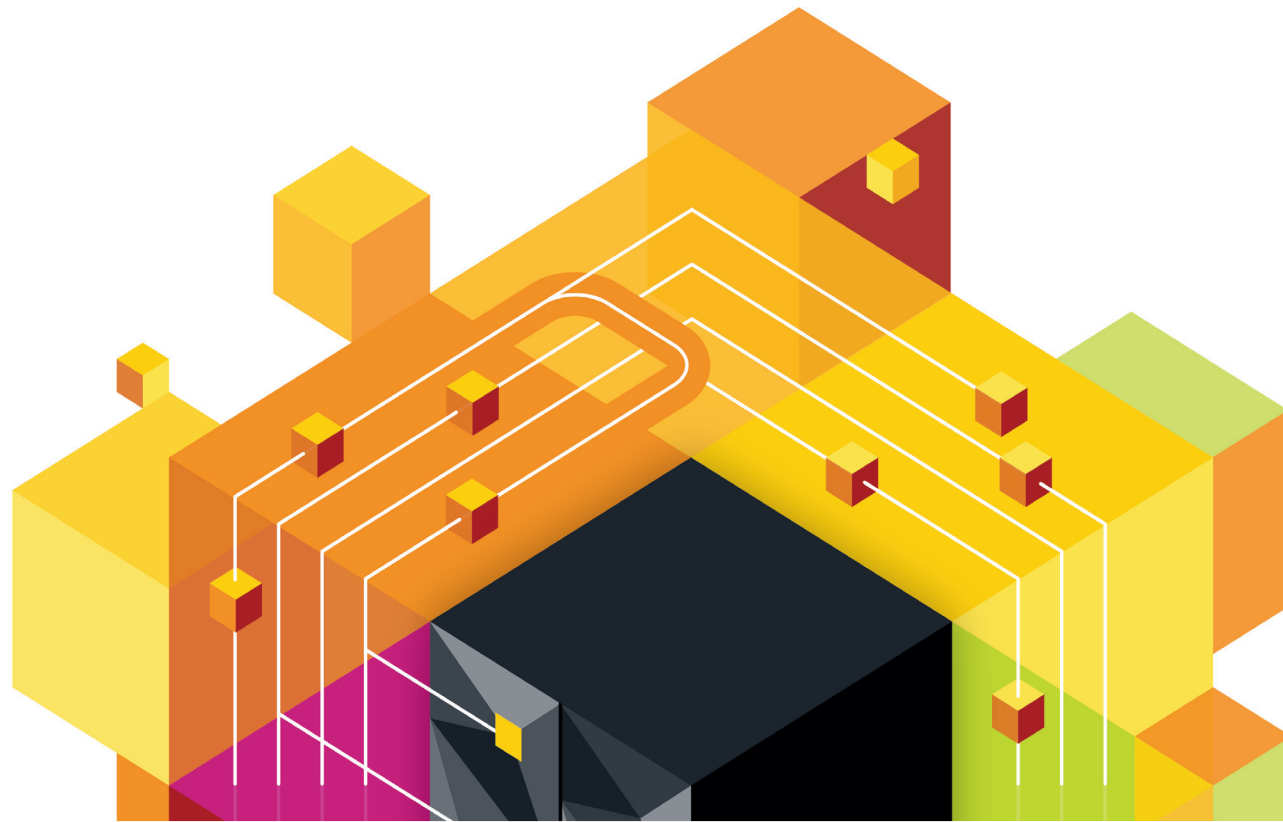


IBM zEnterprise® Technology Summit – A Virtual Event on June 27, 2013

Gain insight that you can take action on with the latest innovations
in mainframe technology



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Attend this complimentary virtual event hosted by IBM and learn how to get the most value out of System z and zEnterprise solutions. Our sessions are designed to help you work more effectively in an increasingly information-centric world and reduce the burden of managing a complex data center.

IT budgets may be tighter than ever, but enterprise technology from IBM continues to advance and close the gaps between where you are and where you want to be. We'll show you how the unique capabilities of zEnterprise fit into an enterprise private cloud, how integrated analytics can support better decision-making and how you can deliver new services faster and with more flexibility.

Keep up on the latest technology – from hardware to software to the tools that maximize their value – by attending the **IBM zEnterprise Technology Summit** on **June 27**. This virtual event gives you the benefits of attending a technical seminar from your own desktop:

- Select as many sessions as you want, in any sequence that meets your professional needs
- Chat with technical experts from your area of interest
- Hear about new product enhancements and tools that can help you stay on top of the demands of your job
- Gather materials you can study and reference later

Virtual doors open on **June 27, 2013** at 10:30 a.m. EDT in the U.S. and 10:30 a.m. BST / 11:30 a.m. CET in Europe.

Product experts will be on-site and available to answer your questions until 5:00 p.m. EDT in the U.S. and 5:00 p.m. BST / 6:00 p.m. CET in Europe. If you need advice on a technical issue – whether or not it is a session topic – this event is a great opportunity to talk to an expert individually, in group chat sessions or in forum discussions with other technical professionals.



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Overview

Our technical sessions are grouped into six tracks defined by topic and job responsibility, with many sessions for each track. Find the track that's right for you and click to see the full day's agenda of in-depth sessions on the latest technology and how it can help you solve specific IT issues and concerns. In addition, you can link to the abstract for each session, and these are also grouped by track.

Select a track	Developed for	Agenda
1 The New zEnterprise – A Cost-Busting Platform	IT managers and enterprise architects	→
2 DB2 10® for z/OS®: Performance and Optimization Best Practicest	DB2 DBAs, database architects and managers	→
3 IMS: The Revolution/Evolution Continues	IMS DBAs, database architects and administrators	→
4 Smarter Computing to Accelerate Agile, Mobile and Cloud Application Delivery	Application developers and managers, application architects	→
5 Cost-Efficiencies of a Modern Application Infrastructure	Application architects and managers, CICS programmers and administrators	→
6 Data Center Operations and Systems Management Update	Operations managers and system programmers	→



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Developed for: IT managers and enterprise architects

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Session 4	Best fit workloads for System z private cloud	→
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Agenda

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Developed for: DB2 DBAs, database architects and managers

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Talk to the experts		



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Track 3: IMS: The Revolution/Evolution Continues

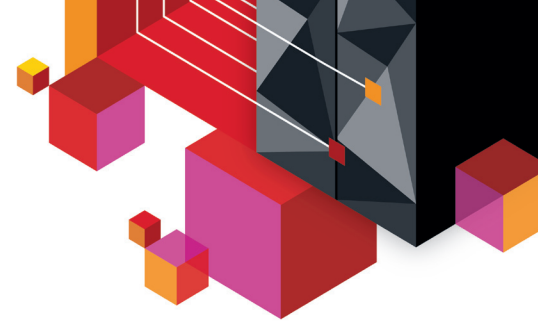
Developed for: IMS DBAs, database architects and administrators

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Session 3	Accelerate IMS application modernization with new integration capabilities	→
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Track 4: Smarter Computing to Accelerate Agile, Mobile and Cloud Application Delivery
Developed for: Application developers and managers, application architects

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Session 2	Multiplatform development: Part I - Team collaboration, application insight, development and debug	→
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Session 5	Making mainframe development more agile: Providing developers with their own environments	→
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Talk to the experts		



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Agenda

Track 5: Cost-Efficiencies of a Modern Application Infrastructure

Developed for: Application architects and managers, CICS programmers and administrators

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Agenda

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Developed for: Operations managers and system programmers

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Session 5	IT Optimization with Linux® on System z	→
Session 6	Maximize performance and productivity with IBM System Automation solutions	→
Talk to the experts		



IBM zEnterprise Technology Summit – A Virtual Event on June 27, 2013

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Track 1: The New zEnterprise – A Cost-Busting Platform

Developed for: IT managers and enterprise architects

Session 1

System z is optimized for critical data workloads

At first glance, distributed technology can look less expensive than the mainframe for running core workloads. But if critical data is the information upon which your business ultimately depends, consider that first glances can be deceiving. The mainframe is the ideal platform to store and process workloads that handle critical data because it is optimized for efficiency, security and reliability. The design of the new zEnterprise EC12 (zEC12) provides unmatched qualities of service for existing workloads while offering new, cost-effective capabilities to grow business. In this session, we'll discuss the broader value of optimization as it relates to business-critical transactional workloads and associated batch processing.

Session 2

World's fastest analytics

Increased competitive pressure requires faster, more accurate and predictive decision-making without incurring excessive costs. zEnterprise with IBM DB2 Analytics Accelerator provides a full set of analytics capabilities at an unbeatable price. In fact, DB2 Analytics Accelerator can increase analytical query speeds by 10-1000 times. It no longer makes sense to offload your data marts. By moving computational analysis to the data source, you can now avoid expensive, unnecessary and time-consuming data replication.

Session 3

Smarter solution delivery on System z and Academic Initiative for System z skills

Today's mainframe developers have access to extensive modern tools for application development that are comparable to counterpart tools in the distributed world. In this session, we will explore and demonstrate a selection of the newest and most innovative mainframe tools that are particularly effective, easy to use and low cost. We will also reserve 15 minutes at the end to discuss the IBM Academic Initiative and its success as a source for new System z skills, and with modern application technology, which mainframe skills are most valuable.

Session 4

Best-fit workloads for System z private cloud

More and more companies recognize that cloud technology can help them achieve business goals. But the widely-held perception remains that creating a private cloud infrastructure is always expensive, time-consuming, extremely complicated—and introduces security risks. Not true. System z can provide a secure, well-managed, multi-architecture cloud platform where resources are elastic, workloads can be heterogeneous, service levels are automatically met, and overall costs are dramatically reduced. Attend this session to learn how to transform your mainframe resources into a private cloud and deliver your critical data workloads at the lowest cost.

Session 5

What System z can do that Intel can't

Intel servers are cheap to acquire and that drives some companies down a path that becomes increasingly expensive. Others believe that today's Intel-based x86 computers can do the same tasks as a mainframe. They can't. We'll show you the reasons why the complete System z stack of hardware, operating systems and software still runs rings around Intel-based servers for both traditional and many modern workloads. You'll learn about the operational efficiencies of the new zEnterprise that make it highly cost-effective, and offers the ultimate in modern security.

Session 6

TCO lessons from customer engagements

The important factors driving total cost are very different between centralized and distributed systems. We'll review some of the common mistakes that customers make in estimating solution cost comparisons, based on the experiences of IBM's Eagle team.

Talk to the experts

Track 2: DB2 10 for z/OS: Performance and Optimization Best Practices

Developed for: DB2 DBAs, database architects and managers

Session 1

DB2 10 for z/OS: Performance best practices

DB2 10 for z/OS has numerous new functions and performance features that you can take advantage of—both “out-of-the-box and some that require user actions. This session focuses on new functions that require user actions to implement, such as INCLUDE index, inline-LOB, HASH access to data, Dynamic Statement Caching, UTS enhancements, and many more. We’ll describe the expected benefit from these features, including core considerations and best practices to get the most out of DB2 10 performance functions. The session includes various measurements conducted at IBM’s Silicon Valley Labs, plus feedback from customer experiences.

Session 2

DB2 for z/OS migration: Query performance considerations

The IBM DB2 for z/OS Optimizer has evolved with each new release, and for static SQL, REBIND is recommended to take advantage of new optimizations. But how do clients minimize their exposure to access path regression for static SQL? What about dynamic SQL? And then, there are the RUNSTATS enhancements that came in DB2 9 and in DB2 10. Can I model the potential impact before I get to production? What about data sharing coexistence? The questions are endless, and this presentation will attempt to help. We’ll outline how to best navigate, and how to exploit, the RUNSTATS enhancements so you can make the most of plan management and proactive access path analysis—whether you are migrating from version 8 to 9, version 8 to 10 or version 9 to 10.

Session 3

DB2 design for high availability and scalability

Are you overwhelmed by the growing amount of data in your environment? Are you maximizing application availability? As the number of tables with billions of rows continues to grow, so do the management challenges. In this session, we will discuss the challenges and solutions for optimum availability and performance, with techniques to efficiently and effectively manage very large amounts of data.

Session 4

Stored procedure monitoring and analysis

Monitoring and tuning stored procedure workloads have become more robust with new DB2 engine enhancements and IBM Tivoli® OMEGAMON XE Performance Expert (OMPE) for DB2 for z/OS Extended Insight functionality. This session will cover end-to-end stored procedure analysis and demonstrate new OMPE Extended Insight for stored procedures. Statement-level performance analysis will be covered for both stored procedure and non-nested applications. With a core understanding of DB2 engine-generated metrics and OMPE exploitation, you can enable optimal system tuning.

Session 5

Why IBM zEnterprise analytics, why now?

In this session, we will discuss the business critical requirements for analytics that organizations need to support in order to more effectively use their information to gain advantage over their competition. We will compare traditional analytic approaches with the advantages of a zEnterprise hybrid solution using DB2 for z/OS. We’ll offer a high level view of the end-to-end

zEnterprise analytics solution from data warehousing to business intelligence to predictive analytics. You will gain a stronger understanding of how zEnterprise can deliver unprecedented mixed workload flexibility and virtualization while providing the most options for cost-effective standardization and consolidation.

Session 6

The benefits of zEnterprise analytics: client use cases and performance results

Learn about case studies and performance testing results based on customer implementation and internal testing. These will demonstrate the technical and business benefits customers are achieving when integrating and optimizing DB2 Analytics Accelerator, Cognos BI and SPSS predictive analytics with DB2 for z/OS data. You will learn how the latest technologies can enable better reporting with improvements of up to 2000 times in query response rate; reduce host disk space for historical data by more than 95%; score in real time, the 3,000 to 5,000 transactions per second normally associated with a DB2 for z/OS application, without impacting SLA; and run business analytics at more than 90% capacity while supporting peak business user demands.

Talk to the experts

Track 3: IMS: The Revolution/Evolution Continues

Developed for: IMS DBAs, database architects and administrators

Session 1

The IMS value proposition

The value proposition around IMS Database, IMS Transaction Manager and IMS Enterprise Suite is growing. From its unchallenged position as premier OLTP engine, to its extensive qualities of service, to its expansive integration capabilities, IMS is perfectly suited as the heartbeat of your IT infrastructure. In this session, you will gain a new appreciation for the value proposition that IMS provides, learn about the benefits offered by the current release of IMS 12 and Enterprise Suite 2.2, and get a preview of what is to come with IMS 13.

Session 2

What every enterprise architect needs to know about the evolution of IMS

Designed to handle mission-critical applications quickly and reliably, IMS is often given little attention by enterprise architects precisely because it is trouble-free. Key integration and access points now enable IMS assets to provide high value as part of a distributed, multitier architecture. IMS clients can integrate existing IMS data and transactions into their enterprise architecture, often without required changes, to grow the business, reduce costs, and meet or beat IT objectives. This session reviews the things that matter most to enterprise architects and shares how IMS can center an IT infrastructure, enabling it for a growing portfolio of emerging technology and strategic initiatives.

Session 3

Accelerate IMS application modernization with new integration capabilities

Have you started your IMS application modernization, and are you ready to identify next steps and longer-term strategies? This session will highlight the latest enhancements that are designed to make IMS 12 and the Enterprise Suite your keys to successful application modernization: IMS Open Database and the IMS catalog, the IMS Enterprise Suite components of TM Resource Adapter, SOAP Gateway, and more. These points of IMS integration across your enterprise can offer capabilities such as database visualization, query tooling, data insight and analytics—your keys to application modernization success.

Session 4

Next-level solutions with IMS and Java on System z

Support for Java has grown significantly over several releases of IMS, to such an extent that several key enterprise clients worldwide have implemented successful solutions using Java on System z with IMS. When used together, IMS, Java and System z can make it easier to efficiently design and construct traditional mainframe applications, web applications and integrated SOA-based composites. You can enhance existing applications and create new ones in a more productive manner, not only with Java but also with COBOL, PL/I, C, C++, High-Level Assembler and more. This session will highlight the latest capabilities in this space, plus some specific IMS client implementations that will inspire you to plan your own.

Session 5

Improve data sharing management with IMS Sysplex Manager

IMS has been a reliable component of your enterprise for decades, but there are always new ways to improve its performance, including better transaction scheduling and data sharing. How much more effective IMS administration would be if you could easily identify and resolve problems in IMS databases with non-disruptive solutions? Learn what the IMS Sysplex Manager can do for your enterprise.

Session 6

Slow response time in your mixed environment? We have the solution

Modern applications frequently interact with external subsystems and use system services, making it difficult to pinpoint the cause of a problem. Users might report slow response time from IMS, but you suspect that other systems are responsible. For example, what appears to be an IMS performance problem could be a CICS, DB2, WebSphere® or z/OS performance problem. Where do you find the data needed for transaction analysis? And then, how do you correlate performance data in IMS with activity in these other systems in order to discover the cause of the slow response time?

Talk to the experts

Track 4: Smarter Computing to Accelerate Agile, Mobile and Cloud Application Delivery

Developed for: Application developers and managers, application architects

Session 1

Trends in enterprise modernization to enable Smarter Development

Perhaps your company faces demands for new products and services, including global support for outsourced operations and integration with business partner and customer applications. The challenge is that it requires the flexibility to quickly update legacy code and systems to meet evolving business needs. IBM enterprise modernization solutions help you cost-effectively and incrementally evolve core IT systems toward modern architectures and technologies, reducing the maintenance burden and freeing up more resources to address new business requirements. In this session, we will provide an overview of IBM Rational® solutions that can help you shift costs to meet your business need for strategic initiatives such as modernization, mobile, cloud and continuous integration.

Session 2

Multiplatform development: Part I & II - Team collaboration, application insight, development and debug

Part I will cover team collaboration and application insight and part II will address modern development and debug with examples. In these two sessions, we'll demonstrate a real-world multiplatform and mobile application development scenario to give you a feel for the productivity gains enhanced by modern development tools. The demonstration will be performed by two individuals sharing responsibilities and will start from the requirements and analysis phase through the final deployment. We'll use a z/OS system running on a local laptop using the Rational Development and Test Environment for System z.

Session 3

Multiplatform development: Part III - z/OS promotion and deployment

Using Rational Team Concert™, you will learn how to promote, package and deploy the code leveraging the latest techniques. We'll demonstrate how to reduce costs, improve code quality and efficiently team across disparate platforms. The result will show you how to deliver innovative software solutions more quickly, while breaking down IT silos and supporting globally and technically diverse teams.

Session 4

Making mainframe development more agile: Providing developers with their own environments

Many development shops are exploring modern development practices and delivery techniques to support the demands of delivering applications to market faster with better quality. To help support a modern cross-platform process, IBM has assembled a continuous integration solution for System z. In this session, we'll show you how distributed and mainframe organizations can inexpensively build and test an end-to-end cross-platform application continuously.

Session 4

Mobile and cloud development

Because of the strong business motivations to deliver mobile applications into the market quickly, mobile development projects typically have extremely aggressive time lines. Inception-to-delivery periods of a few months are common. The pressure to deliver mobile apps with agility seems like a mismatch with traditional mainframe development, but nothing could be farther from the truth. In this session, we'll show you how to leverage existing, trusted mainframe applications and logic to create cutting-edge mobile applications that run on today's most popular handheld and tablet devices.

Session 5

Optimizing tools and compilers

Backed by IBM's longstanding commitment to forward compatibility of hardware and software, our customers enjoy continuous improvements in performance versus cost. Dramatic improvements in compiler technology can greatly enhance this core mainframe value. In this session, we'll cover important techniques and capabilities that organizations can embrace to fully exploit the latest hardware while minimizing the cost to reach that goal.

Talk to the experts

Track 5: Cost-Efficiencies of a Modern Application Infrastructure

Developed for: Application architects and managers, CICS programmers and administrators

Session 1

CICS V5.1: A new portfolio for first-class platforms

In this session, you will hear about the recent CICS portfolio delivery. We'll discuss how the run-time and tools help to establish a first-class, agile run-time delivery platform and why this will be of significant value to you. You will see how CICS Deployment Assistant can help to discover and create your platform and how the CICS Explorer® can be used as a simple interface in to CICS to create and deploy platforms in a cloud.

Session 2

CICS V5.1: First-class applications

In the previous session, you will have heard about innovation for platforms in a cloud, but what about the applications that run in those platforms? How do you define and deploy these applications quickly and easily? In this session, we'll answer these questions and introduce tools that can help with defining and deploying the application. Finally, you'll hear an introduction to the new, fast and lightweight Java web-container that provides developers with the rich features of Java servlet and JavaServer Pages specifications combined with the CICS qualities of service.

Session 3

CICS V5.1: Scalability and performance

You have heard about the exciting new capabilities around platforms and applications, but how do you maintain the critical levels of service for which CICS has become renowned? In this session, you will hear about enhancements in CICS scalability to improve performance and the introduction of dynamically applied policies to control critical system resources. You will also hear about the portfolio of tools that can help you identify areas to optimize and tune your systems, and provide premier connectivity solutions to your CICS environment.

Session 4

Hey! Who closed my batch window? Using WebSphere to streamline and assimilate batch processing

Emerging channels of customer and employee access, such as the proliferation of mobile applications, are driving an unprecedented increase in the volume of transactions. The increased demand on enterprise IT is requiring that organizations respond through both the integration of new workloads and the modernization of existing workloads. In this session, our experts will discuss how the Java batch features provided by the WebSphere Application Server—for z/OS and for Linux on System z—deliver the capabilities needed to blur the line between online and batch processing, enabling organizations to realize the benefits of concurrent execution, shared business logic, and enterprise integration. Join us and learn how to streamline and assimilate batch processing into a world that never sleeps.

Session 5

System z Decision Management: Where business rules and events are transformed

Are you being asked to make your business policies more transparent? Would you like to make your mainframe more relevant to your organization without giving up control? Learn how adoption of Decision Management can address both of these questions while facilitating flexibility throughout the entire enterprise. Application owners want better visibility of the logic that drives their systems, along with the ability to make changes. Business rules and events drive these critical applications that run on your mainframe. By combining the management and execution of business rules and business events, you can achieve better agility, traceability, and full lifecycle support to existing mainframe applications.

Session 6

WebSphere MQ Technical Update: Fulfill mobile commerce and machine-to-machine requirements for less cost

As companies extend their applications, services and processes to new technologies and channels, new challenges exist in managing the end-to-end transaction across disparate applications and end-points. Each new source of information has a different format: transaction or location input from mobile phones and telemetry data from smart devices, application messages, or even files—all with significant performance and security requirements. In this session, learn how the latest update to WebSphere MQ delivers all of these capabilities in a single package across virtually any platform or interface. Its integrated packaging makes it easy to extend existing application integration without managing multiple products and licenses.

Talk to the experts

Track 6: Data Center Operations and Systems Management Update

Developed for: Operations managers and system programmers

Session 1

The value of zEnterprise for hybrid computing

The high cost of server sprawl can limit the enterprise and your ability to invest in new initiatives to deliver new services to your customers. The IBM zEnterprise System (zEnterprise) offers a proven hybrid computing design that can help you manage and integrate workloads on multiple architectures with the simplicity of a single system, while reducing infrastructure complexity and cost. It is now possible to run an application that spans multiple operating system and hardware platforms—for example, z/OS or Linux on System z, AIX® on Power Systems™, Linux on System x®, and Microsoft Windows® applications on System x.

Session 2

Successful private clouds exploit System z capabilities

Moving to a private cloud? Do you have workloads requiring good security, high availability or large amounts of data? System z is the answer. Enterprise-wide visibility, control and automation will be key to achieving the cost savings and improved resource utilization promised by cloud. This session will discuss how System z support for private clouds fits within an enterprise-wide cloud infrastructure. We will focus on the Tivoli and zEnterprise components that will be needed to successfully move workloads to cloud.

Session 3

System z continues to be the ultimate security platform

The mainframe continues to be the ultimate security platform, with its combination of industry-leading hardware and software technology. The IBM Security zSecure™ suite helps administrators deal with the scope and complexity of mainframe security by automating user provisioning and access control management. This session will provide an overview of mainframe security capabilities and the recent zSecure enhancements that help reduce costs, improve availability, enhance compliance and simplify security administration.

Session 4

OMEGAMON V5 improves problem management for increased system availability

Are you able to find problems before they become outages? Can you use one tool to monitor all the System z activities? IBM Tivoli OMEGAMON V5.1 family can reduce costs and decrease risk, while providing increased agility by proactively analyzing and managing z/OS, CICS and other enterprise environments. OMEGAMON helps detect bottlenecks and other potential performance problems from multiple vantage points, and quickly isolates and takes action to resolve these issues. As IT complexity has increased, the need for improved visibility into what is going on has gone up as well. This session will discuss capabilities of Tivoli monitoring on System z with key OMEGAMON products, and what's available today to help you be more productive and successful.

Session 5

IT Optimization with Linux on System z

Linux on System z provides new and existing enterprise customers (in large and medium-sized companies) access to an economical solution to solve many concerns. Customers are trying to optimize their environments to best utilize the resources and funding available to them, and run an efficient data center to meet their needs and customer requirements. The Linux-based infrastructure on the mainframe provides solutions that help to control costs through its impressive scalability, availability, security and service management capabilities. With zEnterprise, the IT optimization capabilities have been further extended, and customers can benefit from the hybrid approach as well.

Session 6

Maximize performance and productivity with IBM System Automation solutions

How can you ensure that the environment where your mission-critical business applications run has the highest availability possible, while increasing productivity across an increasingly heterogeneous System z environment? With Tivoli System Automation solutions you can automate the availability and management of your business applications end-to-end from a single point of control. Customers using Tivoli Automation solutions also can reduce software licensing and hardware costs, and minimize maintenance and support costs. You'll learn how to automate heterogeneous workloads enterprise-wide and create policy-driven automation using Tivoli System Automation products.

Talk to the experts



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