



CLABBY ANALYTICS

IT Executive

CA's Christopher O'Malley and Mainframe 2.0

Introduction

Chris O'Malley, executive vice-president and general manager of CA's mainframe business unit, wants to motivate information technology (IT) executives to start moving NOW to adopt graphically-driven mainframe management software. His reason for driving this agenda is that he believes that an age gap has developed in mainframe IT shops. According to O'Malley, "today's mainframe management environments are largely comprised of individuals who are approaching retirement age. And as these individuals retire, a new generation of mainframe managers needs to be groomed to take

their place". As O'Malley sees it, "this new generation of mainframe managers does not want to manage mainframes using older, green screen programs and command-line interfaces. Instead, they want graphically-driven, highly-integrated software that has the same look-and-feel as the Mac and Windows products that they grew-up using".



To address this generational gap, under O'Malley's leadership CA is aggressively modernizing its mainframe management software products — focusing on graphically-enabling and integrating its leading products, as well as on logically organizing those products to simplify and automate mainframe management tasks.

O'Malley's has dubbed CA's shift to graphically-driven mainframe management environments (as well as its improvements in installation methods and configuration) "Mainframe 2.0" — and he is in the process of rolling out a series of products and services designed to help enterprises transition to a Mainframe 2.0 mainframe environment.

In this article, *Clabby Analytics* (that's me) shares the results of an interview recently conducted with Mr. O'Malley. During this interview, O'Malley described the opportunity ahead for CA (including the opportunity to significantly differentiate CA from other mainframe management tool providers) — as well as the primary challenges that he faces as he drives his Mainframe 2.0 message to market.

Meet Christopher O'Malley: Intense and Intent

Interviewing CA's Christopher O'Malley is kind of an intense experience. He knows exactly what he wants to achieve in the world of mainframe management — and exactly

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how he wants to achieve his objective. He is focused; he knows what he wants; and he intends to aggressively pursue his objective.

What O'Malley wants is for CA to graphically-enable and integrate its broad portfolio of mainframe management products such that CA's mainframe management products become the products-of-choice for next generation mainframe managers. To achieve this goal, he has worked closely with his existing customer base to determine product requirements and preferences. He has taken these requirements and preferences to his development organization — and, in concert with his development and marketing teams, he has produced a product roadmap that calls for CA development to bring major new software releases to market every May for the next three years (O'Malley has named this road map and associated marketing activities “May Mainframe Madness”).

O'Malley knows, however, that graphically-enabling his mainframe management products will not result in a mad rush of orders. Accordingly, he and his marketing team has already embarked on a series of worldwide tours to personally describe what CA is doing; why CA is doing it; and how CA customers can get started today by deploying graphically-enabled mainframe software in beta form within their own environments.

O'Malley has a ton of energy — and is very focused. Expect him and his CA mainframe management marketing team to come to a city near you in 2009...

The Challenges O'Malley Will Face in 2009

As O'Malley's mainframe management team embarks on its worldwide tour, he will face two distinct challenges as he attempts to rally his customers to participate in CA's Mainframe 2.0 program. They are:

1. *Worldwide economic conditions* — the worldwide economic downturn has dampened IT budgets. Variable expense budgets have been cut — and money to purchase new software programs is hard to come by unless that software can provide a rapid return on investment.
2. *Resistance to change* — today's mainframe management workforce started managing mainframes back in the days of green-screens and cryptic, text-driven interfaces to their back-end mainframe systems. Some of these managers do not want to learn new ways to manage their mainframe environments — and are perfectly content with older interfaces.

CA's challenge will be to get IT executive managers to recognize that they **MUST** invest in graphically-driven mainframe management software in order to ensure the long-term operational viability of their mainframe environments. Note that:

Failure to adopt new, graphics-oriented mainframe management environments creates a risk management situation for enterprise executive management teams — a situation that will clearly need to be addressed. By not training the next generation of mainframe managers now, enterprises risk a potential mainframe skills shortage over the next ten years. But management skill sets are not the only vulnerability. Mainframes are used as centralized hubs for driving enterprise business processes. They contain the critical business logic that drives many, very large enterprises. Failure to teach this new generation about

how a given enterprise operates and flows its business creates a MAJOR BUSINESS CONTINUITY PROBLEM. CA has got to drive these two points home with IT executives in order to succeed in driving its Mainframe 2.0 initiative.

As for “resistance to change”, graphically driven and character/text-driven management products can be used side-by-side (although using common management tools is more desirable for consistency’s sake). CA should be able to overcome “resistance to change issues” by impressing upon the current generation of mainframe managers that it is their responsibility to help educate successive generations of mainframe managers on how to use graphical tools to manage mainframes, as well as how to use tools in general to ensure business process flows and business continuity.

Most mainframers are proud to operate the world's most advanced commercial computing environment. And they recognize their critical role in supporting enterprise business logic. Initial objections to change will be overcome by the commitment of the current generation to ensure that their enterprises continue to operate. This will take some education of IT executive management as well as mainframe users, but CA and IBM are already showing that they are committed to providing that kind of education.

The Major Opportunity for CA

Only one other major mainframe management vendor, IBM, is investing heavily in graphically enabling its mainframe management product set. As part of its “March to Mainframe Simplification” program, IBM is investing \$100 million in changing the user interfaces for its leading mainframe management products as well as expanding training opportunities at secondary school, colleges, and universities worldwide.

According to CA's O'Malley, Compuware, BMC, ASC, and other mainframe management software makers are not in the process of graphically-enabling, integrating and streamlining their respective product sets. Accordingly, it is reasonable to expect that these vendors will not be properly positioned to help the next generation of mainframe managers learn to graphically manage mainframe environments.

Getting caught with the wrong product mix at a time of industry transition to new mainframe management may result in decreases sales for CA's competitors. If CA plays its cards right, it can increase its sales and market share at the expense of its smaller competitors.

A Closer Look at CA's Mainframe 2.0 Initiative and Its “May Mainframe Madness” Marketing Plan

CA's “Mainframe 2.0” strategic initiative is an initiative that articulates what needs to get done to help solve the mainframe professional skills issue. In short, CA's Mainframe 2.0 focuses on simplifying mainframe ownership by providing products and services that will help IT managers simplify mainframe management. Most notable in CA's Mainframe 2.0 plan is that its focus on finding ways for less-experienced support staff to “maintain, optimize, secure and govern” mainframe environments.

CA's “May Mainframe Madness” marketing program is a product roadmap that also encompasses associated mainframe management software marketing programs. As part of its May Mainframe Madness program, CA has announced:

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- A graphically driven management environment that can manage 143 of CA's 166 mainframe management products under the same umbrella;
- Enhancements to its HealthChecker environment (ability to check the health and status of various system and application environments — more and more automated functions);
- A compliance management environment (CA's new CA Compliance Manager for z/OS); and,
- A number of deployment, service and support improvements.

CA's May Mainframe Madness program is also a go-to-market plan — that includes a worldwide sales and marketing “blitz” featuring Webcasts, in-person seminars/training, latent value materials, Web presence, and more. CA hopes that this combination of direct, missionary go-see-the-customer marketing efforts combined with Web presentations and written market materials will raise awareness that CA is the company to call when it comes to addressing the mainframe professional skills set issue.

Summary Observations

As O'Malley drives his new initiative, his biggest challenge will be to overcome internal inertia within existing mainframe environments. Mainframe managers and administrators who have, for decades, been using older, text-driven interfaces to manage mainframes are in no hurry to change the way they've been doing things. Meanwhile, new generation mainframe managers are loathe to step-back into the last century's command-line management environments.

To overcome this challenge, O'Malley must convince IT executive managers as well as C-class business executives (CEOs, CIOs, and CFOs) that failure to transition to new mainframe management tools will create a major business exposure for their enterprises. Mainframes run critical operational logic for many of the world's largest companies — accordingly, it is critical that mainframe operators have the tools that they need to ensure ongoing operations. CA's graphically-oriented tools will make it possible to train a new generation of mainframe managers in mainframe operations — helping overcome this business continuity exposure.

Finally, note that if CA can convince its customers to transition to its new, graphically-enabled environments, the company will also be able to create distinct competitive advantage over BMC, Compuware, ASG and other companies who have not yet made major commitments to graphically-enable their mainframe tool sets.

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May, 2009

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