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The Smarter Computing Choice for First-in-Enterprise Clients

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IBM System z



The world is constantly changing ...

Customer expectations have never been higher



They are better informed



They operate in a network of peers



They interact through a multitude of devices



They demand personalized service and offerings



Forward thinking businesses are building competitive advantage through a better customer experience

Innovating to build a better customer experience



Build intelligence into every client transaction

But 71% of CMOs are underprepared for the data explosion



Open access to mobile and social channels

But the growth and access extends beyond anything IT departments ever imagined.



Fast and cost effective delivery of new services

But 70% of IT budget is devoted to operations and maintenance



Build trust with your client that their data and identity will always be protected

But The average IT infrastructure is attacked nearly 60,000 times a day

In order to build a better customer experience, businesses have to address these key challenges ...

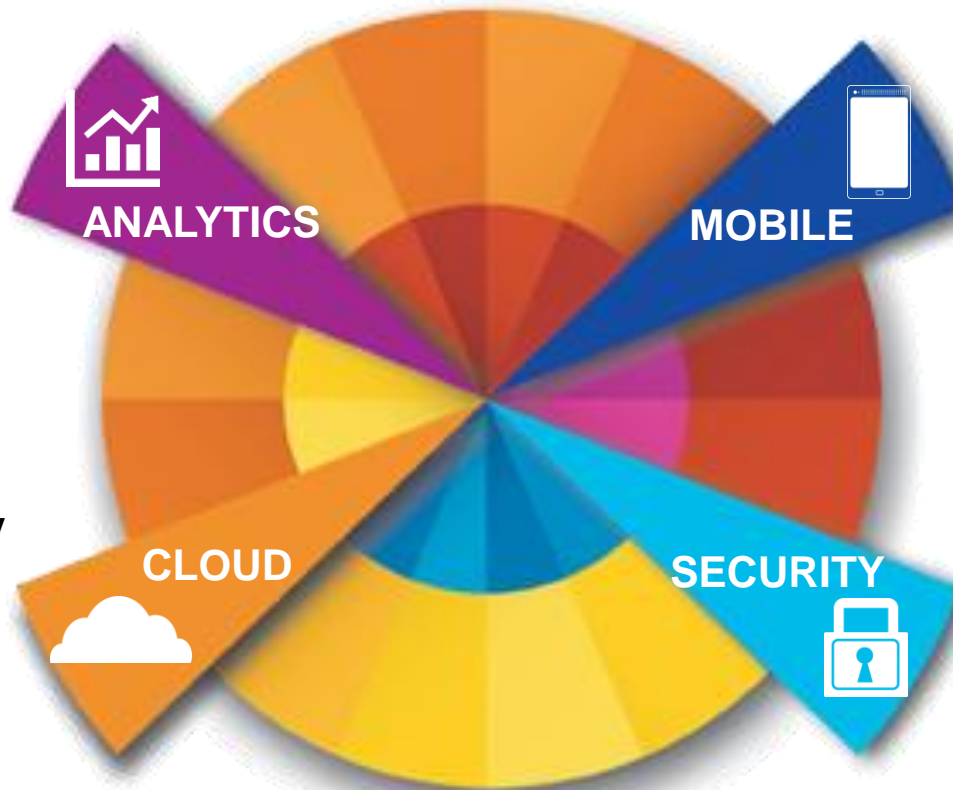
Capitalizing on transformative technologies ...

Integrate data, applications and analytics to:

- Build insight into the current transaction
- Manage exponential growth in data

Deploy robust highly scalable clouds to:

- Transform economics of IT
- Rapidly deliver new services



Design, deploy and integrate mobile applications to:

- Build mobility in to the business model and client experience
- Open up all channels of access at any time from anywhere

Apply the highest levels of security to:

- Create a trusted partnership with clients
- Avoid cost of breaches and damage to reputation

... to reshape the customer engagement model

Exploiting these technologies improves customer experience across industries

Financial institutions detect fraudulent money laundering activities and offer reliable and secure mobile applications for anytime, anywhere banking services.

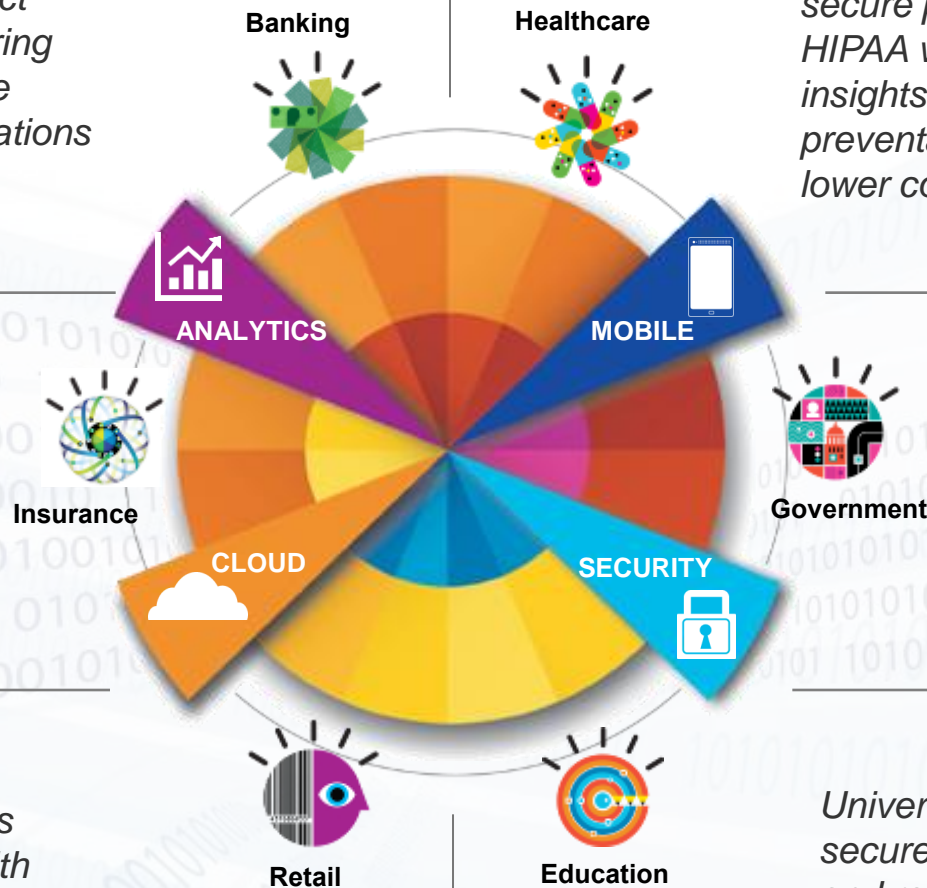
Insurers rapidly develop and provide new offerings at lower costs and discover suspicious claims before payment to minimize loss.

Retailers boost revenue through discovery of customer buying behaviors and ensure compliance with Payment Card Industry (PCI) data security standards.

Healthcare payers and providers secure patient data and comply with HIPAA while creating real-time data insights to deliver more effective, preventative healthcare services at lower costs to patients.

City governments expand and coordinate and administer city services through citizen-centric applications.

Universities provide students secure, flexible virtual desktops and real-time access to university information systems to improve the student experience.

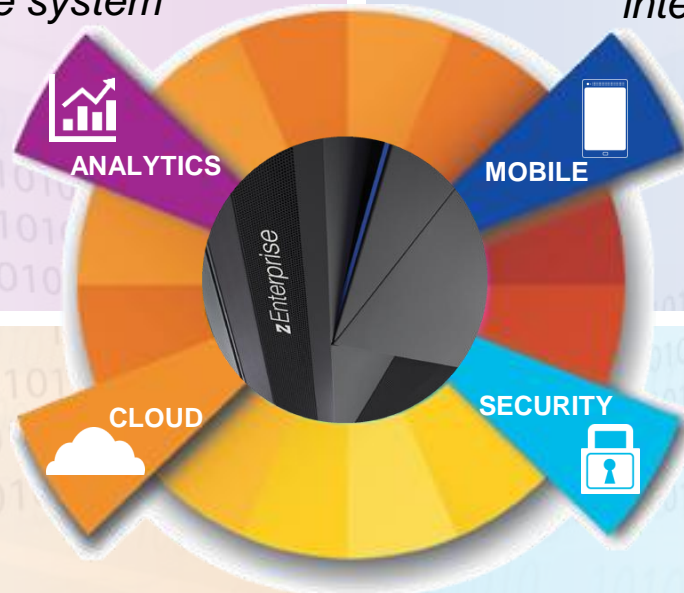


IBM continues to extend the role of zEnterprise to deliver strategic, differentiated capabilities and deeper client value

Data Ready

Enterprise data repository that integrates operational analytics for accelerated insight in one system

- Enterprise data hub for single version of the truth
- High-volume secure and reliable transaction processing
- Integrated, real-time operational analytics



Mobile Ready

Connecting backend systems to mobile devices to turn each interaction into an opportunity

- Build and connect to back end systems
- Secure and manage with the highest level of security
- Extend and transform capabilities to mobile devices

Cloud Ready

Highly scalable, agile heterogeneous enterprise private cloud

- Elastic, virtually limitless expansion
- Shared everything design
- Secure hybrid computing with centralized management
- Built on open industry standards

Security Ready

Trusted security and reliability for critical business processes, applications and data

- Ultimate data security protection
- Built-in cryptography
- Unmatched resiliency and availability

Organizations embracing these technologies are reshaping the value and customer experience they deliver



Scalable, secure cloud portal

enables efficient delivery of new services while cutting data center costs by 70% and support for 24X7 availability

Scalable, cost effective mobile banking solution

brings the branch to the client and enables personalized services to support 10M new customers

Enhanced data analytics hub

leverages co-location of data to provide fast access to vital insights for development of new products & services

Cryptographic coprocessors

execute 2B secure financial transactions / year with enterprise-wide encryption services and 24x7 availability

Delivering a better customer experience at enterprise scale requires choosing the right underlying IT infrastructure

University of Arizona Pharmacy

Kevin Barber
Associate Director, Medication Management Center
College of Pharmacy, University of Arizona



What we do and the role of technology



UA's Medication Management Center is a first-of-its kind pharmacist-run call center providing medication therapy management services that increase the quality of health care and help reduce healthcare costs.

Pharmacists and pharm techs use the systems to gather information on medications to help patients.

Therefore, our technology solution need to be:

- Reliable / always on
- Scalable
- Flexible
- Economical

What's in a name?

Only System z could deliver ...

- Extreme levels of scalability to handle growing workloads
- Low administrative overhead, including simplicity of adding new Linux partitions
- Stability and reliability without a lot of care and feeding
- Flexibility to adapt to our changing requirements and new business opportunities
- Affordability with the business class



“We want to focus on our application and service to our patients...not maintaining hardware and software.”

Benefits with zEnterprise



- Batch update process reduced from **50 hours to 4 hours**
- **One weekend** to conduct migration to Linux on z was simple and easy to take advantage of all of its capabilities
- VM/SP has just done its job **flawlessly**
- The V7000 SAN that was installed with zEnterprise enabled quick use of some of its capabilities (such as SSD's to support key portions of the database) to **economically improve performance**

The importance of technology choice

Technology Economics: Across sectors, organizations with higher mainframe use demonstrate ...

- An average of 31% lower IT Cost of Goods
- Computational growth that is roughly 3x more economically efficient

... over distributed server heavy organizations

28%



less IT spend per barrel of oil

68%



lower IT cost per loan approval

67%



less cost per teller transaction

48%



lower IT cost per credit card transaction

27%



lower IT cost per retail store

31%



less IT spend per vehicle for automotive companies

30%



less IT spend per airline passenger mile

27%

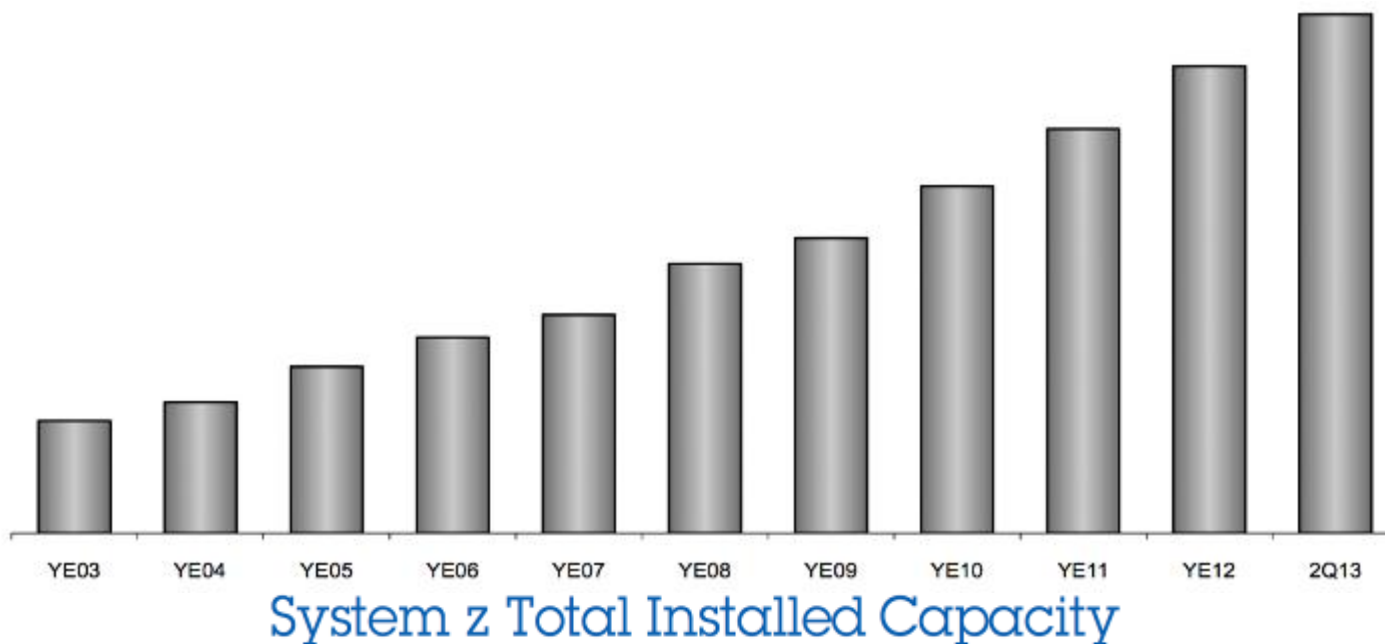


less IT cost per hospital bed

“ ... in the long run the marketplace rewards those that make the optimum use of the right computing resources in the right way as evidenced by business performance. ”

*Dr. Howard Rubin, Chief Executive Officer and Founder, Rubin Worldwide
Technology Economics: The impact of Your Computing Strategy in Real Business Terms; 2012 Rubin Worldwide.*

The Momentum is Growing around zEnterprise...

**23%**

MIPS growth and 10% revenue growth year-to-year

210+

new accounts since 3Q10 zEnterprise launch, with 1/3+ in growth markets

275+

hybrid computing units shipped since 3Q10

3/4+

of Top 100 clients have installed IFLs

1,000+


schools in 67 countries are part of the IBM Academic Initiative for System z®

7,400+

ISV apps run on IBM System z; 55 new ISVs added in 1H13

[IFL = Linux-on-z Only Engine]

Now we are extending and enhancing the zEnterprise portfolio to bring new value to enterprises of all sizes ...



Join me more z news
from 3-4 p.m. in
Room 209 (Hynes
Convention Center)

- New Software and Industry Solutions for Cloud, Analytics, Mobile and Security
- The New IBM zEnterprise® BC12 (zBC12) & DS8870 BC Configuration
- The New Enterprise Linux® Server
- New Hardware Innovations for the zEC12 & zBC12
- New and enhanced zHybrid capabilities
- New Operating Systems releases with z/OS® 2.1, z/OSMF 2.1 and z/VM 6.3

Building a better customer experience for business advantage with zEnterprise

zEnterprise can help your organization unlock new opportunities with analytics, cloud, mobile and security



Energize your data and applications

by integrating real-time insights and optimizing for mobile access

Save money and deliver new services

with an efficient, robust cloud foundation

Secure it all with confidence

with industry leading protection



**Integrated Data &
Analytics Engine**



**Efficient, Agile
Cloud Foundation**



**Sophisticated Mobile
Computing Platform**



**Ultimate in Trusted
Security & Resiliency**

धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบพระคุณ

Thai

Спасибо

Russian

Merci

French

Bedankt

Nederlands

Thank You

شكراً

Arabic

Gracias!

Spanish

多谢

Simplified Chinese

Obrigado

Brazilian Portuguese

Danke

German

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

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