



Business Integration - the most important activity for changing the way you do business.

As the 'new economy' emerges, companies in all industries face multiple, complex business and IT demands. Globalization, mergers and acquisitions, unexpected competitors, the Web and a plethora of new access channels are all dictating the need for tightly connected, highly integrated infrastructures. This new economy infrastructure brings together every facet of an enterprise and requires different styles of integration.

Today, a company's very survival could well depend on how well - and how quickly - it can integrate and rapidly reengineer. Its infrastructure must accommodate what has quickly become a highly personalized, customer-focused marketplace.

- **Adopting New Rules** - Revolutionising corporate culture, financial models and market position through *adoption of new business models* and ways to *acquire and keep customers*.
- **Developing New Business** - *Entering new markets*, creating *new sales models* and building *new and efficient* electronic buy/sell *channels* and integrating them with existing ones. And the *imperatives* in transitioning to a world class e-business
- **Nurturing Relationships** - Revolutionising customer and supplier relationships, forging new relationships and improving partner collaboration.
- **Being More Responsive** - Improving business operations efficiency through the integration of business processes and increased efficiency of IT systems.
- **Widening Performance Measurement** - Improving on 'traditional' financial performance metrics to include forward looking operational guidance and directional insights.
- **Improving Quality** - providing consistent quality levels.

The IBM WebSphere Business Integration will help its customer to:

- Separate business process logic from systems and applications, providing *process independence* and the ability to modify applications, swap applications or outsource activities *without affecting the process model*
- Reduce complexity, increased agility and enabled reusable business services by separating WHAT needs to be done from HOW it's implemented
- Let the Business Process drive integration needs by helping to identify where automation can deliver the 'biggest bang for the buck'
- Enable rapid delivery of new products and services that leveraged existing and new investments in infrastructure
- Manage fluctuations in demand and rapid business growth, with no limitations imposed by technology (scalability)
- Provide reliable and correct processing of business functions even in the event of catastrophic failures (restart/recovery)
- Enable a closer alignment between IT and business via close collaboration on business process design and implementation
- Enable system designers to make changes without negatively impacting the business
- Enable IT to complete more projects successfully and on time.

Who in your business is going to be interested in IBM WebSphere Business Integration?

The interest in an organization about the ability to integrate processes and systems together extends to a wide audience

- **LOB/Business Process Owners** - wanting to automate and improve processes. Be more flexible and responsive to change. Monitor business performance against Services Level Agreements (SLAs).

- **Business Analysts** - wanting to design business solutions with tools that use familiar techniques. Analyse and simulate business models to determine optimal ROI. Interact with IT analysts and Developers using a common tool and 'formalised' design model.
- **CIO, IT Analysts and Developers** - wanting to be more successful in delivering projects quickly. Reduce risk of project failures. Develop portfolio of reusable assets.
- **Trading Partners** - wanting to improve the efficiency and effectiveness of their business interactions.

How does IBM WebSphere Business Integration provide an answer?

Organizations typically need to be able to get two or more existing processes or activities to be combined to form a new and improved way to do business, and to do it in such a way as the new process updates information as the process happens. This might be combining a sales order process with and call center process to enable a customer to know the exact status of outstanding orders. It might mean automating steps in a process that has a high proportion of people interaction, to achieve straight through processing.

Organizations also need the ability to ensure that customer, product and order information across the enterprise is synchronised. Typically there are operations through a normal daily or monthly business cycle that move large amounts of data around. This move can be simple activities such as updating prices files in stores, it can be more complicated involving the routing, transformation and enrichment of the data in flight or it could be the publishing of key information so that those systems which need can come and get it.

These two styles of integration *Process Integration* and *Application Connectivity* in the past have meant that an organization has typically needed to make significant investment in two types of infrastructure software - the process based infrastructure and a message based infrastructure. IBM WebSphere Business Integration provides industry leading software for both Process Integration and Application Connectivity in the one product.

- WebSphere Business Integration combines selected *Process Integration* and *Application Connectivity* products into a single offering so that you can decide which is the best software for the business problem that you are trying to solve.
- IBM Crossworlds process integration software that offers pre-built Collaborations and Connectors leverage IBM 'Business Objects' to deliver speedy implementation of Process Integration projects
- IBM is the world's leading Information Integration vendor with established products such as IBM WebSphere MQ Integrator Broker (WMQ-IB) and WebSphere MQ (MQSeries) that together provide full function application resource integration (Application Connectivity) and a firm foundation for process-based integration.
- IBM MQSeries Workflow provides a mature, scalable and robust process engine which extends solutions to include people interaction and re-startable Workflow.

So now with the IBM Websphere Business Integration you no longer have to choose which style of integration is best for you business - this one product provides the software that you need to do all you business integration either as Process Integration or Application Connectivity.

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