



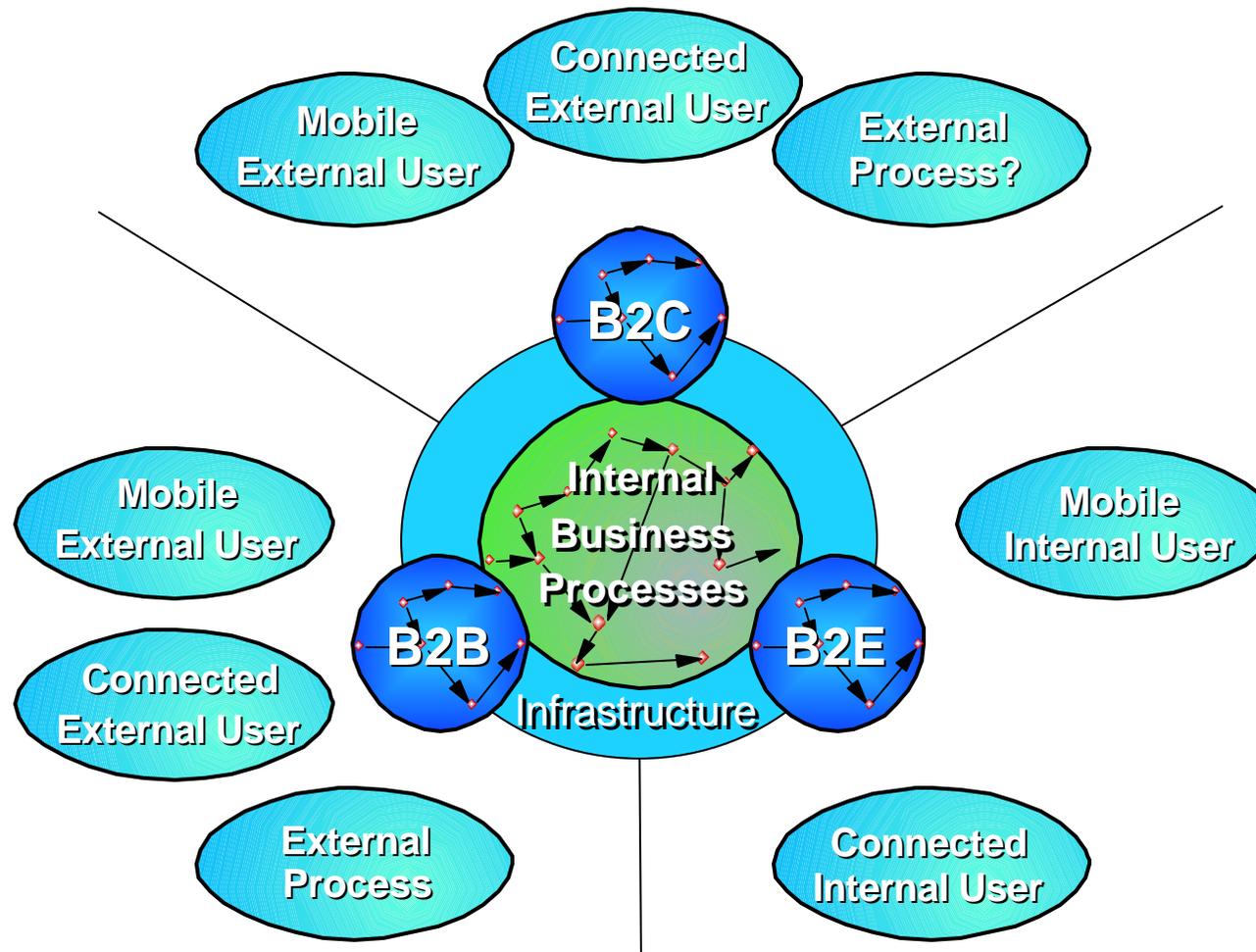
# Architecting an e-business Infrastructure with the WebSphere Software Platform Sales Summary

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# WebSphere

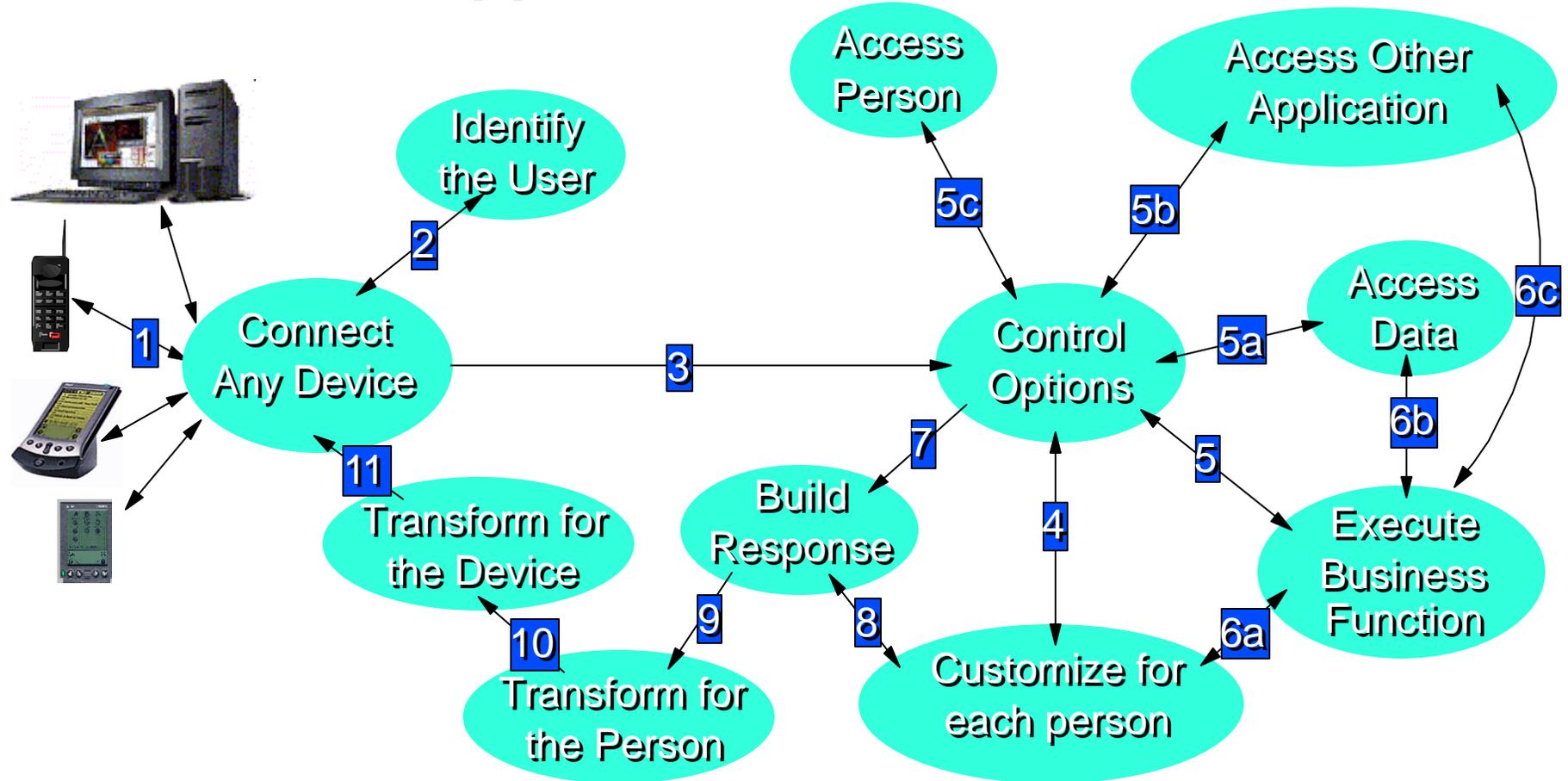
■ The Fastest Way to e-business ■

## Scope of an e-business Infrastructure



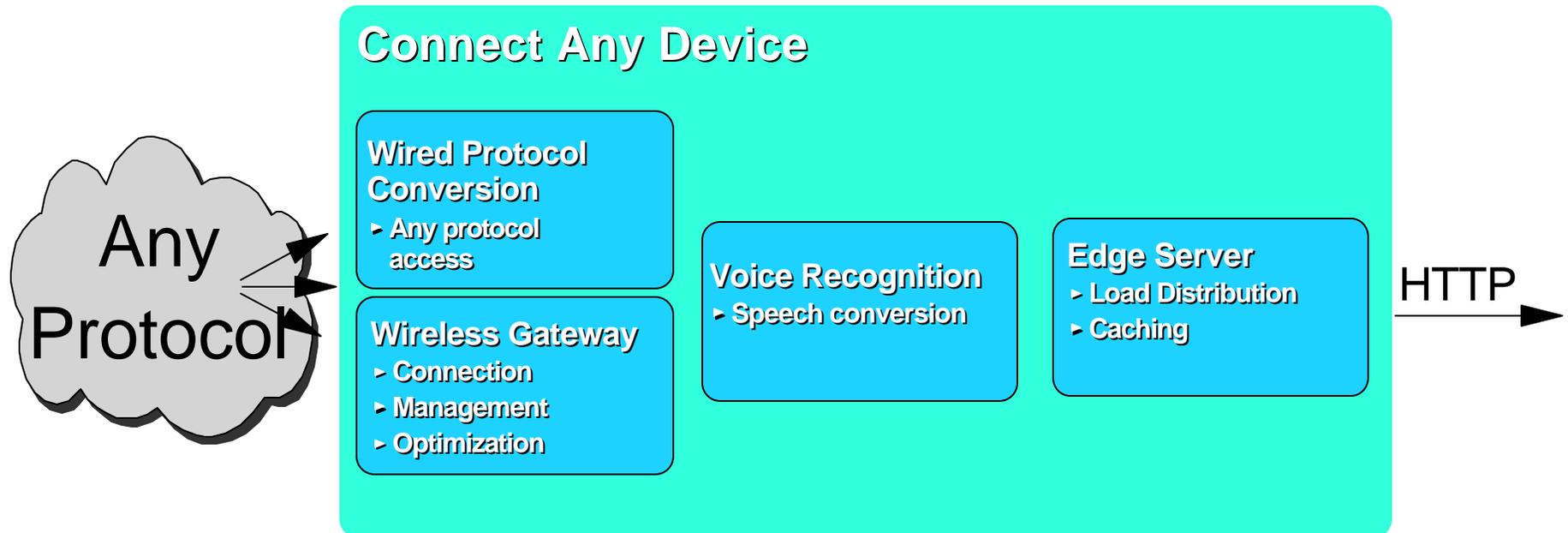
- ★ Enable any person to connect and execute internal business process
  - Subject to rules associated with what the user is authorized to do
- ★ Enable any process to connect and execute internal business process
  - Subject to rules associated with what the process is authorized to do

# Personalized Application Architecture



- ★ Provides flexible access to applications data and people
  - Customize initial choices through rules
  - Customize additional choices based on actions
- ★ Dynamic response based on person and device

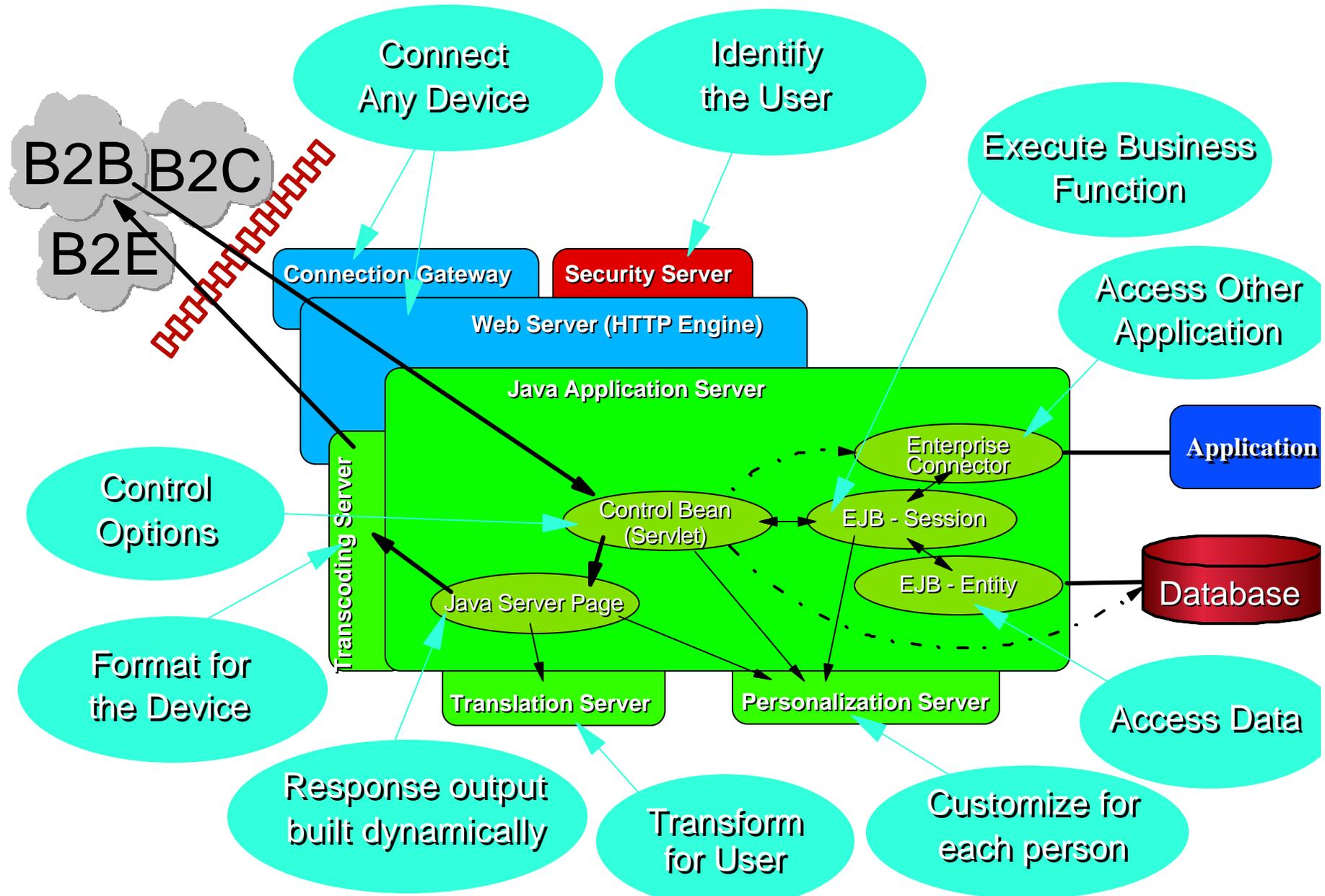
# What Does Connect any Device Mean?



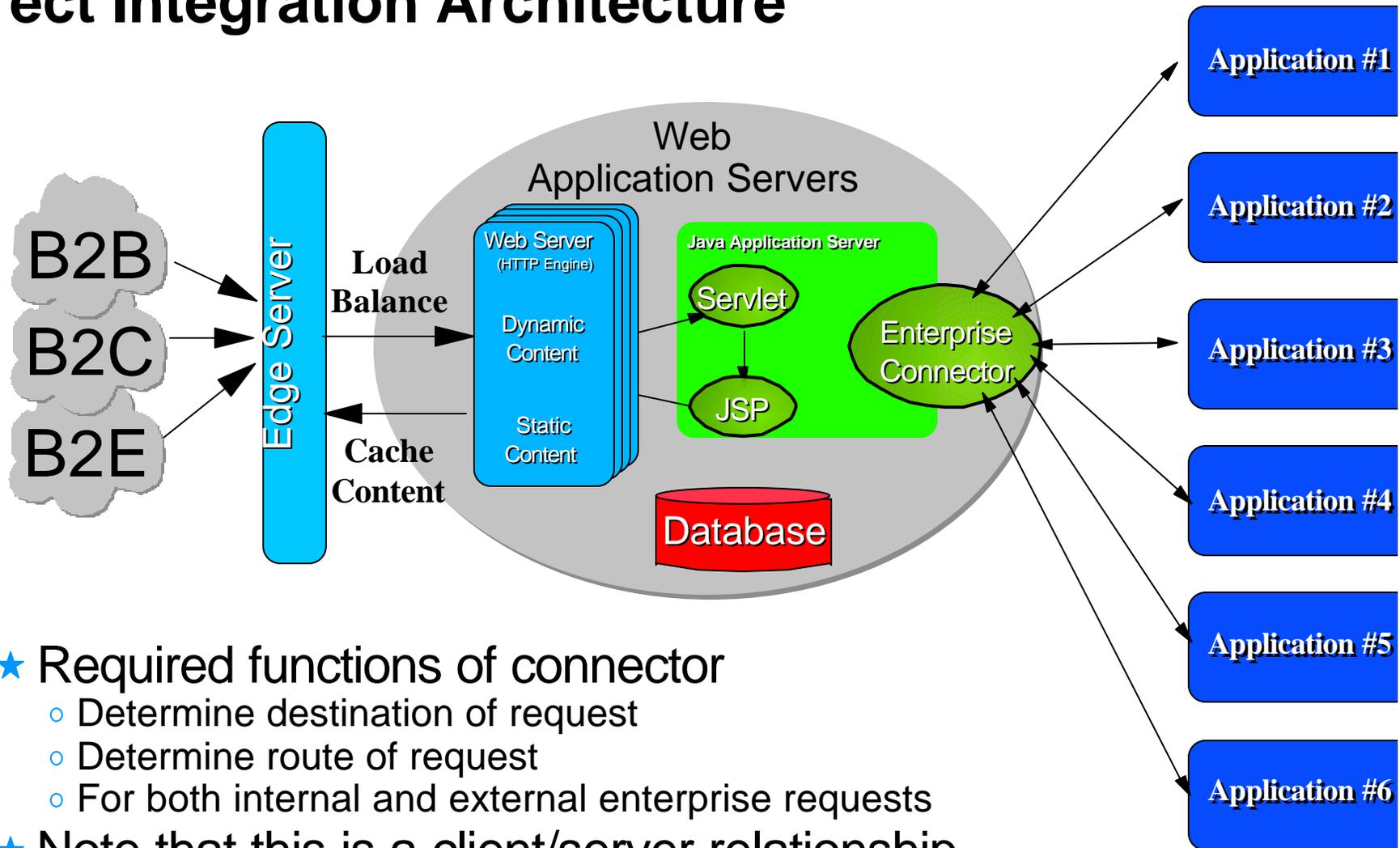
- ★ Provides access to enterprise through any protocol
  - Any device can be connected
  - Speech can be recognized
- ★ Provides mechanism to harmonize inbound protocol to standard protocol to access applications
  - Most likely standard is HTTP
- ★ Provides additional services
  - Scale through load distribution
  - Performance optimization through caching

# Flexible Infrastructure Architecture with Java

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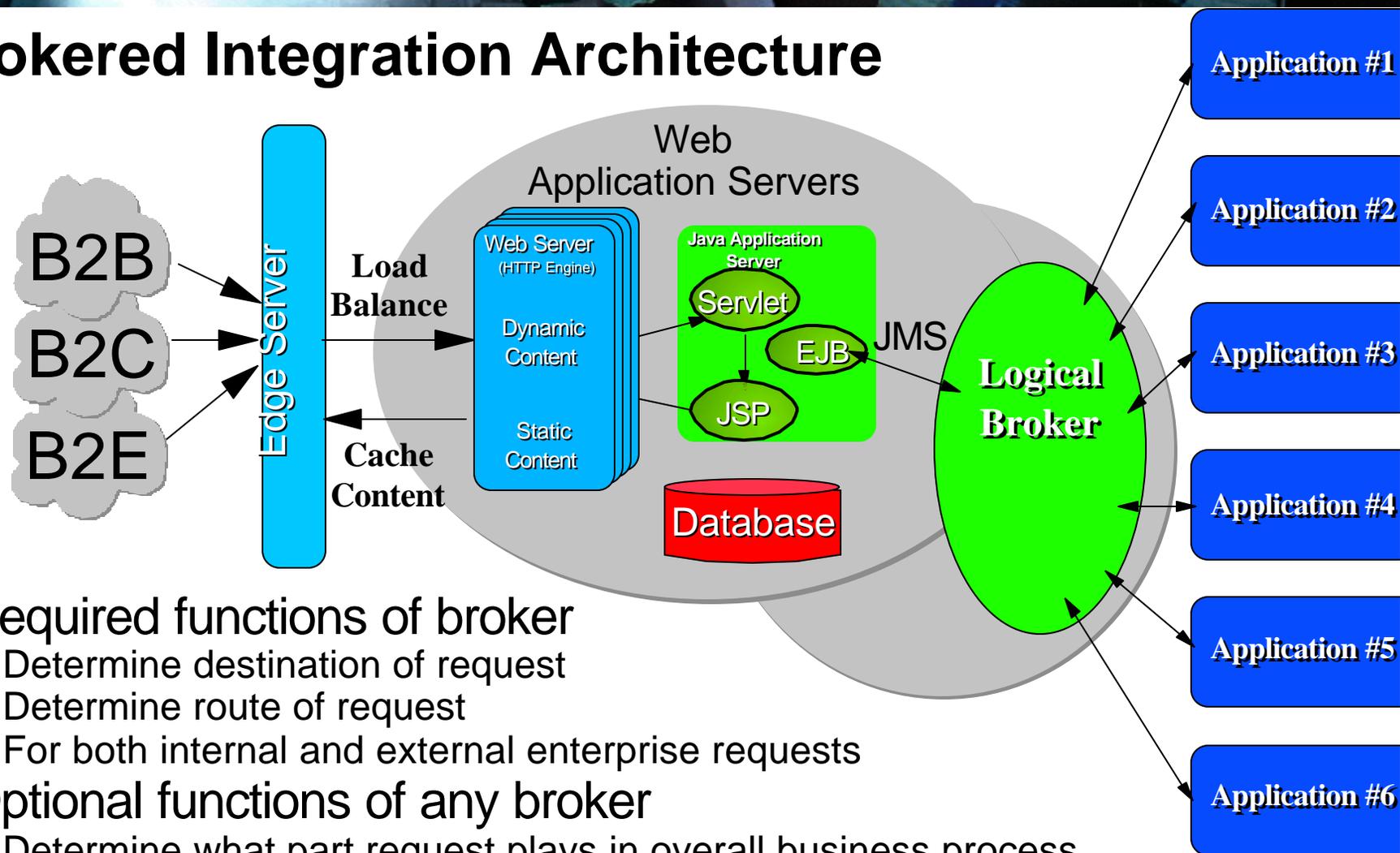


# Direct Integration Architecture



- ★ Required functions of connector
  - Determine destination of request
  - Determine route of request
  - For both internal and external enterprise requests
- ★ Note that this is a client/server relationship
  - Connector provides access to back end systems

## Brokered Integration Architecture



### ★ Required functions of broker

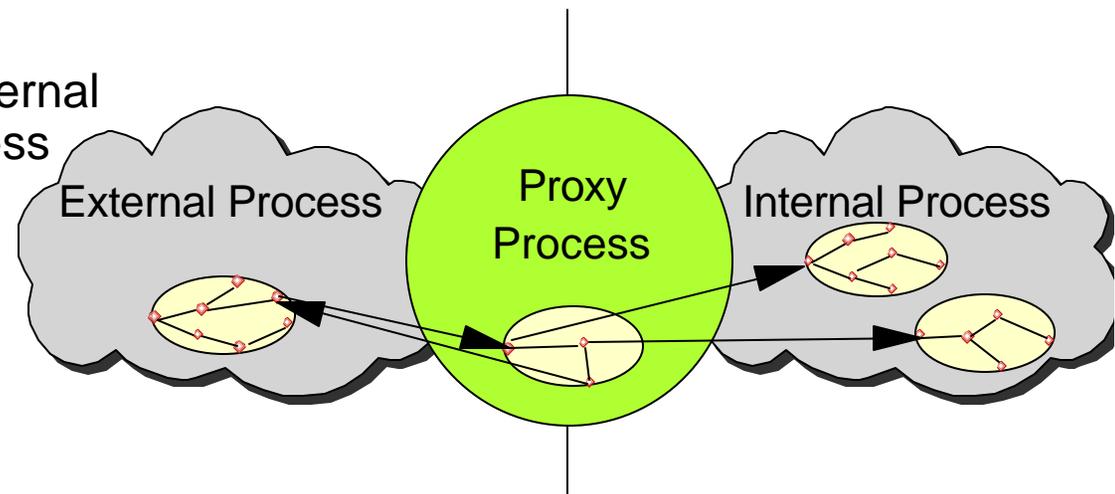
- Determine destination of request
- Determine route of request
- For both internal and external enterprise requests

### ★ Optional functions of any broker

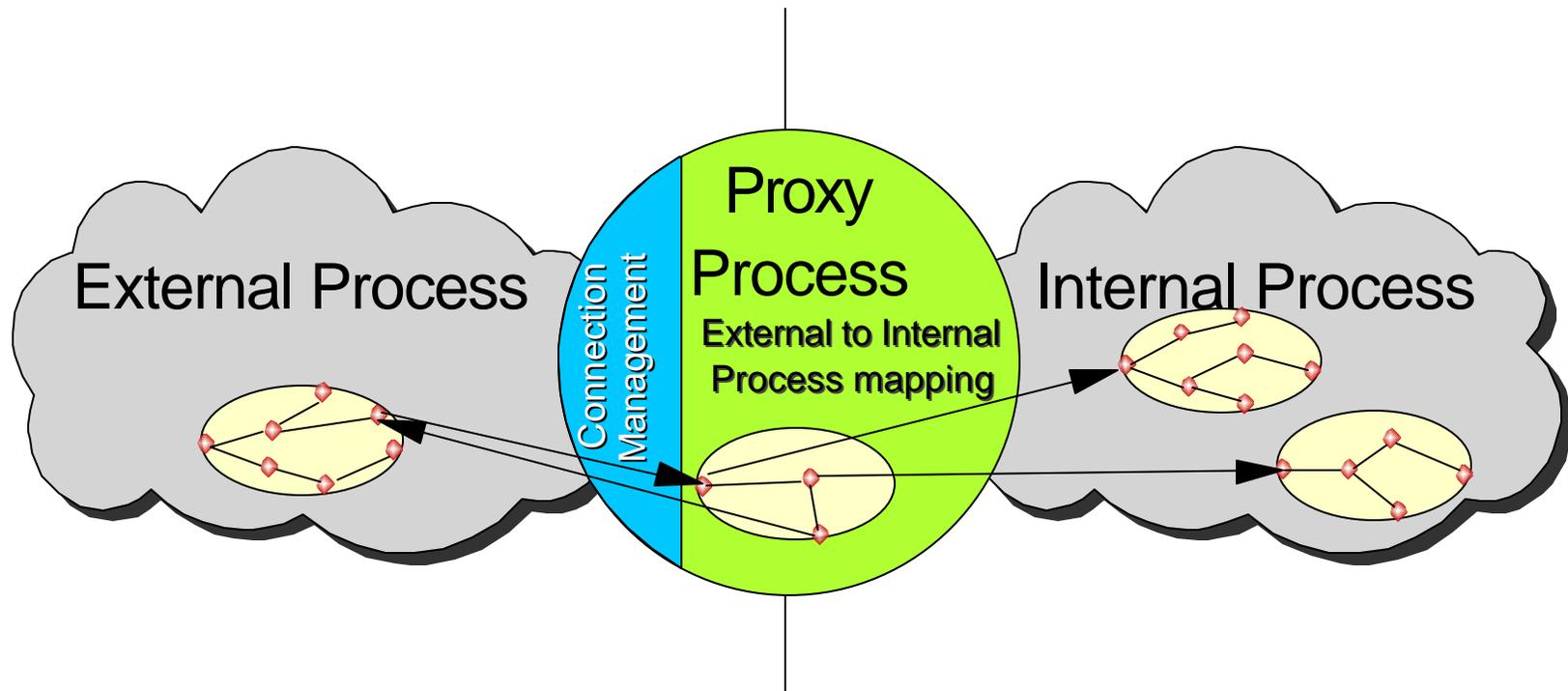
- Determine what part request plays in overall business process
  - ▶ May involve people in the interaction
  - ▶ May involve additional applications in request
- May change the request
  - ▶ Change service as well as change data
- May provide a monitoring control point
  - ▶ Manager may log the request

## What is the Scope of the Integration?

- ★ Must span all elements of the business
  - Internal and external process
  - Internal and external people
- ★ But major differences in Internal vs External
  - Internal business process key to running the business
    - ▶ High value for key differentiated processes
    - ▶ Need external access to internal process, but without revealing intellectual property
  - Internal process and people interaction should account for organization
    - ▶ Need to be able to assign work in line with internal organization
    - ▶ External access may not need such capability - but still need people access
  - Can mandate internal communication channels, but not external ones
    - ▶ Need to support multiple channels of communication
  - Business requirements may drive fast change to internal process
    - ▶ Need to be able to maintain external process access while internal process changes
- ★ Conclusion
  - Must be able to separate internal and external business process management
  - Need proxy for external view of internal process

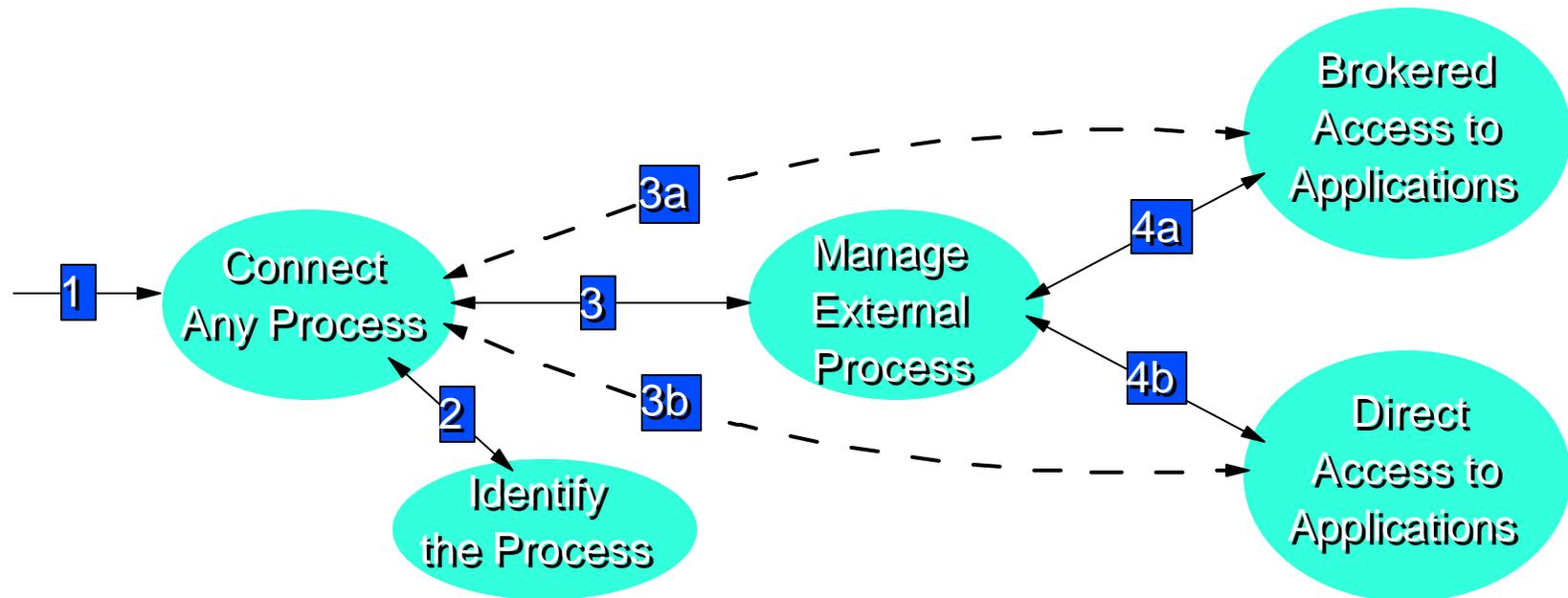


## What is the Proxy Process?



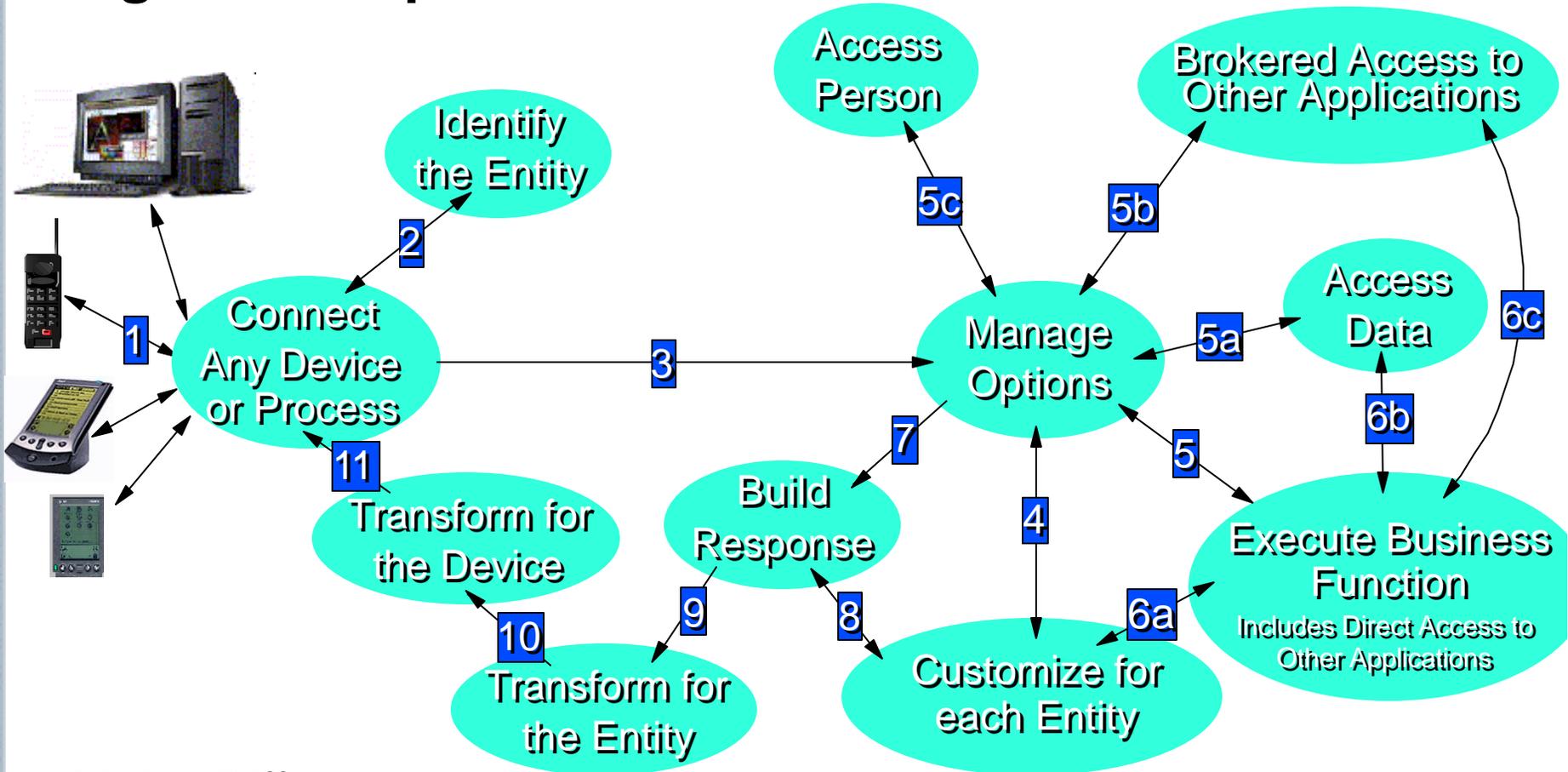
- ★ Provides connection point for any request protocol
- ★ Provides mechanism to identify the inbound request
- ★ Provides external to internal mapping function for process

# Process Focused Application Architecture



- ★ Provides flexible access to internal applications
  - Option to connect directly to brokered or direct access to applications (steps 3a and 3b) not recommended for external requests
- ★ Very similar flow to people focused architecture

# Integrated People & Process Personalized Architecture

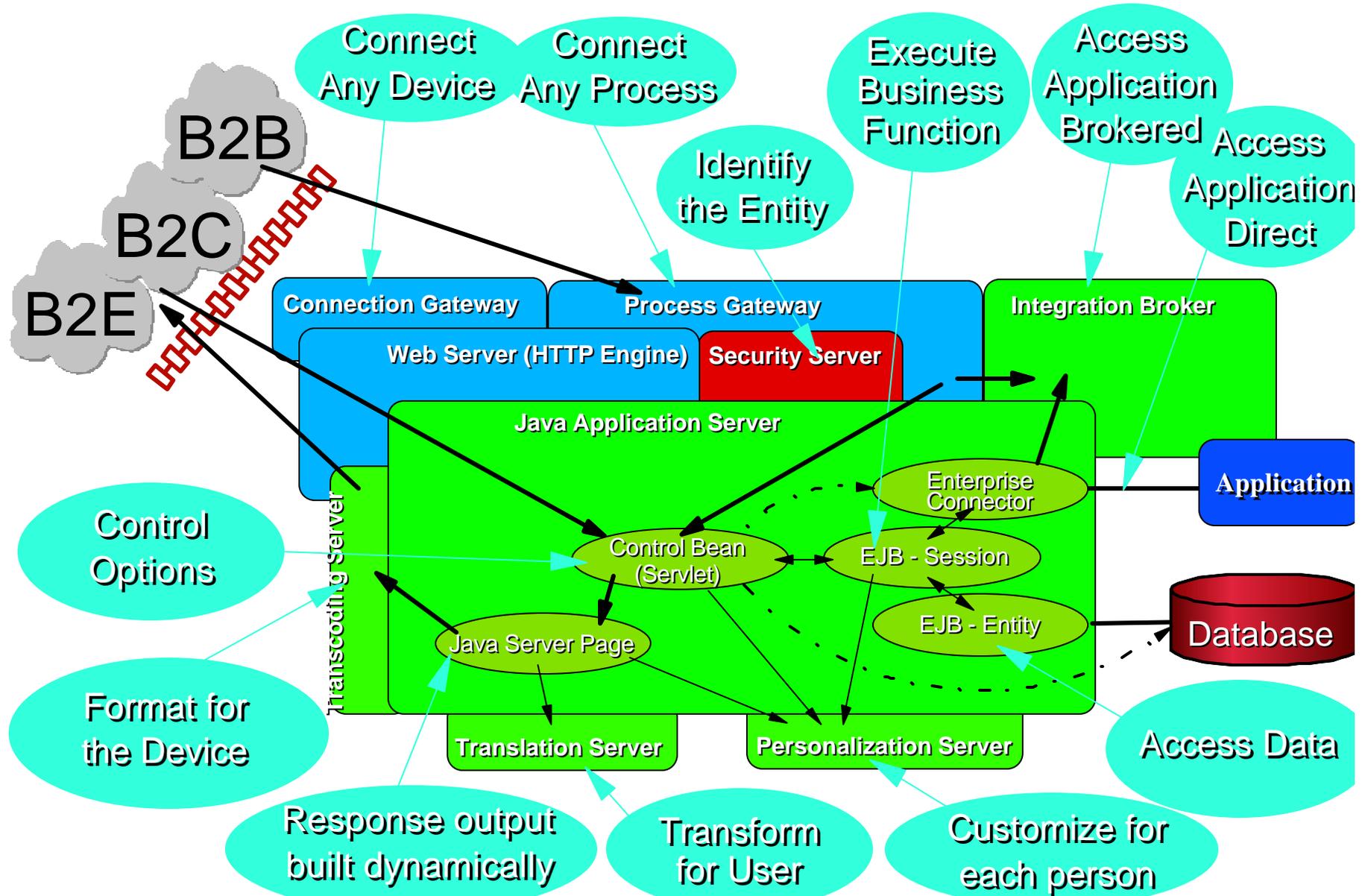


## ★ Major Differences

- Manage Options has two flavors
  - ▶ Manage people options - PORTAL
  - ▶ Manage process options - Proxy Process
- Execute Business Function now includes direct access to other applications
- Brokered Access provides all complex internal integration functions

# Flexible Infrastructure Architecture with Java

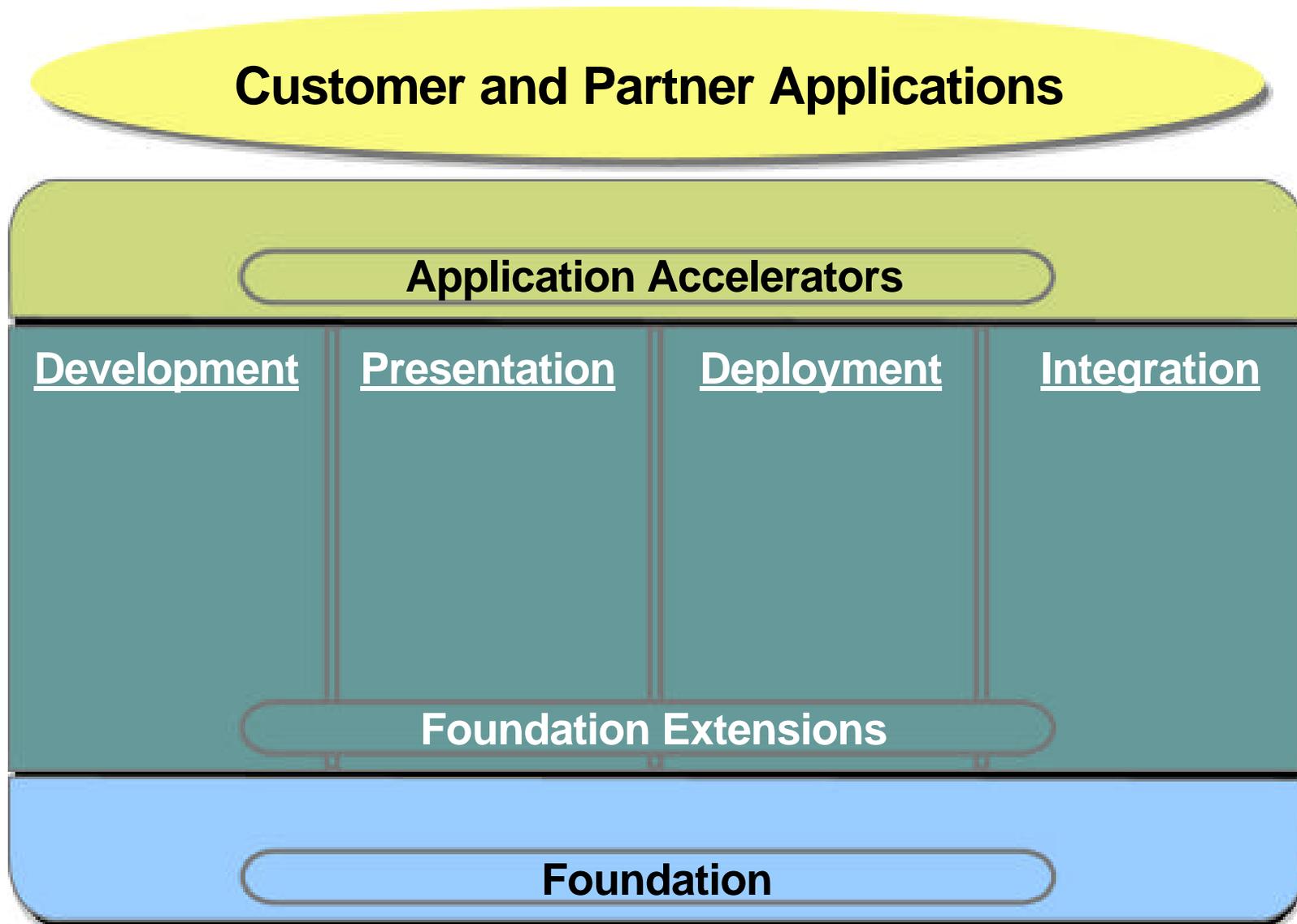
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★ All built on a foundation of Open Standards

# The IBM Java Infrastructure Solution is.....

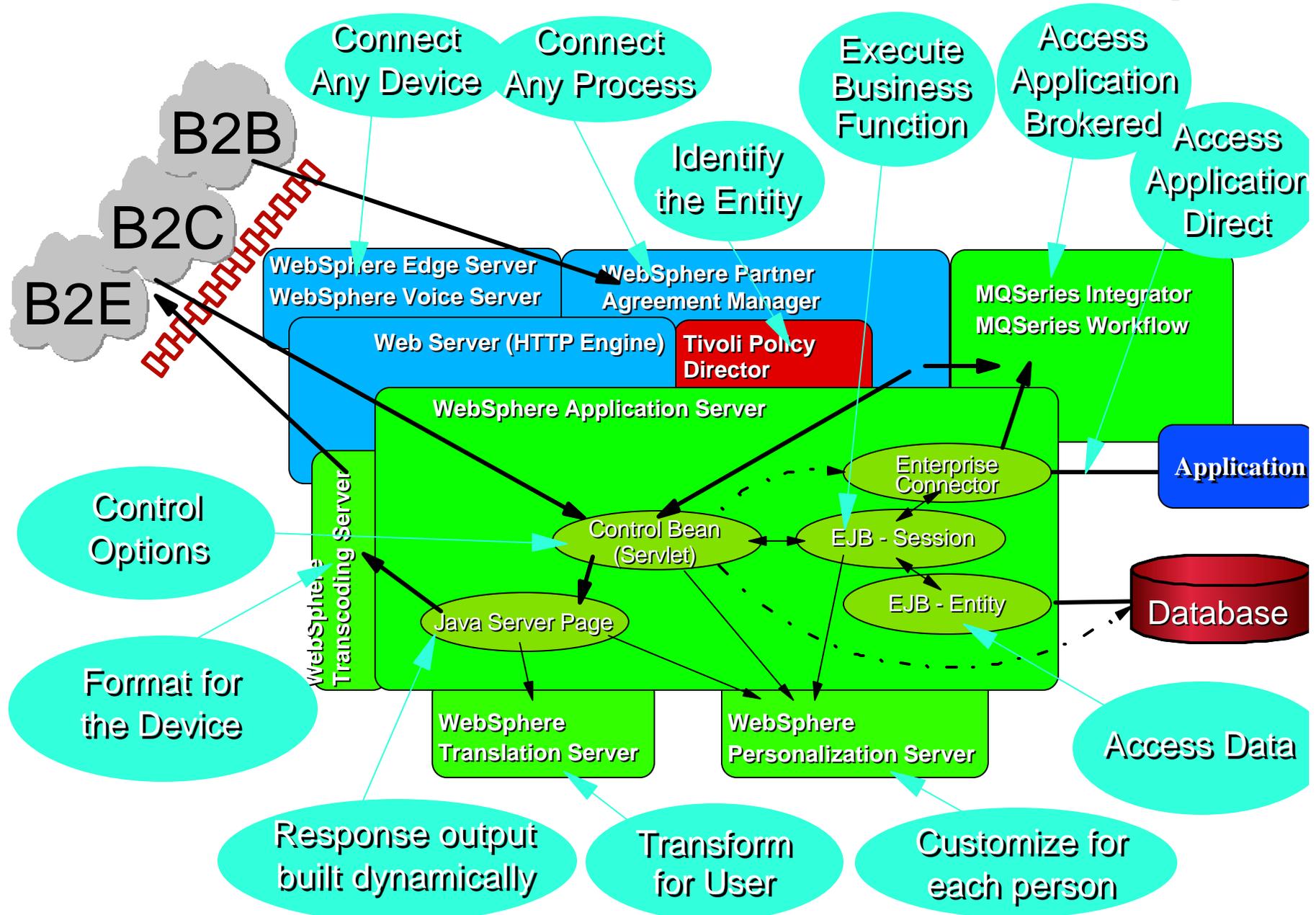
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## The WebSphere Software Platform

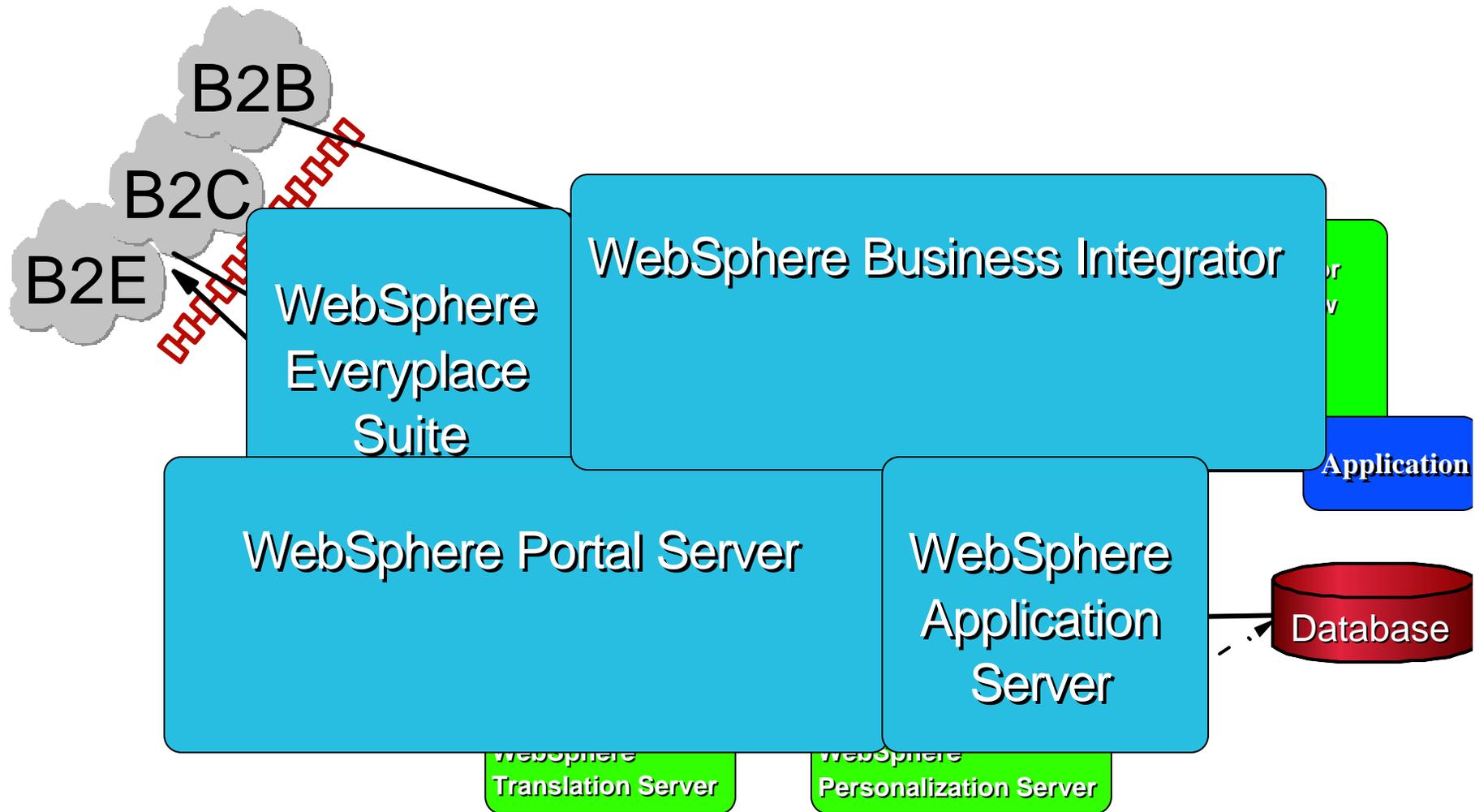
# Flexible Infrastructure Architecture with WebSphere

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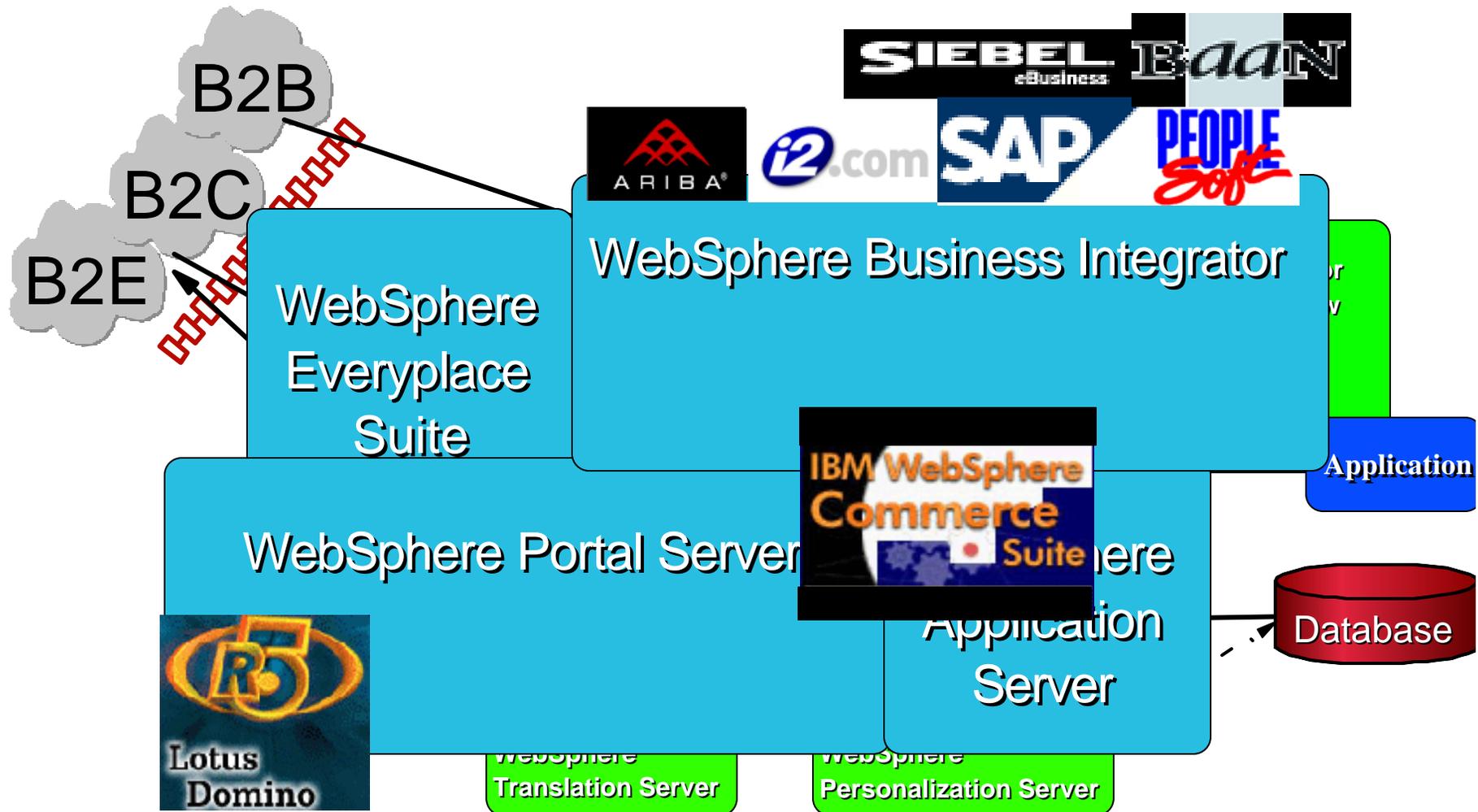
## Higher Level Solutions with WebSphere

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## Higher Level Solutions with WebSphere

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- ★ Applications may be simply added
  - ▶ Either to WebSphere Application Server runtime
  - ▶ or via standardized integration