**ZEN**

*"Competition is the keen cutting edge of business, always shaving away at costs."* **Henry Ford**

*In this latest edition of our ZEN Update we examine the relevance of Henry Ford's assertion for our industry today.*

*As a small, independent software vendor in an industry dominated by behemoths that pitch all-encompassing software solutions for all platforms, we have focused our development solely on mainframe network systems software for the past 17 years. We are well known as experts and industry leaders, dedicated to this market. We have seen our innovations copied, repackaged, and then introduced as new by our competitors. We know this market very well and we have a lot to say about cost and competition.*

*In our industry, how does the keen cutting edge of Henry Ford's competition drive down the cost of doing business? How have our customers and prospects taken advantage of competition in the marketplace and how do they benefit from this? What more can management do to take advantage of competitive solutions and so affect cost and the quality of the software they license?*

*Interesting questions when examined in the light of some cost-cutting strategies we have seen.*

*In this issue we try to show how our software addresses the true costs of acquiring z/OS network management tools.*

*As always, we welcome your feedback and encourage you to contact us with your thoughts and ideas.*

✉ *info@willdata.com*

## Reduce Software Costs
## Enhance Business Performance
## Simplify z/OS Network Management

# ELAs

## CUTTING COSTS or Stifling Choice & Competition?

Over the past 2-3 years, there is no doubt that we have seen costs shaved. Our customers and prospects are doing more with less:

- Frozen, flat, and sometimes negative budgeting for software and training
- Attrition of mainframe systems technicians, with limited / no replacement
- Vendor consolidation, dealing with fewer vendor relationships
- Umbrella Enterprise License Agreements (ELAs), seemingly providing more for less
- Process, procedure, and great scrutiny for all software purchases

In most companies, costs have been cut as much as possible. To a degree, everyone is doing without.

Healthy competition between vendors competing for customers is good, especially for the customer. It promotes innovation and forces vendors to 'up their game'. The ELAs promoted by very large vendors are the antithesis of healthy competition and they stifle innovation by shutting out smaller vendors. Where is the motivation to develop new and better software if you have no competition?

Whether such practises are fair in a free-market economy is a moot point, but we have seen companies so hampered by an ELA that they do not even look at alternatives to their current systems software tools, and so are in no position to evaluate anything new, much less their current tool set. Without question, they are not using competition to their advantage in the way that Henry Ford envisaged.

When using a generic solution for network management that is a part of a much larger set of tools, how would you know that you are using "me too" software, that emulates the truly innovative thinking behind technological advances that are made in z/OS network management, software that is less functional, less focused?

How do you know when your ELA is "penny wise, but pound foolish"?

Having licensed a large set of tools, how do you get rid of pieces that are no longer necessary or useful? Are you paying for technology that is no longer business-critical as though it was business-critical technology? What are you really getting when you do? Is there anything you can do or are you locked forever into paying more for less?
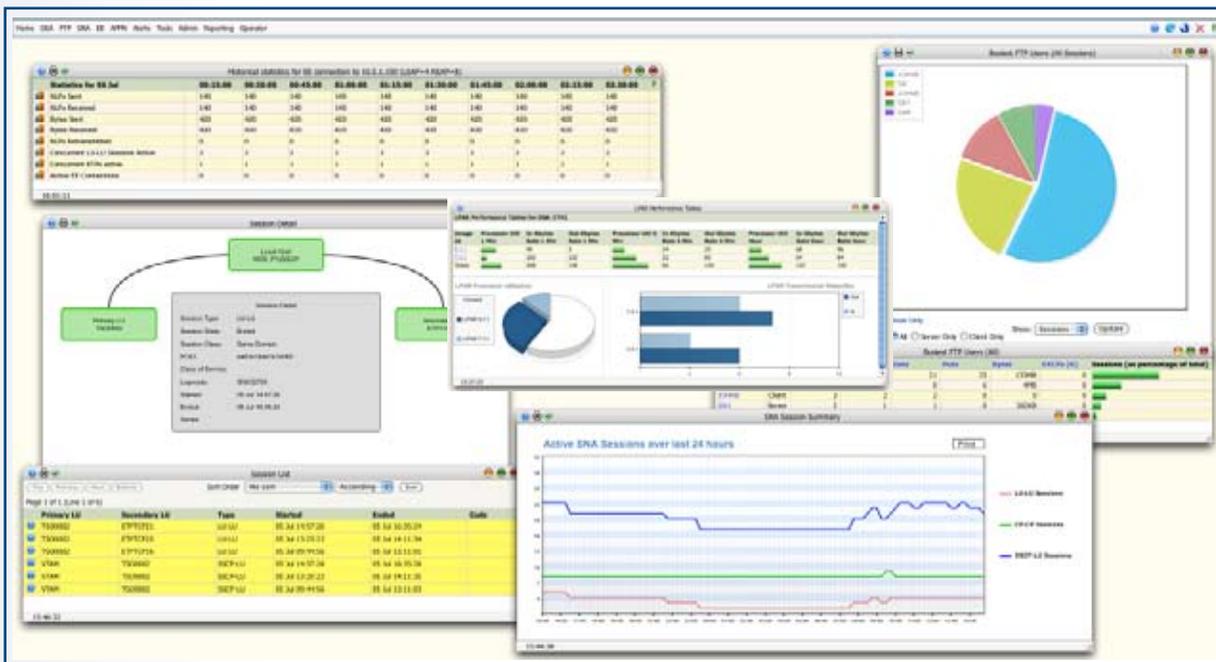
These are questions that need to be asked.

# What is ZEN?

ZEN is a user-friendly and powerful browser-based interface for all WDS product components.

ZEN, which is **free of all license fees for all WDS customers**, includes a set of core network management functions:

- Single sign-on for all WDS ZEN components
- Simultaneous displays from multiple ZEN components
- z/OS System console with command entry and powerful filtering and display features
- Centralized exception handling and sophisticated alerting for all ZEN components
- Centralized Reporting for all ZEN components
- A set of general network management tools
- USS, CSM & ECSA usage and activity displays
- Comprehensive context-sensitive product help
- Built-in knowledge base with glossary of network terms
- Customizable HTML help for site-specific tutorials, routines and help procedures



**Screenshot showing various ZEN component windows**

ZEN's presentation is a two-tier architecture, with no dependencies on third party hardware or software, additional web-servers, browser plug-ins or anything else.

Not only does this eliminate out-of-pocket costs for implementing and running our software, it reduces the costs of maintaining it, reduces the number of people involved in supporting it and simplifies the overall systems architecture.
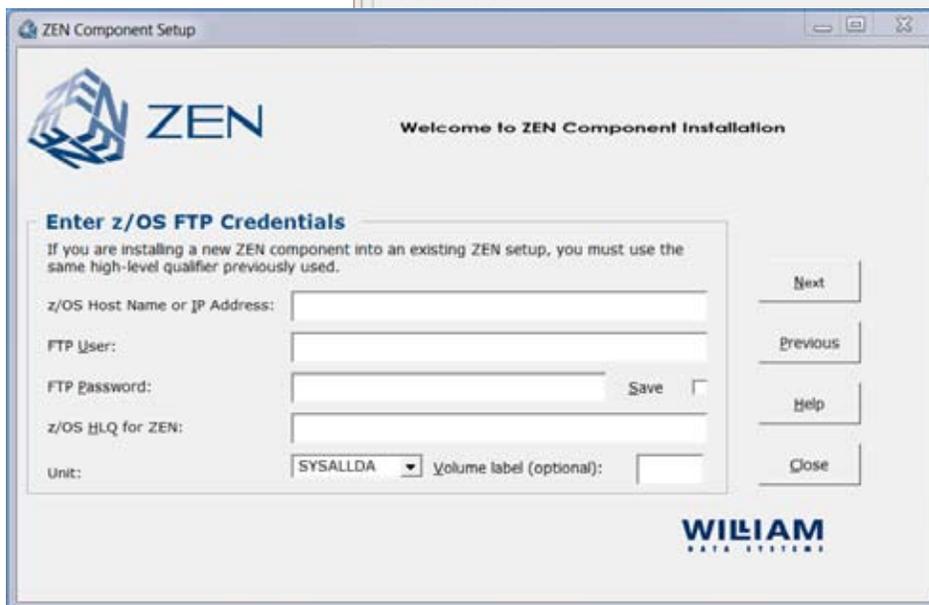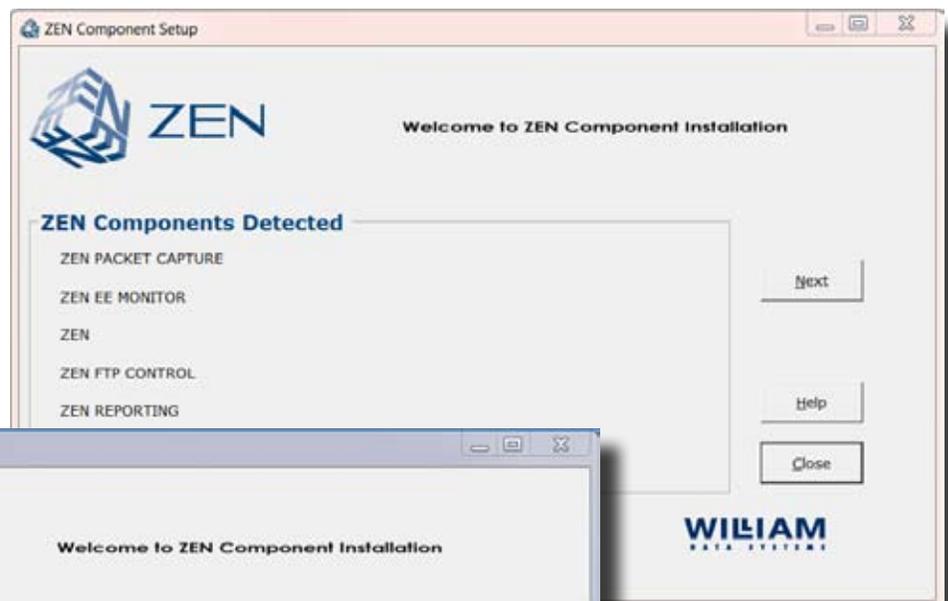
NO HIDDEN EXTRAS

# Simple to install...

Ever since the release of our first product in 1995, WDS has tried to differentiate itself by making product installation as painless and swift a process as possible.

A single, simple wizard allows you to install all WDS products with the minimum of fuss, while giving you the ability to customize the installation to match your site standards. The installation JCL is generated with your edits for your environment. There is no need to communicate your requirements to a consultant paid by the minute; you make the changes yourself, the product installs itself. It's that easy.

Once installed, the products auto-discover your network and immediately start providing valuable information.

This whole approach is designed to ensure that the time between obtaining the software and getting real results is kept to a minimum, ensuring the most rapid return on investment of your time and money.

# Easy to use

Much time is rightly spent negotiating software license fees (marry in haste, repent at leisure!) but watertight license agreements are of little benefit if the software turns out to be user-unfriendly.

ZEN has been designed to allow the user to obtain results quickly and simply. There is no steep learning curve and you don't have to be a seasoned mainframe-er to get the best out of the software. Both 3270 and browser interfaces are available for many components.

From the active ZEN Desktop graphical displays that react to mouse movements, providing additional information about each element of the display, to the dynamically built menu bar that can be refreshed to show new ZEN components, ZEN has been designed to make the whole experience completely intuitive for the user.

Comprehensive product help, a built-in knowledge base and a set of network tools combine to ensure the ZEN user-interface adds significant value to your network management toolset... *and this is all included free for any WDS licensed customer*.



**APPN Nodes Diagram**



**ZEN IP Monitor 3270 interface**

## Standard ZEN Tools

Reference

IP Tools ▶ | Ping
| Traceroute
| NS Lookup

CSM/CSA ▶ | CSM/ESCA Summary
| TCP Stack ECSA

USS ▶ | USS Summary
| Process List

SNA Tools ▶ | Micro Monitoring
| APPN Ping (APING)
| APPN Traceroute
| Find RTPs
| Async Search
| Topology Search
| VTAM Display
| VTAM Buffer Pools
| VTAM APPN Settings

Operator ▶ | Command Facility
| System Log
| Network Logs
| MVS Console

# Components

One of ZEN's major advantages is the complete flexibility it allows; flexibility to choose which network components you need to license.

Each component represents best in class design and functionality. When combined they provide a total network management solution for your z/OS environment.

## IP MONITOR

The **ZEN *IP MONITOR*** is a sophisticated real-time IP Monitor for z/OS that provides an immediate and comprehensive picture of network activity. Identify network issues instantly to minimize downtime.

## EE MONITOR

The world's first dedicated monitor for APPN/HPR & Enterprise Extender, **ZEN *EE MONITOR*** now includes optional support for VTAM session awareness data,

## OSA MONITOR

Another first, **ZEN *OSA MONITOR*** provides monitoring for Open Systems Adapters. Unique Health Check, Soft Reset and OSAENTA trace facilities combine to deliver the most comprehensive views of these critical devices.

## EE SECURITY

Yet another unique product, **ZEN *EE SECURITY*** allows selective application of industry standard authentication and encryption to your criritcal EE connections and overcomes security issues associated with UDP.

## TRACE & SOLVE

The original and best mainframe tracing tool, **ZEN *TRACE & SOLVE*** sets the standard for rapid resolution of network-related problems. Now tracing can become a tool of first resort for all technicians, no matter how experienced.

## FTP CONTROL

Keep your corporate and client data secure with **ZEN *FTP CONTROL.*** Monitor and audit all your FTP transfers in real time and close known security loopholes to ensure full compliance with statutory regulations.

## AUTOMATION

The optional **AUTOMATION** feature of **ZEN** allows you to automate all network and operations tasks at a fraction of the cost of bloated legacy alternatives.

# Replace z/OS® NetView®

About the time Microsoft™ were adding 720kb floppy drive support into MS-DOS 3.2 and Ferris Bueller was taking his infamous day off, IBM released NetView for MVS (1986).

NetView V1R1 was an amalgamation of NCCF, NPDA, NLDM and VNCA. Nearly 25 years and 14 releases later the product has morphed into a huge conglomeration of utilities and facilities, many of which are of questionable value today. NetView's breadth of scope, complexity and over reliance on heavy customization draw inevitable comparisons with the proverbial nut-cracking sledgehammer.



Let's take nothing away from NetView. It has an array of powerful facilities that can be configured to cater for just about every eventuality. But there are two important points to consider here:

1.  Getting the most out of NetView requires a significant investment in time from skilled mainframe technicians; skills that are in short supply. If those skills are no longer present, maintaining legacy NetView clists becomes a serious challenge.
2.  Why pay bloatware license fees when you could make significant costs savings by licensing just the software that you need?

Managing modern mainframe networks effectively and efficiently requires a modern, cost-effective solution; a solution where you only pay for the components that you need. That solution is ZEN, from William Data Systems.

As a network management tool for the 21st century, ZEN can be deployed rapidly, maintained simply and used with ease by all, no matter what the level of experience.

ZEN improves upon the ability to manage any remaining SNA networks while providing state-of-the-art capabilities for managing IP, APPN/HPR and Enterprise Extender. At the same time truly significant cost savings can be made over the costs of incumbent software.

The optional ZEN Automation component, with REXX interface and ZEN REXX Function Pack, is particularly powerful since it enables you to totally automate your z/OS network environment. You can build ZEN applications tailored to your own unique requirements, displaying information from a variety of sources of your choosing, all at the click of a button.

# ...and save money!

# WILLIAM
### D A T A   S Y S T E M S

**IBM Business Partner**

**GSA Contract Holder**
Contract GS-35F-0654R

**ZEN**

William Data Systems (WDS) is a pioneer of specialized IBM zSeries™ z/OS® network management solutions. Established in 1993, we are an independent global company that provides innovative solutions to run mainframe networks efficiently and securely. With a proven record of technical innovation, our ideas are often copied but never bettered.

To help customers overcome both business and technology challenges, WDS provides customers with licensing and pricing terms that are as flexible as our solutions. Some of our competitors like to make unsubstantiated and entirely subjective claims that their products are the best in the world. We believe the customer is better placed to decide what's best for their business so we leave the hyperbole to the competition.

WDS supports customers worldwide across all vertical markets and our client list includes Fortune 100 companies and government agencies. WDS is an Advanced IBM Business Partner and a member of the IBM PartnerWorld for Developers program. We are committed to the global z/OS networking market and to leading the way with innovative solutions through the latest advances.

The William Data Systems ZEN suite of network management solutions provides a comprehensive insight into z/OS network operations by offering targeted solutions, adapted to meet your unique business needs.

The suite consists of ZEN, a central interface which enables users to integrate and operate tools easily, and a selection of targeted solutions that provide IT performance management, network optimization, monitoring, tracing, reporting and security. ZEN solutions are critical to maintaining business continuity and service levels of z/OS networks.

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