IBM Software Group

Business Process Lifecycle Management

with Websphere

for Business Partners

ON DEMAND BUSINESS™

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09.00 - 09.30	Registration	
09.30 - 09.45	Welcome	Anthony Chapman
09.45 - 10.45	SOA & BPM with Websphere	Julius Peter / Michael Hock
10.45 - 11.45	Value of WebSphere Modeler for SIs and ISVs	Roland Peisl
11.45 – 12:00	Coffee break	
12:00 - 12.30	Demonstrate WebSphere Modeler	Roland Peisl
12.30 - 12.45	Value of IBM Industry business process model templates for SI or ISV (banking, insurance, manufacturing,...	
12.45 - 13.45	Lunch Break	
13.45 - 14.30	WebSphere BPM real life business cases using Rapid Business Value Assessment methodology	Andreas Dax
14.30 - 15.00	WebSphere BPM enablement Roadmap and free of charge licenses and education	Julius Peter

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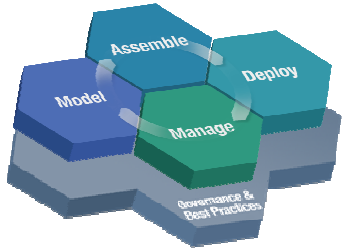
WebSphere Business Integration Foundation for SOA / BPM



December 2006

Michael Hock

WebSphere Business Integration

Sales Lead CEMA&A

michael.hock@de.ibm.com

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Analysts position IBM in the lead

"According to the IT pros surveyed [by Yankee Group], **IBM ranked at the top of the list for SOA capabilities**."

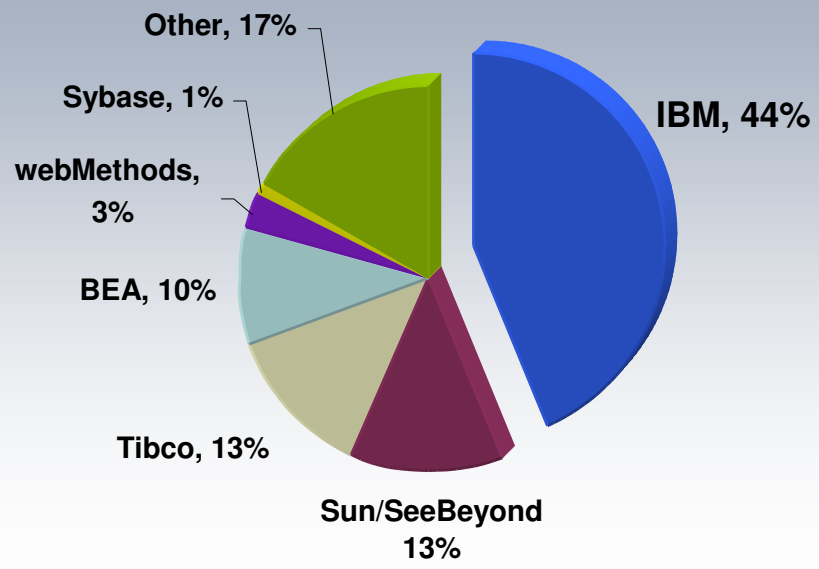
SearchDataCenter.com, Yankee Group: SOA Everywhere by 2006, Sept 22

AMR Research

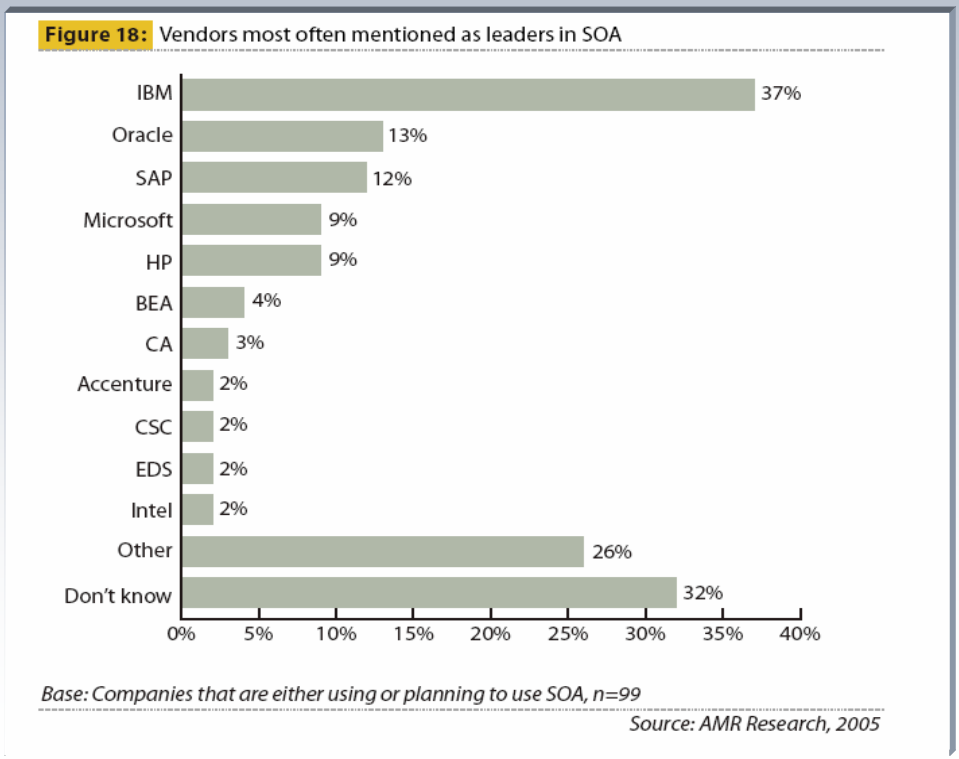
"This technology is the heart of the next wave of innovation", said Eric Austvold, research director at AMR Research in Boston. "The leaders that do this well are able to rapidly change the way their current businesses work to meet the ever-changing demands of their customers."

Reuters - IBM launches software for mid-sized businesses, Sept 12

Worldwide Service Oriented Architecture (SOA) Market Shares, 2004



Source: WinterGreen Research, 2005



Why partner with IBM?

=> IBM has the leading SOA Middleware

Gartner Magic Quadrants: *IBM in the Leaders Quadrant*

- **Object-oriented Analysis and Design Tools** (as of 10/2004)
  Magic Quadrant for OOA&D Tools, Update for 2005, Michael J. Blechar, 17 September 2004
- **Web Services Platforms** (as of 7/2005)
  Magic Quadrant for Web Services Platforms. David Mitchell Smith, Charles Abrams, Daniel Sholler, Daryl C. Plummer, Michele Cantara, 12 July 2005
- **Integration Backbone Software** (as of 4/2005)
  Magic Quadrant for Application Integration Suites, 2Q04, J. Thompson, R. Schulte, M. Cantara, J. Correia, K. Iijima, L. F. Kenney, B. Lheureux, Y. Natis, M. Pezzini, J. Sinur, P. Malinverno,15 April 2005
- **Enterprise Application Servers** (as of 4/2005)
  Magic Quadrant for Enterprise Application Servers, 2Q05, Y. Natis, M. Pezzini, K. Iijima, 15 April 2005
- **Programmatic Integration Servers** (as of 2/2005)
  Magic Quadrant for Programmatic Integration Servers, 2005, Dale Vecchio, 25 February 2005
- **Horizontal Portal** (as of 5/2005)
  Magic Quadrant for Horizontal Portal Products, G.Phifer, R. Valdes, D.Gootzit, K.S. Underwood, L. F. Wurster, 18 May 2005
- **Enterprise-Scope Application Platform Suites** (as of 7/2005)
  Magic Quadrant for Enterprise-Scope Application Platform Suites, Yefim V. Natis, Massimo Pezzini, Daryl C. Plummer, Cameron Haight, Kimihiko Iijima, 20 July 2005
- **J2EE Application Server Management** (as of 4/2005)
  Magic Quadrant for J2EE Application Server Management, 2005, C. Haight, 4 April 2005

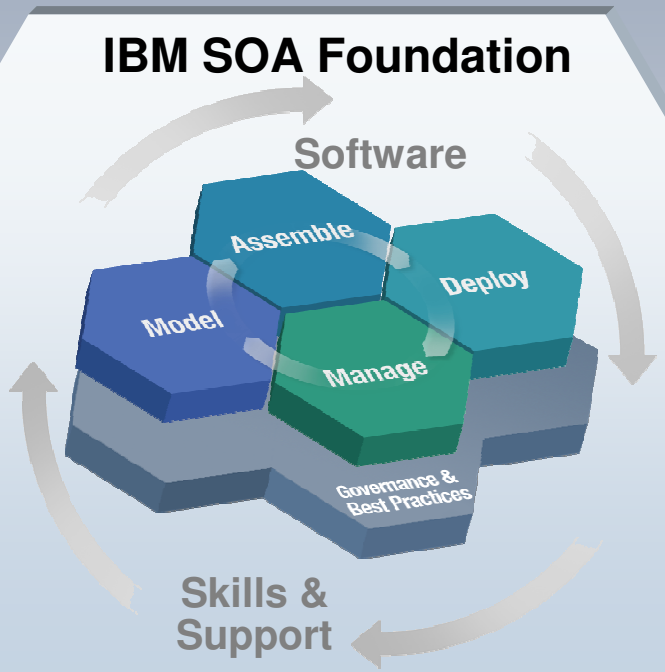
The Magic Quadrant is copyrighted 2004 and 2005 by Gartner, Inc. and is reused with permission, which permission should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner, Inc.'s opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the "Leaders" quadrant. In some situations, firms in the Visionary, Challenger, or Niche Player quadrants may be the right matches for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner Research is intended to be one of many information sources, including other published information and direct analyst interaction. Gartner, Inc. expressly disclaims all warranties, express or implied, of fitness of this research for a particular purpose.

Why partner with IBM?
=> A Complete Set of Major Offerings

IBM SOA Foundation: Integrated, open set of software, best practice, and patterns
WebSphere. Tivoli. Lotus. Information management, Rational

Supports complete lifecycle with a ***modular*** approach

Scalable; start small and grow as fast as the business requires



Extends value of your existing investments, regardless of vendor

Extensive business and IT standards support; facilitating greater ***interoperability & portability***

Leveraging existing IT Infrastructure

ORACLE SAP bea CICS IBM WebSphere IMS Microsoft ca **Custom Apps.**

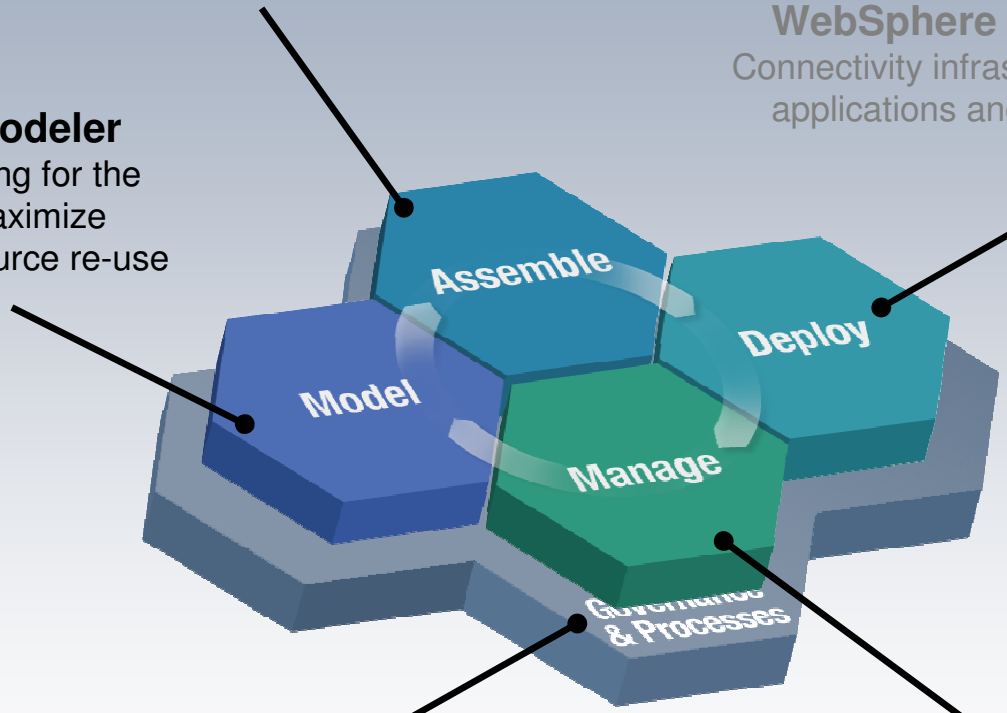
End-to-end process capabilities for BPM on SOA

WebSphere Integration Developer
Easy-to-use integration to simplify and speed the assembly of composite applications

WebSphere Process Server
Flexible deployment of business processes, making plug-and-play of components a reality

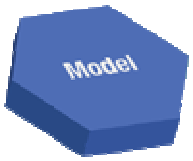
WebSphere ESB & Message Broker
Connectivity infrastructure for integrating applications and services to power your SOA

WebSphere Business Modeler
Simple to use process modeling for the business analyst to help maximize process and business resource re-use



WebSphere Service Registry and Repository
Manage your service metadata: Govern services throughout the SOA lifecycle, find and reuse for IT flexibility

WebSphere Business Monitor
Real-time visibility into process performance enabling process intervention and continuous improvement



Model

WebSphere Business Modeler

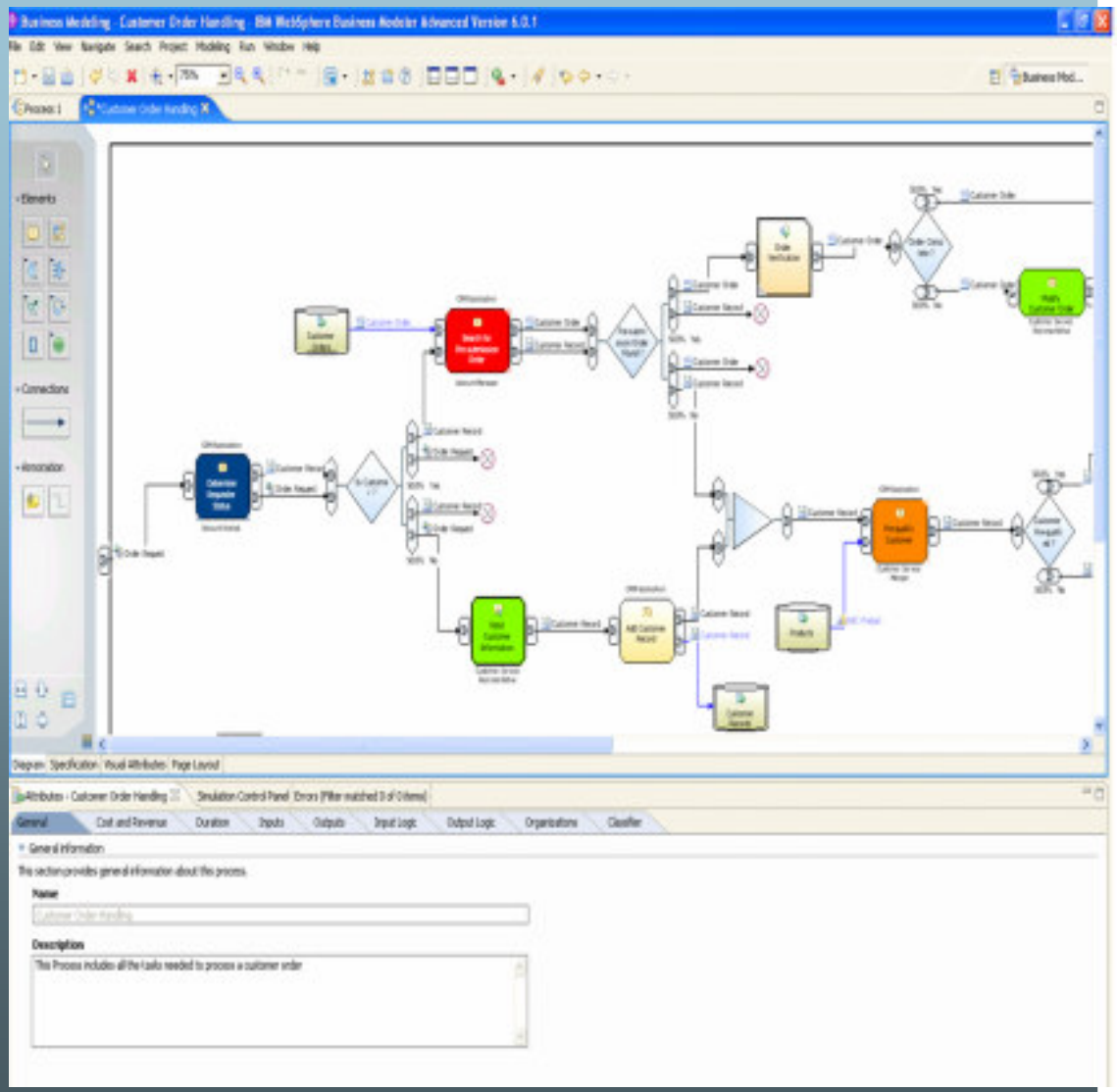
WebSphere Business Modeler

Business Level Modeling And Simulation

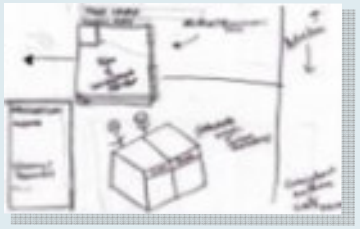
Designed for business users
- Import models directly from Visio
- Hundreds of process templates available (i.e. eTOM)
- Optimize all aspects of your business – set KPI's and metrics
- Collaborate with subject matter experts through the Publishing Server

Model, simulate, and analyze
- Enhanced analysis and simulation capabilities. Fully understand impacts before deploying.

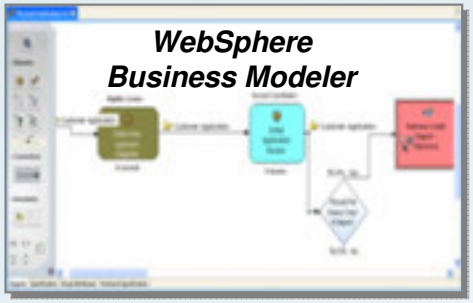
Clean hand-off to I/T
- Rapid and accurate deployment of your solutions
- Business modeling is the starting point for IT deployment (WID)



Model and Simulate the Process



Existing Processes



Run simulation to estimate savings and support the business case for the process change

67% of processes fail because their impact was not known prior to execution

Omar Sawy,
Redesigning Enterprise Processes for e-business

Current State - Times & Costs

Case Analysis with Unlimited Resources

Probability	Average Process Time *(Min:sec)*	Average Cost	Case	Case Description
32.91%	10:11	$5.40	1	Direct mail, Complex

Future State - Times & Costs

Case Analysis with Unlimited Resources

Probability	Average Process Time *(Min:sec)*	Average Cost
35.57%	8:16	$4.38

SOA/BPM Deployment Drives Services Revenue

BP Services Engagements → **IBM Software Engagements**

Business Consultants & Analysts

- Model "As-is" & "To-be" Business Processes → **WebSphere Business Modeler**
- Simulate process performance
- Incorporate Key Performance Indicators

IT Architects

- Gather Requirements
- Data Models
- Infrastructure Models
- Application Models

→ **Rational Requisite Pro**, **Rational Software Architect**

Assemble & Deploy

WebSphere Integration Developer

WebSphere Process Server

Assemble

Create composite applications with ease

Streamlining process design hand-off between business and IT

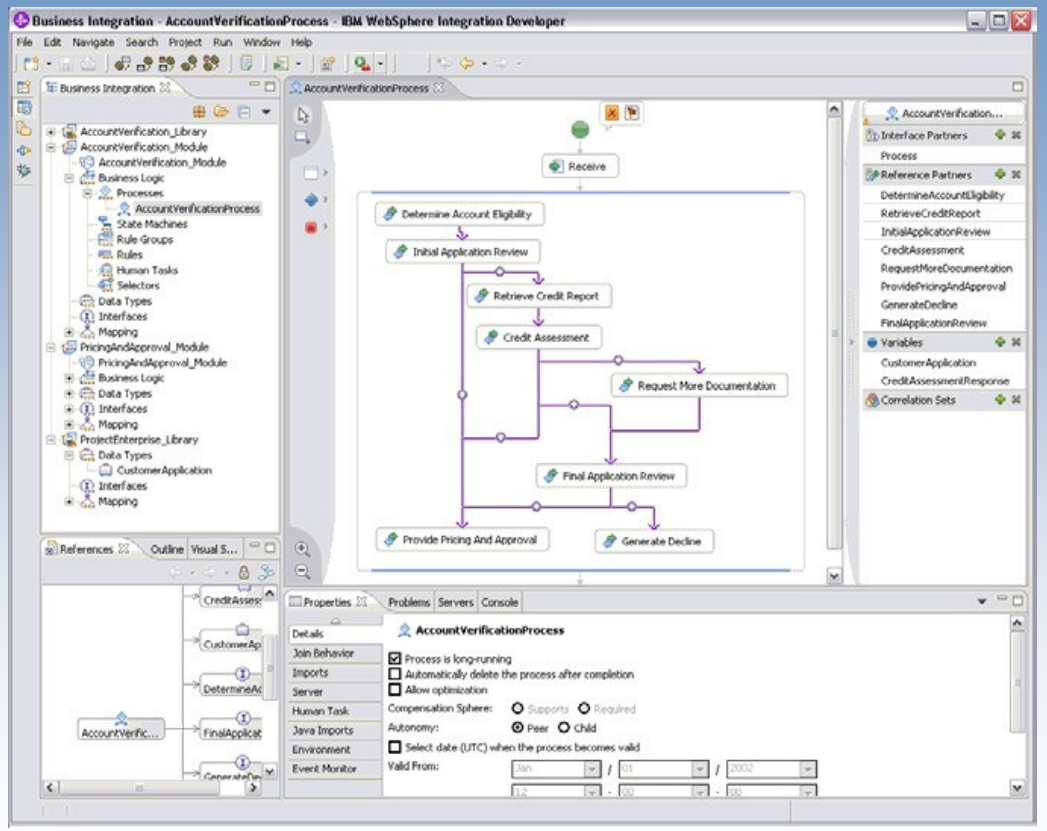
- Import and work with business process models directly from the business analyst

Simplifying and speeding development

- Easy to use tools where everything can be done through the GUI

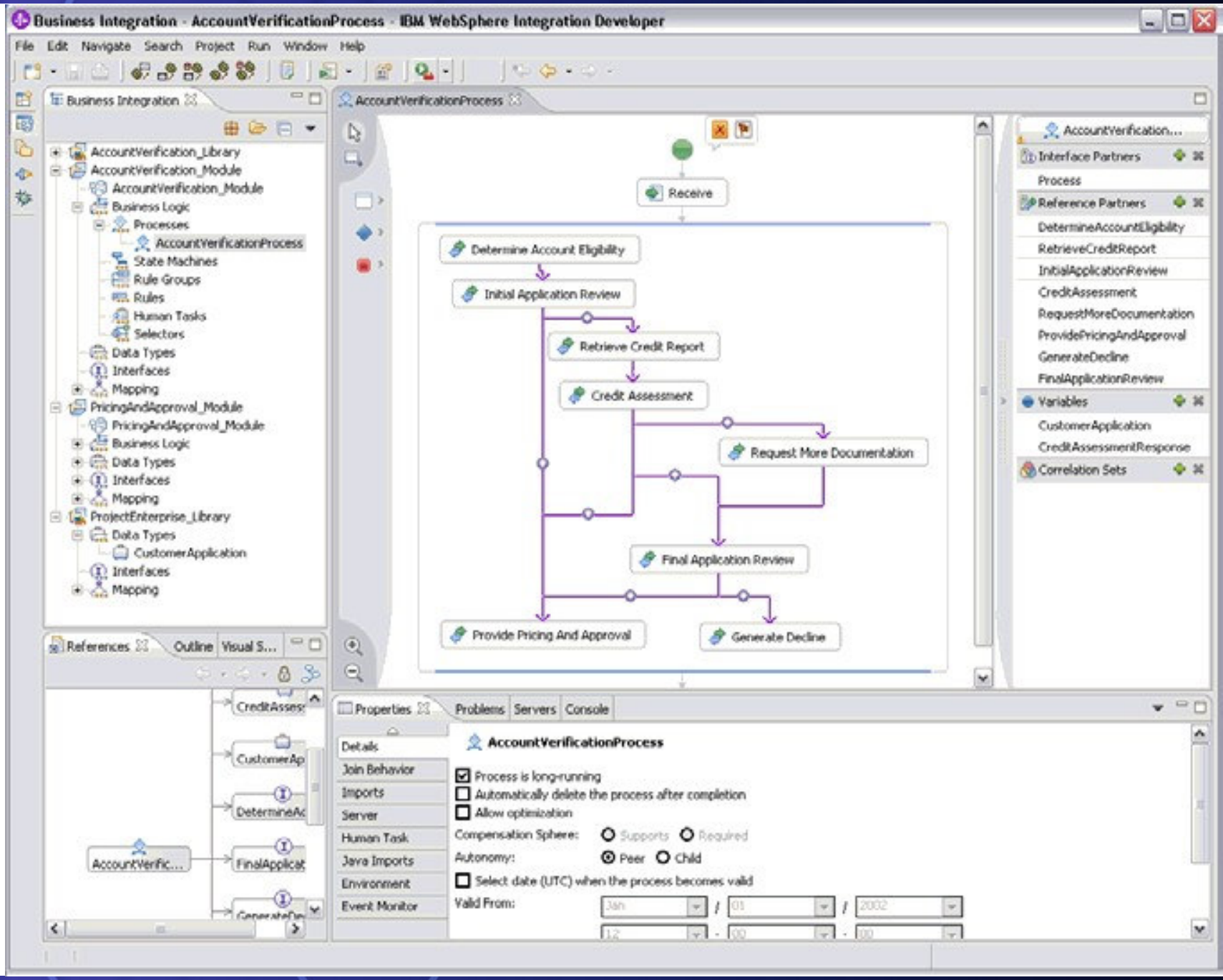
Maximizing re-use

- Ability to leverage existing services & save components for future service reuse



Integration Developers View

Model passed to developer where it becomes the flow to be implemented



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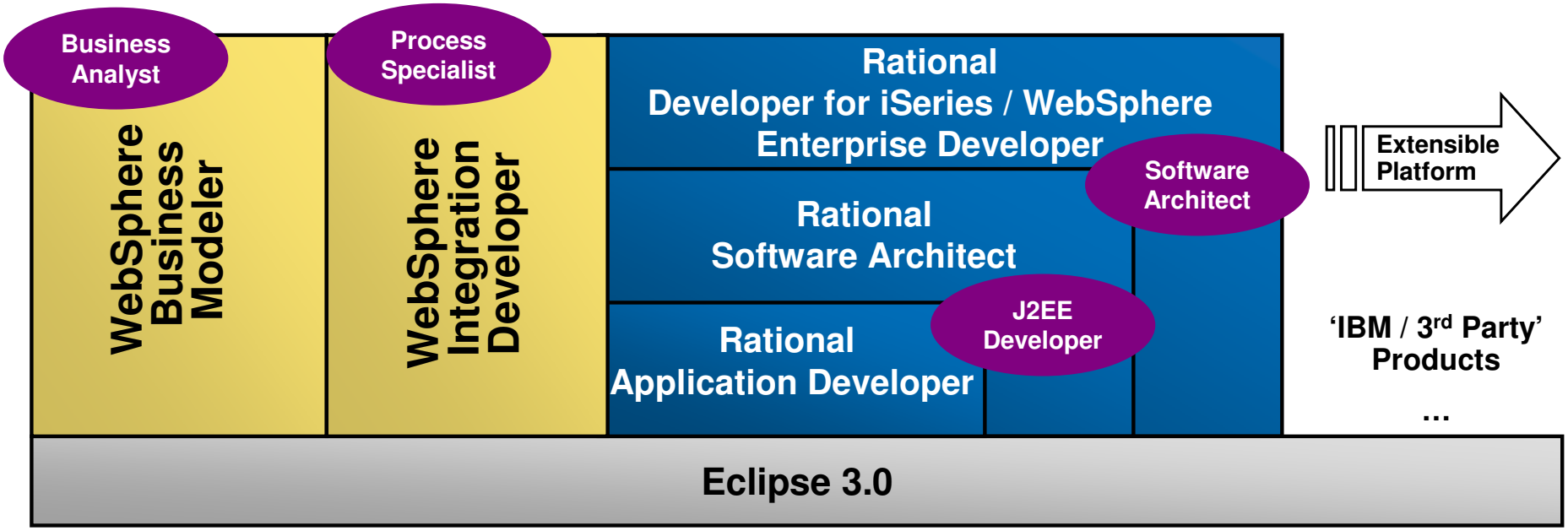
WebSphere Integration Developer – Tools Portfolio



- All IBM Software Development platform products install in a consistent and extendable way within the 'platform'
  - First Product installs the 'platform' as well as it's own product-specific 'installable units'
- Role-based tool approach, experienced as single integrated "desktop" IDE
- Reuse of RAD and Eclipse components ('installable units') is baked into the design

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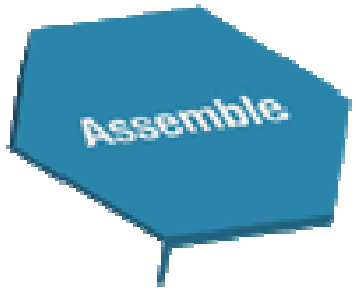
SOA/BPM Deployment Drives Services Revenue

BP Services Engagements → **IBM Software Engagements**

Business Consultants, Analysts & Integration Developers

- **Assemble Services into Composite Applications**



→ **WebSphere Integration Developer**

→ **Websphere Service Registry& Repository**

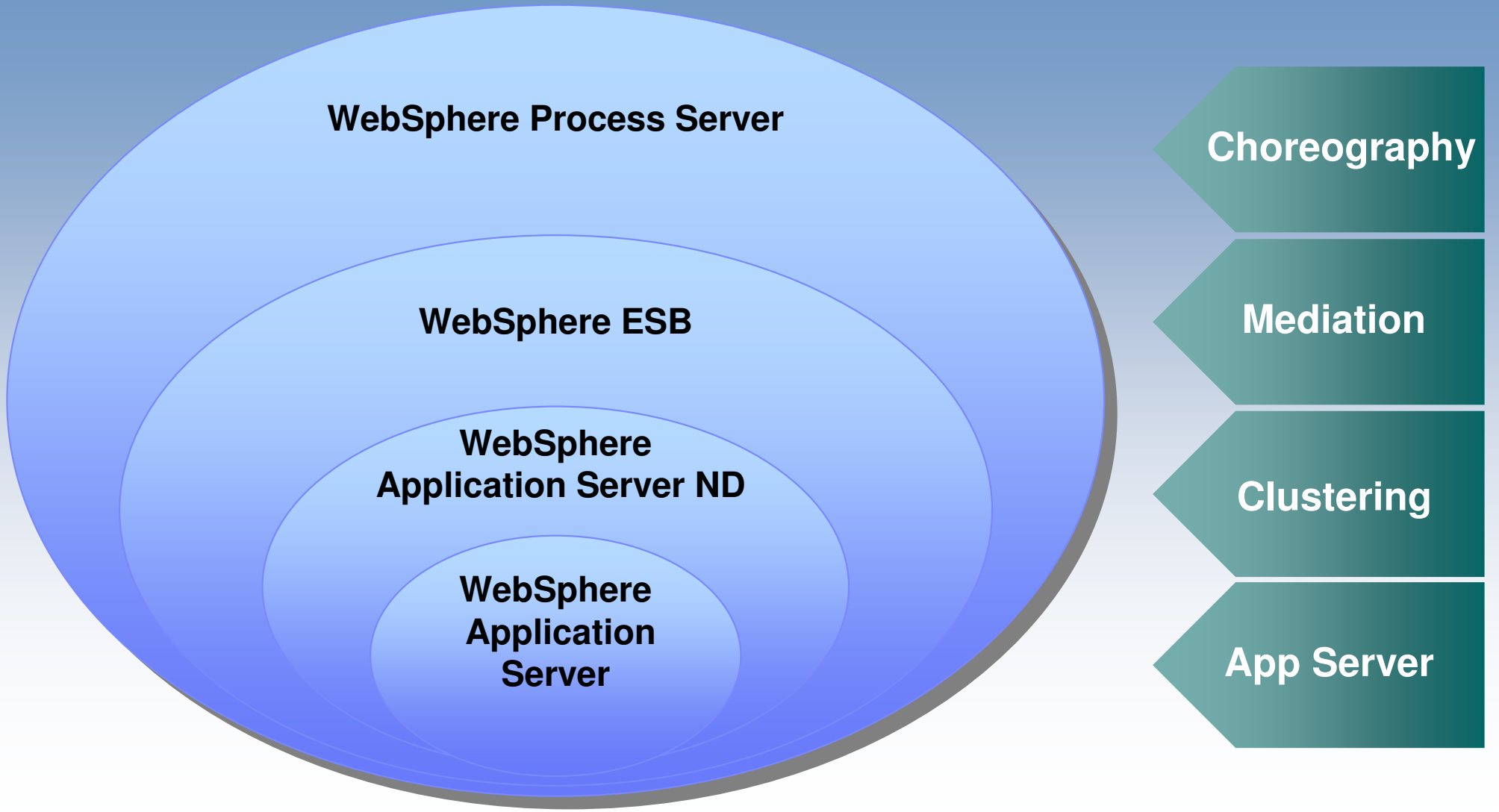
J2EE Developers

- **Expand business process models into J2EE applications**

→ **Rational Software Architect**

→ **Rational Application Developer**

WebSphere Application Server, ESB, and Process Server



Deploying processes with WebSphere

WebSphere Process Server V6

Simple, flexible deployment of processes

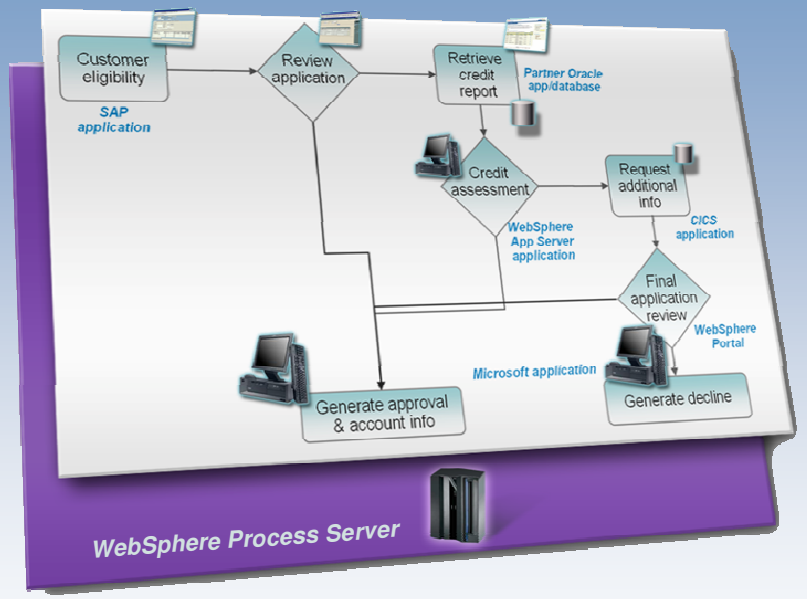
- Built and optimized on the market leading, open standards based, application server, IBM WebSphere Application Server
- Combines human task and business flow

Unparalleled Connectivity

- Integrated open standards ESB
- Flexible connectivity infrastructure for integrating applications, data, and services to power your SOA

Dynamically modify deployed processes

- Making plug-and-play of process components a reality
- Change business rules quickly and easily
- Instrument processes for dynamic reporting



wrong products?

SOA/BPM Deployment Drives Services Revenue

BP Services Engagements → **IBM Software Engagements**

Project Managers, Program Managers

- **Run business processes**
- **Deploy processes across an ESB**
- **Connect applications, data and people**
- **Implement partner gateways, collaboration and Portal**

→

WebSphere Process Server

WebSphere ESB

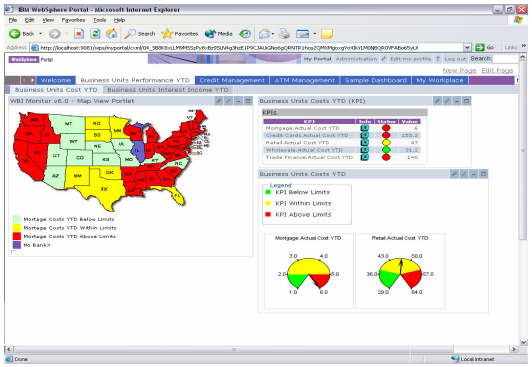
WebSphere Message Broker

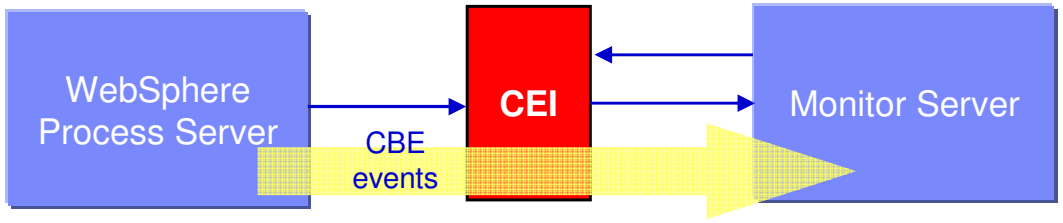
Manage –

WebSphere Business Monitor

WPS and Common Event Infrastructure

- WebSphere Process Server supports Common Event Infrastructure (CEI)
  - All component are able to publish standardized events to a centralized event store
  - Data about the event are captured in an event object.
    - The event object has a standardized format called the **Common Base Event (CBE)**
  - Allows to monitor business integration solutions end-to-end
  - Coarse- or fine-grained event level configured via WID tooling
  - Exploited by WebSphere Business Monitor





WebSphere Business Monitor

Achieve Real-time Visibility into Processes

Scorecards
Key Performance Indicators for business units

Collaboration
Work with teams to resolve situations

Business Alerts
Notification of situations that require response

Reports & Analyses
Understanding trends by combining real-time performance and historical information

External Information
Information affecting performance

SOA/BPM Deployment Drives Services Revenue

BP Services Engagements → **IBM Software Engagements**

Business Consultants & Analysts, Project & Program Managers →

- Gather real-time feedback on business process performance
- Update processes in real time
- Redeploy improved processes

WebSphere Business Monitor

WebSphere Business Modeler

WebSphere Process Server

Project & Program Managers →

- Assess IT, network and application performance
- Manage identity and compliance

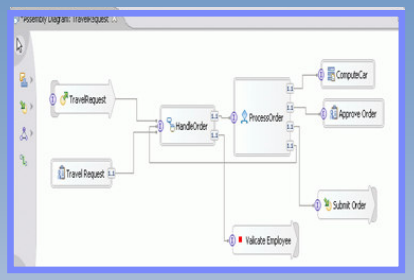
Tivoli Access Manager

Tivoli Security Manager

End-to-end Process Capabilities for BPM within your SOA

Enabling the Complete Lifecycle of Business Processes

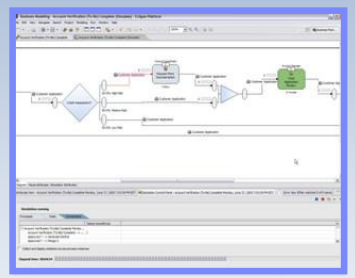
WebSphere Integration Developer

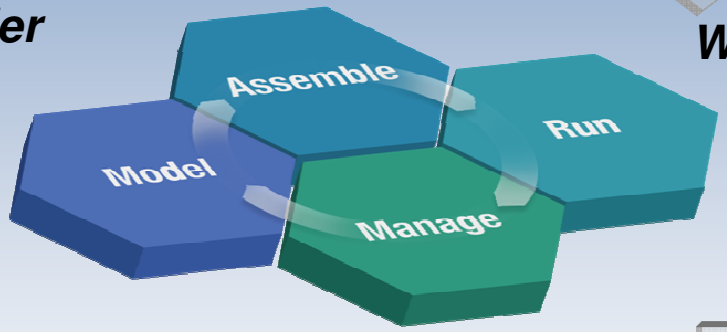


Clean hand-off from IT with business models and metrics

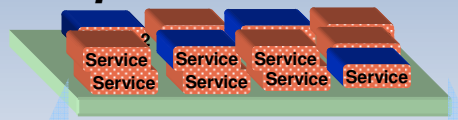
Constructs for dynamic and adaptive business processes based on an integration platform

WebSphere Business Modeler



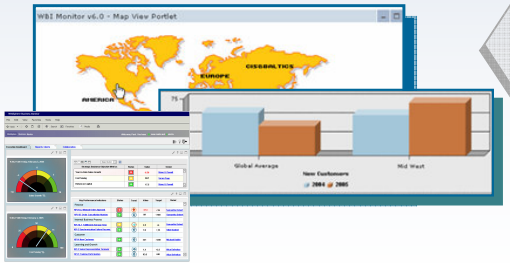


WebSphere Process Server



WebSphere ESB

WebSphere Business Monitor



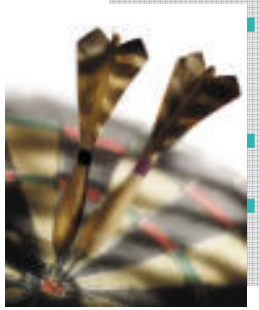
Feedback for continuous improvement

Real time management of business processes

Resources Available to our BPs

Human Resources

- WebSphere Worldwide Team
- SWG Global Alliance Teams
- Geo Alliance Sales Teams
- Software Innovation Centers
- Virtual Innovation Center
- Solution Partnership Centers



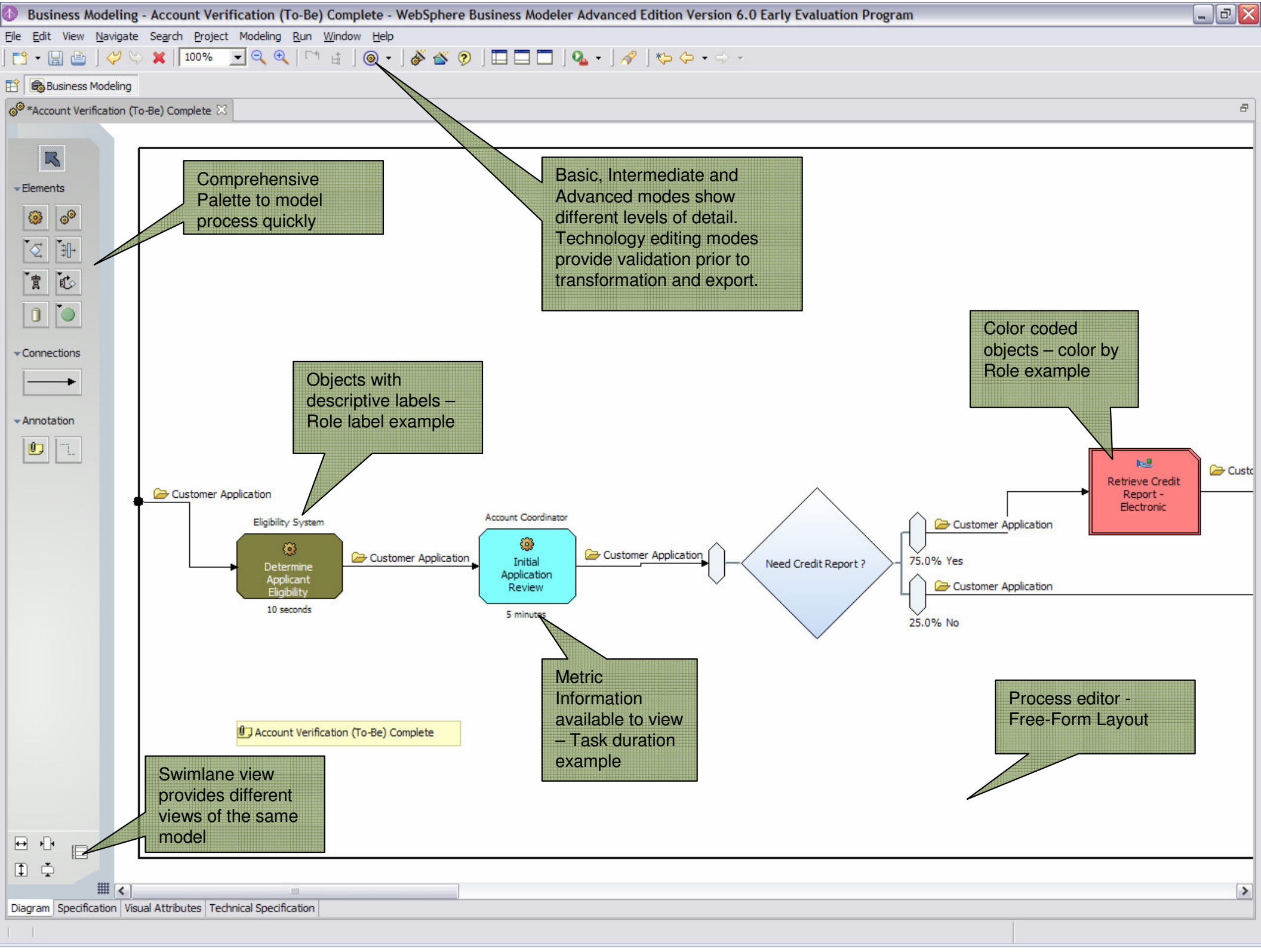
Programs

- Consultants & Integrators Program
- PartnerWorld and PartnerWorld Industry Networks
- Subject Matter Expert
- WB Modeler Sales Acceleration

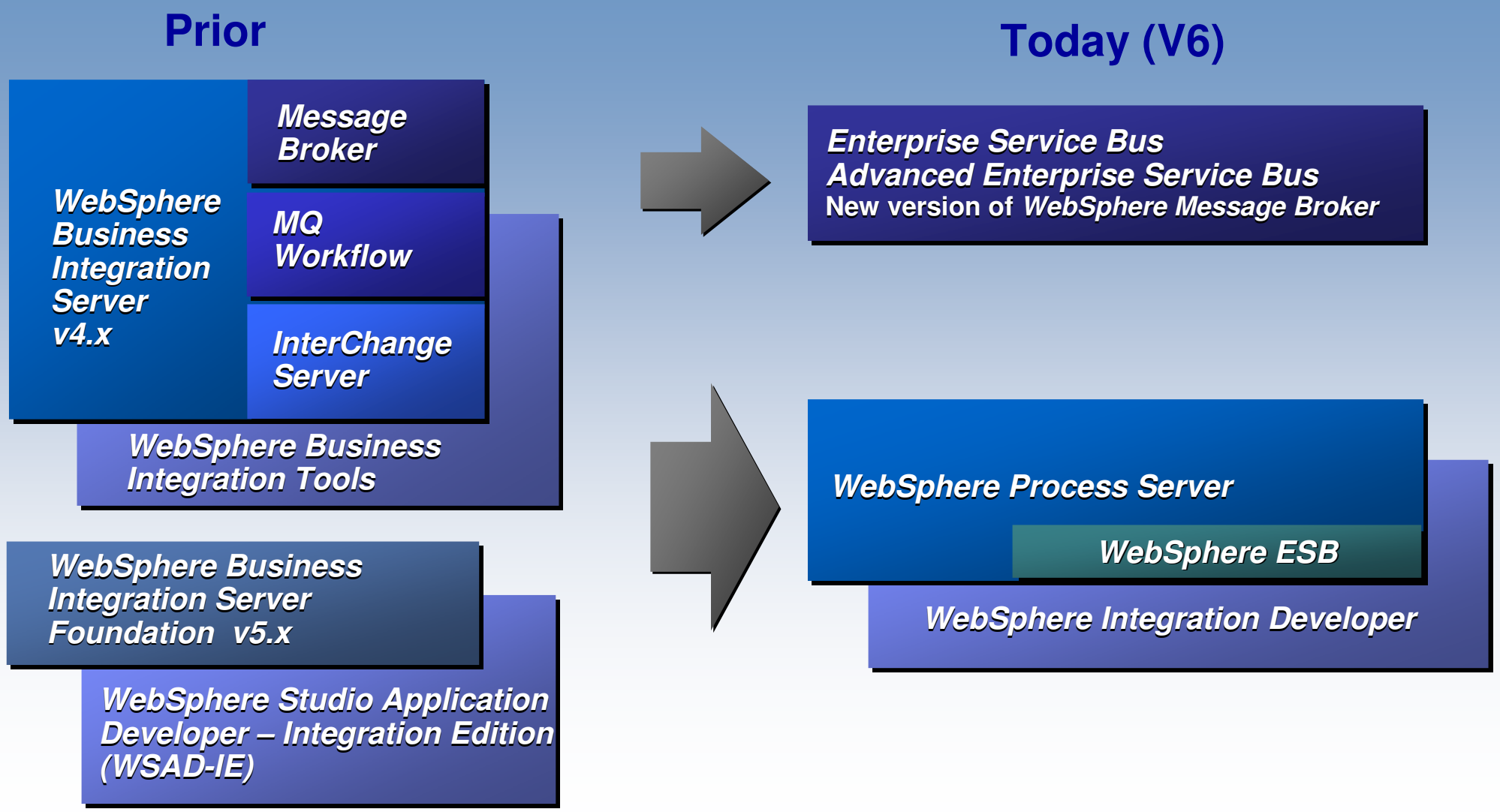
Websites

- Global Solutions Directory http://www.developer.ibm.com/solutions/isv/
- WebSphere Xtreme Leverage
- Sales Assistance Center (biwar@us.ibm.com)
  - Immediate help for all sales needs (product knowledge, competition, etc...)
- SOA Partner Community (www.ibm.com/soa)
- WebSphere Innovation Connection for Business Partners
  - http://www-306.ibm.com/software/websphere/partners/index.jsp?content=announce/soa/benefits

The end.


Business Modeling - Account Verification (To-Be) Complete - WebSphere Business Modeler Advanced Edition Version 6.0 Early Evaluation Program
File Edit View Navigate Search Project Modeling Run Window Help
Business Modeling
*Account Verification (To-Be) Complete
Elements
Connections
Annotation
Comprehensive Palette to model process quickly
Basic, Intermediate and Advanced modes show different levels of detail. Technology editing modes provide validation prior to transformation and export.
Objects with descriptive labels – Role label example
Color coded objects – color by Role example
Customer Application
Eligibility System
Determine Applicant Eligibility
10 seconds
Customer Application
Account Coordinator
Initial Application Review
5 minutes
Customer Application
Need Credit Report ?
75.0% Yes
Customer Application
25.0% No
Customer Application
Retrieve Credit Report - Electronic
Metric Information available to view – Task duration example
Process editor - Free-Form Layout
Account Verification (To-Be) Complete
Swimlane view provides different views of the same model
Diagram
Specification
Visual Attributes
Technical Specification

IBM WebSphere Integration Evolution



Governance –

WebSphere Service Registry & Repository

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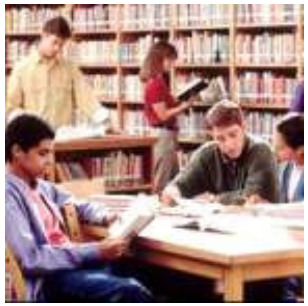
What is a registry … a repository?

Registry?

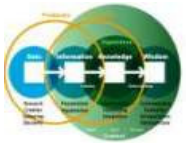
Contains Service Metadata



Repository?

Stores Service Artifacts

An integrated Registry / Repository Solution is needed govern and manage SOA for maximum value



Business process vitality

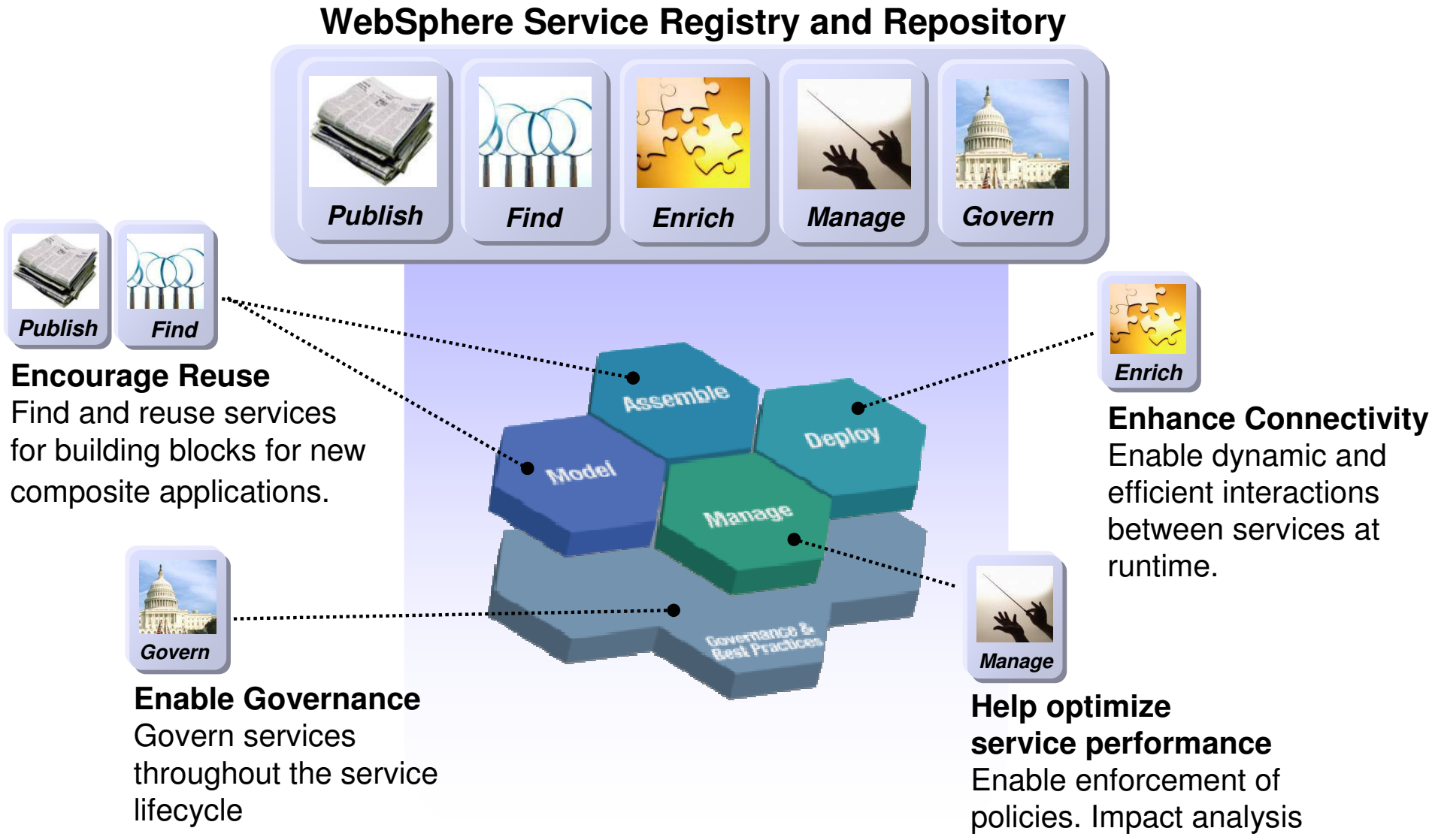
New value through reuse of assets

Improved connectivity

Closer alignment of IT to business

Business Flexibility

The WebSphere Service Registry and Repository provides value throughout the SOA lifecycle

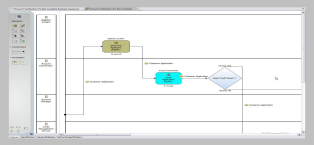


In Summary…….

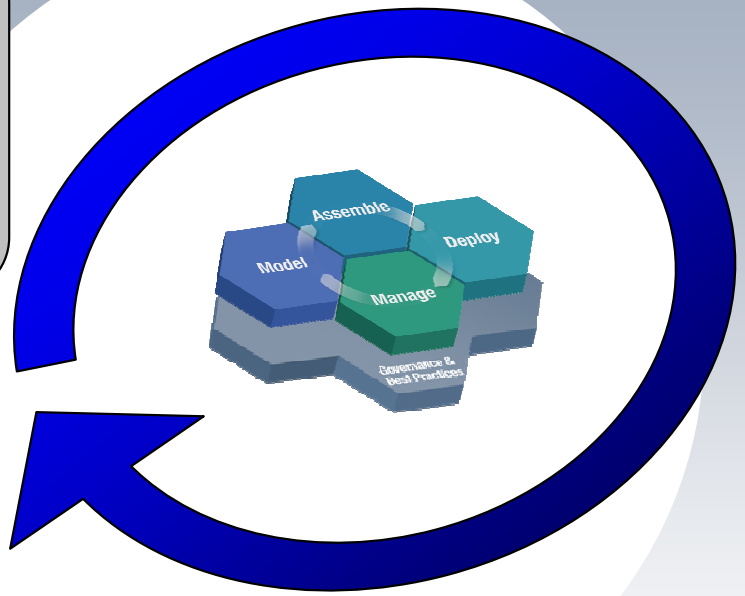
- **SOA is "*a team sport*":**
  - Our SI Community is strategic to our SOA Initiative
  - Business and IT Teams work hand-in-hand
  - The SOA partner Community as a "landing point".
- **The Time Is Now!:**
  - Over 900 BP/SI Consultants Trained on Modeler
  - Positioned to take advantage of the SOA momentum
  - Leveraging IBM's Marketing, Programs & Resources for success
- **Incorporate IBM's SOA Foundation in your Approach:**
  - Establish an enterprise architecture & infrastructure, based upon SOA
  - Demonstrate "rapid" value in proving Customer's SOA decisions
  - Reinforce Governance as a must for success
- **Engage using the SOA foundation**
  - **The WebSphere Business Modeler**
  - **Training, Education.**
  - Sales tools

BPM with WebSphere allows you to optimize your customers' business processes

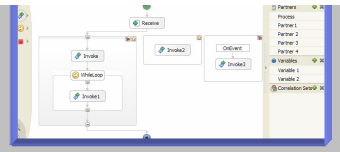
Business Model



Modeling and Simulation

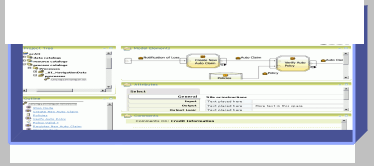


Assemble and Deploy



Integration and Deployment

Manage



Execution and Monitoring

IBM SOA……

Supported by a robust Business Partner Community

How BPs can leverage IBM's SOA leadership

Business Partners can…	to…	with….
Connect to customer infrastructures that are IBM based using SOA architectures	increase your services opportunities with the maximum number of customers	Tools to enable effective communication between Line of Business and IT
Extend the capabilities of the IBM infrastructure with added value	deliver your unique expertise and solutions without the expense of developing the infrastructure.	industry expertise, rules, dashboards, pre-built models and processes
Exploit market leading IBM technologies for your infrastructure	enhance service development and delivery, increase ROI and deliver projects quicker	IBM's SOA Foundation and accelerators

The IBM SOA Business Partner Community enables, supports and energizes our partners

- **Insight** *that informs your SOA planning*
- **Technical enablement** *to help build solutions and skills*
- **Networking and collaboration** *opportunities that allow cross-fertilization between SOA Partners*
- **Marketing programs and sales resources** *that leverage the IBM brand, momentum and strength*