



2007 System z Summit

DESTINATION z





Expanding the System z Ecosystem

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IBM System z™ sustained growth

- Six consecutive quarters of share growth
- Over 11 million MIPS installed
- Used by the top 25 banks in the world
- Record year for specialty engines
- 30% Total revenue driven through partners
- Over 30% growth in Linux® applications and tools



Source: IBM Finance, 1Q07 & CSI Finance '06

Today's mainframe platform

- **Leadership in**
 - Service-Oriented Architecture (SOA)
 - Enterprise data serving
 - Energy efficiency
 - Virtualization
 - Security
- **Linux**
- **Open Standards**
- **Demonstrably lower Total Cost of Ownership (TCO)**



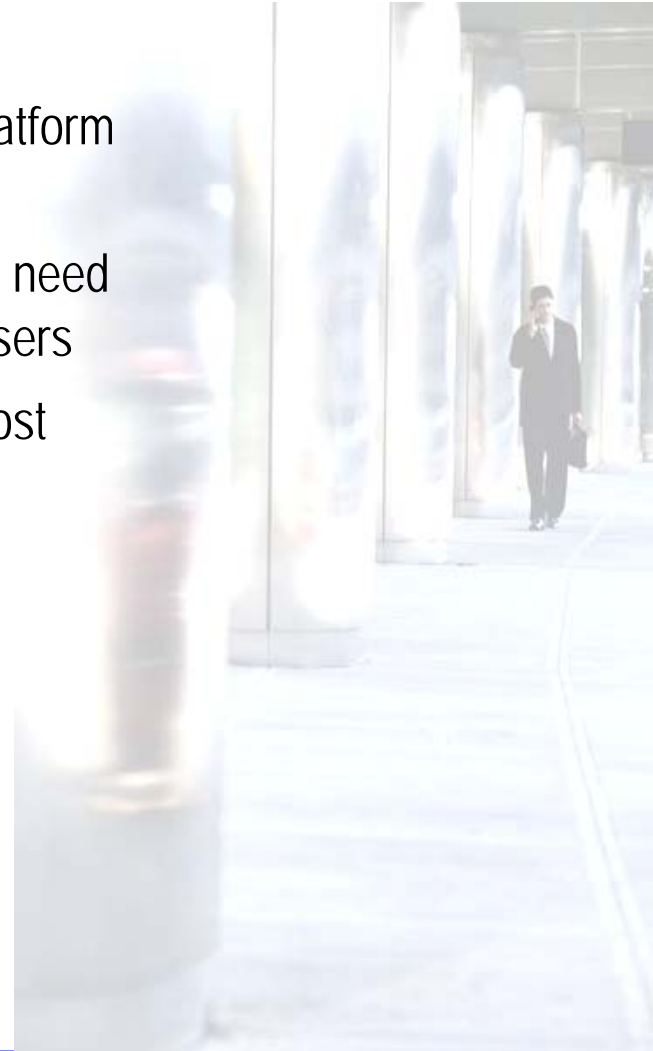
Ecosystem Announcement Summary

■ IBM Destination z

- Global partnership of IBM, ISVs, Systems Integrators, Platform Resellers, and Academic Institutions
- Leverage the continued growth of the mainframe and the need of a community to drive technical vitality for mainframe users
- Focused around the openness, flexibility, security, and cost effectiveness of the mainframe
- Enabling IBM Destination z partners to deliver strong business value to mainframe users

■ IBM System z for SIs

- Comprehensive enablement program
- Linkage to the mainframe users community
- Enhance business opportunities for Systems Integrators



What is IBM Destination z?

"IBM Destination z" is a community of companies and educational institutions that work together, forming an alliance to deliver strong business value to their customers by enabling them with technologies to centralize and optimize control and expense of their IT infrastructure. The community adds value by providing a comprehensive ecosystem that enables companies to develop or move computing workloads to the IBM System z™ platform to realize improved IT value including superior TCO, energy efficiency and security.



IBM Destination z Umbrella view



- System z for ISV
- System z for SI
- Centers of Excellence
- Industry Reference Architectures
- Academic Initiative

IBM Destination z Mission

The charter and activities of “IBM Destination z” will serve our customers by supporting the objectives of:

Accelerating the ***movement and modernization*** of new workloads to System z

Increasing the number of application and service providers ***focusing*** on mainframe solutions

Improving overall ***market perception*** of System z and its core business value

A global partnership of:

- IBM
- ISVs
- Systems Integrators
- Platform Resellers
- Academic Institutions

Goals

- Provide leadership in the growing mainframe market
- Foster a community for the continued expansion of mainframe workloads & solutions
- Accelerate the skills and adoption of System z technologies
- Engage customer developer organizations in modernization projects

Focused around these System z leadership messages:

Open



Flexible



Secure



Cost Effective



Destination z founding members



So who are these members

- **Organizations that have:**
 - Strong skills in mainframe solutions
 - Demonstrated competency of developing new tools or new applications that aid businesses in moving workloads to the mainframe
 - Identifiable offerings to assist customers in their implementation of mainframe solutions
 - Satisfied customers who've implemented mainframe solutions

And there are more to come !

New Comprehensive Web Portal

United States [change]

Home Business solutions IT services Products Support & downloads My IBM

Welcome [IBM Sign In] [Register]

IBM DESTINATION Z

Making the most of your mainframe

In today's IT world we all sometimes struggle with the levels of complexity and the broad choice of options open to us. Many of today's businesses are dealing with highly complex infrastructures and struggling to integrate new workloads and to be responsive to business needs. While many customers are realizing that System z, the IBM mainframe, may well be the right platform to help them address these challenges, this still leaves a number of questions, such as what are the right applications to deploy? How do I implement them? How do I integrate with my existing infrastructure?

In order to help you address these questions, IBM in conjunction with many of its partners is introducing Destination Z. Designed to be a comprehensive repository of information and support, Destination Z brings together details of products and offerings available from many partners spanning the mainframe community.

with the intention of helping you evaluate how the use of mainframe technologies can be optimized to your specific IT environment and business needs and to help you efficiently and effectively plan and execute your mainframe deployments.

- ➔ Simplifying your IT environment
- ➔ Modernizing your IT environment
- ➔ Reducing the cost of your IT environment

Customer testimonial

Watch the video about our z customer, Hannaford Brothers

Podcast

Watch the video about our z customer, Hannaford Brothers

White paper

Watch the video about our z customer, Hannaford Brothers

Business Partners

➔ View all

Find out more about the community

Align your IT strategies with your business priorities. ➔ Learn more

Resources

Align your IT strategies with your business priorities. ➔ Learn more

Find out more about System z

Align your IT strategies with your business priorities. ➔ Learn more

Related Information

- Optimize IT
- Governance and risk management
- Leveraging Information
- Empowering People
- Business Flexibility

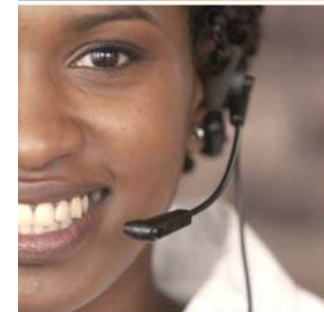
IBM Offerings

Check out the latest IBM Hardware, Software and Services. ➔ Learn more

www.ibm.com/systems/destinationz/

IBM Destination z Customer Benefits

- One stop shopping for System z solution
- Proven roadmaps for implementation
- Experienced Software & Services providers
- Examples of other customer successes
- Ready access to implementation resources
- Proof for their organization that others are growing their mainframe
- Decision-making resources



IBM Destination z Partner Benefits

- Visibility in the mainframe community
- Opportunity to position offerings for clients as they develop their mainframe strategy
- Access to a framework of ISVs, partners, and academic institutions to facilitate collaboration on sales and solution opportunities
- Access to the right skills, tools, and other assets to develop service offerings needed to support mainframe clients
- Open up new business opportunities through partnering and co-marketing activities



Role of the System Integrator in Destination z

- Consultants to CEOs & CIOs
- Consulting with their clients on the future of their data centers
- Driving value & capturing value for trends in the marketplace
- Leads clients in platforming selection
- Drives business value of IT

System z for SIs

A comprehensive program for supporting SI services development on System z

- **Business Development**
 - Support for evaluation and go to market planning for services offerings on System z
 - System z cross sell complementary to existing SI offerings
 - Provide opportunity for entry to new customers
- **Technical resources for pre-sales, proof of concept and engagement support**
 - Dedicated SI System z sales and technical resources
 - IBM Lab services
 - Proof of Concept support
 - IBM Design Centers
- **Education and Enablement**
 - Web-based System z enablement training through SI Subject Matter Expert (SME) customized portals
 - Selected System z academic courses and support for in-house training and skill development at no charge
 - Customized enablement for targeted initiatives/solutions

Custom tailored enablement to support SI services offerings on System z

- System z “A Growth Engine for SIs”
- Application modernization
- Integrating System z in SOA
- IT Optimization and workload consolidation
- System z new workloads

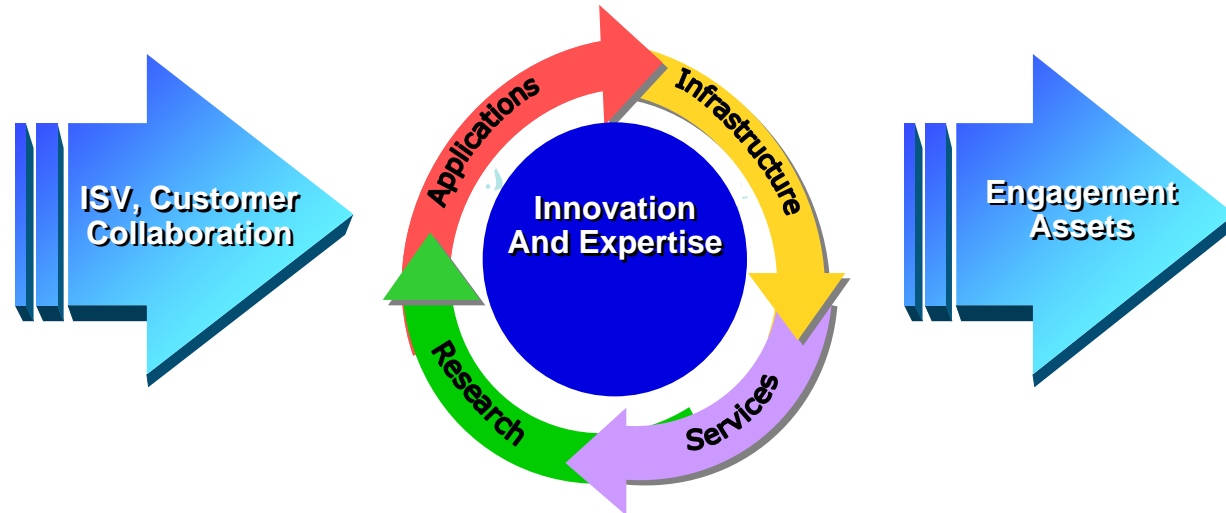


Worldwide Banking Center of Excellence



The Banking Center of Excellence is a major investment by IBM to work with ISVs and clients to lower risk and increase value on core banking and payments projects.

Mission: support banking clients and ISVs in re-engineering and transforming the bank's back office processing systems.



- Engage with major **clients** and core banking **ISVs**
- Be the **trusted intermediary**, matching banks & ISVs
- **Lower the risk** of major back office projects
- Provide **global** reach from a multi-site center to best match client needs
- Staff with **experts** in technology and banking from across IBM
- Leverage **assets, infrastructure and skills** at existing centers globally
- Utilize **reference architectures** to provide roadmaps for success

Wrapping it up

- System z ecosystem growth is critical
- The System z Ecosystem helps clients derive business value from the mainframe
- Business Partners see value and growth in mainframes
- New workload growth drives new solutions growth
- Customers are seeking help with their mainframe strategy
- Business partners can and will help expand the mainframe market

