

#13621

# The Dynamic Data Center - Has IT Lost Control?

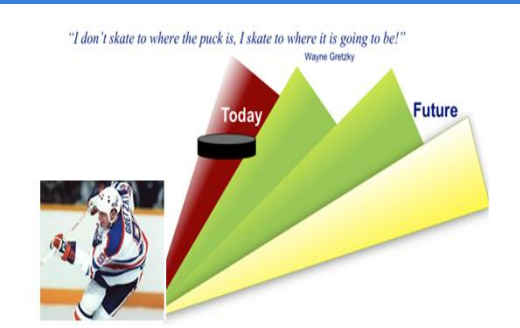
Michael Madden

General Manager, Mainframe

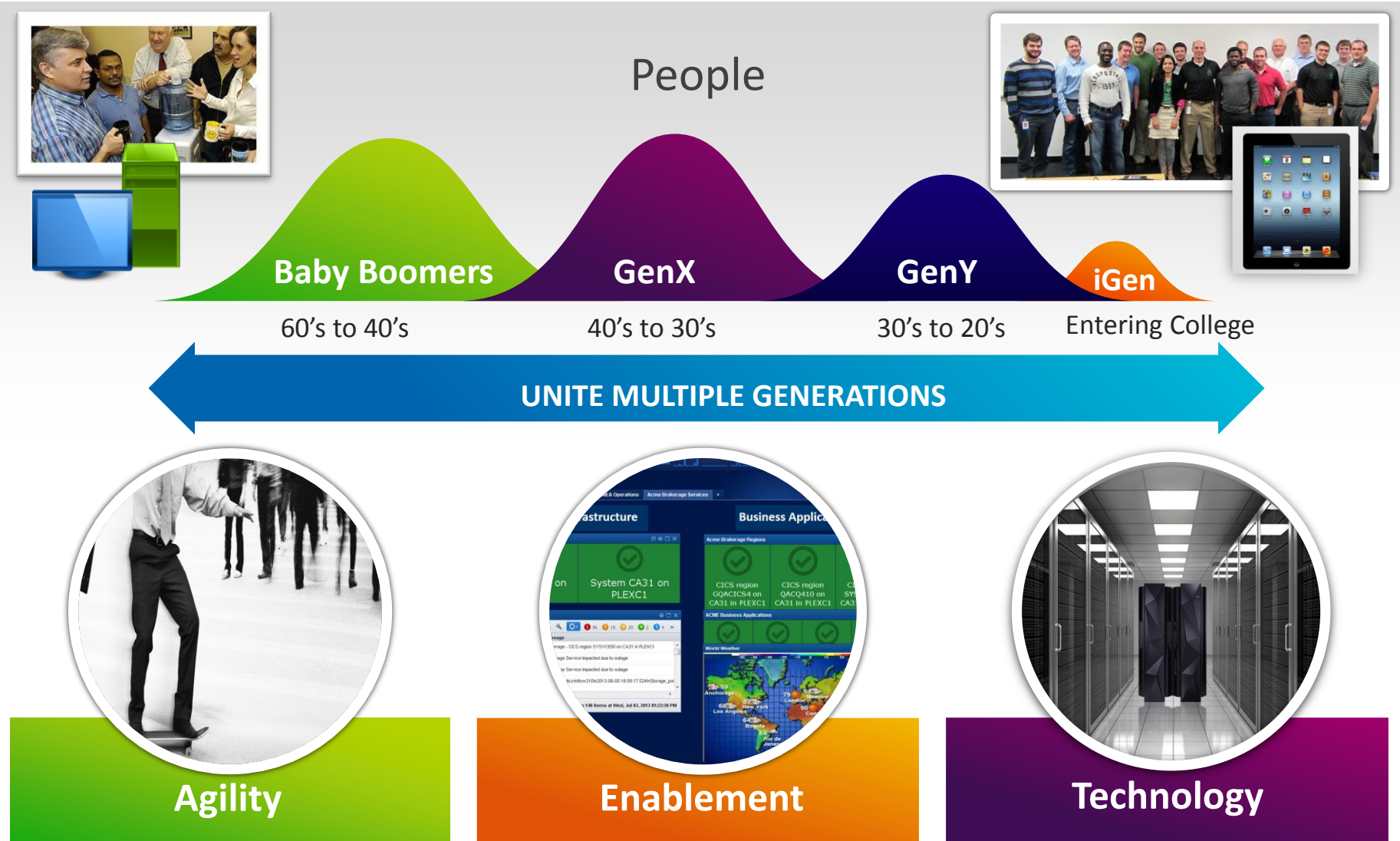
agility  
made possible™



# My Story



# Changing World of IT



# Technology Trends are Accelerating Consumerization



Application  
Commoditization



Social  
Networking



Mobile  
Computing



Miniaturization



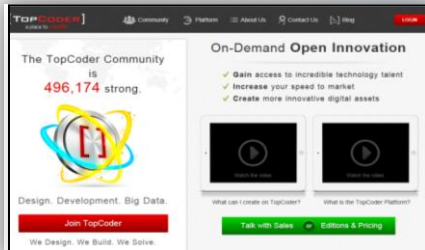
Wearable  
Computing

The coming of age of the  
Internet generations is resulting  
in a *new* 'Information Age'



# Business is Driving Solution, Access, Technology

## Change in relationship between enterprise consumer and corporate IT



20% of lines of business have a dedicated IT staff

SaaS revenue will reach \$40.5B by 2014

35% of total IT spend will occur outside IT by 2015



A loss of centralized control  
**Shadow IT**

# How is the Data Center Evolving?

## The Dynamic Data Center

**You are in the  
Dynamic Data Center**

*... but do you know it?*

**YOU'VE GOT TO START WITH  
THE CUSTOMER EXPERIENCE  
AND WORK BACKWARDS TO  
THE TECHNOLOGY.**

*STEVE JOBS*

# Unbounded Business Enablement at Zero Cost





# Structure and Role Evolution

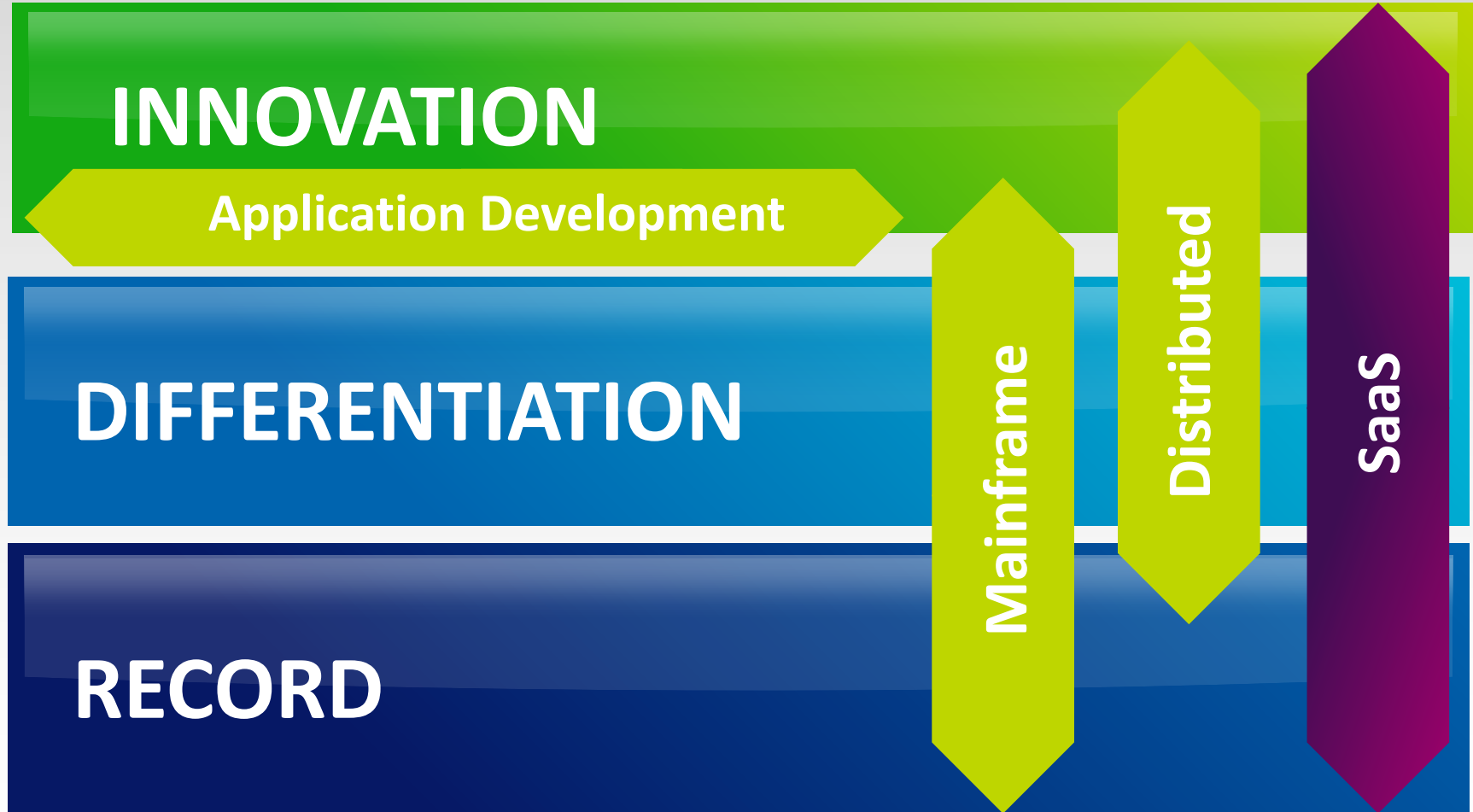
## BUSINESS MANAGEMENT

- 1 Partner Management
- 2 Product Management
- 3 Vendor Management

## OPERATIONAL EVOLUTION

- 1 Architects
- 2 DevOps
- 3 Facilities

# Rethinking Where IT Plays



# Keeping up with Business Demand for Innovation

**80%** of IT executives say consumerization is increasing IT workloads



**58%** view mainframe as critical to cloud strategy



**35%** penetration of smartphones globally



**80%** of IT decision-makers confirm mainframe as highly strategic

Source: "Mainframe as a Mainstay of the Enterprise 2012 Survey", Decipher Research; 2012

# Helping YOU Deliver on Business Initiatives



# IT Must Enable Innovation



# IBM is Enabling Innovation

1 Reliability

2 Scalability

3 Secureability

4 Performance

5 Cloud

6 Mobile

7 Analytics



# CA Technologies is Enabling Innovation

**ENABLER #1**

**Flexible User Experience**



**ENABLER #2**

**Management Platform Agility**



**ENABLER #3**

**3rd-Party Integration**



# How CA Technologies is Driving Data Center Evolution

*What is CA Technologies doing with the mainframe to address Dynamic Data Center Transformation?*



## Maximizing Asset Utilization

- Accelerate mainframe cloud deployment



## Transforming the Management Paradigm

- Increased efficiency in managing roles and capabilities



## Cross-Enterprise Management and Automation

- Visibility of enterprise transactions and dynamic resource configuration



## Mobility for Systems Management

- Mobile applications





# This Is What Being in Control Feels Like



## DRIVERS

- ▶ Tool integration, common platform
- ▶ Modernize mainframe experience
- ▶ Cross-enterprise management
- ▶ Innovation to enable relevancy

## BENEFITS

- ▶ Reduce cost, increase productivity
- ▶ Improve IT effectiveness & value
- ▶ Accelerate velocity and agility
- ▶ Drive growth, IT responsiveness

# Deliver More Value to Your Business

**Empower the IT  
Workforce**

**Enable IT Success**



**Integral to the  
Dynamic Data Center**

# Thank you!

agility  
made possible™



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