



7 Kasım 2012 - Çırağan Palace Kempinski

IBM Connected 2012 Istanbul

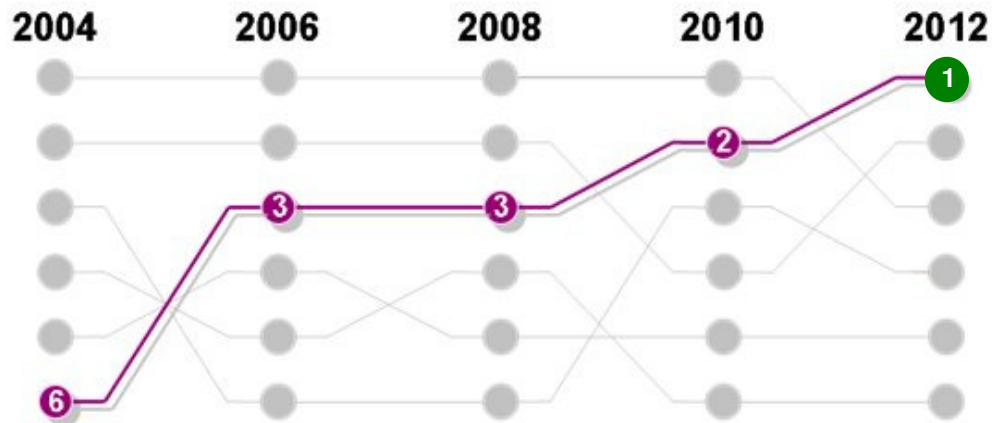
Learn. Collaborate. Innovate.

Expert Integrated Systems *Changing the Economics & Experience of IT*

Phil Francisco

Vice President, IBM PureData & Netezza
Product Management & Marketing

Technology is the leading force for impacting business



Factors impacting organizations

1. Technology factors
2. People skills
3. Market factors
4. Macro-economic factors
5. Regulatory concerns
6. Globalization

Source: IBM CEO Study 2012



Extended Reach

1 Billion

Smartphones and 1.2 billion mobile employees by 2014

Responsiveness

\$20B+

Intelligent business assets



New Insights

2.7ZB

of digital content in 2012, up 50% from 2011

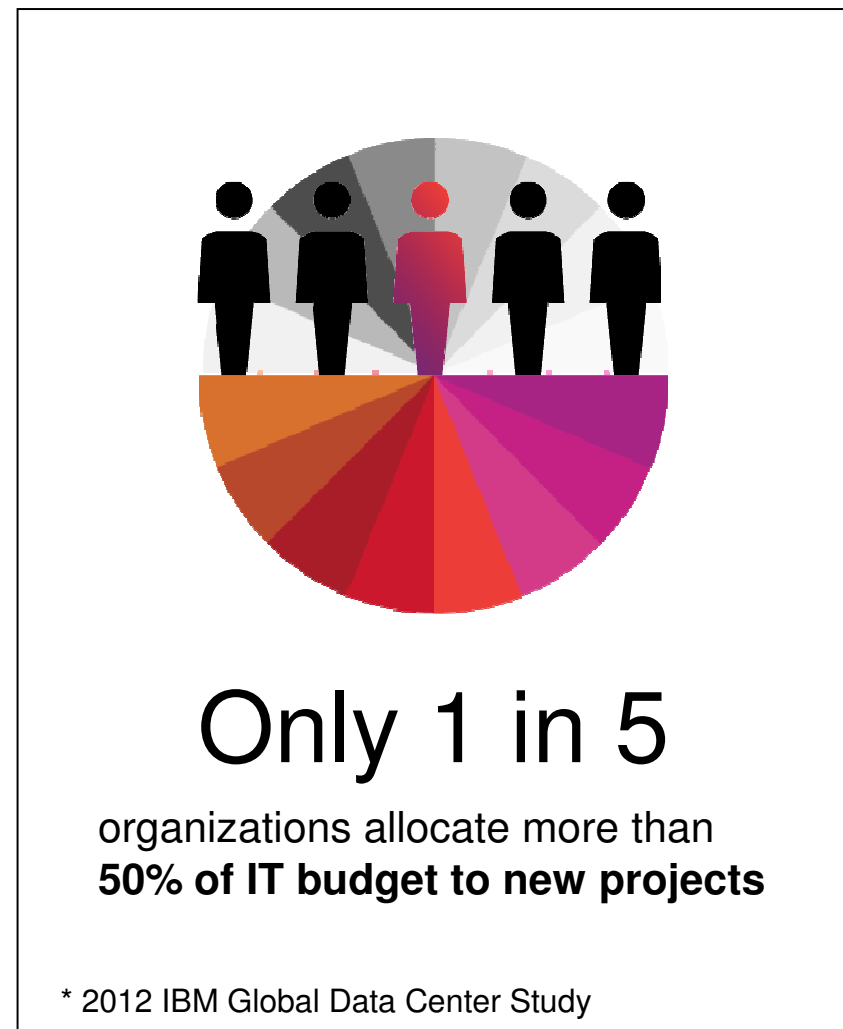
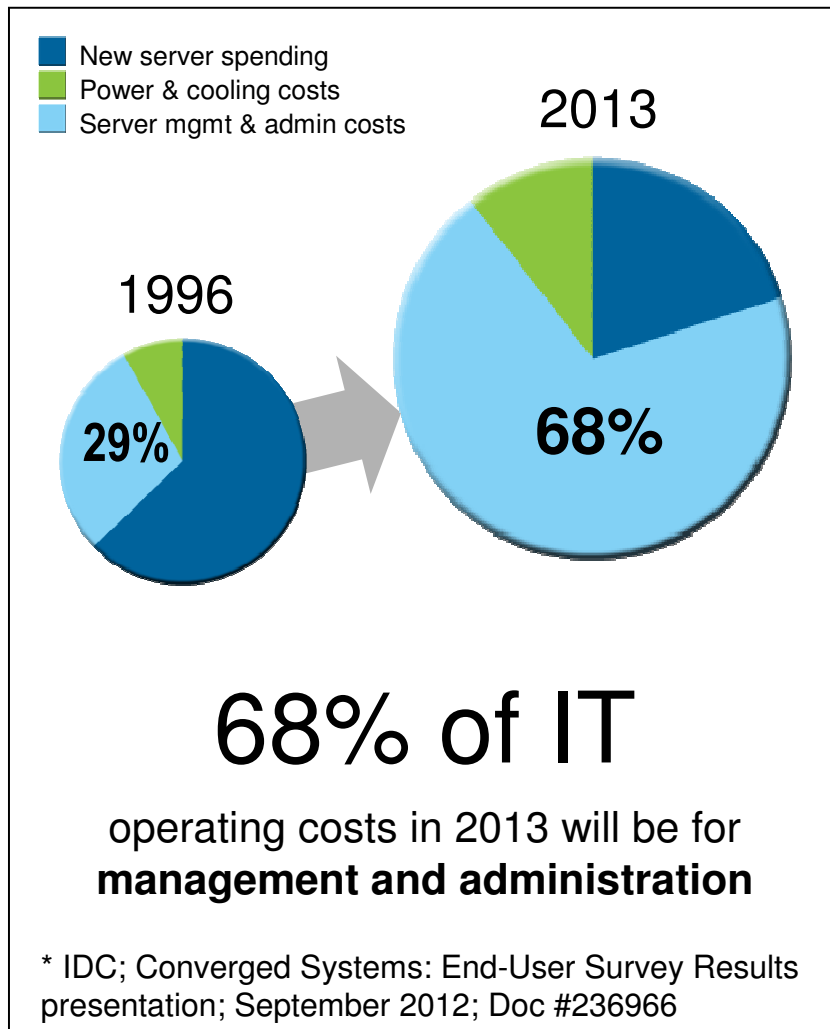
Speed Value

90%

view cloud as critical to their plans



Is IT ready for the challenge?



A smarter approach is required to...

Reduce complexity

Each system is designed and pre-tuned for its specific role

Accelerate time to value

Expertise is built-in each system and ready for immediate use

Improve IT economics

The entire system lifecycle is simplified from acquisition to retirement

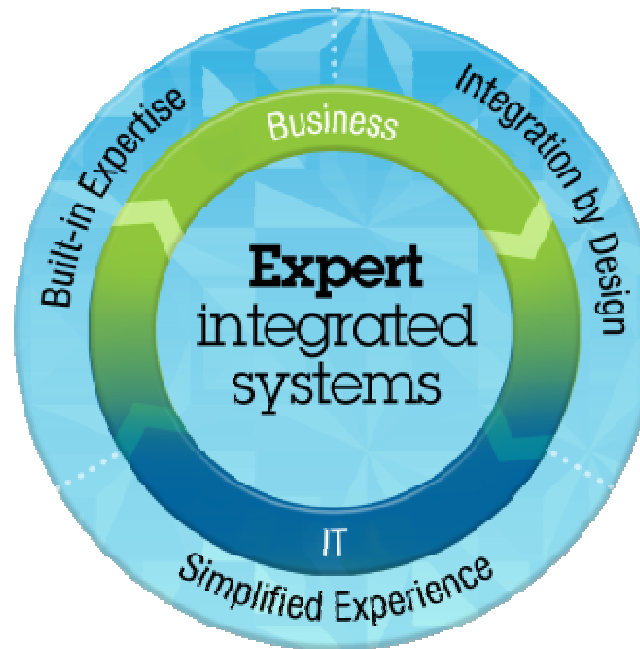
It is time for a new class of system

PureSystems

Systems with integrated expertise and built for cloud

Built-in Expertise

Capturing and automating what experts do



Integration by Design

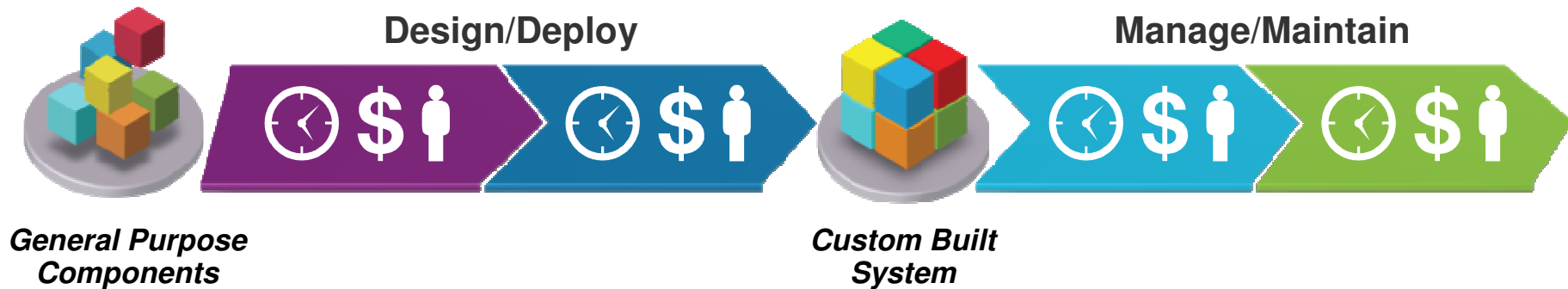
Deeply integrating and tuning hardware and software

Simplified Experience

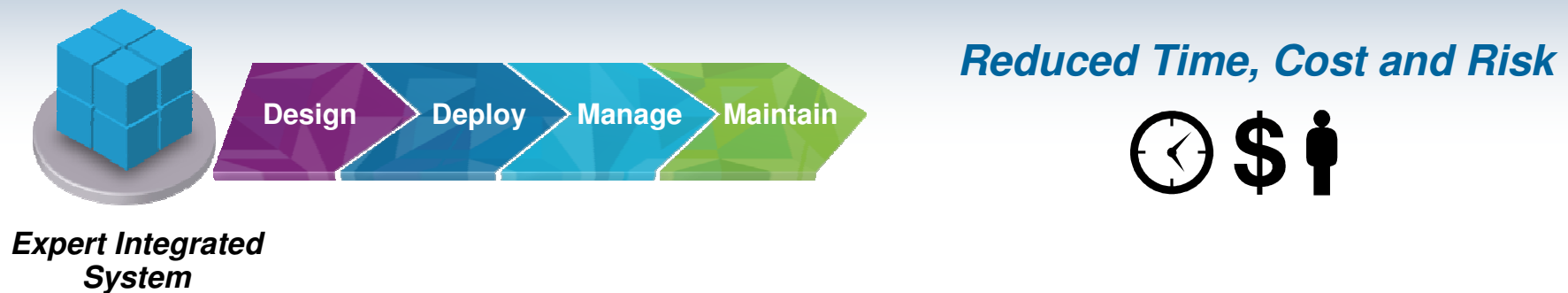
Making every part of the IT lifecycle easier

PureSystems deliver greater simplicity, speed & lower cost

Today's problem: *Time and effort is spent tuning general purpose components*



The PureSystems solution: *Simplifying the entire IT project lifecycle*



Improving the economics & experience of IT

PureFlex



Infrastructure

Delivering Infrastructure Services

PureApplication



Application Platform

Delivering Platform Services

PureData



New

Data Platform

Delivering Data Services

Accelerating Cloud deployment

PureFlex



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

PureApplication



Application Platform

Delivering Platform Services

Today's increasing demand on data systems

Increasing
Volume of data
requires growing capacity

50x
35 ZB
by 2020

2010 2020

Increasing
Velocity of data
requires higher performance

Millions of
transactions
per second

Increasing
Variety of data
requires new techniques

Billions of
devices &
sensors

A smarter approach to meeting data challenges is required to:

Reduce complexity ■ **Accelerate time to value** ■ **Improve IT economics**

PureData System

Optimized Data Platform

Optimized for data services:

- Transactional
- Analytics

Expert integrated:

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



Workload optimized performance

Data load ready in hours

Integrated management

Automated maintenance

Single point of support

Different applications rely on different data processing

E-commerce



Transaction Processing

Customer Analysis



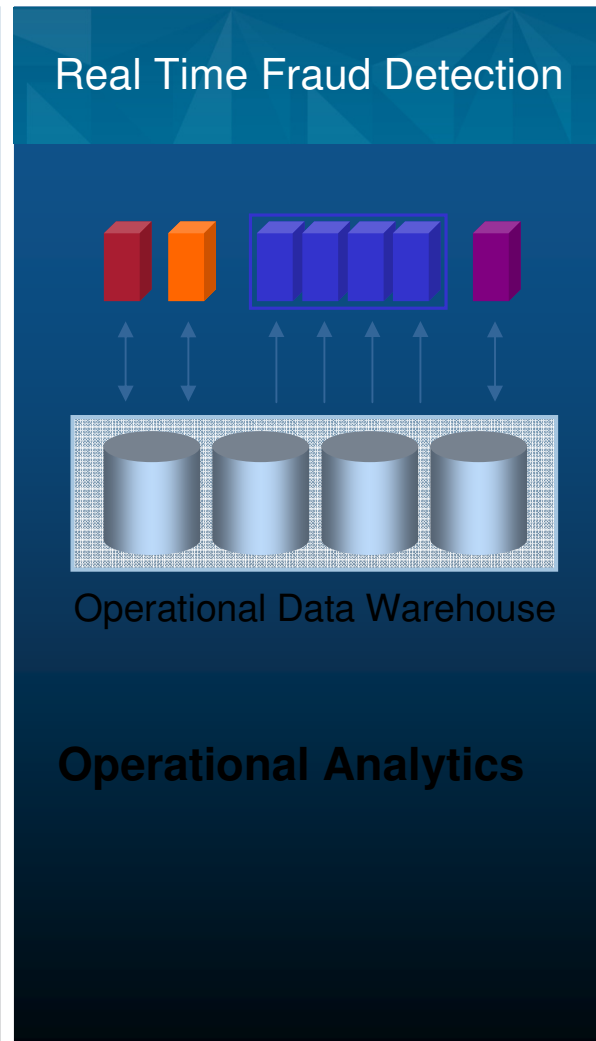
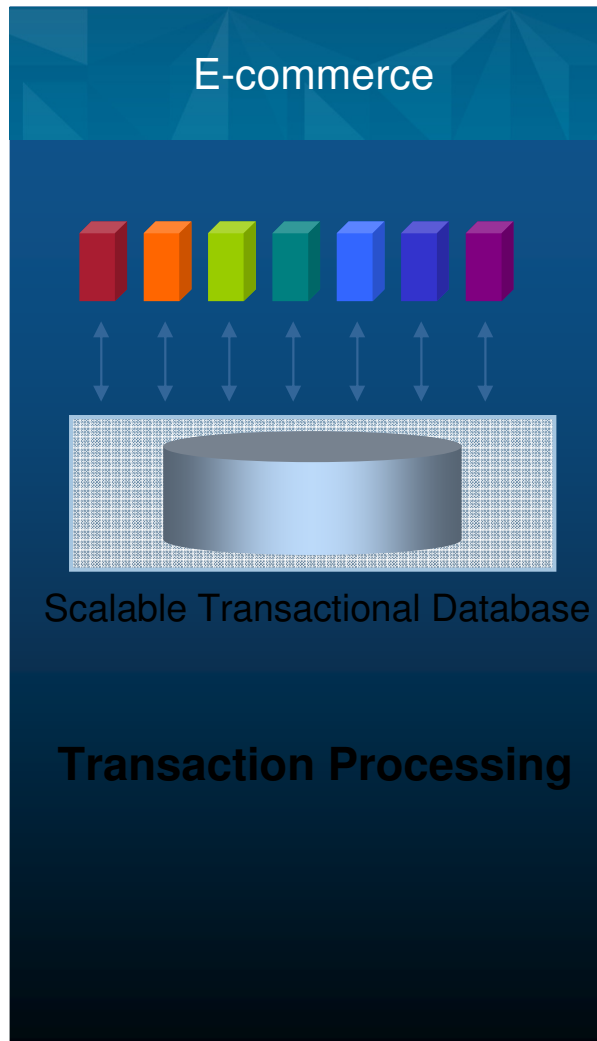
Reporting and Analytics

Real Time Fraud Detection



Operational Analytics

Different data workloads require different solutions



Different data workloads have different characteristics

Meeting Big Data Challenges – Fast and Easy!



PureData
System for Transactions

For Apps like E-Commerce...

Handle millions of daily on-line transactions requiring a mix of data reads and writes

PureData
System for Analytics

Powered by
Netezza Technology

For Apps like Customer Analysis...

Easily load petabytes of data and run complex analytics and reports with minimal administration

PureData
*System for
Operational Analytics*

For Apps like Real Time Fraud Detection...

Run complex analytics while handling operational reads and writes for real-time decision making

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

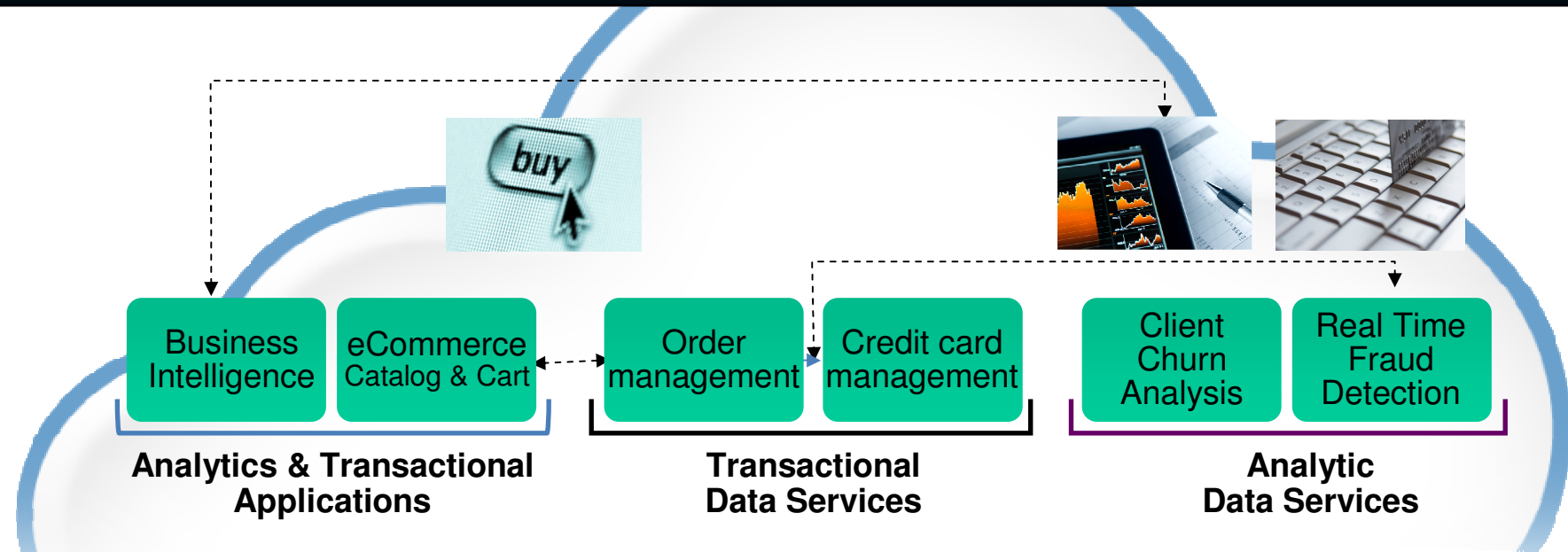
PureData System for Operational Analytics

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

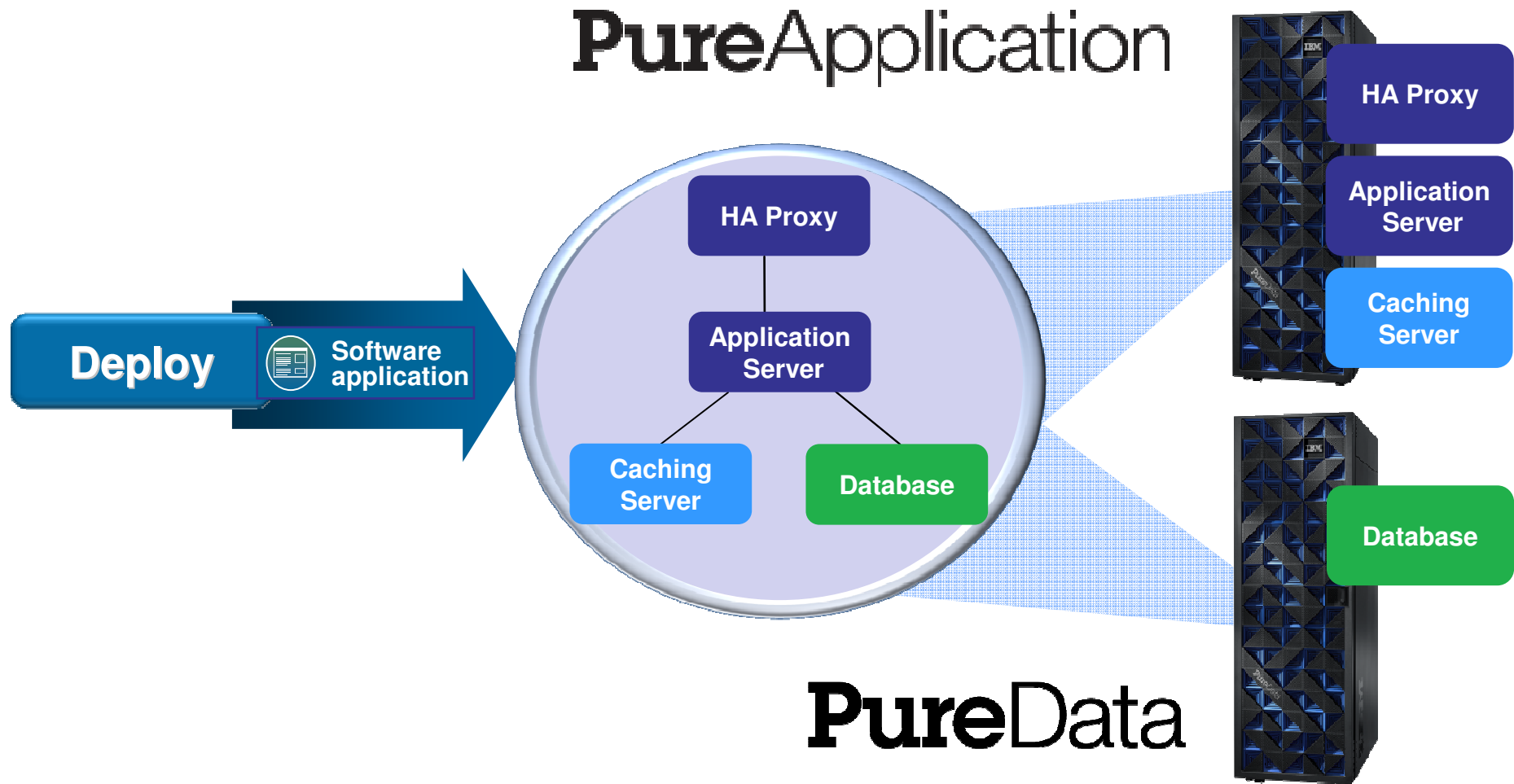
Smart consolidation of application and data services

PureApplication

PureData



Pattern Based Deployment Across Systems



Delivering the value of expert integrated systems

PureFlex



Infrastructure

Delivering Infrastructure Services

PureApplication



Application Platform

Delivering Platform Services

PureData



Data Platform

Delivering Data Services

PureSystems

- **Integration by Design**
- **Built-In Expertise**
- **Simplified Experience**