



The future runs on System z

Business Results Powered by WebSphere on System z

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Vice President,
WebSphere Foundation Sales



Change is Accelerating . . . Will You Keep Up?



83% Expect substantial or very substantial change

The change gap **Triplies**

98% Plan business model changes

Agility is a Smarter Business Outcome

What Does an Agile Organization Look Like?

Characteristics Behaviors

Deep, continuous *alignment*
between business and IT

Active LOB participation
in IT strategy formation

Interdisciplinary *skills*

IT is part of business strategy, not
an afterthought

Efficiently *deliver and reuse*
business applications

Efficiencies are realized; applications
fully meet user needs

A non-complex, robust and resilient
connectivity infrastructure

Broader and faster collaboration and
decision-making across ecosystem

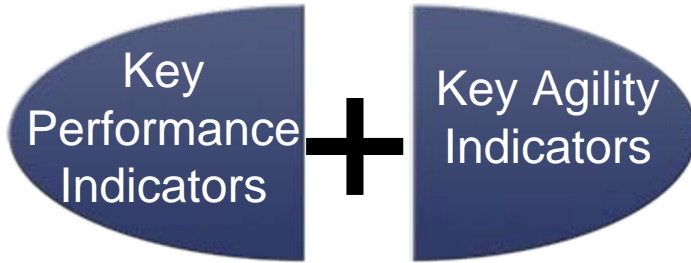
Governance that makes it easy to
make the right decision

Reuse is incentivized; clear decision rights
management; consistent, enforced policies

IT's strategic importance
reflected in org chart

CIO is part of executive council

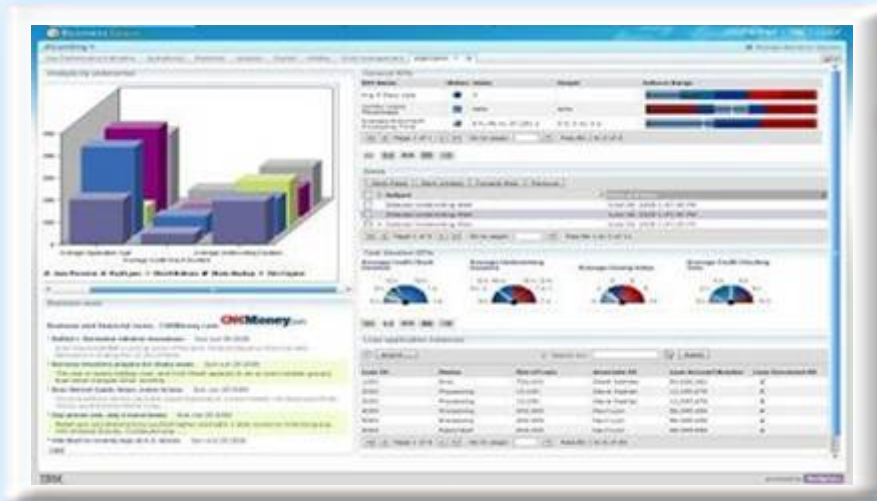
Key Agility Indicators Set the Bar for Success



Smarter Business Outcomes

300+ KAIs across multiple service lines:

- Supply Chain Management
- Financial Management
- Human Capital Management
- Information Technology



Enhanced!

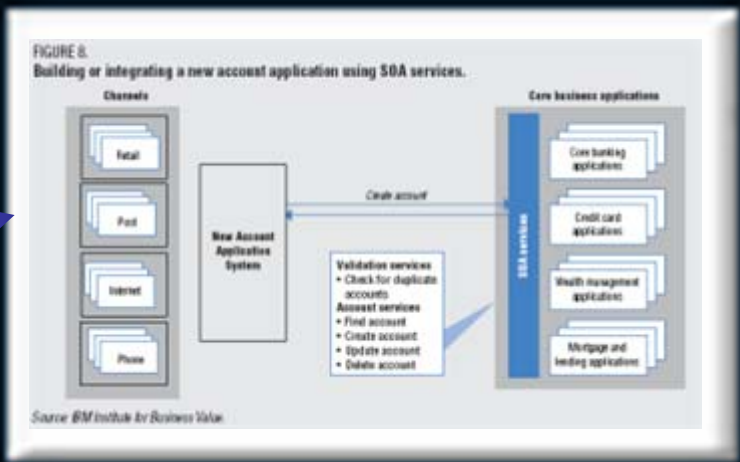
KAI library embedded in WebSphere Business Modeler & Monitor

Benchmark against your peers how adaptable you are in rapidly changing times

1 Tap Into SmartBusiness INsight To Achieve Agility ...And Chart Your SOA Course



- Introduction
 - What is SOA?
- Simplifying payments
 - The business challenge
 - How it works today
 - Integrating payment applications
 - The value SOA can bring
- Integrating multiple channels
 - The business challenge
 - How it works today
 - Information when and where needed
 - Returning value with SOA
- Standardizing account opening
 - The business challenge
 - How it works today
 - Simplifying the process
 - The value to the bank
- Conclusion



How SOA helps with actionable guidance for Today

Your industry

Current and future business process insight



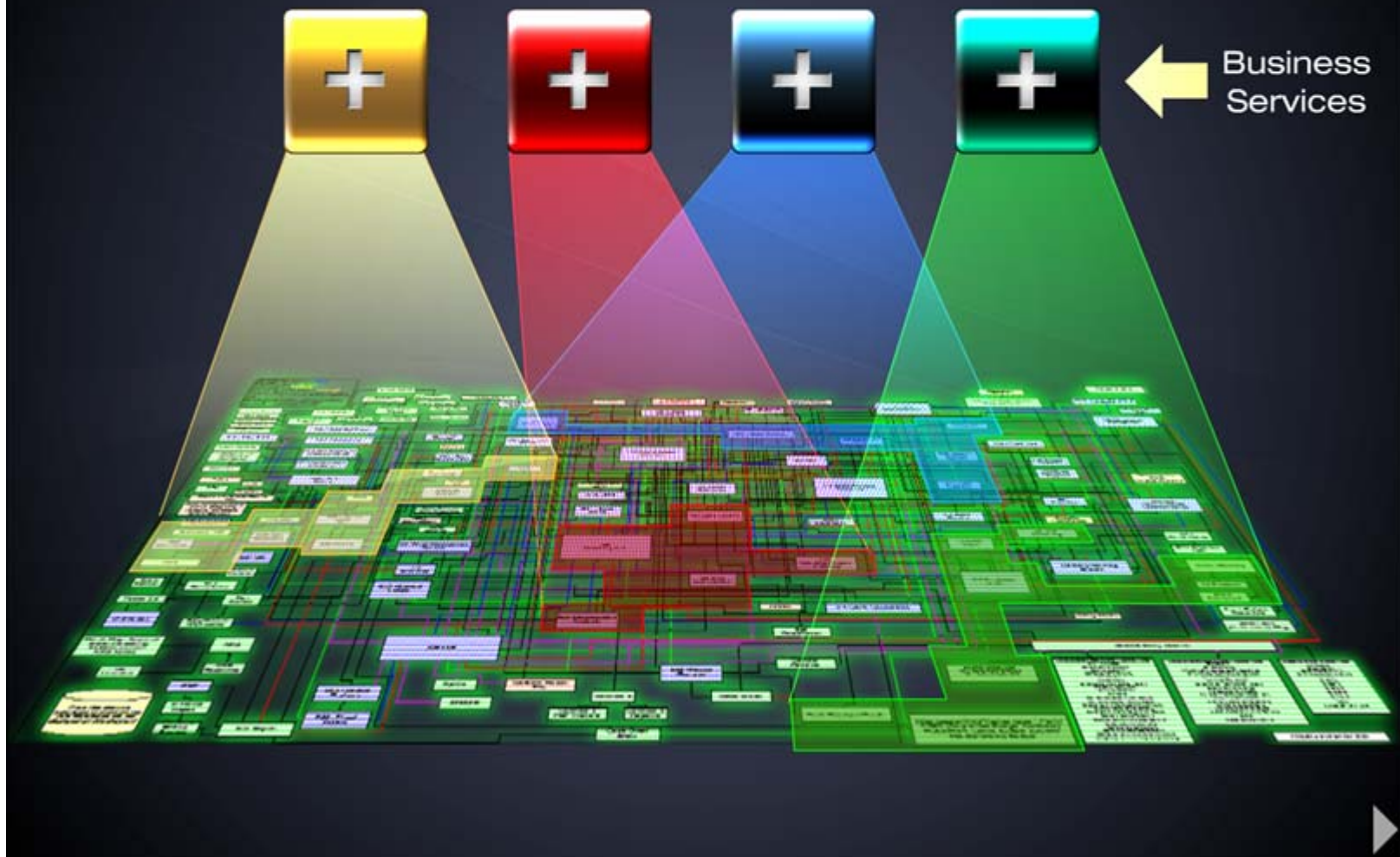
Retail Banking™ Government Cross Industry Insurance Healthcare SCM Electronics Biopharma



SOA WORLD TOUR

What is SOA?

Extract services from applications



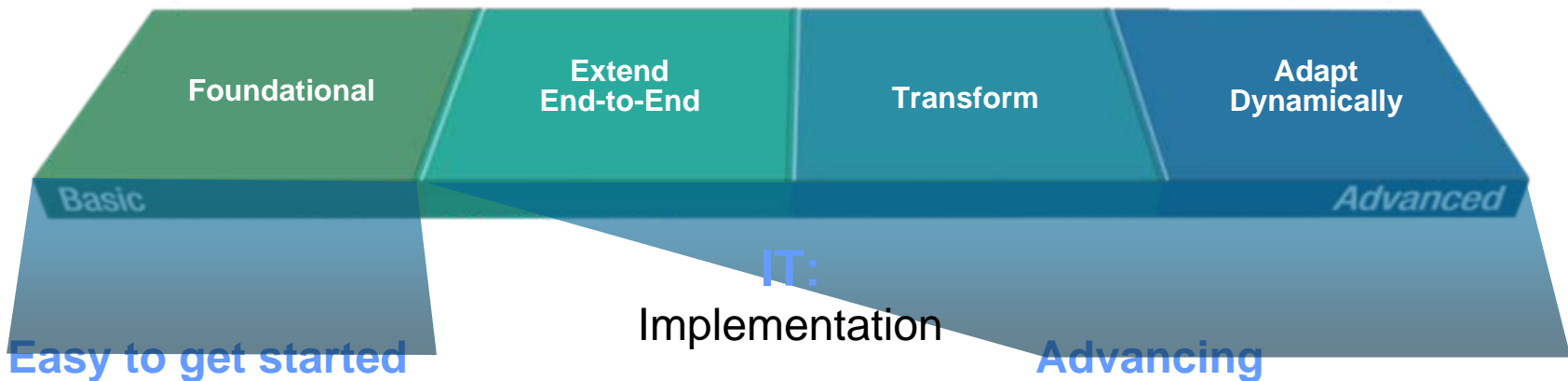
Smarter Technology Makes it Even Easier to **Get Started** quickly and **Advance** incrementally

Smart SOA

Business:

Best practices & Guidance

A set of guiding principles to extend business value of deployment



Easy to get started

- SOA Business Value Assessment
- SOA Entry Points
- SOA Sandbox

Advancing

- Applying Best Practices
- Management & Security

Distinct Value for z Customers with Every Style Regardless of Where You Choose to Engage

<i>Value to business</i>	Greater agility in specific, departmental business areas	Optimization and innovation across end-to-end business processes	Business model innovation to support the Globally Integrated Enterprise	Predictive business automatically responding to market forces
	Collaboration within a line of business	Coordination across lines of business	Enterprise-wide organizational cooperation	Enact significant shifts without direct IT involvement
Scope				
	Foundational	Extend End-to-End	Transform	Adapt Dynamically
	Basic			Advanced
<i>Value to IT</i>	Focused, proven, high-ROI projects Start with what you have and what works	End-to-end process management to innovate Draw new value from existing assets	IT for strategic advantage and business model innovation Assets drive new business opportunities	Technology becomes invisible
% functions expressed as services	<10%	<40%	<80%	>80%
% of services reused	<5%	<20%	<50%	>50%

Based on 5700 customers using our SOA offerings

Deploying on System z provides differentiated value

Enabling intelligent IT that works for your business

The New IBM System z10 Enterprise Class

The power of many . . .



. . . the simplicity of ONE

Server Leadership: 40+ years in the making!

Mainframe utilization rates often exceed 80%, and are designed to handle sustained peak workload utilization of 100% without service level degradation.

CICS is IBM's premier transaction processor in 90% of the Fortune 500 customers

- Processors, CPU speed, memory, network I/O
 - Growth of traditional workloads
 - Consolidation of hundreds of applications
 - Granularity of WebSphere deployments
 - Access to corporate data
 - Messaging speeds to support SOA
- Price / performance improvement of specialty engines
- Just in Time capacity and management
 - Adapt faster to workload variations such as dynamic SOA
 - Respond automatically to demand from CICS, IMS, DB2, WebSphere, ...
 - Deploy new WebSphere workloads in minutes

Getting Started Sub-capacity Pricing for z/OS IPLA Software

Helping to Make It Easier To Deploy New Projects on z/OS Software

*** New!**

Old Starting Point

Capacity Based Pricing

zSW License

Receive "Sub-LPAR" pricing for small workloads

New Starting Point

Utilization + Capacity Based Pricing

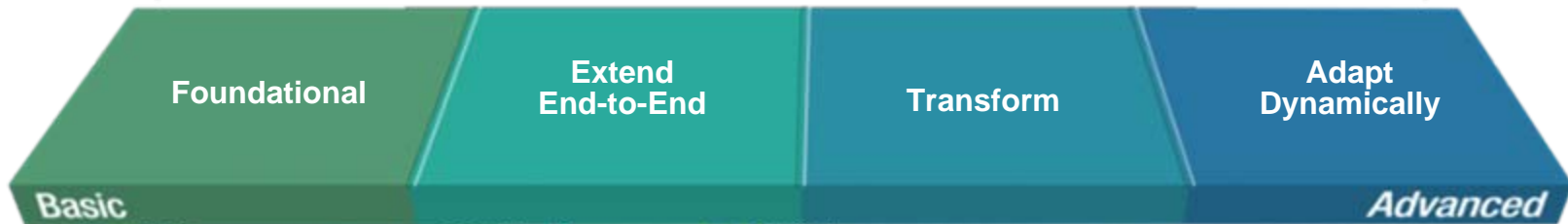
Application Workload Size

- ✓ Help customers start their projects
- ✓ Help improve alignment between software use and software charges
- ✓ Enable greater flexibility with software licensing
- ✓ Change LPAR capacity without changing software charges
- ✓ Improve price/performance

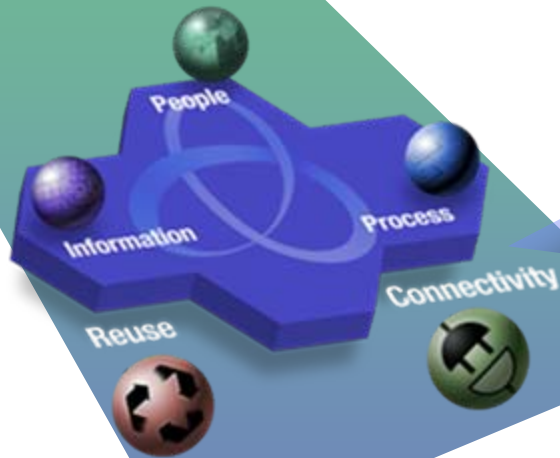
SOA Entry Points are a great way to build for agility

For rapid business return

Business



IT



Streamline and automate existing processes

Dynamic linkages when building composite applications

Speed time to market by reusing existing assets

Speed Time to Market by *Reusing* Existing Assets

Accelerate service development and deployment








Reusing Existing Assets will provide:

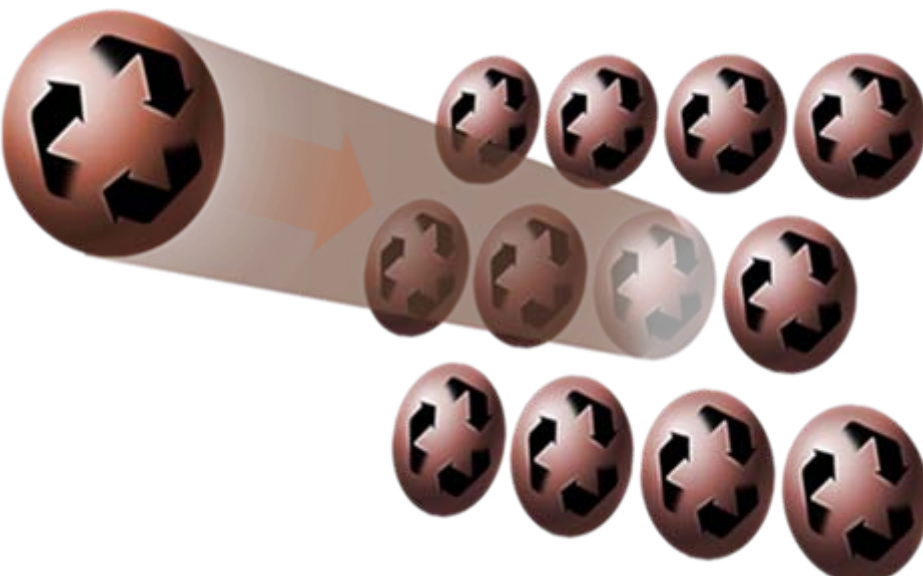
- High performance access to customer information
- Dynamic scalability for unpredictable workloads
- Helps customers achieve lowest TCO
- Designed to achieve the goal of zero downtime

Benefits:

- Extend ROI by reusing prior investments
- Reduce risk and cost
- Speed time to market

Supporting Portfolio

- WebSphere Application Server V7 
- Open Source Consolidation Package 
- CICS Explorer 
- WebSphere Virtual Enterprise V6.1.0.3 
- WebSphere eXtreme Scale V6.1.0.3 
- WebSphere Compute Grid V6.1.0.3 
- IMS V11 
- CICS Transaction Server V3.2
- DB2 V9.1





WebSphere Application Server for z/OS®

Application Transparent z/OS Integration

Combining Industry Leading SOA Runtime and z/OS
to Deliver Superior Customer Value

Integration with z/OS

- Workload Management - Leverages Workload Manager
- Security - Use of the Security Authorization Facility
- Transaction Management - uses Resource Recovery Services
- Thread Management - OS level threads for monitoring & control
- Scalability - Multiple Servant Regions
- Recovery - Leverages Automatic Restart Manager
- Reporting - System Management Facility

New with Version 7

- Reduced response time with support for FRCA
- Reduced overhead for High Availability Manager in a Sysplex
- Improved thread failover, recovery, reliability and performance
- Reduced overhead associated with collecting SMF records
- Improved resource usage reporting, esp. for zAAP utilization

z/OS

availability

integrity

scalability

integration

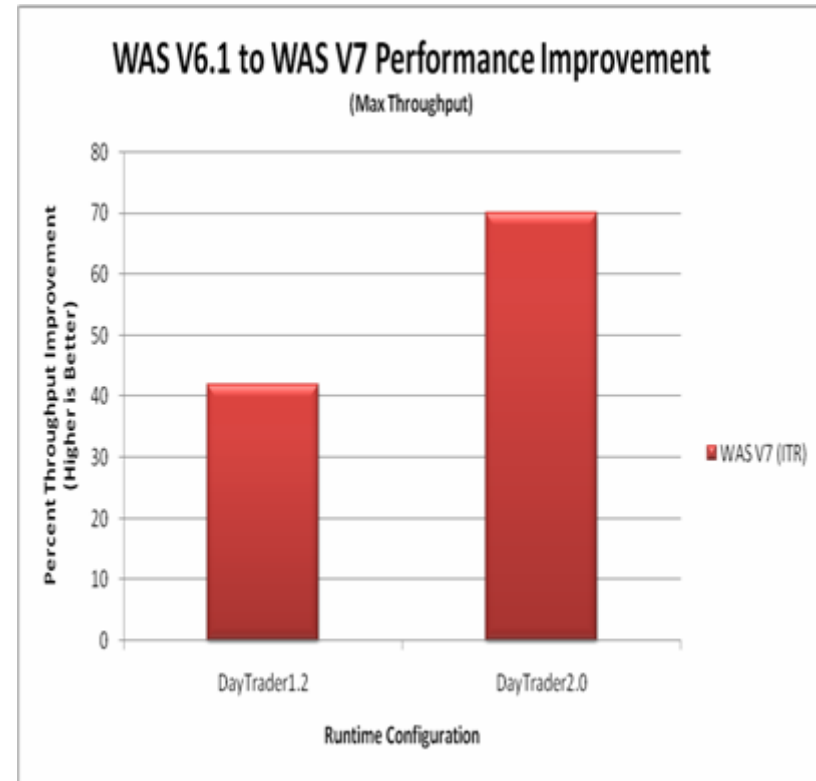




WebSphere Application Server for z/OS V7

Leading Edge Performance for Your Business

- WAS V7 improves upon WAS V6.1 up to:
 - 42% faster for legacy apps
 - 47% faster for Web Services
 - 70% faster for Java EE apps
- z10 EC + WAS V7 outpace z9 EC+ WAS V6.1 up to:
 - 103% faster for legacy apps
 - 128% faster for Java EE apps



* Based on IBM benchmark metrics, 2008.



Virtualization & Consolidation for Greater Efficiency

Open Source Consolidation Package

- Enables consolidation and intelligent management of
 - Applications running on alternative open source application servers
 - IBM System z servers running Linux
- Enhanced Qualities of Service
- Lower operational and energy costs
- Increase Flexibility and Agility
- Better Manage Health, Improve Service and Application Performance

New
Sept
2008



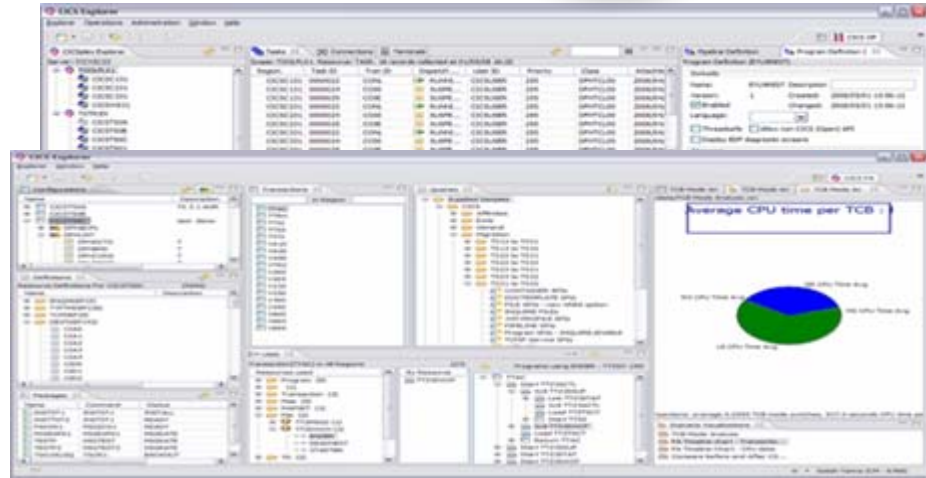


Simplification for faster time to market

CICS Explorer - New Face of CICS

Coming
4Q2008

- Simplified access to CICS
 - Extending the success of eclipse based Explorers to CICS
 - Revolutionary integration of development, administrative, and operations tools
- Rapidly enable staff
- Shorter development cycles
- Faster time to market
- Improve productivity
- Protect service-levels
- Reduced TCO for CICS apps



“1000 times better than the previous UI.”

- Customer

“If you are not using it,
or you're not trying it, well, you should!”

- Gary Barnett, The Bathwick Group

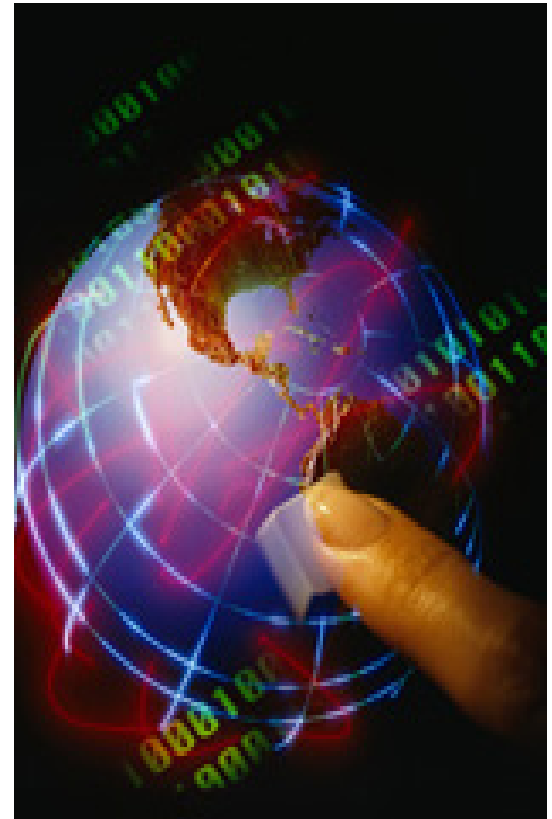




Benefits of Running Applications on System z

Combine the availability, scalability and security of System z with the industry leading Application Server for:

- ✓ Integration with existing mainframe assets
- ✓ High performance access to customer information
- ✓ Server consolidation and simplification of spiraling server assets
- ✓ True dynamic scalability for unpredictable workloads
- ✓ Zero downtime for services that drive the business
- ✓ Exploitation of Java/J2EE programming skills
- ✓ Uninterrupted support of unpredictable workloads
- ✓ Lowest TCO for the lifetime of the application environment



Hardware, operating system, and middleware working together to bring true 99.999% application availability to your business critical services.

Industry: Consumer Products
URL: <http://www.datev.de/>

“With more than 1,000 developers, our organization strives for flexibility in creating new applications and managing the whole application portfolio. CICS Transaction Server gives us that advantage by enabling us to create Web services with ease.”

–Guenter Schneider, Online Systems Architect, DATEV eG



DATEV eG

Easy linkage between time-proven core business processes and new business models

Challenge

Manage change in tax and regulatory environments by taking advantage of new technology that provides flexibility to application developers

Why IBM?

DATEV has a longstanding relationship with IBM and has experienced consistently strong and reliable performance with its IBM CICS® Transaction Server

Solution

Service oriented architecture enabling application developers to reuse existing code, speeding up time to market

Key Benefits

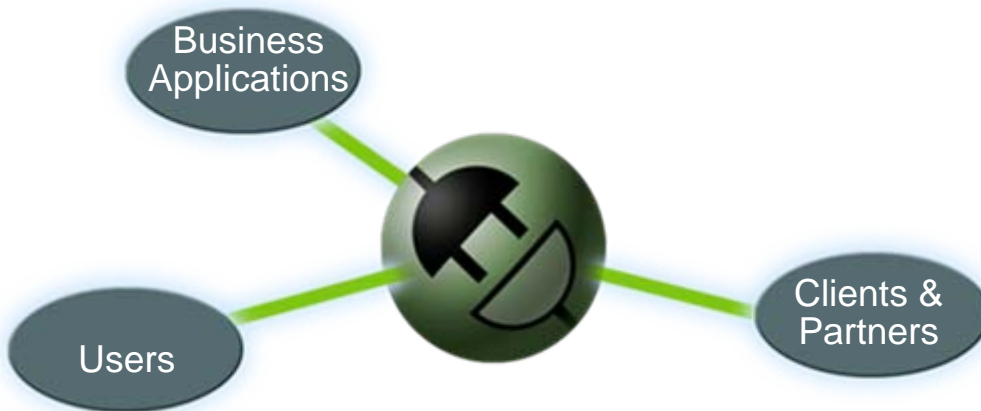
Better cost efficiency due to lower requirements on CPUs; faster application development time

Connectivity for Greater Agility

Connect systems, users, and business channels

Connectivity links applications, services and users to:

- Deliver a robust, resilient connectivity infrastructure that fully leverages your System z investment
- Provide integration between departments and partners without complexity
- Bring together new and existing IT assets



Benefits:

- Easy, reliable access across systems
- Lower maintenance cost
- Dynamic linkages when building composite applications

Supporting Portfolio

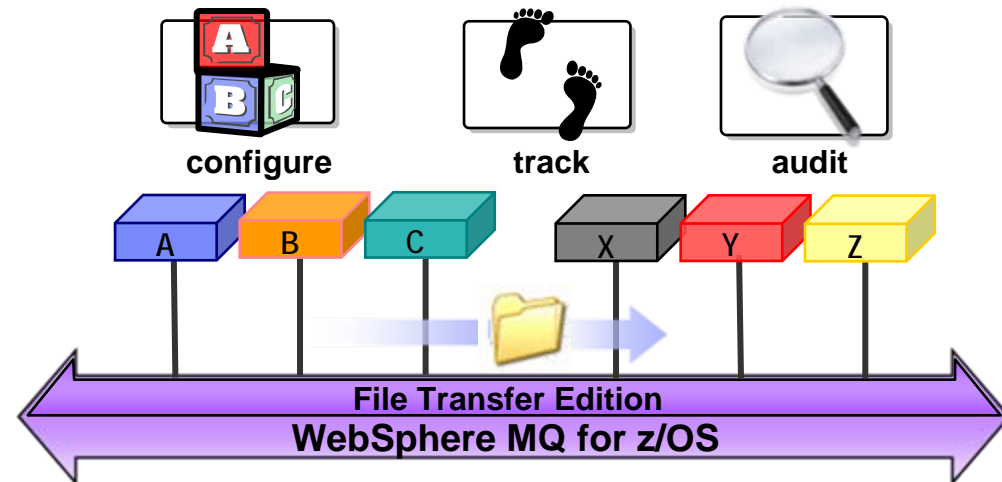
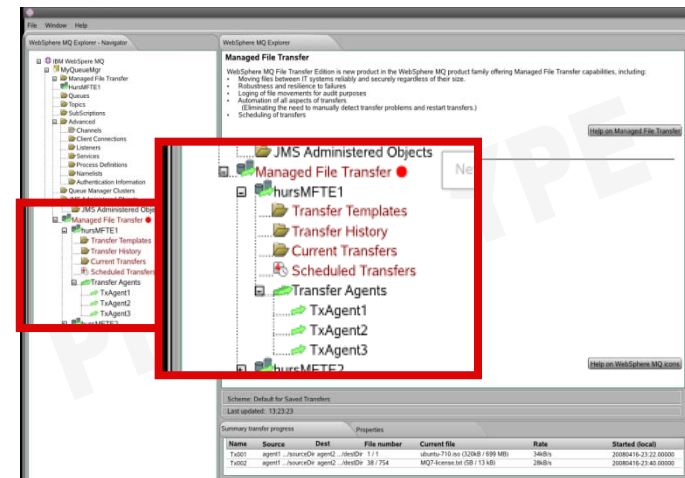
- WebSphere MQ File Transfer Edition V7.0 **New!**
- CICS Web 2.0 ATOM Feed - Support Pack **New!**
- WebSphere Enterprise Service Bus V6.2 **Enhanced!**
- WebSphere Service Registry & Repository for z/OS V6.2 **Enhanced!**
- WebSphere MQ for z/OS V7 **New!**
- WebSphere DataPower® SOA Appliances **Enhanced!**
- WebSphere Adapters V6.2 **Enhanced!**
- WebSphere Message Broker for z/OS V6.1 **Enhanced!**
- CICS Transaction Gateway for z/OS V7.1
- WebSphere Transformation Extender for z/OS V8.2



Delivering Managed File & Application Integration

WebSphere MQ File Transfer Edition for z/OS

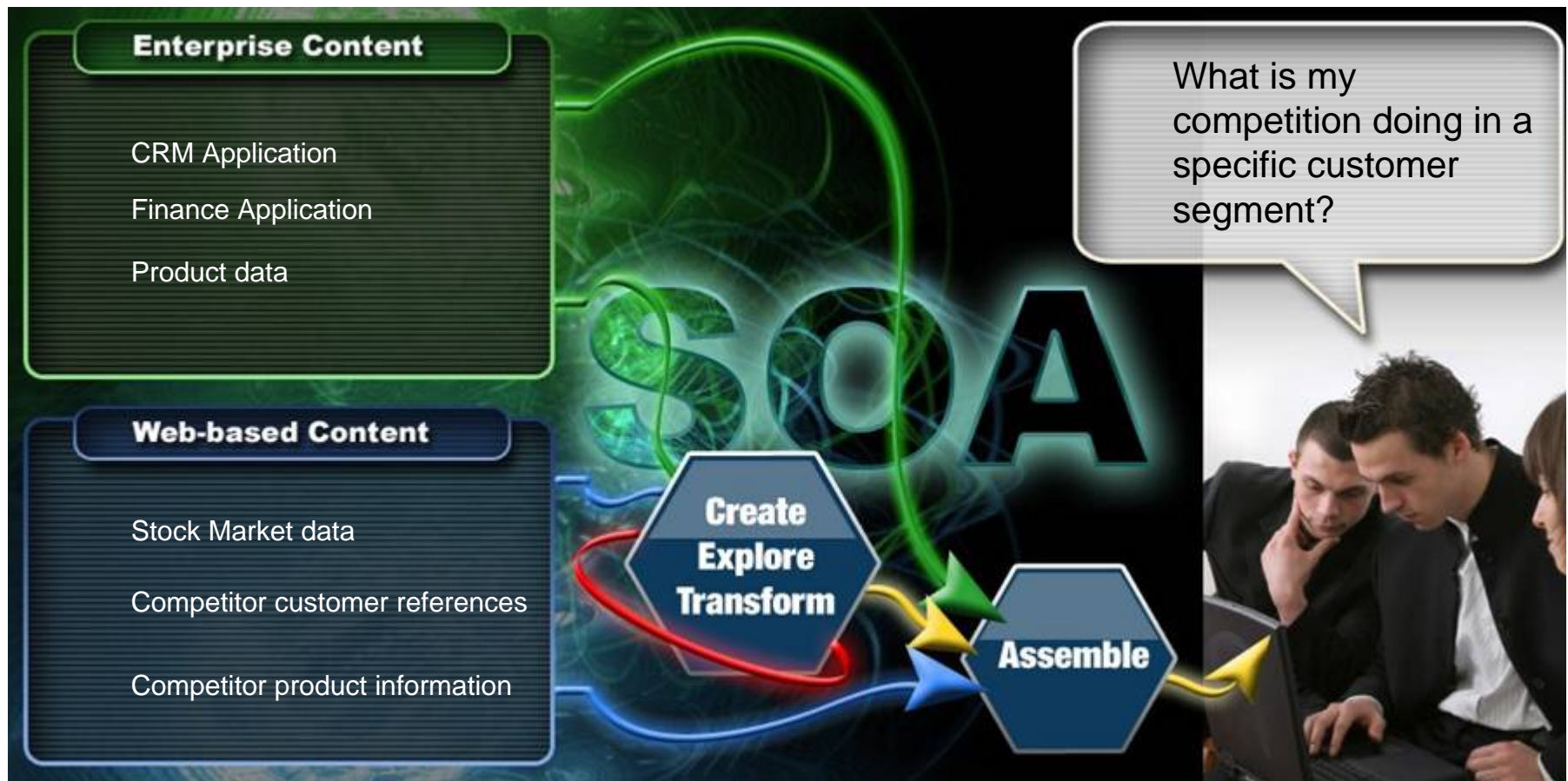
- File transfer services on top of industry leading WebSphere MQ
- Enable managed movement of files, regardless of size
 - Reliable
 - Auditable
 - Secure
- Reducing operational costs through synergies
- Lowering skills requirements
- Helping to make file transfers an integral part of your overall SOA connectivity strategy





Greater Empowerment with Web 2.0 & Mashups

People can solve business problems more effectively by remixing enterprise and web information





CICS Web 2.0 ATOM Feed

Business benefit in a state-of-the-art solution

Enterprise Content

- Enable CICS applications to
 - Provide Live information for Web 2.0 consumption
 - Integrate with related data
 - Give full picture in a single holistic view via WebSphere sMash.
- Create decision-support tools for knowledge workers

Web-based Content

- Build composite user interfaces for expert workers
- Make new kinds of applications based on up-to-date content and information
- Deliver information feeds & widgets to consumers to use in their own mashups



Underwriter Scenario

Go to View Search All

Tools Content Feeds Carrefour Tools Favorites Collaboration CICS Insurance Demo


Request Reader

Insurance feed delivered from CICS[8]

- 1 IBM
- 2 Shirley Pastie
- 3 Arthur Daley
- 4 Skynet Angelo
- 5 Harvey Weinstock
- 6 Hotel Bob
- 7 Bed Bug
- 8 Smokey Jackson

insure Display

Insurance Details



Personal Details

Customer Name: IBM
 Customer Id: 000000001
 Address: 658 W Belden Ave, Chicago, Illinois
 Zip code: 60614

Policy Details

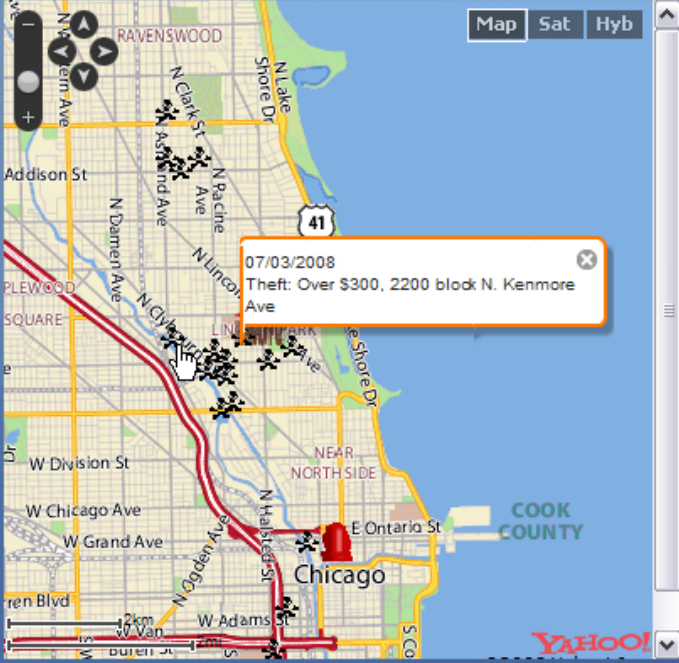
Request Date: 2008-09-0
 Requested Start Date: 2007-09-0

Property Details

Property Type: Office
 Fire Rating:
 Crime Rating:
 Flood Rating:
 Weather Rating:

[Show nearby properties on map](#)

insure Map



Map Sat Hyb

07/03/2008
 Theft: Over \$300, 2200 block N. Kenmore Ave



New and Enhanced!

Integration Across Your Business

Building and Governing Your ESB

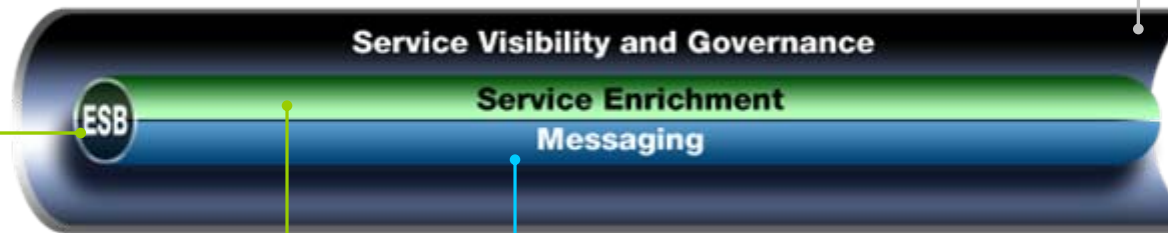
Enhanced!

WebSphere DataPower SOA Appliances

- Expanded WMQ, WSRR, WTX, and 3rd party interoperability
- Enhanced SOA Security management features
- DB2 and ODBC Enhancements

WebSphere Service Registry & Repository for z/OS V6.2

- SOA Governance Validation and profile updates
- Consumability and performance enhancements
- Optimize use of services



Enhanced!

WebSphere ESB for z/OS V 6.2

- Delivers Policy-driven connectivity
- Enhances web services standards support
- Enhances service mediation capabilities

New and Enhanced!

WebSphere MQ for z/OS V7

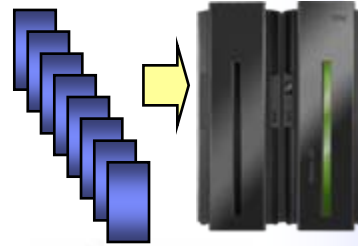
- Publish and subscribe support integrated into the z/OS queue manager
- Improved ease of use for publish and subscribe and Java Message Service messaging
- Web 2.0 support



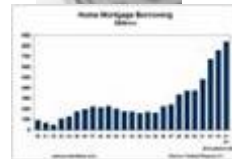
When to use System z as the Hub for your ESB

For a successful SOA implementation, you need an ESB that:

- Provides connectivity to all your existing environments
- Helps ensure quality of service to support your service-level commitments
- Handles complex transactions across multiple resource types and rolls back distributed transactions when problems occur
- Supports effective end-to-end monitoring and measurements
- Meets security and regulatory requirements



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¥ £ f α



System z is the platform of choice for..

▪ Virtualization

- High resource utilization
- Massive consolidation and simplification
- Enterprise-wide workload management
- Leverage existing infrastructure and skills

▪ Handling business critical workloads

- Up to 99.999% availability
- Automated recovery from failures
- Dynamic workload balancing

▪ Performance

- ESB performance improvements when co-locating with z/OS data.

▪ Efficient growth

- Pay for what you use

Industry: Education
URL: <http://cms.bsu.edu/>

“SOA has been such a gift to us. It enables us to embrace a new technology that provides services at a level that we couldn’t even imagine before.”

–Dr. O’Neal Smitherman



BALL STATE
UNIVERSITY



Ball State University

Ball State University bridges disparate systems and solves key administrative issue with IBM SOA solution.

CHALLENGE

- Coordinate 40 name and address systems to streamline administrative processes and ensure information integrity for users

SOLUTION

- SOA with Enterprise Service Bus to connect siloed applications without hand-coding individual API calls

BENEFITS

- Ability to develop and implement services in an SOA environment for resolving name and address discrepancies in 10 months, as opposed to several years for hand-coding individual application connections
- Confidence that IBM solution can lead to wider use of SOA to further streamline administrative business processes
- Services created here can be reused in later SOA efforts

Automate and Integrate *Processes*

Treat tasks as modular services

Achieve business process innovation through:

- Streamlining and simplifying business activities
- Controlling processes where they run
- Improving the flow of existing processes
- Eliminating the need for manual steps
- Integration with workload manager / intelligence resource director
- Security built into system layers
- Connections delivering automated processes



Benefit:

- Streamline processes
- Manage and automate workflow
- Reduce error rate

Supporting Portfolio

- CICS TS Event Processing – Support Pack New!
- WebSphere Process Server for z/OS V6.2 Enhanced!
- WebSphere Integration Developer V6.2 Enhanced!
- WebSphere Business Modeler V6.2 Enhanced!
- WebSphere Business Monitor V6.2 Enhanced!
- WebSphere Business Events V6.2 New!
- WebSphere Business Service Fabric for z/OS V6.2 Enhanced!

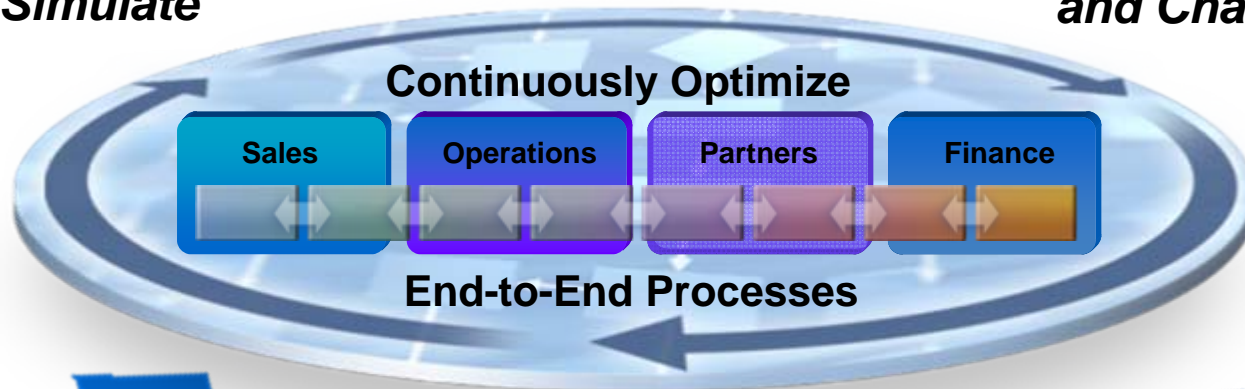


Process Automation

Improves Operating Efficiency and Reduce Costs

Model and Simulate

Rapidly Deploy and Change



Monitor, Predict and Act

Streamline business activities

Complement and extend existing applications

Leverages reusable process components

Lower Costs

Reduce cycle time

Easier to Manage



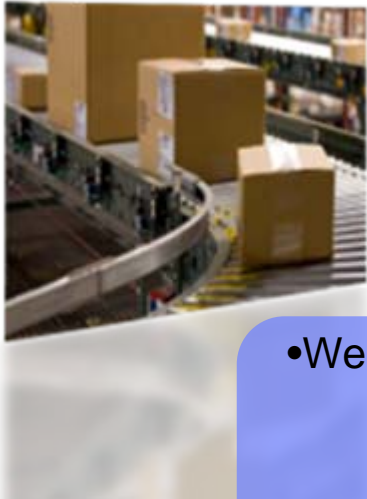
Tame The Flood of Business Events for Knowledge and Insight

What is a Business Event?

An action that has occurred, or the absence of it occurring, which has relevance to the business

Large companies can experience up to **800 Billion** business events daily

Nearly **4 Trillion** RFID events are emitted each day



Over **190 Billion** emails are sent daily



- **WebSphere Business Events & eXtreme Scale**
 - Exploits WebSphere eXtreme Scale capability for high event volume customers
 - Trial code and marketing kits for Business Partners
- **CICS Transaction Server Support Pac**
 - Brings Business Event Processing to the mainframe

Turn a flood of seemingly unrelated events into actionable business context



Capture actionable insights from real-time business events with Business Event Processing

Actionable Business Context

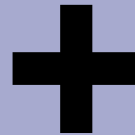
Complex Event Processing

Causality Aggregation
Complex Queries



*Event emitters
and sources*

*Event pattern detection
Correlation analysis*



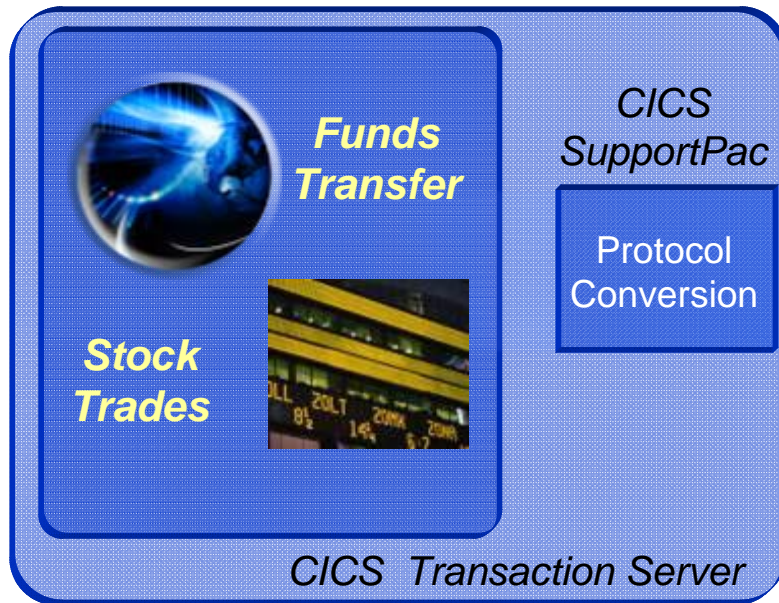
Real-time business event visibility

Patterns and correlations
elevated to business users



Capture mainframe event sources for greater insights and action

CICS Event Sources



Detect fraud and take action

Event Streams



WebSphere Business Events



WebSphere Business Monitor



WebSphere Process Server



WebSphere Business Events integration with WebSphere Business Monitor, Tivoli NetCool and CICS Transaction Server



The IBM BPM Suite Tames Chaos with Process

- Unified, integrated packaging to rapidly accelerate BPM initiatives
- Greater consumability for end users
- Attractive pricing bring BPM into easier reach

IBM BPM Suite

- Dynamic Process Edition
 - Integrated packaging for end to end dynamic BPM
- Active Content Edition
 - Integrates Enterprise Content Management BPM for process-driven, active content



BPM Healthcheck Services

Identifies current strengths and shortcomings in different dimensions and articulates a BPM Strategic Roadmap

* New!



WebSphere Process Server for z/OS[®]

Application Robust platform that is easy to deploy

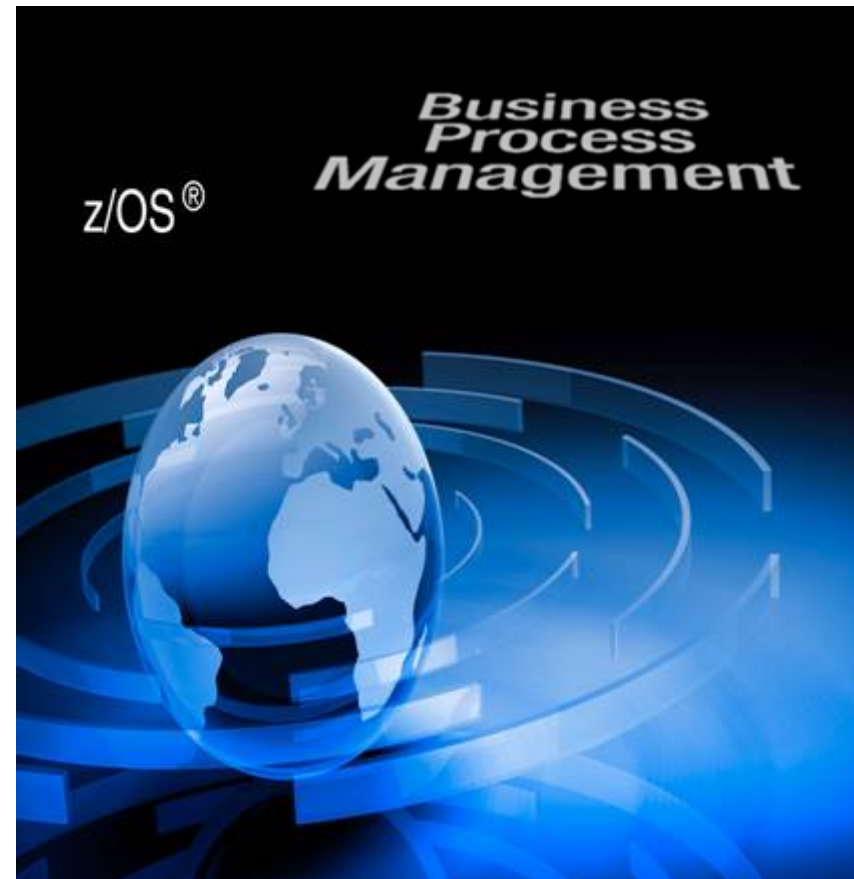
Leveraging a strong SOA foundation on z/OS for process flexibility, responsiveness and access to information assets

New with Version 6.2

- A compelling new Web 2.0 business user interface to manage human tasks, timetables & orchestrated processes
- Lotus Forms integration for human tasks
- Greater flexibility and control for business rules, ad-hoc tasks & process execution

Integration with CICS

- CICS applications can be part of business processes
- CICS events feeding WebSphere Business Events to identify patterns of interest

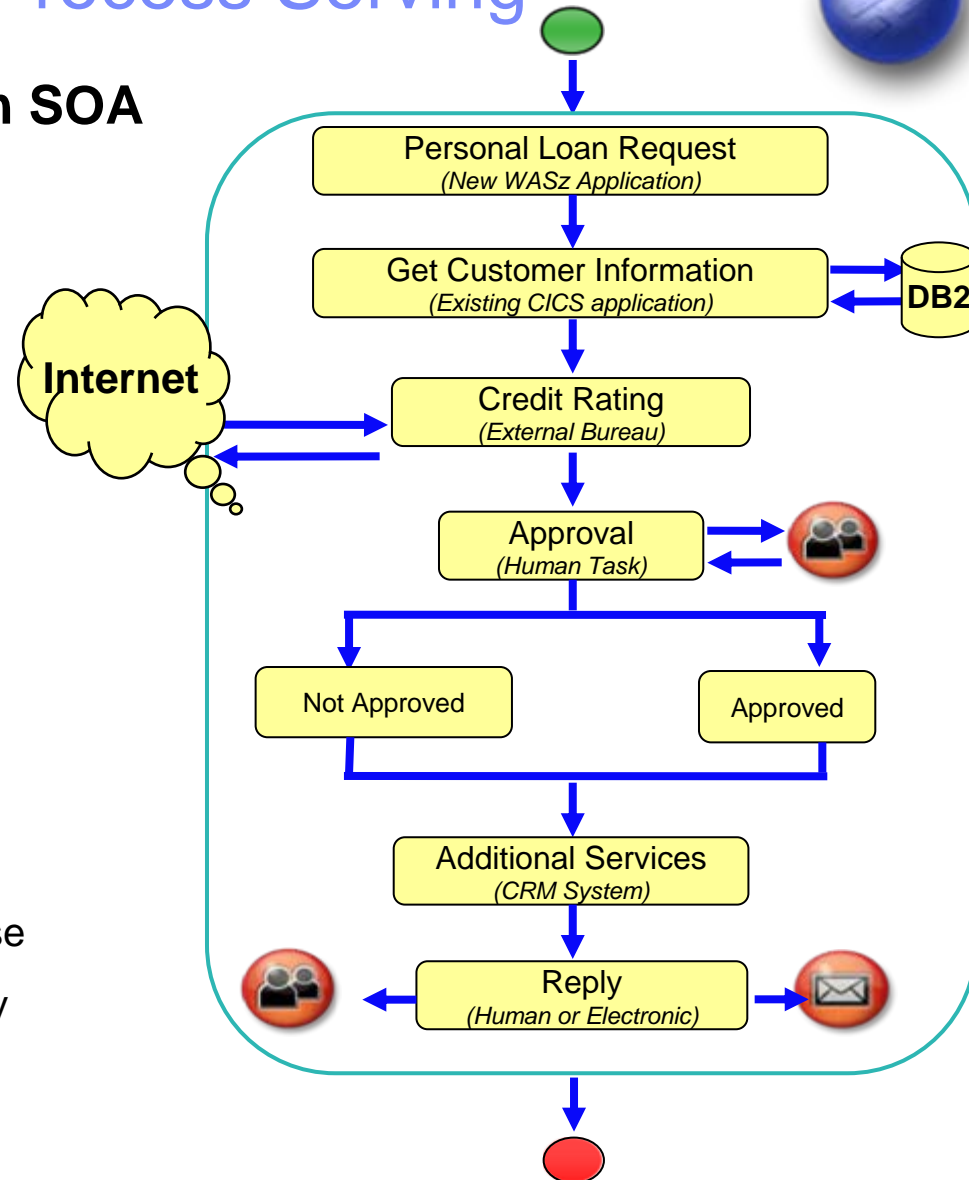




When to Use System z for Process Serving

System z—The choreographer for an SOA

- ✓ **Efficiency:** Control processes next to the transactions they invoke
- ✓ **Integration:** Improve and extend the flow of an existing process
- ✓ **Automation:** Reduce the human enter keys
- ✓ **Reliability:** Guaranteed connections and coordinated transactions deliver automated processes with integrity
- ✓ **Workload Management:** Intelligent use of system resources for mixed workloads supporting composite applications
- ✓ **Security:** Built into all system layers
- ✓ **Availability:** (zero downtime)/OS brand promise
- ✓ **Performance:** Full utilization of system capacity with same class of service



The New Customer Wants To Experience at the Click of a Button!

Introducing Smart SOA™ Sandbox through Cloud Services

Delivers...

- Hosted software trial
- Tutorials
- Best practices and implementation guidance

Coming Soon!

Enhanced!

- Extended Experience – up to 30 day Trials
- Business patterns: Industry-focused end-to-end use cases
- Exercises for all entry points, Governance, and Green
- Enterprise Modernization
- Available to Business Partners at 40 Innovation Centers World-wide

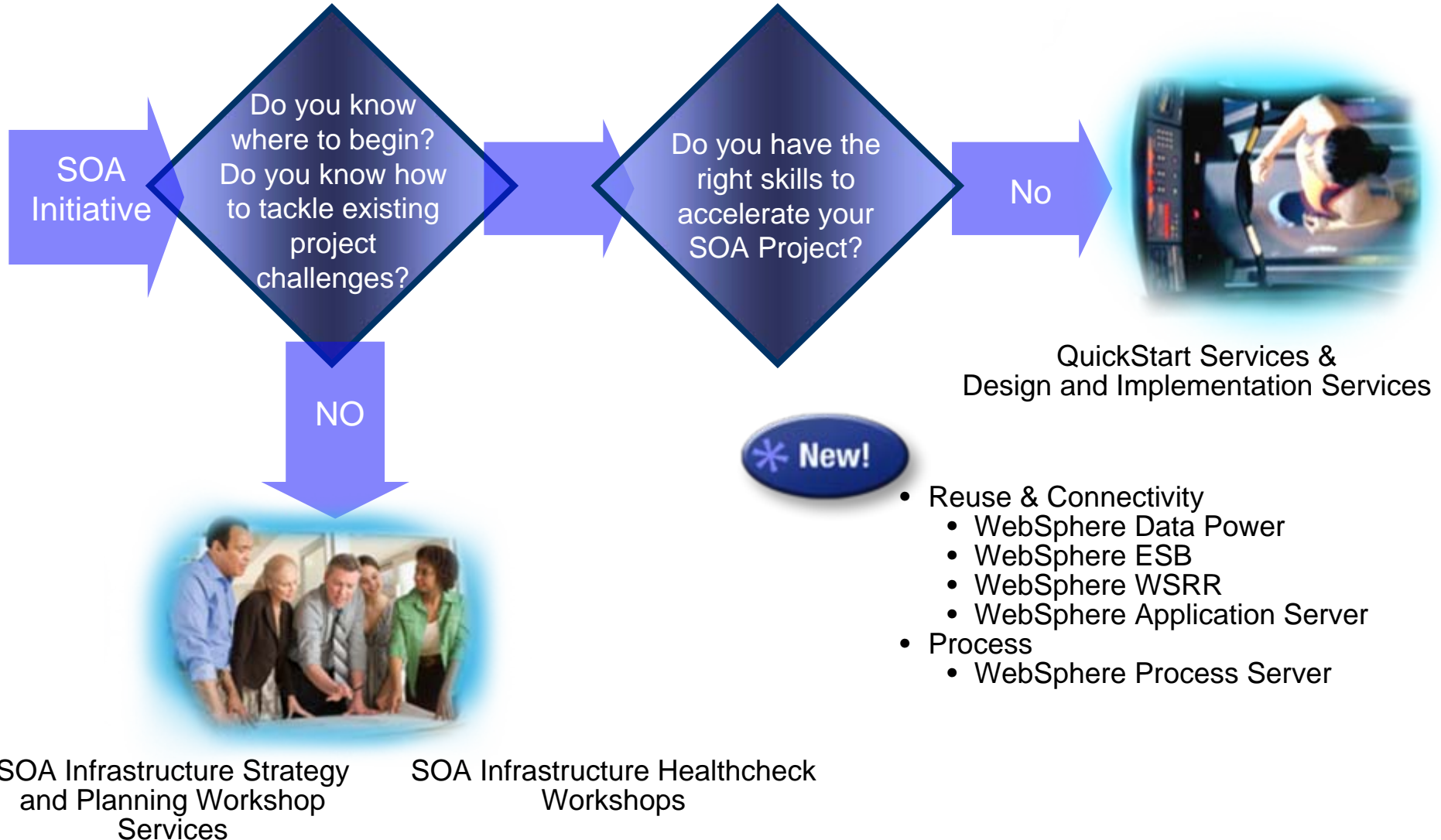


For easier...

- Access to embedded best practices
- Hands-on SOA experience and education
- Ways to get started

Build skills and evaluate options with zero cost or commitment

Experience proven SOA Infrastructure Services to get you started and ensure success



2009 **IMPACT**

SMART SOA CONFERENCE
MAY 3 - 8 LAS VEGAS

ibm.com/soa/impact2009

IBM[®]

May 3-8, 2009

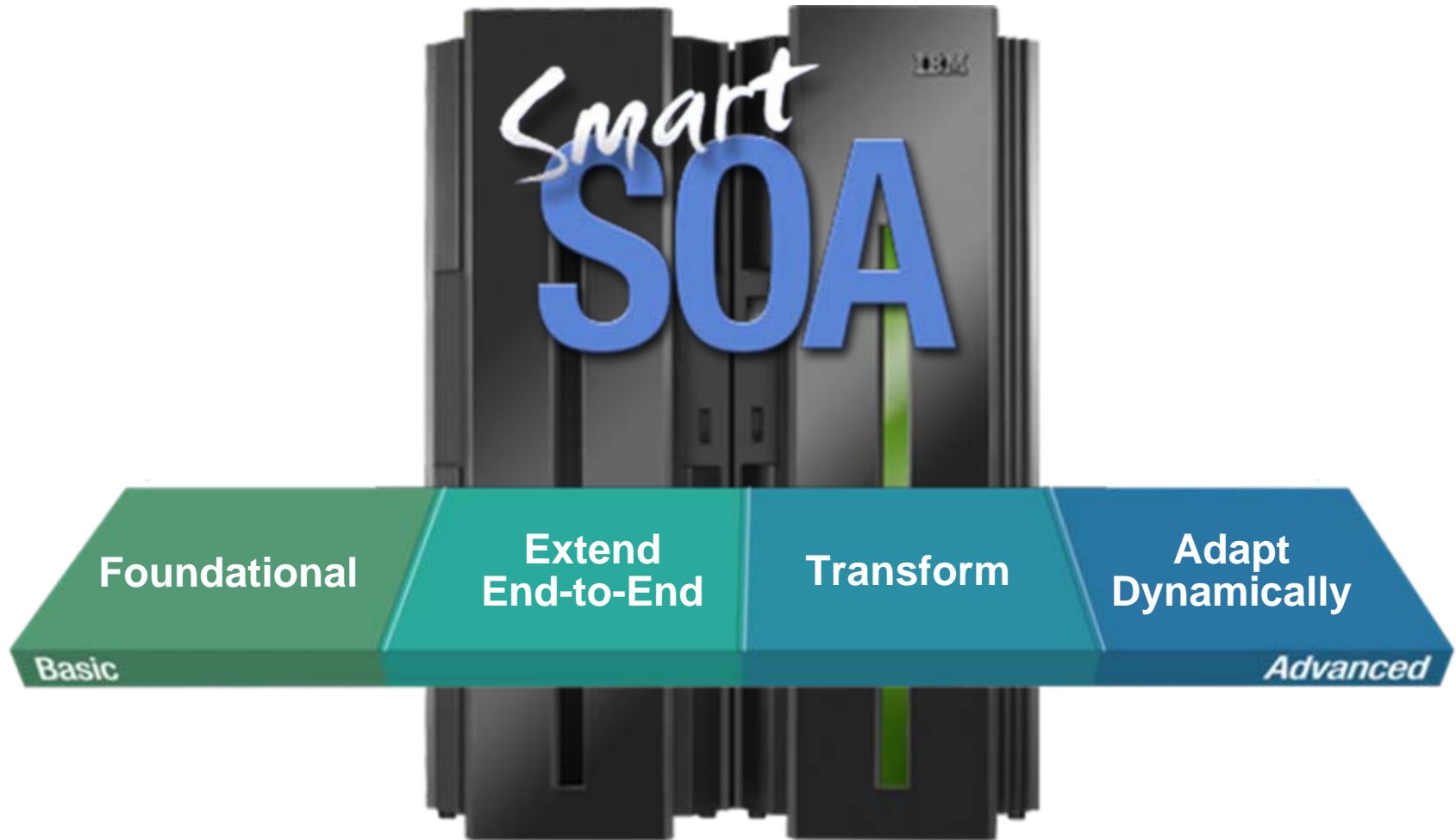
Venetian Resort & Hotel

World class entertainment and exciting keynote speakers



Register TODAY at ibm.com/soa/impact2009

The Future of Smart SOA™ is on System z



Solid Foundation for the Business Driven Decision Making

Smart
SOA

Thank You!

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