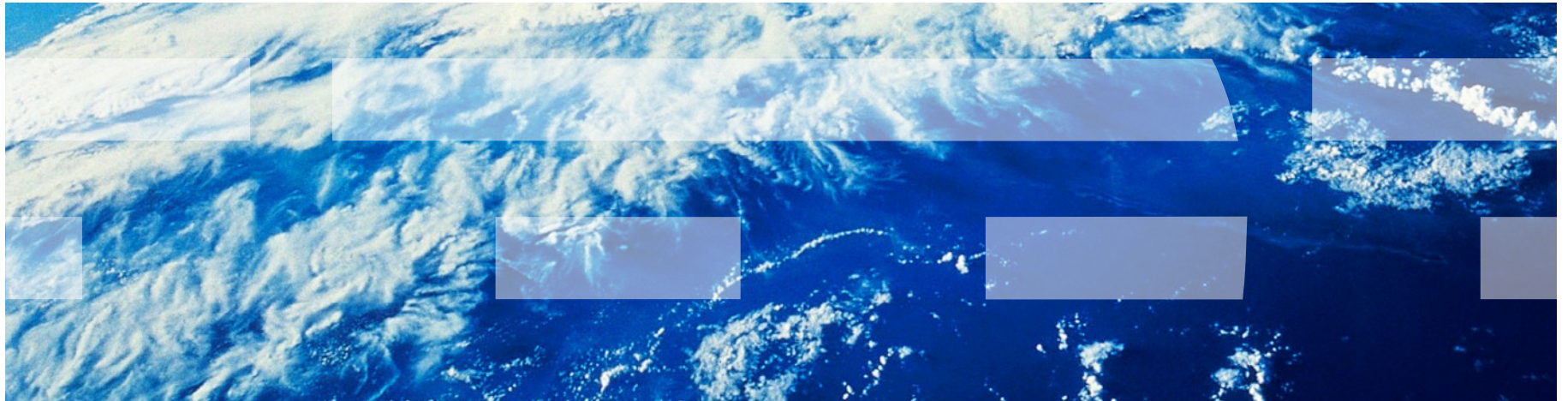


Birant Akarslan– Hizmet Satış Lideri

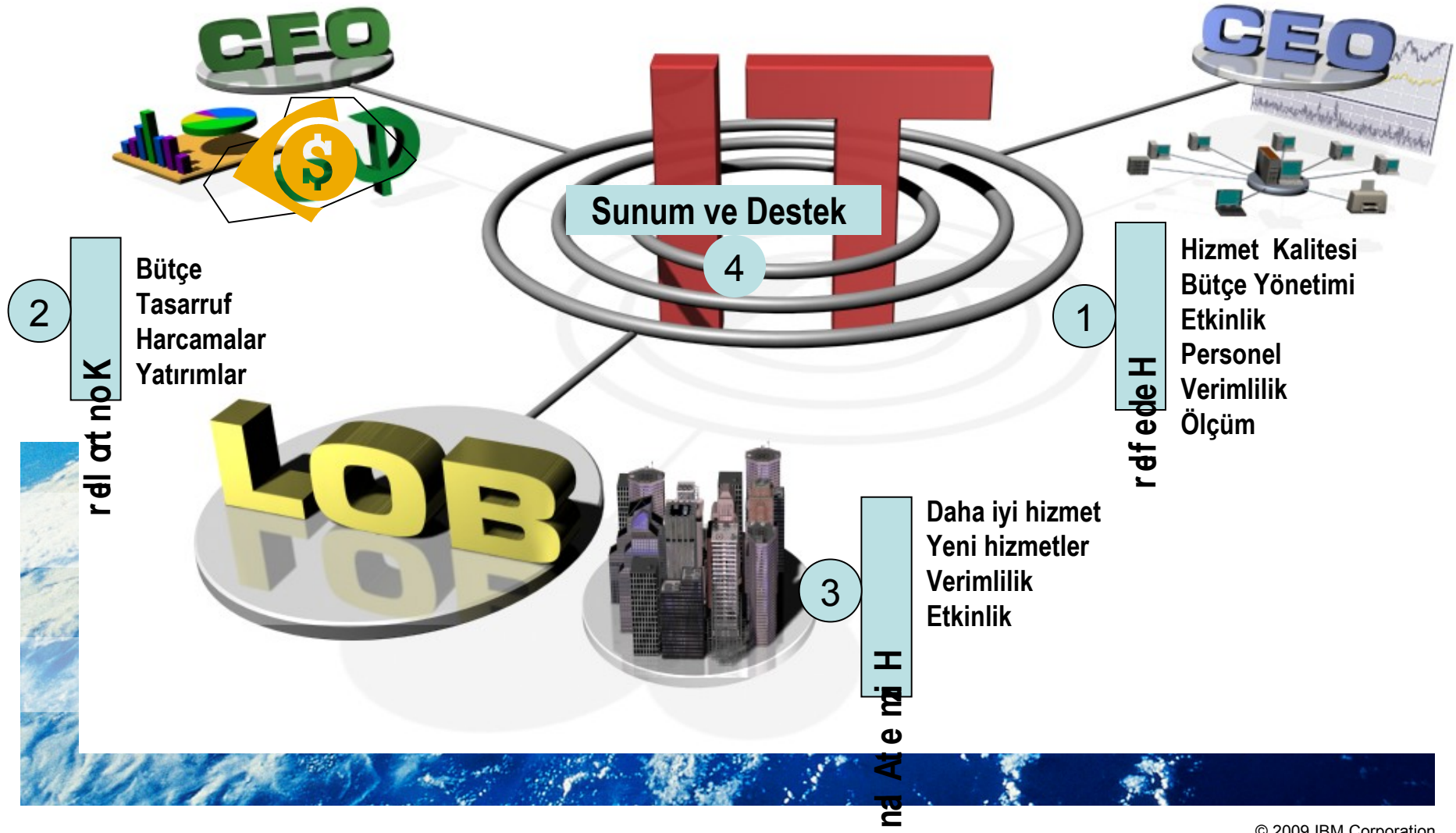
21/Ekim/2009



# IBM yazılım zirvesi '09



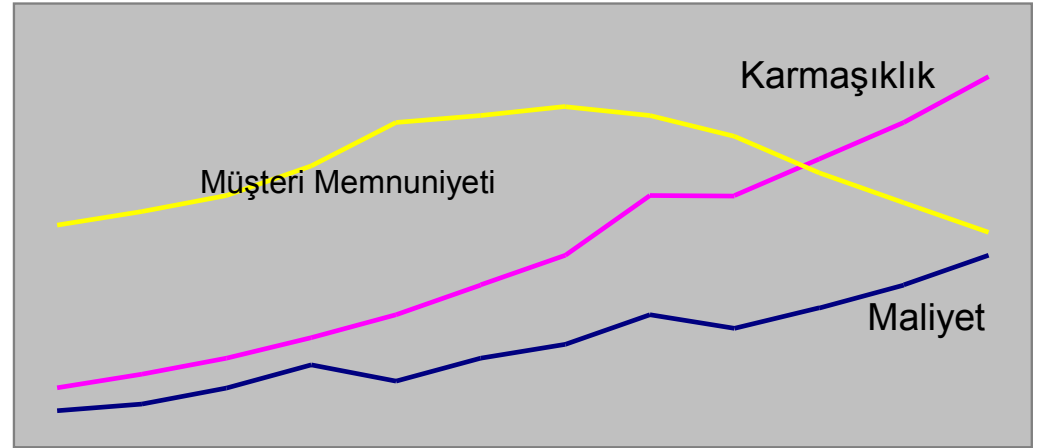
## Günümüzün Zorlukları



İş gereksinimlerini karşılarırken artan karmaşıklık ve artan maliyetleri nasıl yönetecek?

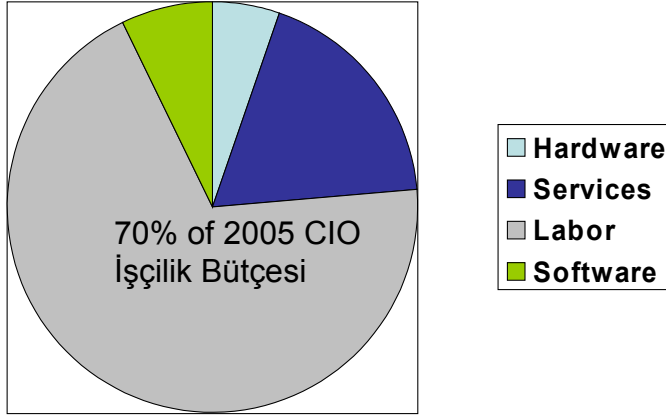


## BT Şirkette Nasıl algılanıyor ?

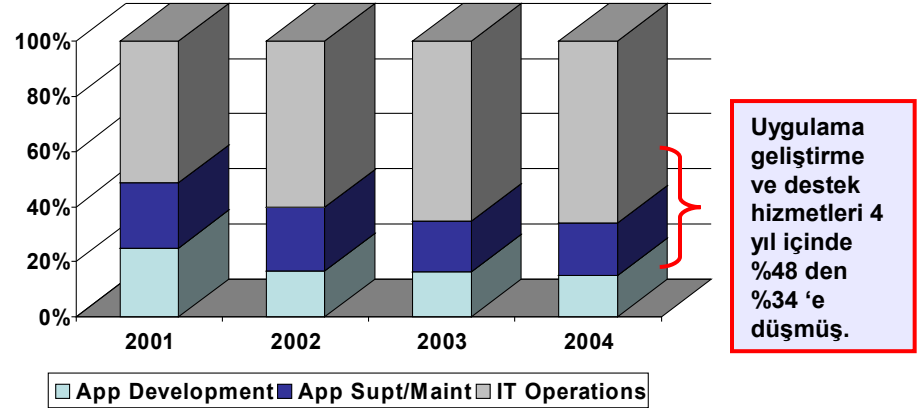


# IT Operasyon maliyetleri hızla yükseliyor.

IT harcamalarının operasyona kayması verimliliği düşürmektedir



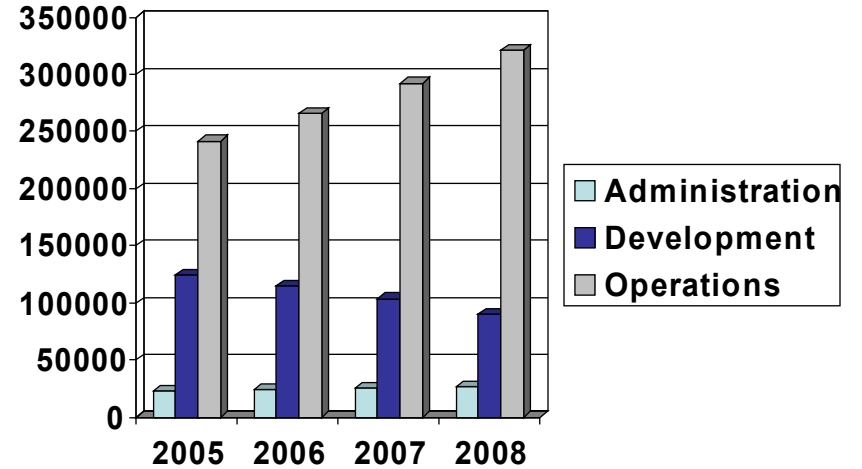
Source: Tivoli Commissioned IDC Study 1Q05



Source: Gartner Group, IT Spending & Staffing surveys

▪ CIO Bütçelerinin % 70'i işçilik

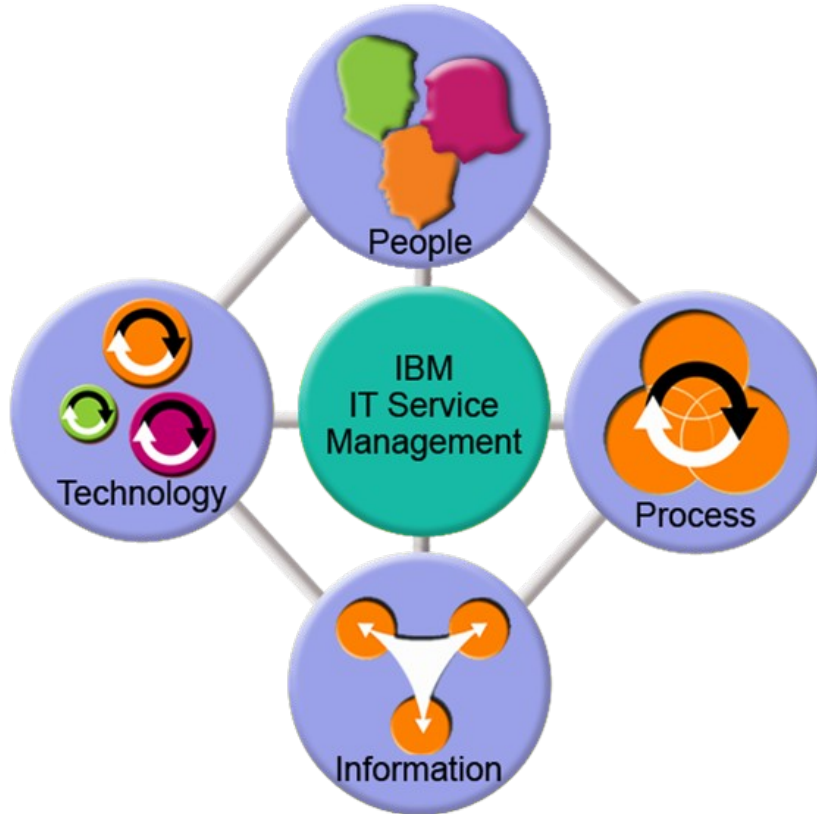
▪ 2008'de Uygulama geliştirmede 10% azalma öngörülüyor.



- **BT Hizmetleri nasıl daha iyi yönetilir ?**

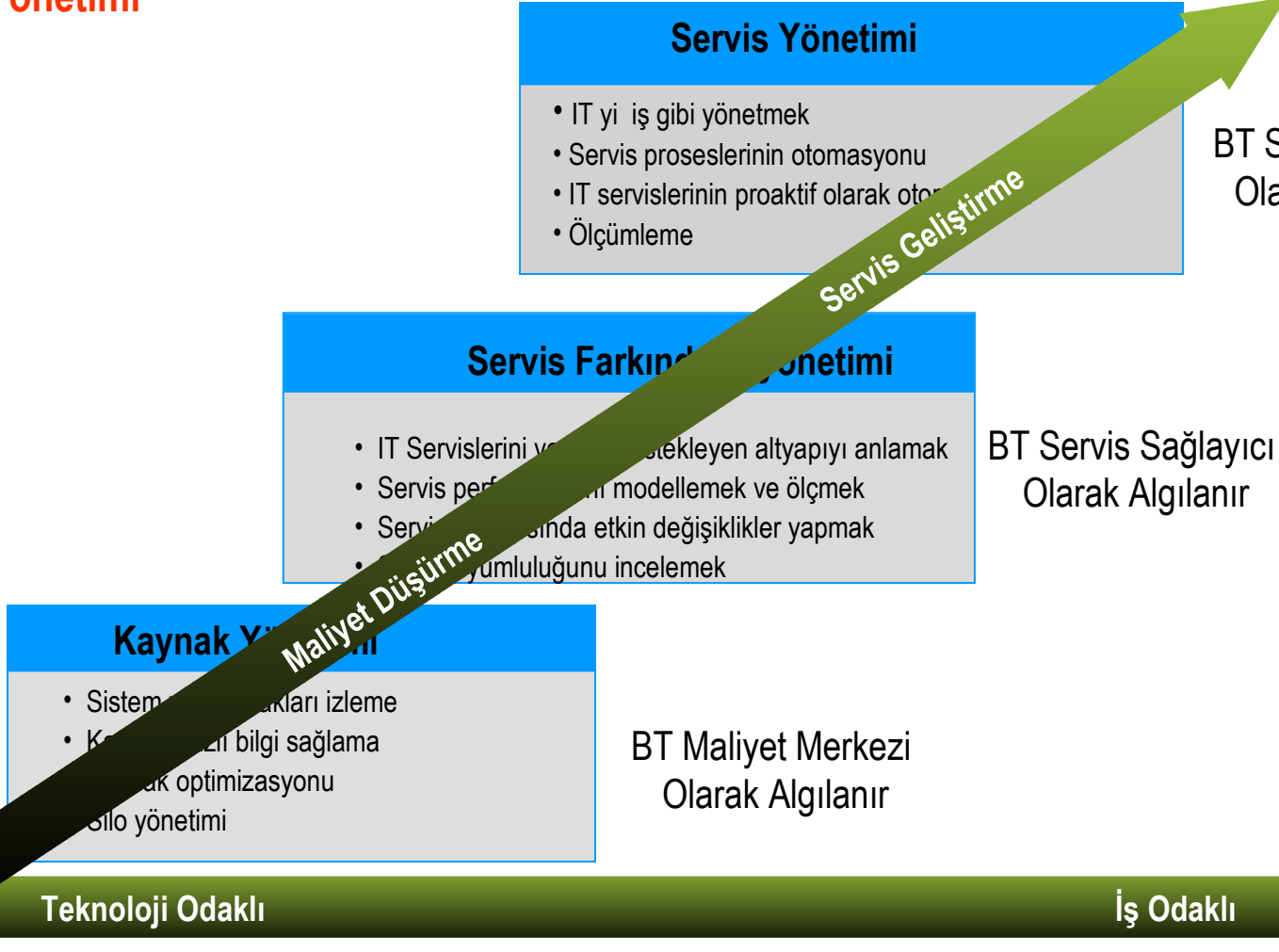
## IBM IT Servis Yönetimi

**Çözüm : Personel , Proses, Bilgi ve Teknolojiyi etkin kullanmak**

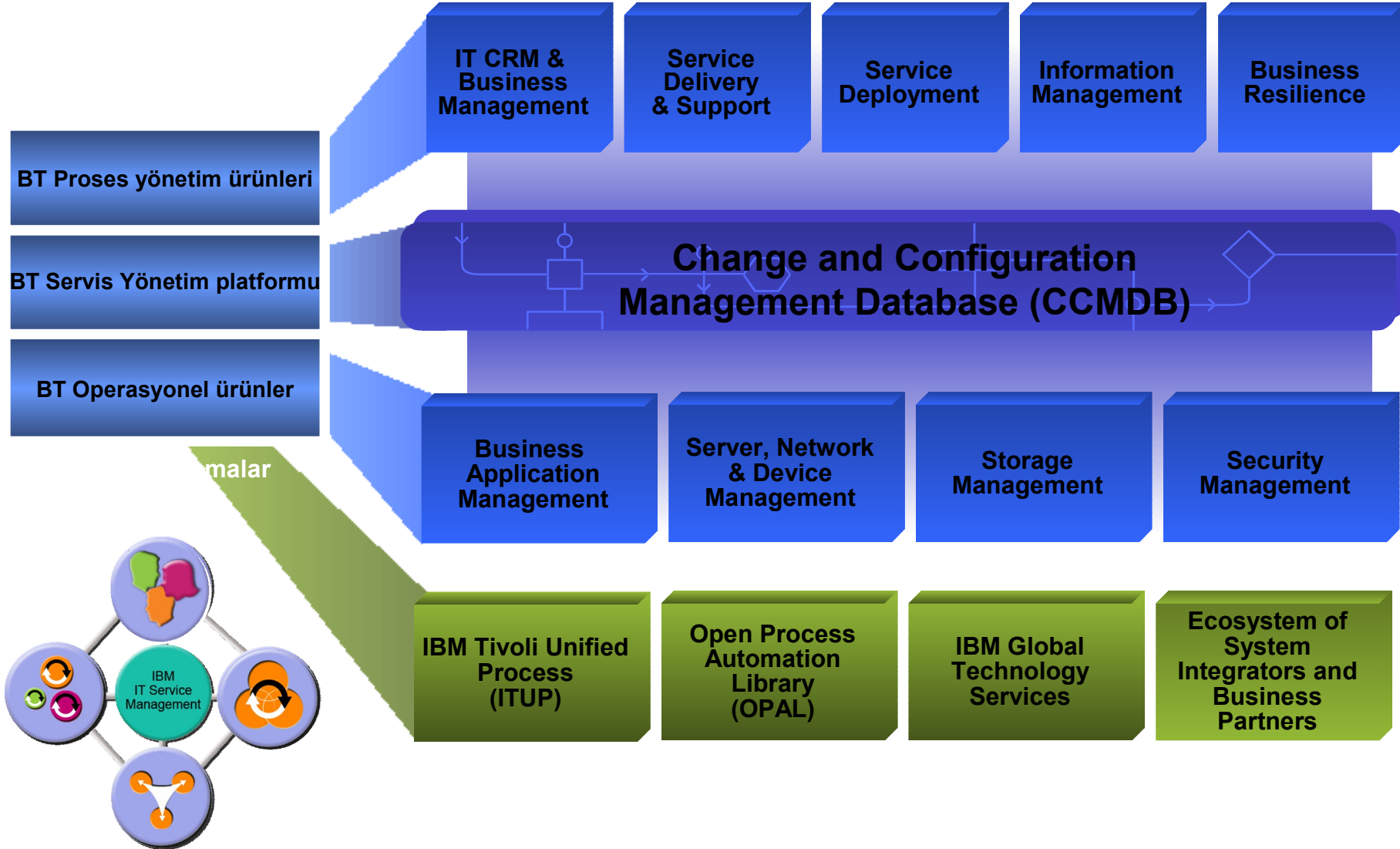


## Servis Yönetimi

BT'nin iş'e katkısı

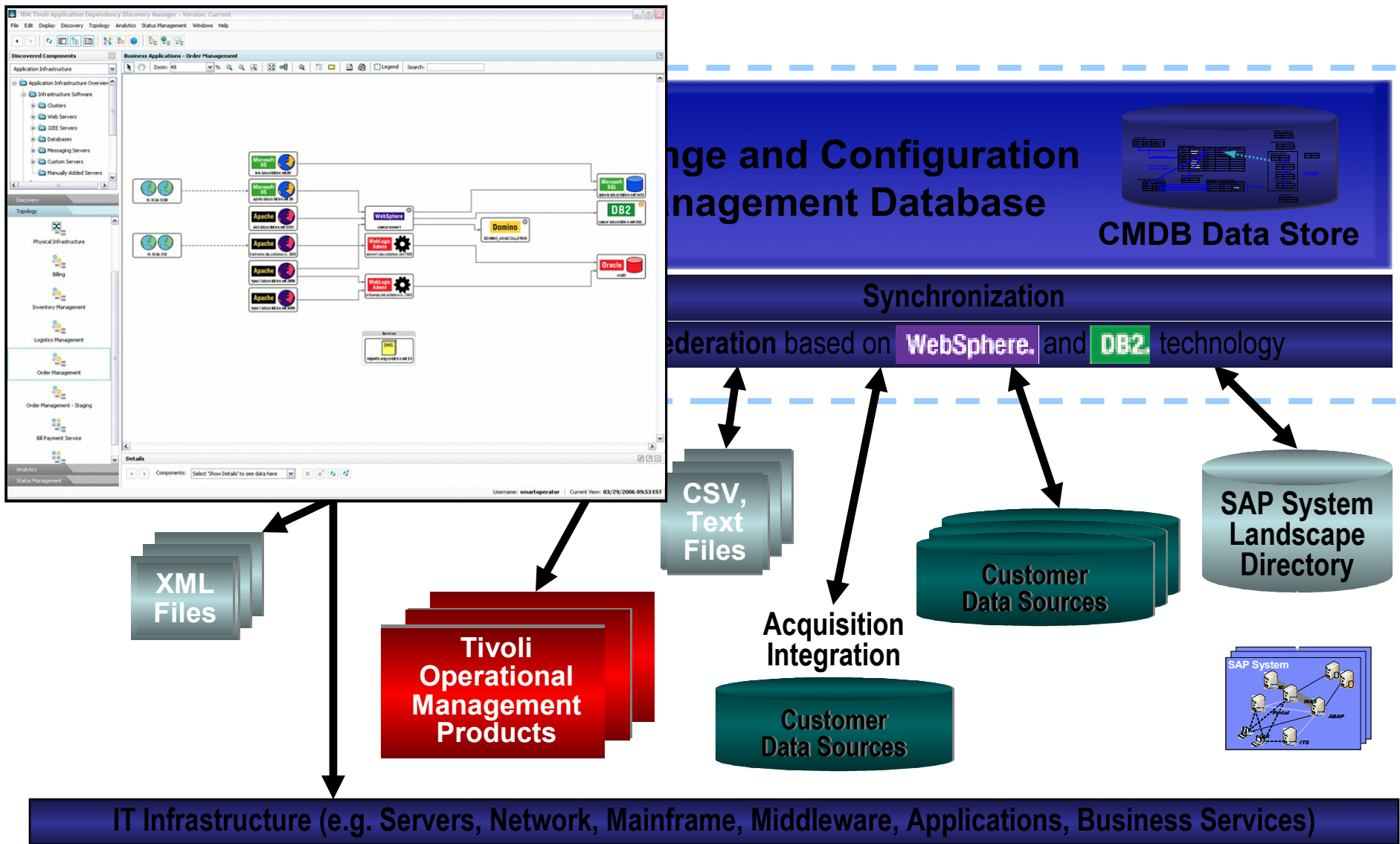


# BT Servis hizmetleri :



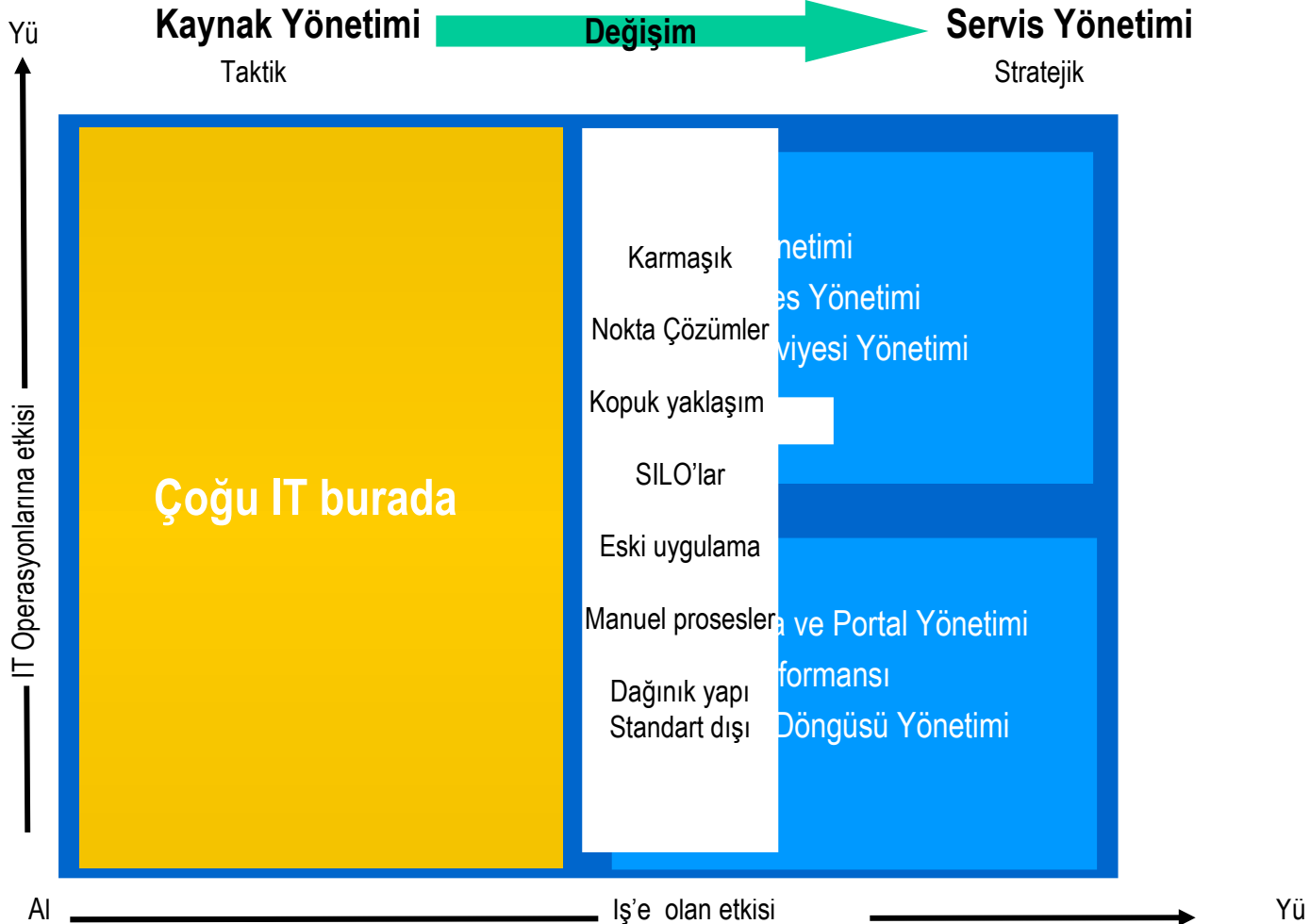


# Görsel sunum – CI (Konfigürasyon Öğesi) 'lar arası ilişkinin belirlenmesi :



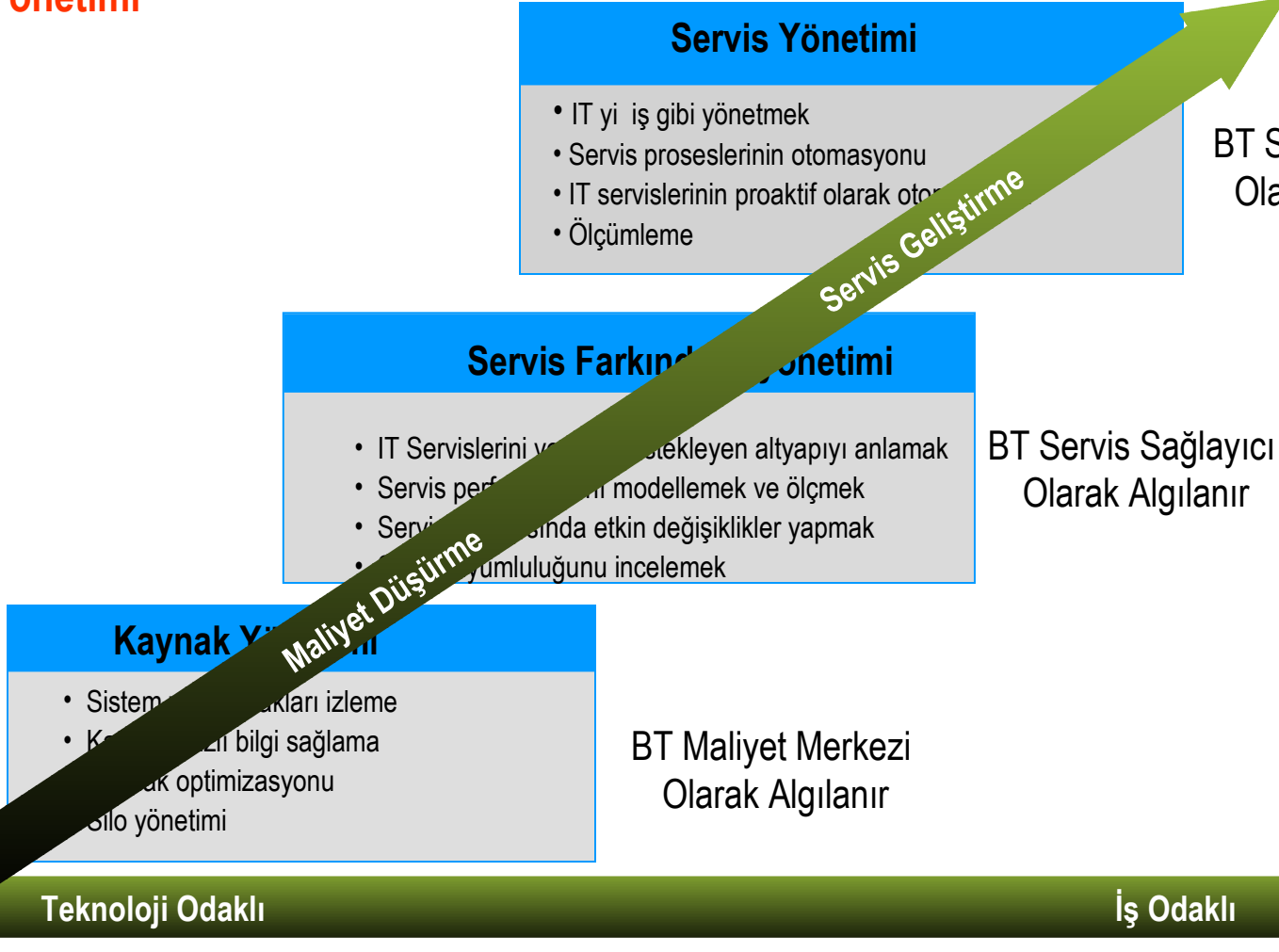
# Silo yönetiminden servis yönetimine

## Büyük Değişim



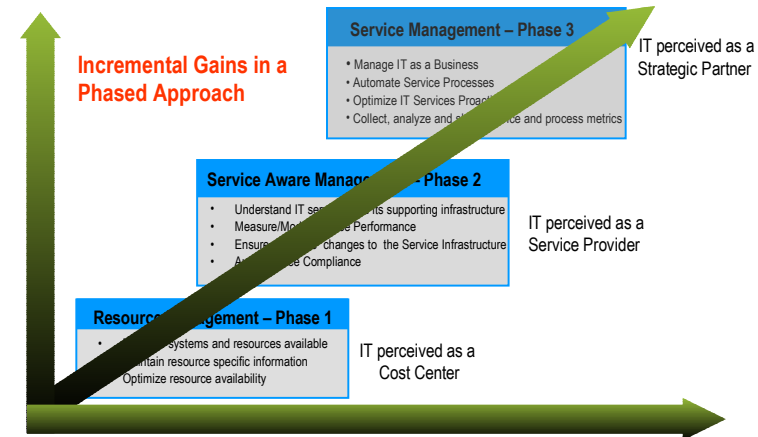
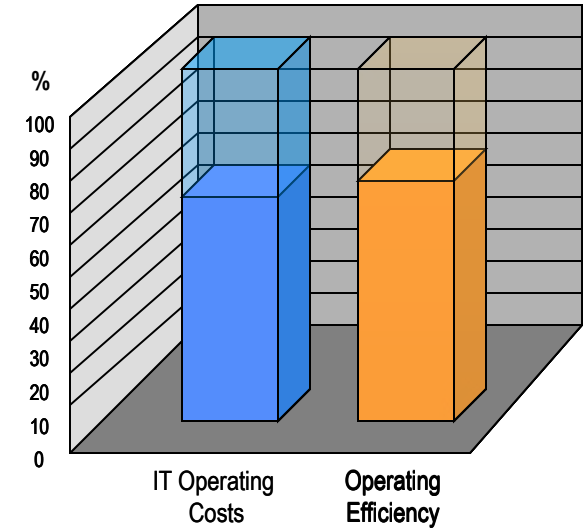
## Servis Yönetimi

BT'nin iş'e katkısı

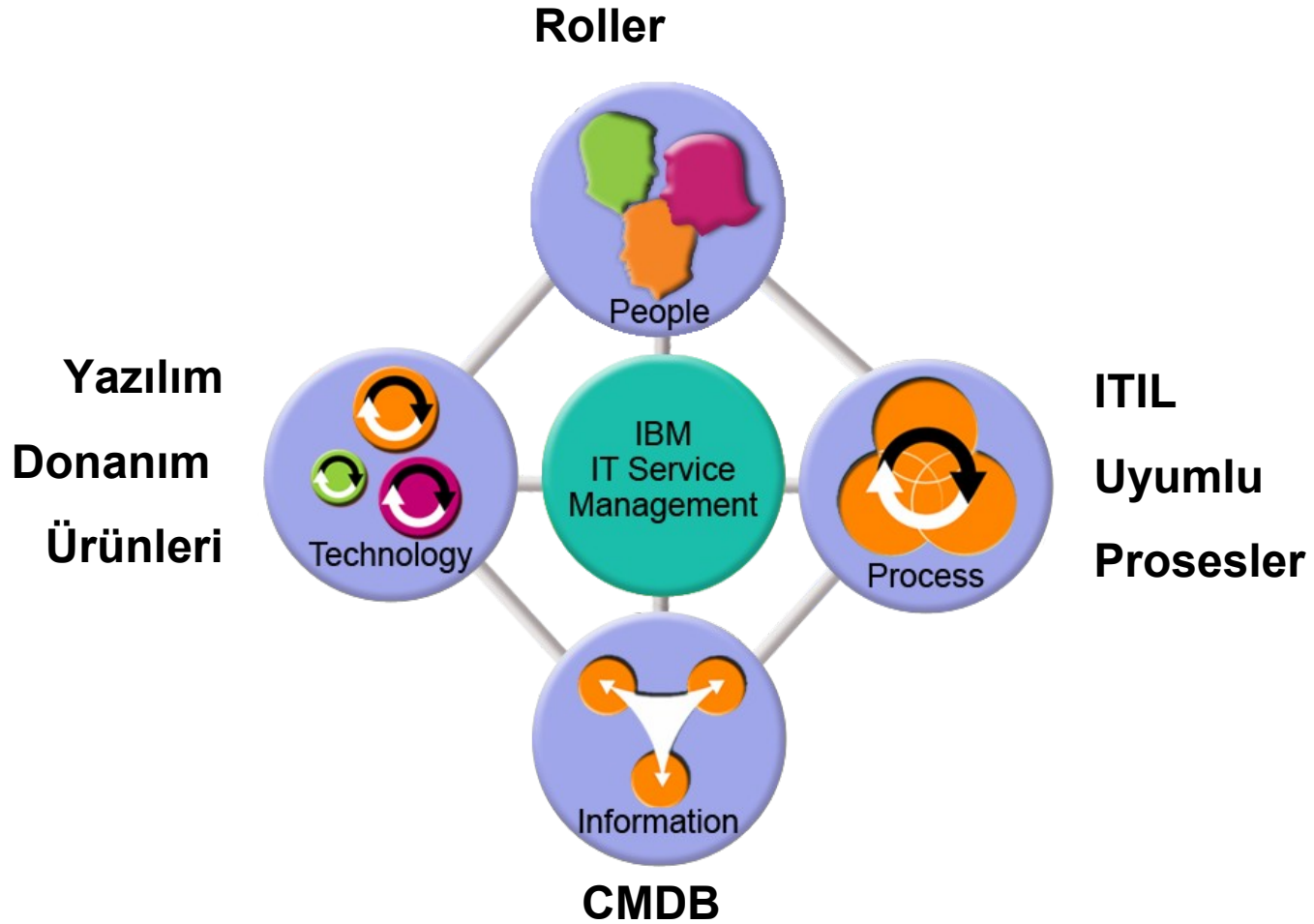


# Silo Yönetiminden Servis Yönetimine

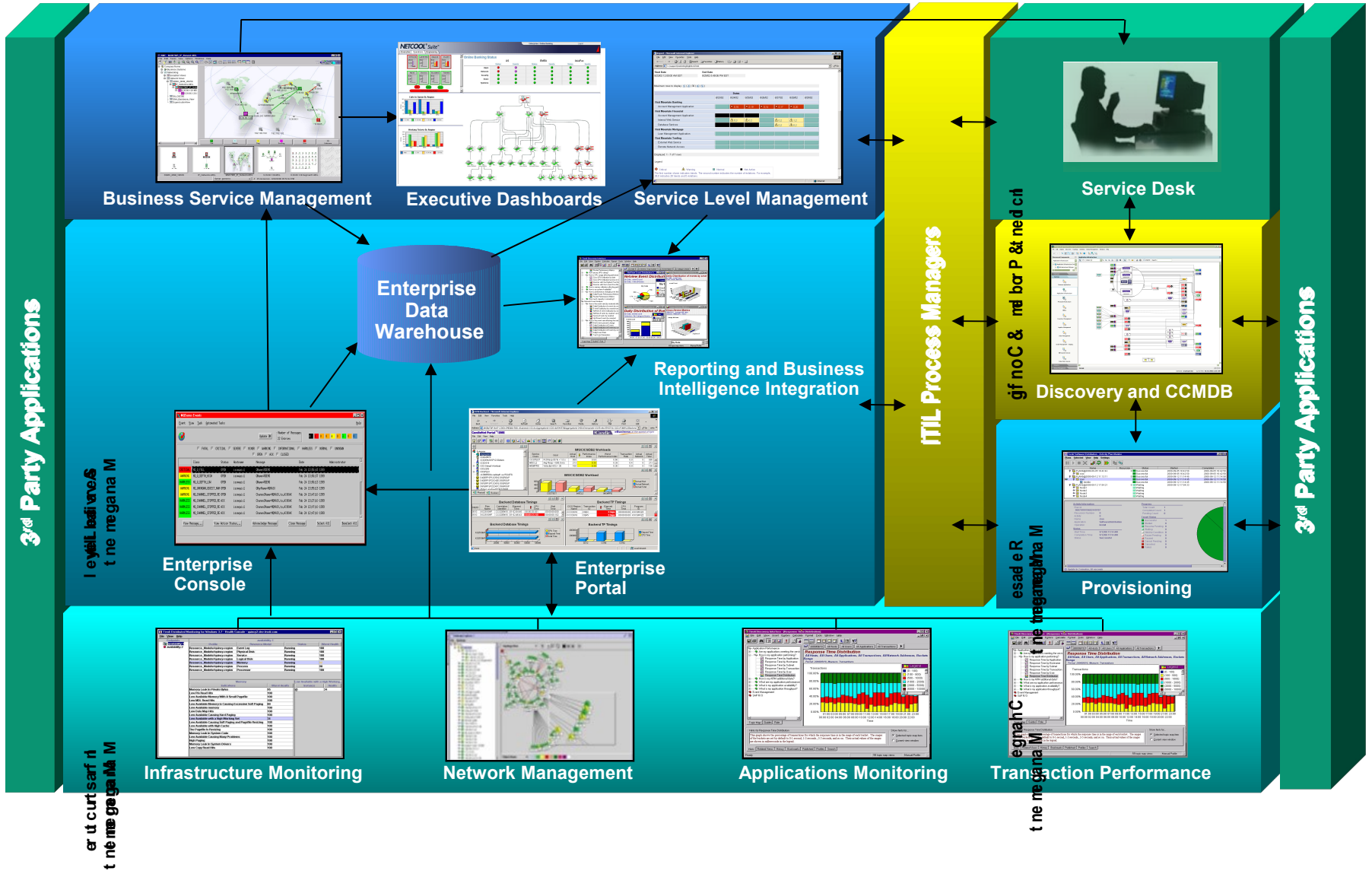
- Olay sayısında azalma
- Kolay çözüm
- Hızlı problem kaynağı tesbiti
- Daha hızlı çözüm
- Merkezi ve Etkin yönetim
- Gerçek zamanda pro-aktif yönetim
- Sistem çöküşünde (Downtime) azalma
- Değişikliği kontrol altına alma
- IT'yi iş gereksinimlerine uyarlama
- Etkin servis ölçümleme ve raporlama
- Proses otomasyonu
- Risklerin azaltılması



## Başarılı Servis Yönetimi :

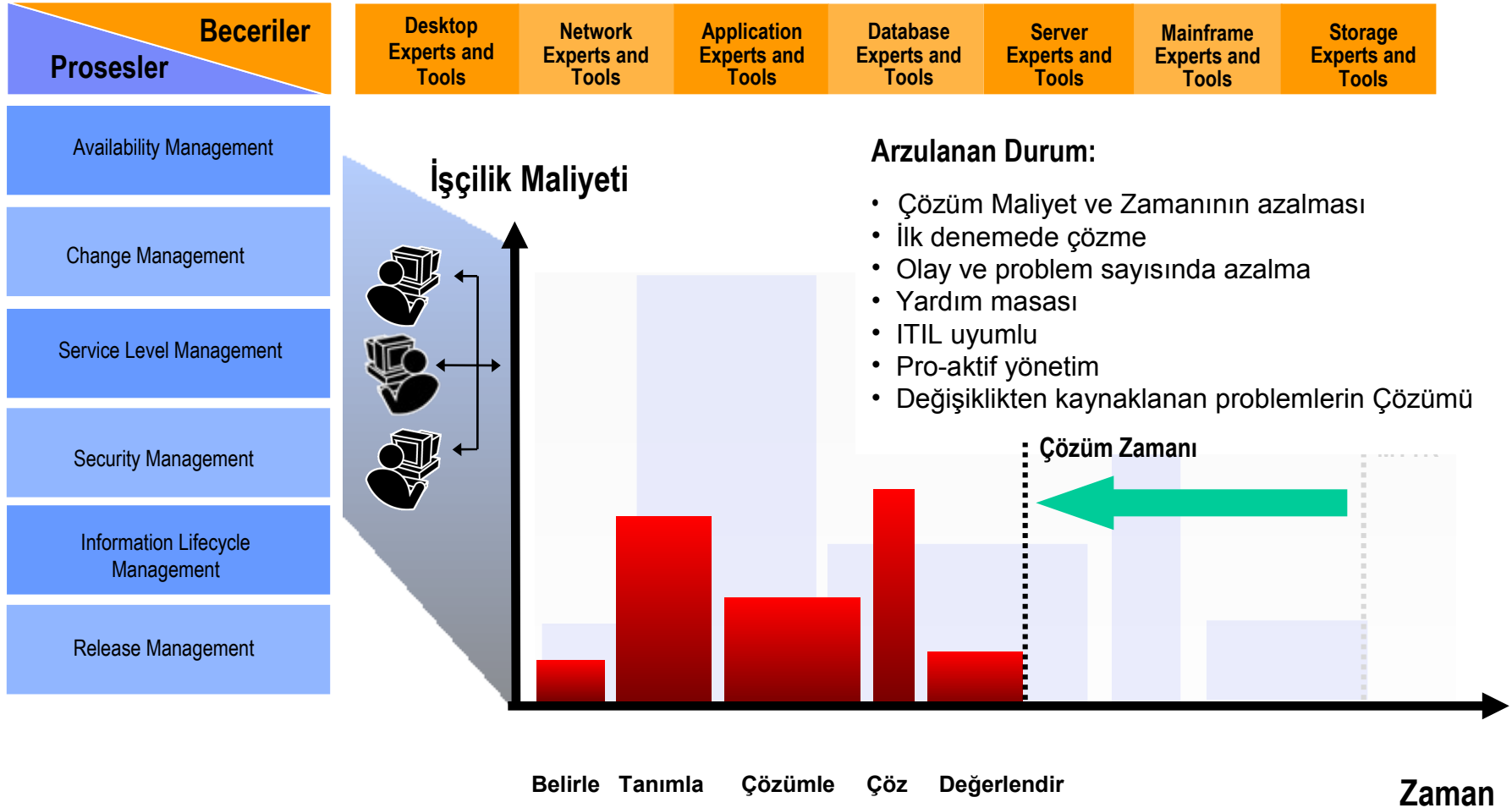


Service Yönetimi - IT Mimarisi



## Silo'dan Service 1. Aşama

### Yol Haritası – Maliyeti Azalt & Karmaşıklığı Yönet



## Silo'dan Servise 2. Aşama

### Servis Farkındalık Yönetimi – Altyapıyı keşfetmek, Servis le ilişkilendirmek

- Uygulama altyapısını görselleştirmek– yazılım donanım
- Bağımlılıklar ve ilişkiler
- İş Servislerinin *dinamik olarak* yenilenmesi

The screenshot displays the IBM Tivoli Application Dependency Discovery Manager (ADDM) interface. The main window shows a dependency graph with various application components and their relationships. The components include WebSphere Admin, Apache, Oracle, DB2, WebSphere, Windows Admin, Apache, and Solaris. The graph shows dependencies between these components, such as WebSphere Admin depending on Apache, Oracle, and DB2, and Solaris depending on WebSphere and Windows Admin.

The details table at the bottom of the screenshot provides information about the selected application component:

Application	Deployed	File Name	Use Metadata From Binaries	Enable Distribution	War Classloader Policy	Classloader Mode	Name	Modu
DefaultApplication	true	\$(APP_INSTALL_ROOT)/caesar/DefaultApplication.ear	false	true	MULTIPLE	PARENT_FIRST	Default	Shoren
NDESamples	true	\$(APP_INSTALL_ROOT)/caesar/NDESamples.nor	false	true	MULTIPLE	PARENT_FIRST	FRUPSI	PSSarr
								Messa
								Messa
								Messa
								Messa



# Silo'dan Servise - 3. Aşama

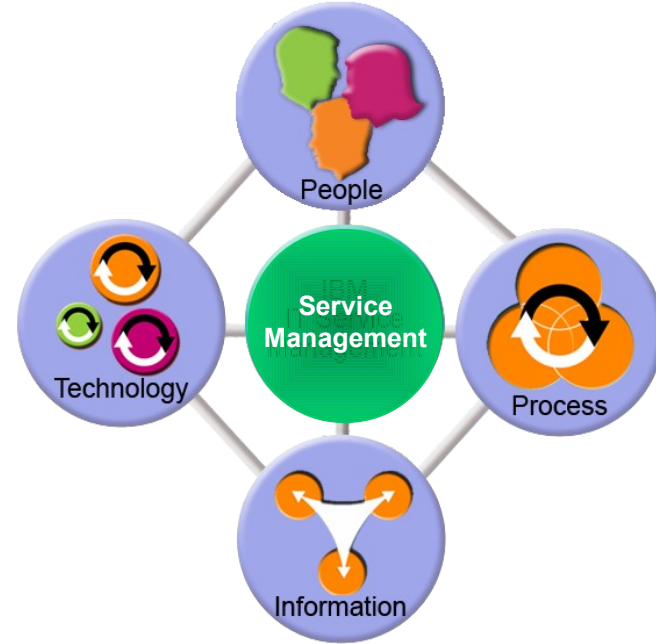
## Servis Yönetimi – Proses Otomasyonu



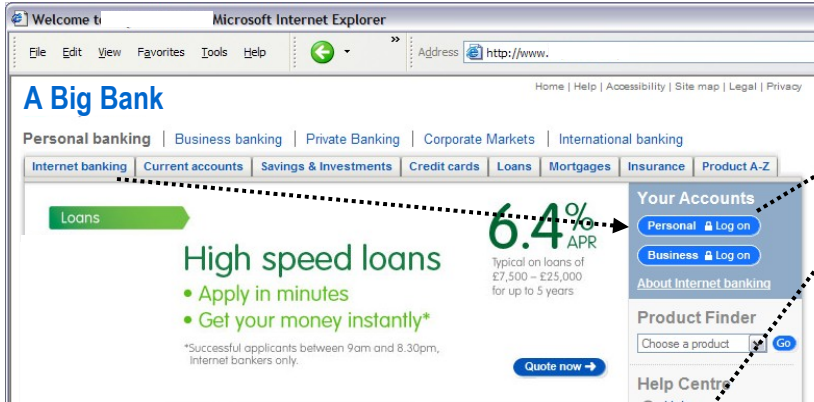
- ✓ Olay Yönetimi
- ✓ Problem Yönetimi
- ✓ Değişiklik Yönetimi
- ✓ Konfigürasyon Yönetimi
- ✓ Release Yönetimi



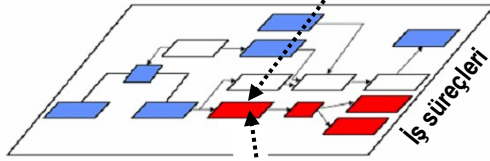
- Finansal Yönetim
- Availability Yönetimi
- Kapasite Yönetimi
- ✓ Servis Seviyesi Yönetimi
- Güvenlik Yönetimi
- Servis Devamlılığı Yönetimi



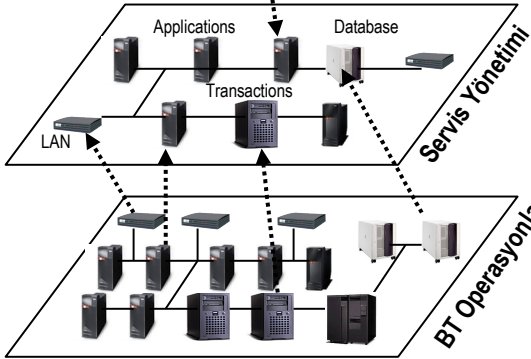
Internet Uygulaması



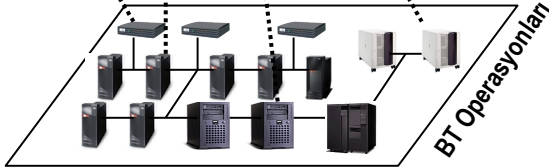
İş Uygulamaları



Servis



Altyapı



BT Merkezi

Servisleri Görselleştirme

Executive Operations Engineering

Account overview  
Account detail  
Statement  
Transfers & Payments  
Standing orders  
Direct debits  
Overdraft  
Upgrade your account  
Text Alerts  
Change password  
Change memorable info  
Help  
Contact us  
Security  
Apply Online  
Share Dealing  
Personal loan  
Savings & Investments  
Car Insurance  
Home Insurance  
Travel Money  
Scottish Widows  
Credit cards - NEW  
Logoff

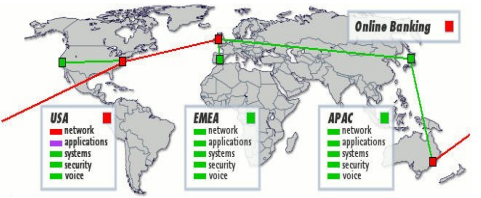
Online Banking Status

Apps	US		EMEA		AsiaPac	
	Status	Events	Status	Events	Status	Events
Network	●	●	●	●	●	●
Security	●	●	●	●	●	●
Voice	●	●	●	●	●	●
Systems	●	●	●	●	●	●

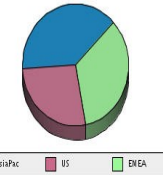
Online Banking Status

Apps	US		EMEA		AsiaPac	
	Status	Events	Status	Events	Status	Events
Network	●	●	●	●	●	●
Security	●	●	●	●	●	●
Voice	●	●	●	●	●	●
Systems	●	●	●	●	●	●

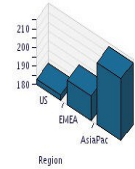
Gerçek Zamanlı KPI ölçme



Online Transactions by Region



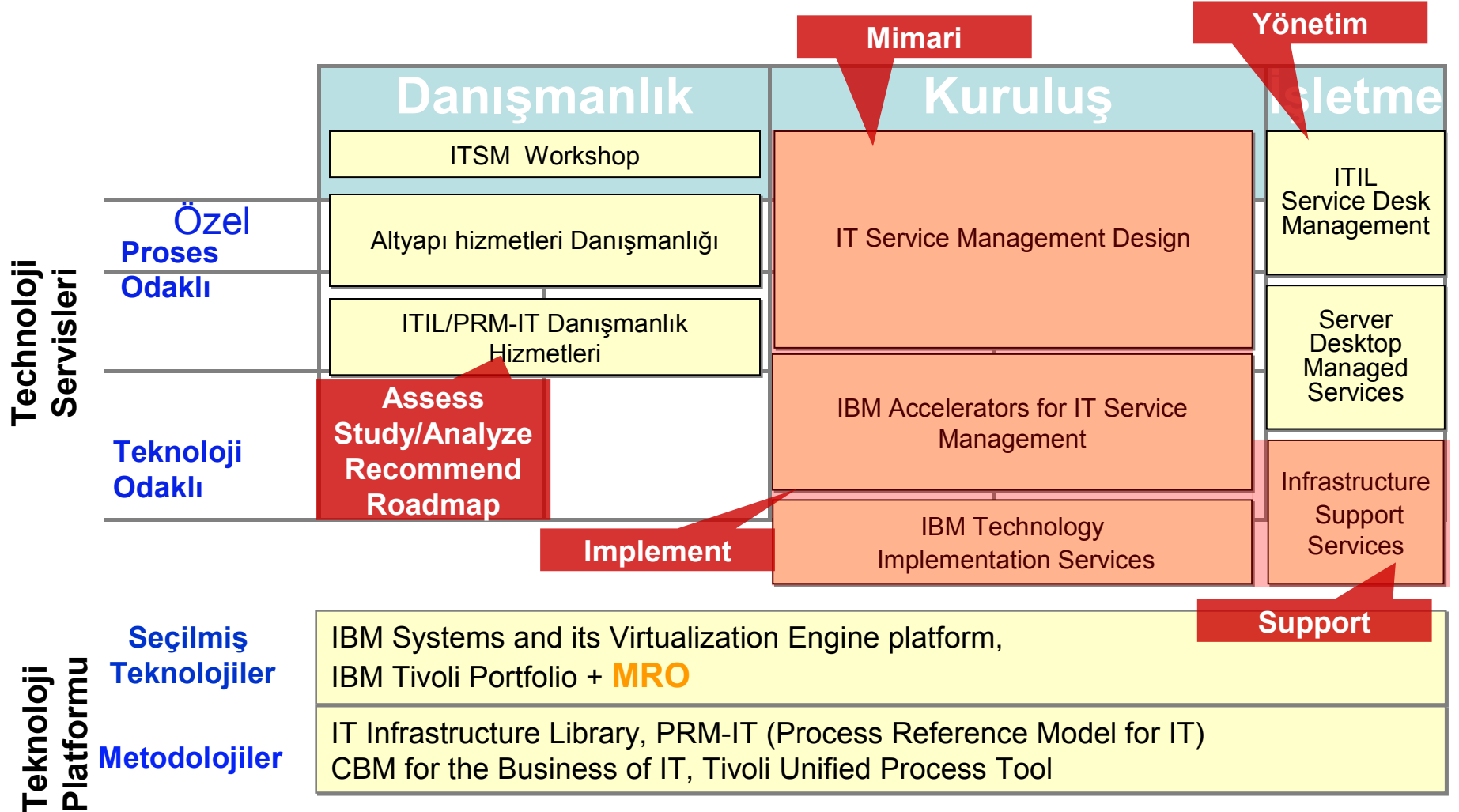
Trouble Tickets by Region



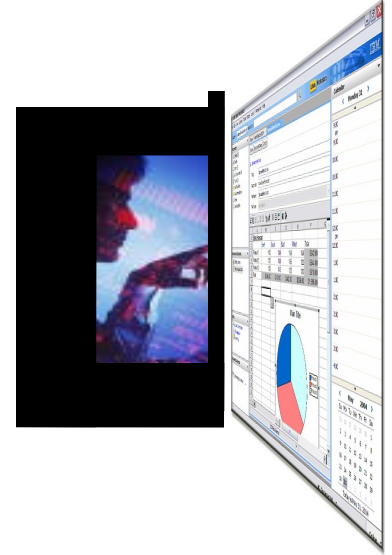
Yahoo! News Business

- Consumer Confidence at 7-Month Low in Oct (Reuters)
- Ingular Closes \$41 Bn ATT Wireless Deal (Reuters)
- Oil Ends Above \$55 on Milder Supply Fears (Reuters)
- March to Scrap Fees Sizzler Fraudster (Reuters)
- Auto Sales Seen Falling from September (Reuters)
- Consumer Confidence Slips on Job Worries (AP)
- Stocks Jump; Insurers, Home Builders Help (Reuters)
- Mass. Charges Franklin Templeton of Fraud (AP)
- Coach's Profit Jumps As Sales Increase (AP)
- Mass Intelligence (Forbes.com)

# IBM yazılım ve hizmet portföyü



# Teşekkürler



***Bu sunum 22 Ekim 2009 tarihinde İstanbul Swisotel the Bosphorus'da yapılan Yazılım Zirvesi 2009 için hazırlanmıştır.***

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

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