

## IBM WebSphere Business Integration for Automotive

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### Highlights

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- ***Automate manual steps within a process***
- ***Streamline processes for competitive advantage***
- ***Create a consistent, single view of critical business information (such as customer and product data) across different applications***
- ***Link with trading partners and trading networks more quickly for business-to-business (B2B) transactions***
- ***Reduce the high costs of manual transactions***

Recent industry, consumer and economic trends are reshaping the automotive industry. Competition levels are rising while margins are declining. Like many manufacturers today, companies in the automotive industry may struggle to meet their manufacturing and shipment schedules at the same time that they're burdened by excessive inventory levels.

Poor capacity planning, missed cost targets, inadequate decision support and limited manufacturing flexibility make it difficult to get new products to market on time. Escalating design costs can cut deeply into company profitability. And if companies in the automotive industry can't manage change efficiently, they can quickly find their business behind the competition.

The primary focus areas for the automotive industry are to streamline engineering and manufacturing operations, consolidate industry supply channels, establish customer-centric

relationship business models, and comply with region-specific regulations as the scope of global operations expand.

### **Creating efficient, lean business functions**

The industry business model is evolving toward a coupling of bundled solutions, increased outsourcing of partnerships, niche marketing channels, electronic supply chains and consumer personalization. The critical success factor throughout the model is the ability to harness and link the information contained within each process grouping and use it to create highly efficient and lean business functions.

e-business—and the collaborative processes it supports—is changing the way the automotive industry does business. IBM is a major player in the automotive industry, providing leading solutions, services and technology. We work with auto

makers, automotive suppliers, distributors and dealerships on every part of the value chain and help customers transform into e-businesses.

### **Integration — the way to a uniform, responsive business environment**

IBM WebSphere® Business Integration for Automotive provides the platform and connectors to integrate applications, data models and process workflows creating a more efficient, uniform and responsive business environment. Through our industry knowledge, our integration products are designed to work with industry-specific applications, data standards and business processes, which translates into faster, easier and more effective results from integration projects. WebSphere Business Integration for Automotive can help:

- *Reduce supply-chain costs by using prepackaged business process modules*
- *Achieve rapid return on investment (ROI) and reduce time to market for new product introduction*
- *Reduce the risks of new system-integration projects by using prebuilt connectivity*

WebSphere Business Integration for Automotive is built on IBM CrossWorlds® technology. This technology automates business processes that integrate across multiple applications,

such as those for managing customer relationships and supply chains, and it integrates business processes. Prebuilt components allow a company in the automotive industry to integrate swiftly and at an extremely low cost.

This architecture offers many advantages, including:

- *Logical, distributed hub-and-spoke architecture for rapidly scalable, Plug and Play integration*
- *Data and messaging format independence for integration flexibility and reduction of system implementation and management costs*
- *Easy-to-use, powerful tools for data mapping, relationship management and process design—for highly flexible integration management*
- *Enterprise scalability, reliability, availability and performance to meet mission-critical requirements*

### **A comprehensive solution for greater functionality**

This comprehensive solution provides functionality for message transformation, message routing and guaranteed message delivery. In addition, WebSphere Business Integration for Automotive offers orchestrated workflows around closed-loop and secure business-process executions. For true business-process management—without changing existing data and applications—WebSphere

Business Integration for Automotive offers back-end and legacy integration.

WebSphere Business Integration for Automotive is a packaging of several key components:

- *IBM CrossWorlds InterChange Server (ICS)*
- *IBM WebSphere MQ Workflow*
- *IBM WebSphere MQ Integrator Broker*
- *IBM CrossWorlds Collaborations*
- *IBM CrossWorlds Connectors*
- *IBM CrossWorlds Tools*

This solution is compatible with the IBM middleware portfolio, including WebSphere Application Server, WebSphere MQ and MQ Workflow.

### **IBM CrossWorlds InterChange Server**

As the base of WebSphere Business Integration for Automotive, ICS is a scalable, reliable and secure environment for business integration. Simply stated, ICS offers mission-critical reliability and availability, enterprise-level scalability and performance and configuration management.

### **IBM WebSphere MQ Workflow**

MQ Workflow enables businesses to align and integrate resources and capabilities. It accelerates business-process management and enhances business agility, service-level management and the reuse of business services.

### **IBM WebSphere MQ Integrator Broker**

MQ Integration Broker coordinates the flow of information while enriching, reformatting and distributing information across a range of business integration needs. Its open architecture allows companies to scale from the smallest integration project to the largest enterprise project, all in a way that suits the business' needs.

### **IBM CrossWorlds Collaborations**

These rules, or integration modules, graphically define the end-to-end process — encapsulating basic integration and business rules for common processes. Collaborations offer the industry-specific solutions for business-process automation. Based and leveraged upon the IBM Common Object Model, CrossWorlds Collaborations can reduce initial and ongoing maintenance costs. WebSphere Business Integration for Automotive offers 34 industry-specific collaborations, such as:

- *eSales*
- *eProcurement*
- *eCustomer service*
- *Demand planning*
- *Supply planning*
- *Sales processing*
- *Service support*
- *Human resources*
- *Procurement*
- *Inventory management*
- *Financial transactions*

### **IBM CrossWorlds Connectors**

These connect packaged and legacy systems, databases, trading partners' systems and public information stores — allowing companies to pull information from any of these sources. This connection offers a wide range of support. The level of the support includes the following synchronous and asynchronous connections:

- *Event-driven, real-time connections*
- *Loosely coupled trading partner connections*
- *On-demand customer connections*
- *Tightly coupled trading partner connections*

The synchronous Common Object Request Broker Architecture (CORBA) based remote invocation mechanism (access interface) connects audiences to systems and applications through browser-based interactions. In addition, the sophisticated business object integration and management capabilities unite and extend your business processes and IT resources — inside and outside the company.

### **IBM CrossWorlds Tools**

This extensive set of intuitive, visual and easy-to-use tools, provides customers with administrative and development support for system management, application connectivity and business-process modeling.

### • **IBM CrossWorlds System Manager**

*The IBM CrossWorlds System Manager provides system administrators with an interface to monitor, control and analyze the entire system.*

### • **IBM CrossWorlds Process Designer**

*The IBM CrossWorlds Process Designer uses Unified Modeling Language (UML) compliant graphical notation to graphically sketch and refine the logical flow of business process, while processing pure Java™ code automatically.*

### • **IBM CrossWorlds Business**

#### **Object Designer**

*The IBM CrossWorlds Business Object Designer is a graphical tool for generating and maintaining business objects.*

### • **IBM CrossWorlds Map Designer**

*The IBM CrossWorlds Map Designer is a visual tool that helps customers build and extend transformation maps to convert data from application-specific formats into the IBM CrossWorlds business objects or industry-specific objects.*

### • **IBM CrossWorlds Relationship Designer**

*The IBM CrossWorlds Relationship Designer maintains the cross-references between integrated data by defining the relationships between application objects and attributes.*

### • **IBM CrossWorlds Relationship Manager**

*The IBM CrossWorlds Relationship Manager offers a single view of*

*your enterprise information - helping companies to understand the information about each relationship and the nature of the relationships.*

• **IBM CrossWorlds Connector Development Kit (CDK)**

*The IBM CrossWorlds CDK provides a uniform framework for developing, building or enhancing connectors. A company can perform these functions to IBM-supplied connectors or those applications not directly supported by IBM.*

**Open standards — for smooth integration, reduced costs**

IBM is dedicated to offering an integration architecture based on open standards. These standards fuel the WebSphere Business Integration solution. The solution features the technology of the WebSphere Application Server, WebSphere MQ and IBM CrossWorlds middleware — enabling faster and easier integration while reducing your implementation and maintenance costs.

For more information, go to **ibm.com/websphere/integration/auto** or contact us at Worldwide Business Integration Sales, 1 888 685-0947, or send an e-mail to [bisales@us.ibm.com](mailto:bisales@us.ibm.com).



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06-02  
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