



WebSphere® software

## IBM WebSphere Business Integration solution for the WWRE

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### Highlights

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- *Executes rapid access to trading partner services without having to rewrite or replace systems*
- *Integrates back-end systems within a WebSphere software-based trading-partner network*
- *Helps ensure data security and leverage open standards*
- *Shares business processes across entire product lifecycles*
- *Facilitates collaboration between retailers and suppliers*

The WorldWide Retail Exchange (WWRE)—the integrated WorldWide Exchange community for retailers and suppliers—impacts the way trading partners collaborate, communicate, procure goods and services, perform fulfillment and settle financial transactions throughout the supply chain. The global marketplace created by the WWRE facilitates and simplifies the exchange of goods between retailers, suppliers, trading partners and distributors.



While the global online marketplace offers many advantages, including cost savings and elimination of inefficiencies, you must ensure products move quickly and efficiently through the supply chain from initial order and replenishment through delivery, receipt and payment. To compete effectively—and to succeed—in e-business, you want to be able to extract business information from diverse sources and deliver it across the Internet, processing business information through disparate applications.

### **Survival in the global marketplace**

The challenge faced by those who wish to participate in a global marketplace is the provision of a next-generation solution that allows retailers and suppliers to operate efficiently on a single network. To help ensure data security and leverage open standards to lower integration costs, you need to execute rapid trading-partner access to services—without rewriting or replacing existing systems. It's imperative to maintain control over your business processes—whether in-house or outsourced—while reinforcing business practices that make sense.

### **Accelerate your e-business with a solution from IBM and the WWRE**

IBM and the WWRE have collaborated to create a framework that can help meet the challenges of today's complex business environment. IBM WebSphere® software—and the WWRE—provide affordable, scalable and secure access to the WWRE with the added flexibility to connect trading partners.

### **A comprehensive software platform**

In conjunction with the WWRE, IBM WebSphere Business Connection software offers a comprehensive software platform that lets businesses more easily integrate back-end legacy systems allowing data and business processes to be shared among member companies. By networking trading-partner integration, value-chain activities can be managed at lower costs and in less time. Advantages of the combined software and network solution include:

- *Business-to-business (B2B) collaboration that allows businesses to easily build and access applications and services across systems and platforms*
- *Secure infrastructure for highly reliable collaboration over the Internet, including encryption and authorization of access*
- *Integrating important processes by leveraging worldwide business integration solutions, services and skills from IBM*

Designed around a middleware-based, hub-and-spoke architecture that includes IBM WebSphere Application Server, IBM MQSeries® and IBM CrossWorlds® software, the IBM and the WWRE solution allows message transformation, routing and reliable delivery, improved data integrity, large document exchange, audit logging and monitoring. Additionally, the solution provides back-end and legacy integration—without having to write changes to applications or data environments—improving business process management.

### **Choose the software that suits your needs**

IBM offers two editions of IBM WebSphere Business Connection to meet the needs of a wide range of trading partners with low-cost Web services connections scaled to support additional trading partners and complex business processes. Each of these editions—WebSphere Business Connection and WebSphere Business Connection, Enterprise Edition—presents a modular approach that provides faster deployment, easier application upgrades and the capability to reuse business process flows and application access codes.

**Business Connection**

This standard edition offers the Web services Gateway, IBM CrossWorlds InterChange Server and runs collaborations. Business Connection also provides trading partner management. It accommodates 50 Web services-based connections and enables a wide range of industry protocols, including EDI-INT.

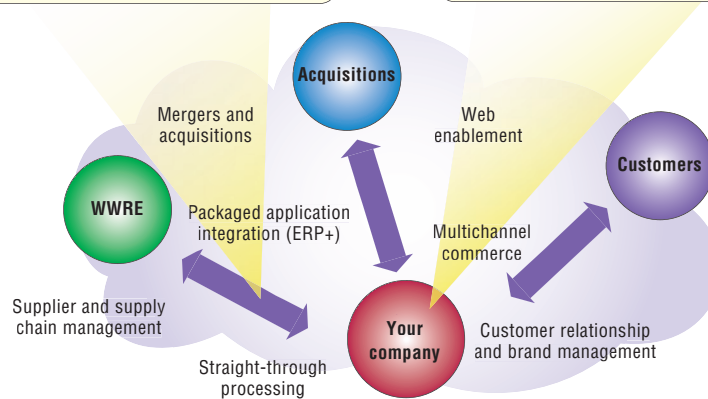
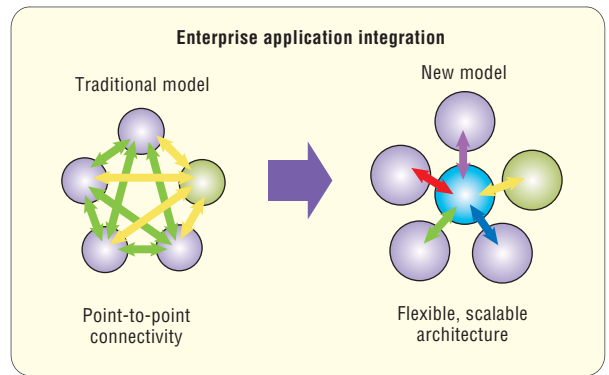
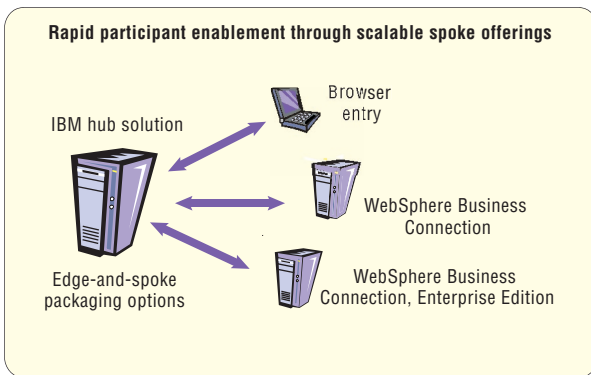
**Business Connection, Enterprise Edition**

This edition includes the Web services Gateway and IBM CrossWorlds TPI server. It includes the IBM CrossWorlds InterChange Server and provides trading partner management and document exchange services. WebSphere Business Connection, Enterprise Edition accommodates 100 Web services-based connections and facilitates data interchange over the Internet.

**For more information**

The way you do business has changed. To succeed in today's changing marketplace, you need a smart solution. You need global collaboration, and a network for managing business processes. IBM WebSphere Business Connection solution for the WWRE is the next-generation solution for trading-partner integration. For more information, visit:

[ibm.com/websphere/integration/busconn](http://ibm.com/websphere/integration/busconn)



*WebSphere software offers an open, dynamic infrastructure that fundamentally changes the economics of trading-partner integration.*

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## IBM WebSphere Business Connection Solution at a glance

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### Benefits

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- Synchronizes item information across systems, stores and suppliers
  - Automates purchase order processing
  - Helps increase inventory turn through improved demand planning and sales analysis
  - Helps reduce design cycle time with collaborative capabilities
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