



IBM Software Group

Soluciones on demand para plataforma zSeries

El valor del software IBM para la modernización de la infraestructura zSeries

Javier Calavia

Director de Ventas de Software IBM para zSeries – IBM España

ON DEMAND BUSINESS™

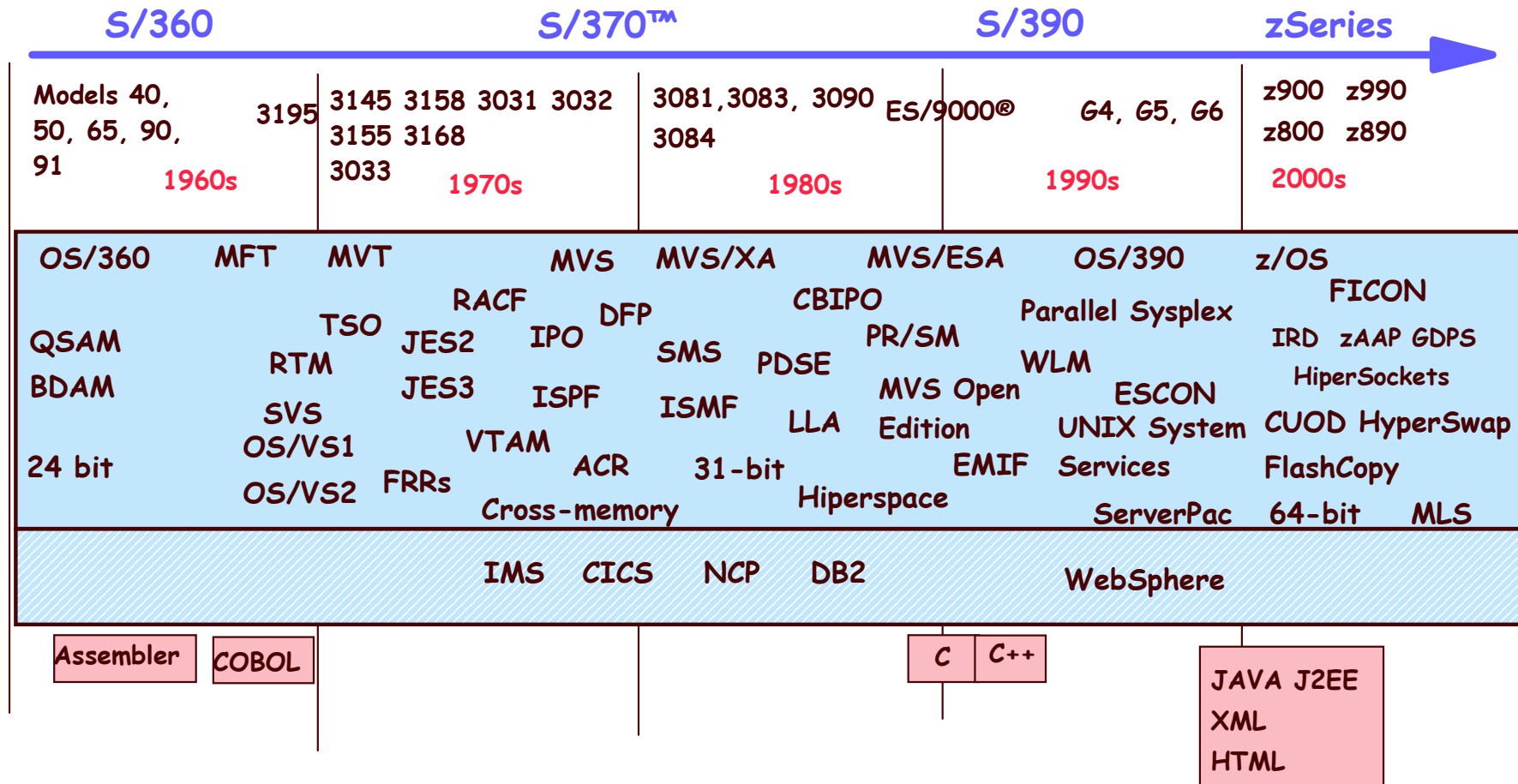
IBM SWG EXPO 2005, Madrid 24 de Mayo 2005

Soluciones on demand para plataforma zSeries

AGENDA

- ▶ **Estrategia de IBM en Software para zSeries** 10'
Javier Calavia Dir. SW IBM para zSeries – IBM España
- ▶ **Estrategia DB2 y herramientas para la gestión de las BBDD** 25'
Julio Fernández-Gayoso Dir. Herramientas Inf. Mgmt. IBM EMEA.
- ▶ **Experiencia de RENFE en el entorno mainframe** 25'
Rosa García Responsable de Sistemas Operativos y Software Base. Renfe.
Ramón Gutiérrez Responsable de Sistemas Abiertos. Renfe.
- ▶ **Demostración práctica de SW IBM para z/OS (tools de DB2)** 30'
Lola Salcedo Especialista técnica en Herramientas Inf. Mgmt. - IBM España

Innovación z/OS: Redefiniendo el mainframe durante 5 décadas



Protección de la Inversión en Aplicaciones

Mainframe Charter: Nuevas capacidades on demand

Nuestra intención es:








	<p>INNOVACIÓN</p>	<p>Provide leadership in innovation to enhance the use of IBM eServer zSeries to support increasingly integrated and flexible business processes for the on demand business. **</p> <p>Business Integration</p> <ul style="list-style-type: none"> • z/OS 1.6 and zAAP exploitation • Communication Controller on Linux (2005*) <p>Business resiliency & security</p> <ul style="list-style-type: none"> • GDPS Multi Platform Resiliency for zSeries supporting Linux for zSeries running as z/VM guest (2004*) • GDPS Hyperswap Manager (2005*) 	<p>Intelligent Business Director:</p> <ul style="list-style-type: none"> • eWLM for zOS (2004*) • eWLM for Linux (2005*) • Common Information Model (2005*) • IBM Director Multiplatform (2005*) • TBSM and TEC for managing business service levels <p>New, innovative IBM TotalStorage products:</p> <ul style="list-style-type: none"> • DS8000, DS6000 series bring server virtualization technologies to storage subsystems.
	<p>VALOR</p>	<p>Enhance the value proposition and lower the cost of computing of zSeries solutions in a way that is compelling, clear, and consistent.**</p> <p>Flexible & Responsive Pricing Models:</p> <ul style="list-style-type: none"> • Subcapacity pricing for key platform Software - Recently adopted by BMC and CA • Broad portfolio of Capacity on Demand offerings <p>zSeries ServerProven Rebate Offering***</p> <p>Offerings for Integration and Simplification</p> <ul style="list-style-type: none"> • zAAPs and IFLs • Application transformation and integration services • Scorpion Studies 	<p>Offerings for Resiliency and Security</p> <ul style="list-style-type: none"> • GDPS@/PPRC Implementation Services (now supports GDPS Multi Platform Resiliency for zSeries) • GDPS@ HyperSwap Manager – 75% savings on select function SA and Tivoli Netview suite • Base zSeries and z/OS Security workshops <p>Offerings for System Mgmt and Optimization</p> <ul style="list-style-type: none"> • End to End Systems Management Services • IT Optimization Solution Offering • 12-Step Strategic Virtualization Assessment
	<p>COMUNIDAD</p>	<p>Support programs designed to foster vitality in the zSeries community, helping to promote a strong application portfolio and world-class support services.**</p> <p>Broadening ecosystem to enable customer with support and skills</p> <ul style="list-style-type: none"> • Greater support to enable participation • Over 50 new ISVs with 150 new applications in 2003 • Already 39 new ISVs and 131 new applications through 1H04 and growing 	<p>FSS Reference Architectures</p> <ul style="list-style-type: none"> • Live banking demo in MOP <p>Exponential increase in Scholars Program</p> <ul style="list-style-type: none"> • 70 Universities enrolled • Targeting 20,000 new zSeries trained people in market by 2010.

** Excerpted from the Mainframe Charter – August 2003

*** US and Canada Only

Soluciones Software IBM para zSeries



-  zSeries Hardware and Firmware
-  Operating Systems
-  Operating System Features
-  Major Software Subsystems
-  Performance Monitor and Analysis
-  Customer/ISV Applications
-  Benefits

Catálogo de herramientas DB2 para z/OS

Database Administration

- Administration Tool
- Object Compare
- IBM Encryption for DB2 and IMS

Utilities

- DB2 Utilities Suite
- DB2 High Performance Unload
- DB2 Automation Tool
- DB2 Utilities Migration Toolkit

Rendimiento

- Performance Expert
 - Bufferpool Analyzer
 - Performance Monitor
- Query Monitor
- SQL Performance Analyzer

Information Integation

- DB2 Data Propagator for z/OS
- DB2 II Classic Federation for z/OS
- DB2 II Replication for z/OS
- DB2 II Event Publisher for z/OS

Application Management

- DB2 Bind Manager
- DB2 Data Archive Expert
- DB2 Path Checker
- DB2 Table Editor
- DB2 Test Database Generator
- DB2 Web Query Tool

Recuperación

- DB2 Archive Log Accelerator
- DB2 Change Accumulation Tool
- DB2 Log Analysis Tool
- DB2 Object Restore Tool
- Batch Thread Cancel
- DB2 Recovery Expert
- IBM Application Recovery Tool for IMS and DB2 Databases



Catálogo de herramientas IMS para z/OS

Database Administration

- IMS HALDB Conversion and Maintenance Aid
- IMS HD Compression Extended
- IMS Library Integrity Utilities
- IMS Sequential Randomizer Generator
- IMS Database Repair Facility
- IMS Online Reorg Facility
- IMS Parameter Manager

Utilities Management

- IMS DB Control Suite
- IMS HP Fast Path Utilities
- IMS HP Load
- IMS HP Unload
- IMS HP Pointer Checker
- IMS Prefix Resolution
- IMS Index Builder
- IMS Parallel Reorg

IMS Transaction Management

- IMS Command Control Facility
- IMS ETO Support
- IMS HP Sysgen
- IMS Queue Control Facility

Information Integration

- IMS DataPropagator
- Websphere II Classic Federation
- Websphere II Event Publisher for IMS

IMS Performance Management

- IMS Buffer Pool Analyzer
- IMS Performance Analyzer
- OMEGAMON for IMS
- IMS Problem Investigator
- IMS Network Compression Facility

IMS Recovery Management

- IMS DEDB Fast Recovery
- IMS Database Recovery Facility
- IMS HP Change Accumulation
- IMS HP Image Copy

Application Management

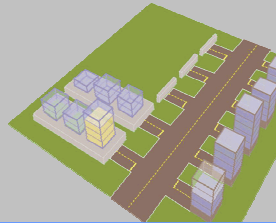
- IMS Batch Backout Mgr
- IMS Batch Ter Simulator
- IMS Connect
- IMS Connect Extensions
- IMS MFS Reversal Fac
- Data Encryption for IMS and DB2



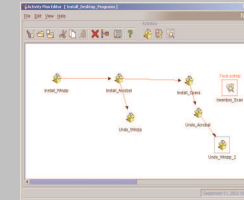
Catálogo soluciones de automatización de Tivoli

Orchestration & Provisioning

IBM Tivoli Intelligent Orchestrator



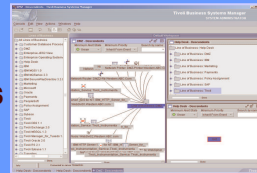
IBM Tivoli Provisioning Manager



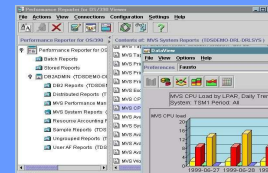
IBM Tivoli Configuration Manager

Business Service Management

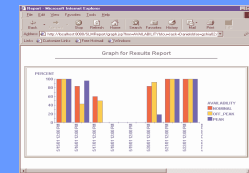
IBM Tivoli Business Systems Manager



IBM Tivoli Decision Support/390

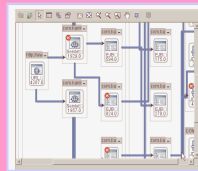


IBM Tivoli Service Level Advisor

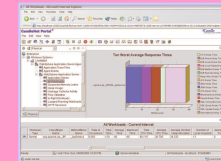


Composite Application Management (CAM)

IBM Tivoli CAM for Transaction Tracking (TMTP, WSA, WRM, ETEWatch)



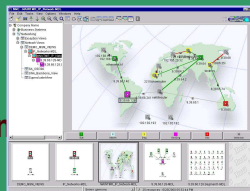
IBM Tivoli Composite Application Manager for J2EE (WSAM, XE WAS, ITM for WI)



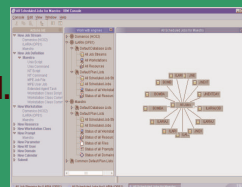
OMEGAMON XE for WBI

Event Correlation & Automation

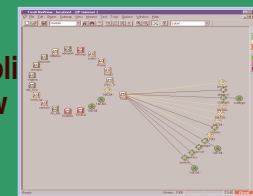
IBM Tivoli System Automation Family



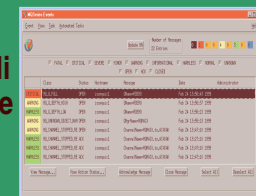
IBM Tivoli Work Sched. Suite



IBM Tivoli NetView Family



IBM Tivoli Enterprise Console

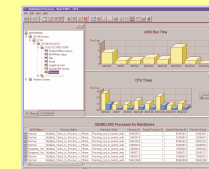


Resource Monitoring

IBM Tivoli Monitoring Family



IBM Tivoli OMEGAMON Family (zSeries and Distributed)



Tivoli Performance Automation



Business Service Management

INFRASTRUCTURE MANAGEMENT

Tivoli Performance Modeler
 Tivoli Information Manager
 Tivoli Web Access for Information Manager

Tivoli Decision Support for z/OS
 TDS Accounting Workstation for z/OS
 WPS Worldwide Programming Studio
 SPSS Statistical Package for Social Sciences

Infrastructure Orchestration

Availability

PERFORMANCE MANAGEMENT

Tivoli OMEGAMON DE for z/OS

Tivoli OMEGAMON XE for

- z/OS
- CICS
- DB2 for z/OS
- IMS
- zLinux and zVM
- Unix System Services (USS)
- Cryptographic Coprocessors
- Mainframe Networks
- z/OS Storage

Tivoli Monitoring for Network Performance

Availability

COMPOSITE APPLICATION MANAGEMENT

CAM - OMEGAMON

Tivoli OMEGAMON XE for

- WebSphere Business Integration
- WebSphere Business Integration on z/OS
- WebSphere Application Server
- WebSphere App. Server on z/OS
- BEA WebLogic

CAM - WSAM

Tivoli WebSphere Studio Application Manager (WSAM)

CAM - TMTP

Tivoli Monitoring for

- Transaction Performance
- Transaction Performance for z/OS

CAM - WEB SUPPORT

Tivoli Monitoring for Business Integration

Web Response Time Monitor
 Web Segment Analyzer
 ETEWatch

Availability

OPERATIONS MANAGEMENT

Tivoli NetView for z/OS
 Tivoli NetView Distribution Manager
 Tivoli NetView Access Services
 Tivoli NetView FTP

Tivoli System Automation
 Tivoli System Automation for Multiplatform

AF/OPERATOR
 AF/REMOTE

Security

zSERIES SECURITY MANAGEMENT

Tivoli RACF Administrator Workbench
 Tivoli Access Manager for z/OS
 Tivoli Identity Manager for z/OS

Optimization

PRODUCTION CONTROL

Tivoli Workload Scheduler
 Tivoli Workload Scheduler for z/OS
 Tivoli Output Manager
 Tivoli Automated Tape Allocation Manager
 Tivoli Allocation Optimizer
 Diversified Software Systems (DSSI)

- Job/SCAN
- Docu/TEXT

zSERIES STORAGE MANAGEMENT

Tivoli Storage Manager for z/OS
 Tivoli Storage Optimizer
 MainStar Product Suite

Provisioning

zSERIES LICENSE MANAGEMENT

Isogon

- SoftAudit
- Vista



Catálogo de productos WebSphere en Z

Problem Determination Tools

- File Manager
- Fault Analyzer
- Debug Tool
- Debug Tool Utilities
- IBM Application Monitor
- IBM Workload Simulator

CICS Tools

- CICS Interdependency Analyzer
- CICS Performance Analyzer
- OMEGAMON XE for CICS
- CICS Business Event Publisher
- CICS VSAM Transparency
- CICS Batch Application Control
- IBM Session Manager
- CICS VSAM Recovery
- CICS VSAM Copy
- CICS OTTO

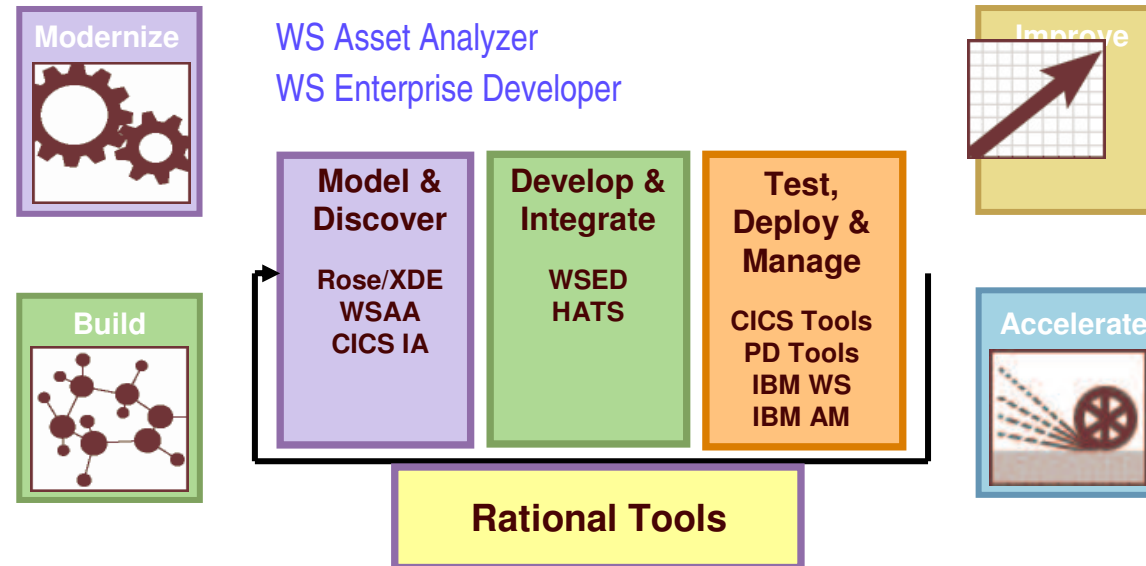
CICS Configuration Manager
and more coming soon!

WAS/z Tools

- WS Application Monitor
- WS Workload Simulator
- WS Asset Analyzer
- WS Enterprise Developer

Rational/z Tools

- Function Tester Extension
- Performance Tester
- Application Lifecycle Manager



Host Integration Tools

- Personal Communications
- Host Publisher
- Host On Demand
- Host Access Transformation Server

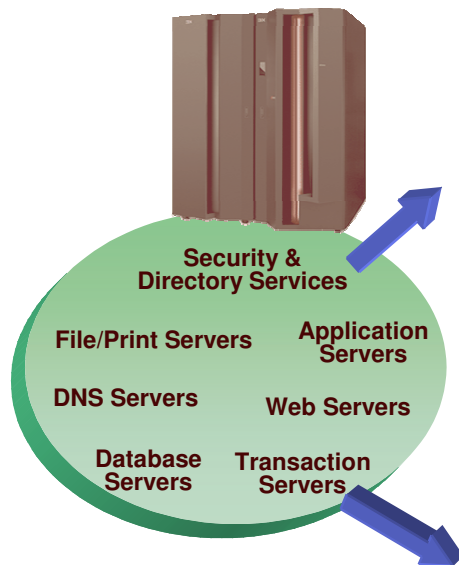
Runtimes

- WebSphere Application Server
- CICS, IMS, DB2
- Enterprise COBOL/PL/I
- Host Access Transformation Server

Evolución de las métricas de precios del SW IBM para Mainframe

- **1994 Introduction of PSLC (Parallel Sysplex License Charge)**
 - ▶ about 25-30 % reduction on prices where multiple systems were involved as parallel sysplex
 - ▶ mainframe systems are moving from small/few workloads to fast growing Sysplex environments
- **1998 - NALC (New Application Licence Charge) for new workloads**
 - ▶ large discounts on Operating System charges
 - ▶ geared to encourage development of new ebusiness apps on mainframe
- **1999 - GOLC (Growth Opportunity License Charge) announced for Multiprise 3000 with pricing/mip much less than on other comparable capacity systems**
- **September 2000 - zSeries tools offering launched**
 - ▶ IBM enters Tools market and becomes an alternative to major ISV
- **2000 - zSeries with Workload License Charge (WLC) and sub-capacity pricing**
 - ▶ introducing new revolutionary price to facilitate growth that the On Demand business requires. Customers can now grow e-business workloads as needed(req. zOS in 64-bit mode & SCRT)
- **2002**
 - ▶ zELC pricing for z800, again with lower price points
 - ▶ Transformed WLC from LPAR defined capacity to LPAR utilization
 - ▶ Introduced WLC Level 4, reduced WLC Level 5, Introduced WLC Level 6 and WLC Level 7
- **2003**
 - ▶ **z990 with reduced pricing MSUs** (Mainframe Charter) - approx 10%
 - ▶ announcement of **eNALC** price levels (with dramatic price cut on zOS)
 - ▶ eWLC(entry Workload license charge) for z800 allowing subcapacity pricing
 - ▶ 3 MSU Base Charge for Workload License Charges
 - ▶ Reduced z/OS WLC charges for WLC Environments < 315 MSUs
- **April 7th, 2004 - 40th anniversary of Mainframe - z890 announcement**
 - ▶ **On/Off Capacity on Demand** (On/Off CoD) capable
 - ▶ zSeries Software Tools Starter Pack Promotion
 - ▶ **zAAP** (zSeries Application Assist Processor) – New processor type dedicated exclusively for Java workloads under z/OS
- **August 2004 - extended IPLA Tools Sub-capacity charging availability**

El Mainframe es el entorno ideal para...



- **Proceso intensivo de transacciones de alto rendimiento**
- **Cargas intensivas de trabajo E/S**
- **Gran servidor BD**
- **Alta flexibilidad y seguridad**
- **Cargas de trabajo muy variables e imprevisibles**
- **Aplicaciones de infraestructura de baja utilización**
- **Rápido aprovisionamiento**

Nuevas Cargas de trabajo

Nuevas opciones...

eBusiness

LINUX

ERP

Ejes estratégicos en 2005

- **Virtualización, Simplificación de la infraestructura & Optimización T.I.**
Linux for zSeries, LPAR & z/VM qualities
- **Modernización & Integración con el Negocio**
Websphere, Java, J2EE, Application Integration
- **Flexibilidad & Seguridad**
Disaster Recovery, BCRS / GDPS , CBU
- **Aplicaciones integradas Corporativas**
SAP, Siebel, Peoplesoft, Domino
- **Actualización de la plataforma y del middleware**
zArchitecture, z990, z890, zAAP, IFL, CoD, zOS 1.6, WAS 6, WBISF, DB2 V8,
System Tools, T&C, subcapacity pricing, OIO, ELA/ESSOs
- **Aumentar conocimientos externos**
University program
IBM & BP Certification
zAtlas & zChampionship
Top Tier Program - Senior technical leads and executive support



IBM Software for zSeries: ibm.com/software/zseries

The Mainstream Newsletter: ibm.com/software/zseries/mainstream

The Mainstream –
www.ibm.com/software/zseries/mainstream



The screenshot shows the IBM Mainstream newsletter website. The header includes the IBM logo, a search bar, and navigation links for Home, Products & services, Support & downloads, and My account. A sidebar on the left offers options to select a country, software categories, and related links. The main content area features a welcome message, a list of featured articles, and a table of contents for the current issue.

IBM

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Related links:

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- Success stories
- Mainframe servers

Issue one

The Mainstream

The IBM eServer zSeries and S/390 software newsletter

Welcome to the inaugural edition of *The Mainstream*, the IBM zSeries™ and S/390® software newsletter. It's designed to shorten your path to the information you need. Six times a year, our newsletter will offer a snapshot of recent additions to our Web site — a high-altitude overview with links to the down-to-earth details facing businesses. It will also include articles on strategic issues.

Our newsletter, along with our [Web site](#), makes a continuously growing in-depth reference center for you. We hope they will be a trusted resource for your decision-making. [Subscribe today.](#)

Karen Lewis, Editor
 IBM eServer zSeries and S390 software marketing

Featured articles

[Mainframe Total Cost of Ownership: Managing the Cost Equation](#)
 Three dimensions of affordability are at the heart of what our customers are asking IBM to do. The whole notion of affordability — especially in these particular times — resonates with everyone. As a consequence, it drives us to continue to invest more in order to deliver the affordable capability that our customers need. The business of reducing TCO by adding value boils down to one word

In this issue:

- Editor's note
- Featured articles
- Upcoming events
- New product announcements
- Systems at Work
- Objective viewpoints
- White papers
- Technical resources
- The toolbox
- Cliffhangers
- Feedback
- Subscribe

A close-up, low-angle shot of a server rack. The image is dominated by dark, metallic surfaces with diagonal lines and textures. In the center, the classic IBM logo is illuminated in white. Below it, the text '@server' is visible in a smaller, lighter font. The lighting creates strong highlights and deep shadows, emphasizing the industrial and technological nature of the scene.

IBM

@server