

## IBM Software Demos

### WebSphere Business Integration Overview

#### < WebSphere Business Integration overview >

#### < Foil 1 >

In today's on-demand world, businesses must contend with rapidly increasing changes driven by customers, competition, and the marketplace. They need to be flexible and respond quickly to challenges to become successful and reach new levels of innovation and productivity.

#### < Foil 2 >

To do this, businesses need to integrate their people, their business processes and their data across the company and with key partners to create integrated processes providing new functions to their customers.

#### < Foil 3 >

This requires the comprehensive set of integration capabilities provided by IBM's Business Integration software.

#### < Foil 4 >

First is the ability to graphically design and Model business processes and run simulations to optimize the process maximizing business benefits.

#### < Foil 5 >

Next, the ability to Transform existing IT assets so they can be re-used in new processes. For example they can incorporate a legacy CICS application into a new web services based application.

#### < Foil 6 >

Integration interconnects the islands of applications, processes and information and defines how they should work together to create new business processes without requiring rewrites or changes to existing applications.

#### < Foil 7 >

A single point of interaction enables business users to connect to others and access applications, business processes, and data anywhere and at anytime

#### < Foil 8 >

The ability to manage business processes lets managers see what is happening in the business in "real-time". It allows them to set and track measurements and to optimize resource allocation to continuously improve the process.

#### < Foil 9 >

IBM supplements these base capabilities with a set of pre-built processes and connectivity solutions that enable customers to accelerate the implementation of new processes.

## IBM Software Demos

### WebSphere Business Integration Overview

This includes adapters for connecting to common industry applications, a number of process templates addressing many common business activities, and pre-packaged solutions like WebSphere Commerce.

#### < Foil 10 >

These capabilities are based on a service oriented architecture, in a standards-based approach and are backed up with some important qualities that really differentiate IBM's offerings from the competition including:

- A consistent, integrated development environment where all tools are based on the industry standard Eclipse framework.
- A proven, secure and scalable deployment environment.
- IBM's leadership in standards, which ensures interoperability while providing investment protection and freedom of choice.
- And IBM's proven integration and industry experience.

#### < Foil 11 >

These capabilities and qualities are delivered by a set of solutions making up the IBM Business Integration portfolio. These products are well integrated and adhere to a comprehensive reference architecture. This architecture and its services orientation allows businesses to select the appropriate solutions on a build-as-you-go basis and later add capabilities as new requirements are addressed

At the core of the architecture is an Enterprise Service Bus which provides the fundamental inter-connectivity capabilities. IBM's enterprise service bus is built upon our WebSphere MQ, Web Services Gateway and WebSphere Business Integration Broker solutions.

The reference architecture is built upon a set of infrastructure services such as security and directory services for single sign-on capabilities, system management for scale and clustering, and virtualization which allows efficient use of computing resources.

And a series of access services provide access to common applications and data sources such as SAP, DB2, and many more

Higher up in the architecture are services that enable the integration of people, processes, and information.

WebSphere Portal provides user interaction integration by enabling single access to many applications.

And DB2 Information Integrator pulls together data from a variety of data stores.

For process integration, IBM offers two options.

First, WebSphere Business Integration server combines MQ Workflow and WebSphere InterChange Servers and excels at linking existing disparate applications and coordinating the process flow between applications and people.

WebSphere Business Integration – Server Foundation is the ideal solution for the development of new processes. It provides industry leading support for web-services oriented environments. It is based on the emerging Business Process Execution

## IBM Software Demos

### WebSphere Business Integration Overview

Language open standard which choreographs web-services based activities and is extended to support manual workflows as well.

For integrating with trading partners, the WebSphere Business Integration Connect offering provides document exchange services with a rich set of tools to manage the trading community.

The architecture is completed with the inclusion of development and management tools.

Business Analysts can use WebSphere Business Integration Modeler to analyze requirements, define and simulate processes, and create models of the desired business process.

The IT organization can then import these models into WebSphere Studio Application Developer Integration Edition where they can develop any required code, wire together the independent applications, and deploy the new integrated business process.

And the WebSphere Business Integration Monitor provides business dashboards that can be used by line-of-business personnel to monitor the business processes, identify problems and reallocate resources.

#### < Foil 12 >

Taken together, IBM's Business Integration software portfolio provides the most comprehensive set of integration capabilities in the marketplace.

These capabilities enable companies to reach new levels of innovation by implementing new, integrated business processes.

And when an enterprise has business processes that have been integrated end to end – across the company and with key partners, suppliers and customers – it really does have the ability to respond to any customer demand, market opportunity or external challenge.