

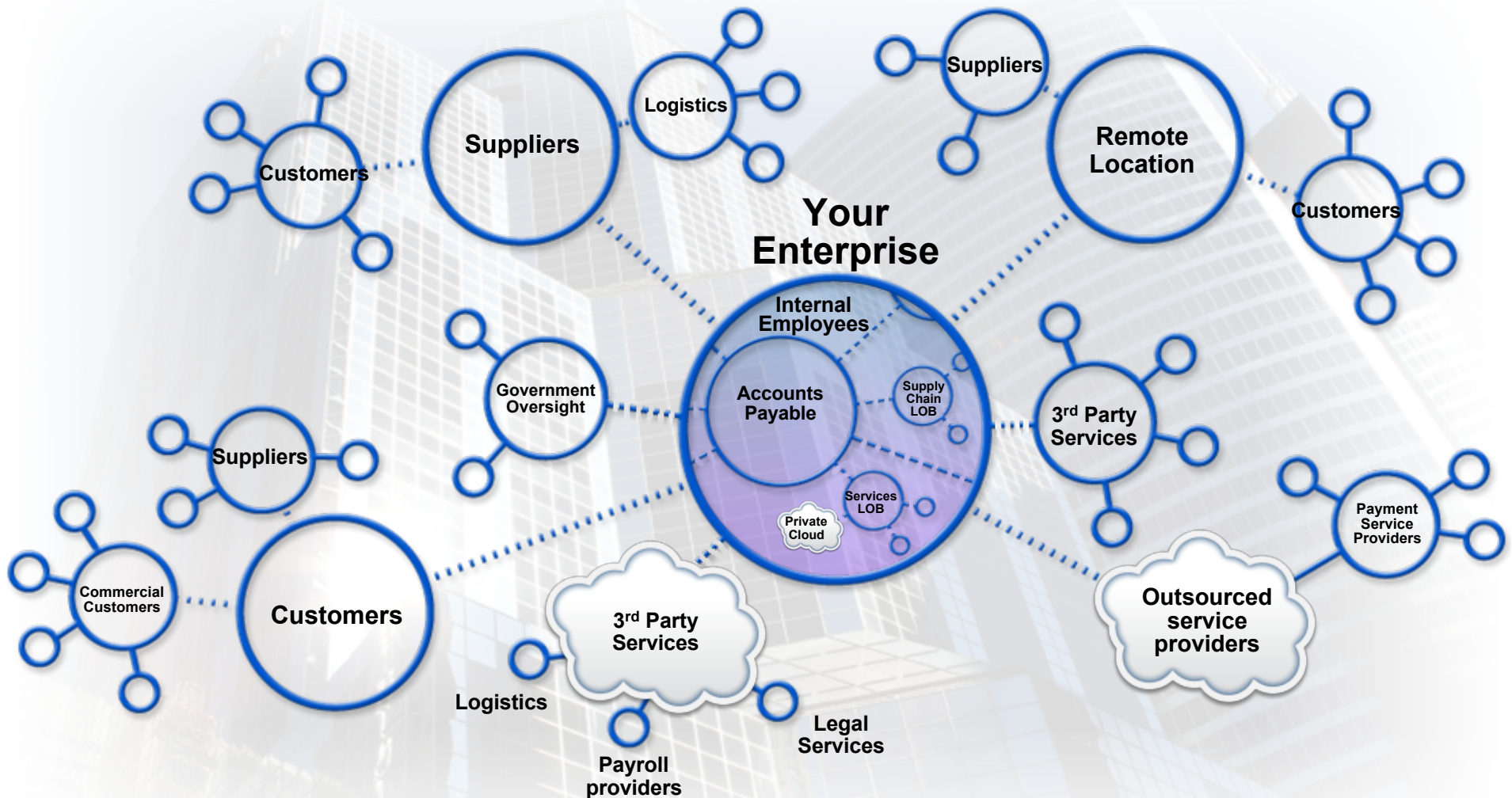


# The Path of Intelligent B2B Integration: Reaching Outside the Enterprise



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# The Business Network is Complex

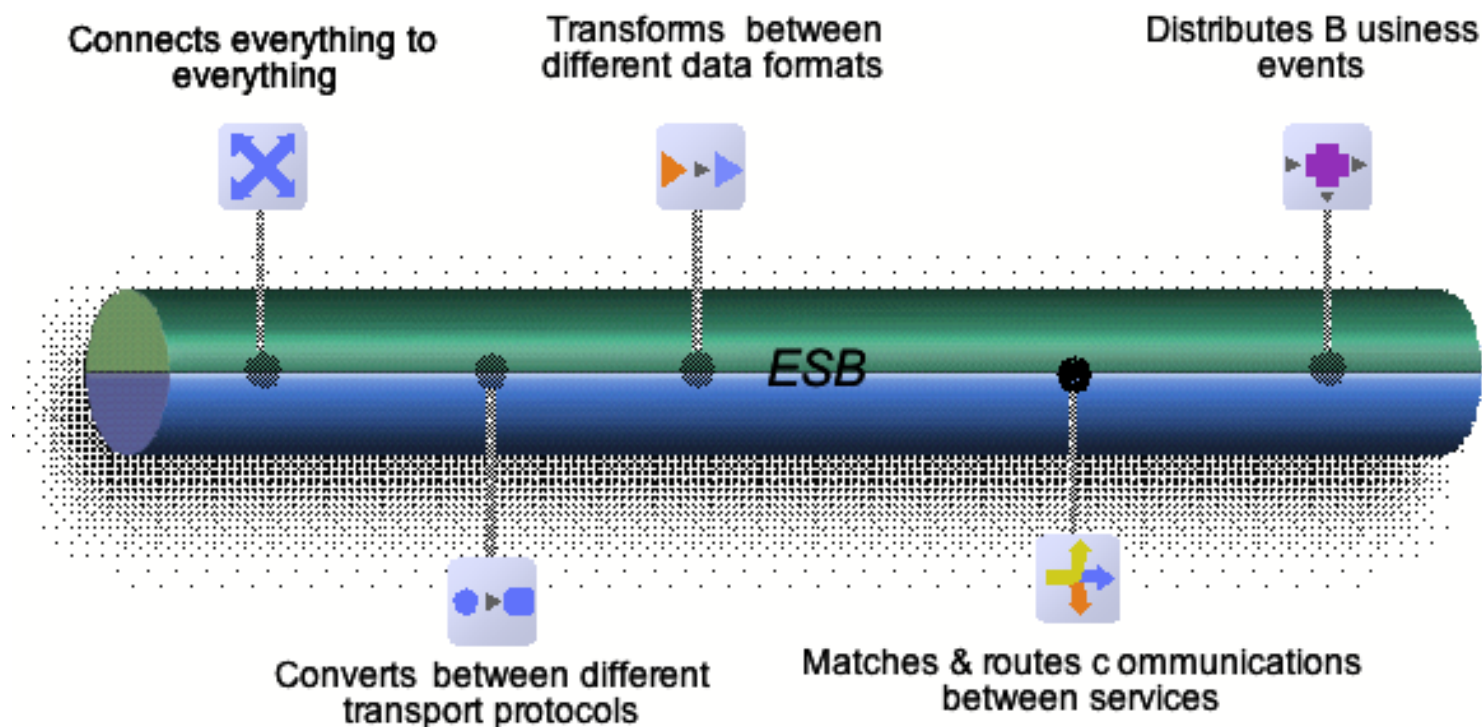


**To compete in today's business environment, organizations must execute across a broad and increasingly dynamic business network.**

# IBM is the leader in ESB Messaging and Enrichment



*ESB Messaging and Enrichment delivers fast, flexible, and reliable access to business information*





# IBM is the leader in B2B Integration solutions



*B2B Integration extends and compliments IBM's ESB portfolio for Multi-Enterprise Integration*

## **IBM Sterling B2B Integrator**

provides the foundation for IBM's B2B Integration solutions

## **IBM Sterling B2B Collaboration Network**

is strategic to IBM, leveraging the power of the network to deliver differentiated B2B solutions

## **plus Value added Collaboration Network offerings**

for trading partner community development, onboarding, and management



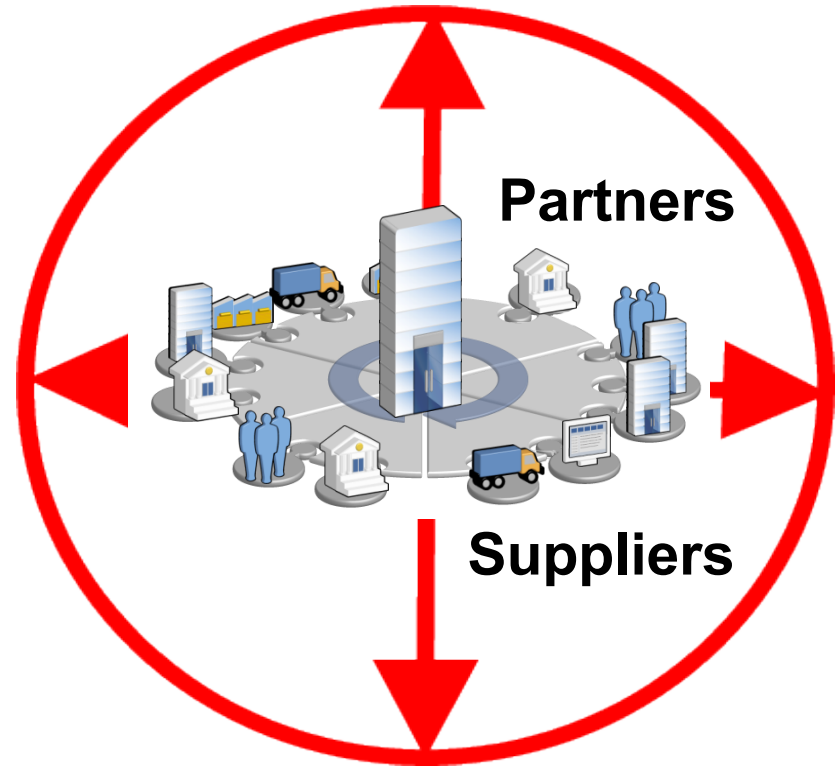
# IBM builds Comprehensive Integration Solutions

	Included Offerings	
Focus Area	IBM Sterling B2B	IBM Websphere
<b>Deliver End-To-End Integration</b>	IBM Sterling B2B Integrator	IBM ESBs & MQ WebSphere Transformation Extender WebSphere Service Registry & Repository
<b>Multi-Enterprise Business Process Innovation &amp; Visibility</b>	IBM Sterling B2B Integrator	IBM BPM Solutions WebSphere Business Monitor WebSphere Business Events
<b>Rapid Integration with SaaS/Cloud Applications</b>	IBM Sterling B2B Integrator IBM Sterling Collaboration Network	IBM Cast Iron
<b>Enhanced B2B SaaS Solutions</b>	IBM Sterling Collaboration Network	IBM BPM IBM Business Analytics Social Networking & Collaboration Industry Solutions

## Opposing Forces: Internal Integration vs B2B



**Internal Automation**  
Consolidation



**Cooperation and Compliance**  
Scattering and multiplying



## IBM Sterling B2B

Enable dynamic business networks through better integration, interaction, and execution across internal operations and extended value chains

- ➔ **Improve execution, management, and visibility of business transactions...**
- ➔ **Enhance the customer experience... by provide a unified marketing, selling, and fulfillment capability across sales channels**





## Resulting in Business Value to Clients

IBM delivers agility by enabling dynamic business networks to integrate, interact, and execute across internal operations and extended value chains



***Improve business agility***

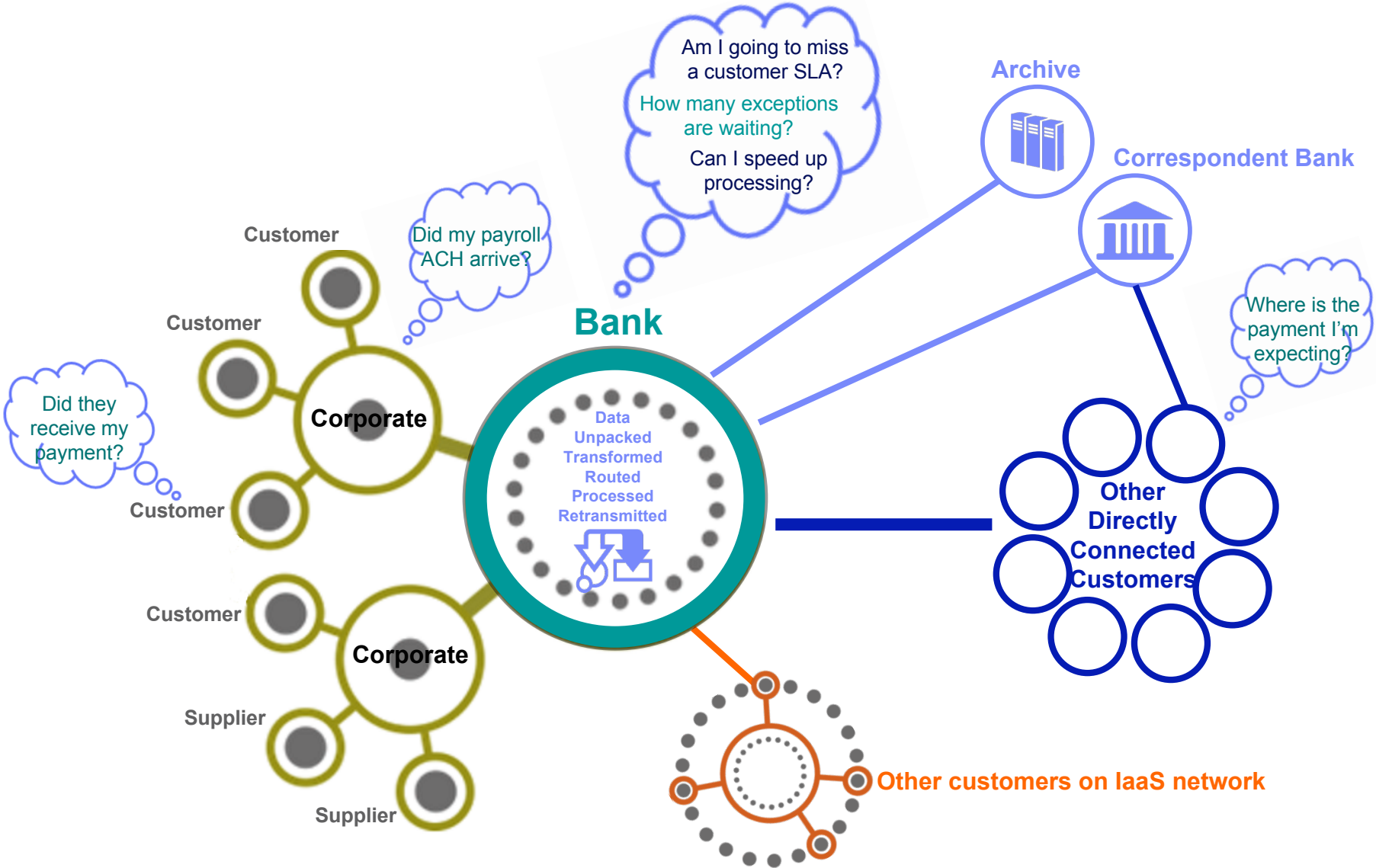


***Eliminate “blind spots” and improve business performance***



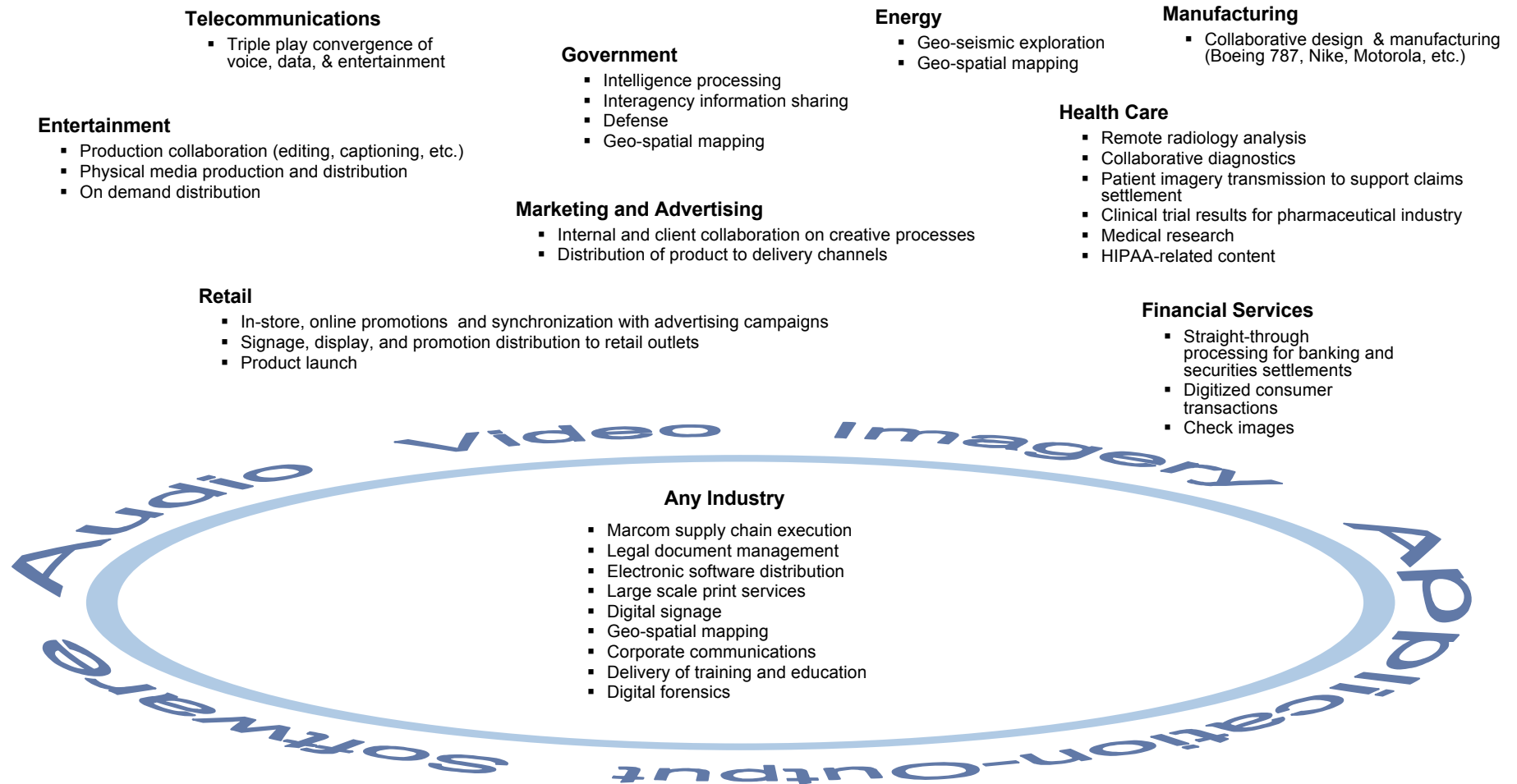
***Minimize business risk and protect your brand***

# The Business Network is Complex



# The emerging digital content-driven world *demands* corporations transact across a range of B2B integration capabilities

Consortiums from verticals, geographies, and other centers of excellence will create specialized, unique solutions



## Keeping up with the other end of the wire...

Complex vs Simple

Real Time vs Batch

Unique vs Generic

Next Gen vs Legacy

My Initiative vs Your Initiative

Secured vs Unsecured

Compliant vs Non-Compliant

Strategic partner vs Non-Strategic Partner



# B2B technology continuously evolves and expands to meet partner needs

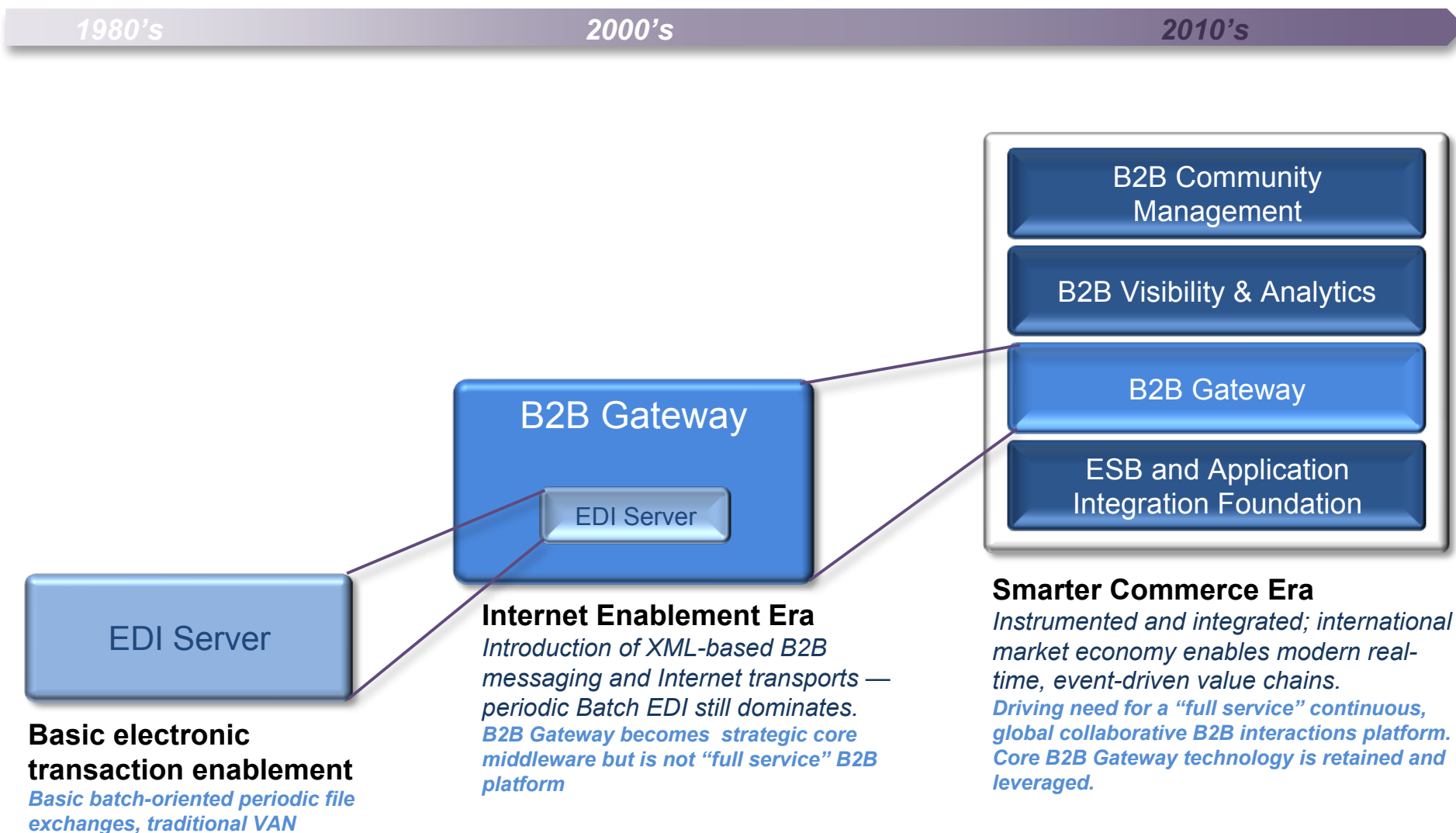
## Core Capabilities:

- Partner profile management
- Orchestration and policy-driven workflow (microflows)
- Flexible, secure transports, including perimeter security
- Store and forward intermediation (mailboxing)
- B2B Standards and Transformation, including robust EDI handling
- Back-end integration

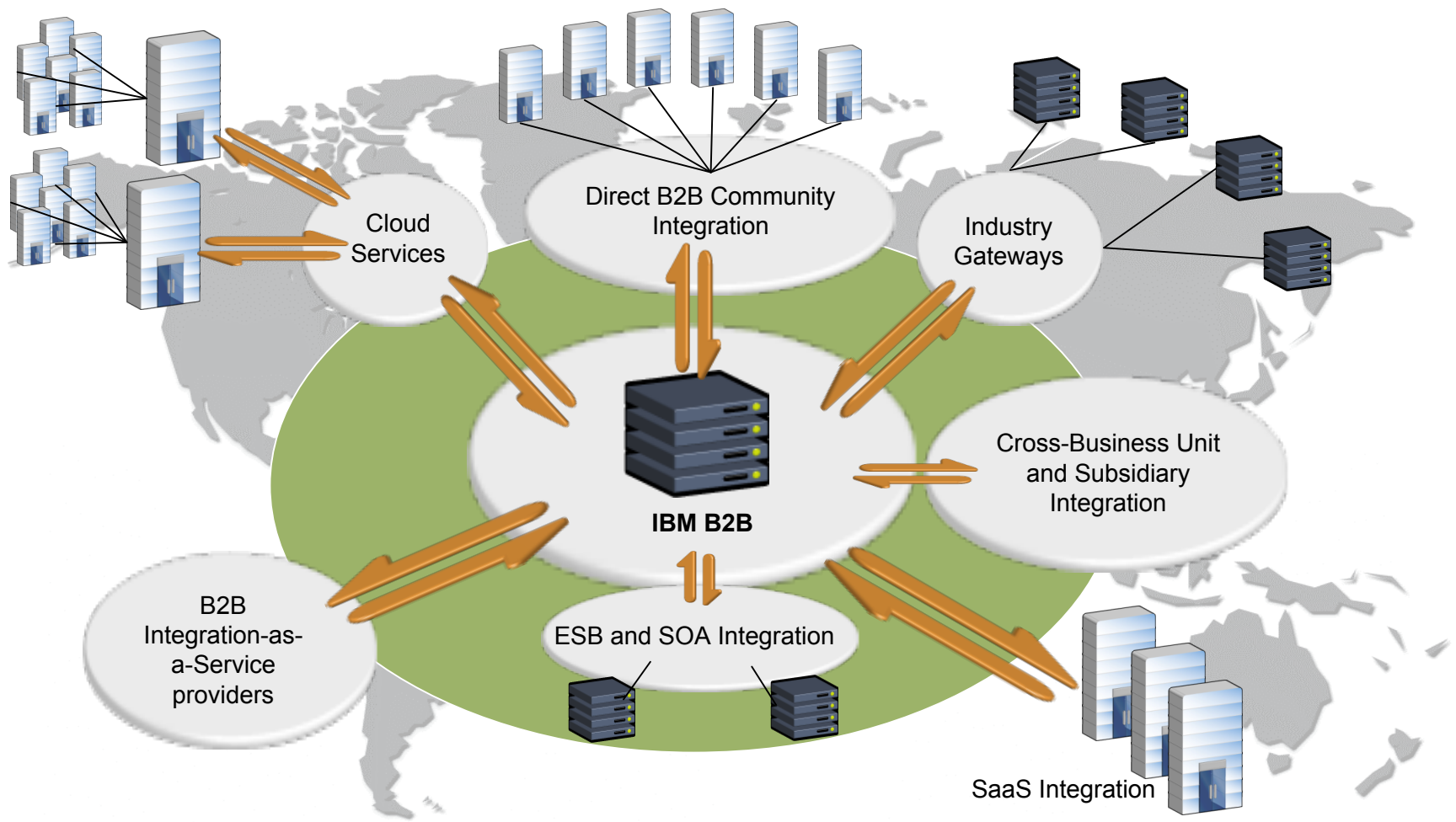
## Evolutionary:

- *Core capabilities plus...*
  - Continuous availability
  - Global, distributed scale, and performance
  - Business-level Visibility
- Fully extensible SOA architecture:
  - Real-time
  - Multi-endpoint mediation
  - Reusable, extensible architecture
  - Service-Oriented B2B

# B2B becomes *the* business innovation enabler



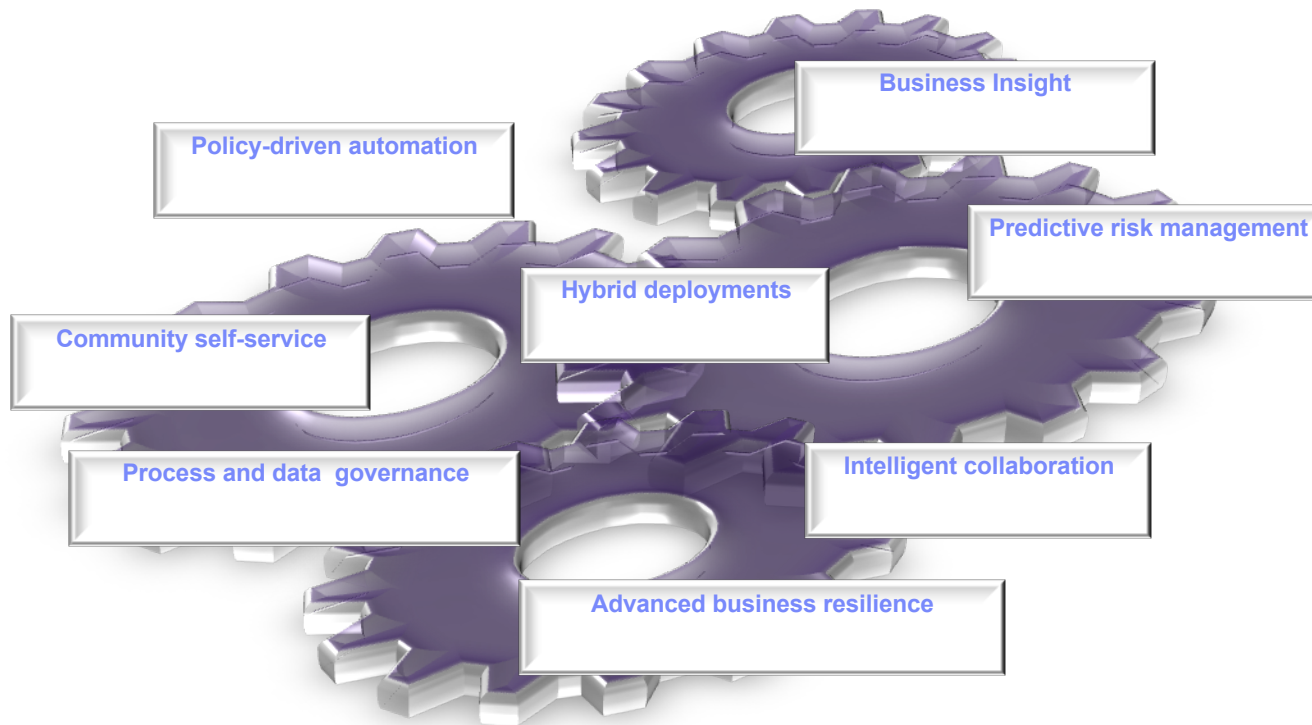
# The Evolving Role of B2B in Integration Infrastructure



# Getting To...

## Intelligent B2B Integration

B2B capabilities that extend automation, use human resources more strategically, and support process innovation

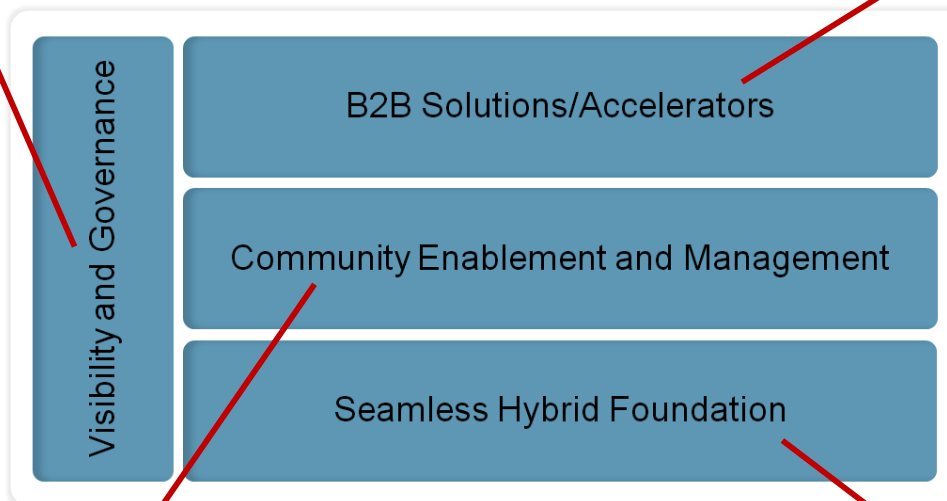




# Our Strategic Vision

## *Creating and Empowering Complex Global B2B Communities as Essential Elements of Smarter Commerce*

- To optimize and govern shared transaction data and digital content
- To gain real-time insight into transaction processes
- To leverage efficiencies of policy-based B2B infrastructure
- To comply with regulatory, LOB, and partner data security requirements

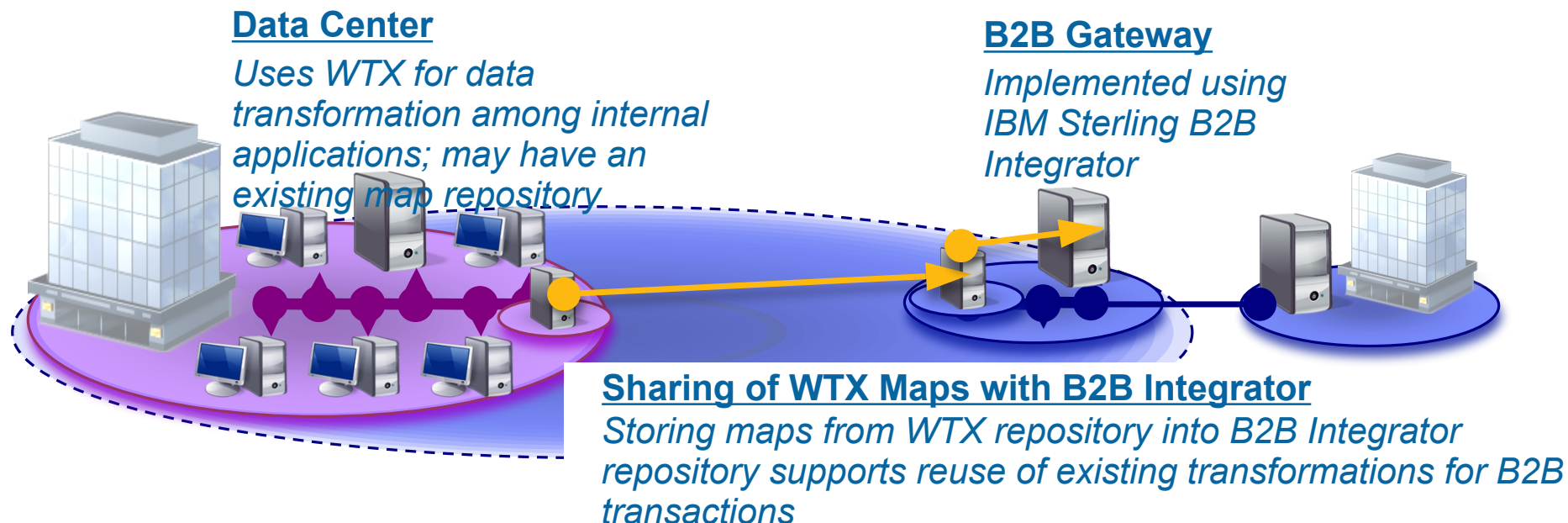


- To accelerate B2B initiatives and address specific business problems
- To support best practices for end-to-end process integration
- To achieve compliance for key industry initiatives
- To enable greater LOB-oriented business benefits from B2B integration

- To manage and optimize your entire commerce ecosystem through partner discovery services and self-service onboarding
- To develop B2B relationships insight
- To achieve the global business diversity and collaboration necessary to meet global market demands

- To enable agility and effective leverage of existing B2B infrastructure
- To rapidly scale, manage, consolidate, and optimize your B2B infrastructure platform
- To meet the demands of the “always available” global business while supporting strategic IT cost containment goals

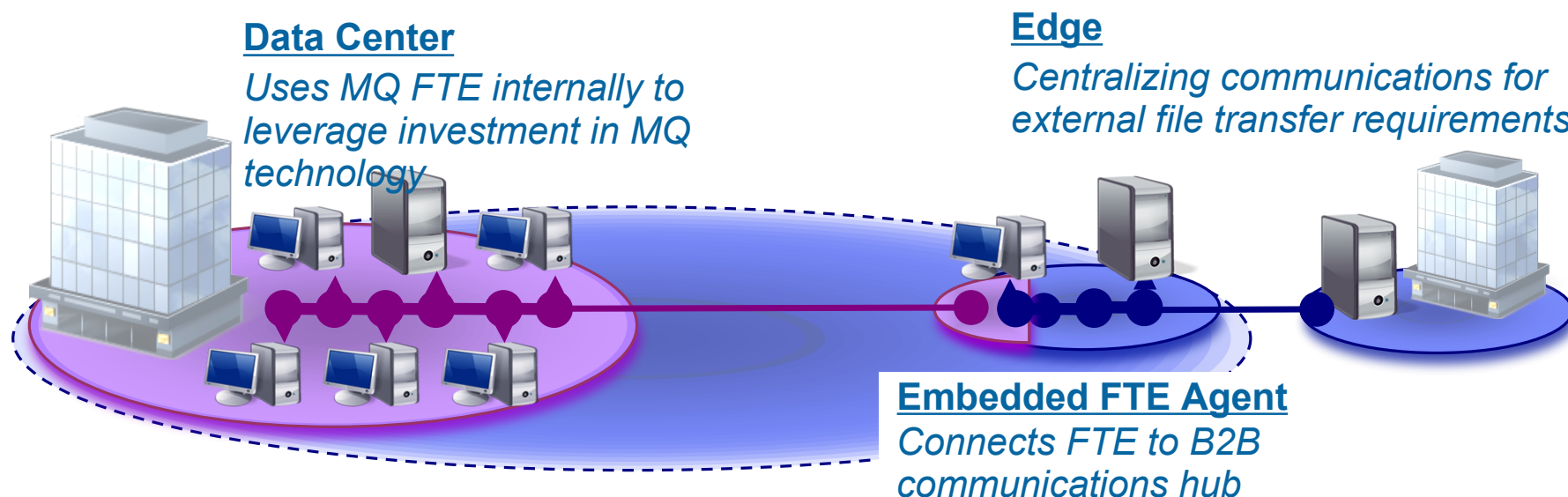
# Integration between IBM Sterling B2B Integrator and WebSphere Transformation Extender



## ▪ Addresses Pain Points:

- Wants to simplify integration between B2B community and in-house applications
- Wants to leverage existing assets while enhancing B2B gateway capabilities
- Wants to maximize the standards that are available for B2B transactions

# Integration between IBM Sterling B2B Integrator/ Sterling File Gateway and WebSphere MQ File Transfer Edition

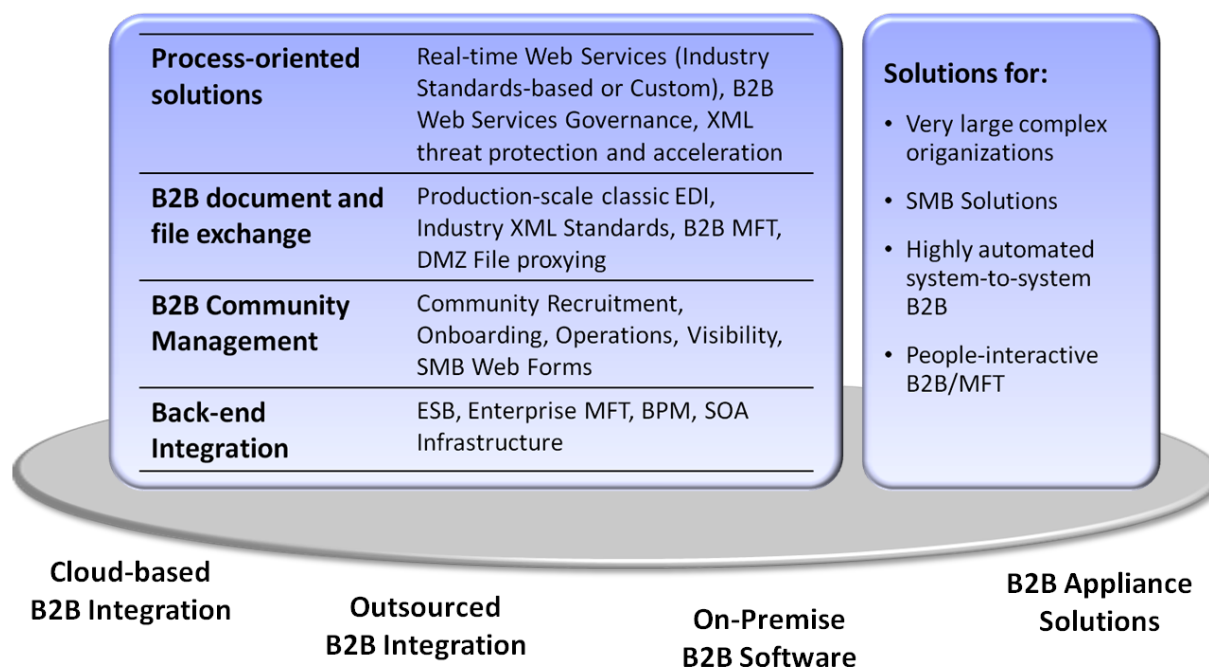


## ▪ Addresses Pain Points:

- Needs a single infrastructure to manage their internal and external MFT environment leveraging their existing investment in IT and skills
- Wants to integrate existing MQ environment with B2B file transfer infrastructure
- Wants visibility into transfers that flow internally and externally

# IBM Comprehensive B2B

- Both traditional B2B document exchange and more advanced forms of process-centric and real-time B2B integration
- Comprehensive solutions such as software, on-demand platform, or as a completely outsourced solution
- Solutions to help large hub organizations build out and optimize their dynamic business networks, including spoke solutions for small, medium, and large partners/customers





## Take-Aways

- B2B Integration evolves into a unique domain of integration ...
  - It will evolve to a component-oriented portfolio that integrates well with Enterprise SOA
  - It will become a Partner-centric solution
  - It will leverage business-centric middleware for value-add solution development, to increase business process relevancy and tighten fit
- Solutions will increasingly be agnostic to the lower-level technology; like shipping packages, if I can get it in a box it will get to the other end
- IBM Sterling B2B brings leading integration components to successfully optimize the entire business process

# IBM Business Connectivity and Integration

