Transform Your Digital Business
with BMC AMI Data for Db2®
Survival of the Fittest

Get ready for digital business

Digital business is driving extreme growth with overwhelming amounts of data and transactions flooding your systems daily. You need to find a new way to manage your data or you’ll be swept away with the tide.

BMC AMI Data for Db2® is a suite of powerful utilities that will help you face the challenges of today’s digital business. This e-book shows how BMC AMI Data for Db2® helps data management organizations meet the challenges of the digital data onslaught.

Read on to learn how to:

+ Manage growing databases with zero downtime
+ Reduce costs by decreasing MIPS and CPU utilization
+ Improve application performance while optimizing your data
+ Ensure the integrity of your structured and unstructured data
+ Take advantage of intelligent, self-learning automation
Explosive Data Growth

Data is doubling in size every two years. By 2020, that size will reach 44 zettabytes or 44 trillion gigabytes.¹

69% of companies surveyed plan to pay for additional computing and storage systems to handle their expected data growth.²

61% plan to increase workloads on the mainframe²

57% of clients plan to develop new applications on the mainframe²

Growth is impacting the business. This means when you reduce your data maintenance, you are likely to run into performance issues, scale issues, and cost issues.

Noel Yuhanna
Principal Analyst, Forrester Research

¹ IDC 2014, The Digital Universe of Opportunities
The Data Flood Will Erode Your Business Efficiency

**Routine maintenance is key for:**

- Application performance
- Integrity of objects and pointers
- Improved availability

**Without maintenance:**

- Application response time suffers
- Additional hardware and storage are needed
- Staff and tools strain to cope
- Rolling out new apps becomes more difficult

Less Efficiency Leads to Higher Costs and Lower Customer Satisfaction

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Decrease Your Downtime And Save

“In the good old days when DBAs had nightly windows, they could take their databases offline and perform routine maintenance for up to 12 hours without interfering with customers. Over time, these windows shrunk until they [are now] nearly nonexistent. DBAs are left in a bind. They need to take their databases offline if they want to keep them performing optimally, but taking databases offline for even a minute would have serious financial repercussions for their companies.”

– UBM, April 2016

“You have to start looking at a strategy that is a bit more long-term and fix those things right away—having a strategy that can minimize downtime.”

Noel Yuhanna, Principal Analyst, Forrester Research

58% of companies surveyed experienced between 30 and 120 minutes of downtime per month for database maintenance.

The average cost for 1 minute of downtime = $7,000

Customer Case Study
Financial Services Company

From surviving to thriving

The company’s databases were growing and seriously impairing performance. They experienced up to 1,000 timeouts each week.

The workload didn’t allow for downtime to address the issues either. The company’s costs were increasing as their availability was decreasing. They were effectively drowning in data and managing only approximately 20% of their system.

Results after implementing BMC AMI Data for Db2®:

+ Downtime and timeouts were eliminated
+ Availability and application performance improved
+ Maintenance was automated
+ Thousands of jobs were simplified
+ Reorgs are run as often as needed—6x as often
Reduce Costs While Increasing Maintenance

Sounds too good to be true? It’s not.

With BMC AMI Data for Db2®, you can increase your maintenance with confidence and watch your costs decrease.

Customer Case Study | European Government Entity

This large federal insurer increased the number of reorgs and still decreased their overall usage by implementing BMC AMI Reorg for Db2®. Their results included cost savings and impressive amounts of new data being reorged and optimized.

**BENEFITS**

+ Reduced MIPS usage by 3%-6%—back to 2014 levels
+ Automated data management processes
+ Increased the amount of data being successfully maintained and reorg volume is 3-9x what it was (~90TB)

**RESULTS**

The company can be more confident in its data, ensure data is optimized for applications, and realize cost savings across the board.
Improved Application Performance

A major leap forward

DBAs know that you must complete regular maintenance to optimize your data and keep your applications running as efficiently as possible. If you defer or ignore maintenance, your application performance will degrade due to inefficient utilities.

With BMC AMI Data for Db2®, you don’t have to skip maintenance. In fact, you can run your tasks more often—maintaining more data with better results for less cost.

“BMC, a leader in delivering Db2 solutions, determined that in order to meet the operational demands of the digital/mobile age, database utilities needed a major leap forward in technology. Incremental improvements to data management tools simply couldn’t keep up with the explosive growth in Db2 data. The result is BMC AMI Data for Db2® solutions that meet and exceed the performance and availability required in today’s market.”

– Ptak Associates, LLC

10%

A Global Financial Services Company

Applications ran 10% faster and they realized a 10% cost savings.
Unstructured Data And LOBs

How Db2 employs LOBs to handle and store unstructured data is not well understood. If pointers and indexes are not properly maintained, you are looking at potentially catastrophic data loss. You won’t be notified when a LOB breaks either.

Don’t let what you don’t know hurt you.

“If you haven’t started on a strategy [for] unstructured data, you better start on it now.”

– Noel Yuhanna, Principal Analyst, Forrester Research

“If we don’t get BMC AMI LOBMaster for Db2®, we have to stop using LOBs.”

– Lead DBA, Large Multinational Bank POC

Only 41% of companies validate and maintain unstructured data regularly. That means over half do not.

– Forrester TAP Survey
Customer Case Study
Major Credit Card Company

The company uses LOBs to record and log conversations between their representatives and cardholders, including questions, disputes, and complaints. They amassed hundreds of LOBs, with some quite large ones.

They deployed BMC AMI LOBMaster for Db2® to address the following needs:
+ Prevent exposure to critical data loss
+ Ensure integrity of LOBs on an ongoing basis
+ Verify their data with full availability
+ Avoid expensive CPU chargebacks application owners

“" As organizations rely on more types of unstructured data in their mission critical applications, LOB usage in Db2 will continue to grow. And that means DBAs need advanced tools to ensure the ongoing accuracy, viability, and usefulness of their Db2 LOBs. ”"

– Craig S. Mullins, President, Mullins Consulting, Inc.
Intelligent Automation – A New Paradigm

BMC AMI Data for Db2® offers innovative, best-of-breed automation. Some solutions claim automation, but they are really just scheduling. BMC AMI Data for Db2® automation intelligently determines what needs to be done for you—making decisions on size allocation, placement, error handling, and notification. This new paradigm in automation enforces business policies and puts the control back in your hands.

Some of the innovations in BMC AMI Data for Db2® automation include:

+ Reduced utility jobs to manage a growing system at scale
+ Automation that is dynamically invoked during execution
+ Business policies that are automated and enforced across systems or databases with centralized rules

“Automation is needed for the easy stuff, so that DBAs can work on the hard stuff.”

– Craig S. Mullins, President, Mullins Consulting, Inc.

“BMC developed new solutions that could automate much of the operations that skilled administrators do. This level of automation in the data management tools makes mainframe management more straightforward and easier for new administrators to learn. This, in Ovum’s opinion, is why BMC’s mainframe business is growing at the expense of its competitors.”

– Roy Illsley, Ovum TMT Intelligence | Informa
Businesses around the world—in credit card processing, financial services, insurance, retail, and virtually all other industries—have embraced BMC AMI Data for Db2® and are enjoying automated Db2 data management that provides full application availability, increased application performance, and more efficient IT departments, even as their data continues to grow and become more complex.

– UBM, April 2016

[I] found the potential for continuous, automated reorganization invaluable. BMC AMI Data for Db2® is an incredibly powerful solution that is able to complete in much less time without interrupting operations. [I] found it highly useful and reliable in operation.

– Senior Staff Engineer, Data Center Architecture and Operations

I hate housekeeping. BMC AMI Utilities for Db2® automation will keep me from doing housekeeping again.

– DBA, Large German Insurance Company
Improve Application Performance And Reduce Costs

BMC AMI Data for Db2® can help you:

+ Improve application performance and lower MLC costs with zero outages
+ Manage all Db2 data with true automation—100% of the time
+ Ensure the integrity of structured and unstructured data with no extra processes
+ Reduce the total cost of ownership for storage, capacity, and staffing

"We believe that BMC has once again identified and delivered a truly exceptional solution that is very much needed. We expect their customers will agree."

– Ptak Associates, LLC
In Summary

“BMC is leap years ahead of the competition in two ways—in talking to your customers and listening, and in your product offerings.”

– Noel Yuhanna, Principal Analyst, Forrester Research

Learn More

**BMC AMI Reorg for Db2®**
Reorganizes Db2 data using a fraction of the resources required by all other reorg processes

**BMC AMI LOBMaster for Db2®**
Simplifies data management of unstructured Db2 data by consolidating all the processes for validation and maintenance of LOBs

**BMC AMI Utility Manager for Db2®**
Integrates Db2 real-time statistics with all BMC AMI Utilities for Db2® and streamlines database maintenance

**BMC AMI Command Center for Db2®**
Presents Db2 database information in an intuitive, graphical user interface that makes database information easier to understand and faster to manipulate

For More Information
About BMC
From core to cloud to edge, BMC delivers the software and services that enable over 10,000 global customers, including 84% of the Forbes Global 100, to thrive in their ongoing evolution to an Autonomous Digital Enterprise.

BMC—Run and Reinvent

www.bmc.com