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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DFSMSdfp   Language Environment*   System i*   z/OS*
DFSMSshm   Lotus*   System p*   z/VM*
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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

<table>
<thead>
<tr>
<th>Installation, Migration, and Maintenance</th>
<th>Configuration</th>
<th>Problem Management and Analysis</th>
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| • Planning, installing, and upgrading z/OS systems and products that run on z/OS | • Adding or changing system components; enabling new features; defining and updating policies that affect system behavior | • Monitoring health; identifying real and potential problems  
• Analyzing and resolving problems |

<table>
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<tr>
<th>Simplify and modernize the System Programmer User Experience</th>
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<td>Deliver solutions in a task-oriented browser-based user interface with integrated user assistance</td>
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<th>Information</th>
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<td>Finding the information needed to use z/OS</td>
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<th>Educating z next generation</th>
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<td>Academic Initiative: Training tomorrow’s system programmers</td>
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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

**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 z10 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.
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 new vehicle
  - 25% lower IT cost per retail store

- 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](http://www-03.ibm.com/systems/z/index.html)
- Technology summit

- NY Times: I.B.M. Mainframe Evolves to Serve the Digital World -

- eWeek: IT Infrastructure: IBM’s New Mainframe: 10 Reasons Why the zEnterprise EC12 Rocks
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
z/OS Basic Skills Information Center

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

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

http://www.ibm.com/common/sc/simulator/?mode=systemz
Linux consolidation on System z

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

Linux Consolidation on System z

Tuned to the task - Consolidation for Efficiency and Effectiveness

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