

Pulse

Comes to You



IBM®

Managing the World's Infrastructure

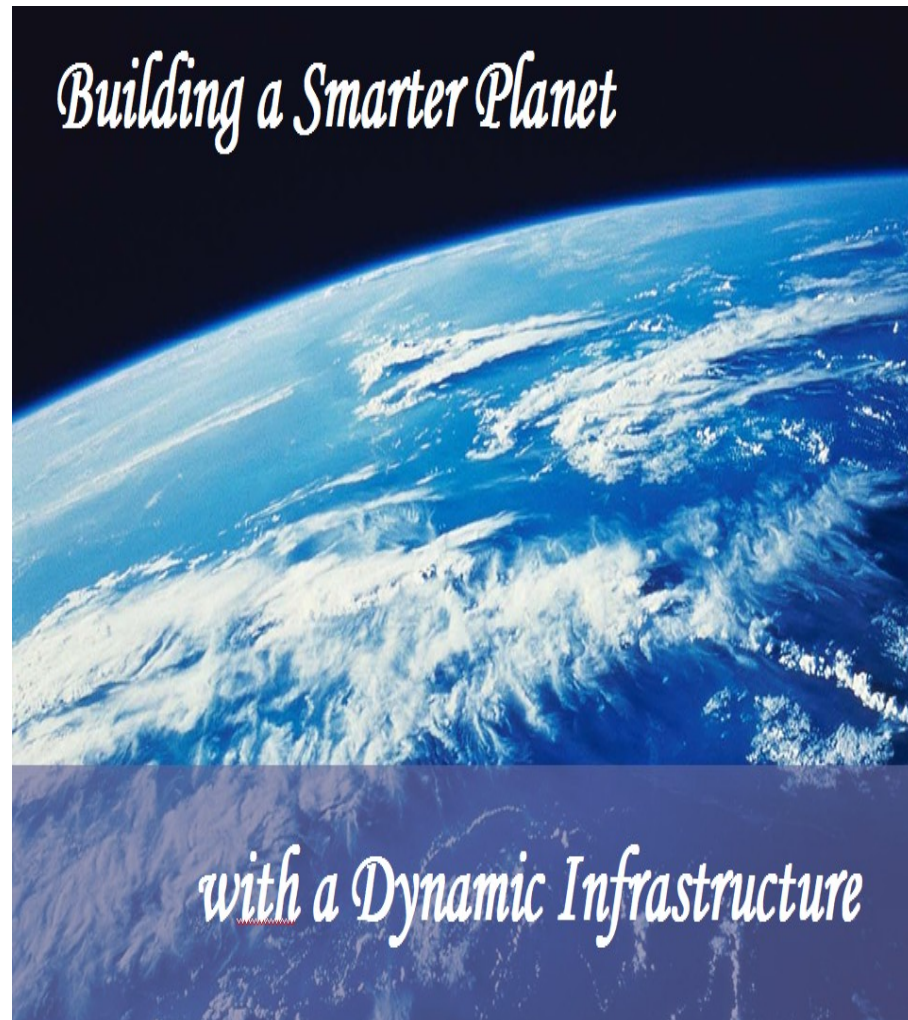
Maliyetler, Servis Kalitesi, Riskler

Ercan Bulut

Teknik Satış Müdürü, IBM Sistem ve Teknoloji Grubu

Dinamik Altyapı

- Altyapı
- Dinamik Altyapı
 - Hedefler
 - Vizyon
 - Sistemler ve Teknoloji
 - İnsiyatifler
 - DNA
- Ne yapmalı ?
- IBM işbirliği olanakları ?



BT Fiziksel Altyapılarında durum ???

**Vizyon eksikliği → Sorunlar “kaçınılmaz kader”dir !
Çözümler palyatiftir.**

**Vizyon varsa, yol haritası belliye → “Yarın”, fırsat demektir !
Çözümler yeni kaynaklar yaratır !**



Ya “Çevre” açısından ???



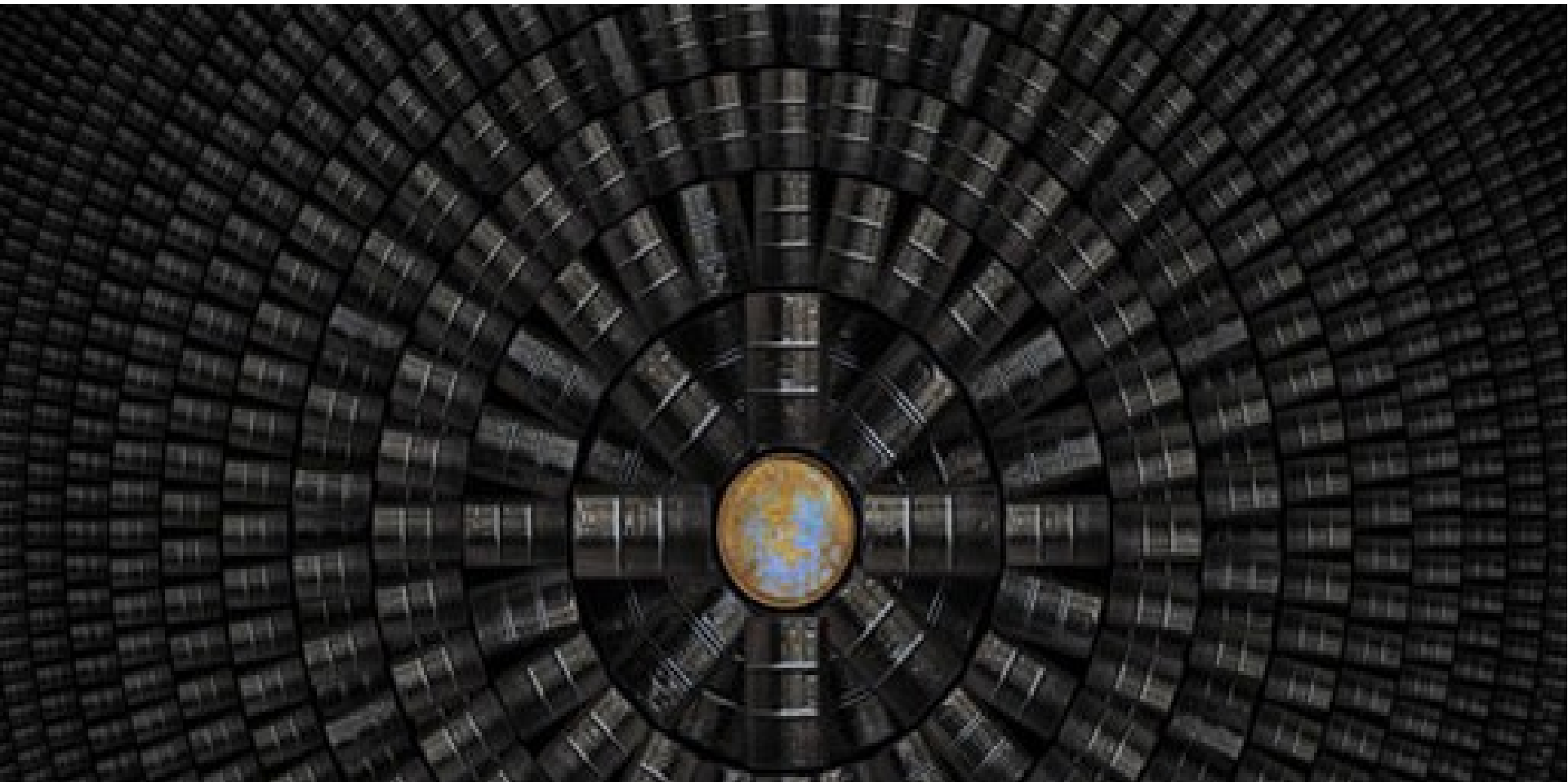
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Gece açık bırakılan PC'lerin israf ettiği enerji

Bir yılda 12 Milyon Varil petrole eşdeğer.



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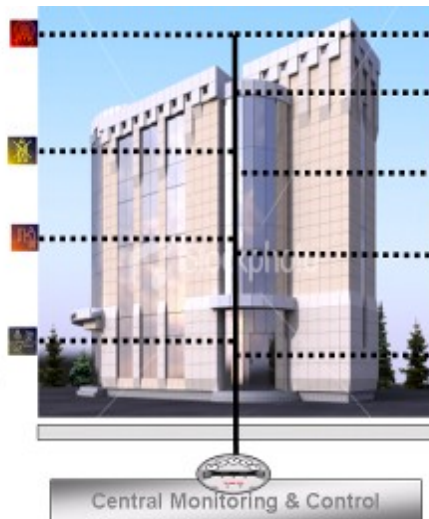
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Veri patlamasında daha da hızlanma bekleniyor !



- FIRE**
Functionality checks
Detector service
Fire, Life, Safety
IP Gateway to IP
Responder
- SECURITY**
Distro/Cameras
PIR
Integration
- ACCESS**
Doors
Buildings
Occupancy
Feed Forward
- ENERGY**
Utility Monitoring
(Elec/Water/Gas/Oil)
Tenant Monitoring
Air/Water
Heat
Lighting
Back-up Generation



- COMMUNICATIONS**
Voice/Video/Data
- LIGHTING**
Schedules
Occupancy Sensing
Tenant Metering
- LIFTS**
Breakdown
Maintenance
Traffic Performance
- 24/7 MONITORING**
Breakdown Alarms
Central Plant Tuning
HVAC Conditioned
Car Park Utilization
- HVAC**
Performance Optimization
Air-Handling Unit
Boilers
Pumps
Fans
Energy Control
Variable Air Volume
Air Quality

Single IP network

Watching the display

Passing by display



Video analytics



Surveillance



Bugünün öncelikleri Kurumların arayışları ?



- **Maliyetler kontrol altına alınmalı, Yeni yatırım kaynakları yaratılmalı**
- **Güvenlik sağlanamazsa, sarsılmaz bir altyapı kurulamazsa, işimiz tehlikede**
- **Servis kalitesi gelişmezse müşteri kaybedeceğiz**
-





- Gartner Tahminleri :

- Kurulu Veri merkezlerinin yarısı, “eski” durumdadır
- “Global 1000 şirketleri”nin en az %70’i, gelecek 5 yılda, kendi veri merkezlerinde çok önemli değişimler yapacaklar

-- Gartner, Eylül 2007



2009 Launch Series



Dynamic Infrastructure **

PART I (Feb 9)
[DI Introduction](#)

PART II (April 28)
[DI Roadmap](#),
[Cloud](#),
[Networking](#),
[New Platform/](#)
[Brand News](#)

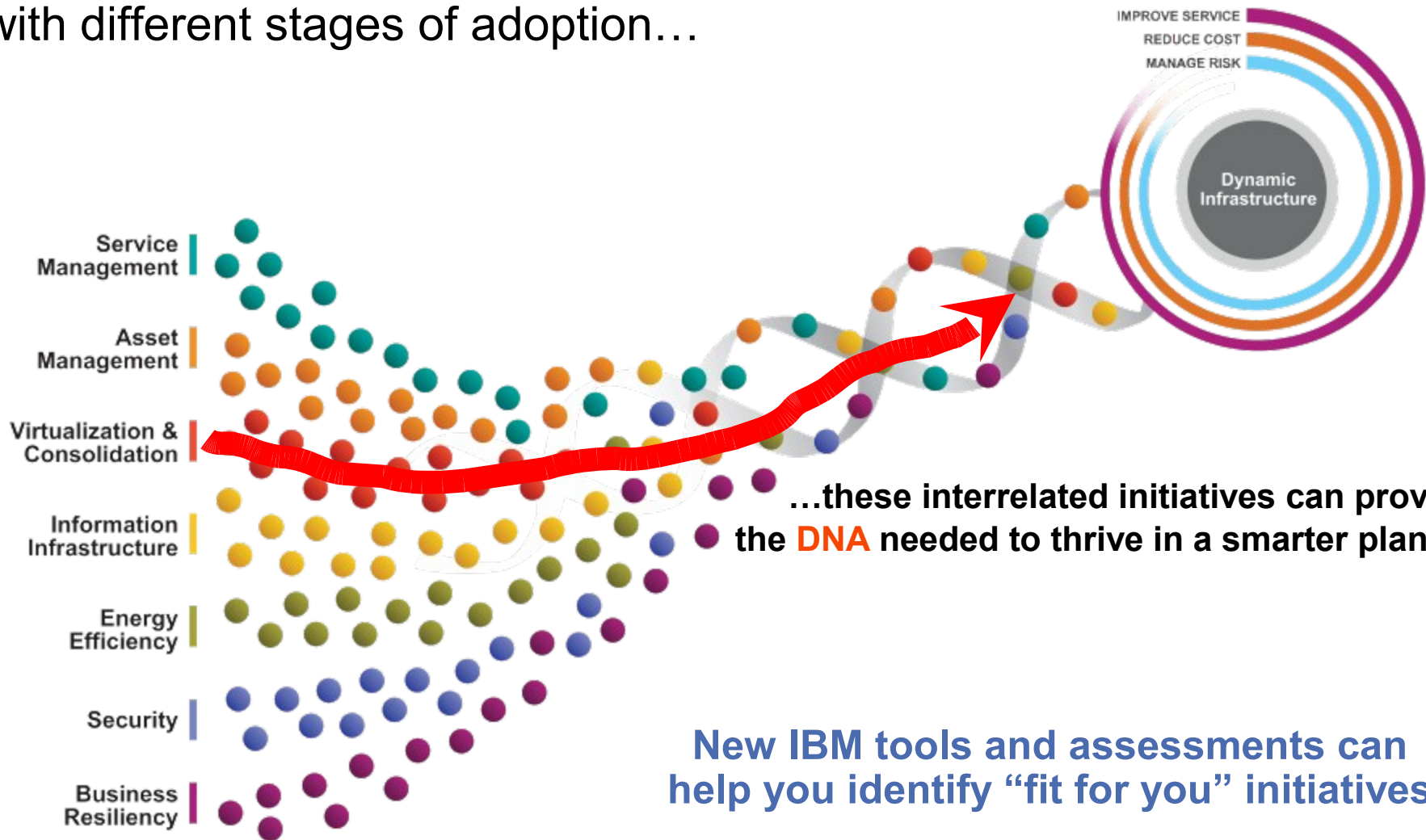
PART III
[Infrastructure](#)
[Excellence](#)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Data Center Optimization & Mid-market Program Integration



A dynamic infrastructure is a journey with different stages of adoption...



...these interrelated initiatives can provide the **DNA** needed to thrive in a smarter planet.

New IBM tools and assessments can help you identify “fit for you” initiatives

IBM's solution strategy is aligned with the needs of a dynamic infrastructure.

A DYNAMIC INFRASTRUCTURE HELPS...

IBM IS INVESTING IN...

REDUCE COST

- Energy efficient servers, storage, and facilities.
- Virtualization and consolidation solutions.
- Information infrastructure.
- Standardization and automation.

MANAGE RISK

- Pervasive and preventive security solutions.
- Resiliency centers and continuous availability solutions.
- Compliance and long term information retention.

IMPROVE SERVICE

- Cloud based services and solutions.
- Service Management Industry Solutions.
- Application management and hosting.



Reduce Cost Imperative.

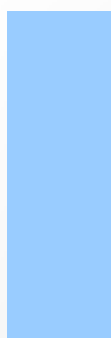


Virtualization can enable benefits beyond consolidation.

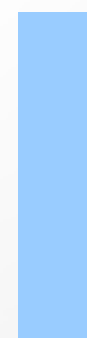
.... creates unprecedented flexibility and responsiveness.



Create many virtual resources within a single physical device.



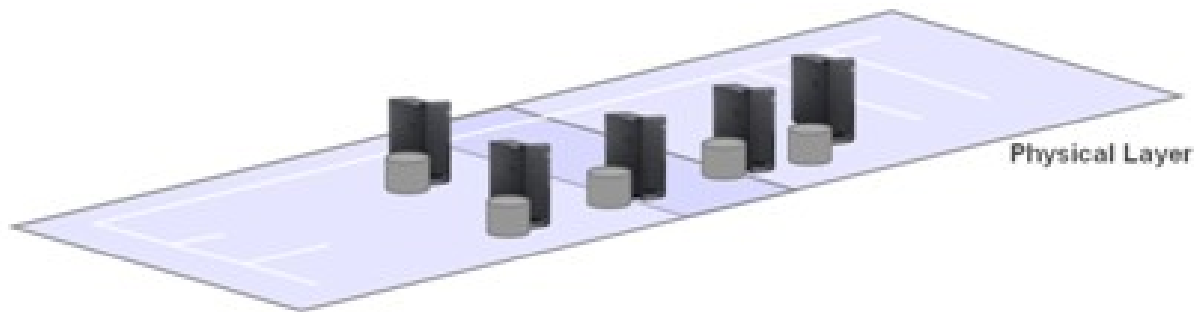
Reach beyond the box — pool and manage many virtual resources as one.



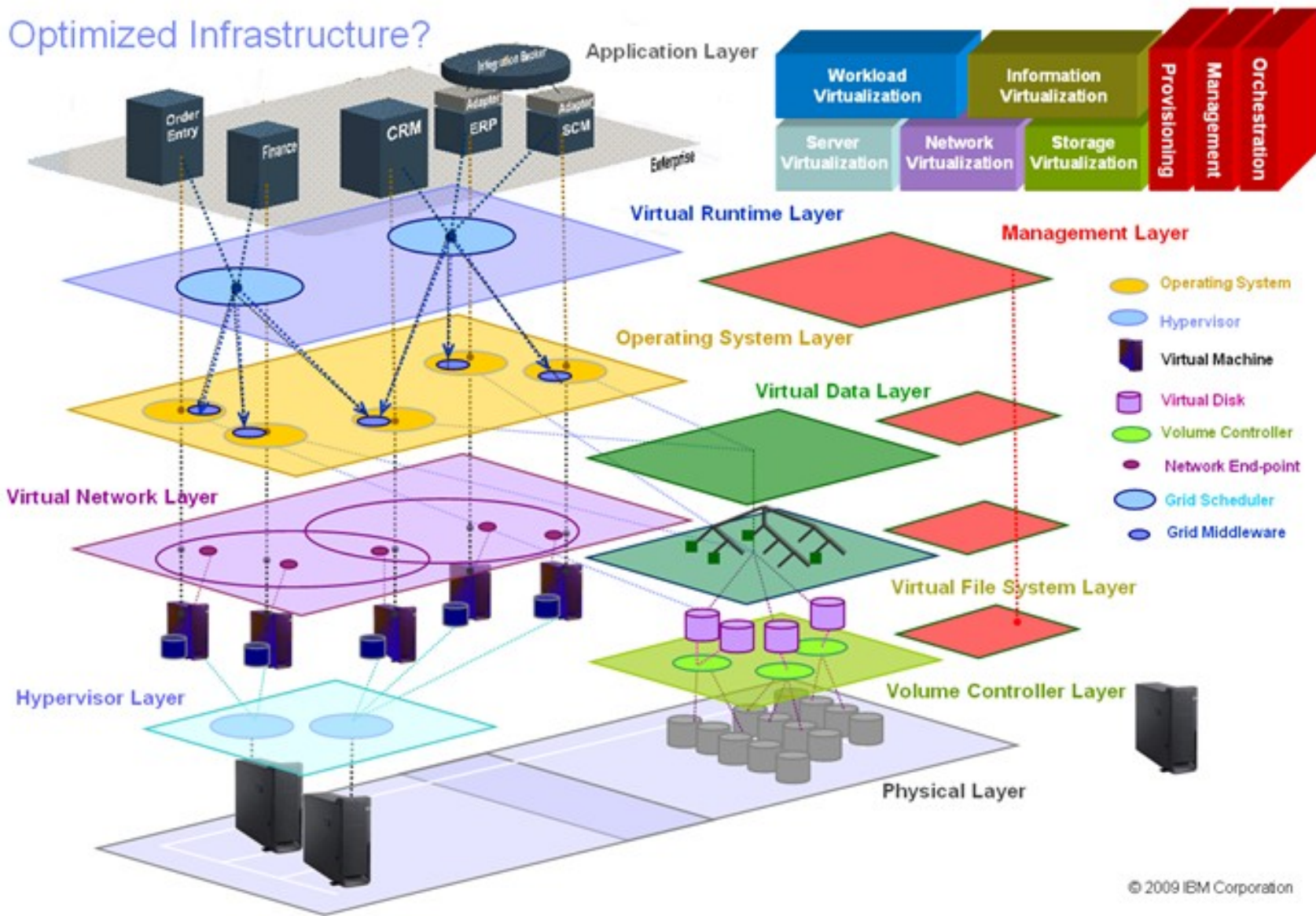
Dynamically change and adjust across the infrastructure.



Optimized Infrastructure?



Optimized Infrastructure?



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Extend the life through consolidation and virtualization.

Achieve energy and total cost of ownership savings.



**Server
Virtualization**

Up to 30-70% TCO savings

- Up to 33-50% floor space and facility costs.
- 33-70% hardware costs.
- Up to 50% maintenance costs.
- Up to 33% support costs.



**Storage
Virtualization**

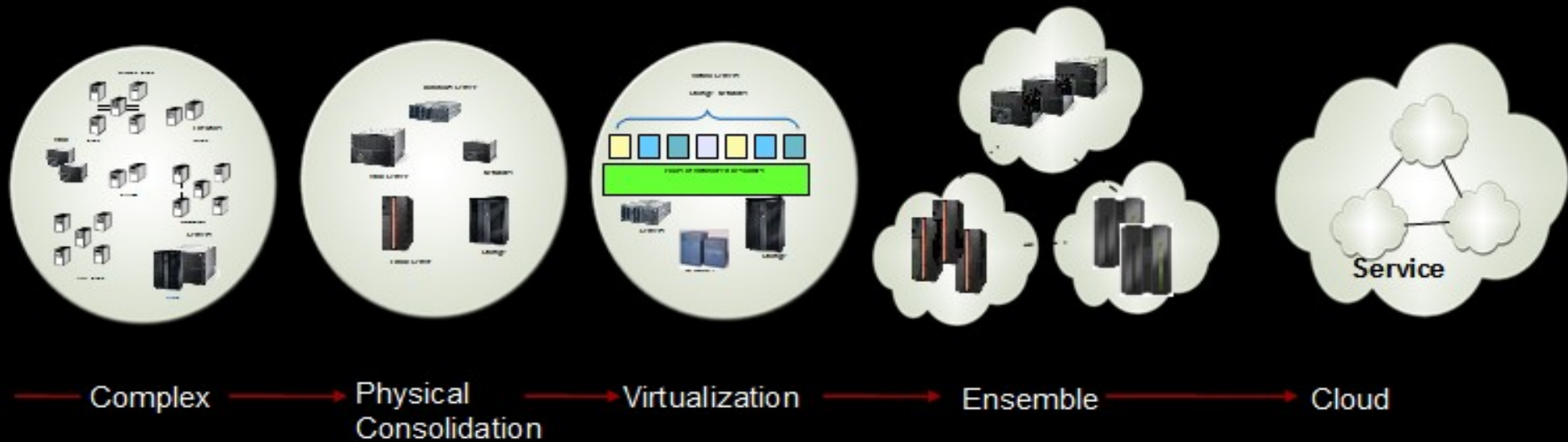
TCO savings by reclaiming up to 20% storage

- Up to 25% reduction in new storage capacity.
- Up to 30% increase in storage utilization.
- Up to 60% migration costs savings.



DI – Sanallaştırma : Uygulama Aşamaları

Çevik, Sağlam, Güvenli, Yeşil, israfsız, ...



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Systems and Technology is ready

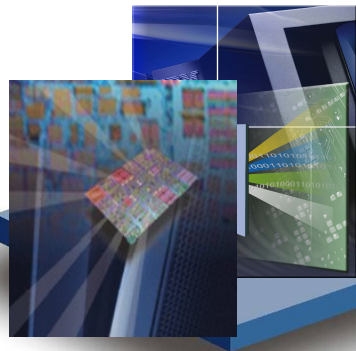
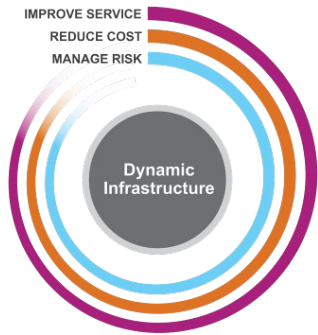


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System z: The Path to the Ultimate DI Platform



IBM System z10 - The worlds most powerful enterprise computing platform

- Performance
- Capacity
- Resilience
- Responsiveness
- Expanded offload on zIIP
- LOW COST OF OWNERSHIP

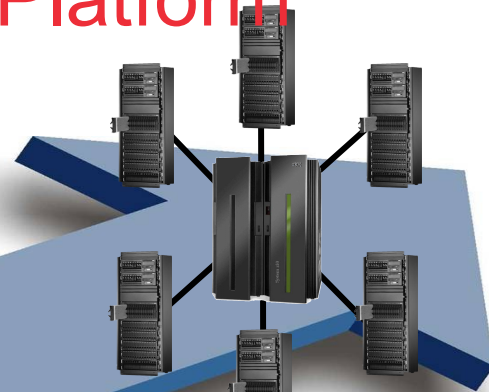
Specialty Engines (IFL, zAAP, zIIP)

Lowering the cost of deploying new workloads



Integrated or network attached Accelerators

- Delivering new functionality
- Increasing efficiencies
- Enabling new solutions
- Superior price/performance



The next evolution of IBM Mainframe computers

Extend mainframe qualities to a heterogeneous Dynamic Infrastructure to Support Business Critical Applications

Starting 2009

Starting 2010

System z Offerings for Dynamic Infrastructure – April 28

Reduce Cost

- **Cloud Computing:**
 - System z Cloud proof points
- **Virtualization:**
 - System z10 EC and z10 BC Enhancements
 - Cognos BI 8.4 - Go!Mobile, Go!Dashboards
- **Energy Efficiency:**
 - System z10 EC and System z10 BC Enhancements
 - Energy Efficiency SOD
- **Financial Flexibility:**
 - System z through IGF

Improve Service

- **Information Infrastructure:**
 - System z and System Storage
 - Cognos BI 8.4 - Go!Mobile, Go!Dashboards
 - FICON Express 8
- **Asset Management:**
 - IBM Systems Director



Manage Risk

- **Security:**
 - System z10 EC EAL5 Certification
 - ACI Payments; ACI PRM and Integrated Risk Management
 - z/VSE V4.2.1
- **Business Resiliency**
 - System z10 EC and z10 BC Enhancements
 - ACI Payments; ACI PRM and Integrated Risk Management
 - z/VSE V4.2.1



z/OS



Many enterprises are taking steps forward ..



DI – IBM’s Own Transformation Experience

Benefits over the past 5 years :

- 3900 Distributed Servers → 30 x IBM Z9 !!!
- 85% saving on IT Data Center m2
- Reduced labor cost
- Cumulative benefit yield of **\$4.1 B**

	<u>1997</u>	<u>Today</u>
CIOs	128	1
Host data centers	155	7
Web hosting centers	80	5
Network	31	1
Applications	15,000	1,700

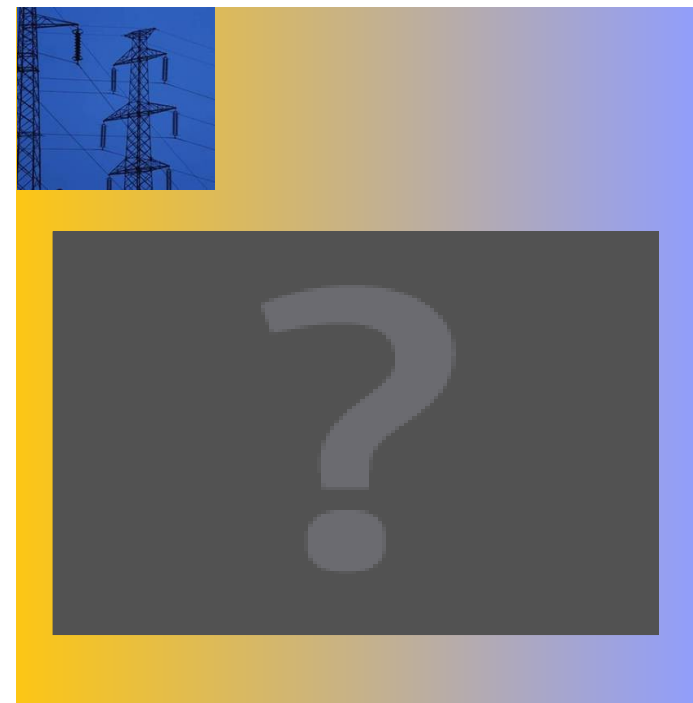
PG&E yaklaşık 300 UNIX sunucusunu ALTI sunucuya konsolide etti

IBM ve PG&E
ortak konsolidasyon çalışması



*Pacific Gas and
Electric Company®*

- Enerji ve sistem odası maliyetlerinde % 80 azalma
- Sistem kullanım oranının % 10'dan yüzde %80 e artışı
- IBM Rear Door Heat eXchanger kullanımı ile soğutma maliyetinde % 60 azalma



http://searchdatacenter.techtarget.com/originalContent/0,289142,sid80_gci1255025,00.html



IBM “Project Big Green”

- BT’de enerji verimliliğinin dramatik şekilde artırılabilmesi için inovasyon
- IBM yılda 1 milyar Dolar ayırıyor
 - 2010 yılına kadar, güç tüketimini ve CO₂ emisyonunu arttırmadan, IBM’in kendi BT altyapısında, işlem kapasitesi iki katına çıkartılacak
 - IBM kullanıcılarına BT enerji sorunlarını çözmekte yol haritası sağlayacak



Stages of adoption in some initiatives

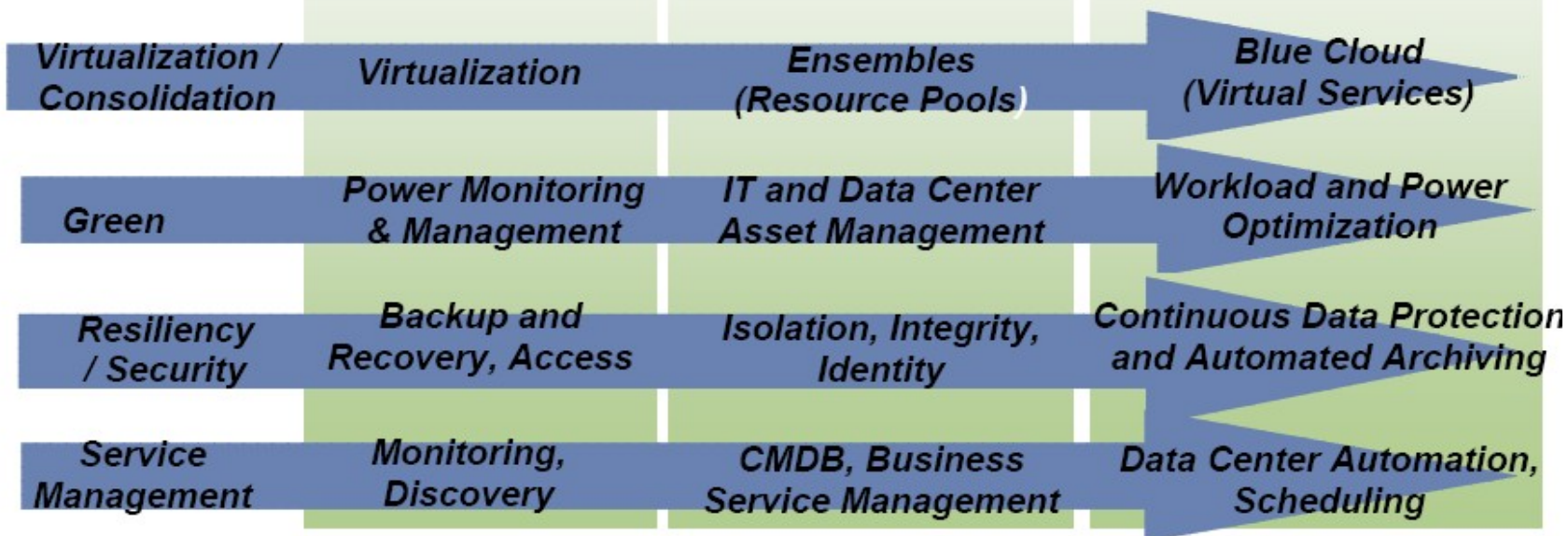
Simplified



Shared



Dynamic



IBM offers cooperation



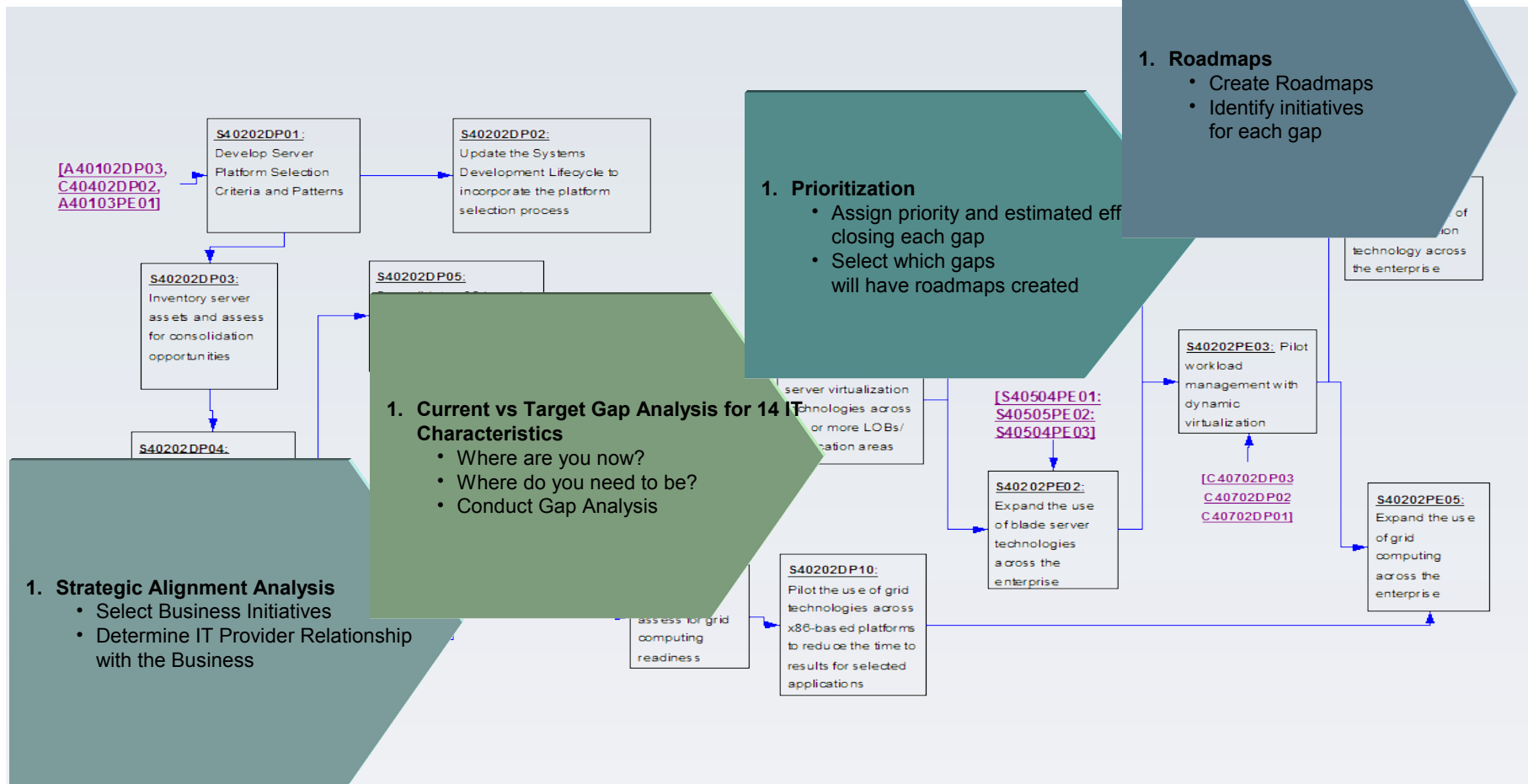
Şirketlere sunulan IBM DI olanakları

DI Journey	DI – Innovation Workshop GB Technical Bridge Workshop
Costs	
- server :	IT Optimization review Zodiac, Cobra, Visian, or zRace study
- storage :	SPACE
- facilities :	IT Optimization Assesment Tool
- green IT:	IT Systems Energy Efficiency Assessment
Improve service :	Adopting ITIL V3 ITSM Mini Assessment
Resilient Business :	Resilient Business Infrastructure Workshop
Security :	Client Security Readiness Workshop



The Dynamic Infrastructure Innovation Workshop

Uses a Defined Methodology to identify Strategic Business Alignment, and Current vs Target Gaps, Then, Develop a Roadmap



Dynamic Infrastructure Innovation Workshop Evaluates 14 IT Characteristics

Domains of Capability	Finance	<ul style="list-style-type: none"> • Financial Management
	Process	<ul style="list-style-type: none"> • Service Support • Solution Deployment • Service Delivery • Service Automation • Security & Compliance Management
	Environment	<ul style="list-style-type: none"> • Site and Facilities
	Network	<ul style="list-style-type: none"> • IT Network Resources
	Storage	<ul style="list-style-type: none"> • IT Storage Resources • Information Lifecycle Management (ILM)
	Compute	<ul style="list-style-type: none"> • IT Host Resources • Unix Servers • X86-based Servers • Midrange Servers



Teşekkürler.



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Bu sunum 28 Mayıs 2009 tarihinde Swiss Otel'de yapılan Tivoli Pulse 2009 toplantısı için hazırlanmıştır.

<http://www.ibm.com/software/tr>

<http://www.ibm.com/software/tr/tivoli>

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