



## **Expanding NonStop Opportunities**

- A. For better outcomes - in IT and the Business**
- B. To increase NonStop relevance, appeal and profile**

# Expanding NonStop Opportunities

Is about organizations getting more benefits from NonStop

- *where decisions are based on value to the business*

.... *in an On-Line, Real-Time, All-the-Time World*

# Expanding NonStop Opportunities

Where NonStop contributes to improving outcomes for Customers -

1. Additional Revenue
2. Expanding Business Opportunities
3. Making Business Innovation More Rewarding

# Expanding NonStop Opportunities

## 4. Mitigating Risk / Liability

### A. minimizing system outages

- with very high service availability

### B. not incurring extra costs

- to remedy issues from outages

### C. meeting or exceeding Users expectations

- with consistently responsive, reliable information services

### D. mitigating legal exposure

- from services not being available, privacy issues, regulatory compliance, etc.

### E. avoiding brand damage

- from service disruption, security breaches, inability to scale, etc.

*eg: \$ 5 Billion hit on corporate valuation from system outages*

*.... which will get worse as outages re-occur !!*

# Expanding NonStop Opportunities

With increasing business demands, rising User expectations, risk issues, the need to get more benefits from digital services, etc.

.... this is a *made to order scenario for NonStop*

A great opportunity to better position organization for success with NonStop -

.... for very demanding, high impact, high value applications

.... with a NonStop message including business and technology benefits

- and learn from the NonStop / IBM I Series (AS/400) experience

## Increasing NonStop Appeal, Profile & Opportunities is about -

1. Creating awareness NonStop should be the platform of choice to improve business outcomes and increase IT value
  2. Having NonStop included in a
    - “ **Cloud** ” strategy
    - “ **Platform** ” strategy
    - “ **Standardization** ” strategy
    - “ **Hybrid System** ” environment
- .... To better position the organization to “ win ” with a system that has industry leading availability, can rapidly scale, is very secure, has minimum support requirements, etc.

## Who Benefits with NonStop ?

Organizations interested in -

- improving business outcomes
- reducing risk
- having advantage
- getting more value from technology



# Expanding NonStop Opportunities - Why Now ?

## Technology Strategy

It's time to highlight NonStop relevance and importance in -

1. Aligning Applications and Platforms – a strategy to improve IT outcomes and value
  - for applications needing 7 - 9s or higher availability, quick scalability, etc.
  - that positions NonStop as a superior platform for very important applications (see chart)
2. Hybrid system environments
  - see above
3. Cloud / Virtual environments
  - with an “ External Cloud / Service Provider ” , “ Internal Cloud ”, “ Cloud-In-A-Box ”
  - see Cloud chart
4. Supporting “ Corporate Standards ”
  - inside the platform and in the enterprise – to reduce costs, simplify systems, etc.
  - see [www.cail.com/nitep](http://www.cail.com/nitep)
5. Needing minimal resource requirements
  - to mitigate issues in maintaining and evolving information services



# Expanding NonStop Opportunities - Why Now ?

## Business Strategy

It's time to link NonStop with improving business outcomes by enabling organizations to -

1. Have more consistent, predictable results - with very high system availability
2. Reduce risk, brand damage and legal liability - caused by system outages
3. Have greater control over IP assets, business and technology direction, regulatory compliance, etc. - with a proven platform inside the enterprise or in the cloud
4. Raise the bar - to recognize business and information services have gone from "**mission critical**" --- to --- "**on-line, real-time, all-the-time**"  
Or, in HPE terms - "everything is hyperconnected"
5. Be better positioned to successfully drive change and business innovation to increase market share, grow current markets, enter new markets, etc.
6. Increase confidence in building brand value with new digital services, expand revenue streams, providing great User experiences, monetizing value creation, etc.

# Why is Aligning Applications & Platforms an important strategy ?

## To enable enterprises better -

- A. Align Value / Costs / Risks
- B. Address New Business Needs, Meet User Expectations, etc.
- C. Leverage Current Services + Mobile, Big Data, Analytics, AI, ML, IoT, etc.

## To –

1. Increase enterprise relevance, revenue and brand value
2. Deliver a great User Experience  
... with relevant / personalized information that is timely and always available
3. Be a more agile, entrepreneurial, responsive organization
4. Avoid being marginalized  
eg: - in banking from 10,000 Fintech ventures  
- by enterprises in other industries, technology companies, etc.
5. Reduce business risk / mitigate brand damage  
eg: avoid a \$ 5 B valuation hit from system outages

# Aligning Applications & Platforms

|    | End User Availability            | Application Attributes                                                                                                                                                         | Platform Category | Risk Considerations |
|----|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------|
| A. | 97 % +<br><br>11 days / yr down  | - <b>Non-Critical Application</b><br>- For various Internal Users<br>- Platforms: Windows or UNIX / Linux systems                                                              | 1 - 4             | 1 - 2               |
| B. | 98 % +<br><br>7.3 days / yr down | - <b>Dept. Application</b><br>- For groups of Internal Users<br>- Platforms: See Section A                                                                                     | 5                 | 2 – 3               |
| C. | 99 % +<br><br>3.7 days / yr down | - <b>Important On-line Application</b><br>- Needs additional computing, reliability<br>- Internal Users / some External Users<br>- Platforms: see Section A / Midrange systems | 6                 | 3 - 5               |

**Platform Category** ratings are based on system ability to meet the needs associated with : application performance – initially and as the business scales, business availability, User expectations, organization security / compliance, cost, etc.

Managing “ **Risk** ” ratings pertain to minimizing : brand damage, operational issues, business competitive concerns, financial / legal / corporate / compliance exposure, “ surprises ” , etc.

In both cases, the higher the number, the greater the need for a robust, reliable platform to satisfy the requirements.

# Aligning Applications & Platforms ... cont'd

|    | End User Availability                 | Application Attributes                                                                                                                                                                                                          | Platform Category | Risk Considerations |
|----|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------|
| D. | 99.9 % +<br><br>8.8 hrs / yr down     | <ul style="list-style-type: none"> <li>- <b>On-Line, Real-Time Application</b></li> <li>- Demanding environment</li> <li>- Internal Users / some External Users</li> <li>- Platforms : Server Farm, NonStop, Sysplex</li> </ul> | 7                 | 6 - 7               |
| E. | 99.999 % +<br><br>5.3 min /yr down    | <ul style="list-style-type: none"> <li>- <b>On-Line, Real-Time</b></li> <li>- More demanding environment</li> <li>- Many Internal / External Users</li> <li>- Platforms : See Section D</li> </ul>                              | 8                 | 6 - 8               |
| F. | 99.99999 % +<br><br>3.2 sec / yr down | <ul style="list-style-type: none"> <li>- <b>On-Line, Real-Time, All-the-Time</b></li> <li>- Very demanding environment</li> <li>- Many Internal / External Users</li> <li>- Platforms : Section D</li> </ul>                    | 9                 | 7 - 9               |
| G. | 99.9999999 % +<br><br>32 ms / yr down | <ul style="list-style-type: none"> <li>- <b>On-line, Real-time, All-the-time</b></li> <li>- Extremely demanding environment</li> <li>- Many Internal / External Users</li> <li>- Platforms : see Section D</li> </ul>           | 10                | 9 – 10              |

## Cloud Computing Options

| Attribute                                   | Public Cloud | Private Cloud |          | Cloud-in-a-Box |
|---------------------------------------------|--------------|---------------|----------|----------------|
| To focus on Business                        | ✓            | ✓             | ✓        | ✓              |
| To align outcomes with costs, risk, etc.    | ✓            | ✓             | ✓        | ✓              |
| To be a more agile, innovative organization | ✓            | ✓             | ✓        | ✓              |
| Platform                                    | Server Farm  | Server Farm   | NonStop  | NonStop        |
| 99.99999 % or higher system availability    | yes          | ?             | yes      | yes            |
| IP - Location                               | external     | internal      | internal | internal       |
| IP - Exposure                               | ?            | varies        | low      | low            |
| IP Security                                 | high         | varies        | high     | high           |
| Minimizes technology issues                 | varies       | varies        | yes      | yes            |
| Cost - Initial                              | varies       | varies        | varies   | varies         |
| - Ongoing                                   | varies       | varies        | low      | low            |
| Can quickly scale                           | yes          | varies        | yes      | yes            |
| Technology Expertise Required               | varies       | high          | low      | low            |
| IT Resource Requirements                    | low          | varies        | low      | low            |

Bottom Line : NonStop is an appealing Cloud Platform



# The Case for NonStop

NonStop should be the platform of choice to :

1. run applications having high business impact
2. minimize business risk
3. reduce the work, time, complexity and cost to evolve
4. process sensitive information
5. best protect valuable corporate IP
6. " win " in an on-line, real-time, all-the-time business

That is proven platform or cloud-in-a-box solution for very demanding environments -

- A. needing very high User availability
- B. to quickly scale information services
- C. with very secure systems
- D. requiring few resources

# Expanding NonStop Opportunities - Next Steps

A. To respect the importance of On-Line, Real-Time, All-The-Time information services

- **Specify 99.99999 % (7 9's) or higher availability for the application**

... on a 7 x 24 basis upon the application going live

- **Specify a \$ 1 Million / minute fee from supplier for non-compliance**

... to recognize risk of brand damage and legal liability from service outages

B. Identify influencers in your organization –

- IT - CIO, CTO, Planning, Strategy, AI, Mobile, IoT, Security, etc.
- Business - EVPs, VPs, Planning, Strategy, Innovation, New Services, etc.

C. Contact CAIL or HPE about engaging with decision makers responsible for -

- Corporate Planning, Strategy, etc. - in IT and the Business groups
- Improving Business Outcomes

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**CAIL**