

Accelerate IMS Transaction Management Modernization



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IMS Cloning



Mobile is redefining the Data Center



91%

Mobile users keep their device within arm's reach 100% of the time

75%

Mobile shoppers take action after receiving a location based message

96%

Year-to-year increase in mobile cyber Monday sales between 2012 and 2011

90%

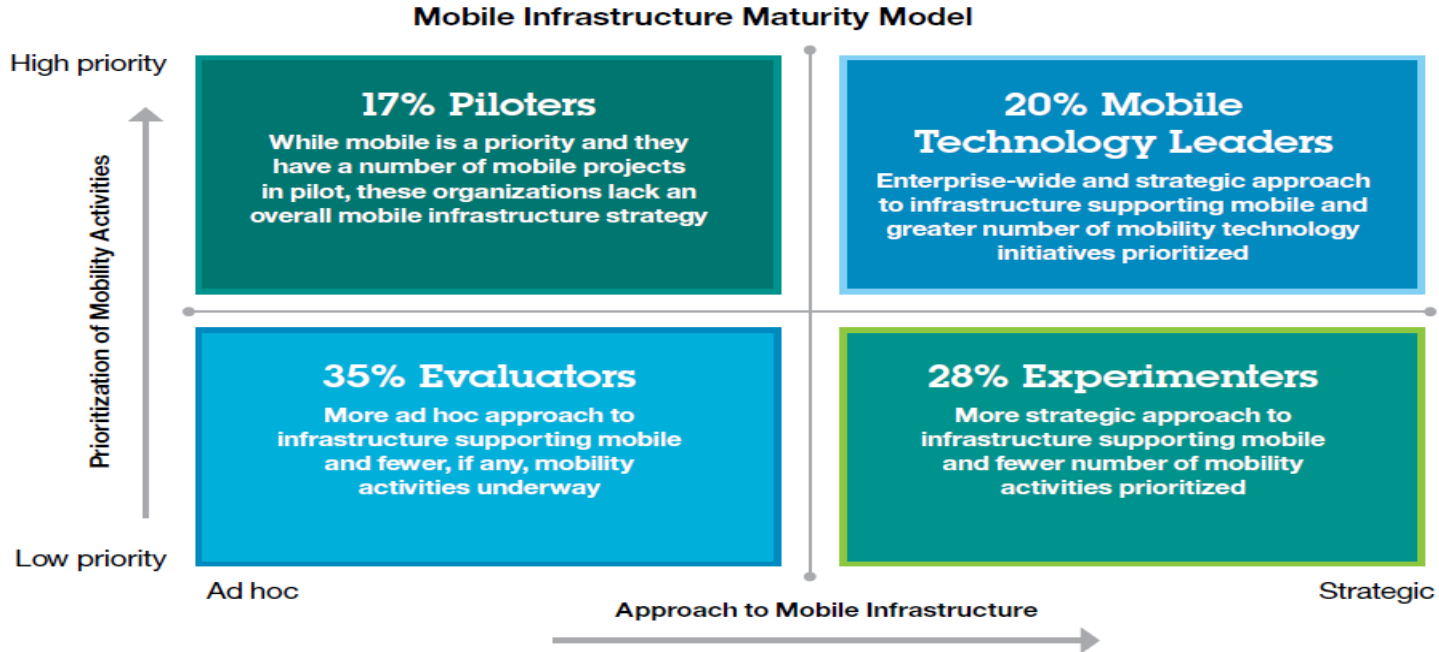
Users use multiple screens as channels come together to create integrated experiences

900%

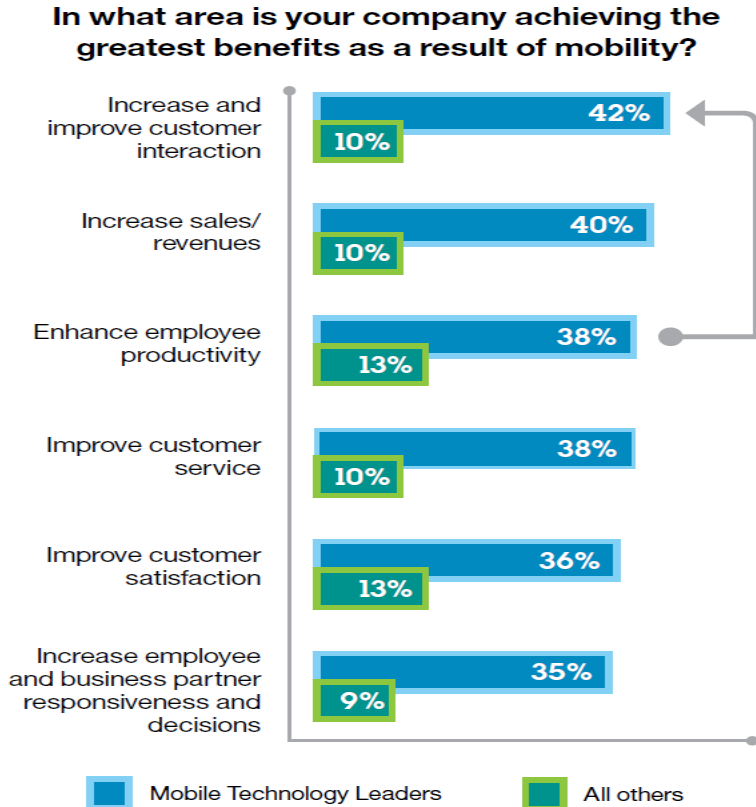
Increase of global machine-to-machine connections by 2022



Mobile Maturity Model



The benefits of implementing mobility into your IT model

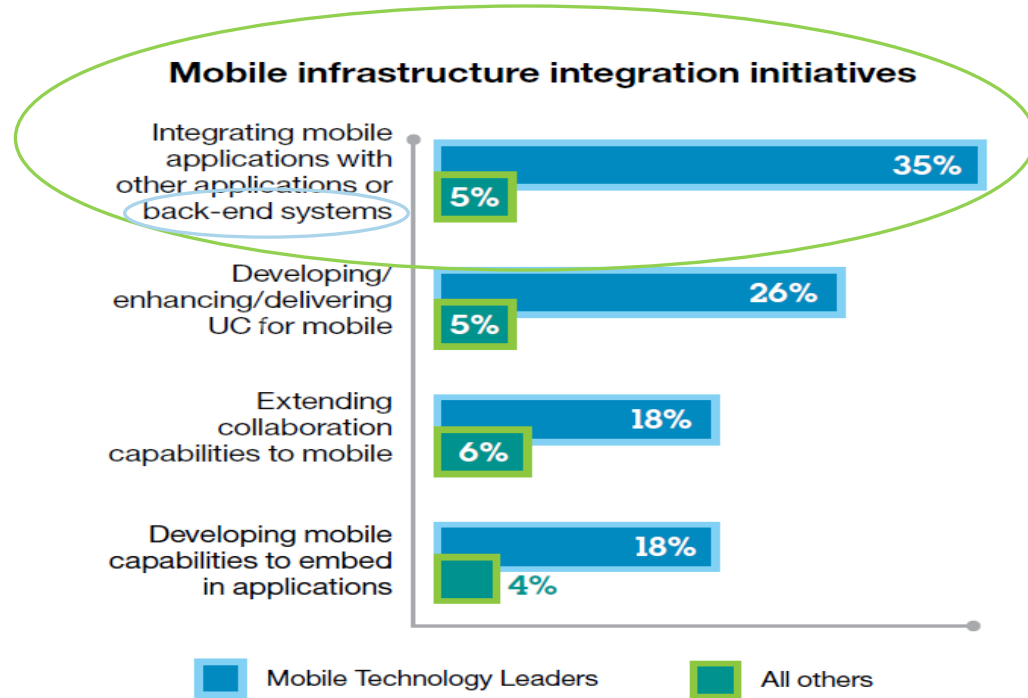


- Mobility started as a **productivity** enhancement
- Mobility has evolved into a **system of engagement** platform
- IDC: The number of people accessing the Internet from **smartphones, tablets and other mobile devices** will surpass the number of users connecting from a home or office computer by 2015.



Integrate mobile across the enterprise

- Mobile technology leaders know they must **integrate** mobile applications with back-end systems such as IMS **74% of CIOs** say mobile solutions are part of their vision for increasing competitiveness



Why System z is an attractive platform for mobile connectivity



Delivering the highest levels of performance, availability, security, scalability and connectivity in the industry



- **Breaking through 100k TPS** 800% greater than IMS 12
- **CPU reductions up to 62% for Java Apps**
- **SQL access to IMS data from both .NET and COBOL applications**
- **Greater flexibility and faster deployment** for new applications with database versioning
- **Big data exploitation** of Hadoop / Big Insights, MDA, Watson Explorer...
- **Simplified mobile access with JSON, IMS Connect....**

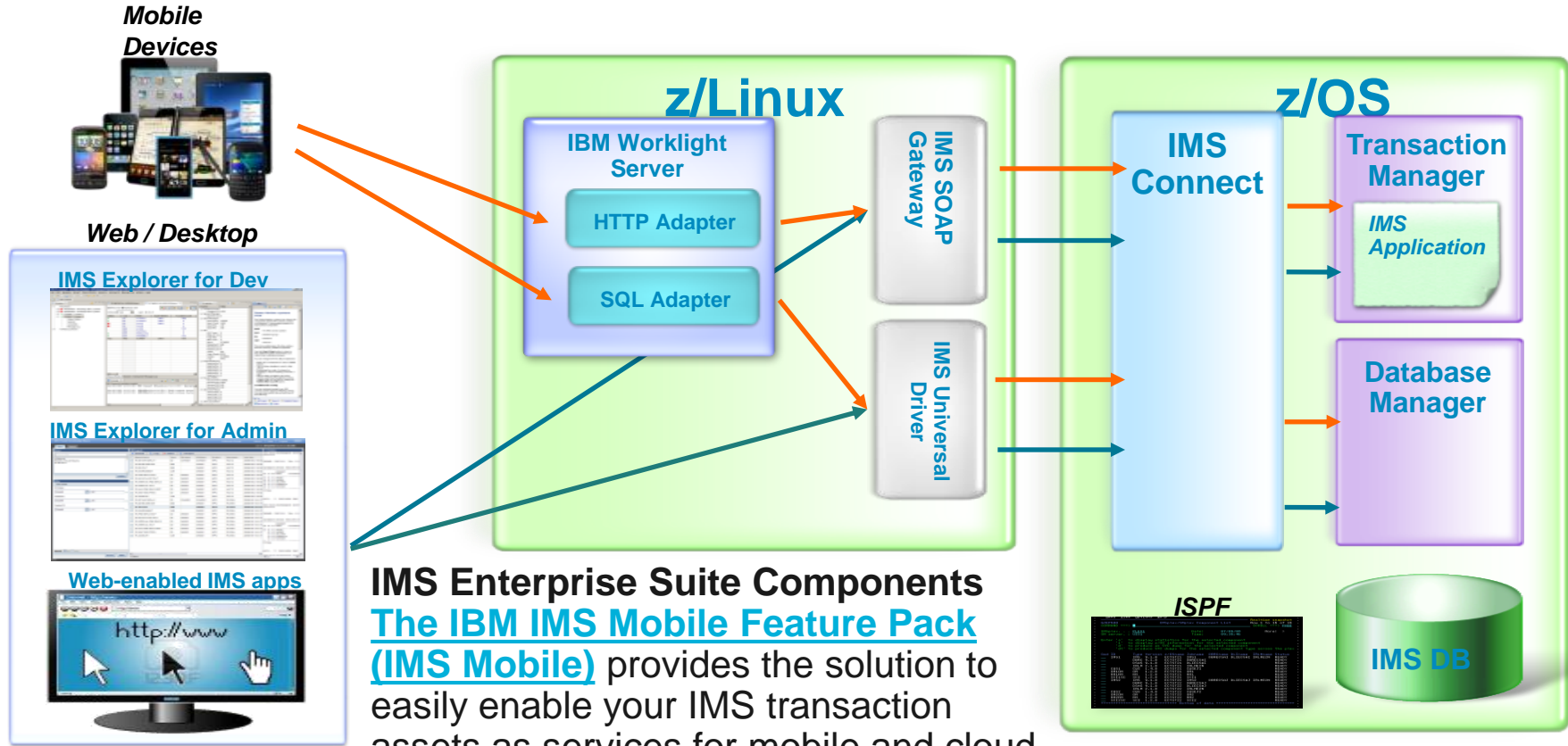


The IMS Mobile Business

- **Our Target Market**
 - IMS customers with plans to expand their business to leverage mobile access
- **How we can help**
 - Securely deliver IMS applications and data to mobile and cloud developers in a managed, governed, and optimized way via:
 - An integrated platform that supports full discovery, modeling, enablement, and deployment of both IMS transactions and IMS data
 - A singular approach for System z clients using WAS, CICS, IMS, and DB2
 - Provide options to help manage TCO
 - Provide solutions for clients in each quadrant of the mobile maturity model
- **Benefit to our clients**
 - A comprehensive solution that addresses skills, TCO, continued ROI on their IMS investment, and System z qualities of service



IMS Mobile Enablement



IMS Enterprise Suite Components
The IBM IMS Mobile Feature Pack (IMS Mobile) provides the solution to easily enable your IMS transaction assets as services for mobile and cloud consumption.



First National Bank (FNB)

Achieving sub-second response for hundreds of millions of monthly transactions on the mainframe

The need:

The ubiquity and convenience of cellphones and tablets as computing devices represented a clear growth opportunity for FNB; in South Africa, more people have cellphones and smart mobile devices than bank accounts. FNB wanted to launch a reliable, secure and highly responsive mobile channel before its competitors, and looked for a platform that would enable very short time-to-market.

The solution:

FNB integrated a new Java-based mobile front-end directly with tried-and-trusted business logic and core banking services running on IBM® Information Management System (IMS™) on an IBM zEnterprise® EC12 server. IBM IMS Enterprise Suite Connect APIs for Java and C and IBM IMS Enterprise Suite SOAP Gateway manage links between the channel applications and core functionality and data on the mainframe.

The benefit:

- Rapid deployment enabled FNB to gain first-mover advantage in the market, gaining the number one spot for mobile banking
- Ultra-low average end-to-end response times of 30 milliseconds ensure snappy performance for mobile banking users
- Fast, secure and reliable mobile banking generates more business for FNB and reduces its average cost per transaction



“We don’t start from the premise that the mainframe is best; rather, we look at the requirements—big data, huge numbers of concurrent processes, high performance, high scalability, high security—and then look at what technology can deliver all of those things. The answer is IBM zEnterprise and IMS.”

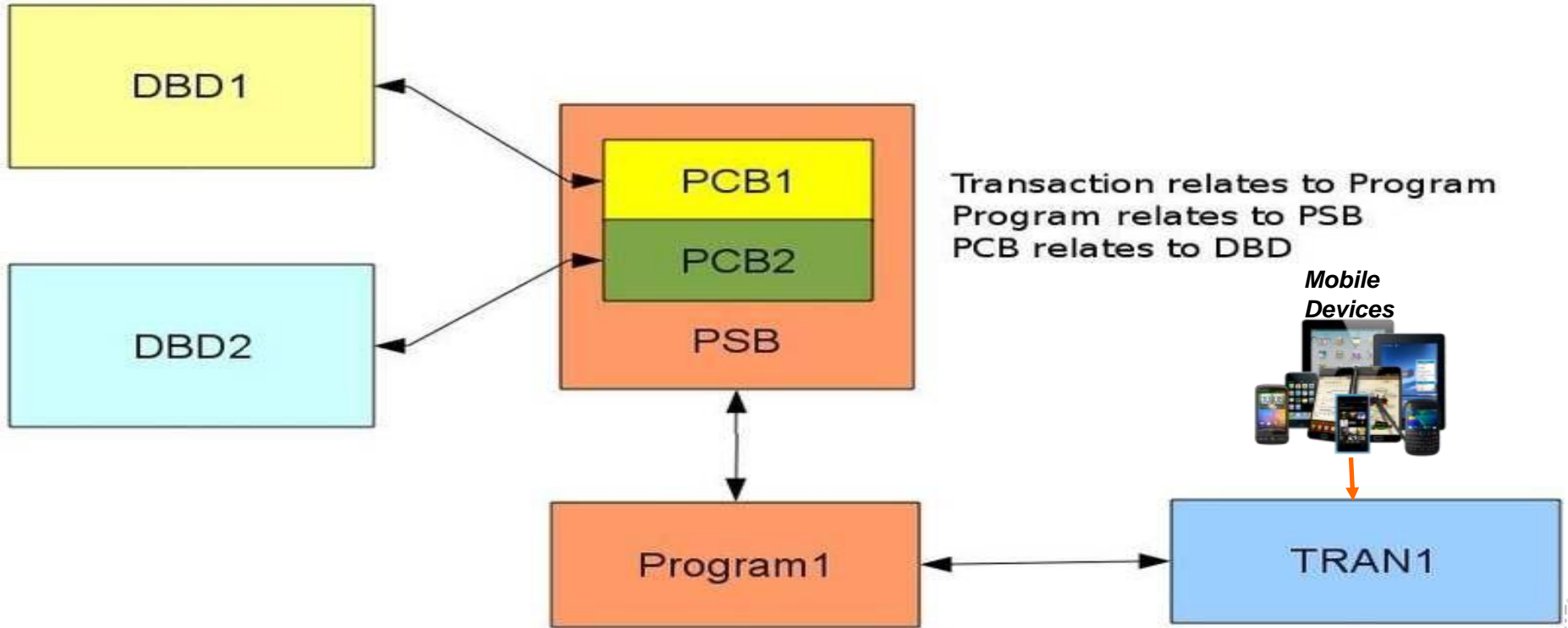
—Jay Prag, CIO – Hogan Channels,
FNB

Solution components:

- IBM® zEnterprise® EC12
- IBM z/OS®

ZSP03833-USEN-00

IMS Transaction Management



IMS Transaction Manager Value Unit Edition V13.1

IMS Transaction Manager Value Unit Edition V13.1 introduces a new one-time-charge pricing metric specifically for new Java workloads.

This presentation explains:

- What is IMS Transaction Manager Value Unit Edition V13.1?
- IMS TM VUE Deployment topologies
- Examples of application deployments that will qualify for IMS TM VUE
- IBM IMS Tools help with Deployment
- Use cases for IMS TM VUE



What is IMS Transaction Manager Value Unit Edition

A one-time charge
version of IMS TM V13.1

A separate licensed product
running in a zNALC LPAR

Specifically for qualifying
new Java workloads

- *One-time-charge*
 - IMS TM VUE can be purchased as a one-time-charge product, like IMS DB VUE
 - But unlike previous releases of IMS TM that have all been a monthly license charge
 - Allows you to purchase IMS as a one-time capital expense
- *Feature complete*
 - IMS TM VUE V13.1 is a complete version of IMS TM V13.1
- *Subscription and support*
 - Optional, allowing you to receive IBM support and remain on a currently release of IMS TM VUE



What is IMS Transaction Manager Value Unit Edition

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Specifically for qualifying
new Java workloads

- *zNALC Licensing*
 - IMS TM VUE V13.1 is a separate product that runs within a z/OS LPAR operating under the System z New Application License Charge terms and conditions
- *Reduced price z/OS*
 - Reduced price for the z/OS operating system on zNALC LPARs that run a qualified application*
- *No Single Version Charge triggering*
 - IMS TM VUE does not trigger the SVC period for any of the existing MLC versions of IMS TM you may have installed



What is IMS Transaction Manager Value Unit Edition

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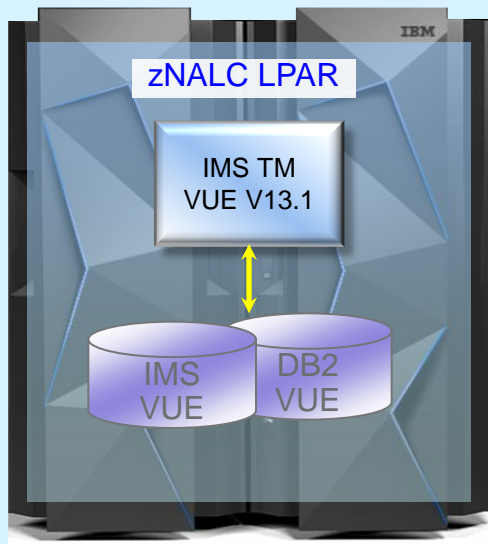
- *New qualifying Java workloads*
 - Net new Java workloads are approved through a qualification process
- *New qualifying packaged applications*
 - Qualifying packaged applications can also be run within IMS TM VUE
- *First class Java environment*
 - Built on 64-bit multi-threaded Java 7 infrastructure
 - Allows IMS to run more Java applications, by delivering enterprise-class scalability for Java workloads



Deployment options for IMS TM VUE V13.1

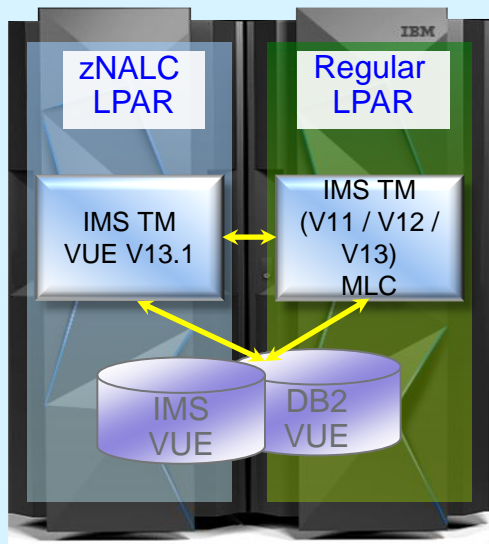
Independent

- Single zNALC LPAR
- VUE Products only



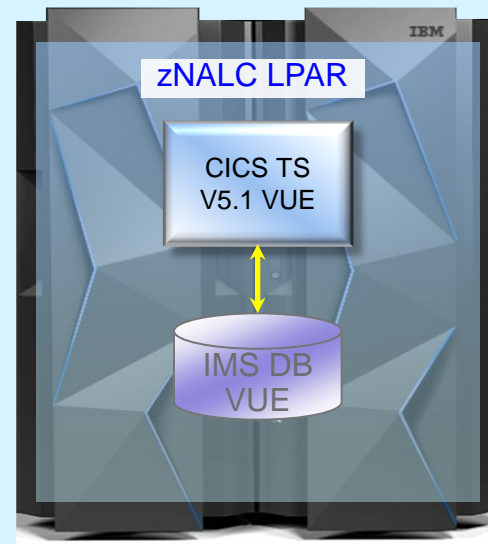
Connected

- zNALC & regular z/OS LPAR
- IMS TM VUE and IMS TM MLC LINKing to each other



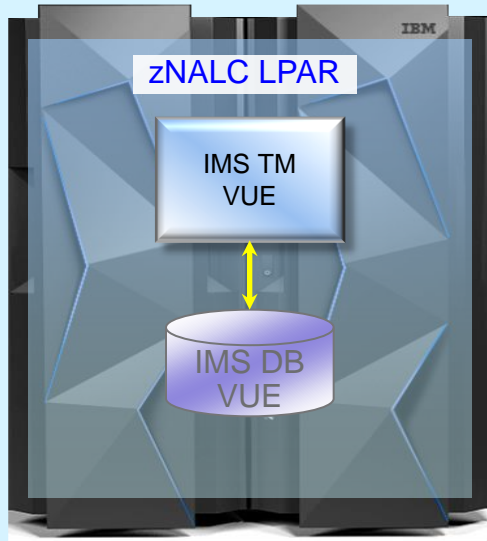
IMS DB VUE

- Single zNALC LPAR
- VUE Products only

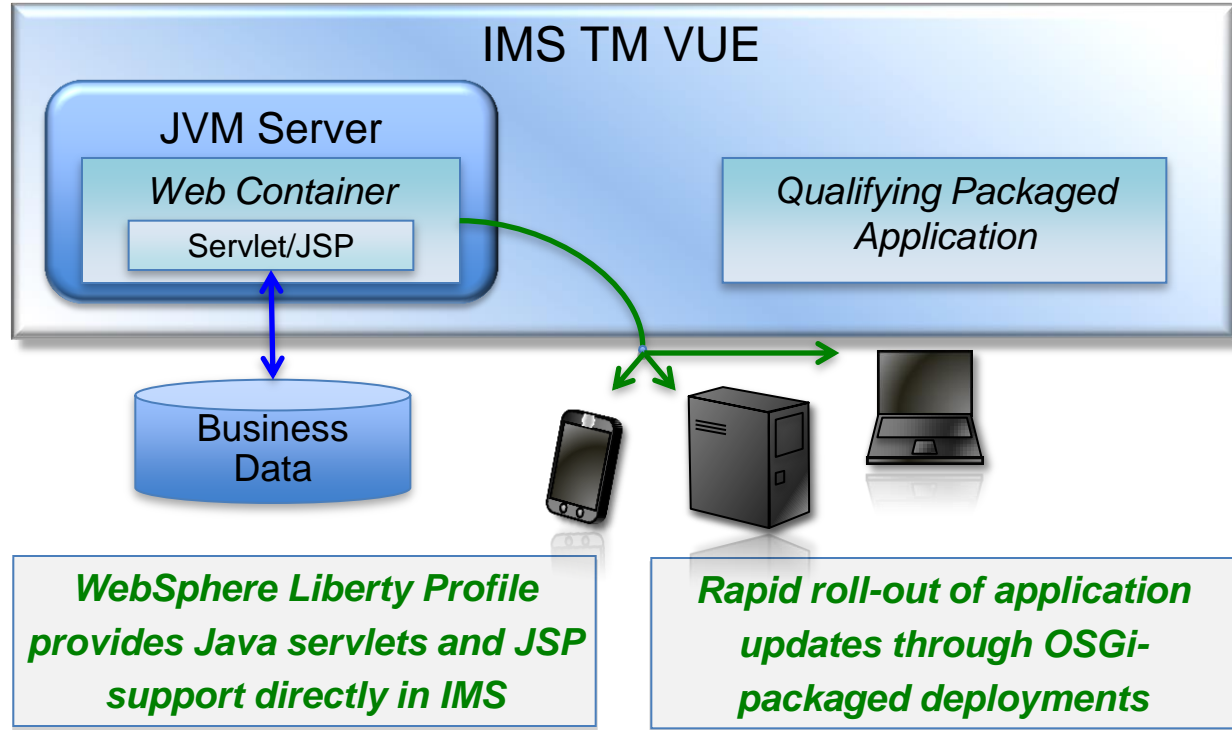


Independent

- Java applications* that are independent of existing IMS MLC
- Packaged applications*



Application examples

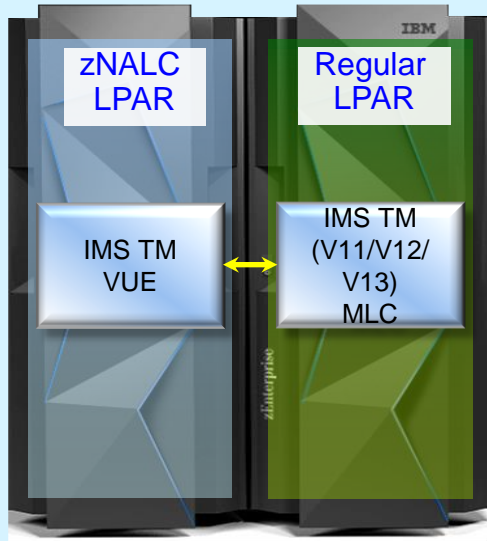


*All applications for IMS TM VUE must be qualified and approved

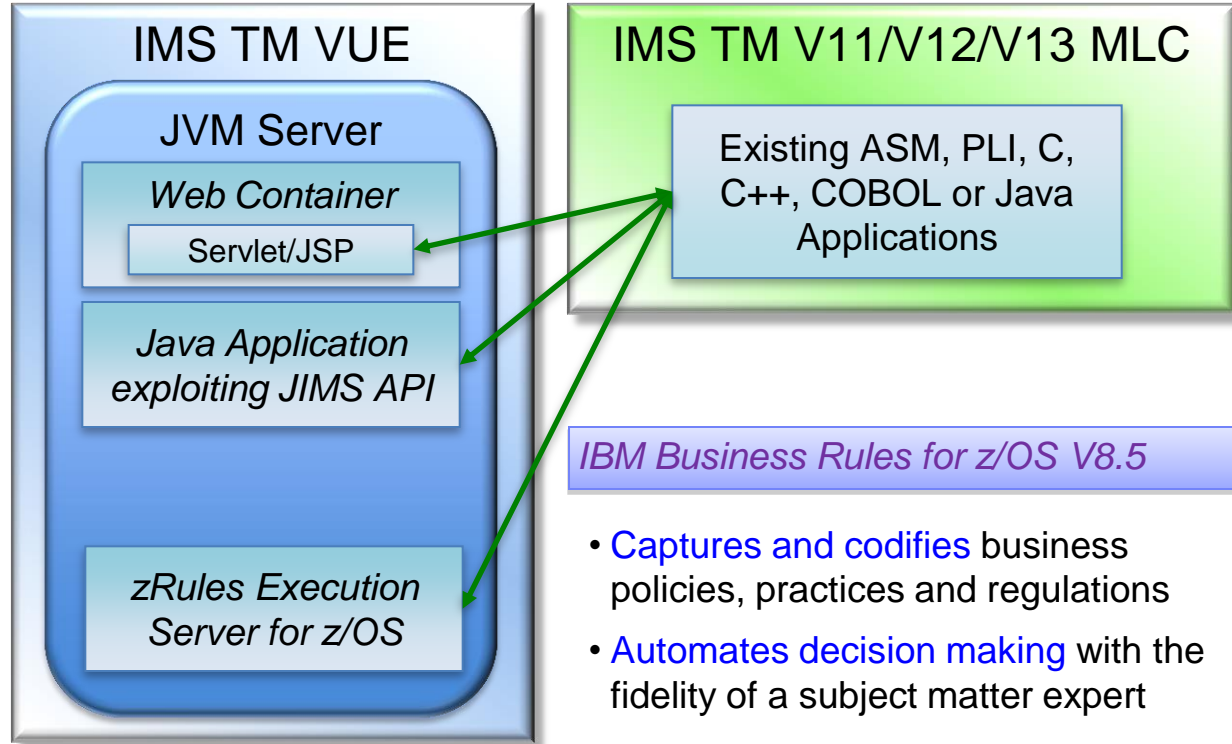


Connected

- Java applications* connecting to existing IMS MLC through a distributed program link



Application examples

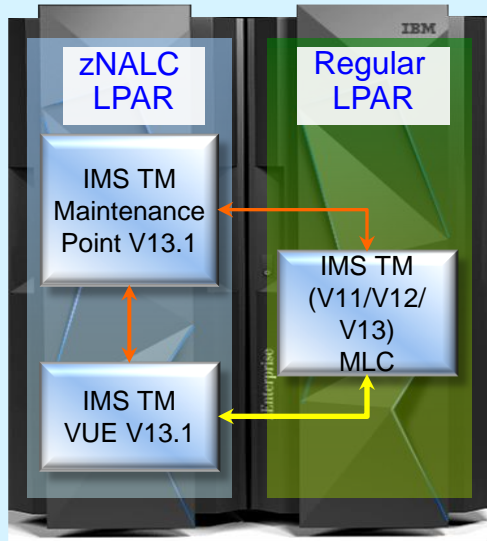


*All applications for IMS TM VUE must be qualified and approved



Federated

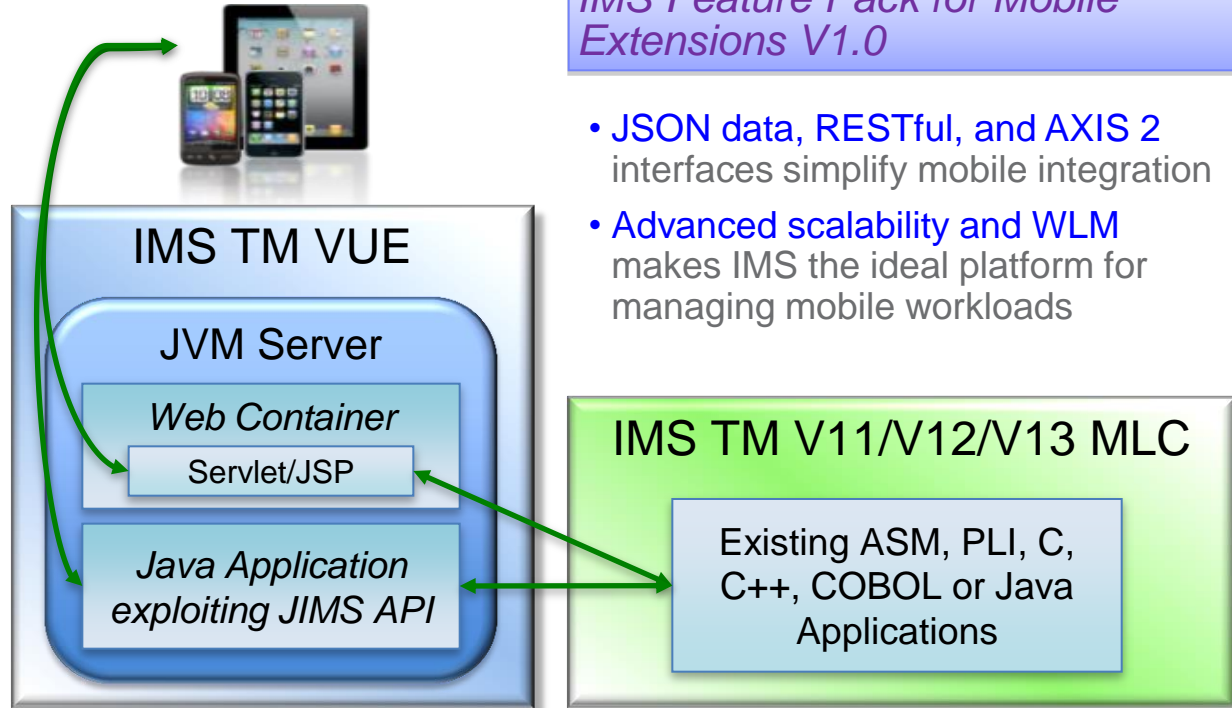
- Java applications* that interact with existing business services, requiring workload management to meet demand



Application examples

IMS Feature Pack for Mobile Extensions V1.0

- JSON data, RESTful, and AXIS 2 interfaces simplify mobile integration
- Advanced scalability and WLM makes IMS the ideal platform for managing mobile workloads



*All applications for IMS TM VUE must be qualified and approved



IMS TM / DB VUE Use Case #1

A Bank with *web/mobile applications*:

- Sees more than 30% growth in their traditional workload, from mobile, mostly inquiries
- Does not want to see increase in their MLC costs

Solution:

- Separate the inquiries from web/mobile from traditional/existing transactions
- Active-Query architecture with IMS TM / DB VUE on the secondary site
- Route the web/mobile inquiry only workload to the secondary site



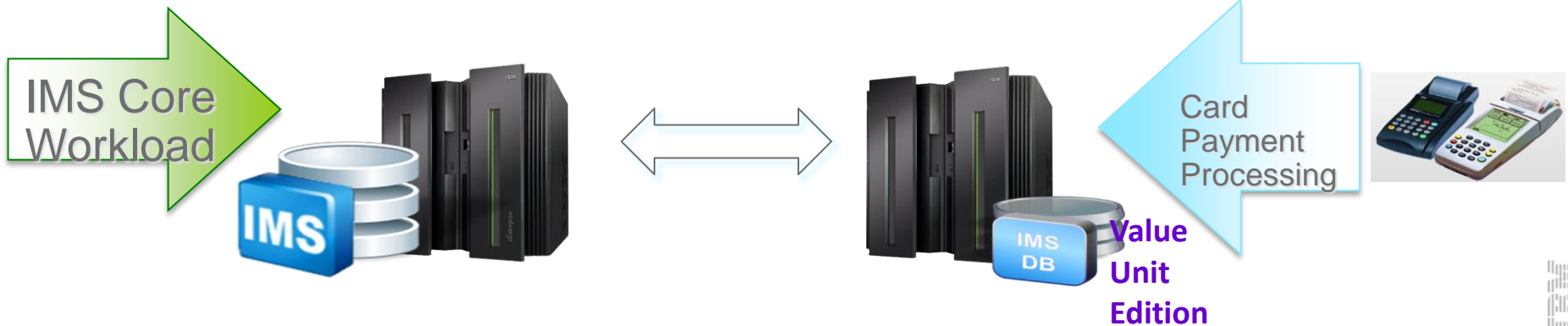
IMS TM / DB VUE Use Case #2

A Bank looking to replace an HP/Tandem *ePayment* system:

- Wants to consolidate into IMS
- Does not want to see increase in their MLC costs

Solution:

- Active-Query “like” architecture with IMS DB VUE on the secondary site (on BC12)
- New *ePayment* system is routed to the secondary site



IMS New Workload: IMS Tools Can Help

- Creating new IMS workloads:
 - **IMS Configuration Manager** provides a guided approach for:
 - Creating an inventory of your environment
 - Identifying areas of improvement
 - Validating parameters
 - Introducing resource changes in a version-agnostic process
 - Easier and quicker results if using the **IMS Cloning tool**
 - **IMS PA** and **Transaction Analysis Workbench** let you fix issues with new release
 - Evaluate transaction performance at new release early in process
 - May provide justification due to TCO reduction for migration emphasis



IMS New Workload: IMS Tools Can Help

- Managing new workloads?
 - Use **IMS Database Solution Pack for z/OS** to
 - ▶ Gather information that provides added insight into the health and availability of IMS databases.
 - ▶ Investigate, troubleshoot, and predict future database health.
 - Use **IMS Fast Path Solution Pack for z/OS** if your VUE-eligible workloads include IMS Fast Path databases (DEDBs) to automate IMS DEDB monitoring and maintenance tasks.
 - Use **IMS Recovery Expert for z/OS** to
 - ▶ Instantaneously backup, with no application downtime
 - ▶ Reduce recovery time
 - ▶ Simplify disaster recovery procedures



Purchase and Qualification Process

Purchase

- IMS TM VUE V13.1 is available from IBM Shopz
- If Shopz is unavailable in your region, please contact your IBM representative

[Click here to visit IBM Shopz](#)

→ Links to IBM Shopz website

Qualification

- Workloads must be net new Java, or an approved package application
- Approval is given by IBM after assessing the proposed new workload for compliance with the terms and conditions

[Click here for full details of the qualification process](#)

→ Links to zNALC pricing website



FAQs

- What if I have a new workload that doesn't qualify for zNALC?
 - If it is a net-new workload, please bring it forward. We will review on a case-by-case basis.
- How do I buy IMS TM VUE?
 - The same as you do for IMS DB VUE. The workload needs zNALC approval to run in zNALC LPAR, and client team needs to fill out VUE checklist. After the workload is approved, the customer buys IMS TM VUE. The client must recertify for zNALC every year thereafter.
- Can a customer flip their existing IMS TM MLC to IMS TM VUE?
 - No.
- Can my client run IBM IMS Tools in the same APAR?
 - Yes. IMS Tools are reference-based software; the cost of the tools, therefore, is based on the IMS installed, including IMS TM VUE.
- Can I use my existing IMS Tools to help migrate, manage, and recover the new workload databases?
 - Yes – a subset of existing IMS Tools will help you with these tasks.
- Can we run IMS TM VUE with IMS DB MLC or IMS TM MLC in the same LPAR?
 - Yes. You must determine how the workload will be measured in the contract.
- What does IMS Mobile Solution Pack cost?
 - Nothing. Its free with the IMS Enterprise Suite. Use it as your lead in for selling VUE.



IBM IMS Transaction Manager Value Unit Edition, 13.1



Offering	Highlights of Release and Links	VRM	PID / Part Number	Announce	GA
IMS Transaction Manager Value Unit Edition	NEW! Enables IMS 12 and 13 clients to expand new workloads in IMS through an attractive pricing option http://www.ibm.com/software/data/ims	V12 and V13	Program PID # 5655-TM1 (V12) 5655-TM2 (V13) Support PID # 5655-TMS	5/20/14	5/23/14
IMS Database Value Unit Edition	Enables IMS 12 and 13 clients to rapidly expand new qualified workloads in IMS	V12 And V13	Program PID # 5655-DSQ Support PID # 5655-DSR	5/28/13	5/31/13

www.ibm.com/software/data/ims/imsdbv/ue/

See the web page for more information



IMS TM and DB VUE Sales Resources

- Nick R Griffin/Dallas/IBM
 - 1-972-747-9226
- Kari Ann Briski/Silicon Valley/IBM
 - 1-408-463-4413
- Sandy Sherrill/Silicon Valley/IBM
 - 1-408-463-3347

