



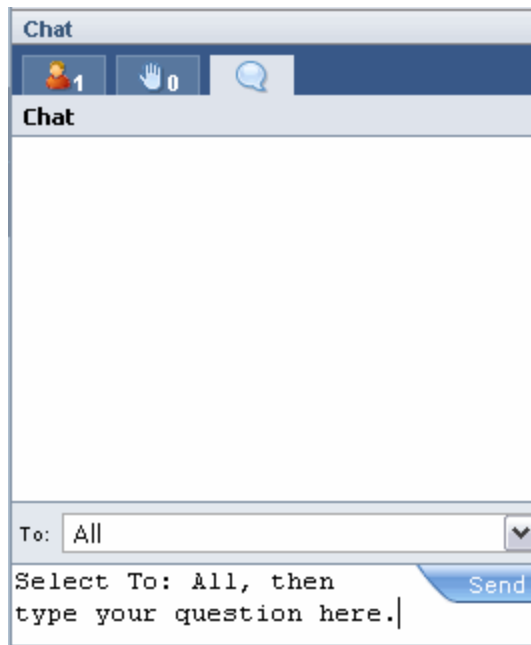
# Learn to Talk to your Clients about Mobile on System z

Scott Harris, WW System z Sales Enablement  
Richard Gamblin, System z Software Architect  
Bill Seubert, System z Software Architect  
Monte Bauman, Technical Sales Specialist -  
System z Solutions

# IBM SmartCloud Meeting Chat for Q & A

## ■ Ask questions through Chat

- Click bubble on right for Chat tab
- Select To: All
- Type your question
- Click **Send**
- Everyone sees the questions
- Presenter will answer questions verbally or through Chat

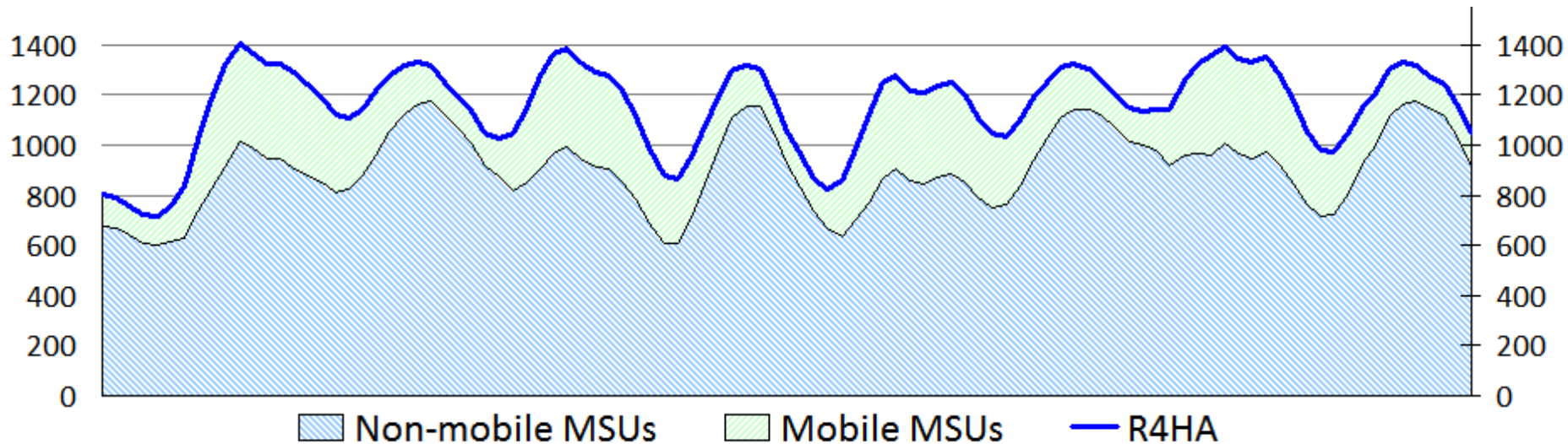


# The importance of Mobile and System z

- “You can do mobile on a mainframe? Really? Show me!”
  - CTO of a Global Retailer
- What do mobile users expect?
  - *Access whenever and wherever I want* ← **z resilience & scale**
  - *Know who I am and personalize my service* ← **real-time analytics**
  - *Store my information, but protect it with your reputation* ← **z Security**
- Still unsure if z is the place to embrace mobile?
  - UK Bank, Barclays, runs mobile apps underpinned by IMS
  - They process \$6.2 **billion** in transactions. **Every month.**

# “Mobile on z drives up the cost of MLC”

- Mobile Workload Pricing helps alleviate this, but more importantly....



- Mobile workload that falls in the R4HA troughs is **FREE!!**
  - Actually: included as part of the customers existing investment in System z

# Mobility on System z Sales resources

In the following slides are the different types of resources available at the [System z Mobile Solutions community](#) to find collateral for selling mobile on System z. Also visit the [Sales and Customer Collateral](#) and [Technical Support Collateral](#) wiki pages.

## Mobility on System z Sales Kits and Sales Plays

### Sales Kits

- System z Mobile Sales Kit [IBM](#), [BP](#)
- [Mobilize the Mainframe Sales kit](#). Mobile on z Door Opener, Mobile on z customer deck, Mobile (Worklight) BVA workshop description, Mobile (Worklight) BVA customer example reports, Mobile on z sample sales proposal, Mobile on z e-book with customer case studies, Anatomy of successful deals.
- [Show me zMoney with Mobile on System z](#).
- [Worklight Sales FAQ](#). This file is maintained by Erwan Paccard in the Worklight product team. it contains tons of useful information about Worklight.

### Sales Plays

- The [Mobile for zEnterprise sales acceleration play](#) contains information to help you progress mobile sales on System z.
- The [Mobilize the Mainframe sales play](#) offers special pricing for IFLs and Worklight on System z Linux.
- [Mobile Workload pricing](#). This wiki contains information about the new mobile workload pricing announced April 8, 2014.

# Mobility on System z Articles, Education and Webinars

- *System z for Mobility Whiteboard* and supporting collateral. [IBM](#), [BPs](#). New October 2014.
- A free online [System z for Mobility course](#) is now available internally to help IBM sellers and IT architects better understand why System z is the ideal platform for mobile enterprise computing. A [Business Partner version](#) of this course is available on the System z Partner Learning Roadmap at PartnerWorld, and a [customer version is available](#) at System z eLearning for IBM Customers.
- [Matching Mobile With the Mainframe](#). System z is a secure platform to handle mobile's growth. By Peter Siddell. June 2014.
- [Selling Mobilize the Mainframe](#). April 25 2014 by Heather Johnson-Dunnings. Covers: Mobile Strategy for System z, How to identify a zMobile opportunity, What to sell for Mobile on System z, 2013 Mobile Customer Success Stories, Resources, Incentives, Customer Collateral. The charts and replay are available at this link.
- [5 Things to Know About why System z is Ideal for Mobile Apps](#). This short April 2014 article by Peter Siddell is a good one to share with customers.
- [Know on the Go, DiscussIT, and SellIT](#). These interactive applications are designed to help you use the latest mobile technology in your selling activities. Created and maintained by STG and SWG.

# Mobility on System z Sales Collateral

- [Steve Wehr's Enterprise2014 presentations](#). New September 2014. Including:
  - System z in a mobile world. Contains a nice overview of what System z is doing to encourage mobile workloads.
  - The competitive view of Mobile on System z. Why keep mobile data and transactions on System z? Won't it be cheaper to host those transactions off the platform? This presentation debunks that myth with two studies by the IBM Competitive Project Office.
  - Real-world mobile on System z. This presentation includes case studies of three customers who have implemented mobile solutions on System z. It also includes information on the mobile apps created by the two finalists in the Mobile App Throwdown competition -- Aetna and Verizon.
- [System z Mobile Maturity Model](#) is a mobile workshop that can be offered to the customer.
- [System z in a Mobile World](#). This is a Customer-facing presentation by Steve Wehr on the role of system z in mobile. It contains info on every subject you may want to talk about. Remove charts to get this down to the size you need.
- **System z 101 -- Mobile**. This is a March 2014 presentation by Steve Wehr on the role of System z on mobile for the "System z 101" series. [Presentation](#). [Audio](#).
- Mobile and System z Overview presentation [IBM](#), [BP](#)
- [IBM MobileFirst Update and Announcements for IMPACT](#) -- This is an April 2014. MobileFirst overview deck from Phil Buckellew.
- [Angry birds and half words - Mobile and the mainframe](#). A very clear and simple way to present the mobile story on z.
- [IBM Worklight customer visit default deck](#). Erwan Paccard maintains this deck and updates is regularly. It is meant to be edited / scaled down to adapt to custom presentation agenda. Does not mention z, this deck is built by the Worklight team.
- [IBM Mobile Security](#). This wiki contains the latest presentation on the MobileFirst security products from Caleb Barlow. New presentations and other assets for Mobile Security posted in April 2014.

# Mobility on System z Technical Support Collateral

- [System z Mobile Connectivity Guide](#)-- This document is intended to educate the IBM field force on all the ways customers can connect mobile applications to System z data and transactions right now. A few pages are IBM Confidential, because they contain advanced product plans. If you remove these pages you can give this file to customers.
- [System z Mobile Reference Architecture](#) -- This guide is meant to educate the IBM field force on standard architectures and configurations that can be used to create the infrastructure for mobile applications on System z. This guide is meant to be used by z IT Architects to prepare mobile architecture presentations for customers. This guide is meant to show what is possible, how to get started, and where the major components of a mobile solution would run on z. Therefore it will be mostly charts, with enough text to explain the decisions shown in the charts.
- [How to move an existing CICS application to a smartphone](#). Reginaldo Barosa describes how to modernize an existing IBM® z/OS® application by using service-oriented architecture (SOA) to move it to a smartphone. Without making changes in the existing IBM® CICS® application, he shows how to create and deploy CICS web services that a smartphone can invoke.
- Also provided is a POT with two labs that show how to access CICS on z/OS using Worklight that is part of Rational Developer for System z (RDz). [Get all the assets for these labs here](#).
- **How to code Push notifications to a mobile device from a CICS application**. Andy Armstrong/UK/IBM has done this and documented it. He has made available [Lunch-n-learn October 16 2013](#).
- Sample Worklight code. [Link to this CICS SupportPac](#). Worklight application that talks to the CICS GENAPP sample application. part of the code in this sample app implements push notifications.
- GENAPP sample CICS application code. [Link to this CICS SupportPac](#). This is the sample CICS application that the Mobile app talks to.
- An overview of this process can be found in the Mobile Connectivity Guide.
- [Getting started with Worklight](#) -- All the detailed documentation on configuring worklight and creating applications. No z-specific content.
- [IBM MobileFirst Reference Architecture](#) -- This asset was created by ISSW and contains no z-specific material, but is still very useful for understanding best practices for Worklight architectures. The IBM MobileFirst Reference Architecture should be customized for clients in response to an RFP or as part of a project deliverable. The intent is that customization should be under a SWG lab services, GBS, and/or GTS billable engagement.
- [How enterprises can reduce server load by 80 percent using mobile push](#) -- Read this novel solution to the problem our large banks face. When banking customers check their account balances several times per day, it can drive up z/OS costs via increased system load. This article suggests a novel solution using mobile push technology.



# Mobility on System z Useful Presentations

- [IBM MobileFirst and System z](#): This new client-facing presentation (September 2014) by Penny Hill in SWG marketing is an excellent introduction to the MobileFirst family and how it is used to implement mobile on System z.
- [IBM MobileFirst and System z](#): This is a Customer-facing presentation and recording [15 September 2014] by Jose Castano and Richard Gamblin, in which all aspects of IBM software and hardware products are positioned for mobile solutions on System z. It brings together the solutions from AIM, Rational, IM, C&SI (Tivoli), Business Analytics and Industry Solutions.
- [IBM MobileFirst and System z SW Brand Deep Dives](#): These presentations (New October 2014) have been created by the zSW brand leaders to position the mobile technologies in their brands within the MobileFirst framework, and provide a deeper dive into each zSW Brand. These include:
  - [Application Integration Middleware](#) (AIM, incl. WebSphere)
  - Rational (coming soon)
  - Cloud and Smarter Infrastructure (Tivoli - coming soon)
  - [Information Management](#)
  - [Security](#)

# Mobility on System z Redbooks and Customer References

## Redbooks

- [System z in a Mobile World -- Providing Secure and Timely Mobile Access to the Mainframe](#). NEW REDBOOK September 2014.  
This IBM Redbooks publication provides an end-to-end example of creating a scalable, secure mobile application infrastructure that uses data located on an IBM mainframe. The book uses an insurance-based application as an example, and shows how the application is built, tested, and deployed into production.
- [IBM MobileFirst Strategy Software Approach](#). This IBM Redbooks publication explores four areas crucial to developing a mobile strategy: application development, mobile quality management, mobile device management, and mobile analytics. Each area is addressed in two parts: the first part discussing the architectural considerations of each technology, and the second part providing prescriptive guidance. You'll get an in-depth look at IBM Worklight, IBM Rational Test Workbench, IBM Endpoint Manager for Mobile Devices, and IBM Tealeaf CX Mobile. This book is of interest to architects looking to design mobile enterprise solutions, and to practitioners looking to build these solutions.
- [Getting Started with IBM Worklight](#). This IBM Redbooks® Solution Guide describes how to build a mobile application with IBM Worklight Studio and deploy it to a test or production environment. no z-specific content.
- [Implementing CICS JSON web services for mobile applications](#). This IBM® Redbooks® publication provides the necessary instructions for you to connect mobile devices to IBM CICS Transaction Server®, exploiting existing enterprise services already hosted on CICS, or to develop new services supporting new lines of business. Describe in this book are the steps to develop, configure, and deploy a mobile application that connects either directly to CICS Transaction Server, or to CICS via IBM Worklight® Server. In addition, we will show you how to use CICS to operate as a requester of JSON based services.

## Customer References

- [Customer References for Mobile on System z](#)

# Mobility on System z Web Pages

## Web Pages

- [IBM System z Mobile Home Page.](#)
- [IBM System z Software Mobile home page](#)
- [eGuide: Meeting the Mobile Challenge with IBM System z](#)

## Communities

- [System z Mobile Solutions community](#)
- [Sales and Customer Collateral](#) wiki pages
- [Technical Support Collateral](#) wiki pages

# Mobility on System z videos

The following videos provide information about mobilizing the mainframe:

[Mobilizing the Mainframe with WebSphere and System z](#)  
[System z in a Mobile World](#)

The following are customer videos:

[A Brazilian company adopts IBM System z to handle rapid business growth \(Sicoob\)](#)  
[FNB provides upward mobility for Africa through mobile banking](#)  
[RCBC implements Finacle Core Banking solution from Infosys on System z](#)  
[Procempa builds a more intelligent city on an IBM System z foundation \(Porto Alegre\)](#)  
[Visa is one of the largest electronic payments networks enabling commerce](#)

# System z Brand Mobile Team

If you have questions, need help with a mobile solution, are having difficulty building a team, or need advice on moving the deal forward, start with this team:

- Team Leader – Jenna Brown
- Architect – Gary Puchkoff
- Offering Manager – Steve Wehr
- Architect – Romney White
- Marketing – Carly Exum
- Sales – Khaylen Stanton
- Technical Enablement – Theresa Tai
- SWG – Bruce Armstrong
- SWG Marketing – Penny Hill

## zChampion and IOT Leaders

- Richard Gamblin – SWG WW and EP
- Ian Neville – STG EP
- Tom Shepherd – STG NA
- Jin Vanstee – SWG NA
- Edward McCarthy – SWG AP
- Eli Martins – SWG LA

# How to talk to your customers about Mobile and System z

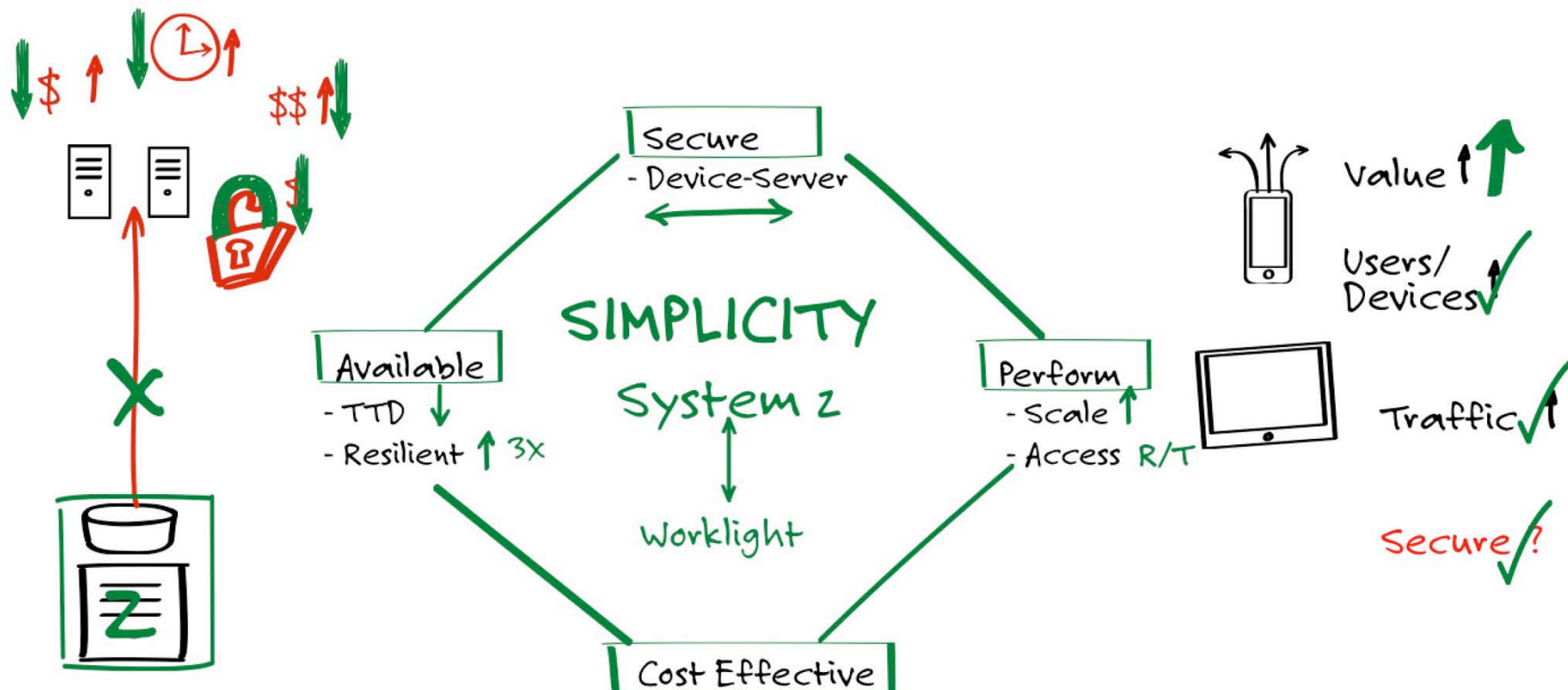


## Key points about Mobile and System z

1. You probably don't have to convince clients that mobile is important – that's self-evident. Convince them of why mobile is important **TO THEM AND THEIR BUSINESS** *specifically*
  - Ask the question: “Do you think the data and transactions on your mainframe might be important to your customers or employees who use mobile devices?”
  - Cite a stat that “at least 91% of people have at least one mobile device within arm's length **AT ALL TIMES.**” “Wouldn't you like to enable your customers to do business with you *instantaneously?*” That usually makes it sink in.
2. System z is important not just as a place to run mobile infrastructure but as a source of transactions, data and services to be accessed **BY** mobile devices
3. Use the four MobileFirst “entry points”: **BUILD, PROTECT, TRANSFORM, ENGAGE** to frame your discussion.
  - Don't limit yourself just to the System z parts of the portfolio – a complete IBM mobile solution will encompass products from other platforms **AND** from cloud-based SaaS services such as Maas360, BlueMix, etc.
4. Focus on the strengths of System z and encourage your clients to agree that the strong qualities of service of the mainframe are critical to a successful mobile implementation
  - Since mobile devices are **ALWAYS** there, transactions and data must likewise always be there, and System z is the premiere platform for reliable, highly-available and secure computing
5. Don't just focus on B2C solutions – B2E is critical, especially to larger mainframe clients
  - The Apple-IBM partnership is largely about B2E. It's a great conversation starter!

✓ Mobility

Next Steps



SICOOB  
\$1.5M/Year ↓  
😊

Banca Carige  
Secure  
Available

Leading Retailer  
\$2.4M ↓  
ROI-16 days

FNB  
150M trans  
30MS

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## A new way to deliver a whiteboard – i-Visualizer on the iPad



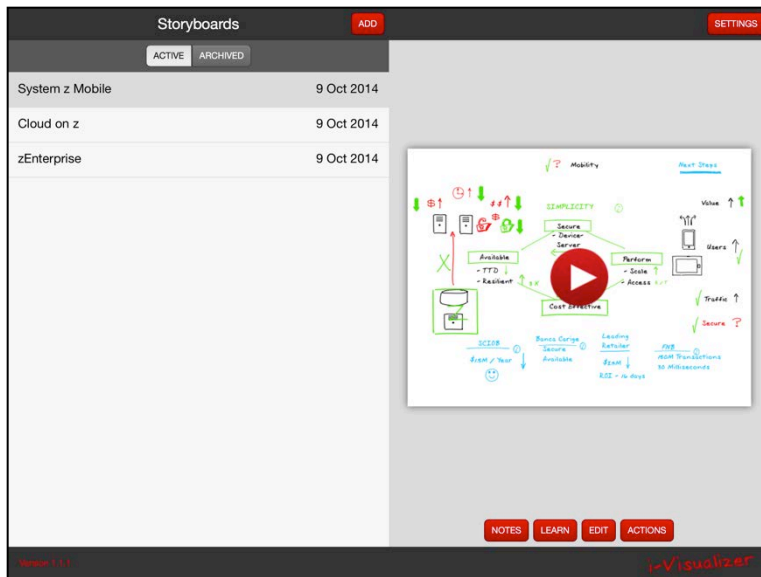
- Allows you to use an iPad to “draw” a whiteboard without drawing – just touch the screen
- Gives hotspots for additional documentation, just by tapping with your finger/stylus





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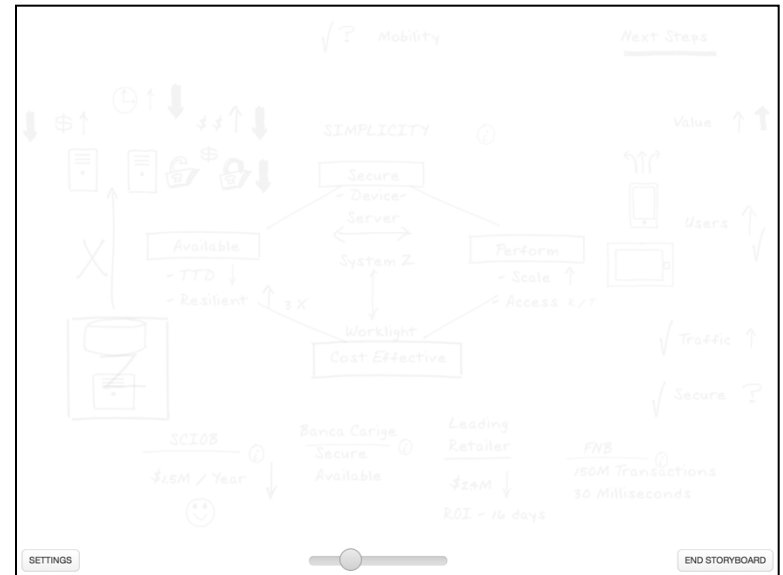
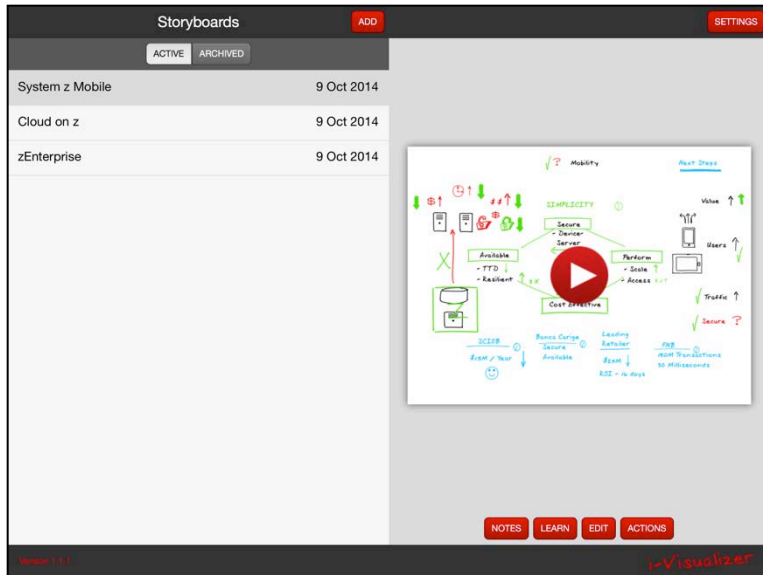
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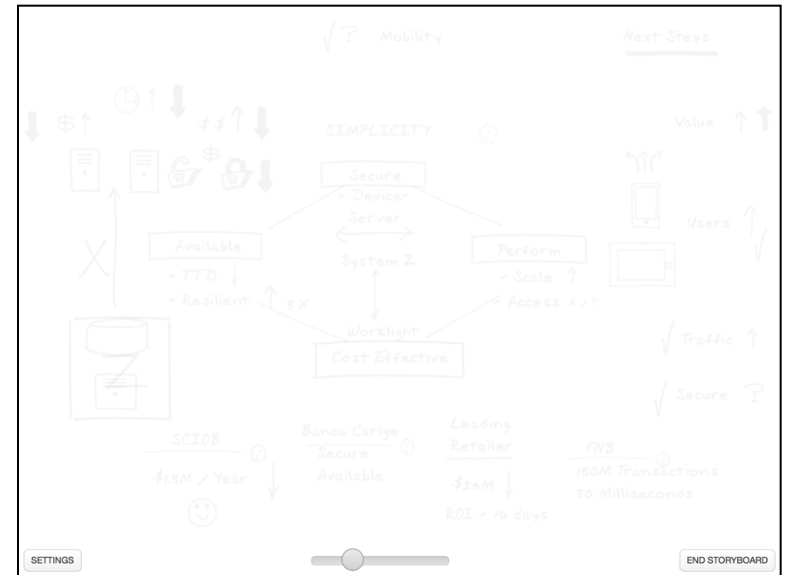
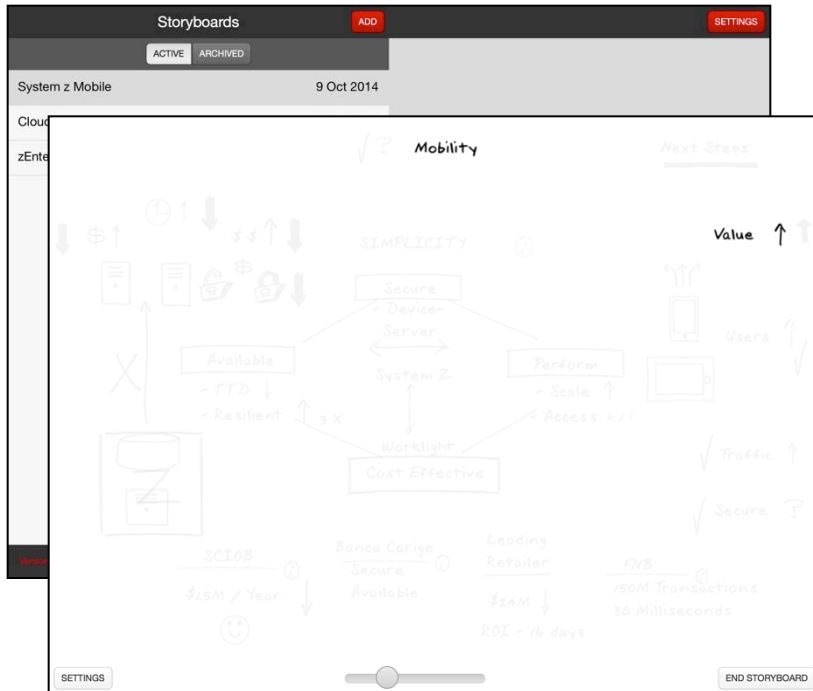
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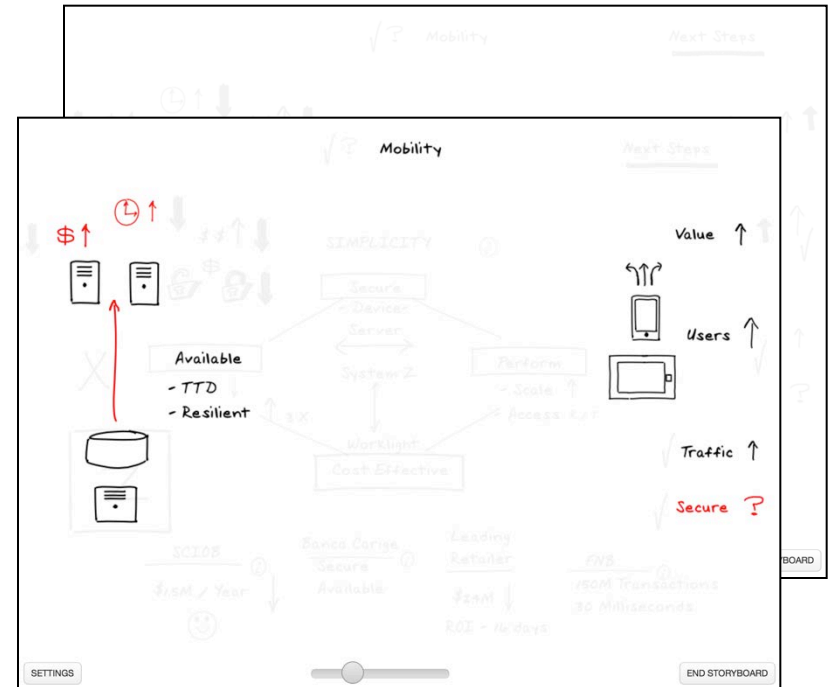
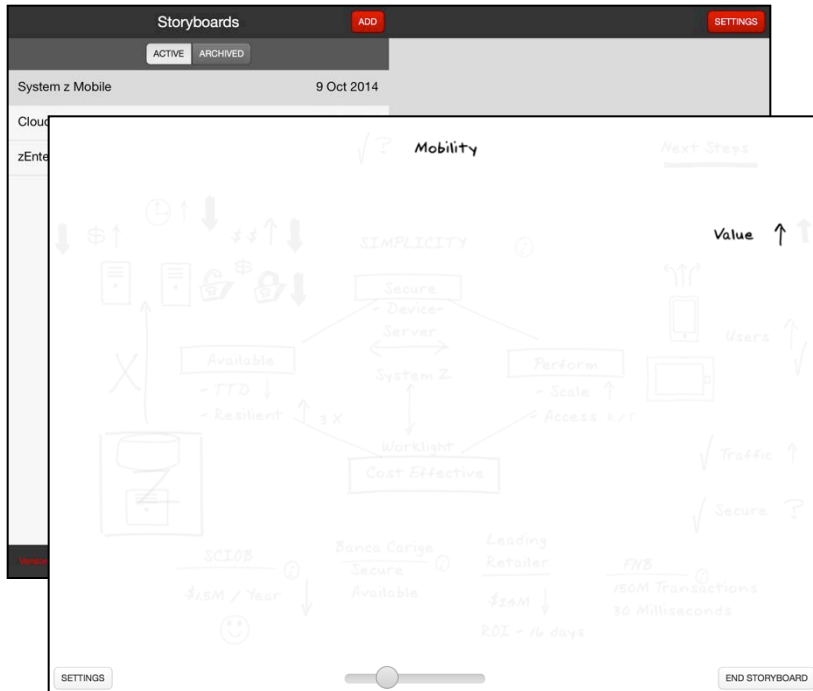
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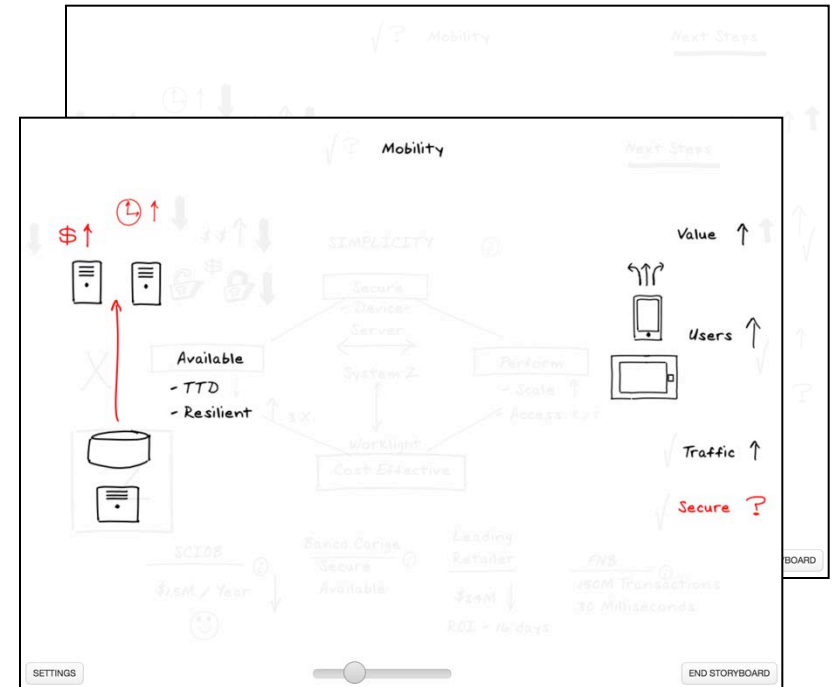
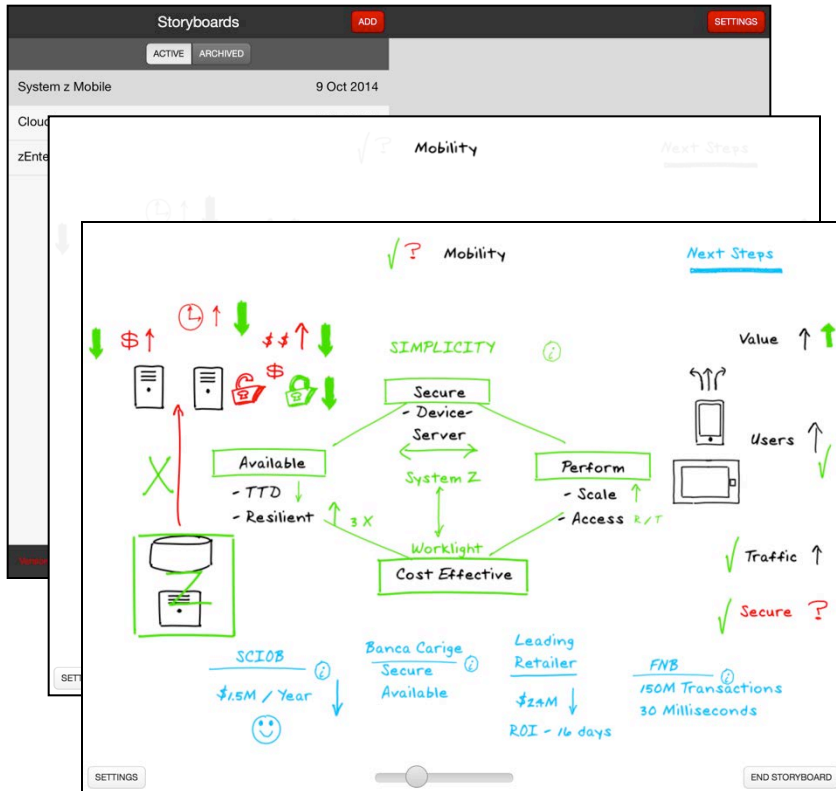
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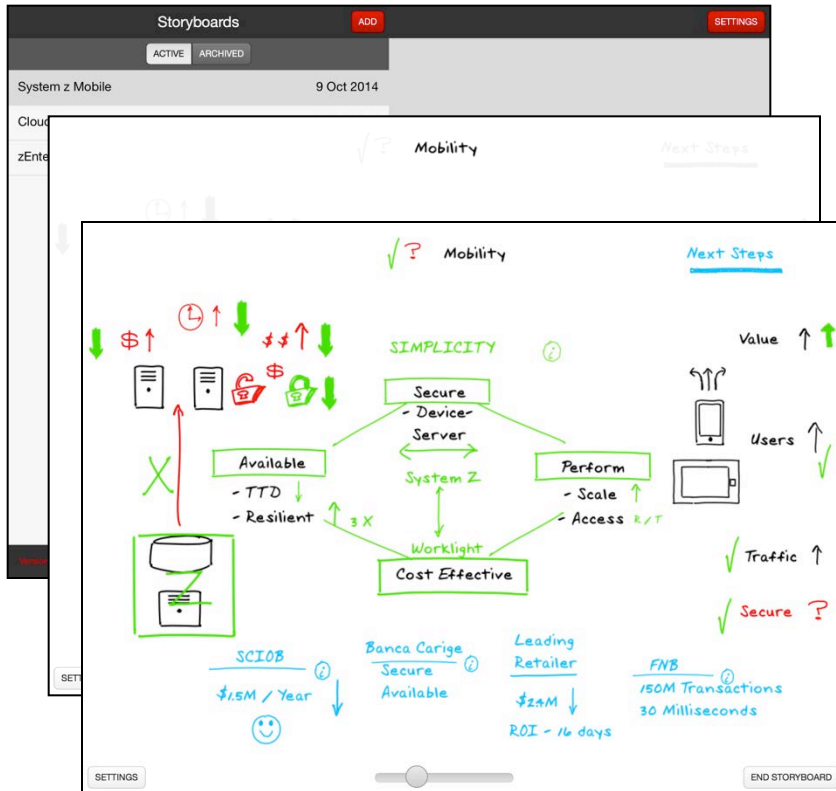
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**“You can do mobile on a mainframe? Really? Show me.”**

By Richard Gamblin;  
Software Architect WebSphere, Mobile,  
SmarterPlanet and System z Software.

This comment, from the Chief Technology Officer of one of my largest clients, is one that I hear a lot just now. My clients seem genuinely surprised that not only *can* you deliver a mobile infrastructure on an IBM System z mainframe server, but that there are terrific reasons why the mainframe is the perfect place for mobile.

First, let’s think why mobile is in the minds of so many business and community leaders. Providing a mobile face to your organization is not as simple as adding a new channel. Mobile technologies are a disruptive influence on current business practices and are fundamental to how organizations operate today.

How does IBM System z fit? And why should the underlying hardware platform for mobile even matter? Before we get to that, let’s look at three important characteristics for a mobile service and think about the role that the hardware platform can play.

**Three characteristics of a successful mobile service**

Remember, I’m not talking about the beautifully designed, easy-to-navigate user

# One of customers' key concerns, and of our strongest assets: SECURITY

Source: Juniper Mobile Threat Report, 2013

Mobile malware grew

**155%**  in 2011

**614%** 

from March 2012 to March 2013



**73%** of all malware exploits holes in mobile payments by sending fraudulent premium SMS messages, each generating around **\$10 USD** in immediate profit



Android is responsible for **92%** of all known mobile malware. An increase from **47%** in 2012...

...a significant threat given more than

**1 BILLION**

Android-based smartphones are estimated to be shipped in 2017

Source: Canalys Smart Phone Report, June 2013



There are more than **500** third-party app stores containing malicious apps



**77%** of Android threats could be largely eliminated today if all Android devices had the latest OS. Currently only **4%** do

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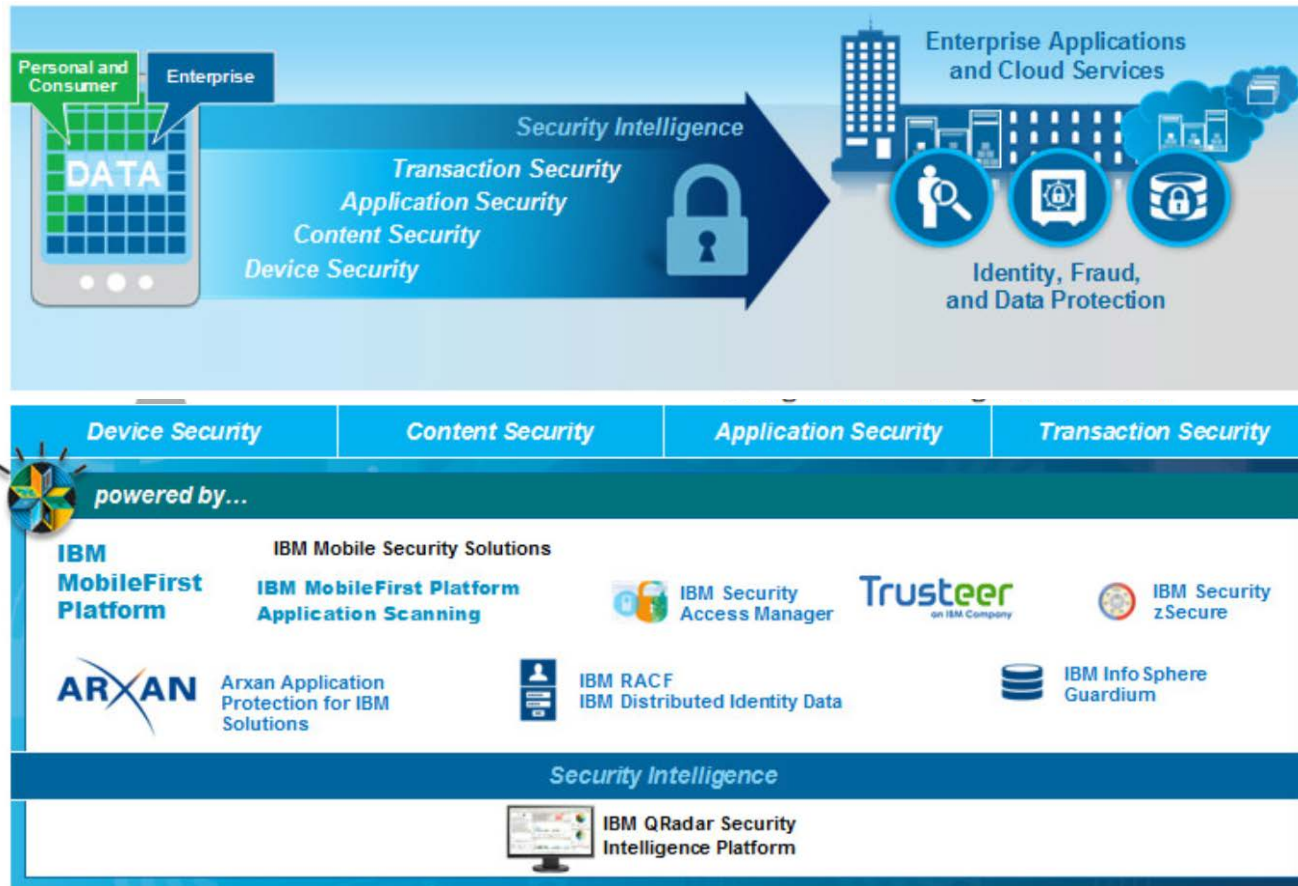
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# One of customers' key concerns, and of our strongest assets: SECURITY



## E-Learning for Security on z and Mobile

### ▪ Security for System z:

– IBMers:

- <http://w3.ibm.com/learning/lms/Saba/Web/Main/goto/learningActivity?courseNum=VSZSEC01>

– Business Partners

- [https://ibm.com/partnerworld/page/swg\\_com\\_sfw\\_systemz\\_skills](https://ibm.com/partnerworld/page/swg_com_sfw_systemz_skills) )

– Customers

- <http://www.ibm.com/services/weblectures/dlv/ibm/z101>

### ▪ Mobile on System z:

- <http://w3.ibm.com/learning/lms/Saba/Web/Main/goto/learningActivity?courseNum=VSZMOB01>

## Devices:

1. Subscribe to topics using MQTT. Data is pushed to the device in real-time
2. Request historical data from 911 DB via MQTT



Worklight Client Application

## Solution Macro Design

New

Existing

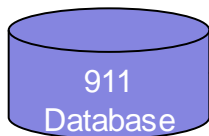
### System z Linux

Worklight Server

MQTT/MQ 7.5.1

Near real-time data feed

Historical Data



911 Database

Downstream user1  
Downstream user2

ESU Broker Flows

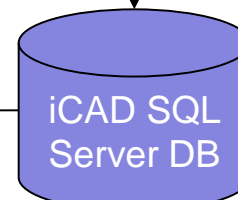
Message Broker Pulls data from SQL Server and publishes to Queues

5-10s Latency



ICAD

Replication



iCAD SQL Server DB

## Another customer objection/concern: Cost. Your response: “No, the mainframe is NOT too expensive for Mobile workloads!”

- Mobile infrastructure on z
  - Use existing TCO case studies and data from CPO
  - Worklight runs on System z Linux, so no MLC impact
  - Not all mobile infrastructure software runs on z – must sell a complete solution
- Integration with existing z transactions
  - Customer concerns about increased transaction load and impact on MLC...increased transaction traffic CAN impact MLC

### Answer: MOBILE WORKLOAD PRICING

1. Customer identifies mobile workloads (IMS, CICS, WMQ, DB2, WAS)
2. IBM approves their workload measurement system
3. Customer reports to IBM with MWRT
4. Charged mobile workload MSUs are decreased by 60%
5. If mobile workload is driving the peak 4-hr rolling average, customer can save!
6. More from Monte...

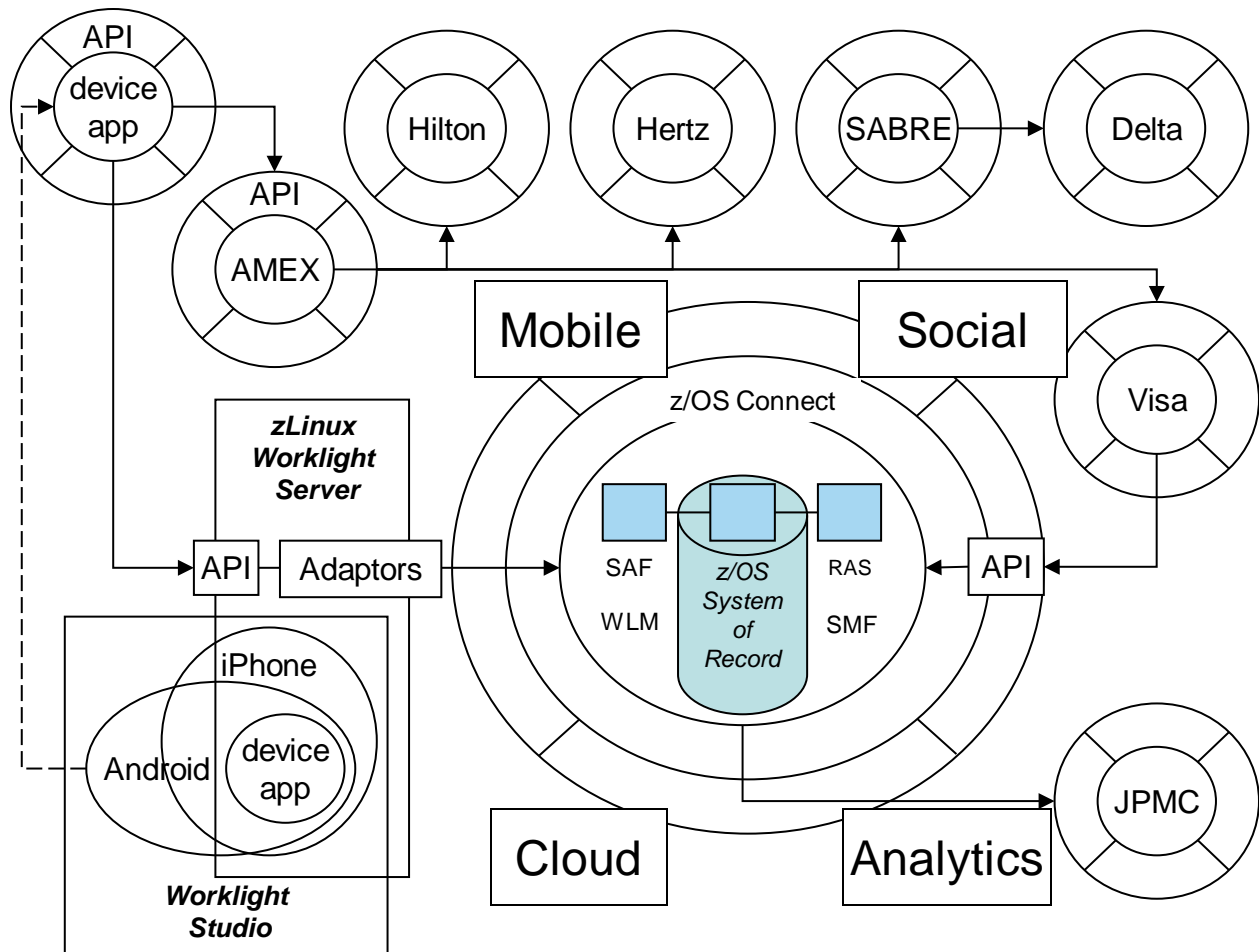
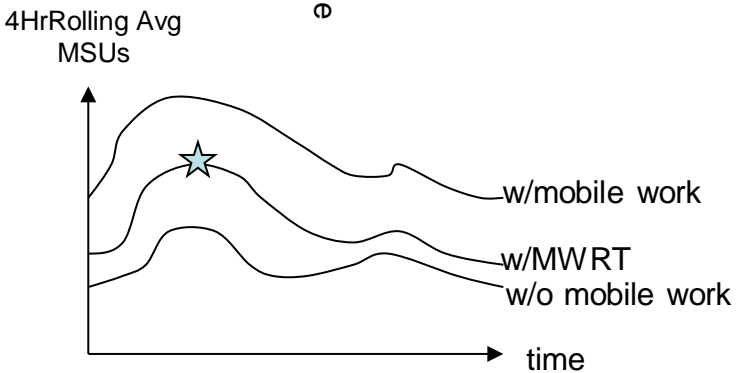
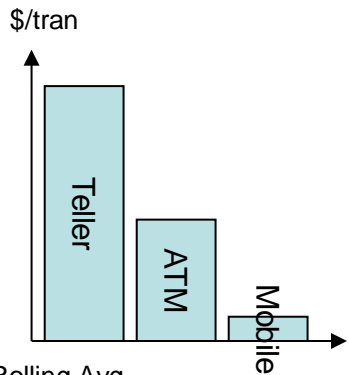
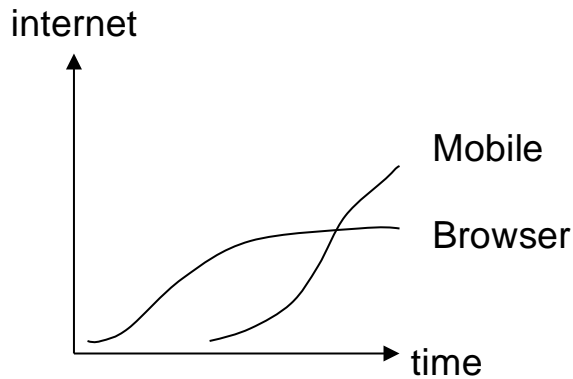
# Mobile on System z Basics Whiteboard

Monte Bauman

[mbauman@us.ibm.com](mailto:mbauman@us.ibm.com)

**Mobile on System z**

Monte Bauman  
mbauman@us.ibm.com



Value Prop.

Next Steps

- Low (to No) Cost
- Time to Market (Simple)
- Risk Averse (Secure / Available)
- Flexible and Adaptive (Device Independence)
- Integrated (Performance)

- Deep Dive on z/OS Connect
- Deep Dive on Worklight
- Mobile-First Workshop
- z/OS Connect Wildfire Workshop
- CAMMSS on System z Overview

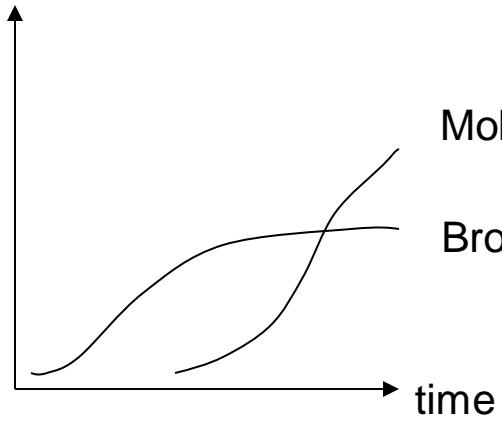


Mobile on System z

Monte Bauman  
mbauman@us.ibm.com



internet



Mobile

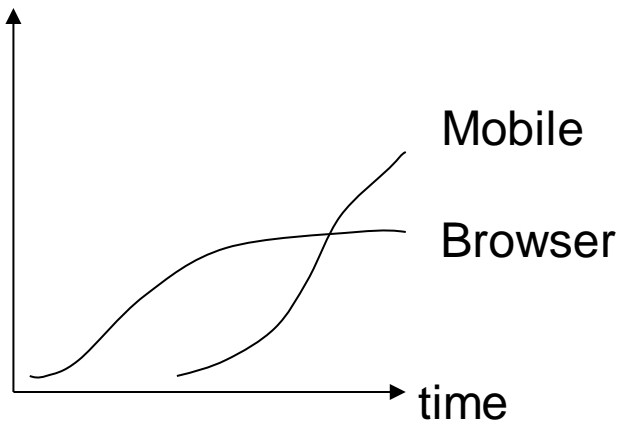
Browser

time

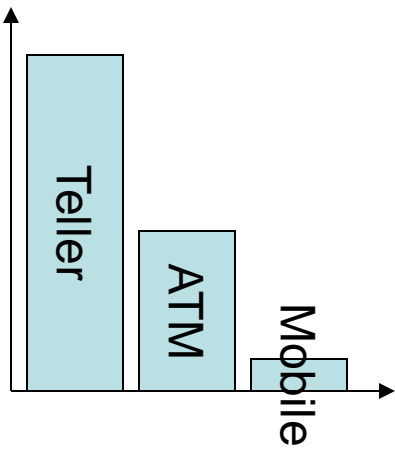


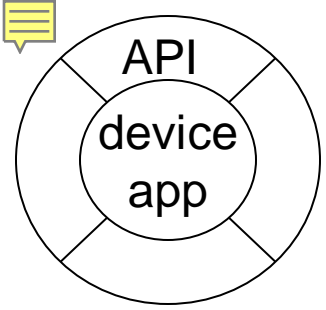


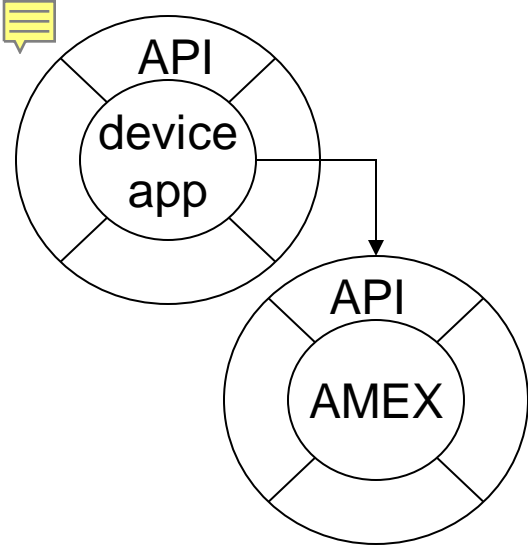
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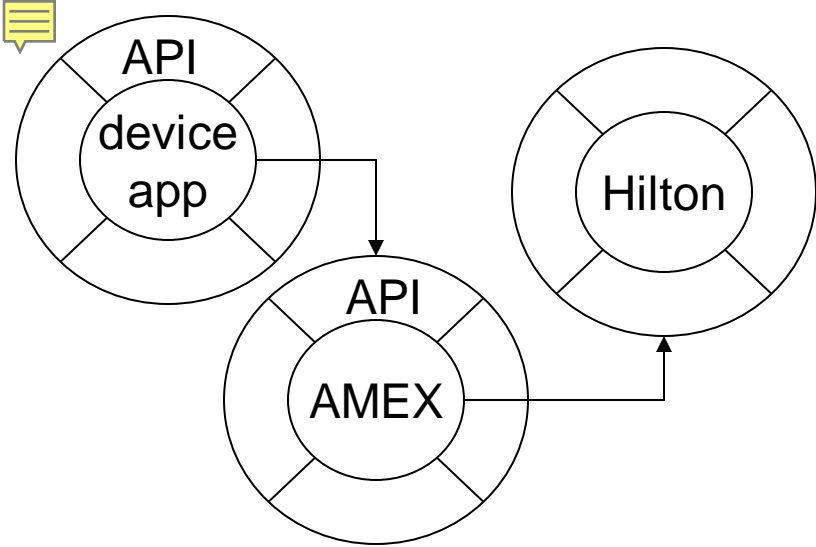


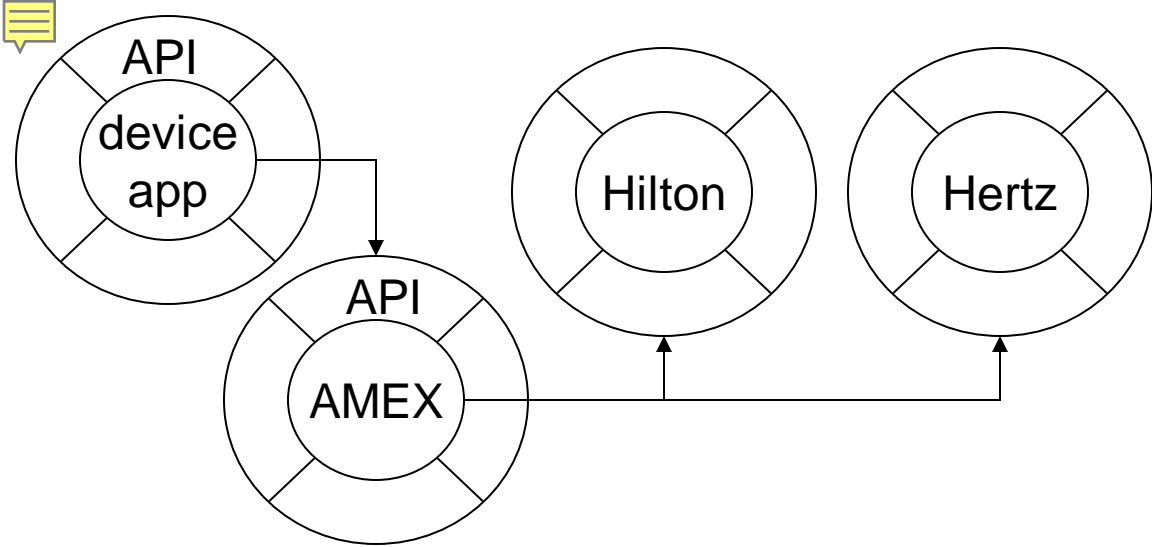
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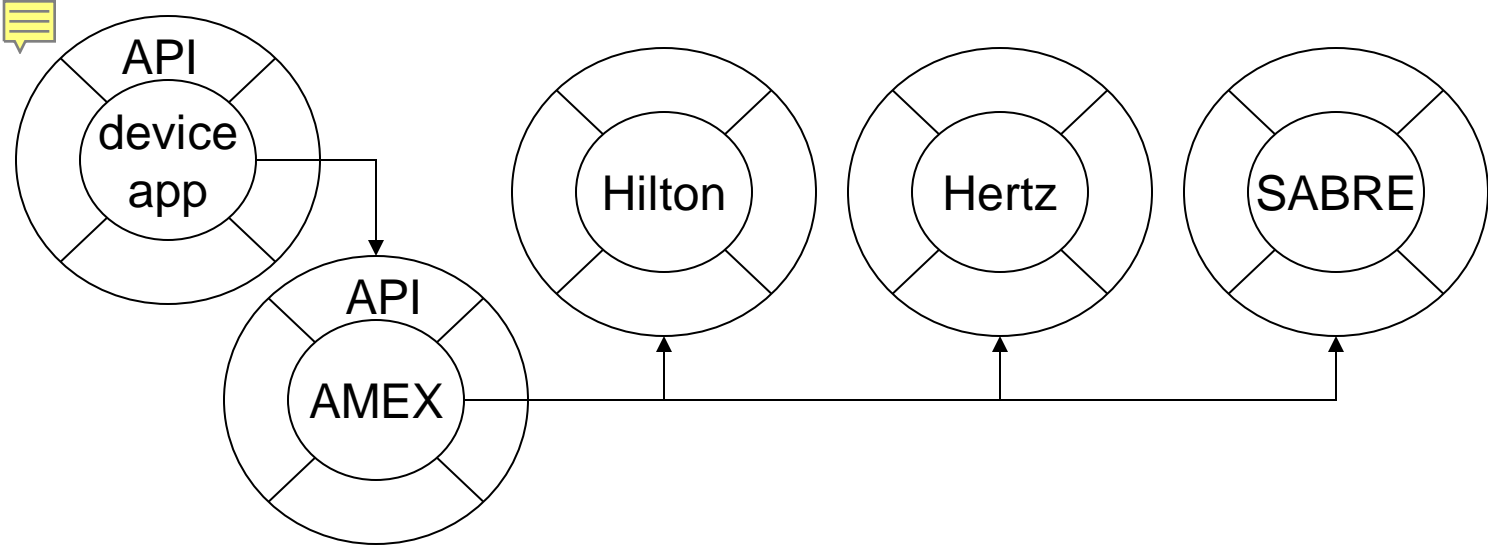


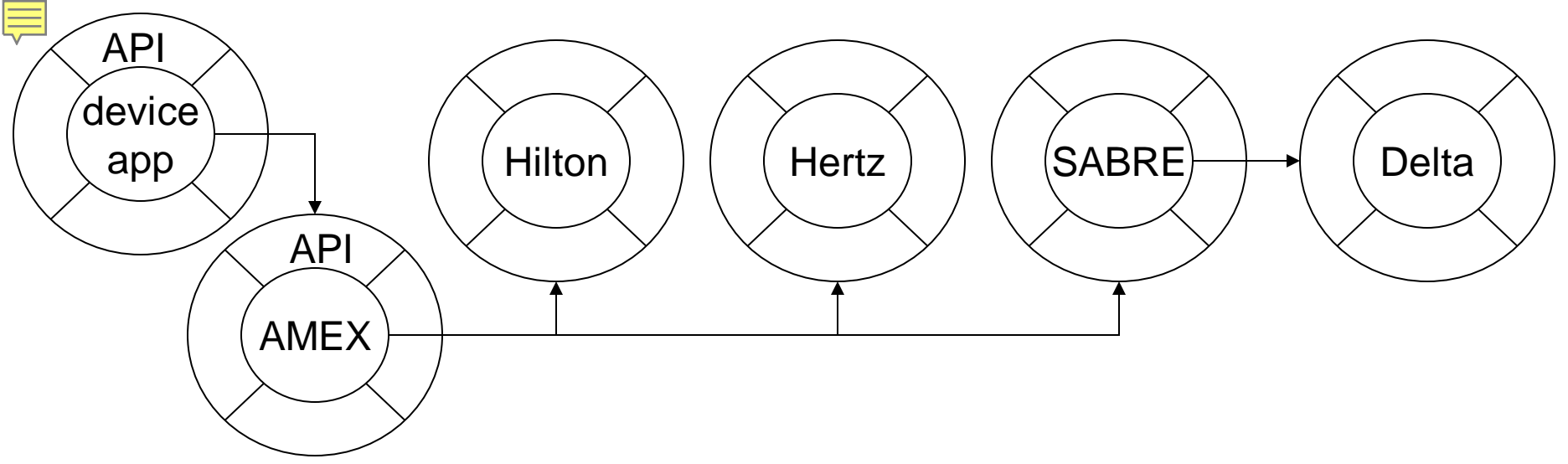


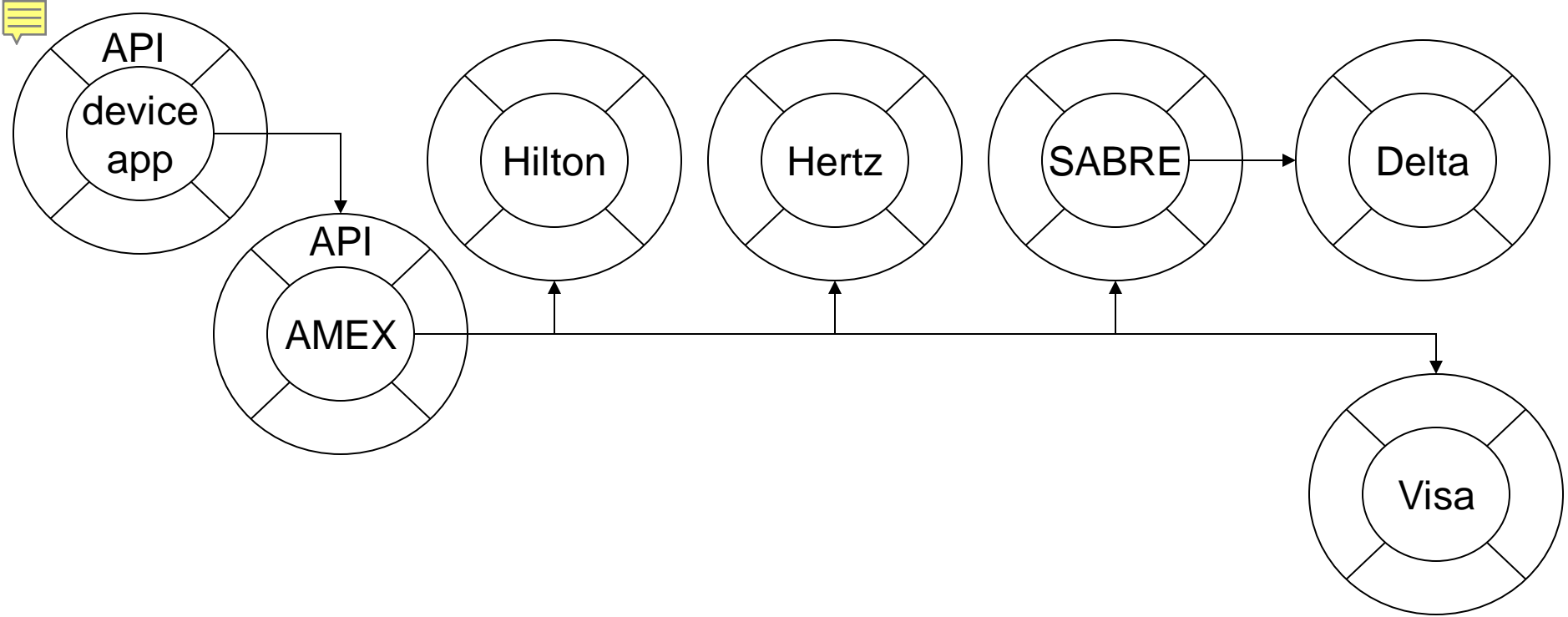




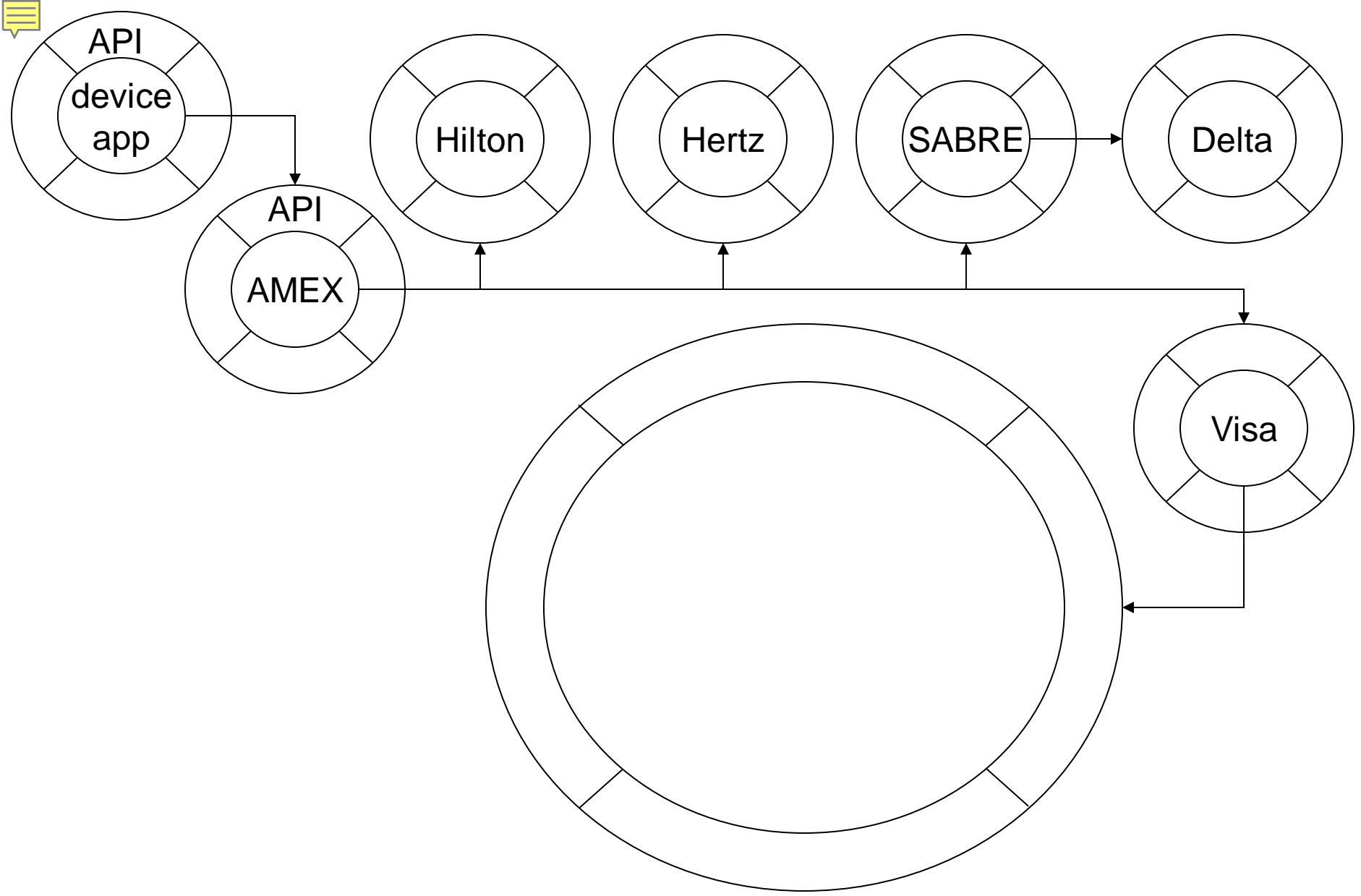


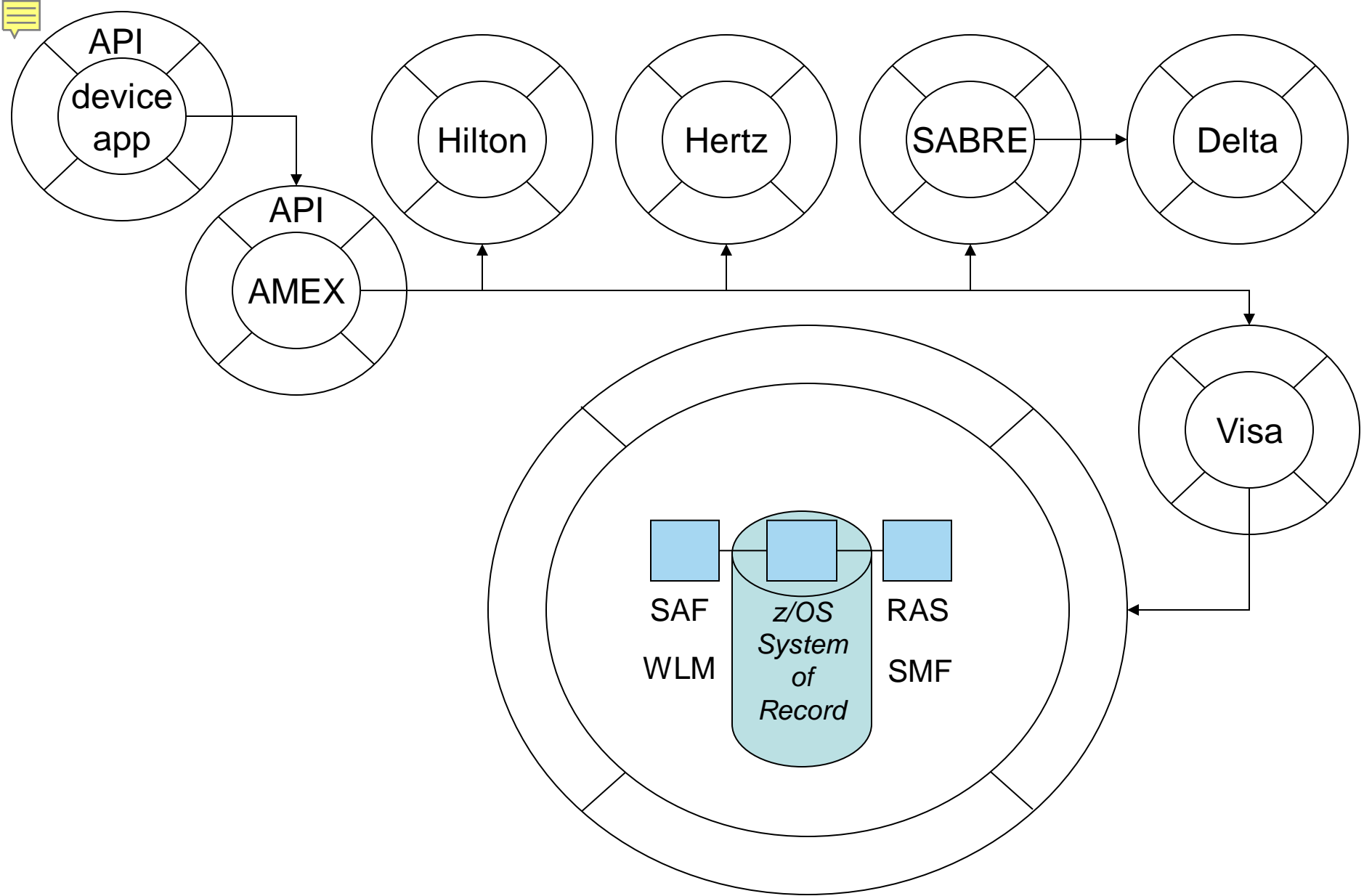


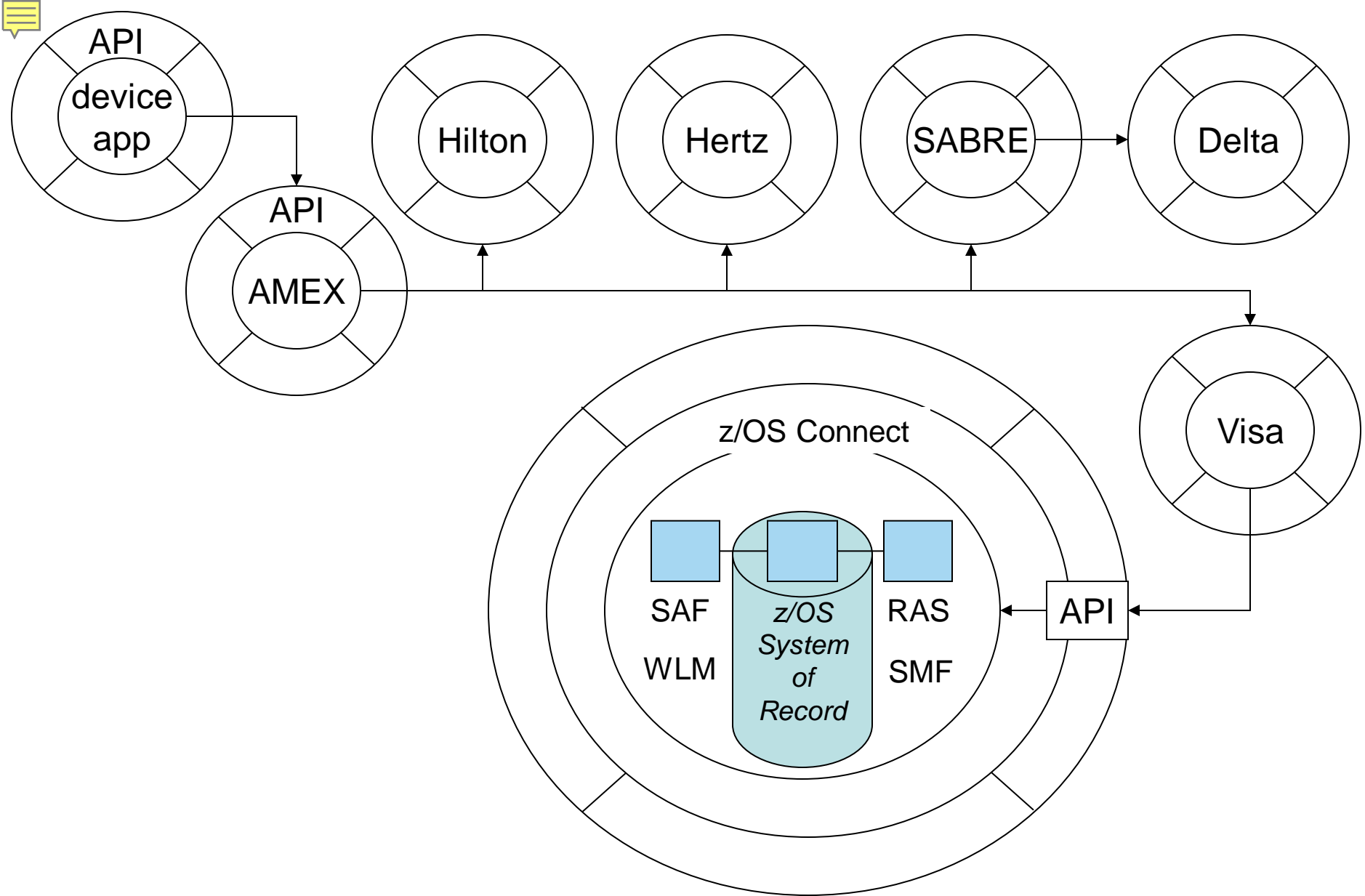


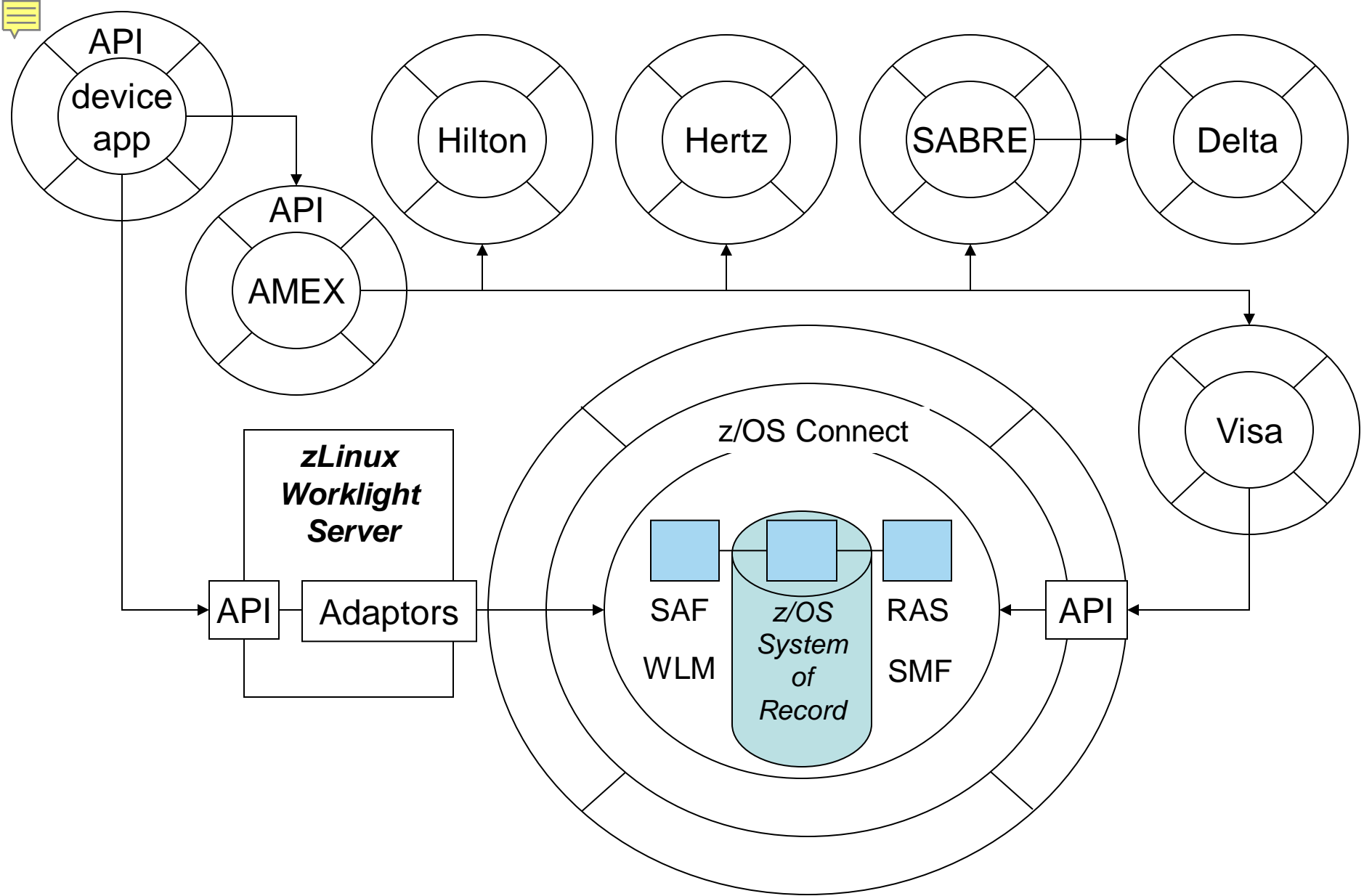


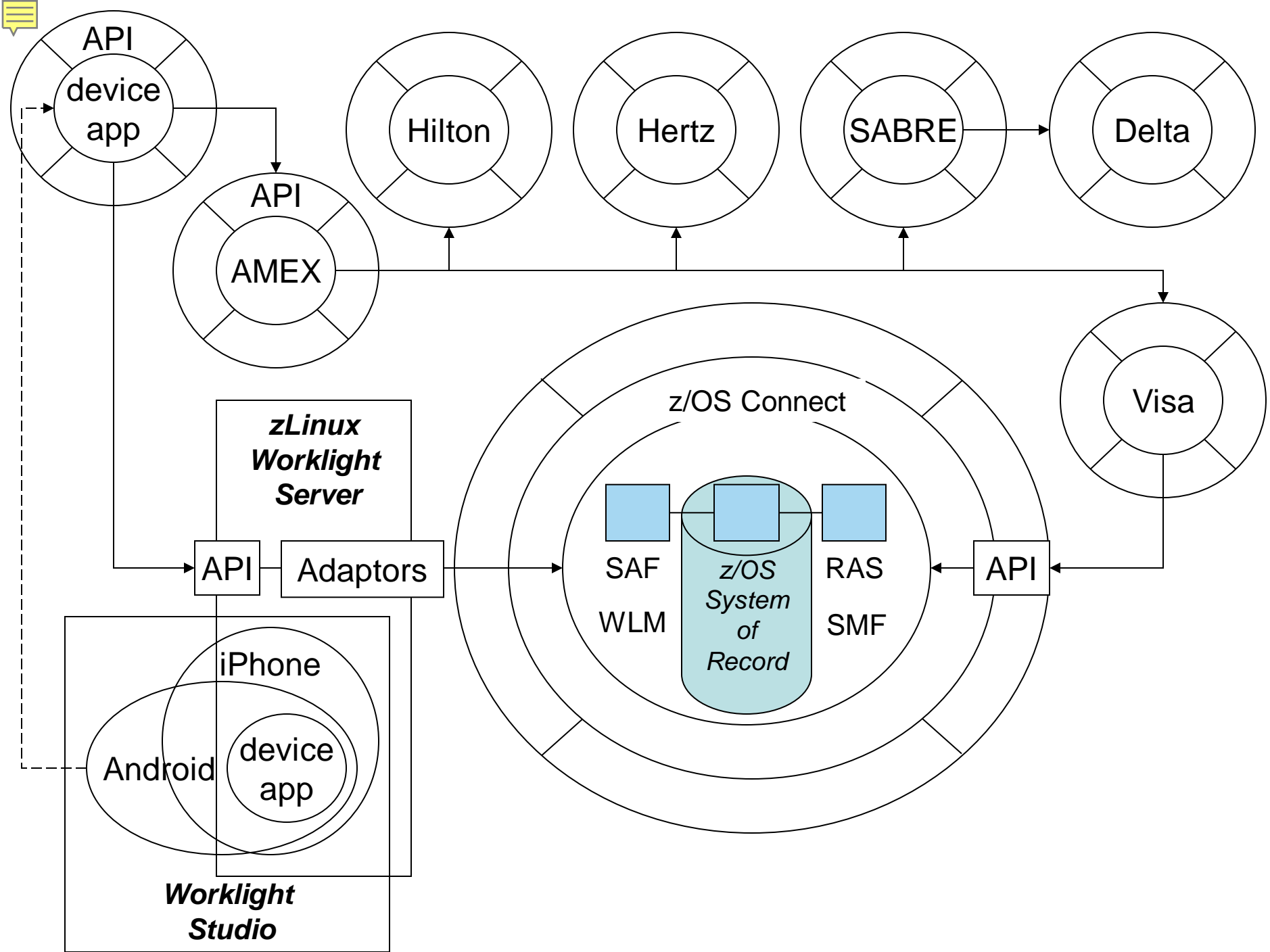


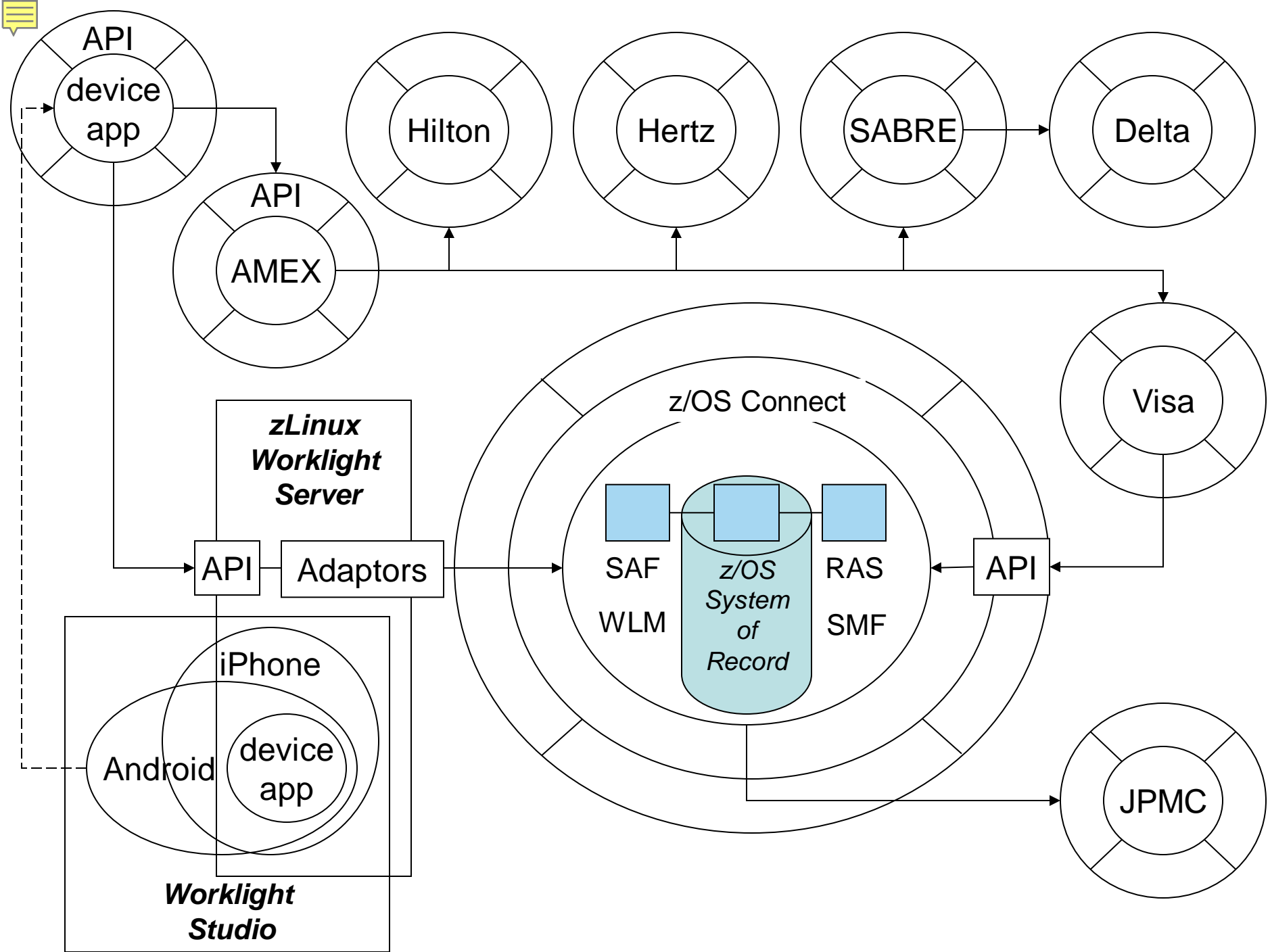






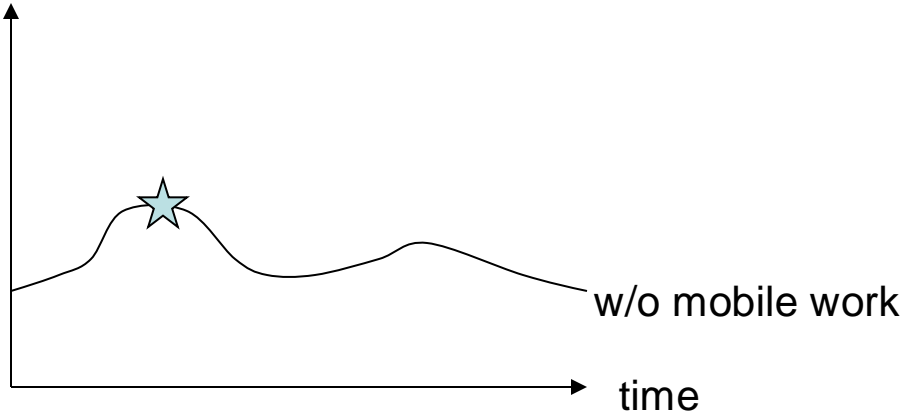






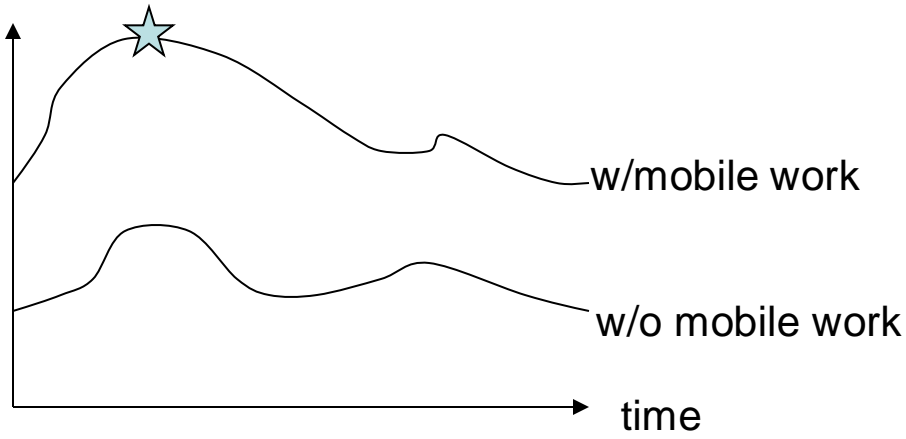


4HrRolling Avg  
MSUs





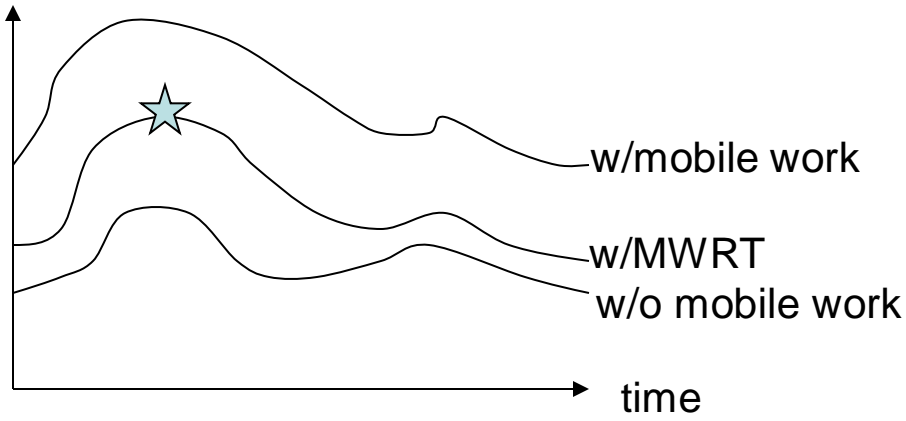
4HrRolling Avg  
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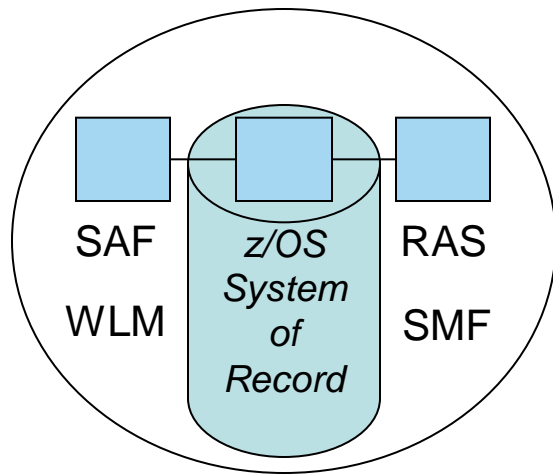


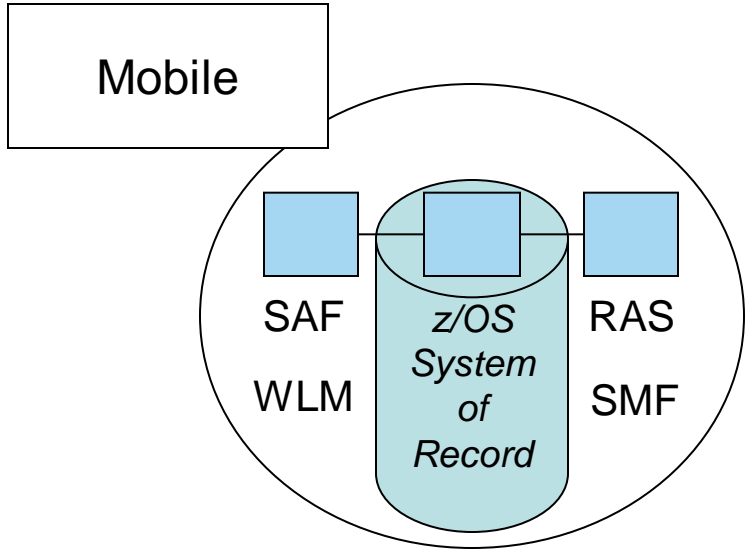


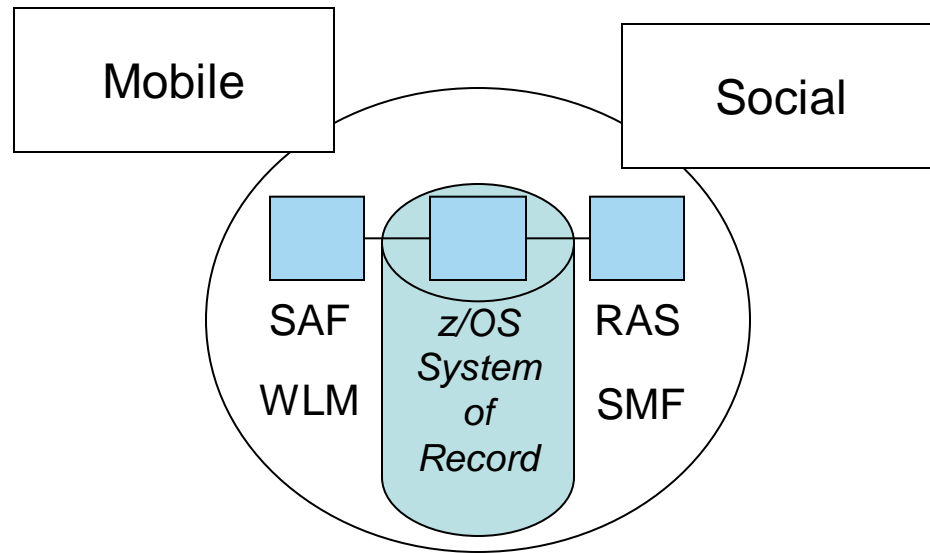


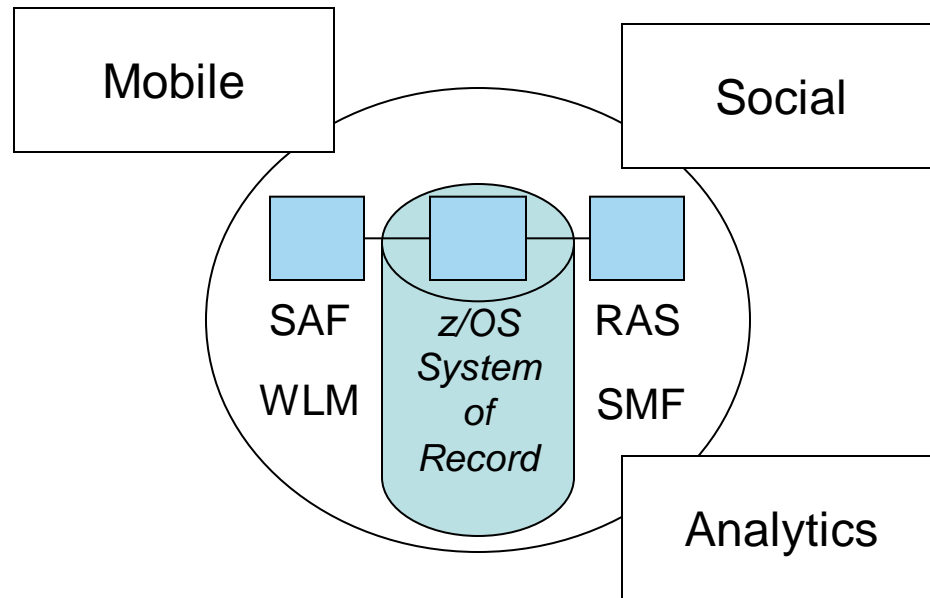
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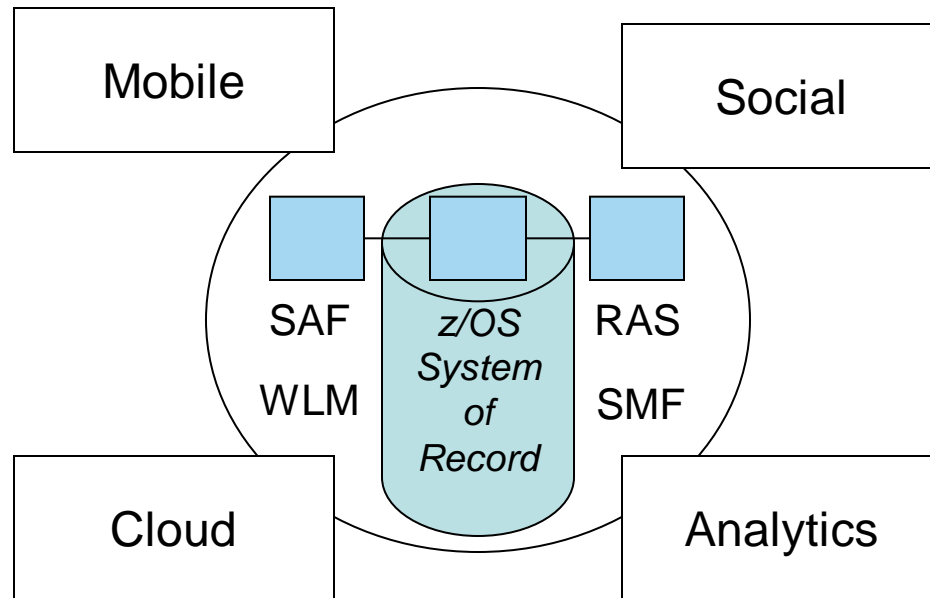


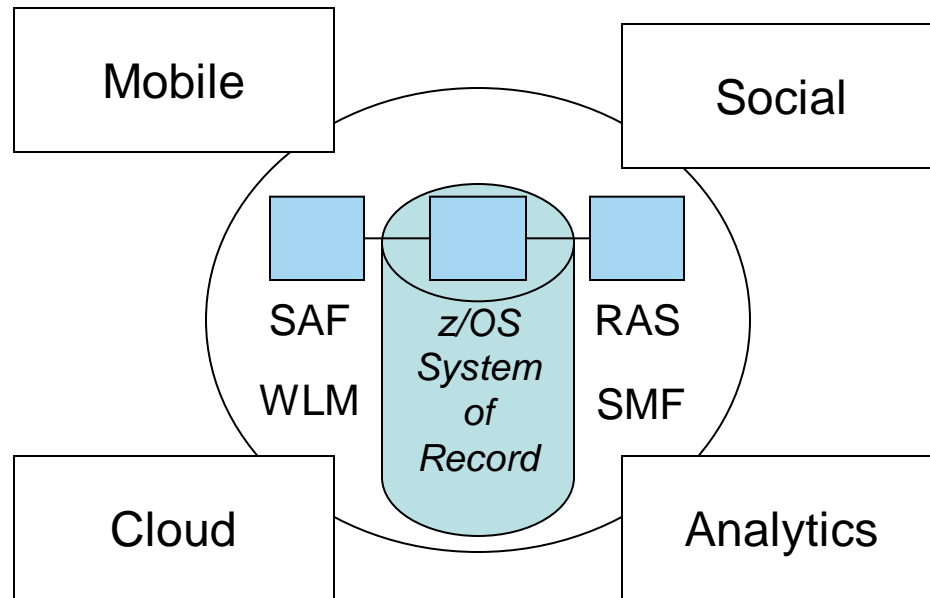








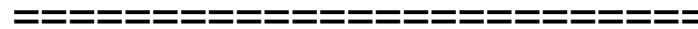




*System z ... Ready to Go!*



## Value Prop.



- O Low (to No) Cost
- O Time to Market (Simple)
- O Risk Averse (Secure / Available)
- O Flexible Adaptive (Device Independence)
- O Integrated (Performance)





## Next Steps



- O Deep Dive on z/OS Connect
- O Deep Dive on Worklight
- O Mobile-First Workshop
- O z/OS Connect Wildfire Workshop
- O CAMMSS on System z Overview

## CONCLUSION CHECKLIST:

### *CAMMSS*

#### *Reference Stories:*

Large UK Retailer  
New York Police Department (NYPD)  
Bank of South Africa

#### *Key Points:*

Consumable compose-able APIs  
API-management (z/OS connect poor-man's)  
The API economy - federated application models  
Time to market  
Complex (yet simple) applications  
Mobile Workload Pricing  
Mobile-data feeding analytics systems (cross selling etc.)  
Low low entry point (cost and time and effort) for z/OS

# Other customer examples...



**CarigeMobile**  
È bello essere più liberi

A graphic for the FNB App. It shows a smartphone with an orange screen and a small orange circle next to it containing the text 'First from FNB'. Below the phone, the text reads 'FNB App. A new way to bank.' and 'Payments, Balances, Transfers, Calls and more.'

**FNB App.**  
**A new way to bank.**  
Payments, Balances,  
Transfers, Calls and more.



RCBC

