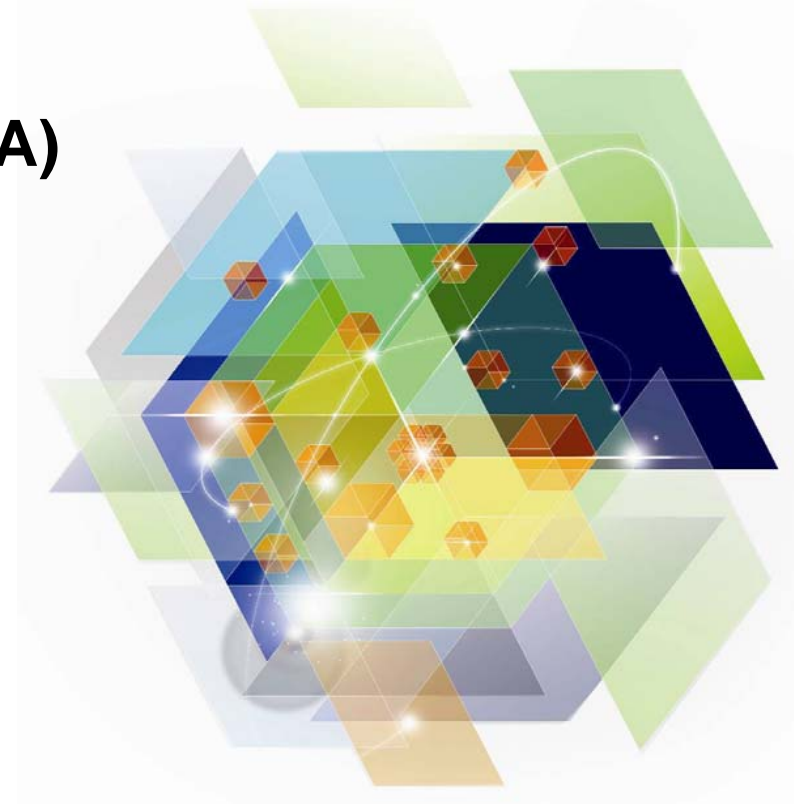


IBM System z Technology Summit



IBM DB2 10 for z/OS

**Business Value Assessment (BVA)
Estimator Tool**



IBM DB2 10 Business Value Assessment (BVA) Estimator Tool

IMPORTANT DISCLAIMER: The IBM DB2 10 BVA Estimator Tools is a sales tool to help customers estimate their potential DB2 10 benefits. It is only available to IBM employees and authorized IBM Business Partner sellers who have been trained in its use and limitations can use this tool to provide value assessment estimates to customers. Remember the results are estimates only! Actual results can vary based on the customer's unique environment, usage, workloads, and other factors. "Estimator Tool" must always be used whenever referring to this tool.

Only the generated read-only "Estimated Results" can be left with the customer. At no time can the IBM DB2 BVA Estimator Tool or any of its internal supporting collateral (usage instructions, training replay, presentation) be left with the customer. It is your responsibility to ensure that you have control of this estimator tool at all times.

Please direct all questions and comments to Rebecca Poole, DB2 for z/OS Business Development Executive (reblau@us.ibm.com).

IBM DB2 10 for z/OS

Customers are understandably highly careful with their investments, balancing financial and non-financial requirements including

- CPU
- Availability
- Security
- Business requirements for new functionalities
- Productivity

DB2 10 directly address these requirements to further reinforce DB2 for z/OS as the most robust and cost effective data server in the industry

- Up to 5-10% CPU savings for batch and transactions
- Up to 10X more concurrent users
- Quality and stability
- More online schema changes
- More granular access control
- Temporal data support and more...

Resulting in the fastest adoption uptake amongst customers

- 3X customers and 4X licenses
- First large customers in production, with Banking leading the way

IBM Software > Information Management > DB2 for z/OS Family >

DB2 for z/OS

DB2 10 for z/OS delivers innovations in operational efficiency

Announcing DB2 10 for z/OS
Savings ... right out of the box

→ Learn more

Overview

DB2 10 for z/OS delivers innovations in operational efficiency for out-of-the-box savings, business resiliency, warehouse deployment and enhanced business analytics.

Learn more

- Features & benefits
- System requirements
- Edition comparison
- Product library
- Announcement letter
- IOD Global 2011
- IDUG EMEA 2011 (link resides outside ibm.com)

Downloads

- DB2 10 Demo
- DB2 10 Brochure

Use and maintain

- Product support
- Product documentation
- Support downloads
- Training and certification
- Developer resources
- IDUG (link resides outside ibm.com)
- The World of DB2 for z/OS (link resides outside ibm.com)

Rapid application and warehouse deployment for business growth: DB2 10 delivers significant capabilities to consolidate applications and data warehouses with less cost, complexity and resources to manage.

Unmatched security and compliance assurance: DB2 10 extends its legendary built-in security and trace features to provide end-to-end auditing capabilities which simplifies the extensive compliance requirements facing our clients.

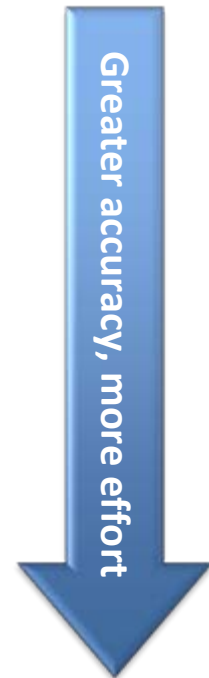
Enhanced business analytics and data visualization solutions with QMF 10: QMF 10 provides new analytic and mathematical functions and OLAP support dramatically enhance QMF's ability to deliver new function to business users -- an important option for BI and analytics usage.

→ View features and benefits

Helping Customers Justify their Upgrade to DB2 10

Customers can create their DB2 10 business case by

- Leveraging the DB2 10 savings and benefits found in many IBM collateral including presentations, papers, books, etc. – general information
- Obtaining an estimate of their potential DB2 10 benefits via the [new DB2 10 Business Value Assessment \(BVA\) Estimator Tool](#) – estimates based upon customer information
- Conducting a benchmarking exercise – specific and thorough but will take time



IBM DB2 10 Business Value Assessment (BVA) Estimator Tool



Help the Customer estimate their potential benefits from DB2 10

It's quick, easy and no-charge!

- Work with a DB2 10 BVA Estimator Tool expert to answer questions about your environment
- Get an estimate of the potential benefits you may see from DB2 10 in a day or less

Helps you create a quantifiable business case for migration planning

Contact your local IBM Sales Representative, DB2 Advisor, or Business Partner to get started!

DB2 10 for z/OS Business Value Analysis Summary - Estimated Costs & Benefits

IBM Internal Use Only - The appropriate use of this tool requires a specific level of technical understanding of the DB2 programs and IBM systems. Only IBM employees or approved IBM business partner sellers who have been trained in its use and limitations are to use this tool to provide value assessment estimates to customers.

This tab summarises the output from the calculations elsewhere in the model.

Disclaimer

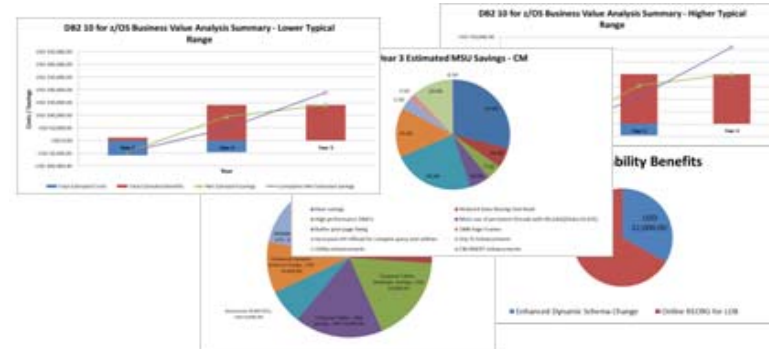
specific assumptions (see below) about a customer's environment. It does not factor in all possible variables and unique circumstances of each customer's operational environment such as, but not limited to, total numbers and uniqueness of applications or batch files that may need migration, database tuning experience and skills, peak load management, etc., all of which will affect actual results. The estimates are provided for reference purposes only and there is no guarantee that the estimated benefits will reflect actual results. Each customer should verify

Estimated Costs

	Year 1	Year 2	Year 3	Total
Estimated Upgrade People Costs	-EUR 45,720.00	-EUR 45,720.00	EUR 0.00	-EUR 91,440.00
Estimated Hardware/Software Costs	-EUR 12,000.00	EUR 0.00	EUR 0.00	-EUR 12,000.00
Total Estimated Costs	-EUR 57,720.00	-EUR 45,720.00	EUR 0.00	-EUR 103,440.00

Estimated Benefits

	Typical Range - Lower				Year 1
	Year 1	Year 2	Year 3	Total	
Estimated CPU Savings	EUR 0.00	EUR 60,000.00	EUR 60,000.00	EUR 120,000.00	EUR 0
Estimated Availability Savings	EUR 0.00	EUR 18,000.00	EUR 18,000.00	EUR 36,000.00	EUR 0
Estimated Productivity Savings	EUR 12,000.00	EUR 60,000.00	EUR 60,000.00	EUR 132,000.00	EUR 12,000
Total Estimated Benefits	EUR 12,000.00	EUR 138,000.00	EUR 138,000.00	EUR 288,000.00	EUR 12,000






Typical Utilization for Servers

Windows: 5-10% Unix: 10-20% **System z: 85-100%**

System z can help **reduce** your floor space
up to **75%-85%** in the data center



Thank You



System z can lower your total cost of ownership, requiring **as little as 30%** of the power of a distributed server farm running equivalent workloads

The cost of storage is typically **three times more** in distributed environments

