IBM®

Next Steps:
How to Begin Maximizing the Value of Your Mainframe

Dot Vice President,
North America System z Software
Sales, Software Group

The future runs on System z

Agenda – how to address:

- Total Cost of Ownership - Quantifying and Comparing

- SOA and Information on Demand Projects

- Application Design and Redesign

- High Availability

- Enterprise Service Management

- Process for Accounting for the cost of I/T

- Analysis of your Software Portfolio

- Skills – Who will run my Mainframe?

- Porting (ISV) Applications to System z - IBM initiatives for Growth

- Other Resources Available to Help

Scorpion Studies

Contact : Marlin Maddy

mmaddy@us.ibm.com

877-598-9675

Who we are ?

– Part of Systems and Technology Group

– Platform independent consultants (x, p, i, z and storage)

– Mission: Displace Competition and Drive IBM Revenue

What is it ?

– **Business Case Comparison of Customer's current and future costs compared with cost of running on IBM servers and storage.**

  • Combines IT cost analysis and technical architecture

  • Server and storage consolidation, simplification, optimization

Why customers and account teams use our services?

– Experience: 7 years, hundreds of customers

– Credibility: Use real customer data

– Influenced over $500M of eServer and storage opportunities

– 75% of customers who have a Scorpion study have increased their IBM purchases

	Zodiac Study (Server)	**Scorpion Study (Server)**	**Storage / ILM Study**
Timeframe	~4-8 weeks	~6-10 weeks	~3-6 weeks
Scope	~300 servers Server Consolidation	500 -1000+ servers Cross platform Customized, Complex	Storage Consolidation Information Life Cycle Management
Cost	$40k - $50k+ plus travel	$75k - $100k+ plus travel	$30k - $50k+ plus travel
Notes	Tightly scoped SCON only	platform justification, cross platform Larger studies available	May be stand alone or as an add-on to a server study

Total Cost of Ownership (TCO) Analysis Offering

- **Offered by IBM Worldwide Software Group - zProject Office**

- **One week study focusing on TCO:**

  – Mainframe to distributed offloads

  – Distributed to mainframe consolidation

- **Study will produce a presentation showing:**

  – Alternative configurations

  – TCO analysis of configurations

- **Local IBM SW Architect and account team participation required**

- **Contact: csbender@us.ibm.com**

WinterGreen Research ROI/TCO

Features and Benefits Analysis -- Calculate Value In the Context of Improved Return on Investment

Print | Display Calc List | Calculate

Business Models Provide ROI Cost Analysis : SLA, EAI, Security, Scalalability, Hardware, Software, Labor, Networking, Infrastructure, Power, Floor Space, Training, Stack Integration

Wintergreen Research **ROI** ENGINE

Summary Page:
SLA

On Line Models Specific to Benefits
Comprehensive, personalized analysis
Analysis of one to many applications
Report to Management

Cost:
$1,500 per Executive Report
$5,000 per Presentation
$16,000 per New Model Set

Contact: Susan Eustis   781-763-5078
info@wintergreenresearch.com

WGR
WINTERGREEN RESEARCH

knowledge *is* power
Wintergreen Research

IBM Financial Management & Accounting (FMA) Workshop

- **IBM facilitated onsite workshop**
  - No charge customer offering from IBM zSoftware team
  - Chargeback and Cost Allocation Process Assessment

- **Goal is to help you better understand:**
  - Your internal I/T rate setting
  - How to best accomplish information gathering
  - Your resource accounting & reporting processes

- **Discuss how to build a financial model of I/T consumption**
  - And other TCO-impacting factors

- **Develop suggestions for where a new approach may be warranted**
  - And new tooling that is available to help

Capitalizing on recent IBM investments in delivering System z modern middleware capabilities

Application-Driven Projects

- Web 2.0 apps enabled using WebSphere Portal
- Workload consolidation benefits through common infrastructures (e.g., WebSphere Application Server)
- Rapid time to market & low business risk with CICS Service Flow Feature & WebSphere Adapters
- Ability to integrate existing & new assets across organizational boundaries via WebSphere MQ messaging backbone and federated ESBs
- Faster business innovation built through WebSphere Process Server

Information-Driven Projects

- Information Server for System z enables System z to be the trusted information hub
- DB2 Flex Pack reduces cost of new workload implementations through an OTC pricing model
- Balanced Warehouse z-Class offering provides critical performance for dynamic warehousing and OLTP requirements
- DB2 9 optimized for SAP
- IMS 10 for critical on-line operational applications
- Content Manager v8.4 and Content Manager On Demand v8.4 support a strategic ECM platform

Application Development and Delivery Infrastructure Incorporating System z

- Asset Management
- Architecture Management
- Skills Management
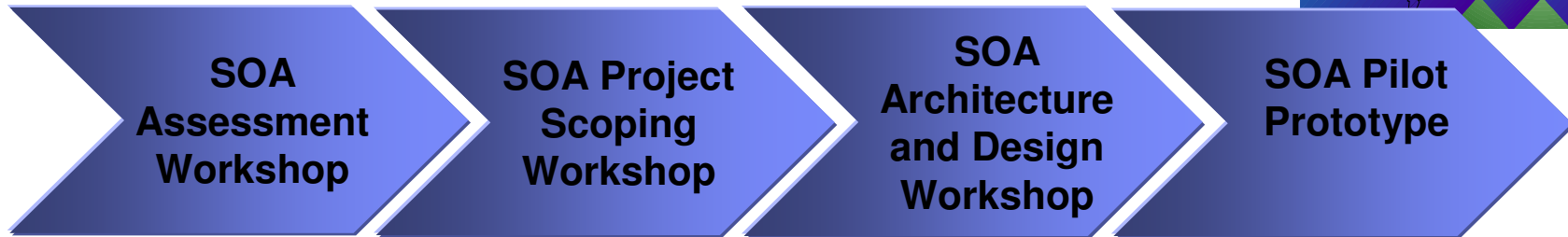- Quality Management
- Change and Release Management

Enterprise IT Management Infrastructure Integrating System z

- Interdependent Applications • Linux and SOA • Composite Applications • Distributed Environments
- Core Applications • Financial and Service • Federated Identity • Workload and Availability • Storage

System z Center of Excellence - zCoE
Getting Started with Service Oriented Architecture

http://www.ibm.com/developerworks/websphere/services

IBM Global Services

STG Services   SWG Services

SOA Assessment Workshop	SOA Project Scoping Workshop	SOA Architecture and Design Workshop	SOA Pilot Prototype	
Build Common Understanding of SOA	*Identify and Architect an initial SOA pilot*	*Develop Architecture / Implementation Plan*	*Demonstrate SOA Production Feasibility*	**Objective**
1 – 2 Days	3 – 5 Days	2 – 3 Weeks	2 - 6 months	**Duration**
•Identify business goals •Identify technical requirements •Identify how to leverage your existing systems •Identify new development areas	•Identify a SOA zSeries project •Model "To-Be" Process •Model "To-Be" Architecture •Identify skills and resources required	•Architecture Principles •Architecture Decisions •Integration Framework •High-level "To-Be" Architecture	•Mentored Workshops •Develop Application Code •Technology Proof Points •Application Deployment •Configuration and Tuning •Performance onsiderations	**Activities**
•SOA Assessment Results	•Project Proposal •List of required hardware/software •Training and mentoring plan •Development task assignments	•Technical Architecture •Definition of Phases •Implementation Roadmap	•Development Cookbook •Production Ready Code •Metrics •Center of Excellence	**Benefit**

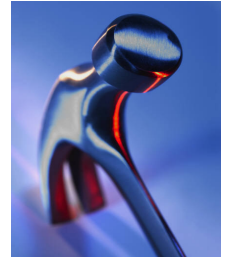Mentoring   Education   SOA Center of Excellence   Skills Transfer

System z Infrastructure Architecture Workshop (zIAW)

… Develop your VISION and ROADMAP for applications hosting

- **zIAWs:**
  - Are 1-2 day workshops aimed at client business and technical leaders
  - Use established facilitation methodologies, based on proven results
  - Are a combination of white boarding, presentations, and collaborative "JAD" sessions
  - Focuses on maximizing value of System z as a platform/component
  - Promotes open dialogue and brainstorming

- **The objective of a zIAW is to:**
  - Identify existing business challenges
  - Identify short and long term business requirements
  - Identify and document the current (AS-IS) environment
  - Discuss industry standards and emerging technologies
  - Develop a future state (TO-BE) Vision for I/T application architecture
    - Explore where the unique capabilities of a System z solution can help achieve competitive advantage
    - Recommend enhancements to the existing architecture – via a ROADMAP for deploy over time

Major areas of focus

zIAWs position System z and the entire cross brand software and hardware capabilities to satisfy client business initiatives
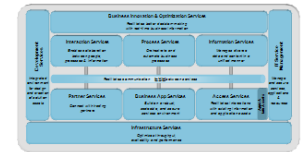
– Two main areas of focus are:

- **Services Oriented Architecture**
  - How to leverage existing assets in an SOA enterprise
  - Value proposition of deploying critical SOA infrastructure
  - on System z vs. other platforms

- **Information as a Service**
  - Manage information complexity
  - Lower cost through optimization
  - Manage risk and streamline compliance
  - Leverage information for business transformation

Enterprise Application Modernization for System z

Enterprise Modernization & SOA Workshop

What: **Use the IBM SDP products, EGL and JSF to build an SOA-based application from scratch. The workshop participants will learn:**

- What is EGL
- How to build cross-platform applications
- How to debug prior to code generation
- How to generate Java and COBOL
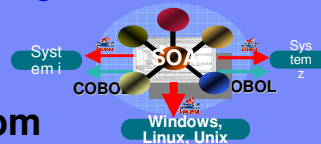- How to deploy to WAS/z, CICS

Duration**: 1 day**

Who: **This workshop is for Business Developers who have programming experience in some 3GL or 4GL such as COBOL or Natural.**

What you get: **Initial training and experience rapidly building a SOA application using EGL**

Cost: **Free for the** first 10 registrants**; $2500 thereafter**

For more information: **Contact Linda Cole at lcole@ca.ibm.com**

Application Transformation Assessment Workshop

What: **An evaluation of your readiness for an Application Transformation from Natural/ADABAS to EGL/DB2. The assessment includes:**

- Sample data source analysis
- Sample source code analysis
- IT skills assessment

Duration**: 2 days**

Who: **IT Staff - Project Managers, Architects, Analysts, Database Administrators, Lead Developers**

What you get**: a high-level Enterprise Application Transformation recommendation & implementation document**

Cost: **Free for the** first 3 registrants**; $5000 thereafter**

For more information: **Contact Ed Gondek at egondek@us.ibm.com**

IBM System Centers
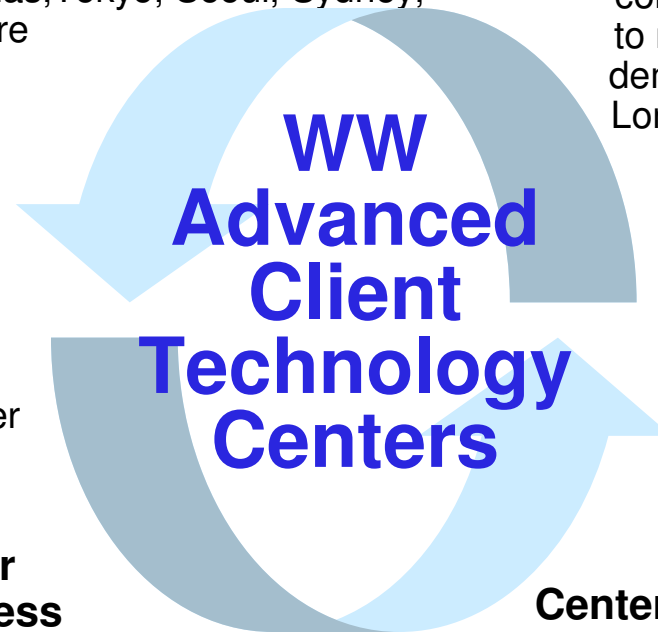
Customer Benchmark Center
Our mission is to provide Client requested benchmark capabilities WW for IBM Systems and Storage. Locations in Poughkeepsie, Rochester, Gaithersburg,,Montpellier, Boeblingen, Beijing, Dallas,Tokyo, Seoul, Sydney, Bangalore, And Singapore

Deep Computing Capacity on Demand
Our mission is to provide off-site utility computing resources to enable our clients to respond quickly to changing IT demands. Locations in Poughkeepsie, London, and Rochester

High Availability Center Of Competency
Our mission is to work with Customers to help achieve the Availability and resiliency goals of their end-to-end IT infrastructure. Locations in Poughkeepsie and Montpellier

WW Advanced Client Technology Centers

Benchmark Requirements
Lead in creating plans for industry benchmarks and assist in the communication of results.

Design Center for On Demand Business
Our mission is to design innovative, integrated Solutions for select worldwide clients that leverage leading-edge technologies and speed their deployment into existing infrastructure to address business problems Locations in Poughkeepsie, Montpellier, and Makuhari

Center for Solution Integration
Our mission is to design, develop and test solutions, implement proof of concepts, and provide the necessary assets in support of IBM Solutions. Located in Poughkeepsie

For more info or making contact with any Center visit: **www.ibm.com/systems/services/**
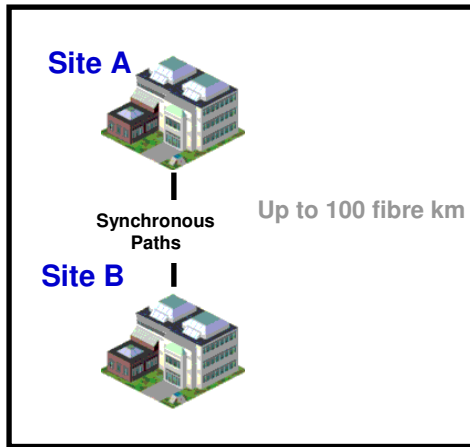
World Wide **Storage** Solution Centers
Montpellier / Gaithersburg / Mainz / Makuhari

- <u>Business Continuity and High Availability Solutions</u>
    - Advise clients on the optimum design
    - Considering Recovery Time and Point Objective
  - Perform a "Proof of Concept" of the proposed solution
  - Capabilities Include:
    - End to End Solution Testing Including Distance Simulation
    - Complimentary Partners: Cisco, McData, Adva, Ciena
    - Automated Storage Provisioning
    - Cross-Brand Integration (i,p,x,z, and OEM

- Contacts
  - Montpellier – Olivier Alluis / olivier.alluis@fr.ibm.com
  - Gaithersburg – John Amann / jdamann@us.ibm.com
  - Mainz – Michael Eggloff / eggloff@de.ibm.com
  - Makuhari – Kihoko Nanamori / kihoko@jp.ibm.com

GDPS-*The Ultimate Availability Solution*

Metropolitan

High Availability

Site A

Synchronous
Paths

Up to 100 fibre km

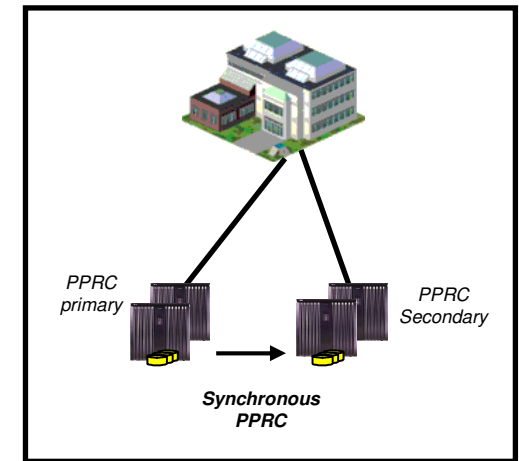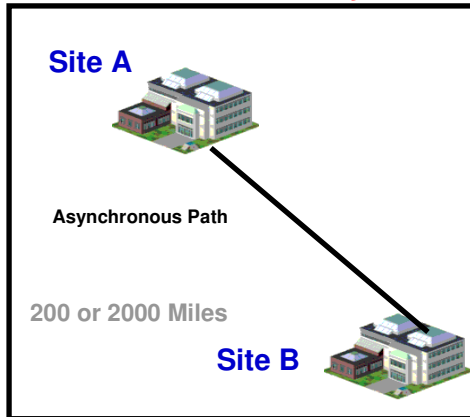Site B

Managing availability and disaster recovery
IBM GDPS® is designed to keep
your critical IBM System z
applications and open systems data
available when outages occur and
drastically reduce the time it takes
to restore operations— averaging
less than an hour for most clients with
GDPS versus one to two days without.
It can be designed to either eliminate
or reduce downtime, depending on
your needs.

Extend Parallel Sysplex

Continuous Access to Data

PPRC
primary

PPRC
Secondary

*Synchronous
PPRC*

Unlimited Distance

Disaster Recovery
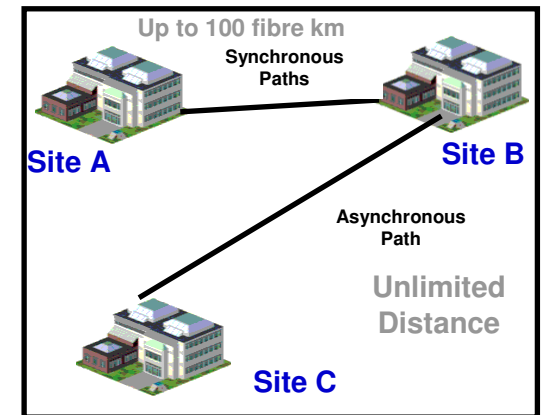
Site A

Asynchronous Path

200 or 2000 Miles

Site B

**GDPS is a proven suite of solutions in
hundreds of businesses worldwide**.
GDPS address the key factors that impact your
business resilience and regulatory compliance:
availability, time to restart systems after a
disaster, data protection and distance between
your primary and backup systems.
IBM works with your team — through
assessment, planning and design, installation,
testing, education and ongoing support — to
deliver the customized multi- or single-site
GDPS solution that's right for you.
Email: gdps@us.ibm.com

Metro HA / Out of Region DR

Up to 100 fibre km
Synchronous
Paths

Site A

Site B

Asynchronous
Path

**Unlimited
Distance**

Site C

Portfolio Review and Analysis
"PRA" - a SW Asset study for IBM zSeries customers

- ➤ **helps understand the potential impact of processing growth on future software budgets by developing predictive costs models.**

- ➤ **provides you with a comparison of your current portfolio cost structure with those of other zSeries/S390 customers.**

- ➤ **analyzes your software portfolio to identify redundant or underutilized software products.**

- ➤ **identifies product alternatives and their cost/ benefit impact.**

- ➤ **provides you with negotiation leverage with incumbent product vendors.**

- ➤ **provides you with the latest Software Asset Management tips to help proactively manage your zSeries/S390 software portfolio**

http://www-3.ibm.com/software/solutions/softwaremigration/sps.html
Or contact Linda Beckner at (614) 659-7192 or at Becknel@us.ibm.com.

Who will Manage my Mainframe?

The Mainframe Charter: IBM's long-term plan and commitment to the System z platform.

Lead through innovation to support increasingly integrated, flexible business processes for the On Demand Business.
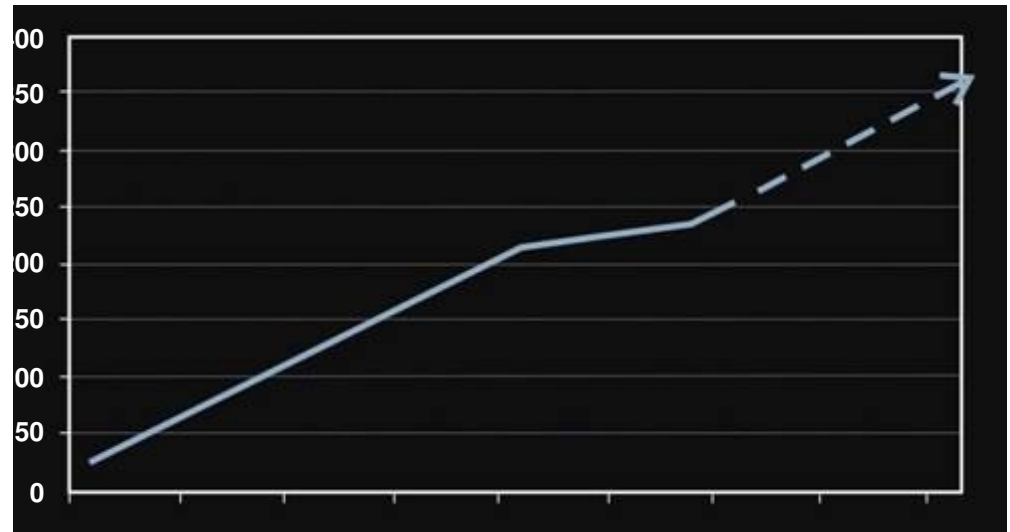
Enhance the value proposition and lower the cost of mainframe computing solutions in a way that is compelling, clear, and consistent.

Support programs to foster vitality in the mainframe community, helping to promote a strong application portfolio, greater access to skills, and world-class support services.

IBM is committed to training 20,000 new students on the mainframe by 2010

Currently, 42,000 students have been trained worldwide. IBM China has stated it will train an additional 10,000 students by YE2007

"z/OS has blown me away in terms of polish and usability."

– IBM Mainframe Contest student participant, Michigan State University

Mainframe Community Ecosystem

- **Customer Councils**

- **IBM Academic Initiative**

  - 20,000 new skills by 2010

  - Already educated 42,000

  - 300 colleges and universities

  - 300 professors

- **Partners**

  - 1,500 mainframe partners

- **zNextGen**

Mainframe Student Content Winners
Mohonk Mountain House, New Paltz

New System z Skills Available - the Academic Initiative (Energi**Z**ed)

Launch Activities:

- **Highlight Academic Initiative Success**:
  - 407 schools **enrolled globally as of October 2007; 900% growth in 2 years; 50%+ outside of US**
  - 47,000 students **educated worldwide**
  - **20 courses, labs, textbooks, faculty education, and mainframe access available to enrolled schools**
  - Opening job opportunities for mainframe students with mainframe clients and IBM:

  "My participation and successful completion of Part One (I'm still working on Part Two) of the IBM Master the Mainframe contest helped to get me a job at BMO working as an Associate Systems Software Analyst. This position has never been offered to a student before and I never would have been able to secure it without all that I have learned so far in the contest."

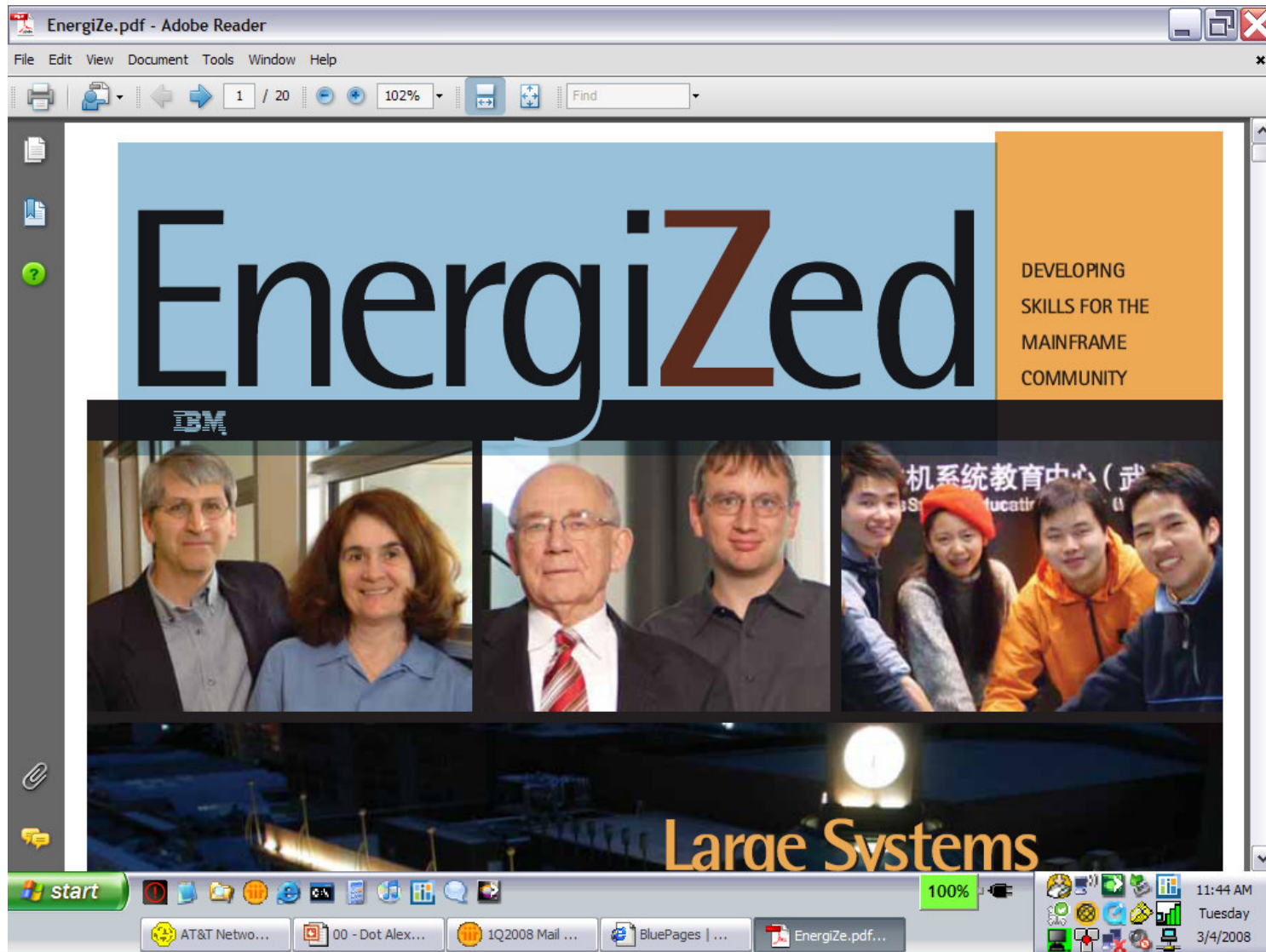 **Elizabeth Bell, Age 23, Georgian College, Canada**

- **Mainframe 'cool kids' at launch events plus videos for all event usage**
- **Educator and 'cool kids' podcast & video**
- **Systems Magazine Supplement Leverage**

A new generation of mainframe experts is forming!

- ➔ **Mainframe companies join IBM at z roundtables on campus**
- ➔ **Message:** Teach Large Systems Thinking
- ➔ **Web site:** www.**ibm.com**/university/systemz

Creating a "buZZ" about Z....

Important Web sites and contacts – Academic Initiative

- **System z Community**
  - ibm.com/**systems/z/about/charter/community.html**

- **Academic Initiative for the Mainframe**
  - ibm.com/**university/systemz**

- **z/OS Entry Level Mastery Exam & DB**
  - ibm.com/**certify/mastery_tests/azprogprot_mt.shtml**

- **zNextGen**
  - share.org/Events/Tampa/zNextGen.cfm

- **Enhanced skills portal**
  - ibm.com/**systems/z/about/charter/skills.html**

**Program Manager,
Academic Initiative for the
Mainframe:**

Don Resnik, resnik@us.ibm.com

Director, Technical Sales Support:
Mike Bliss, mbliss@us.ibm.com

Growing Applications on System z

Comprehensive resources helping System z ISVs build applications, develop skills and close business

- **Consultation**
  - In depth architectural consultation with System z development resources
  - Assessment of technical scope of effort and resources required

- **Training and education**
  - Providing skills for developers and business partners
  - No charge z/OS class via IIC at Dallas
  - Special education investment for discounted classes

- **Access to development environment**
  - Online tools
  - Remote access to latest System z hardware technology
  - No charge technical support packages
  - Worldwide centers for in-person technical support

- **Technical Advocate Program**

  - One-on-one relationship with System z development

- **Hardware and software discounts**
  - Substantial discounts for application development on z/OS

- **Marketing Support**
  - Investing in driving leads and closing business for **System z ISVs**
  - Assigned IBM sales reps to close your business via Sales Connection

To get started, submit the System z porting questionnaire or questions
http://www-03.ibm.com/servers/eserver/zseries/zos/was_portquestion/index.html

Where To Find More Information

The Internet – www.ibm.com/software/systemz

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

For a complete listings of webcasts, teleconferences, and seminars: ibm.com/software/zseries/events

For Tool Migrations and zWorkshops contact your IBM zSW Team :

- **System Z Software Sales Leaders**
  - Carolyn White – East
  - Jill Bertini – Central
  - Jason Taylor – West
  - Theresa Moore – Federal
  - Brent Hanbury – Canada
  - Elaine Jesus – LA

- **zSW Technical Leaders**
  - Sharon Solomon-Bouchard
  - Rich Simonetti – East/Federal
  - Arthur Fitzgibbon – Central
  - Greg McLemore – West
  - Sheryl Collier – SMPO
  - Bob Liburdi – zSW Architects
  - John Ramieri – Websphere/Lotus
  - Twila Brent – Information Mgmt
  - Dan Brown – AD tools
  - Heidi Lundquist – CICS/MQ

- **IBM Laboratory Services and Support**

  - Advanced Technical support
  - Executive Briefing Centers

  - Technology Exploration Centers (TECs)

  - Design Centres & COEs

  - Deployment Services

  - System z HealthCheck
  - High Availability Center

Summary

- IBM Has Considerable Resources at Your Disposal

- I Have Listed Just a Few for You Here
- If All Else Fails – send me an note:
dotalex@us.ibm.com

The future runs on System z

Thank you

Presentations can be downloaded at:
http:www.ibm.com/software/systemz/sandiego