



IBM zEnterprise Technology Summit

The IMS Value Proposition

presenter – title

date





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Today's Agenda

| Time | Session Title | Speaker |
|------------|--|---------------------------------|
| 08:30 a.m. | Welcome and Registration | Sandy Sherrill (Host) |
| 08:40 a.m. | IMS Value Proposition | Dinesh Nirmal Sandy Sherrill |
| 09:40 a.m. | Break | |
| 09:50 a.m. | What every enterprise architect needs to know about the evolution of IMS | Deepak Kohli |
| 10:50 a.m. | Break | |
| 11:00 a.m. | Accelerate IMS application modernization with new integration capabilities | Richard Tran |
| 12:00 p.m. | Lunch | Phil Weintraub |
| 1:00 p.m. | Next-level solutions with IMS and Java on System z | Richard Tran |
| 2:00 p.m. | Break | |
| 2:10 p.m. | Improve data sharing management with IMS Sysplex Manager | Andy Nguyen |
| 3:10 p.m. | Break | |
| 3:20 p.m. | Slow response time in your mixed environment? We have the solution | James Martin |
| 4:20 p.m. | Meeting Close / Evaluations | Sandy Sherrill |



IMS Value Proposition – Topics

- **Total Cost of Ownership**
- **Integration**
- **Skills**
- **Core Capabilities**
- **Wrap Up**

IMS runs the world's most critical workloads



2000 enterprises worldwide run IMS

3 of the top 5 Health Insurance companies run IMS

75% of the top 100 banks worldwide run IMS

The top 5 European and top 5 U.S. banks run IMS

16 petabytes of production data managed by IMS

\$3.0 trillion (\$US) per day is transferred through IMS.....by one customer

300+ million users served worldwide every day

500 million accounts.....for one customer

46,000 transactions per second.....on a single IMS system

A decorative graphic in the top left corner consisting of several 3D cubes in various colors (red, orange, yellow, black, grey) arranged in a cluster.

What you're talking to us about

A Venn diagram consisting of four overlapping circles. The top-left circle is blue and contains the text 'TCO'. The top-right circle is purple and contains the text 'Integration'. The bottom-left circle is orange and contains the text 'Skills'. The bottom-right circle is light blue and contains the text 'Core Capabilities'. The circles overlap in various combinations, creating a central area where all four overlap.

TCO

Integration

Skills

**Core
Capabilities**

An abstract graphic in the top left corner composed of various colored 3D cubes and rectangular blocks in shades of red, pink, orange, and black, arranged in a cluster.

First up.....

A large, solid blue circle is centered on the page. Inside the circle, the letters 'TCO' are written in a white, serif font.

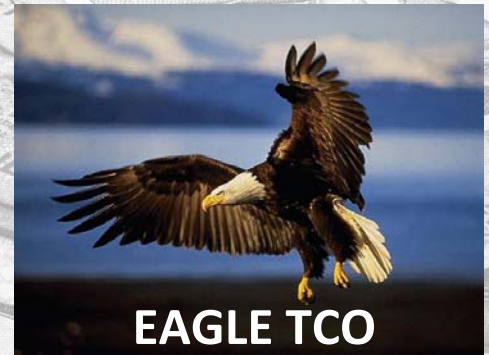
TCO

IMS: Highest Efficiency at the lowest TCO

- Aggressively reduce MIPS
- End planned outages
- Increase zIIP offload
- Reduce contention
- Increase throughput
- Minimize fraud
- Reduce pathlength
- Implement dynamic changes
- Increase autonomies



TCO





Time Is Money

Outages Are Costly

How much interruption can your business tolerate?

| Cost of Downtime by Industry | |
|------------------------------|----------------------|
| <u>Industry Sector</u> | <u>Loss per Hour</u> |
| Financial | \$8,213,470 |
| Telecommunications | \$4,611,604 |
| Information Technology | \$3,316,058 |
| Insurance | \$2,582,382 |
| Pharmaceuticals | \$2,058,710 |
| Energy | \$1,468,798 |
| Transportation | \$1,463,128 |
| Banking | \$1,145,129 |
| Chemicals | \$1,071,404 |
| Consumer Products | \$989,795 |

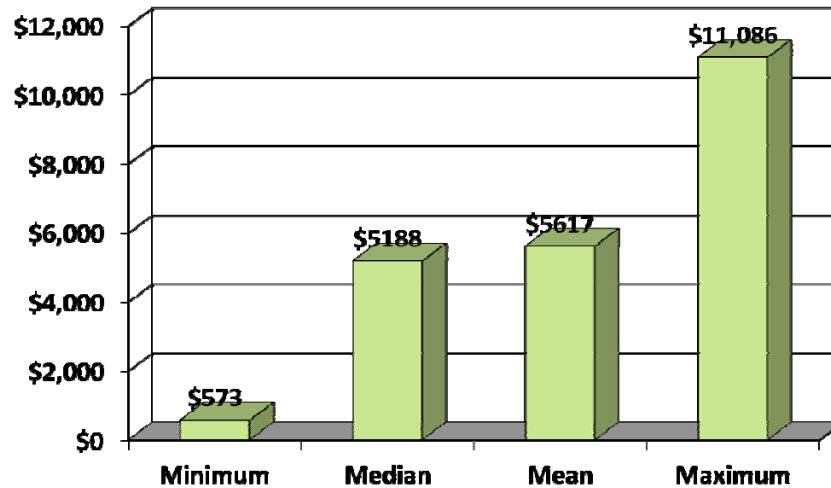
Source: Robert Frances Group 2006, "Picking up the value of PKI: Leveraging z/OS for Improving Manageability, Reliability, and Total Cost of Ownership of PKI and Digital Certificates."

- **Detection Cost**
- **Containment Cost**
- **Recovery Cost**
- **Ex-post Response Cost**
- **Equipment Cost**
- **IT Productivity Loss**
- **User Productivity Loss**
- **Third-party Costs**
- **Lost Revenues**
- **Consequences of Business Disruption**

Calculating the cost of data center outages - 2011

41
benchmarked
data centers

Cost-per-minute



60 minutes

\$34,380

\$311,280

\$337,020

\$665,160

8 hours

\$275,040

\$2,490,240

\$2,696,160

\$5,321,280

A cluster of colorful 3D geometric shapes, including cubes and rectangular prisms in shades of red, pink, orange, and black, is positioned in the top left corner.

Next...

A large, solid purple circle is centered on the slide, containing the word 'Integration' in white serif font.

Integration

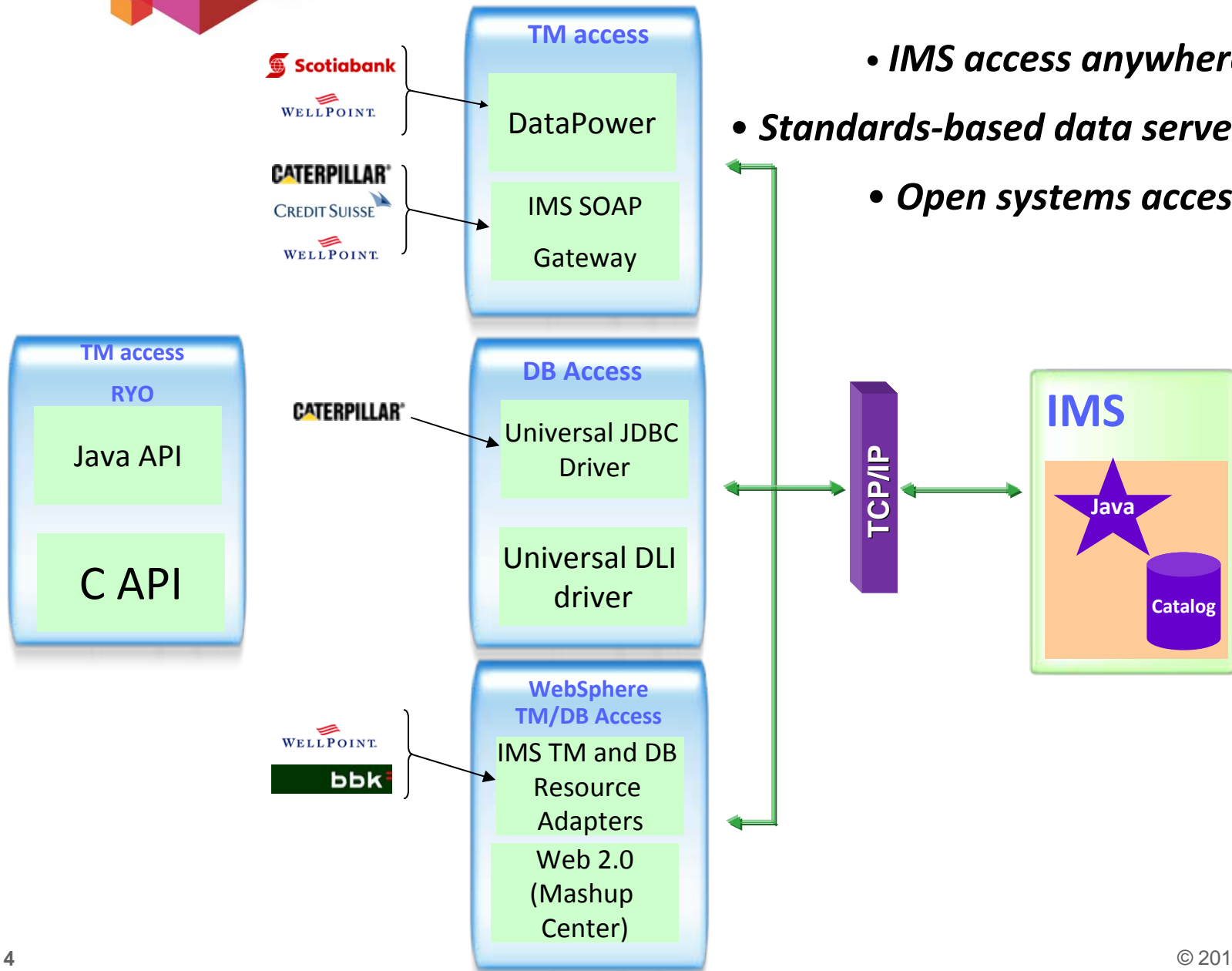
IMS: Integration at every level

- .Net Access to IMS DB (futures)
- DataPower
- Cognos for Real-time Analytics
- InfoSphere Optim Designer
- InfoSphere Discovery
- SAP and IMS Database
- Data Studio
- Big Data



Integration

IMS Integration Solutions



• *IMS access anywhere*

• *Standards-based data server and TM*

• *Open systems access*

Scotiabank

WELLPOINT

CATERPILLAR

CREDIT SUISSE

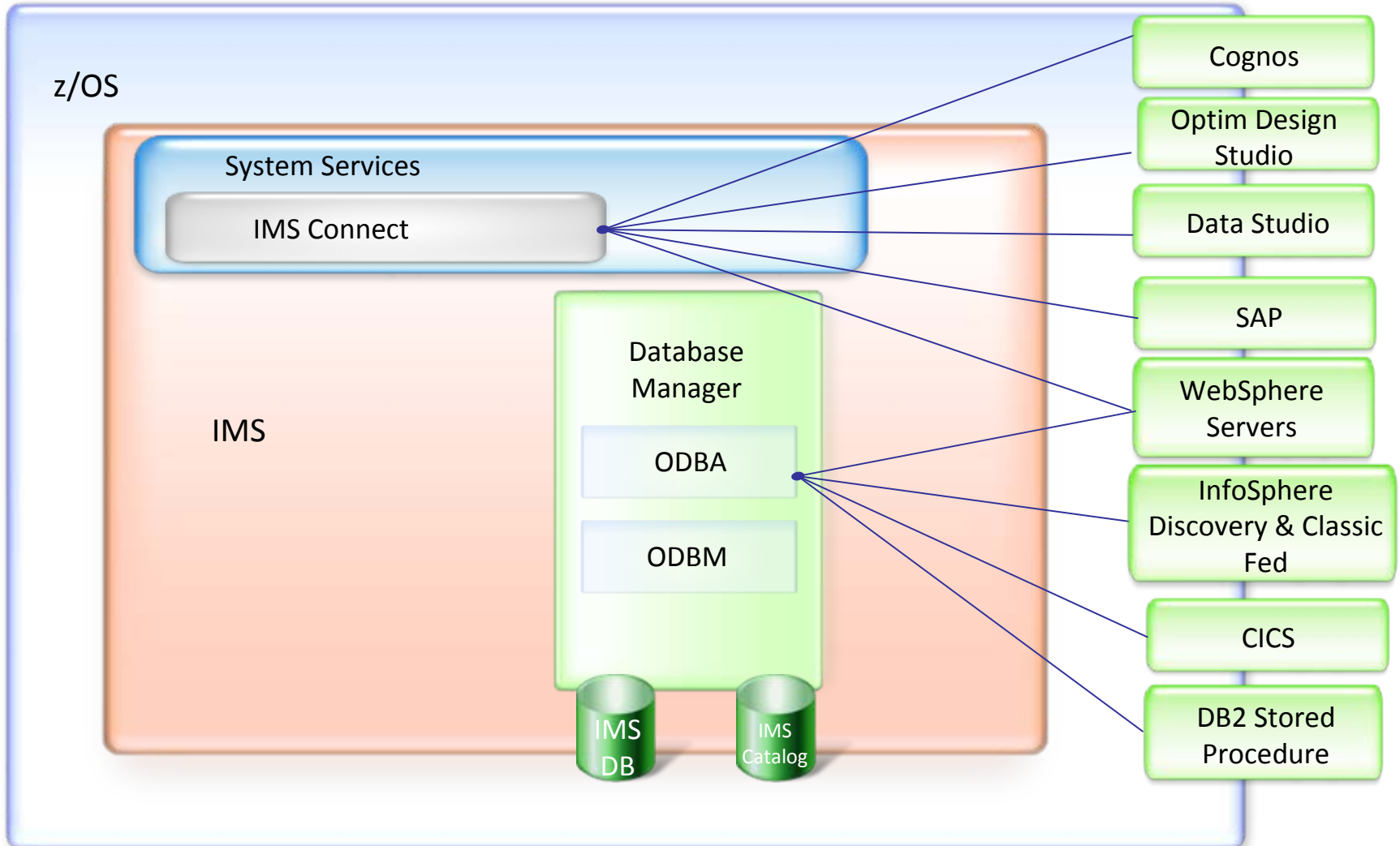
WELLPOINT

CATERPILLAR

WELLPOINT

bbk

IMS Database – Integration



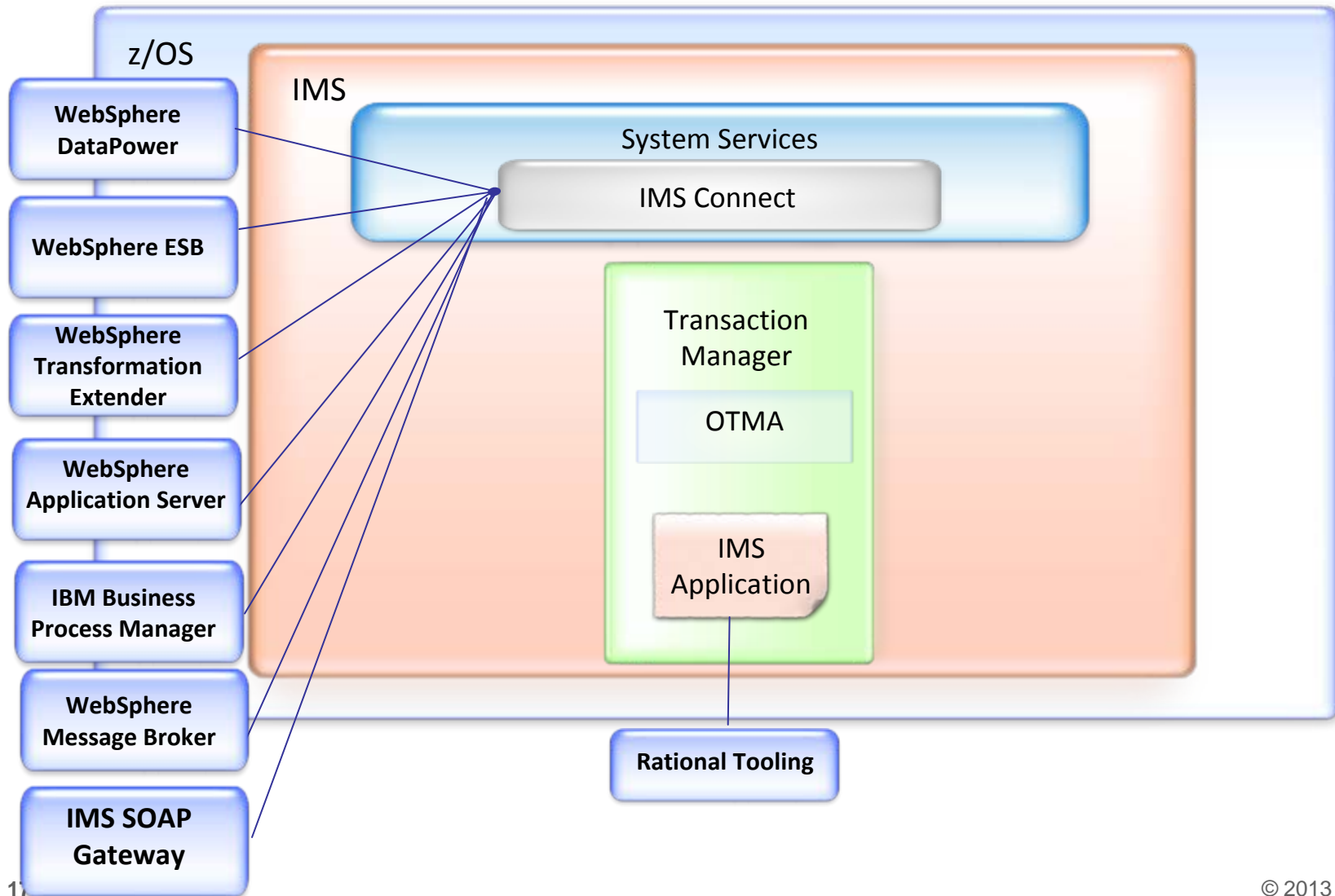


IMS DB Key Differentiators

- **Most efficient database model:**
 - Fastest
 - Lowest TCO
 - Uses less CPU
 - Requires less DASD
- **Fastest read/writes for enterprise workloads**
- **Most stable response time as data volumes grow**
- **Most efficient logging, driving the fastest recoveries with the highest integrity**
- ***Gold standard* for database locking**
- **Created new paradigms that persist to this day**

IMS Database.....revolutionary in 1968...(R)Evolutionary today.....

IMS Transaction Manager – Integration





IMS Transaction Manager Key Differentiators

- **Most efficient with highest volumes of transactions**
- **Lowest cost per transaction**
- **Unmatched speed, legendary reliability**
- **Simplest connectivity model**
- **Most streamlined scalability in the industry**
- **Best data recovery and data integrity**
- **Gold standard for batch processing**

“Businesses quickly became enamored with IMS because they knew if a transaction said it was complete, then it was; if the transaction did not complete, they knew that no portion of the transaction was complete.”

A decorative graphic in the top-left corner consisting of several 3D cubes in various colors (red, pink, orange, black) arranged in a cluster.

Next...

A large, solid orange circle centered on the page.

Skills

Building Next Generation Experts

- **IMS evolves to a Gen-less system**
- **SQL access to IMS data**
- **Tooling and GUIs based on familiar SDKs, such as the eclipse-based IMS Explorers**
- **Free workshops – Database, SOA Implementation, Application Development/Modernization, Business Value Assessment**
- **System z Academic Initiative**
- **Customer Internship Program @ SVL**



Skills

What our Customer Interns say

“...every subject was successfully covered by the most appropriate expert. While I was there at SVL, the program was flexible enough so we could address certain topics which I personally identified, that would benefit me at my home location....With all the knowledge I acquired in these 4 weeks, I cannot forget to mention and thank all the Lab personnel involved for their kindness and patience and the treatment I received.”

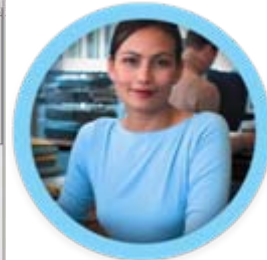
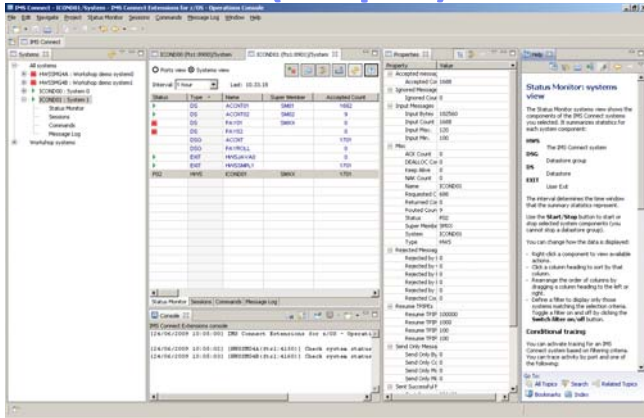
“The Customer Internship Program was a unique experience, where I was given the opportunity to meet with the IMS developers and testers at the IBM Lab, and work side by side with them...It's incredible to meet people whose work is known worldwide.”

“Caio's manager, Guto, wants to thank the IMS Team for the attention and training [that was] provided for his team. Caio and Selmar really benefited and learnt a lot from their stay here!”

IMS Explorer for Development and Administration

IMS Explorer for Development (Eclipse)

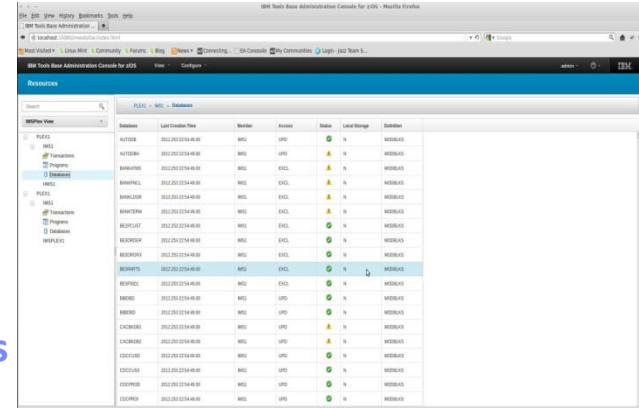
IMS Explorer for Administration (Web Browser)



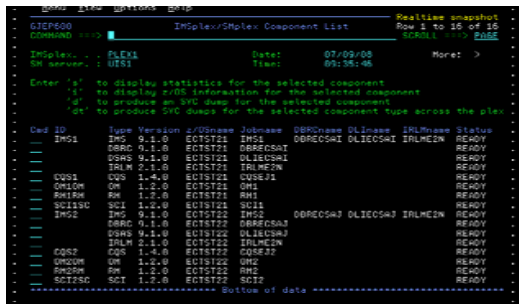
Developers



Administrators



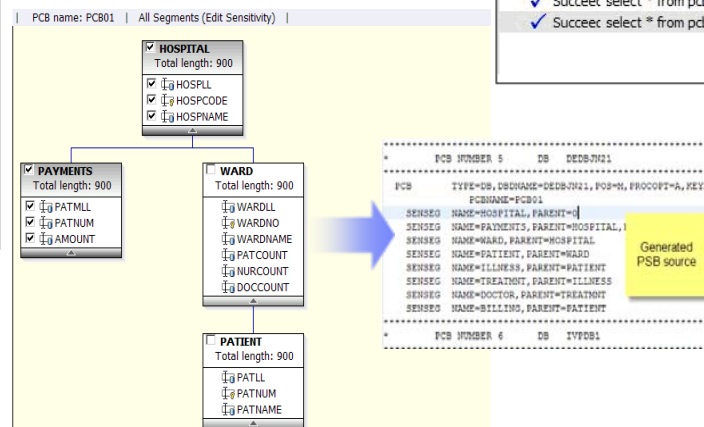
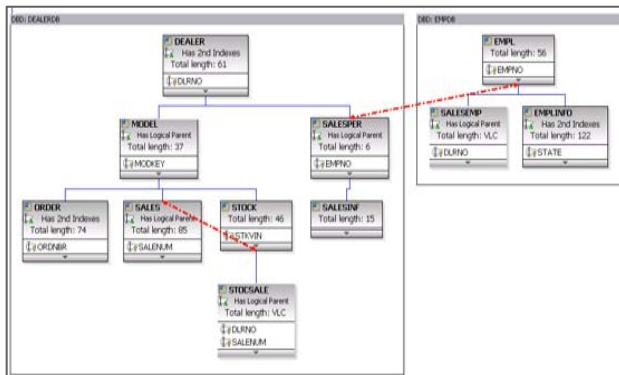
ISPF



IMS

IMS Explorer for Development

- Visualize IMS database structure as defined by DBD source
- Change IMS Database and Program Definitions sources
- Graphically access IMS data using SQL
- View your mainframe datasets
- Submit JCL and inspect output in JES



The screenshot shows a SQL query execution window. The query is:

```

SELECT HOSPNAME, HOSPCODE, HOSPLL
FROM PCB01.HOSPITAL
  
```

The results are displayed in a table:

| Status | Operation | Da | HOSPLL | HOSPCODE | HOSPNAME |
|--------|-----------------------------|-----|--------|---------------|--------------|
| ✓ | Succes select * from pcb... | 8/2 | 1 | R 1210010000A | ALEXANDRIA |
| ✓ | Succes select * from pcb... | 8/2 | 2 | R 1210020000A | SANTA TERESA |
| | | | 3 | R 1210030000A | SANTA CLARA |
| | | | 4 | R 1210040000A | NEW ENGLAND |

IMS Explorer for Administration

- Provide IMS system programmers and DBAs a state-of-the-art user interface to manage, configure, and deploy IMS systems
- Full operational single point of control for all IMS address spaces
- Full GUI support for IMS resources
- Immediately react to and resolve issues in the system
- Cloud-style IMS system management
- Integrated with IMS Tools

IBM Tools Base Administration Console for z/OS

Resources

ECDEV9 > PLEX1

| Member Name | MSplex | Member | Member Type | Member Sub Type | Job | Status | Version | OS Image | Completion Code |
|-------------|----------|--------|-------------|-----------------|------|--------|---------|----------|-----------------|
| MSPLEX1 | CSLPLEX1 | OMDOM | MSCON | | HWS1 | ACTIVE | 12.1.0 | ECDEV9 | 0 |
| OMDOM | CSLPLEX1 | OMDOM | OM | | | | | | |
| RMURM | CSLPLEX1 | OMDOM | RM | MULTRM | | | | | |
| SCISGC | CSLPLEX1 | OMDOM | SCI | | | | | | |
| USRT011 | CSLPLEX1 | OMDOM | ADP | | | | | | |
| MS1 | CSLPLEX1 | OMDOM | MS | DEDC | | | | | |

IBM Tools Base Administration Console for z/OS

Resources

ECDEV9 > PLEX1 > MS1 > Databases

| Database Name | Database Type | Status | Access Type | Area Name | Definition Type | Member | Part Name | Last Access Time | Completion Code |
|---------------|---------------|--------|-------------|-----------|-----------------|--------|-----------|------------------|-----------------|
| AUTDOB | DLI | 🟢 | UPD | | WOOLKLS | MS1 | | | 0 |
| AUTDOBH | UPD | 🟡 | EXCL | | WOOLKLS | MS1 | | | 0 |
| BANKATMS | | 🟡 | EXCL | | WOOLKLS | MS1 | | | 0 |
| BANKFNCL | | 🟡 | EXCL | | WOOLKLS | MS1 | | | 0 |
| BANKFLDOR | | 🟡 | EXCL | | WOOLKLS | MS1 | | | 0 |
| BANKTERM | | 🟡 | EXCL | | WOOLKLS | MS1 | | | 0 |
| BCPCUST | DLI | 🟢 | EXCL | | WOOLKLS | MS1 | | | 0 |
| WEGOSBR | DLI | 🟢 | EXCL | | WOOLKLS | MS1 | | | 0 |

IBM Tools Base Administration Console for z/OS

Resources

ECDEV9 > PLEX1 > MS1 > Transactions > BNA2

| Transaction | Value | MS3 Attribute | Value | Related Databases | | | |
|--------------------------|---------|------------------------|------------------------|-------------------|--------|--------|--------|
| MS3 Attribute | Value | MS3 Attribute | Value | Database | Member | Access | Status |
| Transaction Code | BNA2 | PGM Name | PLSAPK23 | DBHDL32 | MS1 | UPD | 🟢 |
| Status | 🟢 | Status | 🟢 | DHVTN23 | MS1 | UPD | 🟢 |
| Control Mode | SINGL | MSM Type | N | DNDL32 | MS1 | UPD | 🟢 |
| Conversational | N | Definition Type | WOOLKLS | DHVTN23 | MS1 | UPD | 🟢 |
| Fast Path | N | Dynamic Option | N | | | | |
| Class | F | Fast Path | N | | | | |
| Link Count | 85538 | Language Interface | | | | | |
| Storage Control Count | 8 | Member | MS1 | | | | |
| Global Control Count | | Region Size | MSF | | | | |
| Member | MS1 | Local Scheduling Type | SERIAL | | | | |
| PGM | | Last Time Accessed | | | | | |
| Ability | | CC Test | | | | | |
| ADJ Command Support | N | Completion Code | 0 | | | | |
| APPC LU Name | | Generated PSB | N | | | | |
| CC Test | | Last Time Created | 2012-08-10 10:33:37.77 | | | | |
| Completion Code | 0 | Last Time Imported | | | | | |
| Conversation ID | | Last Time Updated | | | | | |
| Definition Type | WOOLKLS | Local Defined Resident | N | | | | |
| ESR Routine | | Local Resident | | | | | |
| ESR Buffer Size | 8 | Model Name | | | | | |
| Expiration Time | 8 | Model Type | | | | | |
| Global Status | | Routing Code | | | | | |
| Input Data to Upper | Y | Transaction | | | | | |
| Inquiry | N | Transaction Statistics | N | | | | |
| Link Scheduling Priority | 1 | Work | | | | | |
| Link System ID | 15 | | | | | | |



New – IMS Certification Exams

IMS Certified Database Administrator Exam

www.ibm.com/certify/tests/ovr548.shtml



IMS Certified System Programmer Exam

www.ibm.com/certify/tests/ovr549.shtml



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A decorative graphic in the top left corner consists of several 3D cubes in various colors (red, pink, orange, black) arranged in a cluster.

Lastly...

A large, solid blue circle is centered on the slide, containing the text 'Core Capabilities' in white.

Core Capabilities



IMS' Legendary Hallmarks of Service

- Availability
- Reliability
- Scalability
- Performance
- Security
- Integrity

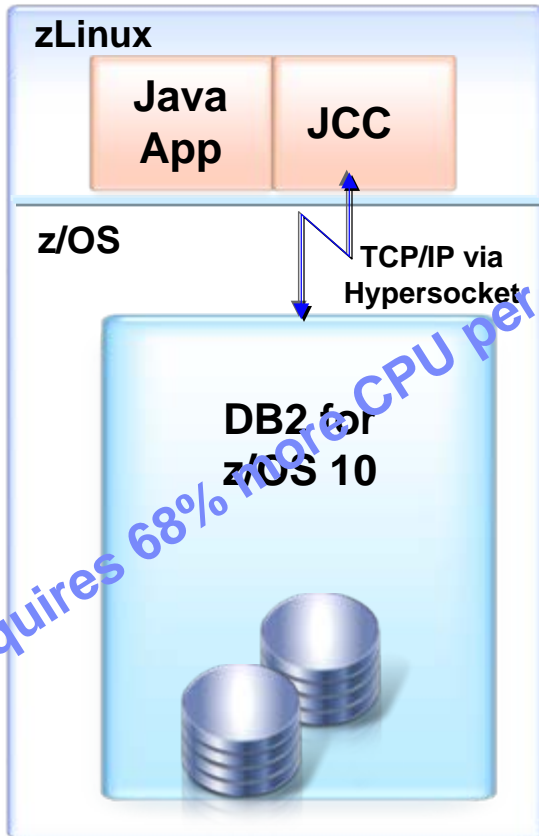
A blue circular graphic containing the text 'Core Capabilities' in white, serif font, positioned on the right side of the slide.

Core
Capabilities

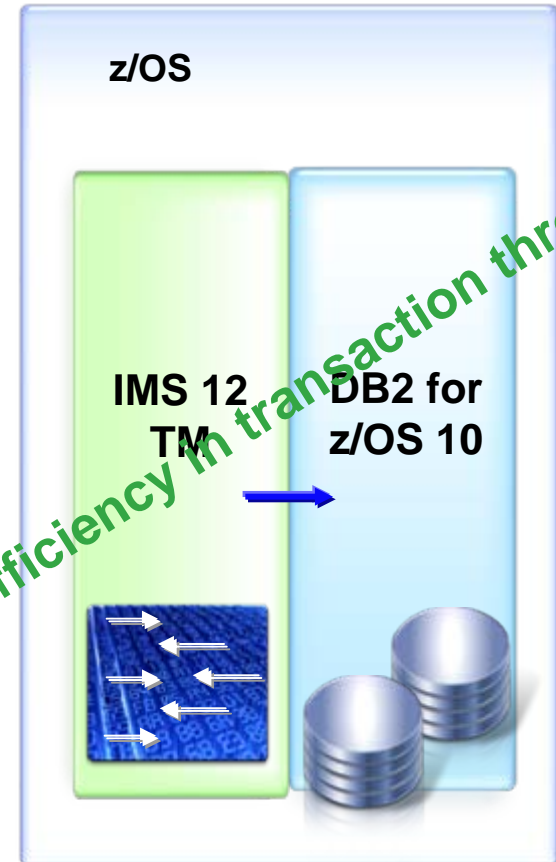
CICS - DBCTL Performance Improvement

- **IMS DB + CICS enterprises**
- **Exploitation of Open Transaction Environment (OTE)**
 - CICS TS 4.2+ and IMS 12
- ***Significant CPU savings* and increases in throughput for threadsafe applications**
- **Impressive performance metrics: CICS 4.2 with IMS 12 (OTE) demonstrates:**
 - **6.78 % improvement** in ITR efficiency (v. CICS 4.2 and IMS 11)
 - **31.36 % improvement** in throughput capability (transaction rate)
 - **43.33 % reduction** in average response time per transaction
- **The bottom line? *Threadsafe applications running in CICS 4.2 and IMS 12, using OTE, can save money, execute faster, and improve throughput***

IMS TM – For Superlative Access to Data on DB2 for z/OS



Distributed Java clients on zLinux driving to DB2 z/OS



IMS 12 TM on z/OS driving to DB2 z/OS

IMS on zEC12



IMS 12 on zEC12 shows
30% improvement in
transaction rate.

IMS Java on zEC12
uses 4% less CPU to
perform 35% more
transactions.

The IMS (R)Evolution Continues



Installation of IMS 12 is the most aggressive of the last 4 IMS releases – up 73% in 2Q12!



"Modernizing IMS using IMS Repository will increase our availability and simplify the process to develop new IMS applications."

Handelsbanken

- Curt Bergqvist

"We rolled out IMS 12 in our production environment before it reached GA, and there are some interesting features...we know we can rely on them to give us innovative solutions." - Andreas Wagner



IMS Strategic Objectives

- **Reduce Total Cost of Ownership**
 - Reduce MIPS usage
 - Advanced autonomies – IMS is self-managing and self-tuning
- **Extend the lead in availability, scalability, and performance**
 - Consistently deliver IMS capacity limits that are well beyond customer needs
 - Provide IMS performance metrics that help you grow your business securely
- **Extend the lifecycle of IMS applications and transactions**
 - Pervasive integration capabilities enable reuse of trusted IMS resources
- **Enable high-volume transaction processing for next wave of applications**
 - Big Data, next gen Web Services, Cloud, and more

Two New IMS White Papers



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IBM Cognos Proven Practices: Best Practices for Using IMS Data in IBM Cognos BI Reports

Product(s): IMS, IBM Cognos BI Server; Area of Interest: Business Intelligence

Richard Tran, Software Engineer, IBM
Kevin Hite (khite@us.ibm.com), IMS Solution Test, IBM
Nigel Campbell, Senior Developer, IBM
David Hanson, Information Developer, IBM

Date: 03 Oct 2012
Level: Intermediate
PDF: [A4 and Letter](#) (281 KB | 13 pages) [Get Adobe® Reader®](#)

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In Summary

- **45 years of the highest levels of performance, availability, reliability and more - this is just the beginning**
- **Integration, expansion, stability, and lowered TCO drive our vision**
- **Partnering and collaborating with complimentary products, services, and tools from a variety of vendors to keep the IMS ecosystem—and your business—vital**

Thank You!

An abstract graphic in the top left corner composed of several 3D cubes in shades of red, pink, orange, and black, arranged in a cluster.

WRAP UP