



WebSphere® software

IBM WebSphere Business Integration for Energy & Utilities

Highlights

- ***Provides sophisticated business process integration capabilities that streamline processes and reduce total cost of operations***
- ***Allows fast integration of best-of-breed or legacy applications, automates individual process steps and streamlines processes for competitive advantage***
- ***Enables the offering of a single Web channel interface for all users, regardless of access method***

In today's turbulent business environment, energy and utilities companies need to reduce operating costs while meeting service level objectives. Business process integration can help reduce the costs of customer service, asset operation, and asset maintenance by giving organizations the ability to rapidly integrate data, applications, processes and people.

A challenging business climate

In many regions, energy and utility companies are being challenged to meet often conflicting trends of deregulation and regulation; of competition and co-operation.

As an energy & utility company, this means you have to transform your operations to compete in a fast-moving market quite unlike anything seen before.

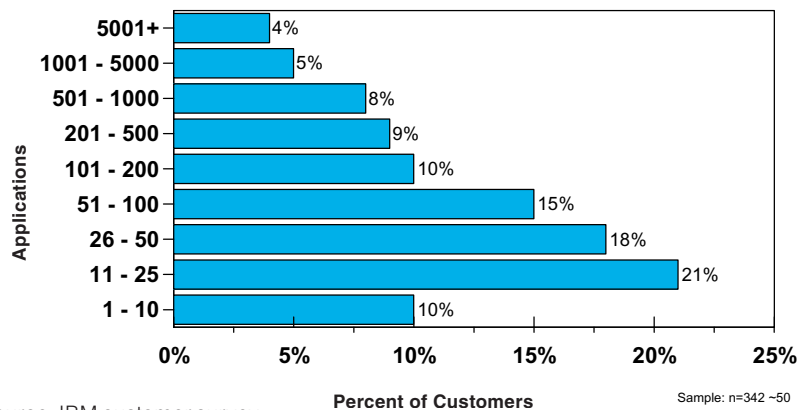
You have a delicate balancing act — managing costs while maintaining service levels; managing your portfolio of businesses and assets, managing regulatory relationships, and building a performance-based culture.

These challenges place significant demands upon energy & utility companies and their supporting information technology (IT) platforms and applications they use to run their businesses.

IT systems in this industry are typically complex, having been developed at different times, on different platforms, and with different architectures and standards.

Recent merger and acquisition activity has brought a new set of integration and compatibility problems, making the situation even more challenging.

Business process integration complexity



Source: IBM customer survey

Sample: n=342 -50



Most companies have 11 or more core applications that need to be integrated to drive an improvement in business performance.

IBM's experience from numerous customer engagements has shown that the Return on Investment (ROI) associated with integrating 10 applications can exceed 90%, while with 20 applications, ROI can exceed 300%.

Business Integration Solutions: A path to greater productivity

IBM business integration solutions can meet these challenges. More than just getting your disconnected systems to exchange information, true business integration helps you merge disparate processes to squeeze every possible ounce of productivity out of physical assets and human resources.

You will be able to integrate new and legacy applications; and you will have the ability to collaborate with partners, to leverage business intelligence, and to enhance customer relationships.

Furthermore, a business integration solution allows you to change the way you operate through the modeling, automation and monitoring of processes across people and heterogeneous systems inside and outside your enterprise.

As a result, you can reduce operating costs and improve service levels.

Reduce operating costs

Disconnected business processes are inefficient, expensive, and require a large, specialized work force to handle multiple steps — making it harder to share staff across functional areas.

But business process integration from IBM can help you reduce the costs of service, asset operation, and asset maintenance by streamlining processes and leveraging investments in existing systems.

The results can be significant: connected systems, departments and processes can help boost the efficiency of your operations.

Service superiority

Business integration accelerates the execution of business processes while giving employees more complete and accurate information in their interactions with customers. The result is quicker, more effective customer service requests and problem resolution, with fewer errors, reduced customer call backs and greater customer satisfaction.

The value of effective integration does not have to be limited by the extent of the current information architecture.

Business integration can be extended to those parts of the business outside the current information technology infrastructure. The creation of seamless connectivity between field devices and the business applications environment can have a significant impact on operations.

Portability of data between physical assets and information systems such as Customer Information System, Work and Asset Management, and Enterprise Resource Planning can enable more effective operational decision making in areas such as maintenance and asset management — for example, enabling predictive rather than reactive maintenance, reducing the risk of unplanned outages.

IBM WebSphere Business Integration: The right solution at the right time

IBM's solution for business integration is based on IBM WebSphere Business Integration for Energy & Utilities. This industry-leading middleware suite provides great flexibility while helping reduce costs and improve operational responsiveness. With IBM technology as your foundation, you can rapidly build, deploy and manage your processes and services today, and be ready to adapt these processes for the demands of the future industry landscape.

As your e-business evolves, you are dependent upon the integration capabilities of your technology to newer technologies you implement, to legacy systems, and to your business partners. So you can link data and information from many different sources and multiple applications. With on demand integration, you can empower your staff to automate and optimize your processes, delivering greater value to your customers and shareholders.

What you can expect

In summary, IBM WebSphere Business Integration helps energy & utility companies:

- *Provide sophisticated industry-specific process integration capabilities that reduce operating expenses by removing process inefficiencies and failures out of key operations.*
- *Integrate best-of-breed and legacy applications quickly using industry-specific adapters to enable easier and more cost-effective application maintenance and upgrade.*
- *Enable a single Web-channel interface for all users, regardless of the access method.*

IBM teams have a broad base of technical expertise in the energy & utilities industry, and are familiar with the industry's key business issues and processes. Moreover, IBM integration products are designed to work with industry-specific applications, data standards and business processes. This openness translates into faster, easier and dramatically more efficient results from integration projects.

The WebSphere Business Integration for Energy & Utilities offering is enabled by the following IBM software portfolio:

- *WebSphere Business Integration Server is the process integration hub that helps organizations automate and integrate business processes using secure and scalable technology to accelerate e-business initiatives.*
- *WebSphere Business Integration Adapters help customers achieve business responsiveness by rapidly integrating applications, technologies, industry standards, data sources, and partner systems. Adapters are integral to a scalable, secure integration infrastructure that improves business performance and supports e-business goals.*
- *WebSphere Business Integration Collaborations are pre-built process templates that help accelerate the integration of common business processes that span multiple applications.*

- *WebSphere MQSeries® Workflow aligns and integrates an organization's resources and capabilities with its business and e-business strategies. MQ Workflow drives accelerated Business Process Management and enhances business responsiveness, service-level management and the reuse of business services.*
- *WebSphere Business Integration Message Broker is a powerful information broker that routes, transforms and enriches in-flight messages between applications. It is able to handle multiple transports, such as WebSphere MQ messaging, WebSphere MQ Everyplace for pervasive devices and telemetry integration for remote sensory and control devices.*
- *WebSphere Business Integration Modeler is used to define, model, analyze, simulate and report business processes extending IBM WebSphere Business Integration MQSeries Workflow with business tooling to visualize process impact for today's competitive global marketplace.*
- *WebSphere Business Integration Monitor provides a real-time quantified view of business processes and output, allowing you to track automated business processes and displaying key metrics via convenient dashboards to check the pulse of company performance.*



The WebSphere Business Integration for Energy & Utilities leverages the IBM middleware portfolio provides a comprehensive approach that allows for message transformation, message routing and assured message delivery. It manages workflows for closed-loop and secure business processes. The WebSphere Business Integration offering also provides back-end and legacy integration for true business process management without having to write changes to existing data and application environments.

WebSphere Business Integration for Energy & Utilities offers connectivity to major applications providers such as:

- *ABB*
- *Caminus / SunGard*
- *CES International*
- *ESRI*
- *Indus*
- *JD Edwards*
- *MDSI*
- *MRO Software*
- *Peace Software*
- *PeopleSoft*
- *SAP*
- *Siebel*
- *SPL WorldGroup*

Supported operating systems

WebSphere Business integration for Energy & Utilities supports the following operating systems:

- *Microsoft® Windows®*
- *IBM AIX®*
- *HP-UX®*
- *Sun® Solaris®*

For more information

To learn more about IBM business integration solutions for the energy and utilities industry, call your IBM customer service representative, or visit:

ibm.com/websphere/integration/energy

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