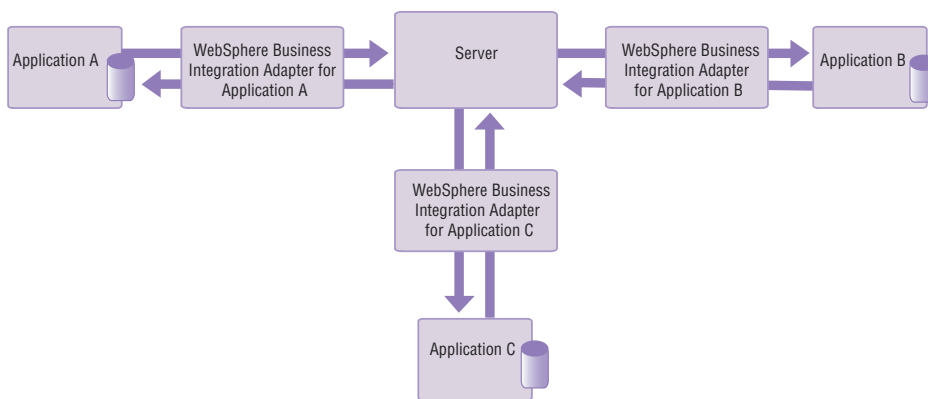


IBM WebSphere Business Integration Adapter solutions

Highlights

- **Link customer data, technologies, packaged applications and legacy and mainframe systems to create a more tightly integrated environment**
- **Enhance your business agility through open standards support**
- **Help reduce installation skill requirements and eliminate custom coding—speeding your time to market and saving money**
- **Protect your investment in existing technology with stand-alone adapters that work with IBM WebSphere Business Integration Server, IBM WebSphere MQ Integration Broker, IBM WebSphere InterChange Server and IBM WebSphere Application Server**

Success is achieved by strengthening relationships that drive business. As the speed of business increases, challenges arise: managing disparate internal systems, using your workforce most effectively and improving operational productivity. And the importance of strengthening relationships between internal organizations and systems, as well as those with external partners, suppliers and customers, continues to grow. Leading businesses are recognizing the value of business process integration and application connectivity strengthening business relationships.



The WebSphere Business Integration Adapter Framework delivers a run-time environment through a feature-rich, standard adapter architecture to design, develop and run connectivity solutions.

A key component of any process-integration or application-connectivity strategy is sharing information among disparate applications and data stores—regardless of programming language or operating system incompatibilities. IBM WebSphere® Business Integration Adapter solutions can help you address that challenge, while helping support your business strategy and making your business more competitive in the marketplace.

Process integration is key to e-business success

For your business to remain competitive, you need to take full advantage of your IT systems that support interactions with suppliers, trading partners and customers. Save money and leverage your teams' current skills by integrating these systems internally among your current applications. And integrate externally to share information with your trading partners and customers. Increase your order-fulfillment process efficiencies, streamline your procurement processes and eliminate errors and reworks in your production processes. To do this, you need the IT resources and infrastructure that can keep pace—and allow you to stay competitive.

By maximizing your flexibility and automating your business processes, WebSphere Business Integration Adapter solutions allow you to link customer data and connect to trading partners' systems over the Web. Helping you quickly and easily create integrated processes that exchange

information between applications enabling enterprise resource planning (ERP), human resources (HR), customer relationship management (CRM) and supply chain systems.

WebSphere Business Integration Adapter solutions can help you rapidly streamline your business processes, whether they cross functional boundaries within your company or extend to systems along your value chain.

Using these adapters can improve your operational efficiency, increase your responsiveness to competitive pressures and save you time and money.

Share information across your business

Imagine that each WebSphere Business Integration Adapter is the spoke of a wheel. Adapters attach packaged, legacy, custom, mainframe and Web applications to information hubs—software solutions that handle the flow of data between applications—such as WebSphere Business Integration Server and WebSphere Application Server. Data and transaction information can be easily exchanged between applications—

giving you access to large amounts of data across your company and making it available internally and on a selective, highly secure basis to your customers and trading partners.

WebSphere Business Integration Adapter solutions stand alone to help you address your business needs more effectively.

Protect your investment

Because WebSphere Business Integration Adapter solutions can work with multiple brokers, you're better protected against technology changes. You can also move to a different hub as your business integration needs change—without interrupting functionality.

Keep your business agile

WebSphere Business Integration Adapter solutions are built to support open standards, greatly increasing the number of systems they can interoperate with. Helping you share information rapidly and efficiently between any connected systems. And keeping you responsive to immediate business needs.

Speed your time to market

The WebSphere Business Integration Adapter portfolio comprises prebuilt adapters that feature rich functionality. You can implement them without knowledge of underlying applications and without performing extensive coding. These adapters are bidirectional (exchanging data through both input and output) and metadata-driven (automatically supporting new business object definitions). They also include event-management tools to maintain an ordered list of transactions that take place in an application for future use, and object-discovery tools to create rudimentary business object definitions, all of which help speed the time to implementation.

Hone your competitive edge

WebSphere Business Integration Adapter solutions help improve the efficiency of your integration structure—allowing you to deploy new solutions and services quickly, before your competition.

Connect with nearly any system

A rich store of adapters make up the WebSphere Business Integration Adapter portfolio, integrating your business systems to specific applications, such as popular ERP and CRM products. You can also integrate with IBM OS/390® mainframe systems and several skill environments, such as Java™ technology and the C++ programming language. IBM adapters support both cross-industry and industry-specific connectivity. So, whether your industry is automotive, chemical and petroleum, banking, electronics, energy and utility, financial markets, healthcare, insurance, retail, telecommunications or pharmaceuticals, IBM has prepackaged adapters to help you speed your time to market and reduce costs. For easier reference, cross-industry and industry-specific adapters are divided into five categories.

- *Application adapters*
Extract data and transaction information from both leading and industry-specific packaged applications to leverage your investment in existing technology. These adapters enable access through application programming interfaces (APIs) where possible and provide other available

means of accessing data specific to the application and version. Application adapters include connectivity to CRM, ERP, supply chain management (SCM) and HR applications from PeopleSoft, Oracle, mySAP.com, i2, Siebel, iSoft and IBM WebSphere software.

- *Mainframe adapters*
Leverage best-of-breed technology to access application data in OS/390 systems, helping make critical information available across your enterprise. Mainframe adapters can also connect to IBM CICS®, IBM DB2®, IBM IMS™ and virtual storage access method (VSAM) data files, making that information available to other systems.
- *Technology adapters*
Provide various ways to access data, technologies and protocols that enhance an integration infrastructure based on IBM WebSphere Business Integration solutions. Technology adapters help send and receive information in the form of financial information exchange (FIX) messages, e-mail messages, XML data, Java Message Service (JMS) technology, Web services or text files.

- *WebSphere Certified Business Partner adapters*
Allow you to take advantage of IBM Business Partner adapters based on the WebSphere Business Integration Adapter Framework. Business Partner adapters provide function similar to adapters from IBM—and still meet application technology, mainframe and e-business needs.
- *Service assets*
Further supplement WebSphere Business Integration Adapter portfolio and Business Partner offerings by including a stock of ready-made adapters to help with special needs, available through the IBM software services team.

Business integration building blocks

WebSphere Business Integration Adapter solutions are part of the IBM WebSphere Business Integration software family—a set of integrated, award-winning e-business solutions. No matter where you are in the e-business cycle, the WebSphere software platform can allow you to grow—at the speed the market demands. Building on this robust platform, you can connect diverse IT environments to maximize your current investments. And leverage existing skills with a full range of business integration solutions from the WebSphere family of products.

WebSphere e-business infrastructure software can help you develop, deploy, integrate and automate your e-business applications by:

- *Optimizing and automating e-business processes in tandem with enterprise processes.*
- *Providing a variety of e-business tools to simplify integration.*
- *Supporting most Internet-based trading standards smoothly, without additional coding.*
- *Enabling application-to-application and browser-based integration.*

From linking applications or systems to integrating and streamlining business processes, WebSphere Business Integration software and WebSphere Business Integration Adapter solutions can help you address your current business goals—and position your company for future success.

For more information

To learn more about WebSphere Business Integration Adapter solutions, visit:

ibm.com/software/integration/wbiadapters



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