

An executive's guide to the enterprise service bus



It's about integrating critical business resources

Most people rely on telephone systems as a common communications medium. An enterprise service bus (ESB) provides the same function for business applications. An ESB enables software applications running on different platforms, written in different programming languages and using different programming models to communicate with each other, without requiring expensive, time-consuming reengineering. The result? You can get more value from your existing IT infrastructure. And you can respond more quickly to changing market conditions.

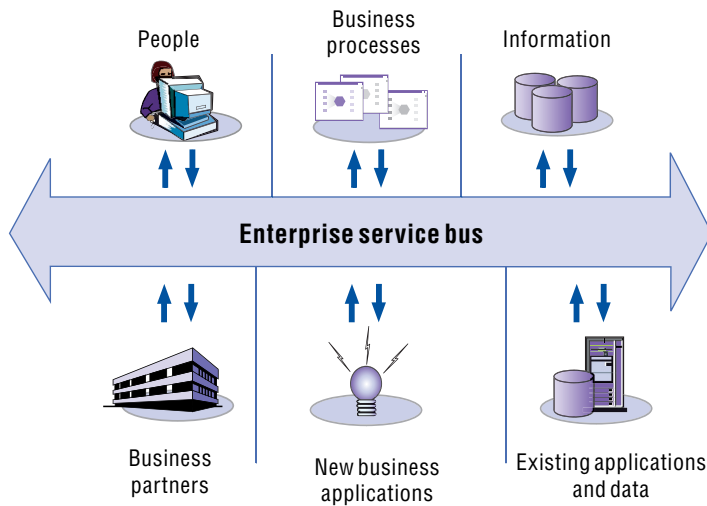
Studies show the highest priority CIOs have is to make their software assets work together with minimal cost and disruption. For CEOs, the challenge is to make their companies more agile—so they can better respond to changing business conditions and seize new market opportunities. In either case, a lack of IT flexibility can prevent these executives from meeting their business objectives.

Many executives are hampered because their companies' business applications can't easily exchange information. A significant number of IT vendors have developed products to

facilitate application communication. But what has emerged is a range of technologies—each designed to address a specific business problem. As a result, many companies have disparate infrastructure components that can't interoperate. The challenge is to find a way to get all software assets to work together in a flexible, consistent way.

An ESB can give companies a common way to connect all their applications. It helps move companies further along the path to on demand business by enabling them to:

- *Connect virtually anything to anything—without wasting time and money on rewriting applications.*
- *Hide the complexities of the IT environment—so programmers can complete jobs faster and companies can focus on business issues.*
- *Assure delivery of information—helping companies avoid the downtime costs associated with trying to find out what happened when something fails.*
- *Distribute information to virtually anywhere in their organizations (or beyond) in the format most appropriate to the receiving applications.*



Helping companies streamline their IT infrastructures

An ESB provides a mechanism to get the diverse elements of a company's IT environment working together. It can help resolve four main problems:

- Application communication**
 Typical business applications run on *different platforms*, were written with *different programming languages*, use *different programming models* and can rarely communicate directly. An ESB offers a common communication infrastructure to help programmers connect applications without writing and maintaining complex connectivity logic.
- Departmental or corporate mergers**
 Many businesses have departmental silos that can't communicate well with each other because they use different IT standards. This problem can be intensified when two companies merge. By providing a consistent, standards-based approach to integrating IT resources, an ESB can help companies present a common view of data.

- Information distribution**
 Business and IT events can drive or derail a business. Important business opportunities can be lost if key people and systems aren't quickly notified about these events. An ESB can help by providing a high-speed, scalable notification system that can deliver information to the right places, at the right times, in the right formats, across and beyond the organization.
- Services-based integration**
 Adopting Web services as part of a service-oriented architecture can add much in the way of flexibility. However, these services still need a mechanism to communicate. And what about all the legacy applications that don't conform to the new Web services standards? The ESB provides a ready framework to integrate them all.

IBM has the tools and expertise

IBM products can provide you with a flexible, robust ESB. You can get started quickly and purchase more function when you need it.

The ESB can grow as your needs require—and you don't have to worry about discarding earlier investments. An ESB from IBM includes:

- *IBM WebSphere® MQ to provide flexible delivery of important business information*
- *IBM WebSphere Business Integration Message Broker to transform and enrich in-flight information*
- *IBM WebSphere Application Server Network Deployment to extend the ESB to include more sophisticated Web services capabilities*

For more information

To learn more about the enterprise service bus, contact your IBM client representative or IBM Business Partner, or visit:

ibm.com/software/integration/esb



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 Software Group
 Route 100
 Somers, NY 10589
 U.S.A.

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