

abstract

- The Mainframe is the backbone of IT and is a critical piece of infrastructure for many global organizations
- In this session Gary Cherlet shows how the IUA/EIUA User Community helps CA IDMS™ users to access "value added services" to maximize value, simplify mainframe management and leverage you infrastructure to increase agility and service delivery.

biographical note – Gary Cherlet gary.cherlet@sa.gov.au

- My History with User Groups
- DBUG Database User Group (Toronto) 1975 1980
- Australian IDMS User Group 1984 1994, 1996-97
- OZIUA Australian IDMS User Group 2001 present
- IUA/EIUA Board Member 2004 present
 - Responsible for "IDMS Connections" newsletter
 - User Contributed Library
 - IUA/EIUA User Community Bulletin Board: list server cross-posting
 - Many "live" and "webcast" presentations



overview

1. Value Added Services

- Maximize value and extend your mainframe investments
- Simplify mainframe management while extending performance
- Leverage your mainframe infrastructure to increase agility and service delivery

2. User Access to Value Added Services

- Mainframe Community for CA IDMS
- IDMS-L
- CA Communities
- LinkedIn
- IDMS Connections

3. DBAs only? What makes them so special?



value added services maximize value and extend your mainframe investments

Functionality gap

- Difference between what you paid for and what you use
- Get better ROI by using the unused functionality
- Simplistic example buy 10 features for \$1M
 - If using 3 features cost = \$333K per feature
 - If using 6 features cost = \$166K per feature
- Lost opportunity costs
 - Things you are not doing because you don't realize you can
 - Buying other software that you don't need
- Awareness of 3rd party offerings
 - Leverage existing investment for incremental cost



10,000 hours to become a mainframer! 10,000 hours, eh?

- With the hours we used to work and the variety of tasks we used to work on - I reckon we got 6 years of experience in our first 1-2 years!

— Why not take advantage of this experience being available "on demand" through User Communities?



simplify mainframe management while extending performance

- DBA procedures and techniques
 - Restructures and expansions
 - Improve DBA productivity and
 - Reduce inconvenience to end users
 - Achieve / improve 24X7 availability
- Tuning tips
 - Improve utilization of existing hardware infrastructure
 - Avoid costly upgrades
 - Improve throughput / response times
- Maintenance tips
 - How to use SMP or SMP/E prior to MSM
 - How to use CA Mainframe Software Manager™ (CA MSM) now
 - Take advantage of purchased functionality
 - Note CA MSM came at no additional cost!



leverage your mainframe infrastructure to increase agility and service delivery

Articles, Tools, Tips and Training on a wide variety of topics (e.g.)

- TCP/IP
 - Techniques to access mid-range functionality from mainframe
 - Use of new technologies across TCP/IP (e.g., hand-held scanners)
- XML/HTML/otherML-e.g., GML
 - How to parse / generate XML in CA IDMS applications
 - UCL Generator Tool
 - CA Culprit[™] reports generating HTML output
- SQL
 - How to access IDD structures enhanced IDD Reporting
 - Accessing IDD Tables as if they were a database
 - Tips on getting started
 - Business case for acquisition



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mainframe community for CA IDMS

- Why do we need one?
- Who represents our interests as CA IDMS users?
- How can we contribute?
- What facilities are there to "Add Value" for CA IDMS Users?
 - IDMS-L
 - CA Communities
 - LinkedIn
 - IDMS Connections
- What's missing from the equation?
 - Does application development begin and end with the DBA?



IDMS-L

Why use it?

- Long and honorable service to the CA IDMS Community
- Comfort and familiarity
- Gets around most security barriers
- Avoids (mostly) unwanted "spam"
- Monitored highly responsive quick turnaround
- How to access it?
 - http://listserv.iuassn.com/cgi-bin/wa.exe?S1=idms-l&X=-
- Value added proposition
 - Active participants have lots of knowledge
 - Many who reply to questions are ex-Cullinet/CA staff

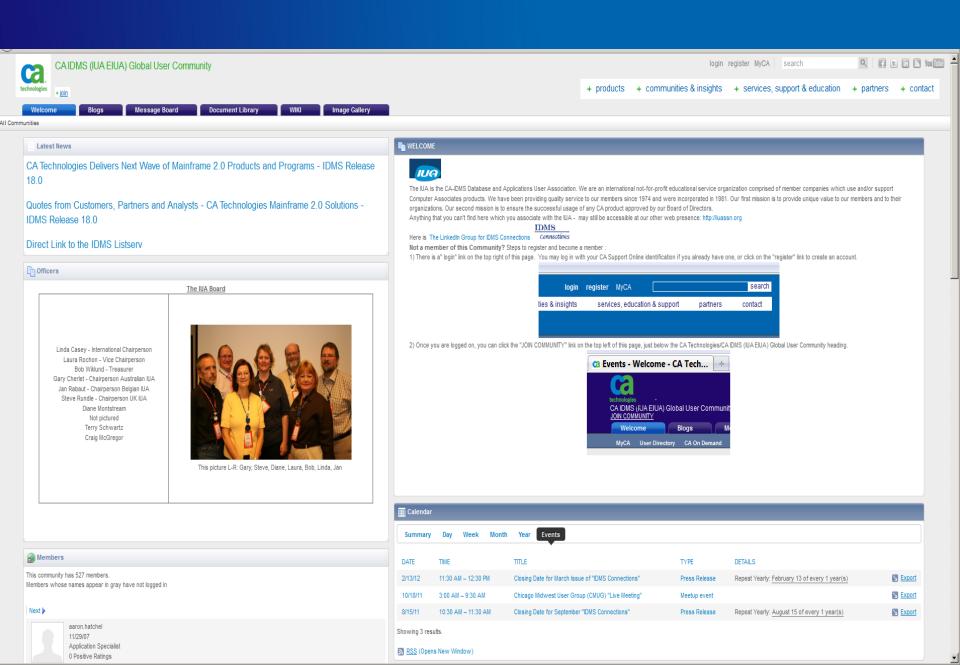


CA communities

- Why use it?
 - Technical progression from List Server technology
- How to access it?
 - https://communities.ca.com/web/ca-idms-iua-eiua-global-usercommunity/welcome
- Value added proposition
 - All the benefits of the List Server +++
 - Familiar interface for younger users
 - Has all the history available from the List Server
 - Easier to follow threads
 - Improved visibility no need to "start with a search"
 - Advanced search also includes "all areas"



global



CA communities

- Authorized access because it's needed for the task at hand
 - Developers and DBA's who have authorized corporate access to CA
 Communities to access documentation, fixes, etc
 - Provides access to "networking" features
- Productive and useful implementation of "FaceBook"
 - -caBook the CA Communities version of FaceBook
 - -iuaBook-IUA/EIUA FaceBook at CA Communities for CA IDMS Users



Cyberspace: New World Wide Web Home Page Provides Direct, Immediate Access

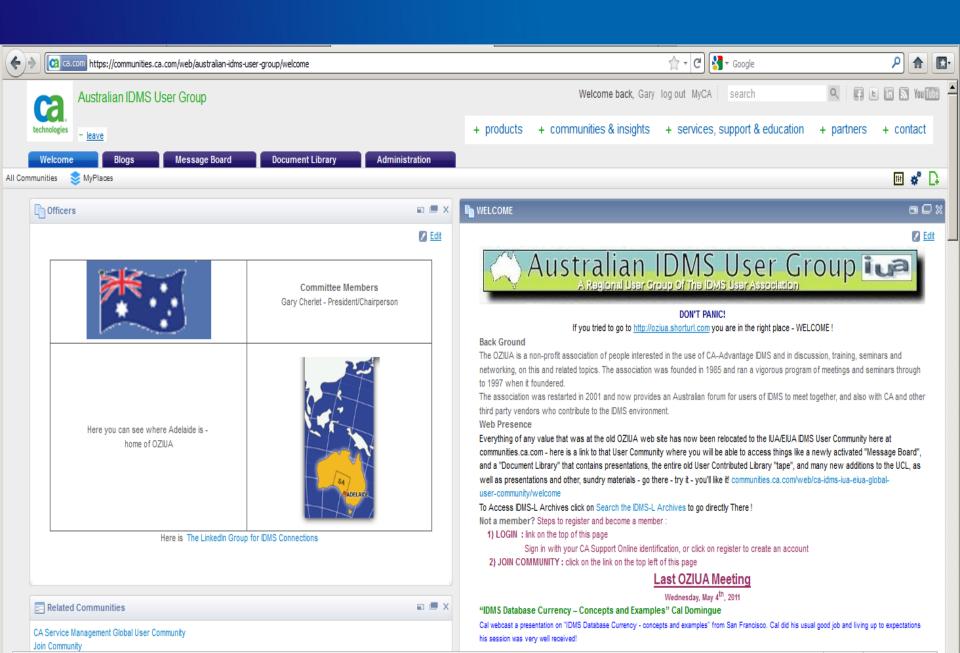
The IUA is beginning to wrap up a very successful 1995-96, during which new and exciting initiatives were implemented, some of which I would like to share with IUA's membership. Recognizing members' need to access timely information on an ongoing basis, we are proud to announce IUA's new Home Page, which will be up and running soon. Cybersurfers can tap into IUA Headquarters via the World Wide Web and easily access membership information, upcoming meeting information and important dates, IUA Board updates and volunteering opportunities. IUA's Home Page is also a great opportunity to reach an expanded audience, as well as a targeted forum to advertise IUA member benefits. Watch for IUA's new World Wide Web address in upcoming issues of IUA Connections — and conveniently access IUA Headquarters directly 24 hours a day, seven days a week.

From 1996 "IUA Connections" — IUA launches a "Web Presence"!

June 2011 – IUA/EIUA Switches to CA Communities at: https://communities.ca.com



regional communities



WHY IS A EUROPEAN IUA NECESSARY?

IUA members have asked why there is a need for special international user representation. The answer is simple: many US software vendors assume that whatever works in the US will work everywhere, but this is not necessarily true.

As an example, consider postal codes. In much of Europe, a code in the form X-99999 usually precedes the city name. The X designates a country. The number, which can vary in number of digits, is the internal postal code. The United Kingdom, however, uses a completely different but long established code in the form XX9 9XX. Other codes exist in other parts of the world.

CA, like most US vendors, assumes that all addresses conform to US patterns. There was no allowance for country on CA-World badges, CARE Web pages, conference evaluation forms, or even the call for speakers distributed in conference registration bags. The same often applies to other US-built software. This inflexibility can often exclude US products from effective use in other countries.

There are also problems with dates, but the postal code example is enough to explain the basic issue.

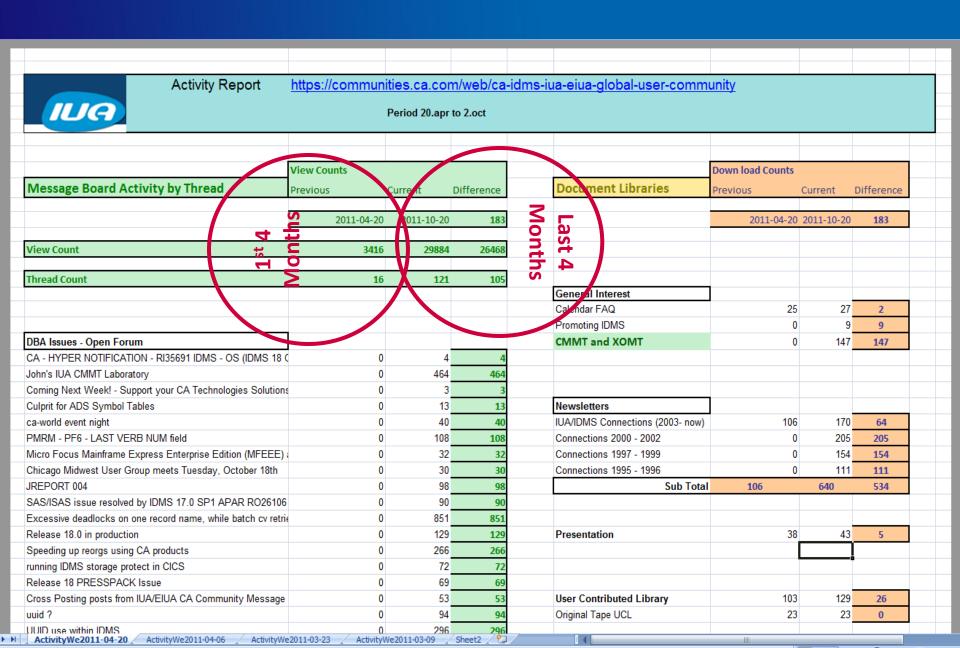
Even more than a lack of international conformity in address and date fields are language, currency, and taxation issues, as well as differing accounting and business practices. These issues bring international users together to remind CA to stop and ask, "Does it work outside the US?" before issuing a new feature, product, or service.

EIUA exists to help make sure this happens.

Why both an IUA and an EIUA?



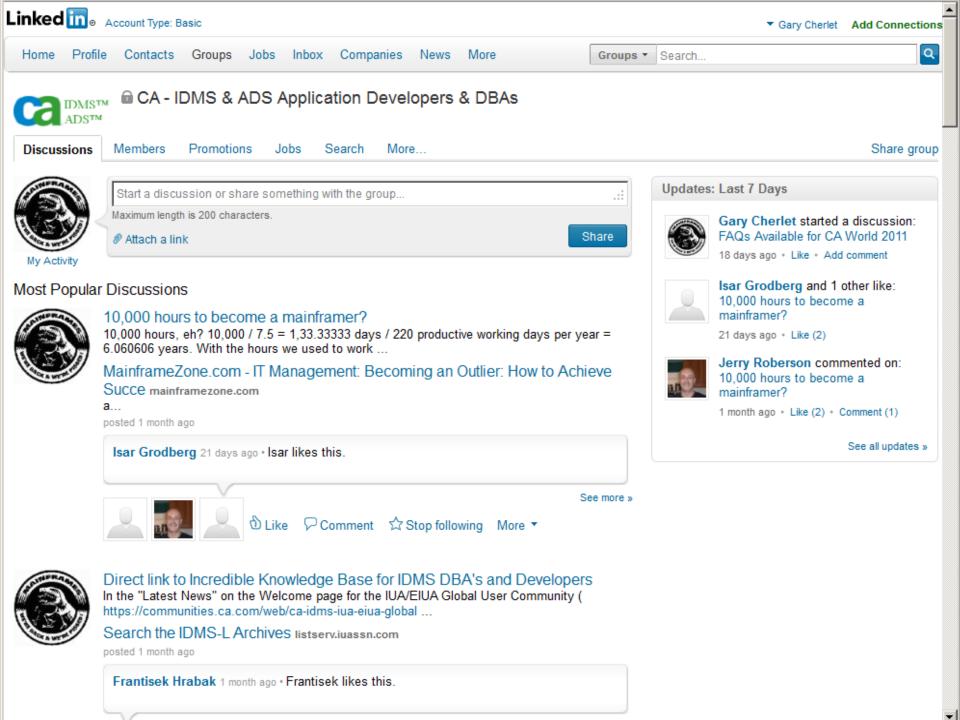
CA communities metrics



LinkedIn

- Why use it? Let's discourage "parallel communities"!
 - Fragments audience
 - Detracts from message of unity
 - Inconvenient for users who now need to look in multiple places for relevant discussion and Value Added
- Value added proposition negative
 - Most of the activity is from IUA Board Members
 - Much of the activity just "points back" to CA Communities in any event!
- Save for "pure" networking
- Perhaps retain for Job Posting + Searches
 - Avoids "clutter" on IDMS-L and at CA Communities





LinkedIn community metrics



About this Group

Created: August 6, 2008

Type: Conference Group

Members: 43

Owner:

Website: http://causergroups.ca.com/usergroups/Us...



About this Group

Created: August 19, 2008

Type: Professional Group

Members: 154

Owner:

Website: http://www.itdoesmorestuff.com



IDMS Connections

Why use it?

- Major articles "of substance"
- Educational value
- Authoritative articles CA Technologies staff
- Business Value stories by successful users

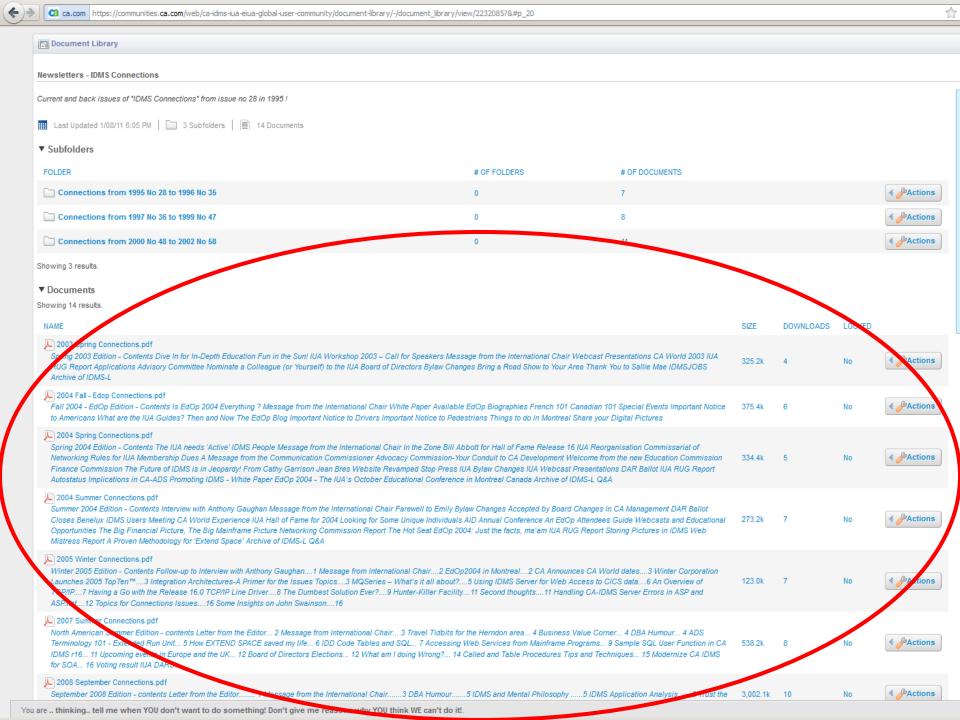
How to access it?

- Get on mailing list
- Subscribe
- Download announced on IDMS-L watch for it!

Value added proposition

Best Practice Award for CA Community Newsletters





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DBAs only? what makes them so special?

- What's missing from the equation?
 - Does application development begin and end with the DBA?
- Why should this be for DBA's only?
- How can we expand the sharing of the "added value"?
 - Who are the managers?
 - How do we involve them?
 - How do we involve developers?
 - Make participation part of their job?



DBAs only? what makes them so special?

- Just CA IDMS what about related topics?
 - COBOL enhancements and features
 - XML e.g., interaction with network databases
 - Not Only SQL (noSQL)
 - Inter-operability between DBMS's
 - Interaction with MQ and other Messaging Services
 - Web Services / SOA
 - Other CA Technologies Mainframe products integration with CA IDMS
 - CA Spool™, CA Scheduler Job Management
 - CA InterTest™, CA SymDump®
 - Etc.



summary and comments

from a post on CA communities – Expanding Scope of Membership – By Role Type

Reaching out beyond one's core community is indeed a good thing. So often we hear that miscommunication and misunderstanding causes IT groups to be dysfunctional. Any type of meeting that encourages more dialogue and cross team conversation is a good thing.

Summing this up...

- 1. To reach beyond one's core members, you must offer a service that speaks to the larger community. In the cases I have seen, it is focusing on techniques and topics that are of interest to a larger community.
- 2. You need to acknowledge that you can bring some folks into the fold, but your core community will remain your primary focus. It's not different than a corporate mission and vision. You need to understand why you exist and what value you offer.

https://communities.ca.com/web/ca-user-group-presidents-and-board-officers-website-private/message-board/-

/message boards/view message/20689763?&# 19 message 20689763



user comments from a survey importance of user groups

Factors for Success in User Organisations

Strategies/Techniques for Success Used by

Attendance at User Group meetings - in particular "Under the Covers With ADS", and "Son of ADS", also the sharing of knowledge, software and expertise.

Engage selected, highly competent contract staff.

Avoid becoming the training ground for contractors.

ADS process templates - helped developer productivity, and gave a consistent man/machine interface across all applications - thereby aiding end user productivity.

Make good use of the dictionary for checking standards, and consistency - one of the technical strengths of the IDMS product line is the integrated data dictionary.

Have a corporate strategy for applications, and a disciplined approach to development.

user comments from a survey importance of user groups

the IDMS product line has been successful in the user sites, as it has helped the users to achieve demonstrable application and business successes, and in that respect - it has been successful for CA as well as for the users. There is a healthy, active user community in SA, which reflects the ongoing, vigorous use of the IDMS products.

The State of IDMS in the Festival State - July, 1991

Page 18 of 22



user words of wisdom from CA World 2004 how many hard knocks did this save other users?

Session Summary

- Always stay in step with the latest architecture
- Always build in plenty of configuration
- Think in units of business functions for integration requirements not screen transactions
- Web Services will give mainframe applications a whole new lease of life
- Never assume that mainframe applications are incompatible with the latest technology and concepts

community metrics: CA May Mainframe Madness 2011 the numbers are in!

- 20,857 attendee touches
- From 59 countries around the world
- Averaging 267 minutes each in the MMM virtual environment (about 4.5 hours)
- Experiencing over 376 Keynotes, sessions and demos
- CA IDMS had over 500 requests for content
- Networking and interacting with other mainframers and experts worldwide



community metrics

What can we use here ?

Open to suggestions from CA



summary

- In this session we have discussed the "Value Added Proposition" of the IUA/EIUA User Community for CA IDMS Users:
 - To maximize value
 - To simplify mainframe management
 - To leverage your infrastructure



MyCA: Connect, Learn and Share

Professional networking resource that provides interaction between colleagues, experts and CA Communities and access to dynamic information in one place

- Connect to professional network
- Share information
- Get information
- Find answers quickly



Join the IUA / IDMS Global User Community today at www.ca.com/MyCA



Q&A

ca world '11

thank you

ca world '11

Session # MI400SN



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