



Herzlich Willkommen!

IBM MQ aktuell

Neues zu Business Integration Lösungen

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Olaf H. Kappel, WebSphere on z Salesleader Europe

kappel@de.ibm.com

AGENDA

Beschreibung	
Uhrzeit	
9:45 – 10:15 Uhr	Begrüßung und Einführung in die Business Integration Strategy Olaf Hendrik Kappel, Sales Leader WebSphere z Europe IOT
10:15 – 11:15 Uhr	Neues zu WebSphere MQ Marcel Amrein, Client Technical Professional
11:15 – 12:00 Uhr	Verwendung neuer MQ V7.1 Funktionen und Erprobung von MQ Advanced Message Security Henning Kösters, Kundenerfahrungsbericht der GAD eG, Münster
12:00 – 13:00 Uhr	Mittagspause
13:00 – 13:45 Uhr	Message Broker V8 mit CICS-Anbindung über TCP/IP Carsten Mai, Client Technical Professional
13:45 – 14:30 Uhr	CICS und Cloud Marcel Amrein, Client Technical Professional
14:30 – 15:00 Uhr	Kaffeepause
15:00 – 15:45 Uhr	Batch-Modernisierung auf Basis von Java, CICS und MQ Joerg-Ulrich Vesper, Client Technical Professional WebSphere on System z
15:45 – 16:00 Uhr	Abschluss und Feedback Olaf Hendrik Kappel, Sales Leader WebSphere z Europe IOT
17:00 Uhr	gemeinsames Abendessen im Hofbräu an der Alster

IBM MQ aktuell!
Neues zu Business Integration Lösungen

Going forward

Ongoing investment

Commitment to innovation and Integration

Commitment to delivering Client value

The demands on today's businesses are increasingly complex

Use Insight to Drive Action

Deliver information to the point of impact & automate response

Integrate Systems

To provide a single view of your business

Manage Transactions

End-to-end across systems

Sense, Analyze & Respond

To important business stimuli instantly as they occur

Extend Enterprise Systems

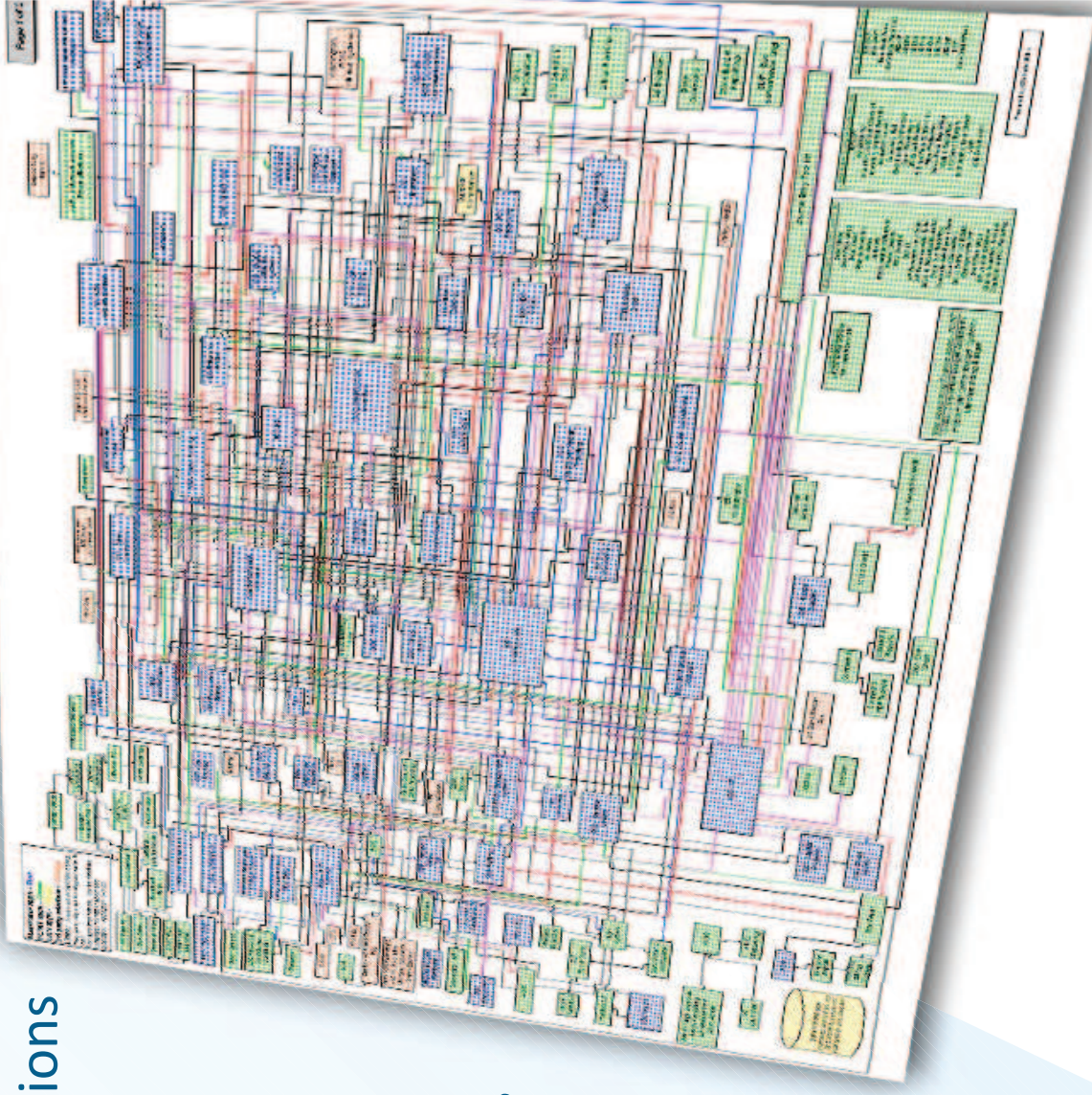
With mobile apps, open APIs, devices, and sensors

Securely Connect

External applications from partners, customers, or the Cloud into the enterprise

Unfortunately our systems often look like this

- Fragile point to point connections
- Heavy redundancy in connections
- Tight dependencies between systems
- Lack of flexibility and slow reaction to changing business
- High cost of maintaining and upgrading systems
- Difficulty in diagnosing and resolving issues



And our systems are often unable to meet business demands



Information blind spots

- Information not synchronized across systems in a timely manner
- Batch cycles or missing interactions leading to missed opportunities



Increasing integration challenges

- Emerging opportunities driving new integration needs
- Mobile, Cloud, smart sensors introduce new opportunities and challenges



Slow reflexes

- Unable to sense and respond to important business stimuli
- No way to act on things you find through analysis



Lack of agility

- Inability to respond quickly to new business requirements
- Variety of integration tools & techniques pushes up costs

SOA is the foundation to address these challenges



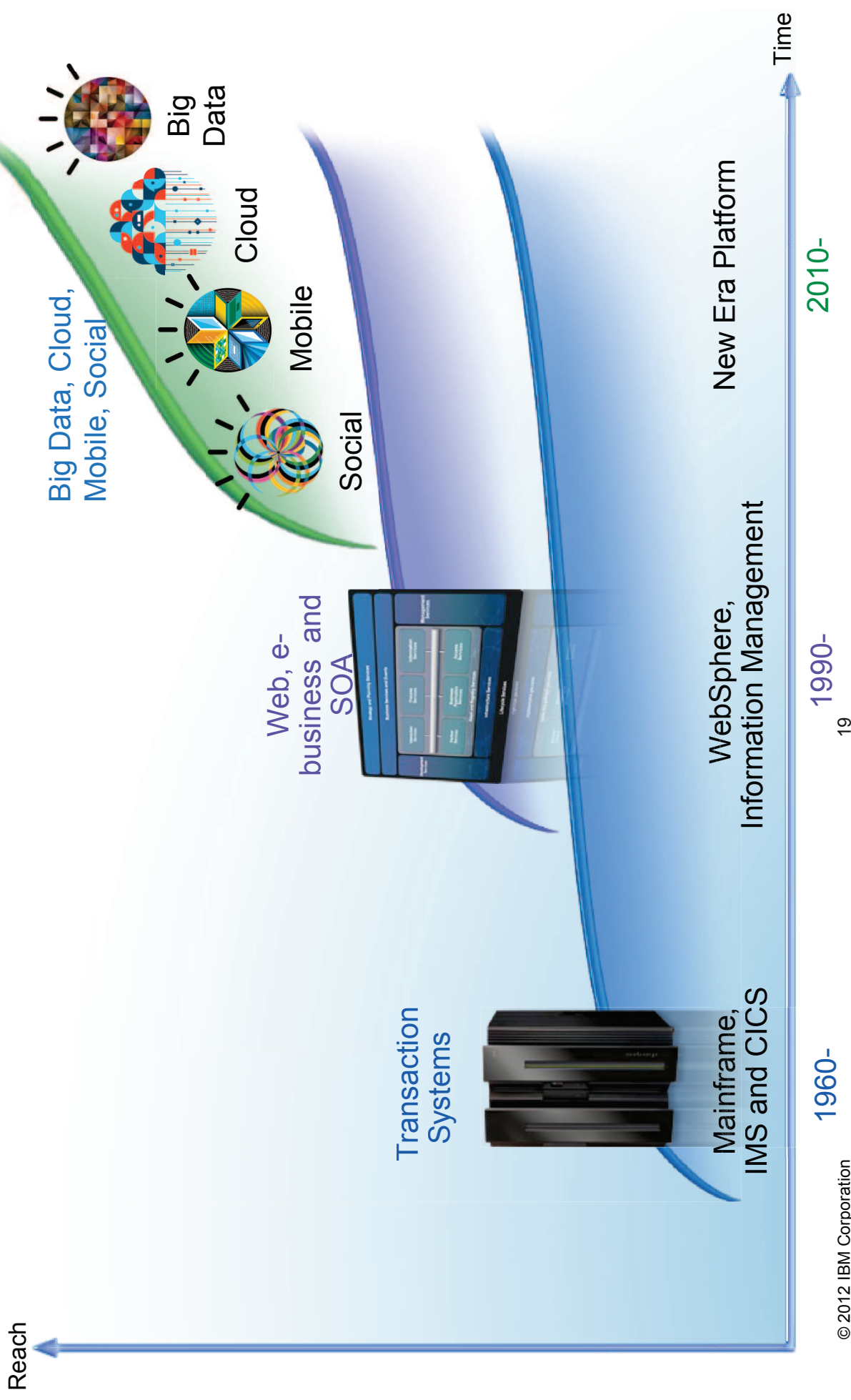
“The beauty of SOA...is that we can change our components as needed, seamlessly...it might be a business process or a whole new business model.”

-Phil Mumford, CEO, Queensland Motorways

“Make SOA a prerequisite architecture. It's time to breathe new life into your SOA initiative, this time by focusing on architecture instead of technology.”

-Gartner Application and Integration Platforms Key Initiative Overview July 22, 2011

Social, Mobile, Cloud, and Big Data Introduce New Challenges



Instrumenting Gas Pipelines at ConocoPhillips



Client Pains

- Needed to reduce the cost of maintenance on oil and gas pipelines
- Wanted to automate inspection through the use of sensors to reduce cost and outages

Solution

- WebSphere MQ

Benefits

- Monitors 12,000 miles of pipeline to achieve 99.999% availability
- Average of 6,000 monitoring messages per second
- Reduces problems by proactively identifying maintenance issues



ConocoPhillips

Deutsche Bundesbank reference

Customer information

- Deutsche Bundesbank is the central bank of Germany and part of the European System of Central Banks.
- Their primary objective is to maintain the stability of the Euro, and ensure the orderly execution of domestic and foreign payments.
- Further tasks are bank supervision, provide currency reserves and deliver hard cash to the German country.

[Link to the reference](#)

Products from IBM

- IBM WebSphere Message Broker version 6.0, WebSphere Transformation Extender for Message Broker and WebSphere MQ for z/OS

Value

- Improved performance on z/OS due to the data proximity of the ported Java application
- Cost effective execution of Java on the mainframe using zAAP
- Standardized software to run its communication broker for interfaces MQ, File Transfer, etc
- Reduce platform complexity – SW is consolidated on zOS
- XML transformation for SEPA

ZZZS (Health Insurance Slovenia)

Customer information

- ZZZS works with almost 1.800 healthcare providers and manages insurance for nearly all of Slovenia's 2 million citizens.
- As ZZZS is a public institution using public funds they need to deal very economical with their funds.



[Link to the reference](#)

Products from IBM

- Datapower XI50 on a new zEnterprise
- WebSphere Application Server on z/OS
- ESB, Message Broker

Value

- Higher productivity
- Paperless administration
- Faster approach to the health care status
- 24/7 service of the system
- High security
- Less maintenance costs while enhance resources
- XI50z as a security gateway (PCI standards) routing messages in zEnterprise (encrypted messages)

Credit Suisse reference

Customer information

- Based in Zurich, Credit Suisse is a leading provider of financial services in Europe operating in more than 50 countries.
- Offers investment products, private banking and financial advisory services, including insurance and pension solutions for private and business clients.



[Link to the reference](#)

Products from IBM

- WebSphere ILOG Business Rules for z/OS

Value

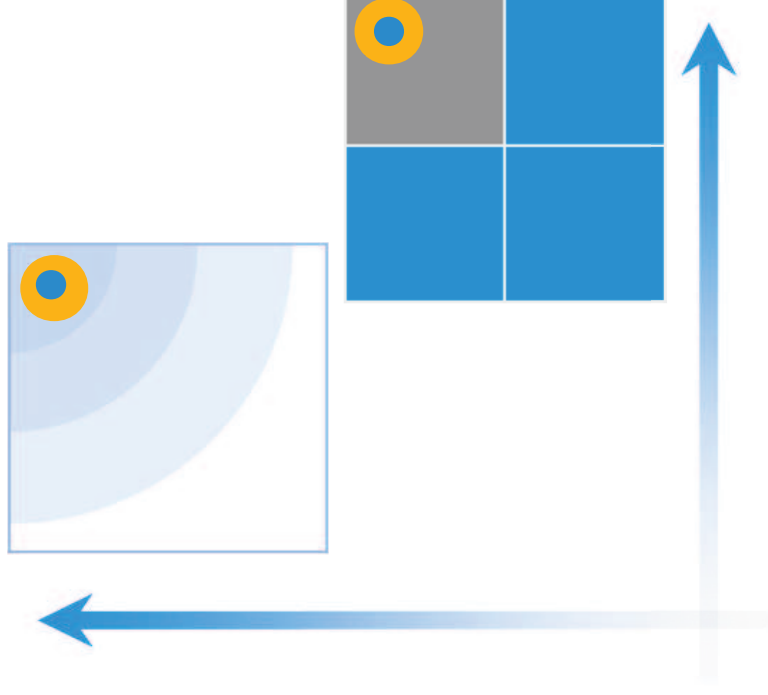
- Gained flexibility by simplifying the process to make changes to applications
- Improved business rule visibility
- Simplified maintenance needs
- Standardized methodology for all projects
- Enhanced staff efficiency with a better understanding of business rules



IBM Leads as the Best of Breed and Most Complete Solution

Only IBM is in the leaders quadrant of all major categories of integration

- SOA Governance
- Application Integration
- Data Integration
- Master Data Management
- SOA Integration
- Business Process Analysis
- Business Process Management
- Complex Event Processing





IBM has #1 share and is growing faster than the market (2012)

Gartner

\$17.65B total market size	YTY market growth	IBM share	
		IBM rank*	IBM share
Total Middleware Market	9.9 %	# 1	32.1 %
BPM	9.7 %	# 1	27.1 %
ESB	7.9 %	# 1	31.5 %
B2B	4.4 %	# 1	20.5 %
Portals	10.3 %	# 2	27.8 %
MOM	9.3 %	# 1	76.5 %
TP Monitors	0.3 %	# 1	83.4 %
Appliances	7.0 %	# 1	34.1 %
Application Servers	19.2 %	# 2	33.5 %

Source: Gartner, G00233638, Market Share Analysis: Application Infrastructure and Middleware Software, Worldwide, 2011. Published April 23, 2012

* World-wide ranking based on 2011 total software revenue according to Gartner



IBM is the proven leader in connectivity & integration

Largest Customer Base

- **25,000+ Customers**
- Customer success stories;
100+ on ibm.com

Strongest Ecosystem

- **1000+ business partners**
- **users group**



Unparalleled expertise, and level of investment

- **Over 15 years of industry leadership**
 - **100's of assets**
- **Broadest, Deepest solution portfolio & services**

Thank You.