

# IBM z Systems running DB2 for z/OS with Siebel Customer Relationship Management (CRM)

*Put z Systems to work for you*



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## Highlights

- Scale and grow Oracle's Siebel CRM applications and data with confidence
  - Benefit from mission-critical reliability of IBM DB2 for z/OS
  - Optimize resources and help lower the cost of computing for Siebel CRM deployments with the IBM z Systems specialty engines
  - Simplify IT operations with advanced virtualization, workload support and operations management capabilities
  - Minimize network security vulnerabilities and reduce latency
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Today, enterprises require a trusted infrastructure that is dynamic, scalable and flexible enough to support both mission-critical work and the development and deployment of new applications. This infrastructure must help decision makers to use data, a company's most valuable asset, with insight rather than hindsight, and assist in using IT to gain a competitive edge.

The IBM® z13™ is the first of a new generation of z Systems™, designed for digital business and the mobile economy. z13 can help deliver advanced performance, security, resiliency, availability and virtualization for a high quality of service. New economic efficiencies allow the z13 to offer more throughput and capabilities with less impact to the IT budget. Designed for larger enterprises, the z13 offers massive scalability for secure data serving, high-volume transaction processing and large-scale consolidation.

The z13 features 22 nm processor technology and supports simultaneous multi-threading for Linux® and Java™ workloads. It helps deliver outstanding transaction processing and data serving performance. The z13 offers excellent economies of scale, supporting up to 141 configurable cores and a more intelligent and resilient I/O infrastructure for more efficient access to critical data.

It can support up to 10 TB of memory, which can help reduce latency and lower CPU cost, thus improving operational efficiency for application server and Java applications by allowing larger heaps without a corresponding increase in paging.

For example, large memory can provide larger Siebel CRM IBM DB2® buffer pools, reducing I/O, improving overall response times and increasing transaction throughput rates. The z13 is ideally suited for consolidating large-scale distributed environments and the introduction of new in-memory workloads.



The IBM z13s™, the newest member of the IBM z Systems family, is designed as an entry-level enterprise server for any growing business that is looking to use z Systems technologies' qualities of service, flexibility and performance.

As environmental concerns raise the focus on energy consumption, the z13 and z13s can promote energy efficiency. Their design helps to dramatically reduce energy consumption and save floor space by consolidating workloads into a simpler, more manageable and efficient IT infrastructure.

### Flexible connectivity

The z13 uses industry standard technology to support communications, networking and cryptographic capabilities to help increase scale, addressability and granularity as well as reduce energy consumption. The Fiber Channel Protocol/Fiber Connectivity (FCP/FICON) links help improve I/O and DB2 transactional latency to reduce elapsed time for some batch jobs. And the z13 is the first system to use a standards-based approach for enabling Forward Error Correction (FEC) for a complete end-to-end solution for longer distances with more reliability.

### IBM z Systems virtualization technology

During spikes in demand, the z13 platform can quickly redistribute system resources and scale up, scale out, or both in a way that can make the difference between flawless execution or costly, slow response times and system crashes.

### Specialty engines for Siebel CRM offer more choices

The z Systems Integrated Information Processor (zIIP) engine offers Siebel CRM clients an opportunity to significantly reduce the total cost of ownership (TCO) for their database workloads as well as improve resource optimization and help with the integration of data across the enterprise. The zIIP can be used in the Siebel CRM client environment in a number of ways.

No changes are required for Siebel CRM applications software to use the zIIP specialty engine. Most Siebel CRM and IBM DB2 for z/OS® clients have been using zIIP engines since they have been available.



The use of zIIP can help clients save money in two ways. First, the cost of the zIIP processors themselves is significantly less than general purpose processors on a System z server. Second, there are no associated software costs for the zIIP engines.

Using zIIP processors to execute eligible work can lower the utilization of general purpose processors. With this reduction,

organizations can create new work (such as a new Siebel CRM application or module) or allow more work to be done on the existing processors.

It might also be possible to reduce software costs by deploying zIIP technology, which can reduce processor consumption (as measured in millions of service units, or MSU) without impacting the throughput and performance of DB2.

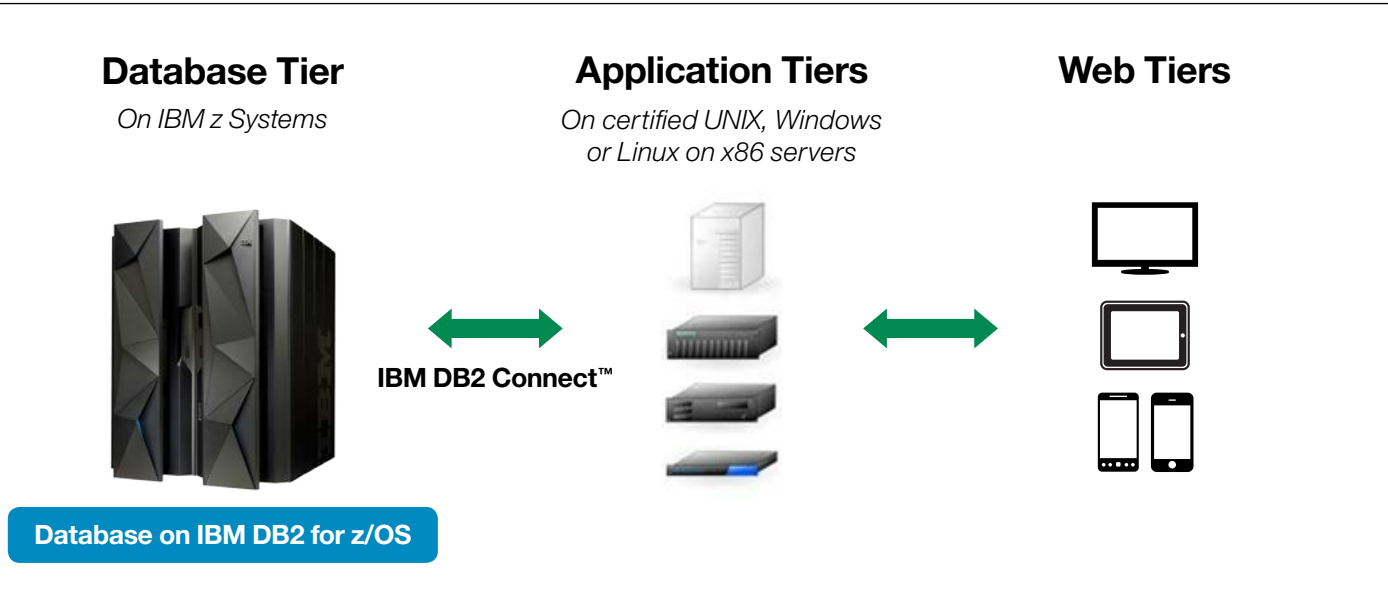


Figure 1: Siebel CRM applications deployed with z Systems

The zIIP is designed to support and run data and transaction processing and network workloads. It can also help organizations consolidate these workloads onto z Systems in a more cost-effective manner. Workloads eligible for the zIIP include remote connectivity to DB2 to help support the following workloads:

- Business Intelligence (BI)
- Enterprise Resource Planning (ERP)
- Customer Relationship Management (CRM)
- Extensible Markup Language (XML) applications

z/OS has additional capabilities for using zIIPs. DB2 utilities sorting fixed-length records using the IBM memory object sorting technique can have a portion of the workload redirected to a zIIP, when one is available. In addition to supporting remote connectivity to DB2, the zIIP also supports DB2 long-running parallel queries—a workload integral to business intelligence and data warehousing solutions.

IBM Scalable Architecture for Financial Reporting (SAFR) is a highly efficient and scalable business intelligence reporting solution that can be enabled for the zIIP. The zIIP also supports IPSec processing, including the use of the zIIP as an encryption engine, providing highly secure connections for the enterprise. In addition, zIIP supports select z/OS Global Mirror disk copy service functions.

Figure 1 illustrates the architecture used when deploying Siebel CRM applications with IBM z Systems.

### Manage energy usage

Power and cooling considerations are part of any IT budget plan. As energy prices rise and utilities restrict power usage, it is important to review the role of the server in balancing IT spending. z Systems can help control energy usage in the data center. A static, power-saving mode turns off engines that are not in use and the query max potential power feature can help with the management of total data center energy usage.

### Oracle's Siebel CRM

A complete customer relationship management solution, Oracle's Siebel CRM helps organizations differentiate their businesses to achieve maximum top-line and bottom-line growth.

Siebel CRM delivers a combination of transactional, analytical and engagement features to manage all customer-facing operations. With solutions tailored to more than 20 industries, Siebel CRM delivers comprehensive on-premises and on-demand CRM solutions that are tailored industry solutions with role-based customer intelligence and prebuilt integration.

Siebel CRM delivers industry-leading functionality in the following applications:

- *Siebel Sales Applications.* Siebel Sales Applications can maximize sales effectiveness in real time by accelerating the quote-to-cash process, aligning sales channels, increasing pipeline and win rates, and raising average transaction values.
- *Quote & Order Capture.* Siebel Customer Order Management solutions simplify the complex and often frustrating process of tracking thousands of products across multiple catalogs and systems. These solutions deliver deep customer insight that enables businesses to dynamically present targeted product bundles, offer intelligent cross-sell and up-sell opportunities, and achieve optimal prices for products and customer segments. At the same time, these solutions give employees the information they need to take decisive action and conduct intelligent interactions with customers. As a result, companies can experience greater revenues, reduced operating costs and higher customer loyalty.
- *Siebel Enterprise Marketing.* Siebel Enterprise Marketing is a comprehensive closed-loop solution that empowers B2B and B2C organizations across industries to achieve excellence in marketing. Tailored to the needs of business and consumer marketers across more than 20 industries, Siebel Enterprise Marketing delivers actionable insight to all members of the marketing organization.
- *Siebel Contact Center and Service.* The Siebel Contact Center and Service product family helps businesses deliver quicker, better and more-efficient customer service. Whether a company needs hosted, mobile or on-premises solutions, these applications provide optimal resource deployment, speedy issue resolution, one-and-done request handling, and powerful tracking and analytics capabilities. As a result, businesses can increase customer satisfaction while cutting costs at all touch points around the globe.
- *Siebel Partner Relationship Management (PRM).* Oracle PRM, which now includes Siebel, is a market-leading, comprehensive channel management solution that allows brand owners to achieve their channel business objectives. With industry-specific PRM solutions, proven customer successes, and unmatched deployment options—including both on-premises and on-demand solutions—Oracle PRM is a channel management leader.
- *Siebel CRM Technology.* Siebel CRM Technology provides the server framework to support Siebel Applications. It delivers solutions for development, deployment, diagnostic, integration, productivity and mobile services.

As part of the Oracle Applications Unlimited program, Siebel CRM applications will continue to be enhanced, protecting and extending the value of your software investment.

IBM z Systems solutions are designed to add value to Siebel CRM solutions, including the functions that are introduced in the latest version of Siebel CRM. Siebel CRM on z Systems includes the following benefits:

- Optimizes performance by deploying powerful database hardware engines that are available on z13 and z13s systems
- Reduces total cost of ownership (TCO) by using the specialized zIIP processors with DB2
- Provides high levels of security and quality of service

### **Sizing and capacity planning for Siebel CRM applications on IBM z Systems**

By working together, IBM and Oracle have developed a capacity-estimation capability to aid in designing an optimal configuration for each specific Siebel CRM client environment.

You can obtain a detailed sizing estimate that is customized for your environment from the IBM Techline ISV Solution Sizing Team, which is accessible through your IBM or IBM Business Partner representative. You can download a questionnaire to start the sizing process at [ibm.com/partnerworld/wps/servlet/ContentHandler/techline/FAQ00000750](http://ibm.com/partnerworld/wps/servlet/ContentHandler/techline/FAQ00000750)

### **The IBM and Oracle alliance**

Since 1986, Oracle and IBM have been providing clients with compelling joint solutions, combining Oracle's technology and application software with the complementary IBM hardware, software and services solutions. More than 100,000 joint clients benefit from the strength and stability of the Oracle and IBM alliance. Through this alliance, Oracle and IBM offer technology, applications, services and hardware solutions that are designed to mitigate risk, boost efficiency and lower total cost of ownership.

IBM is a Diamond Partner in the Oracle Partner Network, delivering industry insight, extensive real-world Oracle applications experience, deep technical skills, and high performance servers and storage that creates a complete business solution with a defined return on investment. From application selection, through purchase and implementation to upgrade and maintenance, IBM helps organizations reduce the TCO and the complexity of managing their current and future applications environment while building a solid base for business growth.

### **For more information**

To find out more about joint solutions from IBM and Oracle, contact an IBM sales representative at 1-866-426-9989, or visit:

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For more information about Siebel CRM applications, visit:

[oracle.com/us/products/applications/siebel/resources/index.html](http://oracle.com/us/products/applications/siebel/resources/index.html)

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