

Revitalizing IBM Z, the platform we all believe in



Rebecca Levesque
President & CEO
RebeccaL@21csw.com

Vision & Mission

Our core purpose and where we are going...

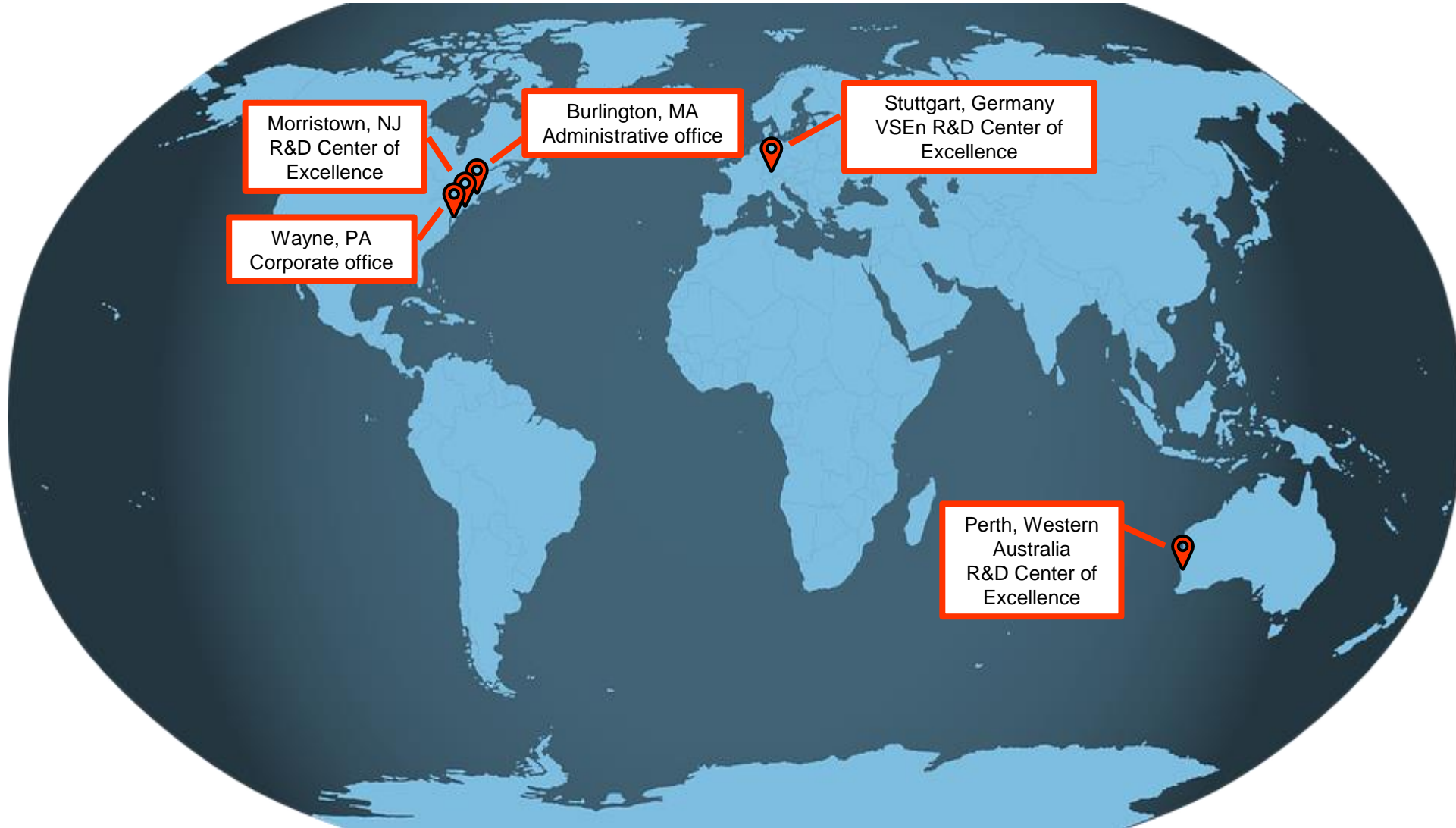
Vision

Linking the past to the future: revitalizing and reinventing the IBM Z platform and ecosystem, powering society into the future.

Mission

To enable the success of the IBM Z platform through software innovation based on deep customer and market insight.

Global locations



How we succeed

Our Customer-focused End-to-end approach

- Collaboration
- Communication
- Common goal
- Innovation
- Objectives met
- Value maximized
- Happy customers



Key Priorities for 21st = Value Add for Customers

Research and Development

- Customer-driven
- Leverage advanced technologies
- Future thinking
- Quality design

Go to Market Support

- Sales enablement
- Marketing enablement
- GTM strategy

Sales

- Strategize
- Coach individually
- Know the market

Technical Sales Support

- Interpret customer needs
- Feedback path to R&D
- Institutional IBM knowledge
- Customer-facing finesse

Implementation and Service

- Skill depth
- Customer-facing finesse
- Product advisors
- Time to value

Technical Support

- Skill depth
- Customer-facing finesse
- Problem solving skills
- Sense of urgency

What Does “Fit for Business Purpose” Mean?

- How to be sure your IT infrastructure is built for business purpose
- 3 essential truths¹:
 1. Workloads must run on the most appropriate platform
 2. The choice of a platform must be fact-based, not fashion-based
 3. If you change platform for existing workloads, the economics of the journey matter



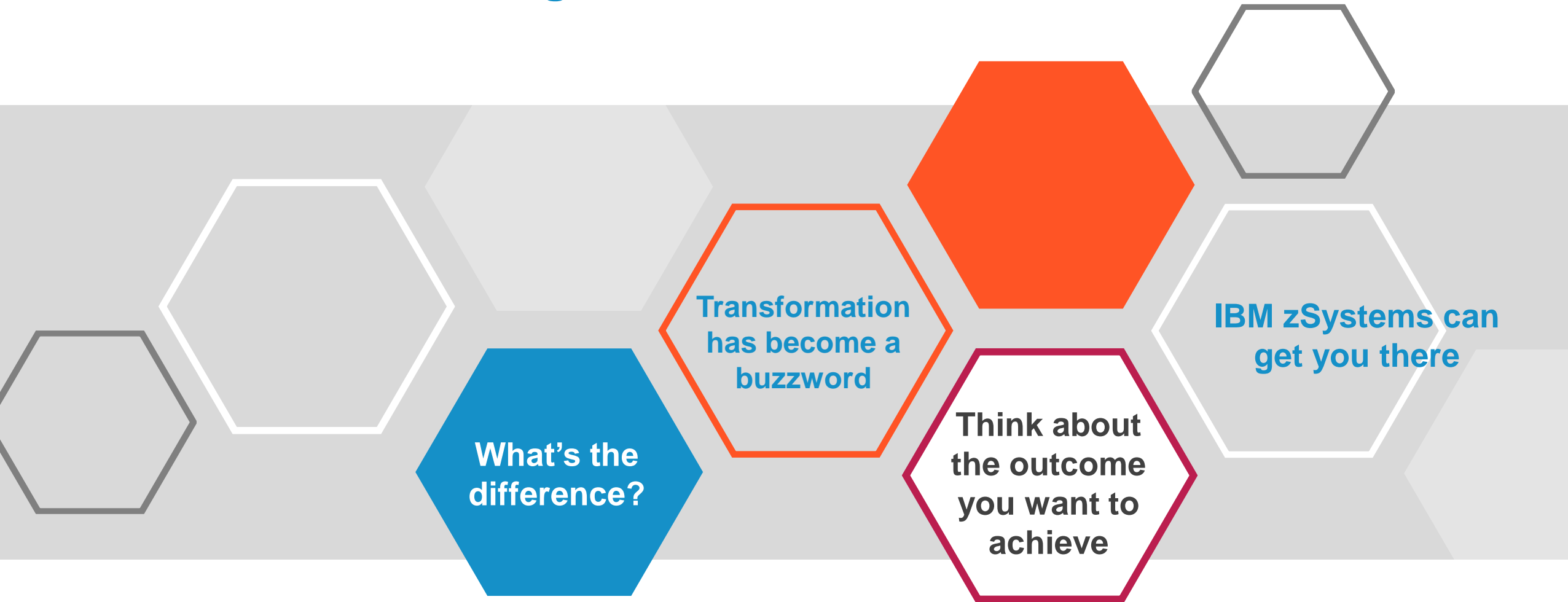
¹Bloor Research Market Review 'The Future of Business ... using Enterprise Server 3.0 Services'

The IT-Business Collaboration

Business-based decisions

Not “fashion-based” decisions

Modernization vs. Digital Transformation



The Challenges of Digital Transformation



**The conversation
between IT
and business**



**The skills
gap**



**The role of AI
and ML**



**The cloud
conversation**



The Role of IBM zSystems in Digital Transformation



Mitigating risk



**IT taking a seat
at the table**



**The role of the
zSystems
community**

Fit for Business

1

Stop and breathe

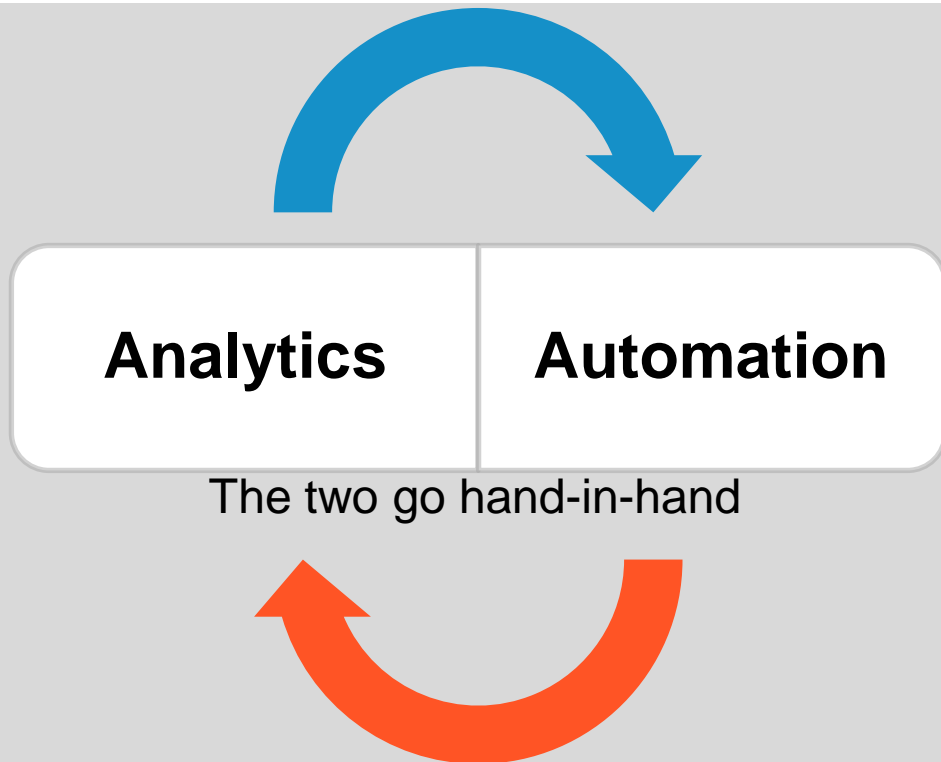
2

Think business value, not fashion

3

Modernize on zSystems

Analytics and Automation

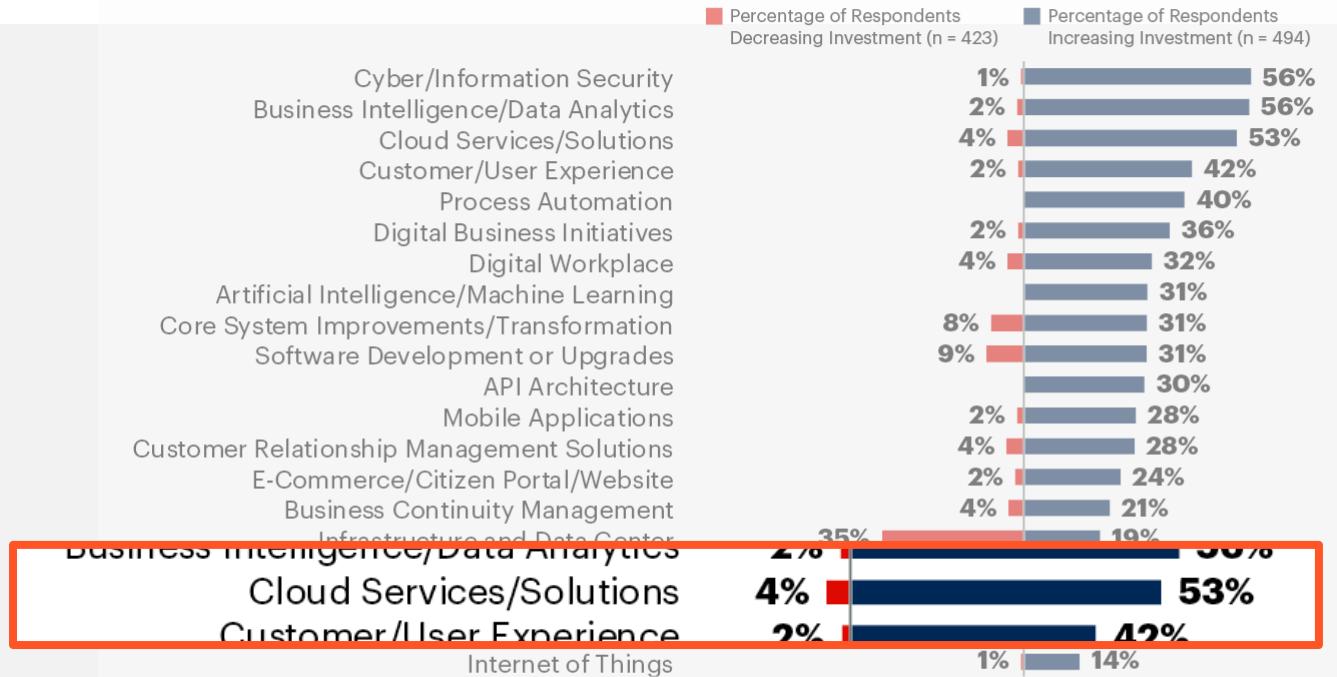


- AIOps
- Predictive or prescriptive analytics
- Use data insights to address the skills gap

Where Does Cloud Fit?

- 97% of enterprises have piloted, implemented, or integrated cloud¹
- Cited as an area for increased investment in Gartner’s “2021 CIO Agenda: A U.S. Perspective”
- But choosing cloud vs IBM Z isn’t an ‘either-or’ choice¹

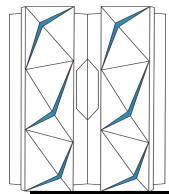
Changes in Technology Investments Percentage of U.S. Respondents



n varies by question, U.S. respondents only, excludes “Not sure”
 Q. What are the technology areas where your enterprise will be spending the largest amount of new or additional funding in 2021 compared with 2020?
 Q. What are the technology areas where your enterprise will be reducing funding by the highest amount in 2021 compared to 2020?
 Showing technologies with at least 10% of U.S. respondents reporting plans to increase spending.

Source: 2021 Gartner CIO Survey
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¹ IBM Institute for Business Value ‘Unlock the business value of hybrid cloud’

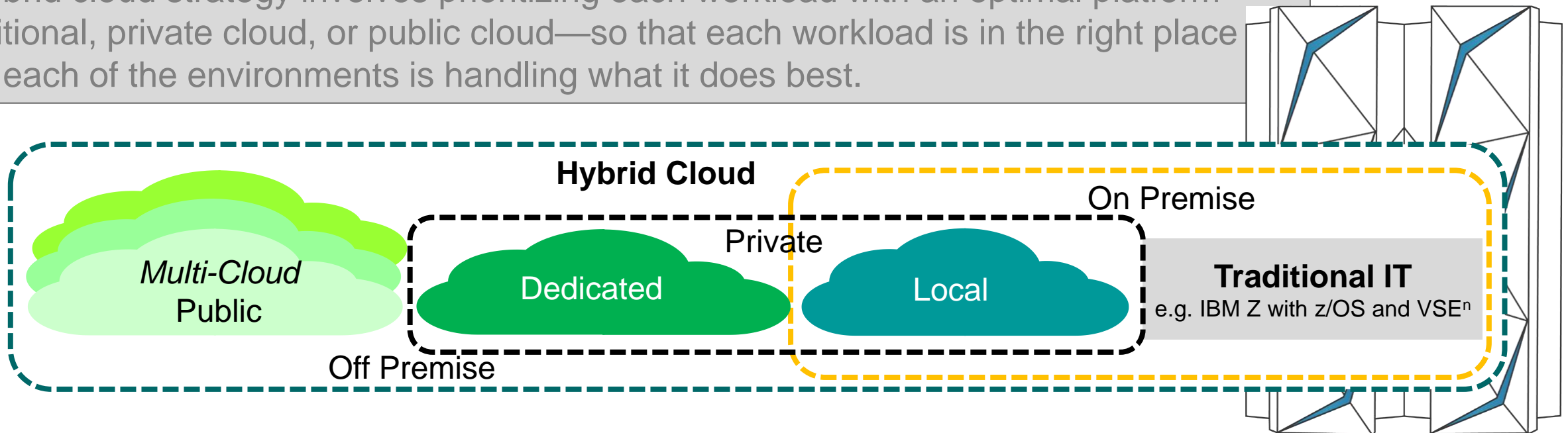


Back to Basics – Hybrid Cloud

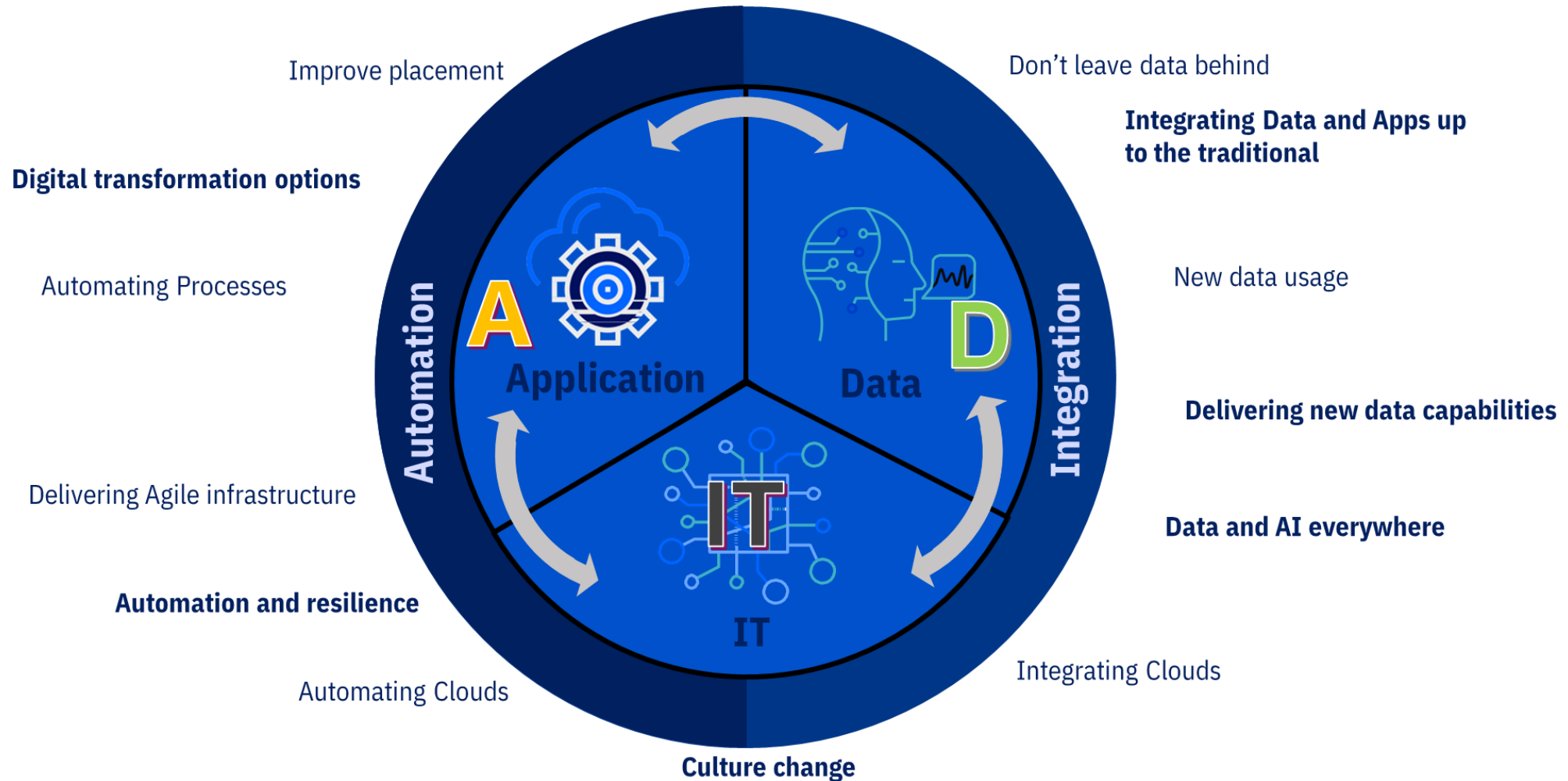
IBM Institute for Business Value

Hybrid cloud environment integrates traditional platforms with private, public, and managed cloud services. In essence, it is a virtual computing environment that aligns workloads and interfaces with the most appropriate computing platform. All these services need to be designed and managed to behave as a unified environment.

A hybrid cloud strategy involves prioritizing each workload with an optimal platform—traditional, private cloud, or public cloud—so that each workload is in the right place and each of the environments is handling what it does best.



Hybrid Cloud as a Balancing Act to deliver new Business Value



Key Considerations

- Transformation and modernization don't remove the need for adhering to compliance regulations, or constant monitoring and maintenance
- Whatever you do, you must ensure you have appropriate capabilities and controls in place
- The capabilities must be equal or better than what you do today

**Setting
guidelines and
standards**

**Determine
tools to
maintain and
validate
controls**

**The entire
enterprise
means VSEⁿ
too**

**The unknown
What you
don't know
can hurt you**

**Manual
repetitive
tasks can lead
to human error**

21CS: Fit for Business Purpose via the Z Ecosystem

- Our team brings skills/roles from customer environments:
 - System programmers
 - Storage administrators
 - Security administrators
 - Operators
 - Capacity planners
 - Performance analysts
 - Designers
 - And so many more creative and talented people
- They know what works and what doesn't. They identify the gaps in the existing tools.
- We are building labs across the globe, committed to the strategies of modernization across all spectrums of Z and we are thrilled to be partnering so closely with IBM to effect change.

21st Century Software Portfolio

Used only in support of 21st storage migration services

Total Tape

Migrate mainframe tape data at a volume level more effectively with continuous application availability

- 21CS services which include Total Tape software are available

Essential Mainframe Migration for z (EMMz)

Migrate mainframe disk data at a volume level more effectively with continuous application availability

- Sold when IBM hardware is not part of the overall deal
- 21CS services which include EMMz software are available

Innovation Continues: Idea Lab

- Ongoing drive to generate new product ideas
- We have a lot of smart, innovative people
- Cross-discipline team meets to brainstorm new product ideas





VSEn Continues to Move Us Forward

Vision and Mission for VSEⁿ

May 17th, 2022, 21CSW released VSEⁿ V6.3, the first version of the VSE operating system. More info here: [21st Century Software Announces VSEⁿ V6.3 \(21stcenturysoftware.com\)](https://www.21stcenturysoftware.com)

Our core purpose and where we are going...

Vision

Linking the past to the future: assisting VSE customers protect and realize the value to their investments while bringing increased value and stability to the Z ecosystem.

Mission

To enable the success of the IBM Z - future-proofing both the VSE operating system and associated applications through adaptation to modern methodologies based on deep customer, partner, and IBM insight.

21CSW VSEⁿ Strategy together with IBM

- Build a sustainable VSEⁿ skilled team
- Continue to focus on delivering value to customers aligned with IBM's 'P(rotect), I(ntegrate) and E(xtend)' Strategy and now we start the R(enaissance) – PIER. We are together the PIER in the harbor for your workloads*
- Identify jointly with customers, partners, and vendors which VSEⁿ areas need extra focus and investment based on customer's business needs

* Mike Riggs, VSE Customer

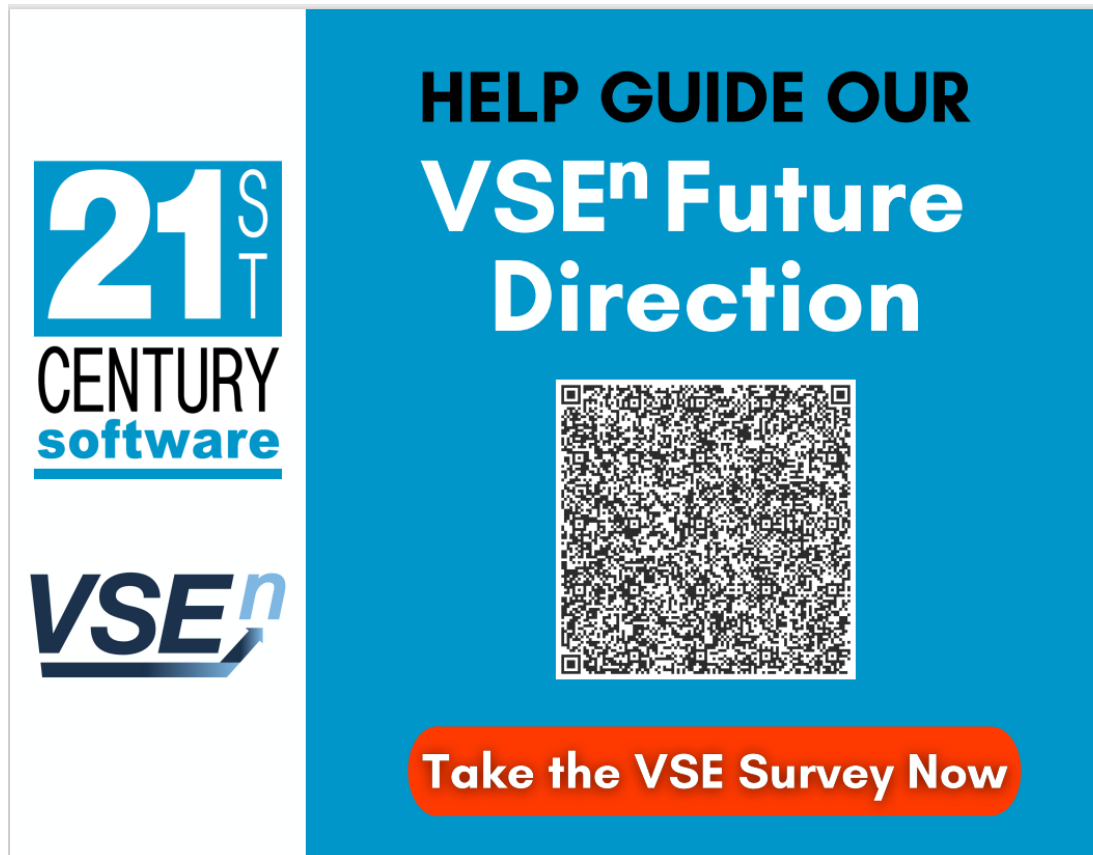


21CS Center of Excellence Germany and the path to VSEⁿ 6.3




- A new Center of Excellence in Stuttgart, Germany :
 - Achieve global coverage of 21CS services on local time zones with 3 main locations (PA/NJ US, Stuttgart Germany and Perth Australia)
 - Build a team with skills on IBM zSystems, especially VSE, but also z/OS
- The motivated team, with a mix of very experienced z/VSE and z/OS developers and fast learning university hires, successfully achieved to build, "whitewash", and test our derivative product, VSEⁿ 6.3
- 21CS announced the general availability of VSEⁿ V6.3 platform on May 17th, 2022

VSE Customer Survey Available Until 26 June 2022



The graphic is a promotional banner for a survey. It features a white vertical bar on the left containing the 21st Century Software logo and the VSEⁿ logo. The main background is blue with white text that reads 'HELP GUIDE OUR VSEⁿ Future Direction'. A QR code is centered on the blue background, and a red button at the bottom says 'Take the VSE Survey Now'.

HELP GUIDE OUR
VSEⁿ Future
Direction



Take the VSE Survey Now

- We're engaging you, our customers, for your input
- We've partnered with TechChannel on a survey to collect your feedback about what you want to see so we can understand what is needed

**We want to
hear from you!**

Let's talk...



Looking forward to working with you!!!

Questions?



Gonzalo Muelas Serrano
VP of VSEn R&D
Center Of Excellence Germany

Friedrichstraße 15
70174 Stuttgart, Germany
Phone: +49 711 2070 3647
Mobile: +49 151 7271 0485
gonzalom@21csw.com



Rebecca Levesque
CEO - President

940 West Valley Rd
Suite 1604
Wayne PA 19087
+1 610 971 9946 x200
Cell +1 610 659 6521
rebeccal@21csw.com

Thank you!