

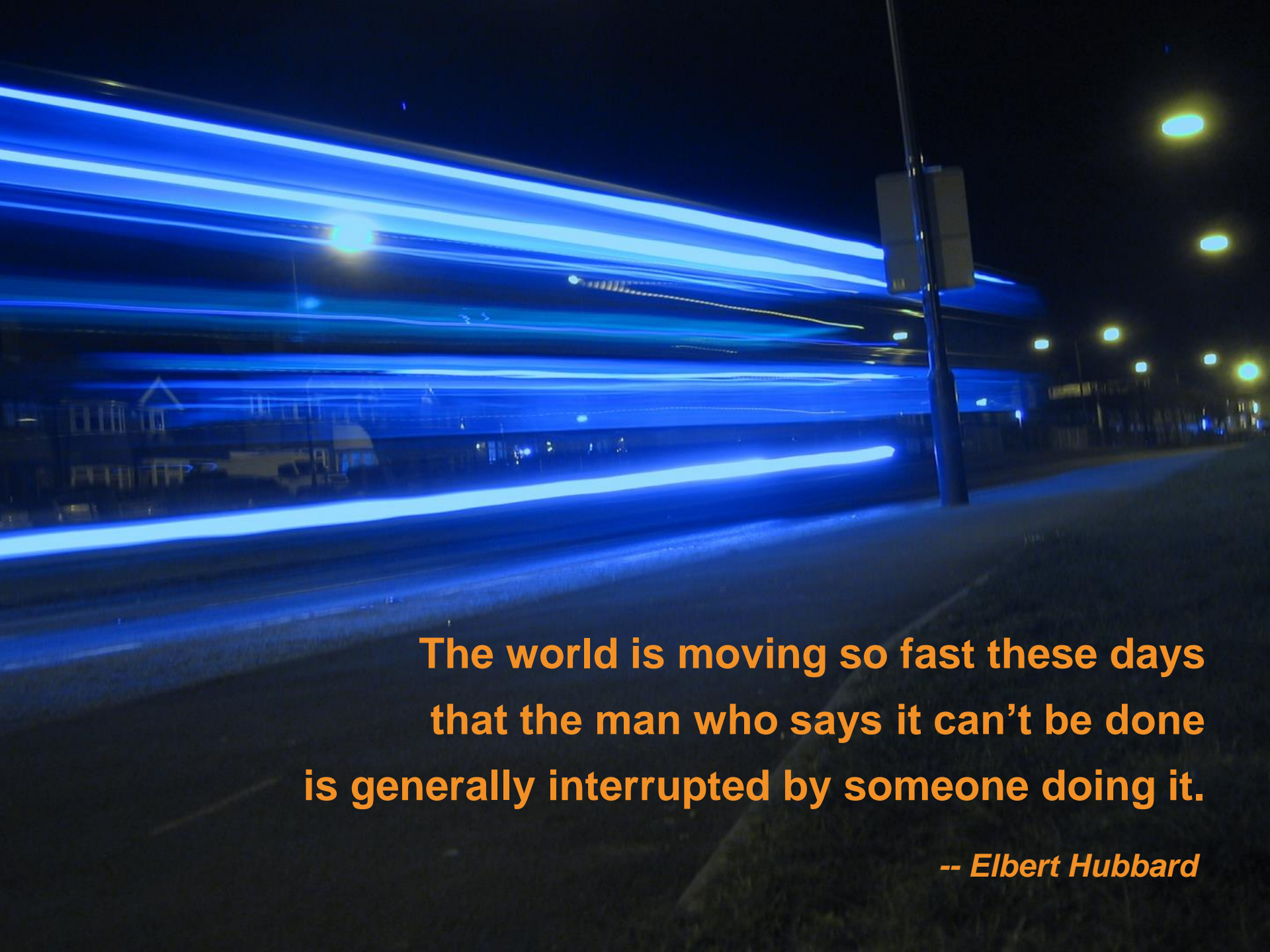
# Discover the Power of Mobile – Mobilize your Mainframe

*Extending Mainframe to the Hybrid World of Cloud and Mobile*

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Vice President, z Systems Software





**The world is moving so fast these days  
that the man who says it can't be done  
is generally interrupted by someone doing it.**

***-- Elbert Hubbard***

In **10 years**  
it's predicted that **40%**  
of the **Fortune 500** companies  
will **no longer exist**

# Mobile is changing everything

2004

2014

Transforming

how we act,

interact and

transact.

2004-2014:

**37x** increase  
in mobile transactions  
per day per user

# What's the cost of a bad app

Nov 28, 2014

## Black Friday traffic brings down Web stores of HP, Best Buy, others

Retailers' systems buckle under load of post-Thanksgiving Web shopping.





# The most enterprising apps ever.

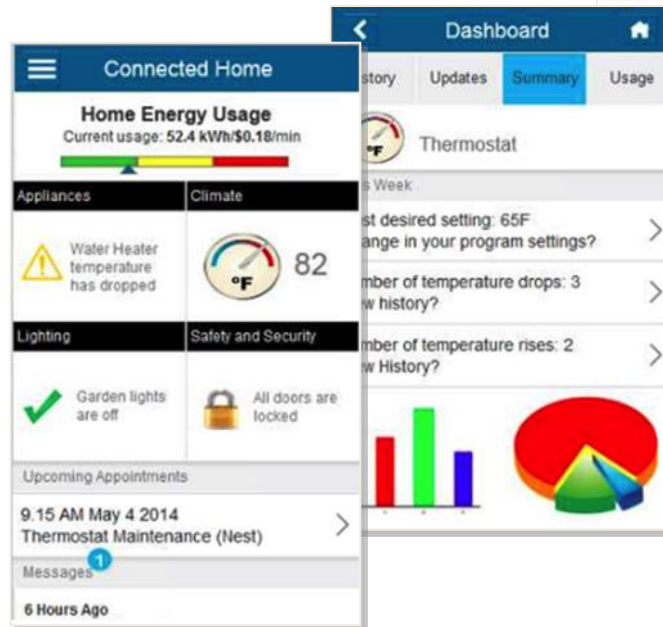
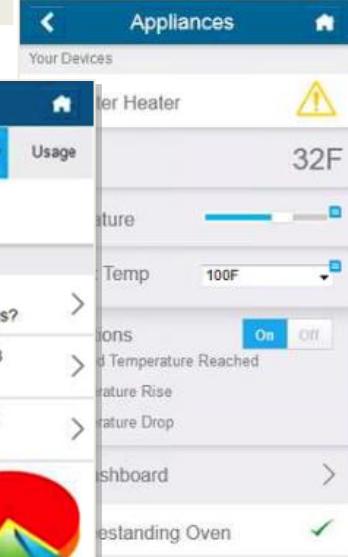
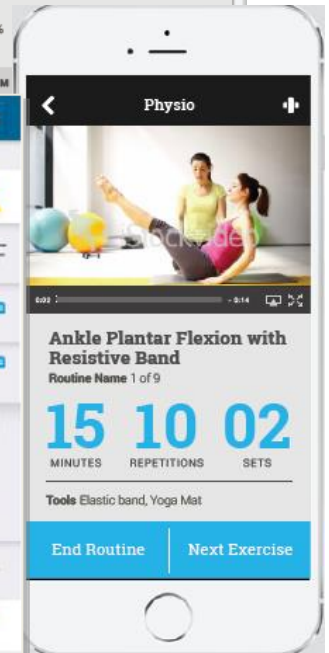
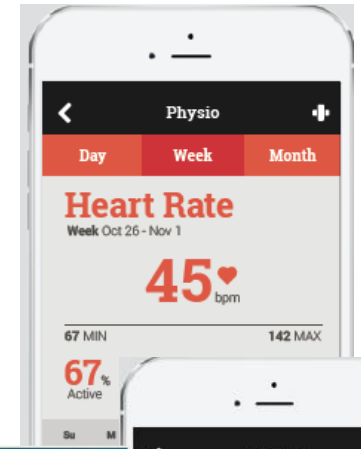
Welcome to a new class of apps — entirely reimagined for the mobile enterprise, made for iOS, and designed to empower employees wherever their work takes them.



# Accelerate your enterprise innovation



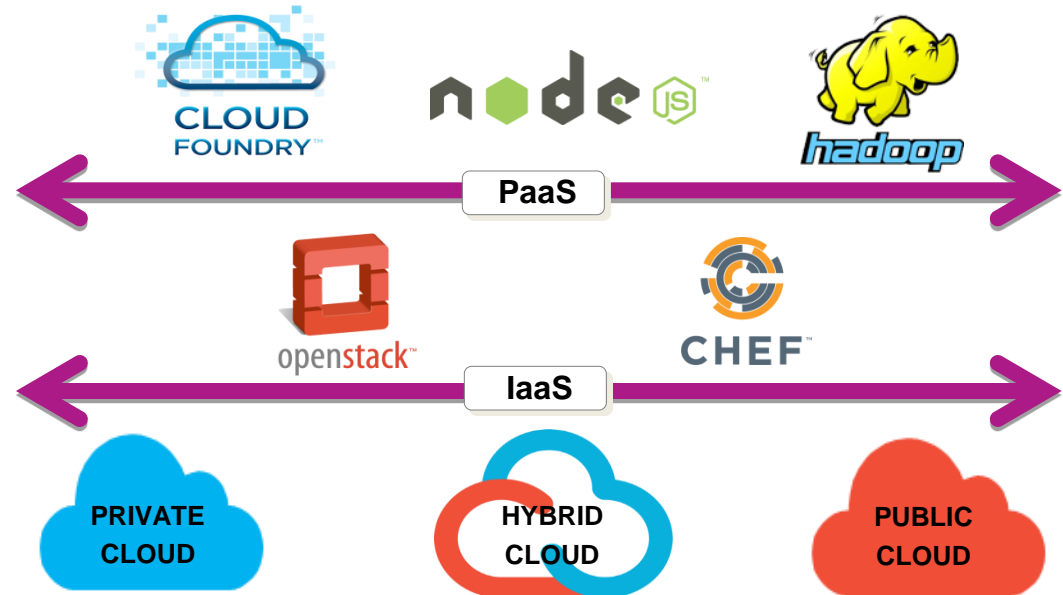
Banking	Retail	Government	Healthcare	Automotive
Small Business (B2C)	Engaged Shopper (B2C)	Citizen (B2C)	Coordinated Care (B2C)	Connected Home (B2C)



# Hybrid world and open standards enable digital transformation by leveraging enterprise IT assets

Cloud enables **business transformation** at Internet scale and speed through composition:

- APIs
- Cloud Integration
- Portability through Patterns
- Open Standards

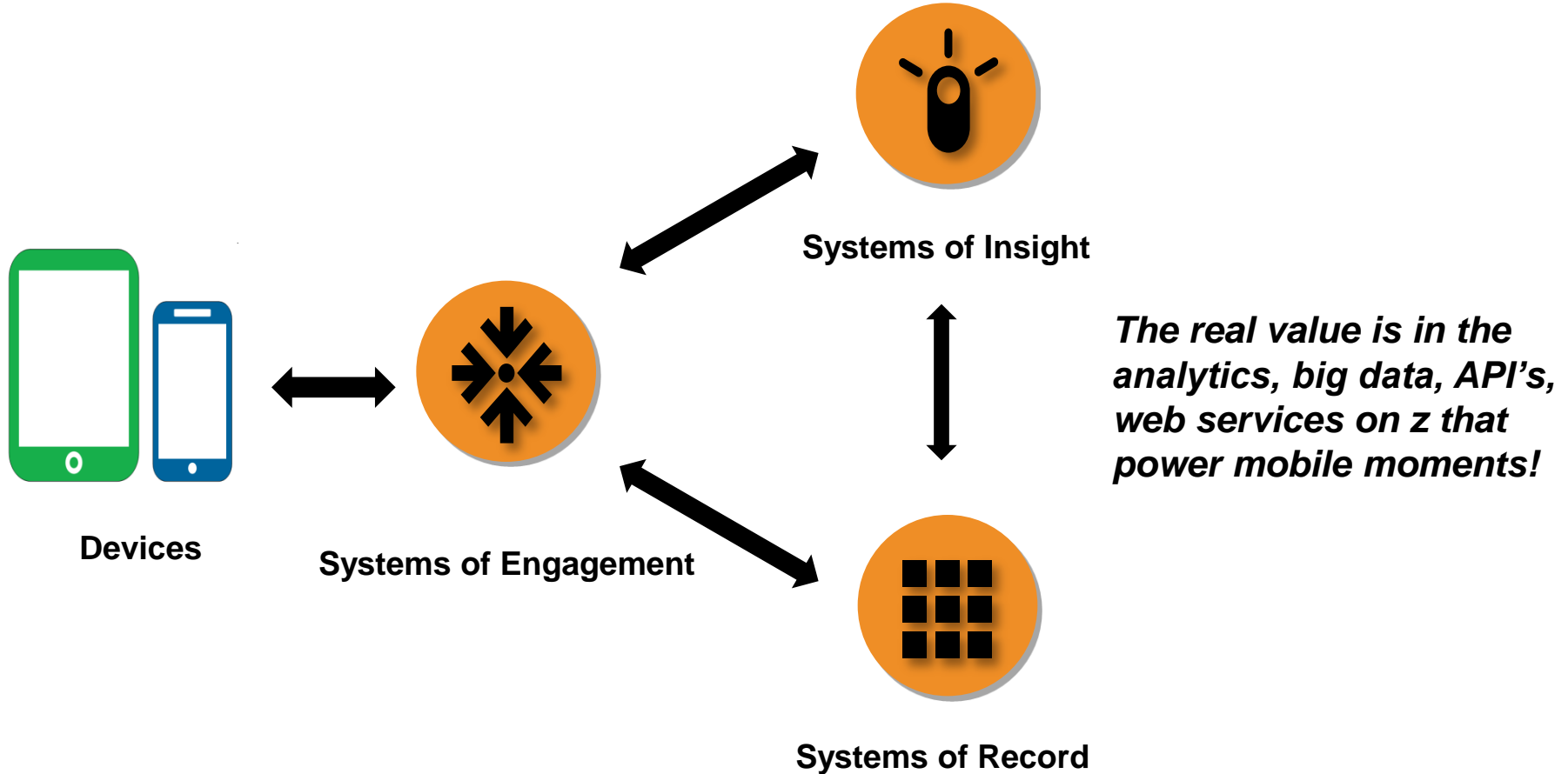


*80% of the world's corporate data resides or originates on mainframes*

*91% of surveyed CIOs said that new customer-facing applications are accessing the mainframe*



# Without optimal infrastructure, your mobile efforts may not be providing the business value you expect



# APIs are giving rise to a new app “value chain”



Big Data

**Big data** sources provide insights that are shared and monetized through APIs



Assets



Social

**Social APIs** fuel personalized experiences for users and new business models



Users



Cloud

**Cloud services** are exposed through Web APIs enabling rapid composition environments



Web Apps

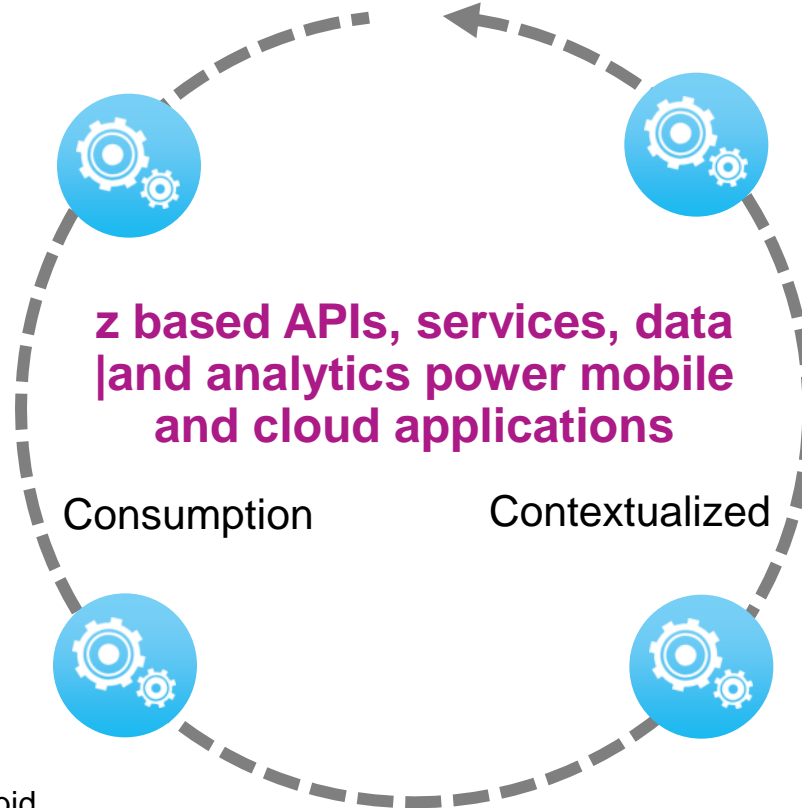


Mobile

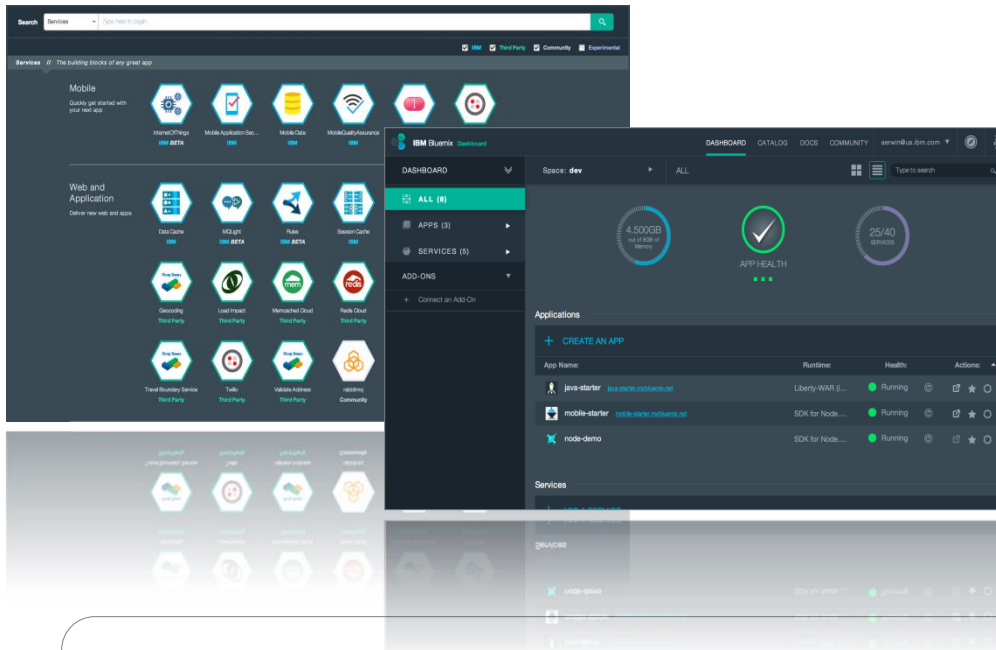
**Mobile applications** make calls to back end services through Web APIs



Apps



# IBM Bluemix can help compose new applications using existing z services, data and transactions



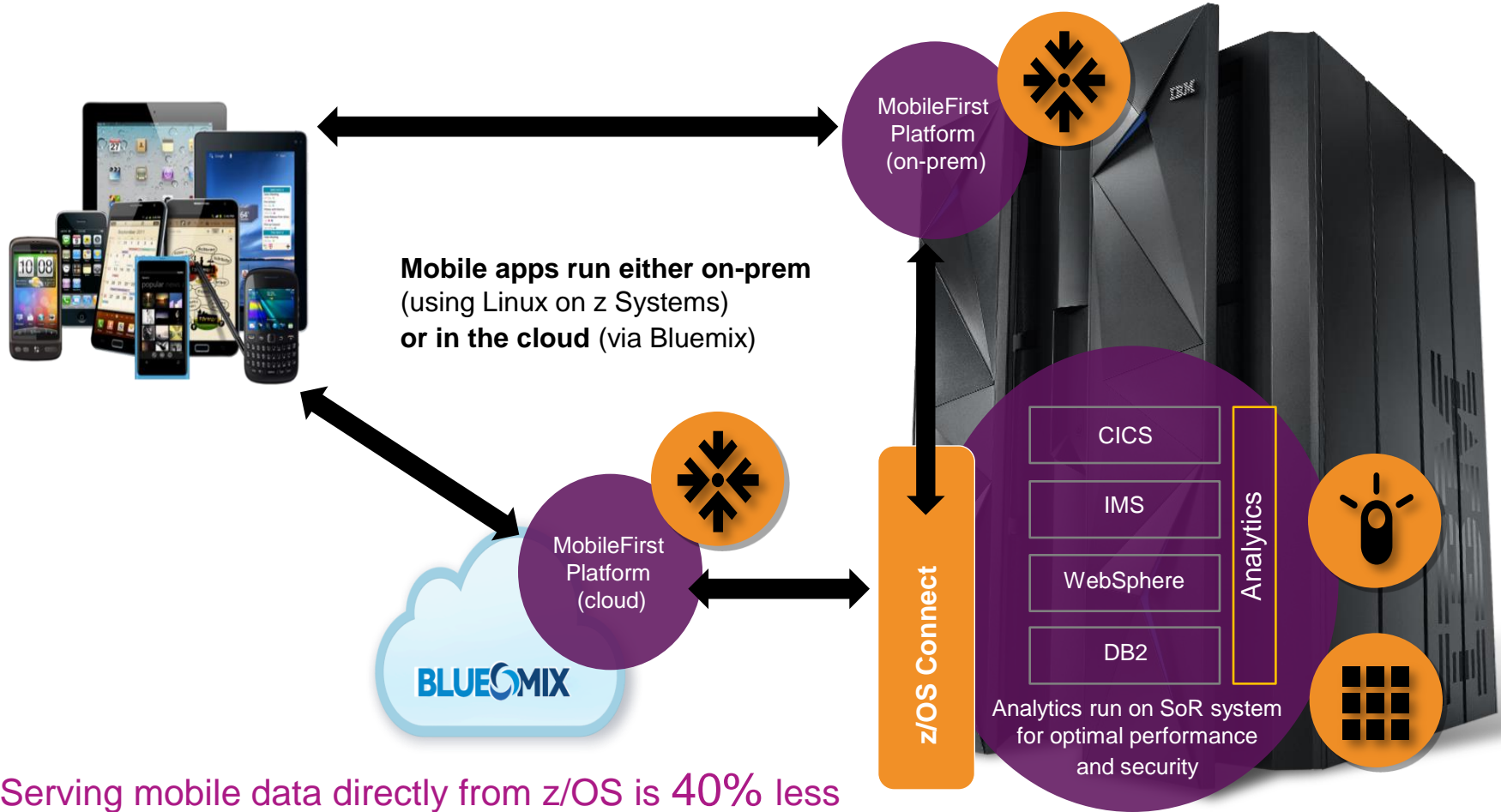
- Platform as a service (PaaS) offering that delivers enterprise-level features & services that are easy to integrate into cloud apps
- Brings unparalleled speed to development and deployment
- 100% Open standards-based
- Use same proven API services as used on premise



## z Systems - Bluemix Integration

Expose services in a secure manner to achieve rapid open source based development while leveraging mainframe assets

# z13 bridges Systems of Record with Systems of Engagement for optimized service delivery



Serving mobile data directly from z/OS is 40% less expensive than exporting to a system of engagement

# The world's leading businesses depend on z Systems to drive exceptional client experiences and business outcomes

**92** of the top 100 worldwide banks<sup>1</sup>



**90%** of mobile banking app users check account balances or recent transactions <sup>5</sup>

**23** of the top 25 US retailers<sup>2</sup>



**22%** of all 2013 Black Friday online sales were mobile <sup>6</sup>

**10** out of 10 of the world's largest insurers<sup>3</sup>



**73%** of insurers will offer mobile claims services by 2016 <sup>7</sup>

**23** out of 25 of the world's largest airlines<sup>4</sup>



**44%** of travelers use mobile to research travel while traveling <sup>8</sup>

# Cloud Integration Demo:

*Accelerate mobile app innovation by accessing enterprise assets with ease and control*



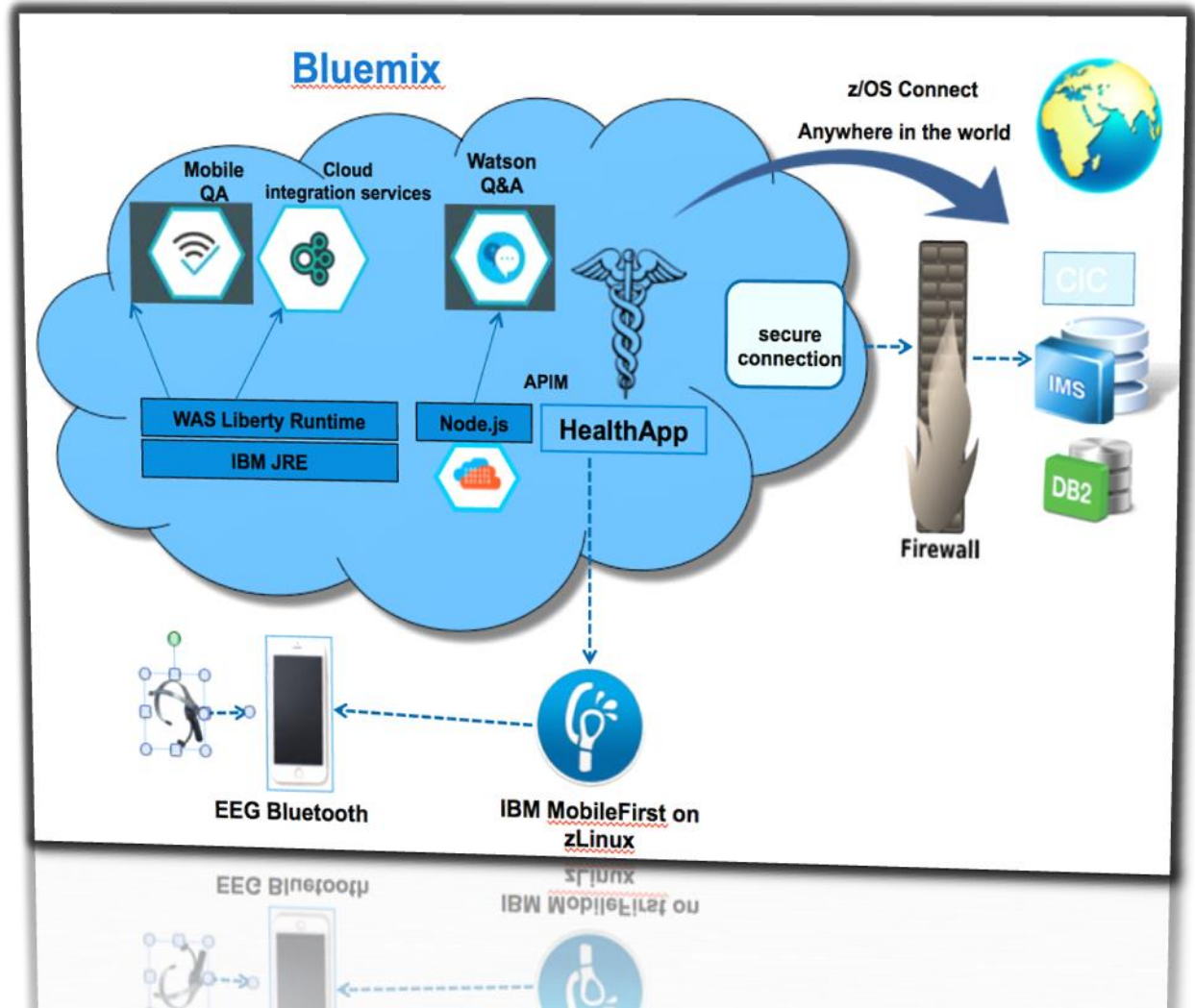
# Jane enriches mobile app in cloud accessing z-based APIs



**Bob**  
*z Systems Programmer*



**Jane**  
*Mobile App Developer*



# Demo





# z13 delivers because it's Always-on, Always-open, and Always-protected

## Time to Market



Quickly extend mainframe enterprise apps and data for mobile on the go services

**Delivers ROI in as little as 16 days**

## Transaction Volatility



Handle transaction explosion with ease and minimal downtime

**Support millions of transactions at 17-37% less per transaction than x86**

## Information Accuracy



Bridge System of Record with System of Engagement for data and transaction integrity with lowest cost

**Leverage a single version of the truth**

## Response Time



Deliver consumer expectations with immediacy

**Provide less than a second response time; 36% faster than x86**

# Take the Enterprise Mobile Test Drive

## Workshop with Leading IBM Mobile experts

### Partner with IBM resources to work on Mobile Test Drive of your choice:

- Focus on one entry point option such as; building a mobile front end for an existing 3270 application, composing new Bluemix mobile app connected to back end system of record, integrating an industry starter app into existing back end, leveraging API enablement using APIM Management, and many more

### Benefits:

- A chance to work hand in hand with IBM mobile and z specialists
- Leverage best practices and consultative advice for your mobile infrastructure strategy and roadmap
- Learn what others are doing to accelerate time to value with mobile projects by integrating high value back enterprise data and transactions from systems of record

### Who should be interested?

Clients that are looking to leverage their existing z Systems data and applications via mobile channels to help drive more value from their mobile initiatives

### What is the commitment?

1-2 days Discovery that IBM mobile experts facilitate with your mobile business and technical team, followed by deeper dive into the Mobile Test Drive, for up to a two weeks no-cost engagement.

### How much will it cost?

We will provide no-cost technical expertise and access to resources during the Test Drive

# Two Great Ways to Win

## Compete against leading z enterprises

- Mobilize your mainframe in our fun app-building contest
- Open to z clients & business partners
- Help from IBM zMobile experts
- Enter your prototype app by April 12<sup>th</sup>!

## You could win

- A week of mobile design assistance from IBM experts
- Passes to IBM Edge 2015 Conference

Enter today at:  
[ibm.biz/mmathrowdown](http://ibm.biz/mmathrowdown)



## Host internal z Systems Enterprise Innovation Challenge with Bluemix

### We:

- Help expose your top z/OS based services
- Bring APIM for z and Bluemix experts to demo, teach, and enable
- Provide Bluemix environment

### You:

- Challenge your developers to build innovative apps by leveraging z services in an easy, secure and native way
- Judge innovative ideas and apps that can deliver real value to your company
- Innovate without boundaries to create something incredible and have some fun!

