



'La Banque du Futur à Montpellier'

Banking Operating Environment for
OnDemand Business

Announce du 7 Octobre 2004

Montpellier ATS-PSSC et le secteur Finance : Une histoire jalonnée de succès et de premières technologiques

- **2001 :**
SAP- BCA, test de scalabilité à grande échelle sur plateforme mixe p+zSeries pour Postbank et UBS
- **2002 :**
Projet Siebel CRM sur p et zSeries pour la Société Générale
Test de scalabilité à 2000 tr/s pour Alltel Corebank
- **2003 :**
Lab Project : Development et test de la prochaine génération d'applicatif bancaire
Royal Bank Of Scotland : première technologique, benchmark WAS V5 sur zOS
Kookmin Bank : 2000 business transactions sur une sysplex 4 voies z990
Alnova (Corebanking solution d'Accenture)
benchmark pour Bank of Ireland, Bawag Bank Austria, PKO-BP
Temenos Corebanking Benchmark pour BAAC (Thailand)



2004 – Initiatives du centre Advanced technical support de Montpellier

- Continuer à assurer le meilleur support technique et fournir les meilleures capacités de benchmark afin de gagner des opportunités importantes en avant vente
- Etre proactif, cibler un panel entier de clients (un eindustrie, un secteur) en livrant des preuves de concept qui démontrent que IBM a la technologie nécessaire pour aider nos clients à relever leurs défis commerciaux. Démarrer avec le secteur bancaire : La Banque du Futur à Montpellier

Stratégie du secteur Finance

OnDemand/ IT Simplification

Database et charge de travail complexe

Expérience de benchmark pour nos clients du bancaire

Le Concept – 24 hrs dans la vie d'une Banque 'OnDemand'

1. Partager avec nos clients une vision de la banque du futur en mettant en place un système bancaire opérationnel bâti sur des concepts 'OnDemand'
2. Déployer nous mêmes les initiatives du bancaire, (mode solution test)
3. Démontrer le lien entre les besoins business de nos clients bancaires et la valeur ajoutée du déploiement sur plateforme IBM – à travers un jeu de scenarios représentant 24 hrs dans la vie d'une banque.
4. Soutenir les ventes Solutions et Infrastructure

Comment passer le message?

Journée de Briefing et de démonstration sur un environnement opérationnel

- Sur une demi journée, une introduction sur la stratégie du secteur Finance et le modèle Composants des Consultants d'IBM.
- En injectant une charge de travail réaliste (générée par de vraies applications bancaires)
- En utilisant une infrastructure intégrée
 - zSeries, Blade Center, Disques , xSeries
- En utilisant des applications intégrées
 - exple: transactions CICS/Cobol enveloppées par des objets via Websphere
- Fonctionant sur un volume réaliste de données
 - Database de 1TB+
- Echelle Réaliste
 - 300 business operations par seconde

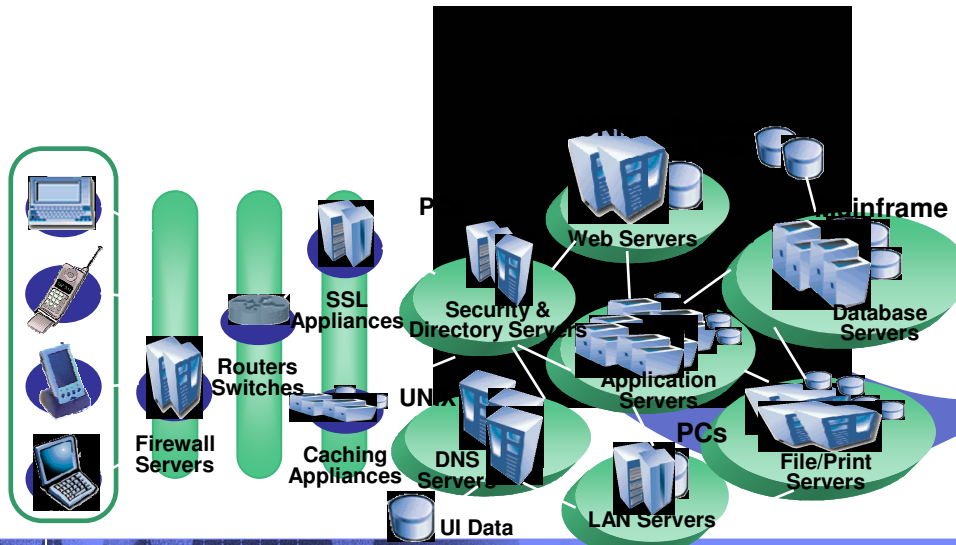
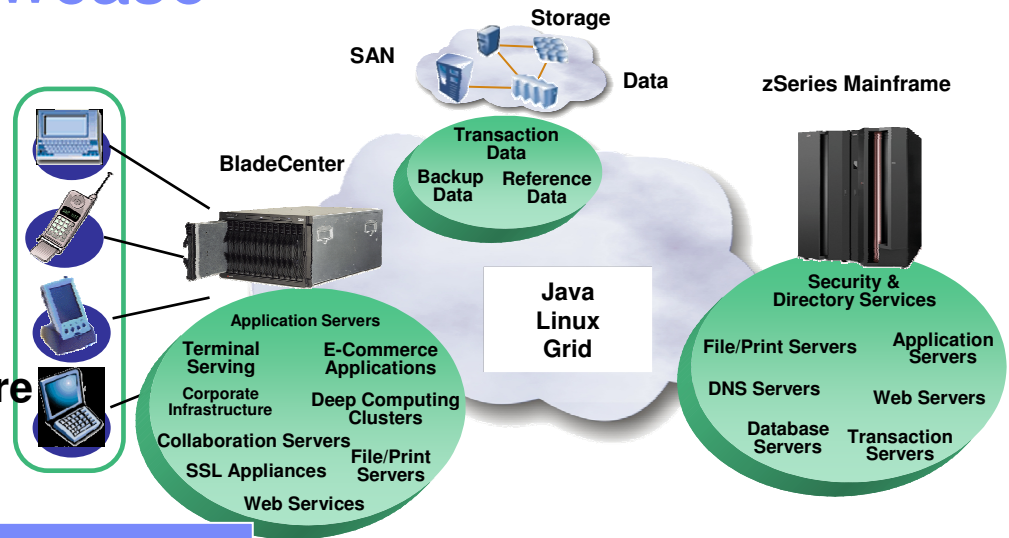
OnDemand Banking Showcase

Stratégie du secteur Finance

OnDemand/ IT Simplification

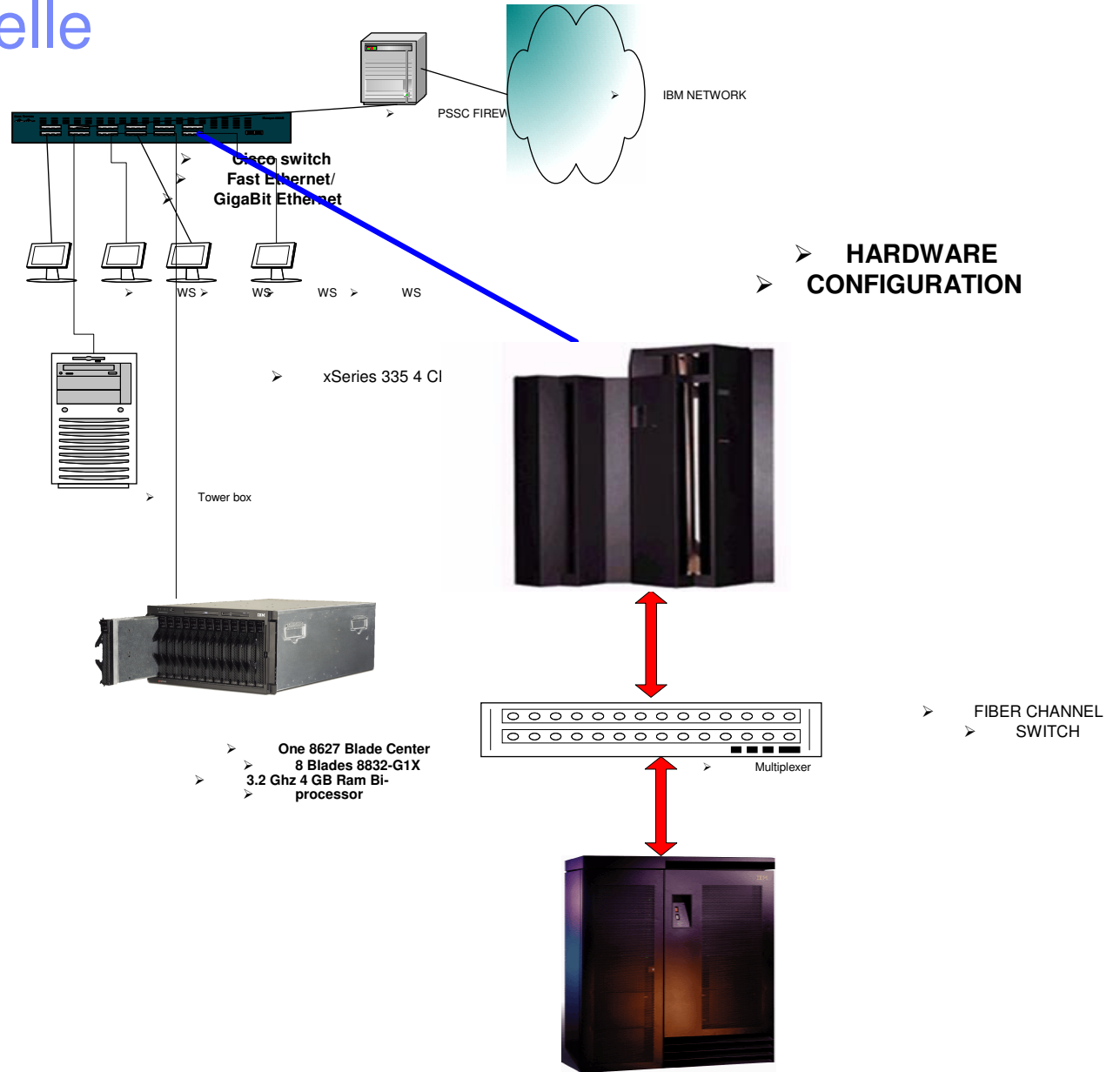
Expérience de benchmarking pour le bancaire

Données et charge de travail complexes

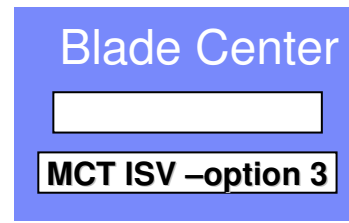
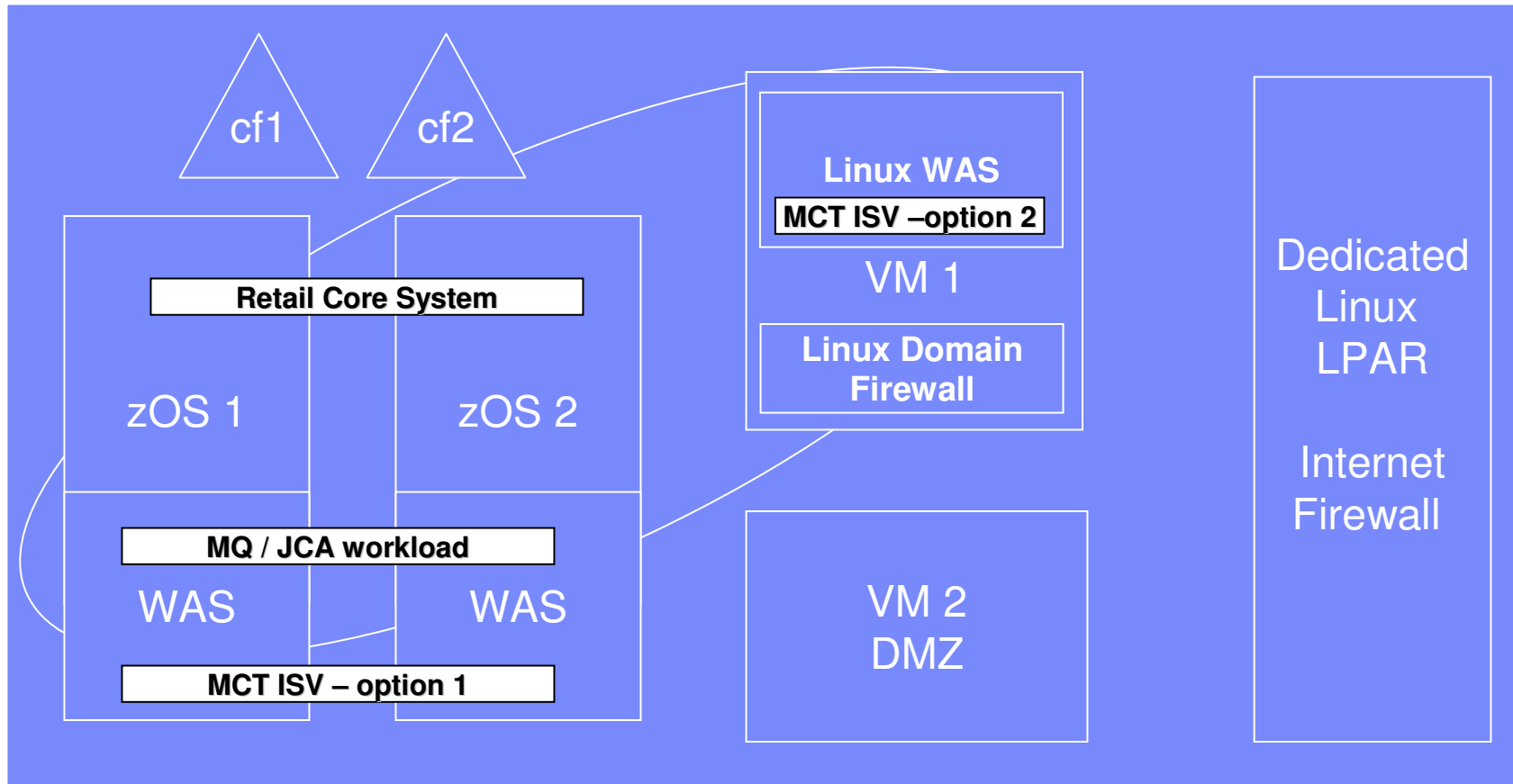


Today's Environment, *Simplified - THIS IS OUR TEST BED*

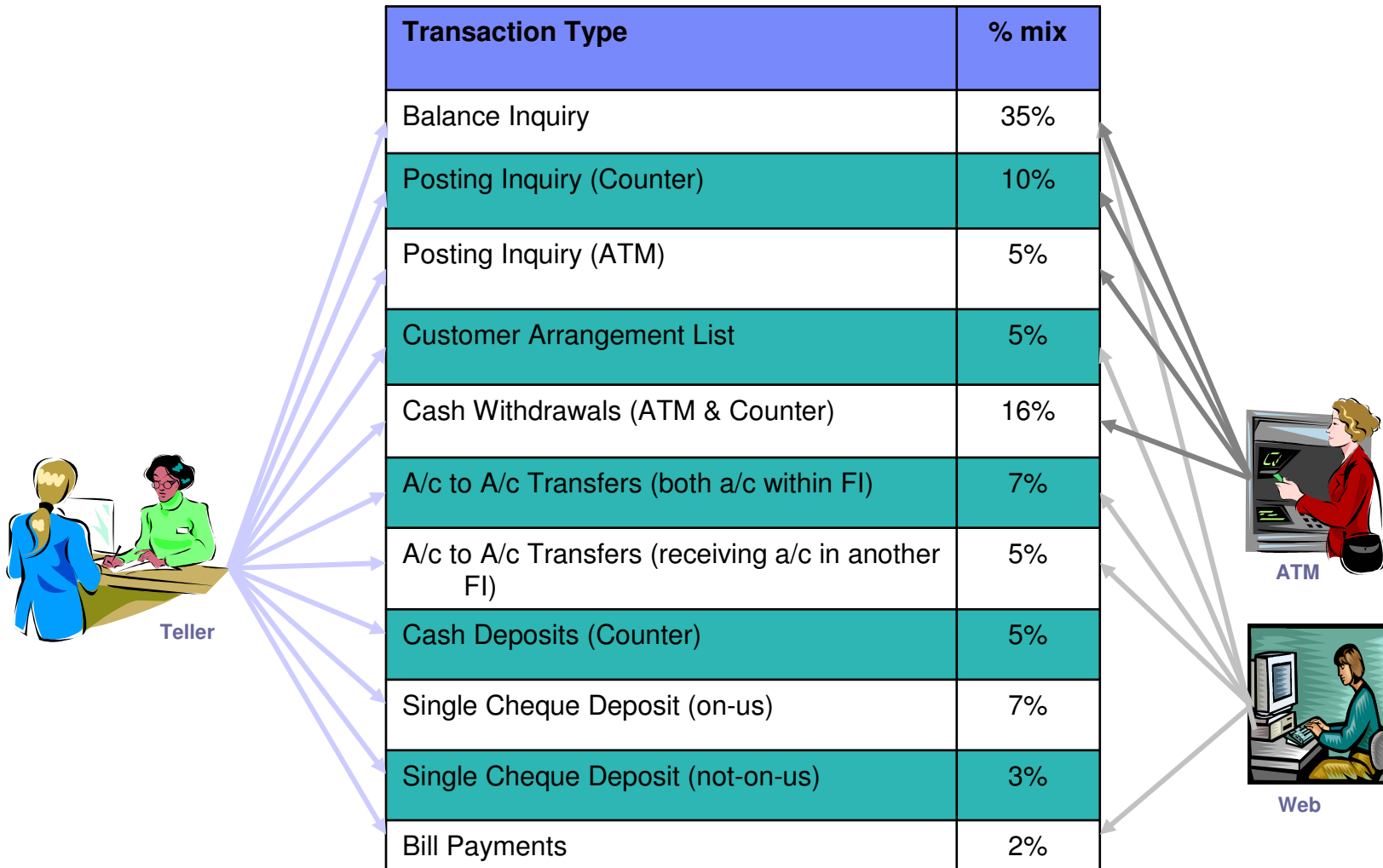
Plateforme matérielle



Phase 1: Proof-point system LPARS



Charge de Travail Injectée

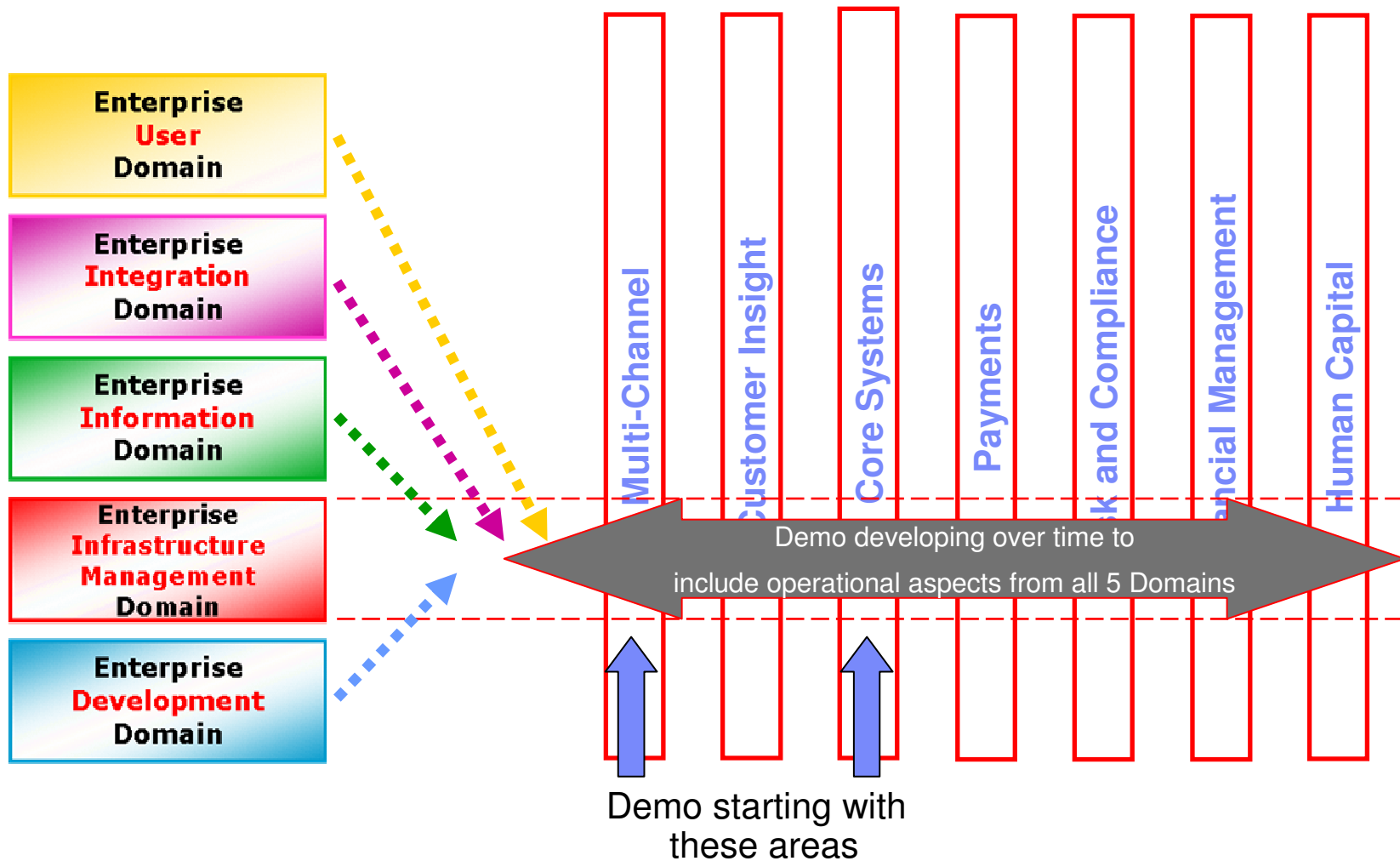


Modèle de données et database

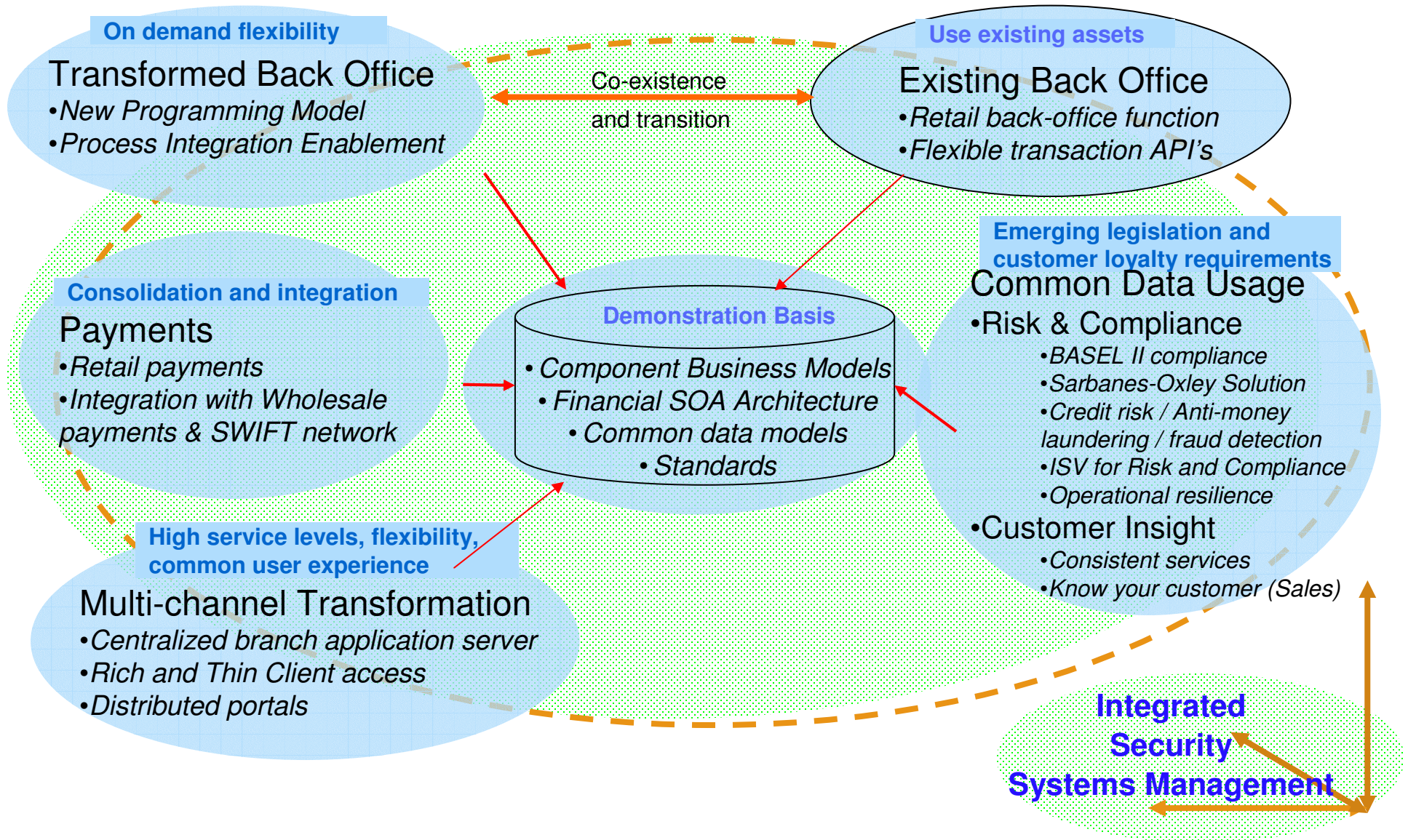
12 millions de comptes bancaires, 6 millions de clients

Product Mix	Product code	% DB mix	No. a/cs in 12-million a/c DB	Pre-loaded postings	A/c : Pre-loaded ratio
Time/Term Deposits (20%)	ALLTERM	20%	2.405.434	4.810.868	1:2
Current Accounts (40%)	ALLCUR1	8%	962.401	5.293.206	1:5,5
	ALLCUR2	4%	481.201	1.924.804	1:4
	ALLCUR3	28%	3.362.185	7.943.551	1:2,4
Savings Account (30%)	ALLSAV1	3%	361.717	723.434	1:2
	ALLSAV2	27%	3.225.461	6.450.922	1:2
Loans (10%) – mortgage	ALLMORT	5%	614.312	1.828.772	1:3
- car loan	ALLCARL	5%	604.869	1.828.772	1:3

Demonstrating Banking Infrastructure Management Domain Proof Points



Démontrer le Role du zSeries dans un environnement bancaire 'OnDemand'



Agenda type d'une journée de briefing

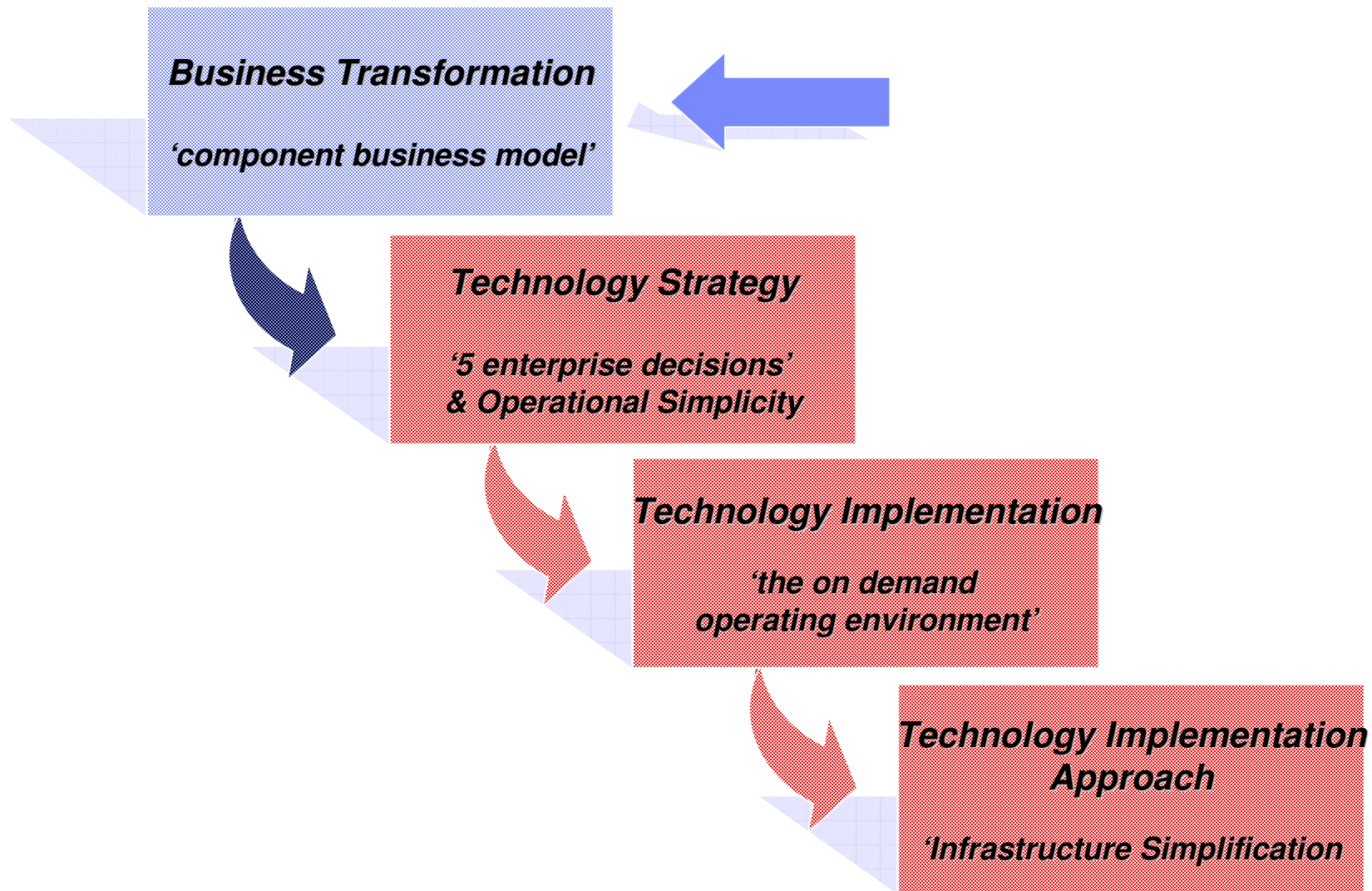
Jour 1

- Banking and Infrastructure Simplification
 - Context
- Demonstration overview
 - A general description of the demonstration
- Demonstration

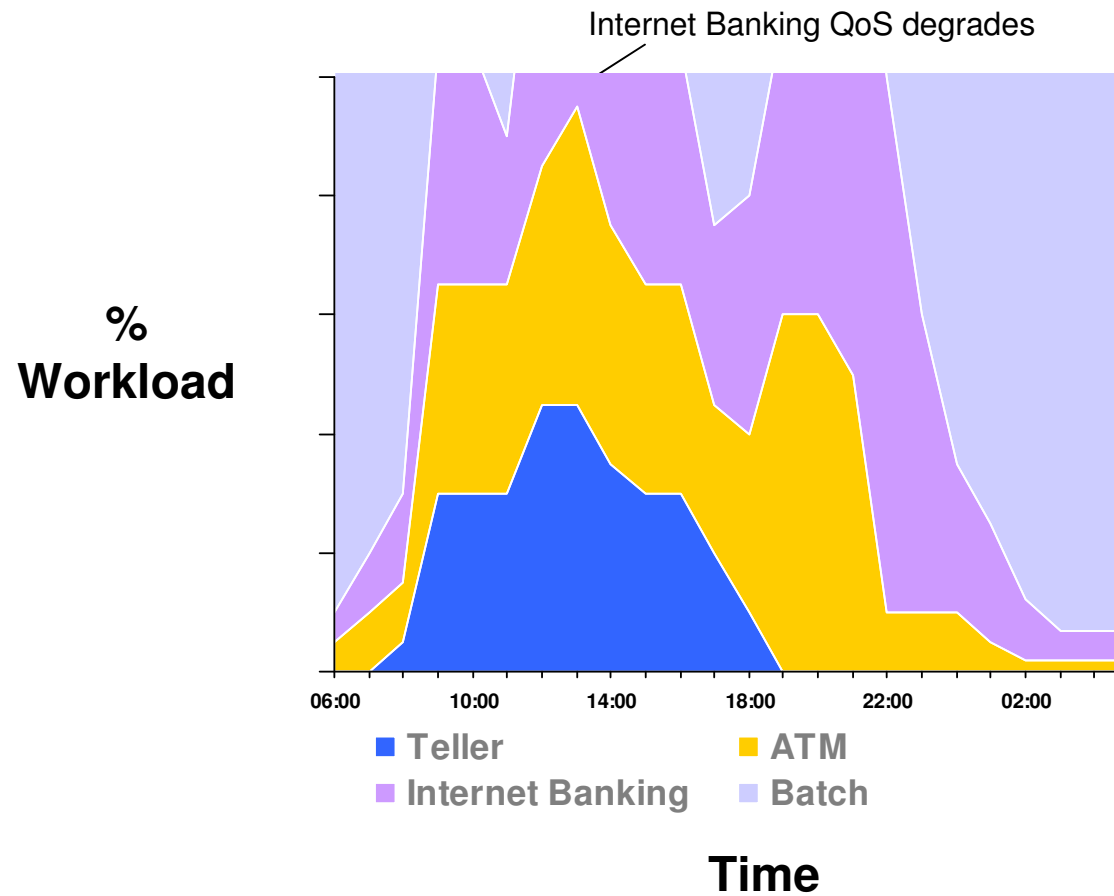
Jour 2

- Technical Solution
 - An overview in technology terms of the demo
- Review of demo
 - Closing on your issues
- What Next

Le bancaire et l'Infrastructure Simplification

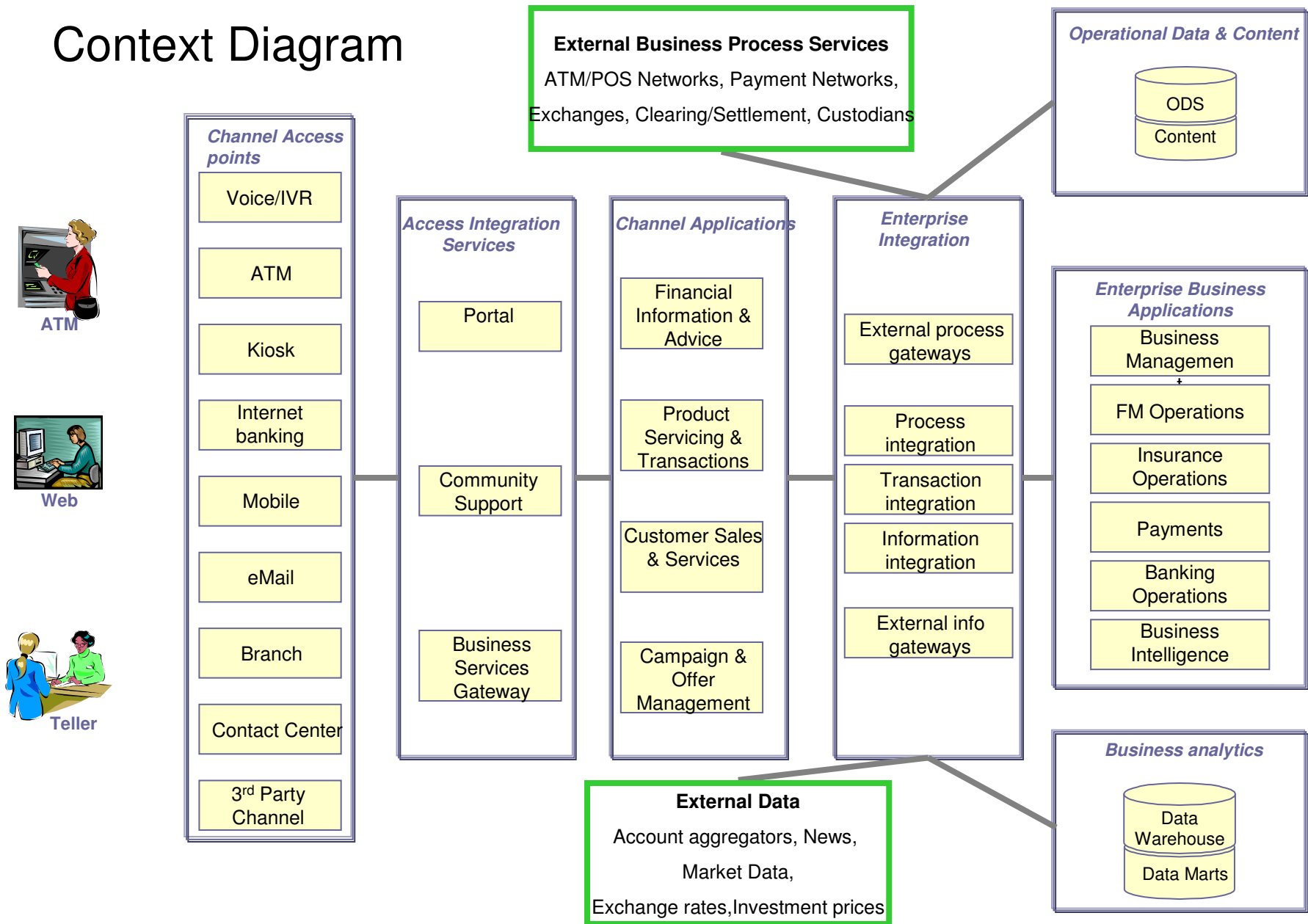


Virtualisation et Qualités de Service

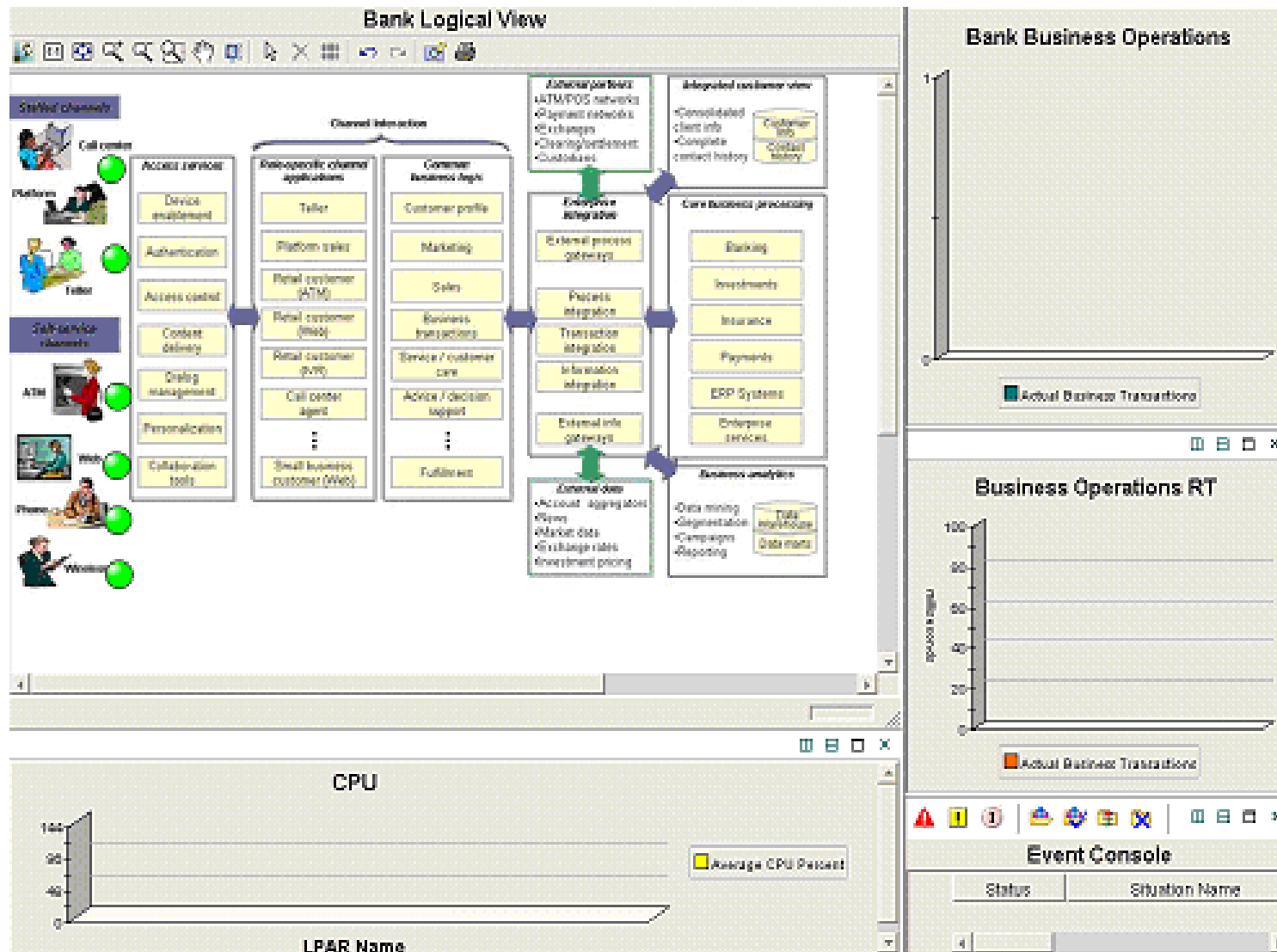


- Teller is given a guaranteed QoS (quality of service) so as not to generate queues
- Internet banking QoS degrades during spikes (however we can distinguish between VIP customers & the rest)
- Batch (background processing) mops up any spare capacity (to keep utilization high)

Context Diagram



Demonstration - Business Dashboard View



Demonstration proof-points

06:00 Setting the scene

- **Early morning at the bank**

09:00 Workload priority

- **Branches open, workload increasing**

11:50 Predictable growth – scalability

- **Managing lunch time volumes**

13:30 Capacity on demand

- **Handling unexpected peak**

15:00 Continuous operations – resiliency

- **Critical maintenance must be applied**

16:00 Availability – resiliency

- **Minimizing a significant outage**

23:00 Security

- **Denial of service attack**

Branch Consolidation

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Major initiative launched IBM prepping mainframes for greater on demand role

Article Summary

IBM has launched a major initiative to ensure our IBM eServer zSeries mainframe computing platform plays a greater role in major enterprise IT infrastructures around the world.

IBM has launched a series of global investments and technology deployments aimed at extending the mainframe's ability to play a greater role in clients' on demand enterprise computing.

At customer events in Paris, Tokyo and New York, company executives announced a strategy to position IBM eServer zSeries for the future.

An edge on the competition

The mainframe merits the special attention now because our unique experience with the platform gives us an advantage over the competition in the enterprise computing market space.

And, although the mainframe has been around for 40+ years, it is experiencing a strong resurgence in interest among large clients seeking ways to simplify, consolidate, integrate and better manage their IT infrastructures – becoming on demand businesses.

IBM's investments and initiatives include:

- **Unveiling key technology roadmaps** highlighting the mainframe's future role in the heterogeneous on demand environment, and announcing new capabilities to start on the roadmaps. [See sidebar]
- **Opening an "On Demand Banking Prototype Center"** in Montpellier, France, showcasing a working, back-office environment for on demand banking, centered around the IBM mainframe.
- **Creating industry-specific reference architectures** for financial services, with others, including insurance and government, to debut in 2005.

What new IBM technology is being announced?

To boost the mainframe's capabilities in the heterogeneous on demand environment, IBM plans to enable the zSeries to become the secure vault of the enterprise, the flexible business integrator, and intelligent business policy director across the infrastructure. A few of the initial announcements include:

- **zSeries support for IBM Virtualization Engine Systems Services** with Enterprise Workload Manager for z/OS as the initial product. This is designed to enable end-to-end monitoring and management of applications across IBM platforms.
- **GDPS Hyperswap Manager** for single site recovery, a new lower cost entry level solution for dynamic management of disk subsystems.
- Full support of zAAP (zSeries **Application Assist Processor**) with z/OS 1.6. This enables the integration of WebSphere and Java-based technology workloads with core business applications and data in a cost effective manner.
- **A Linux networking appliance with the Communications Controller on Linux for zSeries.** This simplifies the integration of SNA network, and enables a Linux image to replace much of the function provided by the 3745/6 Communications Controller.

start | Step... | Macr... | FSS | 1-2-3... | Week... | Micro... | News... | FR | 100% | 15:27

10 jours en Septembre à Montpellier...

2 premiers clients
3 Analystes (Meta Group, Segeza, Gartner)
3 Vice Presidents
2 Directeurs
5 EMEA or WW Sales leaders
48 CEMA FSS Team members
Cisco relationship manager

A venir...

Investissement majeur du STG

Evenements clients/ventes

Institut FSS 2005

Cibler d'autres secteurs.

Premières Impressions...

‘Very interesting ; you made the whole story ; this is the first time I see the logical end to end story, linkage from banking business to IT value’; Agree with all the concept : this is the way to be more efficient, more flexible. It all makes sense.’

Mr Bianchi, Banca Popolare di Milano

‘Great announcement ! MOP, France as important as China ! Thanks to your work done with FSS ... Great leadership from EMEA’

Jean Paul Michel, VicePresident, Technical Sales Support, EMEA.

‘I think this work is absolutely some of the best technical support work I have ever seen! ‘

David Gelardi, Vice President , Industry Solutions and Proof of Concept centers

‘I want to report back to Erich Clementi my very positive findings from the visit’

David Emery, Vice President Marketing Financial Services Sector, STG

The work that you have all done is very impressive (...) a significant proof point to the current and future on demand and zSeries visit

Michael Bliss, Director, zSeries Technical Support & Infrastructure Simplification Marketing

‘excellent!!’ (Following first customer feedback’)

Paul Martynenko, Director of Advanced Technical Support & eBusiness Solutions Technical Sales Support EMEA