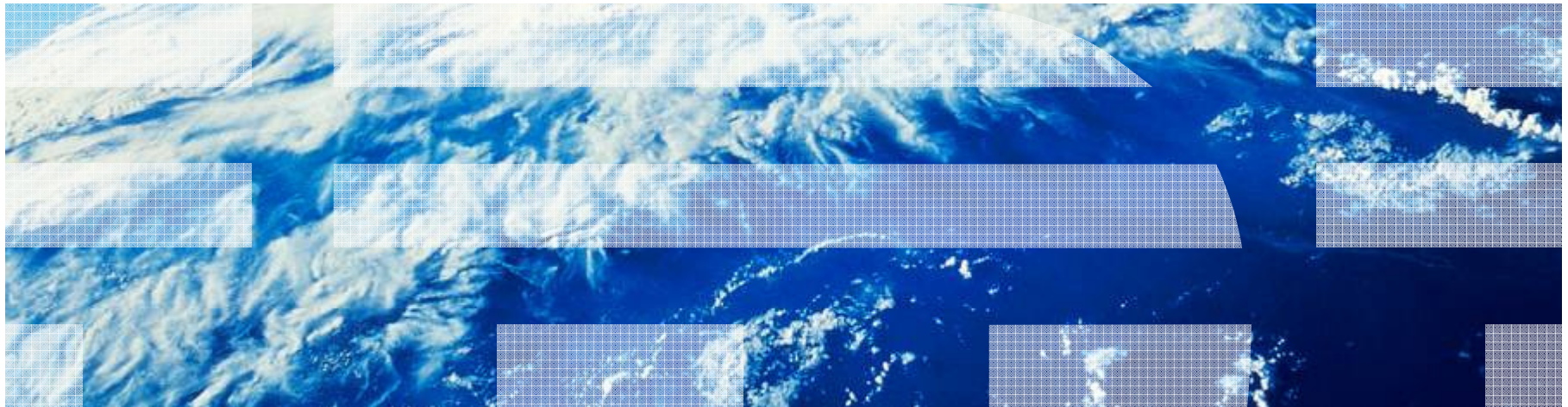


Filling the Gaps of SAP

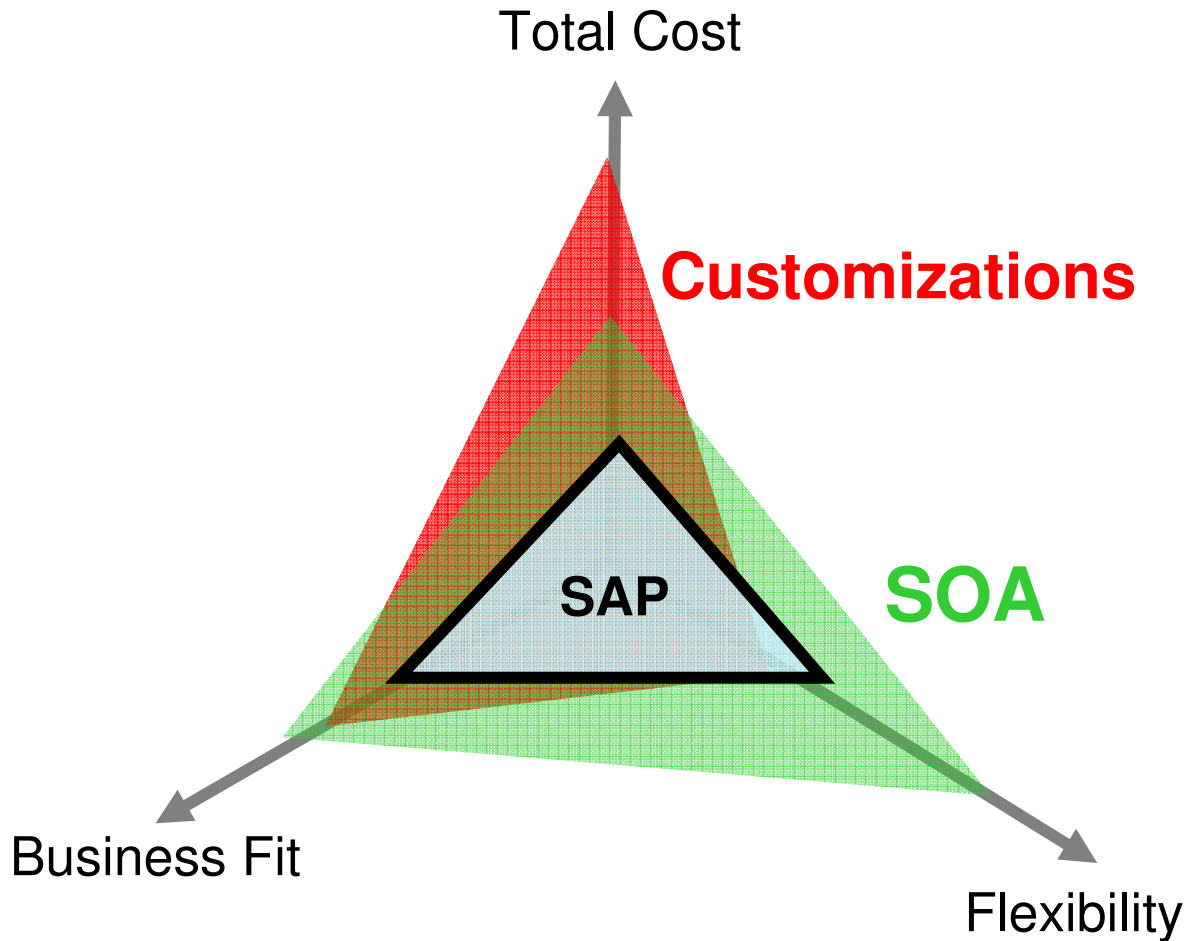


Today:

- Where are the Gaps?
- How does IBM WebSphere Help?

- Summary

The benefit of SOA for SAP customers



Drive down cost

Improve responsiveness to business requirements

Achieve greater flexibility

SAVE 30% of your migration cost by not migrating custom SAP code but having it run on a standard platform (assumption based on GBS benchmark and Gartner)

Use Cases

**Partners
Characteristics**

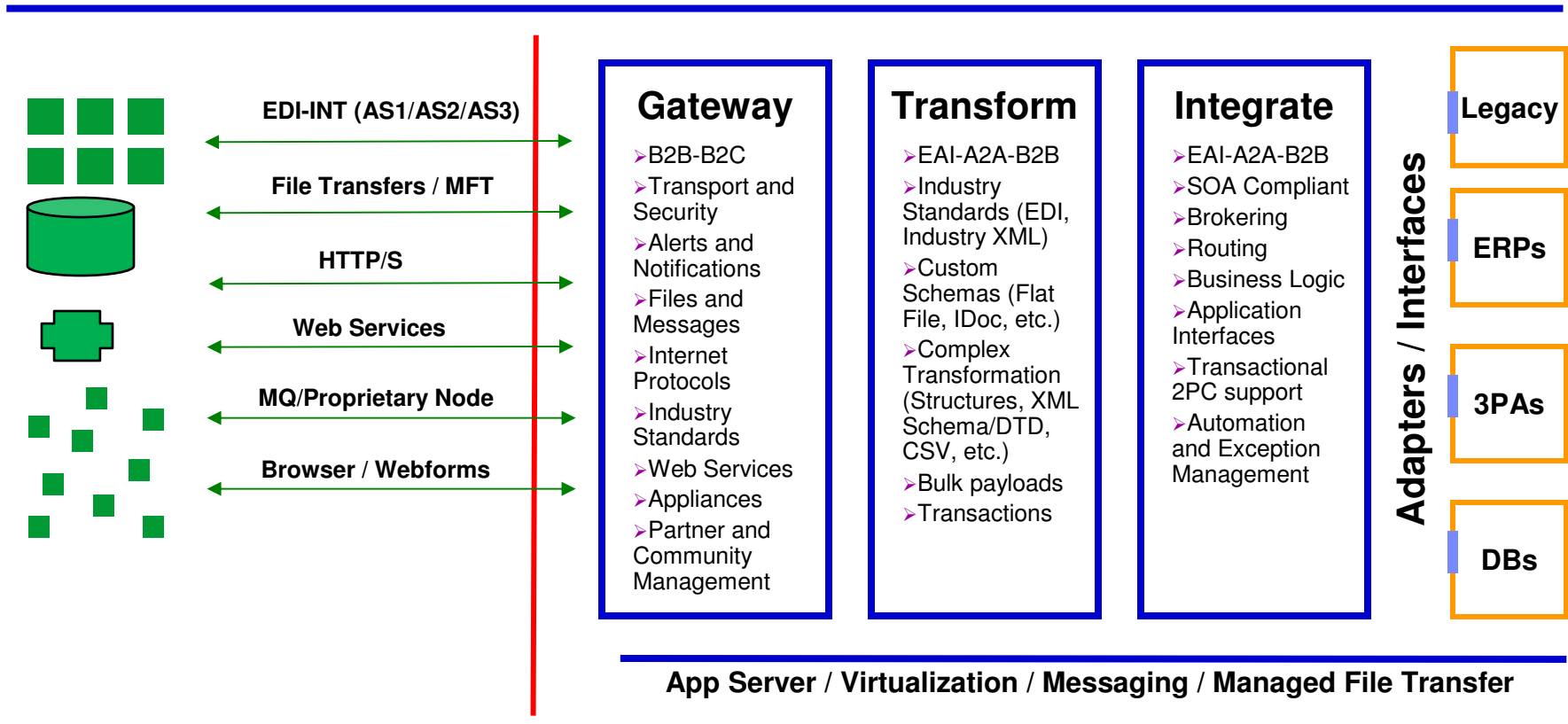
**Comms./
Transport**

**Transform./
Translation**

**Integration
Options**

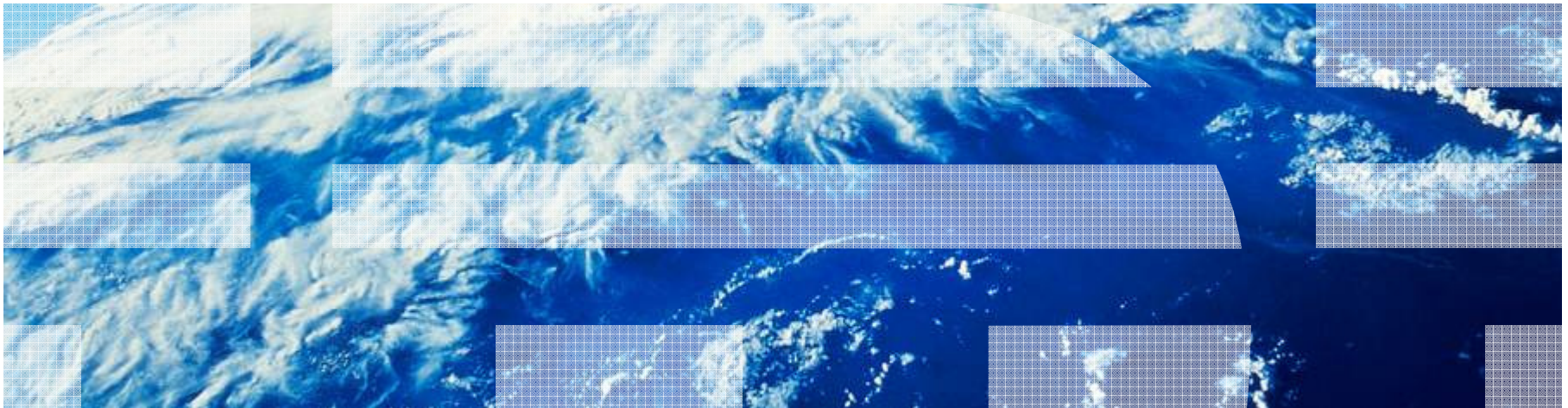
**Applications
Databases**

Visibility on the Glass / Business Events & Activity Monitoring / Business Rules Management



Workflow / Process Management / Modeling / Monitoring / Service Orchestration

Business Case: Connect



Use Case Pattern – B2B Gateway Services

**Partners
Characteristics**

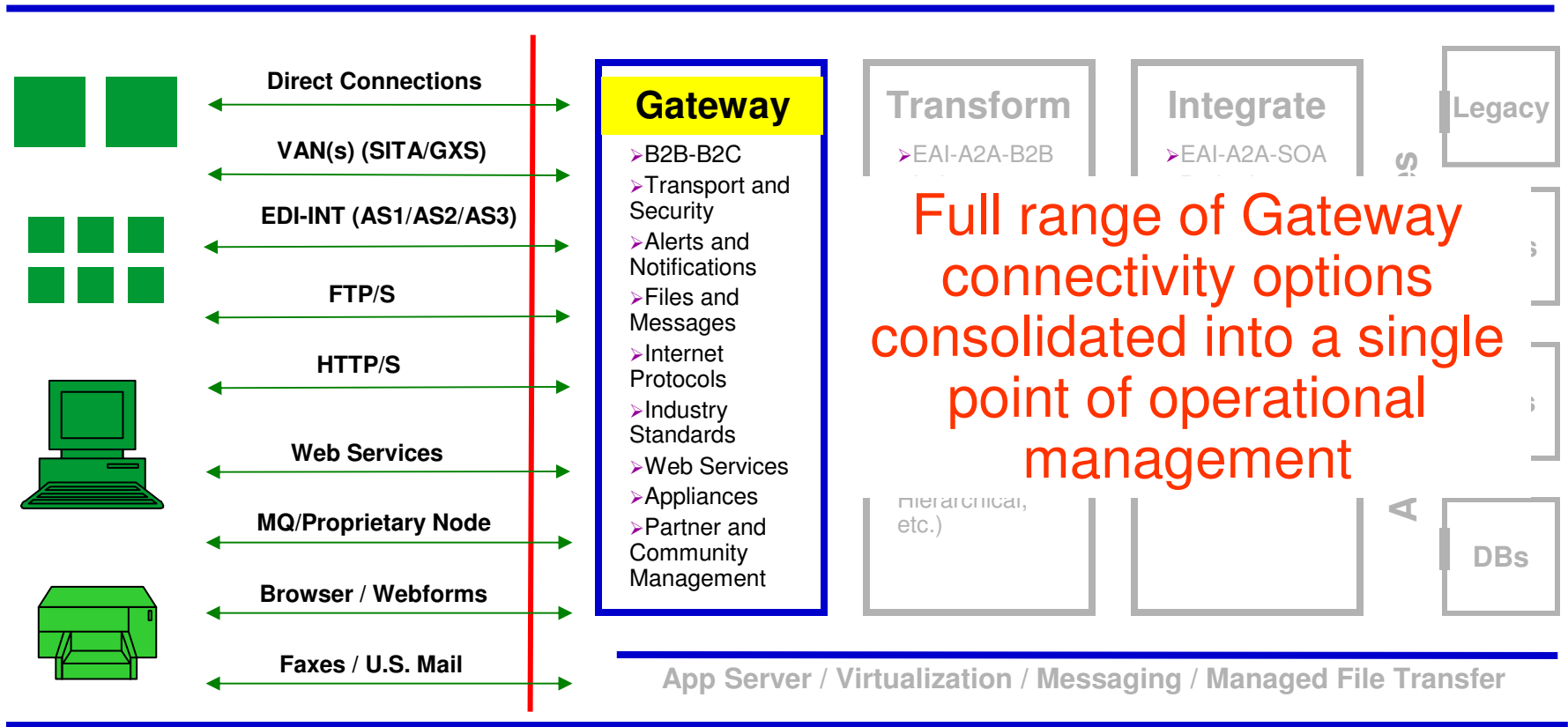
**Comms./
Transport**

**Transform./
Translation**

**Integration
Options**

**Applications
Databases**

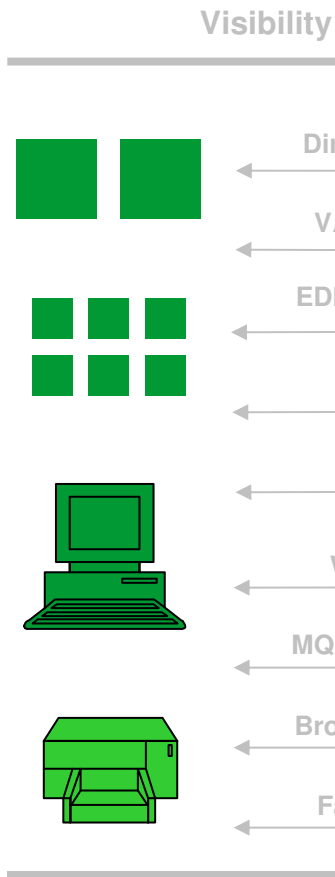
Visibility on the Glass / Business Events & Activity Monitoring / Business Rules Management



Workflow / Process Management / Modeling / Monitoring

Use Case Pattern/Scope – Partner Capabilities & QoS

Partners Characteristics



External Partner and Business Considerations

Company Relationship

- Customer
- Supplier
- Business Partner
- Other Third Party

Quality of Service (QoS) Requirements

- Generic Data Exchange
- Privacy & Data Security
- Assured Delivery
- Functional Acknowledgements
- Related Business Services
 - ✓ Business Acknowledgements
 - ✓ Alerts & Notifications
 - ✓ Visibility and Self-Service
 - ✓ Tracking & Status Reporting
 - ✓ Service Level Agreements (SLAs)

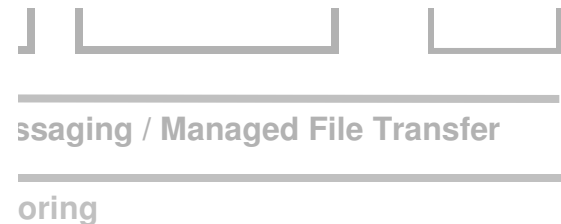
Technical Requirements

- Partner Capabilities
- Existing Solutions
- Install Ability/Willingness
- Performance Specifications
 - ✓ Volumes
 - ✓ Size
 - ✓ Concurrency
 - ✓ Processing Windows

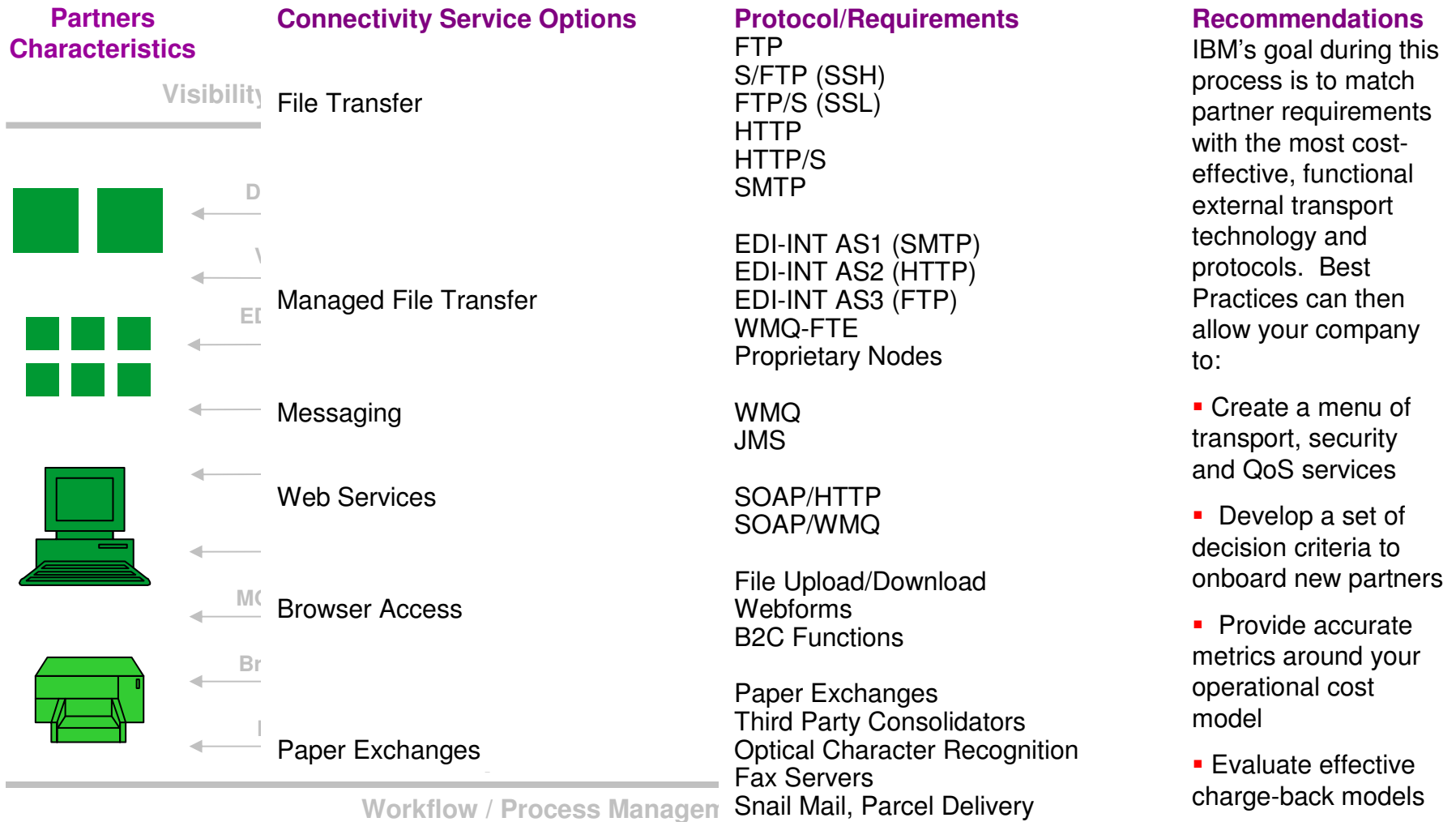
Comments

All of these data points will have a direct impact on the type of protocols that will support your company's needs as well as the impact each technology will have on your project adoption rate. At the end of the day a number of key considerations should be taken into account:

- While it is important to focus on 'need to have' over 'nice to have', Business commitments come first
- It is rare that a 'one size fits all' approach will work for every client's external partner community
- Protocol requirements and External Partner limitations tend to drive B2B Service Menus



Use Case Pattern/Scope – Partner Technology Options



Use Case Pattern – Connectivity Services

Partners
Characteristics

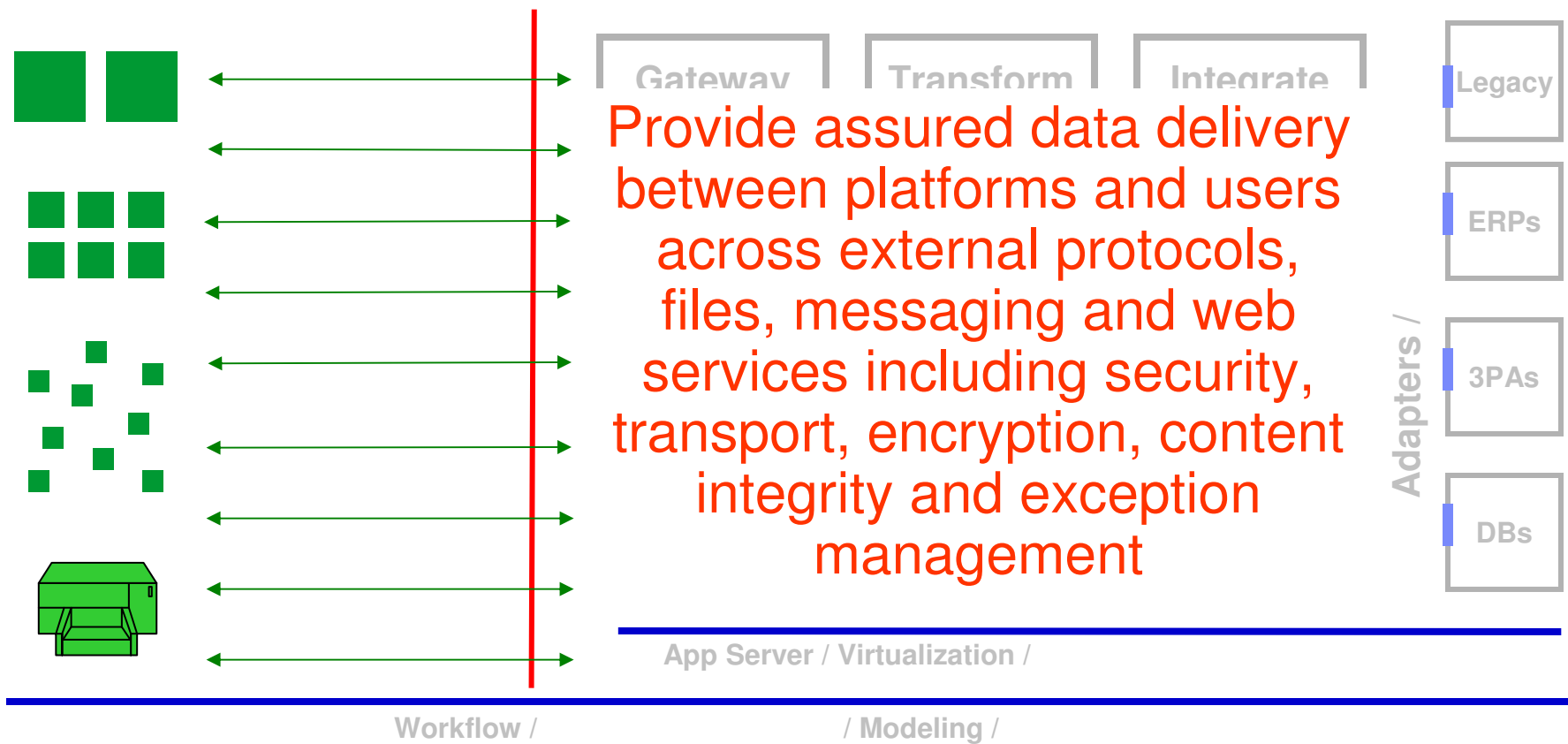
Comms./
Transport

Transform./
Translation

Integration
Options

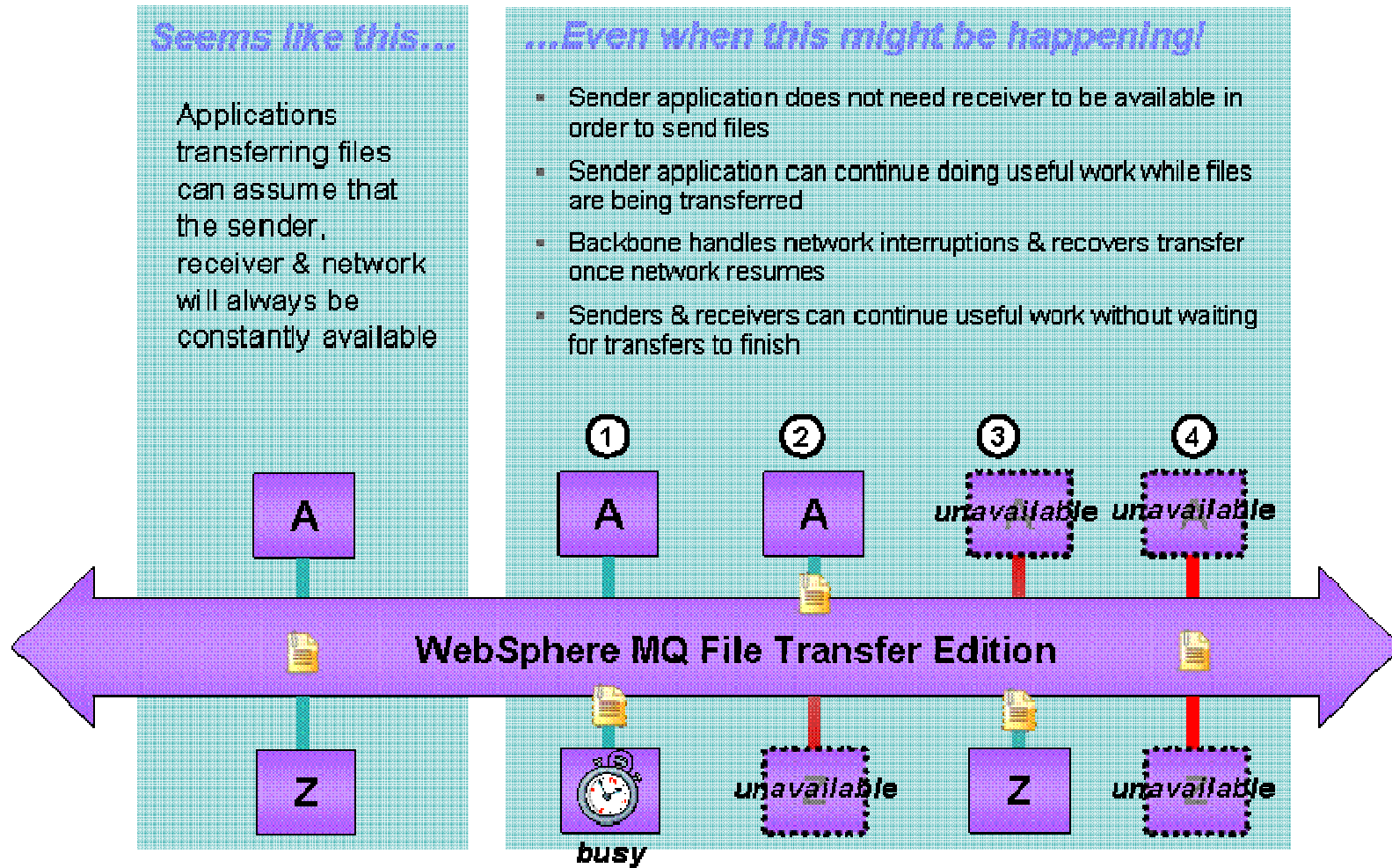
Applications
Databases

/ Business Events & Activity Monitoring / Business Rules Management



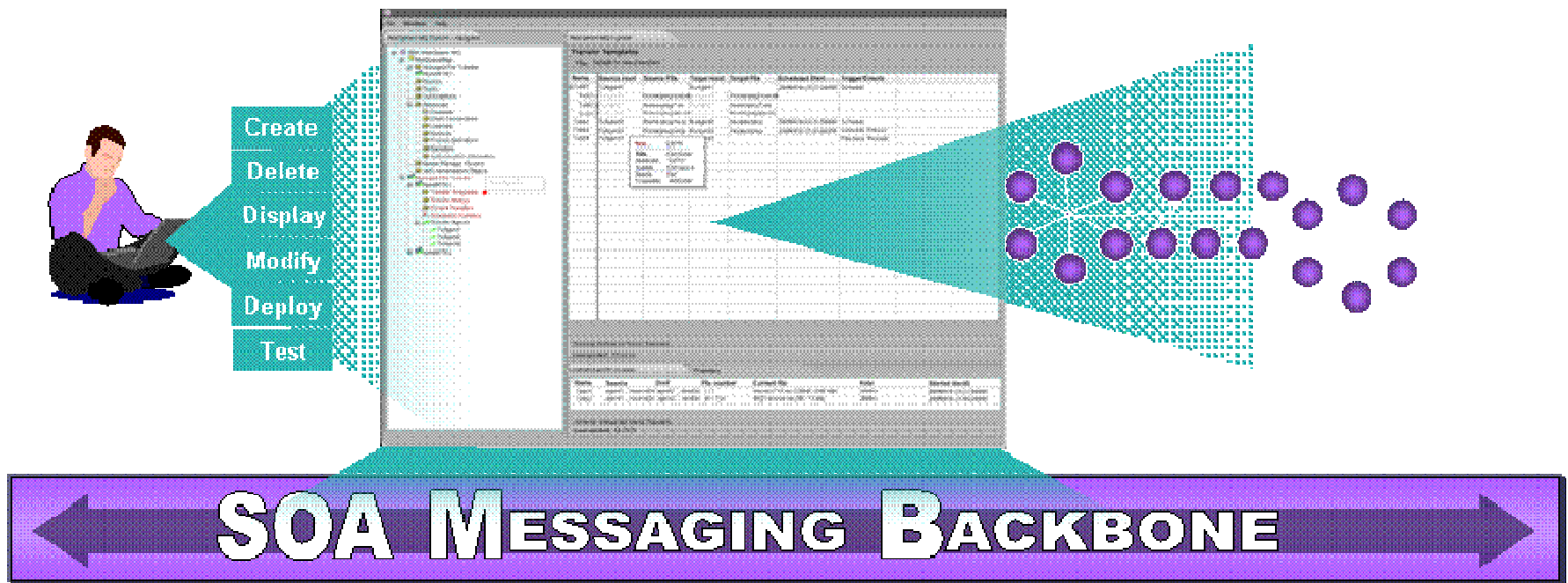
Time-Independent File Transfer

- Transfer files regardless of when solution components are free or available



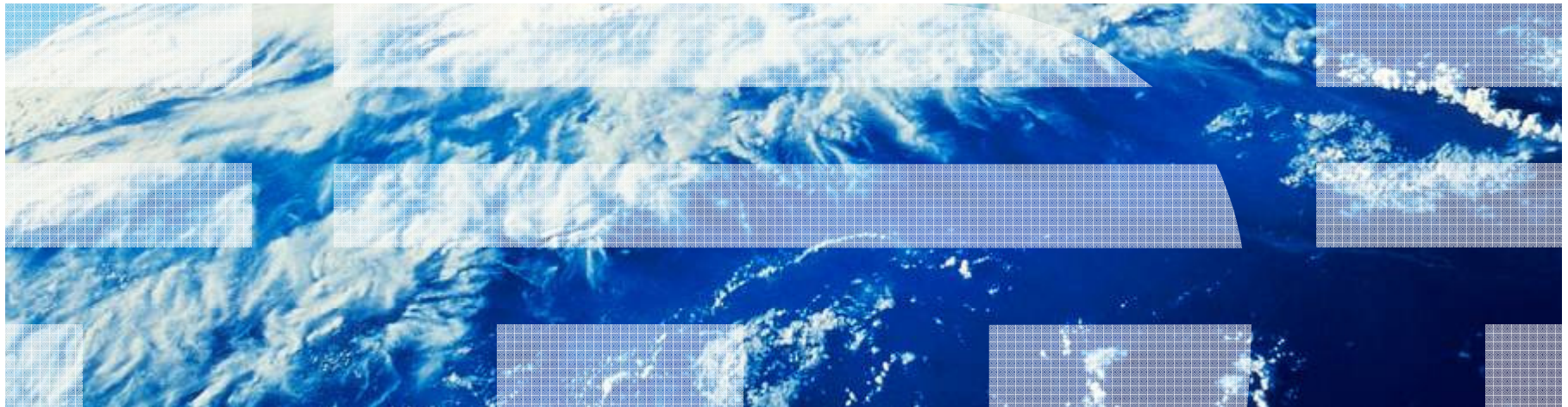
Centralized Configuration & Administration

- Logically centralized configuration of remote, distributed backbone
- Remotely view & configure entire backbone – including on z/OS

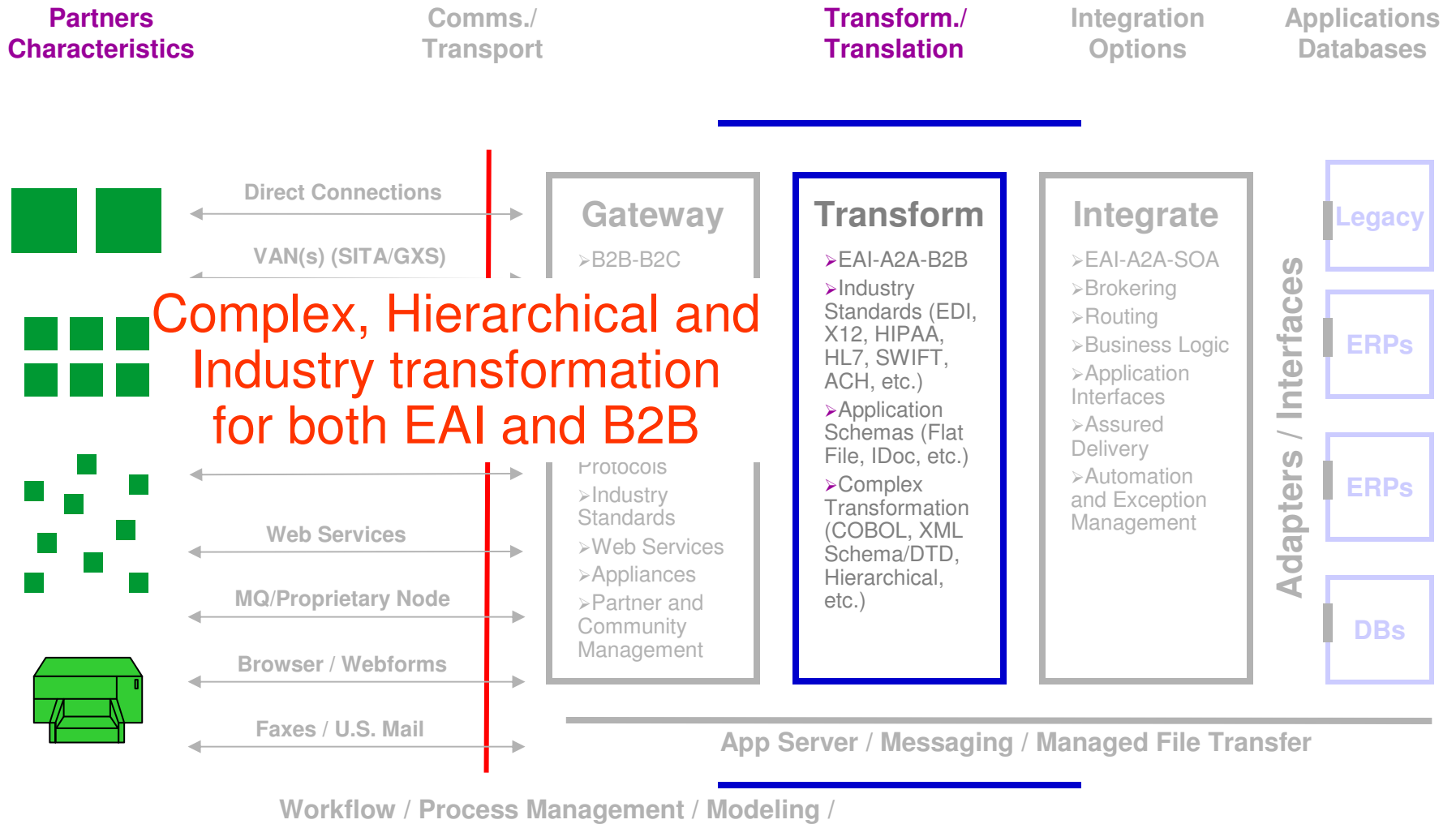


- Visual display at a glance
- Eclipse-based environment
- Extensible and customizable
- Remote connection from Linux x86 and Windows
- SSL secured connections

Business Case: Integrate



Use Case Pattern – Transformation Services



Complex, Hierarchical and Industry transformation for both EAI and B2B

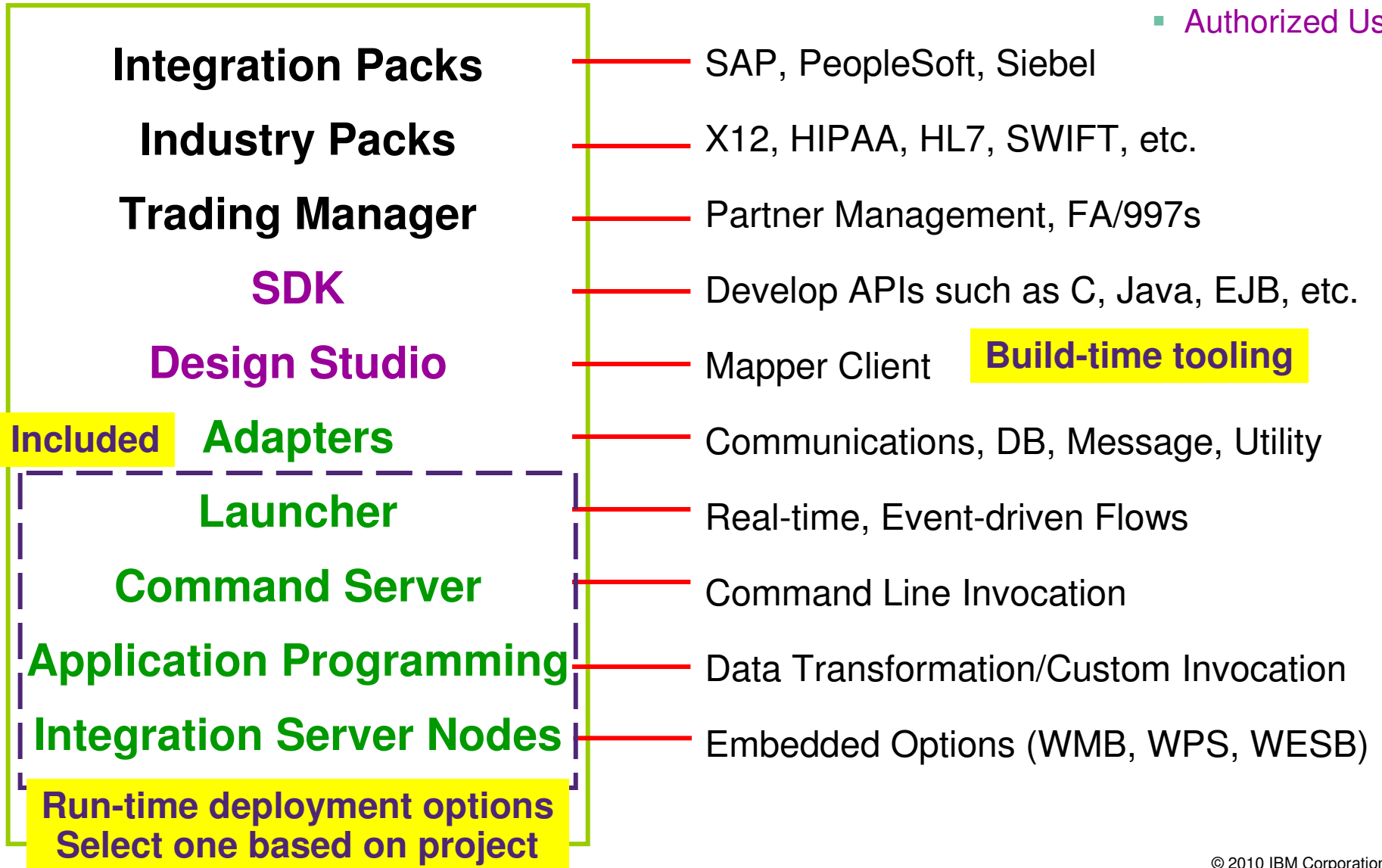
Adapters / Interfaces



Websphere Transformation Extender

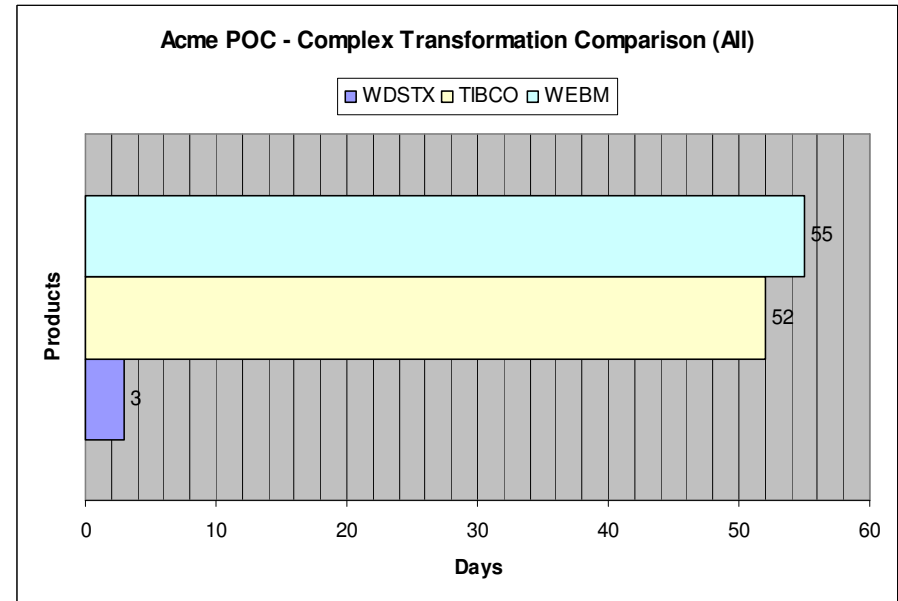
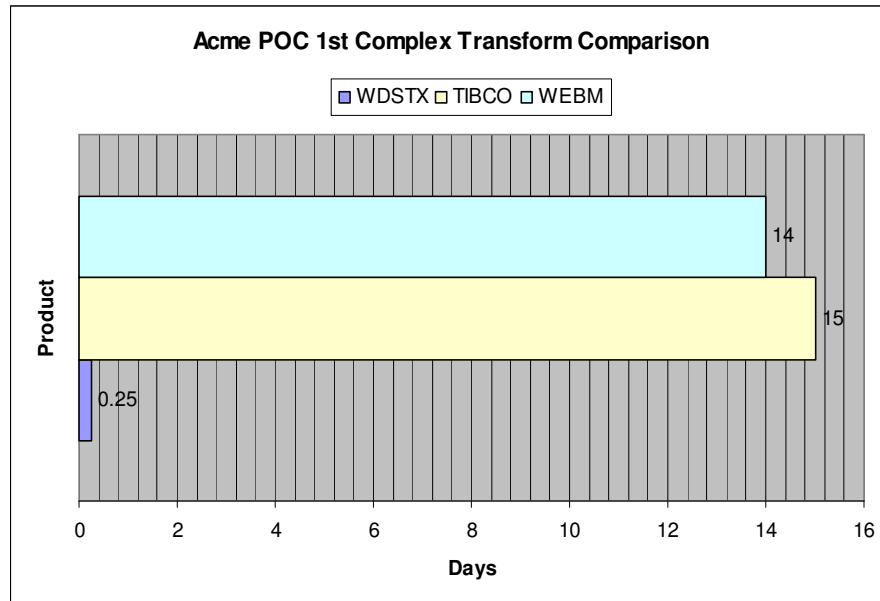
Licensed by:

- Value Unit
- Instance
- Authorized User



WTX Integration – Client POC Example

- Mix of COBOL data, Packed Decimal, Date Conversions, Lookups, Route-By, and multiple-outputs
- Input sizes from 100KB to 5MB
- Round 1 – Less than a half day!
 - Competitors 12 + days
- Round 2 – Three (3) days
 - Competitors 45+ days



Use Case Pattern – Integration Services

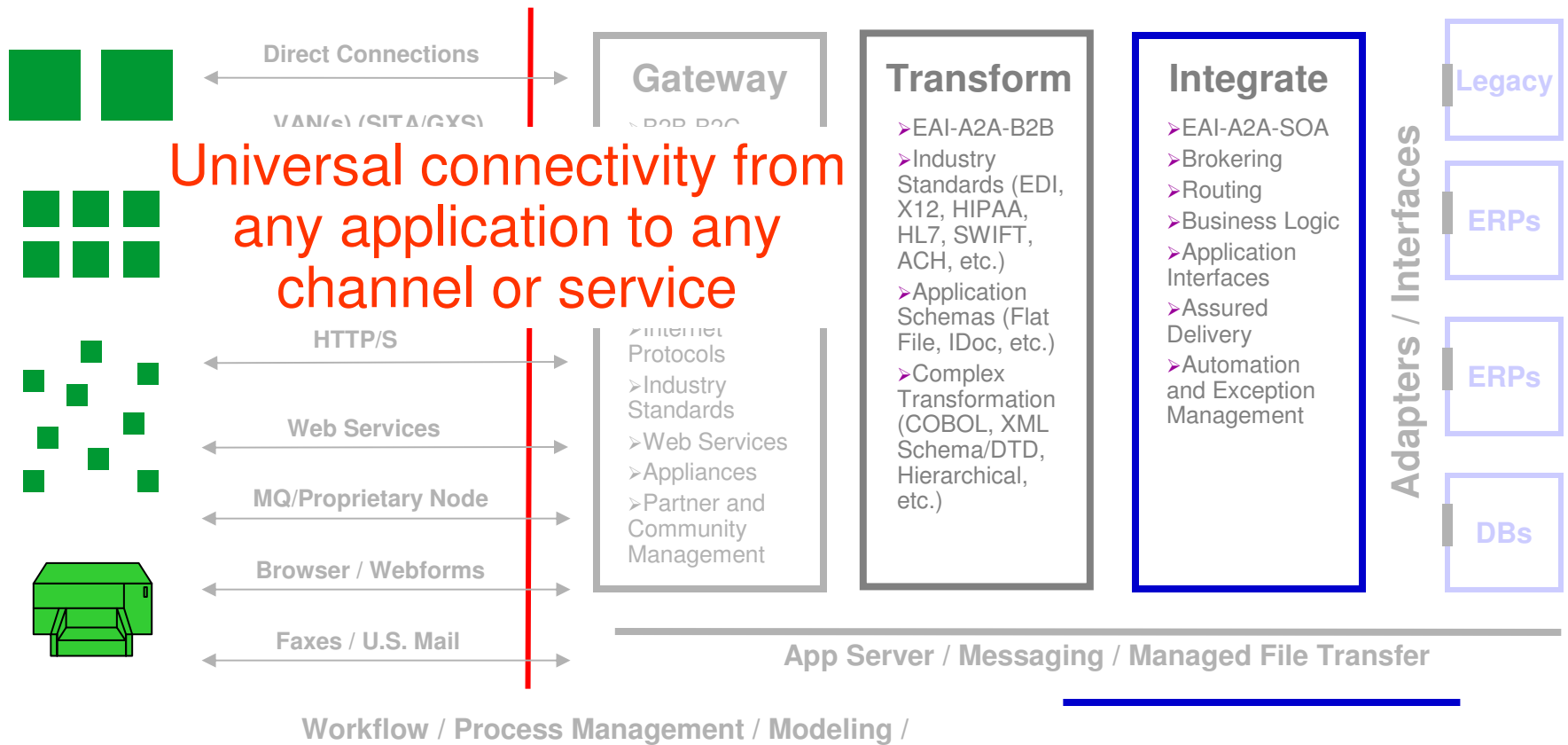
Partners Characteristics

Comms./ Transport

Transform./ Translation

Integration Options

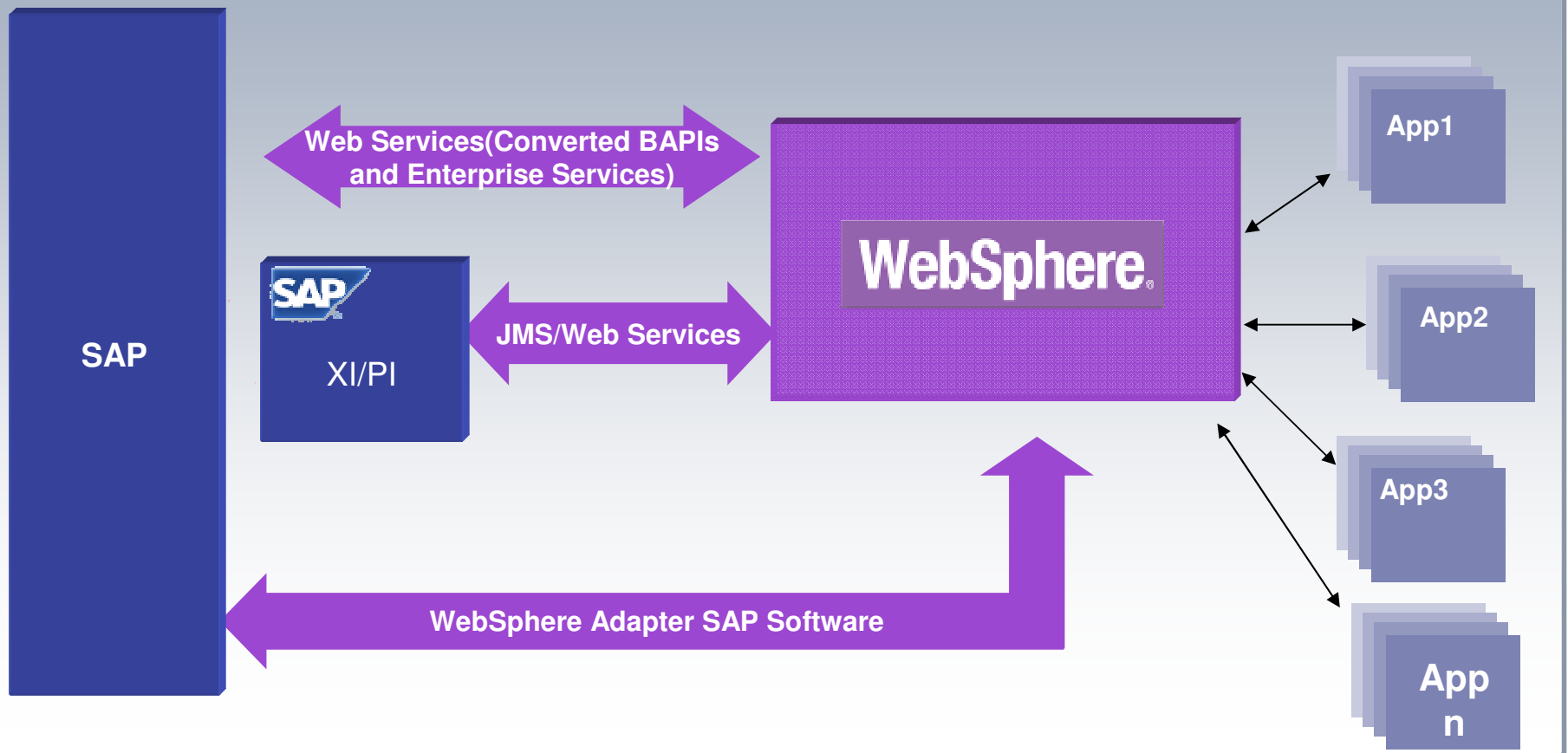
Applications Databases



WebSphere Provides Integration Whatever Version of SAP You Run




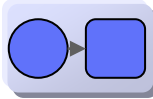
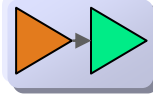

IBM WebSphere Adapters Provide Customers with Flexible Connectivity to SAP Infrastructure and Applications



The Enterprise Service Bus

An Enterprise Service Bus (ESB) is a flexible connectivity infrastructure for integrating applications and services.

An ESB performs the following between requestor and service

-  **MATCHES & ROUTES**
communications between services
-  **CONVERTS**
between different transport protocols
-  **TRANSFORMS**
between different data formats
-  **IDENTIFIES & DISTRIBUTES**
business events

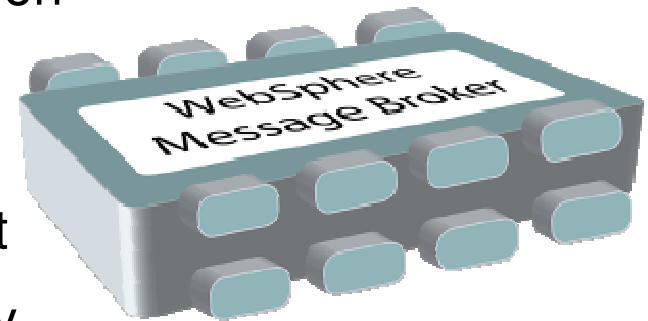


Shape = Transport protocol
Color = Data format

WebSphere Message Broker – the Advanced ESB

-Built for universal connectivity and transformation in heterogeneous IT environments

- Delivers universal connectivity and transformation
- Provides a flexible solution to address a wide range of requirements
- Optimized to accommodate any IT environment
- Offers unique quality of service and connectivity on z/OS



Consider WebSphere Message Broker When You:

- ✓ *Have extensive heterogeneous infrastructures, including both standard and non-standards-based applications, protocols, and data formats*
- ✓ *Have extensive MQ skills and infrastructure*
- ✓ *Are connecting to Web services using SOAP, and optionally WS-Security, WS-Addressing and Attachments*
- ✓ *You need extensive pre-built mediation support*
- ✓ *You have complex transformation needs*

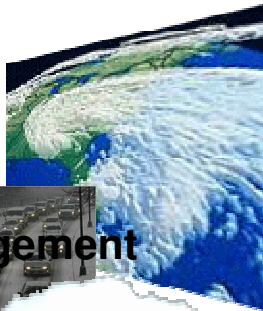
Business Event Processing

Provides the ability to sense when electronic signals (events) indicate that an actionable business situation has occurred and coordinate the right response (action) at the right time.



Sense and Respond to Opportunities and Risk

Detect and analyze business activities that present opportunities



Fleet Management



Customer Delivery: Business users need to detect service events and react to anticipated prospects.
Flash Floods, a heavy jam , lagging deliveries, and GPS signals out of zone are all signals that can be detected and acted upon in fleet deployment.

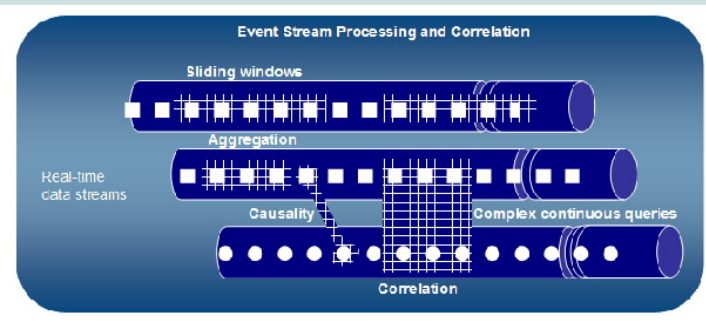
Increase Sales: Abandoned shopping carts present a sizeable opportunity to online retailers.
Since the customer's data is already known, seemingly unrelated events like a low inventory alert or a special sale can be coordinated and acted upon by sending the customer a notification of such status, thus giving the customer increased incentive to revisit their cart.



Online Shopping

Introducing....
A convergence of power and ease of use

WebSphere Business Events =



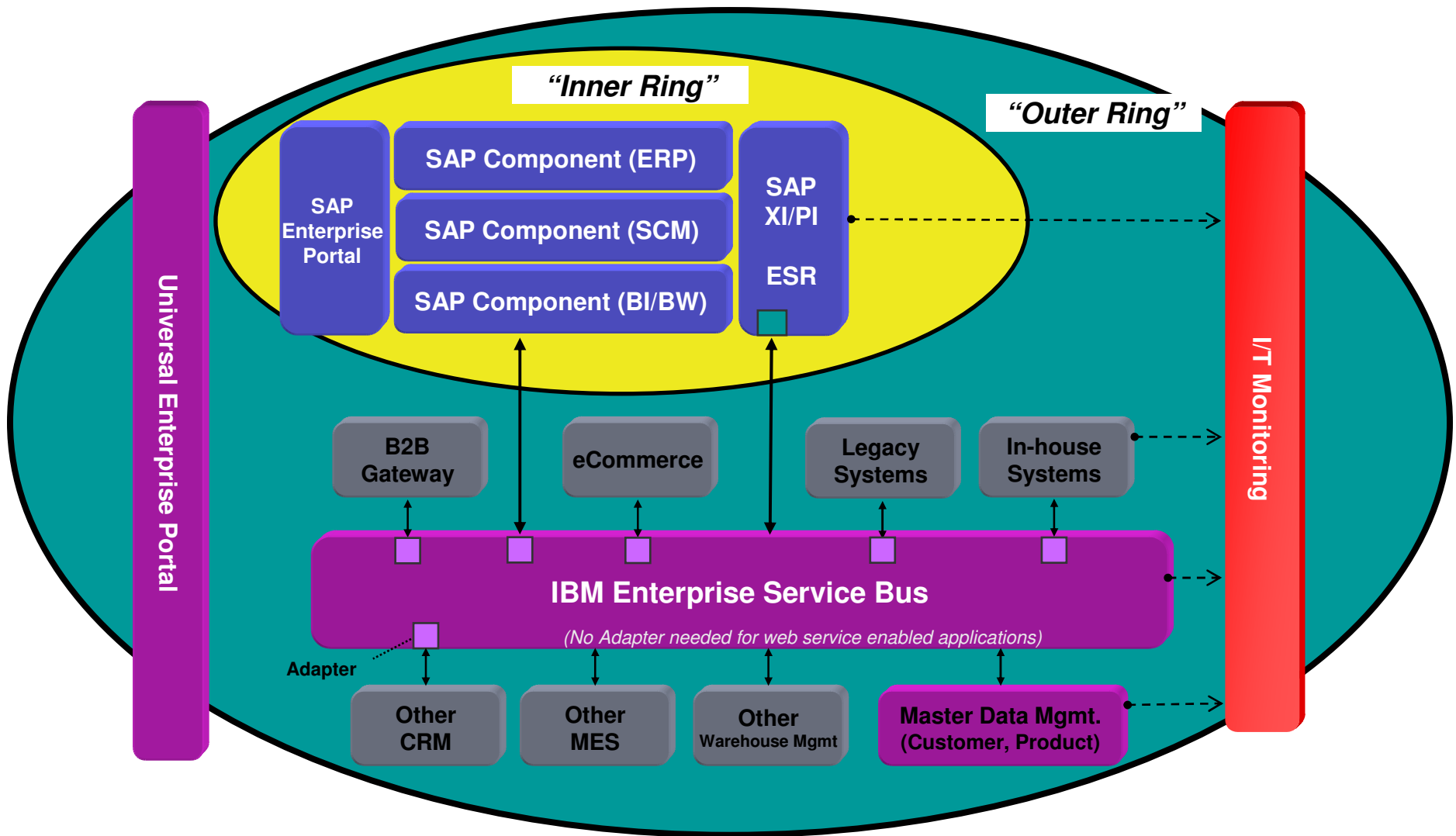
Advanced Event Processing

+

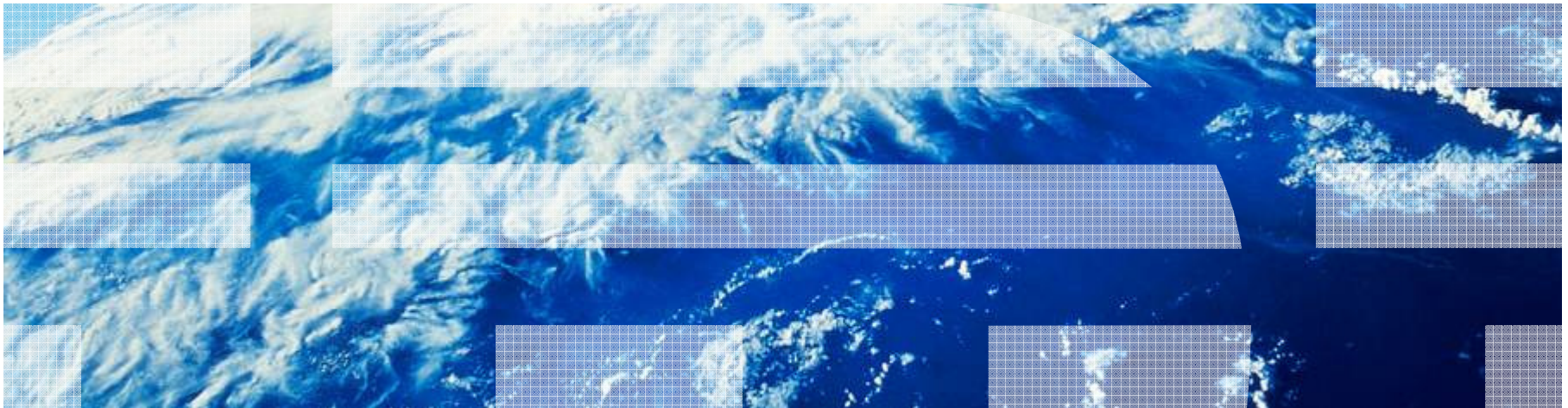
Business User Interface

Correlation of business events from any source over any time frame to respond to opportunities and threats, such as fraud detection, up-sell, cross-sell, and more

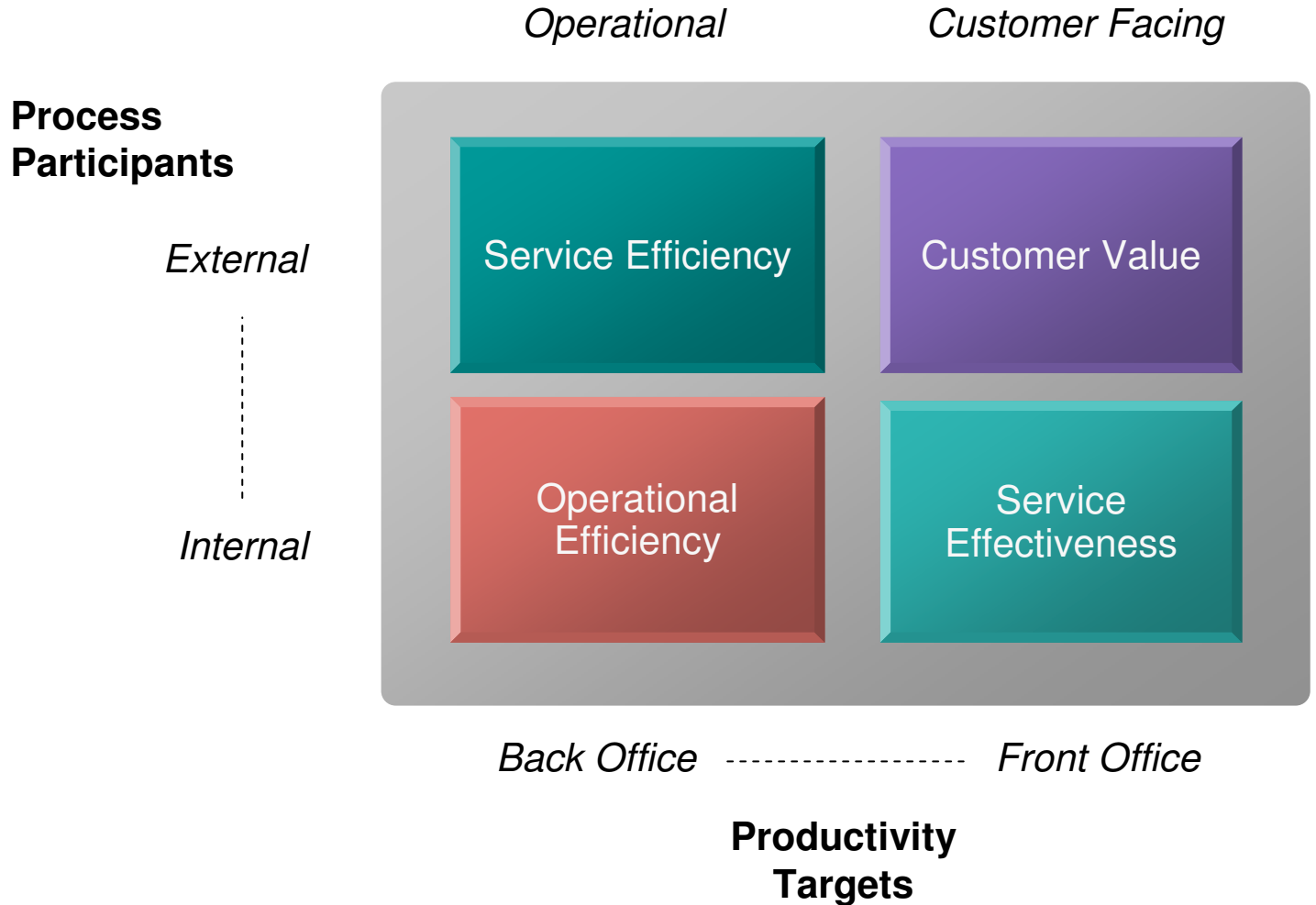
Inner-Ring (SAP) / Outer-Ring (IBM)



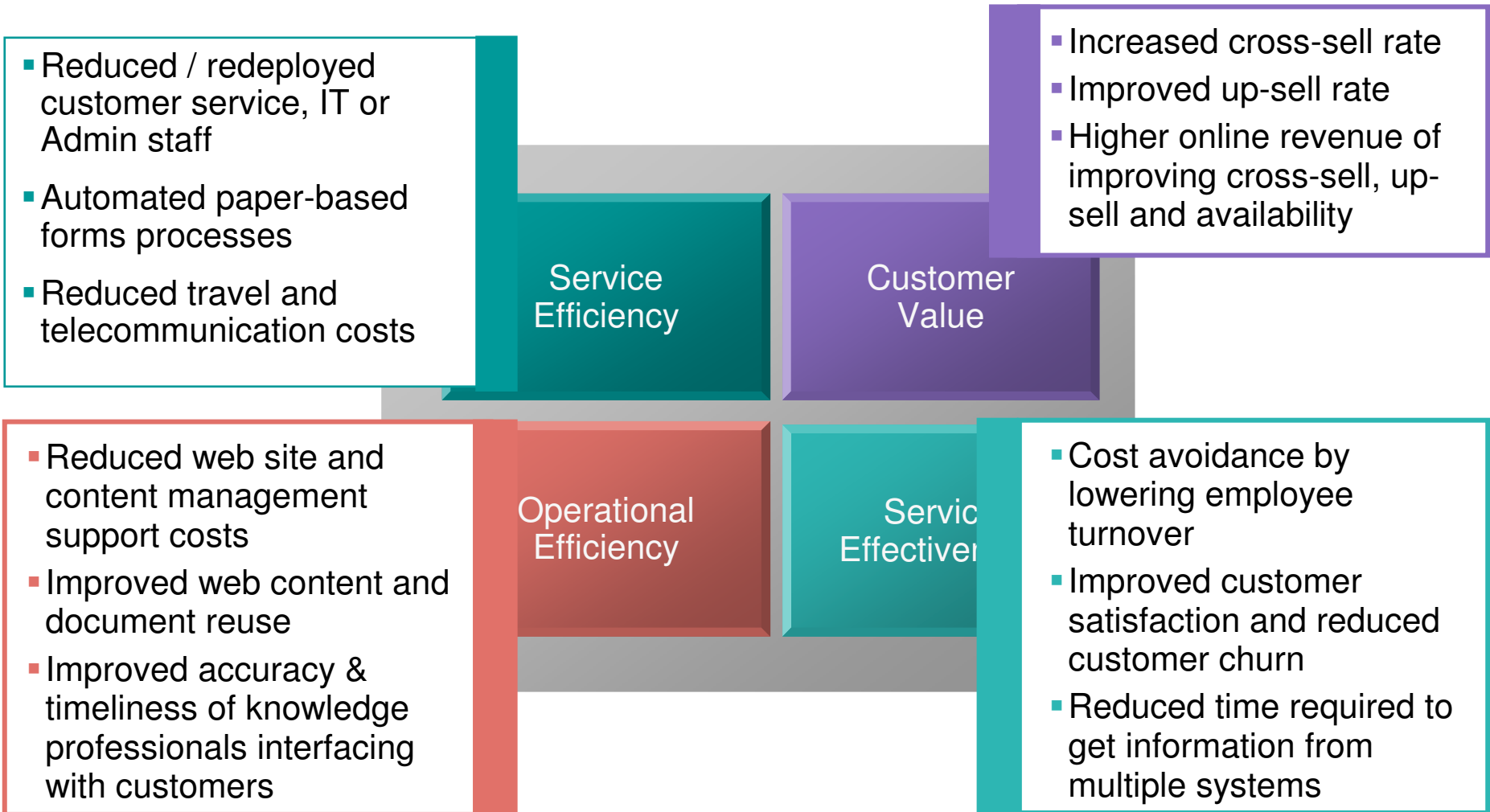
Business Case: Collaborate



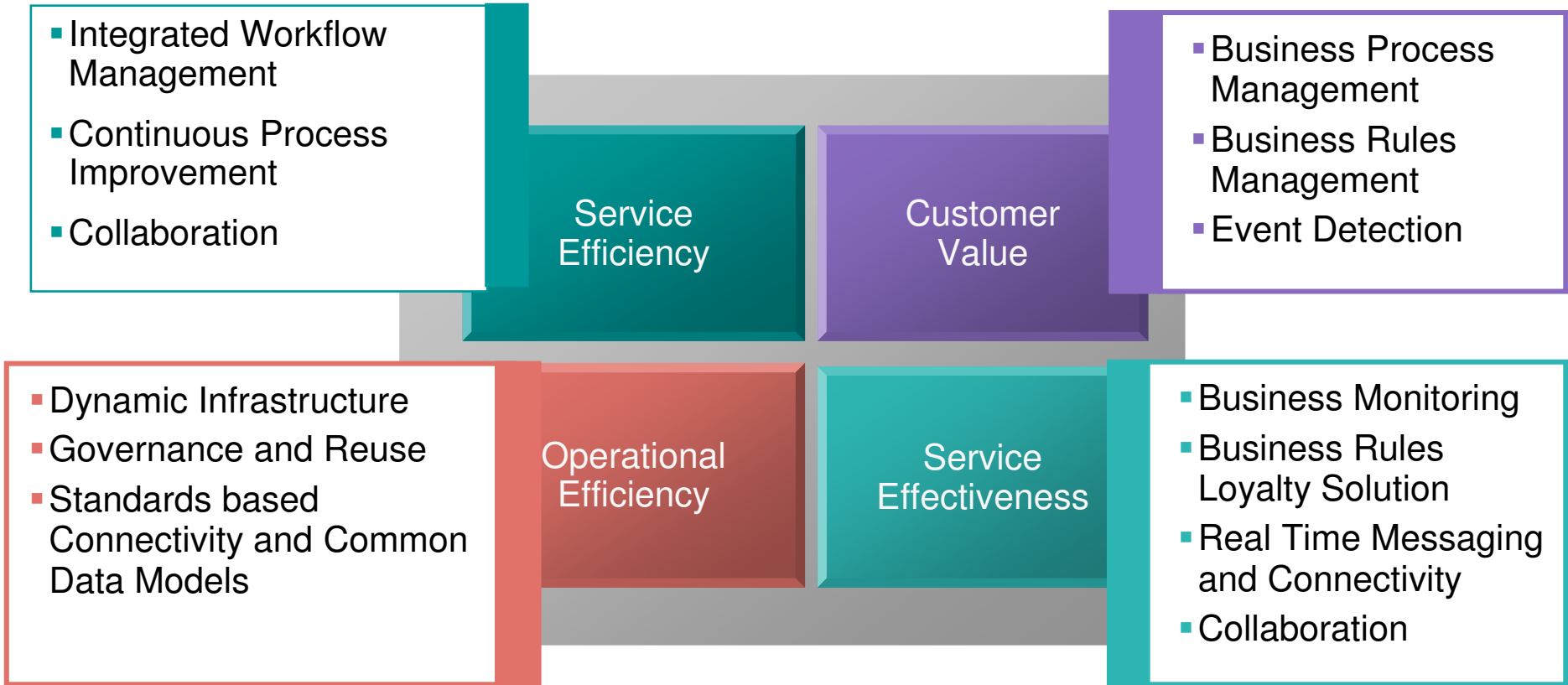
Internal and External Collaboration



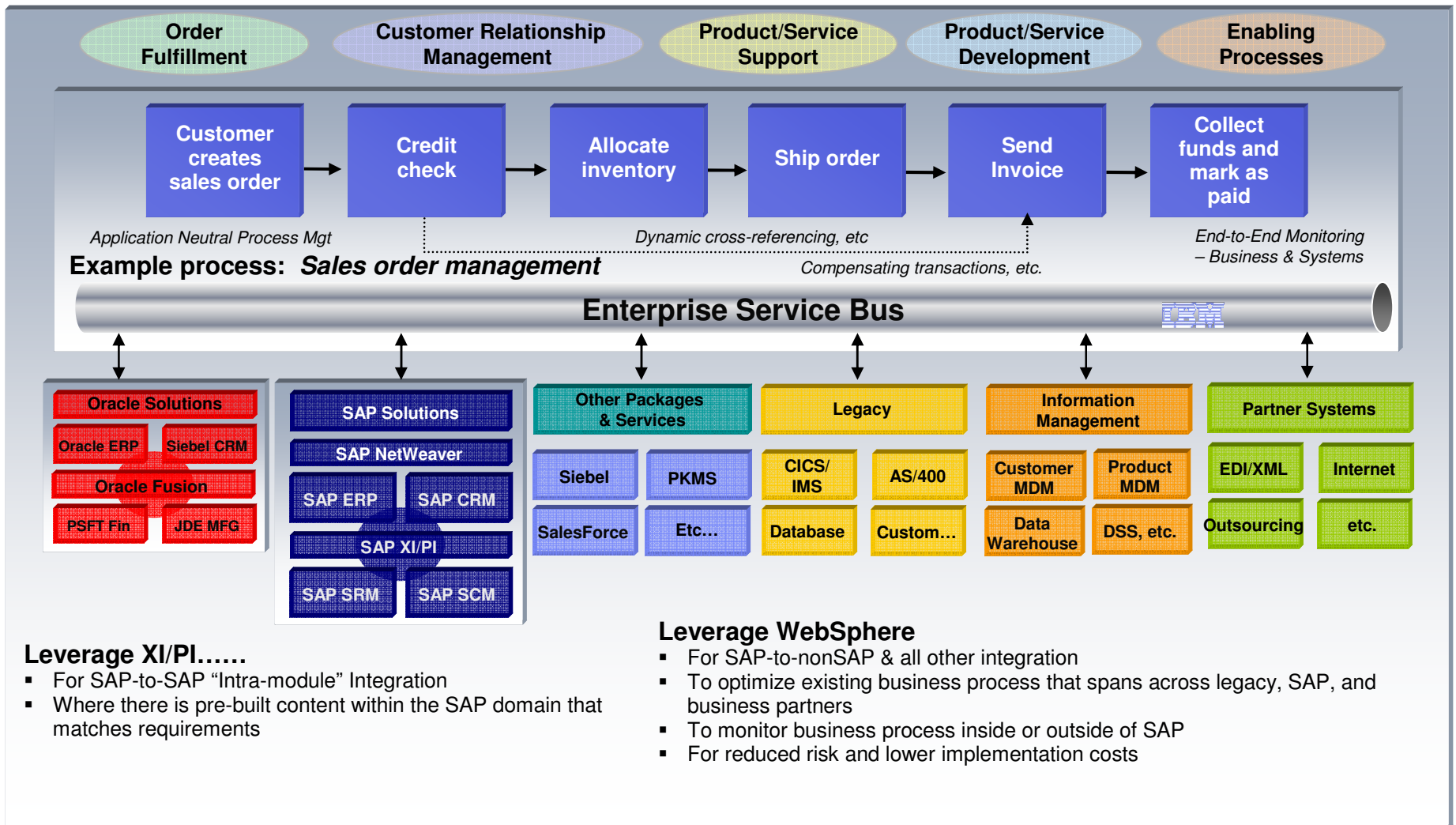
Business Integration beyond packaged apps.....



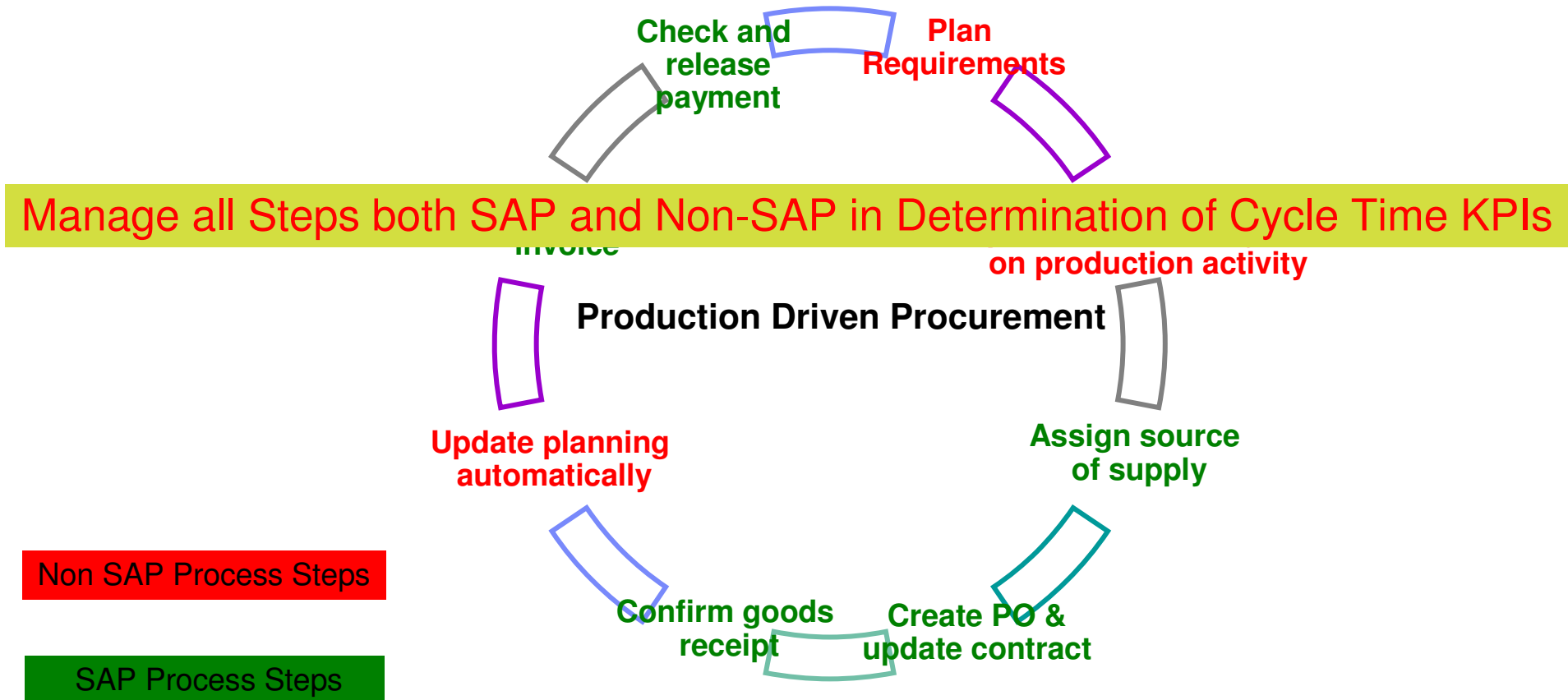
Business Process Management Components



Proven, Structured Solution to Reduce the Risk of Designing, Optimizing, and Maintaining Business Process



Monitoring for an Enterprise Wide Process





Monitor Sales Order Process

Business Space powered by WebSphere - Microsoft Internet Explorer

Address: https://localhost:9444/BusinessSpace/banner.jsp

BusinessSpace | Welcome admin | Help | Logout | Manage Business Spaces

Sales Alerts | Sales Analysis | Sales KPIs | Sales Activities | Sales Traffic Performance at a Glance

Request Origin KPIs

Batch Catalogue Sales (%) | Call Centre Sales (%) | Internet Sales (%)

Lets, now look at some of our business targets and how we can reflect and monitor these is the Business Monitor Dashboard. First, let's explore the KPI views.

Order Completion Scorecard

KPI Name	Status	Value	Target	Value in Range
Completed Requests - Ended in Error (%)	●	0.00	10.00	
Completed Requests - Ended Successfully (%)	●	100.00	85.00	
Order Requests Completed (%)	●	100.00	100.00	

Page 1 of 1 | Go to page: | Results 1 to 3 of 3

SAP Timing KPI Scorecard

KPI Name	Status	Value	Target	Value in Range
SAP Customer Check Duration (avg)	✓	0.176 s	1 s	
SAP Inbound Order Request -> Outbound Order Ack (avg)	✓	5.666 s	10 s	
SAP Stock Check Duration (avg)	✓	0.155 s	1 s	

Page 1 of 1 | Go to page: | Results 1 to 3 of 3

External Request to SAP Scorecard (Current Day)

KPI Name	Status	Value	Target	Value in Range
Customer Checks (Current Day)		23	25	
Customer Checks Error (Current Day)		0	0	
Customer Checks OK (Current Day)		23	25	
Stock Checks (Current Day)		23	25	
Stock Checks Error (Current Day)		0	0	
Stock Checks OK (Current Day)		23	25	

Page 1 of 1 | Go to page: | Results 1 to 6 of 6

SAP Internal Events Received

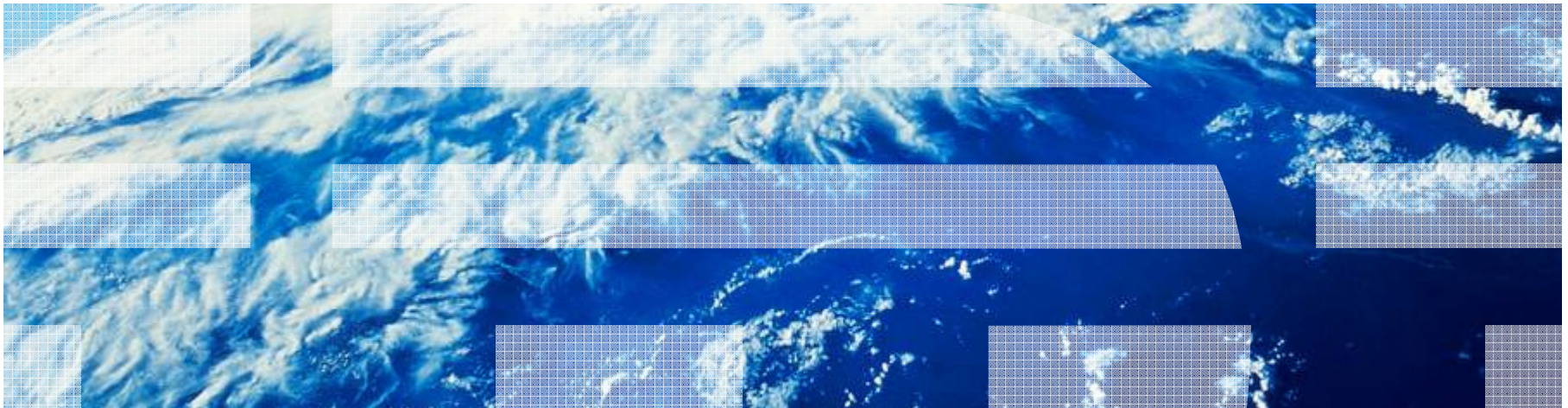
KPI Name	Status	Value	Target	Value in Range
Order Changes (Current Day)		0	100	

Page 1 of 1 | Go to page: | Results 1 to 1 of 1

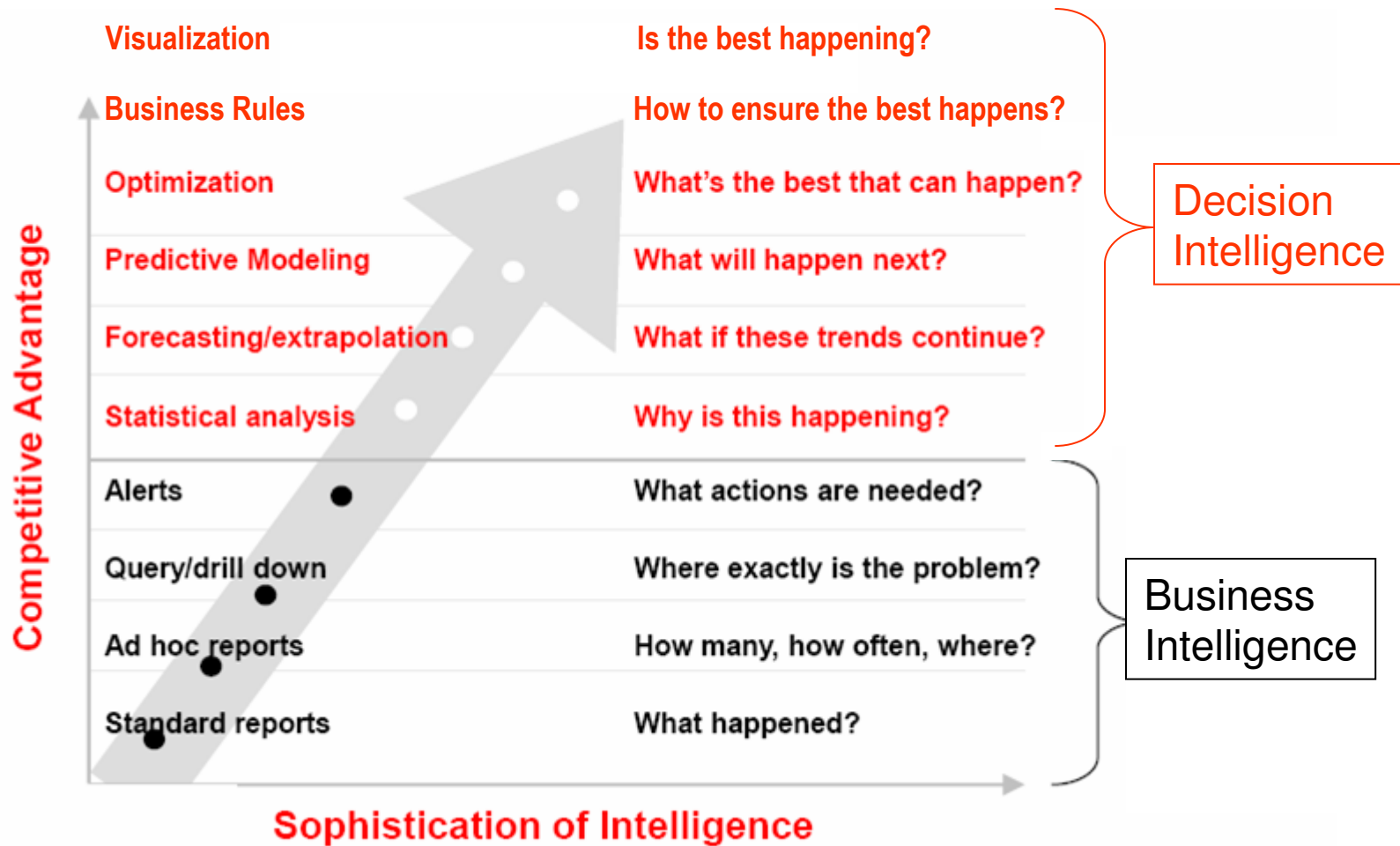
powered by WebSphere

Start | Skype... | myfirstviewlet... | 2 SAP Logo... | Business Moni... | 4.03.12 - AT&... | Adobe Acroba... | C:\SAP Moni... | Business S... | Microsoft Pow... | Local intranet | 99% | 20:24

Business Case: Optimize



Business Intelligence + Decision Intelligence



Source: SAS/Accenture

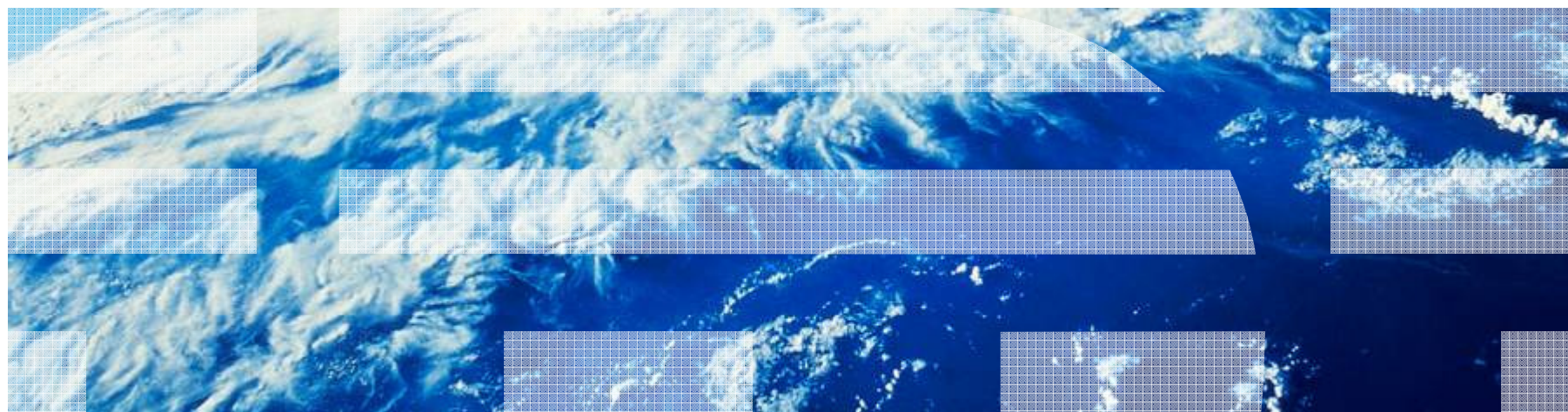
Transportation Planning at Michelin

- Situation
 - World's second largest tire manufacturer
 - \$150+M/year transportation budget
 - Needed to manage hubs, driver assignments, & for-hire vs. private fleet decisions
 - 300 dealers, 15000 orders/month, 1000 trucks
 - Results analyzed by 100 planners every morning, feeding 1500 users
- Benefits
 - Saved several % off transportation budget
 - Improved supply/demand match while increasing service levels
 - Better planning granularity (1/4 hour)
 - Better able to foresee bottlenecks and transports
 - Staff able to manage more orders





Integrate.Collaborate.Optimize.Innovate



Summary: Business Value of IBM



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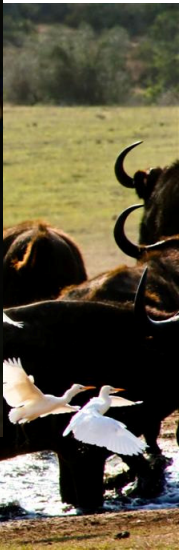
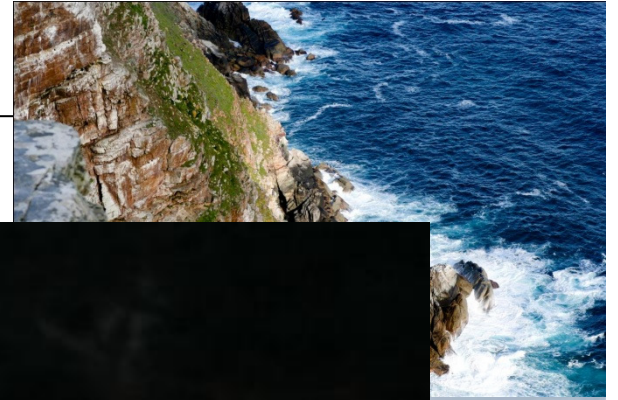
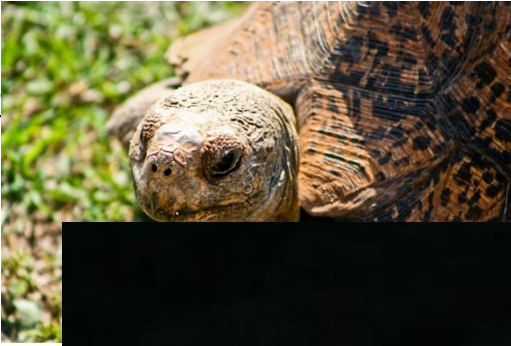
10



What differentiates IBM? #2



IB



Let's build a smarter planet.

