Play-book to sell Database Tools

DB2. Data Management Software

e business software

The Plays

- We have identified 15 DB2, DB2 for MP and IMS tools plays, which have
  - ► Can be identified and driven by brand sales and Business Partners
  - ► Short sell-cycles
  - ► Relatively small avg. deal sizes
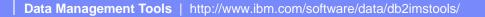 - ► Minimal Services/migration involvement
  - ► Strong Individual value props
-

DB2 -Top Opportunites for additional DM Tools

Key Plays	Customer has this...	Sell this...	Number EMEA opps	Average Deal Size
		Stand Alone Tool sales that don't always involve Migration services		
Play 1	DB2, no DB2 Log Analysis Tool	DB2 Log Analyser Tool, DB2 Object Restore	1700	$92k
Play 2	DB2 V7 & DB2 Utilities Suite	DB2 Automation Tool, DB2 High Performance Unload	310	$104k
Play 3	DB2, no DB2 Performance Monitor OR have just the existing PM product	DB2 Performance Expert (which includes DB2 Buffer pool Analyser) DB2 QM	1600	$112k
Play 4	DB2 V7 backlog (Customers that are in the process of upgrading to DB2 V7)	DB2 Utilities Suite, DB2 Automation Tool, DB2 High Performance Unload	70	$134k
Play 5	DB2 PM MLC. Out of service. Supports only DB2 V5/V6	DB2 PM OTC. Supports DB2 V7. Refer to play 3.	800	100K
Play 6	DB2 DROP MLC. Product is out of service	DB2 DROP OTC. Product has many improvements. Support DB2 V7	400	100K

PLAY 1

- Log Analysis Tool (For DB2 z/OS V5, V6, V7 customers)
  - ► Potential competitors CA Log Analyzer and BMC Log Master
  - ► This tool is very useful for auditing purposes - identifying what data was changed by who and when
  - ► Can also be used to aid recovery (generation of undo and redo SQL)
  - ► Can also be used for basic data propagation (redo SQL)
  - ► Main customer pain points
    - DBA's need to diagnose data corruption (dev team saying 'it wasn't our pgm!')
    - Produce regular reports of access to key tables
    - errant program corruption of data - how do we figure out what to fix without loosing other valid program updates
  - ► Sell to customers who
    - have a requirement to audit access to data
    - Need to diagnose reason for data corruption
    - who need to generate undo and redo SQL for recovery purposes
    - want to apply DML run against one table against a shadow copy of that table

PLAY 1 cont.....

- Object Restore Tool (For DB2 z/OS V5, V6, V7 customers)
  - ► Restores dropped DB2 objects and related dependencies
  - ► Objects can also be recovered to a preferred "point in time"
  - ► Integrates with DB2 Log Analysis Tool V1.2 for enhanced data recovery
  - ► Main customer pain points
    - − DB2 object dropped by mistake, no way of recovering the object definition, no way to use the DB2 log or Image copies to recover the data, no way of recovering dependent objects dropped as a result of dropping the object
  - ► Sell to customers who
    - − have lost the DDL of objects that have been dropped or who want to create a specific version of a DB2 object, with or without related table data

PLAY 2

- Automation Tool (For DB2 z/OS V5, V6, V7 customers)
  - ▶ Competitor Products - Platinum DB Analyser, BMC DASD Manager
  - ▶ Often this type of functionality has been implemented by the DBA's using scripts (eg REXX) - so not a competitve tool replacement
  - ▶ Main customer pain points
    - – DBA scripts outdated - don't always leverage the latest utility features
    - – DBA scripts difficult to maintain when new versions and releases come out
    - – DASD related callout because scripts do not allocate correct amount of space
    - – reorgs being run as a matter of course - not on an as needed basis
  - ▶ Sell to customers who have the IBM utlitity suite (tool doesn't work with the ISV utilities)
  - ▶ Should form part of what we propose to customers moving to the V7 utilities

PLAY 2 cont.....

- High Performance Unload Tool (For DB2 z/OS V5, V6, V7 customers)
  - ▶ Potential competitors CA RC Unload and BMC Unload Plus
  - ▶ This tool provides additional speed for DB2 z/OS V5 and V6 customers
  - ▶ The tool also provides additional functionality over and above the basic DB2 z/OS V7 UNLOAD Utility
  - ▶ This tool has a common GUI interface for both DB2 z/OS and multiplatform flavours of DB2 (also has a native ISPF interface for z/OS)
  - ▶ Main customer pain points
    - − batch window too small to allow completion of required unloads
    - − processing to populate other environments (DB2 and non-DB2) with data from a DB2 database takes too long and is too complex
  - ▶ Sell to customers who
    - − have a need to unload large volumes of data from DB2 tables for populating MIS, development or pre-production environments
    - − have DB2 on multiple platforms

PLAY 3

- DB2 Performance Expert (For DB2 z/OS V5, V6, V7 & Multiplatform customers)
  - ► Integrates and provides common user interfaces, ISPF and workstation GUI, for the functions of:
    - DB2 Performance Monitor for z/OS
    - DB2 Buffer Pool Analyzer for z/OS
    - New Application Performance Expert Facilities.
- Customers most likely have an ISV product
  - CA
  - BMC Mainview
  - Candle Omegamon
  - Landmark TMON
  - ► If so, treat as competitive winback opportunity
  - ► Difficult sell if customers have a complementary suite of ISV monitoring products (esp Candle/Landmark)
    - DB2, CICS, IMS, MVS etc

PLAY 3 cont.....

- If customer has no monitor or has the base DB2 PM product - This is a very good opportunity !
  - ► Main customer pain points
    - – Badly performing application code - DBA's can't quickly diagnose where the problem is, causes disruption of the DB2 service and bad SLA ratings
    - – DB2 Subsystem is not running optimally - waste of resource
    - – Capacity planning - detailed understanding of DB2 resource usage for planning purposes
  - ► Performance Expert for DB2 z/OS encompasses DB2 PM and BP Analyser tools
  - ► Sell to customers who
    - – have no DB2 Performance Monitor OR have the old DB2 PM MLC product
    - – have DB2 on multiple platforms and/or z/OS - common tool interface for DB2 z/OS and DB2 Multiplatform
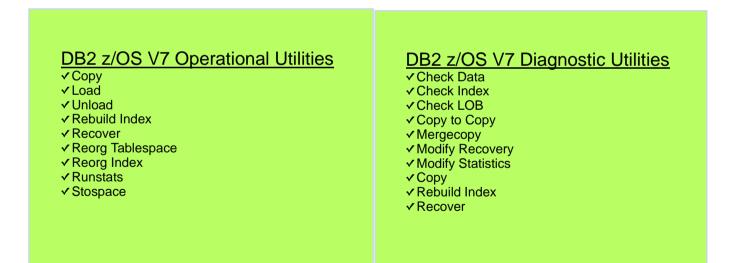
PLAY 3 cont.....

- DB2 Query Monitor (For DB2 z/OS V5, V6, V7 customers)
  - ► Potential competitors CA's Detector
  - ► This tool is highly complementary to the DB2 Performance Expert tool
  - ► This tool locates problem queries as they execute, and identifies users and locations that issue problem queries
  - ► Allows you to set thresholds that automate early warnings and corrective action
  - ► Lets you spot trouble before it can cause significant waste of DB2 resources
  - ► Main customer pain points
    - – Performance problems in their production environment because of resource hungry SQL
    - – SQL that abends regularly uses up unneccessary CPU
  - ► Sell to customers who
    - – have limited ability to quickly identify and control badly performing SQL
    - – No simple way of monitoring SQL that is abending regularly

PLAY 4

- Pricing has changed with DB2 z/OS V7
  - ► For legal reasons the DB2 utilities have been 'unbundled' from the base database when customers purchase DB2 z/OS V7
  - ► DB2 z/OS V7 utilities are OTC revenue
  - ► 85% of DB2 z/OS V7 Customers have bought the IBM utilities
  - ► DB2 Utilities are sold in suites
    - **NB** unlike the ISV utilities it is not possible to purchase single IBM DB2 utilities
- Customer could have ISV utilities
  - ► CA Utilities (Fast Load, Unload, Recover..)
  - ► BMC Utilities (Load Plus, Copy Plus, DASD Manager Plus, Recover Plus..)
  - ► If so, treat as competitive winback opportunity

PLAY 4 cont.....

- There are 2 DB2 V7 Utility Bundles
  - ▶ DB2 z/OS V7 Operational Utilities
  - ▶ DB2 z/OS V7 Diagnostic Utilities
- Customers can buy the suite of IBM utilities (both bundles together) or can buy each bundle separately (Most cutomers buy the whole suite)

<table>
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DB2 z/OS V7 Operational Utilities
- ✔ Copy
- ✔ Load
- ✔ Unload
- ✔ Rebuild Index
- ✔ Recover
- ✔ Reorg Tablespace
- ✔ Reorg Index
- ✔ Runstats
- ✔ Stospace

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DB2 z/OS V7 Diagnostic Utilities
- ✔ Check Data
- ✔ Check Index
- ✔ Check LOB
- ✔ Copy to Copy
- ✔ Mergecopy
- ✔ Modify Recovery
- ✔ Modify Statistics
- ✔ Copy
- ✔ Rebuild Index
- ✔ Recover

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PLAY 4 cont.....

- Customers have to have utilities to support the database environment
  - ► Main customer pain points
    - – ISV Utilities operate outside the control of DB2 (Internal structures of DB2 subject to change with each new release)
  - ► Sell to customers who
    - – are worried about the ability of the ISV utilities to keep up to date with changes in the underlying DB2 object structures
  - ► Should sell DB2 Automation Tool with the utilities
  - ► Possibility to also sell DB2 High Performance Unload -HPU-(this is a separate product and does not form part of the utilities suite - HPU is also applicable for customers with DB2 multiplatform)

PLAY 5

- DB2 PM MLC. Out of service. Supports only DB2 V5/V6
  - ► Refer to Play 3 for details

PLAY 6 (DPropR MLC. Product is out of service.)

- DPropR
  - ► Potential competitors: BMC (for mainframe-only simple copy)
  - ► This tool captures data changes against a source database automatically and propagates the changes to a target database (DB2/zOS or DB2/LUW)
  - ► DPropR extends replication to distributed, heterogeneous databases, by combining with DataJoiner (soon to be Information Integrator)
  - ► Significant enhancements in DPropR V8
    - – Transactional Capture & Apply, supports target database referential integrty, which means that you can use DPropR V8 for disaster recovery.
    - – New Peer to Peer replication model provides new distributed system design options.
    - – New Replication Center makes administration much easier, and also provides support for operational control, monitoring and alerts.
    - – Multi-Threaded Capture & Apply, gives scaleability & performance boost.

PLAY 6 (DB2 DPROP MLC. Product is out of service.)

- DPropR
  - Main customer pain points
    - New Business Intelligence applications require feeds of very up to date data. DPropR can provide copy data in under a minute.
    - Large number of home written scripts that do data replication - high degree of maintenance required on these
    - Copy Management of large base data volumes, with smaller change data volumes, is expensive. Replication only has to handle the changes and means not having to do a full data refresh
  - Sell to customers who
    - have a need to do asyncronous DB2 data replication for Warehousing or other OLTP applications
    - spend a large amount of time creating and maintaining home written scripts to replicate/copy data
    - have network performance and bandwidth problems because of the amount of data being copied across the network

DB2 MultiPlatform -Top Opportunites for additional DM Tools

Key Plays	Customer has this...	Sell this...	Number EMEA opps	Average Deal Size
Play 1	SAP, PeopleSoft or Siebel on DB2 AIX, Windows, Linux, HP-UX, Solaris	Recovery Expert, PerformanceExpert (please see Play 3 of the DB2 z/OS section for details)	700	$16k
Play 2	DB2 on z/OS AND AIX, Windows, Linux, HP-UX, Solaris	Performance Expert, Table Editor, Web Query Tool	unknown	$15k
Play 3	DB2 data that feeds a large Data Warehouse OR large DB2 Data Warehouse and DataMarts	High Performance Unload	unknown	$8k

PLAY 1

- Recovery Expert (For DB2 MultiPlatform customers)
  - ► Potential competitors - BMC Patrol
  - ► This tool is very useful for ERP and/or CRM implementations where data availability is a key business requirement
  - ► This tool guides DBA's through the recovery process
  - ► Also very useful for auditing purposes
  - ► Main customer pain points
    - – Recovery activites can take a long time and can be error prone
    - – DB2 object dropped by mistake, no way of recovering the object definition, no way to use the DB2 log or Image copies to recover the data, no way of recovering dependent objects dropped as a result of dropping the object
    - – DBA's need to diagnose data corruption (dev team saying 'it wasn't our pgm!')
    - – errant program corruption of data - how do we figure out what to fix without loosing other valid program updates
  - ► Sell to customers who
    - – cannot afford long outages while a data corruption is manually resolved
    - – who have a requirement to audit and report on access to DB2 tables

PLAY 2

- Table Editor (For DB2 MultiPlatform customers)
  - ► Potential competitors - ?
  - ► Table Editor makes it possible to provide direct DB2 database access to anyone for creating, reviewing, or updating data via:
    - Task-specific forms, restricted to specific data and actions, which can be quickly built and rolled out to novice end users
    - An expert interface that can be used for browsing existing databases and pertinent actions
    - A Java(TM) enabled browser, which is all that is needed on the client machine for using DB2 Table Editor solutions
  - ► Main customer pain points
    - End users need data updated/added quickly, but requests to the IT department take too long to be actioned
    - Test team needs a quick and simple way of adding and updating test data
  - ► Sell to customers who
    - need easy direct access to their DB2 data
    - need one product that can access DB2 on all platforms (including zSeries and iSeries) and can also access IDS data

PLAY 2 cont.....

- Web Query Tool (For DB2 MultiPlatform customers)
  - ► Potential competitors - none
  - ► All DB2 and IDS data becomes immediately accessible through browsers
  - ► Multiple DB2 platforms and IDS can be included in a single global view
  - ► Result sets can be saved, transformed, re-used, remapped, compared and "repurposed" any number of ways
  - ► Mobile users can receive crucial data on demand via e-mail or WAP-enabled phones
  - ► Costs are kept low with open standards and no client installs
  - ► Integrates with DB2 Table Editor to provide data update capability
  - ► Main customer pain points
    - − end users wait to long for IT to provide required reports and data extracts
    - − much paper wasted because regularly printed reports are not often referred to, but have to be printed 'just in case'
    - − need to compare data and easily identify differences
  - ► Sell to customers who
    - − need a low cost way of giving many users simple access to their data

PLAY 3

- High Performance Unload Tool (For DB2 MultiPlatform customers)
  - ► Potential competitors - none
  - ► This tool is particularly useful for customers who have large data warehouse installations as it provides a fast way to unload DB2 data
  - ► This tool has a common GUI interface for both DB2 z/OS and multiplatform flavours of DB2
  - ► Main customer pain points
    - large amounts of data take too long to unload
  - ► Sell to customers who
    - have a need to unload large volumes of data from DB2 tables for populating MIS, development or pre-production environments
    - have DB2 on multiple platforms

IMS - Top Opportunites for additional DM Tools

Key Plays	Customer has this...	Sell this...	Number EMEA opps	Average Deal Size
Play 1	IMS DM (MLC) Reorg Utilities or no Reorg Utilities	IMS Reorg Suite	796	$75k
Play 2	IMS DBT MLC Version out of service. Does not support IMS V7/V8	Sell DBT OTC. Lots of enhancements	100	50K
Play 3	desire to exploit HALDB or has IMS Partitioned DB tool	IMS HALDB Conversion Aid	??	??
Play 4	IMS TM running in a sysplex	IMS Performance Analyser, Queue Control Facility, Command Control Facility	88	$50k
Play 5	IMS Fastpath DB's	Fastpath Tool Suite and DEDB FAST recovery	80	$65k

PLAY 1

- Reorganisation suite (For IMS DB V6, V7, V8 customers)
- The reorg suite comprises the following individual products
    - IMS High Performance Unload (5655-E06)
    - IMS High Performance Load (5655-E07)
    - IMS High Performance Prefix Resolution (5655-E15)
    - IMS Index Builder (5655-E24)
    - IMS Parallel reorg (5655-F74)
    - ► Potential competitors
        - BMC predominantly, but also NEON and CA
    - ► Almost every IMS DB customer has a need to regularly reorganise his IMS data bases. The data is unavailable while this is being done, and so reorganisation must be done as quickly as possible
    - ► Main customer pain points
        - Loss of data availability during DB reorgs
    - ► Sell to customers who
        - want to improve their data availability or increase the length of their "online day" (eg. for internet access)

PLAY 2

- IMS DBT (Database Tools) is a set of 14 IMS utilities and tools which were individually licensed as features of 5685-093   The features of DBT have now been replaced by individual products. DBT supports IMS V5 and V6 only
- IMS V6 goes out of service in September 2003
- IMS V5 is already out of service - this presents us with a good opportunity as a number of customers are still downlevel on V5
- For details of the DBT features and the new replacement products please refer to announcement letter number 202-163
  - ► Potential competitors
    - – BMC and CA both have offerings in this space
  - ► Main customer pain points
    - – DBT is not supported on IMS V7 and V8
  - ► Sell to customers who
    - – have the old IMS DBT and are considering upgrading to IMS V7 or V8

PLAY 3

- IMS HALDB Conversion Aid 5655-I01 (HALDB = High Availability Large Database)
  - ► Potential competitors
    - − None
  - ► This tool is very useful for
    - − making conversion of IMS DBs to HALDB easy and error-proof
  - ► High Availability Large Data Base (HALDB)
    - − introduced in IMS V7
    - − the strategic data base type for IMS
    - − essential for customers with growth constrained DBs
    - − critical for customers to achieve their 24x7 availability goals
  - ► Main customer pain points
    - − converting test and development databases to HALDB with limited DB administration skills within application development teams
  - ► Sell to customers who
    - − use IMS Partition DB Product 5697-D85
      - • goes out of service on 30th April 2003
    - − are considering or planning to migrate databases to HALDB

PLAY 4

- Queue Control Facility (For IMS TM V6, V7, V8 customers)
  - ► Potential competitors
    - BMC Message Advisor for IMS (used to be called Q:Manager IMS)
  - ► This tool is very useful for
    - Queue Management
      - IMS is great at processing messages, but ...
      - QCF lets you look at what's on the queues and allows you to copy or move messages off the queue (temporarily or permanently)
    - Message <u>R</u>equeueing
      - after application problems, for regression or performance testing, etc etc.
  - ► Main customer pain points
    - In some problem situations, IMS queues can fill up! QCF includes detection mechanisms and provides the facilities to manage the situation and avoid full queues
  - ► Sell to customers who
    - have moderate to high transaction volumes and want high availability

PLAY 4 cont.....

- IMS Command Control Facility (For IMS TM V6 and V7 customers)
  - ► Potential competitors
    - − IMS V8!
  - ► This tool is very useful for giving operators a single system image view of multiple IMSs in a sysplex
  - ► Main customer pain points
    - − Operating multiple IMSs in an IMSplex is complex, and especially doing online changes that must be coordinated across all IMSs
  - ► Sell to customers who
    - − have chosen the IMSplex route but who do not have plans to migrate to IMS V8 in the near future

PLAY 5

- Fastpath Tool Suites (For IMS DB V6, V7, V8 customers)
- There are 2 Fastpath Tool Suites
  - IMS Fast Path Basic Tools (5655-E30)
  - IMS Fast Path Online Tools V2 (5655-F78)
  - DEDB Fast Recovery (5655-E32)
  - ► Potential competitor is BMC, who are well established as the supplier of Fast Path data base tools
  - ► This tool is very useful for
    - the essential house-keeping functions when using Data Entry Data Bases (ie. fast path DBs)
    - The online tools provide for maximum data availability while performing pointer checking, extracting data, or changing the size of datasets
  - ► Main customer pain points
    - IMS itself does not provide <u>offline</u> reorg utilities for DEDBs
    - Data must be made unavailable for some period to perform pointer checking or to change the size of a DB dataset
  - ► Sell to IMS Fast Path customers (users of Data Entry Data Bases or DEDBs) who want even higher data availability