



**After 36 Years IMS is still
strategic -- for our customers
and for IBM**

*By Robert L. Gilliam, IMS Product Family Director,
IBM Silicon Valley Laboratory, May 2004*

Contents	A Little History
A Little History 2	April 7, 2004 marked the fortieth anniversary of the announcement of IBM System/360™ and the birth of what we now call mainframe computing. The System/360 has evolved to today's eServer™ zSeries™. Recent announcements, combined with enthusiastic customer acceptance suggest that another forty years of enterprise computing leadership and excellence is not out of the question.
What is "Strategic"? 2	IMS™ joined the mainframe platform officially in 1968 as IMS/360 and, like its companion product, continued to thrive though out the next thirty six years, enjoying its most successful sales year ever in 2003. IMS has successfully reinvented itself many times over those years and its list of state-of-the-art technological innovations is far too lengthy to reproduce here. However, given that there are few, if any, offerings still around after all these years, it is not unfair to ask "is IMS still strategic?"
Strategic for Addressing Customers Needs 2	What is "Strategic"?
Strategic for addressing IBM needs 3	The question "What is strategic?" takes different forms. It takes one form in addressing customer needs with the question, "Are we delivering the new function that will fulfill an important and essential role in relation to our customers' goals and objectives?" It takes another form in addressing IBM needs with the questions, "Is new IMS function consistent with the IBM strategy for the on-demand operating environment?" and "Are we providing sufficient return on IBM's significant investment in IMS, to warrant such a strong continued IBM commitment to IMS development?" We should consider each of these questions.
Continued Investment 4	Strategic for Addressing Customers Needs
Highlights	Customer acceptance of new IMS versions is the best measure of our success as developers. We continuously monitor several metrics that tell us if we are developing the right function. In the past twelve months, each of these metrics tells us quite clearly that we are on the right track. In 2003 workload, as measured in the MIPS capacity of IMS systems, increased 67.9% on our latest versions. Workload on older versions was reduced 33%. At year end, there was almost three times the work being done on our latest versions, Version 7 and Version 8, than on older versions, Versions 5 and Version 6, worldwide. Overall, in 2003, MIPS of IMS systems grew almost 20%. By midyear, IMS Version 7 surpassed V6 as the most popular version, measured by number of licenses. Overall, the growth of net new IMS licenses remained positive, fueled largely by expansions required because of mergers/acquisitions among existing customers, in the
Customer acceptance of new IMS versions is the best measure of success	
In 2003 workload increased 67.9% on the latest IMS versions	

Highlights

IMS can be accessed from any platform, including LINUX, virtually anywhere on the Internet

IMS Version 8 has significant new autonomic computing function

Americas and Europe and the selection of IMS for new zSeries footprints, - predominantly by emerging opportunities in Asia. It is of note that customers showed continued confidence in the future of IMS, during the years 2001-2003, when much of the rest of the I/T industry was showing downturn and retrenchment.

Strategic for addressing IBM needs

In the On Demand Infrastructure

IBM defines an on-demand enterprise as one whose business processes are integrated end-to-end across the company and with key partners, suppliers and customers. The on demand enterprise can respond with flexibility and speed to any customer demand, any market opportunity and any external threat. This need to respond with urgency must be addressed by an On Demand infrastructure. This operating environment is open standards based, it is heterogeneous, it is integrated and enabled with self-managing capabilities.

IMS fully supports Java™ standards for application development and XML for transparent document interchange. IMS applications can be developed on workstations and executed in the host environment. IMS applications and data can be accessed from any platform, including LINUX, virtually anywhere on the Internet, through the utilization of IMS Connect™ and its IMS Connector for Java™ Integration has always been an IMS priority. IMS ships connectors and tooling with WebSphere™ solutions so customers can connect to IMS applications and data utilizing the tools and connectors of their choice.

The latest version of IMS addresses the need to assist technical support staff in being more productive and in keeping systems continuously available, in an operating environment that is growing more and more complex. IMS Version 8 contains over a dozen new and improved self-managing functions to enhance the productivity and effectiveness of database administrators and systems programmers.

IMS continues to address scalability needs by providing the highest possible availability, performance and capacity. IMS Version 8 benchmarks show a single system providing 21,000 transactions, including database access, per second. IMS Version 9 continues this performance, and offers 24x7 database availability with High Availability Large Database Online Reorganization support.

Highlights

2003 was another record breaking year for IMS

Continued Investment

The ability of the IMS team to deliver revenue growth to the IBM company is a measure of our success as business managers. Success in this area supports continued investment by IBM in development of future versions and the growth of resources devoted to that effort. In 2003 IMS enjoyed another record breaking year, surpassing 2002 as the largest revenue producing year in its 36 year history. IMS has shown consistent revenue growth each year, since adoption of the current IMS business model in 2000.

And in the future...

IMS is committed to meeting business critical applications requirements for our customers

The focus for IMS in 2004, and beyond, is to strive to remain the strategic choice for the most business critical applications of our largest customers, as well as of emerging large enterprises. Success in that area and support of the open, integrated, self-managing on demand operating environment, suggest that IMS will continue as a major factor in the growth strategy of the IBM Corporation, as it has been for the past 36 years.



© Copyright IBM Corporation 2004
IBM Corporation
Department DQZA
Route 100 Box 100
Somers, NY
USA, 06877

Printed in the (United States of America)
05-04
All Rights Reserved

IBM, the IBM logo, System/360, eServer, zSeries, IMS/360, IMS and WebSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Java and all Java-based trademarks and logos are trademarks of Sun Microsystems, Inc. in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

IBM hardware products are manufactured from new parts, or new and serviceable used parts. Regardless, our warranty terms apply.

IBM may not offer the products, services or features discussed in this paper in other countries, and the information may be subject to change without notice. Please consult your local IBM business contact for information on the product or services available in your area.

All Statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Performance in transactions per second is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, I/O and storage configurations, and workload processed. Therefore, no assurance can be given that an individual user will achieve the performance stated here.

The IBM home page can be found on the Internet at: www.ibm.com