



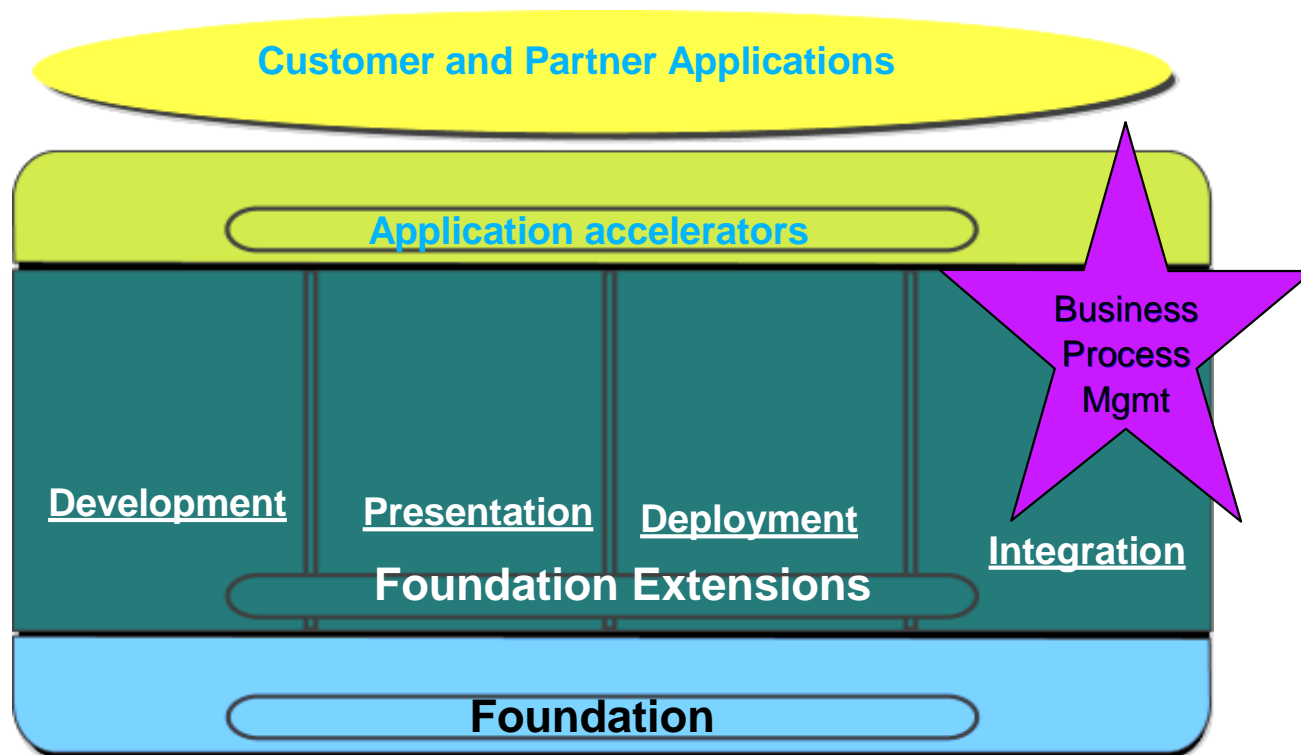
IBM MQSeries and Business Process Management

Agenda

- Integrating Business Systems with the Websphere MQSeries Family
- What the Analysts are saying
- Business Integration Overview
- The WebSphere Integration Portfolio
- Components and Benefits
- Success Stories
- Summary
- Next Steps



Integrating Business Systems with the Websphere MQSeries Family



Key Take-Aways



- Integrating business systems is not a new requirement...
 - ▶ but demand is growing strongly
 - ▶ systematic yet flexible solutions required
- IBM's Websphere MQSeries Family provides the industry's most comprehensive toolset delivering application & process integration solutions that provide:
 - ▶ Business flexibility / responsiveness to change
 - ▶ Unmatched breadth of platform connectivity
 - ▶ IT staff productivity & reduced project risk
 - ▶ Process robustness, integrity & scalability
- The Family is built upon the MQSeries application connectivity mechanism - the defacto standard in Messaging & Queuing - which has:
 - ▶ > 70% marketshare & presence in more than 7000 enterprises
 - ▶ a rich industry ecosystem (> 500 independent business partners) providing complementary products & services.
- XXX (BP name) is equipped / certified to work with you to prioritise your integration requirements & help deliver the appropriate solution



What the analysts say...



→ 'IBM has taken a **leadership role in both EAI and e-Business**. MQSeries has emerged as the only pervasive messaging product.' EAI Journal Awards Panel, 2000

→ **Three out of four customers** who buy inter-application messaging systems, buy **MQSeries** - Wintergreen

→ 2000 - IBM maintained its **#1 position in the market** with its MQSeries Integrator and Workflow products. - WinterGreen.

→ "We expect IBM to be the **largest integration middleware vendor** by 2001 because of its worldwide presence, aggressive product development plans and high penetration of the MOM market" - Gartner

".. virtually no vendor has the depth and breadth of IBM's middleware offering. Large, mainstream enterprises, particularly those with sizable investments in S/390-technology, embarking on strategic, systematically oriented middleware initiatives to sustain their e-business plans, should consider **IBM as one of their primary vendors..**" - Massimo Pezzini of Gartner Group

IBM Integration Middleware in 2001



● Awards

- ▶ EAI Journal Present IBM with **Vendor of the year award**
- ▶ MQSI named **Crossroads A-List award winner**
- ▶ MQSI **best EAI product** - Datamation 2000



● Business Success

- ▶ MQSeries strengthened its position as the the **defacto MoM standard**
- ▶ MQSI customers grew by **300% in 2000**
- ▶ **>700** MQSeries Workflow sites
- ▶ **#1** in all integration categories
- ▶ **>4000** MQSeries certifications across **1000** businesses
- ▶ **> 500** independent vendors offer MQSeries-based services and products
- ▶ Fastest IBM product set to exceed **US\$1Billion revenue (2000)**



Application
Excellence
Award



Seminar Objectives

- To provide an overview of :
 - ▶ Application Integration & Business Process management - aka Business Integration.
 - ▶ The Business Context
 - ▶ Demand Drivers
 - ▶ The market diversity & key user requirements
 - ▶ The Websphere Integration portfolio centered on the Websphere MQSeries familyand review some customer case studies.
 - ▶ How to get started





Business Integration Overview

What is Business Integration?

A: The collaboration of business systems within & beyond the enterprise.

- ▶ Linking of applications & manipulating their information content
 - ★ Technology focused..... "Application Integration"

- ▶ Integration at the process level "Business Process Mgmt" (BPM)
 - ▶ Managing the sequence of information flows between applications & their associated people interactions
 - ▶ Separating the business process flow from how it gets implemented thru the underlying technology & organizational infrastructure.....

● Organizational Benefits

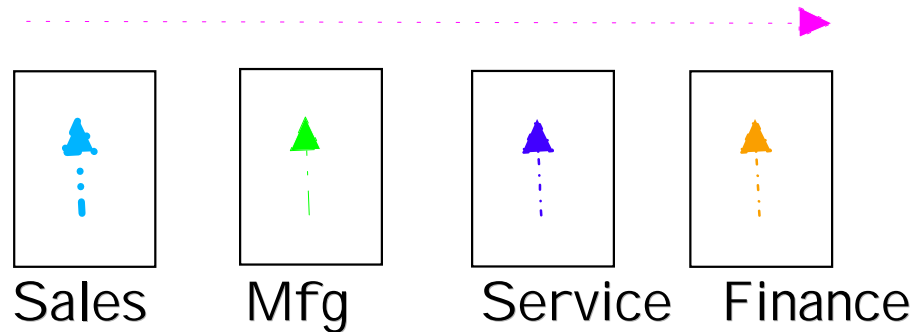
- Improved efficiency
- Competitive Advantage



Managing information is a key determinant of competitiveness

Application Integration is not a new requirement

Information flow in traditional Functional Organization



And the I.T. challenges are well recognised.....

Heterogeneity:

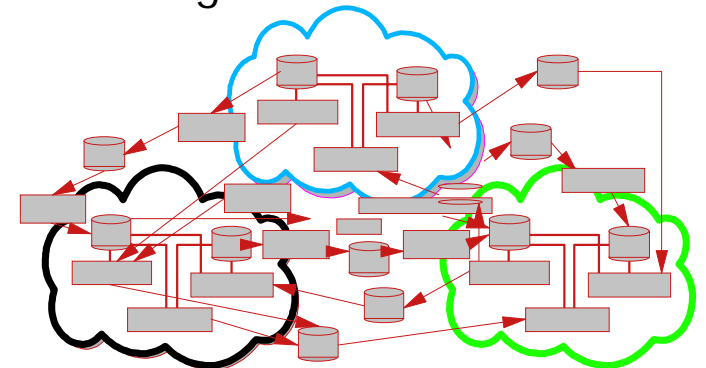
- Platforms & application types.
- Wide variety of integration methods
e.g re-keying, FTP, RYO, DB sync, applicn suites e.g. ERP

Change = way of life

"Interapplication Spaghetti

....change one thing, affect something else"

(Gartner)



BPM is a relatively new requirement

- Shift from task to process centric organizations (early 1990s)

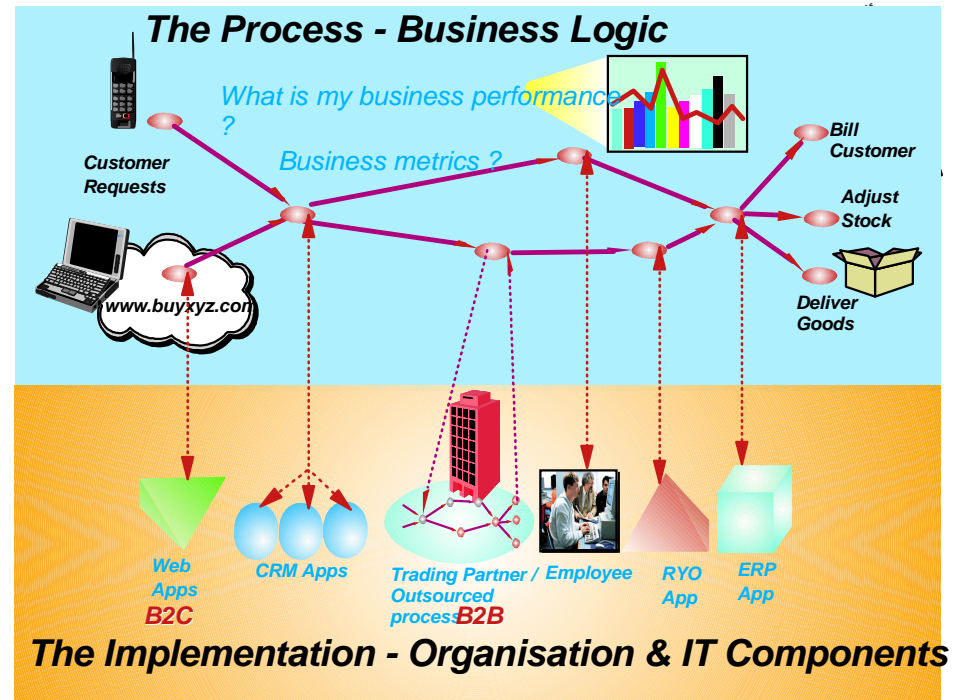
- ▶ Facilitated by cross functional integrated applics (applicn clusters)

e.g. ERP, CRM

- Goal = Seamless flow of info i.e. end to end business solution
- ▶ Integration of disparate functional cluster (proceses)
 - e.g. integrating CRM processes with back end inventory mgmt & billing systems

WHAT

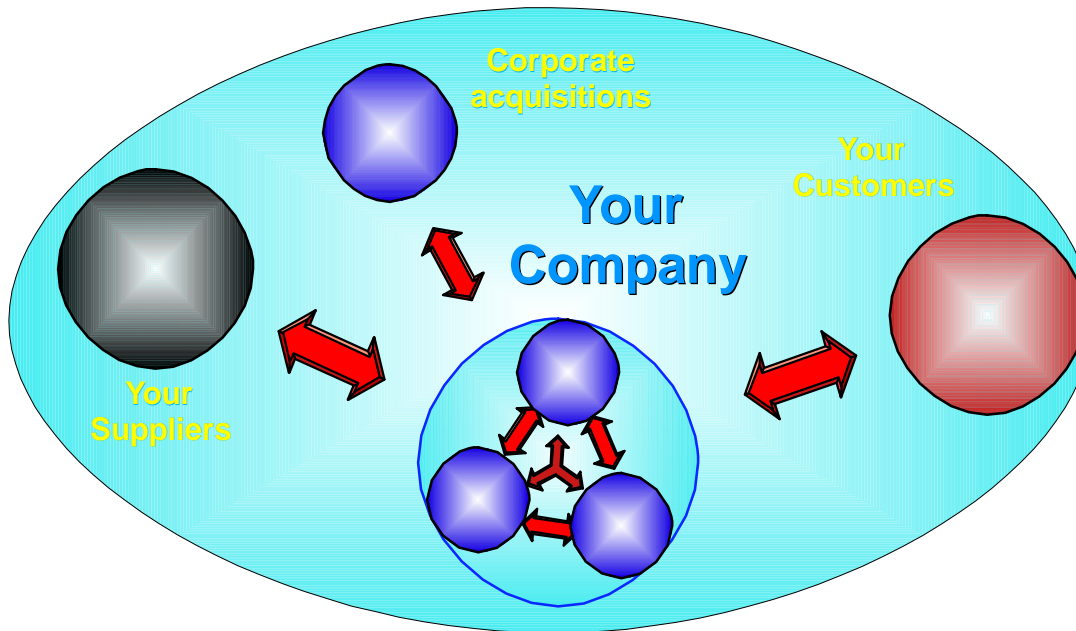
HOW



- Key BPM Requirements:
 - ▶ Rapid solution deployment
 - ▶ Process consistency / repeatability
 - ▶ Service level Visibility / Monitoring
 - ▶ Flexibility (aka Agility / adaptability)

The Integration pace is accelerating...

Companies becoming more interdependent



Key Drivers:

- Technology
- Competition
- Consumer Power
- Globalization

New "Strategy rules"

- Vertical Disintegration
- Return on intangibles
 - e.g. brands; customer relationship
- Speed

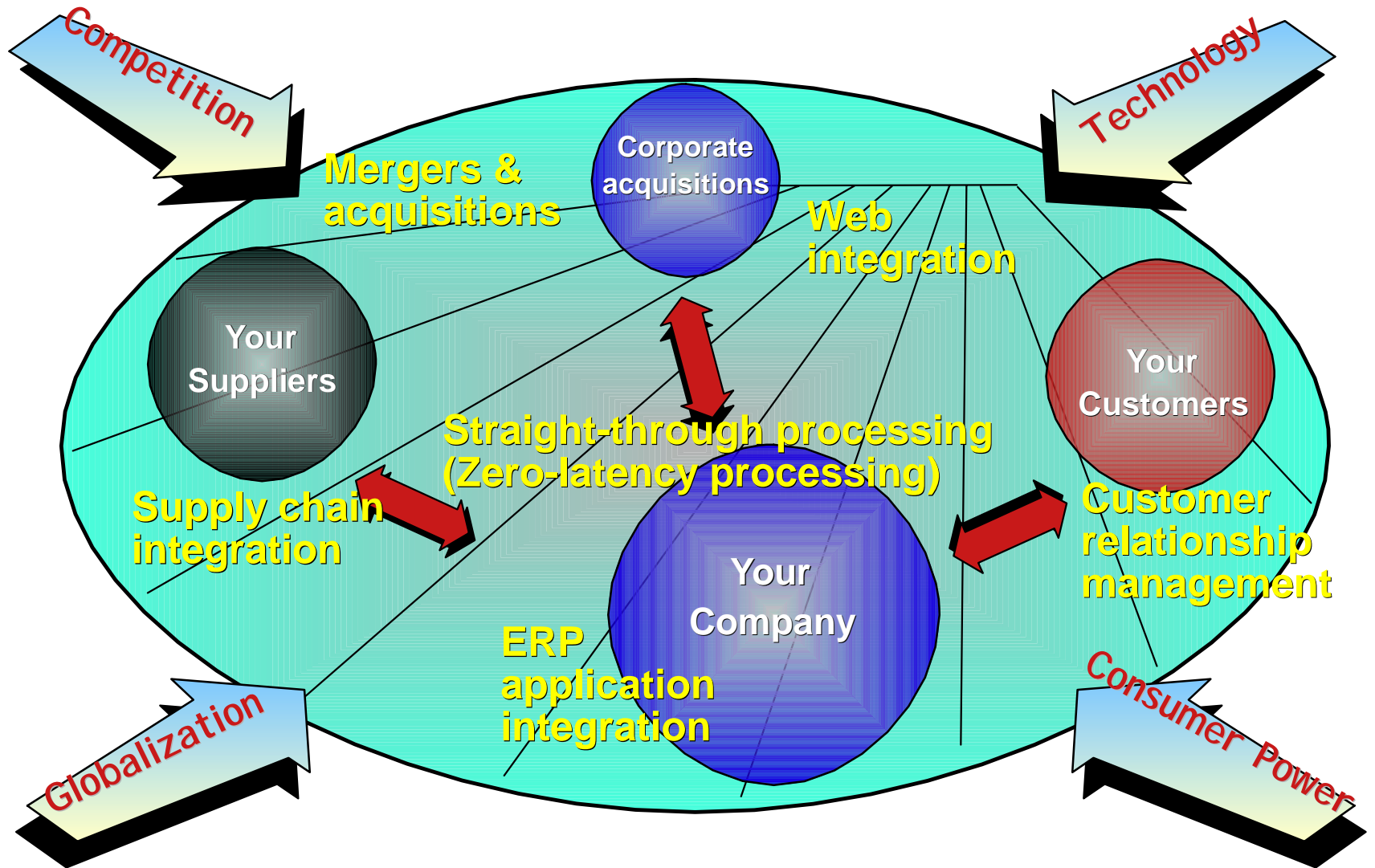


Organizational Imperatives

- Customer centric business models
- Business flexibility / agility
- Partnering with customers, suppliers.... competitors

→ Optimizing/Re-configuring the entire value chain

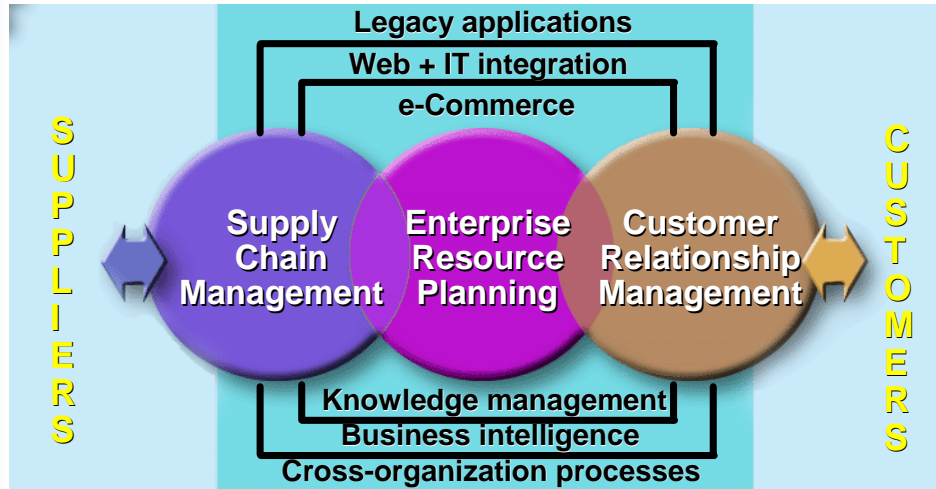
Common Business Integration focus areas



Business Integration / BPM Examples



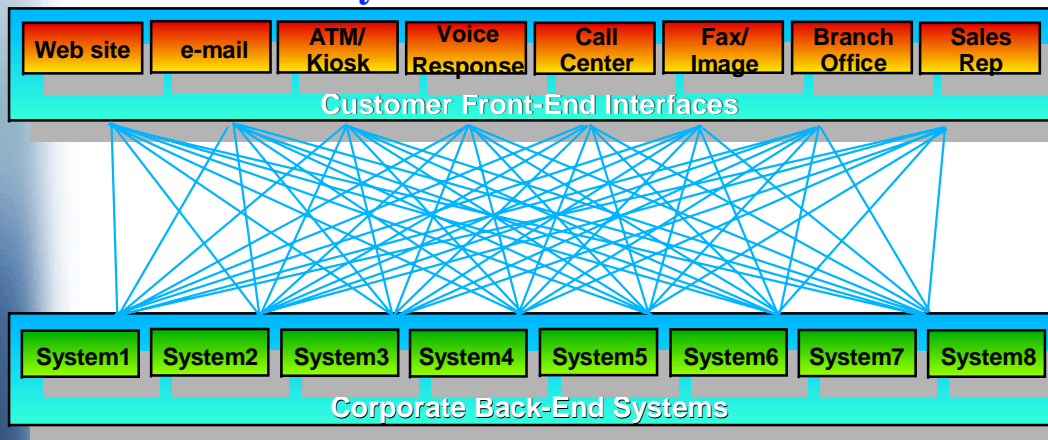
ERP



- ERP packages typically address < 30% of organization's business process requirements (Gartner)
 - ▶ significant integration efforts beyond ERP e.g. legacy; other packages; web enabled apps

CRM

An array of new customer interfaces



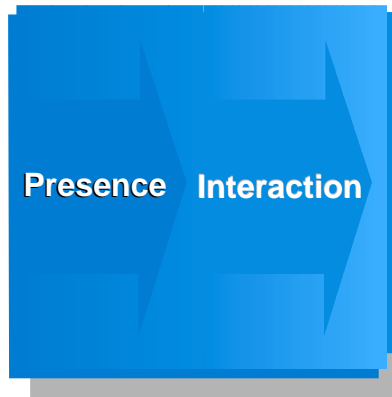
A range of customer data sources

- Linking front end (CRM) processes to back end systems/processes e.g. quotation acceptance
- Deploying
 - ▶ new customer interfaces
 - ▶ new applications

e-business & Application Integration Dynamics



Establish a Web Site

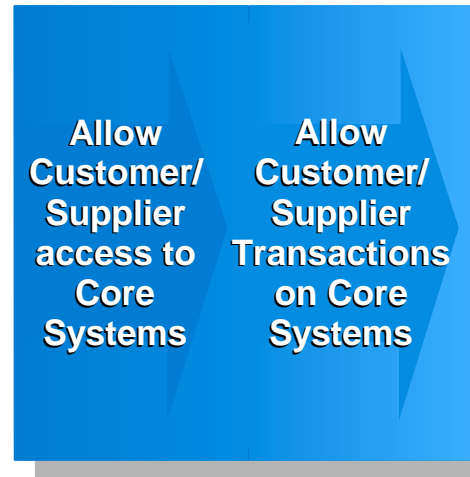


Published information

- Intranet Apps
- Interaction
 - BasicSearch
 - Linked sites

Limited business impact
- Often Internet Islands

Transactions



- Link to data (product, consumer, inventory)
- Dynamic content
- Conduct business transactions

Routing to right process
Industrial Strength capabilities

Transformation



- Enhance the *flow* of information
- Self-service, dynamic support
- Redefine the supply chain

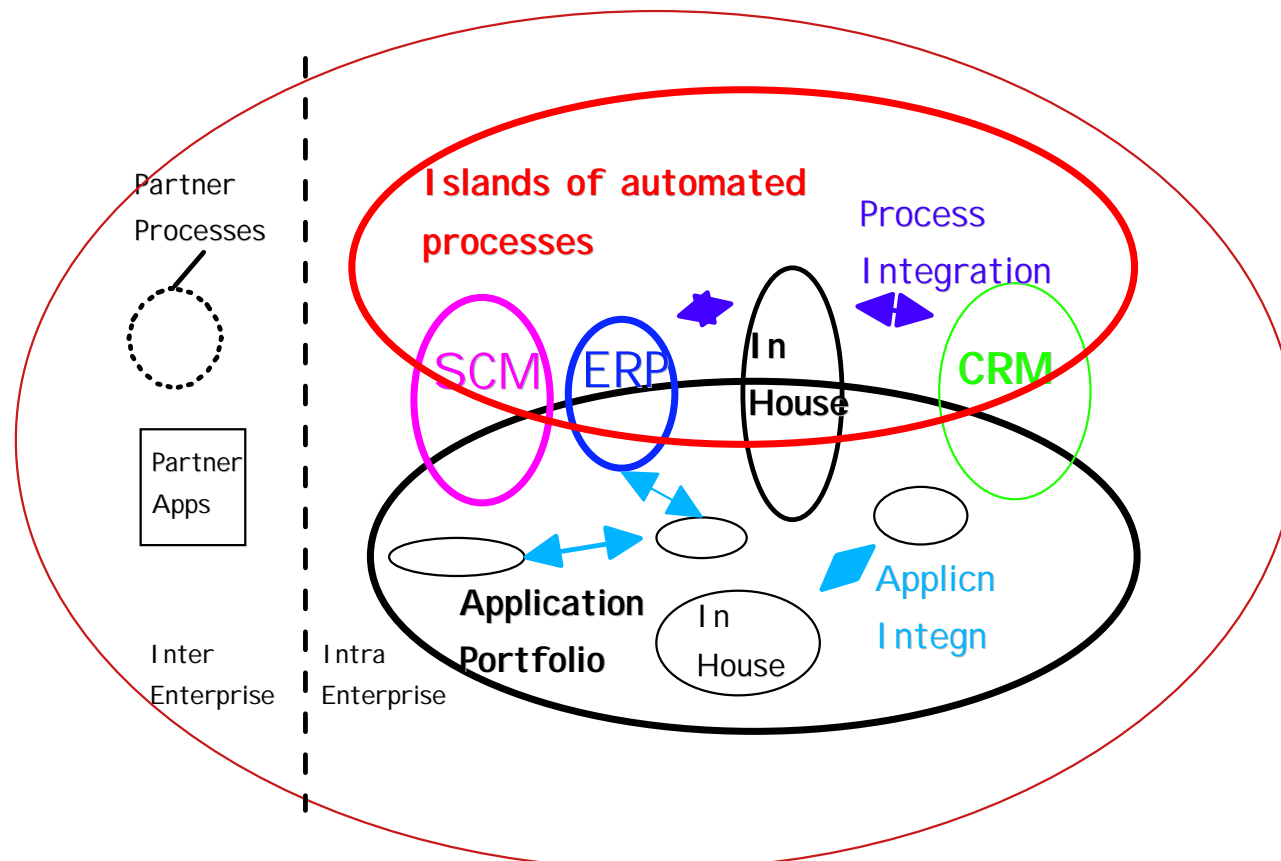
Support new business models
(Collaborative & Transactional)

Customer value increases and so does complexity of integration

Business Integration Summary (1):

Marketplace Diversity

- Unique client application portfolios & process needs
- Organizations at different stages of the integration journey
e.g. simple applicn connectivity - process automation - end to end BPM



→ Flexible Solution Framework required



Key requirements

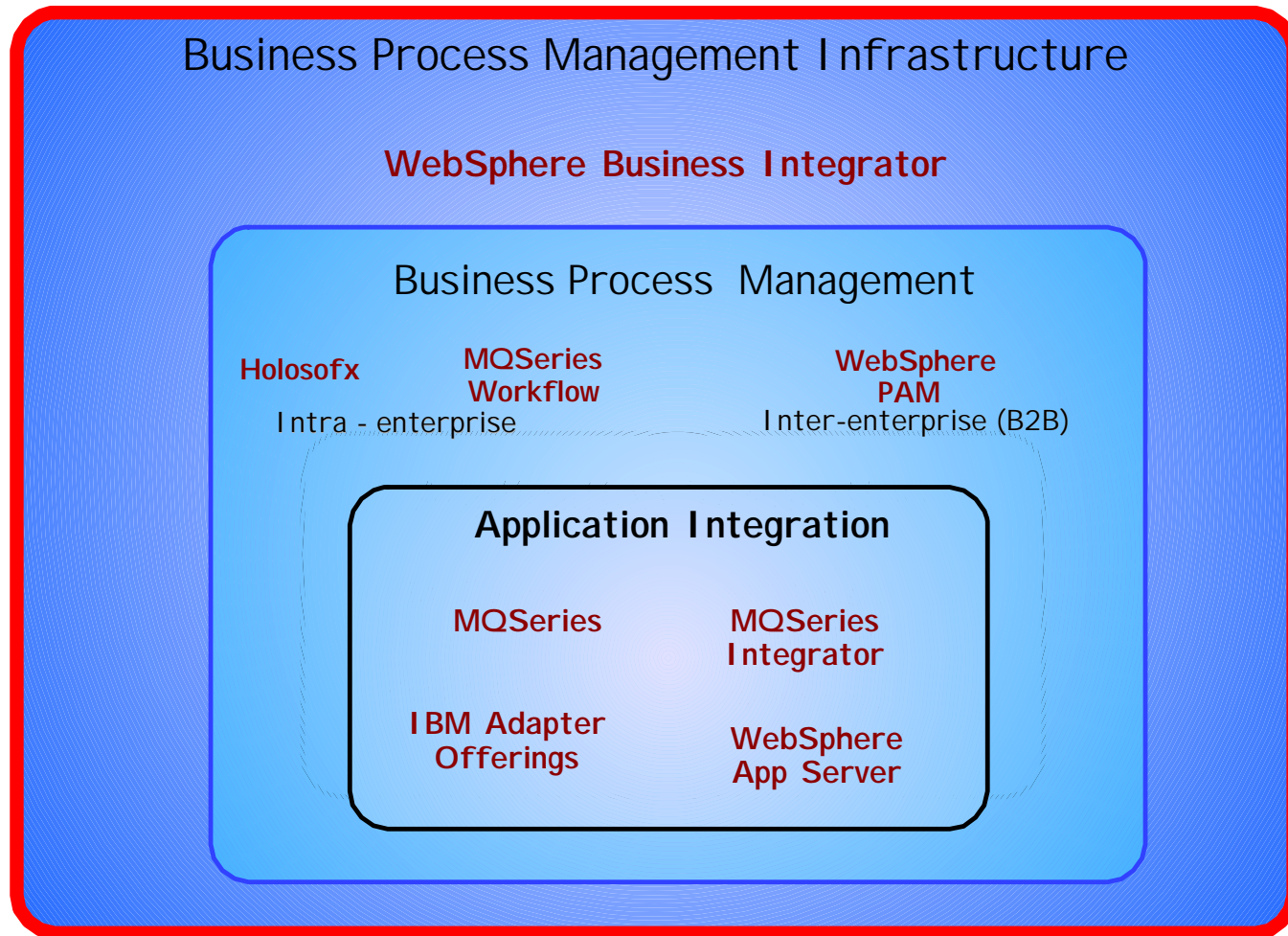
- Integration Productivity
 - I.T. & business staff
- Industrial strength capabilities
 - e.g. robustness; scalability; consistency
- Business agility / process flexibility
 - responsiveness to internal & external changes
- Service level visibility & monitoring (of process performance)





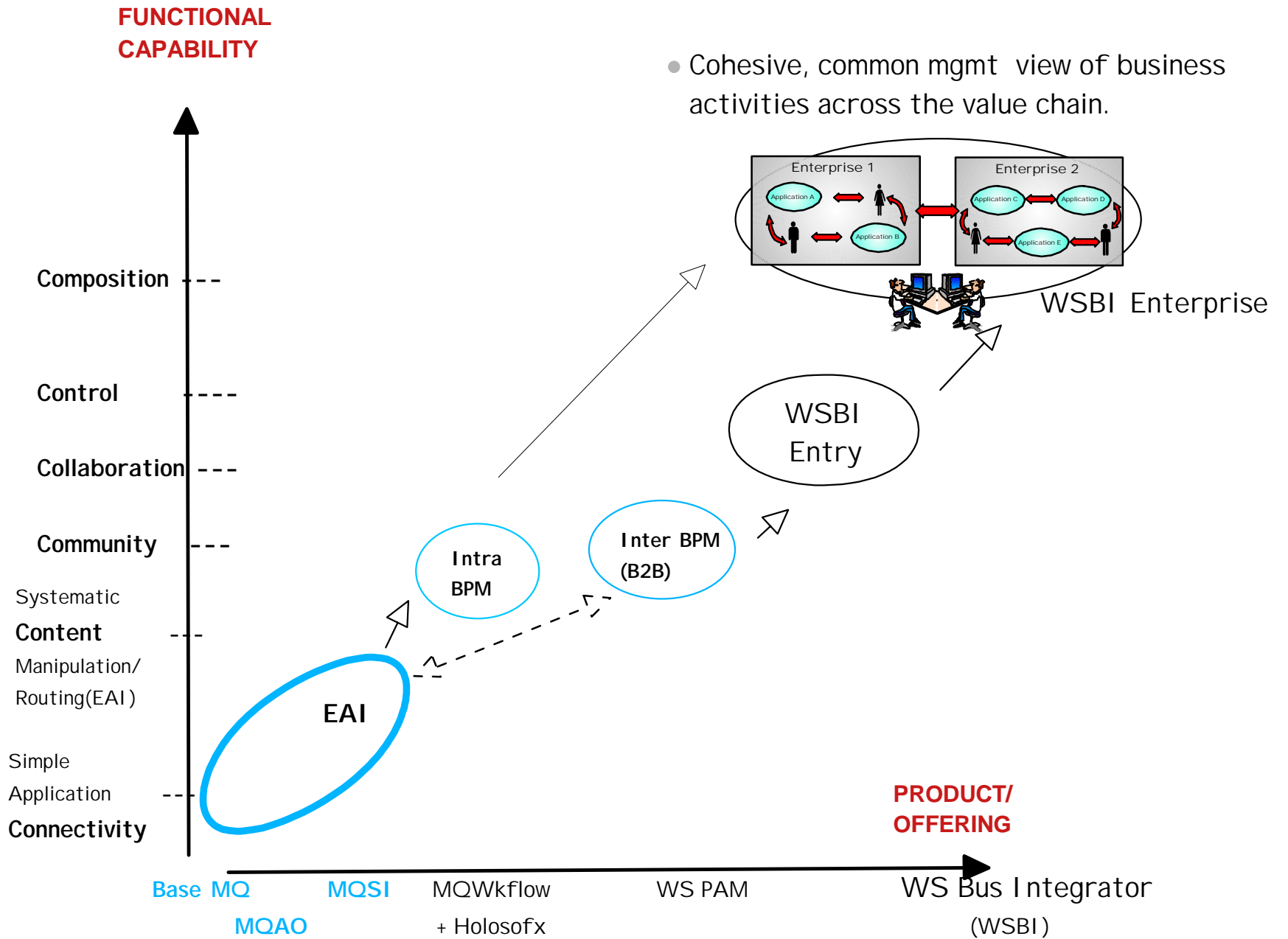
The Websphere Integration Portfolio

The Websphere MQSeries Integration Family



- Flexible integration roadmap:
 - ▶ based on IBM's industry leading products
 - ▶ provides users with compatible, evolutionary growth path
i.e. investment protection

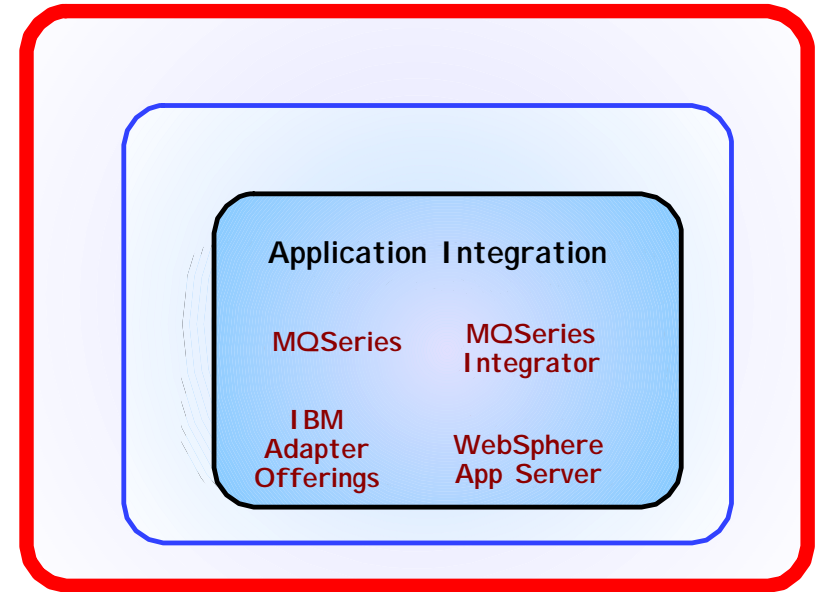
WebSphere MQSeries Integration Family Roadmap



Application Integration

- MQSeries, Websphere

- ▶ Provide pt to pt applicn connectivity
 - 35 different platforms
 - industrial strength



- WS (application) Adapter Offering

- ▶ Converts application data format into standard (XML) format to simplify processing by other application adapters & MQSI
- ▶ Insulates application network from changes in a single application

- MQSI

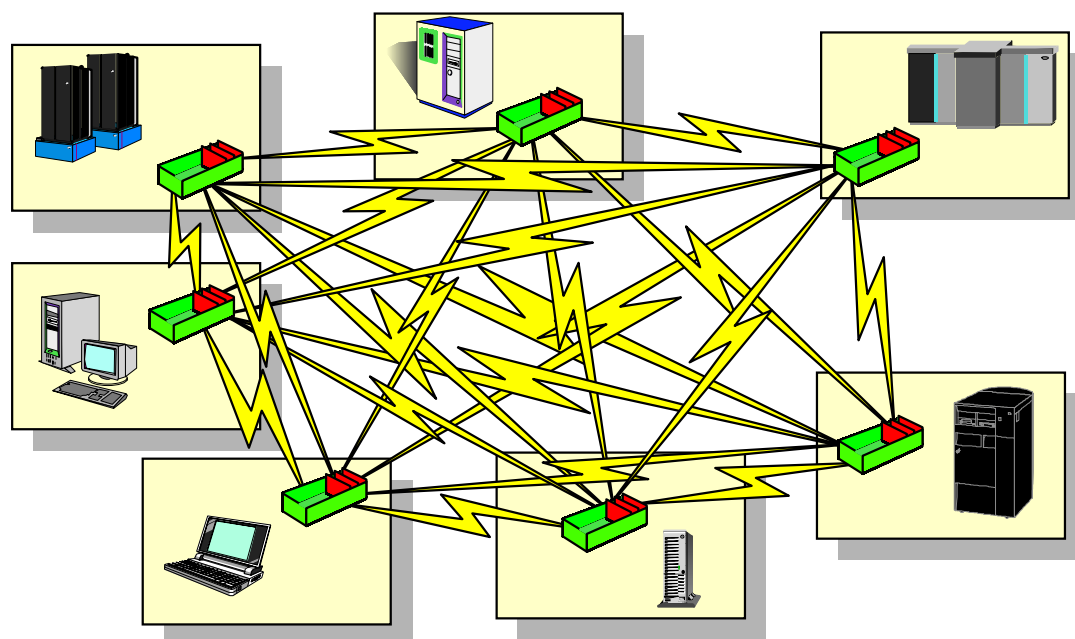
- ▶ Provides a systematic approach to **application integration across the enterprise** i.e. N applications
 - hub based architecture (Vs pt to pt) provides "centralized" message routing & content manipulation services.

MQSeries Messaging

- **Delivery of content between Applications**

Application - Application connectivity

Queuing model provides loosely coupled connectivity

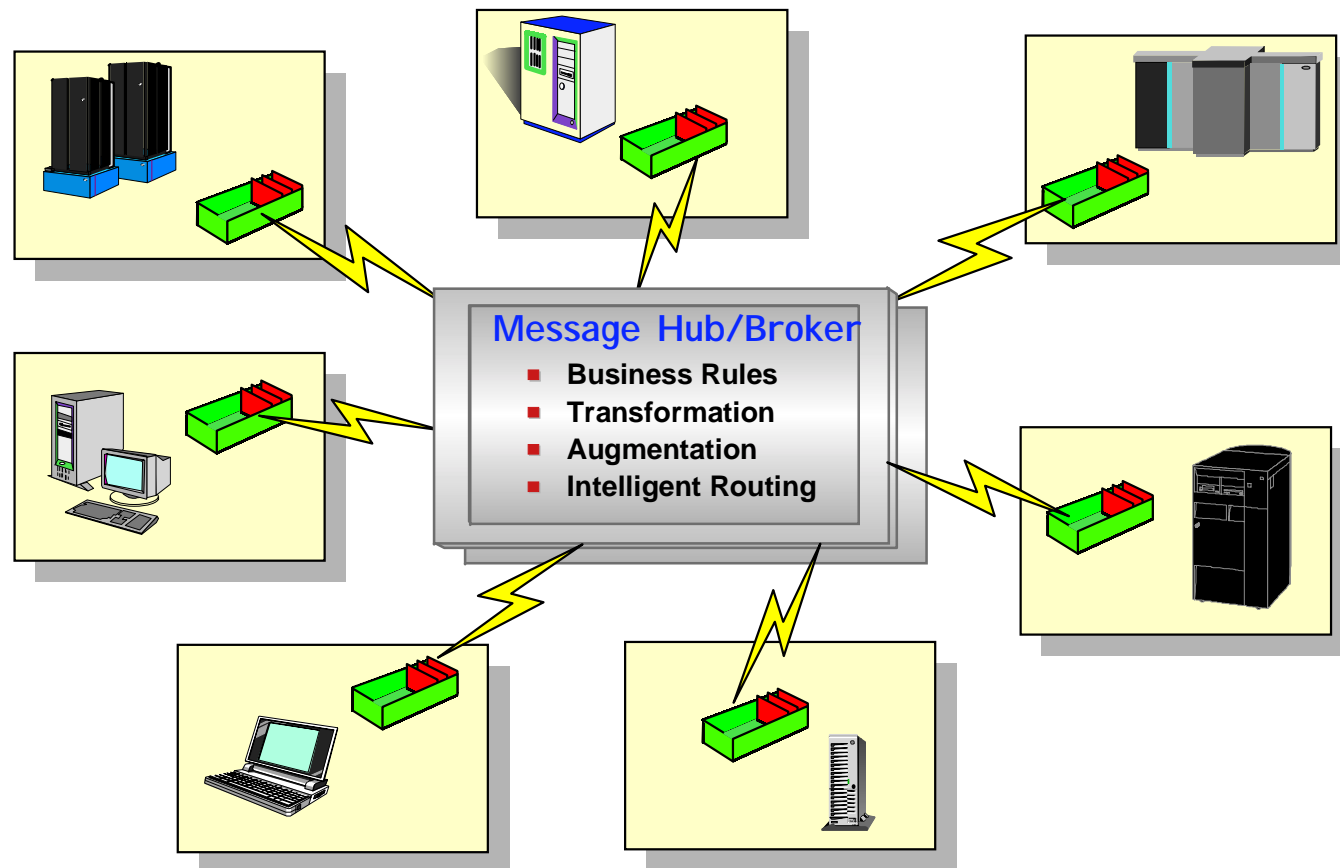


- **Benefits:**

- Programmer productivity / burden relief
- Connectivity for more than 35 different platforms
- Process flexibility
- Industrial strength robustness/ integrity for key business processes

MQSeries Integrator

- Systematic approach to application integration
 - (Message) Content manipulation / processing
 - Hub based architecture (vs pt to pt connectivity)





e-business



Agricultural Bank of China

● Business Need:

- To provide customers easy access to their accounts.
- To consolidate widespread network of disparate online transaction processing systems.
- Needed to deploy a solution that would leverage the enormous investment ABofC has previously made in transaction systems for establishing new accounts and enable new services that would attract loyal customers.

● Application:

- MQSeries provides a comprehensive business integration solution that makes **multiple disparate systems accessible through a single application.**
- MQSeries middleware is enabling ABofC to provide 'anytime, anywhere' banking services, including the ability to make bill payments at bank branches and through ATMs.

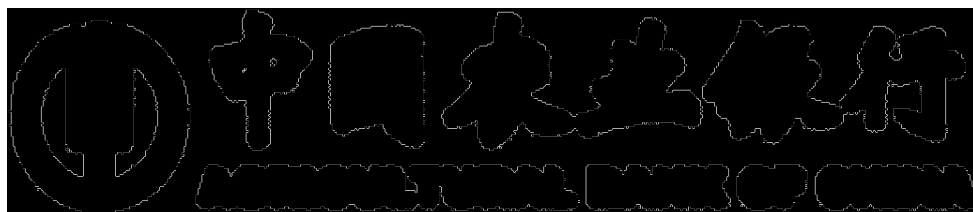
● Software Environment:

- MQSeries for:
 - ▶ MVS/ESA Version 1.2
 - ▶ AIX Version 5.0
 - ▶ HP-UX Version 5.0
 - ▶ AT&T (NCR) UNIX Version 2.2.1
 - ▶ Windows NT Version 5.0

● Benefits:

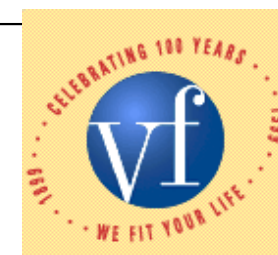
- Integrates 16 data centres.
- Provides more detailed information for enhanced customer service.
- Extends legacy data systems for new application development.

"By providing interconnectivity between our disparate systems, MQSeries has enabled us to provide information to customers more quickly and with greater detail. This is a level of customer service that will keep us ahead of our competition" Jack Chuanjie Song, director of Information Technologies.





VF Corporation



• Business Need:

- Re-engineer processes across all brands in 15 different units each with own IT systems/processes.

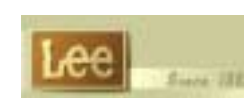
• Application:

- SAP R/3 core of VF consumerization project + heavy customization
- MQSI
 - ▶ manages interfaces between the existing MVS applications, and the SAP system.
 - ▶ provides an EAI backbone for incorporating new packages in future

• Benefits:

- MQSI provides an ultra-safe environment for information sharing
- Low risk and higher development productivity.
- Supreme flexibility
- Assured delivery of data
- Security and control
- Robustness
- Scalability

www.vfc.com



• Software Environment:

- MQSeries for:
 - ▶ AIX, Windows NT, AS/400, OS/390
- MQSeries Integrator
- MQSeries link for R/3

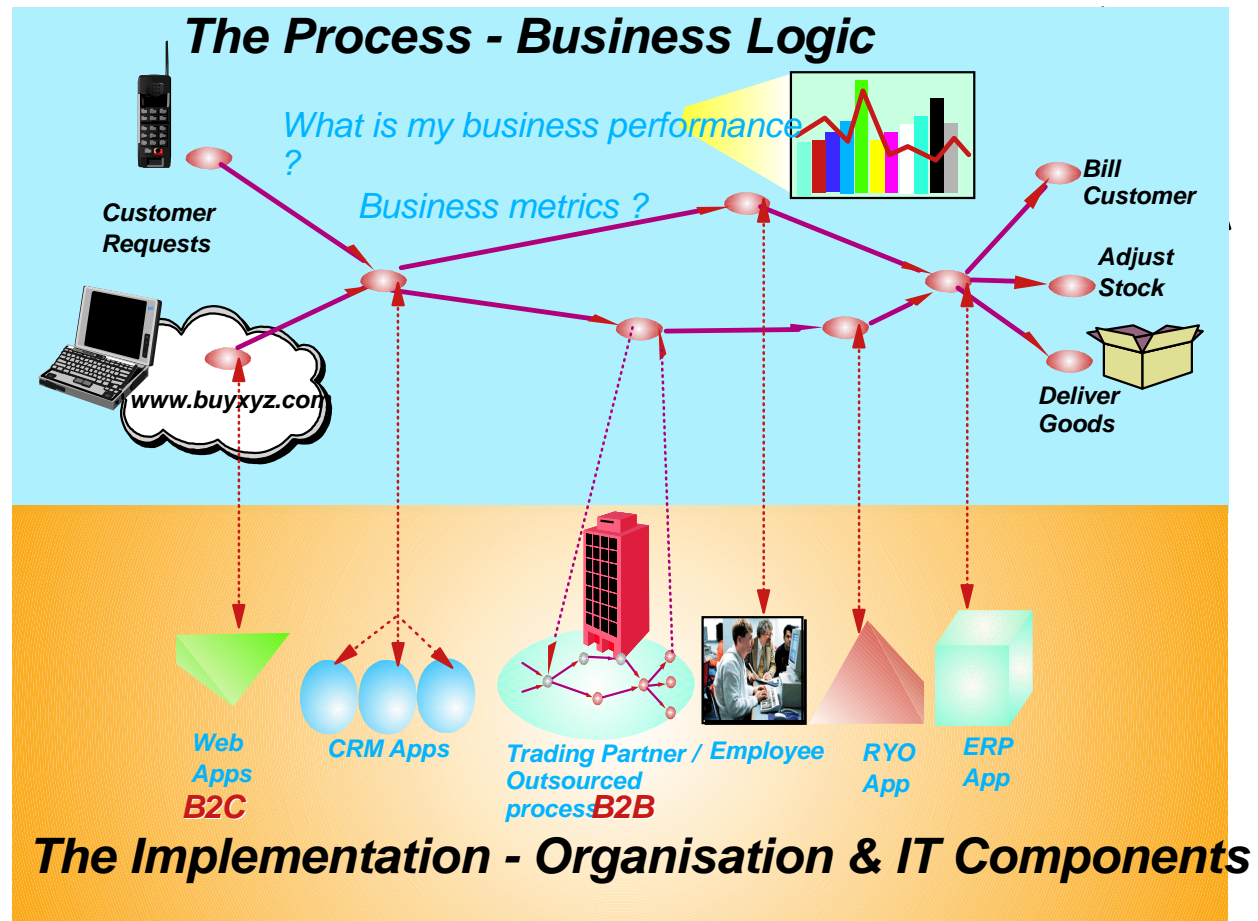
"We see MQSI as our enterprise application integration (EAI) backbone in the future because we'll be using it not only to integrate legacy systems with SAP but also i2 with legacy, we'll be using it for WebPDM, for our entire product development systems and our materials management systems"

- John Davis, VP Supply Chain Development at VF Services



WHAT

HOW



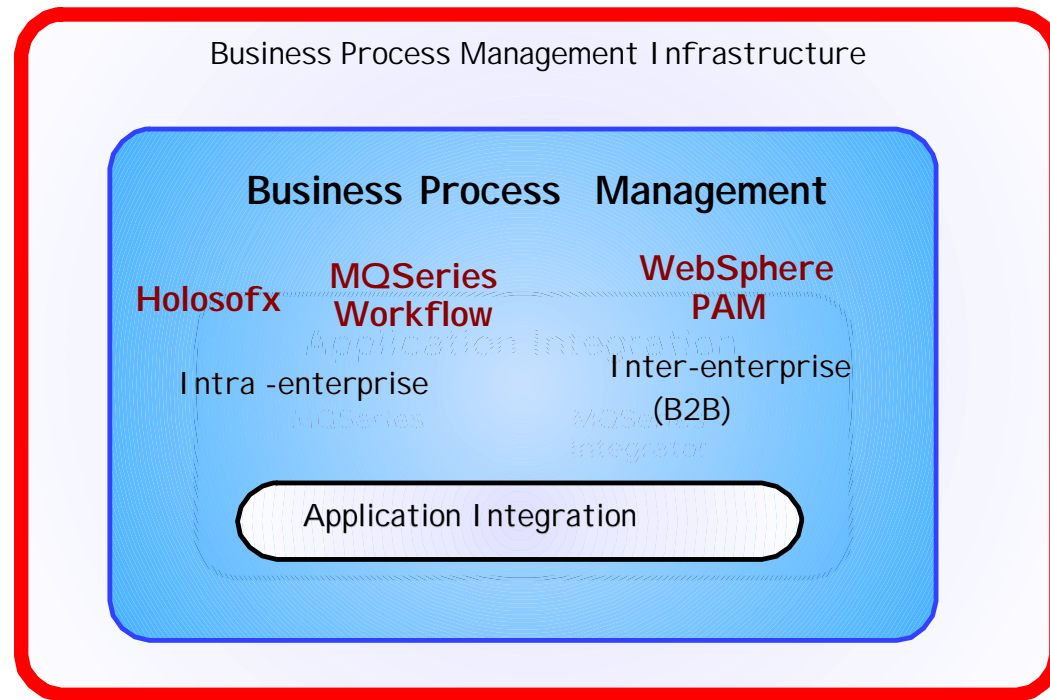
1. Defining & modelling the **WHAT** of a process...

- the sequence of information flows & people interactions.

2. Deploying the process on the underlying technology & organizational infrastructure... **THE HOW.**

- facilitated by industry-specific predefined process templates

Business Process Management



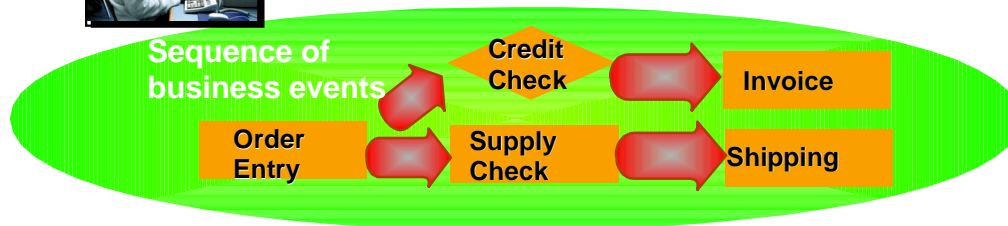
- **MQSeries Workflow + Holosofx**

- ▶ addresses BPM within the enterprise
- ▶ Holosofx provides modelling & simulation tools for business analyst, inc Activity based costing facilities.
 - Facilitated by rapid prototyping workshops

- **WebSphere Partner Agreement Manager**

- ▶ Extends BPM across enterprises
 - ▶ Process design collaboration between enterprises
 - ▶ Secure trading over the Net

Delivering Intra - enterprise BPM



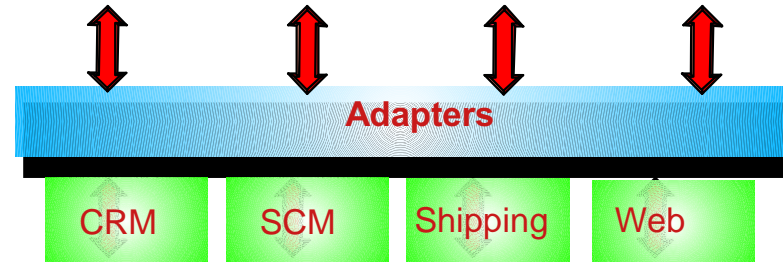
Define/manage processes (MQWF)



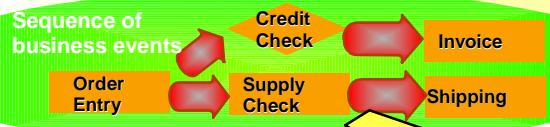
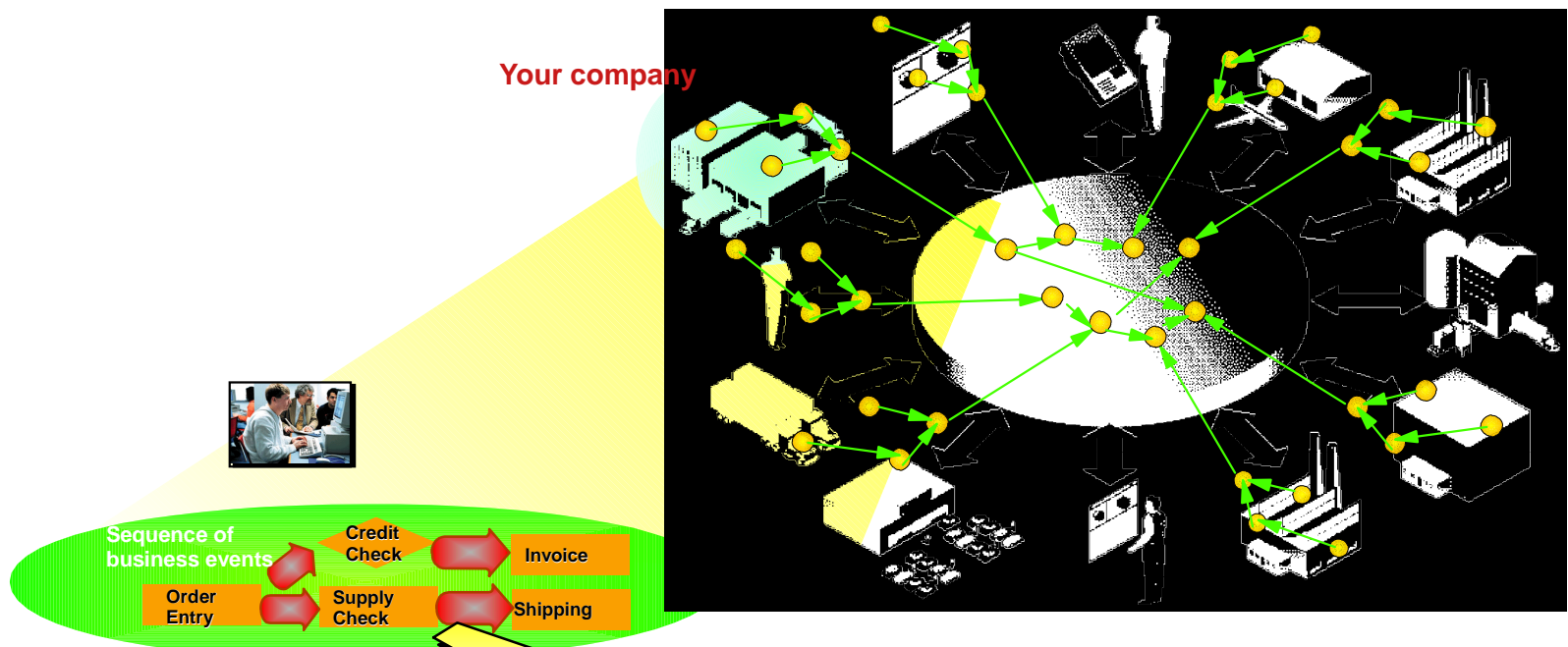
Content manipulation (MQSI)



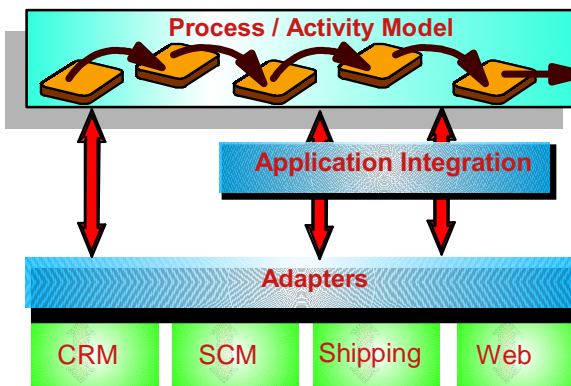
Connect your apps (MQAO)



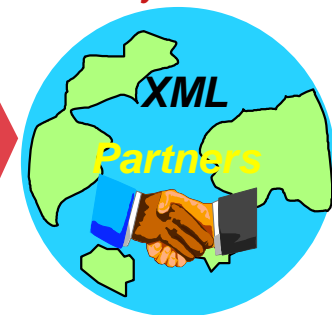
BPM Portfolio: Product Positioning



- Define/manage processes (MQWF)
- Content manipulation (MQSI)
- Connect your apps (MQAO)



Connect to your Partners



MQSeries Workflow:
- within the enterprise

WSBusiness
Integrator (entry) /
Partner Agreement
Mgr (PAM):
- between partners

Samsung Electronics Co. Ltd



- **Business Need:**

- *Samsung needed a reliable mechanism to extract and send data between its branches and company headquarters*
--> 100 systems worldwide

- **Solution**

- *Worldwide data hub to integrate best-of-breed applications with their chosen ERP systems.*

- **Application:**

- MQSeries family for data extraction and process monitoring.
- MQSeries Integrator is used primarily to manage interfaces between the existing HP-UX applications, and the SAP system.
- MQSeries Workflow V3.2 provides business process integration & monitoring

- **Benefits:**

- The customer expects to recover the implementation cost within five years and experience productivity improvements by 30 percent.
- MQSeries Integrator provides an ultra-safe environment for information sharing
- Low risk and higher development productivity.
- Supreme flexibility
- Assured delivery of data
- Security and control
- Robustness
- Scalability

- **Software Environment:**

- MQSeries V5..1, MQSeries Integrator V1.1 and MQSeries Workflow V3.2 on Microsoft Windows NT, HP-UNIX, OS/400 and AIX platforms.

<http://www.samsungelectronics.com>



.....Worlds' 3rd largest electronic manufacturing services Co.

● Business Challenge

- Fast growing electronics manufacturer needs quick seamless process integration with newly acquired divisions
- Exceptionally competitive industry

● Solution

- Inter and Intra-division business process management
- 17 divisions, 25 applications
- **Built with WebSphere Partner Agreement Manager and MQSeries Integrator**

● Business Value

- Quick M&A integration
- Faster responsiveness to new business opportunities -- organizational reconfiguration
- Greater teamwork

In Summary....

- WS MQSeries Integration Family Benefits:
 - ▶ Comprehensive & flexible portfolio that address the key Application Integration & Business Process Mgmt market needs
 - ▶ Compatible, evolutionary growth path for users - protecting skill & programming investments
 - ▶ Based on IBM's industry leading middleware
 - ▶ Complemented by the products and services of 500+ independent business partners.

For more information...www.ibm.com/mqseries

- Recommendation.
 - ▶ Work with your Business partner to identify and prioritize current integration / business process management issues
 - > Executive Assessment methodology
 - initial evaluation = x days
 - ▶ **Likely entry points:**
 - Application Connectivity ---> EAI
 - B2B

Next Steps

→ Executive Assessment - MQ Series BPM

- ▶ Sales tool available to assist IBM business partners in conducting an executive assessment for companies who are prospects for IBM MQSeries Business Process Management (BPM) solution.
- ▶ Approximately 2 - 3 week process
- ▶ What the customer gets:
 - Prototype website (your data)
 - business assessment
 - strategical and tactical proposal
 - competitive Website analysis
- ▶ Executive assessment available July 2001

→ Download the executive assessment at:

- ▶ <http://www.ibm.com/partnerworld/software>