

Integration and infrastructure software
To support your IT objectives

WebSphere software

IBM



Find yourself at an integration crossroads?

Five reasons to choose IBM over Oracle for your SOA needs



For integration and SOA, we believe IBM is a clear choice over Oracle. Here's why.

The major challenge for many customers is integrating existing applications in their current IT environment. With service oriented architecture (SOA), your enterprise applications can be extended to maximize their value. Through the integration of applications, data, processes and people across your organization and beyond, you have the potential to reduce complexities and dynamically respond to changing business conditions. It's about enabling business flexibility.

Forward-thinking organizations are seeking companies who have a deep understanding, strong leadership position and wide breadth of capabilities to support SOA strategies. For many of these organizations, IBM is the answer.

IBM is already the leader in SOA. According to Wintergreen Research, IBM has a 44 percent share of the market, compared with 13 percent for second-ranked Sun Microsystems and 10 percent for BEA Systems. Oracle is ranked sixth in this independent study, with a five percent market share.¹

We believe the choice between IBM and Oracle is clear. Here are five reasons IBM should be your choice for integration and SOA.

1. IBM WebSphere software is designed to help you protect your investments.

You can invest in IBM WebSphere® software with confidence, knowing that IBM has a long-standing commitment to helping our clients preserve their integration investments. WebSphere software is specifically designed to support heterogeneous environments with smooth upgrade paths and reuse of existing assets.

IBM has extensive experience integrating and extending PeopleSoft, JD Edwards and Siebel applications—well before they became a part of Oracle. And IBM works with Oracle to help ensure that our software and solutions are interoperable through on-site technical collaboration at the IBM International Competency Center.

Oracle, on the other hand, only recently acquired many of the core components of its Fusion Middleware stack to support its applications business. Its SOA Suite has been described as being “cobbled together from homegrown software and infrastructure products acquired through company purchases.”² Older middleware technologies have been merged with Oracle's database or dropped altogether. As Oracle continues to develop and integrate these pieces, Fusion Middleware will be a platform in transition for some time to come.

2. IBM WebSphere software supports the latest open technology standards that enhance business flexibility.

WebSphere software supports Eclipse, Java™, Linux® and the business process definition standard Business Process Execution Language (BPEL). IBM software supports more than 80 operating system configurations, and has more than 1000 developers involved in open-source software projects.

IBM is a leader in developing industry standards as well. It has founded or is actively involved in more than 50 SOA-related standards efforts. These efforts include Service Component Architecture (SCA) and Service Data Objects (SDO) for improving the productivity and flexibility in SOA. Both of these standards are in production within the IBM portfolio.

While Oracle is a member of standards organizations, its production support lags behind IBM. Oracle support for both Java 2 Platform, Enterprise Edition (J2EE), Version 1.3 and 1.4 was a year behind IBM, and Oracle claims that it has begun to support SCA for only some of its middleware.

3. IBM WebSphere software offers a truly integrated product portfolio.

Oracle offers much of their middleware as part of product suites. Jason Bloomberg, senior analyst at ZapThink, questioned the reasoning behind the bundles. “SOA enables companies to take a best-of-breed approach to their software. You want to buy software that has standards that can interoperate with each other. If that’s the case, then why would you buy a suite? It begs the question of how well the pieces work separately. Does a customer need to buy into the complete suite to make it work? If so, then that is not a good way to do SOA.”³

Don’t confuse sales packaging with true product integration. IBM’s middleware is developed using a common model to help ensure interoperability, together or individually, in your IT environment. Our business-centric approach to SOA enables you to choose WebSphere products based on your priorities. This capability means optimal functionality and superior performance—on your terms.

4. IBM delivers industry-specific SOA solutions.

IBM is at the forefront of driving industry-specific SOA offerings to industries like banking and retail. We introduced a technology platform—called IBM WebSphere Business Service Fabric—to support modular components designed for a wide range of industry standards including Health Information Portability and Accountability Act (HIPAA) compliance for healthcare companies and Association for Cooperative Operations, Research and Development (ACORD) standards in the insurance industry.

Software alone is not enough; expertise is equally important. IBM combines industry expertise, research capabilities and innovative ways of thinking that add value to its business-process design and application-integration capabilities. Other IT vendors have disjointed delivery without the ability to reinvest expertise back into their portfolio. Can Oracle match these industry-specific SOA capabilities? We’ll let you decide.

5. IBM helps its clients tap into the strength of our SOA ecosystem.

More than 2500 IBM Business Partners are enrolled in the IBM SOA Business Partner initiative. IBM also offers more than 3500 IBM and Business Partner software assets in the IBM SOA Business Catalog, a resource for clients to search for SOA technology to solve specific business problems. The IBM SOA Business Catalog includes process templates, Web services, tools and adapters, as well as detail about how clients can easily obtain and integrate these IT services into their existing IT infrastructures.

With our SOA leadership, our extensive industry experience and our robust integration capabilities, IBM delivers what our clients need to be adaptive and successful in a rapidly changing business environment.

Ask the right questions

In choosing a vendor for business integration and SOA, it is critical that you ask the right questions. Ask questions about product life cycles, long-range portfolio stability and support, upgrade paths, open compared to proprietary standards, functionality, security and performance. Ask questions that help uncover the true costs: What is the cost and effort to implement the solution at the scale your business requires? What are the long-term costs? What is the potential projected return on investment (ROI)?

Be wary of making decisions based solely on a simple proof-of-concept. Make sure you are comparing apples to apples, and that the solutions presented relate specifically to your real-world environment. By asking the right questions and seeing the big picture, you can discover that IBM is the right company to help you address your needs.

Learn more

IBM offers a robust and proven middleware portfolio of products that are already driving SOA success for many of our clients. To learn more, visit ibm.com/websphere or contact your IBM representative. For more information on SOA, visit ibm.com/soa.





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