Dynamic What? I'm Dynamic, Aren't You?

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VP Product Management CA Technologies





March 13, 2014

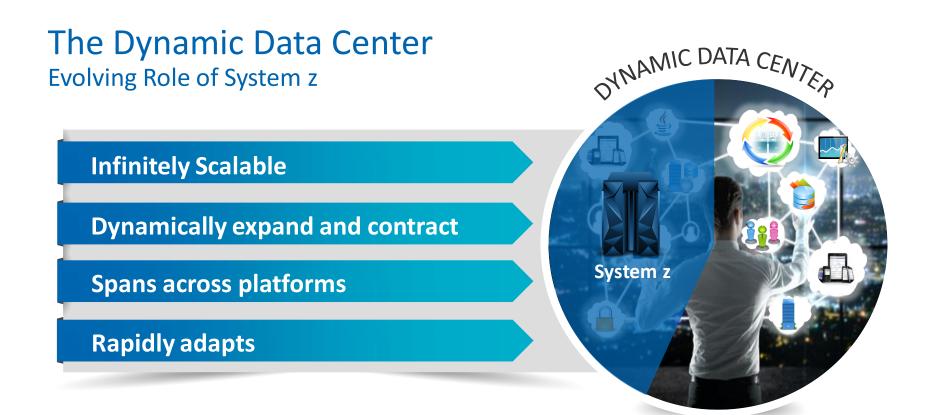
Dynamic Data Center: Business Solutions on Demand





No better time to be on the MAINFRAME









Evolving the Dynamic Data Center



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Dynamic IT Management CA Chorus™

DEFINITIVE MANAGEMENT TOOL FOR THE DYNAMIC DATA CENTER



INCREASE EFFICIENCY using integrated workspace

SOLVE PROBLEMS FASTER with graphical diagnostics

ACCELERATE LEARNING CURVE through knowledge capture

REDUCE ERRORS AND RISK with proactive analytics and automation



${\ensuremath{\textbf{CAChOrus}}}^{\ensuremath{\mathsf{M}}}$ It's all about results for you and your business





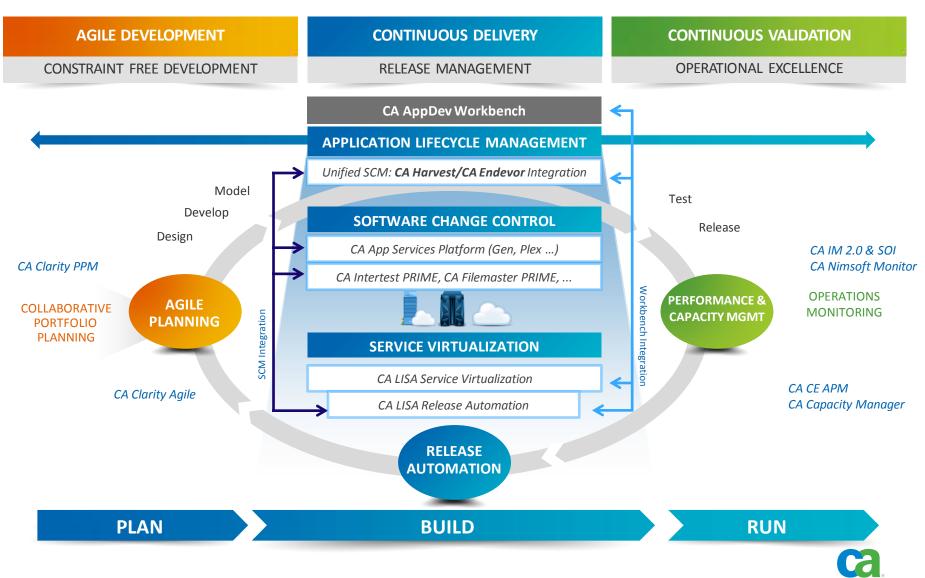
Workload Portability and Agility CA Workload Automation



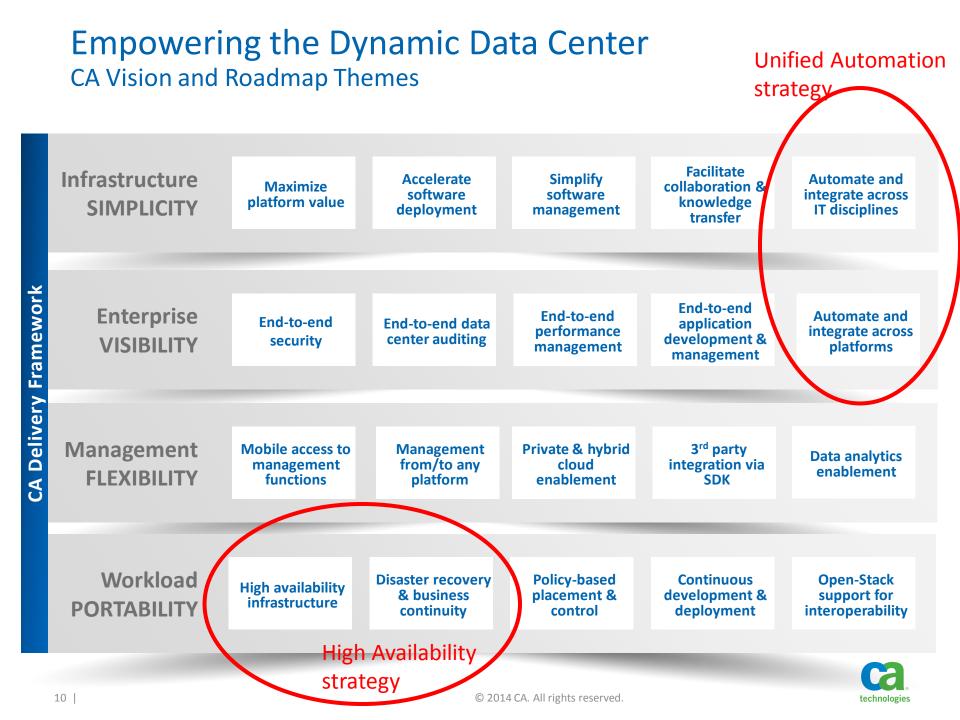
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Dynamic DevOps Strategy

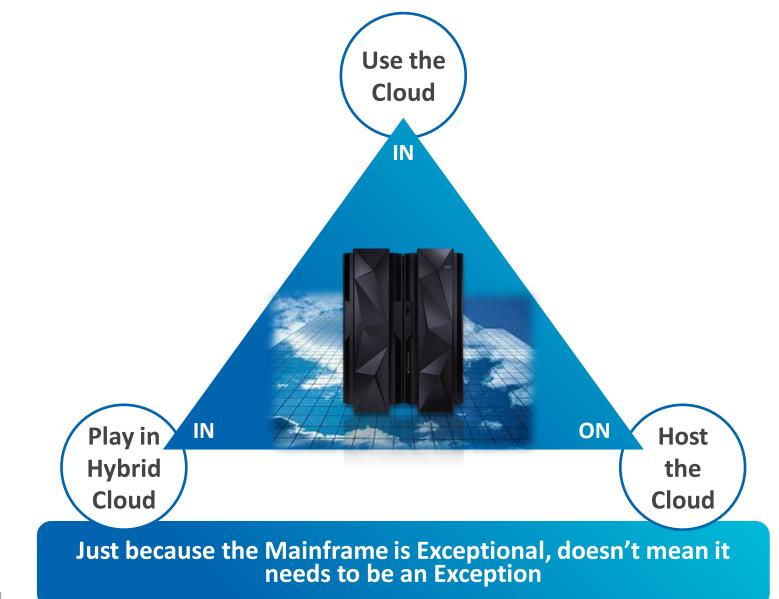
Integrated for Continuous Development and Deployment



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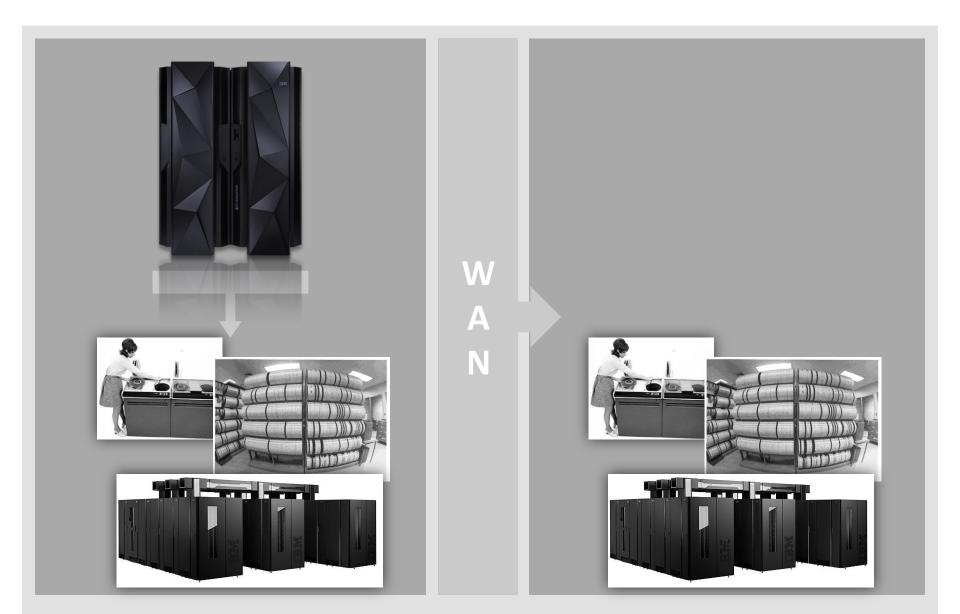


The Mainframe and the DDC "On and In" Making the Mainframe more Mainstream

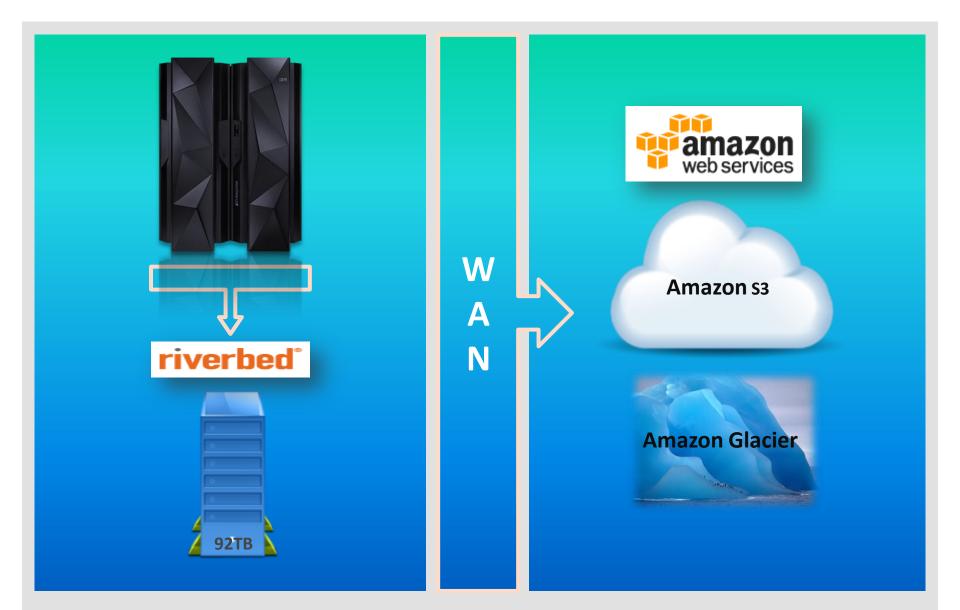


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Solution Overview: A Traditional Storage Configuration



Solution Overview: CA Cloud Storage for System z



Cloud Deployment and Management CA AppLogic for System z

Full Lifecycle Management of System z Cloud Services



Increase responsiveness

DE-PROVISION Quickly locate and

Increase efficiency

remove instances



MANAGE Simplify management of cloud applications

Reduce cost

CONNECT Easily connect to z/OS transactions and databases

Increase performance and reduce risk



Simplify Linux on System z and accelerate mainframe cloud



CA AppLogic[®] for System z

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Quickly design, provision and manage cloud applications on System z

Reduce costs and increase efficiency

- Host thousands of Linux on System z applications on a single zEnterprise server
- Replaces need for hundreds of distributed servers and their required network fabric

Easily connect to z/OS transactions and databases

Self-service provisioning on System z combines cost reduction and agility with massive scalability and reliability



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ACCESS FEES

INVALID DATA



SYSTEM UNAVAILABLE

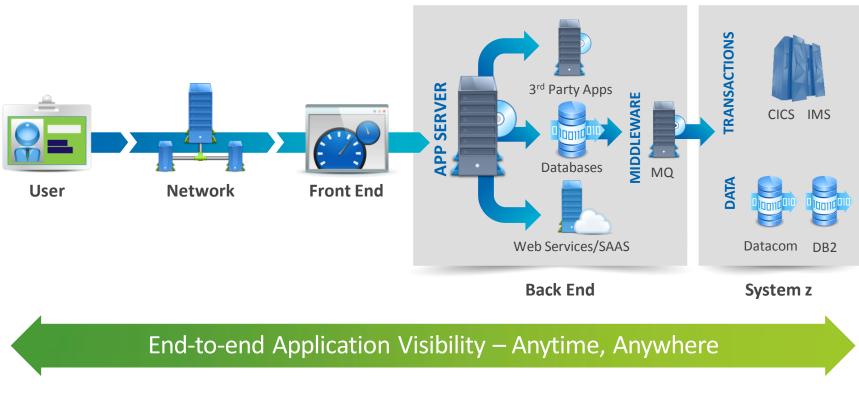
Remove Constraints for Faster Development and Testing, Lower Costs and Better Quality

Cloud Services CA LISA[®] Service Virtualization



Application Visibility CA Cross-Enterprise Application Performance Management





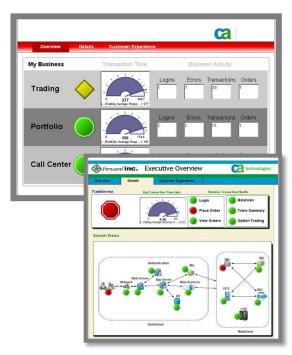


Get the right information to the right people

LOB Manager



- I need visibility into the customer experience
- What's the number of orders that are processed daily?



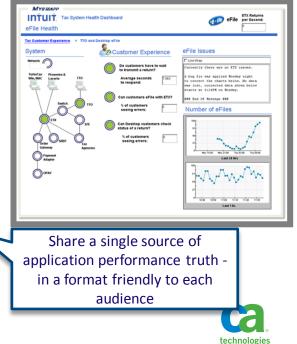


- I want to see problems before customers do
- I want a constant pulse on customer success rate
- I need to know who to contact when alerted

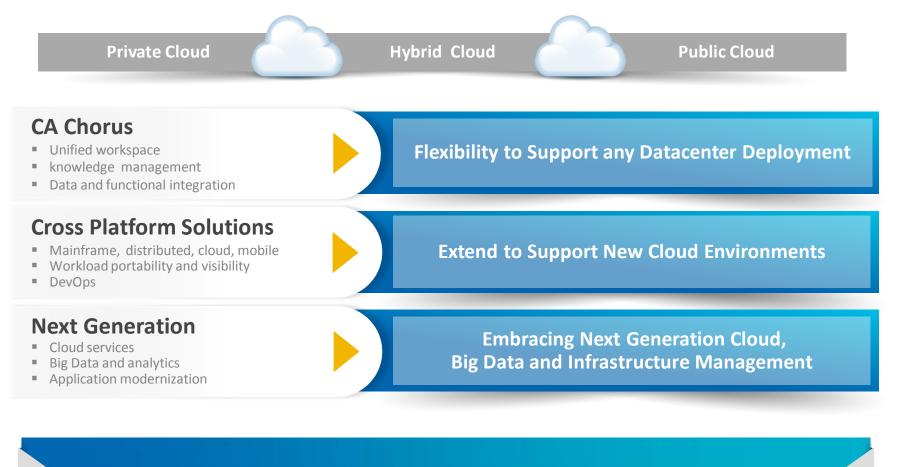


- I must ensure SLAs are acceptable
- Is my team is working efficiently and are our costs under control





The Dynamic Data Center Summary



CORE FOCUS ON EXCEPTIONAL CUSTOMER EXPERIENCE





What is it? Dynamic Data Center Get Dynamic. Get Results.





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ca.com/getdynamic

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