



*UNIVERSITÉ DU
MAINFRAME*

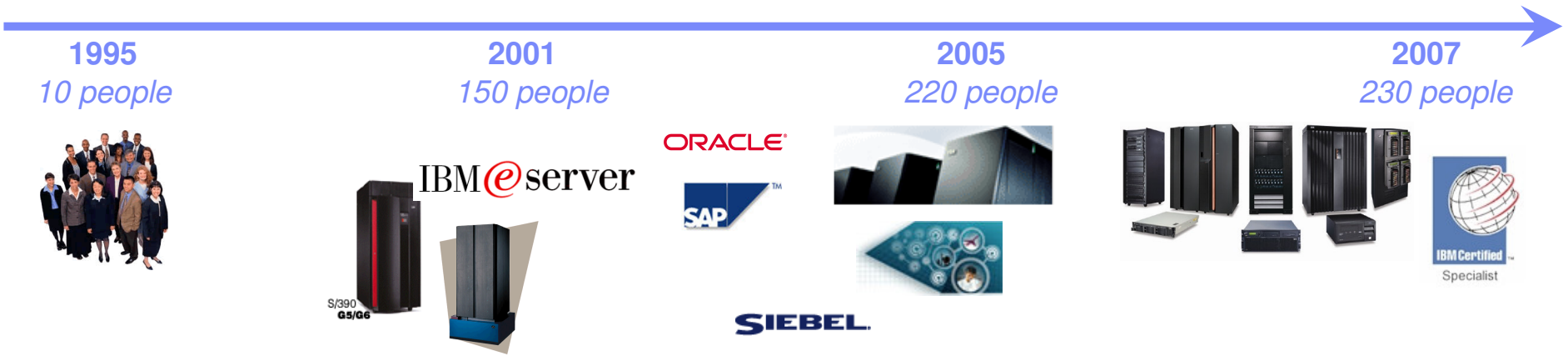
Products & Solution Support Center

Marie-Angèle GRILLI,

New Technology Center manager



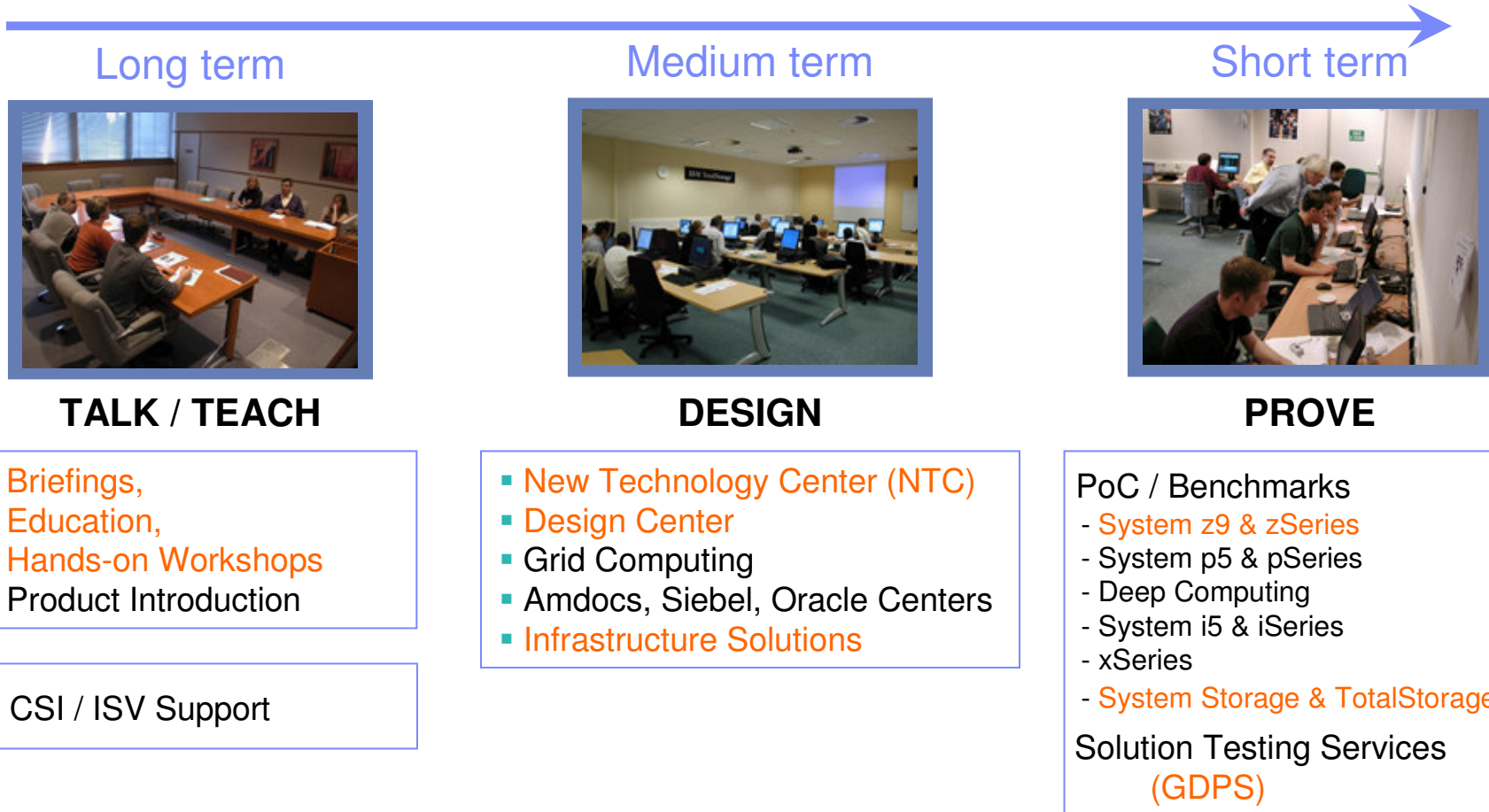
Background & History



<p>Created in 1995 with 10 people for PMU benchmark.</p> <p>Focus on S/390 and RS6000/SP in the 90's and grew to 120 people.</p>	<p>Innovation in extensive use of manufacturing WIP machines.</p> <p>Created Joint Solution Centers with key ISVs (Siebel, SAP, Oracle ...).</p> <p>Move from manufacturing redeployment plan to Technical Support organization.</p>	<p>Extended to IBM eServer & IBM TotalStorage.</p> <p>Innovated in getting missions around New Technology (Grid, Deep Computing, ...)</p>	<p>Smartbank Operating Environment</p> <p>Created 50 band 8/9 jobs between 2001 and 2004.</p> <p>Have 27 Professions Certified (IT Specialist, IT Architect), 2 Senior Certified, and 1 STSM.</p> <p>In 2005, first person from S&D Europe to be invited to CTRE.</p>	<p>Industry Solution Platform</p> <ul style="list-style-type: none"> > Customer industries > Virtualization > Grid > IT Consolidation > Links with IGS Services <p>Software Integration</p> <p>Extend RTM to Business Partners</p> <p>Sell the Business Value of our solutions</p>
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Mission

The PSSC in Montpellier provides comprehensive benchmark, briefing, and education facilities to demonstrate the advantages of IBM Systems.



Infrastructure & Investments

People

- A unique IBM investment in Europe
- Skill set: 230 IT Specialists & Architects

Onsite customer facilities

- 4 machine rooms + 1 TotalStorage lab
- 7 briefing rooms (12 to 150 seats)
- 11 education rooms
- 18 benchmarking rooms

Remote customer facilities

- 2 large platforms (beta test & FMS)
- 6 midsize platforms
- 2 large HPC Clusters
- Access to the GDPS solution center platform

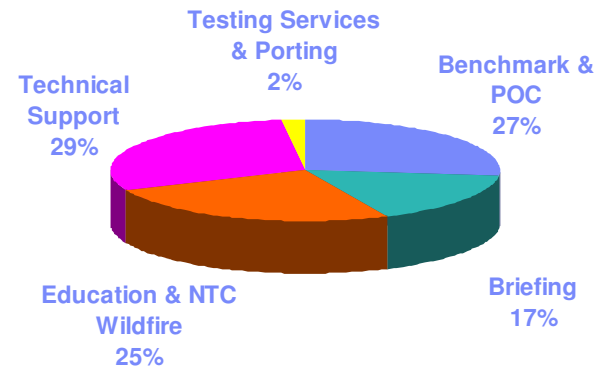
Latest Technologies

IBM System z9 & zSeries	197,000 Mips	284 Terabytes
IBM System p5 & pSeries	18 Teraflops	92 Terabytes
IBM System i5 & iSeries	85,000 CPW, 15 servers	40 Terabytes
IBM eServer xSeries & Blades	408 servers	Intel EM64T, AMD Opteron, BladeCenter-E/T, x366, x460
IBM System Storage & TotalStorage	40 ESS/DS8000	DS4000/DS6000 & 1300 fibre channel ports, including FICON

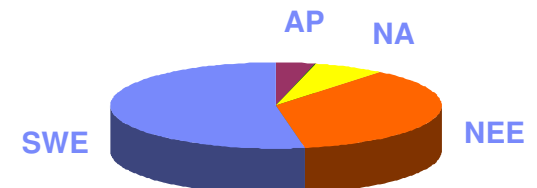
Activities & Clients in 2005



1015 Activities



7078 Visitors from 1144 Companies



New Technology Center

- NWL support
 - EAS (Enterprise Application Solutions)
 - SAP
 - Siebel
 - Curam Software
 - Lotus
 - Business Integration (WebSphere family, WBI, ...)
 - Virtualization and consolidation (Linux, VM, ...)
 - BCRS (Business Continuity & Recovery Services)
- VICC (Virtual International Competency Center)



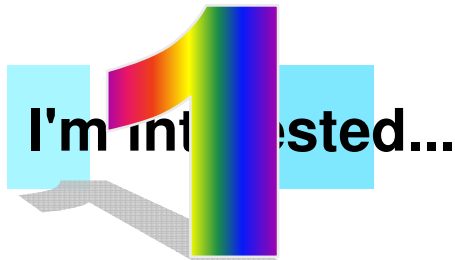
Lotus. software



WebSphere software



System z Key Plays Programs



POSITION
Identify opportunity



Shape customers to ADOPT **Linux** based Applications with IBM System z.



Shape customers to ADOPT **Java™** based Applications with IBM System z.



Shape customers to ADOPT **Enterprise and ISV Applications** with IBM System z.



zAwareness



ASSESS & PROVE
Deliver new Pilots

zLinux Assessment Program
Engage FTSS and Labs to help **ASSESS** Linux potential.
Agree specific target workloads and applications.

JAVA™ Assessment on System z
Help your customers to decide and assess benefits, feasibility of deployment of JAVA applications on System z (architecture design, sizing...)

Business Solution Assessment
Review the existing architecture of the customer/ Define the target architecture for EAS/ISV on System z projects.

zAssessment



DEPLOY & GROW
Deliver Production Growth

PLAN to Production Program
Agree **deployment and growth** plan for multiple workloads and applications. Help customers build Linux **operational excellence**.

zAAP Implementation Program
Accelerate **IMPLEMENT** of Java™ applications and zAAP Migration planning for JAVA applications.

Keep on Track Program
Advice on the best approach to **IMPLEMENT** the Ent. App or ISV project on System z
Provide System z expertise during the early deployment of new applications.

zPilot

System z Briefings, Workshops, Events ...

At country or Region level but even Face to Face meetings.

z Awareness

Covering all the important topics:

System z Hardware features

z/OS – zLinux – z/VM

Flexibility of the Architecture

EAS on system z architecture

System z differentiator

Database and System Management on System z

How to benefit from our experience

... and more

Conducted by Subject Matter Experts (SME) from
PSSC Montpellier, Competency Centers, FTSS, ...and more.

Business Solution Assessment

2 to 3 days on site to assess all the dimensions of your project.

Covering all the important areas :

Project management

Sizing/Capacity

Architecture

Configuration/Pre-Requisites

Skills/Education

Systems management Resources

Planning

z Assessment

Conducted by Subject Matter Experts (SME) from FTSS with the support of PSSC Montpellier

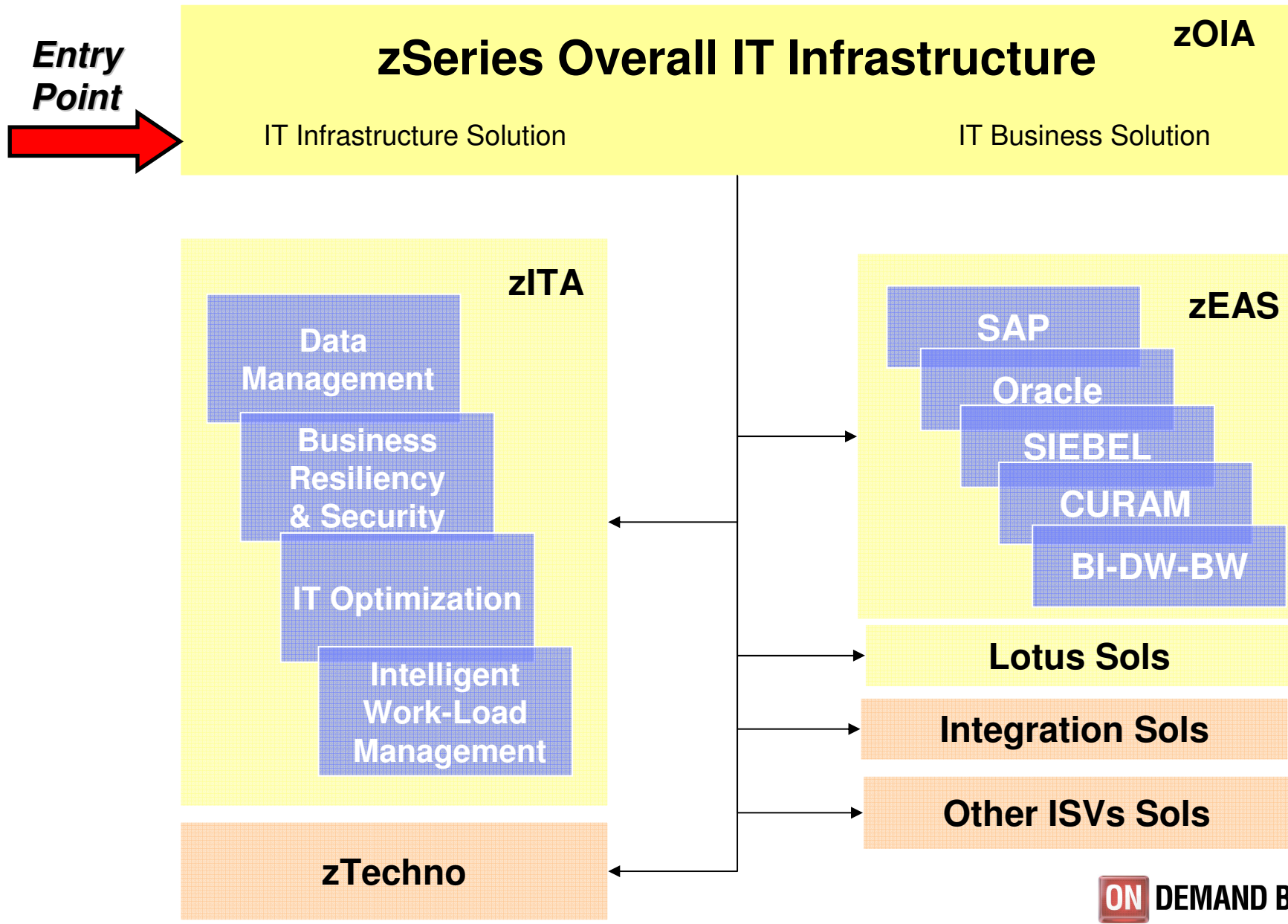
Help the customer to assess the whole solution, include their specific needs and build the appropriate project plan.

Allow the customer to leverage on our experience from similar projects.

Create the relationship between the customer and the IBM Technical Community.

Excellent entry point to zPilot and NWA programs.

Mandatory for project relevant for a Solution Assurance Review.



ON DEMAND BUSINESS™

Pilot to Production



Regular Conference Call with the customer's local/regional team to follow on the situation and ensure everything is under control

+

"Live" document kept in IBM official database for follow-up.

+

Help, Support, Advices, Pilot on the best approach to step forward for each phases of the project:

Development
Capacity planning
Testing
Pilot Phase
Production implementation
Performances Monitoring and Tuning
Deployment

....

NWA Objectives



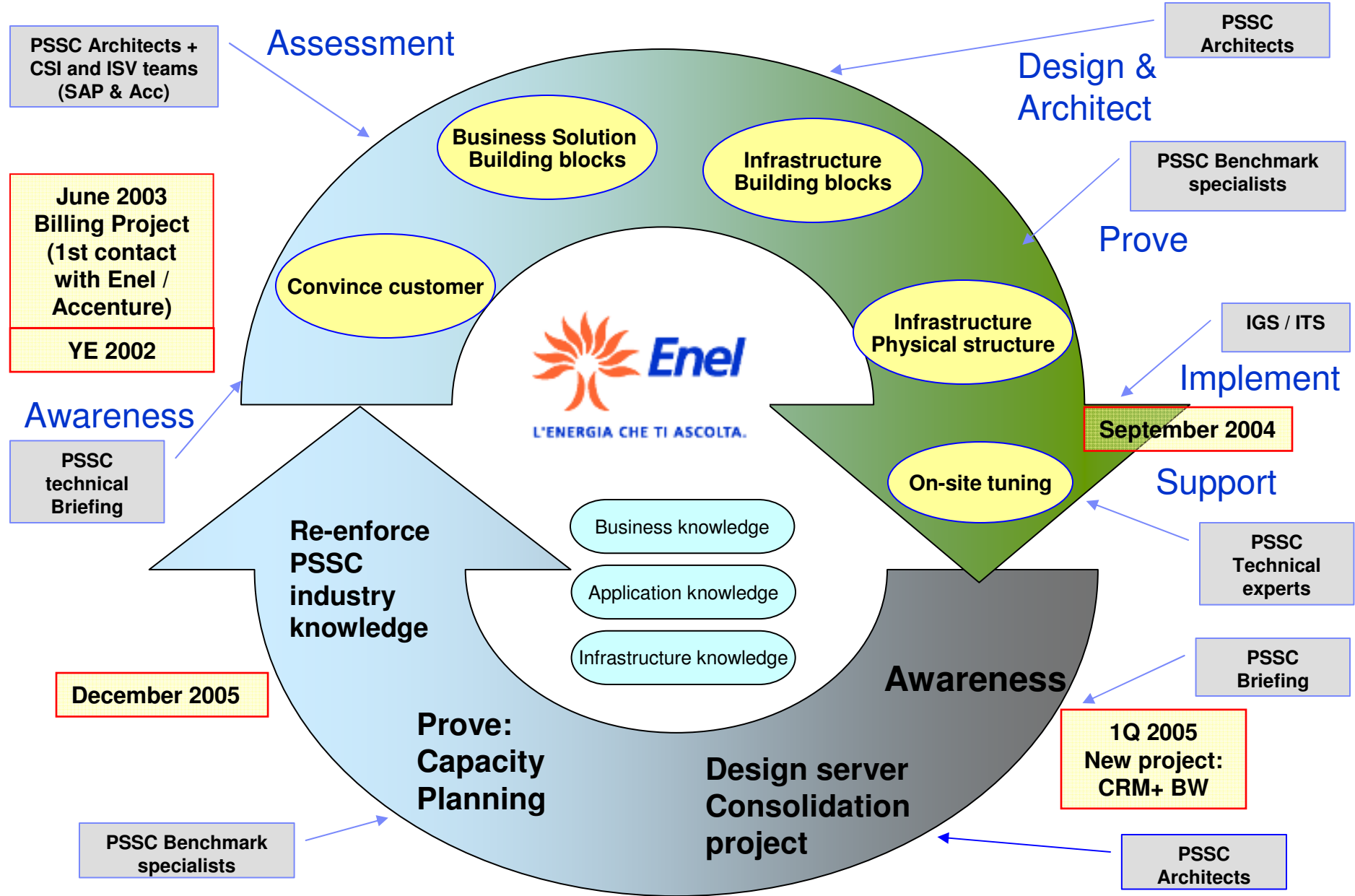
You:

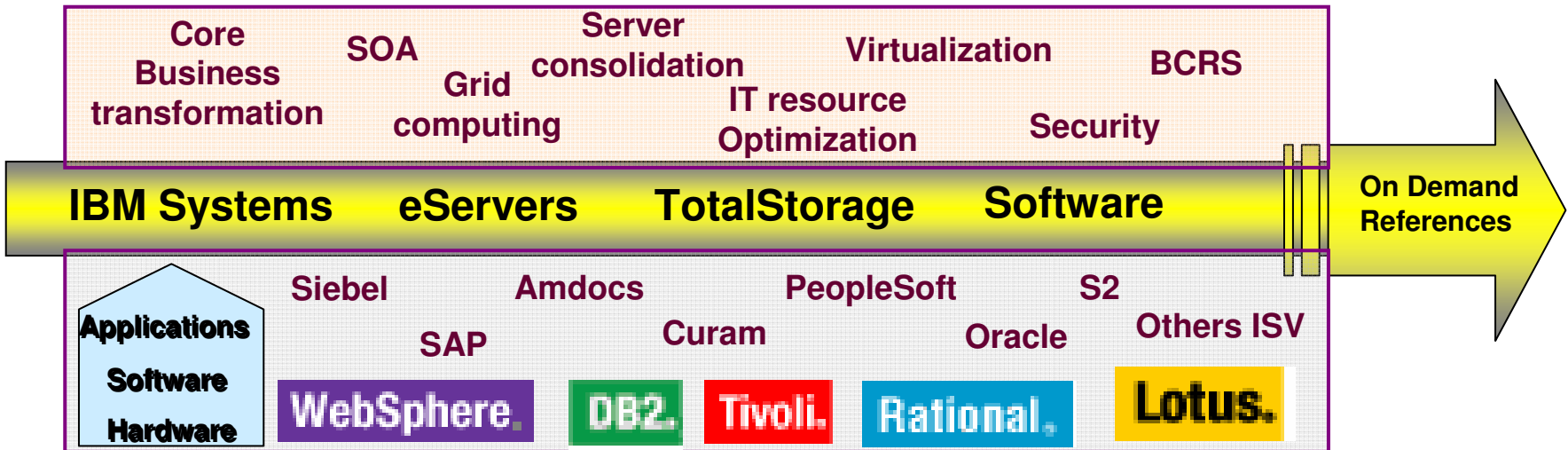
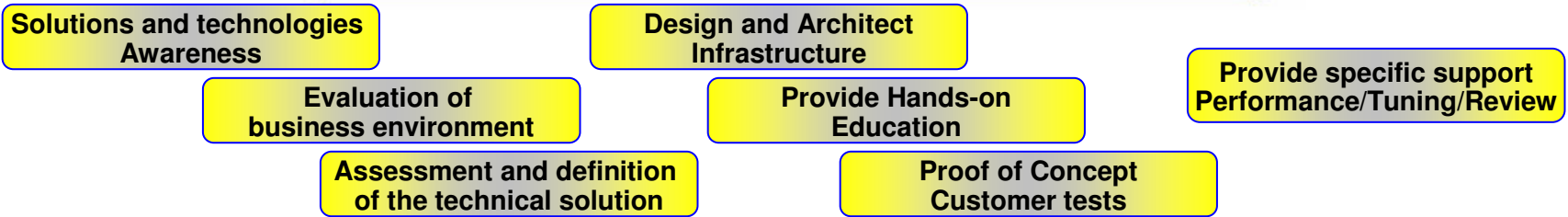
IBM will assign an Engagement Manager, free of charge, to your company acting as the point of contact during the New Workload Assistance project.

Will benefit by getting access to zSeries New Technologies expertise and experience during the early stages of new solutions in the Applications and e-Business areas.

IBM:

The objective of this program is to create references of technical and marketing benefits to IBM eServer zSeries.





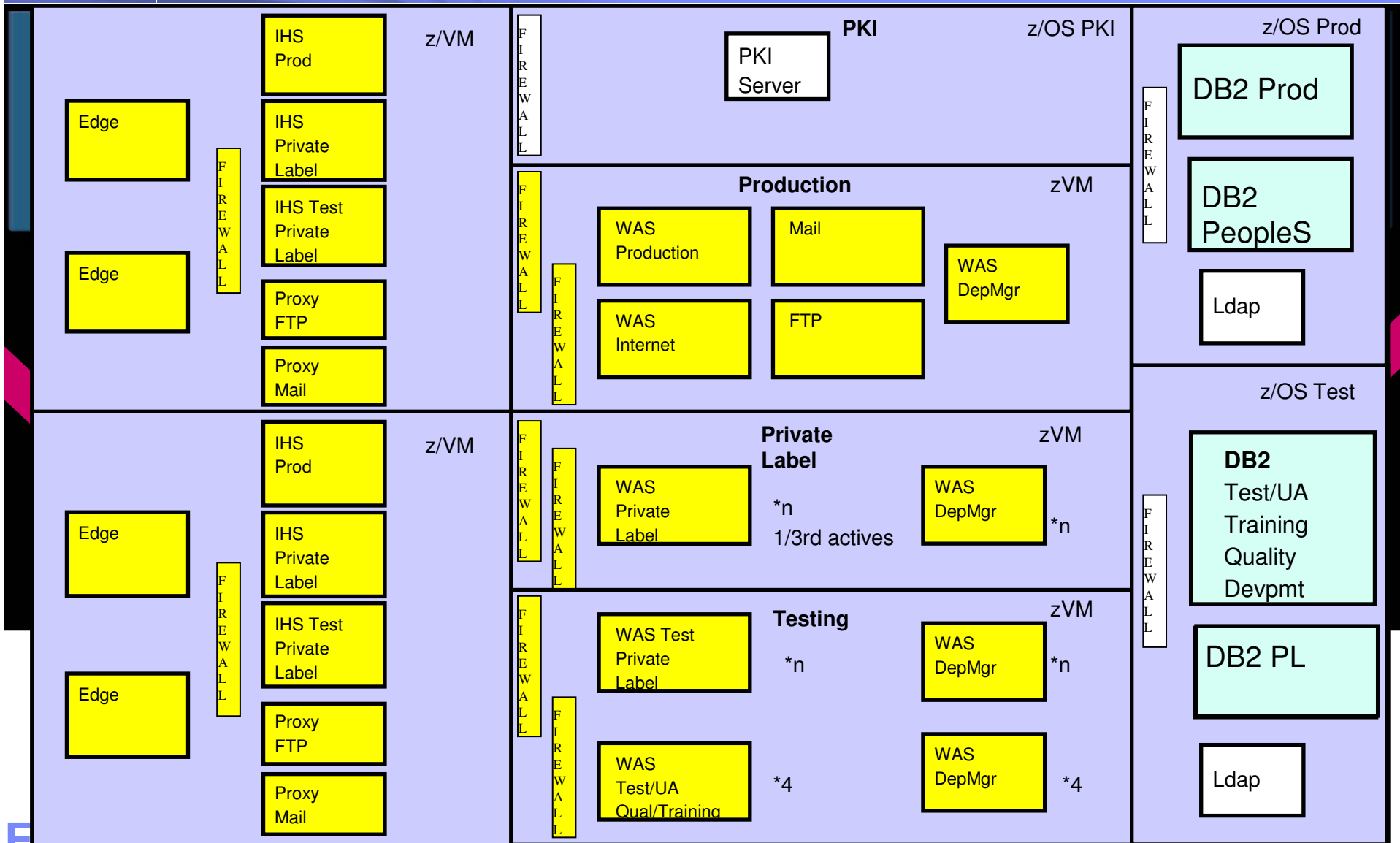
Example of new z customer

Client XXX (Europe) experience

- **Client context**
 - It is a new WW financial transaction processing company and it owns a business of money transfer. Since it is expanding the business throughout all Europe and US they are looking at a "reference architecture" to move their system to
 - Rapid growth expected, lot of acquisitions
 - The solution intends to provide web access to their customers and representatives with continuous availability and high security standards
- **Business and IT needs**
 - Refine & consolidate the systems from acquisitions
 - To develop and deploy new applications for money transfer based on web technologies, HW independent
 - To select the right platform to run the new consolidated applications (They requested IBM to let them understand IBM strategies in different areas before deciding how and when they will introduce and implement the new IBM technologies on their current IT infrastructure.)
- **Sales Results**
 - IBM revenue : 3.8 M\$ including hardware, software and services (on 4 years)

IT Challenges

- **The solution needs to be scalable as their business is expected to grow very quickly.**
- **The solution should be HW independent.**
- **The solution needs continuous availability (7/7 24/24) across time zones.**
- **The solution needs to be flexible to host new application servers very quickly.**
- **Their actual infrastructure is Microsoft based so the value of zSeries was to be demonstrated and the operational architecture was to be designed from the ground!**



From requirements
... to solution

From solution
... to production.

 Linux hosted software
 z/OS hosted software

Project summary

A 1.5-year project followed by PSSC in tight relation with IBM sales team in country and the client

Customer decided to deploy the whole set of applications on a System z9 server based on z/OS.e for the DB2 database and z/VM-Linux for WebSphere application tier and some IT infrastructure servers (LDAP and Firewalls)

- March 2004 : customer attended a Linux Wildfire workshop in Country
- December 2004 : Technical support provided on architecture definition
- June 2005 : Architecture Design workshop held in MOP with Client XXX
- July 2005 : Meeting with Client XXX Exec management at Client XXX location
- July 2005 : zSeries platform for porting and functional tests remotely available
- November 2005 : Proof of Concept to validate application environment
- December 2005 : Benchmark done in MOP to demonstrate application scalability
- January 2006 : New System z server ESP proposal
- February 2006 : Overall Project plan definition
- March 17, 2006 : Client XXX signed the IBM contract – ESP accepted
- March 2006: New Workload Assistance Program offered
- April 2006 : Contract signed → **NEW System z client in Europe!**
- April – June 2006 : Project Deployment at Client XXX
- End of June 2006 : Planned production date at Client XXX