

# New Technology Introduction (NTI) Early Client Programs

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## What are they and what are the benefits?

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IBM Systems New Technology Introduction

Marist Enterprise Computing Conference 2018



# Session Objectives

- ❖ What is an Early Client Program
- ❖ Advantages for Client
- ❖ Advantages for IBM
- ❖ Early Program Types
- ❖ What NTI Validates
- ❖ Recent NTI Product Validation Examples
- ❖ Program Requirements
- ❖ Early Program Client Comments
- ❖ Session Summary
- ❖ Questions?
- ❖ Additional Information



# What is an Early Client Program

- ❖ An Early Client Program is a partnership between IBM and Clients with advantages for all.
  - ❖ IBM provides early hardware (HW), software (SW), or both to Clients for validation in their environments.
  - ❖ Clients install, use, validate and then provide feedback on the early product.
- ❖ Nomination surveys and selection criteria are used
- ❖ Clients accept program contract
- ❖ IBM provides early code, education, forum, documentation, support, NTI rep, access to subject matter expert (SME), validation guidance, and problem assistance\*
- ❖ Program requirements can vary but include function validation, production experience, and named references\*
- ❖ NTI reps collect regular status, run regular calls with clients, provide assistance as needed\*

**\*Note:** Not all products offer all program types and some products offer additional programs.

# Advantages for Clients

## Client Advantages:

- ❖ Early Access to HW/SW
- ❖ Client Education
- ❖ Access to Developers
- ❖ Early Program Representative
- ❖ Critical ISV Assistance
- ❖ Client Forum and Q&A Support
- ❖ Focus on Problem Resolution
- ❖ Opportunity to Influence Product
- ❖ Strengthen Partnership with IBM
- ❖ Competitive Edge

# Advantages for IBM

## IBM Advantages:

- ❖ Obtain Client Feedback and future requirements
- ❖ Validate GA Readiness in Client environments
- ❖ Improve Product Quality at GA
- ❖ Obtain Named References
- ❖ Improve Client Relationship (Partnering/Loyalty)
- ❖ Increase Client Satisfaction
- ❖ Pipeline of Potential Clients
- ❖ Validate all aspects of the product (everything from ordering to support)

# Early Program Types\*

	Beta	ESP	EAP
Product Level	Early development and test phase (early build)	Final development phase (later build)	General Availability (GA)
Focus	Early evaluation of functionality and usability	Evaluation of complete GA offering	Early adoption of new product with smooth transition into production
Timing	Early test phase	Later test phase	GA
Support	IBM Development	IBM Development and IBM Support	IBM Support
Exit	Under development and test	GA level service provided	GA+ level service as appropriate

**\*Note:** Not all products offer all program types and some products offer additional programs

# What NTI Validates

Early Programs validate:

- ❖ Product Ordering
- ❖ Install
- ❖ Migration
- ❖ Functions and Features
- ❖ Usability
- ❖ Design
- ❖ Documentation
- ❖ Support
- ❖ GA-Readiness

# Examples of NTI Programs

- ❖ Examples of NTI early programs:
  - ❖ z/OS (V2R3 in 2017)
  - ❖ IBM Z (IBM z14 single-frame in April 2018)
  - ❖ IBM LinuxONE (LinuxONE Rockhopper II™ in April 2018)
  - ❖ High-End Storage (IBM System Storage DS8000)
  - ❖ Mid-Range Storage (IBM FlashSystems 900)
  - ❖ Software Defined Storage (IBM Spectrum Storage Solutions)
  - ❖ Cognitive Systems (POWER Systems and Software)



# Program Requirements

Program requirements vary by program and product, but might include the following items:

- ❖ Validate top features or Machine functionality
- ❖ Run in production or production-like environment
- ❖ Provide references
- ❖ Commit resources to meet program objectives
- ❖ Provide regular status and feedback
- ❖ Participate in regular calls
- ❖ Roll out regular service updates

# Early Program Client Comments

“One of the best beta programs I did for IBM, thanks a lot guys for the great work.”

“The forum is very useful, you can post any questions there, and get timely response.”

“ESP is a great opportunity with many benefits to us.”

“... I believe that every time we have this ESP, it gets better and better.”

“The entire program was run professionally and with great customer support.”

“We consider ESP as a very important program because gives us the opportunity to test and validate new enhancement and features before GA. Some of these new enhancements may have potential to provide us competitive advantages...”

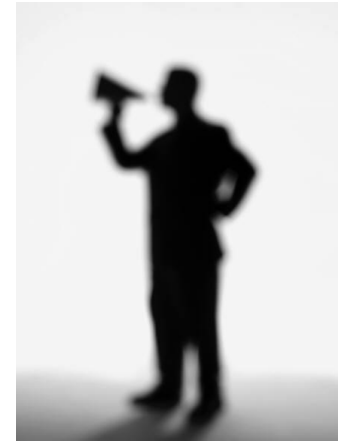
“The most beneficial parts...were education and forum. Provided us with education on new functions as well as insight into the problems...As a result of this information, our installation and implementation was very smooth.”

“...very happy to be able to participate in the [early program]. I hope that our company will be considered for future involvement...”

“Great program! The ability to test code in our environment sure helps work out problems before they hit the critical production systems.”

“...look at new function and determine its usefulness to us. Determine if any changes in the release seriously impact our current methods.”

“This beta program is extremely helpful to us. Thanks.”



# Session Summary

Early Programs provide Clients:

- ❖ A Competitive Edge
- ❖ Education presented by Developers
- ❖ Early Availability to Hardware
- ❖ Early Availability of Software features
- ❖ Early Publications
- ❖ Early Program Representative
- ❖ Early Program Forum / Q&A Support
- ❖ Migration and Installation Planning Assistance
- ❖ Opportunity to influence future product directions
- ❖ Opportunity to strengthen partnership with IBM

# Questions?



# Additional Information

- ❖ IBM Early Programs: [www.ibm.com/technologyconnect/cna/index.xhtml](http://www.ibm.com/technologyconnect/cna/index.xhtml)
  
- ❖ Hot Topics article (page 16 for z/OS Early Support Program article titled “Is there ESP in your future?”): <http://publibz.boulder.ibm.com/epubs/pdf/e0z2n171.pdf>
  
- ❖ IBM Systems: [www.ibm.com/it-infrastructure/servers](http://www.ibm.com/it-infrastructure/servers)
  
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