



# Top Eight Trends for System z

*A customer perspective*

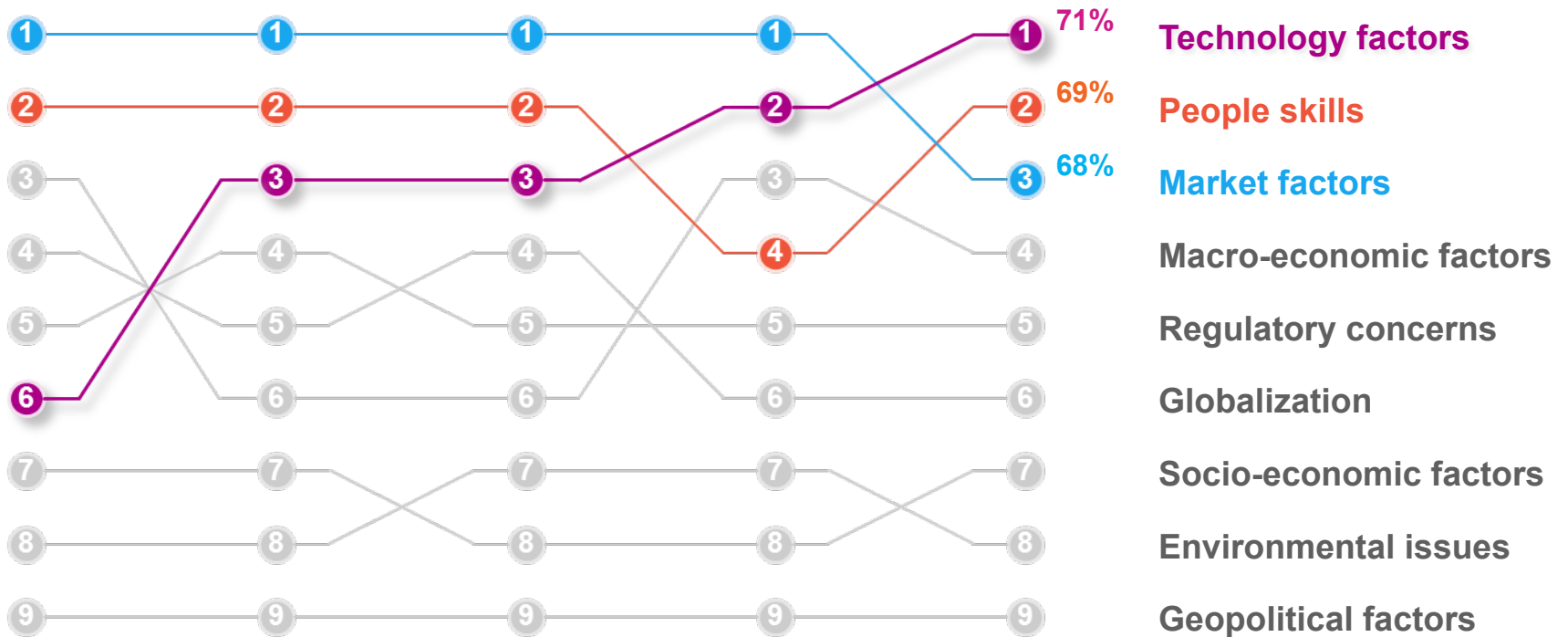
**Ray Jones**

**Vice President, System z software**



# Technology is king

For the first time, CEOs identify technology as the most important external force impacting their organizations





## What's keeping CIOs up at night in 2013?

**24B**

connected devices  
by 2020 with  
mobile devices  
surpassing PCs

**1 in 3**

business leaders  
frequently make  
critical decisions  
without the  
information they need

**8ZB**

of data by 2015

**80%**

of new apps will be  
distributed/deployed  
via the cloud

**\$7.2M**

per incident for a  
security breach  
(on average)

**#1**

factor for success is  
the right technology  
(CEO, CMO and Student  
Study)



## Top 8 Things

you did not know System z can do...



# Transaction Processing

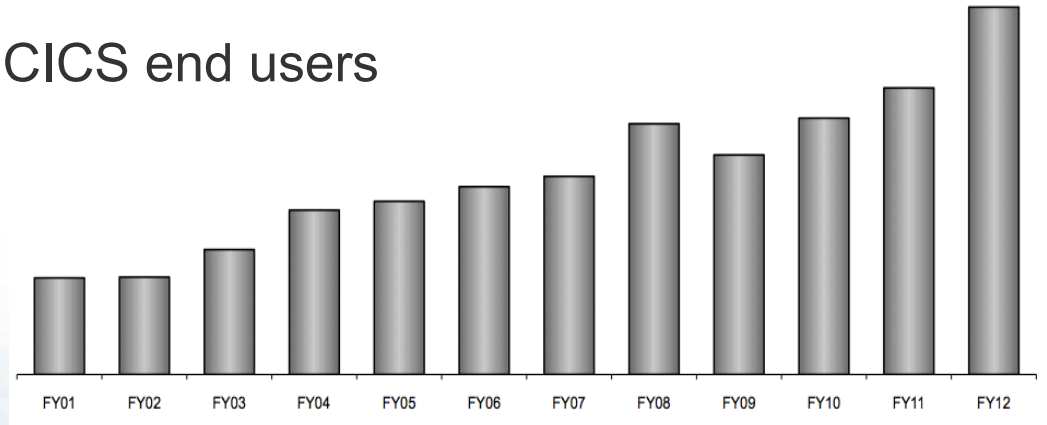
**30 Billion+**

transactions per day valued at over \$1 trillion per week



**30 Million+**

CICS end users



**New! CICS Transaction Server for z/OS  
COBOL V5.1**

**MIPS Growth**

**CICS and IMS VuE Pricing**

# Transaction Processing

## Garanti Technology

Second largest bank in Turkey, used zEnterprise 196 and upgraded to CICS 4.2 to reduce its cost per transaction and minimizing the need to invest in additional capacity



**Increased**

processing capacity  
without additional  
computing resources

**0.06** second response  
time



## Data management

1/3

reduction in cost when implementing a data management solution on System z

## Merging

of operational and analytical data for real-time business decisions

#1

CIOs strategic focus over the next 3-5 years is enabling data insight

**New! Real Time Scoring  
DB2 11 and IMS 13 QPP**



# Data Management

## Marriott

Analyzes petabytes of data to provide the industry's best customer experience based on the business intelligence and booking rules that rewards their loyal customers.



**18%** Jump in internet shopping

**Instantaneous**  
order fulfillment at any time  
and from any point



# Data Management

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## RCBC

Installed a new core database platform with a single source of customer information to accommodate 10 million customers by 2014



**No disruption**  
to current 3 million  
customers with new system

**New services**  
including micro-financing and  
services available in grocery stores

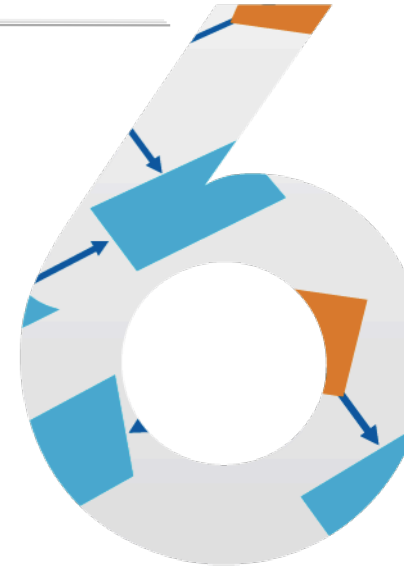


## Consolidation

Up to **290** virtualized x86 cores on a single IFL core

**3000+** applications available for Linux on System z

Less than **\$.70** per day for a virtual server on System z



**NEW! z/VM 6.3 Preview**  
**Resiliency with Active Active**

## Consolidation

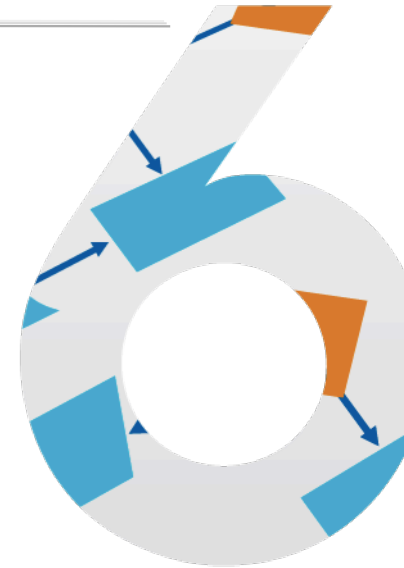
### Baldor Electric Company

Consolidated 200 servers from a recent acquisition to ONE zEnterprise 196 with three zIIP processors supporting an IBM DB2 database running on z/OS, along with 16 IFL processors for z/VM and Linux.



Less than **500ms**  
for SAP applications

**50%** reduction in the size of  
the data center





## Security

**Highest** class of security certification (EAL5+)

**Hardware  
Cryptography**

in each general purpose CP and IFL, and via the new Crypto Express4S coprocessors

**NEW! IBM Secure zSecure Suite V1.13.1  
Enterprise Encryption**

# Security

## Vantiv

A the #1 processor of pin debit transactions in the U.S., they use the cryptographic coprocessors to create enterprise-wide encryption service



More than **75,000**  
production encryption  
keys

**2Billion +**

crypto transactions per  
day averaging 50 ms/  
transaction





## Modern Application Development

# Develop once

distribute to any platform



# COBOL, PL/1, C/C++, Java

all available on System z

**NEW!** Rational Developer for System z V9  
Business Process Management enhancements



# Modern Application Development

## HSBC Bank

One of the world's largest bank, modernized their development processes using graphical interfaces and automating manual processes for identifying and resolving application failures.



Increased programmer productivity by up to **30%** and cut development costs



## Mobility

Up to **45%**

increase worker productivity with related increase in employee, partner and customer satisfaction and loyalty for use of mobile apps



**24 Billion** devices connected to the internet by 2020

**534 Billion** dollars in mobile transactions by 2015

**NEW! IBM Worklight 5.0**

**NEW! MQ mobile Client  
CICS Feature Pac  
Lifecycle Integration**



## Mobility

### The Revenue Department of Thailand

used Linux on System z with Worklight to develop an application for citizens to send their taxes via mobile



**Easy method for citizens to file taxes**  
reducing regular paper filing



## Cloud Computing

Up to **70%**

less cost than a typical x86 scale-out architecture for cloud solution on System z

# Superior scalability

for a single zCloud for Call Centers with 35,000 users and sub-second response times

**NEW!** Cloud Ready for System z





## Cloud Computing

### City and County of Honolulu

Using, IFLs, City and County of Honolulu migrated from a Windows environment to develop a Cloud environment to offer Software-as-a-service to other departments



## Fraction

of the cost of distributed systems

## Hours vs. weeks

for planning, deployment and maintenance of hardware and services



## Analytics

90%

of the data on the planet was created in  
the last two years

# Real time scoring

of transactional data

Up to 80x

faster for complex  
queries

**NEW! IBM DB2 Analytics Accelerator V3.1**  
**Coming soon: Static SQL**

# Analytics

## Petrol

Uses IBM Analytics solutions to transform real-time analytics into personalized messages and offers for their customers



**5%**

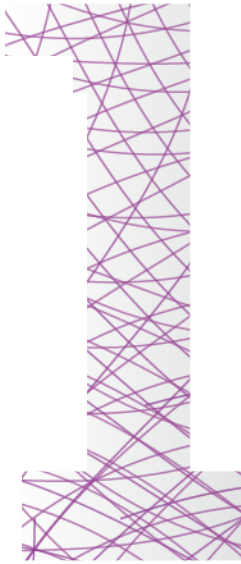
increase in sales

**99.8%**

Decrease in analytics query times

## Seconds

for sales employees to deliver information on complementary products



# The Death of the mainframe was a bit premature

“I predict that the last mainframe will  
be unplugged on March 15, 1996.”

– Stewart Alsop, March 1991



## System z – advanced technology

- Most reliable and fastest system for mission critical workloads
- Most secure system with 99.999% reliability
- Most sophisticated data warehousing and analytics solutions with the fastest query performance in the market
- Unified platform for rapid development of applications
- Only system to enable x86, POWER, and System z applications under a centralized management system
- Ideal platform for a “cloud in a box” and mobile

