



IBM Software Group

# Modernize your enterprise – An analyst perspective to maintaining, extending and integrating with IBM Rational on System z

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**Rational** software



## Agenda

- Smarter Enterprise Modernization
  - ▶ Maximizing Applications, People, and Teams
- Interactive session with Branham Group analyst
- Where to learn more
- Audience Q&A

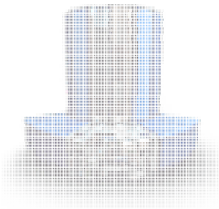
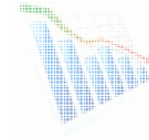


# Change is the new norm

Soon there will be over **2 billion people** on the web



IDC Lowers IT Spending Forecast for 2009



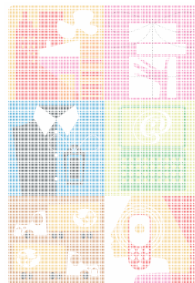
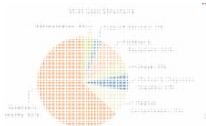
IBM Roadrunner Super Computer  
It would take the **entire population of the earth**, -- about six billion -- each of us working a handheld calculator at the rate of one second per calculation, **more than 46 years to do what Roadrunner can do in one day.**

By 2010, there will be **30 billion RFID tags** in circulation

***“The gap between expected change and the ability to manage it has almost tripled since 2006.”***

***– 2008 IBM CEO study***

Changing the Cost Structure of IT Will Become a Business Imperative

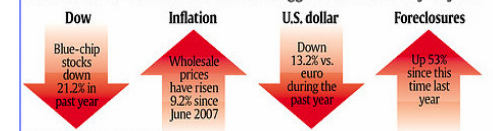


The internet of people is over one billion strong. The internet of things is almost one trillion.



## Signs of a growing crisis

'Relentless flow' of bad economic news suggests there's no easy way out



# Change is disruptive when not properly managed

FAA **computer failure** slows nationwide air traffic



Only **34%** of software projects are deemed successful costing over **\$300B** annually

IT skills shortage reaches **highest level** in 10 years

**50%** of outsourced projects are expected to **under perform**

*"The message for IT is clear; business needs and expects greater agility from IT. The current approaches to project prioritization, resourcing, agility and governance are clearly not satisfying customers."*

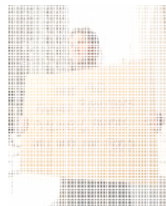
**"IT investments made 10 to 20 years ago are ... constraining the speed with which these businesses can change and respond to industry threats."**

**– Gartner's Top Predictions for Industry Leaders, 2007 and Beyond**

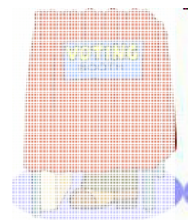
Only **42%** of users are satisfied with project **quality**

Only **37%** are satisfied with the **speed** of software development

North Carolina Jobless Claims **Crash** State's Web Site



Ohio election web site shut down after being **hacked**



# Is change driving you, or are you driving change?



*"We don't understand the effort, risk and impact of modernizing our legacy software portfolio"*



*"Our skills gap just seems to keep growing. How do we stay current with all the language and technology changes?"*



*"Our architecture has evolved to be too complex and convoluted— we need to be flexible and agile."*

*"Our development teams working on different platforms are struggling to communicate. How do we collaborate in the context of our work?"*



## **Application Challenges**

- Lost application knowledge
- Architectural complexity
- Poor quality and performance
- Regulatory and compliance risks

## **People Challenges**

- Skills lock-in
- Plethora of new technologies
- Unattractive, low productivity IDEs
- Steep learning curve due to platform/language-unique tools

## **Team Challenges**

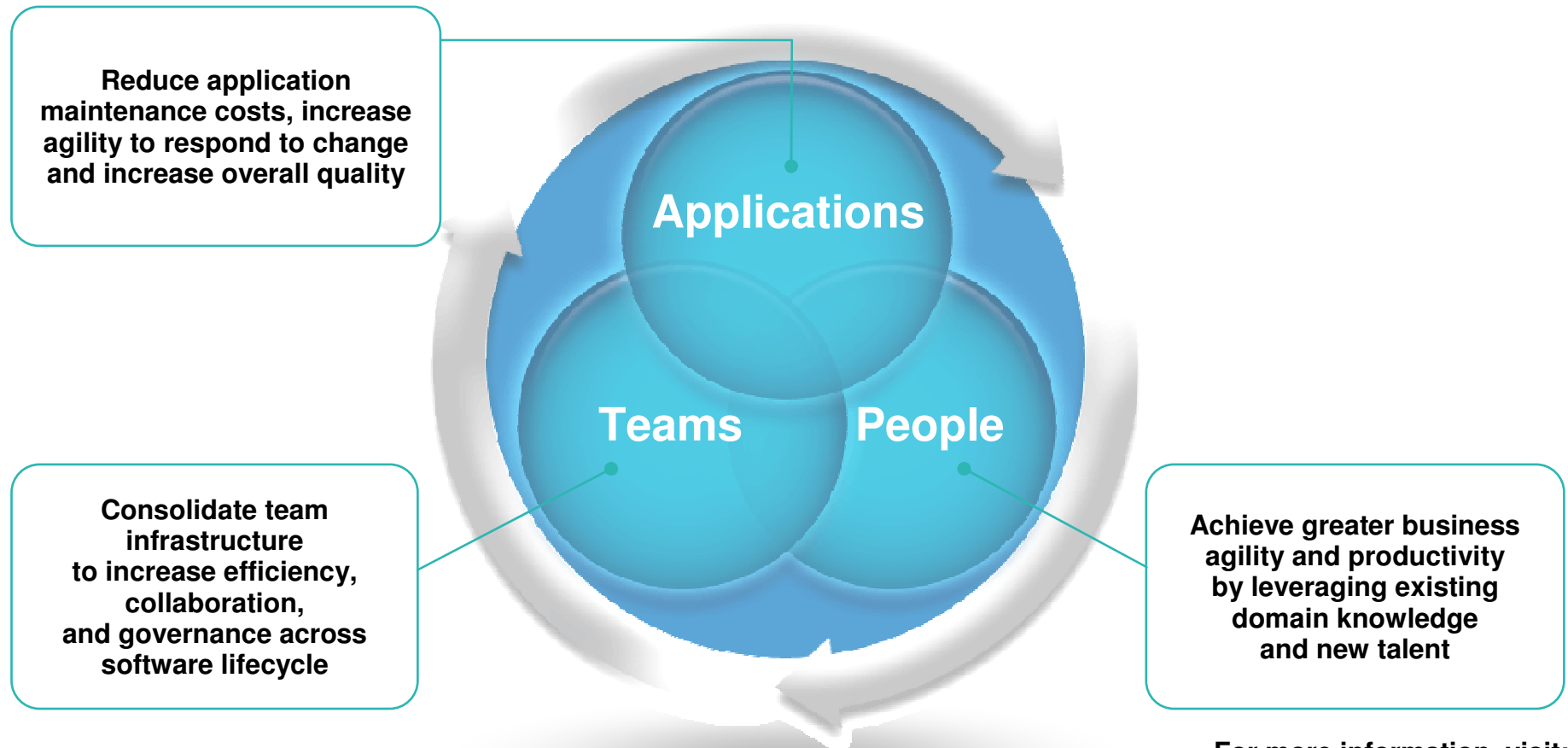
- Poor communication
- Incompatible tools & processes across platforms
- Weak project oversight
- Lack of traceability across lifecycle

## **Silos of Applications, People, and Teams**



# Smarter Enterprise Modernization Solutions

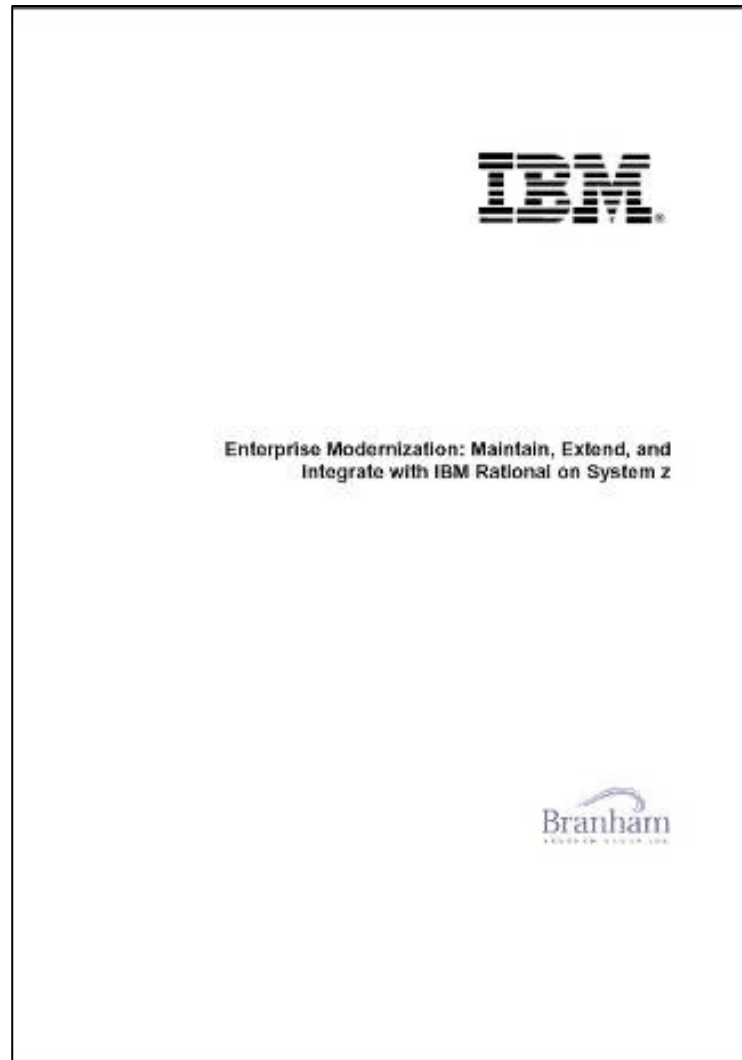
*Maximizing value of your applications, people and teams*



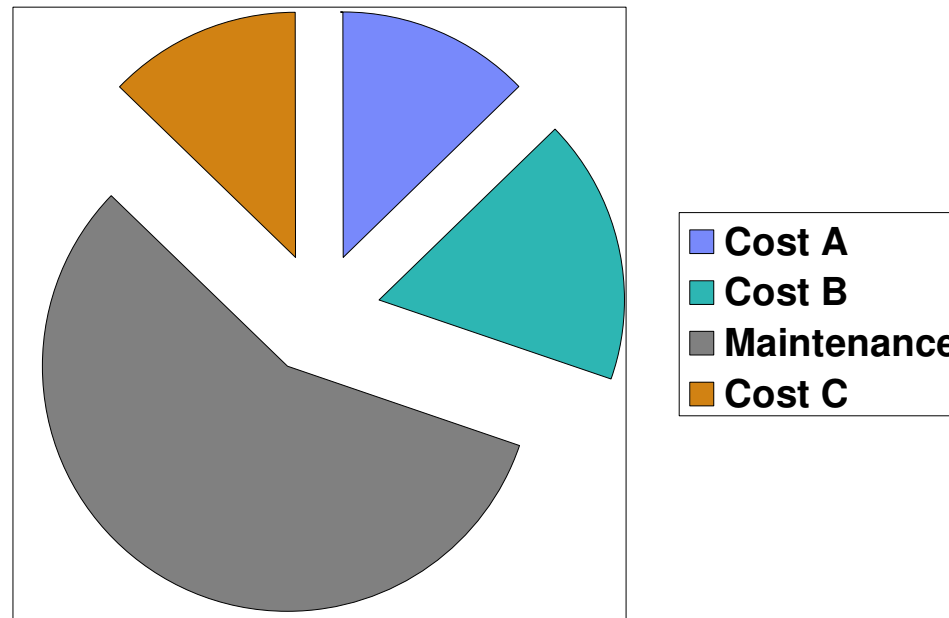
For more information, visit:  
[www.ibm.com/rational/modernization](http://www.ibm.com/rational/modernization)



# Branham white paper



# Maintenance costs are a large part of IT budget



Estimated 70-80% of IT budget is on maintenance



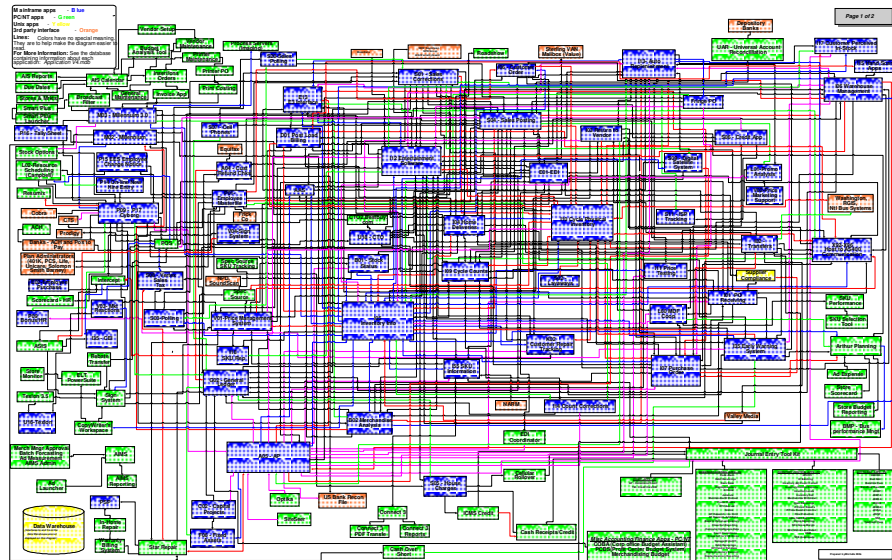


## Executives have key IT achievement requirements



How can we...

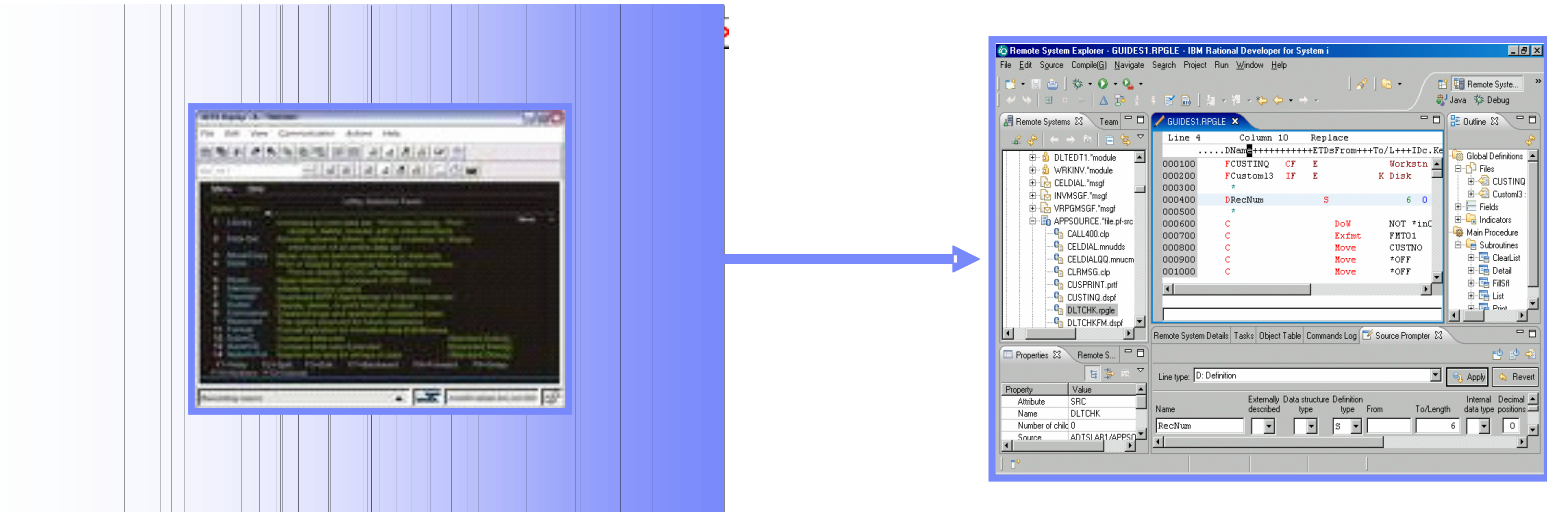
# Maintaining and managing core assets are vital to company operations



Need deep application insight to understand the pieces for proper maintenance and upgrades



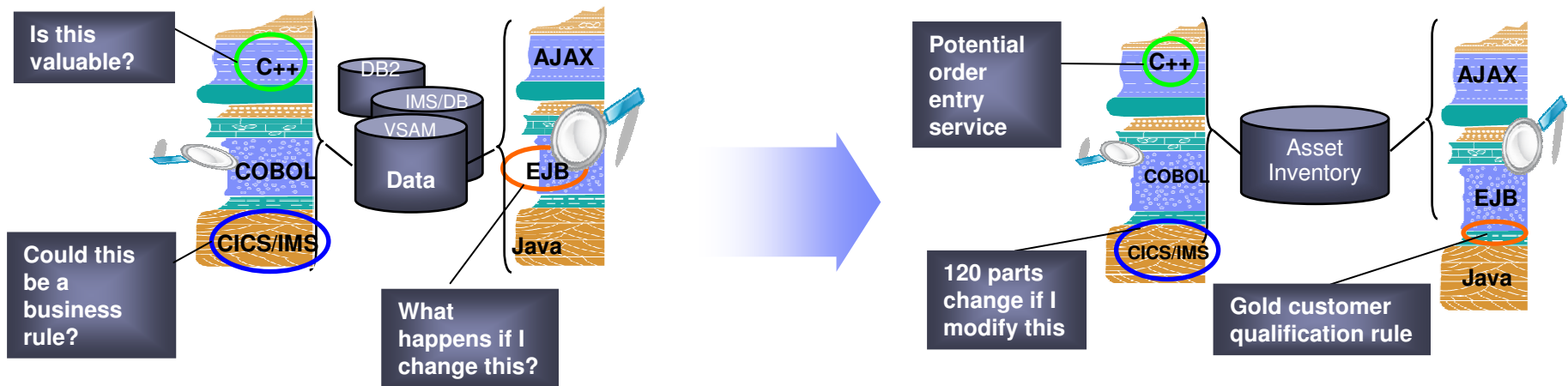
# Maintenance activities need to be done more efficiently



Tools need to provide developers with productive GUI interfaces compared to traditional Green Screens



# Understanding existing assets key to reuse



Analyst studies have found it 5x less expensive to reuse existing applications than to write new ones



## Need to extend the value of existing applications

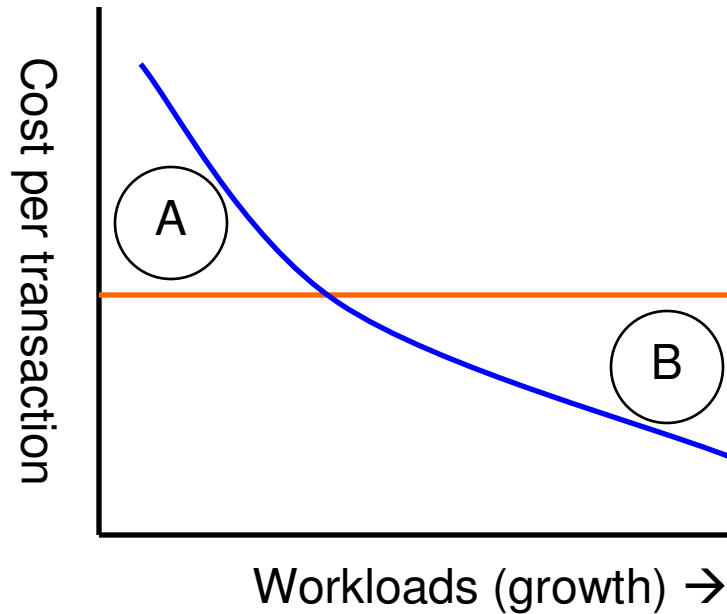


A well defined roadmap facilitates incremental modernization

# A move to a distributed platform includes risks and costs considerations

Analyst studies have found it 5x less expensive to reuse existing applications than to write new ones

For very small workloads, System z may have more cost



Per customer studies, distributed system delivery is flat as workload expands

Distributed

Mainframe

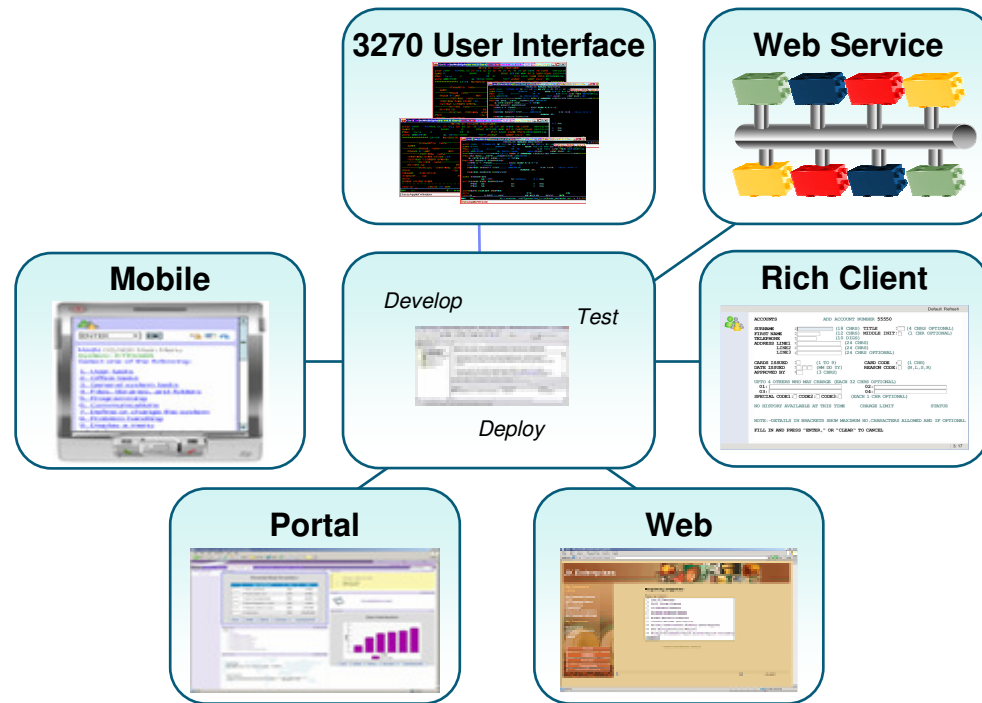
System z shines in cost savings with growth of applications

A = Short time frame tactical thoughts – underestimated real life workload over time for transactions

B = Majority of customers run in this quadrant



# A wide variety of interfaces need to be supported in today's environment



Improve user interfaces of green screens to Web-based applications



# Mashups, Web 2.0 and Rich Internet Applications

The screenshot shows a web browser window displaying a real estate application. The application is a mashup of several services:

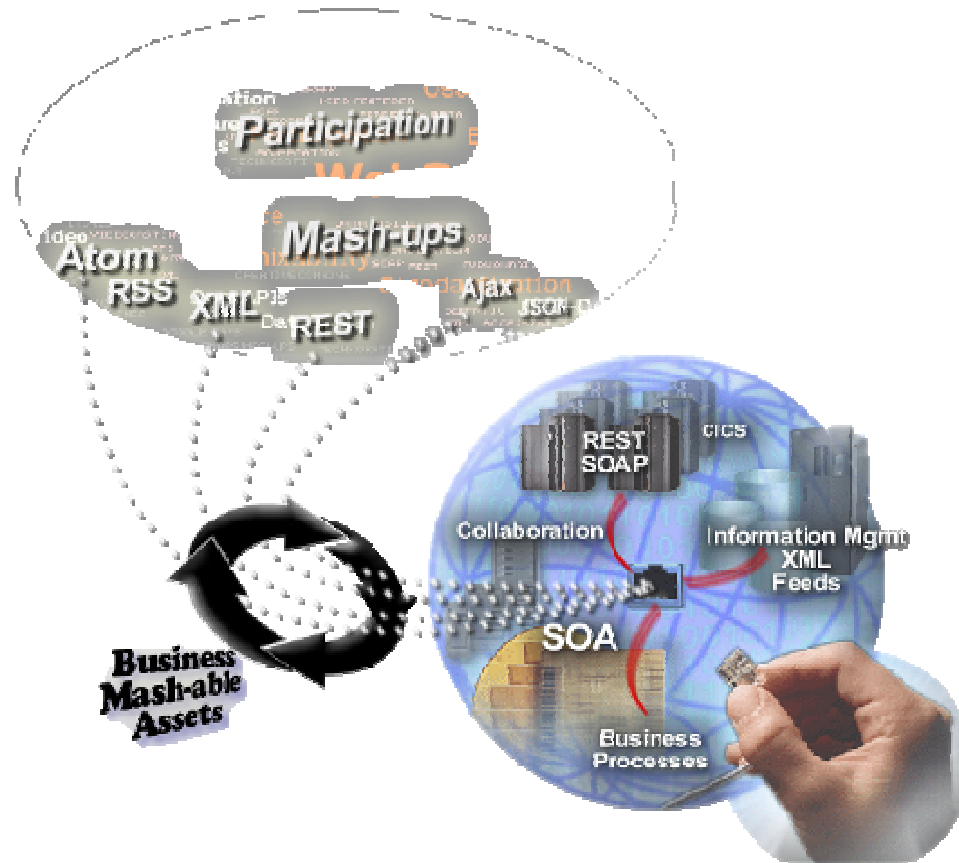
- Search Results:** A search bar at the top left contains "Raleigh, NC". Below it, there are filters for Price (20,000 to 2,000,000), Type (Single Family, Condo/co-op, Multi Family, Manufactured, Lots/Land), Availability (0 to 365), and Lot Size (0 to 365).
- Map:** A central map shows the location of "Raleigh, NC 400 Dixie Trl, 27607". The map includes a search bar, "Map", "Satellite", and "History" buttons.
- Mortgage Calculator:** A sidebar on the right contains a mortgage calculator with fields for Mortgage amount (1270000), Interest rate (5.6), Term (years) (30), and Monthly payment (1440). A "Calculate" button is present.
- Property Data:** A table at the bottom provides details for the property:

Property Data			
Bathrooms:	4	Bed Rooms:	2
Home Size:	2700.03	Lot Size:	29000.00
Num Stories:	3	Sale Price:	270000.00
Year Built:	2005-08-24	Year Updated:	2008-08-24
Claimed Owner:	spcnsk	Contact Email:	myemail@us.ibm.com
Contact Name:	Scott	Contact Phone Number:	555-555-5555
Residence Type:	Single Family	About Neighborhood:	Very Beautiful Neighborhood

EGL technology combines Google maps, a CICS Web service, and DB2 mainframe data to create a single powerful real estate application

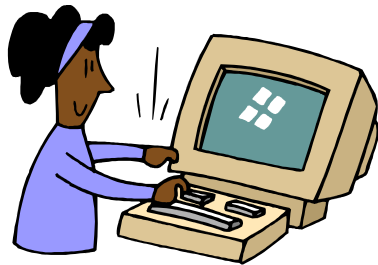


## New technologies can introduce project complexities



Extend the integration and support of SOA, Web services, Java EE, and other new technology with Rational

## Today's IT project span platforms and languages



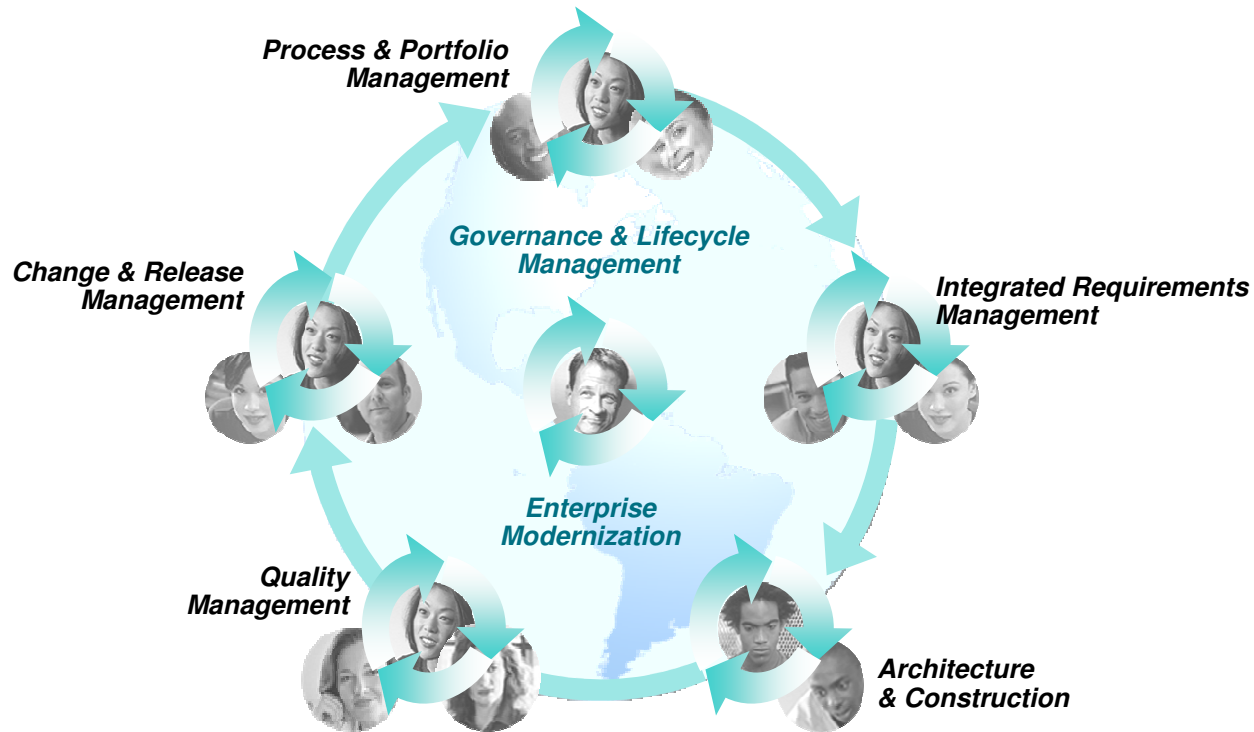
Java developer



COBOL developer

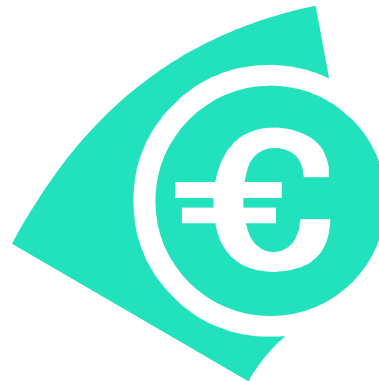
Minimize learning curves for new and current staff to more modern development practices and common IDE's

# Deliver high quality applications quickly and efficiently



Communication tools for more efficient change, configuration and release management, and team collaboration

## IT groups are having to do more with smaller budgets



Modernization allows organizations to leverage and extend their investments on the mainframe



## Want to learn more?

- Get this complimentary kit for mainframe developers for a practical, how-to guide for making the most of an existing development environment, including the skills and infrastructure already in place at an established enterprise.
  - ▶ Did you say mainframe? e-kit  
<http://www.ibm.com/developerworks/integrate/kits/mainframe/>
    - This kit contains the following:
      - **Podcast series:** Did you say mainframe?
      - **Webcasts**
      - **Tutorials**
      - **White and red papers**
      - **Demos**
      - **developerWorks articles and other resources**
- Find more Enterprise Modernization System z resources
  - ▶ <http://www.ibm.com/software/info/developer/solutions/em/systems/z/>
- You can also find out more about other IBM Enterprise Modernization offerings at this site
  - ▶ <http://www.ibm.com/software/info/developer/solutions/em/>



# Enterprise Modernization Sandbox for System z

*Quickly try practical scenarios guided by self-paced exercises 24/7*

## **System z Sandbox**

*Examples and best practices provide a low-risk, practical, hands-on path to understanding*

- Rational Developer for System z
- Rational Business Developer
- Rational Transformation Workbench
- Rational Host Access Transformation Services



- ✓ *Launched on 2/26/08*
- ✓ *Over 250 customer registrations to-date*
- ✓ *13 hands-on tutorials are live*
- ✓ *Additional scenarios coming soon*

### ***New scenarios***

- Rational Asset Analyzer
- IMS, DataStudio, Info 2.0, Rational Data Architect
- WAS, CICS, PD Tools
- Rational ClearCase, ClearQuest, and BuildForge

*Full version software trials*  
*'Try online' hosted environments*  
*Tutorials*  
*Online resources*

<http://www.ibm.com/developerworks/downloads/emsandbox/>



# Rational Cafés featuring the EGL Café

## *Building a Community for Business Developers*

- **Attract participation with compelling experience – Partners, Users, Prospects**
- **Capture “Wisdom of the Crowd” – Experience knowledge base**
- **Sustainable Participation – Team, Users**
- **Leverage re-use to reduce effort**
- **Extending community to CICS, IMS, COBOL, and PL/I developers**

<http://ibm.com/rational/eglcafe>



**Resources:** Download, Learn, Presentations, Video/viewlet, Sample Code

**Community:** Clients, Partners, Influencers, Press, News and Events

**Collaboration:** Blogs, Forums, Tips and Techniques Comments, Ratings

**Testimonials:** Case Studies, Celebrations!



**Save the date! May 31 – June 4, 2009 – Orlando, FL**

## Top 10 reasons not to miss this year's IBM Rational Software Conference!

1. Over 400 sessions in 18 tracks
2. Interact with over 4,000 of your industry peers
3. Keynotes with industry-leading experts
4. IBM Expo featuring key IBM Business Partners and the IBM Solution Center
5. IBM Rational Labs (*see possible future capabilities in our products!*)
6. 3 and 5 hour Technical Workshops
7. Free Certification testing
8. Executive Summit 2009
9. Interactive Birds-of-a-Feather Sessions
10. Unlimited networking opportunities



The IBM Telelogic User Group Conference will be co-located at RSDC this year!

→ [Find out more information](#)

**For more information, please visit:**  
[www.ibm.com/rational/rsdc](http://www.ibm.com/rational/rsdc)







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# QUESTIONS

