

Getting More Benefits From NonStop

... in IT and the Business

CAIL

NonStop in the Enterprise

Presence Matters

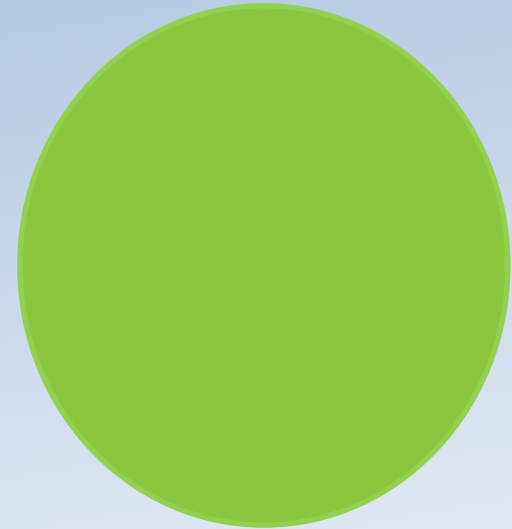
To get more benefits from NonStop....



NonStop



Enterprise
IT



Business
Units

.... we need to increase NonStop profile

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The Irony of Superior Technology

- The better the solution, the better the business messaging needs to be about improving outcomes + reaching out + being strategic + building relationships + highly credible + results oriented + etc.
- Realizing it's not the Field of Dreams
Since people don't just come, we need to be proactive in attracting people to NonStop - and doing the above



Getting More Benefits from NonStop is about -

For Customers

- Leveraging your knowledge of NonStop and your organization
- It's your option to be involved initially and/or on an ongoing basis in initiatives to increase NonStop awareness and appeal
... with " **no** / **little** / **very** " involved
- Please discuss with HPE and/or CAIL events or direction in your organization that could impact - NonStop, IT, or the business



Getting More Benefits from NonStop is about -

For HPE and HPE Partners

- Leverage your knowledge of
 - NonStop
 - how NonStop improves outcomes
- Collaborate with those who can contribute to increasing NonStop appeal
 - in the community and in Customer organizations
 - with those having complimenting business and technical skills
- Identify opportunities – in Customer and other organizations
- To make good on an opportunity, engage with influencers and decision makers with a compelling NonStop value proposition with impressive -
 - reasons and metrics about NonStop improving business outcomes
 - insights on NonStop technology and benefits to enterprise IT

IT Benefits with NonStop

1. Address the needs of very demanding applications
(Aligning Applications & Platform Strategy)
2. Reduce complexity, cost, support demands, risk, etc.
3. Expand the options for Cloud initiatives
4. A superior platform in Hybrid system environments
5. Supports a Corporate Standardization Strategy
6. Better manage change – to deliver more value and address increasing demands of on-line, real-time, all-the-time needs

Business Benefits with NonStop

- A. Expand Business Opportunities
 - B. Improve Operational Efficiencies
 - C. Increase Revenue
 - D. Make Business Innovation More Rewarding
 - E. Mitigate Business Risk / Reduce Liability
 - F. Be more agile and better positioned to perform for Users
- in an on-line, real-time, all-the-time world
- ... with a platform having exceptional availability and scalability

Aligning Applications & Platforms

	End User Availability	Application Attributes	Annual Outage	Outage Risk Impact
A.	99.9 % +	<ul style="list-style-type: none"> - Demanding IT environment - Business is OK with some system outages 	8.8 hrs	7
B.	99.999 % +	<ul style="list-style-type: none"> - More demanding IT environment - Some Business impact with outages 	5.3 min	8
C.	99.99999 % +	<ul style="list-style-type: none"> - Very demanding IT environment - Huge Business impact with outages 	3.2 sec	9
D.	99.9999999 % +	<ul style="list-style-type: none"> - Extremely demanding IT environment - Business in jeopardy from outages 	32 ms	10

For On-line, Real-time, All-The-Time Information Services

- that are essential to business success
- with many internal / external Users

Options : “ Server Farm / NonStop / Sysplex Platforms “ or “ Cloud “

Bottom Line : The more important the application or the need to avoid risk
the more relevant NonStop is



Platform Options

Attribute	Server Farm	NonStop	Sysplex
Proven Platform	yes	yes	yes
To align outcomes with costs, risk, etc.	yes	yes	no
To be a more agile, innovative organization	yes	yes	no
System Availability	?	high	medium → high
IP - Location	internal	internal	internal
IP - Exposure	varies	low	low
IP Security	varies	high	high
Minimizes technology issues	varies	yes	no
All in Costs - Initial	varies	varies	expensive
- Ongoing	varies	low	expensive
Can quickly scale	varies	yes	no
Technology Expertise Required	high	low	high
IT Resource Requirements	high	low	high

Bottom Line : NonStop is a very appealing “ Platform “

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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	high	low	low

Bottom Line : NonStop is very appealing for “ Cloud Computing “

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Strategies to Get More Benefits with NonStop

For Customers

- collaborate with those who can Make the Case for NonStop
 - with advantages for Enterprise IT and the Business
 - in your organization, HPE, CAIL, other Partners, etc.
- identify influencers and decision makers in your organization
- determine how to engage with influencers and decision makers about NonStop improving outcomes
- engage and follow up with IT and Business people in your organization to Make the Case for NonStop

Strategies to Expand NonStop Relevance

For HPE and Partners

- Be able to articulate a very compelling value proposition for NonStop – in Business and Technology terms
- Reach out with Partners to organizations about getting more benefits from NonStop



Improving Outcomes with Nonstop - Next Steps

1. 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

2. Engage with CAIL or HPE to identify influencers and decision makers in your organization about getting more benefits from NonStop to –
 - A. Improve outcomes - in IT and the Business
 - B. Be a more agile and efficient organization
 - C. Reduce complexity, support demands and risks

Improving Outcomes with Nonstop - Next Steps

To increase NonStop profile and appeal, view CAIL as a Partner to compliment your capabilities with our knowledge of –

1. NonStop
2. the Enterprise IT environment
3. Mobile / IoT
4. Business Innovation
5. Business and Strategy

.... to make the case for NonStop

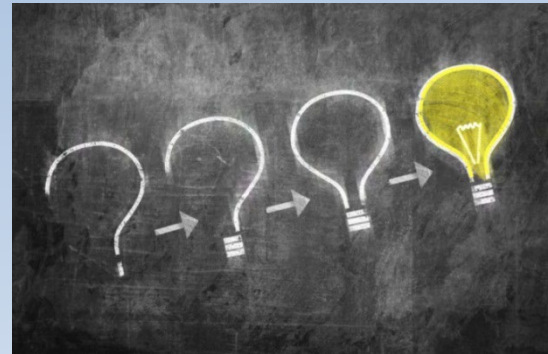
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Improving Outcomes with Nonstop

Thank You



To realize more benefits with NonStop, please contact CAIL

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