

Agenda

09.00 - 09.15 Welcome

09.15 - 09.45 **Leveraging System z for Information on Demand** ▶

09.45 - 10:45 **Hints and tips to get the most out of DB2 9 for z/OS** ▶

10:45 - 11:00 Coffee

11:00 - 12:00 **DB2 X for z/OS Technical Preview** ▶

12:00 - 13:00 Lunch

13:00 - 14:00 **New Opportunities for Enterprise Data Warehousing on System z** ▶

14:00 - 14:30 **The next generation in Data Warehousing featuring IBM Smart Analytics Optimizer on System z** ▶

14:30 - 14:45 Coffee

14:45 - 15:45 **Strategic DB2 Tools Update** ▶

15:45 - 16:00 Wrap-up

DB2 for z/OS The Team in Nordics !



Surekha Parekh
DB2 for z/OS Market Manager
United Kingdom



Jim Reed
Program Director IM System z
USA



John B. Tobler
DB2 for z/OS Software Engineer
USA



Dirk Johann
IT Architect DWHz at [IBM Lab Germany](#)
Germany



Peter Schouboe
z/IM Nordic Software sales
Denmark

Stay in Touch with DB2 for z/OS



The World of DB2 for z/OS

DB2 for z/OS

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DB2 for z/OS, the most robust and cost effective data server for your environment

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DB2 for z/OS, the most robust and cost effective data server for your environment

Latest Activity [Edit](#)

[Julian Stuhler](#) joined [Surekha Parekh's group](#) 12 minutes ago

DB2 for z/OS Webcasts on Demand
 If you missed a live webcasts or Telcon then don't worry. This group will list all DB2 for z/OS webcasts & teleconferences available to you FREE on demand all year !

[Julian Stuhler](#) and [Laura Hood](#) joined [Surekha Parekh's group](#) 13 minutes ago

DB2 9 for z/OS
 Are you using DB2 for z/OS version 9 ? I group and stay in touch with latest updates

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DB2 for z/OS - What's On !
 Created by [Surekha Parekh](#)
[View Groups](#)

DB2 10 for z/OS Beta – Subgroup - LinkedIn Group



DB2 10 for z/OS

DB2 10 for z/OS Beta was announced on 9th February 2010. Join this group to stay in touch with all the latest developments around DB2 10 for z/OS.

Owner: [Surekha Parekh](#) | 473 members | [Member](#) | [Share](#)



Data Warehouse & Business Intelligence on System z

Data warehousing and business intelligence solutions on the System z platform help drive smarter business decisions across the entire organization

Owner: [Surekha Parekh](#) | 38 members | [Member](#) | [Share](#)



DB2 for z/OS - What's On !

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DB2 Tools for z/OS SUBGROUP

a subgroup of DB2 for z/OS - What's On !

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Staying In Touch with DB2 for z/OS



DB2 10 for z/OS

a subgroup of DB2 for z/OS - What's On!

- Overview
- Discussions
- News
- Jobs
- Manage
- More...

Group Subgroup Profile

- Start a Discussion
- Submit news
- Share group

Discussions

- Recent Activity
- Recent Discussions
- Most Comments



Featured Discussion

Announcing DB2 10 for z/OS Beta
The undisputed leader in total system availability, scalability, security and reliability

By Surekha Parekh 25 days ago
[Stop following](#) | [Add comment »](#)



How to get ready for DB2 10 for z/OS

By Surekha Parekh 3 days ago
[Stop following](#) | 3 comments »



IDUG 2010 Europe

8-12 November in Vienna, Austria

By Phil Grainger 3 days ago
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People I'm Following (last 7 days)



Julian Stuhler commented on:
Do you blog about DB2 10 for z/OS ? If so please share your blogs with us

11 hours ago · 7 comments



Willie Favero commented on:
How to get ready for DB2 10 for z/OS

1 day ago · 3 comments



Isaac Yassin commented on:
How to get ready for DB2 10 for z/OS

1 day ago · 3 comments

[See all updates »](#)







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IDUG – Social Marketing – 1000's of members

	<p>IDUG Australasia SUBGROUP a subgroup of IDUG: The World Wide DB2 User Community Go to ▾ Actions ▾</p>
	<p>IDUG Europe SUBGROUP a subgroup of IDUG: The World Wide DB2 User Community Go to ▾ Actions ▾</p>
	<p>IDUG India SUBGROUP a subgroup of IDUG: The World Wide DB2 User Community Go to ▾ Actions ▾</p>
	<p>IDUG North America SUBGROUP a subgroup of IDUG: The World Wide DB2 User Community Go to ▾ Actions ▾</p>
	<p>IDUG Speakers SUBGROUP a subgroup of IDUG: The World Wide DB2 User Community Go to ▾ Actions ▾</p>
	<p>IDUG: The World Wide DB2 User Community Activity: Discussions (1) Go to ▾ Actions ▾</p>



Leveraging System z for Information On Demand

Slide 1 of 221

Smart Ways to Reduce Costs and Deliver a Competitive Edge

Jim Reed

Program Director, Silicon Valley Lab



The Explosion of Data is Creates New Challenges

91%

of CIO's believe that existing reporting processes do not meet future requirements for timely information.

\$40 billion

Consumer product and retail industries lose about \$40 billion annually, or 3.5 percent of their sales, due to supply chain inefficiencies.

33%

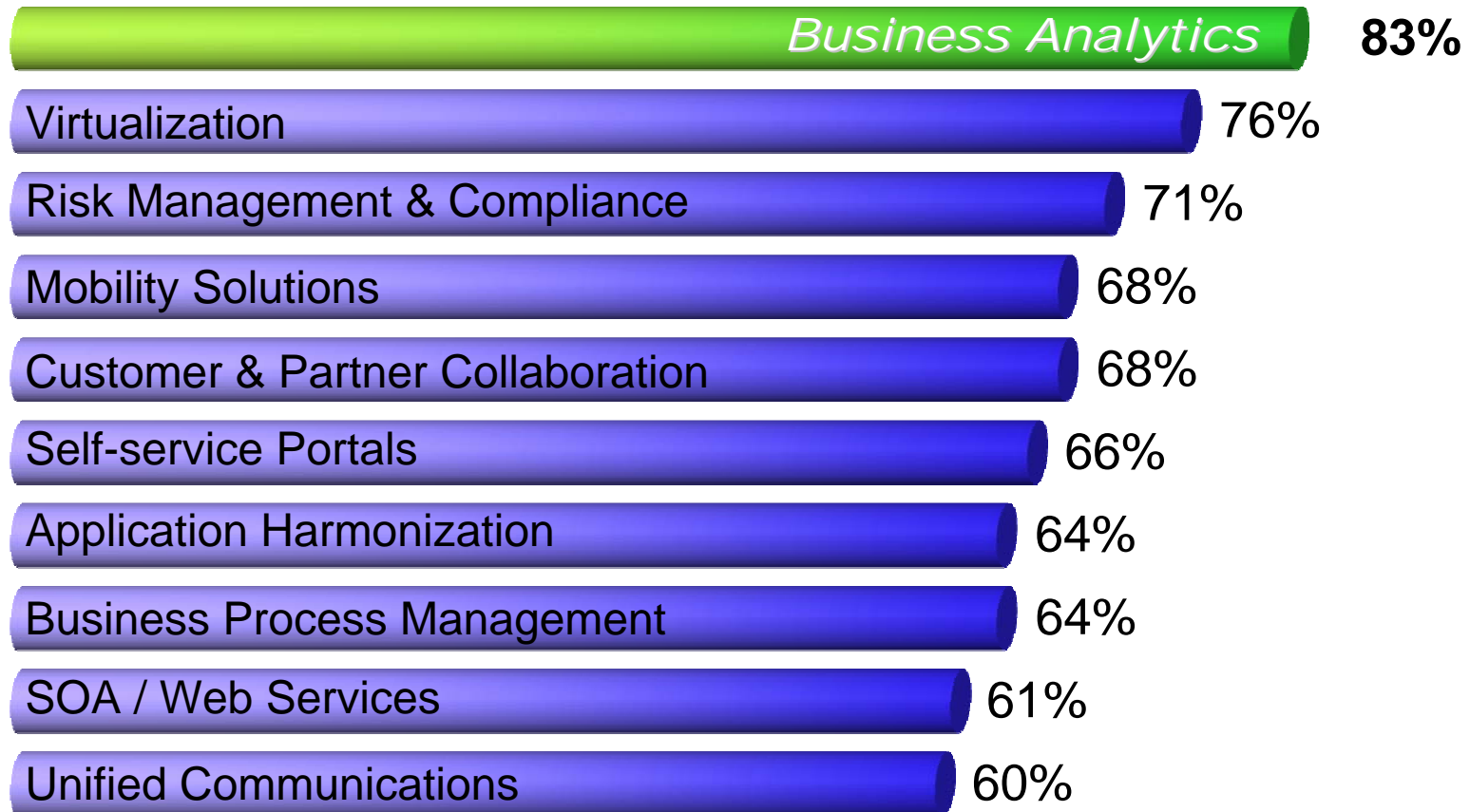
33% of consumers notified of a security breach will terminate their relationship with the company they perceive as responsible.

75%

of data is replicated – over 50% of the time to more than one system.

Leveraging Information & Analytics...

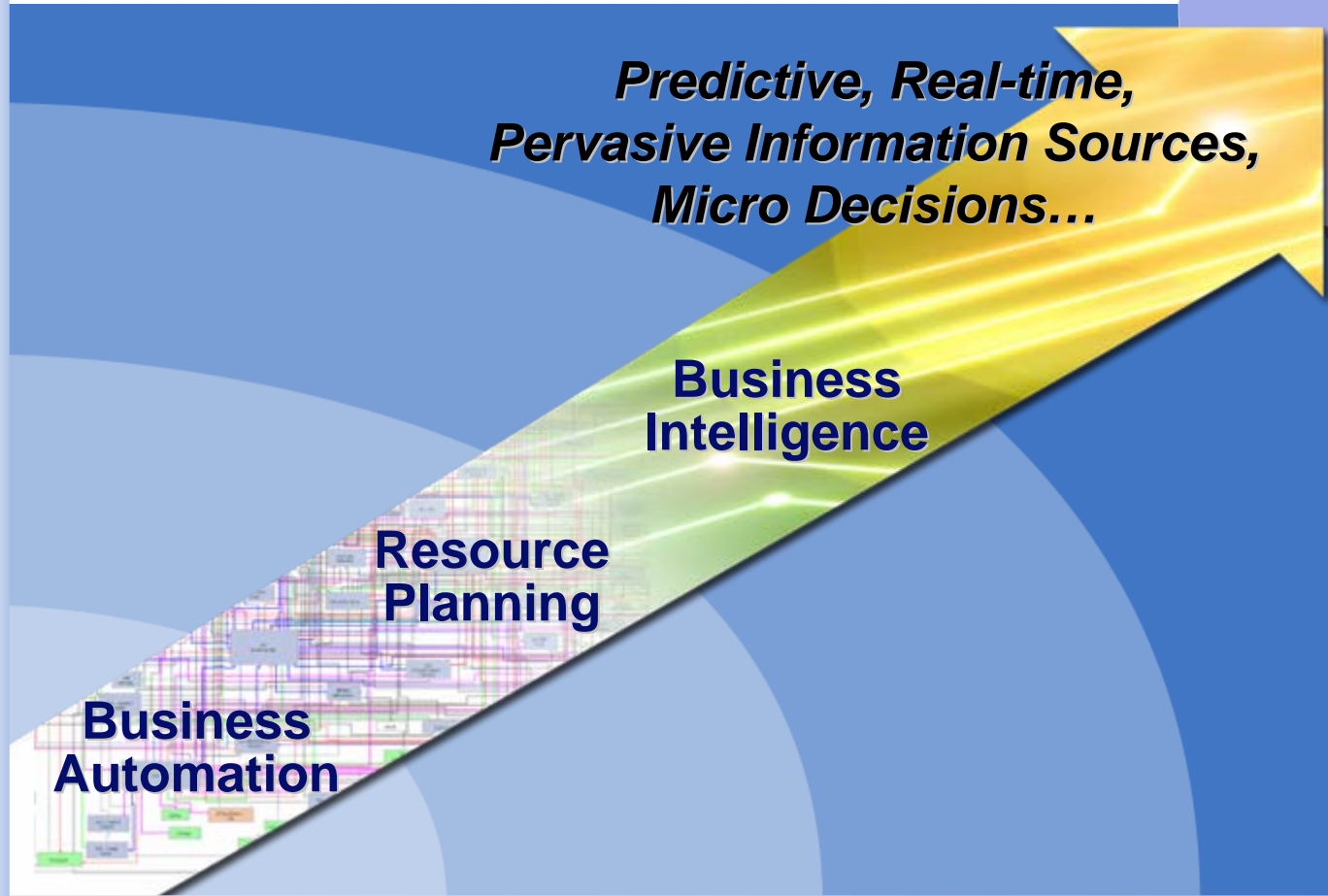
...is now the top priority for CIOs, and organizations that do so outperform their peers...



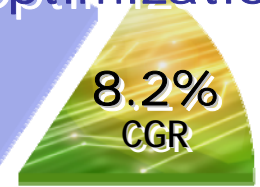
3/4s of CIOs anticipate moving to a strongly centralized, shared infrastructure to improve economies of scale

Information-Led Transformation

Information-Led Transformations will Change Business the Same Way as ERP & CRM...



Business Analytics & Optimization

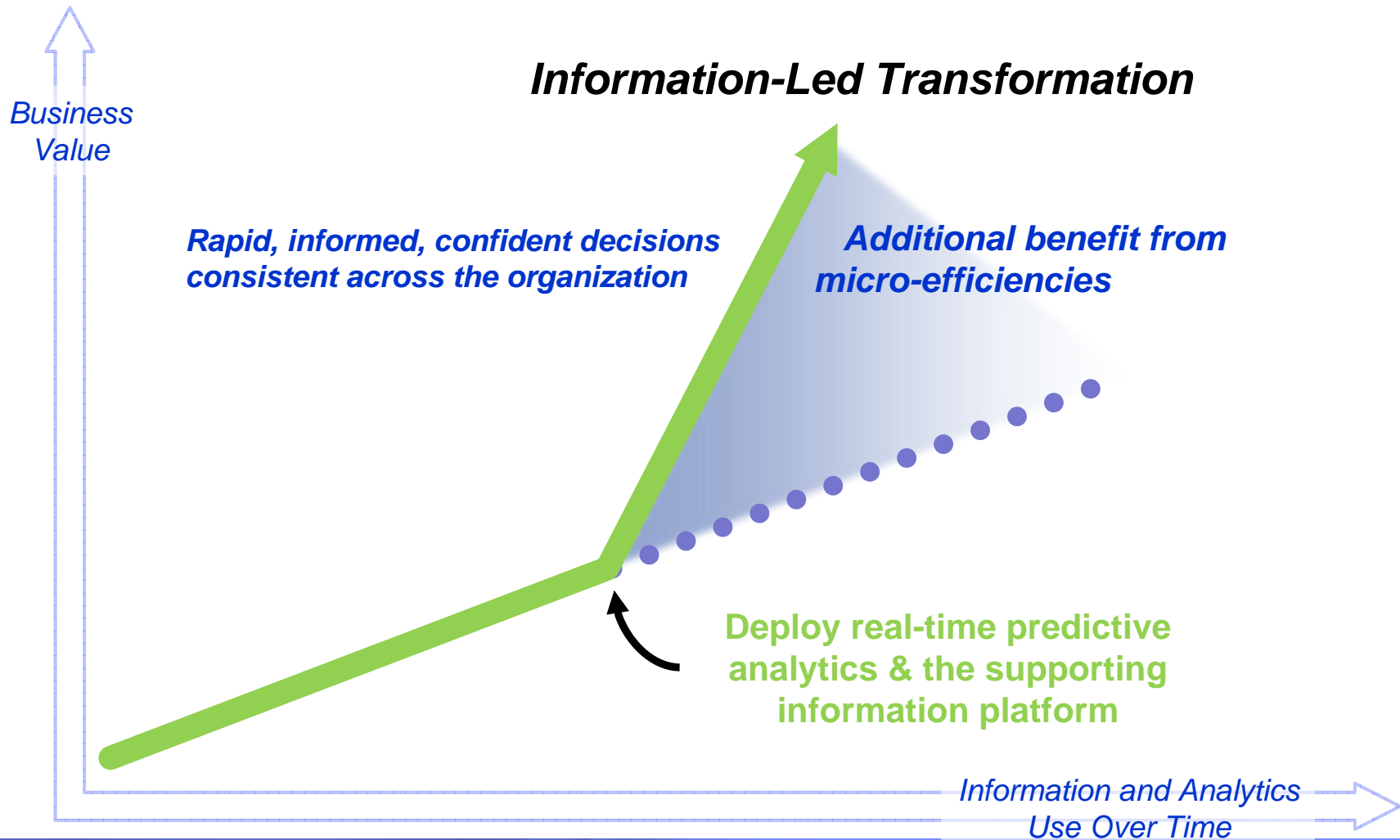


Business Automation
3.6% CGR

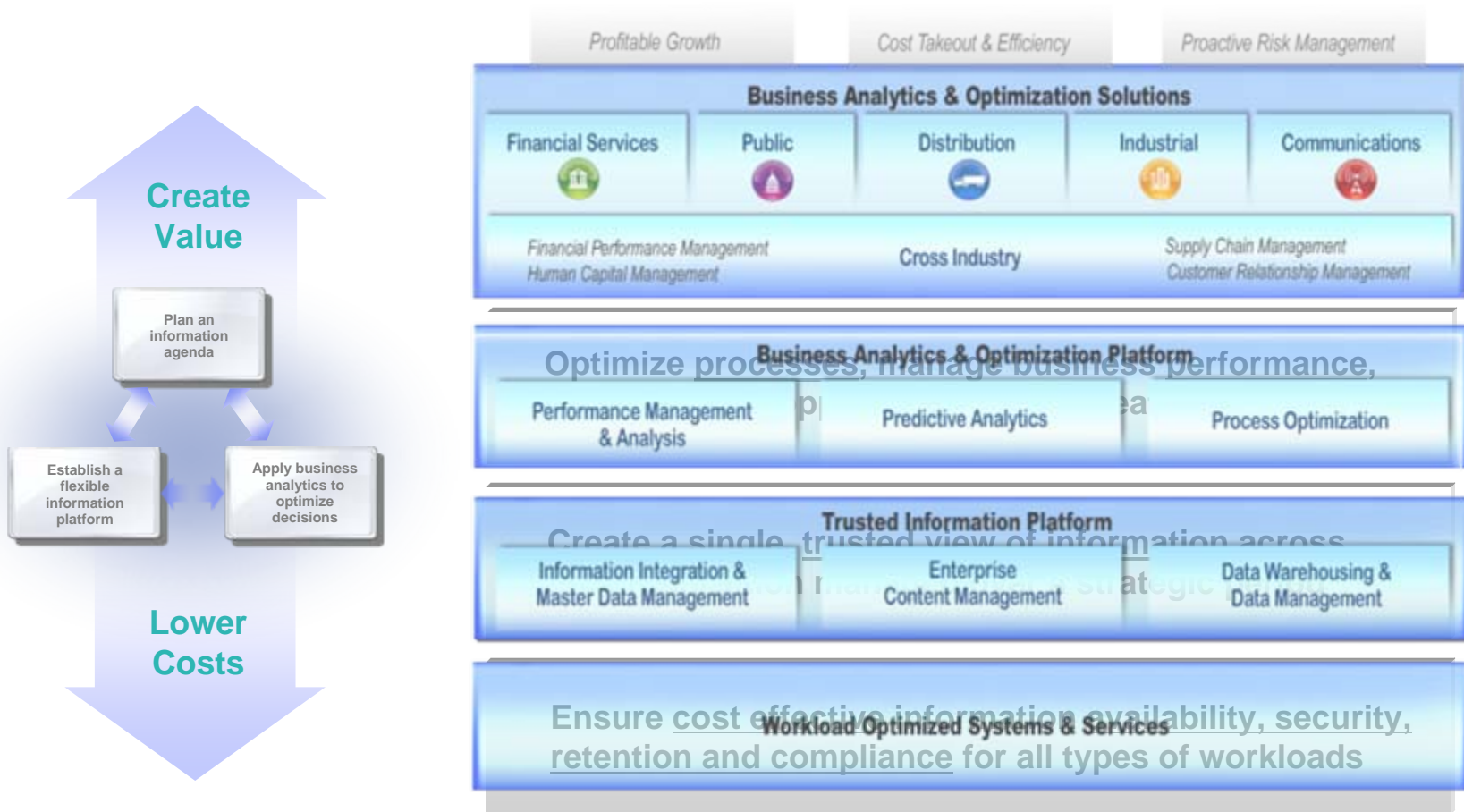
2X

Client Investment in Business Optimization Projects is Growing over Twice as Fast as Business Automation

Organizations will reach a tipping point when they apply real-time analytics at the point of impact



Getting started with an information-led transformation



System z Software Strategy

Capitalize on Traditional System z Strengths

- Batch and Transaction processing, Messaging, Quality of Service, Data Serving
- Optimize to the evolving System z Hardware design point

Extend Value Proposition to New and Mixed Workloads

- Systematic re-engineering of the software stack for SOA
- Integrate with Modern Application Development Environments
- Deliver extensive Data Management services
- Leverage the wave of workload consolidation; zLinux
- Simplify System z – make it easier to install and manage for better TCO
 - New faces of z
 - More end-to-end management capability from a z central point of control
 - Simplified labor intensive tasks



Continue Momentum with the System z Ecosystem

- Attract new System z customers and ISV application workloads
- Enable new Hybrid and Cloud environments
- Make System z relevant to the new IT generation

Information-Led Transformation for System z

More new capabilities delivered in the past 4 years than the first 40 years of the mainframe



Business Analytics

DB2 and IMS Active-Active for z/OS
DB2 10 for z/OS

Cognos 8 BI for z/OS
DB2 Sort for z/OS

IMS Tools Solution Packs for z/OS

Entity Analytics for System z

2010

Master Data Management for z/OS

Smart Analytics Optimizer for z/OS

IMS 11 for z/OS

Analytics

Content Integrator for z/OS

InfoSphere Warehouse for System z

*Information-Led
Transformation*

FileNet Content Manager for System z

Cognos 8 BI for System z

2009

InfoSphere MDM Server for System z

Optim Data Governance for System z

Business Intelligence

Information Server for System z

Content Manager 8.4

Information Agenda

Information On Demand **2008**

Data Warehousing

DB2.
software

InfoSphere™
software

FileNet.
software

Cognos.
software

Taking it to the Next Level: Predictive Analytics

Richmond County Police pinpoints hotspots & leads to 20-30% decrease in violent crimes



Center for Disease Control Characterizes disease & quickly assess medical needs in real-time



Cablecom GmbH Doubled ability to predict churn & reduced actual churn 10 fold



Infinity Property & Casualty Corporation
Real-time claims scoring starts fraud investigations within 24hrs. vs. 2 weeks



*But, the mainframe
costs too much*

Introduction to Solution Editions



[August 14, 2009]

System z Solution Edition Series announced by IBM

(Telecomworldwire Via Acquire Media NewsEdge) IBM (NYSE:IBM) announced on Friday the System z Solution Edition Series - seven integrated hardware, software and services packages.

A solution edition is an aggressive pricing / packaging concept for targeted workloads/use cases on System z.

- Delivers tangible savings in hardware, software, and services
- Leverages the strengths of System z to deploy key workloads, including Business Intelligence, Data Warehousing, application development, ACI, SAP, security, WebSphere and **cloud computing**

Solution	New Price
Data Warehousing	36-54% reduction
Application Development	~50% reduction
SAP Apps	50-70% reduction

Learn more about solution editions: <http://www.ibm.com/systems/z/solutions/editions/>

Solution Editions for System z Making an Impact

The Register[®]
Biting the hand that feeds IT

Hardware Software Music & Media Networks Security Public Sector Business Science Odds & Sods
PCs & Chips Servers HPC Storage Data Networking Virtualization Infrastructure Workshop

Korean bank dumps Unix boxes for mainframes *Seoul of a new machine*

By Timothy Prickett Morgan

BC Card, the largest credit card processor in South Korea, is dumping its Unix servers, made by HP and Sun running Oracle and moving its processing applications to mainframes from IBM leveraging DB2 & Replication Server.

BC Card is a new mainframe customer – the sale was driven by the recently announced System z Solution Editions

[IBM Press Release](#)

Introducing the Smart Analytics Cloud

A private cloud optimized for analytic services in large enterprises

Defined as ...

To create...

That delivers ...

Smart Analytics Cloud

IBM Smart Business - services with industry leading hardware & software

A private cloud computing solution for business intelligence (BI) & analytics

A services solution for delivering business intelligence to the entire organization

IBM software

Cognos 8 BI

A broad range of BI capabilities



Open, enterprise-class BI platform

IBM hardware

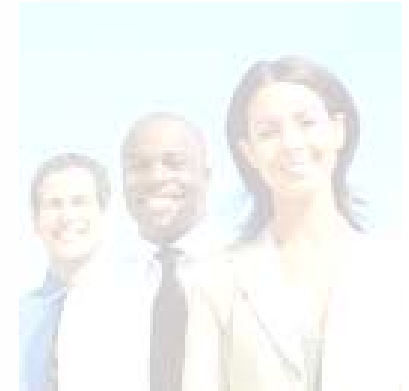
IBM System z

Centralize, Virtualize & Simplify the BI infrastructure



IBM Services

- Create awareness of BI and understand the needs for a BI strategy across the organization
- Complete a readiness assessment to define the scope and priorities for the solution
- Deploy Cognos 8 BI for Linux on System z as a private cloud
- Provide the skills for the on going management & expansion of their BI private cloud deployment



Smart Analytics Cloud in the IBM corporation



*Our commitment to informed decision making led us to consider Blue Insight on System z, which is the enabling foundation that makes possible **+\$20M savings over 5 years.***

-IBM CIO Office

- **Blue Insight:** IBM's deployment is the world's largest private cloud computing environment for business intelligence and analytics that will provide more than 200,000 IBMers with the ability to extract information from around the world to make smarter decisions through information empowerment – no matter where the data resides
- **IBM Smart Analytics Cloud:** a services based solution offering to enable large enterprise clients to build their own private cloud environment with easily consumable business intelligence services, system and software

IBM Blue Insight results:

- Consolidating +20 multi-product, departmental BI deployments to Cognos 8 BI on System z
- Realizing value from +60 data sources across IBM representing +1PB of data
- Deploying private cloud self service to support +200,000 named users across our global workforce (120K by mid-year 2010, expanding to 200K by 2011)
- 56% cost savings per user (grows with volume)
 - **\$7,775,767 - Infrastructure cost savings realized with z10 technology**
 - **\$2,558,525 - Business Intelligence Competency Center (BICC) cost savings;**
- Elasticity in a shared server model supporting SLAs for diverse tenants; Speed to value and reduced capital spend (26 weeks to 2 weeks)

Momentum with DW & BI on System z



Miami Dade County standardized on Cognos 8 BI for System z to meet increasing BI requirements – they took only 11 days to migrate from their distributed servers



Mortgage Guaranty Insurance Corporation (MGIC) turned off their Oracle data warehouse in moving to System z & DB2 9 for improved information availability and timeliness



Benefiting from the Cloud on Sys z

IBM's Field Management Systems group (FMS) deploys Cognos BI on System z to track sales attainment & revenue. They have scaled the system to 40,000 users in 4 months.



Smarter Healthcare with Sys z

The University of North Carolina hospital system was able to drive **DOWN** the cost of their healthcare while improving patient information quality and availability.

ORACLE®

Oracle + Sun: Transforming the IT Industry

At Oracle, we plan to reshape the industry with a complete business system made up of specialized hardware, dedicated operating system and integrated software components . . . something that only Oracle can deliver.

Larry Ellison
January 27, 2010

System z futures for a workload-optimized world

Re-write the rulebook and set new standards for business-centric IT with IBM System z, to be the world's premier workload-optimized platform for enterprise applications



Our Vision:

Deliver the best of all worlds, Mainframe, UNIX[®], x86 and single function processors, integrated in a single system for ultimate flexibility and simplicity to optimize service, risk and cost across multiple heterogeneous workloads

The Dynamic Infrastructure Journey



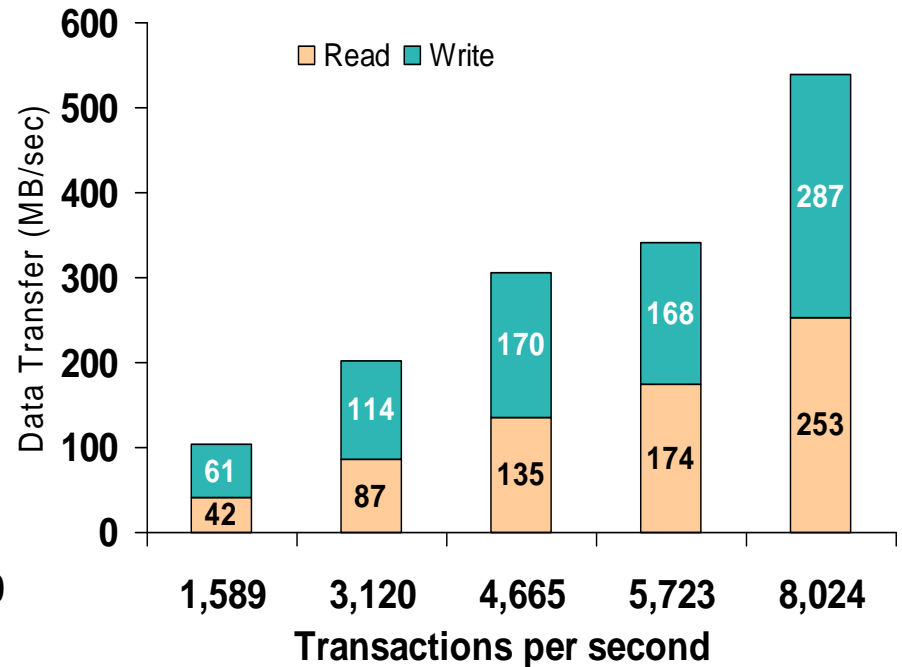
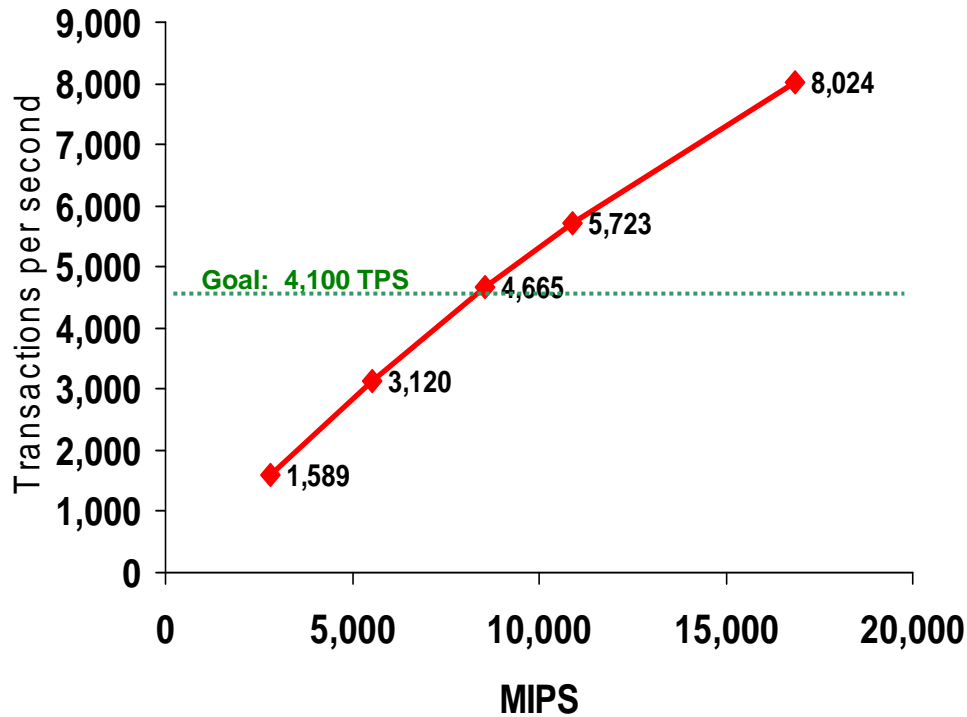
The Dynamic Infrastructure Journey



*The mainframe cannot scale
like a **distributed** system*

Bank Of China Parallel Sysplex Benchmark

Near-Linear Scalability on a Parallel Sysplex running CICS and DB2 in a single system image with No Partitioning Required



Huge scale up, requires huge I/O bandwidth capacity

System z With DB2 Scales Further Than Best HP Superdome Banking Benchmark

▪ Kookmin Bank

- IBM System z9 and DB2
- TCS BaNCS (Cobol)
- 15,353 Transactions/second
- 50 Million Accounts
- IBM benchmark for customer

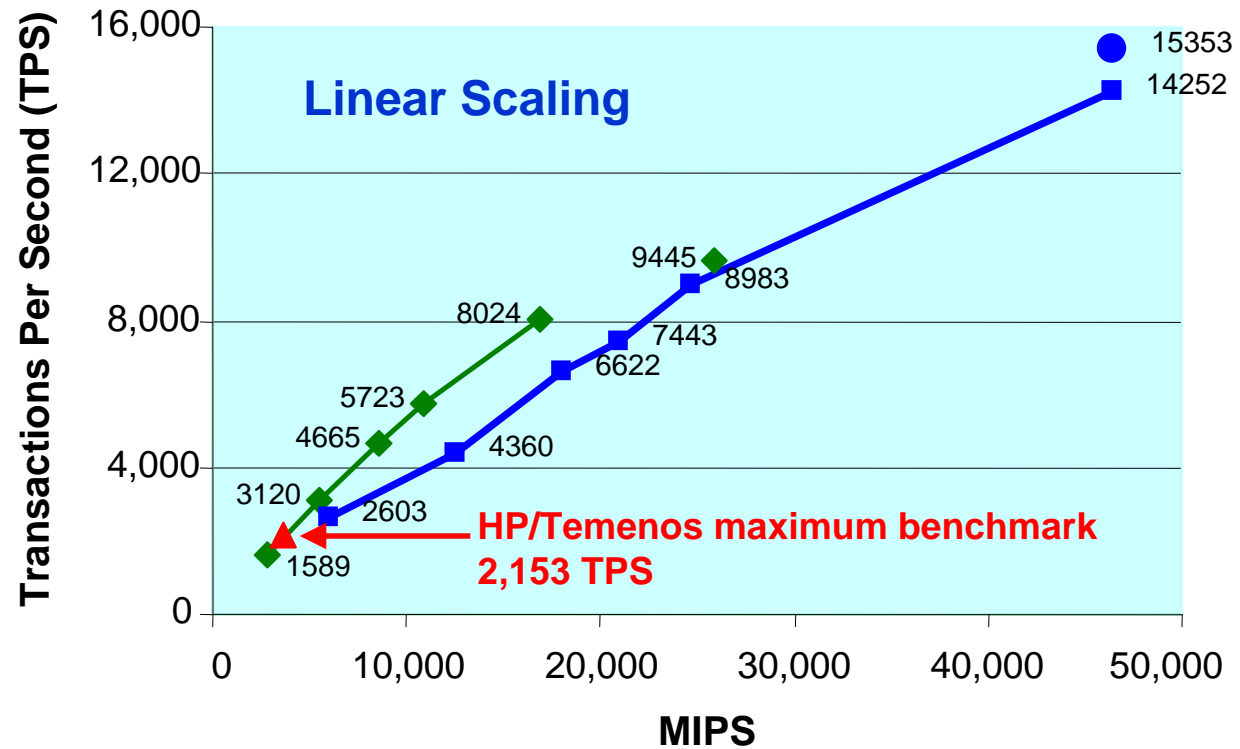
▪ Bank of China **

- IBM System z9 and DB2
- TCS BaNCS (Cobol)
- 8,024*** Transactions/second
- 380 Million Accounts
- IBM benchmark for customer

▪ HP/Temenos *

- HP Itanium
- Temenos T24 (Java)
- 2,153 Transactions/second
- 13 Million Accounts
- Largest banking benchmark performance claimed by HP

System z and BaNCS Online Banking Benchmarks



* SOURCE: TEMENOS BENCHMARKS; <http://h71028.www7.hp.com/enterprise/downloads/TemenosBenchmark.pdf>

** SOURCE: <http://www.enterprisenetworksandservers.com/monthly/art.php?2976> Source: InfoSizing FNS BANCS Scalability on IBM System z – Report Date: September 20, 2006

*** Standard benchmark configuration reached 8,024 tps, a modified prototype reached 9,445 tps

System z With DB2 Scales Further Than Best HP Superdome Banking Benchmark, with Java

▪ Kookmin Bank

- IBM System z9 and DB2
- TCS BaNCS (Cobol)
- 15,353 Transactions/second
- 50 Million Accounts
- IBM benchmark for customer

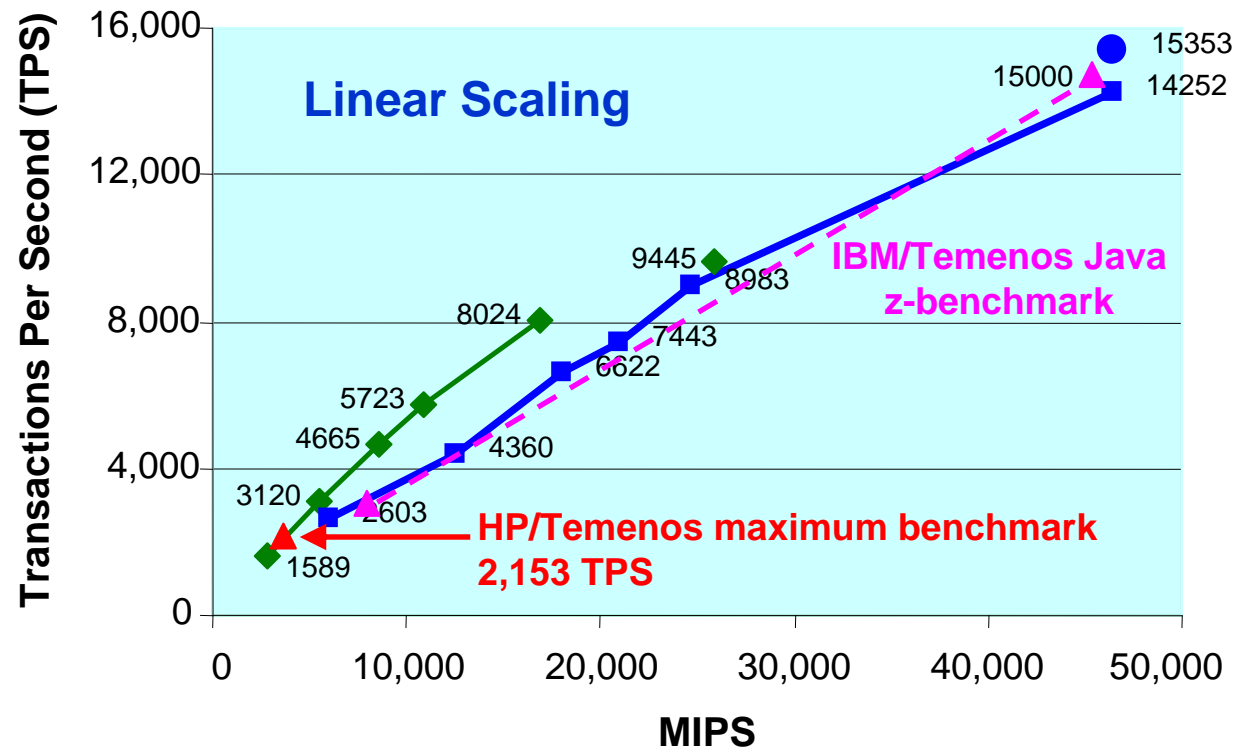
▪ IBM Benchmark

- IBM System z10, WAS, DB2
- Temenos TCB (Java)
- Result of preliminary Temenos TCB optimization prototype

▪ HP/Temenos *

- HP Itanium
- Temenos T24 (Java)
- 2,153 Transactions/second
- 13 Million Accounts
- Largest banking benchmark performance claimed by HP

System z and Temenos TCB Online Banking Benchmarks



* SOURCE: TEMENOS BENCHMARKS; <http://h71028.www7.hp.com/enterprise/downloads/TemenosBenchmark.pdf>

Though it's time to start thinking
differently about infrastructure.

Infrastructure needs to become
more dynamic.

The Three Levels of Business Intelligence



	Strategic BI	Tactical BI	Operational BI
Business focus	Achieve long-term business goals	Manage tactical initiatives to achieve strategic goals	Manage and optimize daily business operations
Primary users	Executives & business analysts	Executives, analysts & LOB managers	Analysts, LOB managers and users, and operational processes
Time-frame	Months to years	Days to weeks to months	Intra-day
Data	Historical data	Historical data	Real-time, low-latency & historical data

Copyright Claudia Imhoff

Business Challenges and Technology Trends

- **Changing business requirements**
 - BI/DW becoming mission critical and requires OLTP-like QoS
 - reliability, continuous availability, security, mixed workload management, ...
 - orders of magnitude faster execution of complex, ad hoc queries
 - predictable query performance
 - Shift towards dynamic DW and operational BI
 - Combining OLTP and OLAP workloads
- **Traditional performance tuning tools of the trade such as indexing, prebuilt aggregates and MQTs struggling to keep the pace**
 - Require top DBA expertise and sophisticated tools
 - Even then not good enough due to ad-hoc, unpredictable nature of the workload
- **Technology trends**
 - Very large number of processor sockets and cores
 - Massive amounts of real memory
 - Specialized physical data designs: row-store vs. column-store

A revolutionary workload-optimized system

IBM Smart Analytics Optimizer for DB2 for z/OS – Technology Preview

Benefits of a System z workload optimized infrastructure

- Extending System z operational control to heterogeneous environment.
- Reduced cost by deploying best-fit technology to drive efficiencies across integrated solutions.

Benefits of a Smart Analytics Optimizer

- Exceptional performance through data in memory.
- z/OS® and DB2® controls and secures critical data.
- Reduced administration costs.
- Optimizes technology usage to deliver the right level of service, with lower risk and at reduced cost.



An integrated business intelligence solution to deliver accelerated and accurate business insight

*SOD: All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

*Over 50 Billion Transactions
Per Day run through IMS*

Investing in Innovation

IMS 11



Direct distributed access to IMS Data

- Reduces processing costs up to 67%

Easier Application Programming

- IMS DL/I knowledge not needed
- Java SQL support

On-line DB Reorganization

- 25% CPU Time Reduction

New Enterprise Suite

- Repackaging of IMS middleware
- Easier to order and install

*Generally Available
October 30, 2009*

Easier than Ever



Enterprise Data Governance

- **Data breaches, corporate mistakes, use of bad data continue to make headline news**
- **Every organization is concerned with regulatory compliance, security, privacy, data quality. Bad data is bad for business.**
- **IBM created three entry points that enable customers to address their more pressing needs while embracing other aspects of data governance as and when required :**
 - *Information Quality – understand, analyze, cleanse, transform, deliver*
 - *Lifecycle Management – collect, store, process, optimize, manage, report, retain*
 - *Information Protection – security, privacy, audit, logging, reporting*

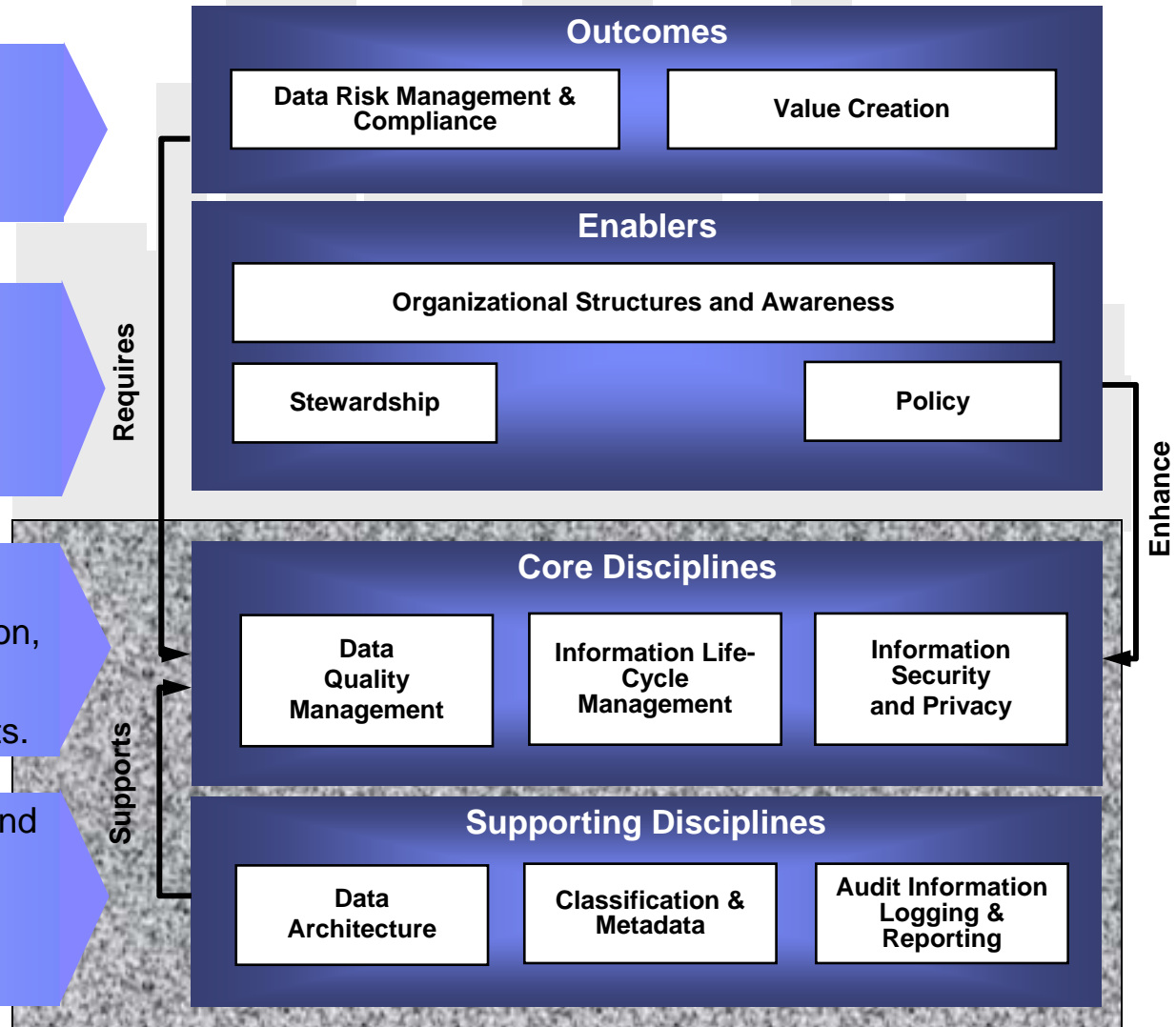
Accenture survey 75 percent of CEOs want to better manage and use their information ,78 percent believe they can achieve better competitive advantage, only 15 percent are comprehensively managing their data.

Data Governance is fundamental to successful BI and DW projects.

IBM Data Governance – A model for success

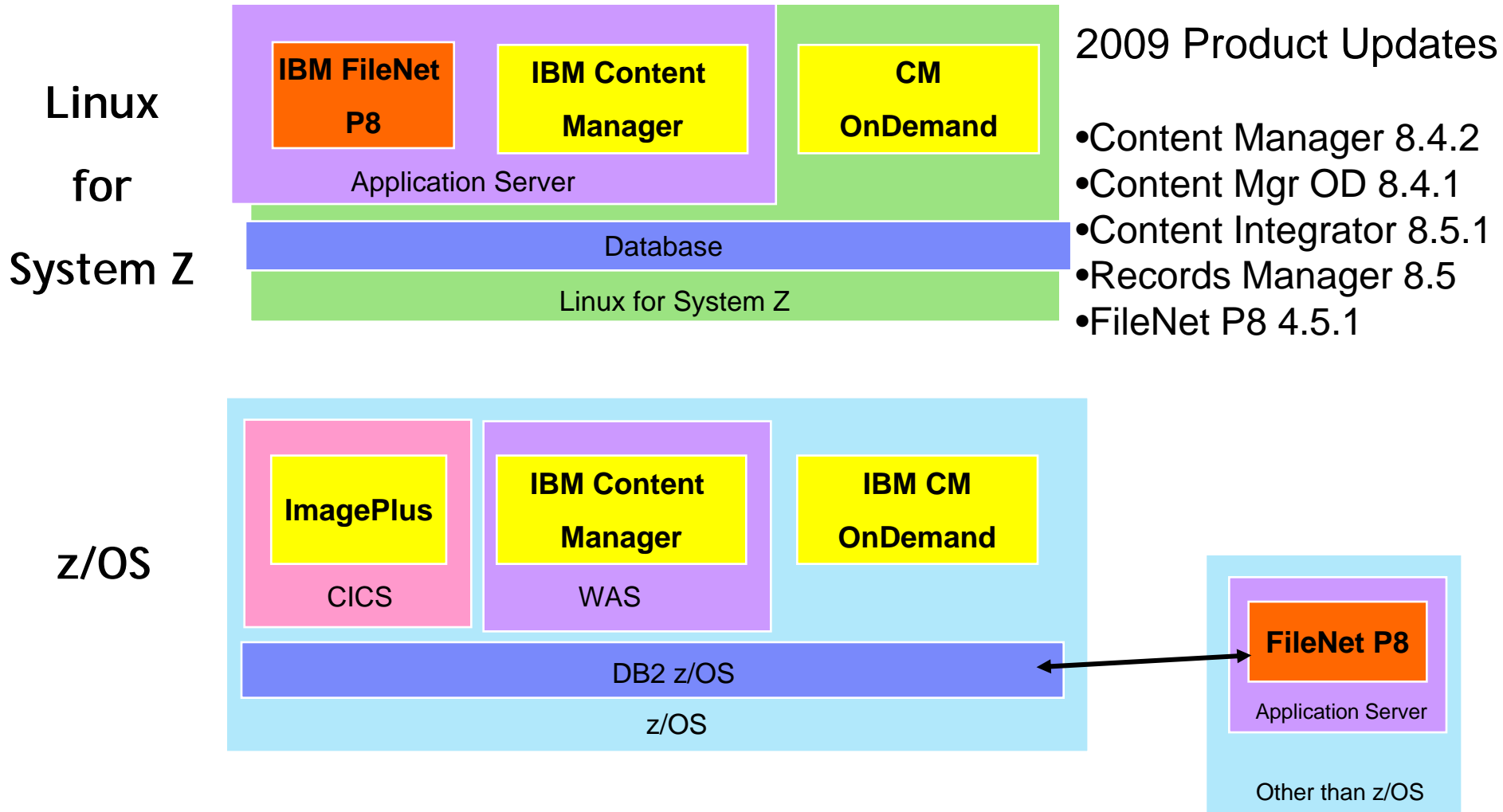
- Lower Risk and Cost
 - Increased profitability
 - Competitive differential
- IT / Business data responsibilities
 - Custodial care of data
 - Organizational behaviour

- Quality and integrity of **all** data
 - Information collection, use, retention, and deletion
 - Mitigate risk and protect data assets.
- Architected design for availability and distribution of data
 - Common semantics
 - Monitor / measure data value, risk



Foundational disciplines of the IBM Data Governance Council's Capabilities Model

Enterprise Content Management on System z



System z ecosystem

Continued strong growth in 2009



- In 2009 added:
- * 175 new ISVs
 - * 850 + New or upgraded applications
- Total System z Ecosystem
- * 1,675 + ISVs developing on System z
 - * 2,732 applications enabled on z/OS 1.8 and above
 - * 3,150 + applications available for Linux on System z
 - * 6,500 + total applications available for System z platform (Linux, z/OS, zVM, zVSE)

Intel
Insider Threat Intelligence

Thaler
TECHNOLOGY PARTNER

Chordiant.
Optimizing the Customer Experience

COMPUTER CORPORATION OF AMERICA

ORACLE

Ion Objects
On-Demand Business for System Z

Surecomp
driving global trade

SAP

yseop
EASY - OPI

ObjEX
INC.

FIS
FIDELITY NATIONAL INFORMATION SERVICES

Kokopelli
TECH

innovas

trillicom

GLOBAL SOFTWARE
INCORPORATED

ca
innovation group

REFLECT

bmc software

DataDirect
TECHNOLOGIES

NORMADT

gfs
software

NetStar

SODATA

AMERICAN SOFTWARE
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MackKinney
Mainframe Software Int'l Support

SwordFircosoft

Academic Initiative System z Milestones

- ✓ 650 schools, over 50,000 students in 61 countries worldwide
- ✓ Student Contests in 15 countries with 22,000 students
- ✓ IBM Student Opportunity System (Student resume database)
- ✓ Entry Level Mastery Test (Validate student skills)
- ✓ Community involvement (Roundtables, partnerships, hiring)
- ✓ Access to Mainframes worldwide for teaching (6 University hubs)
- ✓ 30 Courses available (foundational to advanced), Ongoing faculty education
- ✓ More educators and students are embracing IBM Enterprise Systems
- ✓ Students are getting jobs



“ ‘Master the Mainframe Contest’ helped me get a job at Bank of Montreal.”

Elizabeth Bell, Georgian College

System z: The platform for the future

"you cannot think seriously about your longer-term IT architecture without thinking equally seriously about what today's mainframe environment has to offer"



CIO Magazine: Mainframe computing is set for a rebirth – September 29, 2009




Typical Utilization for Servers

Windows: 5-10% Unix: 10-20% **System z: 85-100%**

System z can help **reduce** your floor space
up to **75%-85%** in the data center



Thank You



System z can lower your total cost of ownership, requiring **as little as 30%** of the power of a distributed server farm running equivalent workloads

The cost of storage is typically **three times more** in distributed environments

