Next Steps – How to Begin Maximizing the Value of Your Mainframe

Ray Jones

*WW Vice President, z Software*

Agenda

- **Quantifying Total Cost of Ownership**

- **Implementing SOA and Information on Demand**

- **Detailed Application Design**

- **Optimizing Performance**

- **Delivering High Availability**

- **Software Asset Management**

- **Modernizing the Software Stack**

- **Skills**

- **Porting ISV Applications**

Scorpion Studies

Contact : Marlin Maddy

mmaddy@us.ibm.com

877-598-9675
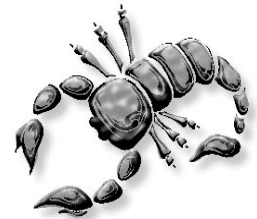
Who we are ?

- ▶ Part of Systems and Technology Group
- ▶ Platform independent consultants (x, p, i, z and storage)
- ▶ Mission: Displace Competition and Drive IBM Revenue

What is it ?

- ▶ **Business Case Comparison of Customer's current and future costs compared with cost of running on IBM servers and storage.**
  - ▪ Combines IT cost analysis and technical architecture
  - ▪ Server and storage consolidation, simplification, optimization

Why customers and account teams use our services?

- ▶ Experience: 7 years, hundreds of customers
- ▶ Credibility: Use real customer data
- ▶ Influenced over $500M of eServer and storage opportunities
- ▶ 75% of customers who have a Scorpion study have increased their IBM purchases

|	Zodiac Study (Server)	Scorpion Study (Server)	Storage / ILM Study
Timeframe	**~4-8 weeks**	**~6-10 weeks**	**~3-6 weeks**
Scope	**~300 servers** **Server Consolidation**	**500 -1000+ servers** **Cross platform Customized, Complex**	**Storage Consolidation** **Information Life Cycle Management**
Cost	**$40k - $50k+ plus travel**	**$75k - $100k+ plus travel**	**$30k - $50k+ plus travel**
Notes	**Tightly scoped SCON only**	**platform justification, cross platform** **Larger studies available**	**May be stand alone or as an add-on to a server study**

Total Cost of Ownership (TCO) Analysis Offering

- Offered by Software Group zProject Office

- One week study focusing on TCO:

  ▸ Mainframe to distributed offloads

  ▸ Distributed to mainframe consolidation

- Study will produce a presentation showing:

  ▸ Alternative configurations

  ▸ TCO analysis of configurations

- Local SWITA and account team participation required

- Cost: US$10,000 plus travel expenses

- Contact: csbender@us.ibm.com

WinterGreen Research ROI/TCO

Features and Benefits Analysis -- Calculate Value In the Context of Improved Return on Investment

Print | Display Calc List | **Calculate**
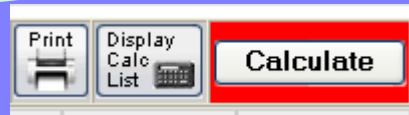
Business Models Provide ROI Cost Analysis : SLA, EAI, Security, Scalalability, Hardware, Software, Labor, Networking, Infrastructure, Power, Floor Space, Training, Stack Integration

Wintergreen Research **ROI** ENGINE

Summary Page:
SLA

On Line Models Specific to Benefits
Comprehensive, personalized analysis
Analysis of one to many applications
Report to Management

Cost:
$1,500 per Executive Report
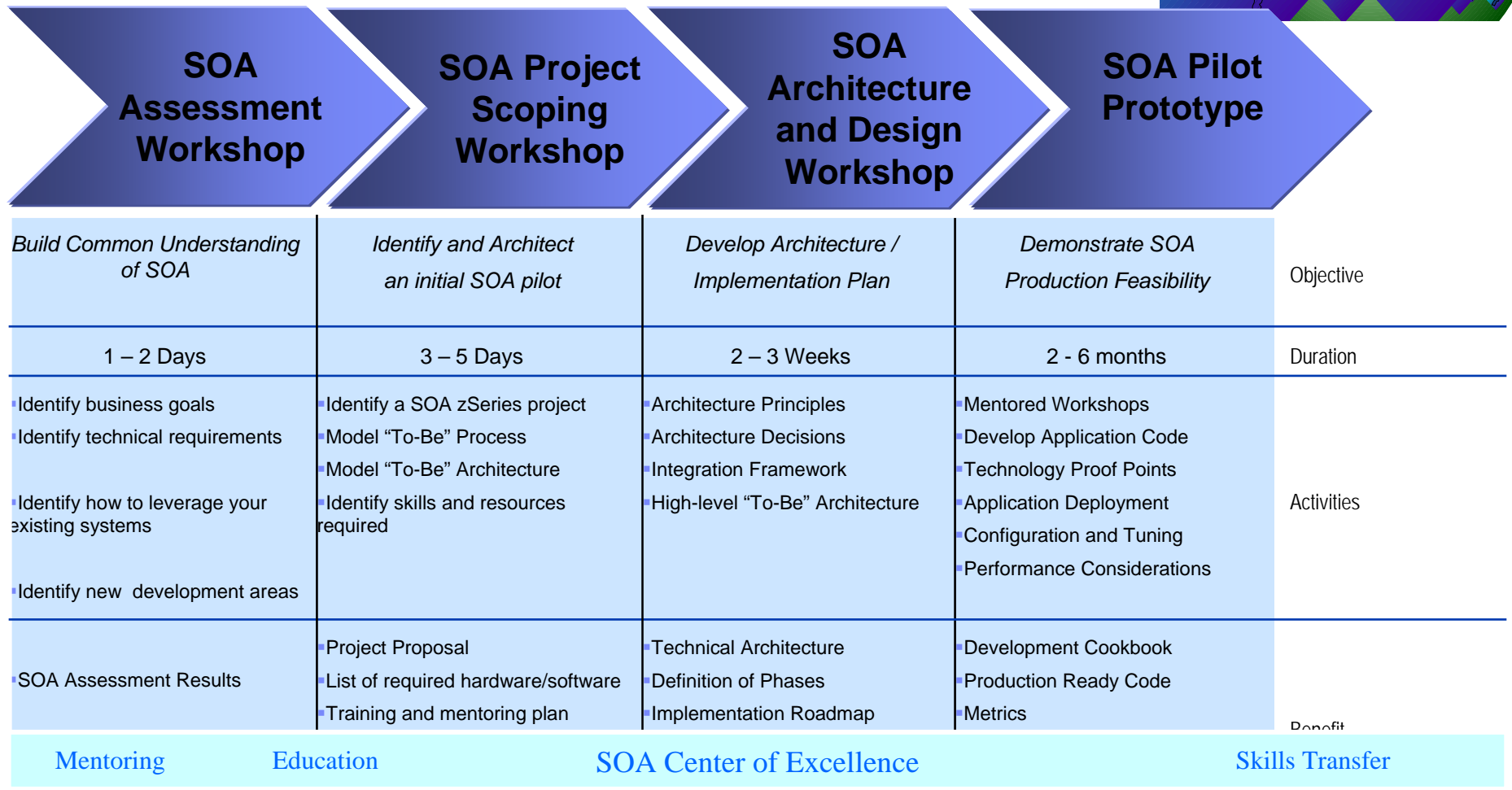**$5,000 per Presentation**
$16,000 per New Model Set

WGR

WINTERGREEN RESEARCH

Contact: Susan Eustis   781 763 5078
info@wintergreenresearch.com

knowledge *is* power
Wintergreen Research

System z Center of Excellence - zCoE
Getting Started with Service Oriented Architecture

http://www.ibm.com/developerworks/websphere/services

IBM Global Services

STG Services   SWG Services

SOA Assessment Workshop	SOA Project Scoping Workshop	SOA Architecture and Design Workshop	SOA Pilot Prototype	
Build Common Understanding of SOA	*Identify and Architect an initial SOA pilot*	*Develop Architecture / Implementation Plan*	*Demonstrate SOA Production Feasibility*	Objective
1 – 2 Days	3 – 5 Days	2 – 3 Weeks	2 - 6 months	Duration
▪Identify business goals ▪Identify technical requirements ▪Identify how to leverage your existing systems ▪Identify new development areas	▪Identify a SOA zSeries project ▪Model "To-Be" Process ▪Model "To-Be" Architecture ▪Identify skills and resources required	▪Architecture Principles ▪Architecture Decisions ▪Integration Framework ▪High-level "To-Be" Architecture	▪Mentored Workshops ▪Develop Application Code ▪Technology Proof Points ▪Application Deployment ▪Configuration and Tuning ▪Performance Considerations	Activities
▪SOA Assessment Results	▪Project Proposal ▪List of required hardware/software ▪Training and mentoring plan	▪Technical Architecture ▪Definition of Phases ▪Implementation Roadmap	▪Development Cookbook ▪Production Ready Code ▪Metrics	Benefit

Mentoring	Education	SOA Center of Excellence		Skills Transfer

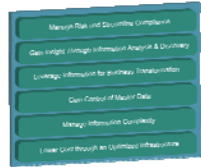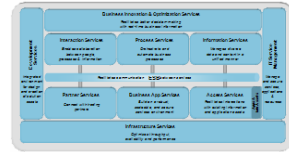# System z Infrastructure Architecture Workshop (zIAW)
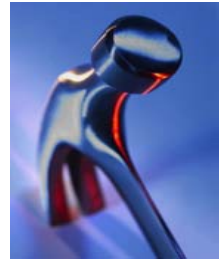
… a sales opportunity identification tool that ties System z platform capabilities and value to specific client business initiatives.

- zIAWs:
  - Are 1-2 day workshops aimed at client business and technical leaders
  - Use established facilitation methodologies, based on proven results
  - Are a combination of white boarding, presentations, and collaborative "JAD" sessions
  - Focuses on maximizing value of System z as a platform
  - Promotes client dialogue and brainstorming

- The objective of a zIAW is to:
  - Identify existing client business challenges
  - Identify short and long term business requirements
  - Identify and document the current (AS-IS) environment
  - Discuss industry standards and emerging technologies
  - Develop a proposed future state (TO-BE) architecture,
    - Demonstrate the unique capabilities of a System z solution to achieve competitive advantage
    - Recommend enhancements to the existing architecture – via a "Bill of Materials" (i.e. System z SW/HW product list)

Major areas of focus

zIAWs position the entire cross brand System z software and hardware capabilities to satisfy client business initiatives.

- ▶ Two main areas of focus are:
  - ▪ Services Oriented Architecture
    - – How to leverage existing assets in an SOA enterprise
    - – Value proposition of deploying critical SOA infrastructure on System z (i.e. New Workload)
  - ▪ Information as a Service
    - – Manage information complexity
    - – Lower cost through optimization
    - – Manage risk and streamline compliance
    - – Leverage information for business transformation

GEO Leaders/Contacts:	**Americas**	**Robert Liburdi/Endicott/IBM**
	AP	**John Eagles/Australia/IBM**
	NE IOT	**Gerry McFadden/UK/IBM**
	SW IOT	**Guilhem Vieljeuf/France/IBM**
Worldwide zIAW Website:	*http://techworks.dfw.ibm.com/systemz/ziaw.nsf*	

Enterprise Application Modernization for System z

Enterprise Modernization & SOA Workshop

What: Use the IBM SDP products, EGL and JSF to build an SOA-based application from scratch. The workshop participants will learn:

- What is EGL
- How to build cross-platform applications
- How to debug prior to code generation
- How to generate Java and COBOL
- How to deploy to WAS/z, CICS

Duration: 1 day

Who: This workshop is for Business Developers who have programming experience in some 3GL or 4GL such as COBOL or Natural.

What you get: Initial training and experience rapidly building a SOA application using EGL

Cost: Free for the **first 10 registrants**; $2500 thereafter

For more information: Contact Linda Cole at lcole@ca.ibm.com
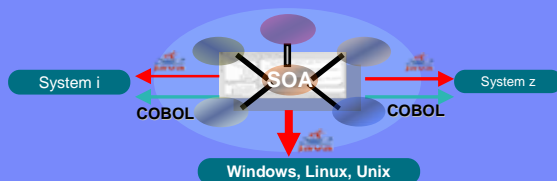
Application Transformation Assessment Workshop

What: An evaluation of your readiness for an Application Transformation from Natural/ADABAS to EGL/DB2. The assessment includes:

- Sample data source analysis
- Sample source code analysis
- IT skills assessment

Duration: 2 days

Who: IT Staff - Project Managers, Architects, Analysts, Database Administrators, Lead Developers
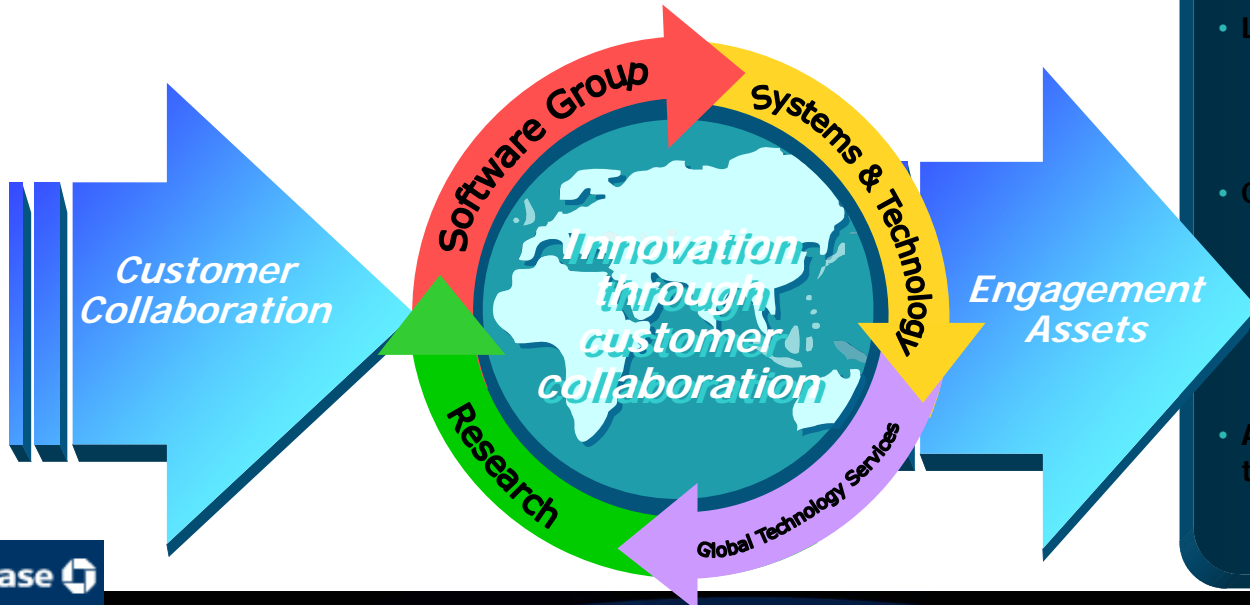
What you get: a high-level Enterprise Application Transformation recommendation & implementation document

**Cost:** Free for the **first 3 registrants**; $5000 thereafter

For more information: Contact Ed Gondek at egondek@us.ibm.com

High Performance On Demand Solutions Mission

Customer Collaboration

Software Group

Systems & Technology

Research

Global Technology Services

Innovation through customer collaboration

Engagement Assets

- Leaders in best practices
  - Whitepapers & patents
  - Templates & patterns

- Create strategic assets
  - SOA Workloads
  - Service Management
  - Software as a Service
  - Performance & Scalability
- Accelerate emerging technologies
  - Web2.0 for collaborative social networking
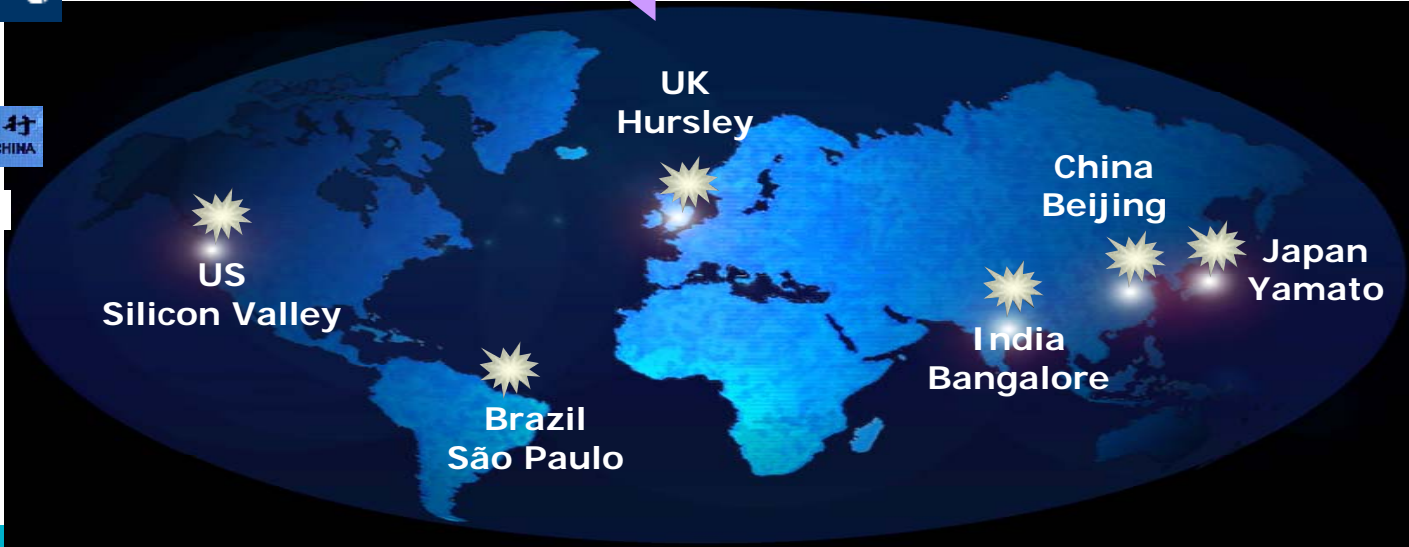
US Silicon Valley

UK Hursley

China Beijing

Japan Yamato

India Bangalore

Brazil São Paulo

IBM System Centers

Customer Benchmark Center
Our mission is to provide Client requested benchmark capabilities WW for IBM Systems and Storage. Locations in Poughkeepsie, Rochester, Gaithersburg,,Montpellier, Boeblingen, Beijing, Dallas,Tokyo, Seoul, Sydney, Bangalore, And Singapore

Deep Computing Capacity on Demand
Our mission is to provide off-site utility computing resources to enable our clients to respond quickly to changing IT demands. Locations in Poughkeepsie, London, and Rochester

High Availability Center Of Competency
Our mission is to work with Customers to help achieve the Availability and resiliency goals of their end-to-end IT infrastructure. Locations in Poughkeepsie and Montpellier

WW Advanced Client Technology Centers

Benchmark Requirements
Lead in creating plans for industry benchmarks and assist in the communication of results.

Design Center for On Demand Business
Our mission is to design innovative, integrated Solutions for select worldwide clients that leverage leading-edge technologies and speed their deployment into existing infrastructure to address business problems Locations in Poughkeepsie, Montpellier, and Makuhari

Center for Solution Integration
Our mission is to design, develop and test solutions, implement proof of concepts, and provide the necessary assets in support of IBM Solutions. Located in Poughkeepsie
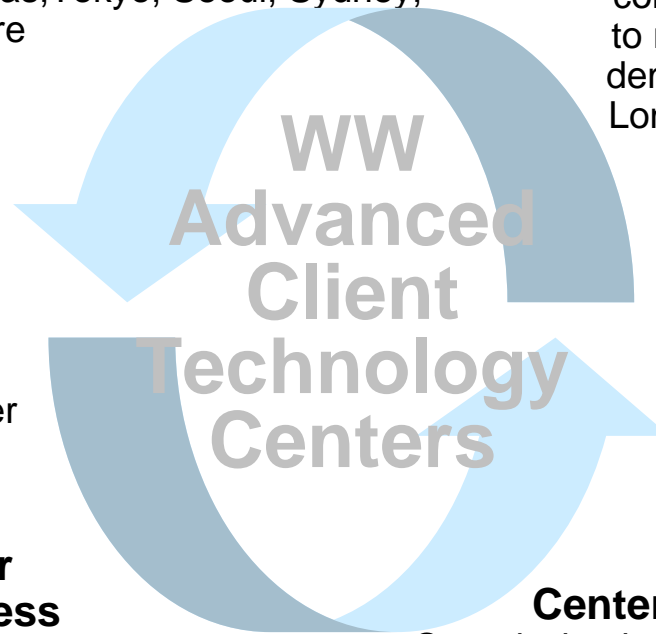
For more info or making contact with any Center visit: **www.ibm.com/systems/services/**

# World Wide Storage Solution Centers Montpellier / Gaithersburg / Mainz / Makuhari

- <u>Business Continuity and High Availability Solutions</u>
  - Advise clients on the optimum design
  - Considering Recovery Time and Point Objective
  - Perform a "Proof of Concept" of the proposed solution
  - Capabilities Include:
    - End to End Solution Testing Including Distance Simulation
    - Complimentary Partners: Cisco, McData, Adva, Ciena
    - Automated Storage Provisioning
    - Cross-Brand Integration (i,p,x,z, and OEM

- Contacts
  - Montpellier – Olivier Alluis / olivier.alluis@fr.ibm.com
  - Gaithersburg – John Amann / jdamann@us.ibm.com
  - Mainz – Michael Eggloff / eggloff@de.ibm.com
  - Makuhari – Kihoko Nanamori / kihoko@jp.ibm.com

GDPS-*The Ultimate Availability Solution*

Metropolitan High Availability

Site A

Synchronous
Paths
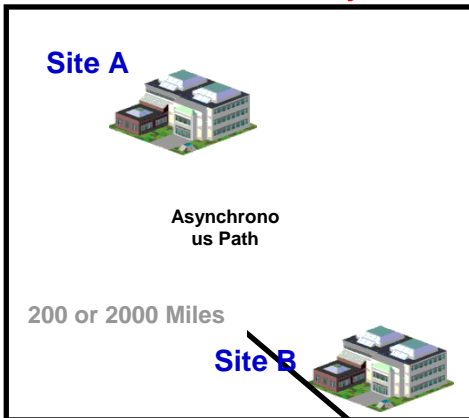
Up to 100 fibre km

Site B
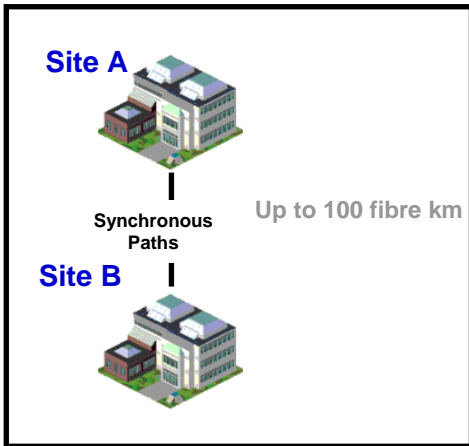
Managing availability and disaster recovery

IBM GDPS® is designed to keep your critical IBM System z applications and open systems data available when outages occur and drastically reduce the time it takes to restore operations— averaging less than an hour for most clients with GDPS versus one to two days without. It can be designed to either eliminate or reduce downtime, depending on your needs.

Extend Parallel Sysplex Continuous Access to Data

PPRC
primary

PPRC
Secondary

Synchronous
PPRC
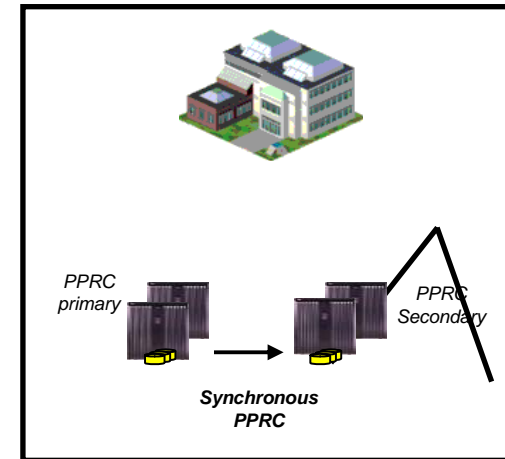
Unlimited Distance Disaster Recovery

Site A

Asynchronous Path

200 or 2000 Miles

Site B

GDPS is a proven suite of solutions in hundreds of businesses worldwide.
GDPS address the key factors that impact your business resilience and regulatory compliance: availability, time to restart systems after a disaster, data protection and distance between your primary and backup systems.
IBM works with your team — through assessment, planning and design, installation, testing, education and ongoing support — to deliver the customized multi- or single-site GDPS solution that's right for you.
Email: gdps@us.ibm.com

Metro HA / Out of Region DR

Up to 100 fibre km
Synchronous Paths

Site A

Site B

Asynchronous Path

Unlimited Distance

Site C
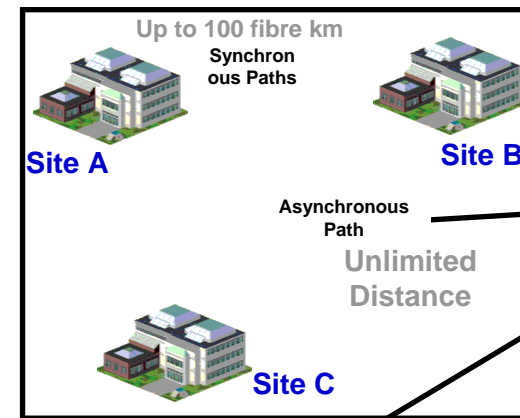
Portfolio Review and Analysis
"PRA" - a study for IBM zSeries customers

- ➢ **helps understand the potential impact of processing growth on future software budgets by developing predictive costs models.**

- ➢ **provides you with a comparison of your current portfolio cost structure with those of other zSeries/S390 customers.**

- ➢ **analyzes your software portfolio to identify redundant or underutilized software products.**

- ➢ **identifies product alternatives and their cost/ benefit impact.**

- ➢ **provides you with negotiation leverage with incumbent product vendors.**

- ➢ **provides you with the latest Software Asset Management tips to help proactively manage your zSeries/S390 software portfolio**

http://www-3.ibm.com/software/solutions/softwaremigration/sps.html

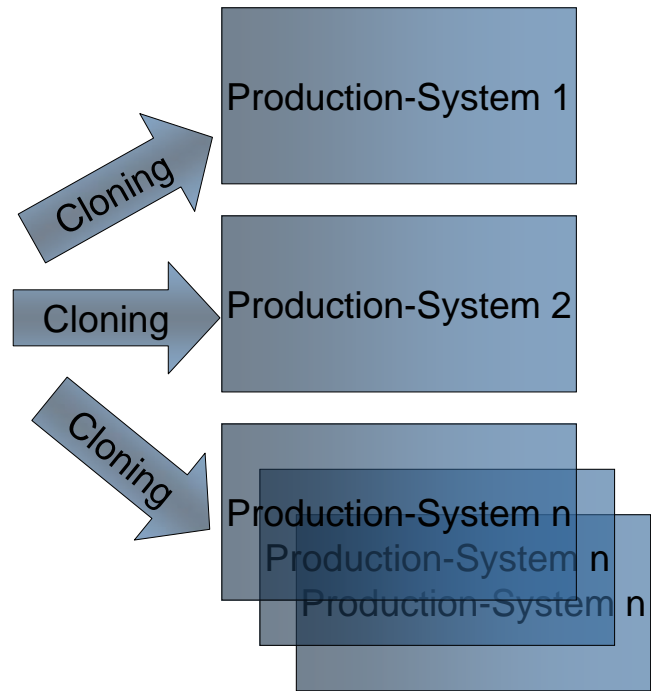**Or contact Linda Beckner at (614) 659-7192 or at Becknel@us.ibm.com.**

Customized Platform Service (CPS) for optimized Release Management, by use of the existing – Client owned – System Architecture/Design.

For further information please contact by mail gert_albrecht@de.ibm.com or phone

SWM Factory
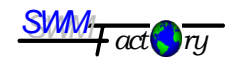
Scalability

- Gathering of all Client individual data
  - CSI, naming conventions, catalog struct., etc.
- Product Planning
  - SW compatibility and pre-req checking for all SW products (IBM and ISV)
  - Product portfolio recommendation
- Centralized installation, configuration and documentation of Version/Release of all selected SW products
  - z/OS, incl. corresponding features and all other related IBM products (middleware, tools, etc.)
  - More than 500 ISV products
  - Adaptation of USERMODs and EXITs
  - Functional testing and delivery of the platform
- Client can choose between different delivery options
  - SMS managed pool
  - with Starter System (back-level migrations)
  - Client specific system
- Support during platform activation
  -
  - environment (complete documentation of new environment and remaining activities)
  -

Delivery build by IBM on IBM systems

Client Test-Environment (Acceptance)

Cloning → **Production-System 1**

Cloning → **Production-System 2**

Cloning → **Production-System n**
Production-System n
Production-System n

CPS fixed price offering based on
- **Number of products & EXITs**
- **Only migration & naming conventions**
- **Migration, naming conventions & full customization**

Service extensions based on
- **time & material**

For Tool Migrations contact:

- **System Z Software Leaders**
  - Paul Johnston - UKISA
  - Thomas Koch - CEMAAS
  - Morten Olsen - Nordics
  - Markus Schwarz- Germany
- **Technical Assessment Leaders**
  - Nick Dudeney - (Nick_Dudeney@uk.ibm.com)
  - Gerry Mcfadden - (Mcfadden@uk.ibm.com)
  - Mark Fallon

- **System Z Software Leaders**
  - Marc Delaveau - France
  - Giancarlo Marino - Italy
  - Hans Deketele - BeNeLux
  - Miguel Gomez Bernabeu - SPGIT
- **Technical Assessment Leaders**
  - Guilhem Vieljeuf - (Guilhem Vieljeuf/France/IBM@IBMFR
  - Guy Richker (Guy Richker/Israel/IBM@IBMIL)

- **IBM Laboratory Services and Support**
  - Executive Briefing Centres
  - Technical Exploration Centres
  - Design Centres
  - Deployment Services

Advancing toward goal of 20,000 additional mainframe educated students in marketplace by 2010

Significant momentum with <u>Academic Initiative</u> to build mainframe systems and enterprise skills

- **>23,000 students worldwide educated to date**

- **School enrollments grew <u>900%</u> in 2 years, Over half outside of US**
  1/04 = 24; YE04 = 70; YE05 = 213; Today 294

- **14 courses available to all schools**

- **2005, 2006 Student Mainframe Contests – 2,523 students from 302 schools**

- **6 University HUB systems actively sharing academic mainframe resources worldwide**

- **zNextGen community kicked off with SHARE/IBM**

- **Over 200 IBM mainframe ambassadors assisting schools**

And more planned …

- **Student Mainframe Contest in Europe, NA & Brazil**
- **3 more courses (17 total)**
- **T3 – Faculty Education Seminars ongoing**
- **More specializations (Majors, Certifications)**
- **Matching schools with customers**
- **Faculty Awards**

Important Web sites and contacts

- System z Community

  ▶ ibm.com**/systems/z/about/charter/community.html**

- Academic Initiative for the Mainframe

  ▶ ibm.com**/university/systemz**

- z/OS Entry Level Mastery Exam & DB

  ▶ ibm.com**/certify/mastery_tests/azprogprot_mt.shtml**

- zNextGen

  ▶ **share.org/Events/Tampa/zNextGen.cfm**

- Enhanced skills portal

  ▶ ibm.com**/systems/z/about/charter/skills.html**

Program Manager,
Academic Initiative for the
Mainframe:

Don Resnik, resnik@us.ibm.com

Presenter
Director, Technical Sales Support:

Mike Bliss, mbliss@us.ibm.com

System z for ISVs

Comprehensive resources helping System z ISVs build middleware-based applications, develop skills and close business

- **Consulting**
  - In depth technical consultation with System z developer
  - Assessment of resources required

- **Training and education**
  - Providing skills for developers and business partners
  - No charge z/OS class via IIC at Dallas
  - Special educational discounts

- **Access to development environment**
  - No charge remote access to latest System z hardware technology
  - No charge technical support packages
  - Worldwide centers for in-person technical support

- **Hardware and software discounts**
  - Substantial discounts for application development on z/OS

- **Marketing Benefits**
  - Discounted advertising
  - Sales Connections
  - Web Content Syndication Tool (WebCollage)
  - Joint telemarketing
  - Application sales kits to education IBM sales teams

- **Sales Support**
  - Investing in driving leads and closing business for *System z ISVs*
  - Assigned IBM sales reps to close business

- **Participation requirements**
  - Port a new application to z/OS which runs on WAS or DB2 or enable an existing one with WAS V6
  - GA the application within 3 months of porting
  - Create GSD entry and a sales kit for the application

To get started, submit the System z porting questionnaire at
http://www-03.ibm.com/servers/eserver/zseries/zos/was_portquestion/index.html

Where To Find More Information

The Internet – www.ibm.com/software/systemz

The Mainstream –
www.ibm.com/software/zseries/mainstream

Webcasts/Telecons

Feb 08: The evolution of Tivoli on System z

Feb 15: OMEGAMON XE V4.1 new features and migration considerations

Feb 21: Unleash the power of your existing mainframe assets into the SOA world

Feb 28: Best Practices for System z security

Feb 28: Webify your mainframe applications with WebSphere Host Access Transformation Services V7.0

May 7: Connectivity Solutions for CICS and IMS

May 17: Best Practices for IMS: Historical Performance Analysis

Events/Seminars/Briefings

Feb–Dec: System z Breakfast/Brunch Briefings. Various cities, Germany

Mar 6: The Modern Mainframe – At the Heart of your Business [agenda]. Saudi Arabia

Mar 8: The Modern Mainframe – At the Heart of your Business [agenda]. Israel

March 15 – 21: CeBIT. Hannover, Germany

March 21 – 22: Mainframe University. Paris, France

March 26 – 28: GSE VM/VSE/ Linux for System z Frühjahrstagung. Berlin, Germany

April 16 – 20: IBM System z Technical Conference. Munich, Germany

May 21 – 25: IBM Information Management Technical Conference. Dusseldorf, Germany

June 11-15: IBM Tivoli Technical Conference. Rome, Italy

For a complete list of webcasts, teleconferences, and seminars: ibm.com/software/zseries/events

Summary

- IBM Has Considerable Resources at Your Disposal

- I Have Listed Just a Few for You Here

- If All Else Fails – email **rayjones@us.ibm.com**

- Thank You!