



WebSphere Business Services Fabric Overview

Tendances Logicielles - 06 Décembre 2006

Olivier Delfosse
WebSphere Integration Solution Specialist
delfosse@fr.ibm.com



© 2006 IBM Corporation

Webify Acquisition

- Founded
 - March 2002 in Austin, Texas
- Mission
 - Enable companies to improve business agility, streamline operations, and generate new revenue by extending their existing IT systems
 - Enable Industry-Specific **Composite Business Services** by providing **pre-built Industry SOA Assets** and business accelerators
- Markets
 - Healthcare and Insurance initial industry focus
 - Banking and Telecom launched in 2006

The logo for Webify, featuring the word "Webify" in a bold, blue, sans-serif font. A blue, stylized circular graphic element, resembling a globe or a network node, is positioned behind the letter 'i'.



SOA & CBS Defined

- **Service Oriented Architecture (SOA)**

An architectural discipline that centers on the notion that IT assets are described and exposed as Services. These Services can then be composed in a loosely coupled fashion into higher-level business processes, which providing business agility in the face of IT heterogeneity (Source: Gartner).

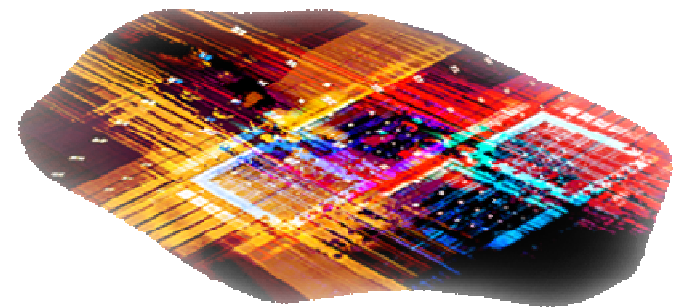
- **Composite Business Services (CBS)**

Composite business services are collections of business services that work together, along with a client's existing applications, to provide a specific business solution.

A **Business Service** is a business function whose execution can be adapted at runtime based on business policy and user context.

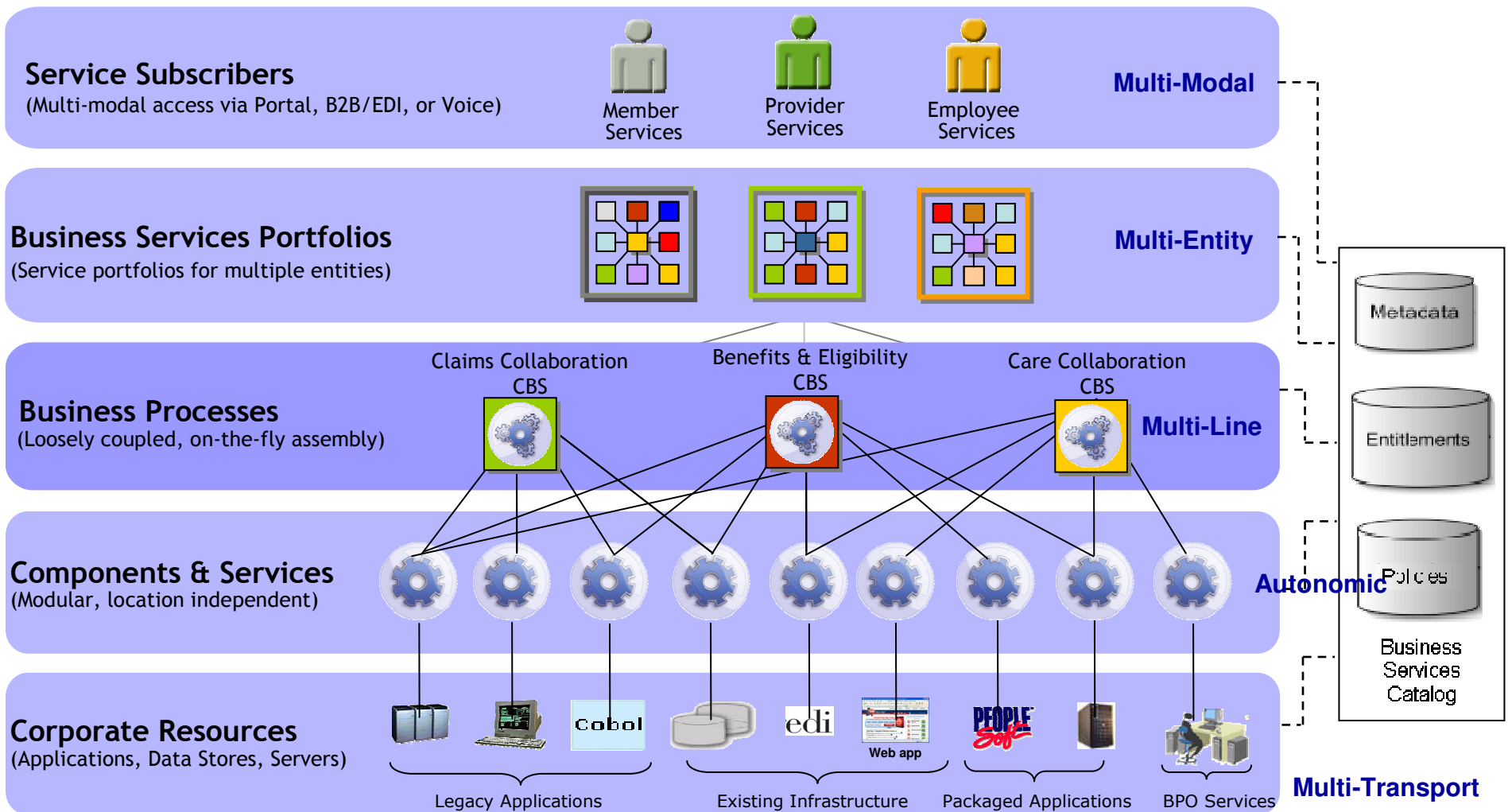
Requirements for a Business Services Platform

- Top Down Approach To Building Solutions based on Business Services
- Visual Assembly of Business Services
- Business Services Metadata Repository
- Metadata Management
- Lifecycle Governance of Business Services
- Dynamic Service End Point selection
- Business Service Portfolio Management
- Real-time Business Service Visibility
- Industry SOA Accelerators



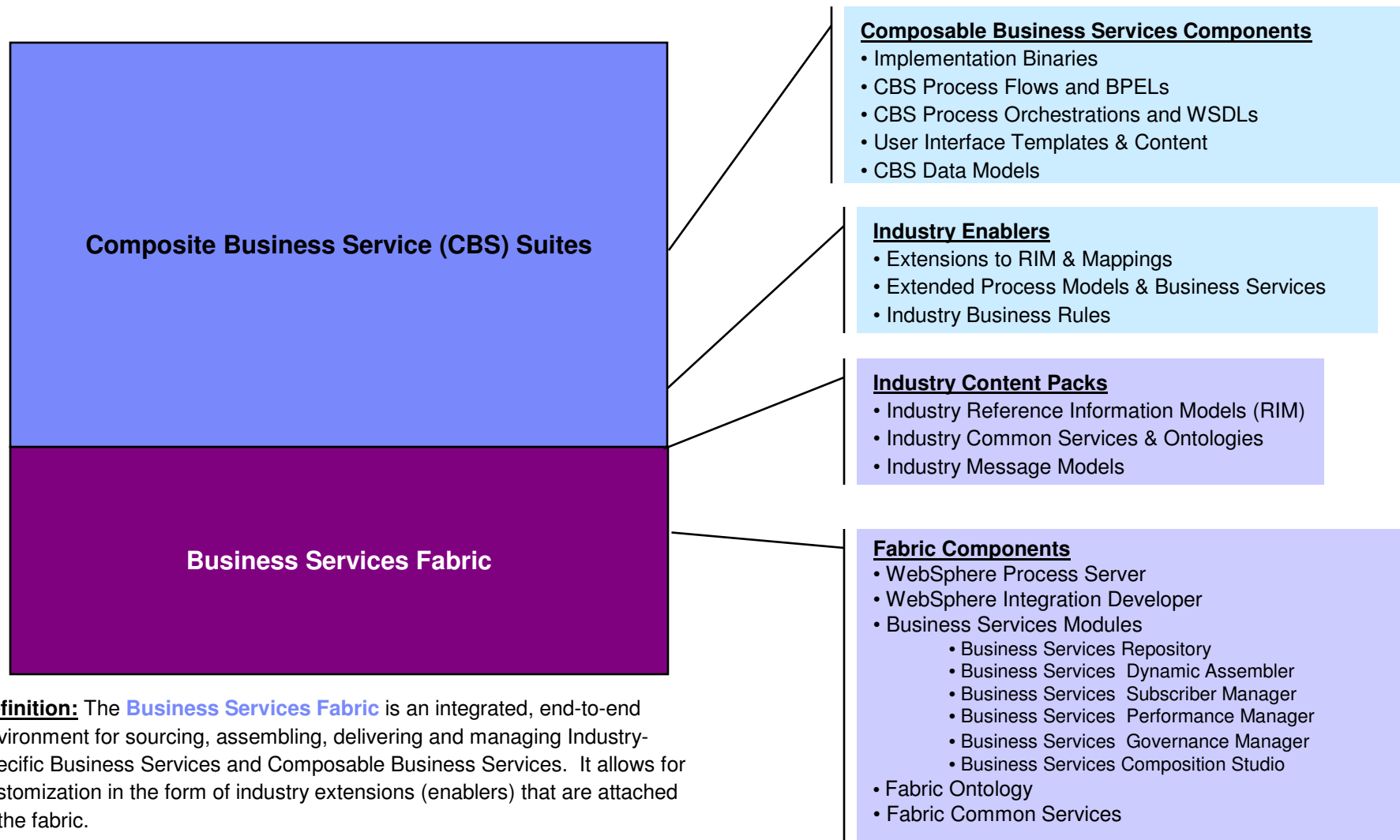


Anatomy of a Business Services Platform





Business Services Platform : Content Conceptual Model

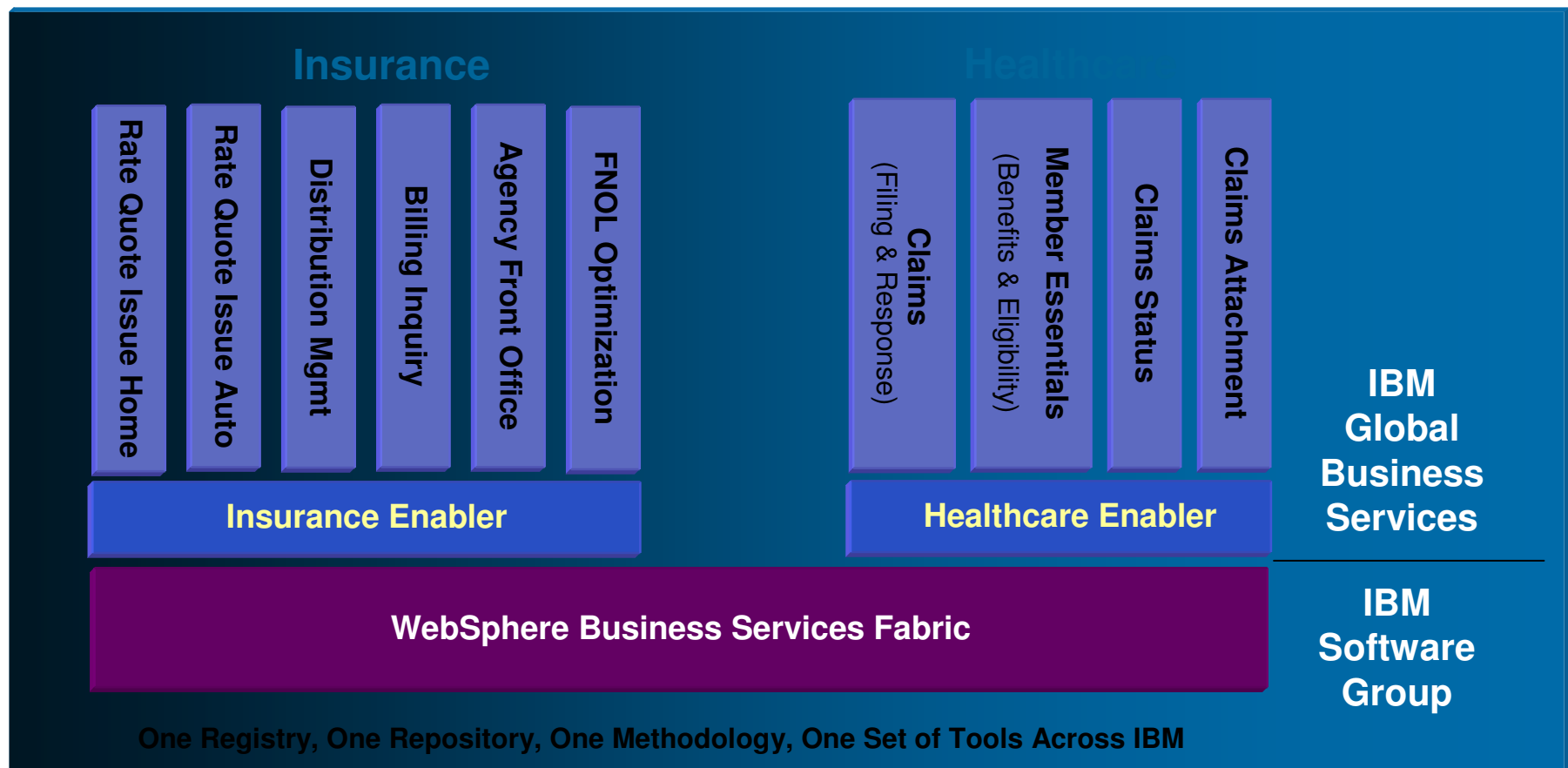




Accelerating the delivery of real business value

Composite Business Services

Composite business services are collections of business services that work together, along with a client's existing applications, to provide a specific business solution





WebSphere Business Services Fabric

Integrated product offering incorporating SOA Foundation products with value-add assets



Business Services Foundation

- **WebSphere Process Server** – Integration and automation of enterprise business processes

- **Dynamic Assembler** - Highly scalable, service personalization and semantic services engine
- **Business Services Repository** - Maintains business service metadata leveraging WebSphere Services Registry and Repository
- **Subscriber Manager** - Controls and automates entitlement
- **Performance Manager** - Provides visibility and monitoring
- **Governance Manager** - Visualize hierarchies and dependencies to monitor business SLAs for business services

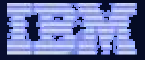
Business Services Tools

- **WebSphere Integration Developer** - orchestrate processes and construct mediations

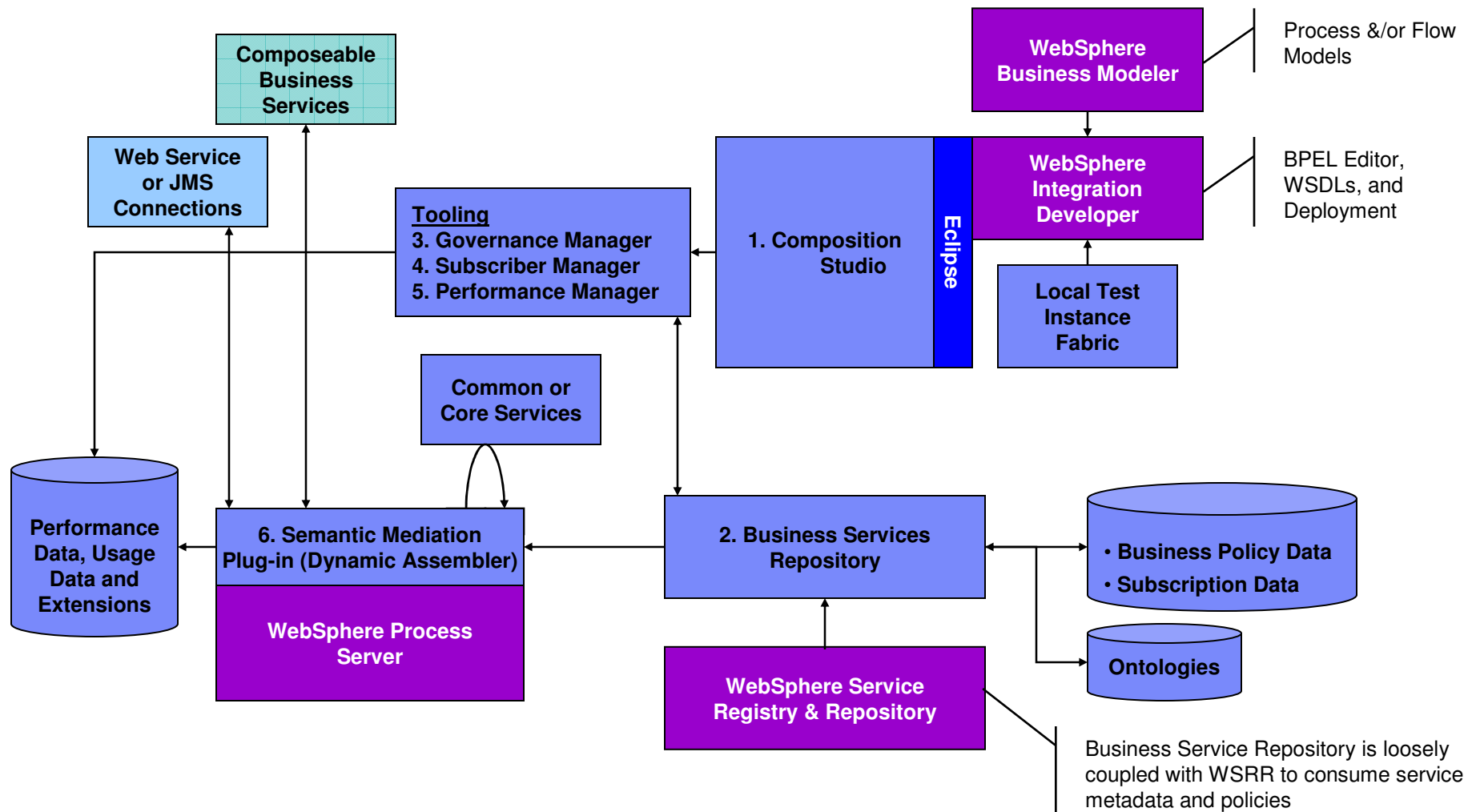
- **Composition Studio** - Visual modeling and management of business services metadata models and policies

Business Services Industry Content

- Industry Specific business models and services
 - **IBM Healthcare Payor Pack**
 - **Insurance P&C Pack** (Based on IAA Reference Models)



WebSphere Business Services Fabric Perspectives





Getting to Value

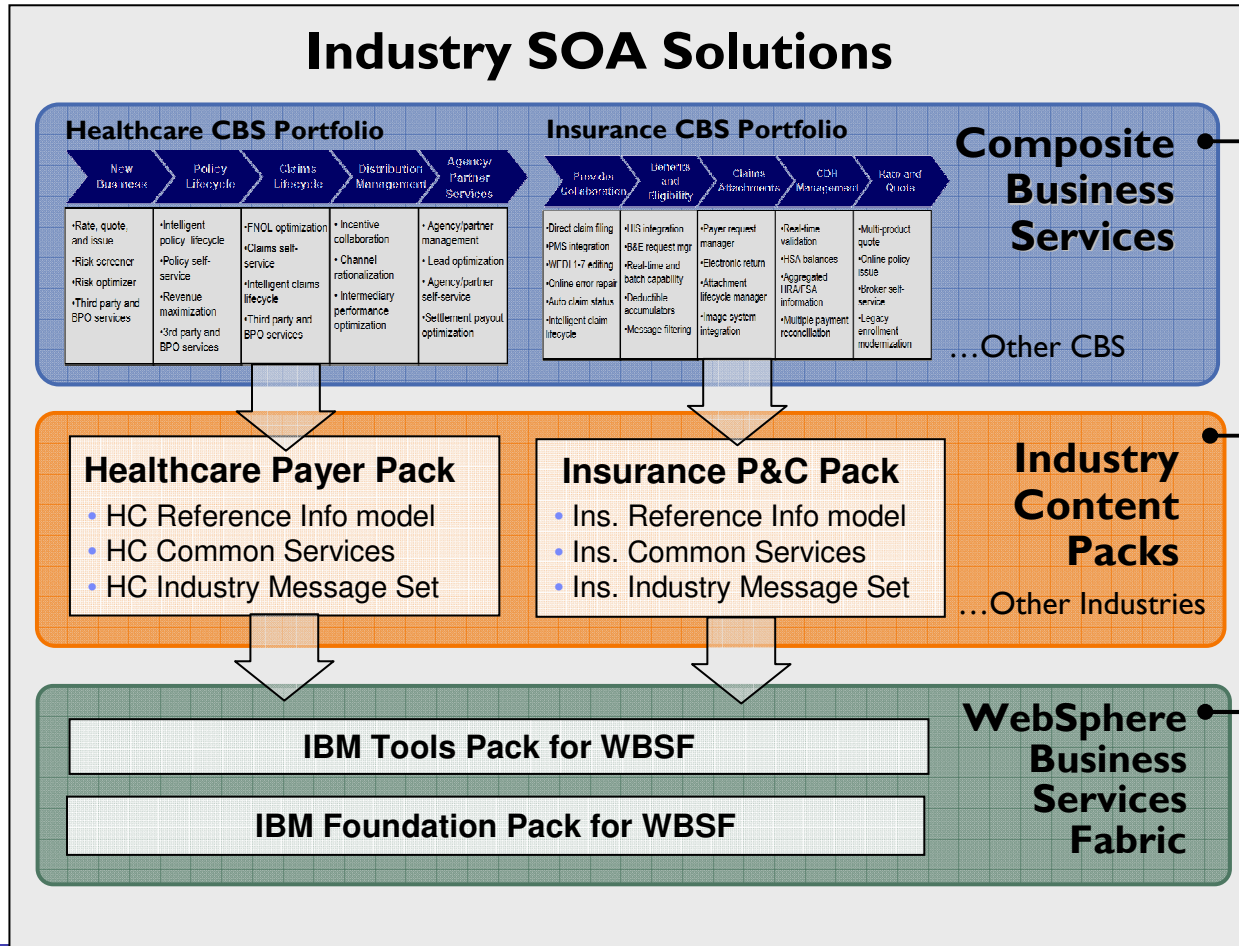
WBSF Optional Industry Packs

- WBSF provides a high value platform for Business Services
- Business Service implementation is accelerated with optional, Industry based feature packs providing
 - Pre-built Industry SOA Assets
 - Common Services
 - Industry Reference Models
 - Industry Message Sets



WBSF Solution Architecture and Packaging

A Closer Look at the Components in an Industry SOA Solution



Flexible, adaptable, loosely coupled business applications and business services

Available through GBS, SIs and ISVs

Pre-built, industry-specific SOA assets that speed time to market and instill industry standards and best practices

Industry Packs are optional extensions to WBSF

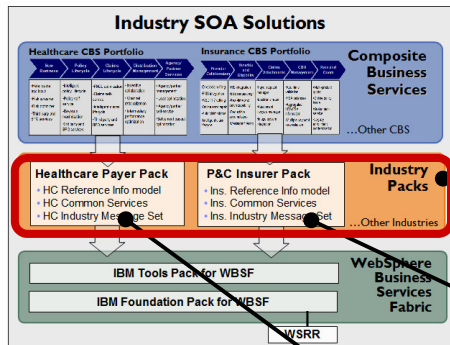
End-to-end platform for Composite Business Services

WBSF includes other SOA Foundation products



IBM Industry Content Packs

Accelerate Your SOA Solutions



Industry Content Packs

- Designed for specific industry participants to facilitate more rapid SOA solution assembly
- Includes reference information models and message sets that “speak the business language” of the industry out-of-the-box
- Facilitates interoperability and semantic mediation between disparate IT assets in an SOA

Insurance P&C Pack

- Industry-specific reference information model for ACORD and IAA
- Pre-built insurance common services and policy insertions
- Message sets for ACORD processing

Healthcare Payer Pack

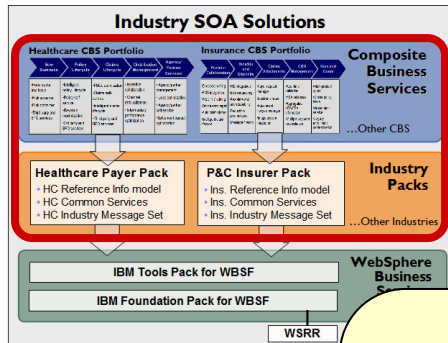
- Industry-specific reference information model for HIPAA and HL7
- Pre-built healthcare common services and policy insertions
- Message sets for HIPAA Processing

Coming Soon:

- **Banking Content Packs**
- **Telecom Content Packs**
- **... and more**

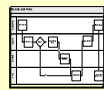


WBSF Differentiators: Leverage Pre-Built Industry-Specific SOA Assets



- SOA assets that speed time to market and instill industry standards and best practices

Categories of Pre-Built Industry SOA Assets



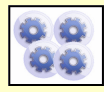
Business Processes

Executable processes and workflows
Visio/WBI modeler-based, BPEL compliant



Industry Semantic Models

Pre-built SOA meta models
Configurable OWL-based models



Business Services

Domain-focused data, process, visibility,
optimization, and mediation services



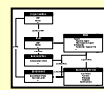
Pre-Built Policy Assertions

Multi-tier policy assertions types and
WS-Policy based models



Product Configurations

Configurable templates for products
by line of business



3rd Party Services

Insurance interfaces to key services
MVR, CLUE, Credit, Locations, and others



Industry Message Sets

ACORD and IAA-based (insurance example)
Configurable, XML-based schemas



Common Services

Pre-built horizontal infrastructure services
to speed time to market



Business Value Summary of Industry SOA Assets

SOA Asset Category	Examples	Primary Benefit	How it is used in Business Services Development	Source
Industry Semantic Models	ACORD Reference Information Model, IAA Reference Information Model	Simplify interoperability	Defines the common language to facilitate interoperability between disparate IT assets	Industry Pack
Industry Message Sets	ACORD, HIPAA, HL7	Simplify interoperability. Regulatory compliance	Standardize the messages and transactions between IT assets	Industry Pack
Common Services	Routing service, exception handling service, transformation service, bulking/de-bulk service	Speed time to market.	Frequently reused horizontal infrastructure services	Industry Pack
Pre-built Policy Assertions	ACORD Assertion Types, ISO Assertion Types	Speed time to market. Consistency and standards compliance	Used to speed definition and development of policies	Industry Pack
Pre-Built Business Services	Quote Business Service, Billing Inquiry Business Service, FNOL Notification Business Service	Speed time to market	Business Processes are composed of these reusable and configurable Business Services	GBS
Business Process Model	Claims Processing BPEL, FNOL Processing BPEL, ACORD Processing BPEL	Speed time to market. Instill industry best practices.	Represents core business processes that are composed of Business Services	GBS
3 rd Party Services	CLUE , MVR, D&B, Location Services	Speed time to market. Simplify interoperability	Rapidly enables the use of 3rd party services endpoints within a Business Process	GBS
Product Configurations	Industry specific product configurations – e.g. Auto, Homeowners, Marine, etc.	Speed time to market.	Pre-built configurations to facilitate CBS development around specific industry products	GBS



Assembly & Delivery of Composite Business Services *Agent View*



Jack Smith

ACME Insurance
We'll be There

Buy Insurance | Manage Policy | Claims Service | Know Insurance | Locate Agent | About Us | Contact Us | [En Español](#)

ACME Group of Insurance Companies
ACME is one of the oldest insurance companies in the US. ACME ranks first in the nation for personal lines. It has the most innovative technology that redefines Insurance.

Agency Business Services
Agent Business Services is proprietary extranet site designed for the exclusive use of ACME Insurance Agents. The agency portal provides a centralized, branded, standardized and real-time interface with many ACME Insurance applications and 3rd party services that make doing business with ACME Insurance easier and more efficient. More than that, you can also personalize your services and business contracts!

Login
User ID:
Password:
[Remember ID](#) [Forgot Password?](#) [Register](#) [Why Register?](#)

ACME in News
· ACME Insurance enables insurance on-line
· ACME makes First Notice of Loss simpler
· ACME Insurance posts profits

Search

[Advanced Search](#)

Insurance On-Demand Services
Our Insurance business services provide the following capabilities:

- Acquire Customer
- Process Billing
- Process Quote
- Commissions Inquiry
- Manage Policy
- Cross Sell
- Service Claims
- Business Performance

I'm an Agent and I'm logging to my portal...

ACME Insurance
We'll be There

Welcome, Jack • [My Services](#) • [All Services](#) • [My Profile](#) • [Logout](#)
Login Time: Tue Sep 12 16:06:36 CDT 2006

Home | Buy Insurance | Manage Policy | Claims Service | Know Insurance | Locate Agent | About Us | Contact Us | [En Español](#)

Welcome to your Acme Insurance Services. Make it your own.

Acme Insurance Portal is an end-to-end self-service channel for its' Producers, Customers and Partners. It delivers convenient and real-time access to quote processing, policy issuance, policy management, payments and commissions business processes. It also provides comprehensive reports, performance monitoring, alerts, and SLA management to optimize partner performance and productivity.

Search a Service: + [Advanced Search](#)
(Search by keyword or an exact service name)

Quick Quote [edit](#) [x](#)
Business service to enable multi-channel, multi-line, pre-und more...
 Auto Home

My Inbox [edit](#) [x](#)
Business service to enable an agent to receive alerts and no more...

Billing Inquiry [edit](#) [x](#)
Business service to enquire billing information for a custom more...

Quote Performance [edit](#) [x](#)
Business service to analysing performance of application int more...

Agency Performance [edit](#) [x](#)
Business service to analyse performance of application intak more...

Track Quote [edit](#) [x](#)
Business service to track the status of the application/quot more...

My workplace contents all the business services I need to work. I can add new business services made available to me...



Assembly & Delivery of Composite Business Services *Agent View*



Jack Smith

ACME Insurance
We'll be There

Welcome, Jack • My Services • All Services • My Profile • Logout
Login Time: Tue Sep 12 16:06:36 CDT 2006

Home Buy Insurance Manage Policy Claims Service Know Insurance Locate Agent About Us Contact Us En Español

Welcome to your Acme Insurance Services. Make it your own.

Acme Insurance Portal is an end-to-end self-serve portal for agents. It delivers convenient and real-time access to services. It also provides comprehensive reports, performance monitoring, alerts, and SLA management.

Search a Service:

Pay Premium
Business service to process the premium payment for a quote more...

Billing Inquiry
Business service to enquire billing information for a custom more...

My Inbox
Business service to enable an agent to receive alerts and no more...

Sell Life Insurance
Business service to process the customers identified as cross-sell more...

Quick Quote
Business service to enable multi-channel, multi-line, pre-underwriting more...

Record Claim
Business elements more...

I can add new business services...

ACME Insurance
We'll be There

Welcome, Jack • My Services • All Services • My Profile • Logout
Login Time: Tue Sep 12 16:06:36 CDT 2006

Home Buy Insurance Manage Policy Claims Service Know Insurance Locate Agent About Us Contact Us En Español

Personalize Service

Business Process - Quick Quote

Notifications - Process Quote

No of Quotes goes beyond 25 in a day	<input checked="" type="checkbox"/>
Gross Premium Quoted exceeds \$ 100,000.00	<input type="checkbox"/>
Quote is sent for underwriting	<input checked="" type="checkbox"/>
Quote is in Pending Stage for more than 24 hrs	<input type="checkbox"/>
Underwriter changes quote status	<input type="checkbox"/>
Quote is sent for reinsurance	<input checked="" type="checkbox"/>

Contact me via

Inbox	<input checked="" type="checkbox"/>	Fax No	<input type="text" value="1800001013"/>
Fax	<input checked="" type="checkbox"/>	Email Address	<input type="text" value="fon.todd@webifysolutions.com"/>
Email	<input checked="" type="checkbox"/>		

Notifications - General

Change in personalization

I can personalize my business services and access business services settings



Assembly & Delivery of Composite Business Services

Agent View



Jack Smith

ACME Insurance We'll be There

Welcome, Jack • My Services • All Services • My Profile • Logout
Login Time: Tue Sep 12 16:06:36 CDT 2006

Home Buy Insurance Manage Policy Claims Service Know Insurance Locate Agent About Us Contact Us En Español

Create Quote

Search Customer Info Location Homeowners Home Content Other

Either the Customer ID or Insured Name and Zip or Phone number must be entered.

Search Customer

Customer ID:

Insured Name:

Zip:

Phone Number:

View 10 records at a time

9 records

Name of Insured	Policy Start Date	Pol
David Smith	5/12/06 1:05 PM	11
David Smith	5/21/06 10:42 AM	11
David Smith	5/21/06 7:46 PM	11
David Smith	5/22/06 2:34 AM	11
David Smith	5/22/06 8:53 AM	11
David Smith	5/22/06 9:56 PM	11
David Smith	5/23/06 11:08 PM	11
David Smith	5/24/06 12:48 AM	11

I can execute my business services through a dedicated service interface

ACME Insurance We'll be There

Welcome, Jack • My Services • All Services • My Profile • Logout
Login Time: Tue Sep 12 16:06:36 CDT 2006

Home Buy Insurance Manage Policy Claims Service Know Insurance Locate Agent About Us Contact Us En Español

Quote Tracking

Quotation Number: 200610449

Insured Name: David Roger Smith

Quote Originating Date: 26 May 2006

Effective Date: 6/5/06 12:13 PM

Expiry Date: 12/5/06 12:13 PM

LOB: Home

Quoted Premium: \$2,584.00

View 10 records at a time

5 records

Status	User	Start Date	End Date	Days & Time Taken	Comments
Received Request	Jack Smith	5/26/06 12:13 PM	5/26/06 12:13 PM	0 days 0 hrs	Received new document.
Transformation Success	Jack Smith	5/26/06 12:13 PM	5/26/06 12:13 PM	0 days 0 hrs	Transformation Success
Validation Success	Jack Smith	5/26/06 12:13 PM	5/26/06 12:13 PM	0 days 0 hrs	Validation Success
Underwriter Approved	Jack Smith	5/26/06 12:13 PM	5/26/06 12:13 PM	0 days 0 hrs	Underwriter Approved
Quote Summary Success	Jack Smith	5/26/06 12:13 PM	5/26/06 12:13 PM	0 days 0 hrs	Quote Summary Success

Page 1 of 1

Back Print



Assembly & Delivery of Composite Business Services

Business Service Catalog View



Administrator

I can manage my business services (check for updates, see details,...) through the administration console of the Business Service catalog

Please enter your User Id and Password:

User Id:

Password:

[Forgot your password?](#)

My Services Visualize

- My Inbox
- My Services
 - Business Services Catalog
 - Governance Manager
 - Manage Changes
 - Submit Changes
 - View History
 - Performance Manager
 - Subscriber Manager
 - Service Portfolio
- My Profile
- Help

Manage Changes

Filter

Status: All In-Review Pending Approved Rejected Published

Submission Date:

Submitter's Last Name:

Change List ID:

View messages at a time

10 messages Page 1 of 1

Change List ID	Date Submitted	Submitter	Status	Short Description
	Apr 23, 2006 20:53:33 PM	System Administrator	★ Published	Resubmit
	Apr 27, 2006 17:46:09 PM	System Administrator	✗ Rejected	Changed to dummy endpoints
	Apr 27, 2006 17:51:47 PM	System Administrator	★ Published	Changed to dummy process
4	Apr 27, 2006 22:10:52 PM	System Administrator	★ Published	Changed Service Name
5	Apr 27, 2006 22:39:10 PM	System Administrator	★ Published	App Name changed
6	May 10, 2006 22:54:57 PM	System Administrator	★ Published	New soba

Change Details

Publication Details

Status: ★ Published

Submitter: System Administrator

Submitted Date: Apr 23, 2006 20:53:33 PM

Short Description: Resubmit

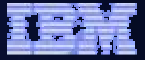
Detailed Description: N/A

Change List Id: 1

Base Catalog Version: 22

Change List Details

#	Action	Element	Name of Element
1	Create	AtomicService	AcordValidation
2	Create	Endpoint	acordValidationEp
3	Create	AtomicService	InsuranceGateway
4	Create	Endpoint	insuranceGatewayEp
5	Create	Endpoint	quotePersistenceEp
6	Create	AtomicService	QuotePersistence
7	Create	AtomicService	AddressCleansing
8	Create	Endpoint	addressCleansingEp
9	Create	AtomicService	RiskMediator
10	Create	Endpoint	riskMediatorEp
11	Create	AtomicService	AcordTransform
12	Create	Endpoint	acordTransformEp



Assembly & Delivery of Composite Business Services

Business Service Catalog View



Administrator

Organization Overview
Acme Insurance of California

Enrollments Roles **Users** Subscriptions Sub Organizations

Manage Users

To create a new user, click on **Create New Users**.

Existing Users

View users at a time

3 users Page 1 of 1

User Id	Name	Organizations	Status
JSmith	Jack Smith	Acme Insurance of California	enabled
JWells	John Wells	Acme Insurance of California	enabled
MGreen	Martha Green	Acme Insurance of California	enabled

Organization Overview
Acme Insurance of California

Enrollments Roles Users **Subscriptions** Sub Organizations

Manage User Subscriptions

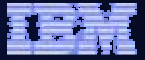
To subscribe to new services for this User, click on **Add Subscriptions**.

Jack Smith's Subscriptions

View Subscriptions at a time

7 Subscriptions Page 1 of 1

Name	Channel	Role	Subscription Key
My Inbox	Portal	Agent	u28fbd961-d826-495e-aa6a-73361cb27401
Quote Performance	Portal	Agent	u1f730448-6a4d-4424-aacd-5452df083167
Quick Quote	Portal	Agent	u431c2a1f-3b8a-4528-b368-7e839ba6b70e
Agency Performance	Portal	Agent	u7a9eb8a8b-f86e-42c9-a222-e2bf94c5022
Track Quote	Portal	Agent	ud1b9fd6-bb9f-4741-b2ed-f40eeee8b59c
Billing Inquiry	Portal	Agent	u6dfa81d-ffe8-4015-b375-995bb4154e6d
Full Quote	Portal	Agent	u223db981-3572-4fb7-9381-a152c5f6424



Assembly & Delivery of Composite Business Services

Business Service Catalog View



Administrator

My Services Visualize

- My Inbox
- My Services
 - Business Services Catalog
 - Governance Manager
 - Performance Manager
 - Service Performance
 - Transaction Success / Failure Analysis
 - Transaction Volume
 - Subscriber Manager
- Service Portfolio
- My Profile
- Help

Service Performance

Search Browse

Service Name:

View messages at a time

2 messages Page 1 of 1

Service Name	Service Type	Publisher	Author	Average Response Time	Availability	No. of Messages	Percent of Failed txns
Quick Quote	Process	admin	admin	609 ms	99.7%	272	0.3%
Full Quote	Process	admin	admin	2878 ms	84.3%	114	15.7%

Page 1 of 1

I can manage my business services performance and check for Service Level Agreement

My Services Visualize

- My Inbox
- My Services
 - Business Services Catalog
 - Governance Manager
 - Performance Manager
 - Service Performance
 - Transaction Success / Failure Analysis
 - Transaction Volume
 - Subscriber Manager
- Service Portfolio
- My Profile
- Help

Service Performance

Service Name: Quick Quote [Modify] Publisher: admin

Performance Period: Last Half Year

Actual

Total # of Invocations: 272

% of Successful Invocations: 99.7% (271)

% of Failed Invocations: 0.3% (1)

Actual

Average Response: 609 ms

Availability: 99.7%

Error Rate: 0.3%

Response Time

Month	Average Response Time (ms)
May 2006	609
Jun 2006	2878

System Availability

Month	Service Availability %
May 2006	99.7
Jun 2006	99.7

Message Success vs. Failure

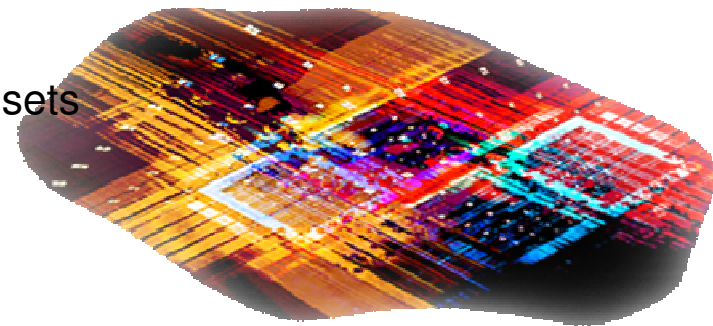
Month	Messages
May 2006	272
Jun 2006	114

WebSphere Business Services Fabric

Overview and Summary...

New!

- Facilitates reuse within your existing environment
- Based on pre-built, customizable SOA assets, semantic models and policies
- Supporting a wide range of industry and semantic standards
 - (e.g. ACORD, HIPAA, HL7, etc.)
- Used by both IBM and Business Partners as a foundation for industry-focused business services
- 8+ Business Partners leveraging
- Based on:
 - Webify acquisition assets & other industry assets
 - (e.g. IAA Information Models)
 - WebSphere Process Server
 - WebSphere Integration Developer
 - WebSphere Services Registry and Repository





Discussion / Q&A...