

**Optimize your SOA, B2B  
and cloud environments  
with DataPower appliances**

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## Highlights

- Extend business services in and outside your company—without compromising your commitment to security.
- Enable new services through SOA integration while you simplify connectivity.
- Improve quality of service using standardized application interfaces.
- Strengthen regulatory compliance through policy enforcement.
- Promote reuse of services; optimize return on investment for your SOA infrastructure by making the most of enterprise service bus (ESB) efficiencies.

Today, markets are increasingly complex and interconnected. Volumes of transactions increase rapidly while companies seek to capitalize on opportunities with Software as a Service (SaaS), cloud computing and mobile technology. Business leaders must drive growth amid this complexity. Success often depends on bringing together information quickly, flexibly and in a security-rich manner—and accomplishing this throughout a dynamic business network that is composed of internal stakeholders, partners, customers, suppliers and cloud providers.

To achieve business agility, leaders know they must work smarter. They must manage cost optimization more intelligently. The unique mix of challenges presented by today's environment demands that leaders find a way to reduce IT complexity, to make sure services are more secure, to reuse IT assets and to enable their entire enterprise to capitalize on opportunities such as cloud computing. The goal: a fresh ability to respond to new market opportunities by capitalizing on “next-generation” solutions. IBM® WebSphere® DataPower® solutions combine software and hardware to help accelerate, simplify, secure and govern a company's evolving IT infrastructure.

## Explore the value of WebSphere DataPower SOA appliances

WebSphere DataPower service-oriented architecture (SOA) appliances are purpose-built and address the broad range of enterprise business requirements discussed earlier. More than 1,000 organizations around the world, large and small, experience the unmatched performance provided by this family of IBM appliances.

WebSphere DataPower appliances help you take the following actions:

- Extend business services in and outside your company, without compromising your commitment to security
- Enable new services through SOA integration while simplifying connectivity
- Improve quality of service, using standardized application interfaces
- Strengthen regulatory compliance through policy enforcement
- Promote reuse of services; optimize return on investment for your SOA infrastructure by making the most of enterprise service bus (ESB) efficiencies
- Reduce ongoing operational costs by using a simplified maintenance process
- Deploy “drop-in B2B” and managed file gateway initiatives
- Optimize application delivery by using cloud computing and SaaS applications

IBM offers the WebSphere DataPower SOA appliance that suits your needs, whether your need is base-level security or SOA optimization—and DataPower appliances have led the SOA appliance market for the past eight years. These appliances offer the broadest support for open standards and have been proven to accelerate time to market and reduce total cost of ownership (TCO) throughout a wide range of industries. Read on to learn more about how the IBM portfolio of DataPower appliances can meet your unique business requirements.

### **Business requirement: Create new revenue streams by adopting SOA**

Corporate leaders today share a common trait: They are keen to uncover opportunities to create additional revenue streams. But in reality, these professionals often find that their efforts are hampered by restricted budgets. That is why leaders explore the adoption of service-oriented architecture; the approach makes it possible to deploy and use new services in a manner that is cost-effective.

**The WebSphere DataPower Service Gateway XG45 appliance** is purpose-built for web services deployments, governance, light integrations and hardened security. This appliance can foster a smarter SOA approach for your organization, and its performance helps to untangle the costly and debilitating IT complexity associated with point-to-point connectivity and integration. As a result, the DataPower XG45 appliance is of great interest to leaders who are motivated to explore additional revenue opportunities and who seek better return on investment (ROI).

Act to maintain the highest levels of reliability. The DataPower XG45 appliance offers dynamic routing of web services, and as a result your IT team can cost-effectively deliver application integration that is fast and flexible. You can support the security and flow of information throughout your organization and help your business adjust to change in a rapid, more meaningful manner. You can reduce the costs of resources, maintenance and integration with an appliance that is designed to help your team bridge more easily to the new connectivity technologies that are in such high demand today.

### **Business requirement: Reuse, comply and optimize SOA using ESB capabilities**

Possession of an SOA foundation is an essential step toward business agility. By driving the reuse of IT services, simplifying connectivity throughout the enterprise and enforcing stringent compliance mechanisms, you can take action to optimize costs. WebSphere DataPower appliances are purpose-built to enable you to take action to untangle costly and debilitating IT complexity. These IBM appliances are highly scalable and can be easily integrated into your existing IT infrastructure.

**The WebSphere DataPower Integration Appliances XI50, XI50B, XI50z and XI52 make up the IBM SOA appliance platform** for simpler ESB deployments and hardened security. These WebSphere DataPower integration appliances can process any-to-any transformations and employ content-based routing to help save time and reduce cost. Moreover, they are of interest to leaders who reuse and optimize SOA using ESB capabilities.

When the ability to move forward quickly and with confidence is of great importance, you can pair the WebSphere DataPower Integration Blade XI50 appliance with your existing ESB for rapid improvement. The WebSphere DataPower Integration Appliance XI50 for zEnterprise™ is a multifunctional appliance for your IBM System z® environment. These XI50 appliances scale effectively to handle 80 percent of the volume while your software ESB handles 20 percent of the volume, and help reduce your overall transaction costs.

## **Business requirement: Collaborate with partners and customers using B2B**

An important consideration for business leaders who wish to work smarter is to ensure that all parts of the organization—both internal and external—can capitalize on opportunities quickly and respond to new situations more easily.

For example, government agencies at all levels are challenged to integrate operations with large and diverse sets of external parties such as other agencies, suppliers and contractors. Similarly, there is a trend in the retail, manufacturing, and gas and energy industries to require EDIINT AS2 protocol (a more sophisticated version of the HTTP file exchange). Specific protocols must be used for protecting sensitive data over the Internet if cost reduction and ubiquitous access are to be achieved.

**The WebSphere DataPower B2B Appliance XB60 and XB62** offerings deliver a drop-in B2B gateway, which can support increases in speed and reliability for the SOA applications and services that extend beyond your organizational walls to partners, suppliers and customers. WebSphere DataPower B2B appliances are of great interest to leaders who seek to support B2B initiatives while simultaneously driving business agility.

The B2B trading partner and transaction management capabilities of the XB60 and XB62 appliances are centralized, consolidated and security-rich, helping to foster the fast, reliable on-boarding of customers and colleagues. With the XB60 and XB62 appliances, your IT team can help your entire organization work with fewer constraints, ready to address marketplace situations rapidly—and these appliances help reduce the overall cost of your IT infrastructure.

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**The IBM WebSphere DataPower B2B Appliance XB60 and XB62 offerings extend business to customers and partners with greater security, and can:**

- **Make it easier for your colleagues and customers to do business with you.**
  - **Reduce infrastructure costs and increase the speed of on-boarding new partners; the performance of this configuration-driven appliance addresses the real-world challenges of B2B integration.**
  - **Centralize and consolidate B2B connectivity with trading partners.**
  - **Employ transaction management with a “DMZ-ready” B2B gateway for a safe buffer between a trusted internal network and an untrusted external network.**
  - **Access new customers and new routes to market in a rapid manner with standards-based trading partner management.**
  - **Adjust product and service offerings to meet changing requirements with support for Web 2.0 technologies.**
  - **Unlock siloed information with “drop-in” B2B integration for heterogeneous environments.**
  - **Improve the performance and scalability of your B2B interfaces with simplified deployment and management.**
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## **Business requirement: Secured connectivity to cloud services**

New technologies, while they bring great benefit to organizations, can also present potential risks. Whether your organization is moving applications to a cloud environment or connecting internal mission-critical applications to cloud services, you must adopt a method of using cloud services that is security-rich and optimized if you are to experience a cost advantage. And as you make services available to mobile workers,

partners and customers, you must meet their expectations by delivering content in a manner that is rapid and that supports security.

**The WebSphere DataPower Edge Appliance XE82** is a modular, “edge-of-networking” solution that combines network intelligence and application intelligence. The DataPower Edge XE82 appliance helps you to optimize application delivery to the cloud environment and to your users. Take action to connect your on-premise applications to cloud-based services in a security-rich manner. The XE82 appliance is of interest to leaders who want to reduce the costs of the “demilitarized zone” (DMZ) through functional consolidation.

### Get more: Optimize application performance with DataPower

While adding services offers great potential for new revenue opportunities, it does increase application traffic. With WebSphere DataPower Application Optimization functions, you can take action to optimize your application workload. The self-balancing technology provided by this solution spreads inbound traffic load to eliminate the need for additional physical load balancers. In addition, intelligent load distribution helps you to optimize outbound traffic throughout multiple destinations. Together, these features bring better efficiency in distributing traffic with minimal overhead, helping you to save time and reduce cost.

### Efficiently manage your DataPower deployments

IBM WebSphere Appliance Management Center provides capabilities for centralized management and monitoring groups of WebSphere DataPower appliances. WebSphere Appliance Management Center is intended for deployments of two or more WebSphere DataPower appliances that can span multiple

deployment environments (for example, development, test, production and disaster recovery). With WebSphere Appliance Management Center, firmware and configurations throughout one or more groups of appliances are managed and monitored centrally, providing a highly efficient mechanism for appliance life cycle management.

### The best fit for your environment—and for your business aspirations

Explore the range of form factors available for these purpose-built WebSphere DataPower appliances from IBM. WebSphere DataPower appliances are offered in a number of form factors to meet a wide range of existing environments and organizational requirements.

The range of WebSphere DataPower options includes the basic rack-mounted 1U architecture from IBM, an expanded rack-mounted 2U platform that offers increased capacity, a blade-server offering that combines IBM power-saving and performance-enhancing technology and the System z offering that helps your IBM zSeries® environment to make the most of enterprise modernization and optimization.

Discover how quickly value can be revealed when you select the WebSphere DataPower appliance that is built for the most compelling requirements of your business.

### Why IBM

More than 1,000 organizations of all sizes employ IBM WebSphere DataPower SOA appliances to reduce IT complexity, lower their costs, improve their ROI and foster new business. The IBM approach to SOA appliances provides value to a variety of organizations throughout major industries and for

customer locations that span more than 50 countries—and you can combine different DataPower models to enable optimal functions at an optimal price. Engage a team whose SOA appliances deliver unmatched performance and give you a fresh ability to respond to new situations quickly and with ease. Take advantage of unmatched technical and industry knowledge. Work smarter with IBM.

### For more information

**Change is possible. The tools exist today.**

The best SOA appliance is the one that helps your business aspirations become reality. To learn more about IBM WebSphere DataPower appliances, or to confirm which appliance is the best fit for your organization, contact your IBM sales representative or your IBM Business Partner, or visit the following website:

[ibm.com/software/integration/datapower/](http://ibm.com/software/integration/datapower/)

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit [ibm.com/financing](http://ibm.com/financing)



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