IBM Digital Video Services

System_z_Mobility_Whiteboard_A

Bill: Good morning, good afternoon, good evening wherever you are. Thanks for joining me in this webcast on how to present the System z for Mobility Whiteboard for Sellers. My name's Bill Seibert. I lead the System z Client Architect team in the upper part of the Midwest in the United States. That's my first job. My second job at IBM is as the North American Lead Capability Leader for MobileFirst. So I provide leadership to a team of technical architects and specialists who major in MobileFirst products and architectures. With my experience in that mobile area and with responsibility for both mainframe and mobile, it seemed logical I would release(?) this whiteboard. So let's get started with the whiteboard.

The purpose of the whiteboard is to help sellers better understand and be able to articulate to our clients at a high level how IBM System z and IBM's related software solutions can provide a robust and secure and efficient foundation for enabling new mobile applications that can take advantage of mainframe-based data or expend existing System z applications with mobile. The whiteboard's also intended to help educate client reps and sales teams from Software Group or STG on how System z can provide a more effective alternative for mobile initiatives, rather than going to a distributor of the x86 type alternative. The target audience for this discussion is going to be an IT manager, a line of business manager or an executive management type with budget responsibility for mobile enablement. It's not intended to be an in-depth technical discussion about mobile and System z. So if you need to do that, you probably want to have a different level of discussion with a deeper technical audience.

The end goal of what we're doing here with this particular whiteboard is to create enough interest to secure agreement in your audience on sponsoring a next step. It might be a mobile-related workshop or a POC. The objective really is to identify opportunities and find ways to progress them using what folks in our technical community call technical accelerators, these tools that help move the opportunities forward. So as you prepare to have your meeting, you really should identify some customer stories or some examples, as well as some trends and directions that are specific to the industry or the region of the application area that you're talking to that'll resonate with that audience. And there's some other information you might be able to get from the whiteboard media library which is shown in the URL on the screen.

So a general outline of what we're going to go through: You probably won't be able to see the individual slides as we go through it, but just to give you an idea of what we're looking at, this is how we're telling the story. We're going to start by setting the stage for the discussion with some background on mobile. We'll move to the kinds of challenges the marketplace is seeing, a general approach to how to design mobile and challenges that come with that. Then you'll hear me talk a little bit about System z and mobile and how the mainframe can deliver improved qualities of service, including security. So I'll talk a little bit then about cost

effectiveness and then we'll summarize with a recap and a brief discussion on how to move forward. So that's the general composition of this whiteboard.

Now I'm going to be doing this webcast without any customer interaction, obviously, real or pretend. But as you go through this with your customers, you really need to interlace your presentation with questions about the various aspects of the whiteboard. And the speaker notes to this presentation are going to give some background info and some of the potential questions you might want to use.

So as you look at this whiteboard, as we draw through it so to speak, you'll see various colors and things used. So a few comments: When you do this whiteboard, don't worry about how great your artwork is. They won't be expecting Michelangelo. But do try to use some of the different colors to emphasize your points in the presentation. You'll see me use black to illustrate facts about mobile and z, blue to emphasize certain points, red to talk about challenges, and green to show some sort of action or activity that overcomes one of the issues we're talking about or provide a specific outcome. And one other note: If you're looking through the speaker notes you're going to see that you're going to get prompted to draw items at certain points in the whiteboard and those prompts will be indicated in bold.

So let's get started with the whiteboard. As a lead-in to your whiteboard discussion, consider asking some questions such as is mobile a component of your IT strategy, how important is it, what are you doing today with mobile? You need to get a sense for what they're interested in and what they're doing with mobile in their enterprise. And then you can go into the formal whiteboard and interlacing some questions or comments.

Here's the beginning of the actual whiteboard. Thank you very much for being here and taking the time to meet with me to talk about mobility and what you and your organization are doing to address the increasing demand for mobile-enabled applications and services. There's a lot of great reasons for an increase in demand for mobile-enabled applications and I'm sure you hear many from within your organization that mobile applications can provide you with significant value, whether it's internally inside your company by lowering operating costs through improved internal efficiency or externally with your customers by creating new revenue opportunities, competitive advantage for improving the customers' experience.

For example, there was a recent report in the UK that indicated the number one reason people switched banks was a dissatisfaction with their old bank's mobile applications. That in and of itself, you know, it should give you an idea of how critical mobile apps have become to generating retaining customers. For example, think about the increase in the number of users who want mobile access, their impatience with poorly implemented mobile applications and services. In a recent study, 80 percent of respondents said they would abandon their mobile video

service if it failed to start up in 30 seconds. And then there's this diversity of devices that are out there in people's hands. We have iOS and Android and Windows and BlackBerry phones and tablets and when you consider the number of versions of operating systems and the different sized displays, you may end up having hundreds of different device types and vendors and configurations. With the billions of smart devices that are being used as more users take advantage of mobile-enabled applications, studies indicate that you can expect 10 to 50 percent growth in the number of transactions as you add mobile channels. There's a prediction out there that by the end of 2015 there's going to be 20 times more mobile content out there on the internet that's available for use.

Now a not so positive trend and one of the biggest concerns that most organizations have is that mobile applications present an ever-increasing potential for security breaches which can cost organizations in terms of real dollars, reputation, image. The exposure with mobile devices is dramatically different from laptops. People take mobile devices everywhere. Losing your phone is much more likely to happen than losing your computer.

Now as you look forward and you look to move and implement mobility and you and your company really are going to do this, the question we see with other IT businesses and with business leaders like you is that they struggle with the question of what's the best and most effective approach for developing and delivering new mobile applications or for extending existing applications to take advantage of mobile devices? Now one approach that we've seen, especially as an initial strategy for deploying mobile applications is to host those applications on distributed or x86 servers and transfer and replicate data from the system of record that resides on the mainframe. Another approach, and I would contend it's a more logical and efficient, effective one, is to take complete advantage of your existing mainframe infrastructure and those applications and data and transactions that reside there. So you'd be leveraging your system of record that's there already and delivering new mobile enabled systems of engagement that are based on that platform.

So the question for you and your team really comes down to this: How do you move ahead with mobile computing and at the same time meet the operating demands of the organization? How are you going to meet the requirements in such a dynamic 24 x 7 x 365 environment?

So let's talk a minute about some of those factors that make or break your implementation? And I start off with availability. And availability can mean a number of things. If mobile enabled apps can drive incremental revenue and they can create competitive advantage or keep customers, then making these apps available in a timely manner is important; in other words, improving time to development, delivery and deployment. Depending on your development staff and your tools and your environment, this can be a complex, time consuming, and expensive effort, especially if you have to develop or maintain code or

applications to transfer, replicate, keep data in sync between your core systems and x86 or distributed environment.

The availability can also mean that once up and running your mobile service must also be resilient and ultra-reliable. Can it run 24/7? Is it going to enable you to recover quickly and completely from issues that you might have? Is it going to require any infrastructure to meet requirements and incurring costs?

Now mobile applications can put more pressure on your security infrastructure. You've got to deal with exposure from users and from -- issues from the network to the application and to the data and the server infrastructure. So what type of investment is going to be required to ensure that you've got a trusted and secure environment, especially if you need to transfer data from one environment to the other? As we discussed earlier, your mobile users want and often demand the right level of performance and throughput. With mobile applications, users want to see the impact of their transactions or their activity instantly, which may mean that they try to see them multiple times. How many times have you gone to check a stock price or an airline fare and checked it just a few times just to see if they're changing? So that can compound and cause performance issues. As the number of users, the number of transactions, the number of data points and the number of applications increase, how do you meet performance and scalability requirements? If you have a distributed or an x86 environment, do you invest now in anticipation of growth or do you wait until the users complain? How will the application perform as more and more users access that system at peak times? For example, recently all three banks in the UK faced system outages as user demands exceeded the capacity of their systems. What will it cost you to ensure that this doesn't happen to you?

Finally, it always comes down to a question of cost. Does your approach provide the most cost effective infrastructure for deployment, development, management of mobile enabled applications? Also, will it provide the right level of return to the organization? Will it mean more investment today or additional cost as the number of users and the amount of data and the number of apps increase? As we discussed, some organizations take an initial approach on distributed infrastructure. But then they find that that approach fails to support both their mobility and their operational requirements.

Now there's another approach to mobility that can enable you to meet both sets of those requirements and that approach is taking advantage of System z -- I just wrote that down on the screen there -- along with the full range of development and deployment and management solutions that IBM has created for System z enabled mobility. These capabilities can enable you to minimize if not eliminate the need for an alternative infrastructure that requires you to replicate or transfer system of record data to make it available for mobile applications. Instead, with System z you have one infrastructure that enables you to use your existing

applications and your core transactions and your data to deliver new mobile on the go services and applications.

With IBM's mobile development and deliver environment, especially with IBM Worklight, your team's got access to all the capabilities to effectively and efficiently deliver cross-device applications in a fraction of the time. What you'll ultimately find is that the System z approach is cost competitive with the alternative offerings and those offerings are not as reliable and scalable and secure as System z.

When it comes to developing and delivering mobile capabilities, IBM's made the effort much easier and faster for your team. IBM has a complete set of tools and technologies that deal with all aspects of the mobile application development and testing, deployment and maintenance. For example, IBM Worklight incorporates adaptors that seamlessly integrate with the data that resides on System z DB2 or IMS or CICS and they support read-only and transactional access through these adaptors that your team can create mobile applications that simultaneously support all that variety of devices out there that we talked about earlier with iOS, Windows, and Android, etcetera. Well, the net result of that is dramatically reduced time and effort to deliver and deploy mobile capabilities. And with respect to resiliency and application availability, System z's demonstrated significantly better resiliency than those distributed environments, particularly x86 platforms.

In that UK example we talked about earlier, the x86 systems were the ones that failed. The System z-based systems of record continued to run. Also, x86 is also that infrastructure used by most public cloud providers. For example, an inter-global study found that System z is three times more resilient than those x86 environments and those other environments.

Now, System z has demonstrated virtually zero unplanned downtime, less than five minutes per year. Take the example of SICOOB, a credit union in Brazil. They had all their apps, including mobile, on distributed. Every evening, their operations manager got called out of bed because their systems were maxing out. They decided to migrate all of their systems to Linux on System z and with that move they not only reduced their overall costs including $1.5 million in savings per year on energy but they also had the availability of system improved to the point where the operations manager reported that he had not been woken up even once since they had migrated and his wife actually is the one that made that point.

Performance is critical to let us meet the success of mobile applications. System z gives you the ability to scale to meet demand while at the same time it's ensuring the right level of performance. System z provides unmatched scalability to support high business growth by being able to dynamically add capacity to running applications and with the Worklight server running on System z Linux,

you're going to see better scalability than you would on a distributed x86 type platform.

By using System z as the system of engagement, you eliminate that cost and delay, the data integrity and potential security risk associated are improved, and you don't need to be offloading system of record data to another platform or environment, therefore increasing the amount of risk that's involved. Instead, System z gives you a single system design with closed _____ applications and the result of that is a significantly reduced number of network hops. That means faster access and improved ability to deliver data or execute transactions. And with Worklight on System z you see better throughput, up to 61 percent better in our measurements, and better response time than what Worklight Server Light provided on a distributed environment. For example, at First National Bank their system-enabled mobile applications, they had more than 150 million monthly mobile banking transactions, all of them operating with less than 30 milliseconds end-to-end response time.

So for security, System z combined with other IBM mobile-related solutions like Worklight and QRadar, can enable you to build a more trusted, secure mobile environment that goes from the device all the way back to the data and the applications on the server. At the device, IBM provides capabilities that enable you to enforce security compliance for configuration and encryption with the ability to erase data from lost or stolen devices. Many capabilities are available for the developers, including tools that are needed to encrypt application data, put in place application and data security. Over the network, IBM solutions run with secure traffic and protect access to the enterprise resources by authenticating and authorizing mobile users and their devices, as well as enabling secure, encrypted connectivity over non-secure networks and infrastructure from mobile devices to backend systems.

With the System z eliminating that need to transfer and replicate data as you would with the cloud or distributed, you further minimize that potential for security breaches or intrusion. For example, as banking customers increasingly embrace these web and mobile technologies, their expectations for secure 24 x 7 services are growing. For this bank, Banca Carige, one of the largest banks in Italy, to remain competitive they needed to enable round-the-clock secure availability for its digital channels. They noted with System z mobile applications they can deliver and manage them all on a consistent, stable, high secure platform that offers enormous scalability and performance.

Finally, with System z you can deliver a cost effective infrastructure to support your key requirements across all phases of development, deployment and management. Whether this is reducing the time, effort and the resources required to develop applications through IBM's products like Worklight, or to reduce that effort to manage and secure mobile devices through IBM solutions, IBM can enable you to reduce the cost of mobile enablement.

Now if you're concerned that System z as a system of record for mobile might drive up your costs for your IMS, DB2 and CICS software, IBM's now introduced a pricing offering that can significantly reduce that impact of the monthly billing of transactions that are generated by mobile devices. But in the end, it's about ROI, return on investment. One of the world's largest retailers put a new B2E mobile-based inventory management system in place that enables them to keep themselves freshly stocked with items that customers want and it's saved them over $2.4 million a year and it gave them an ROI in only 16 days, a significant savings.

So I hope I've given you a better appreciation for how System z along with products like Worklight can be the right fit for your mobile activities, how System z can dramatically simplify how you move forward with mobility. It's all about simplicity. We can help you have other organizations to more cost effectively and efficiently develop, deploy and manage mobile applications and services and meet that growing number of mobile users and devices. We'll meet your increasing requirements for mobile-enabled applications and help you scale your environment to handle that growth in transactions and data, as well as provide a trusted and secure environment that can help you to deliver value to your users and to your organization. So based on what we've discussed, I'd like to suggest we identify a specific next step. What makes most sense to you? When can we arrange to get together again?

That's it for the whiteboard. That's the story. Now you obviously don't want to stop here. As I referred to upfront, the goal is that we want to convince the client to take the next step of engaging with us with some sort of technical accelerator to help move this opportunity along. And some possible approaches to that might be a mobile assessment of their existing infrastructure and their current or planned applications. You might have one of the Architects on your team, including maybe a System z Client Architect or a Software Client Architect or one of the Mobile Capability Architects that we have available to us come in and conduct a mobile workshop that would include some of the presentations around the various parts of the solution, to do some demonstrations, to talk to the client about what they might do with their mobile environment. It might be a business or a technical focused session. Or, if they're ready to see MobileFirst in action, you can offer them a POC that's tailored to their needs and that can show the benefits and the capabilities that we provide using their systems and their data.

Now if you have any questions about what we talked about today, about this whiteboard offering, please contact either Jim Gideon or Scott Harris. Their emails are shown here on the screen. And thanks for your time and attention. I hope you found this helpful and I hope you found it useful in your efforts to sell IBM's MobileFirst strategy and sell System z. Thanks for your time.

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