BMC AMI Data for Db2®

Unleash Your Potential
It’s a Data-Defined World

The rise of digital business brings with it an exponential increase in the volume of data and transactions you’re expected to manage. It also means greater expectations from your customers for constant uptime and lightning-quick performance.

Though these demands can feel at odds with one another, it’s common to view them as nothing more than a resource problem—that you could manage this data deluge if you only had more people, more hardware, and more infrastructure.

But if you continue piling on resources, all you’ll do is push costs higher than they are today. You’ll have to maintain even more infrastructure, which will only increase downtime and hinder the customer experience. And if left unchecked, this data could grind your business to a halt at precisely the time you need it to help you flourish.

Instead of throwing more and more resources at the problem, you need a new approach to managing your existing resources.

In other words, you need to tap into the unused capabilities and processing power you already have. You need to make data and applications continually available—without neglecting your maintenance schedules. And you need to protect and secure that data, making sure it’s recoverable no matter what.

↓ Here’s how …
The volumes of data residing in your mainframe have never been greater. And with so much of this data taking on new forms—like video files, voice recordings, large documents, and pictures—managing it all has become much, much harder. That’s especially true when you’re storing these data types as large objects.

As a result, protecting the validity and integrity of this data becomes increasingly difficult. And yet, business users want to accumulate more and different kinds of data, analyze it, and use the insights they uncover to drive new strategies. The trouble is, the more data you’re required to manage, the greater the chances your mainframe struggles to provide the support your stakeholders demand.

**Your Challenge:**
Growing Data Volumes
Despite any challenges managing it might present, your business would never—and should never—shy away from more data. With BMC, you can turn the speed and size of all this business data into an advantage.

With the help of a data management solution designed specifically for the massive size and unique structure of large objects, you can automatically validate and maintain these datasets with a single command. As a result, you’ll feel confident that all of your data, structured and unstructured, is properly checked and verified—and available any time you need it.

Plus, with the ability to reorganize data on your terms—without consuming too many resources—you’ll enable your applications to run as quickly and efficiently as possible, helping you meet rising performance demands.

And because you can utilize intelligent tools that quickly convert, adjust, change, and load and unload millions of rows of data, you’ll cut costs while using your data to uncover key business insights that catapult you ahead of the game.
Your Challenge:
No Tolerance for Data Loss

When it comes to accessing data and processing transactions, there’s one thing all of your customers will surely have in common: they expect everything to happen quickly and seamlessly, and will not tolerate even the slightest bit of downtime. No matter the cause—malicious attack, inadvertent error, or unavoidable event—the data simply must be intact and available without delay.

Customers might forgive you but it’s much more likely that they take their business elsewhere the instant they don’t receive the experience they expect.

Even delivering on your customers’ expectations won’t alleviate all the pressure you’re facing. With governments starting to regulate data backup and recovery processes, you have to prove that every aspect of your business can rely on the systems it has in place today. Fail to provide this proof, and the resulting penalties can be crippling.
The BMC Solution: Prove Your Recoverability

Despite any challenges managing it might present, your business would never—and should never—shy away from more data. With BMC, you can turn the speed and size of all this business data into an advantage.

With the ability to define and enforce rules around what data must be recovered when—and then implement these rules in your databases—you’ll build repeatable processes that help you restore the critical data your stakeholders need faster. You’ll be able to intelligently skip tables that received no updates and restore only what’s changed since the last backup, helping you further accelerate recoveries while making the entire process more cost efficient. And because you can run simulations that clearly and accurately demonstrate the time it will take to recover a set of objects, you’ll know if you’re able to meet or beat your Recovery Time Objectives. You’ll be able to prove it, too, helping you avoid fines while increasing your ability to withstand regulatory scrutiny.

Moreover, you’ll be able to coordinate recoveries across multiple database systems—and manage them all from a single, integrated view—saving you even more time, effort, and cost.
Your Challenge: Unyielding Customer Expectations

Customers want access to their data, and they want it now. That said, just because you’ve confirmed the data is online won’t automatically earn you their loyalty. You have to go a step further and make it available where and when customers want, without fail. Unfortunately, the pressure from business leaders to deliver this constant uptime doesn’t always line up with the demands you’re facing in IT.

Yours is a world of constant maintenance and tuning, where a temporary bit of downtime is essential to helping the business run more efficiently and deliver a better customer experience. But even if it’s brief or necessary, taking anything offline for any measure of time can lead to serious consequences. Ultimately, you’re left in a painful bind: the very same maintenance efforts that help the business succeed can end up hindering customer satisfaction, brand value, and revenue potential.
The BMC Solution: Data Perfection without the Downtime

Blazing-fast response times and around-the-clock availability are paramount to pleasing your customers and growing your bottom line. When you work with BMC, you can answer these demands by managing rapidly growing databases and maintaining peak performance—with zero downtime.

With the help of a suite of next-generation technologies, you’ll be able to reorganize data while still leaving it available to the application. This way, you can run critical maintenance tasks more often—without the accompanying downtime—making it possible to confidently uphold your SLA commitments and continually enhance the customer experience. And with the ability to uncover the insights hidden deep within your systems, you’ll make smarter maintenance decisions that help you proactively prepare for future performance demands and the customer expectations that fuel them.
Why BMC?

With help from BMC, you’ll absorb growing data volumes while controlling costs and future-proofing your business. You’ll provide best-in-class service to your customers, internal and external alike. And you’ll free up existing resources to do innovative work that builds your organization’s competitive edge.

With BMC, you can:

**Turn the data deluge into an advantage:** By ensuring the integrity of structured and unstructured data, and using analytics to future-proof your operations, you’ll turn massive data volumes into new sources of competitive differentiation.

**Provide auditable proof of recoverability and recovery times:** By simulating recovery tests and validating the results with your auditors, you’ll implement a recovery plan that delivers fast, predictable, SLA-compliant results.

**Take the downtime out of data management:** By diagnosing known and unknown issues, and tuning systems to account for these problems, you’ll maximize the value of data management and improve performance without ever taking your applications offline.

To learn more, please visit [bmc.com/it-solutions/bmc-ami-data-db2-zos.html](http://www.bmc.com/it-solutions/bmc-ami-data-db2-zos.html)
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