



IBM Software Expo 2006. Madrid 23 de Mayo

Gestión de procesos de negocio: BPM
Ciclo de Análisis, Diseño e Implantación de un Proceso



David Beltrán

WebSphere Diamond Sales Leader Spain



Objetivos

- ▶ Revisión de los elementos software que permiten el análisis del modelo de negocio, el modelado y estudio de los procesos, su implantación e integración con los servicios y la supervisión del negocio.

Agenda

Objetivos empresariales

Rápido vistazo a cada componente de BPM.

Demo

Propuesta de valor de IBM

Por dónde empezar



“Las reglas de juego están cambiando” *

* Encuesta Global a Consejeros
Delegados y Alta Dirección – 2006



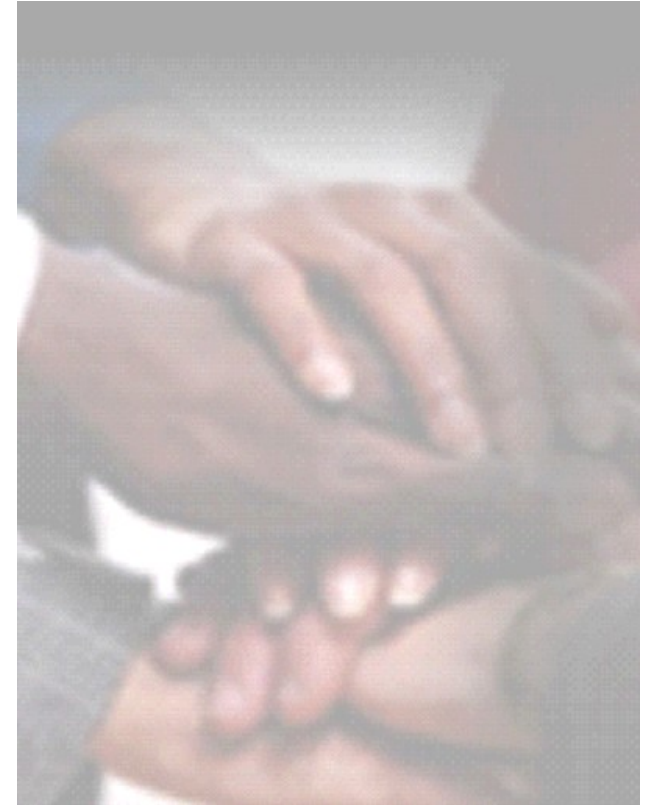
CEO Survey 2004 a 2006

- CEO Survey se hizo en 2004 y en 2006.
 - ▶ De 465 a 765 Consejeros Delgados. 30 en España.
- En dos años el mercado ha cambiado y sus prioridades han cambiado
 - ▶ La prioridad era **crecer** pero sin abandonar la reducción de costes.
 - ▶ El crecimiento vendría de **nuevos productos y nuevos mercados**.
 - ▶ Las empresas **no eran suficientemente ágiles** para identificar y aprovechar oportunidades de crecimiento.
 - ▶ Era imprescindible **transformar la empresa para dotarla de agilidad y capacidad de adaptación** a las demandas de los clientes.
 - ▶ Barreras identificadas en esta transformación:
 - Hay voluntad de cambio pero las limitaciones internas lo impiden
 - Debían generar nuevas habilidades como factor crítico de éxito → formación y educación.



CEO Survey 2006: Y concluyen que...

- Habrá importantes **cambios** en sus organizaciones en los próximos meses.
 - ▶ Sin embargo, en el **pasado no han tenido demasiado éxito para acometer estas iniciativas de cambio.**
- Es imprescindible promover la **innovación basándose en alianzas con terceros.**
 - ▶ Las empresas cada vez más buscan nuevas ideas y fuentes de innovación en el mercado (proveedores, consultores, asociaciones, universidades).
 - ▶ Cada vez más, las empresas consideran la colaboración como un factor crítico de éxito pero la infrautilizan.



CEO Survey 2006: Y concluyen que ...

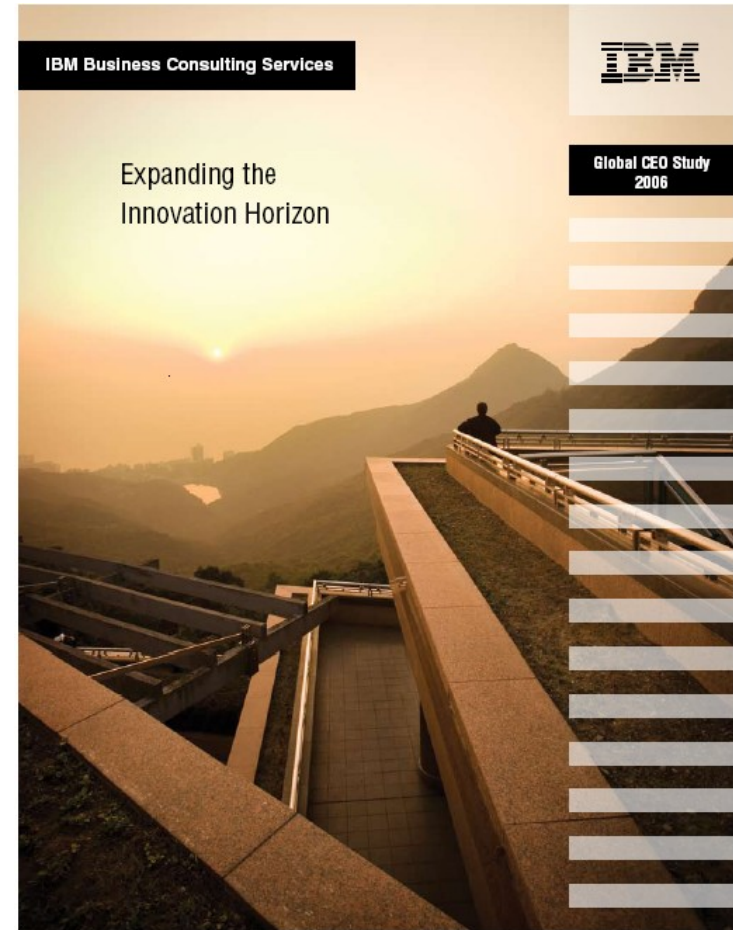
- La **innovación** debe estar presente en los **modelos de negocio** empresariales.
- La mayor parte de los **obstáculos a la innovación están dentro de la organización.**
- Habrá importantes **cambios** en sus organizaciones en los próximos meses.
 - ▶ Sin embargo, en el **pasado no han tenido demasiado éxito para acometer estas iniciativas de cambio.**



The top focus for business

- 65% of the world's top corporate CEOs **declared that due to pressures from competitive and market forces, they plan to radically change their companies in the next two years.**
- More than 80% **of CEOs stated that their organizations** have not been very successful at managing change in the past

Source: IBM Global CEO Survey, March 2006



The Goal: Strategic Flexibility Through Innovation

CBDIReport: “*Business Flexibility*”

CBDIReport

Business Flexibility Through SOA

By David Spratt

*An introduction to managing
business flexibility using
Service Oriented Architecture
strategies and techniques*

ABSTRACT: Service Oriented Architecture can make a business more flexible, able to respond much faster to change. Of course flexibility is a very broad concept and the SOA can respond in many different ways. Demand for business flexibility therefore needs to be understood and managed in a systematic manner and treated as a functional or non functional requirement with appropriate business involvement. This report provides a framework for identifying and delivering the various types of business flexibility that SOA can deliver and shows how these may be achieved and measured. In the process the report provides clarity on what an SOA really is for a large enterprise.



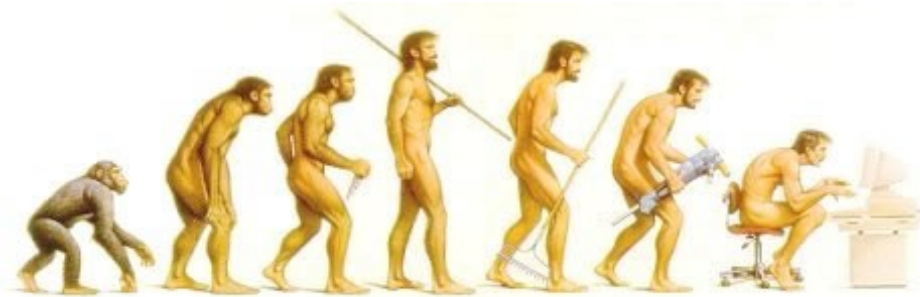
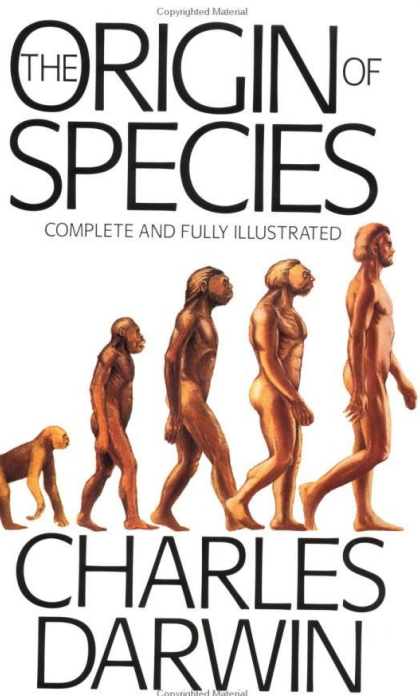
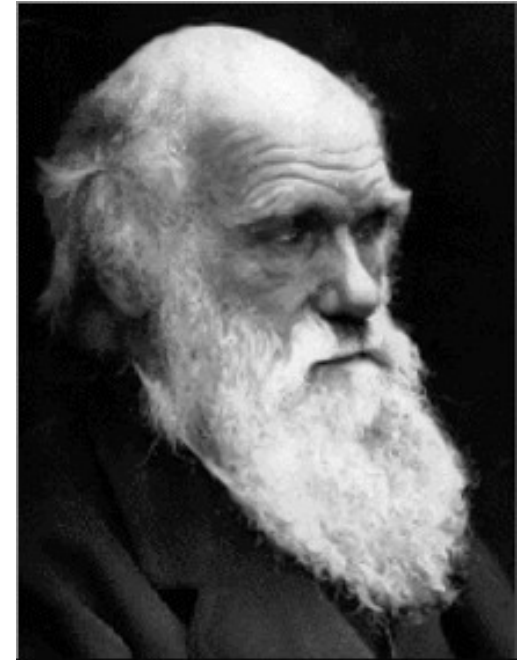
Independent insight for Service Oriented Practice

BUSINESS FLEXIBILITY THROUGH SOA
©CBDI Forum Limited 2005



Charles Darwin

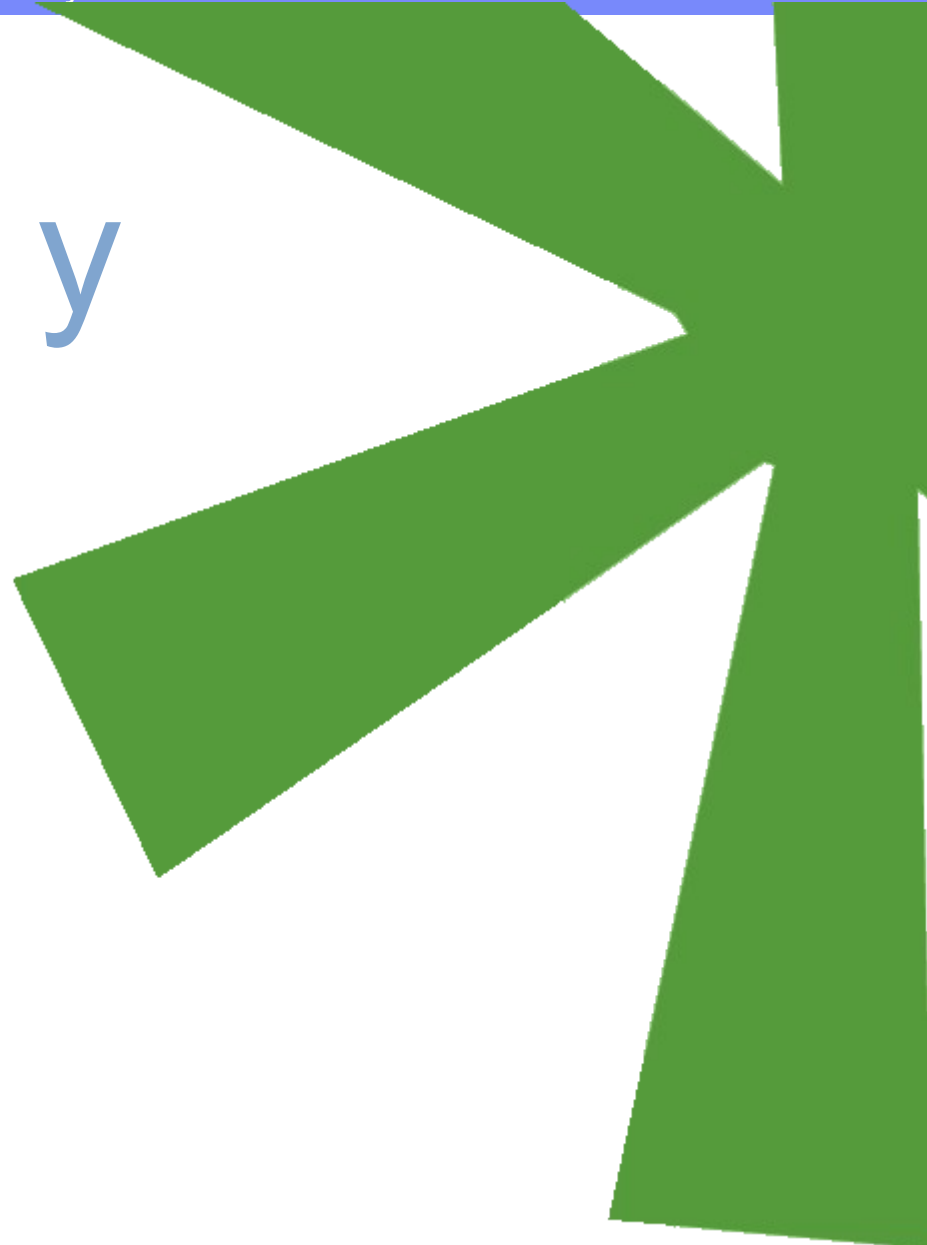
"No son los más fuertes los que sobreviven, ni los más inteligentes, sino aquellos que se adaptan mejor a los cambios"



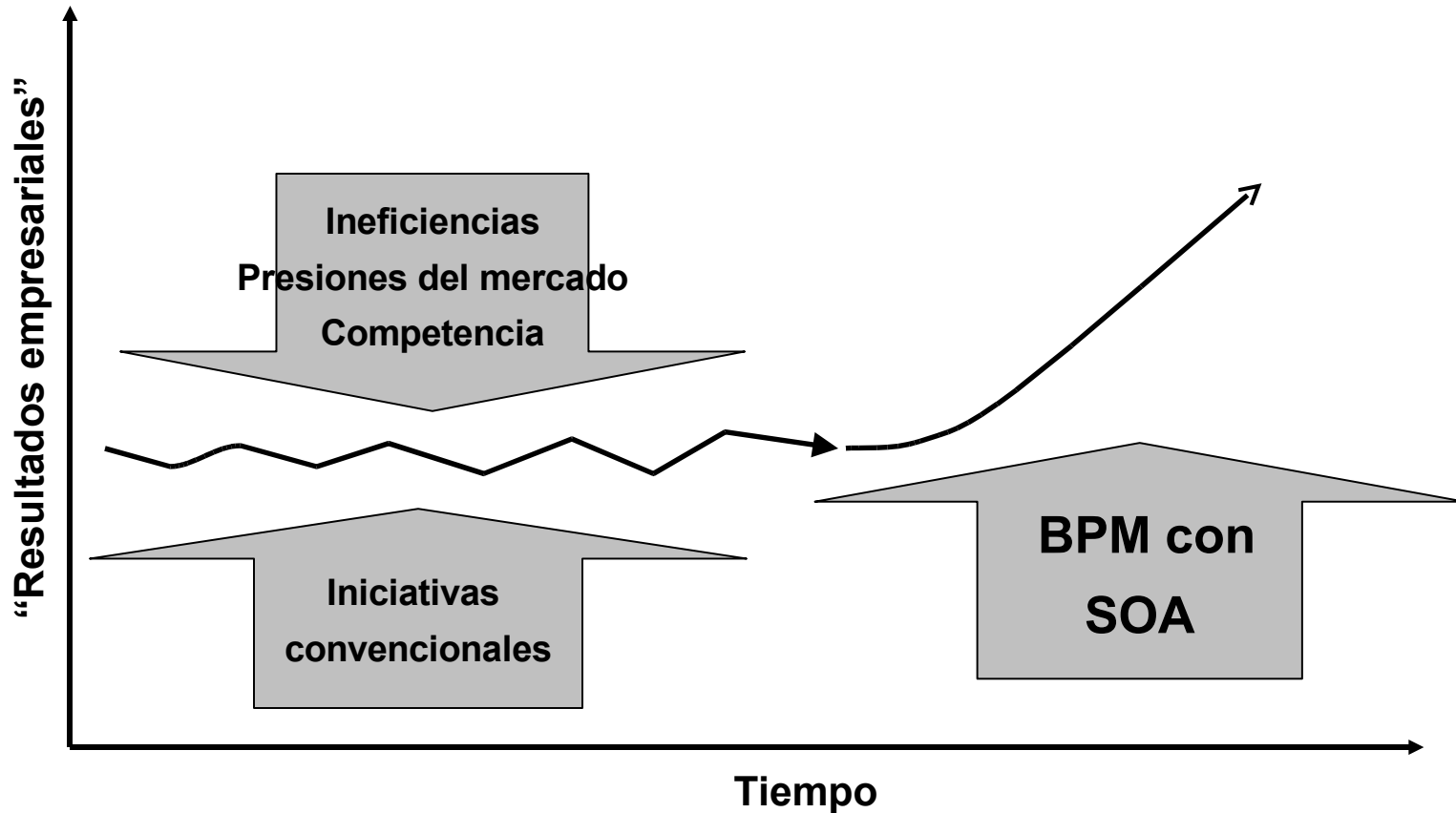
El origen de las especies (1859)



Innovación y flexibilidad



Las iniciativas convencionales son inadecuadas



Las reglas de juego han cambiado



Artículo de **Jasmine Noel**; fundadora de Ptak, Noel & Associates (an independent analyst and consulting firm)

BPM and SOA: Better Together.

Jasmine Noel

Executive Summary

Enterprise competitive and cost pressures are creating the need to rapidly adapt and streamline business processes to create new business value or increase operational efficiency. To that end, enterprise processes are becoming increasingly explicit and business process management (BPM) is evolving from a paper-based diagramming tool to a comprehensive solution that models, monitors, simulates, and redesigns processes for competitive improvement. The endgame of BPM is unprecedented process flexibility – where workflows (both human and automated) can be determined in real-time by the events or outcomes within the process. This helps allow the business to act appropriately and competitively regardless of the situation.

For this endgame to happen, processes must become independent of specific information resources and specific task automation applications. The integration technology must loosely couple the applications and resources that make up the process, otherwise the logic of a process will get hard-coded into a particular technology platform, which may be expensive to change and therefore defeat the entire purpose of BPM. This is where standards-based service oriented architecture (SOA) comes in. An SOA provides the technical ability to create that process independence. SOA standards, such as Web Services, make information resources and task automation applications available yet loosely integrated for process designers to use and reuse at will. Thus processes modeled with BPM tools can be rapidly implemented in production via SOA infrastructure.

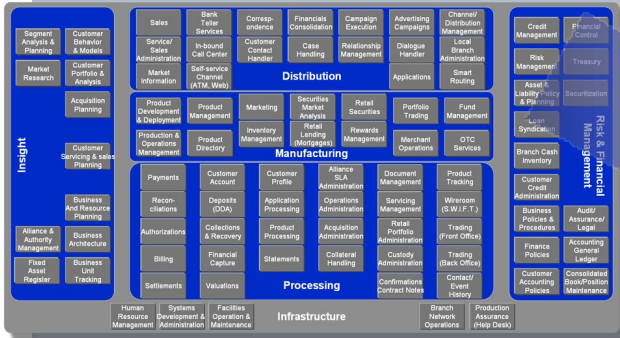
Together BPM and SOA facilitate the next phase of business process evolution from merely “automated” to “managed flexibility.” Thus business automation will no longer be about hard-coding a function to be repeated infinitely. Automation will be about creating services reusable in many different ways in multiple processes that can be continuously improved. This helps allow enterprises to achieve dramatic improvements in market capture, cost effectiveness and profitability.

This paper explores the relationship between BPM and SOA in creating business agility. It outlines how solution suites such as IBM’s Process Integration suite narrow the gap between sophisticated process modeling and actual enterprise implementation.



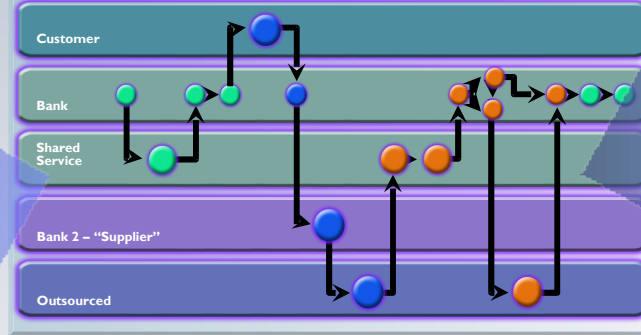
Flexibilidad en el negocio requiere flexibilidad IT.

Vista de negocio



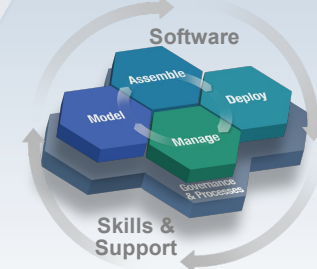
Proceso a optimizar

Case Study: Payments Processing

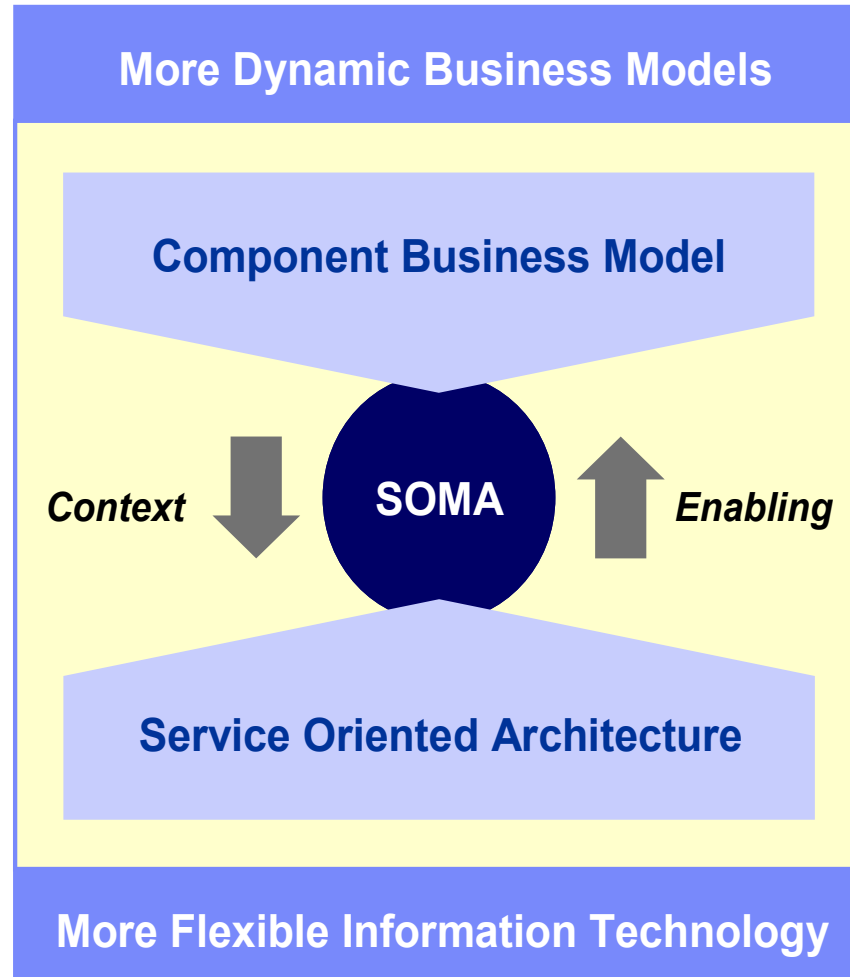


Crear IT flexible

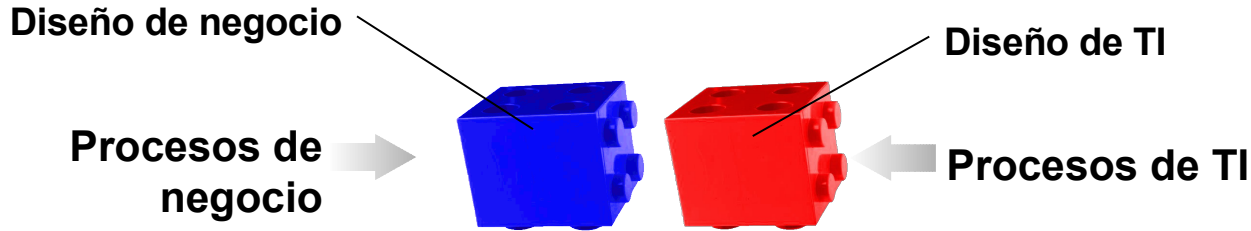
IBM SOA Foundation



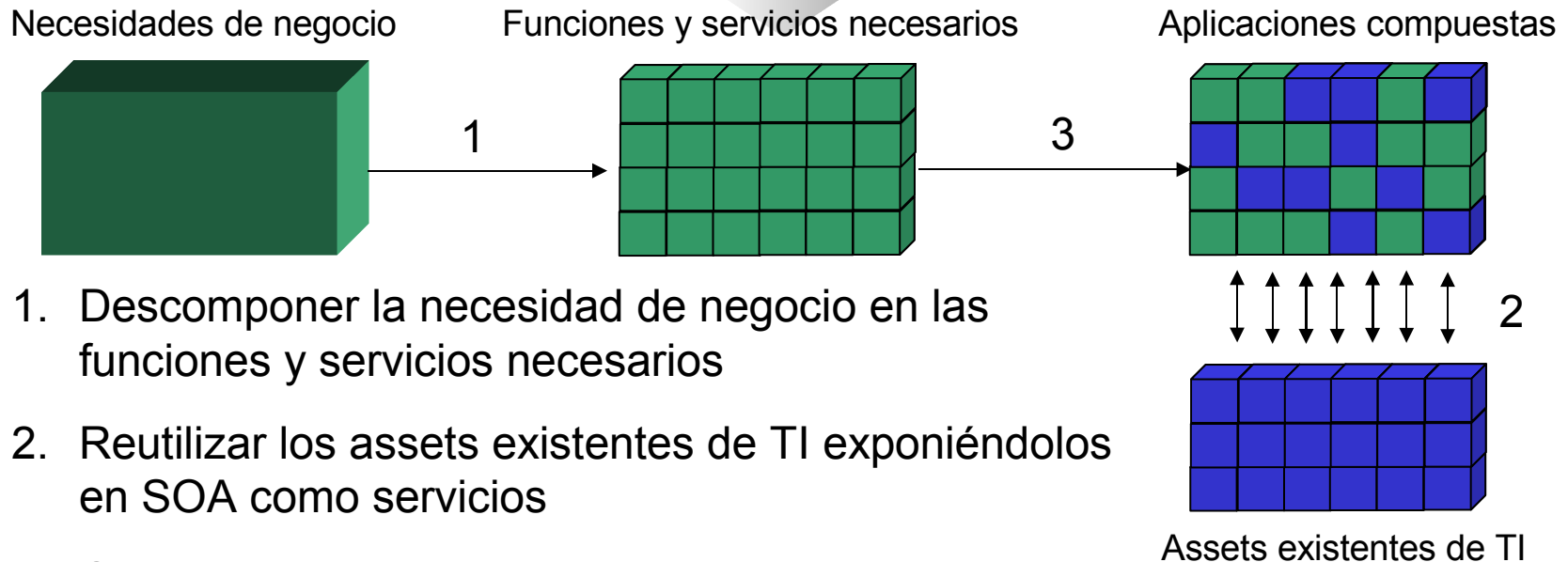
Desde el negocio hacia la tecnología



La clave es reutilizar los assets existentes



Alineando el negocio con TI



1. Descomponer la necesidad de negocio en las funciones y servicios necesarios
2. Reutilizar los assets existentes de TI exponiéndolos en SOA como servicios
3. Crear nueva lógica de negocio, si es necesario, e integrarla con los servicios de TI expuestos

Sin la adecuada gestión de los servicios...

Esto podría llegar a ser...



La promesa de SOA

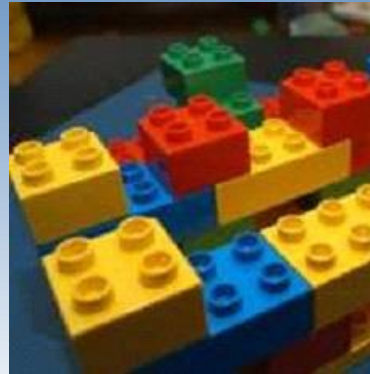
... esto



Un montón de servicios

El Registro y Repositorio de servicios marca la diferencia

El **registro solo** proporciona funcionalidad básica



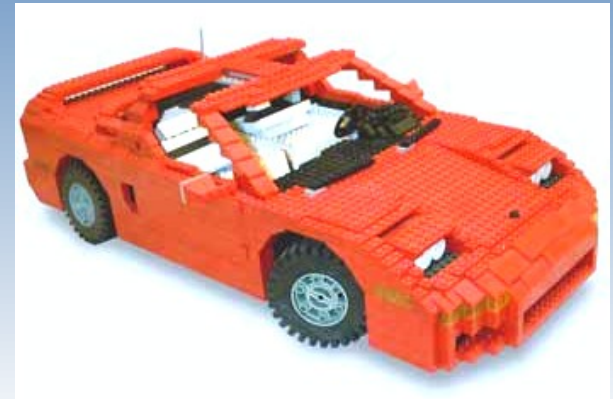
Registro



Sus servicios

Registro +
Repositorio

El **Registro con Repositorio** establece configuraciones dinámicas y eficientes de sus servicios

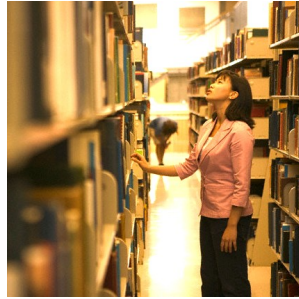


IBM WebSphere Service Registry and Repository

WebSphere Service Registry and Repository Capacidades



Publicar



Encontrar



Subscribir



Gestionar



Gobernar

Responde...¿Qué?...¿Dónde?...¿Por qué?...¿Cómo?...acerca de los servicios.

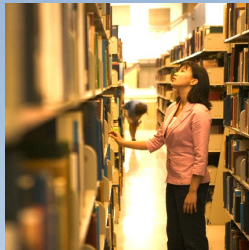


IBM WebSphere Service Registry and Repository



Publish

Discover
Search
Retrieve



Find

Describe
Populate
Configure

- **Publish and find services**
- **Publish and find services capabilities**
- **Publish and find service lifecycle stage**
- **Publish and find service interactions**
- **Publish and find service dependencies and redundancies**



IBM WebSphere Service Registry and Repository



Subscribe

Identify
Notify
Secure
Access
Runtime

- **Manage dynamic and efficient access to services information by runtimes**
- **Identify users of metadata**
- **Notify users of changes**
- **Manage end user access to the repository based on roles**
- **Securely transmit service information**



IBM WebSphere Service Registry and Repository



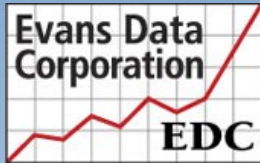
Manage

Policies
Change
Version
Classify
Analyze
Promote

- **Manage service metadata information**
- **Manage service interactions, dependencies, relationships and redundancies**
- **Classify services into meaningful groupings based on business objectives**
- **Manage policies for service usage and governance**
- **Manage change and versioning of services**
- **Analyze services usage, history and business impact**
- **Promote and encourage optimal services usage**



Los analistas dicen que un Registro&Repositorio de servicios es importante



- The requirement for registries arises with the **growth of multiple services that need to be tracked and catalogued.**

Evans Data Web Services Development Survey of 411 developers, architects, analysts and executives from a broad spectrum of organizations involved in Web services, Spring '05



- ...there are still **plenty of opportunities** for a software vendor to integrate directory functionality into a **more complete product** that supports the requirements for an organization's own Service Registry.

CBDI Journal April 2005



- A Web services registry is an essential ingredient in any company's initiative to adopt SOA. It's true that a registry isn't required to build and deploy Web services. But a **registry is required if one intends to manage the ensuing environment.**

Burton Group report, Jan '05: Web Services Registry: The Foundation for SOA Governance



- "We are starting to see that end-users are establishing the ways in which they purchase Web services and SOA technology -- they realize they need **runtime infrastructure as well as management, security, and metadata management and repository capabilities**"

Zapthink analyst Ronald Schmelzer, Sep 2004, internetnews

Funcionalidades para cerrar el ciclo de la gestión de procesos

Despliegue e integración con IT

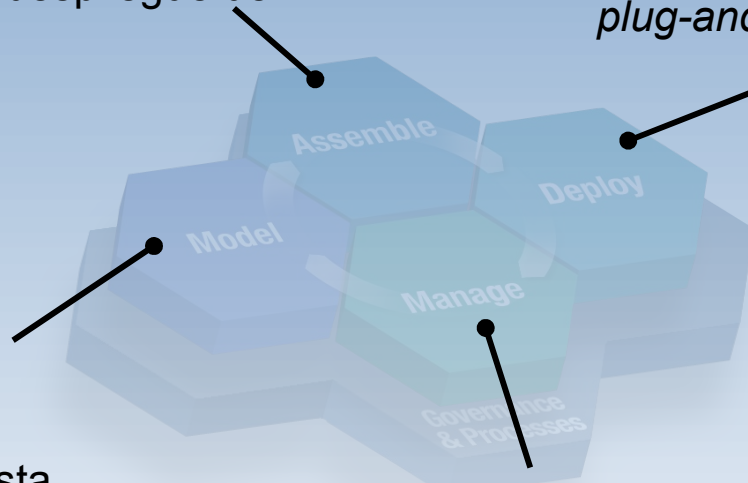
Simplificar y acelerar el montaje de las diferentes aplicaciones y el despliegue de los procesos.

Ejecución de los procesos

Ejecución de los procesos de negocio, haciendo realidad el *plug-and-play* de componentes

Análisis de negocio

Modelización y análisis de procesos para ayudar al analista de negocio a maximizar los procesos y recursos de negocio.



Monitorización y supervisión del negocio.

Visibilidad en tiempo real de los procesos, de los indicadores clave de rendimiento, permitiendo su continua mejora.

Gestión de procesos de negocio desde WebSphere

¡Diferenciación clave en arquitectura orientada al servicio!

WebSphere Integration Developer

Fácil de usar para simplificar y acelerar el montaje de las diferentes aplicaciones

WebSphere Process Server

Despliegue flexible de los procesos de negocio, haciendo realidad el *plug-and-play* de componentes

WebSphere ESB

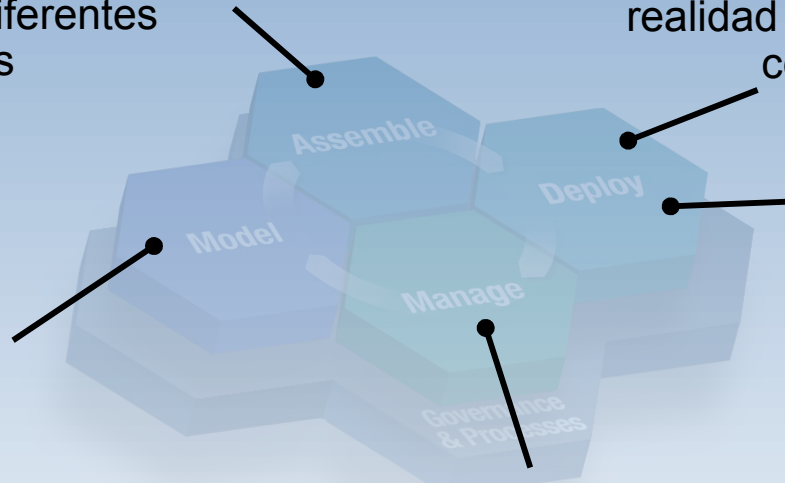
Infraestructura conectada para integrar aplicaciones y servicios que faciliten la implementación SOA

WebSphere Business Modeler

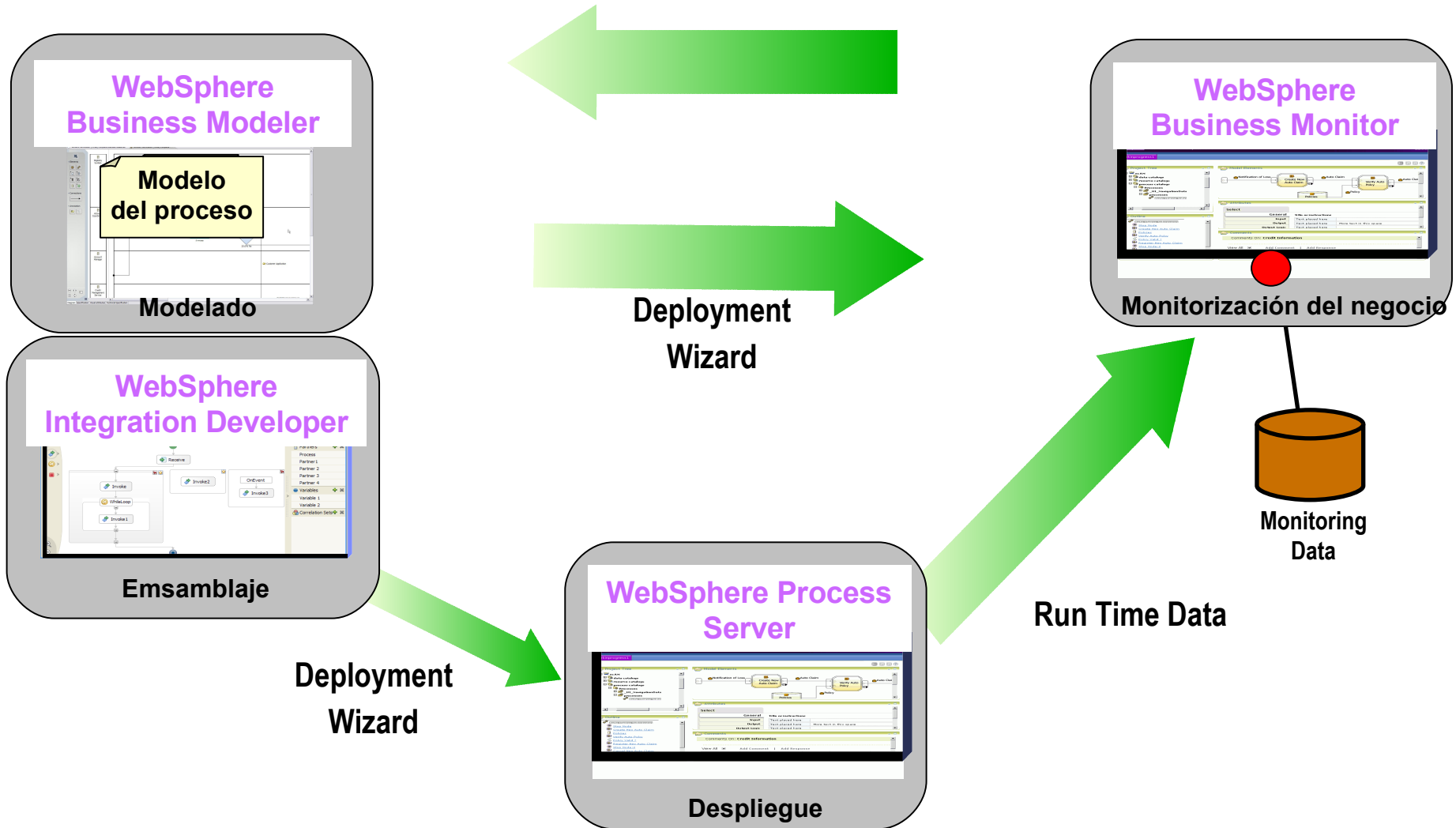
Modelización de procesos fáciles de usar para ayudar al analista de negocio a maximizar los procesos y recursos de negocio

WebSphere Business Monitor

Visibilidad en tiempo real en los procesos del rendimiento permitiendo su continua mejora



Ciclo completo para la optimización de procesos de negocio



Análisis de negocio

- Modelado preciso de las organizaciones.
 - ▶ Permite definir el modelo de negocio y optimizarlo incluso antes del despliegue.
 - ▶ Definición de recursos, roles, información, reglas de negocio, indicadores,...
- Herramienta de análisis de negocio.
 - ▶ Permite modelar la organización, definir todos los objetos y modelar los procesos.
 - ▶ Completo análisis estático y dinámico (simulación).
- Modelo colaborativo.
 - ▶ Trabajo en equipo: publicación web.
- Independiente de I/T
 - ▶ El modelo de negocio es el punto de entrada de las soluciones I/T
 - ▶ Despliegue apropiado y rápido (UML y BPEL).

IBM WebSphere Business Modeler

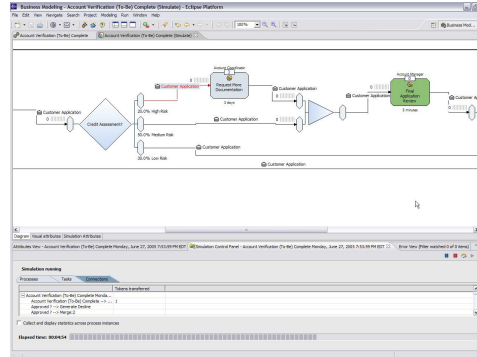
The screenshot displays the IBM WebSphere Business Modeler interface. The top window shows a business process diagram for 'Account Verification' with nodes like 'Credit Assessment?', 'Request More Documentation', and 'Final Application Review'. Below it, a 'Simulation running' window shows a table of simulation results:

Processes	Tasks	Connections
Account Verification (As-Is) Complete Monday, June 27, 2006 7:53:59 PM EDT	Taskset transferred	
Account Verification (To-Be) Complete Monday, June 27, 2006 7:53:59 PM EDT	Account Verification (To-Be) Complete Monday, June 27, 2006 7:53:59 PM EDT	Account Verification (To-Be) Complete Monday, June 27, 2006 7:53:59 PM EDT
Approved -> Generate Decline	Approved -> Generate Decline	Approved -> Generate Decline
Approved -> Merge2	Approved -> Merge2	Approved -> Merge2

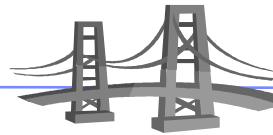
The bottom part of the interface shows a 'Welcome' screen with several panels: 'Project Tree' (listing folders like 'Account Opening', 'Library', 'resource catalogs', etc.), 'Model Elements' (showing a detailed process flow diagram), 'Outline' (listing nodes like 'Stop Node', 'Initial Application Review', etc.), 'Comments' (showing a table of comments on the account verification process), and 'Attributes' (showing general information for the account verification process).

Integración “Negocio”- “TI”

“As-Is
To-Be”
Análisis
Simulación

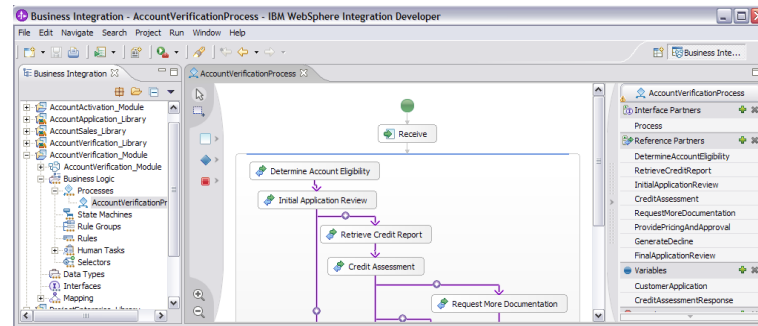
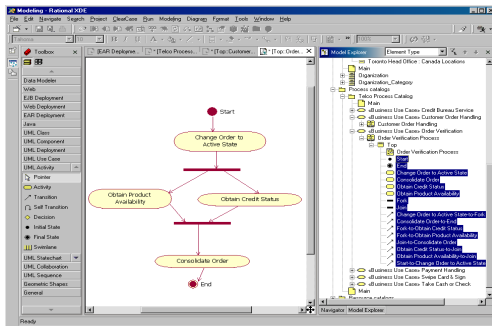


- Conocimiento del proceso & Documentación
- Optimización del proceso.



Desarrollo de aplicaciones

Coreografía de procesos

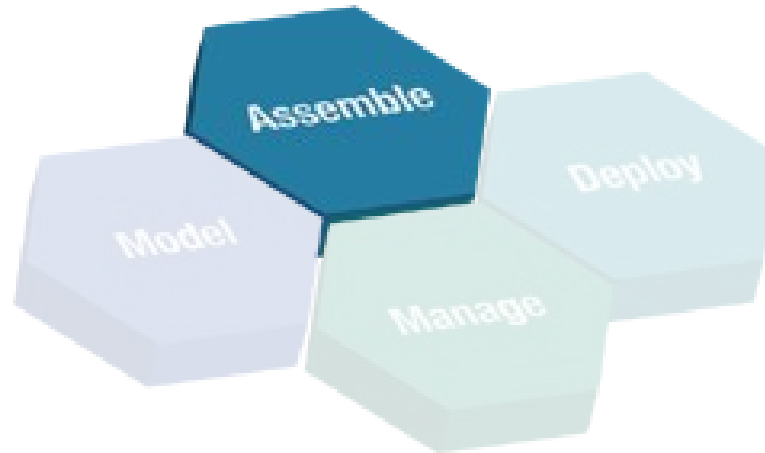


Business Tool

IT Tool

Ensamblaje y Despliegue

IBM WebSphere Integration Developer

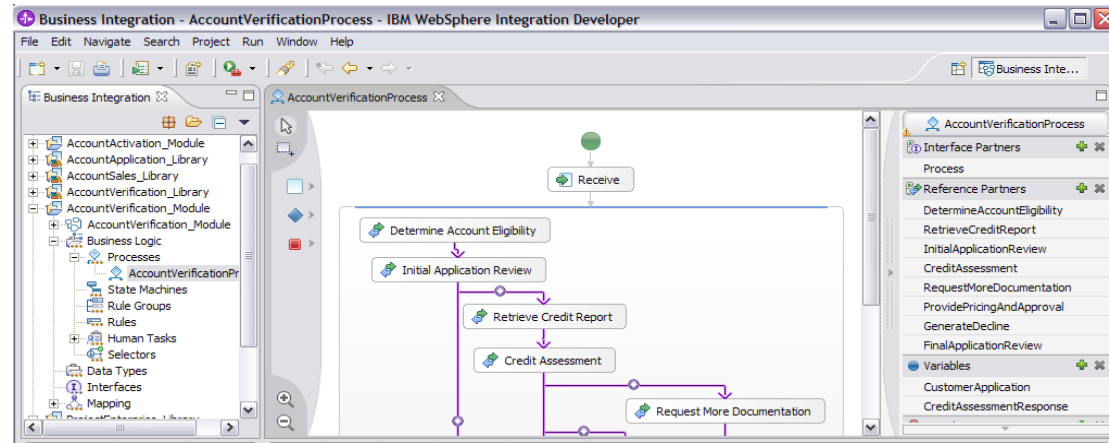
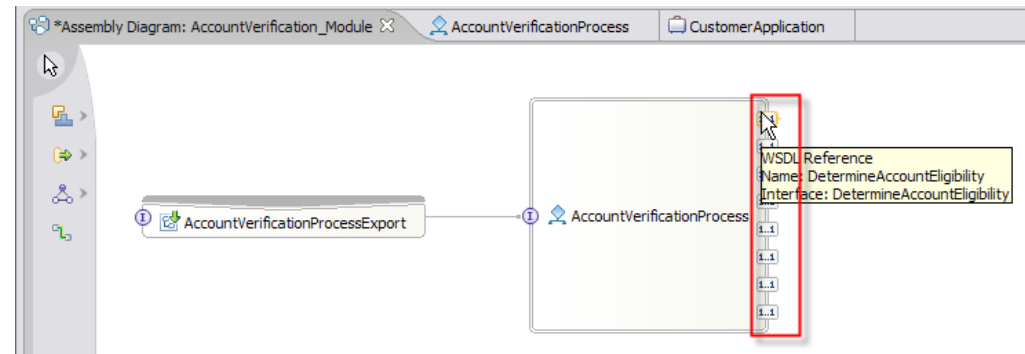


Integración y despliegue *“Relación mapa de procesos y*

servicios”

- Manera sencilla de integrar
 - ▶ Eficiencia y productividad.
 - ▶ Simplifica todos los aspectos de la integración.
 - ▶ No requiere Java.
- Forma sencilla de definir el proceso.
 - ▶ Un único conjunto de conocimientos para todas las soluciones,
 - ▶ BPEL
 - ▶ Extensiones para las actividades manuales.
- Un único runtime
 - ▶ Despliegue sencillo y eficiente.
 - ▶ Alto rendimiento.

IBM WebSphere Integration Developer



Motor de reglas de negocio

- Cambio de procesos en vuelo
 - ▶ Imprime agilidad a las operaciones
 - ▶ Procesos dinámicos en base a bloques.
 - ▶ Reglas de negocio para la flexibilidad en las respuestas.
 - ▶ No requiere programación.
- La reusabilidad es una realidad
 - ▶ Ahorra dinero mediante la reusabilidad.
 - ▶ Diseñar una vez y usar muchas.
 - ▶ La tecnología de IBM hace realidad “plug-and-play” de servicios.

IBM WebSphere Integration Developer

Rules

Name	Rule2
Template	Template 1
Presentation	If the assets are greater than [2000000] and the liabilities are less than [500000], then the rating is [A].

Name	Rule1
Template	Template 1
Presentation	If the assets are greater than [2000000] and the liabilities are less than [1000000], then the rating is [B].

Templates

Name	Template 1																
Presentation	If the assets are greater than {0} and the liabilities are less than {1}, then the rating is {2}.																
Parameters	<table border="1"> <thead> <tr> <th>Index</th> <th>Name</th> <th>Type</th> <th>Constraint</th> </tr> </thead> <tbody> <tr> <td>{0}</td> <td>var 1</td> <td>double</td> <td>None</td> </tr> <tr> <td>{1}</td> <td>var 2</td> <td>double</td> <td>None</td> </tr> <tr> <td>{2}</td> <td>var 3</td> <td>string</td> <td>None</td> </tr> </tbody> </table>	Index	Name	Type	Constraint	{0}	var 1	double	None	{1}	var 2	double	None	{2}	var 3	string	None
Index	Name	Type	Constraint														
{0}	var 1	double	None														
{1}	var 2	double	None														
{2}	var 3	string	None														
If	all of the following are true ● info.assets > var 1 ● info.liabilities < var 2																
Then	rating = var 3																

ApproveOrder

Human task

stalled properties for a Participating human task

ApproveOrder

Receiver settings

Staff settings

Potential Owner

Editor

Reader

Client settings

Client settings

Web Client

Escalation settings

Ready

Send e-Mail

Increase Priority every 2 hours

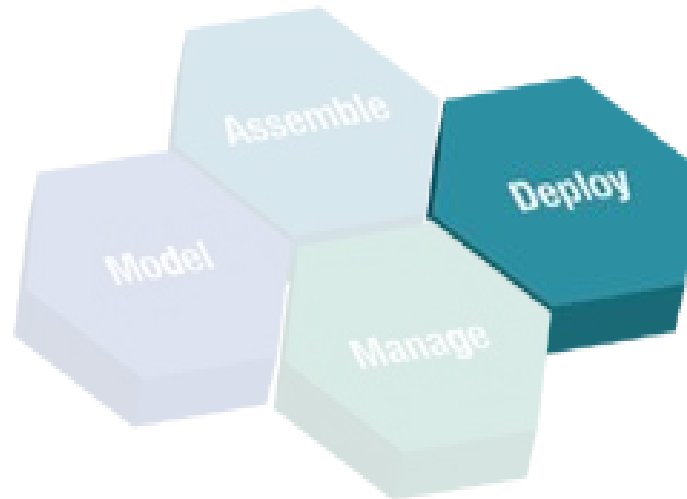
Claimed

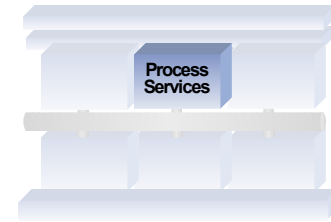
Notify Manager after 2 hours

Subtask

Despliegue y ejecución

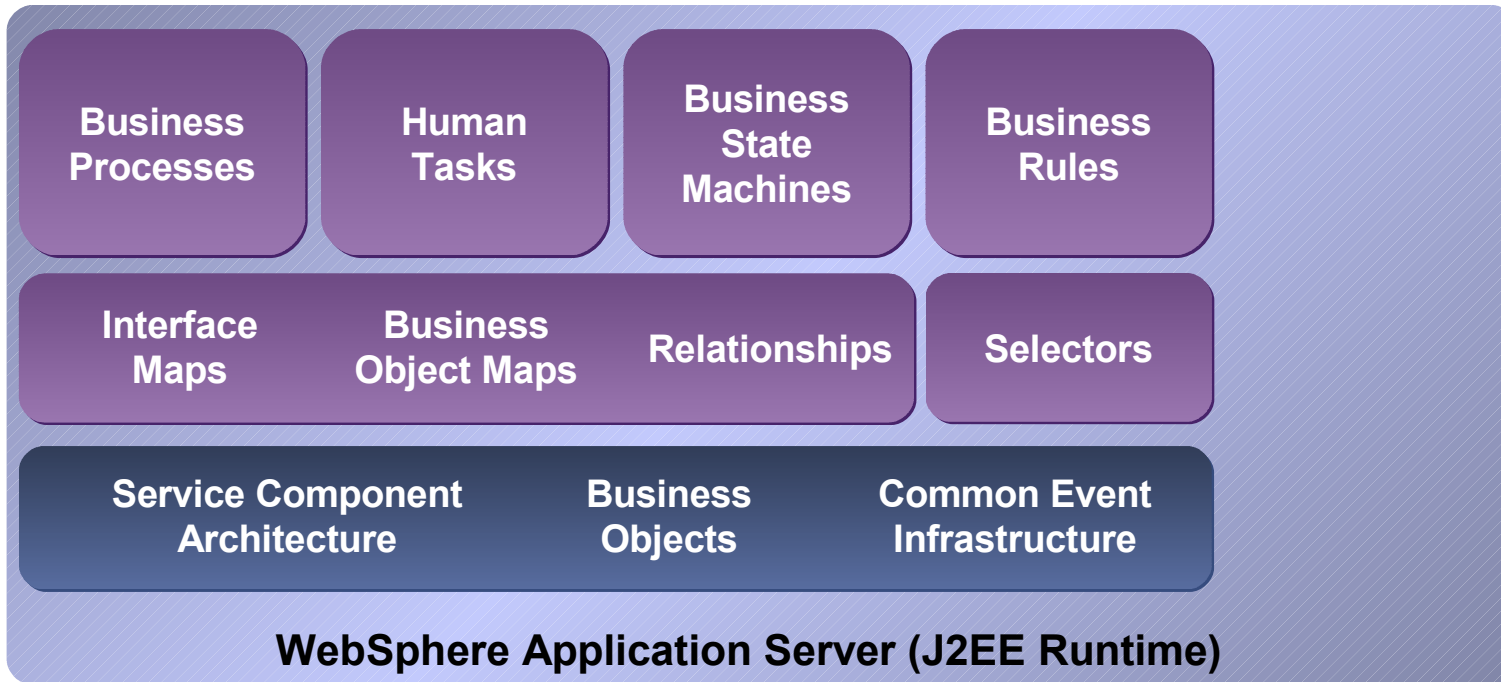
IBM WebSphere Process Server





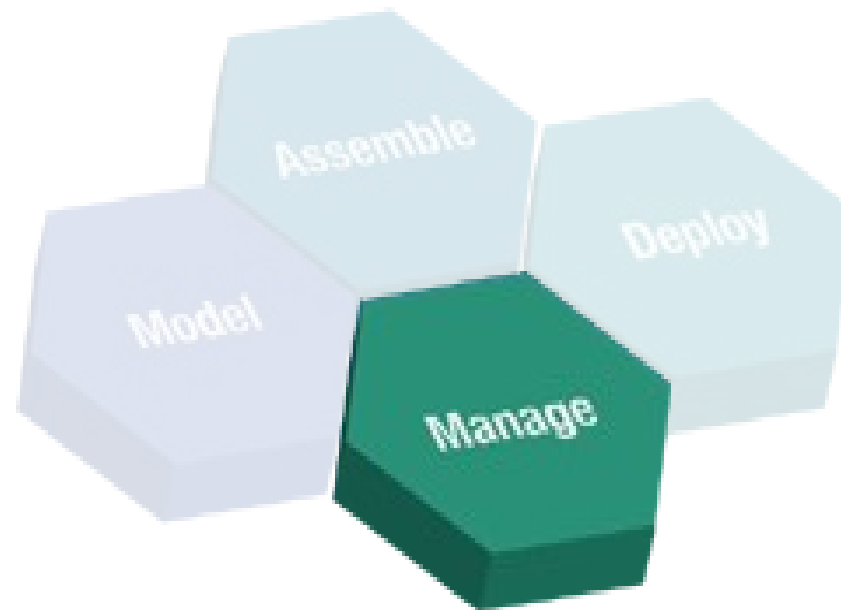
WebSphere Process Server Versión 6

Componentes

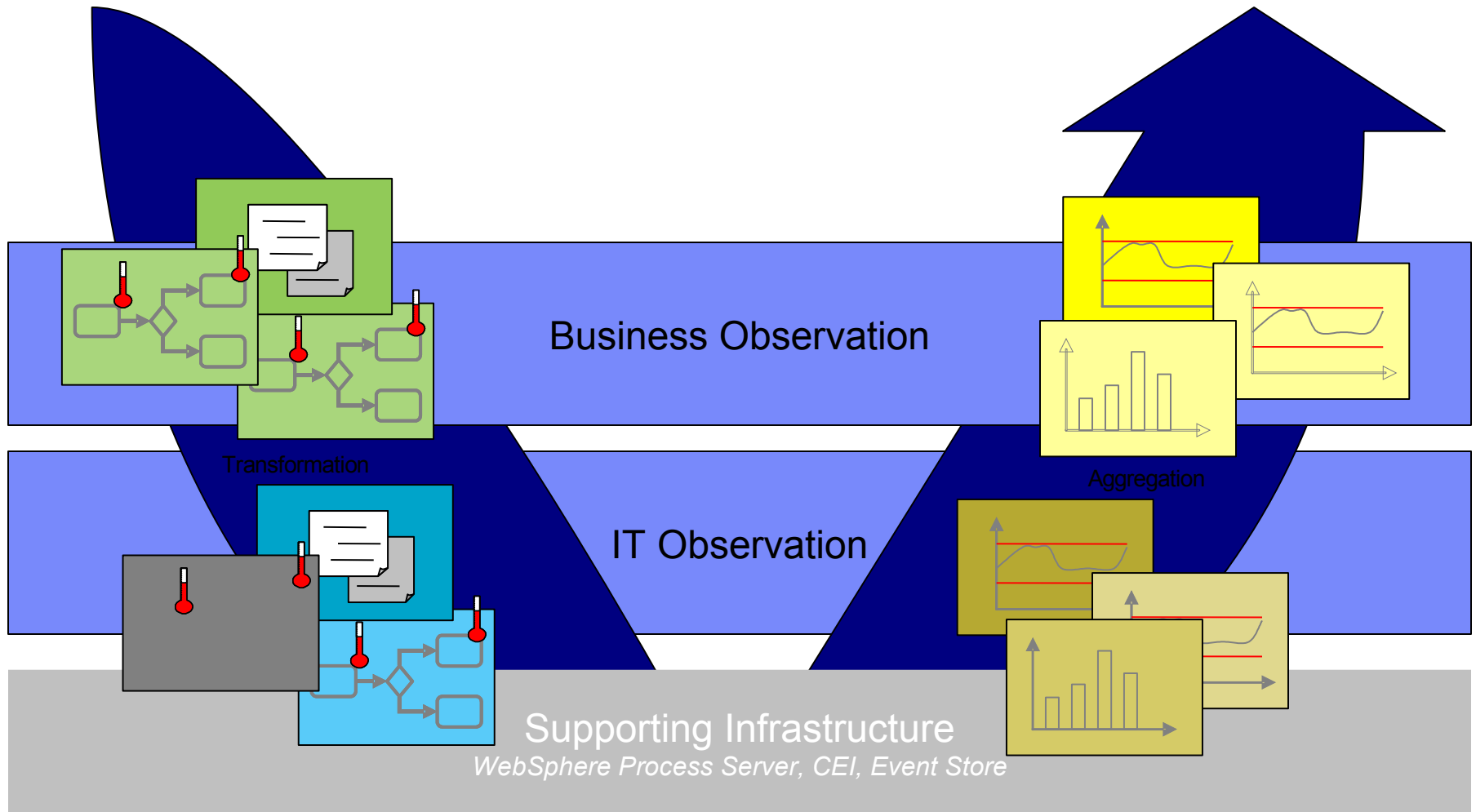


Gestión y monitorización de los procesos de negocio

IBM WebSphere Business Monitor



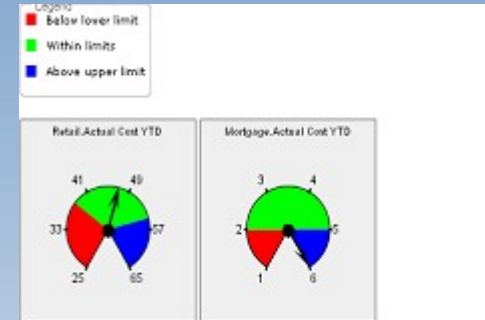
Monitorización del negocio



Monitorizar el rendimiento del negocio en un entorno SOA

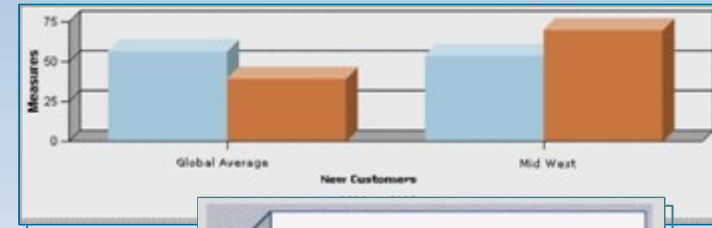
Visibilidad del proceso de ejecución en tiempo real

- Gestión del cuadro de mando y capacidades de reporte incluyendo información de las tendencias
- Herramientas para definir y personalizar el cuadro de mandos



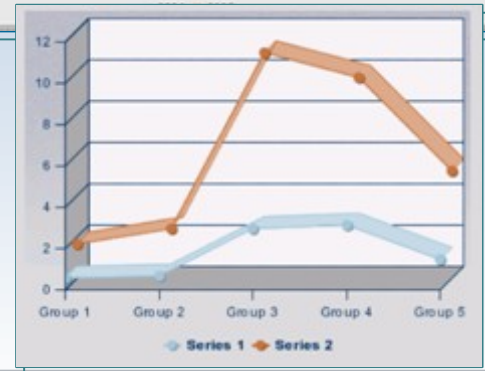
Capacidad para intervenir en los procesos desplegados

- Action Manager – Soporte de respuesta en tiempo real en el momento en el que se reciben los datos



Mejora continua de los procesos

- Posibilidad de exportar datos a WebSphere Business Modeler para el análisis y la mejora de los procesos
- Ejecución de simulaciones basadas en datos reales desde Business Monitor



Consolas o vistas de monitorización flexibles

- Vistas:
 - ▶ Reportes
 - ▶ Scorecard
 - ▶ KPI
 - ▶ Alertas
 - ▶ Calibradores
 - ▶ Vista del proceso
 - ▶ Análisis Multidimensional
 - ▶ Organización
- Acciones para administración (Transferir, Suspende, Reanimar, Terminar)



Visibilidad de la ejecución del negocio en t^o real

- View your business real time
 - ▶ See how your business is performing before issues arise
 - ▶ Monitor the pieces of your business that matter in terms you understand
 - ▶ View business measures and key performance indicators specific to your business processes
- Make proactive changes on the fly
 - ▶ Respond quicker
 - ▶ Ability to intervene and change the course of your business based on events and trends as they emerge
 - ▶ Adaptive action manager
- Business Innovation and Optimization
 - ▶ Improve your business through insight
 - ▶ WebSphere Business Monitor – your first step in true business performance management

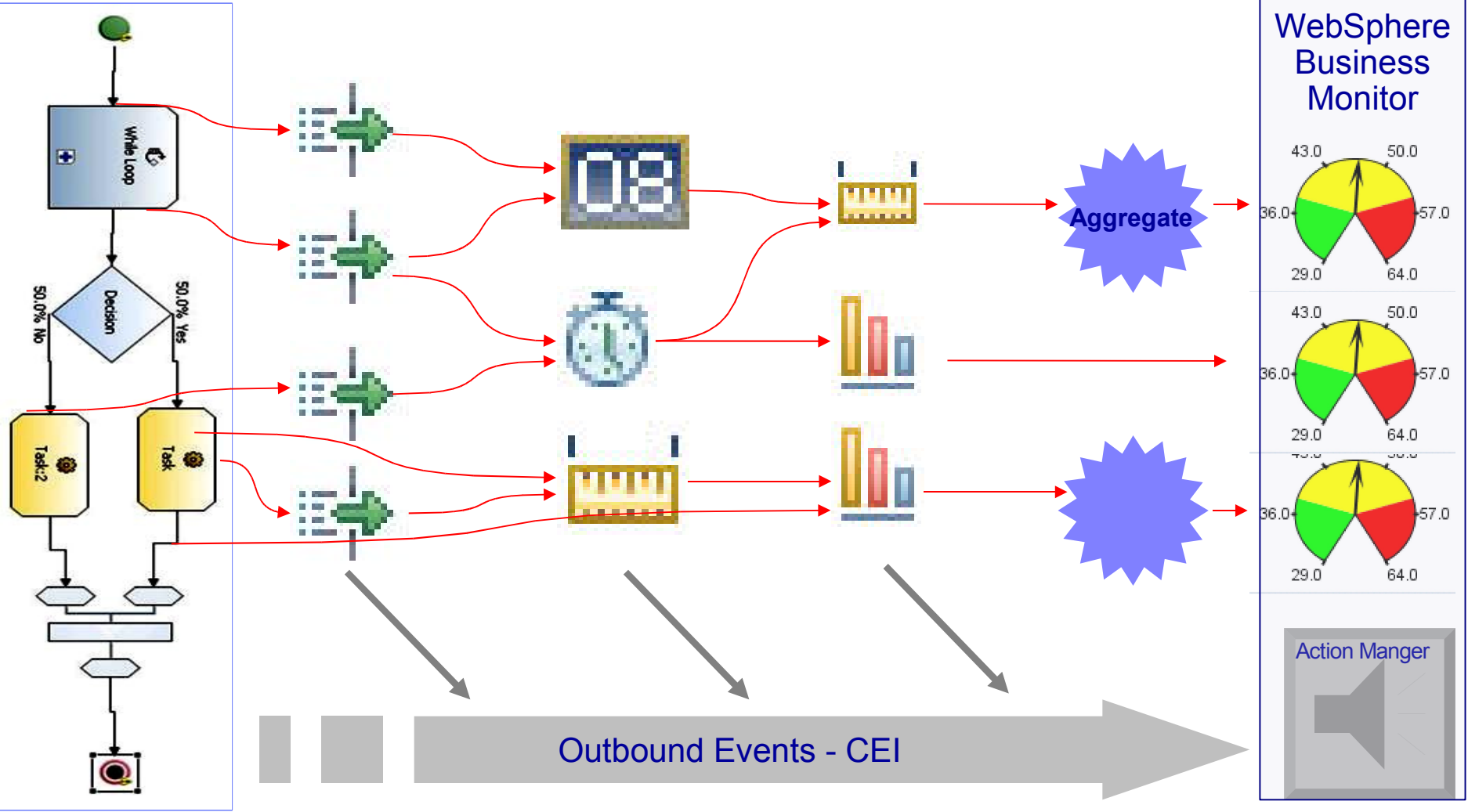
IBM WebSphere Business Monitor



Execution and Monitoring

Cómo definir la monitorización

Business Model



Ejemplo de supervisión del negocio

WebSphere Business Monitor

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Welcome, Olive. You have 5 unread mails and 3 unread alerts.

Business Dashboard Reports / Alerts Collaboration

Start Date: 2005-02-01

End Date: 2005-02-05

Frequency: Daily

Date	Manual Intervention Ratio (%)
2005-02-01	2.55 %
2005-02-02	3.88 %
2005-02-03	2.40 %
2005-01-04	3.41 %
2005-02-05	5.61 %

Key Performance Indicators	Status	Trend	Value	Target	Process
Manual Intervention Ratio	■	↑	5.61 %	< 5 %	Cleanse-Publish
Average Data Synchronization Time	■	▶	9.5 min	< 10 min	Cleanse-Publish
Synchronization Failure Ratio	■	↑	0.5 %	< 1 %	Cleanse-Publish
Synchronization Failure Recover Time	■	↑	12 min	< 30 min	Compendation H

Order Handling Process Diagram

Process Owner: Matthew Benzic

Business Analyst: Bob Adam

System Administrator: Ivan Tacket

Consola de administración

IBM WebSphere Business Monitor - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost:9081/wps/myportal/!ut/p/kcxml/04_Sj95Pykssy0xPLMnMz0vM0Y_QjzKLN4g3dAoASYGYxqb6kWhCjhgixi4QIWNPFV-P_NxUfW_9AP2C3NDQIHJHRQAh53-ej/de Go Links >>

msn Search Highlight Options Pop-ups Blocked (32) Hotmail Messenger My MSN

My Portal Administration Edit my profile Actions Help Log

WebSphere Business Monitor

Welcome My Workplace Documents Web Content Management Personalization **Dashboard Client** Ahmeda Dashboards My Dashboard

Alert View **Monitor View** Report View Dimensional View KPI View Gauge View Scorecard View Report View Export Process View

WB Monitor v6.0 - Monitor View Portlet

Credit Request

Results 1 to 3 out of 3

Diagram	Instance ID ↑↓	Requestor Name ↑↓	Requestor Assets	Credit Amount ↑↓	Risk Factor	Approval Status	Activities
	Credit Request AABBC	Andrew Jonhson	75000	120000	H	Pending	
	Credit Request EEEFGG	Brian Young	100000	35000	L	Approved	
	Credit Request HHIIJ	Brian Young	100000	35000	L	Approved	

Done Local intranet

Vista de KPIs

The image displays two overlapping browser windows showing the IBM WebSphere Business Monitor interface. The left window shows the 'Gauge View' portlet, and the right window shows the 'KPI View' portlet.

Left Window: Gauge View Portlet

The Gauge view allows users to display the values of Key Performance Indicators (KPIs) relative to their limits or targets.

Legend:

- Below lower limit
- Within limits
- Above upper limit

Two gauges are shown:

- Retail.Actual Cost YTD:** A semi-circular gauge with a needle pointing to 49. The scale ranges from 25 to 65.
- Mortgage.Actual Cost YTD:** A semi-circular gauge with a needle pointing to 3. The scale ranges from 2 to 6.

Right Window: KPI View Portlet

The KPI view allows users to monitor Key Performance Indicators (KPIs) values and status relative to their limits.

Legend:

- Below limit
- Within limits
- Above limits

KPI	Status	Value
Trade Finance.Actual Cost YTD	Above limits	140
Wholesale.Actual Cost YTD	Below limit	31.2
Retail.Actual Cost YTD	Within limits	47
Mortgage.Actual Cost YTD	Above limits	6
Credit Cards.Actual Cost YTD	Above limits	155.2

WebSphere Business Monitor: Alert View

IBM WebSphere Business Monitor - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost:9081/wps/myportal/tut/p/kcxml/04_5j95Pykssy0xPLMnMz0vMAfIjzeMN4k0CTPWjclLTE5Mr95058_P5MtP1w3ITkzJzM6t5U_Qj9KPMgKoMnQJBBocYxqb6kWh Go Links

msn Search Highlight Options Pop-ups Blocked (32) Hotmail Messenger My MSN

WebSphere Business Monitor

Welcome My Workplace Documents Web Content Management Personalization **Dashboard Client** Ahmedia Dashboards My Dashboard

Alert View Monitor View Report View Dimensional View KPI View Gauge View Scorecard View Report View Trend Report Control Report Quartile Report Export Map

WB Monitor v6.0 - Alert View Portlet

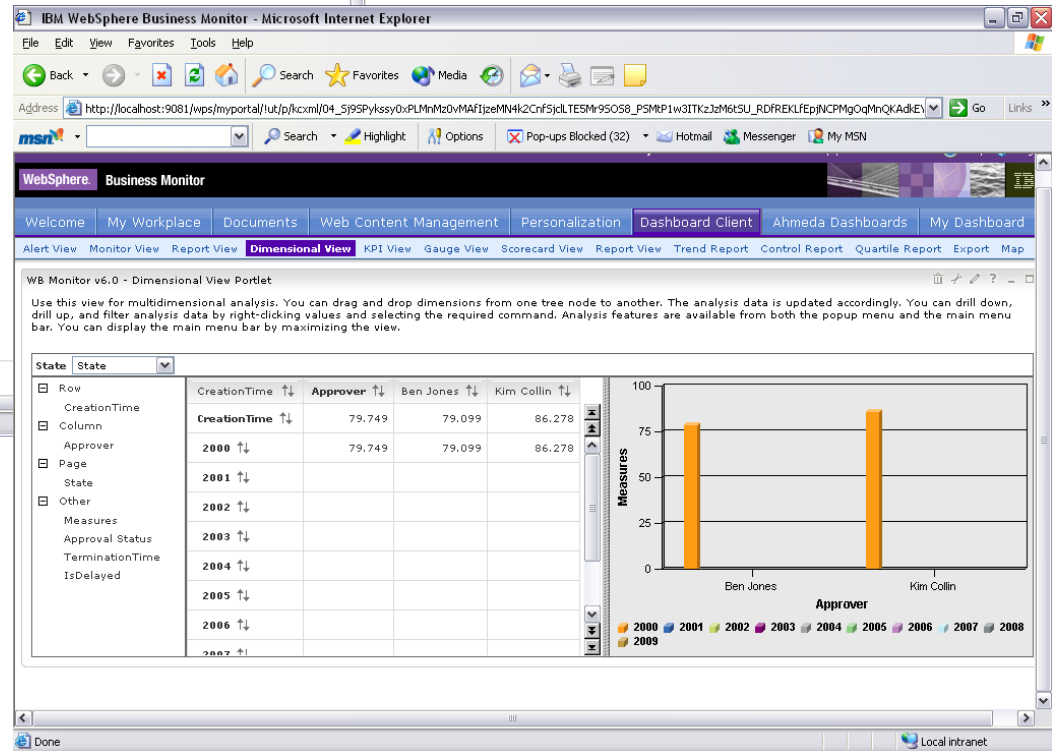
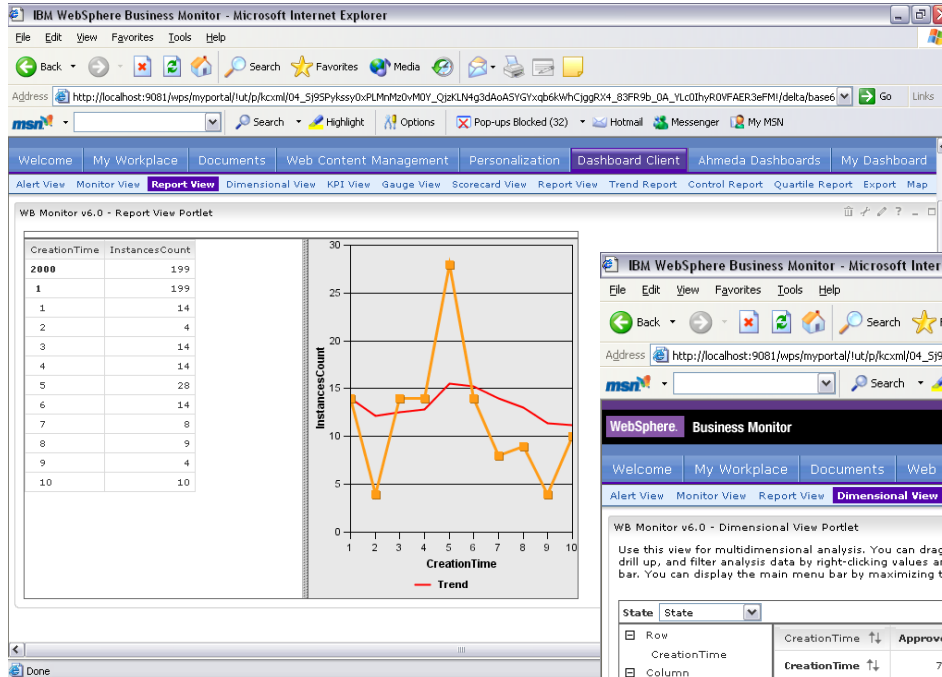
Mark Read Mark Unread Remove

1 to 5 of 10

<input type="checkbox"/>	Time ↑↓	Subject ↑↓	Monitoring Context Name ↑↓
<input checked="" type="checkbox"/>	Jun 17, 2005 1:52:28 PM	Credit Request AABBCG is a high risk request.	BANK X Model.Credit Request
<input type="checkbox"/>	Jun 17, 2005 1:52:28 PM	Credit Request EEEFGG has been approved by Kim Collin.	BANK X Model.Credit Request
<input checked="" type="checkbox"/>	Jun 17, 2005 1:52:28 PM	Credit Request HHIIJJ is a low risk request.	BANK X Model.Credit Request
<input type="checkbox"/>	Jun 17, 2005 1:52:28 PM	Retail Business Unit Actual Cost YTS is high.	BANK X Model.Business Unit
<input checked="" type="checkbox"/>	Jun 17, 2005 1:52:28 PM	Credit Reuquest EEEFGG has been approved by Kim Collin.	BANK X Model.Credit Request

Done Local intranet

WebSphere Business Monitor: Report and Multidimensional views

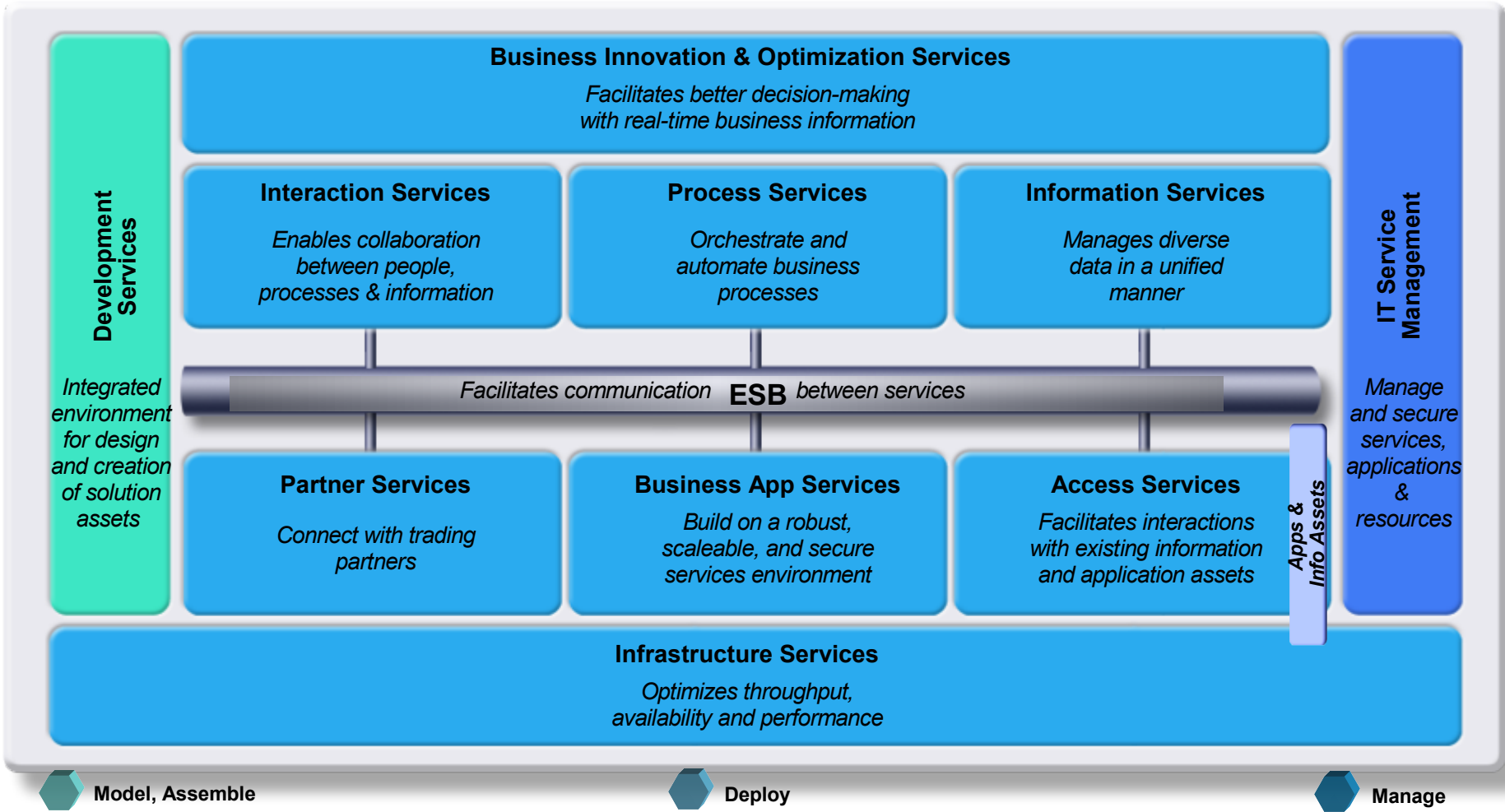


Beneficios del WB Monitor en la solución BPM

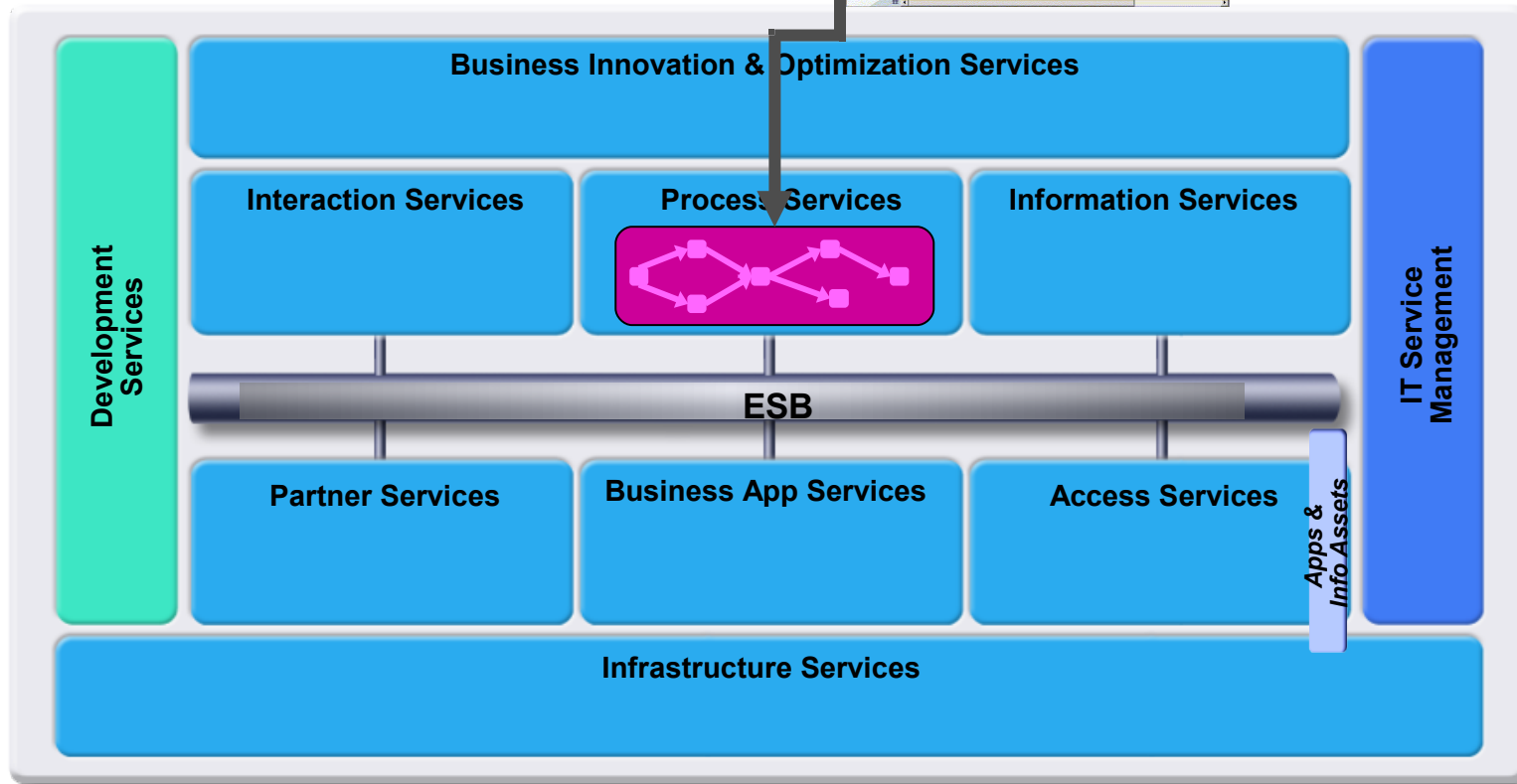
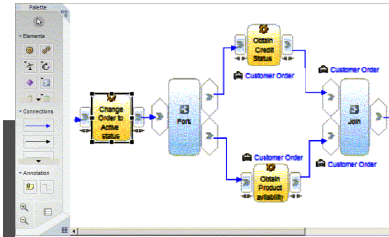
- ✓ Acceso en tº real a información crítica sobre el rendimiento del negocio.
- ✓ Representación visual de los KPIs
- ✓ Definición de métricas que permiten la gestión de los procesos
- ✓ Administración de los procesos.
- ✓ Análisis multidimensional en vuelo.
- ✓ Notificaciones y acciones basadas en situaciones en el negocio.



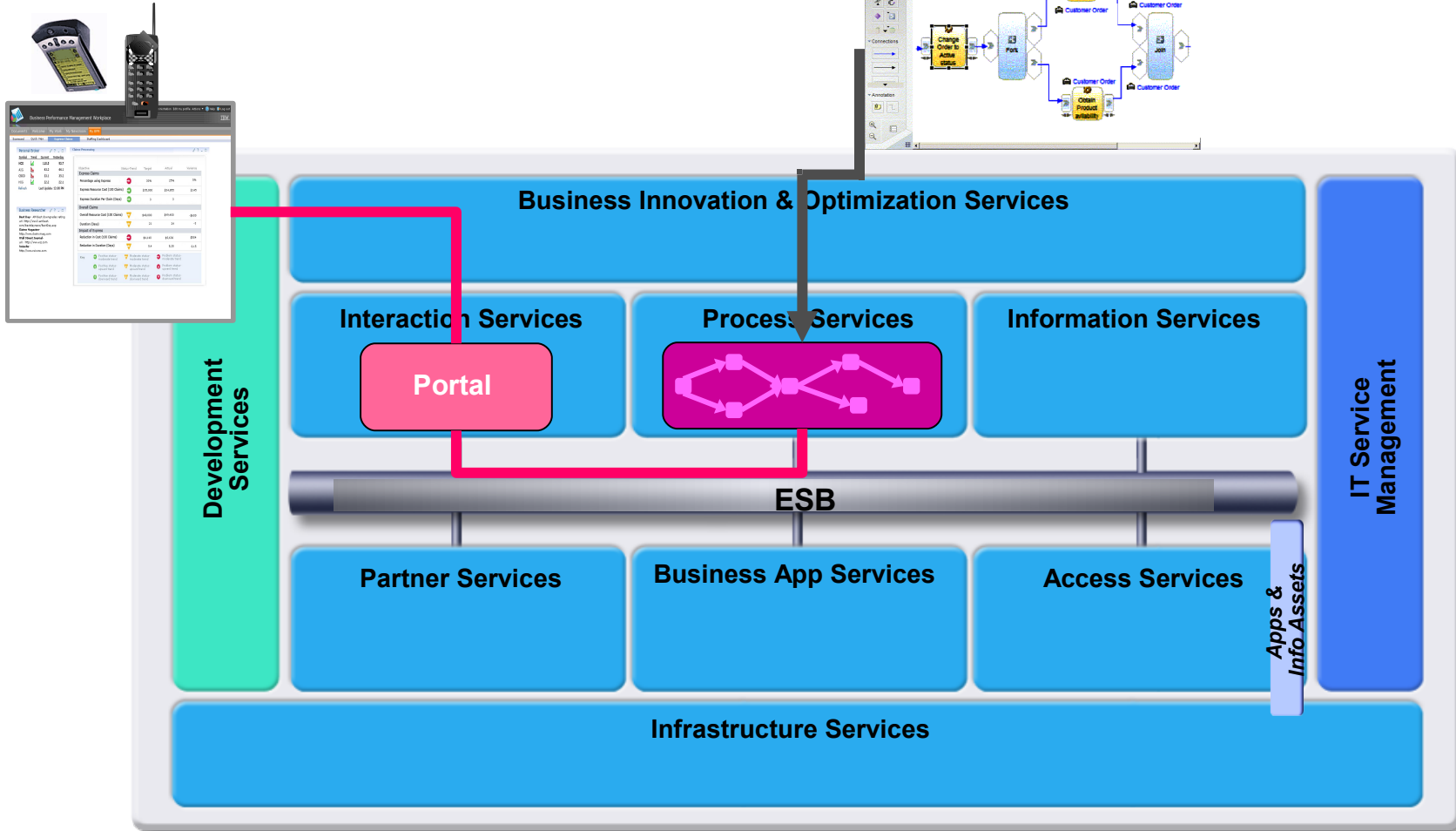
Ejemplo resumen



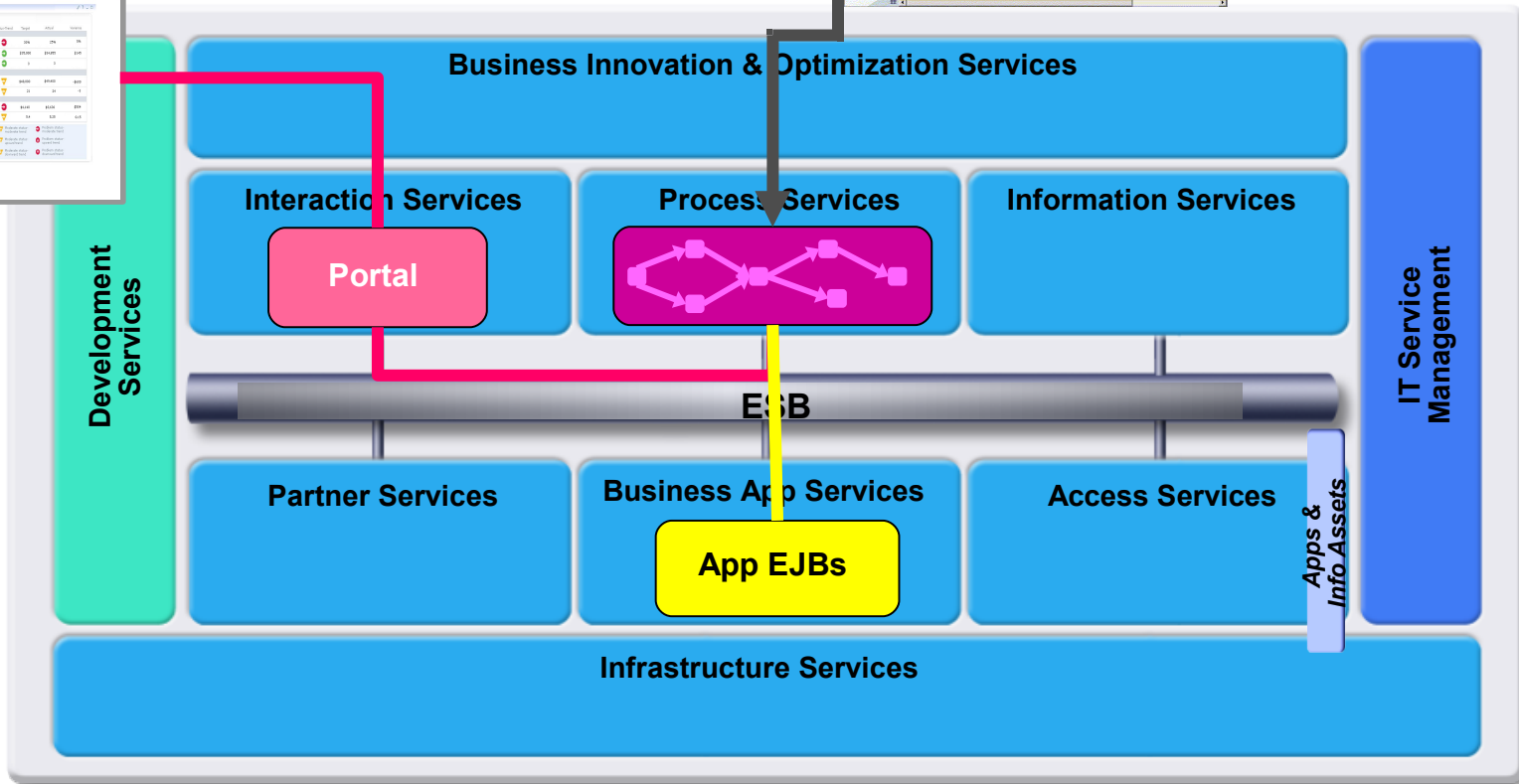
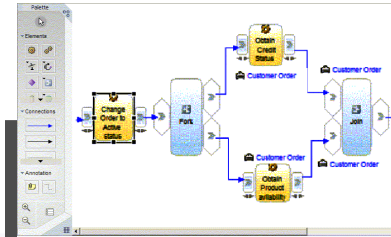
Ejemplo resumen



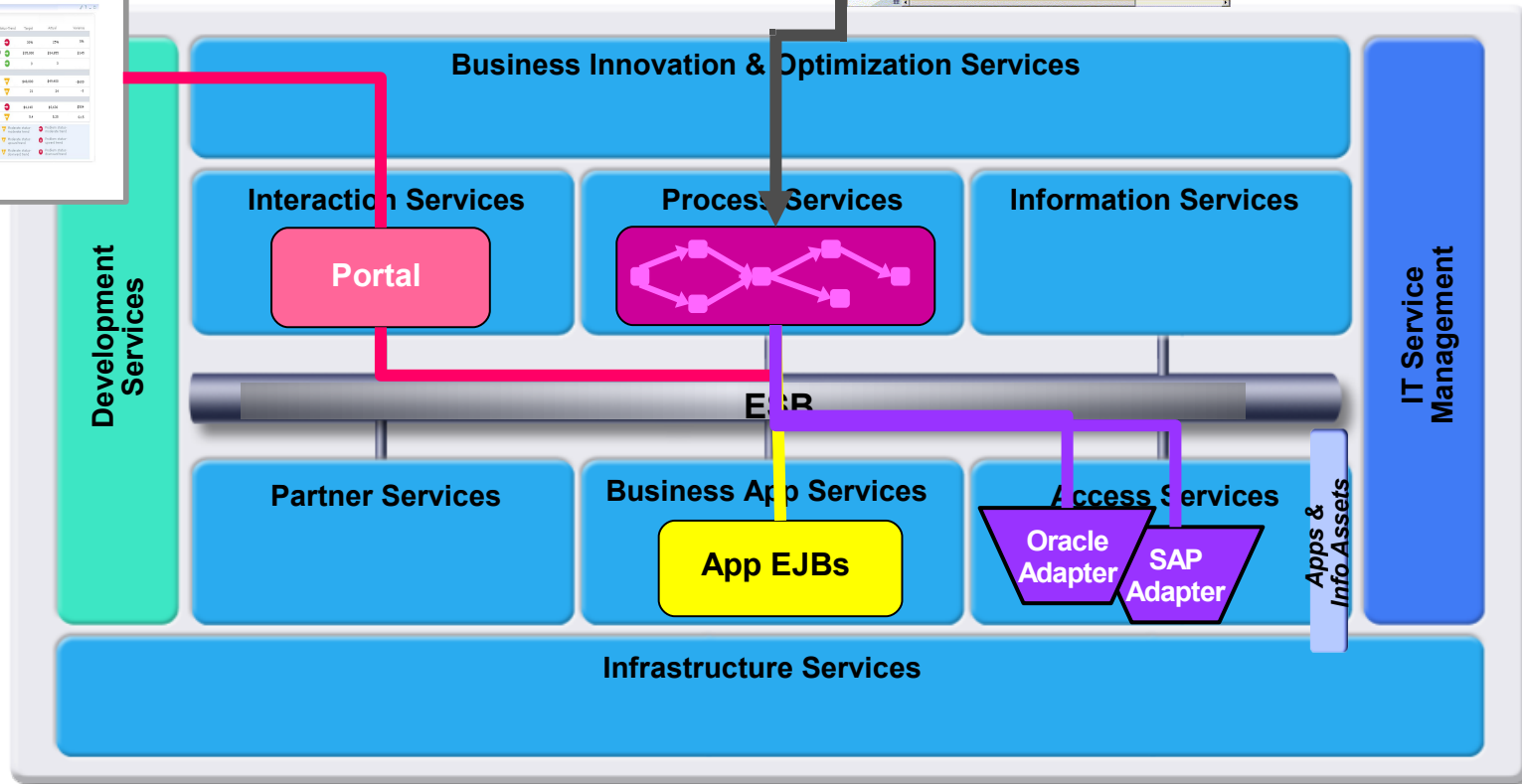
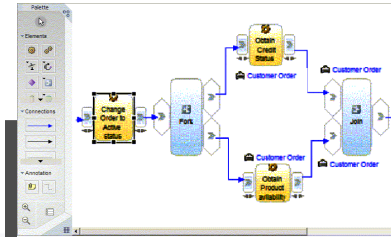
Ejemplo resumen



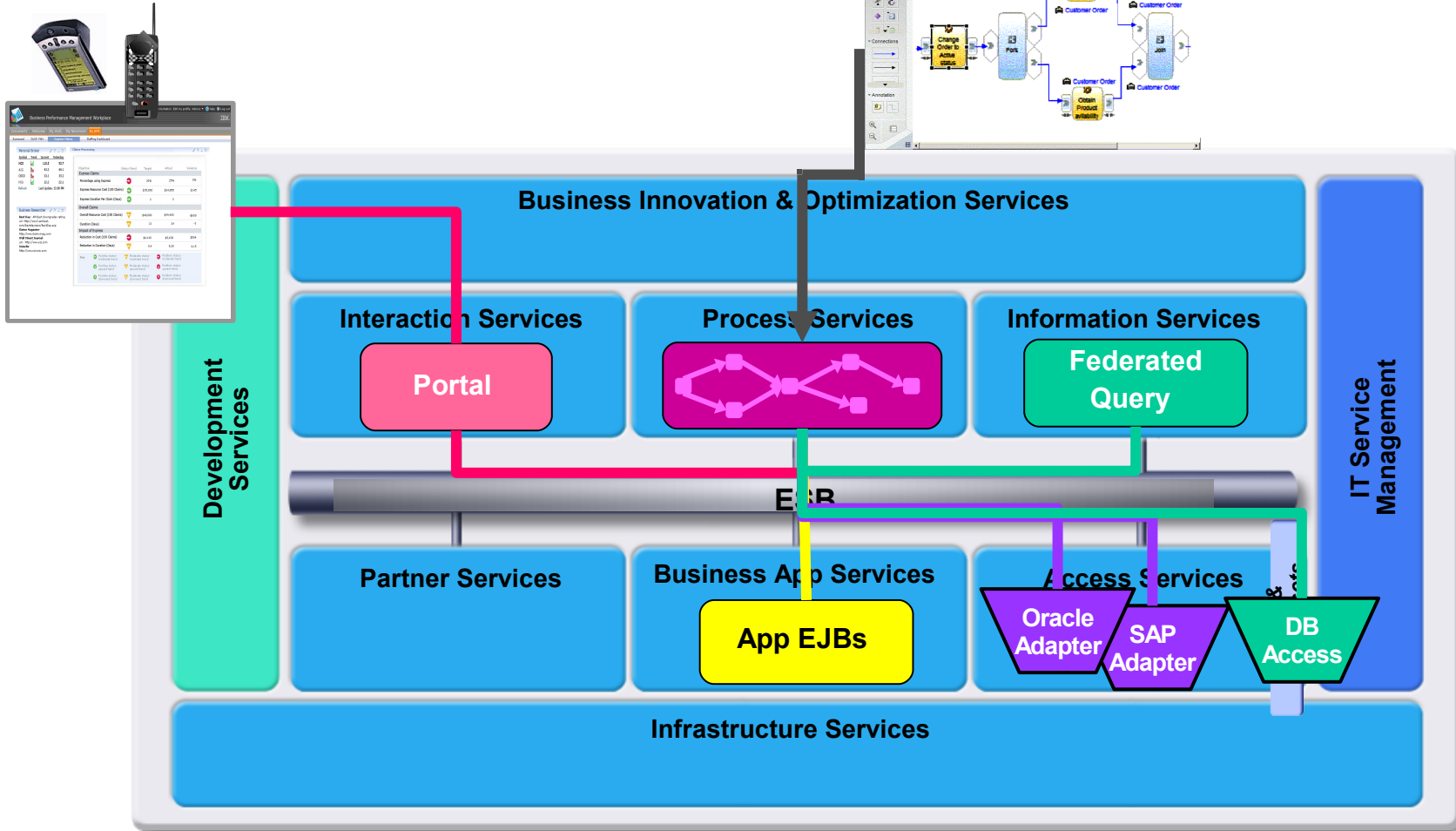
Ejemplo resumen



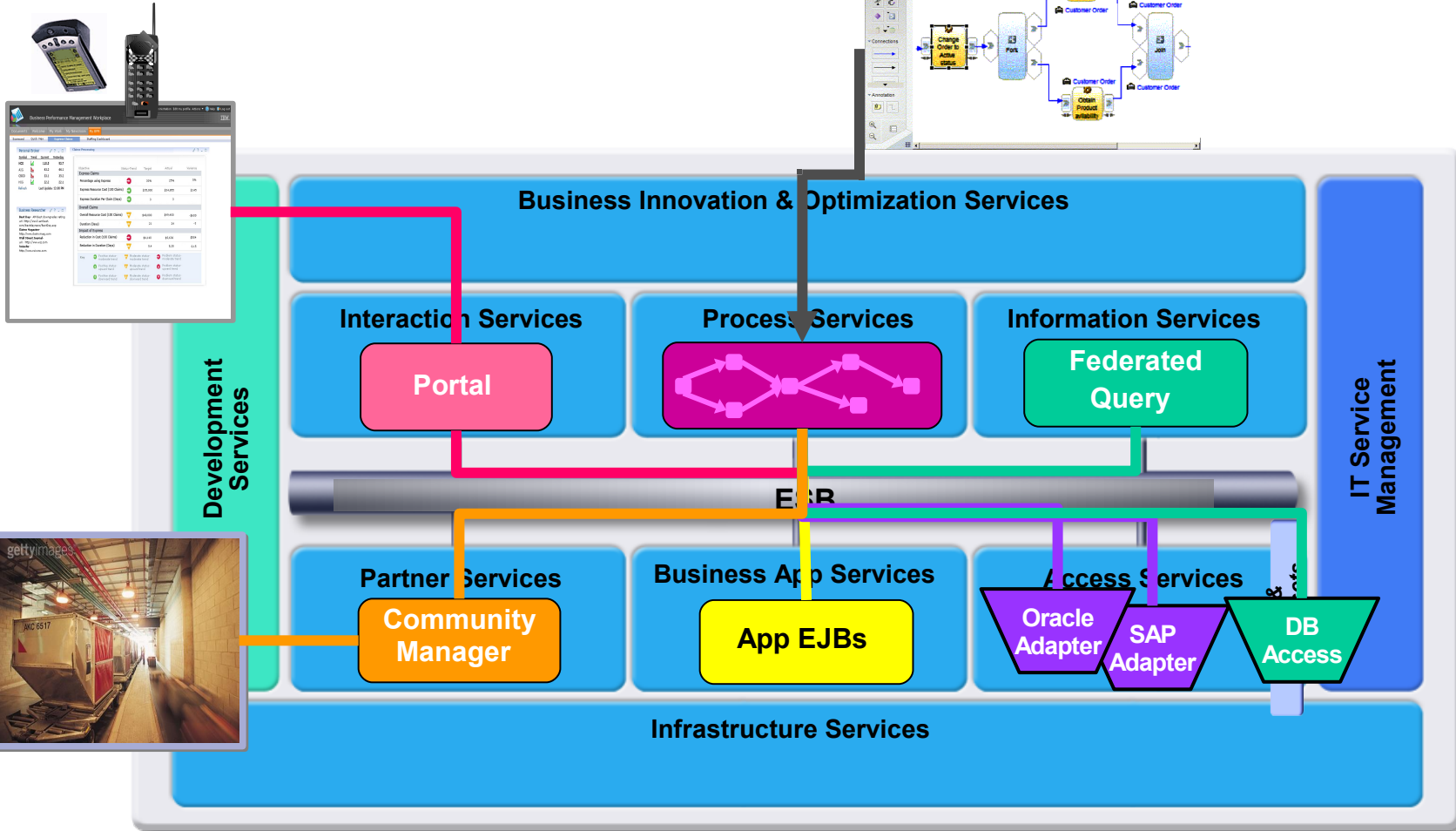
Ejemplo resumen



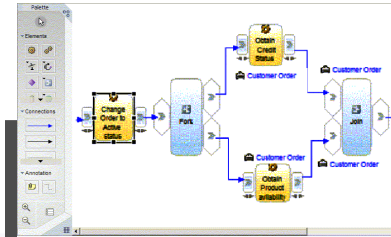
Ejemplo resumen



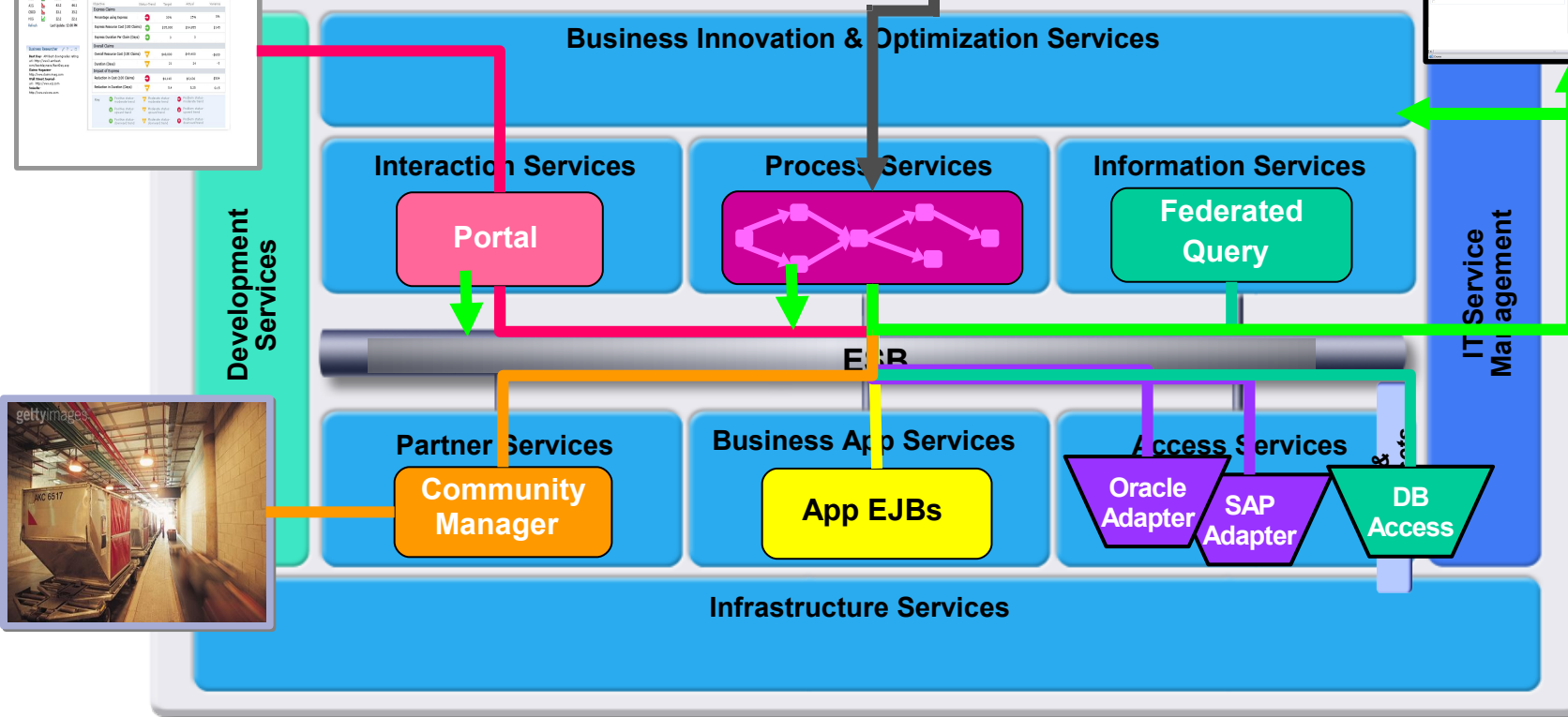
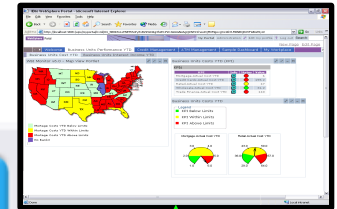
Ejemplo resumen



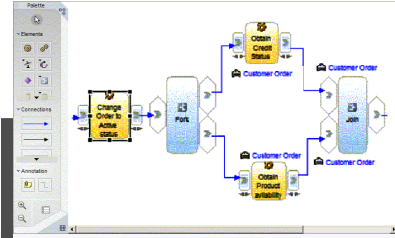
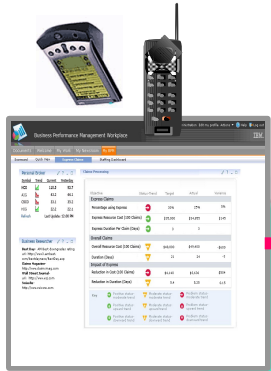
Ejemplo resumen



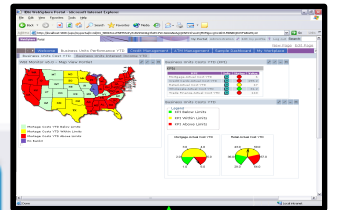
Business dashboard



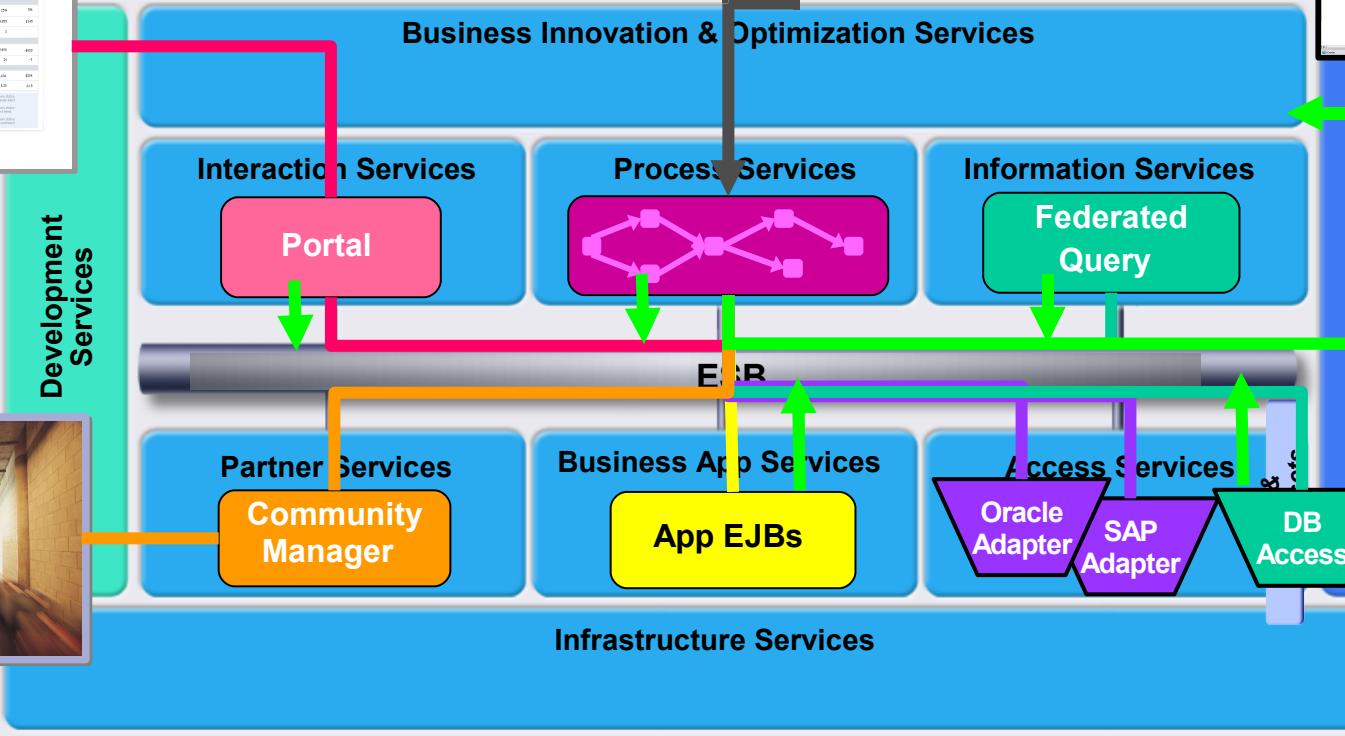
Ejemplo resumen



Business dashboard

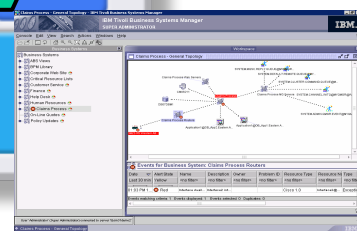


Development Services



IT Service Management

IT impact on processes



Demo



Propuesta valor IBM



A victory without risk
is an triumph
with no glory



¿Por qué IBM para SOA?

Nobody invests more

- IBM investing over \$1B a year around SOA and Web services
- 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
- More than 3,150 active ISV solutions
- Over 1.1 million registered WebSphere developers worldwide

Award-winning SOA Software



IBM tops elite vendor list -Intelligent Enterprise Editors' Choice Awards (April 2005)



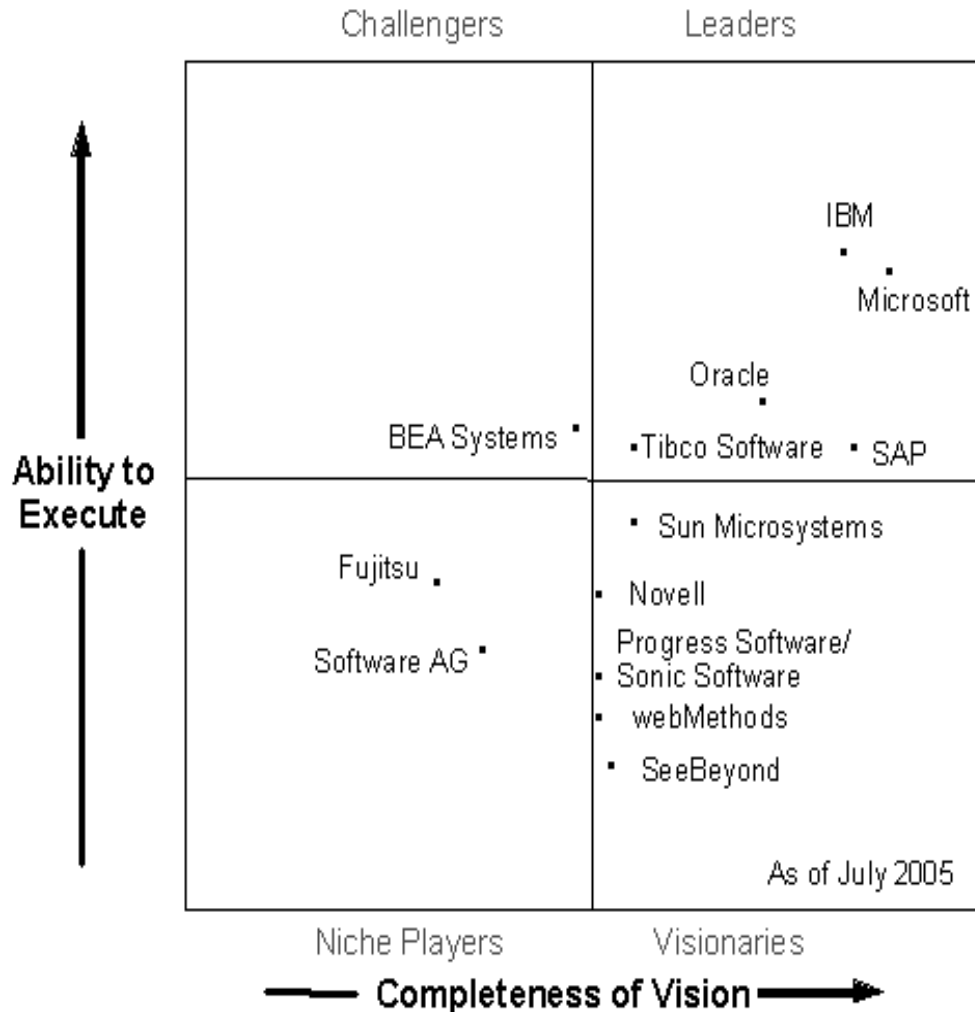
IBM Overall Winner in Application Integration Middleware
-CRN Channel Champions Award (March 2005)



WebSphere: "impressive management options, support for Web services and general ease of use," and "delightful combination of powerful management tools and elegant configuration options"
- Network Computing (February 2005)

¿Por qué IBM para SOA?

Gartner Magic Quadrants: *IBM in the Leaders Quadrant*



Expertise in aligning business and IT processes

SOA consultants, architects and IT specialists
 Dozens of SOA-enabled business solutions
 Unique intellectual property and methods

Thriving ecosystem of partners (ISVs, SIs, Resellers)

100+ partners in SOA community

Extensive Industry experience and best practices

Over 1000 customers worldwide

Unmatched breadth and depth of products

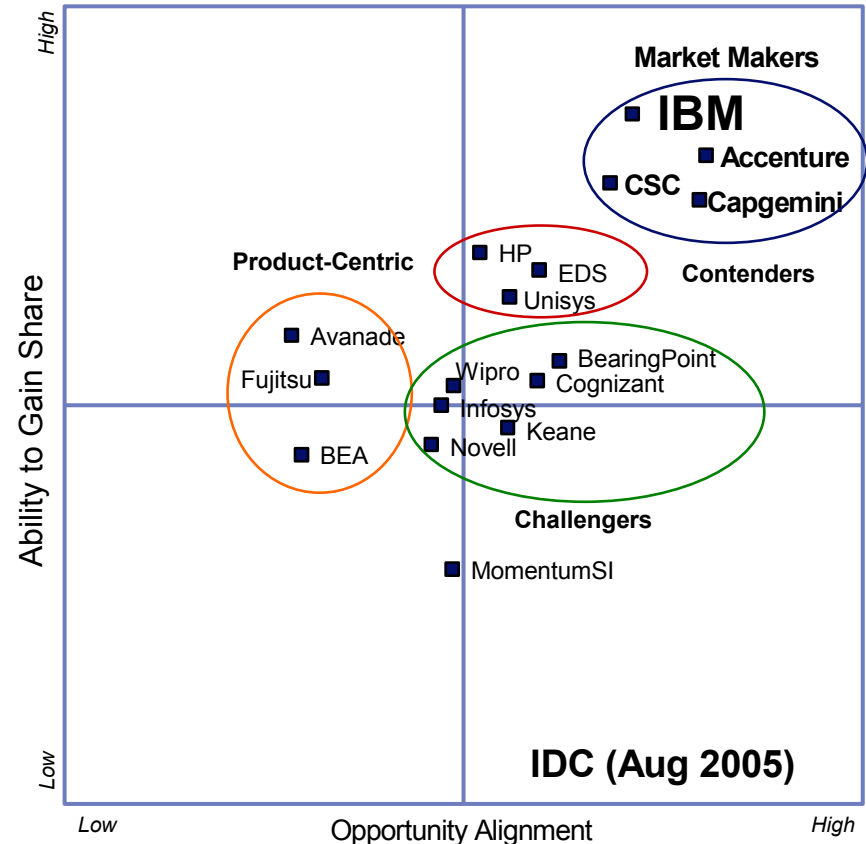
Over \$1B/yr invested in SOA
 Leadership in open standards: active in 50+ committees
 Over 300 SOA-related patents

IBM is the leading SOA Professional Service Provider

“Officially entering the SOA space in the fall of November 2003, IGS has continued investing a huge amount of time and resources to cover all opportunities around SOA from a comprehensive portfolio of services offerings to an in-depth verticalization. Since then, SOA has been center stage in the strategic direction of IBM.”

- Sophie Mayo
IDC

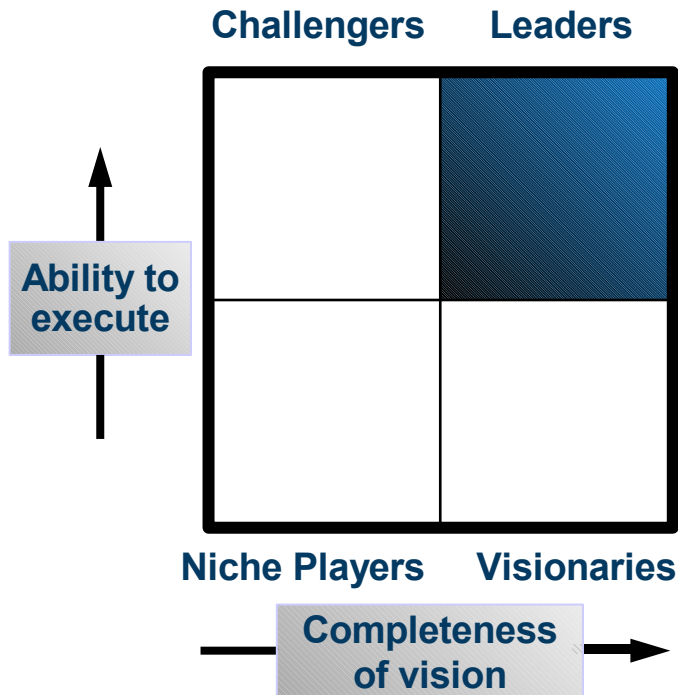
SOA Professional Services



Source: IDC's 2005 SOA-Based Professional Services Survey



Right Place.....Gartner Magic Quadrants: *IBM is the ONLY company in ALL these Leaders Quadrants*



IBM in Leaders Quadrant

- Integration Backbone Software** (as of 4/2005)
Magic Quadrant for Application Integration Suites, 2Q04, J. Thompson, R. Schulte, M. Cantara, J. Correia, K. Iijima, L. F. Kenney, B. Lheureux, Y. Natis, M. Pezzini, J. Sinur, P. Malinverno, 15 April 2005
- Application Platform Suites** (as of 6/2004)
Magic Quadrant for Application Platform Suites, 2Q04, Y. Natis, M. Pezzini, R. Schulte, J. Thompson, K. Iijima, G. Phifer, C. Haight, D. Plummer, 30 June 2004
- Enterprise Application Servers** (as of 4/2005)
Magic Quadrant for Enterprise Application Servers, 2Q05, Y. Natis, M. Pezzini, K. Iijima, 15 April 2005
- Programmatic Integration Servers** (as of 2/2005)
Magic Quadrant for Programmatic Integration Servers, 2005, Dale Vecchio, 25 February 2005
- Smart Enterprise Suite** (as of 5/2004)
Magic Quadrant for the Smart Enterprise Suite, 2004, G. Phifer, F. Caldwell, S. Hayward, J. Lundy, T. Eid, 17 May 2004
- Web-Services-Enabled Software** (as of 9/2004) *Magic Quadrant for Web-Services-Enabled Software, 3Q04, David Smith, Charles Abrams, 20 Sept 2004*
- Business-to-Consumer E-Commerce** (as of 1Q05)
Magic Quadrant for Business-to-Consumer E-Commerce, A. Sarner and E. Alvarez, 29 April 2005

The Magic Quadrant is copyrighted 2004 and 2005 by Gartner, Inc. and is reused with permission, which permission should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner, Inc.'s opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the "Leaders" quadrant. In some situations, firms in the Visionary, Challenger, or Niche Player quadrants may be the right matches for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner Research is intended to be one of many information sources, including other published information and direct analyst interaction. Gartner, Inc. expressly disclaims all warranties, express or implied, of fitness of this research for a particular purpose.

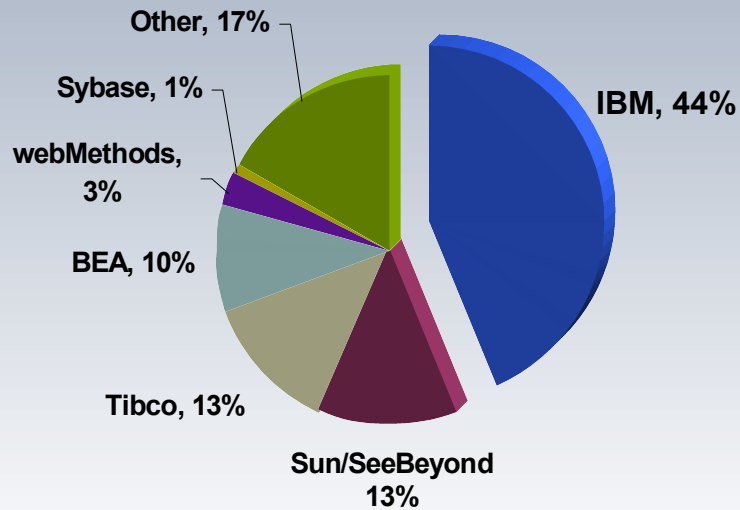


Reputación: Los Analistas Posicionan a IBM como Líder en SOA

“According to the IT pros surveyed [by Yankee Group], **IBM ranked at the top of the list for SOA capabilities.**”

SearchDataCenter.com,
“Yankee Group: SOA Everywhere by 2006”, 2005, Sept 22

**Worldwide Service Oriented Architecture (SOA)
Market Shares, 2004**



Source: WinterGreen Research, 2005

Reputación: Los Analistas Posicionan a IBM como Líder en SOA

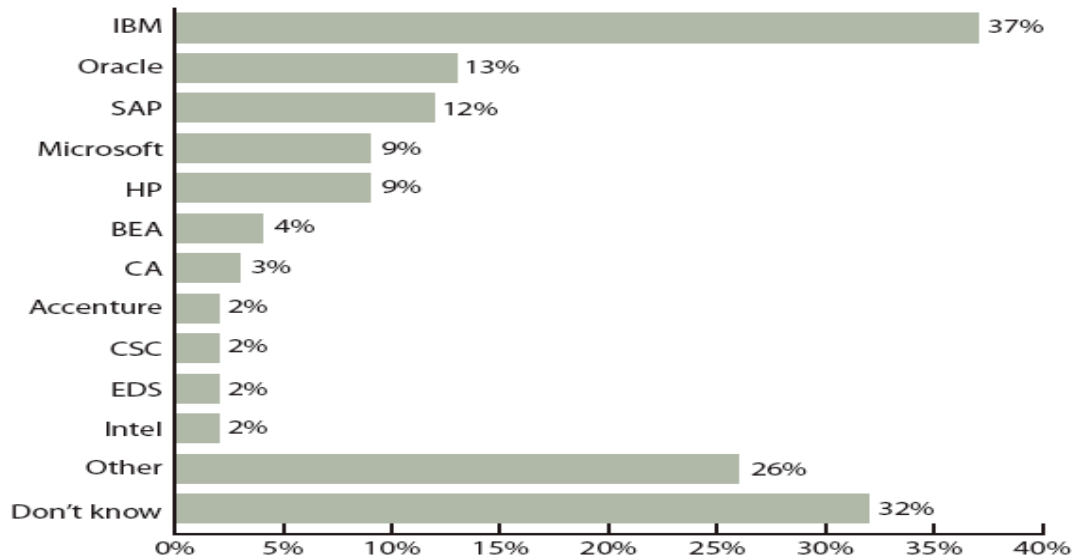


“This technology is the heart of the next wave of innovation”, said Eric Austvold, research director at AMR Research in Boston.

“The leaders that do this well are able to rapidly change the way their current businesses work to meet the ever-changing demands of their customers.”

Reuters - IBM launches software for mid-sized businesses, 2005, Sept 12

Figure 18: Vendors most often mentioned as leaders in SOA



Base: Companies that are either using or planning to use SOA, n=99

Source: AMR Research, 2005



Why IBM WebSphere software for BPM for SOA?

Nobody has the breadth or depth

- IBM offers end-to-end BPM based on an SOA infrastructure
- IBM's BPM portfolio delivers rich functionality:
 - Sophisticated Modeling/Simulation
 - Closed loop feedback
 - Extensive tooling
 - Best integration engine in the market

Nobody can get you started faster

- Extensive history and leadership in legacy and application integration—critical aspects of BPM
- Leading best practices
- Unmatched industry expertise
- Hundreds of pre-existing process models to speed time to value



Delaware Electric Coop – Adopting SOA for business flexibility

Agile Processes: make changes on demand



Benefits

- Improved customer satisfaction using paperless interactions resulting in faster transactions and responses
- Open exchange of information to improve customer service representative access to information
- Reduce cost and leverage investment in technology.

Business Challenge

- Were losing profits and market share because customer satisfaction was poor due to slow, inflexible business processes
- Data was fragmented and applications were in silos

Action Taken

- Integrated 27 disparate legacy systems using SCA based process flows
- Implemented a standards based development environment to reuse assets

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Proceso de transformación
hacia la flexibilidad
¿Cómo empezar?



Seguir pedaleando
mientras cambio de
bicicleta



¿Cómo empezar?



Entendiendo lo que el negocio demanda y sus estrategias.

Alinear IT para con los objetivos empresariales

Adopción **incremental** (“Think big, start small”)

- ▶ IBM SOA Jump Start
- ▶ IBM GetStarted with Business Process Integration
 - Avoid common pitfalls, speed time to value
- ▶ IBM Quick Start for each BPM product



IBM Software Expo 2006. Madrid 23 de Mayo



Introducción herramientas BPM

Fin de la presentación

David Beltran Monroy

david_beltran@es.ibm.com

620 85 37 79

