



# IBM Connected 2013

## Her Deneyim Bir Kazanım

İnovasyon Aracı Olarak Bulut Bilişim  
Örnek Vaka Çalışmaları

Burçak Soydan, IBM Türk

#connected





M.Ö. 3000



M.Ö. 2000



15. yy



16. yy



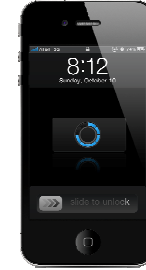
17.yy



19. yy



20. yy



2007



2013





Hatalı bir hybrid-cloud uyarlaması 😊

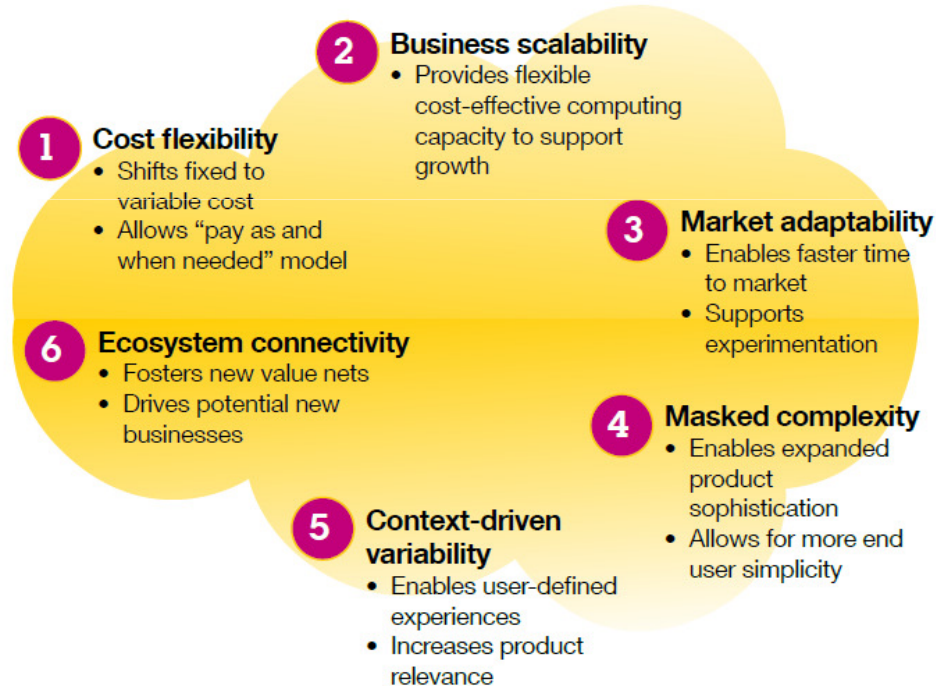


# IBM SmartCloud: Rethink IT, Reinvent Business

## 1 Optimizers

## 2 Innovators

### Cloud's business enablers



Source: IBM Institute for Business Value analysis, 2012.

## 3 Disruptors



## The Link Institute

### What if you founded your market research on actual emotional response, not assumptions or participants' recollections?

A research firm employs a facial recognition solution that measures and interprets emotions with unprecedented accuracy, helping its customers create and refine product messages and campaigns that better resonate with target audiences.

### The Opportunity

Large companies throughout Europe trust the Link Institute to provide accurate insights into how people view and respond to their brands and advertising and marketing messages. The firm used traditional methods such as video to measure emotional response but found the process ineffective at capturing minute changes in reactions and emotions. To better capture, process and analyze the emotional response of audiences and to arm its customers with actual and reliable data, the institute sought to take advantage of emotion recognition technology.

### What Makes it Smarter

Because the most successful ads are those that evoke an emotional response, marketers spend a considerable amount of time and money testing and refining their messages to ensure that audiences respond accordingly. With its highly sophisticated emotion recognition system, the Link Institute firm provides its customers with detailed insight into how people respond to brands and messages. As participants watch a commercial, 2-D video and 3-D face mapping technology capture and interpret emotions on a second-by-second basis. Thereafter, sophisticated algorithms and analytics compute precise scores for each emotion, creating overall emotional performance indices from which predictive models can be built. The final results not only reveal differences in reactions by gender, but also help determine if the originally intended response was ultimately elicited. For instance, if a shampoo campaign that was intended to evoke feelings of youth and vitality instead promoted reactions of laughter or disdain, creative teams could precisely pinpoint the cause of the unwanted response and revise their strategy before launching an ill-fated campaign.

### Real Business Results

- Delivers test results up to 90 percent faster—from weeks or days to hours
- Improved the number of evaluations in a 30-second video by up to 240 times when compared to standard tests, giving marketers more data on which to base decisions
- Increased the accuracy of interpreting and measuring human response, thereby helping marketers refine and hone advertising messages



### Solution Components

- IBM® SmartCloud Enterprise
- IBM® SPSS® Statistics
- IBM® System x3950
- Microsoft® Windows Server
- IBM Business Partner® nViso – Emotion Recognition SaaS

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By gauging response and emotion, the solution helps our customers create ads and promotions tailored to specific audiences. It not only helps shorten and simplify the creative process and but also helps ensure that campaigns succeed.





# Value Networks in Cloud Computing

Figure 1 The value network of G-cluster in 2005

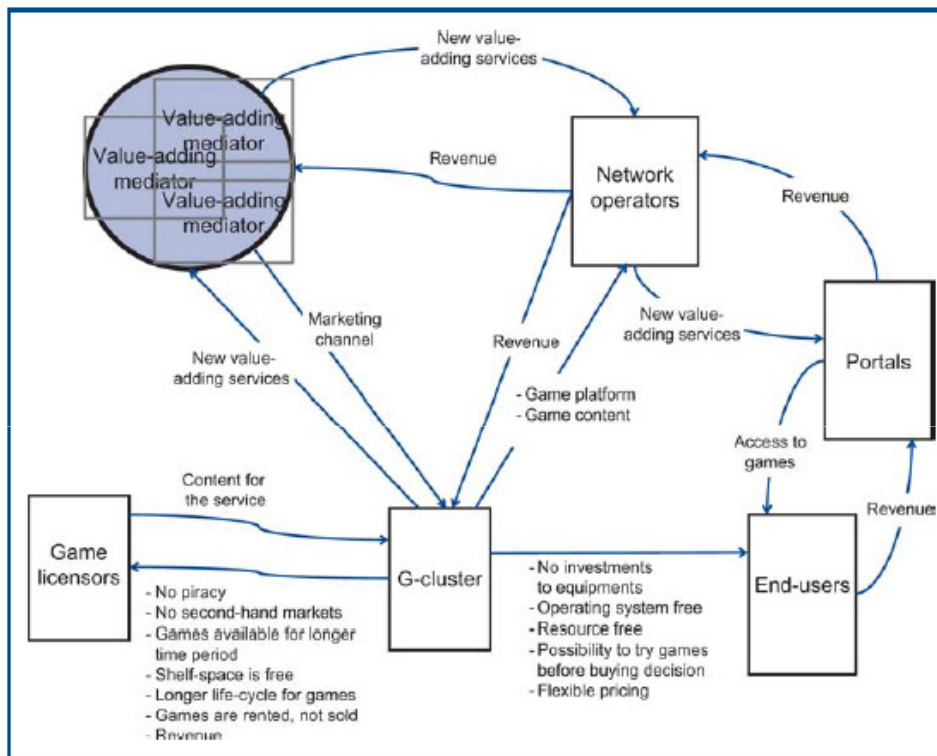
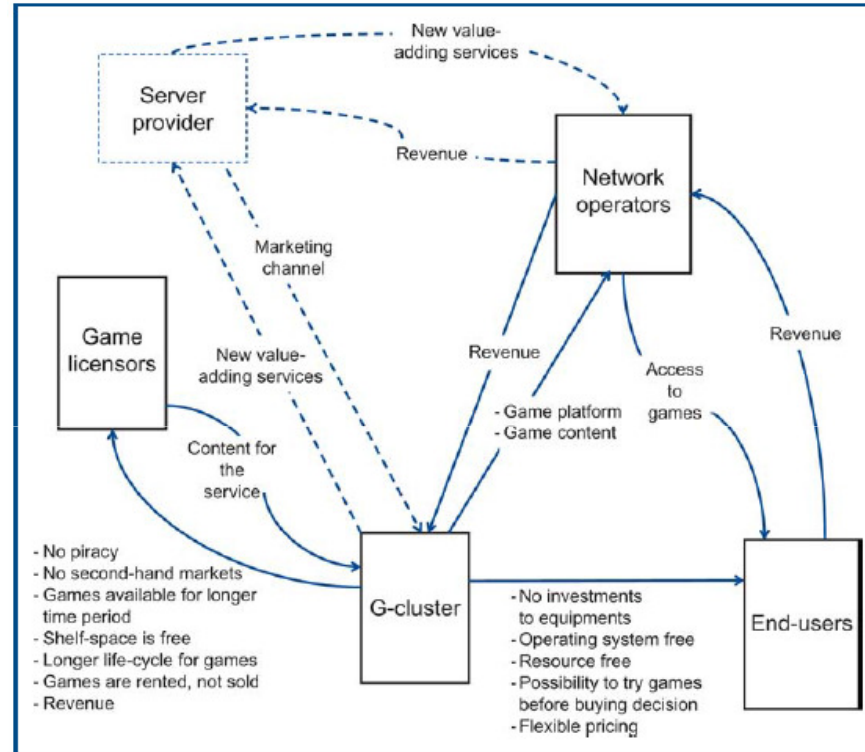


Figure 2 The value network of G-cluster in 2010



Journal of Business Strategy  
Emerald Article: Value networks in cloud computing  
Arto Ojala, Pasi Tyrväinen



## Energy Saving Trust

**What if you could assess and evaluate the energy efficiency of every home in the country?**

EST helps housing planners reduce the nation's carbon emissions and boost energy conservation efforts with a GIS-powered home analytics solution that delivers unparalleled insight into home energy efficiencies and opportunities for improvement.

### The Opportunity

Home energy use accounts for almost one third of all carbon dioxide emissions in Britain. Although new homes are now built to higher standards, most homes are old, and lack the insulation, technology and energy-efficient appliances needed to help reduce the country's carbon footprint. Energy Saving Trust (EST) is dedicated to helping citizens conserve energy by dispensing advice, plans and information. EST had amassed volumes of data on the nation's housing stock, yet struggled to make use of the data in a meaningful way, hampering energy conservation efforts and obscuring opportunities for improvement.



### Solution Components

- IBM Cognos® Business Intelligence V10
- IBM SmartCloud® Enterprise
- IBM Business Partner Assimil8 Ltd.
- IBM Business Partner Esri UK Ltd. – Esri Maps for IBM Cognos

### What Makes it Smarter

Energy conservation begins at home. This dictum, however, presents a considerable challenge for the United Kingdom: one in every five of its dwellings was built prior to 1919, when concerns about energy efficiency and greenhouse gases didn't exist. EST is leading Britain's charge to remedy the situation and reduce the nation's carbon emissions with a cloud-based home analytics solution—a comprehensive property and energy database that applies sophisticated analytics and advanced geographic information systems (GIS) technology against more than 250 million data points related to 26 million homes. By analyzing data such as property type, insulation levels, fuel type and potential for renewable technologies; and by drilling down to the address level, housing planners gain unprecedented insight into the country's housing stock and opportunities to reduce carbon emissions. For instance, housing planners can identify all houses that have south-facing roofs suitable for solar panels, plus their street addresses and which homes might be eligible for grants. This extraordinary insight into the energy use of homes helps operational teams better plan energy savings initiatives and more tightly focus on areas of greatest need.

### Real Business Results

- Facilitates the reduction of the UK's carbon footprint through home energy conservation
- Accelerated data access speeds by more than 90 percent—from three days to three seconds
- Improved housing planners' ability to identify opportunities and areas for energy conservation
- Transformed once-incoherent database into a comprehensive housing stock record

**“By providing new insight on the housing stock, for government and the private sector, we are contributing to a culture of data-driven decision-making which should ultimately help the UK achieve our energy efficiency targets faster and at a lower cost.”**

—Will Rivers, Housing Data Manager



**NETSiS**

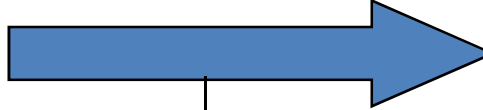


**NETLITE**

Kurulum yok,  
Güncelleme yok,  
Yedek almak yok,  
*Netlite işletmenizin sınırlarını kaldırıyor...*

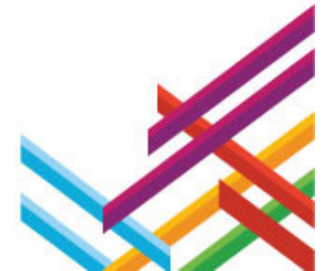
Ücretsiz Deneyin

Paket Yazılım Lisanslama



Software-As-A-Service

Fiyat Stratejisi  
Ürün Stratejisi  
Dağıtım/Kanal Stratejisi  
Reklam Stratejisi







As a brand licensee of Philips TV, TP Vision develops, manufactures and markets Philips-branded TVs from its headquarters in Amsterdam. Launched in April 2012, the company is a joint venture between Royal Philips Electronics and Hong Kong-based TPV Technology Ltd., created in response to an increasingly cost- and price-competitive market. The company combines the strength of the Philips brand with the innovation and agility of TPV Technology to deliver a superior TV experience to its customers. TP Vision employs almost 3,100 people around the world.

### Solution

TP Vision worked with IBM Global Business Services® – Application Innovation Services to migrate its development, testing and hosting operations to an IBM SmartCloud Enterprise+ infrastructure. The fully managed, production-ready cloud environment reduces operating costs by eliminating the need to acquire and manage a traditional hardware infrastructure. With the platform's pay-as-you-go pricing model, TP Vision only pays for active users, helping the company pass along savings to its customers and remain competitive as industry prices spiral downward. Additionally, the IBM SmartCloud Enterprise+ solution provides TP Vision with a scalable infrastructure, helping the company keep pace with its rapidly growing user base and provide the flexibility it needs to react to planned and unplanned spikes in usage.

### Benefits

- Reduces operating costs with a usage-based pricing model, translating into around a 40 percent decrease in cost per TV
- Increases customer satisfaction with near-real-time scaling to meet demand as well as cyclical and unplanned spikes in usage
- Eliminates the need to acquire and set up hardware, reducing provisioning time from up to two months to minutes

## Solution components

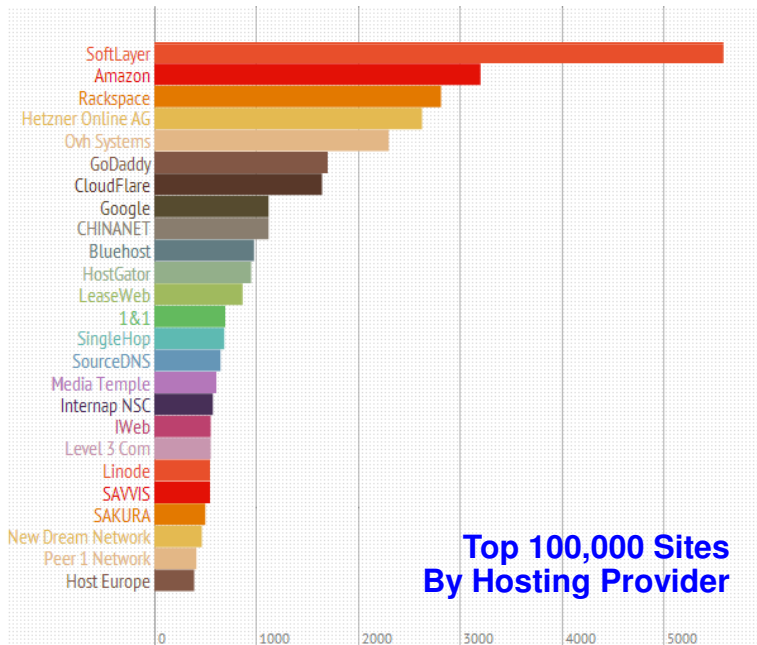
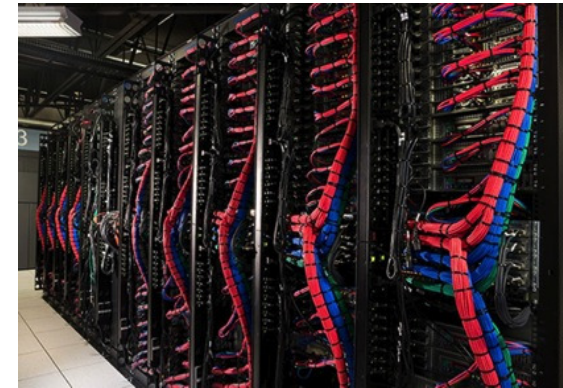
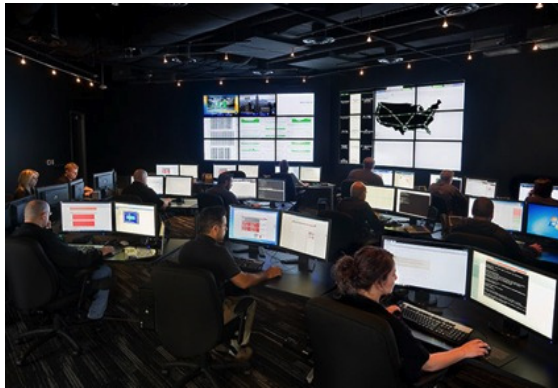
### Services

- IBM® SmartCloud® Enterprise+
- IBM Global Business Services® – Application Innovation Services



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# A global hosting leader



Source: Hostcabi.net

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**Customers** 21,000 in 140 countries

**Devices** 100,000

**Employees** 685

**Data centers** 13

**Network PoPs** 17

**Domains** 22,000,000



# SoftLayer Hakkında

3

imrendiğin hosting hizmet sağlayıcısı. türkiye'de şöyle bir firma olsun, 2 kat para vermeye hazırım. yok böyle bir hizmet, böyle bir kalite. her şeyi otomatize etmişler, her şey tıkır tıkır çalışıyor. web üzerinden otomatik scan işlemi başlatabilir, anlık network grafiğinizi izleyebilir, sunucunuzun network hızını artırıp azaltabilir, sunucunuzu reboot edebilirsiniz. it bünyesinde çalışan ve bunlarla hemen hemen aynı işleri yapan bir kişi olarak 50 tane sunucuyu bu şekilde yönetemediğimizi itiraf etmeliyim (hoş firmada yapmak zorunda olduğumuz ve aslında bizim asli görevimiz olmayan işleri sayarsam ve bunları kaç kişiyle idare ettiğimizi söylersem softlayer çalışanlarının dibi düşer ya o da ayrı bir konu). ben adamların sistematiğine imreniyorum. iphone için geliştirdikleri uygulama bile aşmış. dedicated hosting alacaksanız hiç düşünmeyin, fiyatları normalden pahalı ancak türkiye'de oradan aldığım 100mbit bağlantı yerine 1 mbitlik bir bağlantı talebime aylık 4 kat fazla istendiğini gören biri olarak neye göre, kime göre demek isterim. gıpta ile izlemekteyiz.

paylaş ▼

16.12.2010 12:00 kisinin degeri aradigi seydir

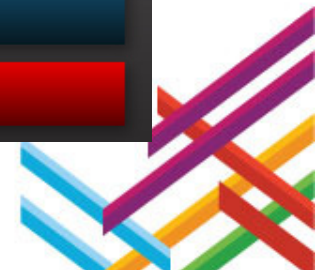
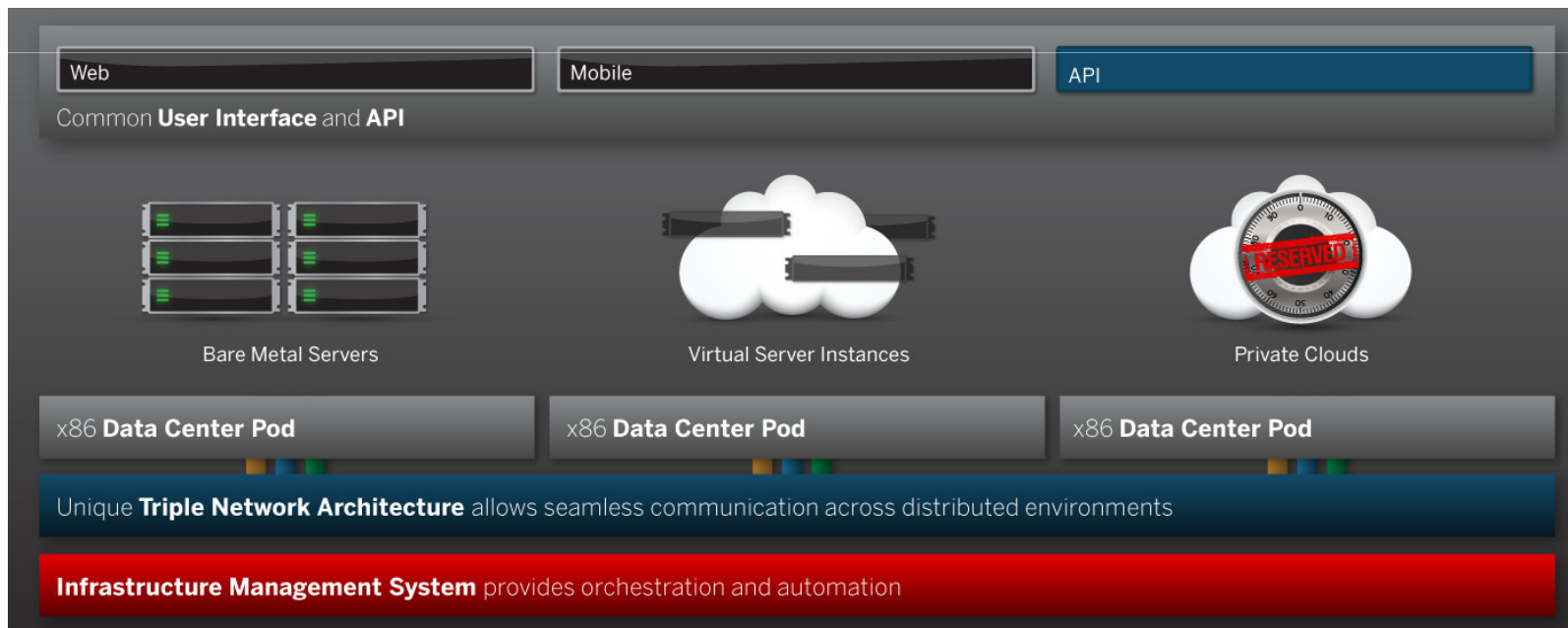
Kaynak: Ekşisözlük (<https://eksisozluk.com/softlayer--1863959>)



# A better platform

*Unified architecture with common management and programming interfaces*

- Common command and control interface across a unified architecture
- Combine bare-metal servers, public cloud instances and private cloud deployments into distributed hybrid architectures and manage from a single control pane and API (1600 function calls to 200 Services)
- All deployed on-demand and provisioned in real-time
- Ideally suited to big data deployments, high I/O and latency-sensitive apps





# Service portfolio

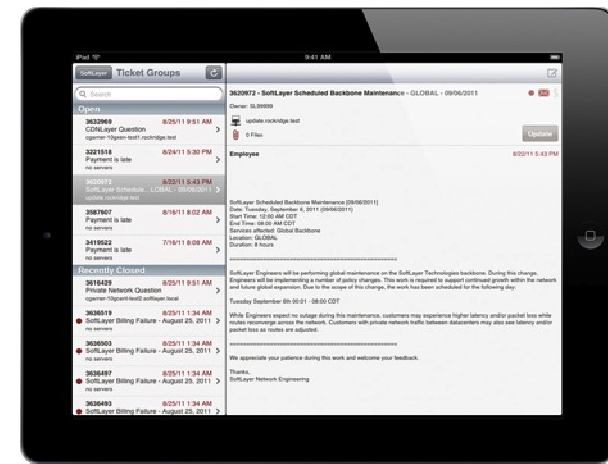
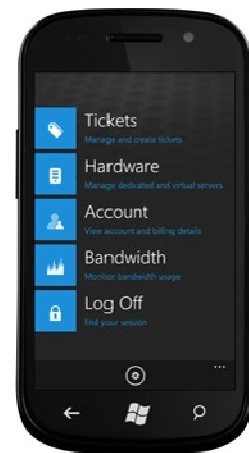
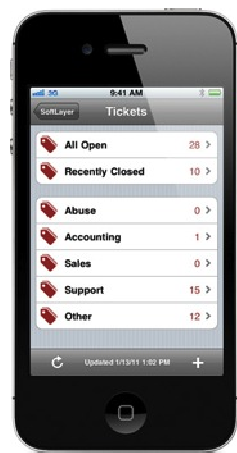
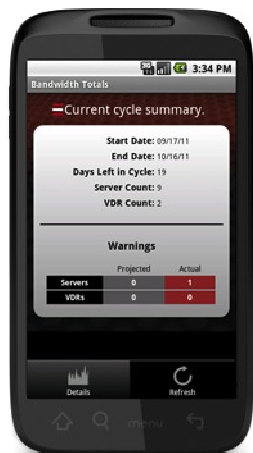
The screenshot displays a dashboard for the IBM Service Portfolio. At the top, there are five buttons for different device types: Web, iPhone/iPad, Android, Windows Mobile, and Agent. Below this is a section for Management Portals. The dashboard is divided into two main columns: DEVELOPMENT and ADMINISTRATION. The DEVELOPMENT column includes buttons for API, Message Queue, and Managed Hosting. The ADMINISTRATION column includes buttons for Monitoring, Flex Images, and RescueLayer. Below these is a Platform Management section. The Network & Security section features a grid of red buttons for Firewalls, IDS/IPS, Anti-Virus/Malware, SSL Cert Management, Load Balancers, Global DNS, Domain Services, and CDN. The Compute & Storage section includes buttons for Bare Metal Servers, Virtual Server Instances, SAN, NAS, Object Storage, and Backup. On the right side, there are two diagrams under the heading 'Solution Sets'. The 'Private Clouds' diagram shows a multi-tier architecture with servers and storage. The 'Big Data' diagram shows a data lake architecture with a central database and multiple servers. A hamburger menu icon is visible in the bottom right corner of the dashboard.





# Complete control

- Mobile and Web-based management portals
- Purchase, provision, deploy & manage infrastructure
- Access to services, tools, automation & tutorials
- Secure access via VPN to management network
- Two-factor authentication to Web portal



Software as a Service



Social



Platform as a Service



Hosting & Service Providers



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Mobile & Communications



Games and Entertainment



Marketing and Digital Media



Enterprise



\* SoftLayer references,



# www.softlayer.com

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**IBM Closes Acquisition of SoftLayer**  
SoftLayer joins new cloud services division which combines SoftLayer

Partner Focus  
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# IBM Connected 2013

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## Teşekkürler

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