

WebSphere® software



**Respond on demand to changing business needs.**



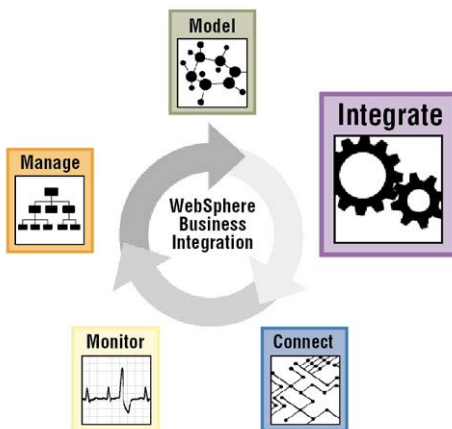
The evolving technologies, business processes, applications and people that make up your enterprise are all factors influencing the way you conduct business. Your ability to respond immediately to customer demands, support e-business initiatives, streamline mergers and keep up with globalization requires a comprehensive business integration solution. One that allows the disparate parts of your business to work together toward unified goals.

Link a global call center with local and central support systems to boost customer satisfaction. Introduce supply chain management to connect all parts of your value chain. Or create a blueprint for an enterprisewide integration platform to support your long-term strategies. By uniting all the interaction points among key business processes, information, applications and people—both within and outside of your enterprise—you'll be able to respond to nearly any customer requirement, market opportunity or external competitor on demand.



## Position yourself for future growth

Your IT systems, business applications and employees are the backbone of your business. But your extended enterprise —suppliers, distributors, retail outlets—also play a critical role in your daily operations. With a comprehensive enterprise integration solution, you get tools, technologies and best practices to create automated business processes that tie together these related entities—and manage them as one. So you can respond proactively to changing business needs.



*WebSphere Business Integration Server addresses a range of enterprise integration needs — one of five core capabilities included in the comprehensive WebSphere Business Integration portfolio.*

The comprehensive IBM WebSphere® Business Integration portfolio provides five essential capabilities to help you respond rapidly to changing business requirements. It enables you to:

- *Model and simulate business processes.*
- *Integrate people, processes and applications.*
- *Connect customers and trading partners.*
- *Monitor business processes end to end.*
- *Manage and improve business effectiveness.*

At the core of the solution, IBM WebSphere Business Integration Server, Version 4.2 is the powerful platform that can help you turn business innovation into business results. Use Business Integration Server to integrate people, processes and applications—to help solve a variety of integration needs, from basic to complex. And take a phased approach to integration, choosing which projects to implement first.

### ***Extend your business initiatives with complementary solutions***

The comprehensive WebSphere Business Integration portfolio offers leading-edge capabilities to help propel your strategic business initiatives. Use WebSphere Business Integration Server—along with business process templates and adapters—to integrate people, processes and applications throughout your enterprise. Employ any of these capabilities individually—or in any combination—to help achieve your unique business goals.

#### **Model and simulate business processes**

Optimize process models before deployment by modeling and simulating existing—and proposed—business processes. Move these business processes into production quickly, without the need for Java™ programming. And stay competitive by rapidly redesigning processes when your business needs change.

#### **Connect customers and trading partners**

Connect your key business processes with those of your trading partners outside your firewall. Connectivity solutions based on industry standards and Web services protocols can help reduce implementation and maintenance costs. And facilitate meaningful, two-way communications between trading partners.

#### **Monitor business processes end to end**

By keeping a close check on your business processes 24x7, you can monitor their effectiveness and react quickly to unusual conditions. Gain control through a Web-based dashboard that lets you see actual metrics—even remotely—so you can start, stop or alter processes when needed.

#### **Manage and improve business effectiveness**

Use fact-based analysis to improve your business effectiveness. WebSphere Business Integration management capabilities let you dynamically analyze and improve business processes of your enterprise software systems—for benefits that flow throughout your value chain.

### **Adapt rapidly and deploy flexible business processes**

If your order-entry data needs to be distributed to multiple applications, you can connect these applications quickly—even if they run on diverse platforms. Or if your customer records in one application need to be synchronized with account records in another application, you can use prebuilt, customizable business process templates to simplify this routine task.

You can also solve complex challenges—like redesigning business processes between applications and the flow of work among people who use them. For example, you can link and update data that's shared between unique order entry and customer relationship management (CRM) systems, in realtime. So when an existing customer orders a product from a company you've just acquired, a customer record can be created immediately in the new order entry system, using information captured from your existing CRM records. The transaction is transparent to the customer. The underlying business process is efficient, eliminating unnecessary manual tasks. Bottom line: You can enhance customer loyalty and lower administrative costs.

By helping you redefine the business processes underlying your operations, Business Integration Server helps you solve common as well as unexpected business challenges. Competitive pressures. Market changes. And sudden economic fluctuations. Use visualization and simulation tools to evaluate your processes. Then optimize the processes before you deploy them. Create new, intelligent business process models that link all related people, applications and systems—so you can quickly adapt your responses to suit the unique demands of your current situation.

### **Give analysts flexibility for modeling business processes**

Based on the Eclipse open-standard framework, the toolset included in Business Integration Server enables a consistent, flexible user interface across the entire platform. This framework delivers a team-based visual design environment, which gives you the option to allow source code management by a third-party program. It simplifies business process design by reducing the need for Java programming—so the toolset puts more control over designing these processes into the hands of your line-of-business users. For example, the graphical-based activity editor—which complements the process designer tool—lets business users insert additional logic, like applying string and mathematical functions to customize collaborations. All without the need for specialized programming.

### **Coordinate business activities to become more responsive**

Business Integration Server allows you to control and coordinate various business activities among processes, people and applications within and outside of your enterprise. And because the server is based on the concept of separation of function, your business process models remain independent of specific people, applications or systems. Separation of business function and process is handled at three levels:

- *Core business application logic remains in the packaged and legacy applications being integrated.*
- *Logic specific to routing and transformation is contained in an application connectivity layer.*
- *Cross-application business process logic is contained in a process integration layer.*

So regardless of what combination of resources are involved in performing an action, you'll be able to trigger appropriate responses to address your current business demands.

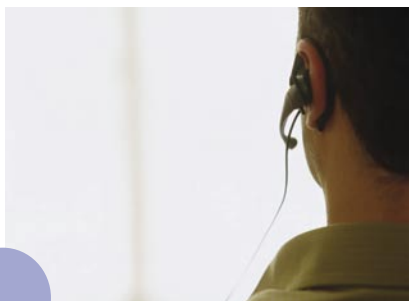
### *Integrate processes*

Use process integration to coordinate communication of business events and execution of business tasks in multiple applications, regardless of location. For example, you can synchronize your internal repayment applications with those of an outside vendor who manages your monthly billings. By decoupling processes and workflows from their corresponding applications and automating their execution, Business Integration Server can help improve efficiency of your business operations.



### *Integrate your workforce*

When you need to manage tasks that span multiple systems and groups of people, use the workforce integration capabilities of Business Integration Server. Workforce integration lets you coordinate IT tasks that require manual intervention so they're executed in sequence with other automated tasks—or parallel to them. You can also assign and track activities to roles rather than individuals, which reduces bottlenecks. So any person in the proper role can execute an action when needed. For example, rather than delay processing of an insurance claim when the approving party stops work before completion, you can have the task automatically resent to an alternate approver. Improve administrative efficiency by using electronic delivery for work task assignments and reminders. And boost customer satisfaction by enabling claims to be processed faster and more accurately.



### *Integrate and connect your applications*

Use application connectivity to deliver access to information when and where it's needed—in the correct format and in a security-rich environment. You can connect applications running on up to 35 different platforms throughout your traditional and extended enterprise. Together with application adapters, the message broker provides a hub-and-spoke architecture, eliminating the need for expensive point-to-point programming to connect multiple applications and transport protocols.

The message broker uses XML and multithreading technology to transform and route business data between applications on the fly. Because processing is handled internally, throughput of messages is very efficient. And you can administer multiple brokers as if they were a single unit, giving you tremendous scalability for processing capacity.

With Business Integration Server, you'll have less integration work to do when you introduce new business applications. You can incorporate a new business application that runs on a UNIX® platform—which exploits structured data formats like XML—into an environment using mainframes and COBOL applications that expect record-oriented formats. The broker can add required message fields that receiving applications expect, so your business applications won't have to be modified. And you can retrieve content from databases to enhance your messages or to initiate new business events.

At the core of the message broker is a scalable, high-performance publish-and-subscribe engine. Applications that are part of the WebSphere Business Integration solution can publish information and distribute it to subscribing applications without modifying the actual applications. Using the publish-and-subscribe engine, multiple client applications can subscribe to multiple information services. So you can push business information to where it's needed, in the appropriate format.



For example, a nationwide retail store franchise can publish relevant data to applications at its retail outlets, based on the specific function of each application. So prices for snack foods or sports apparel can be updated quickly, using information from corporate analysts. New products can be introduced faster based on details from CRM, inventory and supply chain management applications. Retail stores can avoid costly stock-outs, and prices and promotions can be altered quickly to match consumer demand.

### **Use Web-based system monitoring for remote management**

Through a security-rich, Web-based monitoring system, you can manage Business Integration Server components and processes remotely, 24x7. Using a standard Web browser, capture a high-level view of the system's health in both tabular and chart formats. And tailor your console to suit different roles. For example, a line-of-business user might want to focus on metrics related to a purchase order process—perhaps reviewing a chart of transactions completed during a particular week or month. So you could configure the console to show the current status of event queues for back-office applications connected to the purchase order process.

### **Choose a solution based on open industry standards**

Because Business Integration Server is modular and supports open industry standards including XML and the latest Web services standards, it allows for a high degree of flexibility. It integrates multiple applications by using Java Messaging Services and IBM WebSphere MQ software. So you can incorporate multiple vendors and technologies as part of your strategic business plans. Business Integration Server can also help you to:

- *Speed implementation of your projects by reducing the need for complex, point-to-point programming between applications.*
- *Preserve your existing investments by increasing compatibility and interoperability of your applications and systems with other businesses and products.*
- *Use existing skills of your employees rather than specialized skills that are costly to obtain.*
- *Synchronize business events among multiple systems that run on different platforms.*



### Accelerate your e-business initiatives

To help speed implementation and improve return on investment for your integration projects, leverage IBM's broad, global experience with industry-focused and cross-industry enterprise system integration solutions. IBM offers prebuilt application adapters and sets of best-practice process templates to accelerate integration for a range of cross-industry functional areas—including enterprise resource planning, supply chain management and customer relationship management. IBM also offers specific application adapters and business process templates for multiple industries, including automotive, electronics, telecommunications, retail distribution, financial services and insurance.



### WebSphere Business Integration portfolio

As the world's largest information technology company, IBM offers a wide range of middleware and operating systems for virtually every computing platform, to give you the right tools to be an e-business on demand™. The IBM WebSphere Business Integration portfolio delivers market-leading middleware that allows you to unite applications, people and business processes so they can work as one. Built on open standards, like J2EE, XML and new Web services standards, this robust portfolio is endowed with reliability, scalability and security—the core strengths you've come to expect from IBM.

With a WebSphere Business Integration solution, your business managers can effectively model and simulate business processes—and refine those processes to increase efficiencies as needs arise. Your IT staff can quickly and easily integrate previously disparate systems within your existing infrastructure—and with new applications and systems. Your systems can connect seamlessly with your customers' and business partners' systems to deliver immediate, dynamic—and personalized—information. And monitor your processes from end to end to show an up-to-the-minute view of how your enterprise is performing, so you can manage business effectiveness and readily make improvements to help you gain better return on investment (ROI) and faster time to value.

### For more information

To learn more about WebSphere Business Integration Server, visit [ibm.com/websphere/integration/wbiserver](http://ibm.com/websphere/integration/wbiserver).





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