IBM

WebSphere® software

IBM WebSphere Business Services Fabric for Multiplatforms and z/OS

Highlights

- *Helps IT enable business people to respond quickly to pressing business problems while saving IT effort and money*

- *Supports rapid innovation and the flexibility to change across multiple business processes and disparate IT systems*

- *Enables the creation, management and governance of Business Services*

- *Allows business service policies to direct the action of a business process*

- *Provides a single Web-based graphical user interface for business users to interact with business processes and business process management application content across IBM WebSphere products*

- *Speeds time to market with prebuilt industry assets that leverage years of investments in systems and applications*

Change is accelerating … will you keep up?

Rapidly changing economic conditions, aggressive and low-cost global competitors, more complex regulatory requirements and industry consolidation are driving transformative change at a pace faster than most organizations have ever encountered before. The mandates to businesses today: respond rapidly to competition, capitalize on new market opportunities and reduce exposure to risk.

A 2008 IBM survey of more than 1,000 CEOs revealed that 87 percent of them believe fundamental change is required within the next two years to drive innovation in their businesses. What's more, the survey said that becoming a globally integrated enterprise is inevitable, yet the gap between the expected change and the ability to handle it has tripled to 22 percent.

IBM customers have made it clear why managing change is top of mind. Here are some common concerns:

- *Corporate acquisitions cause overlaps and duplications in systems.*
- *Existing systems make it difficult to document activities for compliance regulations.*
- *Packaged application implementations have driven the change request backlog up rather than down.*

Gain competitive advantage and foster innovation with agility

Whether your company offers a first-rate customer advantage program, a hyper-efficient patient billing application or the industry's fastest online banking service, you should realize that your key differentiators and competitive advantages are contained in your business processes and not limited to discreet product or service offerings. Companies today are raising the bar with competitive advantages delivered through their business processes. If you haven't already, you should start thinking of your business processes as key strategic assets and competitive weapons.

Nearly every CEO believes his or her business model will need to change. However, closing the gap between change and the organization's ability to handle it is made difficult by rigid business processes, traditional tightly coupled and segregated capabilities, lack of business and IT alignment, and inadequate skills and tools.

To close this gap, you need to consider a new approach. Business process management (BPM) powered by the IBM Smart service oriented architecture (IBM Smart SOA™) improves how you design, manage and optimize your business processes by helping you to efficiently build solutions, reuse your existing assets and be flexible in dealing with change.

> *"We have seen more change in the last 10 years than in the previous 90."*
> – Ad F. Scheepbouwer, CEO, KPN Telecom*

Combining BPM with the Smart SOA approach is becoming an imperative for companies that want to maintain leadership in their industry. Used together, BPM and the Smart SOA approach offer high levels of agility, flexibility and process optimization without "reinventing the wheel" each time a process change occurs. IBM WebSphere®

Business Services Fabric combines BPM and the Smart SOA approach, enabling business analysts to rapidly create new enterprise processes and make concurrent changes to processes with governance—but with minimal impact to IT and without scrapping existing IT assets.

WebSphere Business Services Fabric uses shareable, reusable Business Services driven by Business Service Policies that enable you to define, manage and implement changes to business processes through configuration. Simpler, more accurate, and far less costly than hard-coding fine-grained rules and custom code, working with Policies enables you to react quickly to changing business needs, enabling an increasing return on investment (ROI). Business Service Policies also enable improved modeling, visibility and monitoring within the larger business process.

WebSphere Business Services Fabric stores and acts upon formerly inflexible, individual process attributes, such as roles, channels and rules, in a centralized, easily updatable meta data store and runtime environment. This enables enterprise-wide Business Policy changes to be simultaneously shared across all applicable processes. This Dynamic Service Selection capability

gives you the flexibility to customize service delivery through multiple communication channels, including the Internet, business-to-business (B2B) and interactive voice response (IVR) systems.

Increase ROI for existing IT assets

WebSphere Business Services Fabric helps incrementally improve your company's ROI by using the IT assets you already have and bringing them into a dynamic environment in which you can continuously make sound business improvements. Reusing or sharing Business Services further escalates your ROI. A change that previously might have taken months to complete can be reduced to hours, so your company, your customers and your competition experience immediate impact.

WebSphere Business Services Fabric provides a standards-based offering to help IT manage the life cycle of Business Services and make their assembly and deployment simple, fast and business-driven. Our life-cycle management capabilities include the ability to source, model, assemble, deploy, manage and govern local and remote Business Services from service discovery to retirement.

WebSphere Business Services Fabric provides integrated runtime, design-time and management capabilities, including:

- *A highly scalable runtime engine for defining and enforcing Business Service Policies, enabling Dynamic Business Service assembly and behavior adaptation based on Content, Context and Contract.*
- *Controls and automates entitlement of Business Services for subscribers, enabling creation, control and management of service packages to subscribers. Can integrate with leading security and identity management products.*
- *Visibility and monitoring of business processes and applications, plus analysis of events and exceptions.*
- *End-to-end governance of Business Services through design, run time, deployment and management.*
- *Storage and management of Business Services, Business Service Policies, and Business Service entitlements.*

To better support business users, WebSphere Business Services Fabric incorporates IBM Business Space, a common, graphical user interface that enables business analysts to create and change their own and corporate-wide processes by managing Business Services, Business Service Policies and business vocabulary. IBM Business Space:

- *Allows users to create their own spaces, a collection of pages consisting of a business process application or collaborative user experience within Web-based tooling*
- *Provides customizable templates to rapidly create shared or private user experiences for a process*
- *Enables IT developers to achieve faster time to value when developing their BPM end user experiences, through better reuse of existing product content and simplified tools for assembling a user interface*
- *Provides a consolidated view of business process content and enables contextual collaboration in one location*
- *Is shipped as a common business user interface component with the following runtime products:*
  — *IBM WebSphere Business Services Fabric*
  — *IBM WebSphere Business Monitor*
  — *IBM WebSphere Process Server*
  — *IBM WebSphere Business Modeler Publishing Server*

WebSphere Business Services Fabric is available in multiple languages, enabling you to use your Business Services across the world. Among the languages supported are English, French, Italian, German, Spanish, Brazilian Portuguese, Japanese, Korean, simplified Chinese and traditional Chinese. In addition, support is now offered for Czech, Hungarian and Polish languages and basic support for bidirectional text.

WebSphere Business Services Fabric requires the use of IBM WebSphere Service Registry and Repository to help facilitate service discovery, reuse and life cycle governance.

Accelerate your industry-specific efforts
WebSphere Business Services Fabric has numerous industry content packs with prebuilt, extensible SOA content based on prevalent industry standards and best practices designed to accelerate the delivery of industry-specific business solutions.

The range of optional industry content packs includes:

- *IBM Insurance Property and Casualty (P&C) Content Pack for WebSphere Business Services Fabric*
- *IBM Healthcare Payer Content Pack for WebSphere Business Services Fabric*

- *IBM Banking Payments Content Pack for WebSphere Business Services Fabric*
- *IBM Telecom Operations Content Pack for WebSphere Business Services Fabric*
- *NEW IBM Product Lifecycle Management (PLM) Content Pack for WebSphere Business Services Fabric*

New in Version 6.2, WebSphere Business Services Fabric includes prescriptive guidance for developing new content packs. This training kit features:

- *A how-to guide and methodology to enable Business Partners and customers to build their own unique content packs*
- *Detailed knowledge on the architecture and asset structure, information about how to use and extend the architecture, and examples from existing industry content packs*
- *Heightened interoperability with WebSphere Business Modeler and WebSphere Business Monitor*
- *An end-to-end delivery of Business Service through Business Service Policy using the reference implementation from industry content packs*

Version 6.2 introduces the optional IBM Product Lifecycle Management (PLM) Content Pack, with these features:

- *Applies to automotive, electronics, aerospace and defense and industrial verticals*
- *Based on well-adopted industry standards:*
  — *American Productivity & Quality Center Process Classification Framework (APQC PCF) models*
  — *Object Management Group product lifecycle management (OMG PLM) Services 2.0*
  — *Verband der Automobilindustrie e. V (VDA) 4965*
  — *Open Applications Group Integration Specification (OAGIS) 9.1 Models*
- *Focuses on business areas including Product Data Management, Engineering Change Management, Bill of Material and Supplier Collaboration*
- *Includes PLM-specific assets, such as capability and process maps, Business Service templates, service interfaces, common services, Business Object Model and business glossary*
- *Delivers assets aimed at an ecosystem of original equipment manufacturers (OEMs), suppliers, service providers and other manufacturers*
- *Includes the core offering from the IBM Product Development Integration Framework*

In addition, the Telecom Operations Content Pack is updated in WebSphere Business Services Fabric, Version 6.2 to include:

- *Enhanced business service templates, schemas and additional service interfaces in billing, inventory, fulfillment and assurance*
- *Improved business glossary with additional assertions and metadata*

Start small and expand process transformation at your own pace
Whether the business outcome you seek involves small refinements to business processes—such as automation—or a complete reengineering of a process to decrease overhead, IBM can support your goals. You can begin by focusing on a discrete business process area and then reusing those processes within other areas. Or, you can take dynamic process management a step further—to process transformation—through a cohesive set of capabilities and best practices in dynamic process management that can spur a quantum leap in your ability to respond quickly and effectively to change and business needs and result in an agile enterprise.

This market-leading offering is available through IBM WebSphere Dynamic Process Edition and has WebSphere Business Services Fabric at its core. A cornerstone offering in the IBM Business Process Management suite, WebSphere Dynamic Process Edition helps you harness the power of change by enabling you to continuously—and dynamically—optimize your business processes. The software also helps you better align IT with the business by sharing, discovering and reusing business processes. WebSphere Dynamic Process Edition includes end-to-end BPM dynamic business process capabilities, from simulation and rapid deployment capabilities, to process best practices for reusing and/or sharing existing resources while simply configuring necessary changes when needed, to a real-time one-view for processes. You can incrementally implement your ongoing business transformation and continually refine your business processes over time. IBM offers unmatched expertise, complete with market-leading business process management and SOA methodologies, a wealth of consultants and services, and the industry's largest partner ecosystem for business process management. WebSphere

Dynamic Process Edition with WebSphere Business Services Fabric empowers business and IT to collaborate to achieve innovation, greater market share and a stronger competitive foothold.

Insurance carrier boosts productivity and lowers costs with dynamic business process management
Challenge: An insurance firm had inflexible existing IT systems and a large and continuously changing product line.
Solution: They deployed a business process management solution enabled by SOA and accelerated time to market with an IBM Industry Content Pack designed for the insurance industry. They also created an automated, on-demand IT infrastructure that can outsource key functions.
Results: Within six months, the company experienced 52 percent asset reuse; 16 times the initial quote volume; a four percent net increase in premiums; and lower operating costs due to reduced call center traffic and manual processes.

* Source: The Enterprise of the Future, IBM Global CEO Study, May 2008.
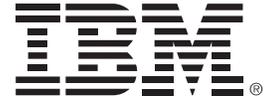
For more information

To learn more about how to effectively manage business processes with WebSphere Business Services Fabric, Industry Content Packs and WebSphere Dynamic Business Process Edition, please contact your IBM representative or IBM Business Partner, or visit the following Web sites:

- **ibm.com**/software/integration
- **ibm.com**/software/integration/wbsf/
- **ibm.com**/software/integration/wdpe/

Additionally, IBM Global Financing can tailor financing solutions to your specific IT needs. For more information on great rates, flexible payment plans and loans, and asset buyback and disposal, visit: **ibm.com**/financing

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