

Business Agility Lunch Series.

Innovate. Transform. Grow.



Connectivity & Integration

Rakesh Kamath – WebSphere Sales Specialist, QLD & NT

1/06/2012

Agenda



- **12:30pm** **Registration and Welcome Drinks**
- **1:15pm** **Welcome**
Rakesh Kamath - WebSphere Sales Specialist, QLD & NT
- **1:20pm** **Suncorp's insights for choosing IBM WebSphere DataPower XI52 Integration Appliance and B2B solution – incl Q&A**
Brigitte Odgers-Jewell & Rod Christophers
- **2:30pm** **Discover how WebSphere Message Broker v8, DataPower, and Cast Iron can help your organisation improve cost per transaction, scalability and robustness.**
Andrew Wright – WebSphere Technical Pre-sales, QLD & NT
- **3:00pm** **Event Concludes followed by Drinks**





Connecting Your Business & Enterprise

with IBM Connectivity & Integration



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 capitalise on complexity and outmanoeuvre competitors





Interconnection makes it easier to capitalise on complexity

Interconnected Enterprise



- Informs decisions with new information
- Embraces new channels
- Leverages new partnerships
- Rapidly implements changes
- Effectively interacts with stakeholders
- Captures new market opportunities



and deliver faster innovation, richer interactions, and deeper collaboration



Comprehensive connectivity & integration



Use Insight to Drive Action

Deliver information to the point of impact & automate response

Extend Enterprise Systems

With mobile apps, open APIs, devices, and sensors

Partners, Suppliers, & Customers

Streamlined and secure transactions across trading communities

Integrate the entire Enterprise

To provide a single view of your business

Manage Transactions

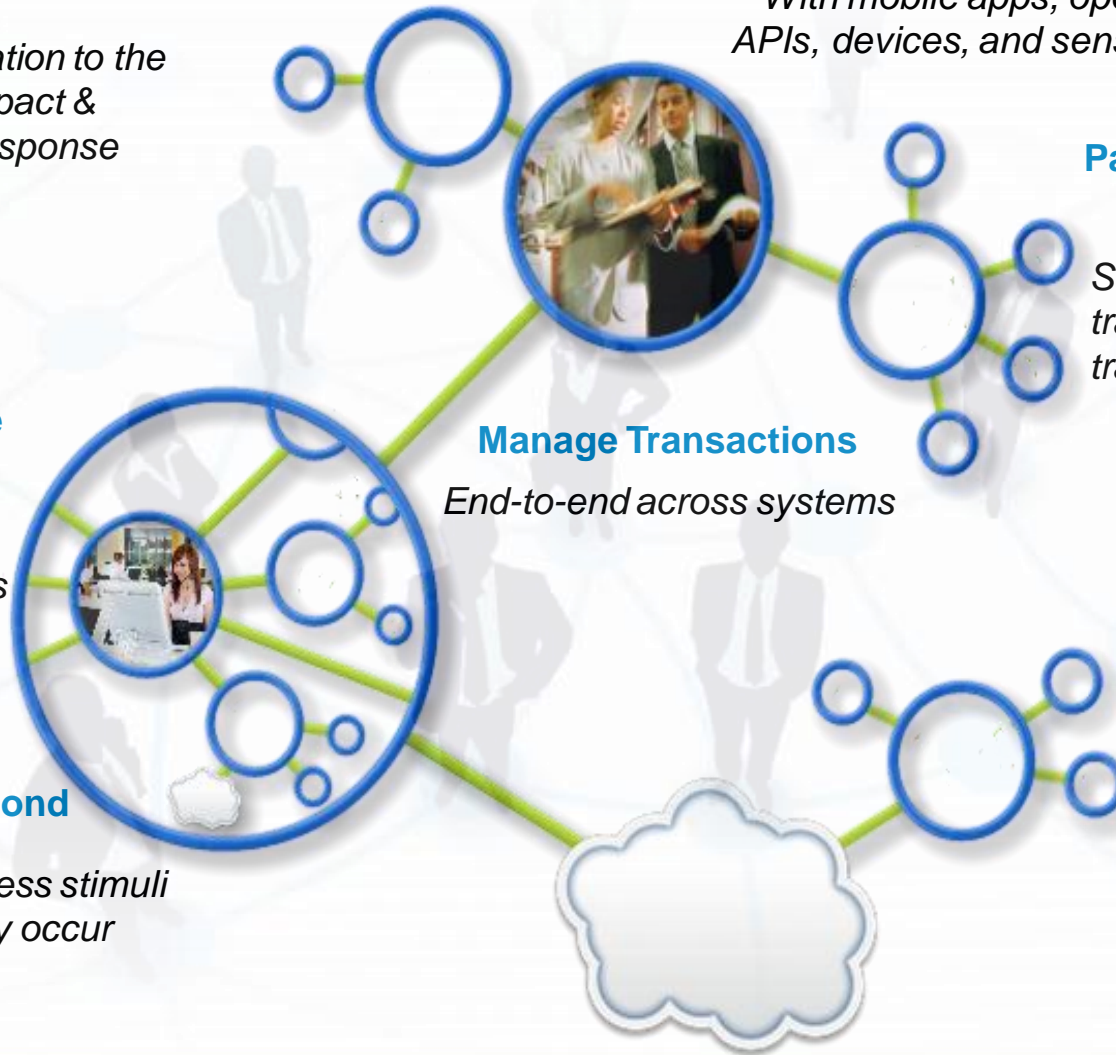
End-to-end across systems

Cloud Applications

Rich integration between cloud applications and back-end systems

Sense & Respond

To important business stimuli instantly as they occur



WebSphere Message Broker connectivity & integration



Use Insight to Drive Action

Deliver information to the point of impact & automate response

Extend Enterprise Systems

With mobile apps, open APIs, devices, and sensors

Partners, Suppliers, & Customers

Streamlined and secure transactions across trading communities

Integrate the entire Enterprise

To provide a single view of your business

Manage Transactions

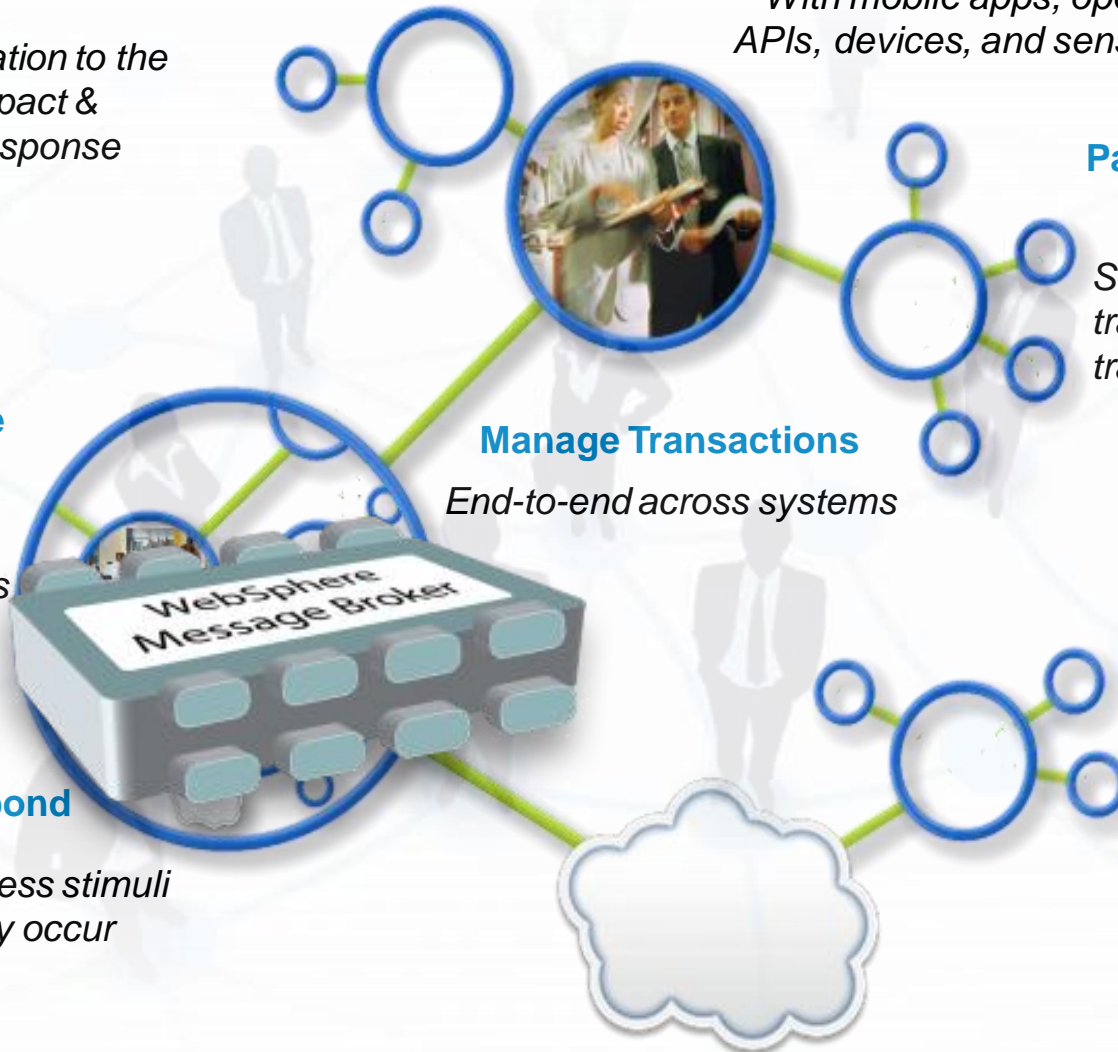
End-to-end across systems

Cloud Applications

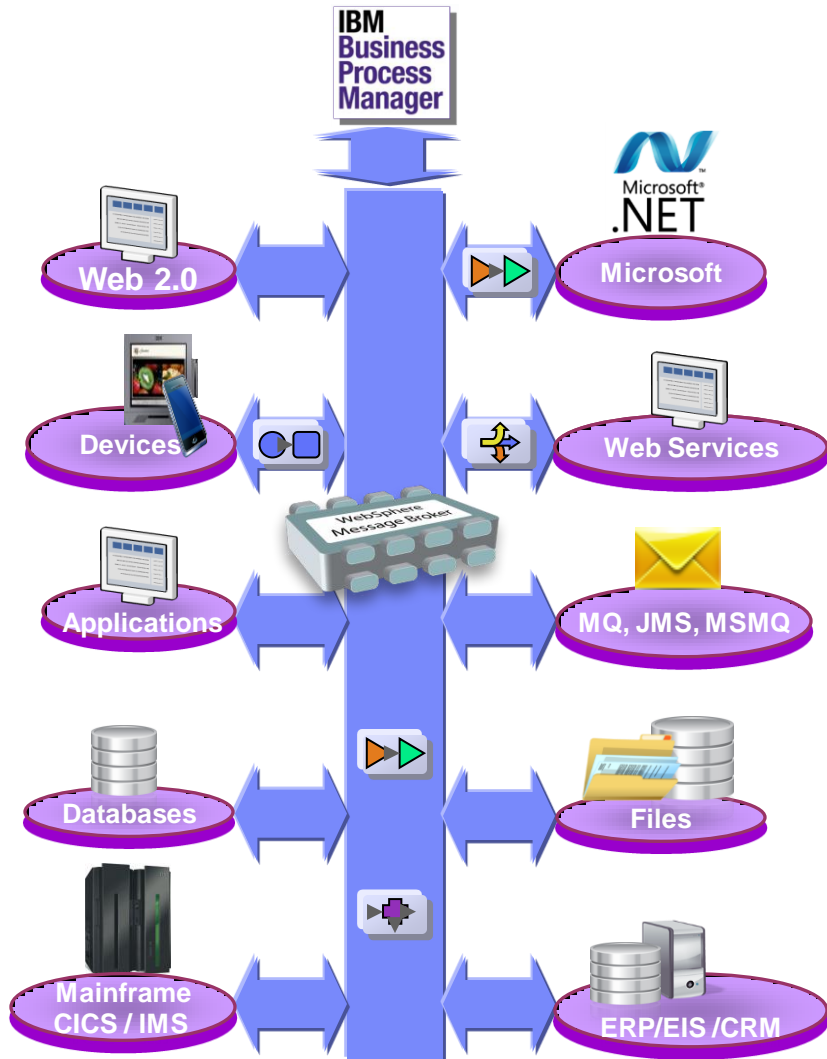
Rich integration between cloud applications and back-end systems

Sense & Respond

To important business stimuli instantly as they occur



WebSphere Message Broker



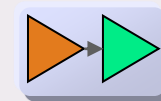
- **Simply Connect** *FROM* anywhere, *TO* anywhere
- **Simple & Easy** –to Install, Learn, Develop, Deploy and Manage
- **Visually Map** and Transform between any two message or file formats
- **Robust and Scalable** architecture



MATCHES & ROUTES communications between services



CONVERTS between different transport protocols



TRANSFORMS between different data formats



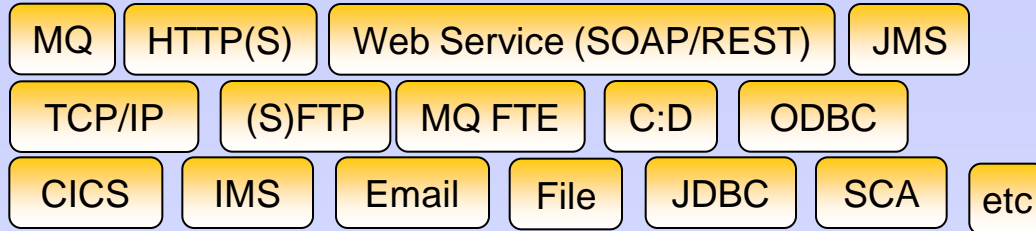
IDENTIFIES & DISTRIBUTES business events

WebSphere Message Broker Essentials



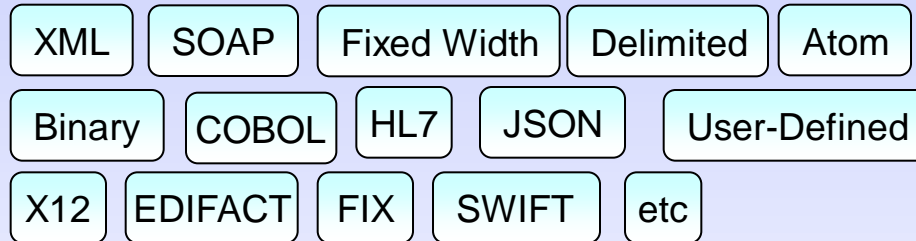
Protocol Support

(connect from any to any)



Format Support

(convert from any to any)

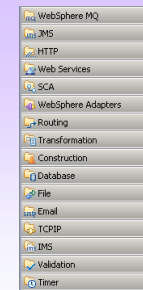
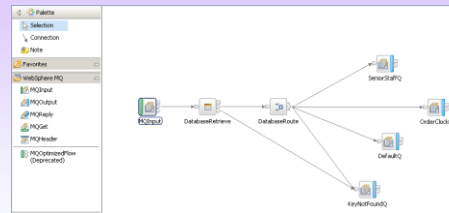


Mediation Support

(transformation, route, enrich etc)

WebSphere Message Broker Toolkit

- Graphical editor
- Visual map
- Nodes
- Unit Test
- Debugging



Enterprise QoS

WebSphere MQ

Availability, Scalability, Messaging, Transactions

WebSphere Adapters

WebSphere Services Registry and Repository

WebSphere MQ Advanced Message Security

WebSphere MQ File Transfer Edition



DataPower connectivity & integration



Use Insight to Drive Action

Deliver information to the point of impact & automate response

Integrate the entire Enterprise

To provide a single view of your business

Sense & Respond

To important business stimuli instantly as they occur

Extend Enterprise Systems

With mobile apps, open APIs, devices, and sensors

Partners, Suppliers, & Customers

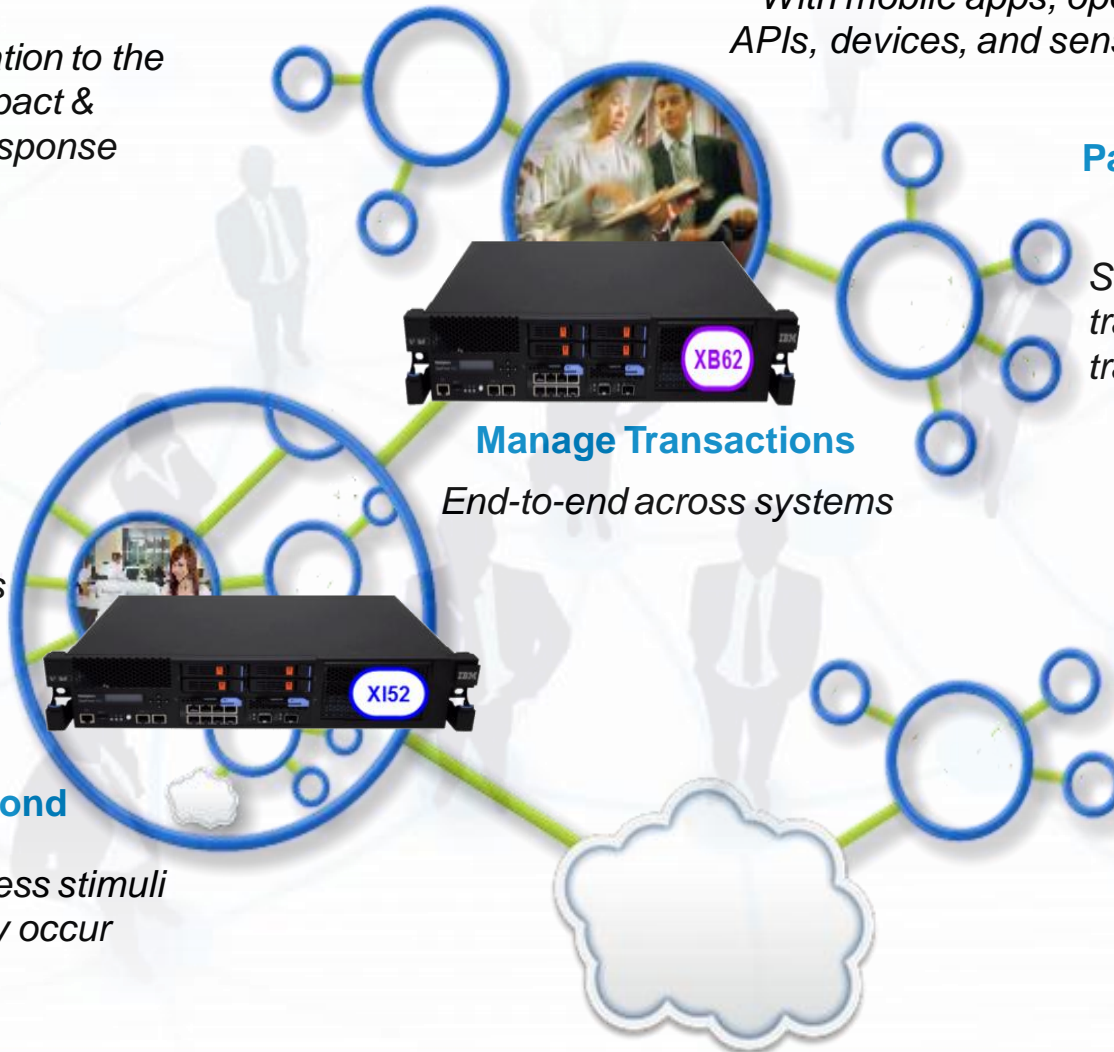
Streamlined and secure transactions across trading communities

Manage Transactions

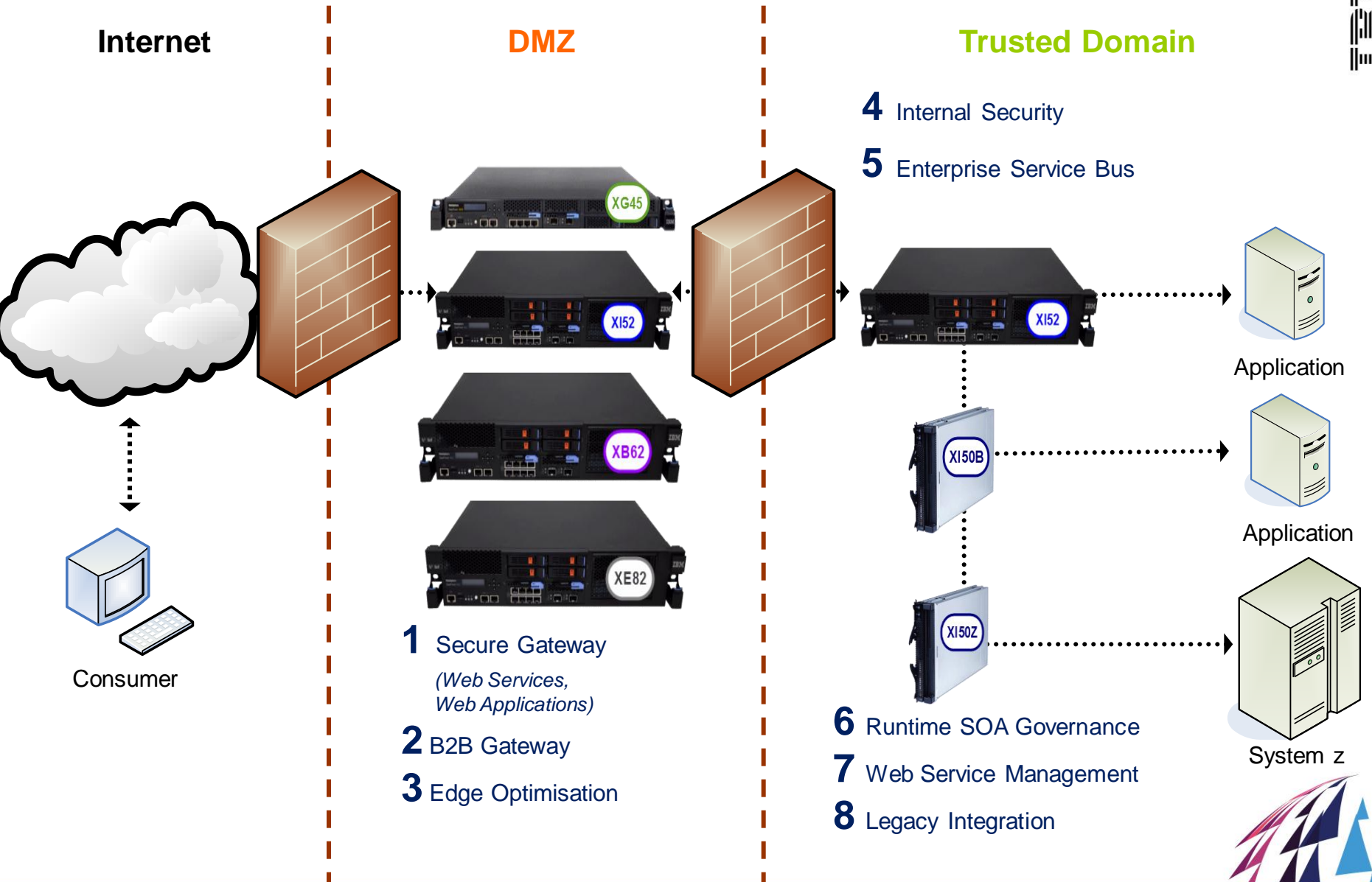
End-to-end across systems

Cloud Applications

Rich integration between cloud applications and back-end systems



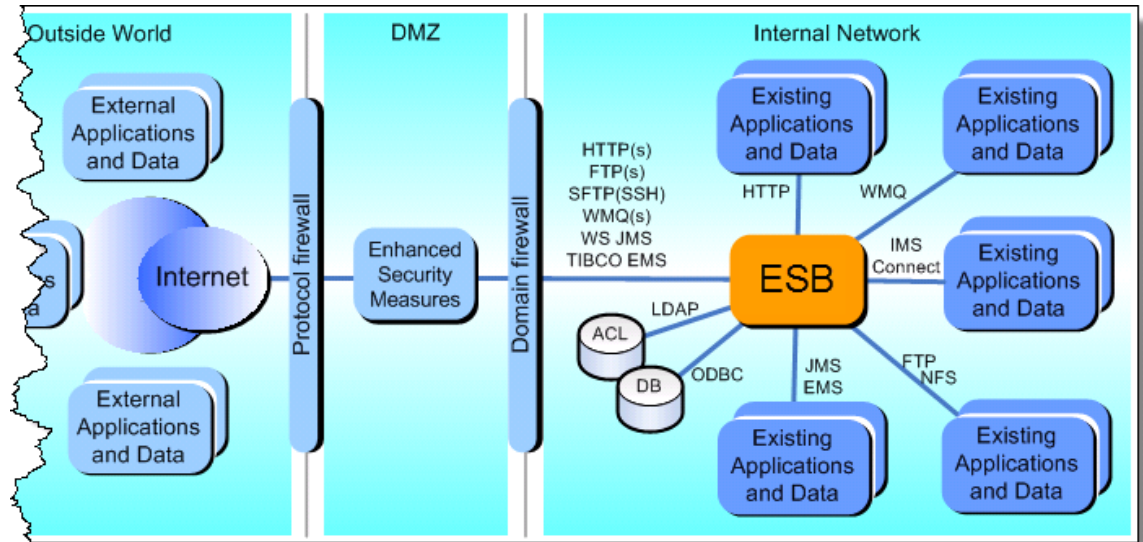
Deploy WebSphere DataPower Appliances in a variety of use cases



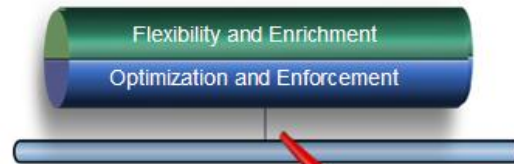
ESB and Legacy Enablement



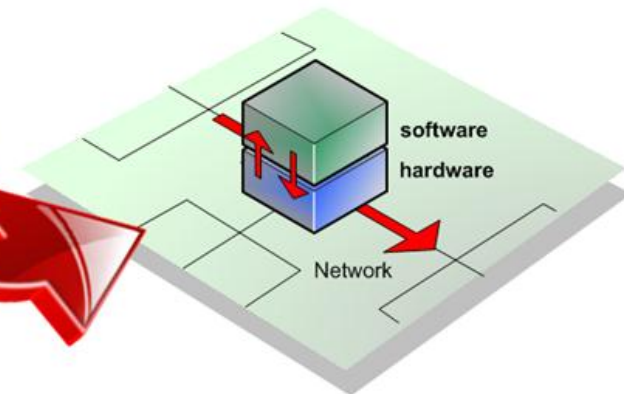
- IBM's "drop in" ESB
- Easily service-enable legacy apps
- Optimise existing SOA deployments by offloading the rote, repeatable, universal tasks of integration to a purpose-built platform



The Hybrid Bus



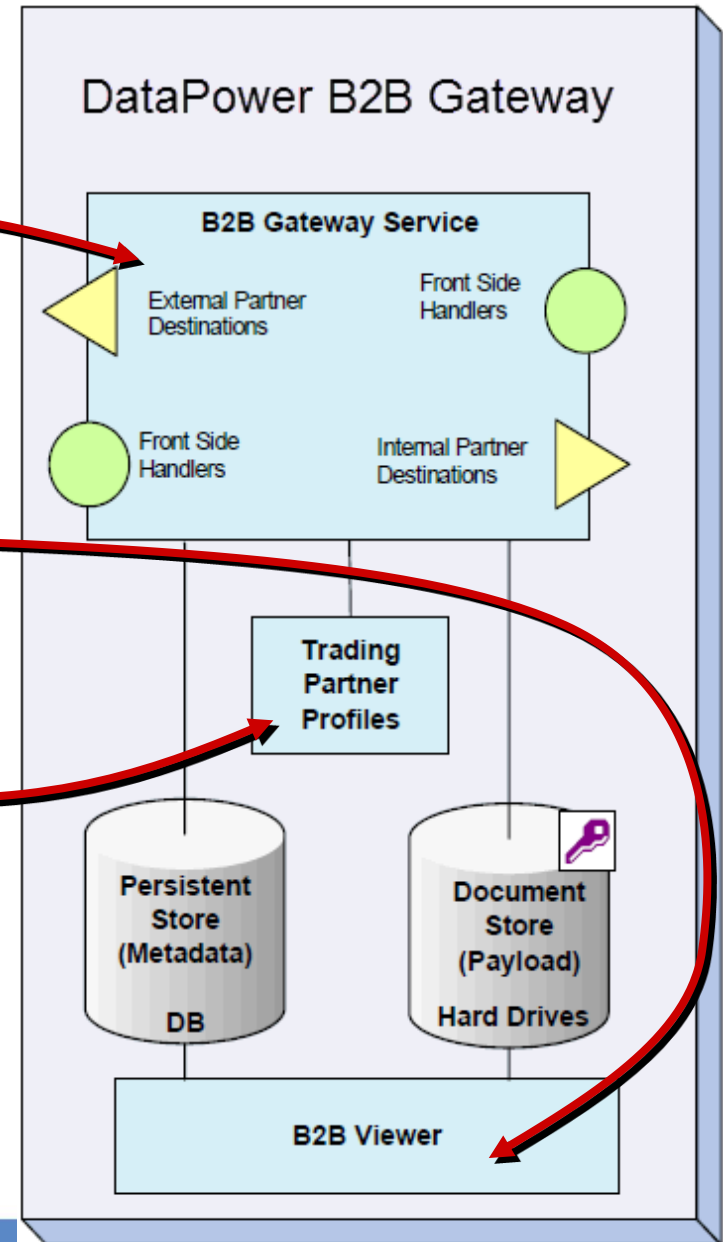
This design pattern drastically increases time before software solution needs to be scaled.



B2B Gateway



- Enhanced functionality for
 - Partner Profile configuration and management
 - Runtime B2B Gateway which can be configured to persist messages in flight
 - B2B Viewer allowing search by partner, date/time, etc. in order to quickly locate and understand the status of partner interactions



Caching Appliance - DataPower XC10

- Easy drop in use for common scenarios
 - Support for **data-oriented caching scenarios** without rip & replace
- Scale out with ease
 - **Large, elastic cache** allows you to scale more economically while providing high Quality of Service
- Fault tolerance
 - Lower risk of data loss while providing **continuous availability**
- Flexible and simple user management
 - Simple solution for **real world management and monitoring**



Cast Iron connectivity & integration



Use Insight to Drive Action

Deliver information to the point of impact & automate response

Integrate the entire Enterprise

To provide a single view of your business

Sense & Respond

To important business stimuli instantly as they occur

Extend Enterprise Systems

With mobile apps, open APIs, devices, and sensors

Partners, Suppliers, & Customers

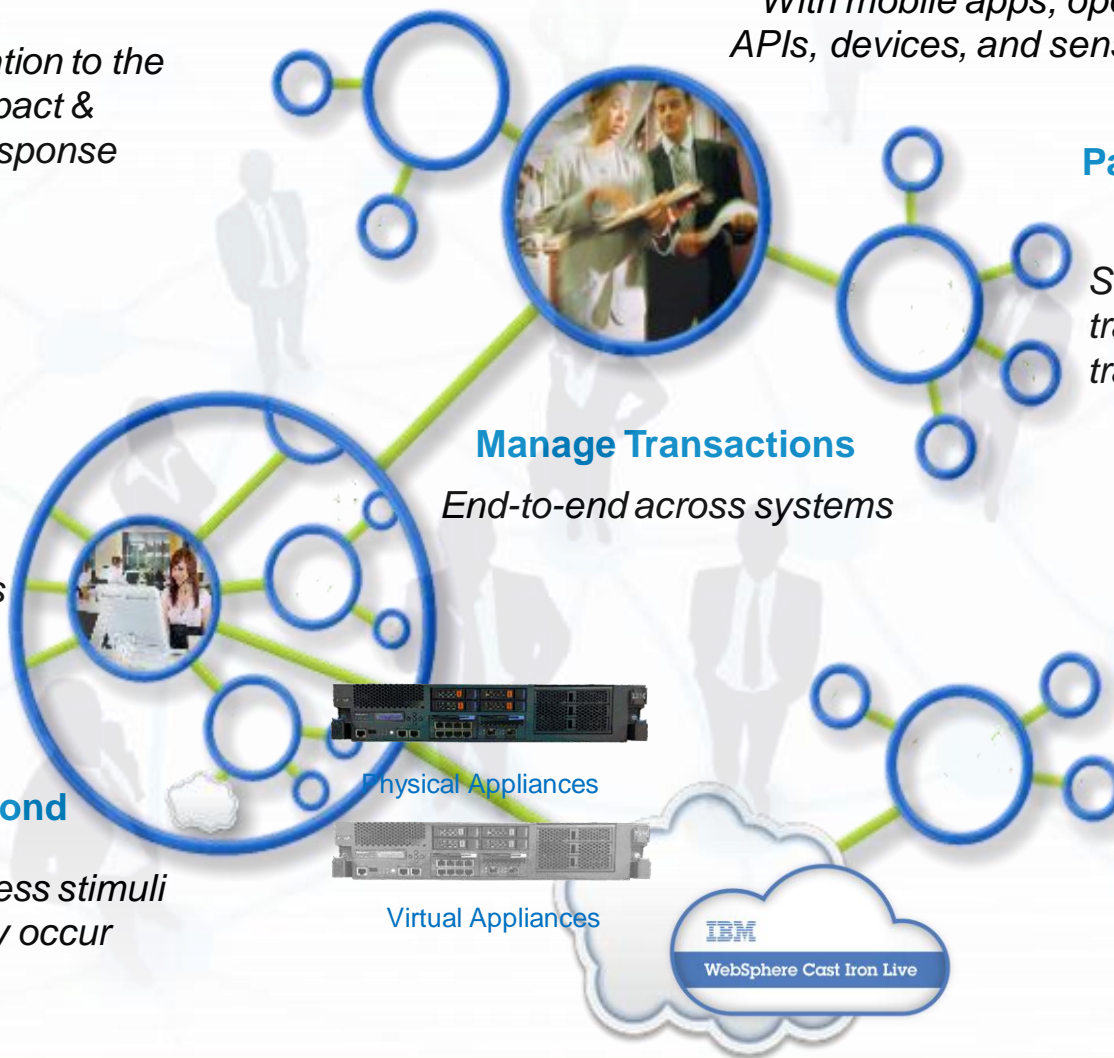
Streamlined and secure transactions across trading communities

Manage Transactions

End-to-end across systems

Cloud Applications

Rich integration between cloud applications and back-end systems



Physical Appliances



Virtual Appliances



Cast Iron: Completely Maps to Your Cloud Strategy



Total Connectivity



Deployment Flexibility



Cloud Service



Physical Appliances



Virtual Appliances

Repeatable Success



TIP Exchange



TIP Development Kit



TIP Community

For All Types of Projects



UI Mashups



Process Integration



Data Migration



Cast Iron: Completely Maps to Your Cloud Strategy



Total Connectivity Deployment Flexibility Repeatable Success For All Types of Projects



Reduce Risk & TCO



Physical Appliances



Virtual Appliances



Save Up to 80%



TIP Exchange
TIP Development Kit



TIP Community



UI Mashups

Increase IT Self-Sufficiency



Process Integration



Data Migration



Start building your connectivity & integration foundation today

For greater agility, innovation, and collaboration



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

