When executives at JK recognized that customer relationship management problems were jeopardizing the well-being of the business, they looked to IBM for help in pursuing Service Oriented Architecture (or SOA). They understood that one huge benefit of this modular, highly integrated approach to IT would be restored customer relations.

JK used IBM tools to expose some of its existing IT assets as services and they accessed external services and created new services to fill in the gaps. But now the company needed an efficient way to connect these services to each other, to sources of information, and across and beyond the enterprise as a whole.

The company chose to enable connectivity by implementing an Enterprise Service Bus (or ESB), which they knew would provide connectivity at a cost two to four times less than traditional connectivity. They needed information to flow seamlessly from anywhere at anytime using anything. The ESB allowed them to connect their entire infrastructure internally—as well as to its trading partners—in a secure, scaleable way.

JK also needed a way to connect the systems within several regional offices and also to and from headquarters so that, when a new account was opened at a branch, the information involved with that process could flow freely within and between the offices. To achieve this, they connected the offices using an open

standards-based Enterprise Service Bus or "ESB".

They began by modeling how they wanted information to flow across their ESB and by determining who needed what information and when. After running simulations, they were able to optimize their design. The ESB could automatically look up any required information about the services from a centralized service registry. This could include such information as how a service can be used or connectivity policies.

This helped ensure consistency and governance of the flow of information among the offices. JK also implemented an automated console to manage this flow of information and ensure that it was functioning properly.

JK opened customer accounts through its call center. They had a variety of back-office systems in place to support this process. But JK's redesigned business process meant that they wanted to create a new customer self-service account opening web portal to better serve its customers.

And they wanted this new web portal to access the same back-office systems that powered the call center. This would ensure a consistent user experience regardless of which channel customers used to do business with JK.

To extend their business channels from call center to a web portal, JK Enterprises needed advanced ESB capabilities. This selection allowed JK to tap into existing mainframe-based systems and route

information to the right destination and in the right format.

JK might decide some day to further expand its business channels to include kiosks, handheld devices or any other else means that its customers preferred. With IBM's advanced ESB capabilities, JK could do so without altering or even touching its existing back office systems.

Finally, JK needed a way to set up a gateway to securely and scaleably connect to its external trading partners, such as its suppliers and service providers. JK needed to centrally manage these connections to ensure that service level agreements and policies were being upheld. They need the ability to connect to new partners quickly and securely to keep the necessary levels of flexibility.

To connect to its trading partners, JK used an SOA appliance. This drop-in device was used because of its focused security and connectivity capabilities and its ability to accelerate the processing of high-volume tasks such as these. JK also automatically monitored and managed these interactions to ensure that all parties were delivering service as promised.

By employing an Enterprise Service Bus, JK invited connectivity into the company in a variety of forms. It not only connected its services to each other, it was also able to take advantage of third-party services that fit their needs. And with its new web delivery business channel, it could extend existing systems by delivering them in new ways. Service Creation and SOA Connectivity gave JK greater business flexibility on their own and also provided a

solid foundation from which to pursue
further SOA projects.