



My mainframe protects my business.

I want to protect my investment.

I need my MIPS to do more.



## Mainframe Performance Solutions

Reducing Infrastructure investment,  
improving efficiency

Mainframes need to process highly valued, mission-critical transactions at top-notch speeds. As global competition increases, today's Fortune 1000 companies face skyrocketing transactions, contracting batch windows, and increasing fiscal constraints. DataKinetics® mainframe performance solutions help executives get more from their MIPS.



## Technology to unlock business value

As an executive responsible for mainframe infrastructure decisions, it rests on your shoulders to ensure mainframe performance keeps up with ever-skyrocketing transactions and ever-contracting batch windows — as well as pressures from within your organization. Finance wants to decrease operational costs to ensure bottom line health; Marketing wants to increase the number of projects to contribute to top line growth.

While many in the industry look to achieve short-term performance gains through expensive hardware acquisitions, DataKinetics offers an alternate approach that is based on saving — not spending. The DataKinetics approach offers forward-thinking executives a long-term solution to unlock business value.

## The standard for 20% of Fortune 50 organizations

DataKinetics mainframe performance solutions are field-proven to increase mainframe efficiency and decrease operational costs while achieving superior performance gains, capacity, and scale — using existing hardware and applications.

Our flagship product, DataKinetics tableBASE® boosts mainframe applications to achieve greater throughput. tableBASE real-time in-memory optimization software reduces mainframe resource usage resulting in faster applications — vital in high-volume, mission-critical transaction processing environments.

Today, 20% of Fortune 50 companies use DataKinetics mainframe performance solutions to balance costs and business value. Two of these Fortune 50 companies have been using our products since 1977. You'll find that our mainframe performance solutions are the standard in banks, insurance companies, brokerage houses, and credit card processing companies around the globe.

### Competitive advantage for Fortune 1000 companies

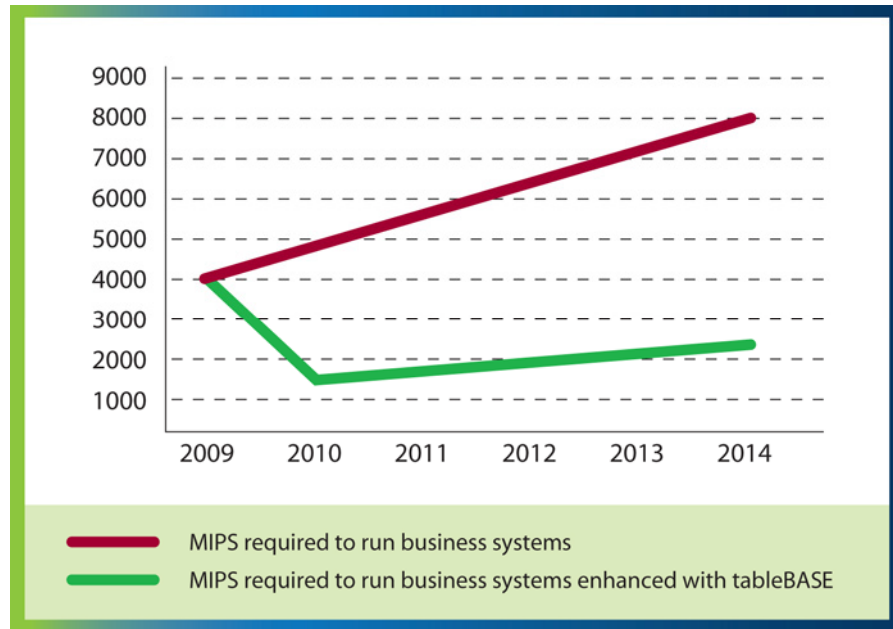
- Decrease enterprise costs
- Deliver new products and services to market faster
- Attract and retain new customers

## Delivering superior performance gains, capacity, and scale using existing hardware and applications

With DataKinetics mainframe performance solutions, it's possible to achieve superior performance gains, capacity, and scale with your existing hardware and applications.

Using conservative estimates of \$1000/MIPS<sup>1</sup> and a 10% annual increase in MIPS purchases, this chart represents a financial impact scenario for MIPS usage and acquisition costs over a 5-year period: MIPS without tableBASE and MIPS with tableBASE.

What could be the financial impact for your organization?



There is a substantial return on investment (ROI) and reduced total cost of ownership (TCO) achieved using DataKinetics mainframe performance products. Furthermore, organizations deploying DataKinetics mainframe performance products are able to defer or eliminate hardware acquisition costs for a period of five years.

<sup>1</sup>Source: Graham, Barry J. Financial Matters: Mainframe Processor Pricing History. zJournal Online February/March 2006.

## Reducing infrastructure investment and improving efficiency

For over 30 years, DataKinetics has been delivering world-leading performance gains, capacity, and scale to the world's mainframes. DataKinetics has helped organizations cope with increasing demands in boom economies, and save money and prepare for growth in sluggish economies.



A long-standing IBM Advanced Business Partner, DataKinetics mainframe performance product portfolio includes:

- ▶ DataKinetics tableBASE®
- ▶ DataKinetics tableBASE VTS
- ▶ DataKinetics tableBASE Process Manager
- ▶ DataKinetics tablesONLINE®

We also provide professional services, training services, and technical support services to ensure the success of your deployment. Our technical support team is recognized for the reliable service and expert knowledge they extend to customers 24 hours a day, 7 days a week.

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### About DataKinetics

DataKinetics®, the leader in critical information systems optimization, enables data centers within IBM System z Mainframe (z/OS) environments to achieve superior performance gains, capacity, and scale using existing applications and hardware. DataKinetics delivers distinct competitive advantage to global Fortune 500 companies to keep them a step ahead of the competition. For 30 years DataKinetics products have been enhancing hundreds of thousands of mission-critical transactions per second every day for banking, insurance, credit card, brokerage house, and retail industries—without fail. Visit [www.dki.com](http://www.dki.com) for more information.