zEnterprise.

A New Dimension in Computing

The New IBM zEnterprise System

Trademarks

The following are trademarks of the International Business Machines Corporation in the United States and/or other countries.

IBM*	FICON*	System z*
IBM (logo)*	IMS	System z10
ibm.com*	Lotus*	Tivoli*
AIX*	POWER7	WebSphere*
BladeCenter*	ProtecTIER*	XIV*
DataPower*	RACF*	zEnterprise
CICS*	Rational*	z/OS*
DB2*	System Storage	z/VM*
DS4000*	System x*	

* Registered trademarks of IBM Corporation

The following are trademarks or registered trademarks of other companies.

Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.
Cell Broadband Engine is a trademark of Sony Computer Entertainment, Inc. in the United States, other countries, or both and is used under license there from.
Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.
Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.
InfiniBand is a trademark and service mark of the InfiniBand Trade Association.
Intel, Intel logo, Intel Inside, Intel Inside logo, Intel Centrino, Intel Centrino logo, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.
UNIX is a registered trademark of The Open Group in the United States and other countries.
Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.
ITIL is a registered trademark, and a registered community trademark of the Office of Government Commerce, and is registered in the U.S. Patent and Trademark Office.
IT Infrastructure Library is a registered trademark of the Central Computer and Telecommunications Agency, which is now part of the Office of Government Commerce.

* All other products may be trademarks or registered trademarks of their respective companies.

Notes:

Performance is in Internal Throughput Rate (ITR) ratio based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput improvements equivalent to the performance ratios stated here.

IBM hardware products are manufactured from new parts, or new and serviceable used parts. Regardless, our warranty terms apply.

All customer examples cited or described in this presentation are presented as illustrations of the manner in which some customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual customer configurations and conditions.

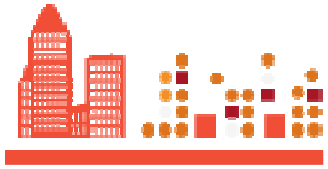
This publication was produced in the United States. IBM may not offer the products, services or features discussed in this document in other countries, and the information may be subject to change without notice. Consult your local IBM business contact for information on the product or services available in your area.

All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Information about non-IBM products is obtained from the manufacturers of those products or their published announcements. IBM has not tested those products and cannot confirm the performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

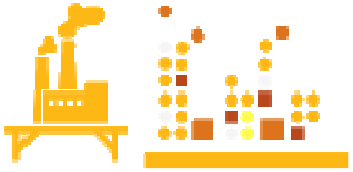
Prices subject to change without notice. Contact your IBM representative or Business Partner for the most current pricing in your geography.

Smarter Planet:
The progress is inspiring



Smarter cities around the world

Smarter medicine



Smarter energy grid

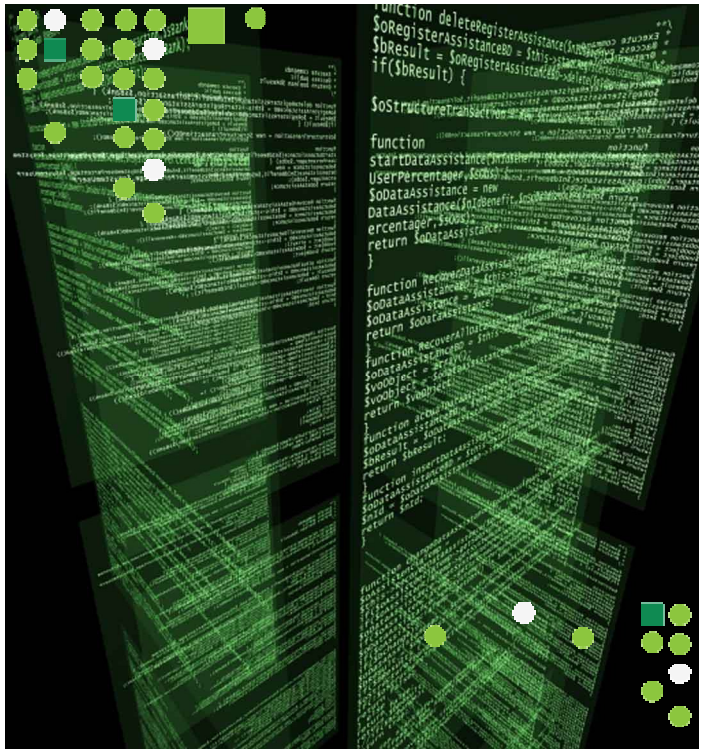
Smarter traffic systems

Yet the Reality Can Seem Daunting

While technology has made great strides and all platforms are more capable than ever before…

… the demands set upon them have never been greater

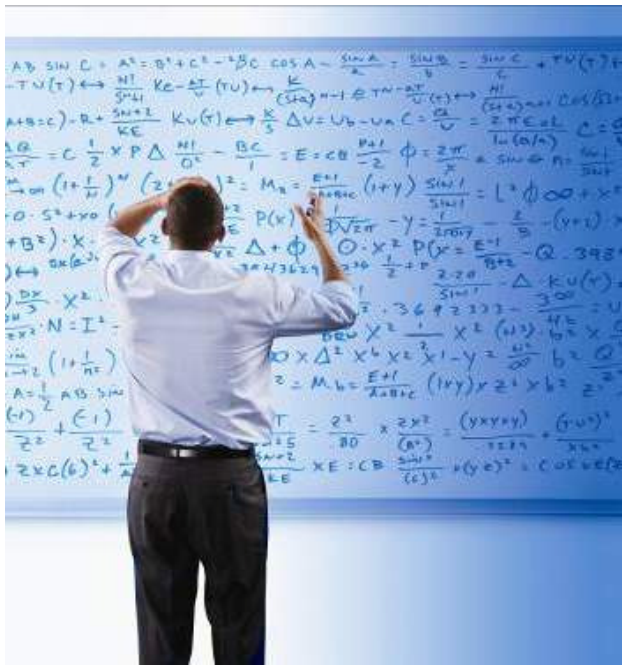
- Workloads are more diverse and more complex
- The volume of data is unprecedented
- The sheer performance required is staggering
- Security and resiliency are paramount



And the reality is that these demands grow exponentially as we embrace the opportunities of a smarter planet.

Despite the Allure of a *"one size fits all"* Server Approach …

- Today's enterprise computing environments are multi-platform for a reason. They're optimized to run different workloads:
  - Database and Transaction processing.
  - Analytics.
  - Web-based interactions.
  - Enterprise applications such as ERP.
  - The myriad of x86 applications.



- Complex solutions are optimally deployed on multi-tier heterogeneous infrastructures

And cost less on System z….

System z lowers IT spending across many industries

Ba*sed on an analysis of actual IT spend and business performance, comparing* companies with greater than average mainframe mix vs. less than average mainframe mix…*

44%

lower IT cost per credit card transaction

31%

lower IT costs per consumer loan

25%

lower IT cost per mega watt hour produced

24%

lower IT cost per hospital bed

20%

lower IT cost per airline passenger

26%

lower IT cost per new vehicle

25%

lower IT cost per retail store

23%

lower IT cost per barrel of oil

*"…in the long run the marketplace **rewards those that make the optimum use of the right computing resources in the right way** as evidenced by business performance"*

--- Dr. Howard Rubin, CEO and Founder Rubin Worldwide*

System z helps give IBM clients a Competitive Advantage

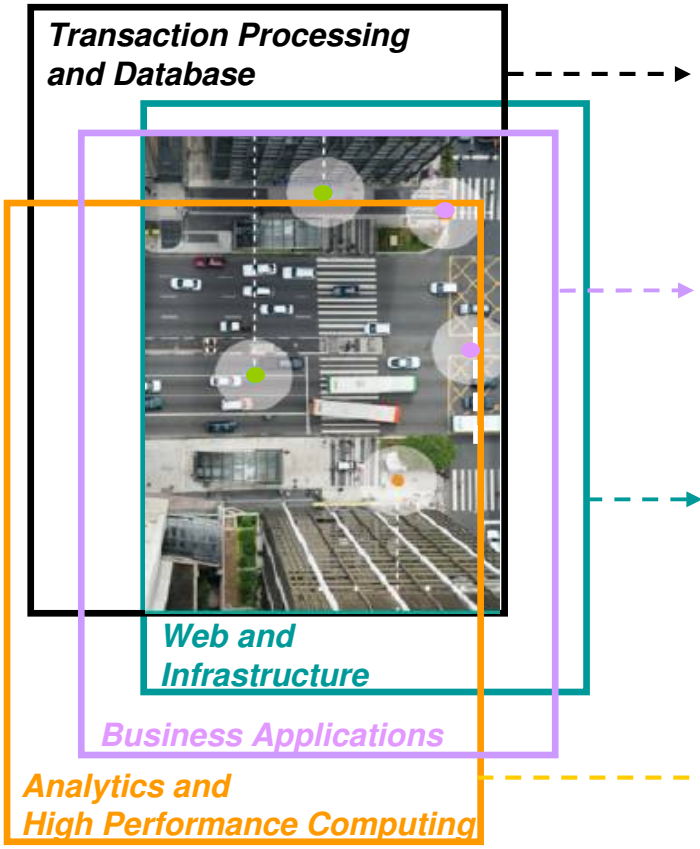
*e.g., in Banking and Financial Services … System z clients, on average, realize: **

- *49% more income per employee for retail banking*
- *48% less IT spend per employee for deposits*
- *31% less IT spend per customer loan*
- *65% less IT spend as a percent of revenue for credit card services*
- *18% less call center IT costs as a % of expenses*
- *65% less cost per teller transaction*

Based on an analysis of actual IT spend and business performance, comparing companies with greater than average mainframe mix vs. less than average mainframe mix.

-- *Dr. Howard Rubin, CEO and Founder Rubin Worldwide*

A Smarter Traffic System:
Optimized with the right mix of technologies



Tariff calculation of 300K vehicles a day
IBM System z® with multiple LPARs, DS4000® storage

Real time license plate recognition
IBM BladeCenter®, HS22 and DS4500 storage

Web/retail channels for payment processing
IBM BladeCenter, HS22 and DS4500 storage

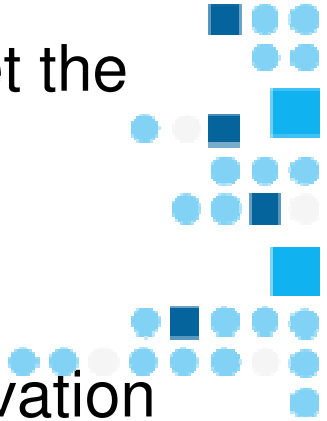
Analytics and Intelligence for metrics and incentives
Power system with multiple LPARs and DS4000

While optimizing each of these workloads in its native environment is smart…

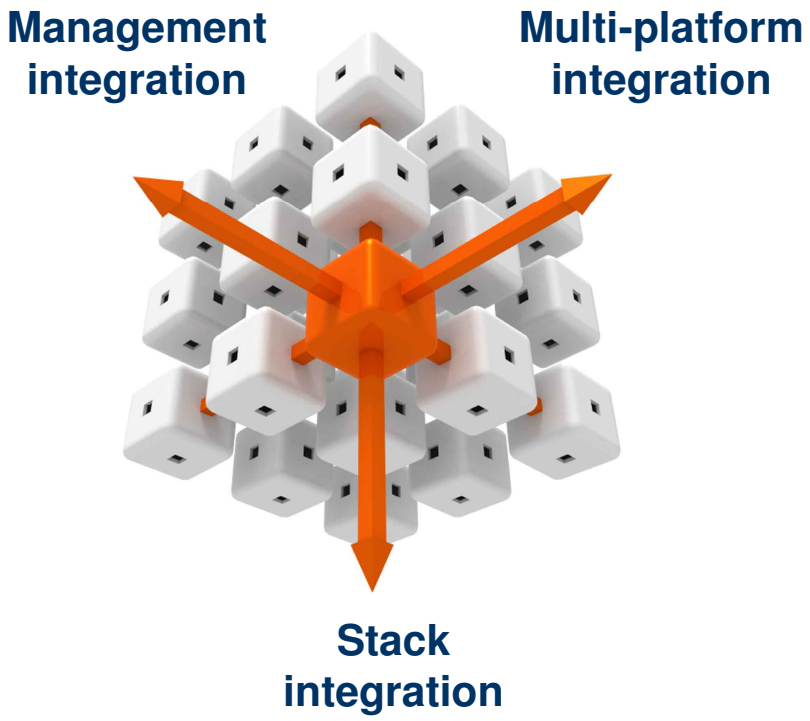
…Optimizing the way they work together is smarter.

We Need Smarter Systems and Software for Enterprise Computing and Robust Cloud Environments

1. That unify and optimize multiple systems to work as a single, integrated service delivery platform
2. That can scale without adding complexity to meet the growing demands on the infrastructure
3. That simplify data center management
4. That can turn IT into a catalyst for business innovation and growth



Announcing the IBM zEnterprise System:
A New Dimension in Computing



- A “System of Systems”, integrating IBM’s leading technologies to dramatically improve productivity of today’s multi-architecture data centers and tomorrow’s private clouds.
- The world’s fastest and most scalable enterprise system with unrivalled reliability, security, and manageability.
- The industry’s most efficient platform for large scale data center simplification and consolidation.

zEnterprise: A System of Systems

Managing multi-tier workloads and extending System z governance

Transaction Processing & Database

- *Application Database*
- *Data Warehou g*
- *Online Transactio Processing*
- *Batch*

Analytics

- *Data Mining Applications*
- *Numerical*
- *Enterpri rch*

Business Applicati

- *Enterprise R urce Planning*
- *Customer Relationship Management*
- *Application Development*

Collaboration and Infra cture

- *Syste anagement*
- *Web Serving/Hosting*
- *Networking*
- *File and Print*

IBM zEnterprise System – Best-in-class systems and software technologies

A "System of Systems" that unifies IT for predictable service delivery

IBM zEnterprise 196 (z196)

- Optimized to host large-scale database, transaction, and mission-critical applications
- The most efficient platform for large-scale Linux consolidation
- Capable of massive scale-up
- New easy-to-use z/OS V1.12

zEnterprise Unified Resource Manager

- Unifies management of resources, extending IBM System z qualities of service end-to-end across workloads
- Part of the IBM Systems Director family, provides platform, hardware and workload management

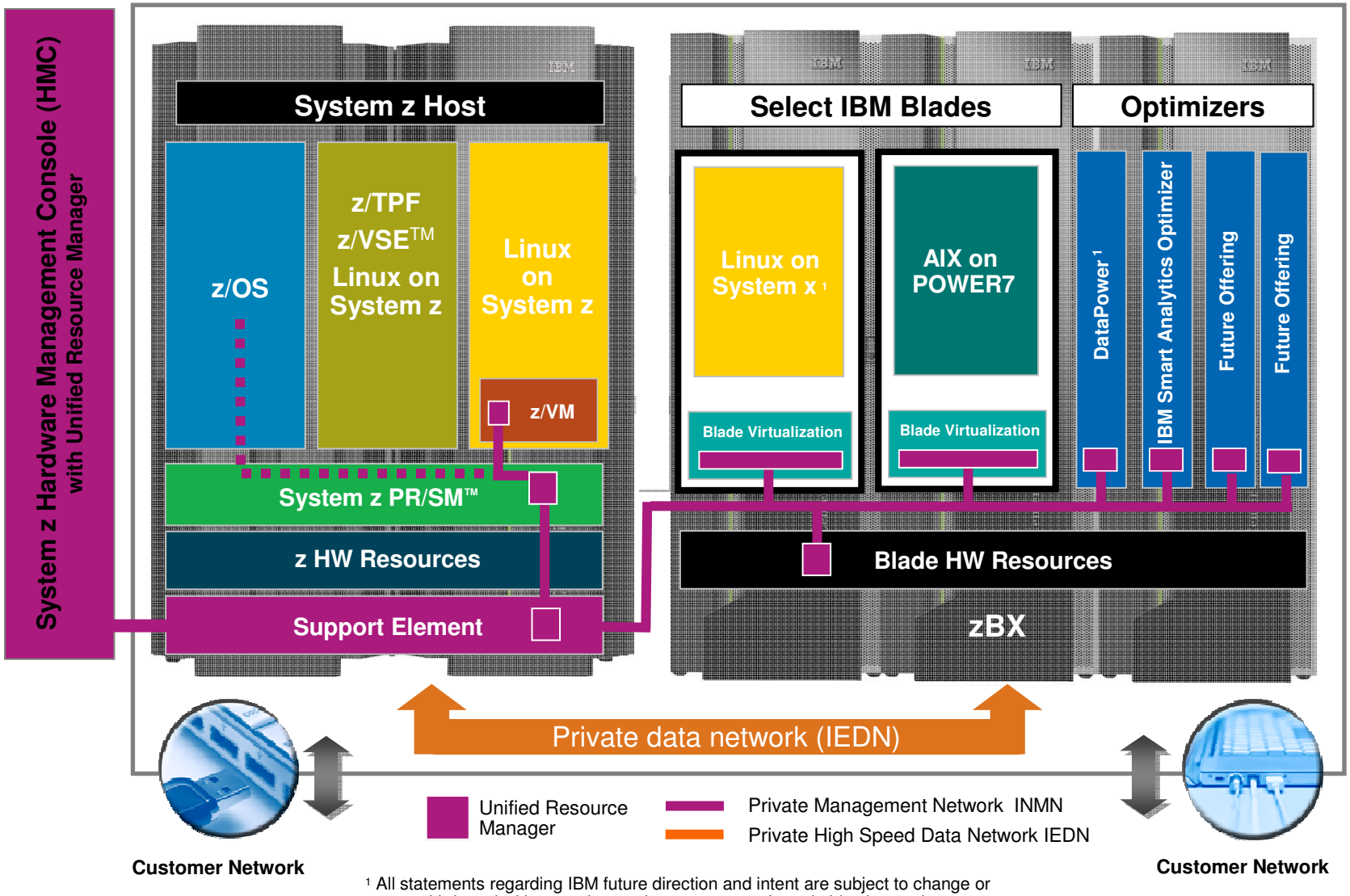
zEnterprise BladeCenter Extension (zBX)

- Selected IBM POWER7 blades and IBM System x Blades* for tens of thousands of AIX and Linux applications
- High-performance optimizers and appliances to accelerate time to insight and reduce cost
- Dedicated high-performance private network

* All statements regarding IBM future direction and intent are subject to change or withdrawal without notice, and represents goals and objectives only.

A look inside the IBM zEnterprise System

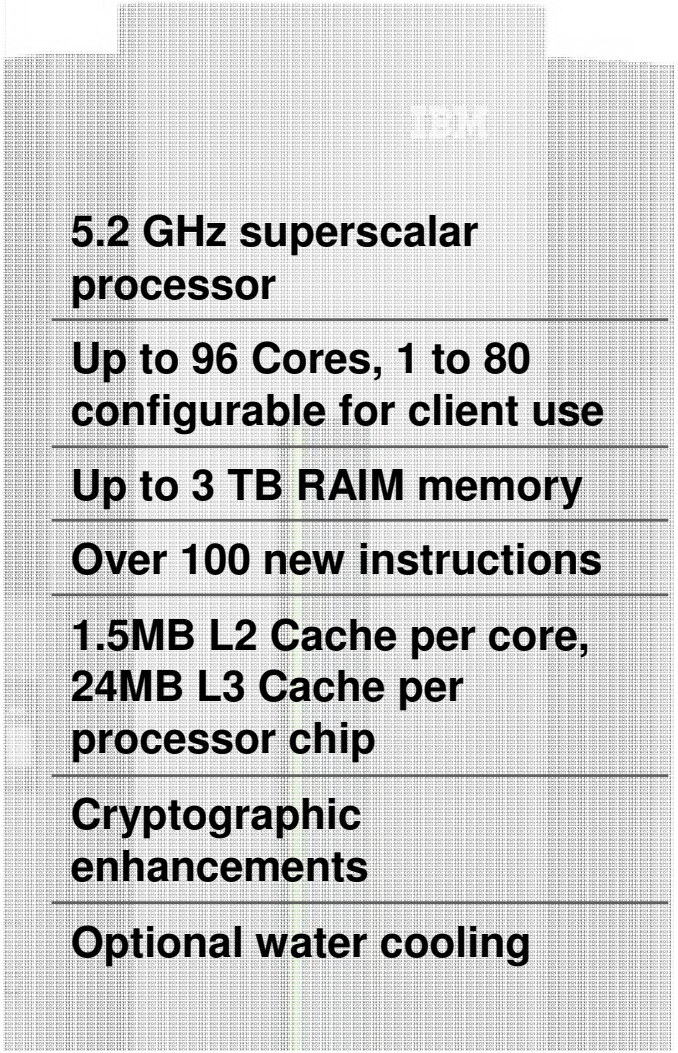
Enabling a new dimension in application architecture



[1] All statements regarding IBM future direction and intent are subject to change or withdrawal without notice, and represents goals and objectives only.

IBM zEnterprise 196: The heart of the new machine

The industry's fastest and most scalable enterprise system



Dramatic improvement over IBM System z10™:

For Linux

Up to **60%**

Improvement in performance

for **35%**

Less cost

For z/OS

Up to **40%**

Improvement in performance

with **60%**

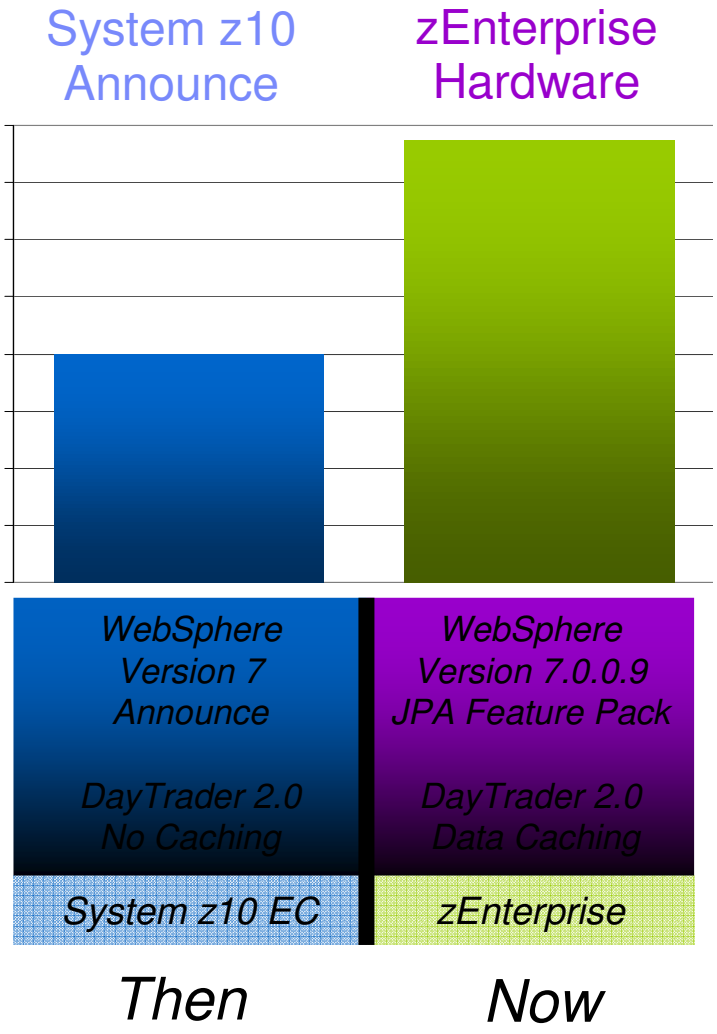
More capacity

- **With no increase in energy consumption**
- **And even better performance with new software**

Continued WebSphere optimizations for z/OS

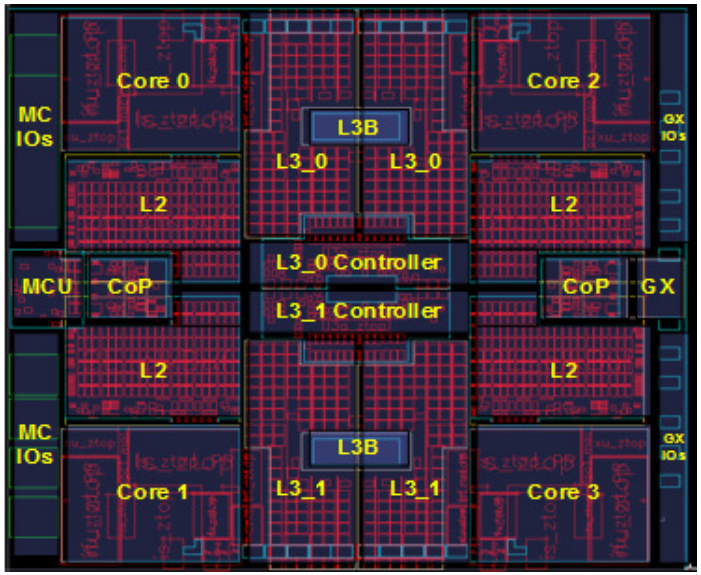
Continued investment to optimize WebSphere software for z/OS environment

- 1.35 times performance improvement for JPA 2.0 applications that exploit the caching features available in WebSphere Version 7, and the WebSphere Version 7 JPA Feature Pack
- Uplevel to zEnterprise hardware produces 1.43 times performance improvement
- ***From then to now – 1.93 times performance improvement***



z196 - IBM Leadership Technology at the Core

- New 5.2 GHz Quad Core Processor Chip boosts hardware price/performance
  - 100 new instructions – improvements for CPU intensive, Java™, and C++ applications
  - Over twice as much on-chip cache as System z10 to help optimize data serving environment
  - Out-of-order execution sequence gives significant performance boost for compute intensive applications
  - Significant improvement for floating point workloads
- Performance improvement for systems with large number of cores – improves MP ratio
- Data compression and cryptographic processors right on the chip

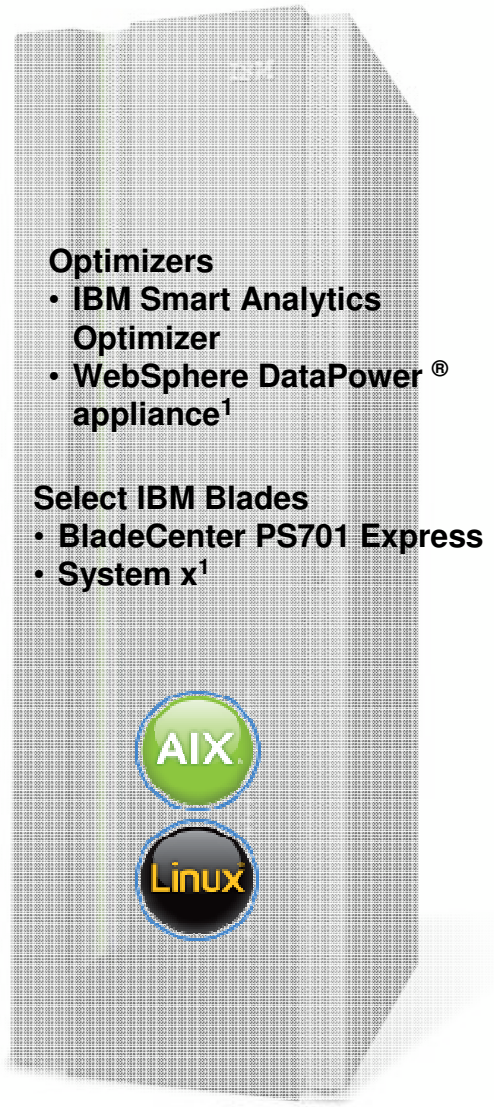


Extending the Magic of System z to Heterogeneous Platforms ……

IBM zEnterprise BladeCenter Extension (zBX)

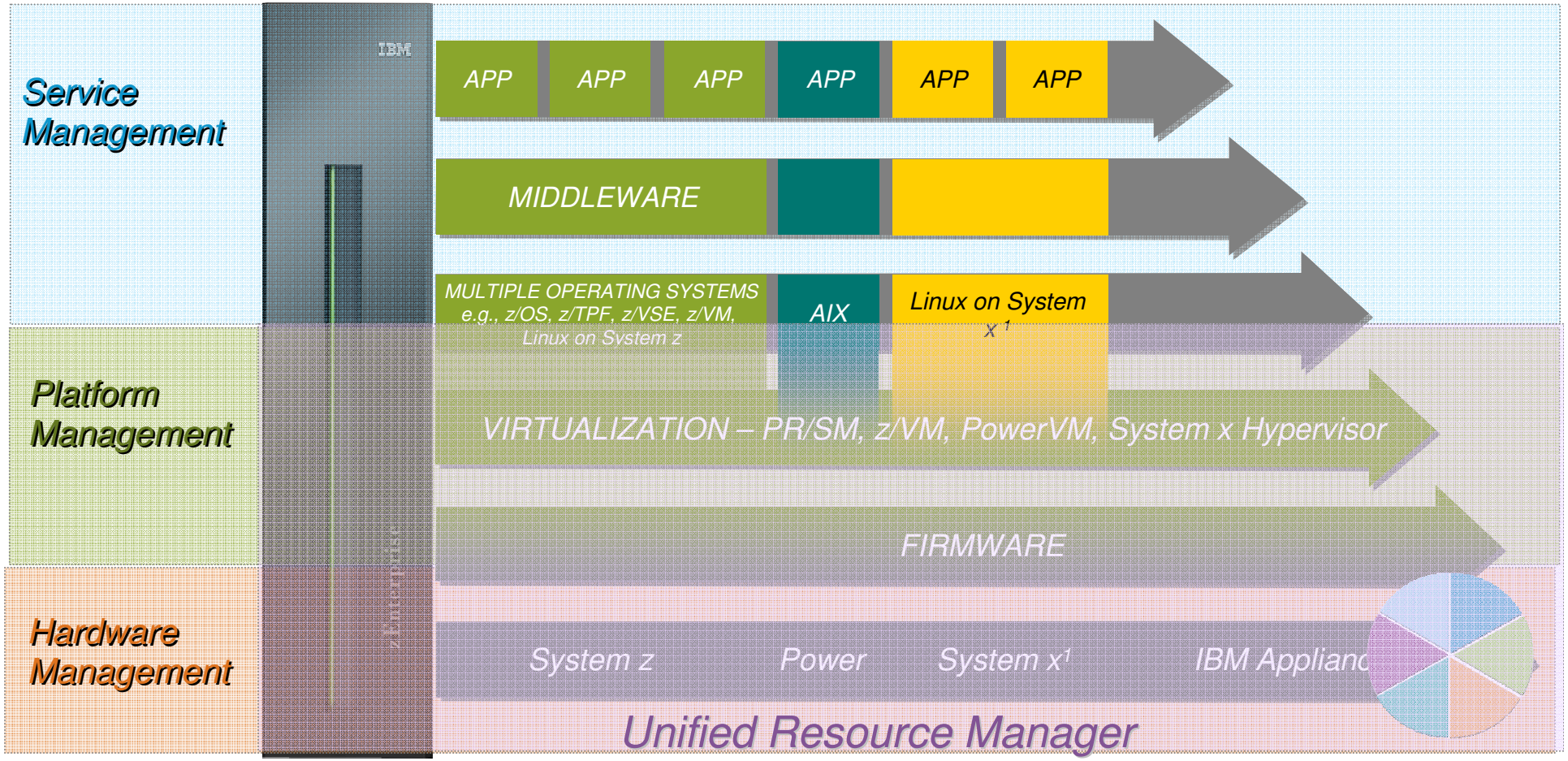
- Up to 4 shareable racks, capacity for 112 blades
- Configured for high availability
- Secure network connection between zBX and z196 for data and support.
  - Fast 10 Gb Ethernet connection to the data
  - Less latency – fewer 'hops' to get to the data an no need for encryption / firewall
  - Traffic on user networks not affected.
- System z support
  - Problem reporting, hardware and firmware updates

… managed by the zEnterprise Unified Resource Manager



[1] All statements regarding IBM future direction and intent are subject to change or withdrawal without notice, and represents goals and objectives only.

zEnterprise extends Service Management for improved governance



Focused, collaborative innovation

A "complete systems" approach

[1] *All statements regarding IBM future direction and intent are subject to change or withdrawal without notice, and represents goals and objectives only.*

zEnterprise Unified Resource Manager: enabling a new dimension

Simplified installation of hypervisors

Gain significant time to market with improved speed of deployment

Simplified energy management

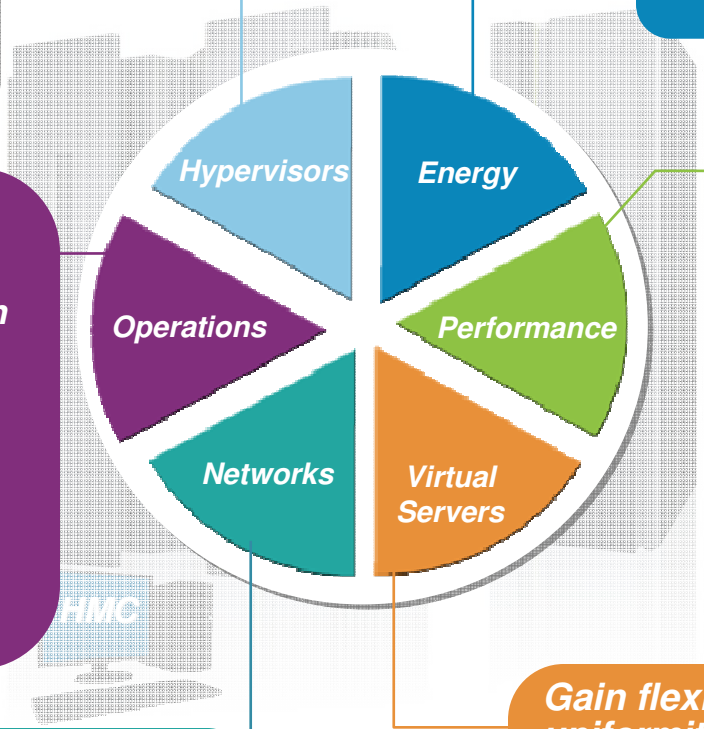
Energy cost savings

Save time, cost and simplify asset management

Decrease problem determination and resolution time for cross-platform resources

Improve and simplify cross-platform availability procedures

Enable broader and more granular view of resource consumption



Allocate resources and adjust priorities based on goal-oriented policies aligned to business requirements

Smart business adjustments based on workload insight

Provide deep insight into how IT resources are being used

Factory installed and configured network

Improved network security with lower latency, less complexity, no encryption/decryption

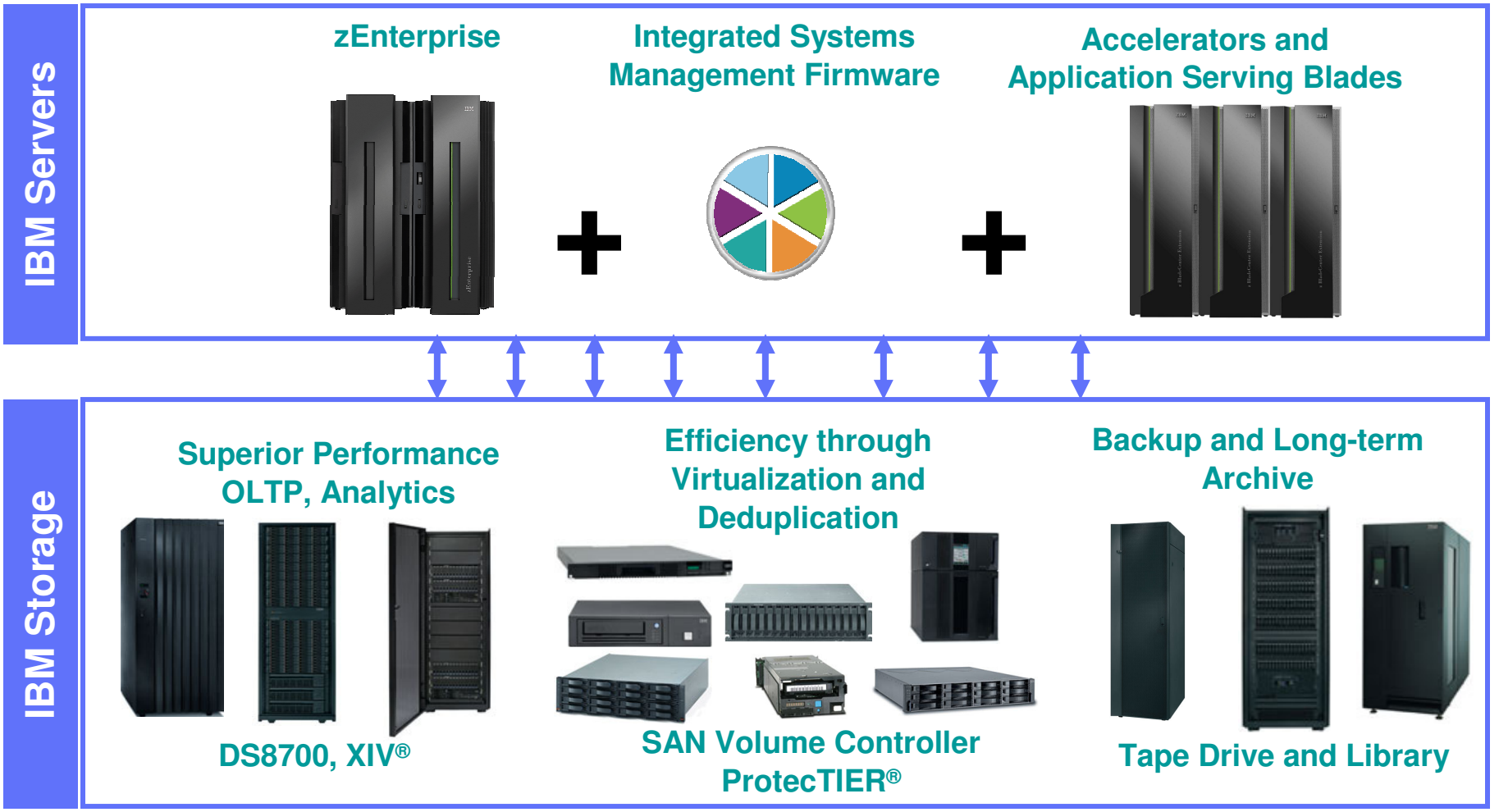
Gain flexibility, consistency and uniformity of virtualization

Provide the business with faster time to market

Simplified network management for applications

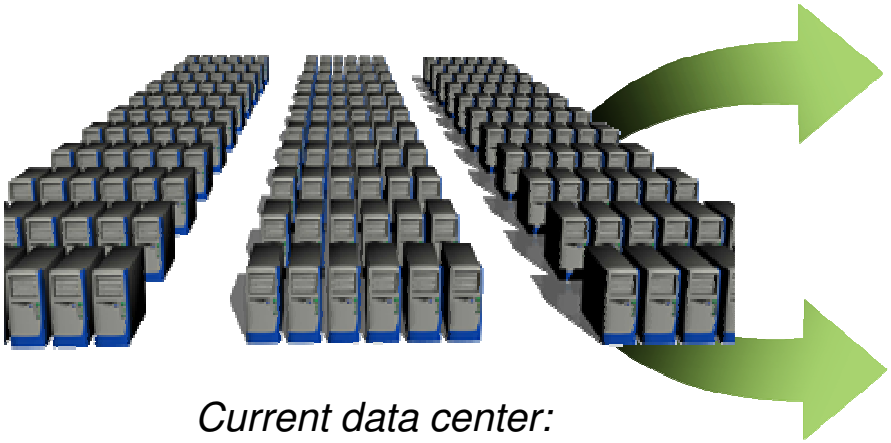
IBM Storage Portfolio Allows Optimization for Data on zEnterprise

- Leadership in transaction processing performance
- Leadership in business continuity
- Leadership in backup and archiving
- Leadership in data deduplication
- Leadership in security



The IBM zEnterprise System

Lowering the cost of distributed workloads through optimal platform selection



Current data center:

distributed workloads on a variety of Intel servers, connected to a System z

Option 1:

Deploy distributed work on new Intel servers with 3rd Party virtualization

--OR--

Option 2:

Optimize distributed work on zEnterprise with Linux on System z, Power7 blades and Intel blades with Unified Resource Manager

Simplify, automate, and improve service quality by consolidating on zEnterprise and …

Lower cost of acquisition by up to 55%* compared to new Intel blades (option 1)

Reduce cost of ownership by up to 56%* compared to current distributed data center

Reduce network complexity (adapters, cables and switches) by up to 98%* compared to current distributed data center

- Based on IBM analysis of a large Financial Services company Datacenter. See details on ibm.com/systems/zenterprise/
- Deployment configurations based on IBM studies and will vary based on workload characteristics. Price calculations based on publicly available US list prices, prices will vary by country.

Cloud computing: More value with zEnterprise

Security

industry leading security at the core of an integrated infrastructure

Identifies potential fraud in Real Time

Virtualization

Centralize Management of virtual servers across a heterogeneous pool

Enable thousands of virtual servers within a single integrated system

Availability

Resiliency management and fewer points of failure

Centralized workload management aligned to business priorities

Efficiency

Economies of scale for Labor, software and environmental costs

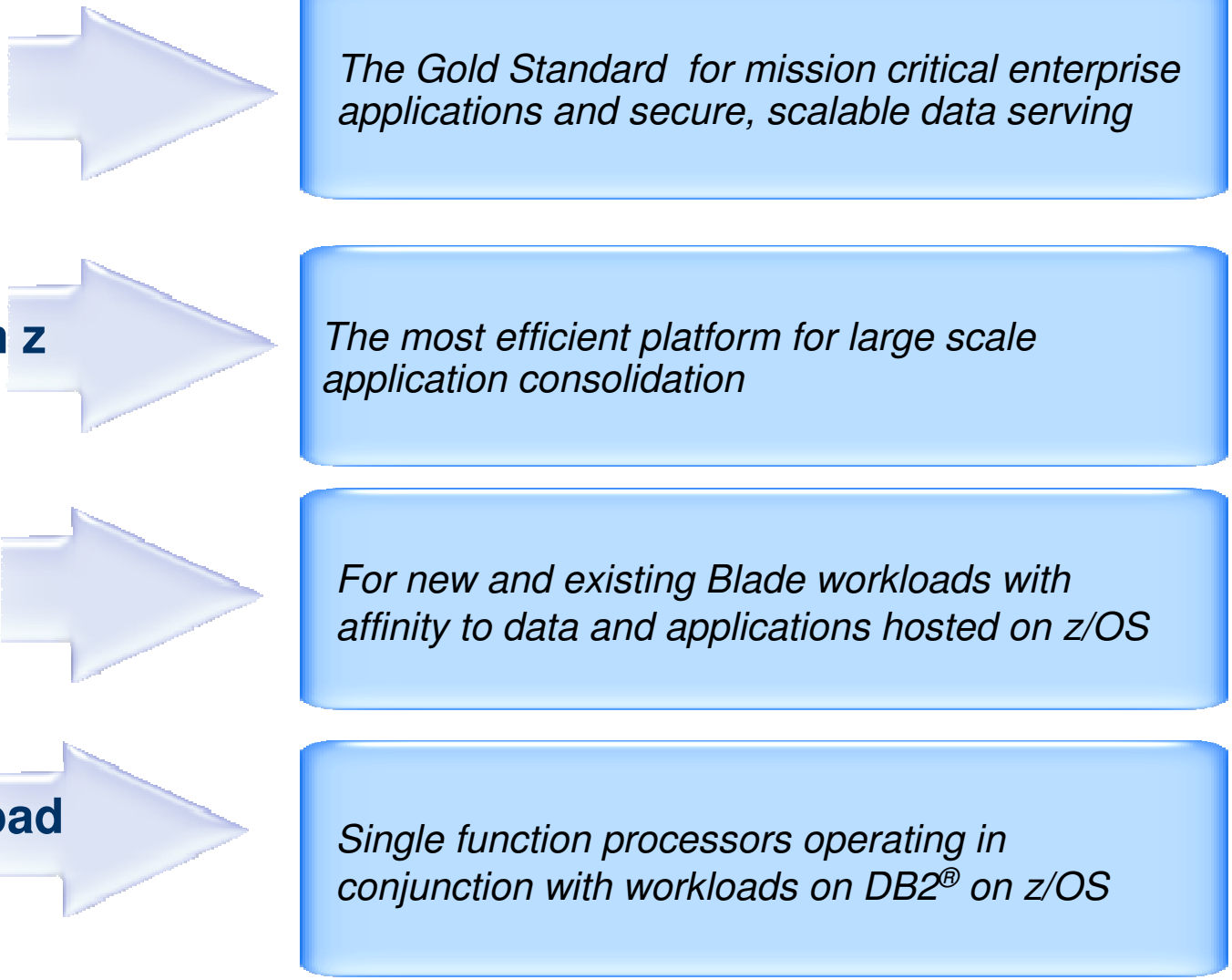
Reduce labor, energy, and development costs

Scalability

Ability to meet massive demands from users and data

Unmatched scalability with the highest transaction processing capacity

IBM zEnterprise: Designed to Host your Critical Workloads



z/OS Version 1 Release 12 – a smarter operating system for a smarter planet

- ✓ ***Advantages to your operations through performance improvements and fewer workload disruptions.***

up to 40% performance improvement for VSAM-based online and batch workloads*

up to 50-90% performance improvement for SVC dump capture time*

up to 30 to 50% performance improvement for XML workloads*

Up to 30-50% networking throughput improvement*

Up to 11% performance improvement for C/C++ workloads*

- ✓ ***Advantages to your organization with improved productivity, automatic real time capabilities, improved diagnostics, and built-in expert guidance that reduces time to perform tasks***

The power to act more quickly and accurately (with z/OS Predictive Failure Analysis and z/OS Runtime Diagnostics)

Configure FICON disk and tape in a fraction of the time

Reduce time for system management tasks by hours with z/OS Management Facility

** Based on IBM Lab results, your results will vary.*

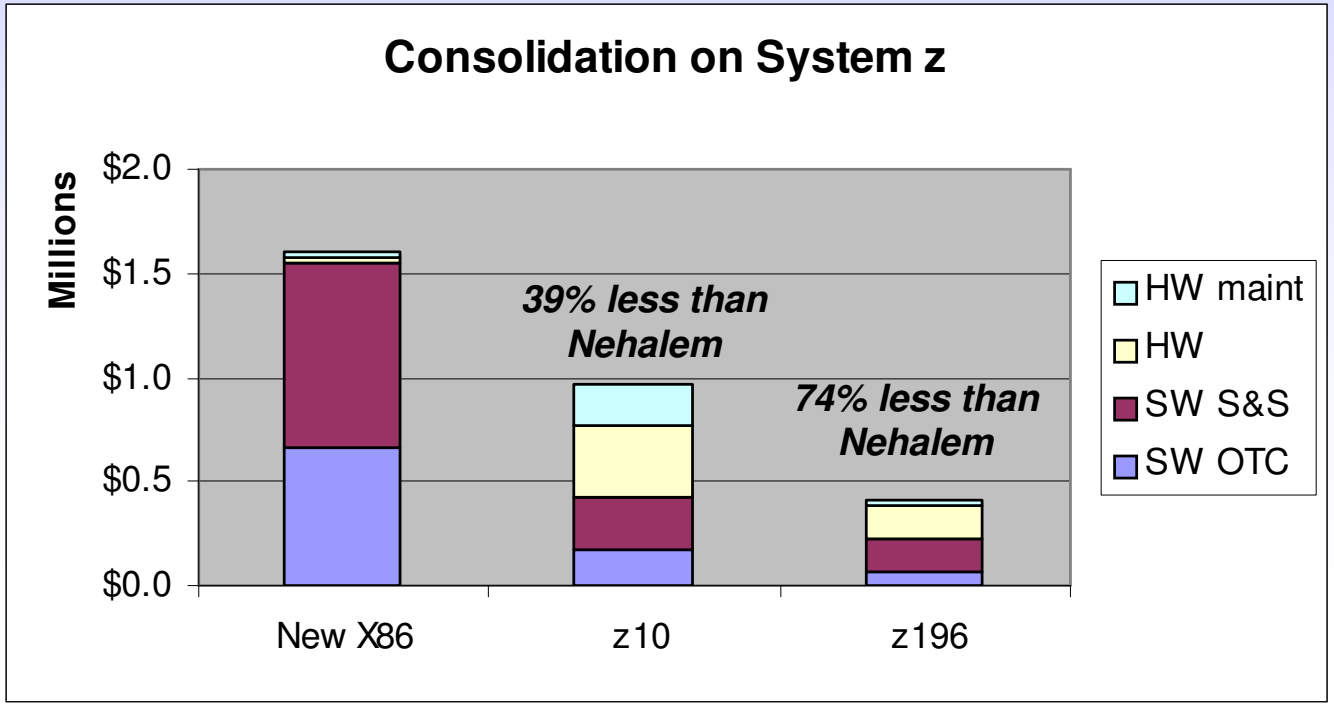
- *VSAM performance improvement is through the use of VSAM CA Reclaim; actual benefit may be more or less and will depend on the degree of VSAM data fragmentation and how the data is accessed. It is anticipated that VSAM key sequenced data sets (KSDS) that are severely fragmented or rarely reorganized will see the most benefit. For applications that delete a large number of records from a narrow key range and then immediately re-insert them, CA Reclaim could result in some performance degradation.*
- *z/OS XML System Services validation parsing performance will depend on the amount of data being parsed and the degree of complexity of the schema.*
- *Actual SVC dump time will depend on amount of data being captured and the amount of that data dumped from auxiliary storage.*
- *The interactive networking throughput measurements were obtained on System z10, model 2097-E64 with OSA Express 3 Inbound Workload Queuing function. Actual benefit will depend on amount of data being transferred, presence of bulk-data traffic in the mix, and whether communication is z/OS to z/OS, or z/OS to distributed system.*
- *Performance improvements are based on internal IBM lab measurements, and the performance improvement of over 11% was observed using compute-intensive integer workload code generated by the z/OS V1.12 XL C/C++ compiler with high optimization when compared to code generated using the z/OS V1.11 XL C/C++ compiler.*

The Most Efficient Platform for Large Scale Consolidation:

Linux on zEnterprise

- ***Lower acquisition costs of hardware and software vs distributed servers****
- ***Less than $1.00/day per virtual server (TCA)****
- ***Reduce floor space by up to 90% compared to distributed servers****
- ***Reduce energy consumption by up to 80% compared to distributed servers****

Consolidate 40 Oracle server cores to 2 Linux Cores on zEnterprise



** Distributed server comparison is based on IBM cost modeling of Linux on zEnterprise vs. alternative distributed servers. Given there are multiple factors in this analysis such as utilization rates, application type and local pricing, etc.; savings may vary by user*

System z Software Exploits the Strengths of zEnterprise

Capitalize on Traditional IBM System z® Strengths

- Batch and Transaction processing, Messaging, Quality of Service, Security, and Data Serving
- Optimize to the evolving System z Hardware design point

Extend Value Proposition to New and Mixed Workloads

- Systematic re-engineering of the software stack
- Integrate with Modern Application Development Environments
- Deliver extensive Data Management services
- Leverage the wave of workload consolidation; Linux® on System z
- Simplify System z – make it easier to install and manage for better TCO

Deliver Value through IBM Software

- SOA for reuse of Web services
- Unified application development
- Cross platform resource and service management
- Advanced integrated business analytics

Continue to expand the System z Ecosystem, as of 1H 2010:

- ***1,650 unique ISVs have enabled more than 6,300 applications on the System z platform***
- ***4,000 applications are enabled on z/OS®***
- ***3,000+ Linux applications are supported on System z***

Comprehensive Software Leveraging the Strengths of zEnterprise

Information Management

Strong information management platform built for business workloads

DB2, IMS, FileNet, InfoSphere Warehouse, InfoSphere MDM Server, Cognos, SPSS, Optim

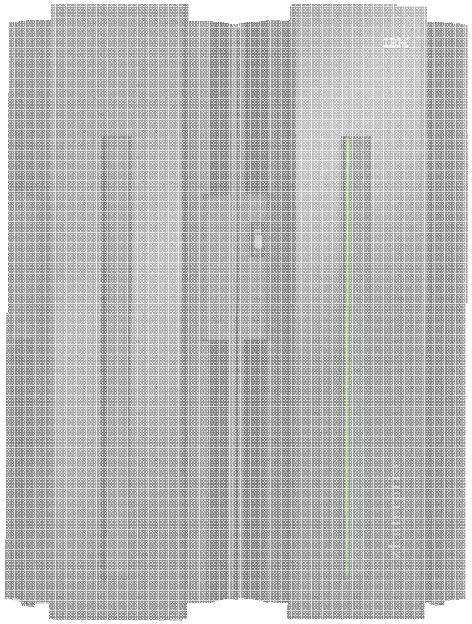
NEW! Smart Analytics System 9600
NEW! Smart Analytics Optimizer
NEW! SPSS Predictive Analytics for System z
NEW! IMS 11, IMS Enterprise Suite 1.1, **BETA!** DB2 10
BETA! InfoSphere MDM Server 9 for z/OS
BETA! Cognos 8 BI for z/OS

Tivoli

Visibility, control, security, and automation from System z across your business

IBM Service Management on System z, TSAM, System Automation and NetView® for z/OS, TWSz, OMEGAMON

NEW! Tivoli Access Manager Family
NEW! Tivoli zSecure Manager for RACF z/VM
NEW! Tivoli Security for zEnterprise
NEW! Tivoli Application Management for zEnterprise
NEW! Tivoli Application Resilience for zEnterprise
NEW! Tivoli Asset and Financial Management for zEnterprise



Lotus

Productivity and Collaboration

Portal, Connections, Notes Domino, Sametime

NEW! Lotus Quickr 8.5 for WebSphere Portal
NEW! Lotus Sametime 8.5.1

WebSphere

Application infrastructure, connectivity and dynamic business processes

WAS, CICS, BPM, WMQ, ESB, DataPower, ILOG, Lombardi

NEW! WebSphere Application Server Feature Pack for Dynamic Scripting
NEW! CICS Deployment Assistance for z/OS
ENHANCED! WebSphere Business Monitor for z/OS

Rational

Application Development Tools and Software Delivery Platform

Compilers (C/C++, PL/I, COBOL), RDz, RTCz

NEW! Rational Developer for System z Unit Test
NEW! z/OS XL C/C++,
NEW! Enterprise PL/I for z/OS, **NEW!** Eclipse EGL Development Tools project

IBM Smart Analytics Optimizer

Capitalizing on the best of relational and columnar databases

Workload optimized, appliance-like, add-on, that enables the integration of business insights into operational processes to drive winning strategies.

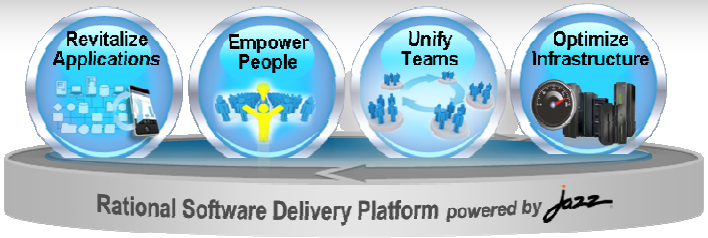
- **Performance:** unprecedented response times to enable 'train of thought' analyses frequently blocked by poor query performance
- **Integration:** connects to DB2 through deep integration providing transparency to all applications
- **Self-managed workloads:** queries are executed in the most efficient way
- **Transparency:** applications connected to DB2, are entirely unaware of ISAO
- **Simplified administration:** appliance-like hands-free operations, eliminating many database tuning tasks

Up to 80x faster than z10

Breakthrough technology enabling new opportunities

Multi-platform development and deployment on zEnterprise Systems

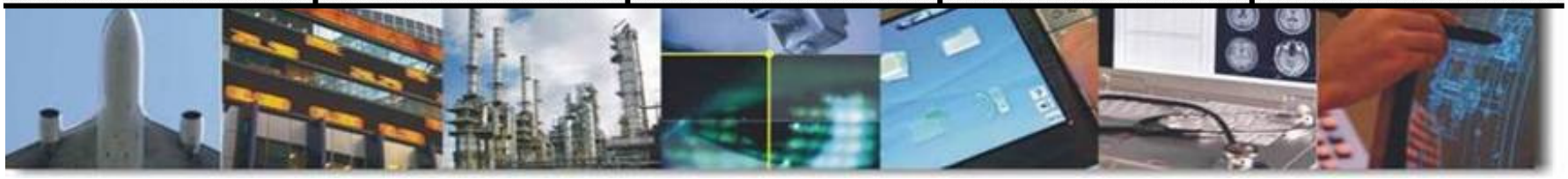
- **An integrated and collaborative software delivery platform**
  - Improve developer productivity, team efficiency, skills transfer and speed delivery of traditional and modern workloads across all zEnterprise operating environments
- **New rapid development and testing of z/OS applications** *with RDz UT, offering a more affordable development and test environment on x86 Linux*
  - Frees up development MIPS for production capacity
- **New zEnterprise compilers speed application performance** *by exploiting new zEnterprise hardware instructions with C/C++ and PL/I compilers*
  - Faster performance for new and existing applications



IBM Rational Enterprise Modernization solutions

zEnterprise is an Ideal Fit for Workloads Across Many Industries

Banking	Insurance	Retail	Healthcare	Public Sector
Core Banking	*Internet Rate Quotes*	*On-line Catalog*	*Patient Care Systems*	*Electronic Tax*
Wholesale Banking – Payments	*Policy Sales & Management (e.g. Life, Annuity, Auto)*	*Supply Chain Management*	*On– line Claims Submission & Payments*	*Web based Social Security*
Customer Care & Insight	*Claims Processing*	*Customer Analysis*		



zEnterprise provides the foundation for the “smart” infrastructure on which we can build the workloads of today and tomorrow

They are workloads that…..

- *Rely on data serving and application components on System z*
- *Solutions that need to leverage strengths of System z… Security, Reliability, Availability.*
- *Have application components on Power or x86 but require a higher level of integration capabilities and efficiency*

….and / or…..

- *Reside in low utilization / development environments*
- *Can be made more efficient through consolidation*
- *Can be optimized by using the newest virtualization technology*

….but also may……

- *Reside in complex multi-platform IT environments*
- *Require flexible development and test infrastructure*
- *Require simplified, integrated policy and management*

Retail Client Using SAP Financials

***The Future*: DB2 for z/OS with Application Server on POWER7 Blades + Future exploration of SAP Business Warehouse Accelerator on x86 Blades**

Client Pains

- Resource intensive and vulnerable to several points of impact
- Too many network hops
- Outages when applying microcode updates
- Multiple software tools and software process for site failovers

Benefits:

- Consistency of business controls
- Monitor and manage applications end to end
- Manage, maintain and provision resources with true application insulation
- Better utilization of assets
- Insulate application development teams from Infrastructure technology
- Consolidation of skills thru consistent tools

Public Sector Client Develops an Internet Tax Application

***The Future*: DB2 z/OS with Application Server on POWER7 Blades in zBX, IBM WebSphere® DataPower Appliance**

Client Pains

- Not able to respond quickly for need of new function
- High cost of staff required to maintain multi-tier application

Benefits:

- Network speed increased by ten times
- Single workload management view across multiple platforms reducing labor overhead
- Everything is pre tested, pre configured for their mission critical application

Banking Client Enables Internet Banking

***The Future*: System z (IMS™/CICS/DB2); POWER7 Blades running AIX for WebSphere and IBM System x Blades running Linux**

Client Pains

- Extremely complex environment
- Majority of maintenance applied to systems manually
- Several single points of failure
- Bank presence in multiple countries across Europe and are maintaining different infrastructures based on acquisitions

Benefits:

- Increased flexibility through simplification and standardization
- Lower cost through a single management and policy framework
- Reduced risk by extending System z Quality of Service to multiple platforms
- Better Service to users from improved resource management
- Greater focus on delivering new business functions through reduced manual co-ordination of tasks

IBM Services

Help get the most for your business from zEnterprise System

- **Assess and Design an IT architecture to optimize for business advantage**
  - Develop a business case and high level transition plan
  - Fit-for-purpose analysis
  - Deliver a roadmap for an adaptable and efficient infrastructure that integrates IT and business strategy and priorities

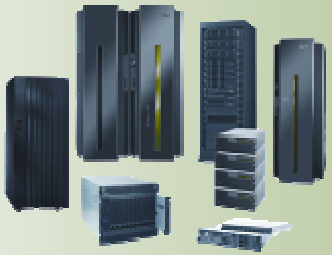
- **Build and run a smarter system with services for zEnterprise**
  - Migrate effectively and efficiently to zEnterprise environment.
  - Create a more cost-effective and manageable computing environment with server optimization, integration, and implementation services
  - Enhance & simplify cross platform High Availability
  - Effectively run and manage zEnterprise with maintenance and technical support services

From zEnterprise Upgrades to Datacenter Transformation, IBM Global Financing Can Help You Achieve Greater IT Economic Value

IT EQUIPMENT ACQUISITION

Low Rate Financing – competitive low, fixed rates for IBM and non-IBM hardware, software and services

COMPLEX MIGRATION PROJECTS



Rational. software
WebSphere.
Information Management
Tivoli. Lotus

IBM Project Financing – Customized, all-inclusive financial package for migration services, infrastructure solutions and business transformation projects

IT INFRASTRUCTURE TRANSFORMATION

IBM IT Financing Facility – Structured line of credit to manage complex projects

Analyst praise for IBM zEnterprise System

Gordon Orr **Director, Enterprise Client Services, International Technology Group**	*Where mainframes constitute the back-end data tier of complex business-critical server architectures, zEnterprise systems may offer new, cost-effective opportunities to extend "mainframe-class" capabilities across all platforms and tiers.*
Ian Bramley **Managing Director, Software Strategies**	*… IBM's immensely powerful new "System of Systems" runs the three most vibrant, important MPU stack-workload sets in our industry today … a truly inspiring leap forward.*
Alan Radding **Research Director,** Independent Assessment	*The zEnterprise has the potential to change the way the organization thinks about mainframe computing; suddenly it's not just a mainframe anymore.*
Richard L. Ptak **Managing Partner, Ptak, Noel & Associates LLC**	*IBM's zEnterprise System provides the single largest opportunity of this decade to shift IT efforts towards creative problem solving and away from maintenance.*
Gary Barnett **Partner and CTO, The Bathwick Group**	*This release of the IBM mainframe dramatically extends the platform's value proposition for existing customers, and offers non-mainframe customers a real choice when it comes to delivering large scale applications reliably and cost effectively.*

The IBM zEnterprise System:

Now extending System z cost savings and value to a new dimension

- **Designed to meet the need of today's heterogeneous data centers**
- **Enables a mixed set of workloads to be deployed on best fit technologies**
- **Delivers lower acquisition and operating costs than a one size fits all approach**
- **Reduces risk by extending the reach of System z qualities of service**
- **Improves service through tighter integration for multi-tier workloads**