



z/VSE Business, Strategy, News & Pricing

VM Workshop 2019, Richmond, VA

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ECKD Emperor Power' System Storage* zEnterpris

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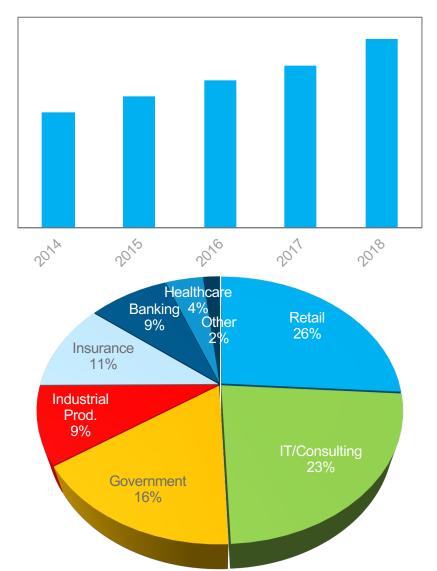
Agenda

- z/VSE Business, Strategy & News
- z/VSE Pricing

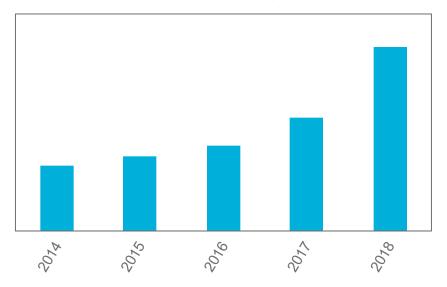


Business

z/VSE Traditional Workload MIPS/License



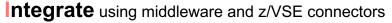
Linux on z MIPS driven and integrated with z/VSE



- z/VSE customer's workload continue to grow driven by new (Linux) collocated workload
- z/VSE remains important for critical Industries

Strategy

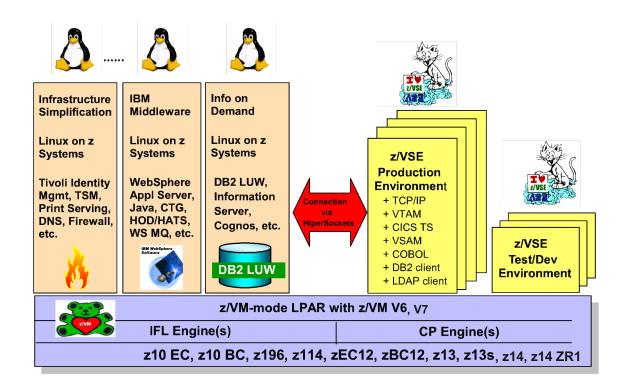
Protect existing z/VSE investments





Extend with Linux on IBM Z technology & solutions

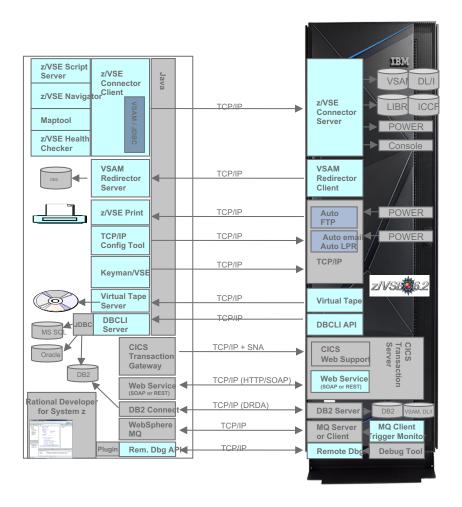
 Hybrid Environment leveraging z/VSE, z/VM, and Linux on IBM Z





z/VSE Connectors

- GUI to z/VSE: z/VSE Navigator
- z/VSE Health Checker
- z/VSE Monitoring: SNMP Agent
- Synch. of VSAM or DB2 data
- Integration of SQL DBs via DBCLI API
- 3270 -> Web : CICS Web Support
- Webservices (SOAP and REST)
- I AN Printer enablement
- Virtual Tape Server
- Operation/Workflow Integration with z/VSE Script Server
- GUI Development Env.



Roadmap

z/VSE Continuous Delivery

DL/I 1.12.1 with support for >4GB, ICKDFS PAV HW enablement, Networking, Security

z/VSE 6.2: GA: 1.12.2017

z114/z196 or newer, Migration Pricing Option HW exploitation, CICS TS V2.2 (HTTP 1.1) & CICS Explorer, RESTfull Engine, Easy of use, Networking and Security enhancements

z/VSE 6.1 GA: 27.11.2015 end of marketing: 1.12.2017 end of service: 30.6.2019

CICS TS for z/VSE 2.1: CICS Explorer update, Channels & Containers; TCP/IP for z/VSE 2.1, IPv6/VSE 1.2, z10 or newer; z Systems exploitation

z/VSE 5.2 GA: 25.4.2014; end of service: 31.10.2018

zEnterprise exploitation, device support

Tapeless installation, networking / security enhancements

z/VSE 5.1 GA: 11.2011; end of service: 30.6.2016

64 bit virtual, zEnterprise exploitation, z9 or newer

z/VSE 5.1.1 GA: 6.2012: CICS Explorer, LFP in LPAR, database connector

z/VSE 5.1.2 GA: 6.2013: TS1140, 64 bit I/O, openSSL, db connector enhancements



IBM Z support (or not)

VSE Release	z900 / z800	z990 / z890	z9 EC (eos 10.2017) /z9 BC (eos 12.2018)	z10 EC / z10 BC (eos 12.2019)	z196 / z114 / zEC12 / zBC12 / z13 / z13s	z14
z/VSE 6.2	No	No	No	No	Yes	Yes
z/VSE 6.1 (eos 6.2019)	No	No	No	Yes	Yes	Yes
z/VSE 5.2 (eos 10.2018)	No	No	Yes	Yes	Yes	Yes
z/VSE 5.1 (eos 6.2016)	No	No	Yes	Yes	Yes	Yes restricted
z/VSE 4.3	Yes	Yes	Yes	Yes	Yes	Yes restricted
z/VSE 4.2	Yes	Yes	Yes	Yes	Yes	Yes restricted
z/VSE 4.1	Yes	Yes	Yes	Yes	Yes	Yes restricted
z/VSE 3.1	Yes	Yes	Yes	Yes	Yes	No
VSE/ESA 2.7	Yes	Yes	Yes	Yes	Yes	No
VSE/ESA 2.6	Yes	Yes	Yes	Yes	Yes	No
VSE/ESA 2.5	Yes	Yes	No	No	No	No
VSE/ESA 2.4	Yes	No	No	No	No	No
VSE/ESA 2.3	Yes	No	No	No	No	No



z/VSE 6.2 Cont. Delivery and z14 Model ZR1

Following HW features are supported by z/VSE

- TTO (SW pricing) TU6
- IPL and run in z/Architecture mode
- Better performance with SIMD support for Vendor and Customers using assembler
- Faster I/O with FICON Express16S+ with link rate of 16 Gbps (ECKD/DASD & SCSI/FCP)
 - Including zHPF
 - Including ICKDSF PAV enablement
- Integrated Storage or other options (IBM or non-IBM, till 16U standard rack)
- Better performance with OSA Express6S & 7S
- Better performance with HW Encryption with Crypto Express6S and CPACF
 - Including >16 domains & ECC support





More news

- Latest z/VSE Announcement (content not already mentioned in this presentation)
 - Support for DS8882F (integrated storage)
 - Support for TS7700 R 4.2
 - New CICS Explorer client V5.5
 - IBM TCP/IP V2.2 updated to the 2.2.5 level (APAR PH05864)
 - Debug Tool updated to support CICS TS for z/VSE V2.2 (APAR PI75848)
- More info in the Announcement:
 - https://www-01.ibm.com/common/ssi/ShowDoc.wss?docURL=/common/ssi/rep_ca/0/897/ENUS219-130/index.html&request_locale=en_



Not announced ... IBM Websites

- Motivation: simplify the thousand of websites that each product have to content type oriented, so that related content is easy to find.
- Result: that might be interesting for customers that are not familiar with our products, content...but for customers using our website as reference is a total chaos. Sorry.
- Short guide:
 - Marketing pages... Landing page: https://www.ibm.com/it-infrastructure/z/zvse
 - Marketplace pages... Products that are sold and high level information about it: https://www.ibm.com/us-en/marketplace/zvse
 - Rest Resources: either pdfs, Knowledge Center, IBM Support or Slideshare.
 - Connectors and Tools: https://www.ibm.com/it-infrastructure/z/zvse-downloads
 - Upcoming events: https://www.ibm.com/it-infrastructure/z/zvse-events
 - Support: http://www-01.ibm.com/support/docview.wss?uid=isg3T1027442
 ftp://public.dhe.ibm.com/eserver/zseries/zos/vse/pdf3/zVSE Status.pdf
 - ShopZ: http://www-304.ibm.com/software/shopzseries/ShopzSeries public.wss
 - Documentation:
 https://www.ibm.com/support/knowledgecenter/SSB27H 6.2.0/zvse welcome 6.2.0
 https://www.ibm.com/support/knowledgecenter/SSB27H 6.2.0/zvse welcome 6.2.0
 - White Papers / Articles and Presentations:
 - https://www.ibm.com/support/knowledgecenter/SSB27H_6.2.0/technical_articles_and_whitepapers.html
 - ftp://public.dhe.ibm.com/eserver/zseries/zos/vse/pdf3/zVSE Completed LVCs.pdf
 https://www.slideshare.net/search/slideshow?searchfrom=header&g=z%2FVSE

z/VSE in the internet

- z/VSE Homepage: www.ibm.com/vse
- Redbook: Introduction to the New Mainframe: IBM z/VSE Basics
 - http://www.redbooks.ibm.com/abstracts/sg247436.html?Open
- Redbook: Migration to CICS Transaction Server for z/VSE V2.1
 - http://www.redbooks.ibm.com/abstracts/sg248390.html?Open
- Redbook: Security on IBM z/VSE
 - http://www.redbooks.ibm.com/abstracts/sg247691.html?Open
- *NEW* How to use REST support on z/VSE for access to IBM MQ REST API
 - ftp://public.dhe.ibm.com/eserver/zseries/zos/vse/pdf3/VSE2RESTMQ.pdf
- z/VSE Knowledge Center:
 - http://www-01.ibm.com/support/knowledgecenter/SSB27H/zvse_welcome.html
 - Tech. Articles, Whitepapers: https://www.ibm.com/support/knowledgecenter/SSB27H 6.2.0/technical articles and whitepapers.html
- CICS TS for z/VSE Knowledge Center:
 - http://www-01.ibm.com/support/knowledgecenter/SSB2JE 1.1.1/welcome.html
- Ingolf's z/VSE blog:
 - www.ibm.com/developerworks/mydeveloperworks/blogs/vse/
 - Use "Tags" to search for topics
- VSE-L discussion list:
 - https://groups.google.com/forum/?fromgroups#!forum/bit.listserv.vse-l



Need something else?

- You may submit requirements at conferences (GSE, Tech. Univ., VM Workshop, ...)
 - IBM Systems Technical University, Worldwide 2019
 - VM Workshop, June 26th 29th in Richmond, VA, US
 - International GSE, October 21st 23rd in Leipzig, Germany
- z/VSE requirements via the Request for Enhancements (RFE) database:
 - http://www.ibm.com/developerworks/rfe/
 - Please select the following for z/VSE requirements:
 - Brand = Servers and System Software
 - Product = z/VSE
- CICS Transaction Server requirements via the Request for Enhancement (RFE) database:
 - http://www.ibm.com/developerworks/rfe/
 - Please select the following for z/VSE-CICS requirements:
 - Brand = Servers and System Software
 - Product = CICS Transaction Server



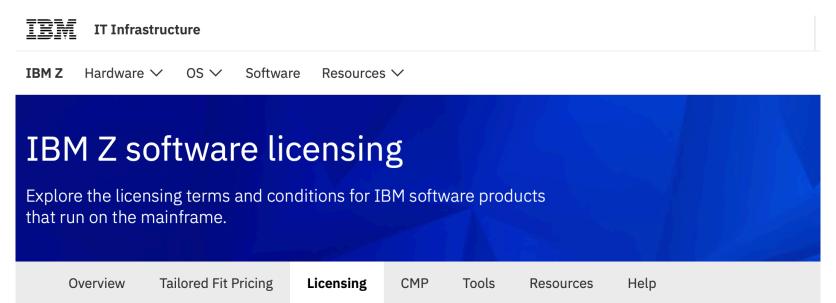
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Pricing Website

https://www.ibm.com/it-infrastructure/z/software/pricing-licensing



What we offer for licensing

Get an overview of IBM Z software licensing, including MLC, zIPLA, sub-capacity, country multiplex and more. Explore these options for IBM software products that run on the mainframe below.

Learn about reporting and charging as well as options for migrating and transitioning.

Explore MVM (214 KB)



MLC licensing

What is Monthly License Charge (MLC)?

MLC is a recurring charge that is applied monthly. This charge includes the right to use the product and provides access to IBM product support during the support period. An IBM pricing metric establishes both the prices and the applicable terms and conditions for IBM software products.

Select an MLC pricing metric, based on your goals and/or your environment. The selected metric will be used to price MLC products, such as z/OS, z/TPF, z/VSE, middleware, compilers and selected systems management tools and utilities.

PDF	Advanced Workload	PDF	Advanced Entry Workload	PDF	Country Multiplex License
	License Charges (254 KB)		Charges (151 KB)		Charges (207 KB)
PDF	Workload License Charges	PDF	Entry Workload License	PDF	Midrange Workload License
	(214 KB)		Charges (339 KB)		Charges (288 KB)
PDF	New Application License	PDF	Multiplex zNALC (266 KB)	PDF	z Series Entry License
	Charges (266 KB)				Charges (195 KB)
		PDF	S/390 Usage Pricing		
PDF	Parallel Sysplex License		Charges (199 KB)	PDF	Usage License Charges
	Charges (179 KB)				(199 KB)



zIPLA licensing

What are the benefits of zIPLA licensing?

International Program License Agreement (IPLA) programs have a one-time-charge (OTC) and an optional annual maintenance charge, called Subscription & Support.

This annual charge includes access to IBM technical support and enables you to obtain version upgrades at no charge for products that generally fall under the zIPLA such app development tools, CICS tools, data management tools, WebSphere for Z products, Linux on Z middleware and z/VM Version 4 and later.

Common pricing metrics

Value Unit (VU) pricing is the most common pricing metric for IPLA software on the mainframe.

Processor Value Unit pricing, under the Passport Advantage software licensing program, is a per-engine charge primarily used for Linux on Z middleware products.

PDF Value Unit pricing (218 KB)

PDF Value Unit Converter OOCoD

(249 KB)

PDF Value Unit exhibits (201 KB)

PDF Serialization and POE (180 KB)

PDF z/VM (230 KB)



Sub-capacity licensing

What is sub-capacity?

Sub-capacity is software charges for certain IBM products based on the utilization capacity of the logical partitions (LPARs) on which the product runs.

In addition to an explanation of the contractual terms and conditions there are also different procedures to follow for certain circumstances (such as machine upgrades) and some information about the technology which forms the basis for the subcapacity licensing rules.

PDF Learn more (275 KB)

Steps for sub-capacity reporting

- 1. Customer submits their report to IBM by the 9th of the month for the prior month's data collection period (e.g. Aug 2 to Sept 1).
- 2. IBM receives and processes monthly sub-capacity report, updating billing based upon the reported utilization.
- 3. Customer receives system generated invoice on the first of the following month based upon reported utilization from the submitted month.

PDF Linux (524 KB)

PDF z/TPF (179 KB)

PDF z/VSE (191 KB)

PDF z/OS (200 KB)

PDF z/VM (386 KB)

Displav a menu



IBM Z Hardware ✓ OS ✓

OS ✓ Software Resources ✓

IBM Z software pricing tools

Use these toolkits to get started with selected pricing options

Overview

Tailored Fit Pricing

Licensing

CMP

Tools Resources

Help

Sub-capacity reporting

SCRT

Generate sub-capacity reports or multiplex reports. You must submit SCRT report(s) monthly to qualify for sub-capacity or multiplex charges.

PDF Getting started (314 KB)

PDF SCRT levels (167 KB)

SCRT downloads

- → Download z/OS
- → Download Linux
- → Download Windows

SCRT89RU

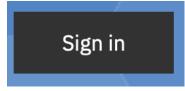
You may be required to use the SCRT89 Record Utility program to post-process your SCRT89 data prior to running the SCRT.

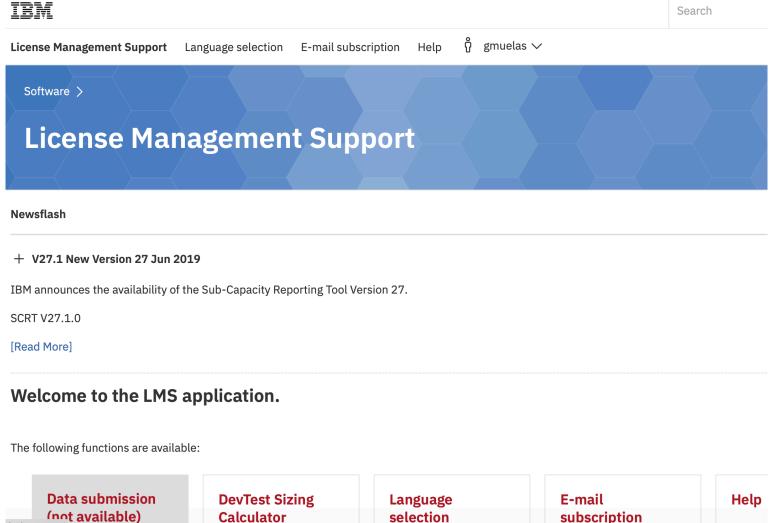
PDF How to (338 KB)

→ Download

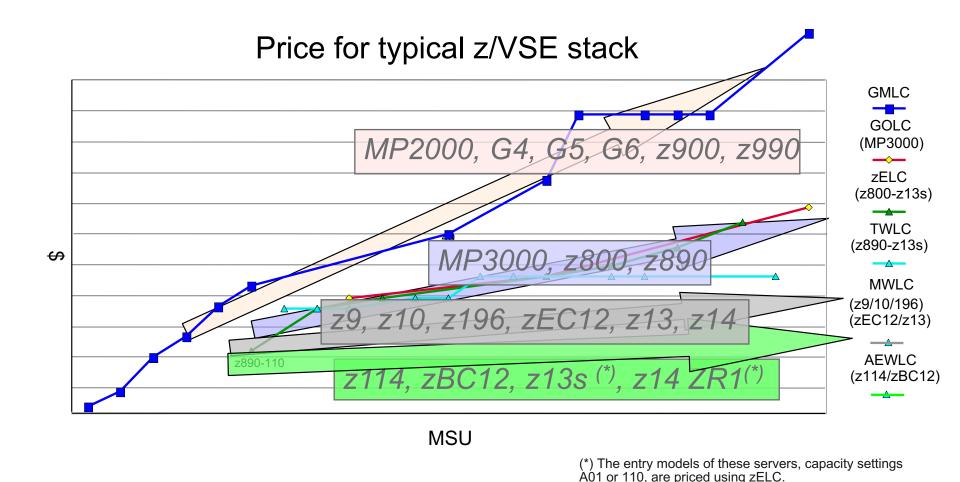


https://www.ibm.com/software/lms/





z/VSE Software Pricing Metrics



Typical z/VSE stack consists of z/VSE Operating System, LE, CICS TS, VTAM, TCP/IP, DB2



AEWLC Technology Transition Offerings

- Technology Update Pricing for z14 Model ZR1 (TU6)
 - For stand-alone z14 Model ZR1 servers
 - AEWLC pricing reduction till 18%
 - For more details, see announcement <u>link</u>
- Technology Update Pricing for z13s (TU4)
 - For stand-alone z13s servers
 - AEWLC pricing reduction till 13%
 - For more details, see announcement link
- Technology Update Pricing for zBC12 (TU2)
 - For stand-alone zBC12 servers
 - AEWLC pricing reduction till 5%
 - For more details, see announcement link
- For more information about AEWLC see this <u>link</u>



Multi-Version Measurement (MVM)

- Multi-Version Measurement (MVM) was <u>announced</u> Feb. 14th 2017 and the earliest billing effective date was June 1st, 2017. See details here
- MVM allows clients to selectively deploy new software versions for an unlimited duration, providing more flexible control over their program upgrade cycles
- MVM can be use for:
 - Programs reporting Sub-Capacity
 - MVM enables the combining of all the versions MSUs to calculate the latest version billable charges on the same machine
 - MVM requires SCRT V24.2.0 or SCRT V24.11.0.
 - Programs not eligible for Sub-Capacity
 - MVM enables to charge Full Capacity MSUs only for the latest licensed version and charges for any earlier versions of the program are waived
- MVM replaces Single Version Charging (SVC), the Migration Pricing Option (MPO) and the IPLA Migration Grace Period
 - It simply takes away the time limit
 - If pre-MVM time limit expired before May 31st, 2017, must request in writing to IBM that MVM be applied



IBM Sub-Capacity Reporting Tool

- Enables z/VSE customers to report and pay only for the MSUs used
- For z/VSE AEWLC and MWLC eligible products
- **IBM's policy** requires SCRT reports to be created using the **most current Version** of SCRT. However, IBM does **not require a specific Release or Modification level.**
 - The Classic version of SCRT is no longer supported after October 2017 when SCRT V25 became available
 - Currently only Java version available and supported
- For Java SCRT and z/VSE best practices and automation, please see <u>Using SCRT (Java Version)</u> with z/VSE Best Practices (PDF, 430KB)
- Latest V27.1.0 (GA June 27th, 2019)
 - Needed for reports submitted starting August 2019 on!
- For more information on IBM SCRT see this link



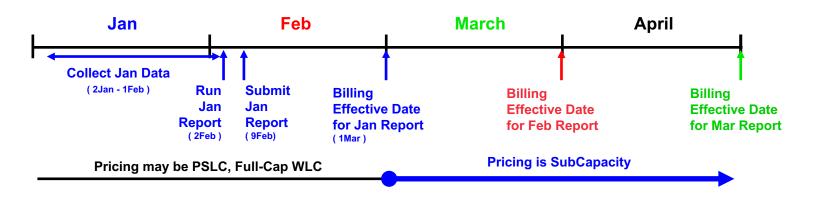
Sub-Capacity Pricing Terms & Conditions

Process

- Sub-Cap Pricing begins after processing of 1st full month report
- Data Collection Period: 2nd of the previous month 1st of current month
- Submission Period: 2nd 9th following data collection

Sub-Capacity Pricing Terms & Conditions

- Must report on all LPARS and z/VM guests (No exceptions for "Test", "Sandbox", "Maintenance" LPARs, etc.)
- minimum of 95% Data Collection
- Must have "Call Home" reporting active
- Must retain SMF data for at least 6 months

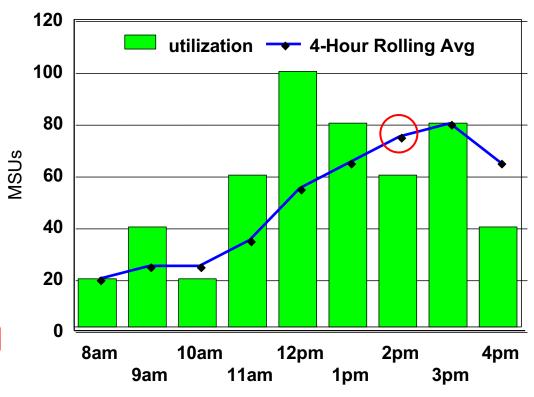


SubCap Concept: Rolling 4-Hour Average Utilization

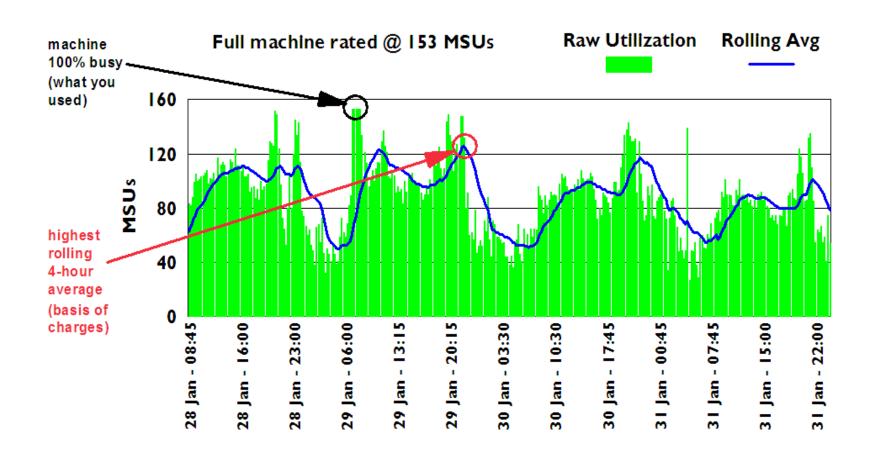
- Captures the rolling 4-hour average LPAR utilization for each interval in the month
- Capacity and utilization is measured in Millions of Service Units (MSU) per hour

Rolling 4-Hour Average

11 am (8,9,10,11): 35 MSUs 12 pm (9,10,11,12): 55 MSUs 1 pm (10,11,12,1): 65 MSUs 2 pm (11,12,1,2): 75 MSUs 3 pm (12, 1, 2, 3): 80 MSUs 4 pm (1, 2, 3, 4): 65 MSUs



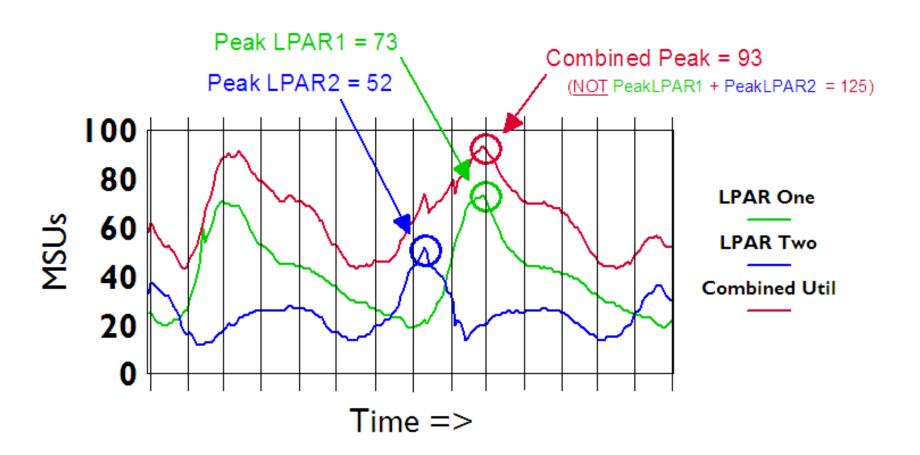
Example: Rolling 4-Hour Average



- Rolling 4-Hour Average Utilization Smoothes Out Peaks in Raw Utilization
- Allows for Varied Peaks, Bases Software Charges on More Moderate Measure



SubCap Concept: Simultaneous Combined Rolling 4-Hour Average

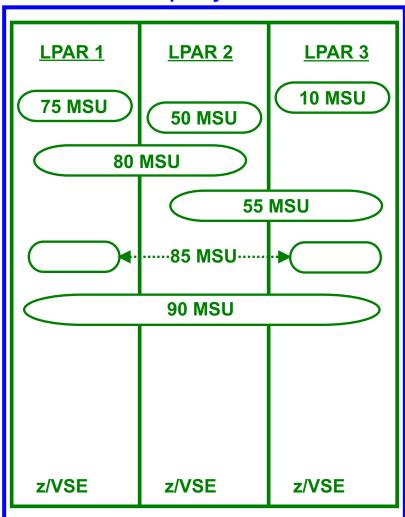


100 MSU Rated Capacity

IPv6 PL/I COBOL CICS DB2 DB2 DL/I DL/I	LDAD 1	I DAD 2	I DAD 2
CICS DB2 DL/I DL/I	<u>LPAR 1</u>	LPAR 2	<u>LPAR 3</u>
CICS DB2 DL/I DL/I			
CICS DB2 DL/I DL/I			
CICS DB2 DL/I DL/I			
CICS DB2 DL/I DL/I			
CICS DB2 DL/I DL/I			
CICS DB2 DL/I DL/I			
CICS DB2 DL/I DL/I			
DB2 DB2 DL/I	IPv6	PL/I	COBOL
DL/I DL/I	CICS		CICS
	DB2	DB2	
		DL/I	DL/I
z/VSE z/VSE z/VSE	z/VSE	z/VSE	z/VSE

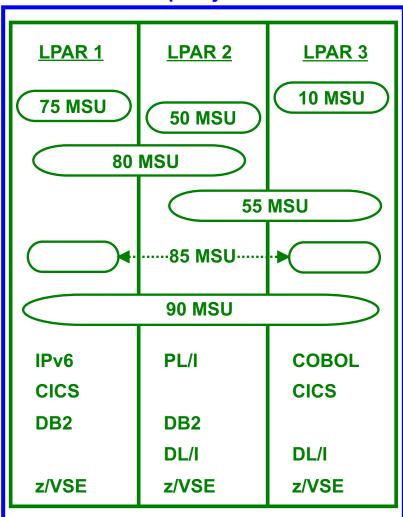
- Full Capacity Pricing
 - Charges based on Machine Capacity of machines where product runs
 - Each SW product on the machine is charged 100 MSUs

100 MSU Rated Capacity



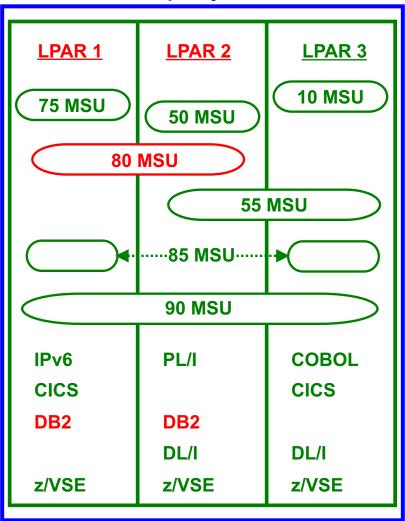
- Full Capacity Pricing
 - Charges based on Machine Capacity of machines where product runs
- Sub-Capacity Pricing
 - Charges based on Hardware Utilization of LPARs where product runs
 - Hourly intervals measured
 - Rolling 4-Hour Average calculated for each combination of LPARs
 - Charges based on Monthly Peak R4HA of appropriate LPAR combination

100 MSU Rated Capacity



- Full Capacity Pricing
 - Charges based on Machine Capacity of machines where product runs
- Sub-Capacity Pricing
 - Charges based on Hardware Utilization of LPARs where product runs
 - Hourly intervals measured
 - Rolling 4-Hour Average calculated for each combination of LPARs
 - Charges based on Monthly Peak R4HA of appropriate LPAR combination
 - Not based on individual Product measurement

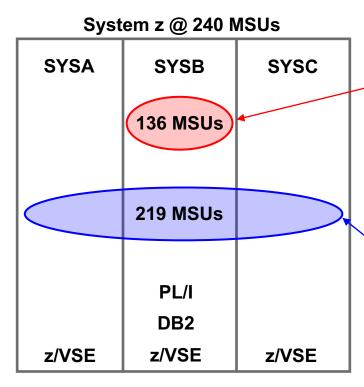
100 MSU Rated Capacity



- Full Capacity Pricing
 - Charges based on Machine Capacity of machines where product runs
- Sub-Capacity Pricing
 - Charges based on Hardware Utilization of LPARs where product runs
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 - Not based on individual Product measurement

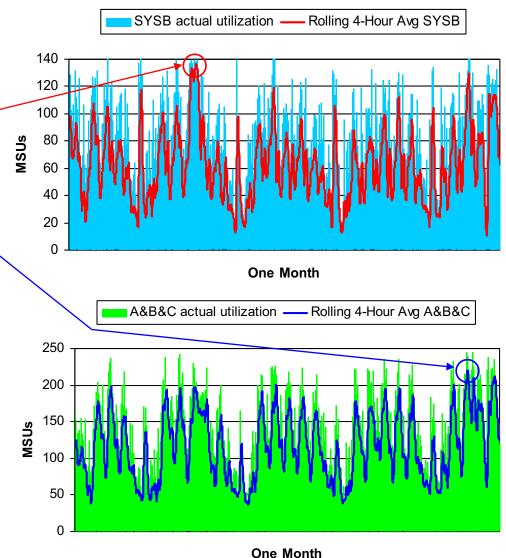
e.g. DB2 is charged 80 MSUs because LPARs 1&2 had a peak R4HA utilization of 80 MSUs and DB2 ran in LPARs 1&2, <u>not</u> because DB2 "used" 80 MSUs

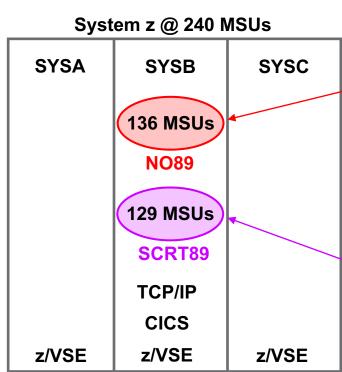
Sub-Capacity Example



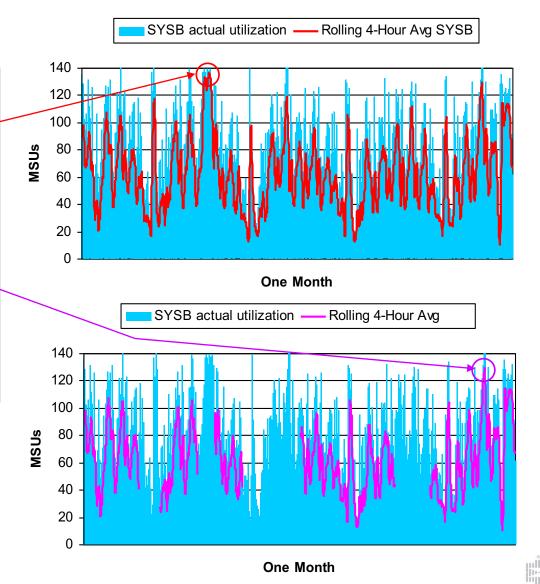
SCRT Report:

PL/I	136 MSUs
DB2	136 MSUs
z/VSE	219 MSUs









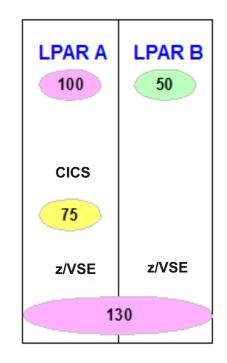
jimnji

SCRT

Report:

SCRT Algorithm

Hour	1	1	2	2	3	3		719	719	720	720
LPAR	Α	В	Α	В	Α	В		Α	В	Α	В
r4hr avg*	70	30	75	30	50	50		100	30	100	10
r4hr A/B	100 105		100		-	130		110			
z/VSE	yes 10	ves 0	yes 10	ves 5	yes 10	ves 0		yes 13	ves 0	yes 11	ves 0
cics	yes 70		yes 75		yes 50						

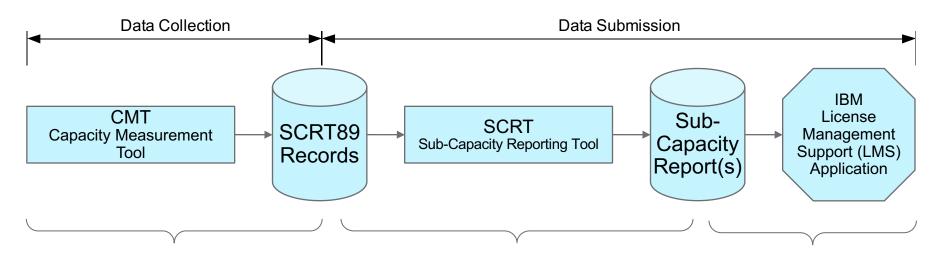


- True: Peak interval for A&B where z/VSE ran = hour 719, so z/VSE is 130
- False: z/VSE Runs in LPAR A and B, add A (100) + B (50), so z/VSE is 150
- True: Peak interval for A where CICS ran = hour 2, so CICS is 75
- False: CICS Runs in LPAR A, LPAR A peaks at 100, so CICS is 100



^{*} Respective r4ha for each LPAR

Sub-Capacity Measurement and Reporting on z/VSE



In case of a problem: Open a Problem Record (PMR / SR) against z/VSE.

This will then be handled by the z/VSE support people

In case of a problem:

Open a Problem Record (PMR / SR) against z/VSE. This will then be routed to the SCRT support people

In case of a problem:

For help with submitting SCRT Reports to IBM using the License Management Support (LMS) application, please contact the LMS Customer Support Center:

- via email: kmsweb@dk.ibm.com
- via phone: +44 2392 28 98 80
 The LMS Customer Support Center provides support in English, 24 / 7



z/VSE Capacity Measurement Tool (CMT)

IJBCMT

PARM = INITDS | START |

CMT Batch Interface

CMT System Task

- Measures used CPU capacity
- Generates an SCRT89 record every measurement interval (30 minutes)
- Writes the record to the CMT files (wrap-around)

CMT Batch Interface (IJBCMT)

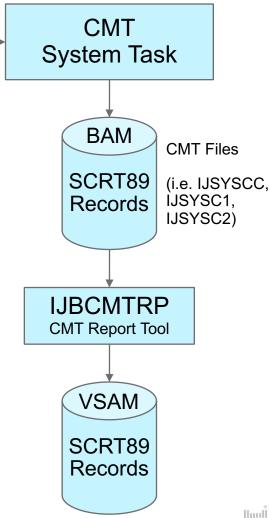
- Initialize CMT files (INITDS)
- Start measurement and specify CMT ID (START,ID=...)
- Stop measurement (STOP)

SIR AR Command

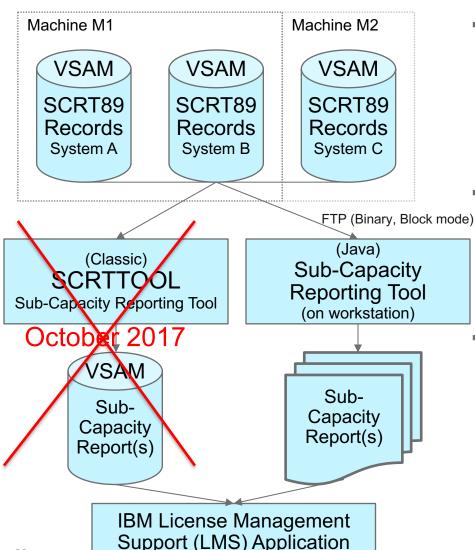
Query CMT status: 'CAPACITY MEASUREMENT ACTIVE'

CMT Report Tool (IJBCMTRP)

- Extracts SCRT89 records for a specified reporting period from the CMT BAM files into a VSAM ESDS file
- Setup using skeletons in ICCF library 59: SKCMT, SKCMTINI, SKCMTREP (Manual: Using the Sub-Capacity Reporting Tool ("SCRT User's Guide"), SG24-6522)



Sub-Capacity Reporting Tool (SCRT)



- Sub-Capacity Reporting Tool (SCRT)
 - Processes SCRT89 records from multiple systems (and optional from multiple machines) together
 - Generates a Sub-Capacity Report ("SCRT report") for each machine
- The SCRT report is in Comma Separated
 Values (CSV) format
 - Can be viewed and edited using spreadsheet applications
 (e.g. MS Excel, OO.org Calc)
- Submission process to IBM License
 Management Support (LMS) application:
 - Download report to workstation for review and editing, then use either e-mail or web for submission to LMS
 - Send by e-mail to LMS, then manage, edit, and confirm via web



Types of Products



- SCRT89-Products: Monitored by CMT
 - SCRT89 record contains information if product was active during the measurement interval
 - VSE Base (z/VSE V4, V5 and V6; 5686-CF8, 5686-CF9, 5686-VS6)
 - CICS TS for VSE/ESA (5648-054) and CICS TS for z/VSE (5655-VSE)
 - ACF/VTAM V4 VSE/ESA (5686-065)
- NO89-Products: Not monitored by CMT
 - Customer provides list of LPARs and VM guests where the products were active in SCRT JCL NO89 section
 - DB2 Server for VSE & VM (5697-F42)
 - DITTO/ESA for VSE (5648-099)
 - DL/1 DOS/VS (5746-XX1)
 - High Level Assembler VSE & VM (5696-234)
 - IBM C for VSE/ESA V1 (5686-A01)
 - IBM COBOL VSE/ESA (5686-068)
 - IBM DFSORT/VSE V3 (5746-SM3)
 - IBM PL/1 for VSE/ESA (5686-069)
 - MQSeries for VSE/ESA V2 (5686-A06)
 - WebSphere MQ for VSE/ESA V3 (5655-U97)
 - TCP/IP for VSE (5686-A04)
 - IBM Rational COBOL Runtime for z/VSE V7 (5648-F66)
 - IPv6/VSE V1 (5686-BS1)

Hints & Tips

- CMT BAM files (IJSYSCC, IJSYSC1, IJSYSC2):
 - Must not be shared among multiple systems (for write)
 - each system requires its own set of files
 - Can reside on a shared disk as long as disk sharing is set up correctly:
 - IPL DLF statement (one single shared lock file)
 - IPL ADD statement with option SHR (for each shared disk)
 - Must not be relocated (neither moved on the disk nor to another disk)
 - It is recommended to stick to the default configuration values
 (e.g. number of tracks or blocks specified for ECKD and FBA disks)
- CMT ID (=SYSID in z/OS) must be unique among all systems and across all operating systems:
 - If every machine (=CPC) is processed on its own SCRT run, then the IDs must only be unique for each machine (this is the preferred solution)
 - If multiple machines (=CPCs) are to be processed in one SCRT run, then the IDs must be unique among all machines being processed together
- SCRT User's Guide:
 - http://www.ibm.com/systems/z/resources/swprice/subcap/scrt/



Two more things ...

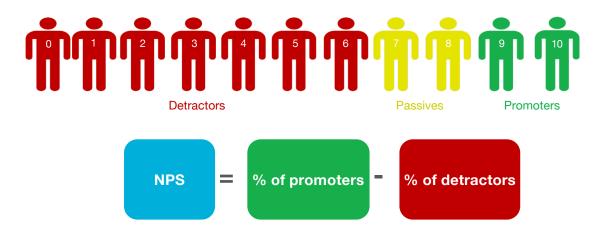
• I present you an instrument for the customers to influence IBM...



IBM will measure client experience with NPS, an industry-wide accepted metric

Net Promoter Score (NPS) calculation

- NPS is based on client responses to a simple question: "How likely are you to recommend [IBM/Offering] to a colleague or business partner?"
- Respondents answer on a scale of 0-10, which sorts them into 3 categories that serve as early predictors of churn and lifetime value:



Key benefits of NPS

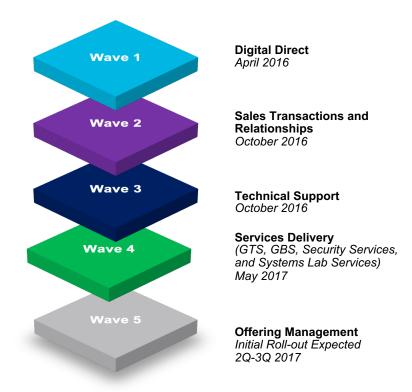
Endorsed by external subject matter experts and internal stakeholders

Strong indicator of future growth and competitive standing

Relationship NPS (rNPS) provides a comprehensive, long-term assessment of all touchpoints



CX Transformation will provide a Comprehensive View of IBM Client Experience





Example Email

From: IBM Client Advocacy Office <ibm-client-advocacy-office@express.medallia.eu>

To: "Tina (offering_use) Tarquinio" <tinatar@us.ibm.com>

Date: 08/19/2017 02:04 PM

Subject: Your IBM z13s Experience – 1 Minute

Dear Tina (offering use),

We recently sent you an email about your experience with IBM z13s and noticed that you have not yet shared your feedback. At IBM, we make it a priority to listen to our clients and want to continuously improve our offerings. So, we would love your candid feedback on how we are doing. Please take a moment to answer a few short questions about your experience.

You can begin the survey by answering this question:

How likely are you to recommend IBM z13s to a colleague or business partner?

Not at all Likely Extremely Likely



Carolyn Maher IBM Client Advocacy Officer



Nice Apps to have

IBM Interactive Product Catalog:

- IBM HW in 3D and AR in your pocket!
- iOS link
- Android link

IBM Doc Buddy:

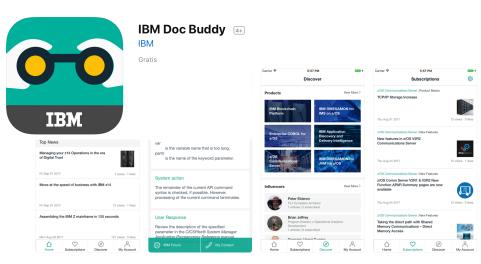
- Search messages and codes issued from IBM Z products online and offline. Also aggregates mainframe social content.
- iOS link
- Android link













THANK YOU!



Gonzalo Muelas Serrano

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