



6 Eylül 2012 Rixos Pera İstanbul

# Impact2012

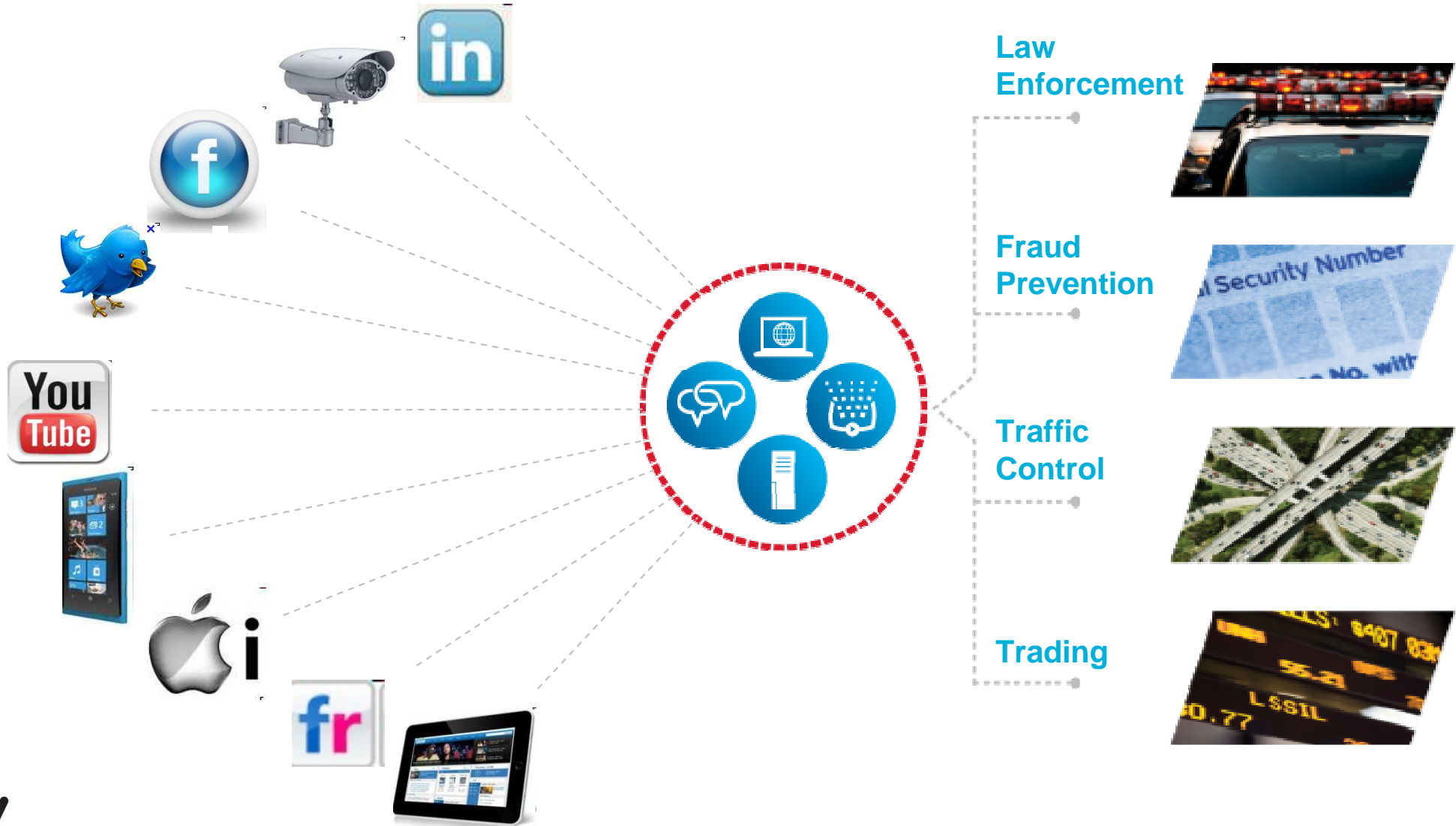
Comes To You

## IBM PureApplication System

Erhan Ekici - IBM



# Smarter Planet - teknolojik yenilikler endüstrileri yeniden tanımlıyor



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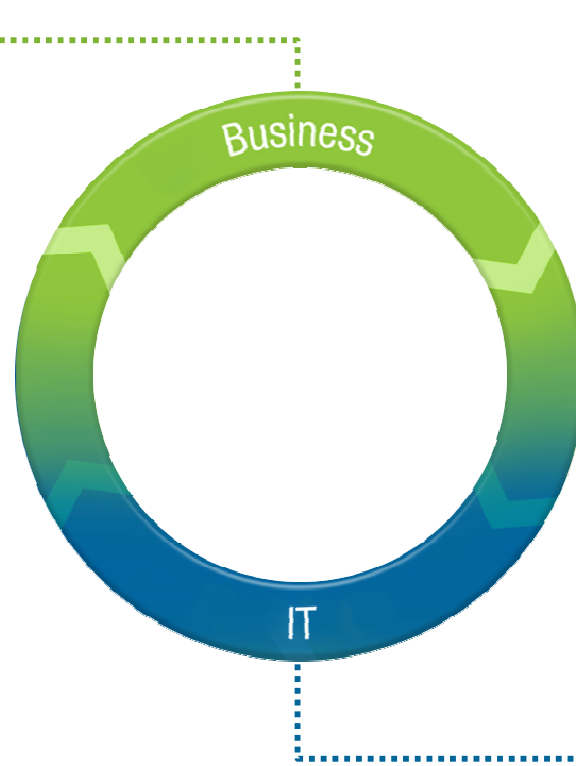


# Gerçekleri gözardı etmeyelim İş hedeflerine karşın IT Gerçekleri



## İş Hedefi

- Yenilikleri uygulamak
- Yeni pazarlar oluşturmak
- Rekabetçi olmak
- Müşteri deneyimini geliştirmek
- Müşteri odaklı, sürdürülebilir model



## IT Gerçeği

### Yeni Sistem Kurmak

#### Aylar :

- Özel Tasarım
- Satın alma
- Entegrasyon
- Dağıtım

### Geliştirme Operasyonları

#### 30-90 gün:

- Gereksinimleri sağlama
- Konfigüre Etme

### Rutin Çalışmalar

#### Aylar ve gereken kesintiler:

- Ayarlar
- Büyüme
- Yönetim
- Bakım
- Yenileme





## Bu açığı kapatmak için üretilen çözümler

**Müşteriye Özel  
Sistemler**

**Özelleşmiş  
Cihazlar**

**Bulut  
Bilişim**

**Fayda**

**Esneklik**

**Kontrol**

**Sadelik**

**Hızlı Devreye Alma**

**Çeviklik**

**Esneklik**

**Zorluklar**

**Bol miktarda  
Zaman ve Para**

**Tek bir amaca  
hizmet**

**Paylaşım  
Bağımlılığı**

*Hepsini bir arada yapabilir miyiz?*

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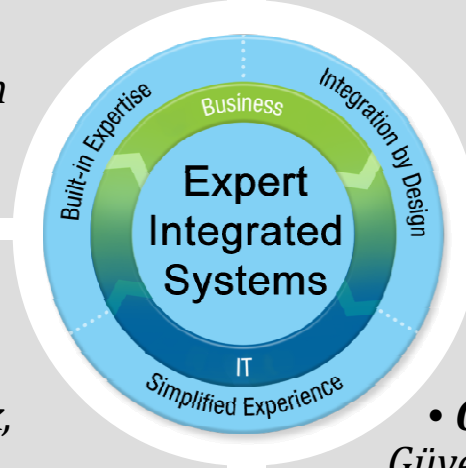


## Çeviklik

- **Aylar değil saatler**, yeni proje uygulamaların dramatik olarak daha kısa sürede kullanılabilir hale gelmesi
- **Endüstri yeteneklerini hızlandırın**, geniş ve açık bir ekosistem
- **İş yüküne elastik uyum**, tekrar satın almadan

## Verim

- **Data Center alanını verimli kullanın**, iki kat daha fazla uygulama istihdamı
- **Bakım yaşam döngüsünü yarılaysın**, kesinti olmadan
- **tasarruf edin**, geleneksel IT yaklaşımından uygulanabilir IT maliyetlerine



## Basitlik

- **Zaman tasarrufu**, tedarikten destek, test ve yayınlamaya
- **Gecikmelerden uzaklaşın**, sınırlı IT becerileri veya kompleks yapıyı bırakıp fabrika entegrasyon ve dahili uzmanlık
- **Daha hızlı ve basit koruma**, entegre sistem yenilemeleri

## Kontrol

- **Otomasyon ile düşük risk ve maliyet**  
Güvenlik ve esneklik sağlama ile sorunsuz ölçeklenebilirlik
- **Maksimum esneklik**, açık standart ve mimariler ile
- **Akıllı Bulut Bilişim**, bulut bilişim ortamlarının yönetilmesi





# PureSystems



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## IBM PureSystems Ailesinin ilk iki üyesi



**PureFlex**



**New**

**PureApplication**



**New**

**Built-in expertise ■ Integration by design ■ Simplified experience**



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# IT, iş gereksinimlerine PureApplication System ile kolay yanıt verecek

## Optimize

İş uygulamalarının daha performanslı, büyüyebilir ve güvenilebilir olması için özelleştirilmiş sistem ve uygulamalar

## Yenilikçi

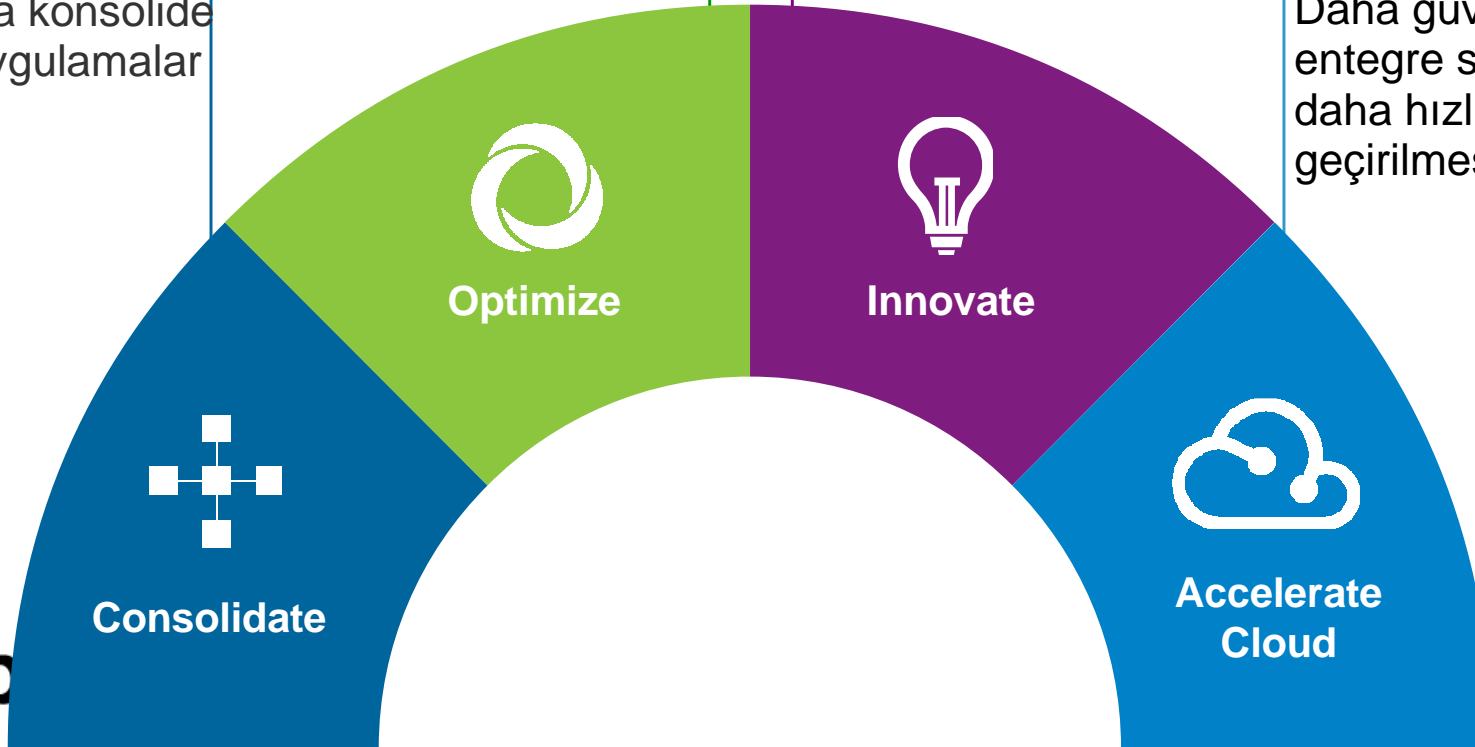
Değişen iş ihtiyaçlarına daha hızlı yanıt verebilen altyapı ve hızlı yüklenebilen uygulamalar

## Konsolide

İşletim maliyetlerini azaltan daha konsolide sistem ve uygulamalar

## Hızlı

Daha güvenli ve entegre sistemlerin daha hızlı hayata geçirilmesi

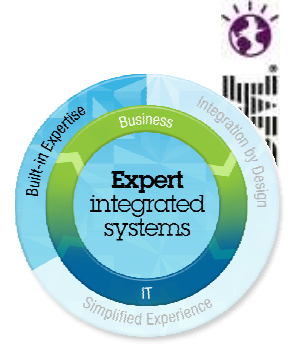


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# IBM PureApplication Sistem - Özellikleri



- **Web uygulamalarını ve veritabanlarını aynı bulut altyapısında konsolide edebilme**
- **Performansta Lider!**
  - 4 saatten kısa sürede kullanıma hazır.
  - Görev kritik uygulamalar 15 dakikadan az sürede devreye alınabiliyor.
- **Entegre ve akıllı sistem yönetimi**
- **IBM yeni nesil donanım altyapısı**



# IBM PureApplication System Katma Deęeri

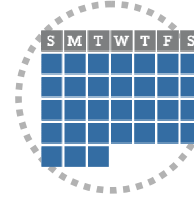
*Basit, Etkili, Esnek ve Sanallařtırılmıř Uygulama Platformu*



## Deploy

*Haftalardan Dakikalara*

Manuel ve Kırılgan



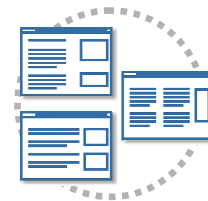
Deneyimlenm iř, pattern-based



## Manage

*Ayrıktan Entegreye*

OS, runtime, resources



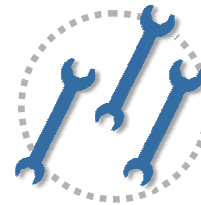
Policy based elasticity, single view



## Optimize

*Manuelden Önceden Optimize Edilmiř*

Manuel Operasyonlar



Uzmanlar Tarafından Optimize Edilmiř



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# Hızlı Kurulum

## IBM PureApplication System



Bunun içerisinde ekstra maliyet olmadan

- ✓ Donanım Kurulum ve Konfigürasyonu
- ✓ Yazılım Kurulum ve Konfigürasyonu
- ✓ Uygulamayı yükleme

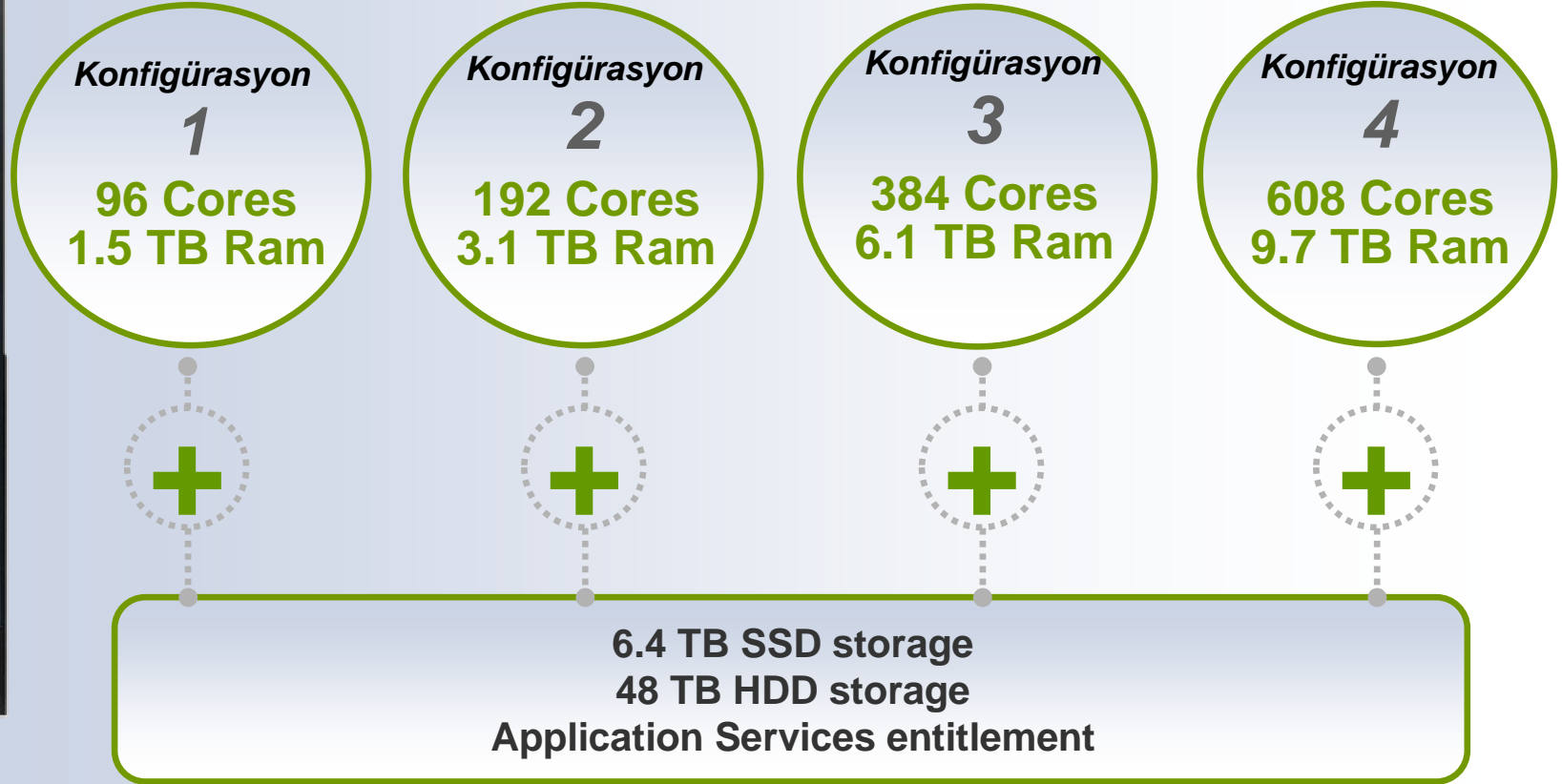


Engineered System

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\* Actual times as experienced by customer

# IBM PureApplication Sistem Konfigürasyonları

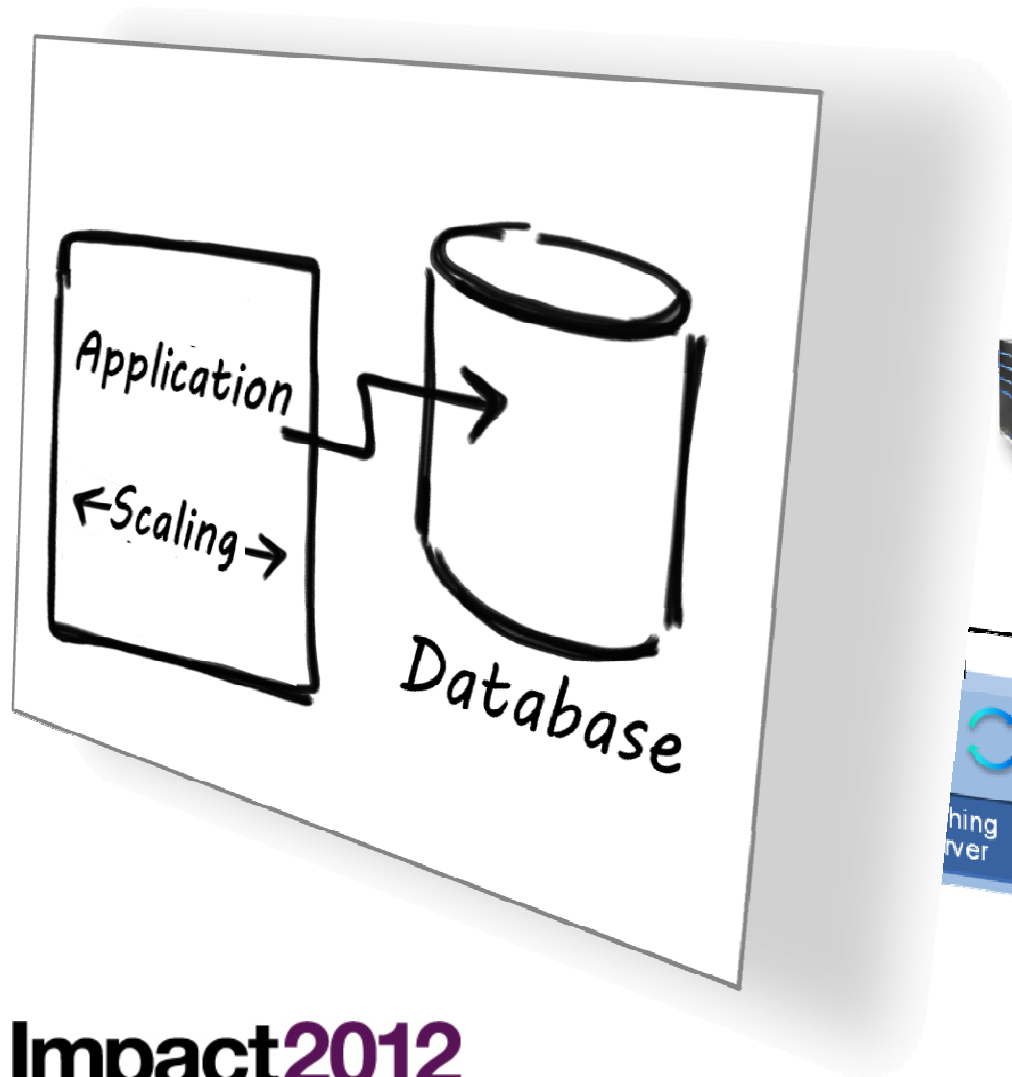


Sistemi Kapatmadan Büyüyebilme!!

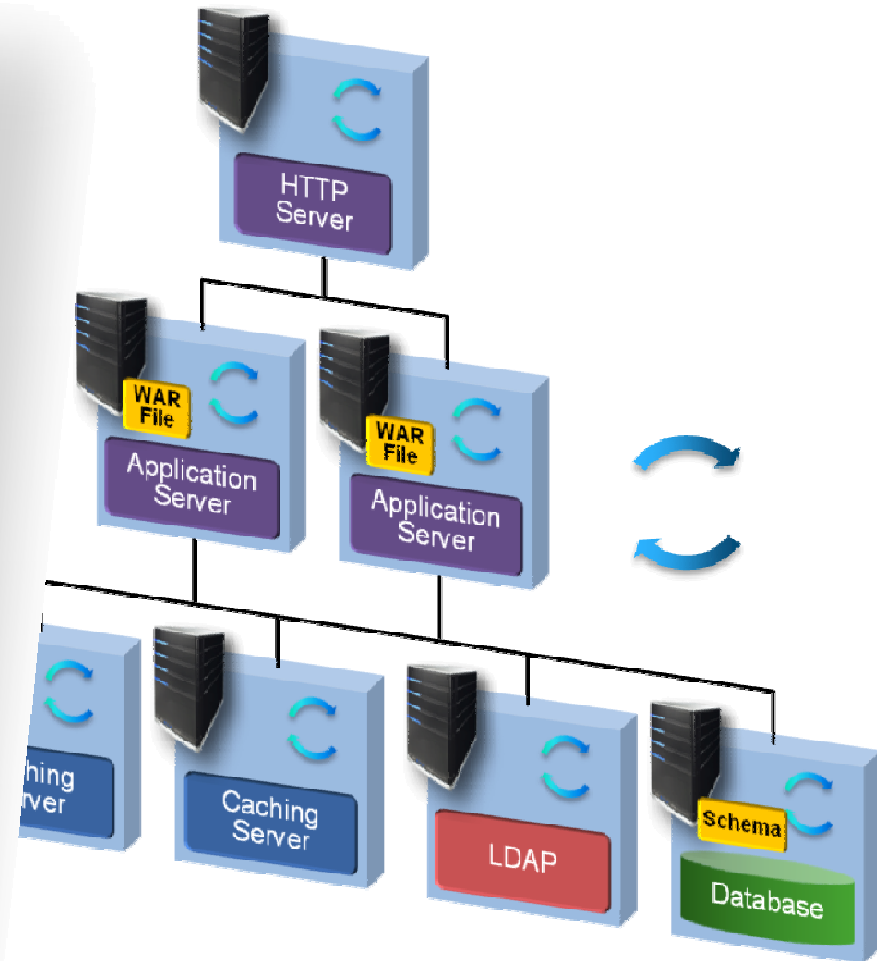


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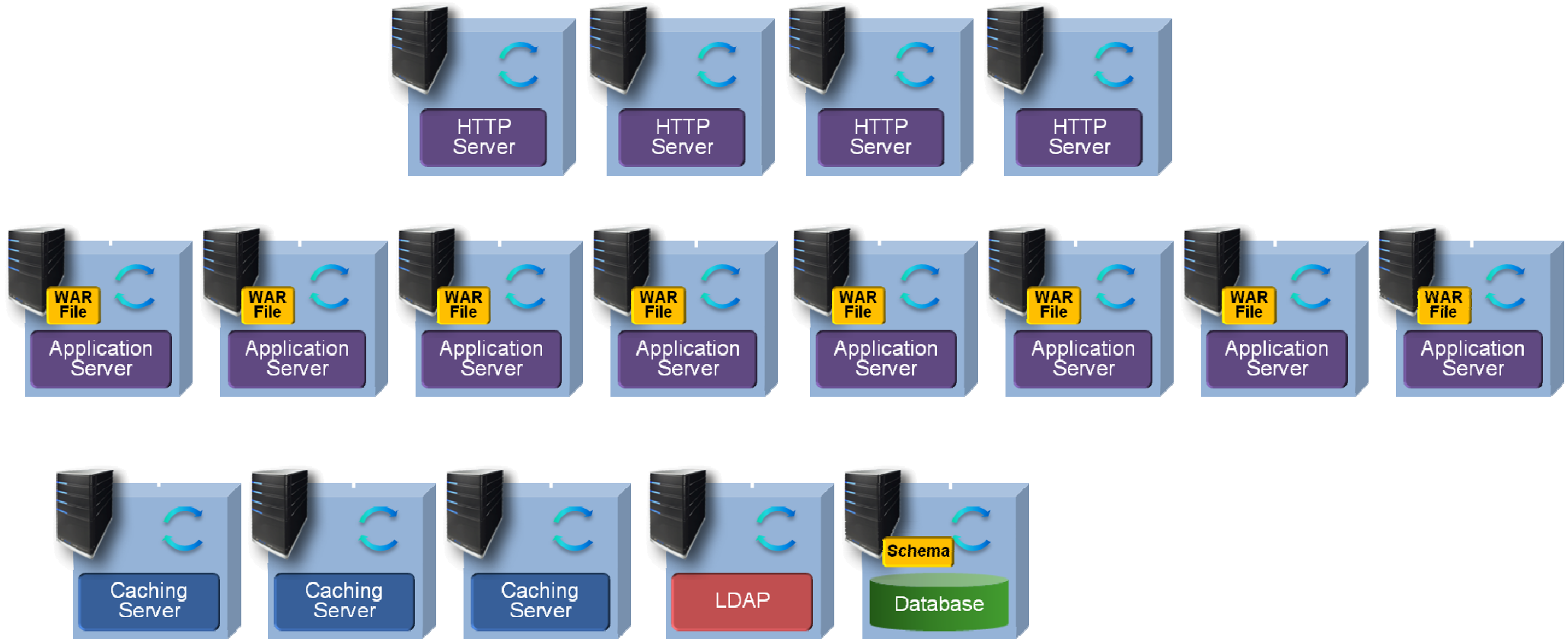
## MANTIKSAL ŞEMA



## GERÇEKLENEN

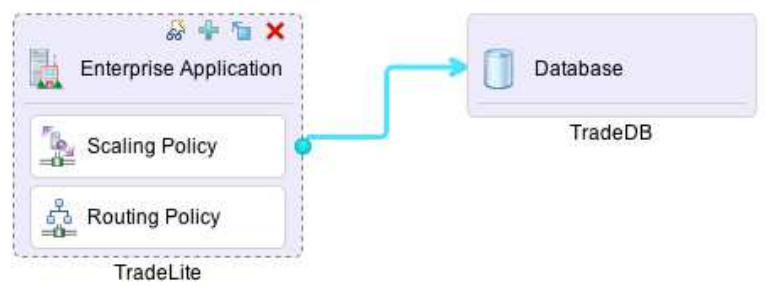


## Mevcut yapı ihtiyaca cevap vermezse...



- Diagram | List View | Source
- Save | Save As | Layout | Undo | Redo
- 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  
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):**  
[ ]

**Maximum transaction timeout (seconds):**  
[ ]

**Interim fixes URL:**  
*Click select button to update*  
[ ]

Select

**Ignore inapplicable ifix updates:**

**Maximum Session Count:**  
[ ]

Scaling Policy  
Web/Enterprise Application

**Enable session caching:**

**Maximum Session Cache Grid Size:**  
UNCAPPED

**Scaling Type**  
Response Time Based

**Scaling in and 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

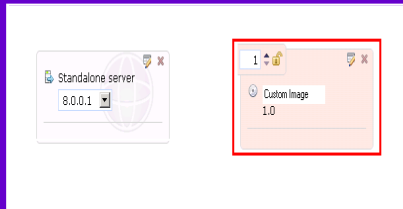
**Minimum time (seconds) to trigger add or remove:**

# PureApplication System Deployment Modelleri

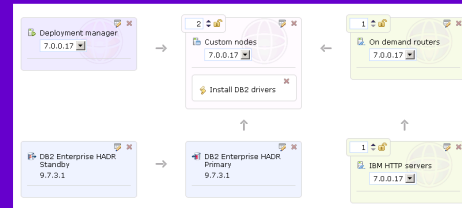
Esneklik

Kolaylık

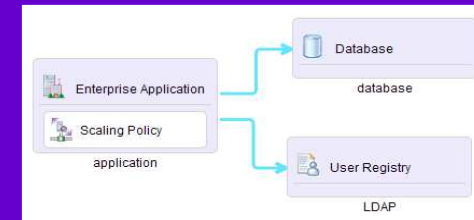
## Custom Images



## Virtual Systems



## Virtual Applications





# PureApplication System Full Rack High Performance Model

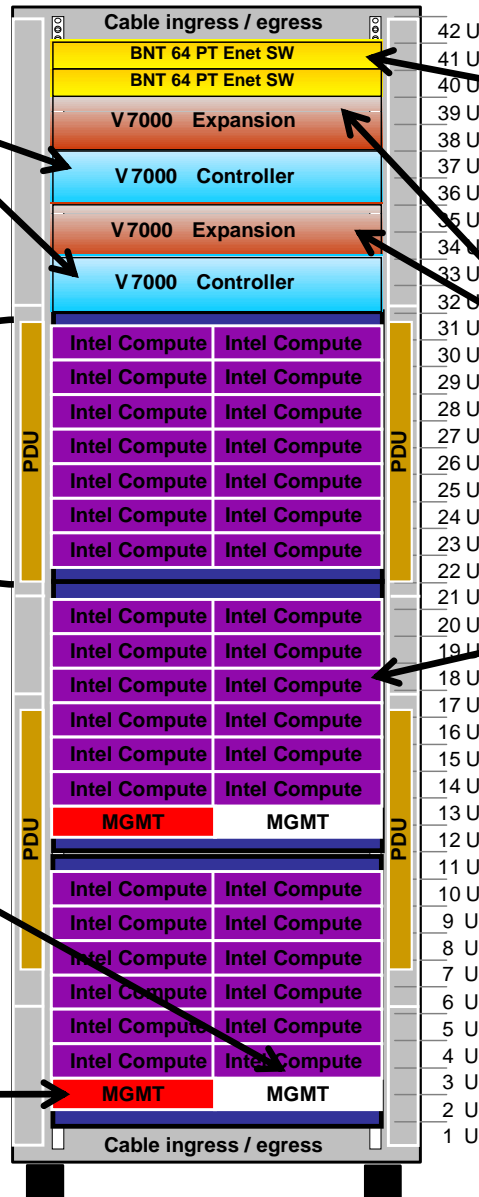


**Storage Controller**  
 IBM Storwize V7000 Disk System  
 4 x 400 GB SAS SSD per enclosure  
 20 x 600 GB SAS HDD per enclosure

**New Chassis**  
 Common Management Module  
 2x 10Gb Ethernet Switch  
 2x 16 Gb FC Switch

**Troy Application System Management Node**  
 IBM Workload Deployer

**VM Management Node**



**Top of Rack Switches**  
 BLADE Network Technologies Top of Rack Switches  
 Customer Data Center & Rack-to-rack communications

**V7000 Disk Expansion**  
 Per enclosure:  
 4 x 400 GB SAS SSD  
 20 x 600 GB SAS HDD

**Intel Compute**  
 2.6 GHz 8C Intel processor, 110 W  
 256 KB L2 per core  
 4 MB eDRAM L3 per core  
 2x 4 Port 10 GbE  
 2x 2 Port 8 Gb/s FC

Overall	
<b>Power</b>	~30 KW
<b>Cores</b>	608 Cores
<b>Memory</b>	9.7 TB
<b>SSD</b>	6.4 TB (unformatted)
<b>Storage</b>	48.0 TB (unformatted)

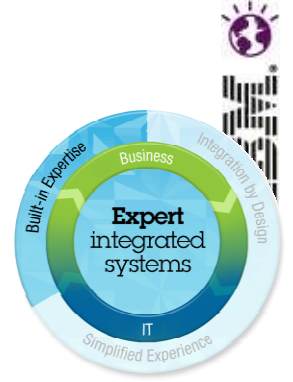




# PureApplication düşük sahip olma maliyeti ile az zamanda yüksek değer sağlar

	PureApplication System	"Integrated" Alternatives	
Time to Value	<b>Ordering</b>	Single part number for entire system	Starting point "foundations" require customization
	<b>Delivery (hardware)</b>	Racked and cabled at factory	Some require on-site racking and cabling
	<b>Delivery (software)</b>	Pre-installed, complete system management tool	Some installed on-site, all require separate infrastructure and cloud management tools
	<b>Installation</b>	Ready to deploy applications within four hours	Typical on-site integration, requires weeks or months
	<b>Upgrading</b>	Single part number, no downtime required	Custom orders, downtime may be required
	<b>Patterns</b>	Deploys IBM, ISV, and custom patterns to improve automation, maintenance, and lifecycle management	Limited or no pattern support
Cost of Ownership	<b>Hardware mgmt</b>	Integrated hardware management and monitoring	Separate hardware management tools
	<b>Cloud mgmt</b>	Integrated cloud management and monitoring	Separate cloud management tools
	<b>Application mgmt</b>	Integrated application management and monitoring	No application management included
	<b>Support</b>	Single support organization for all components, covered by single contract	Separate support organizations or companies based on component
	<b>Patch delivery</b>	Single, bundled system fixpack for all hardware components including integration testing	Separate patches for all hardware components with no integration testing
	<b>Patch installation</b>	Automatically sequenced to require no downtime	Requires manual sequencing for each patch
	<b>Virtualization</b>	Fully virtualized with deep VM awareness	Either basic VM monitoring, or no virtualization at all
	<b>Licensing</b>	Includes hypervisors, operating systems, provisioning, middleware (WAS, DB2), monitoring	Hypervisors, operating systems, provisioning, middleware, monitoring all separately licensed
	<b>License tracking</b>	Automatic license tracking for easier management	No license tracking included
	<b>Dynamic scale</b>	Responds automatically to changes in demand	No dynamic scaling capabilities included
<b>Open standards</b>	Open platform for extensibility using standards-based tools and components	Some introduce risk of vendor "lock-in"	

IBM PureSystems “patterns of expertise”  
entegre bulut yeteneklerini içerir



IBM PureFlex  
System

IBM PureApplication  
System

Uygulama  
Paternleri ve  
Imajlar  
IBM ve BP'ler

Images  
available for  
client tuning

100+ ISV iş uygulamaları  
İş Zekası Uygulamaları  
BPM Uygulamaları  
Web Uygulamaları  
Ve daha fazlası 2012-2013'te.

PureSystems  
Centre dan  
erişilebilir

Platform  
Paternleri  
Altyapı ve  
araktatmanda  
uzmanlık

Images  
available for  
client tuning

Web Uygulama Kurulumu  
Database Kurulumu

Bulut Platform Yönetimi

Entegre

Altyapı Paternleri  
Sistem Kaynakları  
Uzmanlığı

Impact

Come

Provizyon (Provisioning)  
Depolama Optimizasyonu  
Ölçeklenebilirlik  
Güncelleştirilebilirlik

# YAZILIMLAR



## HAZIR GELEN

### Pre-Entitled

#### Patterns

- Web Application
- Transactional Database
- DataMart
- Java Application

#### Images

- WAS 7
- WAS 8
- DB2 9.7
- DB2 10
- RAFW 3.0.0.3

## EKLENEBİLİR

### GA

### Separately Purchased

### 2H12

#### Patterns

- Business Process Management Pattern
- Portal Pattern
- Web Content Management Pattern
- Messaging Extension for Web App Pattern
- SLA Management for SOA Governance Pattern

#### Images

- BPM Std and Advanced Editions
- Informix
- Message Broker 8.0
- MQ 7.0.1
- WebSphere Portal 7.0
- Web Content Management 7.0

- Business Intelligence Pattern
- Decision Management Pattern
- IBM Connections Pattern
- Integration Pattern (C&I)
- InfoSphere MDM Pattern
- Mobile Pattern
- InfoSphere Infoserver Pattern\*
- WebSphere Commerce Pattern\*
- Predictive Enterprise Pattern\*
- CastIron Pattern\*
- Maximo Pattern\*

- InfoSphere Information Server
- IBM Connections
- WAS 8.5
- WODM
- InfoSphere MDM\*
- WTX w/Launcher\*
- WebSphere Commerce\*
- CastIron\*

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\* Target (not yet committed or in SOD)

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Extending the Value of IBM PureSystems

Welcome | Browse Solutions

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### IBM Business Partner Spotlight

RAMP from LANSA

Going beyond conventional refactoring technologies that only provide presentation enhancements, RAMP is a set of technologies and a process that enables you to take your legacy IBM® iSeries™ applications – and without any reprogramming – turn them into a modern application in a way that's never been seen before.

[Learn More](#)

### IBM Solution Spotlight

IBM WebSphere Application Server Hypervisor Edition for RHEL

A Hypervisor Edition virtual image packaging of IBM WebSphere Application Server which includes Red Hat Enterprise Linux Server

[Browse PureApplication solutions](#)

Premier Business Partner

Ready For PureSystems

MONTRAN | Kingdee 金蝶 | Fundamo | RAM Technologies | SAP | silanis | DASSAULT SYSTEMES | expertus | Manhattan Associates | kony | aviarc | INFOR | ms | APIUS | SUGARCRM | keyword | Information Builders | DREGER INFORMATION TECHNOLOGY | Miracom | CGI | In10s | TEMENOS | FUNDTech | mindcraft | saba | Red Bend Software | BAOSIGHT | hardis | inspur | EcoLogic | GMC | VEDA | EARNIX | ALPHINAT | SysArc Informatix | IDP | TOTVS | VERTUMNUS | Sopra group | innovation group | edge IPK | DynaFront | comviva | DIASOFT | PriceLens | AsialInfo Linkage | INTRAFIND | SQA | WORKS APPLICATIONS | omni | BeaconIT | SwordCiboodle | CHINA COMMODITY NET | Beijing EastLand Digital Limited | SILVERLAKE | CROSSVIEW | KINGLAND | B.Soft | REFLEX 5 | Target | sab | SAPIENS | GBS | UFIDA | procilon | GEOS | Class Technology Co., Ltd. | SIEMENS | EXIGEN insurance solutions | SILVERMOON