

# Understanding, Optimizing and Communicating the Value of the Mainframe

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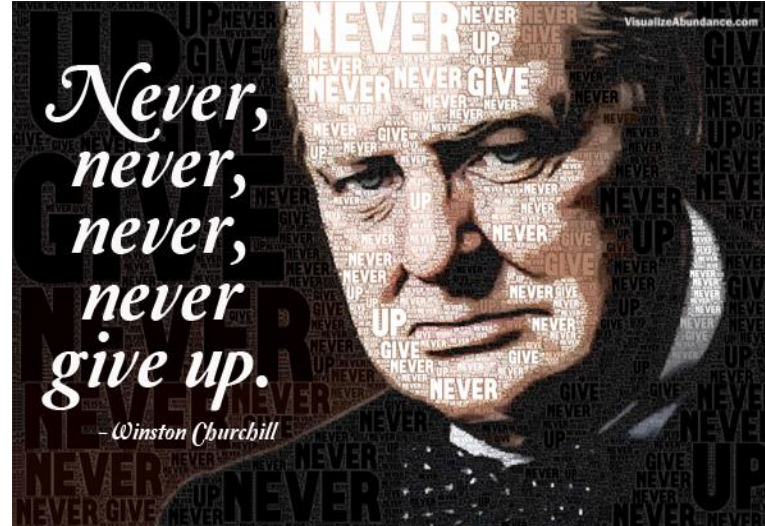
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11474: MVS Program Opening and Keynote

# What I'm Going to Tell You

- |                   |                      |
|-------------------|----------------------|
| 1) Understanding: | <b>Know Thyself</b>  |
| 2) Optimizing:    | <b>Get a Haircut</b> |
| 3) Communicating: | <b>Fall in Love</b>  |

# Context

- Time to get the mainframe out of cruise control
- Churchill: “Never Give Up”



- Keep It Simple
- Remember 3 Points, Be Motivated, Act

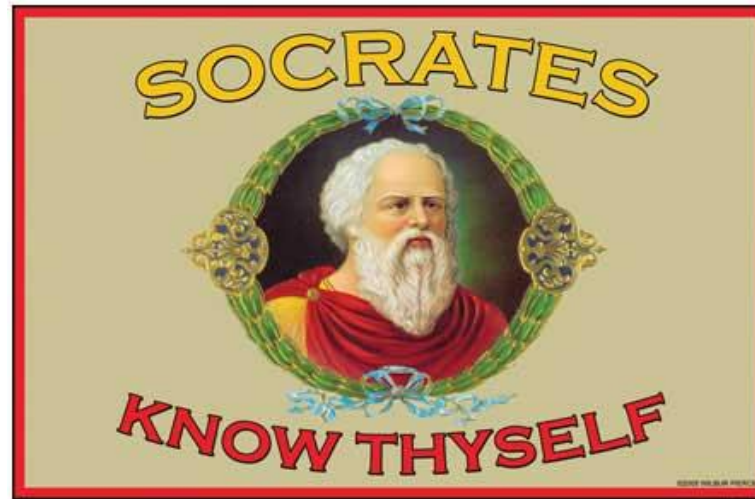
- 1) Know Thyself
- 2) Get a Haircut
- 3) Fall in Love

# Context

- Experienced People are Busy and Retiring
  - Knowledge, experience and inertia
- Build on a New Generation
  - They can learn and grow with you
  - If you want to grow, grow with a child

- 1) Know Thyself
- 2) Get a Haircut
- 3) Fall in Love

# Know Thyself



- Plato: Socrates – Delphi
  - Know your roles and limitations
  - You can't love what you don't know
  - To learn your context, first learn yourself

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# Know Thyself

- It helps to know you're at point A to get to point B
- Easier to fix when you know what's broken
- We need to know what we have to share the value



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# A Brief History

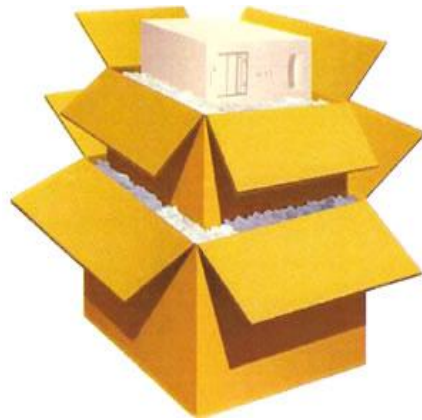
- Mainframe: the platform that grew from a culture
- Solutions grew up based on demand and opportunity
- “Lite” platforms stole the sizzle
- Who brags about meat and potatoes?
- Political power now with majority non-mainframers
- Competent IT decision making is “at steak”



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# Taxonomy

- Taxonomy: A system of classification
- Need categories
- Know gaps and overlaps
- Constant change
- Overlap with in-house and other solutions

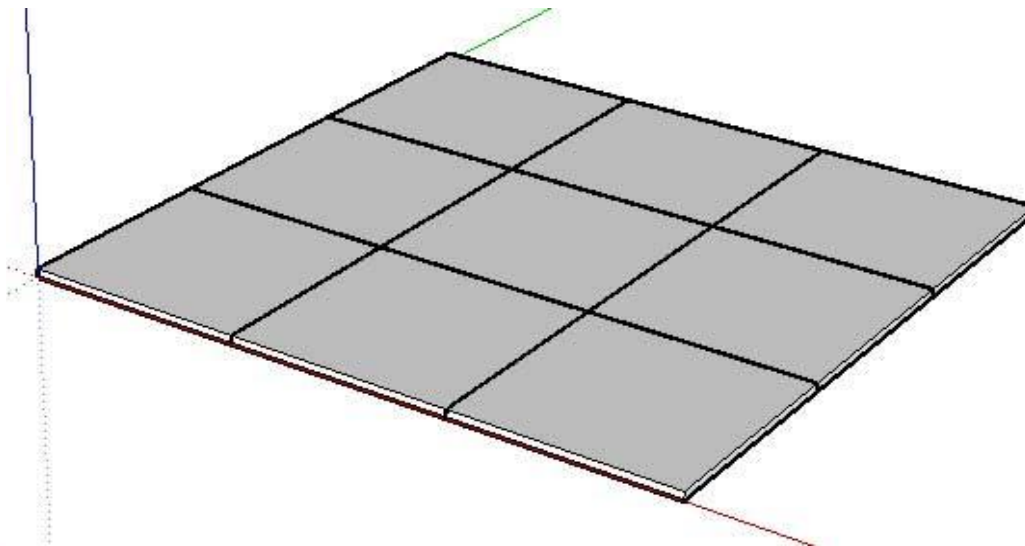


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# Mainframe Analytics Taxonomy

- Traditionally historical, main function, or product strengths
- I recommend two dimensions:
  - 1) Behavior: What
  - 2) Business Need: Why



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# Taxonomy Dimension 1: Behavior

- 1) Data Handling
- 2) Device Interfacing
- 3) Applications and Automation
- 4) Context Management
- 5) Optimization
- 6) Quality and Lifecycle
- 7) Production

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## Taxonomy Dimension 2: Business Need

- A) Business Enablement
- B) Continuity
- C) Security, Integrity and Compliance
- D) Cost-Effective Operations
- E) Analysis and Planning
- F) New Business Value

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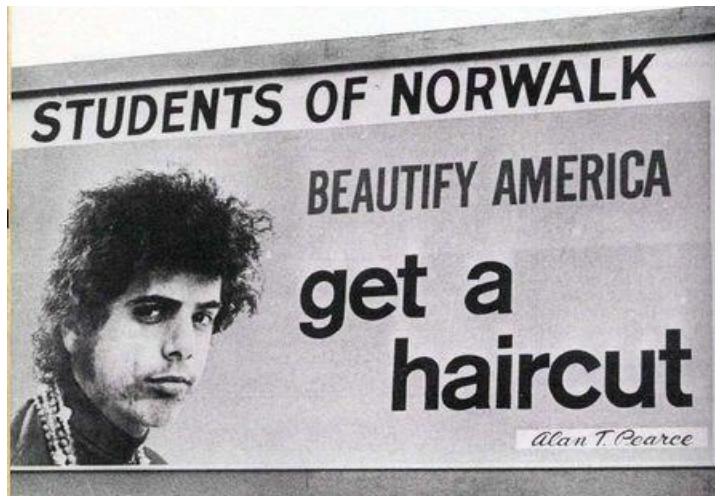
# Taxonomy Role

- Map your in-house and vendor solutions
- Look for gaps and overlaps
- Compare to your current and future needs
- If you don't know, you don't care enough
- New mainframers do care to learn, and learn to care

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# Get a Haircut

- The 1960's buzz cut has grown fallow and unmowed
- No one has time to “fix what ain't broken”
- Stuff that worked is still being used the same way
- Many obsolete categories and in-house programs can be replaced or eliminated



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# Get a Haircut

- Loose ends are security exposures
  - Hard for new people to learn
  - New mainframers can learn by eliminating



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# Get a Haircut



- Occam's Razor: simple works
  - Mainframe Analytics Taxonomy as “Reg's Razor”
    - "Buzz" cut
  - Identify your solutions and their behaviors and business needs
  - Overlap: look to simplify
  - Extraneous role: look to reduce
  - Business benefit of filling unfilled gaps
- 1) Know Thyself
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## ...And the third point...

- Fall in Love!

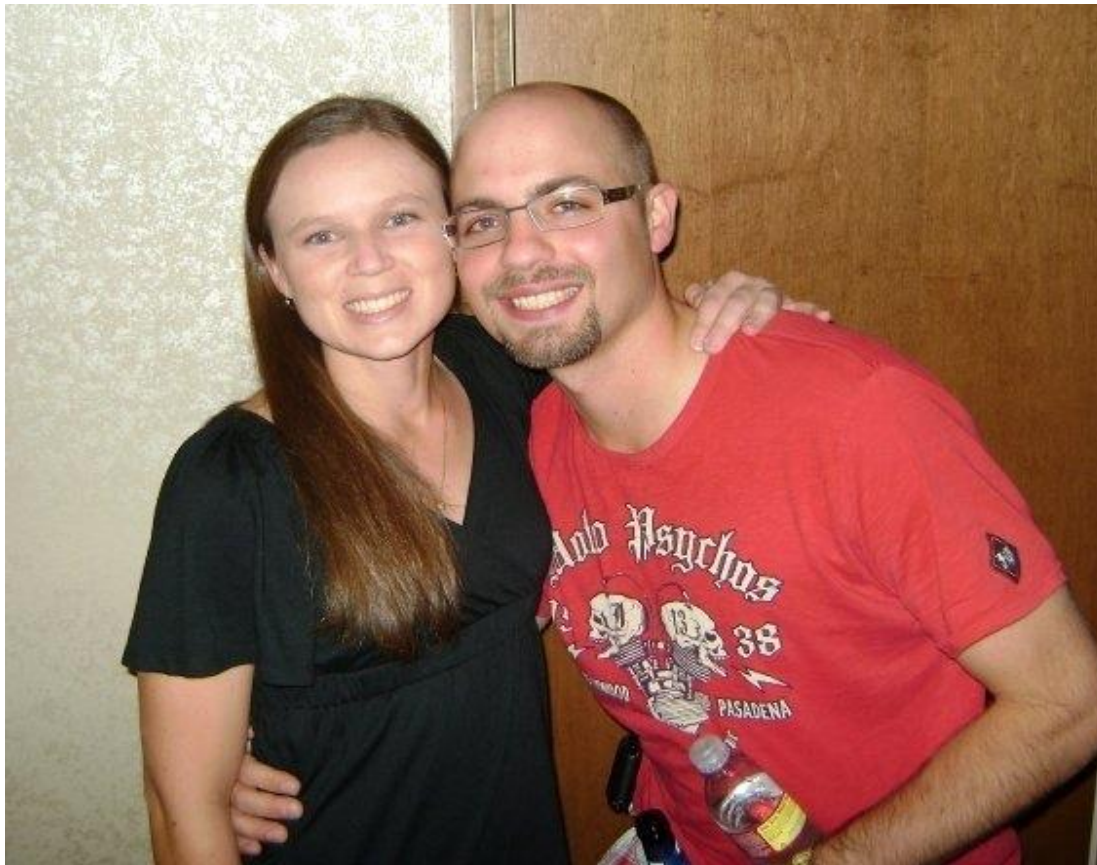


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# Fall in Love

- z/NextGenners are particularly adept at this



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# Fall in Love

- This is important: people need to know!
- When you're in love, it naturally overflows
- Talk about it at coffee, cocktails, airplanes...
- Not just proud, but excited
  - “This could be the one”
  - Talk about it with your family and friends



# Fall in Love

- Flings are for laptops
  - We're talking long-term here



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# Fall in Love

- Let “lite” and “personal” platforms be “old flames”
- Heat things up with the mainframe boiler room



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# Time for a Mainframe Re-Generation

- Let new mainframers learn, improve and enthuse
- Grow with them and get the word out
- Now is the time to rediscover the platform that works
  - Get good people
  - Get decision makers and influencers clued in
  - Get the right workloads on it
  - Get the rest of the world properly informed

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# What I Told You

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... 8 little words that can make all the difference!