

Selecting the right ESBs for your needs —
then using them in an integrated SOA.



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Making the ESB connection

Laying a solid foundation for your SOA

Tying together the heterogeneous environment

Getting to work—then doing the work—fast

One ESB or many—everything works together

Making the ESB connection

One of the most appealing promises of service-oriented architecture (SOA) is the ability to share information across applications, even across platforms. Think how making use of this shared information across your organization can help provide the agility, adaptability and flexibility your organization needs. How are you going to make this sharing happen? The answer is easy—with an enterprise service bus (ESB). But now you're facing a second question that takes a bit more consideration—how do you select the right ESB to meet the unique needs of your project as well as your organization?

A key goal of an SOA—and the ESBs that enable it—is to link people, processes and information with a rapid and smooth flow of information, providing better alignment between IT and business goals. Organizations worldwide are working to achieve these benefits. Gartner reports that in 2007, the adoption rate of ESBs soared by 89 percent.¹ But different companies adopt ESBs for different reasons. Some are just beginning to implement an SOA. Others have already deployed a full-blown SOA-based infrastructure. Some need to focus on greater scalability or better system management. Others need enhanced governance or improved security.

ESB solutions from IBM make connections that can help meet all these needs.

On the following pages, you can learn more about our ESB solutions and our clients' experiences. You even can link to IBM proof-of-technology events, where you can take a deep technical test drive or download one of our ESB products so you can try it today in your own environment.



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If you're one of a growing number of organizations rolling out Web services solutions using IBM WebSphere® Application Server software and you're looking for a way to link those services for better sharing and use of information, IBM WebSphere Enterprise Service Bus software supports the powerful and flexible connectivity you need. It delivers standards-based connectivity and integration that can streamline business. Control application maintenance costs. Enhance system and services management. And provide the core capabilities you need for building an SOA.

What's more, because WebSphere Enterprise Service Bus software builds on the foundation of your SOA, it's ready to grow with your business needs. Whether your initial deployment is for a single department or your entire enterprise, this software can help address your entire services life cycle. It extends easily with WebSphere adapters so you can connect with additional business applications—including hundreds from IBM Business Partners. It reconfigures dynamically to meet changing processing loads.

And the newest version provides policy-driven connectivity with increased flexibility to configure service mediations through policies. WebSphere Enterprise Service Bus sets the stage for a federated ESB model, giving you the increased business agility and flexibility that today's marketplace demands.



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ESBs in the real world

View a video that shows how Sears Canada built the foundation for an SOA that would help overcome integration issues of its legacy applications.

Get proof

Find out about the benefits and capabilities that WebSphere Enterprise Service Bus software can provide for an SOA environment.

To learn more about or enroll in a proof-of-technology event, please contact your IBM software sales representative.

 **“The WebSphere Enterprise Service Bus contributed to a better product, ... greater flexibility, and shorter time to market.”**

— Miki E. Vhlyarik, architect, Sears Canada Inc.



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Many legacy applications were developed and deployed for specific purposes. Some continue to live in silos according to their functions or business units. But today's demands for flexible and agile business operations require that legacy applications play a larger role in your heterogeneous enterprise environment. These single-purpose, sometimes proprietary and typically very valuable applications now must share information with one another, with packaged applications and with Web services.

IBM WebSphere Message Broker software is an ESB designed to make this sharing a reality. This platform-independent solution replaces hard-coded point-to-point links to provide connectivity for applications and services in practically any format, including the formats of your legacy applications, within your SOA.

Built on top of IBM WebSphere MQ software, which provides an SOA messaging backbone for connecting any new and existing applications and Web services, WebSphere Message Broker software adds transformation, intelligent routing and information flow modeling to distribute information and data practically from anything to anything else—people, applications and devices—throughout the enterprise and beyond to business partners, customers or suppliers outside your firewall.



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View a video that shows how Blue Cross/Blue Shield of Kansas City used WebSphere Message Broker software to get products and services to the marketplace fast by enabling the move to realtime processing.

Get proof

Participate in a hands-on experience with WebSphere Message Broker and WebSphere MQ software, as well as complementary products.

To learn more about or enroll in a proof-of-technology event, please contact your IBM software sales representative.



“We saw WebSphere Message Broker as being advantageous because we were able to use it to speed up development of key process rather than doing hardcoding.”

—Erik Brokaw, architect, BlueCross BlueShield of Kansas City



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Business today is not just about what you do, it's about how fast you do it. The same can be true for your use of technology. You need to deploy critical solutions faster. And use them to work faster. Otherwise you may have difficulty addressing the accelerating and unrelenting change and competition your organization faces every day.

The IBM WebSphere DataPower® Integration Appliance XI50 device can help you achieve the rapid implementation and enhanced productivity you need. It's a purpose-built hardware ESB implemented in hardware, designed to deliver simplified deployment and hardened security features in a drop-in, configurable solution.

Here's an innovative approach to leveraging your existing application, security and networking investments while harnessing the power of a messaging-based SOA running WebSphere MQ software. Simply plug the appliance into your network—integration is quick and easy. The appliance then integrates applications and services at wire speed. Even Web services and XML messages, which traditionally have a heavy impact on application server performance, are accelerated through the environment by the appliance. It can help speed the rest of your environment, too—with CPU-intensive workloads performed by the appliance, your servers and applications are freed for other tasks, and greater speed.



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View a video that shows how [Sprint](#) used the WebSphere DataPower Integration Appliance XI50 device to provide security-rich, high-performance services to users outside the enterprise.

Get proof

Become familiar with the use and value of the WebSphere DataPower SOA Appliance.

To learn more about or enroll in a proof-of-technology event, please contact your IBM software sales representative.



“The consumability of appliance technology, like IBM’s WebSphere DataPower technology, is vital to enabling the necessary unification by increasing the speed and efficiency of how IT delivers value to the business.”

— Dick LeFave, CIO, Sprint

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Many organizations have or need more than one ESB. In many cases, they add them gradually as their SOA grows. Often different projects may need the key functionality delivered with different types of ESB—the foundation of WebSphere Enterprise Service Bus, the universality of WebSphere Message Broker, the speed and simplicity of WebSphere DataPower SOA Appliances. Now how do you get them to work more closely together to enhance the business?

IBM provides the components for governance, service management and security features you need to take that next step to creating a federated model for effectively managing messages and service flows across your multiple ESBs and SOA domains.

- **IBM WebSphere Service Registry and Repository software** provides an integrated service repository to govern services and manage the service life cycle across multiple ESBs.
- **IBM Tivoli® Federated Identity Manager software** propagates identity across services and federates across domains to reduce business risk by controlling changes in security information.
- **IBM Tivoli Composite Application Manager for SOA software** delivers a comprehensive management solution designed to ensure that key business applications are effectively governed and are meeting agreed-upon service levels.

Now each part of the organization can choose the ESB it requires—and build an SOA at its own pace—while working with other federated ESBs to build comprehensive and effective connectivity to share and use information across the enterprise.



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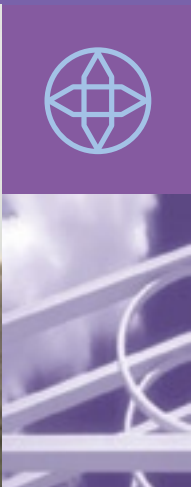
Over a two-day event, receive the information you need to develop an SOA strategy that includes federated ESBs.

To learn more about or enroll in a proof-of-technology event, please contact your IBM software sales representative.



“The ESB provides a flexible infrastructure for investment banking. Our business is changing very fast, and the ESB enables us to support upcoming business opportunities immediately by connecting new marketplaces and new dealing systems to our existing system landscape. The ESB accelerates the adoption of new business processes and the launch of new products and services.”

—Head of business development, European bank



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For more information

For more information about enterprise service bus solutions from IBM, contact your IBM sales representative or your IBM Business Partner, or visit:

ibm.com/software/websphere/products/appintegration/esb

¹ Gartner, *Predicts 2008: The Platform and Integration Middleware Market Is Changing and Growing*, January 7, 2008.





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