Pulse 2011

Meet the people who can optimise your infrastructure

IBM Pulse - July 27th & 28th, 2011
Smart Enterprise Solutions Sessions

Session 1: Enterprise Computing Platform of the Future
Gary Trytell, IBM Executive for System z, Australia and New Zealand

Successful companies are taking a new approach to designing their IT infrastructures, seeking platforms optimised for high numbers of data driven workloads, with security built-in and delivering high availability. Many analysts say that cloud computing is heralding the return of the mainframe. And, Clabby Analytics estimate that you can save over a million dollars using an IBM System z as a Linux cloud server. Attend this session to understand why IBM clients are already addressing challenges through a new era of computing.

Session 2: IT Mathematics: The Economics of Workload Optimisation
John J Thomas, Consulting Engineer, IBM Competitive Technology Laboratory

Shrinking IT budgets seems to be the most common ailment in IT departments today. Smarter Computing offers a set of strategies to achieve breakthrough reduction in IT costs. This session looks at how Smarter Computing delivers breakthrough economics, particularly in the context of workload optimization. Different datacenter workloads have different characteristics and requirements. zEnterprise provides a multi-architecture platform with a wide range of optimizations for deploying workloads with diverse requirements - everything from large transactional workloads, databases, hybrid multi-tier applications to large scale virtualisation and private clouds. The session presents case studies that demonstrate how specific instances of workload optimisation help deliver a wide variety of datacenter workloads at the lowest cost.

Session 3: Next Gen Virtualisation: Selecting Your Enterprise Computing Consolidation Environment
John J Thomas, Consulting Engineer, IBM Competitive Technology Laboratory

Most customers recognise that virtualization and consolidation is a highly effective strategy to reduce clutter and optimise IT infrastructure – specifically, server, storage and network infrastructure. Given there are many virtualisation technologies available today, which one is best suited for a given set of workloads? We find that a fit for purpose approach to virtualisation yields the best price/performance results. Integrated management of this virtualised environment is also key to IT optimisation. This session discusses how you can consolidate the workloads of up to thousands of distributed servers and operating systems onto one platform. Learn how you can achieve superior virtualisation and avoid islands of IT resources.

Session 4: Controlling The Forecast For Your Enterprise Private Cloud
Roberto Calderon, System Performance and Systems Management Specialist, IBM Competitive Technology Laboratory

Learn how you can automate and manage cloud implementations with a new way of assessing the current conditions. Introducing the "workload context", used to identify and optimise the physical and virtual system resources that support an application. Understand how your workload is performing—inspect, report, and manage all connected resources (no matter what platform) used in the service. zManager use goal-oriented policy based performance management, energy monitoring and management, security, virtual networking, and data management for the physical and logical resources. Coupled with Tivoli service management software you can be ready for any weather conditions.

Session 5: Performance Management of z/VM and Linux
Roberto Calderon, System Performance and Systems Management Specialist, IBM Competitive Technology Laboratory and Vic Cross, Senior Systems Engineer, Client Technical Specialist, IBM Australia

In order to demonstrate the capabilities of OMEGAMON XE on z/VM and Linux, this presentation takes the best practices and common mistakes documented by IBM whitepapers and redbooks and demonstrates how OMEGAMON XE on z/VM and Linux helps to monitor the attributes identified in these documents. This is the approach of this presentation. As the presentation demonstrates these features, screen captures will be used to help attendees understand the user interface to the product.

Session 6: Enterprise Security (R)Evolution
Steve Talbot-Walsh, Technical Architect, IBM Australia

With the Common Criteria Evaluation Assurance Level 5 (EAL5) awarded by International Standards Organization, System z has the highest security rating or classification for any commercially available enterprise server. Attend this session to understand how System z benefits from the IBM Security Solutions "Secure by Design" initiative for building security into the IT infrastructure from the ground up. Learn how IBM is continuing to deliver an enterprise hub that can help you benefit from strong, centralised security in distributed, multiplatform environments. We'll cover the range of security technologies and newly developed features that set this platform above the rest!

Session 7: Seeing is believing: Monitoring Applications on System z with ITCAM
Roberto Calderon, System Performance and Systems Management Specialist, IBM Competitive Technology Laboratory

Web based applications are growing ever more complex, making problem isolation more challenging. When problem isolation becomes more difficult, mean time to resolution and the potential application outages also increase. IBM's tightly integrated software solutions address this critical issue assuring application availability. IBM Tivoli Composite Application Manager for Transactions helps organizations more quickly and easily detect and isolate transaction response and availability issues, enabling faster problem resolution. In this session come see a live demo of how IBM's Tivoli Composite Application Management for Transaction and OMEGAMON XE for CICS on z/OS tightly integrate to perform deep level analysis of an application problem.

Session 8: Tools for Saving Money on Enterprise Software Licenses
John J Thomas, Consulting Engineer, IBM Competitive Technology Laboratory

Save money by identifying over-lapping siloed applications, little-used or over-licensed applications, or poorly developed and under-performing processes. This session discusses tools for discovering redundant software assets and managing a set of re-usable services.

Session 9: Enterprise-wide Business Service Management
Clayton Ching, IBM Tivoli, Business Service Management World Wide BSM Product Manager, IBM USA
and Graham Davis, BSM Executive, IBM Service Management Tiger Team, Asia Pacific

Business Service Management is important because it brings clarity and focus on what's important for the business and IT. Prioritisations of your critical services are the keys to managing any Enterprise environment. Prioritization of your services and all the underlying dependencies need to align. This session will discuss the future of Business Service Management and roadmap directions/strategic methods on what you need to get you there.

Session 10: Test Systems Made Easy with Smart DB2 Cloning
Amerigo Baldassarri, Mainstar

Many applications have critical requirements for quick and accurate cloning of entire DB2 subsystems or select table and index spaces, due to the need for production or development copies, recovery initiatives, query-only access, reporting, or testing. In particular customers looking to upgrade to DB2 V10 face many hurdles in the testing, QA and migration path. Using current techniques, data cloning can require the better part of a day. With the ever-increasing demands for usable clones, you need an easy, automated data cloning process with minimal downtime. Now you can clone entire DB2 subsystems or select table and index spaces quickly and easily.

Presenters

John J Thomas is an STSM and zChampion in the SWG Strategy & Technology division. He leads technical research on workload optimized systems and is currently focused on the areas of virtualization and dynamic infrastructure. His current role involves setting technical direction for areas of research and competitive analysis of various vendor offerings as well as leading the development of collateral that highlights the strengths of IBM software with IBM hardware. He has received multiple IBM Outstanding Technical Achievement Awards and is a co-patent holder in the areas of virtualization and metadata. His previous experience at IBM includes the design and architecture of IBM's eCommerce suite of products. Before coming to IBM, he specialized in solution development in insurance and other industry sectors.

Roberto Calderon is currently an Evangelist in the IBM Software Group Competitive Project Office. Mr. Calderon joined IBM in 1998 as a senior z/OS systems engineer focusing on Tivoli's z/OS systems management portfolio. Prior to joining IBM, Mr. Calderon's extensive experience ranges from systems operations, application development, systems programming for major transportation and financial organizations. He has also performed development, technical pre-sales and support roles for software vendors. Mr. Calderon holds a Bachelor of Computer Sciences Degree from the University of North Texas.

Working with mainframes since 1976, in fields ranging from operations and technical support to disaster recovery and storage management, **Amerigo Baldassarri** has developed an exceptional breadth of MVS™ knowledge. With 31 years of experience in the Australian banking system, he also possesses a keen understanding of the challenges encountered by companies today. Amerigo joined Mainstar® in 2001 and now shares his knowledge as a Mainstar Technical Sales Engineer. He provides information, support, and solutions for companies in the Asia-Pacific region.

Clayton Ching is an IBM Tivoli world-wide product manager, responsible for the setting the strategic direction for IBM's Tivoli Business Service Management product lines. Mr. Ching brings 20 years of systems management experience to IBM, joining IBM in a 2005 acquisition of Micromuse Inc, where he worked as a director of product management for Micromuse's Business Service Management infrastructure, System/Application Service Monitors and the enterprise reporting solutions. His professional experience began with Bechtel Corporation where he worked in IT, managing all of Bechtel's engineering applications. From Bechtel, he moved to Candle Corporation (now IBM) where worked on the flagship OMEGAMON System Management product lines, where he worked in development, systems engineering, education and product management. Mr Ching holds multiple university degrees in Computer Science and Business Administration.

Steve Talbot-Walsh is currently an IBM System z s/w Architect (SWITA) based in Melbourne, specializing in System z Security (RACF and Tivoli zSecure) and middleware. Originally employed at IBM in the UK, Steve has over 30 years of mainframe Systems Engineering and Consultancy experience. Specializing initially as an MVS, CICS and RACF systems engineer, Steve moved into a technical pre-sales and large systems consulting role. In 1993, Steve formed what was to become a worldwide team specializing in mainframe security migrations and worked on projects throughout the UK, Europe, USA and Australia, in large-scale multinational organizations across a wide variety of industry sectors. In 2007 Steve and his family relocated to Australia where his extensive System z knowledge and expertise is being utilized by IBM customers in A/NZ and the wider Asia Pacific region.

Graham J Davis is a Master Certified IT Specialist and a Senior Software Engineer with IBM Australia. He has certifications for ITIL Foundation Version 2 and Version 3. He currently holds the position of ISM Tiger Team BSM Solutions Executive for AP and is located in Perth, Western Australia. He has over 24 years of experience in technical sales, application development and systems programming roles, with the first ten years working in Commercial and Banking environments. His specializations include Business Service Management (BSM), Strategy and Roadmap development, Assessment of IT organization's BSM capabilities (focus on enterprise and z), and Consultative engagements at an executive level.

Vic Cross is part of the IBM Systems and Technology Group Technical Support Services team in Australia, and is based in Brisbane, Queensland. He has over 20 years of experience in general IT, 15 of which has been directly related to the System z platform and its antecedents. He holds a degree in Computer Science from Queensland University of Technology. His areas of expertise include Linux and Networking on System z. He has written and contributed to several IBM Redbooks publications.