DB2 Universal Database and WebSphere business integration software solutions

To support your IT objectives

IBM

Share data among customers, suppliers and internal applications and build an on demand business.

WebSphere MQ and WebSphere Business Integration Message Broker at a glance…
- *Enables your business applications to share information with each other in realtime*
- *Provides a foundation to support e-business on demand with customers and suppliers*
- *Delivers performance with flexibility and reliability, for once-only information delivery*
- *Supports all popular commercial platforms, ensuring system compatibility.*

Consider all the applications that are running on your IBM DB2® Universal Database™ (UDB): Customer Relationship Management. Enterprise Resource Planning. Supply Chain Management. Chances are, they're all isolated, requiring data stored in one application to be manually re-entered into another. What if those applications could be linked to work in concert?

IBM WebSphere® MQ software allows you to share data in realtime with any internal or external application, including those built on your DB2 UDB. WebSphere MQ reliably exchanges information across a standard interface so that applications can communicate across different operating system platforms. And it handles network interfaces, communication protocols and recovery after system problems occur. The result: You can concentrate on your business, not on your network.

Make e-commerce work more smoothly
As technology becomes more sophisticated, applications are getting more complex, and customers can find it increasingly difficult to do business with you. A customer may contact your call center for a product upgrade. This current information is in your accounting package. Upgrade data are in your product information warehouse. And your customer service representative must shuttle between the two.

WebSphere MQ helps eliminate the problem. By connecting all the pertinent information, you can reduce the time and resources required to become a successful e-business.

An adaptable tool for e-business on demand
The market keeps changing, and the emerging trend is e-business on demand™ — sharing systems, applications and infrastructure with customers and suppliers. With WebSphere MQ, you can easily share application data to link your inventory application with your customers' ordering systems…or your accounts payable system with your suppliers' accounts receivable.

And you can do it without worrying about platform-to-platform compatibility. A customer's Microsoft® Windows® - based Oracle application, for example, can easily link with your UNIX®-based DB2 UDB.

Real-world benefit…
With WebSphere MQ, online customer orders can proceed seamlessly from your ordering application to your inventory application to your accounting program for billing.

Reliable delivery of millions of messages
With WebSphere MQ, messages that contain important business information are certain to be delivered. Period. A queuing facility automatically sets up the sequence you specify, with the system able to scale to handle an unlimited number of messages.

Even if your network is disrupted or a recipient is temporarily unavailable, messages simply are stored, then delivered later. And if transactions between applications fail and restart, messages still will be delivered only once, preventing the redundancy that leads to inefficiency and errors.

Seamless business integration
If you have many different applications on disparate platforms, the application-to-application capability of WebSphere MQ may become an intertwined network of connections. IBM WebSphere Business Integration Message Broker (formerly IBM WebSphere MQ Integrator Broker) can integrate them seamlessly by providing a hub to simplify the connections between a multitude of otherwise incompatible applications and their data.

With WebSphere Business Integration Message Broker routing information, you can efficiently manage information within your enterprise and beyond, wherever it is, however it's stored. And you can deliver it to the people who need it in a variety of formats — including to remote devices such as laptops and PDAs.

Interconnect your applications and your business
WebSphere MQ and WebSphere Business Integration Message Broker enable you to extract more value from your existing investment. Instead of dealing with a backlog of interapplication programming, your developers can create new business applications that can help you gain a competitive advantage in an on demand world.

What they're saying…
"WebSphere MQ offers enhanced convenience to our end users, allowing them to access powerful tools for analysis and reporting from local workstations."

Miller Wang, Assistant Vice President and Chief Information Officer,
Aetna Life Insurance Company, Taiwan

WebSphere MQ solutions and e-business on demand

A successful e-business can leverage five capabilities provided by e-business software solutions from IBM which work together to facilitate e-business on demand:

DB2 information management software
Turns data into information on demand

Lotus ® software
Offers the instant collaboration and communication capabilities for an on demand world

Rational ® software
Helps you improve software development capability with tools, services and software engineering best practices

Tivoli ® software
Helps you intelligently manage the complexity of an integrated, on demand operating environment

WebSphere software
Provides a leading platform for creating and operating an on demand business.

Today's e-business needs to rapidly address emerging business requirements, changing business models and designs, and evolving relationships with customers, suppliers and partners.

In addition, with the Internet continuing to promote major revolution in business and advances in technology, companies must be mindful of emerging business trends — or risk falling behind the competition. The latest trend is e-business on demand, which integrates business processes to deliver business agility across an enterprise, as well as with customers, suppliers and key partners.

IBM offers powerful software solutions — including Express versions for small and midsized businesses — to help you optimize your current technology investment and move your company to the next phase of e-business. The portfolio of e-business software solutions from IBM works in concert to provide a total, balanced infrastructure. That can help foster a smooth transition to e-business on demand.

For more information

To learn more about WebSphere MQ solutions, contact your IBM sales representative or IBM Business Partner or visit **ibm.com**/software/synergy. Or call:

- In the United States and Canada, 877 426-3774, priority code 103AE023
- In the U.K., 0870 010 1133
- In Australia, 132 426; ask for software sales
- In New Zealand, 0800 801 800; ask for software sales.