



IBM Software Group

IBM Mature Technology Business Model and Business Update on REXX in IBM

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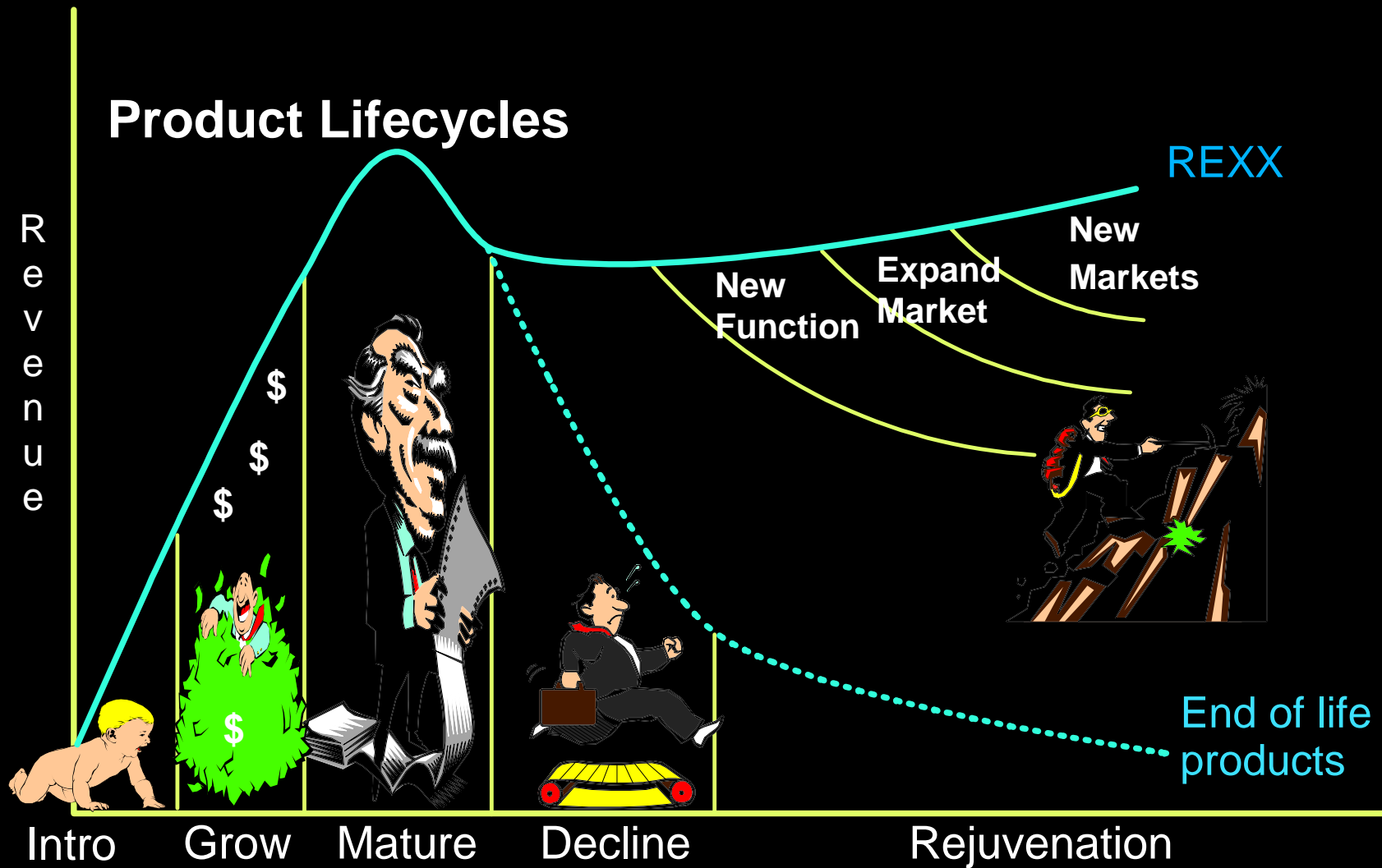
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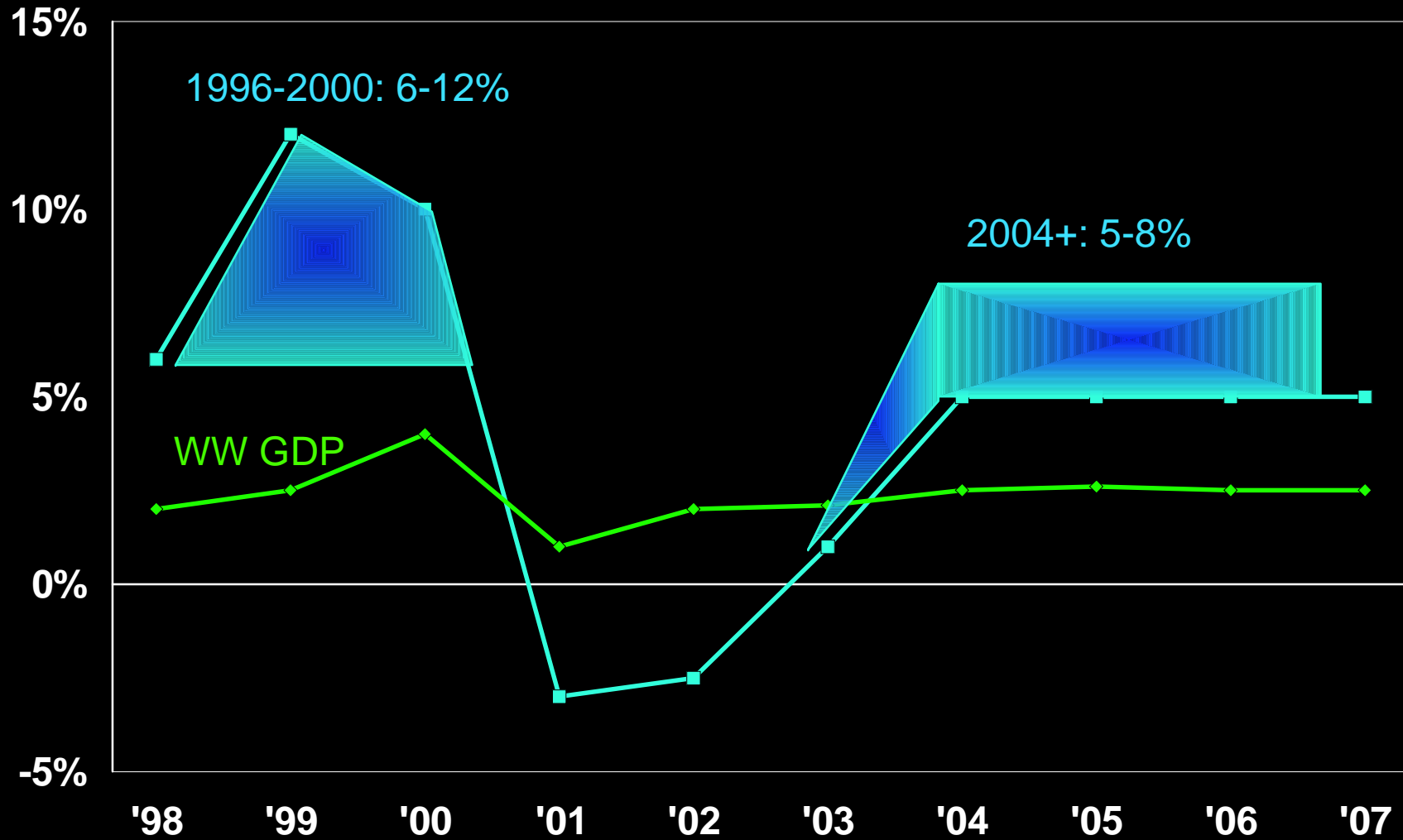
Business Model

M A T U R E T E C H N O L O G Y	Business Value	Drive business model to provide continued focus on mature technology
	Infrastructure Value	Deliver support and new development Use customized processes for quick delivery & action Build OEM relationships
	Component Value	Extend the life of mature products as applicable Manage others to EOL (gracefully)

Purpose of the Mature Technology Business Model



IT Industry Growth



Source: Global Market View

Imperatives in Today's World

Innovating the business to differentiate
and capture new value

Business



IT

Improving the productivity of
resources deployed

Why IBM REXX Will (continue) to Succeed

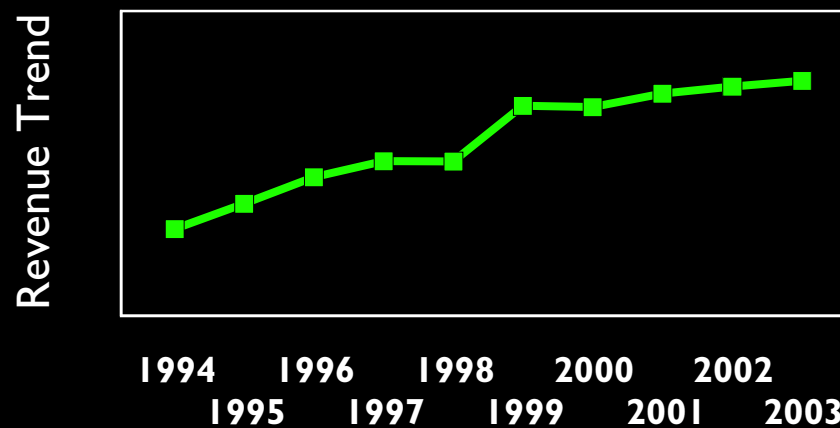
1. Supported by number 1 company in the enterprise market
2. World-class skills, people, and strength of offerings
3. Accelerates application development
4. Reduces complexity so developers can work at the right level of abstraction
5. Ensures architectural integrity and ultimate quality
6. Promotes development of service-oriented architectures
7. Exploits leading edge technology

8.



REXX Language Technology - Business Status

- **Business investment**
 - New development and new releases
 - Customer relations
 - User groups
 - Services
 - Briefings and demos
- **Exploit new technology**
- **Continue IBM support for existing customers**
- **Position with new technology to attract new customers**



REXX Language Technology

CODE GENERATION	Business Value	Programming language compiler support based on mature technology, supporting other programming languages and operating system interfaces
	Infrastructure Value	Capitalize on existing investments Expand with new technologies Easy Migration / Upwardly Compatible
	Component Value	IBM Compiler and Library for REXX on zSeries IBM Object REXX