

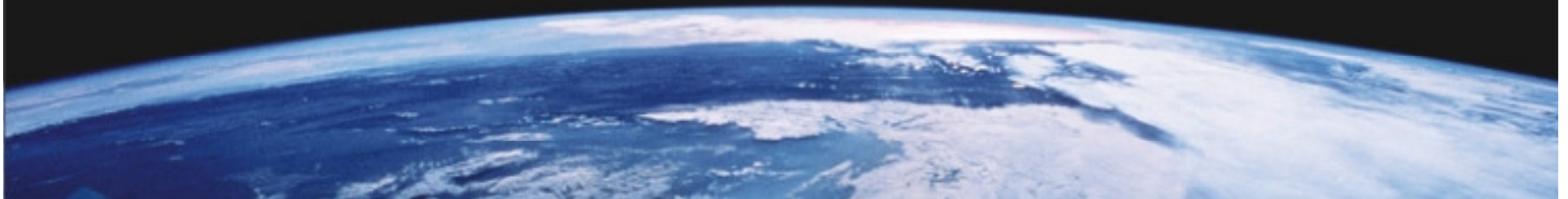
## Smart Work for a Smarter Planet

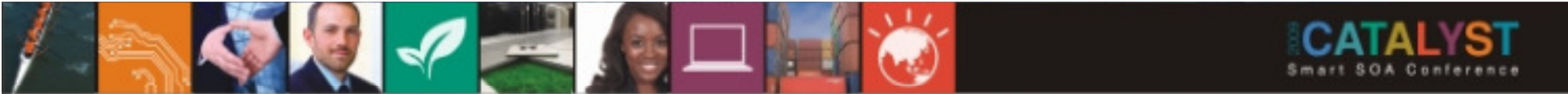


### SOA Connectivity and Integration

*Sandip Gupta*

*Senior IT Specialist*





IBM vision at a glance...

# Smarter Planet

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interconnected  
instrumented  
intelligent

people  
companies, institutions, industries  
man-made systems  
nature's systems



IBM

Today's Imperatives Are

## **Cost Optimization**

to slash operational and maintenance expense and maximize efficiency necessary for all economic climates



## **Agility**

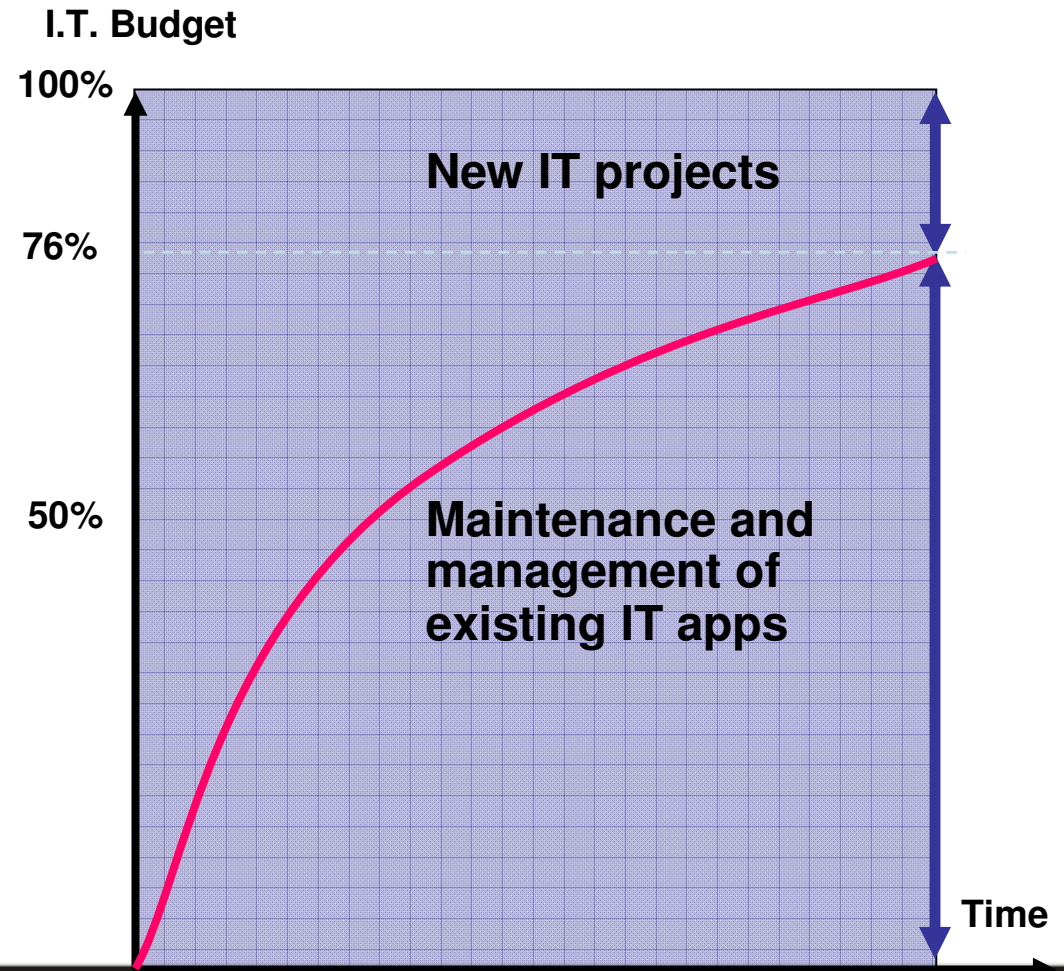
to take advantage of new revenue opportunities and address competitive threats

**To Survive...To Succeed!**

# Where are IT Budgets Being Spent?

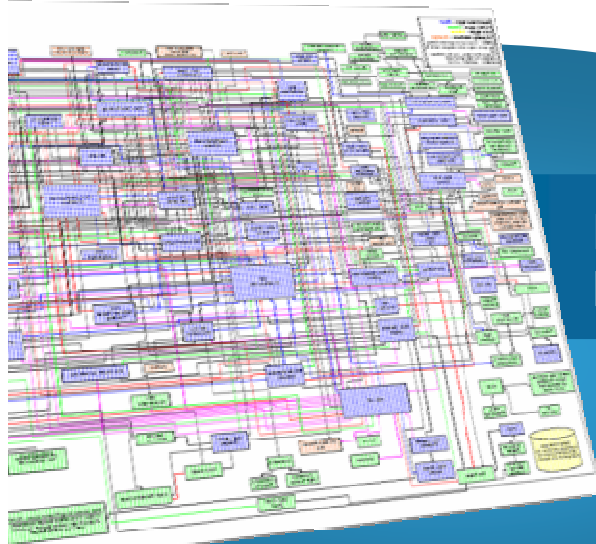
**“76% of I.T budgets are spent on MAINTENANCE, leaving only 24% for NEW INVESTMENTS.”**

--- Forrester Research



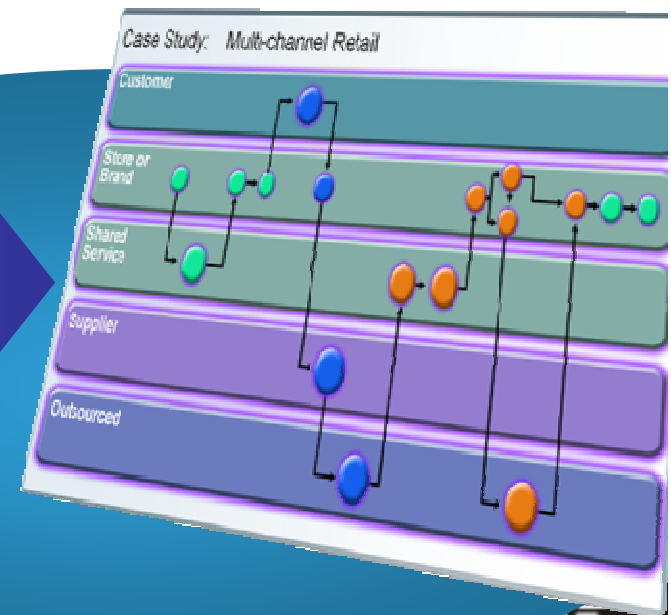
## Optimize Cost **while** Increasing Agility

- **Faster** response from IT to enable business to address changing market conditions
- **Reduced IT complexity** for cost effective reuse, reduced maintenance costs and better security
- Increased portion of IT budget to spend on **new innovation** rather than maintenance



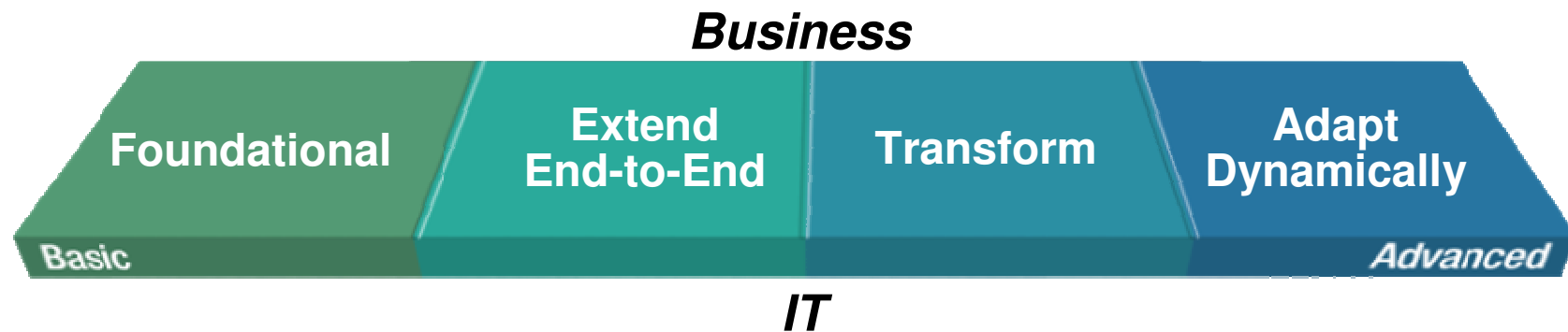
IT  
Reality

IT Needs  
to Be



# IBM's Smart SOA

*Powers Smarter Business Outcomes Across a Continuum*



*From Basic to Advanced, SOA Connectivity & Integration is fundamental for linking business processes, applications and information together*

# Organizations Leverage SOA Connectivity & Integration To Address *Critical Business Needs*

## **Business Needs**

## **Common Adoption Patterns**

“Fast, flexible & reliable access to business information”



ESB Messaging & Enrichment

“Trust, management & security for business applications”



Service Visibility & Governance

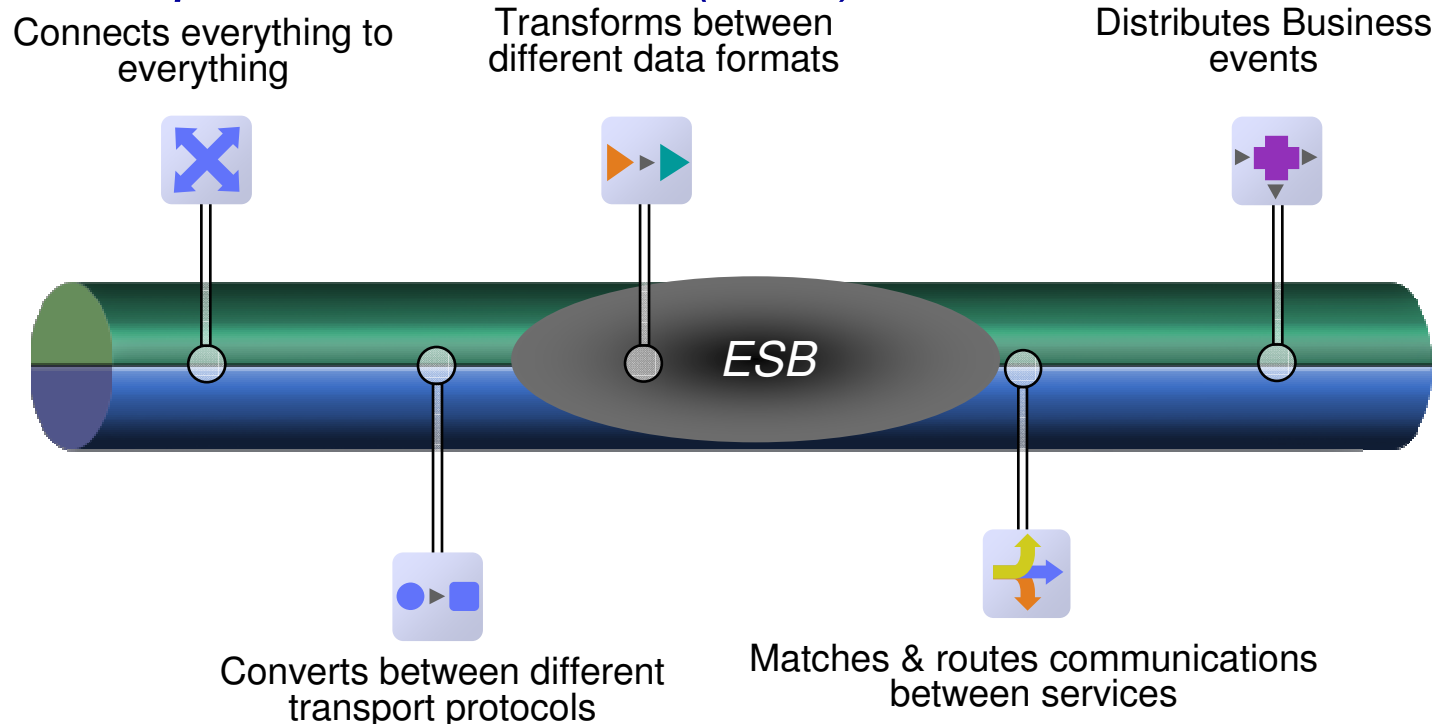
“Make it easy for the company’s customers, partners & suppliers to conduct business”



Extend Connectivity to Partners & Customers

# Agility and Savings Begin with Integration

## *The Enterprise Service Bus (ESB)*

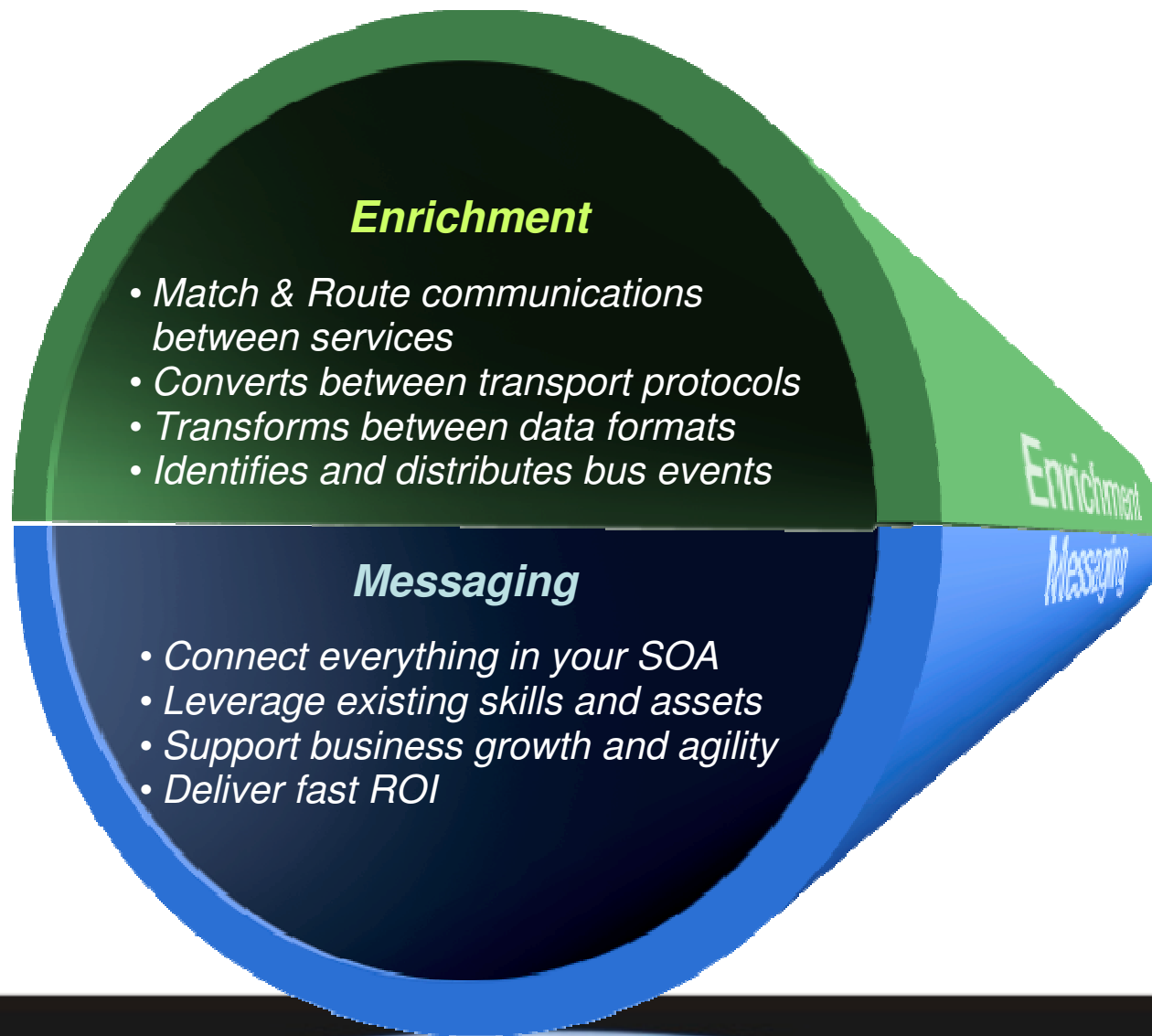


### **Optimizing Costs**

- *Integrate new customers and partners up to 80% faster*
- *Improve performance more than 10x, with lower costs*
- *Achieve full ROI within as few as 6 months*



## A Closer Look at the ESB



# A Closer Look at the ESB *Messaging*



## *Messaging*

- *Connect everything in your SOA*
- *Leverage existing skills and assets*
- *Support business growth and agility*
  - *Deliver fast ROI*

# The Power of Messaging

## Confirmed Flight Booking

Lower process disruptions with reliable data movement



## Real-time System Updates

Make timely decisions by capturing events



## Auditable Stock Trades

Prepare for regulatory compliance by preserving data integrity



## Web-based Bank Transfer

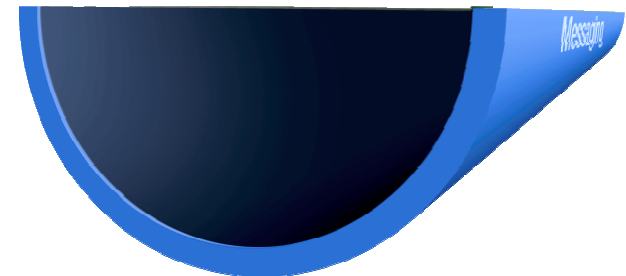
Create new, low-cost Web 2.0 apps leveraging existing systems



# IBM WebSphere MQ Family

## *Delivering Unrivalled Messaging*

- **The Messaging Leader** for 15 years
- **Universal Support** for all your systems
- **Standards:** Only JMS engine for any compliant JEE server
- **Continued Innovation:**
  - Reliable Web 2.0 & web services support
  - Low latency messaging for mission critical delivery
  - Secure messaging for compliance requirements
  - Reliable transfer of files of any length

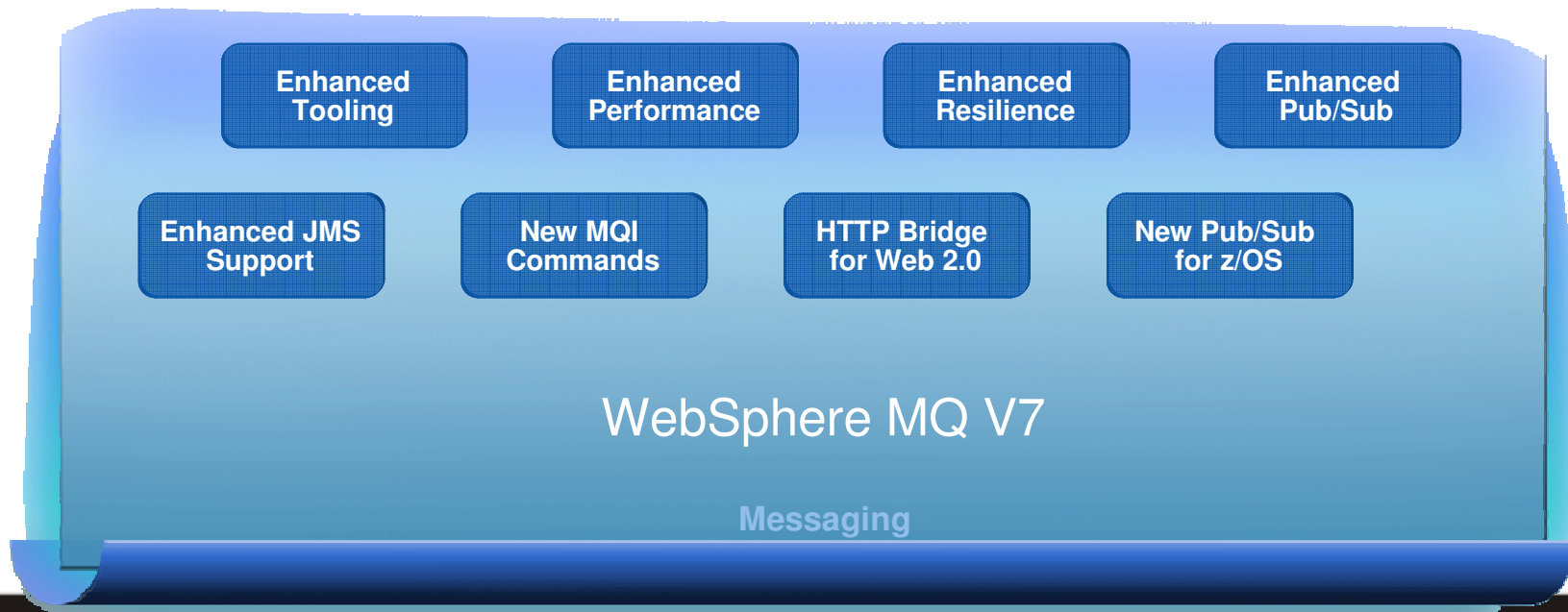


# The Latest Evolution of SOA Messaging



## Introducing WebSphere MQ V7

- **Highly consumable** & easy to use for faster time to market
- Turbo-charged **performance** to do more with less
- More **dynamic & scalable Pub/Sub** features



# A Closer Look at the ESB

## *Enrichment*

### ***Enrichment***

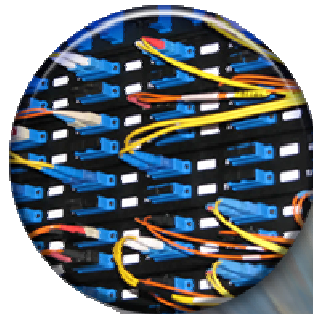
- *Match & Route communications between services*
- *Converts between transport protocols*
- *Transforms between data formats*
- *Identifies and distributes bus events*

Enrichment

# Gaining an Edge in the Market with Enrichment

## Telephony Hub

**Save time and money**  
centralizing  
service  
interfaces



## Routing Bank Transactions

**Adapt business faster** by easily  
connecting  
services & apps



Enrichment

## Central Airport Checkpoint

**Create new revenue-generating services**  
from current core  
business applications



# Maturing Requirements for Enrichment

“ESBs are not a one size fits all. You have to find the one that works best for you.”

*Eric Roch, Chief Technologist at Perficient Inc.*

- Distinct categories of ESB technology are emerging
- Enterprise adoption is largely incremental even across departments
- Deployment scenarios continue to advance driving varying requirements





## A Choice of ESBs

*Solutions to Meet Any and Every Demand*



Optimized with WebSphere Application server for an integrated SOA platform



Built for universal connectivity and transformation in heterogeneous IT environments



Purpose-built hardware for simplified deployment and hardened security



# The Business Value of Service Visibility & Governance

## Centralized Information Source

Reduce cost & duplication by leveraging existing assets



## Ensure Proper Access

Meet audit requirements by tracking services and transactions



## Get Detailed Information

Provide consistency across the service lifecycle



## Easy to Find Products

Ensure services can be found and right service is accessed



# Service Visibility & Governance



- **Trust:** Publish & find Your Services to extend business applications
- **Manage** & govern your ESB messaging & services
- **Secure:** Ensure consistent policy enforcement

# IBM WebSphere Service Registry and Repository

## *Advanced Lifecycle Edition*

Enhanced!



- **Industry leading** solution for finding & governing services & message queues
- **Only** solution with out-of-the-box interoperability for 20+ IBM & non-IBM solutions
- **Fastest rate of adoption** in the industry

## Governance for File Transfers

- Most data moves from application to application using file transfers
- Provide the visibility & manageability to move key business data reliably & securely

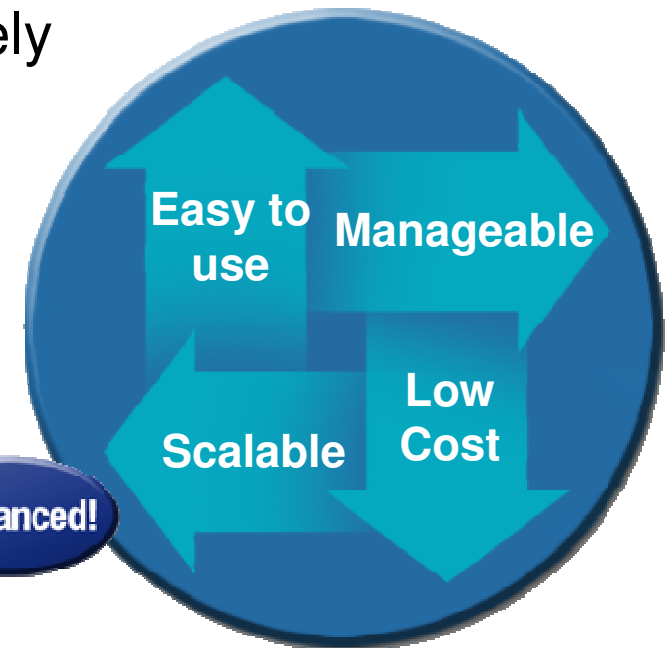
### ***Optimizing Costs***

- Reduce maintenance upkeep by 15%-25%
- 50% to 70% reduction in file management cost

### IBM WebSphere MQ File Transfer Edition

- Builds upon MQ's proven transport backbone
- Delivers robust solution for Managed File Transfer
- Purpose-built to integrate with IBM's SOA portfolio

Enhanced!



## Specialized hardware for SOA security & governance

- Organizations are wary about exposing services outside the enterprise
- SOA security can be complex, hard to manage and difficult to scale

Enhanced!

### WebSphere DataPower Security Gateway

- Purpose-built, appliance for DMZ deployments
- Award-winning security capabilities
- Standards-based policy enforcement for governing SOA
- EAL4 Certified



# Extend Your SOA to Customers and Partners

- Quickly create new business services
- Easily adapt to changing industry standards
- Improve ROI by quickly leveraging existing systems for multi-enterprise collaboration

## ***Optimizing Costs***

- Reduce interface maintenance cost by 75%
- Reduce cost of compliance by 75%
- *50% Reduction* in billing admin. costs



## Extend Your SOA to Customers and Partners *IBM Business-to-business (B2B) Portfolio*

- WebSphere Partner Gateway: Consolidated B2B solution to meet broad, dynamic business requirements
- WebSphere Transformation Solutions (WTX/TM) : Providing universal access to industry-specific data
- WebSphere DataPower B2B Appliance XB60: Drop-in solution for simplified, secure & scalable partner connectivity

Enhanced!

Enhanced!



*Achieve efficiencies by extending your SOA to trading partners  
with WebSphere B2B offerings*



# Extend Package Applications

## *WebSphere Adapters*

*Adapters for IBM WebSphere are pre-built integration components available from both IBM & IBM business partners built to run directly on IBM integration and application servers and to integrate with IBM tooling*

- Reduce integration effort
- Improve reliability and manageability
- Ensure maintainability and reusability
- Discover and enable services



# Architect for Advanced SOA Connectivity

## *Federated SOA Domains*

Today's Globally Integrated, Agile Businesses Requires  
End-to-end Transaction Integrity; Unified Governance; and Security



- ESB Messaging and Service Enrichment solutions
  - WebSphere MQ, Message Broker, ESB and DataPower
- Service Visibility & Governance solutions
  - WebSphere Service Registry and Repository
  - WebSphere XML Security Gateway

# SOA Connectivity & Integration Leadership

## Largest Customer Base!

- **10,000+ Customers**
- Customer Success Stories
- **100+** on the IBM SOA Users Group

## Strongest Ecosystem

- **1000+** SOA Connectivity
- **1000+** business partners
- **1000+** users group



## Unparalleled Investment

- **Over 15+** of industry leadership
- **100's** of assets
- **Broadest, Deepest** solution portfolio & services



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## Smart Work for a Smarter Planet



# Thank You

