

20th of March 2014



Client Center Böblingen

Advanced Technical Skills for System z

Erik Fichter, Manager System Center
System z **ATS** and **TCO** Eagle





Agenda



- Who are we
- What can we offer
- How can we cooperate



Client Center, IBM Germany Lab



Mgr Willi Gotthard
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- A multi-mission, cross-brand team -
- Helping the business to innovate and succeed with clients -
- **Your Portal into the Lab!** -



Mgr Matthias Dietel
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IBM Executive Briefing Center

- Tailored Client Briefings and Workshops (local–remote–on-site)
- IT Conference and Business Shows support in Europe

Executive Briefing Center



Mgr Oliver Gahr
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Design Center

- Architecture and Design Support (local–remote–on-site)
- Innovation and Exploration Workshops

WW Demo Portal

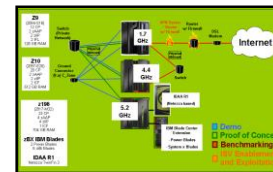


Mgr Erik Fichter
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System Center

- System z technical pre-Sales Support and TCO Consulting
- Advanced IT Specialist and IT Architect skills for System z
- Emerging Technology Insight and support for z New Workloads

Access to Emerging Technologies





System Center

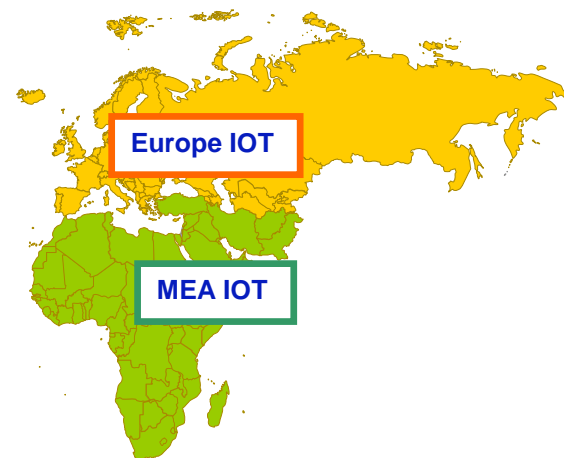
- System z Advance Technical Skills (zATS)

Mission

- **System z technical pre-Sales Support** for Clients, Partners and IBM Sales in Europe, MEA and beyond.

Focus

- *Client Engagement Support*
- *Sales Enablement / Skill Transfer*
- *pre-Sales Asset creation*
- *ISV and Partner Enablement*



12 dedicated System z pre-Sales
IT Specialists and IT Architects
working closely with
IBM R&D

- Translating client business needs into **strategic IT Infrastructure Solutions** -



System Center

- Total Cost of Ownership Consulting (**TCO Eagle**)

Mission

- **TCO- and Workload Placement-Consulting**
*for Clients, Partners and IBM Sales
in Europe, MEA and beyond*

Focus

- *System z, POWER and Storage Solutions
compared to our Competition*
- *Study Types...*
 - *Consolidation*
 - *New Workload*
 - *Competitive Threat*



5 dedicated cross platform
TCO Consultants
working closely with
IBM R&D

- Translating client business needs into **cost-efficient IT Solutions** -



System z core topics



Core	Technology Refresh	<p>Move Forward with zEnterprise Drive Technology Refresh upgrades in existing System z clients</p>
Growth	Workload Growth Initiatives	<p>zEnterprise Linux Consolidation Consolidation of workloads with Linux on System z and New workloads run with Linux on System z</p>
		<p>zEnterprise Analytics Position System z as the central information hub to deploy Operational Analytics and zEnterprise as the ideal platform to implement real-time analytics</p>
		<p>zEnterprise Cloud Position and drive System z and it's Cloud Offering solutions as top choice for large private Cloud opportunities</p>
		<p>zEnterprise Mobile Position Mobile Technologies on System z for mission critical Mobile Applications including a backend integration w/ DB2, IMS, CICS.</p>
		<p>Ecosystem Extension Our ISV Enablement support and Application Optimization Consulting helps Independent Software Vendors (ISVs) to move existing applications to z/OS or Linux for System z.</p>
Competitive	New Accounts	<p>New Accounts on System z Sell System z value proposition as the platform of choice for New Accounts in FIE and Reactivation client opportunities</p>



Mobile on System z - Value proposition



- The Boeblingen lab has *deep technical expertise* in all areas relevant to the Mobile on IBM System z challenge.

- **Architectural:**
 - Integration architecture, a pre-requisite / must-have for Mobile solutions
 - Security architecture (Enterprise Security Center of Excellence)
 - Virtualization (incl. consolidation)
 - High Availability / Disaster Recovery
 - Infrastructure integration to adapt into existing environments

- **Deep technical:**
 - z/OS, z/VM, and Linux on System z
 - Worklight, WebSphere Application Server, DB2 for z/OS, etc.
 - Java on IBM System z (including performance optimization)

- **Total Cost of Ownership:**
 - European Eagle TCO Team

- **Service:**
 - EMEA Software Services for Mobile



Mobile on System z - Support offerings

- We are currently focusing on **4 different types** of support offerings (watch this space: there is likely more to come).



- **#1: zMobile Exploration Workshop**

- Technical exploration workshop

- **#2: Individualized Proof of Technology**

- In the lab or at the customer site
- Come, see and believe



- **#3: Getting up to speed with Worklight on Linux on System z**

- Classroom-type hands-on workshop

- **#4: TCO consulting for Mobile workloads**

- Leverage the experience of our Eagle TCO Team



Thank You!



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Discussion

