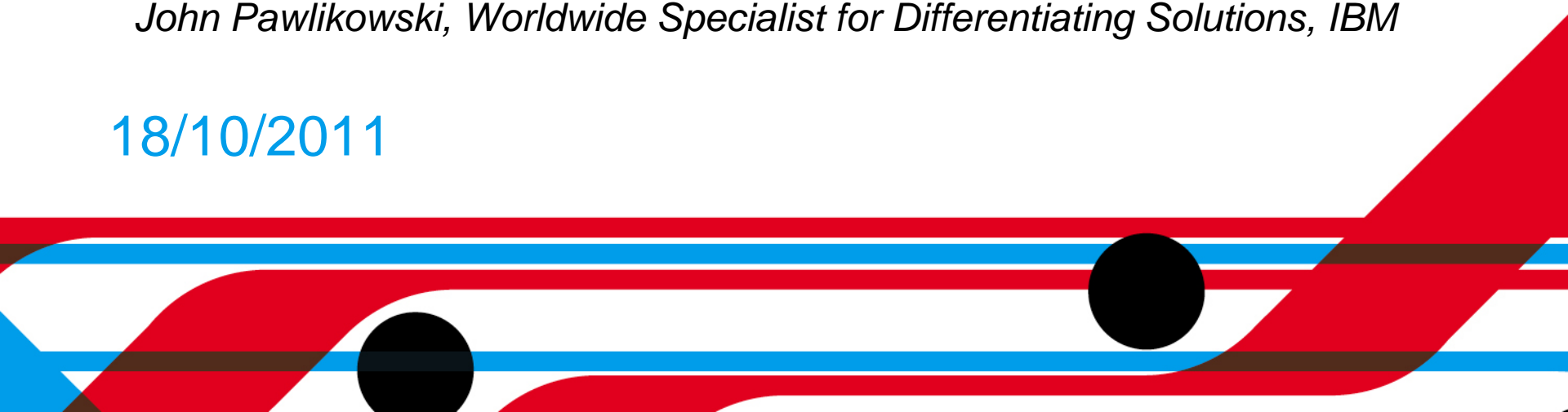




# Connectivity Enabled Agility for Business Advantage

*John Pawlikowski, Worldwide Specialist for Differentiating Solutions, IBM*

18/10/2011



# Agenda

- Overview and Foundational
- Connectivity Enabled Enterprise Add-ons
- Off-Premise
- Wrap-up

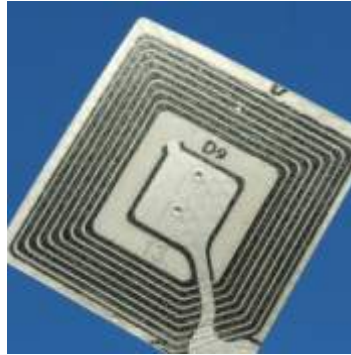


Our world is becoming vastly more complex above and beyond internal applications



**33 billion**

*RFID tags embedded into our world*



**534 billion**

*Dollars in mobile transactions by 2015*



**Many**

*Corporations plan to strategically acquire other firms to expand their market*



**1 trillion**

*Devices connected to the internet by 2013*

**85%**

*Of enterprises use external cloud services*



**50%**

*Of businesses plan to adopt more collaborative sourcing models*





# Business leaders must drive growth amidst complexity

CEOs are focusing on

Innovation

New Channels

Collaboration



**81%** believe innovation is key to getting closer to their customers

**70%** are focusing on new channels to deliver services to their customers

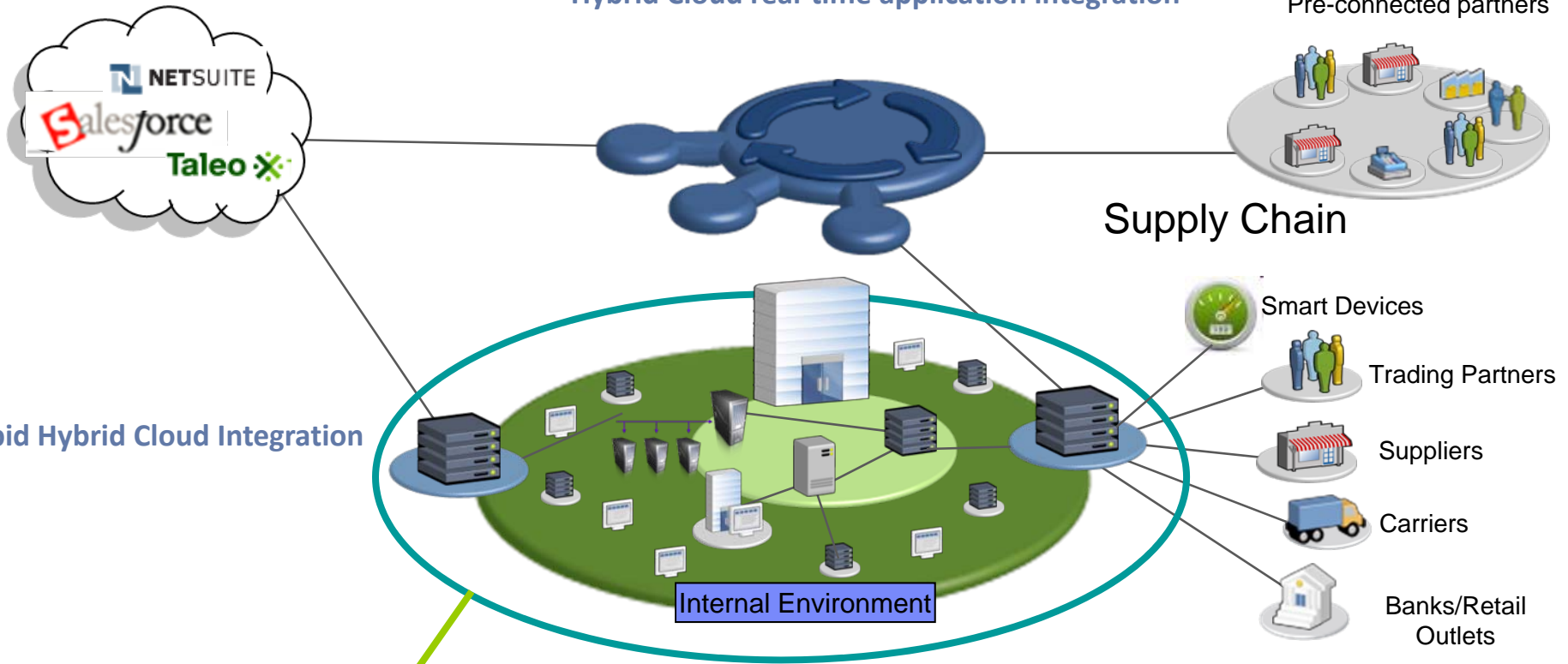
**69%** are collaborating with customers to deliver better products and services

***to capitalize on complexity and outmaneuver competitors***

# What does a smartly interconnected enterprise look like?



Cloud based B2B Integration as a Service and Hybrid Cloud real-time application integration



Rapid Hybrid Cloud Integration

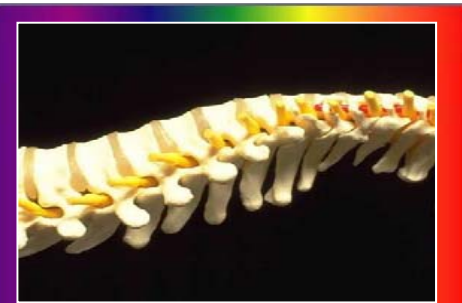
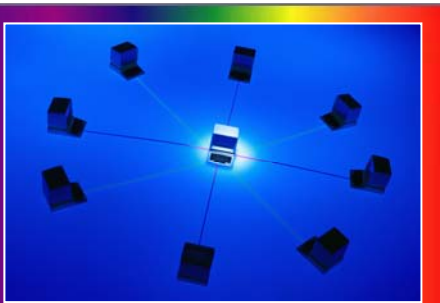
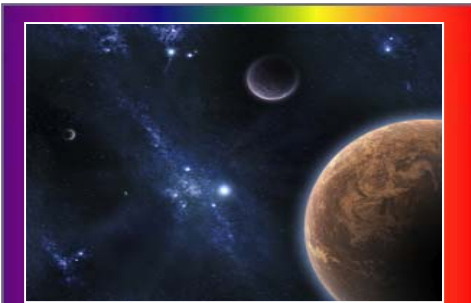
Reliable integration within the enterprise to effectively use all this data!

Standards-based, reliable and secure integration beyond the enterprise

# A Backbone to Build Upon – IBM Messaging



- To respond to threats, opportunities and changes
- To make the right business decisions and technology choices



## SOA      MESSAGING      BACKBONE

*No limits connectivity*  
*Ability to connect virtually anything*  
*Freedom to make the right choices*  
*Flexibility to absorb changes*

*Get the right information to the right place regardless of*

- When
- Where
- Why
- How
- Who

*Distributed yet unified*  
*Flexible and Adaptable*  
*Robust and Available*  
*Scalable and Modular*

# ...and at the heart of an interconnected enterprise is an Enterprise Service Bus (ESB)



## What is an ESB?

An (ESB) is a flexible connectivity infrastructure for integrating applications, systems and services.

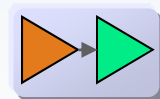
## An ESB performs the following between requestor and service



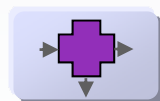
**MATCHES & ROUTES** communications between services



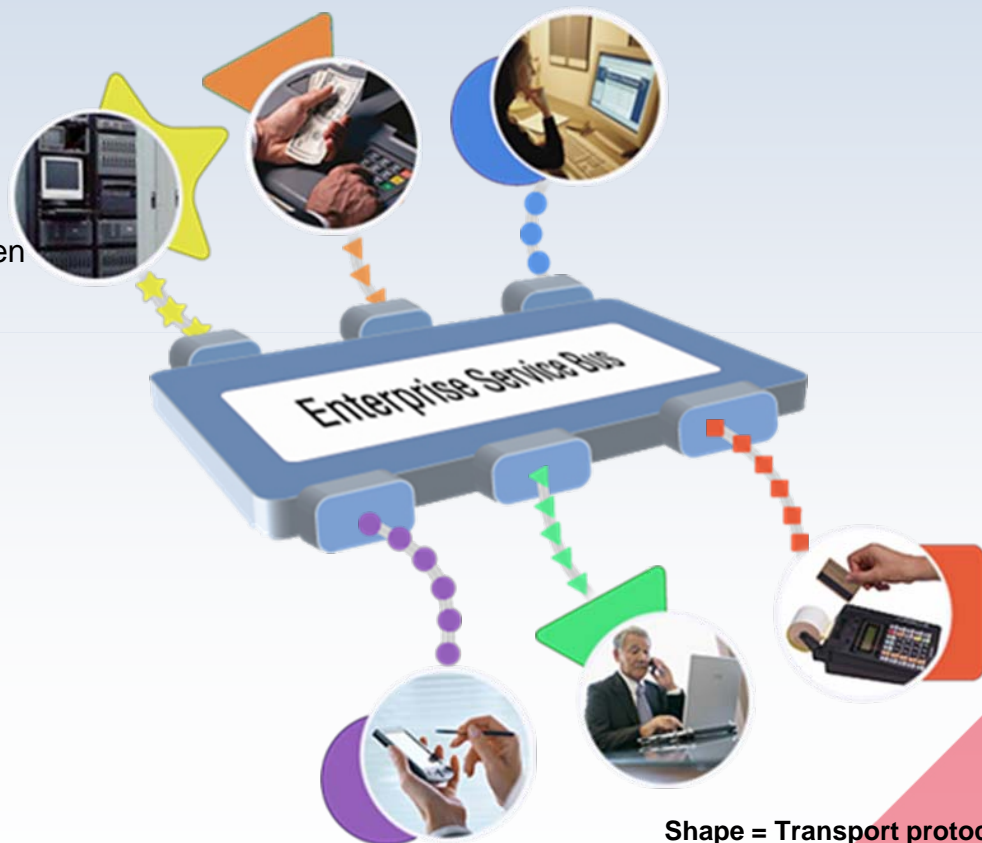
**CONVERTS** between different transport protocols



**TRANSFORMS** between different data formats



**IDENTIFIES & DISTRIBUTES** business events

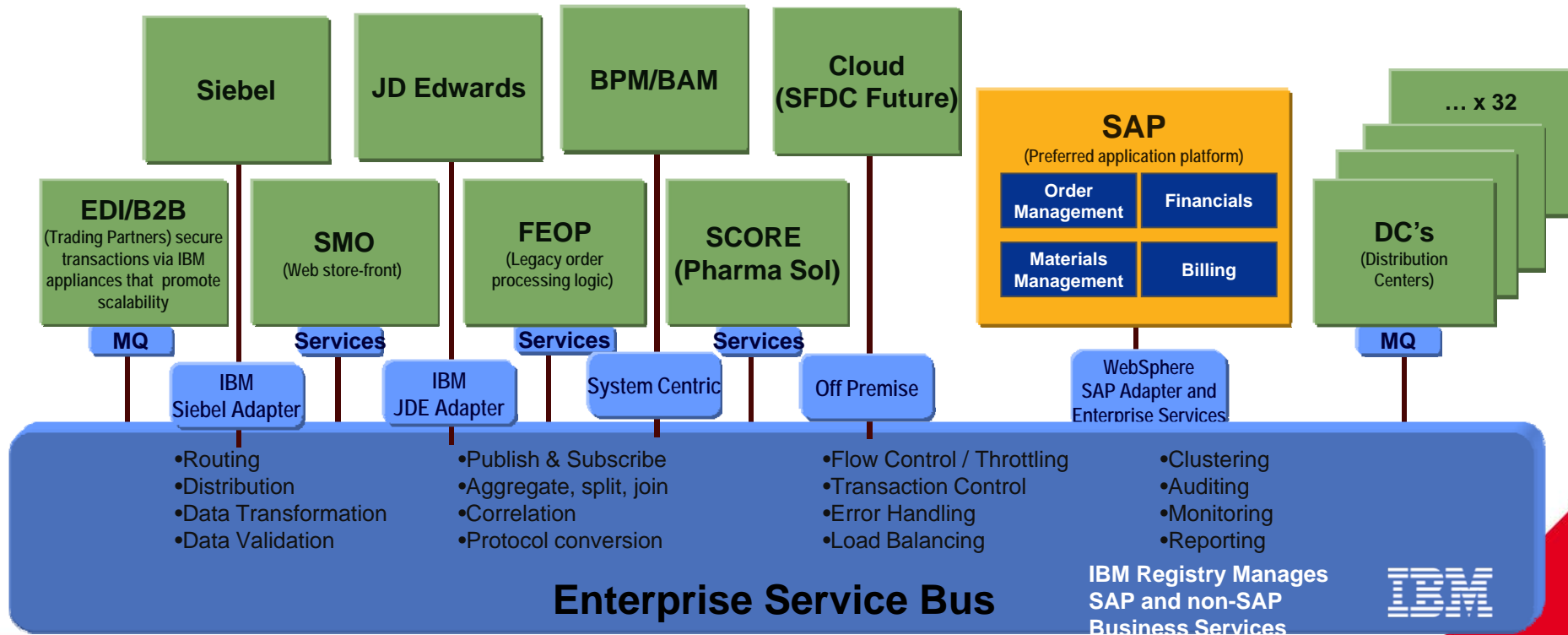


Shape = Transport protocol  
Color = Data format



# Large HealthCare Provider

- The ESB provides a common, application independent, integration backbone for the Pharma business
- The majority of the orders are received through the EDI gateway and SMO(Web store-front)
- Peak order volumes are between 2pm – 6pm daily
- Approximately 3 million transactions processed on an average day and potential for much more growth
- Transactions flow through IBM ESB that allows for ease of monitoring and administration
- System oriented step of an overall business process benefited from the ESB inter-connectivity and messaging backbone
- Highly seamlessly connected enterprise that supports current and future business needs
- Provided key audit capabilities and potential for future anti-fraud detection
- Allowed for mobile device interaction with the customer sales force to provide better customer service
- .....Benefits continue that weren't even foreseen at the on-set







# Appliances that provide seamless partner on boarding in a secure manner

## Internal Enterprise

*Collaborate with your extended business network*

## Partners, Suppliers, & Customers

## DMZ & Cloud Applications

### IBM B2B Integration Appliance and Security at the edge

- Unparalleled B2B performance
- Secure B2B messaging (EDIINT AS1, AS2, AS3)
- Trading Partner Profile management
- Transaction viewing and resending
- EDI and ebXML Support
- Native MQ FTE Integration
- Off-load some of the process load from Software ESB

\*Note that IBM Appliances offer much more capability than mentioned here



# German Automotive Manufacturer Reduces IT Complexity

By Extending Connectivity Beyond the Edge to Thousands of Trading Partners

## Industry Pains:

- STAR/XML payload processing
- Interoperability of AS2, ebMS and Web Services
- Integration to external identity managers for authentication, authorization and auditing (AAA)
- High throughput and low latency are typically cost prohibitive

## Smarter Business Outcomes:

- Reduced IT complexity with rapid, simplified integration into existing infrastructure
- Lower total cost of ownership with a configuration approach and consolidation of edge servers
- Centralized profile management and reliable and secure data exchange with thousands of trading partners



Drop-in appliance creates centralized, DMZ deployable and scalable B2B gateway with exceptional security and operational performance supporting a wide range of document and B2B standards utilized in the automotive industry

# Highly scalable solutions meet your most demanding integration workloads



Messages

Reliably deliver **hundreds of millions** of messages per day

Events

Process more than **1.5 million** events every second

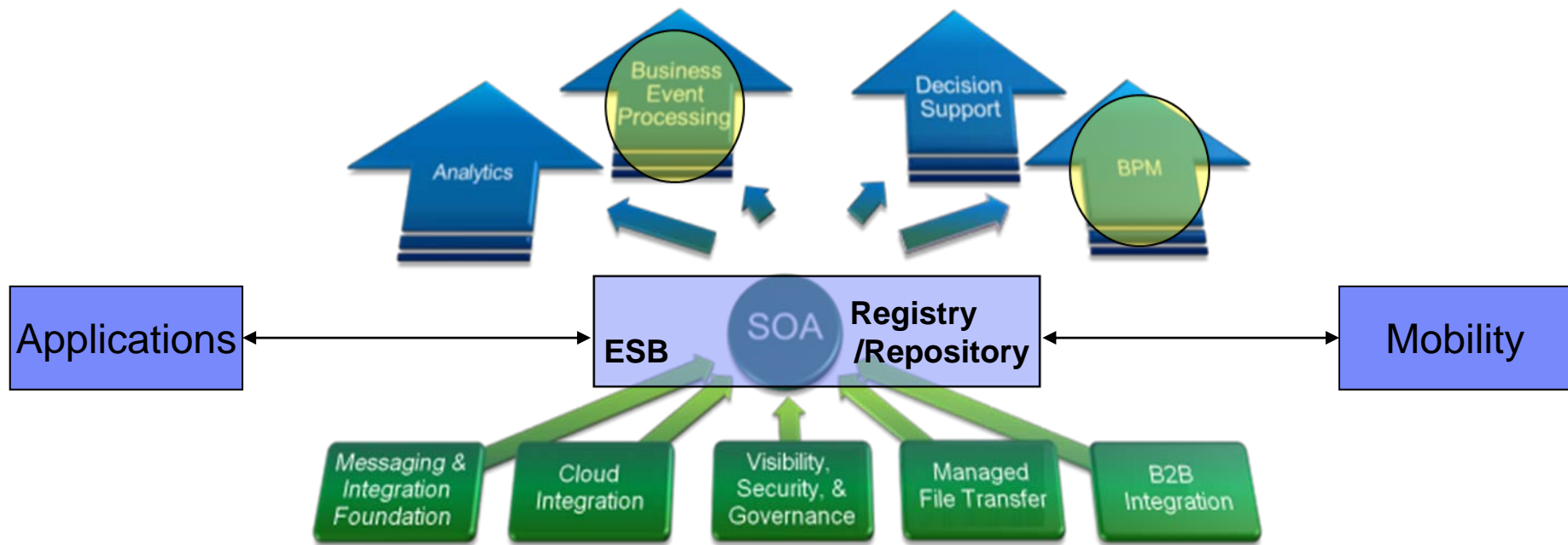
Files

Assure movement of **terabyte-sized** files across **tens of**

# BIG DATA



# Build your SOA on a foundation of robust connectivity & integration



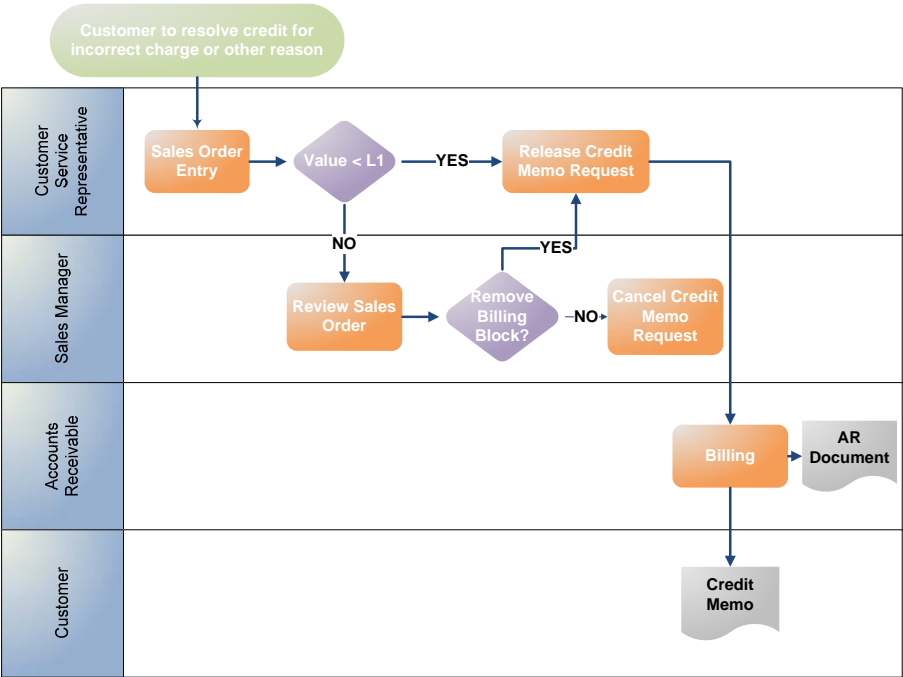
*Connectivity & integration is fundamental for your SOA  
– Flexibility, scalability linking applications, information,  
and processes across the enterprise*

# Real Time Answer for a Rail Company to BIG DATA

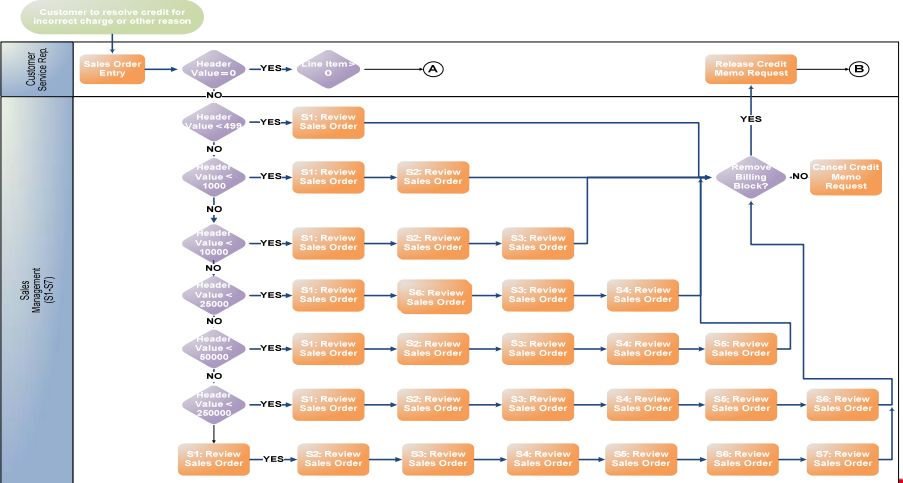


- Successful Project to Move Mindset M from “What Happened Yesterday” to “What is Happening Today”
  - Proactively make decisions
  - **A U.S. railway official explained, “If we could increase our average speed by just one mile per hour, it would mean an additional \$1.4 billion to our budget.”**
- Agil **Infrastructure to support Sense and Respond to Opportunities and Risk (Detect and analyze business activities that present opportunities) is Key! Context is king!**
  - **By identifying and addressing the various events along the route that slowed, even halted, the train during its journey, railroad officials were able to increase the average speed of the trip, end to end, by more than one mile per hour and capture that additional money.**
- Million **Operational systems**
  - Integrate all operational systems
  - Provide an intuitive, map-based user interface
  - Layer data on incidents, weather and maintenance
  - Provide million of dollars in yearly cost savings

# Connectivity to Drive Robust Process Innovation (Large MFG) Old School Meets New School Agility



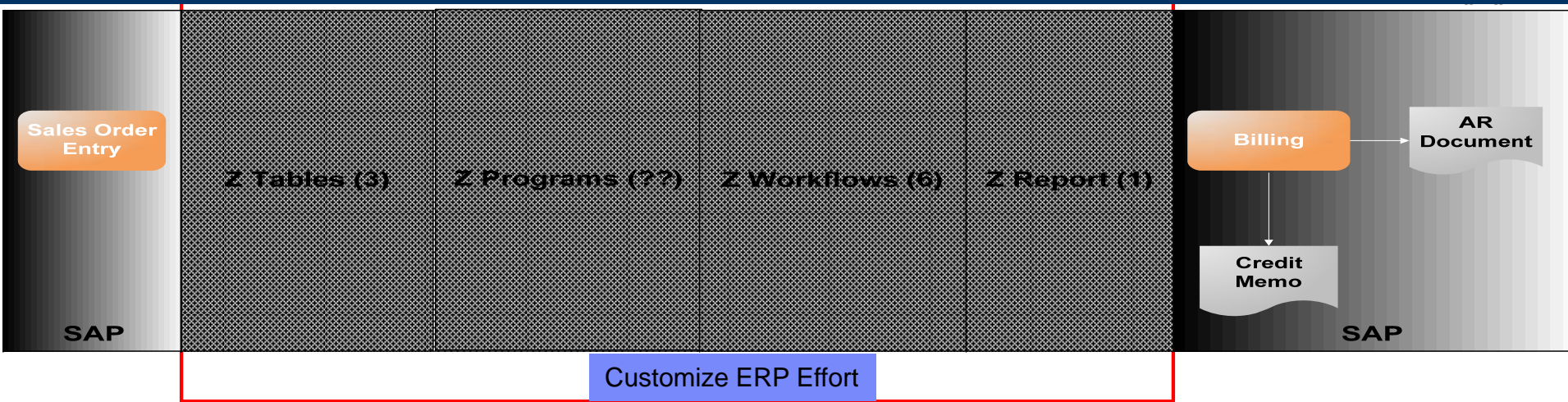
Value levels (\$)	Sales	Div A	Div B	Div C
0-1000	S1	M1	N1	P1
1001-5000	S2	M2	N2	P2
5001-10000	S3	M3	N3	P3
10001 - 50000	S4	M4	N4	P4
50001-100000	S5	M5	N5	P5
100001-250000	S6	M6	N6	P6
> 250000	S7	M7	N7	P7



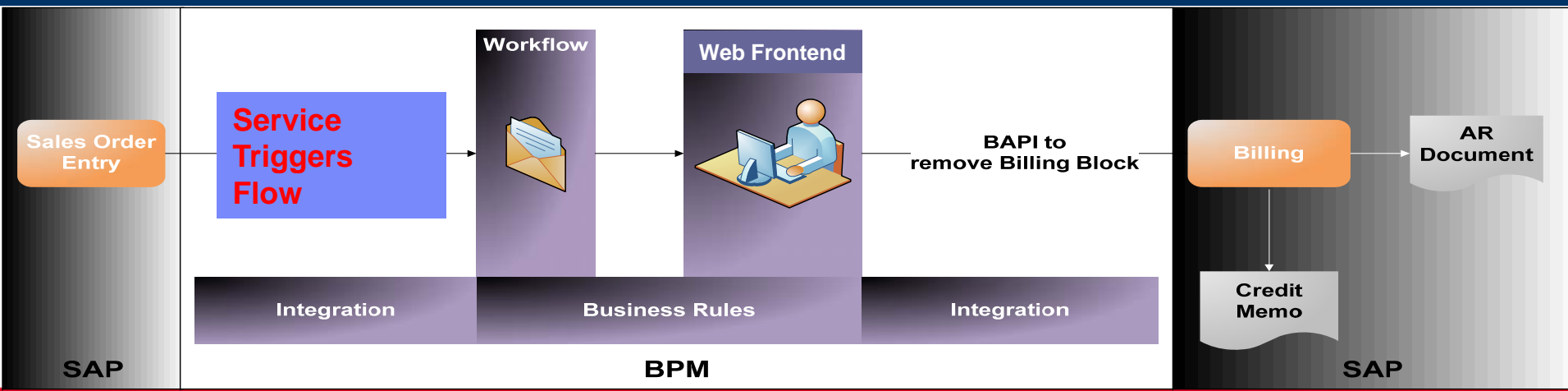
# Old School vs., New Agile Connectivity School



## Customize ERP – Old School Lock-in Approach



## BPM/Rules/SOA Abstracted Layer – with Enterprise Connectivity New Agile School



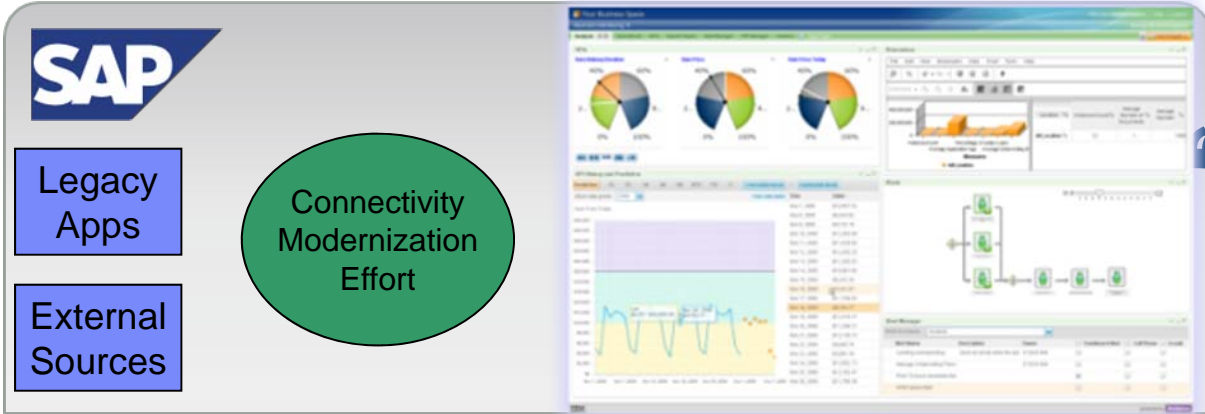
# Business Comparison



	Old School	New School
Speed to market	Slow	Fast
SAP GUI user licenses	Yes	No
Impact on SAP upgrades	High	Low
Usability/Flexibility/Accessibility	Low	High
Ability to bring in other enterprise wide assets and portable to other divisions	Low	High
Impact to mergers and acquisitions	High	Low



# Agile Connectivity Leveraged for State Tax and Revenue Efficiencies



**Large Eastern USA State Dept. of Taxation and Revenue**

We are now really seeing the benefits of our modernization project. Our State Agency has capability to facilitate efficiently services to our citizens. Internally we have the ability to manage processes as never before. Additionally, with our robust connectivity we can bring in more assets in a timely fashion.

Challenge	Solution	Results
<ul style="list-style-type: none"> <li>Show tax return process vs., new SLAs</li> <li>Provide key status vs., SLA on audits of tax information</li> <li>Leverage existing connectivity to a variety of sources internal and external</li> <li>Demonstrate ability to deliver status of all processes in one platform</li> <li>Adapt to on-going changes due to the myriad of regulatory/policy changes</li> <li>Under pressure in home countries forces exploration outside home base</li> <li>Show benefits from modernization efforts and access to mobile devices</li> </ul>	<p><b>Leverage Existing Connectivity</b></p> <ul style="list-style-type: none"> <li>Identify key events of processes</li> <li>Add existing components to messaging and ESB backbone</li> <li>Utilize ability of ESB to emit those events to IBM BAM</li> <li>Quantify SLAs and KPIs</li> <li>Incorporate rules and BPM into connectivity assets</li> </ul>	<ul style="list-style-type: none"> <li>Pilot projects show a 30% decrease in key audit/return processing time</li> <li>Management has up to the minute on-going results in the height of the tax season</li> <li>Results are quickly relayed to other state and federal agencies given this capability</li> <li>Modernization project viewed as key success driving agility and flexibility</li> <li>Reps have access to info in the field</li> </ul>

# Optimize Solutions to the Cloud to Spur Business Agility

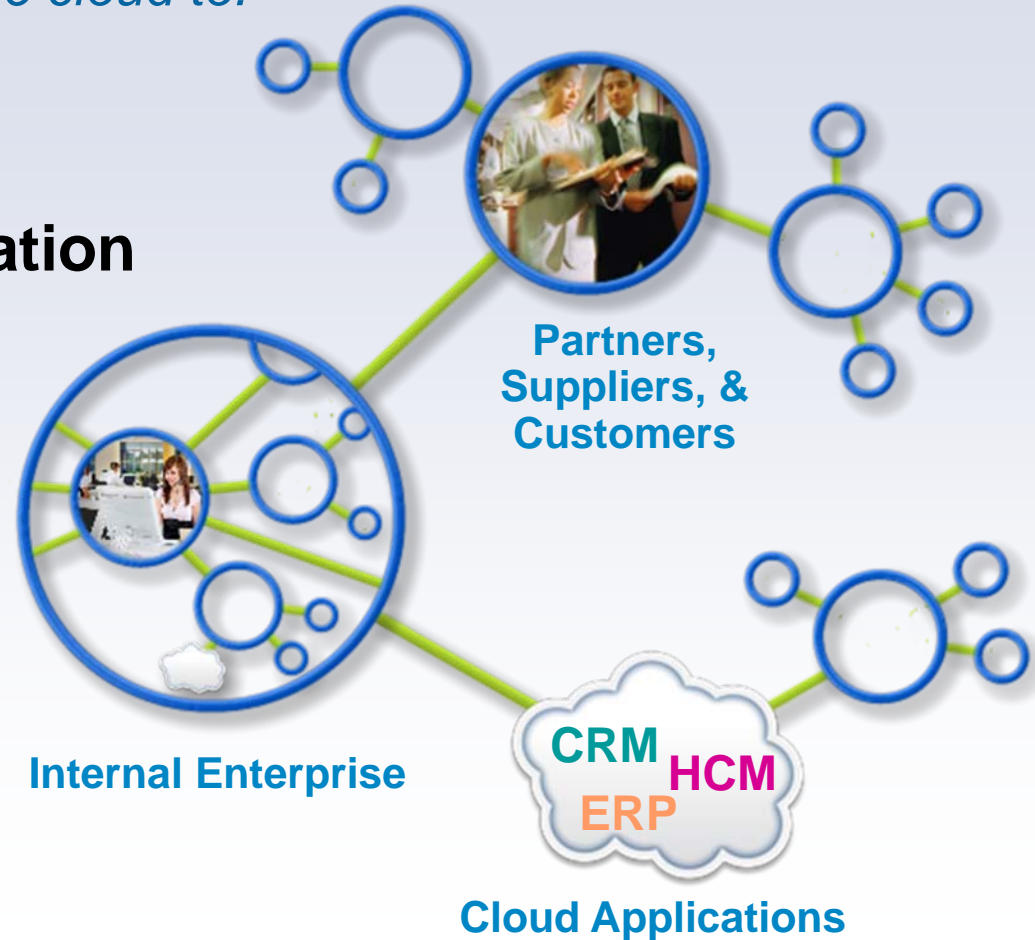


Capitalize on complexity and thrive in an interconnected world

*Deliver fast, flexible and reliable access to information across applications, enterprises, and the cloud to:*


## Connectivity and Integration

- Inform decisions with new information
- Embrace new channels
- Leverage rich partnerships





# Case Study: Customer Master, 360 Degree Customer View

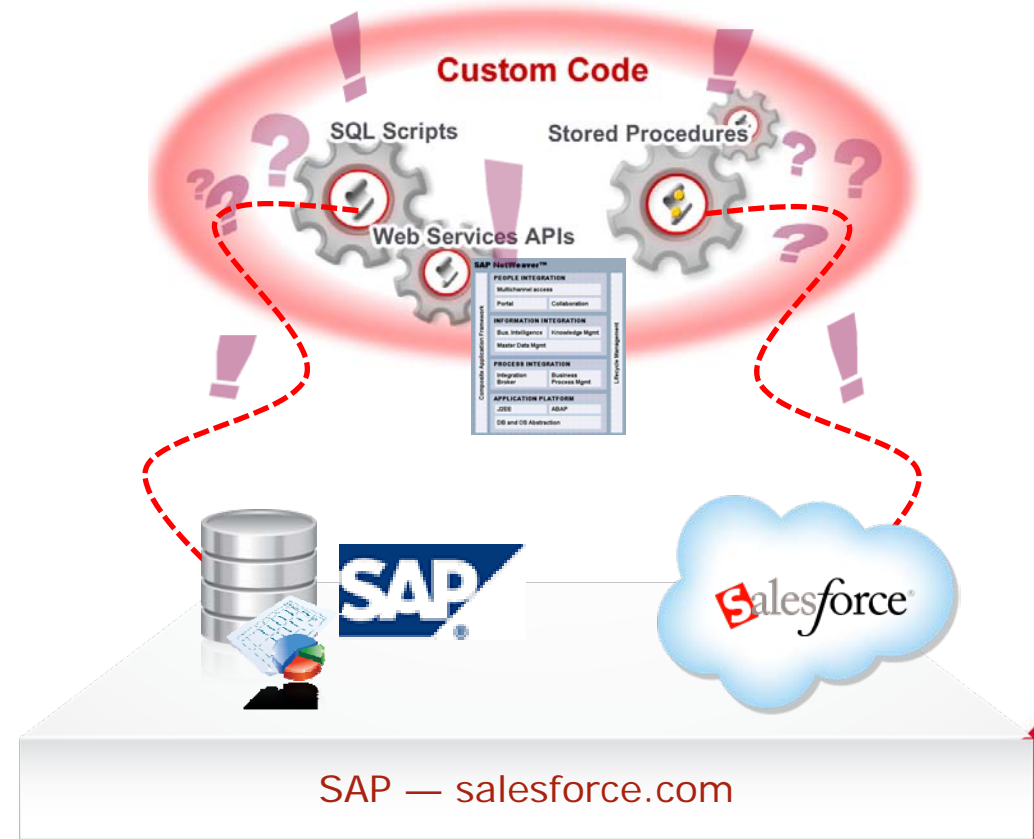
 Global leader in patient diagnostics & health mgmt. services

## Business Problems

- Highly acquisitive company; many disparate systems
  - Salesforce.com - SFA and complaint handling
  - SAP – Primary system of record
  - Benefits of SFDC being minimized by poor connectivity
- IT charged with providing:
  - Better customer experience
  - Increased productivity and scalability
  - Real-time data transfer with minimal maintenance

## Current Integration State

- Inflexible and speed to market was not acceptable
- Custom code - Too time consuming, Not scalable
- Pervasive - Didn't meet needs



# Case Study: Agility Gained With Robust Off Premises Connectivity

Real-time integration delivered in 10 days

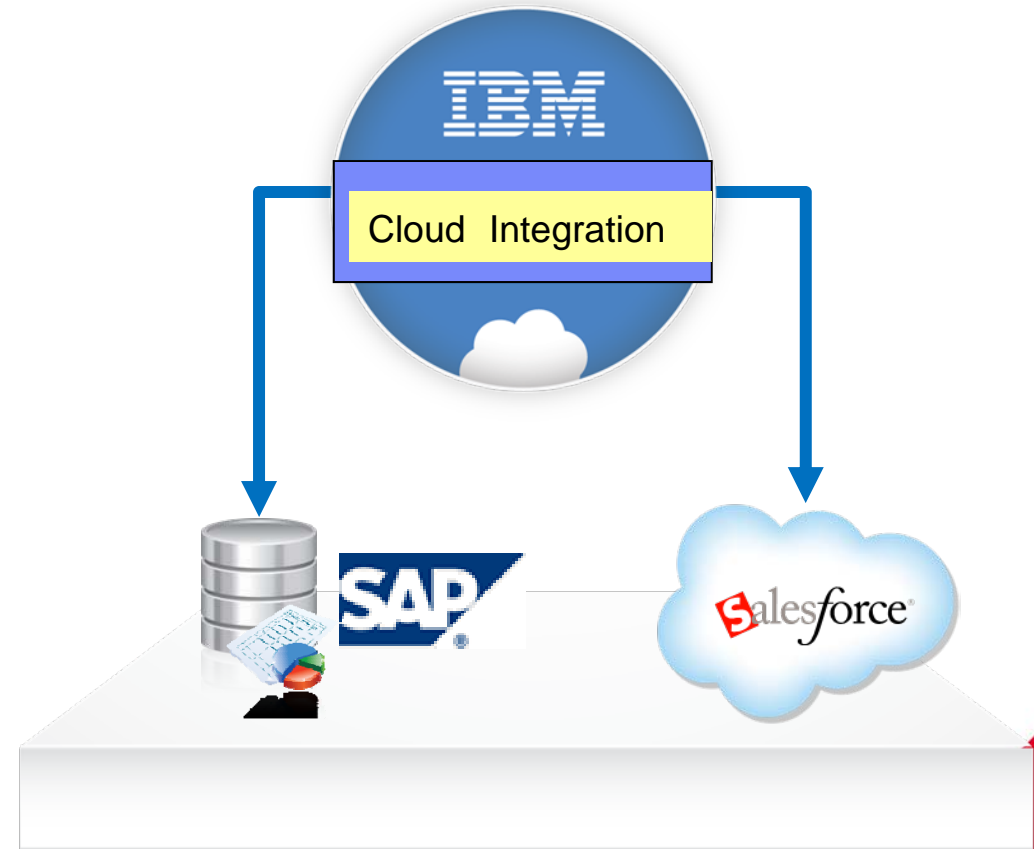


## Solution

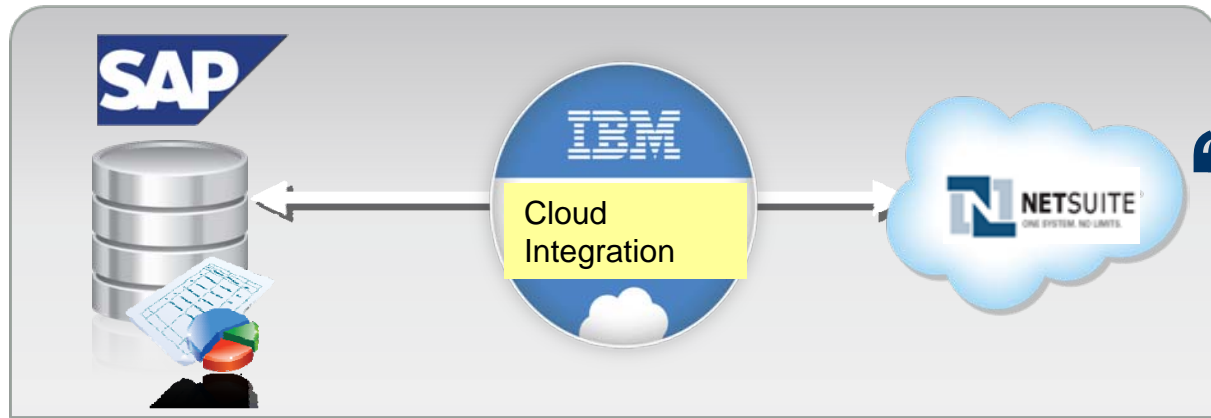
- Configuration, not coding approach
- Leverage IBM prebuilt SAP/Salesforce templates to speed integration
- Real-time bi-directional integration achieved
  - SFDC (SFA and complaint handling)
  - SAP (customer records)
- Processes automated and streamlined
  - “One-click” to replace multiple steps
- No customization to SAP

## Results

- **Project delivered in 10 days**
- +\$100K/yr savings by eliminating SAP licenses
- Better “Connected” sales force
- +\$95K/yr productivity improvement by providing real-time client case data
- +\$20K savings on Implementation Services
- +\$10K/yr by eliminating legacy tool used for custom coding



# Case Study: Two Tier ERP Agile Connectivity in Action



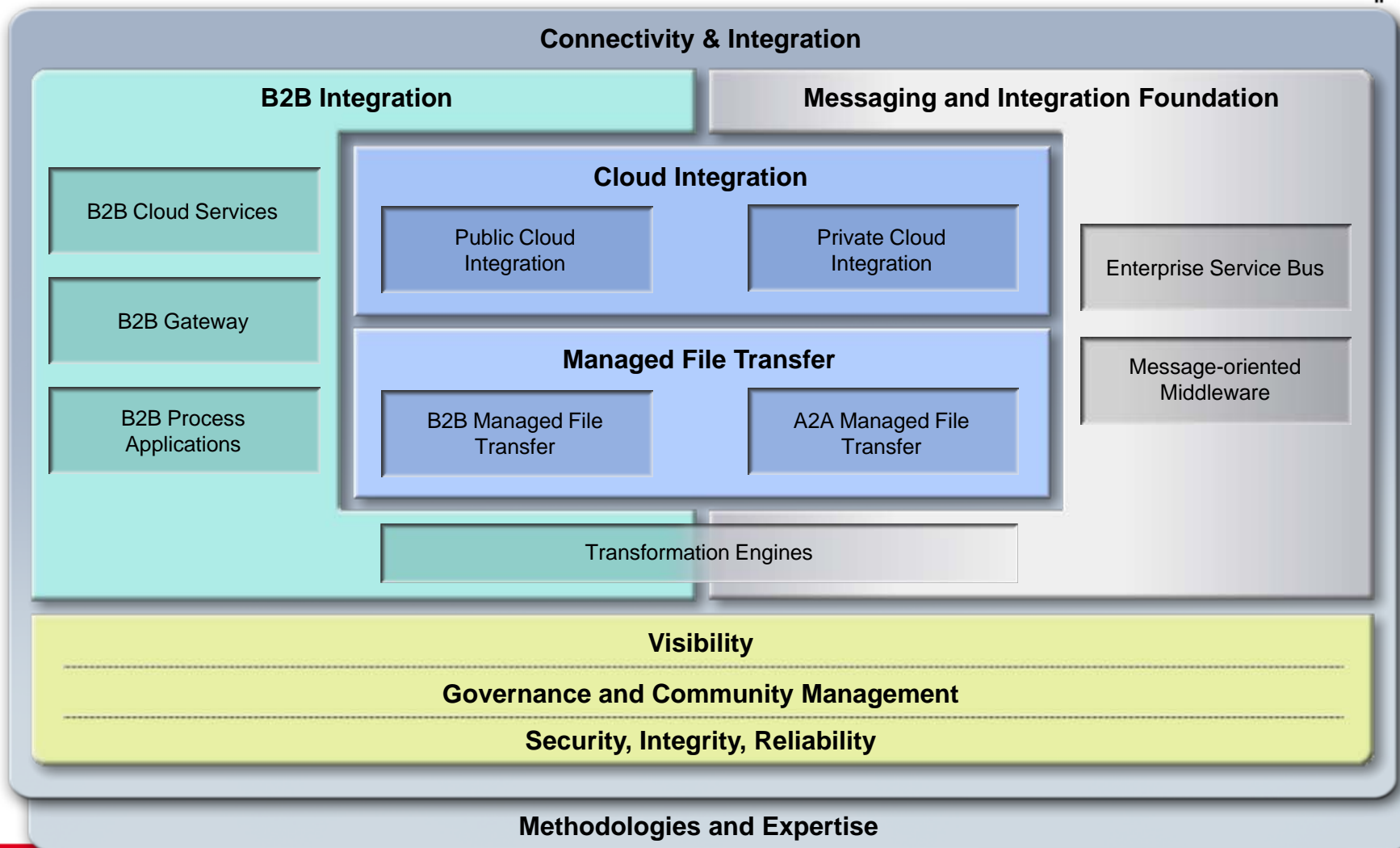
**A large fully integrated Oil & Gas multinational**

“If we used a platform like SAP worldwide, it would require significant capital investment and a lot of resources, including a large IT team to implement and maintain the system in each country. NetSuite with IBM Cloud connectivity provides all the capabilities we need internally.”

Challenge	Solution	Results
<ul style="list-style-type: none"> <li>Enable low cost expansion of existing ERP footprint</li> <li>Provide a simple, non-complicated UI and transaction entry for non-sophisticated users</li> <li>Deliver data to SAP corporate instance in a seamless fashion</li> <li>Allow it to be reusable and scalable for many future cases</li> <li>Provide quick set-up and speed to market</li> <li>Under pressure in home countries forces exploration outside home base</li> </ul>	<p><b>IBM Integration Cloud Solution</b></p> <ul style="list-style-type: none"> <li>Simple “No Coding” approach</li> <li>Bidirectional integration with SAP:</li> <li>Information can be sent per requirements of the business</li> <li>Consolidation of data occurred at corporate for financial data</li> <li>Provided a much more manageable solution set</li> <li>Abstract SAP transactions and complicated procedures</li> </ul>	<ul style="list-style-type: none"> <li>Tremendous cost savings are expected on additional roll-outs with implementation in weeks</li> <li>NetSuite implemented with Cast Iron in under 3 months and reusable for each on-going situation with TtM</li> <li>Provide key execs consolidated reports on operations on a worldwide scale</li> <li>Customer has been able to minimize SAP license costs</li> </ul>



# Only IBM delivers rich, integrated capabilities



# IBM is the proven leader in connectivity & integration



## Largest Customer Base

- **25,000+** Customers
- Customer success stories;  
**100+** on ibm.com

## Strongest Ecosystem

- **1000+** business partners
- users group



## Unparalleled expertise, and level of investment

- **Over 15 years** of industry leadership
  - **100's** of assets
- **Broadest, Deepest** solution portfolio & services



# Start building your connectivity & integration foundation today

*For greater agility, innovation, and collaboration*

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- Try out IBM connectivity solutions in the [SOA sandbox](#)
- Contact your IBM representative to learn about QuickStart offerings that and accelerate your implementation





Thank  
YOU

Questions?

