

Extending Your Mainframe for More Business Value

Attend one of our free technical education seminars for a fresh look at the mainframe – from new tools that help you make better use of your assets, to the latest technology for boosting mainframe energy efficiency

When you're running a mainframe, the demands put upon it never cease. You counted on it to help you run IT and manage business growth, and now may be looking at it to integrate mainframe and distributed assets using a Service Oriented Architecture. You won't be the first. With the resurgence of the modern mainframe, businesses are increasingly running new workloads on the platform, as well as extending existing workloads, to realize the cost savings and benefits of a robust, highly available and secure platform.

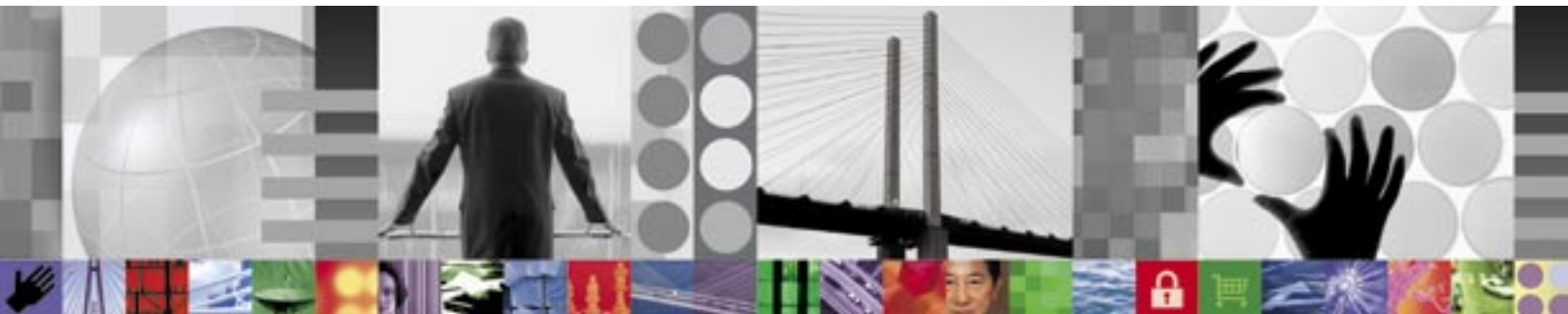
This full-day seminar on the value of the mainframe will show you how to extend existing applications easily and quickly, using modern tools that require no mainframe experience. This new ease-of-use means that you can transform a transactional application to a new access "channel" – whether it's a PDA, mobile phone or "legacy" browser – with relatively few skills. We'll also show you how a mainframe portal and message broker can integrate and extend your existing applications with the highest levels of service. More than ever, the mainframe is the ideal place to trust your data – whether it's operational, relational, XML, or stored in a data warehouse.

In this full-day seminar, **Extending Your Mainframe for More Business Value**, we'll offer both introductory and advanced sessions and demonstrations on how to:

- *Achieve immediate productivity of new hires to the mainframe, for both operations and application development*
- *Implement a data warehouse on System z™, and use the analytical and reporting tools to make real-time decisions*
- *Optimize platform selection for new applications by understanding the deployment capabilities and characteristics of z/OS®*
- *Show compliance of IT systems with the latest industry or federal regulations*

Register online today!

This seminar will help you better understand System z products and services available to you, as well as best practices to follow so you can learn from the experience of your peers. Visit ibm.com/software/systemz/seminar/mainframe right now to locate the seminar nearest you.



Agenda

Continental breakfast will be available at 8:30 a.m. The formal program will commence at 9:00 a.m.

9:00 A.M.	Affordable business growth with System z
9:30 A.M.	New ways of doing business with SOA extensions
10:20 A.M.	New data workloads on System z
11:05 A.M.	Break
11:20 A.M.	Deliver business insight with System z
12:00 P.M.	Simplify communications with a mainframe backbone
12:30 P.M.	Lunch and solution demonstrations
1:30 P.M.	Server virtualization and consolidation – nobody does it better
2:15 P.M.	Achieve the next level of labor efficiency with the mainframe and IT Service Management
2:45 P.M.	Keep one step ahead with compliance and privacy solutions for the mainframe
3:05 P.M.	Break
3:20 P.M.	Extend limited skills with modern System z tools
4:05 P.M.	Hot news about the “coolest” mainframe ever
4:35 P.M.	Wrap-up and closing comments

Location and date

St. Louis

IBM
325 McDonnell Blvd.
Hazelwood, MO
Bldg. 300, Room 215

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