

Whiteboard Study Guide

The Value of zEnterprise EC12
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The Value of zEnterprise EC12



The Value of zEnterprise EC12 Whiteboard

The Value of zEnterprise EC12 Whiteboard - FLOW

Establishing the Objectives

The IT Infrastructure

Challenges

Key IT Priorities

The Right Fit

Key Requirements & Considerations

zEnterprise

zEnterprise EC12

Customer Examples

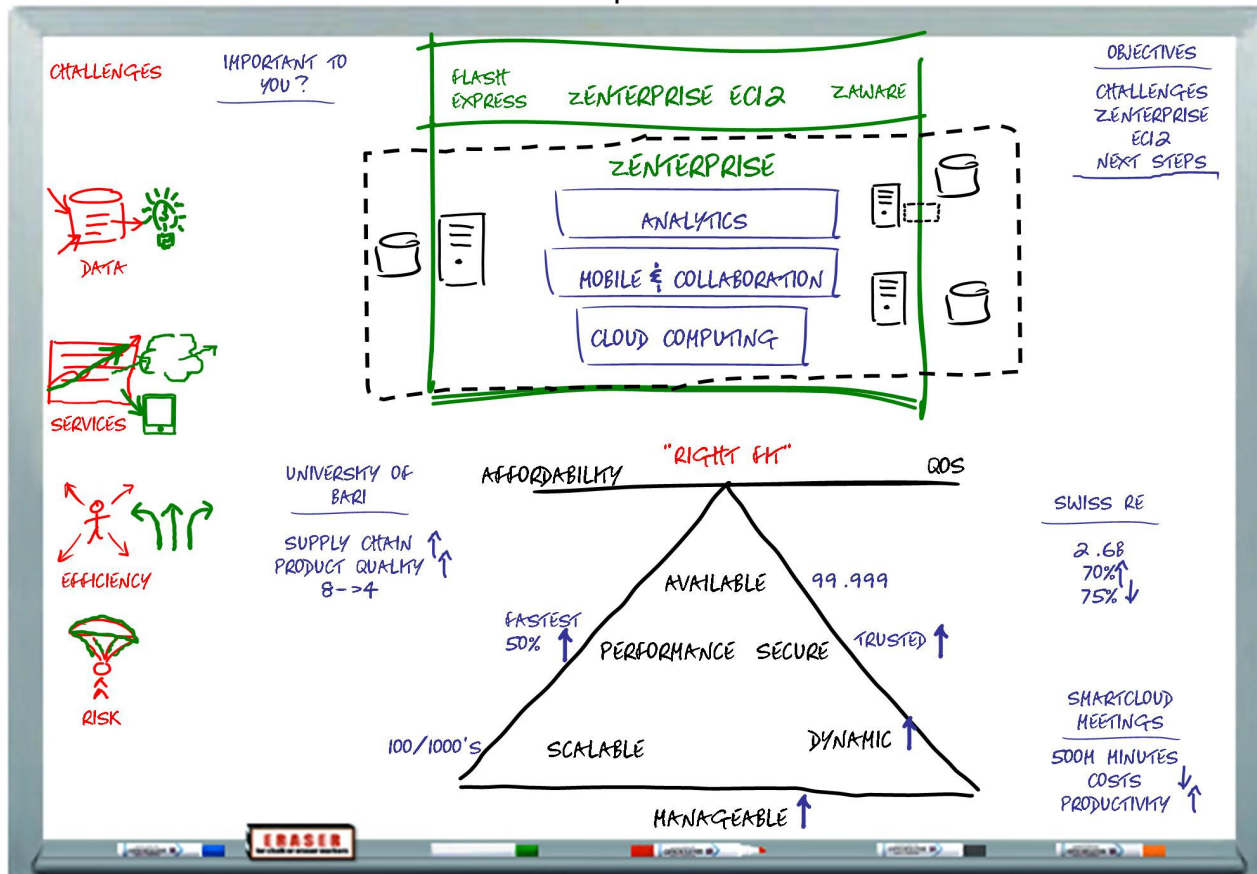
Recap & Next Steps

Addendum - Potential Next Steps

Additional Customer Examples

The Value of zEnterprise EC12

The Value of zEnterprise EC12 Whiteboard



Step Script

Sales Script

The Value of zEnterprise EC12 Whiteboard

The purpose of this whiteboard is to help facilitate a discussion with your customer on the value of System z, in particular, zEnterprise and help reaffirm IBM's commitment to System z with the announcement of zEnterprise EC12. It provides you with a tool to discuss how EC12 further strengthens the value that the zEnterprise family of products brings to organizations.

This whiteboard can also be used to help further educate members of IBM account teams on the value of zEnterprise (and how zEnterprise EC12 continues to strengthen that value).

When to use this whiteboard:

Proposing new workloads for zEnterprise.

There is reluctance on the customer part to deploying new workloads on zEnterprise.

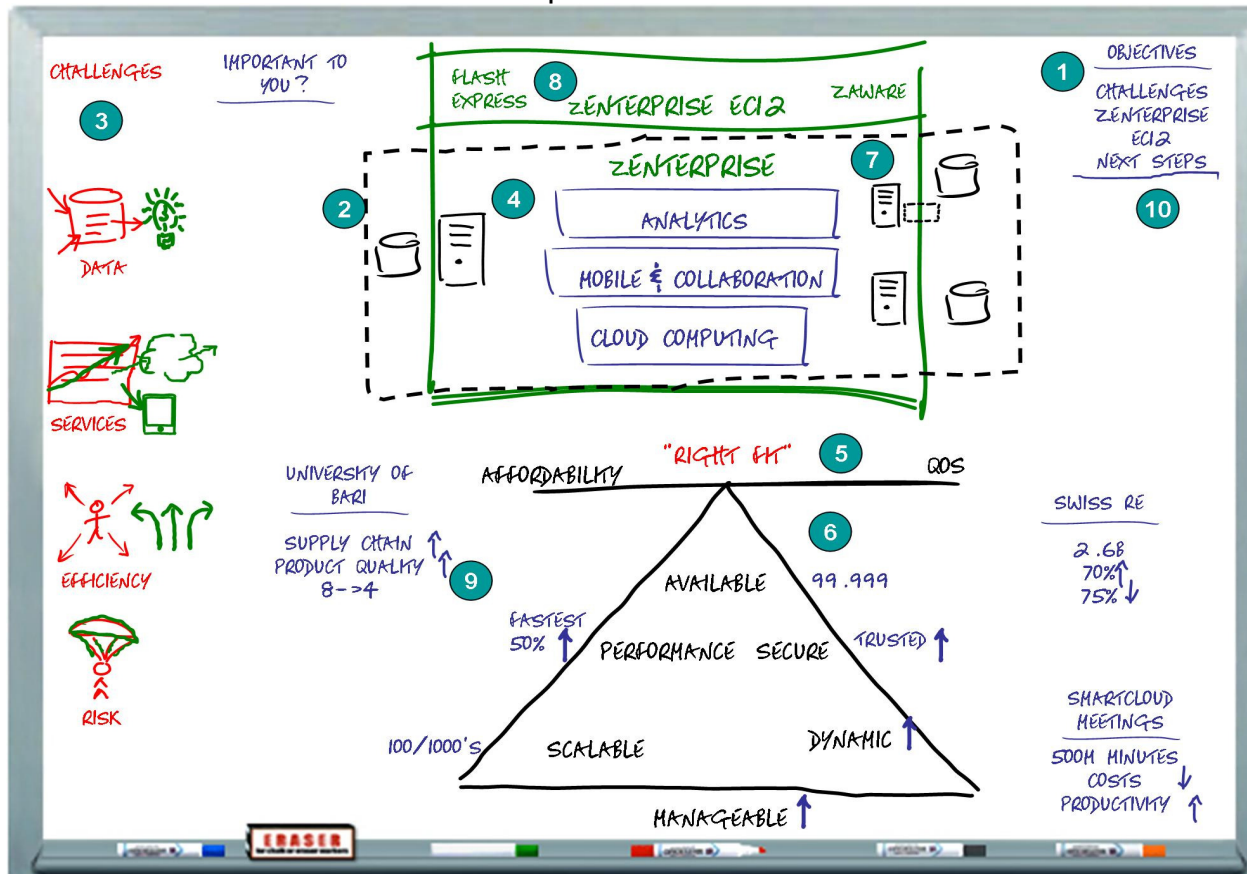
Customer is considering moving workloads off zEnterprise

The IBM Account team is not convinced that they should sell the solution with zEnterprise.

NOTE to Presenter: You should always check the Whiteboard Media Library in preparing to learn and give this whiteboard.

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The Value of zEnterprise EC12 Whiteboard - FLOW



Step Script

Sales Script

This Whiteboard is comprised of 10 Steps.

1 - Outline the objectives for the discussion

2 - IT (Heterogeneous) Environments - Use this step to validate the Client's environment by discussing the "mixed" environment that most organizations have today

3 - Challenges facing IT – This step can help to get the customer to begin discussing their challenges and what's important to them

4 - IT Priorities – To address IT and business challenges, most organizations are undertaking some "list" of priority IT projects – to facilitate discussion we have listed top priorities as described in various CIO studies. (IBM CIO Studies, Research from Gartner, and others)

5 - The "Right Fit" Trade-off – Key to any decision is to Balance Affordability and the ability of the Platform to meet workload requirements

6 – Key Considerations and Requirements - To help develop the "Value" message, the Whiteboard outlines "Right Fit" Considerations and Quality of Service Requirements that are important for customers in addressing their IT priorities

7 - zEnterprise – How zEnterprise provides Value by meeting Quality of Service - Right Fit considerations

8 – zEnterprise EC12 – How EC12 further extends zEnterprise support for these requirements

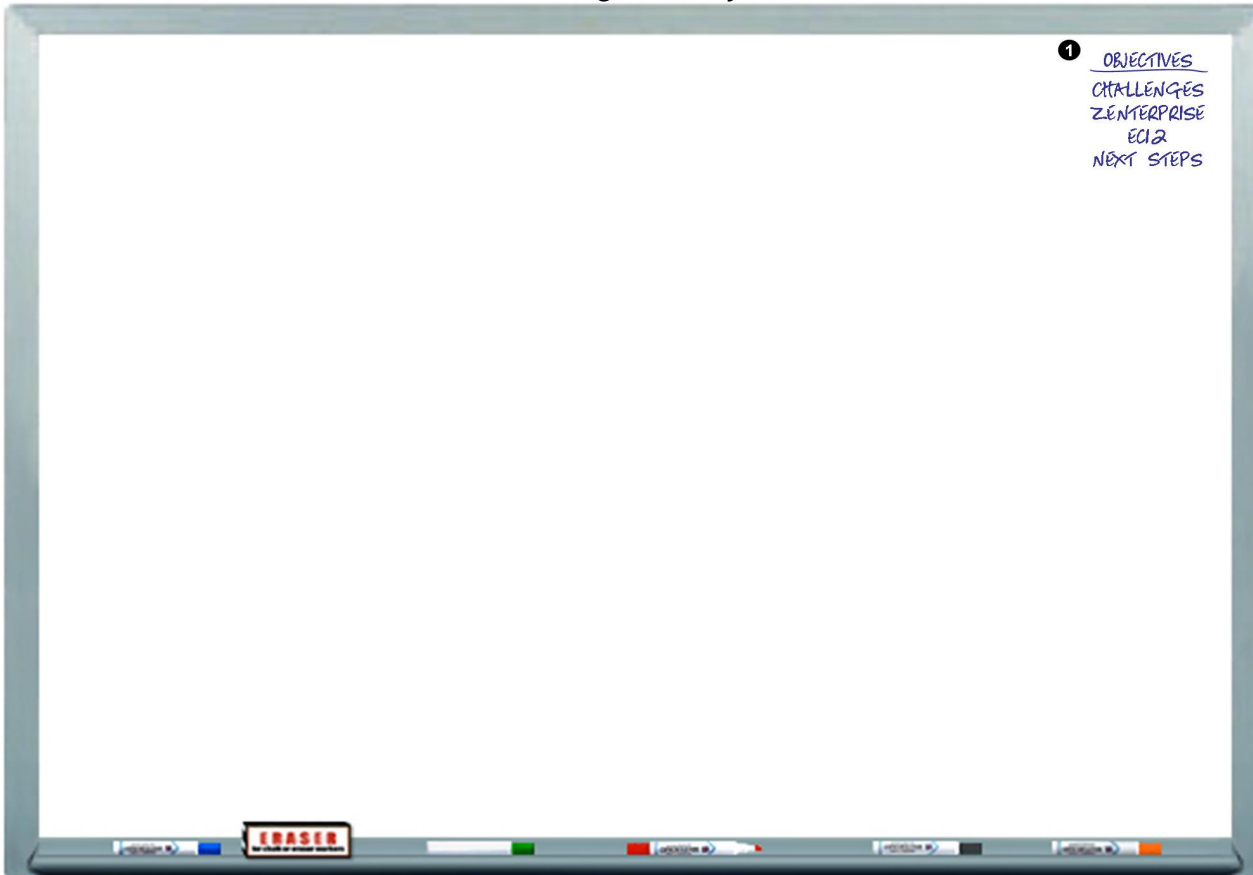
9 - Customer Examples of zEnterprise enabling customers to address Key IT Priorities

10 - Recap and Next Steps - Each discussion may have different Next Steps – it is important to recap the discussion and address the specific Issues/Challenges and Priorities the client raised – but just as important it is important to get agreement on a specific Next Step.



The Value of zEnterprise EC12

Establishing the Objectives



Step Script

Sales Script

Thanks for your time today.

1 [Objectives]

As we discussed in setting up this meeting I'd like to give you a better appreciation on how zEnterprise and our newest version, zEnterprise EC12 can provide significant value to your organization.

To make sure we focus on the capabilities that can help you the most, I'd like to make sure that I get an update on:

- Your infrastructure
- The key challenges you're facing
- The priority projects you've identified to help deal with those challenges.
- Then, based on our discussion I'd like to outline one or two specific next steps.

Make sense?

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The IT Infrastructure

Step Script

Sales Script

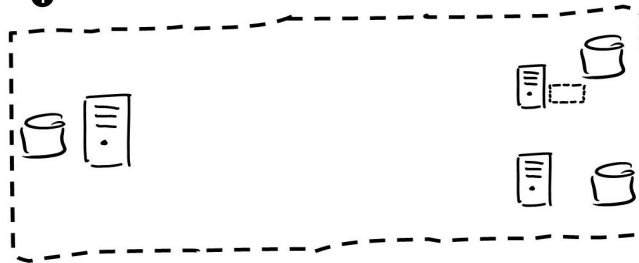
I'd like to start by making sure that I have the right picture of your current IT infrastructure.

1 In BLACK Draw a dotted line rectangle - inside the box draw one larger server on left and one data store - 2-3 smaller servers on right and a data store]

If you're like most of the companies we work with, your IT infrastructure is more than likely a mix of host systems (mainframes) and distributed systems managed in either a centralized and decentralized manner.

And if you are like others, this heterogeneous environment coupled with the dynamics of today's business environment creates some "interesting challenges" for IT organizations.

1



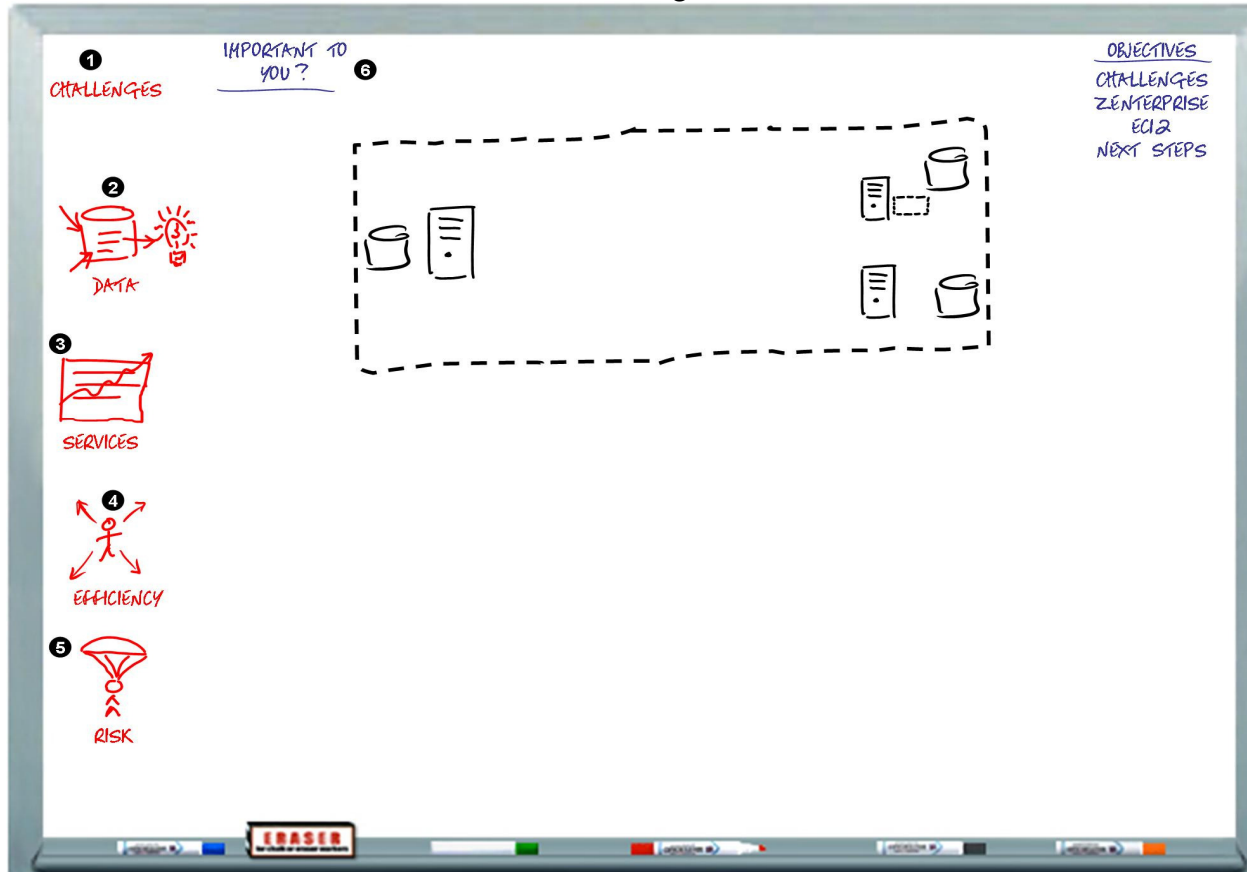
OBJECTIVES
CHALLENGES
ZENTERPRISE
EC12
NEXT STEPS

Key Questions

1. What's your environment look like today? Any specific plans for changes to how you are running your operations?

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Challenges



Objections/NOTES

[NOTE to Presenter: The key upfront is to get the customer to identify the issues or challenges which are most important to them. You can start the discussion with ideas below but the key is to make sure that this section align with the customer – some of these items may not be appropriate for the customer you are meeting with – don't force an issue – when you do list them out - present these in the order that makes sense for this customer]

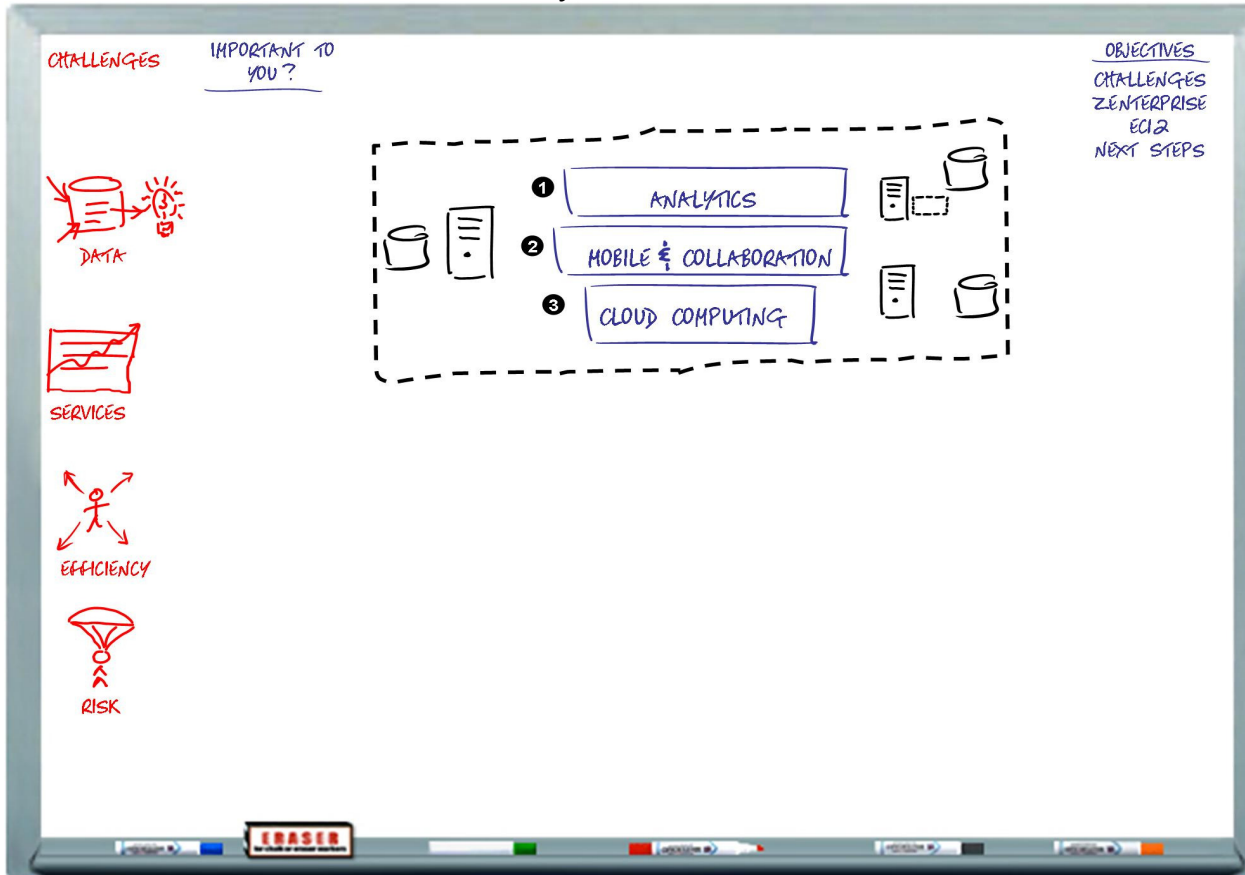
Step Script

Sales Script

- 1 [Challenges]** The challenges that are most often mentioned in CIO and CEO studies relate to dealing with Change and Complexity – and the issues associated with several specific areas.
- 2 [Data]** Dealing with the tremendous growth in the amount of data and how to increase the value of that data to the organization. Data is coming from more sources than ever before – how we integrate and then use it to drive our business decisions, our IT infrastructure and business processes has become a critical challenge.
- 3 [Graph]** Delivering new services to meet market, customer and internal user demands as well as leveraging or modernizing existing workloads to take advantage of new technology. While at the same time making sure that these services meet appropriate or required Quality of Service objectives.
- 4 [Do More with Less Icon]** It can be called Doing More with Less but for most IT management the challenge is how do you get the most out of your resources and your \$\$\$ – whether this is your IT infrastructure, your human resources or your capital resources, it's all about maximizing operational and financial efficiency.
- 5 [Person and chute]** Reducing or mitigating risk, managing compliance and addressing security requirements. With more users, more devices, a more connected world – risk, compliance and security are increasingly more important and difficult to deal with. It's not just an issue of protecting users and data, it's also securing applications and the infrastructure itself.
- 6 [What's on your list?]** Which challenges are most problematic? Is there any priority to addressing the challenges?

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Key IT Priorities



Key Questions

1. Do these resonate with your priorities? Are there others?

Step Script

Sales Script

[NOTE to Presenter: The key upfront is to get the customer to identify their BIG priorities – you can use these as a way to identify this Client's specific list]

Our studies and those of firms like Gartner and others indicate that there are several IT initiatives that organizations are undertaking or looking at undertaking to address these challenges – although each of these initiatives may also add to the challenge list as well.

1 [Analytics] To get more value from data, organizations are increasing their use of business intelligence and analytics technologies throughout the organization, whether this is leveraging them for sales, marketing, customer care or IT operations. The “embedding” of analytics into the operations of the enterprise has become a high priority for many organizations.

2 [Mobile and Collaboration] With more mobile and remote workers, with changing end-user preferences for accessing services or applications through their favorite device, – extending existing services or delivering new services that incorporate or support mobility is important but often challenging. With more distributed workforces and people being “everywhere” there is also an increased need to provide support for secure, reliable collaboration across the enterprise (or the extended enterprise).

3 [Cloud Computing] Studies indicate that 80-90% of enterprises are doing “something” with Cloud Computing. Whether this is leveraging Public Cloud SAAS, IAAS or PAAS or putting in place a Private or Hybrid Cloud environment – the Cloud has become important both as a way to enable IT to be more efficient but also as a way for IT to enable the business to rethink the way it operates, how it can deliver new services, reach new users and markets, and better serve employees, partners and customers.

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The Right Fit

Step Script

Sales Script

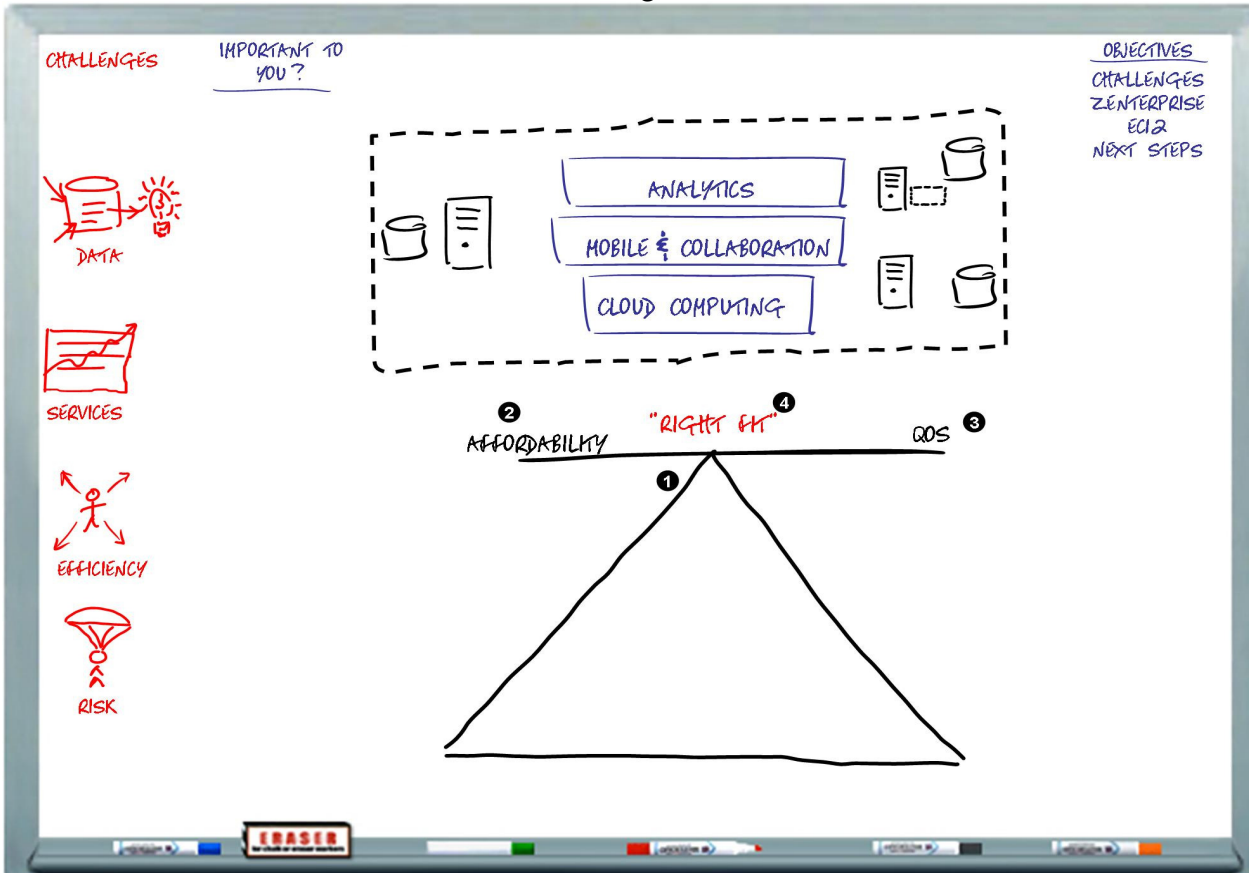
1 [Draw out a large triangle in black with a line at the top]

2 [Affordability]

3 [QOS]

The question that many customers ultimately face is which infrastructure will not only best enable them to best address the challenges and opportunities associated with these priorities but will also allow them to balance the cost of the infrastructure – (**Affordability**) - with the ability to meet the key Quality of Service (**QOS**) requirements.

4 ["RIGHT FIT"] What this means is finding a platform infrastructure which is the "Right Fit" or "Best Fit" to support the specific workload whether this relates to Analytics, Mobile & Collaboration, Cloud Computing, or other key priorities. A platform infrastructure which can support the functional and QOS requirements but is also the most affordable - providing the low Total Cost of Operations (or Ownership) - based not only on the cost of the hardware, but also on software licenses, and the other resources required to operate and manage the solution, including, people, space, energy, etc.

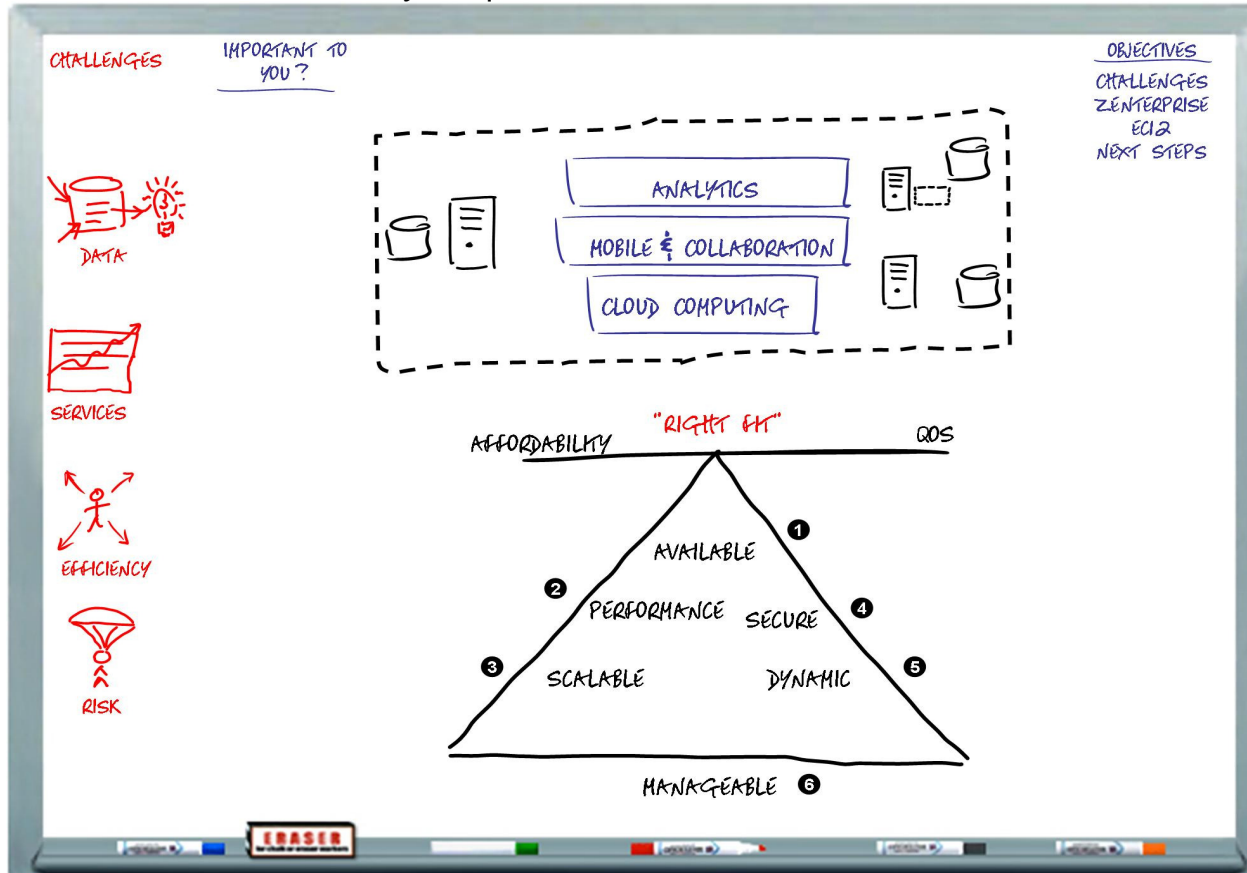


Key Questions

1. Does this make sense? Is this how you and your organization look at the challenge of which platform? If not, how do you?

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Key Requirements & Considerations



Key Questions

1. Based on your priorities – what is most important to you now? As you look to the future, will there be other criteria which will be more important?
Is your current infrastructure dealing effectively with the key requirements?

Step Script

Sales Script

What are these QOS requirements? Think about it this way. You know WHAT you want the application TO DO. The **QOS requirements** relate to HOW you want the application TO BE. For example...

1. **[Available]** This relates to planned and unplanned "downtime". How critical is the application? If it goes down – how soon do I start losing customers and money? Can I meet either internal or regulatory RTO or RPO mandates?
2. **[Performance]** Will the infrastructure provide the performance required for dealing with more complex analytics, more and different types of data, supporting more users with expectations for instant response – especially with the Cloud.
3. **[Scalable]** How capable is the infrastructure in scaling to meet growth in data, users, transactions. And scale without requiring major changes to the application or purchase of more hardware.
4. **[Secure]** What is our exposure to new security risks? Are my applications and network infrastructure secure? Can the infrastructure meet the internal & external security requirements? Will it help me more easily manage compliance?
5. **[Dynamic]** What is required to add or remove resources – and how quickly can those resources be brought online (or taken down) to meet demands? Does the infrastructure automate any of this?
6. **[Manageable]** What will it take to effectively manage all of the key infrastructure components as new apps and workloads are added? Does the platform "help" manage costs – space, power and cooling? Does it provide capabilities to address staffing resources – automation, use of industry standards, etc.

The Value of zEnterprise EC12

zEnterprise

Step Script

Sales Script

1 I'd like to give you a sense of how zEnterprise can help an organization deal with their key priorities, in terms of these requirements.

2 Available – The reputation of zEnterprise for rock-solid 99.999% availability (less than 5 minutes of downtime per year) is indisputable. And there are many z customers who have not gone down in over a decade. This is why the world's top 25 banks use the System z family of solutions.

3 Performance – zEnterprise has the **fastest** processor in the industry. In addition, zEnterprise has added capabilities, such as, query acceleration, which is why Swiss Re saw their queries accelerated over 1,000 times faster by adding IDAA (IBM DB2 Analytics Accelerator).

5 Scalable - with its "share everything" design, zEnterprise can scale up (and down) very easily and many times automatically based on business rules provided to the system. This is why Nationwide was able to decrease their provisioning time by over 80% by consolidating their workloads onto System z.

6 Secure - Security is built into the very architecture of System z, including a fast, secure private network between the core system and the Blades, enabling IT to eliminate routers, firewalls and the encryption of data. "Our business is to a very large extent built on trust, and having IBM's secure, encrypted systems helps build that **trust** with our consumers" BlueCross/Blue Shield of Tennessee.

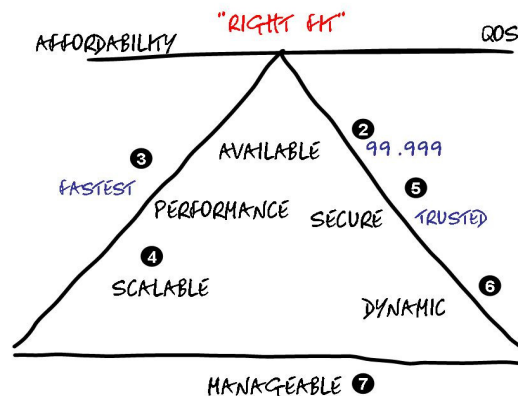
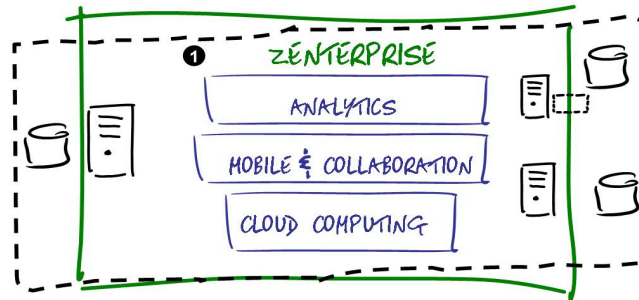
7 Dynamic - zEnterprise automatically moves compute resources to where the business needs them. With advanced workload management, System z makes sure the applications have the resources they need without impacting service delivery. It incorporates "extreme" Virtualization. This is how the Queensland Government, Dept of Transportation was able to meet their scaling and resiliency requirements.

8 Manageable - zBX provides multi-platform virtualization and workload-aware resource management across System z and Blade workloads, all supported with Unified Resource Manager. For example, this enables BG-Phoenixis to manage a multi-tier application running on completely different architectures (z, Power and x86) as if it were a single workload.

CHALLENGES

IMPORTANT TO YOU?

OBJECTIVES
CHALLENGES
zENTERPRISE
EC12
NEXT STEPS

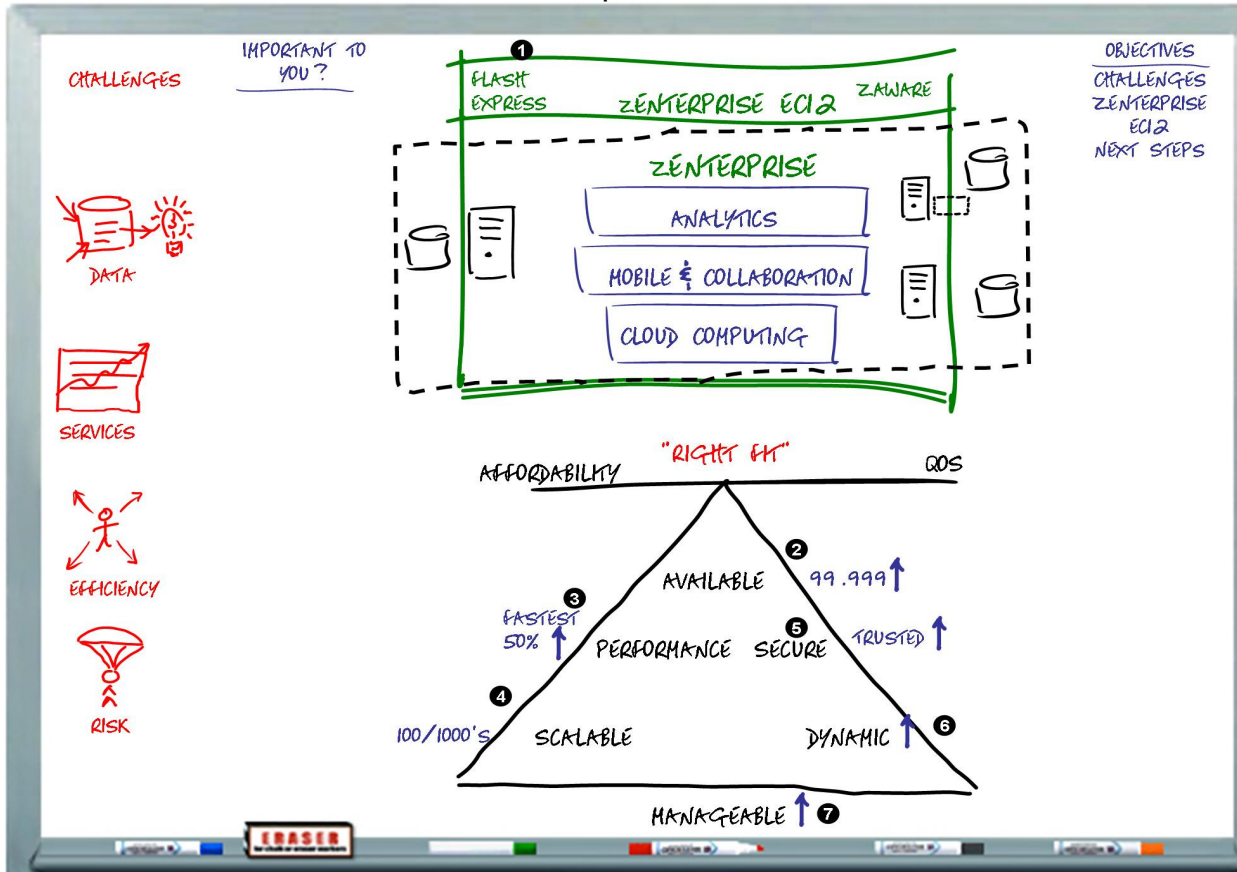


Objections

1. I'm not sure how zEnterprise helps with Mobile... **RESPONSE:** Using the IBM Worklight solution for Mobile Application Platforms with Rational Developer for zEnterprise, programmers can build, manage and integrate more easily – bringing the value of zEnterprise based applications to mobile devices

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zEnterprise EC12



Step Script

Sales Script

So, how does IBM's recently announced zEnterprise EC12 "better" enable customers to deal with these requirements and priorities?

- 1 zEnterprise EC12** not only incorporates the latest processor in the System z family of processors but also introduces new capabilities such as **IBM zAware and Flash Express**.
- 2 Availability - IBM zAware** is a self learning, integrated expert solution that analyzes System z messages in near real time to provide insight into the behavior of your system and helps quickly find and eliminate problems, improving overall availability of applications. **Flash Express** is flash memory to help reduce page swapping time and improve overall availability and performance of Java, Cobol and DB2 applications.
- 3 Performance** – zEnterprise EC12 includes the industry's fastest superscalar chip (each core at 5.5 GHz). This combined with features like Flash Express will give EC12 up to **50% improved performance over a z196**.
- 4 Scalability** – zEnterprise EC12 can scale up to over **100 CPUs supporting 1000's of virtual machines**, providing both scale up and scale out capabilities in one system.
- 5 Security** – In addition to extensive security features already incorporated into zEnterprise, EC12 supports **Digital Signatures – which are becoming EU mandate and requirement in public sector space**; includes high speed tamper resistant cryptography integrated in the chip to further **support of security and standards compliance** and is **designed for EAL5+ certification**
- 6 Dynamic** – EC12 capabilities continue to build on zEnterprise and the ability to dynamically manage resources and thousands of virtual application stacks.
- 7 Manageability** – Unified Resource Manager and zBX provide unified management of resources, with EC12 this capability is extended with multi architecture support for z-Centric applications and data, including, new System Director support for zBX enhancements. Additionally, IBM zAware can help you better manage the environment by detecting problematic trends and resolve issues quickly so you can restore service levels without delay.

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Customer Examples

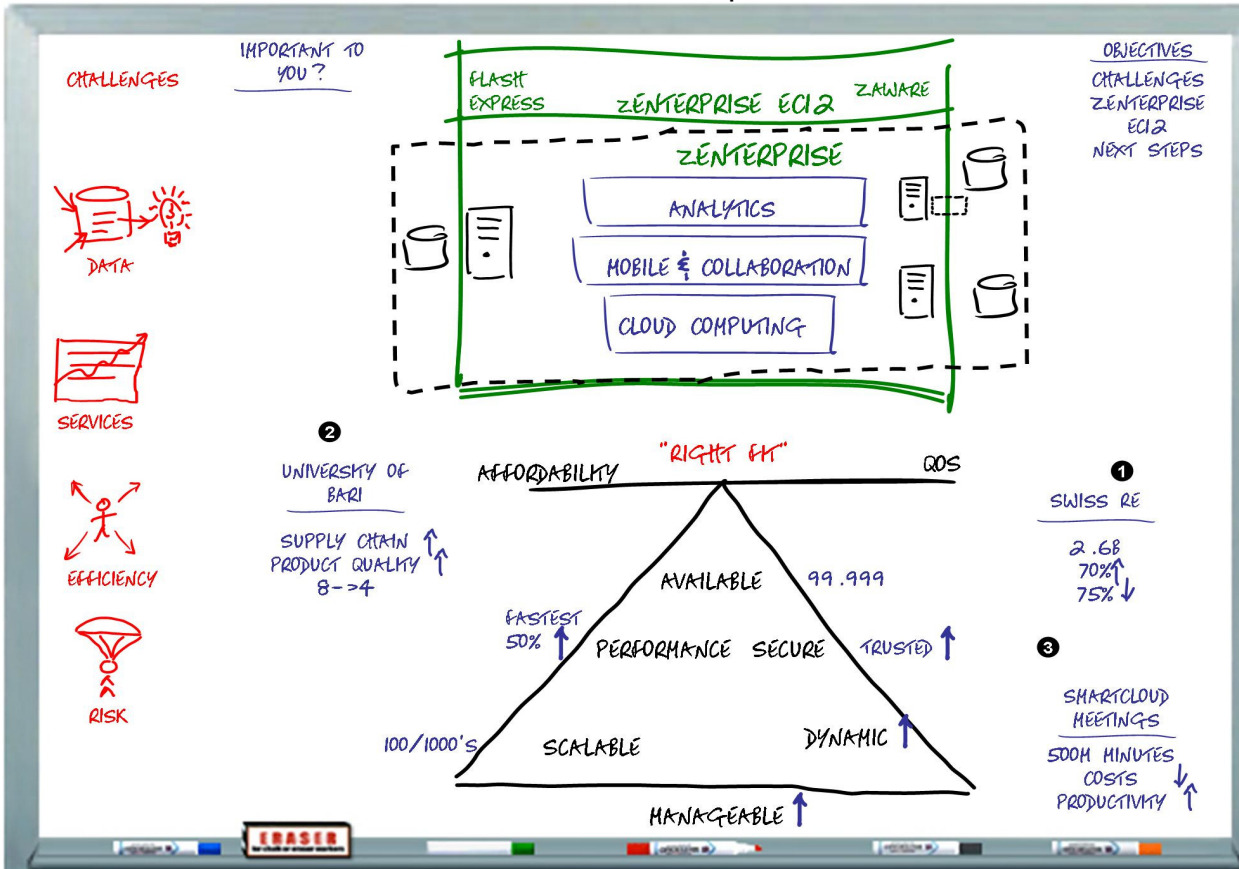
Step Script

Sales Script

1 Analytics - [Swiss RE - 2.6B-70% Up-75% Down]
Swiss Re - Performed data analytics and reporting on over **2.6B transactions** and records with IDAA resulting in **70% improvement in query response times**. Query times that ranged previously from 25 seconds to 90 minutes now take 8 seconds or less with IDAA. The IDAA solution delivers 5 times the performance at **75% lower cost** (3-yr TCO) compared to competition.

2 Cloud Computing - University of Bari (Italy) has implemented a set of services to help local businesses adopt new business models. Three cloud-based services are currently available: **Fish Market**—Fishermen can use a touch screen installed on the boat to describe the kinds of fish being caught. If that type of fish is required by the market, the solution starts an electronic auction. The system automatically defines how the quantity should be distributed so fishermen arrive at the pier with boxes ready to be shipped. **Helping to make the supply chain more efficient and reduce waste.** **Wine Market**—Which is enabling winemakers to source grapes more effectively to **improve product quality**. A Logistics and delivery service which incorporates components installed on trucks and a zLinux server. The server monitors trucks in real time helping truck companies avoid damaging transported goods and improving **shipping time for products from eight to four hours**.

3 Cloud- Collaboration - IBM SmartCloud Meetings. While IBM employees have used desktop-installed web conferencing capabilities for years, moving this function to the cloud simplified access, allowing the global workforce to collaborate securely regardless of device or location. In 2011, IBM collaboration cloud hosted over **500 million meeting minutes**. **The cloud-based service** provided through IBM SmartCloud Meetings and running on zLinux has **reduced costs and increased user productivity**.



Objections/NOTES

NOTE to Presenter: The examples provided outline how System z and zEnterprise support the Key IT priorities. You should check for customer examples or references which align with your client, in terms of Priorities and Challenges.

Case Studies:

Swiss Re Case Study - http://www-01.ibm.com/software/success/cssdb.nsf/CS/JJAE-8SEVYN?OpenDocument&Site=corp&cty=en_us University of Bari Case Study - <http://www-01.ibm.com/software/success/cssdb.nsf/CS/ARBN-8EEQKV>

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Recap & Next Steps

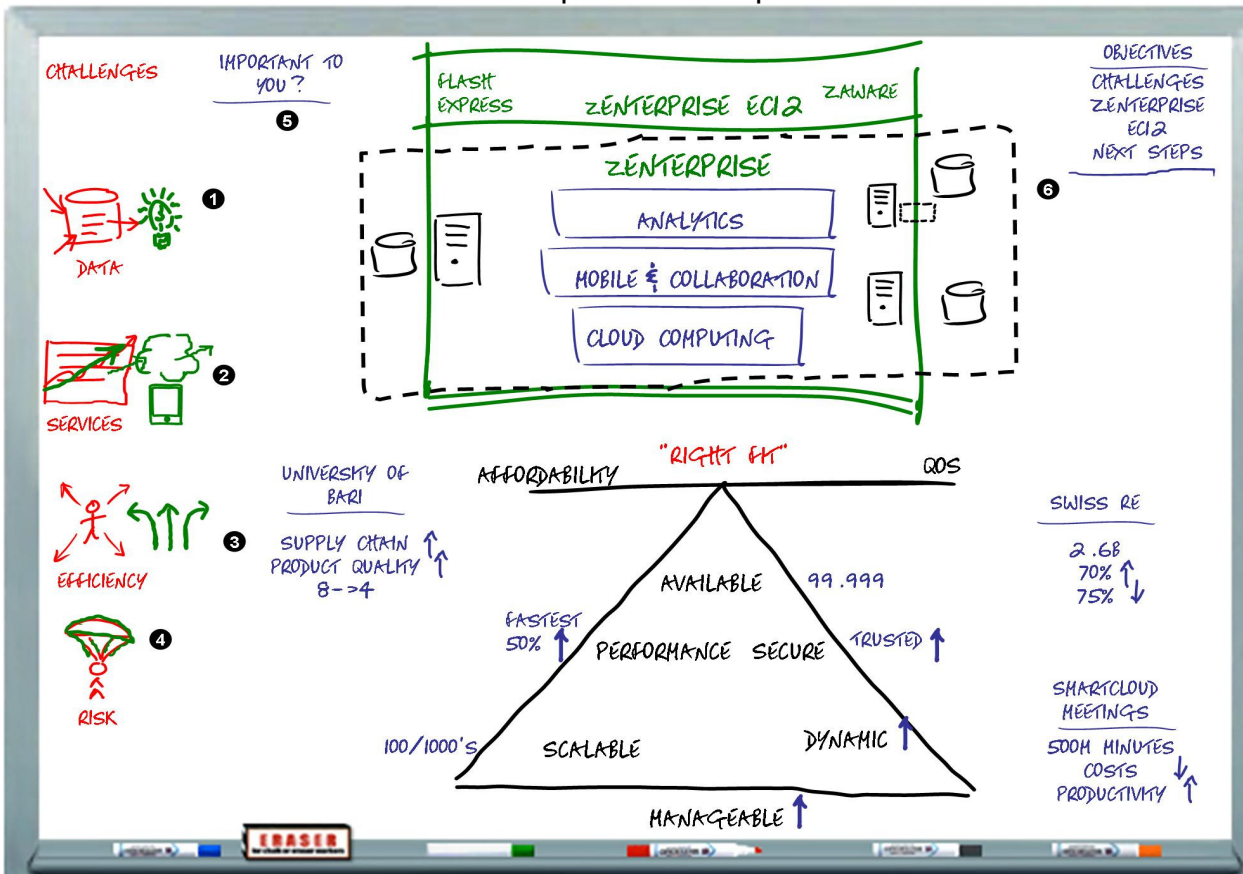
Step Script

Sales Script

zEnterprise EC12 extends System z's ability to meet your critical information system requirements and deliver the Right Fit for your high priority workloads and enable you to deal with the challenges that we discussed at the beginning. In particular ...

- 1 Provide you with the ability to drive more insights from the data you have across the organization. Giving you a platform which will enable you to integrate together large amounts and types of data from different sources into "single" platform which can effectively enable analytics of all types.
- 2 Enable you to deliver new services in a more timely fashion by taking advantage of the capabilities of zEnterprise which deliver the highest levels of support for key QOS – highest levels of security, availability, resiliency, performance. To also be able to leverage existing – legacy – workloads in new ways – whether this is making them available through the cloud – with new modern front-end access – integrating them with mobile technologies.
- 3 Create a more operationally efficient operation – whether this is maximizing financial efficiency through a "lease-refresh-scale-out" approach by working with IBM Global Financing. Helping you to maximize the use of your OPEX or CAPEX funds. The ability to get resource efficiencies by running 1000's of workloads in 1000's of virtual machines in a single platform – whether those are direct cost efficiencies or reducing the personnel resources required to manage the environment.
- 4 Lastly, provide you with the most secure environment to help you mitigate risk and ensure that your workloads are secure at all levels from infrastructure, to information, to applications to the users themselves.
- 5 During our session you indicated that the following were important to you...Is that correct?
- 6 Based on what we've talked about and the areas which you identified as key challenges, I'd like to recommend that we set up: **[Could be any of the following or another more specific session for the client – See the Addendum for Suggestions]**

Thanks for your time. I look forward to setting up the follow-up session and to working with you and your team.





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Addendum - Potential Next Steps



Step Script

Sales Script

Brief description of potential next steps

Potential Next Steps following the Whiteboard Discussion

zEnterprise EC12 Technical Review

ROI/TCO Analysis

<https://w3-03.ibm.com/sales/competition/compdlib.nsf/weball/D051EFAC399ADB98525784F0073A36F?OpenDocument>

Smarter Computing Workload Simulator

<http://www.ibm.com/common/sc/simulator/>

Fit for Purpose Workshop –

<https://w3-connections.ibm.com/communities/service/html/communityview?communityUuid=e57b9ecc-7cb0-49fd-b0c1-573d308ae68d>

ROI/TCO Analysis

<https://roianalyst.alinean.com/stg/EN/>

Analytics Infrastructure Workshops –

https://w3-connections.ibm.com/wikis/home?lang=en_US#/wiki/Wed6c765363fc_4299_843e_69ae1e137a41/page/Workshops

STG Lab Services IT Optimization Consulting Services

https://w3-03.sso.ibm.com/sales/support/ShowDoc.wss?docid=SGDM043547U12568E38&node=|clientset,IA|channel,DR|channel,F2F&appname=CC_SSIGD#Summary



The Value of zEnterprise EC12

Additional Customer Examples



Additional Customer Examples

Cloud & Analytics – IBM Blue Insight – The IBM internal Private Analytics Cloud - private cloud delivery of Cognos via System z, has put the power of information into more users hands for smarter, faster decision-making, making the promise of BI a reality organization-wide.

Consolidated 115 multi-product, departmental BI deployments to 1 Cognos BI on System z

Support for over half of our global workforce : 200K+

Realizing value from +60 data sources across IBM

\$25M in savings (60% Consolidation, 35% Standardization, 5% Automation)

Case Study - http://www-01.ibm.com/software/success/cssdb.nsf/CS/STRD-8U4FCL?OpenDocument&Site=corp&cty=en_us

Management - BG-Phoenixis is one of our first production zBX clients in Germany. They have 2 zBXs and are running both Power blades as well as x86. They have a number of applications they are running on the zBX including the License Metric Tool, Tivoli Enterprise Management Server, and Lotus Notes Common Store. They believe the zHybrid computing model has brought them the ability to simplify the management of their resources and to place their applications where they are best fit. The zEnterprise Unified Resource Manager enables BG-Phoenixis to manage a multi-tier application running on completely different architectures as if it were a single workload.

Analytics – Miami-Dade County selected the IBM System z platform to expand their IBM Cognos business intelligence enterprise infrastructure. The results? - users from over 42 County departments with over 1500 users creating and consuming reports with stable environments on System z.-11 days to go from distributed to System z deployment model - Consolidated multiple BI deployments onto a single platform - Consolidate multiple, disparate data sources onto a single platform - Ensured 99.999% availability & complete disaster recovery plan