6 Eylül 2012 Rixos Pera İstanbul

Impact2012
Comes To You

IBM WebSphere Software Strategy and IBM Cloud Solutions

Richard Baird

Vice President, WebSphere Foundation Development

Technology is Reshaping Industries

What is an app?

Anything

Who are your developers?

Anyone

Who can access your information?
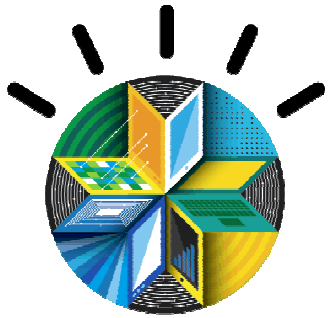
Everyone

Where do transactions happen?
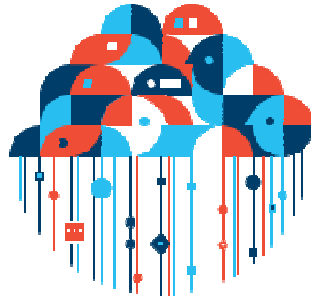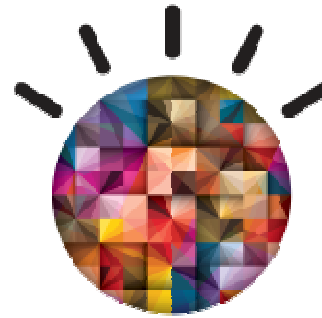
Everywhere

Who is influencing your business?

Everyone

These trends are changing entire industries
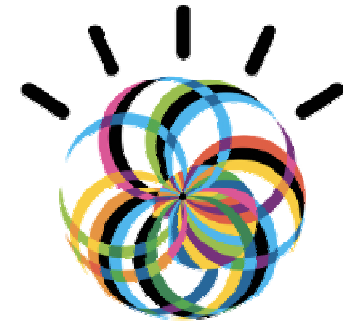
Mobile

Cloud

Big Data

Social

Addressing them **requires** more than new engagements

Business

You Need:

► Reliability

► Integrity

► Integration

► Openness

► Scale

► Security

Your workloads are not all created equally

APIs

Cloud Services

Event Processing

OLTP

B2B

Business

SOA

IT

Rules

Device Interaction

Analytics

Process Automation

Batch

Web Application

Build on a proven platform

Mobile

Cloud

Big Data

Social

Business

Delivered by

WebSphere®

IT

Extend. Transact. Optimize.

To extend to the world at large

APIs

Cloud Services

Business

SOA

IT

Partners

Suppliers

Apps

Patterns

Customers
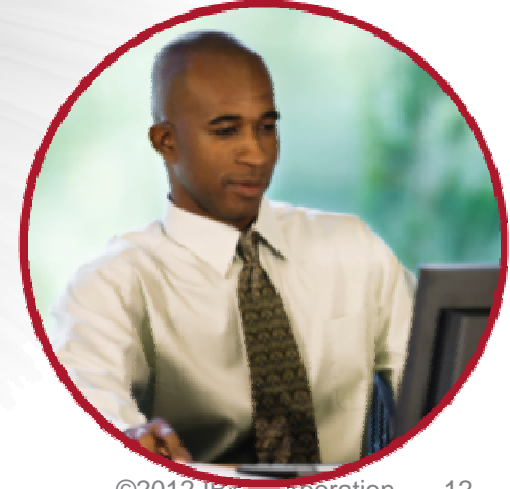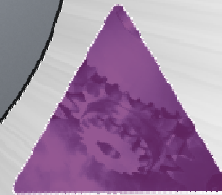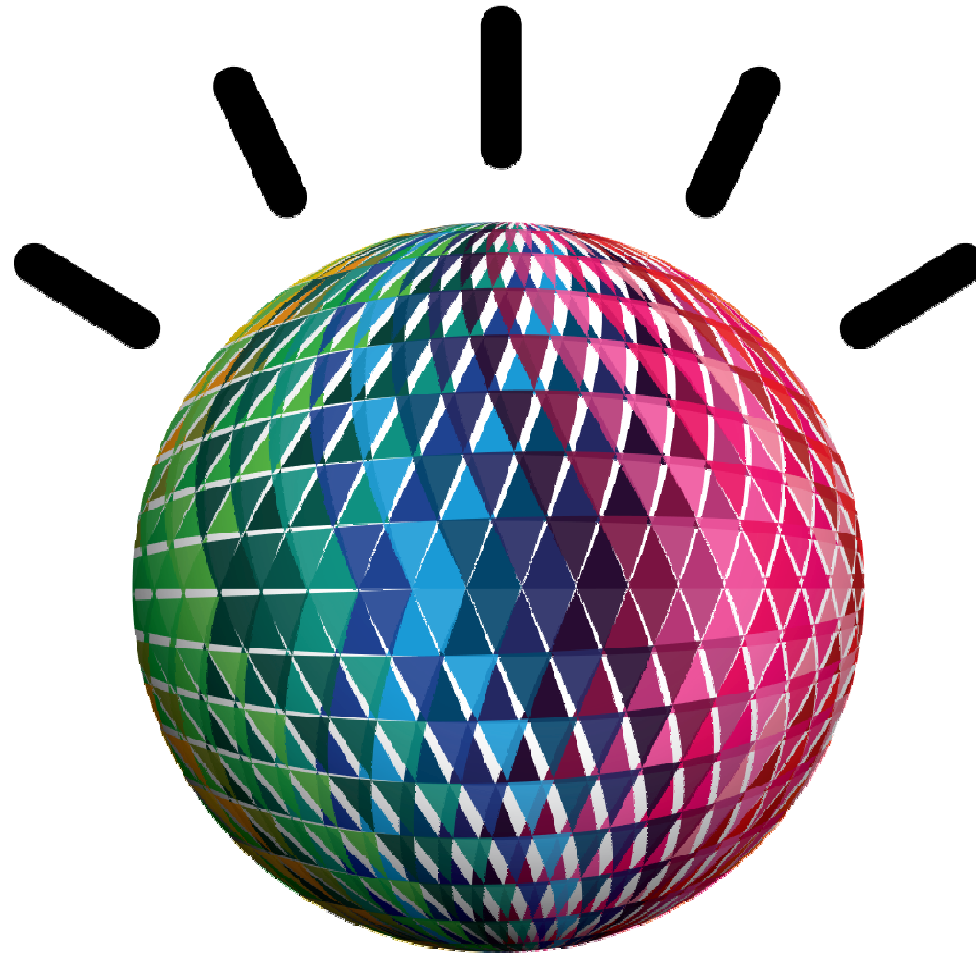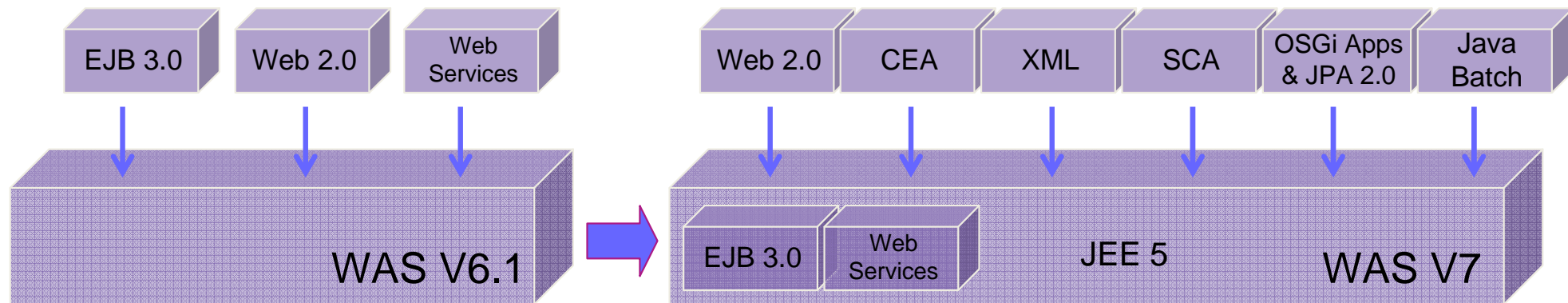
Developers

Partnering to create a Smarter Planet

Anything. Anyone. Everything. Everyone.

WebSphere Application Server – The Broadest Set of Integrated Standards-Based Programming Models

EJB 3.0	Web 2.0	Web Services

WAS V6.1

Web 2.0	CEA	XML	SCA	OSGi Apps & JPA 2.0	Java Batch

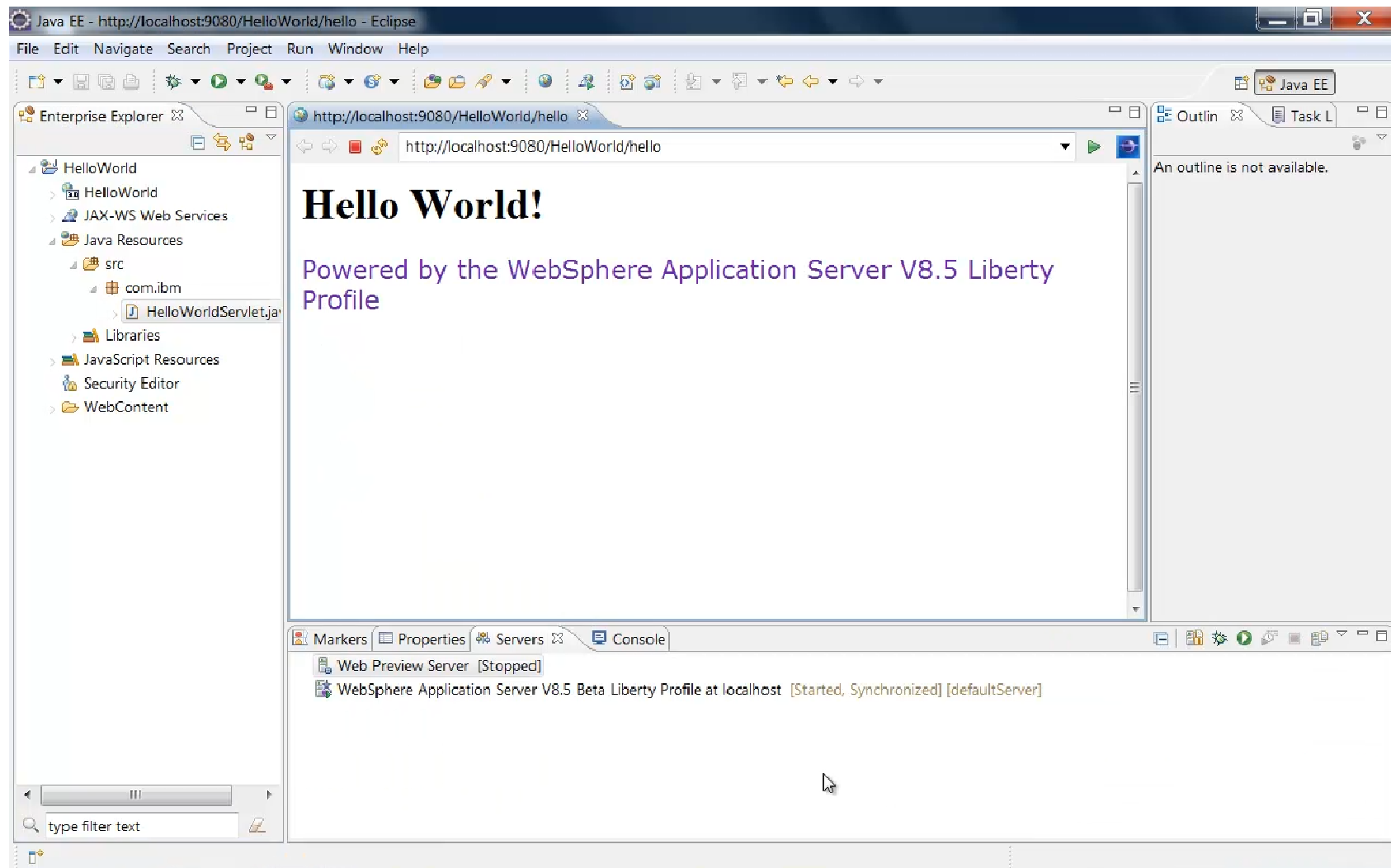| EJB 3.0	Web Services	JEE 5

WAS V7

As new technology evolves, so does WebSphere – Feature Packs enable you to selectively take advantage of new standards and features on the current release.

Web 2.0 and Mobile

CEA	XML	SCA	OSGi Apps & JPA 2.0	Java Batch	JEE 6

WAS V8.x
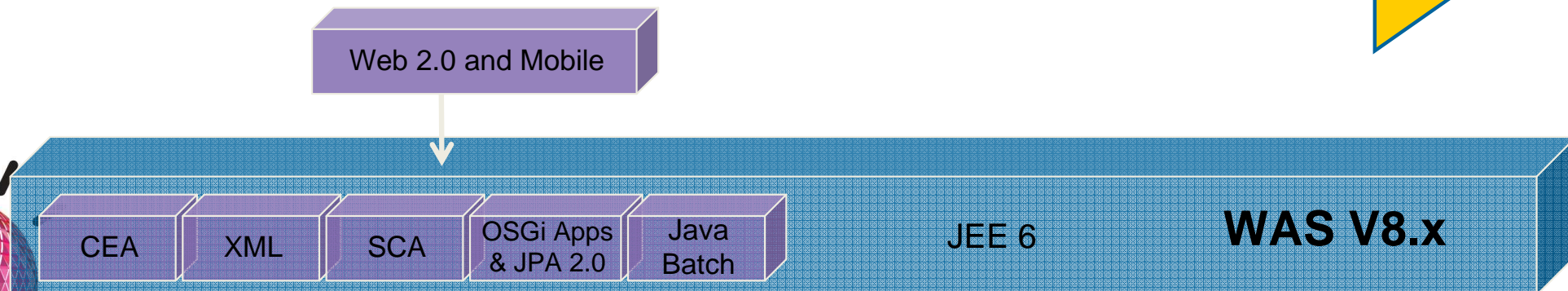
WebSphere Application Server

WAS Liberty video
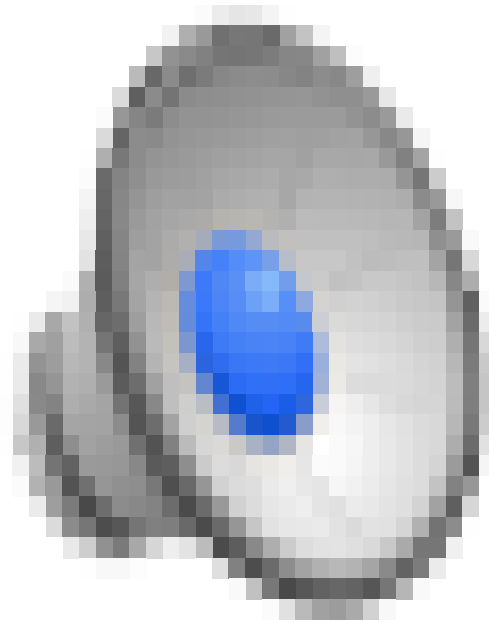
Click here

Garanti Bank - Direct Banking with WebSphere

Direct Banking with WebSphere

- **End to End data security**

- **Authorization and Authentication with LDAP integration**

- **3 Layer network izolation**

- **Using Security of IBM HTTP Server**

- **Using Security of IBM WebSphere Application Server**

İç Network

IBM CICS
Transaction Server
for z/OS

İç DMZ Ortamı

IBM CICS
Transaction
Gateway

IBM WebSphere
Application Server 7

SSL

Dış DMZ Ortamı

WAS Plugin 7

SSL

IBM HTTP Server 7

SSL

Client Browser
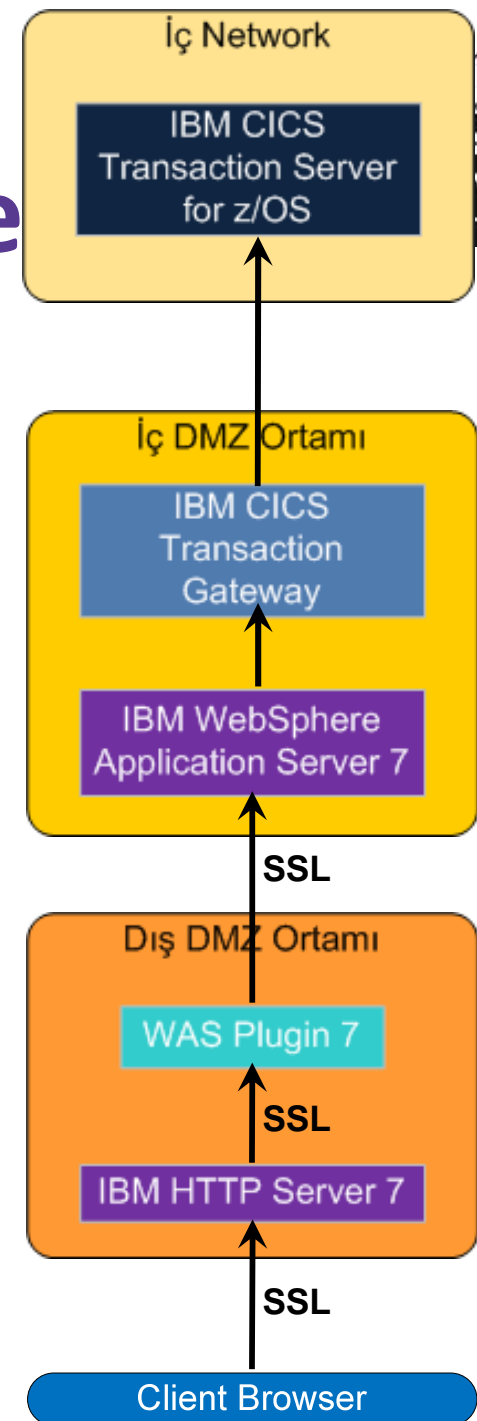
Direct Banking with Websphere

- **High Performance with WebSphere**
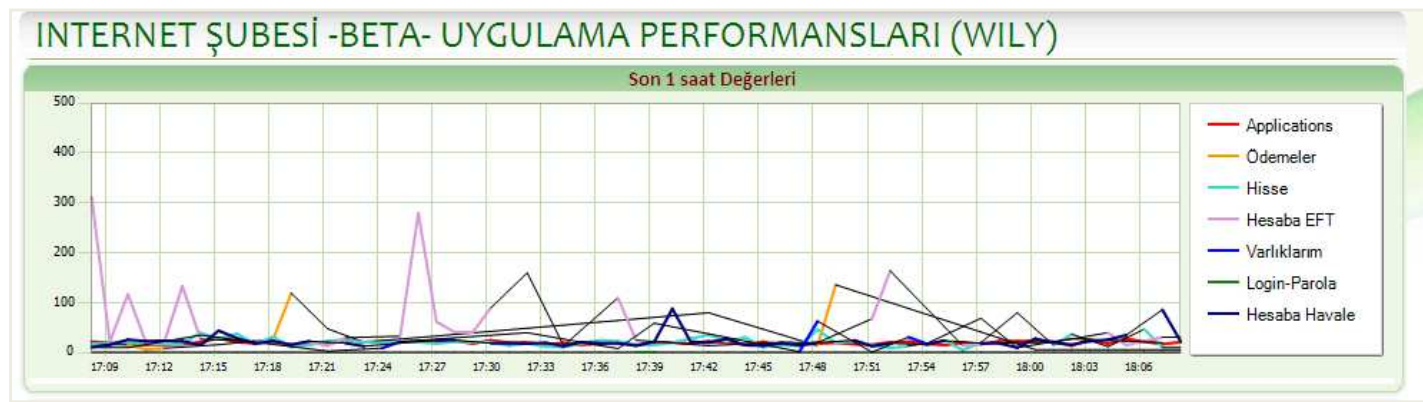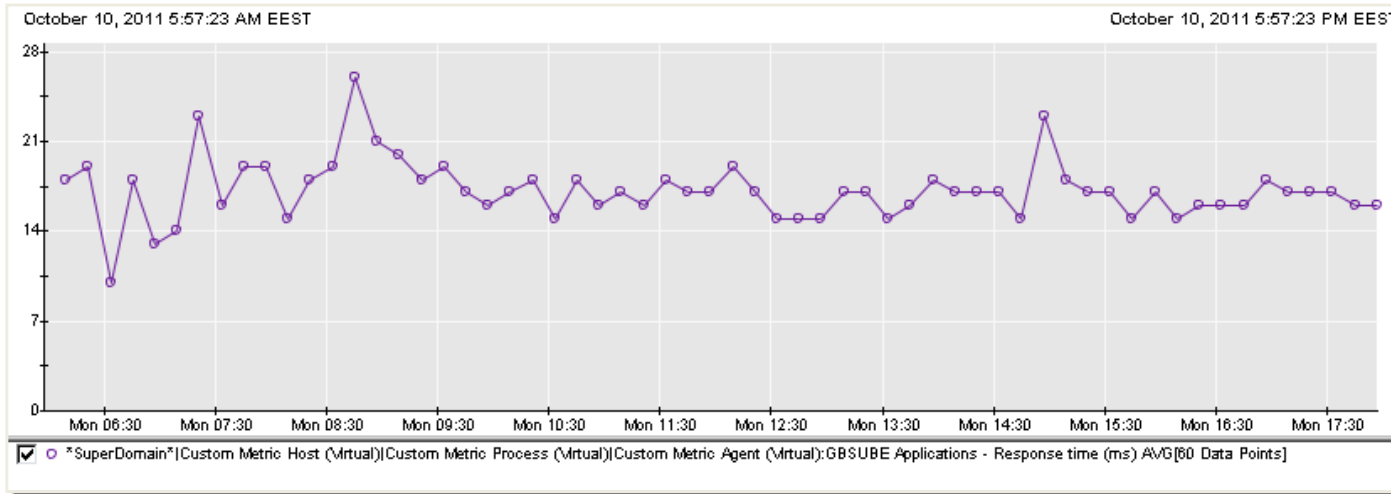
Direct Banking with WebSphere

- **High Performance with WebSphere**

- **Flexibility with WebSphere**

- **%100 accessibility with WebSphere**

ISUBE -BETA- Yanıt Süresi ve Erişilebilirlik (BAC)

Yanıt Süresi   Erişilebilirlik

Login

Son 1 Saat Genel Toplam

Son 1 saat Toplamları (1 dk Aralıklı)

Son 9 saat Toplamları (1 dk Aralıklı)

OK (0-1.8sn)   Critical (>2.5 sn)
Minor (1.8-2.5 sn)   Failed/TimeOut

IBM Mobile Foundation

Worklight video

Click here

IBM Business Process Manager

WebSphere Operational Decision Management

Allianz Turkey, 905 people in Turkey operation

Allianz Turkey Products

They have the operation in two main areas

Allianz Sigorta A.Ş.

- Fire
- Health
- Traffic
- Vehicles
- Accident
- Liability
- Engineering
- Marina
- Aviation
- Agriculture

Ferdi Kaza Sigortası

k Poliçeleri
...ızın güvencesi.
...www.allianz.com.tr
Allianz

Allianz Hayat ve Emeklilik A.Ş.

- Life Insurance
- Retirement

Bireysel Emeklilik Sistemi
Yatırımlarınızın meyvesini emeklilik döneminizde toplayın.
444 45 46 | www.allianz.com.tr
Allianz

The Importance using a Business Rule Management System at Allianz

Applications need to be agile

- **Continuous regulations on legislation of Insurance**

    Example : Tariffs modifications

- **To be agile on Market Dynamics**

    Example : New Product

- **Operational Processes Automation at Allianz**

    Example : Authorization

Business Rule Management System Experience and Completed Projects at Allianz

1 – Health Insurance Accrual Automation

-Automatic checking of invoices delivered in batch by Allianz-contracted healthcare providers prior to payment

- Decreasing the workload of business units in checking the invoices

2 – Fire Insurance Policy Production Authorization

- Purpose: Enabling the agencies to produce fire policies rapidly and in a controlled manner

- Method: Evaluating the risk and supporting the coverage and pricing independent of IT

Optimize business operations
across organizational boundaries

SOA

Business

IT

Extend ► Record ad-hoc interactions with full visibility

► Automate decisions with predictive analytics

Transact ► Publish and reuse best work practices

Optimize ► 300% productivity improvement

ODYSSEY
LOGISTICS & TECHNOLOGY

Build your platform on proven design principles
and a foundation of deep integration

▶ Internet Scale Messaging

▶ Mobile integration

▶ Sensor and device connectivity

▶ Hybrid cloud integration

▶ API creation and publishing

NEW! **WebSphere** MQ and Message Broker

NEW! **WebSphere** Cast Iron Live

With IBM Cloud Offerings workloads can be deployed in different environments

IBM Workload Deployer (existing virtualized environments)

- A 2U management node with which can deploy and manage middleware workloads on existing infrastructure environments
- Offers choice of infrastructure options, and works with *existing virtualized infrastructure* on x86, Power and z

IBM Workload Deployer
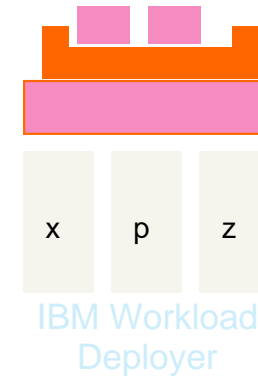
IBM PureApplication System (Private Cloud)

- Middleware workloads integrated with compute, networking and storage on a PureFlex hardware platform
- Features an elastic platform integrated and optimized with the hardware environment
- Single management experience across the platform software and hardware.
- Optimized for the specific hardware included in the system
- Includes the infrastructure in the offering

IBM PureApplication System
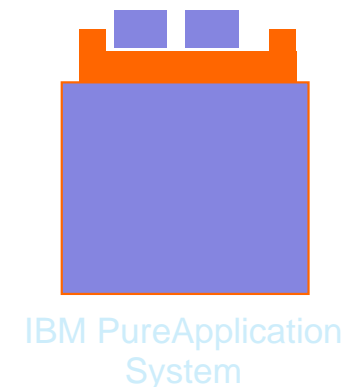
IBM SmartCloud Application Services (Public Cloud)

- Middleware delivered in a managed, hosted environment
- Features deployment and management of workloads with no on premises hardware or software required
- Payment for services is based on usage of underlying workloads and infrastructure

Beta

IBM SmartCloud Application Services
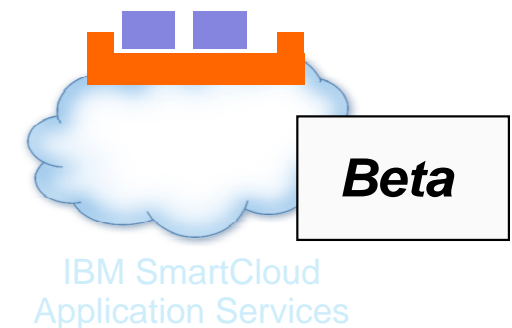
Multiple pattern types to enable open ecosystem
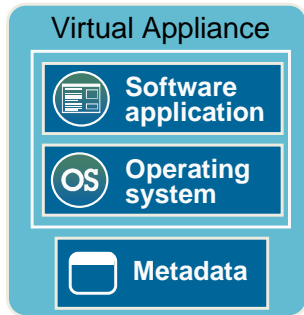
Virtual Appliances

- 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
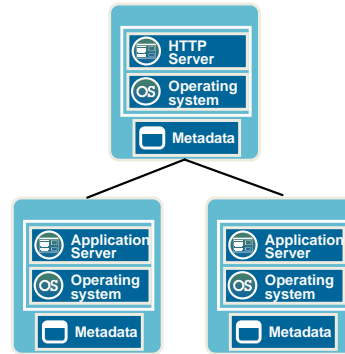
Virtual System Patterns

- Automated deployment of middleware topology patterns
- Traditional administration and management model
- Application and infrastructure 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

IBM PureApplication System
A Simple, Efficient, Flexible, Virtualized Application Platform

Complete, Ready-to-Go Systems

- Pre-integrated, up and running in <4 hours
- Pre-optimized for enterprise application workloads

Simplify Ongoing Tasks

- Single point of platform and application management
- Repeatable self service application provisioning

Built for Cloud

- "Platform as a Service"
- Elastic application runtimes

Manual, brittle → **Best practice, pattern-based**

Deploy

OS, runtime, resources → **Policy based elasticity, single view**

Manage

Manual optimizations on-site → **Pre-optimized by experts**

Optimize

Built for cloud

Business Process as a Service
Software as a Service

Platform as a Service

Infrastructure as a Service

Design **Deploy** **Consume**
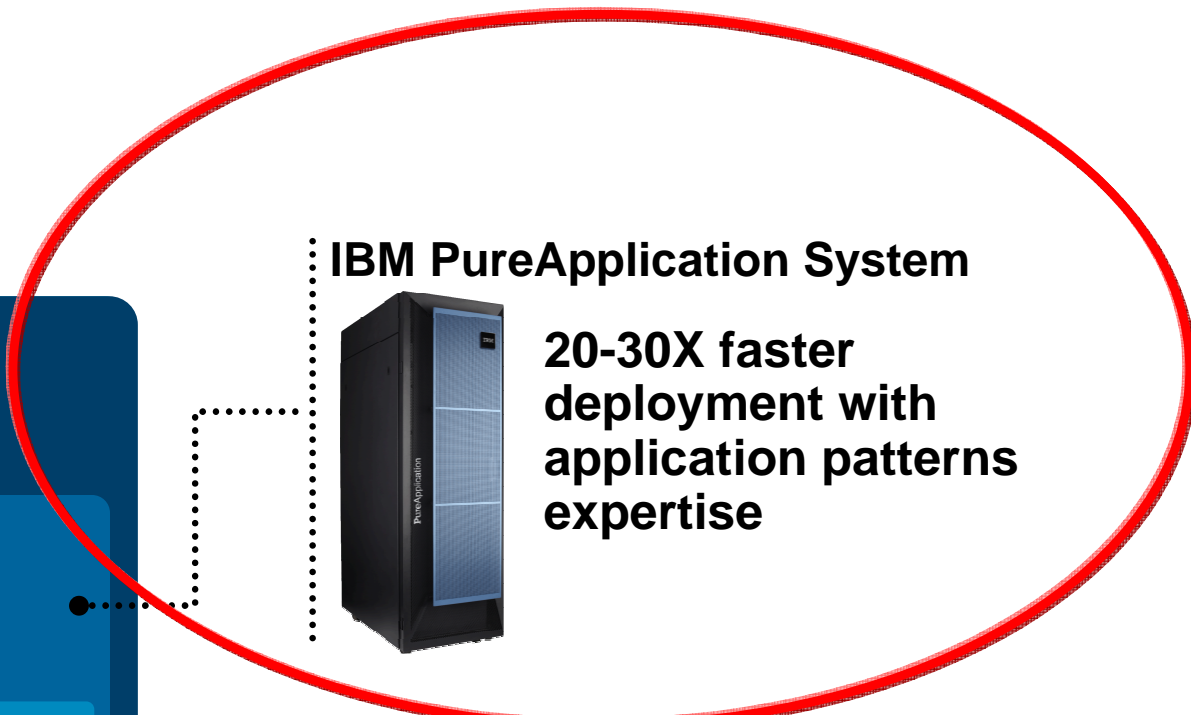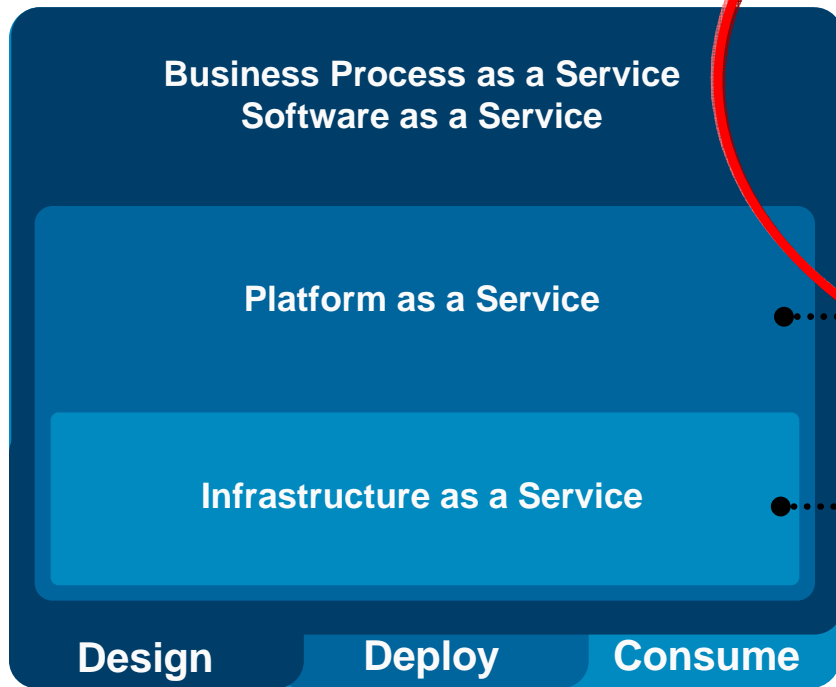
IBM PureApplication System

20-30X faster deployment with application patterns expertise

IBM PureFlex System

Accelerate adoption of private clouds with built-in virtualization and superior automation

Design Matters: Inheriting Infrastructure Flex-ibility

Application patterns from IBM and partners

Integrates an application platform optimized for enterprise applications

Inherits the capabilities of PureFlex System

100+ ISV business applications
Business intelligence
Business process management
Web experience
More to come in 2012…

Patterns of Expertise: A deployable form of proven best practices and expertise to simplify complex tasks.

Application Platform
- Application Optimization
- System wide Management
- Automation & Scaling
- Caching & Elasticity
- Application Centric Provisioning
- Usage Metering
- Security
- Monitoring
- IT Lifecycle Management
- License Management
- Self-service
- Data management

System Infrastructure
- Integrated Server, Storage, Network
- Power Management
- Storage & VM Optimization
- Virtualization
- Integrated System Management
- Provisioning
- Security
- Monitoring
- IT Lifecycle Management
- System design

PureApplication

IBM PureApplication System integration by design

Deployment

Applications

Middleware

Development

Management

Virtualization

Storage

Networking

Servers

Optimizes the complete solution stack:

- All hardware and software components factory integrated and optimized

- Virtualized across the stack for efficiency

- Unified management, monitoring & maintenance

- Integrated and elastic application and data runtimes

- Application patterns allocate system and application resources for optimal performance, security and reliability

IBM PureApplication System
A Simple, Efficient, Flexible, Virtualized Application Platform

Complete, Ready-to-Go Systems

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Simplify Ongoing Tasks

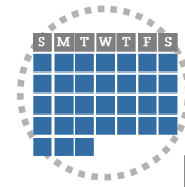- Single point of platform and application management
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Built for Cloud

- "Platform as a Service"
- Elastic application runtimes

Manual, brittle

Best practice, pattern-based

Deploy

OS, runtime, resources

Policy based elasticity, single view

Manage

Manual optimizations on-site

Pre-optimized by experts

Optimize

Three ways to get the value of patterns of expertise

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

IBM PureApplication System delivers value throughout the IT lifecycle

Driving efficiencies across these areas:

47% fewer deployment labor hours

Virtually eliminating these steps:

- Specify/design required servers
- Integration/configuration/testing of infrastructure software and middleware
- Application deployment
- Clustering and backup implementation
- Trouble shooting/tuning production environment
- Implementing hardware management environment

IT Lifecycle

73% fewer management labor hours

*Yearly labor hours to manage a private **cloud** environment*

3370 Hours

873 Hours

Management Types

- Change
- Security
- Asset
- Incident/Capacity
- Deployment

DIY   **PureApplication System**

Every project and every process needs a proven platform

- ► **WebSphere** Application Server
- ► **IBM** Mobile Foundation
- ► **IBM** Business Process Manager
- ► **WebSphere** Operational Decision Management
- ► **WebSphere** MQ
- ► **WebSphere** Message Broker
- ► **WebSphere** Cast Iron Live
- ► **IBM PureSystems**

Reshape your industry

Extend.
applications, processes and services

Transact.
with integrity, scale, and speed

Business

Delivered by

WebSphere.

IT

Optimize.
business operations