IBM

Raising The Bar On SOA Value

Discover new solutions to advance your SOA

ON DEMAND BUSINESS

Questions To Consider

- How do I improve business results, when my goals are:
  - Visibility into key business processes
  - Compliance with corporate governance
  - Achieving operational excellence
- Where do I start?
- How can IBM help me get there faster?

What is on Executives' mind

| CEO needs	CIO challenges
Revenue growth with cost containment **Responsiveness** to business conditions and ability to pursue new market opportunities - Improving **internal skills, capabilities and leadership** as a first step toward growth	**Aligning IT and business goals** to grow revenue and contain costs - Building **responsiveness and agility** into the organization through IT **Enabling people and teams** to be more effective through IT
Source: Your Turn: The Global CEO Study 2004, IBM Corp., 2004	*Source: Operating Environment Market Drivers Study, IBM Corp., 2004*

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Change And Improvement Have Been Daunting
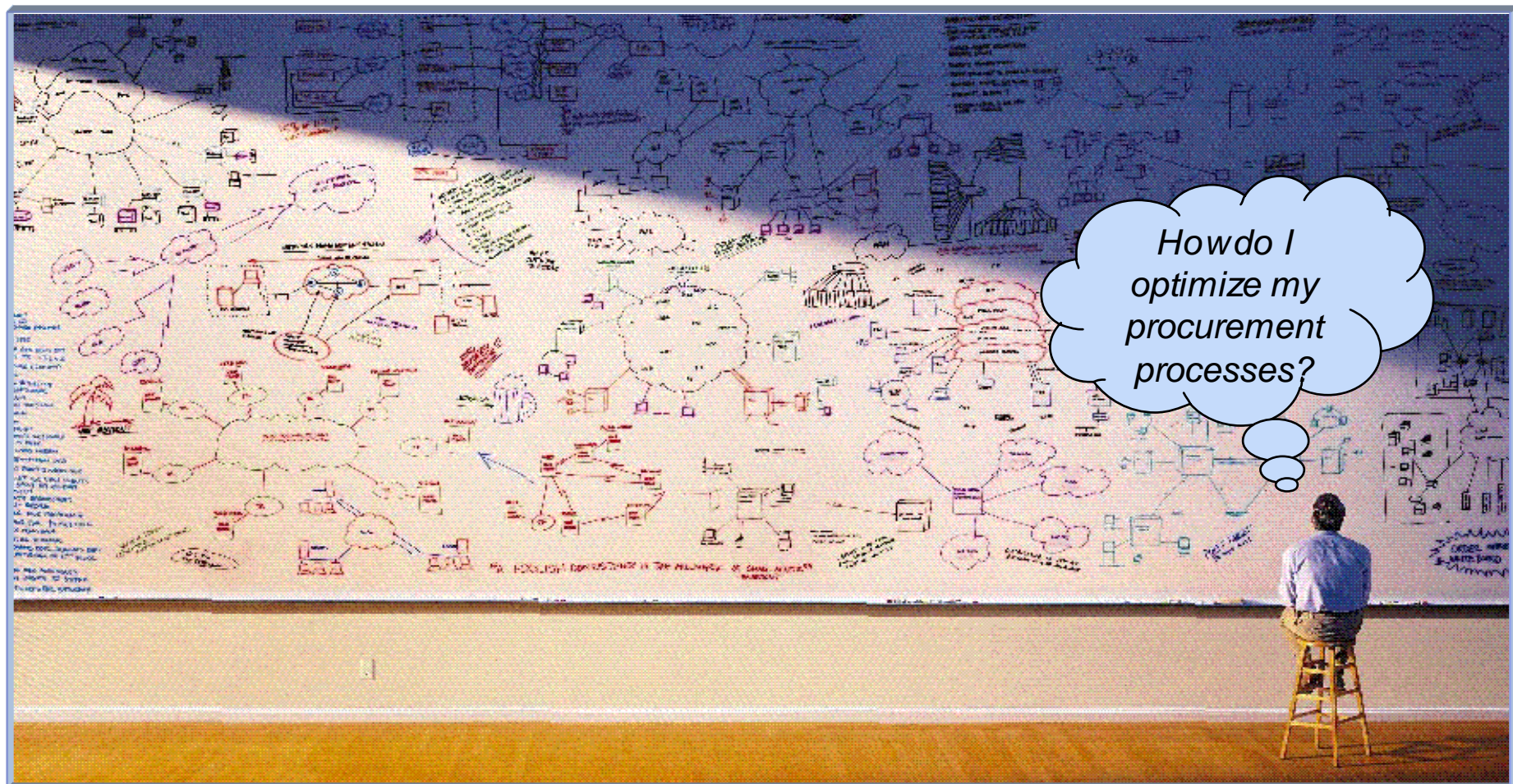
Traditional Process Implementations Are Expensive And Slow To Change

*SOA on your terms and our expertise*

On Demand Business Is Still The Key

An On Demand Business is an enterprise whose business processes — integrated end-to-end across the company and with key partners, suppliers and customers — can respond with speed to any customer demand, market opportunity or external threat.
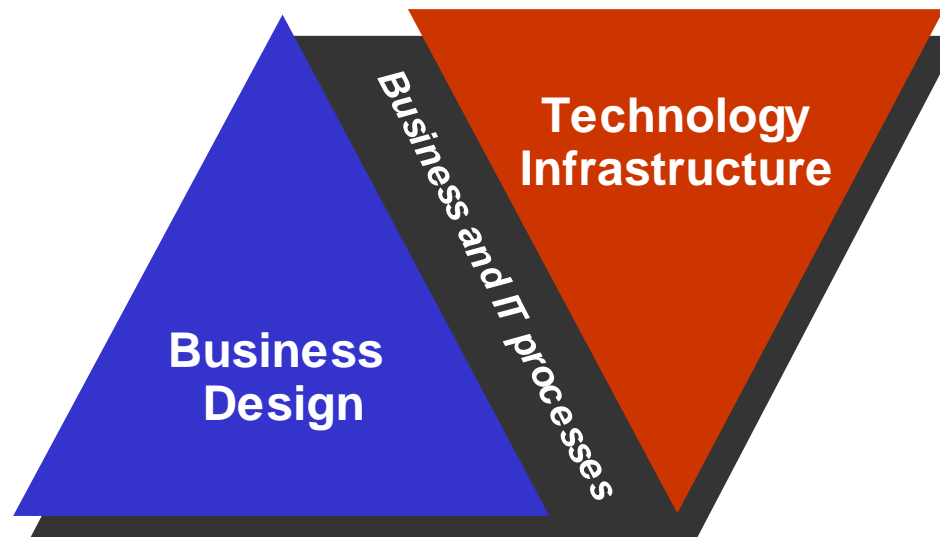
On Demand Drives Results Through Business Flexibility

Companies that are farther along in their On Demand Business journey show stronger business results than others in their industry

Improvement in Performance Metrics vs. Industry Peers*

| 18 pts	1.8 pts	.9 pts	7.8 pts
Higher growth in Earnings	**Net Profit Margin**	**ROA**	**ROE**
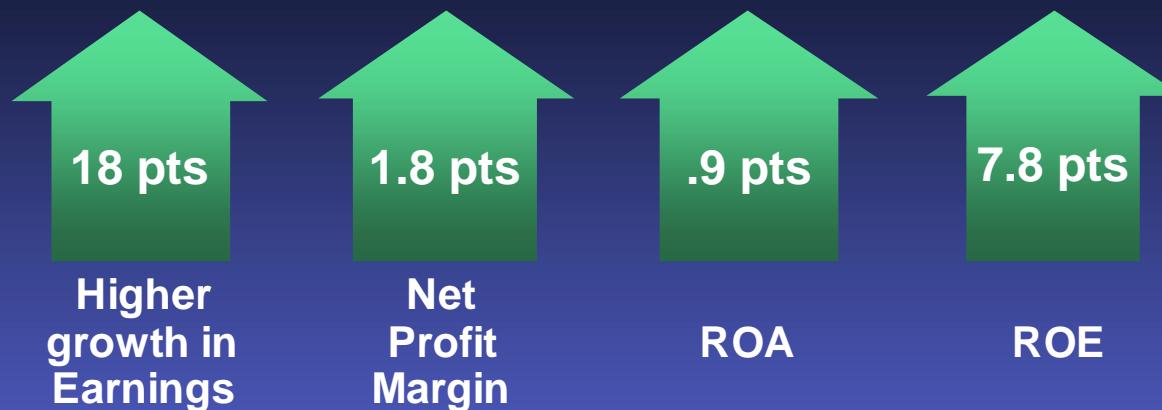
*Median difference in 3 year improvement of performance metric between the most advanced companies and their sectors (S&P 1500) in EMEA.

Source: IBM On Demand Business Impact Research Analysis, December 2004 and April 2005

ON DEMAND BUSINESS

SOA Is The DNA Of On-demand

Service Oriented Architecture (SOA) is the IT model which enables business value through operational flexibility, responsiveness, and reuse

SOA is an application framework that takes everyday business applications and breaks them down into individual business functions and processes, called services.

Case Study: Payments Processing
Customer
Bank
Shared Service
Bank 2 – "Supplier"
Outsourced
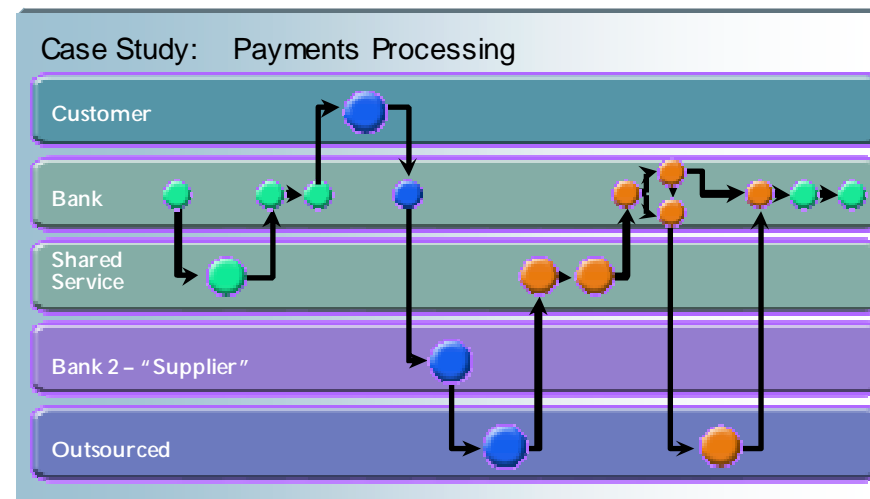
An SOA lets you build, deploy, integrate and manage these services independently of the applications and the computing platforms on which they are running.

SOA on your terms and our expertise

SOA Is Not A Single Product Or Technology

SOA is a flexible, cost effective way of aligning IT with the needs of the business

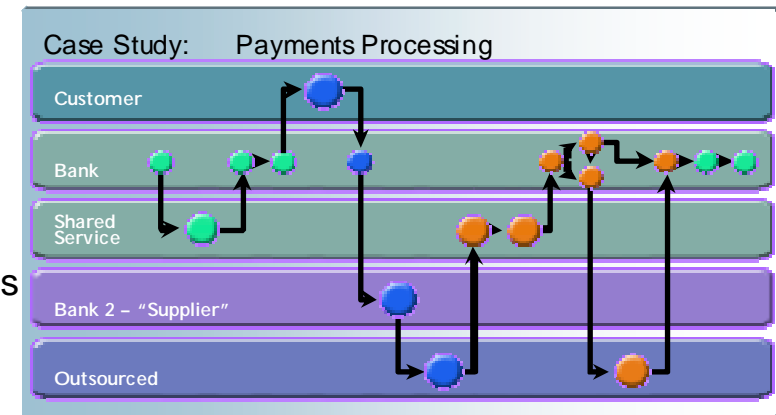**Componentized** — Standardized services interfaces for applications and resources

Interoperable — Easy information exchange between applications and/or resources
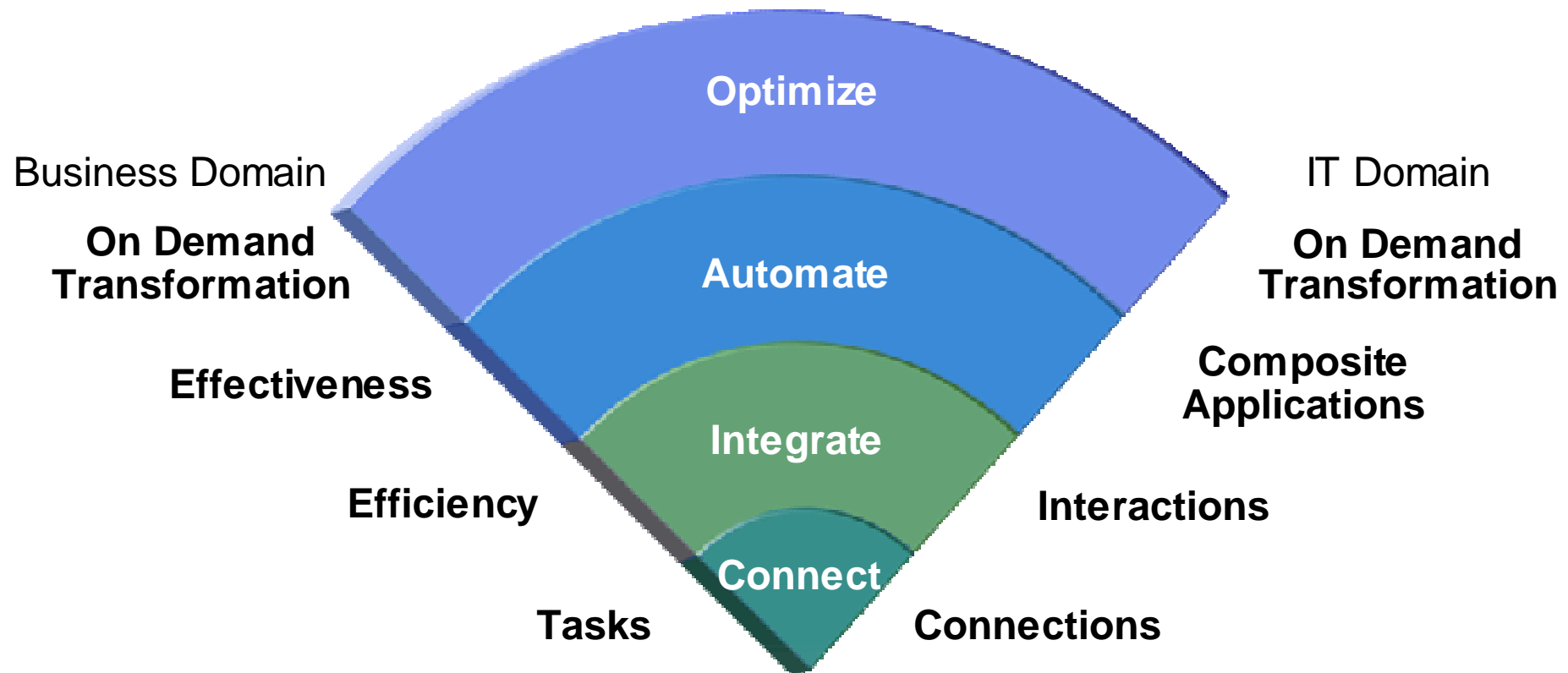
Modular — Mix and match, add or remove, business processes and infrastructure

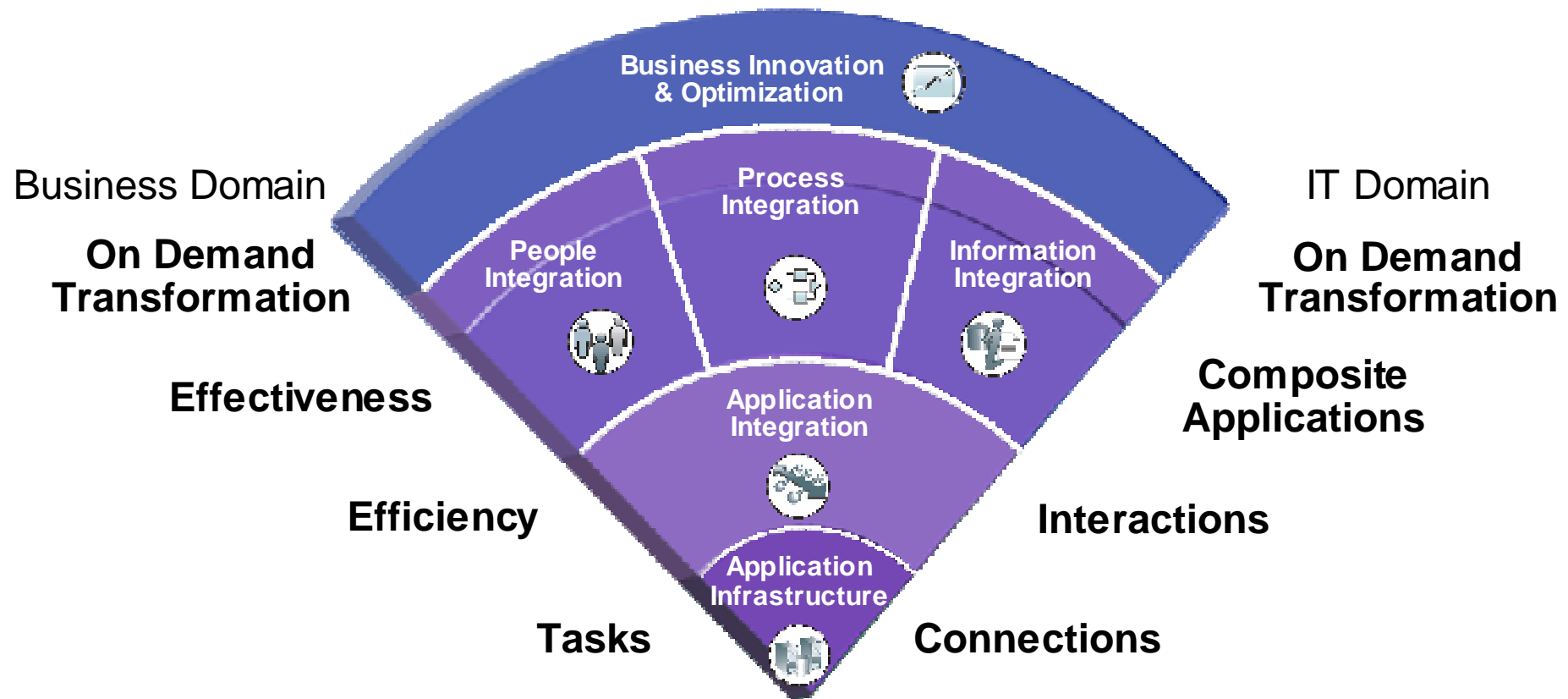**Scaleable** — Start with what you have and add additional resources as needed

Case Study: Payments Processing

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Shared Service

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SOA on your terms and our expertise

ON DEMAND BUSINESS

Getting To SOA

Business Domain

On Demand Transformation

Effectiveness

Efficiency

Tasks

Optimize

Automate

Integrate

Connect

IT Domain

On Demand Transformation

Composite Applications

Interactions

Connections

SOA on your terms and our expertise

Getting To SOA With WebSphere – An Entire Suite

Business Domain

IT Domain

On Demand Transformation

On Demand Transformation

Effectiveness

Composite Applications

Efficiency

Interactions

Tasks

Connections

Business Innovation & Optimization

Process Integration

People Integration

Information Integration

Application Integration

Application Infrastructure

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63% Of Enterprises Say SOA Is Driven By The Business – It's About Business Value

- The Promise
  - Costs savings, increased flexibility, and increased responsiveness, through componentization and reuse of core operational I/T assets

- The Challenge
  - Driving solution building directly from business requirements
  - Gaining real time visibility into the business as it runs
  - Quantifying project value and ROI upfront
  - Having the right development tools
  - Developing the skills
  - Spanning the enterprise
  - Trusting the "standards"
  - Getting help

IBM WebSphere for Process Integration Raises the Bar

Process Integration is how you design, automate, and manage operational business processes

Process Integration using WebSphere **raises the bar:**

- ✓ **Builds business solutions from business needs**
- ✓ **Provides visibility into business operations**
- ✓ **Reduces time with reusable modules for business rules, human tasks, and state machines**
- ✓ **Reduces project and training costs through a single integration framework**
- ✓ **Extends your reach to any service across your enterprise**
- ✓ **Fully leverages Services Oriented Architecture powered by an ESB**
- ✓ **Solves higher level business problems more quickly and more easily**
- ✓ **Extends and enhances the value of SOA**

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What Are We Announcing?

Process Integration which changes the competitive landscape

WebSphere for Process Integration

- **Best In Class Business Modeling and Simulation**

- **Simplified Integration – Easy To Learn And Use**

- **Revolutionizes Business Flexibility**

- **Broadest Reaching Integration**

- **Real Time Visibility into Business Performance**

- **Closed Loop for Continuous Improvement**

What's new

- IBM WebSphere Business Modeler

- IBM WebSphere Integration Developer

- IBM WebSphere Process Server

- IBM WebSphere Business Monitor

- IBM WebSphere Jump Start in Process Integration

SOA on your terms and our expertise

Best In Class Business Modeling And Simulation

- Simple to use business modeling tool
  - Allow the people who know the business to model
  - Drag and drop for the business analyst

- Precise modeling of the things which matter
  - Understand your business models and make informed decisions before deployment
  - Resources, roles, organization, information, business metrics

- Collaborative modeling
  - Communicate and participate across your enterprise
  - Enables team work and web publication

- Clean hand-off to I/T
  - Rapid and accurate deployment of your solutions
 - Business modeling is the starting point for I/T deployment

IBM WebSphere Business Modeler

SOA on your terms and our expertise
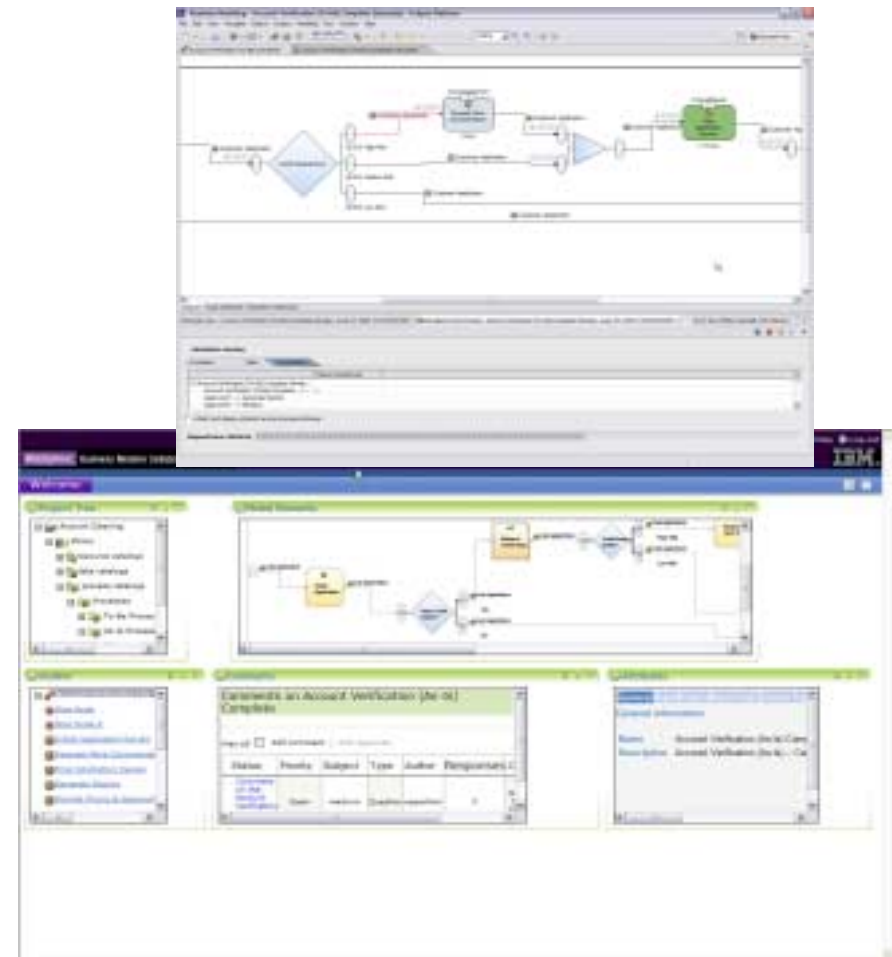
Simplified Integration – Easy To Learn And Use

- A single integration framework
  - *Efficiency and productivity*
  - WebSphere Integration Developer
  - Simplifies all aspects of integration
  - No Java required

- A single way to define processes
  - *One set of skills for ALL your solutions*
  - BPEL for all styles of integration
  - Essential extensions for human tasks

- A single runtime
  - *Simple deployment*
  - One high performance process engine for all process integration solutions

IBM WebSphere Integration Developer

SOA on your terms and our expertise
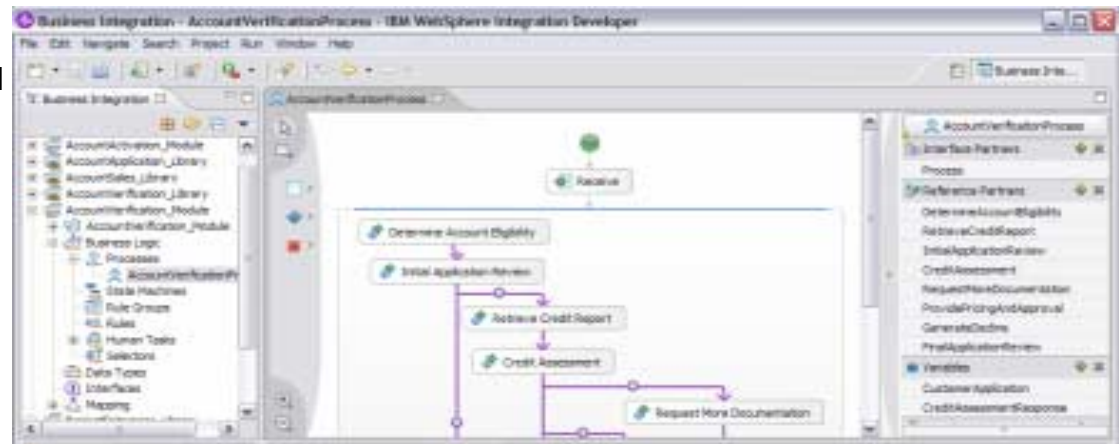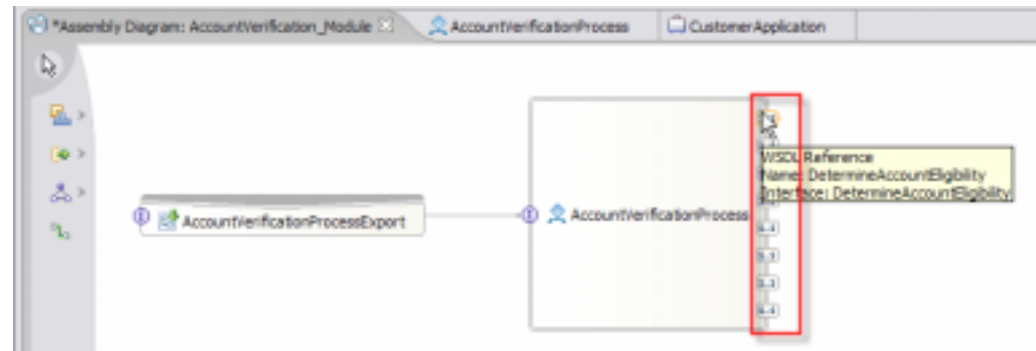
Revolutionizes Business Flexibility

- Change processes on the fly
  - Build agility into your operations
  - Dynamic process building blocks
  - Business Rules for agility and responsiveness
  - No programming required
- Reuse becomes reality
  - Save money through reuse
  - Design once, use often. The same process regardless of the end points
  - IBM patented technology makes plug-and-play service components a reality

IBM WebSphere Integration Developer

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Broadest Reaching Integration

- **Designed for range and reach**
  - Extend the scope of solutions quickly and easily
  - Powered by IBM ESB technology
  - IBM's NEW JCA Adapters
  - 2,800 Integration End Points

- **Scalability, Security, Performance**
  - Reliable operations
  - Built and optimized on the market leading application server, WebSphere Application Server
  - Active recovery manager

- **Open Standards Based**
  - Protect your investment
  - J2EE, Java, BPEL, CBE, Eclipse

Case Study: Payments Processing

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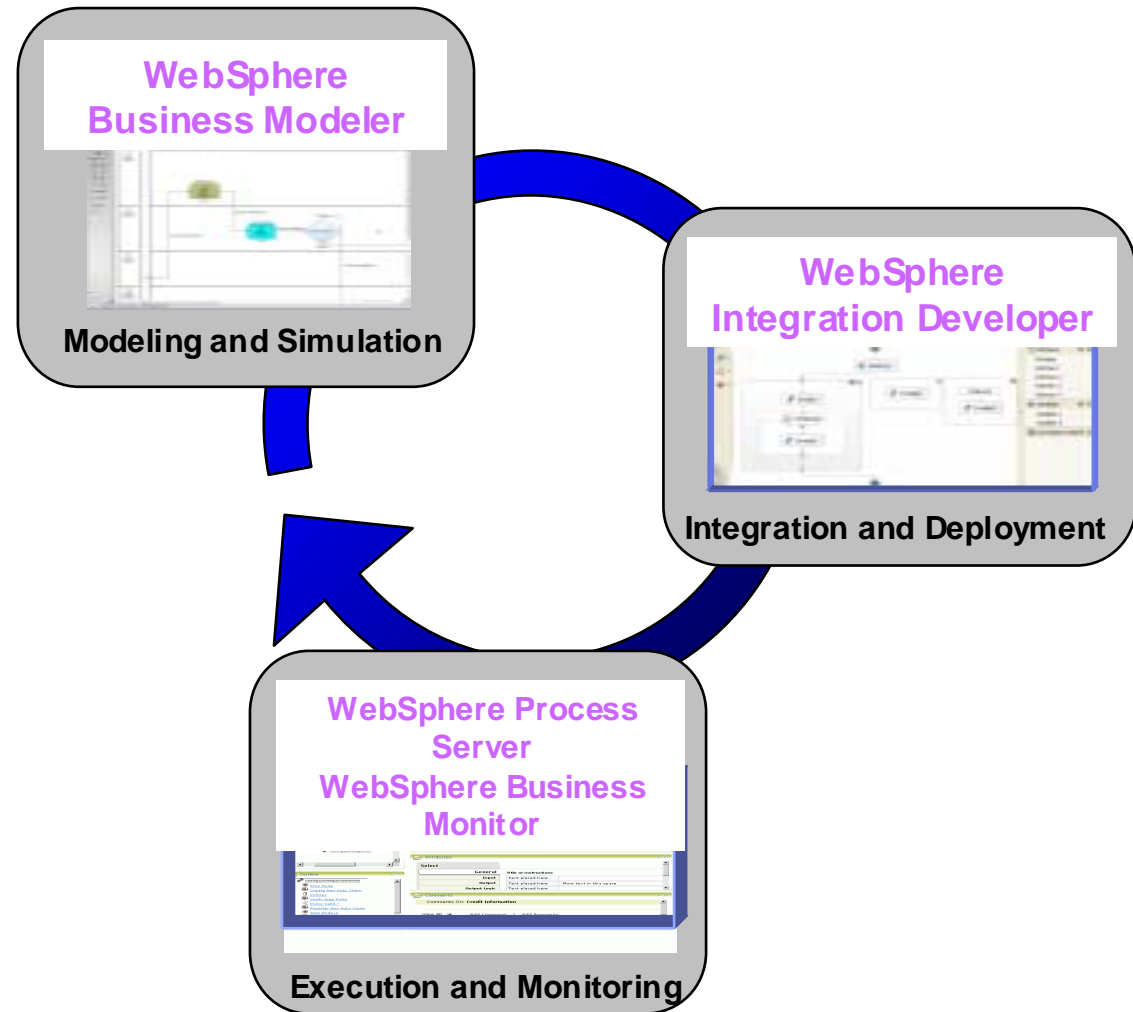*SOA on your terms and our expertise*
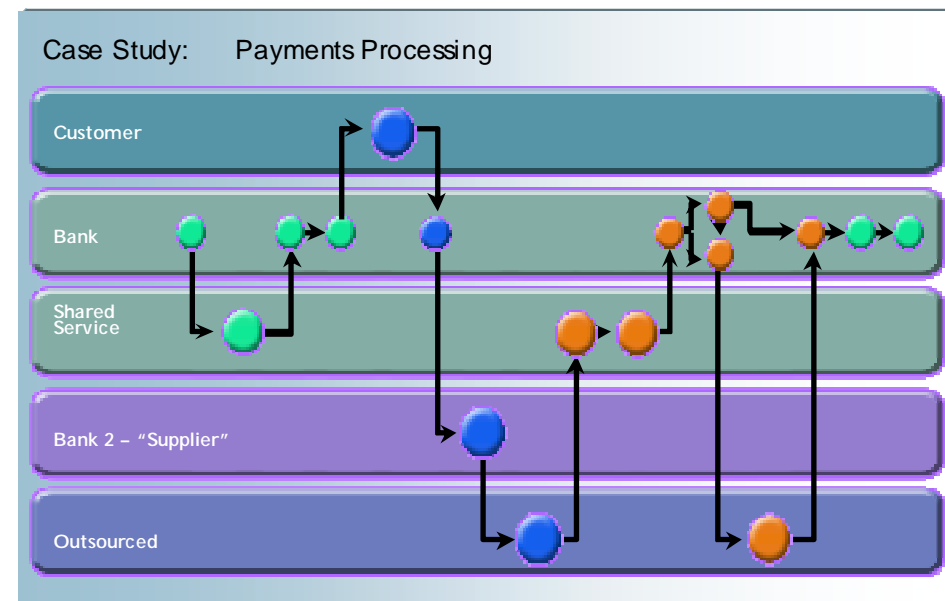
Real Time Business Performance Visibility

- View your business real time
  - See how your business is performing before issues arise
  - Monitor the pieces of your business that matter in terms you understand
  - View business measures and key performance indicators specific to your business processes

- Make proactive changes on the fly
  - Respond quicker
  - Ability to intervene and change the course of your business based on events and trends as they emerge
  - Adaptive action manager

- Business Innovation and Optimization
  - Improve your business through insight
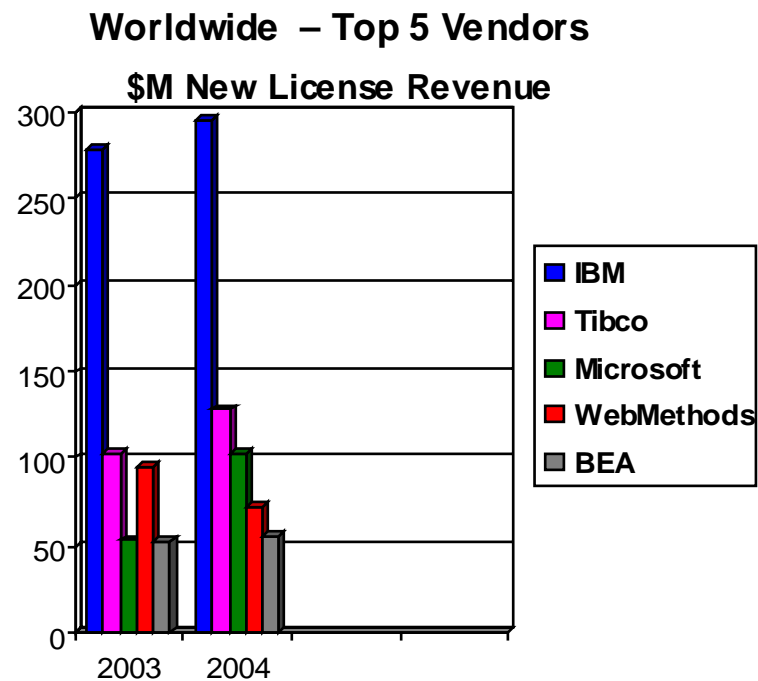 - WebSphere Business Monitor – your first step in true business performance management

IBM WebSphere Business Monitor

SOA on your terms and our expertise

Closed Loop For Continuous Improvement

- Leverage real information about your business
  - Better decisions, quicker
  - Core business facts from monitor are passed back into modeler for simulation, analysis, diagnosis, and action
- Improve your business
  - Business process improvement
  - Fact based simulation leading to improved process design for the next solution deployment

WebSphere Business Modeler

Modeling and Simulation

WebSphere Integration Developer

Integration and Deployment

WebSphere Process Server
WebSphere Business Monitor

Execution and Monitoring

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Gartner Ranks IBM #1 in Market Share for **Integration Suites**

Worldwide – Top 5 Vendors

$M New License Revenue

Legend:
- IBM
- Tibco
- Microsoft
- WebMethods
- BEA

(Chart: bar graph showing values for 2003 and 2004, vertical axis 0 to 300)

Worldwide Integration Suites New License Revenue

Vendor	2004 market share rank	2003-04 growth +/-
IBM	1	+
Tibco	2	+
Microsoft	3	+
WebMethods	4	-
BEA	5	+

Source: Gartner Dataquest "Market Share: AIM and Portal Software, Worldwide, 2004, Preliminary" by Joanne Correia, Fabrizio Biscotti, Laurie F. Wurster, Yanna Dharmasthira. April 7, 2005

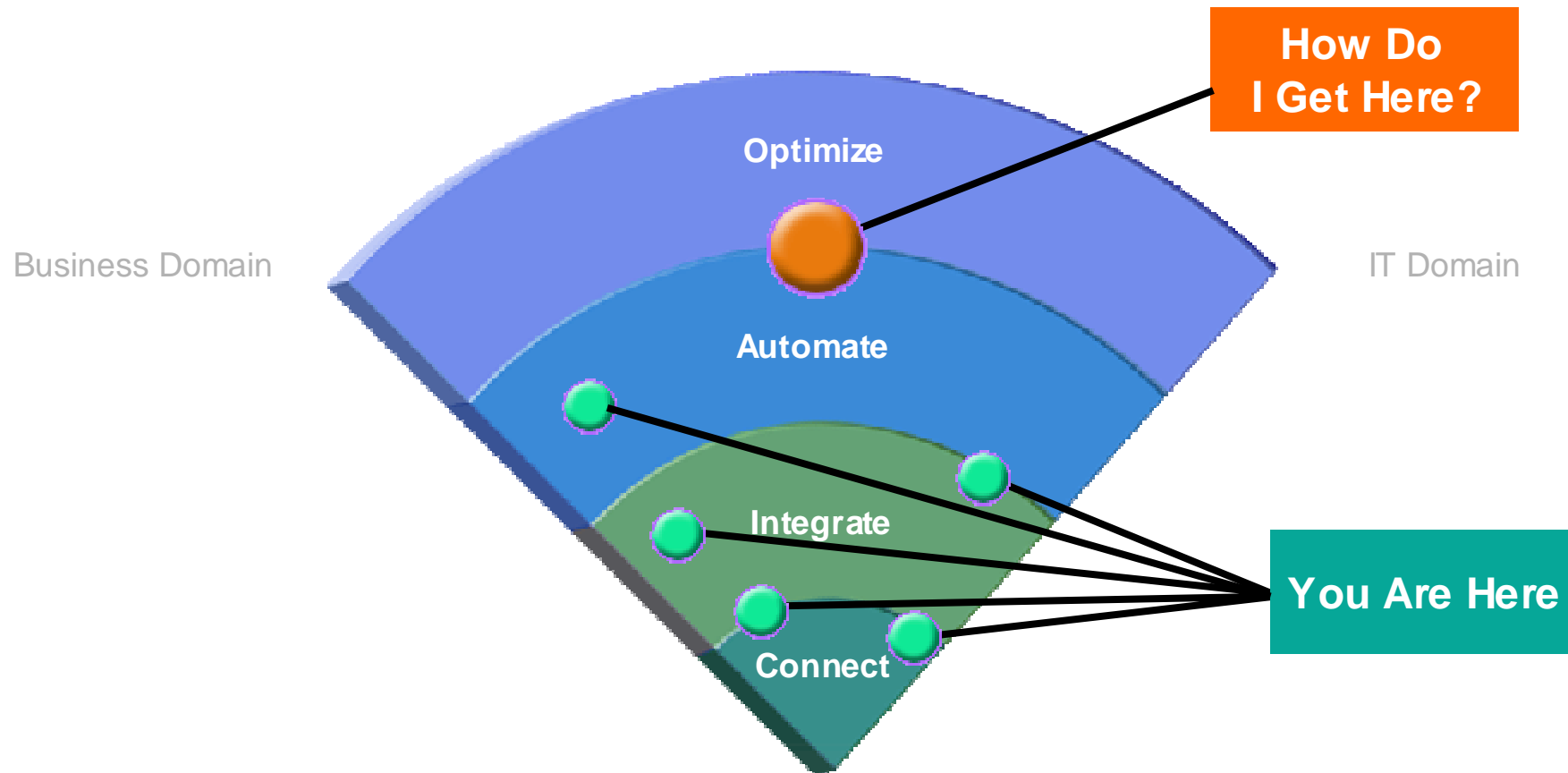# Gartner Ranks IBM #1 in Market Share for **Composite Platform Suites***

Worldwide – Top 5 Vendors

$M New License Revenue
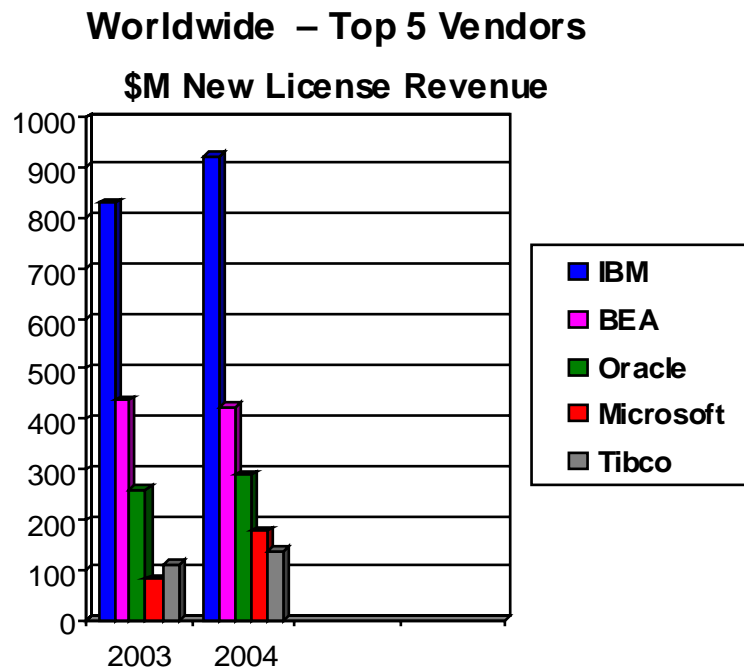
Worldwide Composite Platform Suites New License Revenue

Vendor	2004 market share rank	2003-04 growth +/-
IBM	1	+
BEA	2	-
Oracle	3	+
Microsoft	4	+
Tibco	5	+

*consisting of application servers, integration suites, portal products and application platform suites

Source: Gartner Dataquest "Market Share: AIM and Portal Software, Worldwide, 2004, Preliminary" by Joanne Correia, Fabrizio Biscotti, Laurie F. Wurster, Yanna Dharmasthira. April 7, 2005

Extending Your Existing Integration Work

How Do I Get Here?

Optimize

Business Domain

Automate

IT Domain

Integrate

You Are Here

Connect

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Some Sample Customer Starting Points Towards SOA

Entry Point	*"How To Get Started"*	*Example*
SOA a strategic initiative for application development and integration at an Enterprise level	**SOA Jumpstart Component Business Modeling**	Fireman's Fund® A company of the Allianz Group
Line of business level, or across a set of related projects	**SOA Jumpstart SOA Project Definition Workshop**	STANDARD LIFE®
Single project implementation at IT group level. "Testing the waters"… gradual adoption approach	**SOA Jumpstart**	Travelex worldwide money

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How Can We Help?

- There are a number of different offerings we have to assist you in determining the best solution with the biggest return:
  - Architecture workshops
  - Proof of technology labs
  - Value assessment sessions
  - WebSphere Live Customer Events
  - Executive exchanges
  - Business Partner Services
  - IBM Services

- Now let's talk about what's right for you…….

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