



## **z9 Executive Software Briefing Next Steps – How to Begin Maximizing the Value of Your Mainframe**

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***914-766-2399***



## 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](mailto: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

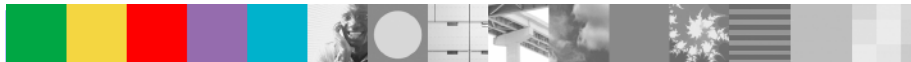
## What is it ?

- ▶ **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](mailto:csbender@us.ibm.com)



## WinterGreen Research ROI/TCO

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



Business Models Provide ROI Cost Analysis :  
SLA, EAI, Security, Scalability, Hardware,  
Software, Labor, Networking, Infrastructure,  
Power, Floor Space, Training, Stack Integration



Summary Page:  
**SLA**

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

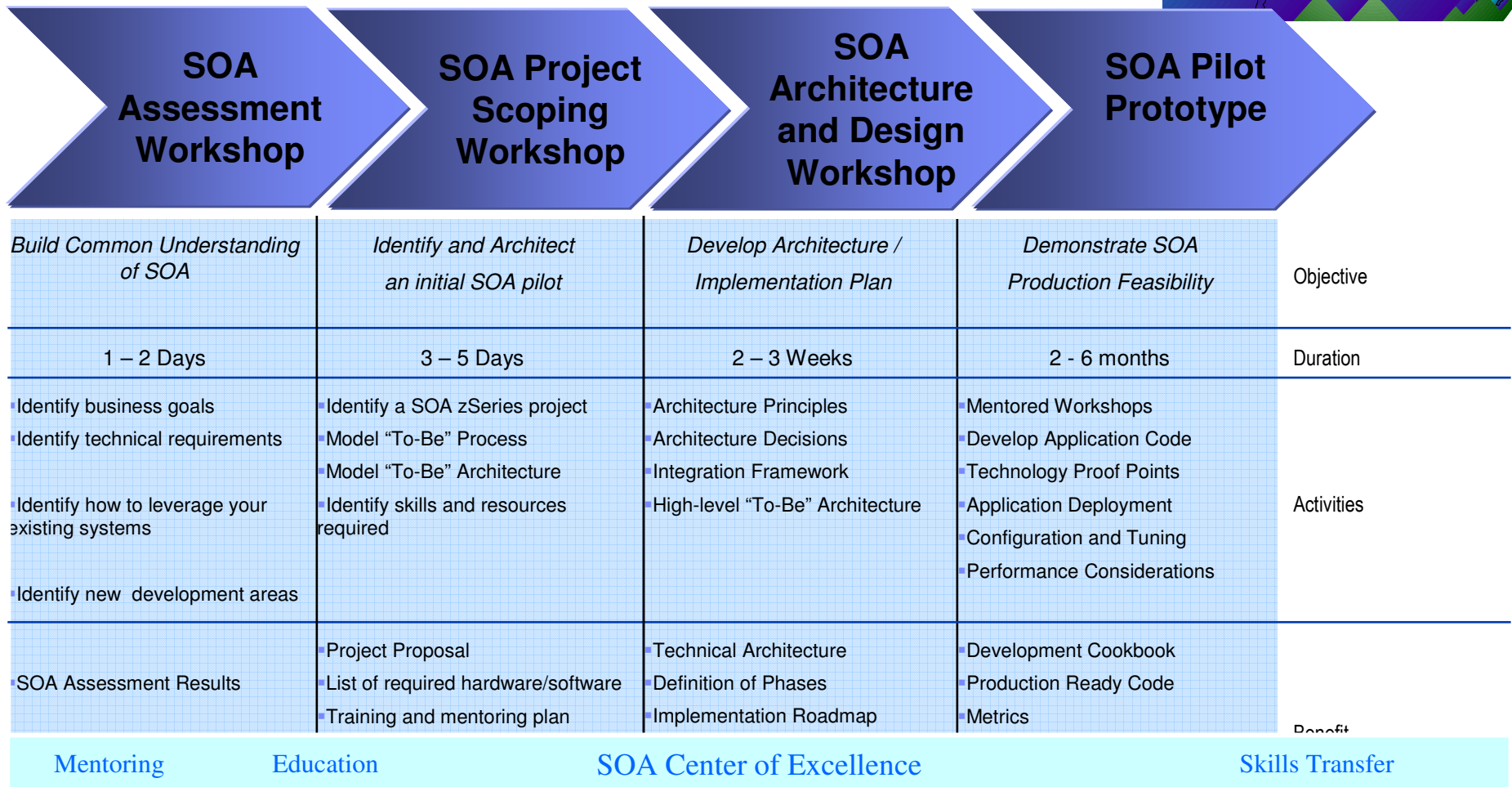
**Cost:**  
**\$1,500 per Executive Report**  
**\$5,000 per Presentation**  
**\$16,000 per New Model Set**

Contact: Susan Eustis 781 763 5078  
[info@wintergreenresearch.com](mailto:info@wintergreenresearch.com)

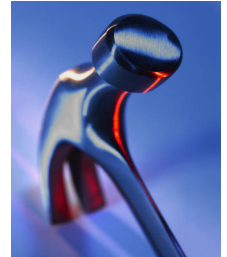
# System z Center of Excellence - zCoE

## Getting Started with Service Oriented Architecture

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



# System z Infrastructure Architecture Workshop (zIAW)



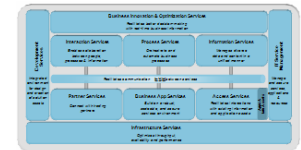
... a sales opportunity identification tool that ties System z platform capabilities and value to specific client business initiatives.

- 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

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



# 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

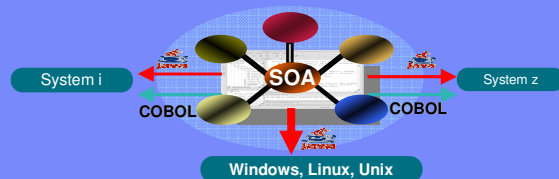
**Duration:** 1 day

**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



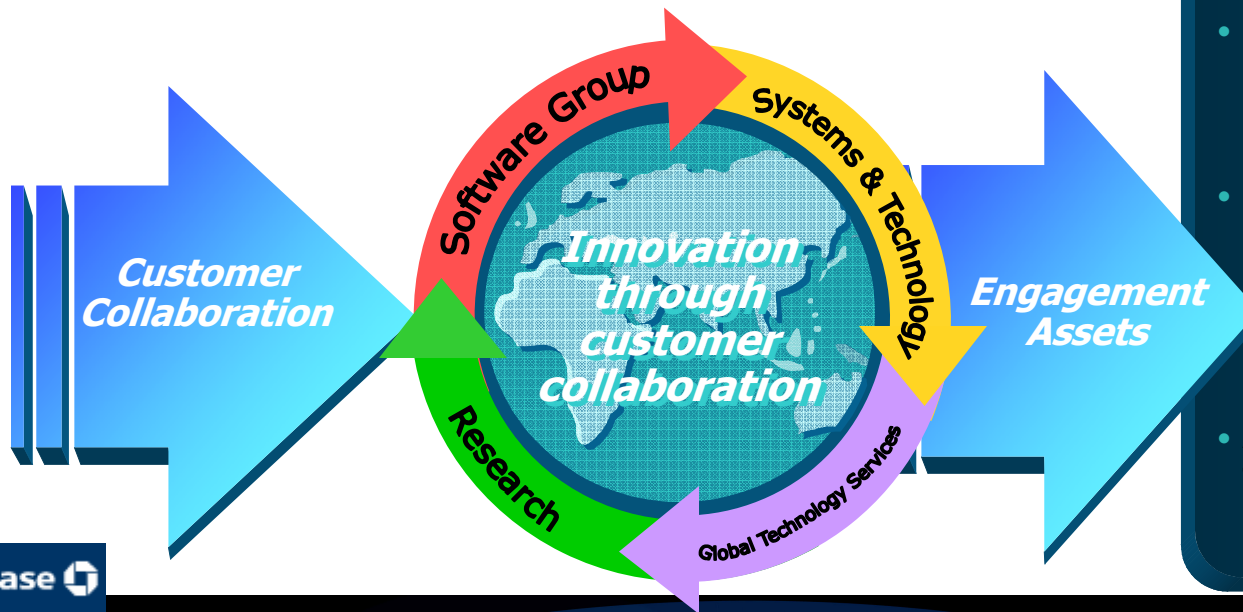
# High Performance On Demand Solutions Mission



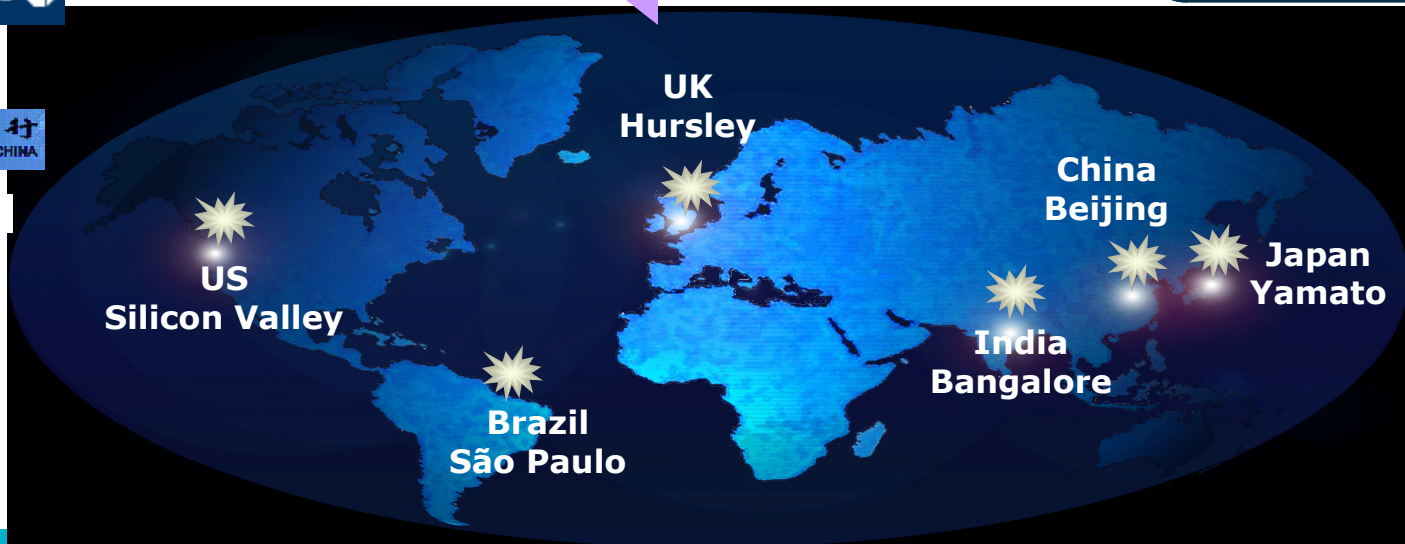
UFIDA



Land Transport Authority



- 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



## IBM System Centers

### Customer Benchmark Center

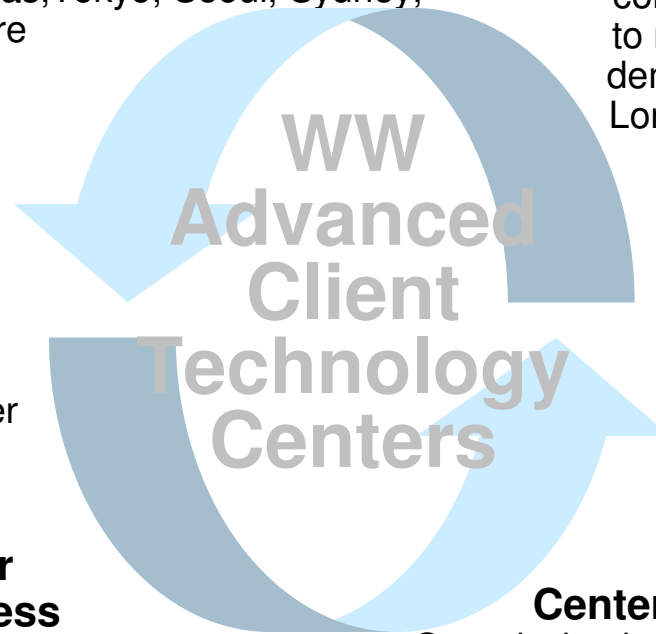
Our mission is to provide Client requested benchmark capabilities WW for IBM Systems and Storage. Locations in Poughkeepsie, Rochester, Gaithersburg,,Montpellier, Boeblingen, Beijing, Dallas,Tokyo, Seoul, Sydney, Bangalore, And Singapore

### 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



### 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/](http://www.ibm.com/systems/services/)



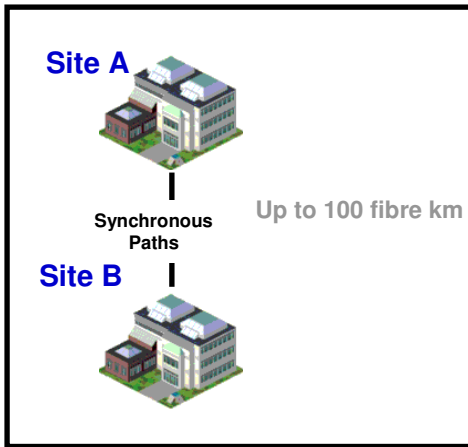
## World Wide Storage Solution Centers Montpellier / Gaithersburg / Mainz / Makuhari

- Business Continuity and High Availability Solutions
  - 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](mailto:olivier.alluis@fr.ibm.com)
  - Gaithersburg – John Amann / [jdamann@us.ibm.com](mailto:jdamann@us.ibm.com)
  - Mainz – Michael Eggloff / [eggloff@de.ibm.com](mailto:eggloff@de.ibm.com)
  - Makuhari – Kihoko Nanamori / [kihoko@jp.ibm.com](mailto:kihoko@jp.ibm.com)



# GDPS-The Ultimate Availability Solution

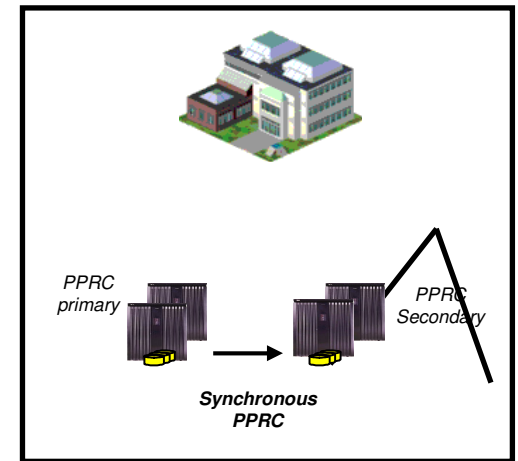
## Metropolitan High Availability



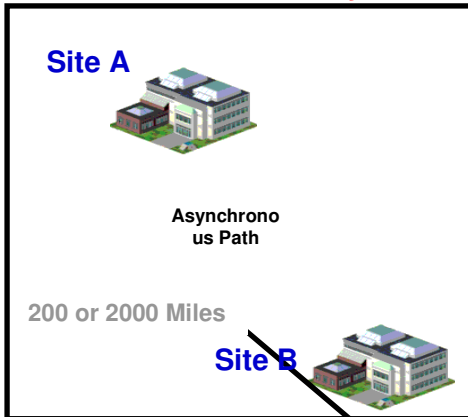
## Managing availability and disaster recovery

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



## Unlimited Distance Disaster Recovery



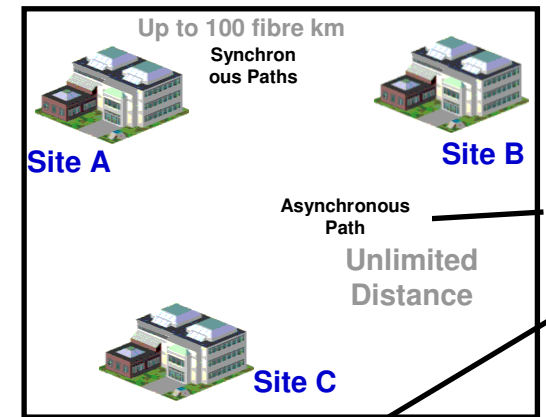
## GDPS is a proven suite of solutions in hundreds of businesses worldwide.

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](mailto:gdps@us.ibm.com)

## Metro HA / Out of Region DR



## ***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](mailto:Becknel@us.ibm.com).



## For Tool Migrations and zWorkshops contact:

- System Z Software Leaders
  - ▶ Carolyn White – East
  - ▶ Jill Bertini – Central
  - ▶ Greg Adams – West
  - ▶ Theresa Moore – Federal
  - ▶ Jason Taylor – Canada
  - ▶ Sergio Bordallo – LA
- zSW Technical Leaders
  - ▶ Sharon Solomon-Bouchard
  
  - ▶ Rich Simonetti – East/Federal
  - ▶ Rex Peters – Central
  - ▶ Greg McLemore – West
  
  - ▶ Sheryl Collier – SMPO
  - ▶ Bob Liburdi – zSW Architects
- 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 Academic Initiative to build mainframe systems and enterprise skills

- ▶ **>23,000 students worldwide educated to date**
- ▶ **School enrollments grew 900% 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

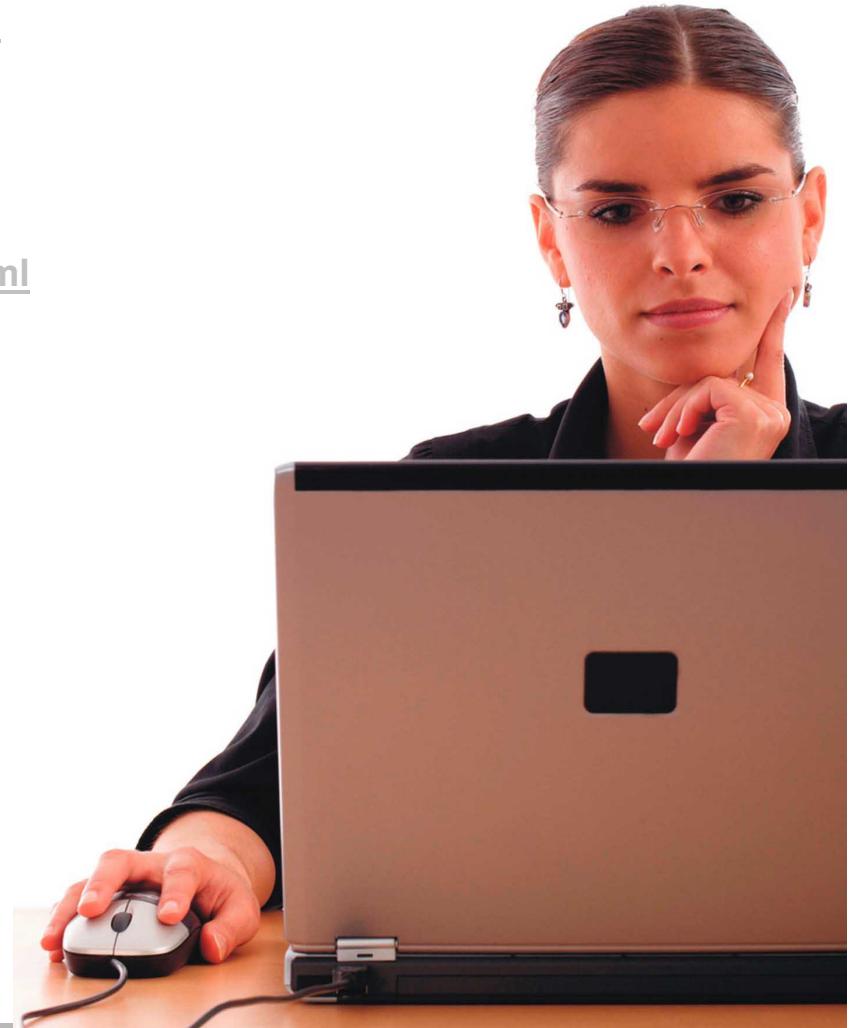
- System z Community
  - ▶ [ibm.com/systems/z/about/charter/community.html](http://ibm.com/systems/z/about/charter/community.html)
- Academic Initiative for the Mainframe
  - ▶ [ibm.com/university/systemz](http://ibm.com/university/systemz)
- z/OS Entry Level Mastery Exam & DB
  - ▶ [ibm.com/certify/mastery\\_tests/azprogprot\\_mt.shtml](http://ibm.com/certify/mastery_tests/azprogprot_mt.shtml)
- zNextGen
  - ▶ [share.org/Events/Tampa/zNextGen.cfm](http://share.org/Events/Tampa/zNextGen.cfm)
- Enhanced skills portal
  - ▶ [ibm.com/systems/z/about/charter/skills.html](http://ibm.com/systems/z/about/charter/skills.html)

Program Manager,  
Academic Initiative for the  
Mainframe:

**Don Resnik**, [resnik@us.ibm.com](mailto:resnik@us.ibm.com)

Director, Technical Sales Support:

**Mike Bliss**, [mbliss@us.ibm.com](mailto: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](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](http://www.ibm.com/software/systemz)**

**The Mainstream – [www.ibm.com/software/zseries/mainstream](http://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 listings of webcasts, teleconferences, and seminars:** [ibm.com/software/zseries/events](http://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 [dotalex@us.ibm.com](mailto:dotalex@us.ibm.com)
- Thank You!

