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Business Agility in Action

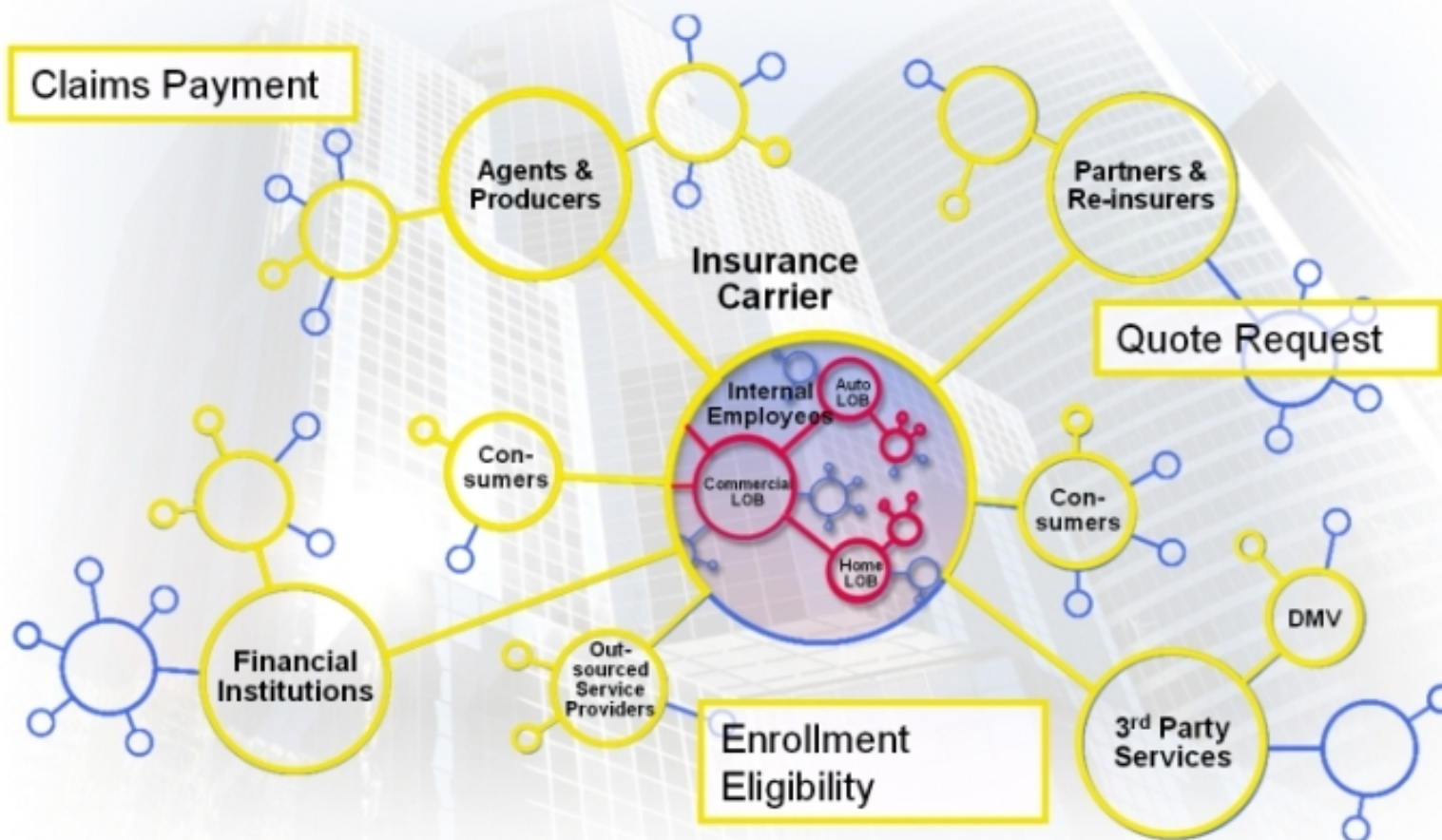
Whiteboarding Workshop



Agenda

- Introductions
- What is Business Agility?
- Describe the Scenario
- White board in Action
- Wrap-up

Organisations strive to optimise processes across their broad business networks



Types of Business Processes

A **business process** is a collection of interrelated **tasks**, which accomplish a particular goal, usually decomposed into several sub-processes.

Automated, Straight Through Processing

(Payments, Trade Settlement)

Coordinated, Scheduled

(Integrated Supply-Chain, Case Management)

Content Intensive

(Paper processes, Account Origination, Claims)



People



Systems



Information

Structured

Unstructured

Processes

Compliance

(Automated Records & Process Management)

Non-Deterministic, Event-Driven

(Fraud Detection, Merchandising)

Collaborative, Artful, Ad-hoc

(Contract Negotiation, Collateral Creation)

Dynamic business processes are...

Explicit: *Processes are documented, understood, and agreed upon*

Visible: *Process performance is available in real-time, measurable, and actionable*

Interconnected: *Processes are network-aware and well-connected to the right services at the right time*

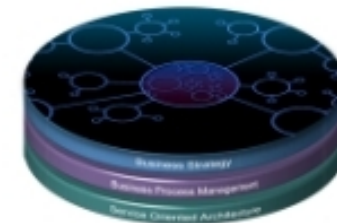
Easily Changed: *Process tasks, activities, and end-points are flexible and quickly adjusted*

Driven by the Business: *Process management is contextual, governed, and extended to all stakeholders*



Taking Control of Your Business Processes

Achieves Business Agility through....



Discover and
continuously
improve dynamic
business activities

Connect and
manage
interactions
across the
business network

Optimise
decision-making
and speed
business change

...to fuel new growth while optimising costs

Scenario Setup.....

Large International Motor Company

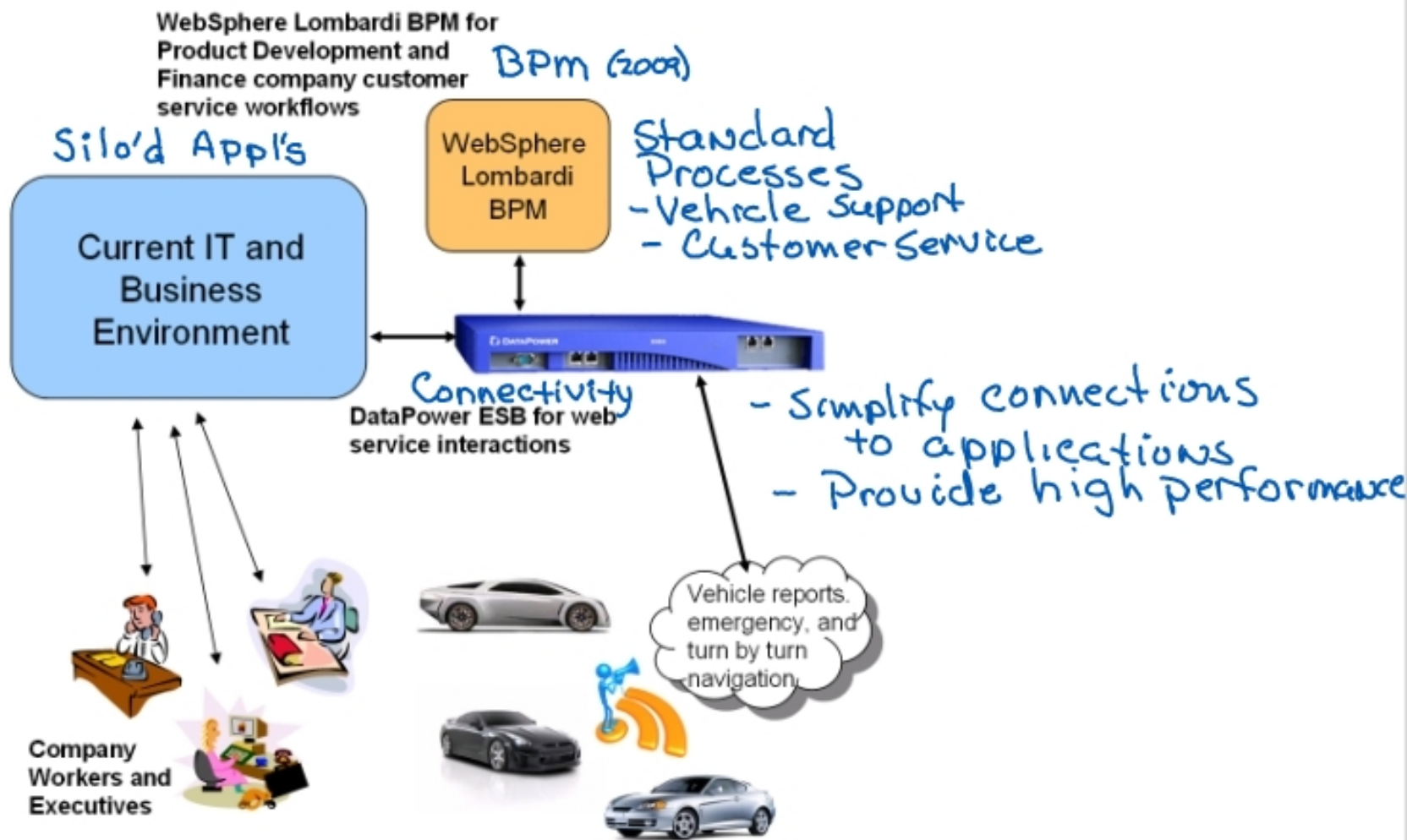
Each must reduce operational costs and improve operational excellence and customer service

Business Intent

- Extend business network to Auto Dealers and parts suppliers
- Provide custom web interface for customer service, operational employees, and business executives.
- Capture events from Vehicle Monitoring system and other sources and engage customer service organisation and business
- Externalize Business Rules from core silo'ed applications for dynamic rule changes.



Large Motor Company – Current IT (2009 new additions)



Large Motor Company – To Be

WebSphere Lombardi BPM for Product Development and Finance company customer service workflows

- Actions to start Processes



Business (Author Rules and Event Correlation)



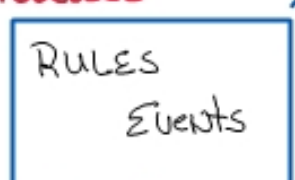
IT (Configure - Rules - Events)

- Cloud
- Virtual
- ON Premis

- B2B
- Process
- Community
- Visibility

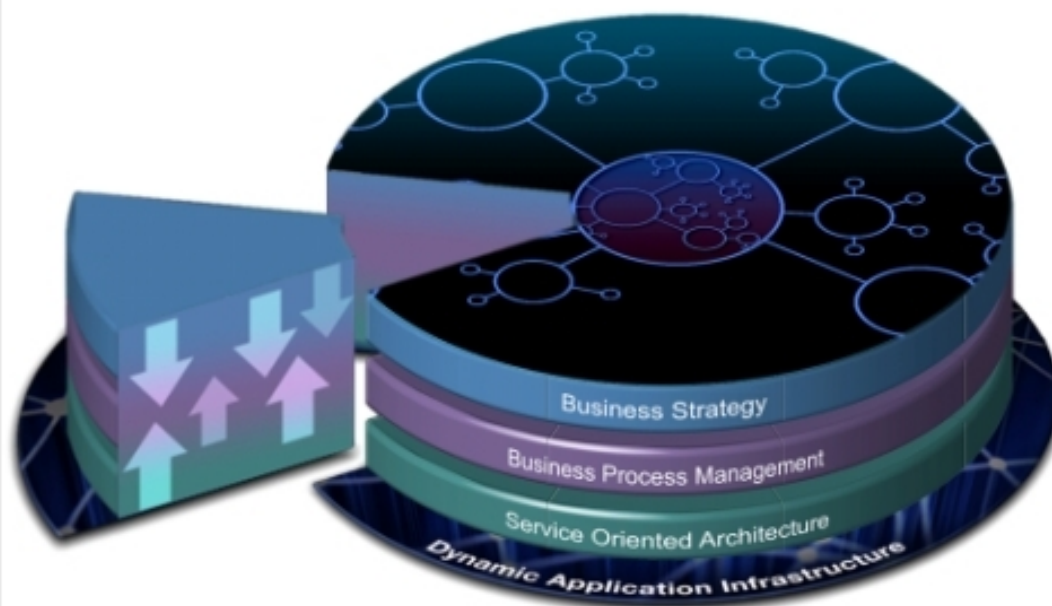


XML Gateway/ESB for web service interactions



- Collaboration
- instant messaging

Increase Your Business Agility with IBM



- Discover and continuously improve dynamic business activities
- Connect and manage interactions across the business network
- Optimise decision-making and speed business change

Only IBM has the **Business Expertise** and **Technology Platform** to get you there

Aligning the engines of business agility

Unleashes powerful capabilities for process improvement



Events

Detect emerging business situations by capturing and correlating events



Analytics

Solve problems and predict outcomes for strategic decisions and actions



Collaboration

Maximize people's interactions across the business network



Rules

Adapt and respond rapidly by optimizing operational decisions



Content

Seamlessly integrate active content with automated business activities



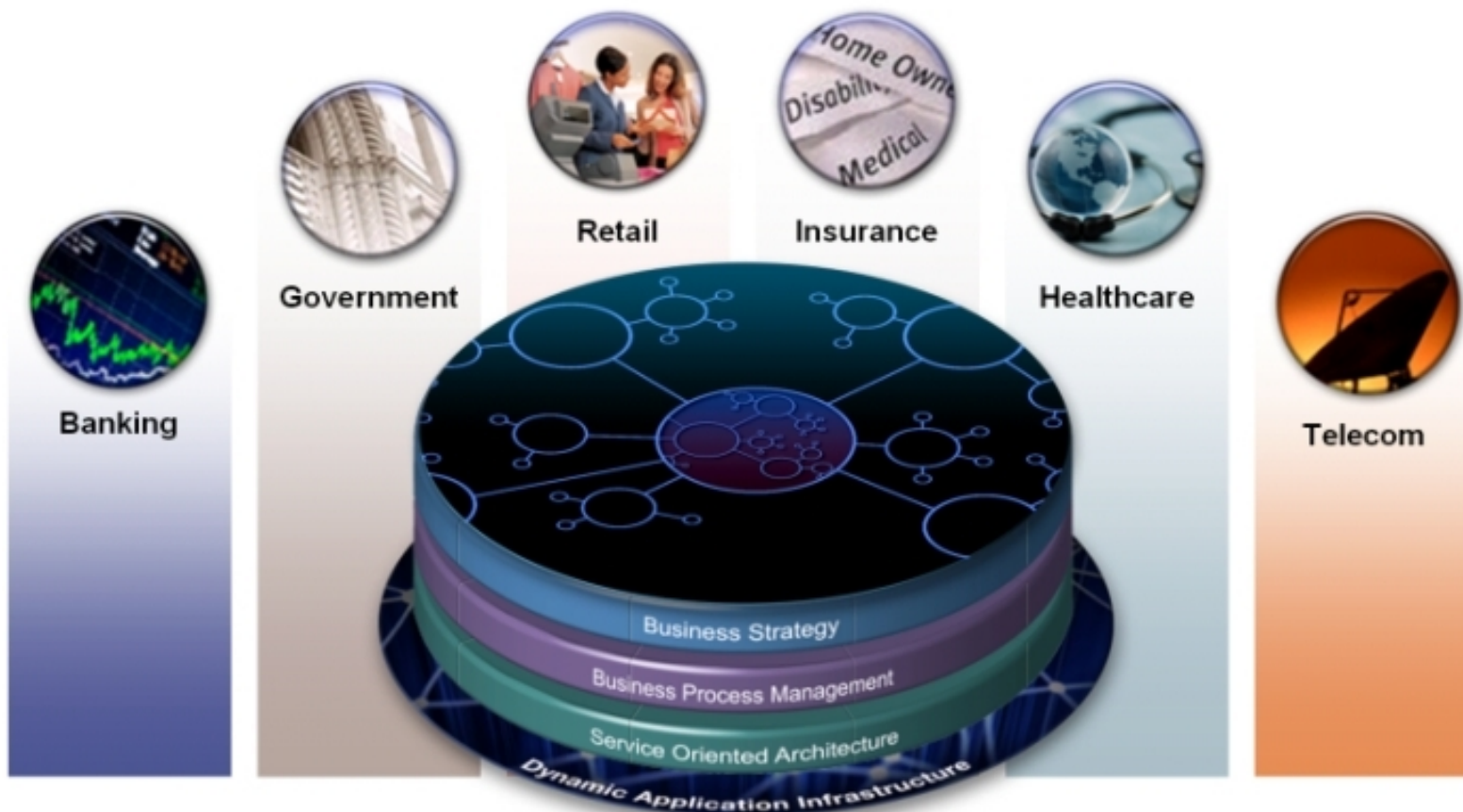
Monitoring

Monitor activities in real-time to identify improvement opportunities

Infuse Your Processes with "Points of Agility"

Accelerate agility in *your* business

with pre-built industry content and accelerators



Next Steps

- Measure your business agility with the [Business Agility Index](#)
- Visit [BPM BlueWorks](#) to learn more about BPM and capture business designs

Contact IBM for:

- Business Discovery Workshop
- Architecture Workshop
- Process Improvement Workshop
- Business Value Assessment
- Center of Excellence Workshop



Thank You - Questions?

Products discussed in this session

Sterling Commerce

WebSphere Portal

WebSphere Business Events

WebSphere ILog

WebSphere DataPower CastIron Appliance

Introducing the **IBM WebSphere DataPower Cast Iron Appliance XH35**



- **Highlights of IBM WebSphere DataPower Cast Iron Appliance XH35 V5.1**
- IBM WebSphere DataPower Cast Iron Appliance XH35 V5.1 Capabilities include:
 - Rapid integration with Template Integration Processes (TIPs) and self-guided wizards
 - Out-of-the-box connectivity to hundreds of cloud and custom applications
 - Powerful capabilities to support data-migration for cloud applications
 - Bi-directional real-time and batch integration between cloud and on-premise applications
 - Graphical data transformation
 - Rules-based workflow
 - Lights-out management and error notifications
 - Assured delivery of transactions
 - Web-based monitoring of integrations
 - Standards-based monitoring and management of the appliance
 - Secure management and data communication
 - Device is tamper-resistant/tamper-evident and cannot be taken apart and deployed on other servers
 - Designed for reliability across multiple projects (with built-in redundant components)
 - Low monthly subscription pricing
 - 24x7 Production support
 - No restriction on number of users

Value to Customers and SaaS Providers

The combination of hardware options, proven and complete cloud integration functionality with rich security features and real-time, online integration management reduces costs and improves business agility.

Cast Iron Solution Overview

Integration-as-a-Service



Cast Iron Cloud™

Integration on Premise



Physical Integration Appliances

What Our Integration Solution Does

Connectivity



Transformation



Workflow

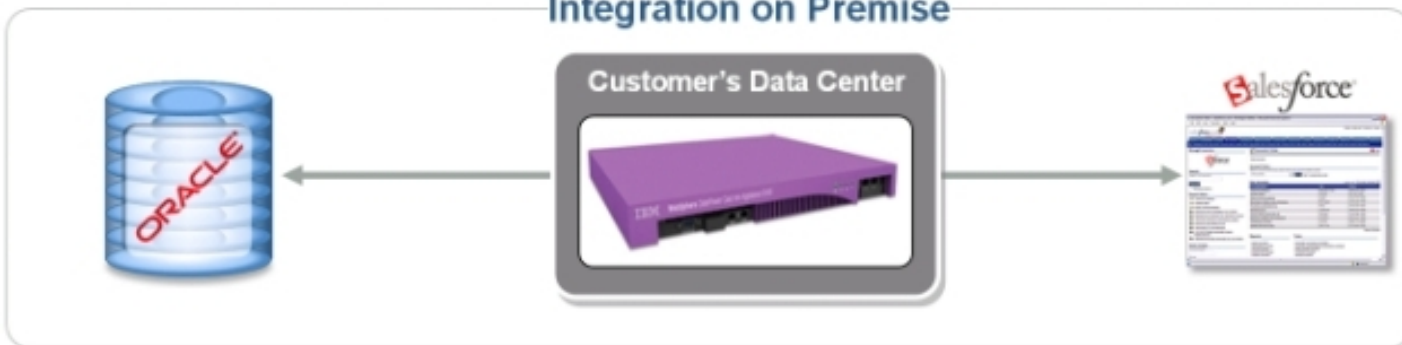


Management



Flexible Deployment Options

Integration on Premise



Integration as a Service



WebSphere Cast Iron Approach

No Coding



Beyond Configuration



Preconfigured Templates (TIPs)

Configuration-Wizard

Configuration

1. Introduction
2. Edit Login Information For SAP endpoint.
3. Verify SAP connectivity
4. Extract SAP Customer
5. Complete SAP Connectivity
6. Create Business Rules for data validation
7. Verify Salesforce.com connectivity
8. Map customer data

Experiencing the Benefits

Application integration
in days, for 80% less cost

Sterling Commerce Company Overview

A leader in business-to-business integration and cross-channel solutions

Sterling Commerce
An AT&T Company



Executive 100

SOFTWAREmag.com
Top 100 Largest Software Companies



Top 100 Logistics IT Provider

Food Logistics

Top 100 Provider

MANAGING AUTOMATION PRESENTS THE
PM100 AWARDS

PM 100 by Managing Automation

SUPPLYCHAINBRAIN

100 Great Supply Chain Partners for 2009

- Founded in 1975
- Headquartered in Dublin, OH
- 2,500 employees world wide
- More than 18,000 customers world wide
- Recognized as a leader by key analysts in B2B integration and cross-channel solutions
 - Sterling B2B Integration Suite
 - Sterling Selling and Fulfillment Suite
- Offers great flexibility of deployment with Managed Service and Software as a Service (SaaS) options
- \$563M in 2009 Revenue
 - New License, SaaS, S&S, Managed Services (on-premise, off-premise)

Combining the expertise of IBM and Sterling Commerce

Enables Dynamic Business Networks - optimizes supplier and partner interactions - improves customer experiences

IBM and Sterling Commerce combined capabilities...

✓ **Efficient Execution**

IBM and Sterling Commerce **simplify partner and order management** across disparate networks of customers, partners and suppliers

✓ **Reduced Cost**

IBM and Sterling Commerce enable **seamless partner transaction processing and integrated e-Commerce selling & fulfillment** capabilities

✓ **Better decision making**

IBM and Sterling Commerce **deliver enhanced awareness and understanding** of partner, supplier and customer activity and preferences across B2B networks and selling channels

Sterling Commerce Managed Services

Sterling Commerce Managed ServicesSM for Business-to-Business (B2B) combine the market leading capabilities of the Sterling Commerce B2B Integration software products, value-added network and related trading community development and business process visibility services, with business process management and community management services to create B2B and EDI Managed Services solutions. Sterling Commerce Managed Services can be delivered as a hosted or remotely managed solution.

Benefits of Managed Services:

- Increased business agility and control
- Flexible delivery options
- World-class support
- Proven security
- Data integrity



Sterling Commerce Product Portfolio

Sterling Business Integration Suite

Sterling B2B Integration

- Gentran
- Sterling Collaboration Network
 - Community Development Services
 - Community Manager
 - Data Synchronization Manager
 - EDIINT Gateway Service
 - Fax Conversion Services
 - Information Broker
 - Managed AS2 Gateway Services
 - Supply Chain Visibility On Demand
 - SWIFT Service Bureau
 - Translation and Mapping Services
 - U.S. Customs Gateway Service
 - Web Forms
- Sterling Integrator (formerly Gentran Integration Suite)
- Sterling Community Management
- Sterling e-Invoicing

Sterling Managed File Transfer

- Sterling File Gateway
- Connect:Direct (formerly Network Datamover)
 - Connect:Direct Select
 - Connect:Enterprise
 - Connect:Enterprise Gateway
 - Connect:Express
 - Sterling Control Center
 - Configuration Manager
- Sterling Secure Proxy

Sterling Selling and Fulfillment Suite

Sterling Multi-Channel Fulfillment

- Sterling Always In Stock
- Order Management
- Supply Chain Visibility
- Transportation Management System
- Warehouse Management System
- Yard Management

Sterling Multi-Channel Selling

- Catalog and Offer Management
- Configure, Price, Quote
- Order Management

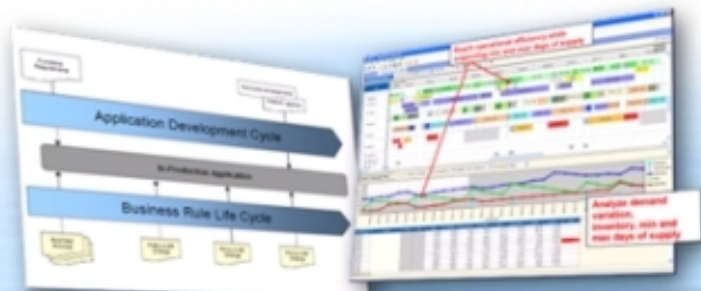
Sterling Total Payments

Sterling Mobile Applications

ILOG Product Overview

Powerful Business Rule Management System

Automate complex, fine-grained decisions, while also enabling business users to maintain the decision logic used by systems



Innovative Suite of Optimization Tools

Produce the best possible action plans & schedules, enhancing abilities to explore alternatives, understand trade-offs, and respond to changes in business operations



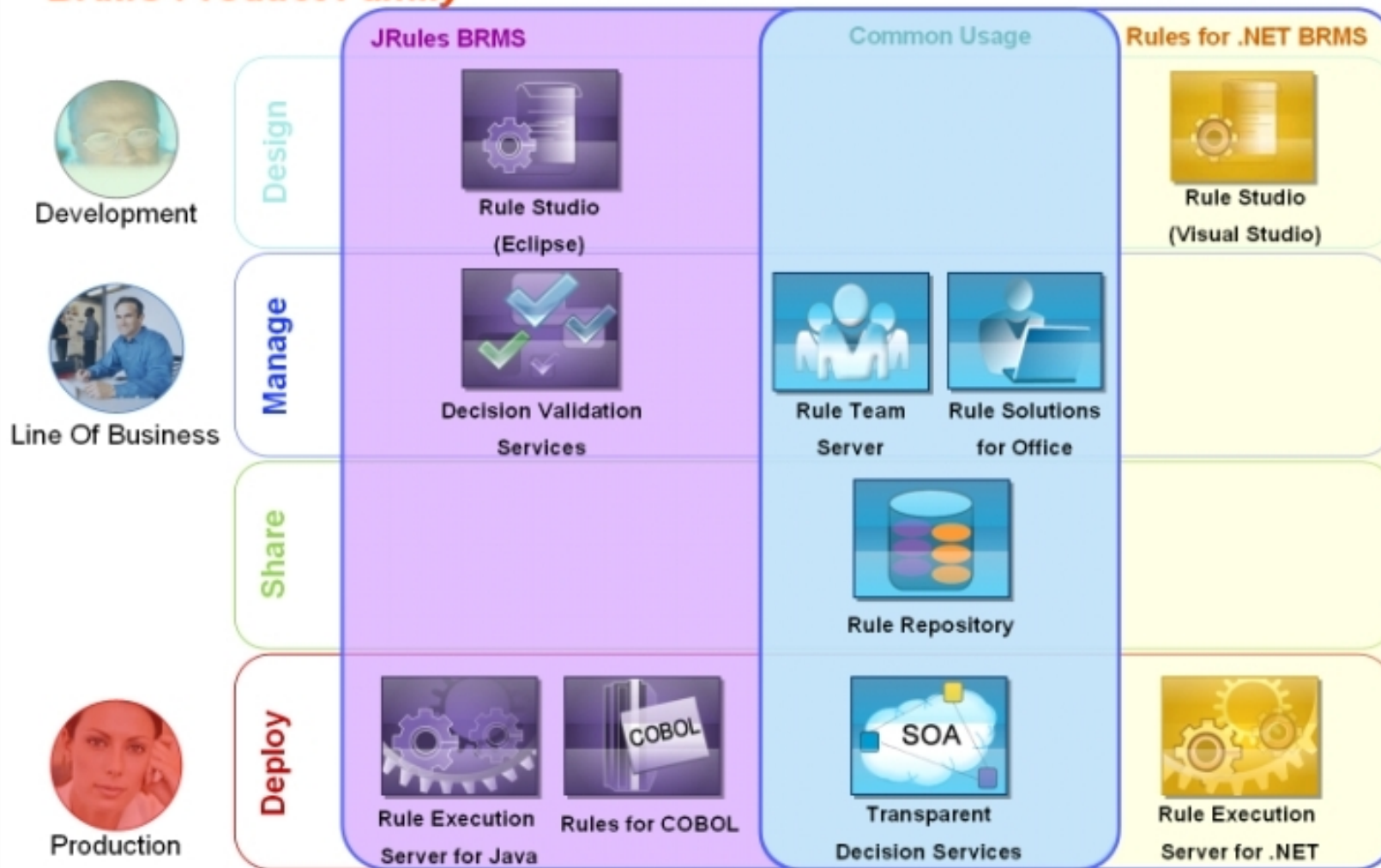
Supply Chain Management

Optimize supply chains, design & planning tools for improved efficiency and productivity

Visualization Tools

Transform insight into action, enhancing collaboration for smarter role-based business decisions

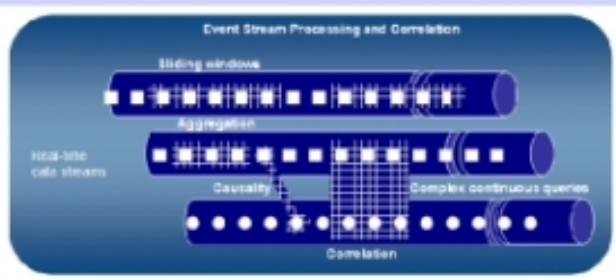
BRMS Product Family



Introducing.... WebSphere Business Events

A convergence of power and ease of use

WebSphere Business Events =



Interaction Set: Related by

In response to:

If:

Then:

Else: no action

Advanced Event Processing

+ Business User Interface

WebSphere Business Events

Correlation of business events from any source, over any time frame

