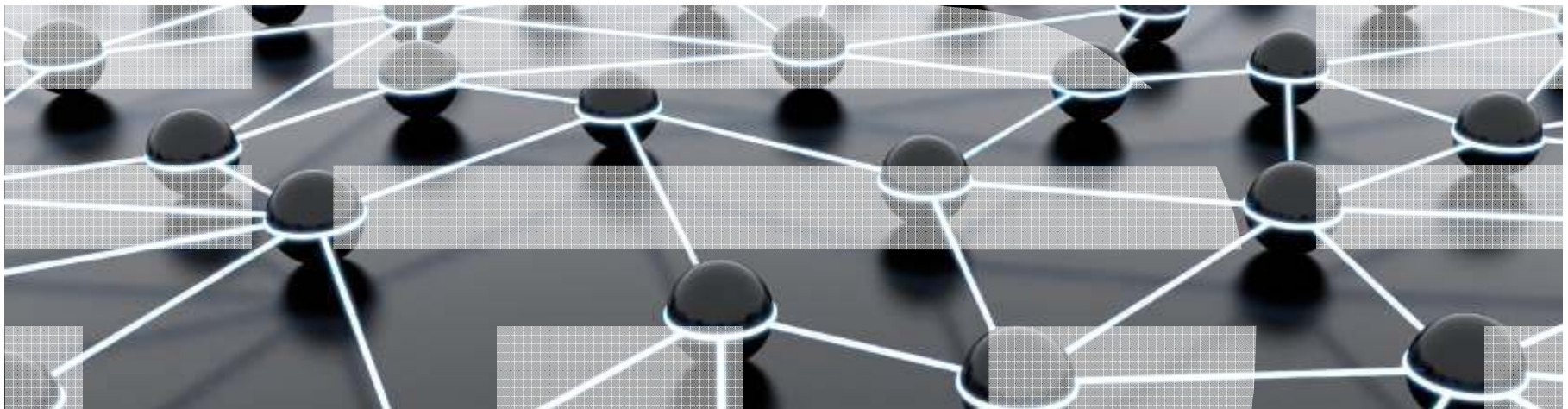


WebSphere DataPower Appliance

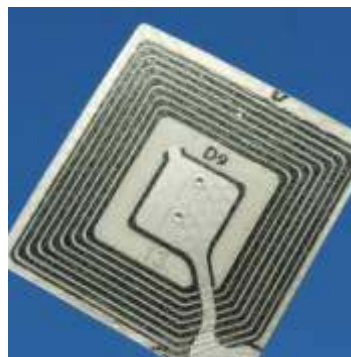
Girish Dhanakshirur
Emerging Technology Institute Lead, IBM Software Group



Our world is becoming vastly more complex

33 billion

RFID tags embedded into our world



534 billion

Dollars in mobile transactions by 2015



70%

Of businesses outsource one or more strategic activities



1 trillion

Devices connected to the internet by 2013

85%

Of enterprises use external cloud services



50%

Of businesses plan to adopt more collaborative sourcing models



Business leaders must drive growth amidst complexity

CEOs are focusing on

Innovation

New Channels

Collaboration



81% believe innovation is key to getting closer to their customers

70% are focusing on new channels to deliver services to their customers

69% are collaborating with customers to deliver better products and services

to capitalize on complexity and outmaneuver competitors

IBM DataPower Appliances offer fast and flexible connectivity



SECURE your SOA, Web 2.0, B2B, and Cloud environments



SIMPLIFY your connectivity infrastructure



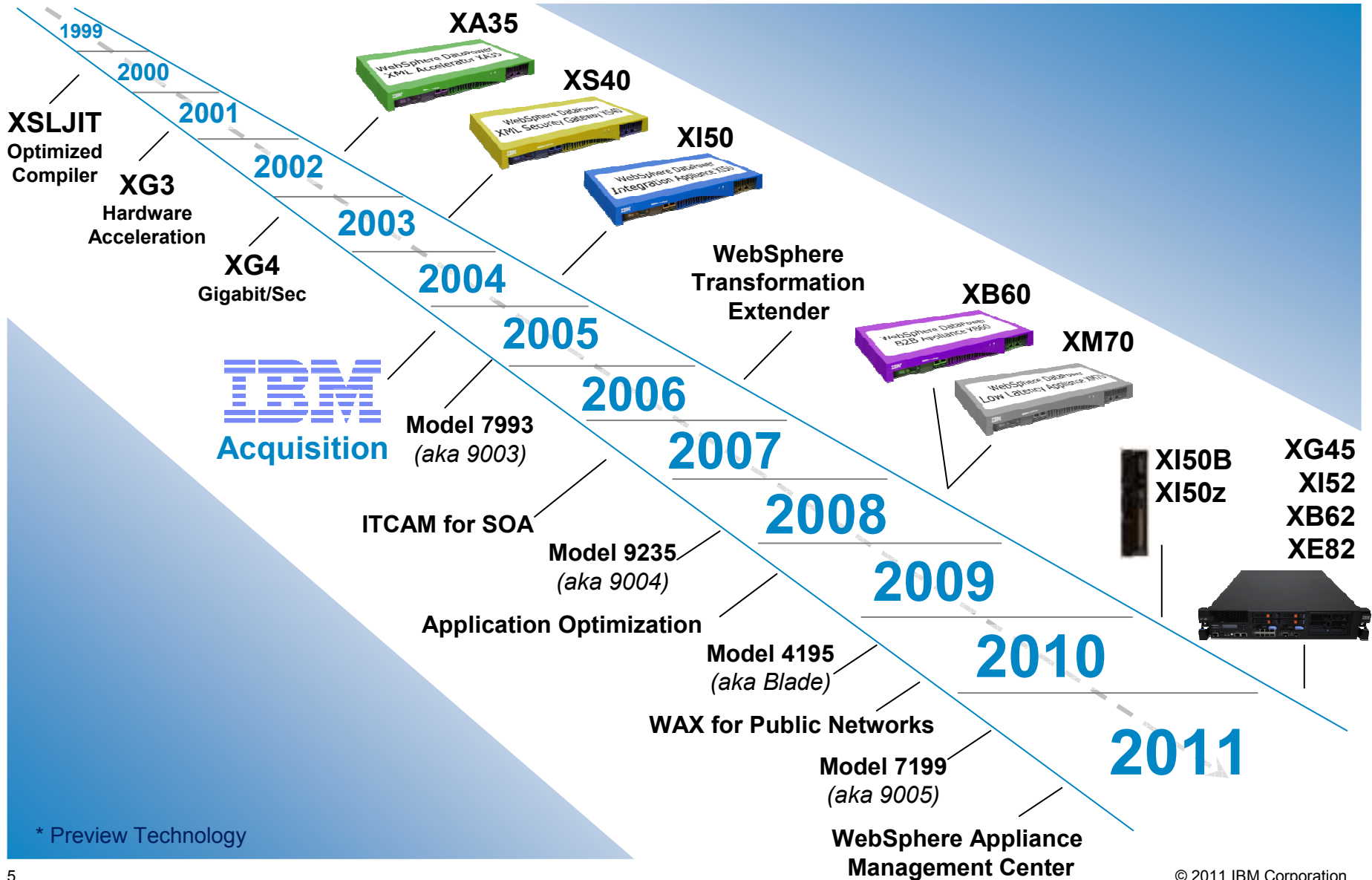
ACCELERATE your time to value



GOVERN your evolving IT architecture

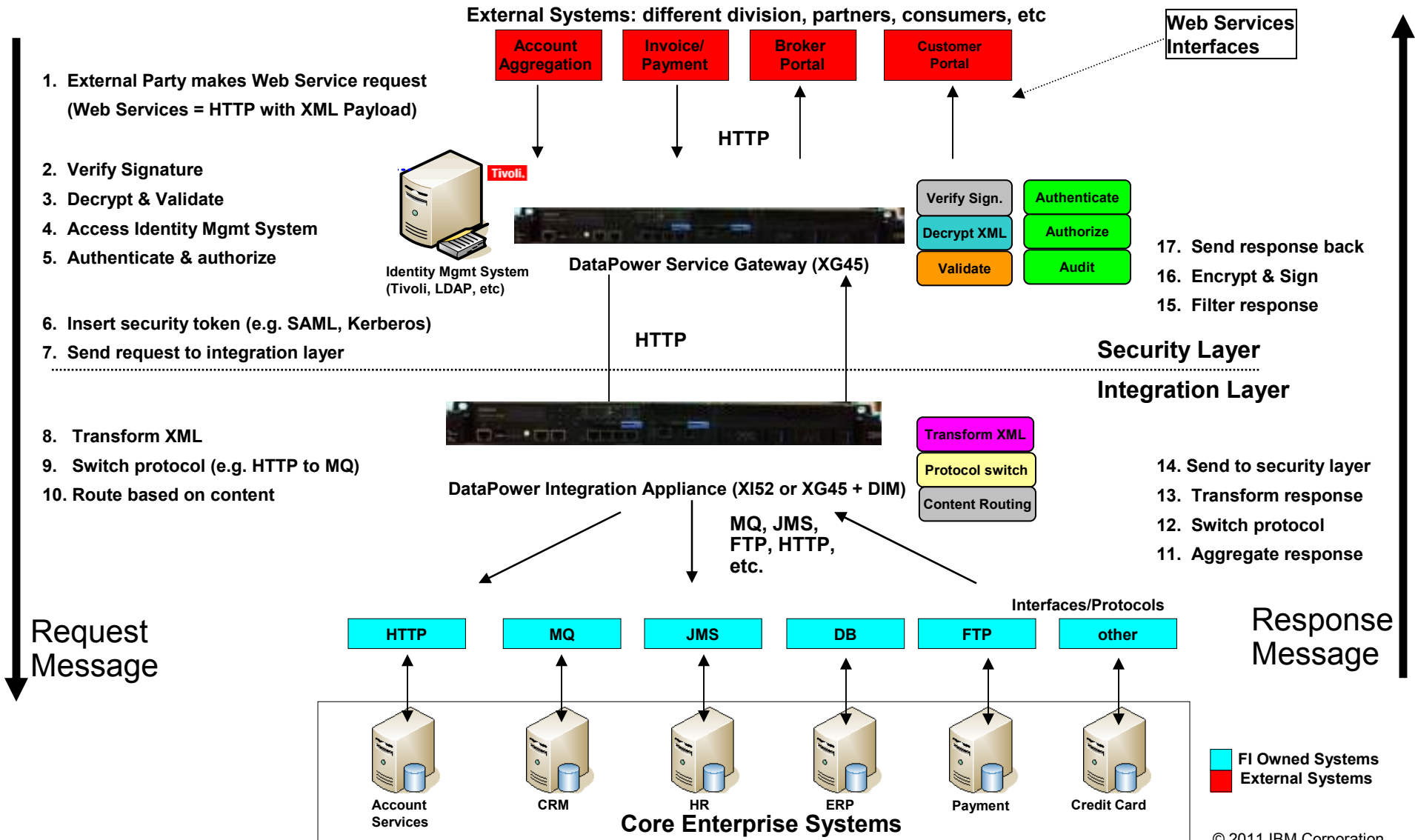
That tames complexity, drives innovation, and gets you closer to your customers

DataPower boasts a decade of connectivity innovation



* Preview Technology

SOA Security & Integration Operational Scenario



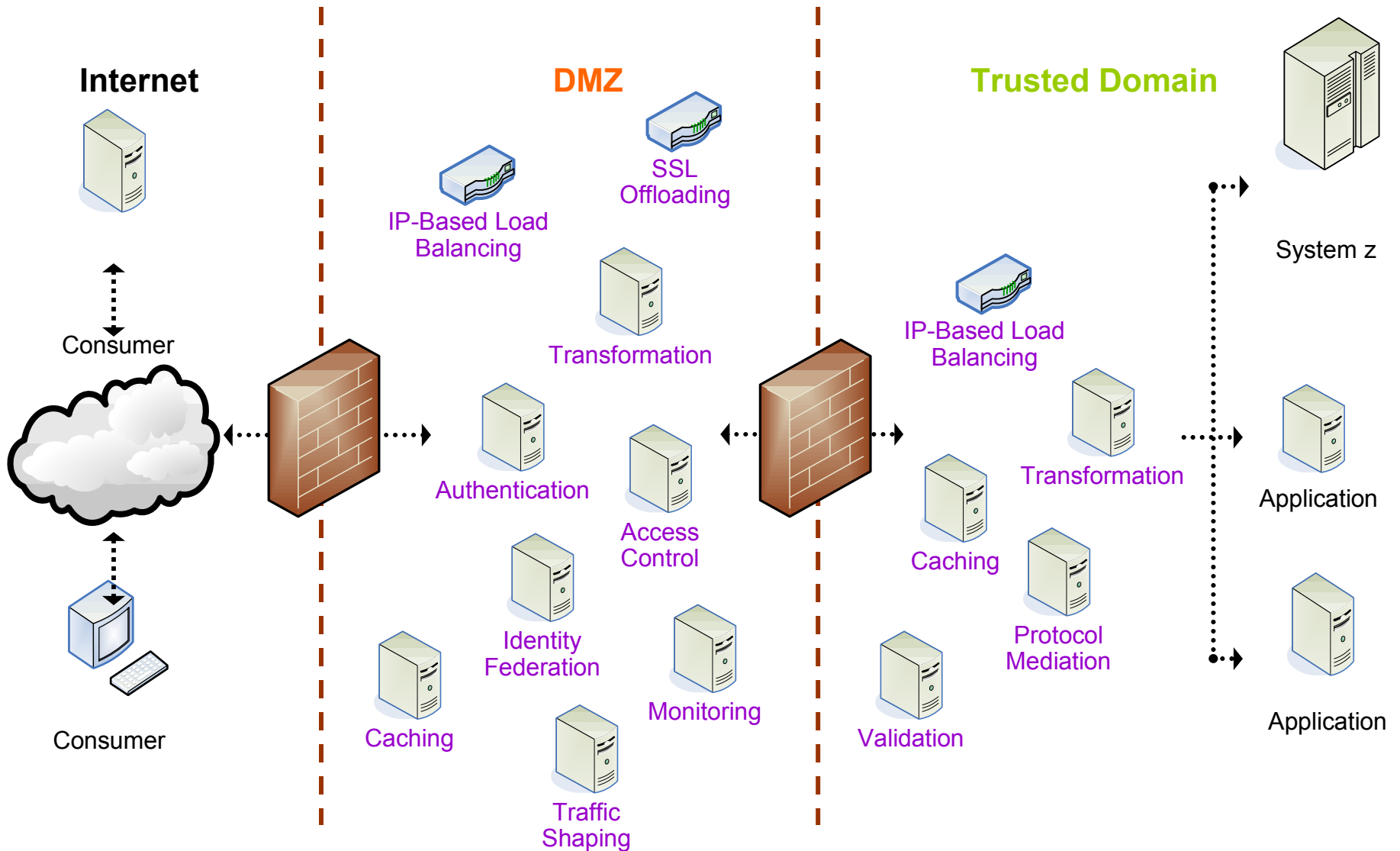
Configuration-driven approach speeds time to market

- Enforce security standards with zero coding
- Uses intuitive pipeline message processing
- Import/export configurations between environments
- Transaction probe shows message content between actions for debugging

The screenshot displays the IBM WebSphere DataPower configuration interface. At the top, there are buttons for 'New Rule' and 'Delete Rule'. Below this, a horizontal bar contains the text: 'Create rule: Click New, drag action icons onto line. Edit rule: Click on rule, double-click on action'. A toolbar below the bar lists various actions: Filter, Sign, Verify, Validate, Encrypt, Decrypt, Transform, Route, AAA, Results, and Advanced. The main workspace shows a message pipeline starting from a 'CLIENT' icon on the left, moving through a series of action icons (Filter, Sign, Verify, Encrypt, Decrypt, Transform, Route) to an 'ORIGIN SERVER' icon on the right. A blue callout box highlights the 'Sign' configuration dialog, which includes the following settings:

- Envelope Method:**
 - Enveloped Method
 - Enveloping Method
 - SOAPSec Method
 - WSSec Method - Advanced
- Message Type:**
 - SOAP Message
 - SOAP With Attachments
 - Raw XML Document
 - Selected Elements (Field-Level) - Advanced
- Asynchronous:** on off
- WS-Security Version:** 1.0 Save
- Use Asymmetric Key:** on off Save
- Signing Algorithm:** rsa Save
- Key:** (none) Save
- Certificate:** (none) Save

Current infrastructure tends to be complex and fragmented

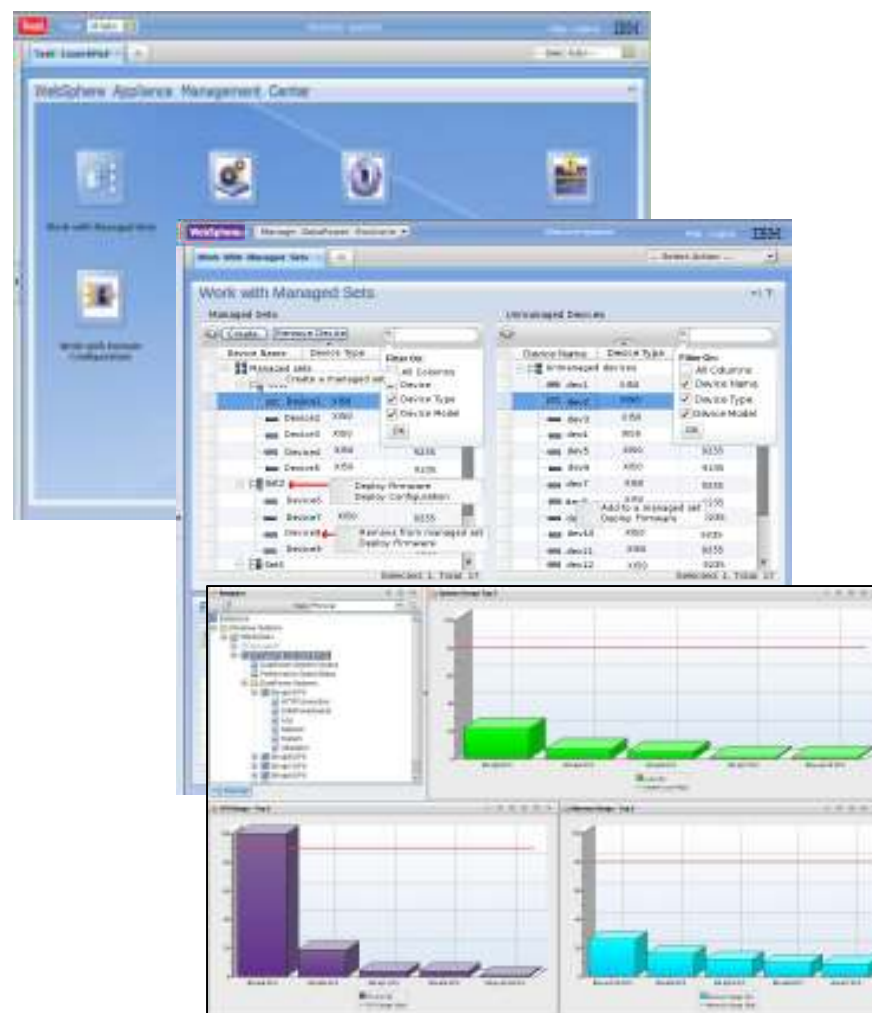


WebSphere DataPower Appliances deployment



WebSphere Appliance Management Center

- Provide multi-box DataPower appliance management
 - Support managed sets of different appliance models & firmware
 - Exploits new support for managed domain tasks, configuration & firmware deployments
 - Manage deployment policies for DataPower appliances, individually or in managed sets
- Simplified installation
 - Enhanced Installation – for simplification and faster time to value
- Enhanced monitoring capability for more DataPower appliances KPIs
 - Out of the box monitoring of DataPower device – for visibility and control of DataPower performance and availability
- Seamless integration into the Tivoli Monitoring infrastructure
 - Integrates into IBM's Service Management solution



New streamlined WebSphere DataPower Appliance offering meets your Security and Connectivity needs

Service Gateway **XG45**

- Multiprotocol
- Enhanced Security Capabilities
- Routing and Service Level Management
- Centralized Policy Enforcement
- Fine-grained authorization
- Rich authentication
- Network Load Balancing
- Data Integration Module

Integration Appliance **XI52** and **XI50z** – XG45 with DIM plus

- IMS Connect
- Application Optimization
- SFTP
- TIBCO EMS

B2B Appliance **XB62**

- Unparalleled B2B performance
- Secure B2B messaging (EDIINT AS1, AS2, AS3)
- Trading Partner Profile management
- Transaction viewing and resending
- EDI and ebXML Support
- Native MQ FTE Integration

Edge Appliance **XE82**

- WebSphere Application Accelerator
- Designed for web applications over Public Networks and SaaS applications over Hybrid Networks
- Web Application Gateway
- Web Services Proxy
- Intelligent Workload Management

WebSphere DataPower Appliances Lead the Market

The **Leader** in SOA Appliances

*“One of the strongest points for IBM comes from its industry-leading experience with both SOA and appliances. Because IBM has been in the SOA game for a long time, it has built up extensive and pervasive SOA skills globally...IBM has developed a solid business approach to the appliance marketplace, taking into account the challenges of adding new members to the range, maintaining a consistent focus and ensuring clients continue to get ongoing value.” **

** Source: March 2010, Lustratus Research, Inc: A Competitive Review of SOA Appliances*

Over **1700** WebSphere Appliance customers

- The **largest portfolio** of SOA appliances
- **60% of customers** are repeat buyers
- **Appliance Innovator**: leading appliance market since 2003
- **Broadest support** for open standards and programming models
- Proven to accelerate **time-to-market** and lowers **total cost of ownership**



Take advantage of our portfolio of easy to deploy Appliances

And begin simplifying and securing the edge of your enterprise today...

- Visit [our website](#) to learn more about IBM DataPower Appliances
- Try out IBM DataPower solutions and learn more at [developerWorks](#)
- Contact your IBM representative to learn about QuickStart offerings that can accelerate your implementation

www.ibm.com/software/integration/datapower

...For greater agility, innovation, and collaboration

धन्यवाद

Hindi

多謝

Traditional Chinese

Grazie

Italian

ขอบคุณ

Thai

Gracias

Spanish



Merci

French

Спасибо

Russian

شكراً

Arabic

Obrigado

Brazilian Portuguese

Danke

German

多谢

Simplified Chinese

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다