ENABLING THE MAINFRAME FOR MOBILE WEB AND SOCIAL.

GTSoftware®

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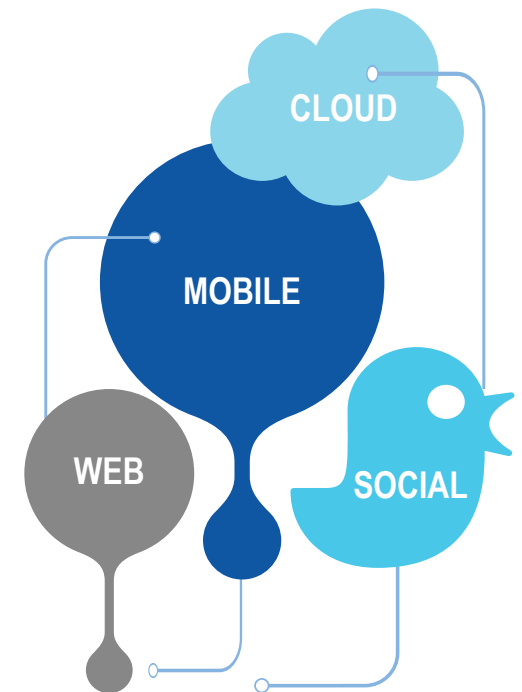**ENABLING THE
MAINFRAME
FOR MOBILE
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INTRODUCTION

Innovation is one of the strongest competitive advantages any company can strive to achieve in today's competitive landscape. With the growing demand for massive amounts of information, an explosion of mobile, web and social challenges have taken center stage in the constant battle to meet customer demands and gain competitive advantages.

A proven pathway to innovation is a corporate culture of continuous improvement. Companies today can no longer rest on a reputation of past successes. Instead they are constantly challenged to continue to spark an entrepreneurial spirit which promotes and nurtures continuous improvement and innovation.

With all the buzz around innovation and mobile access, web, social, cloud and Big Data in the marketplace, it's important to understand and define the impact of these applications on your mainframe. After all, whenever we consider the mainframe and integrating it, the thought of a long, drawn-out and tedious process comes to mind for many, when in reality leveraging your mainframe is not only possible, but easy if done with the right tools.

This eBook discusses the role of the mainframe in most organizations, how to perform seamless and non-intrusive integrations, and how to continue to meet your customer demands while utilizing your mainframe assets, and further enabling them.

CLOUD

MOBILE

WEB

SOCIAL

ENABLING THE MAINFRAME FOR MOBILE WEB AND SOCIAL.

WHY ENABLE MOBILE APPS

Mobile could easily be the most significant and impactful of the technology shifts businesses are encountering. An estimated 50% of mobile applications will be hybrid by 2016 according to Gartner. They also go on to predict that by 2016, 40% of mobile application development projects will leverage cloud back-ends.

There are countless organizations that completely transformed their enterprises in order to succeed in mobile platforms. E-commerce alone has become a trillion dollar business, PC and desktop unit sales are on constant decline, and let's not forget that BYOD is real and is here to stay.

Organizations in very different industries are creating private app stores. The evolution of the private app store, also known as an enterprise or corporate app store, is redefining the definition of an 'app' as we traditionally use it. Consider that a private app store will make available the following to users:
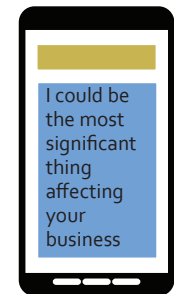
- Device-specific applications for downloading and installing on both desktop and mobile devices.

- Cloud-based applications that are launched via a browser and available for use on any device.

- Documents, PDFs and spreadsheets that help users complete a specific task. E.g. A purchase order for field sales.

- Web links launching specific content for a user group such as support documentation for support teams.

Companies of any size can accomplish more by focusing on mobile computing environments first. To stay competitive, they must also focus on reducing costs, but never at the risk of sacrificing customer satisfaction. Mobile apps do that. They are cost efficient and empower customers by delivering real-time interactions, providing self-service platforms and further enabling their own teams by bringing more mobile applications to life.

Bringing all resources together to strengthen customer satisfaction, whenever and wherever the customer wants, imposes the need to evaluate the critical factors that will impact the decisions to build mobile, web and social applications. The biggest challenge most organizations face is getting these apps to market quickly.

☞ For the mainframe, Ivory Service Architect and Ivory Data Hub deliver data and information from mainframe applications to new mobile applications. Ivory Service Architect provides a web-services interface to mainframe applications, and Ivory Data Hub provides SQL access to mainframe data.

I could be the most significant thing affecting your business

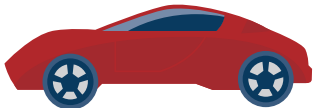**ENABLING THE MAINFRAME FOR MOBILE WEB AND SOCIAL.**

WHY ENABLE WEB APPS

Web applications can enhance your business in more ways than you can imagine. Exposure could be one of the most unassuming, yet powerful benefits that come with web applications. If you can master the search engine algorithms, which is a never ending topic on its own, people will find you on their computer, tablets and smart phones.
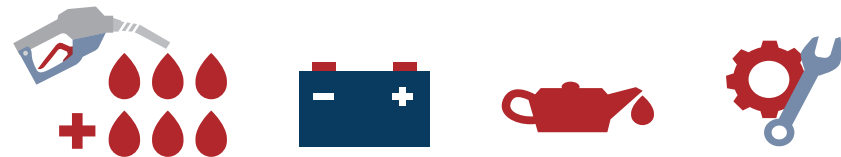
One of the greatest advantages is that web is also a friendly platform. Browser preferences aside, smart phones now allow you to select the browser you prefer as now more than ever, the web has proven to be the unchallenged "go-to" place for information worldwide.

The accessibility and flexibility of web platforms, together with a continuously growing pool of web development resources force us to look in the direction of the mainframe. Understanding how to enable it to enhance these web applications becomes part of a solid strategy to stay one step ahead.

Take this case study: A major automobile manufacturer allows customers and sales agents to configure cars on their website. Initially, keeping the design configurations up-to-date was a challenge as the last modifications required downloading data from mainframe engineering systems to the website.

The problem was that the data was dynamic and was usually out of date causing many errors and customer satisfaction issues. They replaced the FTP downloads with a web services integration using Ivory Service Architect. Now the data feed for automobile specifications comes directly from the mainframe CICS based engineering systems.

This provides a great benefit to the customers because any changes in product specifications or offerings is immediately reflected in the design portal ensuring that the vehicle the customer designed is 100% accurate.

The creation of these web services is done with a point-and-click interface where no coding is required and no code is generated. Ivory Service Architect allows you to get your applications out the door on time and under budget.

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WHY ENABLE SOCIAL APPS

Social applications are sometimes overlooked by many organizations. Many do not spend enough time or resources understanding the benefits and implications of being active on the social platforms. Considering their impact and how they affect and collect market behavior data, social applications are key for success.
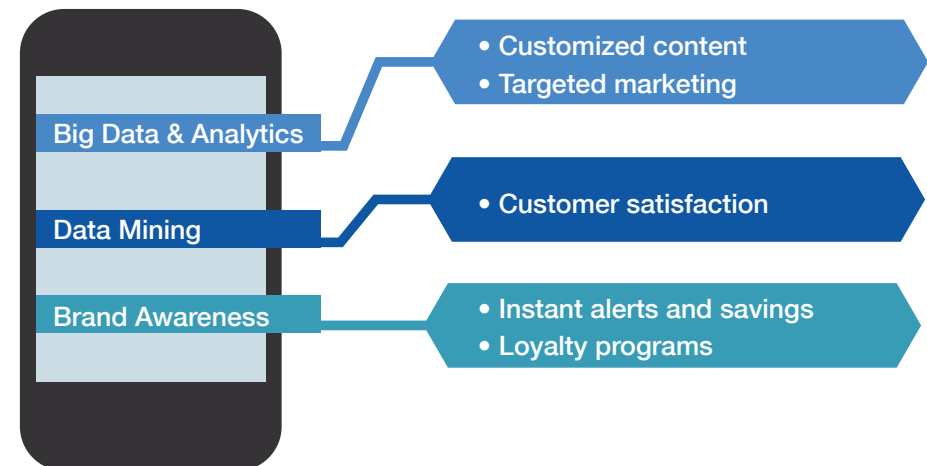
Big Data may be one of the biggest initiatives in years. From the data analytics derived from Big Data, customized content and targeted marketing can be delivered through social, mobile and web applications. There are several benefits that can be derived from these data mining exercises. Internal processes can be honed based on customer satisfaction surveys and polling. Organizations striving to be leaders are well suited to take customer feedback and react to it.

Combining the results of these mainframe based data mining and analysis exercises with social applications like Twitter, Facebook, LinkedIn and even email push alerts going out to consumer apps, creates an unprecedented opportunity for marketing targeted campaigns. Enabling items like coupons, instant savings and special offers can cement brand identity and loyalty. Driving customer loyalty programs through social outreach not only benefits the existing consumer relationship, but creates a new layer of social advertising per conversations, mentions, #hashtags, and shares they perform. None of this would be possible without the data analytics driven by the mainframe.

So how do we gain access to this vast amount of data stored in non-traditional databases that reside on the mainframe?
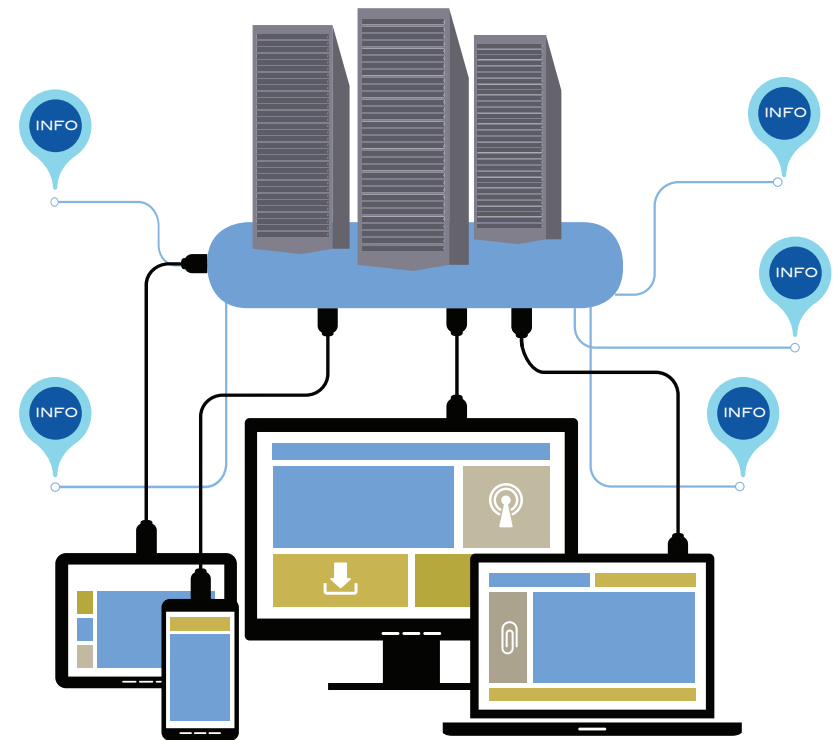
Ivory Data Hub provides access to this data via standard SQL, and when working together with Ivory Service Architect, they provide web service access to mainframe data. They connect the dots that bring the mainframe to the social scene.

Big Data & Analytics
- Customized content
- Targeted marketing

Data Mining
- Customer satisfaction

Brand Awareness
- Instant alerts and savings
- Loyalty programs

ENABLING THE MAINFRAME

The rapid evolution of the mobile, web and social applications has opened up new possibilities for companies to empower their workforce, meet consumer expectations and expand their market reach. With more people now using mobile devices as their primary means of obtaining information and requesting services over the Internet, leveraging the mainframe to enhance these applications is critical. The good news is that leveraging the mainframe for mobile, web and social applications is just a few mouse clicks away.

If you want to take advantage of CICS, IMS, or other application logic residing on the mainframe, Ivory Service Architect will allow you to build simple or complex web services.

Even 3270 based applications can be exposed as web services. Using SOAP, REST, JSON or JCA, applications can immediately integrate to the mainframe. Ivory Suite components also allow you to build those services in minutes without any impact on your existing applications.

If you just need to get to mainframe data, Ivory Data Hub provides SQL access to any data that you have residing on the mainframe.

The mainframe has the horsepower and reliability to handle all your web service processing. The Ivory Suite can be deployed under CICS, as a started task, or even on z/Linux. Have a zIIP or zAAP specialty engine? Ivory Suite will take advantage of that too.

ABOUT GT SOFTWARE

Accelerating the time to market for mainframe dependent applications and integrating mainframe assets into newer technologies including mobile, web and social is now possible with Ivory Suite.

Our set of industry-leading, mainframe-integration and data-access tools, improve operational responsiveness by simplifying and accelerating access to mainframe applications, data and processes. Ivory products enable access with no code written, generated or changed and no additional MIPS usage. It requires minimal training and offers quick deployment. It helps integrate all of your mainframe assets, regardless of underlying platforms, languages and data formats. Using Ivory Suite products, developers can seamlessly integrate the mainframe with new technologies like mobile and web applications, packaged applications, business intelligence and cloud initiatives.

For over 30 years GT Software has helped organizations derive great business benefit from their mainframe investments by delivering innovative enterprise modernization, migration and data access solutions that can effectively reduce IT costs and increase performance and productivity. More than 2,500 organizations across the globe leverage our technology to accelerate time to market for mainframe dependent applications and to integrate mainframe assets into newer technologies including mobile, web and cloud.

It's Possible

CLICK
FOR
WEBCAST

Click here to learn more about mainframe enablement for mobile, web and social applications.

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