

0:01 Everyone knows the relationship between you and your customer is built on transactions and data.

0:9 It sets the common ground where you engage and transact with each other. Your customers and your business obviously have high expectations when it comes to using and interacting with that data, and so do the regulatory agencies that govern the ins and outs of how you protect, store, and manage it.

0:24 If you fail to meet expectations on any front due to a planned or unplanned interruption in service, the customer backlash can impact your brand reputation, and regulatory penalties can be swift and damaging.

0:36 With IBM Z®, you have the infrastructure resiliency that helps protect your company from downtime and prolonged recovery time by addressing events that lead to outages in the first place,

0:50 Clients across various industries rely on IBM Z for continuous data and platform availability and rapid disaster recovery protocols.

0:58 That's because IBM Z comes with the technology and tools you need to eliminate or contain unplanned outages, while reducing or eliminating the downtime of planned ones, making IBM Z your first step in achieving cyber resiliency across your entire IT infrastructure.

1:15 IBM Z resiliency facilitates continuous availability of your data by either restoring service quickly or preventing disruptions altogether.

1:25 IBM Z integrates cyber resiliency directly into the backbone of your infrastructure, so it's designed to eliminate failure.

1:32 Through resiliency, IBM Z gives you the capability to rapidly respond and adapt to disruptions and outages and the resulting business impact.

1:41 But regardless of the level of resiliency your company needs -- from storage backup all the way to zero downtime, IBM has the best practices and experience to help you implement it.

1:52 You can protect your infrastructure against different types of failure and quickly recover when an unexpected event does hit, isolating, correcting, and understanding it, to help prevent a repeat occurrence.

2:04 Let's say a system administrator misallocates your server resources.

2:08 As a result, there's an extreme workload spike across a series of mission-critical servers, performance is heavily impacted, and the servers risk going offline.

2:17 IBM Z features z/OS® workload manager. It dynamically reallocates system resources to thwart unexpected spikes from overloading your system and reducing availability. With it, workloads are balanced to provide optimal service delivery.

2:33 And if it's a configuration error that threatens availability, IBM Health Checker can detect when the configuration of a z/OS system does not meet recommended IBM best practices.

2:45 The tool can run over 215 system health checks across nearly every component of z/OS, serving as an early indicator to help operators address configuration events that may impact performance.

2:58 But what about recovery after a disaster?

3:01 After all, the United States has been hit with 14 natural disasters, with more than \$1 billion in damages each -- and that was in 2018 alone.

3:10 That means almost every physical data center is susceptible to some kind of natural disaster risk.

3:16 Imagine your data center caught in the path of a catastrophic hurricane. High winds and heavy rains wreak havoc on the city's power grid, and your data center floods.

3:26 IBM Z is designed to eliminate downtime, through Geographically Dispersed Parallel Sysplex, or GDPS®, hyperswap technology. GDPS hyperswap is an enterprise-wide tool that positions you to manage and maintain continuous availability over multiple platforms and sites.

3:44 It helps prevent outages due to single points of failure, because workloads can be rerouted and managed automatically across different data centers.

3:53 Your recovery time can be greatly reduced.

3:56 And we've designed GDPS for continuous availability with zero data loss, even in the face of a major disaster.

4:03 And if your team ever has to evacuate from a natural disaster, IBM has services that offer remote systems automation and experts with the know-how, and passion, to keep your infrastructure running.

4:15 IBM Z is a core component of a cyber-resilient business. With its built-in availability features across hardware and software, you'll gain the tools you need for continuous availability and rapid recovery, keep your customers happy, and support the needs of your industry regulators.

4:33 Infrastructure resiliency with IBM Z. Go to the website to learn more.