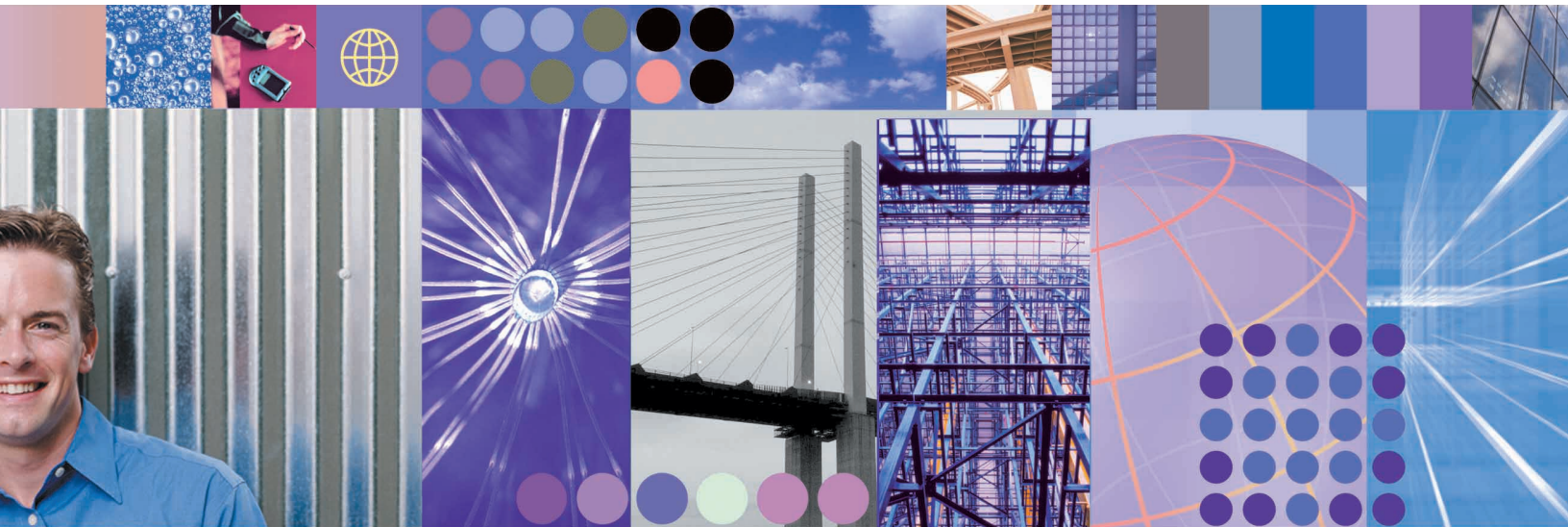


**WebSphere.** software



**Extend your enterprise with flexible B2B collaboration.**

Business leaders recognize that to prosper in today's marketplace, all your resources must work together. Seamlessly. You must connect important business processes with those of your partners. Transparently. Collaboration with trading partners within and beyond your enterprise is essential. Business-to-business (B2B) process integration—allowing business processes to connect with internal and external systems—is the next step in the evolution of e-business.

### Why B2B process integration?

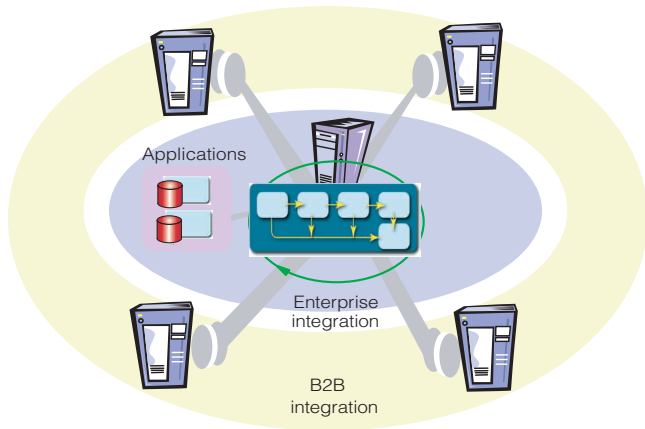
- Obtain cost and productivity improvements from integration with external partners:
  - *Automate supply chains*
  - *Streamline procurement*
  - *Improve quote turnaround*
  - *Collaborate on product design*
- Accelerate e-business initiatives with customers, suppliers and partners
- Integrate with public and private exchanges to reach new markets and customers
- Reduce Electronic Data Interchange (EDI) costs by implementing EDI over the Internet
- Leverage and integrate with existing applications and systems

With an automated supply chain, you can make truly informed decisions in realtime, based on need and availability (not guesses based on historical hunches) when outsourcing goods. You can have a procurement system that manages purchases of the product or service you need—only when you need it. One that conserves not only your capital but your warehouse space. And with access to larger trading exchanges, you'll have more business opportunities. With data always available to you and your trading partners, teams can collaborate and make decisions in realtime, increasing your speed to market while you reduce costs and gain efficiencies.

Whether automating your supply chain, participating in trading exchanges, implementing online procurement or adding new products or services, B2B process integration solutions are key drivers of sustained success.

### Choose flexible, open, industry-standard collaboration

When integrating across organizational boundaries, applications, middleware and software need to work together smoothly, no matter who built them. Different business units within your company may have independently made information technology (IT) investments, resulting in disparate applications and legacy infrastructure considerations. Integration is a multidimensional issue involving different applications, different platforms residing on different networks and different standards used to exchange data.



*B2B integration can start with a simple Web services connection between partners. As integration needs grow, the infrastructure can be extended to add support for more complex processes and to provide EDI over the Internet.*

Connecting to just one partner requires you to reconcile the differences between the applications, data formats and protocols needed to establish effective linkage. The challenge multiplies and grows exponentially as the number of partners and processes increases. Separate point-to-point connections on private networks for each partner can be prohibitively complex and expensive.

Every step of your business integration effort requires that you choose between a proprietary implementation or an open solution. As you extend integration to more partners, the choice of an open, industry-standard solution becomes even more important to provide the flexibility you need to collaborate with a range of partners whose IT systems are as varied as yours.

### **Integrate adaptable business processes into your evolving organization**

Open solutions deliver the flexibility you and your partners require to change or modify technology as your business strategies evolve:

- *Enable business process-level collaboration with trading partners and customers.*  
Start with a process that you execute daily, such as purchase order processing, and automate the process through simple templates that both you and your partners can execute electronically.
- *Access public and private exchanges.*  
Use a simple process to access networks that connect suppliers and distributors. You'll realize savings through wider purchasing power and rapid communications between partners.

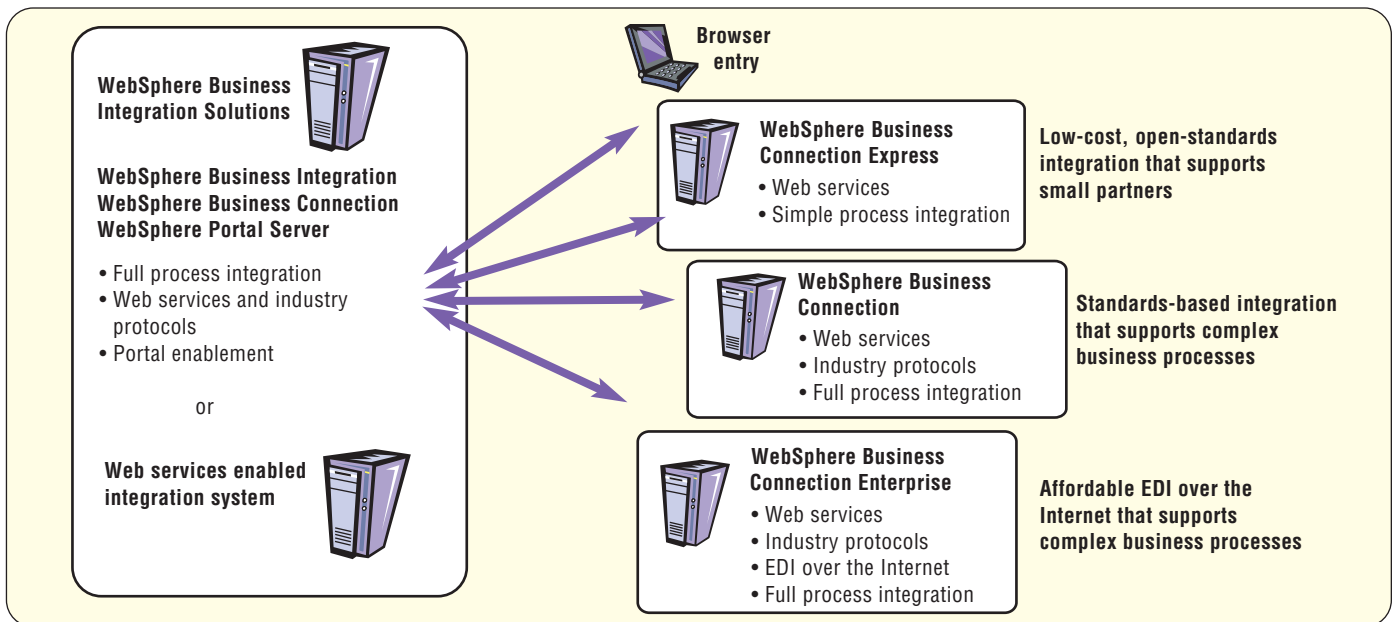
- **Execute more powerful B2B processes.**  
Execute more complex processes required in your industry. Update important data, such as inventory, with existing applications. Make realtime decisions quickly to improve the way you work.
- **Lower your EDI costs.**  
Implement EDI over the Internet to lower private network costs while maintaining the EDI processes you're already using.
- **Extend your solution to support a collaborative enterprise.**  
Connect your applications to your integration software. Manage links with multiple partners and deploy new processes and services to stay ahead of changing business needs. Enable partners with a range of tools— from a simple, browser-based portal to a complete business process integration environment.

**Start with a simple connection**

Web services-based connections to partners offer a highly cost-effective, fast-to-implement solution for simple integration with external partners. These partners can transfer large files with guaranteed delivery and automated processes, like purchase orders or quotes, using Java™ 2 Platform, Enterprise Edition (J2EE) services.

**Industry-standard protocol support and process integration**

While Web services facilitates integration for many, others need the ability to implement industry protocols such as EDI over the Internet. In addition, these customers require a more sophisticated business process integration capability, access to prebuilt business processes and the ability to manage workflow.



IBM WebSphere Business Connection software offers a comprehensive software platform that leverages advanced Web services integration technology.

*“IBM’s enterprise-computing legacy, its long-standing involvement with the service-provider model—including its own hosting activities—and its position at the vanguard of Web services development provide it with impressive credentials to address B2B integration demands. With its WebSphere Business Connection family, IBM appears to have put its talents and its technologies to good use. We expect that the edge-based Business Connection platforms will become widely deployed products that help catalyze the adoption of Web services standards and the growth of cross-firewall business process integration.”*

*— Dwight B. Davis, Vice President and Practice Director, Summit Strategies, Inc.\**

#### Return on investment with EDI-Internet connectivity

EDI protocols were some of the earliest used to automate B2B interactions. Despite their complexity and cost, many companies have significant, long-term investments in existing EDI technologies. But you may see value in modifying EDI to use the Internet—rather than using a value-added network—to save your private network costs and to keep the benefits of an established technology and data format.

#### A complete business integration solution

Some enterprises must do more than act as participants in a B2B environment. They need to establish a service and, essentially, act as the hub for interactions between trading partners. As a hub, you need a B2B solution that can be combined with enterprise systems to provide process integration across your partner network. Enterprise hub benefits include:

- *Deploying new processes and services to add value and drive revenue*
- *Increasing access to multiple partners and exchanges*
- *Controlling business processes executed with your partners*

#### Protect your IT investments with scalable B2B solutions

IBM WebSphere® Business Connection, part of the WebSphere Business Integration family of offerings, provides a scalable set of solutions that link businesses using industry-standard and Web services protocols. Offerings include:

- *IBM WebSphere Business Connection Express Edition*
- *IBM WebSphere Business Connection*
- *IBM WebSphere Business Connection Enterprise Edition*

Choose from the solutions within the WebSphere Business Connection family to match your business needs. You can implement a simple, low-cost Web services connection using your existing technology with WebSphere Business Connection Express Edition. Then, as your company grows, you can move to WebSphere Business Connection and WebSphere Business Connection Enterprise Edition to support additional connectivity requirements and the integration of more complex business processes. Other WebSphere software products—IBM WebSphere Portal Server or IBM WebSphere Business Integration—can help link your external B2B implementation with internal integration or Web site personalization projects.

WebSphere Business Connection software lets you focus on creating a B2B infrastructure that supports simple or complex projects or integration capabilities. Using WebSphere Business Connection products, your trading partners can deploy software to solve today's integration needs—quickly adding and collaborating with partners—and easily combine more advanced business processes capabilities as needed.

The WebSphere Business Connection family of offerings helps you accelerate deployment of e-business initiatives with your customers, suppliers and trading partners. You can improve operational efficiencies and obtain a faster return on your integration investments. Adapters for many popular applications are available to speed prototyping and deployment with prebuilt templates for established business processes. Plus, WebSphere Business Connection offerings support industry-specific processes, including inventory management for the retail industry. The offerings also support cross-industry processes, so you can extend your integration capabilities quickly as more partners and processes are added. As part of the WebSphere Business Integration family of offerings, WebSphere Business Connection helps promote IBM leadership in integration middleware by giving you an extensible approach to internal and external business process integration.

## **E2open reduces business integration cost and complexity**

E2open, a leading high-tech and electronics industry service provider, needed an innovative software platform for business process integration between manufacturers, distributors and suppliers—without rewriting or replacing existing systems. E2open wanted to ensure data security and the use of open standards to lower integration costs. The solution? IBM WebSphere Application Server with Web services connectivity, IBM Tivoli® Policy Manager to support secure Web services delivery, DB2® data management software from IBM to store trading-partner integration information—and IBM Software Services to support development of private industry UDDI directory and a Web services gateway. As a result, E2open now operates a scalable and secure platform that reduces cost and complexity of trading-partner integration.

The platform:

- *Is four times less expensive than building internal infrastructure*
- *Delivers 70 percent cost savings in trading-partner enablement costs*
- *Takes 50 percent less time than traditional point-to-point deployments*

***“E2open’s unique solution for enterprise-to-enterprise integration would be nearly impossible to implement without Web services. By leveraging IBM WebSphere functionality and IBM services capability, we have been able to bring to market in a very short time a very reliable and globally scalable offering.”***

*—Greg Clark, CEO, E2open*

WebSphere Business Connection solutions create a collaborative business integration environment and provide new opportunities for competitive advantage, including integration with:

- *Supply chain partners*
- *Procurement providers*
- *Business intelligence sources*
- *Outsourcing services*
- *Customer relationship management (CRM) services*

### **Create a sustainable competitive advantage**

Linking partners with the IBM WebSphere Business Connection family of products lets you integrate business processes with suppliers and partners of all types and sizes. You'll speed time to market, reduce integration costs and automate business tasks. The availability of both Web services and industry-standard support provides the open standards you need to respond to changing integration needs. More importantly, as your business grows, you can extend your environment with a portfolio of application adapters, prebuilt process collaborations and a scalable integration infrastructure. WebSphere Business Connection provides the appropriate level of integration infrastructure for your needs today and an extendable infrastructure for the future.

### **For more information**

To learn more about the IBM WebSphere Business Integration family of offerings, visit:

**ibm.com**/software/integration

To learn more about how WebSphere Business Connection can solve your B2B integration needs, visit:

**ibm.com**/websphere/integration/busconn



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\* Dwight B. Davis, Vice President and Practice Director, Summit Strategies, Inc.; July 2002.  
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