
13049: Ease of Use: Selling z Inside Your Company

(Discussion session)

Wednesday, February 6, 2013: 12:15 PM-1:15 PM

Yosemite B, Ballroom Level (San Francisco Hilton)

Speaker: Geoff Smith(IBM Corporation)





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Abstract

- **13049: Ease of Use: Selling z Inside Your Company (Discussion session)**
- In past sessions we have heard that, it is often difficult to “sell” System z inside your own company. The System z platform is very powerful and can provide robust enterprise solutions to many of today’s urgent and emerging business problems (two examples are cloud, health care solutions). In most cases, the z platform is already there but because of old perceptions it isn’t being considered for new applications, solutions and workloads. This session will be a discussion of those issues. It’s an opportunity to hear from your peers about their stumbling blocks and how they succeeded. We will provide information on about some of real world issues in selling Z inside your company. Together we will all discuss and discover the techniques resources and tools to help you and help your company take advantage of the platform. In addition to helping you, it will help IBM understand your challenges so we can help you

User Technologies – Who we are and what we do

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

History of the Session

- At the past two user experience sessions at SHARE, Systems Programmers brought up the topic that it was often difficult to sell and expand the mission of the mainframe inside their own company.
- We decided that we would conduct a session to stimulate conversation on the subject, so we could better understand the issues, and see if there were things we could do to help.
- This presentation contains some reference information that we hope will help you.
- ***But mostly this session is designed to solicit discussion and SHARE information*** with your fellow systems programmers the problems you have or are facing in growing the mission of System z. Hopefully others will also share their success stories so that others may benefit.

Discussion: Workloads for the mainframe

- What business are you in?
- What are you using System z and z/OS for today?
- Are there workloads that could run on better on System z?

The zEnterprise system provides four primary environments for deployment of new workloads:

- [z/OS](#) – for large scale mission critical enterprise applications, transaction serving and data serving.
- [Linux on System z](#) – for large scale consolidation and mission critical Linux applications.
- [IBM POWER7 blades](#) and [IBM System x blades](#) – For new and existing blade workloads with affinity to data and applications hosted on System z.
- **Dedicated workload optimizers and appliances** – single function processors to accelerate performance and reduce cost.

The Value of System z

zEnterprise

Overview

Value of z

Technical Specs

Architecture

Value of z

Available Efficiency

Best continuous availability and disaster recovery for mission critical applications. Reduced infrastructure complexity through consolidation, automation and virtualization, saving on energy, labor, SW, and more. Now with management of POWER and x86 blades for even greater efficiency of an applications end to end, and improved performance/throughput.

Scalability

Near-linear large scalability, unmatched in the IT world, to grow with your business, now with up to 60% more capacity than z/10 and new scalable options for application deployment on IBM blades.

Integration

Integration of data on multiple OS, working seamlessly with large volumes of data, and providing industry - leading Quality of Service for applications on Linux on z with improved operational integration, automation, & qualities of service extended to Power and x86 blades.

Security

Comprehensive protection of business critical data from all types of IT security threats, now extended to applications deployed on IBM blades.

Affordable Flexibility

Solution Editions with low TCA, competitive with distributed, and unbeatable TCO. Choice of deployment of full application to Linux for System z for best qualities of service and/or split tier to IBM blades with zEnterprise.



zEnterprise

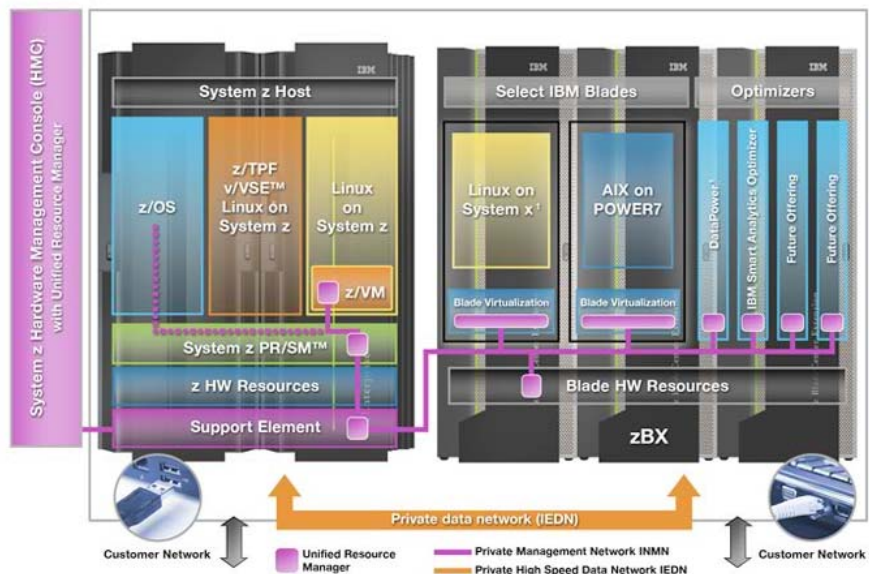
Overview

Value of z

Technical Specs

Architecture

Architecture



Some of what we've heard in the past

Inhibitors:

1. **Cost:** Perception that the mainframe is too costly



2. **Old:** Perception that the mainframe is old technology



3. **Negative politics:** mainframe versus distributed



4. **Skills:** Perception that mainframe skills are dwindling



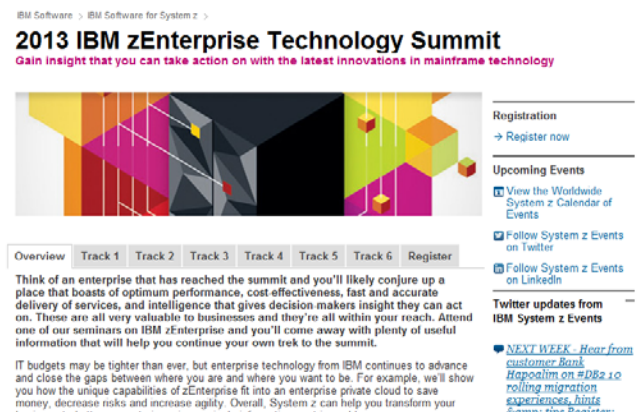
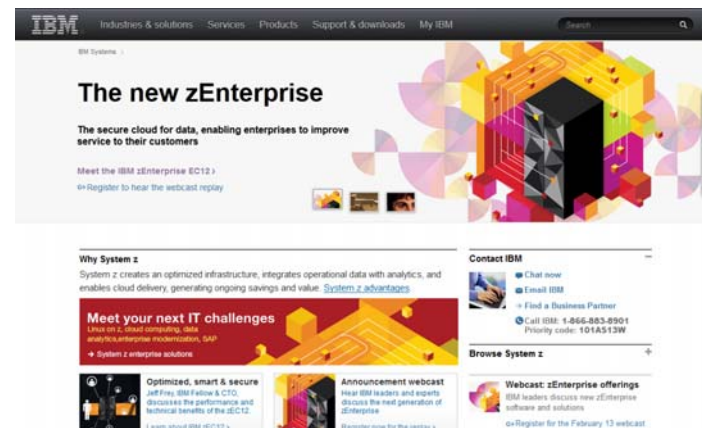
1. On Cost: System z Lowers IT Costs

An independent study conducted by Dr. Howard Rubin of Rubin Worldwide shows that companies with a greater-than-average mainframe mix in their IT infrastructure deliver better business results than their distributed-centric peers.

- These companies have realized significant savings in IT, for example:
 - 44% lower IT cost per credit card transaction
 - 31% lower IT cost per consumer loan 25% lower IT cost per mega watt hour produced
 - 24% lower IT cost per hospital bed
 - 20% lower IT cost per airline passenger
 - 26% lower IT cost per new vehicle
 - 25% lower IT cost per retail store
 - 23% lower IT cost per barrel of oil
 - Savings over x86 across the Board
- Read the study:
http://forms.cognos.com/?red=1&elqPURLPage=2293&offid=wp_the_new_alternative_for_leveraging_the_power_of_business_intelligence&mc=-web_ibm_fim_product

2. System z – Cutting Edge

- The new zEnterprise
 - <http://www-03.ibm.com/systems/z/index.html>
 - Technology summit
 - <http://www-01.ibm.com/software/os/systemz/summit/>
- NY Times: I.B.M. Mainframe Evolves to Serve the Digital World -
- http://www.nytimes.com/2012/08/28/technology/ibm-mainframe-evolves-to-serve-the-digital-world.html?_r=0
- eWeek: IT Infrastructure: IBM's New Mainframe: 10 Reasons Why the zEnterprise EC12 Rocks
- <http://www.eweek.com/c/a/IT-Infrastructure/IBMs-New-Mainframe-10-Reasons-Why-the-zEnterprise-EC12-Rocks-897472/>



3. Politics: Distributed versus Mainframe

Discussion:

- This is probably the biggest obstacle.
- What successes can you share?
- Are there pitfalls people should be aware of?



4. System z Skills

<http://www-03.ibm.com/ibm/university/academic/pub/page/systemz>

IBM Academic Initiative - System z - Mozilla Firefox: IBM Edition

www-03.ibm.com/ibm/university/academic/pub/page/systemz

system z skills

IBM Academic Initiative

Building skills for a Smarter Planet

System z: Mainframe computing

The mainframe has always been the IT industry's leading platform for transaction processing, consolidated and secure data serving, and supporting enterprise-wide applications. The new zEnterprise server is the world's fastest, most scalable and secure enterprise system that creates an optimized infrastructure, integrates operational data with analytics, and enables cloud delivery.

IBM continues to modernize and simplify the mainframe platform, while partnering with IBM customers, Business Partners and academia from around the world to build more of the skills that industry demands. We provide resources to teach your students about mainframe computing, give those students virtual access to an IBM mainframe, and help students get jobs with the largest and most successful companies in the world.

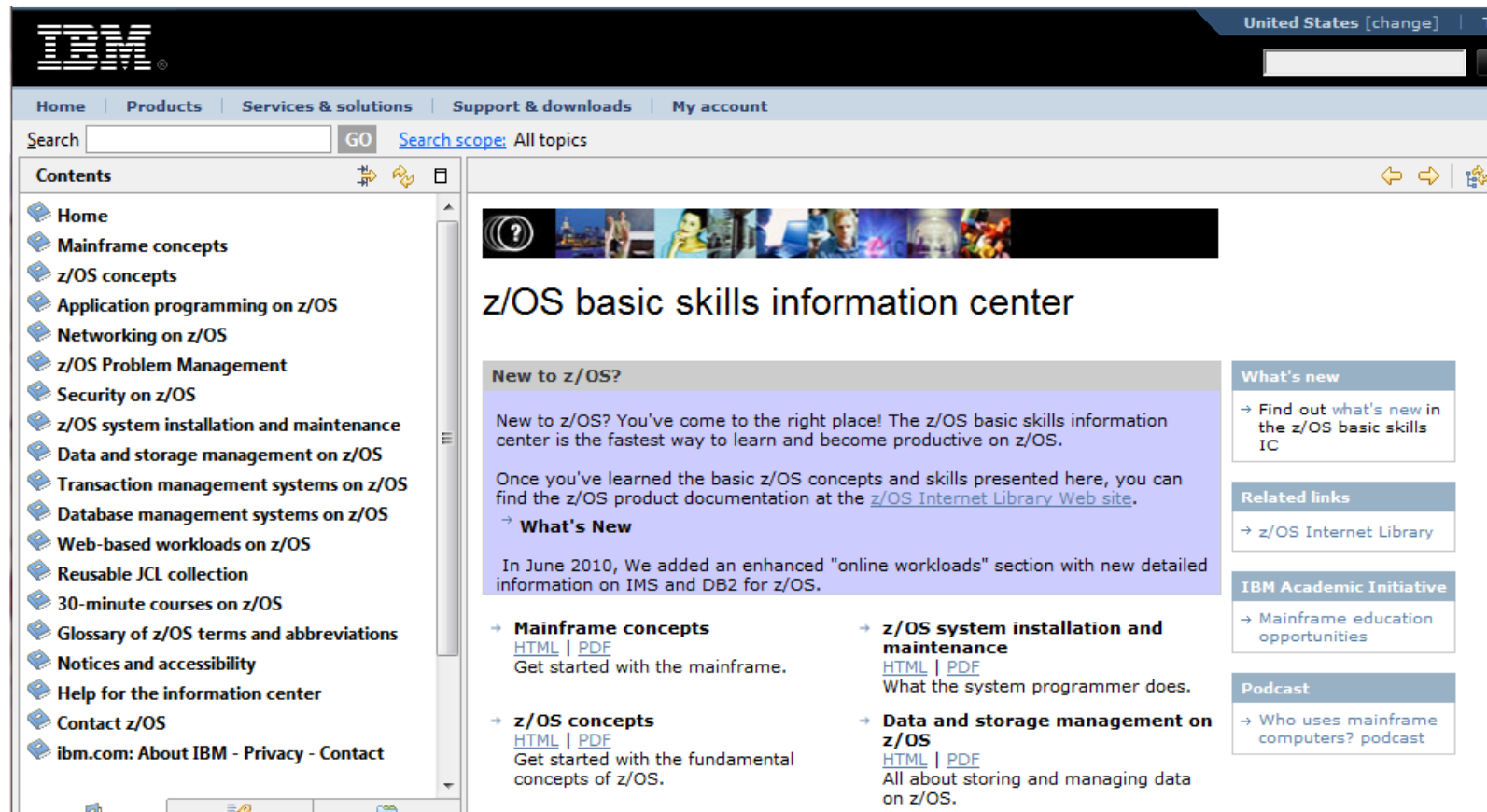
[Find an IBM mainframe contest](#) to help your students get hands-on System z skills and win great prizes. The contests are available worldwide and no experience is necessary.

[Watch this brief video](#) to learn about the benefits of the System z academic program from



z/OS Basic Skills Information Center

<http://publib.boulder.ibm.com/infocenter/zos/basics/index.jsp>



The screenshot shows the IBM z/OS Basic Skills Information Center website. The page layout includes a top navigation bar with the IBM logo, a search bar, and a main content area. The left sidebar contains a 'Contents' menu with various topics. The main content area features a 'New to z/OS?' section with introductory text and links to 'Mainframe concepts', 'z/OS concepts', 'z/OS system installation and maintenance', and 'Data and storage management on z/OS'. A 'What's new' sidebar on the right highlights recent updates, including a 'z/OS Internet Library' link and a 'Mainframe education opportunities' link.

Contents

- Home
- Mainframe concepts
- z/OS concepts
- Application programming on z/OS
- Networking on z/OS
- z/OS Problem Management
- Security on z/OS
- z/OS system installation and maintenance
- Data and storage management on z/OS
- Transaction management systems on z/OS
- Database management systems on z/OS
- Web-based workloads on z/OS
- Reusable JCL collection
- 30-minute courses on z/OS
- Glossary of z/OS terms and abbreviations
- Notices and accessibility
- Help for the information center
- Contact z/OS
- ibm.com: About IBM - Privacy - Contact

z/OS basic skills information center

New to z/OS?

New to z/OS? You've come to the right place! The z/OS basic skills information center is the fastest way to learn and become productive on z/OS.

Once you've learned the basic z/OS concepts and skills presented here, you can find the z/OS product documentation at the [z/OS Internet Library Web site](#).

→ **What's New**

In June 2010, We added an enhanced "online workloads" section with new detailed information on IMS and DB2 for z/OS.

- **Mainframe concepts**
[HTML](#) | [PDF](#)
Get started with the mainframe.
- **z/OS system installation and maintenance**
[HTML](#) | [PDF](#)
What the system programmer does.
- **z/OS concepts**
[HTML](#) | [PDF](#)
Get started with the fundamental concepts of z/OS.
- **Data and storage management on z/OS**
[HTML](#) | [PDF](#)
All about storing and managing data on z/OS.

What's new

- Find out what's new in the z/OS basic skills IC

Related links

- z/OS Internet Library

IBM Academic Initiative

- Mainframe education opportunities

Podcast

- Who uses mainframe computers? podcast

Discussion

- Is there a problem in your company “selling” the mainframe?
- What is your top inhibitor?
- What can be done to overcome these issues?
- What can IBM do to help?

<http://www.youtube.com/watch?v=RI71qSp2IDw>

Helpful References and Resources



The Story of IBM's Own Migration of IT to Z

<http://www-03.ibm.com/systems/z/migratetoibm/>

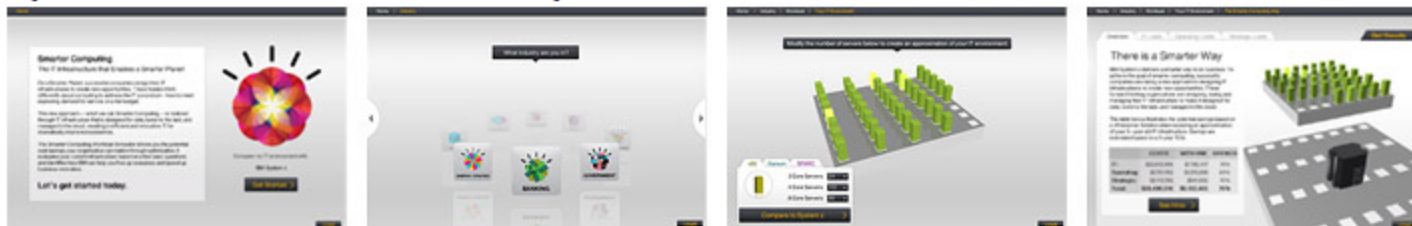
The screenshot shows the IBM website's 'IBM System z - Migrate to IBM' page. On the left is a navigation menu with categories like 'Mainframe servers', 'Advantages', 'Hardware', 'Operating systems', 'Software', 'Solutions', 'Migrate to IBM', 'Support', 'Resources', 'Success stories', 'News', 'Education', and 'Destination z'. Below the menu are 'Related links' such as 'Financing your migration', 'Systems', 'Migrate to DB2', 'The Linux at IBM competitive advantage', and 'IBM Migration Services'. The main content area features a section titled 'The new zEnterprise' with the subtitle 'The secure cloud for data, enabling enterprises to improve service to their customers' and a link to 'Meet the IBM zEnterprise EC12'. Below this is a video player titled 'IBM Migration Automation' showing a slide with the text 'Migration Automation' and a list of benefits: 'Dramatic reductions in energy and facilities requirements', 'Far fewer software licenses', 'Reduced labor requirements', 'Maximized ROI', 'Reduced total capacity requirement', and 'Faster deployment of new services with fewer resources'. The video player shows a progress bar at 0:03 / 3:53.

http://www.youtube.com/watch?feature=player_embedded&v=VoYatTeav4E#!

Workload Simulator

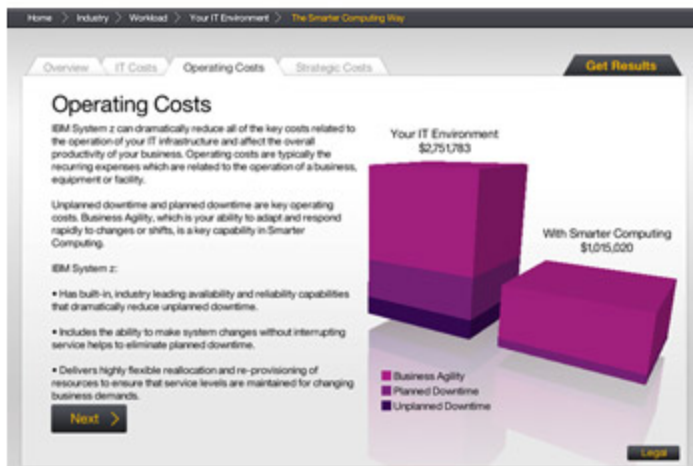
<http://www.ibm.com/common/sc/simulator/?mode=systemz>

Try the workload simulator now – visualize the System z difference



Visualize savings across categories

Download your findings



Download your complete Smarter Computing results for additional insights

Download Report (pdf)

Are you ready to learn more about Smarter Computing and System z?

Click below for more resources to help you decide whether IBM System z is the right solution for your IT environment.

More System z Resources

Learn More about IBM Smarter Computing

We're here to help

Request a quote | E-mail IBM

or call us at 800-883-8901 Priority code: 101A320W

Launch the simulator »

Linux consolidation on System z

<http://www-03.ibm.com/systems/z/solutions/linux.html>

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IBM Systems > Mainframe servers > Solutions >

Linux Consolidation on System z

Tuned to the task - Consolidation for Efficiency and Effectiveness

Linux Consolidation on System z offers a powerful solution to transform your IT economics

Overview | Consolidation Stories

Linux on IBM System z, including the new IBM zEnterprise EC12 (zEC12), can help lower your

Contact IBM

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- Email IBM
- Find a Business Partner
- Call IBM: 1-866-883-8901
Priority code: 101AS13W

100%

Thank You

