

Universal Application Network

Joanna Tame

WebSphere Business Integration Technical Sales

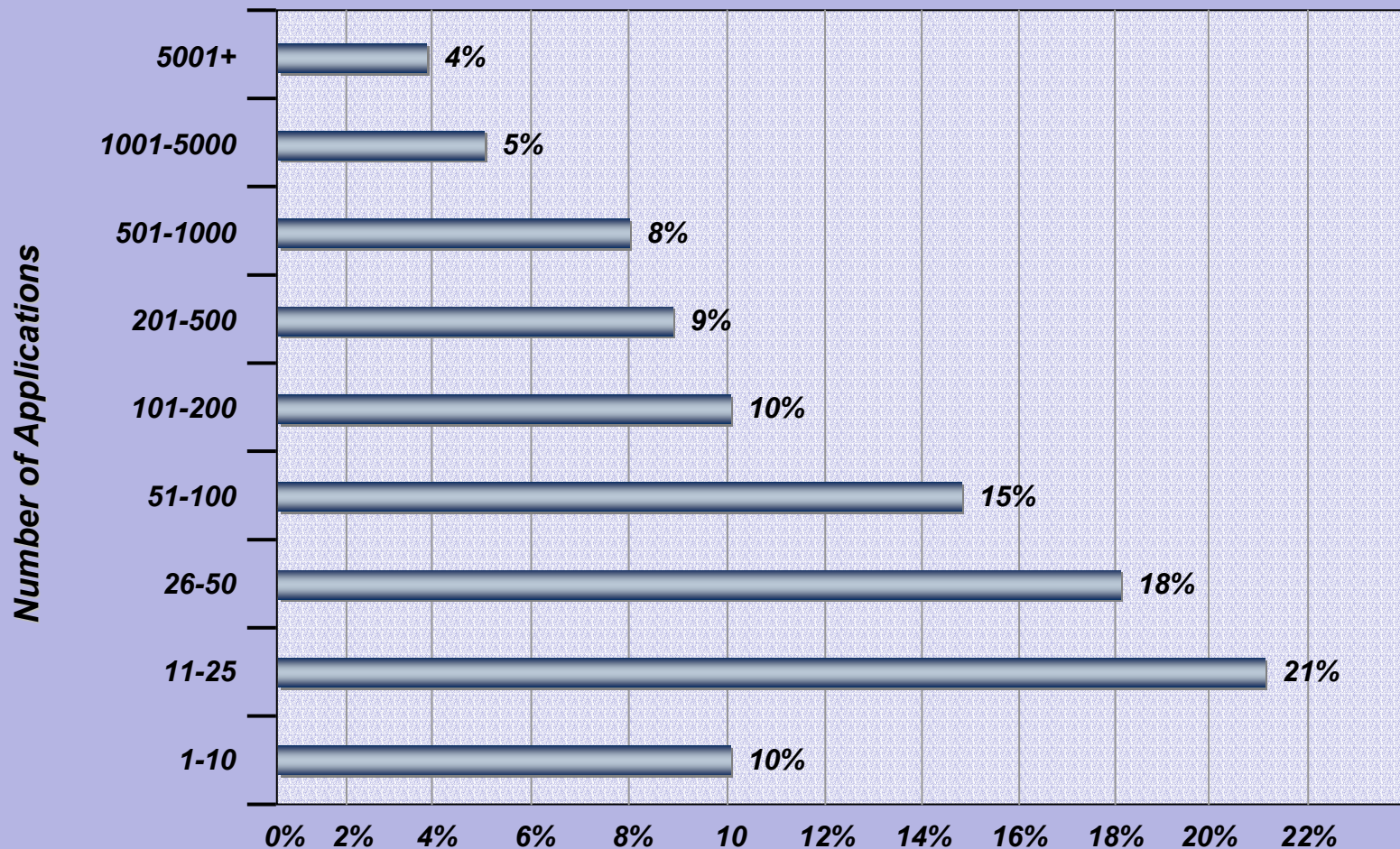
Jotame@uk.ibm.com

Agenda

- ***Customer Challenges in Application Integration***
- ***Universal Application Network (UAN)***
- ***IBM-Siebel Partnership for UAN***
- ***Summary***

Customer Survey—Application Environment

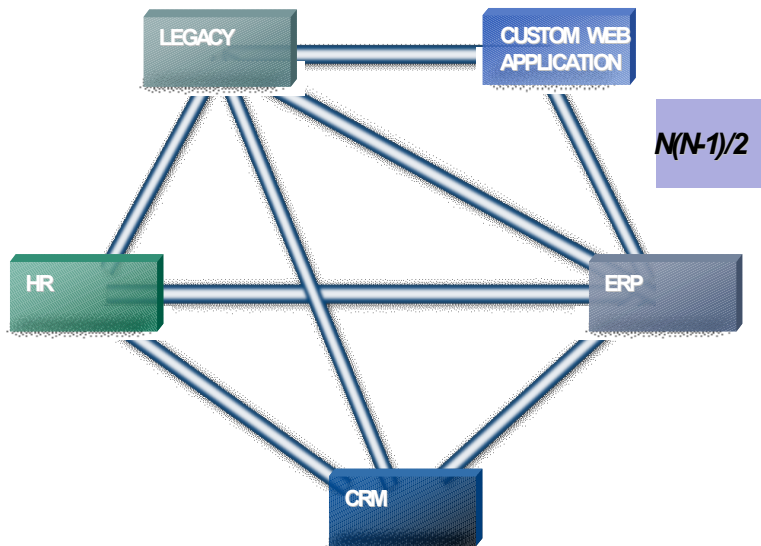
How many applications do you have in your IT environment?



N = 342
Median: ~50

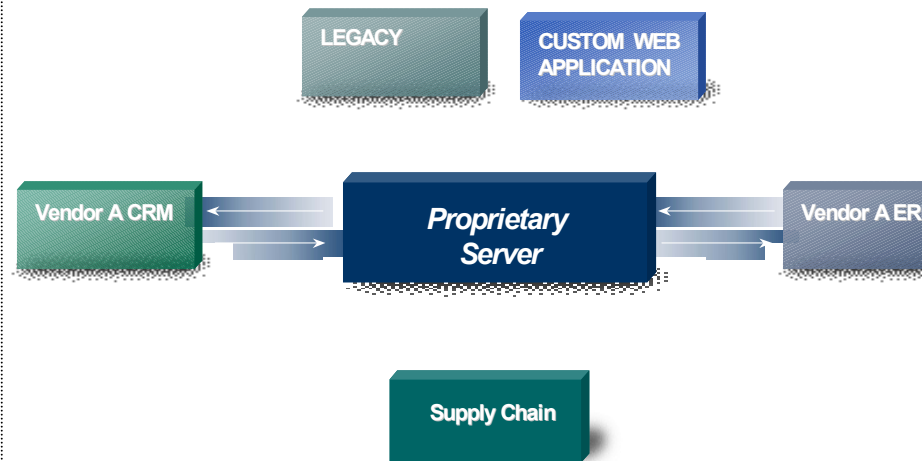
Common Approaches to Integration

Point-to-Point Integration



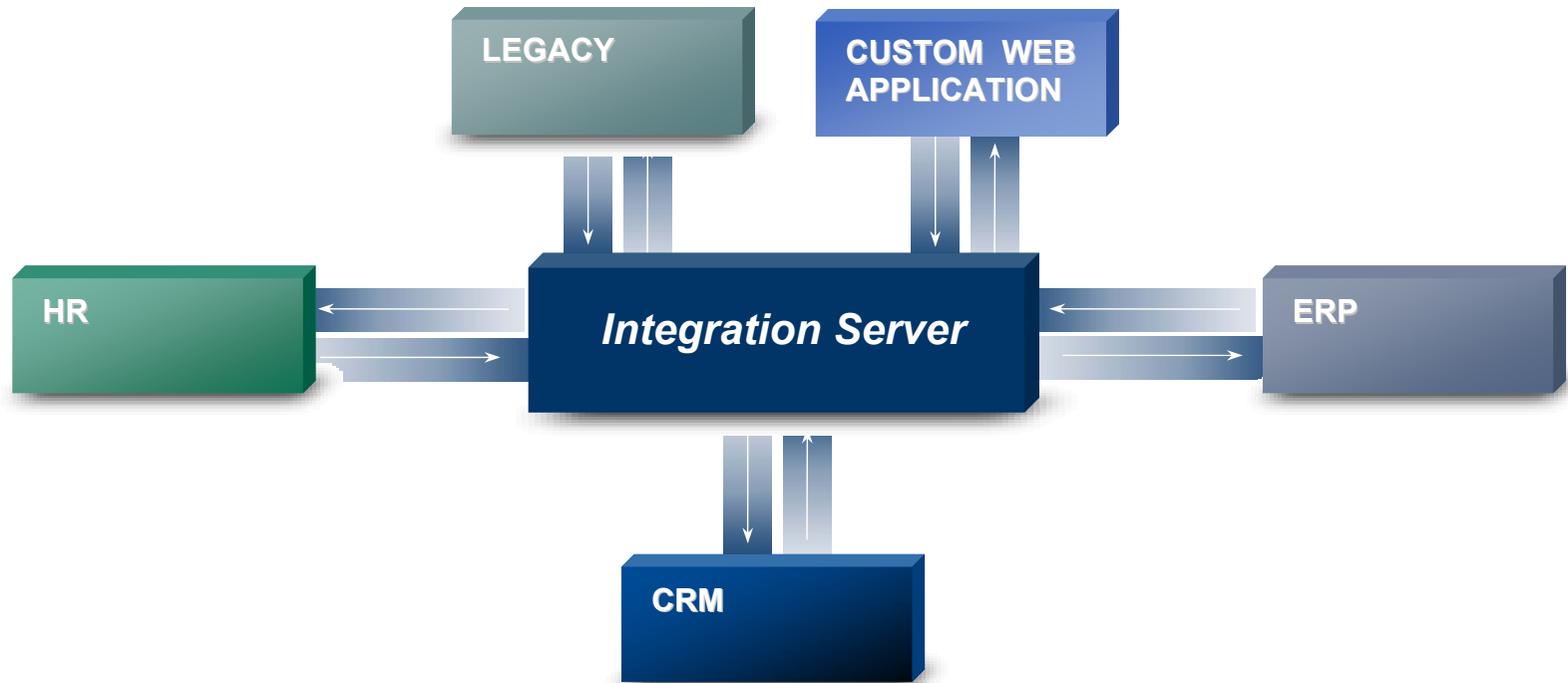
- **Costly and time-consuming**
- **Number of integration points become unmanageable**

Proprietary Integration Solutions



- **Vendor centric approach – early versions, many still in development**
- **Optimized only for integration of applications within a suite**
- **Prevents use of “best-in-class” applications or integration platforms**

Successful Approach - the Integration Server



- *Leading Integration Server Vendors provide “best-in-class” platforms*
- *Fail-safe, scalable and high performance*
- *Rich connectivity to large numbers of popular applications*

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Siebel's Solution – Universal Application Network

Purpose:

- **Solve the CIO's integration problems**
 - Particularly those involving Siebel applications

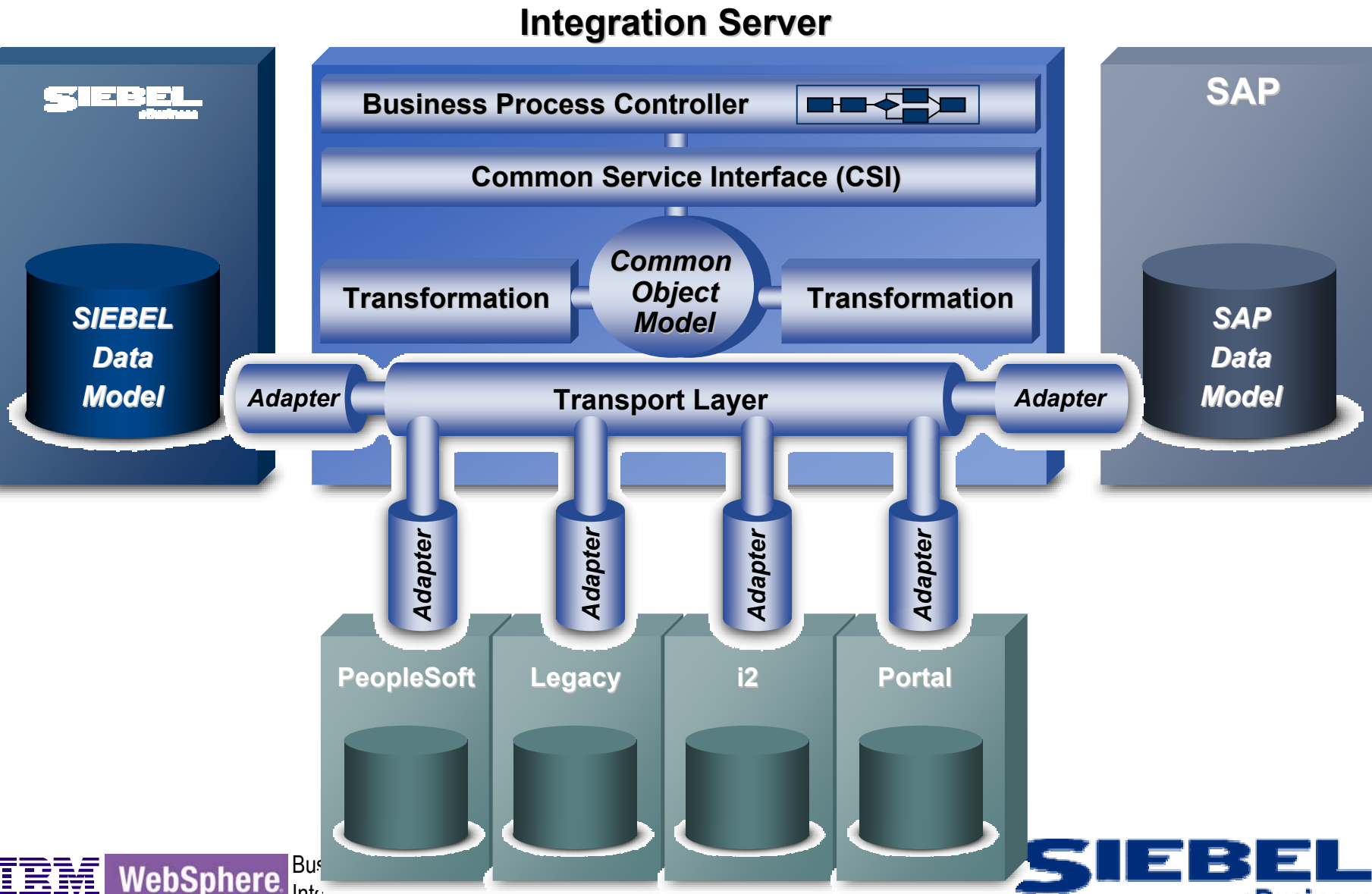
Definition:

- **A standards-based, customer-centric approach to design and development of end-to-end business processes**
 - application independent
 - deployed over diverse applications and across multiple divisions/business units.

Goal:

- **An accepted standard for integration architecture that will dramatically reduce need for customisation, minimise complexity, and accelerate deployment of business integration -- to lower the total cost of ownership.**

Universal Application Network Architecture



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WebSphere Business Integration Supports UAN

- **IBM is Siebel's only Global Strategic Partner for Universal Application Network**
 - Part of Siebel User Week Keynote addresses in EMEA, April, 2002
 - Key partner in development, direction and strategy of UAN
- **UAN architecture is identical to IBM CrossWorlds architecture**
 - Server, Tools, Connectivity, Processes
- **UAN architecture leverages IBM experience in:**
 - Process based integration – CrossWorlds technology
 - WebServices standards leadership – WSDL, BPEL4WS ++
 - Enterprise customer deployment of integration middleware

Why IBM/Siebel UAN ? Combined Value Proposition

- **A shared technology vision**
- **Combined leadership in customer facing business processes and integration infrastructure**
- **The first proven integration platform for UAN business processes**
- **The freedom to make best-of-breed application decisions**
- **Opportunity for customers to leverage existing IT investments**
- **Least risk in integration -- working with trusted partners**
- **Investment protection through a standards-based integration solution**

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Summary

Integration is a top priority for customers across all industries



- Customers want Siebel to solve the problem in a non-proprietary way
- Siebel is uniquely positioned to lead a coalition for creating a customer-focused solution

UAN is a unique, customer-centric solution



- Innovative architecture built on XML and Web Services standards
- Comprehensive library of end-to-end business processes that span many applications

Enables organizations to be agile, while reducing deployment risk and lowering total cost of ownership (TCO)



- Enables enterprises to embrace best-in-class solutions and leverage existing IT investments
- Reduces time to market, provides flexibility to modify business processes

- **The least risk solution for UAN**
- **IBM & WebSphere have unparalleled market momentum**
 - #1 Market Share
 - 11 Quarters of 100+% growth
- **IBM WebSphere satisfies all styles of integration, not just process integration**
 - IBM has all the products for their customers' range of integration requirements
 - No competitors can match
- **IBM is here to stay – better financial performance and outlook than any other UAN integration partner**

Thank You. Any Questions?