Integration
Mobilization
Data Unification
Migration

From Legacy to Leading Edge

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The Business Performance Revolution:
Is Your Mainframe Mobilized?

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Business demands are changing. The pace of business is quickening. We are in the midst of a business performance revolution, one where companies and customers alike expect instant access to the tools of commerce from anywhere, at any time. Mobility is integral to this revolution, as the enterprise mobility phenomenon is quickly becoming a key driver of business innovation. Central to improved business performance, however, is strong collaboration between business strategy and IT. This collaboration must originate in the data center with simple, user friendly, access to information within the enterprise mainframe.

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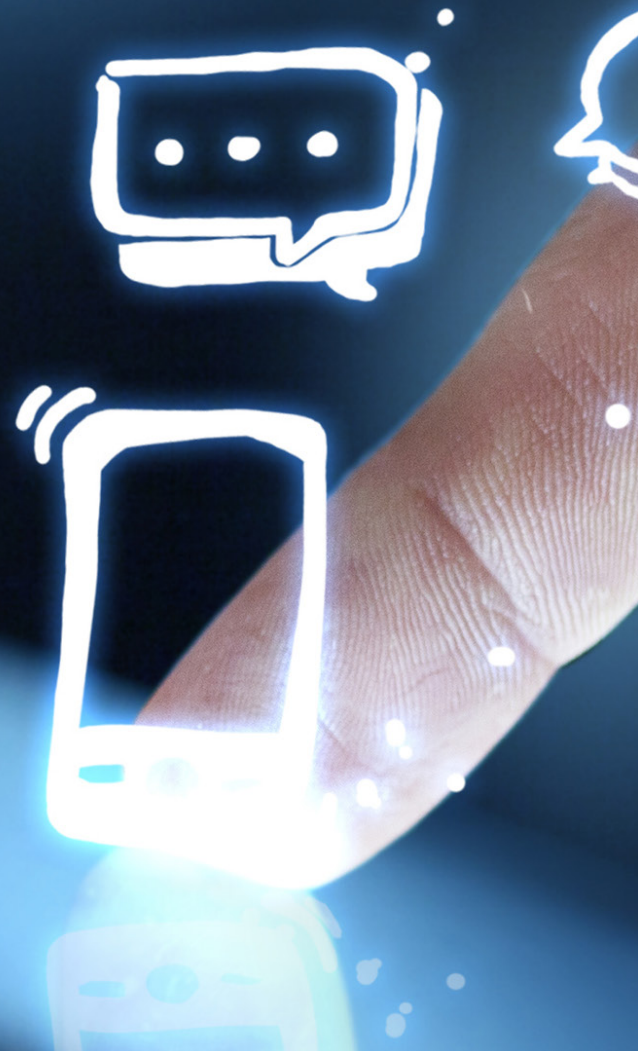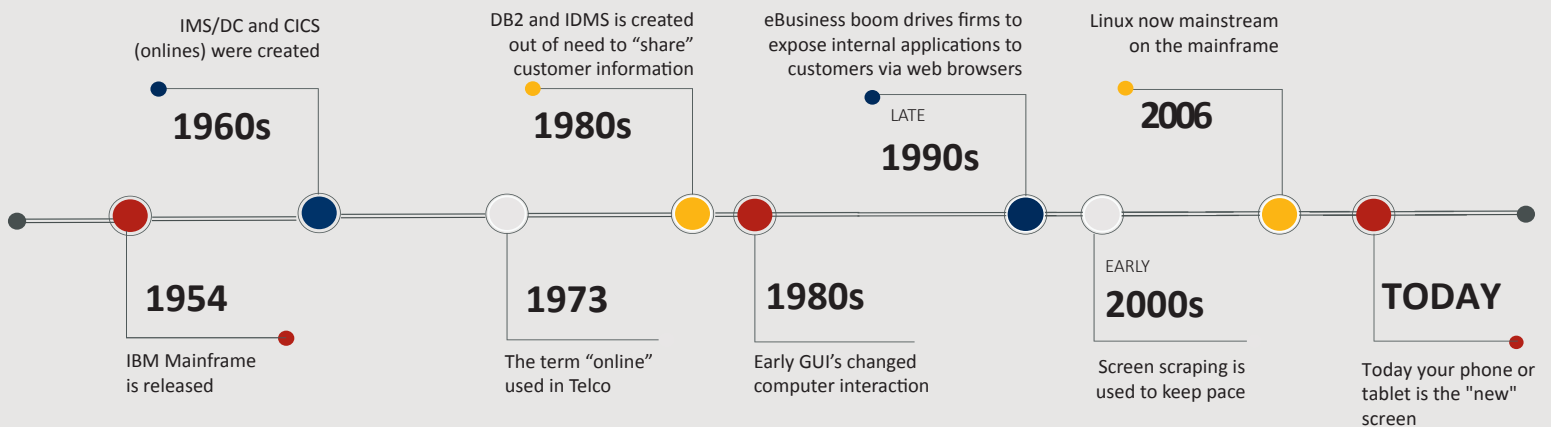
Mobility = Business Performance

Mobility has become the centerpiece of our work and personal lives, and it's profoundly changing the way companies relate to their customers, interact with employees, and bring products and services to market. Enterprise mobility is no longer just about being a pathway to convenience and efficiency in the new world of remote workers, it has become the key driver of business innovation.

This eBook is called "The Business Performance Revolution" because enabling enterprise mobility is not just another IT project and it's not just about a single app or mobile web site. It stands repeating, the most successful enterprise mobility strategies are built on the **strong collaboration between business strategy and IT.**

Before we look at the future of business performance, let's take a quick look back at how the mainframe has affected performance improvements over time.

IMS/DC and CICS
(onlines) were created

DB2 and IDMS is created
out of need to "share"
customer information

eBusiness boom drives firms to
expose internal applications to
customers via web browsers

Linux now mainstream
on the mainframe

1960s

1980s

LATE
1990s

2006

1954

1973

1980s

EARLY
2000s

TODAY

IBM Mainframe
is released

The term "online"
used in Telco

Early GUI's changed
computer interaction

Screen scraping is
used to keep pace

Today your phone or
tablet is the "new"
screen

1954 - The same year the Mustang was introduced, Pop-Tarts were first eaten, the Beatles hit the U.S., and spicy chicken wings were first served in Buffalo, NY, the IBM System 360 was introduced – and it would forever change business performance.

In the **1960s** developers designed and built application silos from an inside-out perspective to satisfy internal users in specific functions such as finance, sales, manufacturing, and other departments.

With the **1970s** came the need to better share customer information which drove the advent of "online applications" using teleprocessing (TP) monitors such as CICS.

This led to the creation of databases such as DB2 and IDMS in the **1980s**.

By the late **1990s**, the eBusiness boom drove firms to expose internal-facing applications to customers via web browsers.

Then, in the early **2000s**, companies pressed for time in the face of digital competition, attempted to repurpose some of their internal-facing applications using screen-scraping software. Yet screen-scraping was, and remains, brittle — as changing the placement of one character can break the interface in multiple places.

Other offerings "scraped" data from multiple websites back to a browser panel — however, web-scraping was even more brittle because new websites tended to change much faster than 30-year-old legacy applications.

In **2004**, the term Bring Your Own Device (BYOD) was coined and in **2009** this policy was mainstream. This meant that companies would now permit employees to bring their personal devices (laptops, smart phones, etc.) to the workplace and use those devices to access company information and applications. This was an indicator that employees now expected businesses to adapt to them, rather than have them rely on company issued equipment. The BYOD market size was valued at close to USD 30 Billion in **2014** and is estimated to be valued at USD 366.95 Billion by **2022**.

Today, nothing short of true, real-time, bi-directional integration is enough.

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Business Performance Revolution Fueled by Mobile Adoption

Improved business performance hinges on providing real-time information access to all who need it. For businesses, mobile devices are quickly becoming the dominant data consumption vehicles. Consider these eye-opening statistics:

- 95% of Americans own a cell phone of some kind, with 77% owning smartphones[1]
- 57% of users say they won't recommend a business with a poorly designed mobile site[2]
- The BYOD market is on target to reach nearly $367 billion by 2022, up from just $30 billion in 2014[3]
- 87% of companies rely on their employees using personal devices to access business apps[4]

It's clear that successful adoption of mobile applications will become the differentiating factor in elevating business performance to the next level, and companies of every type and size realize it's those who continue to innovate via data integration that have the best chance of maintaining a competitive edge. From improving operational responsiveness to increasing revenue and bolstering customer satisfaction, simplifying access to mainframe applications, data and processes, provides the foundation from which a successful mobility platform can grow.
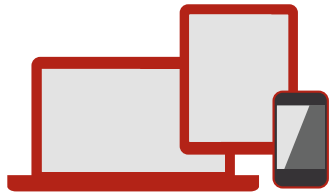
Sources:

[1]*Pew Research Center, "Mobile Fact Sheet," http://www.pewinternet.org/fact-sheet/mobile/*

[2]*socPub, "The 5 Mobile Marketing Mistakes Infographic," https://www.socpub.com/articles/the-5-mobile-marketing-mistakes-infographic-14849*

[3]*Bring Your Own Device (BYOD) Market Size Worth USD 366.95 Billion By 2022: Global Market Insights Inc.,"*

https://globenewswire.com/news-release/2016/03/22/822021/0/en/Bring-Your-Own-Device-BYOD-Market-size-worth-USD-366-95-Billion-by-2022-Global-Market-Insights-Inc.html

[4]*Syntonic, "Syntonic Reimagine the Mobile Internet," https://syntonic.com/wp-content/uploads/2016/09/Syntonic-2016-BYOD-Usage-in-the-Enterprise.pdf*

BYOD MARKET
will be **367B**
BY **2022**

Most mobile users check their
smartphone **150X** a day.

Today

95% of Americans own a cell phone,
with **77%** owning smartphones

87%

Of companies rely on their employees using personal devices to
access business apps

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of users say they won't recommend a business
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Optimum Operational Efficiency with Mobility 3.0: What is it?

Today, the ultimate goal of the majority of organizations is to create a data-integrated mobile platform that raises business performance to the highest possible level. But simply having a few mobility applications in place does not equate to true performance innovation.

In a recent edition of the Financial Express, Heena Jhingan describes "three stages of mobility" typically seen in modern companies, with Mobility 3.0 being the least-attained, yet most-desired, goal:

Mobility 1.0 – In this stage companies seek to mobile-enable/optimize their websites and applications to increase customer engagement.

Mobility 2.0 – Here, organizations take mobility up a notch and look to transform business processes, like expense reporting, via mobility.

Mobility 3.0 – In this ever-increasing mobile era, few companies have yet to embark on Mobility 3.0. In this highest stage of mobility, organizations leverage mobile technology to create entirely new business models and revenue streams. Here, both B2B and B2C companies have greater opportunities to directly reach their target markets, improve profitability and add new customers. This is also where it's crucial to success for an enterprise organization to be able to leverage existing mainframe assets to tie into a mobility platform.

1.0

MOBILITY 1.0
Mobile-Enable or Mobile-Optimize

2.0

MOBILITY 2.0
Transform Business Process via Mobile

3.0

MOBILITY 3.0
Create New Mobile Business Models & Revenue

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Mainframe Assets Key to Bolstering Business Performance

Mainframe servers continue to play a significant role in the IT infrastructure. According to recent information from SHARE Inc., 96 percent of the world's top banks, 23 percent of the top 25 U.S. retailers, and nine out of 10 of the world's largest insurance companies run on IBM System z mainframe servers, and mainframe systems process about 30 billion transactions per day.

By using today's advanced modernization and business performance solutions on the back end, it has become faster and simpler than ever to provide a compelling and engaging mobile experience to users on the front end.

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9 OUT OF 10
of the world's largest insurance companies

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Mainframe data integration holds the key to unlocking the potential of unified data, and connecting it to mobile applications. This alone will elevate business performance to the next level. With today's advanced modernization and GT Software's Ivory Service Architect on the back end, it has become faster and simpler than ever to provide a compelling and engaging mobile experience to users.

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The Business Performance Revolution in Action

To see how mainframe modernization and performance solutions can help revolutionize business innovation, here are four examples of organizations that have unlocked their mainframe data to create value-packed mobile applications that engage customers, reduce costs and improve business performance – ultimately progressing toward Mobility 3.0:

A French horse-racing organization wanted to extend its sales channel to encompass web and mobile options, and create a more functional website for professional brokers. However, the solution had to meet specific requirements. The organization could 1.) Only use existing resources, 2.) Wanted to avoid rewriting legacy mainframe-based DB2 and other applications, and 3.) Needed to eliminate the possibility of downtime, all while operating in a highly regulated environment. With the help of GT Software's Ivory Service Architect, the organization was able to create a new website, build more than eighty APIs, and introduce a new Web portal. As a result, it improved its customer service ratings and increased product awareness, which translated into more bets placed and an increase in overall revenue.

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A leading U.S.-based airline needed to update its maintenance system procedures, which included increasing maintenance turnaround time, expanding access to maintenance support systems, enabling system access on mobile devices, and providing one simplified user interface for multiple back-end systems. However, it was under a tight implementation deadline and the developers of the new applications had no knowledge of legacy IMS code. By leveraging GT Software's Ivory Service Architect, they were able to quickly (in just four months) build complex services into the legacy system with no coding, and reuse mainframe services across many "new user experience" apps. In the end, this meant employees could work faster, smarter and more efficiently to report and repair mechanical issues. This led to reduced operational costs and improved "on time" statistics, as well as a substantial gain in overall business performance.

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A U.S.-based specialty bene its administrator wanted to eliminate high inquiry call volumes and modernize its procedures by providing physicians and members with self-service access and online account update/inquiry capability, at anytime from anywhere, via smartphones, tablets, laptops and desktops. Yet, its current "home-grown" system was running on an antiquated platform (even by mainframe standards) and information could only be accessed internally via 3270 green screens. By implementing GT Software's Ivory Service Architect, the company was able to rapidly deploy an updated "intelligent integration and information" system within three months, while leveraging existing .NET skills and without the need for additional Full Time Employees. Now, physicians and members get immediate answers and more efficient resolutions to their problems, which has improved satisfaction and streamlined business performance.

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A U.S.-based insurance provider sought to improve customer satisfaction by providing accurate, real-time insurance quotes, as well as mobile policy and rating access. This required 1) communication to policy and rating engines housed on the home office mainframe, 2) access to all the policy systems, including current accounts, and 3) the ability to incorporate customer discount rates. By choosing to implement GT Software's Ivory Service Architect, the insurer improved agent responsiveness by simplifying and accelerating access to mainframe applications. As a result, customers now get instant and accurate onsite quotes – right there with the agent in real-time – via all mobile devices. And, because the quotes can now be accepted on site, the company has experienced a boost in both its customer satisfaction and productivity. The newly integrated mainframe now allows for quick creation of APIs to streamline agent management and swift updates to customer profiles from any location — giving the insurance provider a substantial leg up on the competition with its transformed its business model.

Optimized Performance is Within Reach

These organizations found ways to leverage their existing enterprise mainframe and applications to quickly integrate next-level mobility platforms. By embracing business performance solutions, collectively they were able to design new services that add value to their brands and significantly improve customer service. Thus, priming them to stand out in a highly competitive landscape and respond to business climate changes in a more agile, targeted manner.

Embracing mobility as a means to provide access to data and applications where and when it is needed, will drive the future of business performance. For large enterprise organizations that have long relied on a mainframe for their operational applications this can seem daunting, but it doesn't have to be. GT Software can help any organization provide quick, easy, self-serve mobile access to business information regardless of the platform on which it resides, the language or data type. To learn more about how GT Software can help your mobility efforts and overall business performance go to **www. gtsoftware.com**.

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GT Software (www.gtsoftware.com) turns yesterday's legacy systems into tomorrow's leading edge applications. Its solutions help organizations extend the value of their IT investments through agile development and standards-based APIs, which improves workflow and enhances operational efficiency. Masters of application modernization and a global distributor of the Fujitsu NetCOBOL compiler, GT Software's proven solutions power mainframe integration with today's technologies. Currently, more than 2,500 organizations globally trust GT Software's solutions to ensure they are able to drive forward innovation that improves customer experiences, increases operational efficiency, and generates revenue.