The Mainframe Reframed for the Application Economy

How to manage your mainframe for great customer experiences
Customer Experience Demands Growing

It’s the age of the customer. And they want the same fast, seamless, enjoyable experience they’ve come to expect from the apps they use outside the office.

25% of users abandon apps after just a three second response delay.1

The increasing reliance on electronic technology has resulted in an exponential growth in the volume of transactions that need to be processed. Yet, the revenue connected to those transactions often trails the transactions themselves.

two-thirds of customer service transactions will no longer require the support of a human intermediary by 2017.2

What’s more, security challenges relating to external and internal threats are multiplying—a situation that is ever more difficult to control as users increasingly access applications and data from remote locations and mobile devices.

Is your Mainframe Ready? Find out.

1 Reaching the Top of your Web Performance Mountain, Aberdeen Group, May 2013
2 Why You Need to Rethink Your Customer Self-Service Strategy, Gartner, Brian Manusama, 17 March 2015
These days, shiny new technology is getting all the attention. Applications—especially mobile apps—thrive on open systems and Java. And without the technology behind the app economy, the Internet of Things (IOT) would never exist. Cloud-based computing is fast becoming the norm. And big data analytics are essential to the growth of the enterprise.

Given their speed and data-processing capacity—plus the ability to generate cost savings through increased automation and standardization—mainframes can help facilitate all of these initiatives. But, to ensure success, you need to break down existing barriers between mainframe access and key constituencies, such as developers, mobile apps and big data analytics.

That’s where CA Technologies comes in. We have decades of experience enabling mainframe productivity and success. And we can show you how to use your mainframes to achieve your business objectives.
Consider that the three largest banks in the U.S. have 50 million customers who currently use mobile apps for everything from deposits and transfers to actual purchases—a number that grows 15 percent per each year. It takes a lot of computing power to process the enormous number of transactions generated by those customers. Especially with the speed and accuracy required to create a positive user experience.

To achieve optimal mobile to mainframe performance, you must provide developers with common tools, such as APIs, to facilitate secure access to key processes and functions in your system. Then you need to accelerate time-to-market and provide quality upgrades through software change management.

These steps put you well on your way toward providing a convenient and productive experience for users.

The mainframe handles 2.5 billion transactions per day—the equivalent of 100 Cyber Mondays.

Mobile transactions are estimated to grow to 40 trillion per day by 2025.

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3 Mobile User Growth Eases at Bellwether Banks, Bank Innovation, 15 April 2015
4 Why on Earth Is IBM Still Making Mainframes?, Wired, 13 January 2015
5 Are you a rarity? Only 16 percent of people will try out an app more than twice, Digital Trends, March 2103
6 Technology Economics of the Mainframe Part 3 – Mainframe and Mobile, IBM, January 2015
How do Mainframes Fit Into the New Data-Driven Business?

Unleash the Power of Mainframe Data

Big Data drives so many business decisions these days—in fact it’s where 60 percent of corporations are turning in search of new growth. And the increasing reliance on big data analytics means your data volume and processing requirements are expanding exponentially. In order to extract meaningful insights, there is a need to link to structured data on the mainframe. In addition, data must be made readily accessible to all of your authorized stakeholders without compromising security.

To help ensure the success of your big data initiatives, you’ll need to implement innovative, advanced software solutions to manage your mainframe databases effectively. It’s also worth exploring the option of leveraging cloud storage for non-critical business data. And it’s essential that you modernize security and compliance procedures to forestall internal and external data threats.

Top 10 Big Data Security and Privacy Challenges

1. Secure computations in distributed programming frameworks
2. Security best practices for non-relational data stores
3. Secure data storage and transactions logs
4. End-point input validation/filtering
5. Real-time security monitoring
6. Scalable and composable privacy-preserving data mining and analytics
7. Cryptographically enforced data centric security
8. Granular access control
9. Granular audits
10. Data provenance


Rehabilitating the Perception of Mainframes, Enterprise Systems Media, 22 July 2015

Expanded Top Ten Big Data Security and Privacy Challenges, April 2013 Cloud Security

70% of data in most major industries resides on mainframes

Unleash the Power of Mainframe Data
How do Mainframes work within the Data Center?

Create Infrastructure Flexibility by Mainstreaming the Mainframe

Organizations that are leveraging their mainframes for maximum benefit are doing so by integrating service offerings across the IT environment. To follow suit, you need to tear down existing data and operational silos.

Fewer silos mean your mainframe operations are treated more like the rest of IT—often sharing people and resources that benefit your entire IT environment. And cross-platform access to data and services helps turn that data into actionable insights.

Through simplification and standardization you’ll be able to successfully enable cross-platform management. This will help you demonstrate how mainframe transactions interact with and enable the distributed environment.

In the end, you’ll create line-of-business visibility into the quantifiable strategic value of integrating mainframe platforms into your overall architecture.

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10 Infrastructure & Operation Trends Survey commissioned by CA Technologies – Enterprise Systems Media, March 2015
CA Helps Organizations Unlock the Full Value of Their Mainframes

By streamlining operations to cut costs, your mainframes can free up resources that can be used to promote innovation and strategic growth. CA Technologies has helped numerous enterprises transition their mainframe platforms into strong strategic contributors to business success. Here are just a few of those stories.

**Tieto Improved Customer Services and Controlled Costs With the Help of Mainframe Solutions from CA**

To simplify mainframe management and enhance customer services, Tieto needed to replace its legacy tools with an integrated, automated solution that was based on standardized best practices and processes.

Tieto deployed CA solutions that simplified maintenance and increased longevity of its mainframe systems. And by optimizing mainframe management, Tieto has been able to cut customers’ restart times and CPU processing requirements up to 50 percent.

**Blue Hill Data Services Standardized Mainframe Management for Increased Customer Value**

To provide more cost-effective and competitive services, Blue Hill Data Services, a provider of fully managed data center hosting solutions, needed to optimize its management of customer mainframe platforms. This meant rationalizing its multi-vendor management tool set.

Blue Hill established an integrated management suite based on 18 CA solutions, including mainframe automation, reporting, database operations, software change management and application testing. By integrating and optimizing mainframe management, Blue Hill can now offer more and better services to its customers—helping to safeguard its competitive advantage.
Mainframe Reframed: Driving New Value and Cost Savings

Mainframes make significant contributions to business success, including unparalleled reliability and availability, transaction speed, security and user experience. Yet, many in the C-suite still regard mainframes as a “cost of doing business.” Nothing could be further from the truth.

In fact, by creating enterprise-wide operational efficiencies and supporting the growth of new and existing workloads, well-managed mainframes actually save money and create value throughout your organization. These savings, in turn, fund opportunities for innovation and growth. Among the advantages of a well-run mainframe infrastructure are the ability to:

- Automate workloads to run smoother operations
- Reduce business unit costs and enhance net revenue
- Push existing stack boundaries to handle new workloads
- Manage daily operations smarter
- Streamline your software portfolio
- Reduce maintenance time with automation and analytics
- Supplement in-house skills with managed services
Where Do I Start on My Journey to Mainframe Reframed?

**Great Customer Experiences Are Made On Your Mainframe**

**Let CA Help Reframe Your Mainframe and Remake Your Business**

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**CA Technologies Mainframe Software is Rated “Strong Positive” by Gartner**

$907K Estimated annual cost savings when standardizing with CA solutions

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11 Gartner, Vendor Rating: CA Technologies, David J. Cappuccio, et al, August 31, 2015 Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

12 The average annual savings are estimations derived from analyses of CA Technologies customer contracts. These values are not a guarantee of achievable results and will vary depending upon your current infrastructure, people and processes, as well as the appropriate, effective implementation, adoption, and use of the CA Technologies solution.
Learn How CA Can Help You Maximize the Value of Your Mainframes

[www.ca.com/mainframe](http://www.ca.com/mainframe)

CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate – across mobile, private and public cloud, distributed and mainframe environments. Learn more at [ca.com](http://ca.com).

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