

Positioning Your Enterprise for Cloud, Analytics and Mobile Computing

Implementing hybrid clouds with z Systems

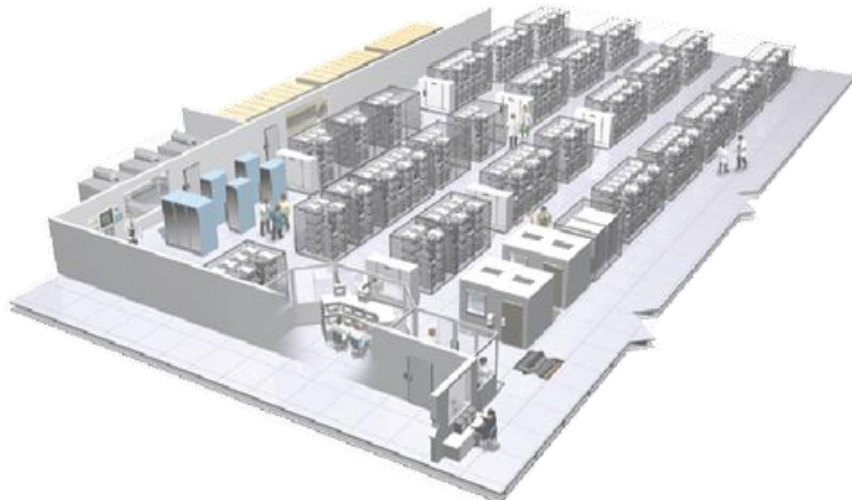


Sessions in this track

1. Positioning your enterprise for cloud, analytics and mobile computing
Break (15 minutes)
2. The mainframe and mobile computing: A perfect match
Break (15 minutes)
3. Scoring fast and winning big with analytics on z Systems
Lunch (60 minutes)
4. **Implementing hybrid clouds with z Systems**
Break (15 minutes)
5. Easy and agile development and administration for cloud, analytics and mobile computing
Break (15 minutes)
6. Building the business case for cloud, analytics and mobile computing

Cloud computing is being driven by two things...

- **A crisis in the data center...**
 - Proliferation of servers
 - Increased labor requirements
 - Lack of agility
 - Costs through the roof!



- **The new demands of digital business!**
 - New applications
 - New uses and usage patterns
 - New and different demands from clients

Businesses are rethinking how they engage, how they provide services, and how they conduct business

Cloud computing can be implemented in different ways

“ We need a platform that meets these requirements...

Elastic and scalable
Easy to administer
Easy to use
Always available
Very secure

Fast
Pay-as-you-go feature
Meets client service requirements
Runs what clients want

Private or public?
Some workloads or all
workloads? How do we decide?”

- Low cost of entry
- Pay-per-use
- Elastic

Off-Premises
(Public Cloud)



- Fully customizable
- Owned and managed
- Secure by design

On-Premises
(Private Cloud)

Use a fact-based, best fit approach!

Mainframe workloads are best fit ... *on the mainframe!*

- Platform is specifically designed for mission-critical business applications

Exceptional capacity, elastic and scalable

Purpose-built for high I/O transaction processing and batch workloads

Complete workload isolation, mature workload management

Highest availability, most reliable

Centralized management

Years of performance optimizations and fine-tuning

- Significant risk and cost are associated with off-loading data and applications

Steep cost of large amounts of data transfer

Government data security mandates

Loss of audit and governance control

Risk of extensive core proliferation

Challenges mandates for “green” data centers

Public clouds can be appropriate for some types of distributed workloads

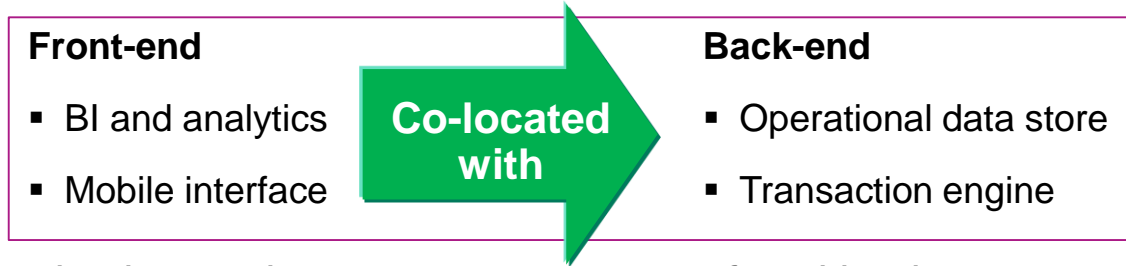
- Applications with data that is NOT extremely sensitive, or mandated to be on-site for company or government security reasons
- Applications that do NOT have tight connection to z-based data (co-location requirements)
- Applications that are priced per user, not per core
- Eliminate the function/service internally and/or take advantage of a richer, external offering
 - E.g., BlueMix hosted on Softlayer (for app development, Twitter data mining, etc.)



Mainframe workloads are extendable to hybrid applications incorporating public clouds!

Alternatively, some distributed workloads are best fit on private cloud platforms... *on z Systems!*

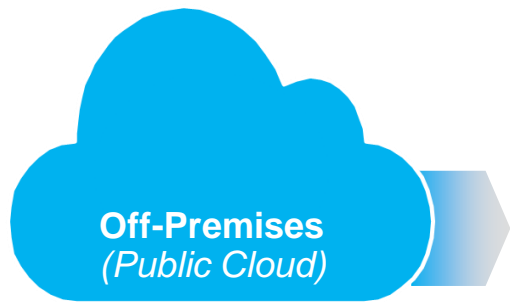
- Take advantage of co-location with z-based business assets



- Design imperatives mean many types of workloads are best fit on z Systems
- Workloads priced by core are typically much cheaper on z Systems
 - E.g., Oracle
- z Systems are designed for consolidation of large numbers of low utilization servers



A comprehensive *hybrid* cloud solution brings together the best of private *and* public clouds



Extend z-based assets to integrate with public cloud-based applications

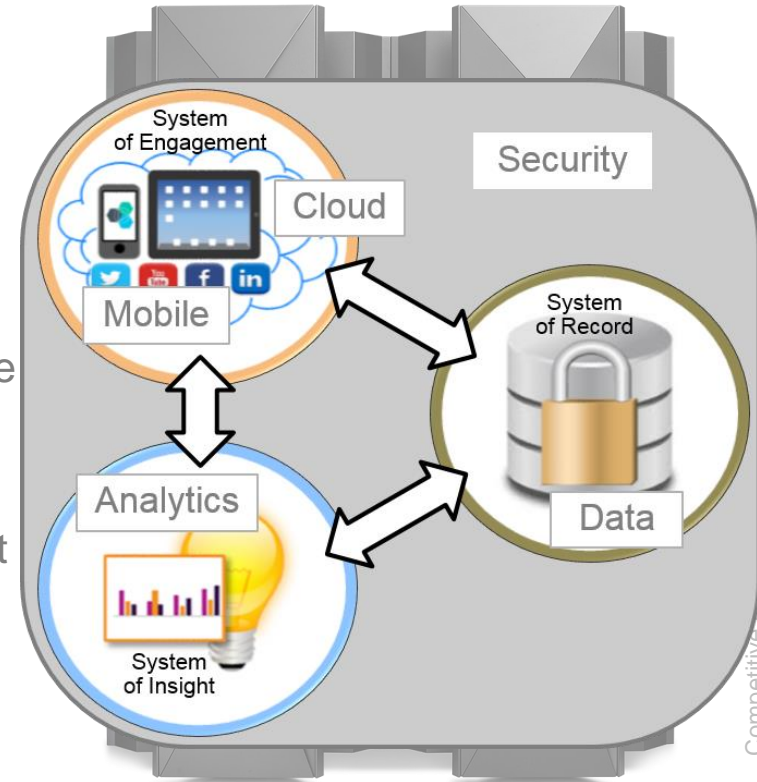
Consolidate best fit and co-location workloads onto private cloud on z Systems



Centralizing the private cloud on z Systems has huge advantages

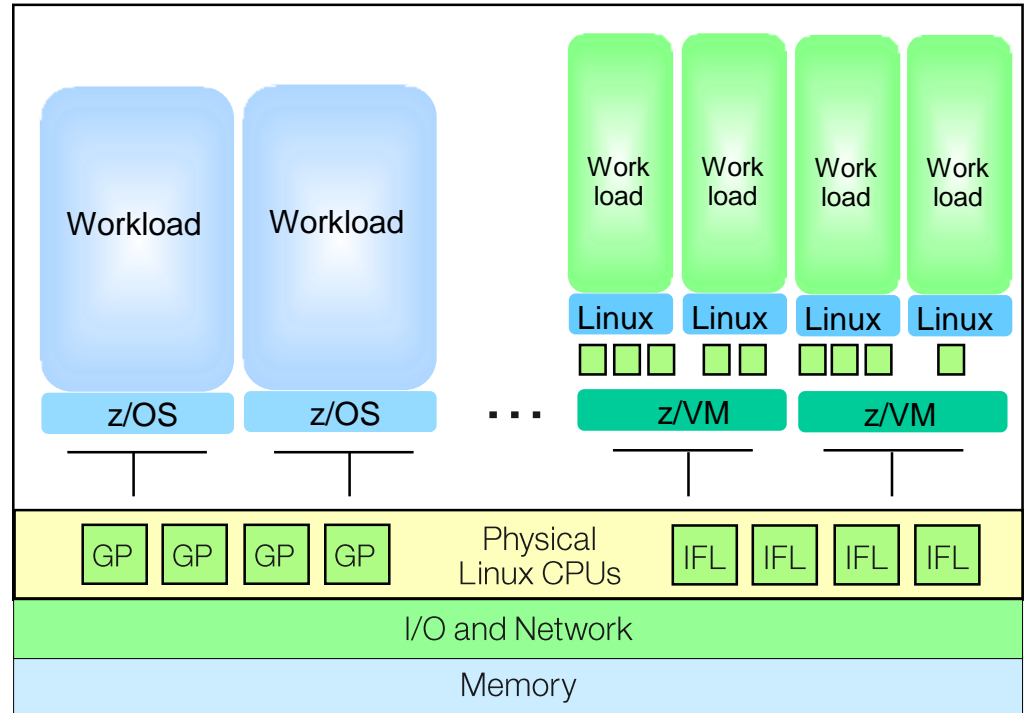
z Systems are **open systems...**
...and fully support Linux

- Designed to run huge numbers of workloads
 - Co-locate System of Engagement workloads with existing z-based assets, or
 - Consolidate on 100% Linux on z platform
- Most secure, most complete virtualization infrastructure
- Mature workload management guaranteeing service requirements
- Always available, completely reliable, and cost efficient
- Supports applications for easy deployment and management of all types of workloads, including complex business workloads



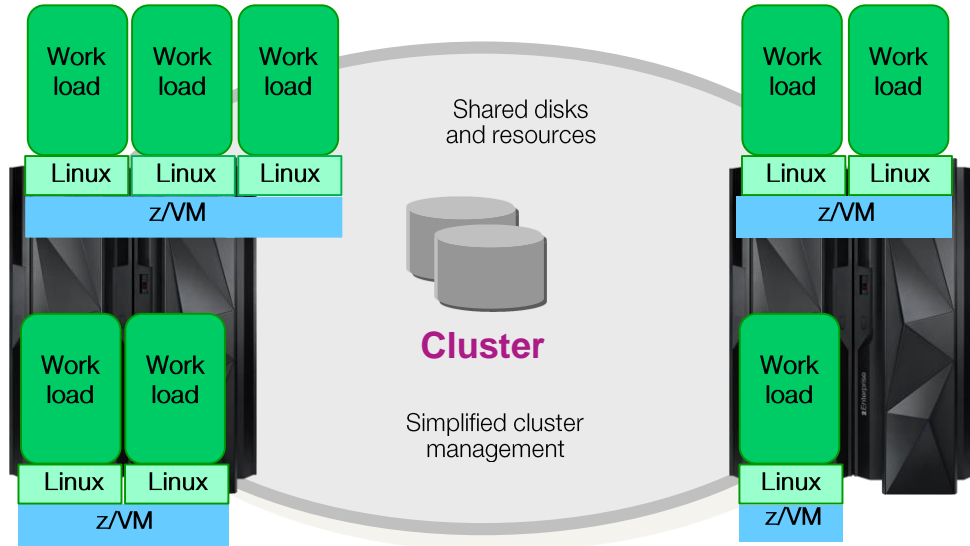
z Systems has a highly secure, multi-layered virtualization infrastructure

- Firmware virtualization layer rated at EAL5+ - *highest commercially available!*
 - x86 hypervisors can't meet that
 - Enables multiple z/VM instances per server
 - Guarantees workload isolation
- Software virtualization layer (z/VM) provides support for large numbers of Linux virtual servers



Huge numbers of workloads can be run on a z Systems private cloud

- Each z/VM instance can support *thousands* of Linux virtual guests
 - **10 TB memory** and increase in **number of LPARs** (from 60 to 85) in z13 leads to *even more* workloads
- **Capacity on Demand** allows addition of Linux cores on a temporary basis if need demands
- For large scale growth, **z/VM clustering** allows for up to 4 z/VM systems to be clustered in a single system image



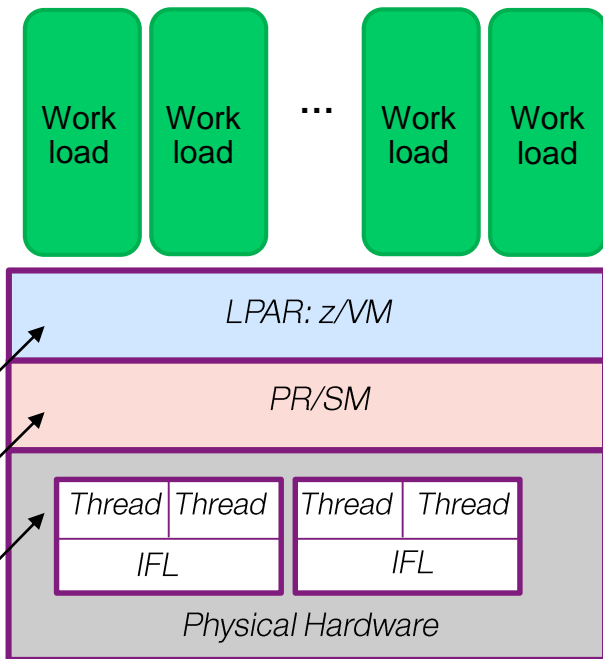
Several factors help make z Systems a cost effective platform for private cloud computing

- Consolidation of many workloads drives system **utilization** to very high levels – virtually eliminating any wasted or idle resources
- **CPU Pooling** in z/VM allows for creation of a pool of CPU resources available to a groups of virtual servers
 - Allows for better management of resources
 - Cost is managed across the whole pool, allowing for better cost per workload
- z13 with **Simultaneous Multi-threading** means each IFL can provide more capacity at the same cost (PVU cost remains the same)

Each IFL thread is essentially an independent processor, so each IFL has MORE capacity => more work can run per core

z/VM informs PR/SM that it will exploit SMT

PR/SM dispatches as appropriate to physical cores

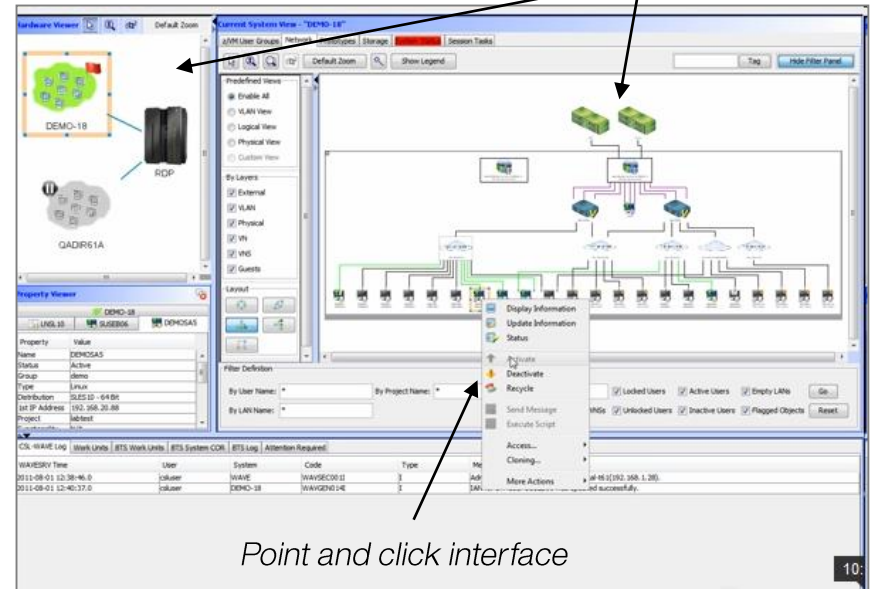


IBM Wave graphical Web-based tool simplifies management of z/VM and Linux workloads

IBM Wave virtualization management software for z/VM and Linux on z Systems platforms

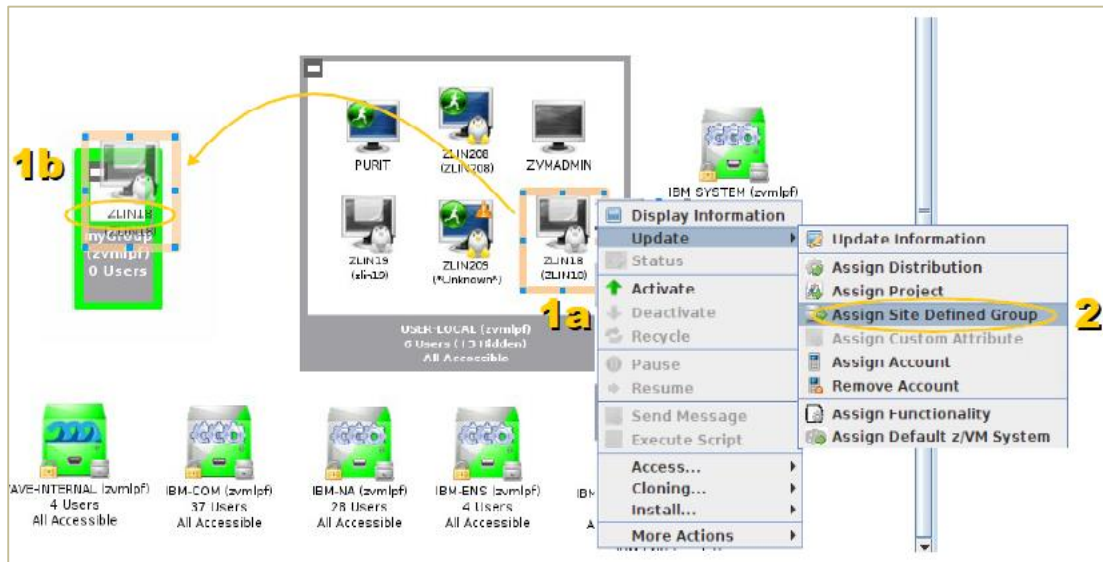
- Intuitive GUI-based workspace with powerful drag-and-drop capability
- Automatically detects all resources in the environment
- Simplifies and automates management
 - Monitors, provisions, relocate guests, manages user accounts
- Significantly reduces administration requirements and costs

Multiple views of all systems in the configuration

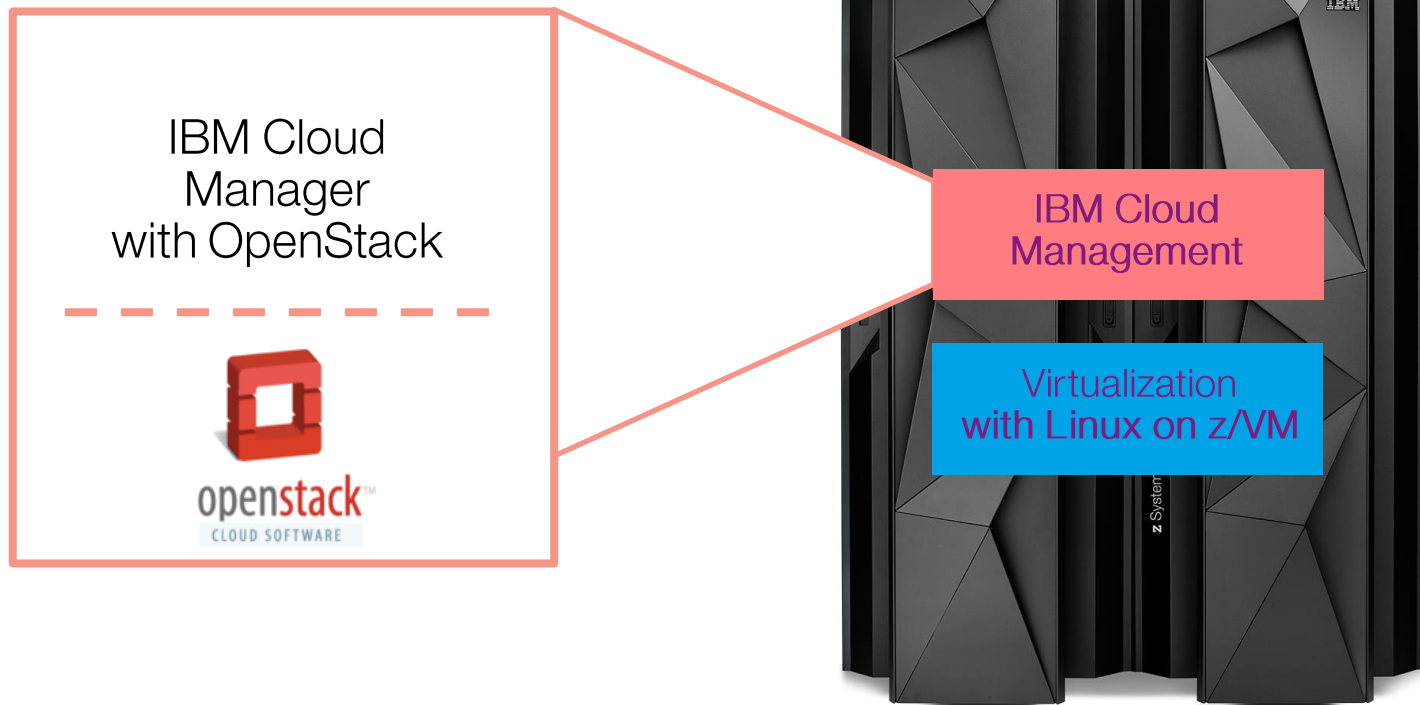


DEMO: Monitor z/VM resources and automate relocation of guests

- Monitor and manage resources and guests from a single GUI
- Relocate live guests
 - Use drag-and-drop (1)
 - or use context menu (2)



IBM and z Systems embrace OpenStack as a comprehensive, cloud management foundation



OpenStack is open source cloud computing software

- Open, Modular Design
 - Flexible architecture with open components enables options
- Vendor Interoperability
 - High quality, multi-vendor & user community = freedom from lock-in
- Rapid Innovation
 - Large community effort enables faster developmental effort

Platinum Sponsors



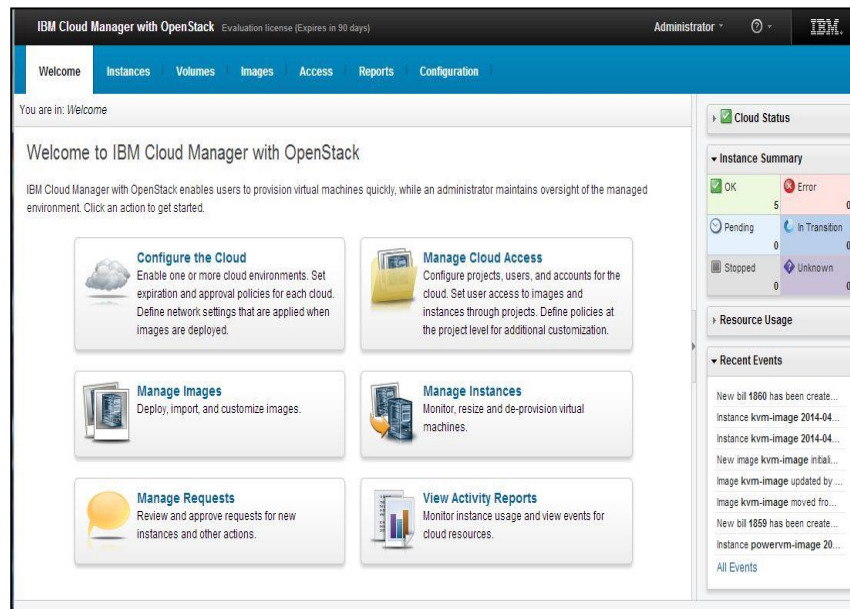
Gold Sponsors



IBM Cloud Manager with OpenStack includes self-service provisioning and management...

...for a first-class private cloud on z Systems

- Easy to deploy and use cloud management software based on OpenStack
- Self-service portal with role-based access control
- Automated provisioning of virtual servers and virtual image management
- Monitoring & metering, resource expiration and project approval policies
- Supports major hypervisors such as z/VM*, PowerVC, PowerKVM, KVM, Hyper-V, VMware



*Manage from z/VM system with z/VM appliance

DEMO: Self-service provisioning of cloud workloads...

...with IBM Cloud Manager with OpenStack

- Cloud administrator
 - Manage users/project
 - Configure images, approvals, expiration policies
- Cloud end user
 - Request image deployment
 - Start/stop/delete instances
 - View resource usage

The image shows a screenshot of the IBM Cloud Manager with OpenStack web interface. A cloud icon is overlaid on the interface, containing three stacked boxes: a green box labeled 'Workload', a light green box labeled 'Linux', and a blue box labeled 'z/VM'. The interface displays a deployment form for a workload named 'Deploy -rhel-bank-app'. The form includes fields for Name, Description, Project (set to Public), and Instances (set to 1). Under the Hardware section, the System is OpenStack Flavor, and the Flavor is 'm1_small'. The Flavor details show 1 vCPU, 2048 Memory (MB), and 20 Storage (GB). The interface also shows a 'Deploy' button and a 'Cancel' button. On the right side, there is a 'Cloud Status' panel with 'Instance Summary', 'Resource Usage' (Processors (CPU): 0.0, Memory (GB): 0.0, Storage (GB): 0.0), and 'Recent Events'.

IBM provides a set of custom patterns to quickly deploy complex cloud workloads on z Systems

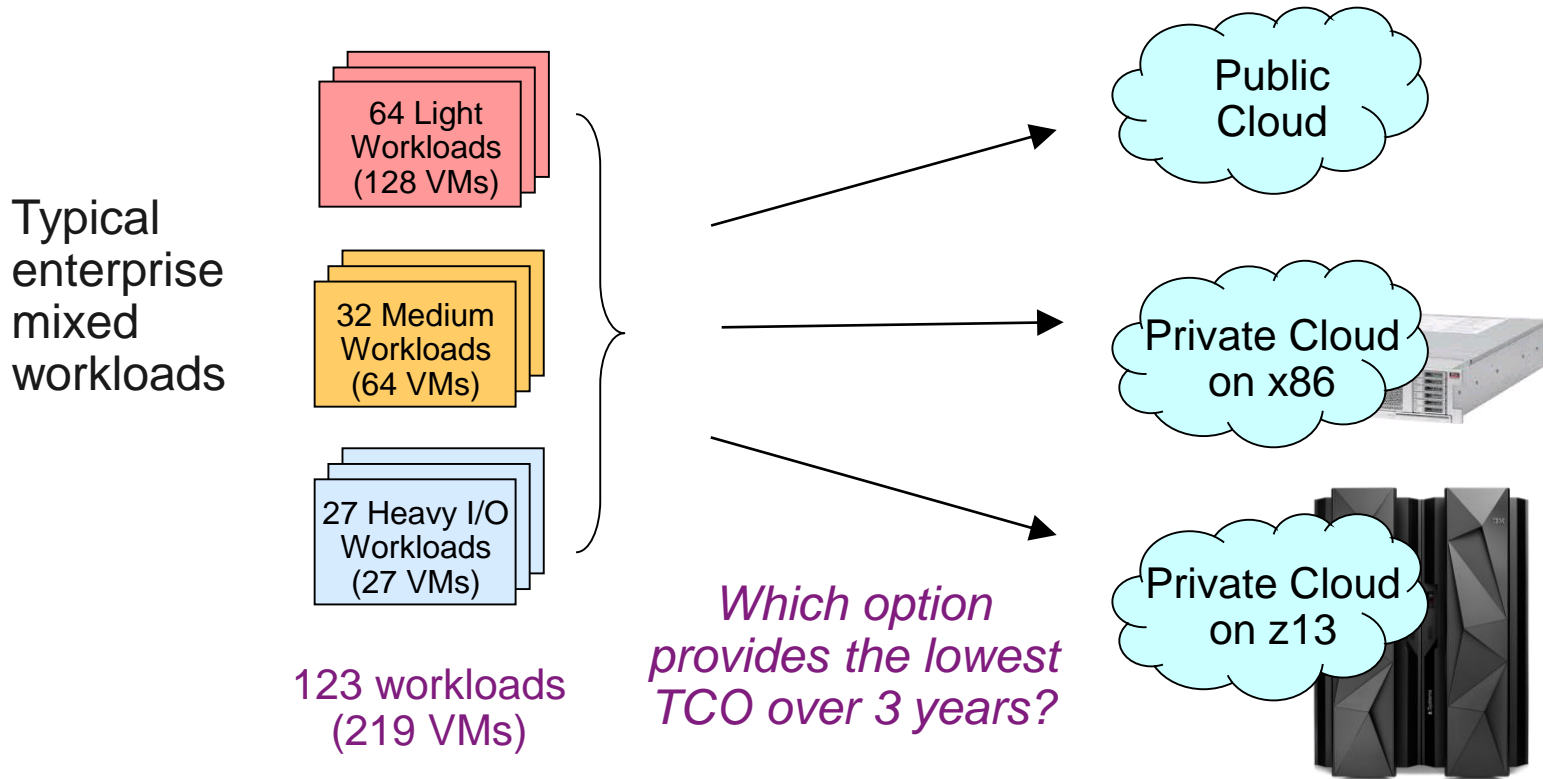
- Standardizes and automates deployment to reduce errors/fix
- Reduces need for deep product skills
- Improves quality of delivery
- Reduces labor costs

12 patterns
for key z Systems
portfolio

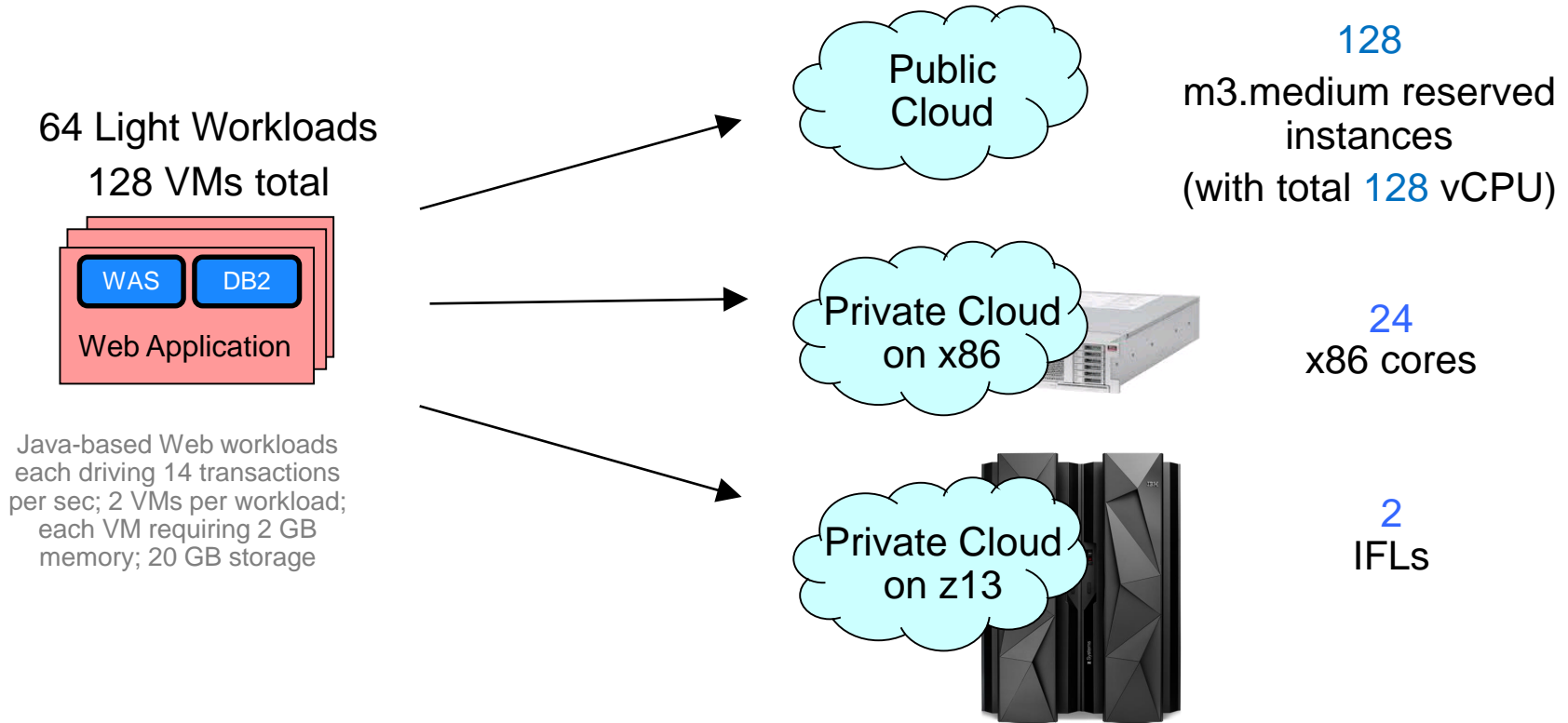
WAS Network Deployment
WAS Liberty
ODM Decision Server
ODM Decision Center
Integration Bus
DB2

Business Process Server
Business Process Center
Business Monitor
WebSphere Portal
WebSphere MQ
MobileFirst Platform

Tests show cost-effectiveness of private clouds on z Systems



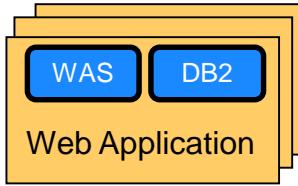
Light workloads can be deployed on a smaller footprint on z Systems



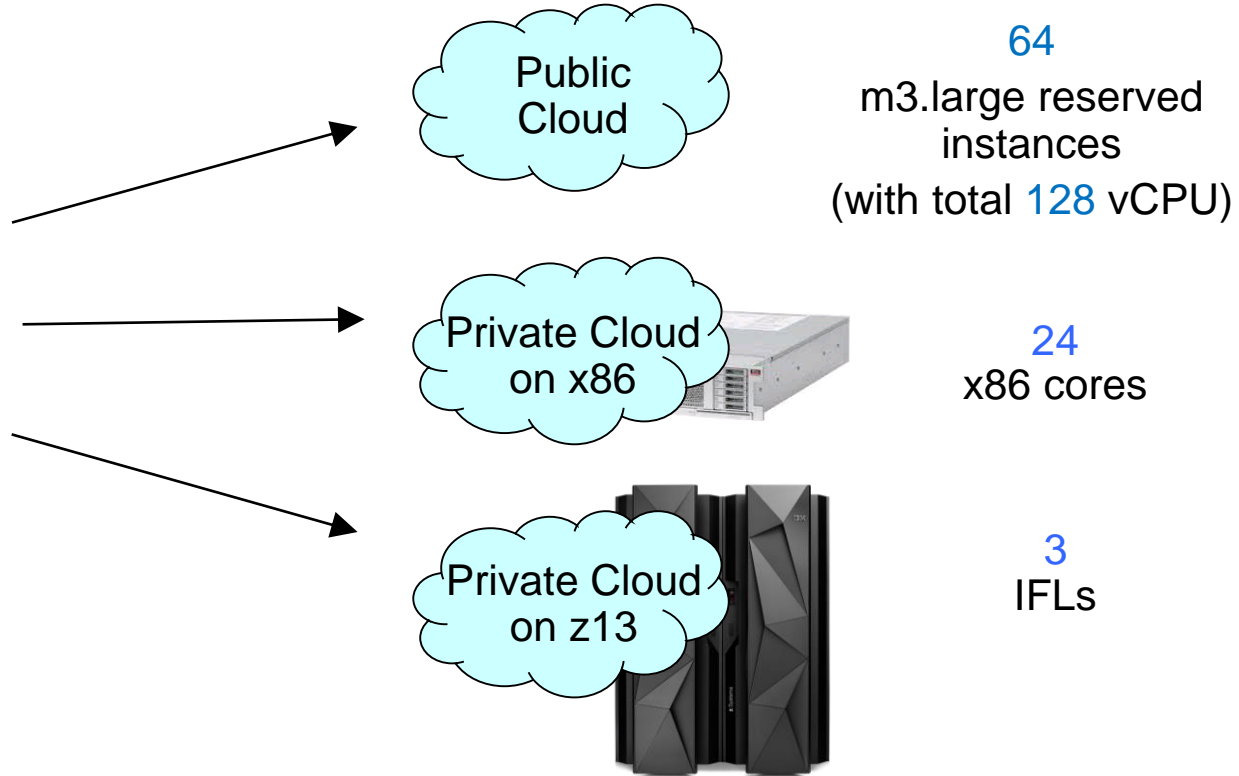
System configurations are based on equivalence ratios derived from IBM internal studies.

Medium workloads can also be deployed on a smaller footprint on z Systems

32 Medium Workloads
64 VMs total



Java-based Web workloads
each driving 77 transactions
per sec; 2 VMs per workload;
each VM requiring 4 GB
memory; 20 GB storage

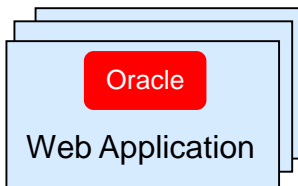


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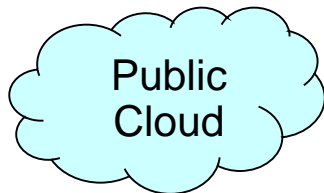
Even heavy I/O workloads can be deployed on a smaller footprint on z Systems

27 Heavy I/O Workloads

27 VMs total



Heavy I/O database workloads
each driving 255 transactions
per sec; each VM requiring
122 GB memory and
540 GB storage



27
r3.4xlarge reserved
instances
(with total 432 vCPU)



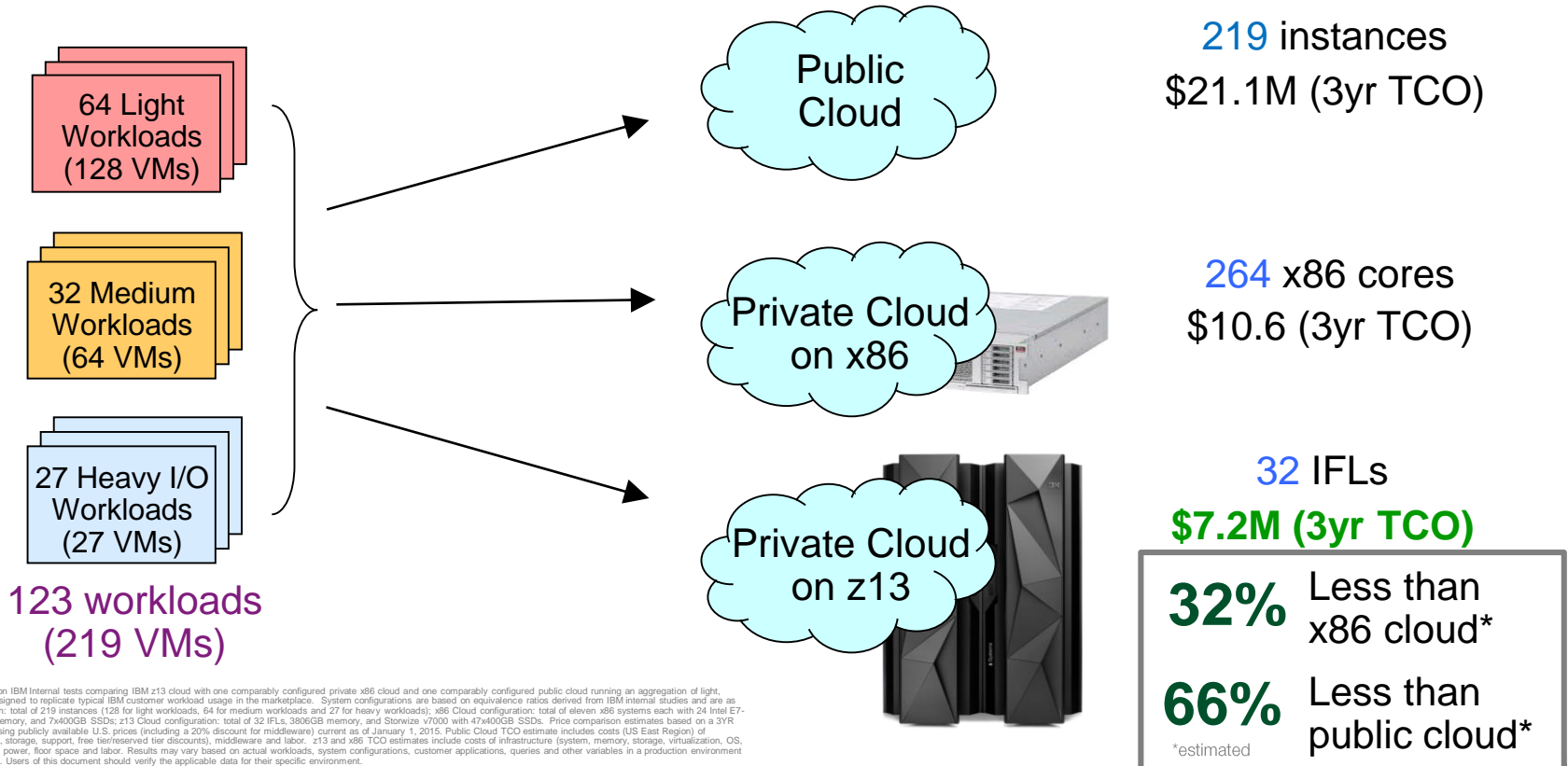
216
x86 cores



27
IFLs

System configurations are based on equivalence ratios derived from IBM internal studies.

The private cloud on z13 yields the lowest TCO



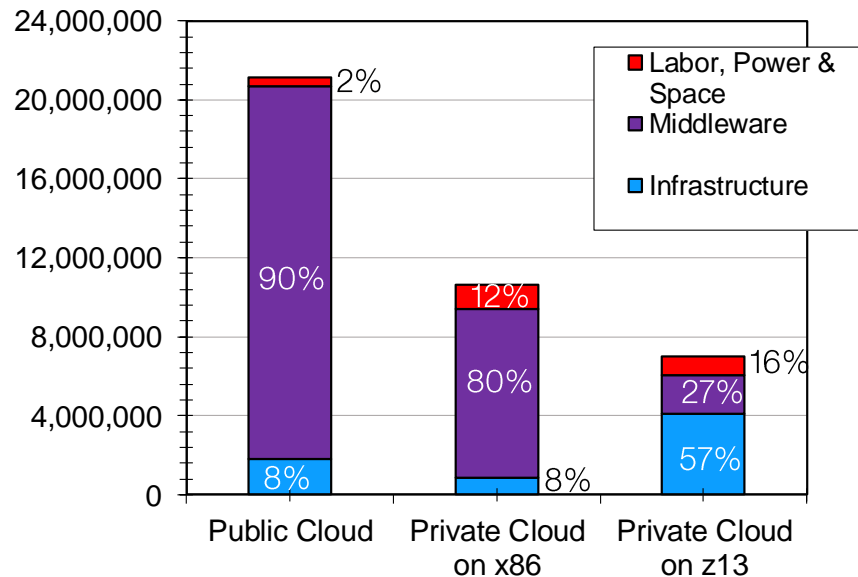
Performance comparison based on IBM internal tests comparing IBM z13 cloud with one comparably configured private x86 cloud and one comparably configured public cloud running an aggregation of light, medium and heavy workloads designed to replicate typical IBM customer workload usage in the marketplace. System configurations are based on equivalence ratios derived from IBM internal studies and are as follows: Public Cloud configuration: total of 219 instances (128 for light workloads, 64 for medium workloads and 27 for heavy workloads); x86 Cloud configuration: total of eleven x86 systems each with 24 Intel E7-8857 v2 3.0GHz cores, 512GB memory, and 7x400GB SSDs; z13 Cloud configuration: total of 32 IFLs, 3806GB memory, and Storwize v7000 with 47x400GB SSDs. Price comparison estimates based on a 3YR Total Cost of Ownership (TCO) using publicly available U.S. prices (including a 20% discount for middleware) current as of January 1, 2015. Public Cloud TCO estimate includes costs (US East Region) of infrastructure (instances, data out, storage, support, free tier/reserved tier discounts), middleware and labor. z13 and x86 TCO estimates include costs of infrastructure (system, memory, storage, virtualization, OS, cloud management), middleware, power, floor space and labor. Results may vary based on actual workloads, system configurations, customer applications, queries and other variables in a production environment and may produce different results. Users of this document should verify the applicable data for their specific environment.

A breakdown shows how middleware costs soar on both the x86 cloud and the public cloud

Factors that contribute to the lower z Systems costs:

- SMT-enabled IFLs
- Larger memory support
- Fast I/O
- Reduced middleware licensing costs
- Reduced labor costs
- Reduced power and space

Case Study: 123 Workloads (219 VMs)



Performance comparison based on IBM Internal tests comparing IBM z13 cloud with one comparably configured private x86 cloud and one comparably configured public cloud running an aggregation of light, medium and heavy workloads designed to replicate typical IBM customer workload usage in the marketplace. System configurations are based on equivalence ratios derived from IBM internal studies and are as follows: Public Cloud configuration: total of 219 instances (128 for light workloads, 64 for medium workloads, and 27 for heavy workloads); x86 Cloud configuration: total of eleven x86 systems each with 24 Intel E7-8857 v2 3.0GHz cores, 512GB memory, and 7x400GB SSDs; z13 Cloud configuration: total of 32 IFLs, 3809GB memory, and Storwize v7000 with 47x400GB SSDs. Price comparison estimates based on a 3YR Total Cost of Ownership (TCO) using publicly available U.S. prices (including a 20% discount for middleware) current as of January 1, 2015. Public Cloud TCO estimate includes costs (US East Region) of infrastructure (instances, data out, storage, support, free tier/reserved tier discounts), middleware and labor. z13 and x86 TCO estimates include costs of infrastructure (system, memory, storage, virtualization, OS, cloud management), middleware, power, floor space and labor. Results may vary based on actual workloads, system configurations, customer applications, queries and other variables in a production environment and may produce different results. Users of this document should verify the applicable data for their specific environment.

Packaged solutions enable easy, low-cost adoption of Linux and Cloud on z Systems

IBM Enterprise Linux Server



Standalone z Systems server with IFLs, memory, I/O connectivity, etc.

Hypervisor and Virtualization Management

Standard Linux Environment

- Red Hat/SUSE available from distribution partners

- For new Linux workload deployments and consolidations



IBM Enterprise Cloud System

Builds on top of Enterprise Linux Server

Adds Storage and Cloud Management



Trusted, 24/7 IBM Support

- Factory Integrated
- Delivered in 45 Days
- Production Ready in Hours

Businesses worldwide are building enterprise grade cloud platforms on z Systems

NY Municipal Shared Services Cloud



Shared services cloud on the mainframe will deliver services to local governments

Cloud model is predicted to eliminate **25%** of IT budget

Growing MSP uptake with new partnerships around the world



Efficiently delivering high quality services to clients

Integrate z Systems with new public cloud applications



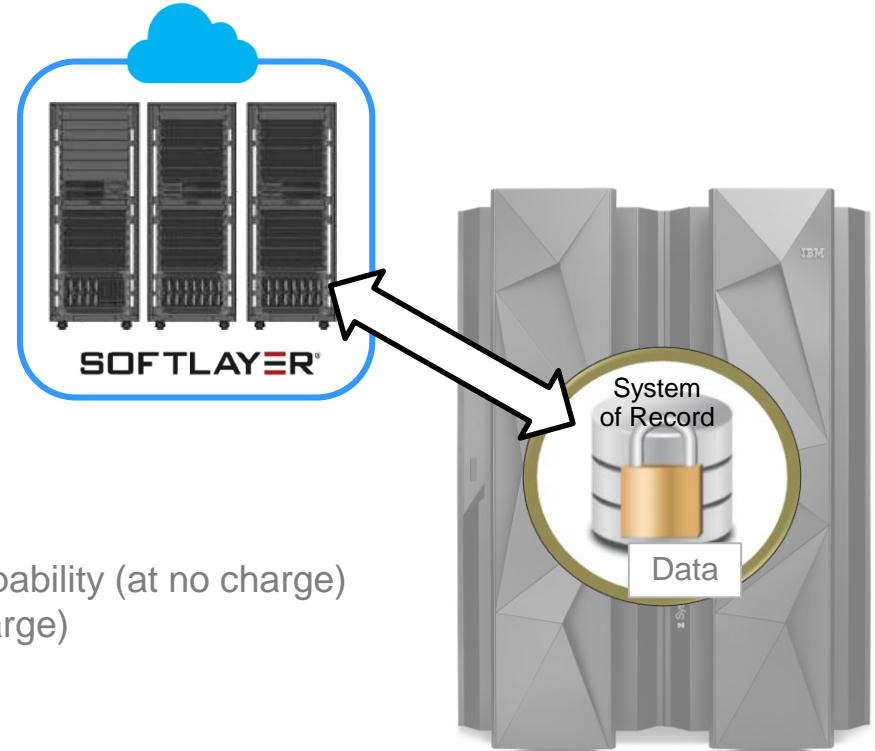
SoftLayer provides off-premises cloud infrastructure (IaaS) capabilities



- Mix and match bare metal servers, virtual server instances and dedicated virtualized environments – and manage them from a single control pane or API
- All workloads deployed on-demand and provisioned automatically in real-time
- Hourly or monthly... physical or virtual... dedicated or shared
- Hybrid Cloud Connect Test Drive – optimizes integration of SoftLayer and z Systems

Hybrid Cloud Connect Test Drive is a no-charge IBM Service

- Customer Requirements:
 - A SoftLayer account
 - IPsec-capable network equipment
 - A connection through firewall to SoftLayer
 - A dedicated network expert, plus distributed and z Systems administrators on call during implementation
 - A VM instance (of any type) on client site to test connectivity
- IBM Provides:
 - An expert to setup the secure network gateway
 - 3 months of SoftLayer Gateway-as-a-Service capability (at no charge)
 - 3 months of 1 SoftLayer Virtual Server (at no charge)



Bluemix – built on SoftLayer – is IBM's new platform for rapid application development

Bluemix service categories

- DevOps
- Big Data
- Mobile
- Watson

- Business Analytics
- Web and application
- Data Management

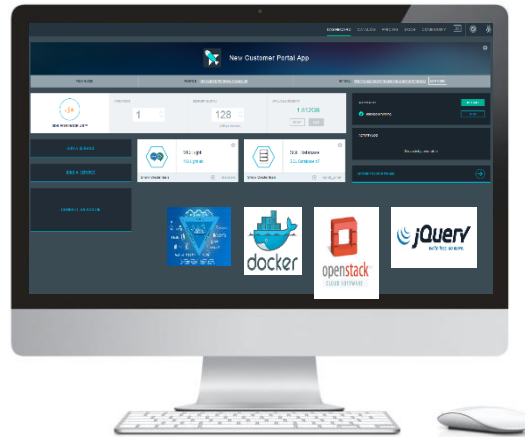
- Security
- Internet of Things
- Cloud integration

Build, run, scale, manage, integrate & secure applications in the cloud

Developer experience

- Rapidly deploy and scale apps in any language
- Compose apps quickly with useful APIs and services
- Built on open standards
- Provides DevOps services

**Days vs. months
from idea to running
applications**



Built on a foundation of open technology

Enterprise capability

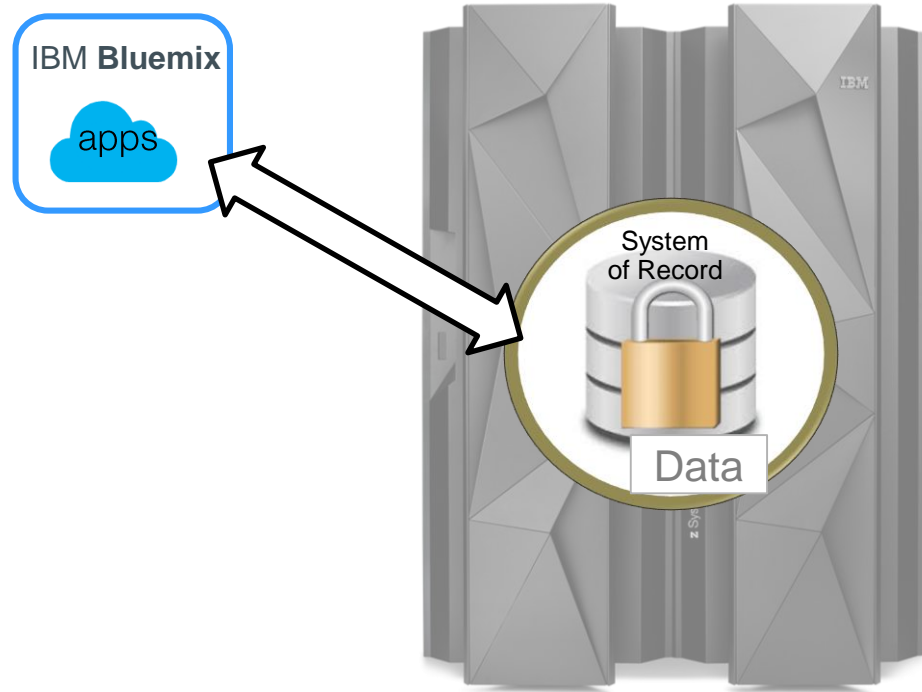
- Securely integrate with existing on-premises data and systems
- Choose from flexible deployment models

**Fast and simple
integration
with z Systems
system of record**

Integrate Bluemix with on-premises business assets on z Systems...

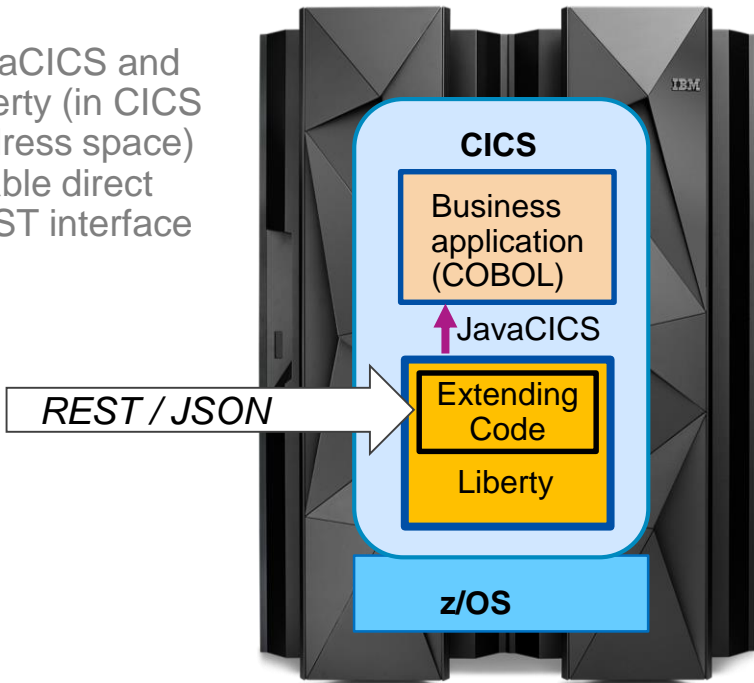
...securely connect to and leverage data from existing Systems or Record

- Integrate with secure connectors
 - **Secure Gateway**
 - Provides secure connectivity with encrypted tunnel between Bluemix applications and on-premises apps and data
 - **DataPower connector**
 - Leverages on-premises DataPower deployment as a secure gateway connection between on-premises resources and Bluemix applications
- Make on-premises apps and data available as REST APIs for Bluemix applications

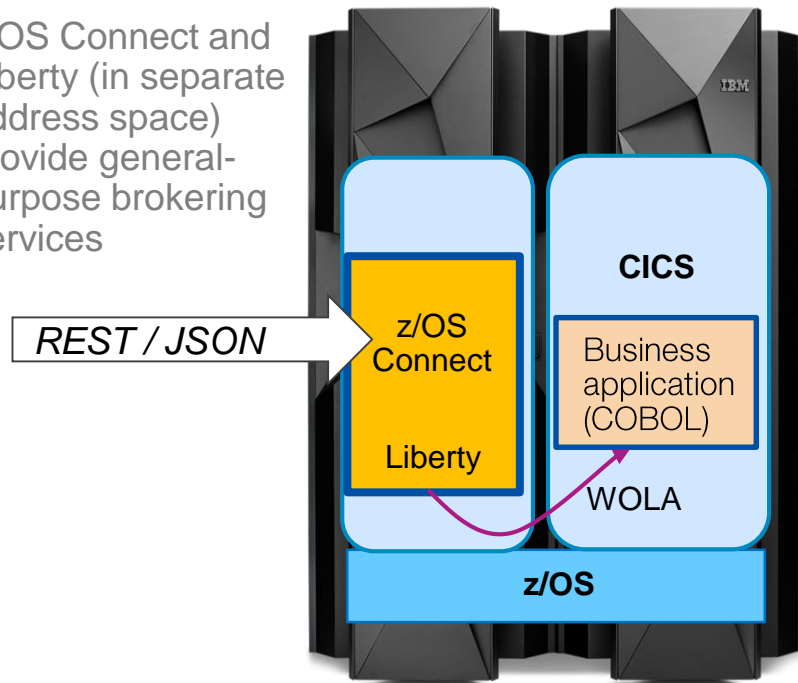


z Systems supports REST and Java, simplifying connectivity

JavaCICS and Liberty (in CICS address space) enable direct REST interface



z/OS Connect and Liberty (in separate address space) provide general-purpose brokering services

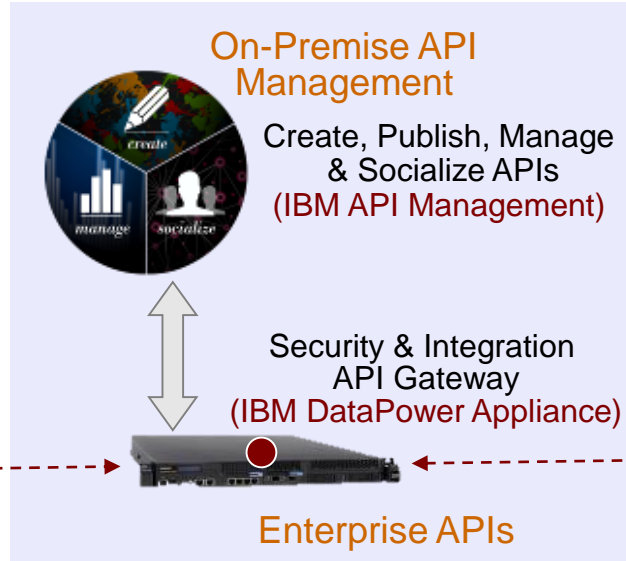


IBM API Management opens z Systems for the API Economy

Mobile, cloud and third-party applications

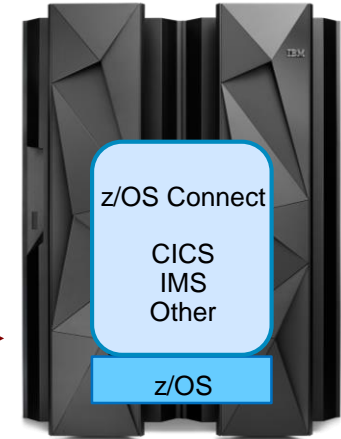


3. Mobile/Cloud App Enablement



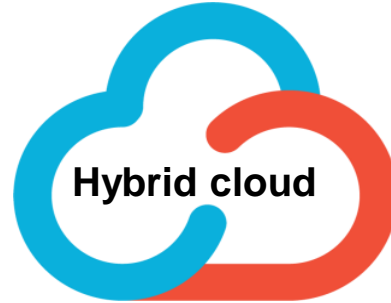
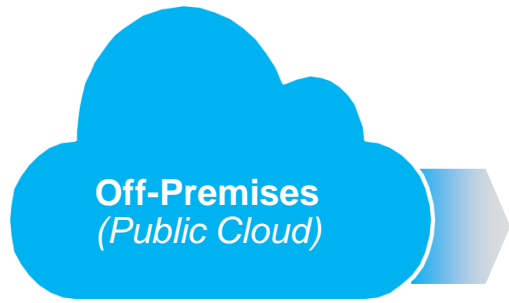
2. Develop Enterprise APIs

Enterprise Transaction Processing



1. Develop Services (Web Services or REST)

IBM z Systems – the best private cloud platform, and extendable to new public cloud applications



- Keep mainframe workloads on the mainframe
- Consolidate best fit and co-location workloads onto private cloud on z Systems
- Extend z-based assets to integrate with public cloud-based applications

