

Leverage responsive IT to make your business smarter and more agile

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We Need to Help Business Evolve

98% of CEOs to restructure the way their organizations work

5.3

hours wasted per employee per week due to inefficient processes

3x

increase in gap between expected change and ability to handle change



We Need to Help Technology Enable Flexibility

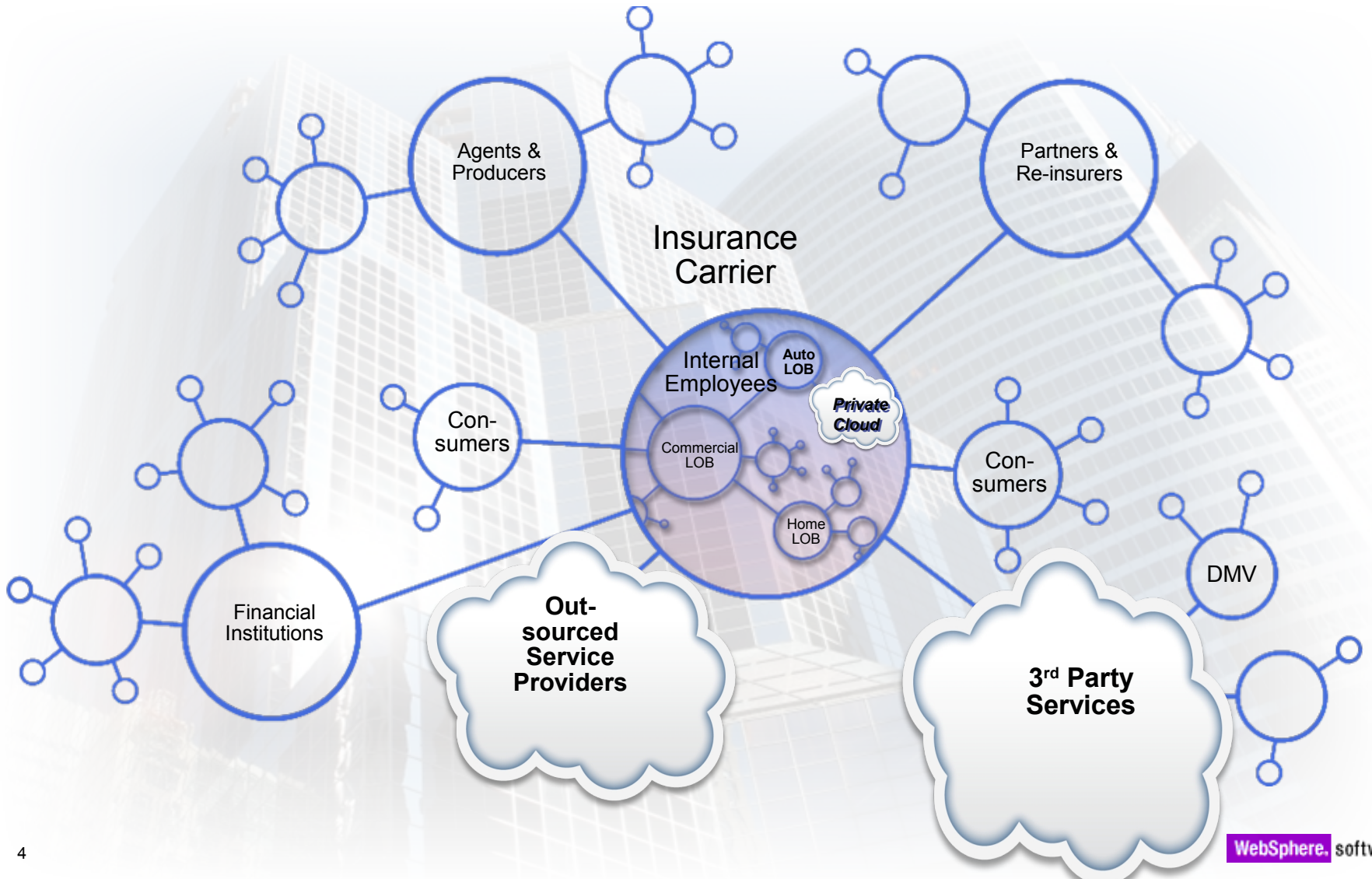
800
billion
business
events daily

1 Trillion
connected objects comprising
“the internet of things”

30 Billion
RFID tags produced and
embedded by the end of 2010



Agility across the dynamic business network becomes increasingly important



Achieving a dynamic business network presents challenges

Businesses are restrained by organizational silos and rigid IT systems

3%

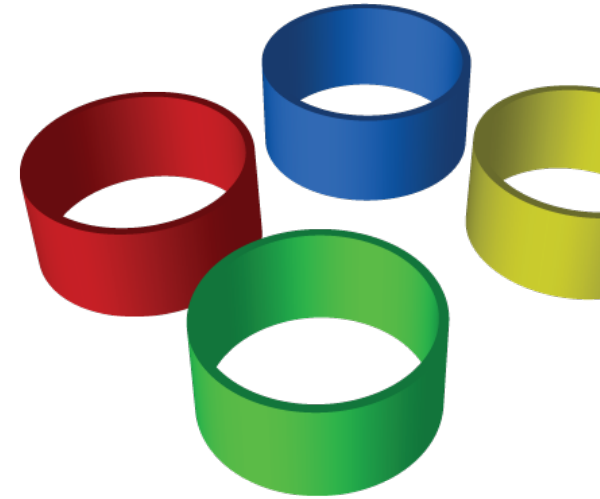
of companies report they have achieved **“process excellence”**

68%

of executives report that **integration challenges** impede collaborative relationships with partners

85%

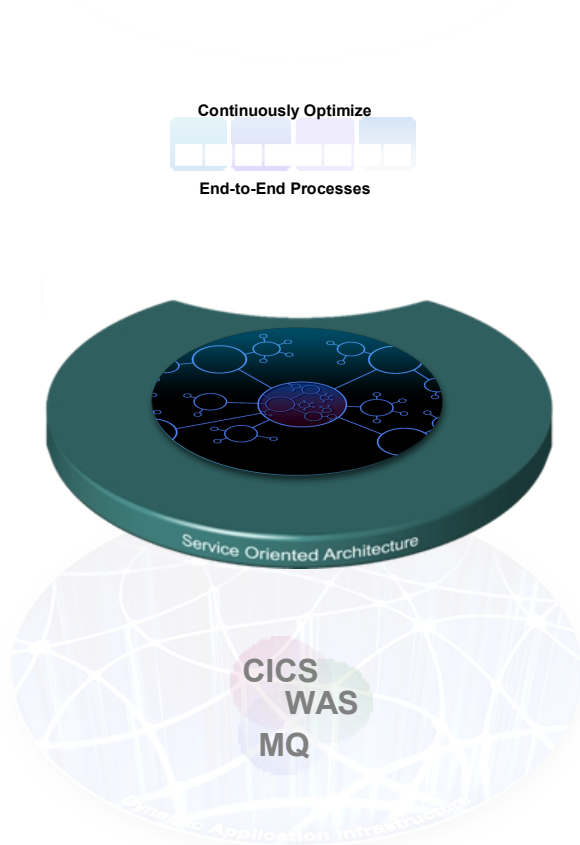
of CEOs require **more visibility** into their businesses



Break down silos to increase business agility by converging business and technology management

Service Oriented Architecture

Connecting & sharing services for reuse and consistency across an enterprise



Flexible any-to-any connectivity

Seamlessly connect all the disparate elements within your dynamic business network

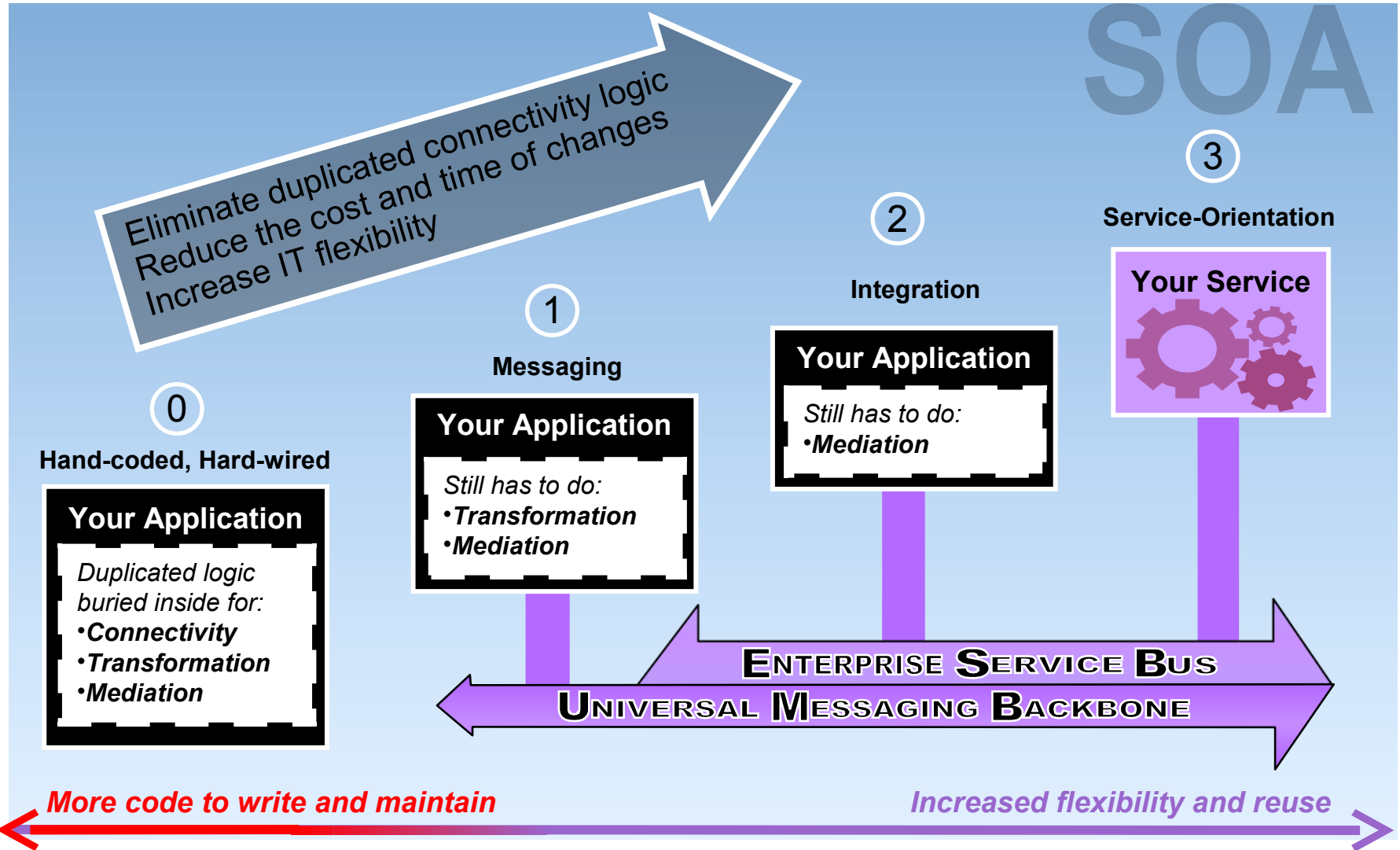
Unlock legacy applications

“Re-use” rather than “rip & replace”

Comprehensive Governance

Provide governance and management capabilities across the entire solution lifecycle

Simplifying Connectivity – A First Step To SOA



Organizations Leverage SOA Connectivity & Integration



- **ESB Messaging & Enrichment**
 - Trusted messaging
 - Ultra-low latency, time-sensitive data feeds
 - ESB for broad-scale SOA



- **Service Visibility & Governance**
 - Service visibility and lifecycle governance
 - Policy management and runtime enforcement



- **Extend Connectivity to Partners & Customers**
 - Payment processing in financial services
 - Managing your B2B transactions
 - Integrating with 3rd party applications, inside and outside the org

Delivering the Most Connected SOA *Product Release Highlights*



▪ **ESB Messaging & Enrichment**

- WebSphere MQ V7.0.1
- WebSphere MQ File Transfer Edition V7.0.3
- WebSphere MQ Low Latency Messaging V2.5
- WebSphere DataPower Low Latency Appliance XM70 3.8.2
- WebSphere Enterprise Service Bus V7.0.1
- WebSphere Message Broker V7.0.0.2
- WebSphere DataPower Integration Appliance XI50 V3.8.2



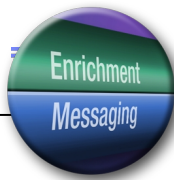
▪ **Service Visibility & Governance**

- WebSphere Service Registry and Repository V7.0.1
- WebSphere Service Registry and Repository Advanced Lifecycle Edition V7.0.1
- WebSphere DataPower Security Gateway XS40 V3.8.2



▪ **Extend Connectivity to Partners & Customers**

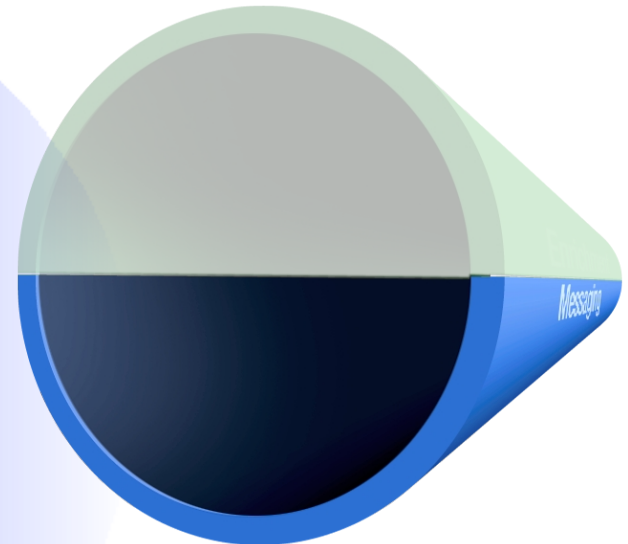
- WebSphere Transformation Extender V8.3
- WebSphere DataPower B2B Appliance XB60 V3.8.1
- WebSphere Adapters V7



IBM WebSphere MQ Family

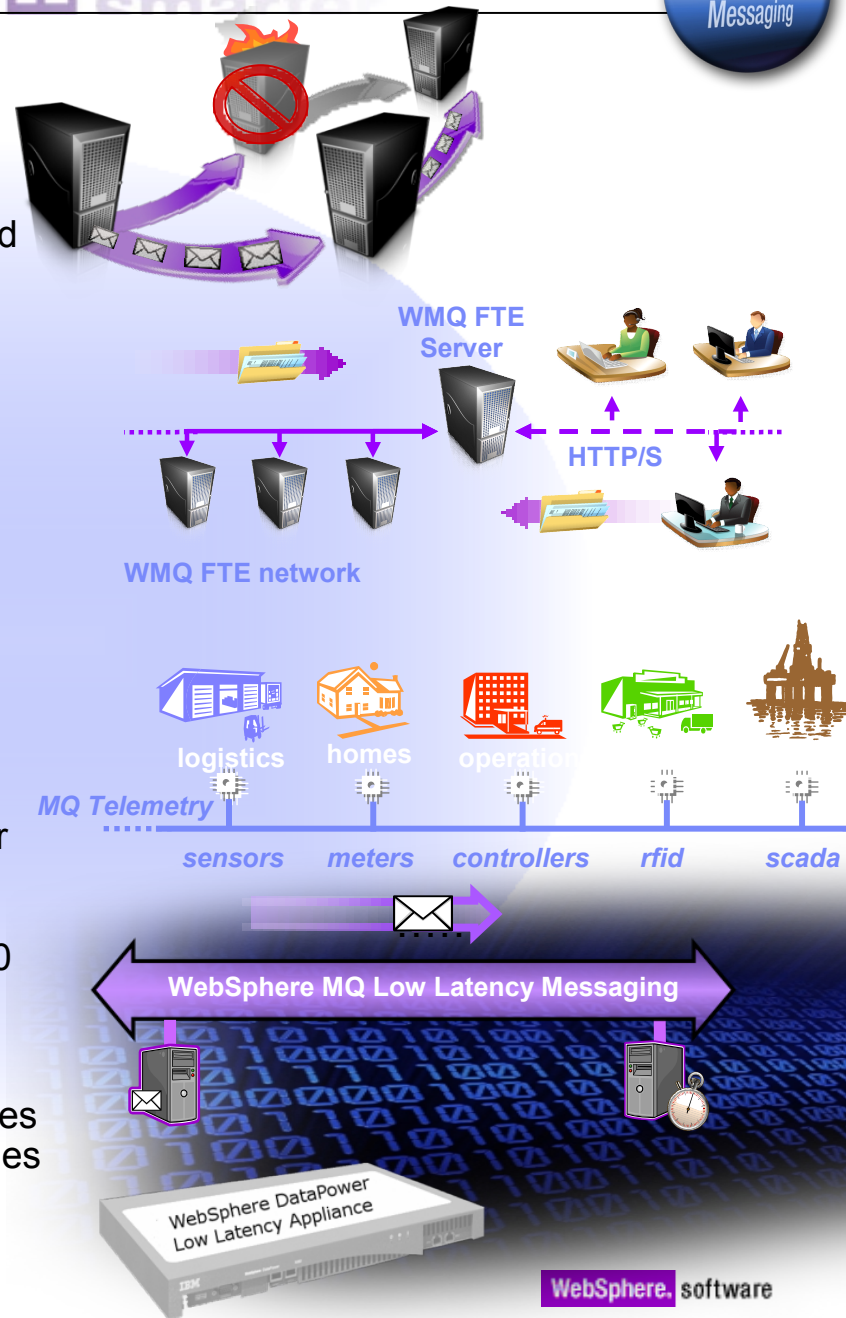
Delivering Mission-Critical Messaging

- **The Messaging Leader** for 16+ years
- **Universal Support** for all your systems
- **Standards:** JMS engine that can be used with any compliant JEE Application Server
- **MQ family provides:**
 - Reliable, proven, and ubiquitous multi-purpose **messaging** transport for SOA connectivity
 - Reliable, secure & auditable **Managed File Transfer**
 - **Low Latency Messaging** where extreme speed of delivery is paramount



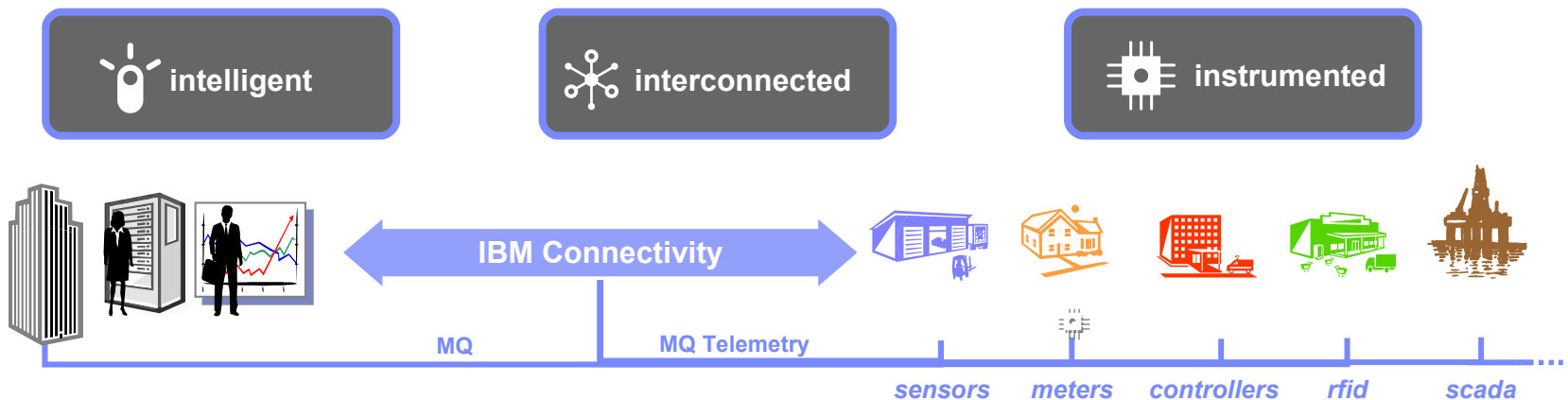
What's New in Messaging?

- **WebSphere MQ V7**
 - Reduce business costs and disruption from unplanned outages with software-enabled high availability
- **WebSphere MQ File Transfer Edition**
 - Enable ad-hoc file transfers using standard Web browser
- **WebSphere MQ Advanced Messaging Security**
 - Application-level, end-to-end data protection without writing complex security code or modifying or recompiling existing applications.
 - Integration with WebSphere MQ File Transfer Edition
- **WebSphere MQ Low Latency Messaging**
 - Capable of over 91 million messages per second over Native InfiniBand
 - New support for re-playing missed messages
 - WebSphere DataPower Low Latency Appliance XM70 with support for TIBCO Rendezvous/EMS Messaging
- **WebSphere MQ Telemetry**
 - Connectivity that closes the gap between smart devices and intelligent decision makers and business processes



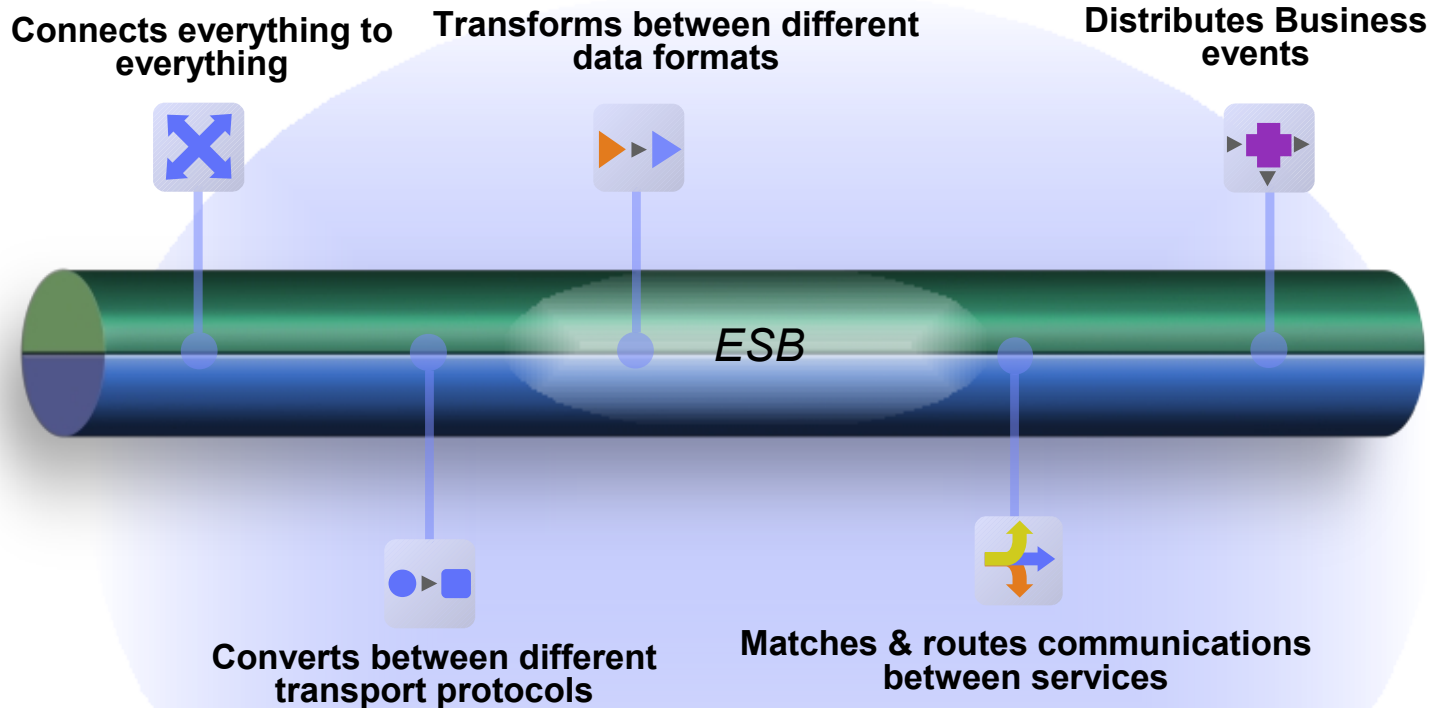
WebSphere MQ Telemetry

- Messaging optimized for smart sensors and telemetry devices
- Enables intelligent decision-making based on remote real-world events
- Remote resource management of static or moving assets, people, locations
 - **Telemetry capabilities**
 - Direct device integration into back-office
 - Tiny messaging optimized for resource-constrained devices & gateways (RTUs)
 - Terse protocol & compact header for fragile & pay-per-byte networks
 - Advanced device level data buffering
 - Event-driven publish-and-subscribe delivery of only significant information
 - Open protocol encourages widespread device enablement
 - Last Will & Testament for automated handling of device failures or outages



Agility and Savings Begin with Integration

The Enterprise Service Bus (ESB)



Optimizing Costs

- *Integrate new customers and partners up to 80% faster*
- *Improve performance more than 10x, with lower costs*
- *Achieve full ROI within as few as 6 months*

ESB Offerings from IBM WebSphere

Solutions to Meet Any and Every Demand



WebSphere ESB

Optimized with WebSphere Application server for an integrated SOA platform: service providers, registry, common tooling, extensible to BPM



WebSphere Message Broker

Platform-independent, universal connectivity and transformation in heterogeneous IT environments, with rich set of adapters and protocol bridges packaged with applications and legacy platforms

ESB offerings from IBM WebSphere

WebSphere DataPower XI50

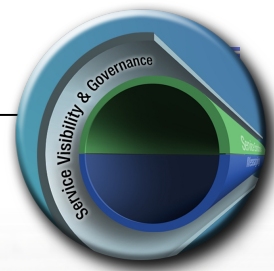


Purpose-built hardware for simplified, self-contained deployment with hardened security, low latency, rich application integration and data transformation

What's New in ESBs?

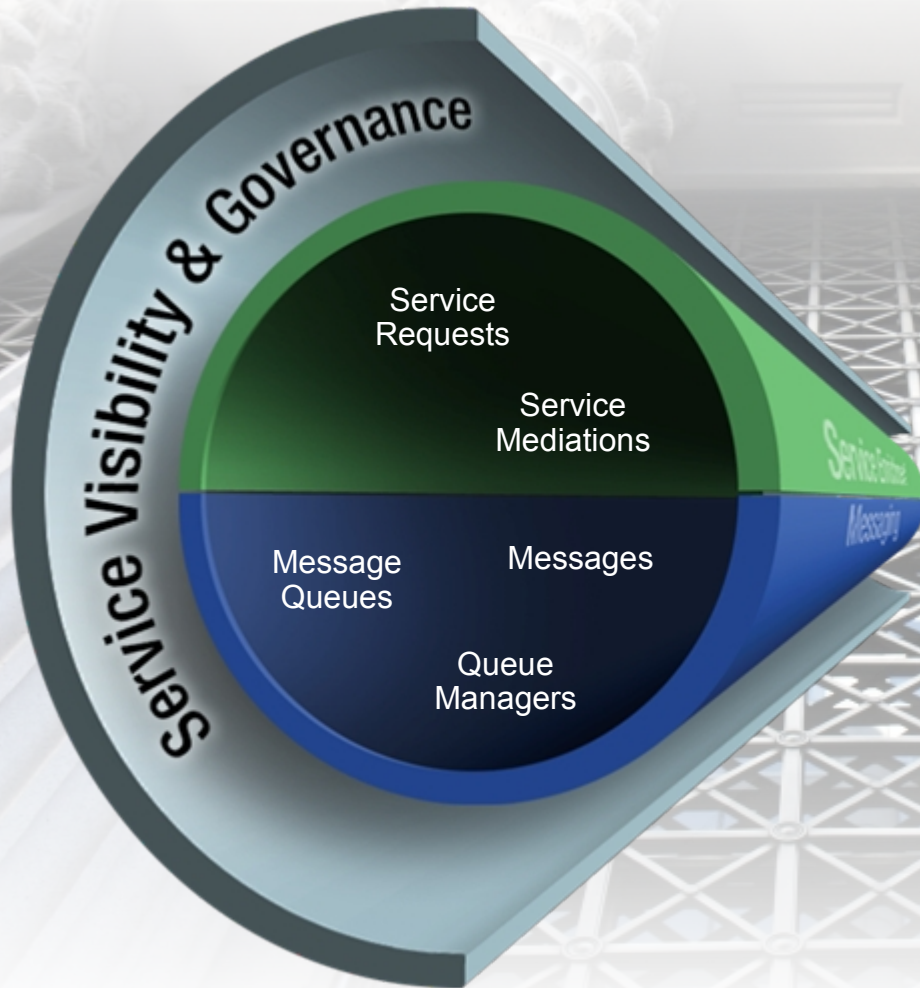
- **WebSphere Enterprise Service Bus and WebSphere Message Broker**
 - **Patterns Based Development**
 - Powerful development capability with pattern-based development, guided task flows, mapping enhancements and simplification
 - **Service Federation Management**
 - Manage service visibility and reuse across the enterprise with WebSphere Service Registry & Repository

- **WebSphere DataPower Integration Appliance XI50**
 - **Application Optimization**
 - Simplify your IT infrastructure with new dynamic Application Optimization management
 - **BladeCenter**
 - New appliance offering which now allows customers to deploy DataPower appliance technology within new or existing IBM BladeCenter infrastructure

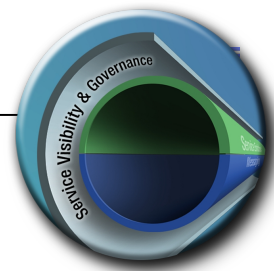


Service Visibility & Governance

Governs Messaging Applications and Services

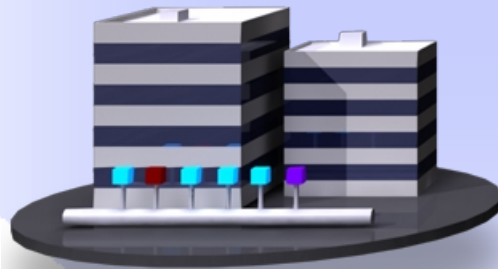


- **Manage** what you have, no matter where
- **Trust** existing services, accelerate reuse & cut costs
- **Secure** mission-critical services & documents

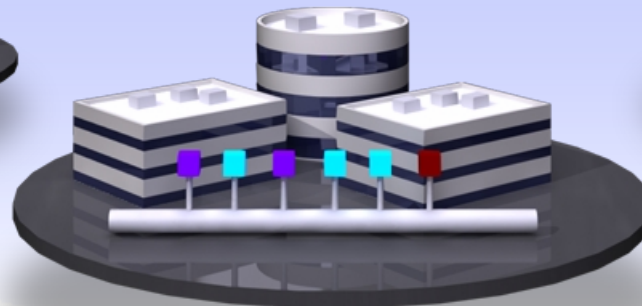


The current situation is that most business units are isolated and autonomous, creating “Silos of SOA”

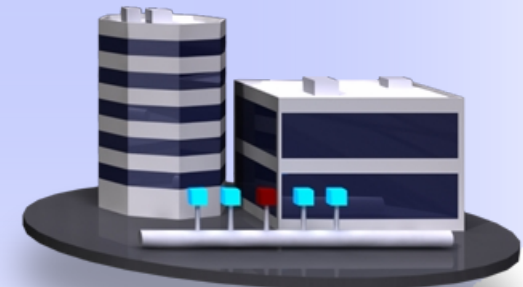
- Most enterprises are **not** monolithic, and have **multiple business units**
- Each business unit encapsulates services reused **within** the business unit boundaries via its connectivity infrastructure
- The business units often are isolated and autonomous
- The business units are in effect **service domains** ... Silos of SOA



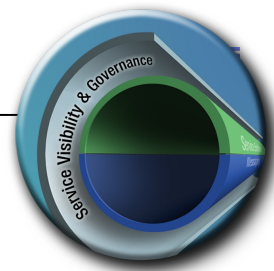
**Finance
Business Unit**



**Procurement
Business Unit**

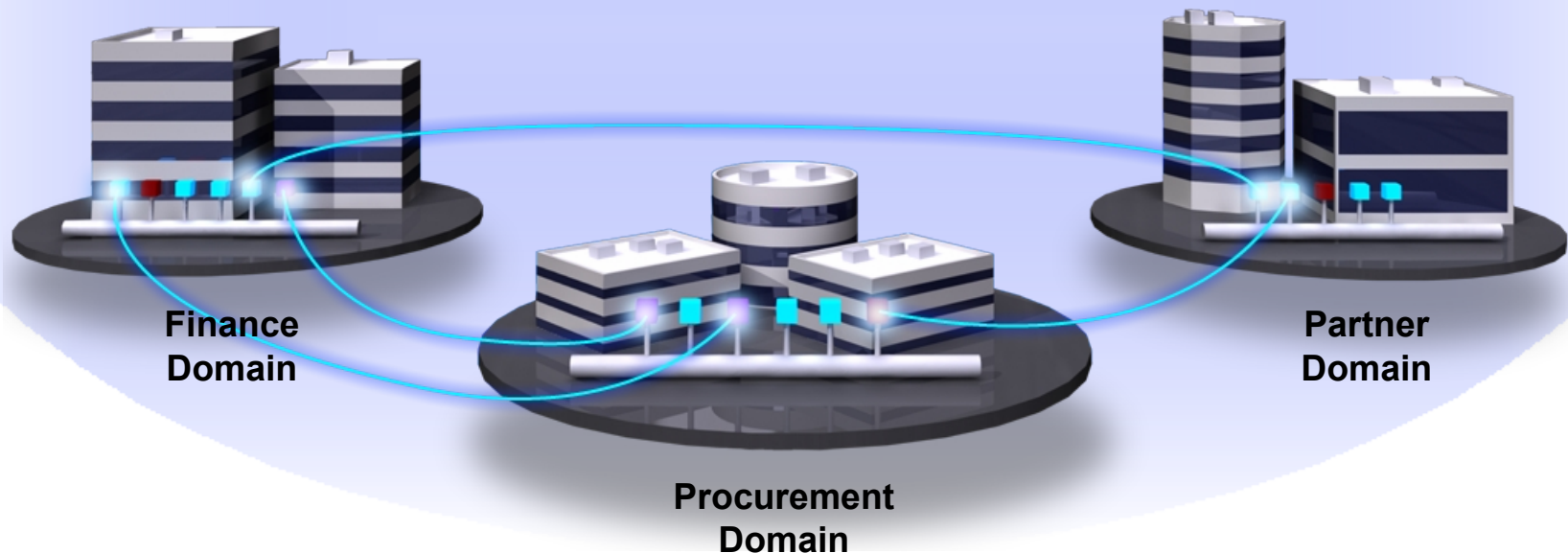


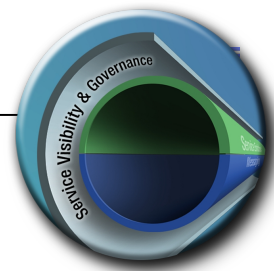
**Partner
Business Unit**



Connecting isolated services can optimize business performance and improve flexibility

- Maximize **service reuse** across the enterprise
 - Allow service reuse to span domain boundaries
- Enhance **flexibility** across the enterprise
 - Business process redesign with minimal disruption
- ... **Federated Service Reuse**





Service Visibility & Governance

WebSphere Service Registry & Repository

Highly Prescriptive Service Lifecycle Governance



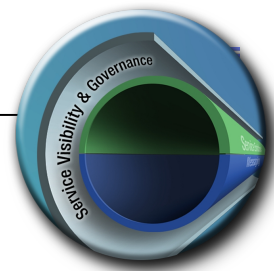
- Pre-built Governance Models
- Automated Service Discovery
- Govern the lifecycle of Services
- Enforce policies
- Service Federation

WebSphere DataPower XML Security Gateway XS40

- Centralize Web services and web application security and policy enforcement
- High performance appliance for simplification of the DMZ



What's New in Service Visibility & Governance?

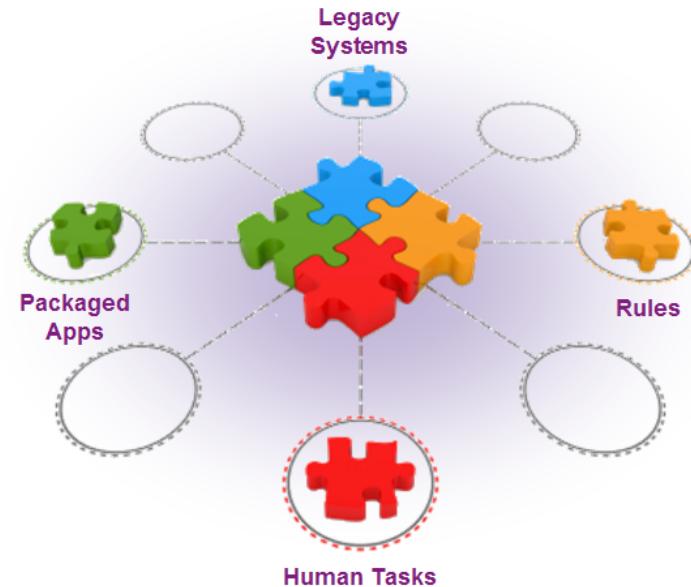


▪ WebSphere Service Registry & Repository

- Ensure **business/IT awareness** with role-based interfaces and analysis tools in Business Space
- Provide Federated **Impact Analysis** and Change Management
- Monitor and manage policies with SOA Policy Monitoring **Analytics**
- Governance for **MQ** services and File Transfers
- Manage service visibility and reuse across the enterprise with **Service Federation Management**

▪ WebSphere DataPower XML Security Gateway XS40

- Native load balancing for inbound and outbound traffic through Application Optimization
- Industry-leading standards support: WS-Security, SAML, XACML, WS-Policy

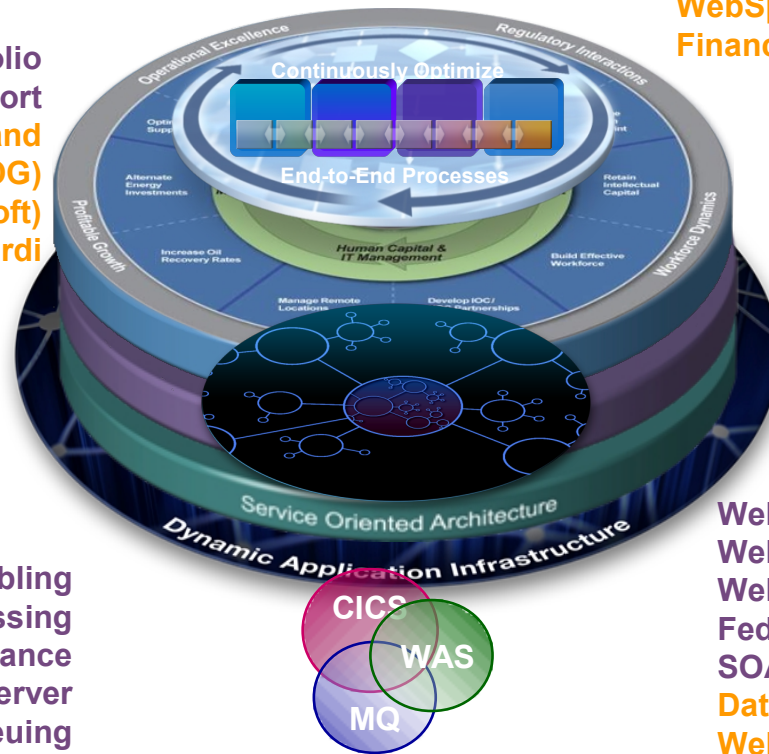


WebSphere continues along the path, organically and through acquisition, to maximize business agility

Organic Enhancement
Acquisition Enhancement

BPM BlueWorks
Integrated Information Framework
WebSphere Commerce
Industry Content Packs
WebSphere Front Office for Financial Markets (InfoDyne)

BPM Portfolio
Role Based Support
BRMS, Optimization, and Visualization (ILOG)
WebSphere Business Events (AptSoft)
Lombardi



CICS Events Enabling Extreme Transaction Processing
WebSphere CloudBurst Appliance
WebSphere Application Server
WebSphere Messaging and Queuing

WebSphere Message Broker
WebSphere ESB
WebSphere Service Registry & Repository
Federated Connectivity
SOA Reference Architecture
DataPower
WebSphere Cast Iron Cloud Integration

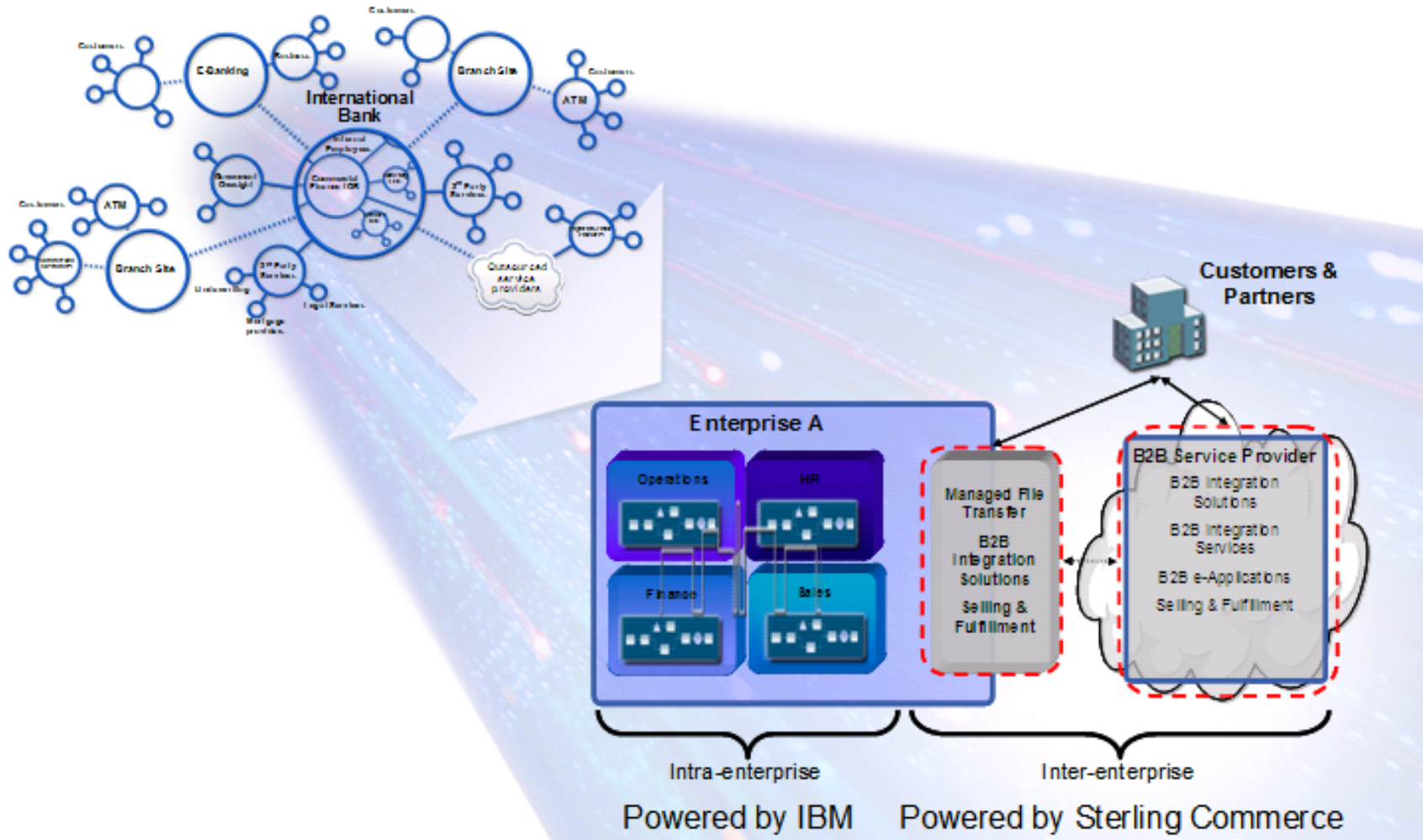
Cast Iron: integrating Cloud and on-premise applications

Integration projects completed in days!!



Sterling Commerce: a leader in B2B integration

Infusing Agility to Create Dynamic Business Networks



Save the date



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