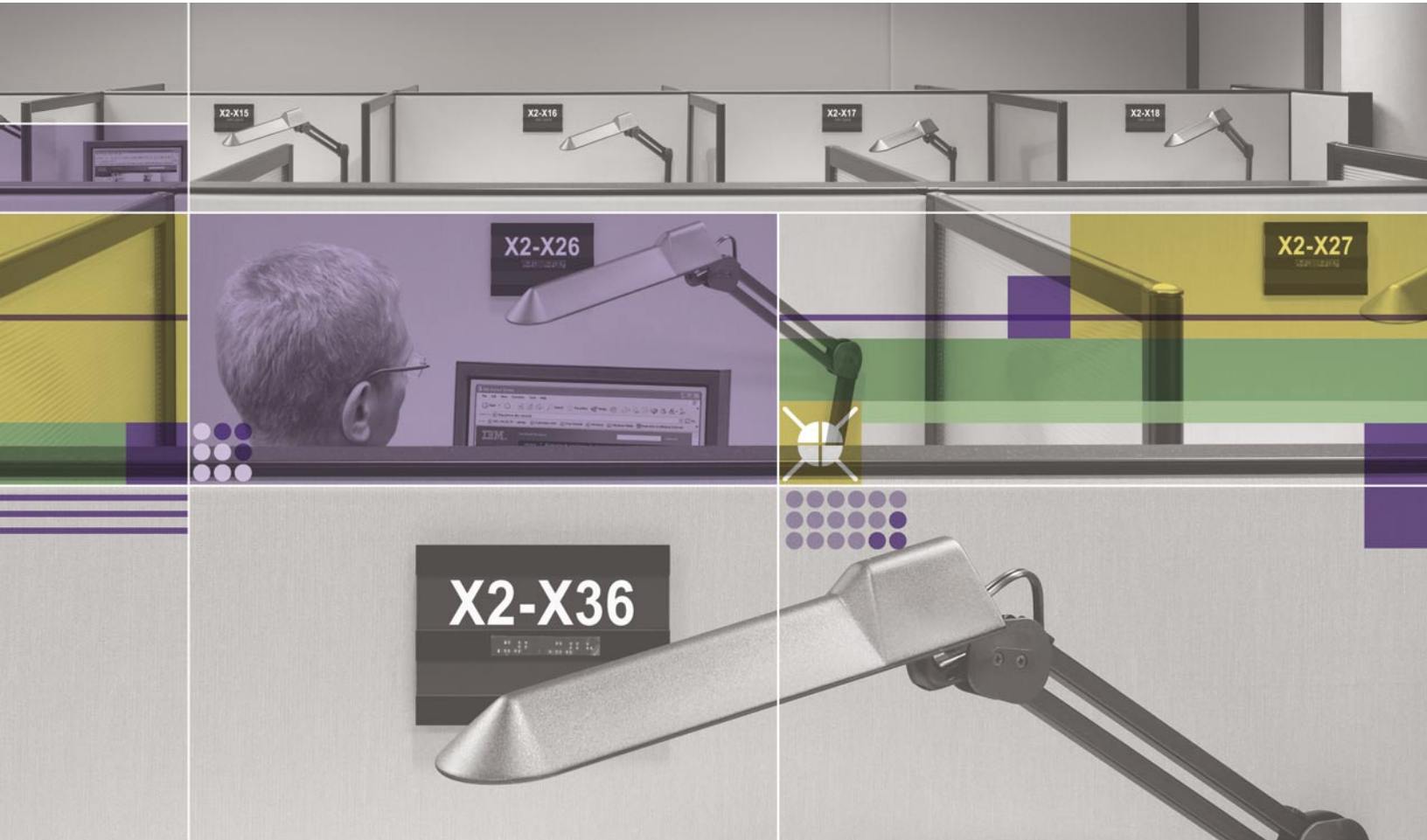


WebSphere® software



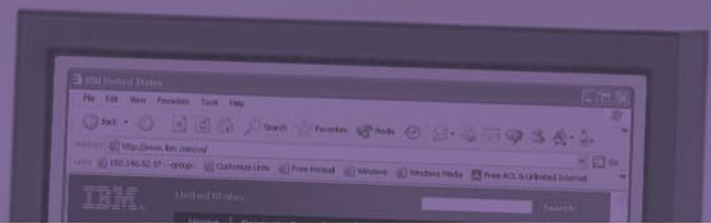
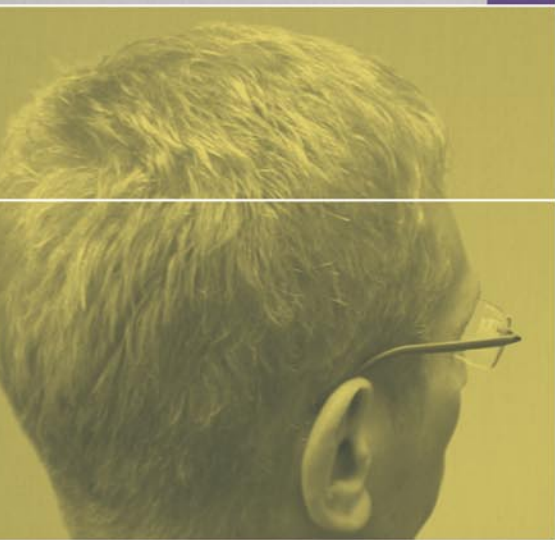
**Process Integration from IBM.  
Optimizing resources to improve productivity.**

X2-X15  
Standard

X2-X16  
Standard

X2-X17  
Standard

X2-X26  
Standard



X2-X36



## **Optimize and deploy business processes that are in line with strategic goals.**

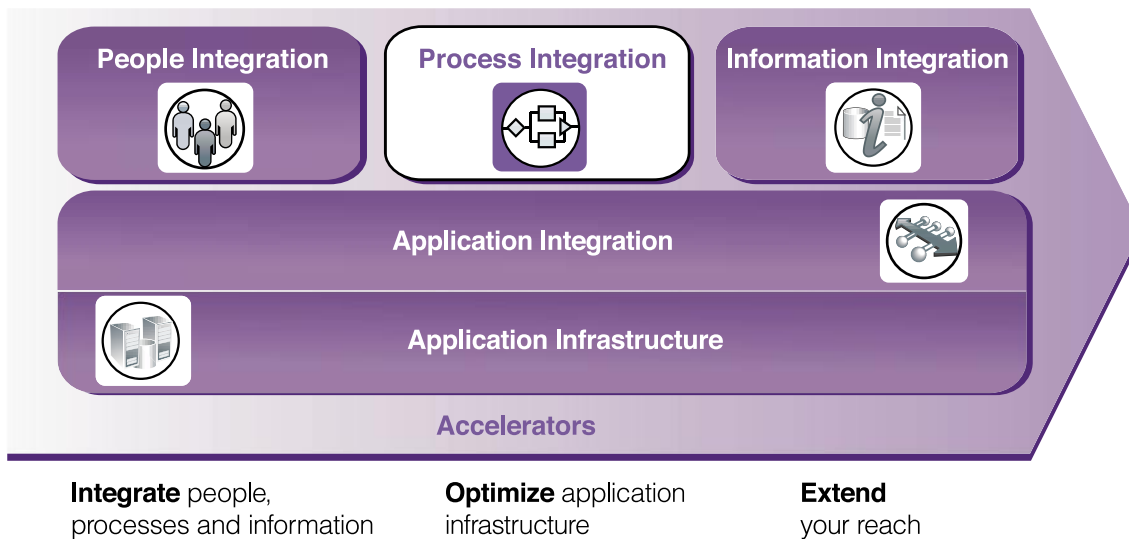
Market conditions are changing rapidly. Unpredictable market forces such as mergers and acquisitions, expanding regulatory requirements and globalization can inhibit revenue growth. To survive and thrive, you need to improve the ability of your business to respond to customers and partners. Yet, based on a recent survey, only 10 percent of CEOs believe their organizations have the ability to be very responsive to market conditions.<sup>1</sup>

Process integration is at the heart of meeting these challenges. Streamlining business processes is imperative to becoming a business that is capable of responding rapidly to changing market conditions. To create this responsive environment, you need to integrate your company's people, applications and information into the business process. You also need to monitor, control and continuously improve business operations. It all leads to creating a more responsive business process that goes beyond meeting regulations — one that improves your company's bottom line and meets its strategic business goals.

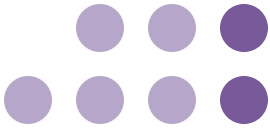
### **Flexible business requires flexible IT**

IBM WebSphere® software enables business flexibility through integration and infrastructure capabilities. These capabilities help you integrate people, processes, information and applications, create a better application infrastructure and use accelerators to reach customers and employees in new ways. Streamlining business processes through these capabilities can help your company innovate interactions, improve flexibility and achieve operational excellence.

IBM WebSphere software includes a set of process integration solutions. With these solutions, IBM can help you design, automate and manage operational business processes to deliver a high performance, responsive business. By doing this, you can fully leverage the value of your resources and assets — from employees to IT systems. Your company can improve its customer service by increasing efficiencies across the value chain. You can better anticipate and adjust to changing business needs by incorporating business metrics into a process modeling tool, allowing you to simulate and design your processes to their optimum level before deploying them into production.



*Process integration capabilities from IBM utilize WebSphere software to help optimize business processes. They're part of a complete set of WebSphere IT offerings designed to maximize both flexibility and responsiveness.*



Process integration capabilities from IBM WebSphere are ideal for companies that want to:

- Enhance, update and integrate manual procedures and processes.
- Reduce the number of paper-based processes to combat potential slow downs.
- Model, design and simulate processes without utilizing development resources.
- Comply with increasing government and industry regulations.
- Maximize the efficiency of your business operations, within your organization and beyond.

As IT infrastructure becomes more complex because of expanding products or mergers and acquisitions, processes need to be streamlined to keep employees productive and customers satisfied. Process integration can help align IT resources with business priorities while increasing IT infrastructure flexibility.

IBM's process integration capabilities leverage the proven WebSphere platform — the industry's most complete middleware platform for end-to-end integration across the value chain. This platform is the basis on which IBM's process integration capabilities are built. It helps maximize performance, scalability and adaptability, providing compounding value that enables:

- Business process change through process modeling and simulation.
- Business process deployment and composite application building through process automation.
- Business activity monitoring through process management.

### **Process modeling and simulation for easier collaborative planning**

To help drive business process change from the beginning, you can utilize WebSphere Business Integration Modeler, a tool that allows business managers to design and simulate processes. This tool includes “drag and drop” business process modeling, providing a structured environment that allows easier participation in business process design. Best-in-class simulation and analysis allow you to “run” the process with real business constraints, allowing your company to obtain valuable business performance information. A collaborative business process design with repository and version control support is also available, enabling teams to work together on business process design.

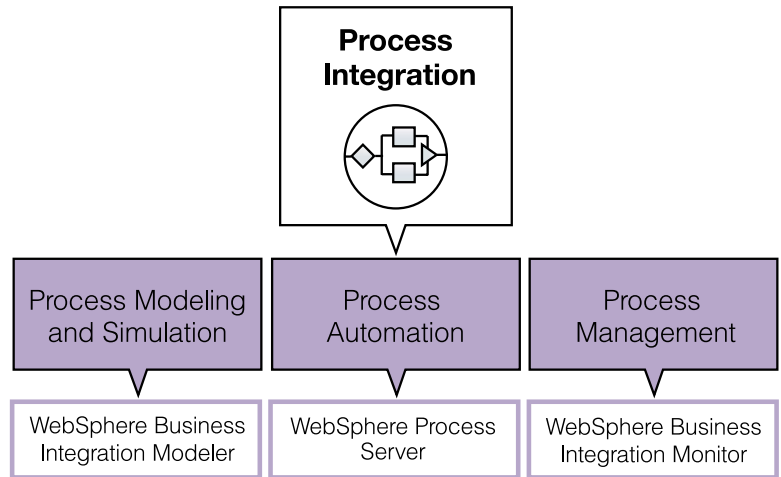
Modeling and simulating your processes allows you to gain an operational-level understanding of your business. It provides valuable insight into why your business performs the way it does. It can also provide the tools and operational-level insight you need to better create a business design by identifying what needs to be done to make your business perform better. And the collaborative environment with version control creates a “sandbox” for business innovation. It allows you to test the impact of business process change without risk.

### Process automation for faster response

Once you've learned about your company's specific business processes, you can take the next steps towards automation through business process deployment and composite application building. Business process deployment can help bridge the gap between your IT and business processes. It can increase responsiveness of IT to business process changes, enhance productivity through automated process execution and create business flexibility through rapid deployment of business change.

World-renowned performance group Cirque du Soleil® used WebSphere's comprehensive integration capabilities to increase flexibility in its IT infrastructure and keep employee productivity on the rise. Since its founding in the early 1980s, the company has grown to 3,000 employees worldwide and has relied on as many as 180 IT applications to support its finance, procurement, merchandising and production staff. As the company continued to grow, automating end-to-end business processes became a high priority.

Cirque du Soleil decided to integrate its application environments onto a single standardized platform for access and development. The company chose IBM because of its ability to provide an open-standards, stable and price-competitive solution that would meet its current and future needs. IBM WebSphere Business Integration Server Express now performs the magic in the background that enables applications to integrate and exchange information regardless of the supporting infrastructure.



*IBM's process integration capabilities can help you design, automate and manage operational business processes.*

The company also sought to take advantage of an SAP enterprise resource planning (ERP) environment and integrated many of its stand-alone applications to present a global vision of the information. With the SAP adaptor built into its WebSphere solution set, Cirque du Soleil was able to integrate several critical applications, putting information where it was needed and cutting down on duplicate data entry chores. Cirque du Soleil also leveraged WebSphere mobile capabilities to streamline communication between its traveling operations and headquarters.



*“We literally transformed our organization from end-to-end into a more professional banking organization that is on the cutting edge of financial services.”*

*– Dominique Ioos, head of operations for Equity Products, Credit Lyonnais<sup>2</sup>*

With WebSphere, Cirque du Soleil combined multiple business applications and back-end systems, providing employees with integrated information. It reduced the time required to develop and maintain interfaces between applications to support business processes. And it enabled employees to work more efficiently.

Composite application building is also an important part of automating processes. By building composite applications with IBM WebSphere solutions, your company can create more responsive IT with a security-rich, managed integration environment. It can also decrease development and deployment cycle times through the use of easily designed, reusable services building blocks. By creating common services, complexity and ongoing maintenance costs are reduced.

With financial markets expanding rapidly, global finance leader Credit Lyonnais faced new economic and business pressures, including dramatic increases in trade volumes, equity values and revenue margins. The French-based financial company needed to improve responsiveness by consolidating a matrix of redundant, globally distributed systems and enabling straight-through processing of equity trades.

IBM had the solution. IBM WebSphere Business Integration for Financial Markets — a process integration hub — was used to choreograph complex business processes across internal and external enterprise boundaries. After implementation, Credit Lyonnais saw a 20 percent cost reduction in business and IT operations, 99 percent custodian reconciliation and virtual elimination of failed trades. The resulting increase in responsiveness also meant a faster time to market with new products and services.

### **Business activity monitoring to improve competitiveness**

Complex, “siloesd” processes, applications and infrastructure make it difficult for business leaders to respond to market opportunities, competitors’ moves and regulatory changes. Business activity monitoring capabilities from IBM WebSphere can help. With this capability, your company can better understand its current state of business by monitoring process and work item status. It allows you to track the cumulative state and trends in the business by monitoring key performance indicators (KPI). You can gain clarity of information through workflow and business level dashboards while tracking and auditing individual work items for compliance.



### **Learn more**

IBM helps your company become more flexible and responsive by having the best products in the industry with the most comprehensive range of capabilities at the lowest cost of ownership. IBM and its Business Partners have the expertise and capabilities to deliver and support your process integration solutions — bringing you closer to creating a more responsive business environment.

Visit [ibm.com/websphere](http://ibm.com/websphere) to learn more about IBM's integration and infrastructure software.





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- 1 IBM Global CEO Survey, February 2004.
- 2 IBM case study, "Credit Lyonnais trades up to on demand responsiveness on an IBM WebSphere Business Integration platform." July 2003.