



IBM SOA

People, Process, Information for Business Centric SOA

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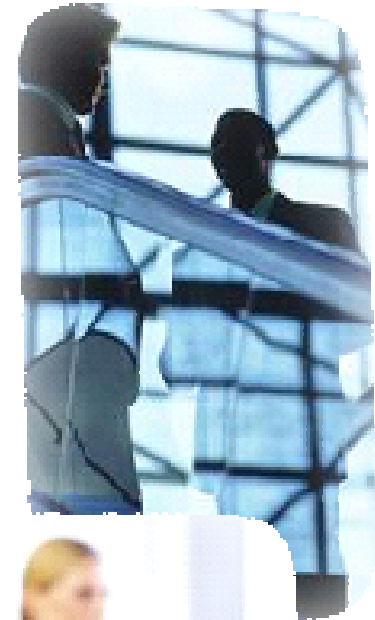


11/21/2007

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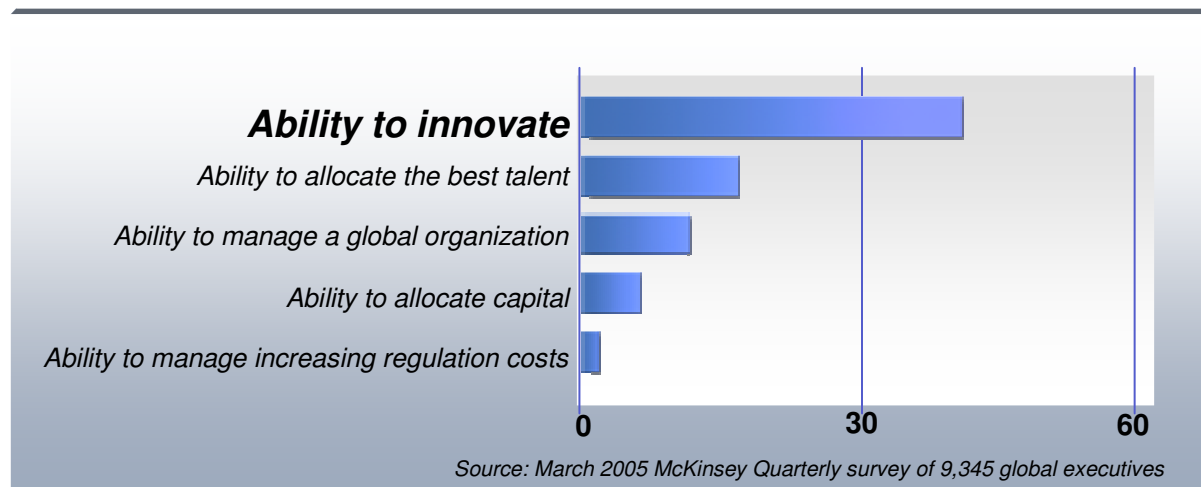
Session Roadmap

- Business and IT meet
- The SOA Entry Points
- Entry points are evolving
 - People and Web 2.0
 - Information Analytic Services
- Combine entry points for a value multiplier effect



Why SOA? Its all about Flexibility & Change.....

- CIOs and CTOs recognize Innovation as the most important capability for Growth
- 87% of CEOs believe fundamental change is required in next two-years to drive innovation
- Yet: Only 1 in 10 CEOs believe their organization has the ability to be very responsive to changing market conditions



Flexible Business Models

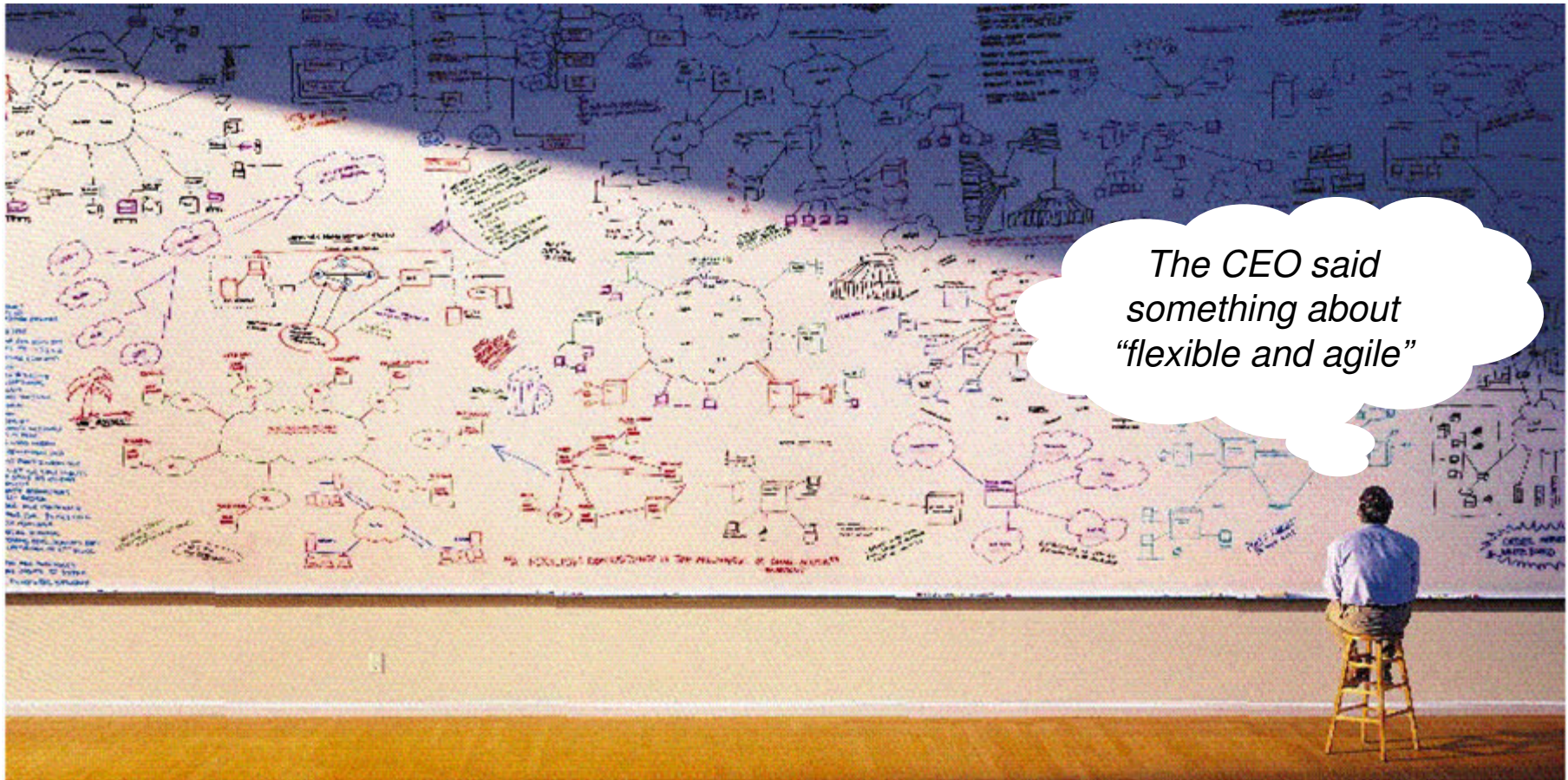
- Need Flexible IT
- But Today's IT Systems are Roadblocks
 - Complex
 - Monolithic and siloed applications
 - Inconsistent information sources
 - Custom coded connections
- Not designed for change



“Today’s IT architectures, arcane as they may be, are the biggest roadblocks most companies face when making strategic moves.”

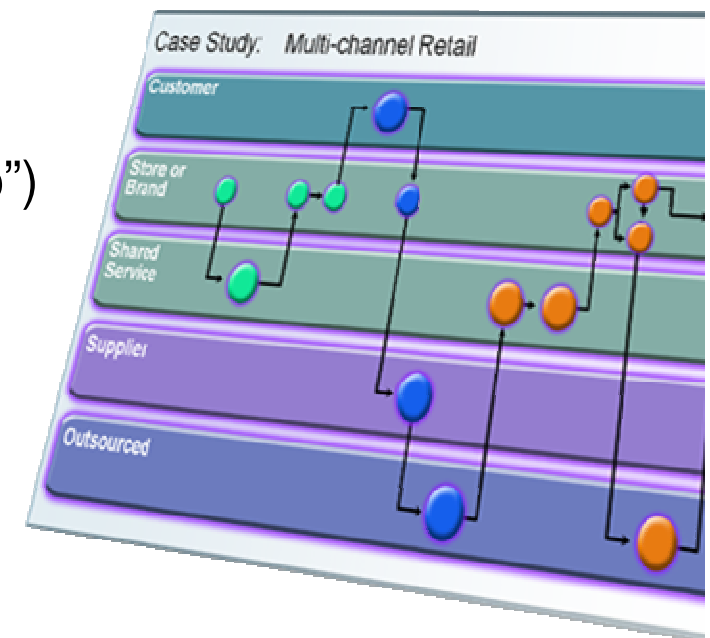
McKinsey “Flexible IT, Better Strategy”

The business problem



The SOA Promise

1. Flexible IT Support for always changing Business Models & Processes
2. Real Business Process Management
3. Reuse of Existing IT Functionality
4. Alignment of Business & IT (“Bridging the Gap”)



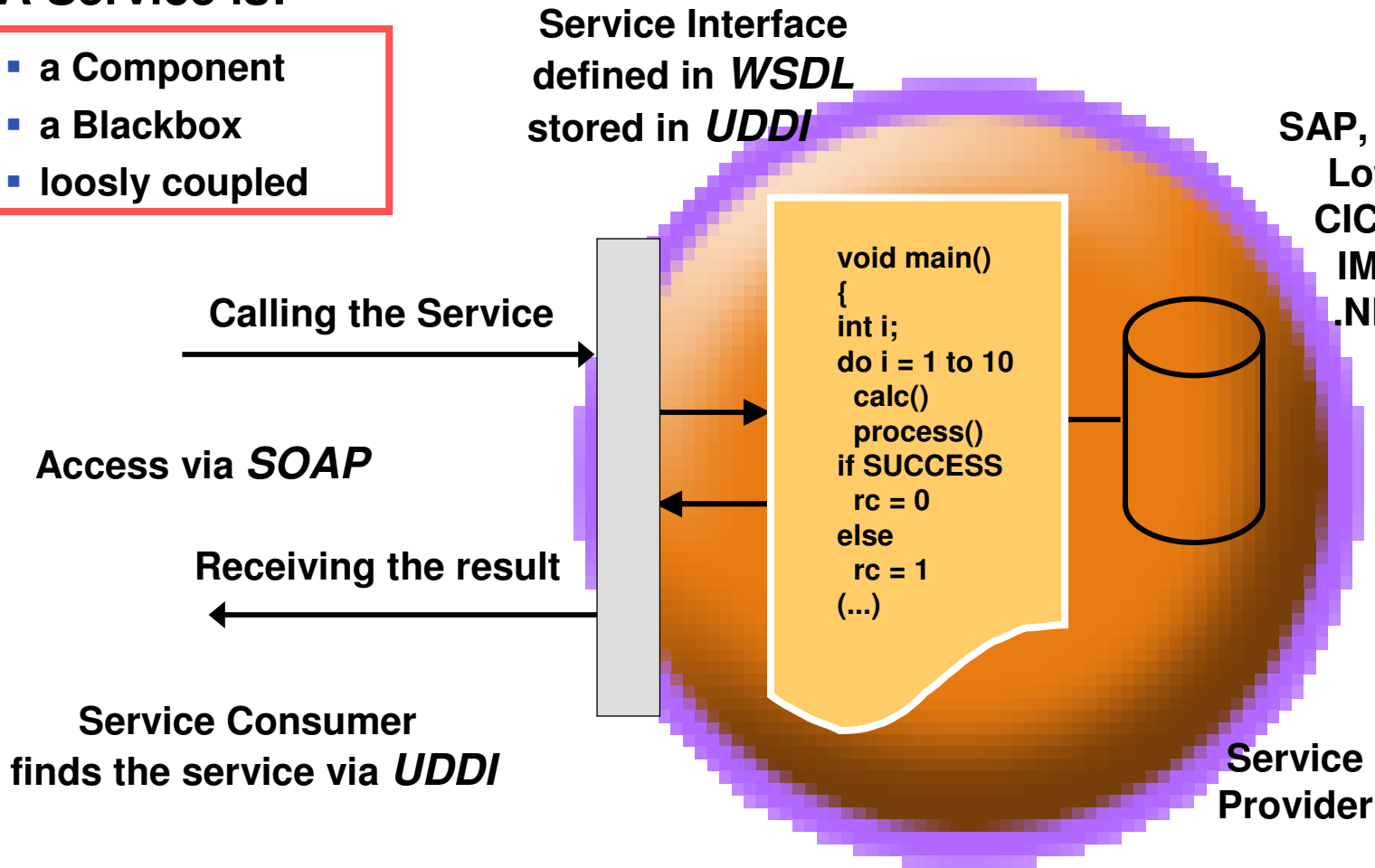
Packaged Business Functionality as Service

A Service is:

- a Component
- a Blackbox
- loosely coupled

Implementation can be:

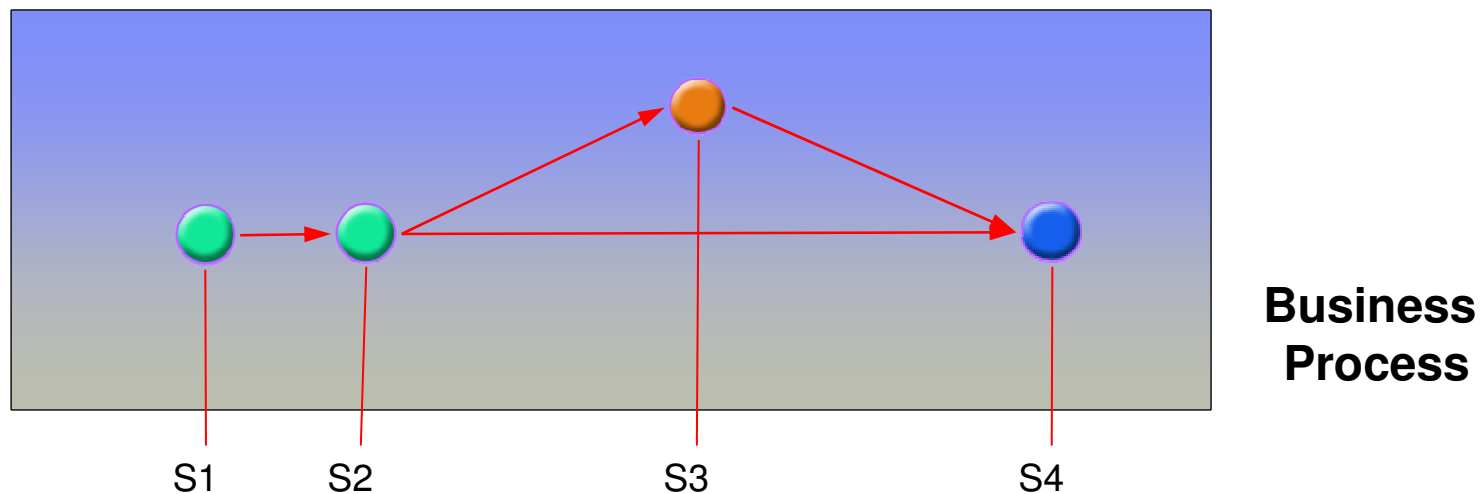
- J2EE App
- Human Task
- SAP, Siebel, Oracle
- Lotus Notes App
- CICS Transaction
- IMS Transaction
- .NET application
-



Integrate Services into Processes

Process Choreography

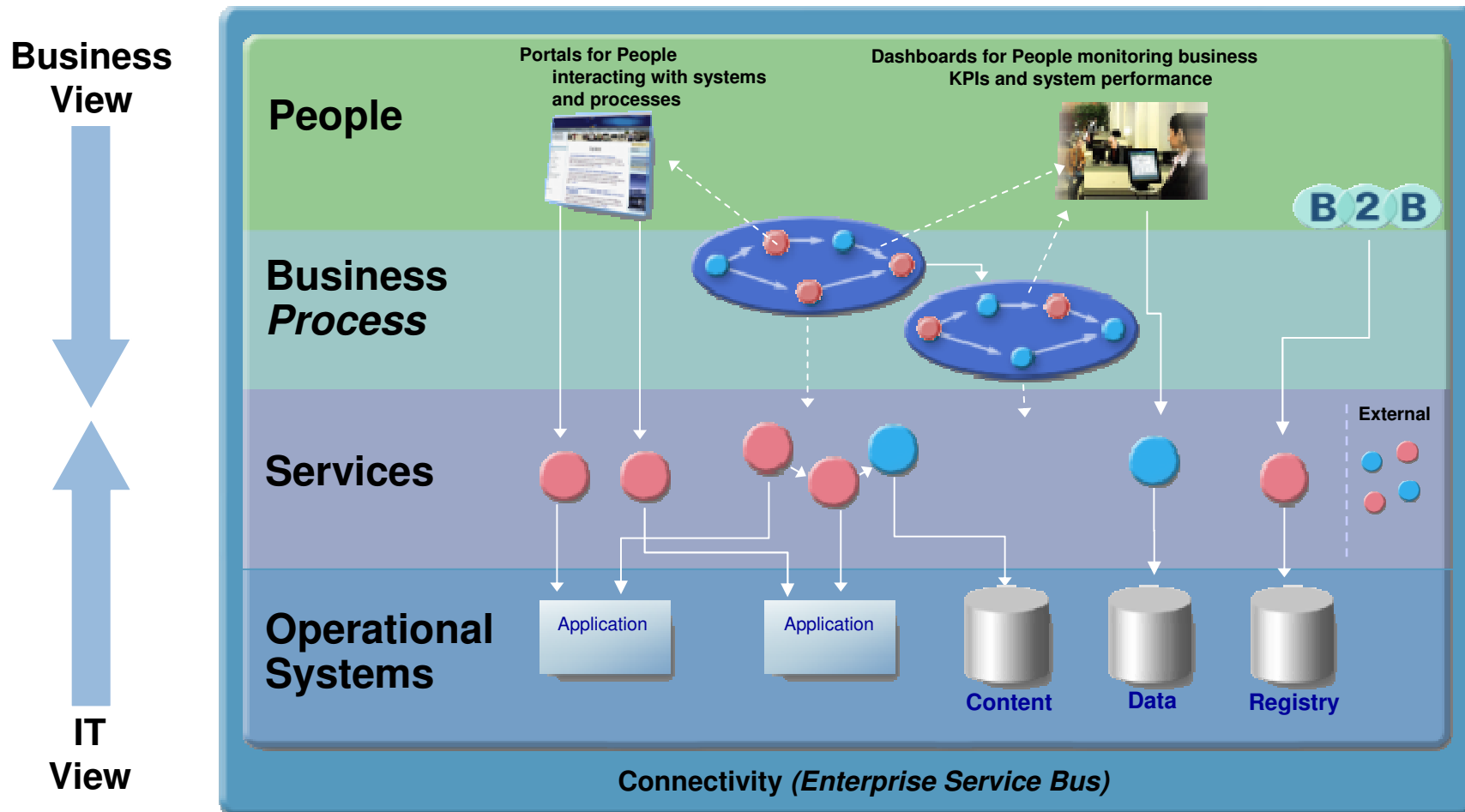
Based on Business Process Execution Language (*BPEL*)



BPEL is meaningful to line-of-business people !

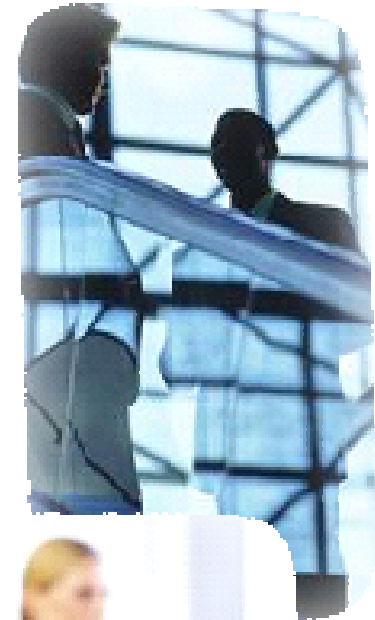
Services – the building blocks for business processes

Efficiency in creation, reuse for execution...flexibility for change

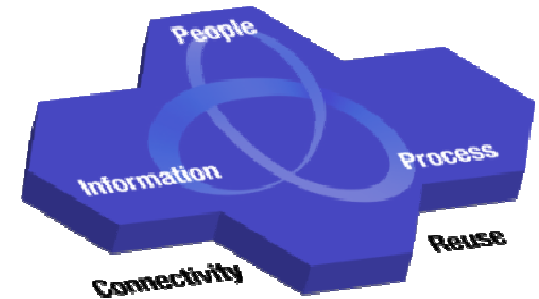


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The SOA Entry Points



People

Greater productivity and flexibility through targeted user interactions for improved operations and collaboration



Process

Achieve business process innovation through treating tasks as modular services



Information

Provide trusted information in business context by treating it as a service



Reuse

Service-enable existing assets and fill portfolio gaps with new reusable services

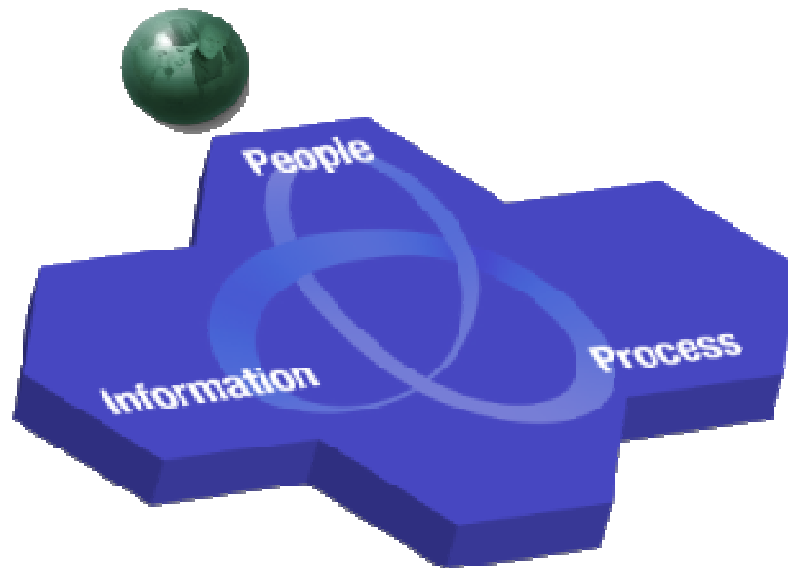


Connectivity

Connect systems, users, and business channels based on open standards

The People Entry Point

Efficient, collaborative, real time decision making and execution for business agility and responsiveness



...a starting point for SOA - enabling people to interact with application and information "services" supporting business processes.

Why It's Important

People are the drivers of the business – they interact with reusable business services using the right information at the right time!



Transalta

Role-Based Emissions Dashboard



Business Challenge:

- Provide real-time KPIs of plant operations
- Monitor/regulate over capacity generation
- Ensure compliance to stringent environmental requirements (eg: emissions)
- Surface data from SAP, Domino, DBs

Solution:

- Real-Time Emissions Dashboard
- Role-based views

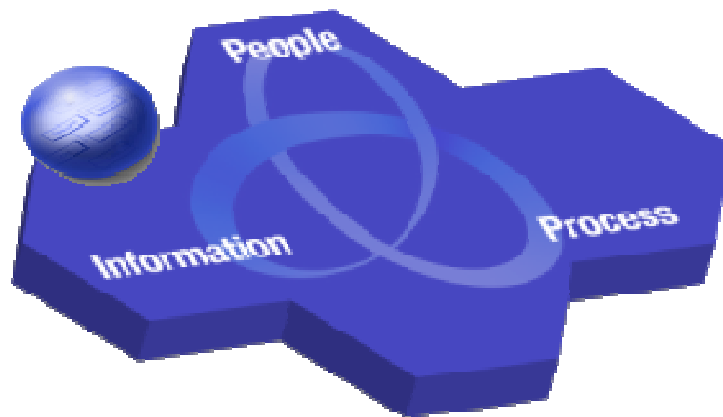
Implementation Details:

WebSphere Portal, Workplace Dashboard Framework



The Process Entry Point

Integrates and synchronizes business systems and choreographs business and system activities into reusable process components



....the process of supplementing a manual process with an automatically controlled alternative through the orchestration and integration of technology and human assets to form streamlined processes.

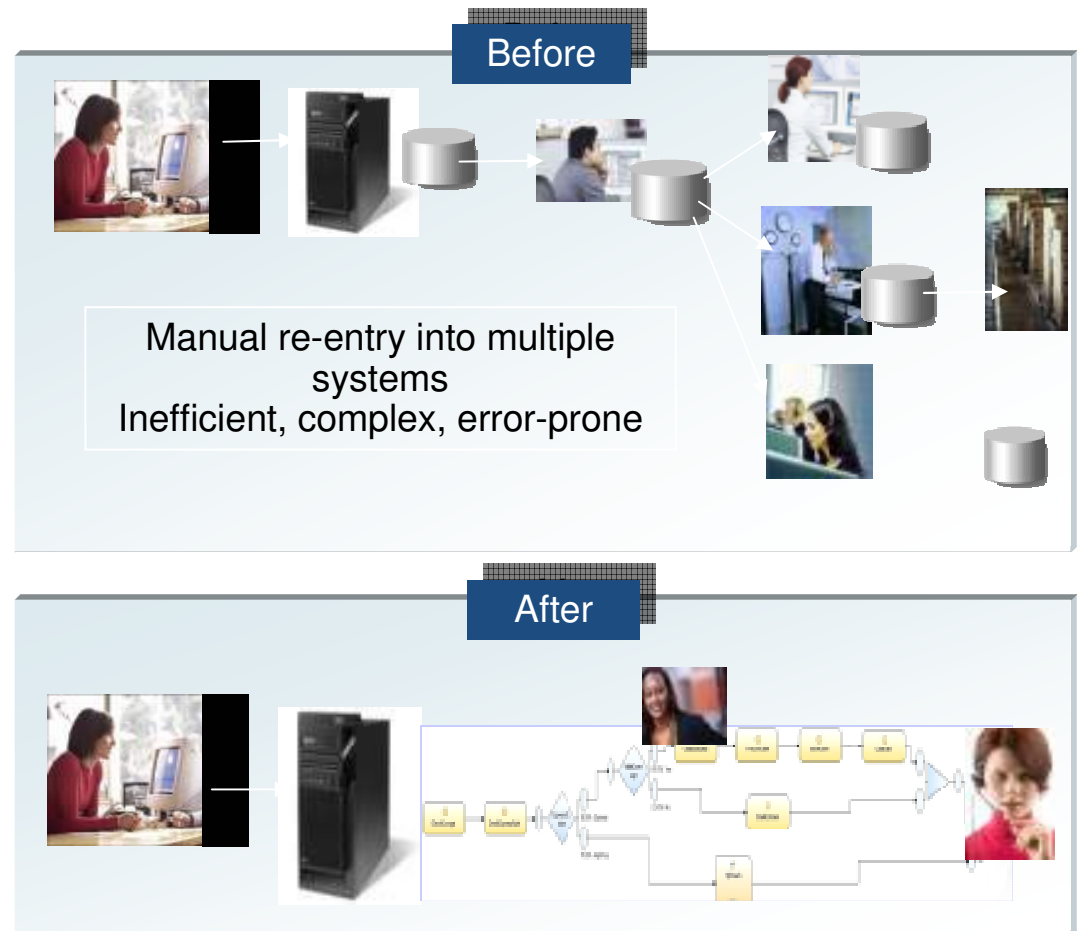
Why It's Important

Automated processes reduce administrative time and adaptable and reusable processes to enable faster reaction to business indicators.

Respond Quickly with Automation using SOA

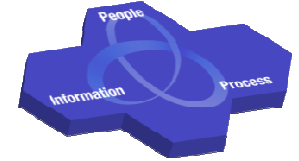
■ Process Automation

- Integrate and Synchronize Business Systems
- Choreograph Process Activities Across the Organization
- More responsive IT organization
- Pre-built, reusable services reduce:
 - execution time
 - complexity/ maintenance costs
- Higher productivity through automated process execution:



Automating the mail delivery process

Wüstenrot & Württembergische AG create a high tech pipeline



Wüstenrot & Württembergische
AG

Business Challenge:

- *Needed an automated, paperless mail distribution solution to reduce mail delivery time and save money.*



Solution: A back-end document repository, automated workflows, a mail processing application and an easy-to-use interface:

- automatically stores and distributes incoming mail
- enables back-office employees to access a list of duties and responsibilities



Results:

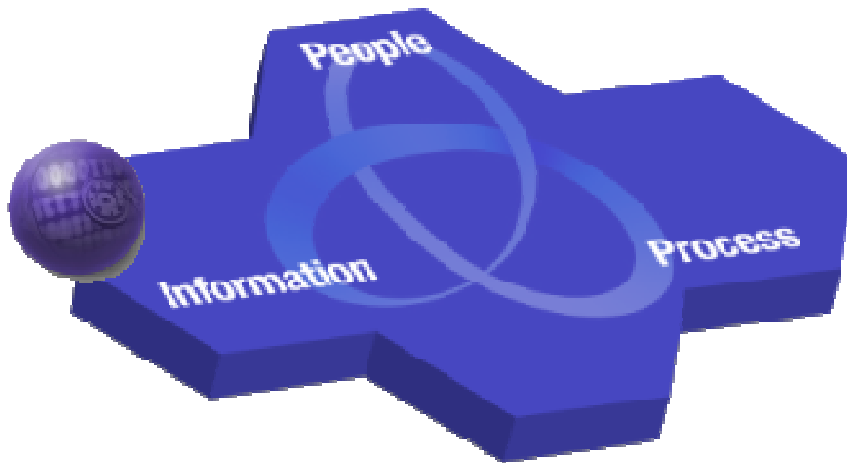
- Improved efficiency and customer service: mail is now processed and delivered within 2 hours
- Increased productivity: outlines tasks, priorities and makes workload balancing and management easier



Implementation Details: WebSphere Business Modeler, WebSphere Process Server, WebSphere Integration Developer, WebSphere Information Integrator Content Edition

The Information Entry Point

Delivering actionable information to people and processes

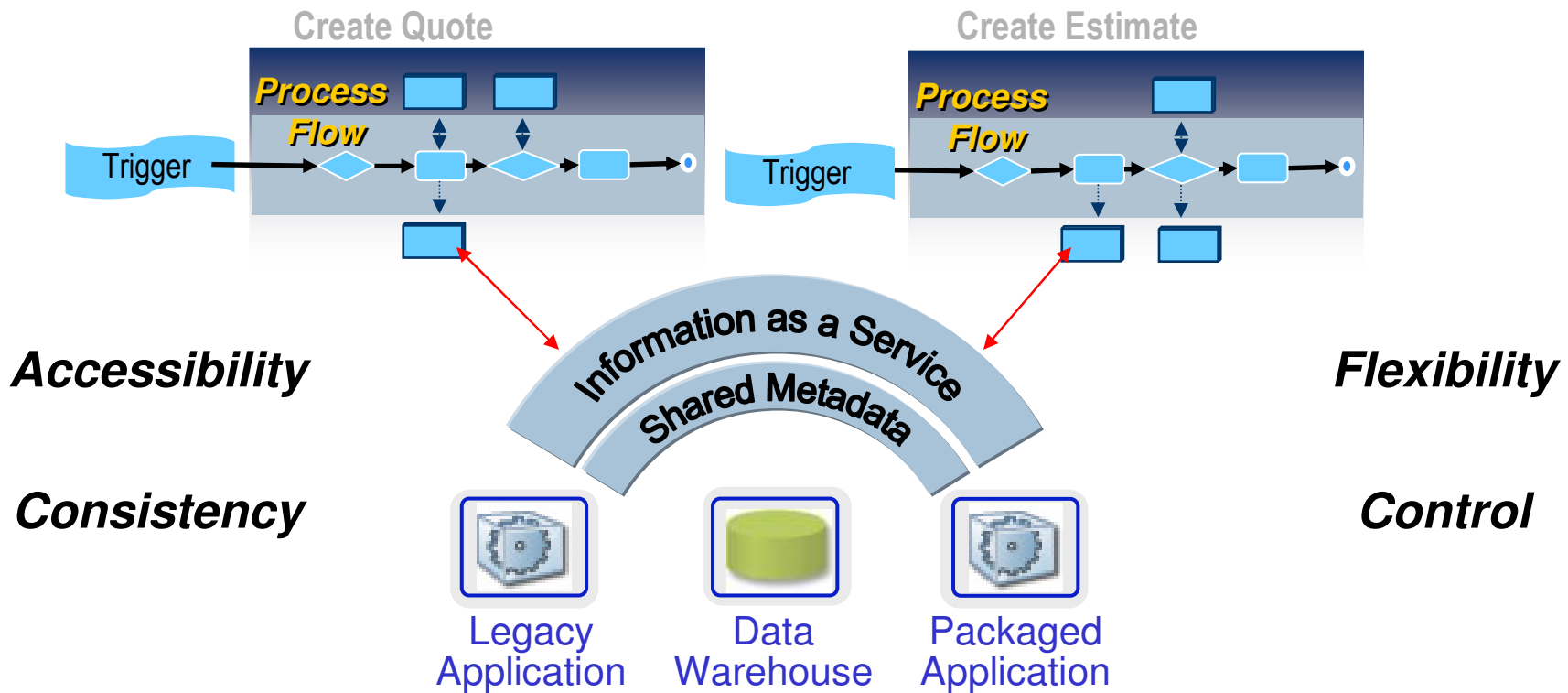


Connect, enhance and deliver in-context information across diverse operating systems, applications and legacy systems through reusable services.

Why It's Important

The Information Services enables consistent views and maintenance of data and content, providing a “single view of the truth” to people and processes

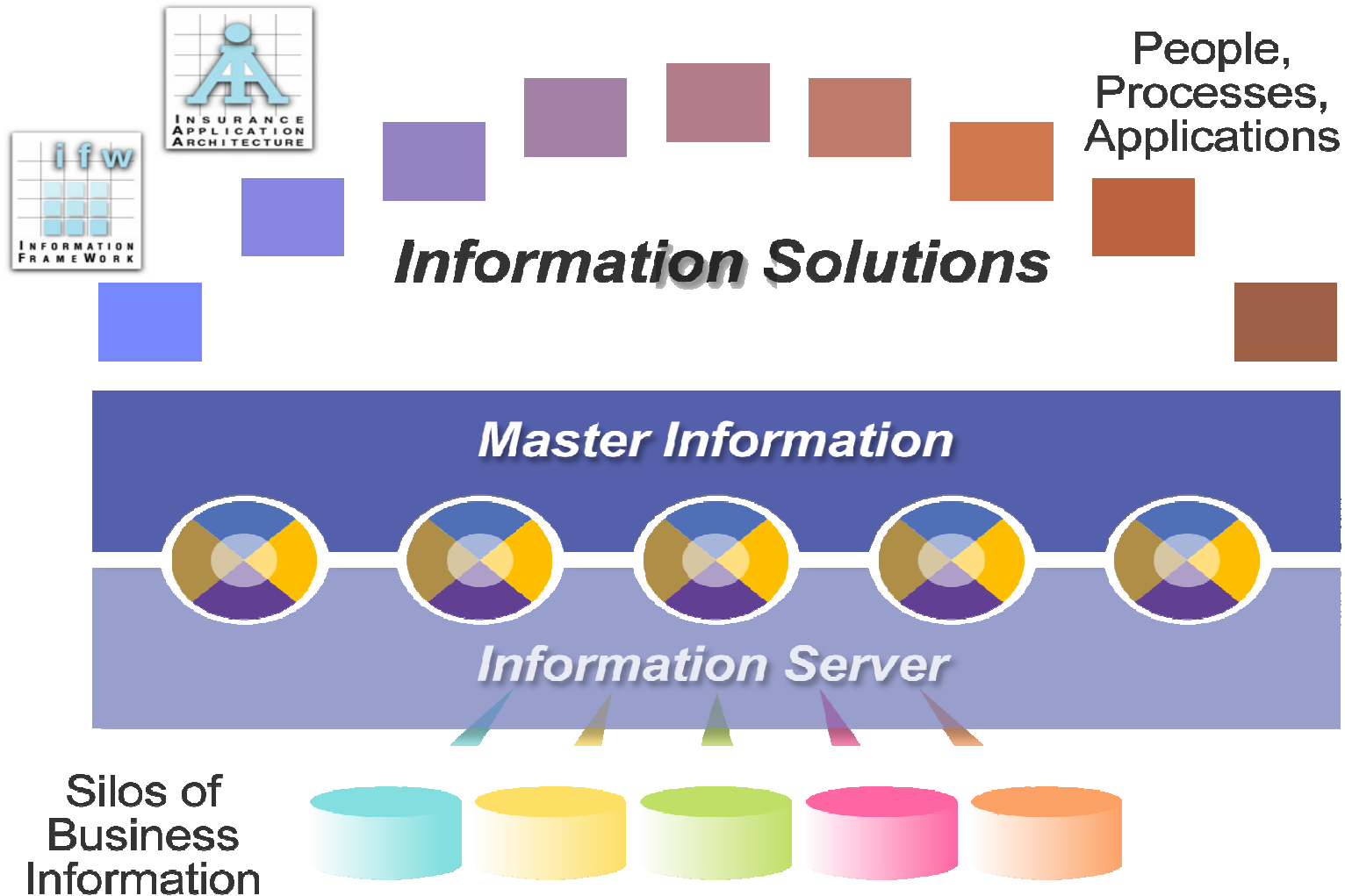
Information Virtualization Improves Flexibility



- *Consistent packaging of data*
- *Leverages understanding of metadata relationships*
- *Applies consistent rules to data*
- *Centralized control and maintenance*
- *Flexibility to change information sources and formats*

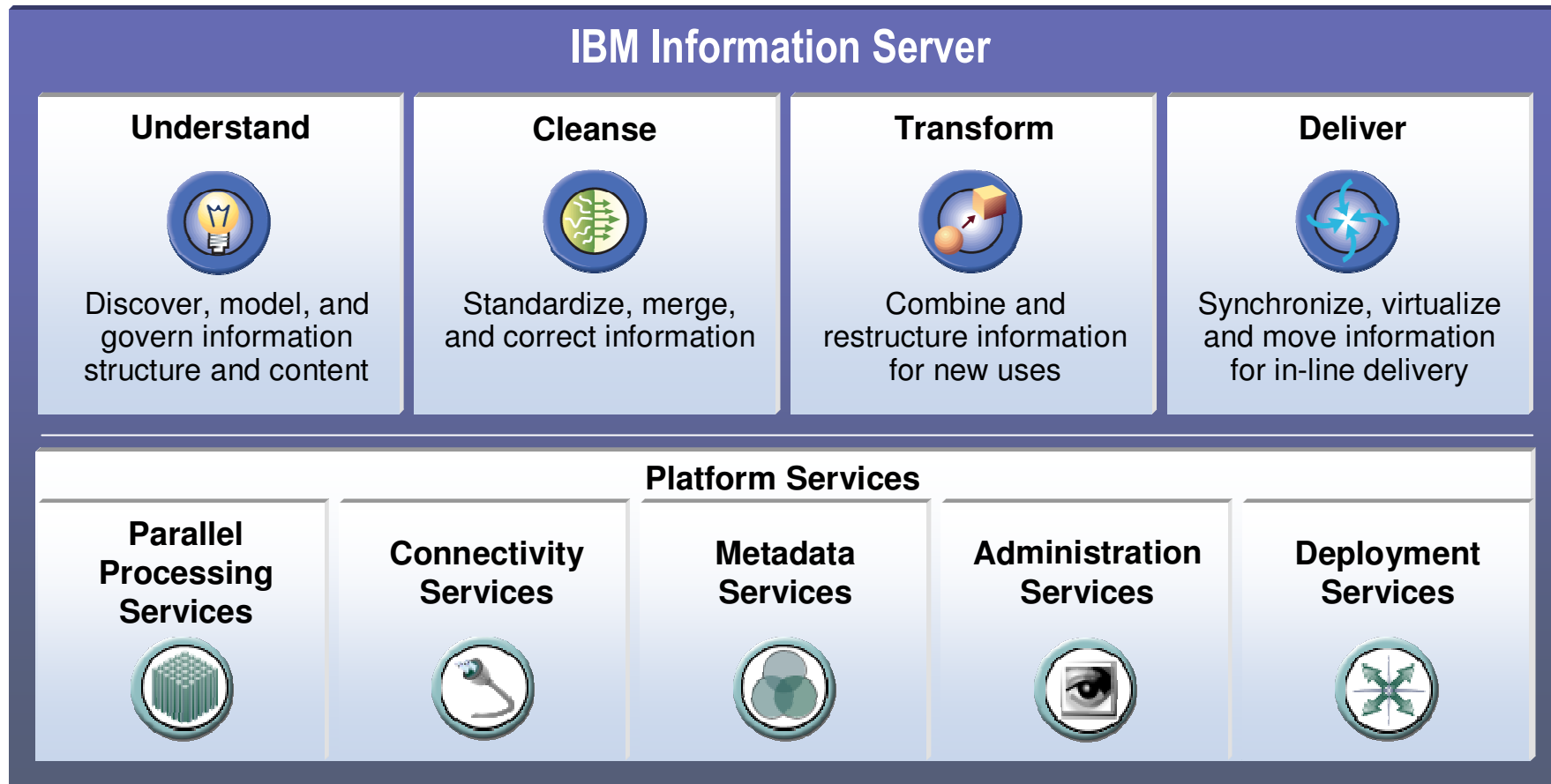
SOA Implements actionable information services

People and Process are dependant on information



IBM Information Server

Delivering information you can trust





Co-operators Insurance

Master Data Services to maintain customer info across lines of business



▶ **Business Challenge:**

Create a source for complete and accurate customer information to drive sales across lines of business and save costs

▶ **Solution:** Core customer information hub built on service oriented architecture for maximum flexibility, with cross-references to policy, claims and billing systems

▶ **Results:**

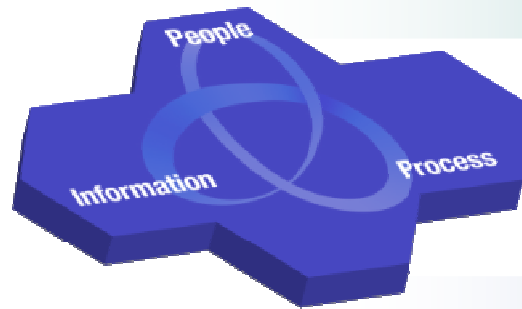
- Can up-sell and cross-sell more effectively, growing revenues and customer loyalty
- Efficiency due to “once and done” processing helps to avoid manual data fixes, and reduces IT maintenance support
- Service oriented architecture provides flexibility, ease of maintenance and reduced development time
- Enhanced customer service and business development opportunities

▶ **Implementation Details:** DB2, WebSphere Application Server, IBM WebSphere Business Integration Server, WebSphere Customer Center, WebSphere MQ

People, Process, and Information Primary Products

Information

- IBM Information Server
- IBM Master Data Management
 - WebSphere Customer Center
 - WebSphere Product Center
- DB2 9 pureXML



People

- WebSphere Portal
- WebSphere Portlet Factory
- Workplace Forms
- Workplace Dashboard Framework
- Lotus Expeditor
- Lotus Sametime

Process

- WebSphere Modeler
- WebSphere Integration Developer
- WebSphere Process Server
- WebSphere Adapters
- WebSphere Business Monitor



Announcement Highlights



Information

FileNet P8 Content Manager

- *Integrated event services to SOA-enable content-centric processes*

DB2 9 for zOS

- *Scalability and performance for both relational and XML data.*

IBM Metadata Workbench

- *Showing where information comes from and what happens to it along the way*

Dynamic Warehouse

- *Embedded Analytics insight capabilities with integrated tooling*



People

WebSphere Portal

- *Composite application / business mashup framework features Web 2.0. capabilities*

Lotus ActiveInsight

- *Performance Dashboard to link corporate objectives with relevant business information*

WebSphere Portlet Factory

- *Rapid portlet creation environment*

Lotus Component Designer

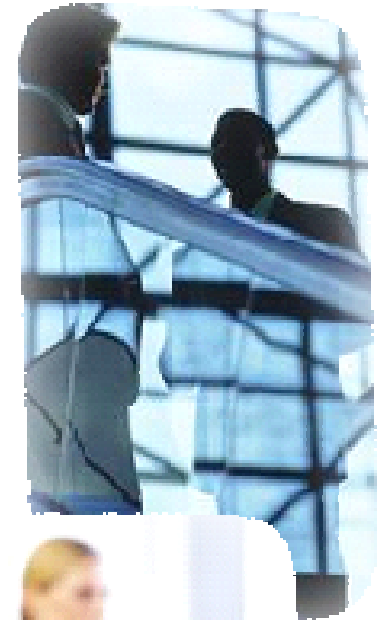
- *Easy to use scripting tool lowers barriers to development of Java or web based apps*

Application Infrastructure Services

- *Portal Infrastructure Services to help implement your platform*

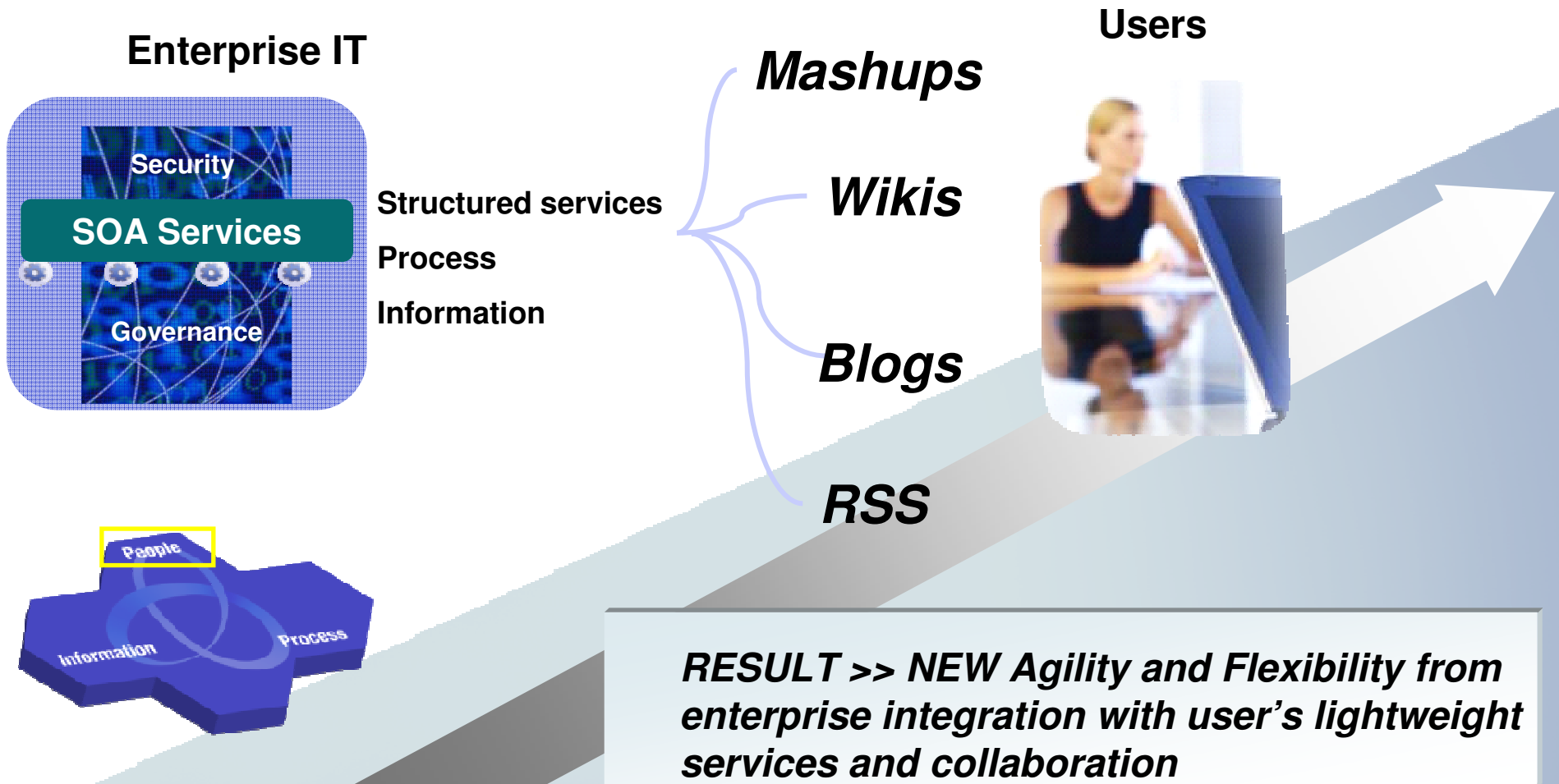
Session Roadmap

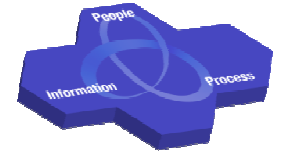
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Web 2.0 SOA takes the People Entry Point to the next level

Users pull SOA services





Increase brand awareness for customers and drive revenue Starwood – Sheraton.com



HOTELS & RESORTS WORLDWIDE, INC.



Business Challenge:

- Communicate the brand
- Create online community while enhancing brand loyalty
- Enable consumers to connect with other consumers
- Improve guest satisfaction
- Improve conversion rates for greater revenue

- ▶ **Solution:** Use SOA-based services to add value to brand initiative and web site redesign – enabling greater community and collaboration features for web 2.0 capabilities
- ▶ **Results:** Increased guest satisfaction, Increase in page views and visitors, Increased conversions → revenue
- ▶ **Implementation Details:** WebSphere Application Server, WebSphere Process Server

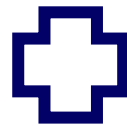
Web 2.0 Goes to Work *with SOA*

Social Software

- Lotus Connections
- Blogs
- Wikis
- Collaboration

Infrastructure

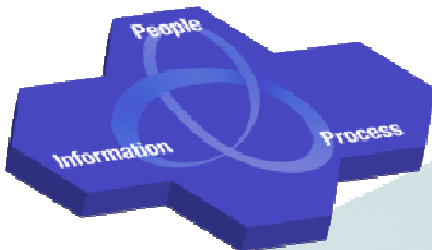
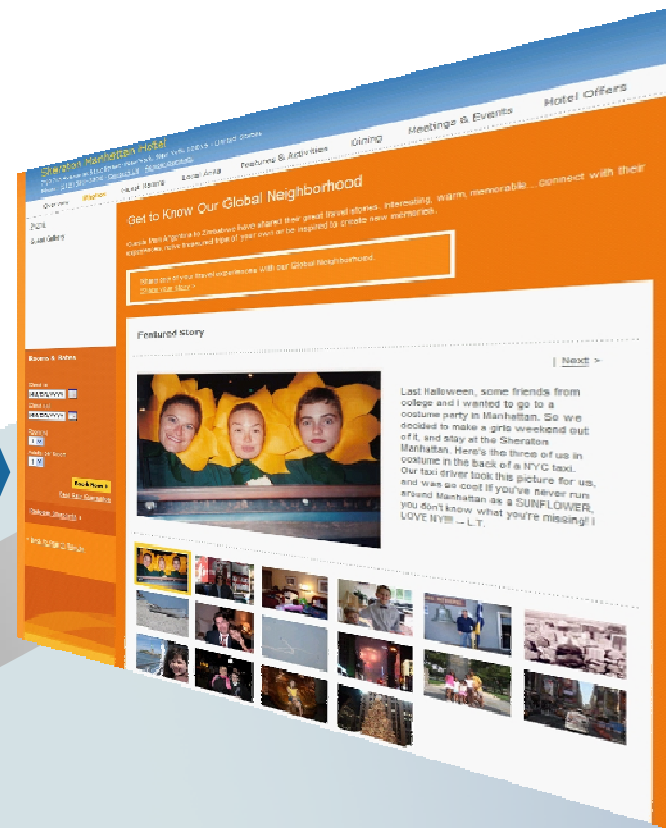
- RSS
- ATOM
- AJAX
- REST
- SOA



Mashups

Innovative Applications

Sheraton.com: Guest Gallery



Implement Web 2.0 with Mash-ups

Enable effective insights, decision and actions

The screenshot shows the 'Executive Insight' dashboard with several components:

- Alerts:** A table showing priority status alerts. One entry is highlighted with a 'Web Service' callout:

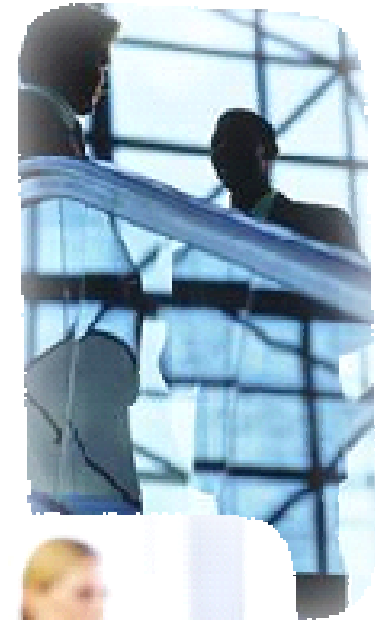
High	New	1,000,000	World Wide Co. - New opportunity ->
------	-----	-----------	-------------------------------------
- EBITDA:** A bar chart titled 'EBITDA in Millions of Dollars' comparing Actual, Forecast, and Variance. A 'SAP' callout points to this chart.
- Key Performance Indicators:** A table comparing 2004 and 2005 YTD data against targets. An 'Oracle' callout points to this table.

Objectives	2004	2005 YTD	Target	Change
Operating Profit	\$4,152,500	\$4,652,000	10.0%	11.95%
Gross Margin	\$2,180,800	\$2,809,000	12.0%	27.43%
Return on Equity	1.03%	1.87%	1.0%	0.84%
Revenue	\$6,032,401	\$6,394,345	5.5%	8.01%
Number of New Customers	320	345	9.0%	7.98%
Average Deal Size	\$75,454	\$76,209	2.0%	1.01%
- Top Opportunities:** A table listing current top 10 opportunities by amount. A 'Domino' callout points to this table.

#	Account	Rep.	Amount	Stage	Product
1	Wike Corp.	Nick Fredrickson	63,300.00	4	Network Monitor
2	American Research	Jose Perez	58,434.00	4	Server Manager
3	Infotech, Inc.	Jane Louis	48,434.00	3	Server Manager
4	American Research	Jose Perez	48,434.00	3	Network Monitor
5	The River Corporation	Nick Fredrickson	43,000.00	3	Network Monitor
6	Williams and COMPANY	Jane Louis	38,434.00	3	Server Manager
- Sales Activity:** Three 3D pie charts showing 'Inactive Total', 'Active Total', and 'Total' sales activity. A 'Siebel' callout points to the 'Active Total' chart. A legend includes Sales Qualification, Technical Qualification, Proof, Negotiation, and Close. A 'DB2' callout points to the 'Total' chart.

Session Roadmap

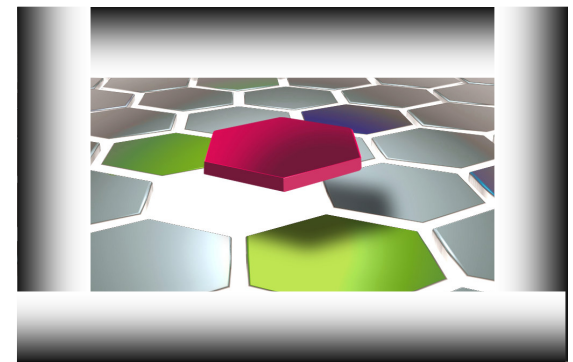
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Combine Entry Points for a value multiplier

*Individual Entry Point projects deliver value on their own
..... and even greater value when combined*

1. Each project should create value
 - Do not build for the sake of creating services
 - Create services that will be used for the project
2. Remember that MOST projects have a People, Process and Information dimension
 - Look to those dimensions for alternate solutions
 - Find the most effective alternative – and one that can be reused
 - Effectively mix and match services
 - eg: Information Services for federated corporate data, mashups for accessing public information services
3. Build incrementally
4. Look to reuse



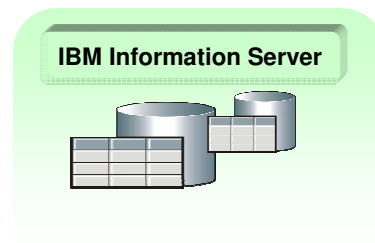
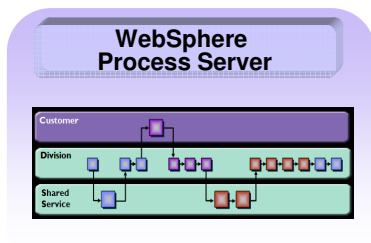
Combining Services for a People-centric approach

A Personalized approach to Task Management

Tasklists with automated back end integration "under the cover"

WebSphere Portal

Name	Current Task	Assigned To	Status	Last Date Modified
Mike Motler	Allocate Office Space	Rita Ferrar	In Progress	Sept 10, 2005
Billy Bob Johnson	Purchase Equipment	Amadou Alain	In Progress	Sept 8, 2005
Jane Smith	Approve Large Purchase	Lucille Suarez	In Progress	Sept 12, 2005

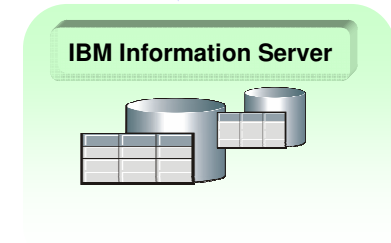
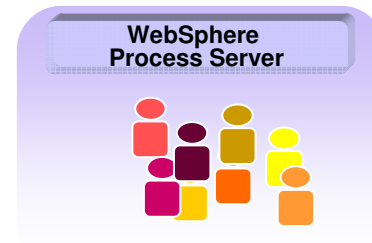


Task Pages and processing portlets combined with ad-hoc Person-2-Person capabilities e.g. for exception handling and problem resolution

WebSphere Portal Workflow Builder

Scorecard for Ramiro Espinoza

Objective	Status	Next Review Target	Actual	Variance	Change	Values Modified
Customer						
Grow Market Share	▼	25%	23%	-2%	1.2%	01/07/2005
Finance						
Grow Profit	▲	10%	2%	-8%	0.1%	01/03/2005
Maintain Spending Targets	▲	\$5.00 M	\$1.00 M	-\$4.00 M	-\$500,000	01/04/2005
Advance Revenue Goals	▲	\$1.50 M	---	---	---	Today
Internal Business Process						
New Patients	▼	25	23	-2	3	01/13/2005
New Product Launch	▲	50%	55%	0%	2%	01/13/2005
SOX Compliance	▲	50%	42.67%	12.67%	-4.5%	01/13/2005





Combining Portal and Process

Austin Energy's Portal



Business Challenge:

Serve vocal but underserved community of multi-family property owners to provide more accurate and timely access to usage, billing, and repair systems

- ▶ **Solution:** Secure, simplified web-based access to multiple, complex legacy systems.
- ▶ **Results:** Improved customer satisfaction
Reduced cost burden on AE to administer access to the legacy systems
- ▶ **Implementation Details:** Portal Extend, WebSphere Process Server, Workplace Web Content Management, Tivoli Access Manager, Rational Performance Tester

My.austinenergy.com
Customer Portal

A screenshot of a web browser window titled 'Login Portlet'. The page content includes the heading 'Log In to Your Austin Energy Secure Accounts', followed by 'Username:' and 'Password:' labels with corresponding input fields. Below the fields is a 'Log In' button. At the bottom, there are two links: 'Forgot Password?' and 'New User? Register Here'.

Combining Entry Points for 360° customer views

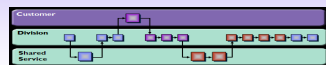
Solutions for fast and accurate decision making

Combine Portals and Master Data Management for effective customer relationship management solutions

WebSphere Portal

The screenshot shows the 'WebSphere Customer Center' interface. It features a 'Data Stewardship' section with tabs for 'Party Suspect Processing', 'Hierarchy', and 'Groupings'. Below this are various filters and a 'Duplicate Party Collapse Preview' section. The main area displays a table of party details for 'Simpson' organization, comparing 'Source Party' and 'New Party' information across fields like Industry Type, Organization Type, and Established Date.

WebSphere Process Server



WebSphere Customer Center

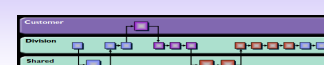


Combine ActiveInsight and Dynamic Data Warehouse for more accurate decision making with real-time analytics

Active Insight

The screenshot displays the 'Executive Insight' dashboard. It features several key sections: 'Alerts' with a table of sales and news items; 'EBITDA' with a bar chart comparing actual performance to forecasts; 'Key Performance Indicators' with a table of financial metrics; and 'Sales Activity' with three pie charts showing sales qualification, technical qualification, and negotiation status.

WebSphere Process Server



IBM Information Server



Combining Web 2.0 and SOA for effective decision making

Increasing the value of corporate applications

3

Combine Entry Points

Web 2.0

Mashups
 ➤ increasing the consumability of the web experience



The screenshot shows a browser window with a Yahoo Map Mashup on the left and a 'Customers by Region' widget on the right. The map displays various locations in New Hampshire and Maine, including Portsmouth, Rye, and Kittery Point. The widget lists customer locations by state and includes a table with contact information.

NAME	ADDRESS	CITY	STATE	ZIP	PHONE	CONTACT
Joes Enterprises	1 Bow St	Portsmouth	NH	03801	373-693-7299	Kristen Barrera
Contemporary Construction	86 Washington Road	Rye	NH	03870	963-271-2698	Cecil Rivers

SOA
 ➤ delivering secure process services and information to people



SOA

Summary: SOA Entry Points

- SOA is a journey to Business Flexibility
- Start in the area with the most benefits to You
- Experience from many SOA customers has identified
 - People
 - Process
 - Information
 - Reuse
 - Connectivityas successful Entry Points
- Make your selection and start the SOA journey!

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