IBM

WebSphere® software

IBM WebSphere Business Events

Highlights

■ *Improves line-of-business insight and awareness of event-driven business situations*

■ *Empowers business users to define and proactively manage business events*

■ *Reduces total cost of owner-ship (TCO) through codeless implementations, enacted by business users, often without incurring IT development or implementation costs*

■ *Provides the ability to detect, decide and dynamically react to both simple and complex rela-tionships among people, events and information*

■ *Increases business agility by enabling faster responsiveness to customers, suppliers, and changing market needs*

■ *Reduces TCO for composite applications requiring the com-bination of event-pattern detec-tion, traditional workflow, and activity-monitoring functions*

■ *Enhances existing business process management and serv-ice oriented architecture (SOA) infrastructures*

■ *Provides qualities of service for enterprise customers, including high availability, in-memory cache for supporting business context at scale, and the optional extension to WebSphere Business Events eXtreme Scale for businesses with massive volumes of data flowing through their enterprise*

Detecting, analyzing and responding to events

All businesses operate in a complex ecosystem of connected, interrelated business events. Everything from fluctu-ating interest rates, changes in the weather and even seemingly simple customer transactions can have a sig-nificant impact on your business. Sometimes these patterns are easy to identify, but more often they are hard to detect and correlate.

Business event processing (BEP) soft-ware helps businesses detect, analyze and respond to business events—simple or complex—and take advan-tage of emerging opportunities, handle unexpected exceptions, mitigate risks or redirect resources. BEP connects many existing initiatives, such as SOA, Information on Demand (IOD) and Service Management. For example, when included as part of a business

process management (BPM) solution, BEP software provides a powerful combination of timely detection of event patterns with dynamic process execution.

WebSphere Business Events

IBM WebSphere® Business Events is an IBM software product specifically designed to support BEP by meeting the high-volume demands and processing required across industries and application domains. It puts the power of event processing in the hands of the business user. The business user can define, design and produce additions and changes for managing business events without the involvement of IT or the need for coding or recoding. All tasks are performed through an intuitive graphical user interface that provides bidirectional monitoring of business events, enabling business users to visualize activity as it flows through the business (see Figure 1).

IBM WebSphere Business Events addresses the broadest spectrum of business events—from homogeneous to heterogeneous, from short-lived to long-running. Providing more than traditional power for processing complex

Figure 1. WebSphere Business Events Interaction UI and Condition UI help ease user management.

events, it senses patterns of events occurring over disparate sources in any sequence and allows the business user to create multiple and variable reactions. In this way, it is more representative of how a business thinks and acts.

Processing requirements addressed by IBM WebSphere Business Events
Consider using WebSphere Business Events if your applications require support for one or more of the following items:

- *Detecting event patterns occurring across disparate sources over varying timeframes*
- *Unpredictable sequence or timing of event occurrences*
- *Dynamic resolution of response processing and exception handling*
- *Frequently changing processing rules*
- *Business analyst generation and maintenance of processing rules*

IBM WebSphere Business Events can help your business to achieve the following goals:

- Drive business insight and response into the areas with the greatest capacity to evaluate and react to changes
  — Enhances business response to new market opportunities based on rapid decisions and responses, improving time to value of implemented change
  — Empowers business users to perform an increasingly larger number of tasks for managing business events without becoming dependent on IT participation
  — Provides business users with relevant insight into their business event environment without incurring excessive IT development costs

- Provide a cost-effective means to implement changes based on organizational needs
  — Reduces the costs of business event management and operations as the system is used for improving business responsiveness
  — Promotes the visibility of complex patterns of business events, which can help reduce operational costs, especially across departmental and organizational boundaries
  — Reduces risks and provides protection for brand reputation and quality, contributing to customer retention
  — Provides a simplified, plug-and-play approach to implementation, leveraging existing business systems with minimal intrusion
  — Improves business project metrics, time lines and implementation costs by enabling business users to apply business concepts to design and define the complex business situations independent of most IT efforts

IBM WebSphere Business Events enables organizations to introduce and subsequently include BEP in their application landscape. The ability to correlate cross-departmental and cross-application occurrences that are business relevant provides an interpretive bridge between islands of business event information and the people and processes related to them. This bridge spans the chasm that frequently exists between the line-of-business analyst and the IT developer. As the patterns of business event behavior are defined, IBM WebSphere Business Events delivers pertinent business insight back to the participating portions of the company as the events occur. The company can then react and adapt as situations demand. IBM WebSphere Business Events delivers this business-focused function using four basic elements:

- *Tools for connecting the source of business event information*
- *Tools for defining and correlating business events*
- *WebSphere Business Events Runtime*
- *Business insight delivery*

Tools for connecting the sources of business event information

Business event information is generated and resides within multiple places in an organization. The ability to connect, detect and readily extract business event information is a key aspect of BEP. IT developers can locate and connect to these business event islands through various tools provided with WebSphere Business Events. They can use other technologies within BPM and SOA environments to deliver the business event information and definitions that business users need to identify patterns and scenarios.

Tools for defining and correlating business events

As the IT developers make the necessary connections available, the line-of-business analysts are then able to apply their organizational, operational and business process knowledge to how business events are defined and managed specifically for their company. Business analysts can define the relationships, patterns, correlations and action definitions.

These business event and BEP definitions are described and managed through the easy-to-use, graphical tools included in WebSphere Business Events. Business users can further enhance and extend these business event and BEP definitions to support complex business situations and scenarios. The tools enable business users to apply business concepts such as business vernacular, heuristics, business logic, and business event correlations and relationships. By learning how

to use the supplied tools, business users can accomplish these design and definition tasks without having to learn a programming language.

WebSphere Business Events Runtime

After the initial business events are defined and implemented, the IBM WebSphere Business Events Runtime starts collecting and filtering the business event information it receives from the connections that the IT developers have implemented. The runtime environment sorts through the volumes of business event information it receives and associates the relevant information it detects. It can then match whether the business event is pertinent to the defined patterns and correlations that the business users have described and stored. This business information can indicate short bursts of activity, combinations of multiple business events and correlations of multiple business events occurring across longer processing windows and time lines. Upon sensing a defined, critical business event or pattern, the runtime

environment initiates business actions, which can range from electronically notifying a business user of the occurrence of a critical business event that requires action to actually requesting or launching automated business processes.

Business insight delivery

WebSphere Business Events delivers business insights and the ability to act on them through a number of approaches. Through intuitive tools designed for business users, line-of-business users define the preferred method for receiving timely business insights. Business users can visualize the business events that are occurring, both individually and in summary, to allow them to enact suitable responses. Business users can interact with information and extended graphical representations that were defined for their specific organizational needs. The capacity to deliver this business event information in time, when it is highly relevant and most valuable, is critical to successfully extracting the maximum business value from their efforts and decisions.

What's new in IBM WebSphere Business Events, Version 6.2

WebSphere Business Events, Version 6.2 has been enhanced with many new features and capabilities:

- Expands qualities of service for enterprise customers
  — Clustering support for high availability allows line-of-business users to confidently employ critical business events for timely, insightful decisions without having single points of failure.
  — In-memory cache support helps ensure that business context can be maintained efficiently for long periods while also increasing business responsiveness with accelerated performance of complex correlations.
- Exploits integration with IBM Business Process Management (BPM) and connectivity products to deliver business value
  — Supports direct bidirectional event exchange with IBM WebSphere Message Broker and IBM WebSphere Enterprise Service Bus (ESB), allowing the business to readily use information embedded in existing ESB integrations

- — Supports direct bidirectional event exchange with IBM WebSphere Business Monitor, providing the ability to automate actions based on monitored business activities, thereby driving business performance improvements
  - — Enables automation of policy updates within IBM WebSphere Business Services Fabric and IBM WebSphere Dynamic Process Edition, allowing line-of-business users to manually update and control business policy without requiring IT involvement
  - — Extends usage of IBM WebSphere Service Registry and Repository to retrieve shared WebSphere portfolio artifacts
- Expands product capability for global reach, enabling business user tooling for Chinese (simplified and traditional), French, German, Italian, Japanese, Korean, Portuguese (Brazil), Spanish and Russian, effectively allowing non-English- speaking business users to interact with the software in their native language
- Expands business user capabilities to use automatic data sharing across events so that business users can use individual business events for multiple purposes and interactions
- Extends platform coverage to Linux® on System z®, Linux on System p®, Solaris 10, and Microsoft® Windows® 2008, extending business event processing to the mainframe user and beyond

WebSphere Business Events eXtreme Scale, Version 6.2

WebSphere Business Events eXtreme Scale, Version 6.2 combines WebSphere Business Events and WebSphere eXtreme Scale. The offering extends business event processing to customers with an extreme volume of business events flowing through their enterprise.

- *Exploits WebSphere eXtreme Scale capability for high-event volume customers, optimizing event distribution across multiple servers, thus delivering the data close to the event processing enabling high-speed access*
- *Provides robust in-memory cache supporting business context at scales from simple in-process topologies to powerful distributed ones, including the capability to support terabytes of data spread across thousands of commodity servers*
- *Provides a programming interface to prefilter a massive cloud of raw events to detect patterns in business event processing*

For more information

To view the system requirements for IBM WebSphere Business Events, visit:
ibm.com/software/integration/wbe/requirements/

To view the system requirements for IBM WebSphere Business Events eXtreme Scale, visit:
ibm.com/software/integration/wbexs/requirements/

To learn more about IBM WebSphere Business Events, contact your IBM representative or IBM Business Partner, or visit:
ibm.com/software/integration/wbe

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WSD14020-USEN-01