



The future runs on System z

***More Informed, Faster and
More Aligned Business
Decisions with Cognos BI for
Linux on System z***



Dave Jeffries – Program Director, BI and PM Strategy on System z

Agenda

- Why BI on System z
 - The Products, The Driver, The Solution...
 - Success Stories

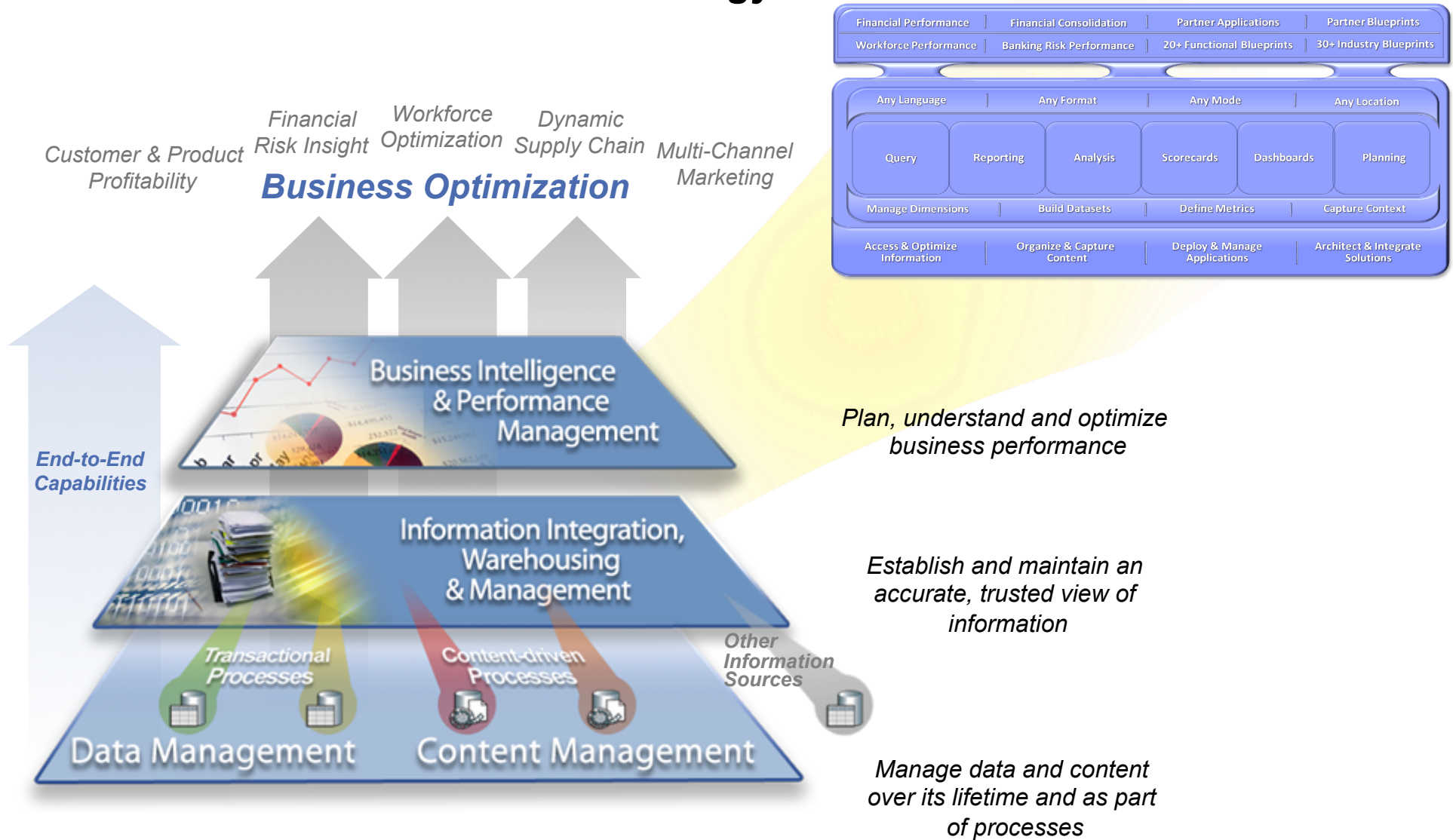
- Virtualization

- Using BI with Warehousing
 - Capabilities, Options

- Deployment Patterns



IBM Information On Demand Strategy



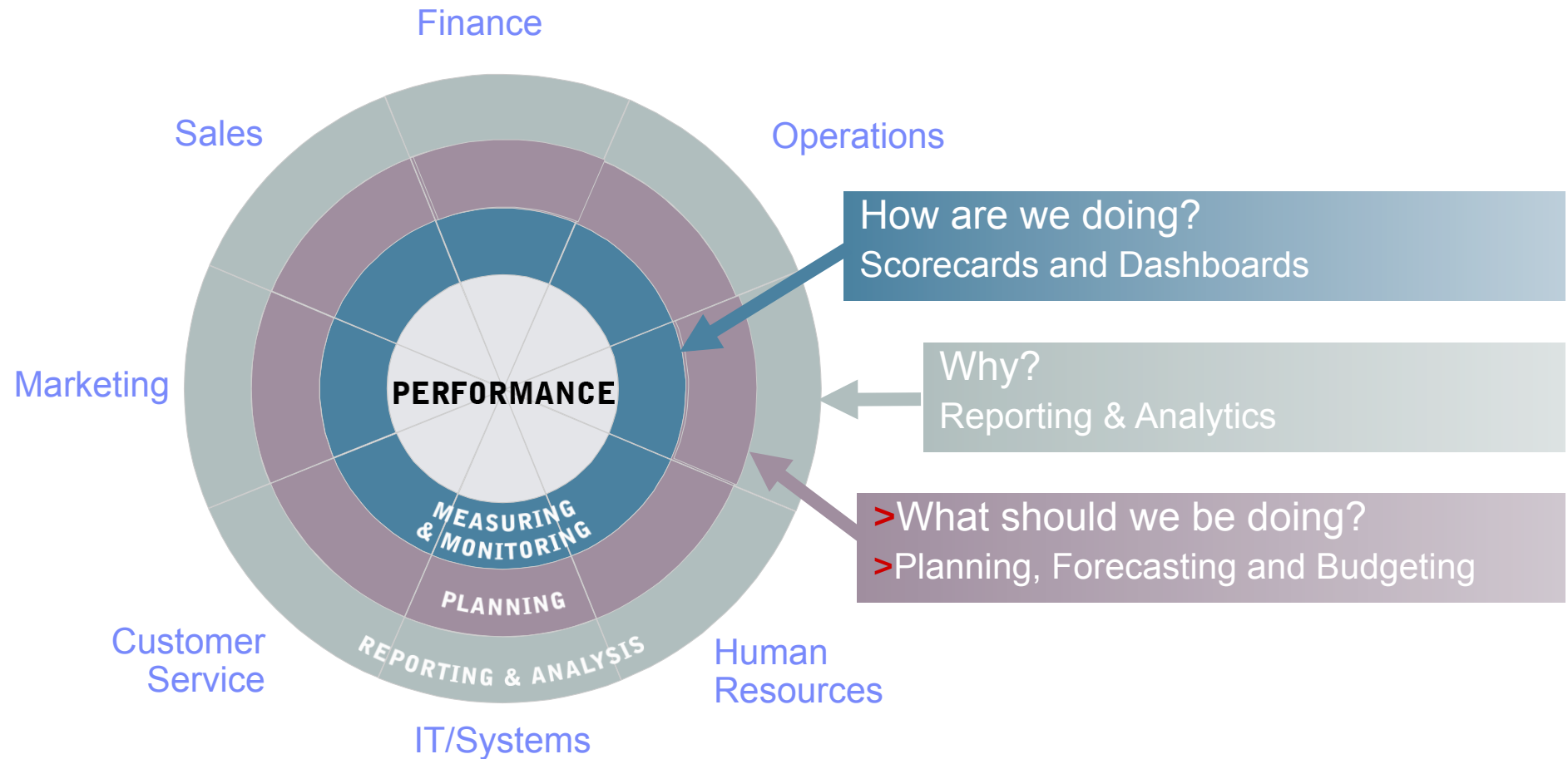
Business Intelligence

- 90% Query, charting, reporting, and dashboards
- Typically a view of “what happened?” or “where are we now?”
- Targeted at non-IT users and analysts though IT is often far more involved than they want to be
- An evolution from the mainframe to client/server and now back to a server-centric interface including System z
- End of the era of independent BI tools and the emergence of BI ‘platforms’
- An area where every CIO has shown an interest
- Transitioned from a ‘quaint’ approach business problem solving to mission-critical in many accounts
- Complex business analytics ... a ‘word problem’



Performance Management

Answers three important questions that drive better performance



IBM Cognos 8 BI for Linux on System z ... a unique offering

- Cognos' first venture on System z – previously only LUW platforms were supported – GA in June 2008
- Customer-driven initiative – “Add value to my System z investment!”
- Provides a total System z solution from data to analysis
- Complements IBM's Data Warehousing for System z offerings
- Utilizes System z specialty engines (IFLs, zIIPs for DB2 workload)
- BI processes and enterprise data co-resident on System z



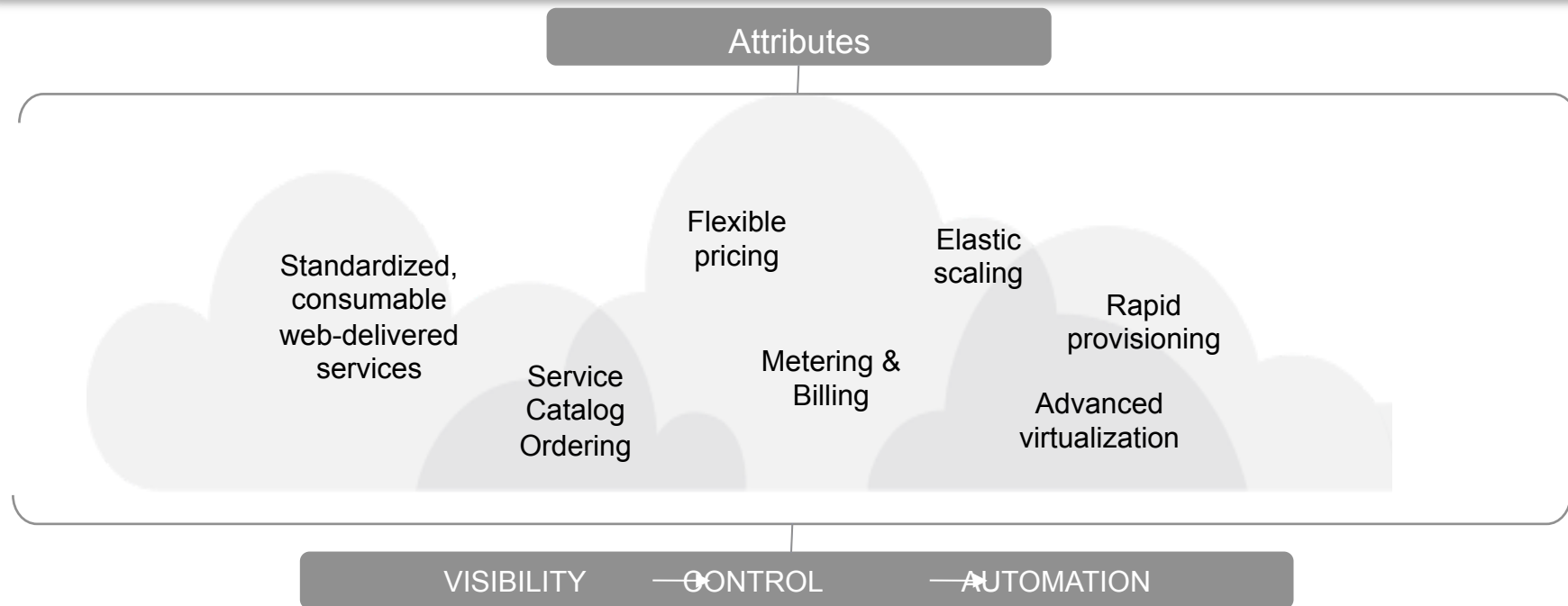
What does this Mean to YOU?

- To the Business:
 - The ability to increase BI usage across the organization,
 - The ability to gain faster and simpler access to the data on System z,
 - The ability to guarantee service level agreements
 - The ability to reduce operating costs
 - The ability to experience a faster time to value
- To IT:
 - The ability to offer an Enterprise BI service to the entire organization
 - The ability to simplify their BI infrastructure
 - The ability to reduce corporate IT costs
 - The ability to ensure the availability and quality of service of their mission critical BI solution
 - The ability to protect their most strategic asset – their business intelligence



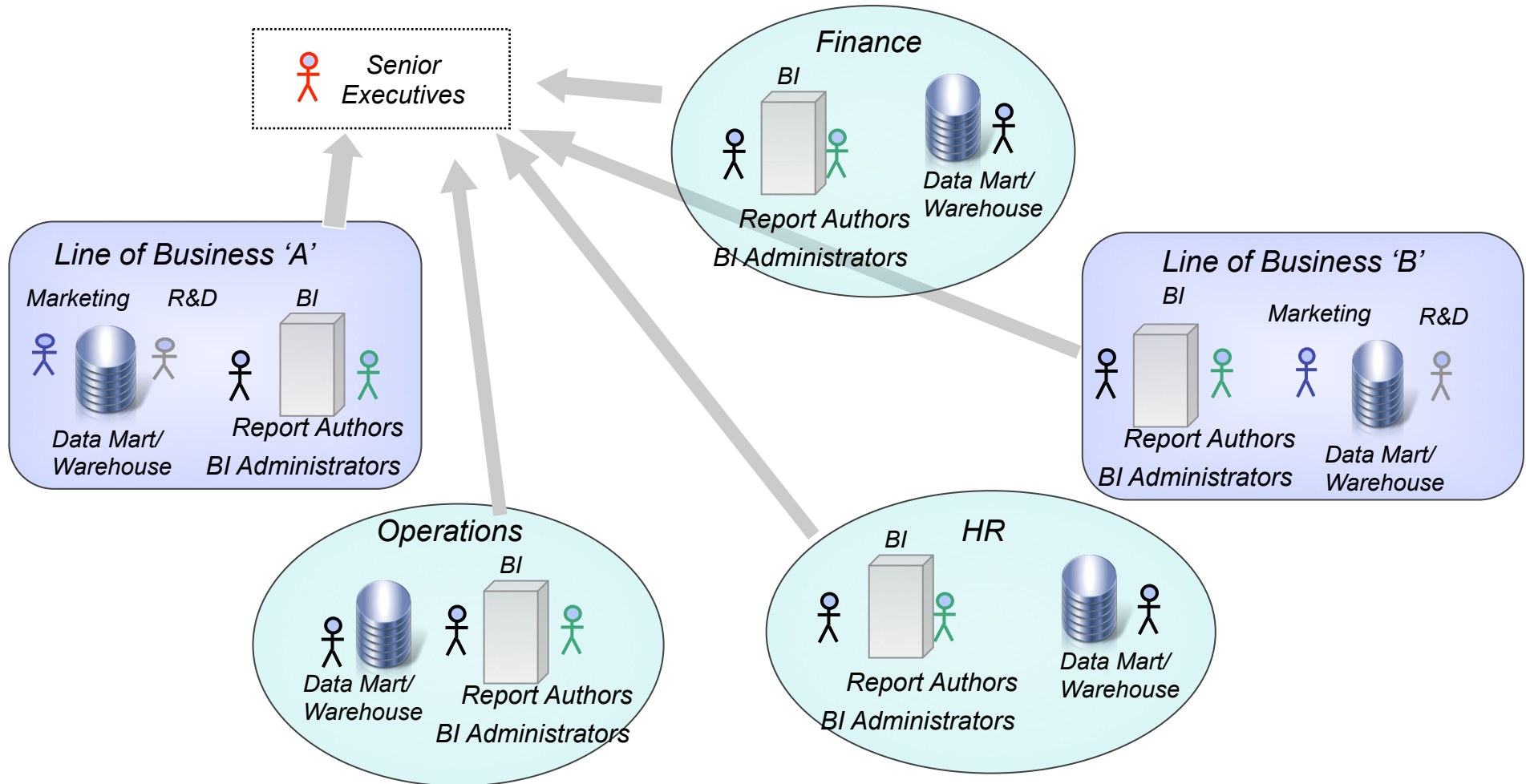
Enterprise BI and Cloud Computing

“Cloud” is an emerging consumption and delivery model for many IT-based services, in which the user sees only the service, and has no need to know anything about the technology or implementation



....service oriented and service managed

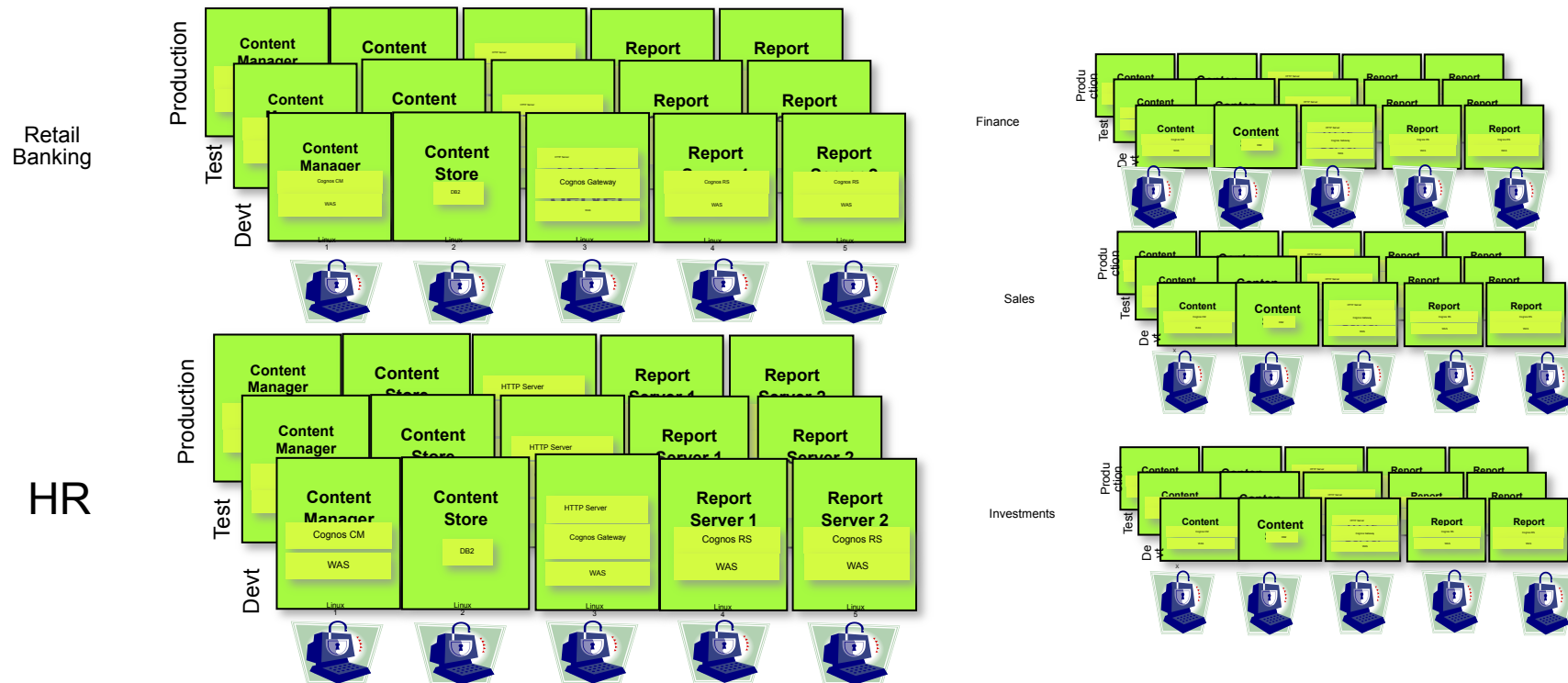
Delivering BI to the executives who need it most is a challenge
Information must be aggregated from a series of departmental BI deployments



Each BI deployment is a silo and slightly different than every other BI deployment.

Virtualizing the Data Centre – The Sheer Complexity Issue

Multi-Tenancy Enterprise Configuration



Now imagine all those departmental servers needed...



IBM Cognos 8 BI for Linux on System z

Broad Range
of BI
Capabilities



Web

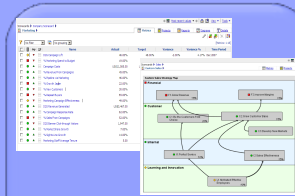
Mobile

Search

Office



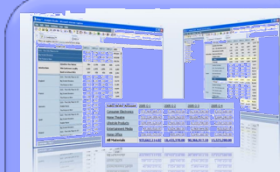
Dashboards



Scorecards



Reporting



Analysis

Open
Enterprise-class
Platform

Open, enterprise-class platform to deliver complete, consistent and timely information across diverse user communities with cost-effective scale.

Proven
Partnership
with IBM

IBM System z

Delivering a cool, dynamic Business Intelligence Infrastructure on System z and IBM Storage



Cognos 8 BI on System z

Combines the industry leading power of Cognos 8 BI with System z for:

- A significant savings in the:
 - Hardware,
 - Software,
 - Operating and
 - People costs
- Faster time to value:
 - A reduction in the time and speed associated with deploying BI
- Industry leading
 - Scalability,
 - Reliability,
 - Availability and
 - Security
- Simplified and faster access to the data on System z.

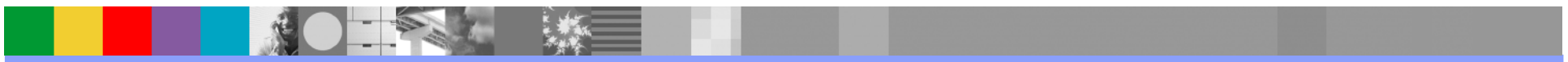
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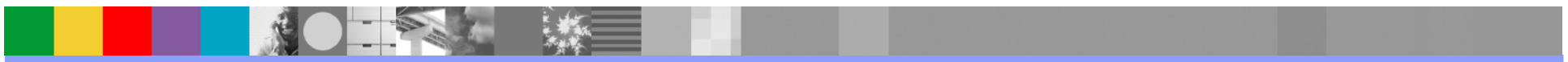
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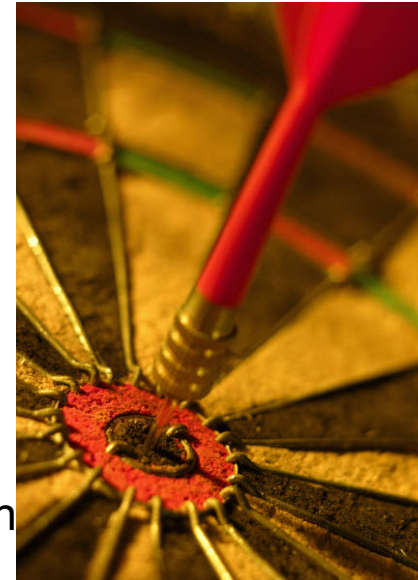
Virtualising the Data Centre - Challenges

- Imagine the challenges of...
 - ❑ Provisioning Hardware ?
 - ❑ Provisioning Software ?
 - ❑ Managing Code levels/Stack levels ?
 - ❑ Adding a change ?
 - ❑ Migrating to a new release ?
 - ❑ Bringing a new LOB on line ?
 - ❑ Creating a repeatable auditable service ?
- = Complex Environment
- = Slow responsiveness to the business
- = No Agility



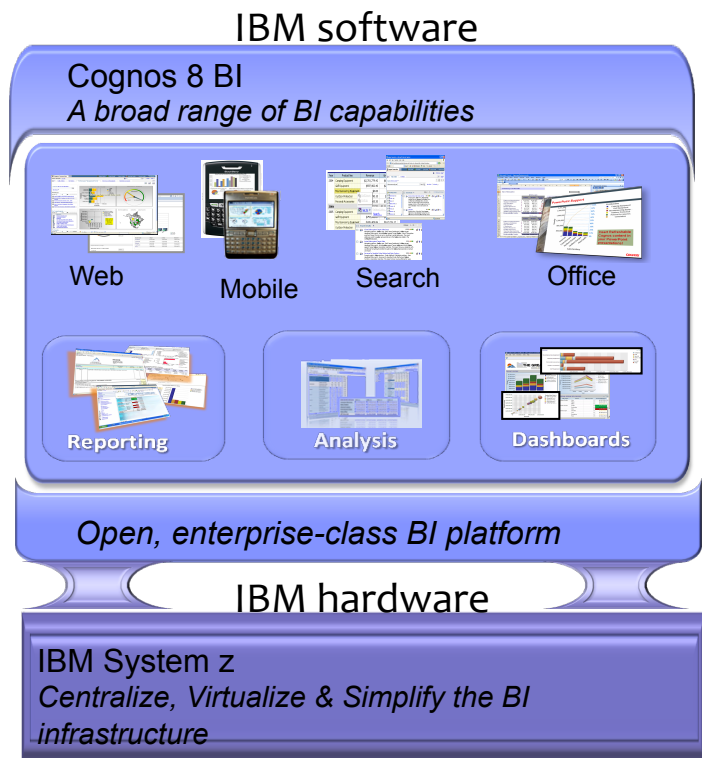
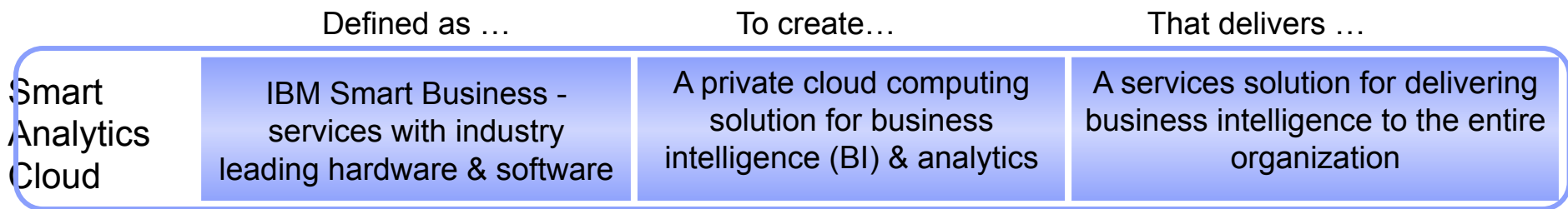
Virtualising the Data Centre - Solutions

- Virtualise those services onto System z
- Support Multiple 'Multi'-Server configurations
- ...or multiple single server configurations
- Provide 'cookie-cutter' service rollout
 - Common practices
 - SLAs, Security Model, Service Delivery
 - Auditable
 - Rapid delivery
- = Multi-level implementations in single System z environment
- = Multi-tenancy operations/separation
- = Cloud-ready !
- = Agile business




Smart Analytics Cloud

A private cloud optimized for analytic services in large enterprises



IBM Services

- Create awareness of BI and understand the needs for a BI strategy across the organization
- Complete a readiness assessment to define the scope and priorities for the solution
- Deploy Cognos 8 BI for Linux on System z as a private cloud
- Provide the skills for the on going management & expansion of their BI private cloud deployment




Real Time Monitoring with IBM Cognos Now! - FAQ

What is IBM Cognos Now! ?

- Real time monitoring solution providing immediate operational insights to the line of business user
- Packaged as software for System z Linux
- Aggregates operational KPIs across multiple transactional systems and data sources in real time
- Provides exception notification with **automated alerting via dashboard or email**
- **For critical, intra-hour/day monitoring of operational KPIs and metrics and immediate corrective action/response**

Describe the typical buyer agenda

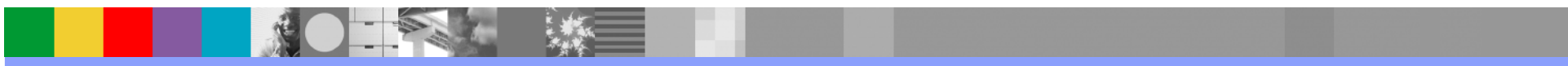
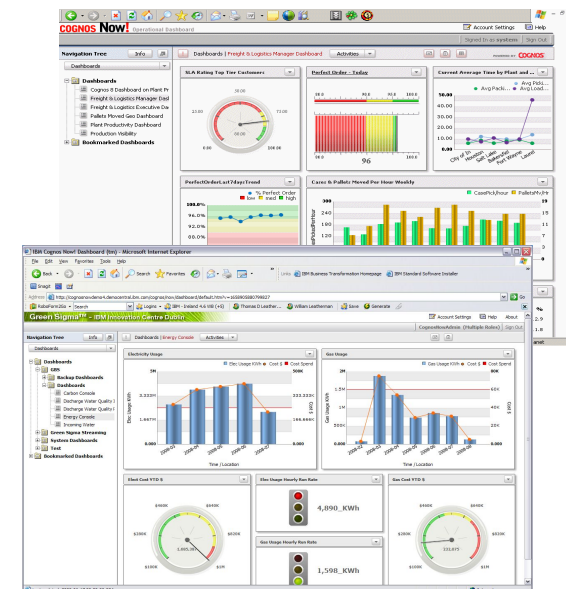
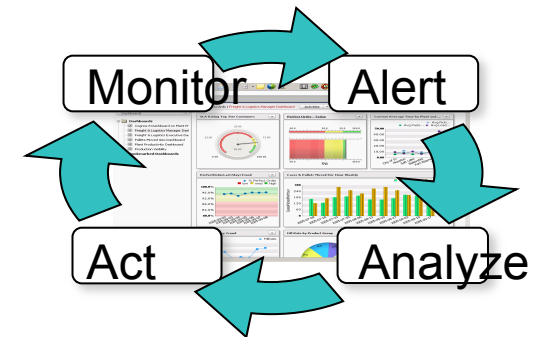
- Requires **real time, continuous** monitoring of aggregated KPIs from multiple source systems
- Supports the operational business users **who need to make time sensitive decisions**
- Does not need reporting (no reporting available with Cognos Now! for System z on Linux)
- Needs alerting capability against predetermined thresholds with exception notification

What other factors drive a Cognos Now! purchase?

- Low TCO, rapid time to market
- Information source agnostic, multiple transactional systems involved
- Key industries: banking, insurance, brokerage, telecommunications

Who are the typical users?

- Front Office and Frontline Operations agents, managers, executives
- Line of business, i.e. call center, logistics, dispatch, field service, online sales, utilities technicians, banking front office



Cognos 8 BI on System z – Customer Successes

- IBM FMS Team
 - Internal deployment of Cognos on System z by GBS team
 - Migration from Brio to Cognos in 4 months
 - In Production supporting up to 47000 users on System z10

- Numius Business Partner
 - Proof of concept migration from HP+Oracle+Win+Cognos to System z+ DB2z+Cognos
 - Significant performance gain – 1 report to 400+ reports
 - Customer success webcast delivered + IOD presentation

- Blueinsight
 - Internal Cognos@IBM project
 - 60+data sources, federated to System z
 - 20 LOBs consolidated and hosted

- Key Customer Value Points:
 - Utilize spare IFL capacity – virtualization/consolidation value
 - Speed to deployment/value and simplicity of migration
 - Enterprise BI Service delivery platform – standardized service offering capability with security, process compliance and predictive scalability

IBM Cognos 8.4.1 BI for Linux on System z

Product Capabilities

8.3

- Adhoc query, reporting and analysis (Query Studio, Report Studio & Analysis Studio)
- Dashboards and charting (Cognos Connection & Report Viewer)
- Event management (Event Studio)
- Integration with Microsoft Office (Go! Office and CAFÉ)
- Cube building (Transformer)

8.4

- Query Studio: more user preferences, filtering & sorting enhancements
- Analysis Studio: suppression across multiple items, display date cube last updated
- Reports: more drill through capabilities, pass filters from source report to target report, more charts and graphics
- Access WebSphere Business Glossary
- Lineage of data item life cycle
- Paramaterized SQL Governor

8.4 Extended

- Go! Search
- Virtual View Manager
- InfoSphere Federation Server
- Cubing Services (IWHz)

8.4.1

- TM1 Cubes as data source - client access only
- Mash-up

Initial Conformance

- | | |
|---------------------|--|
| Operating System: | <ul style="list-style-type: none"> • DB2 z/OS 8 and 9 • DB2 LUW 9.5 • Oracle 10g • Informix Database Server 11.5 • InfoSphere Warehouse 9.5.2 for DB2 z/OS |
| Application Server: | <ul style="list-style-type: none"> • Apache Tomcat • WebSphere 6.109 (31bit) • WebSphere 6.1 64bit • Oracle Application Server (31bit) • JBoss Application Server (31bit) • SAP NetWeaver 7.0 Application Server (64bit) |
| Content Store: | <ul style="list-style-type: none"> • Derby on Linux for System z • DB2 9.5 LUW • DB2 9 for z/OS • Oracle 10g |
| Directory Server: | <ul style="list-style-type: none"> • Netscape Directory Server 6 • Sun ONE Directory Server 5.1 SP1, 5.2 • IBM Tivoli Directory Server 5.2, 6.0 • Novell e-Directory Server 8.7.3 • LDAP version 3 compliant server |
| Web Server: | <ul style="list-style-type: none"> • IBM HTTP server 2.0 • IPv6 • WebSphere Portal Server |

Federated Data Sources

- Virtual View Manager (Included) – SQL Server, Oracle, MySQL, TD ... require JDBC driver from z
- Federation Server (\$\$) – SQL Server, Oracle, MS Excel, MS Access, TD ...
- Classic Fed via Federation Server (\$\$) – VSAM, IMS, Adabas, IDMS, Datacomm, TD ...

IBM Cognos Now for Linux on System z

Product Capabilities

- Real-time monitoring metrics
- Support for data at rest operational sources as well as data in-motion messaging sources
- Dashboards dedicated to real-time monitoring metrics
- Real-time metrics augmented with reporting objects in Cognos Connection

Initial Conformance

- >Operating System:
 - SUSE 10 & 11 Linux (64 bit)
 - RHEL 4 & 5 Linux (64 bit)
- >Metadata Database:
 - DB2 LUW 8.1, 8.2, 9.1, 9.5, 9.7
 - Oracle 11g, 10g
- >Application Server:
 - WebSphere 7.0, 6.1 (64 bit)
 - JBoss 4.2.3 (64 bit)
- >Directory Server:
 - Netscape Directory Server 6
 - Sun ONE Directory Server 5.1 SP1, 5.2
 - IBM Tivoli Directory Server 5.2, 6.0
 - LDAP version 3 compliant server
- >Web Server:
 - IBM HTTP server 6.0+
 - Apache HTTP Server 2.2+

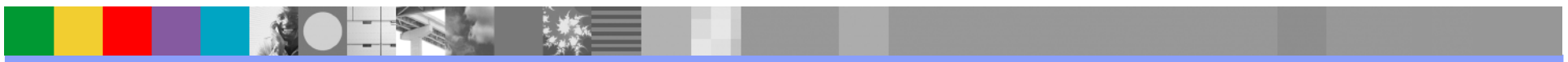


Faster Time to Value



- A z10 EC mainframe with z/VM can create a new virtual image in 10 seconds to run a new application on hardware that you already own.
- Forward binary capability for new generations. Multiple image maintenance is much faster.
- x86 Virtualization products can virtualize quickly, to a point. Extending capabilities: When will you run out of images or need a new server? Speed and ease of deploying logical and physical servers?
Technology refresh?
- **Ordering and installing a new x86 server can take days or weeks. Lots of effort going to a new generation of server and operating system.**

System z with z/VM speeds server positioning and gives on demand flexibility



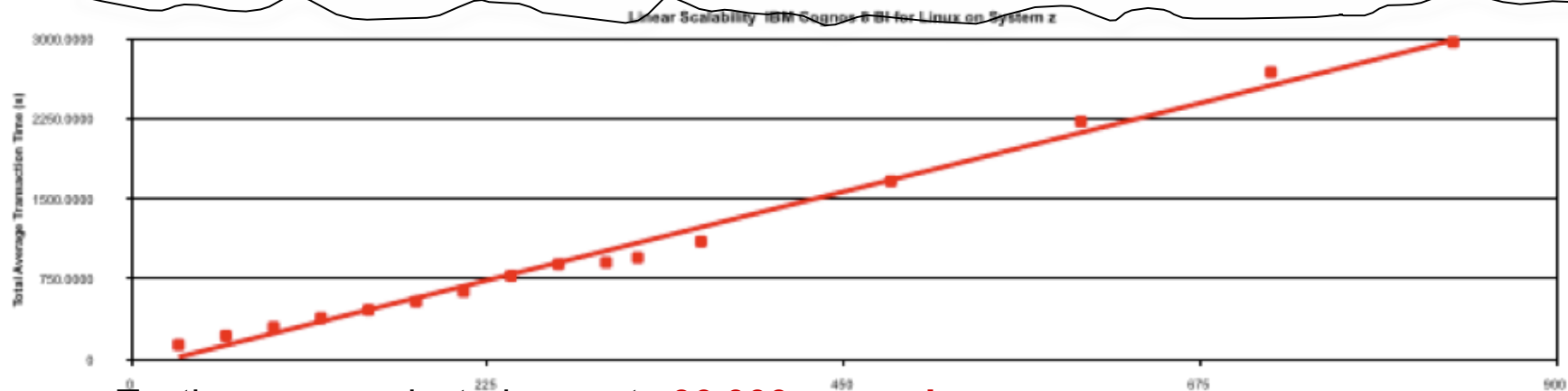
Proven To Scale Across the Enterprise.



- Testing demonstrated IBM Cognos 8 BI for Linux on System z **scales linearly** to large user groups

“Cognos, ...makes it easy for companies to deploy BI and PM to a broader user population, while minimizing the resulting workload for IT departments.”

- *Nucleus Research, Cognos Takes on the Rest of the Enterprise, November, 2007*



- Testing was conducted on up to **90,000 named users**

System z is the ideal platform for private cloud computing

Economies of scale achieved with less resources, moving parts, and money, while delivering more compute capacity from system resources

Dramatic Simplification through Virtualization

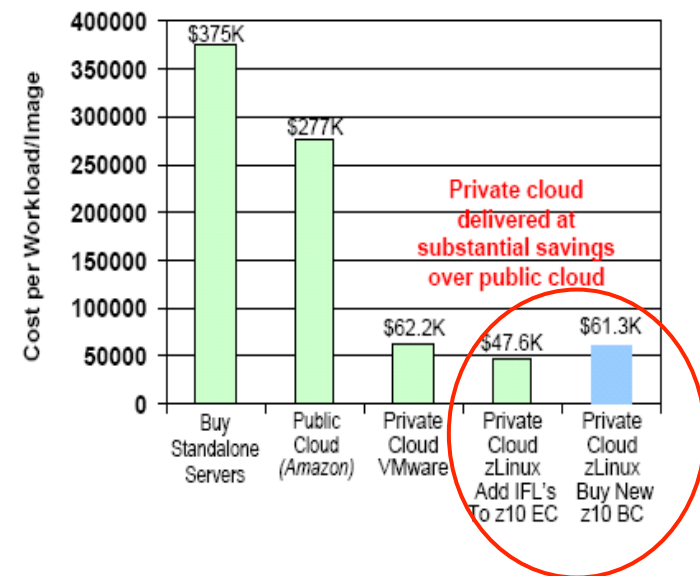
IBM's Project Big Green System z consolidation results in 60-75% gross cost savings (5 yr TCO)

Unit	Distributed	System z Linux	% Reduction
Software Licenses	26,700	1,800	93%
Ports	31,300	960	97%
Cables	19,500	700	96%
Physical Network Connections	15,700	7,000	55%

TCO Reductions with Cloud Computing

IBM found cost comparisons for 100 virtual Linux servers to be cheaper with Private Clouds on z

Cost Per Image for Linux Workloads (5 Yr TCO)



System z is designed for operational efficiency

▪ Near-linear scalability	up to 900,000+ concurrent users; TBs of data
▪ “Mean Time Between Failure”	measured in decades versus months
▪ ¼ network equipment costs	virtual and physical connectivity
▪ 1/25th floor space	400 sq. ft. versus 10,000 sq. ft
▪ 1/20 energy requirement	\$32/day versus \$600/day
▪ 1/5 the administration	< 5 people versus > 25 people
▪ Highest average resource utilization	Up to 100% versus < 15%
▪ Capacity Management & upgrades	On demand; in hours, not weeks/months
▪ Security intrusion points	Reduced by z architecture and # of access pts.
▪ Higher concurrent workload	hundreds of applications versus few



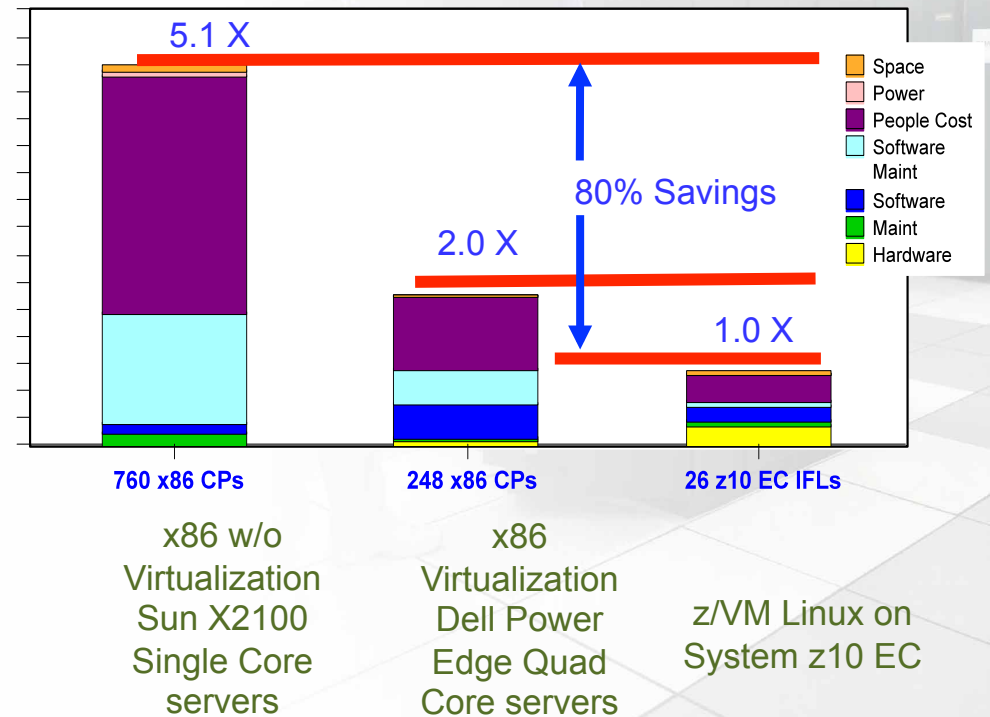
Cost Savings

Your IT Cost may vary:

- Up to 80% Saving in IT Cost
- Up to 96% Less Hardware
- 760 x86 Processor Cores vs 26 IFLs
- Potential for dramatic reductions in software expense for processor based licenses
- Potential reductions in power and cooling
- Up to 93% Savings in KWatts and Energy Costs in this scenario
- Up to 46% Less Space
- Up to 89% People savings
- Increased processor utilization
- Industry leading Security

Consolidating 760 Linux servers
z/VM Virtualization versus x86
Oracle DB Workload
3-Year Total IT Cost

**\$56 M Savings versus
x86 without Virtualization**



Energize your IT savings with z10 EC.



Numius's Client Success Story - Is using Cognos 8 BI for Linux on System z, and here's why:

For internal data analysis, process management and for external communication with its 10.000 B2B clients and with about 200 B2B business partners

Requirements:

- Numius's client faced strongly degrading performance, both for database queries as well as for OLAP processing.
- Numius's client wanted to outsource entire computer infrastructure to a central computing centre.
- Numius's client wants to achieve economies of scale by simplifying the heterogeneous distributed computing architecture.
- Numius's client wants to use its business intelligence tools as an individualised communication channel with its stakeholders (clients, business partners, shareholders,...)

Solution:

- To successfully port an existing business intelligence environment from an Intel-HP / Windows – HPUX – Oracle 10g – MS SQL server 2000 architecture to an IBM Cognos 8.3 on System z – IBM DB2 9 for z/OS architecture.

Results:

- The application was successfully and without loss of functionality ported to the System z platform with no redevelopment required.
- The client's application did not require a redesign to accommodate its growth in data volumes or in terms of users.
- Reports that were not practically useable at client's site now become relevant again. Reports that did not run at client's site now are runnable.
- Client would be able to serve many multiples of current number of users with the very simple architecture from the PoC.
- Client could scale out to more complex architecture without increased hardware complexity.
- Test results showed System z produced 400X the output of the previous system given the same processing time



Field Management System (FMS) Success Story – IBM is using Cognos 8 BI for Linux on System z, and here's why:

FMS: Used to track sales attainment and revenues

Requirements:

- Rapid deployment and migration needed
- Scalable architecture
- 270 concurrent users capability
- <60 second report response time
- 24x7 WW access requirement – No un-planned outage
- Data currently on DB2 LUW (AIX) environment – over 10TB in warehouse information
- LDAP authentication thru Bluepages

Results:

- System LIVE after 4 months (Migration, Devt and Test)
- Cognos 8v4 with DB2 9 FP1, WAS 6.1.0.17 cluster implementation for failover
- Supports 40,000+ User community
- Handling Territory Analysis, Weekly Reporting, Monthly Achievement reports
- Fewer reports yet more information available to sales team – federating information from multiple data sources



Miami Dade County Success Story – MDC is using Cognos 8 BI for Linux on System z, and here's why:

MDC: Using System z to standardize on a single BI solution

Requirements:

- Demand for BI has really taken off
 - New Federal reporting requirements
 - Every new system, every new solution, every new application is having a business intelligence component
- Multiple Cognos 8 BI deployments - 6+
- Wanted an enterprise BI standardized solution, but
 - Needed higher capacity – grow from approx 400 to 1000 users
 - Do more with less - less researchers, less software, less hardware, same staff
 - Had available IFL's on System z

Results:

- 11 days to move from distributed to System z deployment model for Cognos 8 BI
 - Quickly and easily meet new requirements
- Consolidate multiple BI deployments on to a single platform
- Single point for BI administration
- Consolidate multiple disparate data sources
- Ensure 99.999% availability
- Offer a complete disaster recovery plan
- Additional green savings



50TB Summary

- System z and Cognos BI can respond to operational BI requirements
 - Successfully ran **400 active users** simulating call center agents accessing a prompted operational BI report
 - Average **1.75 seconds** response time for query and report creation per user over a 15 min run (steady state), at **56% Linux CPU** utilization
 - DB2 for z/OS provides **very efficient access** to operational BI data
- Cognos configuration options for Linux on System z
 - Multiple 31Bit WebSphere Application Servers on a single system
 - Varied resources assigned to Linux on System z and Cognos
- Load testing techniques using Rational Performance Tester
 - Strategic IBM tool for performance/load tests also recommended for customer tests
- Collateral
 - Best practices and results in Redbook
 - Collected detailed performance measurement data

Cognos 8 BI for Linux on System z - Conclusion

Combines the industry leading power of Cognos 8 BI with System z for:

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System z Virtualization and Cognos exploitation



Virtualisation – Issues, Challenges and Simplification

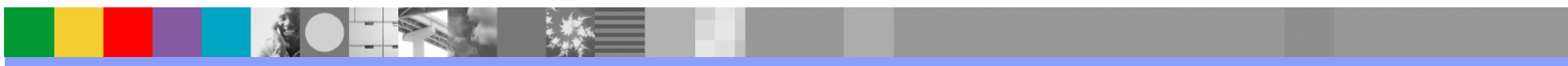
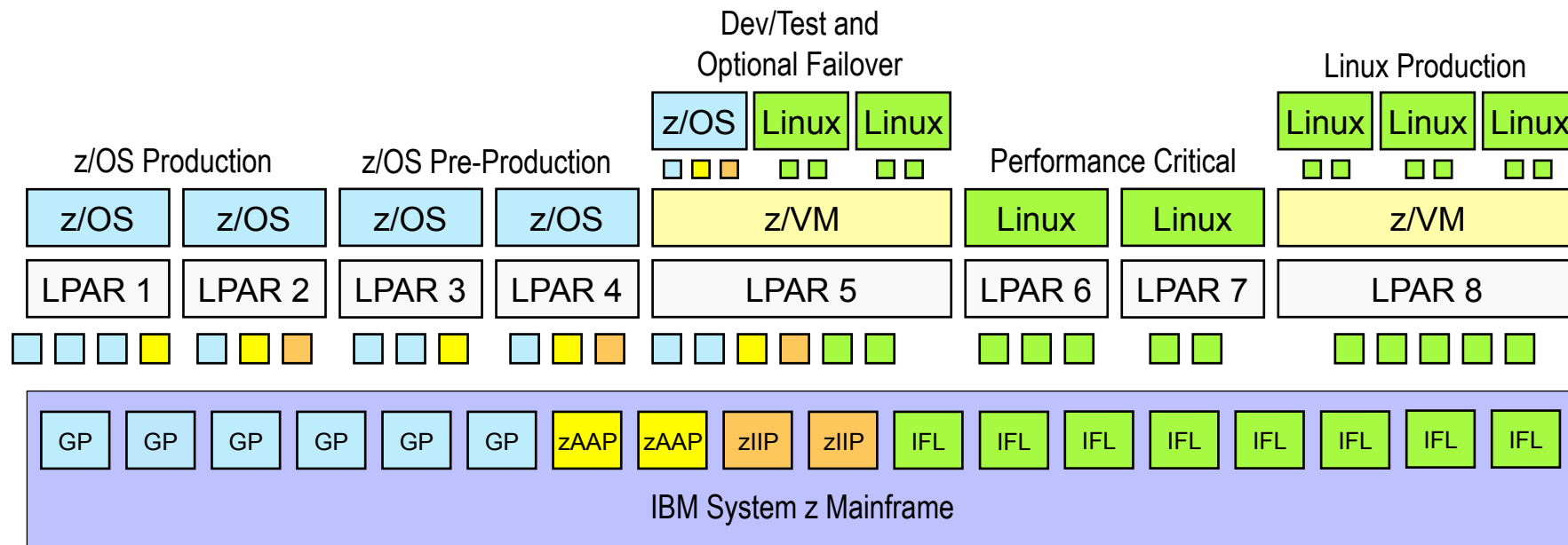
- Virtualising the Data Centre
 - Challenges
 - Solutions

- Typical Customer configurations



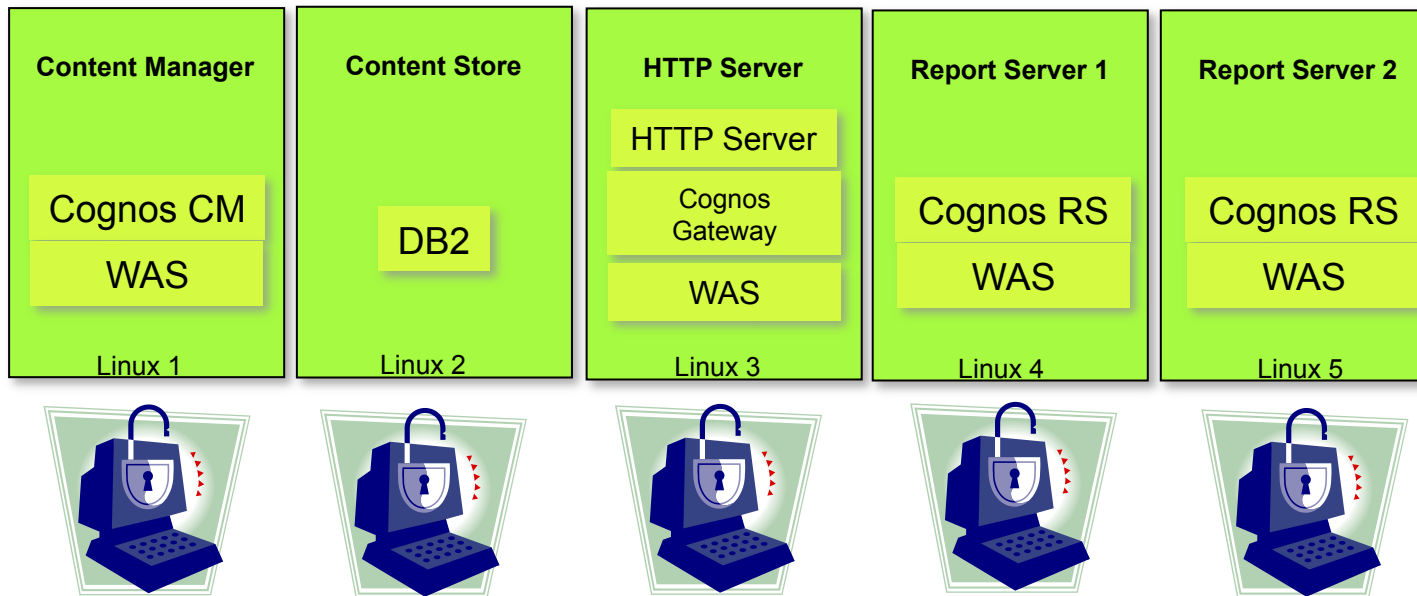
The Power and Flexibility of System z Virtualization

- ✓ Over 40 years of continuous innovation in virtualization technologies
- ✓ Architecture designed and optimized for resource **over commitment**
- ✓ Multiple images concurrently share all physical CPU and I/O resources
- ✓ Resources delivered **as needed, automatically**, based on business-oriented goals
- ✓ New OS images can be started without affecting ongoing work
- ✓ Hardware assists used to accelerate virtualization operations (e.g., SIE)



Virtualizing the Data Centre – The Utilisation Issue

Basic Distributed Configuration



Line Of Business A (e.g. Retail Banking)

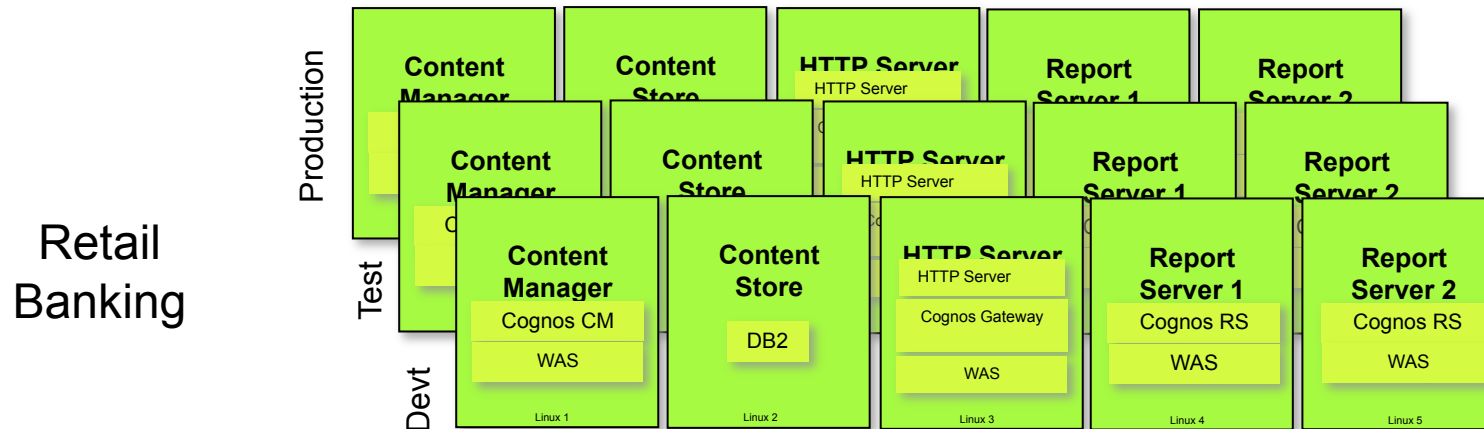
Utilisation	10%	20%	10%	40%	40%
Unused	90%	80%	90%	60%	60%

Each machine has wasted capacity



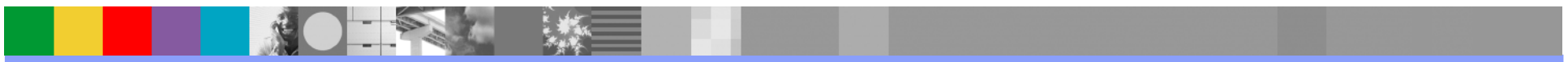
Virtualizing the Data Centre – The Multiple Purpose Issue

Multi-level Configuration



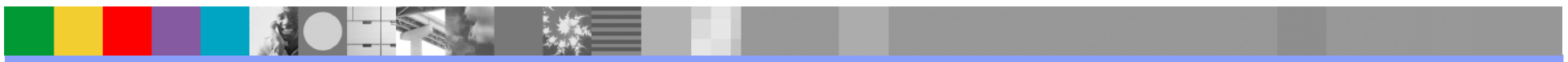
Used/Unused (Prod)	10/90%	20/80%	10/90%	40/60%	40/60%
Used/Unused (Test)	10/90%	10/90%	10/90%	20/80%	20/80%
Used/Unused (Devt)	10/90%	5/95%	10/90%	10/90%	10/90%

Add that up over the environments managed...



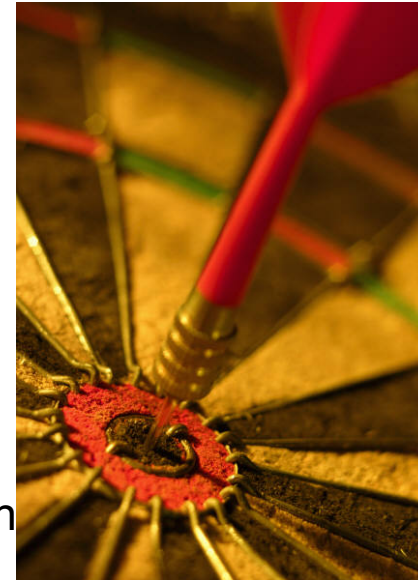
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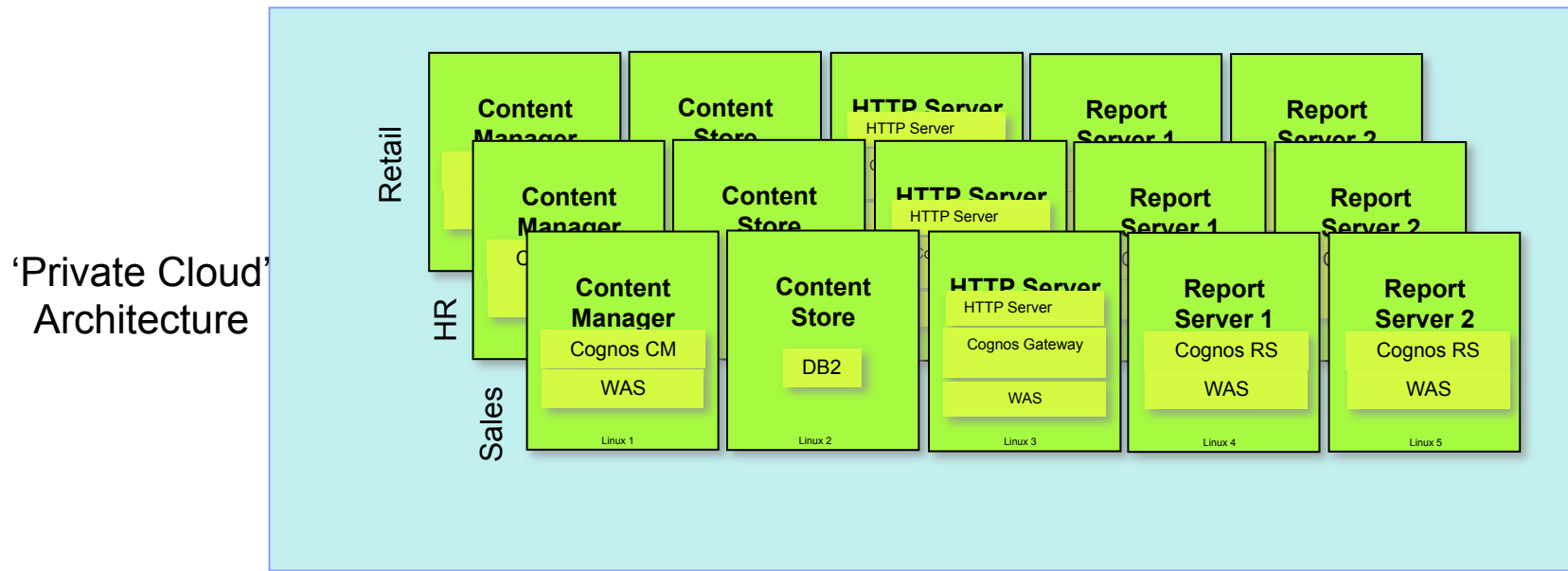
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Virtualizing the Data Centre

Multi-Tenancy Enterprise Configuration



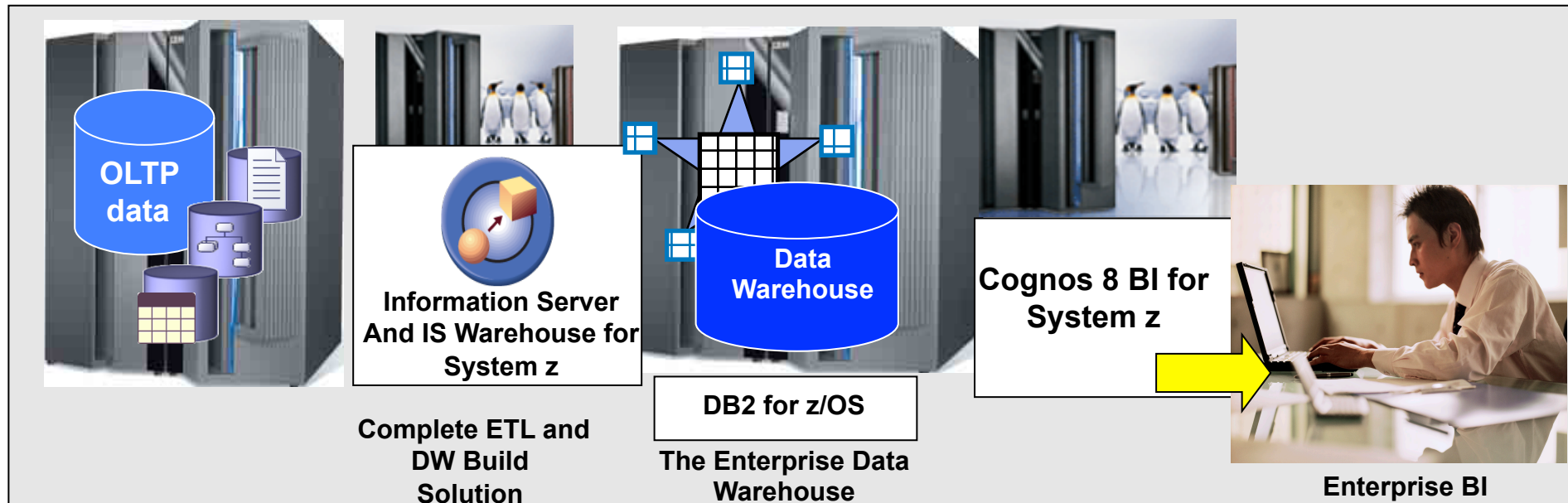
Single z10 – Target Utilisation = 99%



Cognos in relation to IBM Data Warehousing on System z



The Bigger IBM Picture - Data Warehouse and BI on System z



Core Offering for Enterprise Data Warehouse and BI:

- Information Server for System z
 - A complete set of ETL tools for warehouse population and management
- InfoSphere Warehouse for DB2 on z/OS
- DB2 for z/OS, including the new DB2 for z/OS Value Unit Edition
 - A new value point for new DB2 z/OS workloads
- IBM Cognos 8 BI for System z



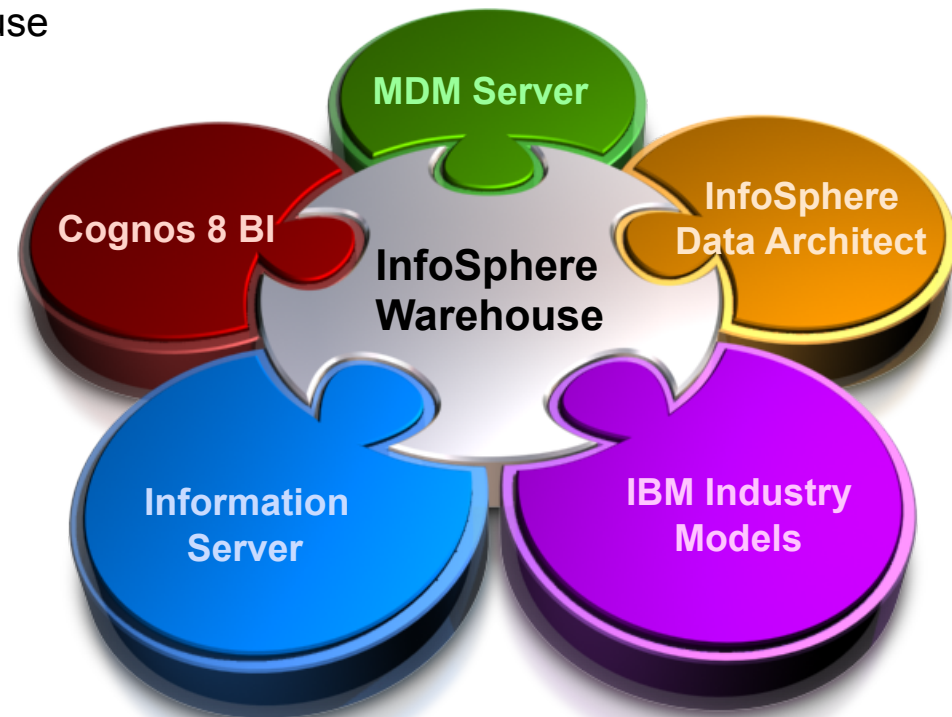
Data Warehouse and BI factors on System z

- The bulk of enterprise data is captured and stored on a System z platform
- The rate and volume of captured data increasing exponentially
- Data collected on System z is often replicated to a distributed platform creating lag time and substantial additional processing
- Real-time and operational uses of data (e.g. customer service) are becoming increasingly more prevalent and mission-critical
- 24x7 operation and system security/regulatory compliance are high priority within the enterprise
- Cost factors
 - Server consolidations
 - SW and hardware costs of distributed systems
 - BI Tools consolidation and standardization
 - Power consumption
 - Time to increase server processing and acquisition versus starting a new Linux image



InfoSphere Warehouse on System z

- Adds core data warehouse and analytics capability to DB2 for z/OS
 - Advanced physical database modeling and design
 - in-database data movement and manipulation capabilities of SQL Warehouse Tool (SQW)
 - Optimize multidimensional reporting and analysis of data with Cubing Service
- Additional capabilities available as part of a broad System z Solution
 - Cognos 8 BI
 - InfoSphere Data Architect
 - Information Server
 - MDM Server
 - Industry Data Models



IBM Cognos on System z Deployment Patterns

Accessing Different Data Sources/Content Stores Now
and in the Future



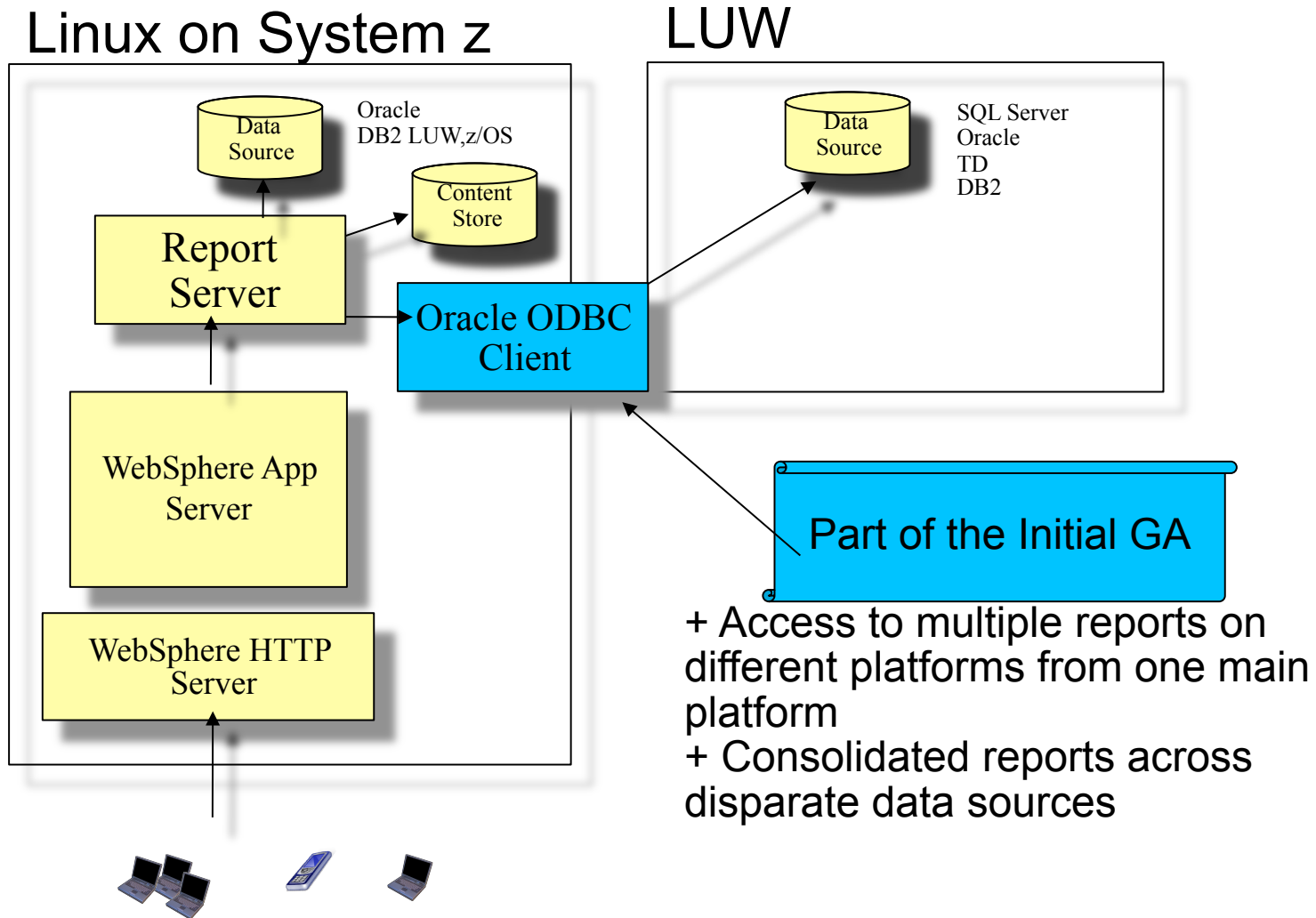
Scenarios

- Data Sources (Just *some* examples)
 - Oracle
 - SQL Server
 - Teradata
 - IMS/VSAM/Adabas etc

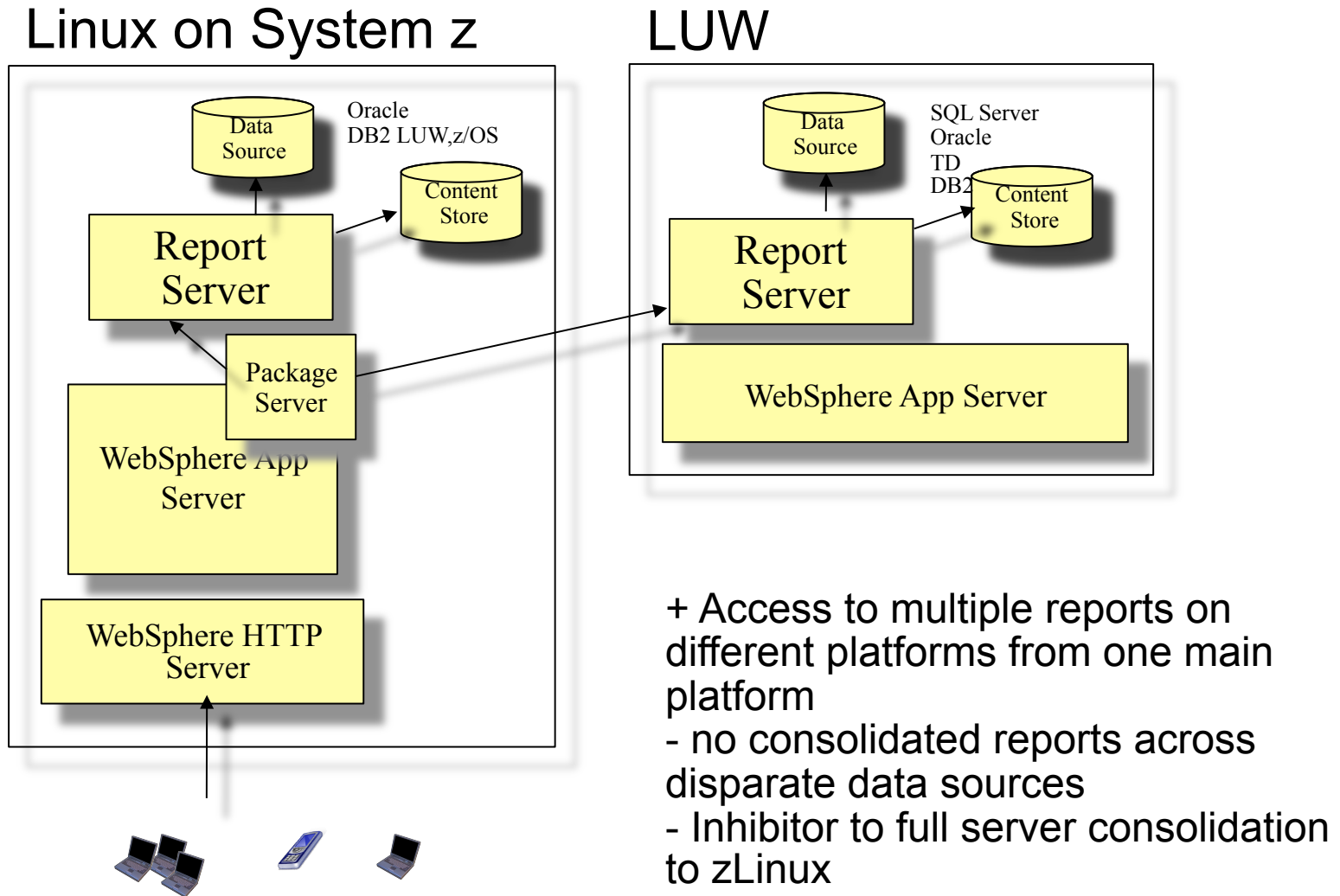
- Content Stores
 - Accessing an Oracle Content Store on a Different Platform



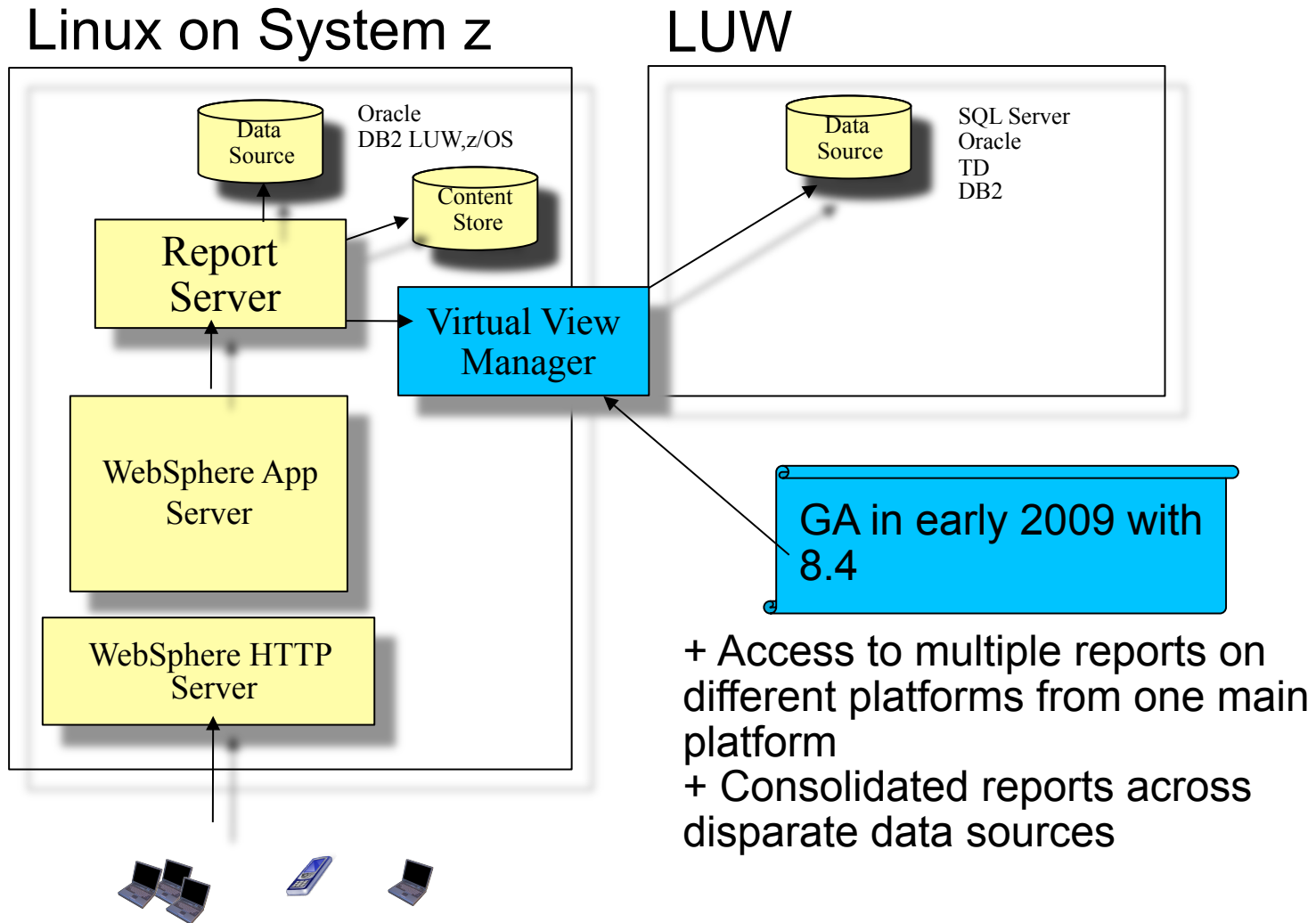
Accessing Oracle from a zLinux base



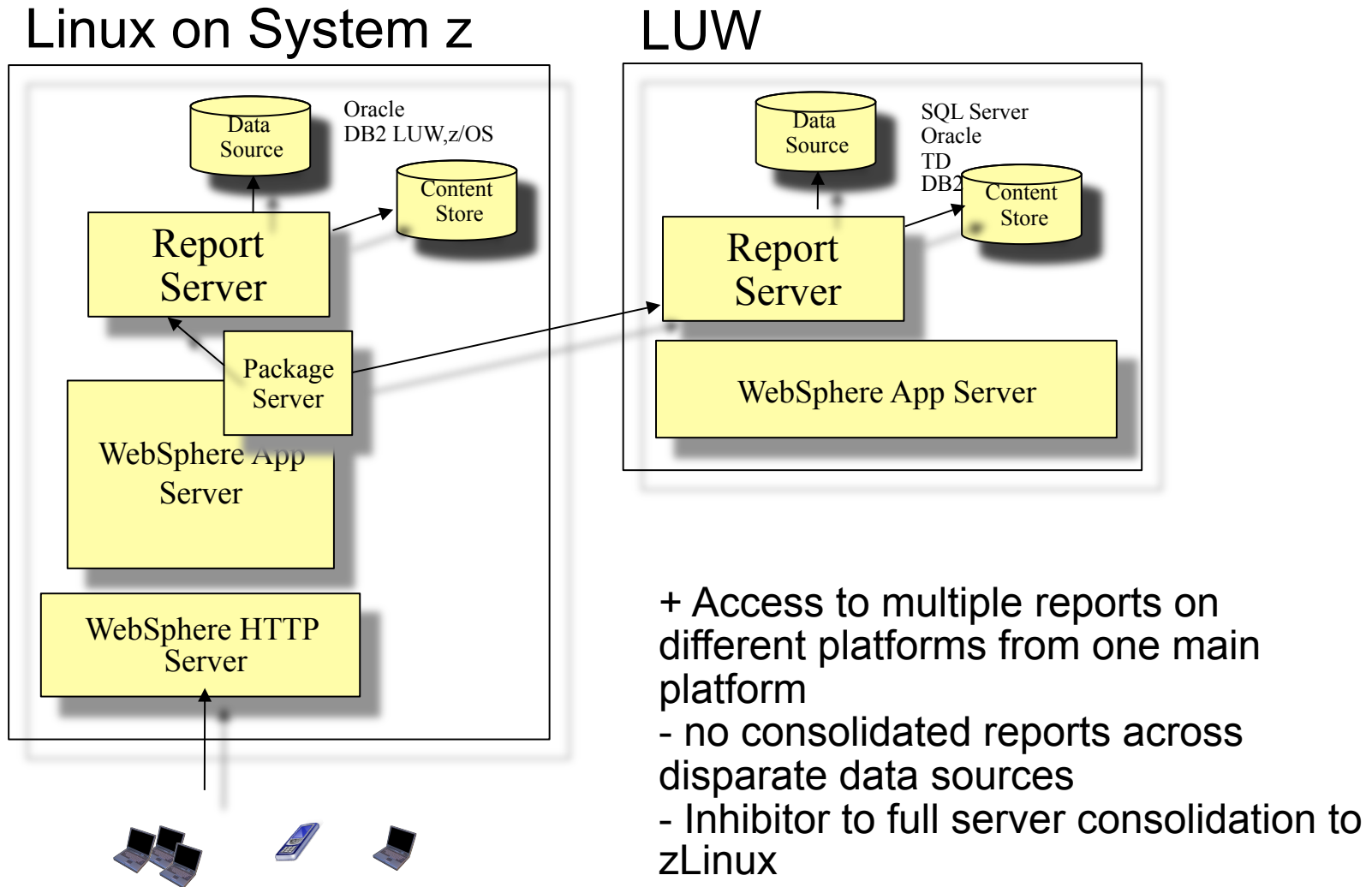
Accessing SQL Server from a zLinux base (Package Solution)



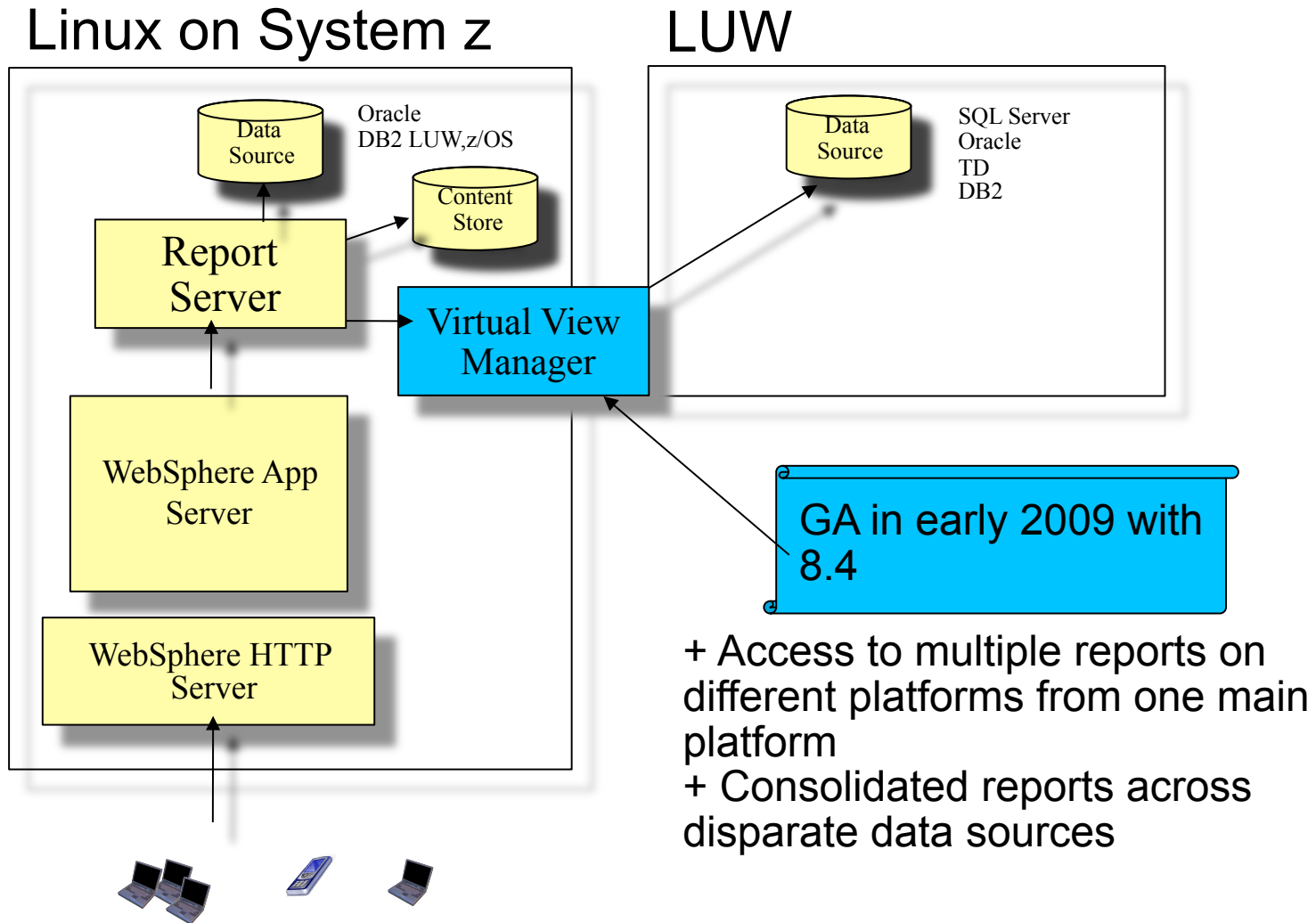
Accessing SQL Server from a zLinux base (VVM)



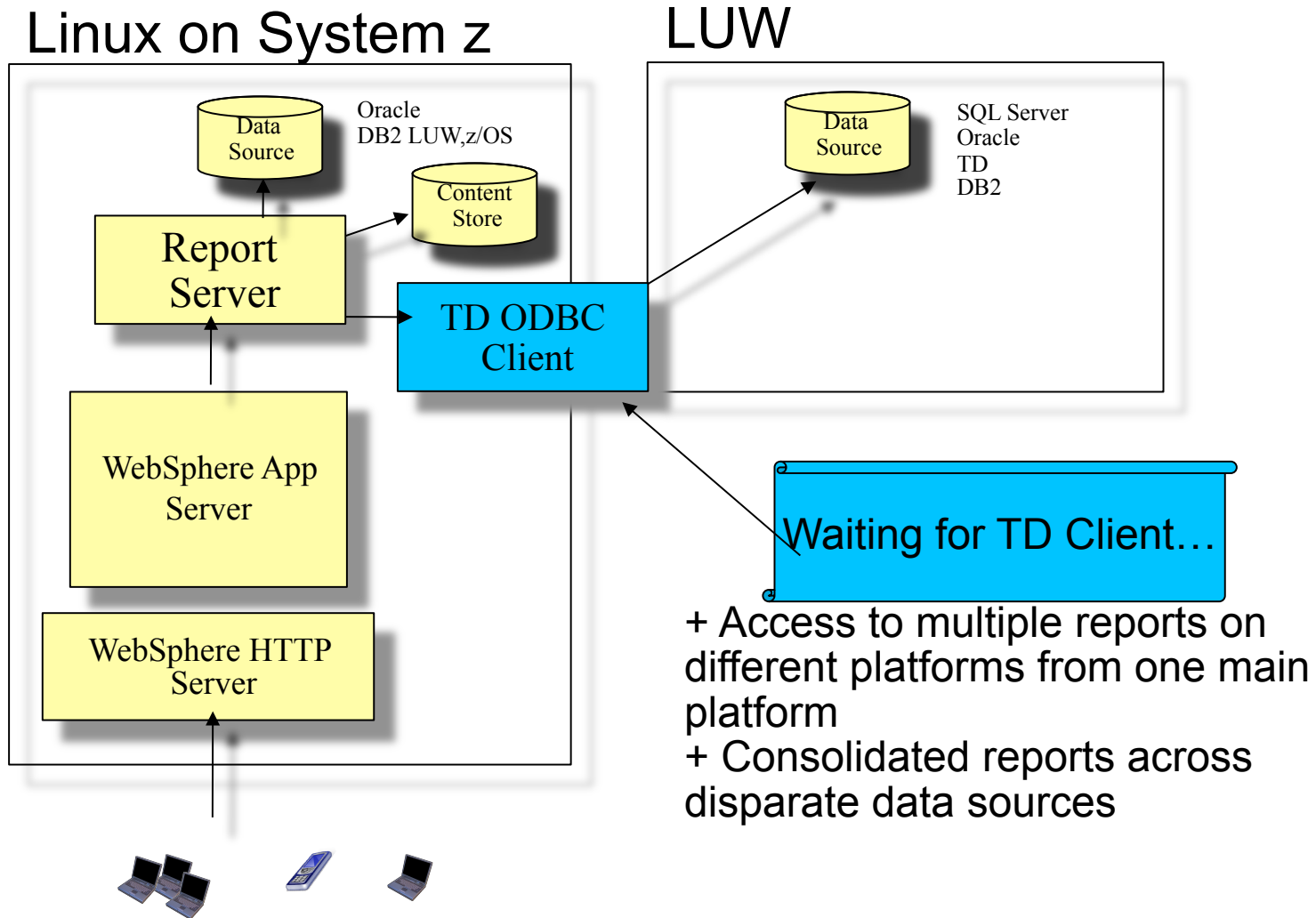
Accessing TD from a zLinux base (Package Solution)



Accessing Teradata from a zLinux base (VVM)

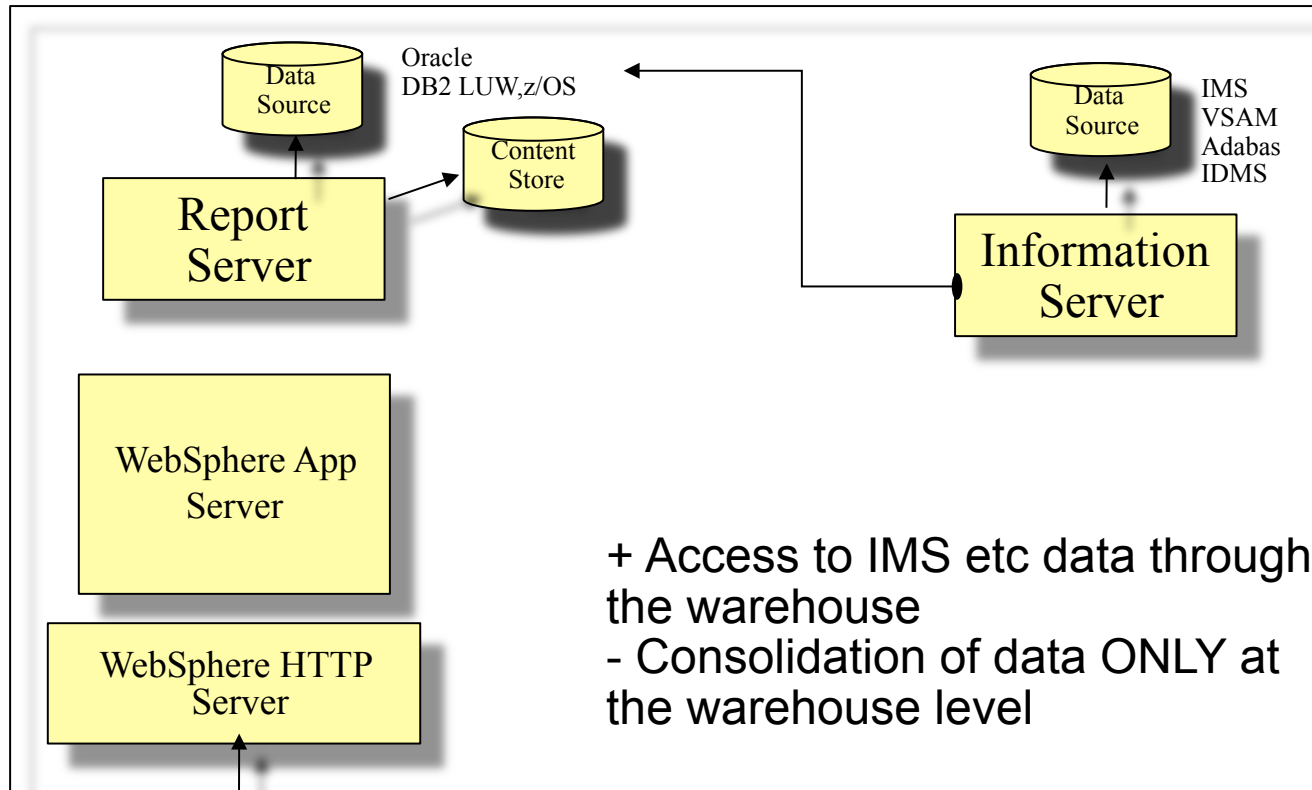


Accessing TD from a zLinux base (Future)



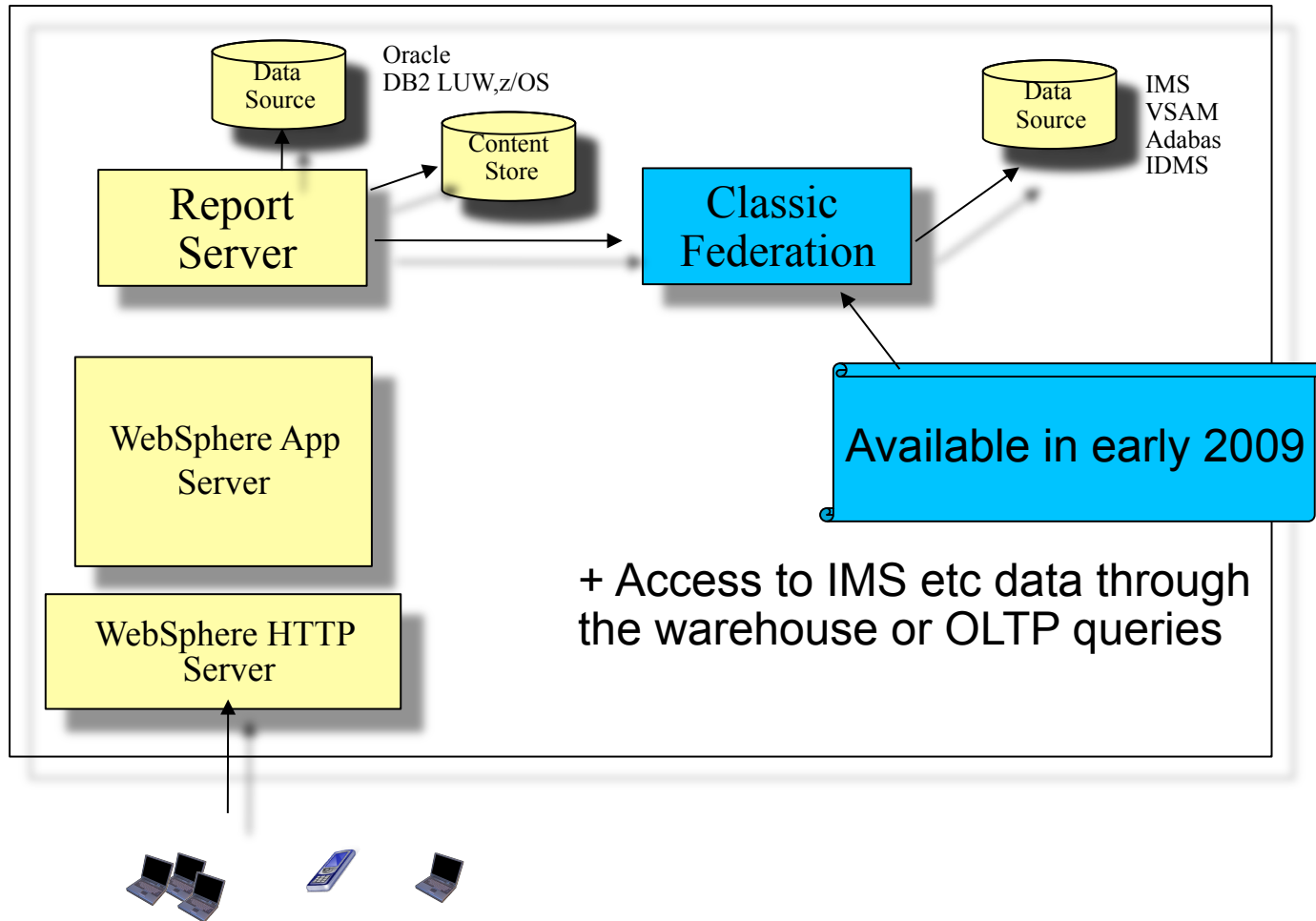
Accessing IMS/VSAM/Adabas from a zLinux base (Warehouse Solution)

Linux on System z

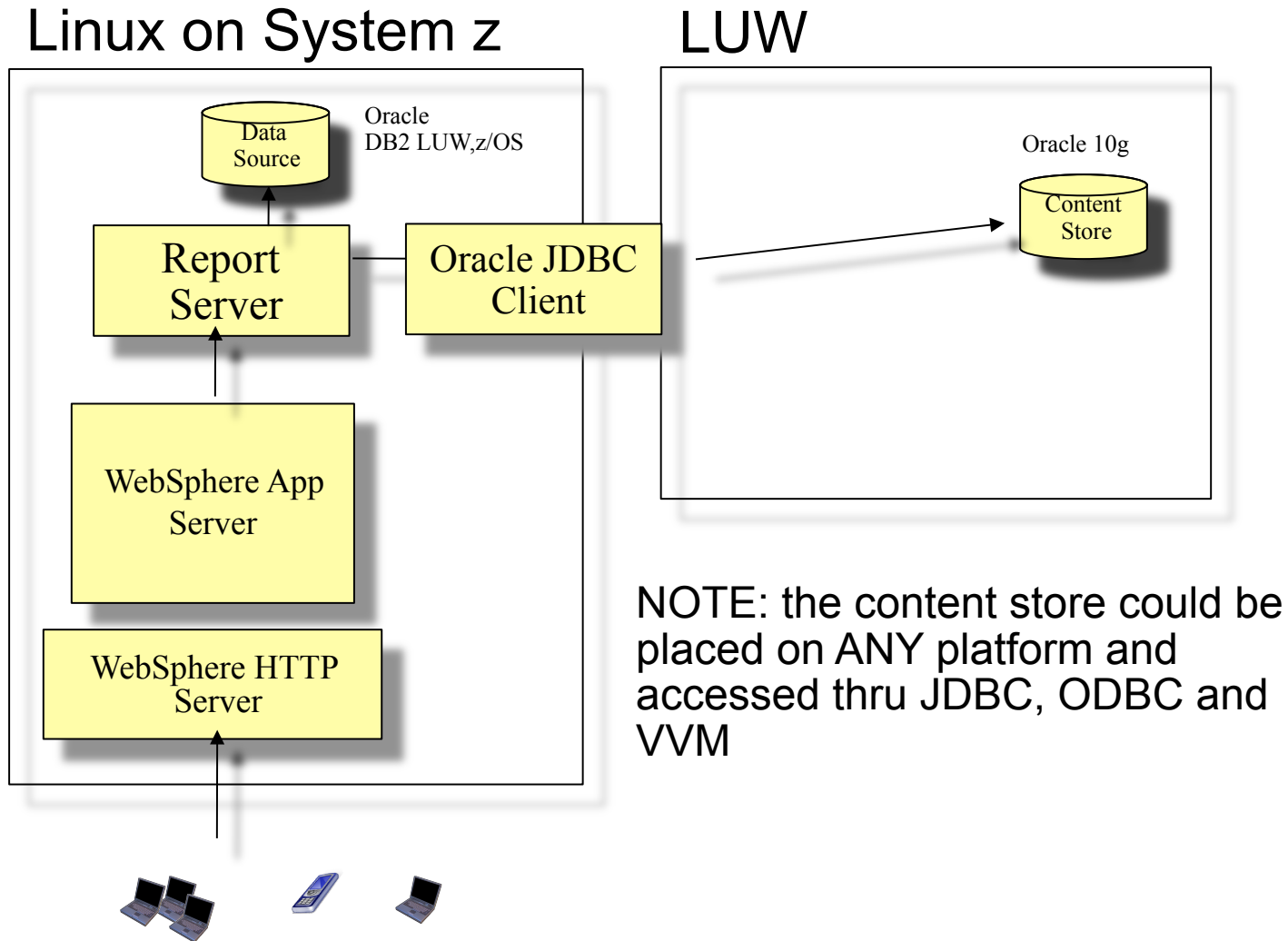


Accessing IMS/VSAM/Adabas from a zLinux base (Classic Federation)

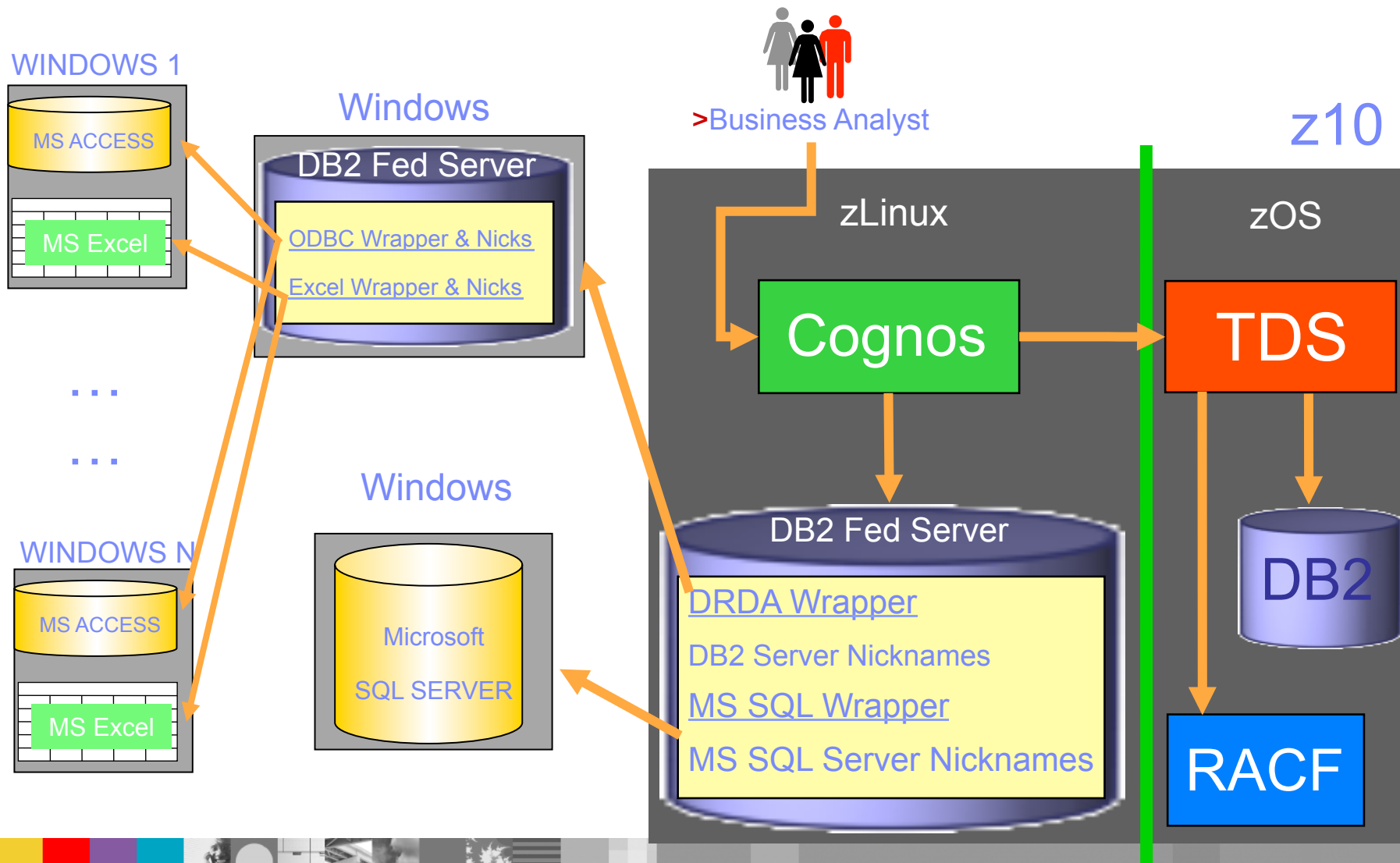
Linux on System z



Accessing an Oracle Content Store on a Different Platform



Federated Architecture (Customer Example)





Backup



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