

Impact2010

The Premier Conference for Business and IT Leaders



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**Nuovi orizzonti per le applicazioni
mainframe**



System z Software Strategy

Capitalize on Traditional System z Strengths

- Batch processing, Transaction processing, Messaging, Quality of Service, and Data Serving
- Optimize to the evolving System z Hardware design point

Extend Value Proposition to New and Mixed Workloads

- Systematic re-engineering of the software stack for SOA
- Integrate with Modern Application Development Environments
- Deliver extensive Data Management services
- Leverage the wave of workload consolidation: zLinux
- Simplify System z – make it easier to install and manage for better TCO
 - New faces of z
 - More end-to-end management capability from a z central point of control
 - Simplified labor intensive tasks



Special Pricing for New Workloads

- Attract new System z customers and ISV application workloads
- Solution Editions: superior value, competitively priced



SOA on z/OS

a complete solution from existing systems to the full SOA Lifecycle

Increased capabilities / automation

Business Process

WebSphere Process Server

For customers who want a higher level solution to design, automate and manage composite applications and operational business processes. Built on WebSphere ESB.

ESB

WebSphere ESB

A new product that delivers an Enterprise Service Bus. Provides Web Services connectivity and data transformation. Built on WebSphere Application Server.

WebSphere Message Broker

A new version of our proven product that delivers an advanced Enterprise Service Bus. Provides universal connectivity and data transformation. Built on WebSphere MQ.

Application/Transaction Servers

WebSphere Application Server

CICS

IMS

DB2

WebSphere MQ

Provides reliable integration messaging to connect applications and Web services across more than 80 supported platform configurations.

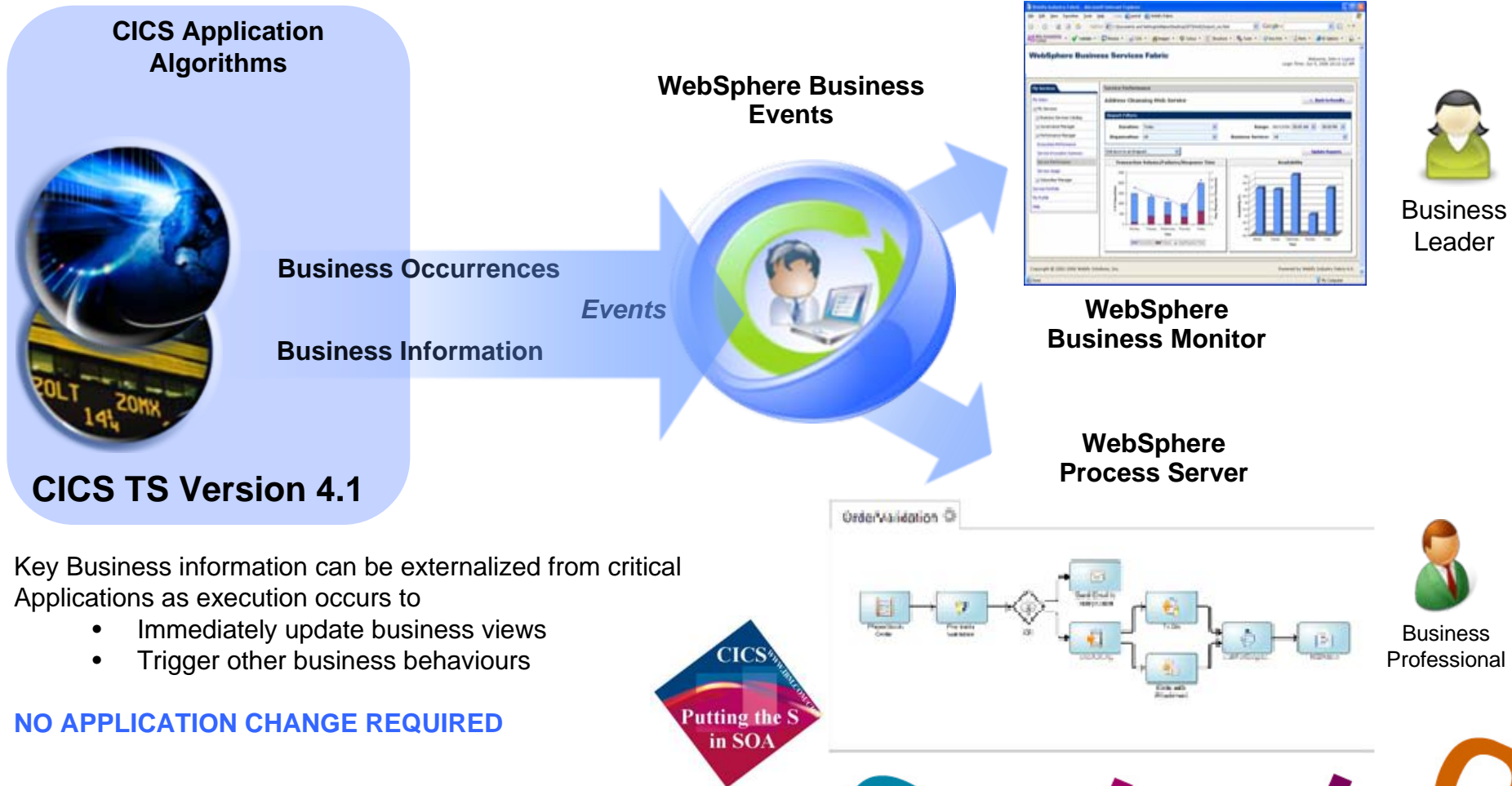


WAS z/OS Proof Of Technology (POT)

- A *hands-on* introduction for customers interested in deploying their JEE applications on WAS for z/OS
- Typically free of charge
- **POT objectives:**
 - Demonstrate the simplicity of installing and configuring WAS on z/OS, as well as the interfaces to several of the most common z/OS subsystems (DB2, CICS, MQ...)
- Audience: z/OS systems programmers, JEE Architects, etc.
- Agenda (2 days, adjustable for customer's needs) :
 - Introduction to WebSphere Application Server (WAS) for z/OS
 - Configuration of the student's WAS z/OS (via a graphic Eclipse-based interface)
 - Each student team generates and runs their own WAS for z/OS
 - Explore WAS z/OS administration (console, script execution, JCL,...)
 - Deploy WAS applications on WAS z/OS
 - Configure and run external resources, eg JDBC, JMS, JCA, CICS, IMS...
 - Quick intro and usage of Rational Developer for System z to develop and run an application
 - Experiment with WAS z/OS-specific security enhancements
- Can be scheduled as a full POT for multiple customers, or run "on-demand" for a specific customer



Transform Insight into Action with CICS Events and WBE



New : DB2 v10

Beta Program started : 9.02.2010

Planned GA within 2010 end

- Save up to 20% CPU batch & transactions
- Ten times more concurrent users (up to 20.000 concurrent users for DB2 subsystem)
- On-the-fly data Compression
- Auditability, Security, more granular access control
- Enhanced query parallelism



Collaborative application lifecycle management (C/ALM)

Deploy new team infrastructure that supports collaboration in context cross all platforms and geographies, real-time, automated monitoring of project health, and built-in development workflows



- ✓ Improve communication across disparate IT teams
- ✓ Detect and accelerate resolution of defects early
- ✓ Make Informed decisions
- ✓ Make software development more automated, transparent and predictable



System z Solution Editions

Unmatched value, competitively priced

- **Special package pricing for our most popular new workloads**
 - z10 HW (standalone footprint or isolated LPAR)
 - Prepaid HW maintenance
 - Comprehensive middleware stack (including S&S)
 - Services and Storage (as needed)
- Competitive acquisition prices
- Leadership TCO

- *Enterprise Linux Server*
- *Data Warehousing*
- *SAP*
- *WebSphere*
- *Security*
- *GDPS®*
- *App. Development*
- *ACI & Chordiant*
- *Cloud Computing*

