IBM z Systems

z Systems Q2 Launch

IBM Digital Experience on Z

16/06/2018

Agenda

- What is IBM Digital Experience Suite
- Why put it on Z
- Why IBM Digital Experience Suite
- Roadmap and Future Plans

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IBM's Digital Experience Strategy
One Robust, Integrated Platform – Built For Flexibility

Integrated – Speed time to market with a core platform

Open – Leverage & extend existing data sources through robust integration capabilities

Instrumented – Support evidence-based decision making through analytics

Contextual – Increase customer satisfaction with digital experiences tailored to a user's location, attributes, preferences, device, behaviors.

Flexible – adapt to handle the latest advancements + technology changes

LOB Friendly – enable LOB to manage the digital experience life cycle day to day.

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IBM Digital experience **capabilities**

WebSphere Portal V8 Offering on z Systems

Offerings	z/OS	zLinux
WebSphere Portal Server	Base	Base
WebSphere Portal Enable	✓	✓
WebSphere Portal Extend	N/A	✓

WebSphere Portal Server (Base) includes:

- Portal Server component
- Portions of WebSphere Application Server
- IBM Tivoli® Directory Server
- IBM DB2®
- IBM Connections Profiles & Files

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Z Systems Packaged Offerings

- **WebSphere Portal Enable** includes all the components and packages of WebSphere Portal Server plus:
  - Web Content Management component
  - Document Management component
  - Content Analytics with Enterprise Search
- **WebSphere Portal Extend** (Linux on System z only) includes all the components and packages of WebSphere Portal Enable plus:
  - IBM Forms™
  - IBM Sametime®
  - IBM Connections

- **Portal on z/OS**
  - http://publib.boulder.ibm.com/infocenter/prodguid/v1r0/clarity-reports/report/html/softwareReqsForProduct?deliverableId=1335812746263&osPlatform=z/OS
- **Portal on Linux for System z**
  - http://publib.boulder.ibm.com/infocenter/prodguid/v1r0/clarity-reports/report/html/softwareReqsForProduct?deliverableId=1335812746263&osPlatform=Linux

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Why deploy Portal on z Systems? Factors to consider…

Performance / Scalability

Existing application heritage

Proximity to existing applications & data

Availability

Security

Skills

Total Cost of Ownership

Politics / Ideology

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Portal Deployment Options on z Systems

Portal V8 for Multiplatform

Common code base

Passive benefits from zSeries

Benefits from virtualization

Linux

Portal V8 for z/OS

Unique infrastructure

Benefits form hardware reliability

Benefits from z/OS QoS and Security

z/OS

- "Good enough" QoS
- Server consolidation with z/VM
- Reduced costs
- Availability of Unix like skills
- Large number of apps, low utilization

- Highest mission critical QoS and security
- z/OS integration:
- RACF, ICSF, WLM/IRD, RRS
- Control/Servant regions
- Parallel Sysplex
- Enterprise application integration

- Common WebSphere runtime and tooling
- Common WebSphere systems management/admin model and tools
- Each provides a unique value-add in the deployment of WebSphere Portal
    - The Linux value proposition: ***simplify and consolidate*** existing infrastructure
    - The z/OS value proposition: provide ***highest possible Qualities of Service (QoS)***
        - IBM Specialty Engine zIIPs and zAAPs to reduce TCO

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Portal Planning for Linux on System Z

You have the choice of running Linux guests

- Natively – in a LPAR
- As a z/VM guest

Decide the number of Linux guests you'll need

- Consideration for Virutal Portals
- Portal sizing/capacity planning

Linux on System z with VM considerations

- Virtualization and z HW technology

Define a Linux swap device (VDisk)

- Swap device size approximately 15% of the virtual machine size

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Things to consider…

System z IFL (Integrated Facility for Linux) allows sharing of resources across multiple zLinux instances

The z/VM memory limitations depend on workload and configuration

The Virtual Machine (VM) memory size is hardware-dependent

Virtual memory/swap space

- Swap space: the value should be equal to twice the size of physical memory or equal to the physical memory

LPARs with z/VM can be managed by GDPS,

- but GDPS has no awareness of the state of z/VMs with theLinux guests

The option of using DB2 on z/OS for zLinux Portal

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WebSphere Portal on System Z Benefits

Distributed Consolidation	Integration Deployment
Linux on System Z	z/OS
Speed deployment with less stringent QoS/integration	High QoS and significant integration with CICS, IMS or DB2
✓Applications that scale out ✓Large number of smaller applications ✓Lowest TCO ✓Speedy deployment ✓Less stringent requirements ✓Align with distributed WebSphere family ✓Unrivaled virtualization ✓Centralized management ✓No z/OS Skills ✓Web Serving ✓Presentation Services ✓Development Platform ✓Test/Migration/Prototyping Platform	✓Applications that scale up ✓Highest QoS production environment ✓Full exploitation of zSeries and z/OS ✓Tight integration with DB2, CICS, IMS ✓Service level agreement management ✓Dynamic load balancing ✓Strict security requirements ✓Highest availability ✓Disaster recovery ✓Dynamic I/O configuration ✓Storage management ✓Enterprise Modernization capability

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Leaders choose IBM based our track record

Proven Expertise	**Over 8000** Internet and customer-facing internet customer	**1 in 6** people globally are a named user in WebSphere Porta	**Over 300** million named users from top customers	**Gartner MQ*** Leader in Horizontal portals, WCM & Social
Global Clients[1]	**70% of top 100** Banking and Financial Services	**80% of top 10** Automotive	**75% of top 200** Retail Chains	**60% of top 500** Engineering and Construction

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[1]Global 500 List Forbes.com

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Winners have chosen IBM based on a track record of leadership

Industry Information[1]

70% of Global 100 Banking and Financial Services companies are IBM Digital Experience Customers

60% of Global 500 Engineering and Construction companies are IBM Digital Experience Customers

72% of Fortune 100 Commercial Banks are IBM Digital Experience Solutions customers

80% of top 10 Global Automotive Companies are IBM Digital Experience Customers

75% of Fortune 100 Aerospace and Defense companies are IBM Digital Experience Solutions customers

83% of Fortune 500 Financial Data Services providers are IBM Digital Experience Customers

75% of Global 200 Retail Chains are IBM Digital Experience Customers

50% of Fortune 100 Food consumer products companies are IBM Digital Experience Solutions customers

72% of Fortune 100 Insurance Companies are IBM Digital Experience Customers

9 out of top 10 Global Electronics and Semiconductor manufacturers are IBM Digital Experience Customers

40% of top 10 Fortune 500 Food Consumer products companies are IBM Customers

50% of Fortune 100 Pharmacy Companies are IBM Digital Experience Customers

[1]Global 500 companies List Forbes.com and Fortune 500 companies list Forbes.com

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IBM is recognized as leader in all Digital Experience capabilities by analysts

Gartner®

Cited IBM as leader in[1]

- *Horizontal Portals*
- *Web Content Management*
- *Social software at workplace*
- *Mobile Application Development*
- *Digital Commerce*
- *Analytics Platforms*
- *Integrated Marketing Management*

Aragon Research

Cited IBM as leader in Social Software[2]

FORRESTER®

Cited IBM as leader in[3]

- *Forrester wave for enterprise social platforms*
- *The Cloud Strategies Of Online Collaboration Software Vendors*

[1]Gartner Magic Quadrant for Horizontal Portals, 1 October 2014, Gartner Magic Quadrant for Web Content Management 9 Oct 2014, Gartner Magic Quadrant for Social Software 3 Sep 2014. Gartner Magic Quadrant for Mobile App development 2 Sep 2014, Gartner Magic Quadrant for Digital Commerce Sep 2014, Gartner Magic Quadrant for Advanced Analytics 19 Feb 2014, Gartner Magic Quadrant for Integrated Marketing Management 27 Oct 2014.
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[1]Global 500 List Forbes.com
[2]Aragon Research Globe Report for Social Software Jun 26, 2014
3Forreste Wave for Enterprise Social 4 Jun 2014 and Forrester Wave for The Cloud Strategies Of Online Collaboration Software Vendors Sep 2012

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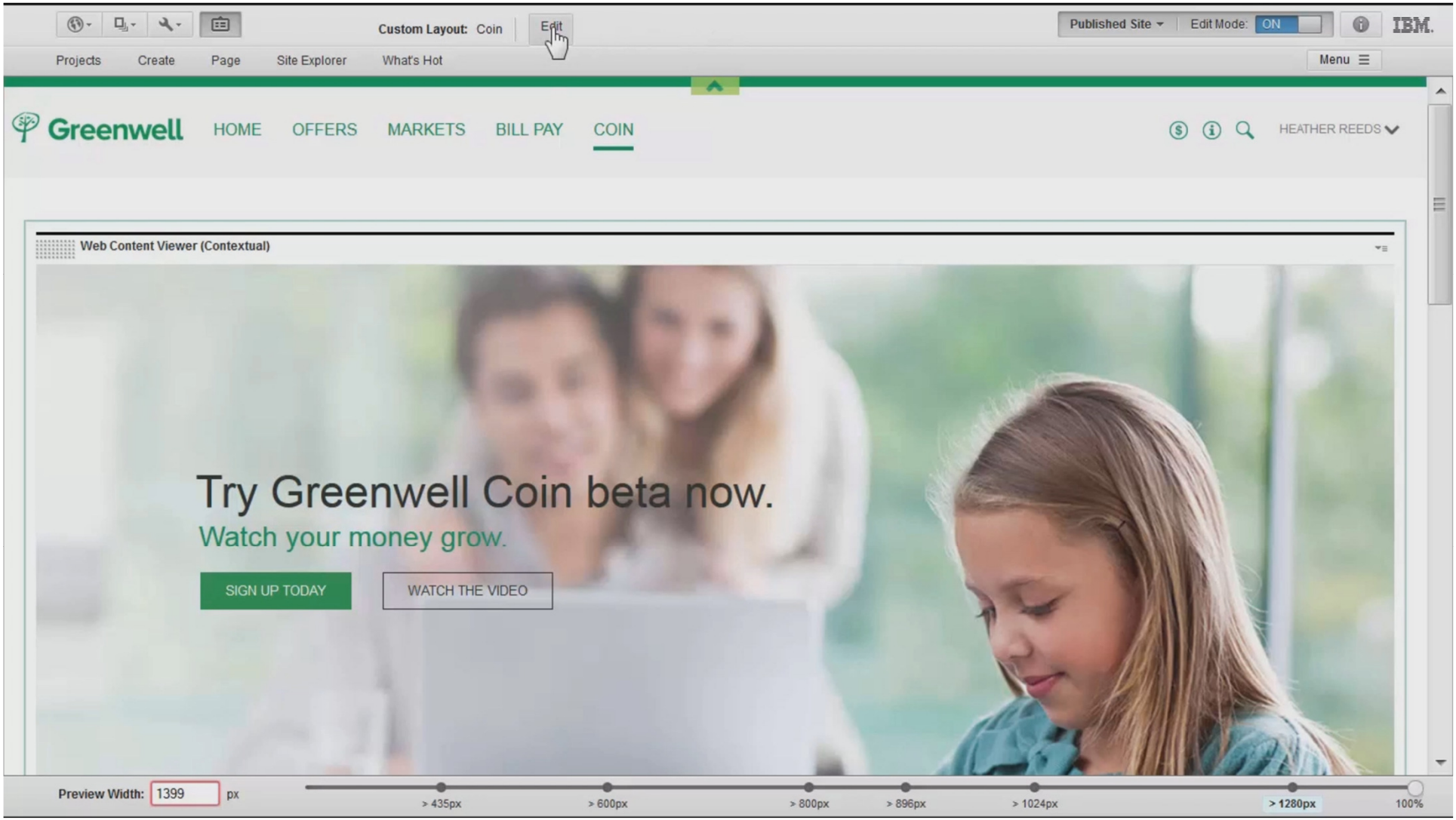
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Watch your money grow.
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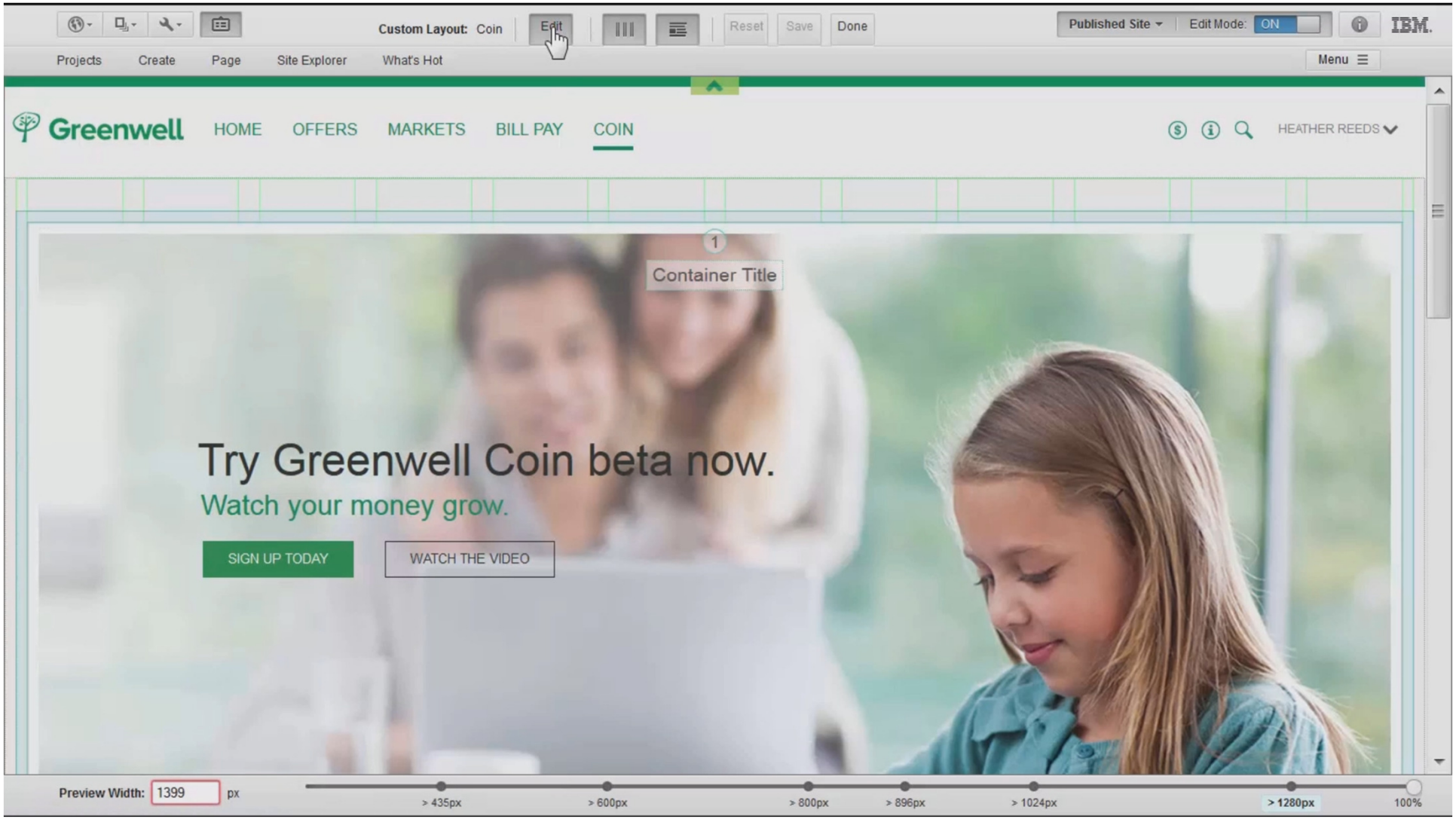
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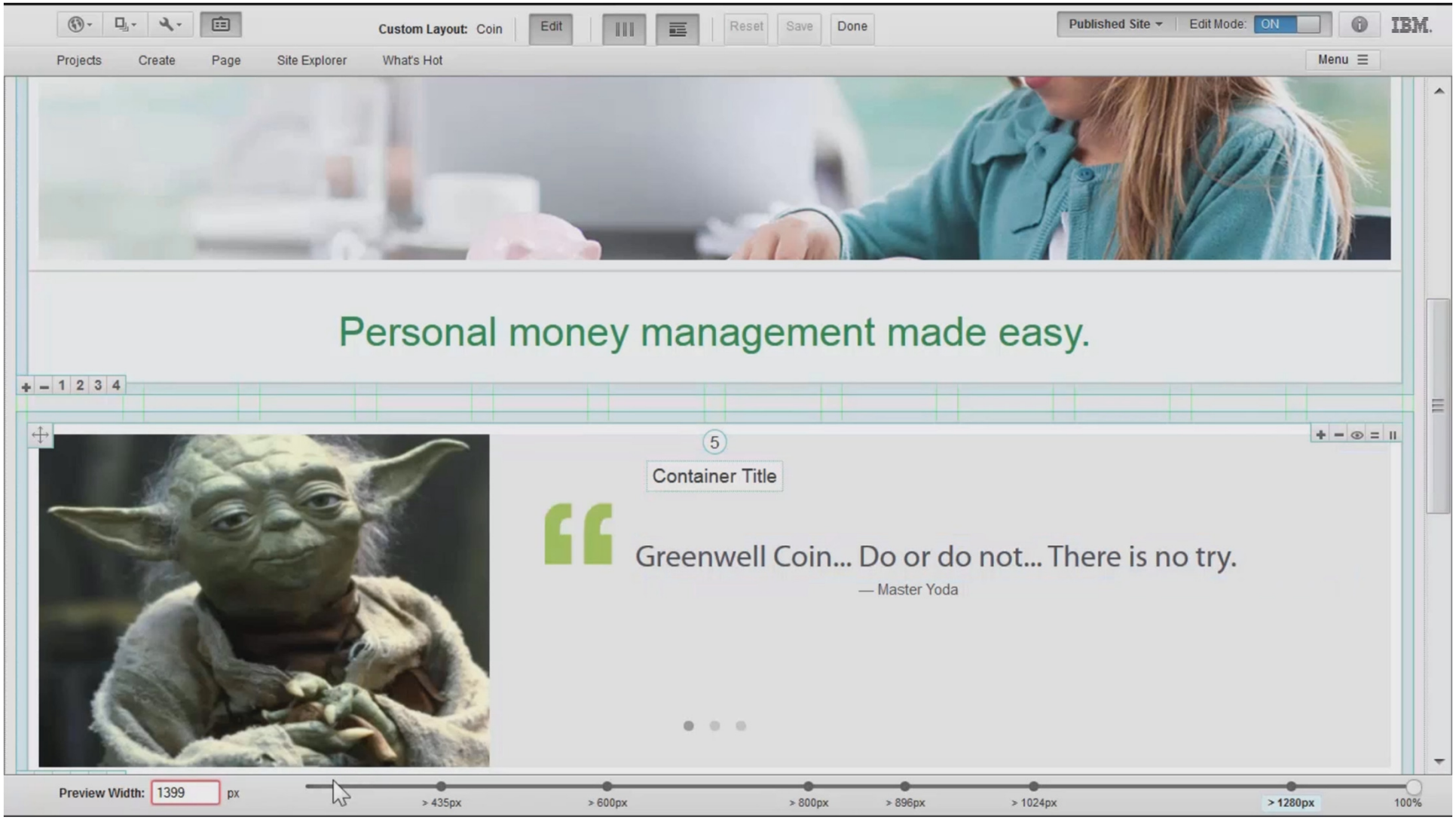
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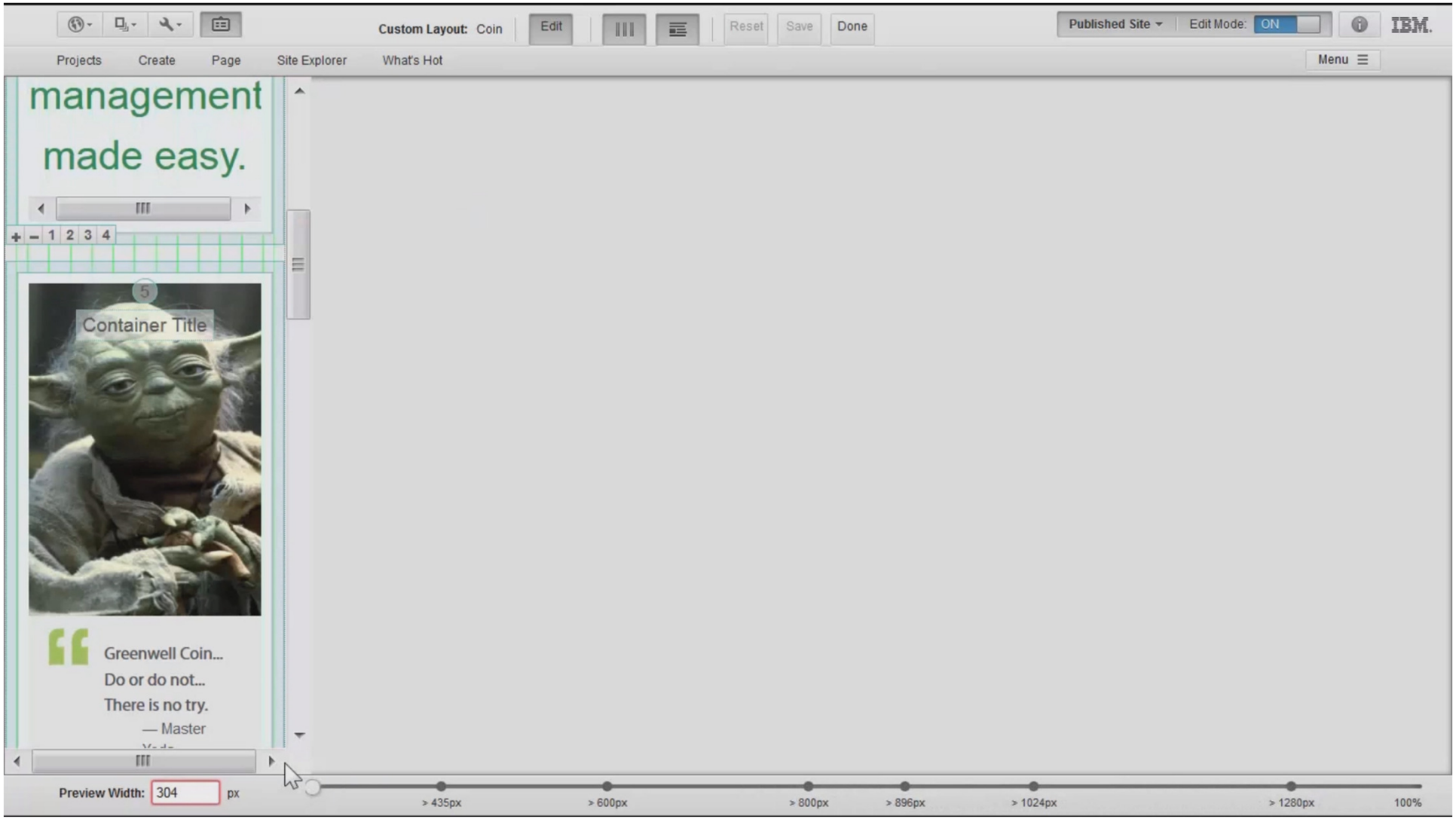
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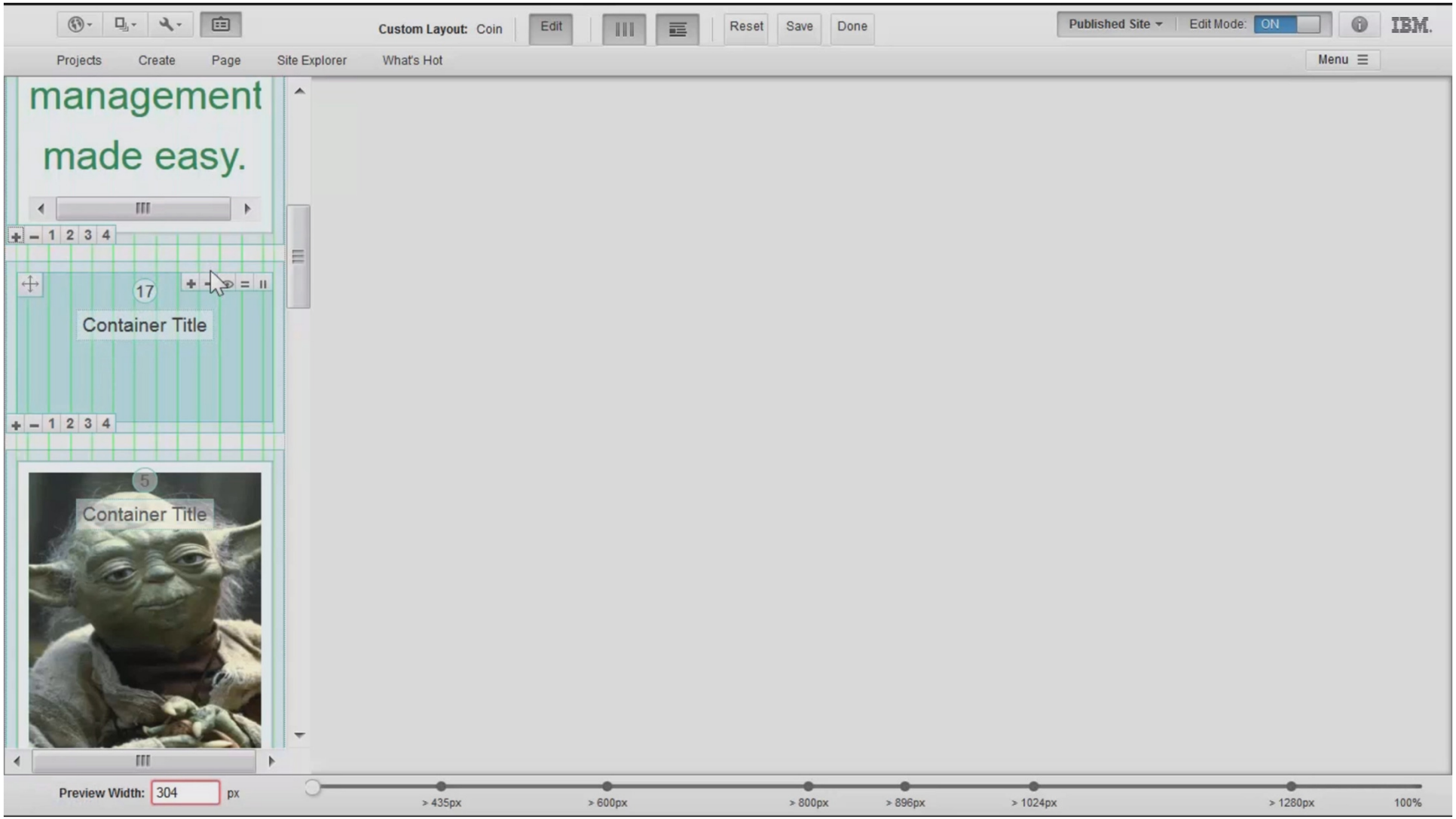
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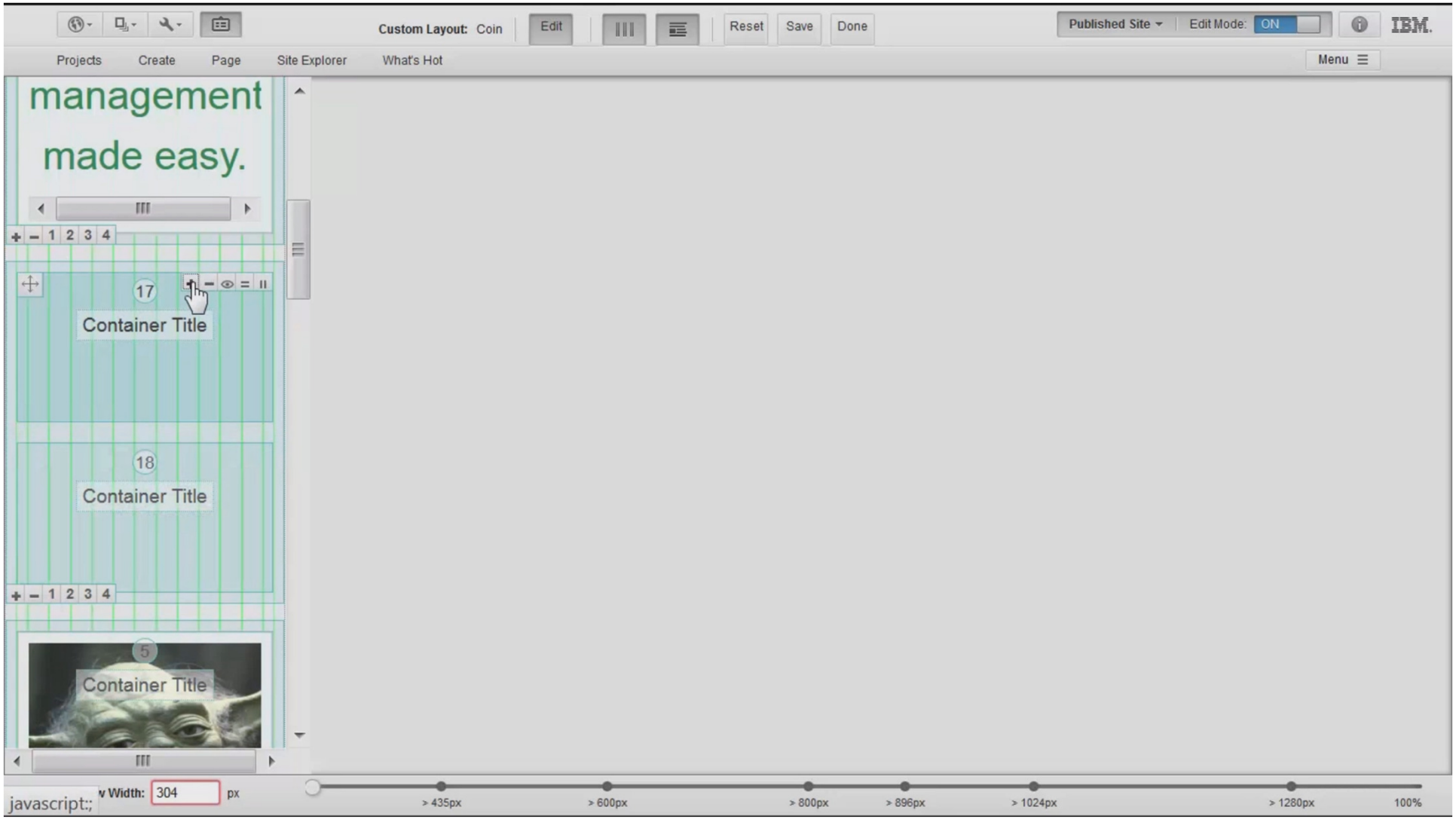
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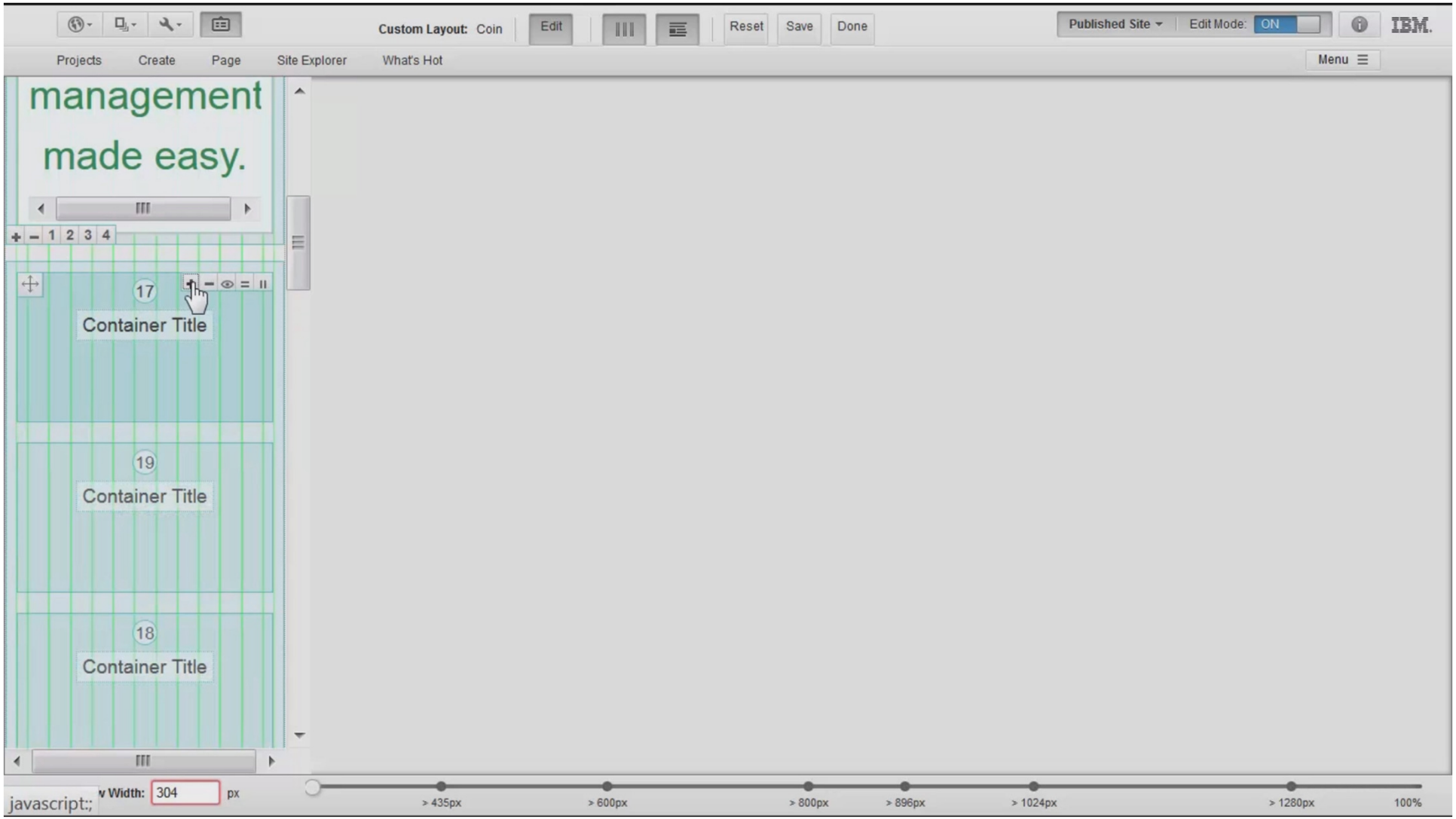
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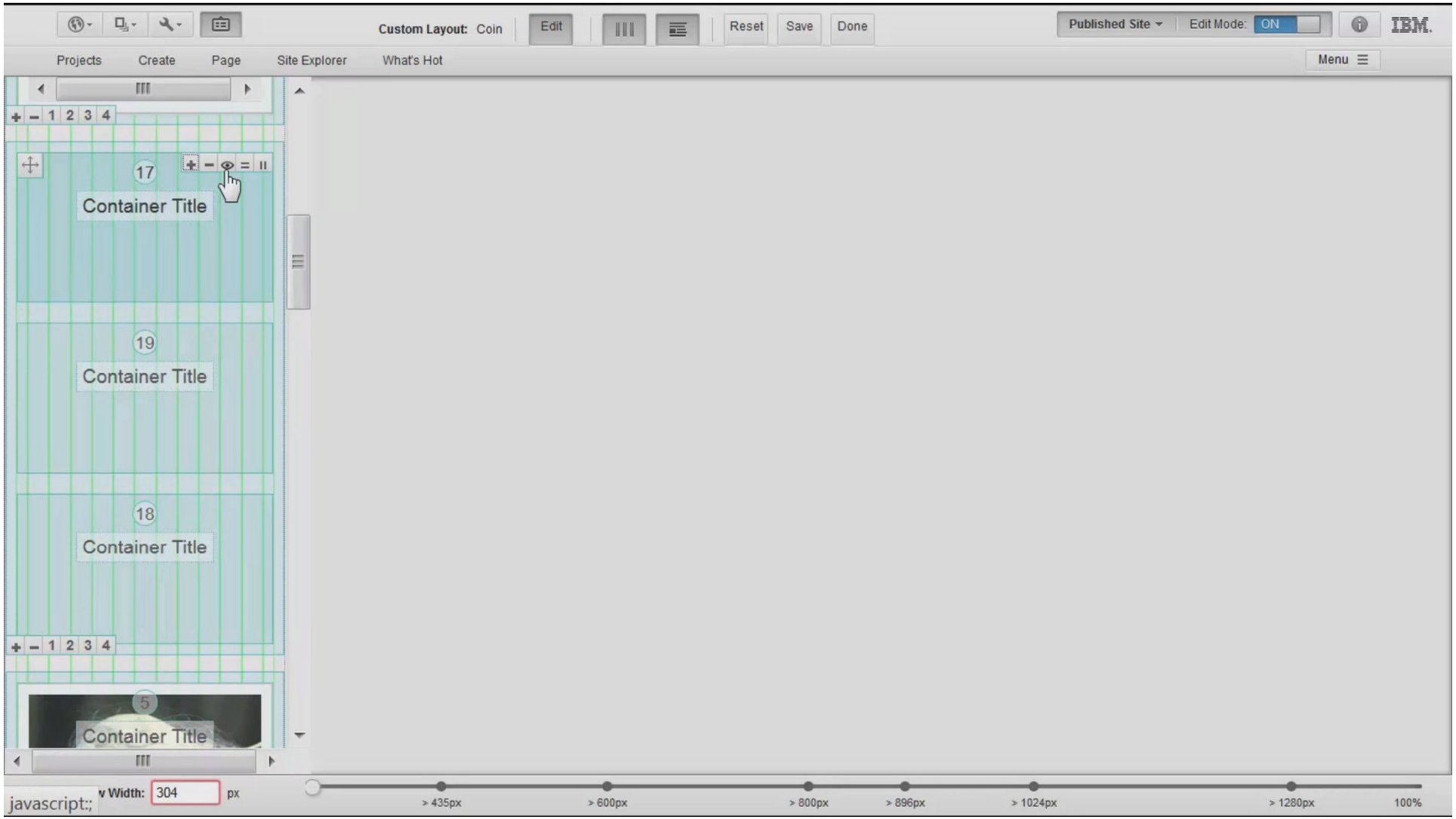
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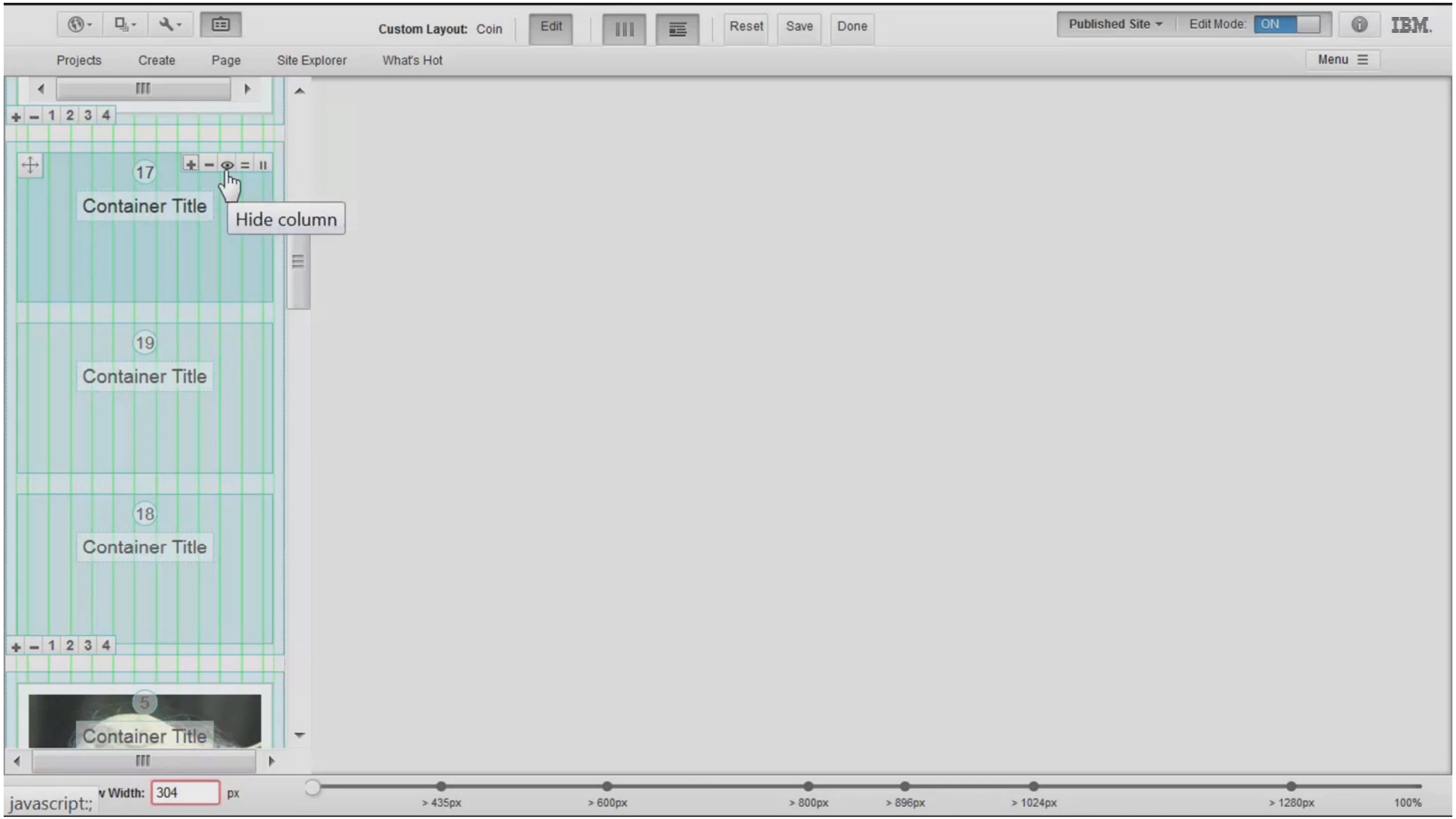
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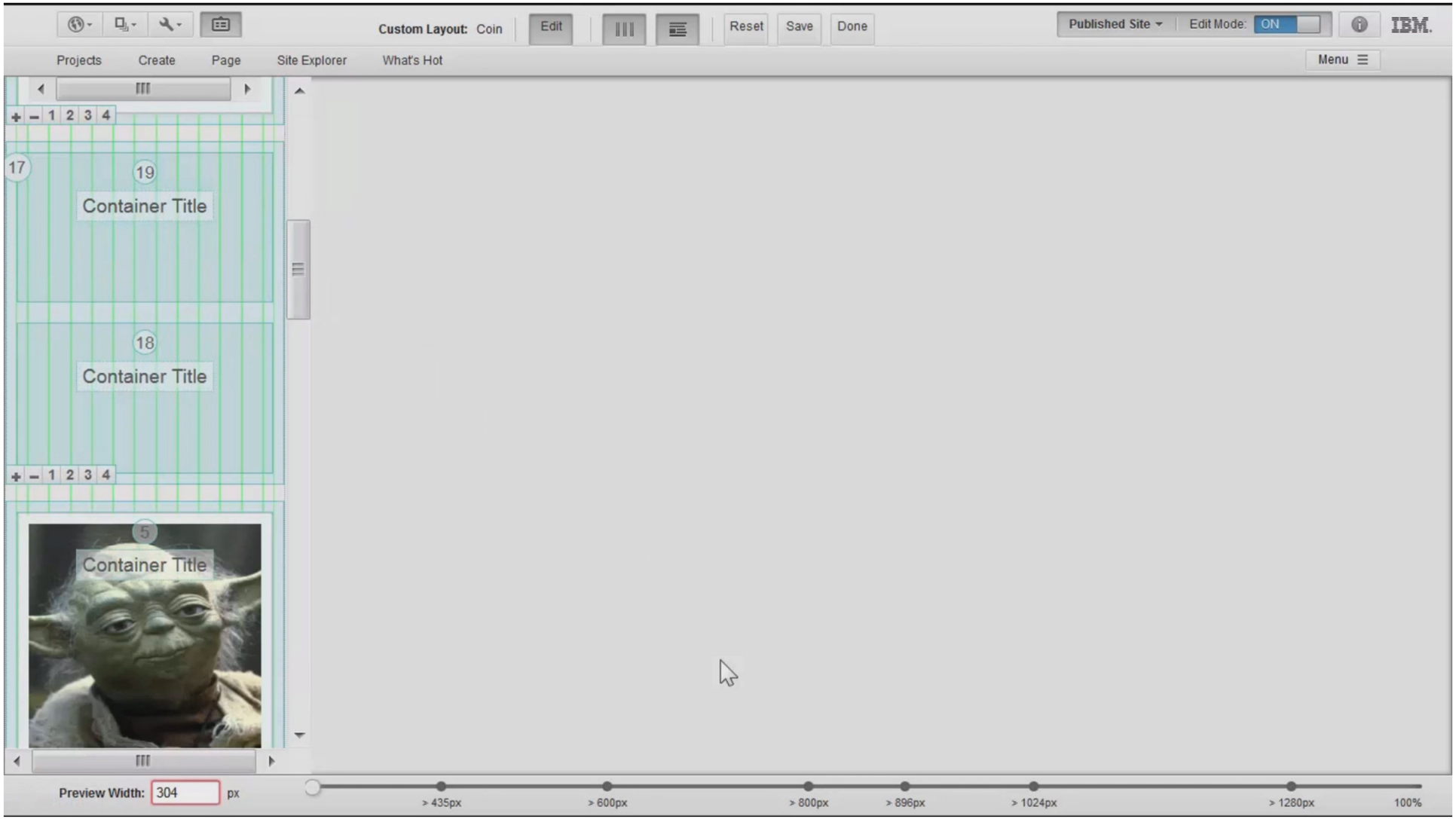
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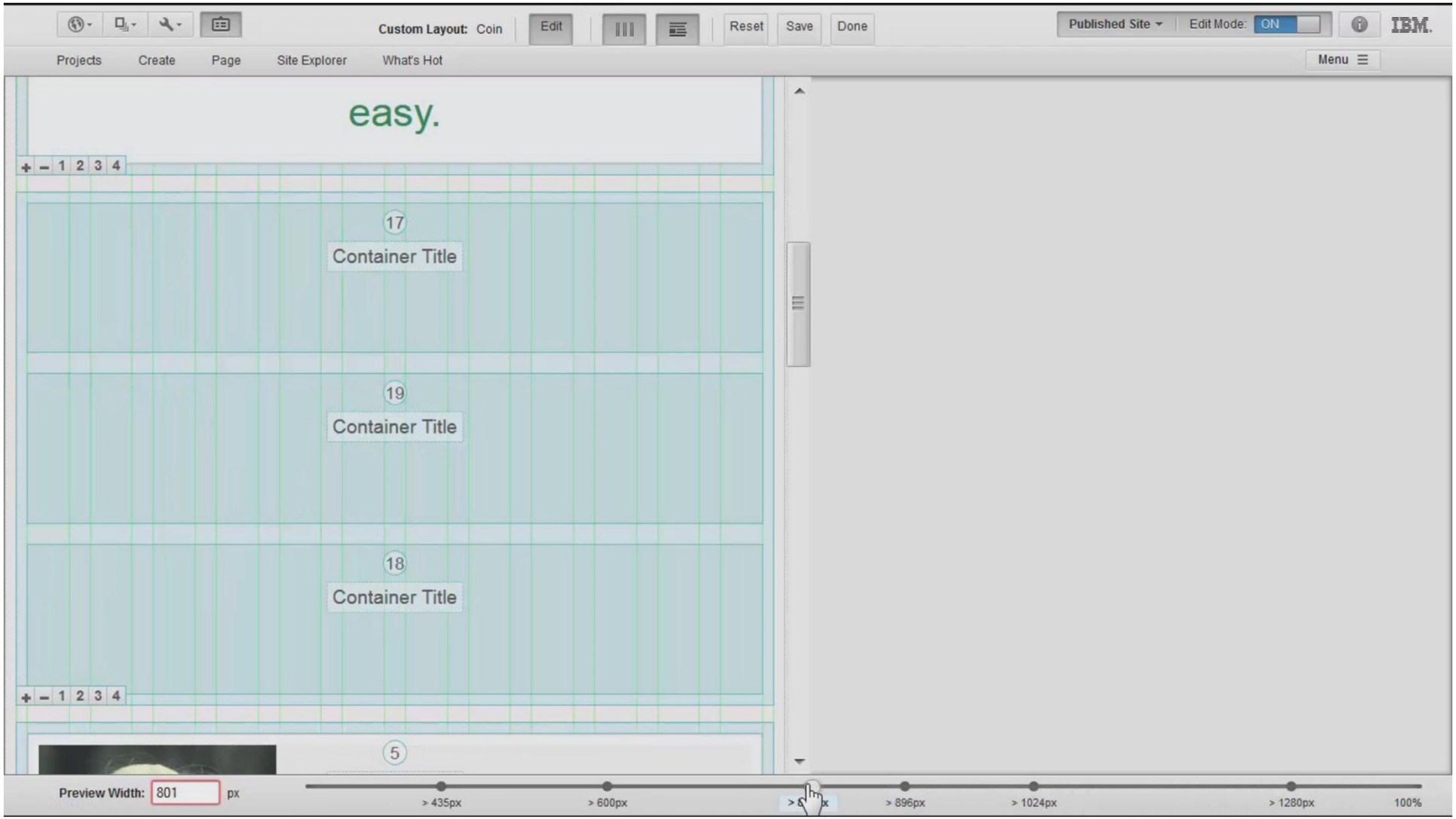
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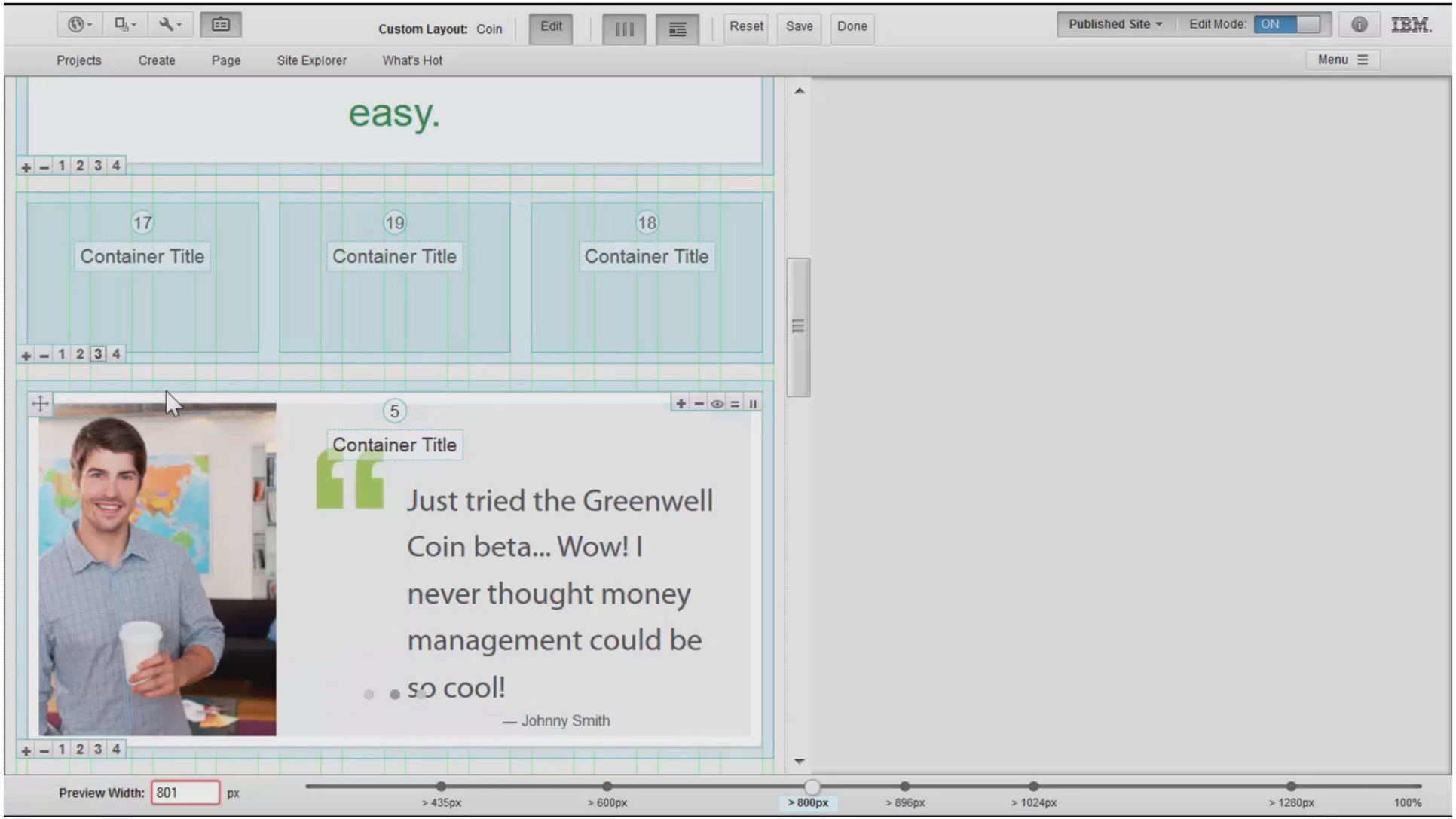
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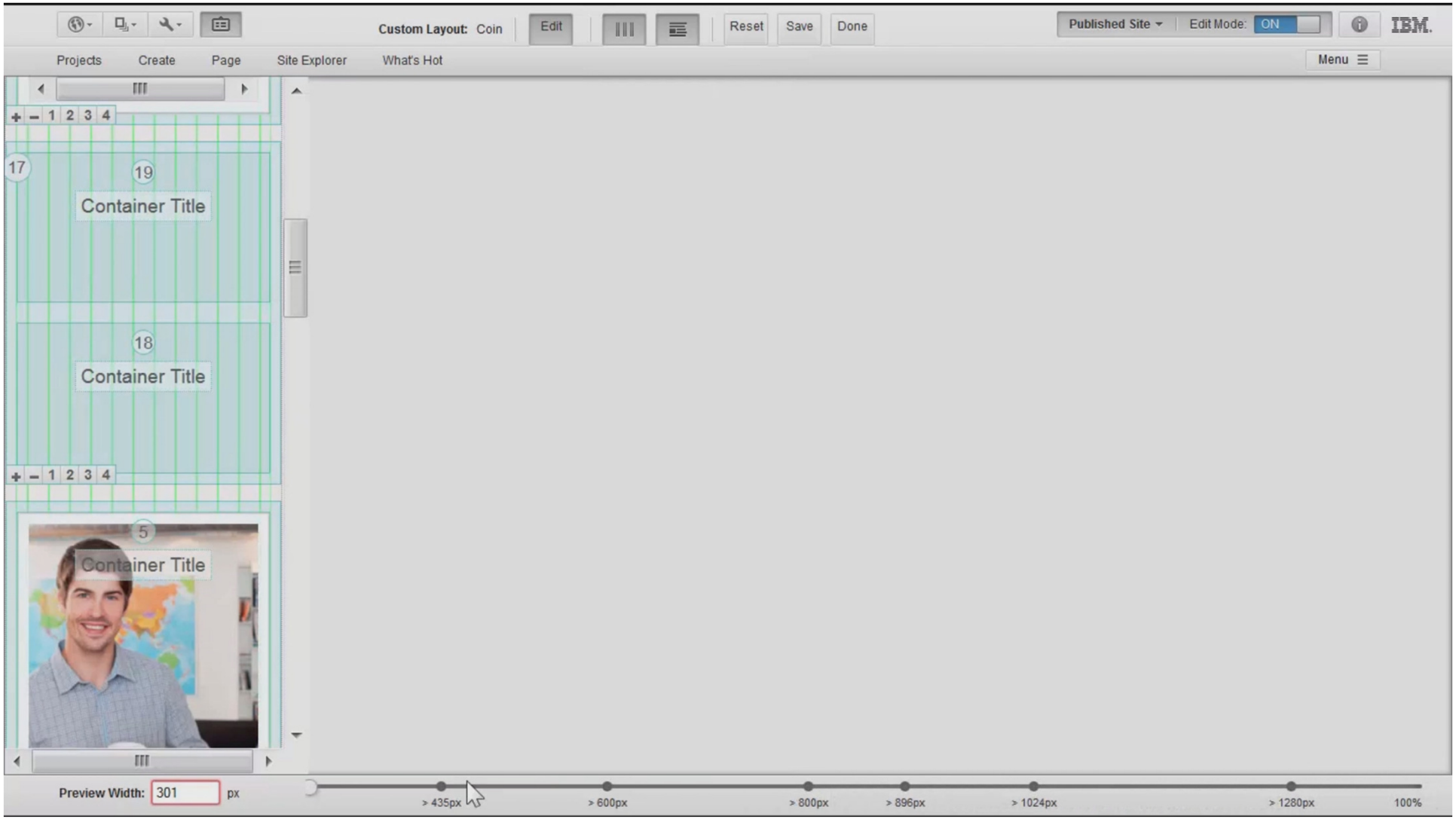
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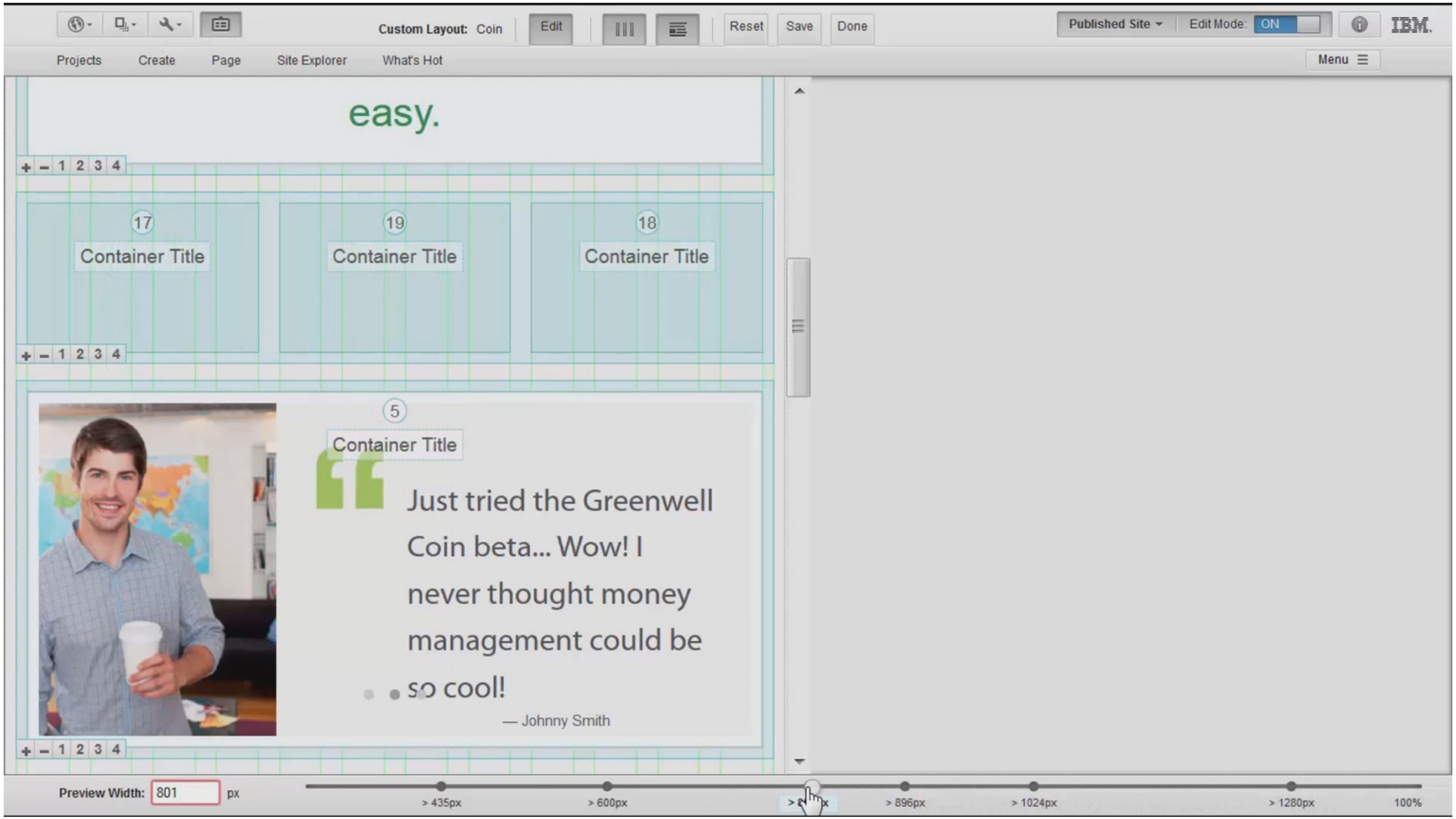
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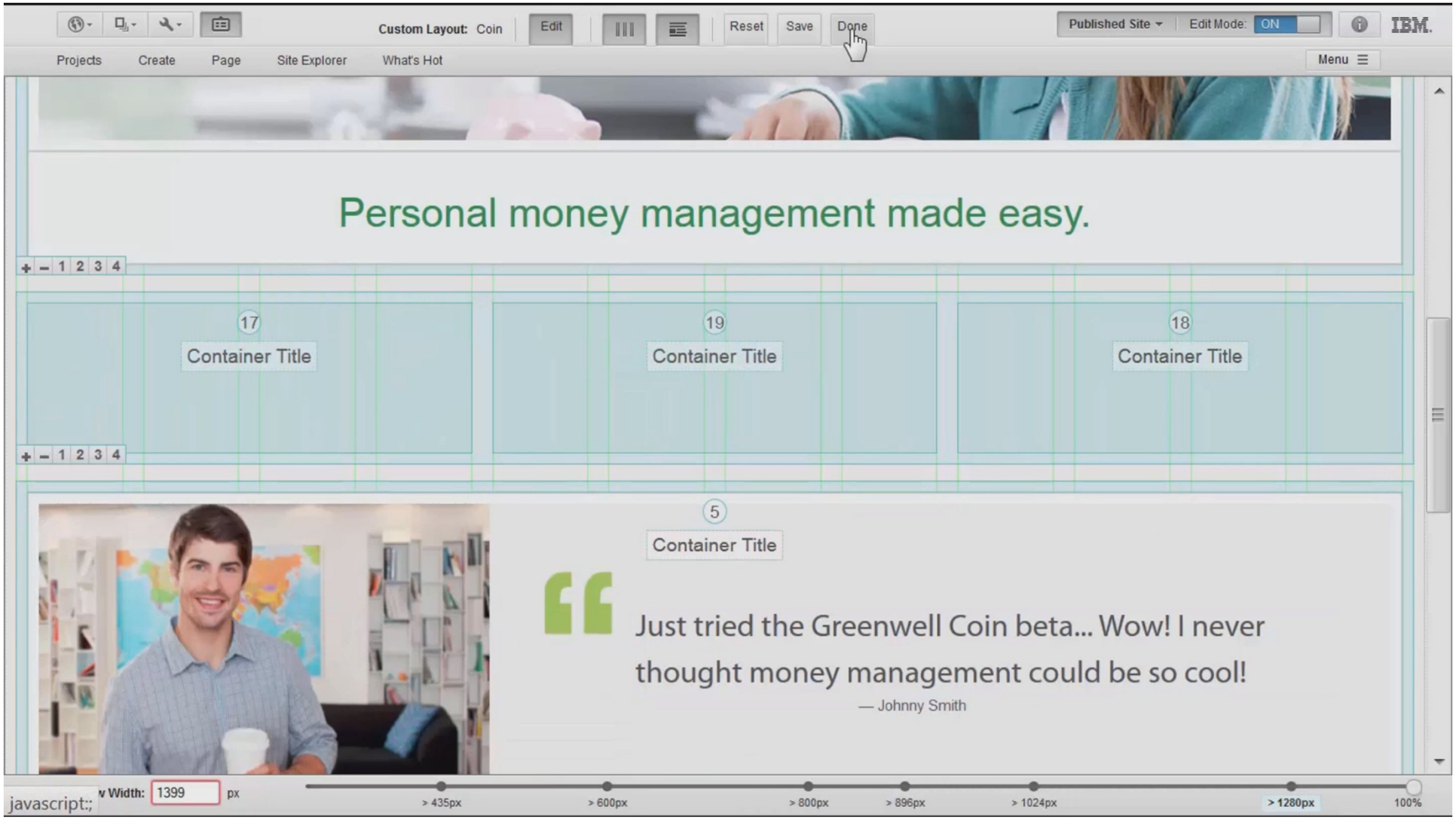
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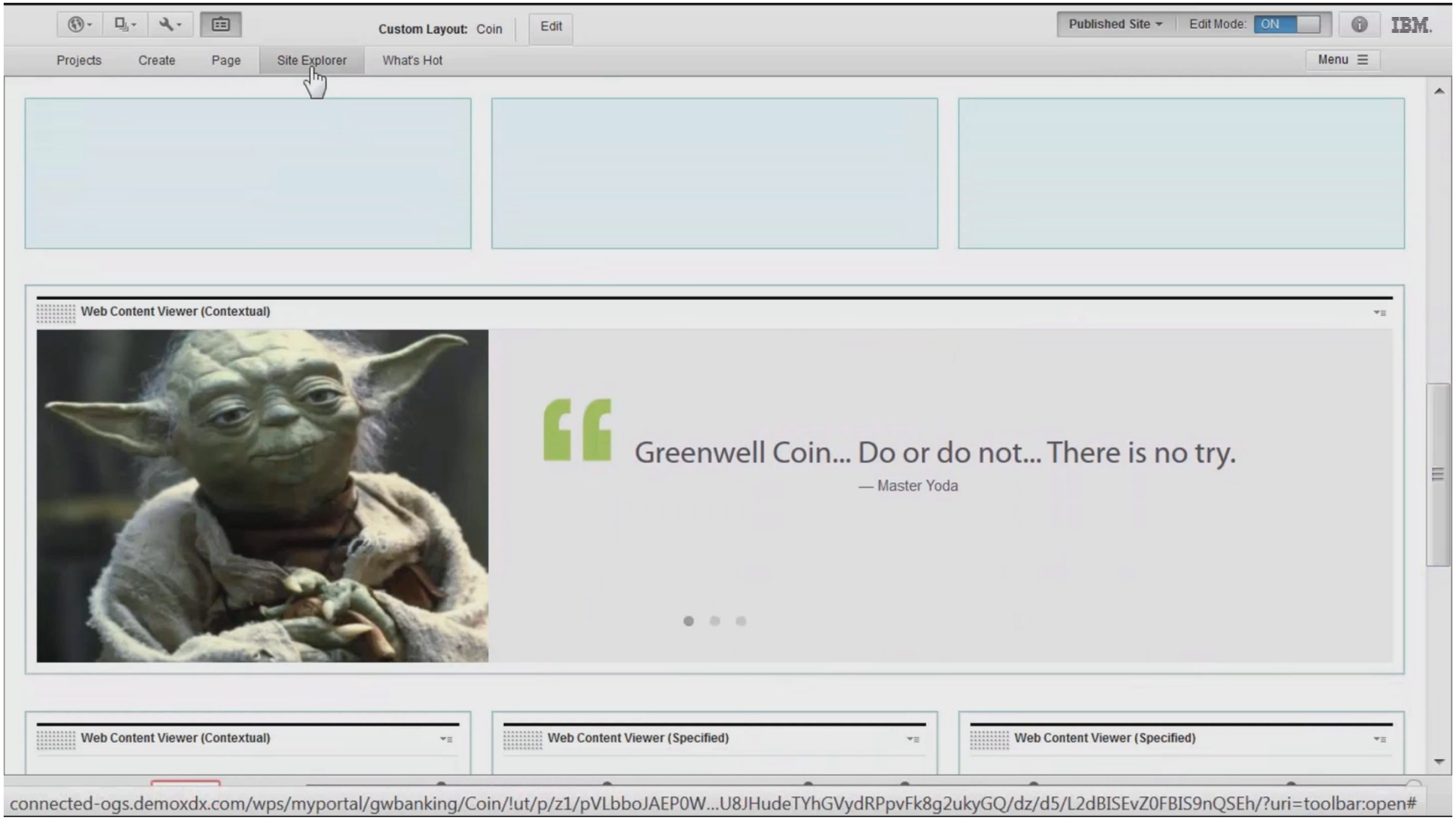
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Web Content Viewer (Contextual)
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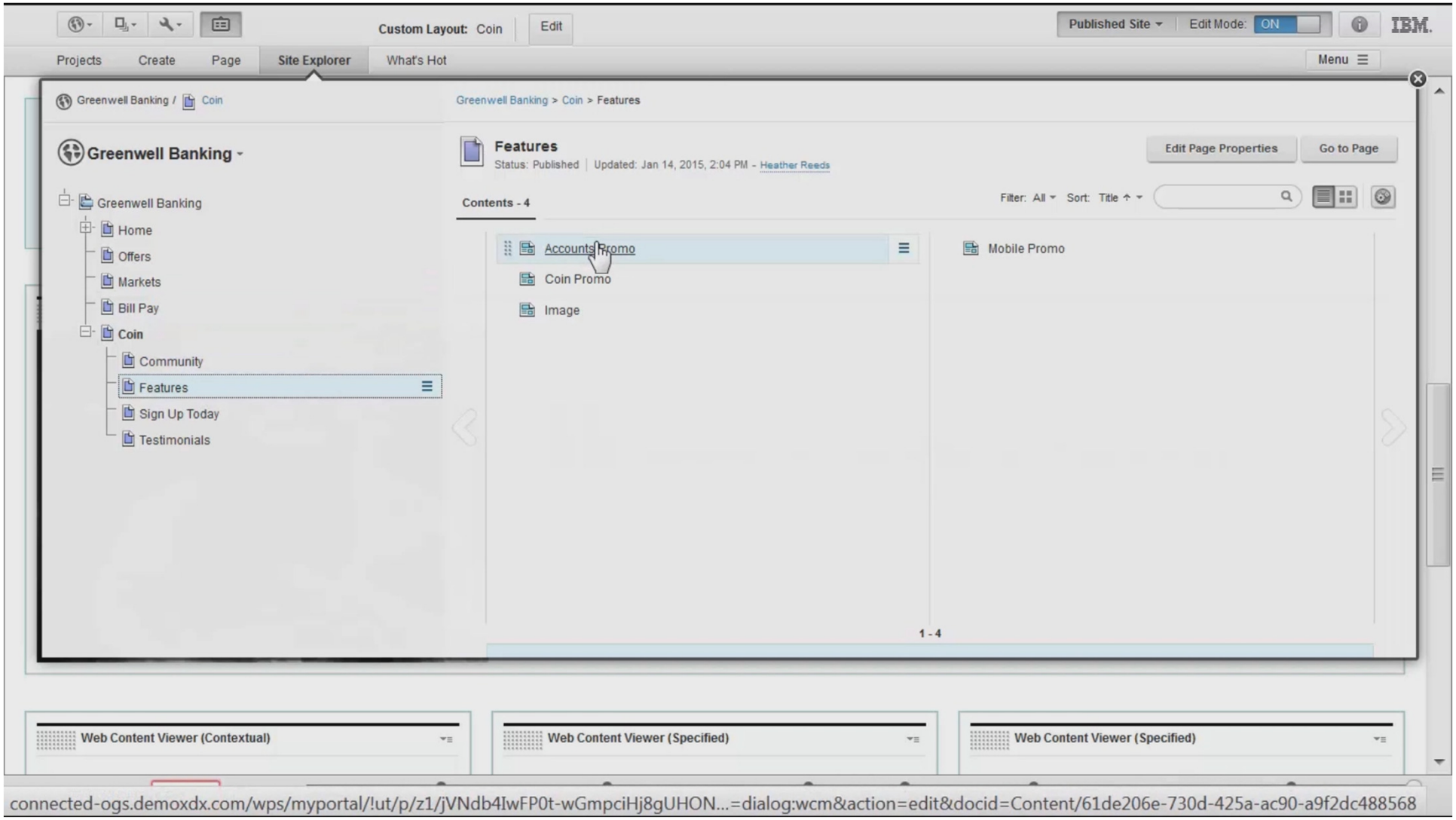
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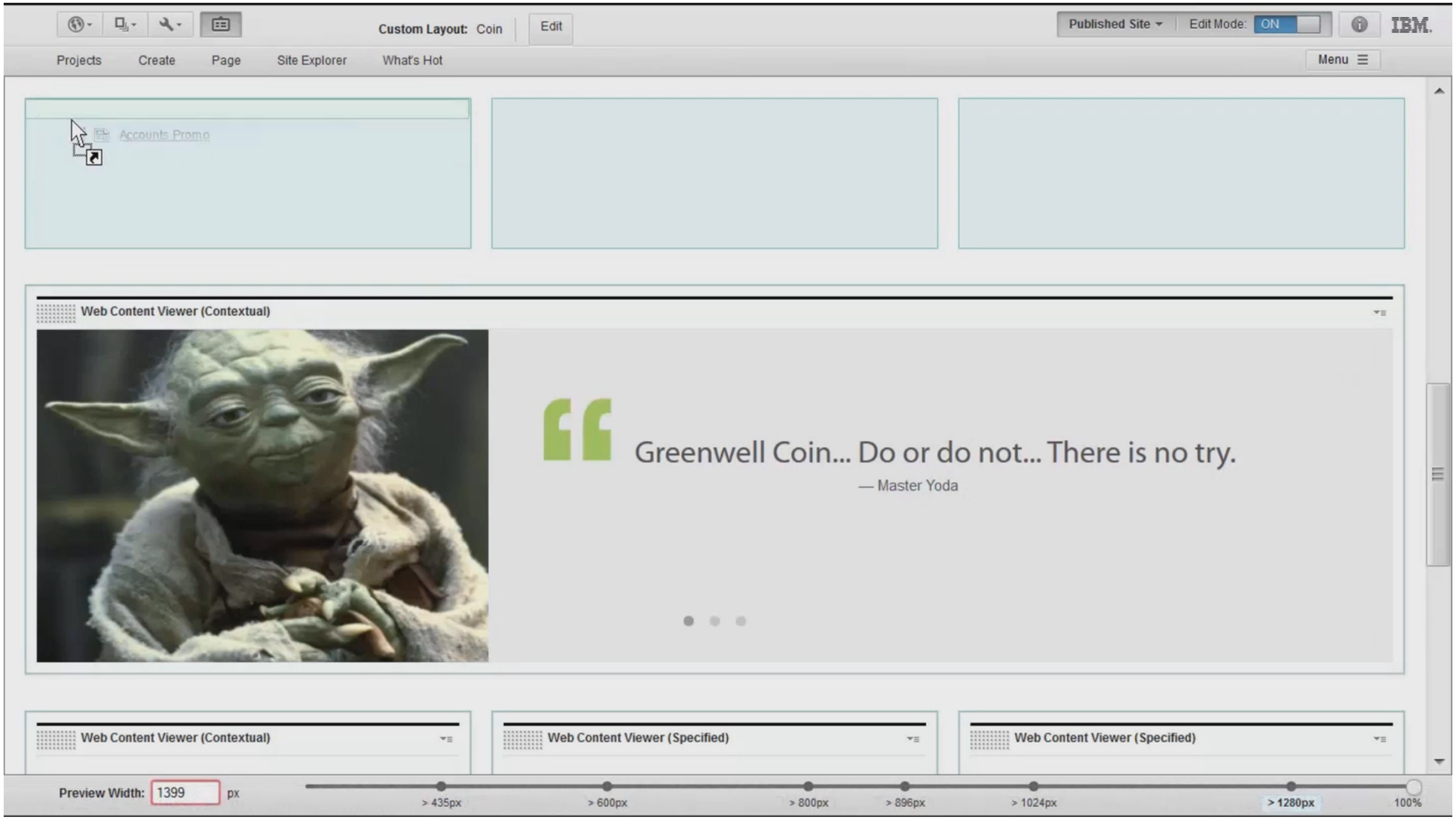
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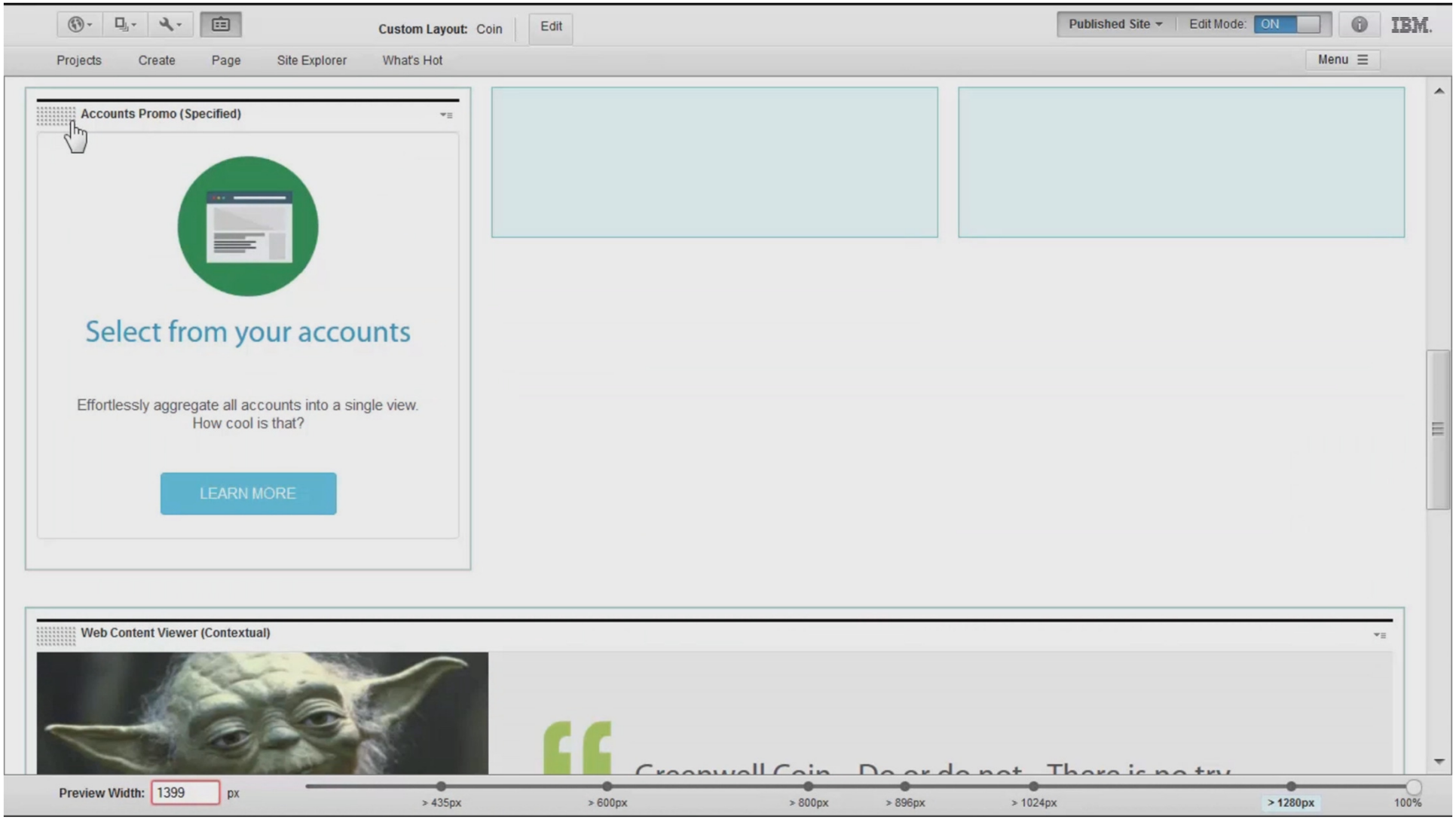
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Select from your accounts
Effortlessly aggregate all accounts into a single view.
How cool is that?
LEARN MORE
Web Content Viewer (Contextual)
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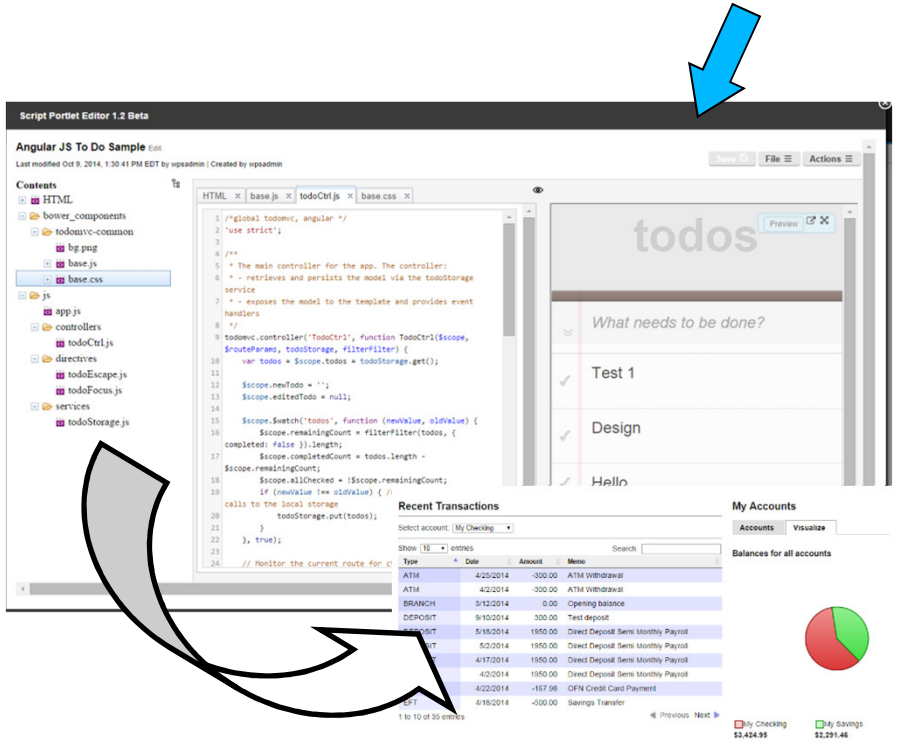
IBM Script Portlet

Faster time to market

Dramatically reduces the skill requirements to become productive WebSphere Portal developers

Extensible. Use Portlet features such as targeting, adaptive design, conditional rendering, and inter portlet communication



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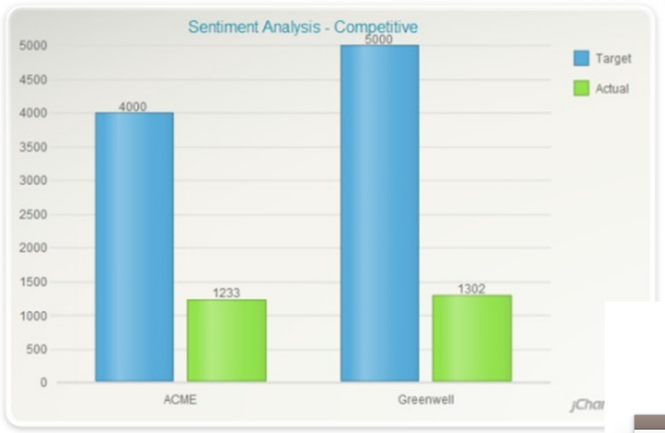
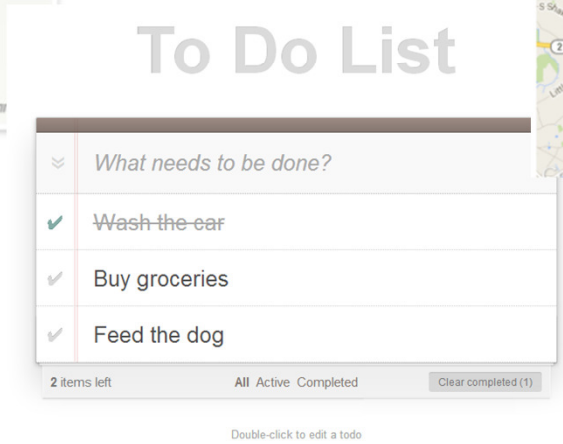
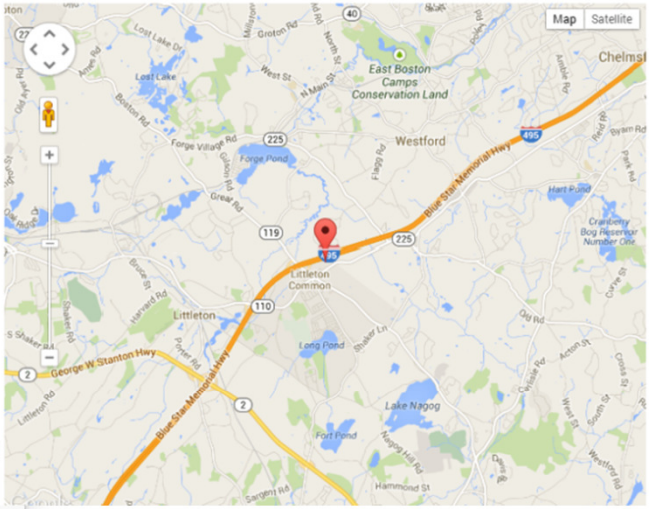
IBM Script Portlet Examples







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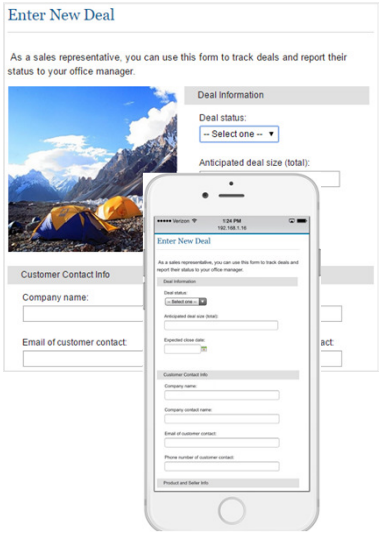
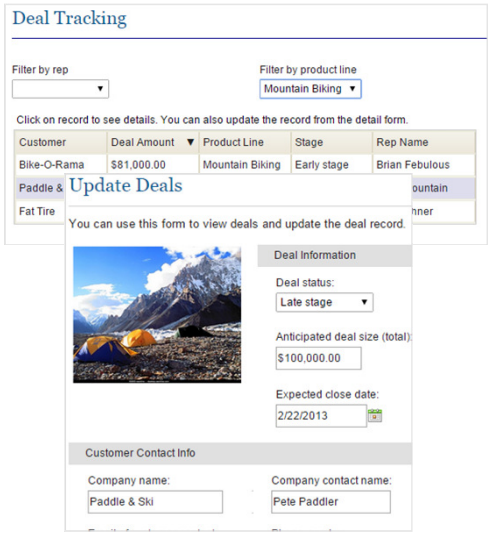
IBM Forms Experience Builder (FEB)

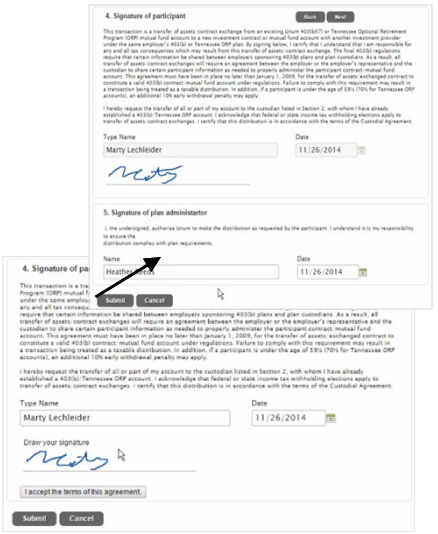
Collect



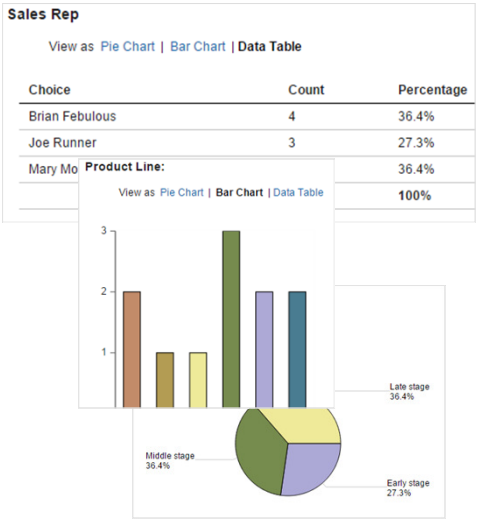
Track and Update



Automate Processes



Report and Analyze



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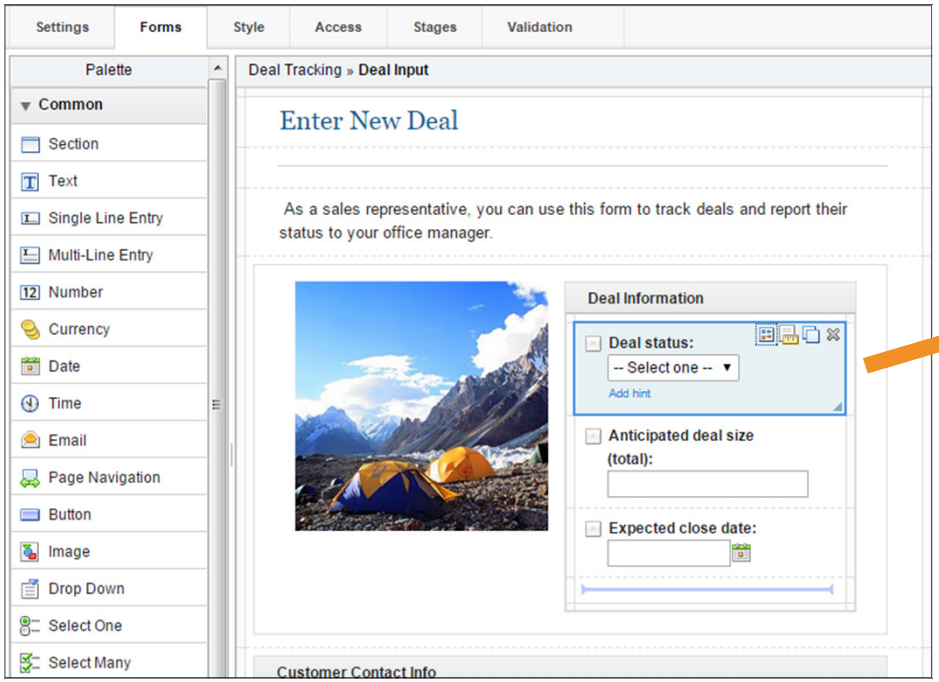
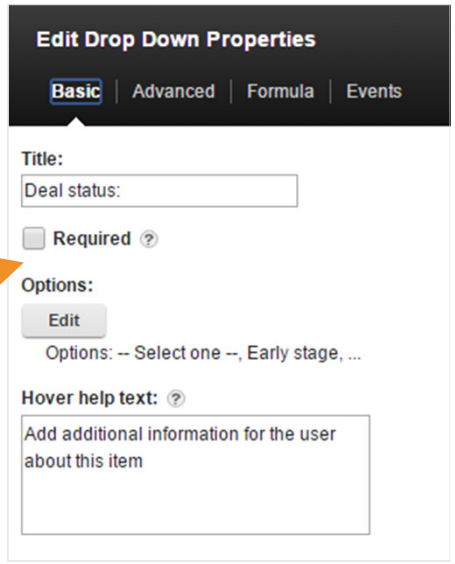
Designing forms is easy

Drag widgets onto the canvas



Set their properties



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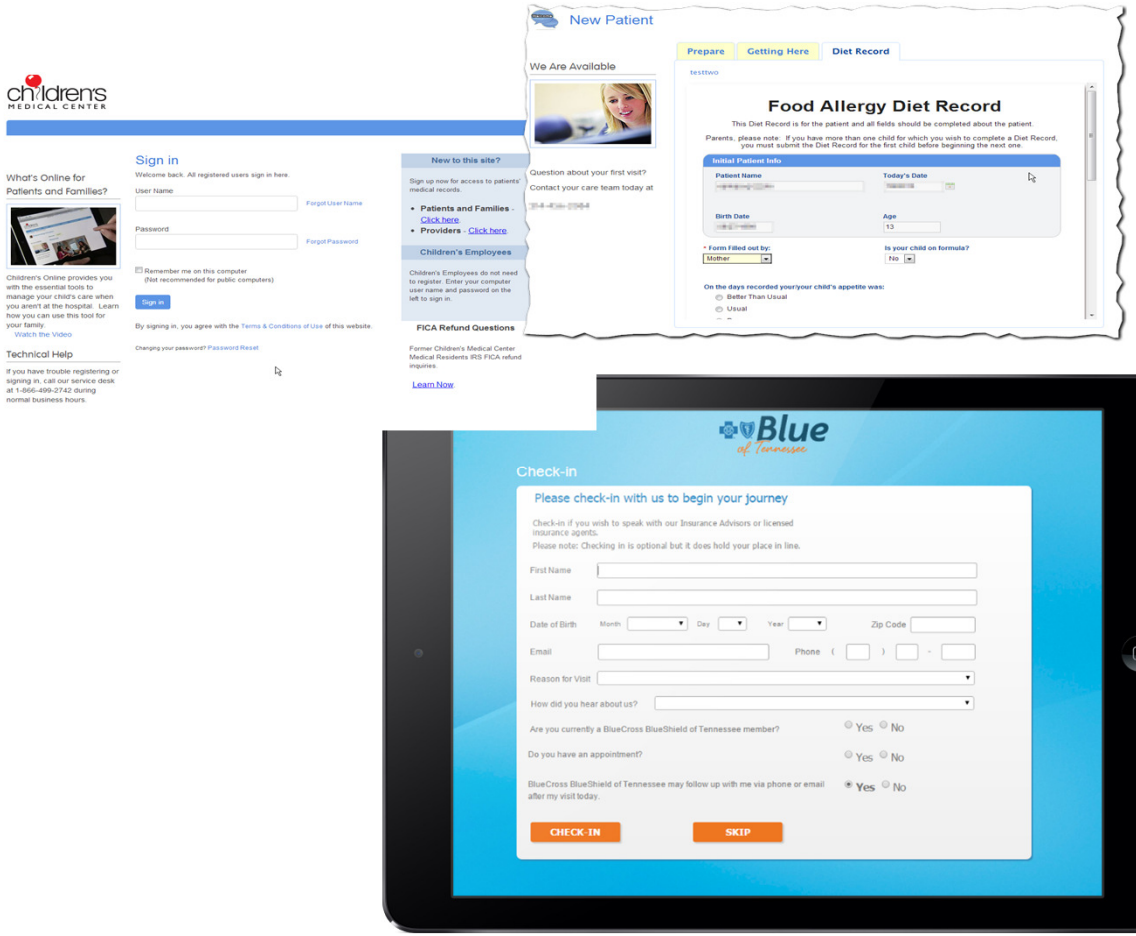
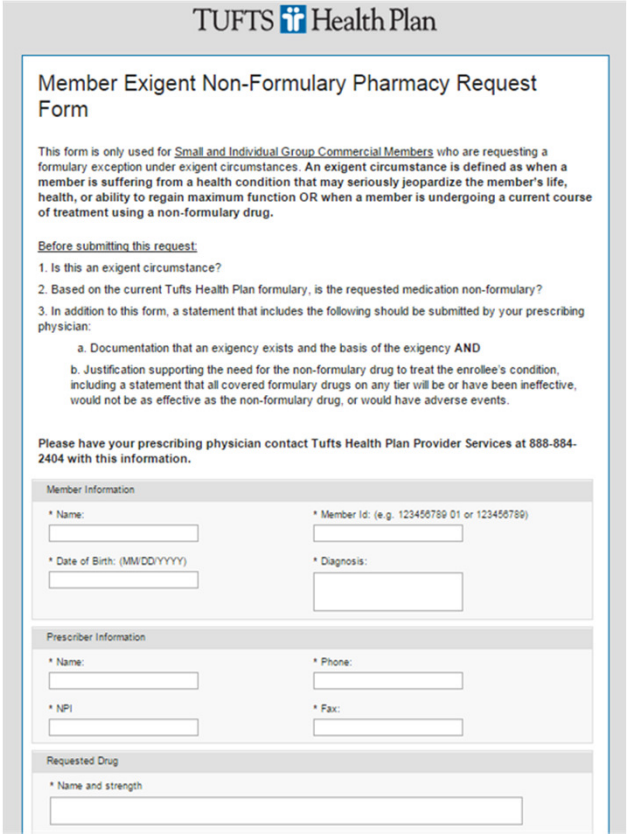
FEB Examples





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Web Application Bridge (WAB)

Facilitates “low-cost”, “at the glass” integration of existing Web applications

WAB leverages a reverse proxy to integrate web-based content providers within WebSphere Portal solutions

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Thank You / Questions

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