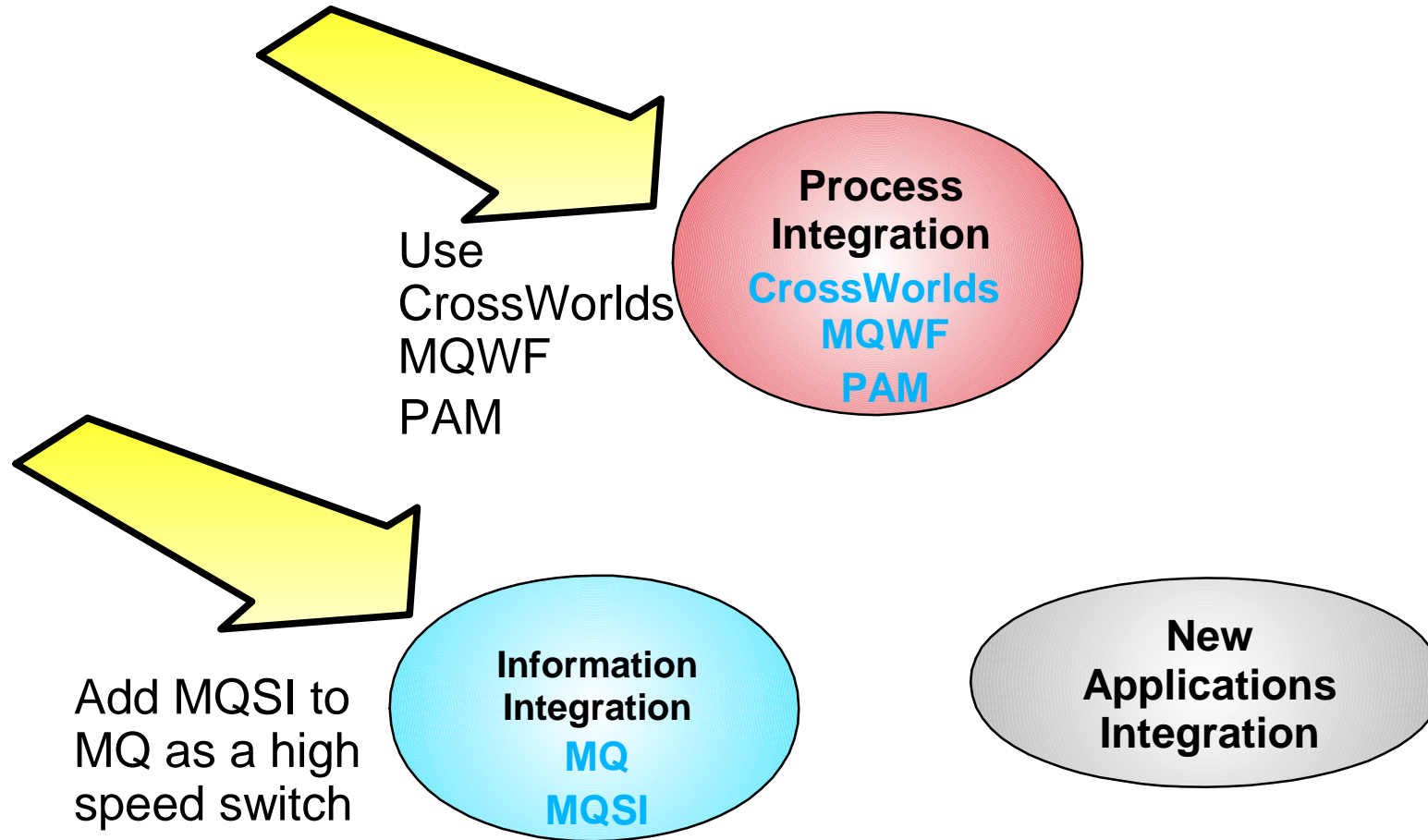


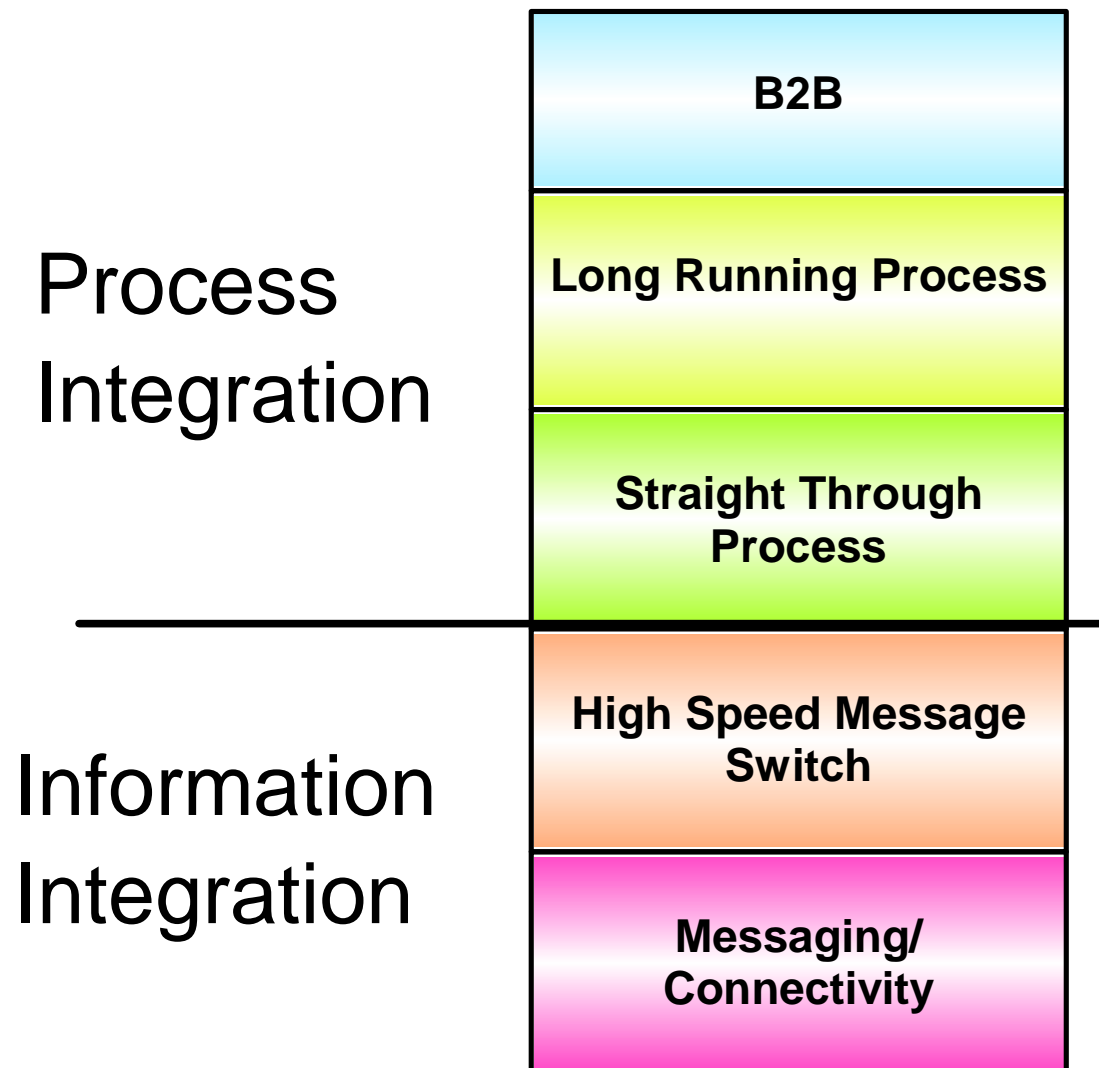
# WebSphere Summit

## Integrating Existing Applications

# Integrating Existing Applications



# Integration Capabilities

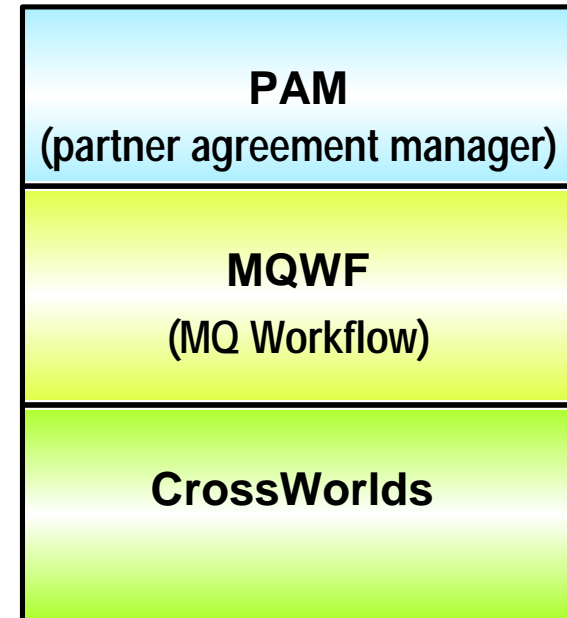


# Integration Capabilities and Products

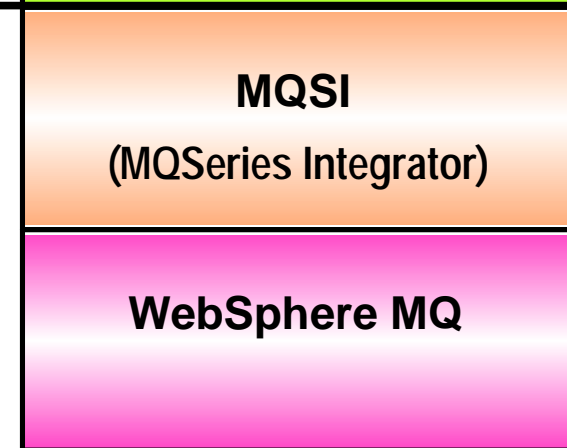
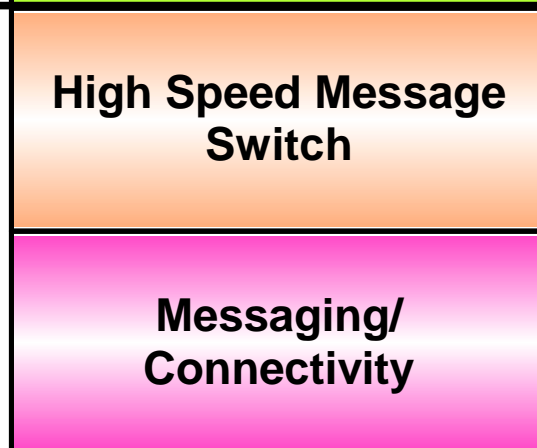
## Integration Capabilities

## IBM Products

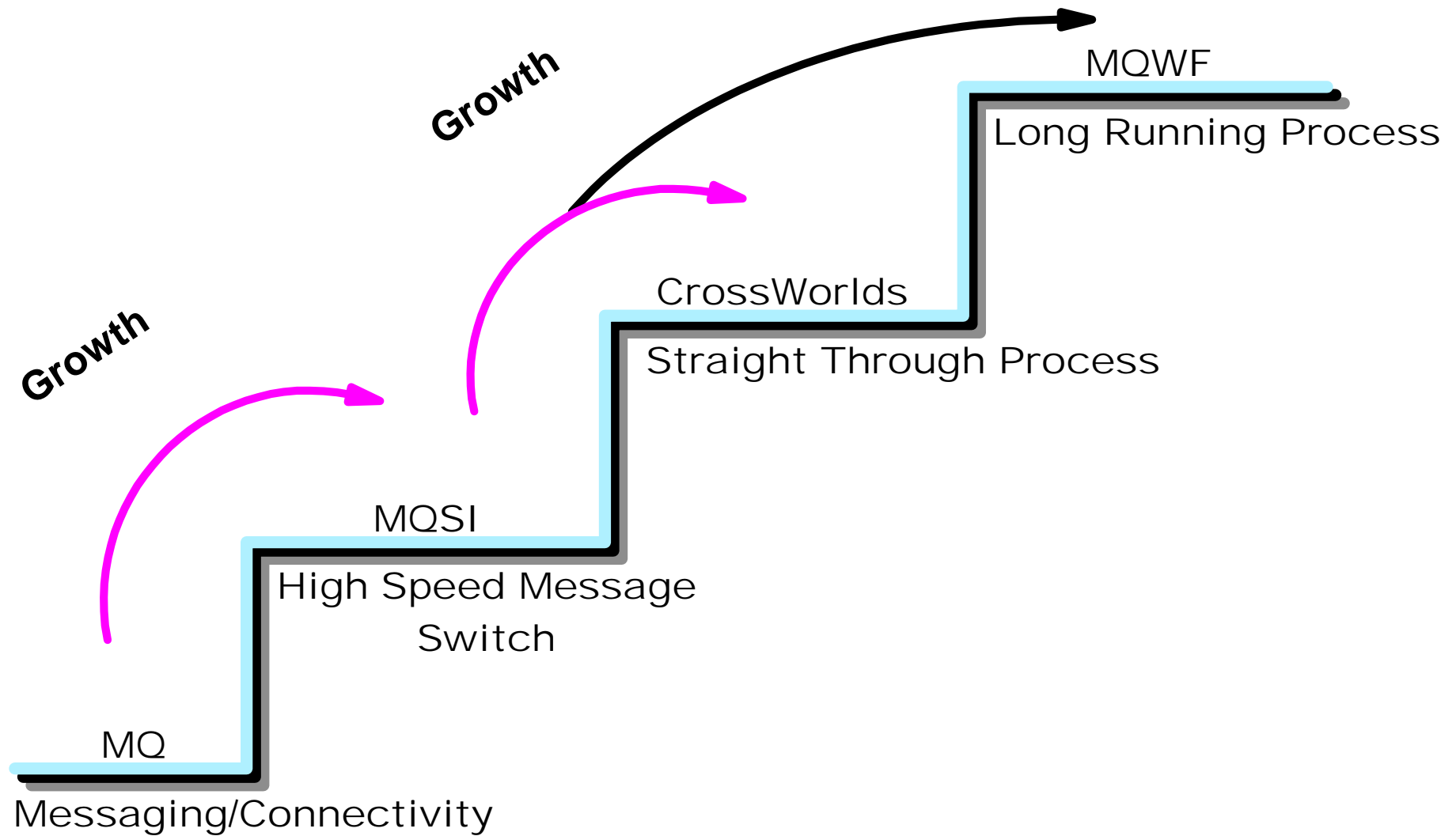
**Process  
Integration**



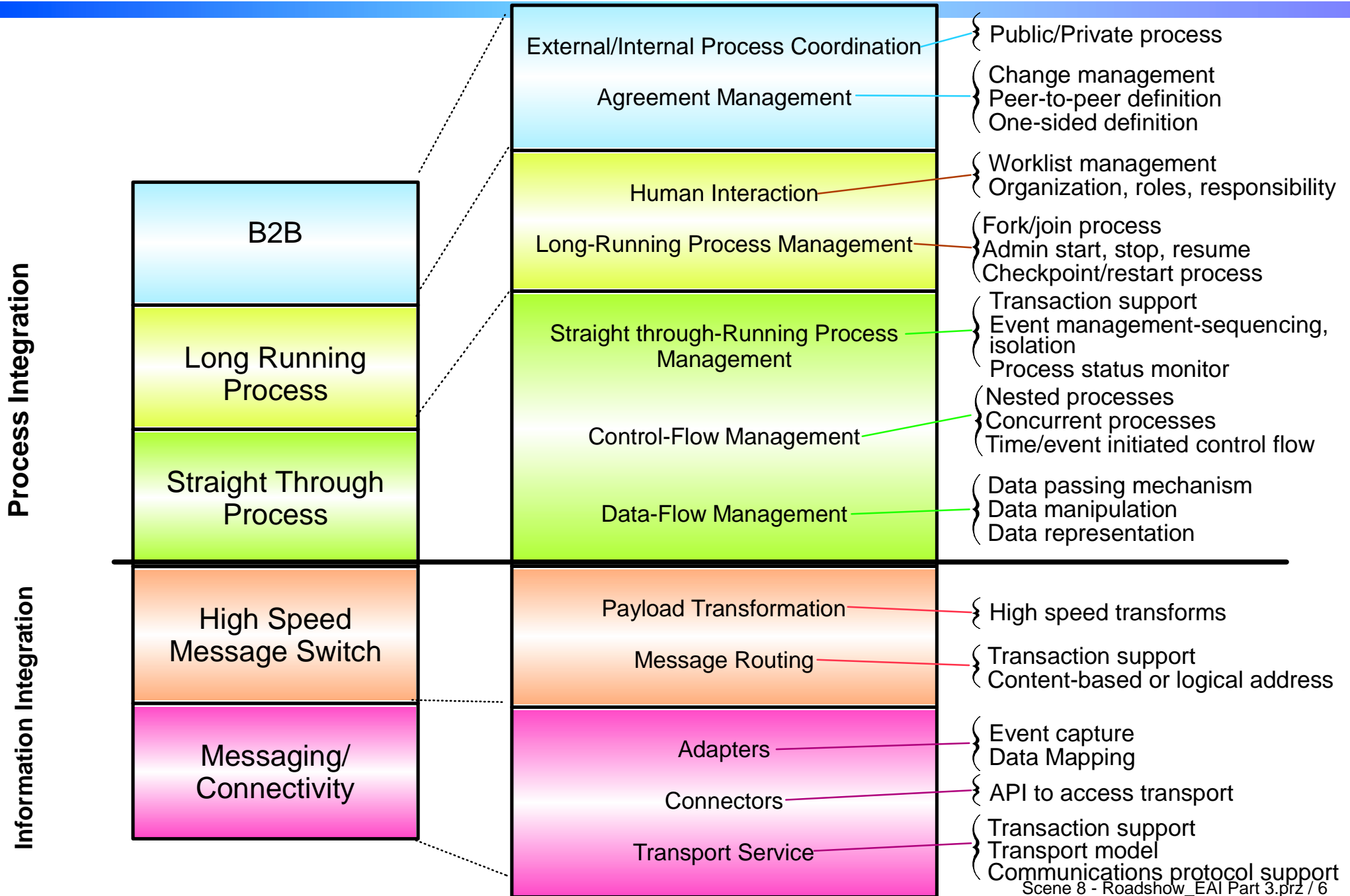
**Information  
Integration**



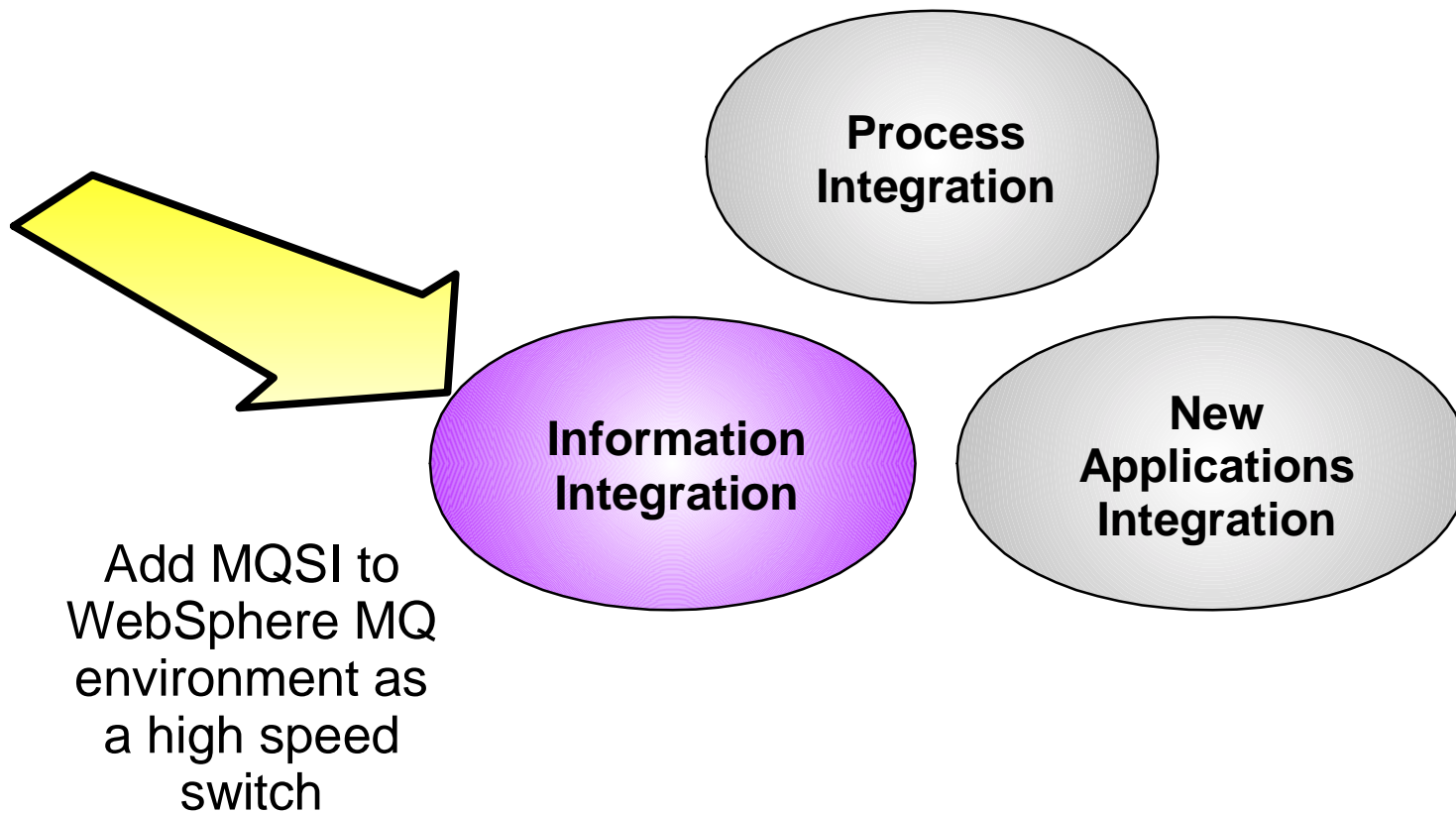
# Buildup Function to Match Growing Requirements



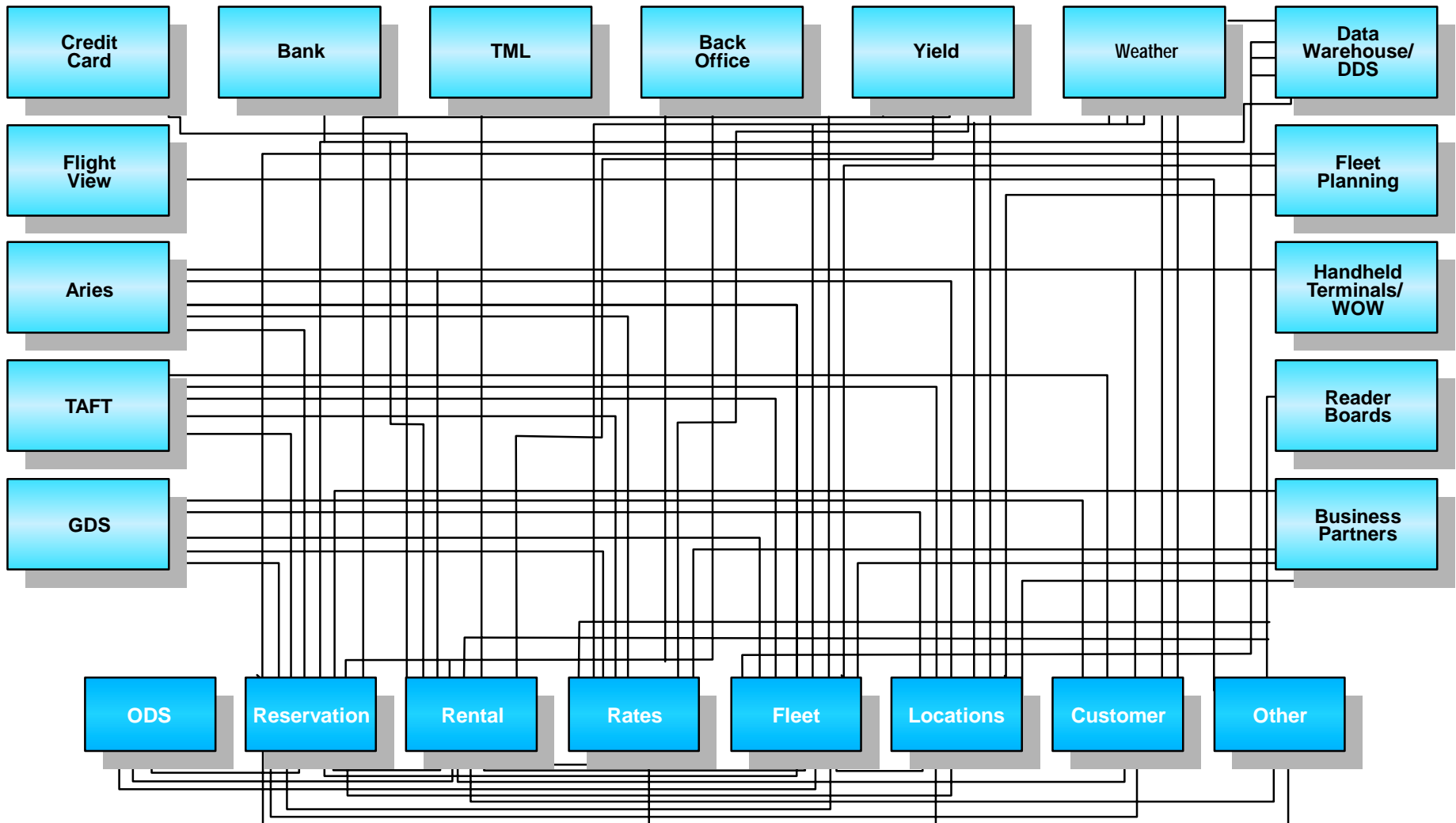
# Integration Capabilities



# Information Integration



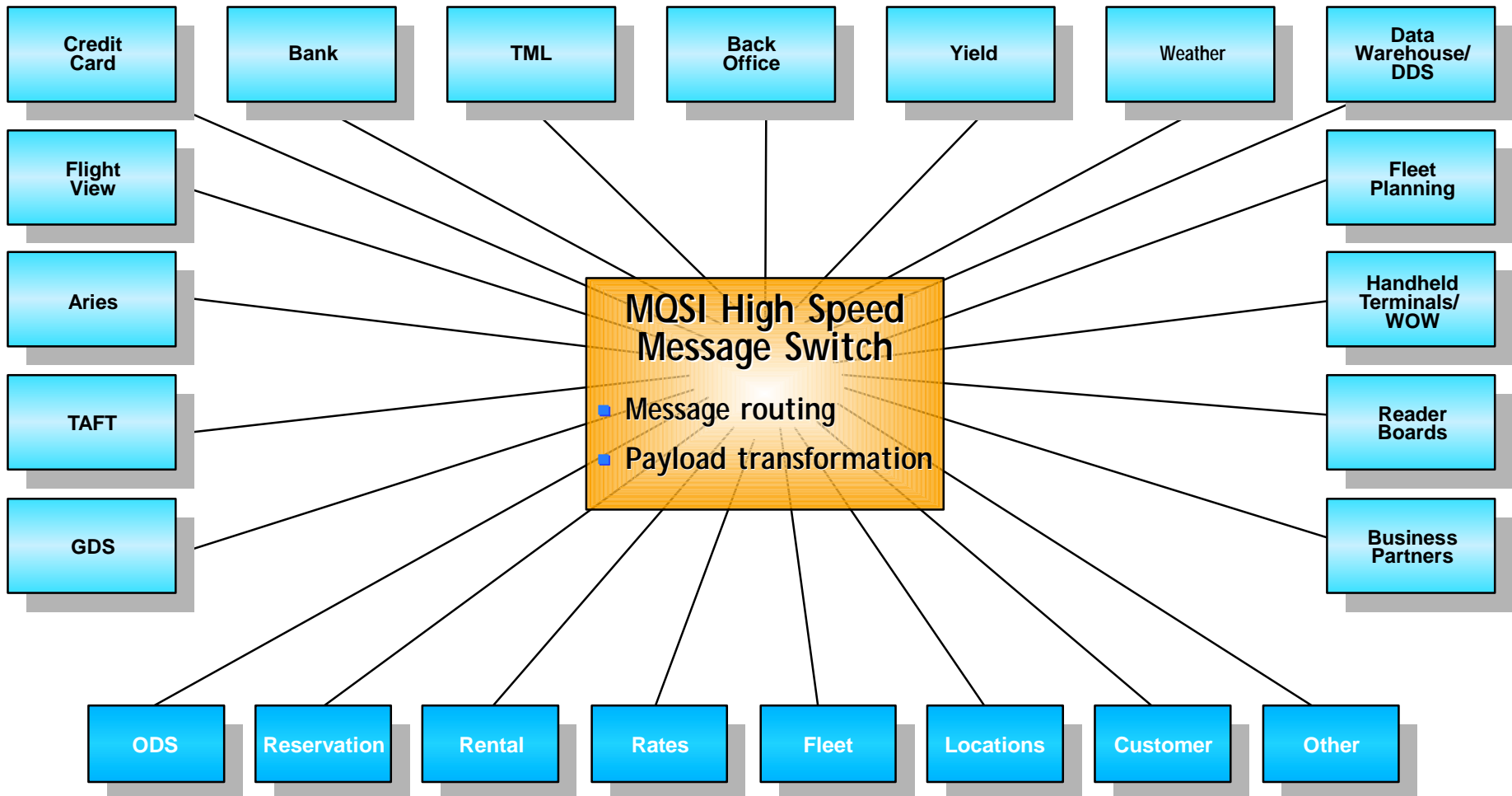
# Large Rental Car Corporation - WebSphere MQ



- Modifying one system may mean change to all the ones it connects to



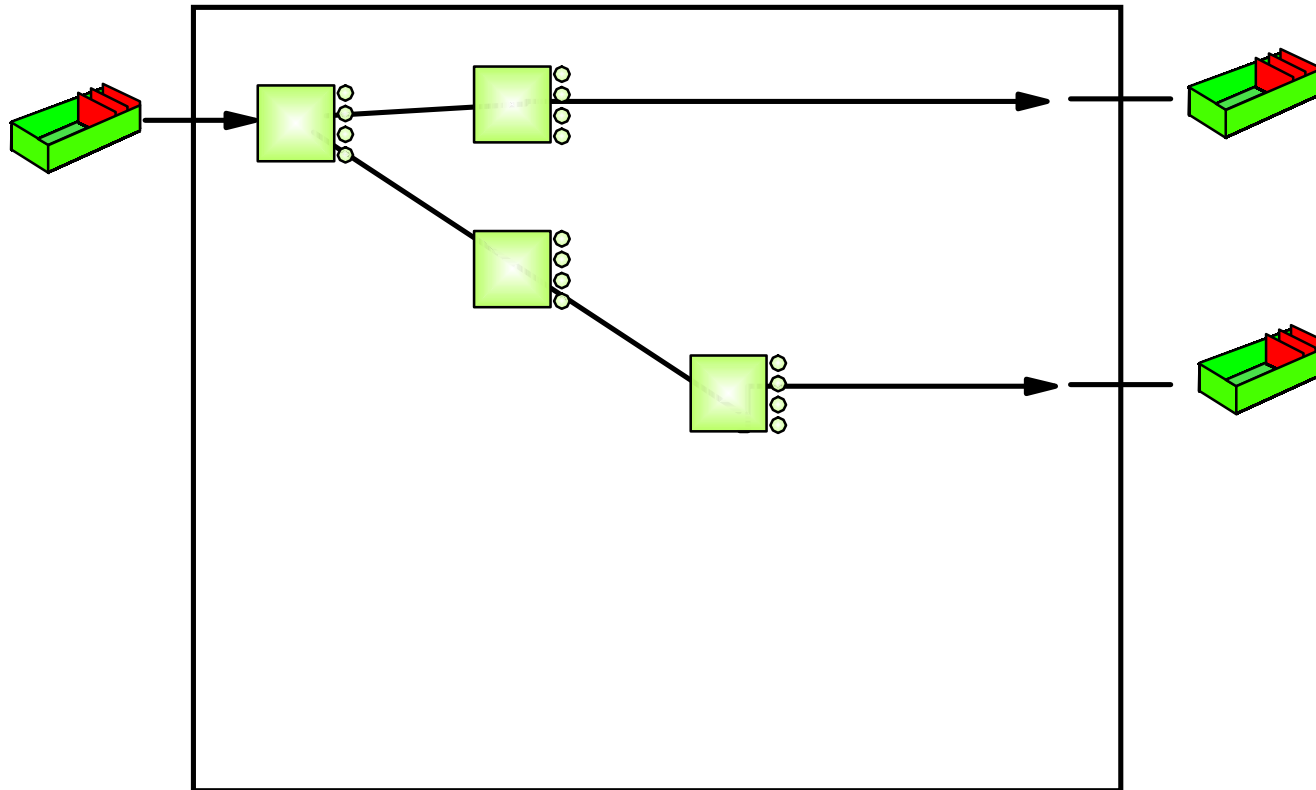
# Large Rental Car Corporation - With MQSI



- Concentrate transformation and routing logic
- Each system can be changed independently
- Lower Integration costs

# MQSI High Speed Message Switch

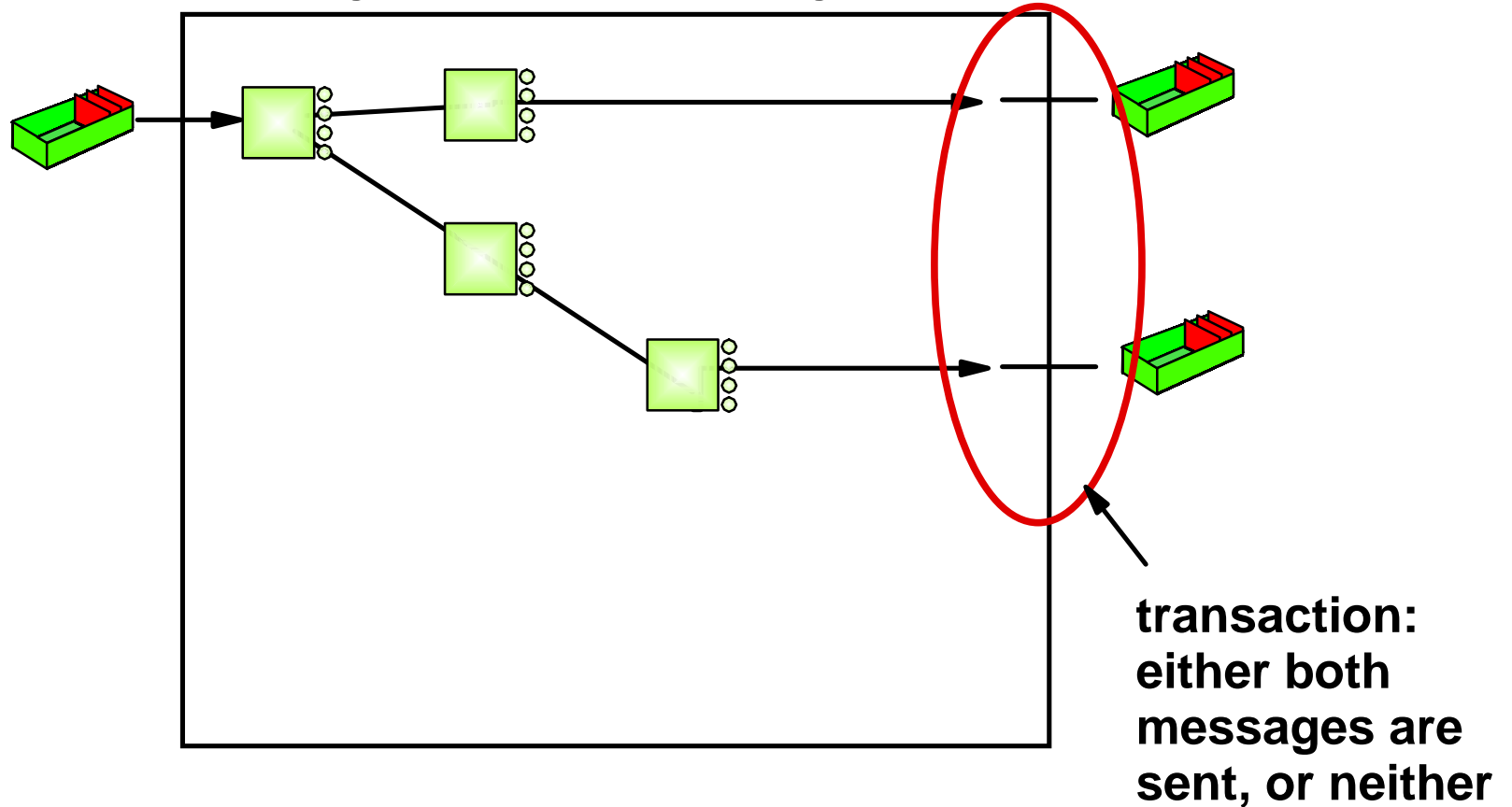
## MQSI High Speed Message Switch



- ▶ Visual tool to define message processing steps
- ▶ Processing initiated by incoming message
- ▶ Steps include: input, output, filter and compute

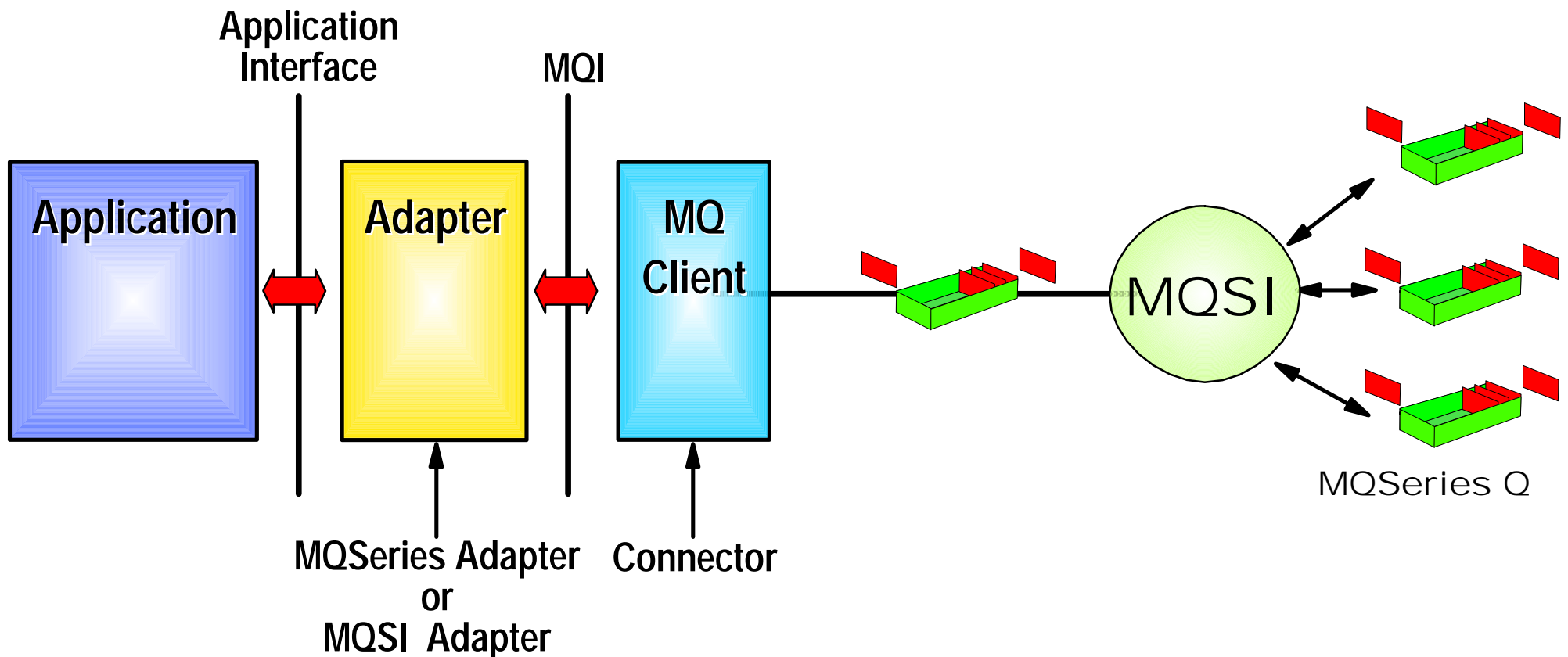
# MQSI Transaction Support

## MQSI High Speed Message Switch



# Adapters

- MQ Adapter maps application interface to MQSeries Interface (MQI)
  - ▶ Initiates or receives messages
  - ▶ Maps data formats
- MQSI Adapters are MQSeries adapters designed to connect to MQSI



# Portfolio of Adapter/Platform Combinations

---

MQSeries and MQSI Adapters - **381**

WebSphere Adapters (J2EE/CA, CCF) - **81**

**CURRENT TOTAL = 462**

<http://www-3.ibm.com/software/ts/mqseries/adapter/ws/>

# Friendly Finance Business Needs

## Information Integration

Our customer leads are coming through the mail room and over the internet.

We need to route those customer leads both to a banking department and an investment department.

IBM WebSphere MQSeries and WebSphere MQ Integrator can do this for you.

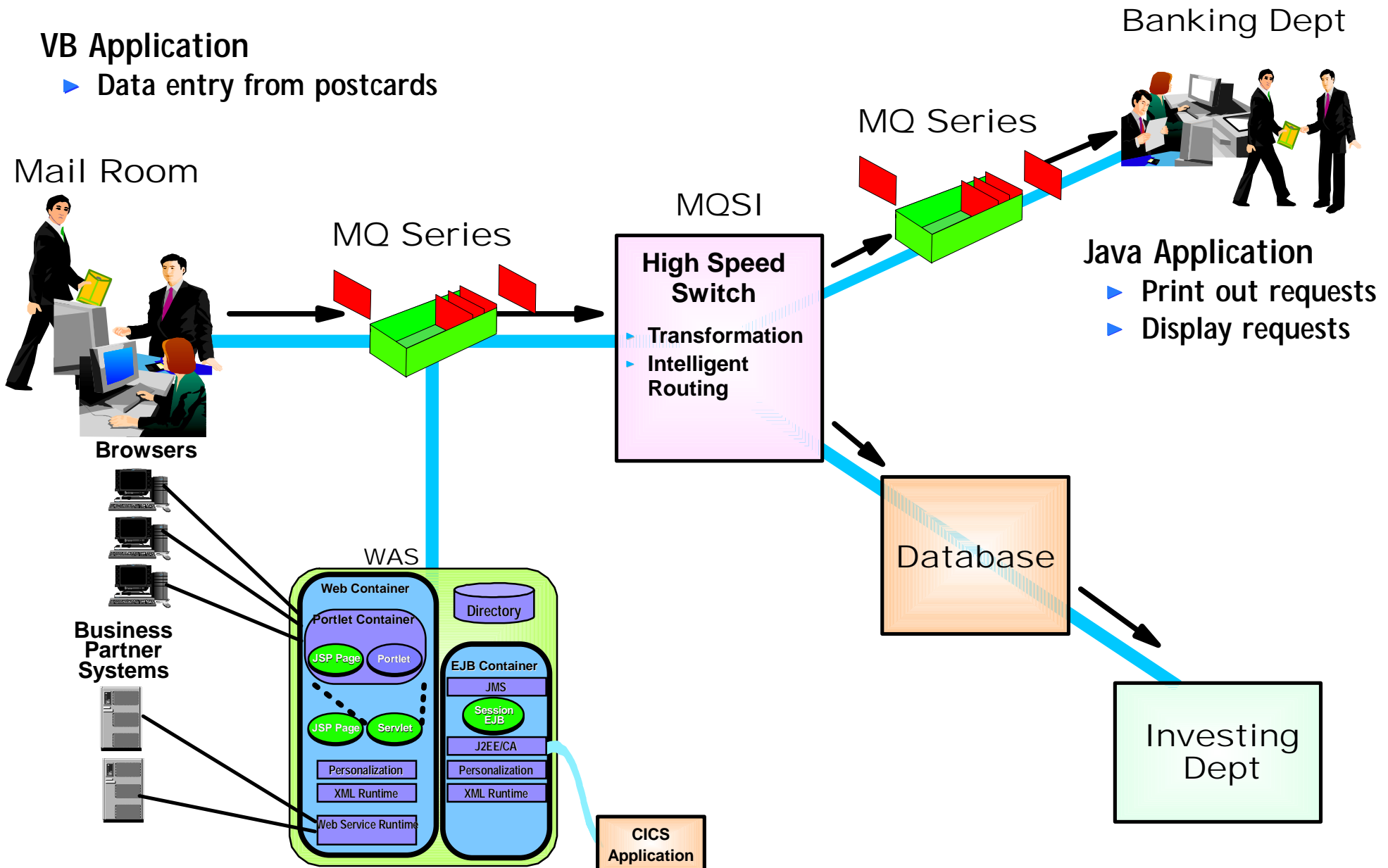


**IBM**

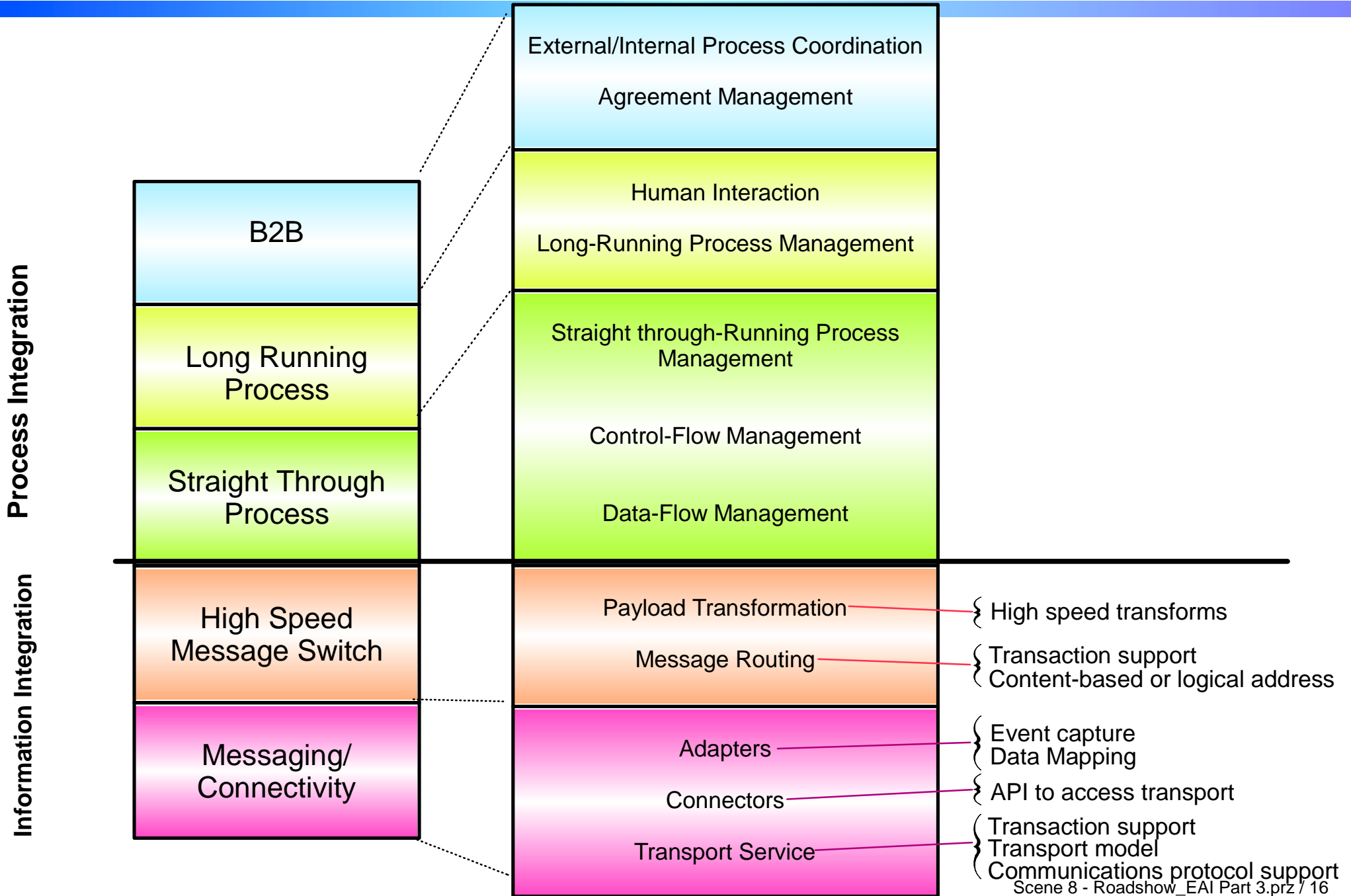


**Business Manager**

# Friendly Finance - Information Integration Demo

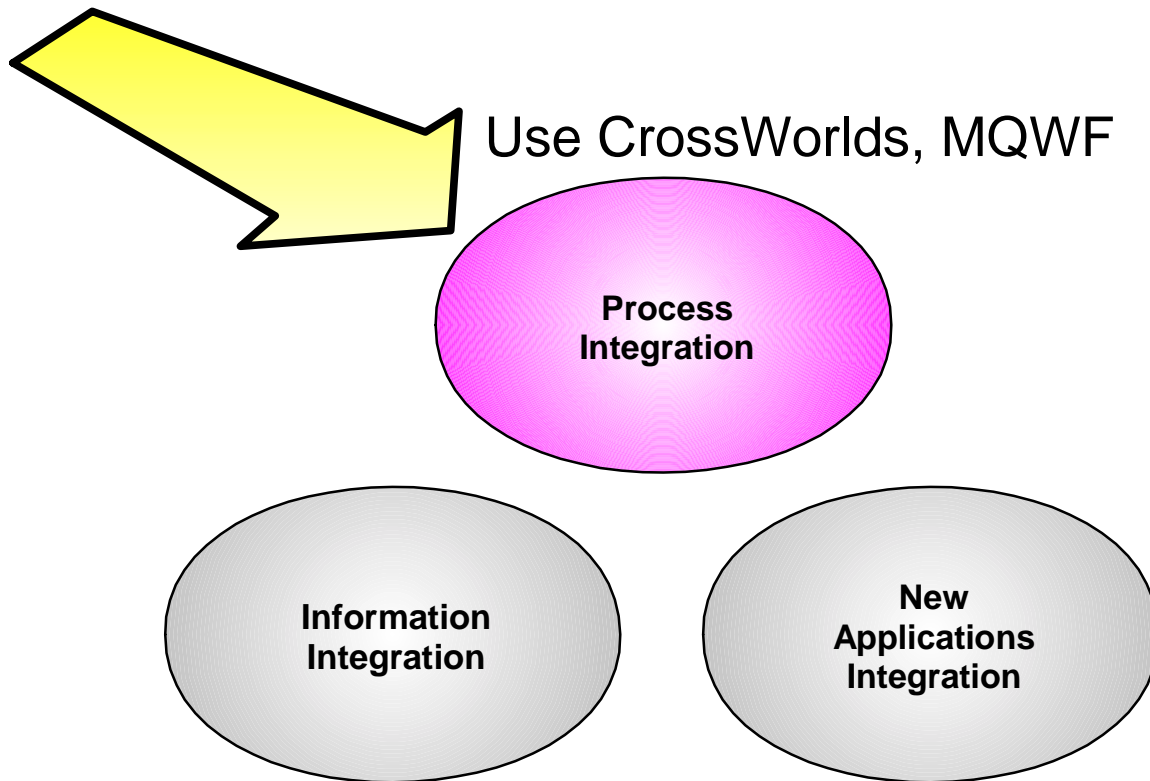


# Integration Capabilities





# Process Integration



# Friendly Finance Business Needs

## Process Integration

Our Banking Department has installed Siebel to support customer service.

1. Sales leads from the Siebel call center must be integrated with the sales lead from the mailroom and the internet.
2. We need a better way to make sure we follow up the sales leads.

We can easily integrate the new IBM CrossWorlds solution and the IBM MQ Series Workflow into your existing environment.



**IBM**



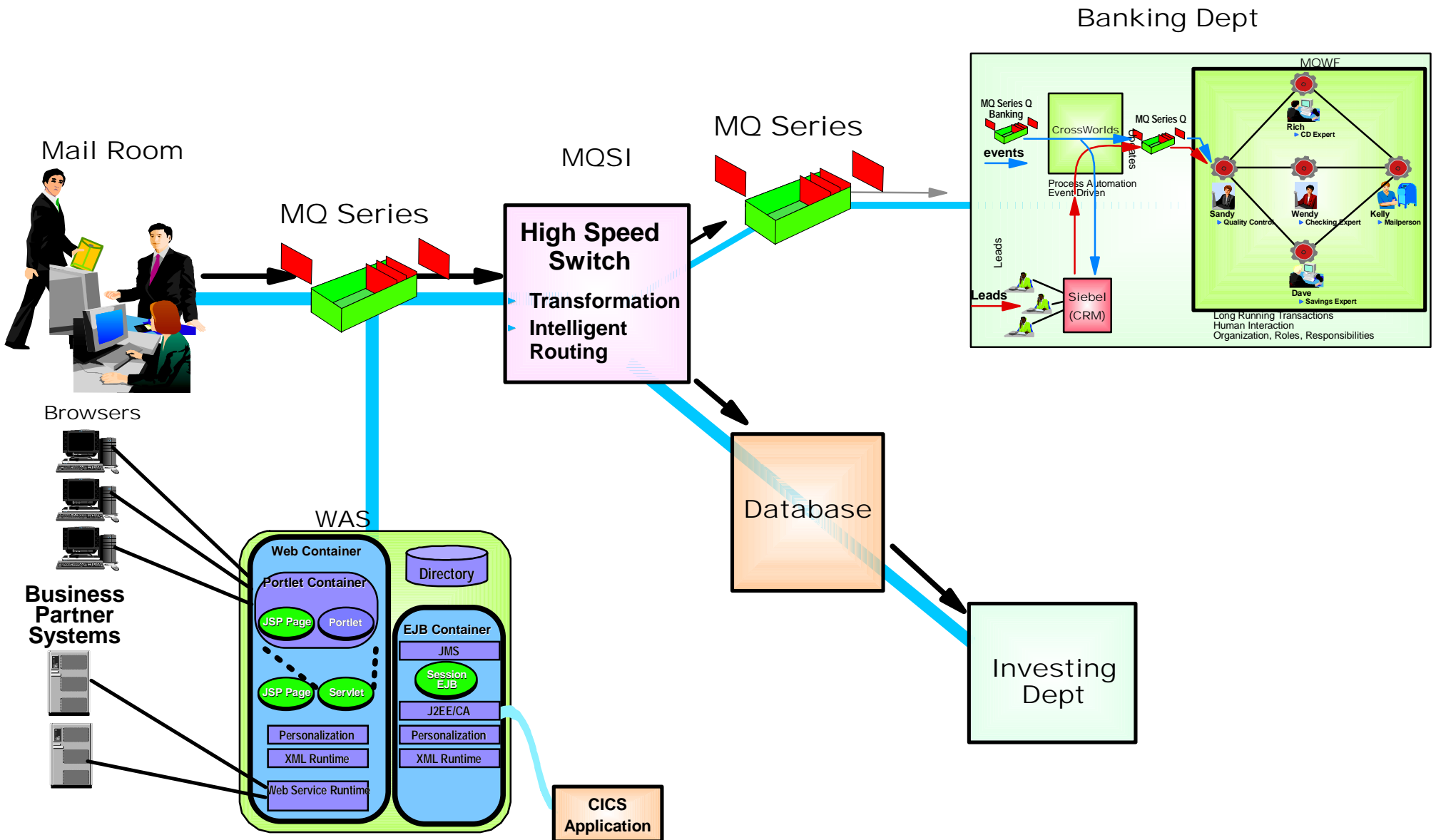
**Business Manager**

# Process Integration Concepts

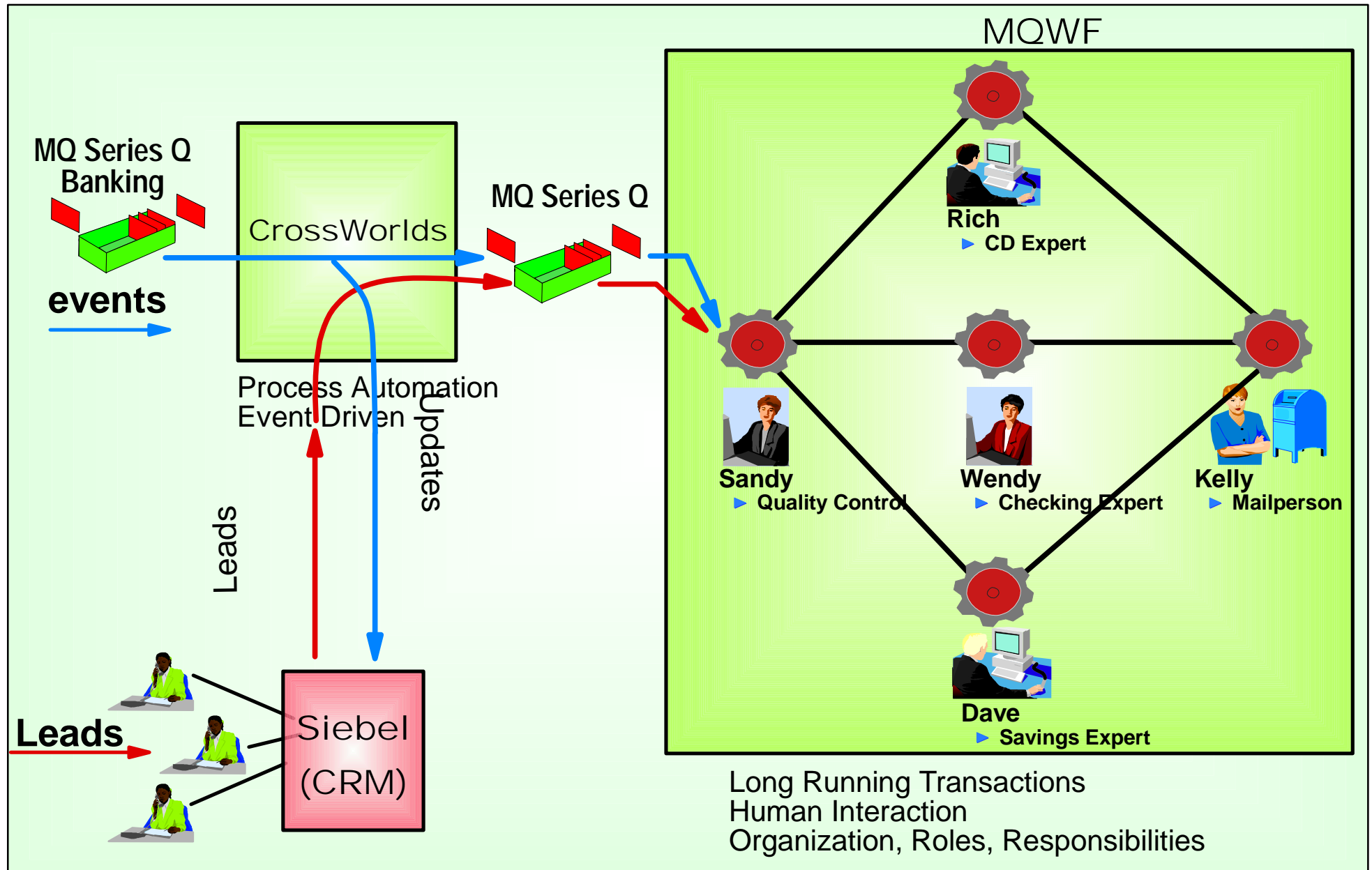
---

- **Straight Through Process**
  - ▶ Runs straight through, does not stop
- **Long Running Process**
  - ▶ Stop and wait for events
  - ▶ Has checkpoint (saves) the state of process
  - ▶ Can restart after abnormal termination
  - ▶ Has fork and join
- **Human workflow requires long running processes**
  - ▶ Organization, roles, responsibility
  - ▶ Interface to humans (worklist)

# Friendly Finance Process Integration - CrossWorlds, MQWF

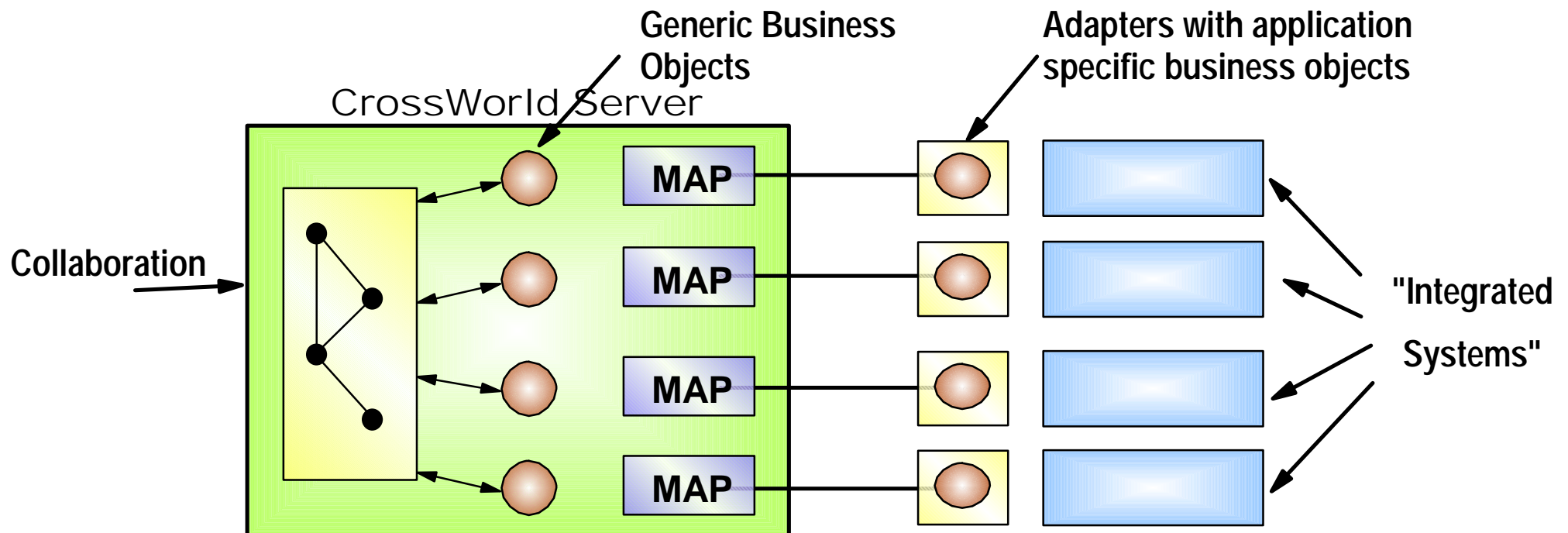


# Friendly Finance Banking (Process Integration)

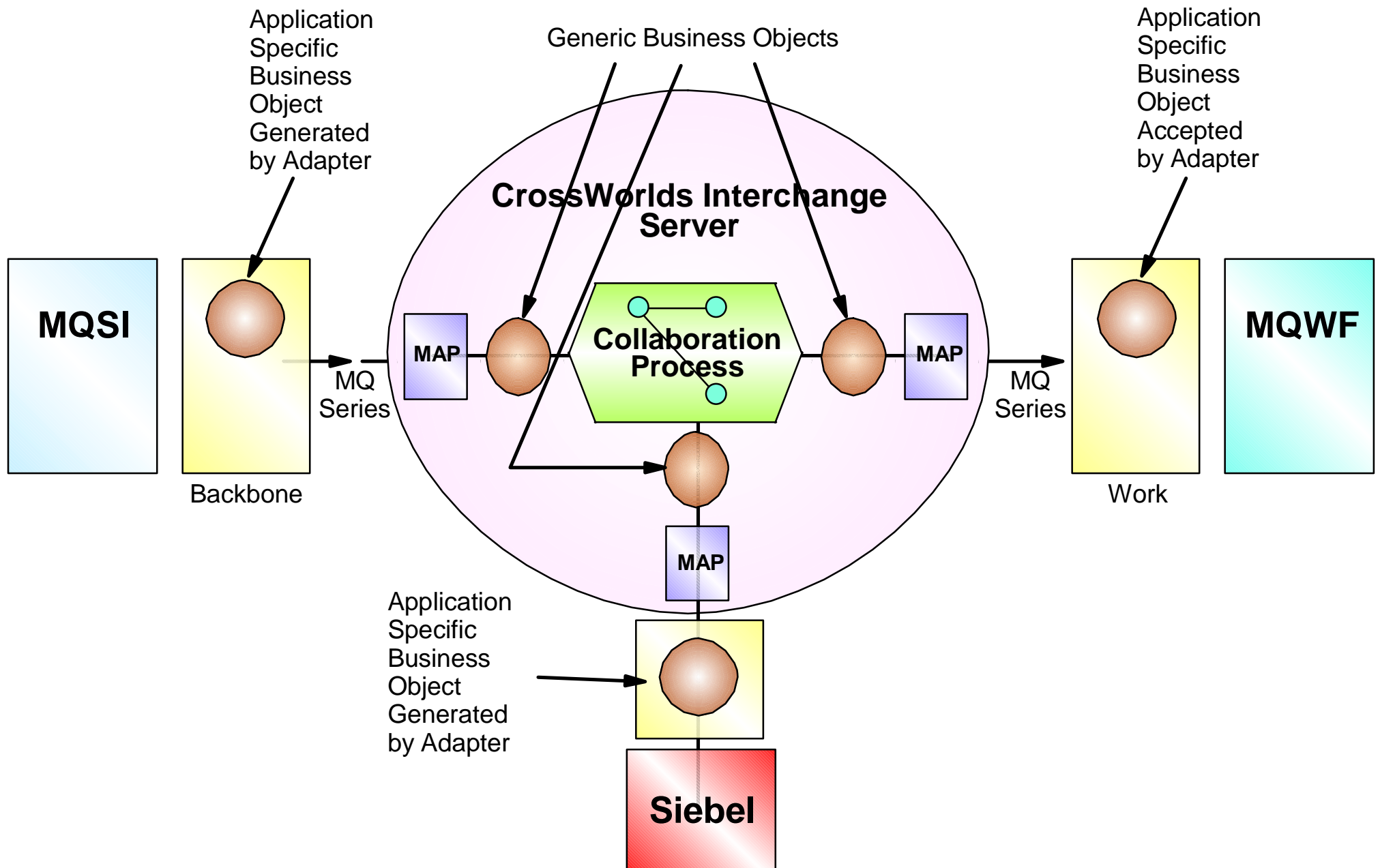


# CrossWorlds - Collaborations and Business Objects

- Collaboration - Pre-written business process operating on pre-written generic business objects
- Application Specific Business Objects - Specific business objects of the information system being integrated. Pre-written for popular application packages
- Map - Transform between application specific business object and generic business object
- Improve programmer productivity



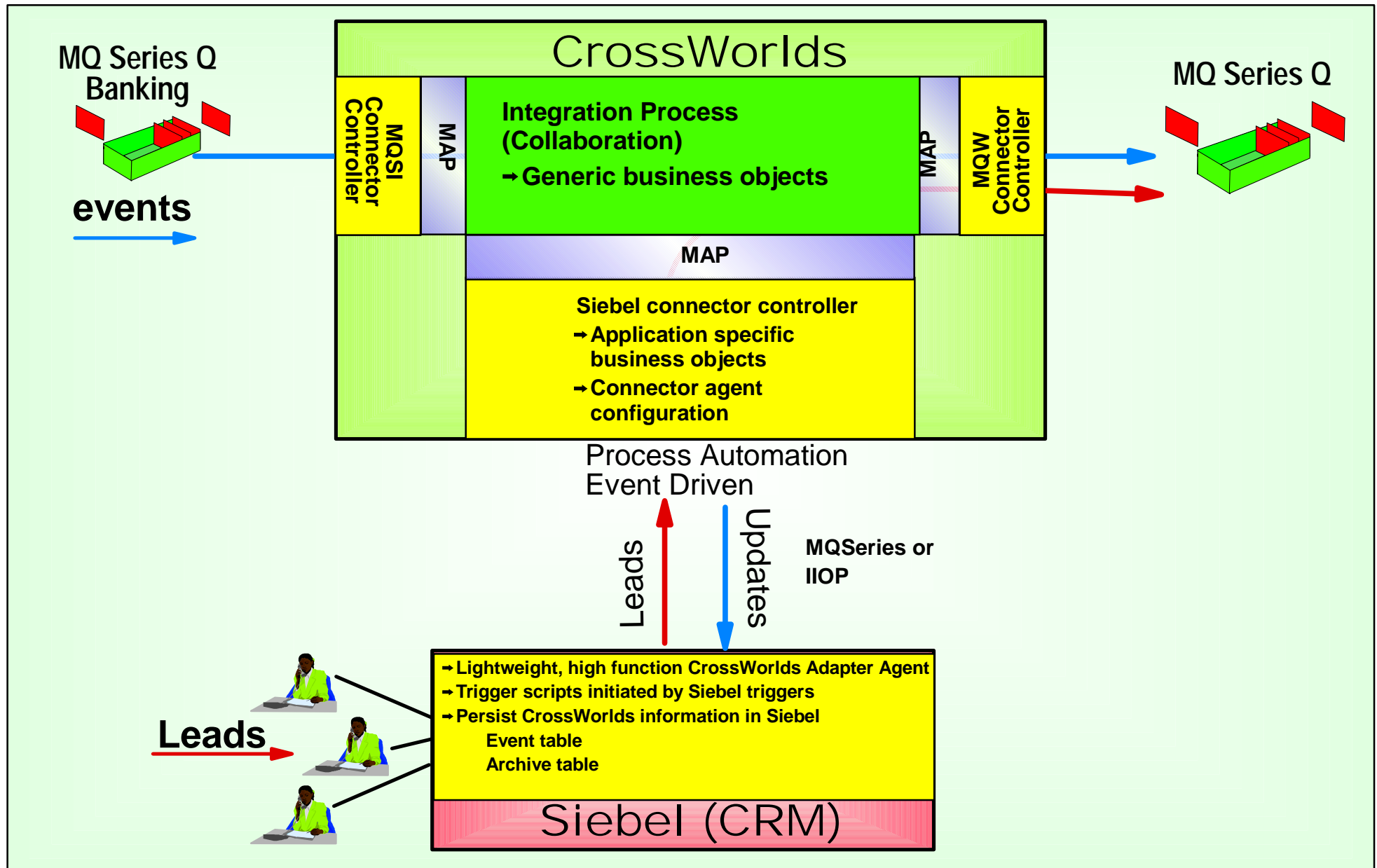
# CrossWorlds Business Object Flow Example







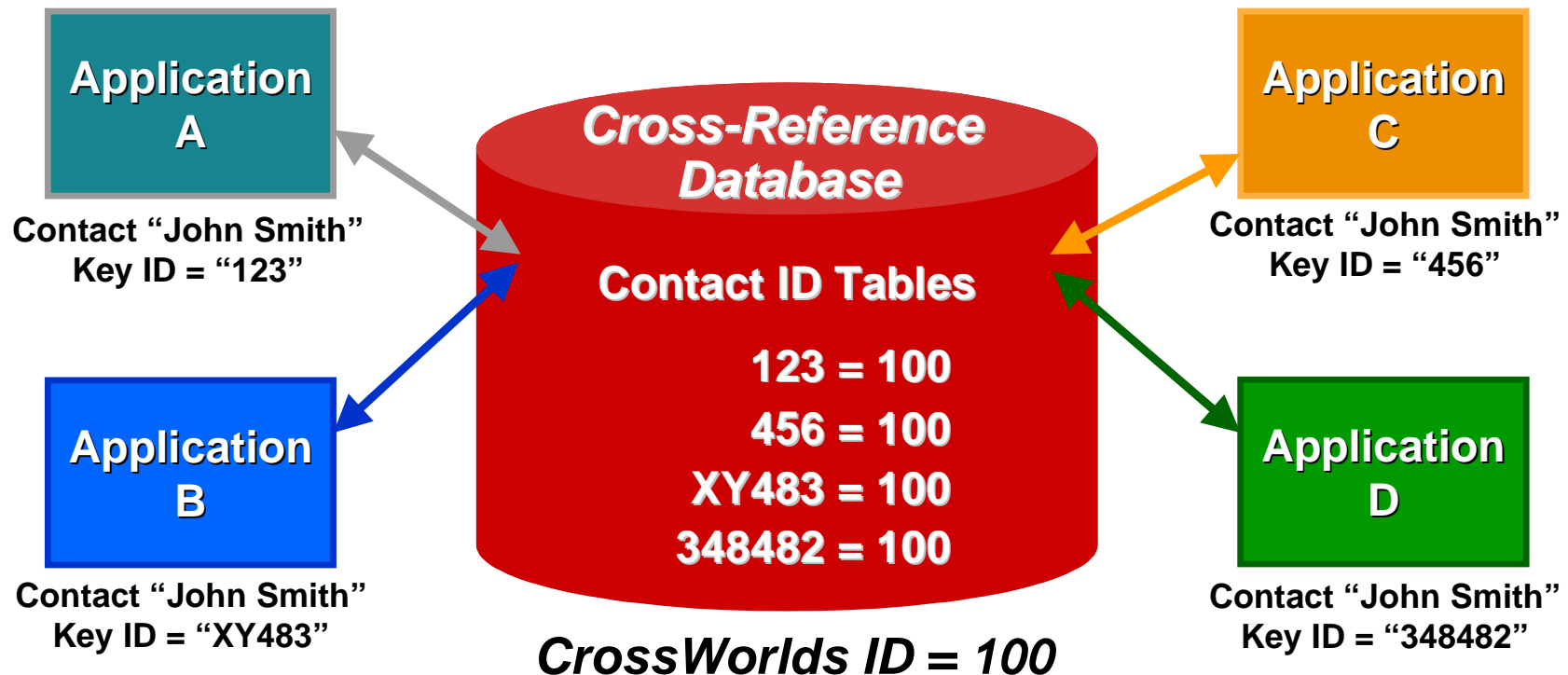
# Friendly Finance Banking (CrossWorld/Siebel Adapter Integration)



# Relationship Management: Cross-Referencing

## ■ CrossWorld

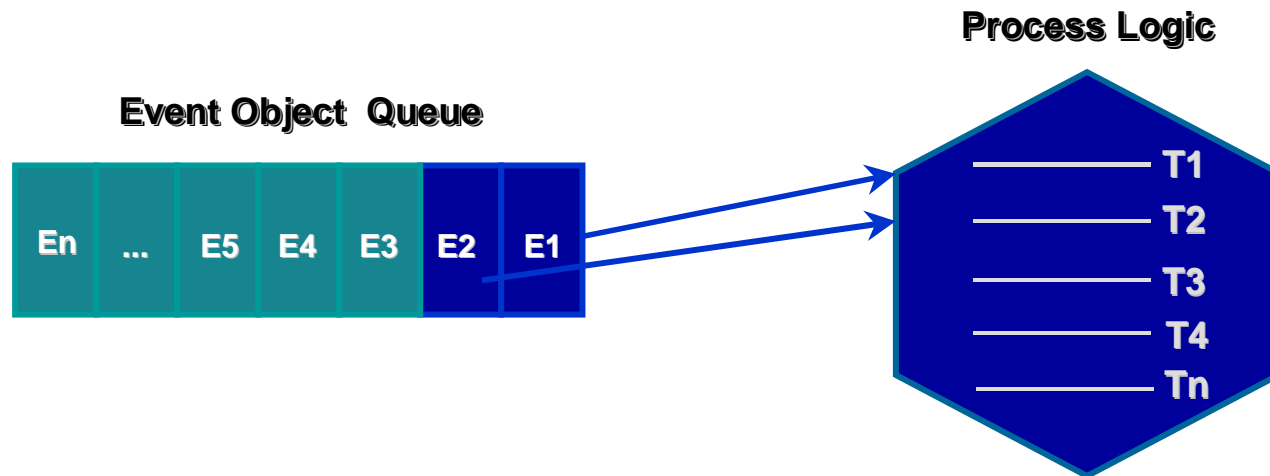
- ▶ Allows multiple disparate applications to behave as a single application
- ▶ Provides static and dynamic cross-referencing capabilities



# Event Sequencing

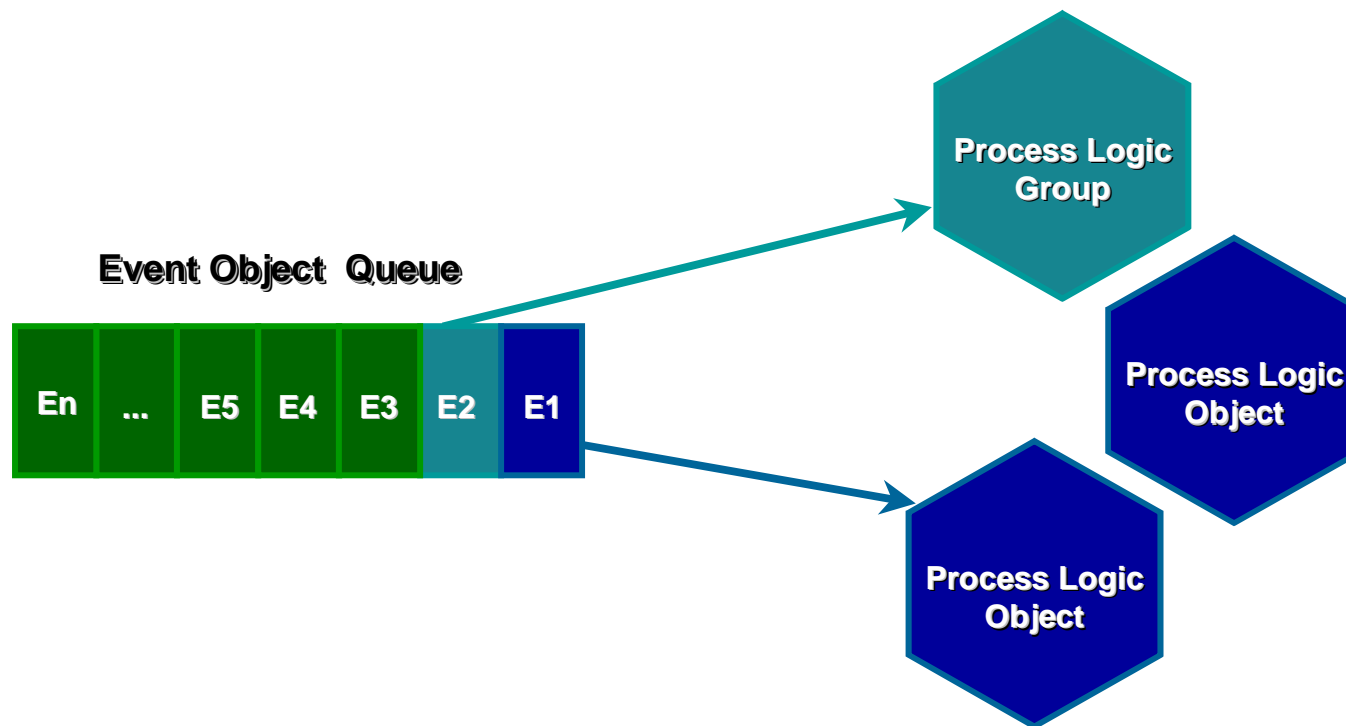
## ■ CrossWorld

- ▶ Maintains order of triggering events...
  - Through transaction commit
  - Solves “lost update” and “embedded create” problems in multi-threaded processing environments
- ▶ ...Across collaboration object instance threads
- ▶ ...Across controller listener threads

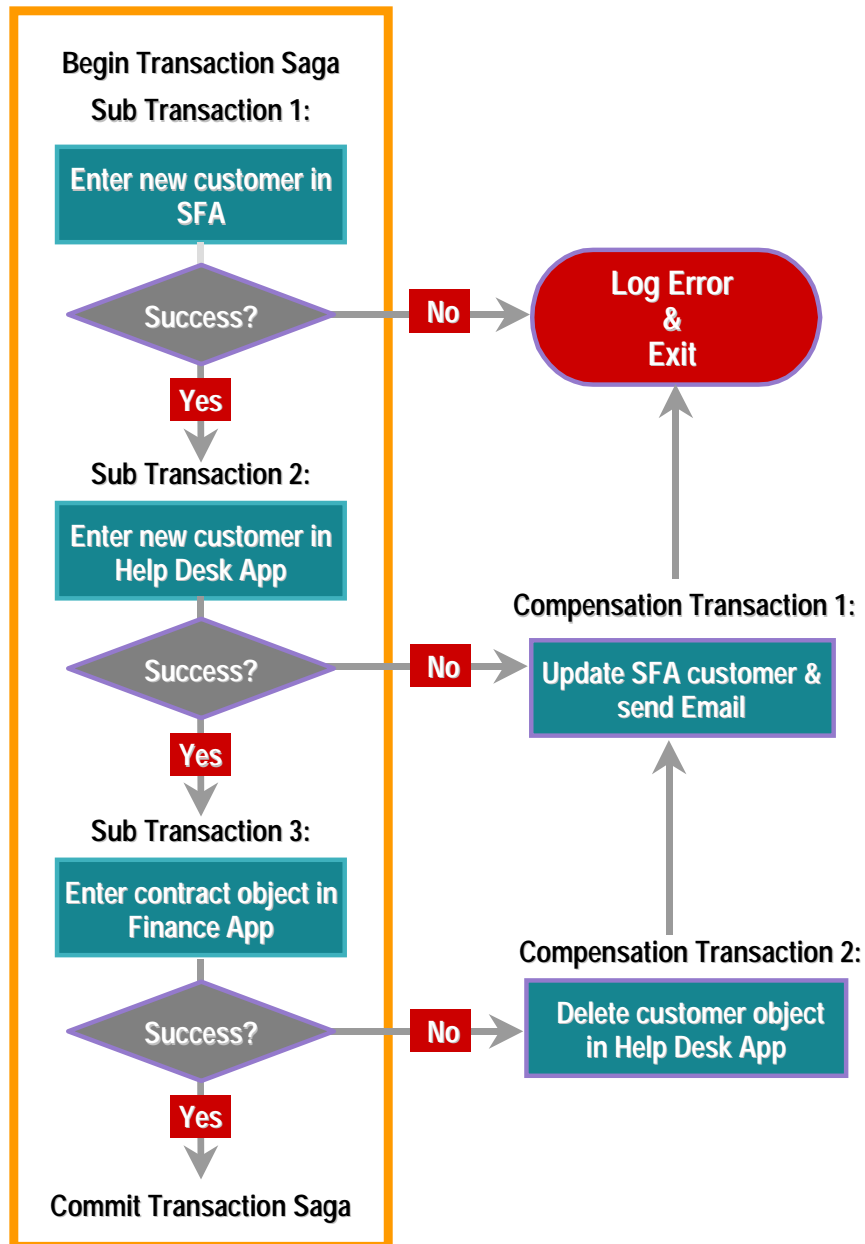


# Event Isolation

- Ensures that multiple event instances are not processed at the same time by different collaboration object instances
- Allows server to provide transactional isolation while maximizing throughput



# Event Management: Compensating Transactions



- Each transaction step is associated with a corresponding “compensating” step
- A compensating step determines how the transaction step is logically rolled back
- If transaction fails, the compensating steps for all incomplete transactions are executed

# CrossWorlds Capabilities

## Collaboration Portfolio

- ▶ AR Invoice Sync
- ▶ ATP (Available to Promise)
- ▶ ATP to Sales Order
- ▶ Billing Inquiry
- ▶ BOM Manager
- ▶ Contact Sync
- ▶ Contact Wrapper
- ▶ Contract Sync
- ▶ Customer Account Manager
- ▶ Customer Credit Manager
- ▶ Customer Orders Net Change
- ▶ Customer Partner Sync
- ▶ Customer Partner Wrapper
- ▶ Customer Sync
- ▶ Customer Wrapper
- ▶ Demand Forecast
- ▶ Demand History
- ▶ Department Manager
- ▶ Employee Manager
- ▶ GL Transaction Sync
- ▶ Installed Product Sync
- ▶ Inventory Level Manager
- ▶ Inventory Movement
- ▶ Invoice Generation
- ▶ Item Sync
- ▶ Item Wrapper
- ▶ On hand Inventory Net Chge.
- ▶ Order Billing Status
- ▶ Order Delivery Status
- ▶ Order Status
- ▶ Price List Manager
- ▶ Product Catalog
- ▶ Purchase Orders Net Change
- ▶ Purchasing

▶ **AND MORE**

## Business Object Portfolio

Clarify  
JDEWorld  
Manugistics  
Oracle  
PeopleSoft7  
SAP 3.x  
SAP 4.6  
SAP 4.x  
Siebel  
Trilogy  
Vantive

## Connector Portfolio

**Application** (Clarify, i2ADW, Manugistics, MetaSolv, Oracle Applications, PeopleSoft, Portal, SAP, Siebel, Trilogy, Vantive)

**eBusiness** (Access Framework, Serverless Trading Agent, Trading Partner Interchange (for B2B))

**Technology** (Email, JDBC, JText, MQSeries, MQSeries Workflow, MQSI, ODBC, Oracle, RosettaNet, XML)

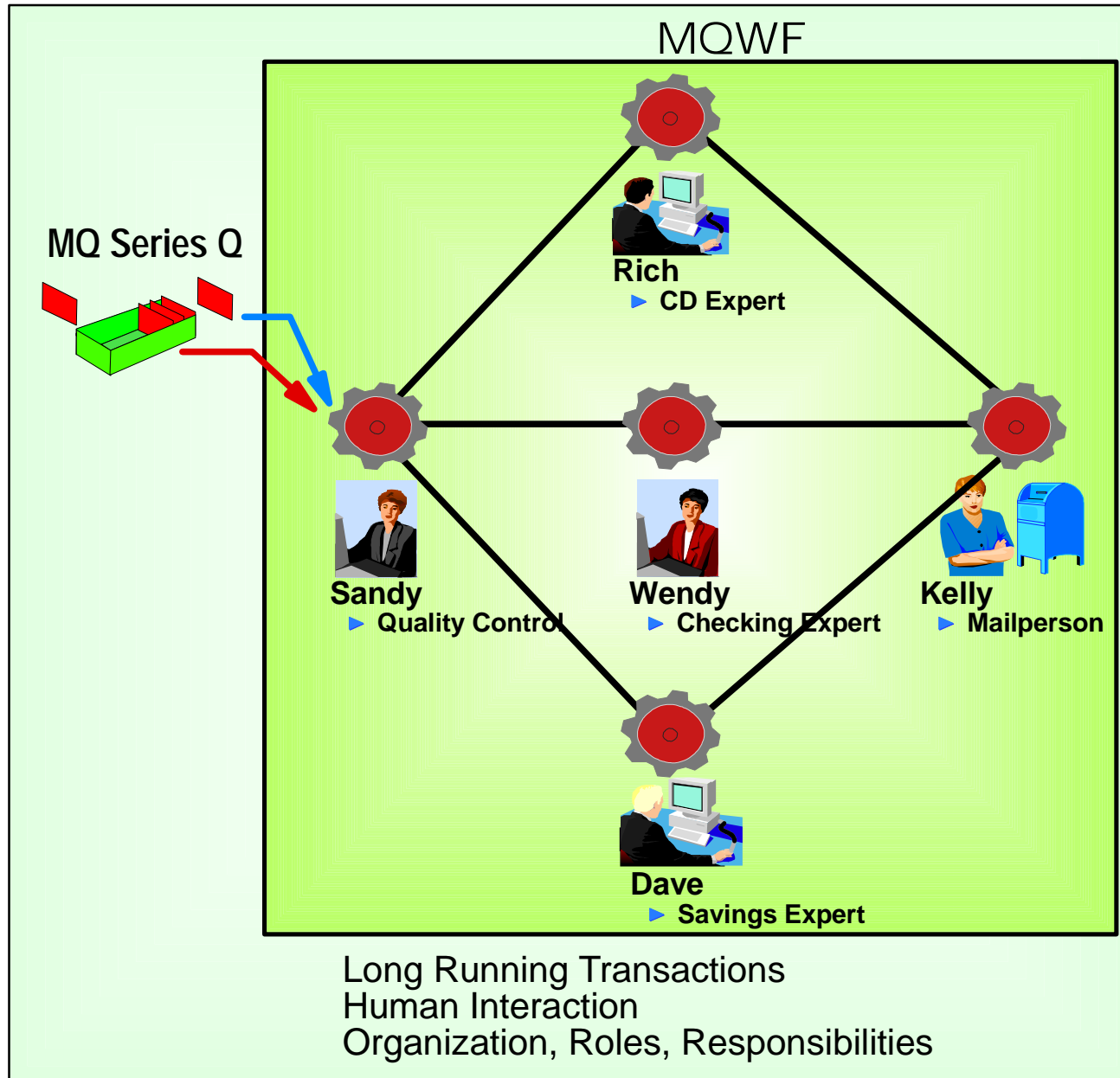
**Mainframe** (ADABAS, CICS, DB2, IMS/DB, IMS/TM, VSAM)

**Legacy** (COM, CORBA, FTP, AS400, & customized.)

**J2EE** (JMS, J2EE/CA)

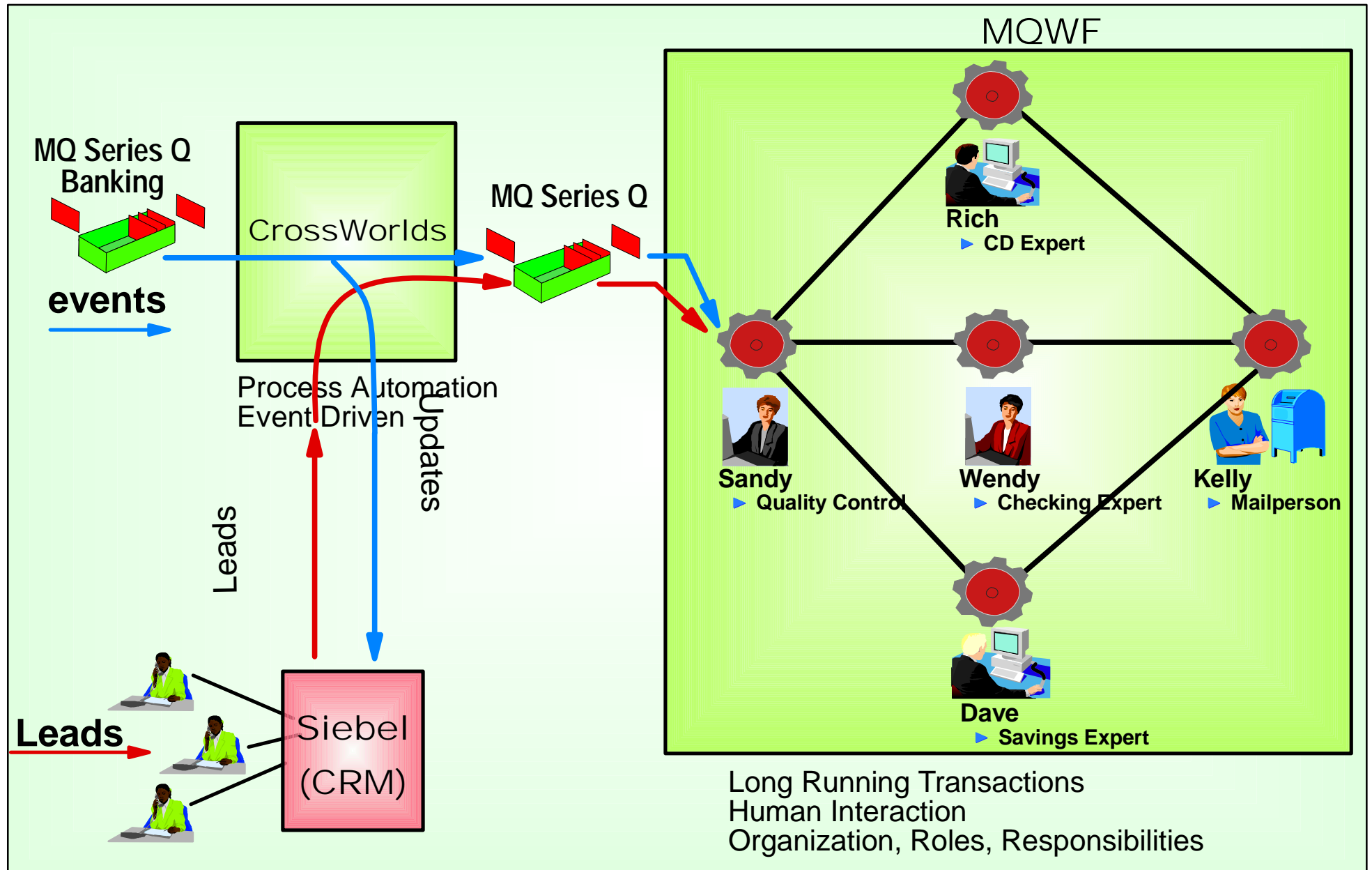
**Web Services (In beta)**

# MQSeries Workflow



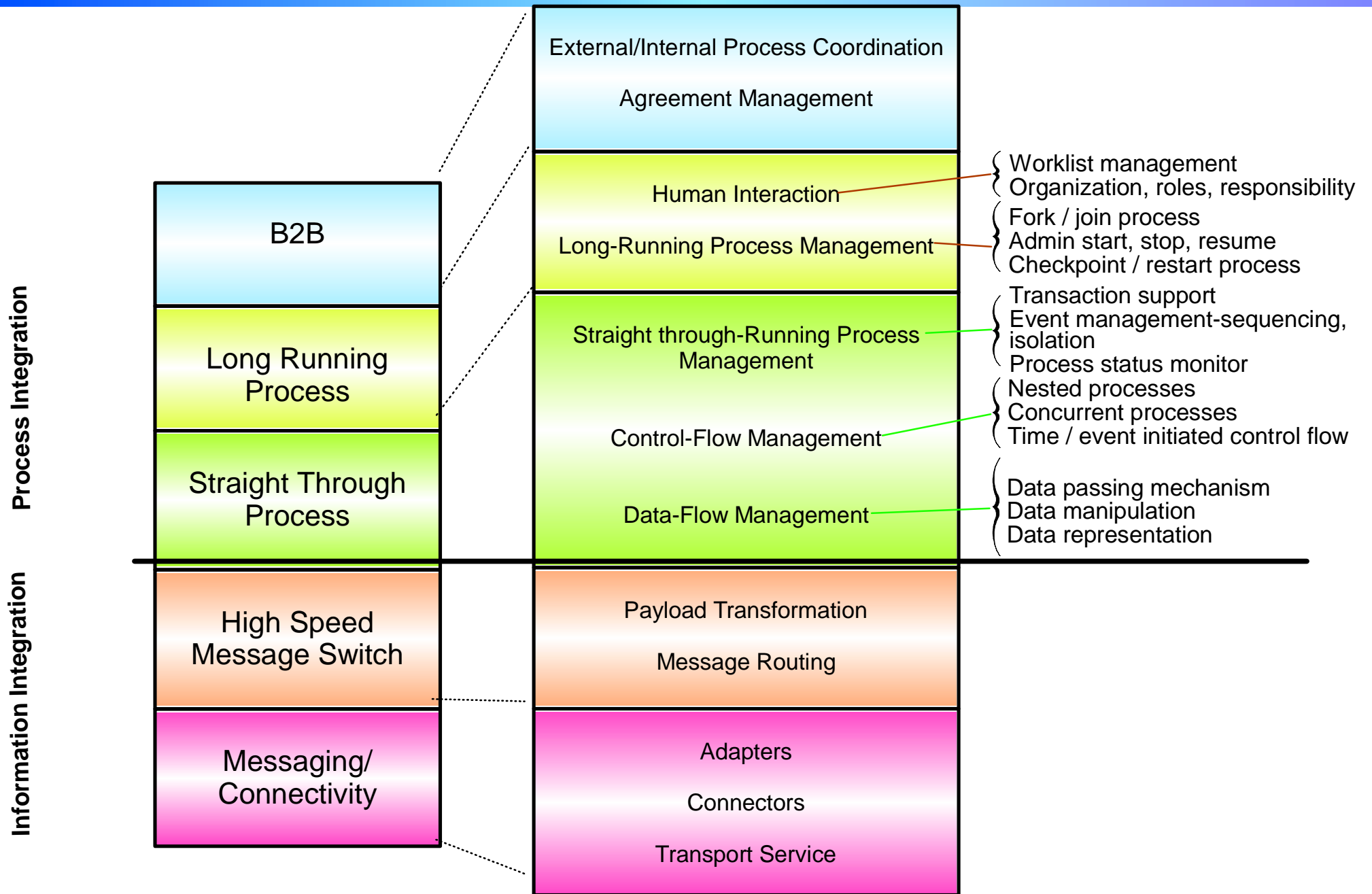
- Leverages MQSeries base messaging
- Can invoke MQSeries Integrator to perform data & information manipulation function

# Friendly Finance - Process Integration Demo



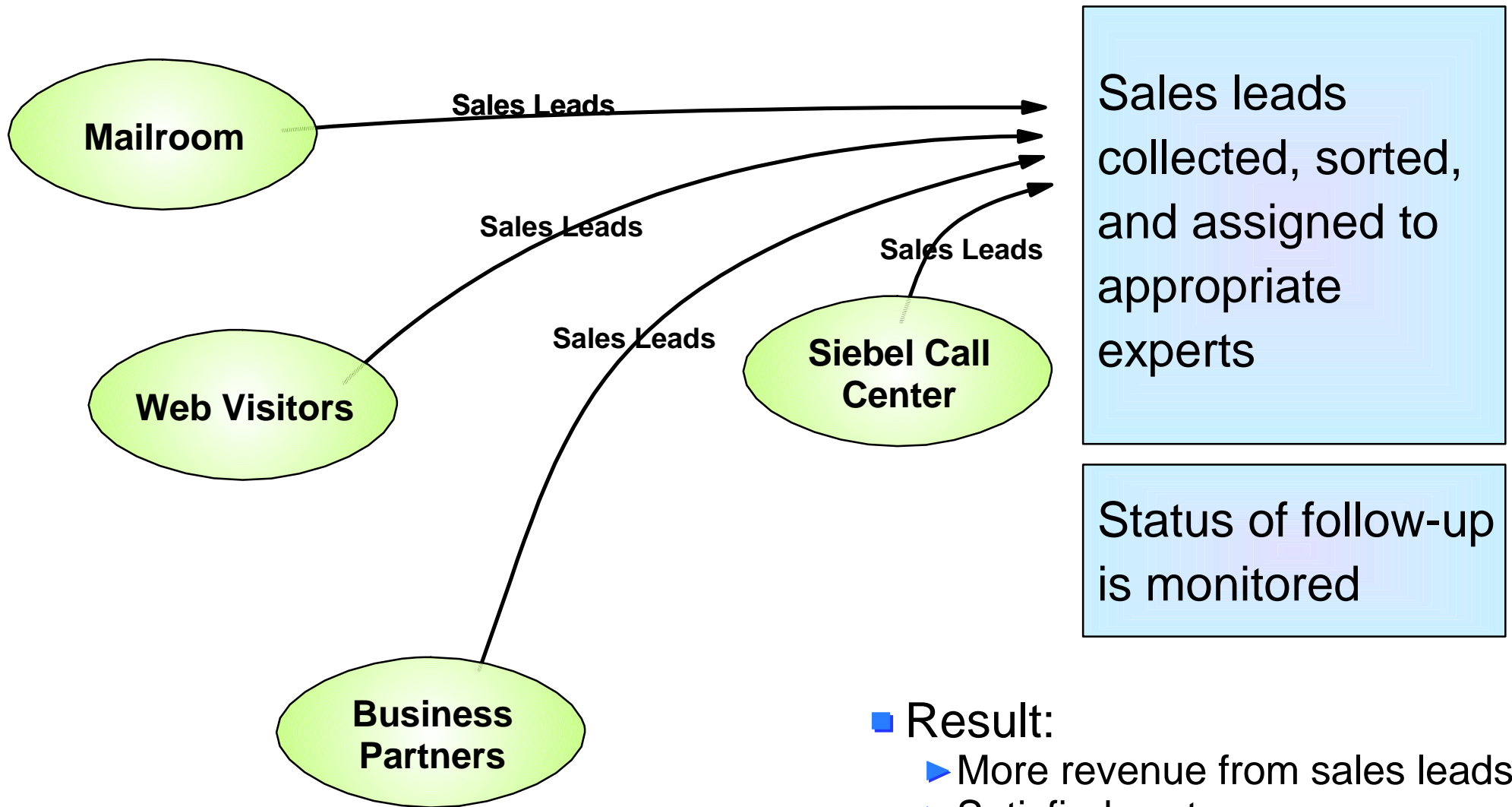


# Integration Capabilities



# Friendly Finance

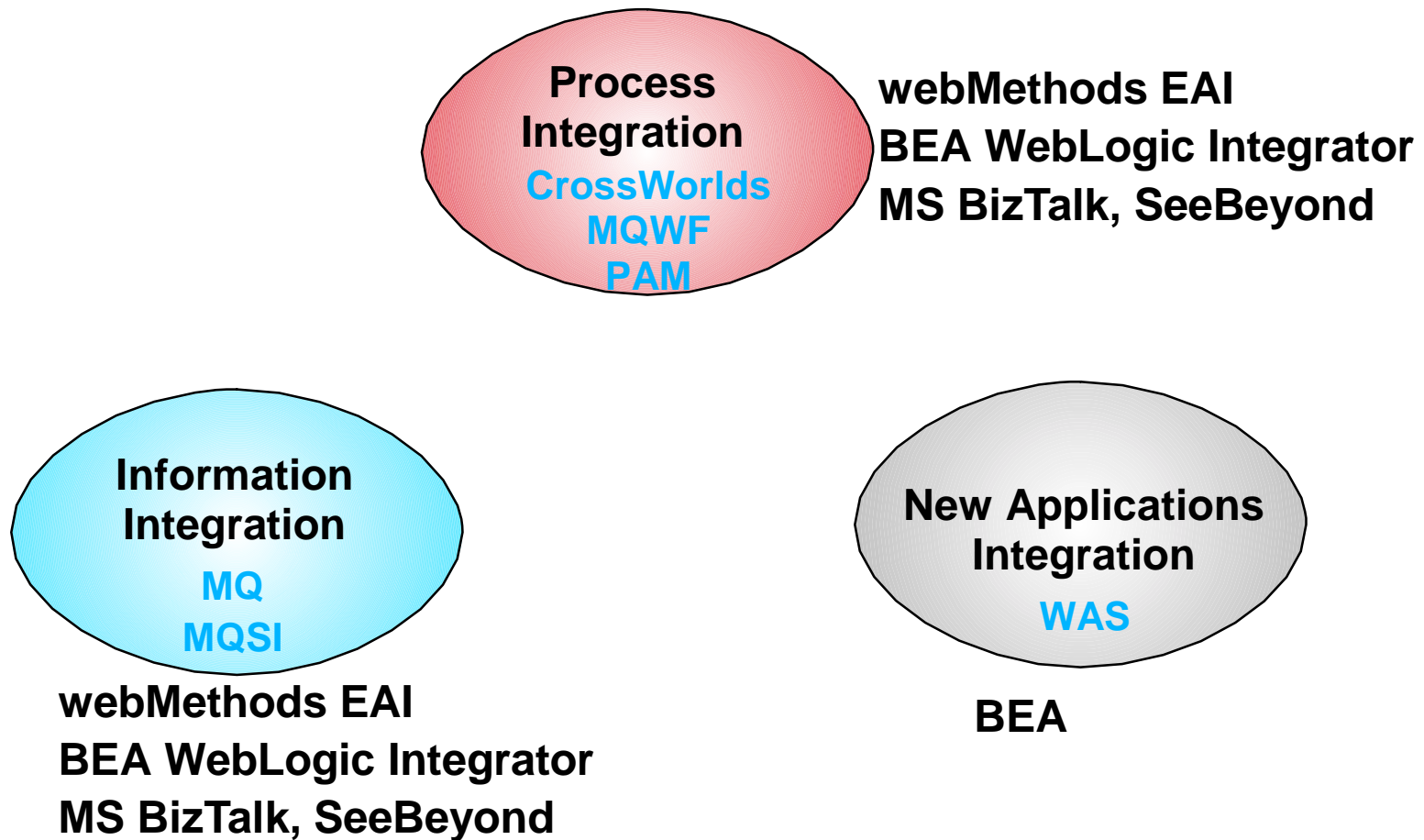
## Integration Throughout the Enterprise



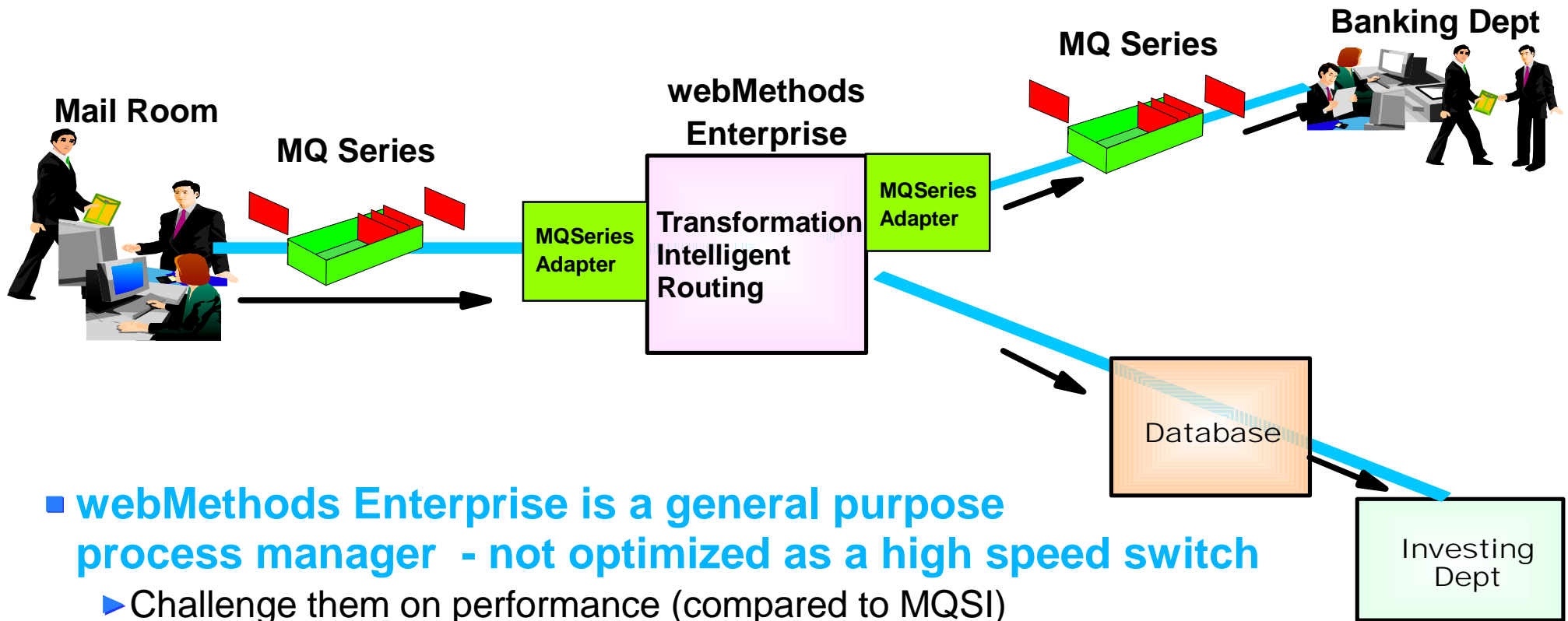
### ■ Result:

- ▶ More revenue from sales leads
- ▶ Satisfied customers
- ▶ No lost sales leads
- ▶ Most efficient follow-up

# IBM Products Vs. Competition

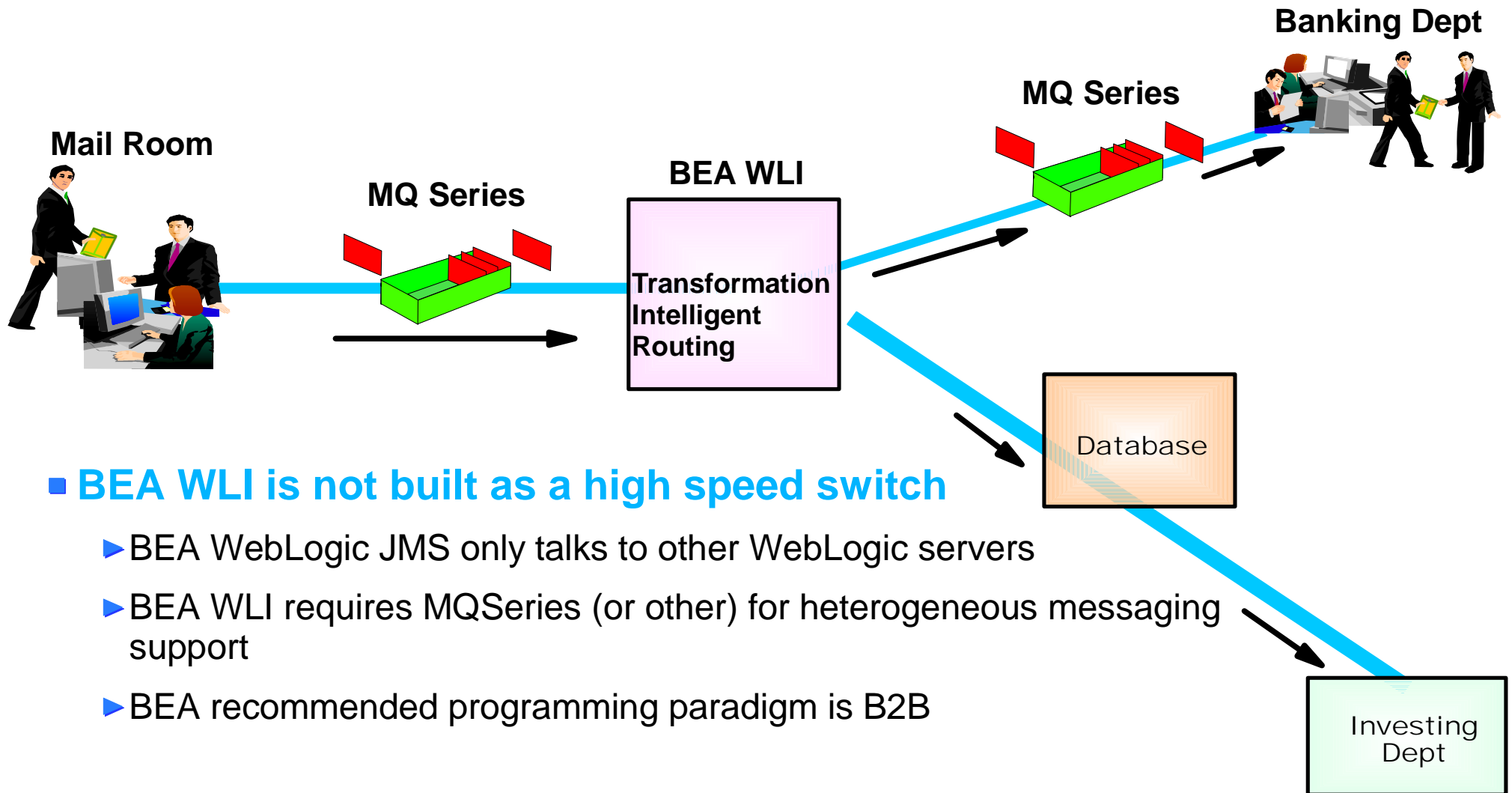


# webMethods in the High Speed Switch Scenario (vs. MQSI)

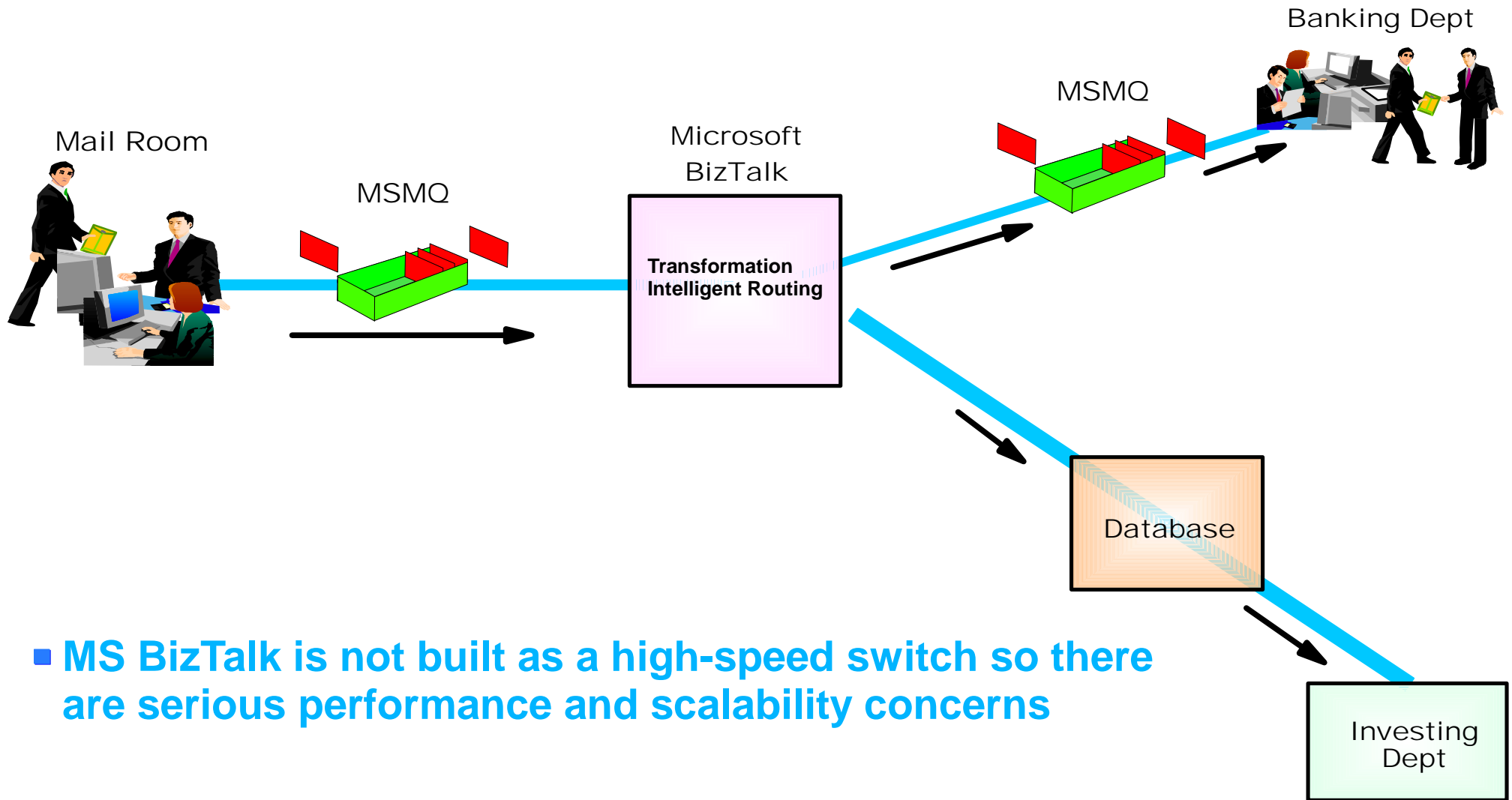


- **webMethods Enterprise is a general purpose process manager - not optimized as a high speed switch**
  - ▶ Challenge them on performance (compared to MQSI)
- **webMethods Enterprise solution costs substantially more than MQSI -**  
\$190,000 vs. MQSI price of \$55,000  
(\$150,000 webMethods Enterprise + \$25,000 MQSeries adapter + \$15,000 DB2 adapter)
- **webMethods has no distributed transaction support**

# BEA WebLogic Integrator in the High Speed Switch Scenario (vs. MQSI)

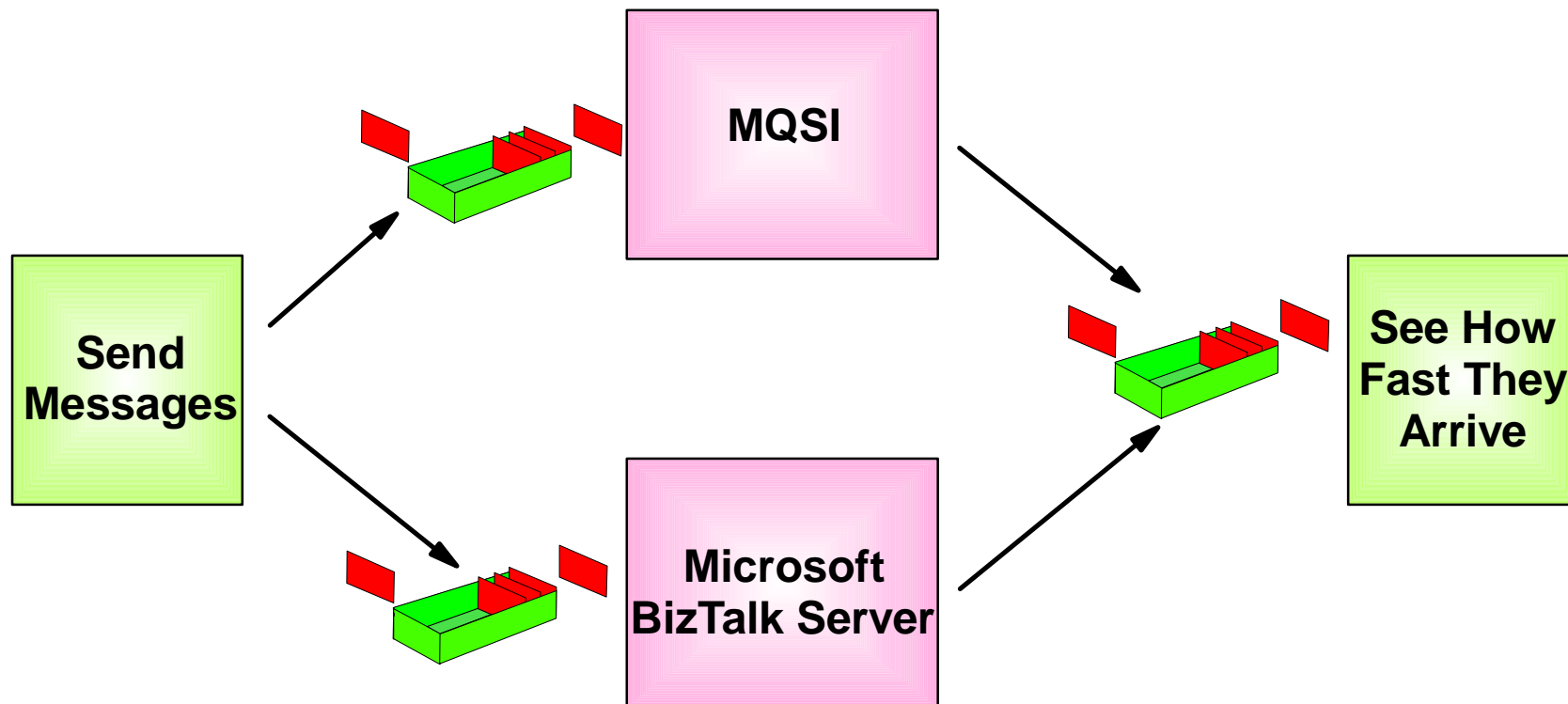


# Microsoft BizTalk in the High Speed Switch Scenario (vs. MQSI)

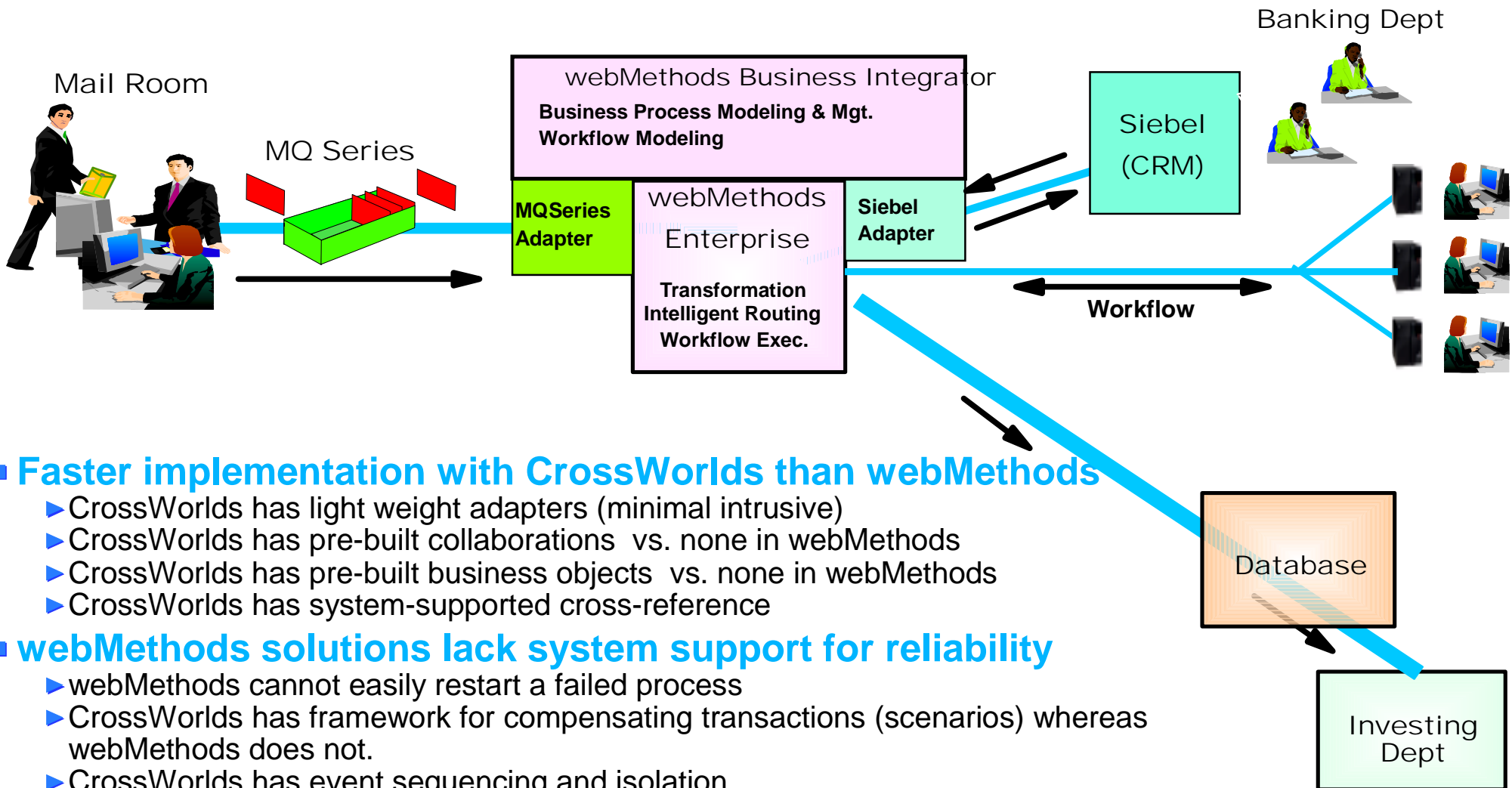


# MS BizTalk Demo

- Send messages through MQSI and MS BizTalk
- Demonstrate that MQSI is 10 times faster



# webMethods in Banking Department Scenario (vs. CrossWorlds and MQWF)



- **Faster implementation with CrossWorlds than webMethods**

- ▶ CrossWorlds has light weight adapters (minimal intrusive)
- ▶ CrossWorlds has pre-built collaborations vs. none in webMethods
- ▶ CrossWorlds has pre-built business objects vs. none in webMethods
- ▶ CrossWorlds has system-supported cross-reference

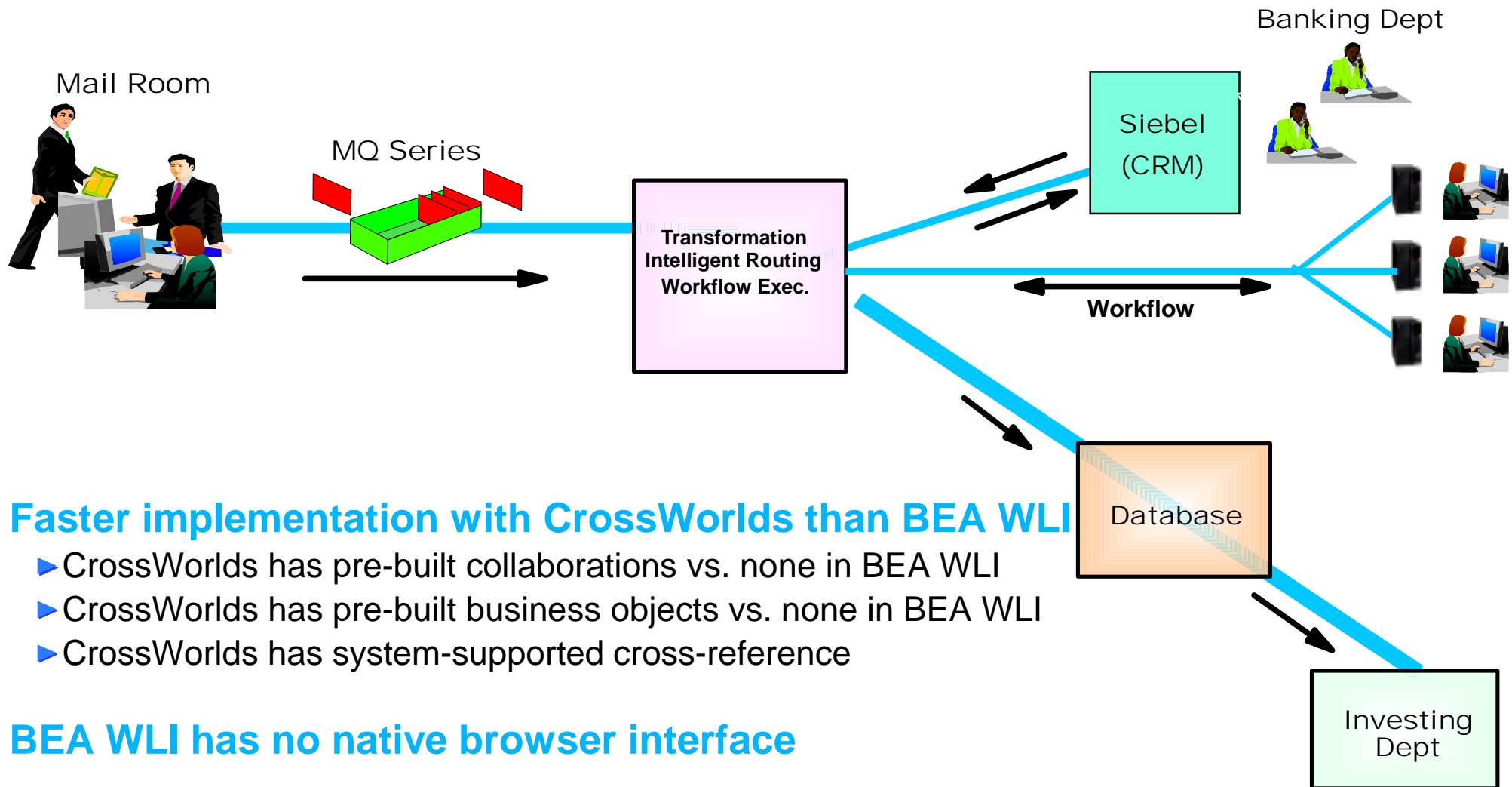
- **webMethods solutions lack system support for reliability**

- ▶ webMethods cannot easily restart a failed process
- ▶ CrossWorlds has framework for compensating transactions (scenarios) whereas webMethods does not.
- ▶ CrossWorlds has event sequencing and isolation
- ▶ Events are persisted by CrossWorlds adapters in the resource using event & archive tables - webMethods does not protect information in the adapters
- ▶ webMethods has a limitation of 256MB per queue

- **webMethods should be challenged on its support for human workflow - no production references**



# BEA WebLogic Integration in Banking Department Scenario (vs. CrossWorlds and MQWF)



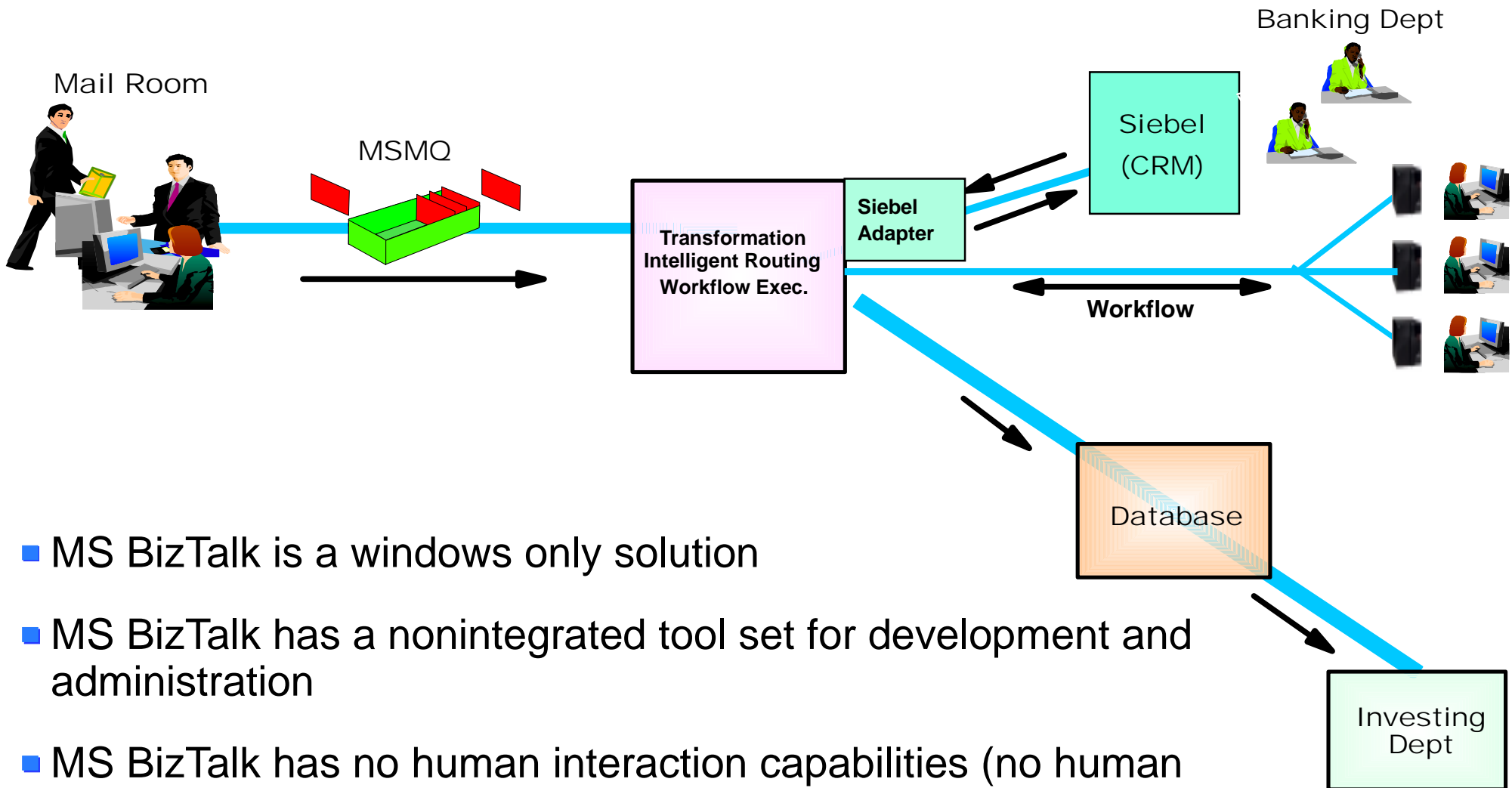
## ■ Faster implementation with CrossWorlds than BEA WLI

- ▶ CrossWorlds has pre-built collaborations vs. none in BEA WLI
- ▶ CrossWorlds has pre-built business objects vs. none in BEA WLI
- ▶ CrossWorlds has system-supported cross-reference

## ■ BEA WLI has no native browser interface

- BEA WLI solution has limited platform support - does not support key enterprise platforms such as the zSeries (S/390)

# Microsoft BizTalk in Banking Department Scenario (vs. CrossWorlds and MQWF)



- MS BizTalk is a windows only solution
- MS BizTalk has a nonintegrated tool set for development and administration
- MS BizTalk has no human interaction capabilities (no human workflow client)
- MS BizTalk has no large enterprise customer references

# SeeBeyond vs. IBM

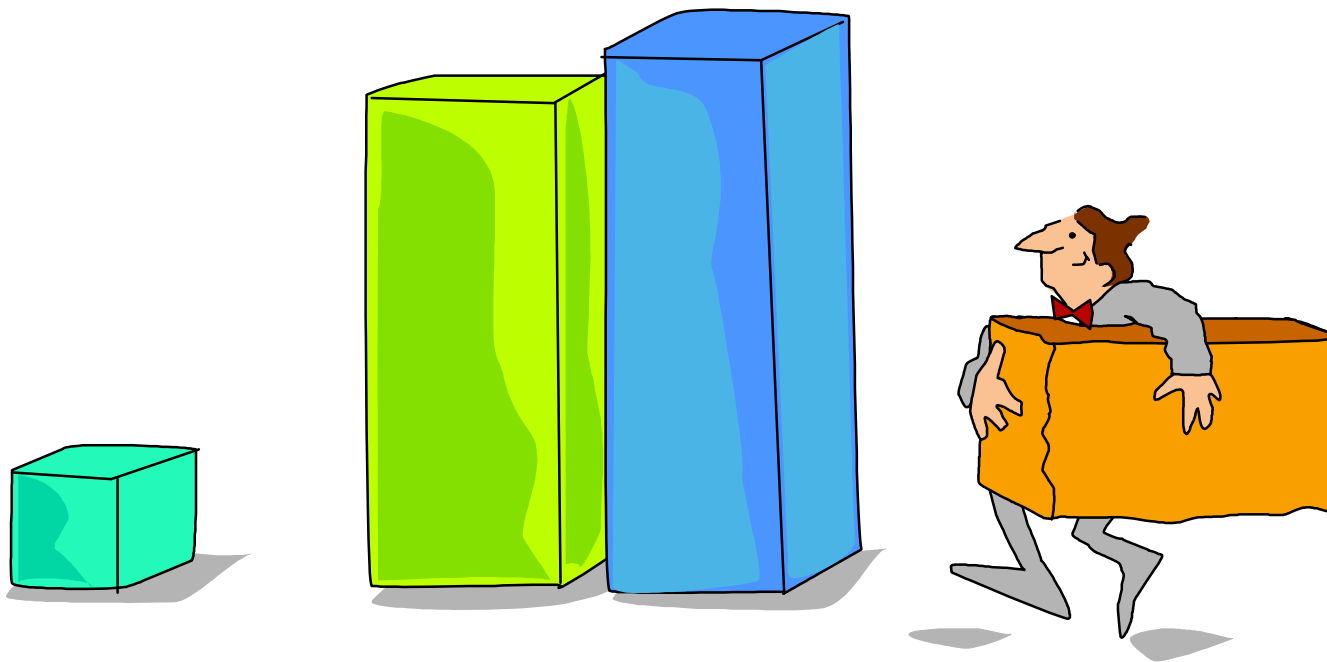
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- SeeBeyond has no distributed transaction support vs. MQSI
- SeeBeyond has no support for event-based triggers compared to CrossWorlds
- SeeBeyond has weak transaction monitoring support compared to MQWF (cannot provide status of a complex transaction that may include multiple steps)
- SeeBeyond has poor routing capabilities compared to MQSI (no content-based routing)
- Challenge SeeBeyond on trace facility, load balancing, and pervasive computing support

# WIN with IBM Integration

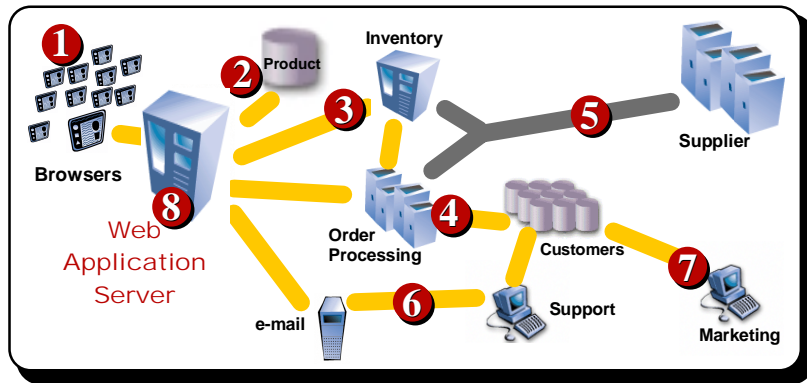
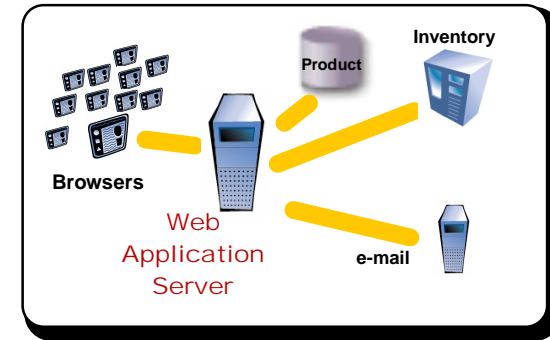
- ✓ **IBM Product Family is modular; "Best of Breed"**
  - WebSphere Application Server is your best choice for integrating new applications
  - MQSeries provides robust universal connectivity
  - MQSI provides comprehensive functions for routing and transformation
  - Crossworlds prebuilt capabilities drive productivity
  - MQWF is a scalable solution for long running process & human workflow
  
- ✓ **IBM products work well together for any level of solution requirements**
  
- ✓ **IBM has leading key competitive advantages**
  - MQ, MQSI Price and JMS / MQ, MQSI Performance
  - WAS Tooling
  - MQ, MQSI Transactions
  - Adaptors / Connectors
  - CrossWorlds Pre-built Collaborations, Business Objects

# ***SUMMARY***



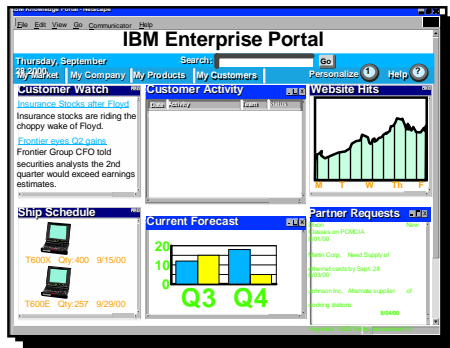
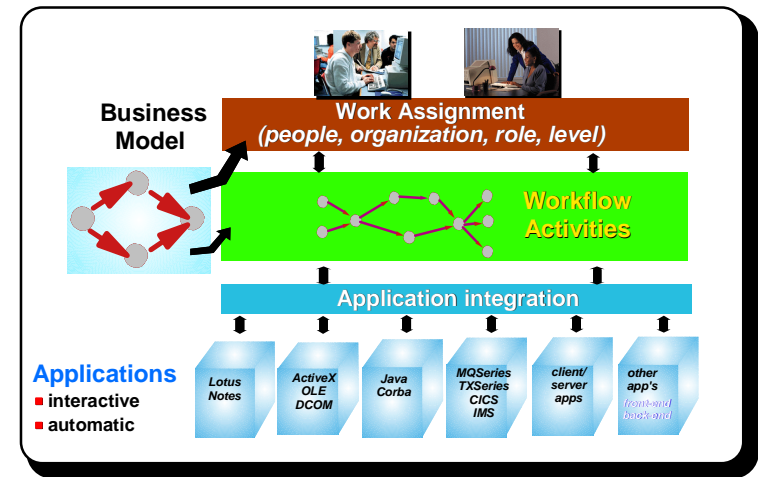
# WebSphere: *The e-business Platform*

*From Basic Web Enablement...*



*to Web Enabling the Enterprise ...*

*to Business Process Management ...*



*to Portals...*

*to Pervasive Applications ...*



# Top 10 WebSphere Competitive Advantages

---

- WebSphere integrated tools for application development and deployment
- Better performance
- Lower license and support cost
- Richer portals, including B2E
- Closed loop merchandising
- Wireless support built-in
- Voice support and machine translation built-in
- Message backbone capability
- More productive J2EE/CA tools
- More comprehensive XML and web services tools

*You Have the Facts . . .*

*Choose WebSphere*



# ***THANK YOU***

