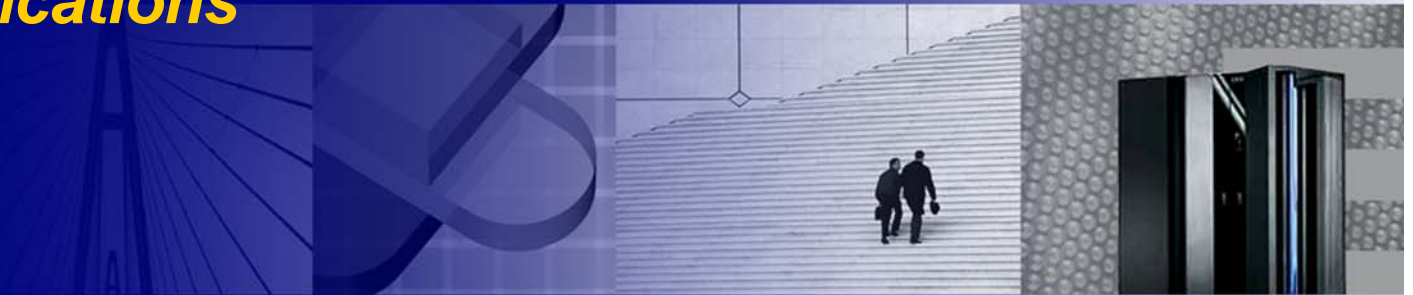




## ***IBM System z – SOA for Today's Modern Applications***



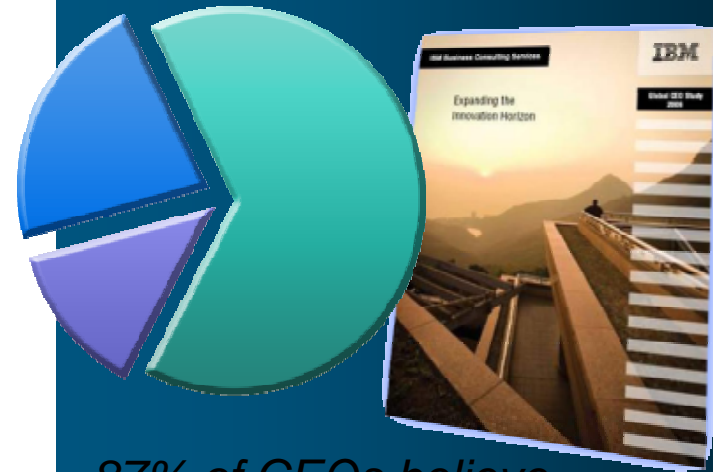
***Roberto Zardinoni Vice President Software Group  
SouthWest Europe***



# Innovation that Matters To CEOs

## *Top Innovation Priorities:*

- Extend the ability to collaborate inside & outside
- Innovate business models & processes
- Leverage information for business optimization



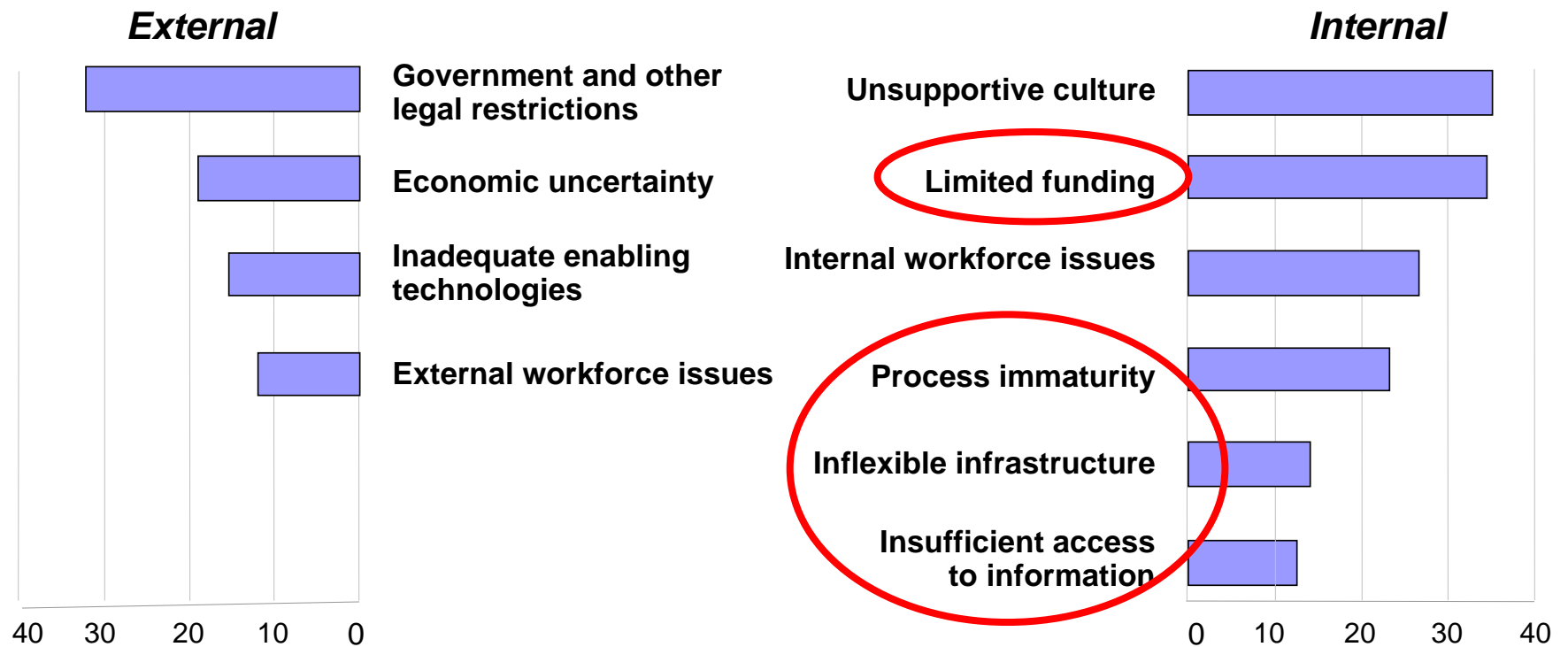
*87% of CEOs believe fundamental **change** is required in next two-years to drive innovation*

*Source: 2006 IBM Global CEO Survey*

*Innovation is all about change. SOA makes it easier to change.*

# What stands in the way?

## Obstacles to Innovation



## IT and Business – Back Together at Last!



# System z Core Values

*Built Upon a 40 Year Heritage .... and more than ever Relevant*

## Business Challenges

- Financial Pressures
- Security and Operational Resiliency
- Simplify Infrastructure Complexity
- Accelerate Time-to-Market
- Increase Revenues
- Deploy New Capabilities

### Integration

- Industry Solutions
- Common Middleware
- Open Industry Standards

### Automation

- Rapid Provisioning
- Greater Server Efficiency through Self-Optimization

### Virtualization

- Mature Systems Management

### Mainframe Qualities of Service

- Resilient
- Highly Secure
- Scalability
- Balanced Performance

Investment Flexibility

## IT Challenges

- Be responsive to changing business needs
- Meet service level agreements
- Increase server and IT resource utilization
- Help reduce IT Costs
- Develop new applications while mitigating risk



# IBM System z Technology

## *An Evolution .....*

