

IBM Software Demos

IBM SOA WebSphere Business Services Fabric

IBM WebSphere Business Services Fabric Animation

Watch closely. I'm going to show you the IBM WebSphere business services fabric, an end-to-end platform that enables new levels of business flexibility and responsiveness through composite business services. Composite business services are a new generation of business solutions that leverage a Service-Oriented Architecture, or SOA.

With SOA, a business can be visualized as a loosely coupled collection of reusable building blocks called business services. And business services represent discrete business functions and can be derived from nearly any type of IT asset, including legacy systems and packaged or custom applications.

The WebSphere business services fabric wraps business services with business policies and rich meta data and brings them together into composite business services to provide new and innovative business solutions that can be personalized and delivered on demand.

The business policies and meta data allow the fabric to dynamically adapt service behavior based on user context, enabling more flexible and responsive business solutions. These solutions can be deployed as portfolios of role based business services that are dynamically personalized and delivered at run time.

Customers, partners and employees can subscribe and unsubscribe to services and personalize their behavior over their preferred communication channels, including the Web, mobile devices, telephone response systems and machine-to-machine interfaces.

The WebSphere business services fabric also lets you create service oriented business processes that dynamically select the optimal available business service to perform a given function.

Business functionality is no longer hard coded to business processes but instead is resolved and bound at runtime, allowing users to receive the optimal service to which they're entitled. And by using policies and business context to personalize service behavior, you can capture new business level usage data and intelligence to further optimize your product offerings and adapt them to changing needs.

Composite business services can foster greater business agility, enable product and service innovation, and provide strategic advantages that improve customer loyalty, increase sales and streamline operations.

WebSphere business services fabric provides the end-to-end platform to enable new composite business services and make their development simpler, faster and more business driven. We've introduced you to the power of composite business services and the WebSphere business services fabric. Now take the next step by clicking the link on the screen.

IBM Software Demos
IBM SOA WebSphere Business Services Fabric