System z Software Strategy and Direction

Top Ten Trends for System z

A customer perspective

Ray Jones

Vice President, System z software sales

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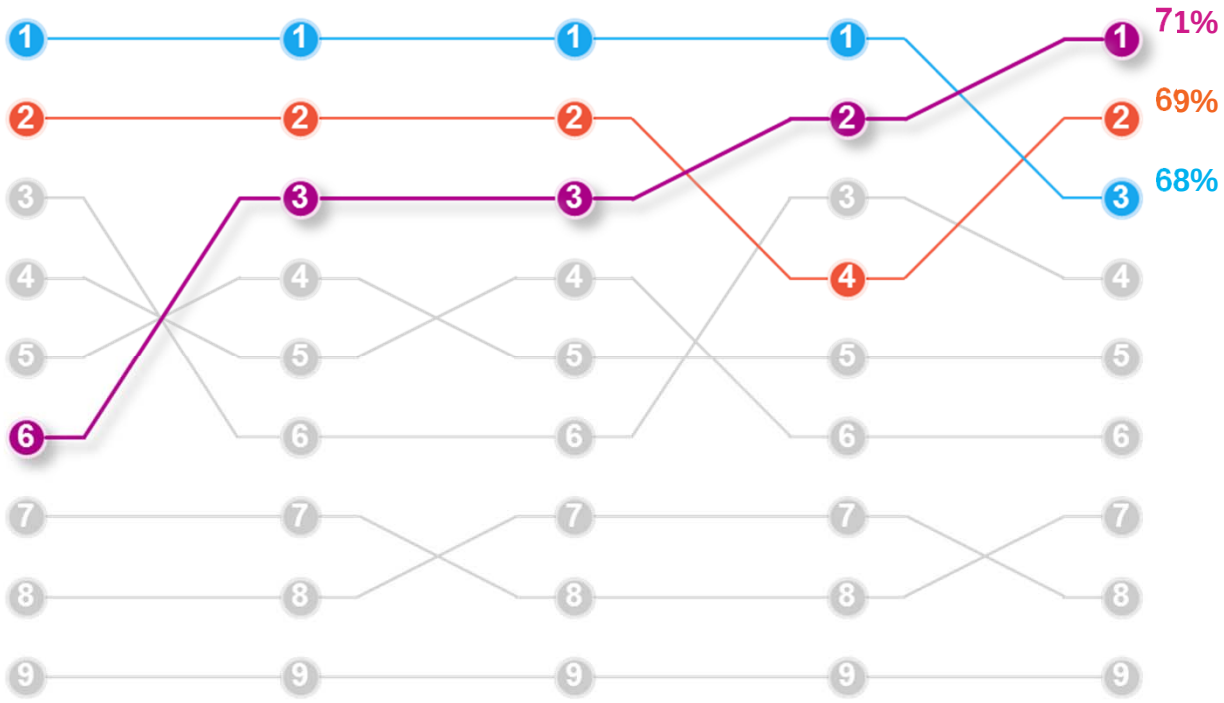
Technology is king

For the first time, CEOs identify technology as the most important external force impacting their organizations



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What's keeping CIOs up at night in 2013?

24B connected devices by 2020 with mobile devices surpassing PCs

1 in 3 business leaders frequently make critical decisions without the information they need

8ZB of data by 2015

80% of new apps will be distributed/deployed via the cloud

$7.2M per incident for a security breach (on average)

#1 factor for success is the right technology (CEO, CMO and Student Study)

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Top 10 Things

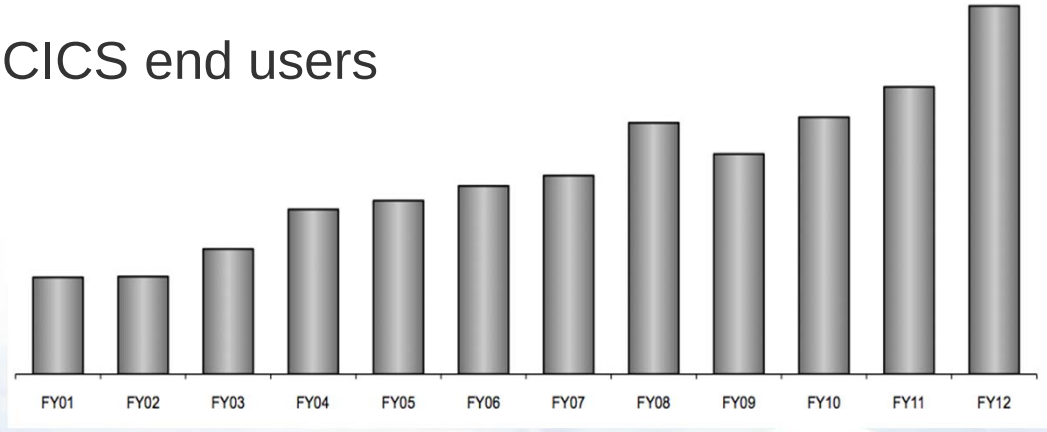
you did not know System z can do…

IBM

Transaction Processing

30 Billion+ transactions per day valued at over $1 trillion per week

30 Million+ CICS end users



MIPS Growth

New! CICS Transaction Server for z/OS V5.1 Trial Version

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Transaction Processing

Datev

Delivered a high level of performance to their customers by using a Java-based web service environment in CICS along with business rules managing over three million transactions/day

15% increase in application speed with enhanced customer service

20% Increase in processing capacity

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Data management

1/3 reduction in cost when implementing a data management solution on System z

Merging of operational and analytical data for real-time business decisions

#1 CIOs strategic focus over the next 3-5 years is enabling data insight

New! DB2 11 and IMS 13 QPP

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Data Management

Marriott

Analyzes petabytes of data to provide the industry's best customer experience based on the business intelligence and booking rules that rewards their loyal customers.

18% Jump in internet shopping

Instantaneous
order fulfillment at any time and from any point

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SAP

Days to hours

to refresh, clone or install complete SAP systems

Expedite selected queries

On SAP data

NEW! Entry cloud configuration for SAP solutions on zEnterprise

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SAP

Arburg

Developed an integrated SAP software environment allowing for flexibility, performance, and growth of SAP applications

80%

reduction in energy cost with zEnterprise 114

Real time

testing of programs using current data

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Consolidation

Up to **290** virtualized x86 cores on a single IFL core

3000+ applications available for Linux on System z

Less than **$.70** per day for a virtual server on System z

NEW! z/VM 6.3 Preview

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Consolidation

Baldor Electric Company

Consolidated 200 servers from a recent acquisition to ONE zEnterprise 196 with three zIIP processors supporting an IBM DB2 database running on z/OS, along with 16 IFL processors for z/VM and Linux.

Less than 500ms for SAP applications

50% reduction in the size of the data center

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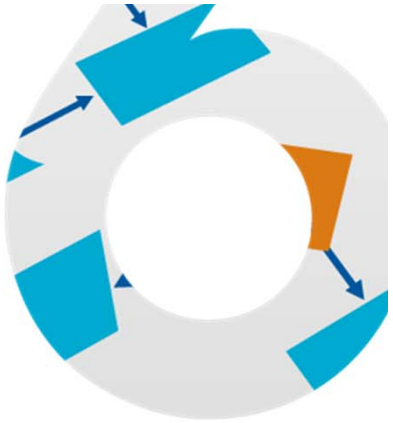
Resiliency



Zero-second

recovery point objective (no data loss)

Integrated encryption

infrastructure from server to operating systems

Flashcopy

to provide back up during operations

NEW! z/OS and z/OSMF 2.1 Preview

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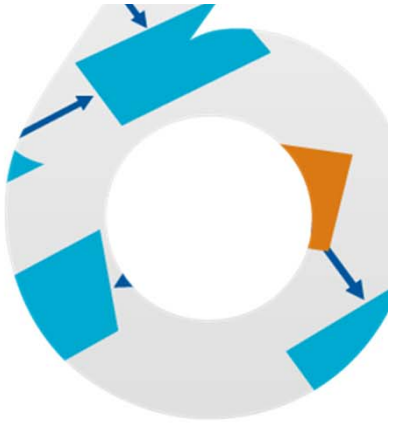
Resiliency

Shelter Mutual Insurance Company

Moved its largest, most complex, and most intensive agent-facing application from Windows to Linux on System z without any failures



5 minutes

to create virtual development and production environments

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Security

Highest class of security certification (EAL5+)

Hardware Cryptography

in each general purpose CP and IFL, and via the new Crypto Express4S coprocessors

NEW! IBM Secure zSecure Suite V1.13.1

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Security

Vantiv

A the #1 processor of pin debit transactions in the U.S., they use the cryptographic coprocessors to create enterprise-wide encryption service

More than 75,000

production encryption keys

2Billion +

crypto transactions per day averaging 50 ms/transaction

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Modern Application Development

Develop once

distribute to any platform

COBOL, PL/1, C/C++, Java

all available on System z

NEW! Rational Developer for System z V8.5.1

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Modern Application Development

HSBC Bank

One of the world's largest bank, modernized their development processes using graphical interfaces and automating manual processes for identifying and resolving application failures.

Increased programmer productivity by up to **30%** and cut development costs

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Mobility

Up to **45%** increase worker productivity with related increase in employee, partner and customer satisfaction and loyalty for use of mobile apps

24 Billion devices connected to the internet by 2020

534 Billion dollars in mobile transactions by 2015

NEW! IBM Worklight 5.0

NEW! MQ mobile Client

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Mobility

University of Florida

Providing students and faculty real time information on their mobile devices including class schedules, textbooks, academic dates, grades, emergency information and campus map

55,000+
users accessing mobile applications

1 Million
transaction per day

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IBM

Cloud Computing

Up to **70%** less cost than a typical x86 scale-out architecture for cloud solution on System z

Superior scalability

for a single zCloud for Call Centers with 35,000 users and sub-second response times

NEW! Cloud Ready for System z

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Cloud Computing

Nationwide

Consolidated its distributed servers to Linux virtual servers running WebSphere application server, DB2, and z/VM on System z, creating a multi-platform private cloud optimized for all its different workloads.

80%

reduced power, cooling and floor space requirements

$15 million

reversed expenditure on distributed server landscape over three years

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Analytics

90% of the data on the planet was created in the last two years

Real time scoring

of transactional data

Up to 80x faster for complex queries

NEW! IBM DB2 Analytics Accelerator V3.1

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Analytics

Aetna

With 30 million new members planned in 2013, the IBM DB2 Analytics Accelerator increases the speed at which it can access, assimilate and report on vast amounts of new customer data

No tuning

of data with data directly into the accelerator

3 hours to 6 seconds

for complex queries

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The Death of the mainframe was a bit premature

"I predict that the last mainframe will be unplugged on March 15, 1996."

– Stewart Alsop, March 1991

System z – advanced technology

- Most reliable and fastest system for mission critical workloads
- Most secure system with 99.999% reliability
- Most sophisticated data warehousing and analytics solutions with the fastest query performance in the market
- Unified platform for rapid development of applications
- Only system to enable x86, POWER, and System z applications under a centralized management system
- Ideal platform for a “cloud in a box” and mobile

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