

WebSphere Business Events, Version 6.1

Highlights

- ***Improves line-of-business insight and awareness around event-driven business situations***
- ***Increases business agility by enabling faster responsiveness to customers, suppliers and changing market needs***
- ***Empowers business users to define and manage business events, enabling timely, proactive actions***
- ***Reduces TCO for composite applications requiring the combination of event-pattern detection, traditional workflow and activity-monitoring functions***
- ***Reduces total cost of ownership (TCO) through codeless implementations, enacted by business users, often without incurring IT development or implementation costs***
- ***Enhances existing business process management and service oriented architecture infrastructures***
- ***Provides the ability to detect, decide and dynamically react to both simple and complex relationships between people, events and information***

All businesses operate in a complex ecosystem of connected, interrelated events. Everything from fluctuating interest rates, changes in the weather and even seemingly simple customer transactions can have a significant 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) software helps businesses detect, analyze and respond to these events, both simple and complex, to take advantage of emerging opportunities, handle unexpected exceptions, mitigate risks or redirect resources. 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.

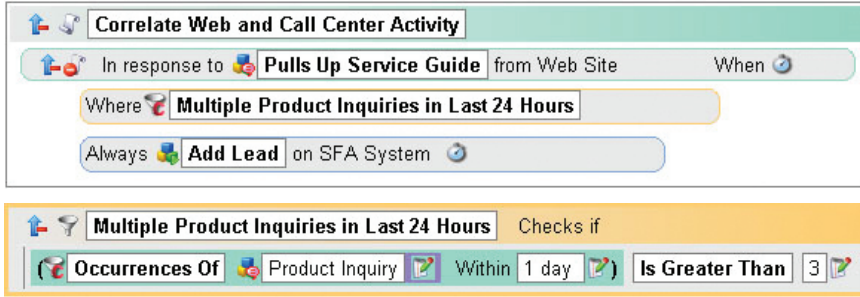


Figure 1. WebSphere Business Events Interaction UI and Condition UI help ease user management.

WebSphere Business Events

IBM WebSphere® Business Events puts this power of BEP in the hands of the business user. It uniquely allows business users to 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 allows for bidirectional monitoring of business events, enabling business users to visualize activity as it flows through the business (see Figure 1).

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 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.

WebSphere Business Events can help your business to achieve these 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 helps 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

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 includes spanning the chasm that frequently exists between the line-of-business analyst and the IT developer. As the patterns of business event behavior are defined,

WebSphere Business Events delivers pertinent business insight back to the participating portions of the company as the events occur, so that the company can react and adapt as situations demand. WebSphere Business Events delivers this business-focused function using four basic elements.

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 are further enabled to leverage other technologies within BPM and service oriented architecture (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. The business analyst 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 provide the ability for business users to apply business concepts such as business vernacular, heuristics, business logic, and business event correlations and relationships. The business users can accomplish these design and definition tasks by learning how to use the supplied tools 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 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 initiates business actions, ranging 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, the line-of-business user defines 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 in a fashion most appropriate to 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.

For more information

To view the system requirements for WebSphere Business Events, visit:

ibm.com/software/integration/wbe/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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Route 100
Somers, NY 10589
U.S.A.

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