

# Bringing Sexy to IBM i



How in the world did you  
decide to talk about ...

SEXY



# Large User Group







**A long time ago, in a LUG meeting far,  
far away ...**



**A long time ago, in a LUG meeting far,  
far away ...**

**in Minnesota ...**





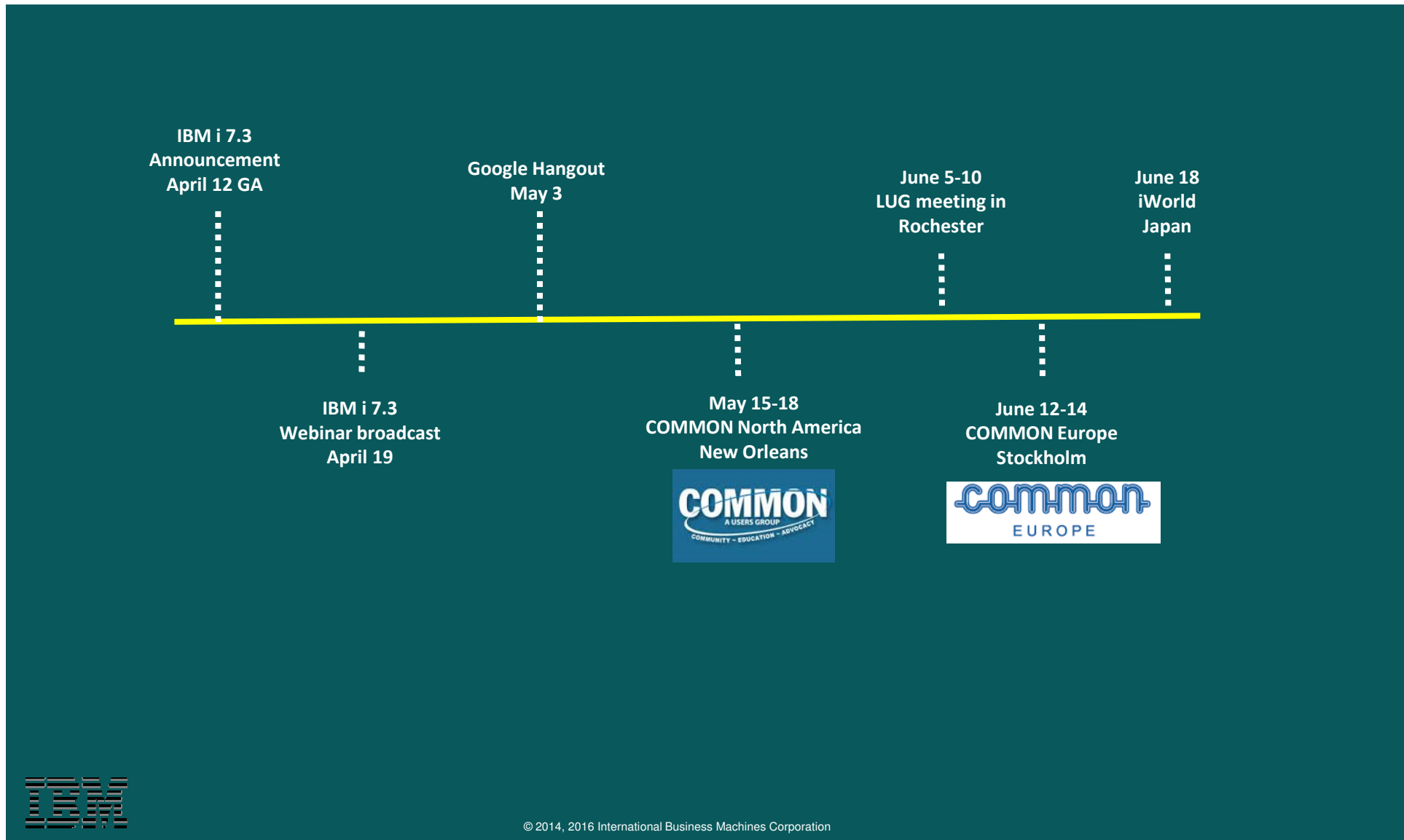


Scott





## IBM i Marketing Campaign - Overview





And there was much rejoicing!





**We're going to bring**

**SEXY** back

**to IBM i**

And there was **more** rejoicing!











SEXY







Why not?!?



And Tim did much rejoicing!







Rejoicing is not the word I'd use!







## IBM i in the modern IT world.







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# The **SEXY** Agenda

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- What is IBM doing for the image of IBM i to make it sexy?

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- What is IBM doing for the image of IBM i to make it sexy?
- How does Steve help others see IBM i as sexy?

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# The **SEXY** Agenda

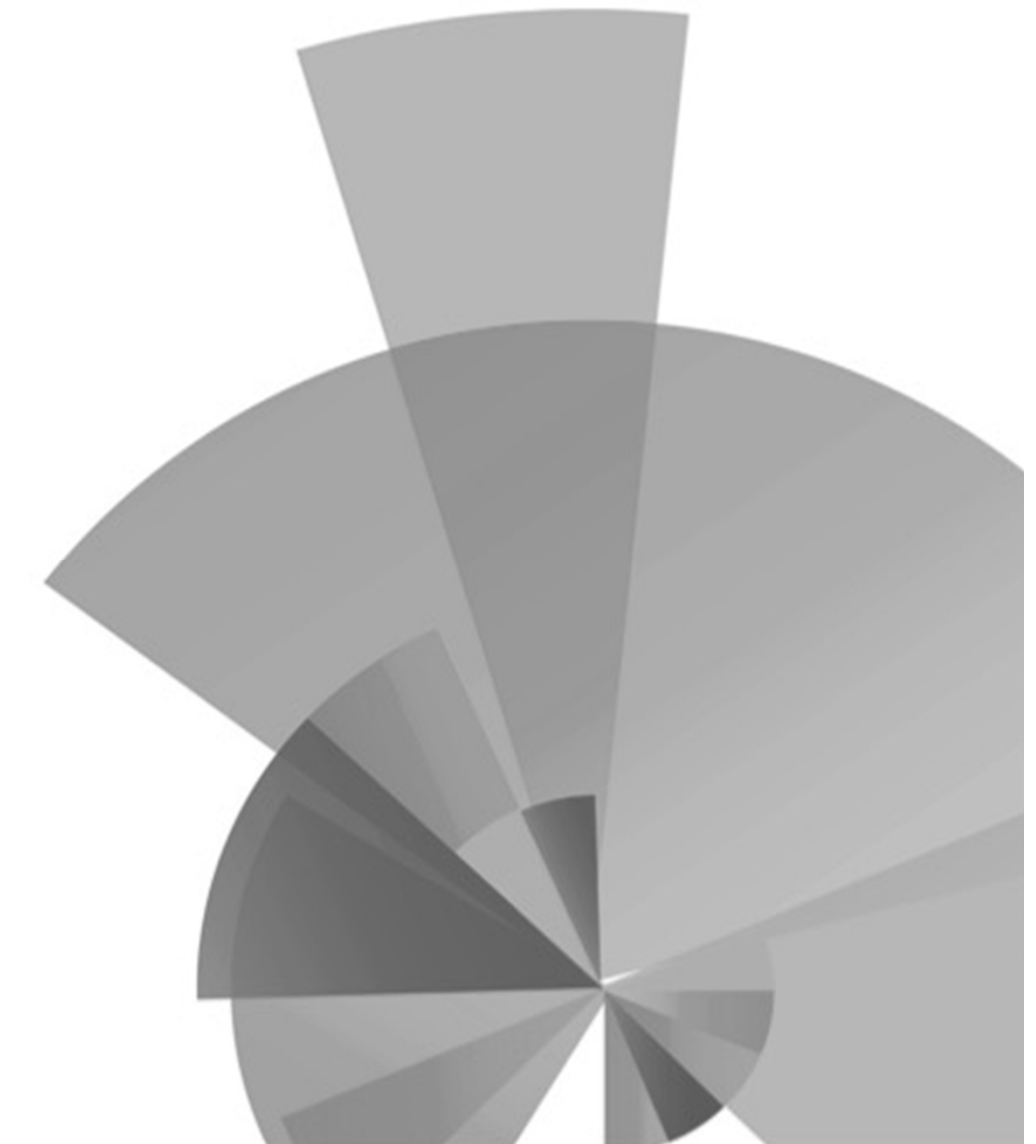
- What is IBM doing for the image of IBM i to make it sexy?
- ~~• How does Steve help others see IBM i as sexy?~~

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# The **SEXY** Agenda

- What is IBM doing for the image of IBM i to make it sexy?
- **How can a fan of IBM i help others see IBM i as sexy?**

# IBM Messaging



# New Release

## Developers: IBM i speaks your language.

Meet IBM i 7.3 with new support for Git and Orion.



## IBM i 7.3 now lets you:



Deepen your data insight.



Forecast trends with more advanced analytics.



Enhance Security Management.

# Social Tiles for Blogs

**You think you know IBM i?  
You haven't met 7.3.**

The platform you know and love.  
The capabilities you've asked for.



Power Systems 

<http://bit.ly/23BeZ3e>



Streamline access and  
enhance security with  
**IBM i 7.3 Security  
Authority Collection.**


IBM.

<http://bit.ly/1RRwVTb>

**Dive in!**

IBM i 7.3 enables you to  
get deeper data insights  
with modern OLAP  
built-in to DB2 for i.



Power Systems 

IBM.

<http://bit.ly/1SMv9iO>



# Webinars

**Rev up your system with the latest capabilities from IBM i**

Join the Europe webinar April 21  
13:30 BST and 14:30 CEST



**What's new with IBM i?  
Learn about the latest capabilities from IBM i 7.3**

Register to watch the webinar on-demand now.



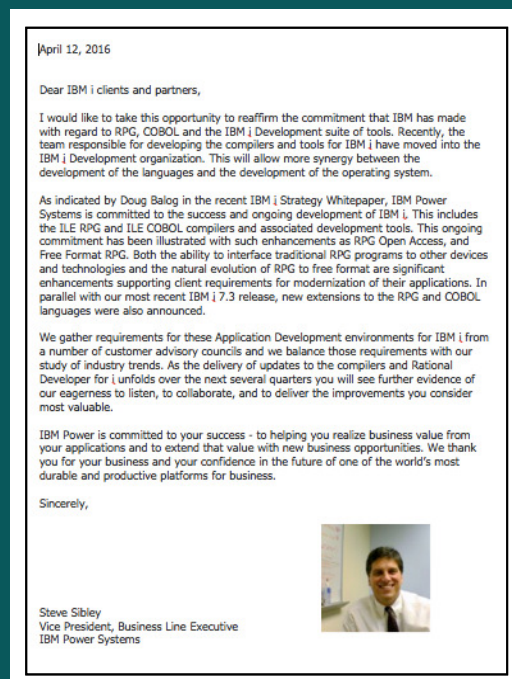
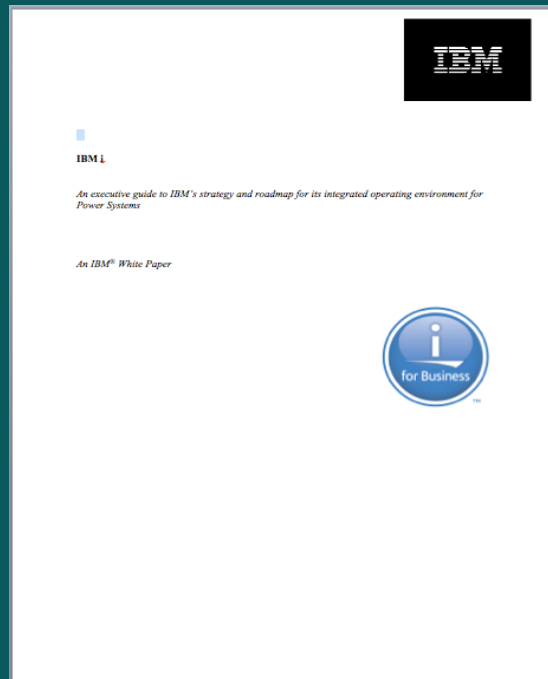
# Strategy Paper

## IBM i in the modern IT world.

Get your IBM i Strategy Whitepaper and roadmap for Power Systems.



# Refreshed for New Release



[bit.ly/IBM\\_i\\_2016\\_Roadmap](http://bit.ly/IBM_i_2016_Roadmap)

# Infographic – Summary of Features of IBM i 7.3



**Why upgrade to IBM i 7.3?  
Here's the scoop**

**Gain deeper insights**  
IBM® DB2® for IBM i Temporal Support lets you accurately analyze data within a specific historical time period and compare results against current data sets.

**Enhance security management efforts**  
Analyze who accesses what data at what time with security authority collection, a unique enhancement in IBM i 7.3 that helps keep your systems secure.

**Accurately and efficiently forecast trends**  
Use OLAP capabilities built into DB2 for performing more advanced analytics to optimize planning, proactively adjust to market conditions and move quickly on business-critical opportunities.

**Upgrade to IBM i 7.3 and experience the latest IBM i innovations for yourself.**

Contact an IBM representative now:  
1-866-872-3902  
Priority code: Power



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# Google Hangout



**How Companies are Succeeding with IBM i**

Watch the live Google Hangout and join in on Twitter  
Tuesday, May 3 at 11 AM EST

**#IBMi**

**MODERATOR**

  
**Alison Butterill**  
Product Offering  
Manager for IBM i  
[@IBMiSight](#)

**PANALISTS**

  
**Steve Pitcher**  
Enterprise Systems  
Manager, Scotsburn Dairy  
[@stevencpitcher](#)

  
**Tom Huntington**  
Executive Vice President  
of Technical Solutions  
at HelpSystems  
[@tjhungtinton](#)

  
**Trevor Perry**  
Speaker and  
IT Consultant  
[@ericjooka](#)


# Fresh Faces

IBM Power Systems    Solutions ▾    Systems ▾    Operating systems ▾    Software ▾    Resources ▾


## Fresh faces of IBM i

Meet the next generation of IBM i innovators who push the boundaries of what is possible with IBM Power Systems.


[Read about it in the IBM Systems Magazine](#)



**Lynell C. Constantine**  
Applications Developer  
Credentials Solutions



**Christian Kaddatz**  
Software Developer  
Tradui Technologies GmbH



**Valerie Smith**  
Systems Engineer  
University of Pittsburgh Medical

[Contact IBM](#)

## YouTube Videos



<http://bit.ly/1S7xHxx>



<http://bit.ly/1WhM7uT>



<https://www.youtube.com/watch?v=BmZJ-lhcyfk>




**YouTube**



0:27 / 0:35

## How to Become an IT Legend

 **ibmpowersystems**  
[Subscribe](#) 2,448

51 views

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**Become the IT legend.  
Run modern workloads on IBM i**

**But Wait,  
THERE'S  
MORE!**

How can you help others see IBM i as **SEXY**?

What  
is

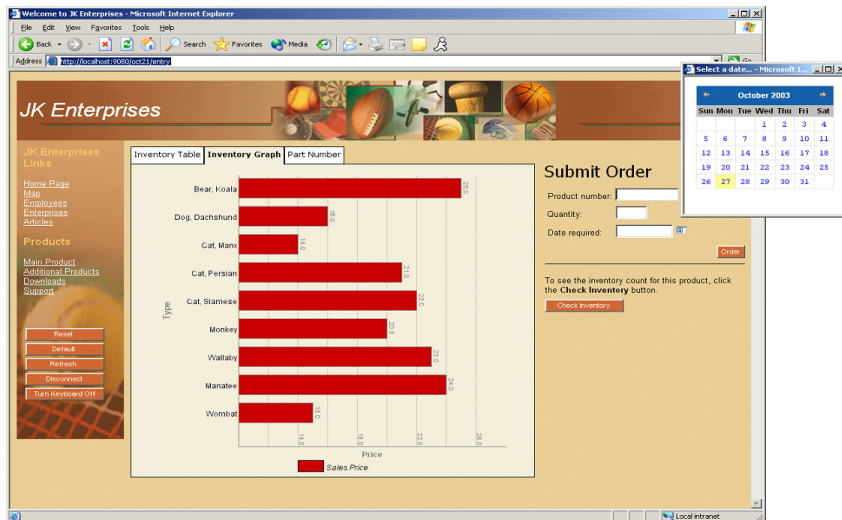
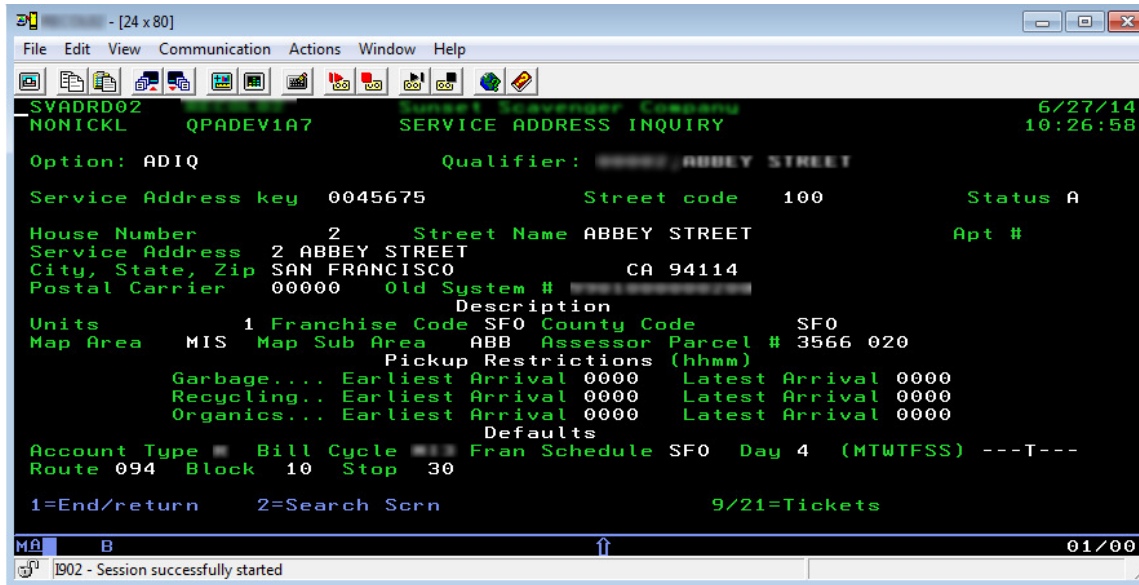


# FIRST IMPRESSIONS

# Head-Turning Good Looks



# Do these have “Head-Turning Good Looks”?



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# IBM i Application Development Strategy



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**Attractive Applications are Mobile-enabled**

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# IBM i Application Development Strategy

## **Attractive Applications are Mobile-enabled**

- Enhance traditional RPG to enable mobile.

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## **Attractive Applications are Mobile-enabled**

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- Support development tools – languages and tools – which make mobile interfaces easy on IBM i.

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# IBM i Application Development Strategy

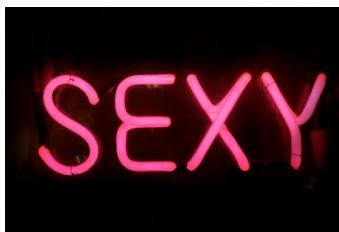
## **Attractive Applications are Mobile-enabled**

- Enhance traditional RPG to enable mobile.
- Support development tools – languages and more – which make mobile interfaces easy on IBM i.
- Work with partners, open source and IBM to embrace mobile.

# Head-Turning Good Looks!



# Head-Turning Good Looks!



What  
is

SEXY ?

**per·son·al·ity** /ˌpɜːnəl·ɪˈti/

of being a person

*respect the ~ of a*

up a person's ch

woman with





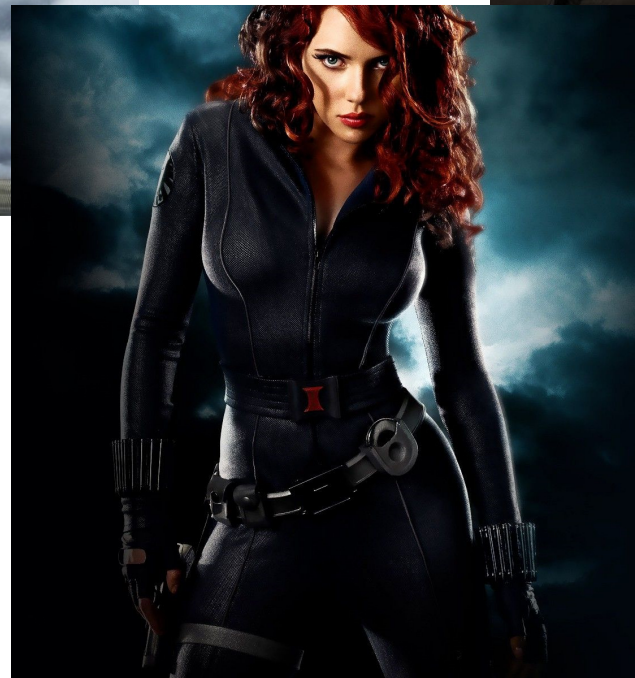
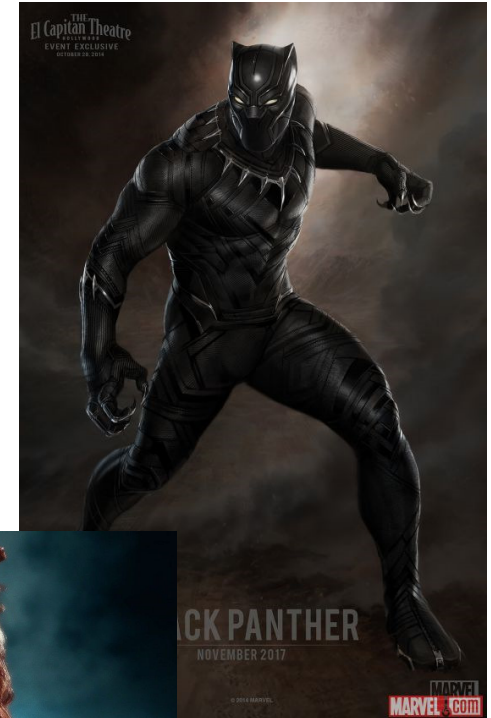
# PERSONALITY



It's **beauty** that captures your attention;  
**Personality** which captures your heart.



# Heroic

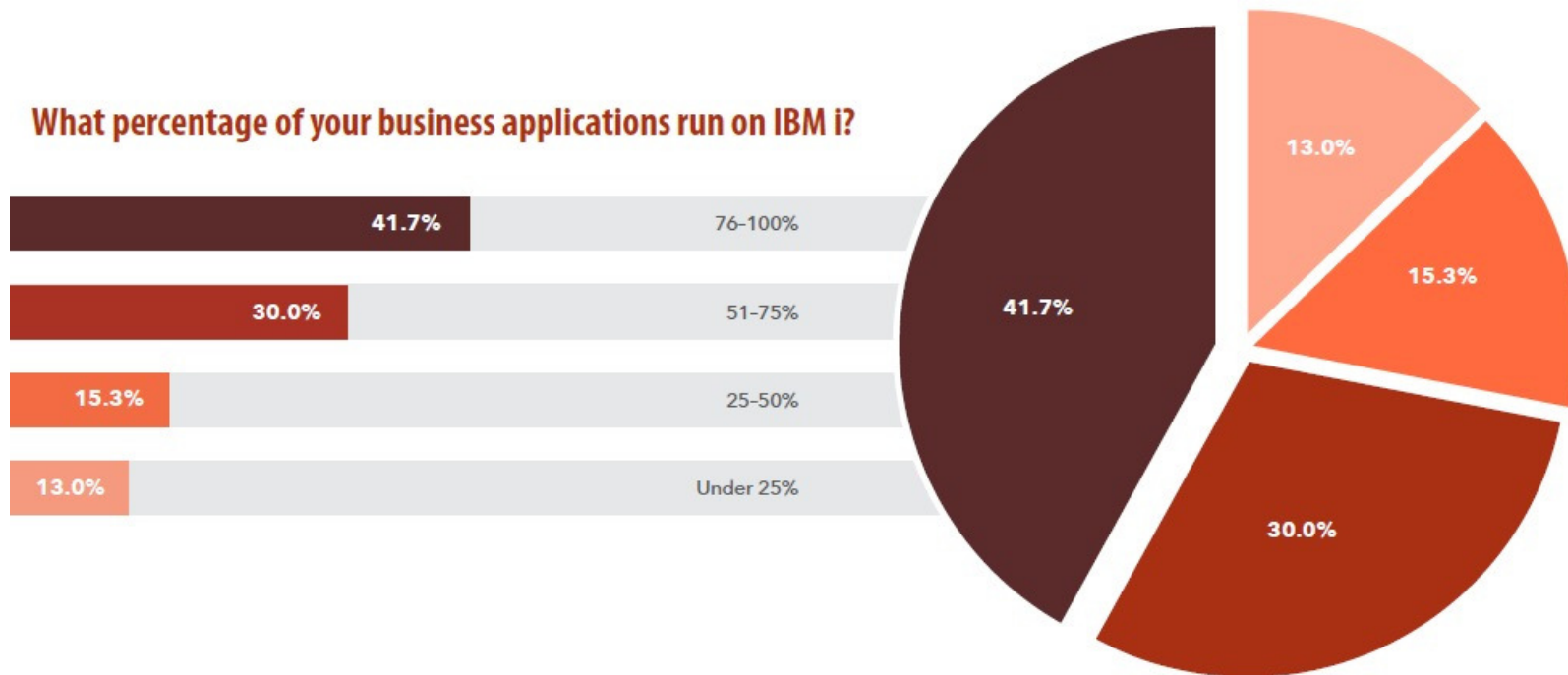


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# Heroic in IT – Handling the Critical Challenges

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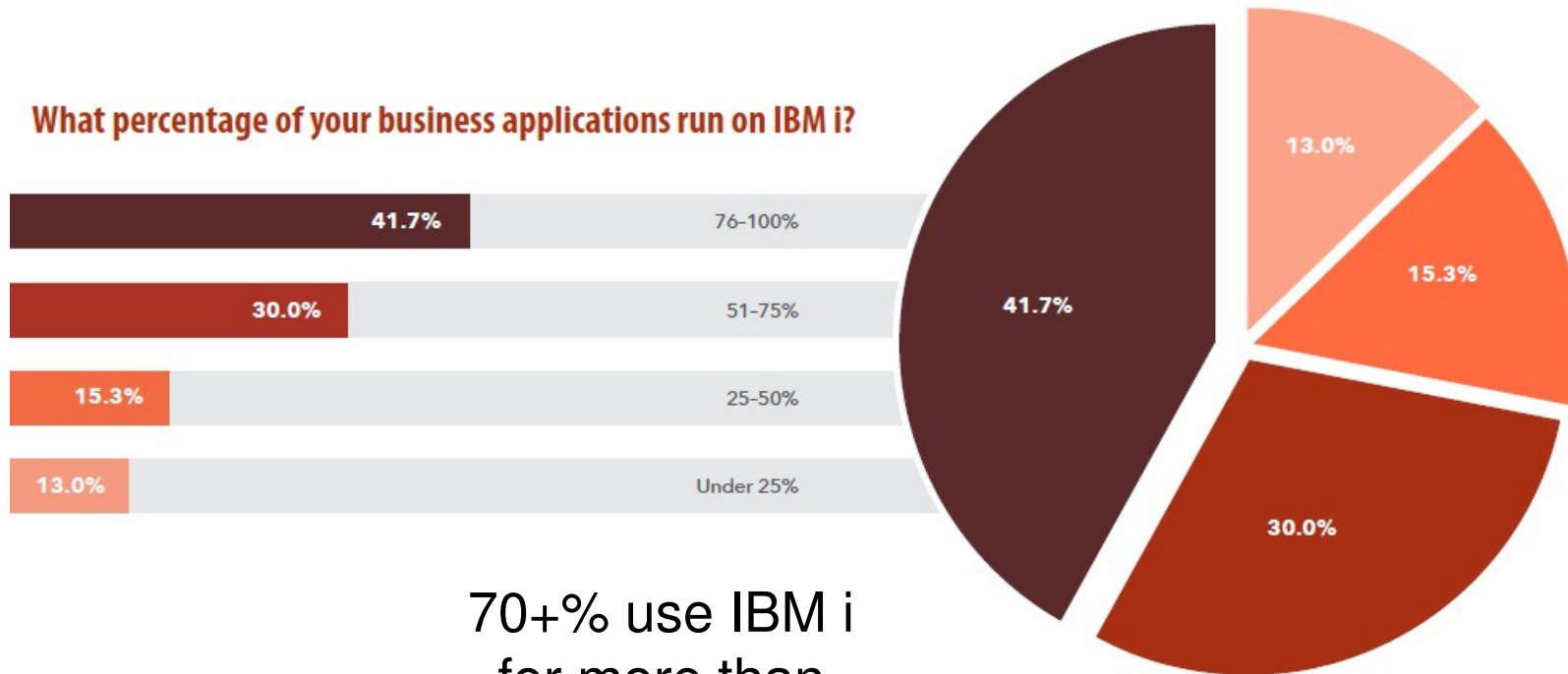
**What percentage of your business applications run on IBM i?**



<https://www.helpsystems.com/resources/guides/2017-ibm-i-marketplace-survey-results>

# Heroic in IT – Handling the Critical Challenges

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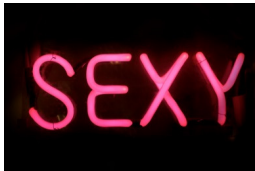
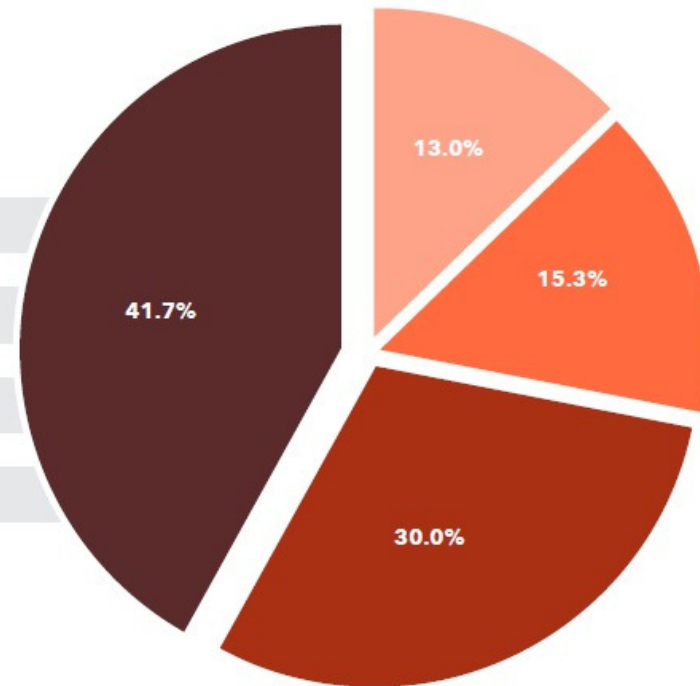
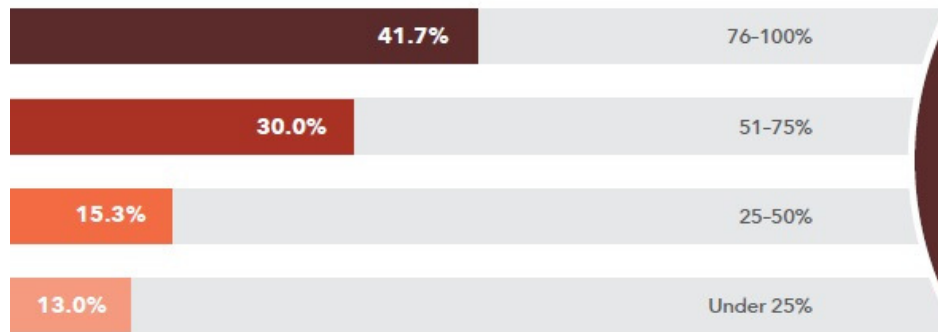


70+% use IBM i for more than half of their core business.

<https://www.helpsystems.com/resources/guides/2017-ibm-i-marketplace-survey-results>

# Heroic in IT – Handling the Critical Challenges

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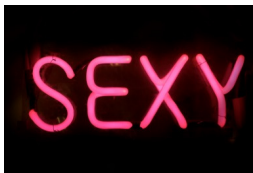


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<https://www.helpsystems.com/resources/guides/2017-ibm-i-marketplace-survey-results>

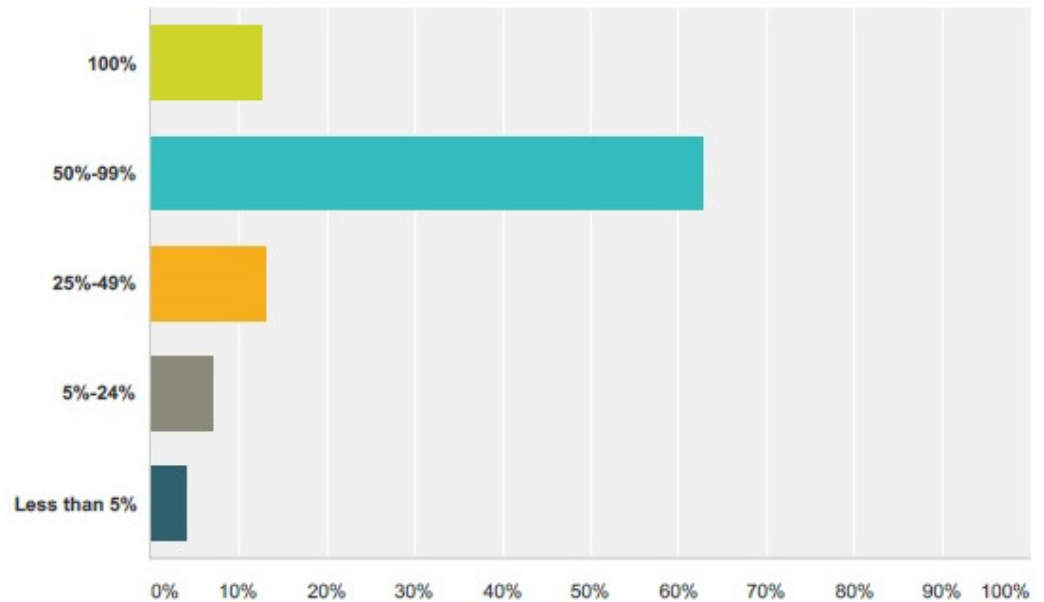
# Heroic in IT – Handling the Critical Challenges

80+% use IBM i  
for more than  
half of their core  
business.



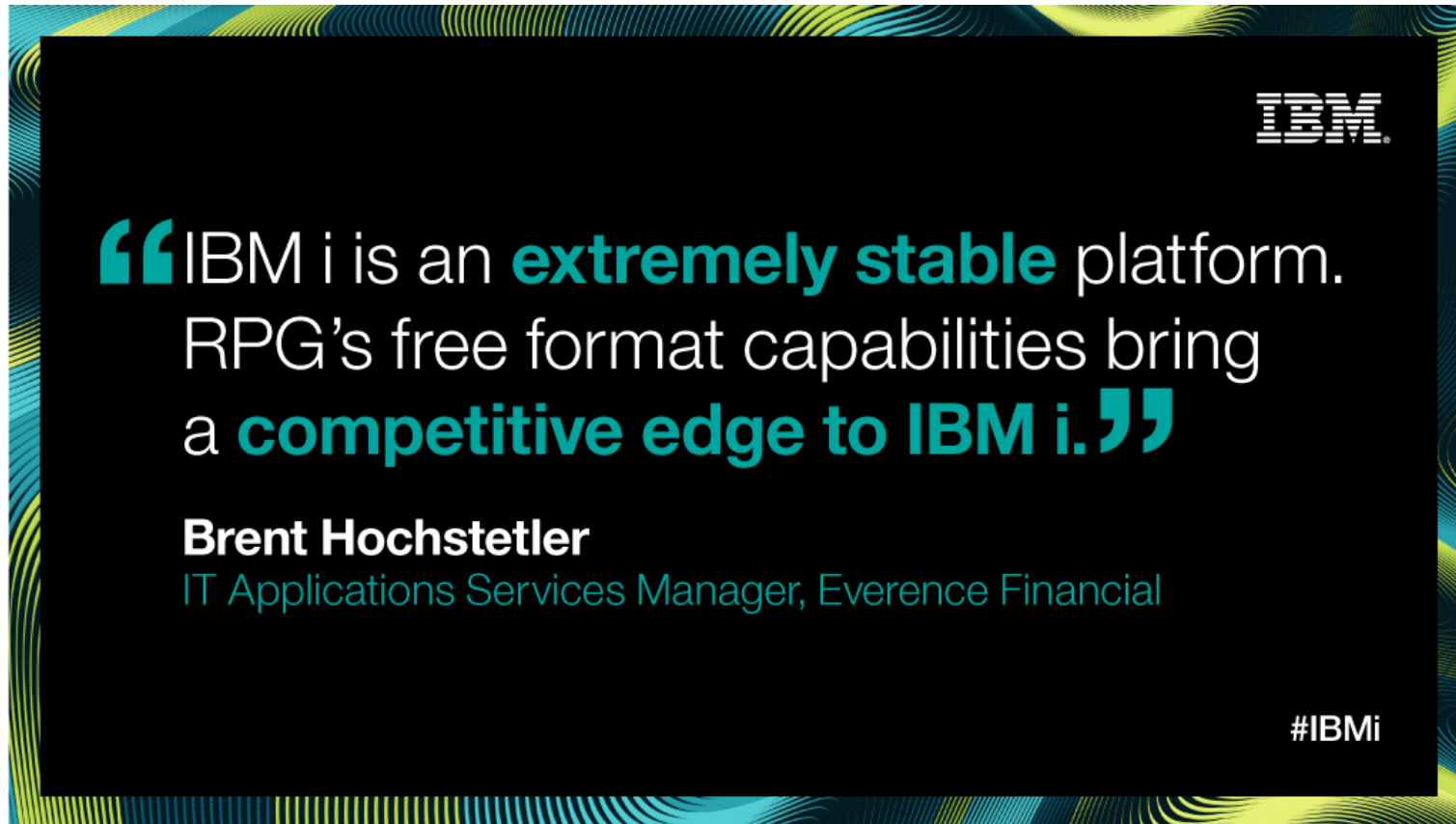
Q17 What percentage of your business applications run on the IBM i platform?


Answered: 450 Skipped: 51



Source: Profound Logic Survey

## Heroic in IT – Handling the Critical Challenges





“IBM i is an **extremely stable** platform. RPG’s free format capabilities bring a **competitive edge to IBM i.**”

**Brent Hochstetler**  
IT Applications Services Manager, Everence Financial

#IBMi



What  
is

SEXY ?



# Commitment



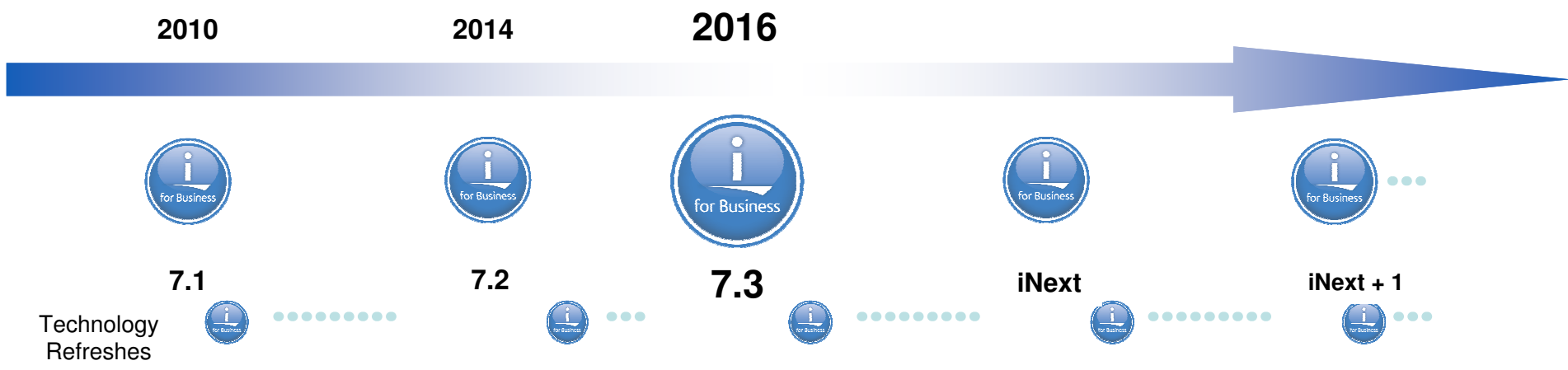
## Commitment



IBM Commitments from 1980s were met.

30-year old code still runs today.

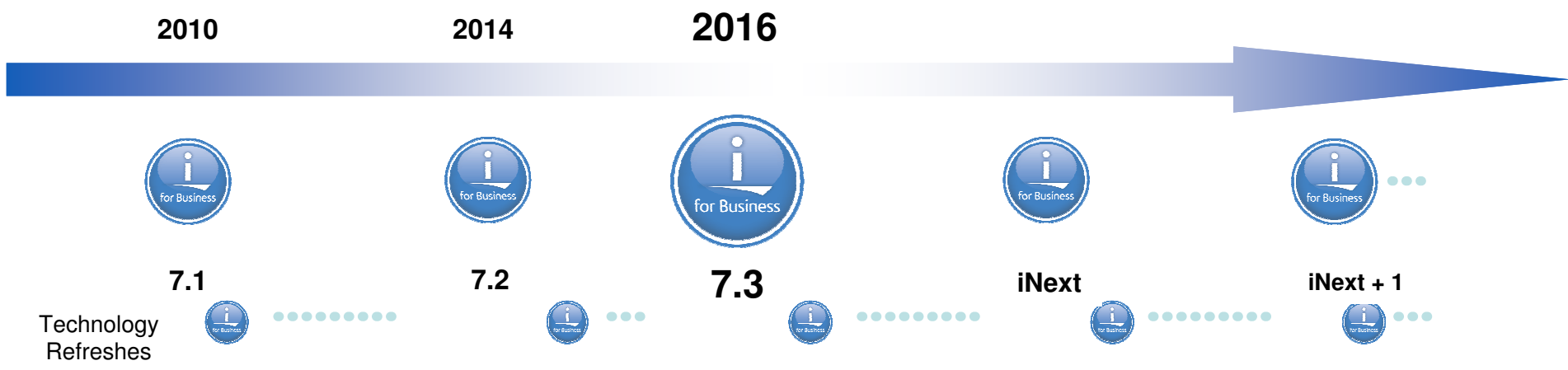
## Commitment



## Future Releases Under Development

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

## Commitment

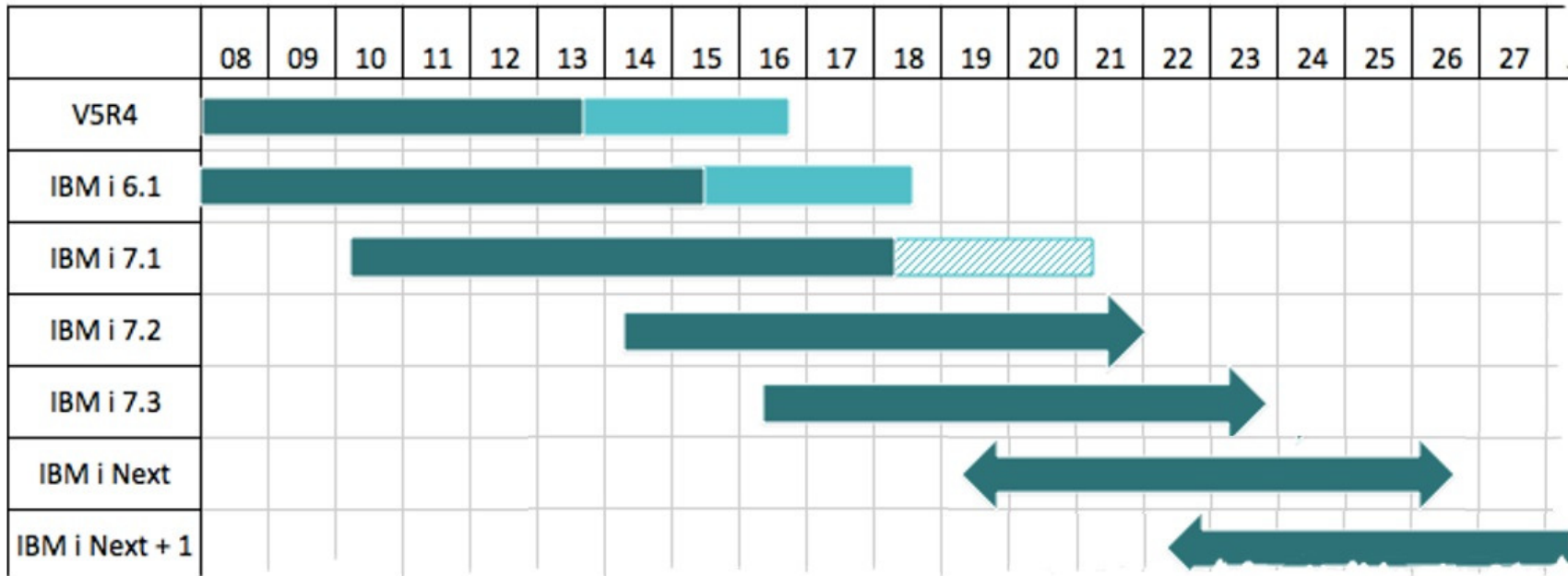


## Future Releases Under Development



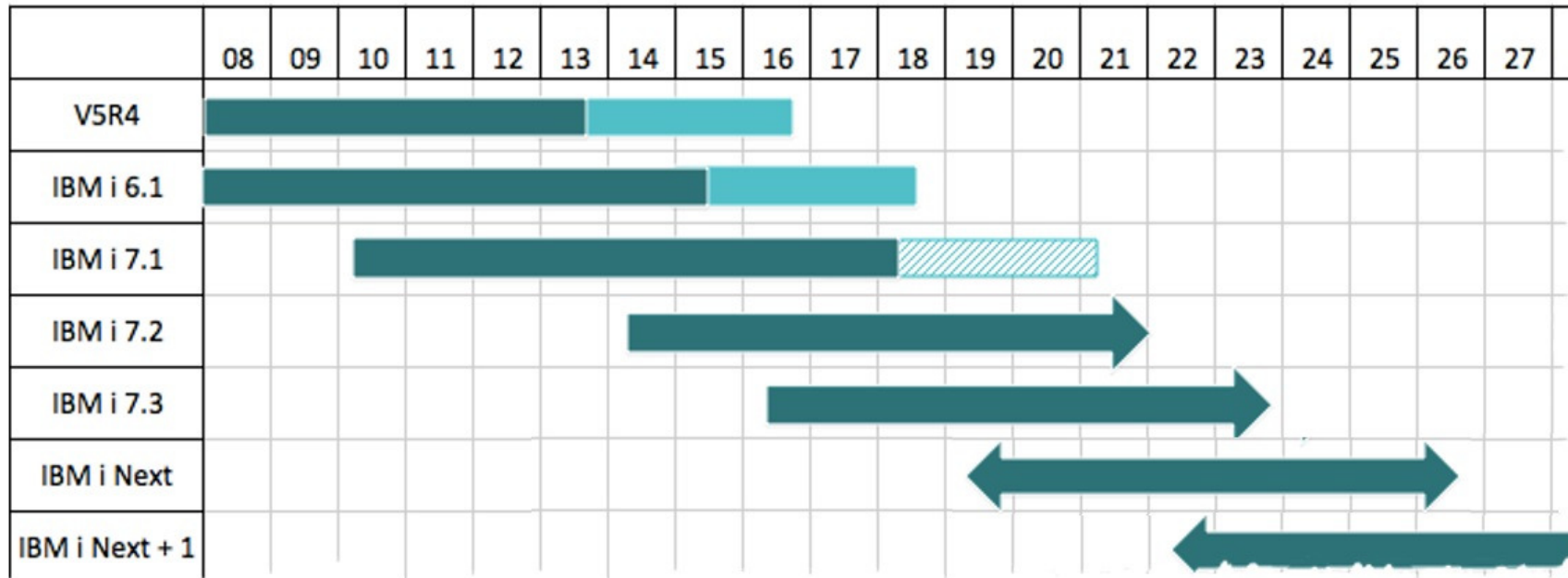
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# Commitment



IBM i Roadmaps beyond 2027

# Commitment



IBM i Roadmaps beyond 2027





# FIRST IMPRESSIONS

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# The Right Measurements

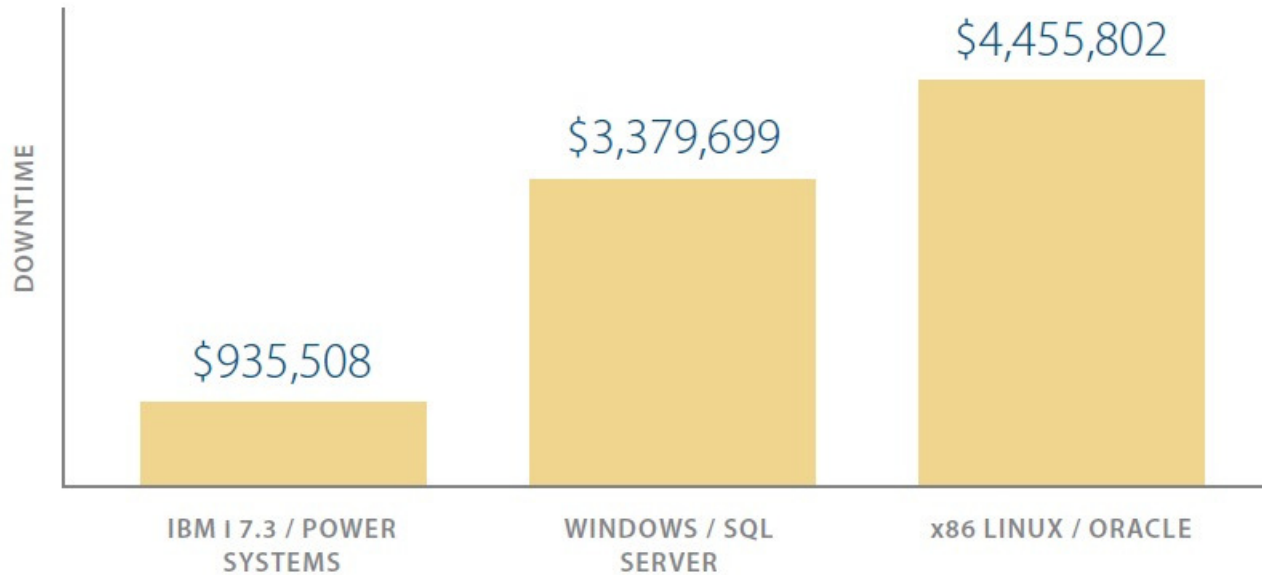
# The Right Measurements

24 x 7 x 365

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24 x 7 x 365

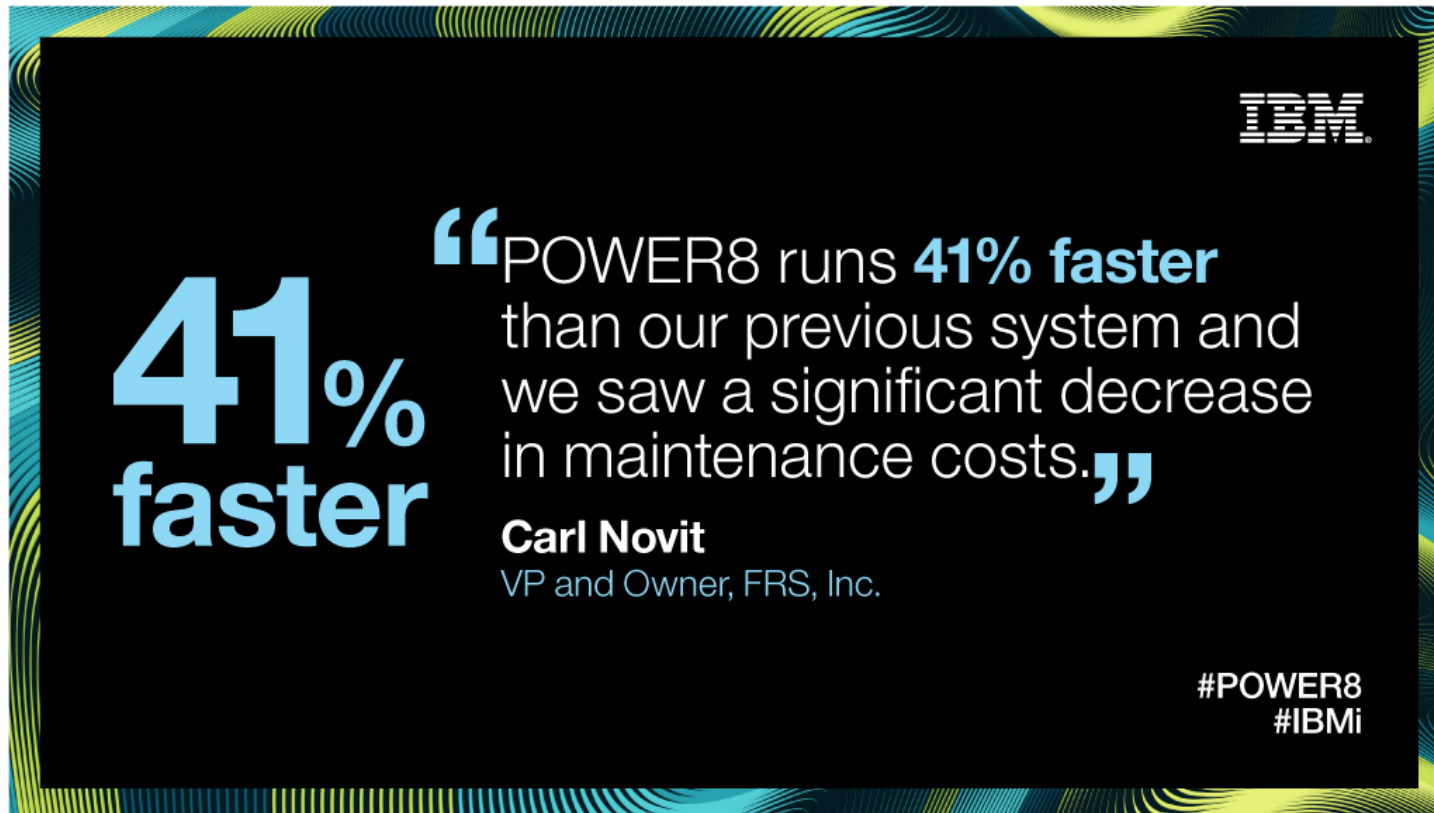
FIGURE 3: Three-Year Costs of Downtime—Averages for All Installations



SOURCE: Quark + Lepton (August 2017)

3 - 4xmore reliable

## The Right Measurements



**41%  
faster**


**“**POWER8 runs **41% faster** than our previous system and we saw a significant decrease in maintenance costs.**”**

**Carl Novit**  
VP and Owner, FRS, Inc.

**IBM**


**#POWER8  
#IBMi**

## The Right Measurements



“By upgrading to POWER8,  
we **reduced back-up** time from  
**7 hours to just 1 hour.**”

**Barbara A. Baase**  
System Admin., Duro-Last Roofing



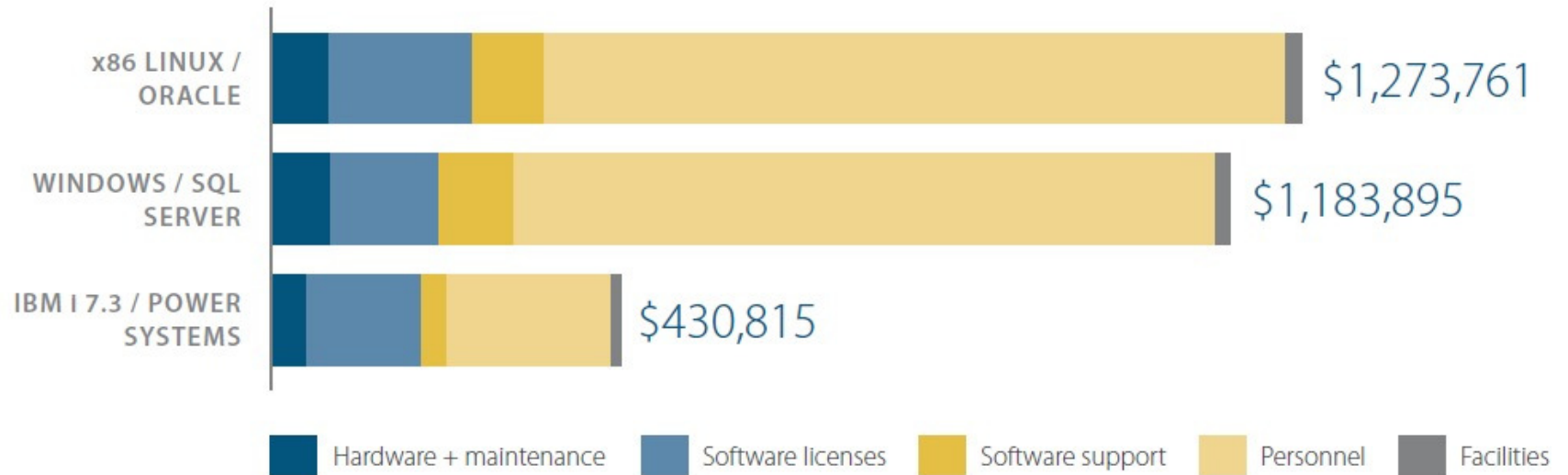
#IBMi

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# A Cheap Date

# A Cheap Date

**FIGURE 1:** Three-year Costs by Platform—Averages for All Installations



SOURCE: Quark + Lepton (August 2017)

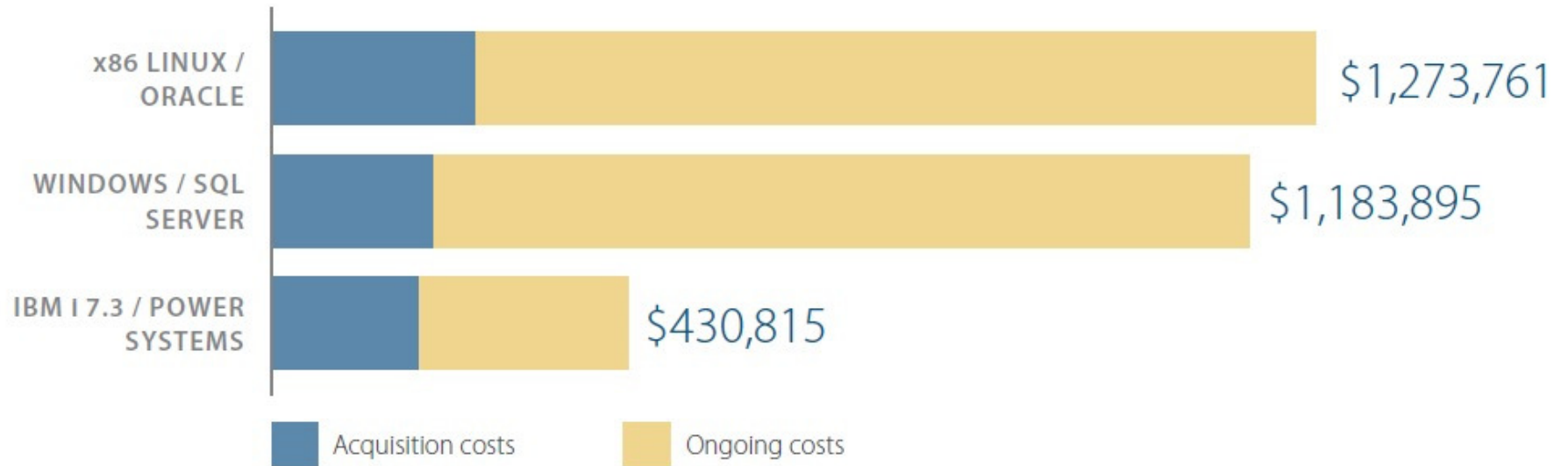
60% Lower Total Cost of Ownership

[Study Link](#)



# A Cheap Date

**FIGURE 2:** Three-year Acquisition and Ongoing Costs by Platform—Averages for All Installations



SOURCE: Quark + Lepton (August 2017)

## Comparable Total Cost of Acquisition

[Study Link](#)



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# A Good Family

# A Good Family

**AS/400<sup>®</sup>**

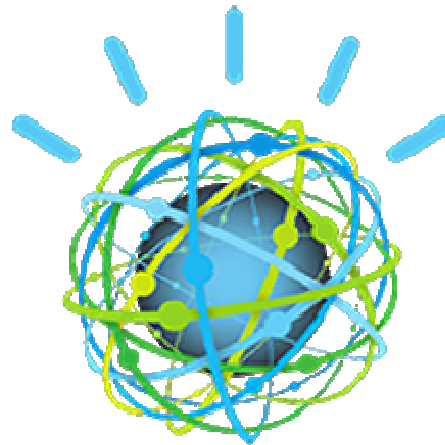
**IBM iSeries**

**IBM**  
Power  
Systems 

# A Good Family



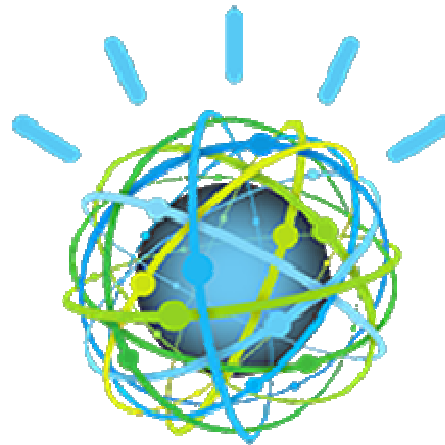
# A Good Family



**IBM Watson**



# A Good Family

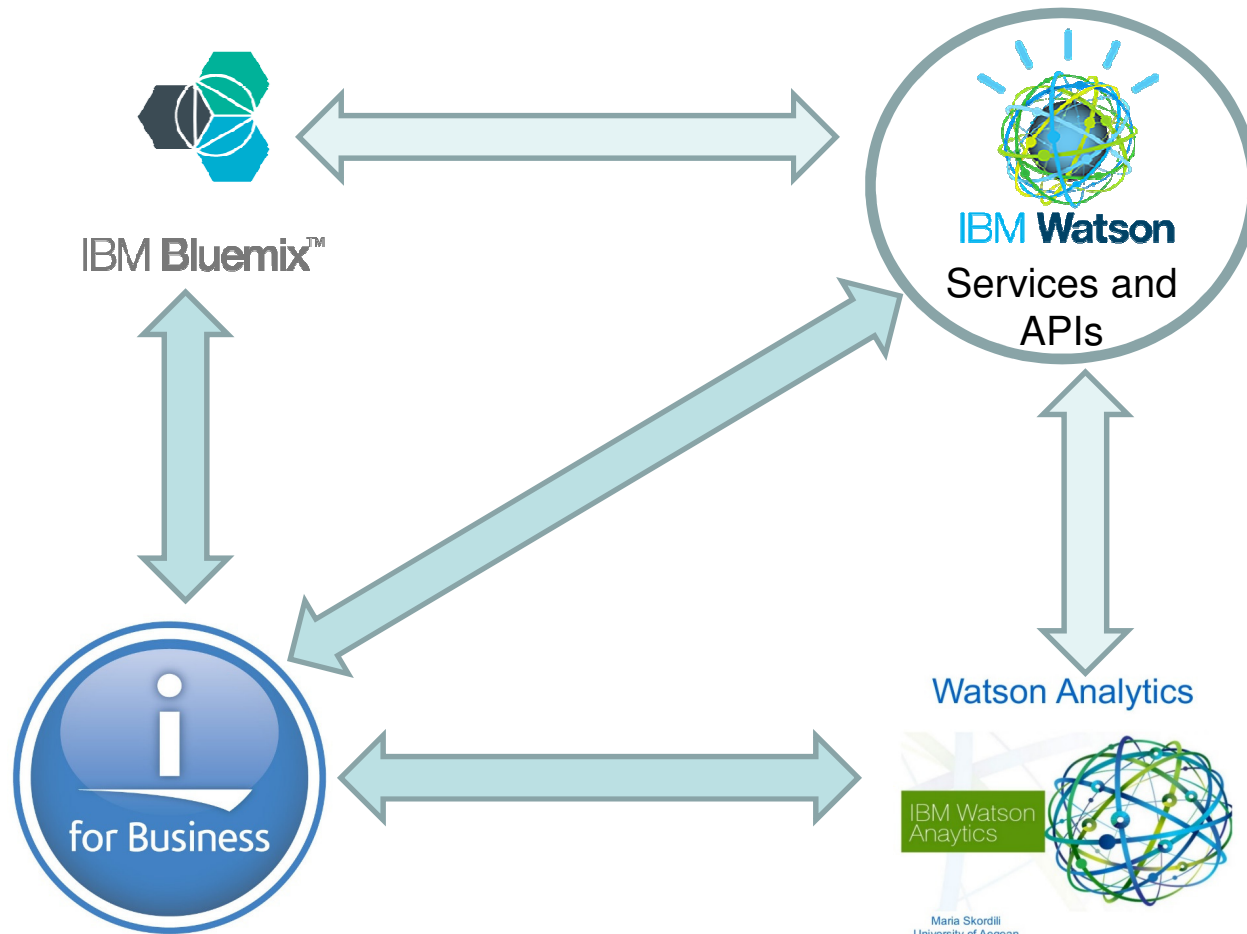


**IBM Watson**



A Doctor in  
the Family!





Maria Skordili  
University of Aegean

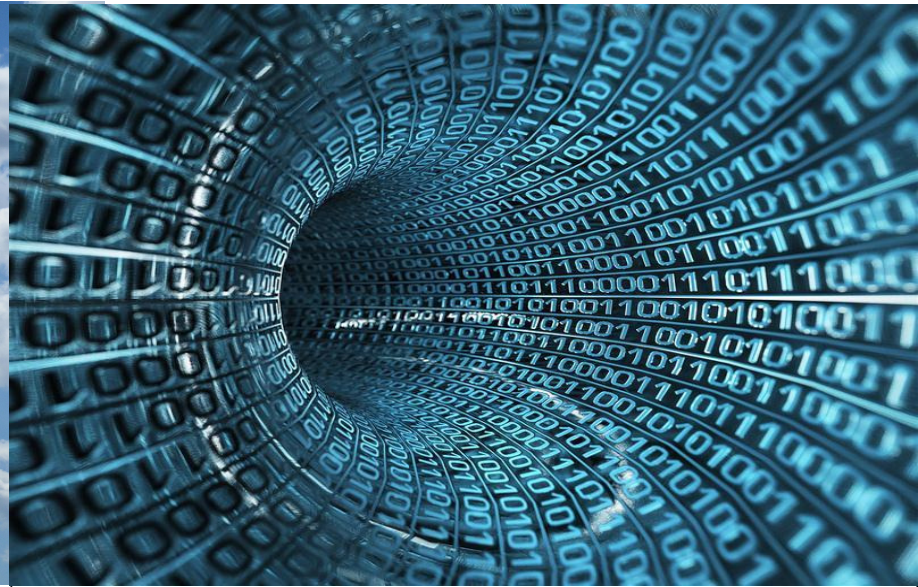


# On Trend



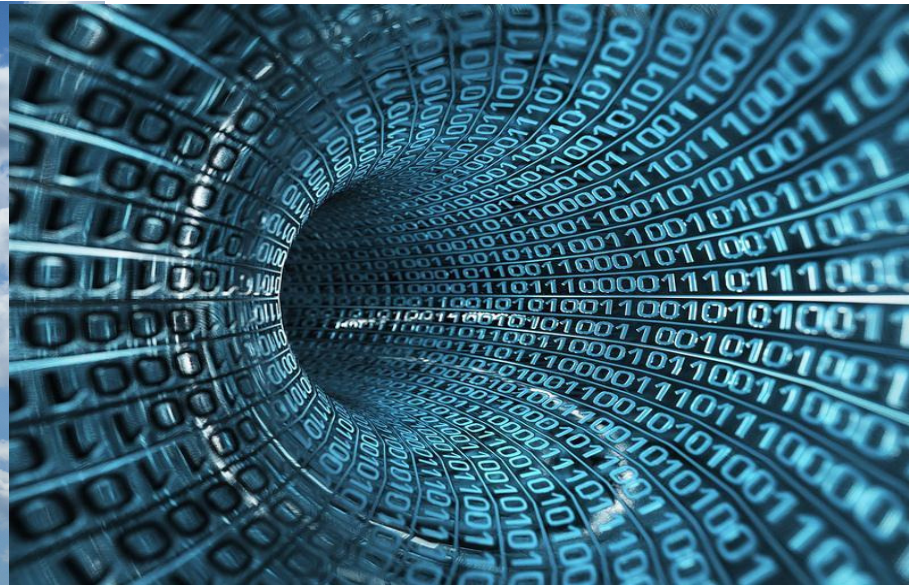


# On Trend





# On Trend



## On Trend

### Cloud

***“Power with IBM i reliability provides the speed & agility to respond to our customer’s business requirements as they need it, when they need it, for as long as they need it.”***

*Dave Wiseman, Director of IS, Connectria*



### Analytics

***“..our salespeople have found the automated pushing of reports with the ability for them to filter the data much more productive for their needs.”***

*Ken Toole, Architect, Maple Leaf Farms*



### Mobile

***“LANSA’s LongRange product allows us to create stunning native mobile apps for Apple or Android devices and keep the business logic running on the IBM i.***

*Jay Kamradt, IS Supervisor  
Kawasaki Motors Manufacturing*



### Social

***“WebSphere Portal is the primary gateway for students, staff, alumni and the public to get information from our IBM i system.”***

*Roxanne Reynolds-Lair, CIO  
Fashion Institute of Design & Merchandising*



---

# Popular

# Popular – Client Stories

## 100+ References

IBM Power Systems  
**IBM i – Powerful Solutions for Mid-market Companies**


EASI



- EASI – an IBM Premier Business Partner – Headquartered in Belgium, also active in Luxembourg and France – Providing business solutions and services for mid-market companies since 1999
- Over 700 clients across multiple industries
- Efficient, fully integrated business solutions for IBM i
- IBM Lotus Notes/Domino specialty


Power your planet.

IBM Power Systems  
**IBM i – Delivering Competitive Advantage**



“Its stability, TCO and speed of development convinced us we should not only maintain our mid-range environment, but expand it to keep it at the center of our operations for the long term. IBM i has enabled us to grow the scale of our environment, while, at the same time become more nimble and resilient.”  
 Ken Spangler, VP of IT

**Anthony Squires employs mobile technology as cutting edge as the suits they sell**



16% increase in sales in the first 6 months

INEOS O&P USA – Cutting operational SAP costs by 20 percent in the cloud

20 percent cut in total cost of ownership for the SAP operations

Continued improvement in “Purified Order” metric

Increased system flexibility, scalability and resilience

The transformation: INEOS O&P USA wanted to simplify and improve the reliability of its SAP landscape to improve key business



**Resilient infrastructure frees resources to focus on the business not Technology**

OSTNOR



Power your planet.

- FedEx Ground – Nearly 3 million packages picked up – 7 to 8 million packages in the delivery pipeline at any one time – Average daily transactions exceed
- Systems provide package rating a invoicing, optimized delivery routing, accurate tracking data

Gain competitive advantage with ability to check stock and transfer garments from store to store while customer waits.

Fewer queries being directed to HQ means improved productivity at HQ and at the stores

© 2014 IBM Corporation

77  
67  
59

• The leading manufacturer of faucets, fittings and accessories in the Nordics

• 600 employees, €100 million



Computer Services IBM


**SIAS boosts profits and speeds deployments from four weeks to one hour**

Significantly speeds time to market, from four weeks to one hour

Saves time and reduces total cost of ownership (TCO) as a result of a single platform with a streamlined management console


Increases cloud solutions and moves managed service provider's business toward Platform as a Service (PaaS) solutions

“The PureFix platform is sustainable because we can get higher-margin business. As an MSP, we can use this easily managed system to grow a customer until we become their full IT solutions provider. I really love the IBM PureFix platform.”  
 — Matt Grosso, managing director group, Secure Infrastructure & Services



© 2014 IBM Corporation

**Baker Corporation saves, satisfies, solves**



3500 hours saved per month across 175 users

Users and customer that love the new application

“The users are not only saving they love using the new application”

**Challenge:** Provide field staff with easy access information about equipment, customer inventory

Improve efficiency and customer service

Every user SAV

**Dawn Meats – Building a scalable, environmentally sustainable architecture to support a growing business**

EUR 200,000 saved by using IBM i and Windows/Intel servers with a single SAN


75% performance boost for Moveer batch workloads

ROI within 18 months and 50% extra capacity to support future business growth

“Performance has improved across the board, and the productivity gains will be enormous.”  
 —Shane Slatkoff, CIO, Dawn Meats

30% reduction in supply chain and logistics costs

5 platforms integrated into a single reporting framework



© 2014 IBM Corporation

IBM

**Clothing retailer Ernsting's family GmbH & Co. KG uses behavioral analytics to improve customer relationships across sales channels**

23% increase in sales as a result of bringing online shoppers into retail stores

Valuable insight into which marketing campaigns and sales channels are most effective, and with whom

Seamless flow of merchandise from channel to channel

Business challenge: Germany-based Ernsting's family GmbH & Co. KG independently operated its stores, website, email campaigns and social media presence. The company wanted to bring these channels together so that it could present a united front to its customers and, at the same time, gain better insight into their behavior as they moved from channel to channel.

The smarter solution: Ernsting's family now applies advanced behavioral analytics to all of the data it gathers when people click – everything from which items they view on their mobile devices to what they put in their carts on their desktop computers – and then uses the insight to gain people's attention, keep it, learn from it and develop a whole new relationship with customers.

“Based on our findings, we can offer incentives to encourage customers to visit our stores and thus create lucrative opportunities for cross-selling.”  
 —Stephan Wöhl, head of e-commerce department

Solution components

- IBM Power® 720
- IBM Business Partner
- IBM Digital Analytics

© 2014 IBM Corporation

Clients are deploying infrastructure

“With the real-time insights enabled by Cognos software, we're better able to translate our fashion market savvy into smart practices at every level of our business.”

— Nihad Aylaman, Director of Business Applications, Elie Tahari



# Popular – Client Stories

## 100+ References

**IBM i – Powerful Solutions for Mid-market Companies**

EASI



- EASI – an IBM Premier Business Partner – Headquartered in Belgium, also active in Luxembourg and France – Providing business solutions and services for mid-market companies since 1999
- Over 700 clients across multiple industries
- Efficient, fully integrated business solutions for IBM i
- IBM Lotus Notes/Domino specialty

Power your planet.

**IBM i – Delivering Competitive Advantage**

FedEx




"Its stability, TCO and speed of development convinced us we should not only maintain our mid-range environment, but expand it to keep it at the center of our operations for the long term. IBM i has enabled us to grow the scale of our environment, while, at the same time become more nimble and resilient."

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The transformation: INEOS O&P USA wanted to simplify and improve the reliability of its SAP landscape to improve key business

**Solution components**

- IBM Cloud Managed Services for SAP Applications
- IBM Fawcett Capture Applications
- SAP ERP Services
- IBM Global Business Services®
- IBM Global Technology Services®

**Resilient infrastructure frees resources to focus on the business not Technology**

OSTNOR



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— Matt Grosso, managing director group, Secure Infrastructure & Services

**Business Challenge:** Secure Infrastructure & Services (SIS) administered various solutions, including IBM AIX® and IBM i operating systems, and IBM Power Systems™ servers. The company sought an integrated cloud solution that could help simplify management of its infrastructure.

**Solution Components:**

- IBM PureFix™ System

**Baker Corporation saves, satisfies, solves**



3500 hours saved per month across 175 users

Users and customers that love the new application

"The users are not only saving they love using the new application"

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Improve efficiency and customer service

**Every user SAVES**

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75% performance boost for Moveer batch workloads

ROI within 18 months and 50% extra capacity to support future business growth


The transformation: Dawn Meats' Moveer M3 ERP landscape was running out of capacity – a challenge to its plans for significant long-term business growth. By undertaking a total transformation of its core infrastructure, Dawn Meats now has the headroom to support future expansion.

"Performance has improved across the board, and the productivity gains will be enormous."

— Shane Slatkoff, CIO, Dawn Meats

**Solution components**

- Hardware
  - IBM Power® 720
  - IBM System x® 3650 M4
- Software
  - Moveer M3
- IBM Business Partner
  - Essie® Omnicron Group



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**Solution components**

- IBM Power® 720
- IBM Business Partner
- IBM Digital Analytics

Business challenge: Germany-based Ernsting's family GmbH & Co. KG independently operated its stores, website, email campaigns and social media presence. The company wanted to bring these channels together so that it could present a united front to its customers and, at the same time, gain better insight into their behavior as they moved from channel to channel.

The smarter solution: Ernsting's family now applies advanced behavioral analytics to all of the data it gathers when people shop – everything from which items they view on their mobile devices to what they put in their carts on their desktop computers – and then uses the insight to tailor people's attention, keep it, learn from it and develop a whole new relationship with customers.

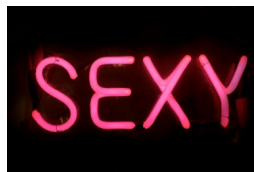
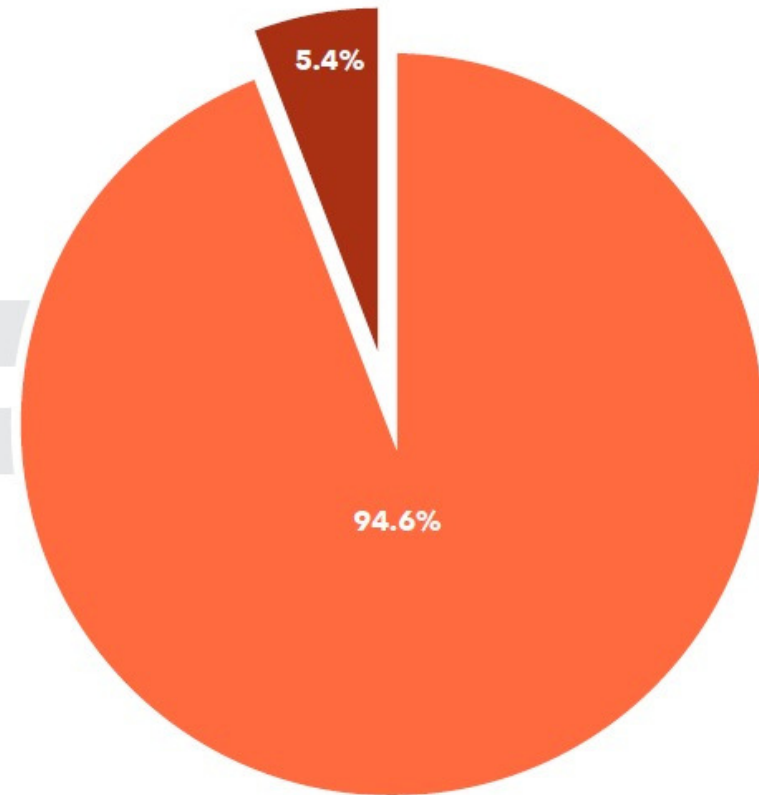
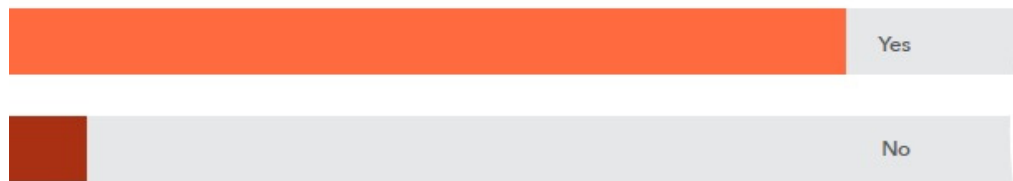
"Based on our findings, we can offer incentives to encourage customers to visit our stores and thus create lucrative opportunities for cross-selling."

—Stephan Wöhl, head of e-commerce department



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<https://www.helpsystems.com/resources/guides/2017-ibm-i-marketplace-survey-results>



---

# But Wait!

---

# But Wait! What about ...

# But Wait! What about ...



# First of all ...



First of all ...



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And then there's also ...





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Brian May  
Director  
Pre-Sales and Customer Solutions  
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## You and i *IBM i Trends and Strategies*



By Steve Will



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### Promoting IBM i – Fresh Faces!

July 11, 2017



In my previous two blogs, ([here](#) and [here](#)) I've talked about

<https://www.youtube.com/watch?v=BmZJ-lhcyfk>

<http://bit.ly/2uNfBb0>

**and finally...**



# ATTITUDE





**CAN'T  
DO IT**







CAN'T  
DO IT



SEXY

# SUMMARY




## Summary



IBM is creating marketing material – show it off!

Find out what is “sexy” for your organization:

- If IBM i already matches, show them!
- Else if there’s work to be done
  - Show them “ can do it!”

And if that doesn't work,

And if that doesn't work,  
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for Business

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Because anything looks **SEXY** on a beach!



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**i**thankyou

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