

# System z – Winning with TCO

## **Overview**

This internal sales enablement provides an understanding of the value and positioning of System z. The topics will help customer-facing representatives recognize opportunities for System z and defend against threats from competitors. You will learn the key differentiators of the System z platform and the value proposition for customers. The conditions under which System z is usually the lowest cost alternative will be discussed. Key strategic plays will be identified which can deliver value to your customers now as well as help you grow your sales over multi-year periods.

## **Target Audience**

The intended audience is any customer-facing representative who is not familiar with System z that needs to sharpen their skills to sell solutions which include System z, or to improve their solution proposals by including System z.

This session has content that non-z product sellers, including cross-platform and cross-brand teams will find of value. Typical job roles for the targeted audience are:

- Brand SSRs
- IT Specialists
- CITAs
- SWITAs
- CSSRs
- SCLs
- Client Teams
- Services Consultants

## **Agenda**

9:00 – 9:15 Introduction - Local Sales Executive

9:15 – 9:30 A Winning Strategy with System z

This topic introduces the winning strategy for System z clients – to deliver the highest quality of service at the lowest cost. It discusses the following key areas that IT organizations should take into consideration to successfully achieve sustainable advantage and win in the marketplace:

- Growing their core workload
- Extending the usage of their System z by adding new workloads
- Consolidating distributed workload onto the System z

Key sales opportunities for IBM hardware and software offerings for each area will be identified.

9:30 – 10:30 Protect and Grow Core Workloads

For those unfamiliar with the mainframe environment, this session will include a brief introduction to System z key concepts and terminology. The unique features of System z that core workloads exploit will be highlighted, including massive scalability, high throughput, and unmatched availability. Proof points and customer examples for these features will be provided. You will gain a clear understanding of why System z provides the lowest total cost of ownership (TCO) for core workloads and see comparisons to distributed systems based on real world examples. Get the specifics you need to defend against attacks from IBM competitors who may try to convince your customer to offload their core workload to distributed platforms. Also learn of the no-charge TCO analysis offering provided by the System z Competitive Project Office (CPO).

10:30 – 10:45 BREAK

10:45– 11:30 Adding New Workload to System z

Learn how System z plays in IBM's smarter planet messaging with solutions that enable smart work, new intelligence, and a dynamic infrastructure. Gain an understanding of "The Rule of Three" concept, created by the CPO, to show how the cost of deploying a new application is usually less on a mainframe if three conditions apply:

- It is an incremental workload on an existing mainframe
- It can make use of a specialty processor
- Disaster recovery is required

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Gain insight into a methodology you can use to accurately begin comparing the costs between System z and distributed solutions for new workloads. See the results of a thorough, multi-year cost comparison between System z and distributed platforms for several new workloads that favors System z, quite often by a wide margin, using TCO proof points.

### **11:30 – 12:15    System z Really Does Cost Less - Consolidation**

Learn why System z is an excellent choice as a consolidation platform for large numbers of distributed servers and the benefits of Linux server consolidation on System z. Many customer examples will be shared. Guidance will be provided on how to determine possible consolidation ratios and apply Service Level Agreement (SLA) parameters to determine actual consolidation ratios. Examine actual benchmark performance results and multi-year TCO analysis that compares System z consolidation using z/VM with other competitive virtualization offerings. Learn why System z's qualities of service make it the ideal platform for large-scale consolidation and how to create a plan for consolidation.

### **12:15– 12:30    Call to Action**

In this closing session, learn why System z is so important to the growth to IBM as well as to your accounts. You will gain an understanding of why having System z in your account can provide key account control and a platform for large multi-year sales opportunities.