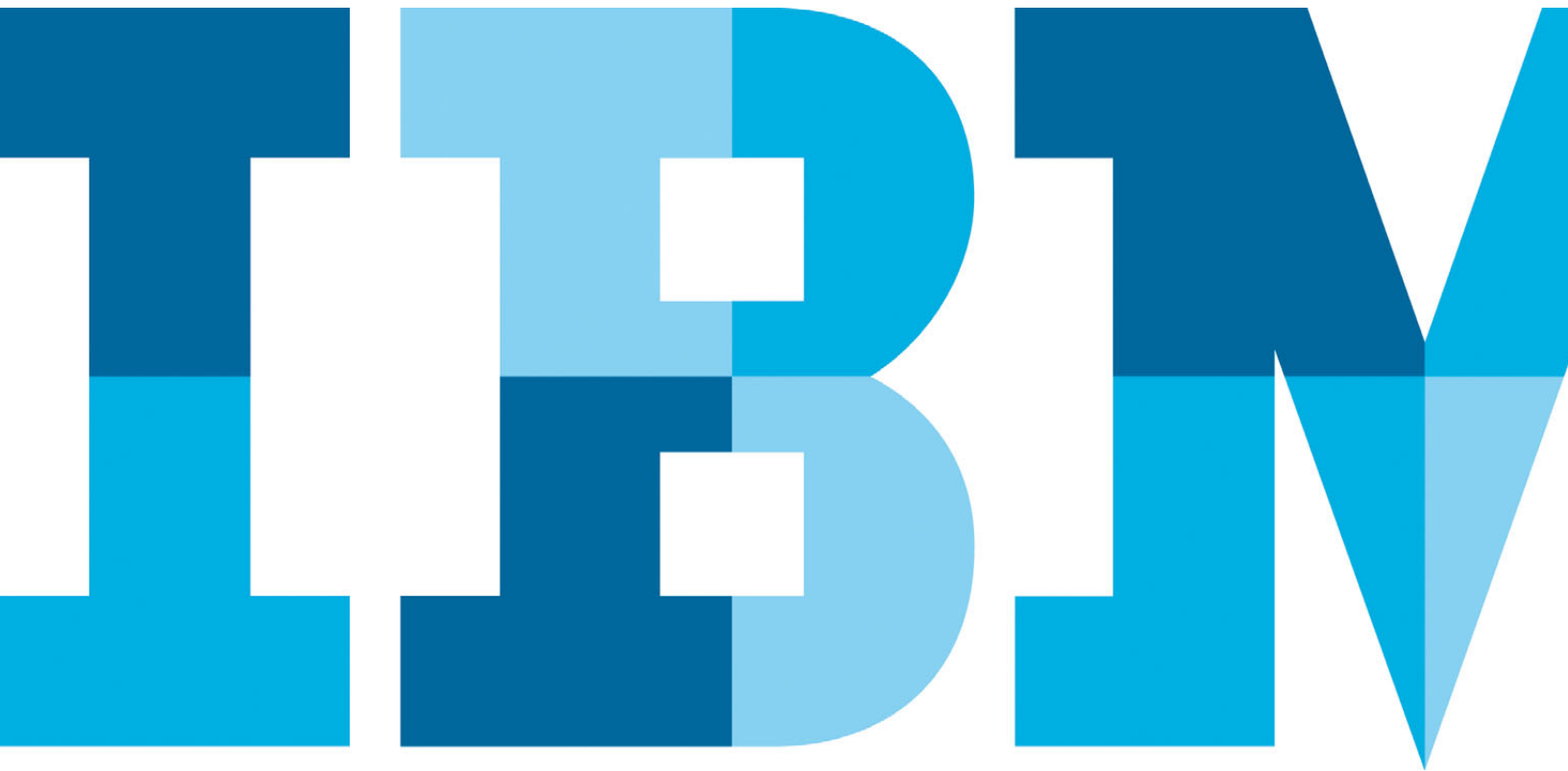


# IBM zEnterprise: The smart platform for business applications



## The right platform for success—today and in the future

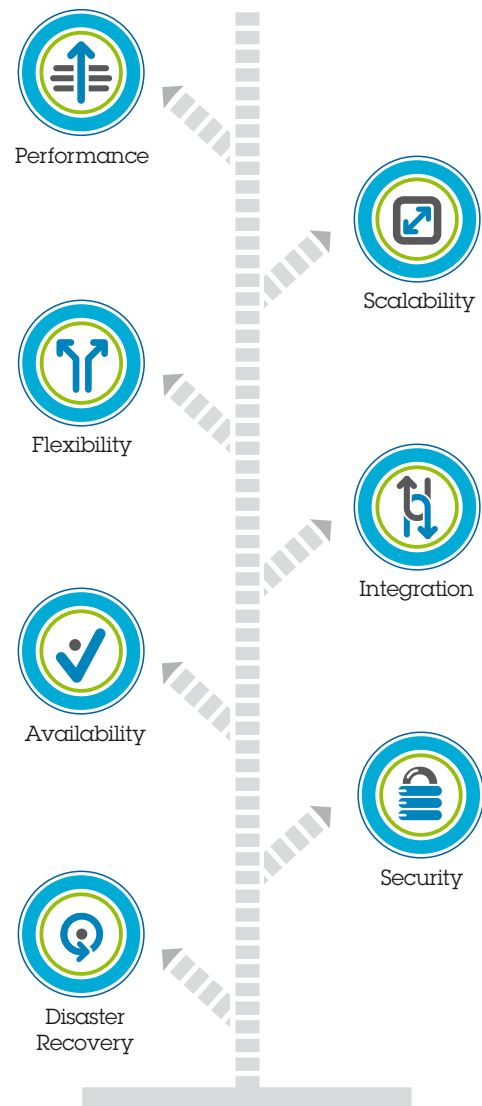
The newest generation of IBM System z® servers is a smarter system that delivers the data serving power, security, resiliency and scalability required by today's and tomorrow's enterprise business applications.

These new servers combine the computational strength of IBM POWER® systems required for high-performance computing and application serving, the breadth of IBM System x® systems required for low-cost application and front-end web application serving, and the System z platform, with its long track record of proven success in critical environments.

The new IBM zEnterprise™ System delivers groundbreaking flexibility to help you simplify operations and improve service quality. System z virtualization and intelligent workload management capabilities provide a strong foundation that enables multiple workloads to run on a single system with high utilization rates. And zEnterprise takes a bold new step. It allows workloads running on multiple heterogeneous platforms to be consolidated and managed as a single system delivering System z's proven qualities of service that business-critical applications require.

With zEnterprise, you can take advantage of the workload processing options best suited to your business requirements. You can break down the barriers of siloed computing structures because you have a new catalyst for innovation and growth. You can reduce the chance of operational errors and downtime, with centralized management capabilities that streamline processes and require fewer resources.

## Business Applications on IBM zEnterprise



## Building a bridge across enterprise platforms

Mergers and acquisitions, evolving IT strategies, new technologies and the passage of time have combined to create complex enterprise computing environments—with broad application portfolios spread across numerous platforms.

zEnterprise delivers a smarter system that addresses the challenges these complex environments create. With the zEnterprise platform, integrated mainframe, IBM POWER7® and System x technologies come together from across the enterprise to create an end-to-end infrastructure for enterprise business applications.

zEnterprise provides a robust foundation to support IBM DB2® running on IBM z/OS® for data serving. It supports a new set of flexible options for deploying business applications. And it enables you to run enterprise workloads that span z/OS, Linux® on System z, IBM AIX® on IBM Power Systems™ and Linux on System x—all under a single system management umbrella.

zEnterprise can help free up valuable resources and enable the level of collaboration required for solving today's business challenges. It can reduce time to market for new projects by reusing proven assets. It can improve efficiency with advanced automation capabilities that reduce manual operations and the risk of errors. And it can enable quicker response to changing business requirements, helping to drive your top-line revenue growth and deliver improved bottom-line profit.

## Extending the value of existing IT investments

The tightly integrated zEnterprise solution delivers on the strengths inherent in mainframes to provide the premier platform for enterprise business applications. The flexibility and

choice that zEnterprise provides can help organizations lower costs, capture insights and act on new opportunities. Consider a few ways in which this platform can be used to extend the value of existing IT investments.

### SAP Business Suite and SAP industry solutions

*Scenario:* A university runs SAP human resource, finance, procurement and general business applications. It wants to extend services to additional branch campuses. The challenge is to expand without adding management headaches or unnecessarily increasing costs—all while ensuring availability across locations. The answer lies in consolidating applications from the Intel® processor-based distributed server environment and integrating them with zEnterprise.

### Applications for banking and other financial industries

*Scenario:* A bank can reduce costs and gain client insight more quickly if it upgrades applications while leveraging its existing investments in core systems and data. zEnterprise can simplify a complex infrastructure and provide flexible new alternatives to deliver value to the bank's customers. The bank can deploy new capabilities while extending and protecting its IT assets.

### Customer relationship management applications

*Scenario:* A nationwide retail business implements zEnterprise to provide the ideal platform for reaching outward to serve its customers while at the same time reaching inward to leverage existing investments in processes and data. The flexible, integrated format of zEnterprise allows improvements in efficiency and supports global operations with a smaller carbon footprint.

## Meeting key enterprise needs for demanding applications

zEnterprise provides a high-performance foundation for moving business forward. It frees organizations to modernize legacy applications, extend existing applications and consolidate functions of applications. zEnterprise is designed to fulfill

the requirements of the most demanding business applications, setting the stage for highly effective and efficient operation.

### Flexibility

Today's enterprise computing environments are heterogeneous and multiplatform both because they have grown over time and because they often are optimized to run specific types of workloads. These workloads include database and transaction processing, numerically intensive computing, data analytics, web-based interactions and a myriad of single-purpose applications. While optimizing each of these workloads in its native environment is smart, optimizing the way they work together in an integrated IT infrastructure is smarter.

zEnterprise can reach across platforms, consolidate islands of computing, reduce complexity, help improve security and bring applications closer to the data they need. zEnterprise provides the flexibility to consolidate and manage business applications on the optimum platform, creating the best fit for the workload.

zEnterprise brings heterogeneous environments together into a single system. It provides central management of critical operational aspects, including goal-oriented policy management, increased security, dedicated virtual networks, improved data handling, and energy management. With zEnterprise, you can extend mainframe-like governance and qualities of service to special-purpose workload optimizers and to POWER7 and System x general-purpose processors.

### Integration

System z provides robust integration of z/OS-, Linux-, AIX- and Microsoft® Windows®-based applications. zEnterprise builds on this foundation by providing new options for applications on AIX and Linux deployed on IBM blades.

Many of today's enterprise environments suffer from server sprawl and escalating complexity. As a result, significant portions of today's IT budgets are consumed by IT operations. zEnterprise enables new levels of integration and provides automated management capabilities—helping to solve these challenges and free up valuable resources.

Extensive automation and intelligent workload management capabilities combined with industry-leading integration can help you manage and optimize all aspects of IT services to achieve more efficient utilization of system resources. With advanced virtualization capabilities such as automated fast cloning, zEnterprise makes it easier to keep up with growth and changing business requirements. New application servers can be deployed rapidly, reducing server deployment time from weeks to minutes.

### Security

zEnterprise provides comprehensive protection against a full range of IT threats. Its support for massive throughput of secure transactions includes simplified encryption and key management to protect data at rest, data in flight and data on removable media. zEnterprise also provides centralized identity and access management to simplify security administration, auditing, reporting and compliance.

Virtualization on zEnterprise enables fewer physical server images, fewer intrusion points, fewer points of failure, and a common security domain across these servers. In addition, IBM Tivoli® zSecure and IBM RACF®, also known as the z/OS Security Server, can further reduce risk and simplify governance and compliance as compared to a physically distributed environment.

### Scalability

Deploying DB2 for z/OS on zEnterprise provides outstanding database scalability and the ability to handle increased volumes of data. Business applications can take advantage of the unique parallel database design of DB2 data sharing, which delivers a high-availability environment that eliminates the need to split data across multiple servers.

zEnterprise provides more total systems capacity, with an increased number of engines and improved performance. It also provides new scalable options for applications deployed on IBM blades. These enhancements enable near-linear scalability unmatched in the IT industry. With zEnterprise's ability to handle billions of instructions per second, you can consolidate more workloads. And with zEnterprise's On/Off Capacity on Demand capability, you can respond dynamically to changing business requirements.

### Availability

zEnterprise can provide continuous availability for hardware, operating systems and data. In today's dynamic global marketplace, very high availability of the system is crucial to the competitiveness of the enterprise. For such high availability, it is essential to eliminate all single points of failure in the IT system.

DB2 Data Sharing and IBM Parallel Sysplex® architecture on z/OS can provide nearly nonstop availability. Systems management activity can be performed without planned downtime. z/OS Parallel Sysplex helps to keep the business applications available even if a single system must be stopped. Different DB2 and z/OS maintenance and release levels are allowed within a sysplex, enabling rolling maintenance and software upgrades.

### Disaster recovery

zEnterprise with IBM Geographically Dispersed Parallel Sysplex™ (GDPS®) provides a comprehensive high-availability and disaster recovery solution tailored to your business requirements and your budget. GDPS enables a single disaster environment and recovery plan. It provides a single consistency group across multiple platforms including z/OS, IBM z/VM® and Linux on z. It provides continuous availability and disaster recovery for heterogeneous distributed applications using GDPS Distributed Cluster Manager and Tivoli Systems Automation Application Manager.

### zEnterprise: Helping organizations move forward

zEnterprise delivers on the strengths inherent in IBM mainframes to provide the premier platform for enterprise business applications. It gives organizations the ability to optimize deployments in the way that best fits business needs with technologies to span the entire enterprise—including workloads on z/OS, Linux on z, IBM POWER and System x blades.

zEnterprise is the technology of choice for simplifying complex infrastructures by integrating applications across heterogeneous platforms. This breakthrough solution enhances the integration of platforms optimized for single applications. It extends unprecedented scale and quality of service to distributed workloads at competitive prices.

zEnterprise makes keeping up with exponential growth and dynamic business requirements more efficient, helping your enterprise be more competitive in a nonstop global marketplace.

## For more information

To learn more about the value of running your enterprise business applications on the IBM zEnterprise platform, please contact your IBM representative or IBM Business Partner, or visit [ibm.com/systems/z](http://ibm.com/systems/z)

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