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Chapter 1 - Intro

Thanks for joining me! You already know that business can move pretty fast. So we're going to show you an Information Management solution based on IBM IMS software and a Service Oriented Architecture. This proven solution delivers world-class performance and rock-solid reliability, and might just be the edge your business needs to knock your competition out of the race.

In this demonstration, I'll play the role of Chief Technology Officer at JK Motors.

Chapter 2

JK manufactures cars and sells them over the Internet and through dealerships worldwide. As CTO, I need an IT architecture that supports global, 24 -7 operations -- one that helps us manage our supply chain, and track the components that go into every vehicle we sell. It's a pretty tall order, but our IMS solutions can handle it.

We run our business on IMS because only IMS provides the speed and reliability we need – handling over 2 million transactions per day and managing vast volumes of information, with better than 99% availability. Our business **depends** on IMS -- for everything from scheduling parts shipments to producing a unique Bill of Materials for every car that comes off the line. Then there's security - which in our business equals "peace of mind"; much of our confidential business data, including new car designs, are stored in IMS databases.

And I rarely lose sleep at night.

See, IMS has a spectacular track record for these sorts of requirements. After all, IMS was designed to manage and track parts for the first Apollo moon mission. In fact, several IBM customers handle more than 100 million IMS transactions per day. 100 million! Businesses like these rely on unparalleled security -- provided by IMS and System z mainframes -- to keep sensitive information safe. I'm comfortable **our** IMS solutions are secure, dependable, and can scale.

Now, our IMS SOA solutions help us increase automation and flexibility, improve process efficiency, and provide information on demand. Not only that, since we are running on System z, the total cost of ownership is so low it makes our CFO blush. All of this translates into higher profits and customer loyalty, and that's what really counts.

IMS also integrates well with other business-critical systems, like our DB2-based customer information systems and our WebSphere-centric process management and Web self-service applications. Indeed, we exploit new SOA features that come with IMS to leverage new technologies and open the door to business innovation. For example, we now allow customers to order cars directly from us, online.

Want to see?

Chapter 3

Suppose you're shopping for a new car. You visit our Web site, create an account, and can begin the selection process right away. You see price differentials for all available options, make your choices, initiate financing, and submit your order in a matter of minutes. Two weeks later, you're thrilled to receive your new car – built to your own specs and without having to deal with a salesman (or pay his commission). Now that's car buying made simple!

How do we do it?

Chapter 4

Our Web site functionality is implemented through Web services, which uses one of these three IMS SOA solutions to talk to IMS transactions. In this case, order information, submitted through a Web service, triggers an IMS transaction that updates the IMS order database. For example, the purchase Car webservice will trigger the purchase car transaction running in IMS. The best part is we could do this **without** writing much code **and without** a single change to the IMS application due to the excellent support provided by Websphere tools. Web services also communicate with DB2 to store and retrieve customer information.

Of course that's all by design. IMS **also** helps us respond to unforeseen circumstances. Recently, a brake pad supplier notified us about a serious defect affecting their last 2 consignments to JK. The defective pads might cause brake failure under extreme conditions. So we had to recall all cars manufactured with the defective pads. Fortunately, we had written a JDBC application in IMS that could process XQuery requests. So, our DB2 developer just wrote an XQuery statement to search the "Bill of Materials" IMS database -- quickly identifying all affected vehicles. Our ability to act fast reduced JK's liability and helped protect the company's image. And the ability to support standard interfaces such as JDBC & XQuery allowed us to leverage the skill set across the organization.

With IMS SOA solutions handling the basics, we can focus on **what we enjoy most**: making cars that people really love to drive.

Chapter 5 - Outro

IMS solutions combine the superior performance and robustness of traditional IMS processing with the flexibility offered by new technologies, to come up with optimized solutions. So people get the information they need, when they need it, for insight on demand

Over 95% of top Fortune 1000 companies use IMS. Maybe it's time you joined them.

Experience world class Information Management performance and reliability, with IBM IMS software and a Service Oriented Architecture.

You've seen the demo. Now click the link to learn more.