



IBM Software Group

## *Integration with IBM Software - Australia City Tour*

*Mark Bishof*  
*Vice President*  
*Industry Solutions – WW*  
*Software Group*

*Brett Ison*  
*Director*  
*Industry Solutions – AP*  
*Software Group*

DB2

WebSphere software We Make **IT** Work for Business

@business on demand software

## A new agenda for 21st century business...Adapt or lose

- In 1917, BC Forbes compiled his first list of the 100 largest American companies
- In 1987, Forbes published its Forbes 100 list and compared it to its 1917 list
- Of the original group, 61 had ceased to exist



*Of the remaining 39, only 18 had managed to stay in the top 100.*

❖ *How will your company transform its business to beat competition and deliver increasing customer value over time?*



## What's on the minds of 450 of the world's leading CEOs



### Business needs

- **Revenue growth** with cost containment
- Key competency: **responsiveness**
- Critical success factor: enable effectiveness of **people and processes**

*Source: CEO Study of 456 WW CEOs IBM Corporation - 2004*

### IT challenges

- Aligning IT and business goals to grow revenue and contain costs
- Building responsiveness and agility into the organization through IT
- How can IT help enable people and teams to be more effective

*Source: Operating Environment Market Drivers Study, IBM Corp. 2004*

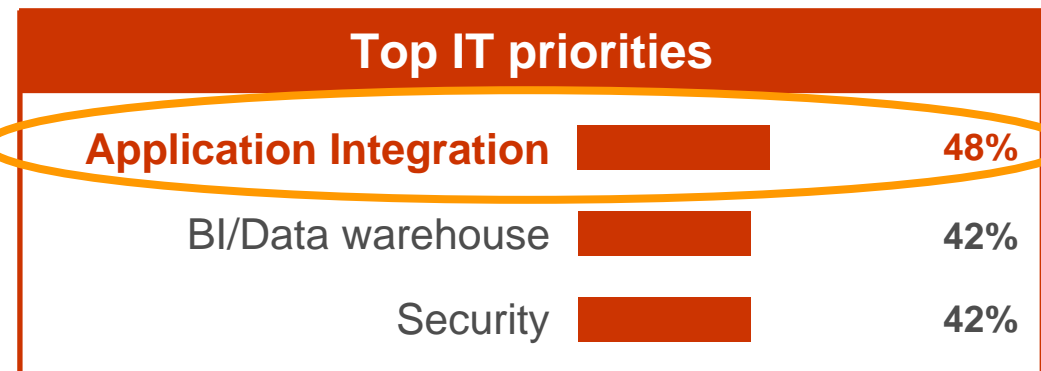
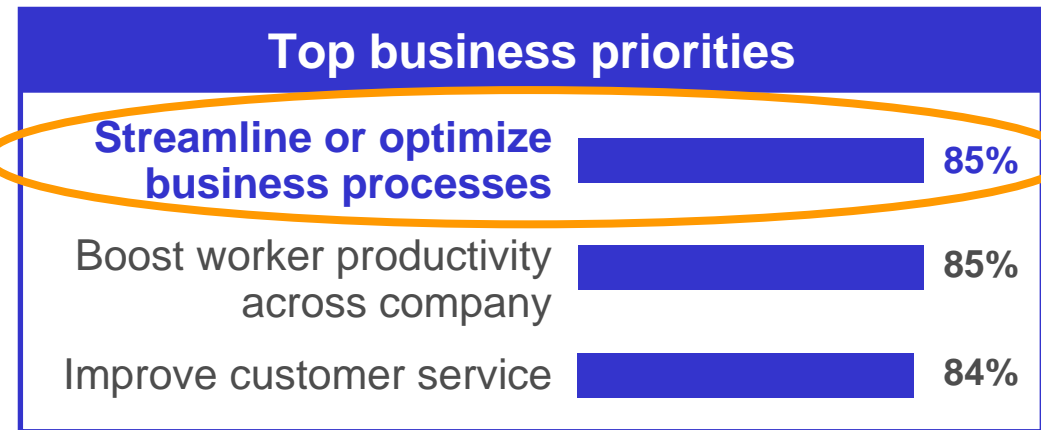


# Changing Market Conditions Drive On Demand Business Needs: Addressing Top Business and IT Priorities

*“More than 80% of CEOs see unpredictable market forces as the key inhibitor to growth.”*

Source: IBM's Global CEO Survey, February 2004

- Economic volatility and globalization
- Increasing consolidation across industries
- Increasing regulations and industry standards
- Technical realities



Sources: *Outlook 2004: Priorities 1Q InformationWeek Research*, January 2004; Merrill Lynch CIO Survey Results, September 2004



# e-business on demand is Powered by WebSphere

**e-business on demand:** An enterprise whose business processes —integrated end-to-end across the company and with key partners, suppliers and customers— can respond with speed to any customer demand, market opportunity or external threat

*Sam Palmisano, IBM Chairman, Oct 2002*



**WebSphere software**

## INTEGRATION PLAY

- 1) WIN WITH RESULTS: For more efficiency and faster transactions, you need open, resilient software that lets you integrate internal and external business processes.
- 2) WIN WITH WEBSHERE: The leader in integration software, WebSphere includes built-in templates and application adapters specifically for Straight Through Processing. You get outstanding financial services with virtual plug-and-play convenience, WebSphere. Part of our software portfolio, including DB2<sup>®</sup>, Lotus<sup>®</sup> and Tivoli<sup>®</sup>.
- 3) MAKE THE PLAY: Visit [ibm.com/websphere/finance](http://ibm.com/websphere/finance)

@business is the game. Play to win.™

**IBM**

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## Time to Value Depends on Leveraging Pre-Built Solution Capabilities

“Firms spend millions of dollars every year to integrate applications and create connections to partners. **Too much ... is spent on one-off application-to-application connections, inflexible custom adapters ... none of which are reusable.**”



“Based on a function cost of \$250,000, it will cost a company from **seven to 10 times more to develop a particular functionality than it will to purchase** an equal functionality.”

“...A best-in-class sell-side system will **blend world class infrastructure, packaged processes, integration, and a toolset** that can enable content integration that rapidly responds to the changing needs of a business. IBM has that vision.



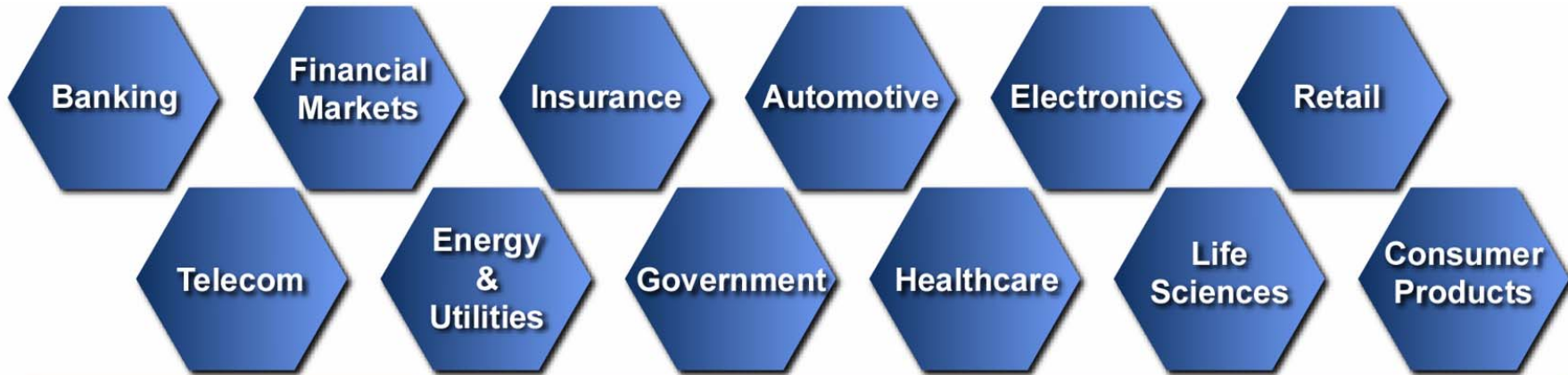
“**Within three months** we took one of our companies **from nothing up to real-time inventory, order placement, and order tracking** ... since that time, we’ve rolled out the same functionality across five of our other companies.”

*Eric Keil, IT Director of e-business  
Panasonic Management IT*





# IBM Middleware Solutions for Industries



<b>Industry Know How</b>  <i>Consulting and Implementation Services</i>	<b>ISV Applications</b> 
	<b>Industry Specific Middleware</b> <i>Adapters, portlets, process models and templates, message sets, .....</i>
	<b>Core Middleware Products</b> 



# Industry Solutions

## IBM Middleware Solution for Government

- Access
- On Demand Workplace
- Collaboration
- e-Forms & Records Management
- Emergency Response



## IBM Middleware Solution for Financial Markets

- Front Office Insight
- Trade & Order Management
- Financial Information Interchange
- Post Execution Integration
- Risk and Compliance



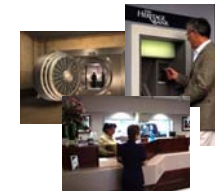
## IBM Middleware Solution for Life Sciences

- Clinical Trials & Management
- Annotation & Knowledge Sharing
- Clinical Genomics
- Investigator Recruitment & Trials Mgmt
- Corporate Information Asset Management



## IBM Middleware Solution for Banking

- Branch Transformation
- Channel Empowerment
- Core Systems Transformation
- Risk and Compliance Foundation
- Wholesale Payments Processing



## IBM Middleware Solution for Healthcare

- Patient-centric Portal
- Collaborative Network
- Clinical Decision Intelligence
- Payer Services Portal
- Health Plan Administration



## IBM Middleware Solution for Insurance

- Claims Management
- Underwriting
- Policy Management
- Channel Distribution Integration
- Customer Insight





# Industry Solutions

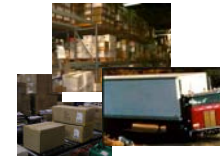
## ■ IBM Middleware Solution for Automotive

- Product Lifecycle Management
- Factory to Enterprise Integration
- Dealer Collaboration
- Early Warning for Warranty
- Systems & Software Engineering
- Telematics



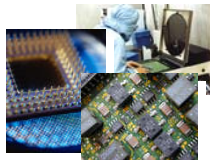
## ■ IBM Middleware Solution for Retail

- Merchandising
- Item Management
- Inventory Management
- Store Operations
- Multi-Channel Management
- Advertising, Marketing & Promotions



## ■ IBM Middleware Solution for Electronics

- Product Innovation Mgmt
- Software Lifecycle Mgmt
- Supply Chain Collaboration
- Business Performance Mgmt
- Risk & Compliance



## ■ IBM Middleware Solution for Telecom

- OSS / BSS Optimization
- Contact Center Optimization
- Mobile Services Delivery
- Partner Content Enabler
- Next Gen Network Services



## ■ IBM Middleware Solution for CPG

- Item Management
- Customer Management
- Brand Management
- Consumer Information Management
- Risk & Compliance Management



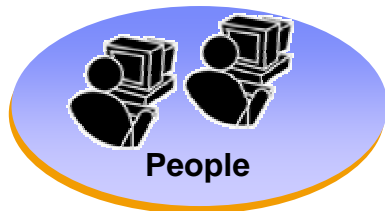
## ■ IBM Middleware Solution for Energy & Utilities

- Trading and Settlement
- Mobile Workforce Management
- Contact Center
- Asset Operations
- Regulatory Compliance



# Integration

**As Much as 30 - 50% of IT Budgets May Be Spent on Integration\***



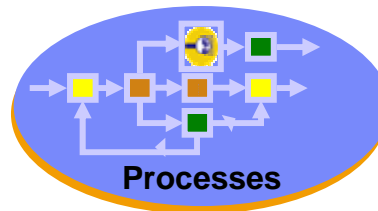
**People**

**Connect people:** create a workplace for collaboration among your people and ecosystem

**Organizations**

- M&A, B2B
- Divisions
- Departments

*Collaboration  
Roles-based Workplaces*



**Processes**

**Align processes:** integrate process to optimize business value within and beyond enterprise

**Process Integration**

- ERP/CRM/SCM...
- Legacy
- BPM

*Business Integration:  
Application Servers, Workflow,  
Messaging*



**Information**

**Integrate information:** create a holistic view of information across the organization

**Information Domains**

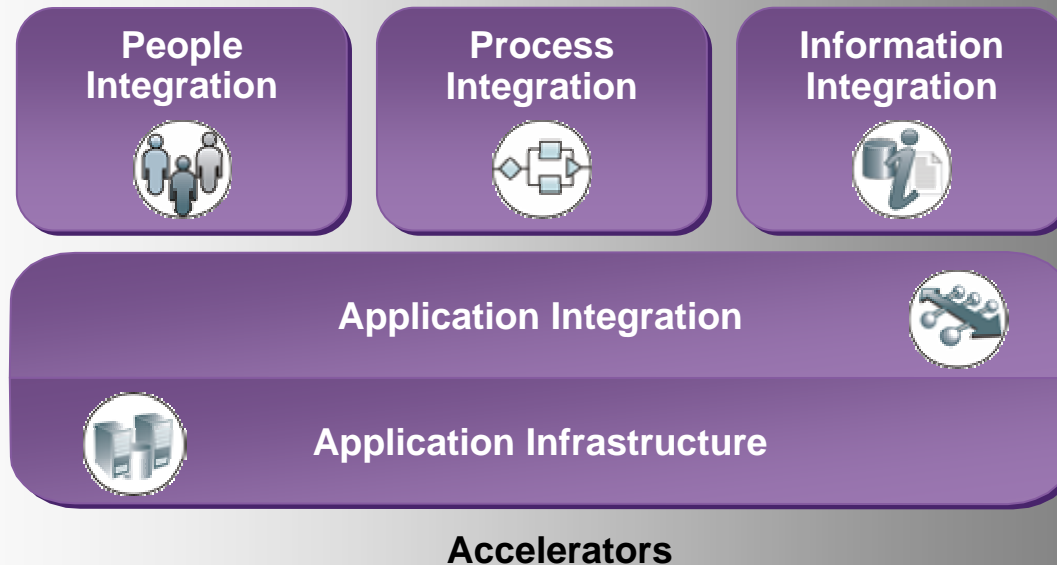
- Transactions, Products,
- Customers, Partners, Employees,
- Financials, Analytics, etc.

*Information Integration:  
Search, Federation,  
Replication, Publishing...*

\* Various Industry, Customer and IBM Estimates; 2003 - 2004



# WebSphere Enables On Demand Flexibility Through a Set of Integration and Infrastructure Capabilities



**Integrate**  
people,  
processes and  
information

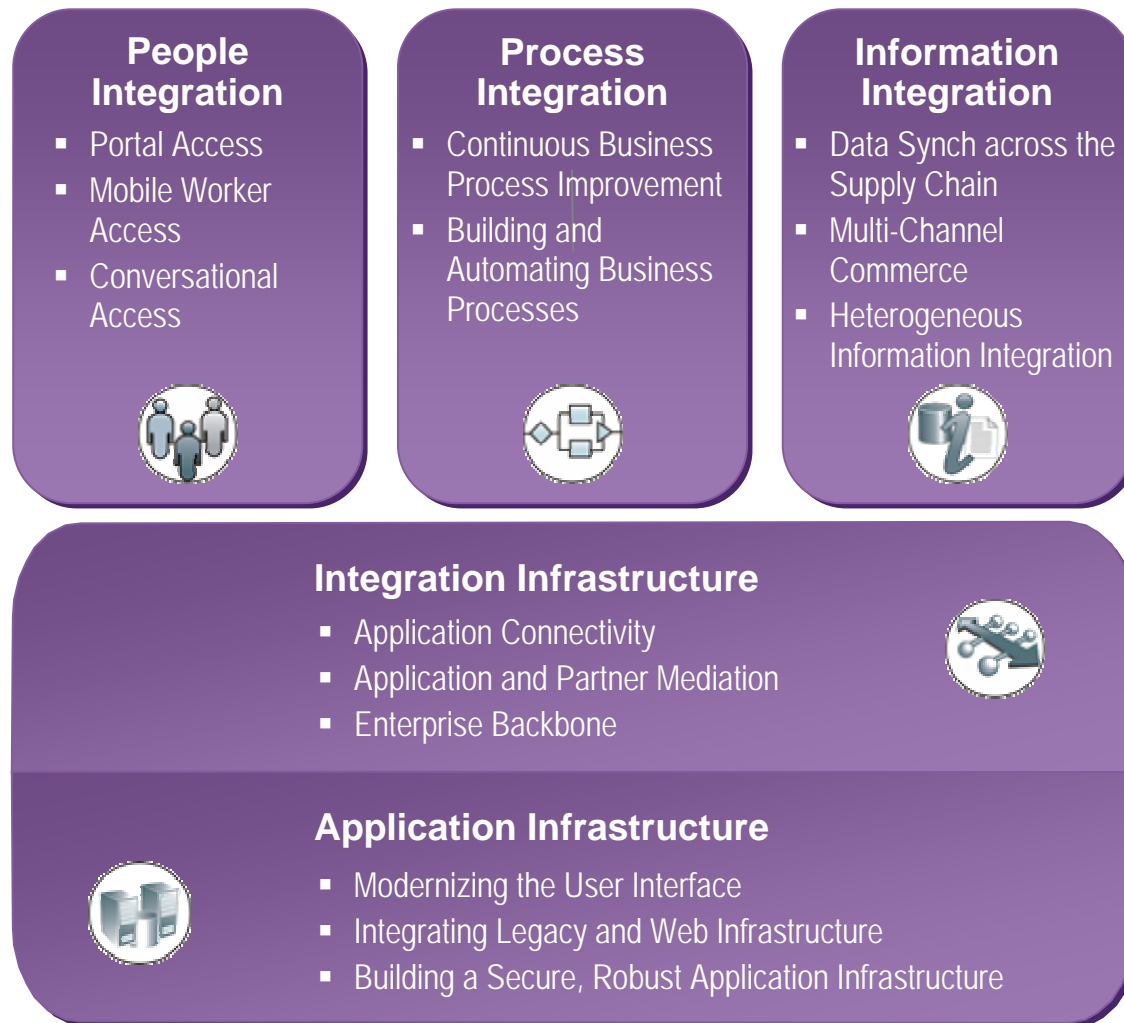
**Optimize**  
application  
infrastructure

**Extend**  
your reach

**WebSphere** software



# Integration Landscape: A Business Context



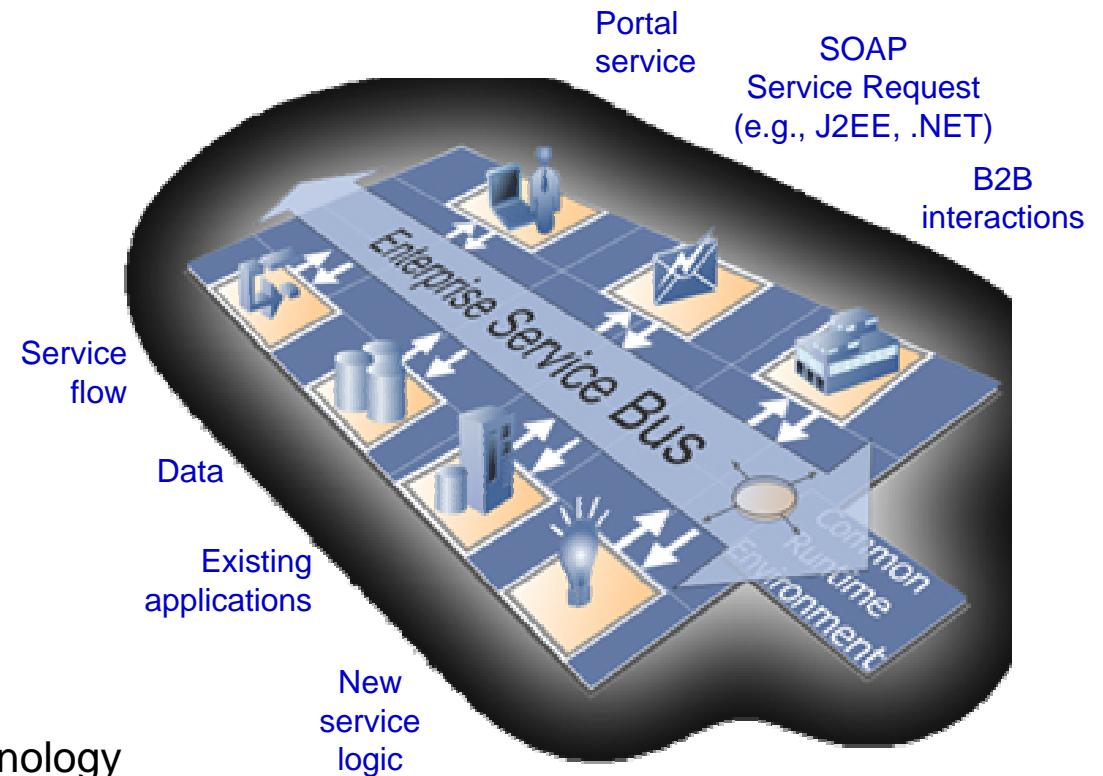
**WebSphere.**



# Importance of a Service-Oriented Approach

- Represents every application or resource as a service with a standard interface
- Enables applications and resources to exchange structured information
- Delivers flexibility by treating business processes and infrastructure as defined components that can be mixed and matched
- Lets you start small (e.g., wrapper an IBM CICS® transaction) and add additional services as business needs dictate
- Lets you start today with existing technology

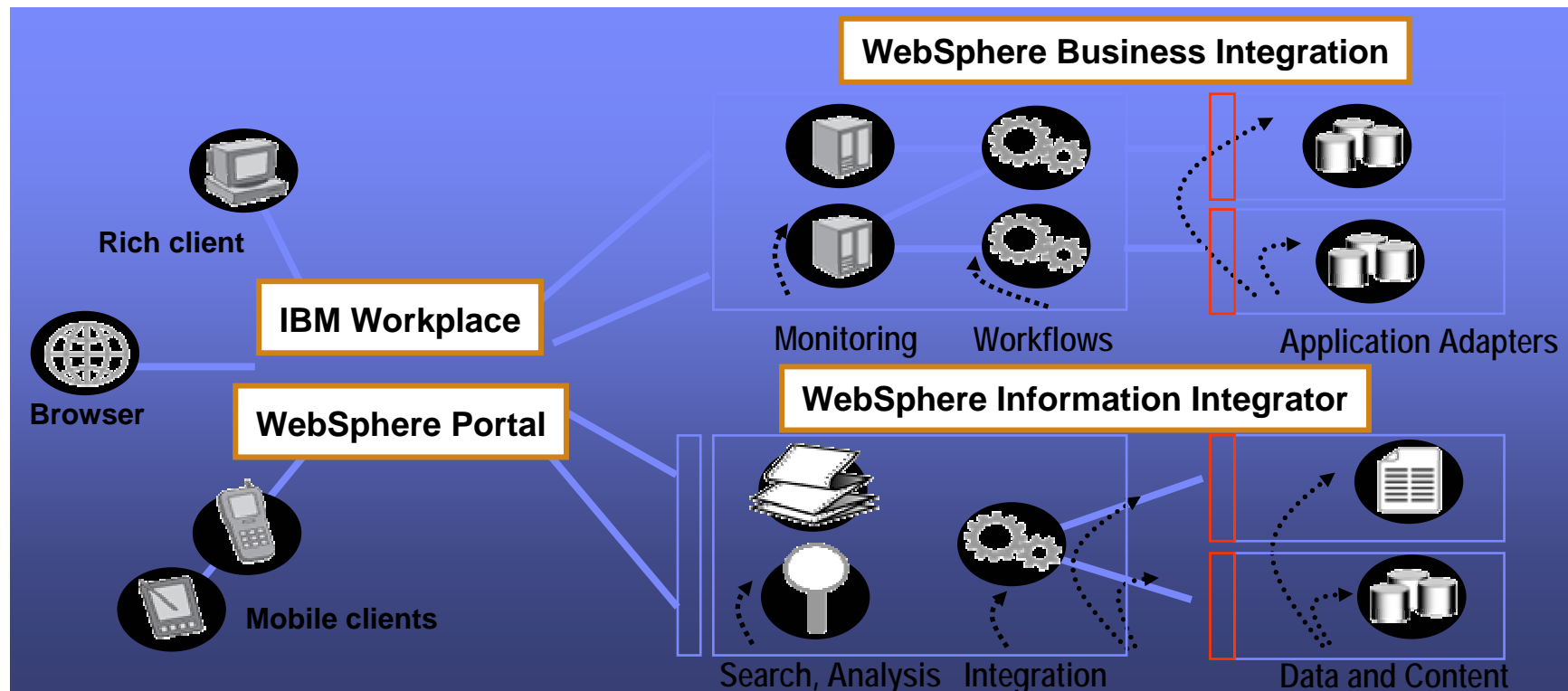
*A service-oriented architecture (SOA) is an approach for building distributed systems that enables flexible connectivity of applications/resources*





# Integrate people, processes and information

- Optimize distribution of information between applications and across locations
- Access diverse data as if it were in a single database
- Automate processes that involve systems and people



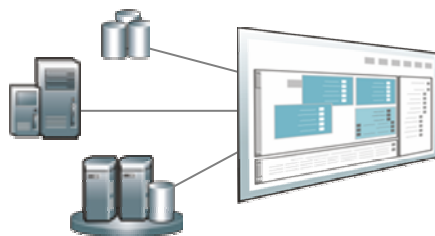
# People Integration



*Interact with information, applications and business processes at any time from anywhere*

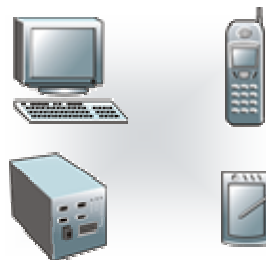
Customer Challenges	Customer Benefits
<ul style="list-style-type: none"> <li>Systems and applications users need are not all integrated nor easy to use</li> <li>Mobile workers do not have access to information and applications they require in the field</li> <li>Customer service centers costs are high because time is spent on routine tasks, rather than value add inquiries</li> </ul>	<ul style="list-style-type: none"> <li>Easy interaction with multiple processes and applications from a single access point</li> <li>Secure mobile access to business applications and information</li> <li>Automation of routine call center functions while improving customer experience and convenience</li> </ul>

## Enterprise Portal



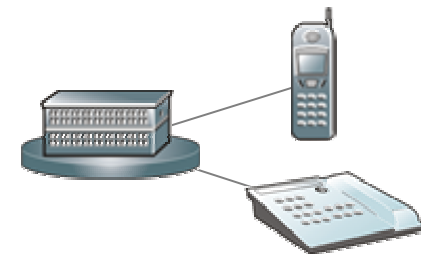
**WebSphere Portal**

## Mobile Access



**WebSphere Everyplace Offerings**

## Conversational Access



**WebSphere Voice Offerings**



# People Integration: Solution Examples

## Distribution

- On demand workplace (FFA/SFA)
- Supply chain RFID-GGT
- Field Force Automation – Fleet Management

## Government

- On demand Government Worker
- Citywide Wireless Broadband
- Smart card/ Secure ID

## Insurance

- Claims Adjuster
- Sales Agent
- Telematics



## Industrial

- On demand field service for Electronics (asset monitoring and field force)
- RFID/Asset Tracking
- Intelligent Advisor

## Telco

- EMC
- On demand (WMOD, payments, gaming, PWLAN)
- IP networks broadband



# IBM is a great example

Customized links to favorite apps

Virtual Teaming

Awareness

e-Learning

Personalized Employee Services

Messaging & Calendar

People Finding

eMeetings

The screenshot shows the IBM w3 portal interface. At the top, it says "Hello, Lee Dierdorff" and "5 Jun 2002 - 2:35p". There are navigation tabs for "Home", "My Work", "My Network", "My Learning", and "My IBM". The main content area includes "NEWS" with a featured article "Technology Group announces realignment", "SEARCH EXPERTS" with a search bar containing "Luis H Rodriguez", and "MY DOCUMENTS" for "Lee Dierdorff" showing a folder structure with "DocNext", "Documentations", and "VisioDiagrams". On the right, there is an "EMAIL/CALENDAR" section with a calendar for April 2001 and a "To-do list". A left sidebar contains "w3 Home" with links to "News", "Sam's w3 Pages", "Lou's w3 Pages", "About IBM", and "About w3", as well as "ESSENTIAL LINKS" for "Travel" and "Team Rooms", and a "BUDDY LIST" for "My Team" with members "Bob D'Errico" and "Simon Cooper".

Personalized Content

Document Library



## NAB: Employee Portal

- Australia's largest financial institution by market capitalization (40k+ employees worldwide)
- Launchpad for 100+ applications, (most Java and web services)
- Centralized employees access to a applications, services, content and commerce offerings
- A unified view of enterprise information and applications
- Lower costs and higher productivity

“Bad and doubtful debts from the financial services perspective – we’d been doing it for 20 years the same way. But if you put it online you can see the screen, certify, create a certification-to-application authorization, that produces and impact immediately. You’ve done a four-hour piece of work in a half-hour and you don’t need temporary staff to key in the data.”

Brett Ellison, Director, NAB Intranet Development Centre





# Workforce Mobility: Telstra

## Telstra's Challenge

- The largest telecommunications carrier in Australia.
- Needed to replace an existing workforce mobility solution that was slow and relied on mobile devices that were difficult to use and costly to purchase and maintain.

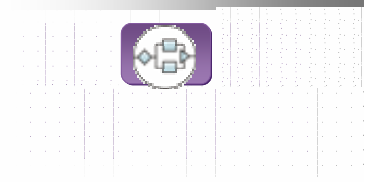
## WebSphere Everyplace Solution Benefits

- Telstra replaced obsolete, proprietary devices with low cost, industry-standards-based devices.
- Reused 80 percent of the infrastructure, helping Telstra achieve an optimal return on investment (ROI).
- Improved field effectiveness and operations visibility reducing costs and improving service.



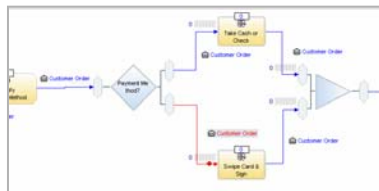
# Process Integration

*Optimize and integrate business processes to keep them in line with strategic goals*



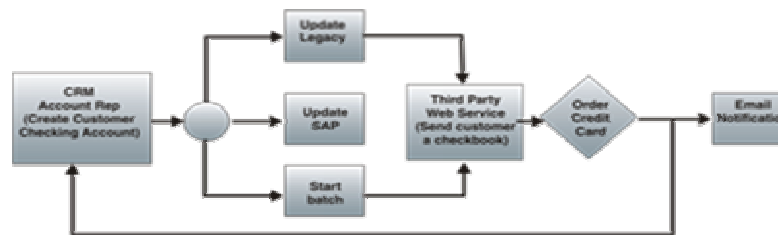
Customer Challenges	Customer Benefits from WebSphere
<ul style="list-style-type: none"> <li>▪ Inability to streamline business processes, meet regulations, at low cost.</li> <li>▪ Need to integrate people and applications in the business process</li> <li>▪ Unable to monitor, control &amp; continuously improve business operations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Model, simulate and optimize business processes</li> <li>▪ Choreograph process activities across the organization</li> <li>▪ Monitor and manage process performance</li> </ul>

## Process Modeling and Simulation



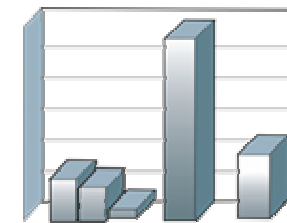
**WebSphere Business Integration Modeler**

## Process Automation



**WebSphere Business Integration Server Foundation  
WebSphere Business Integration Server**

## Process Management

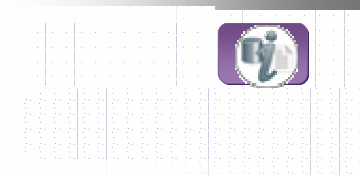


**WebSphere Business Integration Monitor**



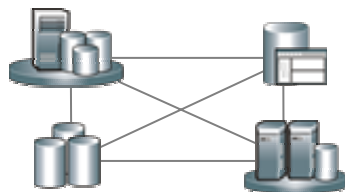
# Information Integration

*Access and manage information that is scattered throughout the enterprise and across the value chain*



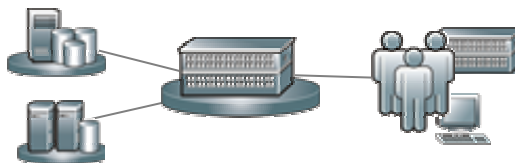
Customer Challenges	Customer Benefits from WebSphere
<ul style="list-style-type: none"> <li>Both structured and unstructured information are spread across one or more enterprises in a variety of databases, packaged applications, master files, mainframes, etc.</li> <li>Information gathering and review processes to coordinate multiple channels leveraging multiple customer touch points are lengthy</li> <li>Business processes to access and manage product information span departments and/or enterprises</li> </ul>	<ul style="list-style-type: none"> <li>Manage and synchronize product reference information across the enterprise</li> <li>Centralize structured and unstructured information from disparate sources for easy access and use by users such as merchandisers</li> <li>Create a consistent, unified view of diverse data and content</li> </ul>

## Global Data Synchronization



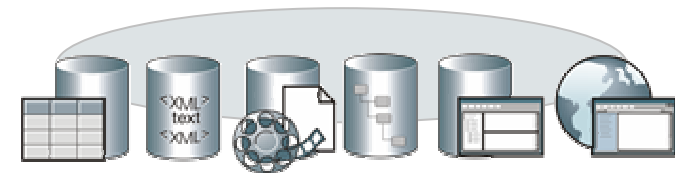
**WebSphere Product Center**

## Multi-channel Commerce



**WebSphere Product Center  
WebSphere Information Integrator  
WebSphere Commerce**

## Heterogeneous Information Integration



**WebSphere Information Integrator**



# Product Information Management Is Foundational



**WebSphere Product Center provides the foundation for Unilever’s strategic future initiatives** including radio frequency identification (RFID) and collaborative planning, forecasting and replenishment (CPFR)”

*Nick White, Vice President for Information Architecture, Unilever.*



**“Product Information Management is an essential prerequisite** for retailers and consumer packaged goods firms embarking on multi-enterprise initiatives for item synchronization, collaborative planning, forecasting and replenishment (CPFR), and radio frequency identification (RFID) to secure competitive advantage.”

*Andrew White, Senior Research Analyst, Gartner*



# Industry Catalysts are forcing organisations to address Product Information Management

Multiple initiatives require companies to gain control of product information

- **Global Data Synchronisation (EANnet)**
- **eCommerce**
- **Portal initiatives**
- **RFID / ePC**
- **Master Data Management**

## Call for unified retail data system

### Sue Mitchell

Grocery manufacturers and retailers have come under pressure to adopt an industry-wide system of data integrity and synchronisation, following the release of a new report identifying annual benefits of at least \$70 million.

Industry players have been told the \$1 billion in savings potentially available to the industry, through improved supply chain systems and the adoption of efficient consumer response systems, can only be achieved by collaborating, which means retailers and manufacturers will have to synchronise and align key product and price information.

The report was published by ECR Australia (an industry organisation established in 1999 to drive supply chain

reform), in collaboration with retailers and manufacturers. These included Coles Myer, Metcash, Cadbury Schweppes, Gillette, Carter Holt Harvey, Goodman Fielder, Kellogg, and Procter and Gamble.

ECR Australasia's manager, and Australian Food and Grocery Council executive director, Harris Boulton, said data integrity had been on the agenda for several years but the new report reinforced the benefits and underlined the major role it played implementing new technologies such as radio frequency identification tags (RFID).

"Data integrity and synchronisation is an enabler to much greater efficiencies throughout the business in terms of e-commerce and supply chain efficiencies," Mr Boulton said.

"There's no point exchanging a whole lot of new data electronically unless you have your basic product data."

ECR Australasia has called for the full implementation of data integrity and synchronisation (DIS) across the Australian grocery industry using EAN Net, a central regional data pool which acts as an electronic catalogue of standardised master item data.

According to the report, the direct benefits to the industry could exceed \$70 million. These include reducing out-of-stocks and invoice errors, improving stock replenishment, and improving service levels.

"While ... [these direct benefits are] significant, the real driver of DIS implementation is to build a robust foundation for effective, efficient, sustainable

and scalable industry collaboration," the report says.

The report recommends investment in a single EAN Net-based data integrity and synchronisation solution, rather than multiple DIS data pools, which it says would add to costs and slow progress in Australia.

Retail industry consultant Stuart Harker, of IBM Business Consulting, said most of the major retailers had embraced the concept and were implementing it, and several major consumer products companies were working on pilot programs.

"There's some investment required but the payback is in year two for large players and year three for the smaller players – they can get the benefits pretty quickly," he said.



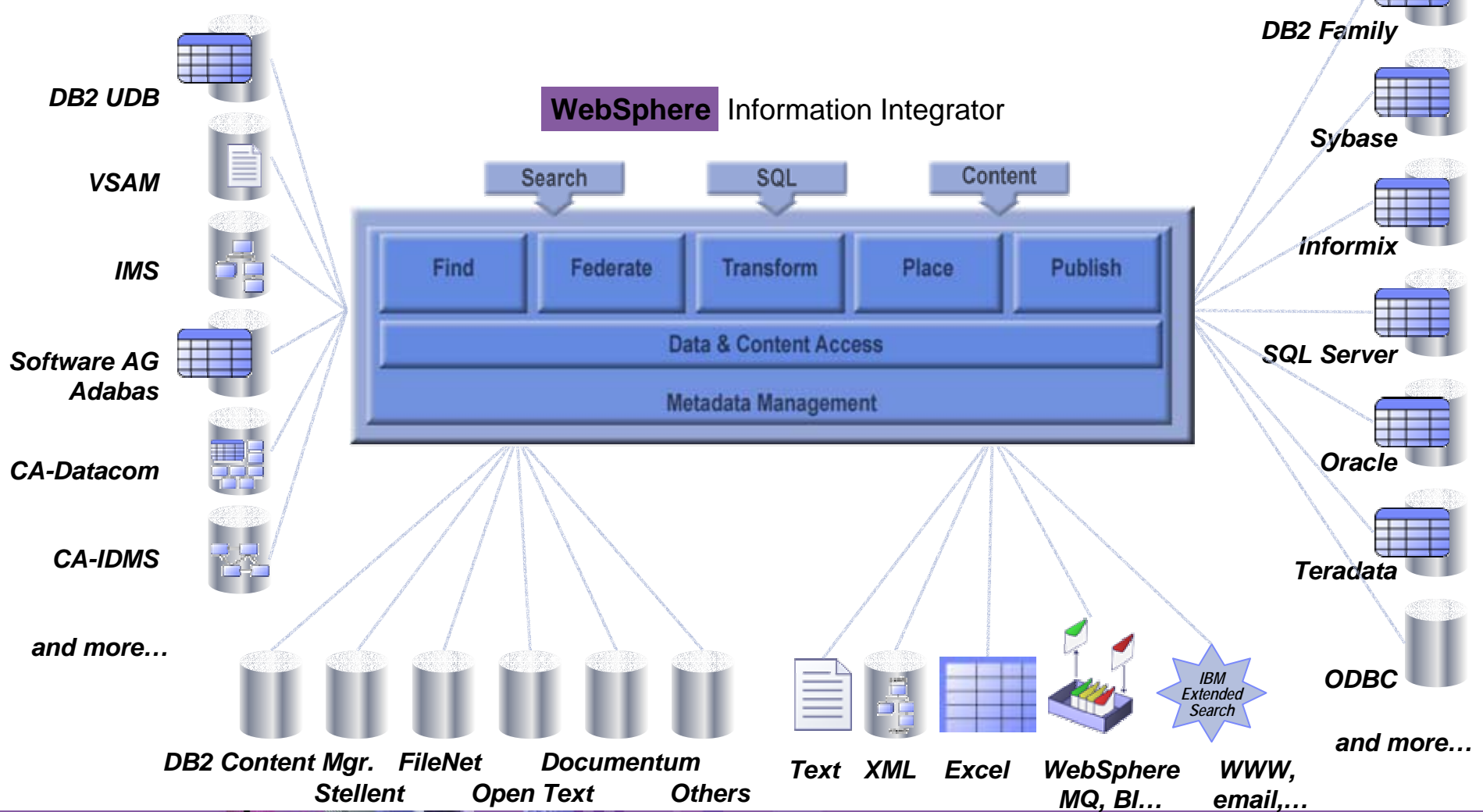


# IBM Information Integration Capabilities

Any data

Multiple access paradigms

Multiple integration disciplines



# IBM's Information Integration and Management Solutions Are Saving Customers Money and Time

## Information Integration

- **Kawasaki Motors**: Saved 1 year in development time to provide up to the minute info into supply chain warehouse
- **Mazda**: 93% improvement in access response times
- **Taikang Life**: Saved 90% in labor costs to compile reports, 1 person instead of 10
- **West Corporation**: Realized 80% savings in cost to handle client calls
- **Aventis**: Preparation of data mining reduced from 5 days to 4 hours

Big Blue has "a significant vision around information integration....The ability to tie all this information together will be critical in the future." – Laurie Orlov, Forrester, NewsFactor 2004

## Product Information Management

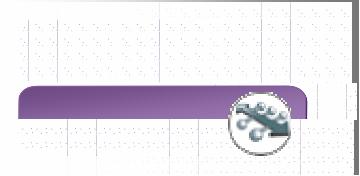
- **Unilever** has achieved Global Data Synchronization involving over 50 instances of SAP; on target to reduce invoice deductions by 80% and reduce product information costs by \$25M per year
- **Corporate Express** reduced time to market by 13 weeks and enabling growth of from \$700M in 2001 to \$1.5B in 2003
- **Philips Consumer Electronics** reduced time to market to 24 hours for publishing new products to websites

"IBM's acquisition of **Trigo**... gives customers at least 1 long needed, financially sturdy entity in the PIM business. **Bottom Line:** Manufacturers, distributors, and retailers stand to benefit from this move." – Jim Murphy, AMR Research, June 2004



# Application Integration

*Assure reliable and flexible information flow between diverse applications and organizations*



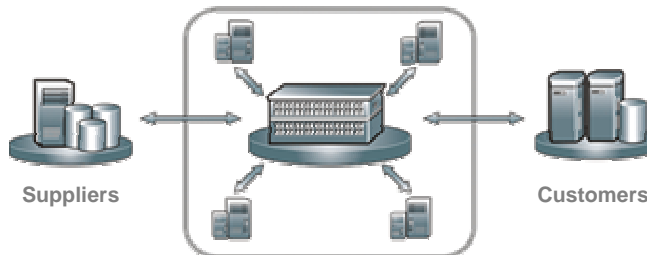
Customer Challenges	Customer Benefits from WebSphere
<ul style="list-style-type: none"> <li>▪ Applications are not integrated in a flexible and reliable method across the enterprise, reducing business responsiveness</li> <li>▪ Differences between many internal and partner applications must be managed</li> <li>▪ Maintaining point to point or custom written integration interfaces is cost and time prohibitive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reliably and seamlessly exchange data between multiple applications</li> <li>▪ Manage differences between multiple applications and business partners</li> <li>▪ Adopt an enterprise wide, flexible, service oriented approach to integration</li> </ul>

## Application Connectivity



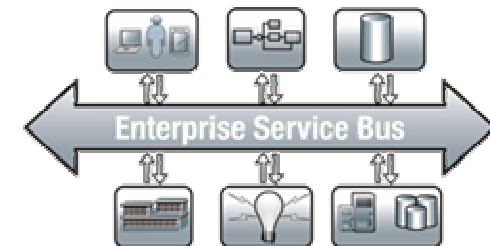
WebSphere MQ

## Application and Partner Mediation



WebSphere Business Integration Message Broker  
WebSphere Business Integration Connect

## Enterprise Integration Backbone



WebSphere Business Integration Message Broker  
WebSphere Application Server



## Bendigo Bank

### Challenge

- Integrate disparate technology after several acquisitions at Australian Bank

### Solution

- Smarter, faster Application Integration with comprehensive solution based on IBM WebSphere Business Integration Platform



### Business Benefits:

- Easier to bring new product to market by rapidly creating and deploying new business processes
- Agility, speed of implementation, enhanced competitiveness, adaptability, and ease of use

### Technology Benefits:

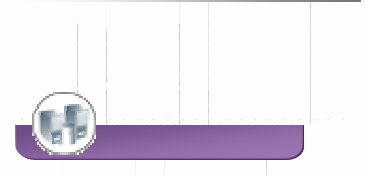
- Reduced application costs

**IBM WebSphere Business Integration Products**  
**IBM WebSphere MQ Workflow**



# Application Infrastructure

*Build, deploy, integrate and enhance new and existing applications*



Customer Challenges	Customer Benefits from WebSphere
<ul style="list-style-type: none"> <li>High turnover and training costs due to antiquated applications</li> <li>Unable to extend the business logic in legacy applications into new applications being developed</li> <li>Unable to meet customer and competitive demands on infrastructure performance, scalability, and manageability</li> </ul>	<ul style="list-style-type: none"> <li>Quickly web-enable green-screen applications</li> <li>Adapt legacy applications for use in new java environments</li> <li>Deliver operational efficiency and enterprise Quality of Services (QoS) for a mixed-workload infrastructure</li> </ul>

## Modernizing the User Interface



**WebSphere Host Access Transformation Services**

## Extending Legacy Applications into Web Infrastructure



**CICS Transaction Server  
WebSphere Studio Enterprise Dev**

## Building a Robust, Scalable, Secure, Application Infrastructure



**WebSphere Studio Enterprise Dev**

**WebSphere Application Server**





# ICA Secures Flexible System and Usage-Based Pricing

## Challenge

- Insurance Council of Australia (ICA) needed a hosting solution to meet new regulations and connect insurance companies and regulatory agencies

## Solution

- Flexible operating environment with usage-based cost structure
- Managed by IBM e-business Hosting Services, the platform uses IBM WebSphere and Tivoli Software running on IBM eServer ZSeries machines featuring IBM Linux Virtual Services; IBM DB2 is the central database

**IBM WebSphere Application Server**



## Business Benefits:

- Integrated hub solution cost effectively streamlines communications

## Technology Benefits:

- Savings by minimizing IT investments while cutting time needed to comply with regulations



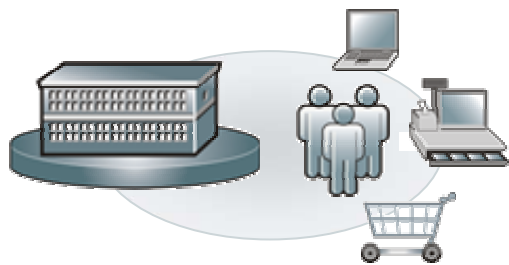
# Accelerators



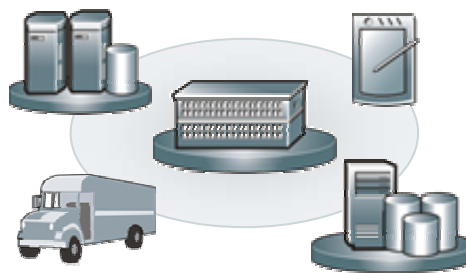
*Pre-built capabilities and solution expertise to speed WebSphere implementations*

Customer Challenges	Customer Benefits from WebSphere
<ul style="list-style-type: none"> <li>▪ Lack of experience / expertise leading to greater project risk, time and cost</li> <li>▪ Inefficient, disparate processes without reusable components</li> <li>▪ Rising development costs with each new business functionality request</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-built capabilities reduce deployment time, effort and costs</li> <li>▪ Proven technology, architecture and best practices to decrease project risk</li> <li>▪ Buy vs. Build: out of the box capabilities save 7-10 times over customer built</li> </ul>

## Pre-Built Sell-Side Processes



## Pre-Built Supply Chain Integration

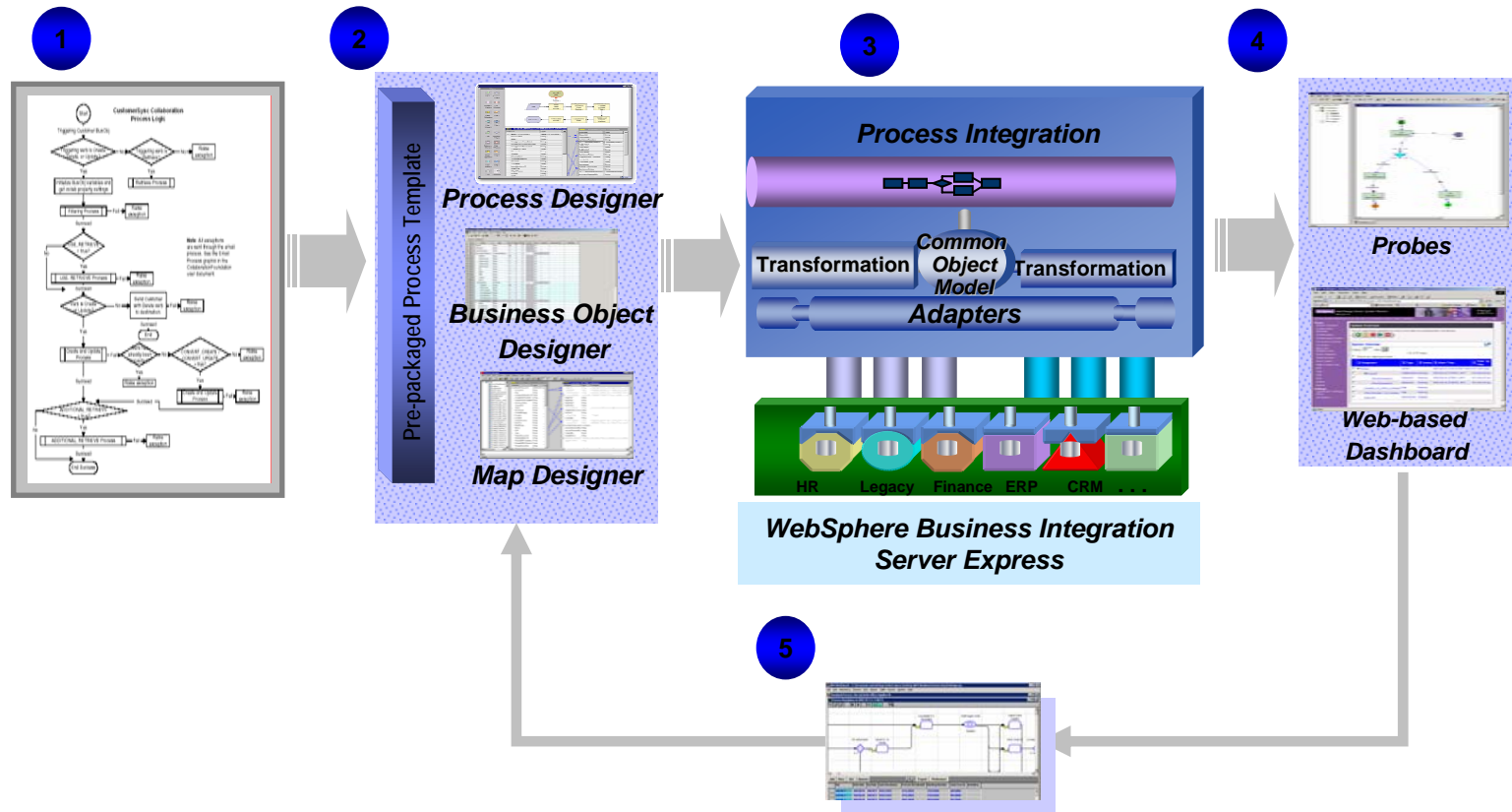


## Pre-Built Industry Specific Middleware



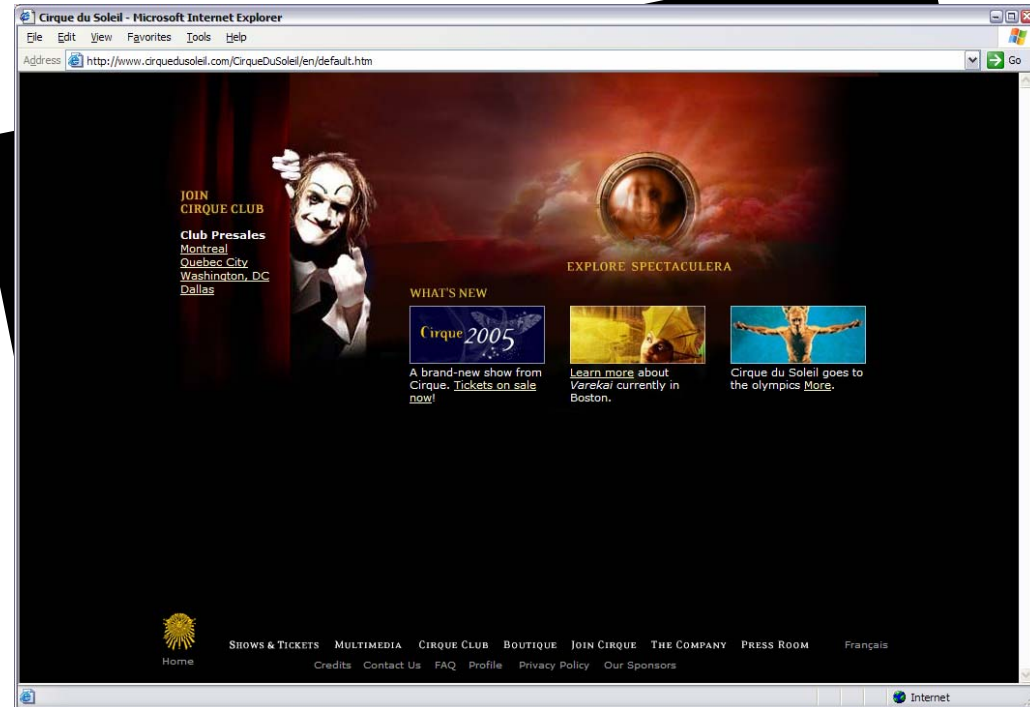
# On-ramp Integration Solution

- Easy-to-use Tools Driven Integration integrating internal systems, customers & partners
- Map Business Process to underlying IT implementations
- Support for open standards including Web services and BPEL



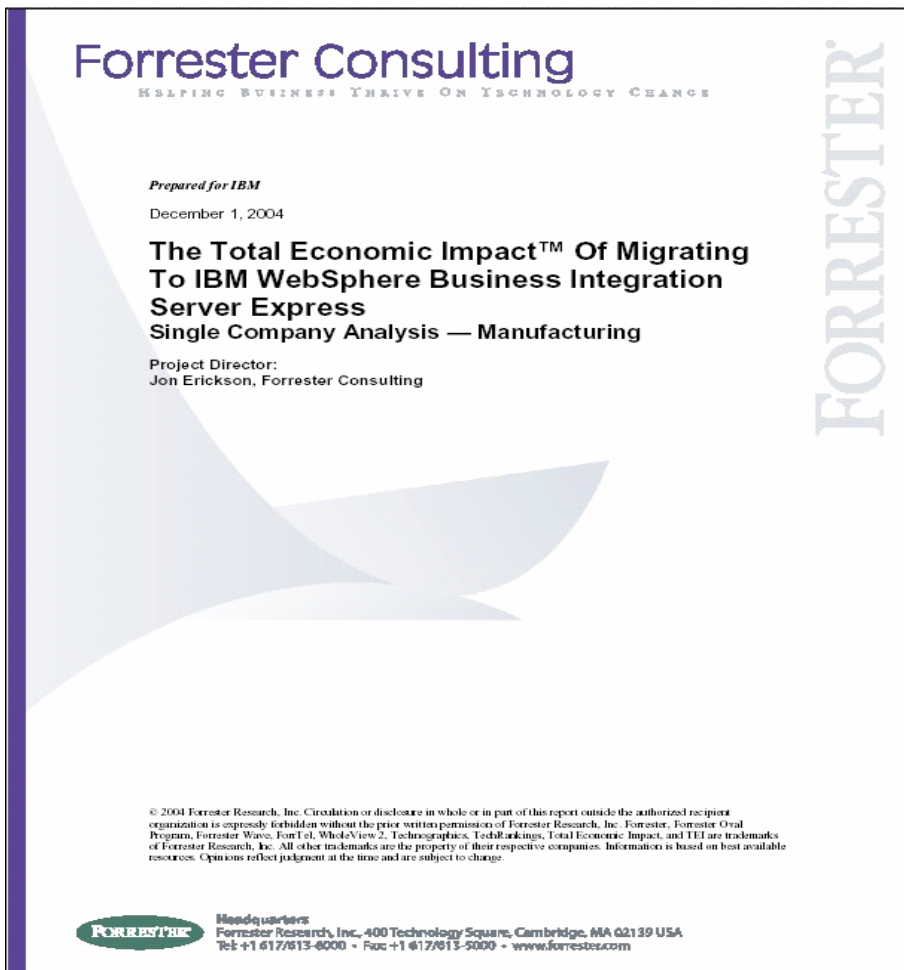
## Integrating SAP and Microsoft at the Circus ?

- ★ Cirque du Soleil began with a very simple dream. A group of young entertainers got together to amuse audiences, see the world, and have fun doing it.
- ★ Wanted to integrate their SAP application with various Microsoft applications, e.g. Exchange as well as Oracle.
- ★ Head to head competition with Microsoft



- ★ WebSphere Business Integration Express
- ★ Deployed on IBM x-Series hardware running Windows XP

# WBI Express Pay's for Itself !!!



- Payback Period - 5 Months (Best Case)
- 6 Months (Risk Adjusted)
  - ▶ ROI (without hardware) - 306% (Best case)
- 266% (Risk Adjusted)
  - ▶ ROI - 105% (Best case)
  - ▶ 86% (Risk Adjusted)



# WebSphere Business Integration Server Express

**WebSphere  
Business Integration  
Server Express**

**\$13,395 per Processor**

**WebSphere  
Business Integration  
Server Express  
Plus**

**\$44,657 per Processor**

- Business Process Engine powered by WebSphere Interchange Server
- Tools to create and manage business processes
  - Business Object Designer, Map Designer, Relationship Designer, Connector Configurator,, Relationship Manager, Flow Manager
  - Process Designer (*Available only in Express Plus*)
- Pre-packaged process template – Foundation Collaboration
- Choice of Adapters:: JDBC, email, JMS, WMQ, XML, Web Services, COM, Exchange, Portal, Domino, Swift, iSeries
  - Use of 3 Adapters in Express
  - Use of 5 Adapters in Express Plus
- Limited use license for
  - WebSphere MQ
  - WebSphere Application Server – Express
  - DB2 Express
  - WebSphere Business Integration Workbench Entry (*Available only in Express Plus*)

**Optional Packages to Express Plus**

**Adapter Capacity Pack for  
WBI Server Express Plus**

**\$33,492.77 per application instance**

**Collaboration Capacity Pack for  
WBI Server Express Plus**

- Extends the number adapters that can be used by 1**
- Includes the use of the following Business Application Adapters
    - SAP, JDEdwards, Oracle, Siebel, i2, Commerce, MetaSolv, QAD, Telecordia, Peoplesoft
  - Use of a Maximum of three Adapter Capacity packs per WBI-Express Plus edition

- Use of 1 Group of collaborations from 4 groups of horizontal collaborations
  - Procurement, CRM, Order Management, Financials and HR





## Upgrade Anyone ?

**WBI Express has:**

**more capability, better performance and is more cost effective !**

**When compared to Biztalk 2004**

In addition, more integration capability can be added with the rest of IBM's Business Integration Portfolio.



# Deploy Employee Portals

OR

# Trading Partner Portals

IBM WebSphere Portal - Microsoft Internet Explorer

Address: http://ecwps2.dfw.ibm.com/wps/myportal/.scr/LoggedIn

**Multi-Store Supplier Portal**

Welcome Sally | Big Brands Supply Chain Customer Service!

Navigation: [Welcome](#) | [Item Management](#) | [Category Management](#) | [Supply Chain Analytics](#) | [Order Management](#) | [Web EDI](#) | [Projects](#) | [Reports](#)

Left Sidebar: Home, Update Profile, Site Map

**Key Performance Indicator**

Category	Aug 1-7	July 28-31	2002
POS	182,123	191,023	201,993
DC Inv	5.2 day	5.1 day	4.2 day
Service	99.5	99.5	99.8

**Alerts**

- New Line Introduction
  - New Item Due for Item 7A865
  - Enter Missing Attributes for Battery-AA 8
  - Pack GTIN: ...9255
- Merchandising
  - New Promotion from Sara Lee
- Supply Chain Management
  - Product 4562 Stock Level at 3%

**Scorecard**

- Sales: 132,341
- Inv Turns: 5.3 days
- Service Level: 99.6

**News**

- Moreover - Retail sector news
- Prosecution rests in Rite Aid ex-officer's fraud trial
- Supermarket strike looms in Southern Calif
- Sainsbury Disappointed By Poor Sales
- Tax return error wipes out \$31m in Levi's profit
- TEXT-S&P comments on holiday retail sales
- Tesco anger at secret plan to clear shelves of dodgy milk shakes
- Disability Access Issues in the Retail Industry

**My Calendar**

October 2003

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Sametime Contact List**

- Internal
- BigBrands

IBM WebSphere Portal - Microsoft Internet Explorer

Address: http://eworkplace.dfw.ibm.com/storemanager/wps/myportal/.cmd/cs/.ce/155/.s/7921/\_s.155/7921

**BIGbrands**

Welcome Rachel! | Today's date is July 1, 2004

Navigation: [Home](#) | [Scorecard](#) | [People/Labor](#) | [Operations](#) | [Tools](#)

Secondary Navigation: [Welcome](#) | [Flash Report](#) | [Manage Work](#) | [Projects/Events](#) | [Company Info](#) | [Meetings](#) | [Calendar](#)

**Alert Viewer**

Delete alert

From	Message Sent
ststocker	Need to discuss recall process
	6/21/04 1:44 PM

**RTM Storeview**

All	Name	Description	Thumbnail Preview
<input checked="" type="checkbox"/>	1969 leather jean jacket	Short Description: 1969 leather jean jacket	
<input type="checkbox"/>	1969 original fit (blue)	Short Description: 1969 original fit (blue)	

**Sametime Contact List**

- People Options
- Work



# WebSphere Delivers Business Results While Addressing Top Customer Priorities



## ***Financial Markets:***

- 99% percent custodian reconciliation
- Virtual elimination of failed trades
- 20% cost reduction in business and IT operations



## ***Retail:***

- Elimination of call center costs
- 90% improvement in online store application availability
- 25% faster development



## ***Government:***

- More than \$1M potential savings for business registration process
- Greater than 99.999% availability
- 24X7 service delivery



## ***Insurance:***

- \$20 million in annual savings
- 34% reduction in teller processing time, 83% reduction in time to market for new products



## ***Banking:***

- New customer accounts processed in just 1 day instead of 11 days
- 50% reduction in application development cycle



## ***Manufacturing:***

- Average of 20,000 parts updates a week managed by online design
- Reduced product time-to-market plan by 30 percent

Source: Based on reported achieved or anticipated customer results from IBM customer engagements

**WebSphere.**



## Proof of Value Workshops – Call to Action

### Client Architecture Readiness Evaluation - CARE

- ▶ Identify gaps in current capabilities and enterprise architecture
- ▶ Identify *potential solutions* – Infrastructure and/or Industry Solutions

### Process Improvement Workshop - PIW

- ▶ Measure the proposed solution *process improvement* in cost and time

### Client Solution Architecture Workshop - CSAW

- ▶ Define and configure the *appropriate solution architecture* based on customer's environment

### Business Value Modeling - BVM

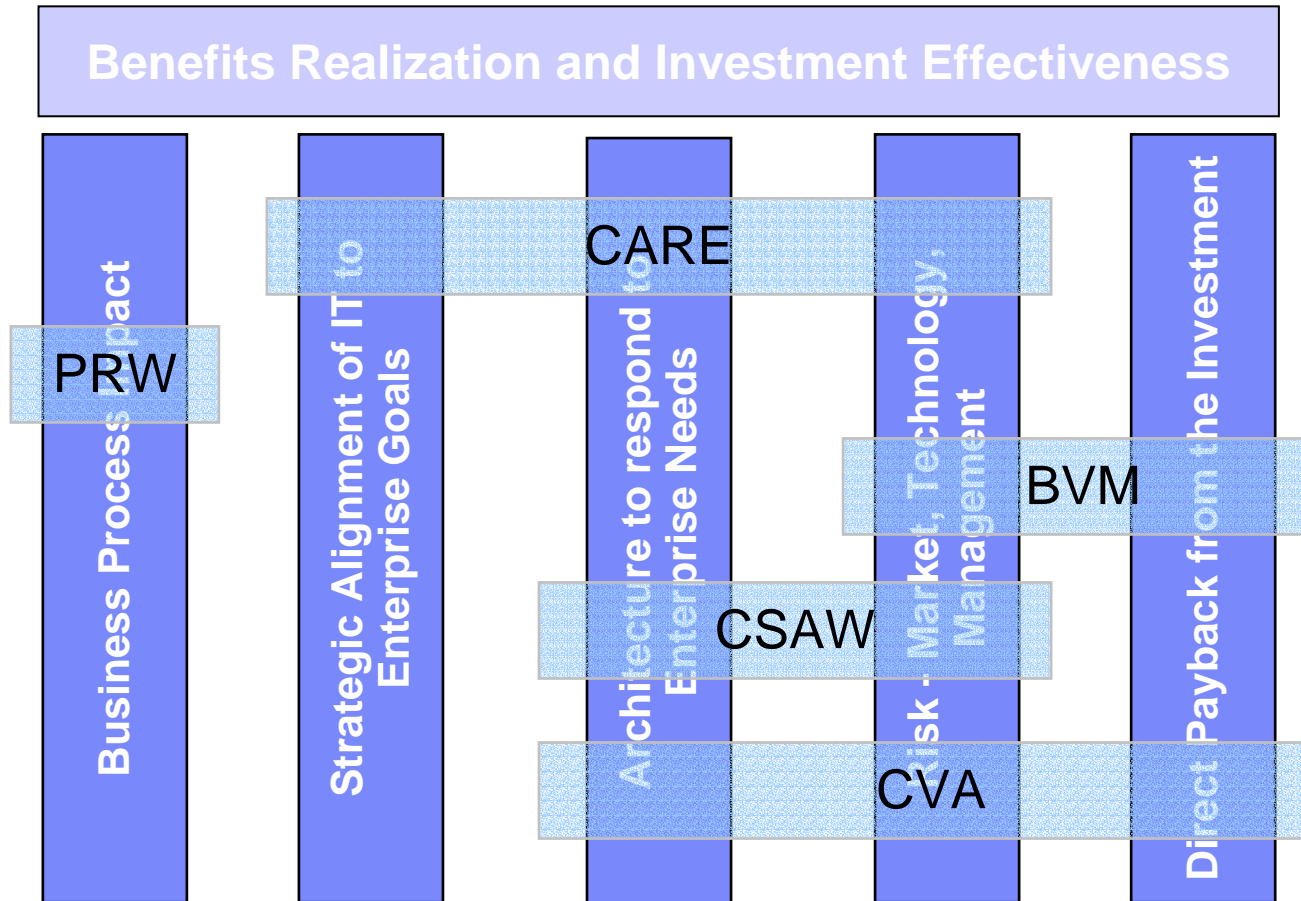
- ▶ *Aggregated cost & benefit* of the solution and components in P&L, Cash Flow and Balance Sheet measures

### Component Value Assessment - CVA

- ▶ Demonstrate the *comparative cost benefits* of components in the solution



# Benefits Realization\* and Proof of Value



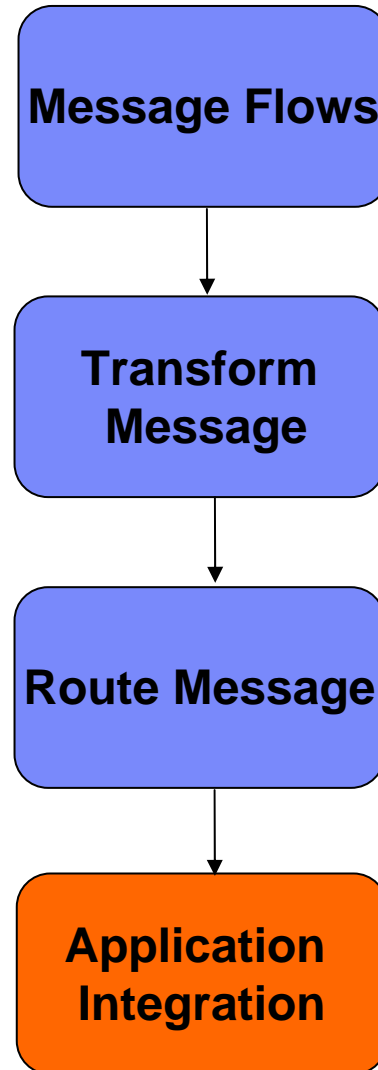
\*Gartner: 5 Pillars of Benefits Realisation



## Proof of Technology: SOA and ESB

- Hands-On Test Drive of SOA and ESB
- Presentations – Demonstrations – Labs
- No charge, 3-4 Day Exercise
- Understand the concept of Service Oriented Architecture (SOA)
- Understand the functions of an Enterprise Services Bus (ESB)
- Build and Use SOA and ESB in a heterogeneous environment
  - ▶ ESB based on WBI Message Broker
  - ▶ SOA Process Choreography using WBI-SF and WSAD-IE
  - ▶ z/OS connectivity

### Build an ESB





## Workplace Services Express

- IBM Workplace Services Express, a new **team collaboration solution** with an **integrated portal**, makes it easy for you and your colleagues to work together, by providing easy-to-use and easy-to-customize team spaces to create, edit, and share documents. Workplace Services Express also provides easy access to your e-mail, calendar, and address book, as well as integrated instant messaging and the capability to integrate your company's business applications.
- Basically, WSE is a baby brother/sister to Workplace **PLUS** a portal. It is very affordable start around \$2280 USD RRP for 20 users
- **Starting today we are offering 20 licenses of WSE to Passport Advantage customers -- at no charge**

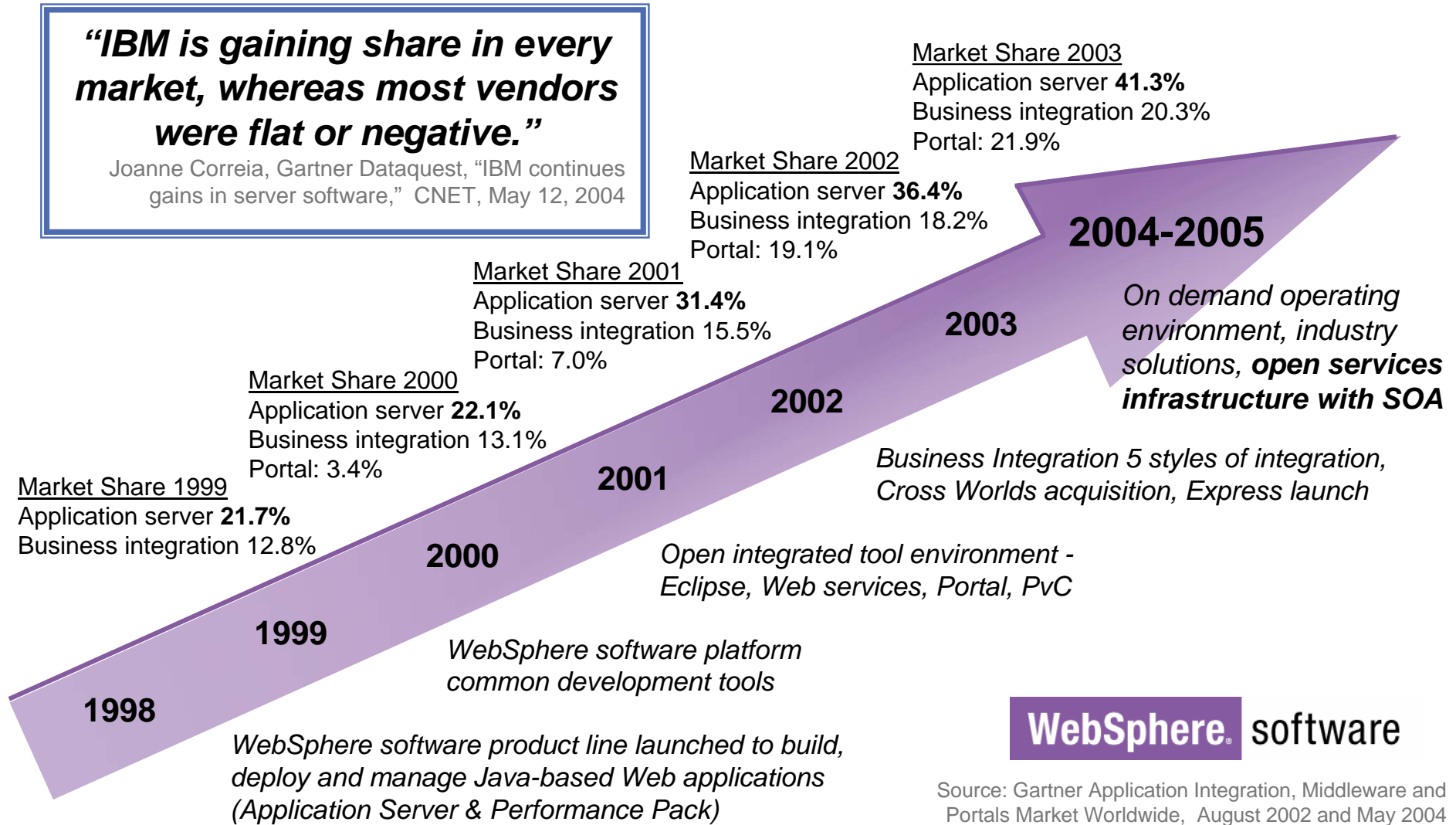
[https://www14.software.ibm.com/webapp/iwm/web/preLogin.do?lang=en\\_US&source=ws](https://www14.software.ibm.com/webapp/iwm/web/preLogin.do?lang=en_US&source=ws)



# WebSphere Market Momentum

**“IBM is gaining share in every market, whereas most vendors were flat or negative.”**

Joanne Correia, Gartner Dataquest, “IBM continues gains in server software,” CNET, May 12, 2004



**WebSphere** software

Source: Gartner Application Integration, Middleware and Portals Market Worldwide, August 2002 and May 2004



# IBM's Proven Experience and Commitment to WebSphere

## Nobody invests more

- \$1 billion annual investment in engineering
- Over \$5 billion investment in technology acquisitions
- Over 6,700 IBM developers
- Over 10,750 IGS technical practitioners trained on WebSphere

## Continued success

- More than 87,000 WebSphere customers
- More than 4,000 partners certified on WebSphere software since 1999
- More than 3,150 active ISV solutions on WebSphere
- Over 1.1 million registered WebSphere developers worldwide

## Award-winning WebSphere Software



**Technology Innovator: IBM WebSphere Business Integration Server Express** —VARBusiness Magazine's 2004 Technology Innovator Awards (October 2004)



**Best Java Enterprise Portal Technology, Best Java Modeling Tool, Best Web Services Development Toolkit, Best Enterprise Application Integration Technology, Best Web Services Management Tool, Best Java Messaging Tool**  
—JavaPro Readers' Choice Awards (October 2004)



**Best Web Services Solution: IBM WebSphere Application Server**  
—2004 Codie Awards (May 2004)



THANK  
YOU

