



IBM SOA

# People, Process, Information for Business Centric SOA



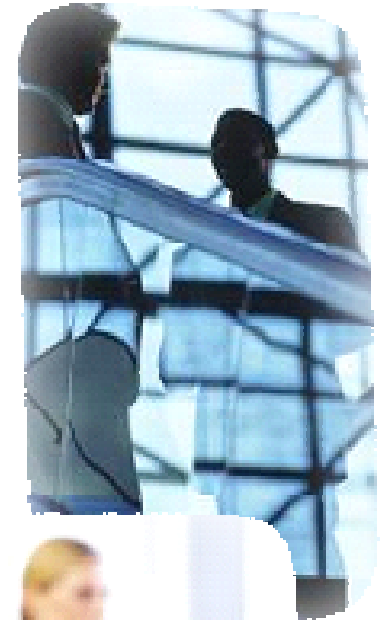
6/14/2007

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# Session Roadmap

- Business and IT meet
- The SOA Entry Points
- Entry points are evolving
  - People and Web 2.0
  - Information Analytic Services
- Combine entry points for a value multiplier effect





# Organizations depend on a flexible IT Infrastructure

*Adopting a business centric approach*

## ***Business Challenges***

***Globalization***  
***Mergers & Acquisitions***  
***Risk & Compliance***  
***Eroding Customer Loyalty***  
***Supply Chain Complexity***  
***Industry Transformations***  
***Cost Cutting...***

## ***Business Requirements***

***Increase the speed of the decision making***  
***Improve collaboration***  
***Reduce administrative time***  
***Deploy end-to-end business process***

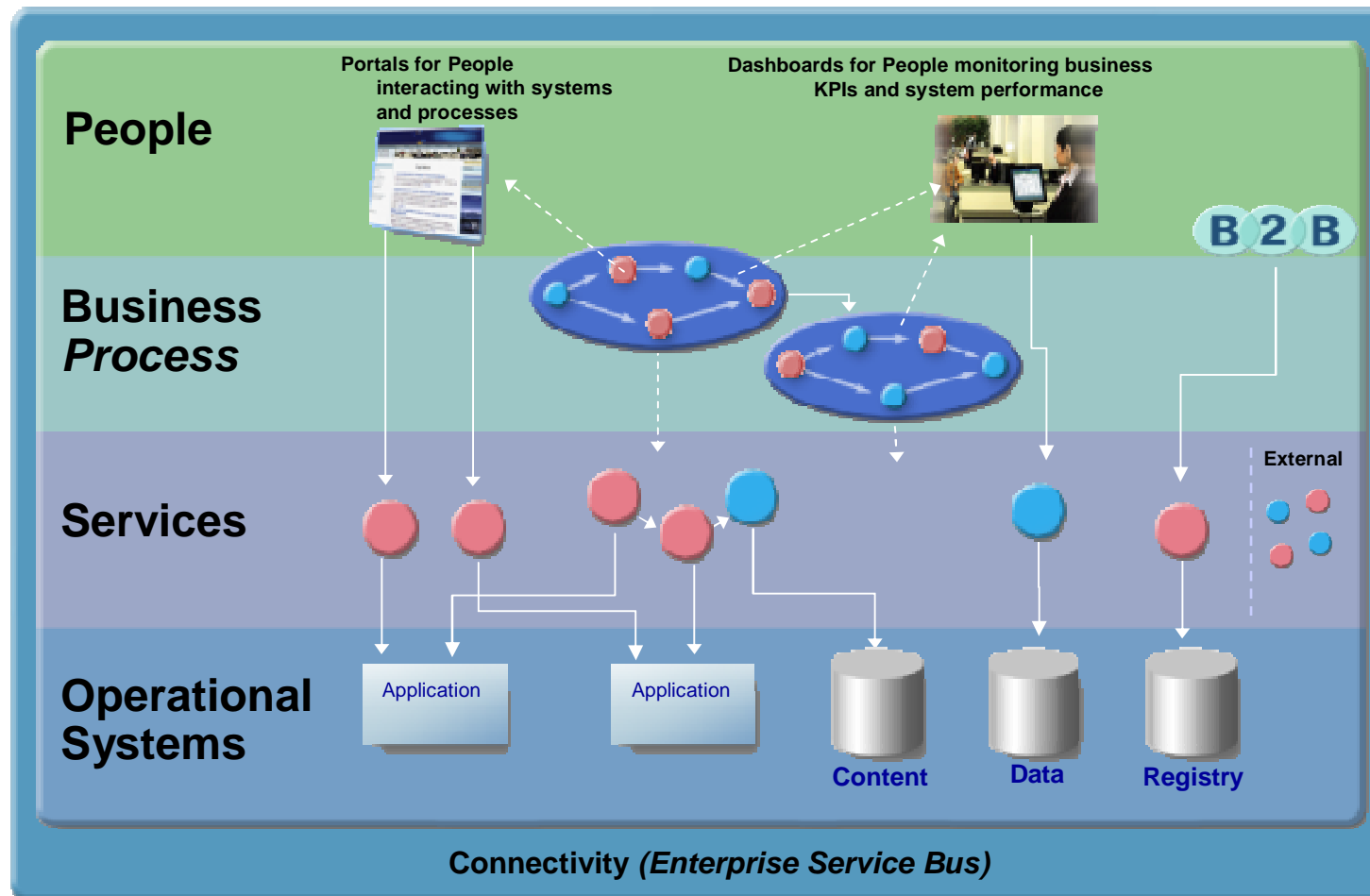
## ***Business Centric IT Infrastructure***

***Enable Business Flexibility***  
***Easy to enhance reconfigure and maintain***  
***Able to be deployed in incremental steps***



# Services – the building blocks for business processes

*Efficiency in creation, reuse for execution...flexibility for change*



**Goal** – Increasing people's productivity and the overall company performance

**Goal** – Highly flexible and automated business processes

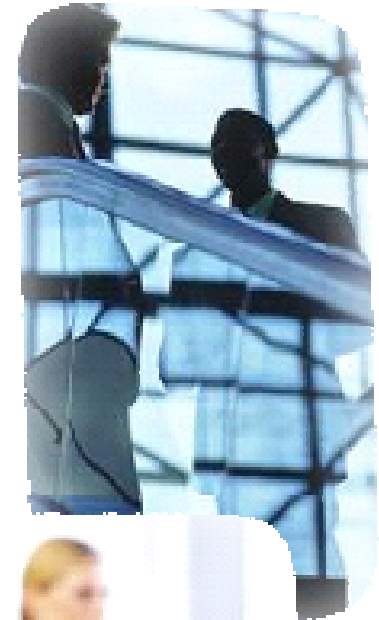
**Goal** – Reusable services accessible across the enterprise

**Goal** – Deliver Information as a Service



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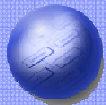


## The SOA Entry Points



People

Greater productivity and flexibility through targeted user interactions for improved operations and collaboration



Process

Achieve business process innovation through treating tasks as modular services



Information

Provide trusted information in business context by treating it as a service



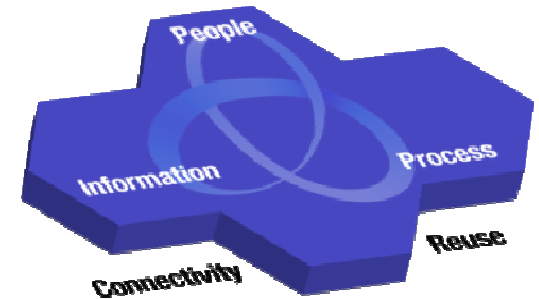
Reuse

Service-enable existing assets and fill portfolio gaps with new reusable services



Connectivity

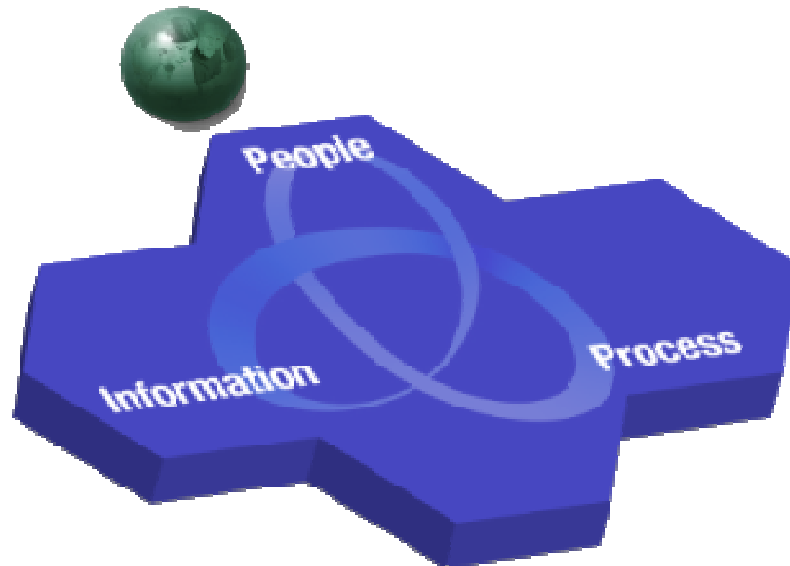
Connect systems, users, and business channels based on open standards





## The People Entry Point

*Efficient, collaborative, real time decision making and execution for business agility and responsiveness*



...a starting point for SOA - enabling people to interact with application and information "services" supporting business processes.

### Why It's Important

People are the drivers of the business – they interact with reusable business services using the right information at the right time!





# Transalta

## Role-Based Emissions Dashboard



### Business Challenge:

- Provide real-time KPIs of plant operations
- Monitor/regulate over capacity generation
- Ensure compliance to stringent environmental requirements (eg: emissions)
- Surface data from SAP, Domino, DBs



### Solution:

- Real-Time Emissions Dashboard
- Role-based views



### Implementation Details:

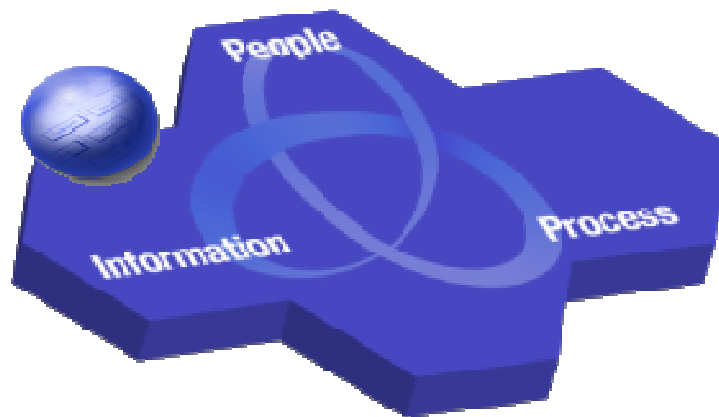
WebSphere Portal, Workplace Dashboard Framework





## The Process Entry Point

*Integrates and synchronizes business systems and choreographs business and system activities into reusable process components*



....the process of supplementing a manual process with an automatically controlled alternative through the orchestration and integration of technology and human assets to form streamlined processes.

### Why It's Important

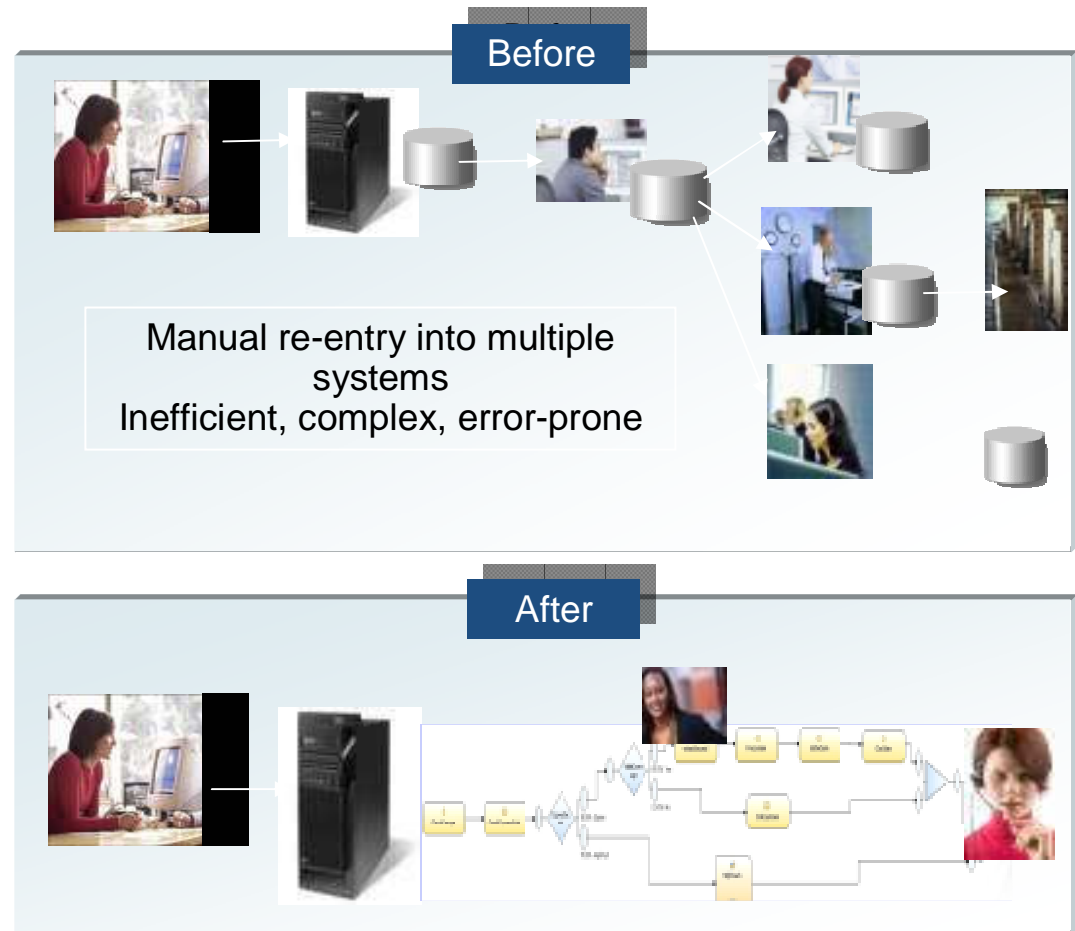
Automated processes reduce administrative time and adaptable and reusable processes to enable faster reaction to business indicators.



## Respond Quickly with Automation using SOA

### ■ Process Automation

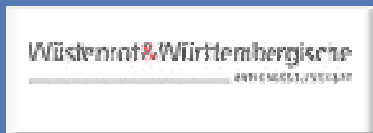
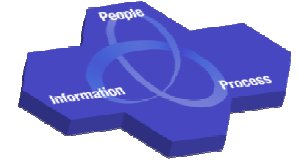
- Integrate and Synchronize Business Systems
- Choreograph Process Activities Across the Organization
- More responsive IT organization
- Pre-built, reusable services reduce:
  - execution time
  - complexity/ maintenance costs
- Higher productivity through automated process execution:





## Automating the mail delivery process

*Wüstenrot & Württembergische AG create a high tech pipeline*



### Business Challenge:

- ***Needed an automated, paperless mail distribution solution to reduce mail delivery time and save money.***



**Solution:** A back-end document repository, automated workflows, a mail processing application and an easy-to-use interface:

- automatically stores and distributes incoming mail
- enables back-office employees to access a list of duties and responsibilities



### Results:

- Improved efficiency and customer service: mail is now processed and delivered within 2 hours
- Increased productivity: outlines tasks, priorities and makes workload balancing and management easier

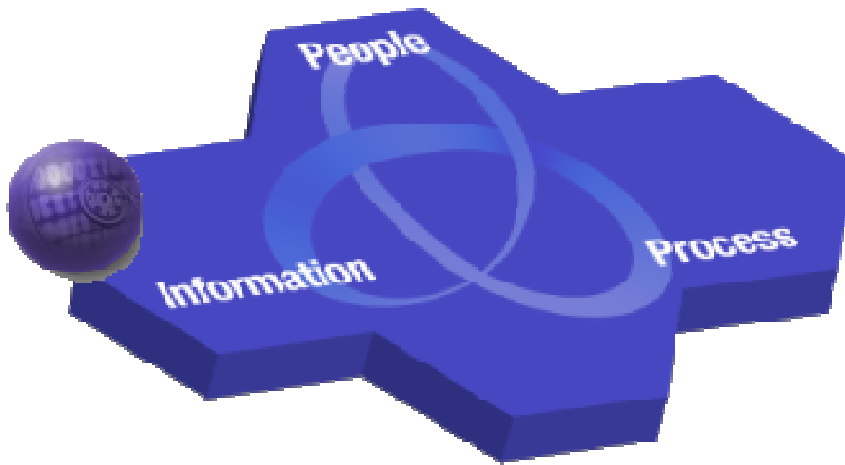


**Implementation Details:** WebSphere Business Modeler, WebSphere Process Server, WebSphere Integration Developer, WebSphere Information Integrator Content Edition



## The Information Entry Point

*Delivering actionable information to people and processes*



Connect, enhance and deliver in-context information across diverse operating systems, applications and legacy systems through reusable services.

### Why It's Important

The Information Services enables consistent views and maintenance of data and content, providing a “single view of the truth” to people and processes



# Classifying Information Services patterns

*Identifying usage patterns to focus the business case*

*Data Complexity,  
& Accessibility*

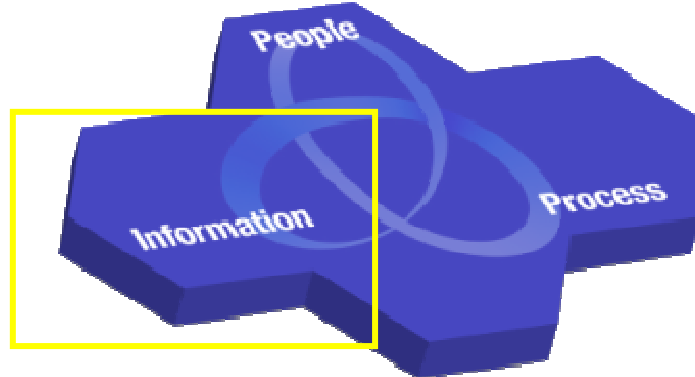


***Deliver trusted  
information as a  
service***

*Multiple Versions  
of the Truth*



***Build master data  
services for product  
and customer info***



*Enterprise  
Content Management*



***Build services to integrate  
content into processes***

*Real time access  
analytical information*



***Deliver analytical  
services for structured  
and unstructured data***

*An enterprise-wide information management strategy  
increases the chance of success for service oriented  
architecture efforts by at least 70%...*  
*Gartner, February 2006*





## Co-operators Insurance

*Master Data Services to maintain customer info across lines of business*



### ▶ Business Challenge:

Create a source for complete and accurate customer information to drive sales across lines of business and save costs

▶ **Solution:** Core customer information hub built on service oriented architecture for maximum flexibility, with cross-references to policy, claims and billing systems

### ▶ Results:

- Can up-sell and cross-sell more effectively, growing revenues and customer loyalty
- Efficiency due to “once and done” processing helps to avoid manual data fixes, and reduces IT maintenance support
- Service oriented architecture provides flexibility, ease of maintenance and reduced development time
- Enhanced customer service and business development opportunities

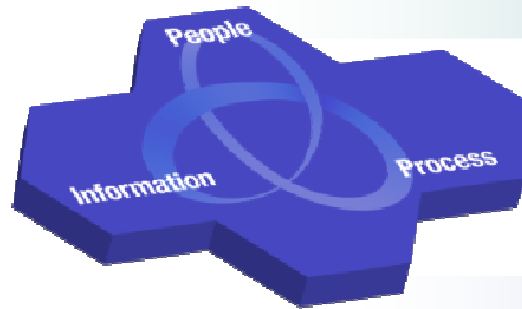
▶ **Implementation Details:** DB2, WebSphere Application Server, IBM WebSphere Business Integration Server, WebSphere Customer Center, WebSphere MQ



## People, Process, and Information Primary Products

### Information

- IBM Information Server
- IBM Master Data Management
  - WebSphere Customer Center
  - WebSphere Product Center
- DB2 9 pureXML



### People

- WebSphere Portal
- WebSphere Portlet Factory
- Workplace Forms
- Workplace Dashboard Framework
- Lotus Expeditor
- Lotus Sametime

### Process

- WebSphere Process Server
- WebSphere Integration Developer
- WebSphere Adapters





## Announcement Highlights



### Information

#### FileNet P8 Content Manager

- *Integrated event services to SOA-enable content-centric processes*

#### DB2 9 for zOS

- *Scalability and performance for both relational and XML data.*

#### IBM Metadata Workbench

- *Showing where information comes from and what happens to it along the way*

#### Dynamic Warehouse

- *Embedded Analytics insight capabilities with integrated tooling*



### People

#### WebSphere Portal

- *Composite application / business mashup framework features Web 2.0. capabilities*

#### Lotus ActiveInsight

- *Performance Dashboard to link corporate objectives with relevant business information*

#### WebSphere Portlet Factory

- *Rapid portlet creation environment*

#### Lotus Component Designer

- *Easy to use scripting tool lowers barriers to development of Java or web based apps*

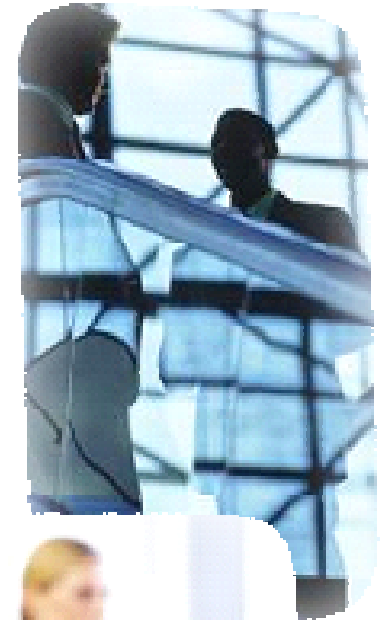
#### Application Infrastructure Services

- *Portal Infrastructure Services to help implement your platform*



# Session Roadmap

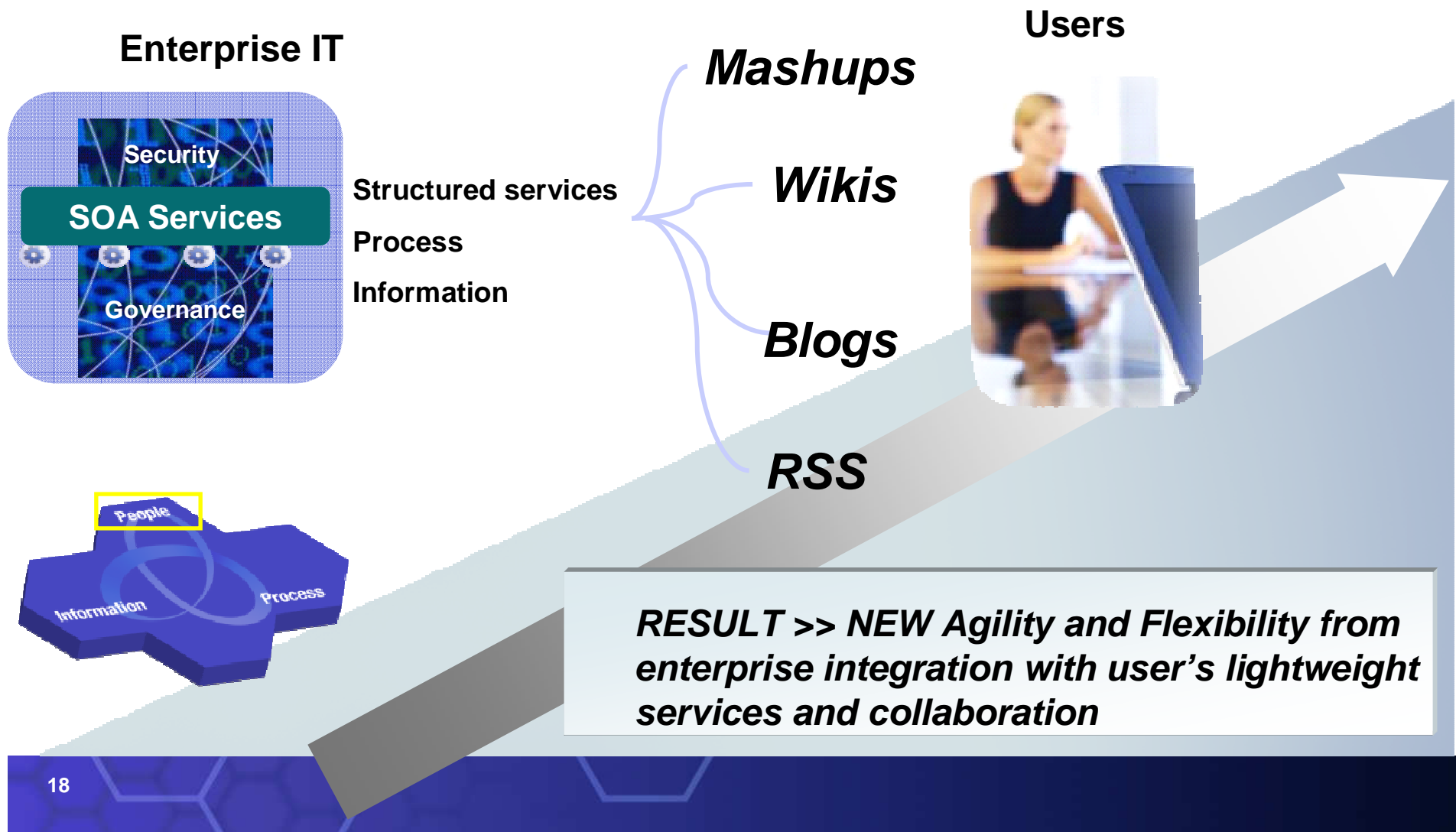
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## Web 2.0 SOA takes the People Entry Point to the next level

*Users pull SOA services*







## Increase brand awareness for customers and drive revenue Starwood – Sheraton.com



HOTELS & RESORTS WORLDWIDE, INC.



### Business Challenge:

- Communicate the brand
- Create online community while enhancing brand loyalty
- Enable consumers to connect with other consumers
- Improve guest satisfaction
- Improve conversion rates for greater revenue



**Solution:** Use SOA-based services to add value to brand initiative and web site redesign – enabling greater community and collaboration features for web 2.0 capabilities



**Results:** Increased guest satisfaction, Increase in page views and visitors, Increased conversions → revenue



**Implementation Details:** WebSphere Application Server, WebSphere Process Server



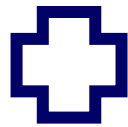
## Web 2.0 Goes to Work *with SOA*

### Social Software

- Lotus Connections
- Blogs
- Wikis
- Collaboration

### Infrastructure

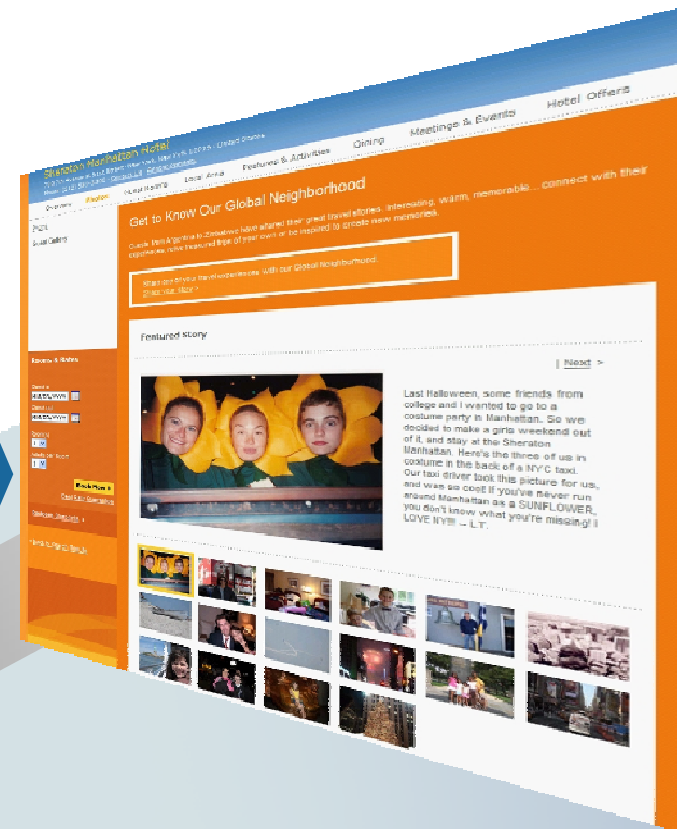
- RSS
- ATOM
- AJAX
- REST
- SOA



Mashups

Innovative Applications

### Sheraton.com: Guest Gallery





# Implement Web 2.0 with Mash-ups

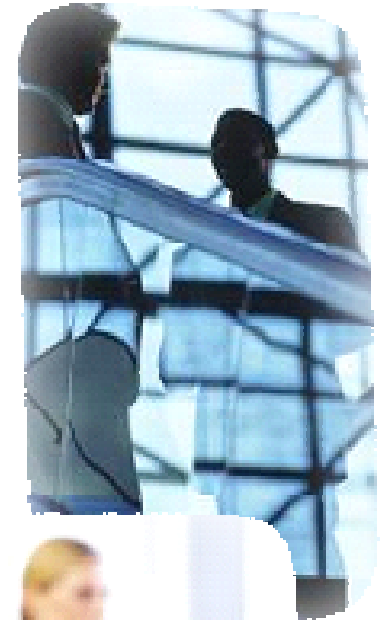
*Enable effective insights, decision and actions*





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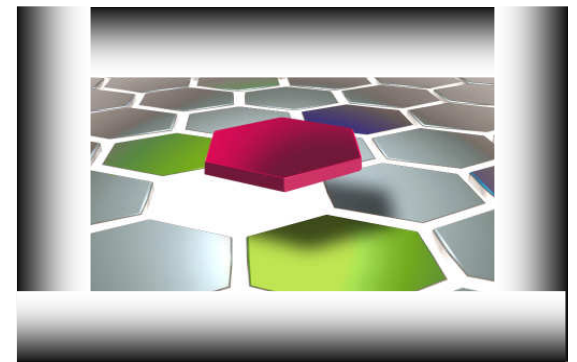




## Combine Entry Points for a value multiplier

*Individual Entry Point projects deliver value on their own  
..... and even greater value when combined*

1. Each project should create value
  - Do not build for the sake of creating services
  - Create services that will be used for the project
2. Remember that MOST projects have a People, Process and Information dimension
  - Look to those dimensions for alternate solutions
  - Find the most effective alternative – and one that can be reused
  - Effectively mix and match services
    - eg: Information Services for federated corporate data, mashups for accessing public information services
3. Build incrementally
4. Look to reuse





# Combining Services for a People-centric approach

## *A Personalized approach to Task Management*

**Tasklists with automated back end integration "under the cover"**

WebSphere Portal

On Boarding Workflow

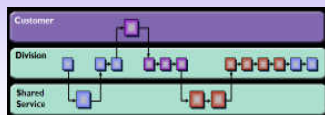
Enter name  Bring On Board... Show: In Progress

Page x of y Jump to page:

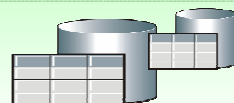
Name ^	Current Task	Assigned To	Status	Last Date Modified
Mike Motler	<a href="#">Allocate Office Space</a>	Rita Ferrar	In Progress	Sept 10, 2005
Billy Bob Johnson	<a href="#">Purchase Equipment</a>	Amadou Alain	In Progress	Sept 8, 2005
Jane Smith	<a href="#">Approve Large Purchase</a>	Lucille Suarez	In Progress	Sept 12, 2005

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WebSphere Process Server

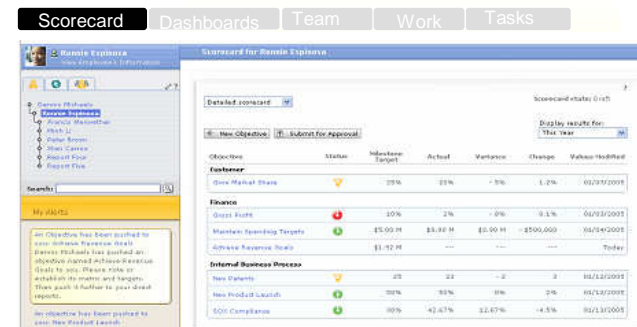


IBM Information Server



**Task Pages and processing portlets combined with ad-hoc Person-2-Person capabilities e.g. for exception handling and problem resolution**

WebSphere Portal Workflow Builder



WebSphere Process Server



IBM Information Server







# Combining Portal and Process

## Austin Energy's Portal



### Business Challenge:

Serve vocal but underserved community of multi-family property owners to provide more accurate and timely access to usage, billing, and repair systems

- ▶ **Solution:** Secure, simplified web-based access to multiple, complex legacy systems.
- ▶ **Results:** Improved customer satisfaction  
Reduced cost burden on AE to administer access to the legacy systems
- ▶ **Implementation Details:** Portal Extend, WebSphere Process Server, Workplace Web Content Management, Tivoli Access Manager, Rational Performance Tester

*My.austinenenergy.com*  
Customer Portal

Login Portlet

**Log In to Your Austin Energy Secure Accounts**

Username:

Password:

[Forgot Password?](#)

[New User? Register Here](#)



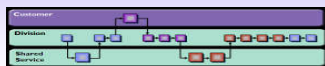
# Combining Entry Points for 360° customer views

## *Solutions for fast and accurate decision making*

### Combine Portals and Master Data Management for effective customer relationship management solutions

#### WebSphere Portal

#### WebSphere Process Server



#### WebSphere Customer Center



### Combine ActiveInsight and Dynamic Data Warehouse for more accurate decision making with real-time analytics

#### Active Insight



#### WebSphere Process Server



#### IBM Information Server

Dynamic Warehousing



# Combining Web 2.0 and SOA for effective decision making

*Increasing the value of corporate applications*

3

Combine  
Entry Points

## Web 2.0

### Mashups

➤ increasing the consumability of the web experience

The screenshot shows a web browser window with a mashup of a map and a customer list. The map on the left is titled 'Yahoo Map For Mashing' and shows a region with various locations like Eliot, Portsmouth, and New Castle. The customer list on the right is titled 'Customers by Region' and lists customers by state, with a table below showing details for specific customers.

Customers by Region

- California
- Iowa
- Indiana
- Massachusetts
- New Hampshire
- New Mexico
- New Jersey
- Ohio
- Pennsylvania

NAME	ADDRESS	CITY	STATE	ZIP	PHONE	CONTACT
Joes Enterprises	1 Bow St	Portsmouth	NH	03801	373-693-7299	<a href="#">Kristen Barrera</a>
Contemporary Construction	86 Washington Road	Rye	NH	03870	963-271-2698	<a href="#">Cecil Rivers</a>

### SOA

➤ delivering secure process services and information to people

## SOA



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