WebSphere Business Integration Express Portfolio

Providing integration solutions for medium businesses

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On tra
New Express offerings give
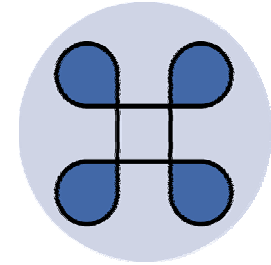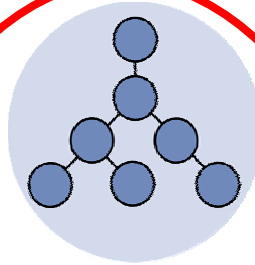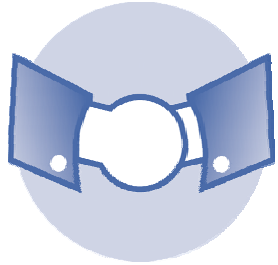more ways to win in the midm

*@*business on demand software

Agenda

➢ ***Overview***

➢ *Partner Enablement*

➢ *SMB Integration Solutions*

  ➢ *Application Integration*

  ➢ *B2B Integration*

  ➢ *Business Process Integration*

➢ *Call to Action*

The Integration Framework

People

- Anticipate, forecast and respond to market shifts
- Simplify and improve partners and customers
- Increase speed of decision-making
- Strengthen communication between geographically dispersed parties
- Improve customer service
- Reduce costs

Processes

- Ensure continuity of business operations in the event of a disruption
- Simplify and streamline core or strategic business applications and processes
- Comply with/respond to industry/government regulations
- Improve operational efficiency
- Comply with value-net leader mandates
- Automate core business processes
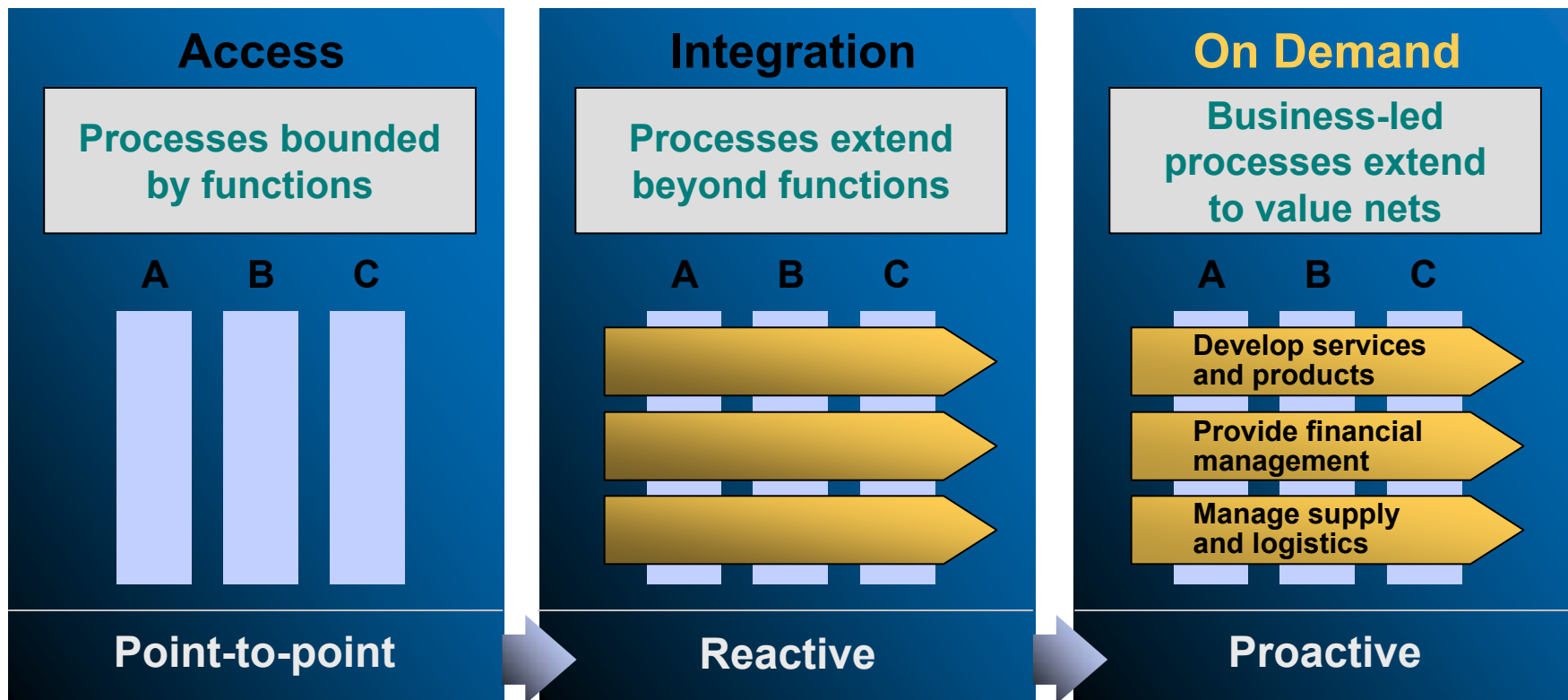
Information

- Protect privacy of customer and employee information
- Secure corporate assets such as facilities and intellectual property
- Deliver customized information, products and services to customers and partners
- Capture, analyze, utilize information effectively
- Integrate structured and unstructured information
- Provide portal access to customer or business information

Integration is Key to On Demand
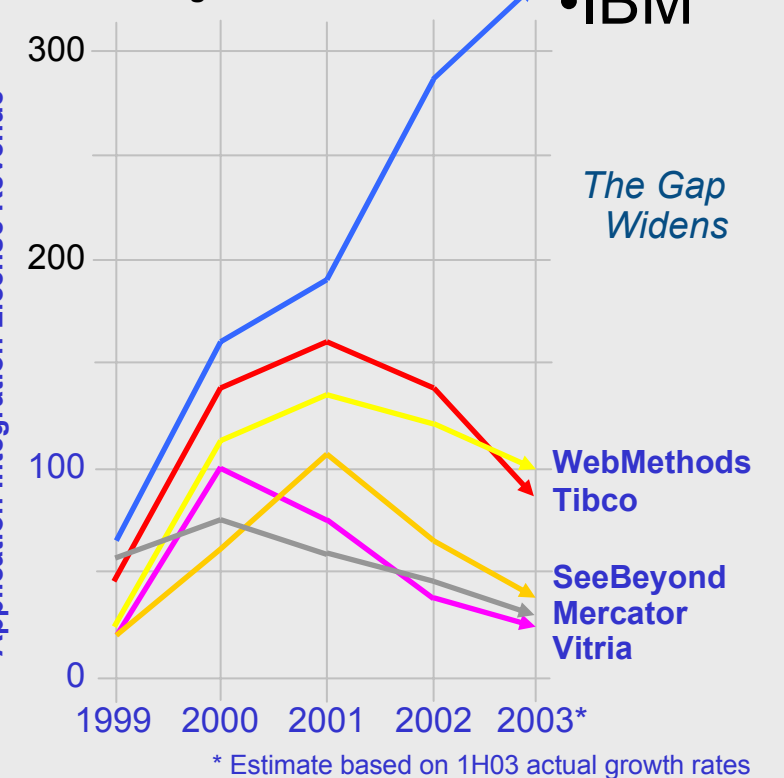
An enterprise whose business processes are:

- Dynamically responsive to any customer demand, market opportunity or external threat
- Integrated end-to-end across the company
- Integrated across industry value nets: partners, suppliers and customers

Access	Integration	On Demand
Processes bounded by functions	**Processes extend beyond functions**	**Business-led processes extend to value nets**
A B C	A B C	A B C
		Develop services and products
		Provide financial management
		Manage supply and logistics
Point-to-point	**Reactive**	**Proactive**

arket Leadership

eading industry analysts recognize IBM's
arket share leadership across the core
tegration infrastructure components

IBM "continued its long time lead of this market," *IDC says (June 2003)*

Application Deployment Platform Software Market

	2002 Share*	2001-02 Growth%
IBM	23.3%	17.5%
BEA Systems	17.3%	9.6%
Oracle Corp.	9.5%	8.0%
Tibco Inc.	4.9%	-19.4%
webMethods	4.3%	6.3%

* Based on license revenue and license-related service fees

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ource: Wintergreen Research

•IBM

The Gap Widens

300

200

100

0

1999 2000 2001 2002 2003*

WebMethods
Tibco

SeeBeyond
Mercator
Vitria

* Estimate based on 1H03 actual growth rates

"IBM Has Top Share in All Application Integratio Middleware Markets" *Gartner Dataquest, May 2003*

Worldwide IBM Market Share Position Based on New License Revenue

	2000	2001	2002
Application Servers	2	2	1
Integration Broker Suites	1	1	1
Portals	N/A	3	1
Message-Oriented Middleware	1	1	1
Application Platform Suites Composite Market	2	2	1
Transaction Processing Monitors	1	1	1
Total Market	1	1	1

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➢ *Call to Action*

uccessful Execution Through Partners

Solution Providers in the mid-market need an open, flexible and secure software platform from a reliable partner

- **Key Route to Market**
  - **79% solutions driven through local solution providers**

- **Multi-platform support & open-standards** maximizes partner's future business flexibility

- **Proven** **secure & reliable platform** maximizes long-term ROI

- **IBM will not compete in the application space**

IBM Offerings Must Meet Strict "Express Criteria" to Meet Mid-market & Partner Needs

- Priced to Market
- Complete Software Solution
- Easy to Learn & Use
- Easy to Install
- Easy to Integrate
- Extensible & Flexible
- Easy to Manage
- Right Function
- Reasonable Footprint

Delivering Value to the Business Partner Ecosystem

A Strategic Platform for ISV's

- Accelerates time-to-market
- Improves productivity/reduces skills burden
- Delivers flexible business model opportunities
- Minimizes risk and increases opportunity
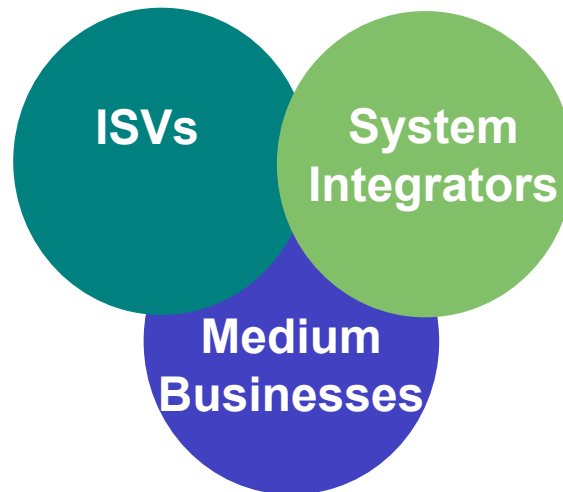
A Platform For Success for Regional System Integrators

- Provides a spring board for extending value over time
- Designed to profitably deploy repeatable solutions
- Better leverages core skills
- Minimizes risk and increases opportunity

ISVs

System Integrators

Medium Businesses

A Robust Set of Offerings for Medium Business Enterprises

- Installs quickly and delivers rapid ROI
- Brings business and IT together
- Protects investment and reduces risk
- Provides large enterprise security for the small-medium business

Value Proposition for Partners

Portfolio

- Comprehensive, Proven, yet flexible Portfolio that is easy to consume
- Value based pricing and partner enablement help preserve your margins
- Easy to use with lower skill set
- Easy to add complementary value to meet market needs

Training

- Comprehensive Express Enablement
    - Comprehensive online education
    - Sales & Marketing collaterals to help improve sales and marketing
    - Training to ramp up services and quality of services.

Sales

- Leverage IBM's Demand generation
- Leverage the strength of IBM's leadership in Business Integration
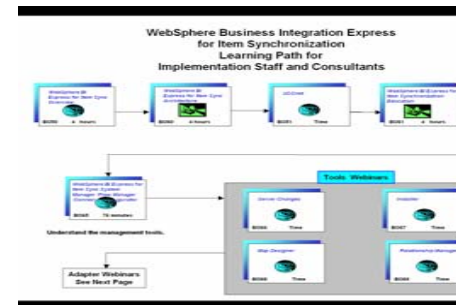
WebSphere BI Express portfolio facilitates faster time-to-market and higher margins

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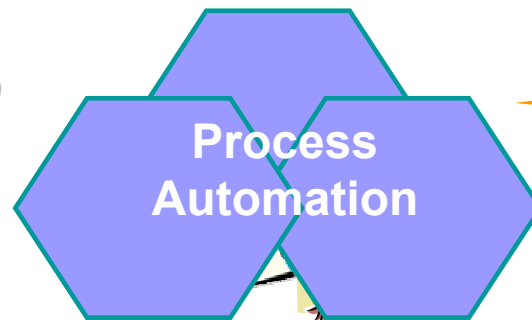# nd-to-end Integration for mid-market customer

B2B trading partner integration
WebSphere Business Integration Connect Express

Supply chain integration with UCCnet
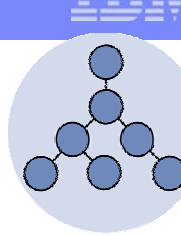**WebSphere Business Integration Express *for Item Synchronization***

Partner Integration

pplication and system integration using secure messaging
WebSphere MQ Express

Process Automation

WebSphere Business Integration Server Express*

WebSphere MQ Express

A fast and proven on-ramp for simple application-to-application connectivity, reducing the need for complex communications programming

➤ **WebSphere MQ Express offers your customers:**

- Proven WebSphere MQ technology
    - Assured delivery of messages & Asynchronous communications to improve system availability and throughput
    - Security through the Secure Sockets Layer (SSL) protocol & Tools for managing clusters of systems
- Ease of **Installation** (3 steps, 10 minutes) including Postcard application verifies smooth installation
- Ease of **Learning** including animated Quick Tour
- Ease of **Use** - File Transfer Program provides immediate productivity
- Ease of Application **Development** including "file-like" interface and standards support
- Supports up to 5 concurrent server connections and up to 10 concurrent client connections on a single processor

➤ **Standard Reference Price: $4,180 per processor**

➤ **Supported Platforms: Windows, Linux**

Check Prereqs

Install (wizard)

CONNEX
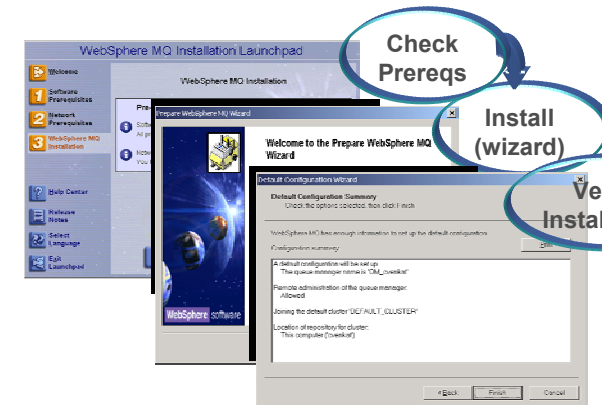
" The IBM solution is making a dramatic change in our IT environment, which will eventua result in better support for our business drivers and objectives. We are in a much better position now from both a technology and integration perspective to approach major integration
initiatives in the future. "

—Laurentiu Mandu, MobiFon IT Director

# WebSphere Business Integration Connect - Express
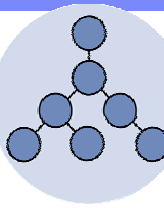
A low cost solution to enable trading partners to interact efficiently with each other and community hub using industry standard date formats and protocols

➤ **WebSphere Business Integration Connect – Express:**

- Enables customers to join sophisticated trading communities quickly and easily (up to 5 trading partners)
- Reduces the risks and costs associated with traditional B2B environments
- Helps customers quickly conform to industry mandates like AS2 (Certified by Drummond Group)
- Supports a wide range of data-formats for communication
- Leverages widely used internet protocols like HTTP for Data Exchange
- Easy-to-use package that requires little skill

➤ **Standard Reference Price: $625 per processor and $625 per trading partner. Includes one year of support**

➤ **Supported Platforms: Windows, Linux**

Community Hub

BUSINESS
ADVISOR. ZONE
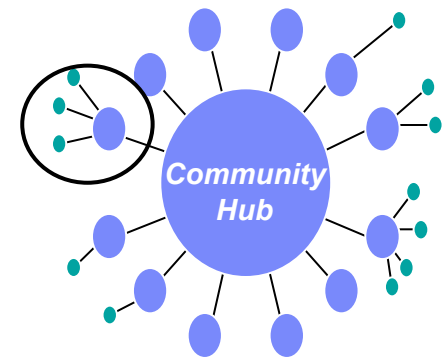
"
Companies that linked business processes with trading partners show 70% higher profitability than those that do not.
*—Business Advisor Zone, 12/2/2002*
"

WBI Connect – Express

Adding Partners

- WBI Connect – Express provides a simple to use environment allowing for the rapid configuration of communication with trading partners

- Supports the exchange of EDI data securely over the internet using the AS2 protocol

- Supplied product tooling allows for easy review of partner definitions

Managing Partners

- Simple yet powerful tooling allows for summary and review of document exchange history with successes and failures visible and available for further investigation
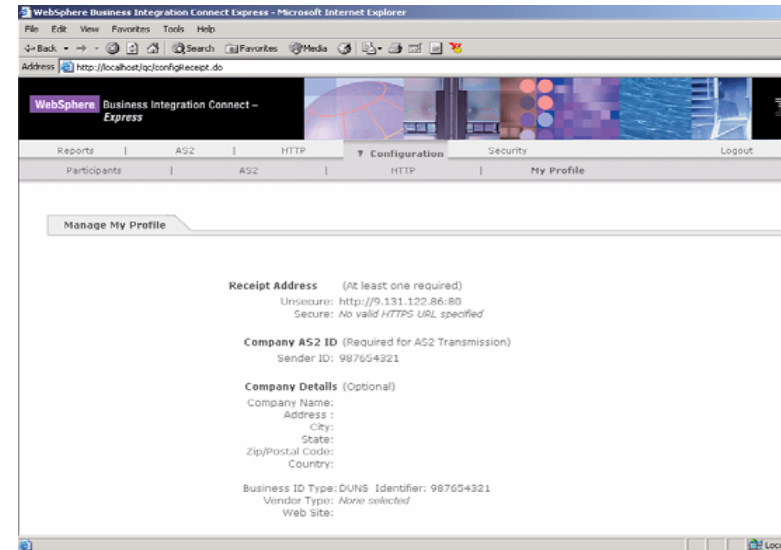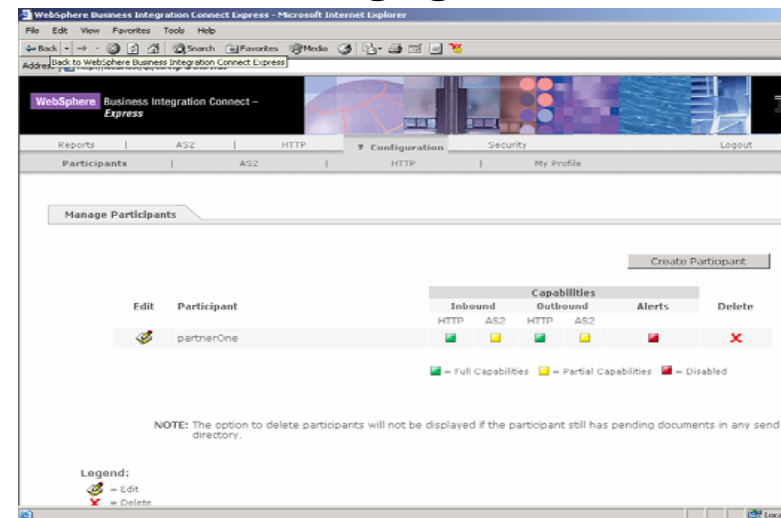
Pains - Today, suppliers and retailers transact product data throug point-to-point systems, leading to inefficiencies and inaccuracies

- **Industry leaders estimate eliminating inaccurate supply chain information could save the CPG and Retail industries** $25-50 billion **per year**
- 30% **of item data in retail catalogs in error: each error costs** $60–$80
- 25 minutes **of manual cleansing per SKU per year**
- 60% **of all invoices generated have errors;** 43% **of all invoices result in deductions; each invoice error costs** $40–$400 **to reconcile**
- **Average** 4 weeks **to roll-out a new product**
- 10 days **for item and price changes to get to market**
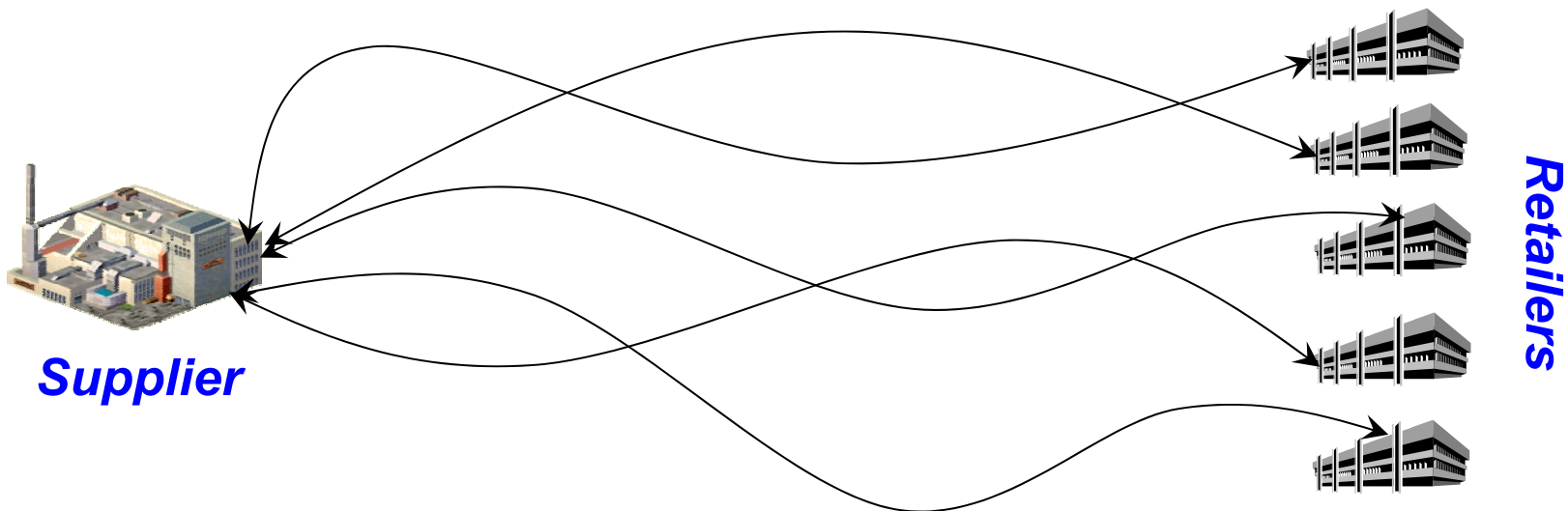
Supplier

Retailers

UCCnet™ acts as a standards-based hub for retailer-supplier communications

- Global, Internet-based electronic commerce service

- Allows trading partners to register and synchronize item data and location information within industries served by the Uniform Council Code (UCC)

- Automates product life-cycle processes such as new item introductions and item maintenance

- Proven cost savings*

- Adoption is taking off
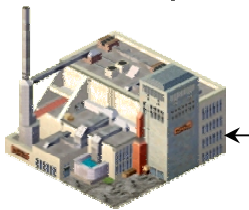
UCCnet

Supplier
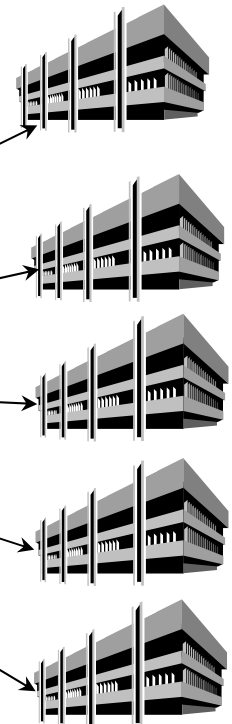
Retailers

*- Source:- UCCnet.org

em Sync is the foundation for future
portunities in the retail supply-chain
arket.

2005

Today

RFID/EPC
•2005 Case/Pallet

2005 Sunrise
• Scan & identify EAN-13 and EAN-8
• ID unique GTINs in 14-digit Struct

GTIN-GLN Compliance
• Pub-Sub GLOBALregistry™ requirement
• Product and Location ID Strategy

(01) 1 0614141 000041 5

Supplier Portal
•Access / Info Management

IBM WebSphere Product Center, 2Q04

(based on Trigo Acquisition)

Product Information Management
• Single repository of reliable, consistent product information
• Product information management can be used internally and externally to the enterprise
• Integrates with other components of IBM middleware

EDIINT / AS2
• Secure, Guaranteed Delivery, Free

UCC**net**®

EAN·UCC GLOBALregistry™
• Data Sync Standardization Through GCI and GSMP
• EAN.UCC driven data pool interoperability

WebSphere Business Integration Express for Item Synchronization
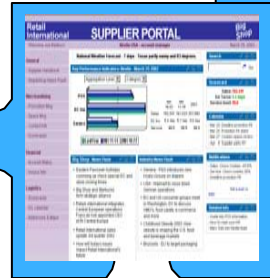
UCCnet solution that gives mid-size businesses full-featured item synchronization function to share information stored in their internal systems with customers and prospective customers.

- ➤ **WebSphere Business Integration Express for Item Synchronization**:
  - Helps customers comply with item synchronization requirements with UCCnet certification
  - Enhances Supply Chain Management (SCM) and merchandising applications
  - Easy to use facilitate faster implementation
  - Tools driven – Little on no programming involved
  - Faster return on investments
  - Low total cost of ownership
- ➤ **Standard Reference Price: $7000 per server (1000 GTINs)**
- ➤ **Supported Platforms: Windows, Linux, OS/400**

> ***WebSphere Business Integration Express Plus for Item Synchronization***
>
> *Adds In:*
> - *Tooling to customize and modify business processes*
> - *Includes the SAP adapter*
>
> **$35,000 per server (5000 GTINs)**

" Retail industry could save $40B/year by eliminating supply chain information errors. "

—A.T. Kearny, The eRed Zone, Oct 2002

BI Express & Express Plus for Item Synchronization

$7000

- siness Process Automation to implement UCCnet cesses
- e-packaged, UCCnet certified process template
- -packaged adapters for faster implementation
- ail adapter plus choice of 3 adapters
- mpletely tools driven – little or no programming

- •Easy to connect to UCCnet using WBI-Connect Express or 3rd party products
- •Tiered pricing – Flexible pricing options.
- • Server based pricing
- • Ideal for basic integration
- • Manages up to 1000 GTINs

UCC SOLUTION

Pre-built Process Template based on UCCnet standards

Tooling to create & modify business process

Business Process Automation Engine

iSoft

JText

JMS JDBC WMQ WebServices eMail

Suite of Adapters

WBI-Connect Express

AS2 Channel

Firewall

UCC
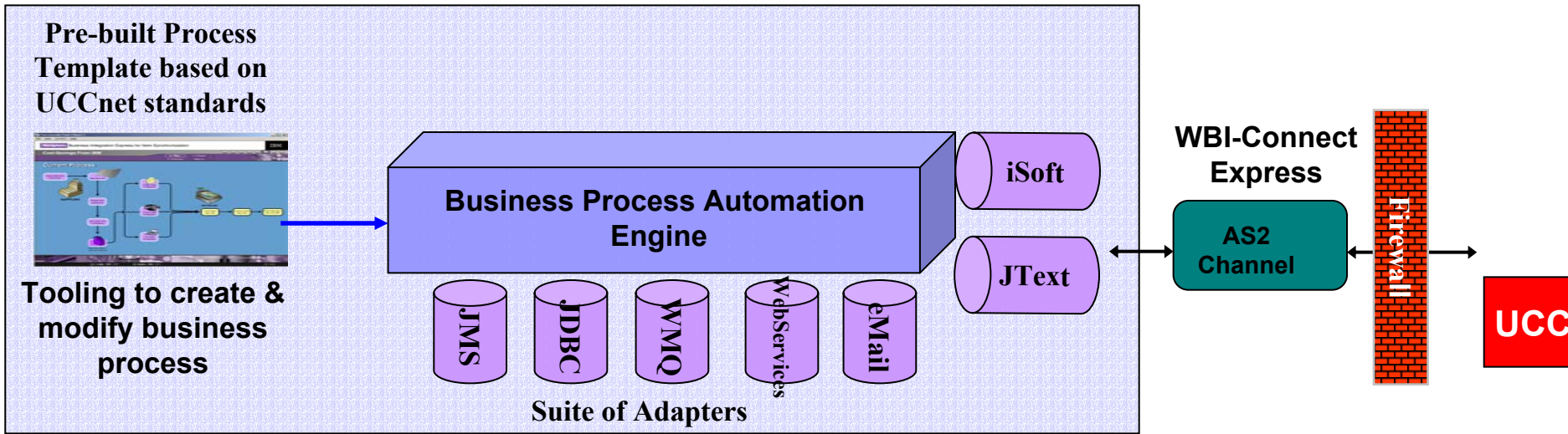
WBI Express for Item Synchronization

cripto-Tokai : Efficient Item Synchronization

Challenge

Replace the existing manual, error-prone processes

Expeditious item synchronization with large retailers

Synchronization with UCCnet Global Registry for streamlined Item Synchronization

Leverage existing IT infrastructure

Solution

- WebSphere Business Integration Express for Item Synchronization – Complete UCCnet solution that offers rules based automatic synchronization of Item data with Uccnet Global registry.
- Integrated with existing systems like JD Edwards using pre-packaged adapters.

Business benefits

- Anticipated savings of $60-$80 per item translating to thousands of per year from faster and error free processes – Elimination of incorrect discounts, incorrect shipment

- Significant reduction in processing of purchase order resulting in lower inventory risk and overhead expenses for Scripto-Tokai and its trading partners

- Ability to add new customers with low processing cost

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➢ *Summary*

ustomer Wants & Needs

Customer's need for integration is driven by the underlying business processes. SMB customers need functionally rich, non-invasive middleware that is easy-to-use at an attractive price point.

- **Non-invasive infrastructure**
  - Leverages existing infrastructure. Averse to "Rip & Replace"
  - Integrate SMB Business Applications with internal systems and data stores
- **Time to market**
  - Quickly deploy SMB solutions that require back-end integration
  - Easy-to-use with little skill set.
- **Business Processes driving integration**
  - Top-down Integration approach. LOB processes driving IT integration
- **Business Process Automation**
  - Automates business processes that are manual and inefficient
- **Completeness of the solution**
  - Need a comprehensive package that addresses the various SMB Business Integration Drivers
- **Business Process Flexibility & Agility**
  - Change the Business Rules on-demand to meet the market needs
- **Scalable Solution**
- **Support for relevant Platforms and Open Standards**

ebSphere Business Integration Server Express

WBI Server Express helps medium businesses quickly and easily integrate their applications to tter serve customers, partners and suppliers. It can be rapidly deployed, scales as your busines grows, delivers lower total cost of ownership and is easy to install and use.
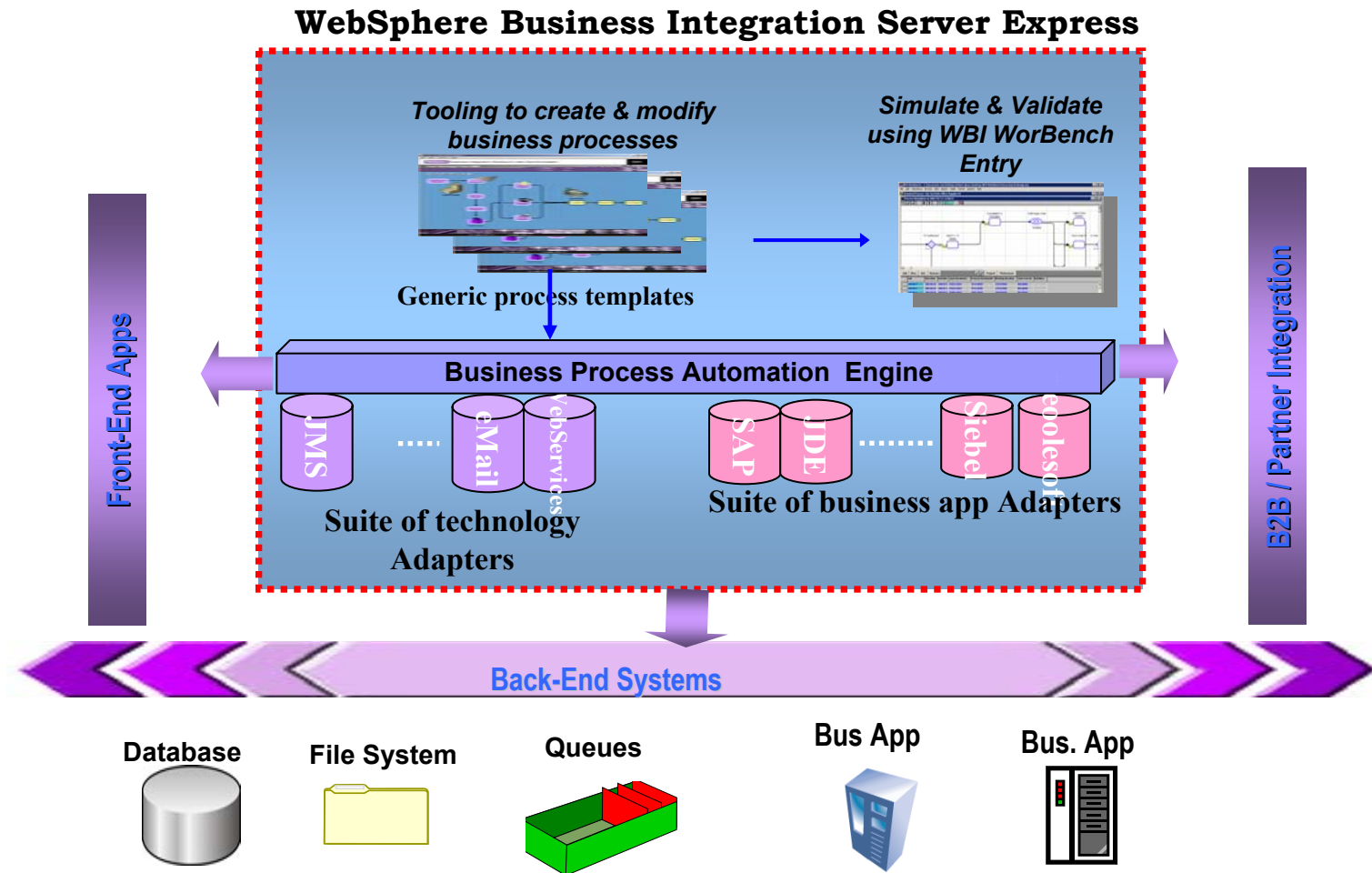
- **Based on the market leading IBM WebSphere Business Integration Server, WBI Server Express is a comprehensive integration runtime that:**
  - Automates Business Processes with customers, partners and suppliers via a simple mapping tool
  - Integrates back-end systems seamlessly, giving you the ability to quickly respond to market needs
  - Offers fast time to value with a process template, easy connectivity with a wide range of applications via pre-packaged adapters and the ability to leverage your existing infrastructure
  - Supports open standards and multiple platforms to ensure the comprehensive integration capability that cannot come from a proprietary or single platform approach
  - Provides a complete software solution, including support for transactional integrity, data store, and runtime services
  - Easy to manage with a customizable web-based dashboard to monitor business processes, graphical debugging to test the end to end integration.
  - Easy to change business rules to adapt to your specific and changing business needs
- **Runs on Windows, Linux, OS/400**

> **WebSphere Business Integration Server Express Plus**
> - *Extends the use of WBI Server Express to building customizable solutions*
> - *Provides Design, Development and Runtime capabilities*
> - *Includes additional adapters*
> - *Can be extended with Adapter and Collaboration Capacity Packs*

ebSphere Business Integration Server Express

- Comprehensive Integration Package with little or no pre-requisites
- Tools driven with little on no programming

WebSphere Business Integration Server Express

Tooling to create & modify business processes

Simulate & Validate using WBI WorBench Entry

Generic process templates

Front-End Apps

B2B / Partner Integration

Business Process Automation Engine

JMS · · · · · · eMail WebServices   SAP JDE · · · · · · · Siebel peoplesof

Suite of technology Adapters

Suite of business app Adapters

Back-End Systems

Database

File System

Queues

Bus App

Bus. App

ebSphere Business Integration Server Express

WebSphere Business Integration Server Express

WebSphere Business Integration Server Express Plus

Optional Packages for Express Plus

Adapter Capacity Pack for WBI Server Express Plus

Collaboration Capacity Pack for WBI Server Express Plus

- Business Process Engine powered by WebSphere Interchange Server
- Tools to create and manage business processes
  - Business Object Designer, Map Designer, Relationship Designer, Connector, Configurator, Relationship Manager, Flow Manager
  - Process Designer *(Available only in Express Plus)*
- Pre-packaged process template – Foundation Collaboration
- Choice of Adapters:JText, JDBC, email, JMS, WMQ, XML, Web Services, COM, Exchange, Portal, Domino, Swift, iSeries
  - Use of 3 Adapters in Express
  - Use of 5 Adapters in Express Plus
- Limited use license for
  - WebSphere MQ, WebSphere Application Server – Express, DB2 Express
  - WebSphere Business Integration Workbench Entry *(Available only in Express Pl*

- Extends the number adapters that can be used by 1
- Includes the use of the following Business Application Adapters
  - SAP, JDEdwards, Oracle, Siebel, i2, Commerce, MetaSolv, QAD, Telecordia, Peoplesoft
- Use of a Maximum of three Adapter Capacity packs per WBI-Express Plus edition

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- Use of 1 Group of collaborations from 4 groups of horizontal collaborations
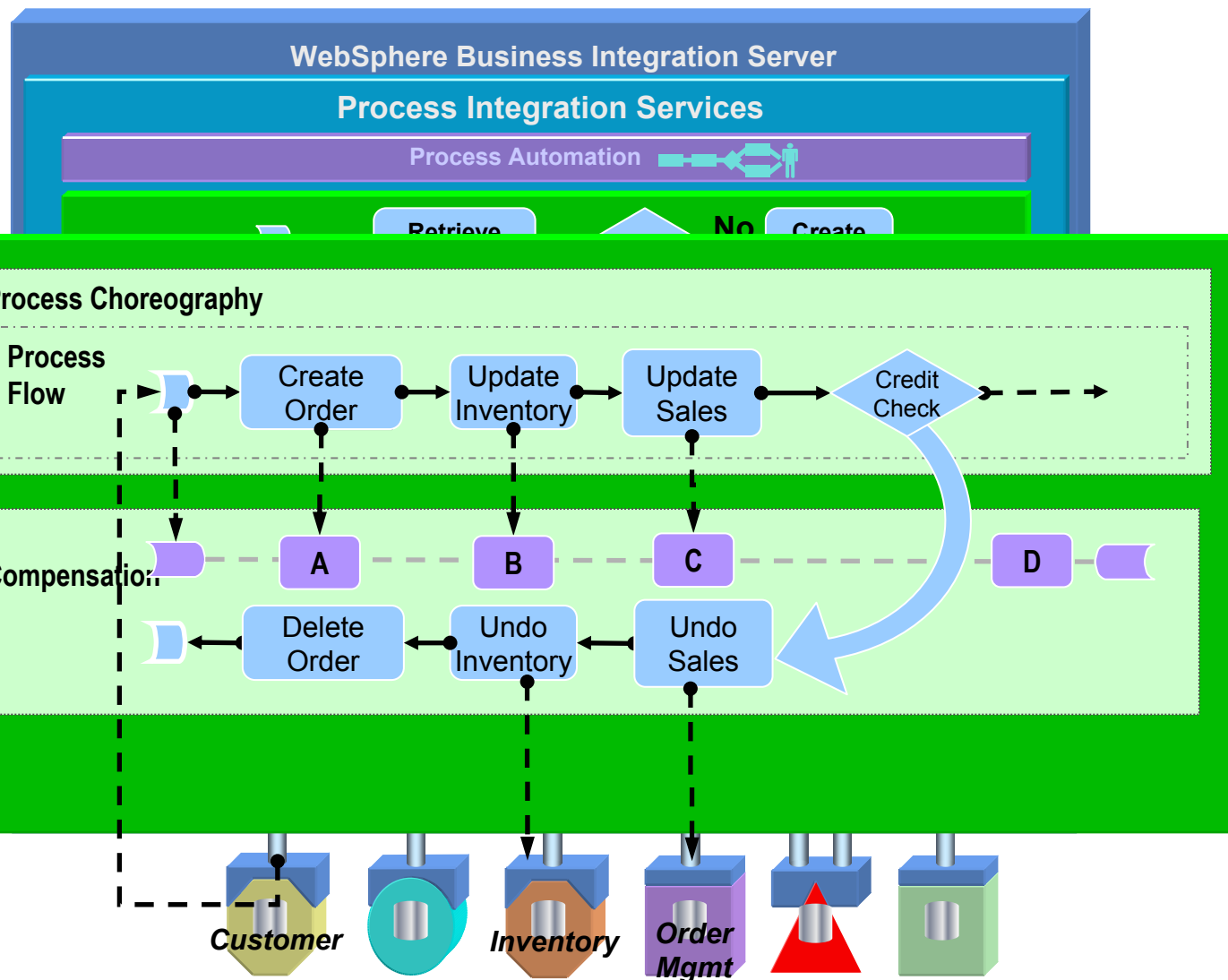 - Procurement, CRM, Order Management, Financials and HR

Features

- **Comprehensive Integration Package**
  - Business Process Integration including rules driven transformation, back-end integration, message transformation and brokering
  - All inclusive package that requires little or no pre-requisites
- **Business Processes Driving Integration**
  - Easy implementation of business logic independent of application specific information
  - Flexible Choice of Pre-packaged adapters that offer easy connectivity with wide range of applications
  - On-ramp Process template for rapid implementation of business processes.
- **Improved Business Agility**
  - Easy to change business rules to adapt to business needs.
  - Monitor and Manage Processes for historical analysis using Web-based dashboard
  - Ability to change and modify processes on the fly.
- **Functionally Rich Toolset**
  - Easy to use tooling to manage lifecycle of business processes - rules driven transformation, relationship mapping, and data transformation
  - Ability to attach business probes to monitor process flows.
  - Web based dashboard with customizable views to monitor business processes and business data
  - Graphical debugging to test the end to end integration.
- **Robust, Proven Technologies**
  - Built using proven WebSphere Business Integration technologies
  - Powerful compensation support to handle transaction failures
- **Support for Open Standards and Platforms**
  - Runs on Windows, Linux and OS/400
  - Ability to expose any Business process as a Web Service for easy consumption by other applications

Product Benefits

- **Improved Business Efficiencies**
  - Integrate and automate inefficient business processes
- **Faster Time-to-market**
  - IBM certified Express offering that facilitates Ease of use
  - Easy to use tooling with little or no programming accelerates the development process.
- **Low Total Cost of Ownership**
  - Easy-to-use tooling facilitates lowered development & operational costs
  - Comprehensive packaging with little or no pre-requisite, pre-packaged adapters and process templates lowers software cost
- **Transforms your business to "On-Demand"**
  - Rules driven business processes allows you to adapt with market needs
  - Pre-packaged adapters allows easy integration of existing and new systems
- **Robust Middleware from Proven Market Leader in Business Integration**
  - Scales with the needs of your business
- **Multi-platform**
  - Windows, Linux and OS/400

obust Business Process Integration Engine

WebSphere Business Integration Server

Process Integration Services

Process Automation

Retrieve | No | Create

rocess Choreography

Process Flow

Create Order → Update Inventory → Update Sales → Credit Check →

Compensation

A ---- B ---- C ---- D

Delete Order ← Undo Inventory ← Undo Sales

Customer *Inventory* *Order Mgmt*

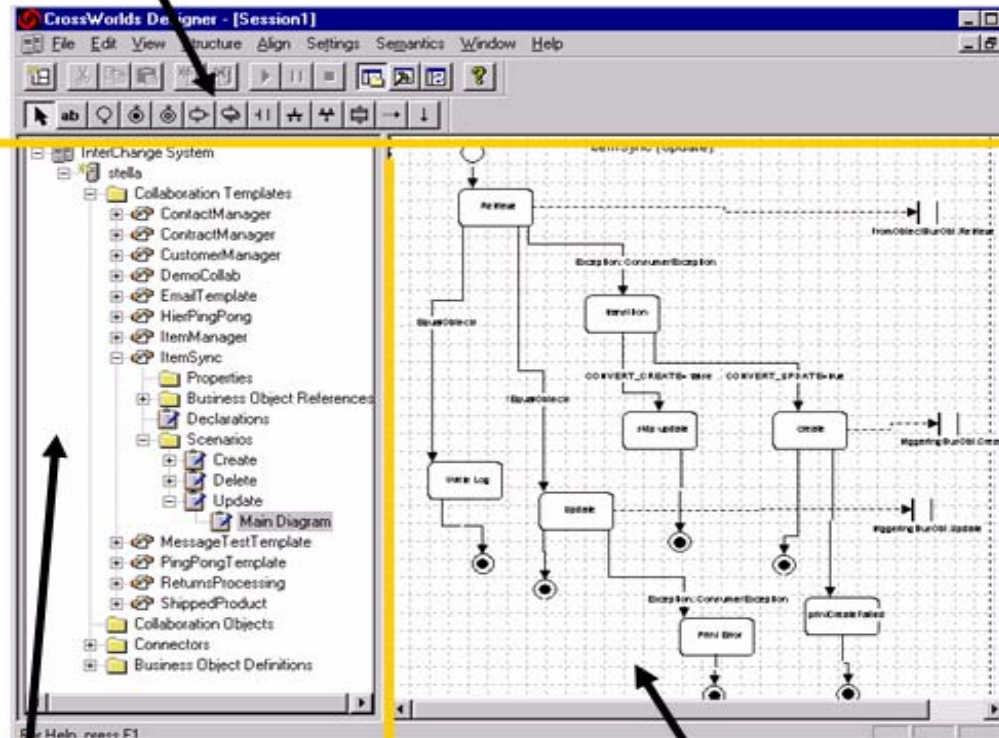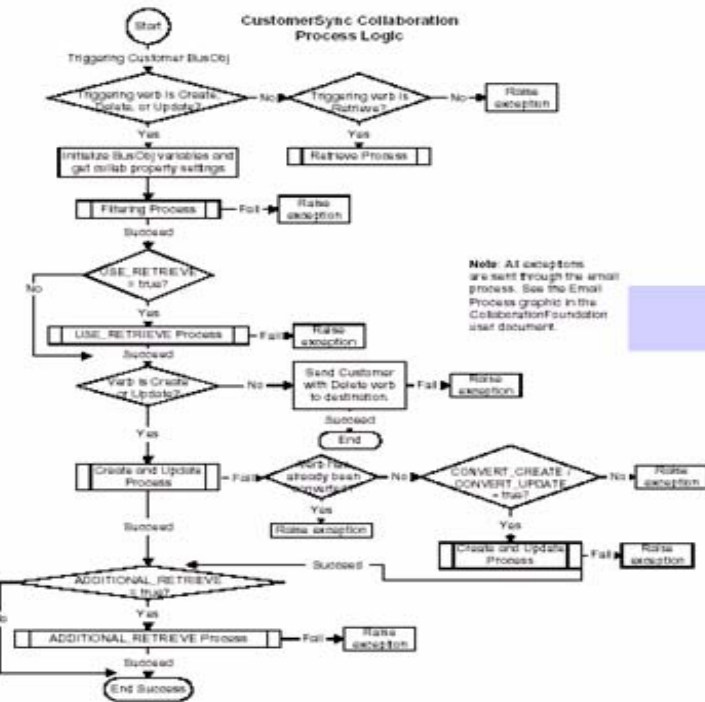- **Assured Delivery of Messages**

- **Data Transformation**
  - ➤ Maps & Relationshi

- **Data Isolation**
  - ➤ Generic Business Objects
  - ➤ Application Specific Business Objects
  - ➤ Data Integrity

- **Robust Transaction Management**
  - ➤ Compensation
    - ➤ Multi-Level
    - ➤ Multi-Type
    - ➤ Failure Recovery

Process Designer

Process flow symbols

Development project console

Design workspace

Comparing with Microsoft BizTalk

- **Functional advantage**
  - Easy to use tooling that integrates processes across systems and applications
  - Pre-built adapters and process templates for efficient process integration
  - Easy to customize process templates help build repeatable solutions
  - Non-invasive infrastructure that can integrate diverse platforms and applications
- **Pricing and packaging advantage**
  - Meets/beats BizTalk 2004 Enterprise edition pricing by 20%
  - Choice of pre-packaged adapters for easy connectivity to back-end systems. BizTalk has none.
  - Pre-built process templates for rapid integration. BizTalk has none.
  - Comprehensive packaging with no pre-requisites. BizTalk requires SQL Server and dependence on latest Operating System.
- **Multi platform advantage**
  - Support for Windows, iSeries and Linux
- **Market Leadership**
  - Robust industry leading integration middleware
  - Proven implementations driving mission critical processes in large enterprises

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➢ **Summary**

ummary

- **Extending the WebSphere Express Portfolio to mid-market**

- **Develop a partner ecosystems with a comprehensive Partner Strategy to help partners succeed in the mid-market**

- **Focused Portfolio to meet the mid-market needs**
  - WebSphere MQ Express
  - WebSphere Business Integration Connect – Express
  - WebSphere Business Integration Server Express for Item Synchronization
  - WebSphere Business Integration Server Express

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