zSeries e-business Executive Briefing Abstracts

General Session briefing topics

New Challenges of e-business.

Do you have the foundation in place to meet them? As the pressures of e-business increase, our customers are faced with changing their business models. They may have just finished their first web site or perhaps they have created islands of web competency in their organizations. Whatever stage of evolution of e-business their company is in, they must start to broaden the reach of their business or else face the possibility of losing their competitive edge. Web innovation will never stand still. The IBM Framework for e-business is built on basic principles like common environments, integration and commitment to open standards. This solid foundation can and is evolving to meet these new challenges. This session will provide you with an understanding of how the IBM Framework for e-business provides your business with an evolutionary path from basic web enablement, to web enabling the enterprise, business process management, portals, pervasive applications and beyond.

New World, New Frontiers, New Server: IBM eserver zSeries overview

It's no mystery that the next phase of the Internet is weeding out the profitable business models from the faulty ones. During this session we will share customer testimonials to show how companies of varying sizes and experience are using technology to meet the needs of their business, and in some cases, are gaining competitive advantage because of it. For many companies, zSeries offers the breadth of solutions and qualities of service customers expect and demand. You'll hear more about the platform's e-business portfolio and enterprise applications as well as why it's the best choice for developing and deploying solutions with an intelligent, flexible infrastructure. Come hear more about Linux and why IBM and zSeries are embracing it as an open environment ready for primetime.

Linux for zSeries

The press can't stop talking about Linux on the mainframe! This session will make it obvious why the z900 went home with LinuxWorld NYC's award for "Best Hardware", the "best product award" from PC World at the Linux Business Expo in Sydney and the 2000 Linux Journal Editors' Choice Awards for Best Enterprise Application Server. You'll hear IBM's Linux strategy, an overview of Linux for zSeries and Linux for S/390 and then more detail on where Linux for S/390 is today, S/390 Virtual Image Facility for Linux and VM and Linux environment. This presentation will also include Linux for S/390 structure and value as well as recent and upcoming announcements.

zSeries e-business Executive Briefing Abstracts

Briefing topics focused on deployment and management of e-business applications/systems

Suggested Audience: IT Management, IT Architects

Why Deploy e-business on zSeries?

The IBM eServer zSeries just keeps getting better and better! The excitement culminated with the announcement of the z900, last October and has continued to evolve over the last few months. Come hear about the zSeries products and why they are uniquely positioned to alleviate issues associated with the unpredictability of the Internet and the ever-increasing need to be customer focused 24x7x365. You will hear about the S/390 and zSeries roadmap, operating systems and new enhancements in the area of networking and security. You'll also hear more about why customers are so excited about Linux on the mainframe! IBM zSeries, now more than ever, is going to help you meet the ever-increasing demands of e-business.

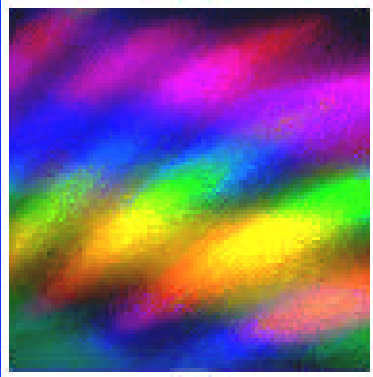## Managing e-business Network Service Levels

Traditional enterprises deploying e-business are discovering new revenue-generating services they can deliver by extending their infrastructure. At the same time, born-on-the-web survivors are learning how vital the infrastructure is to service assurance and the survival of their e-business. Managing and maintaining acceptable service levels is critical as companies continue to deploy new e-business solutions. In this session you will hear about Tivoli z Series enterprise management solutions which will allow you to prepare for the next wave of opportunity and attendant challenges

Integrating your e-business Systems

As established businesses become e-businesses, they are faced with the challenge of differentiating themselves in this new highly competitive environment. At the same time, the need for speedy deployment of a comprehensive range of services are often contradictory! Customers have found they need solutions to enable new web hosted applications to quickly, cheaply and reliably access existing applications and enable mixing and matching of existing function to provide new, innovative and attractive offerings. Come and see why so many companies have invested in the MQSeries Family of products and learn how you can enable new solutions at a fraction of the cost of developing from scratch!

e-business and e-commerce Solutions for zSeries

Corporations around the world are looking for innovative ways to redefine their IT infrastructure to meet new market challenges: define new business models, reduce cost, and increase efficiency. The race is on to discover ways of leveraging technology for financial gain and competitive advantage. Often that means companies must leverage their backend data and processes and integrate them in new ways to meet the ever increasing demands of their customers. This session will discuss the benefit of using S/390 and zSeries for your Enterprise Application solutions. Not only does IBM provide its own industry leading e-commerce solutions such as WebSphere Commerce Suite, but it has also partnered with software vendors, including Siebel, PeopleSoft, SAP, Ariba and Lotus, to provide customers a choice of the leading e-business applications on zSeries. Find out why it is en vogue again to choose IBM's line of Enterprise Servers to ensure iron-clad, business-critical computing capabilities.

zSeries e-business Executive Briefing Abstracts

Briefing topics focused on designing, building, maintaining e-business applications /systems

Suggested Audience: AD Management, AD Architects, e-business Architects/Planners

Delivering Applications to the Web

z/OS (and OS/390) provides an Enterprise class solution to web enabling your applications. This session explains why zSeries hardware and software provide a great platform for e-business. The session will briefly discuss various options for web enablement including Host Integration, but will delve deeper into Enterprise Java and the roles of WebSphere Application Server and CICS Transaction Server. These provide a solution which allows people to meld the best of Enterprise Java with any existing investment in core business services on z/OS. With the availability of WebSphere Application Server V4 and CICS Transaction Server V2.1 the z/OS solution gets even better. Whatever path you have followed, and whatever skills that you have, z/OS and the zSeries provide the correct solution for you.
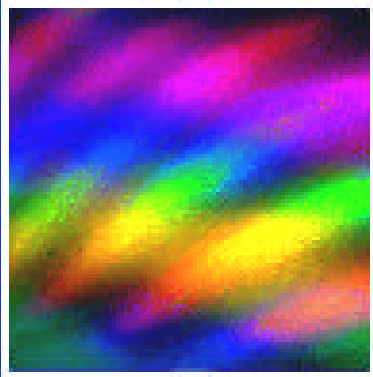
Building and Web-Enabling CICS Applications

If your CICS applications are driving your core business today, we'll tell you how to easily transform those CICS applications into e-business systems - quickly, safely and cost-effectively. Using current CICS TS for OS/390 1.3 e-business and Java support, many of our customers have already launched transaction intensive e-commerce systems very quickly with low risk, allowing their customers access to core business data residing on the S/390. Learn how you can extend and enhance your existing core business systems and applications to become highly reliable and scalable e-business systems. In addition we will show you where CICS is going, with Enterprise JavaBean support provided by the recently announced CICS TS for z/OS 2.1

Application Development Topics I Speed Development of e-business Applications

Companies face various concerns when developing enterprise applications - globalization, reducing costs, simplifying portability, and delivering applications in a timely fashion. In this session we discuss what is driving application development technology -industry trends, demands for increased flexibility and productivity, and the challenges of reducing costs and overall time to market. We will provide an overview of IBM's Enterprise Application Development strategy and how it addresses these needs We will also highlight our current application development products (WebSphere Studio,VisualAge COBOL, Generator, Java, and VisualAge Enterprise Suite and File Manager & Fault Analyzer for OS/390) and discuss our future directions.

Application Development Topics II New Enterprise Application Test and Debug Tools

As companies continue to grow as e-business companies, the availability and performance of their systems become increasingly important. Equally important is the speed at which new applications must be developed and tested to maintain competitive advantage. When unexpected problems occur, it is critical that tools are available to analyze and resolve these problems immediately. Come to this session to learn about two new IBM application development tools, IBM Fault Analyzer for OS/390 and IBM File Manager for OS/390 offering testing and debugging capability at very affordable costs.

zSeries e-business Executive Briefing Abstracts

Briefing topics focused on database strategy and database management

Suggested Audience: Database Management, Database Architects, Database Administrators

Web Enabling Your Data

Today's e-business means being able to 'turn on a dime'. Applications need to be developed faster than ever before, and once developed, they need to be flexible to port and scale quickly when needed to meet unpredictable demands. IBM provides integrated products for development, database support and deployment providing the key components for meeting the explosive e-business marketplace. There are many pieces when building an e-business application. This session describes the steps needed to access your DB2 (Windows, OS/390, and Unix) and IMS data. The development pieces, including the DB2 Stored Procedure Builder, VisualAge for Java, WebSphere Studio and WebSphere will be shown for developing a sample servlet.

Turning Data into Business Intelligence

Successful companies understand their business and what drives customers to them. In today's e-business markets, it is becoming harder to manage an ever increasing amount of data - captured from multiple customer touch points. In order to uncover the business opportunities that are hidden in all this information, you need powerful technology to transform this data into actionable insights. This session will provide you with insights into how you can turn your data into business intelligence.

Enterprise Data Management Topics Part I - DB2 V7 Enhancements

IBM DB2 UDB Server for OS/390 and z/OS Version 7 is the eleventh release of DB2 for MVS. It brings to the platform data support, application development, and query functionality enhancements for e-business while building upon the traditional capabilities of reliability and performance. Early performance information, new utilities such as the ability to LOAD from an SQL statement, and some reactions from early customers will be discussed in this session.. This new version enhances IBM's premier database management system with substantial new functionality. Come and hear about the changes: e-business imprvements, utility enhancements, scrollable cursors, union everywhere, online system parameters, Unicode, XML, new SQL and more!

Enterprise Data Management Topics Part II - Data Management Tools

Databases are the backbone for the IT infrastructure of your business. In today's e-business environment, tools to assist in the maintenance and management of databases are of paramount importance to an organizations success. IBM has announced over 40 new and enhanced tools since last September. With DB2 V7, the utility functions deliver even more functions for your environment. Significant enhancements have also been made to improve data availability. Attend this session and learn about IBMs portfolio of new and enhanced tools for both IMS and DB2. These tools which are very affordably priced offer an alternative to many third-party products.