

Mainframe Primary Research Services

Delivering insights into one of the most important and fastest moving aspects of Enterprise IT



Responding to market dynamics

As an industry analyst firm with two decades of experience, we've worked alongside many vendors to create original and insightful custom research studies for their audiences, investigating nearly every aspect of the IT industry. Throughout this journey, we've maintained a particular interest in the mainframe space, as our published opinions and commentary show.

In 2022, we expanded our full-scope primary research services to embrace the world of IBM Z. This decision came from observing two significant changes in the market.

Firstly, around the time of the z16 launch, we noticed a clear acceleration in mainframe modernization activities. It wasn't just incremental change – it felt like we'd reached a genuine turning point in how organizations approached their mainframe infrastructure. Secondly, roughly coinciding with the broader shift from public to hybrid cloud, CIOs, senior architects and others involved in defining IT strategy were talking seriously about the IBM Z as an integral part of their overall IT landscape.

The mainframe space has become particularly exciting, and we're now well-positioned to help you understand the latest developments in this arena through our proven research approach.

What we offer

We are able to interview and survey all significant roles within mainframe teams, from senior managers to SysOps, across all significant geographies and industries. A typical study involves a series of one-to-one qualitative interviews conducted by our analysts, with the insights captured used to design and run a larger-scale quantitative survey. We take care of all aspects of the research process, and with a senior industry analyst leading the project, you can trust us to execute effectively while you get on with your day job.

Research themes and deliverables

Some of the research we do is extremely fine-grained to support product development and management, specifically targeting key personas to understand their views on particular needs or solutions. However, many of our clients are simply looking for a clearer picture on key aspects of the market they are selling into, to help them identify opportunities and strengthen their messaging and positioning. Here's a flavour of some recurring themes.

The evolving role of IBM Z in an overall IT context

Hybrid systems integration and interoperability, harmonization of cross-platform activity, and more

Emerging technology perceptions and plans

From the Telum II processor through AI-powered tooling to advances in data and analytics

Adoption and impact of modern tools and methods

Including Agile, DevOps, dev/test automation, ops automation, and the impact on skills requirements

Platforms, workloads and associated dynamics

Evolving platform and workload mix, role of modern software architectures and hybrid delivery

These themes illustrate the kind of targeted research we deliver. Beyond these, familiar conversations such as skills acquisition, legacy modernisation, business case development, among other key areas naturally thread through our work. If you'd like to discuss how our research approach could address your specific needs, we'd love to talk to you.

Output options

Most of studies in the mainframe space aimed at generating output to support internal planning and decision-making processes. In line with this, our standard deliverables include a detailed set of findings, typically derived from advanced cross-tab analysis to identify as many meaningful correlations and insights as possible. In addition we provide a comprehensive slide-deck and/or discussion document for your internal use. Full analyst commentary is included to provide industry context and elaborate on key points, messages and 'so what?' takeaways. And to make sure you get the most from these materials, we offer a debriefing workshop where you can ask our analysts to provide more details or elaborate on any aspect of the study.

Optionally, Freeform Dynamics can also produce material for external publication, such as research reports, infographics and discussion articles for use in sales, marketing and PR. Many clients also engage our analysts to support related customer and partner events.

About Freeform Dynamics

Freeform Dynamics is an IT industry analyst firm that helps technology marketers create more compelling campaigns and content through deep, actionable insights. We combine rigorous research with practical industry knowledge to decode complex tech trends and buyer behaviour into clear, actionable intelligence. Our fresh perspectives and evidence-based approach help you stand out in a crowded market while driving better results.

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