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Enabling Growth with Enterprise Power Systems

Wolfgang Wendt

Vice President – System z

Systems & Technology Group

IBM – Growth Markets



As the demands on IT continue to increase...



32.6 million servers worldwide

- 85% idle computer capacity
- 15% of servers run 24/7 without being actively used on a daily basis



1.2 Zetabytes (1.2 trillion gigabytes) exist in the “digital universe”

- 50% YTY growth
- 25% of data is unique; 75% is a copy



Between 2000 and 2010

- servers grew 6x ('00-'10)
- storage grew 69x ('00-'10)
- virtual machines grew 51% CAGR ('04-'10)



Data centers have doubled their energy use in the past five years

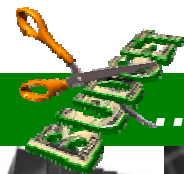
- 18% increase in data center energy costs projected



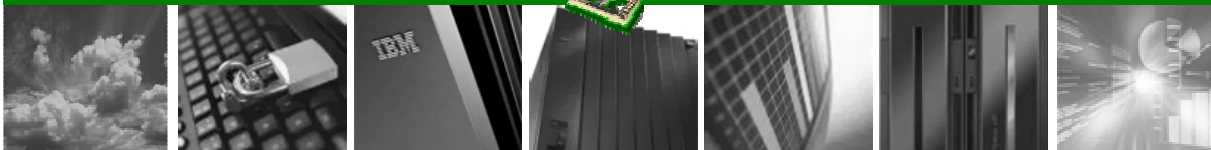
Internet connected devices growing 42% per year



Since 2000 security vulnerabilities grew eightfold



...IT budgets are growing less than 1% per year.



Clients are looking for new ways to transform the way they deliver IT

Huge cost of server sprawl
High costs of per core software
Poor productivity and high cost of labor



Exponential growth in data
Need 24/7 availability and accessibility
Need to integrate actionable insight



Growing proportion of workloads need securing
Increasing levels and complexity of threats
Increasing cost of security breaches



... All to be delivered at enterprise scale

These challenges are seen across industries

Infrastructure concerns ~ Exploding data ~ Security issues



Healthcare

- Imaging and electronic health records are driving data growth in hospitals and clinics.
- Sharing health data requires compliance with availability and privacy standards



Banking

- As banks become more customer centric, their IT infrastructure must securely integrate multiple product lines and content types from disparate sources to provide a “single view of customers.”



Governments

- Governments working to improve tax revenue collection through improved compliance with tax law and reducing tax fraud
- Improve citizen satisfaction by providing 24/7 online self-access information



Insurance

- Reduce inflated or fraudulent claims
- Integrate photos, applications and forms into claims (both structured and unstructured content)

Clients need an IT infrastructure that is...

Tomorrow Ready.

Smarter Computing is the IT infrastructure that enables a smarter planet.

Cloud

A secure cloud infrastructure enabling utmost efficiency for the delivery of critical business services

Data

Making critical data and actionable insights available and accessible in real time across the enterprise

Security

Providing ultimate security for critical data, risk mitigation and assured compliance

Power Systems: The engine for faster insights

Introducing the new enterprise **Power Systems 770, 780, and 795** featuring the latest POWER architecture and Power software that are:



Dynamic efficiency for Cloud

Provide a secure cloud with elastic capacity on demand through intelligent workload based resource allocation

Business analytics for Data

Extract real time insights from large volumes of structured and unstructured data from multiple sources

Assured compliance for Security

Real time security and compliance automation and alerts for critical data and services across the enterprise

Delivered through \$1.4B investment in research and development.



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Thank You





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Enabling Growth with Enterprise Power Systems

Kursad MANGALOGLU

Brand Sales Specialist– Power Systems

Systems & Technology Group

IBM Turkey



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100 MİLYON KULLANICI

facebook

9 AYDA

50 MİLYON KULLANICI



3 YILDA

50 MİLYON KULLANICI



4 YILDA

50 MİLYON KULLANICI



13 YILDA

50 MİLYON KULLANICI



38 YILDA

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TRENDLER DEĞİŞİYOR



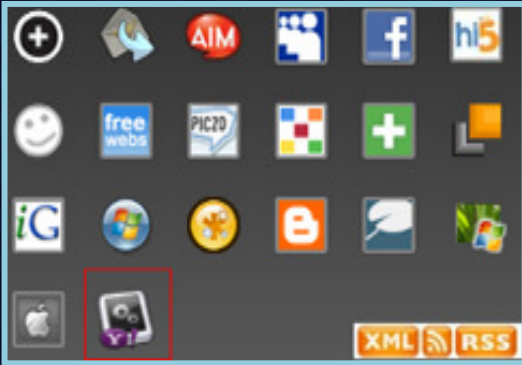
Dünyanın 27%'si
her an online



Dünya çapında 5
milyar mobile
abone



2012 sonunda 1
milyardan fazla mobil
internet kullanımı



Araştırmaların 63%
sosyal ağlar
üzerinden
yapılmakta.



Her gün 3
milyon BLOG



Her yıl 10 milyar TWEET

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BU KADAR KARMASIK VE ÇOK BILGIYI NASIL YONETECEGİZ?



- Konsolidasyon ve Sanallaştırma?
- Bulut Bilişim'e hızlı adaptasyon?
- Veri Madenciliği?
- Güvenlik?
- Performans?
- Esneklik?

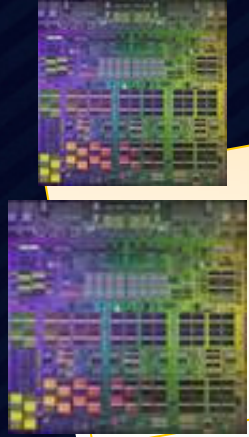


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IBM Power İşlemcileri Teknoloji Yol Haritası

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Zamanında...



POWER4/4+
180/130 nm

PAZARDAKİ
İLK DUAL
CORE
SUNUCU

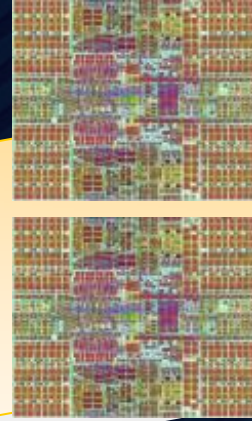
2001



POWER5/5+
130/90 nm

UNIX VE LINUX
İÇİN İLK DEFA
DONANIM
SANALLAŞTIRMA
Sİ

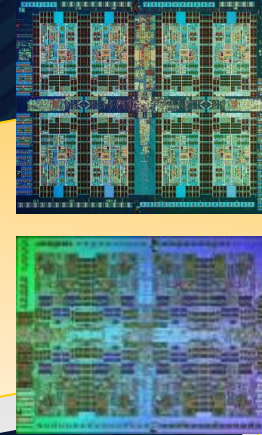
2004



POWER6/6+
65/65 nm

PAZARDAKİ
EN HIZLI
İŞLEMÇİ -
5.0 GHZ

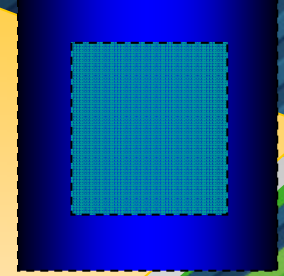
2007



POWER7/7+
45/32 nm

PAZARDAKİ EN
GÜÇLÜ VE EN
ÖLÇEKLENEBİLİR
SUNUCU

2010



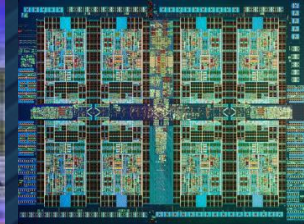
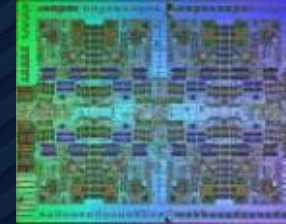
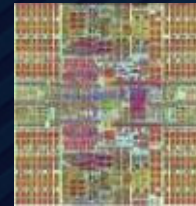
Future

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IBM POWER SYSTEMS İŞLEMCI DİZAYNI
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	POWER5	POWER5+	POWER6	POWER7	POWER7+
Technology	130nm	90nm	65nm	45nm	32nm
Size	389 mm ²	245 mm ²	341 mm ²	567 mm ²	567 mm ²
Transistors	276 M	276 M	790 M	1.2 B	2.1 B
Cores	2	2	2	8	8
Frequencies	1.65 GHz	1.9 GHz	4 - 5 GHz	3 - 4 GHz	3.6 - 4.4+ GHz
L3 Cache	36MB	36MB	32MB	4MB / Core	10MB / Core
LPAR	10 / Core	10 / Core	10 / Core	10 / Core	20 / Core



The new enterprise Power Systems with POWER7+

Power 770

- POWER7+ processors
 - Up to 48 cores @ 4.2 GHz
 - Up to 64 cores @ 3.8 GHz
 - 12 or 16 core 4U Nodes
 - Up to 4 Nodes per system
- ✓ *Increased performance and scale*
 - ✓ *Now up to 20 VMs per-core*
 - ✓ *Increased energy efficiency*
 - ✓ *Elastic Capacity on Demand*
 - ✓ *Enterprise RAS*
 - ✓ *10 MB L3 cache*
 - ✓ *Enhanced energy / 5X performance per watt*
 - ✓ *%20 better performance / P7*

Power 780

- POWER7+ processors
 - Up to 64 cores @ 4.4 GHz
 - Up to 128 cores @ 3.7 GHz
 - 16 or 32 core Nodes
 - Up to 4 Nodes per system
- ✓ *Increased scalability to 128-cores*
 - ✓ *Increased performance per-core*
 - ✓ *Now up to 20 VMs per-core*
 - ✓ *Increased energy efficiency*
 - ✓ *Built-in Elastic Capacity on Demand*
 - ✓ *Share resources in Power Systems Pool*
 - ✓ *Enterprise RAS*
 - ✓ *10 MB L3 cache*
 - ✓ *Enhanced energy / 5x performance per watt*
 - ✓ *%20 better performance / P7*



New features of the enterprise Power 795



Power 795

- High-end POWER7 server
 - Up to 256 cores @ 4.0 GHz
 - Up to 128 cores @ 4.25 GHz
 - 1 - 8 processor books
 - Up to 1,000 VMs
 - Active Memory Mirroring
-
- ✓ *Now up to 16 TB Memory*
 - ✓ *Now up to 20 VMs per-core*
 - ✓ *New Integrated Bus & I/O adapters*
 - ✓ *Built-in Elastic Capacity on Demand*
 - ✓ *Share resources in a Power Systems Pool*
 - ✓ *Enterprise RAS*

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The new enterprise Power Systems with POWER7+

POWER7+ ile

55% enerji
tasarrufu

<1 GÜN

den daha az
zamanda cloud
konuslandırın

DAKİKALAR

içinde yeni bir
sanal makine
yaratın

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The new enterprise Power Systems with POWER7+

Power7'ye göre
20% daha iyi
performans

99.997%
veri ve uygulamalar
için ayakta
kalabilirlik

PowerVM
Live Partition Mobility
ile bakım ve
güncellemelerde
kesinti yaşamayın

\$1.4B AR-GE YATIRIMI

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✓ Ayakta Kalabilirliğin Maliyeti Nedir?
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AYAKTA KALABİLİRLİK	~ DAKİKA / YIL	~ BİRİM MALİYET	~ 1000 X (\$ - TL - €)
99.997%	15	1.0	1.000,00
99.99%	53	3.3	3.300,00
99.90%	525	33	33.000,00
99.00%	5256	333	333.000,00

Power is resiliency without downtime



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En iyi UNIX
Sistemi

İnanılmaz performans, sanallaştırma, esnek ve güvenli

Veri Tabanı için
en iyi platform

Yüksek erişilebilirlik, güvenlik ve performans :Veritabanı iş yükleri için en iyi platform : UNIX – LINUX – IBM “I”

Konsolidasyon ve
Sanallaştırma için
en iyi platform

Dinamik kaynak tahsisi ve yönetimi; güvenilir, ölçeklenebilir sanallaştırma platformu

En iyi ERP
platformu

SAP gibi ERP'ler için en iyi platform. SAPS Benchmarks - SD TIER-2

Power7'nin zamanında duyurulması ile birlikte **2010** yılından günümüze **2700** UNIX müşterisi IBM POWER Systems platformuna migration yapmıştır.

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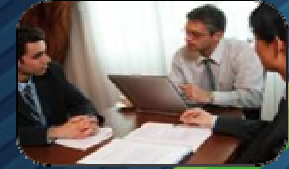


Size nasıl yardımcı olabiliriz? IBM Connected 2012 Istanbul

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Lab Services

- İnteraktif değerlendirmeler ve eğitim
- Proofs-of-concept, Architecture, Implementation & Testing
- For IT Administrators, IT Architects, Database Administrators



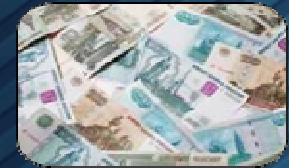
Global Technology & Infrastructure Services

- Uygulama ve sistem taşıma değerlendirme hizmetleri
- Cognos Analytics Lab services for install, tuning, & skills transfer
- İş sürekliliği ve esnekliği servisleri



Global Financing

- %100 IBM Finansmanı
- Uygun Leasing koşulları ve paketleri
- Cloud Altyapı Finansmanı





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