IBM® WebSphere® Message Broker - Version 7

Does your organization have the business agility it needs to deliver products and services to the marketplace faster and at lower cost?

In an agile business, applications connect and integrate to deliver the right information to the right people at the right time. But for many organizations, IT complexity is a barrier to business agility… and cost optimization.

IBM WebSphere Message Broker is a powerful enterprise service bus that eliminates complex, point-to-point connectivity and integration programming. It allows both standard and non-standards-based applications to easily and rapidly connect, regardless of the data formats or protocols they support.

Message Broker allows business data, in the form of messages or files, to flow between disparate applications and across multiple hardware and software platforms, with a single environment connecting assets together while providing visibility for your business.

Rules that you define can be applied to any of the data or events flowing through the message broker so you can route, store, retrieve, and transform the information from anywhere, to anywhere, moving as fast as your business.

Message Broker V7 has been enhanced to help your business work even smarter, with improved ease of use for both new and existing users. Message Broker V7 is radically simplified, so it's easier to deploy into a wide range of processing environments.

Built-in patterns can help you quickly create solutions that perform well, leveraging IBM best practices ready for you to use. And simple programming makes it easy for you to develop and deploy your own patterns for sharing and reuse, allowing you to create your own standards, freeing your resources, and speeding time to value. With its ability to route and transform messages from anywhere, to anywhere, Message Broker V7 provides the universal connectivity essential for SOA.

It's a natural fit for any WebSphere MQ user.

New nodes expand the interaction of the broker with other products. FTE file input and output nodes provide end-to-end file processing for timely, intelligent, transactional transfers.

A multi-platform CICS node allows you to connect and maximize your customer information control system programs.

And improved nodes for packaged applications like SAP, Siebel, and PeopleSoft make connections easier to manage, so you can harness and unlock the data in your packaged applications and connect them to the rest of your IT assets.

New features in Message Broker V7 make it easier for administrators to effectively understand and adjust broker behavior and respond more quickly to changing business requirements. A powerful operational management interface lets you see what's going on within your business in a single view. You can generate comprehensive audit and monitoring events for both new and existing message flows, and also use these events for business intelligence and compliance scenarios.

And in Message Broker V7, platform, environment, and performance improvements take advantage of hardware and software updates, and more accurately reflect current customer needs and improve product performance in key scenarios.

Customers across industries around the world who conduct tens of millions of data transactions a day rely on Message Broker for the business agility they need to remain competitive.

For example, in the UK, Mothercare reduced the cost and complexity of using multiple ERPs, eliminating point-to-point interfaces and improving total cost of ownership.

University of Pittsburgh Medical Center improved nurses' efficiency and reduced paperwork through Smartroom – a workflow optimization system – providing better quality of care at the bedside.

And CenterPoint Energy in Houston built an intelligent grid that reduced the frequency and duration of power outages through proactive management and automated response.

Discover how IBM WebSphere Message Broker V7 can help your organization untangle IT complexity and transform information from anywhere, to anywhere so you can enable business agility, cost optimization, and competitive advantage.

To learn more and download a free trial edition today, visit the URL on your screen.

http://www-01.ibm.com/software/integration/wbimessagebroker/