IBM System z10 Enterprise Class Launch Roadshow

System z Software

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The Future Runs on System z

IBM Systems

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Agenda

- **Introduction**
  - Examples of new projects being implemented on IBM System z™ and why
  - Incremental benefits
  - Quick view about recent investments that have helped spur projects on System z

- **New projects being driven to System z**
  - Application-driven projects
  - Information-driven projects

- **Supporting capabilities and infrastructure**
  - Application development and delivery
  - IT Management

- **Summary**

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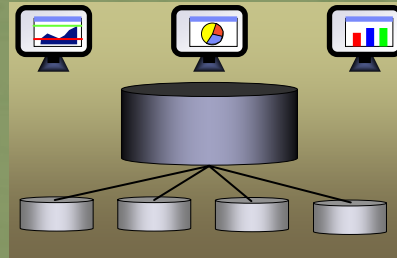 - Application development and delivery
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- **Summary**

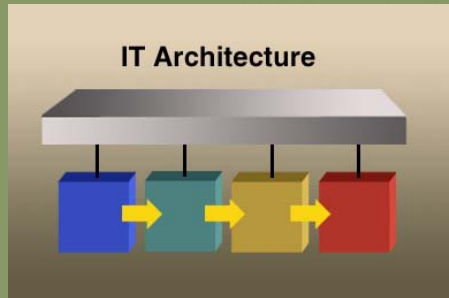# New Projects Being Implemented on System z

New self-service Web app

New business intelligence project

Web portals

Updated IT architecture to ↑ flexibility, responsiveness

IT Architecture

Automated forms processing

and others

Primary Forces Causing Acceleration to System z

Customer forces	Supplier forces
▪ Reduce TCO via consolidation of applications and data	▪ Modern middleware honed for the mainframe
▪ Provide quicker response to business requests	▪ Cross-platform, integrated software development and delivery
▪ Improve application performance	▪ Optimized cross-platform IT management for System z
▪ Increase quality of service	▪ Increased ISV support
▪ Ability to leverage modern skills on mainframe	▪ Investment in skills development for new generation

Incremental Benefit Paths for System z Workloads

↑ Accuracy/ Control / Reliability

- Information integration
- Data and app governance
- Security hub

Governance

Integration

Create Dynamic Adaptability

- Composite apps
- Business mash-up
- SOA hub

IT Architecture

↑ Reliability & Control

| Foundational | Extend End-to-End | Transform | Adapt Dynamically |

Basic — Advanced
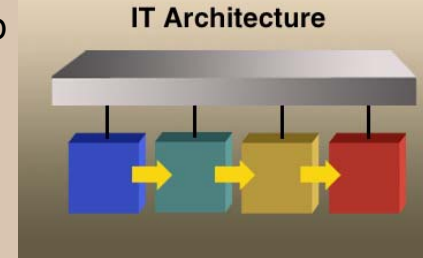
↑ Access to Function & Information on System z

- Exposing traditional apps & data for quick and easy access: Service enablement
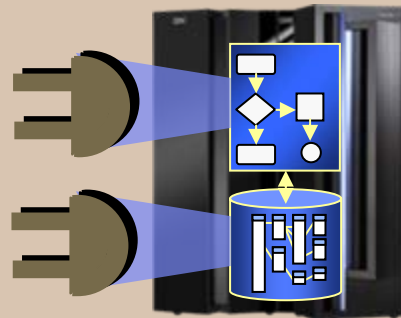
↑ Performance / Manageability

- Creating new Web apps
- Consolidate apps and data
- Web 2.0
- Data warehousing

↑ Performance, cost management, responsiveness

Recent IBM Investments Further Contributing to Adoption of System z for New Workloads

Application-Driven Projects
- Web 2.0 apps enabled using WebSphere Portal
- Workload consolidation benefits through common infrastructures (e.g., WebSphere® Application Server)
- Rapid time to market & low business risk with CICS® Service Flow Feature & WebSphere Adapters
- Ability to integrate existing & new assets across organizational boundaries via WebSphere MQ messaging backbone and federated ESBs
- Faster business innovation built through WebSphere Process Server

Information-Driven Projects
- Understand and optimize business performance with Cognos 8 BI for System z (preannounce)
- Reduce TCO of new workloads with DB2® for z/OS Value Unit Edition
- System z as the trusted information hub with IBM Information Server for System z
- Dynamic Warehouse on System z provides critical performance for real time analysis
- DB2 9 optimized for SAP
- IMS™ 10 for critical on-line operational applications
- Content Manager v8.4 and Content Manager On Demand v8.4 support a strategic ECM platform

Application Development and Delivery Infrastructure Incorporating System z

- Asset Management
- Architecture Management
- Skills Management
- Quality Management
- Change and Release Management

Enterprise IT zService Management Center

- Interdependent Applications
- Linux and SOA
- Composite Applications
- Distributed Environments
- Power and Energy Management
- Financial and Service
- Federated Identity
- Workload and Availability
- Storage

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Application-Driven IT Projects: Typical IT Manager's Goals

- **Drive more business through existing business applications by expanding the user base**
  - Expanding "on Platform" usage: Make the applications accessible from other sources
    - Other people: Web, mobile phones, self-service portals, performance dashboards
    - Other applications: Messages, transactions, service calls
    - Other companies: Business-to-business transactions and service calls
  - Reduce cost of doing business leveraging the skills and assets already in place
- **Handle growing workload volumes through improved efficiencies**
  - Consolidating "Off Platform" workloads onto System z
    - Consolidating individual application instances to a scalable platform
    - Consolidating diverse databases to a scalable environment
  - Streamline the
    - Human/application interface
    - Application/database interface
  - Fewer but more complete interactions
    - Eliminate manual steps and manual cross-application handovers
- **Deliver on new business opportunities faster and more effectively**
  - Innovatively recombine existing application functions to create a new business service
    - Creatively link application instances (on and off platform)
    - Leverage agility gained from the investments in access and scale
  - Dynamically deploy new business services

Getting Workloads on System z Through Smart SOA Middleware That Helps Empower Agility

- **Common execution environment**
  WebSphere Application Server Family is designed to
  - Enable workload movement to the most effective platform
  - Allow workload scaling, vertically and horizontally
  - Enable workload consolidation to scalable platforms
- **Comprehensive message backbone**
  WebSphere MQ and the ESBs are designed to
  - Help assure message delivery
  - Enable message transformation to bridge diverse protocols
  - Enable workload distribution and coordination at the transaction level
  - Allow business applications to communicate effectively
- **Compelling end-user experience**
  WebSphere Portal Family is designed to
  - Personalize interactions with applications, content, processes and people
  - Allow partners, employees and customers to chose their user experience based on role, context, actions, location, preferences
- **Process choreography**
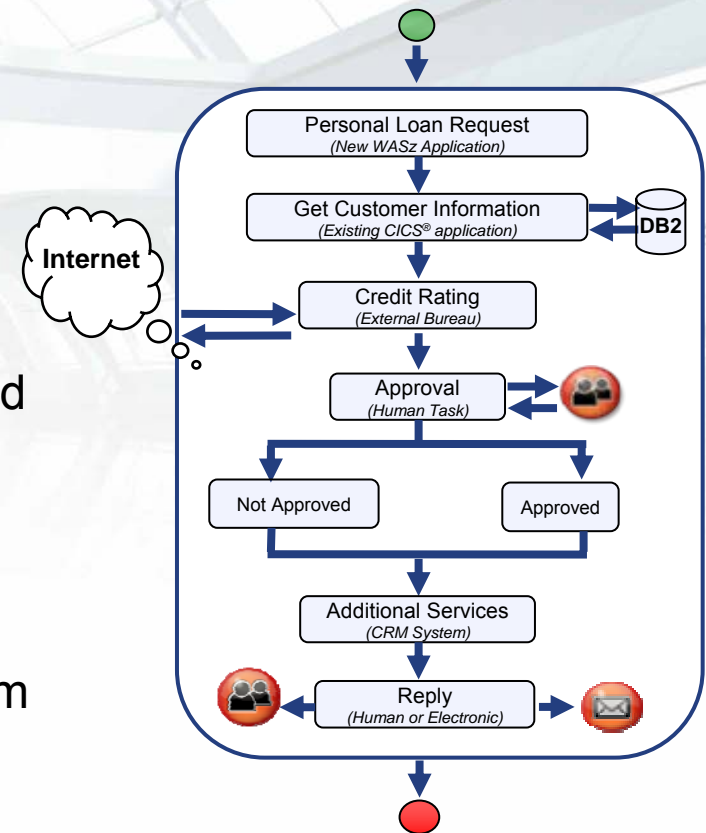 *WebSphere Process Server and Integration Developer are designed to*
  - Enable application and human-centric business processes in an integrated, services-based environment
  - Form streamlined processes that help reduce costs, increase efficiency and enable compliance
  - Allow for the dynamic creation of new business processes

When Clients Use System z for Process Serving

System z – The choreographer for an SOA

- Efficiency: Control processes where they run

- Integration: Help improve the flow of processes

- Automation: Remove the "human enter" keys

- Reliability: Connections help deliver automated processes

- Workload Management: Integration with Workload Manager/Intelligent Resource Director

- Security: Built into system layers

- Availability: IBM System z goal – zero downtime

- Performance goal: Maximized utilization of system capacity with same class of service

Personal Loan Request
(New WASz Application)

Get Customer Information
(Existing CICS® application)

DB2

Internet

Credit Rating
(External Bureau)

Approval
(Human Task)

Not Approved

Approved

Additional Services
(CRM System)

Reply
(Human or Electronic)

New Business Initiatives Leveraging the Strengths of System z

IT Projects designed to help

- Create new business opportunities
- Streamline business operations
- Sustainable model supporting future growth
- Integrated platform for quick change
- Improved customer service

Web access to data for new revenue opportunities

Land Registry
Cymraeg

- Provided access to worlds largest OLTP database via Web services
- New services result in £28 million in new fee revenue in one year

Scalable Business Portal

ALLOCATIONS FAMILIALES

- Federate Web sites for service recipients, partners and employees
- Reduced processing time, workload and costs

Foundation for new custom workload

Nationwide® On Your Side

- Faster deployment cycle
- Provisioning time reduced to days and hours
- Easily transferable UNIX® to Linux® skills

New Customer Service using z/OS

Zagrebačka banka
UniCredit Group

- Modernizing APIs via Java™
- Standard programming language and unified development efforts
- Simplified management and administration

Partnership Extends Core Business

UNIVERSITY OF FLORIDA

- Rapid time to market
- Web services-based access
- Sub-second transaction response

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Why is it Challenging to Leverage Information?

Information Silos

Volume & Variety

Business Velocity

47% of users *don't have confidence* in their information

59% of managers *miss information* they should have used

42% of managers *use wrong information* at least once a week

IBM Systems

Enterprise Information is on System z
… Unlock the Business Value of this Information to Optimize

$3 trillion/day transferred through IMS by one customer

95% of top Fortune 1000 companies use IMS

Over 15 billion GBs of production data in IMS…

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

24x7 ATM Deposits & Withdrawals

Reserves airline seats

Runs the world's stock exchanges & banking networks

Tracks the world's packages

DB2 for z/OS supports the world's largest known peak database workload

DB2: 9 of the top 10 global life/health insurance providers

DB2: 59 out of the top 59 banks in the world

23 of the top 25 US retailers

Information on Demand Software Stack is now on System z …

System z and Information On Demand
Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability *Financial Risk Insight* *Workforce Optimization* *Dynamic Supply Chain* *Multi-channel Marketing*

Business Optimization

Better Business Outcomes

Optimization

End-to-end Capabilities

Automation

New! Business Intelligence & Performance Management
Cognos 8 BI for System z

- Business Intelligence
  - Planning
  - Financial Analysis

New! Information Integration, Warehousing & Management
Data Warehousing on System z
Information Server for System z
IMS Integration with Info2.0
InfoSphere MDM Server for System z

- Information Warehouse
- Master Data Management
- Information Integration

Flexible Architecture for Leveraging Existing Investments

New! Enterprise Content Management, Enterprise Data Management
DB2 9 for z/OS
IMS 10
Content Manager v8.4
Content Manager OnDemand v8.4

SAP amdocs Silicon Plains PeopleSoft.

Transactional Processes   Content-driven Processes

Data Management   Content Management

Other Information & Application Sources

System z Clients Leveraging Information on Demand

IT Projects

- Increased data center efficiency
- Business Intelligence & analysis
- Integrated view of customer
- Information for the enterprise
- Enterprise Resource Planning
- Loss and fraud prevention

Unlocking the Business Value of Information for Competitive Advantage

Open Standards
Flexible Architecture

Information On Demand

pureXML

ADP

- 20% a improvement in operating efficiency over Windows-based XML implementation

Dynamic Warehousing

Payless SHOESOURCE®

- Co-located OLTP & DW
- Move to System z decreased reporting times 80%

SOA Data Serving

verizon

- Exposed legacy IMS through Web services
- Guaranteed integrity on over four billion IMS transactions per month

SAP Information Infrastructure

BALDOR · DODGE · RELIANCE®

- Significant IT savings
- Improved customer service
- Business growth

Data Governance & Accountability

MidAmerican ENERGY OBSESSIVELY, RELENTLESSLY *AT YOUR SERVICE.®*

- Automated archiving to manage continuous data growth

New Information On Demand Software for System z

Better business decisions, faster and with a lower overall TCO

Cognos 8 Business Intelligence for System z

Coming!

Reports and analyzes hundred of millions of transactions directly on the mainframe

Ensures everyone across the organization can quickly identify and respond to critical business trends

Provides a competitive advantage through improved decision making from business data

- *Accepting participants for a customer beta program with Cognos 8 BI for Linux on System z*

DB2 for z/OS Value Unit Edition

Now Available

New one-time-charge offering that simplifies the deployment of new application workloads

Strengthens the role of System z as a cornerstone for key business initiatives such as SOA, DW, BI & SAP

Delivers pureXML which optimizes information availability in the new enterprise data center

Data Warehousing on System z

More than 50 new features in the last two releases of DB2 for z/OS supporting warehousing

Information Server for System z - brings new scalability, information consistency and performance to System z customers
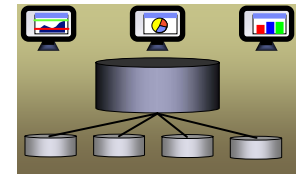
InfoSphere Master Data Management Server for System z

More effectively manage high-value operational information

- Customers, suppliers, partners, product materials and employees

Coming!

Addresses and solves the root cause of master data complexity

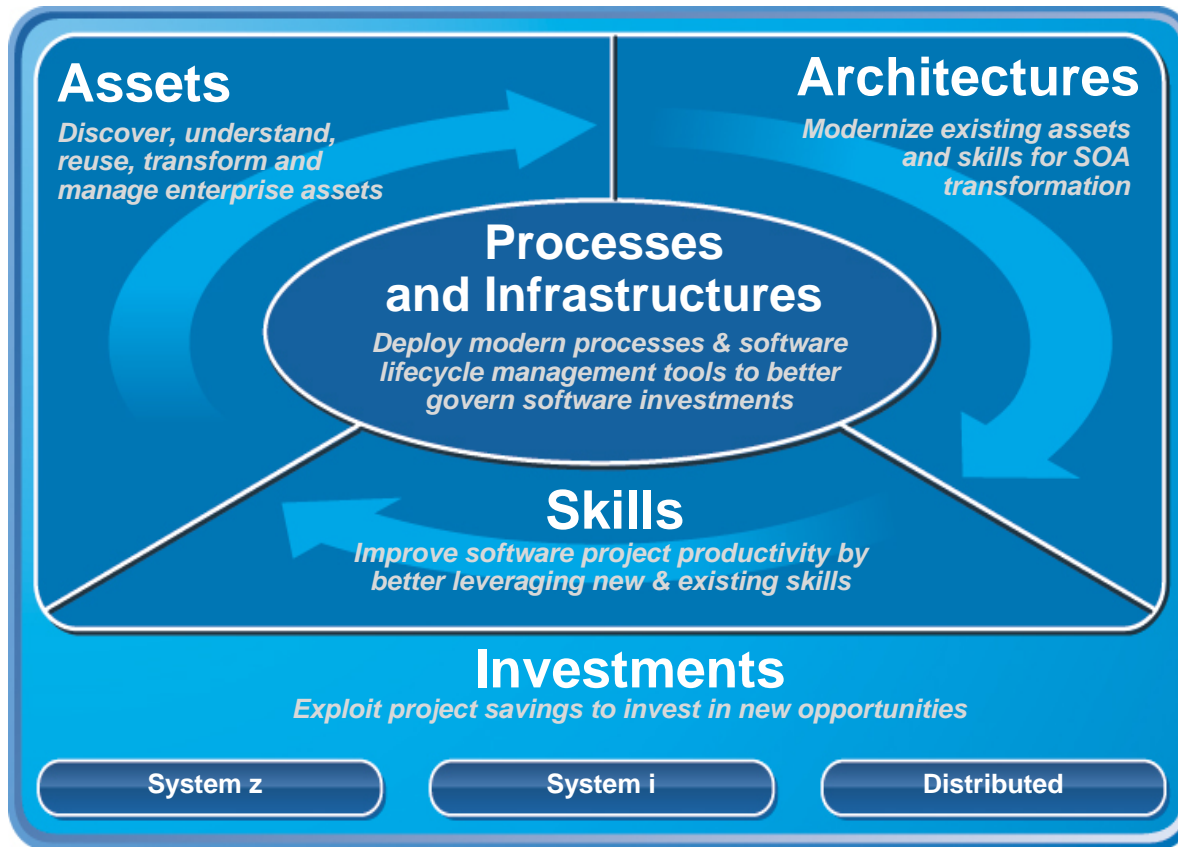*Information on Demand Software Stack is now on System z*

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Enterprise Modernization Solution for System z
Unleashing enterprise software assets and skills

Assets
Discover, understand, reuse, transform and manage enterprise assets

Architectures
Modernize existing assets and skills for SOA transformation

Processes and Infrastructures
Deploy modern processes & software lifecycle management tools to better govern software investments

Skills
Improve software project productivity by better leveraging new & existing skills

Investments
Exploit project savings to invest in new opportunities

| System z | System i | Distributed |

✓ ***Extend value of existing enterprise assets***

✓ ***Leverage and modernize existing and new skills***

✓ ***Drive innovation with technology advancements***

✓ ***Ensure quality throughout the software lifecycle***

✓ ***Enable business flexibility and change across the software lifecycle***

Summary "At a Glance" - Accelerating Software Innovation on System z
Unleashing enterprise software assets and skills
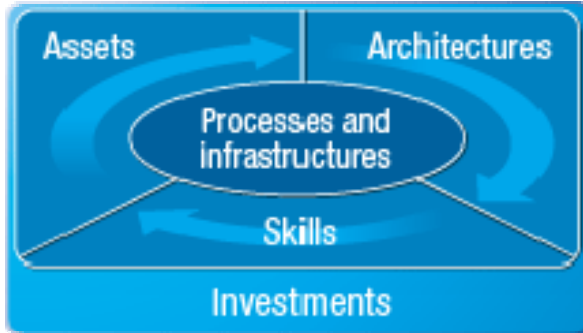
✓ *Extend value of existing enterprise assets and skills*

✓ *Drive innovation with technology advancements*

✓ *Improve team collaboration and responsiveness*

✓ *Enable business flexibility and change across the software lifecycle*

New and Enhanced!

Rational software | New & Enhanced Capabilities

Rational Business Developer v7.1
Rational Developer for System z v7.1
Leverage the IBM business language "EGL" to accelerate Web 2.0 and SOA development on System z platform; increase productivity and skills flexibility

Rational Transformation Workbench
Rational Host Access Transformation Services
Analyze, extend and reuse core System z transactions as services; reduce time to market and increase responsiveness; modernize assets for SOA transformation

Rational ClearCase for z/OS and Rational BuildForge
Speed software delivery and improve quality by automating and streamlining software lifecycle management processes for System z; leverage a common software repository across organizational development projects.

Academic Initiative for System z
Engaged with over 400 colleges and universities to accelerate mainframe courses and degrees

New System z Sandbox
Quickly evaluate and learn new capabilities in a virtual System z development environment

New System z Starter Packs
Jump-start modernization projects with IBM System z starter packs

System z for ISV
Provides IBM's business partners with a variety of training programs and resources to increase their return on investment (ROI),
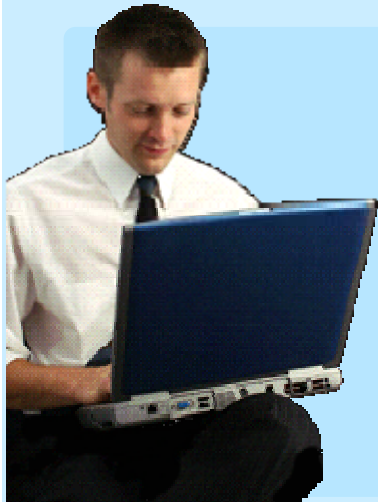
How to get started?

Kickstart your System z application development projects

New!

System z Sandbox

Example assets and best practices providing low-risk, practical, hands-on path to leveraging IBM solutions

Visit: ibm.com/rational/modernization

Full version software trials

'Try online' hosted System z environments

Tutorials

Architectural Guidance

System z Starter Packs

Solutions for common System z application modernization challenges

- *Discover, Reuse and Grow*
- *Develop and Manage*
- *Test and Track*

Jump-start your modernization projects!

Education Series - Modern Application Architecture for COBOL Developers

Learn how to design and integrate composite applications across CICS and WebSphere – leveraging existing COBOL processes.

Accelerating Software Innovation on System z

IT Projects

- Integrate distributed applications with its z/OS® environment

- Identify business services to leverage across the enterprise

- Extending COBOL applications for online banking

- Improving productivity by breaking skills silos

- Unifying enterprise and distributed teams

User interface modernization

- Decrease development cycle time from 11 to 6 months with HATS
- Speeds creation of new customer services
- Improved operational efficiency

MERCANTIL DO BRASIL

Enterprise portfolio management

- Identify obsolete code within automotive systems, and begin "decommissioning"
- Perform impact across massive systems with WebSphere Asset Analyzer and Rational Transformation Workbench
- Communicate impacts to potentially affected development teams

Rapid application development

- New application framework based on IBM COBOL standard
- Rational Developer for System z to design new COBOL to provide online banking services

COMMERZBANK

Cross-platform application development

- Standardize on Rational Business Developer extension and Rational Application Developer to unify application development across all platforms and transaction managers (e.g., WebSphere Application Server, IMS)
- Rapid time to market

KBC

Unified change and release management

- Highly automated cross-platform solution using ClearCase to manage and support the software lifecycle for COBOL and Java development

GENERALI
Assicurazioni Generali Sp.A.

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Challenges with Managing Enterprise Assets

- **Complexity**
  - Heterogeneous infrastructures consisting of IT and non-IT assets
  - Increased interdependency of assets and their effect on the business service
  - Operational changes requiring approval of multiple disconnected operational domains

- **Change**
  - Industry consolidation, globalization
  - Boundaries between enterprise and IT assets are blurring with IT-enabled business assets

- **Laws and compliance**
  - Regulations, security and audit capabilities

- **Cost**
  - Management and administration, especially across silos of redundant infrastructure

Energy & Utilities | Industrial | Financial Services
Public Sector | Transportation | Life Sciences

- 80% of CEOs agree that collaboratively integrating business and technology is key to business growth and innovation

- 40% of CEOs surveyed in the 2004 Global CEO Survey indicated that asset utilization would be a key focus in strengthening financial performance given the impact of anticipated market focus.

[1] IBM Global 2006 CEO Survey

IBM Tivoli Service Management Center for System z

Enabling clients to strategically use their System z as an integrated, enterprise-wide, hub for the efficient management of business and IT services

IBM Tivoli Service Management Center for System z

Best Practices and Services

Process Management

Service Management Platform

Operational Management

Optimized Infrastructure

Incident & Problem Management	*Change & Release Management*	*Business Continuity Management*	*Business Service Management*

Discovery & Relationship Mapping	*Federated Configuration Archive*	*Process Automation Engine*

Monitoring	*Operations & Production Control*	*Financial Management*	*Security*

Optimize your data center for all platforms, all processes
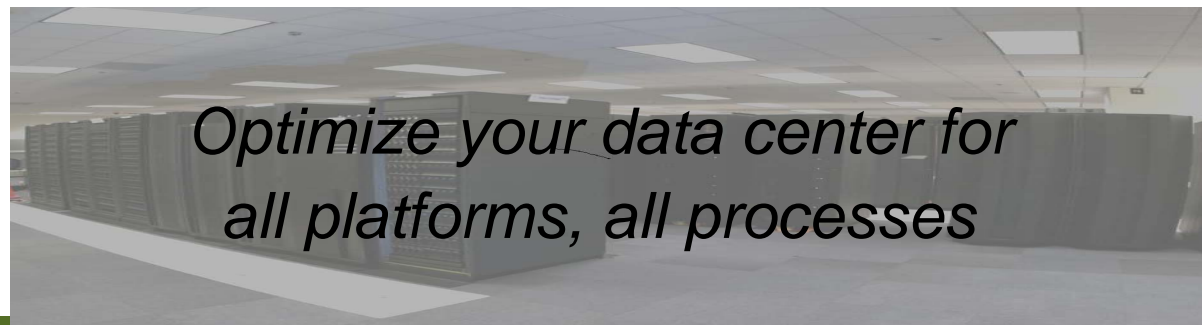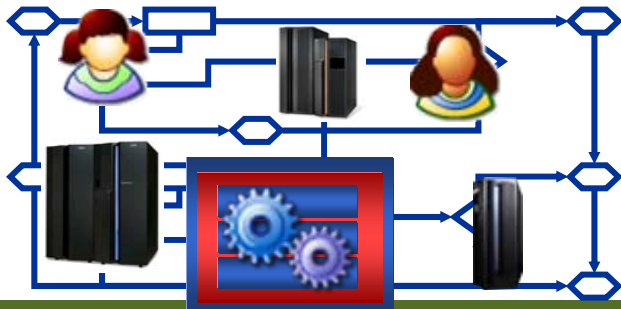
End-to-End Management from Tivoli
System z Portfolio – Managing Across the Enterprise

Managing Information
- **Monitor delivery quality of application information**

Compliance
- **Security**
- **Storage**
- **Sarbanes–Oxley**
- **HIPAA**
- **Audit reporting**

Core Process Monitoring
- **Dynamic Workload Automation**
- **Virtualization of the infrastructure**
- **Management of workloads / Capacity Planning**
- **Cross-platform and multi-tiered application management**
- **Cross-product integration for single focus view for:**
  - **z/OS, DB2, CICS, Mainframe Networks, storage**
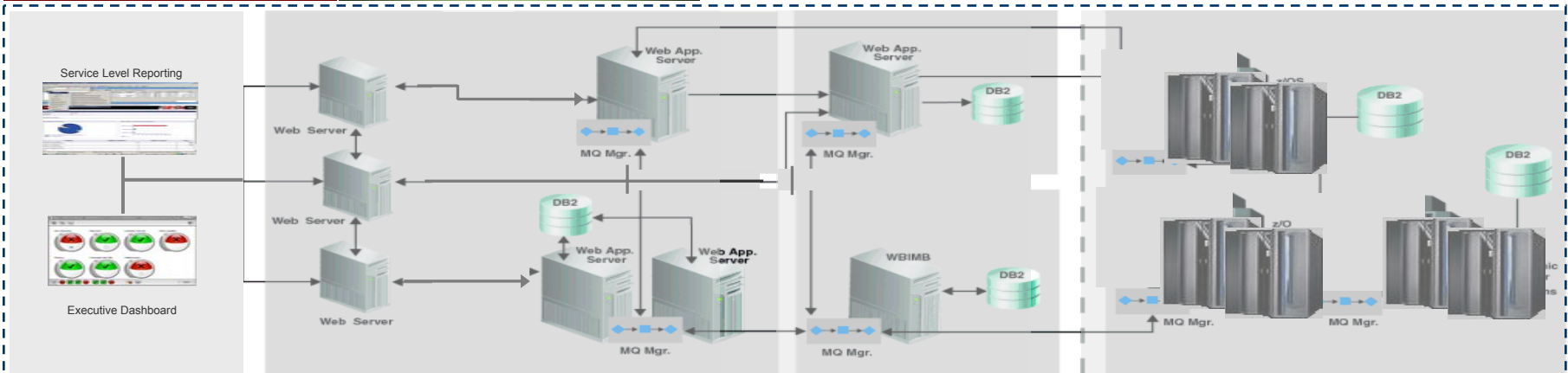
Application Management and Development
- **Single customized portal**
- **Integrated cross-platform resources**
- **Packaged for multi-environments:**
  - **SOA, J2EE™, WebSphere, CICS**
- **Analyze specific issues: Response time, process tracking, messaging**

End-to-End Monitoring
- **Security**
- **Compliance**
- **Service and Service Desk**
- **Customer service response**
- **SLA assurance**

System z as your Security Management Hub

Centralize security management for the whole environment

Security Provisioning and Administration

Intrusion Detection

Identity Management

Encryption and Secure Key Management

Security Management Hub

Access, Authorization and SSO

Audit Management

Authentication Management

Policy/Regulatory Compliance Management

- Sarbanes–Oxley
- HIPAA
- Audits

Comprehensive and Centralized Service Management through System z

Service management

- Cross-enterprise security
- Faster technology adoption
- Virtualization
- Greater productivity and improved resource use

Cross-Environment Security Management

HOUSING & DEVELOPMENT BOARD

- Single point of contact for security
- Faster and secure access to customer applications
- Ability to deploy applications faster

Speed of Entry Into New Businesses

nab

- Secure user ID for application development process
- Secure on-line form publication
- Seamless integration into portal application with single sign on

Reduction in Infrastructure Complexity

NEXXAR GROUP

- Consolidate 80 physical servers to virtual servers on one System z9
- Ease of integration corporate acquisitions
- Automated monitoring and provisioning move skilled resources up value chain

Increase staff productivity across the enterprise

BARCLAYS

- Support increased workload with no service impact
- Centralized IT and improve staff productivity
- Manage critical workloads across the environment

Rapid Response to Global Market Changes

Colgate

- Centralize SAP implementation and reduce cost 10%
- Application and resource drill downs for problem mitigation
- Simple capacity reallocation as needed for demand

Summary

- **Significant performance gains for IBM software running on System z10 EC**

- **New software announcements further benefit System z customers**
  - Utilizing System z as an information hub
  - Applying modern processes and software lifecycle management tools to the mainframe
  - Foundation for transaction-based workloads and SOA
  - End-to-end visibility, control and automation across the service management, technical support, operations, security and financial management

- **System z platform for new workloads helps clients attain the following benefits**
  - Faster response to demands by business for change
  - Reduced dependency on specialized skill-sets
  - Reduced cost of workloads and management
  - Reduced risk associated with changing IT infrastructure
  - Better alignment of IT with business

IBM System z10 Enterprise Class Launch Roadshow

System z Software

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The Future Runs on System z

IBM Systems