

IBM zSystems & LinuxONE



IBM z16™

IBM z15™
Model T02

IBM LinuxONE
III

IBM z15
Model T01

ibm.com/systems/z
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Branding Notice

Effective March 23, 2022, the brand name should ALWAYS be expressed as zSystems and preceded by IBM. It is IBM zSystems and references to the platform should be to IBM zSystems and not IBM Z.

Effective December 2017, start using Linux® on IBM Z® and Linux for IBM Z.

Effective September 12, 2019, new IBM LinuxONE systems will be designated IBM LinuxONE III, where the III refers to the fact that these are the third generation. The terms Rockhopper and Emperor will not be used IBM LinuxONE systems announced on or after September 12, 2019.

Trademark Attribution

Trademarks are used to protect IBM's intellectual property. Therefore, proper trademark attributions and usage are paramount. These are the guidelines:

The guidance on naming is to use the IBM registered trademark® followed by the system name (IBM® z16™, IBM® z15™, etc.) with the TM symbol ™ on the first instance of the name on marketing collateral or sales enablement materials. The ™ symbol would be used when trademark registration is underway but not approved. If the trademark has been registered for a specific system, the ® would be used instead of the ™. Once the first instance occurs, the guidance is to use IBM followed by the system name. The first instance is depicted below:

IBM® z16™

The second and recurring instances is depicted below:

IBM z16

Social Media Usage

Individual IBMers and Business Partners are encouraged to make posts about IBM zSystems, if, Business Conduct Guidelines and IBM Social Computing Guidelines are followed. You must always state that the content and opinions are yours and that they do not represent those of IBM.

Do not use the hashtag #IBMZ

Use proper branding and names as documented in this guide

Be authentic, accurate and positive in your posts

- Post social graphics or videos with each message to help your content get the most attention.
- Connect with other experts: share, comment, quote, and like them. This will help position your personal brand and boost their reach.
- When writing your own copy: share some aspects of the newsworthy item or what is being announced while creating expectation and intrigue, use your own voice according to your audience, add a call to action, use max. 3 hashtags.
- Create your own social graphics from IBM's blank template.
- Leverage the news on your IBM social channels to strengthen what you are saying.

IBM zSystems Naming and Usage Guidelines

As the IBM Z brand matures and evolves, product line naming will continue to evolve along with it. The following guidelines are designed to illustrate how and when to correctly use and incorporate the IBM Z “family” and “product” level naming conventions and terminology usage.

For now, the IBM zSystems name has replaced IBM Z and will now represent the mainframe portfolio, including prior hardware products from S/360™ through the new IBM z16™ and any future systems.

Note: The terms “zSystems” should be used instead of Z but existing collateral will not need to be updated. Existing IBM products and services with Z in the name will not be changed.

Using the new IBM mainframe system naming conventions requires careful adherence to IBM standards and guidelines, as well as an understanding of the product family, the specific product name(s) and the messaging supporting them.

Using consistent terminology and messaging around the IBM zSystems family – including the IBM z16 platform that now satisfies all the clients from entry point to largest. It is everyone’s responsibility to protect and maintain these valuable trademark assets and build recognition and advocacy for these new products and the future of the IBM mainframe platform. These standards apply to all IBM employees, contractors, agencies and Business Partners for both internal and external uses including:

- Product families or categories, official product names
- Specific offering and solution names
- Collateral, newsletters, case studies, presentations, promotions and signage
- Website content, URLs, social media and blogging
- Web casts, web lectures, events and conferences
- Media and public relations activities: releases, quotes, speeches, and speaking engagements
- Consultant and analyst deliverables
- Communications, advertising pieces, campaigns, themes, taglines, and/or slogans
- Training programs, training events, tools, books, certifications, accreditations, awards
- New IBM Business Units, customer centers, buildings, organizations, teams, employee titles.

This document contains a quick overview as well as a more detailed description of the IBM zSystems family (including LinuxONE), the most current IBM z16 and prior product naming and terminology guidelines. This is followed by basic guidelines for avoiding common legal pitfalls.

This guide does contain some content on IBM Z software and IBM Z as a Service (ZaaS) naming, especially in the IBM z/OS operating system space. However, it is not comprehensive when it comes to software or services as there are thousands of products in this space and it is not feasible to maintain material on these in the scope of a hardware terminology document.

When available, launch related imagery and graphics will be available in Seismic. Presentation templates and other sales enablement guidance can be found in the Sales Enablement Experience Hub <https://w3.ibm.com/w3publisher/ibm-global-sales-enablement-community>

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IBM zSystems Product Naming Summary Overview

IBM z16:

Brand Name:	IBM Z [®]
Product Class:	IBM mainframe
Family Name:	IBM zSystems [®]
Product Line Name:	IBM zSystems [®]
Product Names:	IBM z16™
Model and Processor Capacity Features:	A01 and Max39, Max82, Max128, Max168, Max200
Machine Type:	3931

IBM z15:

Brand Name:	IBM Z [®]
Product Class:	IBM mainframe
Family Name:	IBM zSystems [®]
Product Line Name:	IBM zSystems [®]
Product Names:	IBM z15™
Model and Processor Capacity Features:	T01 and Max34, Max71, Max108, Max145, Max190, T02,
Machine Type:	8561 and 8562

IBM z14:

Brand Name:	IBM Z [®]
Product Class:	IBM mainframe
Family Name:	IBM zSystems [®]
Product Line Name:	IBM zSystems [®]
Product Names):	IBM z14 [®]
Models:	ZR1, M01, M02, M03, M04, M05
Machine Type:	3907 (Model ZR1), 3906 (Models M01, M02, M03, M04, M05)

IBM z13s:

Brand Name:	IBM Z [®]
Product Class:	IBM mainframe
Family Name:	IBM zSystems [®]
Product Line Name:	IBM zSystems [®]
Product Names:	IBM z13s [®]
Models:	N10, N20
Machine Type:	2965

IBM z13 (z13):

Brand Name:	IBM Z [®]
Product Class:	IBM mainframe
Family Name:	IBM zSystems [®]
Product Line Name:	IBM zSystems [®]
Product Names):	IBM z13 [®]
Models:	N30, N63, N96, NC9, NE1
Machine Type:	2964

IBM LinuxONE Naming Overview

IBM LinuxONE III:

Brand Name:	IBM
Family Name:	IBM LinuxONE
Family Short Name:	LinuxONE
Model:	IBM LinuxONE III
Model Short Name:	LinuxONE III
Machine Type:	8561 (based on IBM z15)
Models:	LT1 and Max34, Max71, Max108, Max145, Max190, LT2

IBM LinuxONE Emperor II:

Brand Name:	IBM
Family Name:	IBM LinuxONE
Family Short Name:	LinuxONE
Model:	IBM LinuxONE Emperor II
Model Short Name:	Emperor II
Machine Type:	3906 (based on IBM z14)
Models:	LM1, LM2, LM3, LM4, LM5

IBM LinuxONE Rockhopper II:

Brand Name:	IBM
Family Name:	IBM LinuxONE
Family Short Name:	LinuxONE
Model:	IBM LinuxONE Rockhopper II
Model Short Name:	Rockhopper II
Machine Type:	3907 (based on IBM z14 Model ZR1)
Models:	LR1

IBM LinuxONE Emperor:

Brand Name:	IBM
Family Name:	IBM LinuxONE
Family Short Name:	LinuxONE
Model:	IBM LinuxONE Emperor
Model Short Name:	Emperor
Machine Type:	2964 (based on IBM z13)
Models:	L30, L63, L96, LC9, LE1

IBM LinuxONE Rockhopper:

Brand Name:	IBM
Family Name:	IBM LinuxONE
Family Short Name:	LinuxONE
Model:	IBM LinuxONE Rockhopper
Model Short Name:	Rockhopper
Machine Type:	2828 (based on IBM zEnterprise® BC12), 2965 (based on IBM z13s*)
Models:	2828: H06, H13 2965: L10, L20

IBM zSystems and LinuxONE Naming History

Generation	zSystems Multi Frame	zSystems Single Frame	LinuxONE Multi Frame	LinuxONE Single Frame
1	IBM 9672 Model XX1	--	--	--
2	IBM 9672 Model XX2, XX3	--	--	--
3	IBM 9672 Model XX4	--	--	--
4	IBM 9672 Model XX5	--	--	--
5	IBM 9672 Model XX6	--	--	--
6	IBM 9672 Model XX7	--	--	--
7	IBM eServer™ zSeries® 900 (z900)	IBM eServer zSeries 800 (z800)	--	--
8	IBM eServer zSeries 990 (z990)	IBM eServer zSeries 890 (z890)	--	--
9	IBM System z9® Enterprise Class (z9 EC)	IBM System z9 Business Class (z9 BC)	--	--
10	IBM System z10® Enterprise Class (z10 EC™)	IBM System z10 Business Class (z10 BC™)	--	--
11	IBM Enterprise Class z196 (z196)	IBM Business Class z114 (z114)	--	--
12	IBM zEnterprise EC12 (zEC12)	IBM zEnterprise BC12 (zBC12)	--	--
13	IBM z13 (z13)	IBM z13s (z13s)	IBM LinuxONE Emperor	IBM LinuxONE Rockhopper
14	IBM z14 (z14)	IBM z14 Model ZR1 (z14)	IBM LinuxONE Emperor II	IBM LinuxONE Rockhopper II
15	IBM z15 Model T01	IBM z15 Model T02	IBM LinuxONE III Model LT1	IBM LinuxONE III Model LT2
16	IBM z16 Model A01			

IBM z16 & IBM z15 Naming considerations

The system name (i.e., z16) should always be preceded by IBM. For example, it is the IBM z16 and not z16. The IBM z15 designation should always be used as opposed to z15 standalone. This is to protect IBM from litigation in countries where IBM does not have registered trademark status for these systems. IBM® is a registered trademark and placing it in front of the systems name protects IBM.

The 19” frames on the IBM z16, IBM z15 and IBM LinuxONE III are available with two power and cooling options. The first is the Intelligent Power Distribution Unit (iPDU). Use of iPDU on the IBM z16 or IBM z15 may enable fewer frames. As such, there may be a traditional “high end” IBM z16, IBM z15 or IBM LinuxONE configurations with only one frame. The proper usage of the terms multi frame for our “high end” IBM Z offerings and single frame for our traditional “midrange” offerings is the appropriate approach to differentiate systems with different processor clock speeds or capacity scalability. A single frame “high end” IBM z16 or IBM z15 can easily scale (be upgraded) to a multi frame system and that is how this can be rationalized.

Stated another way, the IBM z16 A01 is our multi frame water cooled offering and the IBM z15 T02 model is our single frame air cooled offering. Likewise, the LT1 is the IBM LinuxONE multi frame water cooled offering and the LT2 model is the single frame air cooled offering.

The terms “entry model”, “midmarket” or “midrange” system or server should not be used. Many large enterprises in IBM’s defined Industry Sector segment use IBM single frame IBM z13, IBM z14, IBM z15 or IBM z16 in their computing environments. Furthermore, smaller organizations do not view themselves as midmarket or midrange and consider the terms “entry”, “Midrange” or “Midmarket” as applied to servers as offensive or limited. The directive to not use these terms in marketing materials, sales enablement collateral, technical materials or any customer communications is based on customer data and market research and not opinion.

You can see this use today in the mainframe comparison tool – www.ibm.com/it-infrastructure/us-en/tools/z-systems-product-comparison/.

When you are titling a slide, labelling a picture/graphic, creating a table, etc. you MUST use the correct product names. In text, after clearly establishing the different models, you have some flexibility. For example – both of the following are acceptable:

- The IBM z14 Model ZR1 and IBM z15 T02 models are only available with air cooling whereas the IBM z16 Model A01 and IBM z15 Model T01 uses water cooling.

For consistency across all documents, ensure you use the terms multi frame water cooled and single frame air cooled models when it is appropriate. For example:

The IBM z14 Model ZR1 entry model extends the IBM z14 family to enterprises of all sizes. The product name is IBM z14. However, due to obvious differences between it and the previously announced models, the Model ZR1 designation must be added when you are referring to anything that is different between the two. **Do not use any of the following names:**

- IBM ZR1
- IBM Z R1
- IBM z14 zR1
- IBM z14 Single Frame
- IBM z14 II
- IBM z14 19”
- IBM z14s
- IBM z14 BC

The IBM LinuxONE Rockhopper II has a unique name differentiating it from the Emperor II and previous generation Rockhopper. Therefore, it is not required to call it IBM LinuxONE Rockhopper II Model LR1.

The IBM LinuxONE family announced on September 12, 2019 is named LinuxONE III and will no longer use the Emperor or Rockhopper model names.

Do not use any of the following names:

- Rockhopper LR1
- Rockhopper II LR1
- IBM z14 Rockhopper II
- LinuxONE single frame
- L1 Rockhopper II
- Rockhopper 19”

When announcing a new generation of IBM zSystems or LinuxONE systems, the IBM naming focal point in Product Management will obtain Marketing and IP Legal approval for both the product name (i.e. z15) and the associated model numbers.

An example of the proper use of IBM model numbers in naming is as follows:

IBM z16 Model A01 (formal name). You may not use z16 Model A01(short name).

The formal name must be used in any marketing or sales material. Again, zSystems should always have IBM preceding it and never be used standalone as a short name.

New Naming Usage Examples

The IBM z16 is the industry's most robust, resilient, securable, and technologically advanced computing platform (3,000 patents) for hybrid cloud. Co-developed with 800 hours of collaboration from 70 customer organizations, the IBM z16 is designed for running mission critical business in the cloud through modernizing your application investments and building new cloud native services with the most open, scalable and modern capabilities available.

The IBM z16 uses the 19" standardized frame, introduced on the IBM z15 T01 to flexibly scale from one to four frames, Integrated Acceleration for AI, Quantum Safe Encryption, Flexible Capacity for Cyber Resiliency, Compliance Management, increased availability through enhancements to System Recovery Boost, Hybrid Cloud capabilities and increased performance and scalability.

The IBM z16 delivers the hybrid cloud that customers want, with AI acceleration at scale and Quantum Safe security to deliver protection today and in the future.

PLEASE DO NOT USE THESE TERMS:

- The new family name is IBM zSystems, but the product names remain lowercase like IBM z16. Do not change capitalization like "Z16" and don't put the family name before the product name like "IBM zSystems z16"
- Systems z16, Systems z15, Systems z14, Systems z13s, System z13s, Systems z13, System z13, System BC12, System EC12, System z196 or System z114 there is no 'System' or 'Systems' in the name
- Do not say or use the terms "zLinux" or "ZLinux" or "z/Linux" or "zL" or "z/L" or LoZ, the correct usage is Linux on IBM Z

Basic Usage Guidelines for New Naming:

- Trademark registration is in process for IBM z16 but will not exist in all countries. Please use a (™) with IBM z16 until further notice. When trademark registration is approved, use the ® for both IBM and z16 in the name.
- Trademark registration is in process for IBM z15 but will not exist in all countries. Please use a (™) with IBM z15 until further notice. When trademark registration is approved, use the ® for both IBM and z15 in the name.
- Trademark registration is in process for IBM Telum and IBM Telum processor. Please use a (™) until further notice, until the registration is approved. When trademark registration is approved, use the ® for both IBM and Telum in the name.
- IBM Z is a registered and protected trademark of IBM and must appear with a (®) on first usage and listed in the trademark attribution list
- IBM zSystems is a registered and protected trademark of IBM and must appear with a (®) on first usage and listed in the trademark attribution list
- IBM System Z is a registered and protected trademark of IBM and must appear with a (®) on first usage and listed in the trademark attribution list.
- IBM zEnterprise is a registered trademark of IBM and must appear with a (®) on first usage and listed in the trademark attribution list.
- IBM BladeCenter is a registered trademark of IBM and must appear with a (®) on first usage and listed in the trademark attribution list.
- IBM System z10 is a registered trademark of IBM and must appear with a (®) on first usage and listed in the trademark attribution list.
- If a trademarked term appears in a title or graphic up first usage, the trademark attribution can wait until its first appearance in regular text.
- There is no official logo, font, or typeface requirement, however, you may not capitalize ANY letters except “IBM,” the “S” in “System,” the “E” in “zEnterprise”, the “E”, “B” and “C” in “Enterprise Class” and “Business Class”, the “B”, “C” and “E” in “BladeCenter Extension” and the E, U, R and M in Z Unified Resource Manager. Therefore, do not use “SYSTEM z, zENTERPRISE, SYSTEM Z, System Z10, or Z10 ENTERPRISE CLASS” etc. IBM Z must always be all capitalized.
- Utilize the new family umbrella name “IBM zSystems” when referring to multiple product lines or the IBM mainframe class of products in general; unless a reference to a specific product line, model or its features is required. When referring to a singular or several systems, but not by its product name, you may use “IBM zSystems”. Only utilize the family name “IBM zSystems” when referring to the platform or portfolio of mainframe products. Continue to use the product line category name “IBM zEnterprise System (zEnterprise)” whenever possible when referring to prior generation of mainframe products – the IBM zEnterprise BC12 (zBC12), IBM zEnterprise EC12 (zEC12), IBM zEnterprise 114 (z114) and IBM zEnterprise 196 (z196) offerings. Continue to use “IBM System z10” whenever possible when referring to the previous generation of mainframe products including the “IBM System z10 Enterprise Class (z10 EC)” and “IBM System z10 Business Class™ (z10 BC)” offerings. Utilize specific product line and/or model names only where they are needed and where appropriate to do so.
- When listing multiple products, lead with the newest and/or high-end first. At the first instance, please use “ IBM z16, z15, z14, z13, z13s, zEC12, zBC12, z196, z114, z10 EC, z10 BC, z9 EC, z9 BC, z990, z890, z900, z800” and insert the TM or ®-designation next to the system.

Most Common IBM Z DO's and DON'Ts

For this section, the **DON'T USE** example on the left corresponds to the **DO USE** example(s) directly across from it only.

DON'T USE	DO USE
1. Don't use family name and product or Central Processor Complex (CPC) name together	
IBM z Systems z16 IBM z Systems z15 IBM z Systems z14 IBM z Systems z13s IBM z Systems z13 IBM System z zEnterprise System IBM System z zEnterprise BC12 IBM System z zEnterprise EC12 IBM System z zEC12 (or System zEC12)	IBM zSystems or IBM z16 IBM zSystems or IBM z15 IBM zSystems or IBM z14 IBM zSystems or IBM z13s IBM zSystems or IBM z13 IBM zSystems IBM zSystems or IBM zEnterprise System IBM zEnterprise BC12 IBM zEnterprise EC12 IBM zEnterprise EC12 (zEC12)
2. For zEnterprise System products don't combine the family name and the product or Central Processor Complex (CPC) name	
IBM zEnterprise System BC12 zEnterprise System BC12 IBM zEnterprise System EC12 zEnterprise System EC12	IBM zEnterprise BC12 zEnterprise BC12, zBC12 IBM zEnterprise EC12 zEnterprise EC12, zEC12
3. Don't use family name as a noun	
Running on an IBM zSystems the IBM zSystems's strengths	Running in an IBM zSystems environment the IBM zSystems platform's strengths or IBM zSystems mainframe strengths
4. Don't use non-approved product names	
IBM Z 16 IBM Z 15 IBM z14 Single Frame IBM z14 Dual Frame IBM Z 14 IBM Z z13s or Z z13s IBM Z 13s or Z 13s IBM Z 13s or Z 13s IBM Z z13 or Z z13 IBM Z 13 or Z 13 zSystems 13 or zSystem 13 System z12 Business Class z12 Enterprise Class z12 zAware IBM Wave for z OSA ExpressXX	IBM z16 IBM z15 IBM z14 IBM z14 IBM z14 IBM z13s IBM z13s IBM z13s IBM z13 IBM z13 IBM z13 IBM z13 zEnterprise BC12 (zBC12) zEnterprise BC12 (zBC12) zEnterprise EC12 (zEC12) IBM zAware IBM Wave for z/VM OSA-ExpressXX <i>[You must have a hyphen in the name]</i>
5. Don't use adjectives or descriptors that are redundant	
IBM zSystems System technology, family	IBM zSystems mainframe, platform, environment, IBM zSystems

6. Don't shorten the product/system names and always put IBM in front of any product/system name, as trademark registration status will always vary by country. The use of IBM in front of the product/system protects IBM.

16	z16
15	z15
ZR1	z14 ZR1
Model ZR1	z14 Model ZR1
14	z14
13s	z13s
13	z13
BC12, BC, zBC, z12	z Systems
EC12, EC, zEC, z12	zEnterprise BC12, zBC12
z10, z9, EC, BC, System EC, System BC	zEnterprise EC12, zEC12
	System z10, System z10 EC, z10 EC; System z10,
	System z10 BC, z10 BC
	System z9, System z9 EC, z9 EC; System z9,
	System z9 BC, z9 BC

7. Don't capitalize words or letters unnecessarily

IBM Z16	IBM z16
IBM Z15	IBM z15
IBM Z14	IBM z14
IBM Z13s, IBM z13S, IBM Z13S	IBM z13s
IBM Z13	IBM z13
IBM zENTEPRRISE SYSTEM, IBM ZENTERPRISE	IBM zSystems
zENTERPRISE BC12, ZBC12	IBM zEnterprise System, IBM zEnterprise
zENTERPRISE EC12, ZEC12	zEnterprise BC12, zBC12
IBM SYSTEM, SYSTEM Z	zEnterprise EC12, zEC12
SYSTEM Z10, z10 ENTERPRISE CLASS	IBM Z
z10 BUSINESS CLASS	System z10, z10
	System z10 Enterprise Class (z10 EC)
	System z10 Business Class (z10 BC)

8. Don't use unapproved short names or acronyms

IDAA	IBM Db2 Analytics Accelerator for z/OS
zAware	IBM zAware

9. Don't call the 'xxx Express' adapters that go into the I/O drawers anything but 'adapters'

FICON Express16S+ card	FICON Express16S+ adapter
OSA-Express 25 GbE SR1.1 feature	OSA-Express 25 GbE SR1.1 adapter
25 GbE RoCE Express2.1 card	25 GbE RoCE Express2.1 adapter

10. Don't add plural to 'z13s or z13'

There are seven z13s' in the data center	There are seven IBM z13s systems in the data center
There are eight z13s in the data center	There are eight IBM z13 systems in the data center

11. Don't externally use the term 'CEC' when talking about an IBM zSystems

CEC (Central Electronics Complex)	CPC (Central Processor Complex)
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12. Do not use the term "Rack"

When referring to the enclosure housing IBM Z hardware components.	Do use the term "Frame" when discussing the enclosure housing IBM hardware components.
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Quick Overview of Server Naming Guidelines

Official Name	Description	Comment
IBM zSystems	<ul style="list-style-type: none"> Official family name IBM must always be used with zSystems. The word zSystems should not be used standalone. Covers the mainframe platform and its products – including the IBM z16, z15, z14, z13s, z13, zEC12, zBC12, z196, z114, z10 EC, z10 BC, z9 EC, z9 BC, z990, z890, z900, z800, and earlier generations IBM zSystems can be used only as an adjective except in titles and headings where it can be used as a noun IBM zSystems Is a registered trademark of IBM IBM Z Is a registered trademark of IBM. Z is not a registered trademark 	<ul style="list-style-type: none"> To be used in employee titles and in communications when referring to the combination of IBM z16, z15, IBM z14, IBM z13s, IBM z13, IBM zEnterprise, IBM System z10, IBM System z9, IBM eServer zSeries and earlier generations Refers to the family only. If you are addressing a single product like the System z10 EC, that should still be referred to by its product name Examples: <ul style="list-style-type: none"> The IBM zSystems install base IBM zSystems Product Manager The IBM zSystems mainframe had 5 TB of memory installed.
IBM z16	<ul style="list-style-type: none"> Official name of a current IBM zSystems family member Can be used as a noun 	<ul style="list-style-type: none"> The current central processor complex component of the IBM z Systems family Full name must be used.
IBM z15	<ul style="list-style-type: none"> Official name of a current IBM zSystems family member Can be used as a noun 	<ul style="list-style-type: none"> The N-1 central processor complex component of the IBM z Systems family Full name must be used.
IBM z14	<ul style="list-style-type: none"> The one name, IBM z14, has both models that are dual frame (z14 Models M01, M02, M03, M04 and M05) and single frame (z14 Model ZR1) Can be used as a noun 	<ul style="list-style-type: none"> The N-2 central processor complex component of the IBM Z family Full name must be used. For the entry model, you should use 'IBM z14 Model ZR1' Full name must be used. The short name cannot be used. Don't just use 'ZR1' or 'Model ZR1'.
IBM z13s	<ul style="list-style-type: none"> Official name of the single frame IBM z Systems family member based on IBM z13 technology Can be used as a noun 	<ul style="list-style-type: none"> Use when referring to the single frame central processor complex component of the IBM z13s Full name must be used.
IBM z13	<ul style="list-style-type: none"> Official name of the IBM z Systems family member Can be used as a noun A dual frame system 	<ul style="list-style-type: none"> Use when referring to the central processor complex component of the IBM z13 Full name must be used.
IBM LinuxONE	<ul style="list-style-type: none"> Official family name Describes IBM's Linux Enterprise Scale Up System Covers the LinuxONE platform and its products – including LinuxONE III, and earlier generations IBM LinuxONE can be used only as an adjective except in titles and headings where it can be used as a noun 	<ul style="list-style-type: none"> To be used in employee titles and in communications when referring to the combination of LinuxONE and earlier generations Refers to the family only. If you are addressing a single product like the System LinuxONE III, that should still be referred to by its product name Examples: <ul style="list-style-type: none"> The LinuxONE install base IBM LinuxONE Offering Manager The IBM LinuxONE system had 5 TB of memory installed.

Official Name	Description	Comment
IBM z16, z15, z14, z13, z13s, zEC12, zBC12, z196, z114, z10 EC, z10 BC, z9 EC, z9 BC, z990, z890, z900, z800, zEC12, zBC12, z196, z114, z10 EC, z10 BC, z9 EC, z9 BC, z990, z890, z900, z800, G5/G6	<ul style="list-style-type: none"> List in this sequence with IBM in front of the z16 	<ul style="list-style-type: none"> When listing multiple products, begin with newest generation first, and list the dual frame system for each generation first followed by the single frame. The newest generation should have IBM inserted first always. Note that the z14 is BOTH single and dual frame.
IBM z16, z15, z14, z13, z13s, zEnterprise, System z10, System z9, zSeries, and S/390 environments	<ul style="list-style-type: none"> Approved format Encouraged to use family name “IBM zSystems environments” 	<ul style="list-style-type: none"> Use this format when all are acceptable
Linux on IBM Z / Linux for IBM Z	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Approved for use when referring to Linux running on an IBM mainframe
IBM zEnterprise System (zEnterprise)	<ul style="list-style-type: none"> Official product portfolio name (previous generation) A first-of-a-kind workload-optimized multiplatform (or multi-architecture) computing environment that spans (and tightly integrates) mainframe and distributed technologies and managed as a single logical virtualized system by the Unified Resource Manager. 	<ul style="list-style-type: none"> To be used when referring to the combination of the central processor complex (zEC12, zBC12, z196 or z114), zBX Model 002 or Model 003 and the IBM Unified Resource Manager Full name must be used on first usage, after which short name may be used.
IBM zSystems install base	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Use when referencing IBM zSystems family of products which includes IBM z16, IBM z15, IBM z14, IBM z13, IBM zEnterprise, IBM System z10, IBM System z9 and IBM eServer zSeries, and earlier product lines
zEnterprise install base	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Applies only to zEnterprise EC12, zBC12, z196 and z114 installations
System z10 install base	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Applies only to z10 EC, z10 BC
System z9 install base	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Applies only to z9 EC, z9 BC
zSeries install base	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Use when referencing z990, z890, z900 and z800
Mainframe install base	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Use when referencing IBM z16, z15, z14, z13, zEnterprise, System z10, System z9, eServer zSeries, and earlier product lines.
System z10 server	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Discouraged unless referencing the hardware only
IBM Z system, technology, environment, platform	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> Acceptable – be consistent
IBM mainframe	<ul style="list-style-type: none"> Approved format 	<ul style="list-style-type: none"> OK to use; it’s the product class and refers to all IBM Z generations, as well as systems of this architecture dating back to the IBM System/360.
Server	<ul style="list-style-type: none"> Hardware Only 	<ul style="list-style-type: none"> Avoid using server unless referring specifically to the hardware element of the system
System	<ul style="list-style-type: none"> Some combination of hardware, software, networking, and/or storage 	<ul style="list-style-type: none"> Use when context references some combination of hardware, software, networking, and/or storage

Aligning IBM zSystems as a modern part of a hybrid cloud environment

IBM zSystems is an industry-unique computing platform. It powers Clouds, including pay as you go services in the IBM Cloud. It builds Industries, serving as the transaction processing core for 2/3 of the Fortune 100, including the world's top Banking, Insurance, and Telecoms companies. And as we look to the future and to hybrid cloud, it is fueling innovation through Linux.

Explaining how the platform works in a hybrid environment.

Hybrid cloud is easier through IBM zSystems – your data stays private and secure, your business is cyber resilient, and standard cloud-native capabilities help you to develop & deploy across.

Do's and Don'ts:

- ✓ **DO: Use “IBM zSystems” “banking-grade” “app modernization”**
 - *Instead of: “mainframe” “mainframe grade” “system Z” “modernize mainframe”. Exceptions are in communities of mainframers or to drive search traffic.*
- ✓ **Do: Discuss the benefits of modernizing applications on IBM zSystems**
 - *Instead of: Discussing modernizing the mainframe, platform or IBM zSystems*
 - *The IBM zSystems is the most advanced, innovative and future looking platform in the market!*
- ✓ **DO: Talk about present into future – explain IBM zSystems in the context of use cases that are happening today, with the latest innovations which support hybrid IT environments**
 - *Instead of: Overfocusing on the past history, e.g. “this is the 55th year of mainframe”*

Cloud Current Messaging and Guidance for the Use of Hybrid Cloud

- Always refer to a “hybrid cloud approach”. An alternative line that is also technically accurate is “a hybrid approach to cloud” if it makes more sense in context of your broader communications.
- Always include a reference to IBM.
- Always use the full line “The world is going hybrid with IBM” and use sentence case capitalization.
- Always use “a hybrid cloud approach with IBM” rather than “from IBM”.
- If you need to use IBM in a possessive form you need to say “IBM’s open hybrid cloud approach” so it doesn’t sound limited or proprietary.
- Always say “a smarter hybrid cloud approach” if incorporating the word smarter.
- Avoid using “hybrid cloud” as a noun on its own.
- Never refer to “IBM Hybrid Cloud” given it’s not an official IBM product offering.
- Never use “IBM’s hybrid cloud approach” in a possessive form because it sounds proprietary and limiting in the context of our ecosystem of partners. If we need to use this line we should include “open” such as “IBM’s open hybrid cloud approach”.
- Never refer to “the hybrid cloud” or “a hybrid cloud” given it’s not a single place or thing.
- Never incorporate “Let’s put smart to work” when using “The world is going hybrid with IBM”.
- Never change “The world is going hybrid with IBM” to include a product, such as “The world is going hybrid with IBM Cloud”.
- Avoid overusing the word “hybrid”.



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