



SHARE 2011
Orlando, FL

CICS Web Services Vendor Shootout

Russ Teubner, Founder & CEO

Who Is HostBridge Technology?

❖ CICS integration software company

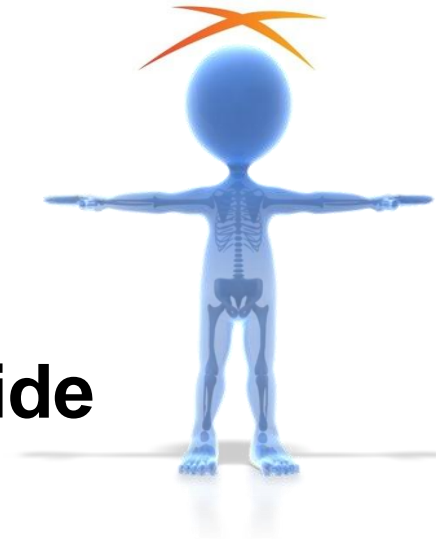
- Founded in 2000
- We create and deliver software products that help CICS customers save time and make money

❖ Serving large organizations worldwide

- Experian, Clarke American, PACCAR, State of Arizona, Lockheed-Martin, NYCDOE, Navy Federal Credit Union, NISSAN

❖ IBM and CA Technology Partner

- Ready for SOA, Ready for Tivoli, Ready for Rational,
- CA Smart Certified: CA Ideal™, CA ADS™, CA Gener/OL™, CA Telon® Application Generator



Modernization Approaches



SOA Enable / Integrate

Reuse / Enhance in Place

Re-Architect

Re-Host

“Modernization”

Replace

Migrate

What We Do: Reuse & Enhance



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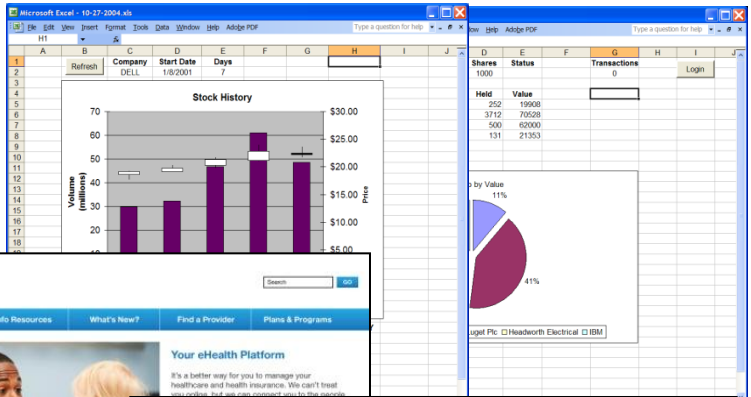
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Presentation



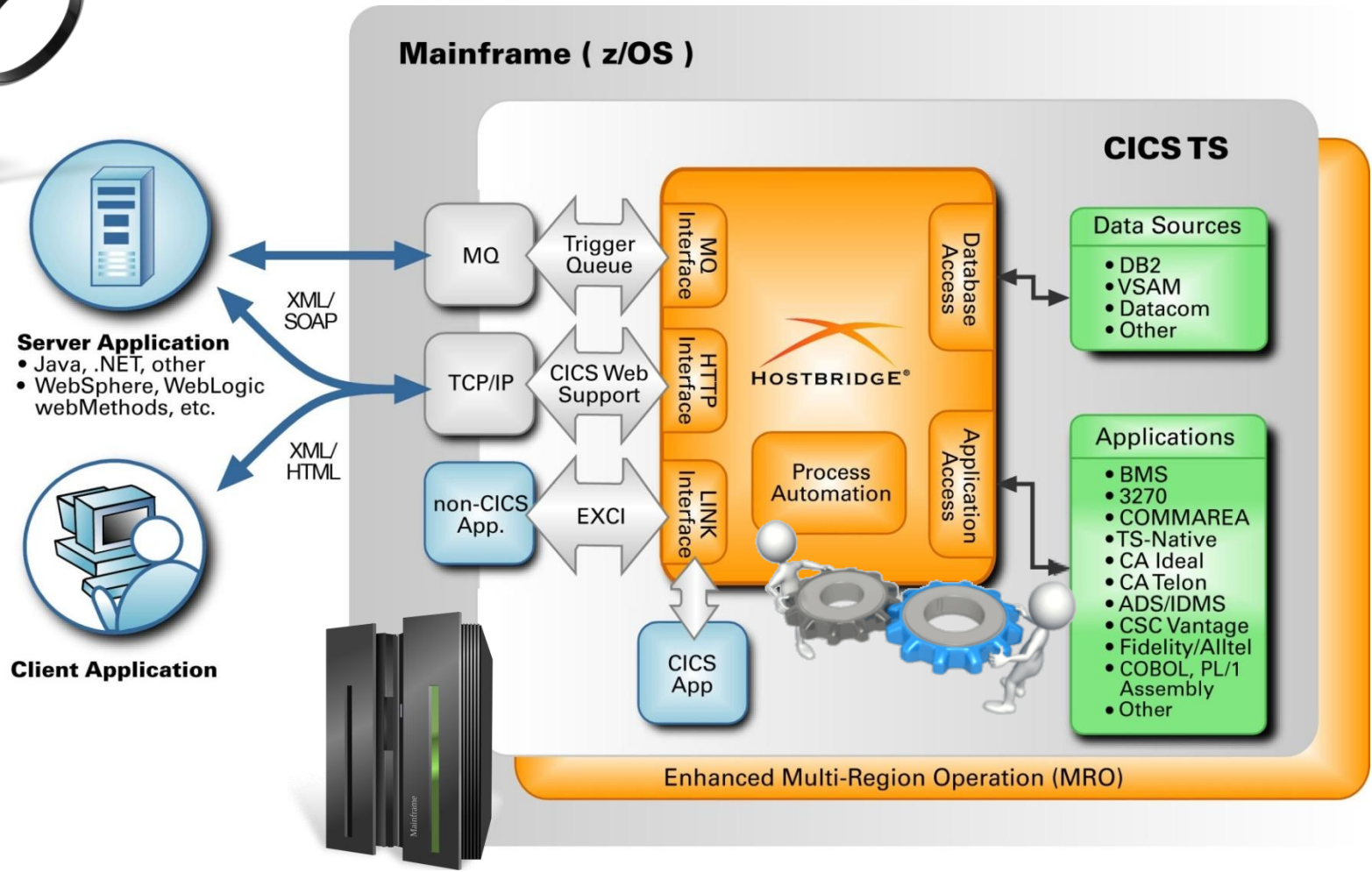
Integration/SOA

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Address http://t3.hostbridge.com/MSCRFIL/trader?command=getAll

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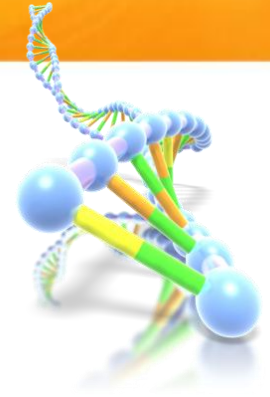
Integration Architecture



- People and programs accessing HostBridge
- IBM infrastructure components
- HostBridge integration components
- Existing CICS applications and data sources

Our DNA

- ❖ **Focus on customer's priorities**
 - Every major feature reflects customer collaboration
- ❖ **“High-Fidelity” integration**
 - Deep application integration and micro-flow control
- ❖ **Obsess about performance**
 - Every microsecond counts
- ❖ **Exploit what's already in CICS**
- ❖ **Leverage industry standards**
 - XML, HTTP, JavaScript, Eclipse, WOA, SOA
- ❖ **Innovate and do the hard stuff**
- ❖ **CICS, CICS, CICS**



We Like to Pioneer



- ❖ **CICS integration using the 3270 Bridge and XML**
(US, Canadian, EU Patents)
- ❖ **Enhanced MRO support**
(overcomes “symmetrical AOR” assumption of 3270 Bridge)
- ❖ **Support for BMS PAGE, ACCUM and PAGING**
(allows use of 3270 Bridge with broader range of apps)
- ❖ **Deep, map-level support for CA and other app platforms**
(Ideal, ADS/IDMS, Telon, Gener/OL, CSC, Fidelity/Alltel)
- ❖ **Dynamic scripting inside CICS to implement services**
(absolute control of service flows using JavaScript)
- ❖ **Eclipse as basis of CICS integration tooling**
(compliments IBM’s RDz direction, without requiring it)
- ❖ **zIIP enablement of LE-compiled code**
- ❖ **zIIP exploitation inside the CICS environment**



End Result: Speed to Market

❖ Auto Manufacturer

- 40 mainframe web services in 35 man days

❖ Municipality

- 11 production web services in 9 man days

❖ Health Insurer

- ❖ Writing web services on day 2

❖ Life Insurance Provider

- 12 complex web services in 3 months

❖ Bank

- 7 prototype web services in 4 days



Speed to Market – Customer Quotes

❖ Question:

- How much more productive are you when using HostBridge and our tooling (Eclipse/JavaScript)?

❖ Answers:

- Professional Services Contractor
 - “I am at least 3 times more productive in general.”
 - “I am 25 times more productive with ACORD XML output.”
- Production Control Manager, Regional Bank
 - “You’re asking the wrong question. It’s not about the productivity of a single individual. By using the HostBridge tools we now have entire groups of developers that have the skills and are excited about writing and supporting web services for the mainframe.”



What We Don't Do

❖ We don't do modeling

- Modeling is fine at the macro-flow level, but it really gets in the way at the micro-flow level
- Maintenance of model-generated solutions is a pain

❖ We don't screen scrape

- Screen scraping solutions break easily, scale poorly, and marginalize the value of existing CICS terminal-oriented apps

❖ We don't try to make our approach fit every platform

- HostBridge is specifically designed to exploit CICS TS and System z features



What We Do

❖ The hard stuff!

- Complex, high-volume CICS environments
- Deep integration with real-world CICS apps

❖ Provide extreme precision & control

- Micro-flow & service orchestration
- Full SOA or light-weight WOA – you chose

❖ Accelerate integration projects

- Standards-based; leverage existing skill sets
- No changes to existing apps

❖ Lower Costs

- 100% of your integration services run on zIIP and inside CICS
- Flexible licensing – from volume based (pay-as-you-go) to enterprise-wide licensing





How BIG are your savings?

**How big are
your integration
workloads?**

HostBridge[®] for zIIP

www.hostbridge.com | 866-965-2427

SOATM
software

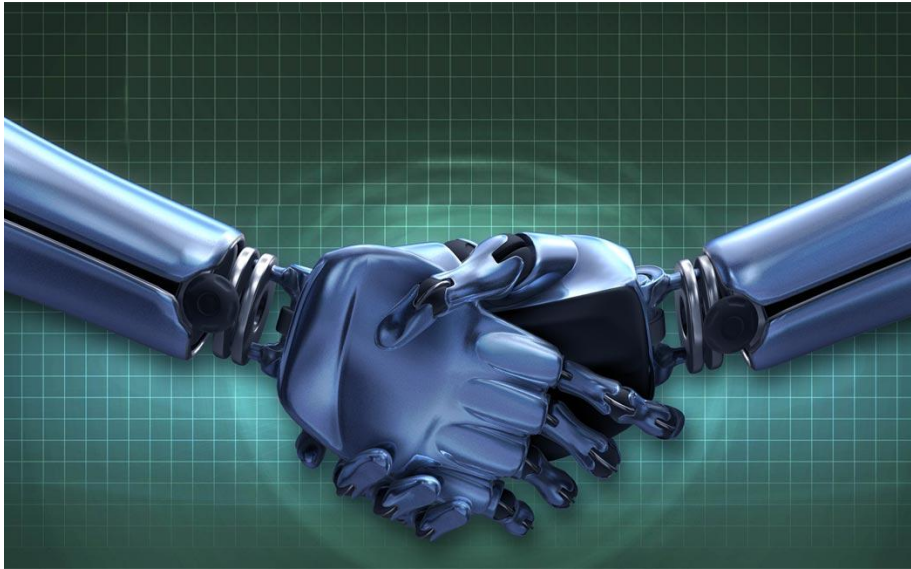


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Walt Disney World Dolphin
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Enterprise SOA on the Mainframe

What should you look for in an SOA vendor?



Anyone can promise anything.
Make sure your vendor can deliver.

- SOA Industry Leadership
 - Proven at multiple Fortune 500 customers.
 - Financially stable, track record of success.
 - A market leader, not a follower.

- Platform Independent and Support of Standards
 - SOA standards exist for a reason. If a vendor's products don't support standards then their products aren't SOA.

- Integrated Solution Set
 - Reduce Cost and risk for enterprise service development by planning, building and running them the right way.

Who is SOA Software?

It's all in the name...

SOA Software is a global leader* in Service Oriented Architecture technology and solutions, with large Enterprise and Government sector customers including:



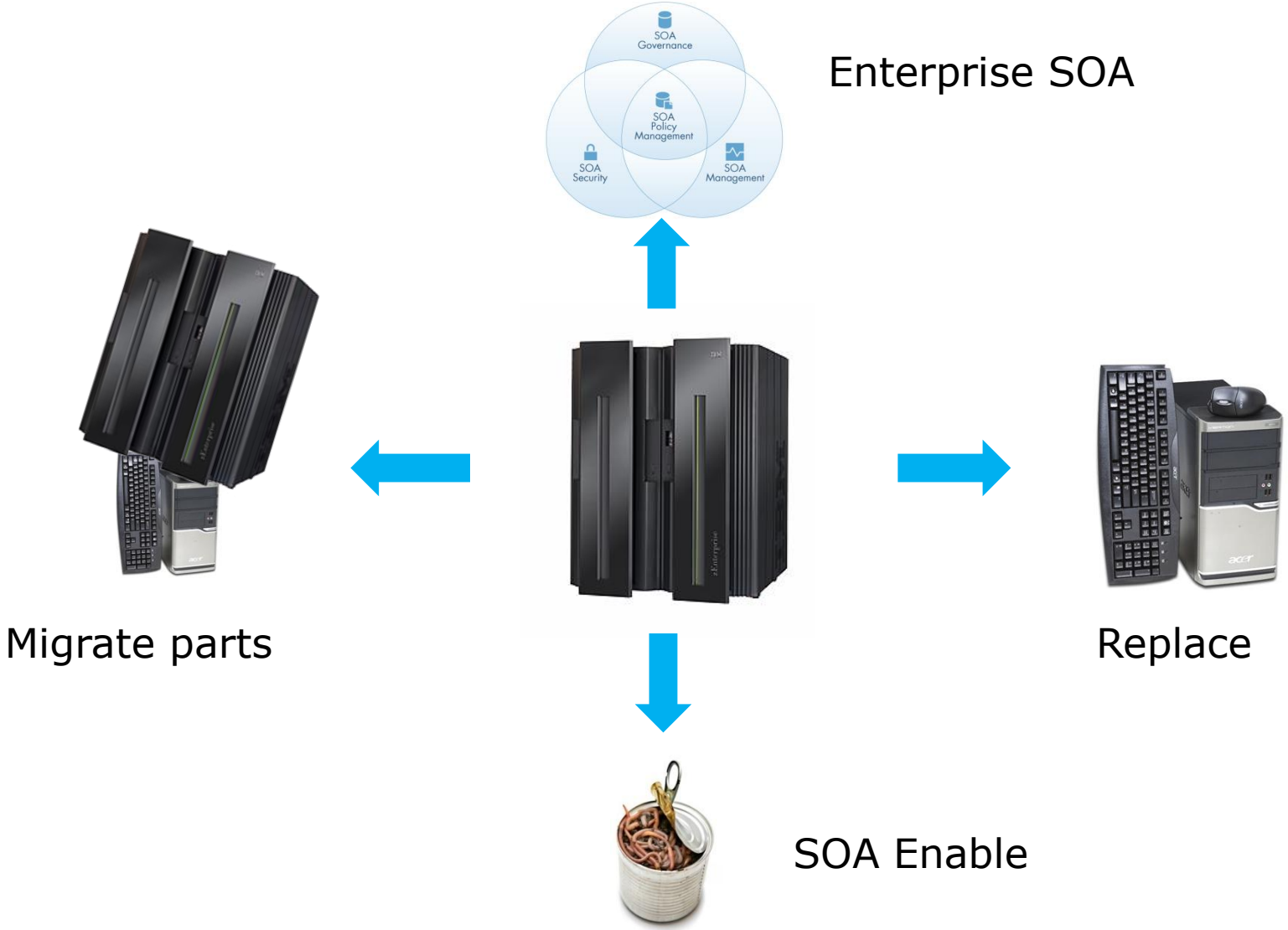
SOA Software's partners include:



* According to Gartner Group.



Mainframe Integration Approaches



SOA Enabled or Enterprise SOA?

SOA Enabled

vs.

Enterprise SOA

Security:



Governance:



Change Management:



Monitoring/Auditing/SLA:



Registry/Repository:





(What, you were expecting middleware?)

SOLA...what makes it different?



Modernization with Flexibility

- Not just web services or SOA enablement, but true Enterprise SOA.
- Works with CICS and IMS.
- Deploy web services anywhere, on any platform.



Efficiency and Cost Savings

- Use existing legacy apps, no changes, no new coding, easy to learn tool, quick to deploy, fully governable, fully secure.



Unrivaled Performance

- SOLA runs on the mainframe and uses an Assembler parser. There is no unreliable distributed middleware.



Security without Compromise

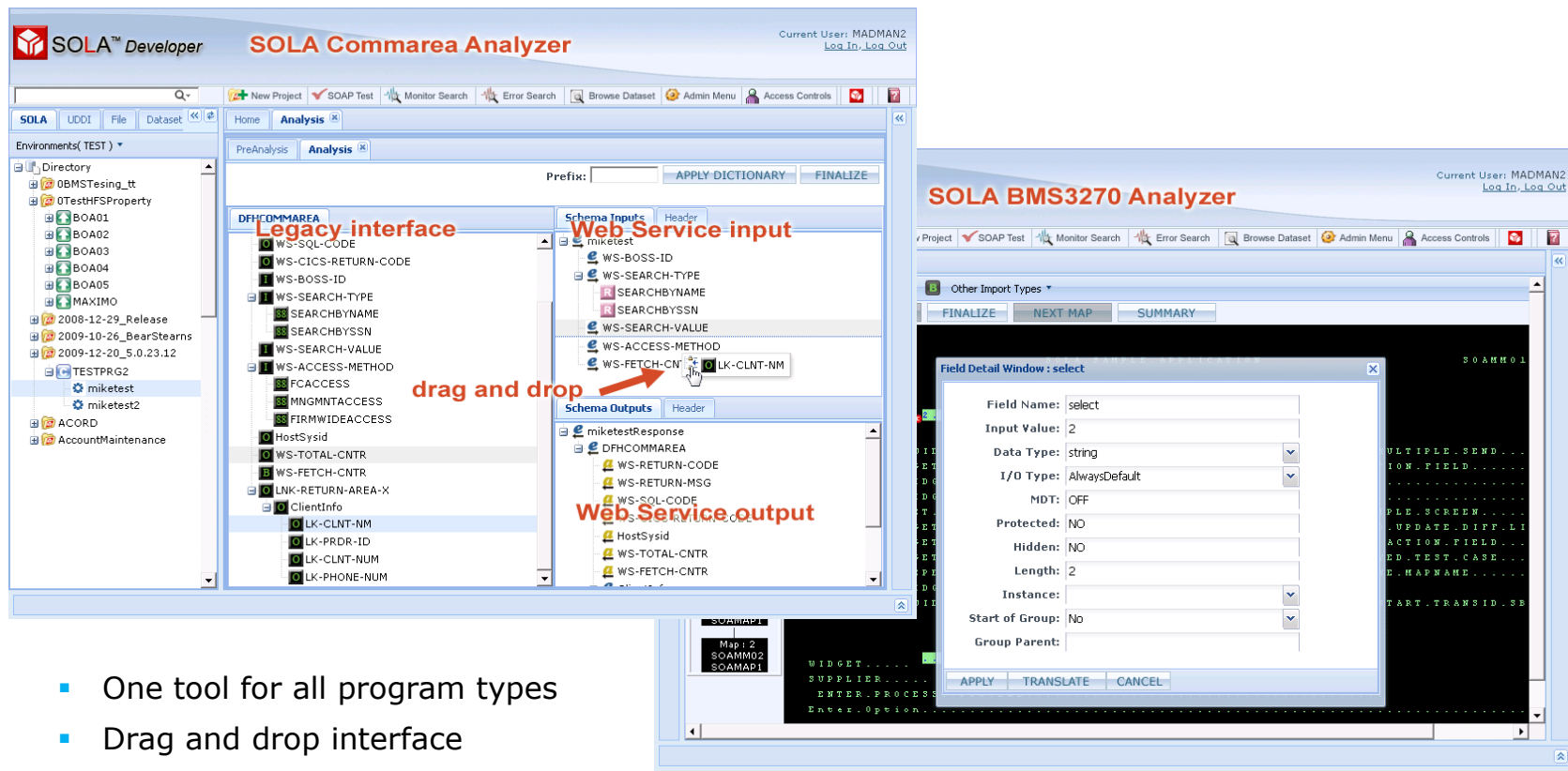
- SOLA uses RACF, SAML and WS-Security running on the mainframe.



Powerful but Simple Development

- Thin client Web 2.0 drag and drop development tool, easy to use, quick to learn, intelligent analyzer, go from legacy app to web service in minutes.

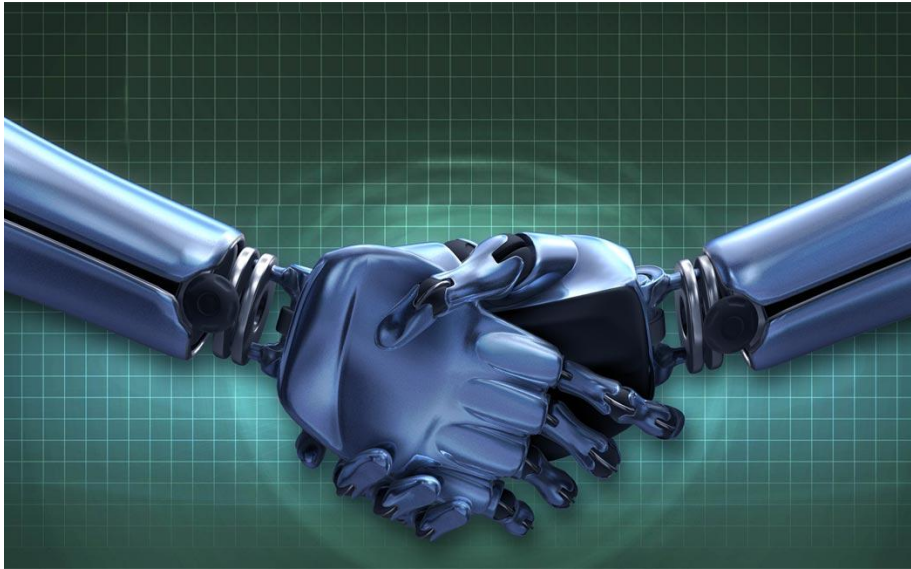
Robust, powerful and feature packed development tool that's easy to use, and runs in a web browser on even the oldest hardware. It's so simple and intuitive that it only takes a few minutes to learn.



- One tool for all program types
- Drag and drop interface
- Tab-based workspace

SOLA works with...





Anyone can promise anything.
SOA Software can deliver.

- SOA Industry Leadership
 - Runs the world's largest Enterprise SOA implementations, running hundreds of millions of transactions per day at multiple Fortune 500 customer sites.
 - Recognized market leader by Gartner, Forrester, and others.
 - Provides the Enterprise SOA infrastructure for multiple money center banks.
- Platform Independence and Full Standards Support
 - Fully supports Web Services standards.
 - All SOA products are optimized for complex environments.
- Integrated Solution Set
 - Complete governance solutions combining both Mainframe and Distributed SOA products.
 - Provides an integrated SOA product suite.

SOLA:



Try SOLA risk free today.

www.soa.com

310-570-4100



Proven at multiple Fortune 500 client sites



Unrivalled performance and stability



Only true Enterprise SOA product



Part of an integrated product suite



SOLA™
Service Oriented **Legacy** Architecture



Deliver Mission Critical Business Services through IT with Ivory

August 7-12, 2011



SHARE
in Orlando

Rob Morris
Chief Strategy Officer

Deliver Mission Critical Business Services through IT

Given the impact of mission critical services on enterprise IT environments, this key focus area helps us:

- Identify which services are mission critical
- Determine the appropriate technologies for these services
- Illustrate how to deliver and manage these services through IT
- Consolidate services to optimize budgets and improve business

How Does IT Deliver Mission Critical Business Services?

1. Deliver the right service

- Allow the *need* to drive the service, not your legacy
- Options...
 - What services look like, what's included, where they run
 - How they are invoked — REST, SOAP, COBOL, etc.

2. Do it fast

- Easy to build and maintain
- No changes required
- No code!

3. Do it cost effectively

- Specialty engines - zIIP, zAAP, and IFL
- See 1 and 2

Real Mainframe Mission Critical Services

- **Banking**

- Mobile banking, web banking, and mortgage CRM apps leveraging CICS core banking systems
- 4 million+ web service requests daily against mainframe-based credit card systems
- Leveraging IFX to integrate the mainframe with a distributed banking app called CASH Plus
- Deploying a web-based global stock trading system leveraging IMS/CICS

- **Manufacturing**

- Enabling web-based configuration of cars against a CICS mainframe engineering systems
- Performing bi-directional integration of the mainframe between the mainframe and SAP

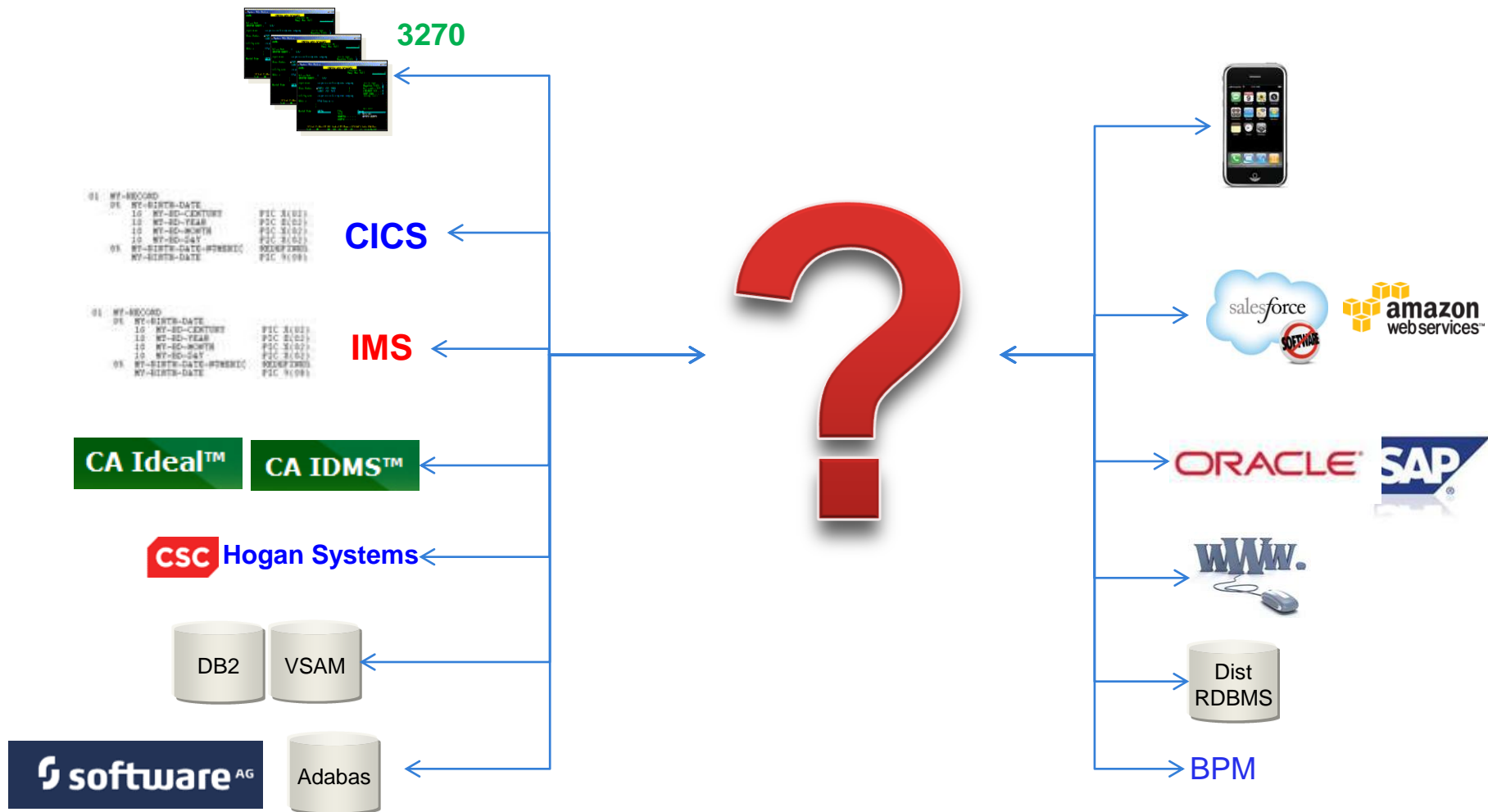
- **Insurance**

- Reaching out to a distributed rating engine from their mainframe via Web services
- Driving new CRM applications leveraging CICS from Linux on z
- Driving new applications leveraging the mainframe and Software AG's Natural and Adabas

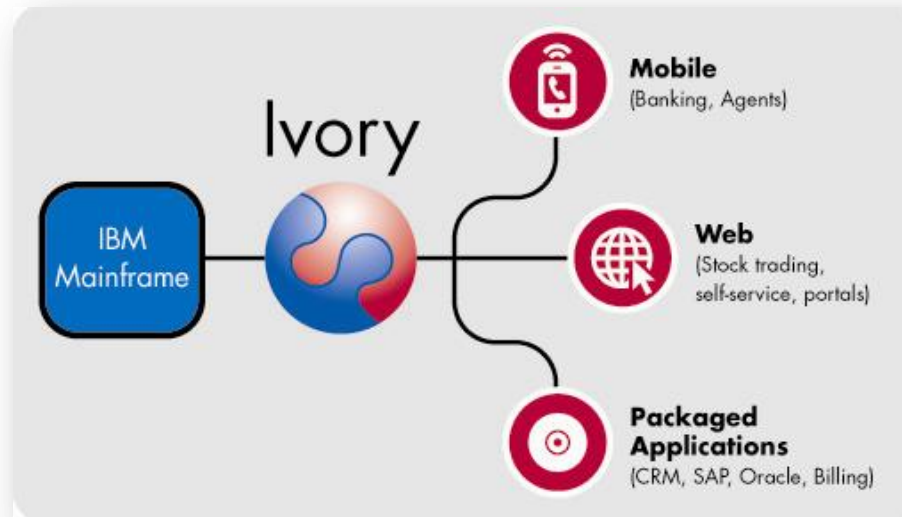
- **Healthcare**

- Providing a 'single view of the customer' to their call center from separate mainframe systems
- Batch calling distributed Web services to convert NPID codes fro claims processing

Mainframe Integration Issues and Opportunities



Save Money Leveraging the Mainframe



Drive new initiatives with no coding or application changes

SQL-based access to mainframe data

Web service-based access to applications and data

Ivory Development Benefits – Save Money

Orchestrate single or multi-step web services

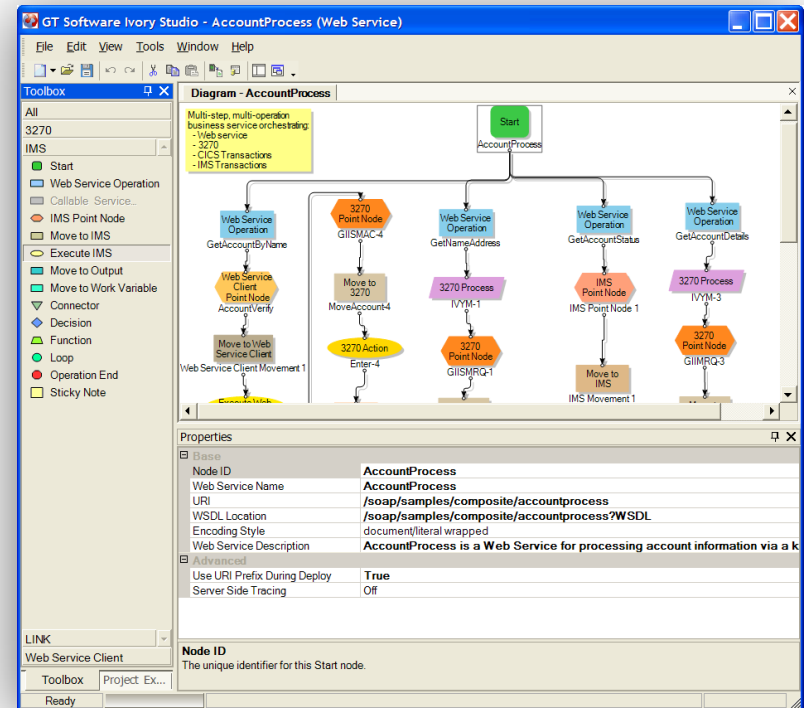
- **No coding** saves time and money
- Enhances distributed SOA / integration / BPM solutions

Single tool for all mainframe artifacts

- CICS, IMS, CA IDMS, CA Ideal, Natural, TN3270, Link3270, MQ, Data, and Web services

Benefits

- Incredibly fast development and maintenance
 - **No training** required
 - Visual tool makes it **easy to “see” the service**
 - **No coding** or code generation
- **Lightweight** studio with minimal pre-req's
- Delivers **perfect** mainframe integration



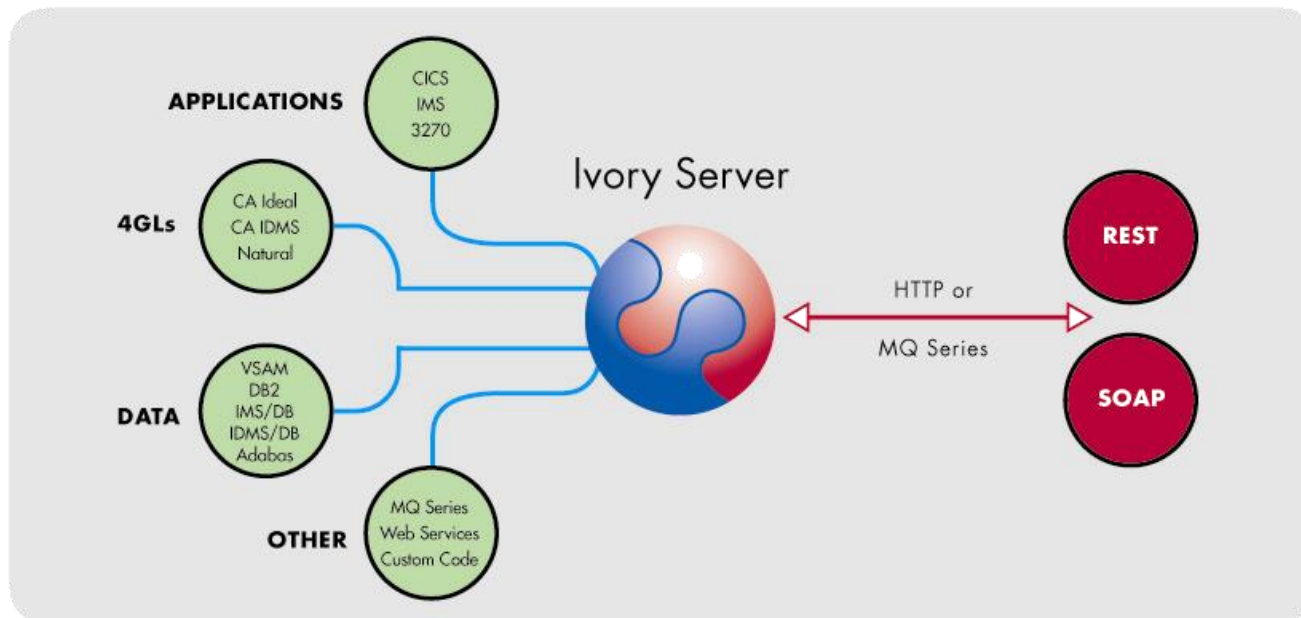
Ivory Deployment Benefits – Save Money

Save MIPS using zIIP, zAAP or IFL specialty engines

Cross-platform deployment...

...**on** mainframe - CICS, Started task, Linux on z

....or **off** mainframe - Windows or Linux



Ivory Helps IT Deliver Mission Critical Business Services

1. Ivory delivers the right service

- Allows the *need* to drive the service
- Ivory provides options...
 - What services look like, what's included, where they run
 - How they are invoked — REST, SOAP, COBOL, etc.



2. Ivory does it fast

- Easy to build and maintain
- No changes required
- No code changed, written or generated

3. Ivory does it cost effectively

- Leverages all specialty engines - zIIP, zAAP, and IFL
- See 1 and 2

Company Background Matters...



- History
 - Founded in 1982
 - Consistently profitable for 25+ years
 - Worldwide sales and support network
- Laser focused for today and the future...
 - Integration and SOA
 - Mainframe tools and technologies

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- ✓ Rapid. Easy. Proven.
- ✓ Reduced Costs and No Financial Risk

There's No Reason Not to Try
**Ivory[®] For Your Next
Mainframe Integration Project.**

 GET STARTED NOW

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