14 Kasım 2012 - Rixos Ankara Oteli

IBM Connected 2012 Ankara

PureSystems Ailesi

Müjdat Timurçin
Donanım Grubu IBM Türk

Tuba Miroğlu
Yazılım Grubu IBM Türk

Karmaşayı azalmak

Sistemler hedef işyüküne göre tasarlanmış ve ayarlanmış

Daha çabuk değer katmak

Konu ile ilgili uzmanlık sistemlere uyarlanmış ve anında kullanılabilir

BT maliyetlerini iyileştirmek

Sistemin satınalmadan emekli etmeye kadar bütün hayatı basitleştirilmiş

... için daha akıllı yaklaşımlar gerekli

PureSystems daha az karmaşa, daha çok hız ve daha düşük maliyet sağlar

Günümüzün sorunu: *Genel amaçlı parçaları bir araya getirmek ve ayarlamak için çok fazla zaman ve çaba gereklidir*

Tasarım/Devreye Alma

İşletme/Bakım

Genel amaçlı parçalar

Amaca uygun sistem
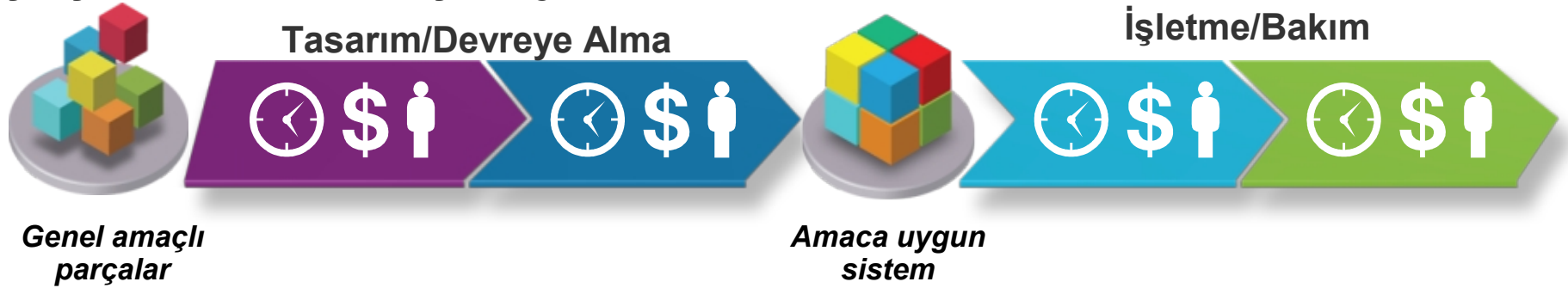
PureSystems çözümü: *Tüm BT proje döngüsünün basitleştirilmesi*

Tasarım | Devreye alma | İşletme | Bakım

Daha az zaman, maliyet ve risk

Uzman bütünleşik sistem

BT ekonomisinin ve deneyiminin iyileştirilmesi

PureFlex

Altyapı

Bütünleşik ve iyileştirilmiş altyapı

Seçiminize bağlı uygulamaları ve ara katmanları çalıştırma imkanı

- BT altyapı servislerinin sağlanması

PureApplication

Uygulama Platformu

Bütünleşik ve eniyileştirilmiş uygulama platformu

IBM arakatman yazılımları kullanarak seçiminize bağlı uygulamaların devreye alınmasının hızlandırılması

- Uygulama platform servislerinin sağlanması
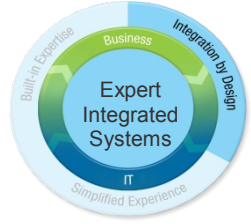
PureData

Veri Platformu

Yeni

Bütünleşik ve eniyileştirilmiş veri platformu

Analitik ve hareket bazlı uygulamalar için yüksek performanslı veri servislerinin sağlanması

- Veri işyükleri için iyileştirilmiş yeni PureSystem modelleri

Tasarım Aşamasında Entegrasyon
IBM PureFlex System

Esnek, açık ve tam entegre sistem

Basitleştirilmiş Deneyim – Platform ve Sanallaştırma Yönetimi
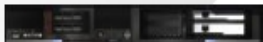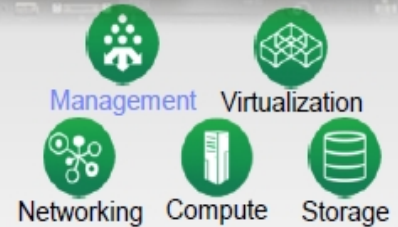
Kaynak havuzları ve kolaylaştırılmış devreye alma sayesinde Bulut Bilişime yönelik tasarım

Sistem kullanım oranının ve yönetim verimliliğinin artısı

- **Servisleri yönetin**
- **Sistem havuzları:** bir grup olarak değerlendirilebilecek kaynaklar
- **Tamamen sanal ortam**

Sistemler

Software
Operating System
Networking Compute Storage

Sanal Sistemler

SW / OS — Virtual Server (×3)
Virtualization
Networking Compute Storage

Sistem Havuzları / Bulut

Management Virtualization
Mobility
Optimized for ....
• Availability
• Performance
• Energy*
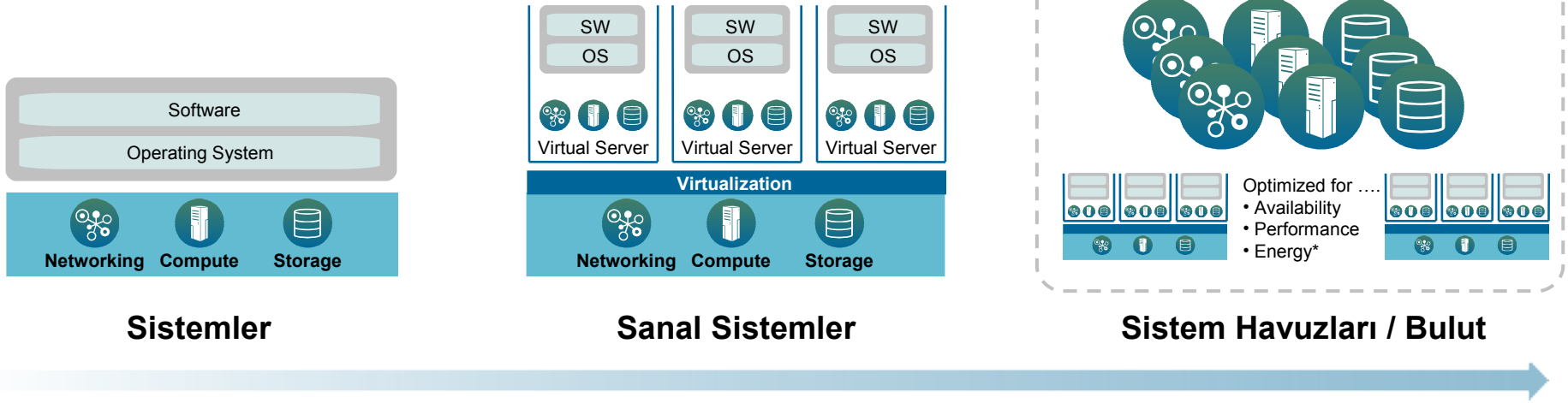
Bulutu veya sistem kaynak havuzlarını tek bir sistem gibi kolayca yönetin

*Bazı yetenekler gelecekte sağlanabilir, IBM planları değişken olabilir

Buluta kolay geçiş

PureFlex

PureApplication

Platform as a Service

- Uygulamaların hızlı devreye alınması
- Esnek ölçeklenebilirlik
- Arakatman servisleri

Infrastructure as a Service

- Self-servis BT kaynakları
- Tamamen sanal ortam
- Bütünleşik yönetim

Altyapı

Altyapı servislerinin sağlanması

Uygulama Platformu

Platform servislerinin sağlanması

PureSystems SW Family

Tuba Miroglu

PureSystems SW Sales Specialist, IBM

Accelerating Cloud deployment

PureFlex

PureApplication

Platform as a Service
- Rapid application provisioning
- Elastic scalability
- Middleware services

Infrastructure as a Service
- Self-service IT resources
- Fully virtualized, multi-tenant
- Integrated management

Infrastructure

Delivering Infrastructure Services

Application Platform

Delivering Platform Services

PureApplication System
Adds Deep Workload-Aware Value to its PureFlex Foundation

Application patterns from IBM and partners

Patterns of Expertise

- 100+ ISV business applications
- Business intelligence
- Business process management
- Web experience (Portal)

Integrates an application platform optimized for enterprise applications

Application Platform

- Application Optimization
- System wide Management
- Automation & Scaling
- Caching & Elasticity
- Application Centric Provisioning
- Usage Metering

- Security
- Monitoring
- App Lifecycle Management
- License Management
- Self-service
- Data management

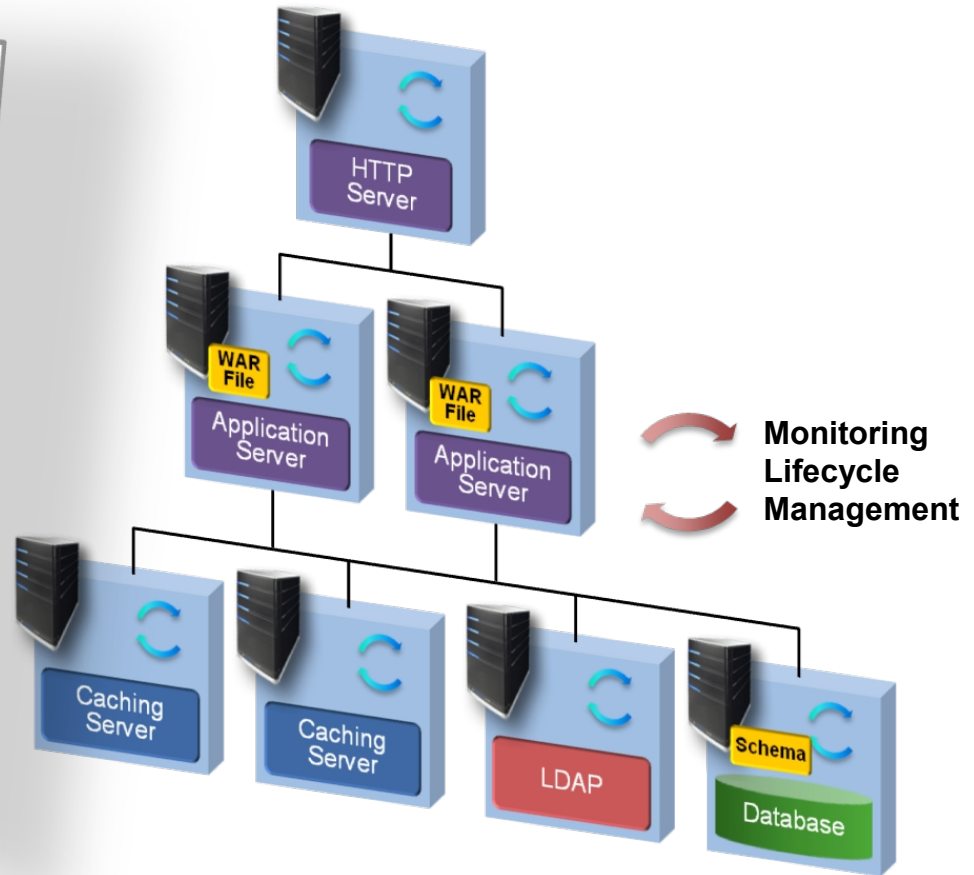Inherits the capabilities of **PureFlex System**

System Infrastructure

- Integrated Server, Storage, Network
- Power Management
- Storage & VM Optimization
- Virtualization
- Integrated System Management

- Provisioning
- Security
- Monitoring
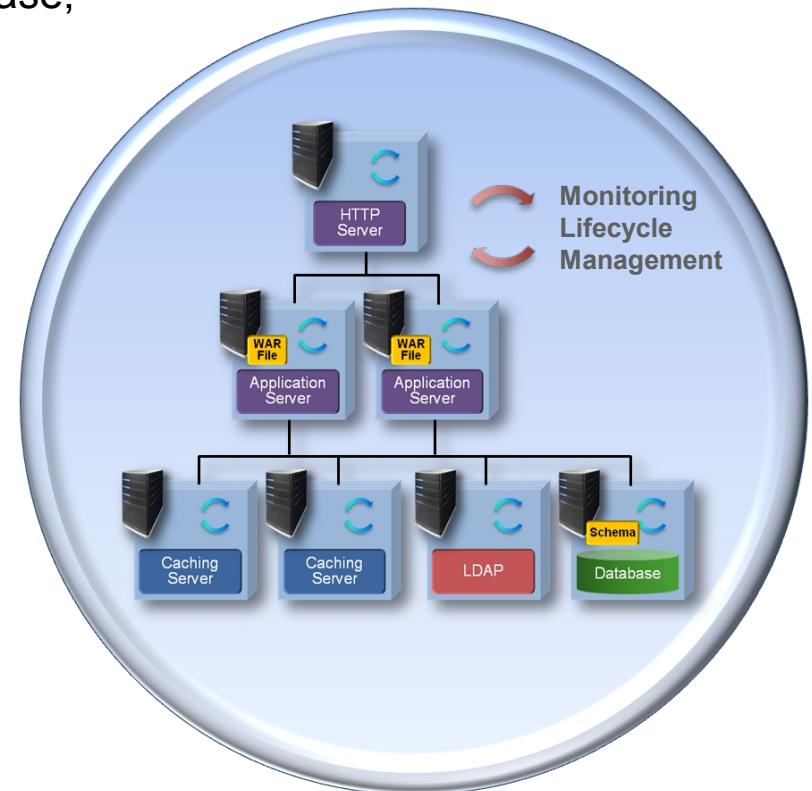- IT Lifecycle Management
- System design

What the business wants…

What's required…
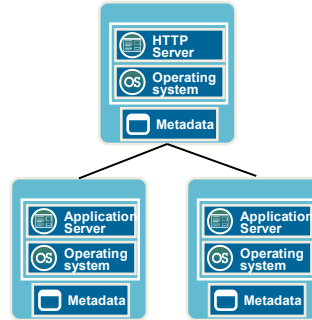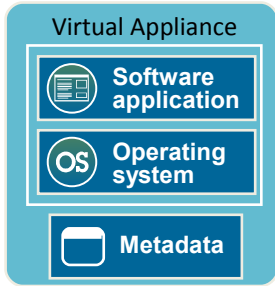

Monitoring
Lifecycle
Management
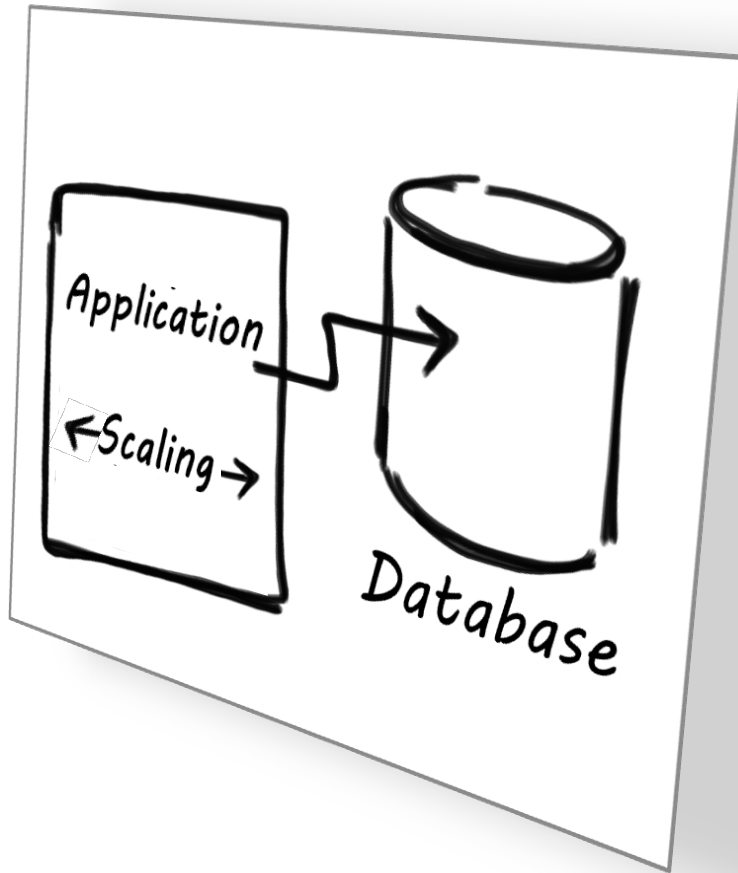
Patterns of Expertise: Proven best practices and expertise for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized *into a deployable form*

What is a Pattern?

- The *pre-defined architecture of an application*
- For each component of the application (i.e. database, web server, etc)
  - Pre-installation on an operating system
  - Pre-integration across components
  - Pre-configured & tuned
  - Pre-configured Monitoring
  - Pre-configured Security
  - Lifecycle Management

- In a **deployable form**, resulting in **repeatable deployment** with **full lifecycle management**

- **Delivering** superior results:
  - **Agility:** Faster time-to-value
  - **Efficiency:** Reduced costs and resources
  - **Simplicity:** Simpler skills requirements
  - **Control:** Lower risk and errors

Multiple Pattern Types to Enable Open Ecosystem

Virtual Appliance

Software application

Operating system

Metadata

HTTP Server

Operating system

Metadata

Application Server

Operating system

Metadata

Application Server

Operating system

Metadata

Software application

Virtual Appliances

- Standard software installation and configuration on OS
- Images created through extend/capture
- Traditional administration and management model
- Infrastructure driven elasticity

Virtual Appliances

Standard TCO
existing applications

Virtual System Patterns

- Automated deployment of middleware topologies
- Traditional administration and management model
- Application and infrastruture driven elasticity

Virtual System Patterns

Improved TCO
virtualized applications

Virtual Application Patterns

- Highly automated deployments using expert patterns
- Business policy driven elasticity
- Built for the cloud environment
- Leverages elastic workload management services

Virtual Application Patterns

Best TCO
cloud applications

Three Ways To Get the Value Of Patterns

Add third-party application patterns of expertise

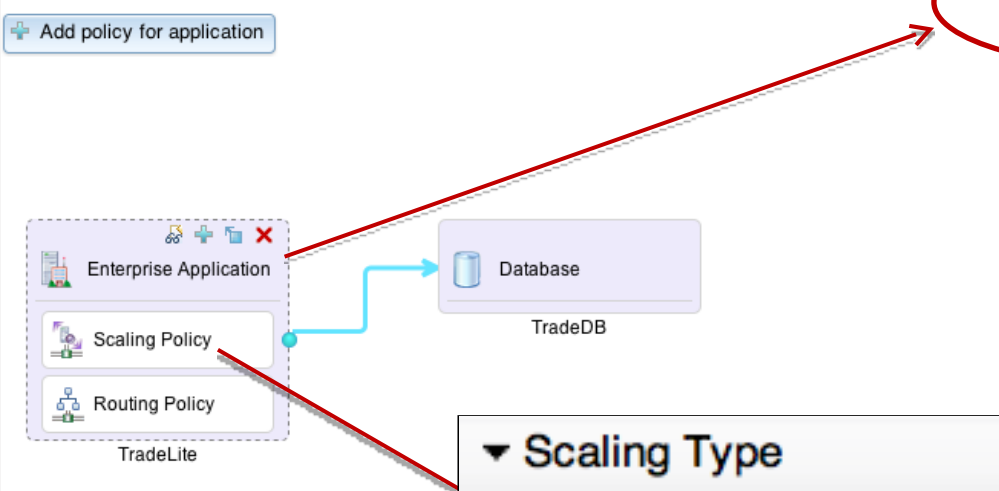Use IBM patterns of expertise throughout the system

PureApplication

Capture your own expertise:

- Image Construction & Composition Tool allows you to create your own custom virtual images
- Pattern Development Kit allows you to create your own virtual application patterns.
- Capture existing expertise for operating system and middleware installation
- Dynamically combine pre-defined components to build new image packages
- Create a standard VM format in Open Virtual Format

Capture 80% of today's workloads

Diagram   List View   Source

💾 Save   💾 Save As   📋 Layout   ↩ Undo   ↪ Redo   ⋮ Hints

Assets

Asset name

▼ Application Components

📄 Additional archive file

📄 Enterprise Application
WebSphere Application Server

🌐 Existing Web Service Provider Endpoint

🔒 Policy set

📄 Web Application
WebSphere Application Server

▼ Database Components

🗄 Data Studio web console

🗄 Database
DB2

🗄 Existing Database
DB2

🗄 Existing Database
Informix

🗄 Existing Database ⚠
Oracle

🗄 Existing IMS Database

▼ Messaging Components

📧 Existing Messaging Service
WebSphere MQ

📧 Queue
WebSphere MQ

📧 Topic
WebSphere MQ

▼ OSGi Components

📦 Existing OSGi Bundle Repository

📦 OSGi Application
WebSphere Application Server

▼ Transaction Processing Components

📲 Existing CICS Transaction Gateway ⚠

📲 Existing IMS TM

➕ Add policy for application

Enterprise Application

Scaling Policy

Routing Policy

TradeLite

Database

TradeDB

Enterprise Application
WebSphere Application Server   ?

* Name:

TradeLite

* EAR file:

artifacts/tradelite.ear   Edit Delete

Total transaction lifetime timeout (seconds):

Async response timeout (seconds):

Client inactivity timeout (seconds):

▼ Scaling Type

Response Time Based ▼

Scaling in/out when Web response time is out of threshold range(ms):

0   10000

◀ |▽|___|▽|_____ ▶

Range: 1000 - 5000

Instance number range of scaling in/out: *

1   50

◀ |▽|▽|_____ ▶

Range: 1 - 10

Minimum time (sec) to trigger add/remove: *

120

PureData System
Optimized Data Platform

Optimized for data services:

- Transactional
- Analytics

Expert integrated:

- Data platform
- Infrastructure
- Unified platform management
- Built-in expertise

PureData

New

Data Platform

Delivering Data Services
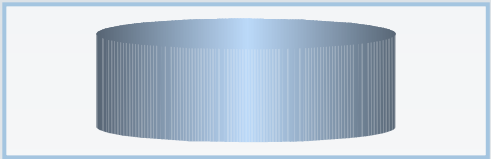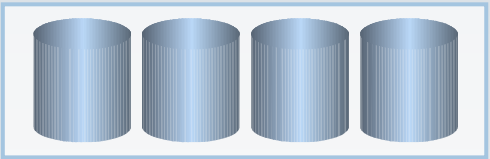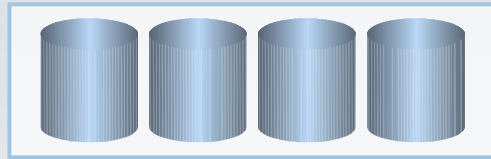
Workload optimized performance

Data load ready in hours

Integrated management

Automated maintenance

Single point of support

Different types of workloads require different data services

E-commerce	Customer Analysis	Real Time Fraud Detection
Transaction Processing	**Reporting and Analytics**	**Operational Analytics**
Random reads & random updates	Sequential reads & sequential data loads	Random and sequential reads & data loads + continuous ingest
Scalable Transactional Database	Analytics Data Warehouse	Operational Data Warehouse
Random reads & random updates	Sequential reads & sequential data loads	Random and sequential reads & data loads + continuous ingest
Many transactions with narrow data scope accessing the same database	Analytics with broad data scope, split into many parts across data partitions to run in parallel	Analytics split into many parts and narrow scope operations, all running in parallel
Shared access to all data	Partitioned data access	Partitioned data access

IBM PureData System

Meeting Big Data Challenges – Fast and Easy!

PureData
System for Transactions

- *Database **deployment in minutes, not hours***
- *More than **100 databases on 1 system***

PureData
System for Analytics

Powered by Netezza Technology

- ***10-100x faster** than traditional systems*
- ***20x greater concurrency and throughput** for tactical queries than previous Netezza technology*

PureData
System for Operational Analytics

- ***Continuous ingest** of operation data*
- ***1000+ concurrent operational queries***
- ***Up to 10x storage savings** with adaptive compression*

IBM PureData System for Transactions highlights
Optimized exclusively for transactional data workloads

PureData System for Transactions

Delivering data services for transactions

Speed
- Industry leading DB2 performance
- Database node recovery in seconds[1]

Simplicity
- Database deployment in minutes, not hours[1]
- Capable of running multiple database software versions
- Handles more than 100 databases on 1 system[2]
- No planned system downtime for firmware / OS upgrades[1]

Scalability
- Scaling up to 30x[3]
- Designed to expand from small to medium & medium to large configuration with no planned system downtime required

Smart
- Supports Oracle Database apps with minimal change; supports DB2 applications unchanged
- Clients have experienced cases of 10x storage space savings via Adaptive Compression[4]

Footnotes:
1. Based on IBM internal tests and system design for normal operation under expected typical workload. Individual results may vary.
2. Based on one large configuration.
3. Based on the designed minimum and maximum processor and memory resources required for a single database.
4. Based on client testing in the DB2 10 Early Access Program.

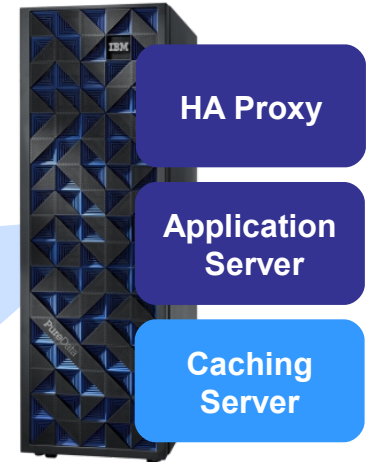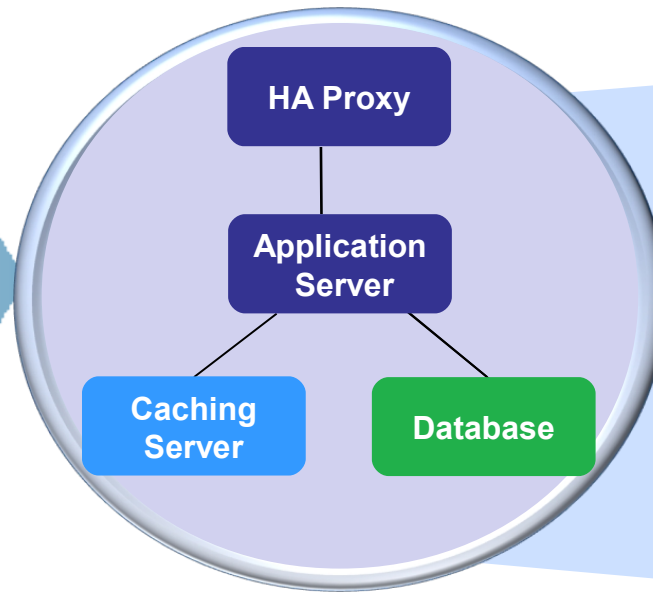# Smart consolidation of application and data services
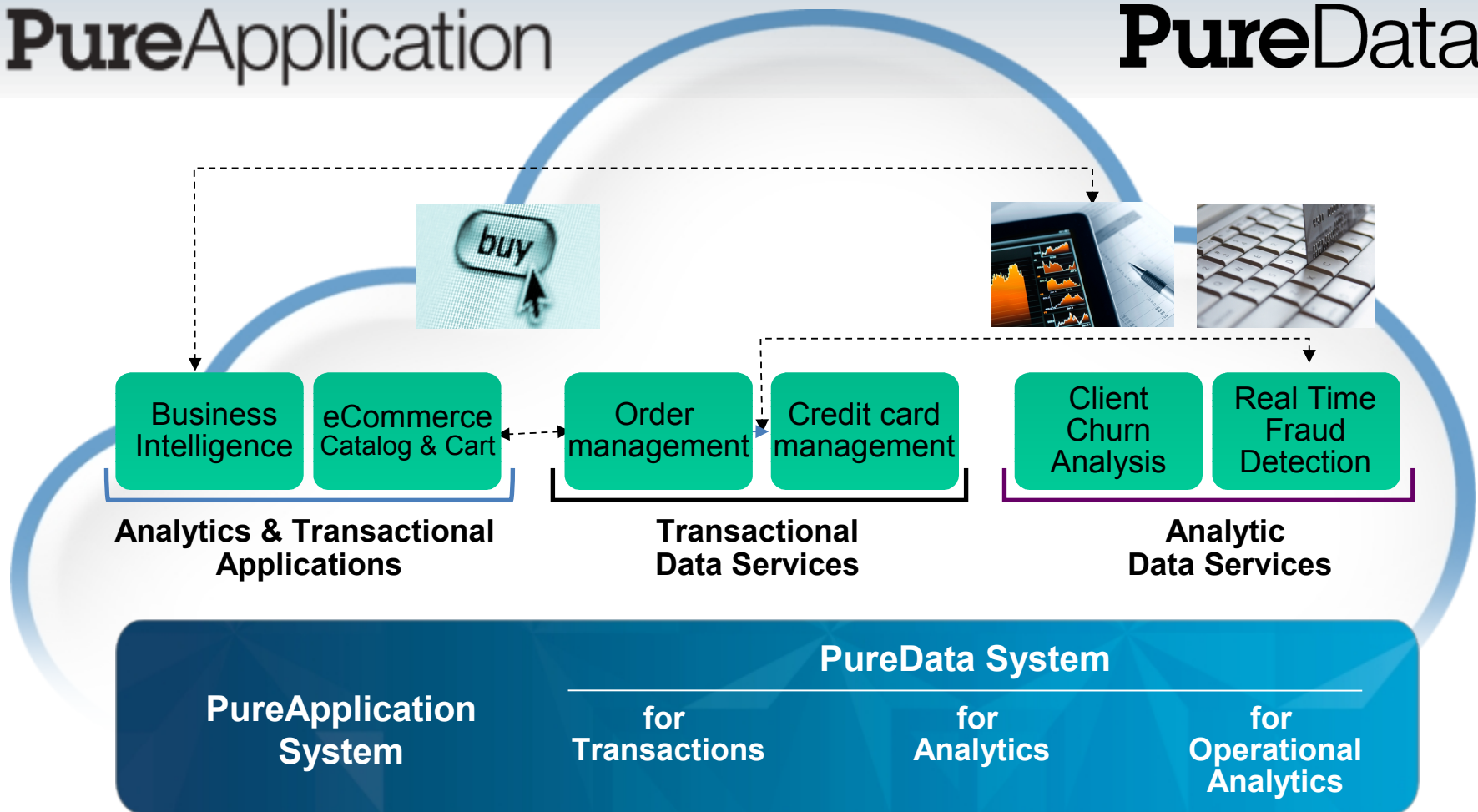
Pattern Based Deployment Across Systems

Our PureExperience invitation to you

Let us prove it *at no charge*:

1. On-site installation of PureData or PureApp System and guided demonstration of business value

2. No charge execution of a 10 day *PureStart* on-site service engagement

3. Continued use of the PureData or PureApp System for 30 days, inclusive of *PureStart*

4. Access to a lab advocate for usage questions and advice

5. Single line of IBM support and maintenance