WebSphere Software

Knocking Down the Barriers of SOA

Process Integration Using WebSphere

Speaker…

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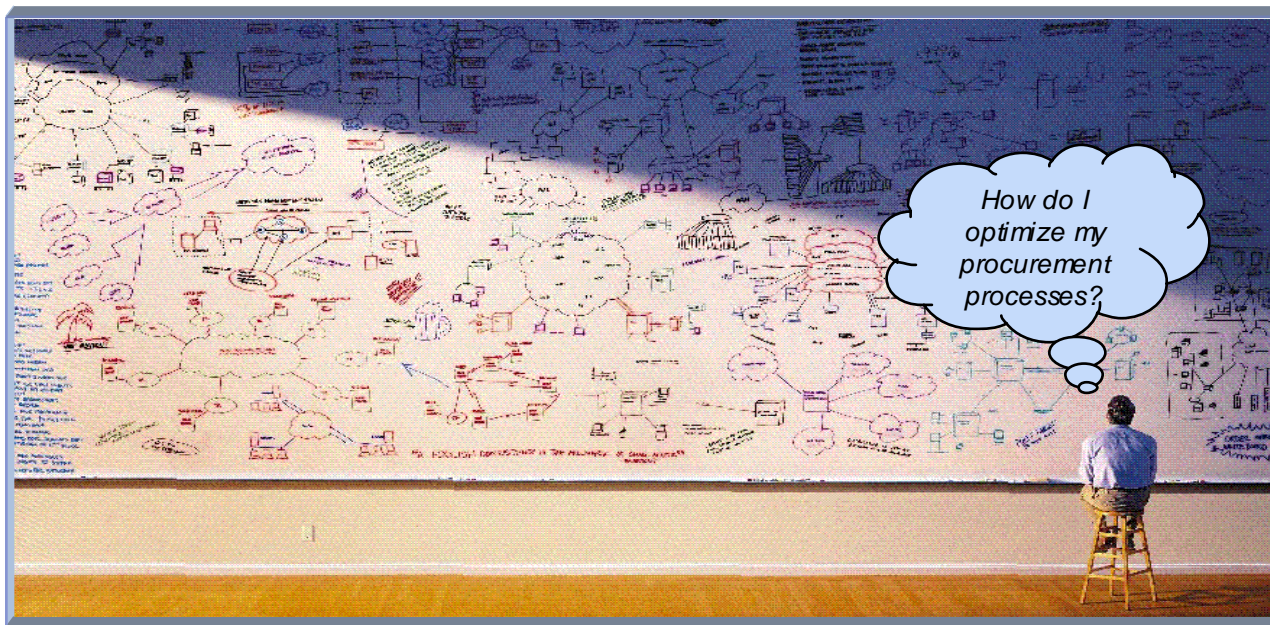
What Are We Announcing?

WebSphere.

Process Integration which changes the SOA competitive landscape

- Best In Class Business Modeling and Simulation

- Simplified Integration – Easy To Learn And Use Tooling

- Broadest Reaching Integration extending your enterprise

- Real Time Visibility into Business Performance

How do I optimize my procurement processes?

New Products!

- IBM WebSphere Business Modeler

- IBM WebSphere Integration Developer

- IBM WebSphere Process Server

- IBM WebSphere Business Monitor

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WebbSphere Process Server

- **One Summary Chart**

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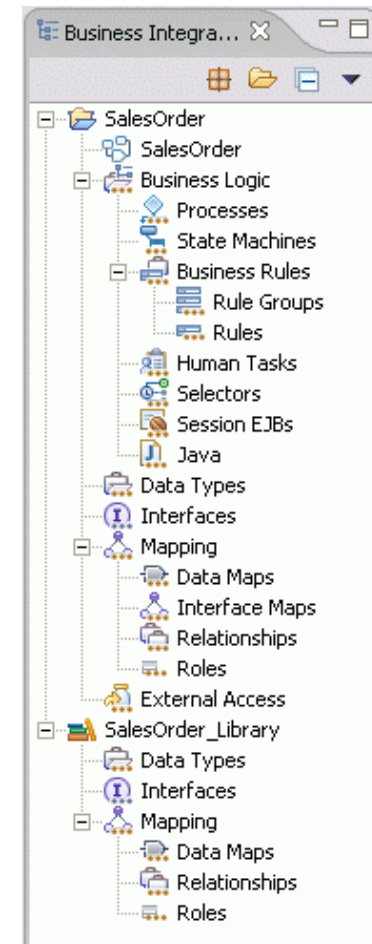
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One Summary Chart - Filler

WebSphere Integration Developer 6.0

- **Reduce cost of skills**
  - Default = Little to no Java
  - Roles / progressive disclosure
- **Accelerate skills**
  - Tutorials
  - Out of Box Experience
  - Samples
- **Reduce time to deployment**
  - Business Objects, Relationships
  - Wiring / Components
  - End-to-end test framework
- **Simplify the authoring metaphor**
  - Interface / Data transformation
  - Business Process
  - Business Rules
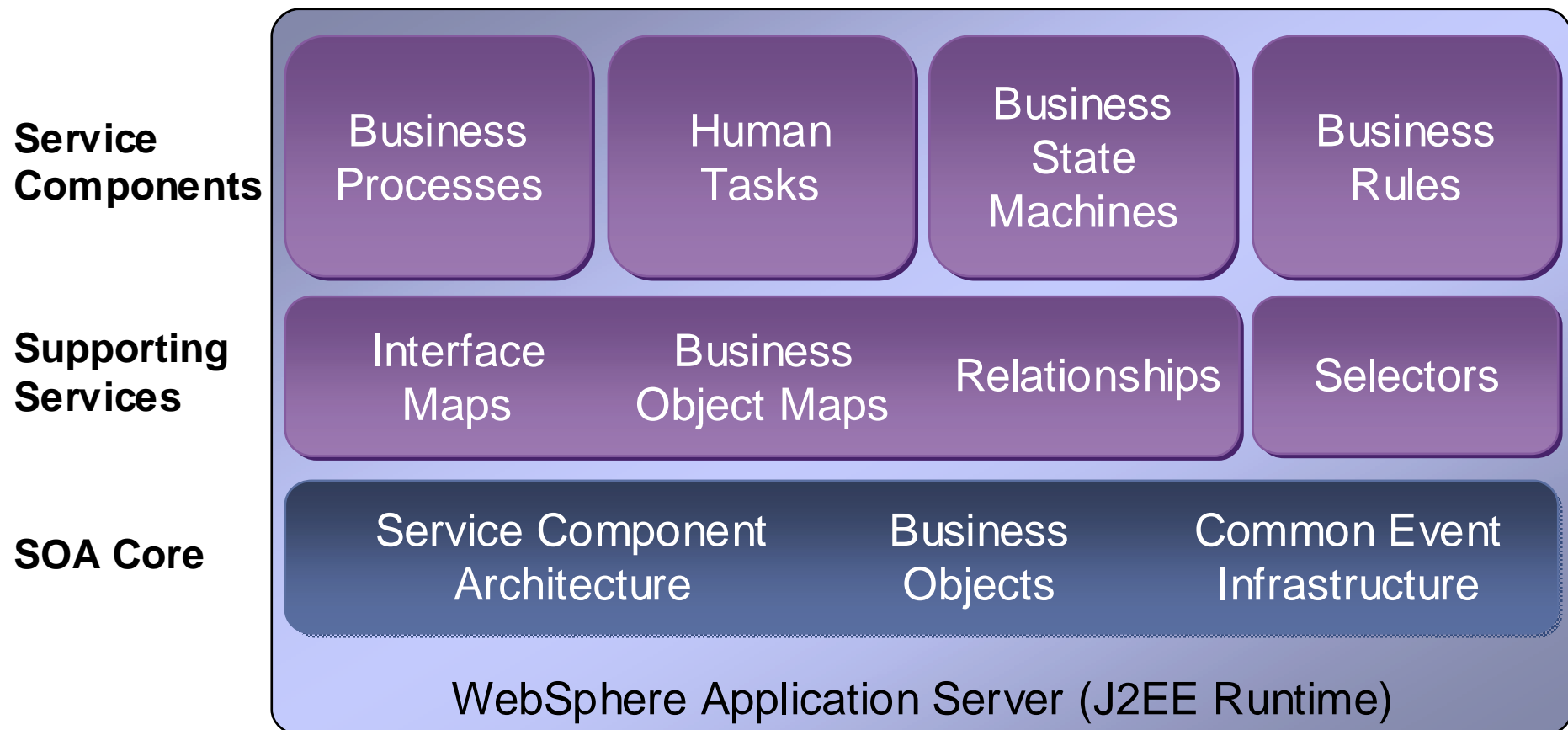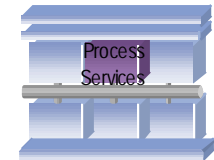 - Business State Machines
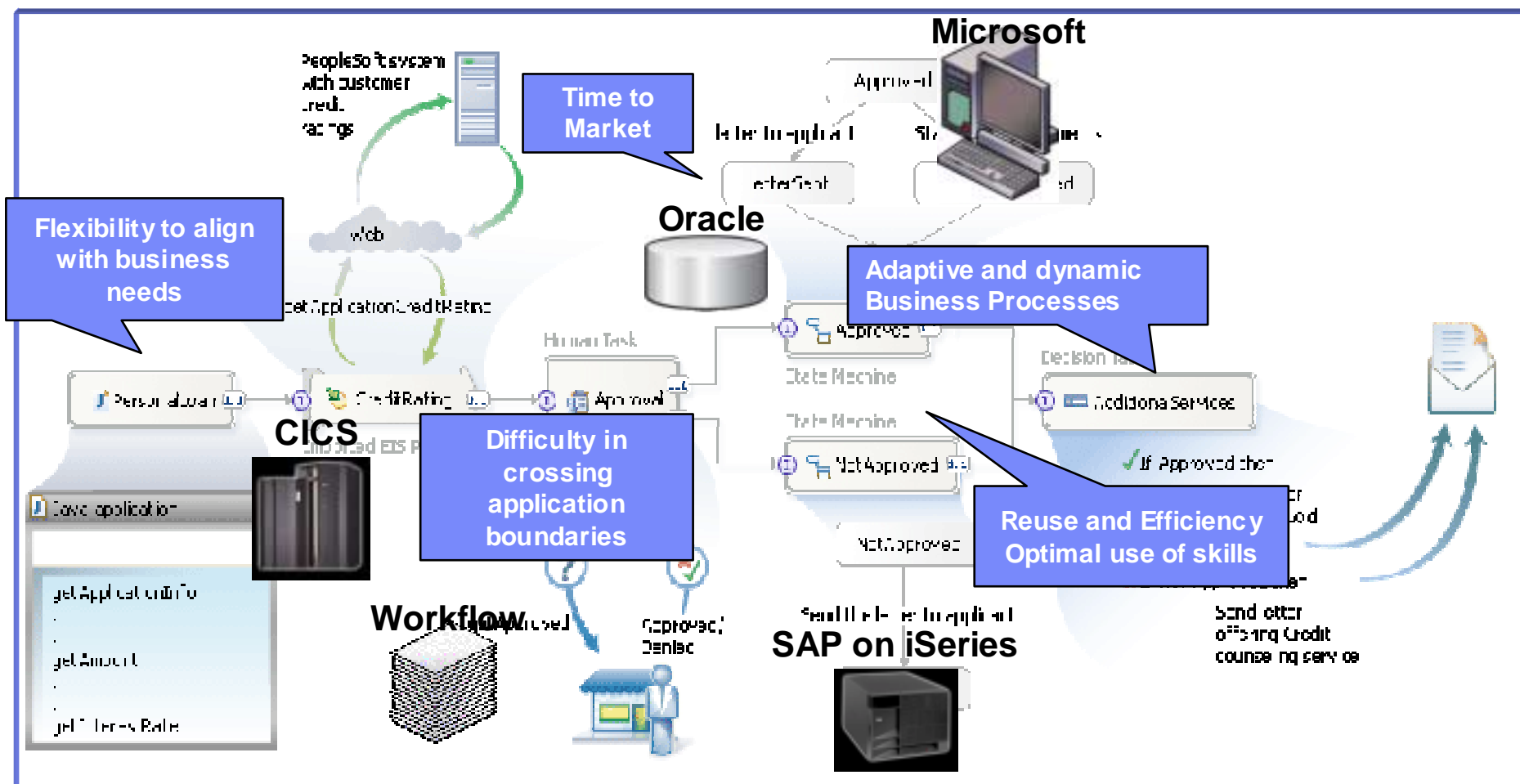 - Business Events

Point

Click

Integrate

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SOA based integration framework

Single component based framework to address all styles of integration

Service Components	Business Processes	Human Tasks	Business State Machines	Business Rules
Supporting Services	Interface Maps	Business Object Maps	Relationships	Selectors
SOA Core	Service Component Architecture	Business Objects	Common Event Infrastructure	

WebSphere Application Server (J2EE Runtime)

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Case in Point

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Case in Point: JK Enterprise: Doing more with less

JK enterprise's customer acquisition process not meeting the business goals. Need to deliver more!!!
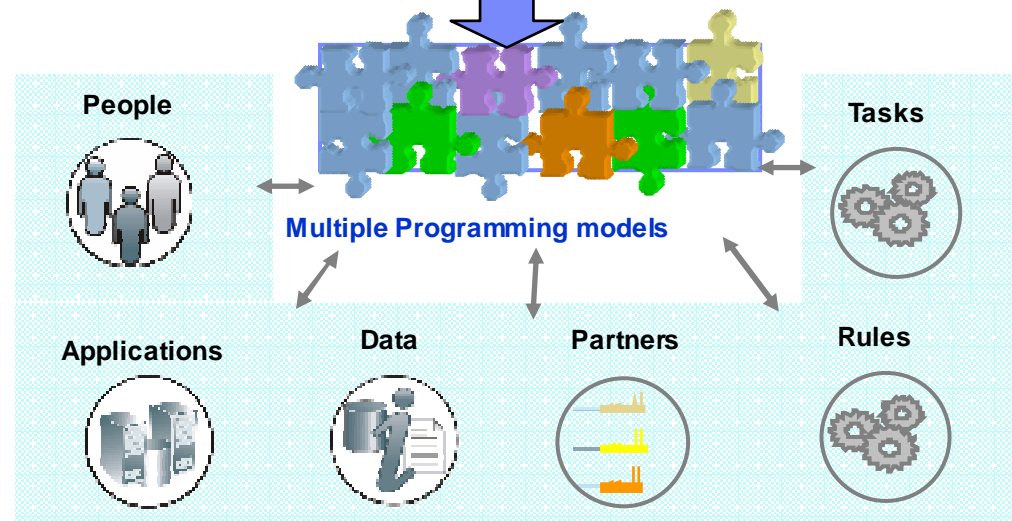
JK Enterprise: IT Challenges: Doing more with less

JK enterprise's customer acquisition process not meeting the business goals. Need to deliver more!!!

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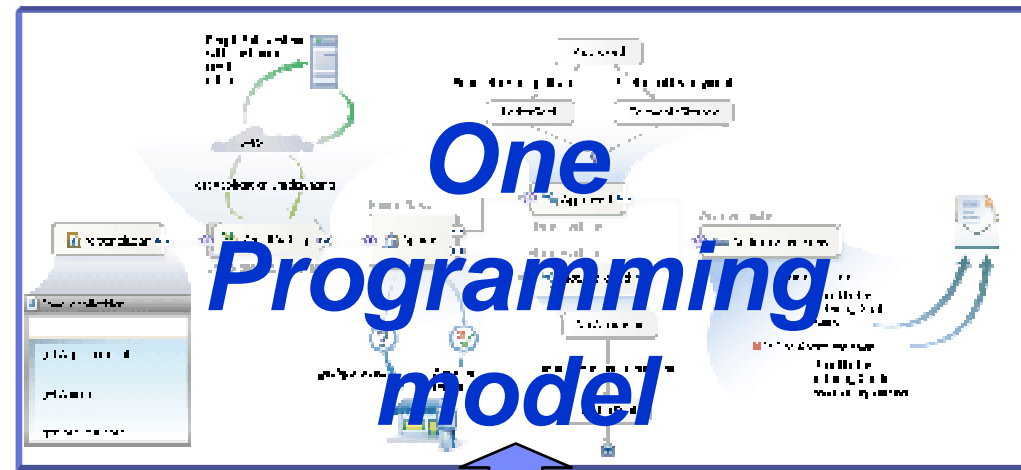
Challenges in JK's current Business Processes

- **Keeping their customers' happy**
  - Providing a guaranteed response beating the industry norm
  - Customized response with attractive offers and incentives

- **Keeping the competitors at length**
  - Respond to competitor's offer in less than 30 mins

- **Keep Fraud down**
  - Detect fraudulent and anomalous transactions and handle them manually
  - Crooks getting better!! Finding new ways to cheat.. Adaptive response that will allow genuine customers, but catch the crooks

- **Improve Yield with each customer contact**
  - Suggestive selling

- **Keeping the costs down**
  - Outsource credit scoring, shipping and handling processes

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Single Integration Framework

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One programming model to integrate your processes

Service Component Architecture to realize SOA

- **Service component as the building block for business processes**
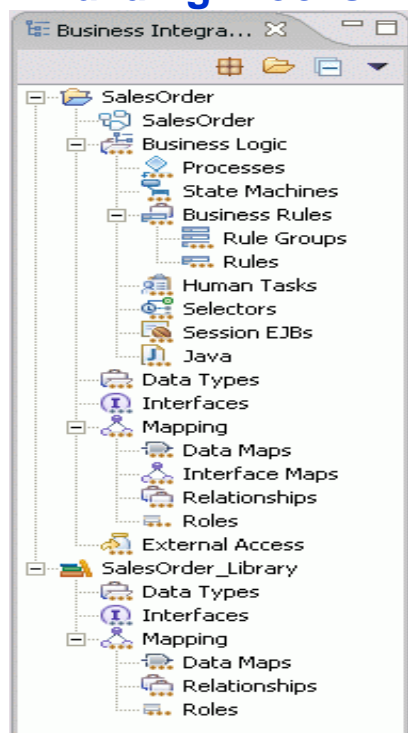
- **Processes described in WS-BPEL**

Benefits:

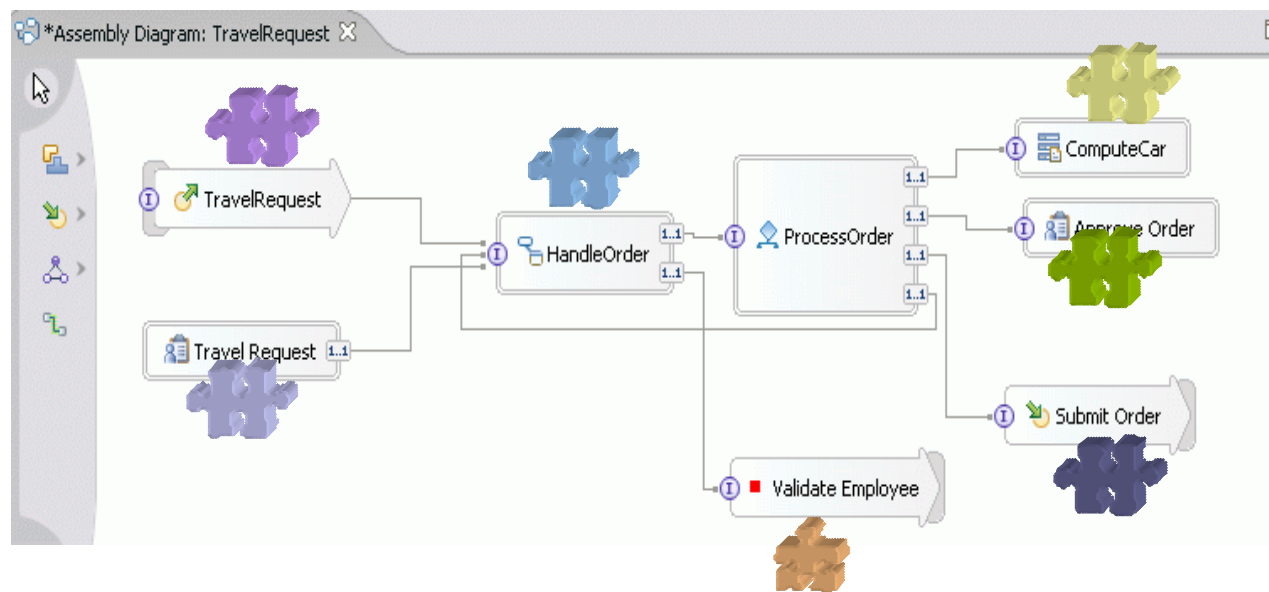- *Simplifying your implementation*

- *Minimal skills*

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Reuse becoming a Reality

Rendering existing as reusable Service Components.

Building Blocks

Building business solution by Assembling service components

Benefits:

- **Improved time to market**

- **Building Business solutions On-Demand from reusable components**

Revolutionizes Business Flexibility

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Business Rules for agility

Knobs for changes - Dynamically Responding to business processes

- **Hiding the complexity - Support for Natural Language**

- **Decision tables to organize business rules**

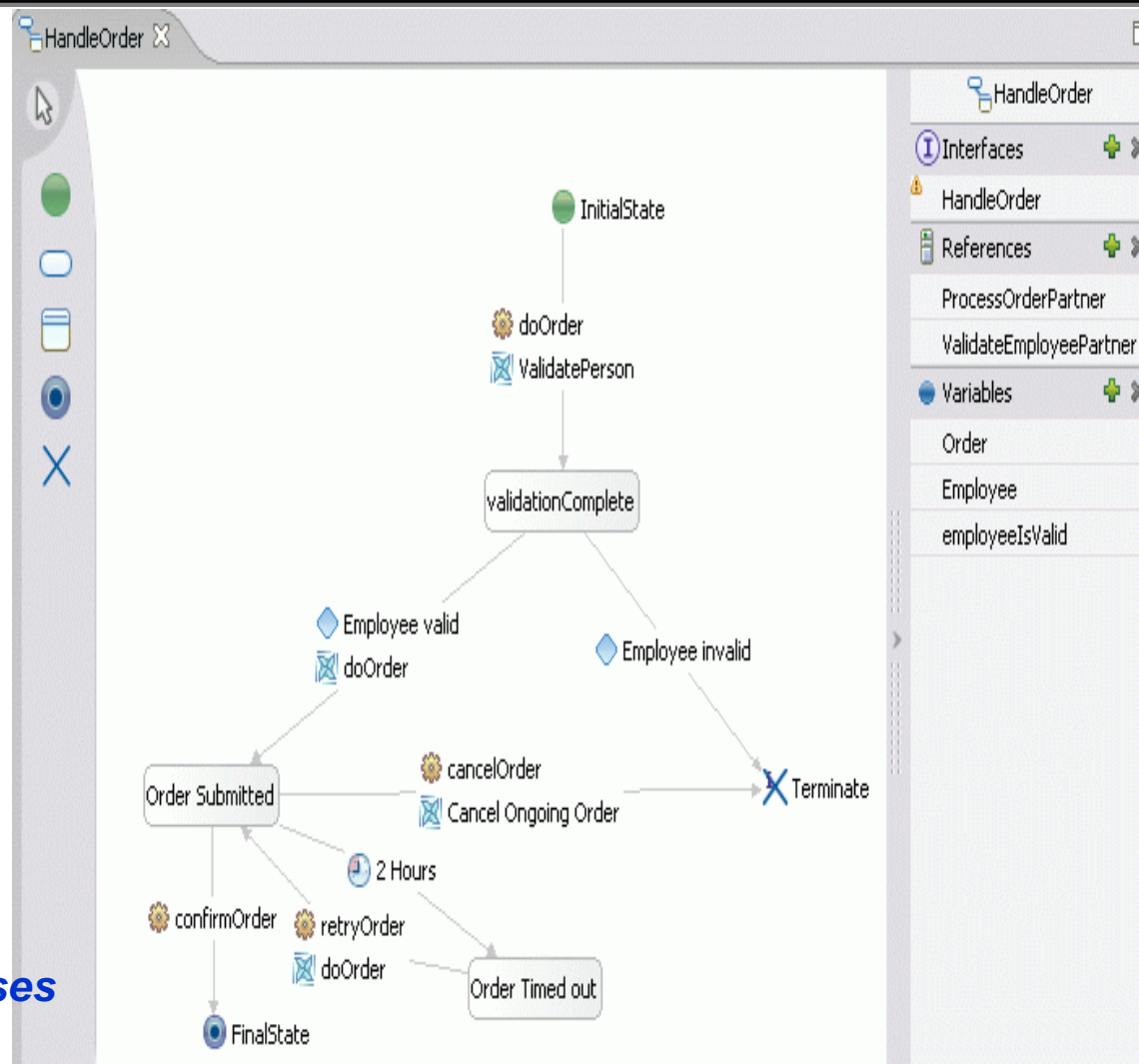| Decision Table				
info.assets	> 500000		<= 500000	
info.liabilities	< 10000	>= 10000	< 10000	>= 10000
rating	"A"	"B"	"C"	"D"

Benefits: Dynamic response to Business processes

Business State Machine for fine-tuned business response

Knobs for changes – Adapting to business events

- **Reacting to events and timeouts**

- **Addressing failures**
  - Customized response for failure

- **State Machine Editor**
  - Based on open standards UML 2.0 and BPEL events.
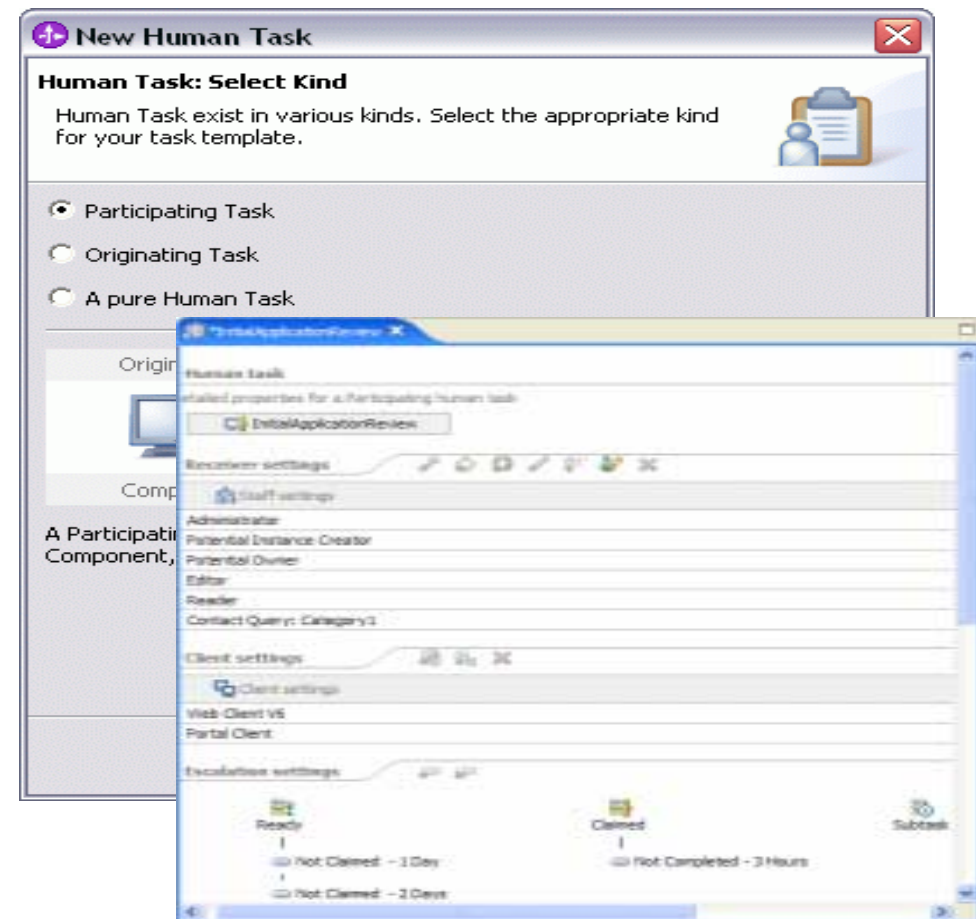
Benefits: Adaptive Business processes

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Human tasks for manual response and escalation

Knobs for changes – Dynamic human intervention

- **Human workflow as part of business processes**

- **Role based assignment of tasks**

- **Escalation to decision makers**

Benefits: Flexibility with timely intervention

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Selectors for enhanced flexibility

Knobs for changes – Selective behavior of business processes

- **Same Process – Different behavior to match business needs without changing the process flow**

Benefits: Adapative business processes

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Broadest reaching integration

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Broadest Reaching Integration
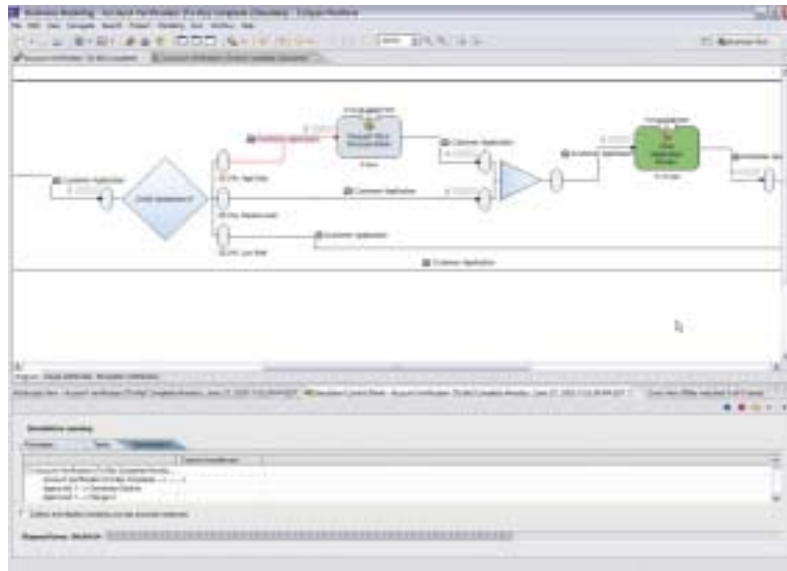
WILL BE EXPANDED

- **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

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Enabler of lifecycle of business processes

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Clean hand-off from business

Rapid implementation of business solutions from proven, tested models

WebSphere Business Modeler

Model

WebSphere Integration Developer

Assemble-Deploy-Run

Clean hand-off

WebSphere Process Server

Benefits:

- **Time to market**

- **Accurate implementation of business models**

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Closed Loop For Continuous Improvement

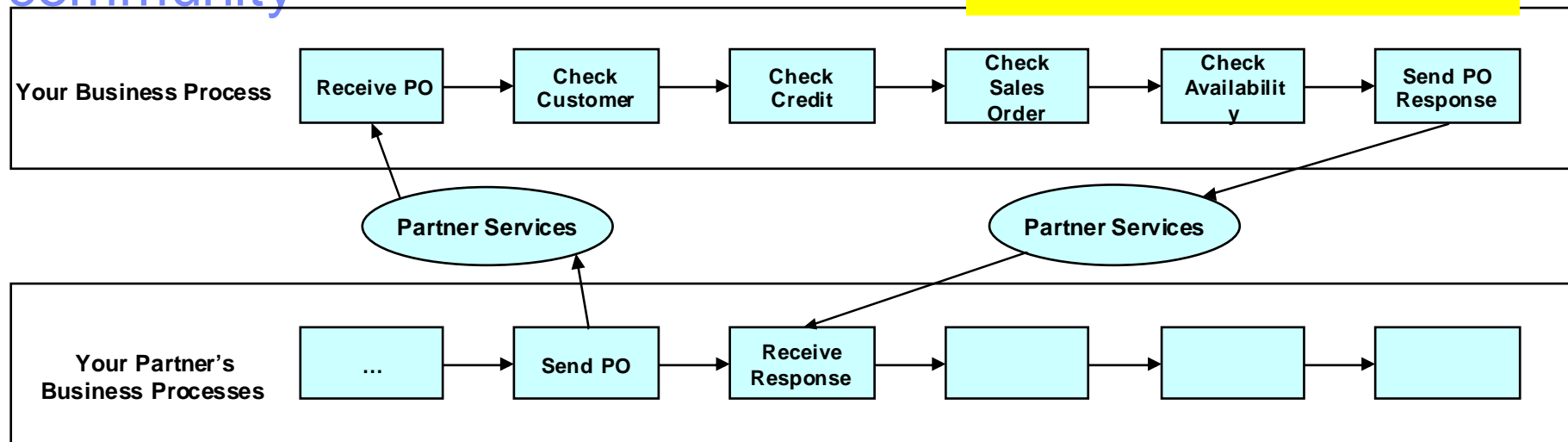## Complete WebSphere BPM Solution

- **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

Benefits: Aligning IT with Business

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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WebSphere Partner Gateway - efficiently integrate your processes with those of your business partner community

NEED TO SIMPLIFY

Your Business Process

Receive PO → Check Customer → Check Credit → Check Sales Order → Check Availability → Send PO Response

Partner Services   **Partner Services**

Your Partner's Business Processes

... → Send PO → Receive Response → [ ] → [ ] → [ ]

- Partner Services:
- Partner Profiles, Connections, Protocols, Standards
- AS1, AS2 for non-repudiable B2B transactions
- Public Key Cryptography, Secure Sockets Layer
- Replay/Resend, HTTP(S), XML, FTP(S), SMTP, SOAP,
- RosettaNet, cXML EDI, FTP scripting (VAN connectivity)
- Functional Acknowledgements, Packaging, Enveloping/De-enveloping, Validation, EDI Transformation
- Console: Event Viewing, B2B Document Viewing, Alerts
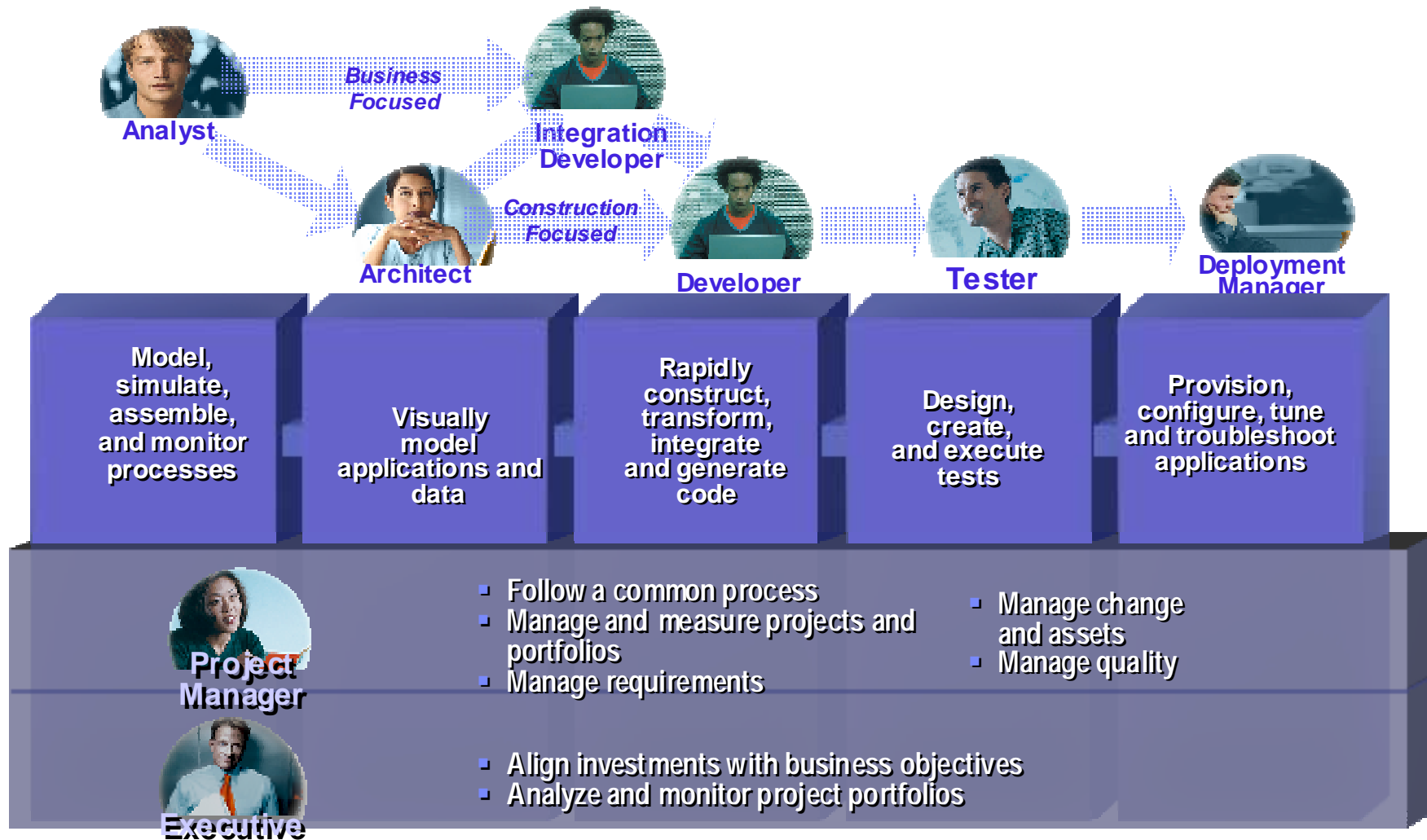- Common WAS v6 runtime

Industry Examples:
- Banking: Coordinate credit & payment information
- Insurance: Coordinate claims information
- Health: Coordinate insurance information
- Government: Coordinate customs information
- Telecommunications: Coordinate billing information
- Manufacturing: Coordinate supply chain information
- Distribution / Logistics Coordinate shipping information
- Retailers: Coordinate inventory information

Integrating with CICS

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Integrating with Portal

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Role based Business Driven Development

A complete, open, modular, and proven development platform for Business Processes

Analyst

Business Focused

Integration Developer

Architect

Construction Focused

Developer

Tester

Deployment Manager

Model, simulate, assemble, and monitor processes

Visually model applications and data

Rapidly construct, transform, integrate and generate code

Design, create, and execute tests

Provision, configure, tune and troubleshoot applications

Project Manager

- Follow a common process
- Manage and measure projects and portfolios
- Manage requirements

- Manage change and assets
- Manage quality

Executive

- Align investments with business objectives
- Analyze and monitor project portfolios

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WebSphere Software Platform – Development Roles

Role	Description	Benefits & Skill Requirements
Business Analyst	Modeling business processes for optimization or to reengineer existing business processes or define new business processes	**No programming experience required** - Can focus on business performance & process
Integration Developer / Specialist	Visual tools to configure integration logic with existing and new applications and humans in the network	- Some basic programming experience (loops, conditions, string manipulation) **No J2EE skill required** - Expect tools to simplify and abstract advanced IT implementation details
Software Architect	Model-driven development environment that automates the translation from design to implementation. Includes requirements and business modeling integrations with Requisite Pro and WBI Modeler	**Focused specifically on UML modeling and J2EE implementation**
J2EE / Java Application Developer	Comprehensive integrated development environment, for Web, Java, Web services, Portal, and EJB development with visual tools that accelerate application development.	**Focused specifically on J2EE implementation**
Enterprise Developer	Tools for maintaining legacy assets and extending them to new users to enable those assets to be used in Service Oriented Architectures (SOA) and as Web services	**Focused on mixed workload of J2EE and COBOL/PL1/RPG environments**

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Helping Customers

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SOA Self Assessment Tool

Assessment

- User answers 16 questions about state of SOA adoption

- 4 questions for each category – Processes, Architecture, Applications, Infrastructure

Results

- User receives 4 sets of recommendations, one for each category customized to the calculated level of maturity

- User's maturity level is mapped to Business Integration Adoption model for each category of question

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Easy *Access* to skills and resources

- *Extensive Education to improve your skills for successful implementation*
  - Job/Role Based Curriculum to match your organizational needs
  - Designed to match skills and proficiency
  - Flexible delivery to optimize your time and budget
  - Delivered by well-trained certified IBM instructor

  http://www.ibm.com/software/..../education.pdf

- *Comprehensive e-Support Portal for self-help and Knowledge*
  - Customizable to your specific support needs
  - Online Product tutorials, samples, presentations and demos
  - Education Assistant Tool for easy navigation available courses
  - On-line Account Management using Passport Advantage Online tool

  http://www.ibm.com/software/.........

- Best Business Practices for rapid and optimal implementation of business processes

- Comprehensive set of Redbooks for successful execution and operations

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Fact Sheet

- **Platform Details..**

- **Standards Details..**

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