Win With SAP On zEnterprise

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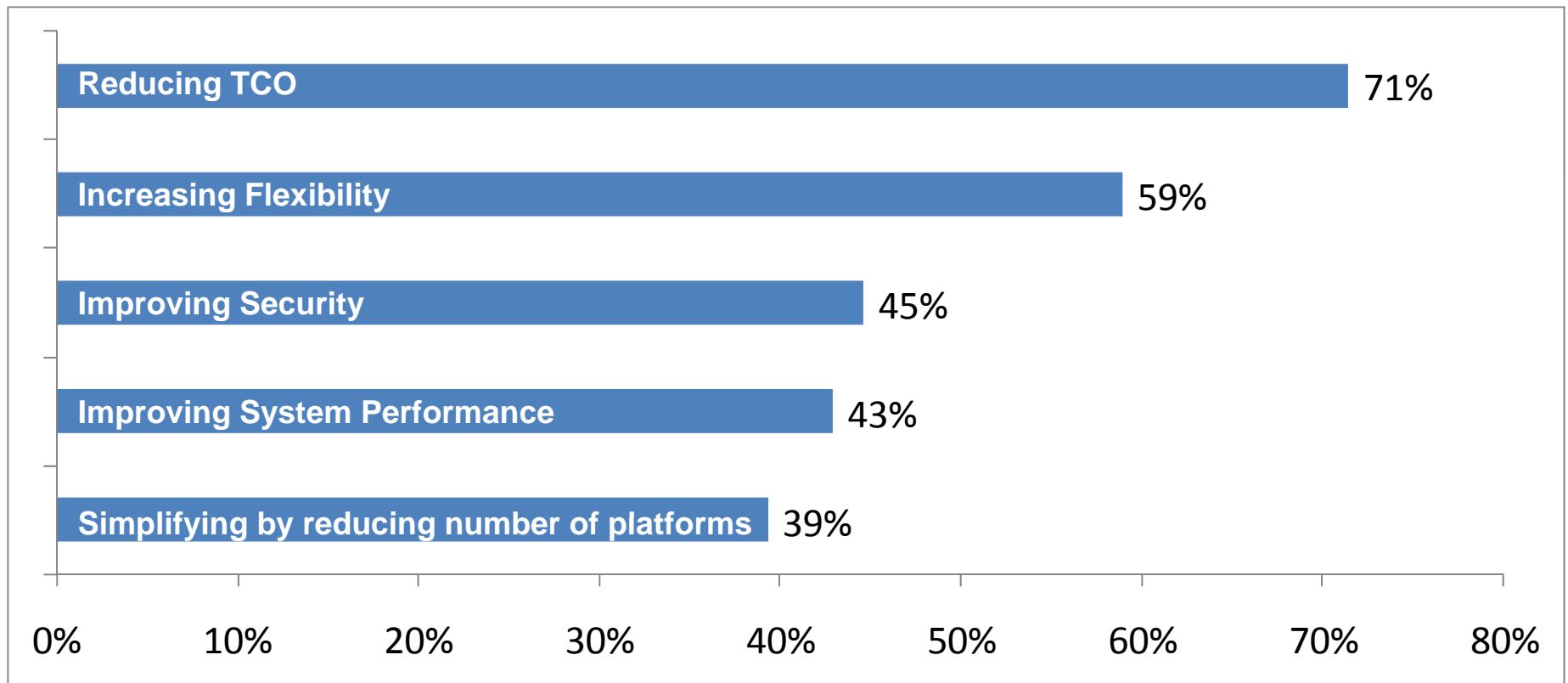achatter@us.ibm.com

Agenda

- ❑ **How to Win with SAP on zEnterprise**
  - ❑ **Priorities & key issues of SAP customers**
  - ❑ **Sales Plays for SAP**
    - ❑ *Consolidate SAP DB on System z*
      - ❑ Why System z?
      - ❑ Case study & key benchmark data
      - ❑ Security & Compliance considerations
    - ❑ *Cross-Sell zBX for SAP applications*
      - ❑ Case study
      - ❑ zBX advantages
    - ❑ *Upsell Business Analytics solutions*
      - ❑ Customer examples
      - ❑ IDAA & ISAS
  - ❑ **How to engage w/customers**
    - ❑ Help available (CPO, F4P, WW & Local resources)
    - ❑ Clothing opportunities with z Software
  - ❑ **Call to action**
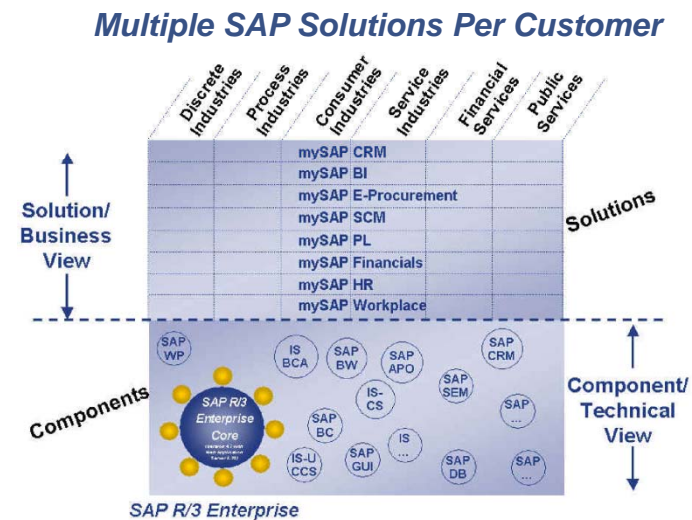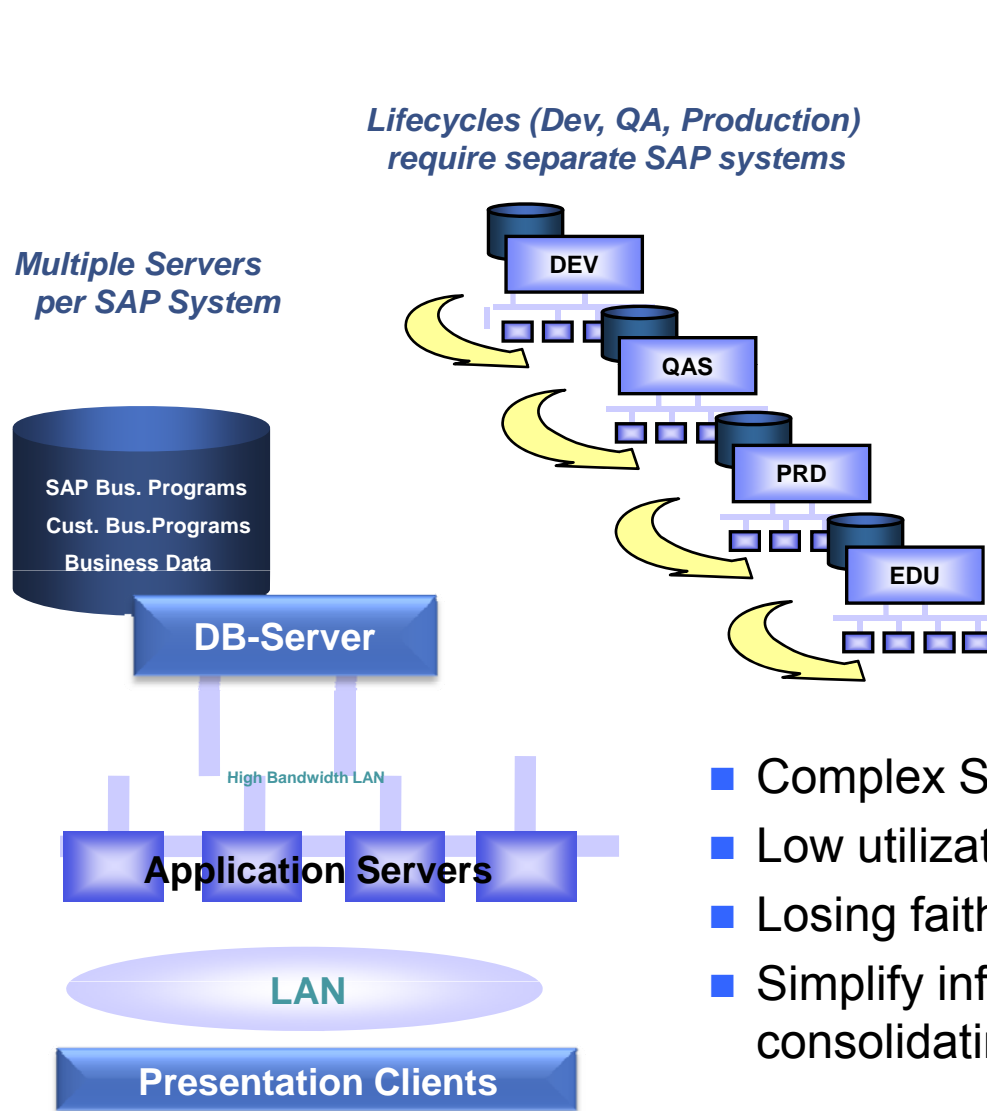
The World's Best Companies Run SAP on System z

CommonwealthBank

E+H

El Corte Inglés

KDRS RZRS — Kommunale Datenverarbeitung Region Stuttgart / Rechenzentrum Region Stuttgart GmbH

Banco Pastor

dm

Standard Bank

DOW

Coca-Cola Enterprises

Royal Canadian Mounted Police

gkd-el

Postbank

UNITED STATES POSTAL SERVICE

Nationwide

Enel — L'ENERGIA CHE TI ASCOLTA.

BSS Beiersdorf Shared Services

JOHN DEERE

ArcelorMittal

BALDOR · DODGE · RELIANCE

Galicia

Europäisches Patentamt / European Patent Office / Office européen des brevets

Stadtwerke Bielefeld

SHIKOKU ELECTRIC POWER CO.,INC.

Eletrobras Eletronuclear

AIG

(King Abdulaziz University, Saudi Arabia))

THE HOME DEPOT

Auto-Owners Insurance

БЧ

(Belarusian Railways, Belarus)

IT.NRW

UNIVERSITY OF NEBRASKA-LINCOLN

KÄRCHER makes a difference

STATE OF LOUISIANA

BRIDGESTONE PASSION for EXCELLENCE

AVNET

SONY

ca

kubus IT

IBM

MeadWestvaco

DB Mobility Networks Logistics

Bradesco

Hallmark

Helsana

UNIVERSITY of ARKANSAS

SCHWENK — Baustoffe fürs Leben

ARBURG

Kimberly-Clark

gkv informatik unternehmen synergien

DELTA

TAMOIL

BROWARD COUNTY FLORIDA

BlueCross BlueShield of Minnesota

ACE

Zürcher Kantonalbank

IT.NRW Information und Technik Nordrhein-Westfalen

Whirlpool

» KOMMUNALE IT - VON MENSCH ZU MENSCH « KRZN

Reducing Cost Is Top Priority For Most SAP Customers In Current Business Environment

Priority	Percentage
Reducing TCO	71%
Increasing Flexibility	59%
Improving Security	45%
Improving System Performance	43%
Simplifying by reducing number of platforms	39%

Source: SAP NetWeaver Supplement: Picking Your SAP Infrastructure; Reader Survey: SAP Infrastructure Priorities

Opportunity: Sprawling SAP Solutions On Sun Hardware Have Customers Looking To Move

Multiple SAP Solutions Per Customer

Lifecycles (Dev, QA, Production) require separate SAP systems

Multiple Servers per SAP System

DEV

QAS

PRD

EDU

SAP Bus. Programs
Cust. Bus.Programs
Business Data

DB-Server

High Bandwidth LAN

Application Servers

LAN

Presentation Clients

Solution/Business View

Solutions

Components

Component/Technical View

	Discrete Industries	Process Industries	Consumer Industries	Service Industries	Financial Services	Public Services
mySAP CRM						
mySAP BI						
mySAP E-Procurement						
mySAP SCM						
mySAP PL						
mySAP Financials						
mySAP HR						
mySAP Workplace						

SAP R/3 Enterprise Core

SAP WP, IS BCA, SAP BW, SAP APO, SAP CRM, IS-CS, SAP SEM, SAP, SAP BC, IS, IS-U CCS, SAP GUI, SAP DB, SAP

SAP R/3 Enterprise

- Complex SAP Solutions cause server sprawl
- Low utilization driving up cost
- Losing faith in Sun hardware, unhappy with Oracle
- Simplify infrastructure and lower costs by consolidating SAP Solutions on zEnterprise

5

Sony Europe Migrated From Oracle On Unix To DB2 z/OS

Maximizes availability for SAP applications with DB2, System z and Power Systems

The need:

Sony Europe's original SAP ERP implementation, based on an Oracle database running on high-end UNIX servers … could not deliver the level of performance that the company's international operations required

The solution:

The company **migrated from Oracle to IBM DB2**, running on the IBM System z mainframe platform, with SAP applications running on IBM AIX on **IBM Power Systems servers**.

The benefits:

- **Improved performance**, accelerating SAP response speed and enabling the introduction of new web shops
- Delivered **very high availability** for the company's business-critical SAP environments.

"Any SAP downtime could potentially have significant cost implications… We were confident that the combination of IBM DB2 and IBM System z would offer the best solution on the market in terms of availability…we have experienced a low level of unplanned downtime in the past seven years of continual operation.

—

Gill Hanlon, Senior Technical Consultant, Sony Europe

http://w3-01.ibm.com/sales/ssi/cgi-bin/ssialias?infotype=CR&subtype=NA&htmlfid=0CRDD-8JXJFU&appname=crmd

Sales Plays For SAP

- **Consolidate SAP Databases on System z**
  - ▶ Leverage extremely competitive Solution Edition Pricing for SAP Database on z196

- **Cross-Sell zBX for SAP Applications**
  - ▶ Build a defensive wall selling the unique business value of zBX advantages

- **Upsell Business Analytics Solutions**
  - ▶ Beat competition on price performance with optimized IBM Smart Analytics System 9700 + IBM DB2 Analytics Accelerator

Sales Play:
Consolidate SAP Databases On System z

- Leverage DB/2 for z/OS multi-tenancy
  - ► Consolidate multiple SAP data bases

- Leverage System z unique advantages
  - ► Optimized for transaction processing like SAP
  - ► Run SAP single points of failure on z/OS
    - − Data base
    - − SAP Central Instance
  - ► Systematic disaster recovery

DB2 On System z Is Optimized For Transaction Processing Workloads Like SAP

- Dedicated I/O Subsystem for efficient I/O processing

- Parallel Sysplex scales linearly due to unique design

- DS8800 Storage Systems can deliver high I/O throughput due to internal cache and Easy Tier use of SSD

- Superior reliability and disaster recovery

- Result: DB2 On System scales better and costs less than Oracle on distributed servers

Large German Bank Requirements Drove SAP Core Banking Proof Of Concept

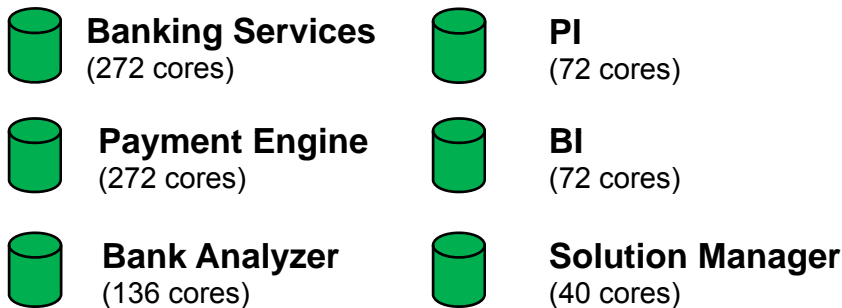*… Oracle x86 fails 3 (4?) out of 6 … Is "good enough", enough?*

Category	Requirement	Results Achieved	
		X86 Results	**zEnterprise Results**
Availability	HA Recovery Time Objective <1 min	Time to recover = 4 min 🔴	0 🟢
	Disaster Recovery time: < 6 hours	Could not be thoroughly tested ?	5 min 🟢
	No transaction loss	681,181 tx lost 🔴	0 🟢
Scalability	40m Postings/hour (day)	41m 🟢	Y 🟢
	22m accounts closed/hour (night workload)	18m 🔴	Y 🟢
Operability	Online Backup < 3% performance degradation	No Visible performance impact 🟢	No Visible performance impact 🟢

Internal Use Only

Case Study: Consolidate 6 SAP Databases On DB2 for z/OS With Multi-Tenancy

6 separate SAP databases

**Production, Pre-production with active/passive failover
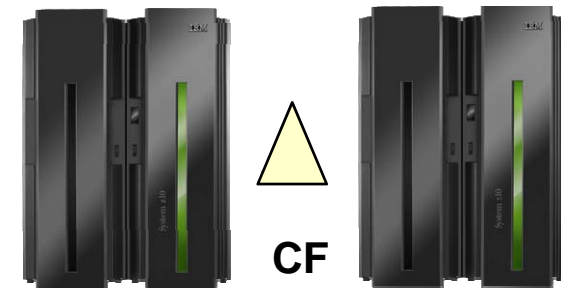QA/Development no failover**

Banking Services (272 cores)

PI (72 cores)

Payment Engine (272 cores)

BI (72 cores)

Bank Analyzer (136 cores)

Solution Manager (40 cores)

30 x HP DL Servers X7560 2.27GHz

864 cores

Total (5yr TCA) **$97.2M**

Hardware	$3,097,858
Software	$92,908,752
Networking	$1,185,000

Multi-Tenancy

Consolidated Databases DB2 for z/OS Sysplex

CF

z196-727 + 27 zIIP
39,117 MIPS

z196-727 + 27 zIIP
39,117 MIPS

108 cores

Total (5yr TCA) **$11.8M**

Hardware & Software (Solution Edition SAP)	$11,699,122
Networking	$79,000

6 SAP DB Instances with total Prod. DB QuickSizer SAPS = 177,000 consolidated into DB2 z/OS (multi-tenancy) , Performance Equivalence = 64, US Prices with System z Solution Edition for SAP DB and List Prices for Oracle SW & HP HW. Does not include cost of SAP software.

News Flash – IBM Sets World Record Running SAP Banking Solution On zEnterprise With DB2 10

Oracle RAC on x5

Application   **Database**

128 DB cores

8x 3850 x5 with 16 cores activated

(dual active clusters)

DB2 and zEnterprise

Application   **Database**

2x30 DB cores
2x8 CF cores

z196 2-way data sharing sysplex
with Capacity Backup (CBU)

Unit Cost (5yr TCA) $0.30/PpH

Postings/Hour (PpH)	42.0M
# of Accounts	90M
Hardware	$0.63M
Software	$11.98M
Total Cost	$12.61M

Unit Cost (5yr TCA) $0.15/PpH

Postings/Hour (PpH)	59.1M
# of Accounts	150M
HW+SW (Packaged Price)	$7.49M
Capacity Backup (CBU)	$1.20M
Total Cost	$8.69M

50% lower cost

+

central management

Note: Cost of platform infrastructure for benchmark batch production. Cost of packaged application software not included. List prices used.

See more: **CPO Lunch & Learn - Record Setting SAP Banking Solution Performance**

https://w3-03.ibm.com/sales/competition/compdlib.nsf/SearchView/3D7A053C3D4196A88525792E00773667?Opendocument

New Features Are Added For Every DB2 For z/OS Release To Further Optimize For SAP

TECHNOLOGY SAP GLOBAL PARTNER

DB2 V8

- - VS Constraints / - Unicode
- - Automate BackupRecovery
- - 64bit DB2 Connect for zLinux
- - Multiple DISTINCT Clauses
- - Lock Contention on SAP Cluster Tables
- - Fast Retrieval of Most Recent Value
- - Create Deferred Index Enhancement
- - Provide DSTATS Functionality
- - Convert Column Type
- - Altering CLUSTER Option
- - Adding Columns to Index
- - Index-only Access Path for VARCHAR
- - Changing Number of Partitions
- - Partitioning Nonclustering Keys
- - Control Center Enhancement
- - DRDA Performance
- - Longer Table Names
- - Transparent ROWID
- - Array Fetch, Insert
- …

53 new features for SAP
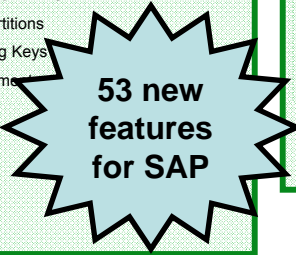
DB2 9

- Optimistic locking
- Modify early code without requiring an IPL
- APPEND option for inserts
- Relief for sequential key insert
- LOB performance and scalability
- Utilities CPU reduction
- Faster restart of data sharing
- CLONE Table: fast replacement of one table with another
- Renaming column, index, and schema
- Table space that can add partitions, as needed for growth
- Improve ability to create an index online and rebuild it
- Online reorganization with no BUILD2 phase
- Parallel unload and reload during REORG
- Automatic objects creation
- 64-bit exploitation by DDF
- Autonomic re-optimization
- Index compression
- Database ROLEs
- Trusted security context
- Cross query block optimization
- …..

Over 40 new features for SAP

DB2 10
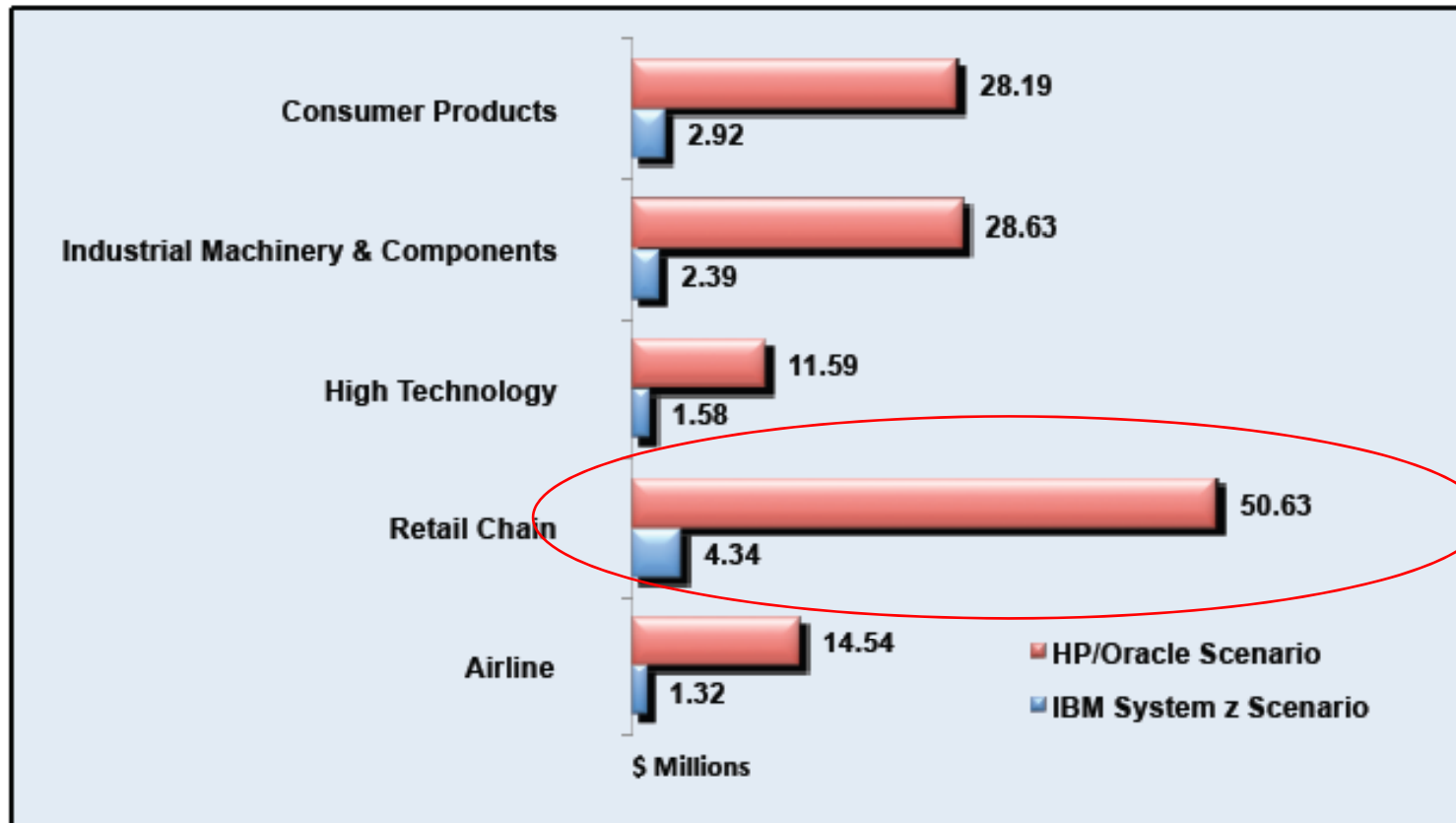
- Full 64-bit runtime support
- Reducing internal latch contention
- Workfile spanned records, PBG support, and in-memory enhancements
- Auto-stats
- Default SAP settings for DB2
- Access path stability and hints enhancements
- Hash access path
- Parallel index update at insert
- Numerous optimizer enhancements
- Enabling MEMBER CLUSTER for UTS
- Query parallelism enhancements: lifting restrictions
- More granular DBA privileges
- More online schema changes for table spaces, tables and indexes via online REORG
- Automatically delete CF structures before/during first DB2 restart
- Allow non-NULL default values for inline LOBs
- Loading and unloading tables with LOBs
- Full Decimal Floating Point support
- 'Last committed' locking semantics
- Easier SQL paging through result sets
- Online REORG for LOB
- Online add log
- …..

Over 40 new features for SAP

Redbook: Running SAP Solutions with DB2 10 for z/OS on zEnterprise

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The High Cost Of Downtime
Can Your Client Afford This?

Profile Companies: Three-year Costs of Outages for IBM System z and HP Integrity/Oracle RAC Deployment Scenarios

Category	HP/Oracle Scenario	IBM System z Scenario
Consumer Products	28.19	2.92
Industrial Machinery & Components	28.63	2.39
High Technology	11.59	1.58
Retail Chain	50.63	4.34
Airline	14.54	1.32

$ Millions

- HP/Oracle Scenario
- IBM System z Scenario

Continuous availability vs. " high " availability

Source: ITG, May 2010:

BUSINESS CASE FOR IBM SYSTEM Z: BOTTOM-LINE IMPACT OF AVAILABILITY AND RECOVERY FOR SAP ENTERPRISE SYSTEMS

http://w3.ibm.com/sales/support/ShowDoc.wss?docid=SGDG666438X21121X19&infotype=SA&infosubtype=WH&node=|clientset,IA|clientset,IA1|client set,IA11|channel,DR|channel,F2F&appname=CC_SSIGD

Data Security And Compliance: DB2 For z/OS Has A Proven Track Record

DB2 for z/OS Security

- **10 security related patches in the last 10 years**

- Proven RACF and Multi Level Security

- End-to-end encryption via hardware assist

- Optim Test Data Management
  - Ensures anonymous access to data necessary for testing

- Optim Data Growth
  - Allows customers to easily archive and access data

- DB2 Audit Management Expert
  - Supports compliance requirements
  - Consul for enterprise wide audit

Oracle's Security Exposures

- Oracle.com – October 2011
  5 database security patches, out of 57 for Oracle products overall

- Oracle.com – July 2011
  13 database security patches, out of 78 for Oracle products overall

- Oracle.com – April 2011
  6 database security patches, out of 73 for Oracle products overall

- Oracle.com – January 2011
  6 database security patches, out of 66 for Oracle products overall

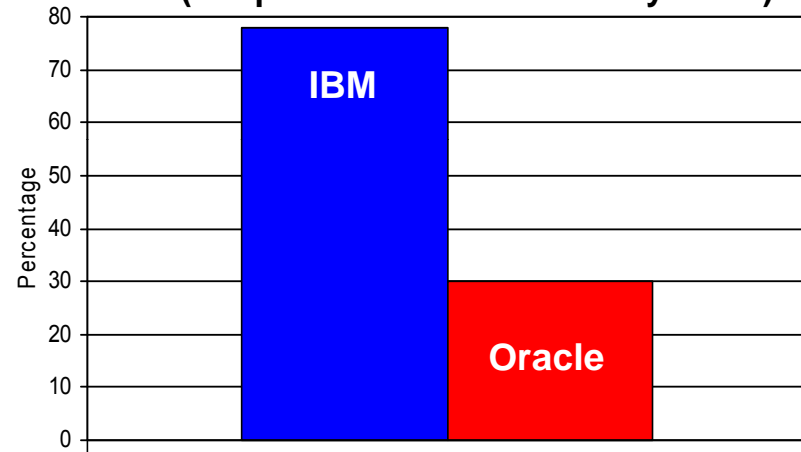**30 security related database patches this year**

Customers Like Working With IBM

**Product Performance, Service, Support
(Responded Dissatisfied)**
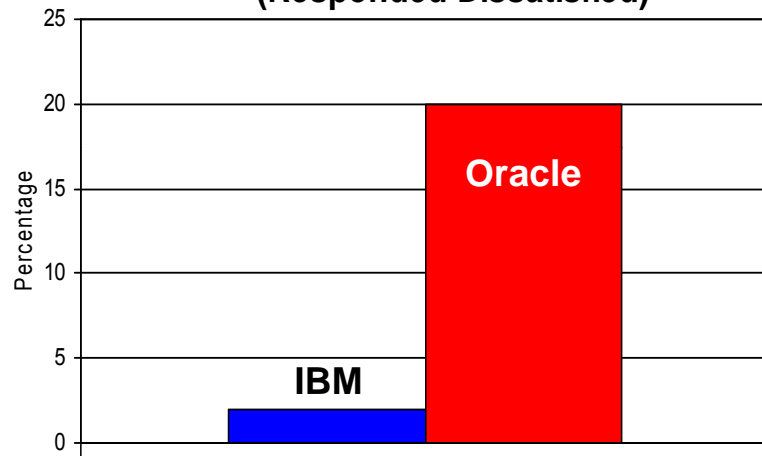
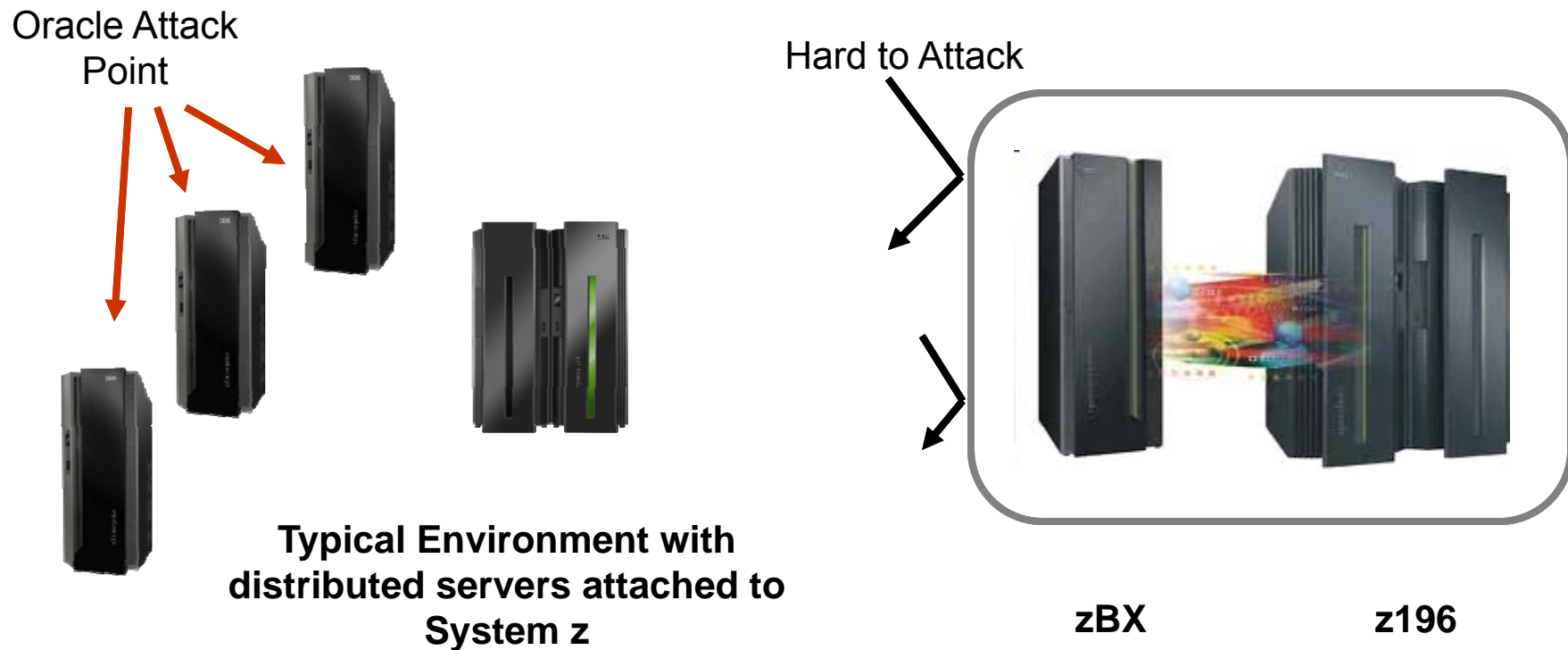

20% dissatisfied with Oracle

**Product Performance, Service, Support
(Responded Excellent or Very Good)**

78% satisfied with IBM

Source: ITIC Reliability Survey, February 2011 (468 Businesses worldwide)

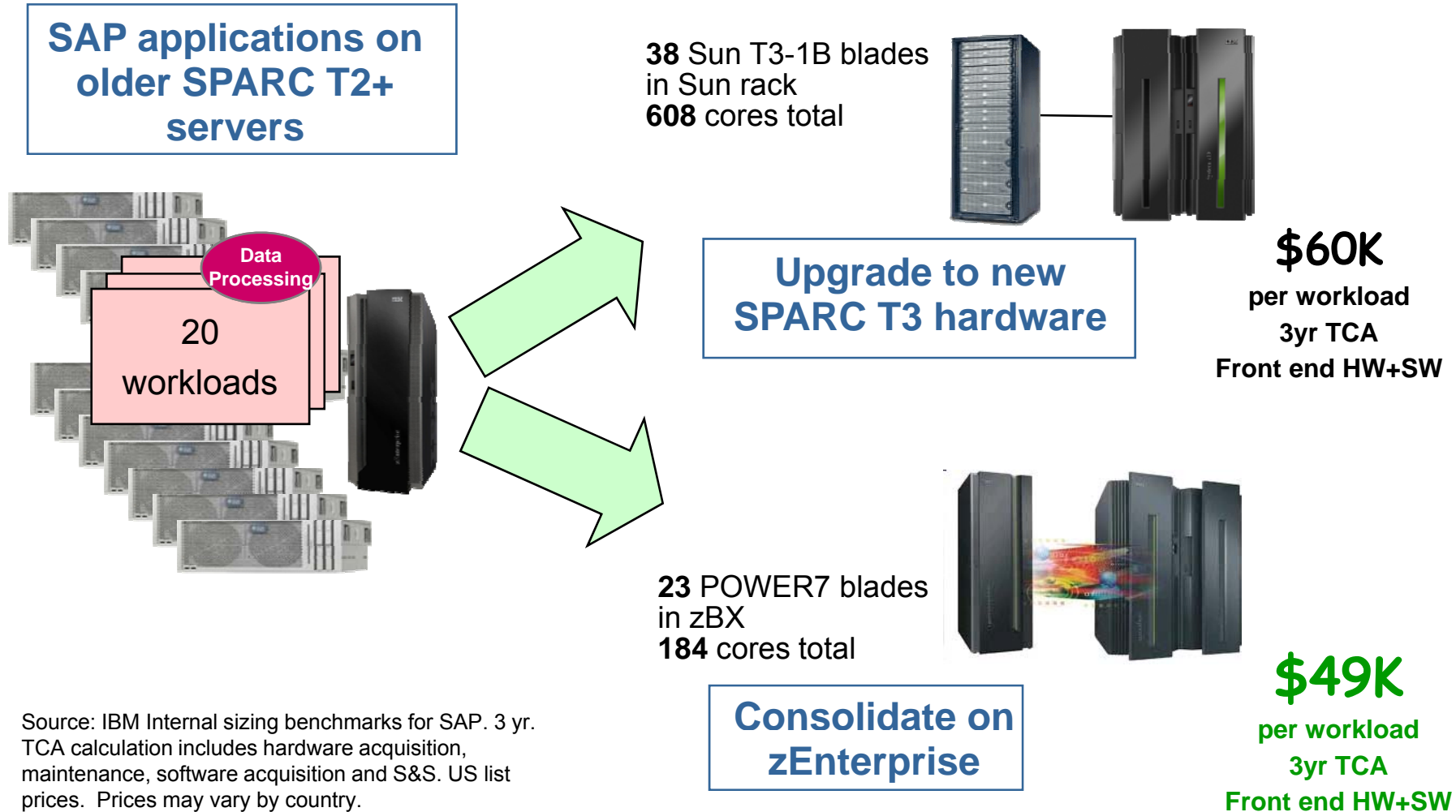# Sales Play: Cross-Sell zBX For SAP Applications

Oracle Attack
Point

Hard to Attack

Typical Environment with distributed servers attached to System z

zBX

z196

Consolidate SAP Front-end workloads on zBX

Build a defensive wall with zBX

Case Study: Consolidate SAP Front End Applications Into zBX Power Blades

SAP applications on older SPARC T2+ servers

Data Processing

20 workloads

38 Sun T3-1B blades in Sun rack
608 cores total

Upgrade to new SPARC T3 hardware

$60K
per workload
3yr TCA
Front end HW+SW

23 POWER7 blades in zBX
184 cores total

Consolidate on zEnterprise

$49K
per workload
3yr TCA
Front end HW+SW

Source: IBM Internal sizing benchmarks for SAP. 3 yr. TCA calculation includes hardware acquisition, maintenance, software acquisition and S&S. US list prices. Prices may vary by country.

zBX Advantages

- **Centralized structured management with zManager**
  - ▶ Simplifies
  - ▶ Automates to reduce administrative labor
  - ▶ Fewer admin mistakes
- **Performance management optimizes use of zBX blades**
- **Optimized connectivity with reduced latency**
- **Shared storage environment**
  - ▶ Data mirroring
  - ▶ TSAM support for systematic disaster recovery (coming)

Italian Utility Company Picked zEnterprise To Upgrade SAP To Achieve Huge Cost Savings
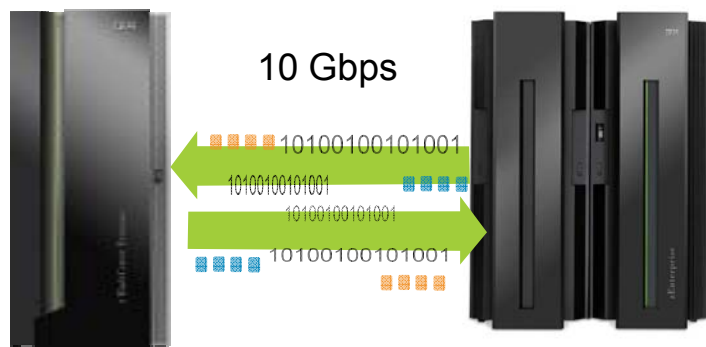
1 Gbps
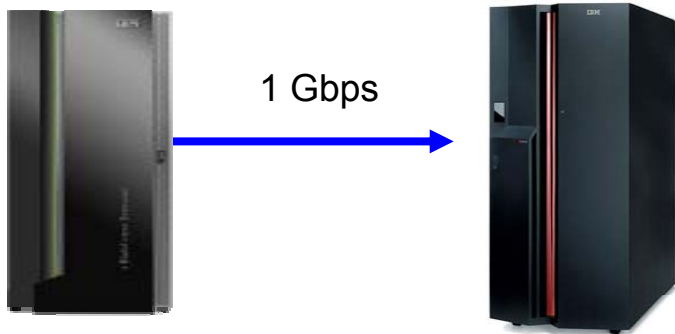
SAP Applications on Intel
Nehalem VMware 24 cores

Oracle Database on
Unix 28 cores

Unit Cost (3yr TCA) **$16.15/BPH**

Hardware	$1,537,822
Software	$1,689,348
Bills/Hour	200K

10 Gbps

10100100101001
10100100101001
10100100101001
10100100101001

SAP Applications on 4
PS701 zBX blades 32 cores

DB2 V10 Database
on z196 4GP+3zIIP

71% less

Unit Cost (3yr TCA) **$4.59/BPH**

| Hardware	$844,432
Software	$352,536
Bills/Hour	261K

Based on customer data. 3Yr TCA calculation includes hardware acquisition, maintenance, application and database software acquisition and S&S. U.S. list prices prices, prices will vary by country. Cost of packaged application (SAP) not included.

Five Key IT Processes For Infrastructure Administration

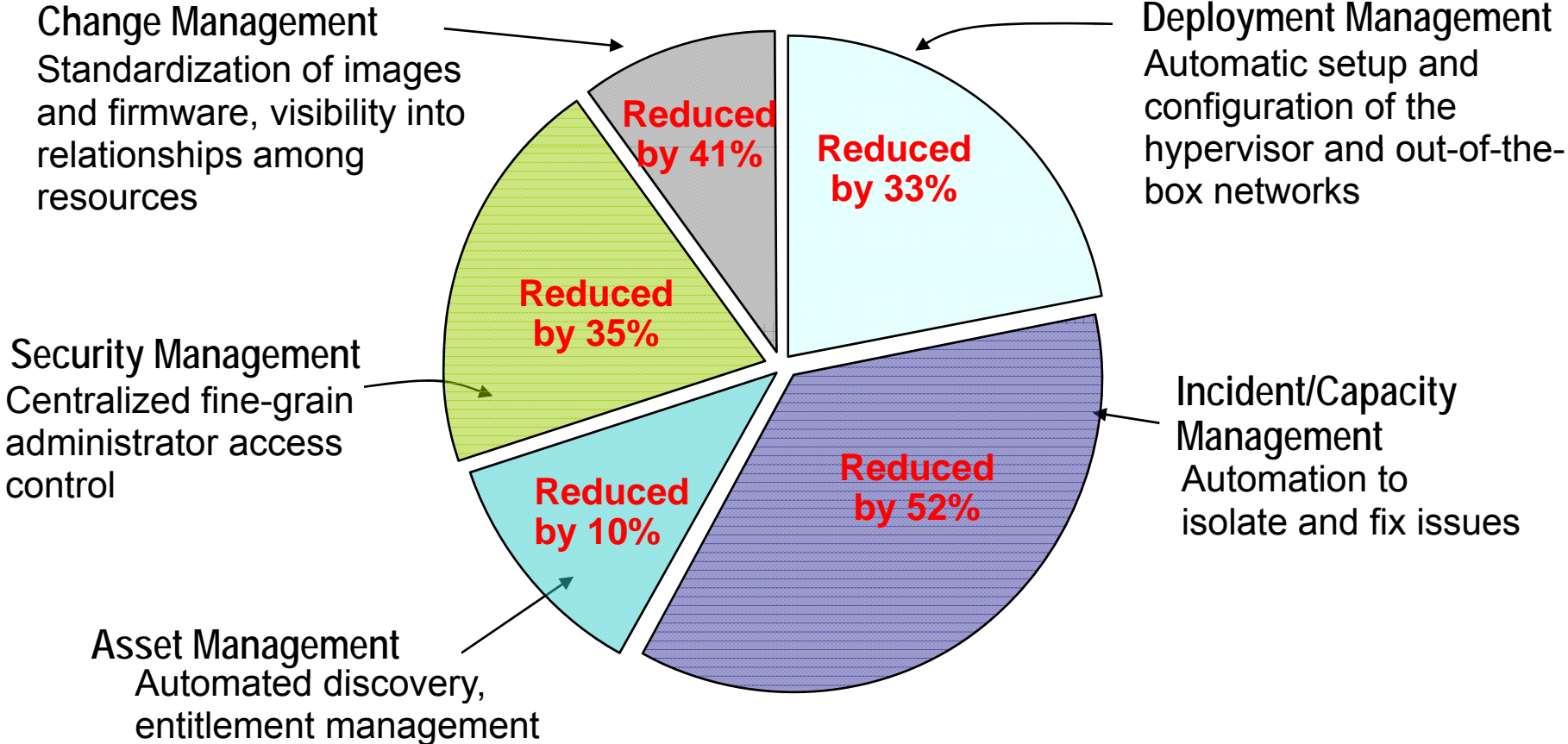**Time spent on each activity**
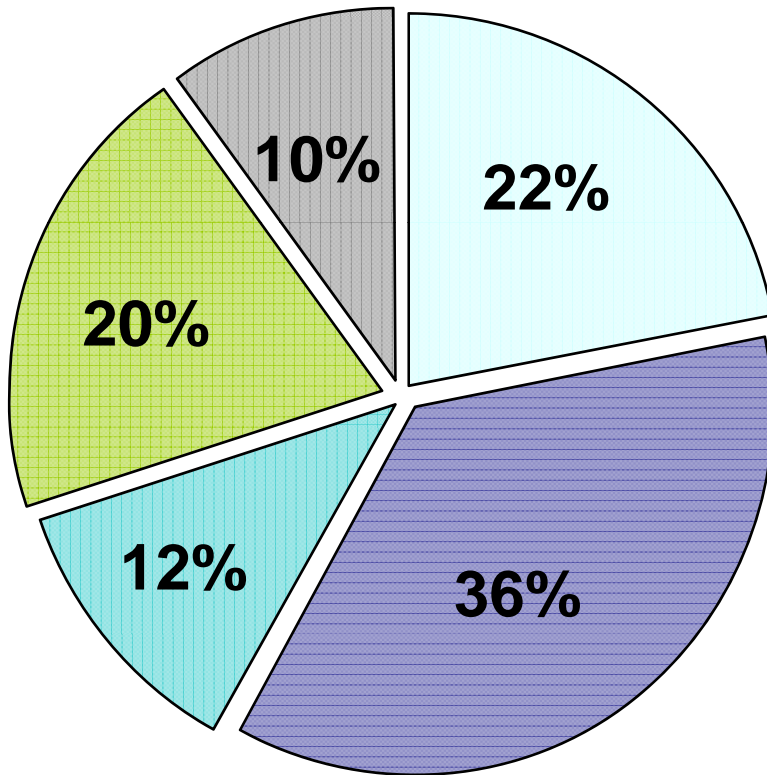
- **Deployment Management**
  - *Hardware set-up and software deployment*

- **Incident/Capacity Management**
  - *Monitor and respond automatically*

- **Asset Management**
  - *Hardware and software asset tracking*

- **Security Management**
  - *Access control*

- **Change Management**
  - *Hardware and software changes*

Allocation based on customer data from IBM study

Case Study:
zManager Reduces Labor By 38%

5031 total hours per year **reduced by 38%** to 3111 hours per year

Change Management
Standardization of images and firmware, visibility into relationships among resources

Deployment Management
Automatic setup and configuration of the hypervisor and out-of-the-box networks

Reduced by 41%

Reduced by 33%

Reduced by 35%

Security Management
Centralized fine-grain administrator access control

Reduced by 10%

Reduced by 52%

Incident/Capacity Management
Automation to isolate and fix issues

Asset Management
Automated discovery, entitlement management

Sales Play:
Upsell Business Analytics Solutions

- Identify proliferating data marts
  - ▶ Operational data often resides on mainframe
- Consolidate data marts on System z
  - Sell IBM Smart Analytics System 9700 + IDAA to SAP customers who don't run SAP BI
  - Sell IDAA to SAP BI customers
- Why z is a better platform
  - Co-locate with operational data
  - More cost effective
  - Better performance
  - Reliability

Business Analytics On zEnterprise

IBM Smart Analytics System 9710

ISAS 9710 Sales Kit

Introductory z114

IBM Smart Analytics System 9700

ISAS 9700 Sales Kit

z196 + DS8800 Storage

IBM DB2 Analytics Accelerator

(Replaces ISAO)

IDAA Sales Kit

System z114/z196 + IDAA

Cognos 8 Business Intelligence for z/OS

SPSS for Linux on System z

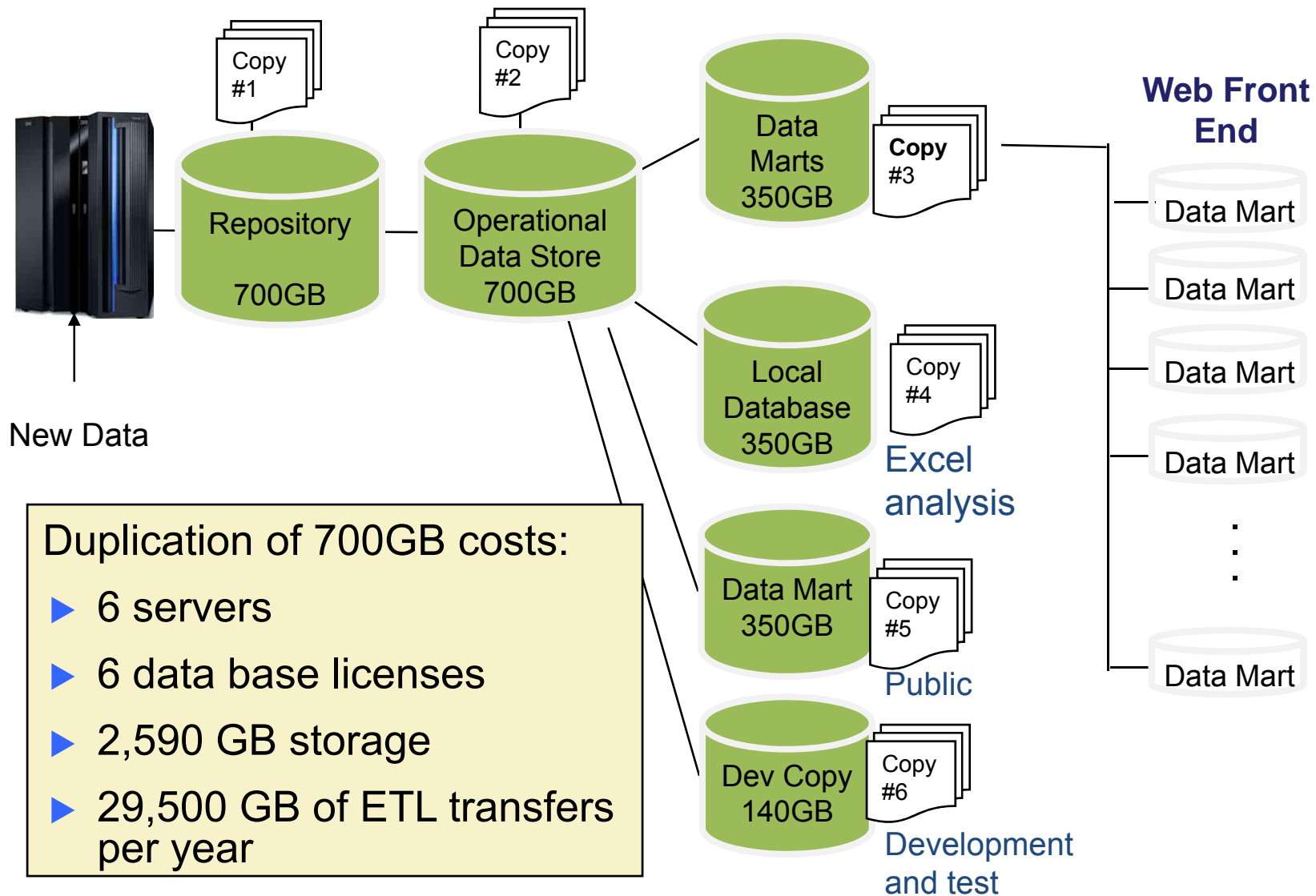**Analytics Hypergrowth: Cross-STG initiative**

Lead with ISAS 9700/9710 for upgrades to connect to IDAA (ISAO V1 End of Marketing 4Q2011).
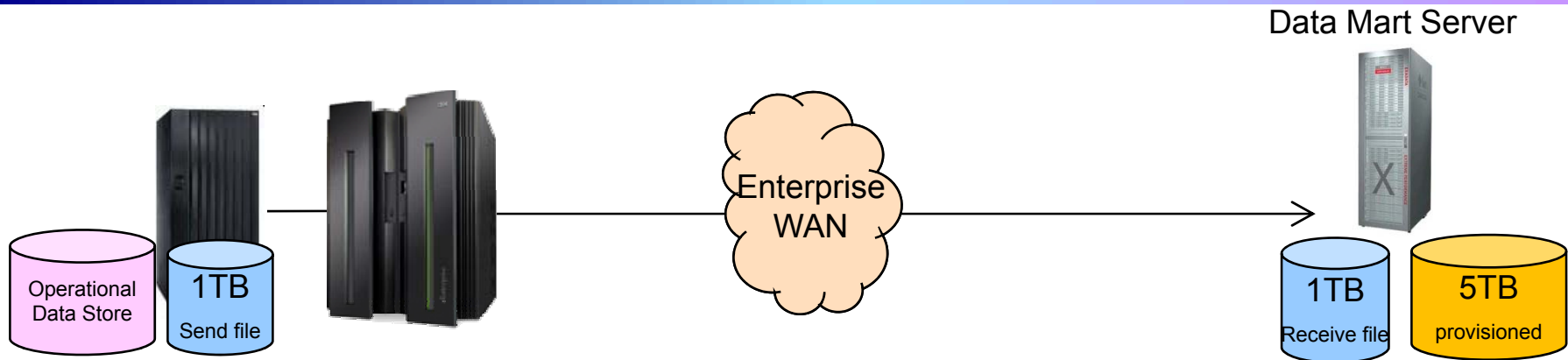
IBM Confidential - Internal Use Only

Actions

- Engage global contacts for assistance: Joy Spohn or Charlie Goodman.

- External: Data Warehousing and Business Intelligence on System z

- Internal: Dynamic Warehousing on System z

24

Data Mart Proliferation At A Local Government Department

New Data

Copy #1

Copy #2

Repository 700GB

Operational Data Store 700GB

Data Marts 350GB

Copy #3

Local Database 350GB

Copy #4

Excel analysis

Data Mart 350GB

Copy #5

Public

Dev Copy 140GB

Copy #6

Development and test

Web Front End

Data Mart

Data Mart

Data Mart

Data Mart

⋮

Data Mart

Duplication of 700GB costs:

▶ 6 servers

▶ 6 data base licenses

▶ 2,590 GB storage

▶ 29,500 GB of ETL transfers per year

Duplicating Very Large Data Off The Mainframe To A Data Mart Is Costly

Data Mart Server

Operational Data Store

1TB Send file

Enterprise WAN

1TB Receive file

5TB provisioned

Cost of storage - send file $12.33/GB x 1,024 GB	$12,626

Storage acquisition cost
$123,218

Cost of storage - receive file $18/GB x 1,024 GB	$18,432
Cost of storage - data mart $18/GB x 5,120 GB	$92,160

System z Storage Admin $5.88/GB/yr x 1,024 GB	$6,021

Annual storage admin cost
$61,256

Distributed Storage Admin $8.99/GB/yr x 6,144 GB	$55,235

System z CPU extract $1.38/GB x 1,024 GB x 365	$515K
System z CPU cost FTP $0.58/GB x 1,024 GB x 365	$217K
System z extract labor $4.67/job x 365	$1.65K
System z FTP labor $2.94/job x 365	$1.1K

On Premises Network $0.0024/GB x 1,024 GB x 4 hops x 365	$3.55K
Off Premises Network $0.29/GB x 1,024 GB x 2 hops x 365	$217K

Annual Transfer Costs
$1,121,645

Distributed CPU cost load $0.39/GB x 1,024 GB x 365	$146K
Distributed CPU cost FTP $0.05/GB x 1,024 GB x 365	$17.5K
Distributed load labor $14.00/job x 365	$2.55K

Data Mart analysis costs not included
Based on IBM internal study

Optimize For SAP Business Analytics Solutions With IBM DB2 Analytics Accelerator

What is a IDAA?

- *A workload-optimized, blade-based appliance add-on*

- *Deeply integrated with DB2 for z/OS and transparent to applications*

- *Significantly speeds up the response time for a wide variety of complex queries*

- *Drives down the costs of data warehousing and business analytics*

What's new?

- System x blade customized with Netezza Technology

- Incorporates streaming architecture based on Netezza's patented data filtering using Field Programmable Gate Arrays (FPGAs)

- Tuned for delivering fast query response times for a wide variety of decision workloads

- Uses efficient data filtering by early SQL projections

- Storage integrated into the hardware rack

- Supported on DB2 for z/OS v9 or DB2 for z/OS v10 running on a z114 /z196

Breakthrough Technology Enabling New Opportunities

IBM DB2 Analytics Accelerator Makes A Great Analytics Solution Even Better

Time To Completion For Fixed Size Concurrent Workload – 1 TB
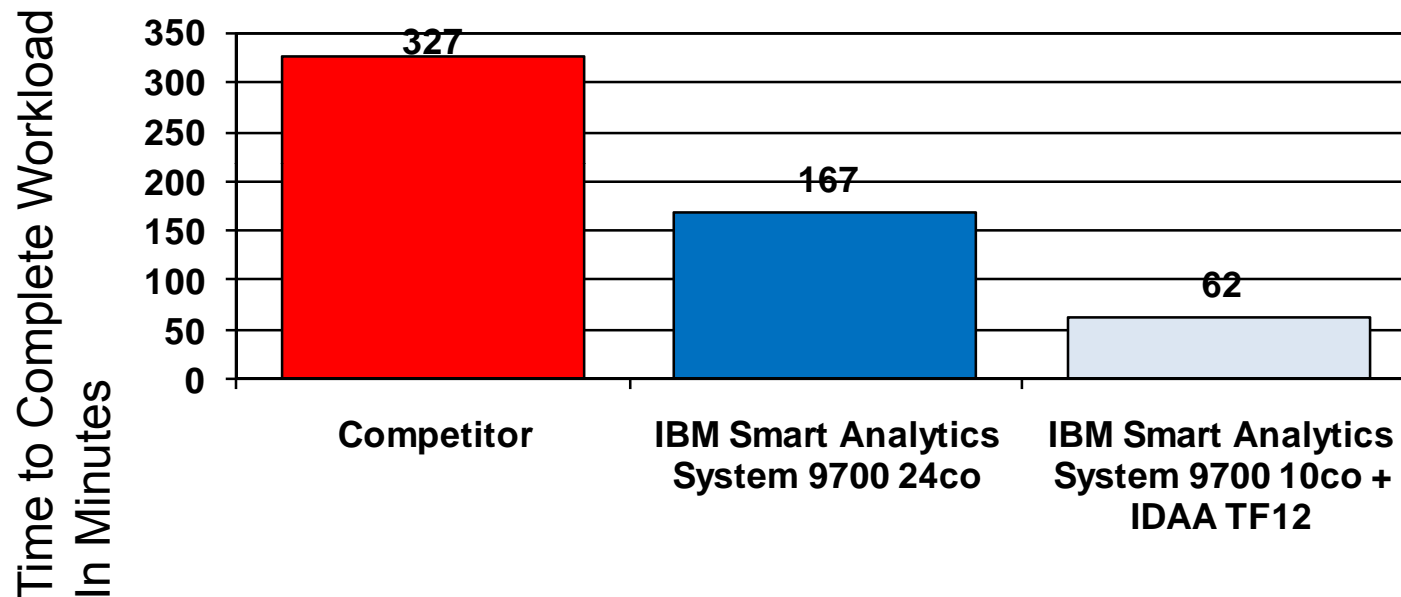

Lower is better

Test measures time to complete a fixed number of 161,166 concurrently executing reports

Based on BI Day Tests. Performance numbers may vary based on workload profiles. IBM Smart Analytics System + IDAA performance estimated from IBM Smart Analytics System running simple reports and NZ TF12 running intermediate + complex reports

Cost Of Adding A Business Analytics Solution For SAP Mainframe Customers

Competitor
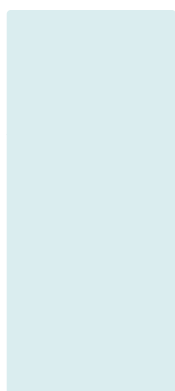
IBM Smart Analytics System 9700

IBM Smart Analytics System 9700 + IDAA

Quarter Rack

DB2 (IBM Smart Analytics System 9700)

z/OS 12 GP+12 zIIP

DB2 (IBM Smart Analytics System 9700)

z/OS 5 GP+5 zIIP

Netezza TwinFin 12

Unit Cost (3yr TCA) **$97/RpH**

Unit Cost (3yr TCA) **$62/RpH**

Unit Cost (3yr TCA) **$24/RpH**

RpH (Reports/Hour)	29,572
Competitor ¼ Rack (HW+SW+Storage)	$2,857,500

RpH (Reports/Hour)	57,904
IBM Smart Analytics System 9700 24-co (HW+SW+Storage)	$3,600,000

RpH (Reports/Hour)	154,893
IBM Smart Analytics System 9700 10-co (HW+SW+Storage)	$1,500,000
NZ TF12 (HW+SW+Storage)	$2,140,600

Source: Customer Study running 161,166 concurrent operational reports. Intermediate/Complex Reports offloaded to IDAA for serial execution. Results may vary based on customer workload profiles/characteristics.

5X performance
4X price performance

Customers Are Excited About Business Analytics On zEnterprise

Aetna — DB2 Analytics Accelerator: "we had this up and running in days with queries that ran over 1000 times faster"

Swiss Re — DB2 Analytics Accelerator: "we expect ROI in less than 4 months"

CHARTIS — Cognos BI for System z "We didn't have to justify a higher cost for putting this on the mainframe, *it was cheaper!*"

Intelligent Solutions, Inc. — Analyst Claudia Imhoff "the industry pendulum in swinging towards centralization and there is no better platform than the mainframe"

HANA Is At The Heart Of What SAP Plans To Do In The Future
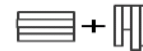
What is SAP HANA?

HW technology innovations

Multi-core architecture
(8 x 8 core CPU per blade)

Massive parallel scaling with many blades

One blade ~$50,000
= 1 enterprise class server

64 bit address space – 2 TB in
current servers

100 GB/s data throughput

Dramatic decline in
price/performance

SAP SW technology innovations

Row and column store

Compression

Partitioning

No aggregate tables

Insert only on delta

Convergence of improved hardware economics and technology innovations enables SAP to deliver on its vision of the real-time enterprise with in-memory business applications

5

SAP HANA Predictions
- 10x and more compression
- Up to several 100x faster
- TCO reduction to minimize IT costs
- Run every workload on SAP HANA

Current Realities
➔ 5x only
➔ Early proof points below 100x
➔ HANA license + HW is expensive
➔ Vision

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SAP Push On HANA Represents Both Opportunities And Threats To IBM

- **Potential Opportunities:**
  - ▶ GBS Global SAP Practice: HANA rollout and implementation
  - ▶ STG appliance
  - ▶ Pitch IDAA versus HANA and sell price performance

- **Potential Threats**
  - ▶ DB2 migrations from Oracle
  - ▶ DB2 warehouse under BW
  - ▶ Longer term SAP has stated intent to sell HANA as standalone technology
  - ▶ Longer term if SAP makes this real will reduce services requirements as customers simplify architecture removing data copy and ETL costs

Thanks To Oracle, IBM And SAP Partnership Is Stronger Than Ever

> "IBM is SAP's most **Important** partner. Period!"
>
> *Bill McDermott, SAP Global Sales Executive*

> "SAP is IBM's most **Consequential** Partner."
>
> *Marc Lautenbach,*
> *Managing Partner, Global Business Services - NA*

Certified Global SAP Partner
Global Service Partner
Global Technology Partner

SAP Global Partner

IBM is rated as best Service Provider in the Gartner Magic Quadrant.

- IBM is the biggest SI Partner of SAP

- SAP is IBM's Nr. 1 Independent Software Vendor Partner worldwide

- IBM is one of SAP's 5 biggest customers – worldwide
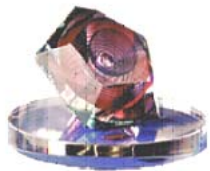
SAP
Award of Excellence
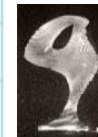
SAP Awards for IBM in the last 5 years	
2006	2 Pinnacle Awards for IBM
2007	3 Pinnacle Awards for IBM
2008	3 Pinnacle Awards for IBM
2009	4 Pinnacle Awards for IBM
2010	2 Pinnacle Awards for IBM

39 Years Of IBM SAP Partnership

2011 *TSAM (Cloud Computing), DB2 pureScale, SAP Gateway integration with Lotus, Best of class concepts on zEnterprise and Power Systems*

2010 *SAP Business Suite for IBM Blue Harmony project; SAP Cloud Computing*

2009 SAP IBM Alloy product; Retail Trilogy project

2008 Tivoli + SAP Solution Manager integration; Banking reference architecture

2007 Enablement of virtualization capabilities; Rational Suite for SAP

2006 SAP BW Accelerator on IBM BladeCenter

2005 Dynamic Infrastructure for SAP Adaptive Computing Product

2003 Foundation of the Collaboration Technology Support Center

2002 IBM and SAP establish joint SCM Center of Excellence

2001 IBM and SAP form a Strategic Alliance

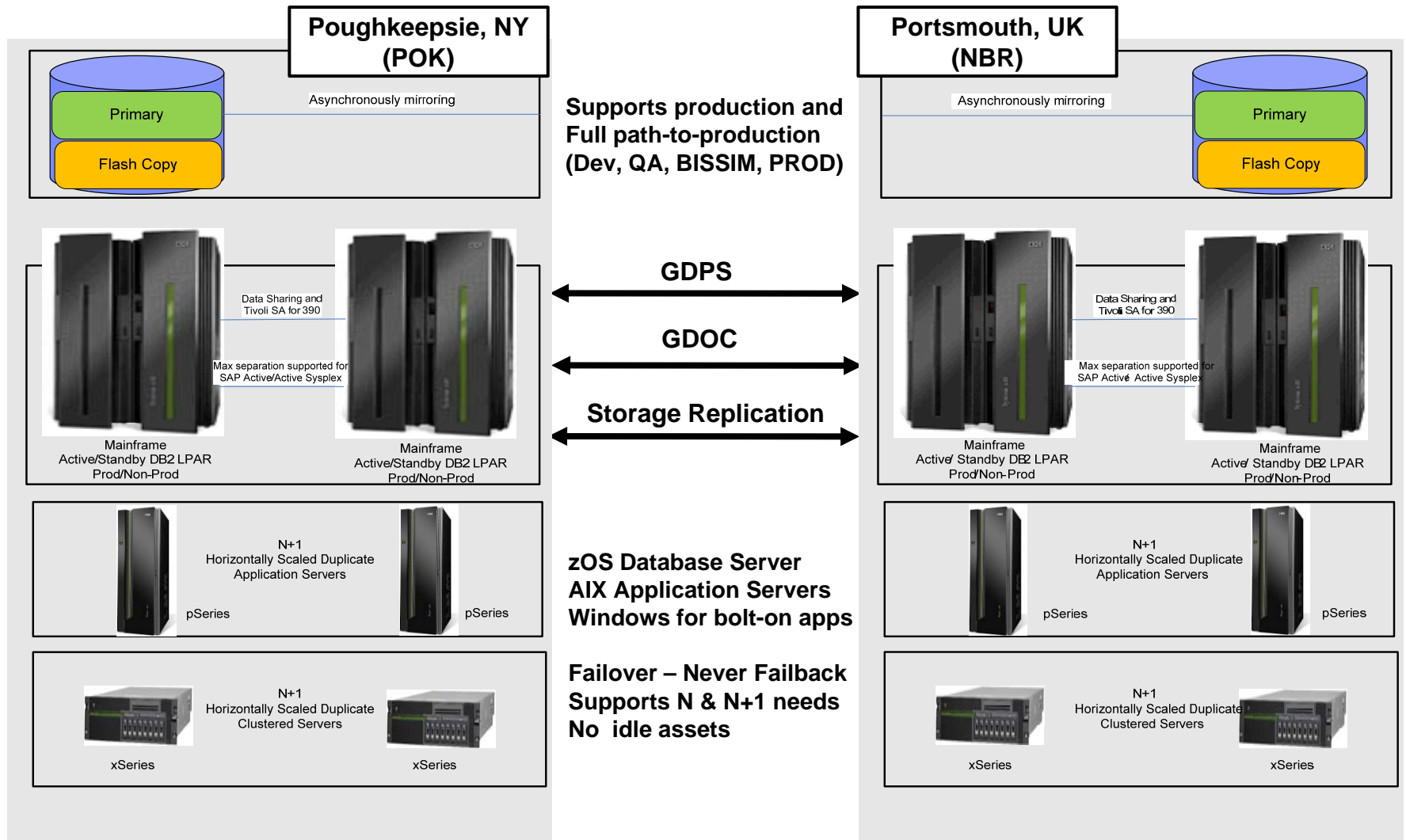*1999* DB2 becomes the strategic database for SAP

1993 Foundation of the IBM SAP International Competence Center

1972 IBM becomes Logo and Development Partner of SAP

Blue Harmony Project
IBM's Own SAP Solutions Run On System z

Poughkeepsie, NY (POK)

Asynchronously mirroring

Primary

Flash Copy

Data Sharing and Tivoli SA for 390

Max separation supported for SAP Active/Active Sysplex

Mainframe
Active/Standby DB2 LPAR
Prod/Non-Prod

Mainframe
Active/Standby DB2 LPAR
Prod/Non-Prod

N+1
Horizontally Scaled Duplicate
Application Servers

pSeries

pSeries

N+1
Horizontally Scaled Duplicate
Clustered Servers

xSeries

xSeries

Portsmouth, UK (NBR)

Asynchronously mirroring

Primary

Flash Copy

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Clustered Servers

xSeries

xSeries

Supports production and Full path-to-production (Dev, QA, BISSIM, PROD)

GDPS

GDOC

Storage Replication

zOS Database Server AIX Application Servers Windows for bolt-on apps

Failover – Never Failback Supports N & N+1 needs No idle assets

System z Solution Edition For SAP

- **Description**
  - SAP is a leading provider of Enterprise Resource Planning (ERP) solutions
  - IBM software for the SAP database includes z/OS, DB2 for z/OS, DB2 Connect™, and a robust suite of DB2 tools
  - Combine with the System z Solution Edition for Enterprise Linux to run both the SAP data base and the Application Server on System z

- ***New***
  - zEnterprise BladeCenter Extension (zBX) & the IBM Unified Resource Manager may optionally be included as part of the System z Solution Edition for SAP.

  - This environment is of particular value to clients who choose to implement the SAP Database Server with z/OS and DB2 on the z196 and the SAP Application Server with AIX on POWER7 blades.

  - POWER7 blades are not included as part of this offering.

REVISED

z/Solution Editions

Leverage CPO Eagle Team To Help Win SAP Deals

- Since 2007, the CPO Eagle Team has helped account teams win or protect **$1.15B** in System z revenue

  - More than $300M in 2011 YTD including AT&T, Emirate Airlines, Bank of New York, Portugal Telecom, Taiwan Depository & Clearing Corporation and Bank Leumi.

- CPO Eagle Team consultants have more than 200 years of IT experience across a broad range of IBM and non-IBM hardware and software platforms.

- CPO Eagle Team has performed over 200 **free-of-charge** Total-Cost of Ownership (TCO) studies

For more information contact Craig Bender to discuss your particular situation or visit our website.
https://w3-03.ibm.com/sales/competition/compdlib.nsf/weball/D051EFAC399ADB998525784F0073A36F?OpenDocument

Consider Hosting A System z CPO Customer Briefing

- Full-day competitive briefing: "zEnterprise – The ideal platform for Smarter Computing"
  - ► Live demonstrations and technical presentations covering business scenarios
  - ► 26 briefings as of 30-Sep-2011

- Some Quotes…
  - ► "Excellent sessions all day... and I'm a hard critic", HCSC/Blue Cross Blue Shield of Illinois
  - ► "I have been with IBM for 30 some odd years and that this was one of the best briefings I have ever attended. Integration of TCO and technical and demos was fabulous", IBM Scorpion Team Member

$250K
Win Revenue
per briefing

Invite your clients, prospects, and BPs to join you for this one day event

contact Rajesh Gurjar/San Jose/IBM

Consider running a Fit For Purpose (F4P) for SAP Session (internal or for customer)

SAP Fit For Purpose

- IBM internal enablement session
  - ▶ Understand how complex SAP customer workloads may be simplified and mapped to behavioral characterization patterns which can then be used to demonstrate fitness with zEnterprise. This approach is an extension to the Fit for Purpose Pattern methodology implemented by the Montpellier Design Center.
  - ▶ A world-wide enablement plan is being defined to replicate this education session in the different geographies, including GMUs. The **first T3 enablement session** has been delivered in Poughkeepsie on June 7th and 8th with IBM internal audience

- Customer workshop
  - ▶ Pre-sales action based on the F4P generic approach to deliver a roadmap and architecture solution fitting the customer's specific requirements, context and business goals

- For Montpellier, New requests must be sent to Pierre Dejean for qualification & validation

Consider running a Fit For Purpose (F4P) for SAP Session (internal or for customer)

- SAP Fit for Purpose enablement session are <u>free</u> IBM Internal 2-day events presenting the Design Center's Fit for Purpose Pattern approach and the SAP specific extension developed by the Montpellier SAP New Technology Center.

- <u>2-days Agenda</u>
  - ▶ Fit for Purpose (F4P) & Workload Thinking
  - ▶ zEnterprise Overview & Capabilities
  - ▶ Business Value Assessment Approach (zBVA)
  - ▶ zEnterprise Workload Assessment Approach
  - ▶ Platform Positioning Approach
  - ▶ Case Study & Hands-on
  - ▶ =============
  - ▶ SAP Applications and Industry Solutions Overview
  - ▶ SAP Workload Assessment Approach & Pattern Definition
  - ▶ Industry-specific example Patterns (Retail Daily Store Replenishment & Bank Analyzer Scenarios)
  - ▶ SAP Analytics And zEnterprise
  - ▶ SAP and zEnterprise Close Future
  - ▶ TCO for SAP.

- Customer-specific SAP Fit for Purpose workshops are <u>free</u> 2-day pre-sales actions involving a customer and his local IBM team

- <u>2-days Agenda</u>
  - ▶ Key Principles of SAP workload and platform positioning
  - ▶ Customer SAP workload descriptions
  - ▶ zEnterprise components and value
  - ▶ Building zEnterprise deployment topologies
  - ▶ Assessment and added-value of the proposed topologies.

- For more information regarding these workshops, contact Pierre Dejean (MOP).

Who Can Help with zSAP Opportunities in NA IOT?

- **Solutions Sales Specialists**
  - US: Robert Wolf/Milwaukee/IBM, Phil Barton/Tulsa/IBM, Ken Feldman/Cranford/IBM
  - Canada: Norm Soley/Markam/IBM
  - Can cover broad range of zSAP topics
    - Platform selection, Fit for Purpose Workshops
    - Products needed
    - Sizing interface
    - Pricing
    - Engagement of other resources
- System z Client Architects for **Fit for Purpose Workshops**, with SAP SMEs
  - North America: Christos Papadopoulos/Marlborough/IBM
  - WW: Michael Kott/Los Angeles/IBM
- ISV Technical Sales Support Team (Manager: Scott Bell/Wilmington/IBM)
- SAP Sizings (Techline for all platforms) Global ISV Sizing Team (Manager: Tracy Canada/Raleigh/IBM)
- ATS (Manager: Ralph Brown/Dallas/IBM)
- Other Geo's - WW Tiger Team (Manager: Ralph Brown/Dallas/IBM)

Oracle Price Index
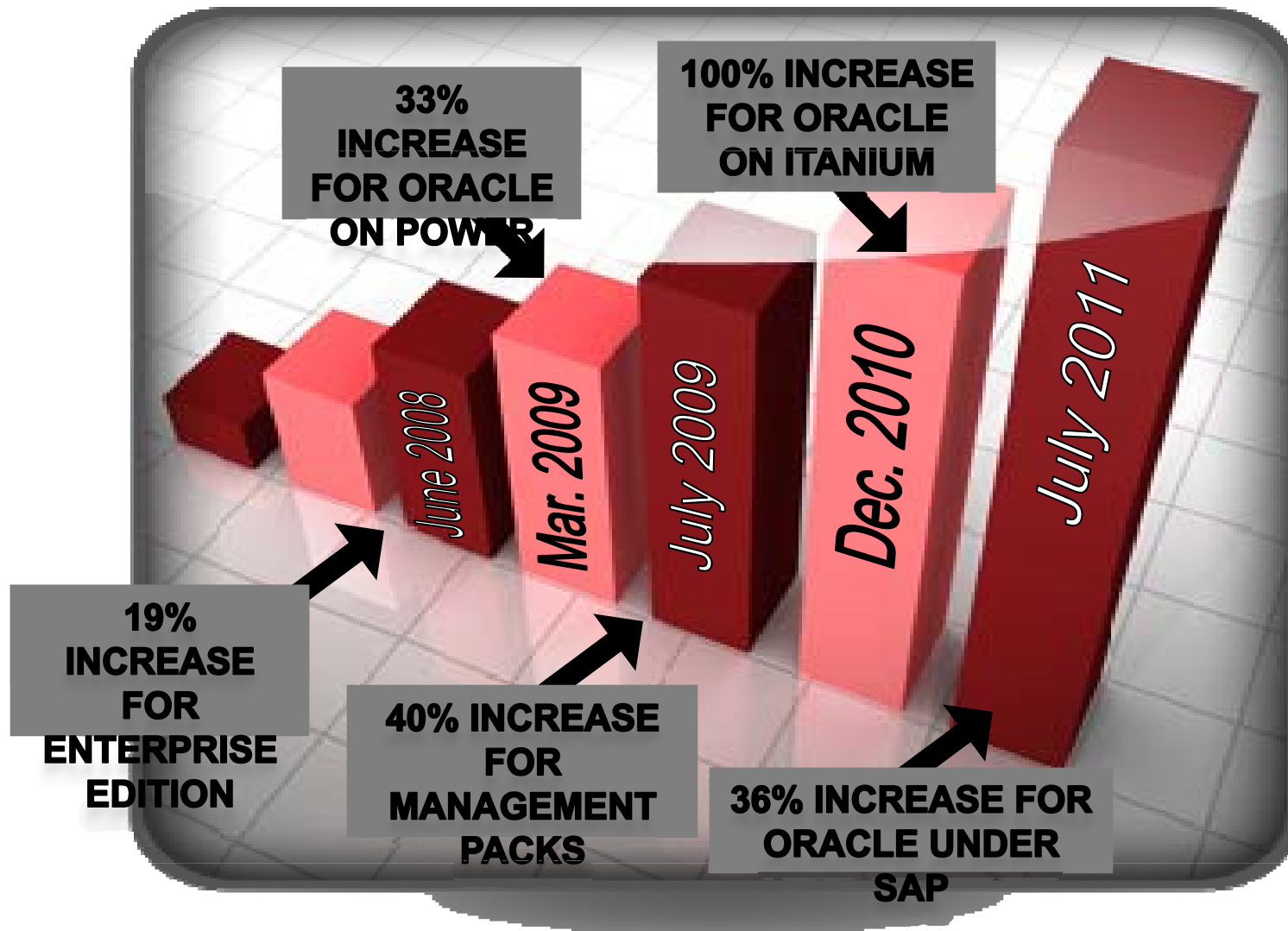
Clothing SAP With z Software

- SAP on DB2 for z/OS remains a powerful combination of success for the ever expanding base of System z customers

- SAP solutions can rely upon System z and DB2 for z/OS for continuous availability, a high level of security, and scalability while remaining affordable

- Broaden SAP on z value proposition with:
  - ▶ (new) InfoSphere Optim Business Process Analyzer for z/OS add-on v1
  - ▶ InfoSphere Optim Test Data Management Solution for z/OS for SAP 2.2
  - ▶ InfoSphere Optim System Analyzer for z/OS for SAP Applications 1.2
  - ▶ DB2 Cloning Tool
  - ▶ DB2 Admin Tool Kit for SAP
  - ▶ OMEGAMON PE - Extended Insight

Call To Action

Think about the many customers in the world who depend on SAP for their businesses.
And yet we have "only" about 200 of them on z!

- Need to identify target customer list by IOT:
  - ▶ Make unsolicited proposal for z and SAP together w/STG
  - ▶ Offer a F4P SAP session

- By-weekly reviews with WW to:
  - ▶ Track progress made on proposals and F4P sessions
  - ▶ Address any pricing or support issue

WW SAP Resources For Help

SAP WW z Tiger Team

- Mike Mardis/Atlanta/IBM
- Michael Sheets/Poughkeepsie/IBM
- Rajeev Kamath/Raleigh/IBM
- Steve Bergmann/Denver/IBM
- Philippe Deverge/France/IBM
- Christian Heimlich/Germany/IBM
- Franz Ludwig Voelker/Germany/IBM

Enablement Programs and Sales Support

- Free Workshops
- "Oracle Attack" calls
- Joerg Peinelt, SWG Professional Services WW SAP Practice (migrations)

Executive Sales Support

- Adam Sturges-Beer/New York/IBM
- Laura DeAtkine/Cambridge/IBM
- Martin Dvorsky/Czech Republic/IBM

SWG Competitive Project Office

- System z CPO Web Site
- CPO Eagle TCO Team – Craig Bender
- Rehosting Battlekit

Thank You!