



**Session 11734**  
**You Talk We Listen: *How Today's User Experience is Improving on Tomorrow***

**Roundtable Discussion**

Linda Jorgensen, System z User Experience  
IBM Poughkeepsie, NY  
[ljorgen@us.ibm.com](mailto:ljorgen@us.ibm.com)

Geoffrey Smith, z/OS Information Strategy  
IBM Poughkeepsie, NY  
[gksmith@us.ibm.com](mailto:gksmith@us.ibm.com)

SHARE Session 11734 August 6, 2012

IBM Systems & Technology Group

# Trademarks

**The following are trademarks of the International Business Machines Corporation in the United States and/or other countries.**

IBM\*  
System z  
z/OS\*

\* Registered trademarks of IBM Corporation

**The following are trademarks or registered trademarks of other companies.**

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

Java and all Java-related trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc., in the United States and other countries.

Microsoft, Windows is a registered trademarks of Microsoft Corporation.

All other products may be trademarks or registered trademarks of their respective companies.

## Notes:

This publication was produced in the United States. IBM may not offer the products, services or features discussed in this document in other countries, and the information may be subject to change without notice. Consult your local IBM business contact for information on the product or services available in your area.

All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Information about non-IBM products is obtained from the manufacturers of those products or their published announcements. IBM has not tested those products and cannot confirm the performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

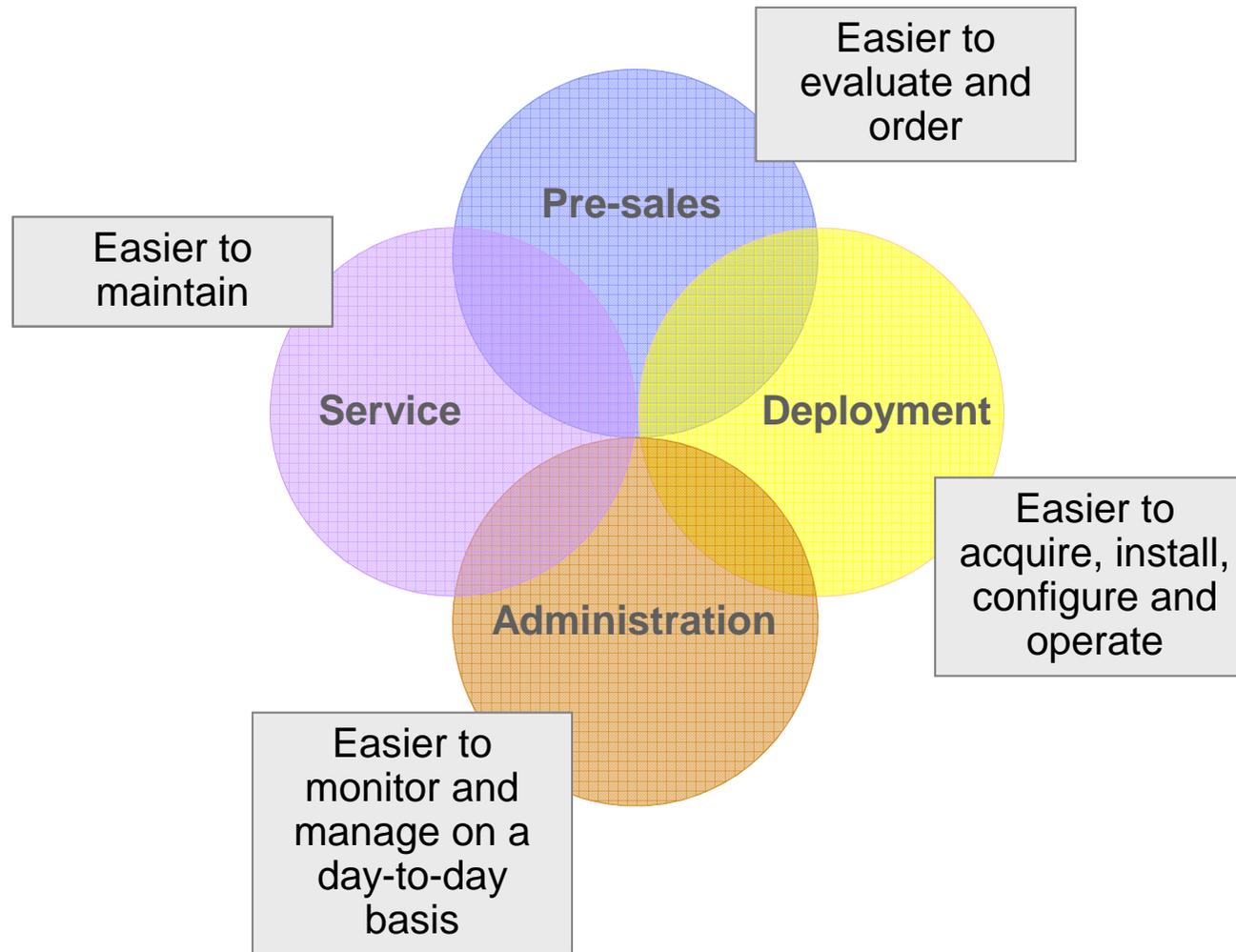
Prices subject to change without notice. Contact your IBM representative or Business Partner for the most current pricing in your geography.

## Agenda

- Mainframe Simplification scope
- Simplification strategy focus areas: z/OS system programming
- Are the Simplification focus areas on target?
- Academic Initiative update
- Consumability defined and results to date
- Call for your participation: Consumability Assessment
- Questions or comments?



## Mainframe Simplification Scope: *The Total User Experience*



## Simplification Strategy Focus Areas: z/OS System Programming

<p><b>Installation, Migration, and Maintenance</b></p> <ul style="list-style-type: none"> <li>• Planning, installing, and upgrading z/OS systems and products that run on z/OS</li> </ul>	<p><b>Configuration</b></p> <ul style="list-style-type: none"> <li>• Adding or changing system components; enabling new features; defining and updating policies that affect system behavior</li> </ul>	<p><b>Problem Management and Analysis</b></p> <ul style="list-style-type: none"> <li>• Monitoring health; identifying real and potential problems</li> <li>• Analyzing and resolving problems</li> </ul>
<p><b>Simplify and modernize the System Programmer User Experience</b>                  Deliver solutions in a task-oriented browser-based user interface with integrated user assistance</p>		
<p><b>Information</b>                  Finding the information needed to use z/OS</p>		
<p><b>Educating z next generation</b>                  Academic Initiative: Training tomorrow's system programmers</p>		

## Are the Simplification Focus Areas on Target?

- Are we focused on the right tasks?
- Are you able to get the right information when you need it?
- How can we get you to use/adopt new features?
- What draws you to a new feature?
- Do you understand the value/benefit of new functions?
- What inhibits you from implementing new functions? Skills? Time? Perceived value?



## What is the IBM System z Academic Initiative?



An IBM program that partners with academic institutions and System z clients and partners **worldwide** to build a pipeline of skilled enterprise system students for the IT jobs of tomorrow.

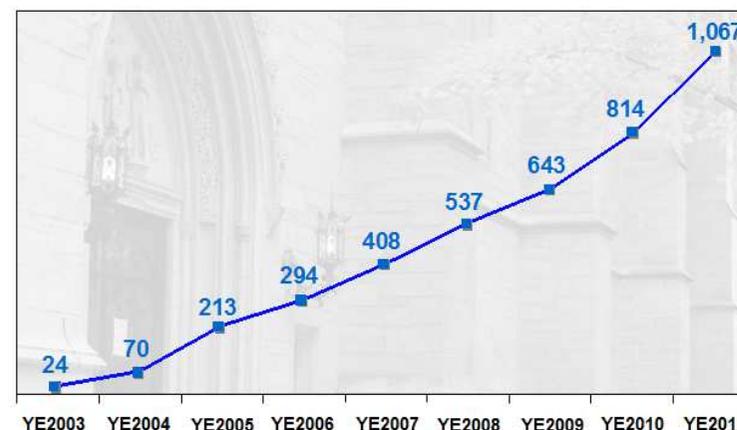
[ibm.com/university/systemz](http://ibm.com/university/systemz)

Contact us at [zskills@us.ibm.com](mailto:zskills@us.ibm.com)

## Fundamental to the Academic Initiative program is ...

### **... Flexibility**

- Participation continues to increase
  - ▶ 2011 – 1,067 membership schools
- WW demographics
  - ▶ **45% North America**
  - ▶ **24% Europe, Middle East, and Africa**
  - ▶ **16% Latin America**
  - ▶ **15% Asia/Pacific**
- Wide variety of schools in the program
  - ▶ **Different level of participation**
- All programs are unique
  - ▶ **Designed to provide flexibility to the school to meet their requirements and capabilities**



## How can IBM clients and business partners participate?

- A strong local relationship between schools and the Mainframe community can provide valuable insights into business demands and future education requirements.
- View IBM Academic Initiative web site for participating schools and educators teaching the Mainframe ([ibm.com/university/systemz](http://ibm.com/university/systemz))
- Contact the IBM Academic Initiative team at [zskills@us.ibm.com](mailto:zskills@us.ibm.com) to recruit new schools
- Post your jobs on [SystemzJobs.com](http://SystemzJobs.com)



## Introducing SystemzJobs.com

The IBM System z Job Board at **SystemzJobs.com** is a new resource that connects IBM System z Clients, Partners, and businesses with students learning the Mainframe and professionals seeking System z job opportunities.

### Benefits of using SystemzJobs.com

- Free, secure, and easy to use
- Specialized audience of Mainframe educated students and experienced professionals
- Global pool of Mainframe talent

### Getting started

Follow these steps at SystemzJobs.com to get started:

1. Create a secure account (optional)
2. Put in your job description
3. Connect with qualified candidates

Sponsored by the  
**IBM Academic Initiative, System z**

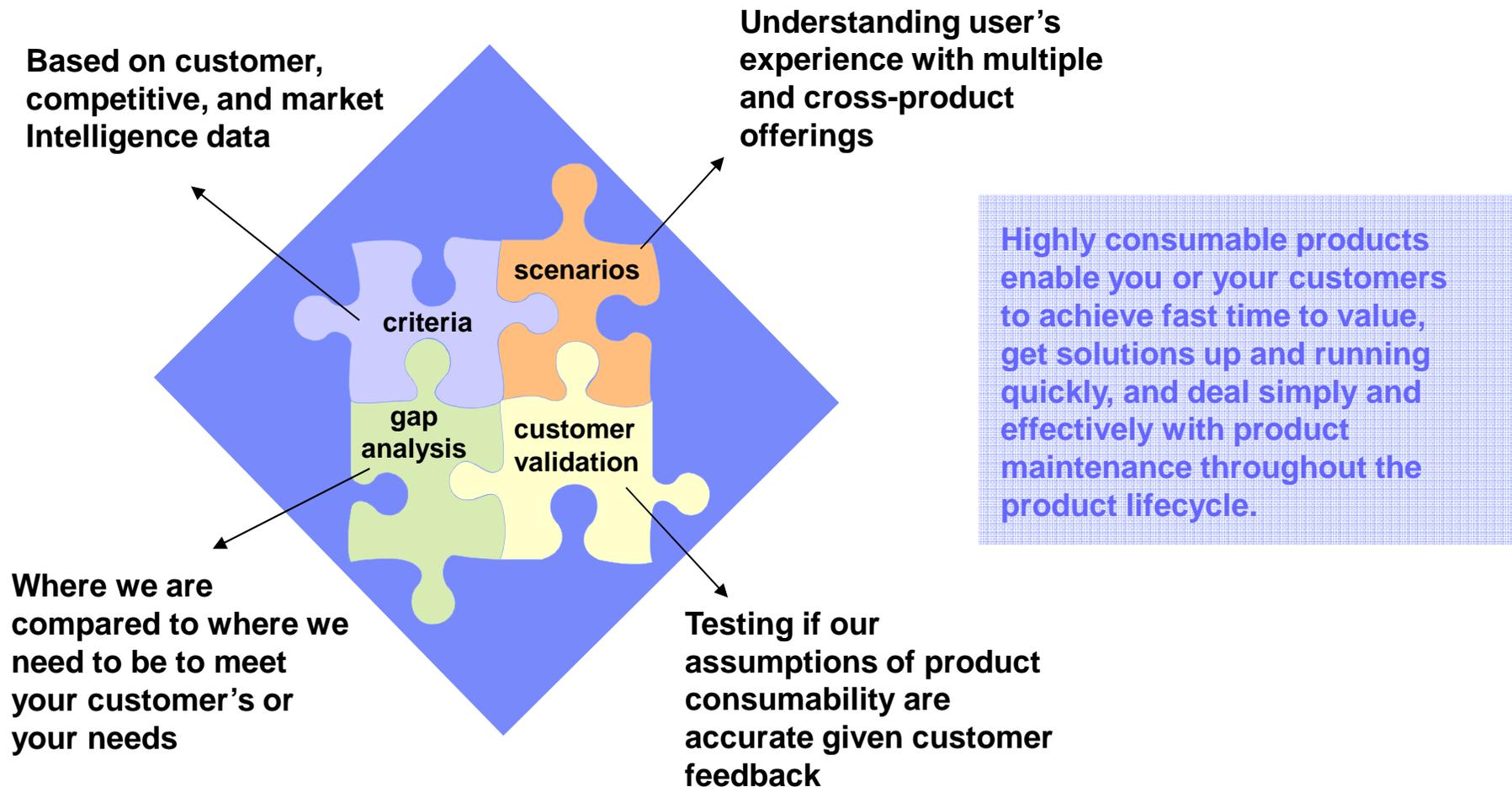
Visit: [ibm.com/university/systemz](http://ibm.com/university/systemz)

Questions? Contact [zskills@us.ibm.com](mailto:zskills@us.ibm.com)



# Consumability Toolkit

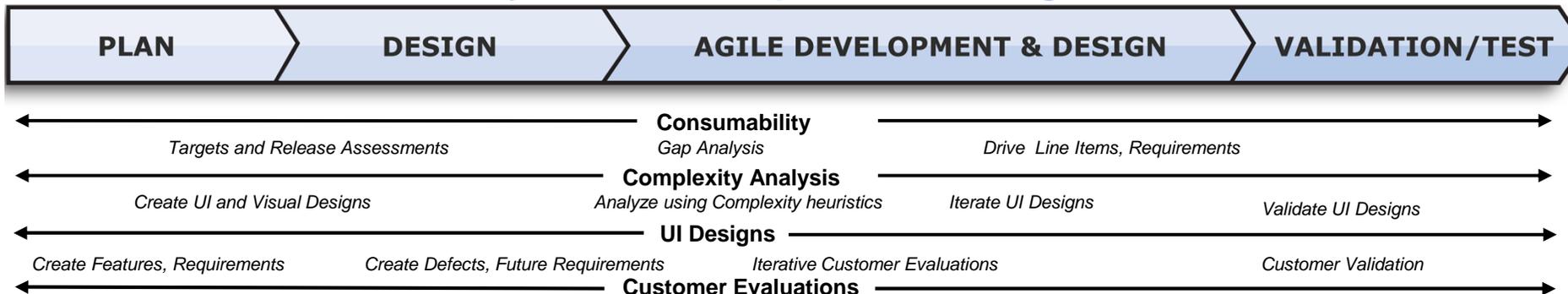
Consumability is a customer-centric term that describes the total customer experience with IBM products.



## System z Consumability

- **Consumability is an important extension of usability because a product that is simpler may not be entirely consumable.**
- **User tasks may be made easier, but the solution may lack some key elements needed to achieve the business value you desire, for example:**
  - ▶ lack of information to make purchase decision
  - ▶ lack of migration tools
  - ▶ maintenance is not concurrent
  - ▶ not able to integrate other products, etc.
- **We are using Consumability to prioritize customer requirements for simplification.**

# z/OS Consumability and User Experience Design



**Shift Left: respond EARLY to customer needs and design a world-class user experience**

UI and Visual Design	Consumability and Customer Evaluations	Complexity Analysis
<p>Focuses on creating the right behaviors, patterns, visuals, and widgets to create ease-of-use:</p> <ul style="list-style-type: none"> <li>• Prototype and Partner with development so designs exist before coding starts</li> <li>• Put UI standards into widgets - IBM One UI</li> <li>• Evaluate prototype designs to proactively fix issues within the same release</li> </ul>	<p>Consumability assessments define gap areas to drive line items and requirements. Customer evaluations are industry best practices to drive outside-in feedback into development sooner in the development cycle. This results in design changes, defects, and future requirements.</p> <ul style="list-style-type: none"> <li>• Stakeholder Feedback Program</li> <li>• z/OS Business Leadership Council</li> <li>• SHARE and other User's Groups</li> </ul>	<p>A lightweight and objective approach to quantifying the human interaction component of a task</p> <ul style="list-style-type: none"> <li>• Piloted for z/OS Software Deployment</li> <li>• Apply to top Consumability tasks: Installation and Configuration, problem determination</li> <li>• Metrics used to reduce product's complexity</li> </ul>

# Consumability Criteria

## Addressing the user experience lifecycle

5 Market Drivers, 13 Key Attributes and a Library of 45 criteria

Attributes define user roles and activities within each market driver

### 1) Easy to do Business

- Identify product
- Evaluate capabilities
- Plan architecture

### 2) Establishes Positive First Use Experience

- Acquire and obtain product
- Install product
- Configure product
- Operate product

### 3) Rapidly Integrates into Customer Environment

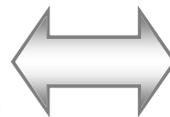
- Integrate with infrastructure
- Deploy into production

### 4) Readily Adapts to Customer Requirements

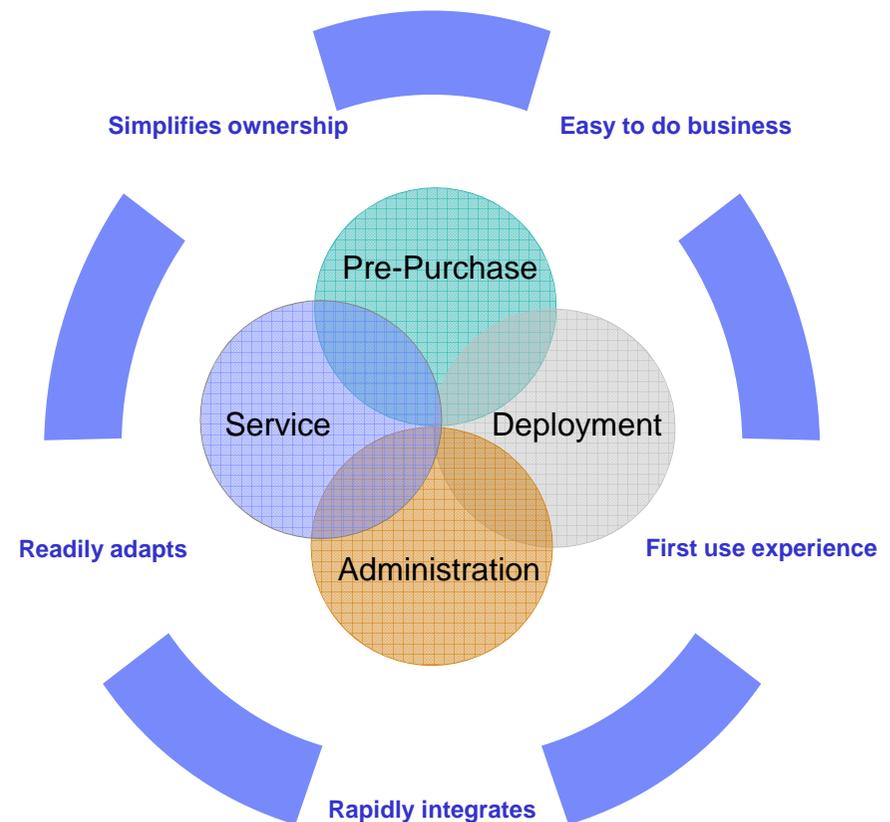
- Develop business solutions

### 5) Simplifies Ownership/Operations

- Manage problems
- Administer and maintain
- Fix and upgrade



## User Experience Lifecycle



## z/OS Consumability Summary – March 2012

### Releases 1.8 – 1.13 n=97

Market Driver	Criteria	Cust Target	Cust Survey
Ease of doing business	Capacity planning	4	4
	Business value information available	4	4
	Technical sales support *	4	3
Positive 1 <sup>st</sup> use experience	<b>Ease of Installation of mainframes</b>	4	4
	<b>Verified installation dependencies</b>	4	4
	Skill and role appropriate tools and information	2	2
	<b>Access to operational information*</b>	4	3
Rapid integration into customer environment	<b>Non-disruptive operation</b>	4	4
	<b>Failsafe deployment into production for mainframes *</b>	4	3
Readily adapts to customer reqs	<b>User interface ease of use *</b>	4	3
Simplifies ownership and operation	<b>PD and troubleshooting capabilities *</b>	4	3
	<b>Simplified security practices for mainframes</b>	3	3
	System state and progress information	4	4
	Non-disruptive fix packs	3	3
	<b>Real time PTF identification and delivery for mainframes</b>	3	3
	<b>Problem reporting*</b>	3	2

Adjusted / Closed Gap

\* Gap area

**High Importance Criteria**

## Consumability and Stakeholder Feedback

<p><b>Installation, Migration, and Maintenance</b></p>	<p><b>Configuration</b></p>	<p><b>Problem Management and Analysis</b></p>
<p><b>Positive first use experience</b>                  Access to appropriate product information*                  Ease of installation for mainframes*                  Verified installation dependencies*</p> <p><b>Rapid integration into customer environment</b>                  Non-disruptive operation                  Failsafe deployment into production*</p>		<p><b>Simplifies ownership/operations</b>                  Problem reporting*                  Problem determination and troubleshooting*                  Simplified security practices for mainframes</p>
<p><b>Simplify and modernize the System Programmer User Experience</b></p>		
<p><b>Rapid integration into customer environment</b>                  User Interface Ease of Use*</p>		

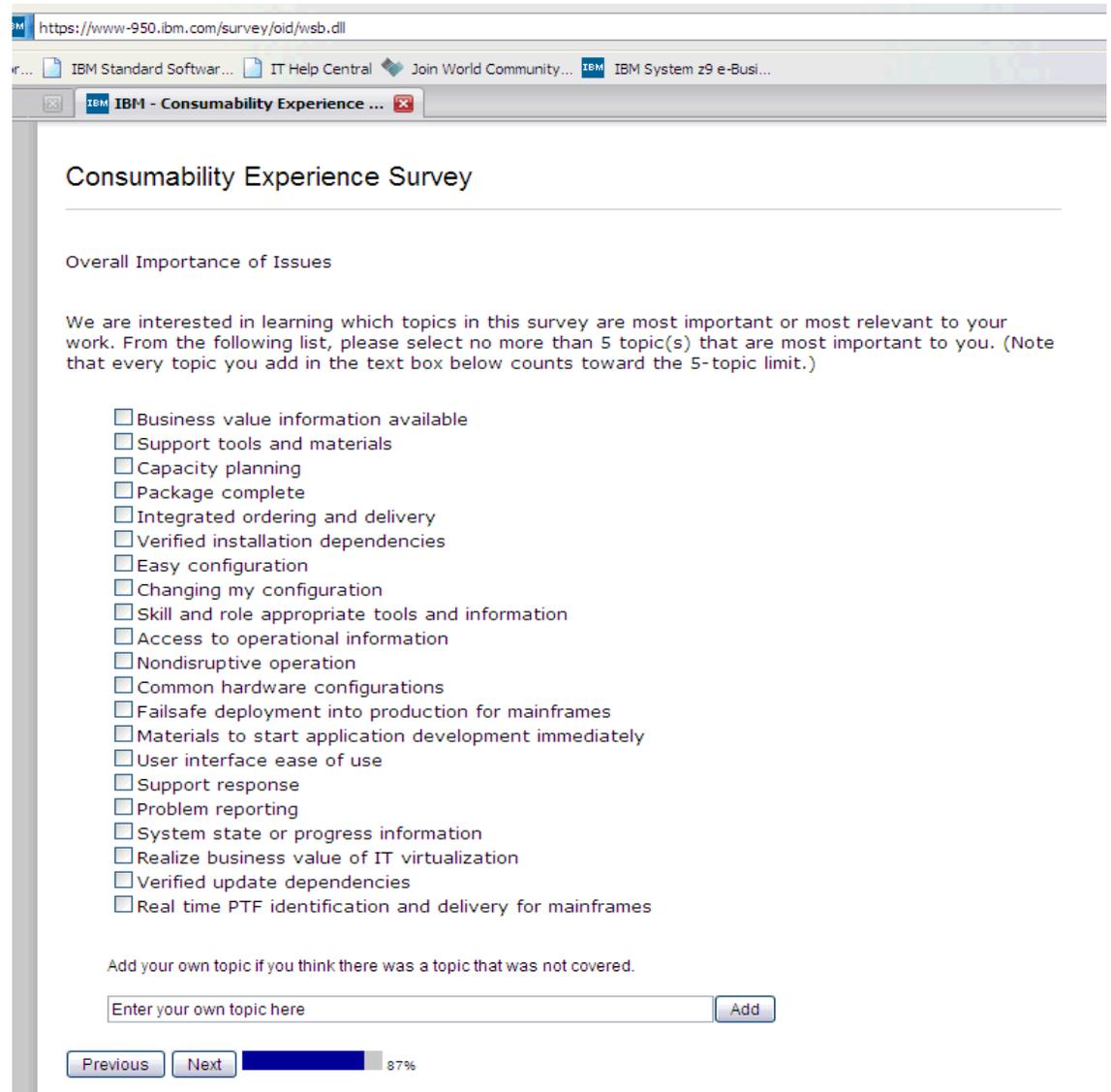
## Call for Your Participation: *Consumability Assessment*

- **Consumability Experience Survey available**
  - ▶ **Paper survey you can take here at SHARE (~10 minutes)**
  - ▶ **Online survey (~30 minutes):**  
<https://www.ibm.com/survey/oid/wsb.dll/studies/consumabilitywebform.htm?product=2&icode=SHARE&brand=8&crit=18dc8dcfa3a35c@55&group=stg>
  - ▶ **Sign up today or drop off your business card for an email invitation**
- **Assess the z/OS release and criteria that you work on**
- **Ability to rate your High Importance issues (see next slide)**
- **Your input is important and will make a difference in helping us prioritize your simplification requirements**

## Rate Your High Importance Issues

### Online survey:

- A summary of the criteria you responded to will allow you to rate them as most important.
- You can also add your own topics.



The screenshot shows a web browser window with the URL <https://www-950.ibm.com/survey/oid/wsb.dll>. The browser tabs include "IBM Standard Softwar...", "IT Help Central", "Join World Community...", and "IBM System z9 e-Busi...". The active tab is titled "IBM - Consumability Experience ...".

### Consumability Experience Survey

Overall Importance of Issues

We are interested in learning which topics in this survey are most important or most relevant to your work. From the following list, please select no more than 5 topic(s) that are most important to you. (Note that every topic you add in the text box below counts toward the 5-topic limit.)

- Business value information available
- Support tools and materials
- Capacity planning
- Package complete
- Integrated ordering and delivery
- Verified installation dependencies
- Easy configuration
- Changing my configuration
- Skill and role appropriate tools and information
- Access to operational information
- Nondisruptive operation
- Common hardware configurations
- Failsafe deployment into production for mainframes
- Materials to start application development immediately
- User interface ease of use
- Support response
- Problem reporting
- System state or progress information
- Realize business value of IT virtualization
- Verified update dependencies
- Real time PTF identification and delivery for mainframes

Add your own topic if you think there was a topic that was not covered.

Enter your own topic here

 87%

## Consumability Criteria: *Ease of Installation Example*

Positive first-use experience (market driver)

B.02.I Ease of installation for mainframes	
Levels of attainment	
	When I tried to install this mainframe product, ...
0	I could not install it without external support or services, or defects exist that prevented installation success.
1	I could install it successfully, but it was overly complex or time-consuming, or I had to rely extensively on documentation during installation.
2	I found SMP samples which exploit the SMP apply/accept checks for fail-safe installation. This allowed me to reasonably complete the installation
3	I could complete the installation within acceptable bounds of complexity and time. using the product configurator (for example, ICAT)
4	I could use pre-installed datasets provided with the product without needing to use SMP. Configuration of these datasets to match my environment was simple.
5	I could use the pre-configured and pre-installed datasets provided with the product to easily complete the installation.

# Ease of Installation of Mainframes

**B.02.I Ease of installation for mainframes**

Levels of attainment	
	When I tried to install this mainframe product, ...
0	I could not install it without external support or services, or defects exist that prevented installation success.
1	I could install it successfully, but it was overly complex or time-consuming, or I had to rely extensively on documentation during installation.
2	I found SMP samples which exploit the SMP apply/accept checks for fail-safe installation. This allowed me to reasonably complete the installation
3	I could complete the installation within acceptable bounds of complexity and time. using the product configurator (for example, ICAT)
4	I could use pre-installed datasets provided with the product without needing to use SMP. Configuration of these datasets to match my environment was simple.
5	I could use the pre-configured and pre-installed datasets provided with the product to easily complete the installation.

**Importance: H**



**Internal Assumptions**  
**Not feasible to not use SMP/E.**

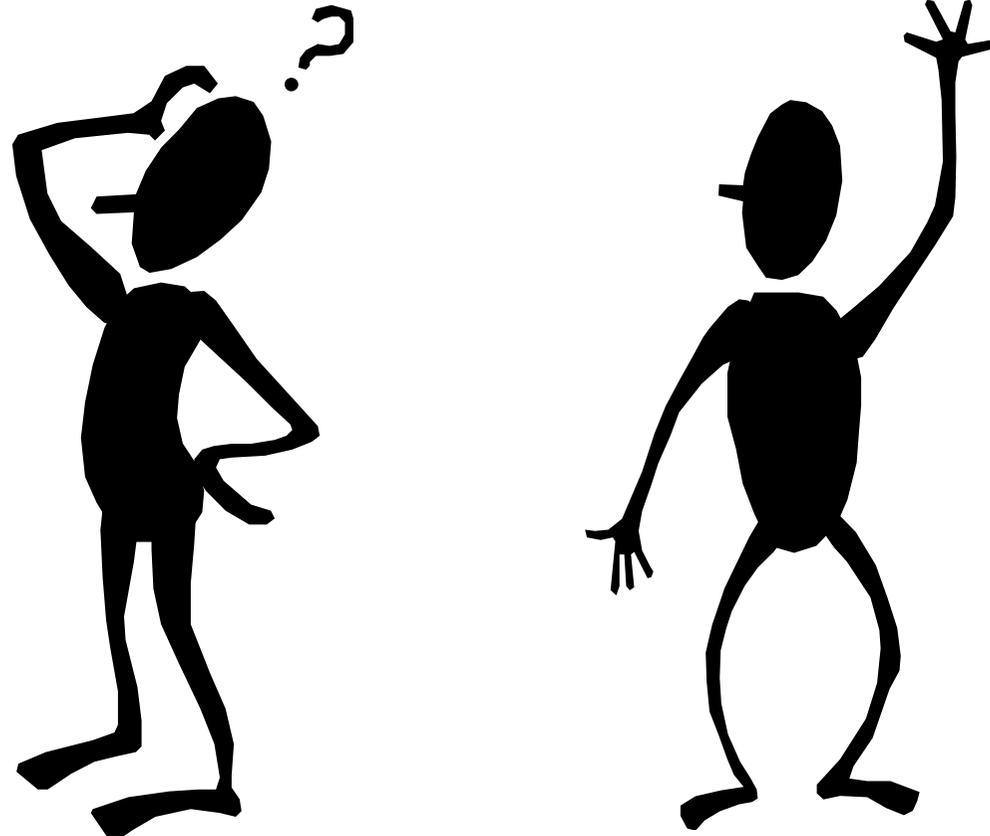
**Customer Target: 4**  
**Customer User Survey: 3**

- Customer Comments**
- Shop Z did not assemble my Server PAC order correctly. I had to reorder the Cobol Compiler and install it separately using CBPDO.
  - A global place to install and customize all IBM and ISV products (SMP/E) would be preferable.
  - As an experienced installer this isn't an issue.
  - You need to use and adhere very closely to the installing serverpac guide
  - I didn't really have any problems. But, never having installed a Serverpac before, I read all the documentation before I started and that took a really lllloooooonnnngggg time. It was also difficult to remember all that I'd read once I was ready to begin installation. I found, in hindsight, that it wasn't necessary to read the "Planning for Installation" manual at all.
  - Want an easy to use out of the box GUI install
  - Want better post migration (ongoing normal Health checks) checks to see WHAT CHANGED (defaults, intended or unintended) changes with LE and other key z/OS parameters".
  - In addition, I'd strive to eliminate the last portions of incompatibility between compatible releases.

## Rolling out Consumability for System z

- **System z has significantly invested in simplification and Consumability**
- **Focus on stakeholder feedback**
- **Continue persona/scenario evaluation and gap analysis**
- **Focus on early customer involvement; has the biggest benefit and value**
- **Continued z/OS Consumability Assessment**
  - ▶ **Consumability User Survey will be ongoing and data will be gathered quarterly**

## Questions or Comments?



# Thank You

