



RED HAT
ON THE MAINFRAME
THE REASONS ARE COMPELLING



Introduction

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- Solutions Architect
- Based in Washington, D.C.
- Global responsibility for System z pre-sales efforts

Agenda

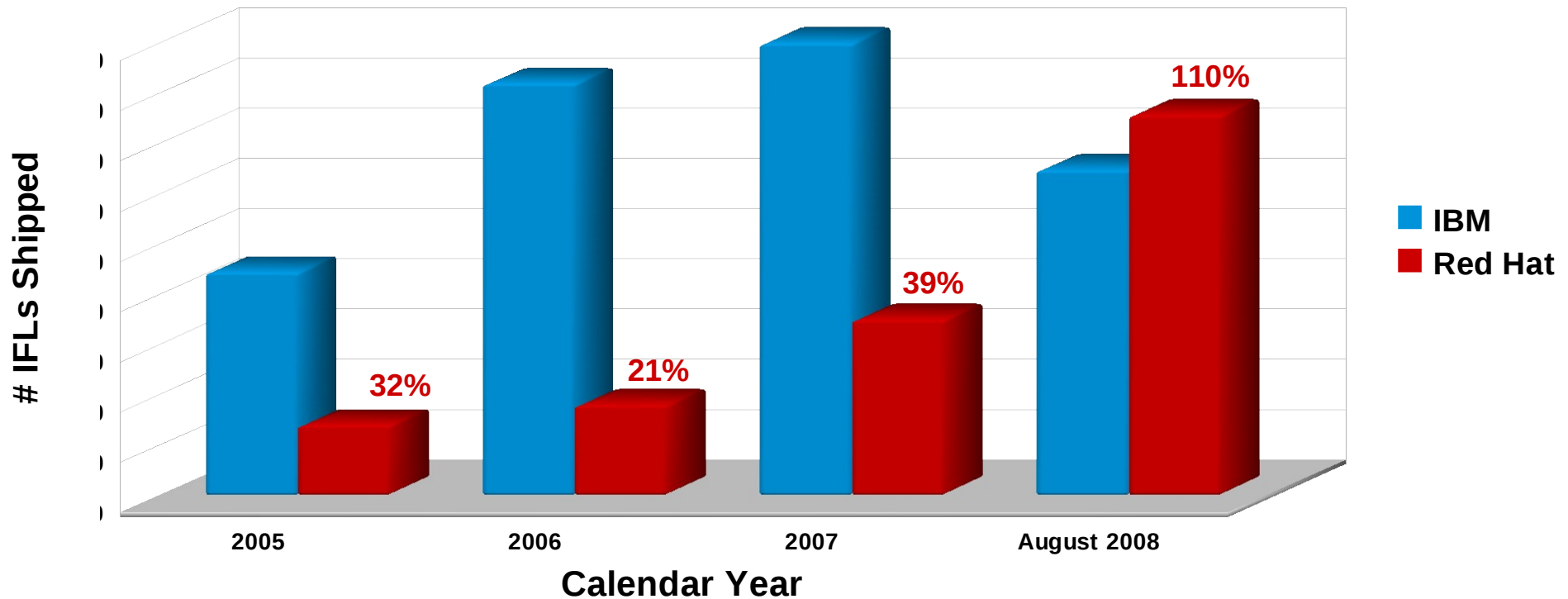
- Overview of Red Hat System z business
- Red Hat Partner Programs
- Customer Success Stories
- Open Discussion / Q&A

Red Hat / IBM Relationship

- Cross platform relationship founded in the late 90s when Red Hat incorporated
- System z relationship formalized & announced in 2007
(<http://www-03.ibm.com/press/us/en/pressrelease/21513.wss>)
- Exponential growth since
- Red Hat has dedicated staff to System z
(we haven't done this for any other H/W platform)

Red Hat System z Business

Global IBM System z IFL Shipments
IBM vs Red Hat



- IBM data reflects number of IFLs in inventory
- Red Hat data reflects number of active RHEL for System z subscriptions

YEAR	% RHT Of New IFL Sales
2004	-%
2005	32.30%
2006	21.08%
2007	38.62%
Aug 2008	109.61%

Current Campaigns/Programs

z10 BC Migration Offer

Intended Target: Customers with *new* workload

Promotion: 50% off MSRP

Timing:

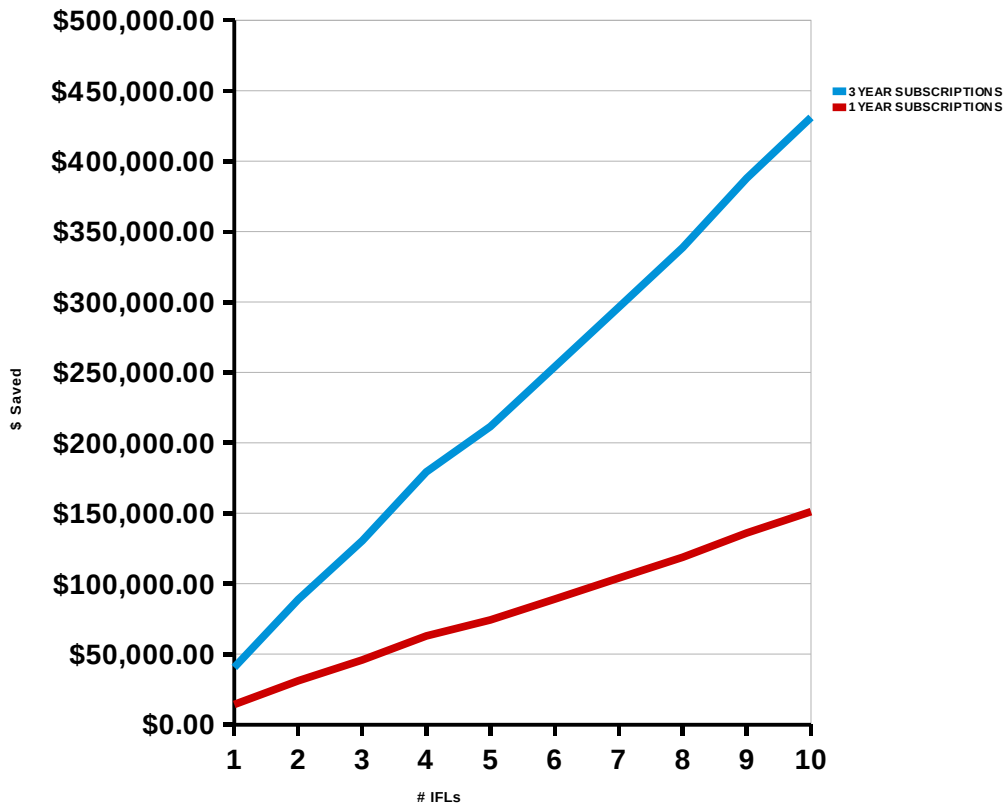
Begins: 21-OCT 2008

Ends: 30-JUNE 2009

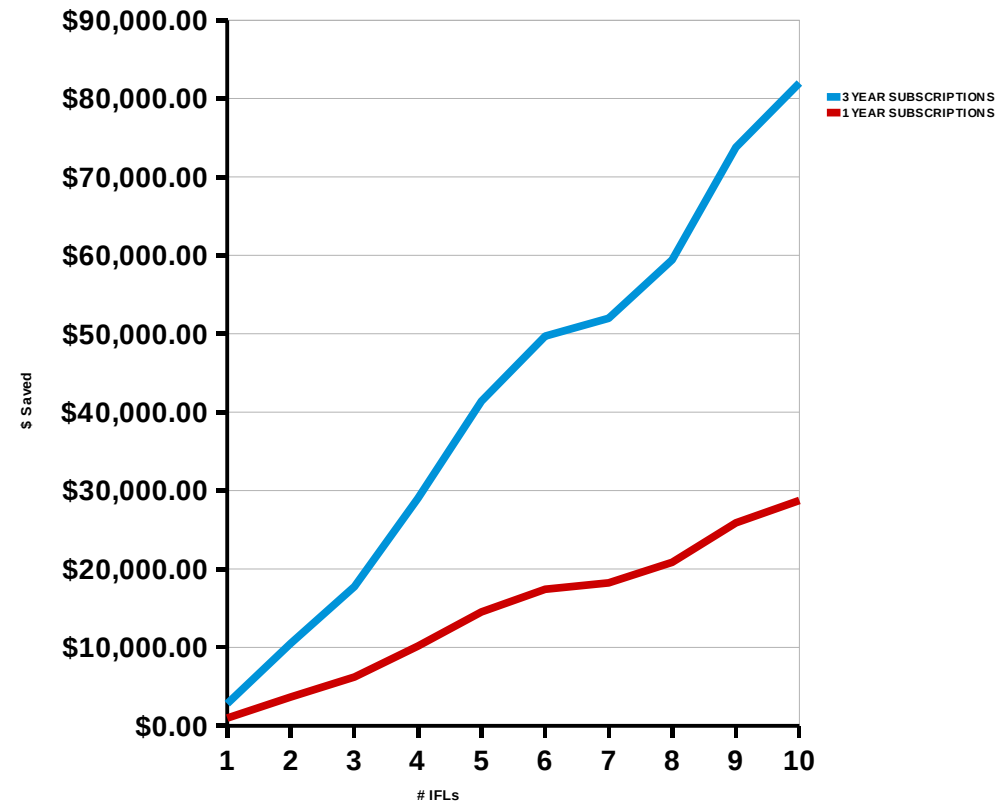
Current Campaigns/Programs

z10 BC Migration Offer

RHEL Savings on IBM System z10 BC
10-to-1 Consolidation Ratio



RHEL Savings on IBM System z10 BC
4-to-1 Consolidation Ratio



MIGRATE TO LINUX WITH RED HAT AND IBM.

Solaris → Linux Migration (Project SUNdown)

<http://www.redhat.com/sundown>

<http://www-03.ibm.com/systems/migratetoibm/sun/>

- SUN announced EOL for UltraSPARC-IV and UltraSPARC-IV+ processors as of 8-JAN 2009. Translates into and end of life for all of their servers that have more than 4 sockets, including the venerable E25k.
- Global program with Red Hat & IBM.
 - Special focus on APAC, which contains immense SUN footholds.

SUN financial reports @

http://www.sun.com/aboutsun/investor/earnings_releases/call_slides.jsp

MIGRATE TO LINUX WITH RED HAT AND IBM.

Solaris → Linux Migration (Project SUNdown)

Reference Customer:



Story: Consolidated 131 SUN machines into
2x z10 EC's @ 10x IFLs.

Current Campaigns/Programs

Destination z & IBM Academic Programs

- Joined Destination z
- Free RHEL to IBM Academic Partners
 - Marist College
 - Binghamton
 - NCCU
 - San Diego State



Customer References

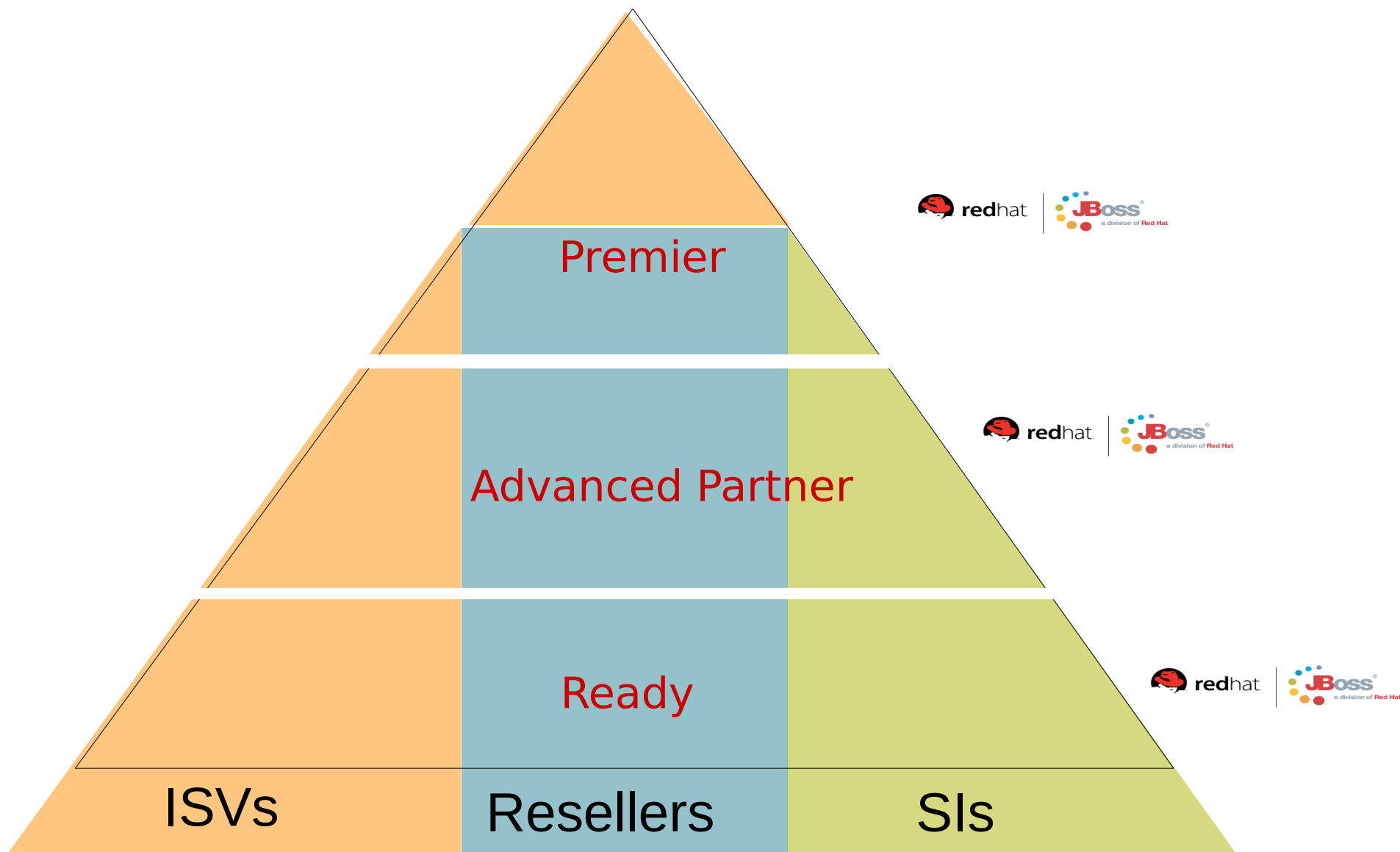
- **City Government of Recife, Brazil**

<http://www.redhat.com/about/news/prarchive/2007/emprel.html>

- Red Hat customer since 1998
- Mainframe RHEL since September, 2007
- DB2, Oracle, JBoss, WebSphere, Apache
- 83% of Recife's servers are RHEL
on IBM System z hardware (50 of 60 servers)

“With Red Hat Linux, Emprel was able to make its processing solutions available online, allowing the organization to take the municipal tax and urban planning systems to the city's service centers. Then, the company updated and developed its tax, planning, health, education, budget, financial and shopping port software.”

Red Hat Partner Program





Appendix

Customer References

- **Fratelli Carli [Italy]**

<http://www.europe.redhat.com/solutions/info/casestudies/italian-olive-oil/index.php>

- Olive Oil Manufacturer
- Standardized on RHEL5
- Mainframe RHEL since December, 2007

They currently maintain response times under one second, efficiently manage various databases with over 24 gigabytes of data and simplify communication among operating systems through use of XML within their Mainframe

“Red Hat’s strong points? Definitely support, which was provided at any time necessary. The attitude of the company in gladly accepting our challenge was excellent as well,” said Gardini. “Red Hat Enterprise Linux offers versatility and standardization to a variety of users, as it sets no restrictions.”

Customer References

- **Bank of New Zealand [New Zealand]**
 - One of the top 50 largest banks in the world
 - Offices in 4 continents, 15 countries
 - First production z10 in Southern Hemisphere
 - Mainframe RHEL since September, 2008
 - SWIFT (\$10B/day)
 - PCBB (\$4M/day)
 - Teller Banking Applications

Customer References

- **Bank of New Zealand (cont)**
 - Goal to be carbon neutral by 2010
 - Consolidated 131 SUN servers to RHEL on z10
 - Mix of small, medium, large: 280Rs, V440s, E10Ks

	SUN	RHEL & z10	
Power (kW/hr)	36	22	38% less
Heat (kBTUs/hr)	110	74	33% less
Space (Racks)	6.5	4.5	31% less
Carbon Emissions	66	40	39% less

Upcoming Events

- SHARE Austin (March 1- 6th, 2009)
 - Session 9277: Fedora for System z: The Open Source Build Process Explained
 - Session 9290 - Managing Your Red Hat Enterprise Linux Guests with RHN Satellite
 - Session 9293 - What's New in Red Hat Enterprise Linux 5

Upcoming Events

- WAVV Orlando (May 15th-19th, 2009)
 - Linux Audit Subsystem
 - SELinux Deep Dive
 - Managing RHEL VMs With Red Hat Network Satellite
- Suggestions welcome!
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