

IBM Software Demos

IBM SOA WebSphere MQ

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CHAPTER 1 - Intro

Hello there! Uh...I'm over here. Nope, over here. There we go.

Do you have a complex mix of heterogeneous applications – running on different platforms, using different programming languages and protocols?

Is your application mix constantly changing as new requirements surface?

Are you attempting to assimilate new paradigms – like Web 2.0 – while still dealing with old paradigms – like FTP?

If so, I'm going to show you a product that can revolutionize your business, by integrating diverse technologies and resources, from AJAX to the mainframe. It installs in minutes and provides the messaging backbone you need for truly seamless integration.

Sound too good to be true? Welcome to WebSphere MQ.

CHAPTER 2

For more than a decade, WebSphere MQ – MQ as we call it – has provided renowned, assured delivery of information between IT systems, even when applications fail or networks are out.

What's "assured delivery"? Well, one of the more than ten thousand companies using MQ summed it up nicely by stating they haven't lost a single message or piece of data – in more than 10 years of MQ use.

WebSphere MQ also provides transactional integrity across complex units of work. See, even a simple purchase order can translate into multiple database accesses, updates and logs across multiple applications and systems. Failure can occur at any step. But with MQ, if any element within a unit of work fails, everything can be rolled back... automatically.

And for compliance, MQ can log everything that flows through the infrastructure – transactions, data, the applications involved, dates, times. ID's... everything.

CHAPTER 3

With WebSphere MQ, developers simply connect applications and data sources to a messaging backbone. MQ acts as a "service interface" which abstracts where the other applications and data sources are, how they are structured, what platforms they are on and whether they are available.

Applications can be added or changed quickly to integrate on demand.

So, WebSphere MQ provides the essential messaging backbone that underpins your enterprise service bus in your Service Oriented Architecture.

A simple but sophisticated console can display the entire MQ backbone, enabling all MQ installations – no matter how remote – to be configured from a central point.

And it's a breeze to get started. WebSphere MQ installs easily. Pilot solutions can be rolled out in just a few weeks and additional applications can be connected in several days or less, leveraging out-of-the-box sample

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applications. In fact, many 3rd party products ship ready to integrate with MQ – the de facto standard for integration.

CHAPTER 4

Even teams that lack MQ skills can use it. Let's look at two examples.

Your Web 2.0 developers can use what we call the “Bridge for HTTP”, which will transparently reuse your existing MQ infrastructure to support their dynamic Web 2.0 applications and Web services. So you can provide richer information to Web users and transport SOAP reliably without any MQ know-how.

Then there's FTP – relied on by some companies for as much as 70% of data moving around their organisations. While simple to use, FTP can be prone to frequent failure, difficult to track, and harder still to secure – a real headache for compliance. But with MQ, you can benefit from a Managed File Transfer product that transparently uses MQ's reliable transport and qualities of service. Now users can send files of any size, confident that all transmissions can be tracked end-to-end and will arrive securely.

CHAPTER 5 - END

It's a jungle out there – but there's a way to clear your path.

Ease-of-use, virtually limitless scalability, and support for more than 80 different platform configurations make WebSphere MQ the perfect integration choice, from fast-growing start-ups to global, 24-by-7 operations. And with MQ, taking your first step to S.O.A. has never been easier. Don't be surprised if your IT architects want to make MQ their integration solution of choice for your entire organization. Others already have.

Look,

If you want award-winning reliability, scalability and integrity;

If you want an integration infrastructure that you can use for Messages; Files; Web services; Web 2.0; and to underpin your E.S.B. for S.O.A.;

If you need to connect anything with everything;

Then get WebSphere MQ, from IBM

Get the message?

For more information, just click the link on the screen.

For more information, just click one of the links on the screen.

And don't miss these coming attractions.