

Enhancing Visibility, Flexibility, and Productivity with IBM's WebSphere SOA Connectivity and Integration Portfolio

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Agenda

- Introduction to Integration
- Critical Business Needs with Connectivity and Integration
- Integration within the Enterprise
- Integration with Partners
- IBM Product Portfolio
- IBM Customer Scenarios

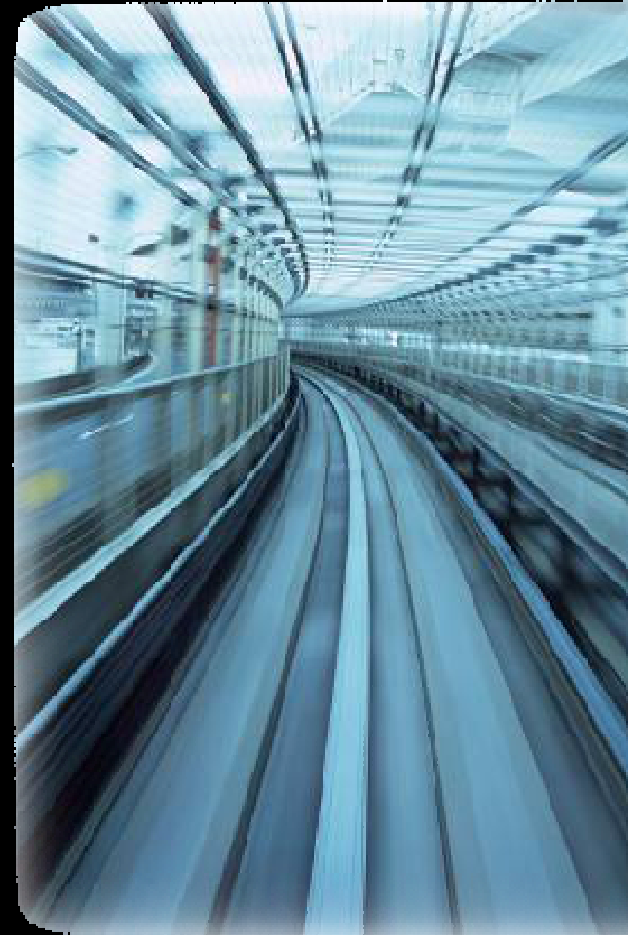
Organizations face the opportunity of accelerating market shifts and broadening business networks

- Rising consumer expectations compel improvements in speed and personalization
- Rapid swings in economic and commodity markets highlight lack of adaptability
- Lower barriers to entry in a digital, flat world, enable fast and easy access by new competitors

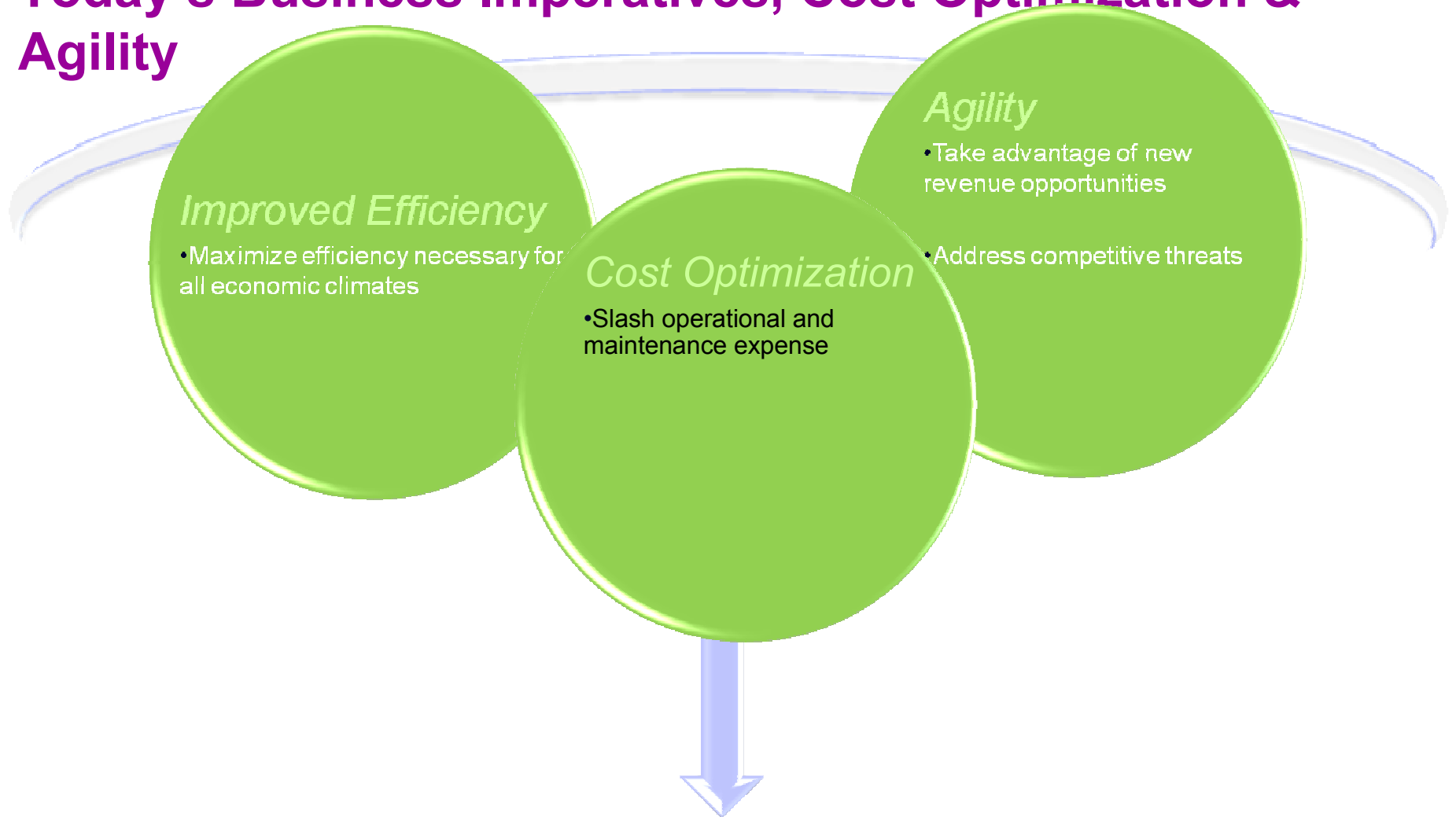
The perceived business network focuses on the challenges happening within a company's four walls ...



... but in reality the **business network is much broader** than just the relationships inside the business, and is changing rapidly



Today's Business Imperatives, Cost Optimization & Agility



Survival & Success

A variety of questions come to your mind about IT



How do I manage and govern my IT to be more tightly integrated with my business needs?

How can I improve my business processes?

How can I manage my services for more reuse?

How can I understand how my services interact with each other?

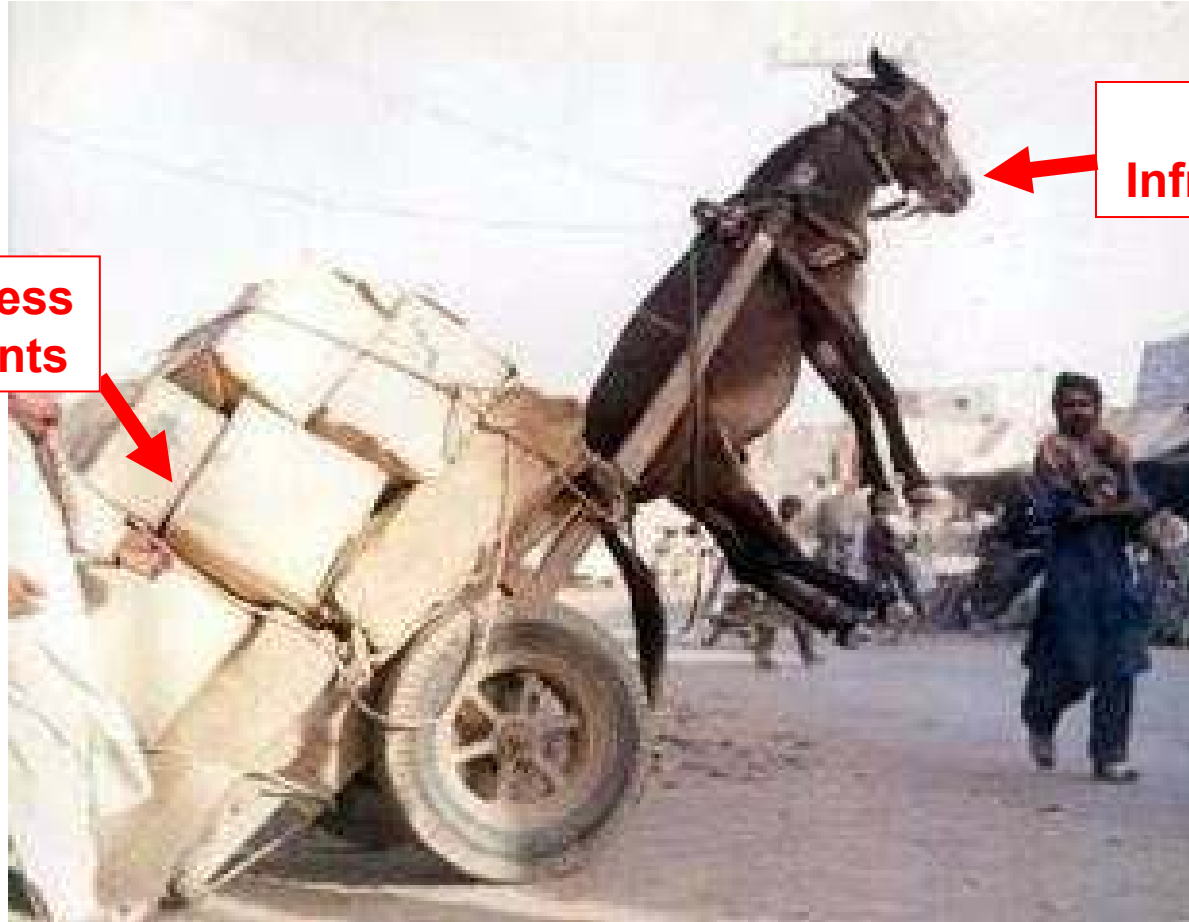
How do I manage my ever growing set of IT information?

How can I get basic service statistics on my services?

How can I socialize common services?

How can I have a standard way to subscribe to services?

Is your IT infrastructure ready for On Demand operation?

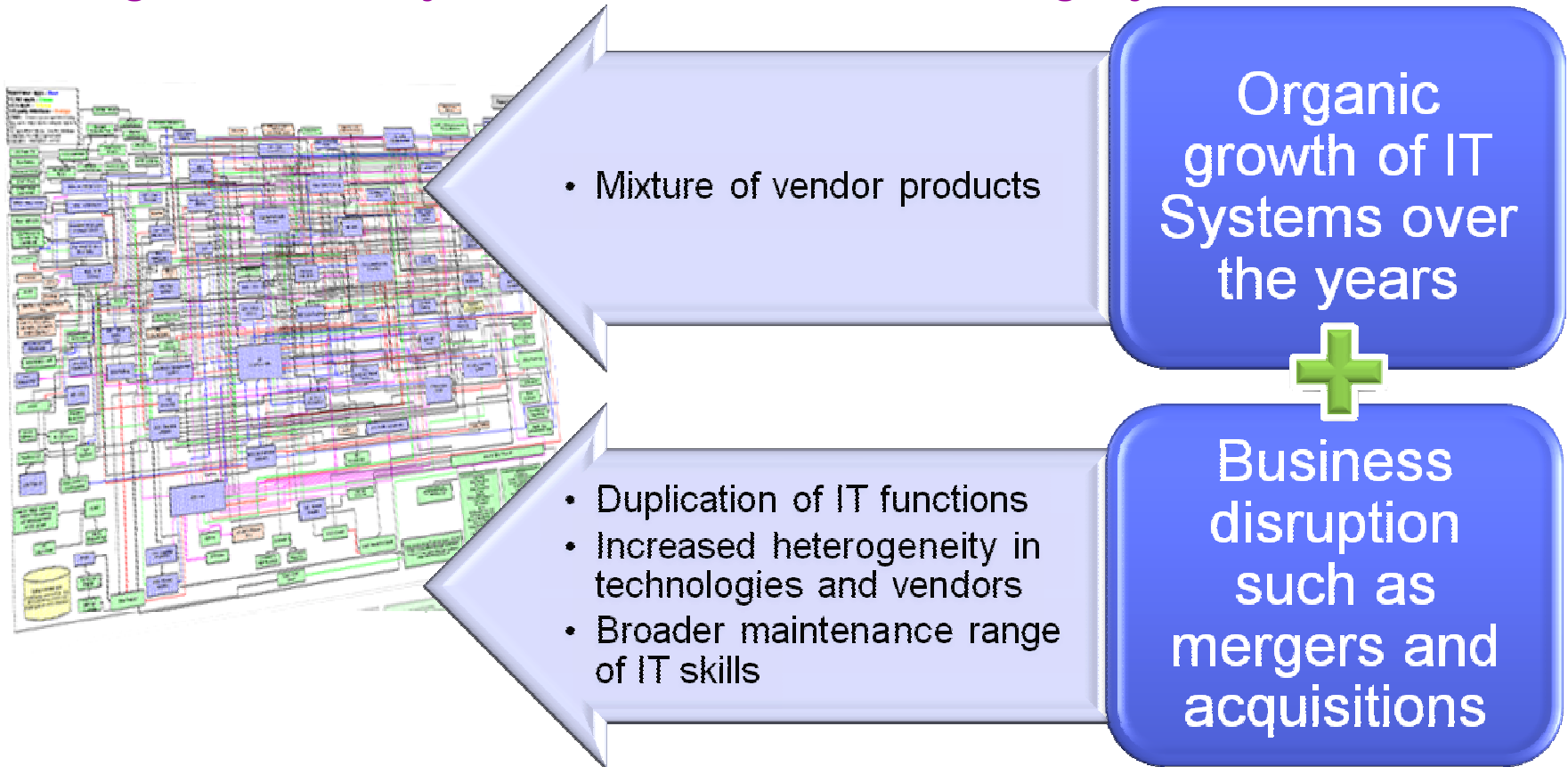


New Business Requirements

IT Infrastructure

Common Enterprise wide IT Problems

Resulting in Inefficiency, Inflated Costs and reduced agility



Integration becomes the major cost and inhibitor in building a flexible IT infrastructure

The Cost of Integration is a Major Factor of IT Budgets and Seriously Limits the Ability to Innovate

“Integration remains the number one IT priority; fully 60-70% of IT budgets are dedicated to it.”

Source: WebServices Journal

“According to analysts, over 70% of the IT budget is being spent on overcoming the limitation of current systems, while less than 30% is spent on acquiring new capabilities that can provide a competitive edge to the business.”

Source: IBM Research

“In 2005, 76% of I.T budgets were spent on maintenance, leaving only 24% for new investments.”

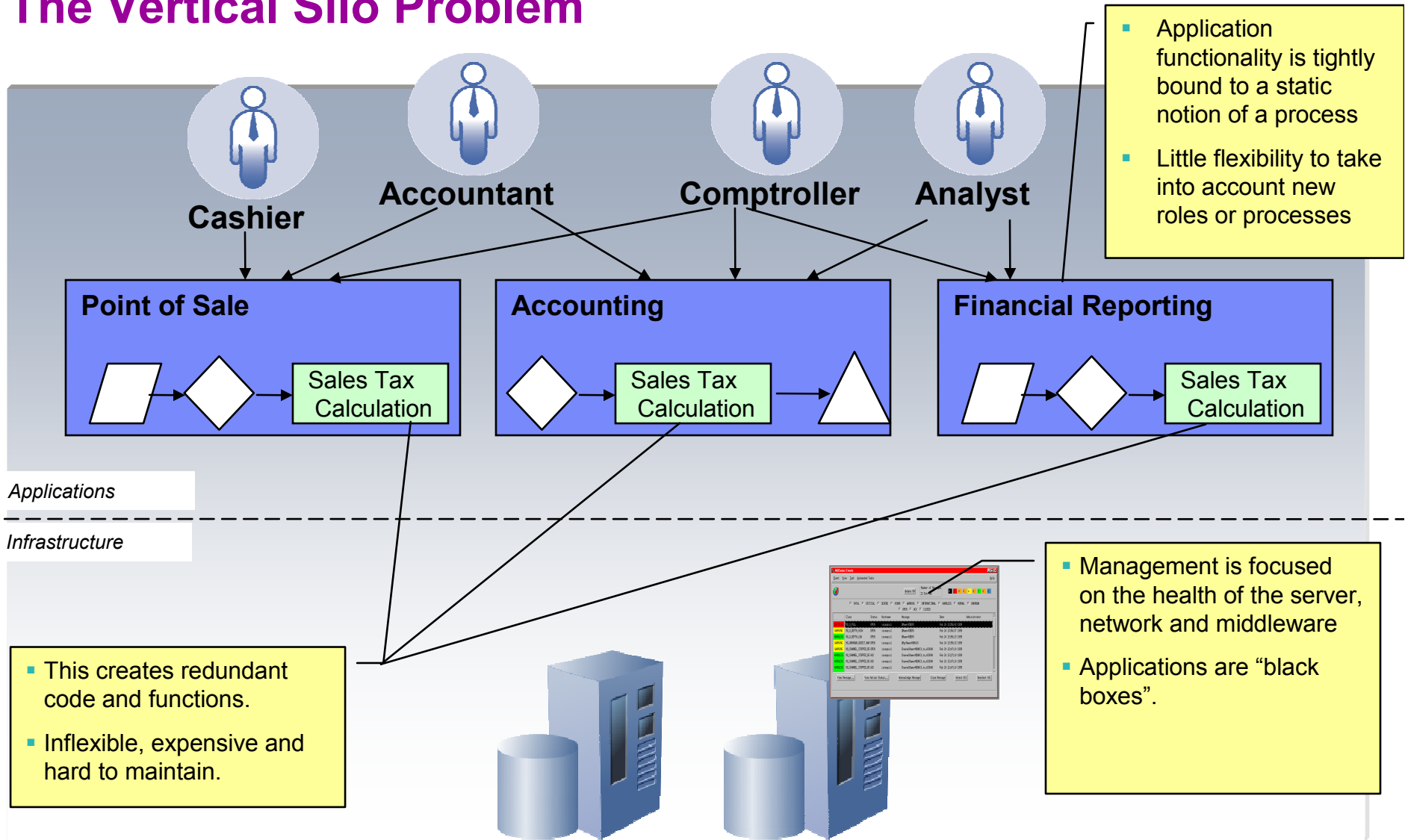
Source: Forrester Research

“Various surveys tell us that the typical enterprise is devoting over 80% of its applications budget to simply supporting normal business because of the complexity of making change.”

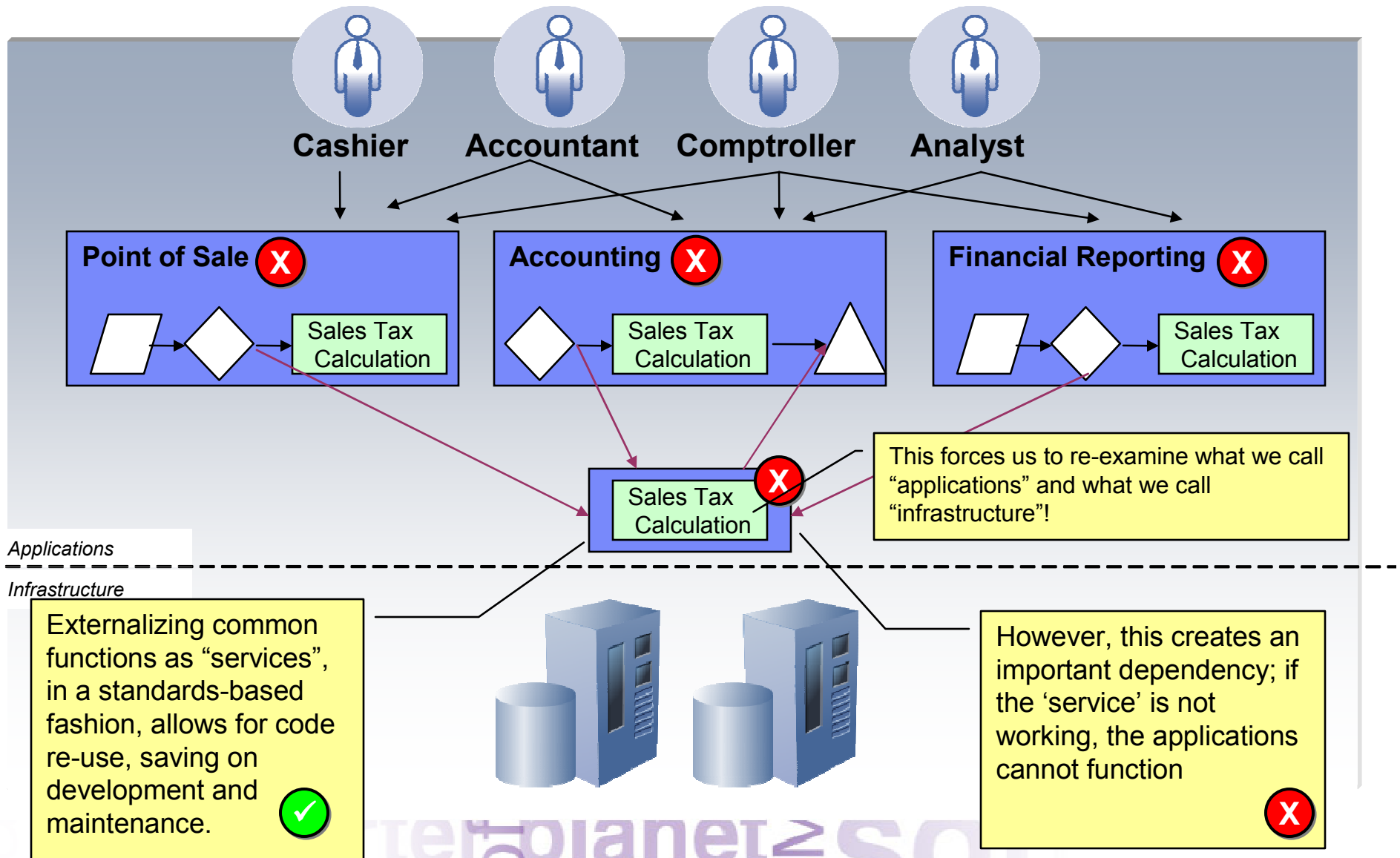
Source: CBDI

The Business Case for SOA

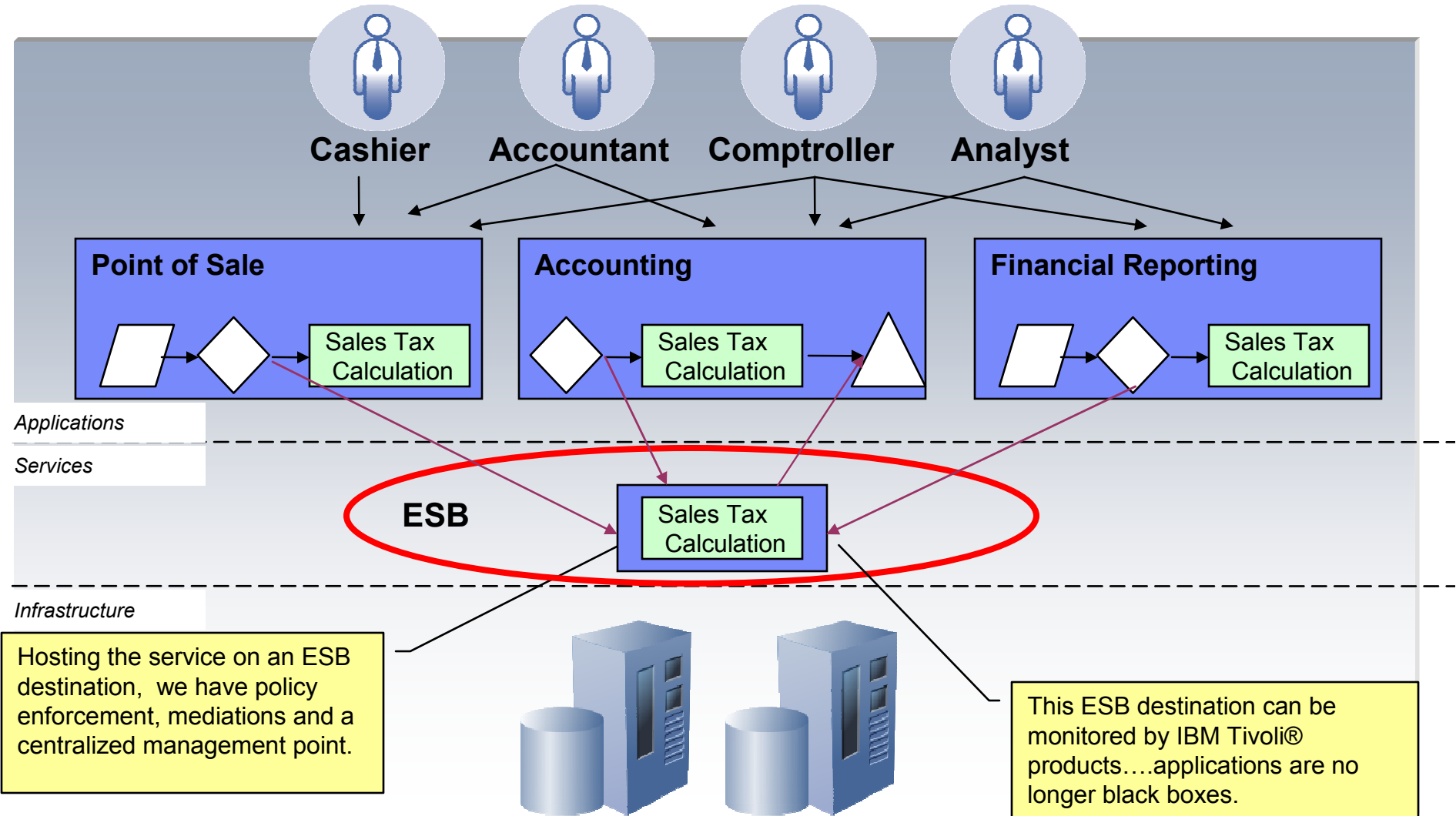
The Vertical Silo Problem



The New World: Composable Services



The New World: Composable Services + ESB



Address Key Critical Customer Needs With SOA Connectivity & Integration

ESB Messaging
& Enrichment



Extreme
Reliability



Fast and Flexible
Application Integration



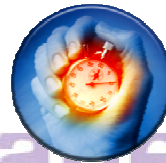
Reduce Integration
Costs



Extend to
Customers &
Partners



Enhanced partner
management



Faster integration to Industry
Standards

Address Key Critical Customer Needs With SOA Connectivity & Integration

ESB Messaging
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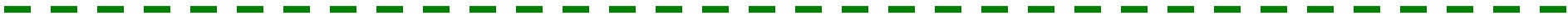
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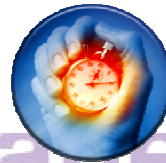
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Extreme Reliability Needs – A Banking Example



The Situation

- Costly audit failures with payment transactions
- Loss or inconsistencies between payments data and transactional updates
- Unable to provide payments status or business positions in real-time

Your Opportunity

- Avoid heavy financial penalties for payment audit failures and preserve SLAs
- Remove the fear of payment losses with assured movement of payment transactions
- Gain instant access to payment transaction records from any system



Extreme Reliability & Assured Delivery



Message, File &
Payment
Transaction

Integrity

Cut risk and cost of
lost SWIFTNet
payments



Message &
Transaction
Delivery Assurance

Reduce costs, penalties
and disruptions to the
bank from failed or
duplicated payments

Gain real-time visibility to payment status information

Enables status of payments to be reported accurately as well
as audited without effort

Reduce Costs With Unified, Guaranteed Message Delivery

WebSphere MQ V7.0.1



- Reduce TCO and accelerate ROI with new options for software-enabled high availability messaging and resilience features
 - Reduce business costs and disruption from unplanned outages
 - Reduce IT costs of skills, programming, and system maintenance
- Increase performance through tighter integration with WebSphere Message Broker
- Extend value of z/OS platform with 64-bit storage and increased performance
- Increase governance and save time preparing for audits by controlling MQ applications with SOA governance and change events
- Minimize cost of disruption with automatic re-routing through standby Queue Managers

Reliable, proven, and ubiquitous multi-purpose messaging transport for SOA connectivity



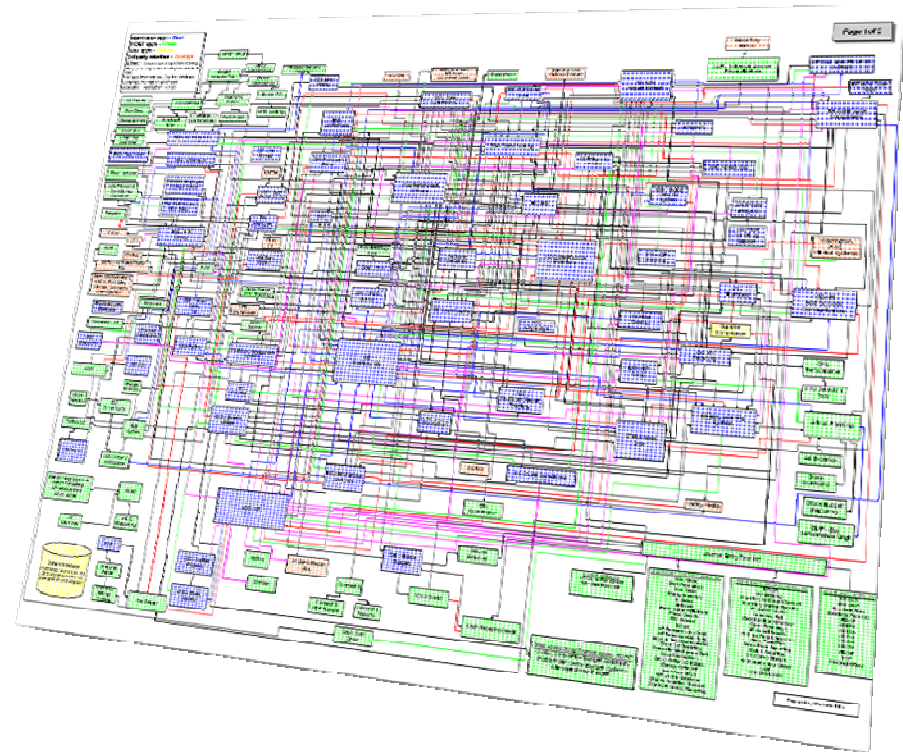
Integration can be Complex and Inflexible

The Situation

- Inflexible, “homegrown” applications don’t integrate
- Variety of different platforms, networks, and devices
- Changes to the business impact current IT environment

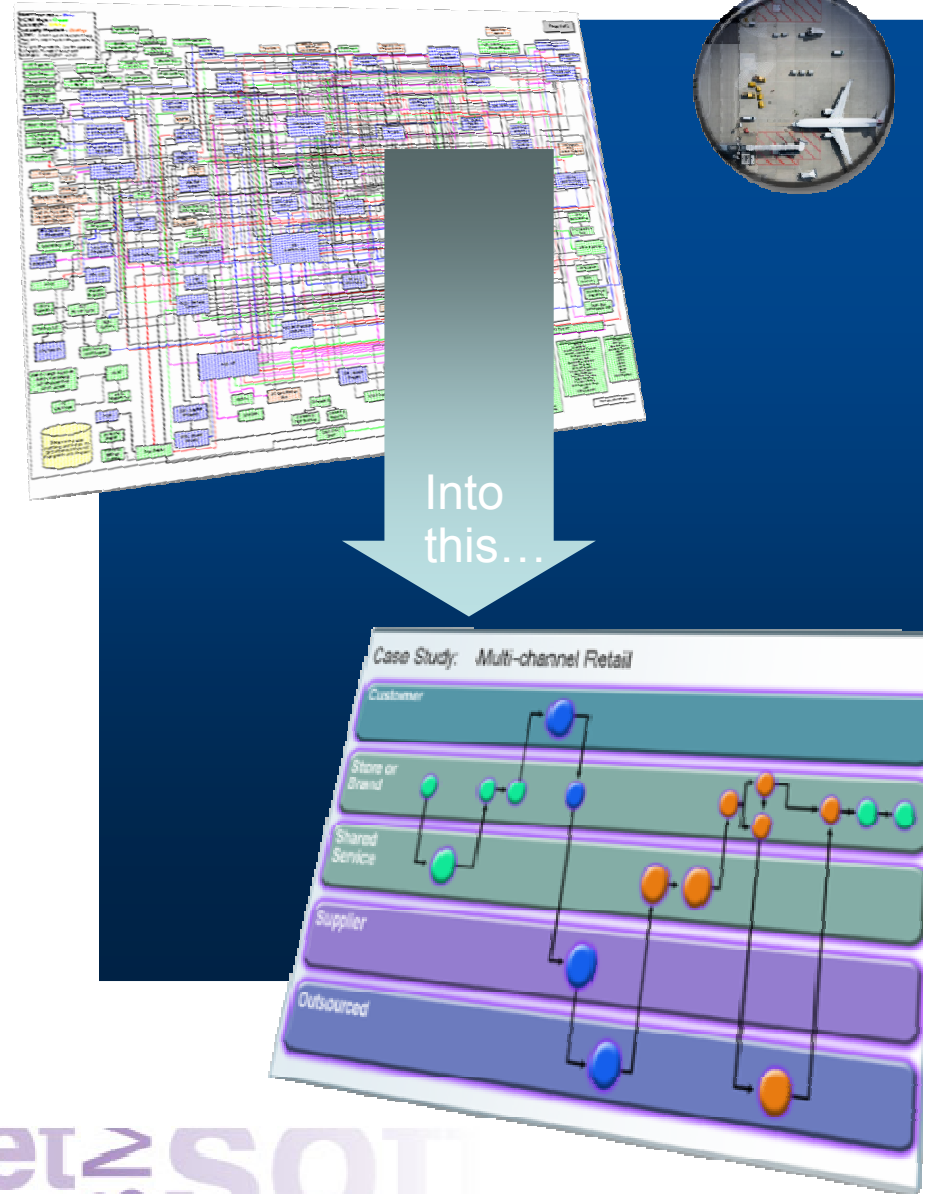
Your Opportunity

- Single integration hub to connect applications up to 80% faster
- Immediate access to virtually any system
- Improve performance more than 10x, with lower costs



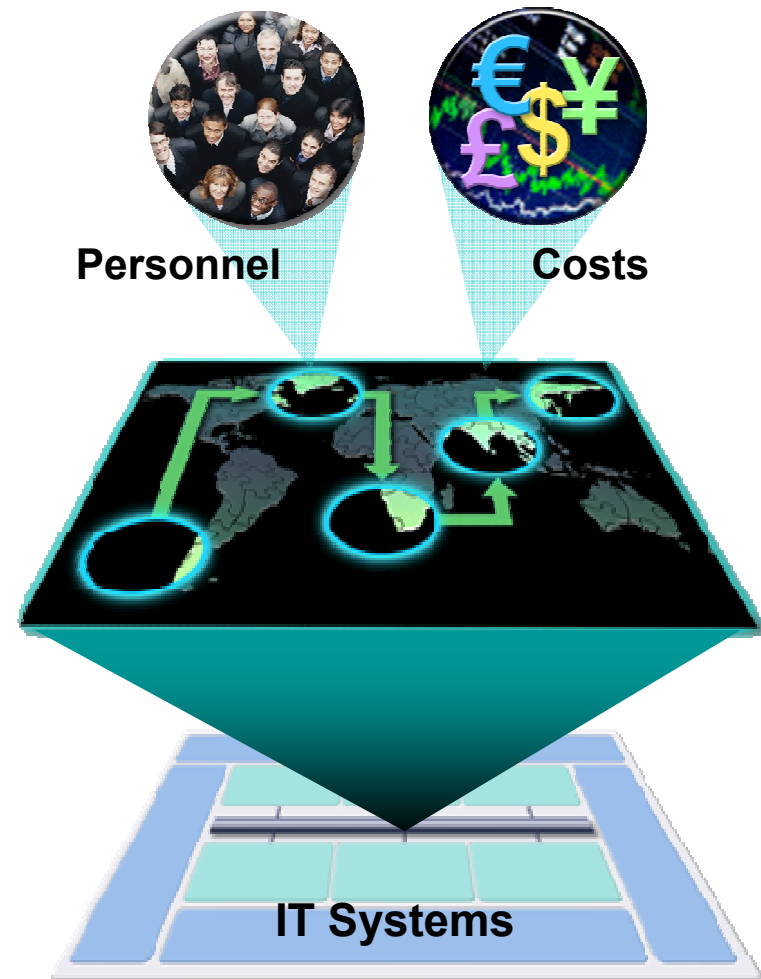
Unifying, Cross-enterprise Integration Hub

- Connect applications regardless of the platform, network, or device
- Enable access to virtually any system through any-to-any-other transformation of data
- Expose existing applications and data as new opportunities in the market without impact to the current IT environment.



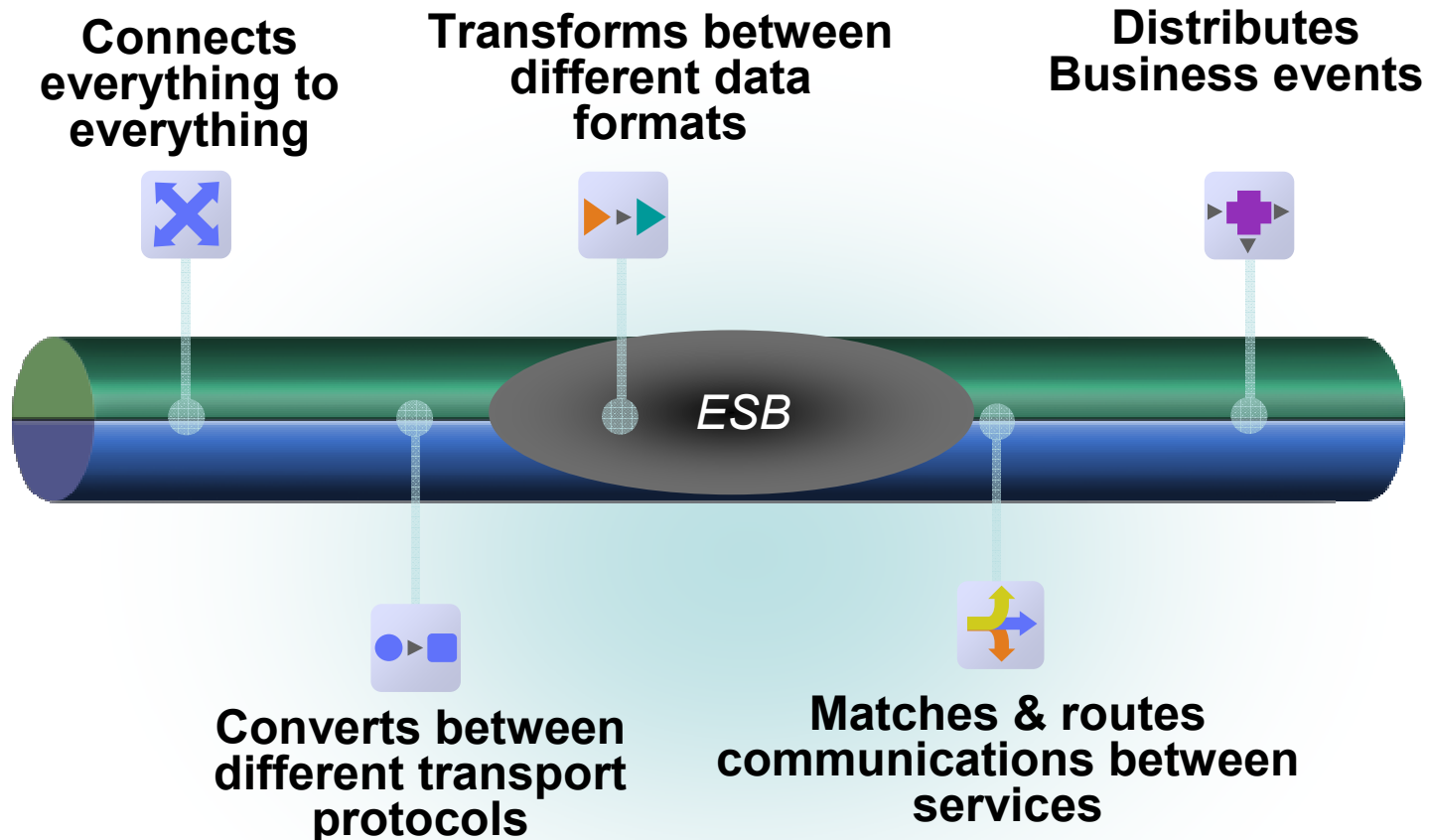
Free Up Costs and Personnel for IT Projects

- Decouple complex integration logic from each application
- Leverage existing assets and skills utilizing one integration hub
- Provide universal service delivery including messages, processes, files and events



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*

ESB Offerings from IBM WebSphere

Solutions to Meet Any and Every Demand



WebSphere ESB

Optimized with WebSphere Application server for an integrated SOA platform: service providers, registry, common tooling, extensible to BPM



WebSphere DataPower XI50

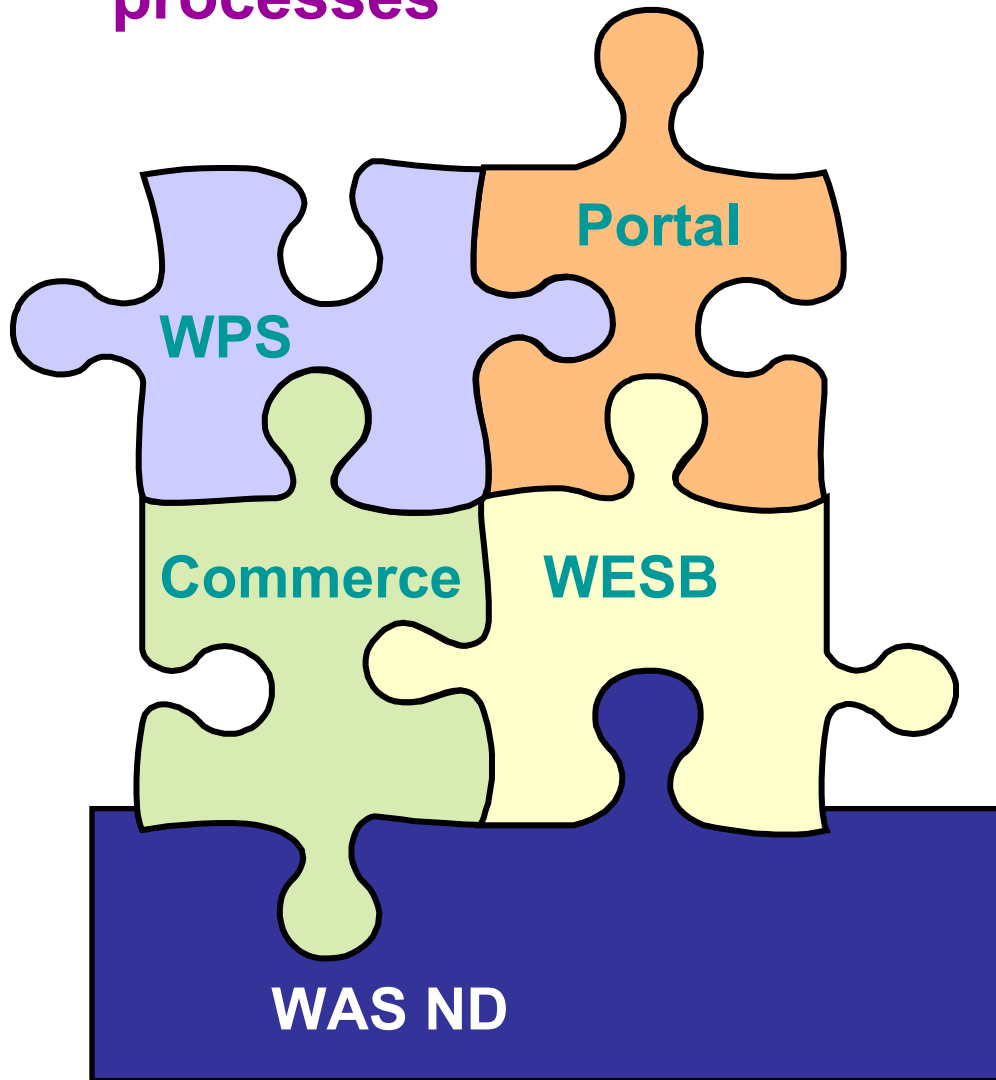
Purpose-built hardware for simplified, self-contained deployment with hardened security, low latency, rich application integration and data transformation



WebSphere Message Broker

Platform-independent, universal connectivity and transformation in heterogeneous IT environments, with rich set of adapters and protocol bridges packaged with applications and legacy platforms

SOA platform for integration, applications and processes



- WebSphere ESB is part of the SOA Foundation
 - Built on WebSphere Application Server
 - Single platform for integration, applications and processes
 - Preserves investment in Java and J2EE development and operation skills
 - Easily extended to WebSphere Process Server
 - Integrated solution for service mediation and hosting

- **Universal Connectivity**
 - Simplify application connectivity to provide a flexible and dynamic infrastructure
- **Routes and transforms messages FROM anywhere, TO anywhere**
 - Supports a wide range of protocols
 - MQ, JMS 1.1, HTTP(S), SOAP, REST, File, Database, ERP (SAP, SEBL...), TCP/IP, SCA...
 - Supports a broad range of data formats
 - Binary (C/COBOL), XML, CSV, Industry (SWIFT, EDI, HL7...), IDOCs, User Defined
 - Message Processors
 - Route, Filter, Transform, Enrich, Monitor, Distribute, Decompose, Sequence, Correlate, Detect
- **Simple programming**
 - Patterns based for top-down, parameterized connectivity of common use cases
 - e.g. Web Service façades, Message oriented processing, Queue to File...
 - Construction based for bottom-up assembly of bespoke connectivity logic
 - Message Flows to describe application connectivity comprising...
 - Message Nodes which encapsulate required integration logic which operate on...
 - Message Tree which describes the data in a format independent manner
 - Transformation options include Graphical mapping, PHP, Java, ESQL, XSL and WTX
- **Operational Management and Performance**
 - Extensive Administration and Systems Management facilities for developed solutions
 - Wide range of operating system and hardware platforms supported
 - Offers performance of traditional transaction processing environments
 - Easy to get started with Trial, Remote Deployment, Get Started and Enterprise deployment options

South American Retail Company – SAP Customer

Background

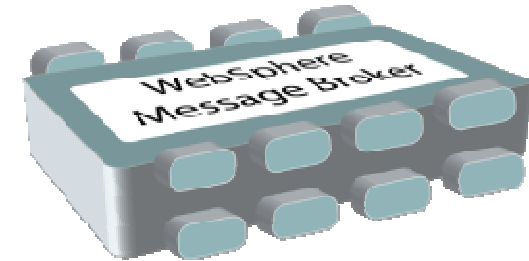
A large retail group in Chile and Argentina. Its primary business is supermarkets, but this company also owns shopping malls and home improvement stores. The retail group includes a number of popular brands.

Challenge




Streamline ordering procedures thereby reducing logistics and inventory costs by accessing data on stock, sales, cost and margin information resident in central SAP ERP data directly from stores. Had been attempted in the past with custom interfaces linking the SAP software with in-store applications, but the process was time-consuming and costly.

Solution

IBM WebSphere Message Broker software to provide a centralized integration platform for consistent data integration
IBM WebSphere Adapter for SAP Software to access ERP and databases



Results

-  Established an interface between ERP solution and its in-store applications, providing access to the ERP data via the Internet
-  Decreased SAP development time by 60 percent, enabling the company to reassign its developers to other tasks and increase productivity
-  This retailer will extend this to implement a full enterprise service bus (ESB), allowing the company to integrate additional business applications and decrease development time in the future

Address Key Critical Customer Needs With SOA Connectivity & Integration

ESB Messaging
& Enrichment



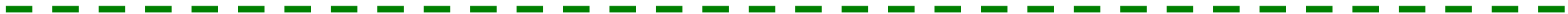
Extreme
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Fast and Flexible
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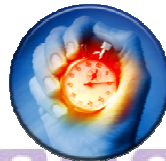
Reduce Integration
Costs



Extend to
Customers &
Partners



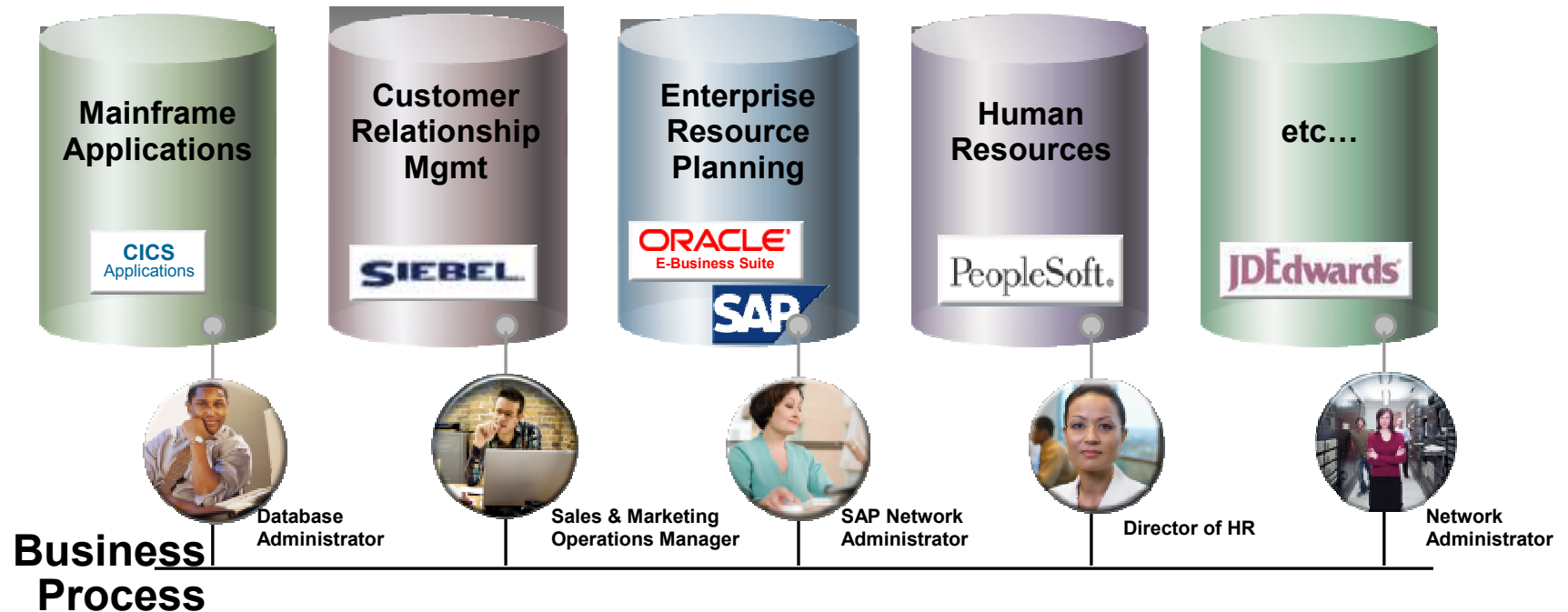
Enhanced partner
management



Faster integration to Industry
Standards

We Rely on Many Systems, Databases And Applications to Run Our Business

- A single application turns into **dozens or even hundreds.**
- Information and application functionality become **siloed.**

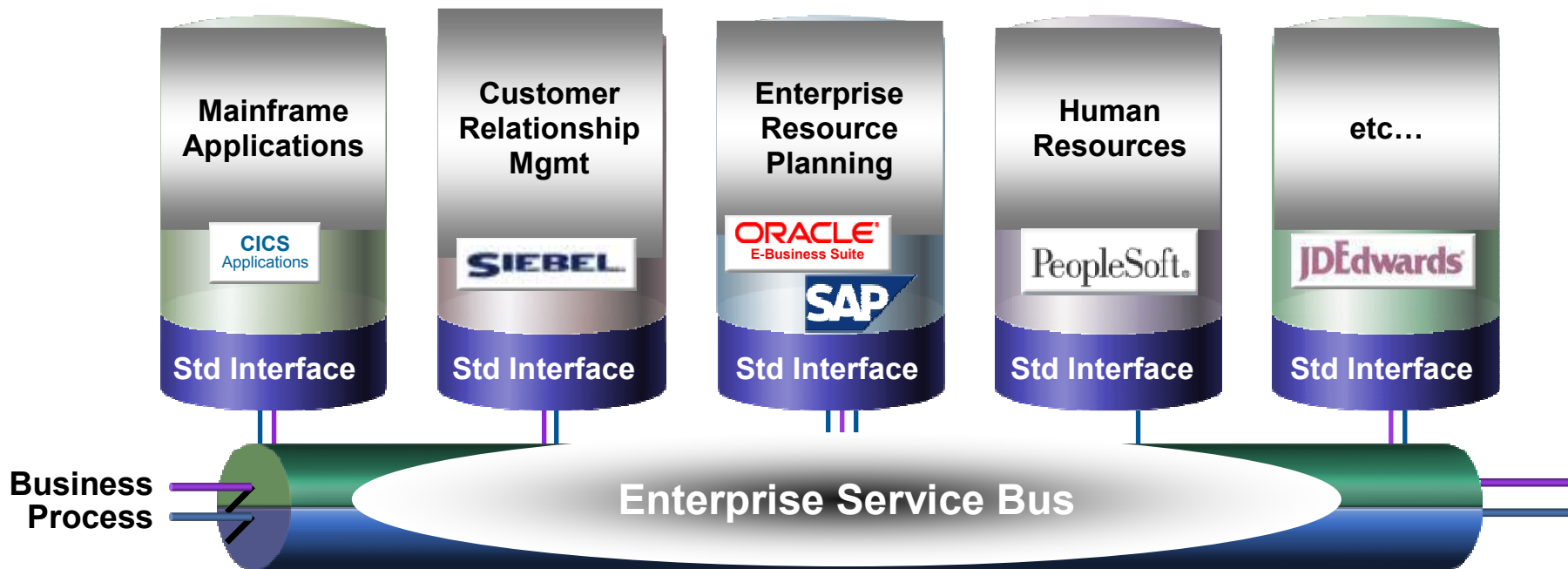


Your Opportunity

- 70% reduction in maintenance of interfaces
- Transaction QOS and data integrity

Work Smarter and Unlock Siloed Information By WebSphere Adapters

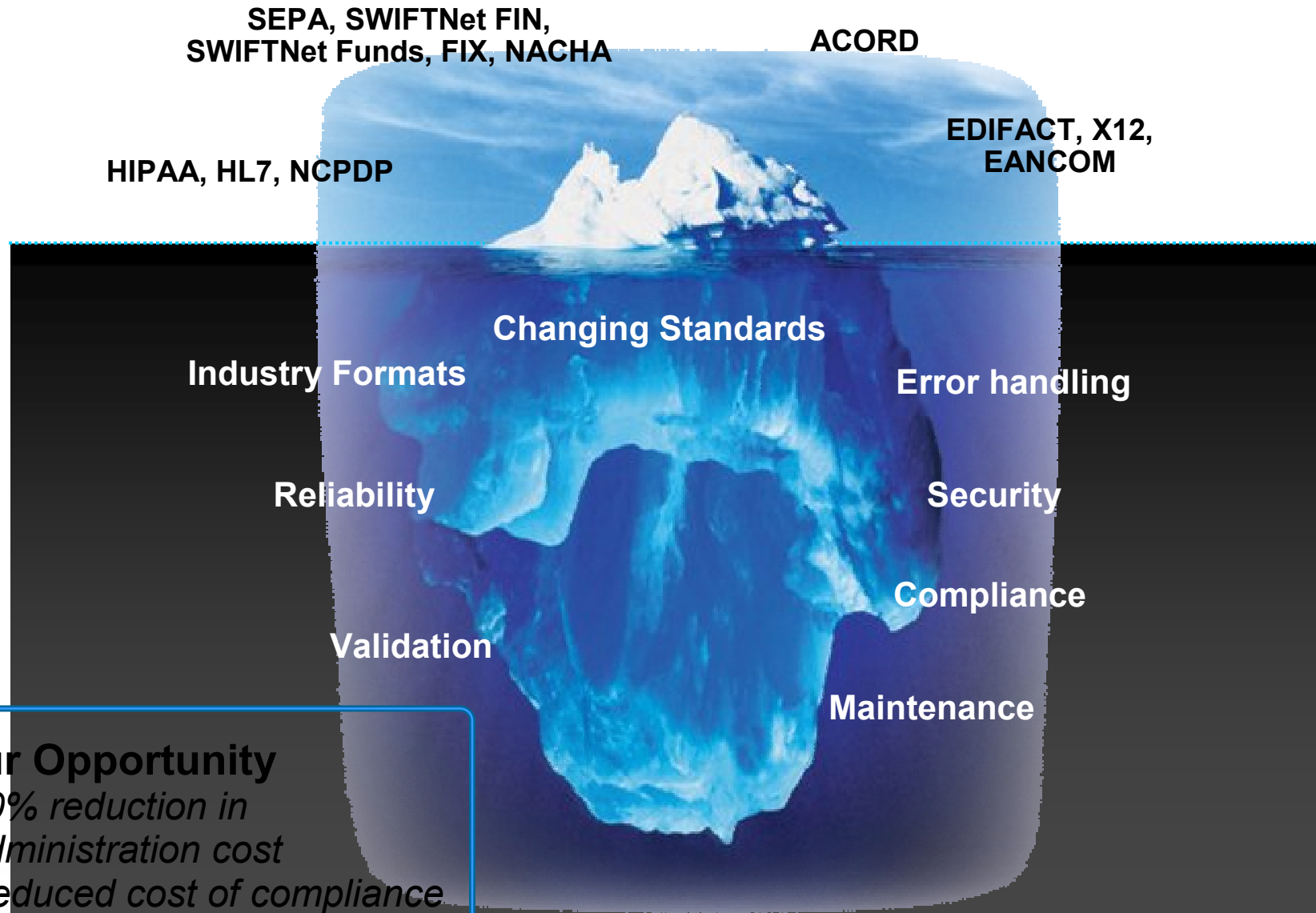
- **Service enable** business applications with graphical service discovery tools
- **Access data** directly from source applications for improved data integrity
- **Create standard interface points** to business applications facilitating reuse and the creation of new services



Benefits

- Reduce integration effort
- Improve reliability and manageability
- Ensure maintainability and reusability

Industry Connectivity is Complex and Expensive



Your Opportunity

- 50% reduction in administration cost
- Reduced cost of compliance

Industry Transformation and Universal Access With WebSphere Transformation Extender

Graphical transformation capabilities with predefined maps for industry connectivity

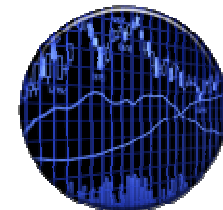
Enable access to information regardless of its location and format

Quickly and efficiently process large volumes of data

- Share data and provide information where and when needed
- Access to information at remote or partner locations (satellite/branch offices, commercial outlets, etc...)
- Resolve disparate data formats and perform complex transformations reliably and efficiently



Insurance



Financial Services



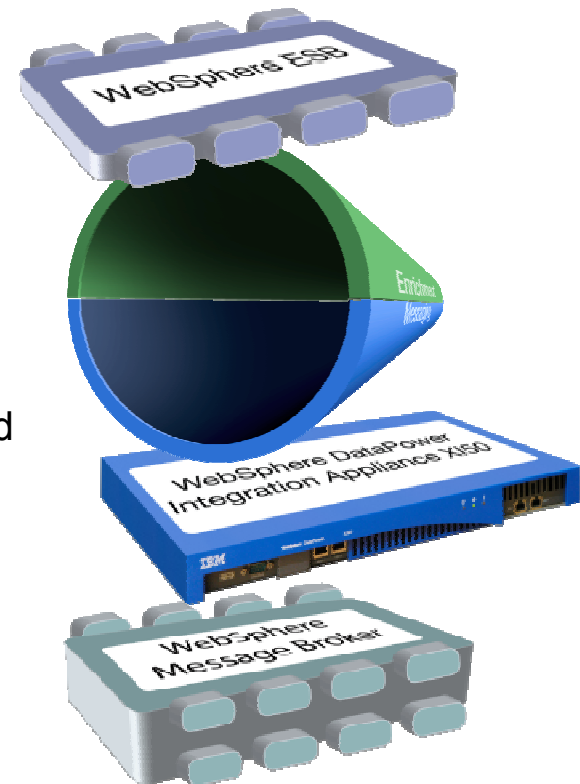
Commerce



Healthcare

Connect & Save with SOA Connectivity & Integration IBM Connectivity Portfolio

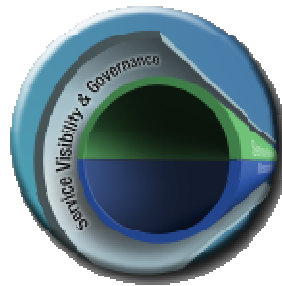
- **WebSphere MQ:** providing a messaging transport on distributed platforms to connect virtually any commercial IT system, extendable with **WebSphere MQ File Transfer Edition**
- **WebSphere Message Broker:** built for universal connectivity and transformation in heterogeneous IT environments
- **WebSphere ESB:** optimized with WebSphere Application server for an integrated SOA platform
- **WebSphere DataPower Integration Appliance XI50:** purpose-built hardware for simplified deployment and hardened security
- **WebSphere Adapters:** pre-built integration components built to run directly on IBM integration and application servers and integrate with IBM tooling
- **WebSphere Transformation Extender:** improved time to market with accelerated industry data delivery



SOA Connectivity & Integration Leadership

Largest Customer Base!

- **10,000+ Customers**
- Customer Success Stories;
100+ on ibm.com



Strongest Ecosystem

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

Unparalleled expertise, and level of investment

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

For More Information

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