

EXECUTIVE | SUMMARY

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In our world of instant-on-hyperconnectivity, exposure to everything, and an abundance of activities and options available for today's youth, there's a great deal of concern about the threat to the sacred family structure. For family to remain relevant in children's lives, it comes down to core values, including reliability, trust,

support, and loyalty. These principles are the foundation upon which children can always rely, no matter where their attention has been diverted to the latest trend, fad, or temptation.

In our profession, our "family" consists of the community of people who make up our industry; in many ways inter-related and dependent upon each other. It's amazing to see the same ideals are what keep the mainframe community relevant throughout the data processing ages, despite all the distractions, trends, and temptations.

IBM mainframe-based computing remains ingrained within the infrastructure of a majority of the world's largest and most critical organizations. And it's precisely the same core family values that make that true. Despite the continued challenge by many that the only solution for new information technology direction is a different platform, IBM has earned the family's trust with more than five decades of proving that vital systems can also be rock-steady. But this trust hasn't been built simply upon a historical legacy of success, as many people assume. Rather, it's the rapidly evolving complement of technology, value, and performance that keep the mainframe relevant and "trustworthy."

So, where's the proof of IBM's loyalty to a customer base well into its fifth decade? In addition to remaining true to the well-conceived original design that was the sole computing architecture crafted for commercial processing use (described by one long-time IBMer as the "well-balanced cube" of I/O, CPU, memory, and storage), IBM has improved its bottom-line value in exponential ways, just in the current decade alone.

The lineage of the IBM System z line of processors provides a remarkable trend of growth, capacity and affordability, all while focusing on today's "green" metrics. Scalability continues to be a calling card; with the z10 BC's entry at 26 MIPS all the way through the newly announced zEnterprise 196, which tops out at an unbelievable 52,000 MIPS in a single footprint! The z196 can offer a total of 96 cores, delivering up to a 40 percent improvement in performance, and a 60 percent increase in capacity compared to the z10 EC models. To deliver growing functionality in the expanding focus on

virtualization, a single core can support up to 50 distributed servers, thousands on a single system. Linux workloads

now offer up to 60 percent more performance at a 35 percent reduction in cost, delivering a virtual Linux server for less than a dollar per day! Security remains one of the primary reasons so many large financial institutions and government organizations continue to rely upon mainframe technology. The z196 improves the mainframe's gold standard in this area, offering next-generation public key technologies compatible with mobile environments.

With the variety of measured workload-based pricing plans (generically, Workload License Charges [WLC]), customers may pay for only the portion of the system they're using. Here's an entry-level scenario that seems almost surreal: A customer could actually buy a 240 MIPS processor with extra capacity for seasonal or emergency needs, but still pay for as few as 20 MIPS in software cost according to their measured usage, and these savings accrue the larger the MIPS range in use.

What does the mainframe truly stand for? I recently had a conversation with a friend who is an executive of an international financial organization, which, given the company's size and prominence, was almost beyond belief. They provide services to North America through a mainframe-based system as they have for decades. The exact same services are provided to Europe but using a UNIX/open systems configuration. While their historical uptime standard is usually beyond the hallowed five 9s, he told me they recently experienced a full system outage in their open systems environment of nearly four solid hours. Customers were completely cut off from usage, resulting in thousands of failed transactions. The failure happened as part of an application roll-out, and the systems were literally intractably frozen. My friend said, "This next week, there could be discussions about why all of our centers aren't using the mainframe-based system. In light of this, no one will care about the religious beliefs that led us to the open systems version."

Family values: security, reliability, and predictable and repeat performance. Just as we know in our own family lives, these values can prevent dysfunction and breakdown.

That Sums It Up. **ME**

Family Values

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