Enabling Future Business Growth

Leveraging New Technologies to Support New Workloads

The future runs on System z

Tom Rosamilia
General Manager,
IBM WebSphere Software

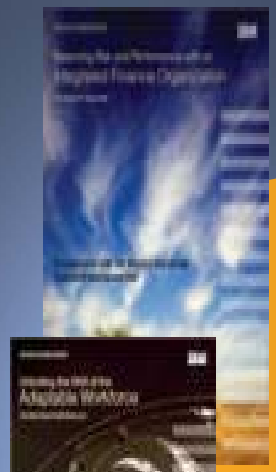
CXO's Point to Drivers for Agility

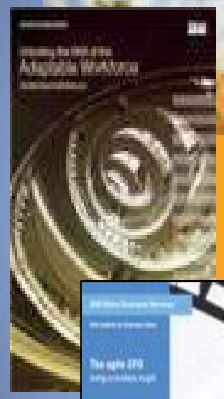
A view from over 2500 CXO's

CFO Study

Human Capital Study

CEO Study





New!

Business Model Innovation

Global Integration

Talent Management

Business Transparency

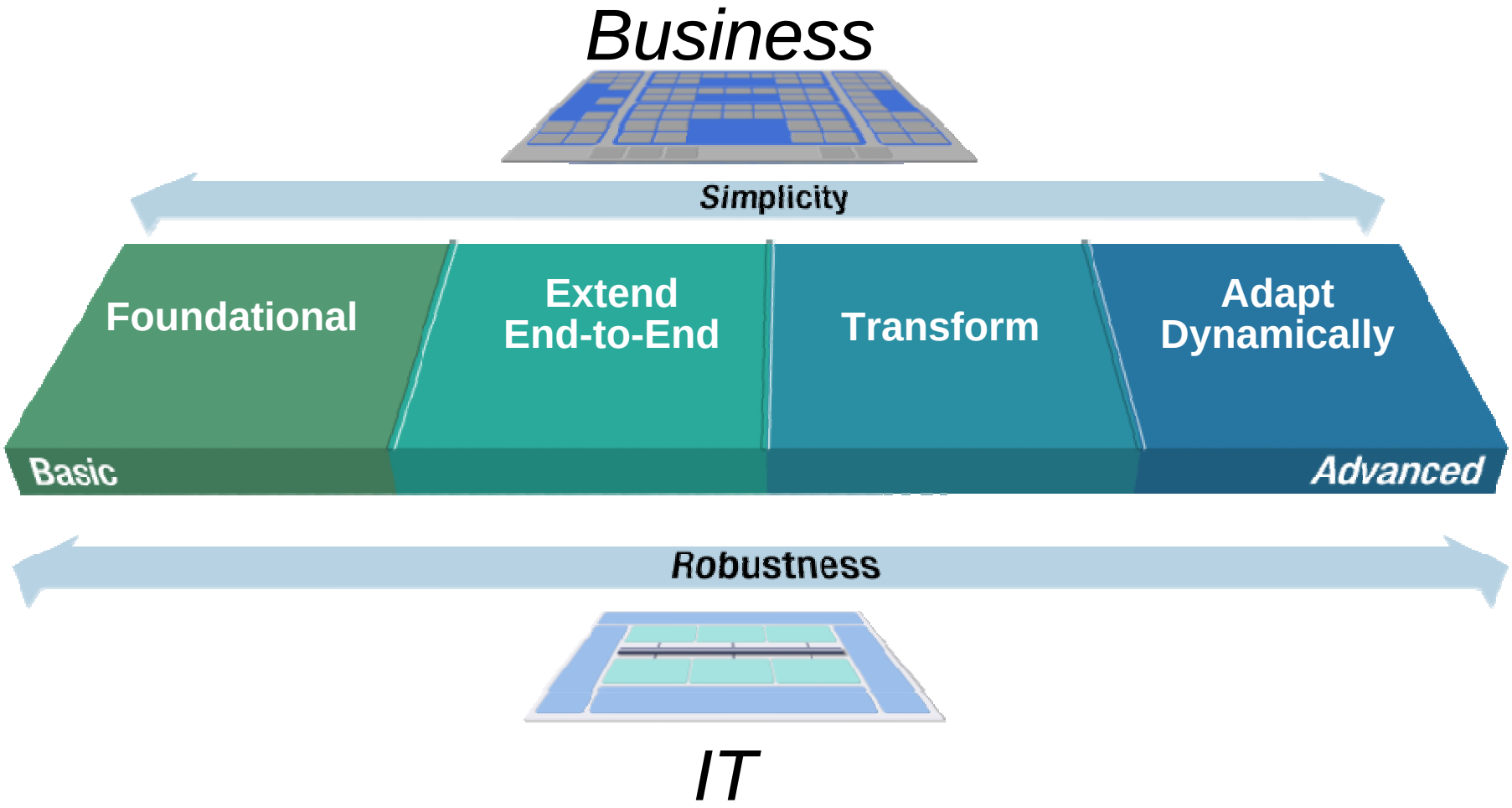
Characteristics of an Agile Service Oriented Enterprise…

- **Know their customers and their profiles**
- **Always evolve services**
- **Drive quality assurance by continuously surveying**

- **Drive quality through customer expectation**
- **Become indispensable not just irreplaceable**
- **Up-selling requires frequent new offers to invigorate interest**

…Requires a Stronger Partnership Between Business and IT

The Smart SOA™ Approach Accelerates Agility
Delivers Alignment to Both Business and IT



Enterprise Transactions are on System z

… Smart SOA™: Driving the World's Business

8 of every 10 of the largest retail banks in the US, Germany, Japan, and Australia use CICS for their core banking

90% of the World's 100 largest corporations run their businesses on WebSphere Application Server

18 of top 20 Fortune 500 customers use WMQ

CICS is IBM's premier Transaction processor in 90% of the Fortune 500 customers

Government customer processing in excess of $675M message a day on a single WMQ network

IDC estimates that 30 billion transactions, with a value of $1 trillion, are processed on System z per day

Globally Integrated Enterprises Are Agile

From Companies of All Sizes and Across All Industries

Taps into the power of ***Globalization***

Provides ***Flexibility*** to complex IT Systems

Insurance:
More efficient and more productive business channels using SOA

Computer Services:
SOA environment allows for easy transformation of new business processes

Deploying on System z provides differentiated value
Enabling intelligent IT that works for your business

The New IBM System z10 Enterprise Class

The power of many . . .

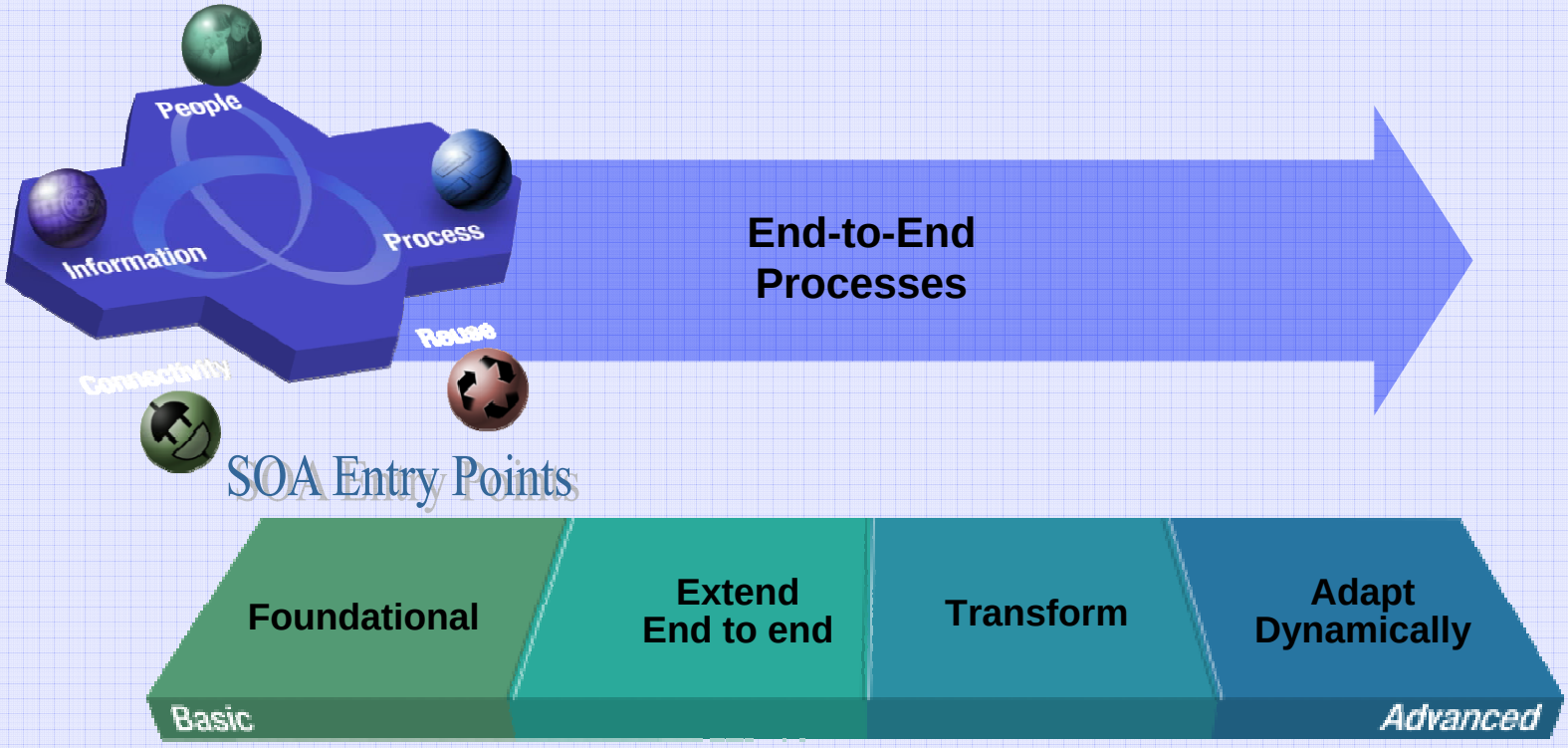
. . . the simplicity of ONE

Server Leadership: 40+ years in the making!

Mainframe utilization rates often exceed 80%, and are designed to handle sustained peak workload utilization of 100% without service level degradation.

- Processors, CPU speed, memory, network I/O
  - Growth of traditional workloads
  - Consolidation of hundreds of applications
  - Granularity of WebSphere deployments
  - Access to corporate data
  - Messaging speeds to support SOA
- Price / performance improvement of specialty engines
- Just in Time capacity and management
  - Adapt faster to workload variations such as dynamic SOA
  - Respond automatically to demand from CICS, IMS, DB2, WebSphere, …
  - Deploy new WebSphere workloads in minutes

SOA Entry Points are a great way to build for agility
For rapid business return



Focused, proven, high-ROI projects focused on a single application or business unit

Smart SOA

Scenarios to get started with SOA Entry Points

SOA Entry Point: Reuse

What is it?	Value
Service-enable existing assets and fill portfolio gaps with new reusable services	Lower risk and faster time to market by leveraging proven, time-tested functionality

Deploying a Service Infrastructure on System z

- High performance access to customer information
- True dynamic scalability for unpredictable workloads
- Helps customers achieve lowest TCO
- Designed to achieve the goal of zero downtime

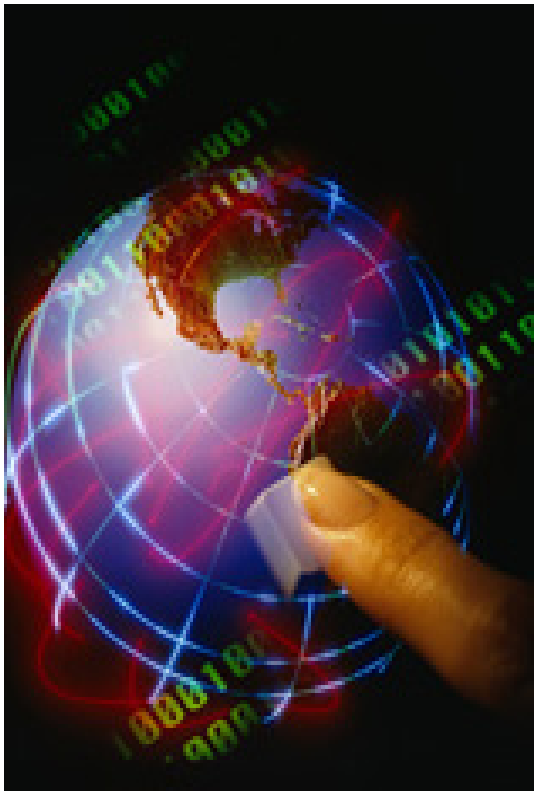
Supporting Portfolio

- CICS Transaction Server
- WebSphere Application Server
- WebSphere Service Registry and Repository
- IMS
- DB2
- WebSphere Virtual Enterprise
- WebSphere eXtreme Scale
- WebSphere Compute Grid (Java Batch)

Benefits of Running Applications on System z

Combine the availability, scalability and security of System z with the industry leading Application Server for:

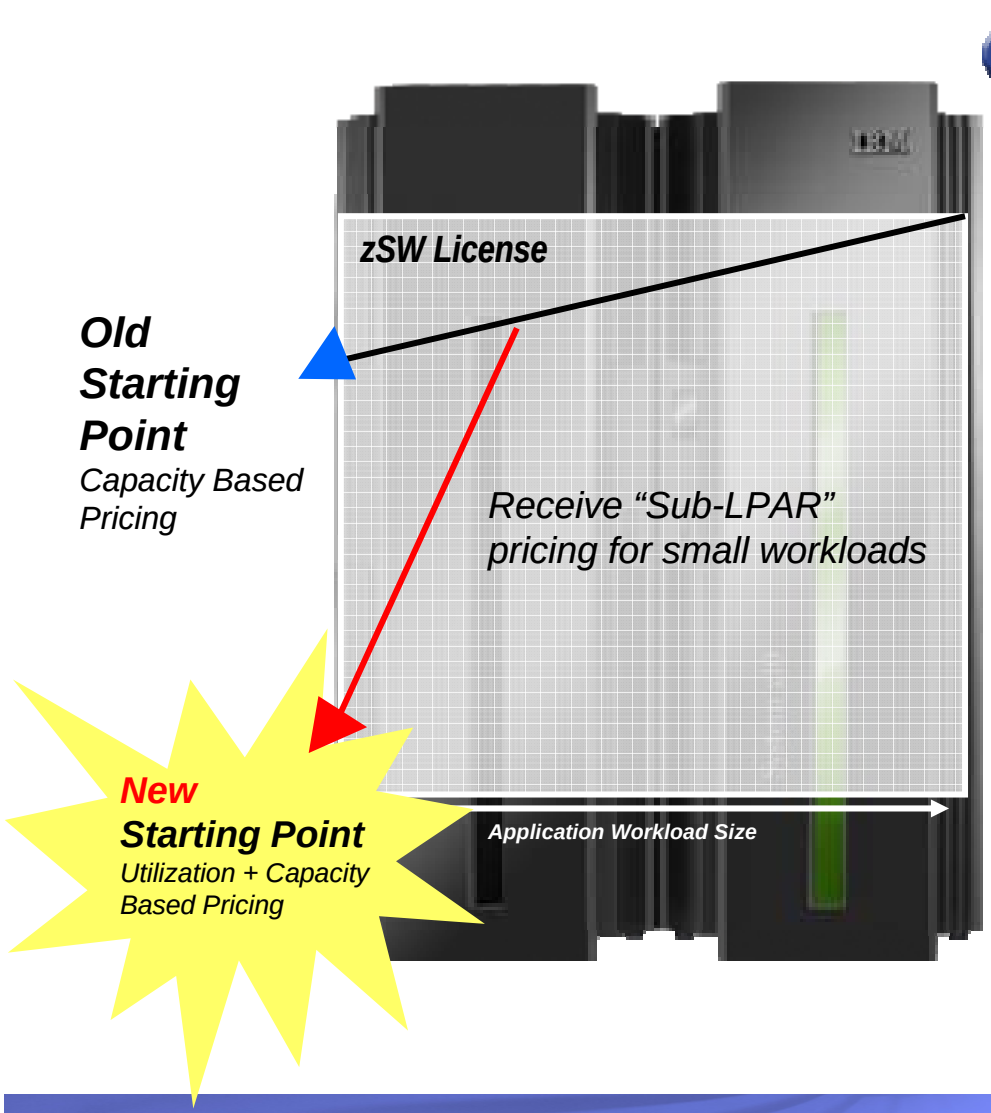
- ✓ Integration with existing mainframe assets
- ✓ High performance access to customer information
- ✓ Server consolidation and simplification of spiraling server assets
- ✓ True dynamic scalability for unpredictable workloads
- ✓ Zero downtime for services that drive the business
- ✓ Exploitation of Java/J2EE programming skills
- ✓ Uninterrupted support of unpredictable workloads
- ✓ Lowest TCO for the lifetime of the application environment



Hardware, operating system, and middleware working together to bring true 99.999% application availability to your business critical services.

Getting Started Sub-capacity Pricing for z/OS IPLA Software

Helping to Make It Easier To Deploy New Projects on z/OS Software



- ✓ Help customers start their projects
- ✓ Help improve alignment between software use and software charges
- ✓ Enable greater flexibility with software licensing
- ✓ Change LPAR capacity without changing software charges
- ✓ Improve price/performance

Industry: *Consumer Products*
URL: *http://www.datev.de/*

"With more than 1,000 developers, our organization strives for flexibility in creating new applications and managing the whole application portfolio. CICS Transaction Server gives us that advantage by enabling us to create Web services with ease."
–Guenter Schneider, Online Systems Architect, DATEV eG

DATEV eG

Easy linkage between time-proven core business processes and new business models

Challenge

Manage change in tax and regulatory environments by taking advantage of new technology that provides flexibility to application developers

Why IBM?

DATEV has a longstanding relationship with IBM and has experienced consistently strong and reliable performance with its IBM CICS® Transaction Server

Solution

Service oriented architecture enabling application developers to reuse existing code, speeding up time to market

Key Benefits

Better cost efficiency due to lower requirements on CPUs; faster application development time

SOA Entry Point: Connectivity

What is it?	Value
Connect systems, users, and business channels based on open standards	Reduced maintenance costs and greater reliability and consistency through flexible, any-to-any linkages

Integrated Service Messaging on System z

- Consolidation and simplification
- Practical dynamic workload balancing
- Simplification of the security environment
- Co-locating with data for performance
- Secure, scalable and flexible

Supporting Portfolio

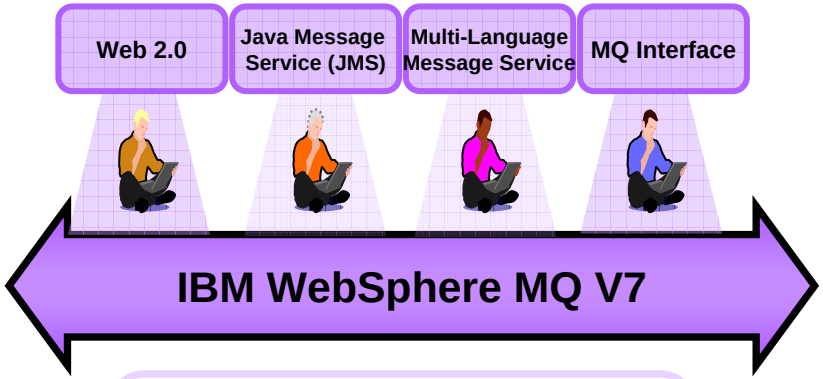
- WebSphere ESB and Message Broker
- WebSphere DataPower® Appliances
- WebSphere Adapters
- CICS Transaction Gateway
- WebSphere Transformation Extender
- WebSphere MQ New!

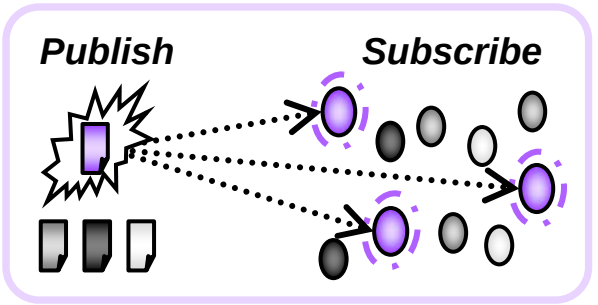
Announcing IBM WebSphere MQ *V7*

New!

WebSphere MQ V7

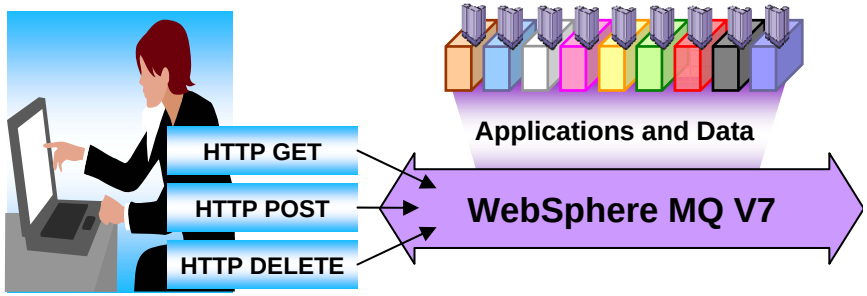
- Universal Messaging Backbone
- Flexible event-driven messaging
- Enhanced Java Message Service (JMS) messaging
- Extended MQI interface
- Increased throughput, resilience, and availability
- Web 2.0 support creates richer user experience





WebSphere MQ V7 Performance Enhancements

- Increased throughput by up to 20%*
- Increased JMS listener throughput by up to 220%*



* Preliminary results observed on pre-release level code.
For the latest performance information please click on Performance Reports at www.ibm.com/websphereмq/support

When to use System z as the Hub for your ESB

For a successful SOA implementation, you need an ESB that:

- Provides connectivity to all your existing environments
- Helps ensure quality of service to support your service-level commitments
- Handles complex transactions across multiple resource types and rolls back distributed transactions when problems occur
- Supports effective end-to-end monitoring and measurements
- Meets security and regulatory requirements

System z is the platform of choice for..

- **Virtualization**
  - High resource utilization
  - Massive consolidation and simplification
  - Enterprise-wide workload management
  - Leverage existing infrastructure and skills
- **Running business critical workloads**
  - Up to 99.999% availability
  - Automated recovery from failures
  - Dynamic workload balancing
- **Performance**
  - ESB performance improvements when co-locating with z/OS data.
- **Efficient growth**
  - Pay for what you use

Industry: *Banking*
URL: *www.hypovereinsbank.de*

"The ESB provides a flexible infrastructure for HVB's agile investment banking."
— HypoVereinsbank AG

HypoVereinsbank AG

HypoVereinsbank connects systems, offering new services

CHALLENGE

- Integrate IT infrastructure to improve ability to address customer demands and respond to market opportunities.

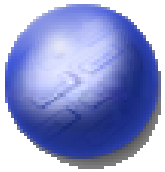
BENEFITS

- 35 percent reduction in the time required to design and implement integration scenarios
- Quickly and easily connect to the Euronext stock exchange
- Improved ROI and time to market

SOLUTION

- IBM WebSphere® on z/OS
- IBM WebSphere Message Broker for Multiplatforms
- IBM WebSphere MQ
- IBM WebSphere MQ for z/OS
- IBM WebSphere Training and Technical Enablement
- IBM Tivoli® Automation: Tivoli Monitoring for Business Integration, Tivoli Monitoring
- GBS Application Innovation Services: Enterprise Integration

SOA Entry Point: Process



What is it?	Value
Achieve business process innovation through treating tasks as modular services	Greater innovation and flexibility through faster deployment and modification of business processes

Managing Process Workflows on System z

- Control processes where they run
- Help improve the flow of existing processes
- Help eliminate the need for manual steps
- Integration with workload manager / intelligence resource director
- Security built into system layers
- Connections deliver automated processes

Supporting Portfolio

- WebSphere Process Server
- WebSphere Integration Developer
- WebSphere Business Modeler
- WebSphere Business Monitor
- WebSphere Business Events New!
- WebSphere Business Services Fabric Enhanced!
- IBM BPM Suite New!

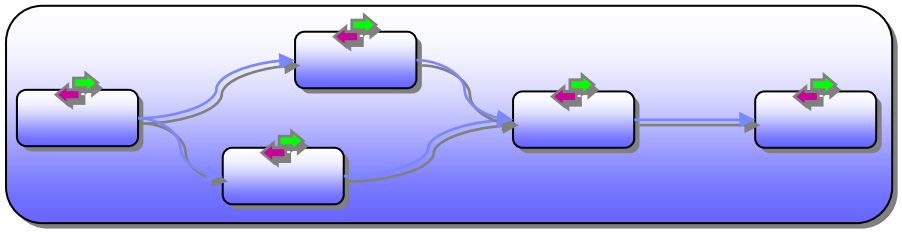
Process Choreography on an SOA-Enabled Platform

"IBM is the first and so far the only infrastructure software supplier to offer a *complete BPMS* ***supporting the end-to-end lifecycle from analytical modeling to performance management and optimization –*** *based entirely on service oriented architecture."*

Bruce Silver, Bruce Silver Associates – The 2006 BPMS Report

An SOA environment that provides:

- **Process Automation & Execution**
- **Human Task Management**
- **Application Integration**
- **Built on SOA**



Business Process Management Enabled by SOA

BPM covers the entire lifecycle of your new business process

Model and Simulate

Rapidly Deploy and Change

Monitor, Predict, and Act

IBM BPM Suite

Announcing!

Existing System z Customers
Streamline and Automate Existing Processes

Customer Presales

Account Application

Verification and Regulatory Compliance

Activation and Fulfillment

Take individual steps…

Credit Check

…assemble and automate instead of re-writing!

Customer Presales

Account Application

Verification and Regulatory Compliance

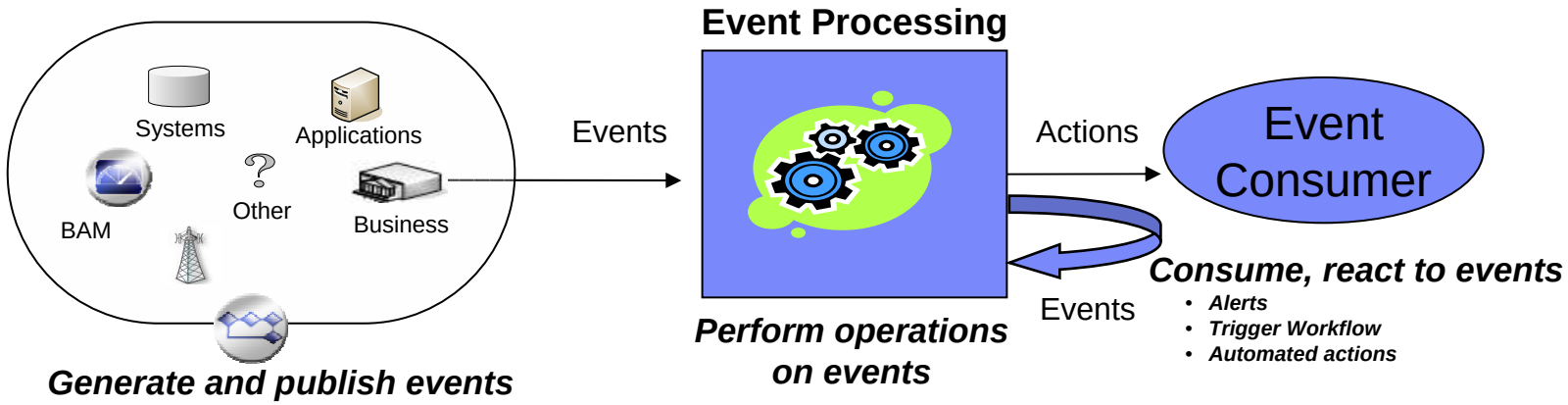
Credit Check

Activation and Fulfillment

Business Event Processing (BEP) enables business situations to be detected, empowering response to change

WebSphere Business Events provides two key benefits:

1. *Earlier and more intelligent insight for timely and effective business decisions*
2. *SOA-based loose coupling of applications to improve time-to-deployment, flexibility and maintenance*



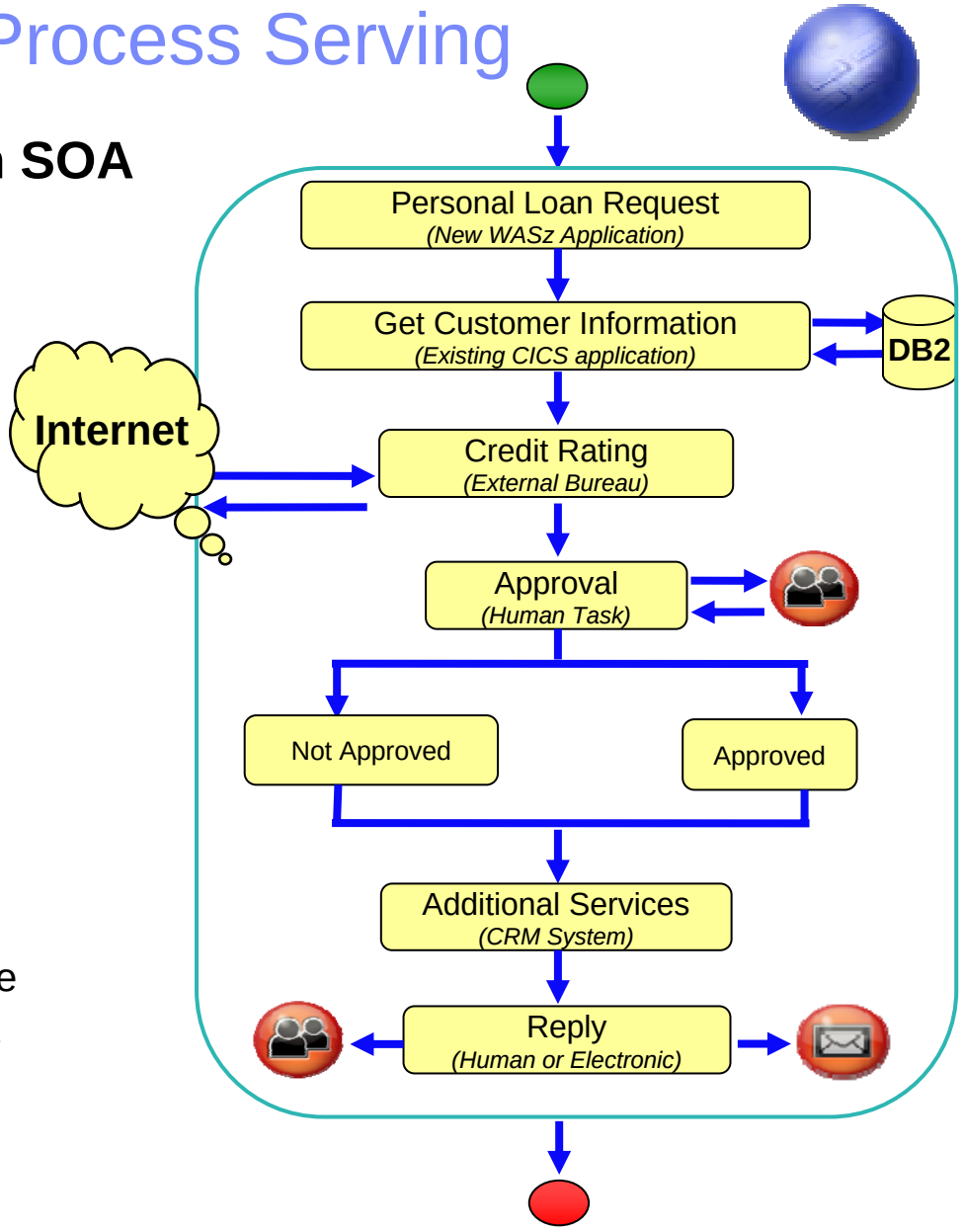
New! Early insight into business situations - WebSphere Business Events

Futures! Enable new business insight, leveraging a common event processing stack
Provide faster time-to-value by evolving to Industry-Specific BEP Solutions

When to Use System z for Process Serving

System z–The choreographer for an SOA

- ✓ ***Efficiency:*** Control processes next to the transactions they invoke
- ✓ ***Integration:*** Improve and extend the flow of an existing process
- ✓ ***Automation:*** Reduce the human enter keys
- ✓ ***Reliability:*** Guaranteed connections and coordinated transactions deliver automated processes with integrity
- ✓ ***Workload Management:*** Intelligent use of system resources for mixed workloads supporting composite applications
- ✓ ***Security:*** Built into all system layers
- ✓ ***Availability:*** (zero downtime)/OS brand promise
- ✓ ***Performance:*** Full utilization of system capacity with same class of service



Industry: *Banking*

"European Bank"

Business Challenge:

The market for home loans has been transformed by a new breed of independent mortgage brokers who now account for 40 percent of the market. To respond to this marketplace change they needed a channel to reach these brokers.

Solution:

This company rewrote some of the back-end aspects of their mortgage origination environment using WebSphere Process Server. They improved the reuse and efficiency of their IT service components to reach the independent mortgage broker market with a compelling offering.

Results:

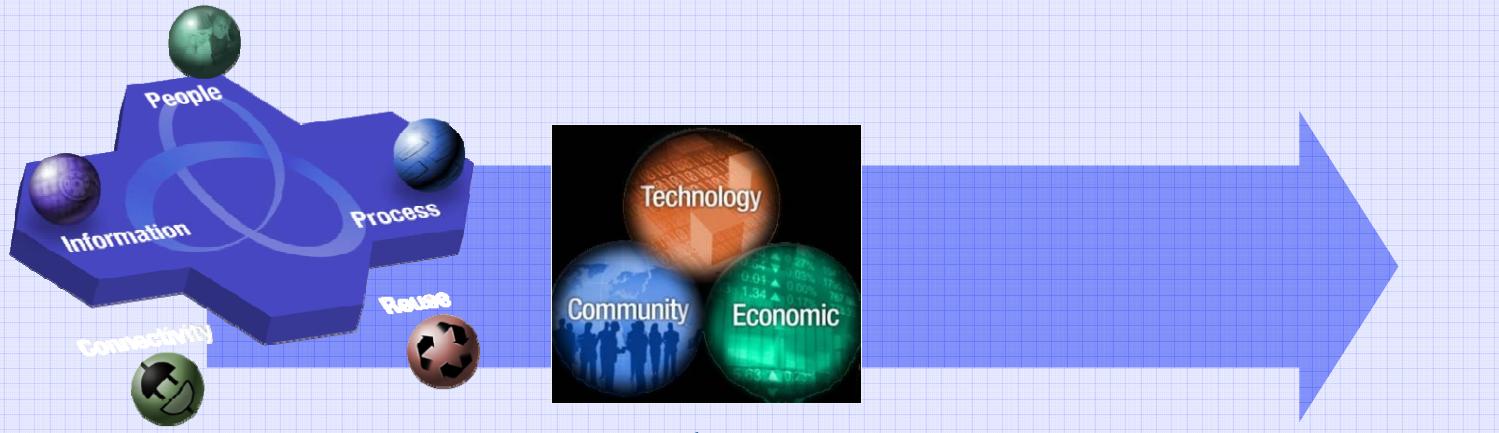
Mortgage application processed in just hours compared with 2-3 days taken by competitors; independent mortgage broker channel now accounts for substantial portion of their business after only 6 months, far exceeding expectations; new channel added without significantly increasing staff levels

Implementation Details:

- CICS® Transaction Server
- Rational Application Developer
- Rational Unified Process®
- WebSphere Process Server
- WebSphere Business Integration Server Foundation Server

Extend SOA Reach with Web 2.0 to Unlock Content

Helps Serve New Markets with Specific Needs



Smart SOA

Extend SOA Reach with Web 2.0

With enhancements to existing products

Simple to use

Simple to access

WebSphere Portal

WebSphere Commerce

WebSphere Application Server Web 2.0 Feature Pack

WebSphere MQ

WSRR

WebSphere DataPower SOA Appliance

WebSphere Business Monitor

WebSphere Process Server

WebSphere Message Broker

WebSphere ESB

CICS Web 2.0 Support Pack

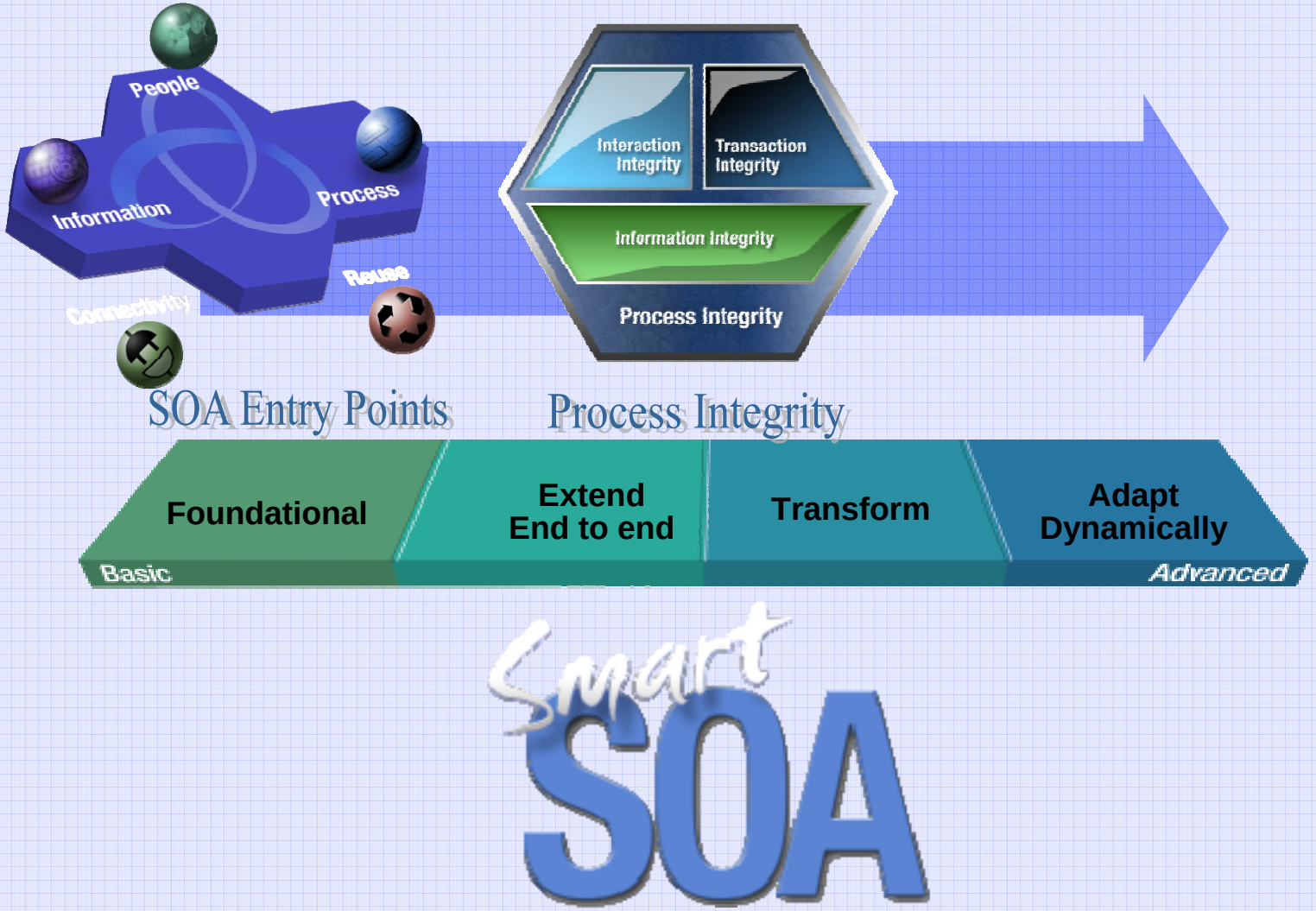
Information Server

Data Studio

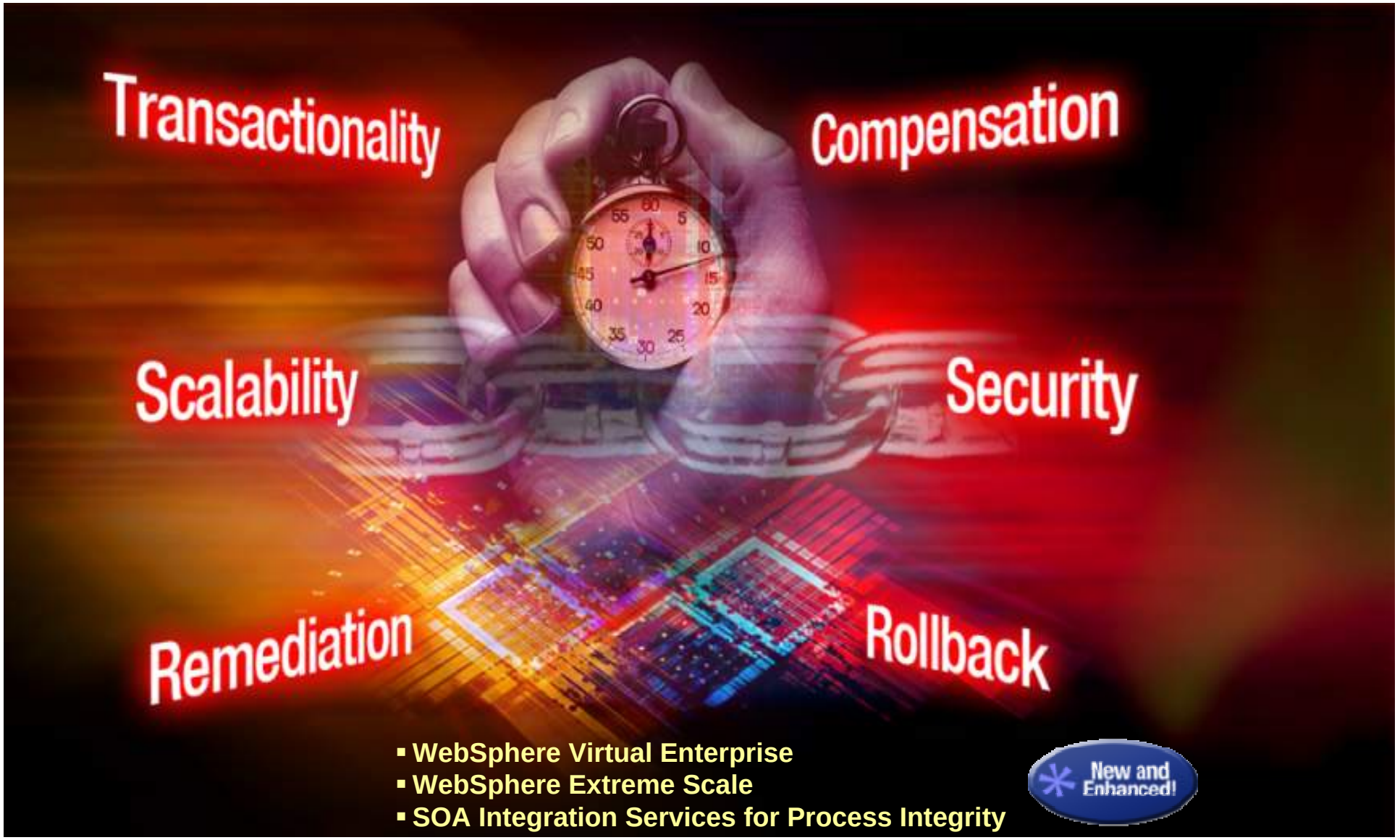
SOA Integration Services

The SOA Entry Points grow with you

Enabling Agility and Reliability for your Business Needs



Process Integrity for the Stresses of Volume and Time



- **WebSphere Virtual Enterprise**
- **WebSphere Extreme Scale**
- **SOA Integration Services for Process Integrity**

New and Enhanced!

Process Integrity for System z

- Fully ARM-enabled
- Workload Management
  - Goal-oriented resource allocation
  - Workload scaling, workload isolation
- Parallel Sysplex for MQ Shared Queues
- Sophisticated heterogeneous transaction coordination
- DB2 data sharing
- CICS API support
- Resource Recovery System (RRS) Global transaction coordination
- RACF for integrated security
- Reporting and Chargeback

- Reduced points of failure
- Faster processing
- Fast End-to-end recovery

IMPACT COMES TO YOU

IBM

- Local Skills
  - Teaming with Thought Leaders in your area for Smart SOA
  - ½ Day Events with unique, cross-brand focus, including:
    - Business Process Management
    - SOA and Security
    - SOA Connectivity
    - SOA and Web 2.0

- Global Impact
  - Impact Comes to You Events planned around the world
  - Success is a universal language

China	Netherlands	Japan	Toronto
Australia	Sweden	London	Bangalore
Rio	Taiwan	Mumbai	

http://www-306.ibm.com/software/solutions/soa/events/icty.html

Local skills. Global impact.

Why IBM? A Long History of Delivering Process Integrity…

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