



**Taming the Digital Dragon:
Fostering Innovation on the mainframe
to Enhance Customer Engagement**

Twickenham Stadium, London, Box 3070
5th November 2014, 2:00 PM - 4:00 PM

***the Executive Event at Business Connect
for IBM mainframe customers***

**BusinessConnect
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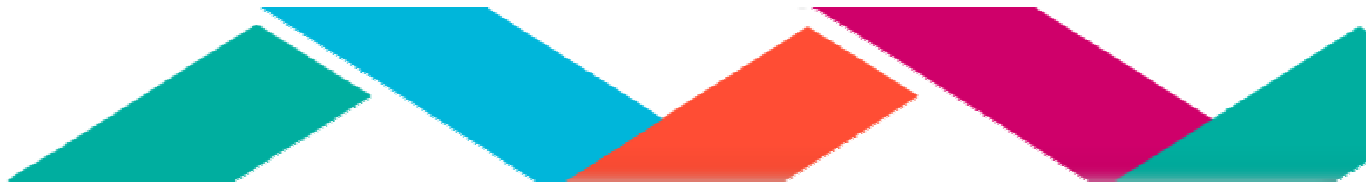


Presentation highlights of

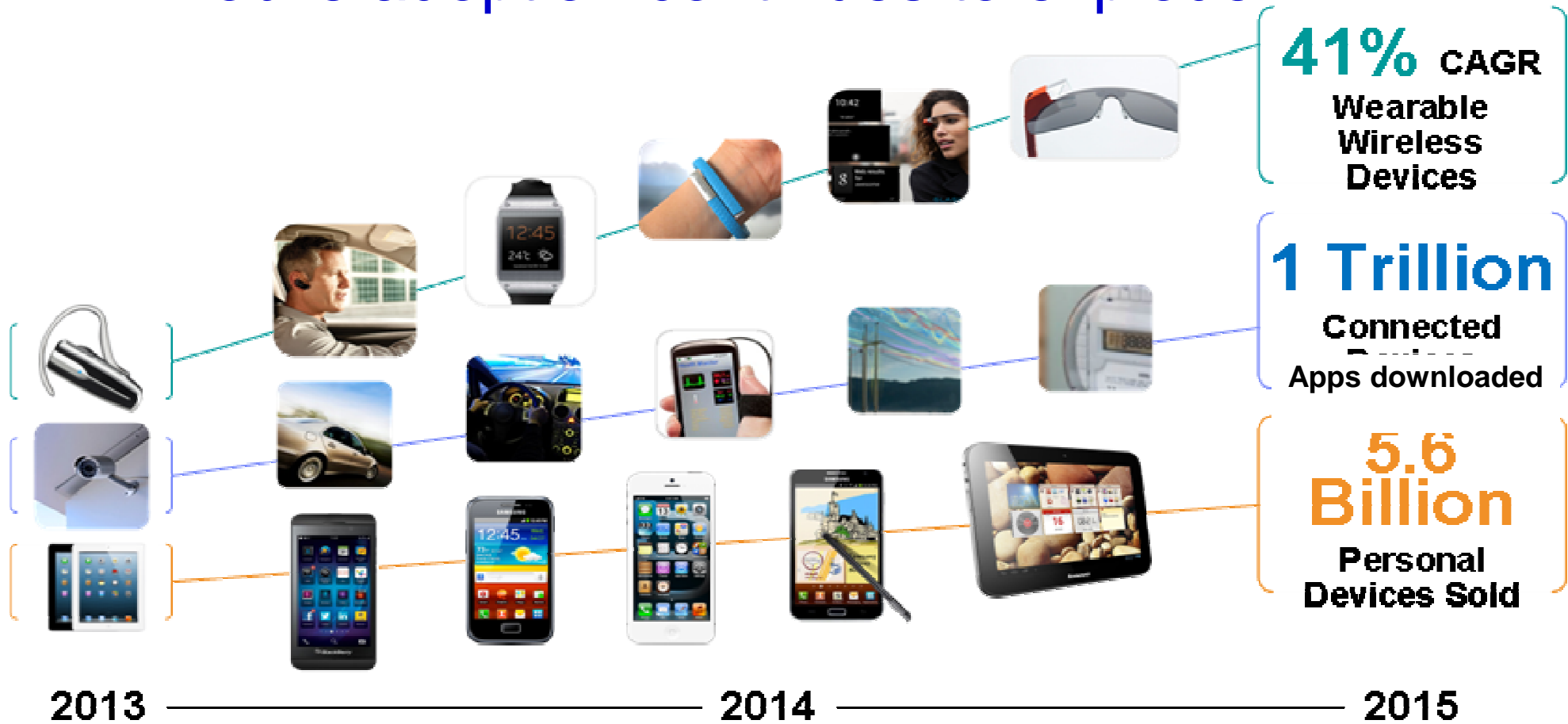
Build Digital Leadership: Reacting quickly to capture “Business Moments”

(Karmjeet Kahlon - WW Director z Software)

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Mobile adoption continues to explode



Infrastructure matters for enterprise mobility

Mainframe

Increasingly adaptive and affordable for mobile workloads

1

Enterprise integration via mobile-friendly interfaces with z/OS Connect

2

Improved economics with Mobile Workload Pricing

Co-locating Worklight on Linux for System z with Systems of Record

System z memory to memory capabilities



Increases throughput

61%

Reduces response time




36%

Lowers cost per transaction

16%

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IBM MobileFirst & System z Client Successes

-  Italian bank runs its mobile banking service on Linux on zEnterprise as they evolve their use of the mainframe
-  Software developer in Germany now creates mobile apps faster and more cost effectively
-  Chinese healthcare organization uses mobile to gather individual and regional health data



Cloud makes it possible to embrace and manage new workloads with scale, speed, and security



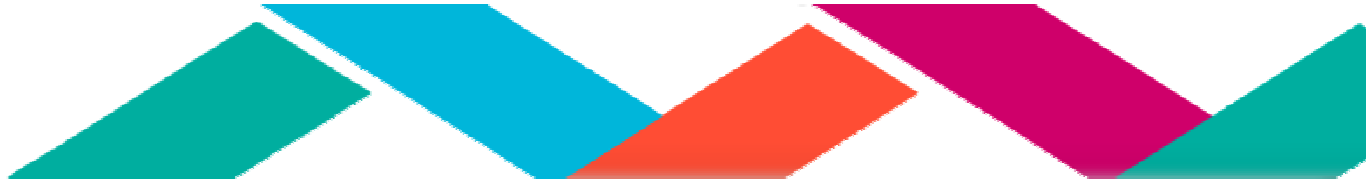
~70% of enterprises will pursue hybrid cloud by 2015¹

Cloud deployment has grown 92% since 2012²

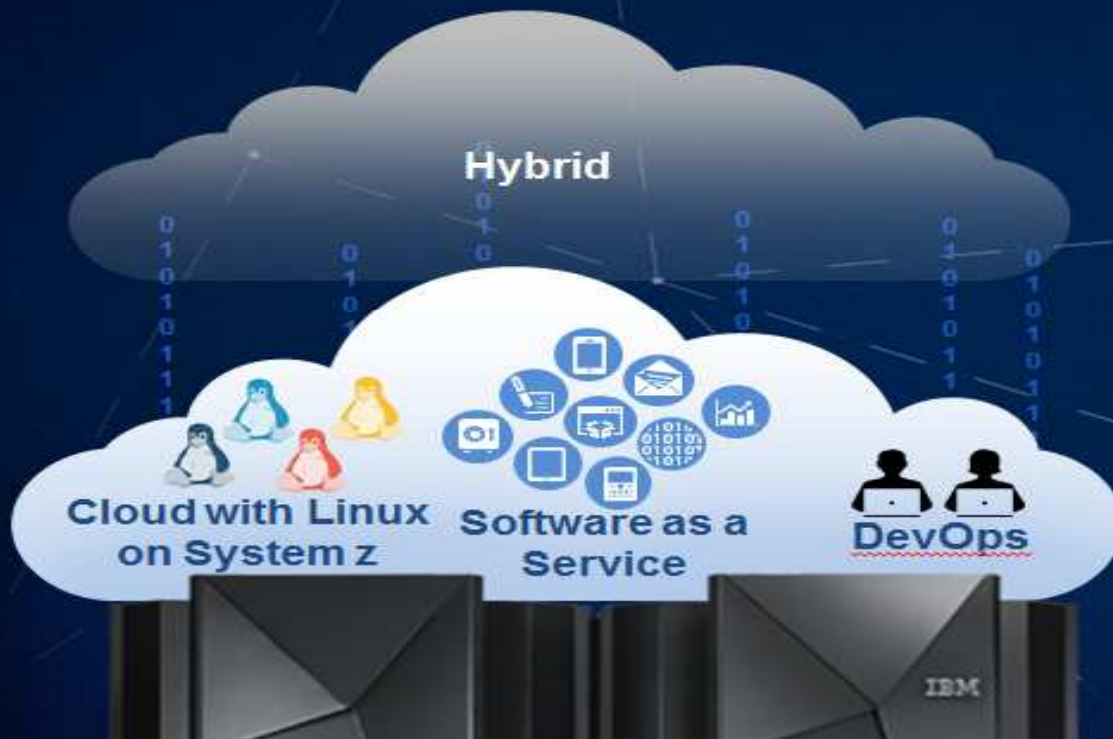


1. Gartner, p.6, Private Cloud Matures, Hybrid Cloud is Next, Gartner G00255302, Sept 6, 2013
2. "Raising the game: The IBM Business Tech Trends Study," www.ibm.com/ibmcaibiztechtrends

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System z: the multi-dimensional cloud for extreme flexibility and business value



App Dev cloud

Maximize efficiency by tapping unutilized resources

z/OS cloud

Core business operations enabled as cloud services

Hybrid cloud

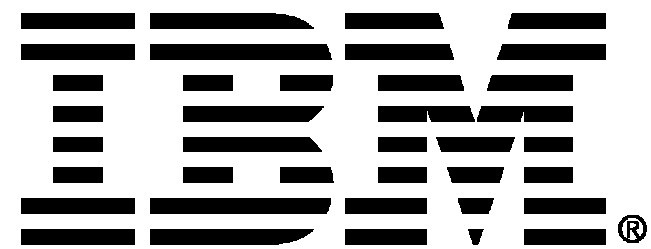
Maximum flexibility through use of on- and off-premise resources

Linux on z cloud

Highly efficient fully virtualized infrastructure

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