



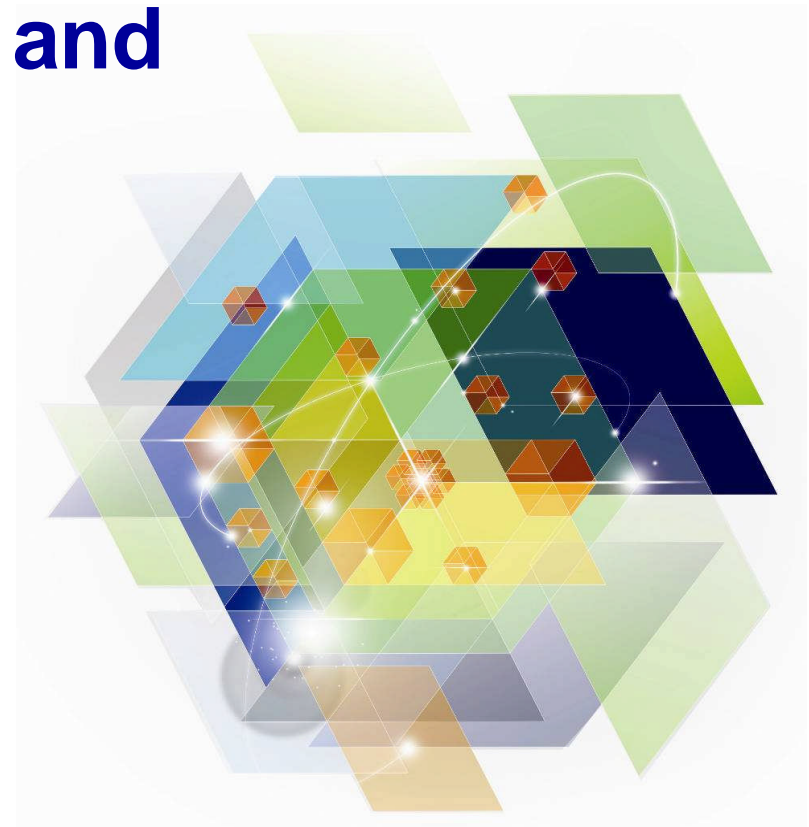
IBM DB2 for z/OS Trends and Directions

Mike Perera

Director, DB2 for z/OS

DB2 for z/OS Development

IBM Silicon Valley Lab



Agenda

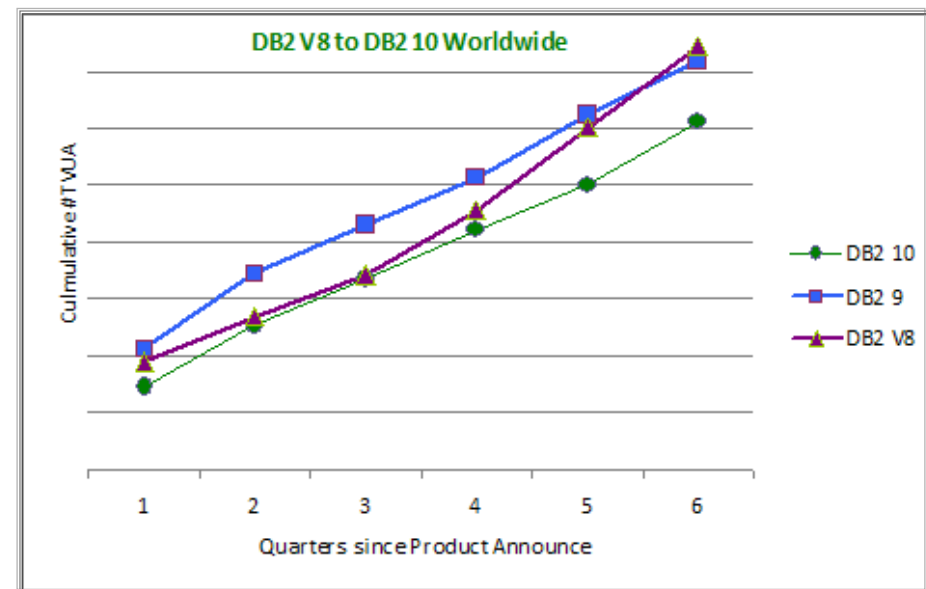
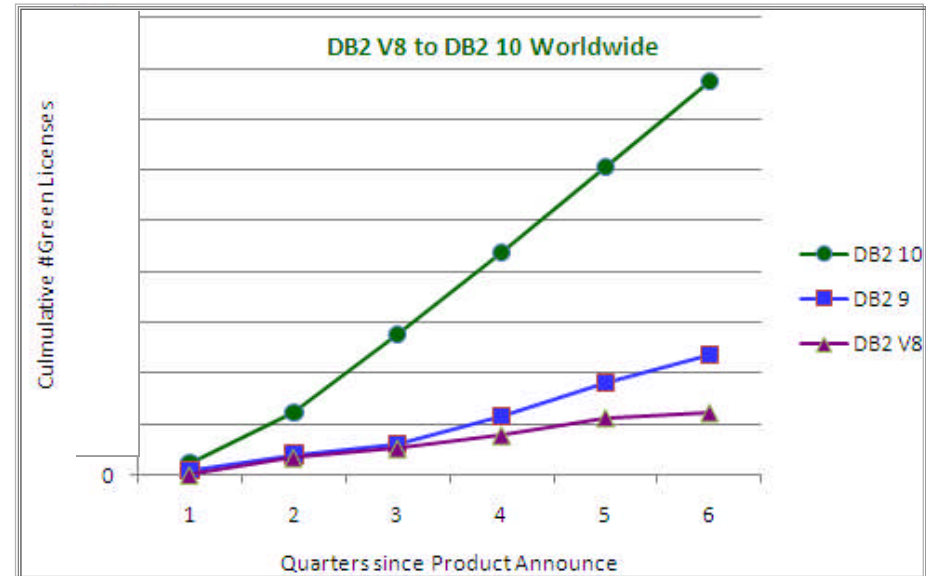
- **DB2 10 Overview**
- **Trends**
- **Customer Survey Results**
- **Sequoia Overview**
- **New Initiatives**

DB2 10 for z/OS Snapshot

- **Fastest uptake**
 - **+2X** customers
 - **+3X** licenses
 - **25%** coming from DB2 V8

- **Customers in Production**
 - **SAP, data warehouse and OLTP workloads**
 - **Skip-level and V2V**

- **Adoption Driven by:**
 - **Performance & Virtual Storage Constraint**
 - **SAP**
 - **Analytics**
 - **Platform Modernization**



DB2 10: HUK-COBURG

★ Fully in Production

Performance Boost with CPU Savings

Client: One of the largest insurance companies in Germany, supporting almost 7 million customers and more than 12 million insurance policies

Challenge: Maintain 24x7 availability while efficiently handling 18 million transactions a day and supporting industry standards of 10+ years of historical data and photos

Solution: DB2 10 for z/OS, CICS Transaction Server for z/OS V4.1, and z196 hardware

Key Benefits:

- Efficient, easy to scale solution
- **10% performance improvement** with sub-second response times
- Cost savings with **10% CPU reduction**



“Migrating to DB2 10 generated a 10 percent performance improvement and 10 percent CPU savings in our production system almost immediately.”

Matthias Jahns, Project Manager, HUK-COBURG

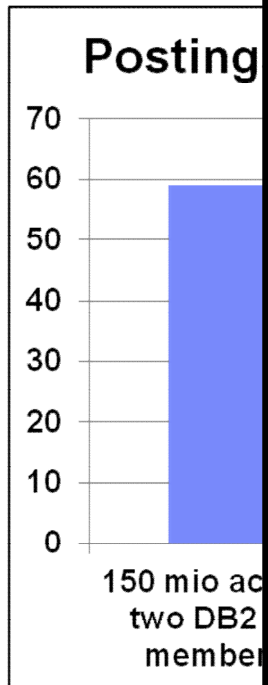
Agenda

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SAP & Sys

SAP Banking S

- Record-setting pe
- Number of accou
(Previously: 40 million)



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Bloomberg

SAP 'Outshines' Oracle as Software Sales Exceed Estimates

January 20, 2012, 5:40 PM EST

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By Cornelius Rahn

(Updates with analyst comment starting in eight paragraph.)

Jan. 13 (Bloomberg) -- SAP AG, the largest maker of business-management software, reported fourth-quarter sales and profit that beat analysts' estimates, triggering the steepest jump by its stock in more than four months in Frankfurt.

Revenue from software and related services climbed 12 percent to 3.72 billion euros (\$4.7 billion) under accounting methods SAP uses for its forecasts, the Walldorf, Germany-based company said today. That compared with the 3.6 billion-euro average estimate in a Bloomberg survey of analysts. Operating profit gained 10 percent, also topping projections.

Stepping up rivalry with Oracle Corp., Co-Chief Executive Officers Bill McDermott and Jim Hagemann Snabe bolstered SAP last month with the \$3.4 billion acquisition of SuccessFactors Inc. Oracle shares fell the most in more than nine years on Dec. 21 after the Redwood-City, California-based company reported profit and sales that missed estimates.

"They outshone Oracle," said Mirko Maier, an analyst at Landesbank Baden-Wuerttemberg in

4 of the 6 customers mentioned in this article are on System z

Analytics on System z is Building

“The industry pendulum is swinging toward centralization and there is no better platform than the mainframe”

Intelligent Solutions, Inc. Analyst, Claudia Imhoff



- Operational Business Analytics at an entry-level price



DB2 for z/OS Warehouse: “Running our data warehouse platform on System z allows us to achieve consistent performance and reliable uptime, which are crucial for maintaining the highest degree of customer confidence in the bank.”

- Accelerating queries and reducing costs



DB2 Analytics Accelerator: “We expect ROI in less than 4 months”

- Pre-optimized Business Intelligence Software with out of the box performance



Cognos BI for System z: “We didn’t have to justify the higher cost for putting this on the mainframe, It was cheaper!”



- Executive dashboards & significantly enhanced visual reports fully compatible with existing QMF objects



QMF 10: “We are excited about the added features in QMF V10, it is a user friendly product that allows users to efficiently and effortlessly manipulate, format, view and report on data.”



- Expanding breadth of predictive analytics with SPSS

IBM Blue Insight

IBM's internal project leveraging Business Analytics and data warehousing on System z technologies to drive multi-million dollar benefits

Challenge: Empower hundreds of thousands of employees via a single cost-effective BI platform

Solution:

- IBM Query Management Facility
- IBM® Cognos® Business Intelligence
- IBM SPSS® Statistics and SPSS Modeler
- IBM InfoSphere® QualityStage and DataStage
- IBM DB2 for z/OS and IBM DB2 Analytics Accelerator
- IBM zEnterprise™ 196



Key Benefits:

- Generates new insights that drive real business value – e.g. increasing software revenues by eight percent by enhancing small deals management.
- Delivers \$25 million savings over five years through consolidation.
- Avoids approximately \$250,000 in set-up costs for each new analytics project
- Scales seamlessly to meet increasing user demand

“The business gets excellent performance and near-total availability, and can regard analytics as an always-on, real-time service.”

Larry Yarter, Chief Architect, Blue Insight Business Analytics Competency Center, IBM

IBM DB2 Analytics Accelerator

Capitalizing on the best of both worlds – System z and Netezza

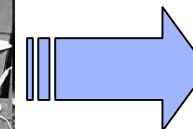


- *Leverages the strengths of System z and Netezza*
- *Extreme Performance for complex analytics*
- *Breakthrough technologies - hardware acceleration*
- *Tightly integrated into DB2 for z/OS*
- *Creates a highly secure environment for sensitive data analysis*
- *Reduced cost and complexity*
- *No application changes*

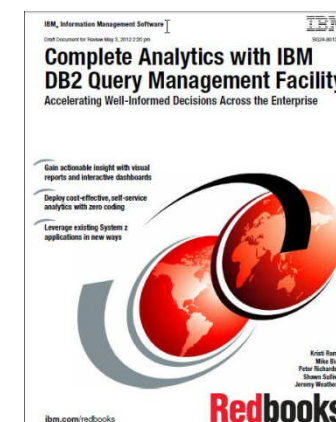
Accelerating decisions to the speed of business

QMF 10 – Continuing to Expand the Reach

- Dramatically different than prior releases
 - ✓ We keep innovations coming – QMF goes mobile!
 - ✓ Existing customers can modernize and consolidate their BA environments and extend their current QMF investment at low cost
 - ✓ Workstation and WebSphere environments let you create and deploy visually rich reports, interactive dashboards, and much more
 - ✓ TCO is based on an enterprise-wide model. The greater the number of users and databases accessed, the lower the cost



- IDAA creates significant performance improvements and savings for QMF
 - ✓ Faster responses to queries
 - ✓ Act faster on results, dig deeper, generate personalized reports and dashboards
 - ✓ Make more timely, informed decisions
 - ✓ Provides a lower cost option for massive batch operations, one of QMF's known strengths
- What's new?!
 - ✓ QMF Classic Edition VUE V10 – **JUST ANNOUNCED** May 8, GA May 11
 - Offers financial flexibility to purchase QMF Classic Edition as an OTC price metric
 - ✓ New QMF Redbook



New Analytics Technology on System z

Real time scoring of transactional data in DB2 10 for z/OS

- **Delivers better, more profitable decisions at the point of customer impact**
 - Enables more informed customer interaction
 - Improves customer service
 - Increases revenue per customer ratio
 - Heightens customer retention
 - Improves fraud identification and prevention
 - Reduces risk and exposure
- **With improved accuracy, speed and performance while reducing cost and complexity**
 - Improves accuracy by scoring new and relevant data directly within the OLTP application
 - Scales to large data volumes to improve accuracy of data models
 - Delivers the performance needed to meet and exceed SLAs of OLTP applications
 - Minimizes demand on network, HW, SW and resources



Part of an extensive Business Analytics solution on System z!

* Planned availability for 2Q 2012

Platform Modernization: University of Miami

CA IDMS Conversion to IBM DB2 for z/OS

- **Client:** A private research university with more than 15,000 students across 12 schools and colleges in more than 180 majors and programs, with a \$2.6B budget and almost 14,000 employees
- **Challenge:** Lower costs and address scarcity of CA IDMS skills while maintaining seamless user experience across 42 applications
- **Solution:** DB2 9 for z/OS, WebSphere Application Server, and Ateras DB-Shuttle
- **Key Benefits:**
 - Completed project in 15 months
 - Extensibility of relational database
 - Lower cost while running even better than originally on IDMS



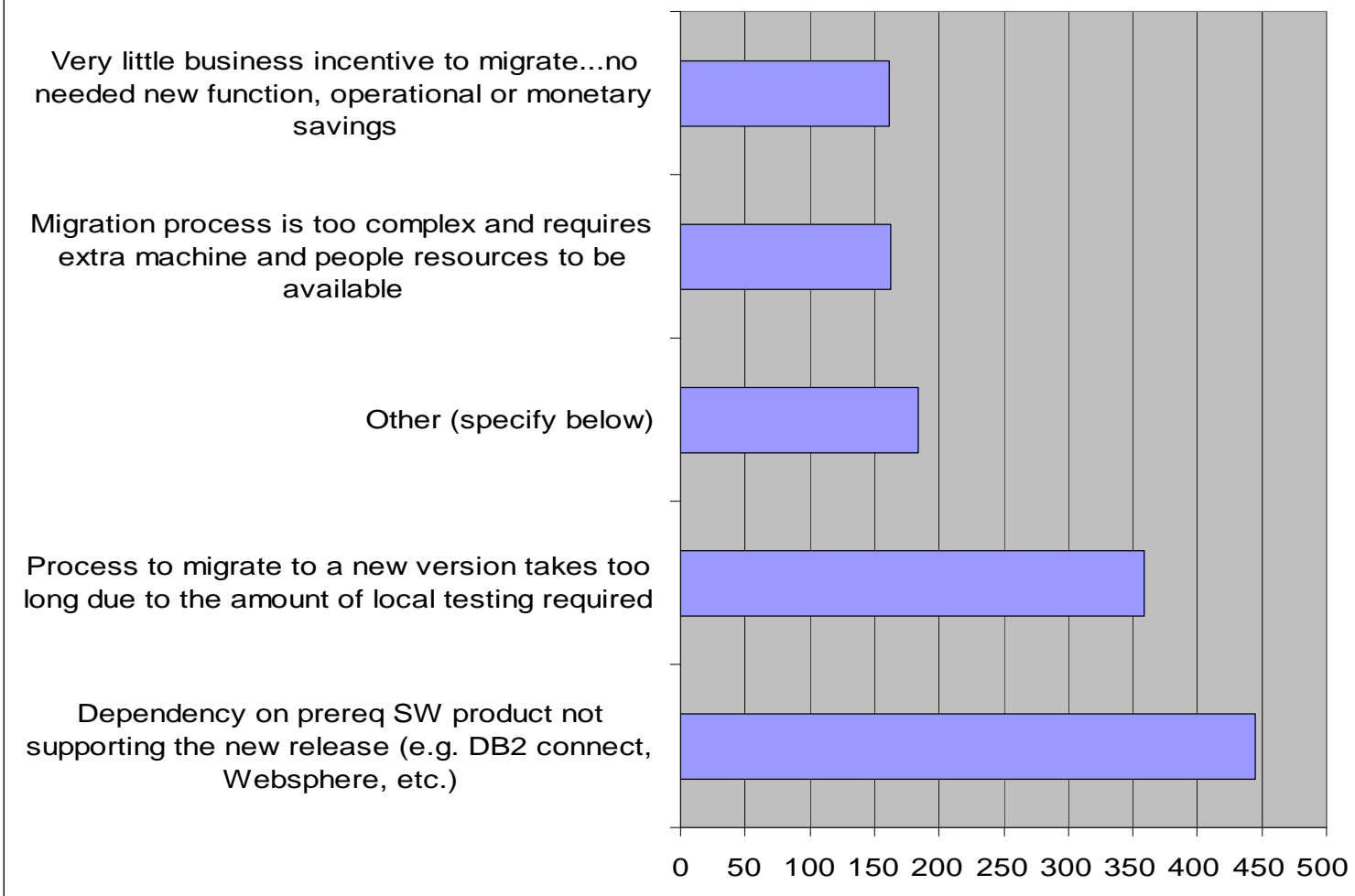
“We’re more than satisfied that we have found a cost-effective solution to help us move the university forward and respond to the needs of our students and administrators for the foreseeable future.”

–Dr. M. Lewis Temares, VP for Information Technology and Dean of Engineering, University of Miami

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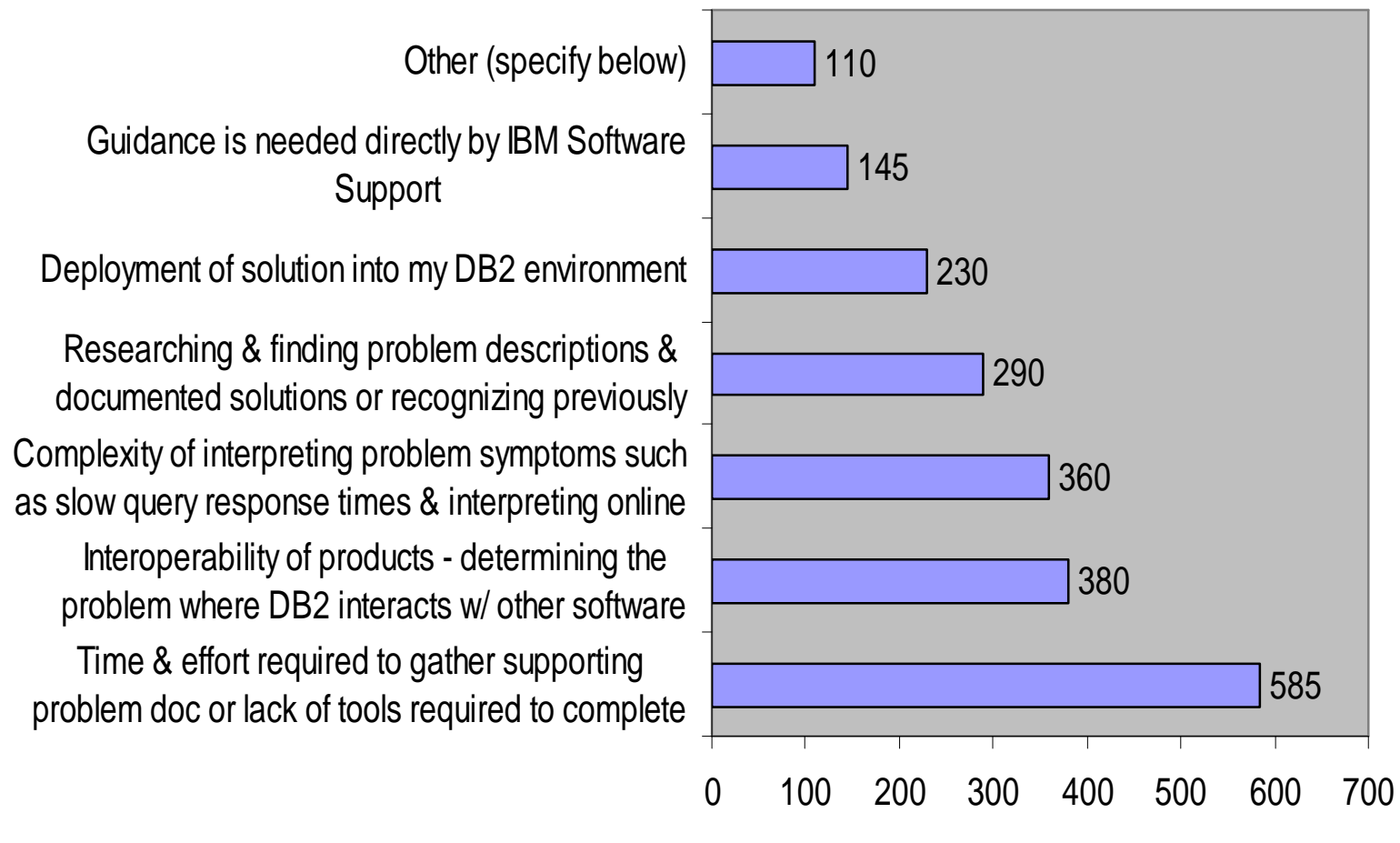
Migration Pain Points



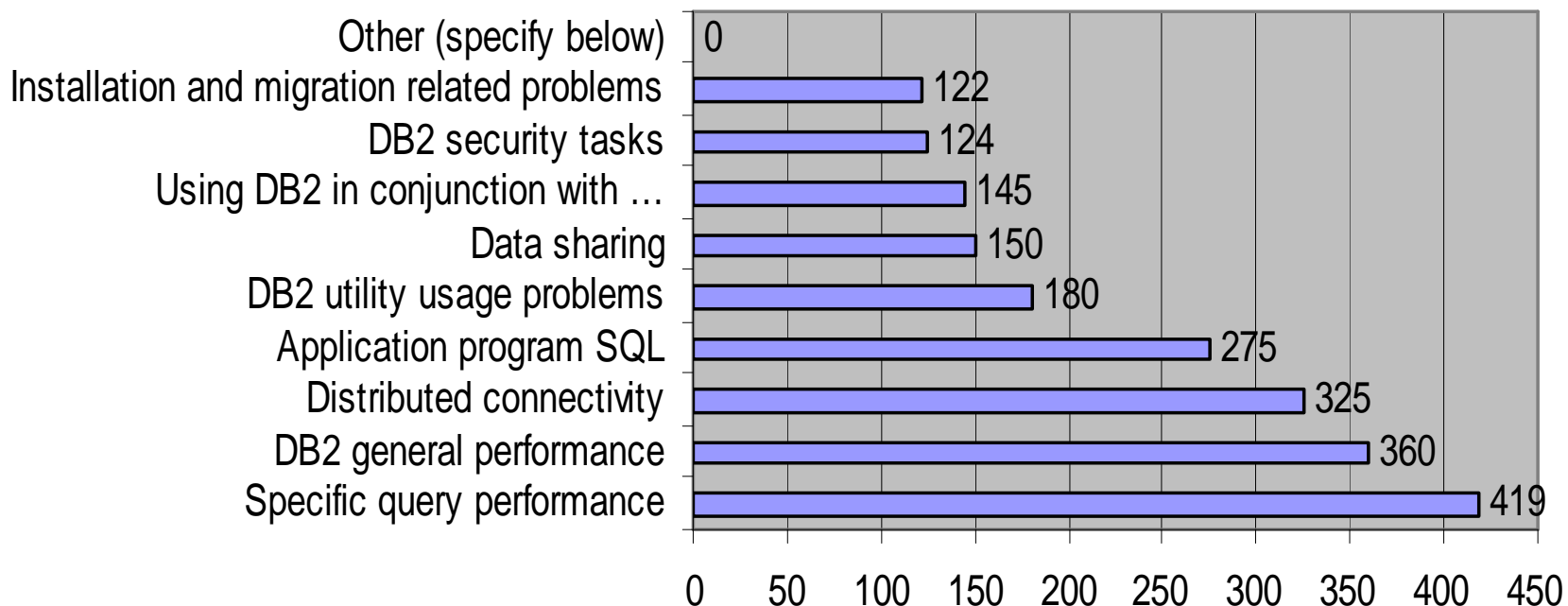
Other Comments:

- Stability of the new version
- Hidden Incompatibilities

Biggest Barriers to Troubleshooting DB2 Problems



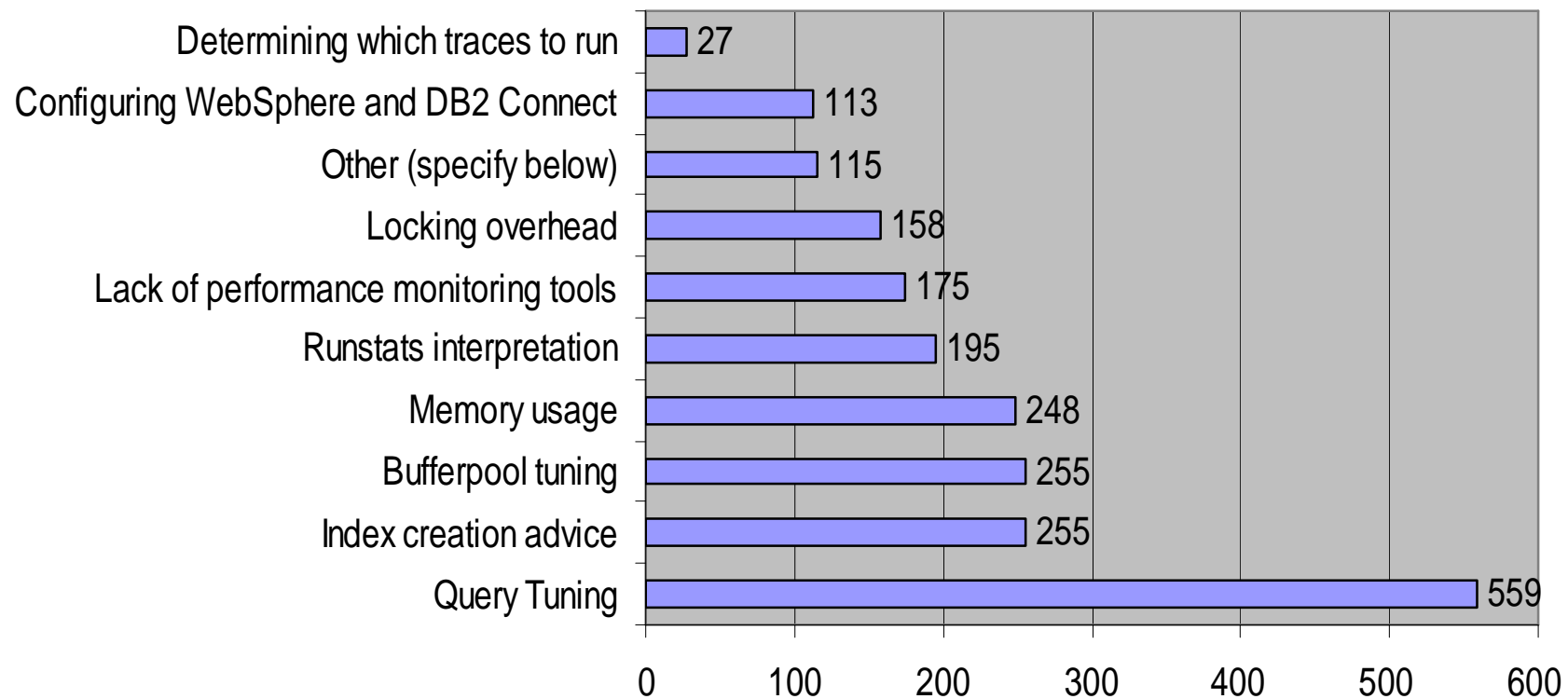
Areas resulting in most time spent & biggest challenges to debug



Complementary software prerequisite:

- SAP, BMC, Appl Servers

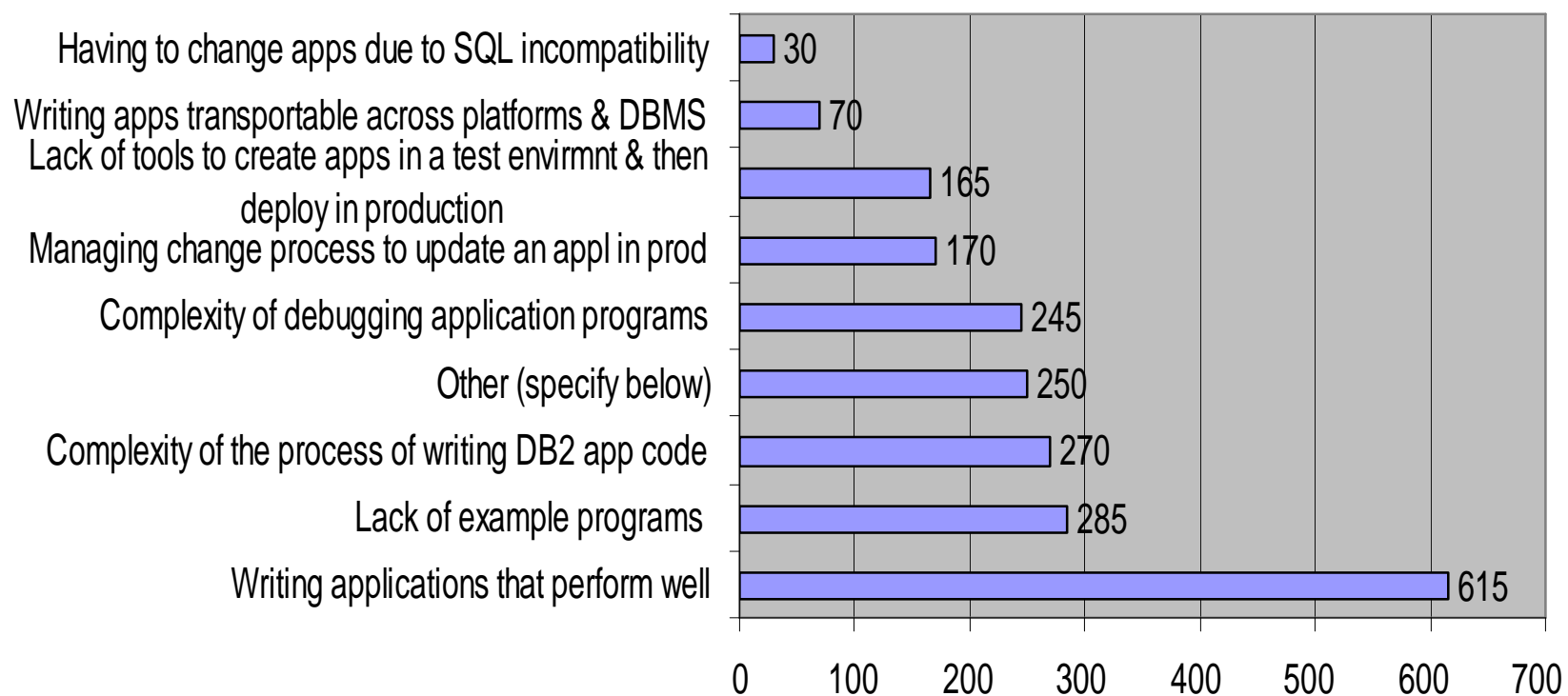
Most Challenging Areas for Config and Tuning



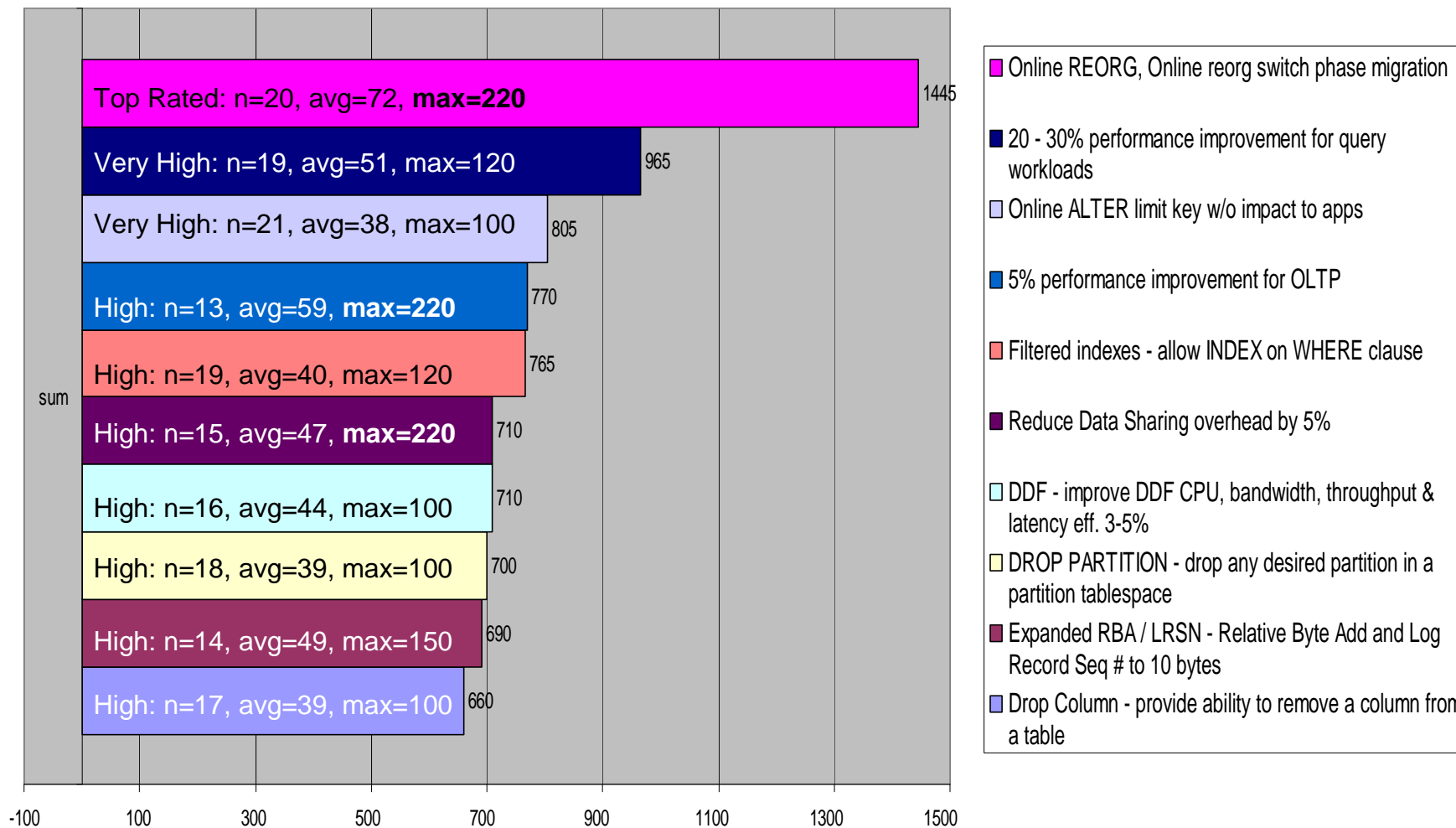
Other:

- All of the above
- Utility tuning

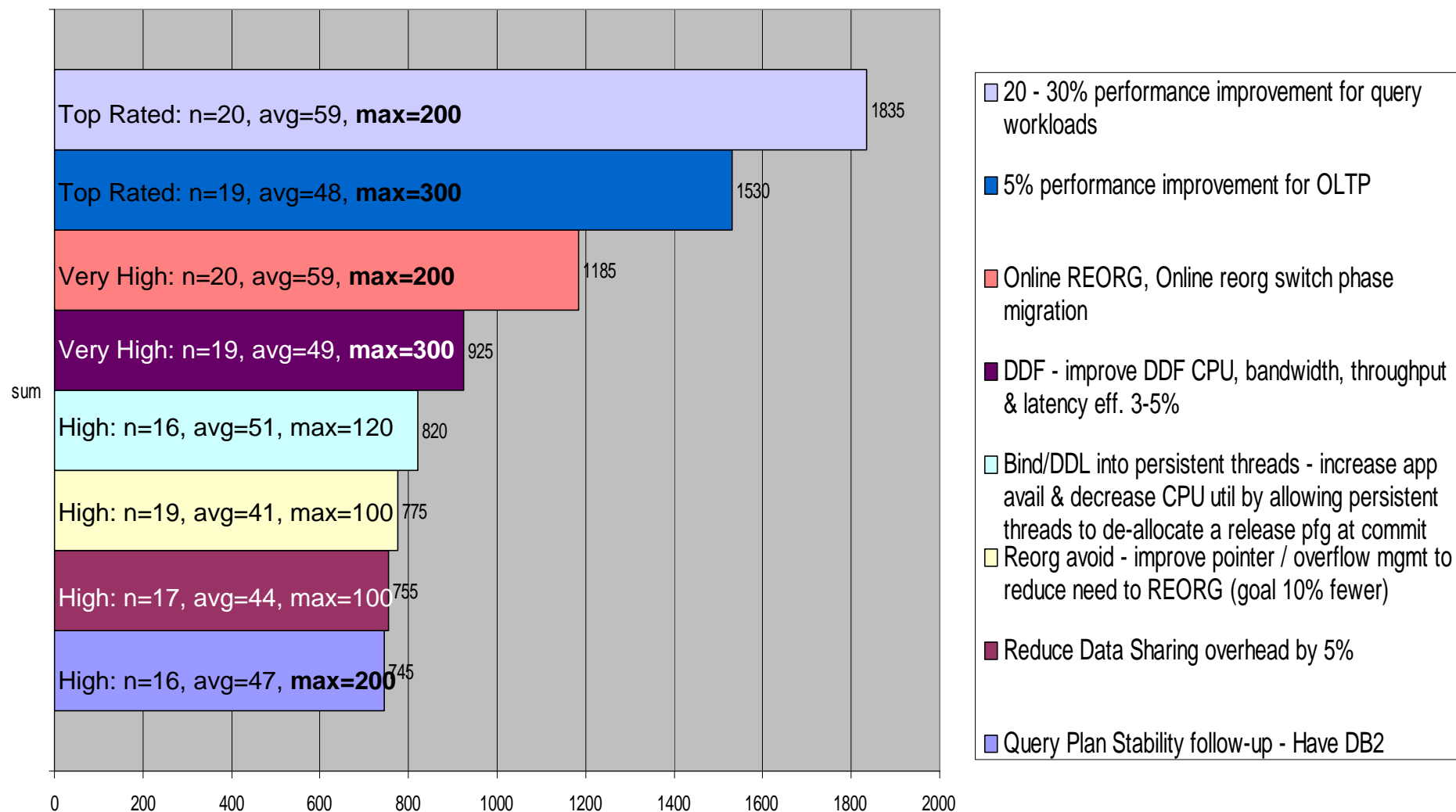
Obstacles App Dev Group Encounter Most Often



Importance for My Job - Highest Rated Features



Importance for Business - Highest Rated Features



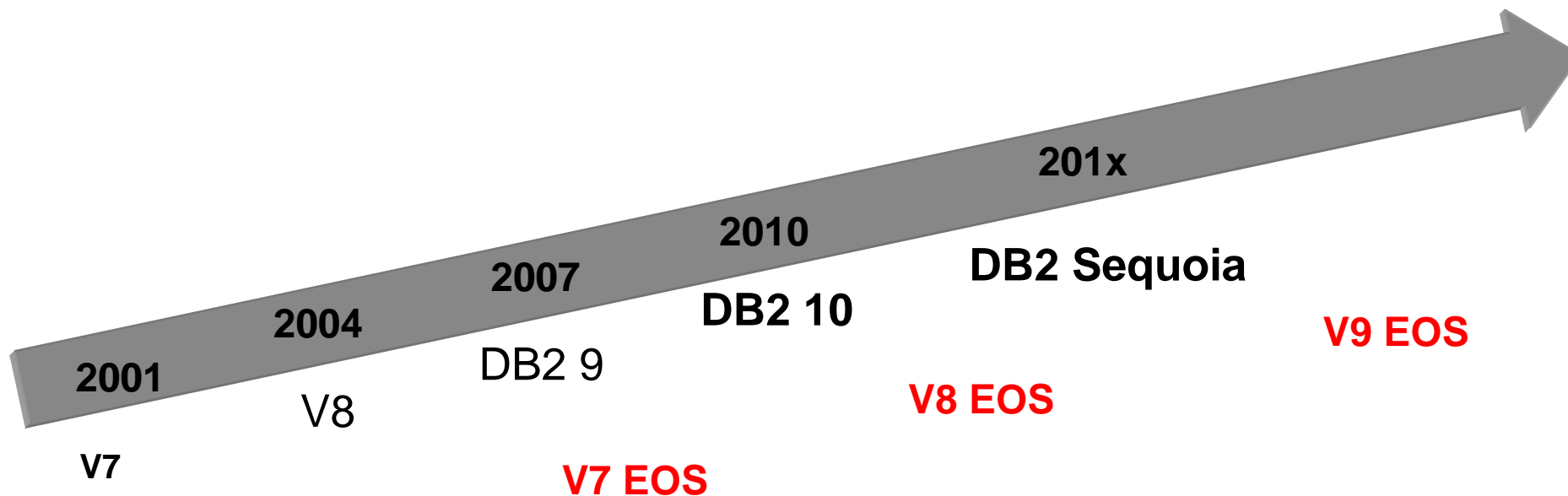
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DB2 for z/OS Technical Strategy

- Continuous availability, RAS leadership
- Performance and scalability
- Autonomics and simplification
- Advanced application features
- Grow real time analytics capabilities

DB2 for z/OS Time Line



DB2 Sequoia Timing and Planning

- 3 to 3.5 year release cycle is business as usual
- Dual mode migration (CM, NFM)
- DB2 10 is the prereq for migration
- z/OS 1.13 or above
- z10 hw or above
- No pre-V9 bound packages
- Deprecation of Sysplex Query Parallelism

DB2 “Sequoia”

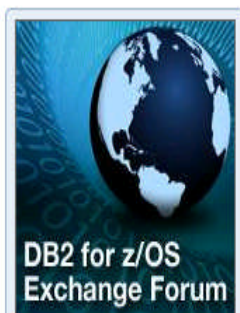
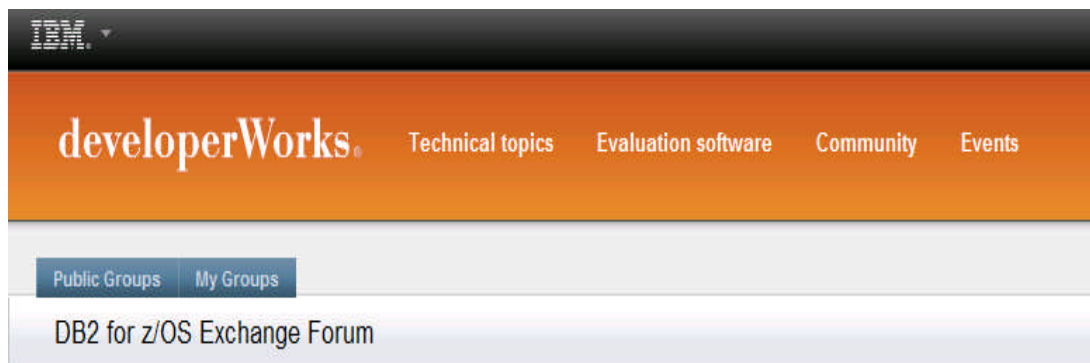
- Unmatched Reliability, Availability, and Scalability
 - Improved Data Sharing performance and efficiency (0-5%)
 - Even less downtime by removing growth limitations
 - Simplify management, improved autonomies, reduce planned outages with more online schema changes and utilities improvements
- Save money, Save time
 - Reduce CPU usage
 - 0-5% for many OLTP and heavy INSERT workloads
 - Up to 20-30% for key query workloads
 - Additional utilities performance and CPU improvements
 - Save time and resources with new autonomic and application development capabilities
- Simpler, faster migration
 - No application changes required to account for incompatible SQL
 - Access path stability improvements
 - Better application performance with SQL and XML enhancements
- Enhanced business analytics
 - Faster, more efficient performance for query workloads
 - Transparent archiving supports more efficient analysis
 - IDAA enhancements (2012 & beyond)
 - More efficient in-line database scoring enables predictive analytics ('12 deliverable)



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DB2 for z/OS Exchange



- Overview
- Members
- Blog
- Files
- Bookmarks
- Feeds

Overview

Tags: code, code_sharing, community, db2, example, example_exchange, examples, exchange, sam

Blog

- DB2 migration to V10 and DB2 access path selection ZPARM settings**
flodubois | 27 Apr | Tags: zparm migration | Comments (0) | Visits (80)
- Need to re-activate DB2 Connect server license after moving from V9 NFM to V10 CM**
flodubois | 27 Apr | Tags: db2 connect migration | Comments (0) | Visits (81)
- Casebook - 2012 Edition: Tightly Integrated DB2 Backup, Recovery and Cloning**
flodubois | 27 Apr | Tags: recovery backup cloning | Comments (0) | Visits (67)
- Updated Technote: What is DB2 Accounting Class 2 Not Accounted Time?**
flodubois | 27 Apr | Tags: performance | Comments (0) | Visits (62)
- APAR PM60737 - FOR A DR EXERCISE, AFTER GRECP PROCESSING COMPLETED, CHECK INI**
flodubois | 27 Apr | Tags: data apar inconsistency | Comments (0) | Visits (61)

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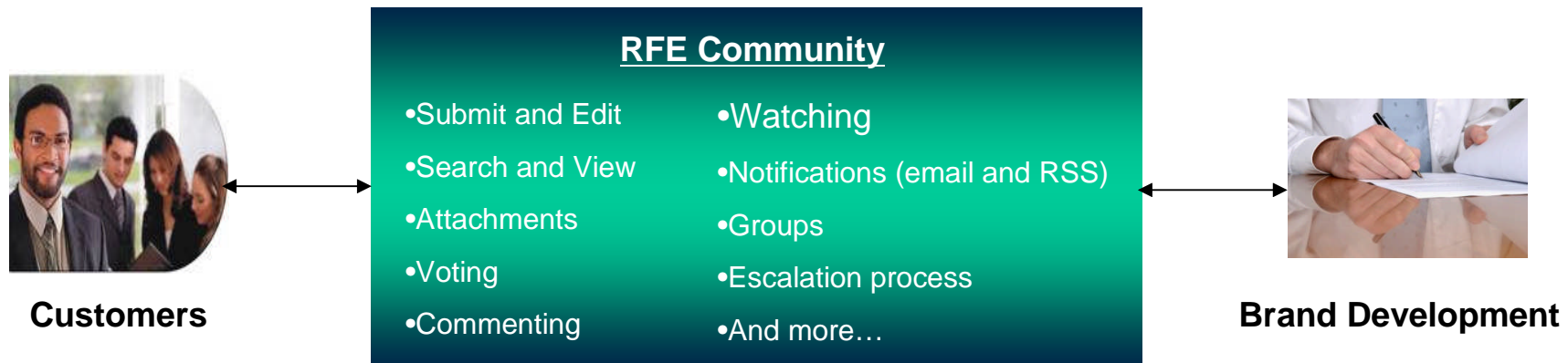
- Exchange technical information on using DB2
- Share experiences and best practices
- Keep up with the latest technical updates from the lab
- Learn from other experts

DB2 for z/OS Request for Enhancements (RFE)

More Effectively Communicating with Customer on Requirements

- **Historically...** internal IBM tool (FITS). No direct customer access to requirements
- **Going forward** with [DB2 for z/OS RFE](#) you can:
 - Directly manage/track your requirements – greater accessibility
 - Access, vote, comment, and watch other public requirements
 - Directly interact with DB2 development
- Online help and tutorials available from the RFE Community – including YouTube videos

YouTube videos: http://www.ibm.com/developerworks/rfe/execute?use_case=tutorials




Thank You...

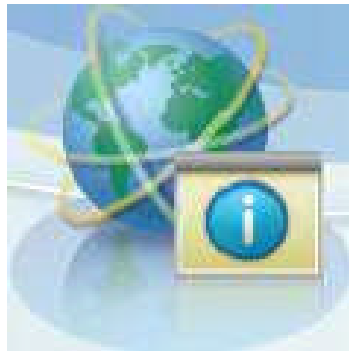


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