

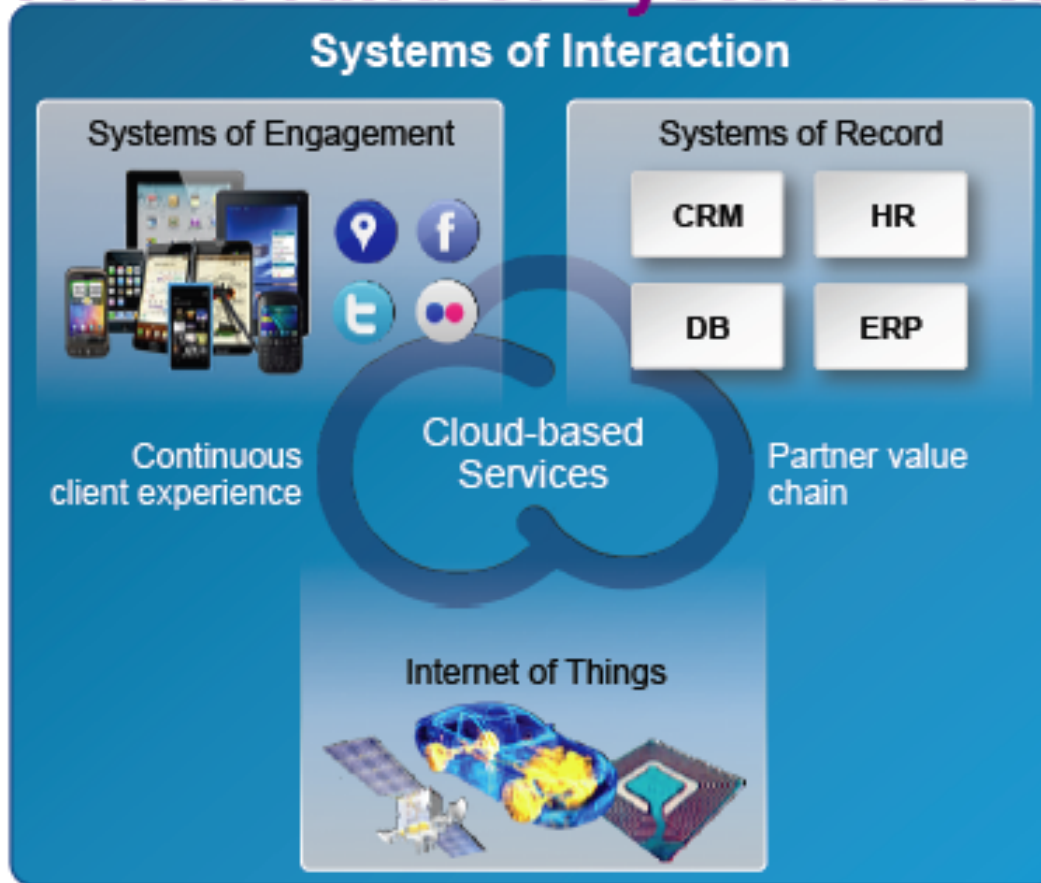
## **Atelier 4 Stratégie AIM (WebSphere)**

**Impact2013**

Business. In Motion.

- **Plus de 8 000 participants**
- **71 pays représentés**

## A New Kind of System Is Required



- ▶ Intelligent & portable workloads
- ▶ Patterns of expertise
- ▶ Dynamically orchestrated services

## Business Must Embrace New Imperatives

- 1 Put Mobile First**
- 2 Reinvent Your Business Design and Processes**
- 3 Adopt a Flexible & Secure Integration Model**
- 4 Be Insight and Data Driven**
- 5 Build on Open Architectures**

# New Announcements for Systems of Interaction

1

Put **Mobile** First

- [IBM Worklight V6](#)
- Mobile cloud Services
- [IBM WebSphere Datapower v6](#)
- IBM CICS TS Feature Pack for Mobile Extensions V1.0
- [IBM mobile solutions for business process management](#)

2

**Reinvent** Your Business Processes and Design

- IBM Blueworks Live
- IBM Business Process Manager v8.5
- IBM Operational Decision Manager v8.5
- IBM Intelligent Investigations Manager and IBM Patient Care and Insight
- Industry Solutions for BPM
- IBM Rational Developer Family of IDEs v9

3

Adopt a **Flexible and Secure** Integration Model

- [IBM MessageSight](#)
- [IBM Integration Bus v9](#)
- IBM Explorer for z/OS v2.1
- IBM CICS Transaction Server for z/OS v5.1
- Enterprise COBOL for z/OS V5.1

4

Be Insight and **Data** Driven

- [IBM PureApplication System v1.1 and new Patterns](#)
- DB2 with BLU Acceleration / PureData System for Hadoop
- IBM SmartCloud Monitoring-Application Insight v1.1

5

**Build** on Open Architecture

- [IBM API Management v2.0](#)
- [IBM WebSphere Application Server v8.5.5](#)
- MQ TT Standard – Oasis
- Project Beijing
- IBM SmartCloud Orchestrator v2.2



**1 Put Mobile First**

## IBM MobileFirst

New capabilities to  
gain insight into app  
performance and usage



**ENHANCED**  
**IBM Worklight**

## What Are the Business Outcomes You Want to Achieve from Mobile?



- ▶ **Establish** the strategic value of mobile
- ▶ **Ensure** business outcomes drive your technology strategy
- ▶ **Build** mobile into your digital business strategy

# Des challenges IT et métier à relever

## Nouveau business modèles

- Opportunités basées sur la géolocalisation
- Transactions Anytime, Anywhere
- Importance des interactions social business

## Complexité du cycle de développement

- Terminaux multiples, différentes approches (natif, hybride, Web)
- Connexion aux services backend de manière sécurisée et scalable
- Spécificités mobile : interface utilisateur, modes connectés/déconnectés, upgrades, etc
- Exigence de rapidité de mise sur le marché, déploiement itératif

## Sécurité et Management

- Protection de la vie privée et confidentialité des données
- BYOD
- Visibilité, Sécurité & Management des plateformes mobile



### Principaux enjeux :

1. Sécurité/privacy
2. Cout des développements pour des plateformes multiples
3. Intégration des mobiles aux services cloud



Source: 2011 IBM Tech Trends Report  
<https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en>

## Conception

Concevez vos applications en utilisant des standards.  
Expérience utilisateur.  
Ergonomie.

## Développement

Développer des application multi-plateformes avec Worklight.

## Connectivité

Utiliser Cast Iron pour se connecter aux application existantes du SI

## Contrôle

Instrumenter le code applicatif pour analyser l'application

## Test

Tester les applications avec Rational Test Workbench

## Sécurité

Détecter les failles de sécurité.

## Analyse

Analyser le parcours utilisateur pour améliorer l'ergonomie et le design des application avec Tealeaf

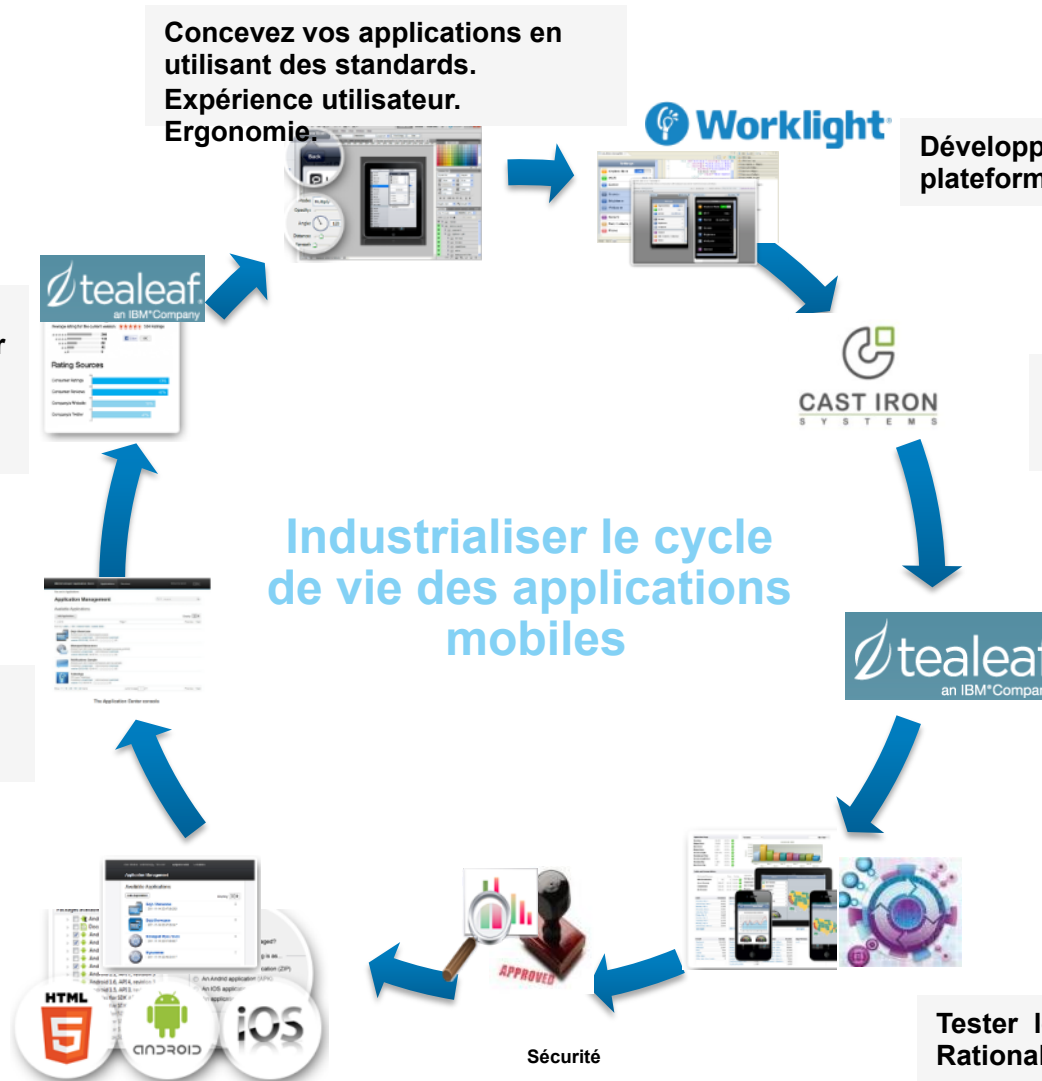
## Gestion

Gérer les versions des applications mobile avec Worklight

## Déploiement

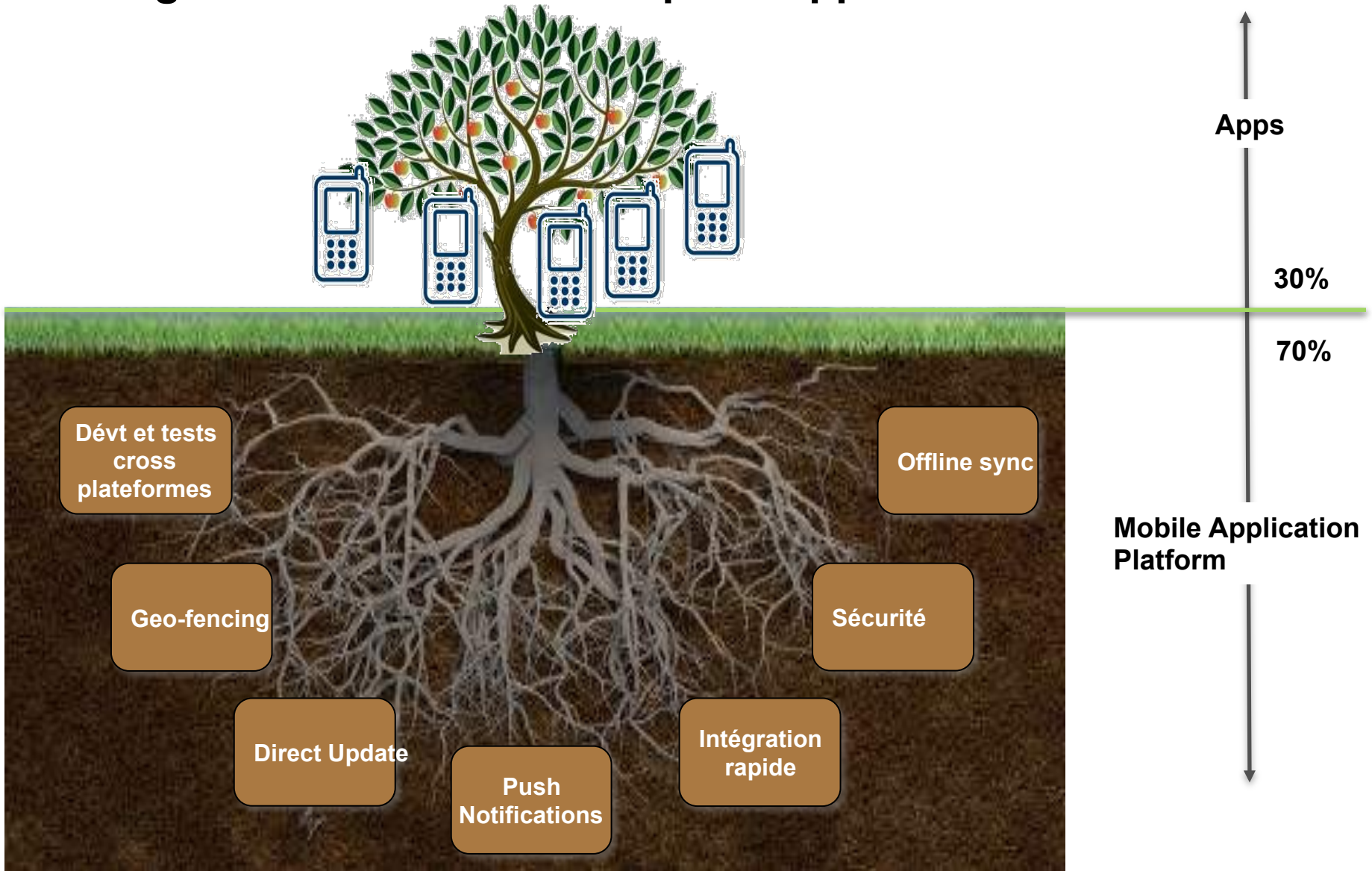
Distribuer les application sur une flotte de mobiles avec Endpoint Manager. Gérer des catalogues d'applications d'entreprise.

Industrialiser le cycle de vie des applications mobiles

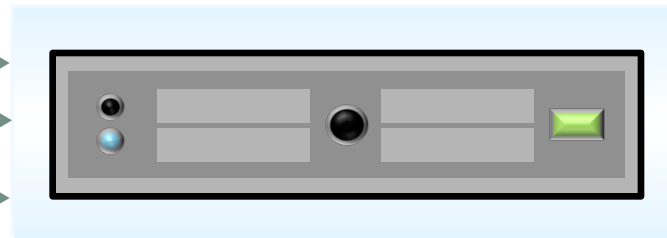
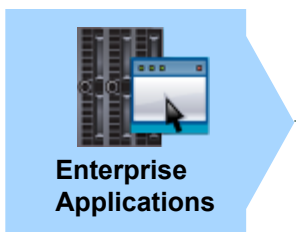




# Worklight est une Mobile Enterprise Application Platform



- Distribution des web applications mobiles
- Connectivité vers le back-end:
  - Connectivité client/serveur sécurisée
  - Accès aux ressources de l'entreprise et aux transactions
  - Gestion des authentifications
- Contrôle des applications déployées sur les terminaux:
  - Gestion des versions et désactivation à distance
  - Mise à jour applicative
- Notifications Push unifiées
- Agrégation de statistiques d'utilisation
- Application Store privé
- Géo localisation



*Worklight Mobile Enterprise Application Platform*



# Les différentiateurs de la solution Worklight

## Basée sur les standards

- Outillage pour le développement HTML 5 et l'adaptation aux terminaux
- Gestion du cycle de vie des artefacts HTML5
- Utilisation des standards de fait pour maximiser compétences et productivité des développeurs

## Flexibilité et choix

- Natif / Hybride / Web
- Couverture complète du mode hybride
- Utilisation du HTML5 et des écosystèmes associés

## Prise en main

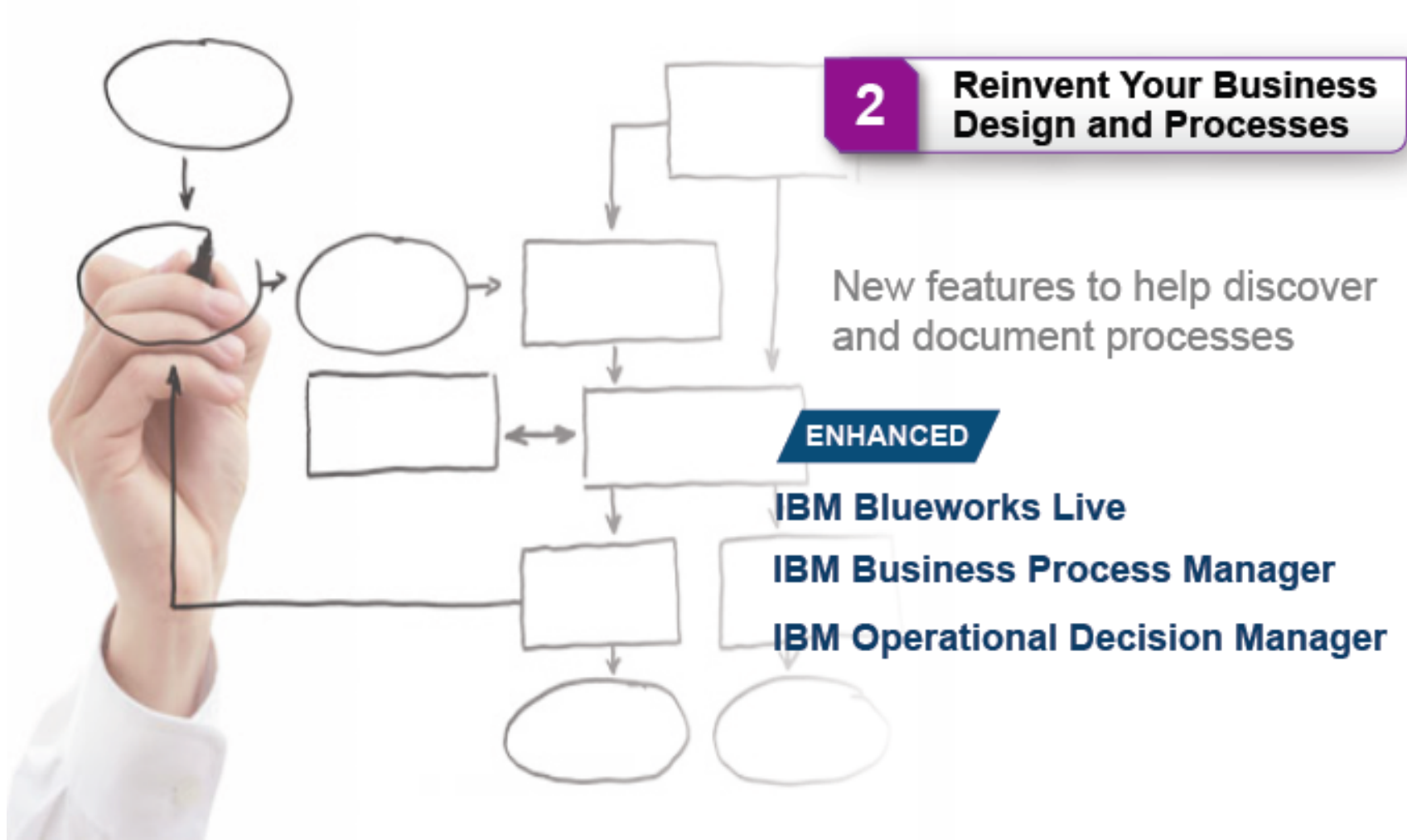
- Pour les développeurs : prise en main rapide, limitation du nombre de modèles de programmation, JS partout, faible empreinte
- Développement collaboratif
- Installation et déploiement

## Sécurité

- Modèle de sécurité flexible
- Intégration avec le portfolio IBM
- Fonction de sécurité embarquées avancées

## Eco-système

- Produits IBM utilisent déjà Worklight comme standard mobile
- Catalogue d'API tierces en cours de réalisation
- Les solutions MobileFirst complémentaires pour tests, analytique, MDM...



## Extending to the Internet of Things

# MessageSight

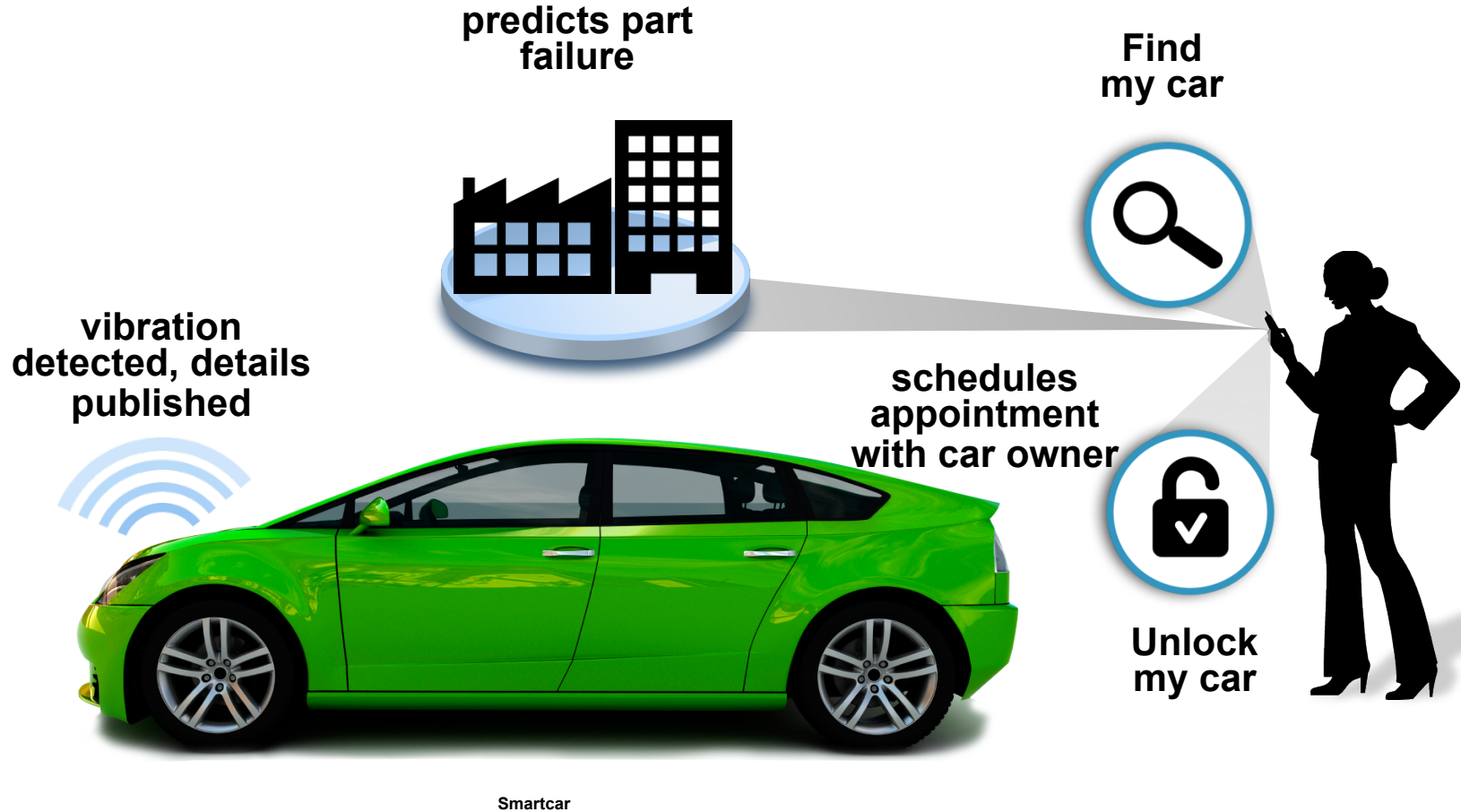
*“Smarter Planet is about machine-to-machine connectivity that enables high volume data sharing”*

*Scale*

*Secure*

*Simple*

**Internet of Things**

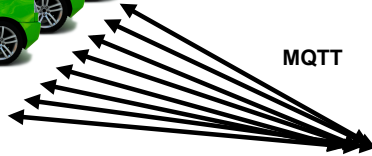


# High-level architecture of the demo

Cars: Embedded MQTT applications  
In the dash board



MQTT



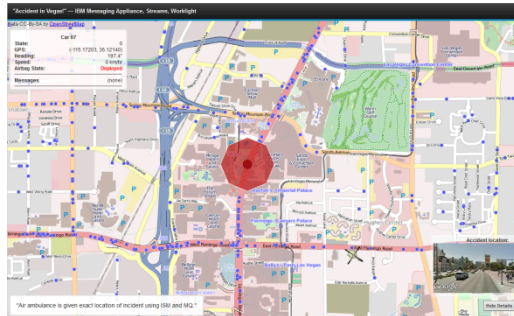
MQ  
Connectivity



Existing Mainframe  
Emergency Notification System

IBM MessageSight

MQTT over  
Websockets



HTML5 Web UI  
Using WebSocket Client

MQTT  
adapter

Geospatial Analytics



Tablet  
With Worklight App.



InfoSphere Streams



- The **all-new** IBM MessageSight appliance is a secure, easy-to-deploy messaging server that is optimized to address the massive scale requirements of the machine to machine (m2m) and mobile use cases
- A million connections, and millions of messages per second
- It is designed to sit at the edge of the enterprise and can extend your existing messaging infrastructure or be used standalone
- IBM MessageSight extends and complements the existing IBM Connectivity and Integration portfolio





- IBM MessageSight page:
  - <http://ibm.com/messagesight>
- IBM Messaging Developer community:
  - <http://www.ibm.com/developerworks/connect/IBMmessaging>
  - <http://ibmmessaging.notlong.com>

# Retour d' IMPACT sur PureApplication

## Be Insight and **Data** Driven

- [IBM PureApplication System v1.1](#) and new Patterns

[Back to Imperatives Index](#)

[Back to Index](#)

# Customers expectations

## *Customers try to solve contradictory needs*

### 1. TIME TO MARKET

New products, **new offerings can not wait IT hampering new revenues**, profits or savings



### 2. COST SAVING

IT department is under intense pressure to **streamline operations** while delivering more.



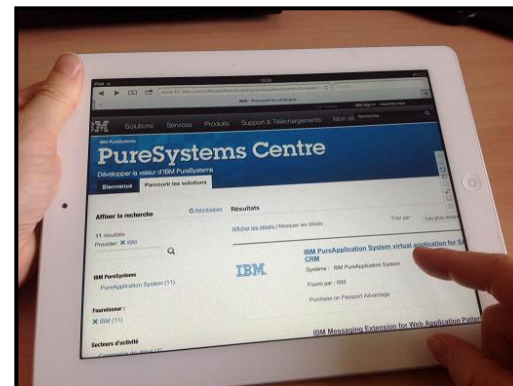
# IBM PureApplication System value proposal

## *IBM answers to customer expectations*

### 1. TIME TO MARKET

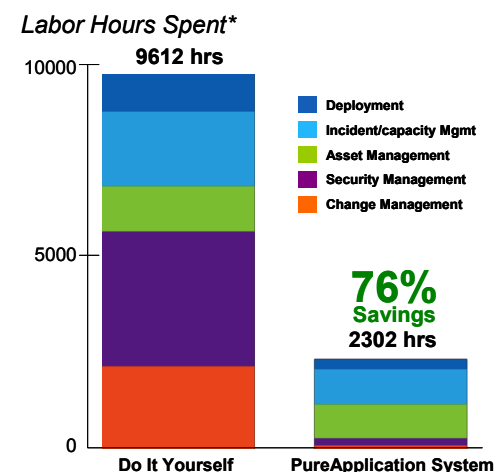
« **one click to deploy** » enterprise software solution through Application patterns

Capturing business benefits in hours:  
Saves weeks, months in deploying applications.

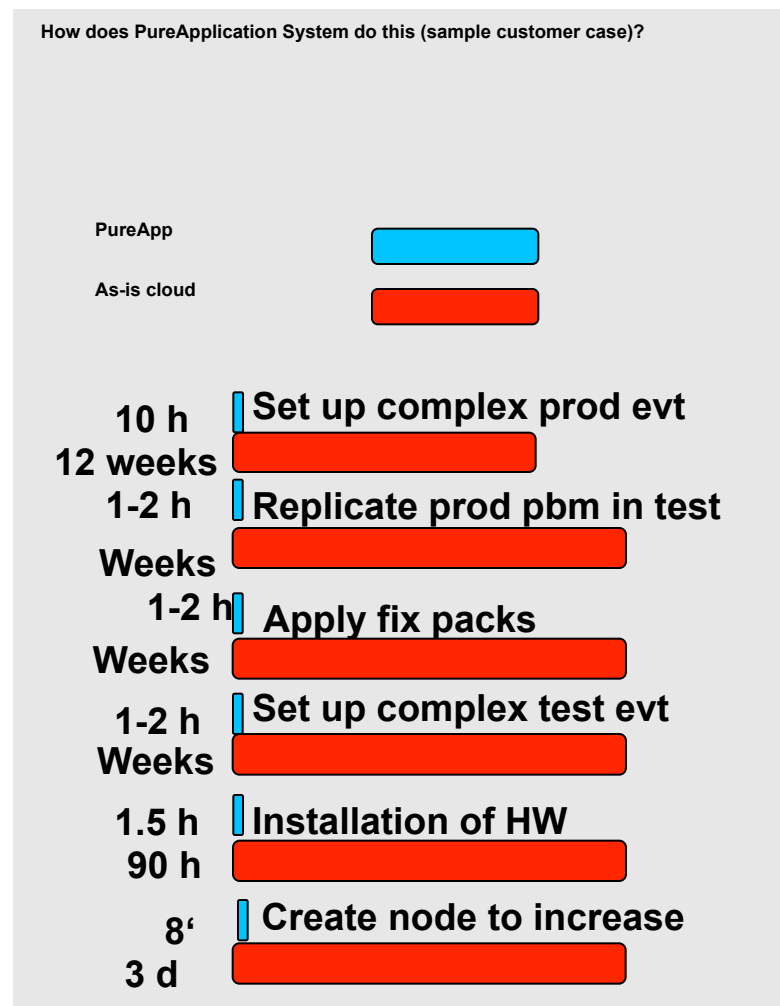
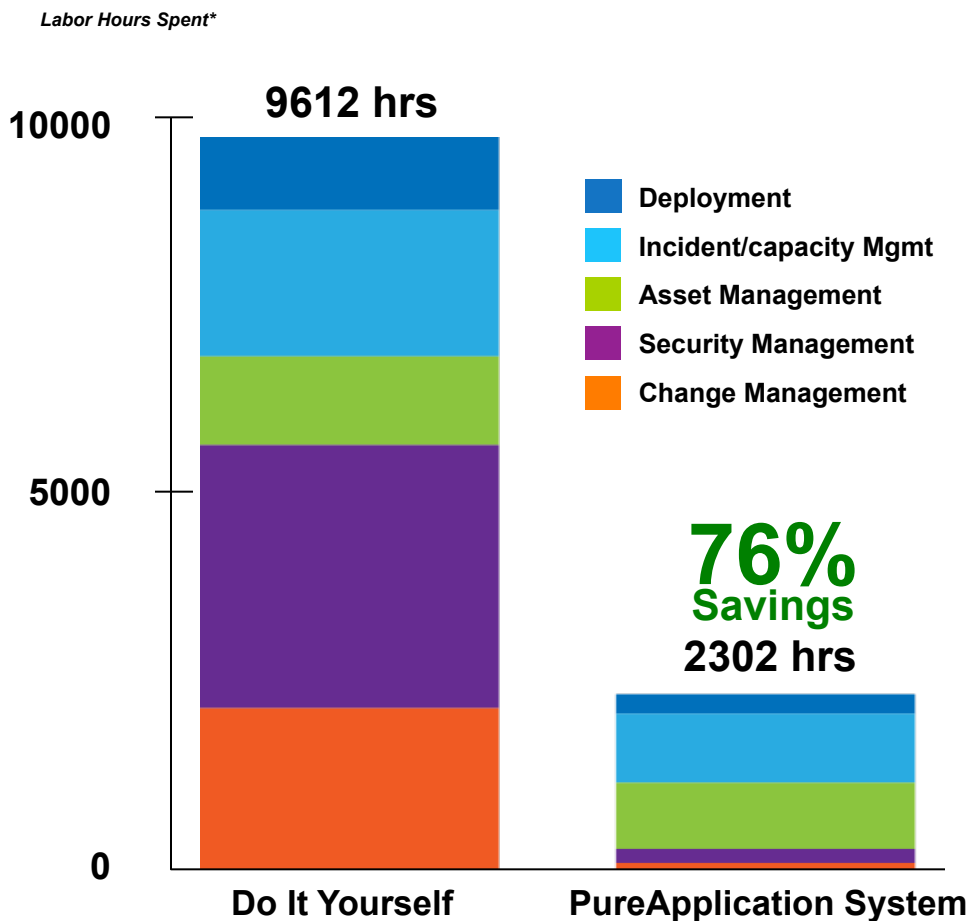


### 2. COST SAVINGS

21 Highest **application density** from the industry through self-placement and



# IBM PureApplication System provides savings across the IT lifecycle

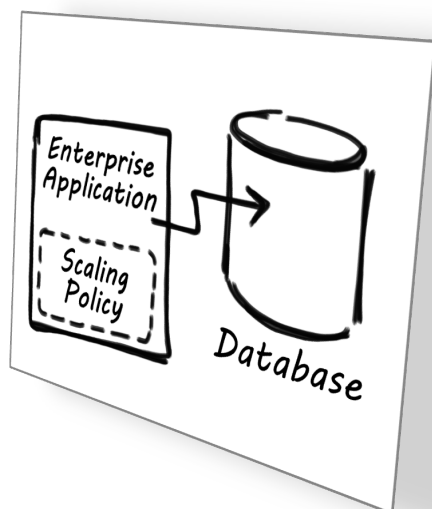


\*Note: Do It yourself used 9 blades (144 cores). IBM PureApplication System used 3 nodes (96 cores). Each system has the capacity to run 72 workloads where each workload can sustain a peak throughput of 1720 page elements per second.

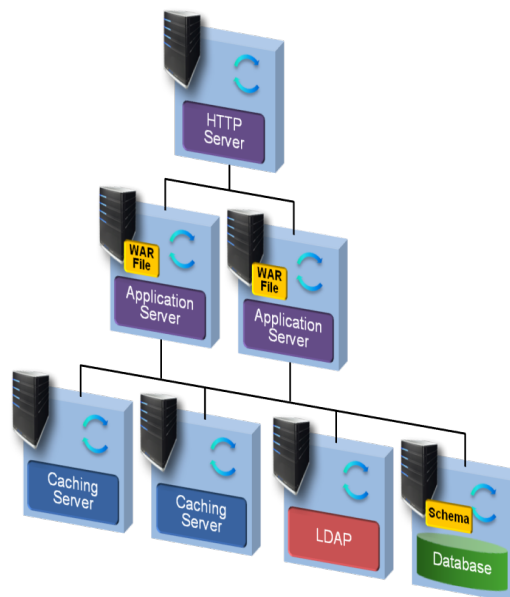
This is an IBM internal estimated labor study based on modeling customer data on IBM hardware and software solutions and on competitor converged solutions designed to replicate typical IBM customer usage in the marketplace. It is not a benchmark. As such, customer applications, differences in stack deployed and other systems variations may produce different results and may vary based on actual configuration, applications, specific queries and other variables in a production environment based on published standard labor rates for IT staff.

# Patterns are a key capability for cloud application platforms

What the business wants...



What's required...



What a pattern automates...



- Patterns:**
- 1. Increase time to market**
  - 2. Increase value of your solution**
  - 3. Unparallel cost savings**

**IBM PureApplication System - Virtual Application Builder** IBM

Jason's Sample Java EE Web application Pattern Type: Web Application Pattern Type 2.0

Diagram | List View | Source

Save | Save As | Layout | Undo | Redo Hints

**Assets**

Asset name

- Application Components
- Database Components
  - Data Studio web console
  - Database DB2
  - Existing Database DB2
  - Existing Database Informix
  - Existing Database Oracle
  - Existing IMS Database
  - Existing MySQL
- Messaging Components
  - Existing Messaging Service WebSphere MQ
  - Messaging Service WebSphere MQ
  - Queue WebSphere MQ
  - Topic WebSphere MQ
- OSGI Components
- Transaction Processing Components

Layers

+ Add policy for application

```

graph LR
    subgraph My_Application [My Application Enterprise Application]
        RP[Routing Policy]
        SP[Scaling Policy]
    end
    My_Application --> DB[(database Database)]
    
```

**Enterprise Application**  
WebSphere Application Server

**Name:**  
My Application

**EAR file:**  
artifacts/tradelite.ear Edit Delete

**Total transaction lifetime timeout (seconds):**

**Async response timeout (seconds):**

**Client inactivity timeout (seconds):**

**Maximum transaction timeout (seconds):**

**Interim fixes URL:**  
*Click select button to update*

Select

**Ignore inapplicable ifix updates:**

**Maximum Session Count:**

---

**Routing Policy**

---

**Scaling Policy**  
Web/Enterprise Application

---

**Enable session caching:**

**Maximum Session Cache Grid Size:**



IBM PureApplication System - Virtual Application Builder

Diagram List View Source Jason's Sample Java EE Web application Pattern Type: Web Application Pattern Type 2.0

Assets

Application Components

Database Components

- Data Studio web console
- Database DB2
- Existing Database DB2
- Existing Database Informix
- Existing Database Oracle
- Existing IMS Database
- Existing MySQL

Messaging Components

- Existing Messaging Service WebSphere MQ
- Messaging Service WebSphere MQ
- Queue WebSphere MQ
- Topic WebSphere MQ

OSGI Components

Transaction Processing Components

Layers

**Enable session caching:**

**Maximum Session Cache Grid Size:**

UNCAPPED

**Instance number range of scaling in/out:**

1 50

Range: 3 - 10

▼ **Scaling Type**

Response Time Based

**Scaling in and out when Web response time is out of threshold range(ms):**

0 10000

Range: 1000 - 5000

**\* Minimum time (seconds) to trigger add or remove:**

300

Enterprise Application WebSphere Application Server

Application

AR file: facts/tradelite.ear Edit Delete

transaction lifetime timeout (seconds):

nc response timeout (seconds):

nt inactivity timeout (seconds):

imum transaction timeout (seconds):

rim fixes URL: select button to update

select

re inapplicable if fix updates:

imum Session Count:

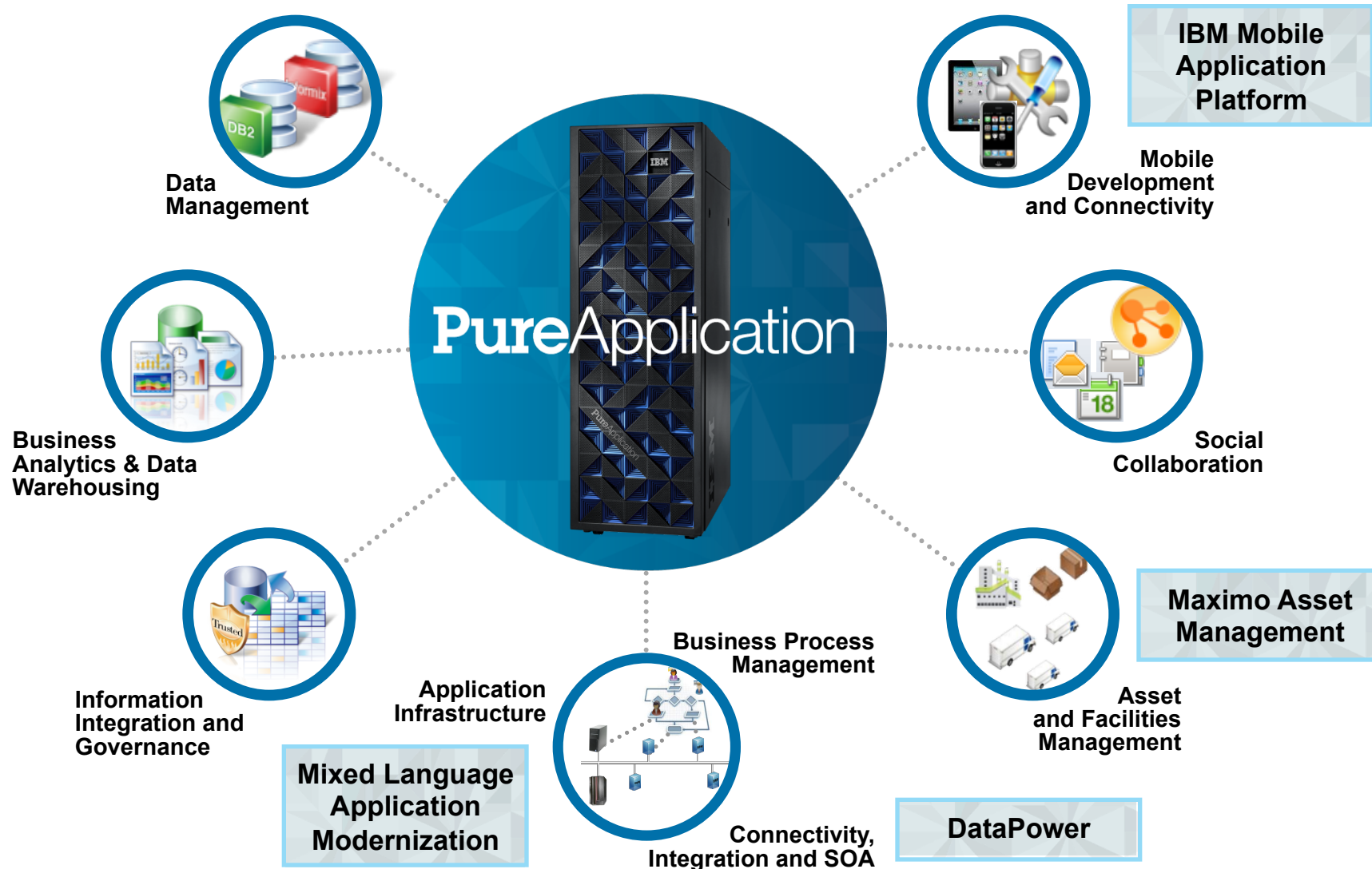
Routing Policy

Scaling Policy Web/Enterprise Application

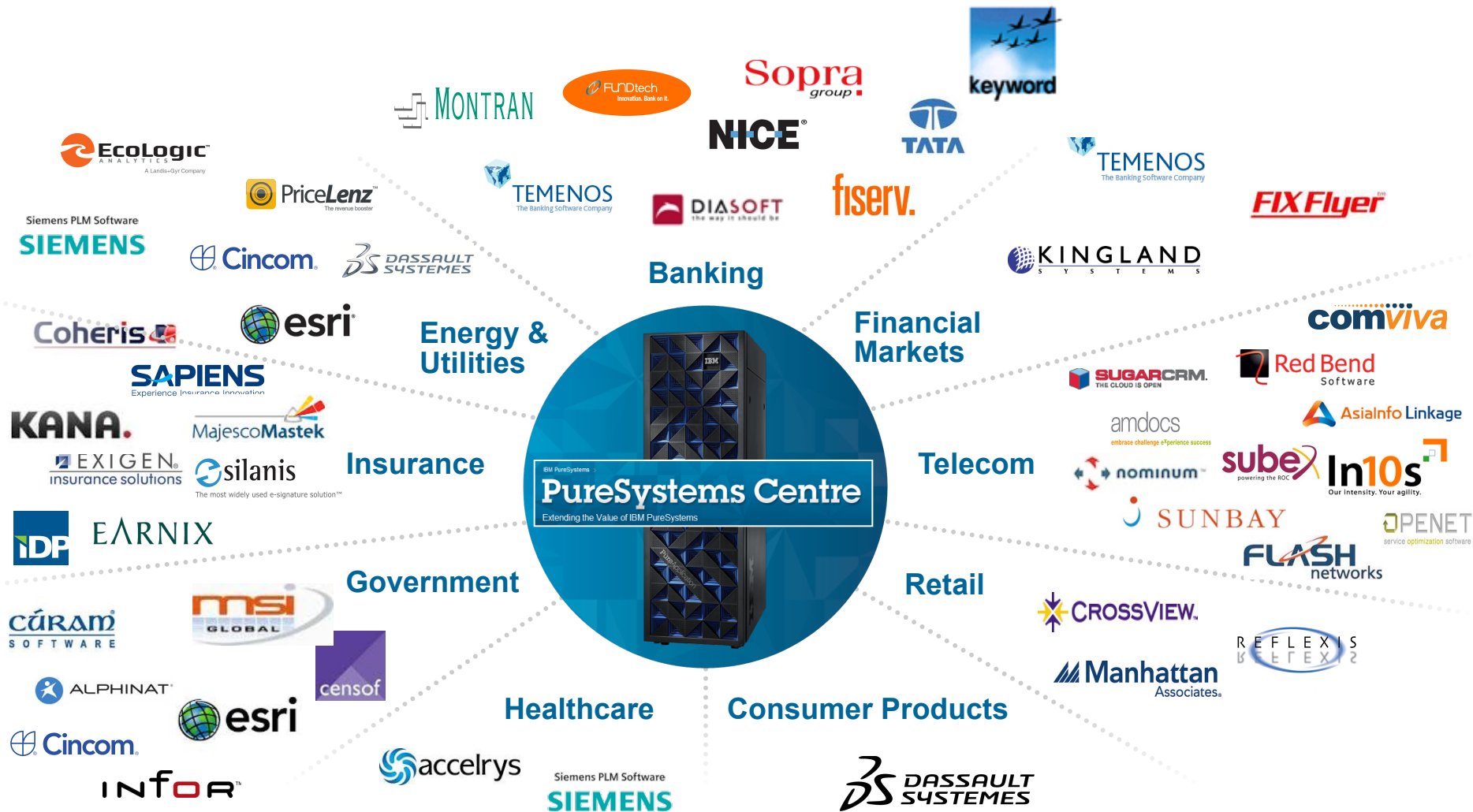
able session caching:

imum Session Cache Grid Size:

# Leading IBM Software capabilities have been optimized for the PureApplication System through “Patterns of Expertise”



## “Patterns of Expertise” covering the breadth of industry segments



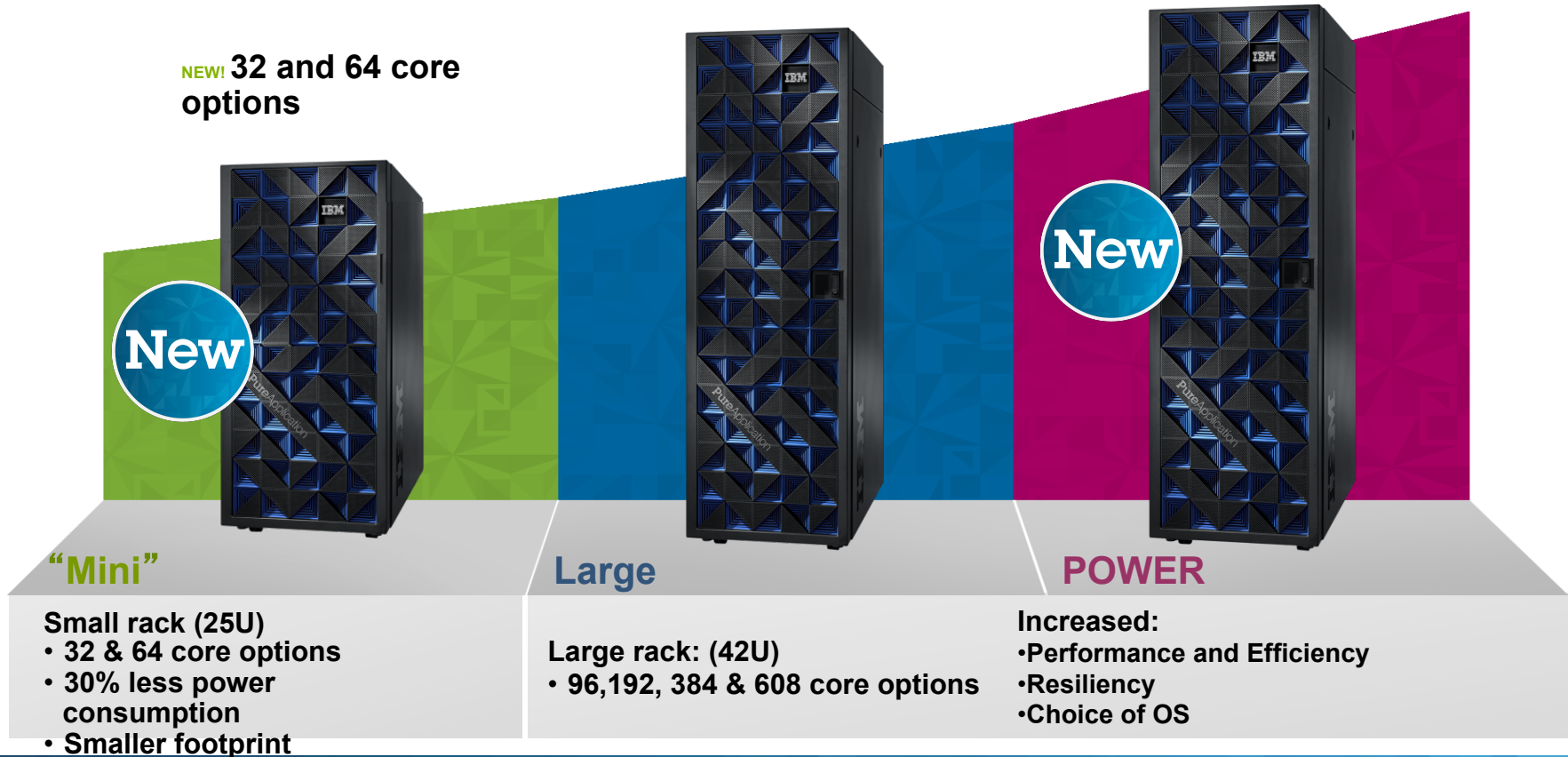
# The right model to fit your needs

Departmental adoption  
& GB market

Core PaaS offering

**NEW! POWER7+ model**  
supporting up to 608  
cores in a single  
system

**NEW! 32 and 64 core**  
options



- All models are integrated by design and share the same built-in expertise and simplified experience
- Upgrade to larger configurations in a rack without taking an outage

## PureApplication Systems: Summary value proposal

**PureApplication**



**Application Platform**

---

*Delivering Cloud Application  
Platform Services*

**Speed  
Applications  
delivery**

**Reduce  
Operating  
Costs**

# Profile of Business Partner Reseller for IBM

## PureApplication System

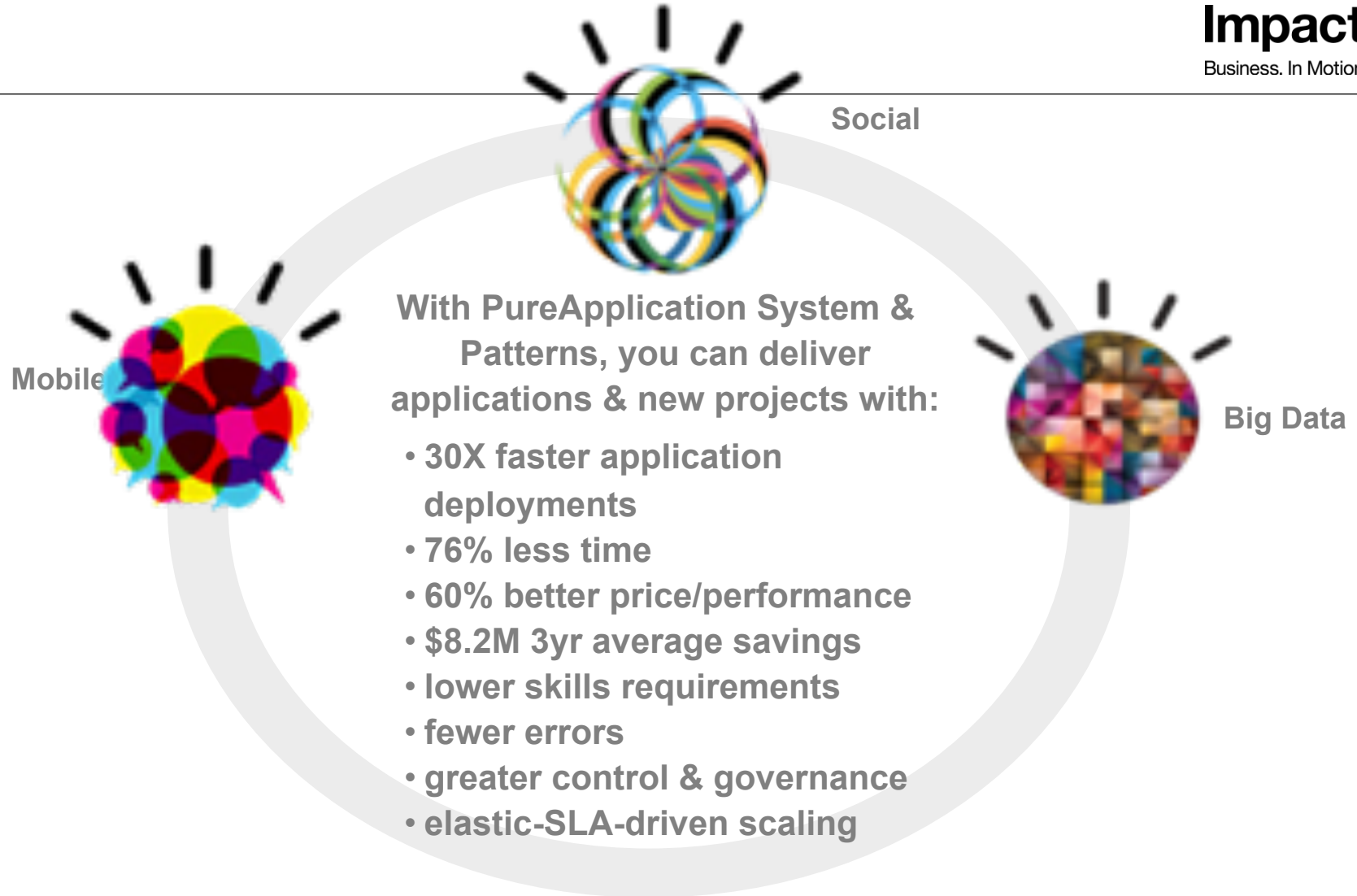
<b>Skills</b>	<b>Technical</b> <ul style="list-style-type: none"> <li>• Strong Middleware skills             <ul style="list-style-type: none"> <li>– Database</li> <li>– Web application server deployment</li> <li>– Virtual imaging</li> <li>– Cloud</li> </ul> </li> <li>• Hardware skills preferred</li> </ul>	<b>Business</b> <ul style="list-style-type: none"> <li>▪ Strong C-level skills             <ul style="list-style-type: none"> <li>– Access to C-suite executives</li> <li>– Financial impact selling</li> <li>– Relationship selling</li> <li>– Consultative selling</li> </ul> </li> </ul>
<b>Authorizations</b>	<ul style="list-style-type: none"> <li>• Expert Integrated Systems authorized             <ul style="list-style-type: none"> <li>– 2 PureApplication System technical sales mastery</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>– 1 PureApplication System sales mastery</li> </ul>
<b>VAD Credit</b>	<ul style="list-style-type: none"> <li>• Credit strength with VADs for selling a higher-priced system</li> </ul>	
<b>GTM Approach</b>	<ul style="list-style-type: none"> <li>• Solutions focused vs Product driven</li> <li>• Management consulting engagements</li> </ul>	<ul style="list-style-type: none"> <li>▪ Managed Service Provider / ISV SaaS Provider</li> </ul>
<b>Offering focus</b>	<ul style="list-style-type: none"> <li>• Application consolidation &amp; optimization</li> <li>• Virtualization services / Cloud</li> <li>• Application and systems migration</li> </ul>	
<b>Customer Profile</b>	<ul style="list-style-type: none"> <li>• \$1M+ purchase budgets</li> <li>• Need to consolidate Web applications &amp; Database transaction workloads</li> <li>• Need to improve application deployment time</li> <li>• Want to implement best practices to automate and optimize difficult or time-consuming tasks</li> </ul>	

## Evenements clés Q4 Q1

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- **PureSystems VIP Symposium Londres** (25 et 26 novembre)  
Focus / PureApplication System et PureData for Transactions
  
- **MSP day – 3 décembre à Bois colombes**
- Focus : PureFlex, Pureapps et PureData System
  
- **Study tour la Gaude – 12 février**
- Focus : PureApplication System et PureData Systems

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