

## IBM WebSphere Business Integration gives Siemens a strong on demand foundation

*“The WebSphere Business Integration Services team has provided very good experience and support since the start of the project.”*

—Knut Weisser, Software Engineer Project Lead for Interface Implementation, Siemens ICN



### The Challenge

Reduce systems maintenance costs by integrating collaborative management systems

### The Solution

IBM WebSphere® Business Integration technology, including IBM WebSphere Interchange Server and Adapters

### Why IBM?

An on demand vision that can be applied enterprisewide in the future

### Key Business Benefits

Reduced costs, improved productivity and greater support for long-term success in a shifting, competitive market

### PLM gains momentum

For manufacturers of high-tech equipment, staying competitive in a rapidly changing market and unpredictable economy means taking advantage of information technology (IT) systems that directly support profitability. One of the solutions available to manufacturing circles is product lifecycle management (PLM).

PLM solutions are designed to help manufacturers improve products and production practices. They do this by integrating data from various sources, ranging from design and engineering systems to manufacturing and field operations, and enabling people from diverse groups to exchange and collaborate on product-related images and data in realtime. Essentially, PLM can help manufacturers reduce order errors, streamline operations and increase productivity. The result can be faster time-to-market, better design innovation and more successful product launches—business benefits that have attracted at least one of the top global providers of telecommunications networks and systems: Siemens Information and Communication Networks (Siemens ICN).

### Telecom giant develops new group

Siemens ICN is a leading provider of network technology for enterprises, carriers and service providers. Its comprehensive portfolio—HiPath for enterprises, SURPASS for carriers—comprises Internet Protocol (IP)-based convergence solutions for voice and data, and a full range of solutions for broadband access, and optical transport networks. The Siemens Group thus provides complete solutions from a

single source for the infrastructure of the Next Generation Network—optimized for a prompt return on investment, and to open up new business opportunities for customers. With customer satisfaction paramount to continued success, Siemens ICN put a lion's share of the integration burden on its IT group.

Knut Weisser, Software Engineer Project Lead for Interface Implementation at Siemens ICN, experiences first-hand the difficulties facing large organizations. "Supporting vast quantities of quality telecom products and services means maintaining an equally vast variety of platforms, tools, applications—and that requires continual software development," he says. If the process of creating and managing interfaces for the company's many tools loses efficiency, the consequences are increased costs, decreased productivity and revenue, and potentially lost profits. Recently, to better manage tool integration, Siemens ICN established a department dedicated solely to enterprise application integration (EAI).

### **The EAI group sees the big picture**

After completing several other projects, the EAI group took a good look at its overall systems management processes and felt improvement was necessary. The team wondered if Siemens ICN, together with the right global technology leader, could leverage its existing PLM solution—a customer-facing order system from CADIM—to yield even greater business benefits than those promised by standard, out-of-the-box solutions. Weisser explains, "More than a simple PLM implementation, which is what our customer order system is, we wanted an integrated PLM environment, one that would link a wide variety of collaborative processes, from PLM to CRM [customer relationship management] to ERP [enterprise resource planning]." If it worked, an integrated PLM environment would help solve some operational inefficiencies.

For example, lacking an interface between its current PLM and ERP environments, Siemens ICN had to synchronize its systems by manually entering sales and service-order data into multiple applications. Integrating its business processes end to end—across the company and with key partners, suppliers and customers—would enable automated synchronization of product lifecycle dates, product launch dates and other dates in the lifecycle process, helping Siemens ICN respond with speed to any customer demand, market opportunity or external threat.

### **First things first**

Because an integrated PLM environment is cross-functional in scope, creating one requires significant know-how. "The integration work involved in tying together disparate management systems is substantial," Weisser says. It was imperative that Siemens ICN take the right approach during the initial integration project, since it would serve as a foundation for future implementations. Siemens ICN needed a common integration platform to reduce the complex integration and data translation issues that would be otherwise involved. Using standardized tools would also result in better design integrity and reuse, and lead to better sourcing and material management processes. With this larger purpose in mind, the EAI team spent several months researching options with the help of its applications group and outside experts. After carefully searching the market for a strong technology partner capable of systematically driving Siemens ICN toward a new vision of integrated business, the EAI group chose IBM.

### **A foundation for integration**

Siemens ICN believes in the on demand computing environment that IBM calls e-business on demand™. Collaborating with IBM positions the company to satisfy customers who need customized products and services delivered in realtime. Siemens ICN chose IBM WebSphere Business Integration for its initial PLM project. Given Siemens ICN's long-term plan for integration, it was important to use tools that were based on an architecture that could be applied enterprisewide. The WebSphere Business Integration solution includes adapters, which are prebuilt and help streamline the development process, reducing the strain on Siemens ICN's IT resources.

IBM puts a common tooling framework around all of its open-standards-based components, enabling easier integration down the road. For Siemens ICN, reuse and ease-of-use are critical. Since deploying WebSphere Business Integration as middleware for multiplatform data exchange, Siemens ICN has used the solution for several projects. WebSphere Business Integration provides a system that works for small projects, such as connecting two internal applications, as well as for the larger corporate vision of extending the technology

across the enterprise.

### **The right tools for the job**

In the Siemens ICN implementation, customer orders are entered and sent into its PLM system. IBM WebSphere Interchange Server acts as the integration hub, from which IBM WebSphere Business Integration Adapters are extensible to help integrate PLM processes with the ERP system. Linked in this manner, the applications can interact by automating business processes such as updating deadlines for product launches and end-of-lifecycle dates, as well as forecasted and released product quantities.

By using an event-triggered approach, Siemens ICN can synchronize and process data to provide information in realtime. "We like the WebSphere Business Integration tool very much for the synchronization process," says Weisser. "For synchronization scenarios or other business process management systems, it's the best tool I know."

Siemens ICN can now easily maintain or synchronize customer data, orders, agreements and quantities across applications, eliminating error-prone voice and e-mail processes. Also, IBM WebSphere Business Integration Collaborations reduce the manual interaction for error handling in the interfaces, because they automate business process logic. The result is faster, more accurate customer data processing. And over time, that means savings and higher customer satisfaction.

### **Success on several levels**

Siemens ICN became an e-business on demand organization to give its customers, partners, suppliers and employees the information and insights they need to do a better job, and to do it faster and more cost-effectively. WebSphere Business Integration has been instrumental in that effort by helping to eliminate the need to manually input data into multiple systems. Connecting the company's PLM and ERP systems helps streamline sales and service order entry activities. Plus, tracking allows greater customer service speed and accuracy, helping to reduce overall processing time.

The EAI group at Siemens ICN expects to see a continuing return on investment as this solution becomes the basis for future integrations. As a proof-of-concept for the connector process, the group will reuse the architecture to integrate with its other collaborative systems. And with fewer interfaces with which it must contend, the EAI group can adapt more quickly to a changing business environment. Siemens ICN expects this reusable architecture to continue to pay off as the company's integration efforts move forward.

### **For more information**

To learn more about this IBM solution, please visit: [ibm.com/software](http://ibm.com/software)

© Copyright IBM Corporation 2003  
IBM Corporation  
1133 Westchester Avenue  
White Plains, NY 10604  
U.S.A.

Produced in the United States of America  
07-03  
All Rights Reserved

IBM, the IBM logo, the e-business logo, e-business on demand and WebSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others. References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

This customer story is based on information provided by Siemens ICN and illustrates how one organization uses IBM products. Many factors may have contributed to the results and benefits described; IBM does not guarantee comparable results elsewhere.

Story URL - <http://www.ibm.com/software/success/cssdb.nsf/cs/bl0z-5pxnbl>

---