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IBM DB2 Query Management Facility for z/OS

QMF Analytics: Anytime, Anyplace, Anyone

IBM

Highlights

- Exposes insights across all data types through a single, logical, data source—including mainframe data, non-mainframe data and big data sources
- Provides self-service Business Intelligence through a new simple intuitive interface
- Brings analytics to where the data resides including VSAM, ADABAS, DB2, and IMS

Consider the myriad of decisions made within your business each day. For example, your organization may only have:

- **hours** to assess what locations to move inventory to meet demands
- **minutes** to decide which customers are good candidates for tomorrow's 24-hour discount email
- **seconds** to determine if a long-term customer visiting your website qualifies for special pricing that will help you close a sale today—and keep them coming back.

Until now, many companies have found it difficult to deliver the secure, accurate and real-time analytical insight required to support rapid decisions like these. To keep a competitive edge, business analytics are no longer an option, but an enterprise business requirement of all successful enterprises. A Nucleus Research study[1] found that, for every dollar spent on analytics, a customer sees an average return of US$13 dollars.

The IBM® DB2® Query Management Facility™ for z/OS® (IBM QMF™ for z/OS) provides a zero-footprint, mobile-enabled, highly secure business analytics solution. QMF for z/OS delivers modern analytics by using visual reports and dashboards, available across all current interfaces, including mobile devices, web browsers, workstations, and IBM TSO and IBM CICS® clients.

QMF for z/OS uses the power, security and robustness of IBM z Systems™ to create analytical solutions that directly access a myriad of data sources, such as relational and non-relational databases, big data sources (Hadoop and Spark) and data coming from web services. QMF for z/OS empowers users at all levels to use data to help them find answers, make decisions and communicate those decisions.

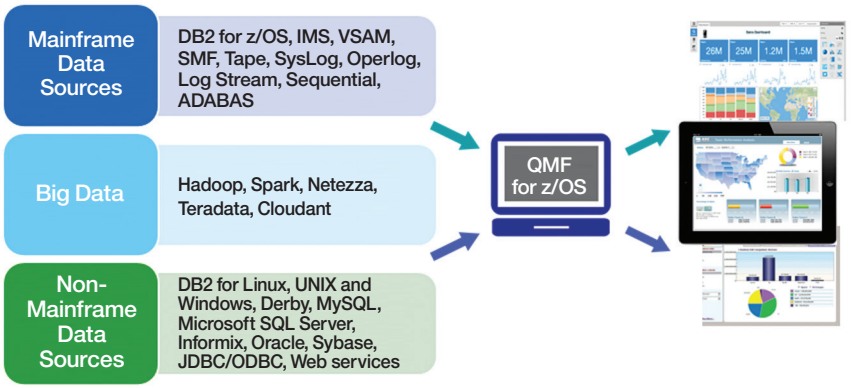

Figure 1. QMF for z/OS users can create intuitive reports and dashboards real-time, with universal data access, regardless of data location or format. QMF for z/OS exposes insights across all data types through a single, logical, data source – including mainframe data, non-mainframe data and big data sources.

Bring analytics to where your data resides

Most enterprises have acquired multiple database products over time to support different applications. Analytics processes need to access this data quickly, securely and cost efficiently-regardless of its location or format. QMF for z/OS offers access to a wide variety of data sources - both relational and non-relational without the requirement for ETL processes or a data warehouse. QMF for z/OS allows customers to bring analytics to where the data currently resides. QMF for z/OS supports data sources that are JDBC-compliant, such as IBM Informix®, Oracle, Microsoft SQL Server, Teradata and IBM IMS™ - as well as non- relational sources including VSAM, ADABAS, flat files, SMF data and more. QMF for z/OS can also access unstructured Big Data sources, such as Hadoop, Spark, and Cloudant®.

QMF for z/OS allows analytic queries against all of these data sources individually—plus provides the ability to combine (federate) them to gain greater insights to a much broader set of customer data—without the need to move or consolidate the data to a single data store.

Create robust dashboards and reports once – and deliver anywhere

Analytics are crucial to enterprise business processes and must be accessible through interfaces that include web and mobile clients.

QMF for z/OS provides for the creation of robust visual dashboards, reports and analytics, and allows those objects to be easily distributed to users through email, web browsers, and mobile devices. Customers can build their visualization objects once and deliver them to all users—regardless of how the users will access them.

QMF for z/OS uses a comprehensive palette to create simple or complex interactive dashboards that include controls, charts, KPIs/metrics and more. It is easy to schedule the updates and distribution of queries, quick reports and visual reports.

QMF for z/OS provides users with ad-hoc, dynamic drill-down capability across DBMSs and across platforms with no requirements to predefine navigation paths for your data. No data warehouses or predefined cubes required!

Make better business decisions with self-service BI capabilities

QMF for z/OS now includes self-service Business Intelligence for anyone who needs an intuitive, high performance solution that provides access to any data to clearly answer analytical business questions. QMF can easily create interactive dashboards that expose trends, outliers, historical details, and information to share insights and confidently make timely decisions.

QMF for z/OS's intuitive interface allows users to create and modify visualizations and drill down on the data displayed on a dashboard. Users can drag and drop whatever dimensions or measures they need, or add more variables for increased drill-down capability. Column, pie, tree-map, geospatial map, line, or scatter charts—plus many more chart objects are available to see and understand all data better.

When users discover trends or outliers they wish to share with colleagues, they can simply drag and drop their dashboard into a chat window to collaborate real-time.

Figure 2. QMF for z/OS provides simple, yet powerful, self-service BI capabilities for every user across the enterprise.

Get more value from your current QMF investment

QMF for z/OS makes it easy to leverage all of your existing QMF objects in new ways to provide more value to the business. Existing QMF objects that have mainly been used within the QMF TSO/CICS environment can quickly be accessed and modernized into robust reports and interactive dashboards for web browser and mobile users.

Further, with the ability to access additional non-DB2 and non-relational data sources from across the enterprise, more data can be combined with existing QMF object data to offer greater insights to the business. For example, a report or dashboard that was once limited to DB2-only data, may now include data from other data sources like VSAM, ADABAS, IMS, and more.

QMF for z/OS allows advanced users to continue using the robust nature of QMF batch jobs to perform historical business processes, while business users can now create their own visualizations and dashboards for collaboration with colleagues to drive better and faster decision-making.

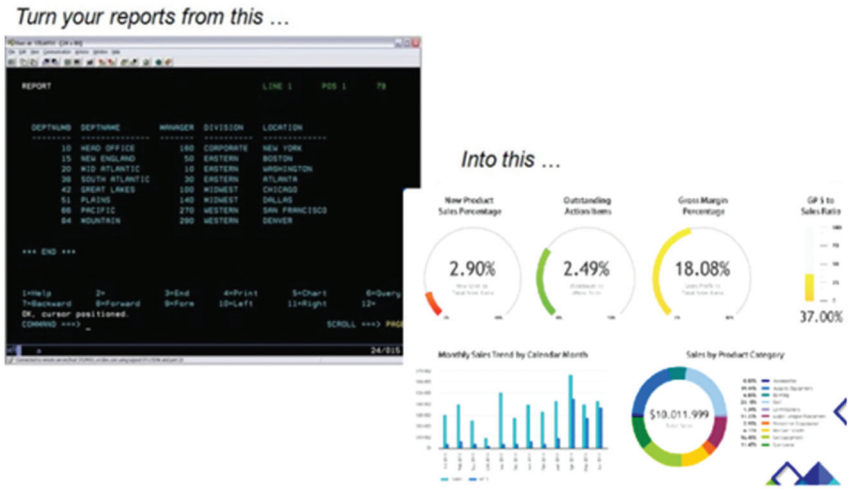

Figure 3. Modernize existing QMF objects and reach more users with QMF for z/OS.

Leverage the IBM DB2 Analytics Accelerator

QMF for z/OS works seamlessly with the IBM DB2 Analytics Accelerator. The accelerator is a workload-optimized appliance that integrates the IBM zEnterprise® infrastructure with IBM PureData® System for Analytics, and is powered by IBM Netezza® technologies to accelerate relevant data-intensive and complex queries for DB2 for z/OS. QMF queries that qualify for this acceleration can run orders of magnitude faster, at times providing results in minutes, or seconds, for queries that previously took hours. This capability helps businesses create analytical queries that were previously considered too resource intensive, but can now be part of their standard analytical views. QMF for z/OS also offers further exploitation of the IBM DB2 Analytics Accelerator by providing the ability to join data across several accelerators.

Request a call

To request a call or to ask a question, go to **ibm.com**/analytics/contactus. An IBM representative will respond to your inquiry within two business days.

For more information

To learn more about the IBM DB2 Query Management Facility for z/OS, including detailed product information or to schedule a live demo, contact Blanca Borden, IBM QMF Product Marketing Manager, by sending email to blanca@us.ibm.com.

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition. For more information, visit: **ibm.com**/financing

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[1] Analytics pays back $13.01 for every dollar spent, Nucleus Research, September 2014, last accessed 19 March 2015: http://nucleusresearch.com/research/single/analytics-pays-back-13-01-for-every-dollar-spent

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