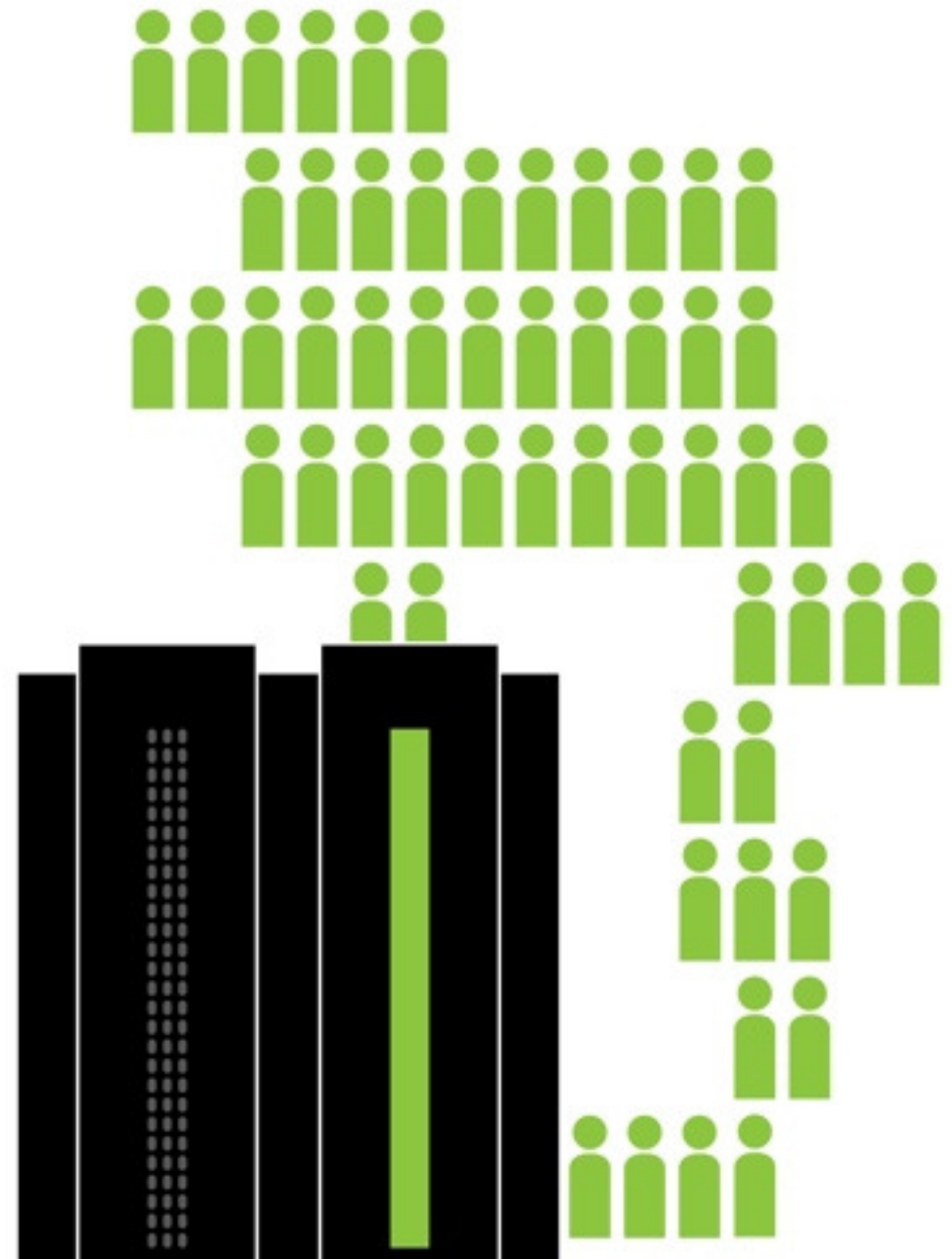


Smarter technology for a smarter planet:

IBM® Enterprise Advance

Towards the Modern Enterprise

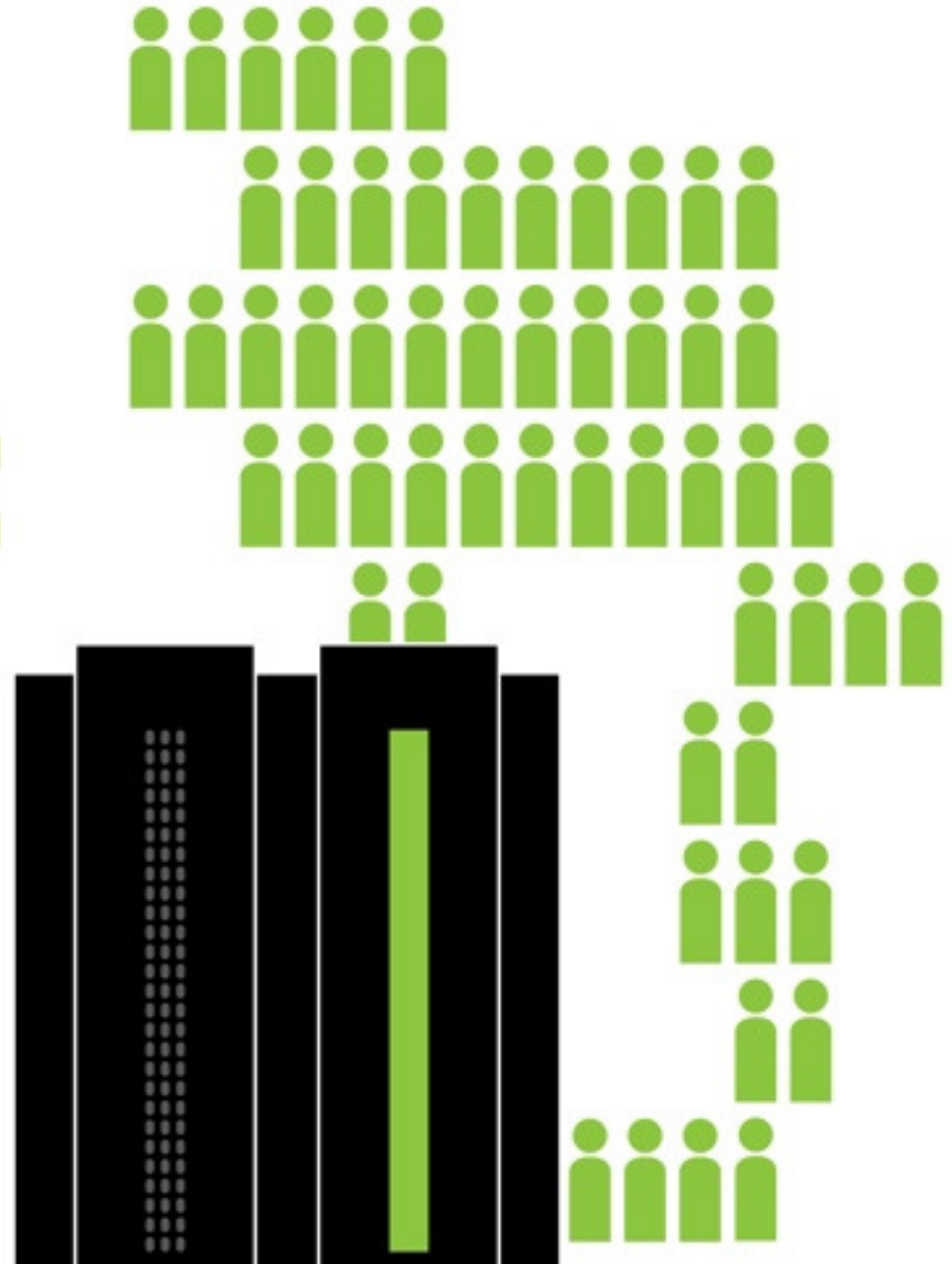


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WELCOME



Smarter technology for a smarter planet:

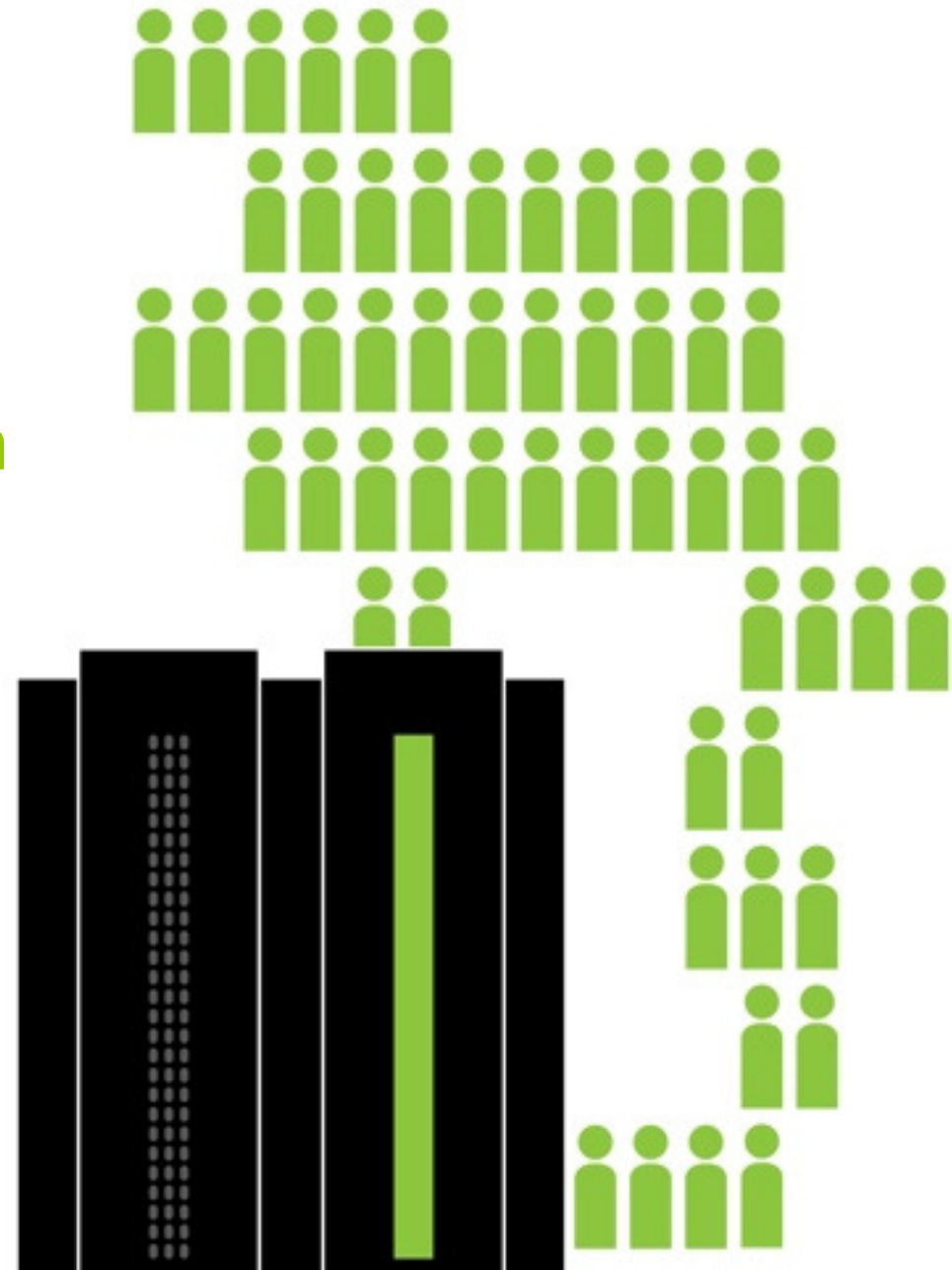
**IBM® Enterprise
Advance**

Towards the Modern Enterprise

Enterprise Modernisation on System z

Roger Braem

Scott Davis



System z - The Premier Platform for Enterprise Modernisation

- An ideal platform for critical business workloads
- Enabling you to leverage your existing investments
- Delivering unrivalled integration across the stack
- Modern technologies to accelerate deployment of new capabilities



Customer Challenges – Non-optimized IT Enterprise Architecture

Business Needs



- Continuous pressure to deliver new business value
- Rip and replacement of core business applications are too high risk
- Reduced flexibility to adapt to changing business requirements
- Core business processes lack real-time integration

Resources



- High cost to maintain legacy assets
- Non-portable skill sets
- Redundancy in IT operations
- Integration of silo'ed architectures consume development and operational resources

Technology



- Complexity prevails – Silos of legacy and modern assets slow innovation and reduce QOS
- Stagnant technologies lack modern integration and delivery capabilities (*Web 2.0, mobile....*)
- Multiple data architectures make Business Analytics challenging

IT CONSTRAINED ENTERPRISE PRESSURES

Enterprise Modernisation – 3 Main Components

Transform your IT assets to preserve your investments

Protect your investments in core business applications leveraging tools and services to modernize your enterprise

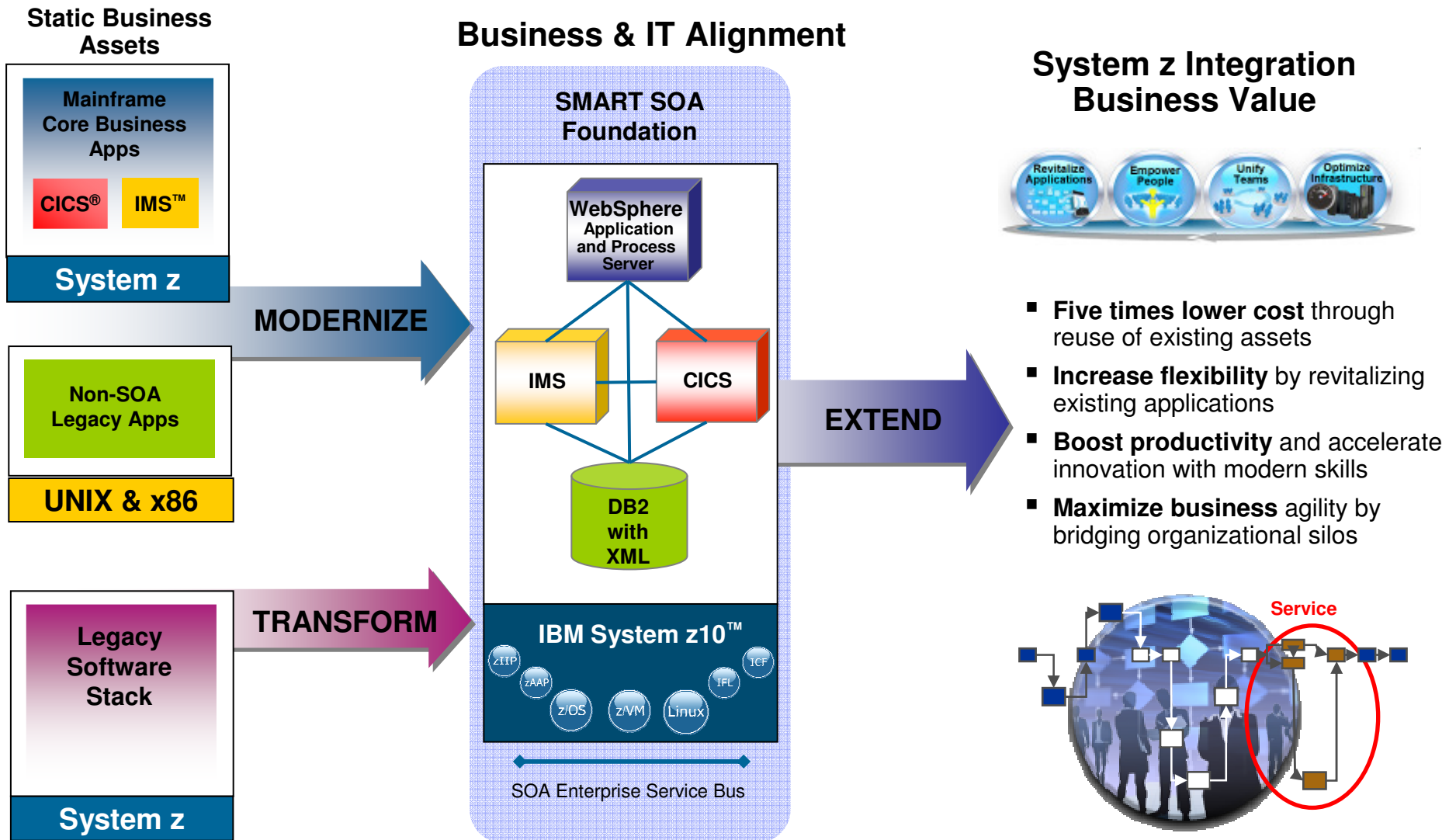
Modernize your enterprise to maximize agility

Reuse and extend existing investments through SOA enablement to increase business agility

Extend your applications to gain new business value

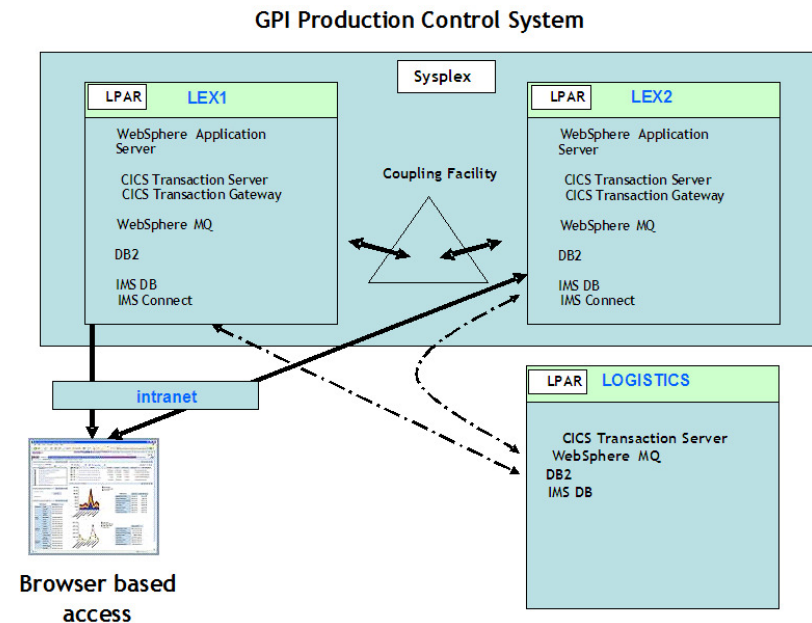
Deploy solutions to empower LOB and IT teaming to gain real-time insight of the business and enable dynamic management of the business processes

Modernising the Enterprise Through SMART SOA



Renault

- Running in full z/OS Parallel Sysplex with WAS, CICS, DB2 and MQ
- Application platform decision based primarily upon...
 - Affinity with System z data & applications
 - Criticality and SLA objectives of application
 - Highest level of service
- Over 30 WAS applications running on z/OS today
 - Renault runs a variety of WAS applications including parts management, factory management and production control
 - GPI Application (Gestion de Production Intégrée)
 - Production control and parts management
 - Supporting 6 million transactions per day



“If GPI stops, the factory is unemployed”

Enterprise Modernisation – Transform

Transform your IT assets to preserve your investments

Protect your investments in core business applications leveraging tools and services to modernize your enterprise

Rational. software

Modernise your enterprise to maximize agility

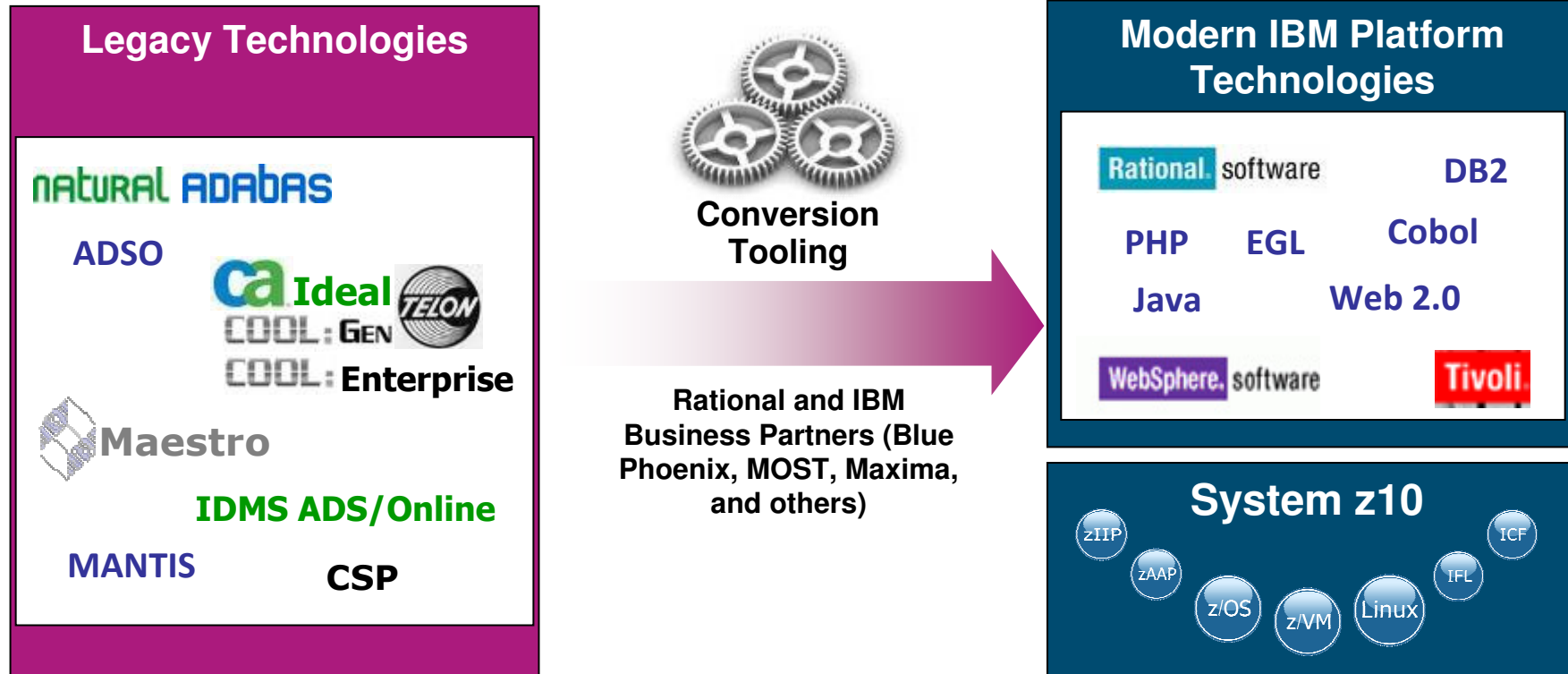
Reuse and extend existing investments through SOA enablement to increase business agility

Extend your applications to gain new business value

Deploy solutions to empower LOB and IT teaming to gain real-time insight of the business and enable dynamic management of the business processes

Transform you IT Assets

Migrating Customers To Modern Languages And Technology



- Establish a Modern, Flexible Application Development Platform
- Reuse of Existing, Mission-critical, Production Tested Software Assets
- Maximize the Existing In-house IT Skills & Domain Expertise

Satisfy the Long Tail of Application Demand

CICS Transaction Server Feature Pack for Dynamic Scripting

WebSphere Application Server Feature Pack for Dynamic Scripting

- **Agile and collaborative development** with PHP, Groovy, and a Web 2.0 oriented programming model based on WebSphere sMash
- **Reduce application backlog** and improve customer satisfaction with fast, cost-effective development of **situational applications**
- **Improve control and governance** with **centralized environment** for tactical computing
- Enable IT developers to quickly address **knowledge worker** application needs



Enterprise Modernisation – Modernise

Transform your IT assets to preserve your investments

Protect your investments in core business applications leveraging tools and services to modernize your enterprise

Rational. software

Modernize your enterprise to maximize agility

Reuse and extend existing investments through SOA enablement to increase business agility

WebSphere. software

Rational. software

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Modernise for Agility

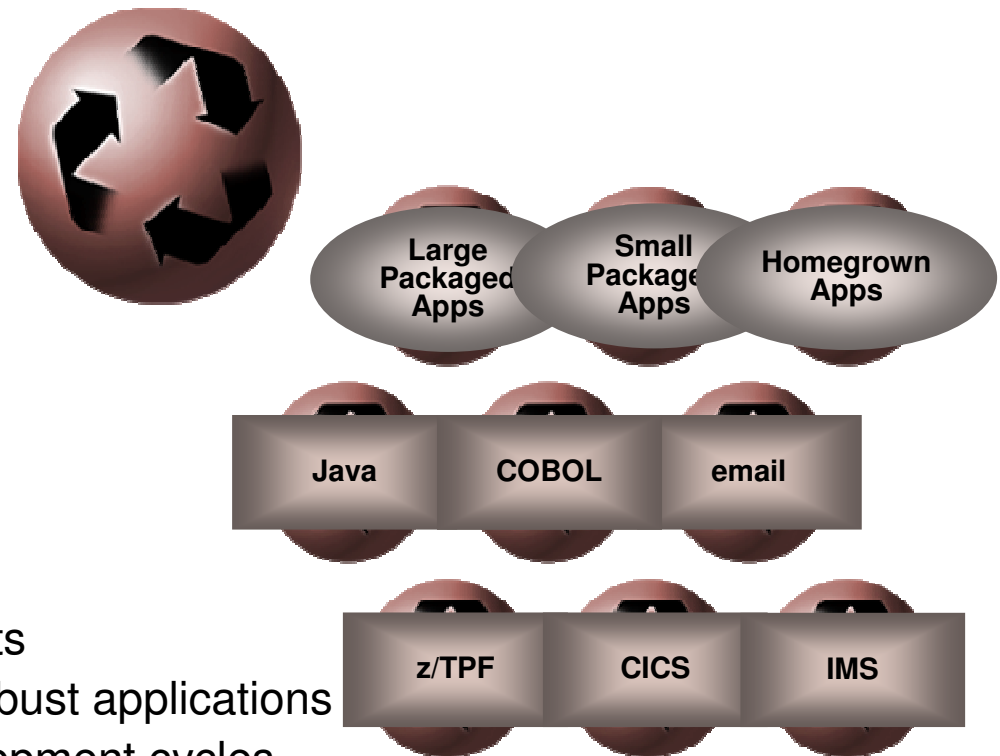
Reuse Business Applications to Enable Smart Business Outcomes

Get More Value from Applications & Expand Business Opportunities

- Service-enable existing packaged and existing apps
- Create new, reusable services
- Extend reusable services to the web
- Consume external reusable services

Benefits

- Extend ROI by reusing prior investments
- Reduce risk and costs by leveraging robust applications
- Speed time to market with faster development cycles



Modernise for Agility

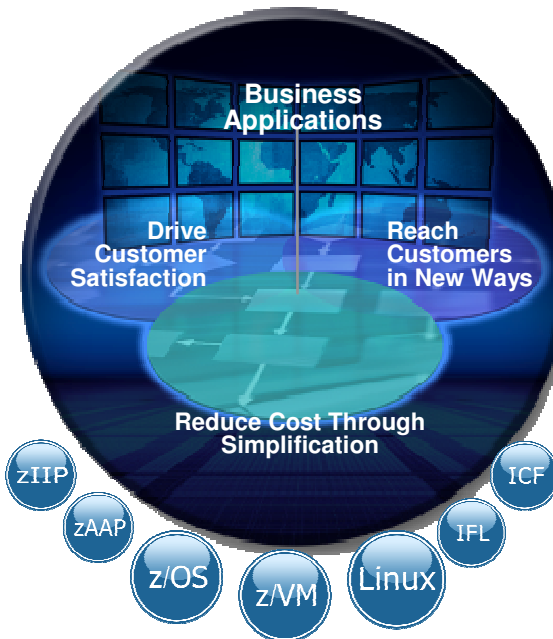
SOA Enabled Integrated Application and Transaction Environment

IBM WebSphere
Application Server
for z/OS

IBM CICS
Transaction Server

Performance, Security
and Innovation

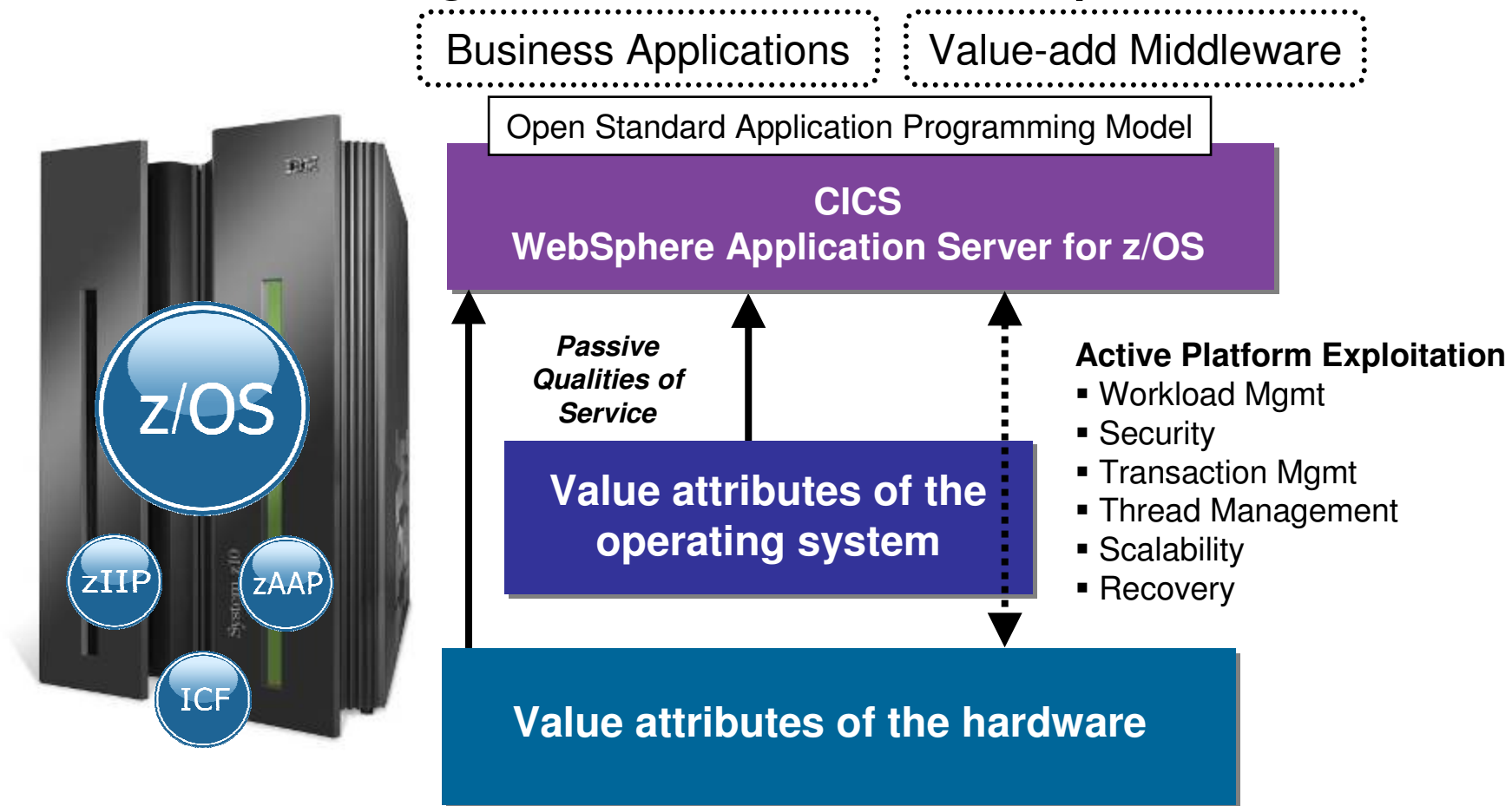
Understanding,
Optimization
and Control



IMS Transaction
and Database Manager

Modernisation on System z

z/OS Enables Integrated Mainframe Values – Open Standards Flexibility

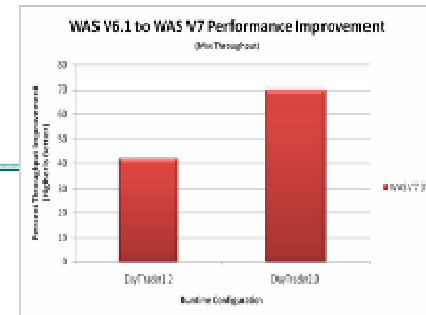


Modernisation to Leverage Your Investments

Achieving Maximum Performance Through Currency

Runtimes

- WAS V7 vs. V6.1 up to:
 - 42% faster for J2EE apps
 - 47% faster for Web Services
 - 70% faster for Java EE apps



Compilers

- z/OS XL C/C++ v1.11
 - Improved a customer application ~20%
 - Enhanced system programming capabilities
 - Supporting latest Middleware and tools

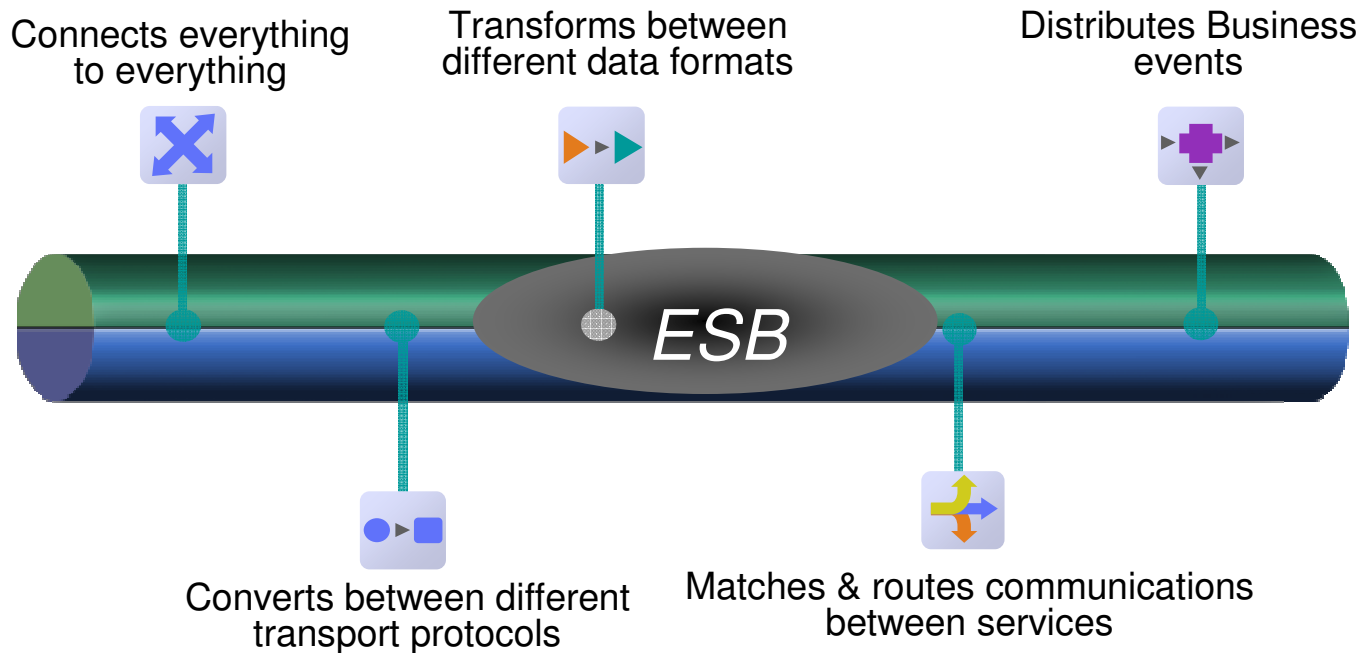
Hardware

- Generation to generation price / performance gains
- Unique value of specialty engines
- Ability to reduce energy costs by up to 80%



Modernisation to Leverage Your Investments

ESB Solutions for Application Integration



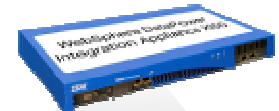
Optimize Costs by: Integrating new customers and partners up to 80% faster, Improving performance more than 10x - with lower costs, and Achieving full ROI within as few as 6 months

IBM WebSphere
Message Broker
for z/OS

IBM WebSphere
Enterprise
Service Bus

IBM WebSphere
MQ for z/OS

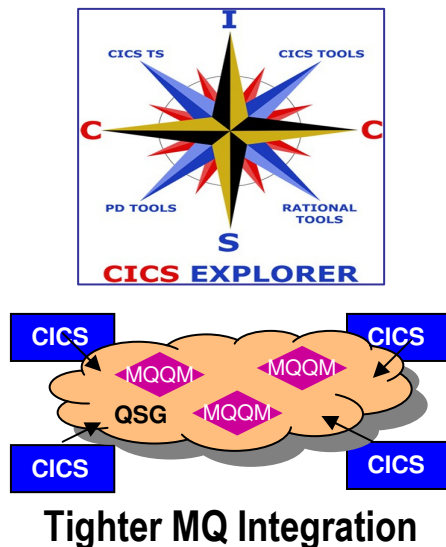
IBM WebSphere
DataPower Appliance
X150



Modernise for Agility

CICS Is At The Heart Of Smart Business

Integrated Tool Solutions

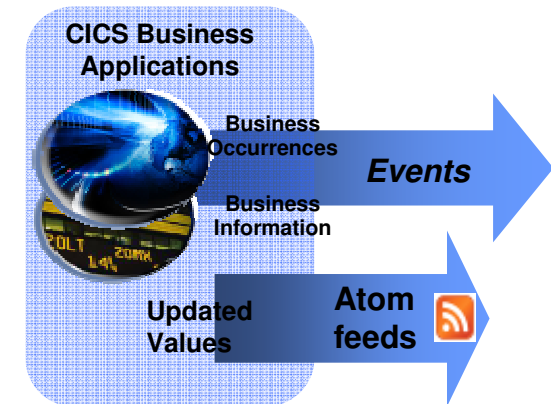


Revitalize Business

“Real-time visibility for smarter decisions and actions”



Event source for Dynamic Business Networks



Integration for LOB and COBOL business rule mgmt.

Revitalize Infrastructure

“Greater efficiency and reduced costs”

Revitalize Applications

“Faster & easier to respond to change”

Enterprise Modernization – Extend

Transform your IT assets to preserve your investments

Protect your investments in core business applications leveraging tools and services to modernize your enterprise

Rational. software

Modernize your enterprise to maximize agility

Reuse and extend existing investments through SOA enablement to increase business agility

WebSphere. software

Rational. software

Extend your applications to gain new business value

Deploy solutions to empower LOB and IT teaming to gain real-time insight of the business and enable dynamic management of the business processes

Lotus. software

WebSphere. software



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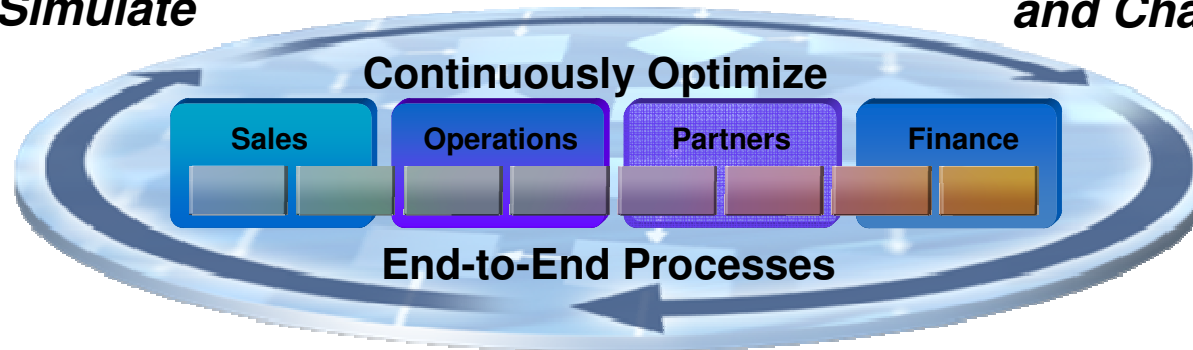


Process Automation

Improves Operating Efficiency and Reduce Costs

Model and Simulate

Rapidly Deploy and Change



Monitor, Predict and Act



Streamline business activities

Lower Costs

IBM WebSphere Process Server for z/OS



Complement and extend existing applications

Reduce cycle time

IBM WebSphere Business Monitor

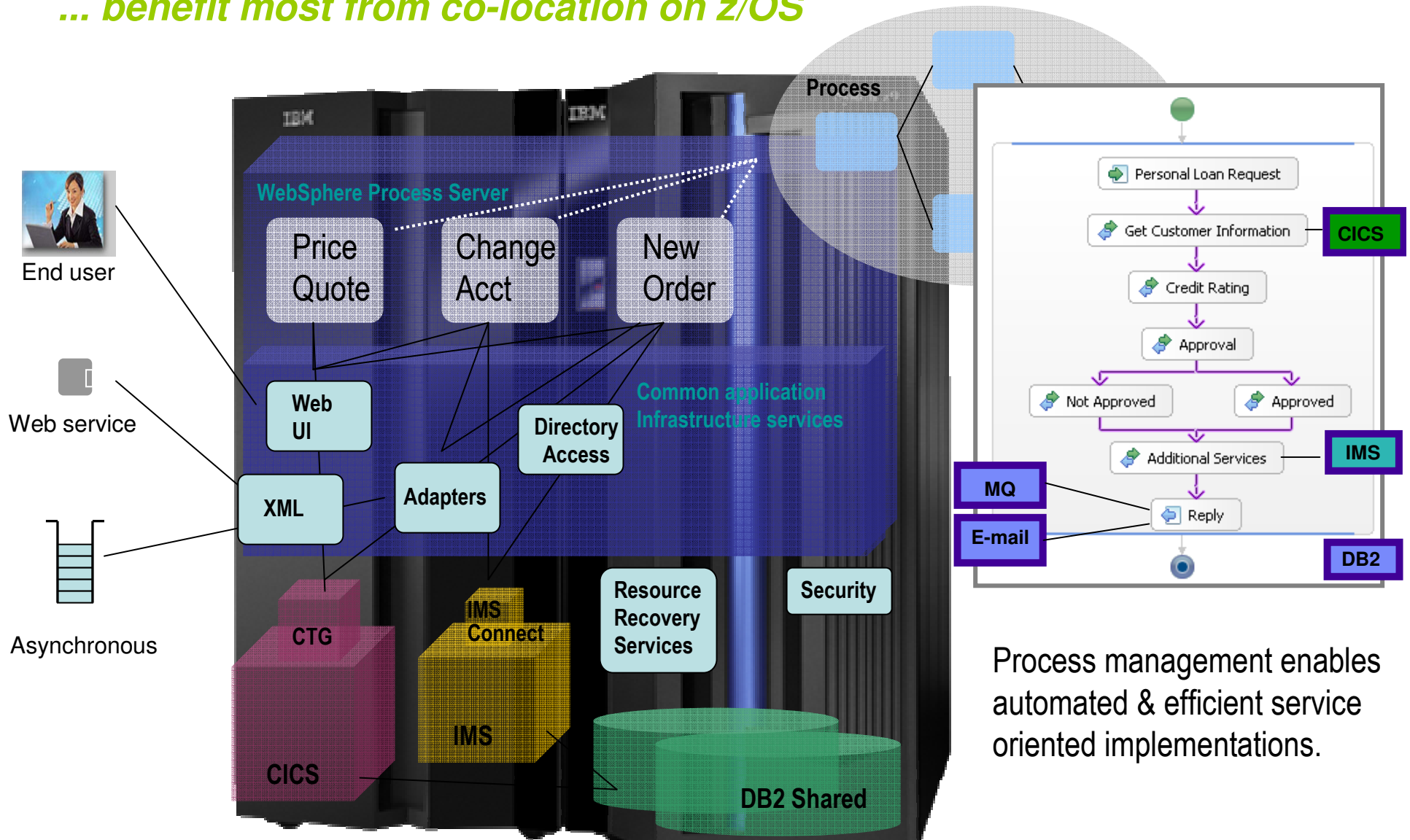


Leverages reusable process components

Easier to Manage

IBM WebSphere Business Modeler

Processes that frequently interact with CICS, IMS, DB2 z/OS ... benefit most from co-location on z/OS

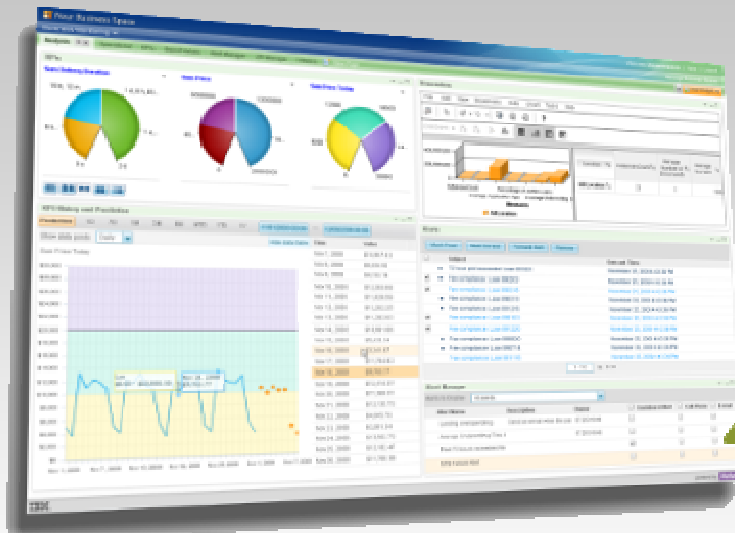


Process management enables automated & efficient service oriented implementations.

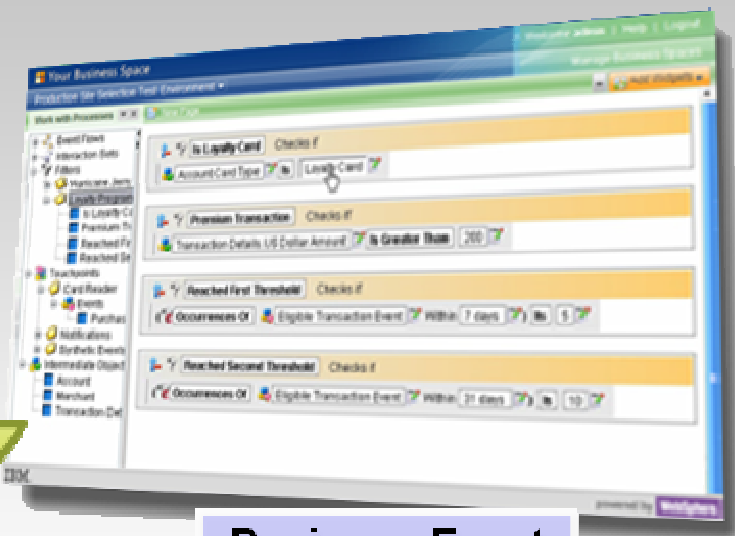
Gain Real-Time Insight Of The Business

Deploying Business Process Automation

Gain faster insight from pattern detection and alerts on KPIs/KAls in WebSphere Business Monitor and WebSphere Business Events



Business Activity Monitoring

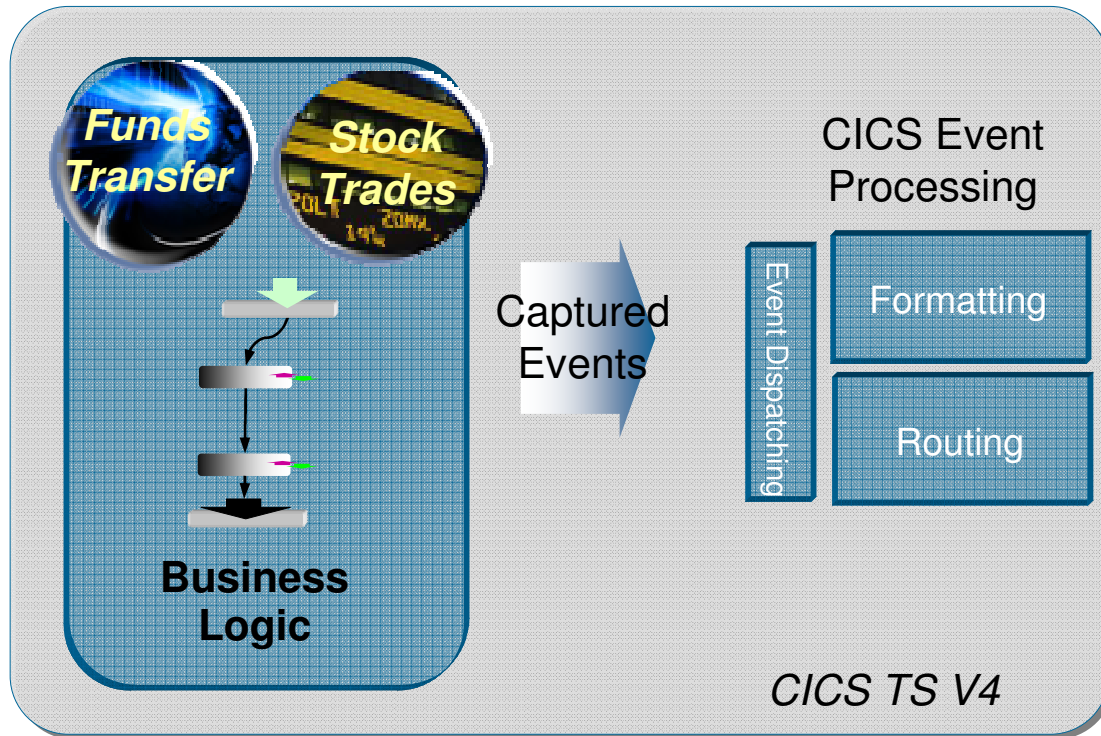


Business Event Processing

Design for Automation

Enable Mainframe Events For Smarter Business Outcomes

CICS Event Sources



Enabling Events is 100% transparent to existing Applications

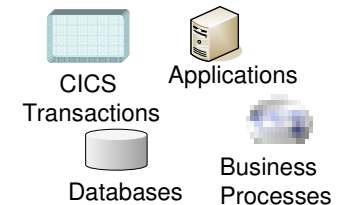
Detect fraud and take action



WebSphere Business Monitor



WebSphere Business Events



NYS Department Of Taxation And Finance

Modernizing applications with System z

What's Smart:

- Deployed an SOA solution that leveraged existing assets.
- Delivers faster execution.
- Easily adaptable and fast to implement.
- Open to new technologies.

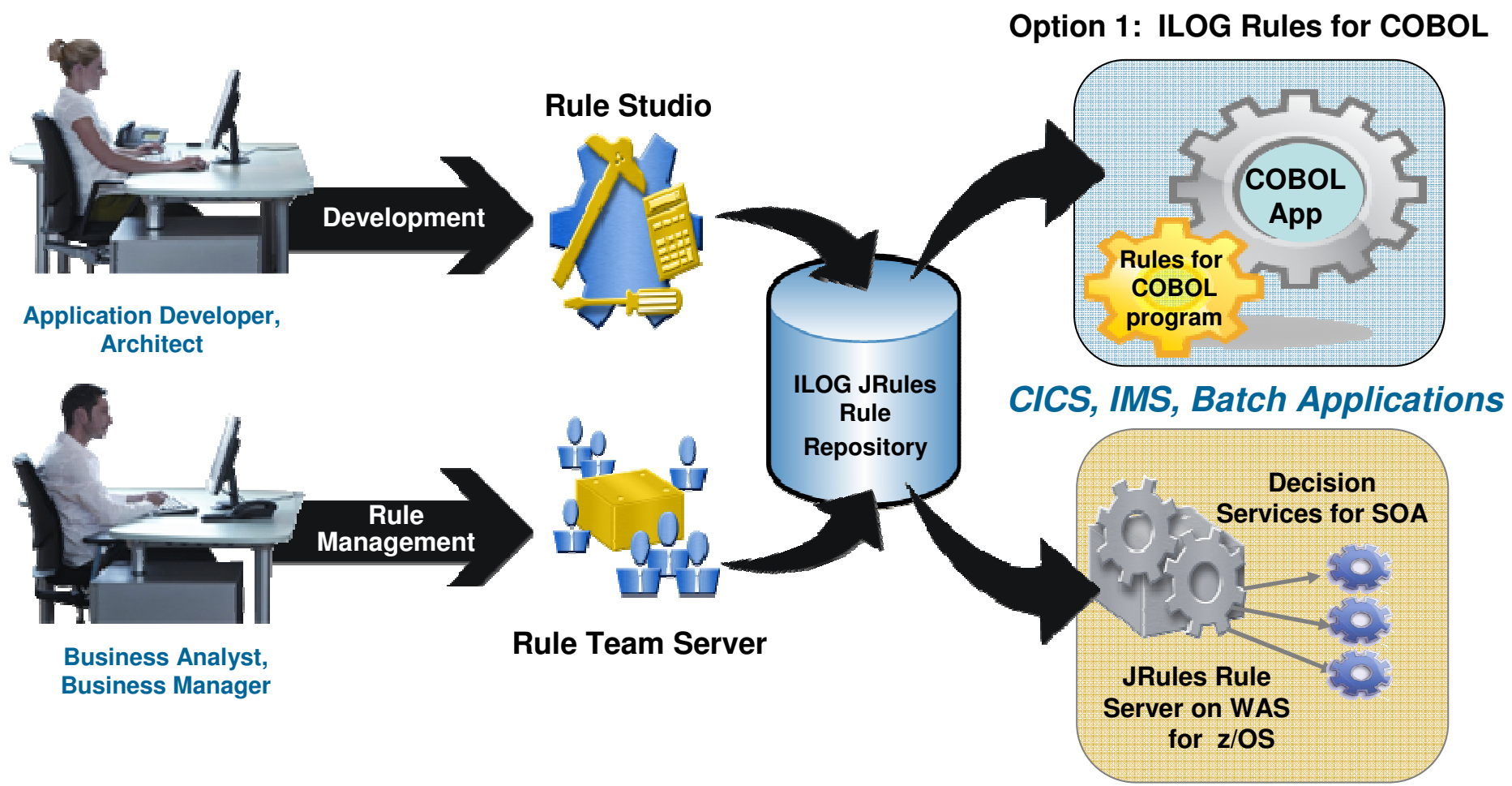
Business Value:

- A single view of constituent data
- Cross-agency integration
- High Quality of Service
- New revenue generating opportunities



The new SOA infrastructure provides the needed structure to meet public sector demands of servicing the constituent needs along with the needs of the business.

ILOG Business Rule Management Solutions On System z



WebSphere ILOG BRMS Case Study – Large Financial Service Provider

The challenge:

- The company was missing revenue by not being able to present the right offer at the right time when a customer was on-line.
- Decision logics were scattered and inconsistent across channels.
- Poor customer experience: branch staff attempts to cross-sell to clients who did not qualify for the additional credit resulted in negative client experience

Solution:

- Create an ILOG BRMS based cross-sell/up-sell solution
- Decision support throughout generation of personalized & qualified offers
- Cross-channel (branches, call centers, etc.), cross-product & customer centric

What Makes it Smarter:

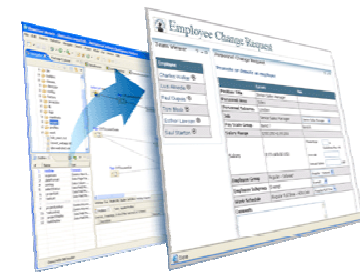
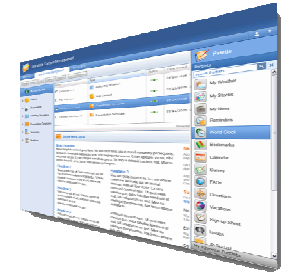
- Improved client relationship – acquisition, retention & wallet-share
- Accelerated ROI
 - Increased revenues - \$14M in approved bookings in 2.5 months
 - Significantly increased cross-sell offers: from 13% to 40%
 - Significantly increased acceptance from 3% to 20%-30%
- Instant updates of rules fully managed by business users



One of the Largest Financial Service Providers in the World Dramatically Increases Revenue through Cross-sell/Upsell

IBM WebSphere Portal for System z

- Helping Organizations to Rapidly Respond to Change
 - *Integrate applications, transactions & data to deliver business value faster*
 - *Transform Legacy Applications providing modern user experience*
- System z – Complement to the Portal environment
 - *Portal on z Platform provides a high Quality of Service for mission critical applications*
 - *Proximity to data improves performance*
- Tight integration with CICS, IMS, DB2, MQ, Websphere Application Server, and HATS



The characteristics that a mission critical PORTAL require are the same characteristics that z Platform was designed for...

System z - The Premier Platform for Enterprise Modernisation

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- Delivering unrivalled integration across the stack
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THANK YOU

