VÁZQUEZ</b> MONTEPÍO INSTITUTE OF TECHNOLOGY	<b>JIA-SIAN JHANG</b> NATIONAL CENTRAL UNIVERSITY	<b>ELTON CHENG</b> UNIVERSITY OF CALIFORNIA SAN DIEGO	<b>CRISTINA SEPULVEDA</b> UNIVERSITY OF PUERTO RICO	<b>ANDREY OLEKSANDROVICH</b> LIV POLYTECHNIC NATIONAL UNIVERSITY
<b>TU FEIFEI</b> HUAZHONG UNIVERSITY OF SCI.	<b>SHAHNI SENGUPTA</b> IIT INSTITUTE OF I.T.	<b>ROBERT RECKNAGEL</b> UNIVERSITY OF LEIPZIG	<b>LUIS ELIZADLE</b> MONTEPÍO INSTITUTE OF TECHNOLOGY	<b>ABHIRA DASGUPTA</b> BIRMINGHAM UNIVERSITY	<b>VLADISLAV GORBATSIUK</b> KITV POLYTECHNIC INSTITUTE
<b>RUDOLFS DAMBIS</b> UNIVERSITY OF MEXICO LAS VEGAS	<b>DARIA MAYOROVA</b> POLYTECHNIC UNIVERSITY OF CADIZ/COMA	<b>SELVAKUMAR VIPRASAMY</b> SALVATORE UNIVERSITY NAURVAL, AN	<b>AARON CALL BARRIEIRO</b> POLYTECHNIC UNIVERSITY OF CADIZ/COMA	<b>MUGDHA KADAM</b> UNIVERSITY OF SOUTH FLORIDA	<b>EMMANUELLE VARGAS</b> UNIVERSITY OF PUERTO RICO
<b>PIOTR MAŚLANKA</b> WROCLAW UNIVERSITY OF TECHNOLOGY	<b>CHRISTOPHER MCMASTER</b> MCMASTER COLLEGE	<b>OBERLAN ROMÃO</b> UNIVERSITY OF SÃO PAULO	<b>LIU ZUNHE</b> TONGJI UNIVERSITY	<b>DENIS ALEKSANDROVICH</b> BIRMINGHAM UNIVERSITY	<b>COMING SOON</b>
<b>PERU</b>	<b>ARGENTINA</b>	<b>COLOMBIA</b>	<b>SOUTH AFRICA</b>	<b>FRANCE</b>	<b>KENYA</b>

### IBM MASTER THE MAINFRAME | WORLD CHAMPIONSHIP JUDGES

<b>JEFF GILL</b> VISA	<b>JENNA-SHAE BANKS</b> FIRST CITIZENS BANK	<b>SUSAN DISCHIAVE</b> SPRINCLE UNIVERSITY
<b>LONNIE EMARD</b> IT-ology	<b>DAVID DITILLO</b> MetLife	<b>SETH REICHELSON</b> LIME BRANFLET HIGH SCHOOL

# The Anniversary Experience



# Mainframe50 will deliver an exceptional customer experience to inspire and move the market



## Learn It

- 50<sup>th</sup> zMicrosite
- Announcements
- Mainframe Weekly
- Press Releases
- Analyst Papers
- OpEds
- zIQ Series
- Systems Magazine



## Experience It

- Engines of Progress
- NYC Signature Event
- Global Events
- IMT Events
- Workshops
- Academic Initiative
- MTM Local Contents
- MTM Championship
- Proof of Concepts



## Socialize It

- Social Media (Twitter, FB, etc)
- Tumblr
- Blogs
- Mainframe Debate
- Video



<http://www.ibm.com/Mainframe50>



# 50<sup>th</sup> Anniversary look and feel & high impact deliverables

The original 1964 compass design evolves into...



...the new 2014 compass showing the expanded reach of today's mainframe



# IBM Mainframe50 website



<http://ibm.com/mainframe50>



# Top 5 digital domains



IBM Mainframe50  
Landing Page

<http://ibm.com/mainframe50>



Mainframe Weekly  
Paperli

[http://paper.li/IBM\\_System\\_z/1386866312](http://paper.li/IBM_System_z/1386866312)



zTumblr

<http://mainframe50.tumblr.com/>



Engines of  
Progress

<http://www.ibm.com/mainframe/enginesofprogress>



Master The  
Mainframe

[www.ibm.com/systems/z/masterthemainframe](http://www.ibm.com/systems/z/masterthemainframe)



# Overall drumbeat calendar

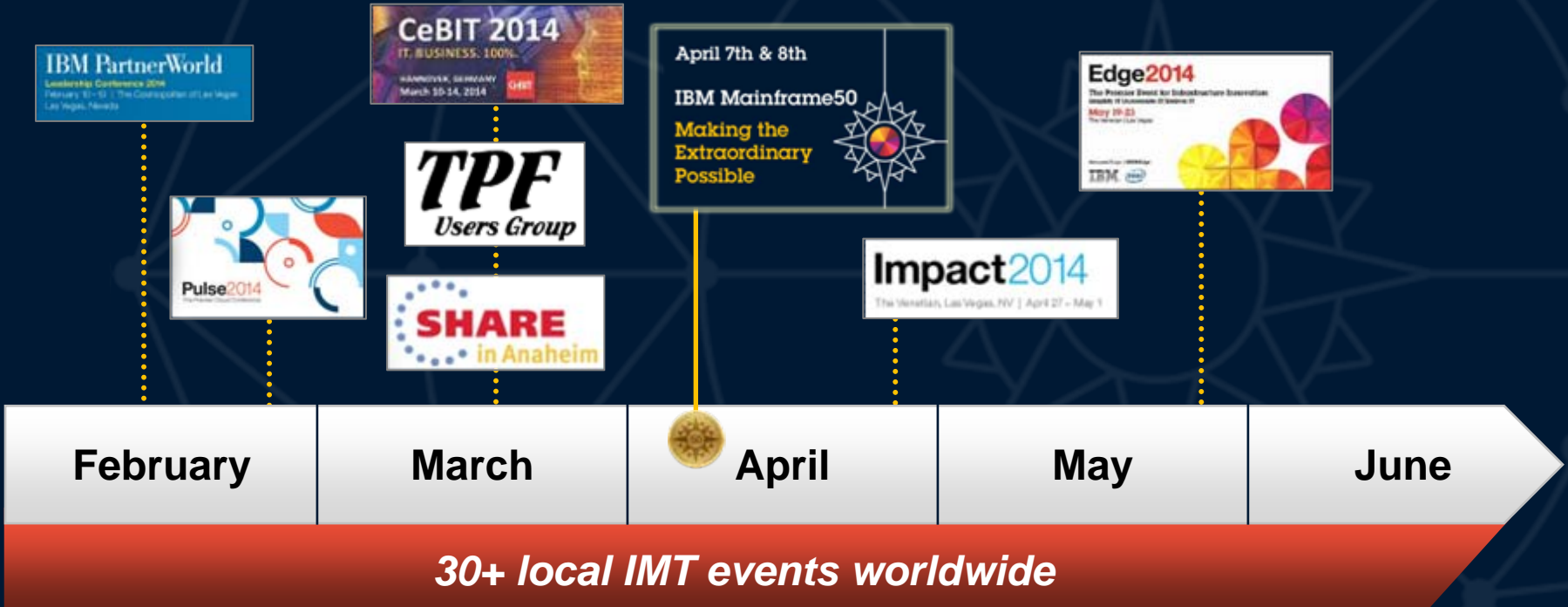
<p><b>Cloud and Linux Announcement</b> W1: Feb 24-28</p>  <p><b>Pulse2014</b> The Premier Cloud Conference</p>	<p><b>Mobile Computing</b> W2: Mar 3-7</p> 	<p><b>Big Data &amp; Analytics</b> W3: Mar 10-14</p>  <p><i>Launch of GCG z/Linux Competency Center</i></p>	<p><b>Growth of Secure Transaction</b> W4: Mar 17-21</p> 
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<p><b>zEveryday</b> W5: Mar 24-28</p> 	<p><b>Academic Initiative / Skills</b> W6: Mar 31-Apr 4</p> 	<p><b>50<sup>th</sup> NYC Event</b> <b>Research Projects</b> W7: Apr 7-11</p> 	<p><b>Breakthroughz on z</b> W8: Apr 14-18</p> 	<p><b>Network of Resources</b> W9: Apr 21-25</p> 
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<p><b>The Business of z</b> W10: Apr 28 -May 2</p> 	<p><b>The Expanding z Ecosystem</b> W11: May 5 -9</p> 	<p><b>The z Client Experience</b> W12: 12-16</p> 	<p><b>Edge</b> W13: May 19-23</p> 
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# Leveraging strategic industry events



# The anniversary event: April 8th

## Comprehensive signature anniversary event

### IBM Mainframe50: Making the Extraordinary Possible



583 Park Avenue,  
New York City

450 seats: Clients, Press,  
Analysts, and Students

Thought provoking agenda with  
marquee IBM and Client speakers

Technology Innovation, New Solutions  
& Ecosystem Announcements

Nominate your customers today! ([link](#))

**Make the Extraordinary Possible**  
IBM Mainframe50

You are cordially invited to join us on April 8th at 583 Park Avenue from 2:00pm until 6:30pm for an exclusive world to celebrate the 50th anniversary of the IBM Mainframe.

**IBM Mainframe: Making the extraordinary possible**  
Steve Mills, Senior Vice President and Group Executive Software & Systems  
David Tompkins, IBM Executive

**IBM Mainframe: Empowering the digital transformation**  
Tom Rosamilia, Senior Vice President Systems & Technology Group  
David Tompkins, IBM Executive

**IBM Mainframe: The next generation**  
Pat Toole, Senior Vice President  
David Tompkins, IBM Executive

**IBM Mainframe: Looking to the Future**  
John Kelly, Senior Vice President and Director of Innovation  
David Tompkins, IBM Executive

To learn more and register please visit: [ibm.com/ibmmainframe50](#)

Event will be  
livestreamed  
on YouTube



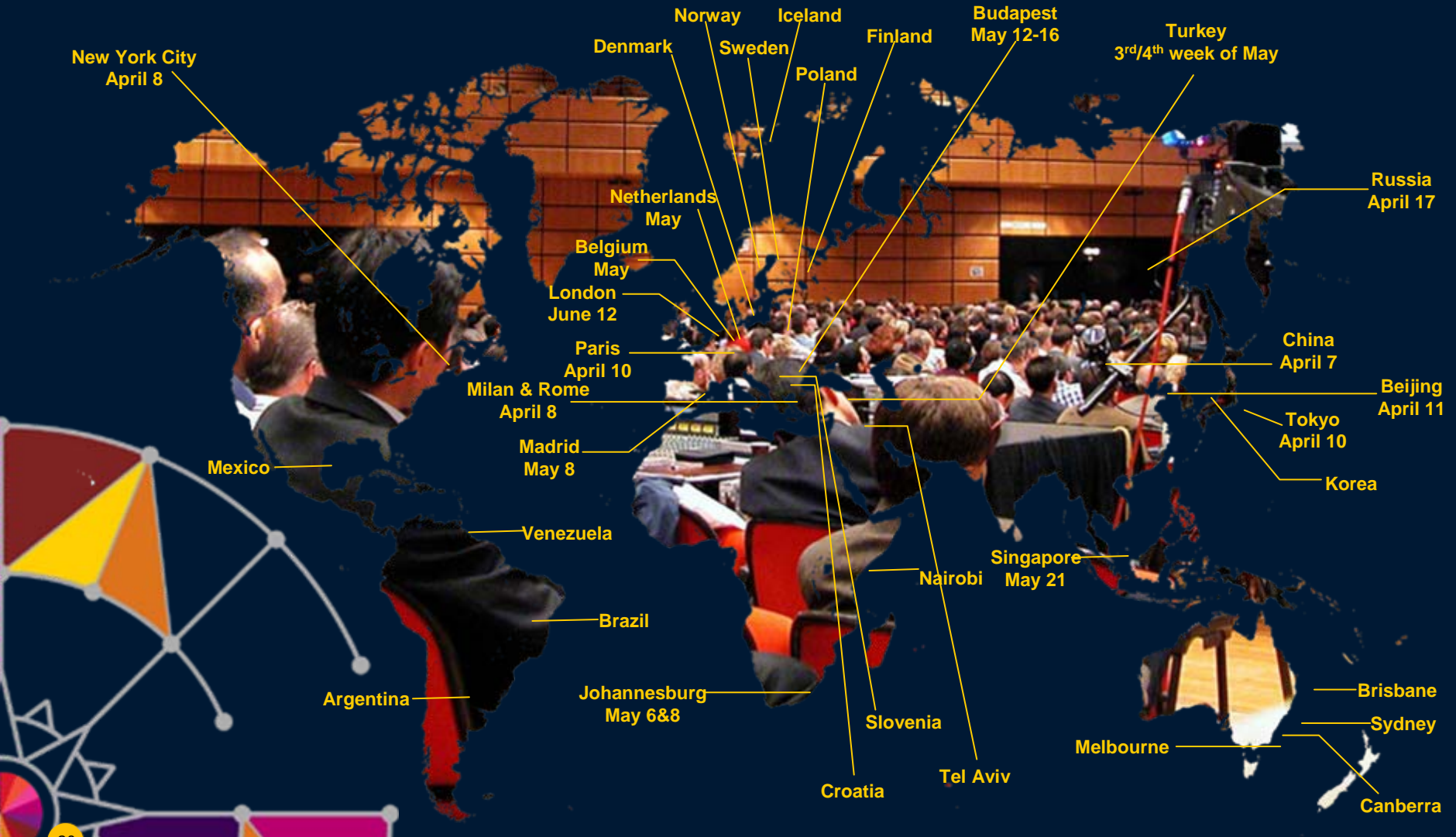
# Mainframe50 event surround activities

- The IBM Executive Briefing Center in Poughkeepsie has been blocked for the week of April 7th. This is a great opportunity to combine the NYC event celebrating the 50th anniversary with a customized briefing based on your customer's unique requirements.
- You can select from System z customer briefings on specific topics as well as tours of the Energy Efficient Data Center, Manufacturing, Development System Test, and Customer Solution Center. Check out the full list of topics [here](#) and explore them with your customer. Click [here](#) to schedule a briefing.





# IBM Mainframe50 IMT event locations





# Multi-faceted analyst relations campaign

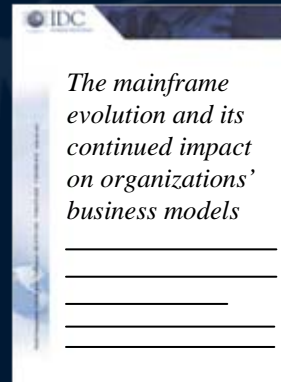
- Multi-firm and 1:1 briefings for Earned Coverage
- Exclusive analyst track at IBM Mainframe50
- Strategic IBM commissioned Analyst Engagements



## Forrester paper:



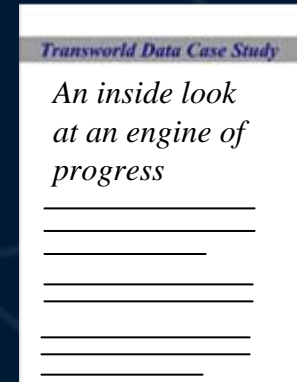
## IDC paper/infogram:



## Clabby paper:



## Transworld Data:



Papers will be posted in the IBM System z Analyst Reports Sales Kit as they are completed ([link](#))

# IBMer Enablement



# Activating the IBMer



## Learn It

- 50th Community Portal
- Anniversary Video
- Announce Education
- Exec Communications
- System z Point of View and CIO Storyline
- 50 Wow Factor Facts
- z101 IBMer Activation



## Experience It

- STG ThinkFriday
- Video Contest
- Townhalls
- Corporate Citizenship and Corporate Affairs



Learn more [here](#)



## Socialize It

- Social Media (Twitter, Facebook, etc)
- Tweet Sheets
- Internal/External Blogs
- Newsletters
- Communities
- Sell-IT App





# w3 50<sup>th</sup> Portal Page & Community Resources

## w3 Portal Page

- Mainframe50 Program Information
- Key Resources
- Executive communications
- Video contest information
- New messaging and client-facing assets

## Community Resources

- Employee Toolkit
- Townhall Toolkit
- Digital Enablement



Learn more [here](#)

# Video contest

## Open to all IBMers

- Three categories:
  - My mainframe experience
  - Redefining the future with the Mainframe
  - The value of the mainframe
- The video contest is open to all IBMers & will begin Feb. 24 – May 31. IBMers can vote on their favorite videos.
- Please visit the System z Community to learn more about this contest on Feb. 24 [here](#).
- **First Prize:** 1 seat at April 8 event (Submit by March 31 to qualify for this prize.)  
**Second Prize:** On June 3, we will highlight the top 10 entries in the world for all IBM employees. (Submit by May 31 to qualify for this prize.)



Learn more [here](#).

# New System z POV & CIO storyline



## Positioning Z as essential for the new generation

- ...of emerging IT and business leaders
- ...with a simplified System z Storyline
- ...clearly articulated differentiators
- ...across cloud, analytics, mobile and security
- ...through client POV and tied to business value
- ...embedded with client successes and proof points

Watch the New System z Storyline Video Enablement ([link](#))

The collage includes several key slides:

- IBM zEnterprise Empowering business innovation in an era of Digital transformation**: A slide with a network diagram and fields for 'Speaker Name' and 'Speaker Title'.
- The digital transformation has empowered the individual... Billions of them**: A slide with four icons representing: 1 Individual = Multiple devices, Instant gratification, Much higher service expectations, and New spheres of influence.
- zEnterprise: Making the extraordinary possible**: A central slide with a table of 'What's changing in the enterprise?' and 'What's required of the CIO?'.
 

What's changing in the enterprise?	What's required of the CIO?
A multitude of client devices offers new usage for individuals, businesses and society as a whole.	Services must be protected and available for clients of any time, from any location and through any device.
An explosion of social networks has created an entirely new sphere of influence.	Technology must securely manage the huge growth in data and transactions, protect identities, and ensure access authorization.
Empowered individuals demand new levels of service and expect instant gratification.	Technology investments must provide a low cost per transaction and a new sort of growth today and be adaptable for the future.
- zEnterprise simplifies the data center for efficiency with cloud computing**: A slide featuring a line graph showing 'Number of servers' decreasing over time, with text: 'Superior service at lower cost than legacy I/O or PaaS Cloud vendors'.
- zEnterprise: The ultimate accessory for your Smart Phone**: A slide with four pillars: Unmatched scale to support millions of transactions per day; Total confidence in service through the highest security and availability; Rapid development and deployment of enterprise-grade mobile applications; and Tight integration with core business processes, applications and data.
- Less innovation in an era of digital transformation**: A slide showing server racks and text: 'Building an infrastructure for insight. A corporation's future is necessary. A step change in efficiency and innovation. Unmatched security and availability for hosted computing.'



# Connect with IBM System z on social media!



Subscribe to the new **IBM Mainframe Weekly** digital newsletter to get the latest updates on the IBM Mainframe!



<http://ibm.com/mainframe50>

**LinkedIn**

**System z Advocates** \*\*  
**IBM Mainframe - Unofficial Group**  
**IBM System z Events**  
**Mainframe Experts Network**  
**SHARE**

**facebook**

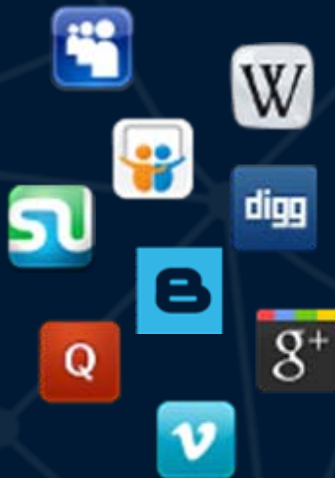
**IBM System z** \*\*  
**IBM Master the Mainframe Contest**  
**IBM Destination z**  
**SHARE Inc.**



**IBM System z** \*\*  
**IBM System z Events**  
**Destination z**  
**SHARE**

**System z SMEs and Executives:**

- Patrick Toole - [@Pat Toole II](#)
- Michael Desens - [@MikeDesens](#)
- Deon Newman - [@deonnewm](#)
- Kelly Ryan - [@KellykmRyan](#)
- Steven Dickens - [@StevenDickens3](#)
- Richard Gamblin - [@RichGx](#)



**Blogs**

**IBM Mainframe Insights** \*\*  
**Millennial Mainframer**  
**#MainframeDebate blog**  
**SHARE blog**  
**IBM Destination z**



**You Tube**

**IBM System z** \*\*  
**Destination z**

**tumblr.**

**IBM Mainframe50**



Include the hashtag **#mainframe** in your social media activity and **#mainframe50** in 50<sup>th</sup> anniversary activity

# IBMer call to action



1. Nominate clients for Anniversary Events
2. Learn to deliver the new System z Storyline
3. Take part in Video Contest
4. Get Social & Evangelize #Mainframe50





