

Social Business in a Heterogeneous Private Cloud: How to do more, Faster than before with Less

Mike Wojton
IBM





SHARE
Technology • Connections • Results



IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Agenda



- What is Social Business?
- Why is it important to your Business?
- How does System z participate in this environment
- Why does System z provide a superior TCO and a better ROI?



Social Media amplifies the impact of the network



2 billion
YouTube videos a day

Daily – 1 million
New LinkedIn users

500 million
Facebook users

200 million
Blogs today

80%
Companies recruit
through Facebook

1 billion
iPhone apps in 9
months



65 million
Tweets a day

The forces driving a smarter planet are having a remarkable impact on how people interact



Instrumented

smartphone shipments will outpace PCs by 2012



Interconnected

social networking accounts for 22% of all online time



Intelligent

the social data analytics opportunity has grown to 1 Zettabyte by 2011





As a result, people get things done in entirely new ways

How I Buy

Interacting with peers and engaging with the company.



How I Work

Collaborating from anywhere at any time.

How I Create

Tapping into a wide variety of insight and expertise.



SHARE
Technology • Connections • Results

Global Economy driving new skill requirements & ever changing Diversity of the Workforce



| © 2012 IBM Corporation

Business. Made Social.





SHARE
Technology • Connections • Results

The *Technology Landscape* has changed



Business. Made Social.





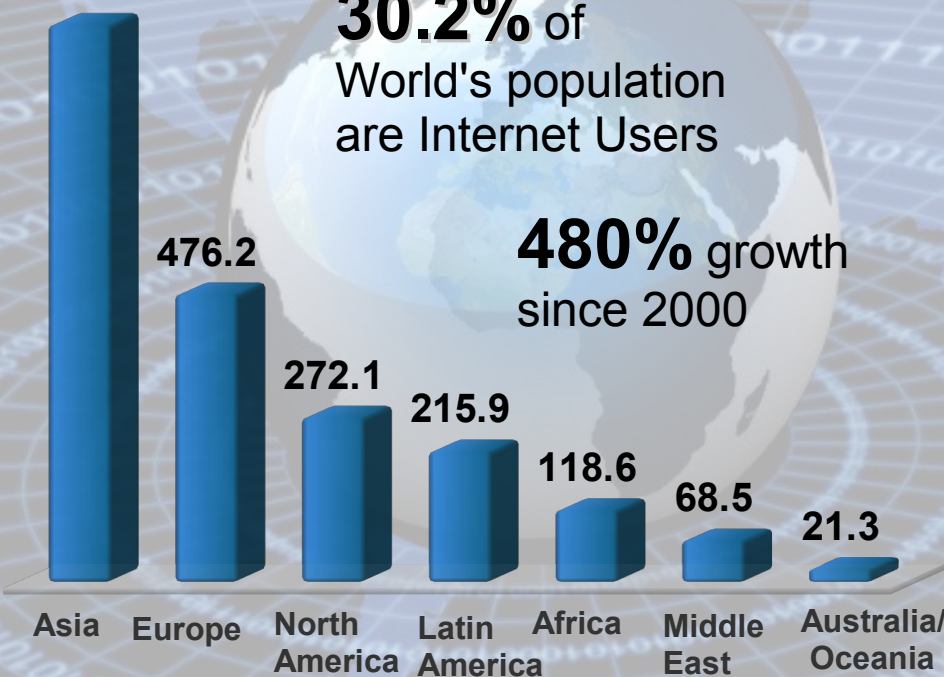
SHARE
Technology • Connections • Results

Web use is growing, usage shifting



Social Networking is the most popular online activity- accounting for 1 in 5 online minutes. Social Networks reach 82% of the worlds Internet population - over 1.2B people. ComScore

WW Internet Users
Millions
922.3



30.2% of World's population are Internet Users

480% growth since 2000

2000	2010-2011	Online Behavior Shifts
35%	78%	Research Products/Services
27%	71%	Buy Product
0%	65%	Use Social Network Site
0%	37%	Provide ratings
52%	78%	US adults use Internet

5.3B mobile subscriptions at end of 2010 = 77% world's pop.

>30% of mobile users in US/ Europe & > 75% in Japan use mobile browser or app



Mobile Google searches grow 4X

79% of smartphone users use it to help with shopping.

Source: Social Networking Leads As Top Online Activity Globally, comscore, December 2011. WW Internet Users: www.internetworldstats.com. March 2011, Copyright © 2001 - 2011, Miniwatts Marketing Group. Online behavior: Pew Internet & American Life Project, Surveys of Adult American Internet Use, 2000-2011. www.pewinternet.org. Mobile growth: Global Mobile Statistics 2011, mobiThinking.

モデルハウスで見て!さわって! www.luno-cnt.com
「海ノ湾野」 建設会社 「あすいには野」 建設会社
☎ 0120-67-1504 ☎ 0120-675-128 www.k-skn.com
創建





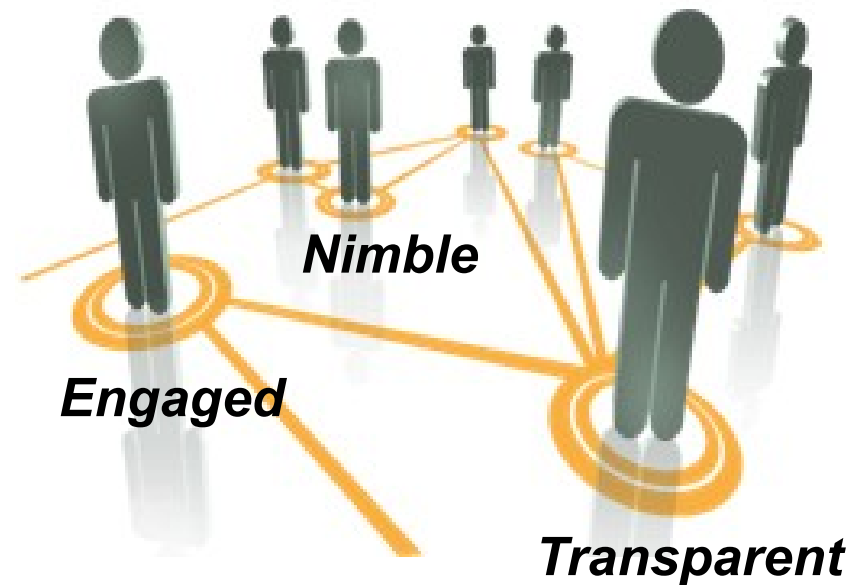
Social Media vs Social Business

Social Media



Primarily Marketing and
PR outreach

Social Business



Encompasses organization
and business processes

Social business for a smarter planet



On a smarter planet, people are transforming the way they interact... and this transformation is impacting the way business is being done

Why Social Business is important to our clients...

95% of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

– IBM CEO Study 2010

69% of respondents report measurable business benefits from Web 2.0 tools, including better access to knowledge, lower costs of doing business, and higher revenues.

– McKinsey Global Survey 2009

Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.

– IBM CHRO Study 2010



Embracing trends in how people interact can help organizations address top CEO and CIO priorities



According to the 2010 IBM CEO Study:

Creativity is viewed as the **#1** most important leadership quality for the next 5 years.

81% of CEOs will focus more on their **people's skills** in the next 5 years.

According to the 2011 IBM CIO Study:

66% of CIOs from top-performing organizations see internal communication and collaboration as **key to innovation**

74% of CIOs see collaboration and communication as a **key driver** in transforming their organizations

Nearly **3 times** as many CIOs in top-performing organizations view Social Network Analysis as a **top priority**

Social Businesses have distinct characteristics that distinguish them from other organizations



They activate networks of people that apply relevant content and expertise to improve and accelerate how work gets done, delivering unprecedented return for the time invested.

At their core, they are...

Engaged deeply connecting people to be involved in productive, efficient ways

Transparent providing line of sight across traditional boundaries and better aligning actions to needs

Nimble speeding up business with insight to anticipate and address evolving opportunities



A Social Business embraces networks of people to create business value



Consider the current social trends...

Employees

are connecting in new ways in all facets of their life, including work

Customers

discussing you and setting your brand today

Competitors

crowd-sourcing ideas to bring new solutions to market



Organizations that evolve with this trend will outperform their competitors

Source: IBM CIO Study, 2010
Source: McKinsey Study of 1,700 executives

Why the Focus on Customer?



Why the Focus on Customers?

Retaining customers is linked to increased profitability

2% increase in customer retention has the same effect on profits as **cutting costs by 10%**

5% reduction in customer defection rate can **increase profits by 25-125%**, depending on the industry

Acquiring new customers can **cost 5x more** than satisfying and retaining current customers

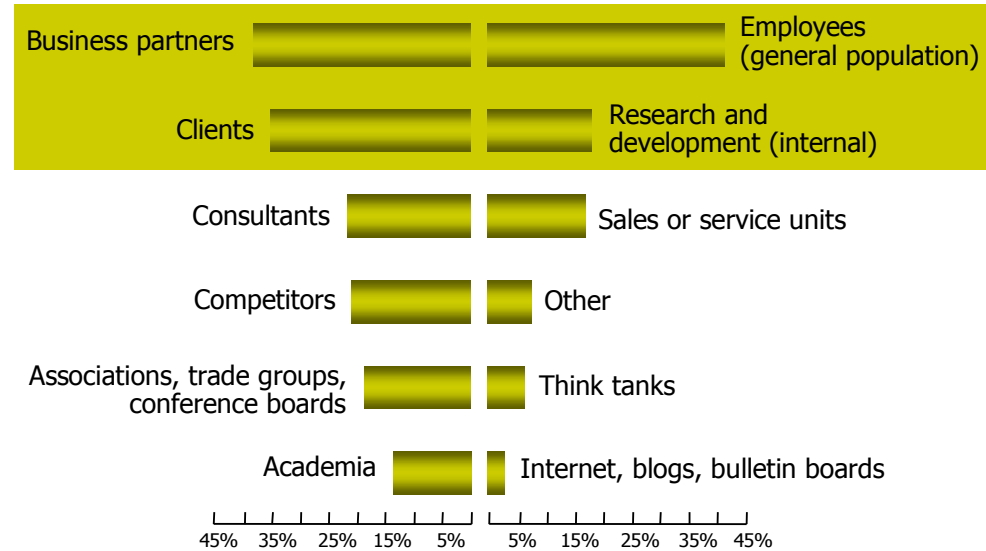


Demand for Growth drives the need for Innovation



- Innovators **grow faster**
- 79% of CEOs indicated that **collaboration** was important to innovation
- Top sources of innovation were **employees, business partners and customers**

CEOs: sources of new ideas and innovation



IBM Institute for Business Value. CEO Study

*"It's not what work you expect Employee #1234 to accomplish per person-month of work. - **It's the work you never expected would happen, that suddenly creates new business.**"*



SHARE
Technology • Connections • Results

Customer Painpoints



I need **HELP NOW!** Where do I search and find the best answers?



Knowledge Sharing **GAP**



Silos of content



Information Loss



Expertise location



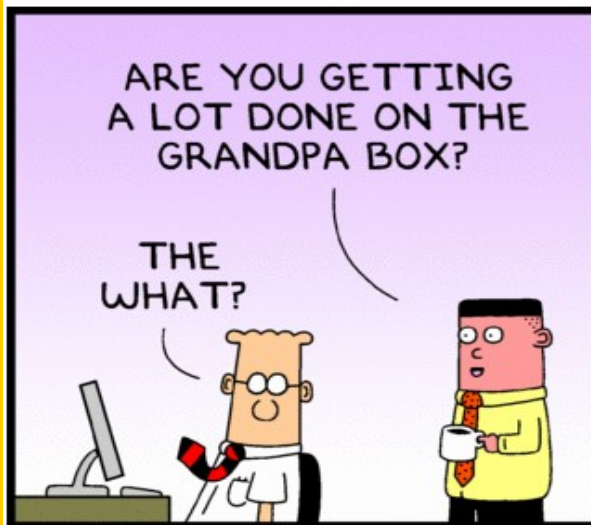
Coordinate resources and get work done



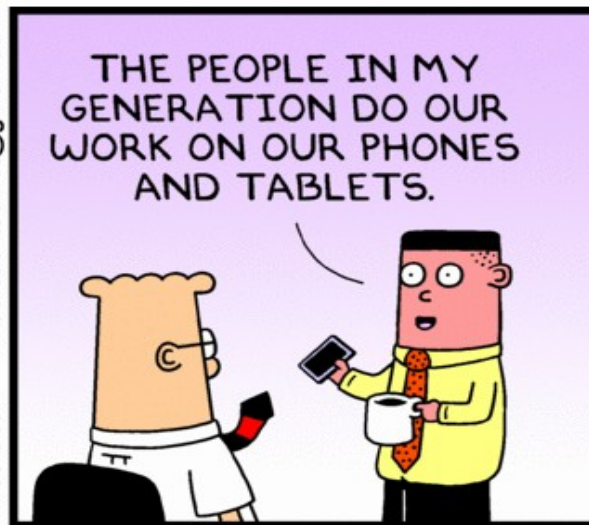
SHARE
Technology • Connections • Results

Social Everywhere

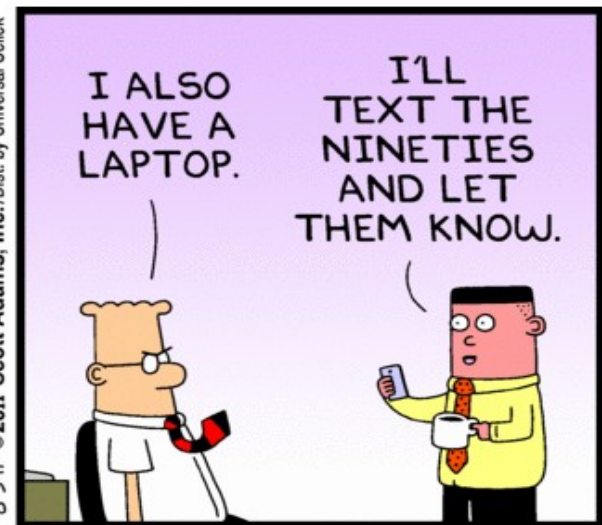
- **Over 85%** of new handsets will have **mobile Web access** by 2011
- **There will be 5.3 billion** mobile subscriptions **by the end of 2010** (that's almost 80% of the world population)
- Almost **one in five global mobile subscribers** have **access to fast mobile Internet (3G or better)** services
- The number of people accessing the **mobile Internet** is growing fast and is **expected to overtake the PC** as the most popular way to get on the Web within five years.



Dilbert.com DilbertCartoonist@gmail.com



8-3-11 © 2011 Scott Adams, Inc./Dist. by Universal Uclick



In this new world, is email “dead”?



- “9 Reasons why email is dead”
 - - *John C. Dvorak, March 16, 2009*
- **“The end of the email era...”**
 - - *Wall Street Journal, October 12, 2009*
- **“...so email...is probably going away...”**
 - - *Sheryl Sandberg, COO, Facebook, June 24, 2010*





“The report of my death was an exaggeration...” - Mark Twain

Corporate emails / day: 87.2 BILLION

Source: Radicati Group, “Email statistics report 2011”

Facebook posts / day: 1.79 BILLION

Source: Digital Buzz Blog, Jan 2011

Tweets / day: 144 MILLION

Source: Twitter, Mar 2011



Social mail is the evolution of messaging into a social capability, delivered in context to where you work



Access social tools from your inbox

The screenshot shows an email client interface with a list of messages from Kevin Larsen. A dialog box titled 'Progress Information' is overlaid on the messages, indicating a document is being downloaded. To the right, a sidebar contains various social and productivity tool icons, including a speech bubble, a network diagram, a briefcase, a folder, a RSS feed, a LinkedIn logo, and a Twitter logo. A large blue arrow points from the social tool icons towards the email inbox, suggesting integration.

Access messaging from social homepage

The screenshot shows a social homepage with a 'Connect and Share' section on the left and a 'Mail' notification on the right. The 'Mail' notification indicates '12 new messages' and lists several messages from Natalie Olmos, Minh Li, and Frank Adams. A green box highlights the 'Mail' notification area.



Access both from your mobile devices

Three mobile devices are shown side-by-side, each displaying a notification for a meeting or event. The first device shows a notification for 'Samantha Daryn' with a 'New documentation now available' link. The second device shows a notification for 'Zetabank project meeting' on Thursday, January 2, 2013. The third device shows a notification for 'Call work fax' and 'Email home'.

Add value with workflow and social applications

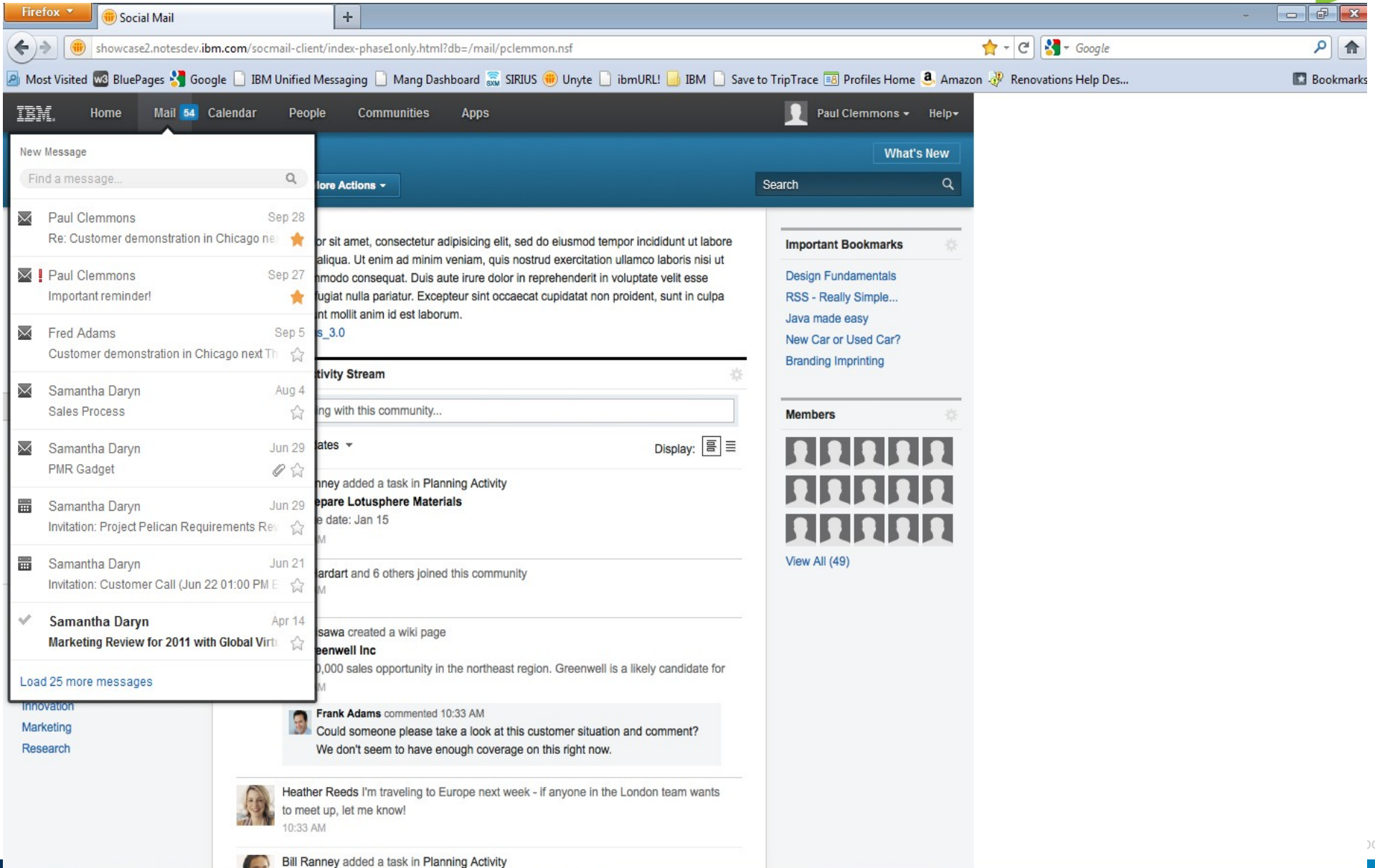


Social is mobile with IBM Lotus Notes Traveler: work anytime, anywhere, securely!



- ✓ Automatic wireless delivery of Lotus Domino®
 - Email and PIM Data
 - Device security settings
- ✓ 2-way synchronization
- ✓ Over-the-air client or profile installation
- ✓ Native applications for best integration (except Android)
- ✓ Works over all wired / wireless connections (CDMA, GPRS, GSM, WiFi, etc.)
- ✓ Administration support for device security policies and remote wipe

Be in mail without being “in” mail...

Firefox Social Mail
showcase2.notesdev.ibm.com/socmail-client/index-phase1only.html?db=/mail/pcllemmon.nsf

IBM Home Mail 54 Calendar People Communities Apps Paul Clemmons Help

New Message
Find a message...

- Paul Clemmons Sep 28
Re: Customer demonstration in Chicago ne
- Paul Clemmons Sep 27
Important reminder!
- Fred Adams Sep 5
Customer demonstration in Chicago next Th
- Samantha Daryn Aug 4
Sales Process
- Samantha Daryn Jun 29
PMR Gadget
- Samantha Daryn Jun 29
Invitation: Project Pelican Requirements Rev
- Samantha Daryn Jun 21
Invitation: Customer Call (Jun 22 01:00 PM E
- Samantha Daryn** Apr 14
Marketing Review for 2011 with Global Virt

Load 25 more messages

More Actions Search

Important Bookmarks
Design Fundamentals
RSS - Really Simple...
Java made easy
New Car or Used Car?
Branding Imprinting

Members
View All (49)

Activity Stream
...ing with this community...
Display: [List] [Grid]

Frank Adams commented 10:33 AM
Could someone please take a look at this customer situation and comment?
We don't seem to have enough coverage on this right now.

Heather Reeds I'm traveling to Europe next week - if anyone in the London team wants to meet up, let me know!
10:33 AM

Bill Ranney added a task in Planning Activity



SHARE



Profiles

Find the people you need



Communities

Work with people who share common roles and expertise



Files

Post, share, and discover documents, presentations, images, and more



Wikis

Create web content together



Activities

Organize your work and tap your professional network



Forums

Exchange ideas with, and benefit from the expertise of others



Media Gallery

Add sizzle by sharing rich media like Photos and Videos



IBM Connections



Home page

See what's happening across your social network



Social Analytics

Discover who and what you don't know via recommendations



Micro-blogging

Reach out for help your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Ideation Blogs

Create ideas and leverage the crowd to develop them



Document Libraries

Securely manage and collaborate on business documents

Email will continue to remain critical because workplace behavior doesn't change overnight





SHARE
Technology • Connections • Results

It's About...

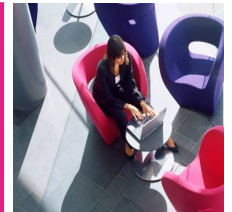


It's about social and business transformation



It's about creating a culture for innovation

It's about trusted relationships



It's about creating a social business.

<http://www.ibm.com/socialcollaboration>

© 2012 IBM Corporation

Business. Made Social.



Today's Demands on IT



32.6 million **servers worldwide**

- 85% **idle computer capacity**
- 15% **of servers run 24/7 without being actively used on a daily basis**



Zetabytes (+1 trillion gigabytes) **exist in the “digital universe”**

- 50% **YTY growth**
- 25% **of data is unique; 75% is a copy**



Between 2000 and 2010

- **servers grew 6x ('00-'10)**
- **storage grew 69x ('00-'10)**
- **virtual machines grew 51% CAGR ('04-'10)**



Data centers have doubled their energy use in the past five years

- 18% **increase in data center energy costs projected**



Internet connected devices growing 42% per year

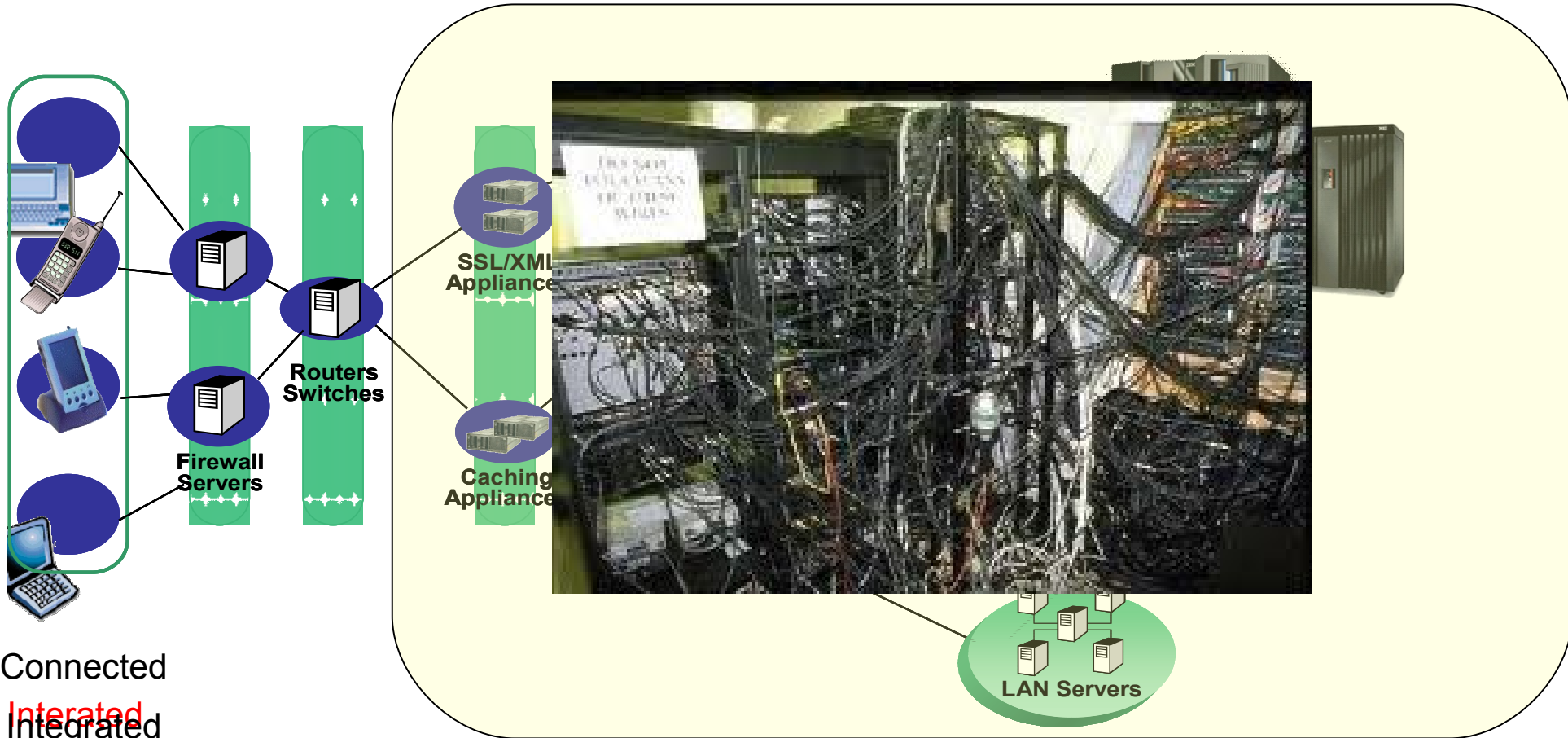


Since 2000 security vulnerabilities grew eightfold

... while IT budgets are growing less than 1% per year.



Islands of Computing



- Connected
- ~~Integrated~~
- ~~Flexible, Dynamic, and Responsive~~
- ~~Aligned with Business Objectives~~

It's ALL about the workload...



Unified Resource and Workload Management

zBladeCenter Extension

Private, secure networks

Firewall

Web Servers

Application Servers –
z/OS – Linux for z – AIX
– Windows, Linux x86

Database Server

zEnterprise

Storage

- ✓ Connected
- ✓ Integrated
- ✓ Flexible, Dynamic, and Responsive
- ✓ Aligned with Business Objectives

Hybrid Social Business in a Multi-Tenant Private Cloud



Tomorrow's Possibilities



BlackBerry on zBX x86

SameTime Video on zBX UNIX

Domino/Connections on Linux for System z

Managed as a single Business unit of work

One single heterogeneous server

High Speed private virtual networks

Integrated Solutions





SHARE
Technology • Connections • Results

Operational Controls



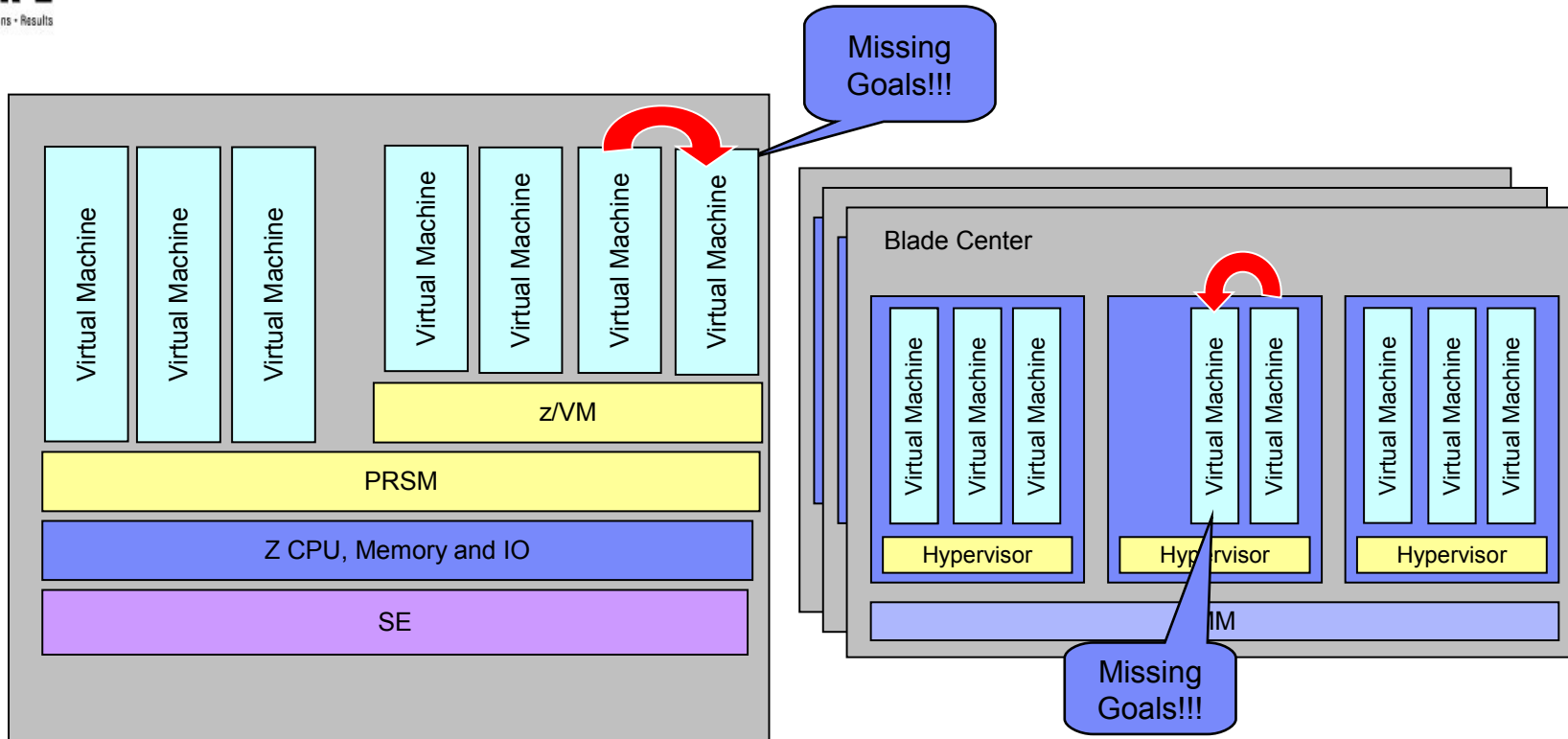


SHARE
Technology • Connections • Results

Hypervisor Management and Virtual Server Management



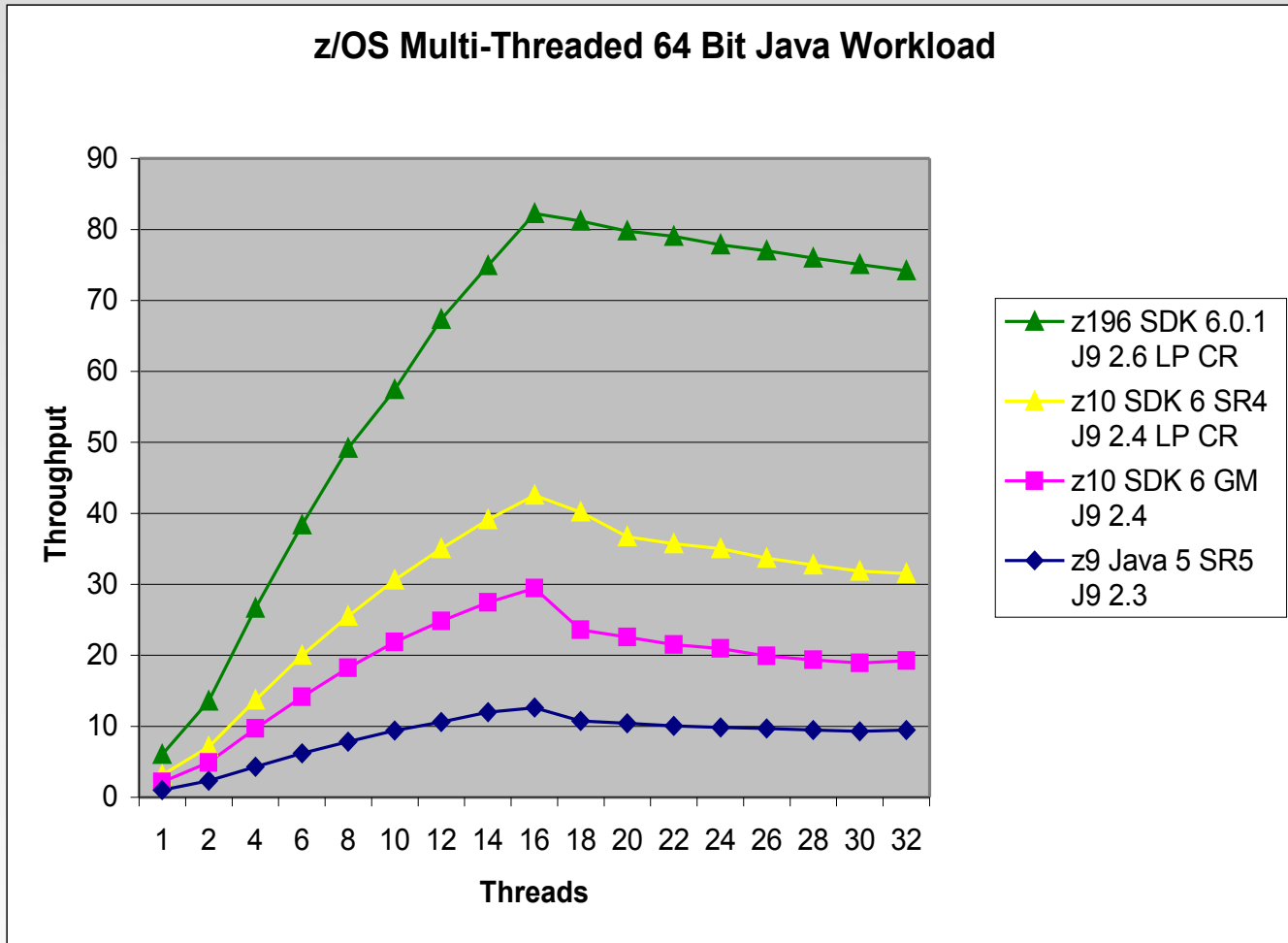
Managing Resources across Virtual Machines



- Manage resources across virtual machines
- Detect that a virtual machine is part of Workload not achieving goals
- Determine that the virtual machine performance can be improved with additional resources
- Project impact on all effected Workloads of moving resources to virtual machine
- If good trade-off based on policy, redistribute resources
- Initially support CPU management, will extend to memory and other resources

Java SDK 6.0.1 Performance:

Aggregate HW and SDK Improvement z10, z196, Java6 to Java6.0.1



*~7x Improvement from z10,
z196, Java6 and
Java6.0.1*

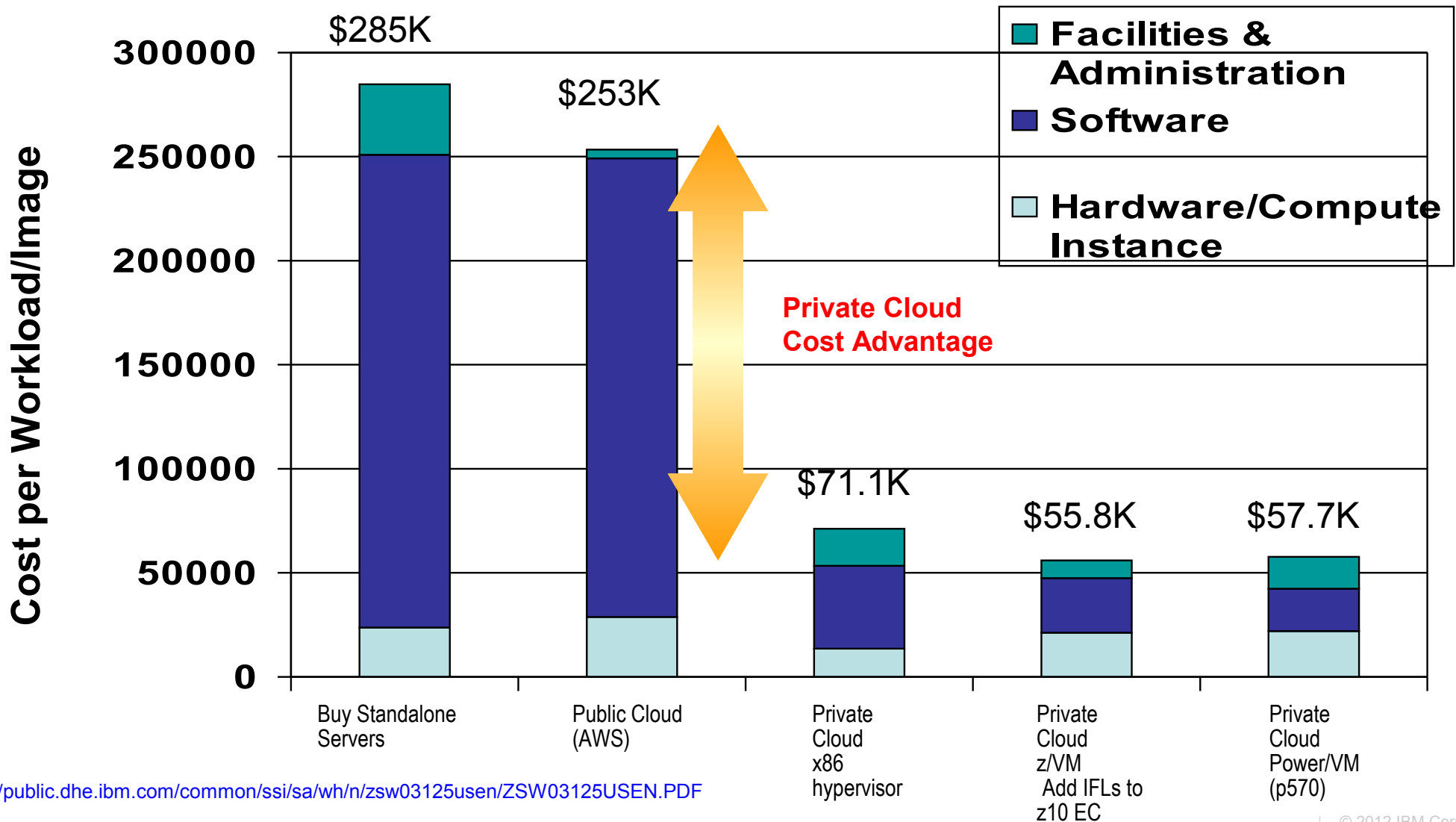
(Controlled measurement environment, results may vary)

Private Cloud Cost Advantage

Think about buy vs lease – both are valid



Cost Per Image for Linux Workloads (5 Yr TCO)



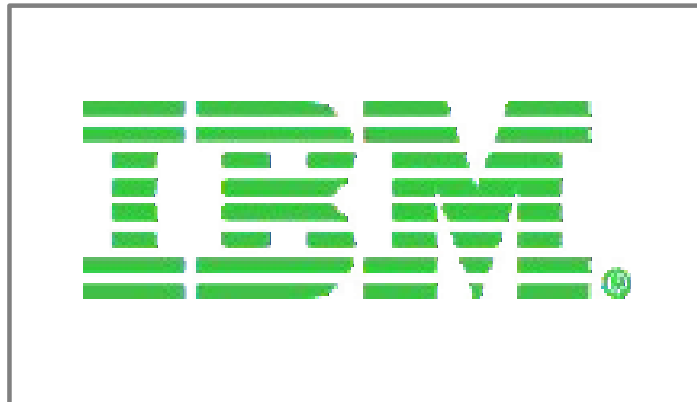
<http://public.dhe.ibm.com/common/ssi/sa/wh/n/zsw03125usen/ZSW03125USEN.PDF>



Overview of IBM's Deployment



- Domino on Linux for System z is IBM's strategic direction
 - Part of Project Big Green
 - Application servers went first- Completed in 4Q 2009
 - +40K Domino application databases
 - Mail is ongoing within all Geos at different states
 - Currently worldwide over 160K IBMers are on Domino on Linux for System z
 - Not just Domino servers, but entire messaging infrastructure
 - Hubs, Admin servers, etc...
 - Designed to save
 - Space
 - Energy
 - Money



Domino Server Platforms



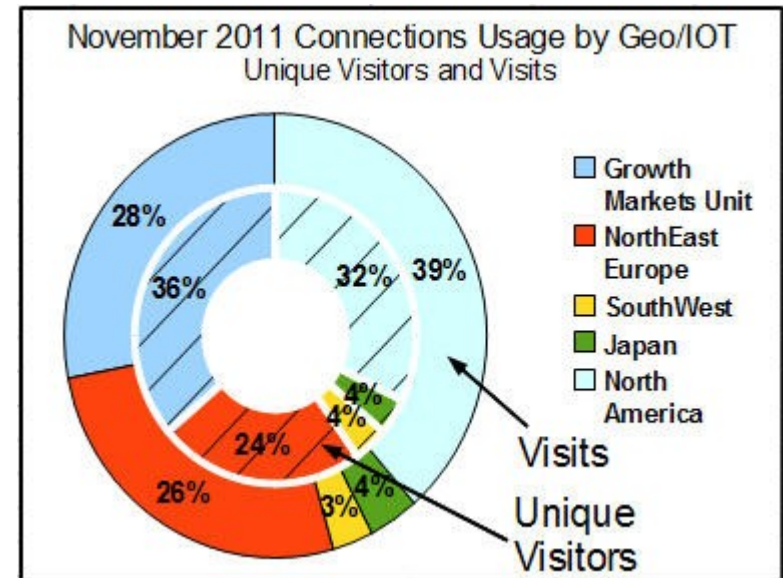
Platform	Users
System z®, Linux®	63%
System p®, AIX®	34%
System i®, OS/400®	2%
Other OS	< 1%

Connections Growth at IBM



- Unique visitors increased by 90-110% across all geographies in 1 year
- Blog entries have grown by 21% in 6 months
- File storage is growing 8% per month (152% annually)
- Largest usage by Sales, IT Specialists
- API usage grown to 25% of HTTP traffic
- Primarily deployed on Linux for System z

Components of Connections	Intellectual Capital	Nov 2011 metrics
Communities	72,710 communities	200K Unique visitors (32% of users)
Wikis	52,291 wikis	236K Unique visitors (37% of users)
Blogs	21,312 blogs	62K Unique visitors (10% of users)
Activities	237,042 activities	63K Unique visitors (10% of users)
Files	509,720 Files	80K Unique visitors (13% of users)
profiles	634,451 Employee profiles	387K Unique visitors (61% of users)
Bookmarks	Over 1 million bookmarks Over 3 million tags	

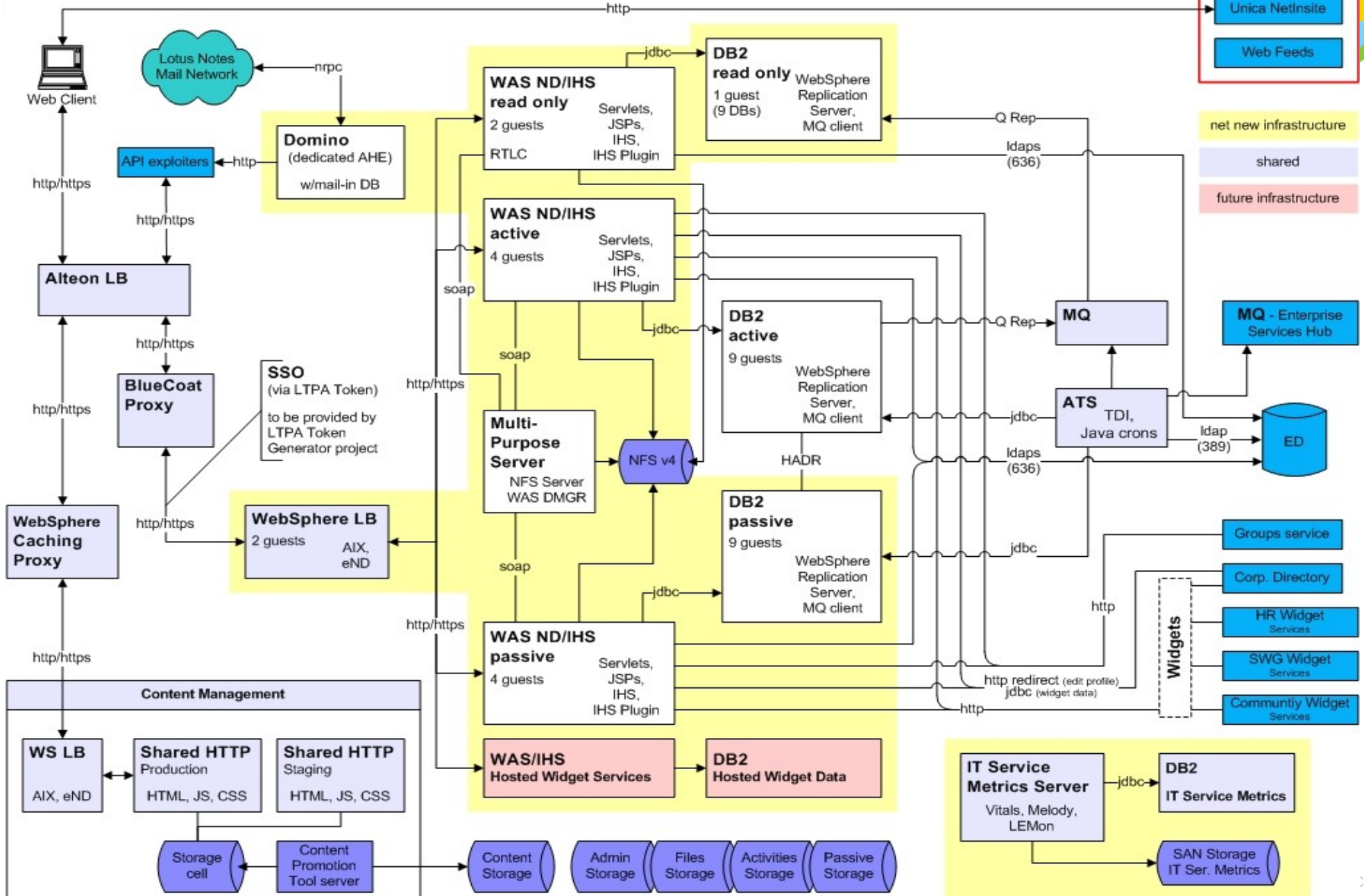




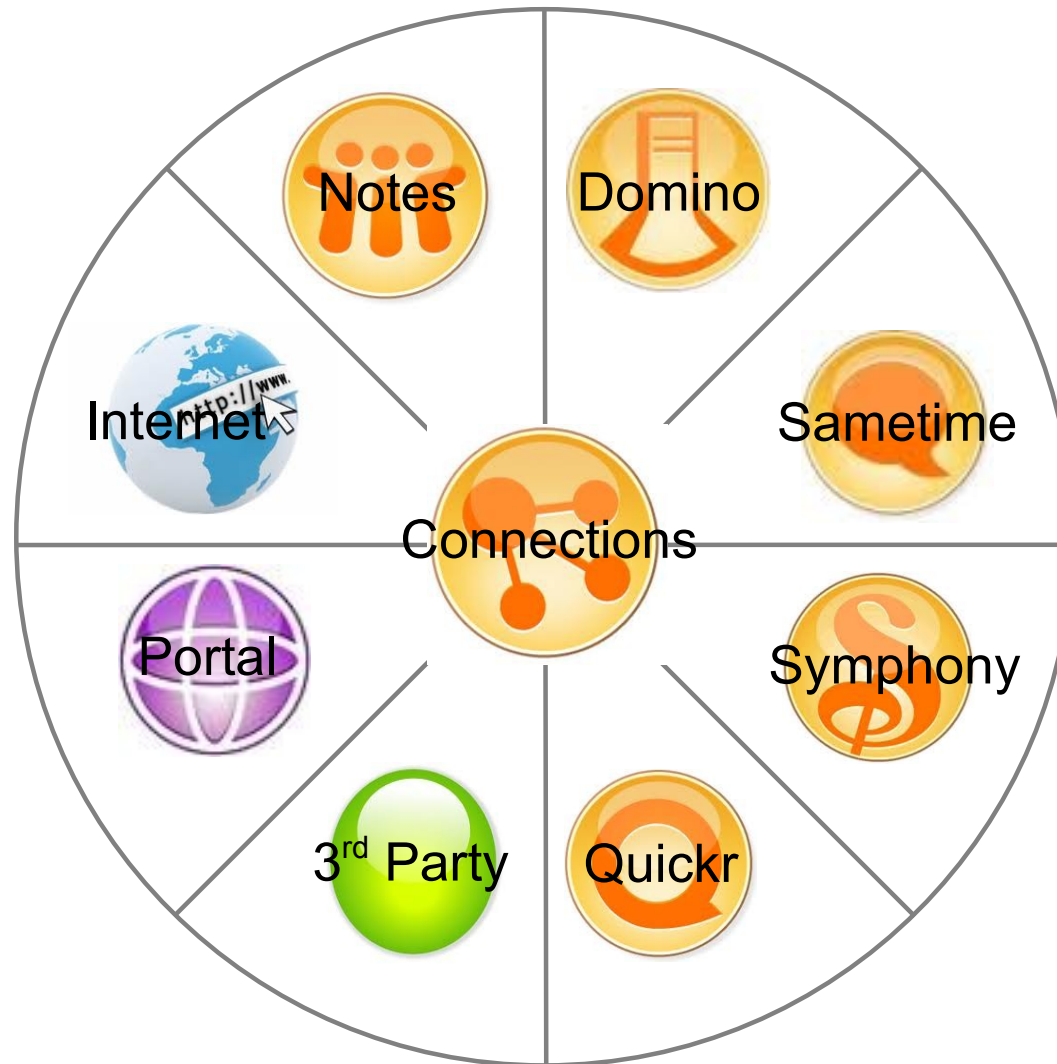
A New Deployment



w3 Connections – Logical Deployment Architecture



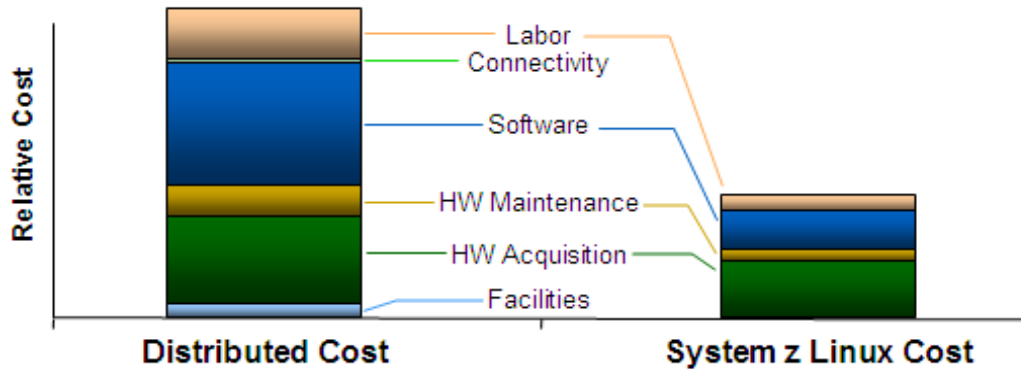
Connected Information Ecosystem in IBM



IBM IT Transformation



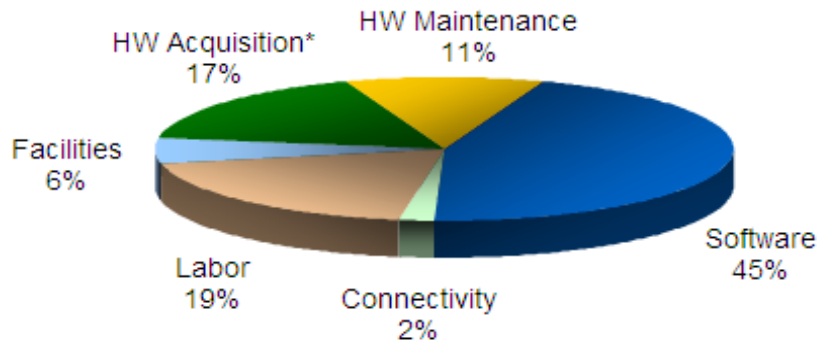
Operating Cost: Distributed vs. Mainframe



Dramatic Simplification

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%

Potential Savings: Categories as a % of Gross Savings



* HW Acquisition compares server/disk refresh of distributed environment to the cost of acquiring new mainframes/storage

Results will vary based on several factors including # of servers and work load types

IBM IT Transformation = Cost Savings



- Consolidated and virtualized over 3,900 server images onto 30 System z servers
- 80% less energy used
- 85% less floor space ... a 16,500 sq. ft. reduction
- Cumulative benefit yield of **\$4.1B** *over the last 5 years*

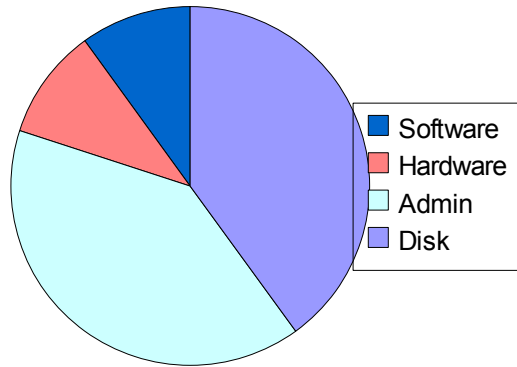


	1997	Today
Host Data Centers	155	7
Web Hosting Centers	80	5
Network	31	1
Applications	15,000	4,700

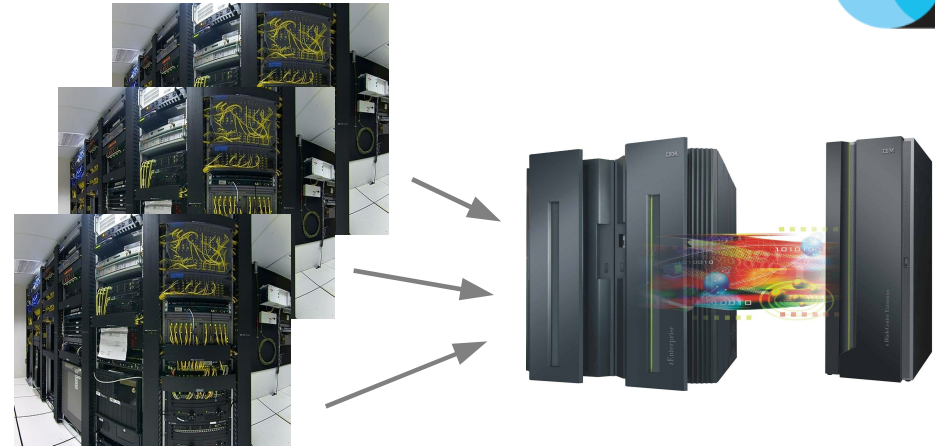
TCO Case Study



5 Year Cost by Area



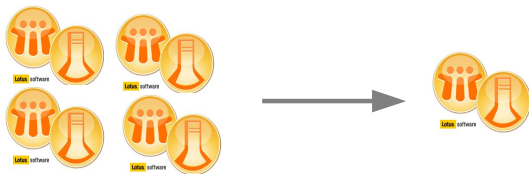
Vast Majority of cost are not in Software and CPU Hardware



Around a 98% reduction in physical boxes
 No new z footprint, just upgrades to existing z footprints
 No increase in the z staff to support new workload

Forklift Upgrades: Fast, Easy, Upwardly Compatible

An 88% Reduction in the number of Domino Images



An 94% Reduction in OS Images



Technology Refresh in about 2 hours

“One of the key advantages we see of running Linux on System z is as new generations of hardware technology are introduced, we’re able to basically do a forklift upgrade – we don’t have to re-certify applications as we have had to do on other platforms in the past.”

– IT Manager, Delivery Industry Company

Why Social Business on zEnterprise



Domino is a OODBS product and Connections is a DB/2 & Portal product both with **very large** IO requirements.

- z is recognized as the platform with the best IO infrastructure
- Domino has been running as a mixed workload on a single box since 1997

Connections is a large DB/2 & Portal based application

Ability to virtualize with the lowest overhead cost and greatest scalability

- Hardware all the way through software virtualization integration

Vertical scalability vs horizontal scalability

- Lower cost to Customers the greater the vertical scalability

zBX allows for integration of a mixed architecture solution in a multi-tenant shared environment

Lowest TCO

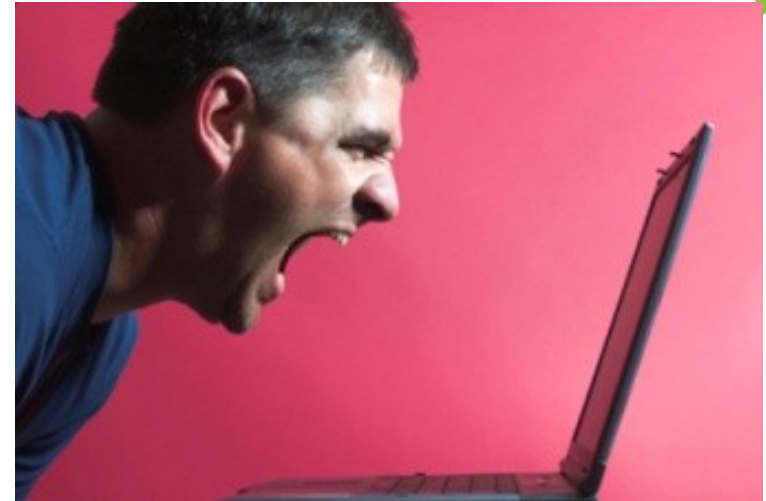
Admin, backup/restores, Capacity on Demand, growth without adding in support staff, vertical scalability, security, etc...



Addressing your Pain Points

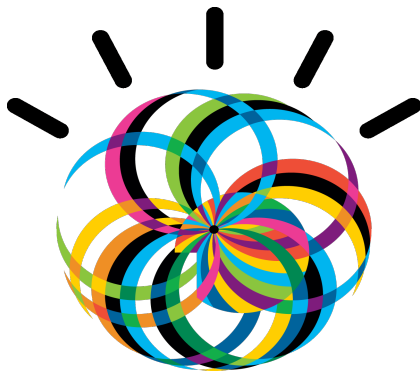


- Weekly Patch Upgrades
 - People intensive
 - Outages when applying updates/synchronization issues
- Network Growth/bottlenecks
- IO Growth/bottlenecks
- Rapid Growth of server farm
 - Data Center floor space, cost, cooling
 - 40% of the CIO are looking at data center expansion in the next two years
- Reduce infrastructure cost and allow more of the IT budget for new Business/Competitive value
 - Administration People
 - Distributed Licensing fees
 - 100's of Distributed licenses versus 10's
- **Slow to respond to business needs**





SHARE
Technology • Connections • Results



Business. Made Social.

Connect with me...



Mike Wojton
*ATS Specialist for
Social Business on System z
North America
IBM Sales and Distribution*

Linked-in:
Mike Wojton
Twitter:
@m_wojton

or still 'old-fashion email'
mwojton@us.ibm.com



© IBM Corporation 2012. All Rights Reserved.

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this presentation to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth or other results.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Quickr, Sametime, WebSphere, UC2, PartnerWorld and Lotusphere are trademarks of International Business Machines Corporation in the United States, other countries, or both. Unyte is a trademark of WebDialogs, Inc., in the United States, other countries, or both.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

UNIX is a registered trademark of The Open Group in the United States and other countries.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both. Other company, product, or service names may be trademarks or service marks of others.

Android is a trademark of Google Inc

Apple and Mac OS are registered trademarks of Apple Inc.

iOS is a registered trademark or trademark of Cisco Systems Inc and/or its affiliates in the United States and certain other countries

Nokia is a registered trademark of Nokia Corporation.

Symbian is a trademark of the Symbian Foundation Ltd.