



Turbo Charge Your Business with Rapid Application Integration




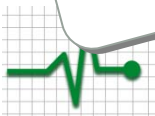
Peter Pang (pangp@sg.ibm.com)
WebSphere Appliance Sales Manager, ASEAN



Integration for Midsize Companies Today





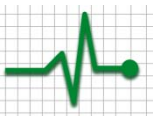
Midsize Company IT Needs	
	Agility to respond to business growth
	Control spending and cash outlay
	Limited IT skill sets available
	Easy to monitor, manage, administer

Integration for Midsize Companies Today

Midsize Company IT Needs		Integration Reality
	Agility to respond to business growth	Projects takes months
	Control spending and cash outlay	Integration requires large investment
	Limited IT resources	Integration tools need deep middleware 'expertise'
	Easy to monitor, manage, administer	Integration tools need deep sys-admin 'expertise'

Why?

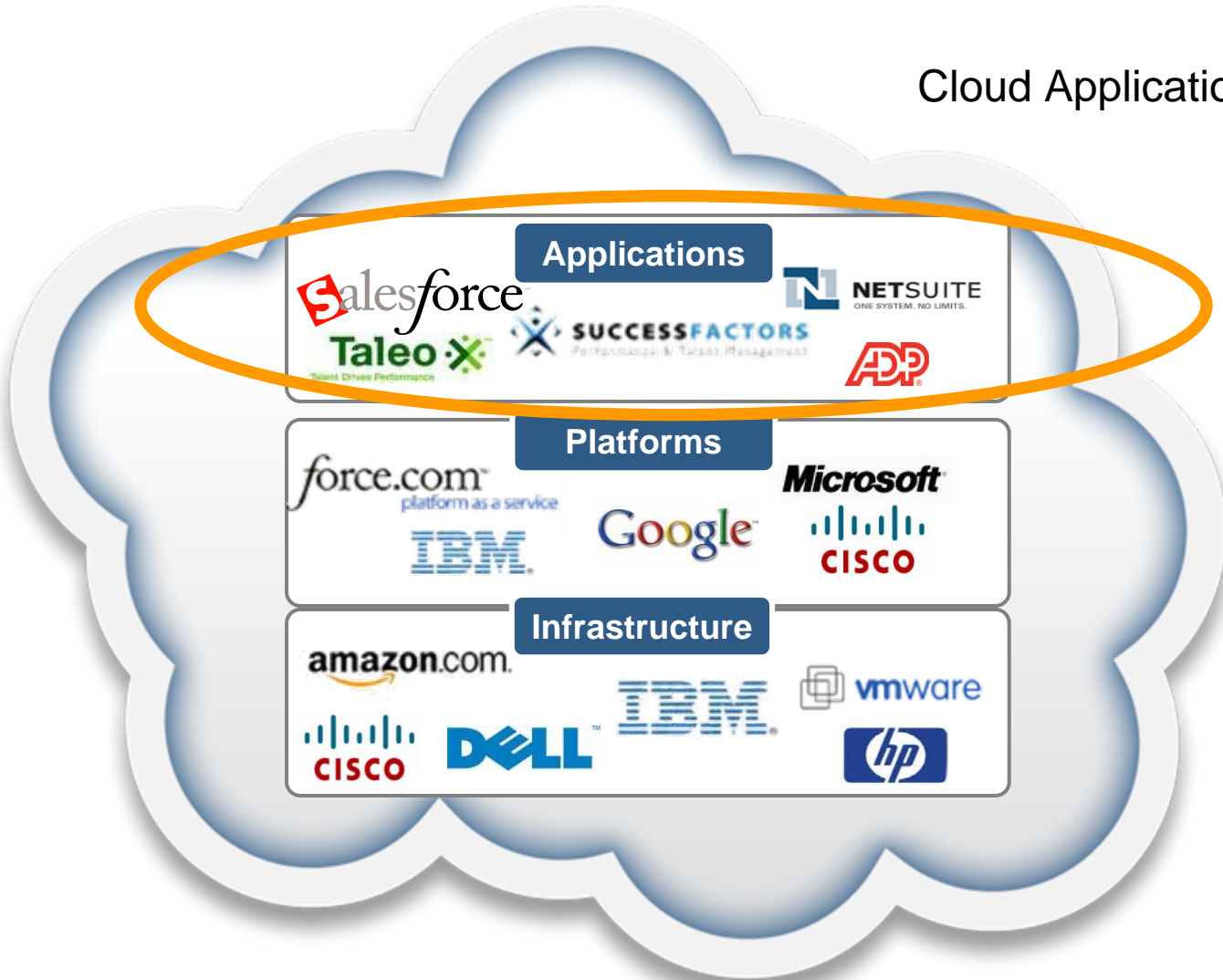
Integration for Midsize Companies Today

Midsize Company IT Needs		Proven Value 
	Agility to respond to business growth	Integrate in days
	Control spending and cash outlay	80% more cost-effective than software-based tools
	Limited IT skill sets available	No need for deep 'experts'
	Easy to monitor, manage, administer	Simplest solution to manage

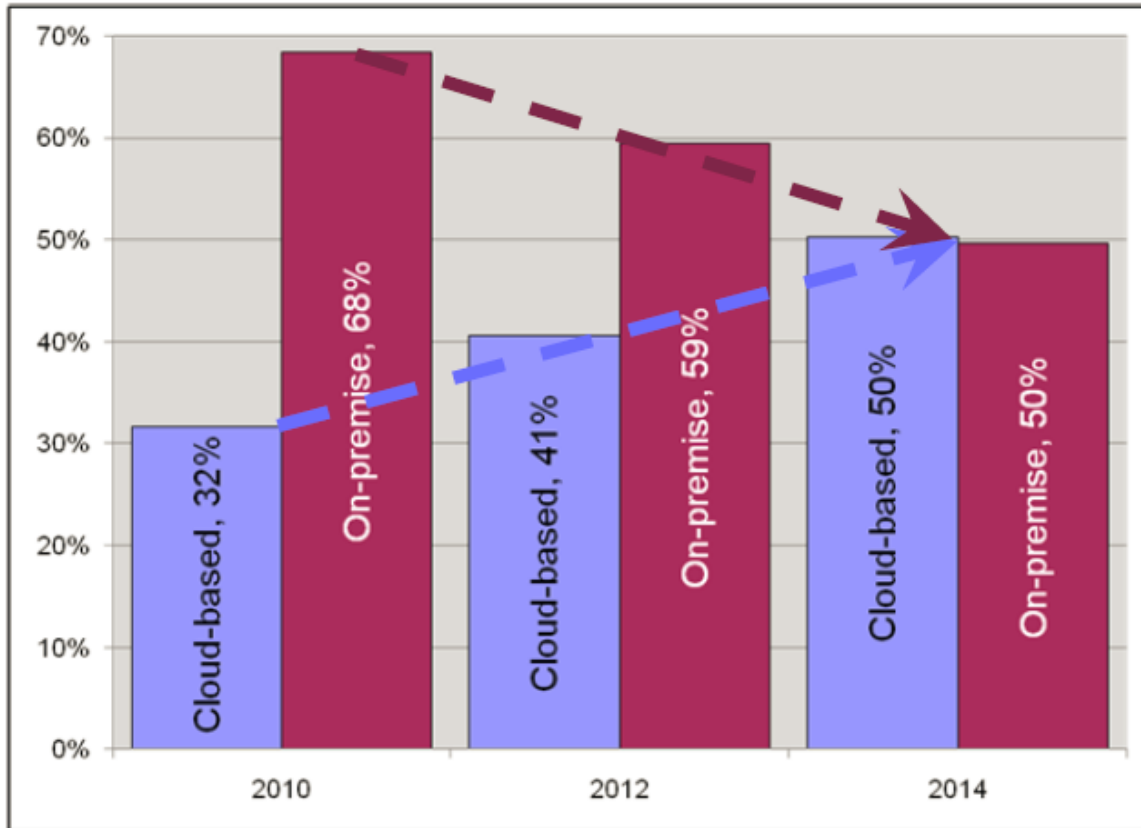
And then there's this
cloud thing...

60 Second Primer on Cloud

Cloud Applications = SaaS



Cloud use is exploding



Notes on the Data

- Obvious trends away from on-premise solutions toward SaaS/Cloud solutions for new software through at least 2014.
- IT and business executives expect their firms to prefer buying SaaS/Cloud-based solutions rather than traditional on-premise solutions after 2014.

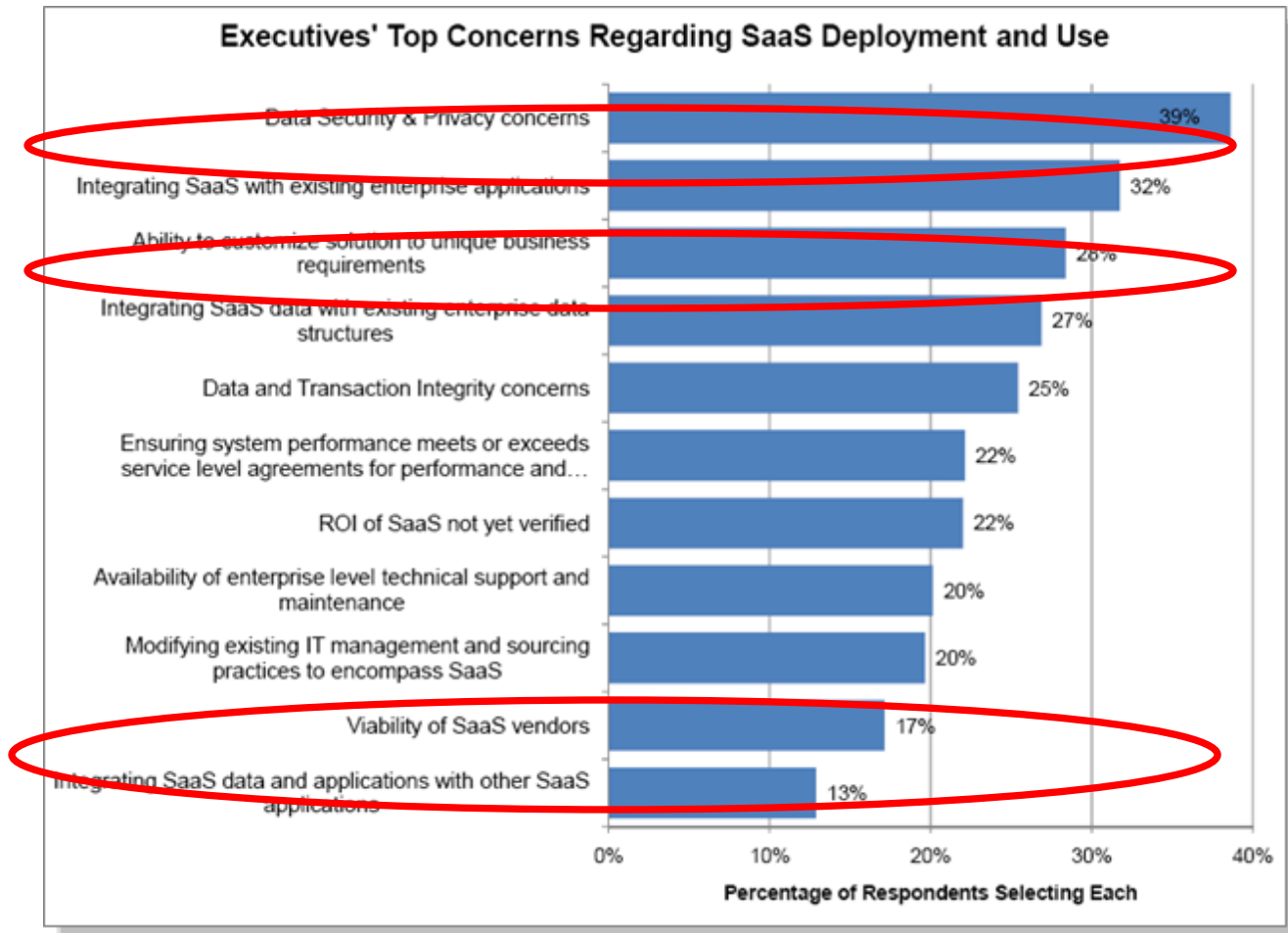
Source: Saugatuck Technology Inc., 2010 Cloud Business Solutions / SaaS Survey (March 2010), Global N=790



Saugatuck Insight: Spending on new software solutions will shift to SaaS (Cloud-based). While timeframes will vary by region and industry, the general global tipping point will be in 2014. On-premise software will not vanish at this point, but will become the minority in new software spending.

But Wait...Is it really that simple?

But SaaS Buyers Feel the PAIN



In fact, it's so Painful that many companies are leaving SaaS

Survey question: Why is your organization currently transitioning from a SaaS solution to an on-premises solution?



Gartner

Companies have both Cloud and On Premise Applications



Cast Iron Connects Cloud and On Premise Applications in Days





Cast Iron — Company Overview

Corporate Facts

- Founded in 2001 by integration industry experts
- Acquired by IBM May 2010
- Pioneered SaaS / cloud integration
- Unique focus on speed & simplicity — “Integration in Days”
- Thousands of customer integrations
- 96% customer retention
- Patented, Best-Of-Breed, Award-Winning technology

Buzz

“ IBM and Cast Iron...this pair could be **match made in enterprise heaven.** ” 

“ With Cast Iron, IBM gets a **proven Cloud integration-as-a-service solution.** ” 

“ Cast Iron is **my go-to partner for integration.** Their platform is rock solid and **competitors are not even close.** Their solution meets the needs of small businesses as well as the large enterprise ” 
 Dean Robison,
 SVP Consulting CSS

Recent Awards



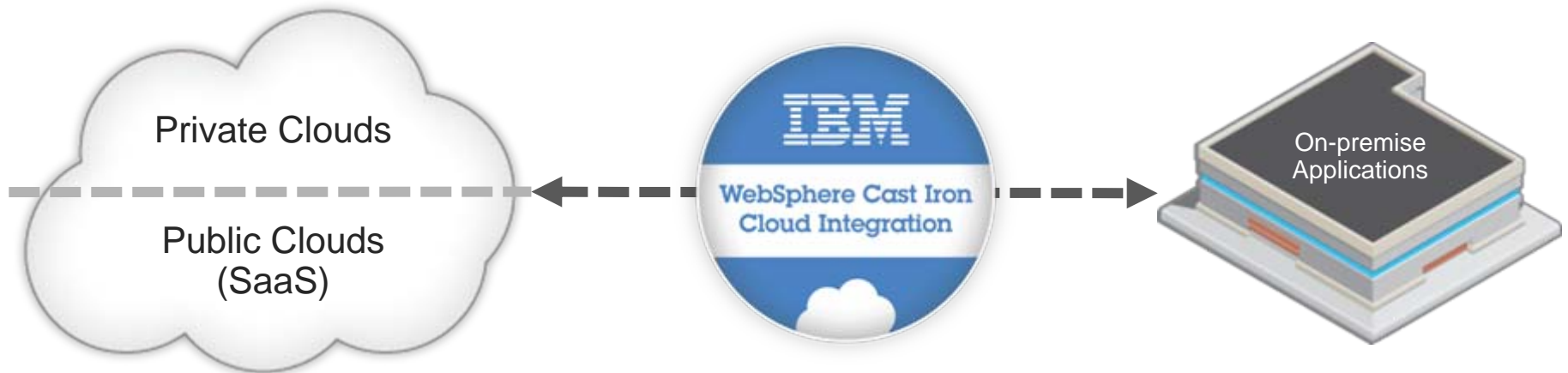
CLOUD COMPUTING
 WORLD SERIES AWARDS



1. Hybrid Cloud Integration - Standalone

Rapid hybrid cloud integration

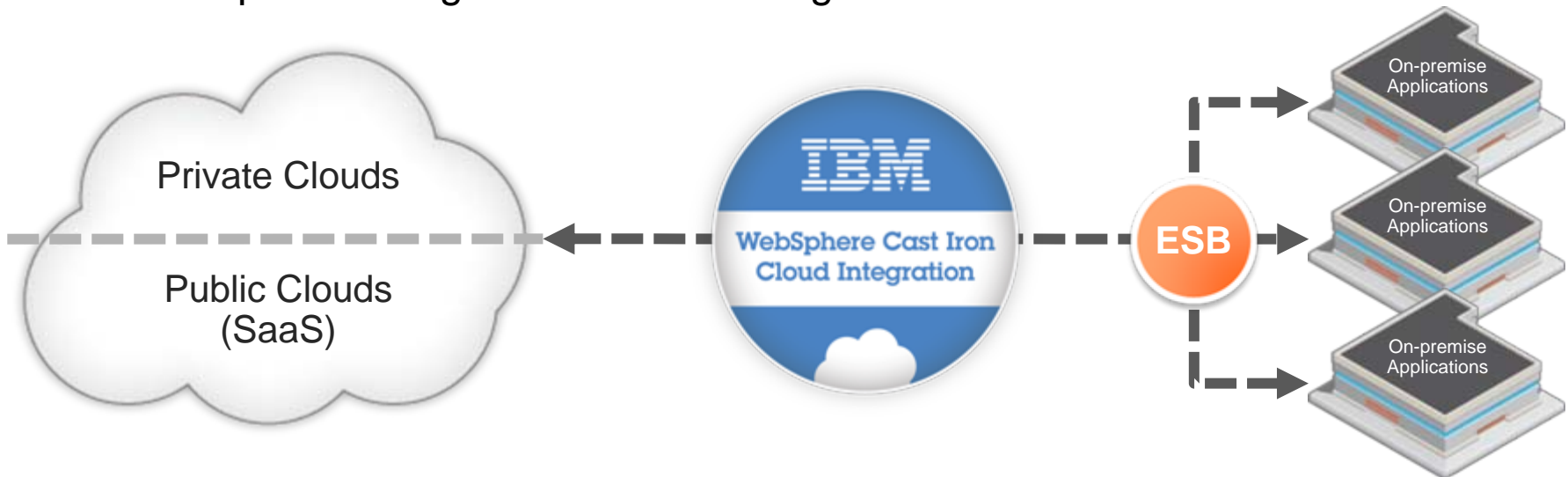
- Connect Cloud and on-premise applications in days
- Public Cloud (SaaS) and private Cloud applications
- Home grown and packaged on premise business applications



2. Hybrid Cloud Integration for SOA

Rapid hybrid cloud integration extended to SOA

- Connect Cloud and on premise applications in days
- Augment existing SOA middleware solution, if any
- Onramp to existing SOA solution using Web Services or JMS



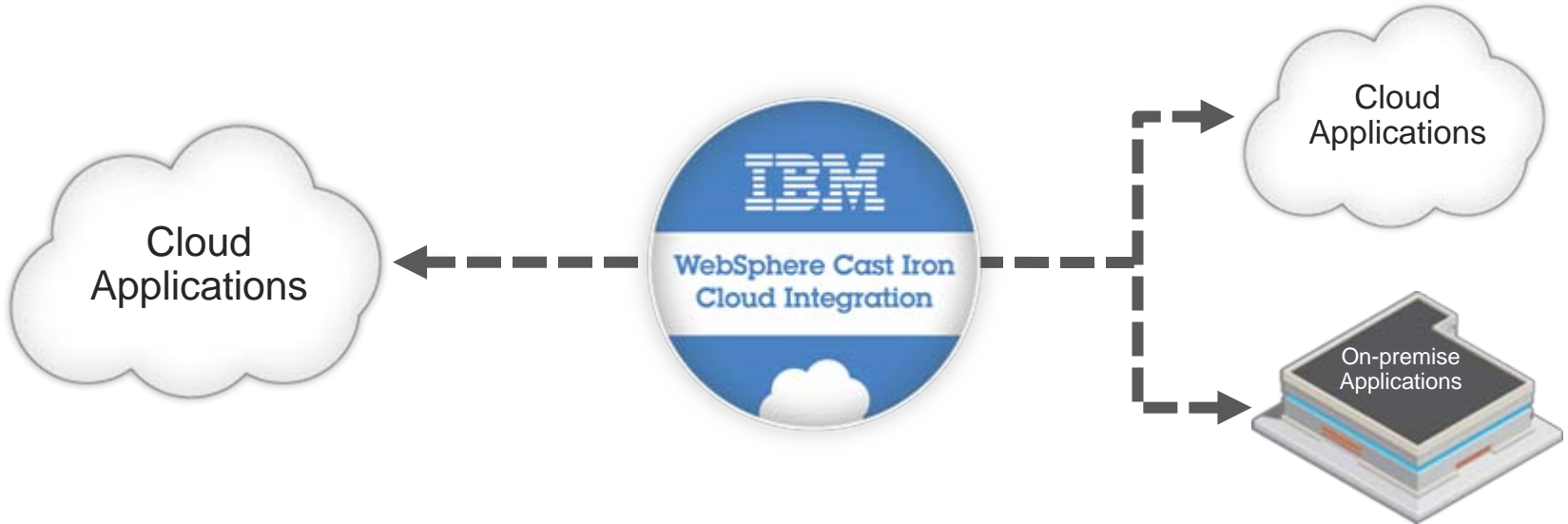
3. On-Premise Packaged Application Integration

Rapidly integrate packaged applications with on-premise systems

- Connect packaged applications from competitors with other applications
- Simpler & more cost effective than bundled middleware offerings from competitors
- Best fit for application integration but not for SOA, BPM, ETL projects



Integrate Cloud and On-Premise Applications in Days



Flexible



Multi-tenant
 IBM Cast Iron Live

Virtual appliances
 (VMware)

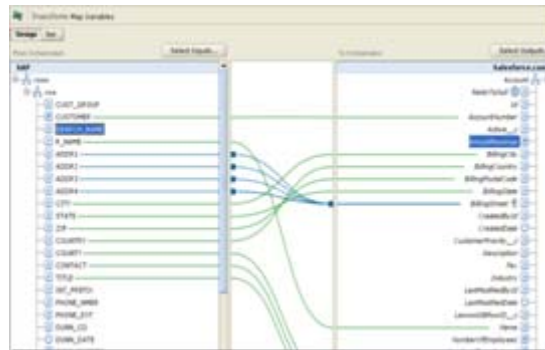


Physical appliances
 (IBM)



Rapid

Templates (TIPs)



Complete



UI Mashups



Process
 Synchronization



Data Migration

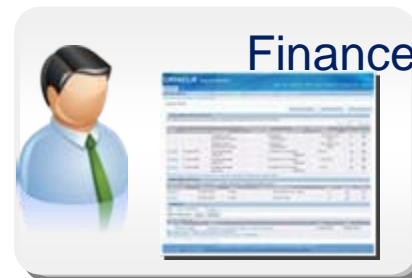
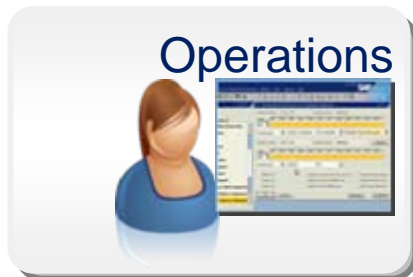
What's Happening With My Customer?



What's Happening With My Customer?



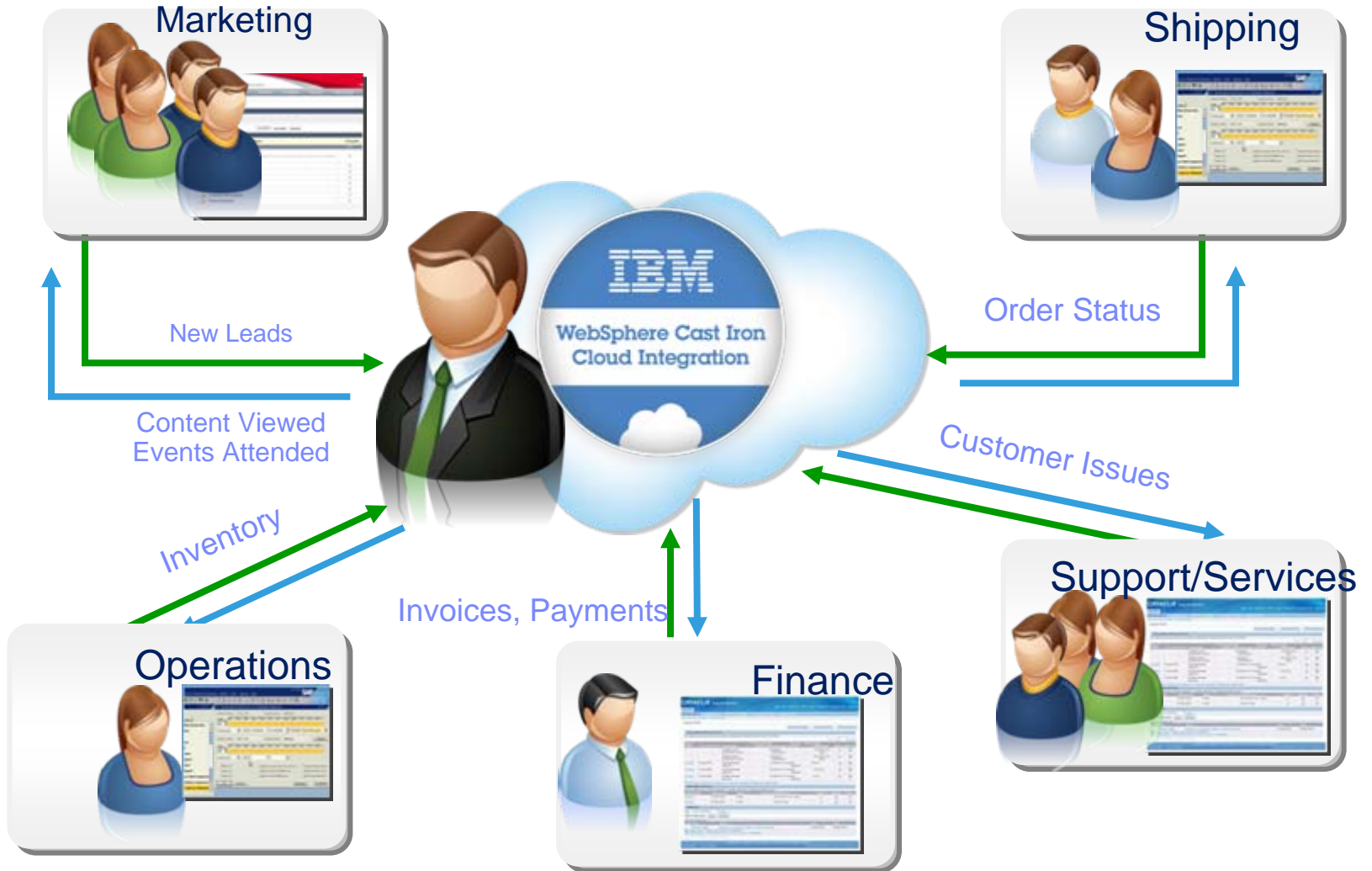
Account Team



What's Happening With My Customer?



360° View With WebSphere Cast Iron Cloud integration

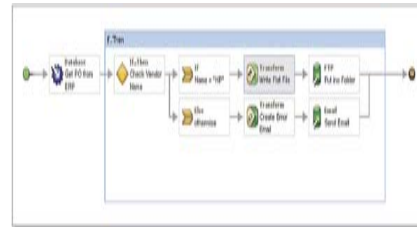
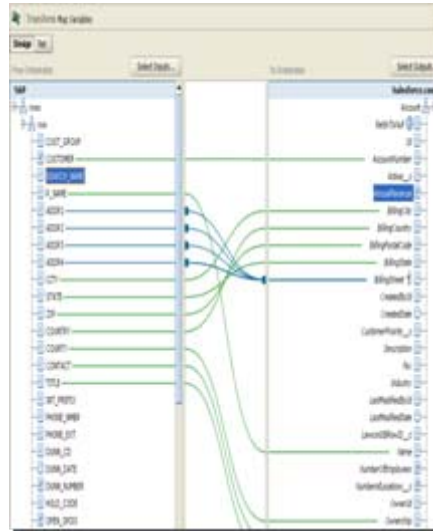


Cast Iron Approach

No Coding



Beyond Configuration



Preconfigured Templates (TIPs)

Configuration-Wizard

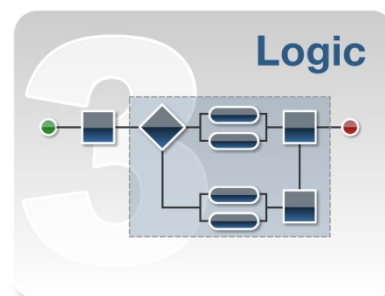
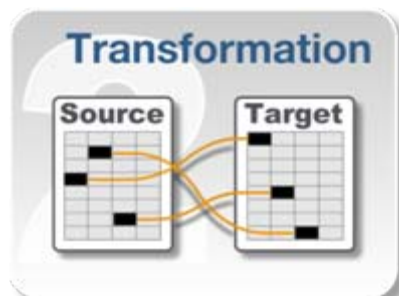
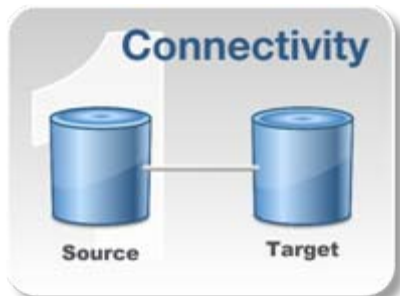
Configuration

1. Introduction
2. Edit Login Information For SAP endpoint.
3. Verify SAP connectivity
4. Extract SAP Customer
5. Complete SAP Connectivity
6. Create Business Rules for data validation
7. Verify Salesforce.com connectivity
8. Map customer data

4 Guided Steps to Rapid Integration



Cast Iron Capabilities



Web Management Console (WMC)

CAST IRON CLOUD INTEGRATE IN DAYS admin@dslade.wsbp | Settings | Help | Log Out

Home | Setup | Create | Modify | **Production**

Dashboard

Repository

Logs

Security

System

Project Configurations

Configurations Filter: All

Configuration	Running	Completed	Errored	Total	Actions
▶ Demo_T0041_FlatFileToSalesforceAccounts (Undeployed)	0	4	0	4	▶ ✕ ⚡ 📄 🗑️
▶ Post_XML_File_to_SFDC_T0031 (Stopped)	0	1	0	1	▶ 📄 ⚡ 🗑️
▶ T0041_FlatFileToSalesforceAccounts (Stopped)	0	1	0	1	▶ 📄 ⚡ 🗑️

Results

Jobs Filter: All Key Search:

Configurations	Orchestrations	Status	When	Key/Job ID
Demo_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 1.61s	03/31/2011 03:24:38 PM	A5648883FAE81DABB9AB952CE1C24ADA
Demo_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 0.97s	03/31/2011 03:17:16 PM	9B44BDE1FEF93DFBF61BD5A7EFD14C07
Demo_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 2.25s	03/31/2011 02:29:01 PM	A8AE025E14DC7EA3F684162C35B24DE5
Demo_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 2.54s	03/31/2011 10:55:08 AM	84B9FBC2B41737D7494B01B9BEE248CF
T0041_FlatFileToSalesforc	FlatFileToAccounts	Completed in 2.17s	03/30/2011 06:41:10 PM	B423C6AFD3953B55927DE77FC63D40E6
Post_XML_File_to_SFDC_Tc	PostXMLFileToSalesforce	Completed in 3.04s	03/30/2011 06:05:45 PM	B431AC2750B6C27972EAA86D3A974C73
Cloud_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 1.67s	03/30/2011 05:52:28 PM	B4F8BEDC779F6907DA7DC29EC4564EF9
Cloud_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 3.58s	03/30/2011 05:43:19 PM	B11DE928BCFDD84C833C12C221874DFF
Cloud_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 0.81s	03/30/2011 09:21:40 AM	8AF2A3A80CD31182CADB2111FB1A4C45
Cloud_T0041_FlatFileToSa	FlatFileToAccounts	Completed in 2.38s	03/30/2011 08:30:55 AM	B5F40D9F95C90459173A682BCBBA435D

|< < Page 1 of 1 > |>

Critical Alerts

Encountered fault of type (data.parse.er
Parsing Error: Error Parsing node Custor

Summary

3 Configurations (0 started)
3 Orchestrations (0 running)

6 Jobs


0 running
6 completed
0 errored

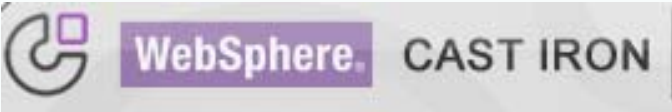
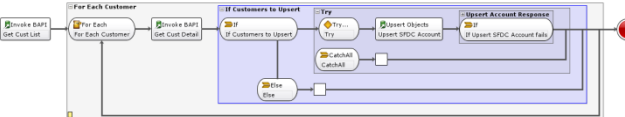
Secure Connectors

CREATED	1
Total	1

Refresh

Cast Iron vs. Custom Code

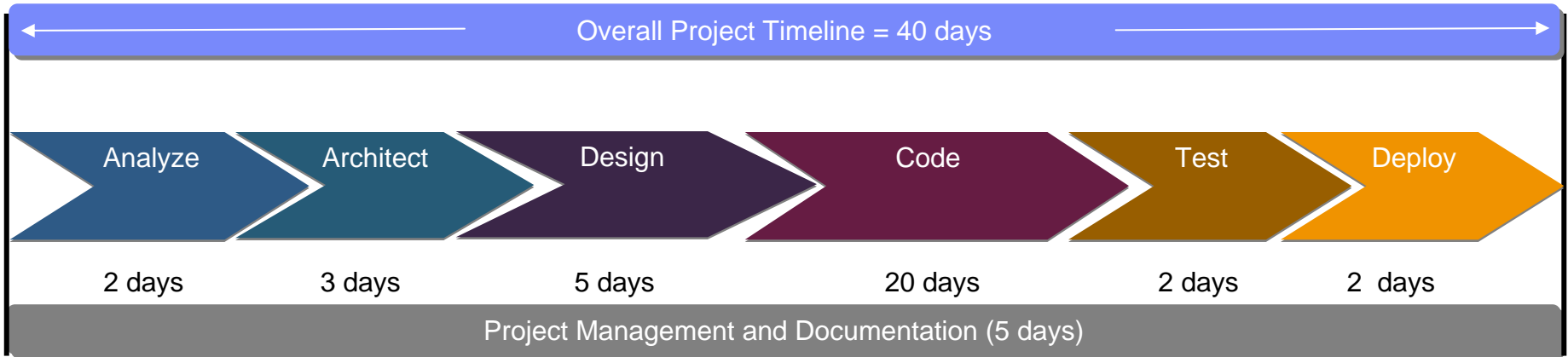
Custom Code				
Brittle	Not scalable	Skills-dependent	No Error Tracking	

				
Robust	Extensible	User-friendly	Full Error Tracking	

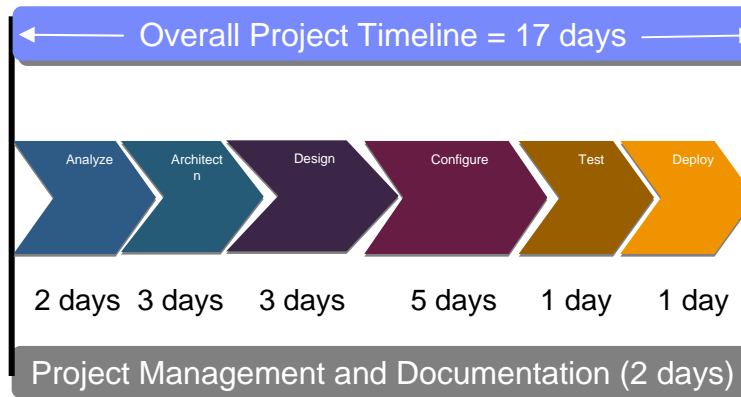
80% Savings due to “configuration, not coding”

Cast Iron vs. Custom Code

Integration using custom code*



Integration using Cast Iron*



* Based on avg. of five customer examples

Success Across Industries



Healthcare



Finance



Education



Manufacturing










Consumer









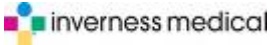
High Tech



Integration in Days: Enterprise

Company	Problem Solved	Project Endpoints	First Project Duration (In Days)
	Customer credit visibility	Salesforce.com, Datawarehouse	21
	Sales order visibility	SAP, Salesforce.com	10
	SOA integration, B2B, Purchasing	MQ Series, Siebel, Oracle, SAP, Flat-files	30
	Customer master integration	Salesforce.com, SAP	20
	Insurance data	Salesforce.com, Web Portal	15
	360* view of customer	SFDC, 3 Ad. industry apps	29
	Shop floor integration	MQ Series, SQL Server	30

Integration in Days: Midmarket

Company	Problem Solved	Project Endpoints	First Project Duration (In Days)
 Atlantic Marine	Employee provisioning	Sharepoint, JD Edwards, LDAP	10
 AWANA	Customer master visibility	SFDC, JD Edwards	20
 The Schumacher Group	Doctor Billing, Scheduling and Reporting	SFDC, PeopleSoft, Google Apps,	12
 Xtg EXCHANGE TECHNOLOGY GROUP	Customer master	Oracle CRM On Demand, Oracle EBS	10
 Bb Blackboard	Customer master	SFDC, PeopleSoft	11
 PIAB Innovators in Vacuum Technology	Order to shipment	Peachtree, custom ERP, Jeeves	14
 inverness medical	Customer complaint data	Salesforce.com, SAP, Flat-files	10

Case Study: B2B and Partner Integration, Billing and Invoices

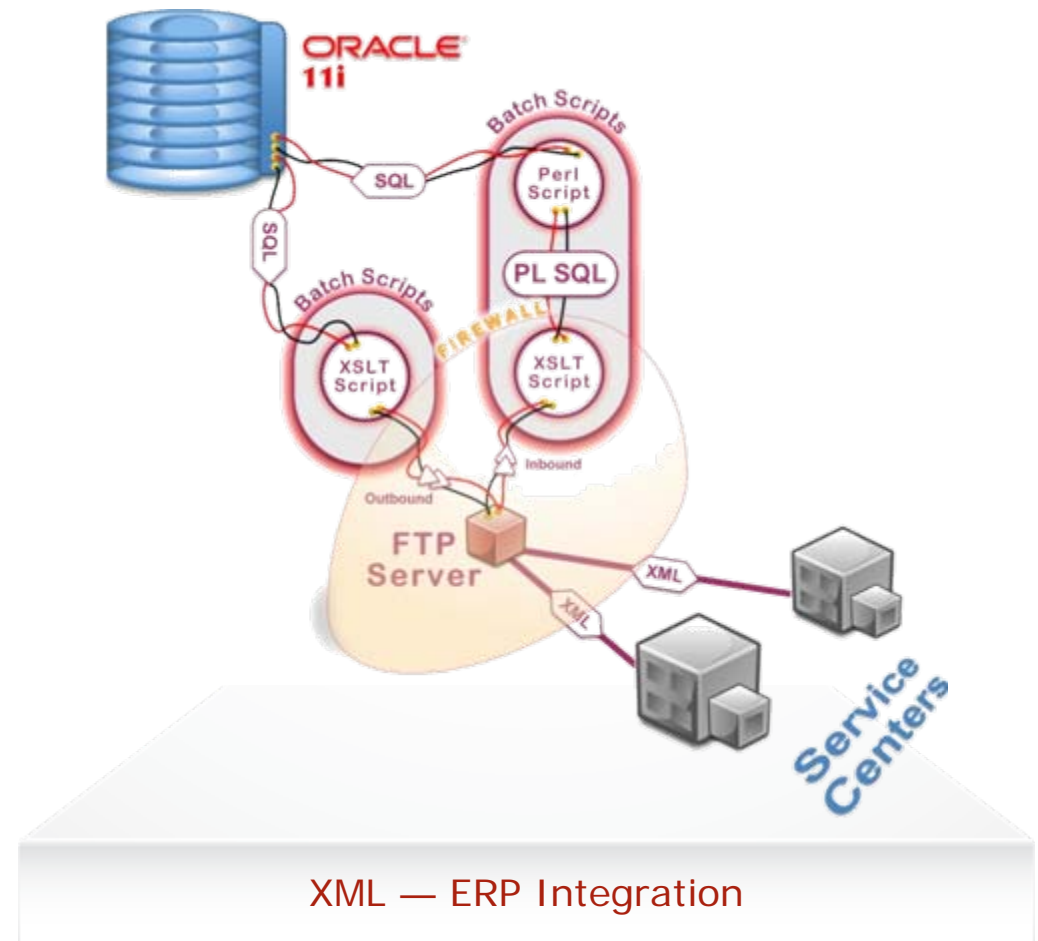

KYOCERA \$8B electronics manufacturer

Business Problems

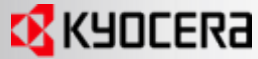
- Service records stored in Oracle 11i not available for QC, invoice matching
- Data from third-party service centers unreliable
- Multiple batch custom scripts: Perl, XSLT, FTP. Costly, error-prone. Could not scale

Competing Technologies

- Custom Code (existing solution):
 - Error-prone
 - No visibility into transactions



Case Study: Partner Integration, Billing and Invoices



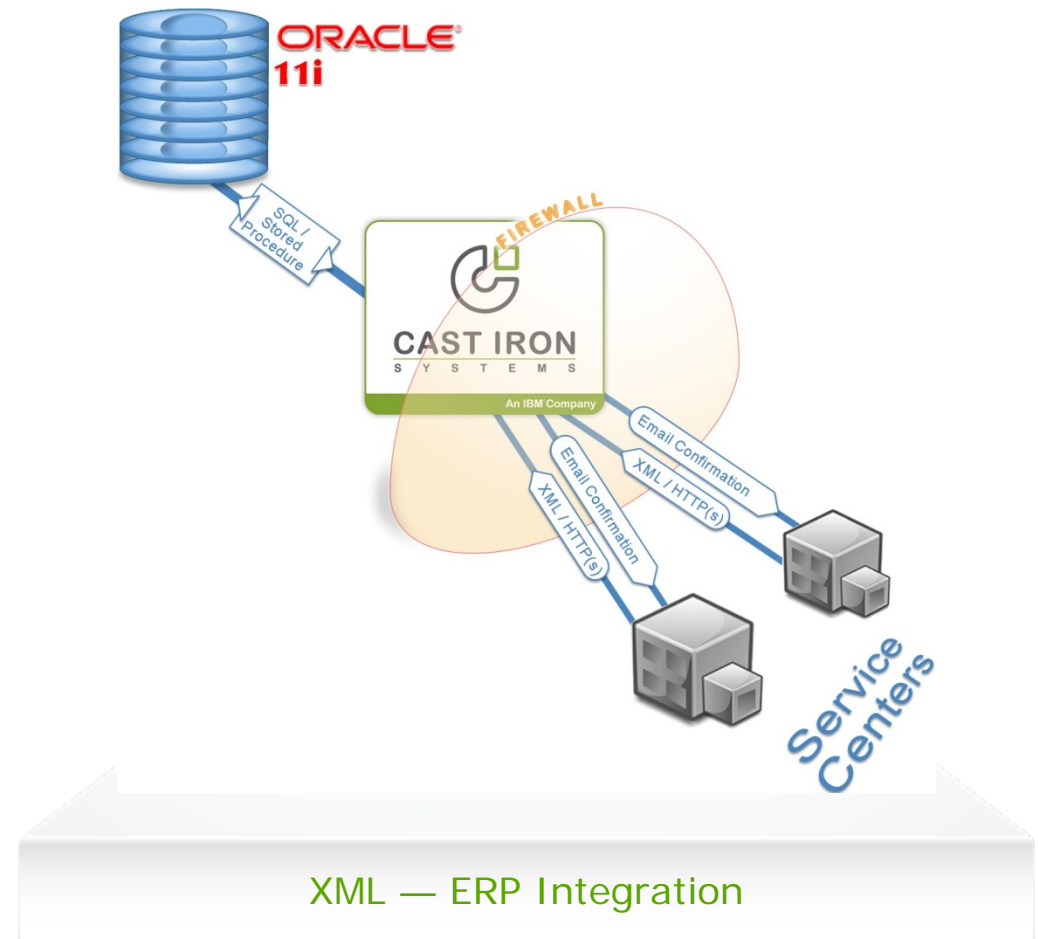
Real-time integration delivered in 17 days

Solution

- Cast Iron simplifies returns process
 - Real-time repair (XML) and ERP (SQL) data
 - Email alerts notify business user of success/failure
 - Invalid returns held for later repair

Results

- **Project completed in 17 days**
- Users get real-time notification errors and transactions
- Next steps: Integration with 2500 service centers worldwide
- Additional strategic projects: RosettaNet integration with partners



Case Study: B2B, Supply Chain and Retailer Integration



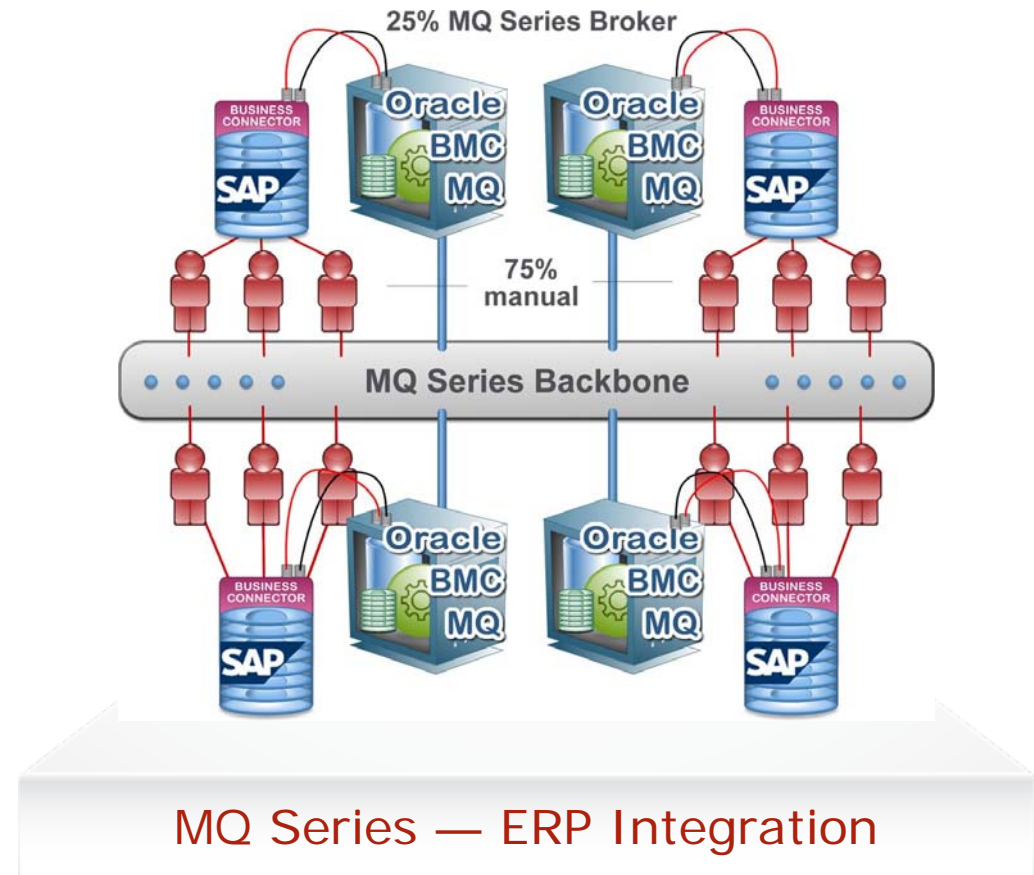
\$48B CPG manufacturer with high retailer focus & commitment

Business Problems

- Difficulty managing Retailer relationships due to disparate systems
- Synchronization of purchasing and foreign exchange data from ERP systems in 170 global subsidiaries
 - Oracle DB/Applications
- Integration projects stalled because of cost, complexity
 - Requires expensive IT at endpoints

Competing Technologies

- Middleware
 - Skill level requirement, cost, barrier to rollout



Case Study: B2B, Supply Chain and Retailer Integration



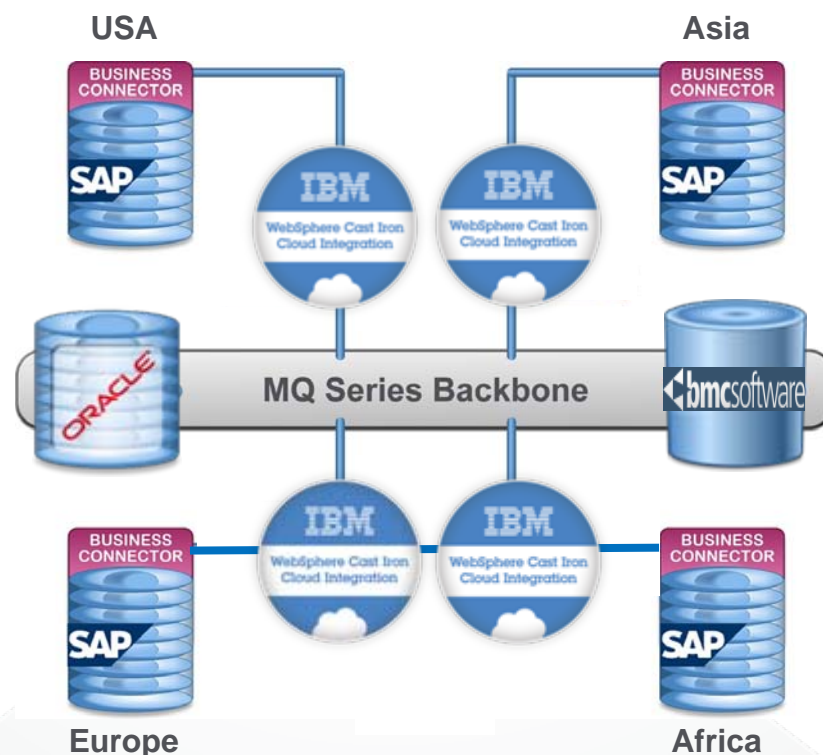
Real-time integration delivered in 20 days

Solution

- Cast Iron extends MQ Series to subsidiaries:
 - Extracts purchasing, marketing, foreign exchange information from ERP
 - Publishes to MQ Series backbone
- Exchanges POS data with retailers via FTP in South Africa markets
- Fully centralized remote mgmt from Malaysia

Results

- First Project delivered in 20 days**
- TCO reduced by: 75% (\$1.5M USD per year)
- ROI Payback: 6 months
- Cast Iron now integration standard worldwide – used in 20+ countries



MQ Series — ERP Integration

Case Study: Emergency Medicine



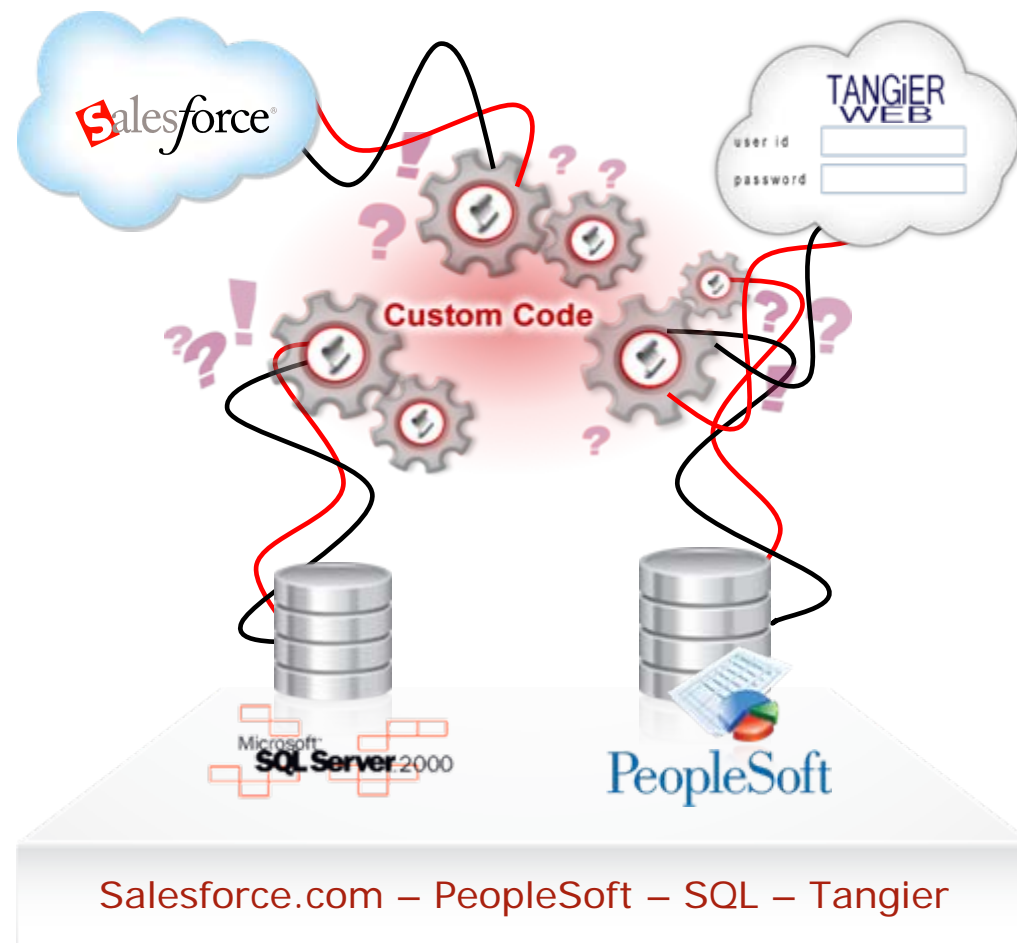
\$300M emergency medicine provider

Business Problems

- Need to move data across applications
 - Both real-time and batch
- Improve data quality and reliability
- Fluidly change business processes
- Scale with rapid growth
- Do notifications and triggers

Competing Technologies

- Custom Code:
 - Quick but dirty
 - Too programming intensive
 - Difficult to modify as needs changed
- Evaluated multiple ETL tools (NetManage & Fiorano):
 - Too costly
 - Long learning curve
 - No native SFDC connectivity
- Narrowed to two choices
- Cast Iron Appliance
- SQL Server Integration Services (SSIS)



Case Study: Emergency Medicine



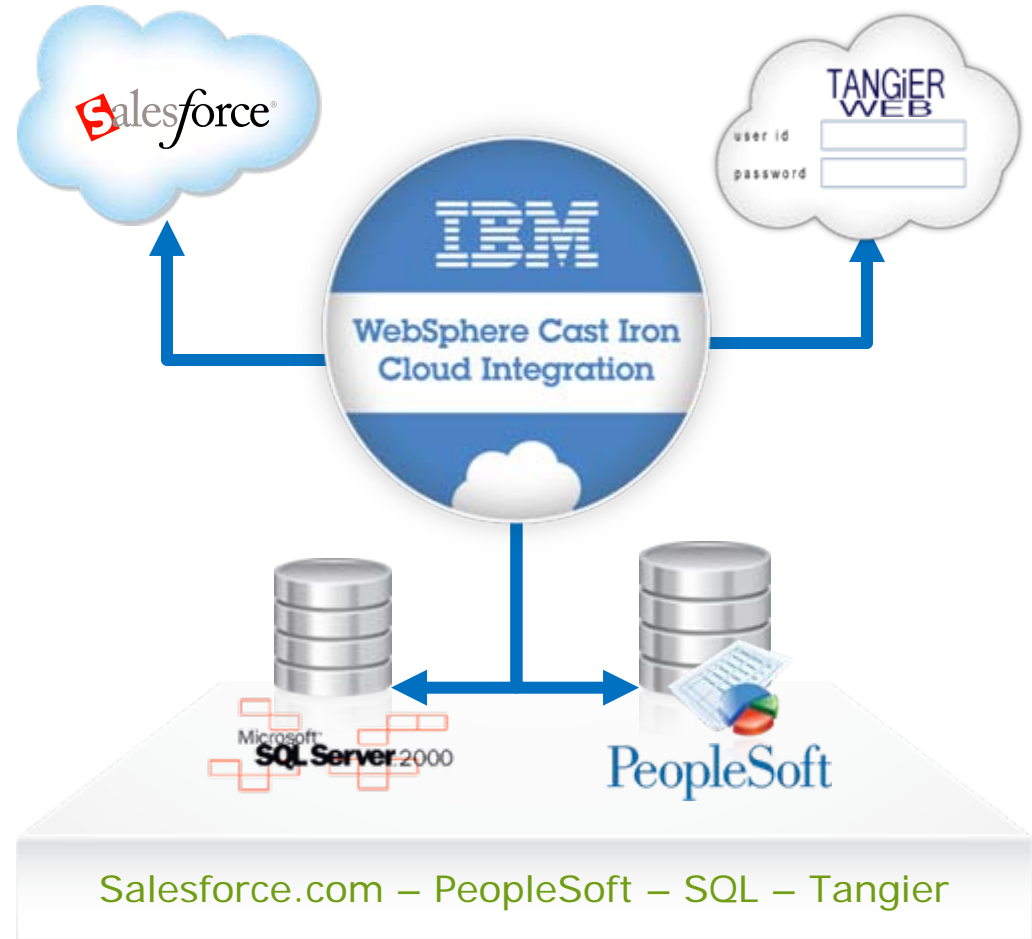
Real-time integration delivered in 8 days

Solution

- Cast Iron used as Integration Platform
- Appliance used for both real-time and batch needs
 - Architecture keeps dev environment secure and autonomous
- Multiple integration projects:
 - Doctor scheduling info between SFDC and Tangier
 - Payment info from PeopleSoft to SFDC

Results

- Project completed in 8 Days
- Rapid deployment of integration projects
 - Jr staff utilized to accomplish needs
 - Accessible knowledgeable professional services team
- Platform used for many subsequent projects
 - Flexible, fluid and scalable architecture
- Orchestrations easy to back-up for Disaster Recovery
- Jr Staff utilized to accomplish needs



Cast Iron Integration: What Does it Do / How Does it Work

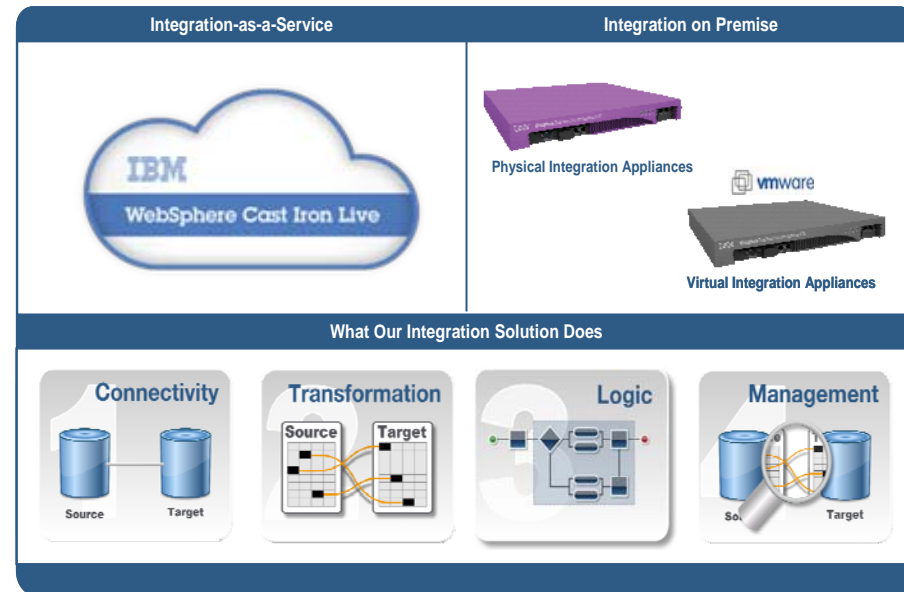
Cast Iron Cloud Integration solution enables organizations to rapidly connect their SaaS / cloud and on premise applications in just days.

- **Rapidly integrate cloud applications with hundreds of on premise applications:**
 - Packaged applications like salesforce.com, SAP, etc.
 - Home grown apps running on DB2, SQL Server ,etc.
 - Private cloud applications built using Web Services, etc.

- **Eliminate the “swivel chair” approach of accessing multiple applications**
 - Real-time visibility of data locked away in back office applications

- **Use a *Configuration, Not Coding* approach to cloud integration**
 - *Reusable templates called TIPS accelerate time to value*

- **Choose from flexible deployment options:**
 - Physical appliances running on Data Power platform
 - Virtual appliances
 - Integration as a service (Cast Iron Live)



Summary: Cast Iron Integration Platform

Proven

Thousands of customer integrations

Trusted

Strategic integration partner for all the leading cloud and on premise providers

Complete

A single platform for all your cloud and on premise integration needs

Peter Pang (pangp@sg.ibm.com)

WebSphere Appliance Sales Manager, ASEAN

THANK YOU

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What is WebSphere Cast Iron ?

- a. Rapid integration in days to cloud/SaaS applications and enterprise packaged applications using a configuration and not coding approach
- b. A oven ready platform to cook and grill meats for house parties
- c. A hardware and software bundle from IBM

