IBM WebSphere MQSeries Business Process Management Seminar - Speaker Notes

Slide 1: IBM WebSphere MQSeries Business Process Management

- Personal introduction of the speaker
- Thank the audience for attending

Slide 2: Agenda

The agenda for today will include:
- 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

Slide 3: Integrating Business Systems with the WebSphere MQSeries Family

The purpose of today's seminar is to discuss the integration of business systems both at the Application Integration & process integration levels and to show how IBM's WebSphere MQSeries Integration family addresses these requirements in the marketplace.

One of the purposes of the seminar is to show how Application Integration is a key element on the businss process management roadmap .....and it is for this reason that IBM is going to market with its integration products and offerings under the banner of Business Process Mgmt (BPM)

Slide 4: Key Take-aways

The key messages you should be taking away from this seminar are:
- Integrating business systems should not be a new requirement to you....but the increasingly interconnected and fast changing world that businesses operate in is driving demand for systematic but flexible solutions.
- The WebSphere MQ family provides the most comprehensive set of tools to address the key user requirements we will be reviewing shortly, namely:aaa (Bus flexibility), bbb,ccc, ddd
- The MQ Integration family is underpinned by IBM's market leading Messaging & Queuing application connectivity technology. This has become a defacto standard and attracts a large, broad and fast growing partner community to help you identify your integration priorities, and design / deliver appropriate solutions
- We are one such Business Partner and are available to help you identify your integration priorities and design/implement the most appropriate solution.
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Slide 5: What the Analyst Say
Before we get into the details, I just want to share with you some of the analyts views of IBM's integration middleware and MQSeries
- Read notes from the slide

Slide 6: IBM Integration Middleware in 2001

These analysts views are underpinned by a broad range of industry awards and business achievements some of which are highlighted here.
- Read notes from the slide

Slide 7: Seminar Objectives
Today's seminar is broken into 3 sections
1. The first section provides an overview of what we will collectively term Business Integration - Application Integration & Businss Process Management - in terms of
- the business context
- the demand drivers
- the market diversity and key (common) user requirements.

2. The second section provides an overview of the WebSphere MQSeries Integration family and the functionality it delivers. Case study summaries are provided to illustrate the MQ family in action. The goal of this section is to show how the MQ Integration family addresses the key user requirements family.

3. And Section 3 provides a brief summary together with recommendations for getting started with MQ and Business Process Management

Slide 8: Business Integration Overview
Now we turn our attention to the first section
- the bus context, the demand drivers, the market diversity and key (common) user
  requirements around BUSINESS INTEGRATION

Slide 9: What is Business Integration?
- Lets start with a simple definition of Business Integration... the collaboration of business
  systems within & beyond enterprise which we can divide into 2 parts...
- 1. the IT centric Application Integration and
- 2   the more business centric Business Process Management which is focused on managing
  the sequence of information flows & people interactions that constitute a business process
  AND which seeks to separate the logic of the process flow from how it gets implemented
  thru the underlying technology & organizational infrastructure.

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- Now in themselves these definitions are not profound nor new..... businesses have always been challenged by making different parts of the organization work effectively together.
- I am sure you are all aware of increased costs, lost orders, poor competitiveness due to errors or lack of timely information in the right hands in your companies.
- In a nutshell, managing information and its flow within the organization is a key determinant of competitiveness.

Slide 10: Application Integration is now a new requirement

- As I said earlier, application integration - linking information between two or more business systems (e.g. ordering and inventory management) - is not a new requirement.
- One of the most obvious ways to explain this information flow problem is to examine the classic structure of many organizations i.e. functionally organized, with information flows working well within in a specific function e.g. sales, but not so well across functions. e.g between sales & manafacturing & service. This is often termed the "islands of automation problem"
- Historically this has been viewed as an INTERNAL issue but increasingly organizations are having to link to their customers and suppliers. EDI was an early example of reaching out to suppliers.

The IT challenges associated with application integration are well recognised and can be summarized as:
- 1. Heterogeneity... there is a wide variety of application types running a wide range of operating platforms being linked by a wide variety of integration methods, many of which are done in house. Maintaining such a broad spectrum of applications, platforms and methods tends to be a very costly exercise...and in the opinion of several consultants can be as much as 30%+ of the IT budget.
- 2. Part of this high cost can be attributable to technological & organizational change, which as we all know is a way of life. The problem with inter-related applications/systems is that if you change one, you are likely to affect other applications/systems...especially if the integration mechanism has been home grown. Gartner alluded to this problem as interapplication spaghetti.

One of of the key benefits of middleware is that it simplifies integration and insulates applications from many of the underlying complexities and changes that may occur.

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Slide 11: BPM is a relatively new requirement
- The Business process focus is a relatively new requirement and owes its origins to the BP Re-engineering movement of the late 1980s.
- This has resulted in the shift from task centric to process centric organizations to improve organizational efficiency & effectiveness. This shift has frequently been driven by cross functional integrated applications such as Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) applications.

- However, to realize the seemless flow of information across the entire organization i.e. an end to end solution, a further level of process integration and management is needed, namely the integration of the disparate functional clusters (processes) that are supported, by say, the CRM apps and the related back end inventory & billing systems.
- This is what BPM is seeking to address - the ability to rapidly link disparate processes and their underpinning applications with an approach that offers rapid solution deployment, process consistency, service level visibility and organizational flexibility. One of the key factors that enables organizations to realize rapid solution deployment with IBM BPM products is the development model that logically separates/partitions the WHAT of the business process from the HOW it is implemented thru the underlying IT and organizational components that support it.

Slide 12: The Integration Pace is Accelerating
- As I mentioned earlier, application & process integration has traditionally been internally focused i.e. within the company.
- However in today's world the emphasis is changing dramatically...... businesses are becoming increasingly interdependent and business models are shifting away from vertical integration to the integration of different (best of breed) parties in the value chain, with speed/responsiveness being of the essence. The diagram here attempts to summarize some of the key drivers, the new "strategy" rules and resulting organizational imperatives that are effecting business today.

So what needs to be integrated?
- Well, quite frankly, the entire value chain (or value net). Businesses can no longer afford to think of themselves as isolated enterprises.   What happens with both your suppliers and your customers bears directly on your own company's success.

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Slide 13: Common Business Integration Focus Areas

The various issues that companies are facing as a result of these market forces can be categorized into 6 key business integration areas:

- Mergers & Acquisitions (M&A)
- Packaged Applications Integration (ERP)
- Customer Relationship Management (CRM)
- Supply Chain Management (SCM)
- Straight Though Processing (STP)
- Web integration (WEB)

- The explosion of the WWW and e-business is forcing companies to look at how the Internet can be integrated in their business strategy. Otherwise they face the possibility of being overtaken by their competitors or leap-frogged by a completely different distribution paradigm that totally changes the cost structure of the industry.
- Globalization is driving the need for companies to pursue mergers, acquisitions, and corporate consolidations in order for them to remain competitive and expand into new markets.
- Pressures on cost and cycle time are causing companies to look at how their supply chain can be more tightly integrated with their business process, how straight through processing, particularly of financial transactions can be completely automated, and how packaged applications, such as ERP, can help them manage their resources better to speed time to market and reduce operational costs.
- Competition and increased consumer power is being driven by increased choices that customers have for products and services. With more choices, customers loyalty to one company's products is eroded. Hence, customer relationship management becomes increasingly important to business strategy, as companies strive to better understand their customers needs in order to retain their loyalty.

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Slide 14: Business Integration / BPM Examples

Let's look at a couple of these issues in a bit more detail to understand just how pressing business integration is to organizations today.

ERP application integration
- ERP pacakges - notably SAP - because they caught the Bus Process Re-engineering wave and were able to provide the business process framework for many of an organization's neeeds.
- However, such packages tend to be focused on specific functional areas such as finance, HR, manufacturing and do not meet the full Busines Process needs of an organization. (Gartner estimates they typically address less than 30%)
- The result is that the 2nd phase of ERP deployment is typically extending the role and coverage of the ERP package by linking it to in house (legacy) applications or other packages

- Similarly CRM systems e.g.Siebel, invariably have to be linked to back end system such as customer records, billing if their full ROI is to be realized. In addition, today's fast changing world means that new customer interfaces and new applications will be regularly added / integrated into the system to extend its reach and scope.

Slide 15: e-business and Application Integration Dynamics

Finally if we look at the a typical e-business roadmap for an organization, we see that as e-business sophistication develops i.e. Web site - transactions - Transformation

- the level and sophistication of integration grows (shown in red)
- Clearly you need a non disruptive integration technology....one that can evolve to support these needs. IBM provides this.

Slide 16: Business Integration Summary (1)

I would like to conclude this Business Integration section with a brief summary

First the marketplace
- Is very diverse...... in that each customer tends to have a unique application portfolio and process needs, although these can be grouped around certain application and industry categories.
- More importantly is the fact that organizations tend to be at different stages of the integration journey ranging from simple application connectivity - process automation - full end to end BPM

The diagram attempts to depict these various components & levels that contribute to the integration dynamics of an enterprise e..g in house & package applications, islands of process automation; integration beyond the enteprise.
- THE KEY TAKE AWAY HERE IS THAT A FLEXIBLE SOLUTION FRAMEWORK IS REQUIRED.

I hope to show in the next section how IBM delives such a framework.

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Slide 17: Business Integration Summary (2)

The final summary points concern user requirements, which I trsut are fairy self explanatory to you.

- Staff productivity is obviously a key issue and there are several points I want to bring to your attention......
- One of the strong appeals of middleware (vs RYO solutions) ... is its insulation role that reduces IT compexity and testing, thus reducing the burden on IT staff, alowing them to concentrate more on delivering and deploying business logic.
- Similarly, as the organization focuses more on business process automation & management, the supporting middleware needs to be able to cater in a coherent manner to the diverse needs of the IT & business analyst in deploying such a process, and enable them to rapidly develop and deploy a solution.

In the next section I hope to show how IBM's middleware addresses this requirement and the other ones listed here e.g.. process robustness, flcxibility etc

Slide 18: The WebSphere Intgration Portfolio

Lead in chart ... No script needed

Slide 19: The WebSphere MQSeries Integration Family

This chart positions the products in the WebSphere Integration portfolio into 3 x distinct layers
1. Application Inetgration
2. Business Process Management
3. A complete end to end BPM infrastructure

which provides users with a compatible evolutionary growth path for users

Note today's seminar will just focus on the first 2 layers.. Applicn Integn & Bus Process Mgmt.

Slide 20: WebSphere MQSeries Integration Family Roadmap

Before we move on to explore these 2 layers, I want to briefly show you an an alternative version of the roadmap....i.e. one that maps functionality such as application connectivity, content manipulation, process collaboration etc against specific products in the portfolio.

- Note: Application Integration here is termed as EAI (Enterprise AP integration) which denotes a systematic aproach to application connectivity & content manipulation... as delivered by a broker such as MQSI.

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Slide 21: Application Integration

Now lets briefly explore some of the the products that make up the Application Integration layer of the WebSphere Integration portfolio.

- At the heart of the portfolio are the application connectivity transport mechanisms provided by Websphere Application Server (synchronous) or MQSeries (asynchronous). In particular, MQSeries supports applications on 35+ industry platforms and provides once and once only content delivery between applications.
- Content processing is supported the WS adapter offeirng which enables the unique date format of an application to be converted to the XML linga franca to simplify processing by other application adapters & the content broker, MQSI.
- Finally, as organizations start to connect a range of applications, the point to point connectivity offered by the base MQ transport can be replaced by the systematic approach provided by MQSI which provides a message routing and content manipulation hub.
-

Slide 22: MQ Series Messaging

Lets look at MQSeries messaging in some detail...
- MQSeries, is the basic connector, connecting virtually everything to everything else ... the universal reliable interconnect. A great statement and it's true!

Benefits
- One API across any platform that MQSeries runs upon (over 35 at last count) - Simple PUT to queue and GET from queue
- Assured message delivery, once and only once with transactional control. In fact, the location of the receiving system is not even required to be known. This vastly reduces complexity because it shields developers from communication protocols (TCP/IP, SNA, SPX, NetBIOS) altogether.
- Applications are not required to be running or available at either end. It is the queue that provides the communications link. It is available whenever required
- This greatly reduces development time
- Processing is time independent
- Applications can actually run faster because several queues can be set up at once allowing parallel processing.

In short, the real value of MQSeries is developer burden relief -- we take care of 70% of his programming effort shielding him from the underlying complexity.

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Page 23: MQSeries Integrator
- MQSI provides the organization with a systematic approach to application integration by providing services that route messages between applications and manipulate and augment their content according to pre-defined rules.

Page 24: Agricultural Bank of China
Lets now briefly examine a couple of customer application integrtaion case studies that use products from the WS Integn portfolio.
*** PRESENTER to familiarize themsleves with CASE STUDIES on charts 23, 24, 29 & 30****

Page 25: VF Corporation
VF Corp acquired many companies as a part of growth plans
- They embarked on a major business process reengineering program to rationalise and optimise
Across all VF Corp's different brands & 15 business units - each with its own IT system. They wanted to simplify their brands into a smaller number of coalitions.
- VF Corp wanted ERP for integration and best of breed packages for continued advantage.
- They combined these strategies with MQSI effectively customising the ERP system with it

Slide 26: Business Process Management
Now we will breifly examine the BPM level of the WebSphre MQ family Integration Portfolio.
- As mentioned earlier there are essentially two distinct steps to BPM...
- 1.Defining & modelling the WHAT of a proces i.e. the sequence of information flows and people interactions....typically carried out by a business analyst
AND
- Deploying this process to the underlying technoloy & organization... primarily provided by IT staff

Slide 27: Business Process Management
IBM's approach to BPM involves two complementary products.
- For managing and modeling processs within an organization, the MQSeries Workflow engine is provided together with the process modeling & monitoring told from our business partner Holosofx.
- To provide collaborative process management and secure trading over the net between companies, IBM provides the WebSphere Partner Agreement manager which provides workflow capabilities & industry process templates.

Slide 28: Delivering Intra-enterprise BPM
This chart depicts how MQSeries Workflow is used to manage the sequence of business events & people interactions that constitute a process, and how it is underpinned by the connectivity & content manipulation services of MQ & MQSI respectively.

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Slide 29: BPM Portfolio: Product Positioning

Now I want to briefly review in a little more detail the features and positioning of our two BPM offerings - the products that manage the sequencing of information flows & associated people interactions.

- **MQSeriesWorkflow** is a high performance flow control manager that incorporates a number of features to support staff interaction. It is to be found a significant number of large enteprises
- As a complement, WebSphere BtoBIPartner Agreement Mgr ("Extricity") delivers multi-party, public process models enabling joint control of development and deployment. Its independent audit trails, shared process monitoring and ability to support industry standards such as RossettaNet PIPS, make it very attractive to collaborative process management between organizations. More in the next charts.

By providing these two offerings, the MQSeries Family provides you with a flexible roadmap i.e. it allows you to deliver BPM from whatever the point which addresses your most pressing business and IT needs first. This may be internal integration or collaborating with trading partners.

Slide 30: Samsung Electronics Co. LTD

Now lets look at 2 BPM case studies
- The first, Samsung uses the entire MQ Integration Family to address its intra BPM needs.

PRESENTER to familiarize themselves with the charts

Slide 31: CELESTICA

- In contrast, Celestica was challenged with integrating newly acquired divisions and ensuring that process integration was seamless with the rest of the company.
- It approach was to use WebSphere Partner Agreement manager as the process co-ordinator / .manager between all of its divsions and undrpinned this with the content manipulation services of MQSI.

Slide 32: In Summary

- I would now like to conclude the formal part of this seminar
- I hope you now understand a bit more about the Business Integartion market and the key benefits IBM's industry leading Integartion middleware brings to the table.
- More information vcan be found at the website shown (CHECK THIS FOR ACCURACY)

Slide 33: Next Steps

If you are interested in understanding how these products can address your own integration & business process management, please work with us (Business Partner Name). We have been provided with an Integration analysis methodology under IBM's Executive Assessment

- This is a 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 include
    - Prototype website (your data)
    - business assessment
    - strategical and tactical proposal
    - competitive Website analysis
- This Executive assessment will be available in July 2001
- We (the business partner) can meet with you to assess your company as a prospect for the IBM MQSeries Business Process Management solution

- Any questions?
- This concludes our seminar