WebSphere® software

IBM's integration and infrastructure capabilities. Providing a flexible, responsive IT environment.

ON DEMAND BUSINESS™

Integration and infrastructure software to maximize business flexibility and responsiveness.

Today's marketplace is changing rapidly. Unpredictable market drivers such as mergers and acquisitions, expanding regulatory requirements and globalization can create challenges to revenue growth. Recent studies show that responding more effectively to these market changes is a CEO imperative. In fact, 75 percent of CEOs place a high or very high priority on an organization's ability to respond rapidly to change. Yet only 10 percent of these CEOs believe their organizations have this type of on demand flexibility.[1]
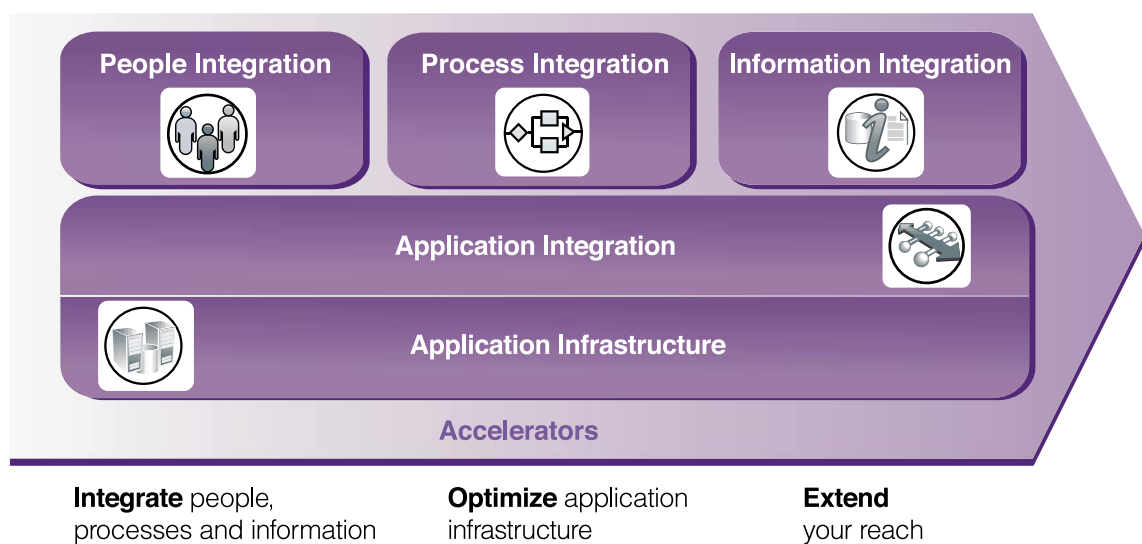
Becoming an on demand business means integrating business processes from end-to-end to better align technology infrastructure with business objectives. By doing this, you can improve efficiencies and focus on the core competencies of your business. And you can leverage both legacy applications and new applications in the most flexible, efficient environment possible. End-to-end integration means integrating people, processes, information and applications, across your organization and beyond. It means creating a better application infrastructure and reaching customers and employees in new ways to help your company innovate interactions, improve flexibility and achieve operational excellence.

Integration and infrastructure capabilities from IBM
IBM WebSphere® software enables on demand flexibility through a set of integration and infrastructure software capabilities. These robust capabilities are connected in an open, flexible way, that enables customers to realize the value of a Service Oriented Architecture (SOA). IBM software delivers:
- A modular product portfolio built on open standards.
- Products that are functionally rich, with the ability to be adopted incrementally.
- Products that are simple to deploy, develop and manage.
- Portfolio that is integrated with role-based tools for easier development and administration.

These capabilities are designed to help businesses innovate interactions, improve flexibility and achieve operational excellence with IBM's proven WebSphere product offerings. Using SOA as the framework, WebSphere offers new models for adoption that overcome challenges of scalability and integration while enabling businesses to take advantage of new technologies to further maximize their potential.

People Integration	Process Integration	Information Integration

Application Integration

Application Infrastructure

Accelerators

Integrate people, processes and information

Optimize application infrastructure

Extend your reach

IBM's integration and infrastructure capabilities form a complete set of WebSphere IT offerings designed to maximize both flexibility and responsiveness.

Application infrastructure

Creating a reliable application infrastructure that is flexible and responsive can help your organization overcome its IT and business challenges. Application infrastructure capabilities from IBM WebSphere can help you harness the value of your existing assets by transitioning your company's legacy applications to take advantage of Web-based infrastructures, while taking advantage of new application functionality deployed on a reliable, scaleable, security-rich platform. By improving your application infrastructure, you can extend the business logic in your company's legacy applications and expose them — and their data—to new applications. Employees can be more productive, customers can be more accessible and information can be more easily shared.

At the heart of IBM's application infrastructure capabilities is the IBM WebSphere Application Server family. WebSphere allows you to build, enhance and deploy new and existing applications on a platform that is high-performance, easily manageable, dynamically scalable and based on open standards. It enables mixed-workload solutions that leverage existing applications and systems to save money and provide a competitive advantage.

For more information about this capability, ask your IBM sales representative for a copy of the "Application infrastructure from IBM" brochure, publication number G507-0948-00.

Application integration

Application integration capabilities from IBM WebSphere can help integrate people, processes and information across multiple platforms through multiple applications. These capabilities can help make application connections more dynamic—helping businesses improve responsiveness and efficiency. It can also help reduce the burden of maintaining application connections, with simplified administration of your application integration environment, minimizing the effort associated with new connections or modifications.

"By exploiting the next generation of integration tools, enterprises can liberate decades' worth of legacy value."
– InfoWorld, March 2004 [2]

These application integration capabilities are based on the proven, security-rich IBM WebSphere MQ® platform. More than 12,000 customers and partners are already using WebSphere MQ worldwide to integrate millions of applications, entrusting business critical information to it everyday.

Integrating applications more effectively allows you to manage and make greater use of data across multiple applications as required, due to changes such as acquisitions or department consolidations. It can help validate regulatory compliance programs by ensuring reliability and security of data moving between applications and services. It can also decrease the cost of supply chain integration and improve responsiveness by enabling more efficient business-to-business interactions. And IBM can help your IT staff reduce the time, cost and risk associated with integration projects by helping them reduce the complexity of moving information between applications.

For more information about this capability, ask your IBM sales representative for a copy of the executive brief "Achieving flexibility through application integration," publication number G507-0985-00.

Process integration

As IT infrastructure becomes more complex because of changing business needs, processes need to be streamlined to keep workers productive and customers satisfied. By automating business processes and improving productivity through process integration capabilities from IBM WebSphere, you can increase business flexibility to meet these challenges.

With process integration, you can model and simulate end-to-end business processes, optimize processes based upon real and simulated results, and speed deployment of optimized processes for greater business efficiency and flexibility. By designing, automating and managing business processes, you can continuously deliver high performance, responsive, on demand business. Elevate the value from your existing and new resources and assets (whether they are people or IT). And go further by improving customer service through increased efficiencies across the value chain. By quickly having key performance information at your fingertips, you can anticipate and adjust to changing business needs.

The WebSphere Business Integration family of products provides a single view into enterprise business processes and the means to optimize, deploy and manage business processes. These capabilities provide insight into how a business is missing opportunities to lower costs and increase revenue and to adjust quickly and effectively to take advantage of such opportunities. They also enable you to develop modular, reusable process components, in accordance with an SOA strategy, to improve your bottom line.

For more information about this capability, ask your IBM sales representative for a copy of the "Process integration from IBM" brochure, publication number G507-0984-00.

People integration

People integration capabilities from IBM WebSphere can help extend your business information, applications and processes to people by leveraging personalized, role-based portals, security-rich mobile access and cost-saving voice solutions. Optimizing these user interfaces allows your business and employees to interact on demand in a security-rich environment — internally or externally, regardless of location, device or network — with your company's critical information, applications and business processes.

Business applications deliver limited value if they are being accessed and delivered independently. IBM WebSphere Portal enables an open infrastructure that supports role-based interaction of composite applications and information as well as user-driven workflow processes to achieve end-to-end business flexibility and quicker ROI.

With IBM WebSphere Everyplace Access, WebSphere Everyplace Mobile Portal and WebSphere Everyplace Connection Manager products, people integration can also provide secure mobile application development, access and integration on a common WebSphere platform, regardless of the mobile device used. WebSphere Everyplace offerings support a wide variety of devices ranging from simple cellphones, Personal Digital Assistants (PDAs) and smartphones, to laptops and desktops — end-to-end. This support allows you to choose one or more mobile devices with features and attributes that meet your specific business needs and extend your enterprise-based applications and business processes quickly and easily.

Your call center is the heart of your customer service — and a key area that can cost your business valuable time and money if not integrated efficiently. IBM's WebSphere Voice Server and WebSphere Voice Application Access offerings can enable automated voice access to call centers, delivering a differentiating customer service experience while improving operational effectiveness and creating new channels of revenue generation.

Voice access can also improve your interaction with business applications through any phone, which allows your customers, employees, suppliers and partners on demand access to your enterprise and become more flexible and responsive to your business needs.

With people integration capabilities from IBM WebSphere, you can achieve these goals while lowering the costs of developing, deploying, integrating and maintaining portal, mobile or voice applications. For more information about this capability, ask your IBM sales representative for a copy of the "People integration from IBM" brochure, publication number G507-0949-00.

Information integration

Information is everywhere within your business and yet most employees and customers have trouble locating exactly what they need, when they need it. Information integration capabilities from IBM WebSphere can enable on demand flexibility by helping you access, manage and transform information in disparate systems and formats throughout your enterprise or across your value chain.

By improving access to information, your organization can extend the value of its existing information assets. You can improve the way you leverage the information that is central to your business while managing and synchronizing product reference information beyond the enterprise. IBM's information integration capabilities can help you centralize structured and unstructured information for easy access and use by supply chain partners such as merchandisers. With IBM, you can create a consistent, unified view of diverse data and content. Distributing this integrated information to multiple customer touch points in this way enables faster time to market. It can also streamline processes and increase trading partner collaboration.

For more information about this capability, ask your IBM sales representative for a copy of the "Information integration from IBM" brochure, publication number G507-0982-00.
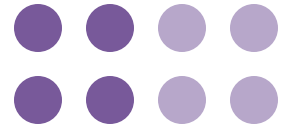
Volkswagen produces breakthrough productivity gains with IBM's integration capabilities.

Faced with rising complexity within its supplier-facing processes, leading European automobile manufacturer Volkswagen needed to increase procurement productivity to stay ahead of the competition. The company needed to integrate its information and processes to speed decision-making and become more responsive to a rapidly changing supplier environment.

IBM helped Volkswagen meet these goals by providing an enterprise-wide portal for employees and suppliers. The portal's capabilities have radically streamlined the way employees access and act on information. Employees have the capability to automatically identify and capture external events such as price changes, competitive issues or supplier-related developments. The portal can personalize information delivery, integrate analytics and provide business process automation to create a smarter procurement environment.

By using IBM WebSphere solutions, Volkswagen experienced a 20 percent increase in procurement staff productivity. The company also significantly decreased materials purchasing and inventory costs.

Accelerators

Integrating business processes end-to-end across your company and value chain is the key to becoming an on demand business. Leveraging pre-built capabilities to better minimize risk and maximize outcomes can help you get there faster.

Accelerators from IBM WebSphere deliver pre-built sell-side business processes, connectivity and industry-specific middleware that facilitate faster WebSphere implementations, helping you more quickly reach your business objectives. Accelerators allow your company to take advantage of IBM industry-specific and process expertise to improve time to value by speeding the implementation of new solutions, streamlining operations and reducing costs.

With accelerators from IBM WebSphere, your company can adapt and grow based on dynamic market conditions, in a quick and efficient manner. You can decrease project risk by using IBM's proven technology, architecture and best practices. And since these accelerators remain flexible, they allow a standards-based approach for future innovation. Accelerators provide a fast and affordable way to get e-commerce and industry process solutions up and running—quickly, reliably and affordably.

For more information about this capability, ask your IBM sales representative for a copy of the "Accelerators from IBM" brochure, publication number G507-0983-00.

IBM WebSphere Integration Reference Architecture
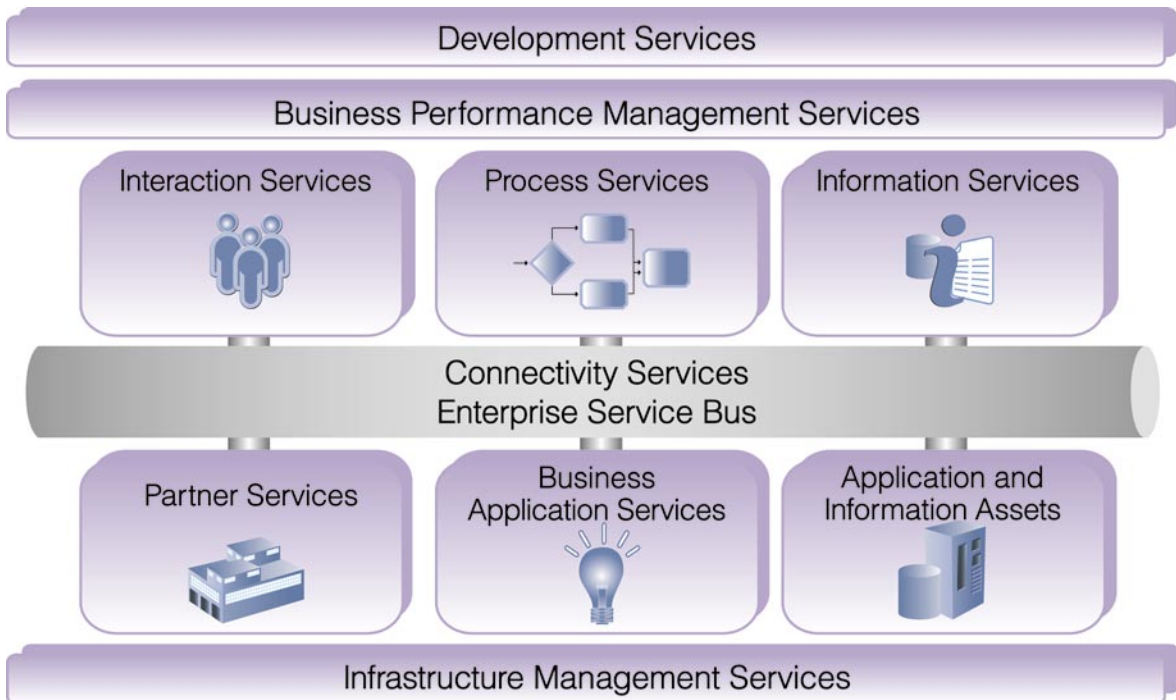
The breadth of robust software capabilities from IBM WebSphere are delivered through a modular product portfolio, connected in a flexible, open reference architecture. The IBM WebSphere Integration Reference Architecture enables organizations to realize the value of a fully integrated Service Oriented Architecture (SOA) using IBM WebSphere's proven IT platform.

WebSphere's proven IT platform

With maximum performance, scalability and adaptability, IBM WebSphere's proven IT platform has been named one of the industry's most complete middleware platforms. That's because IBM is committed to bringing you the best in the business. IBM invests US$1 billion annually in engineering, and has invested more than US$5 billion in software technology acquisitions.

And with more than 87,000 WebSphere customers and more than 1.1 million registered WebSphere developers, WebSphere's success continues to grow. IBM has been awarded a number of top honors reinforcing our industry leadership, including:

- Top vendor in Intelligent Enterprise Editors' Choice Awards (April 2005)
- Top seated vendor in 11 categories including Application Integration Middleware and Overall Channel Criteria Champion — CNR Channel Champion Awards (March 2005)
- Top Application Server: IBM WebSphere Application Server Network Deployment Edition 6.0 — *Network Computing* (February 2005)
- Top vendor in 7 categories, including Application Integration Technology and Enterprise Portal Technology — JavaPro Awards (October 2004)
- Top ranking Web Infrastructure & Software — VAR Business Annual Report Cards (September 2004)

Learn more

IBM and its Business Partners have the expertise and capabilities to provide end-to-end integration for your business needs — bringing you closer to creating an on demand business environment. Visit **ibm.com**/ websphere to learn more about IBM's integration and infrastructure software.

IBM. ®

1 IBM Global CEO Survey, February 2004.

2 Eric Knorr, "Tapping the Mainframe," InfoWorld.com,
March 29, 2004.