



IBM Software Group

Integration *and the* On Demand Operating Environment



@business on demand.

Agenda

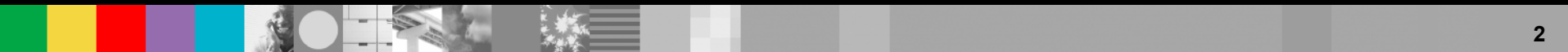
1 Linking On Demand and Integration

- Definitions
- Business drivers and benefits
- Stages of adoption

2 IBM Integration Solutions in Action

3 Conclusion

- Why IBM for Integration
- How to get started



Agenda

1 Linking On Demand and Integration

- Definitions
- Business drivers and benefits
- Stages of adoption

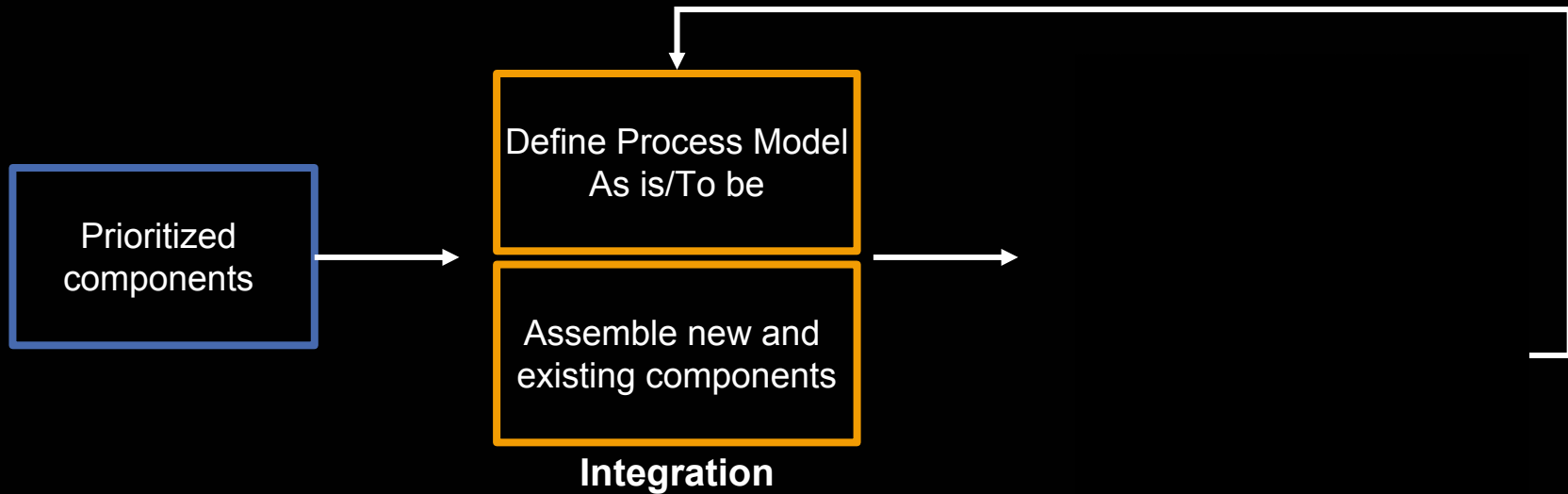
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The way it's actually done



- Deconstruct business model
- Assess priority components
- Model existing and new process and business
- Develop the business case
- Think of software development as a business process
- Create necessary components (new and legacy-based)
- Customize and assemble components

What makes this possible?

A service-oriented architecture (SOA)

SOA enables connectivity of applications or resources by:

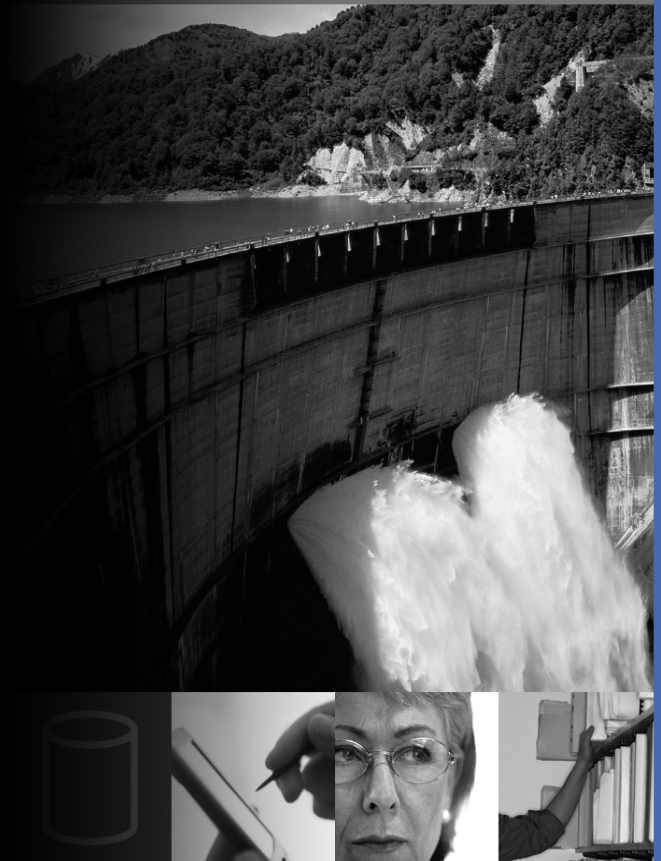
- Representing every application or resource as a service with a standard interface
- Enabling them to exchange structured information

Why do you care?

- Flexibility to treat elements of business processes and the underlying IT infrastructure as secure
- Standardized components that can be reused and combined to address changing business priorities

Services are the building blocks

- Packaging business functions from new and existing applications in a simple and standardized way
- Services help get the right information to the right people at the right time
- Services can be reused and combined to deploy composite applications
- Increasing use of Web services based on open standards complements existing services technology.



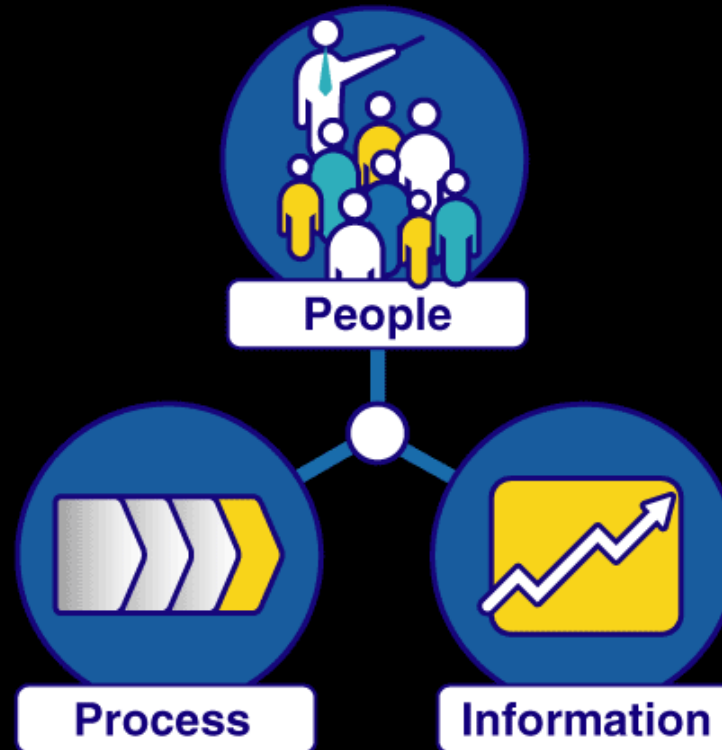
Scope of integration

The efficient and flexible combination of resources to optimize operations across and beyond the enterprise

Securely connecting people with relevant information, anytime / anywhere

Accelerating the deployment of end-to-end business processes to help improve operational efficiency

Speeding time to market using integrated views across diverse business information



Do these challenges sound familiar?



Mergers and Acquisitions

More demanding expectations for personalized service – right now

Seamless access to infrastructure – any time / any place

External mandates which impose standards & regulatory compliance

Protect the security & privacy of critical information assets

Economic volatility and globalization



Legacy system integration

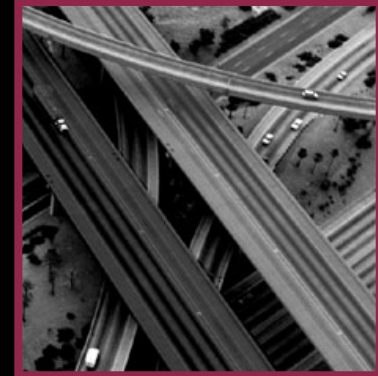
Silos of data – need for a consolidated view of information & applications

Improve operational efficiency – manage costs

Infrastructure is complex & heterogeneous

Need to streamline linkages with partners & suppliers

Do more with less



Driving the need for integration

Business challenges

Benefits of integration

Provide customized and consistent business information

Improve customer service

Automate, integrate and coordinate operations end-to-end

Reduce cost and improve responsiveness

Integrate and optimize the use of people, their information and their tools in processes

Enhance productivity

Reduce the cost and time of building and integrating new and existing applications

Extend the value of applications

Streamline application upgrades

Minimize cycle-time and costs

Transform IT from inhibitor to enabler

Allow focus on core competencies

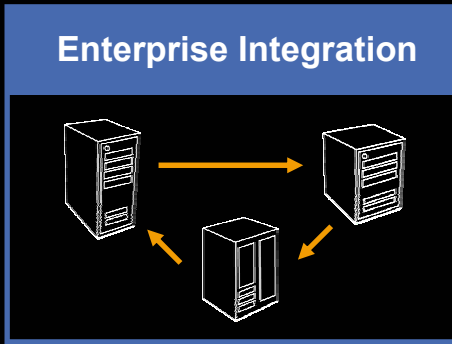


Stages of adoption for an integrated environment

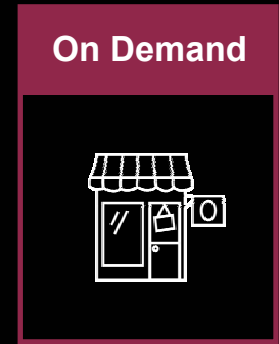
IBM provides value throughout all stages of e-business adoption



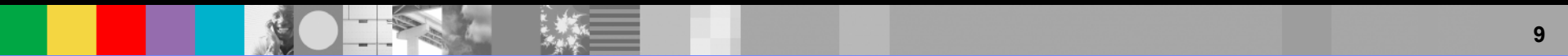
Connect to the Internet
improving departmental
business processes



Extend across and
beyond the enterprise



Business Transformation
Optimize operations



Agenda

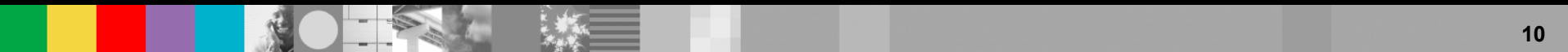
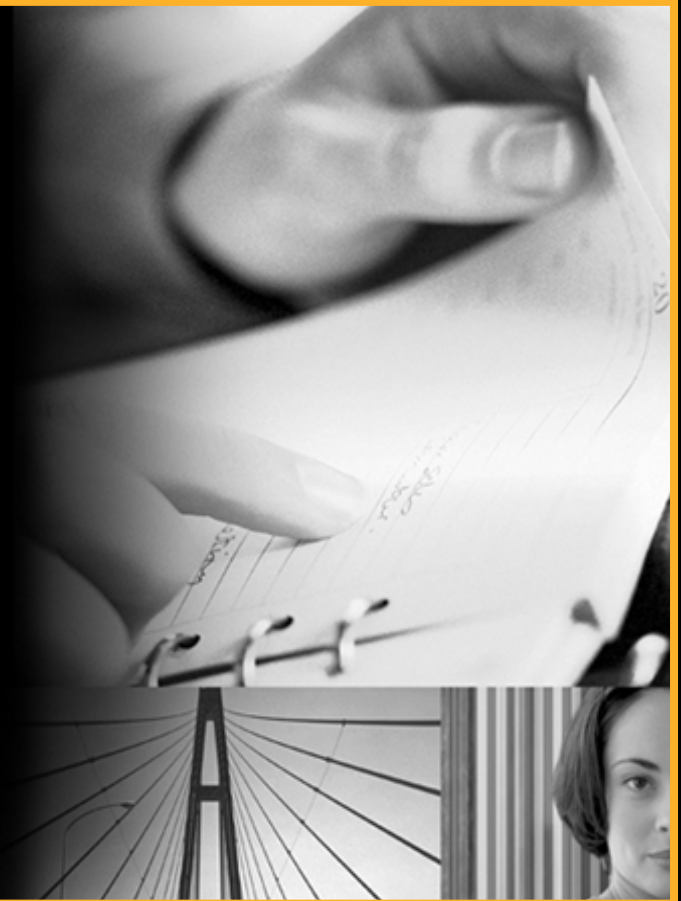
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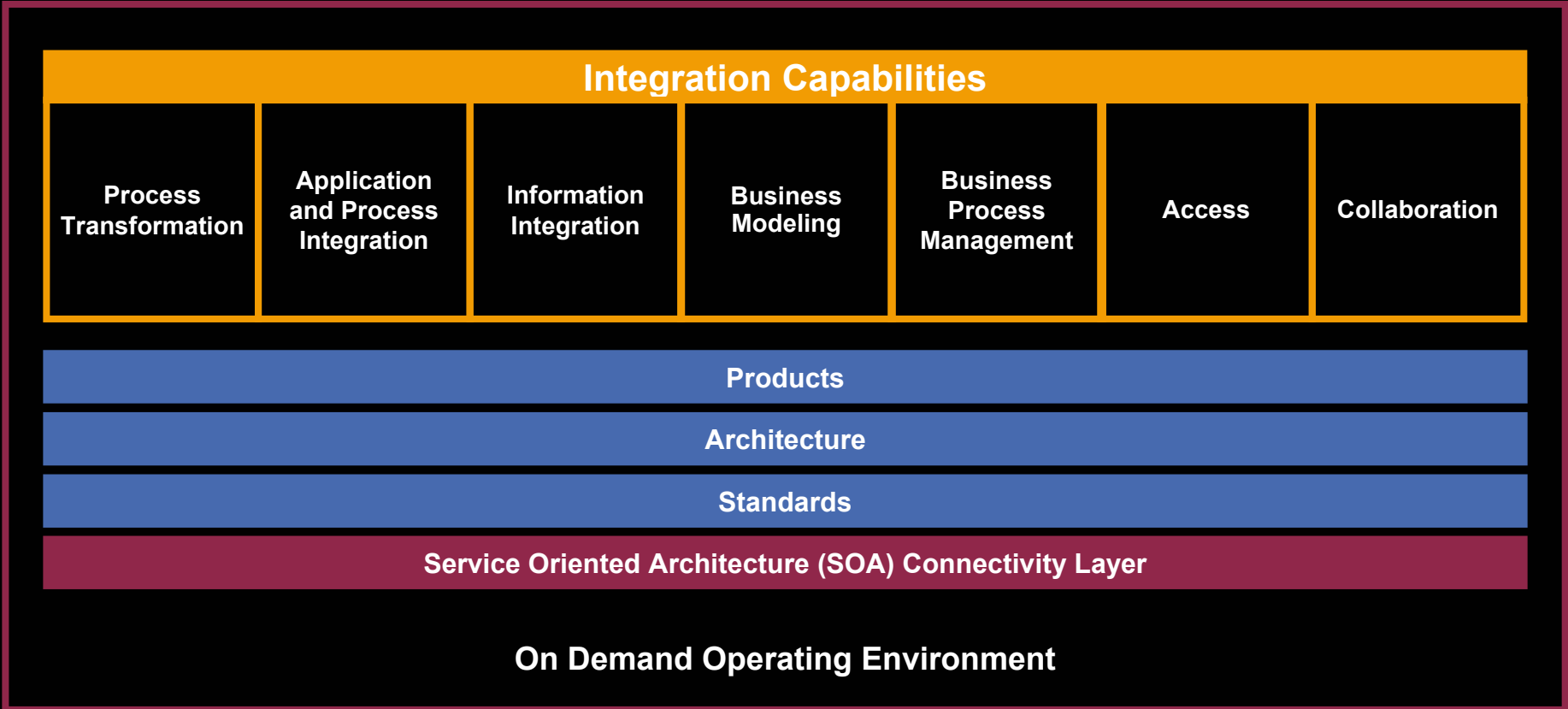
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IBM On Demand Operating Environment Integration



IBM Integration solutions in action

Integration Capabilities

Process Transformation

Application and Process Integration

Information Integration

Business Modeling

Business Process Management

Access

Collaboration

Process Transformation Offerings

- WebSphere Host Access Transformation Services
- WebSphere Studio Enterprise Developer
- WebSphere Development Studio
- WebSphere Studio Asset Analyzer
- CICS Transaction Gateway
- IMS Connect
- DB2 Information Integrator
- DB2 UDB
- DB2 Content Manager
- WebSphere Studio Application Monitor

Process Transformation

Process Integration



Customer Challenge

- Application interfaces are difficult to use, user workflows are outdated
- Legacy applications cannot easily be integrated into modern workflows
- Mission critical processes cannot easily be adapted to changing market conditions

Solution

- Improve user experience
- Adapt for broader connectivity
- Innovate by restructuring applications

Benefits

- Create new business value and productivity from existing IT systems and developer skills
- Integrate zSeries, iSeries and new Java applications into an efficient mixed-workload environment – lower cost and risk than replacement
- Transform business-critical legacy processes become reusable, shareable business components

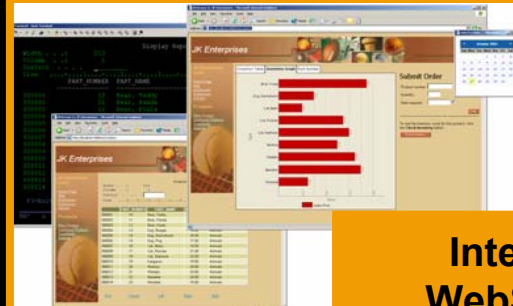
Improve the user experience



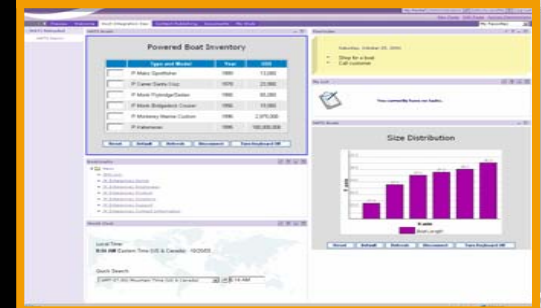
Process Integration

- Increase productivity and reduce training costs by improving the user experience
- Extend existing applications and business information to employees, partners, suppliers and customers
- Integrate traditional applications into enterprise portals to provide users with a single, personalized point of access
- Reduce development costs by avoiding rewrite of legacy applications

Improved user interface and workflow



Integration with WebSphere Portal



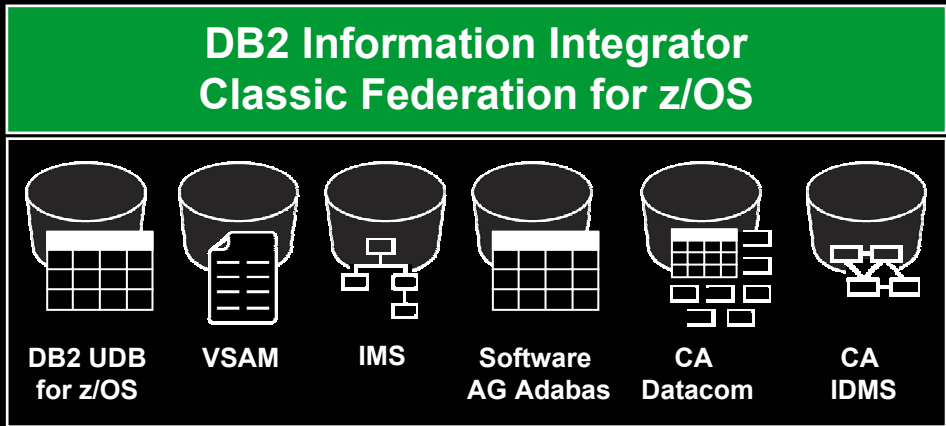
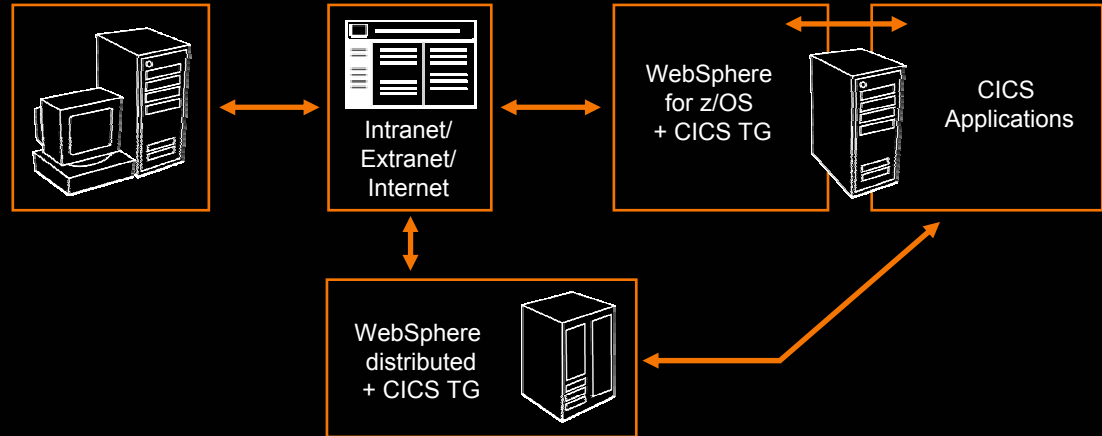


Adapt existing systems for broader connectivity

- Connect to legacy applications and data into e-business workflows using:
 - Web services and SOA
 - Java connectors
 - Real time data integration tools
 - Adapters, connectors and templates

- Strengthen customer, partner and supplier relationships

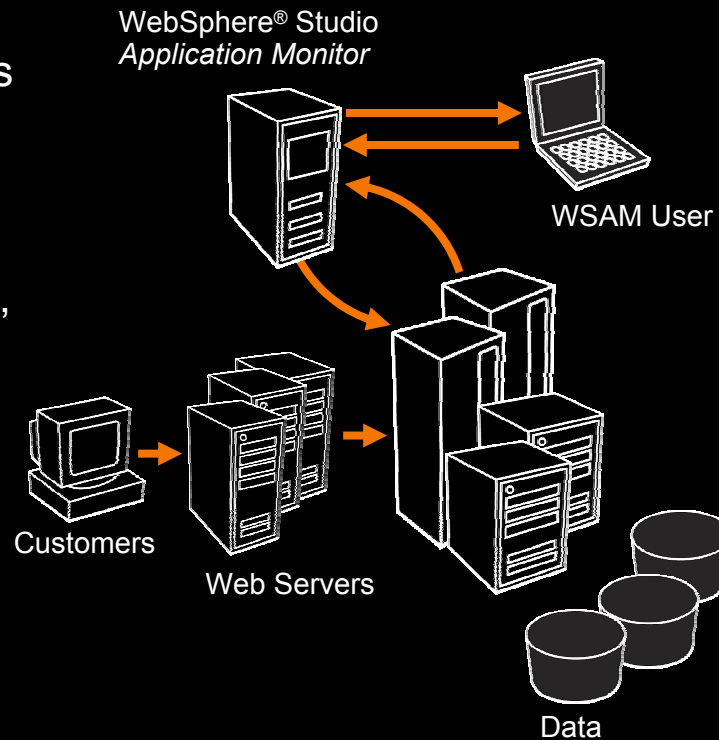
CICS® Transaction Gateway V5.0



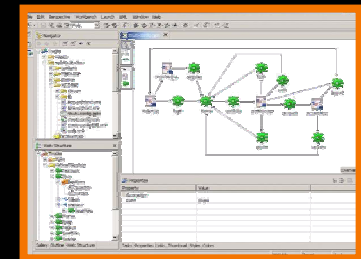
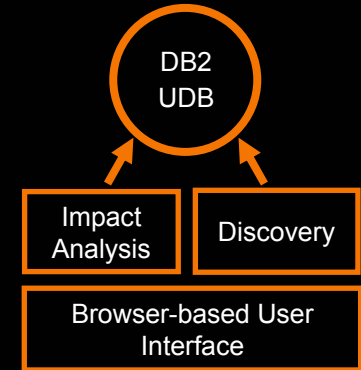


Innovate by restructuring applications for greater flexibility

- Discover the business value of existing legacy assets
- Develop new applications while reusing existing code, data and skills for greater flexibility and efficiency
- Deploy to a secure, scalable and reliable mixed-workload environment



WebSphere Studio Asset Analyzer



CNC accelerates tax collection with WebSphere



Consorzio Nazionale Concessionari

Challenge

Enable 14,000 local government bodies faster tax collection through more efficient access to taxpayer data

Solution

Web-based portal solution built on IBM WebSphere® Application Server, Advanced Edition, IBM CICS® Transaction Gateway, IBM DB2® Connect, IBM VisualAge® for Java

Value

88% faster tax collections; accelerated revenue collection for governments; greater efficiency throughout tax system

“Our solution provides a whole portfolio of business services that help those involved in the tax-collecting processes do their jobs better. The WebSphere Application Server platform enables us to create a very robust package.”

— Massimo Daniele, IT Infrastructure Manager,
Consorzio Nazionale Concessionari

IBM Integration solutions in action

Integration Capabilities

Process Transformation

Application and Process Integration

Information Integration

Business Modeling

Business Process Management

Access

Collaboration

Application and Process Integration Offerings

- WebSphere Business Integration family
- WebSphere Application Server family
- WebSphere Studio family
- WebSphere Business Integration Connect
- WebSphere MQ
- WebSphere Commerce
- CICS Transaction Gateway
- DB2 Information Integrator

Application and process integration



Application and Process
Integration



Customer Challenge

- All types of common information must be distributed across departments
- Applications must be built, deployed and supported easily
- Business requirements – both inside and outside the company – must be driven effectively by back-end integration

Solution

- Optimize information distribution
- Deliver new Web services-based applications
- Automate processes
- Extend processes to customers and partners

Benefits

- Choice of integration methods that complement your existing infrastructure
- Flexibility to grow your solution as your business requirements evolve

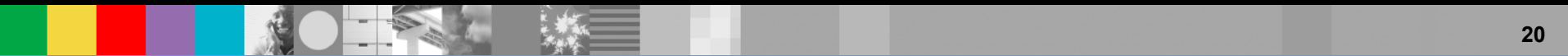
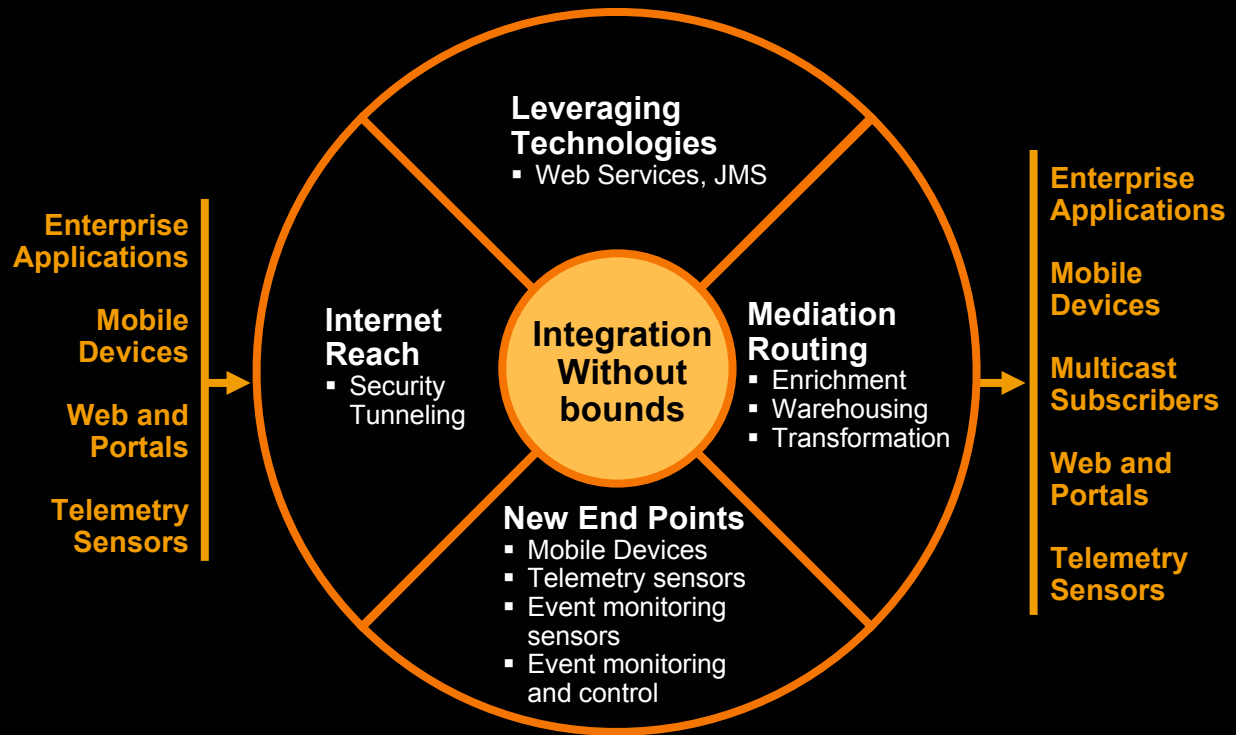




Application and Process Integration

Optimize the distribution of information between applications and across locations

- Enable the business to react instantly to new information by distributing common data to all departments simultaneously
- Hide differences in platform, software architecture and network protocols
- Assure delivery of transactions, even when systems go off-line
- Reroute, log and enrich information under central control
- Deploy incrementally, project by project, to better manage expense
- Minimize risk with industry standard interfaces and protocols



Deliver new Web Services-based composite applications

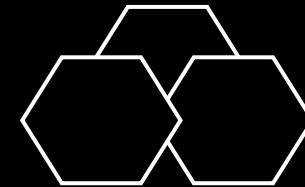


Application and Process
Integration

- Build new standards-based applications out of modular components or services
- Create reusable services out of Java assets, backend systems, packaged applications, people and processes
- Use drag-and-drop tools to build new applications by visually choreographing the interactions between services
- Build, deploy and choreograph Web services to form composite applications
- Implement a Service Oriented Architecture (SOA)

Deliver new Web services based composite applications that extend and integrate your existing IT assets

Service Oriented Architecture



CISC J2EE SAP Web Service .NET

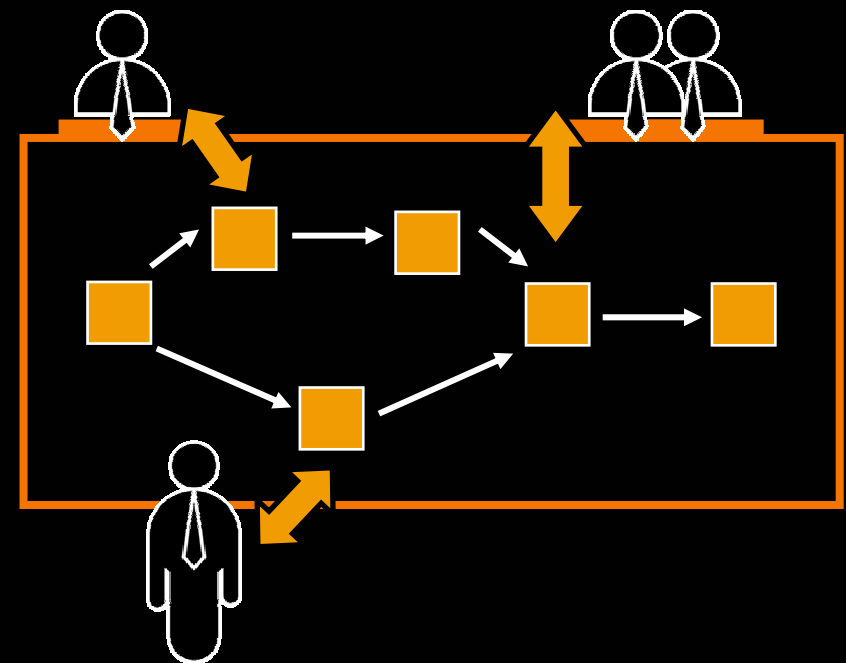
Automate processes that involve systems and people

- Easily exchange real-time information across multiple participants, platforms, business applications and organizations
- Make optimal use of human resources to support business processes and deliver enterprise services
- Manage business process logic in accordance with business design - separate from implementation and integration details



Application and Process Integration

Automate processes that involve systems and people

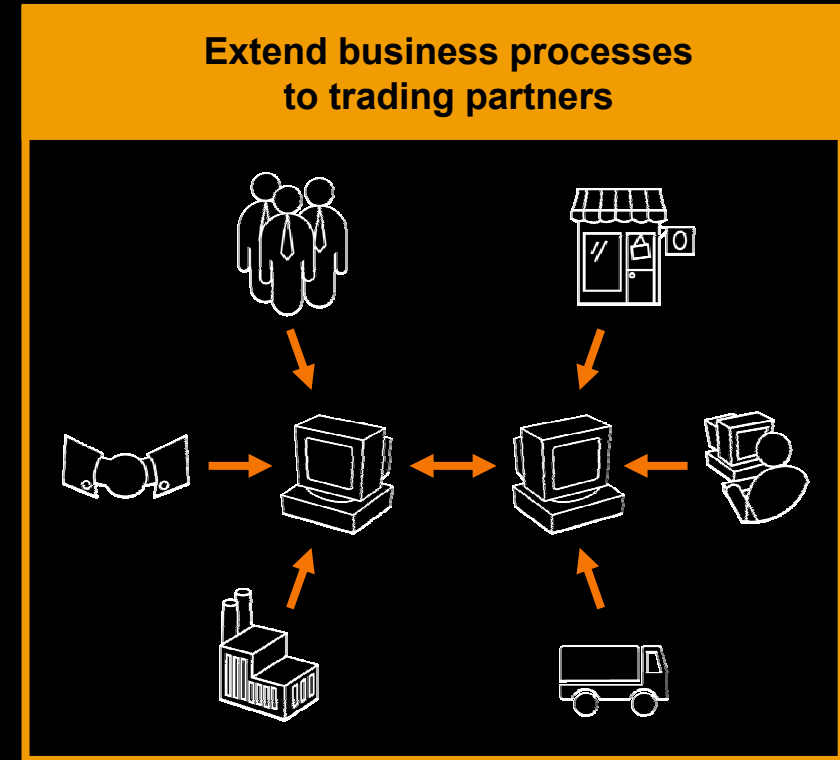


Extend business processes to customers and trading partners



Application and Process
Integration

- Connect to and integrate with communities of trading partners
- Enables integration beyond the enterprise into the extended value chain
- Support for a wide range of industry standard protocols including RosettaNet, AS2 and XML
- Support for trading partner interactions over transports such as HTTP(S), FTP and SMTP



Accelerate Implementation of Intelligent Processes



Application and Process Integration

- Online commerce and business transactions 'out-of-the-box'
- Leverage industry best practices and industry-specific processes
- Deploy pre-built/pre-tested intelligent and extendable business processes
- Utilize pre-built adapters to back-end applications for faster integration

Marketing

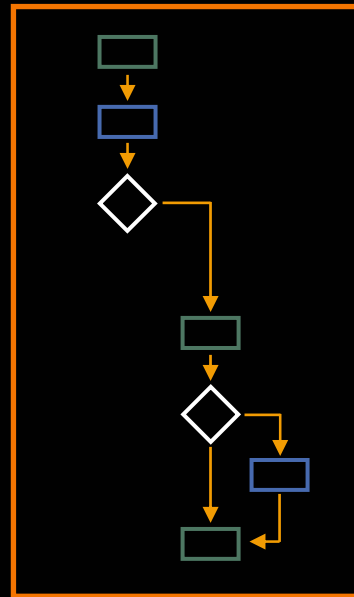
Catalog & Content Management

Merchandising

Order Management

B2B Contracts & Entitlements

IBM for American Express



Personalized Experience = Customer Loyalty

Hundreds of pre-built processes based on industry best practices

Accelerates implementation

Extended via process templates to meet Industry requirements

Standards Based

Easily adaptable to business need or technologies

IBM Integration solutions in action

Integration Capabilities

Process Transformation

Application and Process Integration

Information Integration

Business Modeling

Business Process Management

Access

Collaboration

Information Integration Offerings

- DB2 UDB
- DB2 Data Warehouse Edition
- DB2 Information Integrator
- DB2 Content Manager
- DB2 Records Manager
- DB2 Document Manager
- DB2 Commonstore for SAP, Lotus Domino, Exchange
- Lotus Workplace Web Content Management
- Lotus Domino Document Manager
- IBM Risk and Compliance Offerings

Information Integration



Customer Challenge

- Manage growing volumes & variety of information across platforms, processes and companies.
- Silos of information that aren't easily accessed in real time and integrated across applications.
- Increased legislation and regulatory compliance requiring long term storage and reporting

Solution

- Comprehensive, flexible, cost-effective information infrastructure

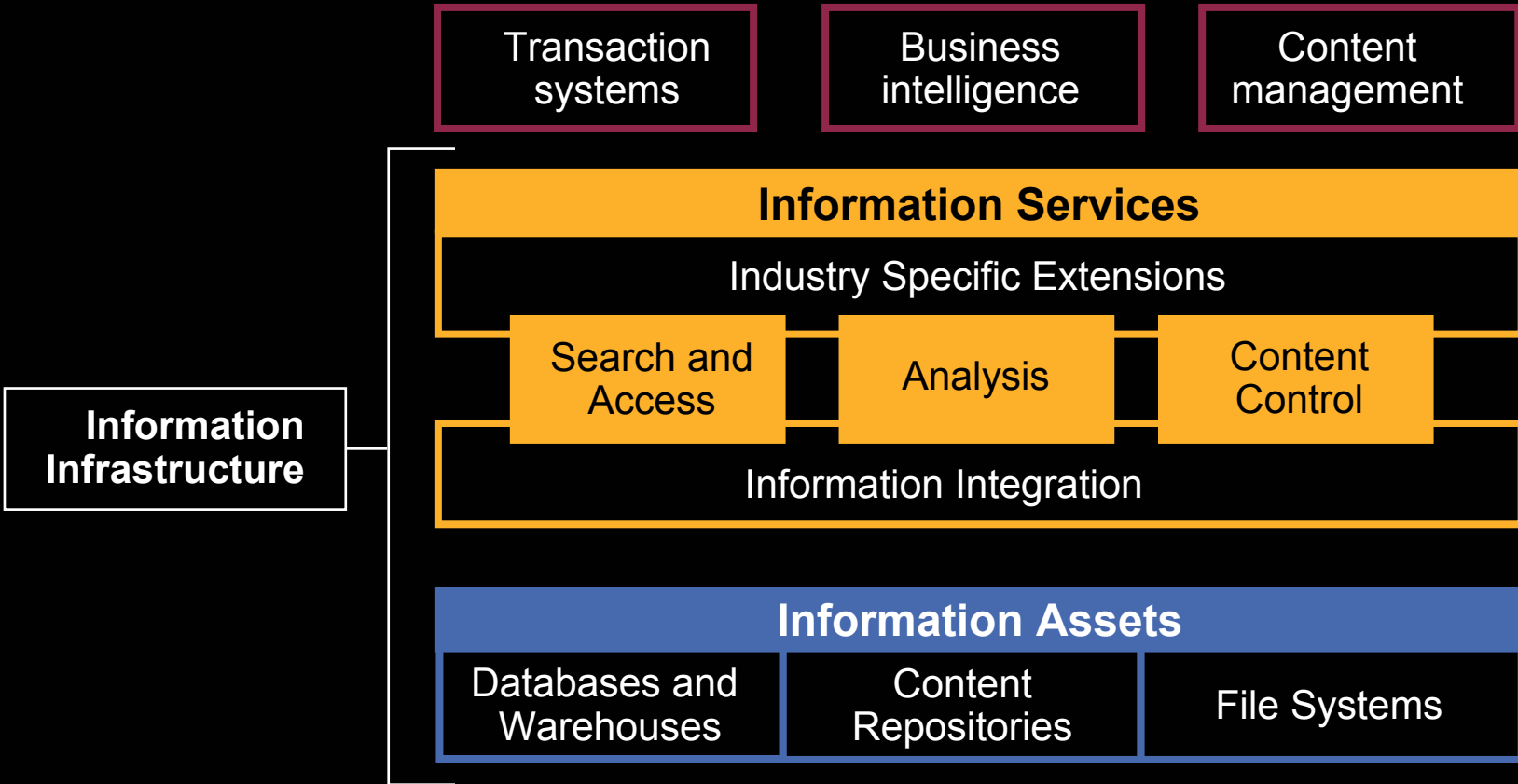
Benefits

- Optimized operations
- Speed to market, flexibility
- Cost effectively leverage information wherever it resides
- Easily extract valuable insight from your data
- Manage, capitalize on and protect the value of any type of information
- Improve business results through compliant processes



DB2 Information Management

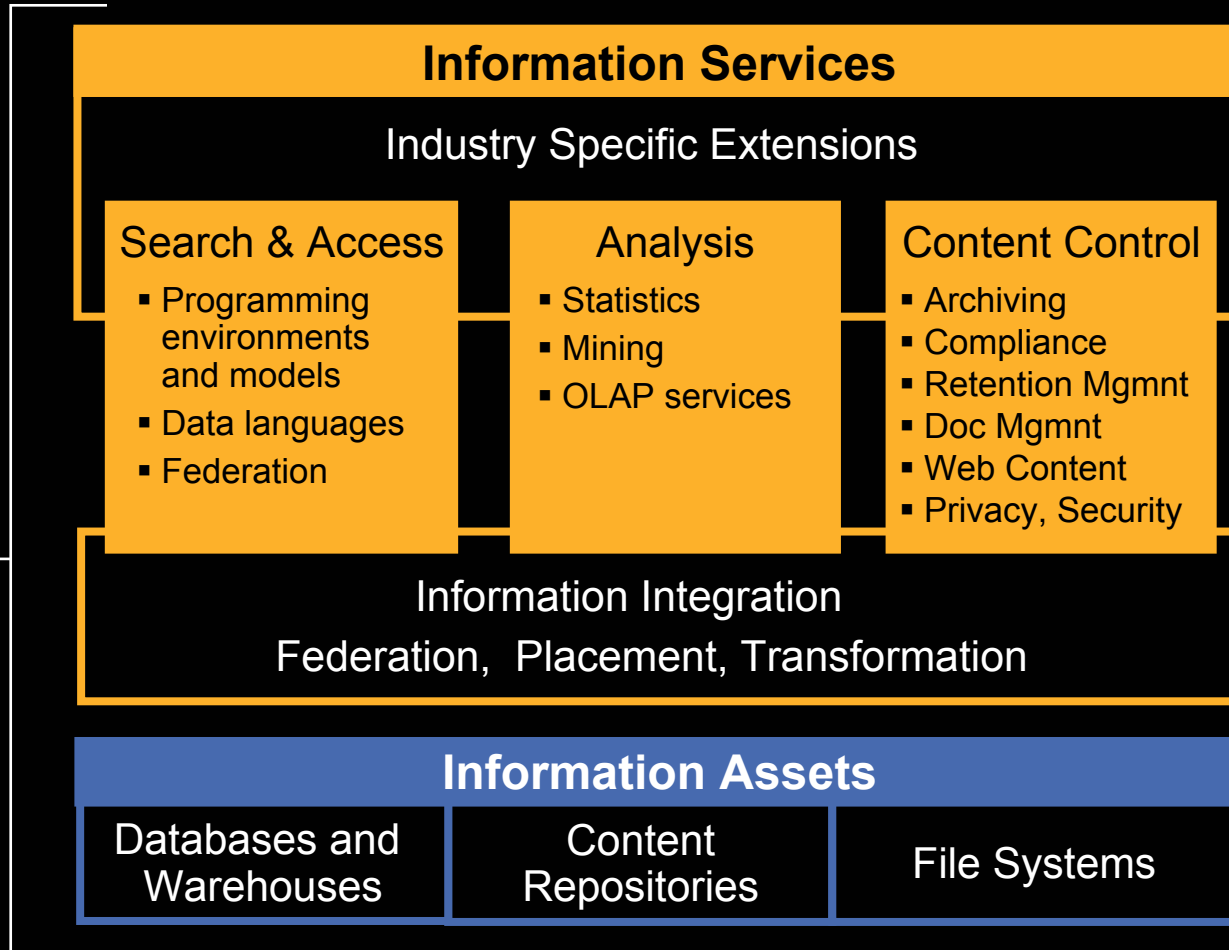
An information infrastructure is an integrated set of services for managing and leveraging diverse information assets to improve business performance





DB2 Information Management

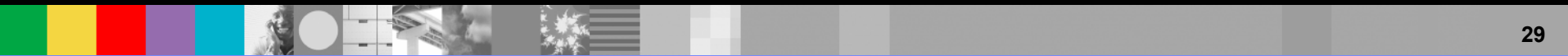
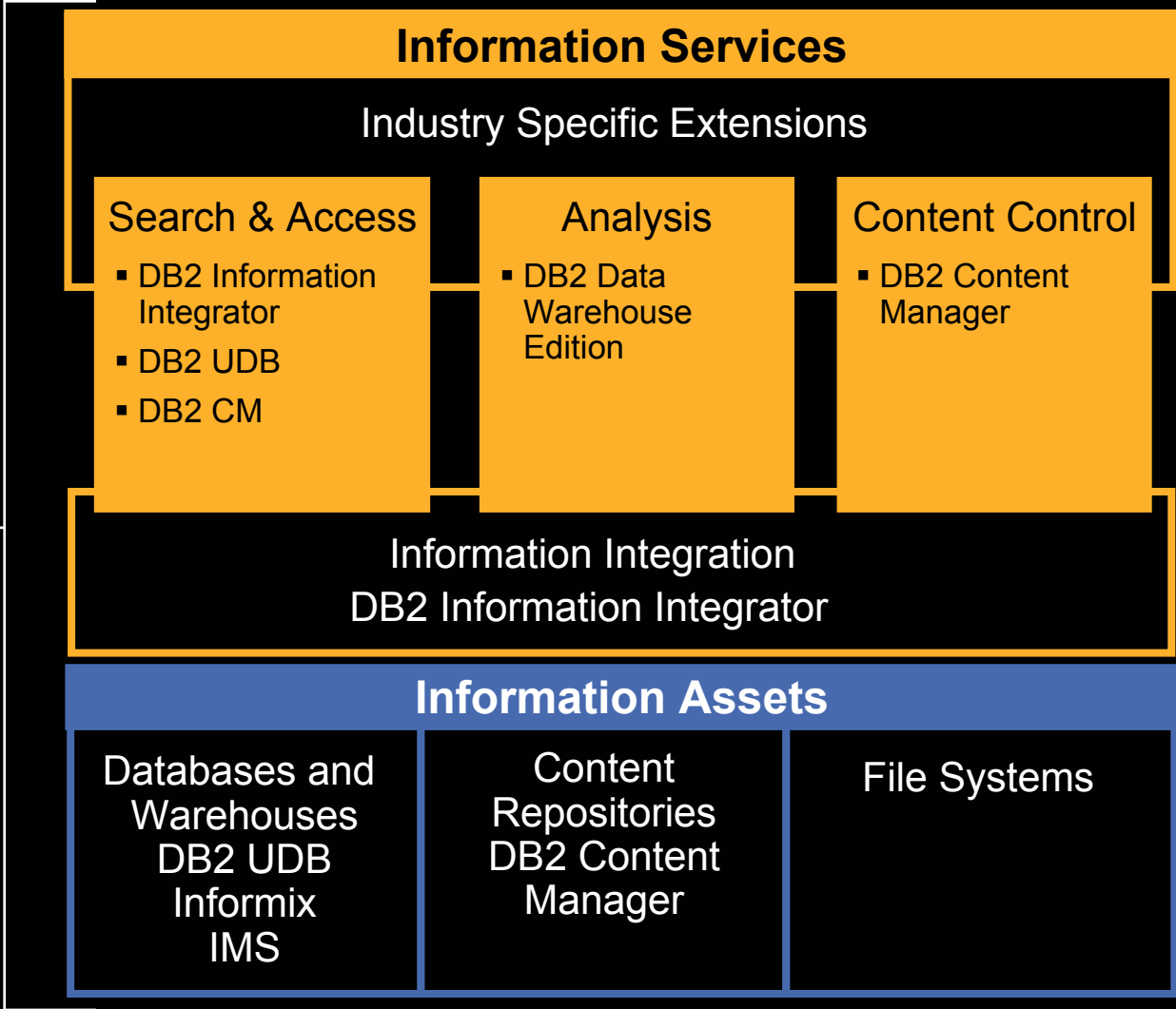
Information Infrastructure





DB2 Information Management

Information Infrastructure



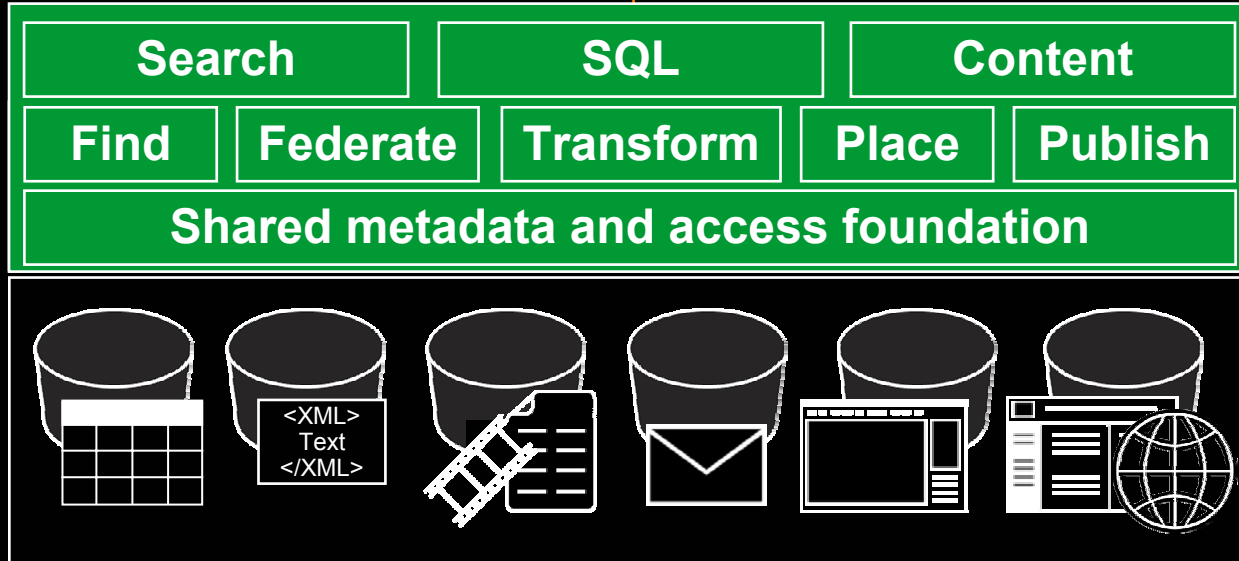
DB2 Information Integrator portfolio

Any data

Multiple access paradigms

Multiple integration disciplines

- Speed time to market for integration projects
- Get more value and insight from existing assets
- Control IT costs tailoring views and reducing copies





Information Integration

Integrated environment for risk and compliance issues

Address regulatory and internal policies

- DOMEA- Germany, Records Management
- MoReq- EU, Electronics Record Keeping
- Pro- UK- Public Records Standard
- Basel II- Banking, Credit and Risk Management

Integrate information to comply with regulations while simultaneously improving business processes

- IBM Content Management for Message Monitoring and Retention
- Basel II Information Management Offering
- IBM Lotus Workplace for Business Controls and Reporting
- IBM Tivoli Security Compliance Manager
- DB2 Commonstore for SAP, Lotus Domino and Exchange Server
- DB2 Records Manager, and more



IBM Integration solutions in action

Integration Capabilities

Process
Transformation

Application
and Process
Integration

Information
Integration

Business
Modeling

Business
Process
Management

Access

Collaboration

Business Modeling Offerings

- WebSphere Business Integration Modeler
- WebSphere Business Integration Monitor

Business Modeling



Customer Challenge

- Deliver flexible, agile business processes optimized to business aims
- Make best use of existing resources

Solution

- Graphically design processes and quickly redesign across people, partners, applications
- View costs and projected backlogs in each option you consider
- Deliver “What-if” simulation of operations to optimize and project business benefits

Benefits

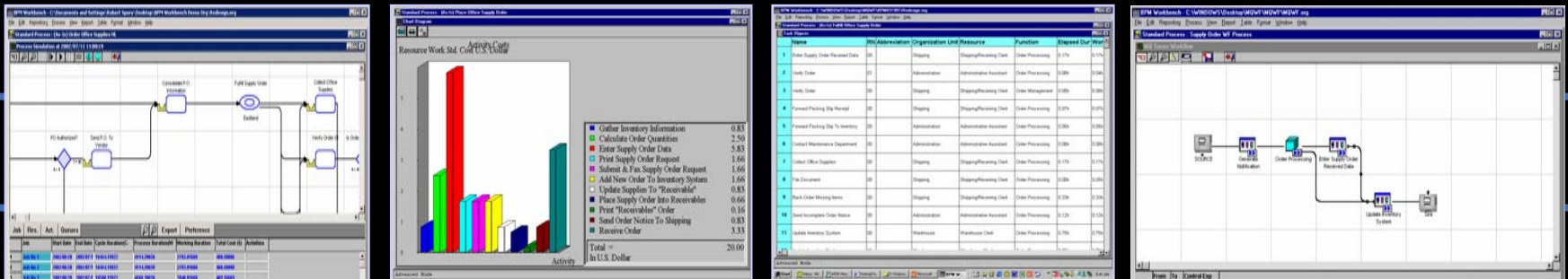
- Ability to project Return on Investment (ROI) of any potential process change
- Fast start to deployment, generating code from model



Model Business Functions and Processes

Business Modeling

- Graphically design processes and quickly redesign across people, partners and applications – business oriented and easy-to-use
- Shared view of processes and costs – across organizations



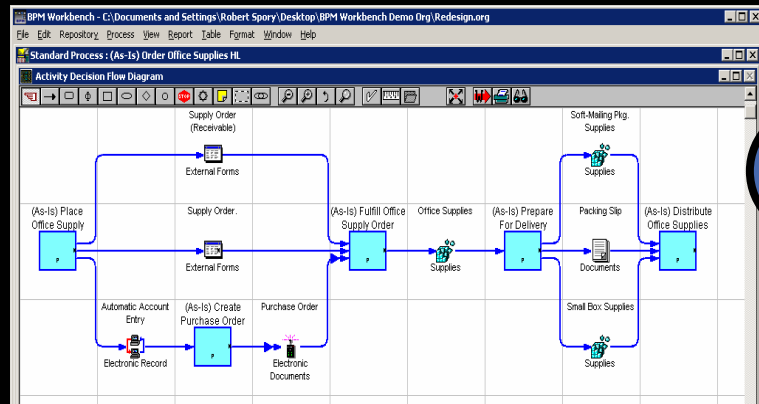
- View costs and projected backlogs in each option you consider. .. “What if” simulation
- Sets key business measures which can be monitored in operation



Business Modeling

Model and Monitor personnel activities, automated processes and applications

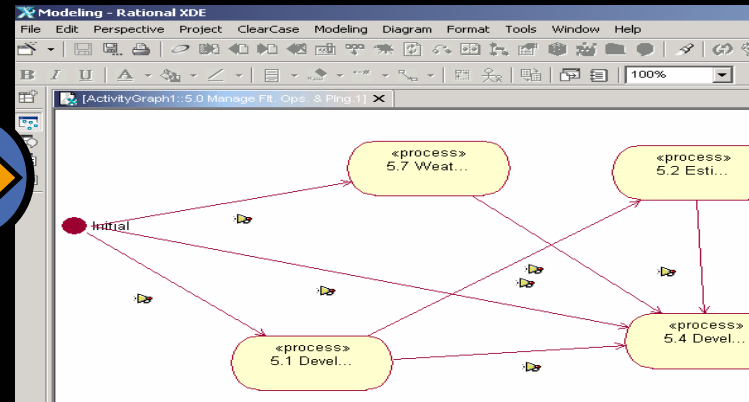
Business Analyst



- Cost
- Return on investment
- Options



IT Analyst



- Applications
- Data

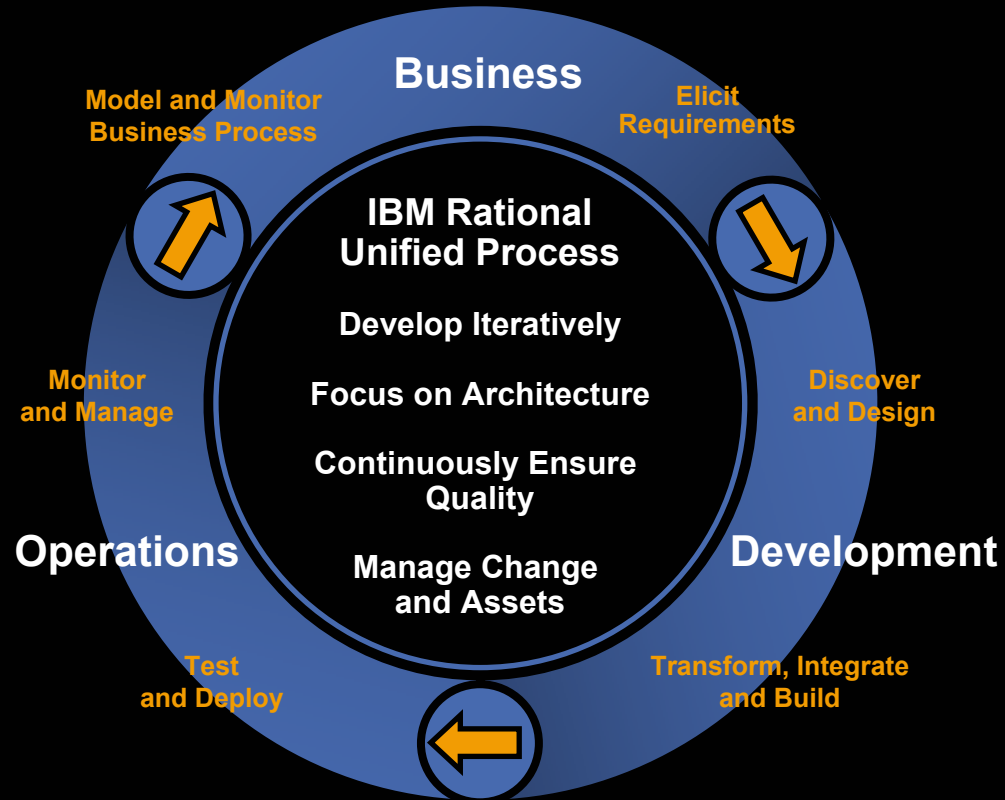


Modeling based on the IBM Software Development Platform

A proven, complete, modular and open solution

Benefits of business-driven development

- Improves ability to capture business value
- Helps to protect value over the long term
- Improves quality and user experience
- Ensures compliance
- Embraces change



Principal Residential Mortgage

Principal Residential Mortgage, Inc.

Challenge

Automating business processes to reduce a 14-step loan process to just two steps in order to become more efficient and keep costs low

Solution

- Scan forms and documents to Distribute digitally allowing multiple employees to work simultaneously on the same file
- Using WebSphere Business Integration Modeler and WebSphere Business Integration Monitor, simulate the effect of moving mortgage applications through the new workflow to determine how much volume the system could handle before bottlenecks arose

Value

Principal Residential Mortgage cut its labor- and paper-intensive post-closing mortgage process time by an average 53 percent, achieved a 34 percent increase in efficiency and realized an estimated annual savings of \$4 million.

“Before, it was paper files. To get one function done, a folder had to be routed through any number of people.”

—John Ivalts
CIO, Principal Residential Mortgage Inc.
CIO Insight, 3/04: Business Process Modeling: A
Model Student
By Debra D’Agostino



IBM Integration solutions in action

Integration Capabilities

Process Transformation

Application and Process Integration

Information Integration

Business Modeling

Business Process Management

Access

Collaboration

Business Process Management Offerings

- WebSphere Business Integration Family
- WebSphere Business Integration Modeler
- WebSphere Business Integration Monitor
- WebSphere Business Integration Tools
- DB2 Information Integrator
- DB2 UDB
- DB2 Data Warehouse Edition

Manage performance against business objectives



Business Process
Management



Customer Challenge

- Difficulty managing across end to end business processes
- Difficulty automating resources (people, processes & systems)
- Difficulty turning data across enterprise into information
- Sales issues identified via customer complaints

Solution

- Measure business performance against key objectives and provide a framework for improvement
- Dynamically change business processes to meet shifting business conditions and meet objectives
- Optimize resource reallocation

Benefits

- Integrated view of end to end processes and key metrics
- Tight integration between process and IT
- Sales issues identified and fixed before customer impact
- Real time events into historic or planned context

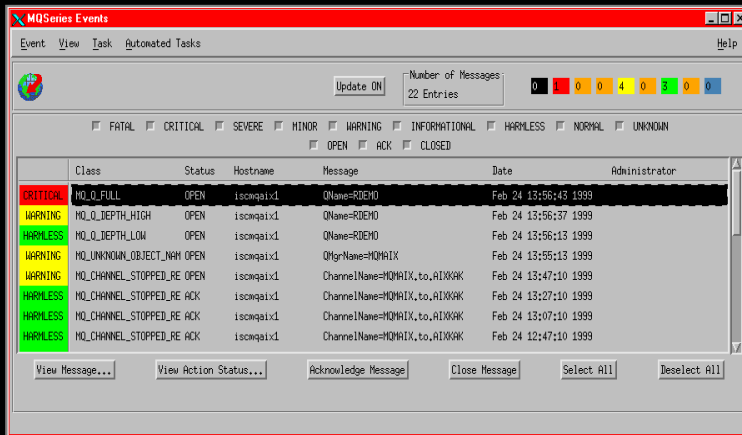


Manage the supporting IT infrastructure

IT decisions based on business priorities

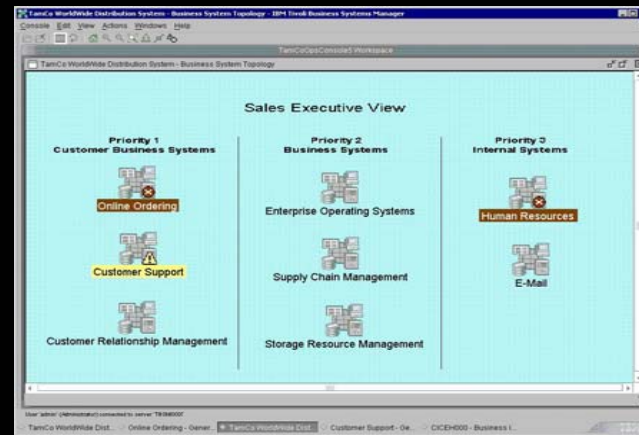
Business Process
Management

- Manage the infrastructure in terms of business systems and processes
- Prioritize IT projects based on their impact to business success
- Predict potential future problems early



Class	Status	Hostname	Message	Date	Administrator
CRITICAL	NO_Q_FULL	OPEN	iscwqai1	QName=ROEMO	Feb 24 13:56:43 1999
WARNING	NO_Q_DEPTH_HIGH	OPEN	iscwqai1	QName=ROEMO	Feb 24 13:56:37 1999
HARMLESS	NO_Q_DEPTH_LOW	OPEN	iscwqai1	QName=ROEMO	Feb 24 13:56:13 1999
WARNING	NO_UNKNOWN_OBJECT_NAM	OPEN	iscwqai1	QMgrName=MQMAIX	Feb 24 13:55:13 1999
WARNING	NO_CHANNEL_STOPPED_RE	OPEN	iscwqai1	ChannelName=MQMAIX,to,AIXWAK	Feb 24 13:47:10 1999
HARMLESS	NO_CHANNEL_STOPPED_RE	ACK	iscwqai1	ChannelName=MQMAIX,to,AIXWAK	Feb 24 13:27:10 1999
HARMLESS	NO_CHANNEL_STOPPED_RE	ACK	iscwqai1	ChannelName=MQMAIX,to,AIXWAK	Feb 24 13:07:10 1999
HARMLESS	NO_CHANNEL_STOPPED_RE	ACK	iscwqai1	ChannelName=MQMAIX,to,AIXWAK	Feb 24 12:47:10 1999

Event-based IT management



Business-based IT management

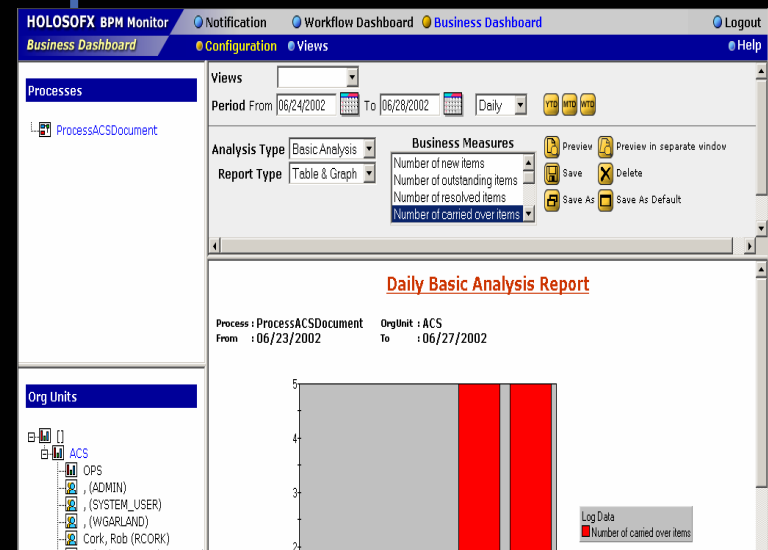
Manage performance against business objectives

Manage is the window to your business processes



**Business Process
Management**

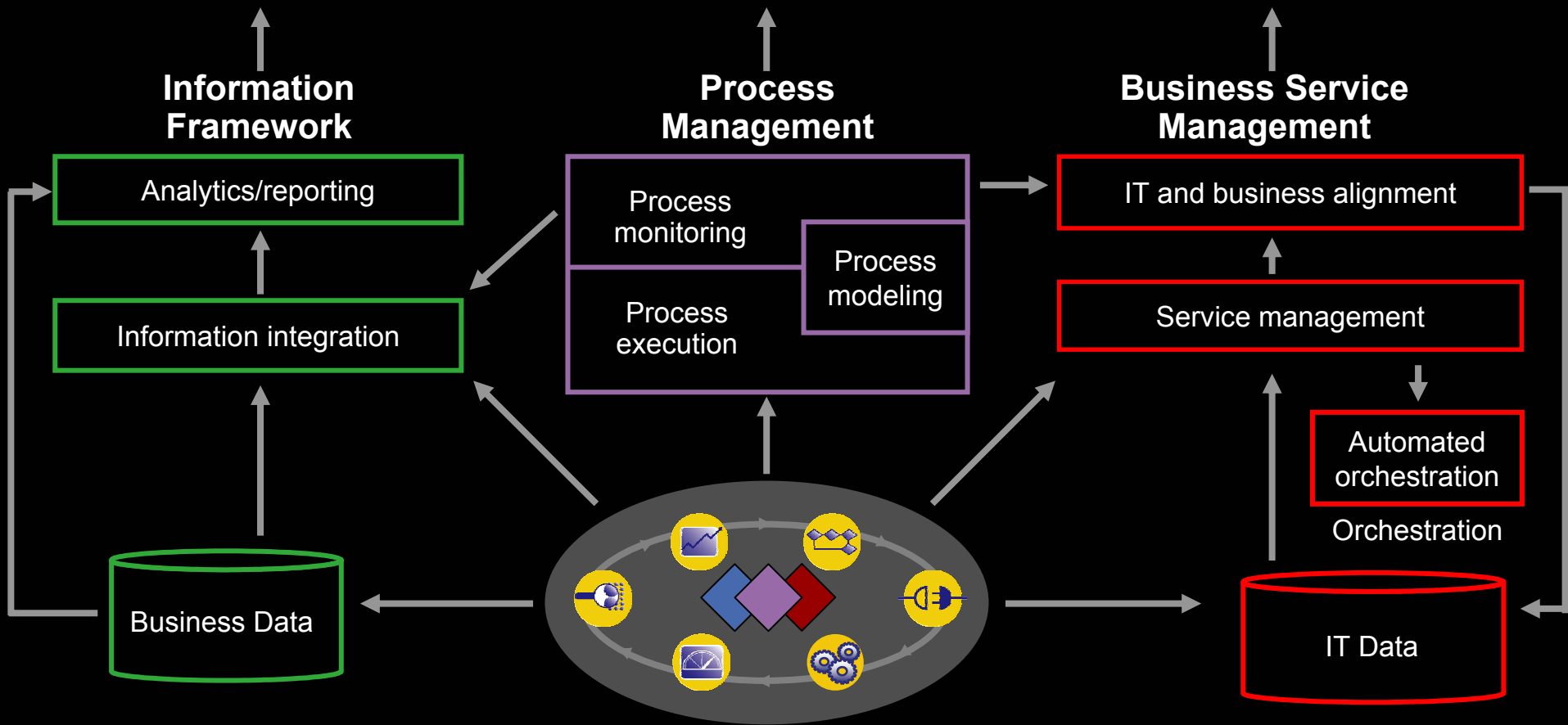
- Provides a high-level, strategic view of the automated process
- Provides business metrics by process – cost and/or time
- Provides process status to help improve operational decisions and effectiveness of partner interactions
- Displays defined Business Measures
- Provides tactical problem solving on-the-fly for senior management



Process Management as part of the larger Business Performance Management



Role-based consoles and dashboards



Siemens ICN enables efficient internal and external communications

Challenge

Create a simple integrated infrastructure for trading partners to connect and place sales orders with Siemens online

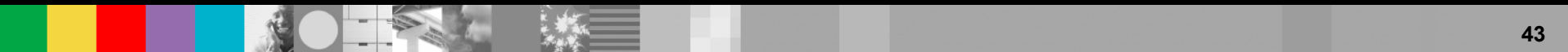
Streamline sales order processes in real-time between SAP, suppliers, and customers regardless of existing platforms

Solution

Designed a central integration hub allowing divisions to communicate internally / externally with partners using IBM WebSphere Business Integration

Value

Increased response time to order requests
Faster and less expensive communications
Integrated environment with suppliers
Eliminated manual business process



IBM Integration solutions in action

Integration Capabilities

Process Transformation

Application and Process Integration

Information Integration

Business Modeling

Business Process Management

Access

Collaboration

Access Offerings

- WebSphere Portal family
- WebSphere Everyplace family
- WebSphere Voice family
- DB2 Everyplace
- DB2 Information Integrator

Access



Access



Customer Challenge

- Drive revenue and customer loyalty through better service
- Connect geographically dispersed employees, giving them the resources needed to work smarter and faster
- Integrate suppliers and partners into the value chain

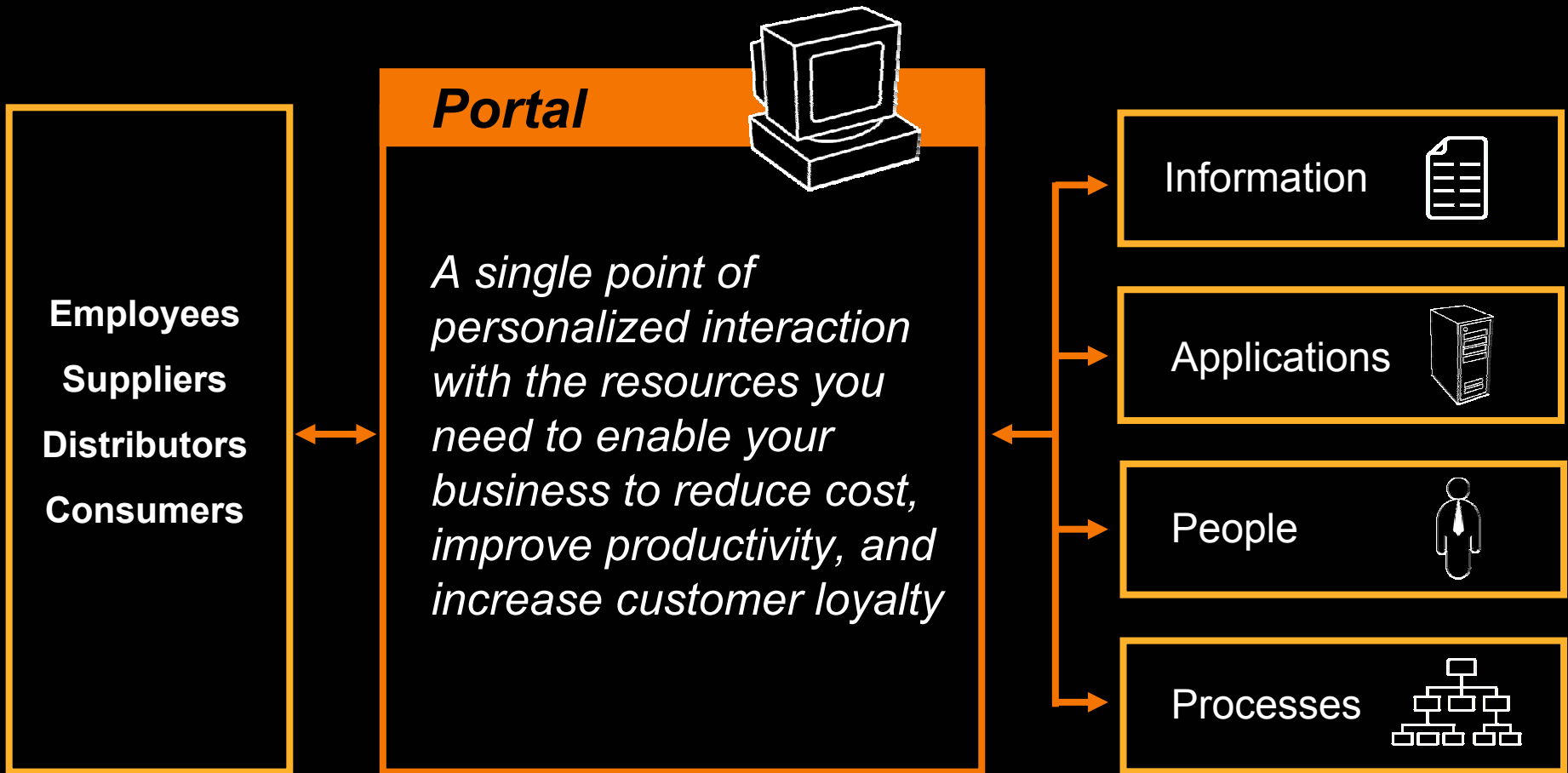
Solution

- Secure, personalized single point of interaction to people, information, applications and processes accessed anywhere, anytime

Benefits

- Increased revenue through customer loyalty
- Increases employee productivity
- Enhances partner relationships

What is a Portal?



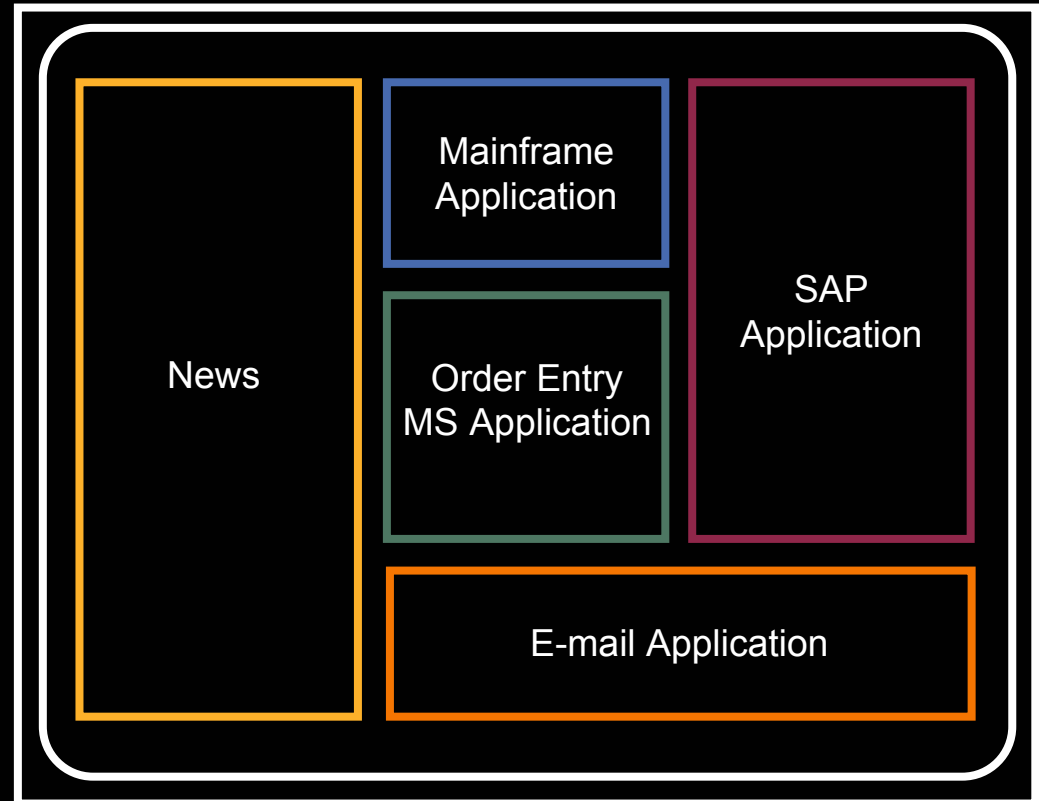
The role of the Portal

Portal capabilities include:

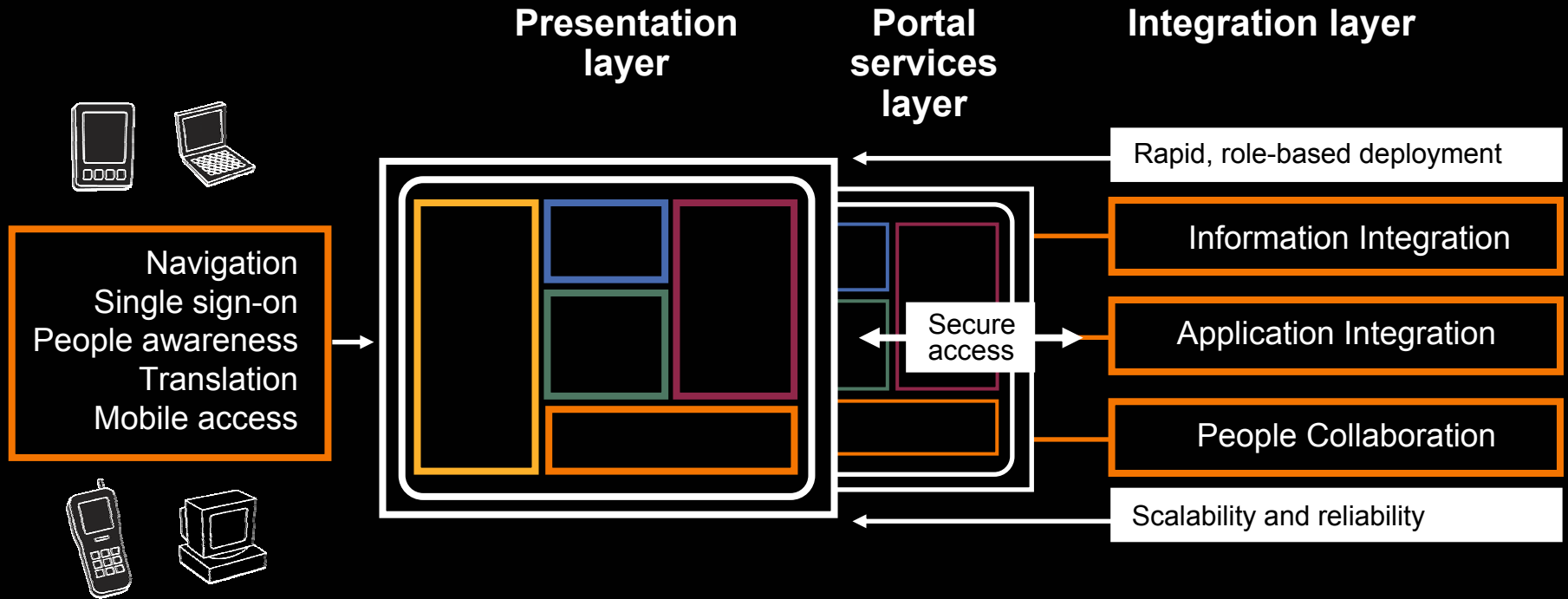
- Common User Interface
- Single sign-on
- Extensive search
- Application integration
- Document management
- People interaction
- A framework for Web Services
- Extension to pervasive devices
- Personalization and customization

Using a Portal can result in:

- Improved employee productivity on B2E Portal
- Improved business partner relationships on B2B Portal
- Increased customer loyalty on B2C Portal



Portals are much more than a user interface



IBM Integration solutions in action

Integration Capabilities

Process Transformation

Application and Process Integration

Information Integration

Business Modeling

Business Process Management

Access

Collaboration

Collaboration Offerings

- Lotus Notes
- Lotus Workplace Messaging
- Lotus Workplace Collaborative Learning
- Lotus Team Workplace (Quickplace)
- Lotus Instant Messaging and Lotus Web Conferencing (Sametime)
- DB2 Content Manager
- DB2 Records Manager
- DB2 Document Manager
- Lotus Workplace Web Content Management
- Lotus Domino Document Manager

Collaboration



Collaboration



Customer Challenge

- Need to improve organizational responsiveness
- Need to enhance employee productivity and innovation
- Need to service customers and work closely with partners while keeping costs down

Solution

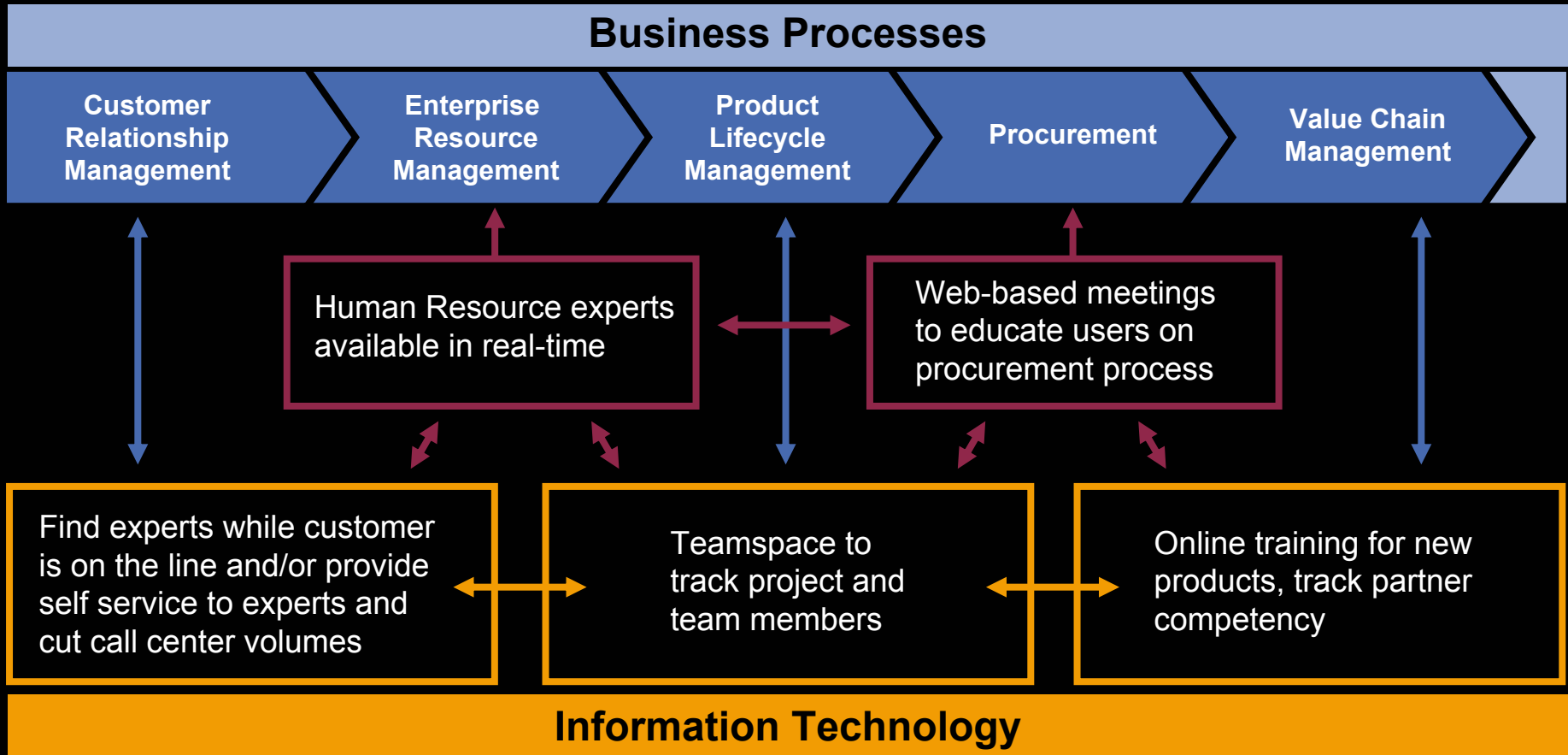
- Integrated collaboration and human interaction capabilities, easily managed and extended beyond organizational boundaries through a web portal
- Collaborative content management for sharing all forms of information inside and outside the organization

Benefits

- Enables flexible and cost effective access to people, information and processes
- Supports multiple user types and user experiences, access points and forms of connectivity



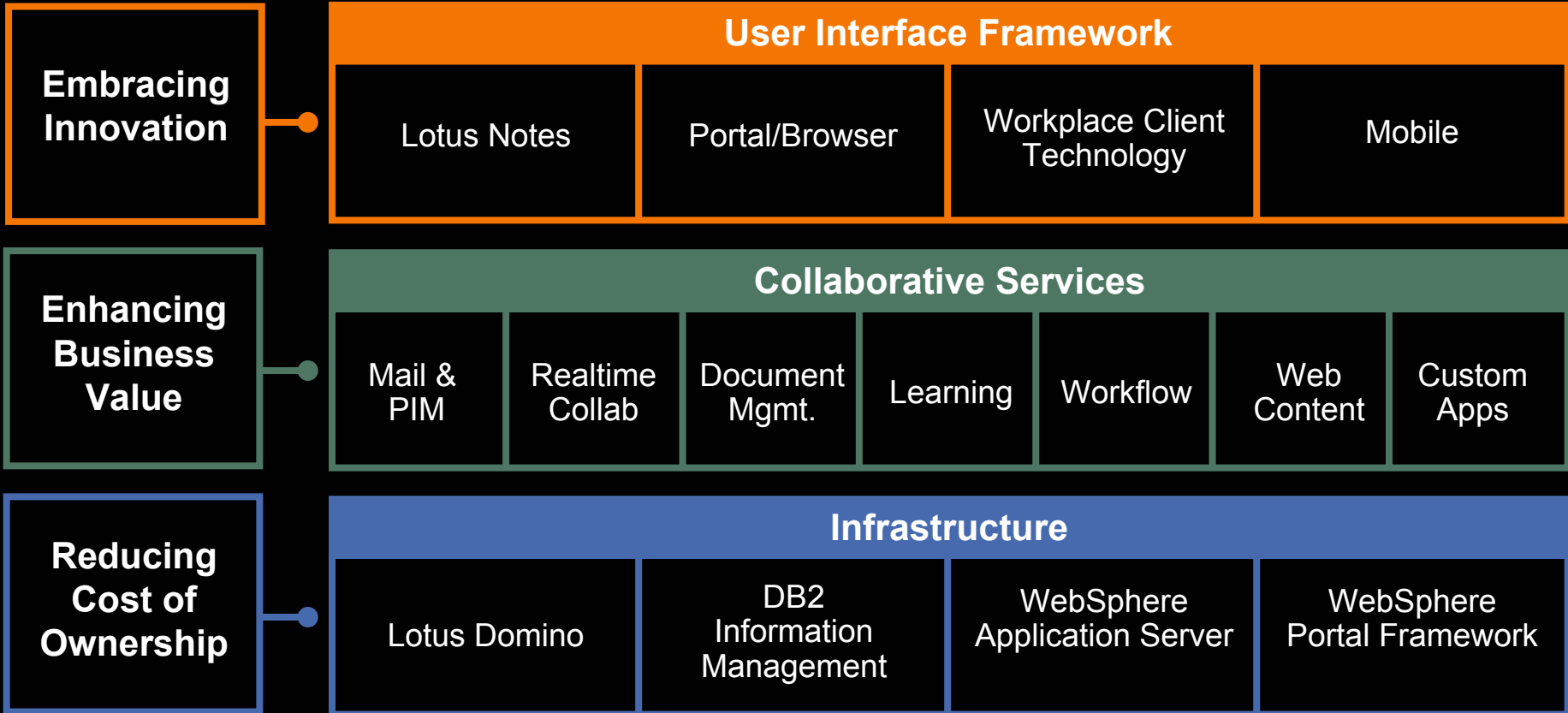
Inserting collaboration into core business adds value to existing applications and business processes



People Productivity Collaboration Solutions

Delivering Key Business Value

Making more people more productive in the context of the business they do every day



Agenda

1 Linking On Demand and Integration

- Definitions
- Business drivers and benefits
- Stages of adoption

2 IBM Integration Solutions in Action

3 Conclusion

- Why IBM for Integration
- How to get started



IBM Integration solutions deliver confidence, business agility and return on investment

With IBM business integration you can:

- Improve customer service
- Reduce cost and improve responsiveness
- Enhance productivity
- Extend the value of applications
- Minimize cycle-time and costs
- Allow focus on core competencies plus
- Speed to market, accelerating application development

The lowest total cost of ownership



IBM is a leader in integration

- Simple, integrated development
- Secure and scalable deployment
- Service Oriented Architecture (SOA) enablement
- Breadth of information managed
- Standards leadership
- Proven experience



IBM is committed to integration

Over 450,000 companies rely on IBM DB2 Information Management solutions

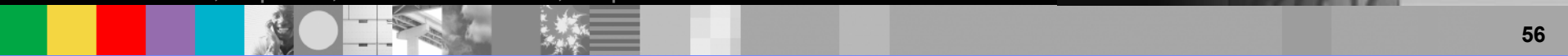
\$1 billion annual investment in Engineering, \$5 billion in technology acquisition

IBM offers over 50 industry-tailored business integration solutions that span 11 industries

IBM leads in all areas of Integration, including Application Integration, Portal, Business & Information Integration*

IBM WebSphere customers include 91 of the top 100 global companies (2003)

2,000 customers rely on WebSphere Business Integration



Next steps with IBM integration solutions

- 1** *Visit the IBM Integration website:
ibm.com/software/integration*
- 2** *Visit the IBM on demand website:
ibm.com/ondemand*
- 3** *Visit the Solution Showcase at the conclusion of the presentations*
- 4** *Take the IBM Business Integration Assessment via an IBM Sales rep*
- 5** *Move forward with actionable offers such as test drives and POCs through your IBM sales rep*





Thank You