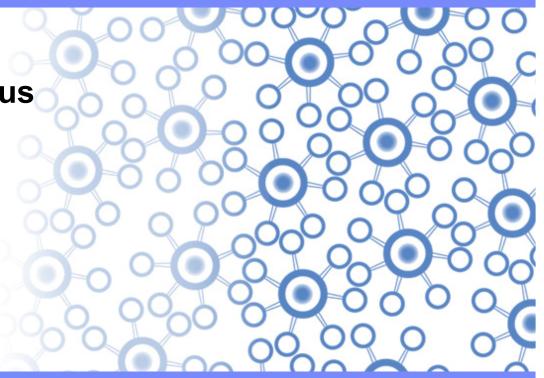


The Enterprise Service Bus

WebSphere ESB

IMPACT 2009



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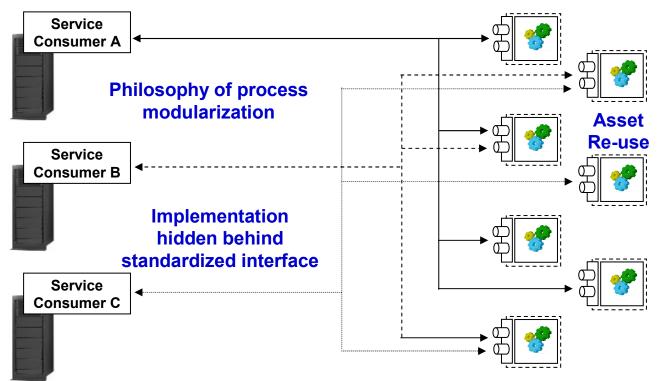
Agenda

- WebSphere Enterprise Service Bus Overview
- Ball State University Case Study
- Q & A

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The Value of Loosely-Coupled Services

It allows the flexible re-use of assets. Construct business processes by using these services in the order needed:



This is good -- it achieves at least a few key things:

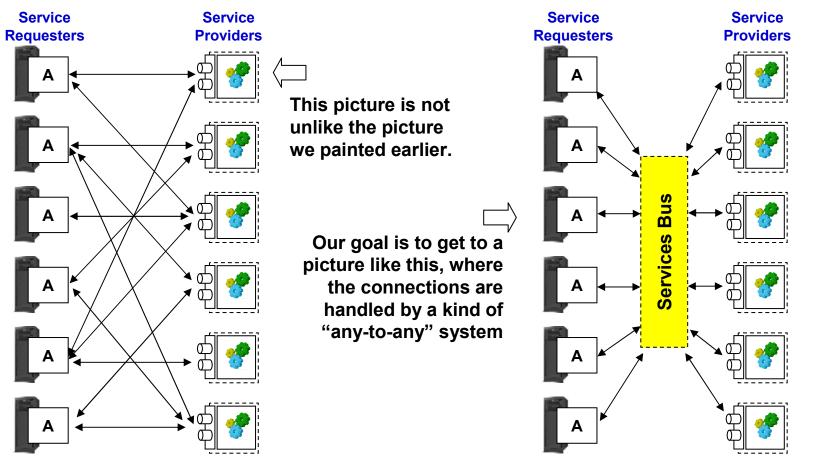
- Establishment of a mindset towards reusable, service-oriented design
- The creation of an inventory of reusable service assets
- The hiding of complex implementation details behind a standardized interface

But this by itself does not solve the complexity issue ...

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Still Point-to-Point

Services are only the first step. If only a few, then easy to manage. But when the number increases, the complexity increases as well. We need to address the point-to-point nature.

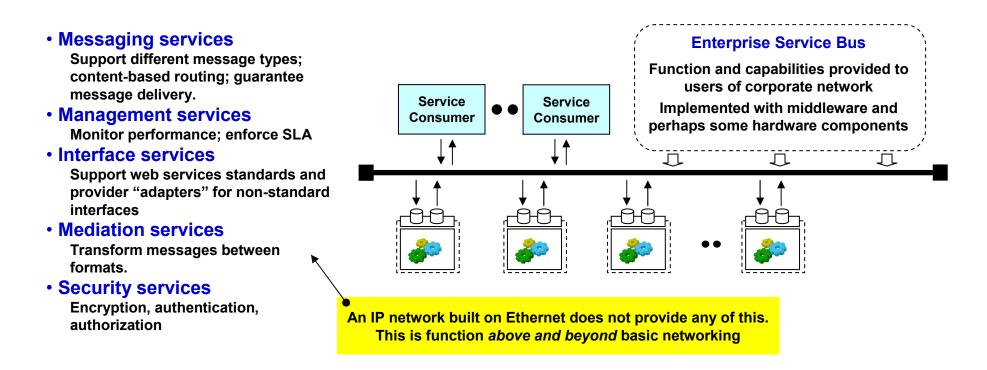


What is it? And what does it provide? ...



The ESB -- What It Is and What it Provides

Here's the picture from our Introduction presentation. Key point is that the ESB is function mapped on top your existing network infrastructure.



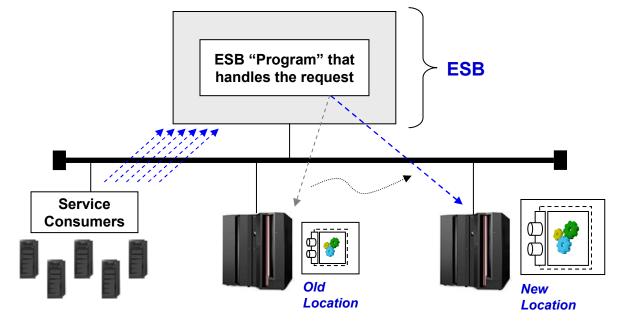
Even with this it's a bit of a slippery concept. Let's take a look at one more "concept picture" then introduce IBM's ESB products.

A common initial use of the ESB ...



Ability to "Alias" the Service -- Improved Flexibility

Even if we don't do fancy message transformation, simple routing through ESB provides the benefit of improving flexibility:



- Service users continue to go to same ESB location
- Definition inside ESB modified to point to new service location
- Change hidden from service users

Admittedly a simple example. And dynamic retrieval of an updated WSDL in a Web Services world achieves the same result. But what about application connections that don't use Web Services? Or, what if client has cached copy of WSDL and it's not updated?

Even simple implementations of ESB can serve important role as intermediary that hides service location details behind common entry point. Then it can be expanded as needed to do additional protocols, protocol remapping, message transformation, etc.

More complex examples ...



The ESB as a "Black Box" for Service Consumers and Producers

Here's a conceptual diagram showing ESB handling two different request flows. One is simple pass-through; other requires some format transformation.

1. Consumer A has standard **SOAP/HTTP request** ESB provides simple addressing 2. **Extract Data** Call CICS and routing for A's request from XML Transaction Consumer B has non-standard 3. 5 XML over MQ or JMS 4. Data extracted from XML. **ESB** 2 Call DB2 and **COMMAREA** formatted update message Hint: the MQ Broker **CICS tran called** 5. lab will look similar 6. DB2 called and message updated, 6 to this formatted into XML and delivered back to client CICS EXCI JDBC HTTP MQ or JMS a specie Service Service 3 **Consumer A Consumer B WebSphere** z/OS Service **ESB** CICS В Service DB2

Illustration shows ESB providing from the simple to the more complex. Communication flows across existing network. Whole thing is "transparent" to consumers or providers of services

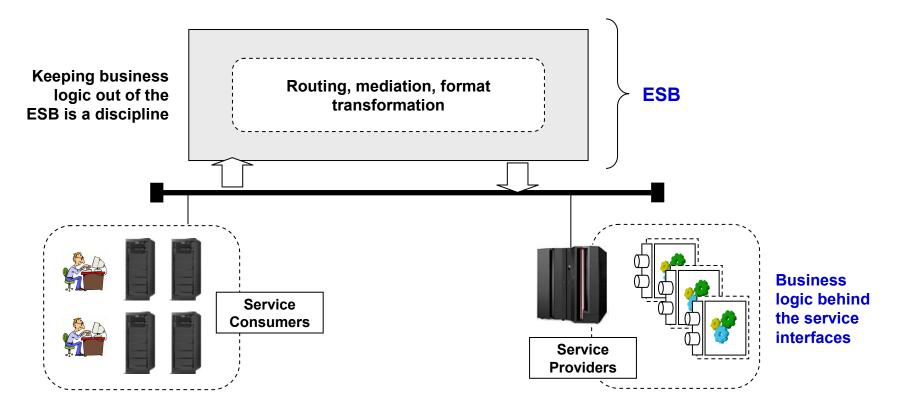
The Golden Rule ...

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No Business Logic in the ESB!

The ESB has within it a computational environment. It would be *possible* to code business logic there, but it is strongly recommended you do not:



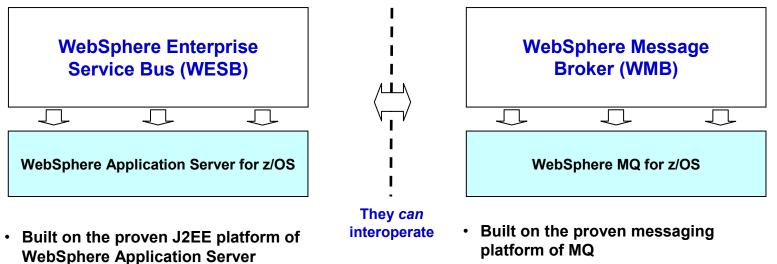
Why? Because business logic in the ESB starts to break down the "service oriented" approach. It's a trend back in the direction of tightly integrated and inflexible.

IBM Product Implementations ...



IBM's Implementation of ESB into Product

Ultimately we need to get to the point where we can point to something and say "There, that's IBM's ESB on z/OS." Here they are:



 Focus is standards-based access and J2EE connector support to backend systems Standards-based access and nonstandard through a host of connectivity options

Key Points:

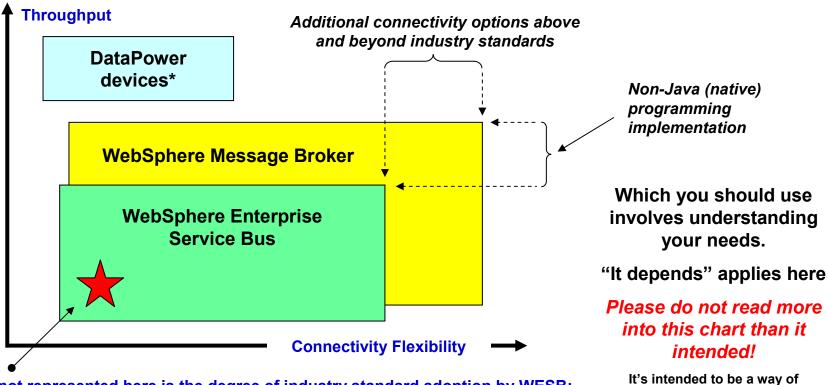
- Shows how ESB function is implemented in middleware (makes "real" the concept of ESB)
- There is the question of "Which Should I Consider?" which we'll cover next It's going to come down to function needed and degree of non-standards access. WESB focuses on industry standard only.

Product Positioning ...

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Approximate Product Positioning

Rough picture of how WESB and WMB (and DataPower) relate to one another:



What's not represented here is the degree of industry standard adoption by WESB: SCA, SDO, J2EE, JCA, etc. If that's important in your decision model, then factor that separately from what's shown here.

DataPower = rackmount hardware devices

www.ibm.com/software/integration/datapower/

- Integration Appliance XI50 -- wirespeed message transformation
- XML Security Gateway XS40 -- WS-Security, XML encryption, XML validation
- XML Accelerator XA35 -- processing XML, XSD, XPath and XSLT at wirespeed

understanding the approximate

positioning of the products





Ball State University: Case Studies

Ball State University

- 20,000 Students with a 660-acre campus.
- Accredited by the Higher Learning Commission of the North Central Associa of Colleges and Schools.
- 170 bachelor's, 88 master's, 16 doctoral programs. Specialist programs include:
 - Applied Sciences and Technology
 - Teachers College
 - Communication, Information, and Media
- \$25 million in external grants for faculty research and education projects. About 70 percent of the submitted proposals are funded
- Ranked as the nation's top wireless campus by Intel in 2005.
- Alumni of note... David Letterman, Jim Davis (Garfield creator), John Schnatter (Papa John's Pizza)









Ball State University - Case Study 1

Lost revenue due to incorrect address in billing system



Industry: Education URL: http://cms.bsu.edu/

"SOA has been such a gift to us. It enables us to embrace a new technology that provides services at a level that we couldn't even imagine before." -Dr. O'Neal Smitherman







Ball State University SOA & ESB Summary

Ball State University bridges disparate systems and solves key administrative issue with IBM SOA solution.

CHALLENGES

 Coordinate 40 name and address systems to streamline administrative processes and ensure information integrity for users

SOLUTION

 SOA with Enterprise Service Bus to connect siloed applications without hand-coding individual API calls

BENEFITS

- Ability to develop and implement services in an SOA environment for resolving name and address discrepancies in 10 months, as opposed to several years for hand-coding individual application connections
- Confidence that IBM solution can lead to wider use of SOA to further streamline administrative business processes
- Services created for this project can be reused in later SOA efforts



The Mailing Address Pain Point

- The BSU President's Office received a heated complaint from a recent graduate who was experiencing difficulty getting a particular BSU department to mail him his bill to pay (so he could then get his diploma), yet he received a Alumni Association request to donate money
- The billing department did not have the student's current address (post graduation) to send the bill
- The Alumni Association did have the current address (purchased from a 3rd party marketing company)

TEM

The IBM System z Accelerated SOA Workshop

- Introduces the client to IBM technology and solidifies SOA terminology with all parties
- Brings together cross brand specialists to discuss how to accurately architect the solution
- Deliverable is a pilot SOW
- The 20+ IBMers and Clients signed off on the POC
- The IBM team utilized existing CICS code on the mainframe as the central repository and created services that would call into the system.
- The BSU team would use existing skill in 'dot net' to create a new Web Front End

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The Bigger Problem & Findings

- I6 departments within BSU that utilize a student's 'Name & Address'
 - For the most part they did not share 'updated' student information when produced by a student
- No master central repository for a student's 'Name & Address'
 - addresses varied among departments
- The existing architecture/platforms determined the business process and the operating rules for more than just managing a a student's address
- Distributed architecture created overlap, duplication, confusion, and lack of integration
- Didn't know how to successfully deploy a system that tries to connect systems without cutting off other existing systems

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Why SOA and ESB at BSU Made Sense

- Existing architecture / platforms that determined the business process and the operating rules can still be used and reused
- Vintage and legacy software applications in production are kept and reused
- Existing business process are either maintained or improved based upon by BSU and not an outside SW vendor
- Costs are reduced
- Technical skill set already exists with in University Computing Services
- BSU has an opportunity to be an SOA leader in Higher Education
- ESB connects siloed applications without hand-coding individual API calls



BSU's benefits from SOA and teaming with IBM

- Any BSU application that utilizes a Student's Name & Address now updates all of the others applications in REAL TIME
- Information on the student is now standardized across all of the university's departments
- Leveraged existing Microsoft 'dot net' skills with University Computing Services dept.
- IBM was willing to "invest" in BSU's success
 - Workshop is Free
 - Utilize highly skilled Pre Sales and Lab Services
 - Mentoring was a key element of the IBM SOW
 - Delivered POC, cost was low (relative to Microsoft)
 - BSU becomes IBM's cornerstone SOA account in Higher Ed
- Generate recognition within the Higher Education Industry





Ball State University - Case Study 2

Lost revenue due to student inability to register for classes

BSU Extended Education Integration Project

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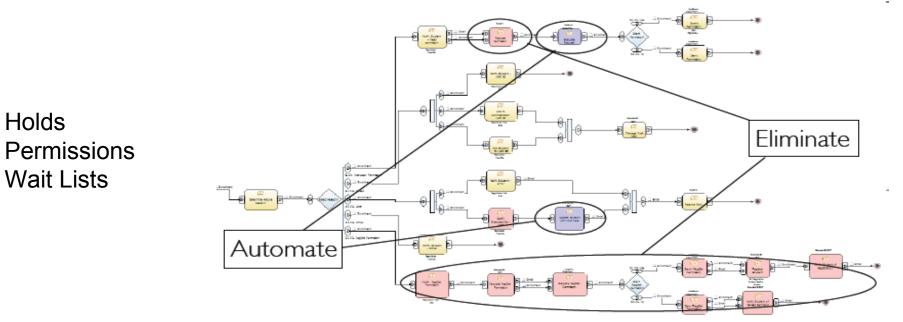
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Wait Lists

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Extended Education Modeling: Current-State Model The current process includes many manual steps performed by the student body and extended education staff. Opportunities for automation and elimination steps were identified



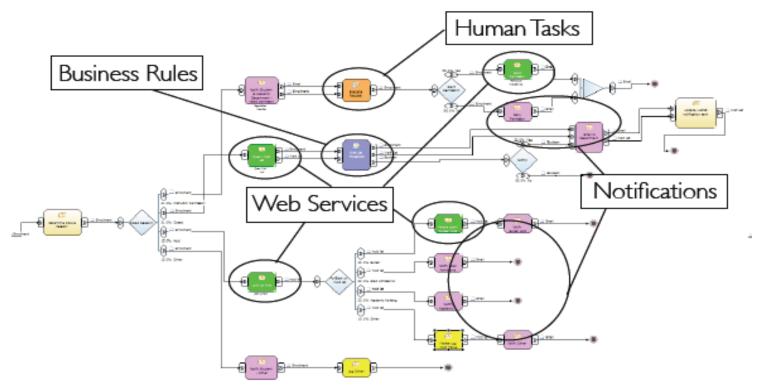
Current-state Issues

- Manual processes can benefit from automation
- Need to decrease work of extended education staff
- Need to increase service to students
- Need to reduce denied enrollments and/or reduce time required to resolve the reason why enrollment cannot be completed

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Extended Education Modeling: Future-state Model

In the to-be process business rules, human tasks, notifications and web services enhanced the model



To-be State Benefits

- Student involvement reduced
- Automation reduces staff work and increases information sent to students
- Human Task simplifies work for academic departments
- Business Rule makes wait list management flexible

TEN

Extended Education Integration: Project Timeline

I Week Each:

WebSphere Business Modeler

- As Is model
- To Be model
- Export to BPEL (business process execution language)

2 Weeks:

WebSphere Integration Developer and Testing

- Import BPEL from Business Modeler
- 3 Process components (BPEL)
- 1 Human task component built-in escalation feature
- 3 HATS web services
- 2 Stored Procedures MS-SQL 2005 built-in JDBC adapter
- 1 Email Component built-in email adapter within WID
- 1 Business rule

2 Weeks:

Deploy to Process Server on z/OS

- Performance and stress testing
- Final end user testing
- Deploy

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BSU Project Observations:

Selecting the right process

- Keep focus on the business issues
- Find the SME that can define business needs
- Be patient

Fast payoff – from problem definition to initial beta testing – 3 weeks

Business value

- Reduce time to enrollment into courses
- Moved the gatekeeper issues to the gatekeeper creators (Bursar, Departments, etc...)

Entire process are self documenting

- 300+ page PDF document consumer ready
 - So complete that BSU wanted to use it as a project acceptance document



Industry: Education URL: http://cms.bsu.edu/

"If you tried to have each system be aware of 40 other systems where addresses are kept, you'd be constantly in maintenance mode trying to accommodate how another system maintains addresses and how do you communicate to it. So, the advent of SOA and Web services is not just an evolutionary step, to me it's a revolutionary step." Fred Nay, IT Director, Ball State University







Ball State University Student Registration Summary Ball State University solves key student registration issue with an IBM BPM solution running on z/OS.

CHALLENGES

Minor unpaid student fees and fines prevented student from registering and paying tuition for upcoming semester

Effective Customer Service

High involvement with Registration Staff

Business flexibility

SOLUTION

WebSphere Business Modeler to document their existing processes and then to make changes to resolve the problems

WebSohere Integration Developer to assemble and wire the services required by the process model

WebSphere Process Server on z./OS to orchestrate and streamline business processes and perform workflow automation

System z runtime environment

BENEFITS

Streamlining and automation of business processes in student registration

Less involvement from Registration Staff

Increased number of successful registrations

Improved, meaningful messages & next steps when registration fails

Services created for this project can be reused in later SOA efforts

Self-Service Pattern

The BSU Projects: How was all this accomplished?

IBM provided:

- Guidance, training and experience
- SOA and PIW workshops

The Solutions included:

- An SOA infrastructure
- Reuse of existing assets (CICS applications, other apps)
 - Existing production environment not upset
 - Existing skill set 30 years of CICS and mainframe

The Product set included:

- IBM WebSphere Process Server
 - Provides the engine for runtime execution of the business processes
- IBM WebSphere Business Modeler to model the business processes
- IBM WebSphere Integration Developer to assemble the SOA services specified in the model
- IBM WebSphere Application Server
- IBM WebSphere ESB
 - Connects siloed applications without hand-coding individual API calls
 - With WebSphere Application Server, communicates between decoupled back and front ends, choosing the destination for a message and transforming it into the correct format
- DB2, the SOA database
- IBM CICS Transaction Server, Version 3.1
 - Extends CICS applications to an SOA
 - Strengthens the application development capabilities of CICS
- IBM WebSphere Host Access Transformation Server (HATS) - to generate the Web Services Definition Language (WSDL) that is callable by BSU's .NET front end to publish information to the user interface.





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Backup Slides WMB and WSRR





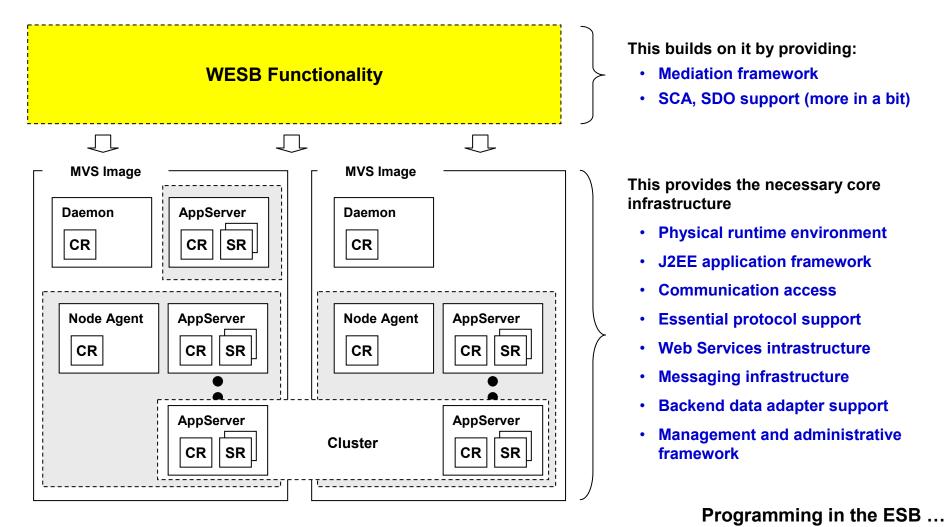
An introduction to

WebSphere Enterprise Service Bus (WESB)



Start With A Recap of WebSphere Application Server

We do this because WESB is built on top. WAS provides the communication infrastructure and J2EE runtime environment. WESB extends that.

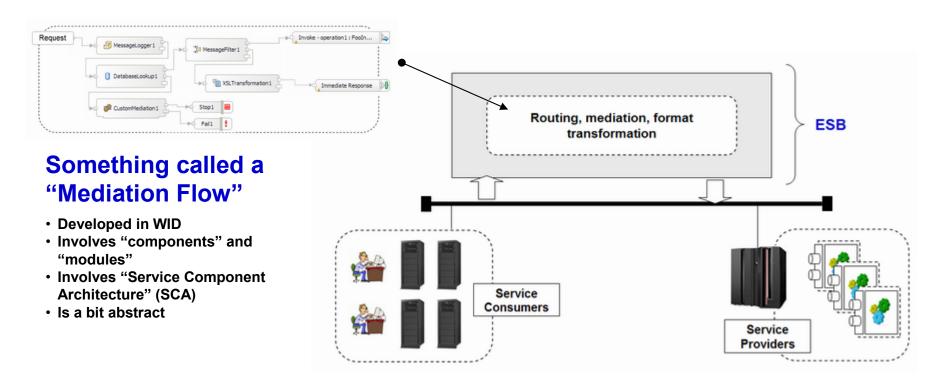


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IEM

Message Handling Intelligence in the ESB

To discuss WESB it quickly becomes necessary to talk about the programming capabilities WESB supports. That will be our focus over next several charts.



It's a key part of the WESB story. Talking about it requires us to explore how the mediation flow is built and what it can do. It's a more abstract discussion.

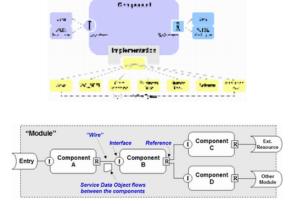
Intro to SCA ...

Background and History of Service Component Architecture

Launched around 2005, this is intended to standardize development of applications that conform to SOA principles.

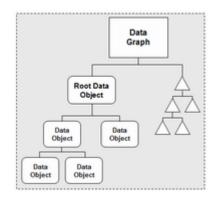
Key Vendors: BEA Systems, Cape Clear Software, IBM, Interface21, IONA Technologies PLC, Oracle, Primeton Technologies Ltd, Progress Software, Red Hat Inc., Rogue Wave Software, SAP AG, Siebel Systems, Software AG, Sun Microsystems, Sybase, TIBCO Software Inc.

Abstract Program Representation



- Orients programming model around concept of services with interfaces and references
- Graphical development tools will assist in drawing out and generating the code

Abstract Data Representation



- A standardized way to represent data
- Provides for easier data interchange
 - Within a mediation flow
 - Between service implementations

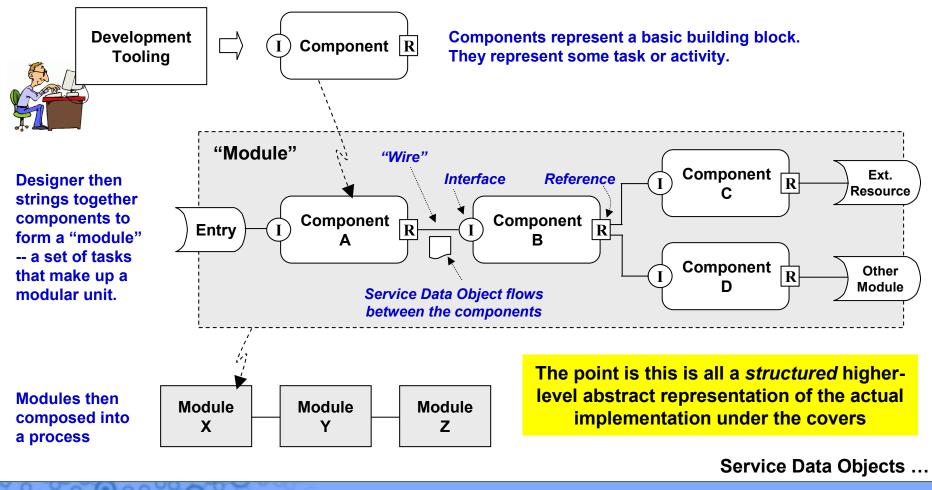
WESB's programming model is based on SCA, so discussing it requires we touch on SCA.

High Level of SCA ...

High Level of Service Component Architecture (SCA)

SCA is an architectural model that seeks to abstract the actual implementation and provide a consistent higher level model for developers and tooling

This can be a very slippery concept to some



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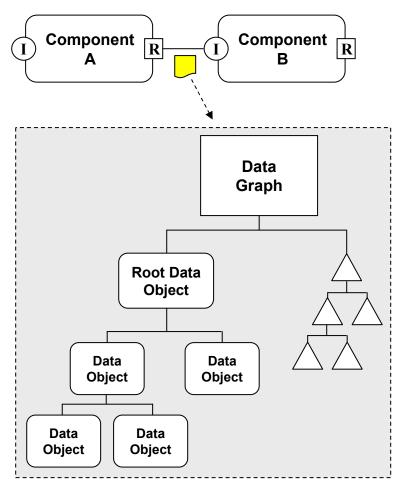
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Service Data Objects

A structured way of representing data handled by components *and* data that flows between components. When flowing, SDO's are in XML format.

This is often represented in a "tree" format:



Data Graph

A "container" (outer wrapper) for the data objects that are held within. A message flowing will typically have more than one data object.

Data Objects

A data object represents a piece of data. A person's name, an invoice number, a price, whatever. Multiple data objects are typically part of a larger message. They too are arranged in a tree format which represents their relationship to one another

Each data object has:

- Name of data object
- Type of data object (simple/complex; scalar/array)
- Value (as well as the default value)

Change Summary

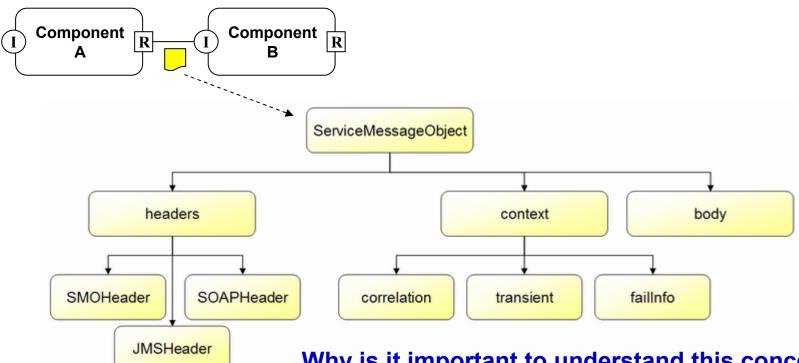
Represents the incremental changes made to the data objects as the SDO moves between components.

Messages are a type of Data Object ...

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Service Message Objects

Are a form of Service Data Object. The contents of the message is repesented in a tree format:



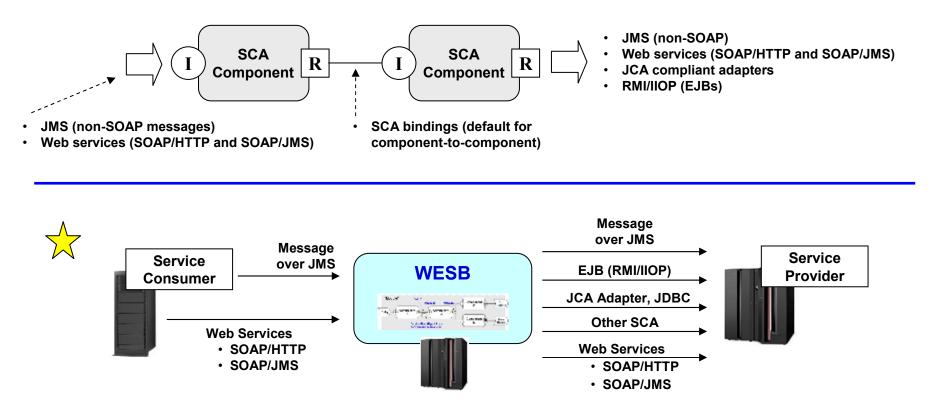
Why is it important to understand this concept?

Because any transformation of the message is going to made against this structured format. Querying specific data elements will be aided by such a structured format. All with structured change data.



The "Bindings" of an SCA Component

These define what can invoke a component, and what a component can invoke. It's not "anything" -- there's a defined set of things:



These are all open standard protocols

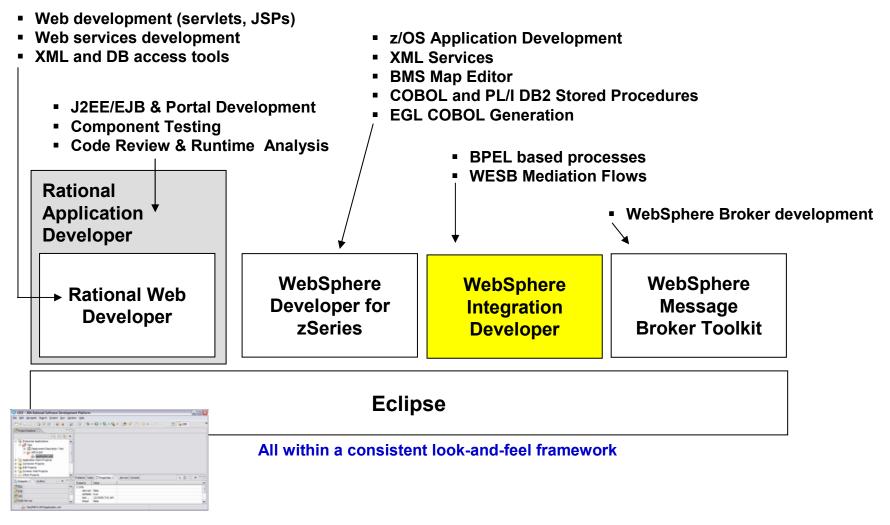
Development tool ...

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The Tooling to Develop Mediation Flows

From our first presentation:

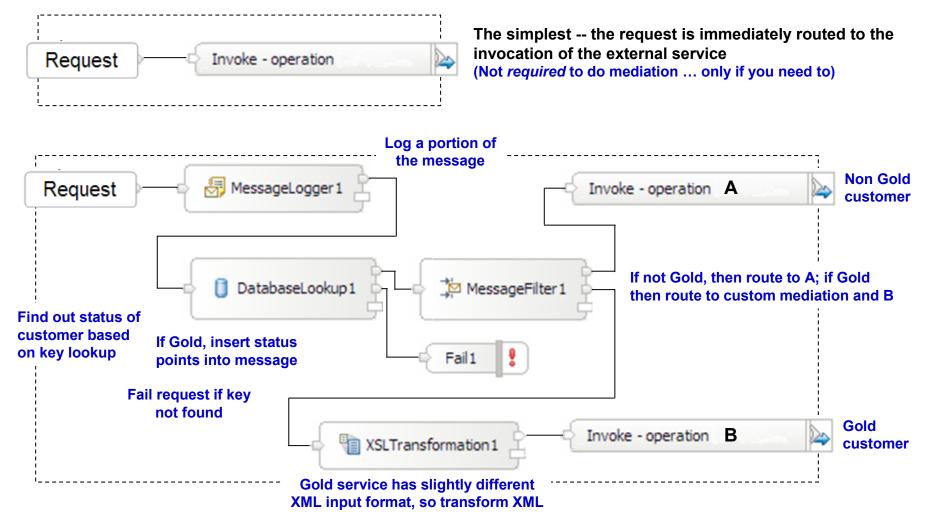


Mediation "primitives" ...



Some Examples of WESB Mediation Flows

From simplest to a little more complex



When multiple mediation flows in WESB ...





An introduction to

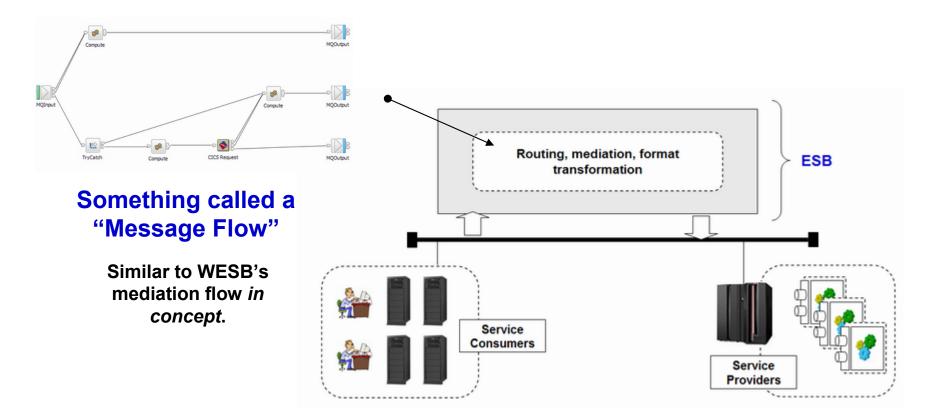
WebSphere Message Broker (WMB)





Message Handling Intelligence in the ESB

Again, we need to talk about the programming capabilities of the ESB



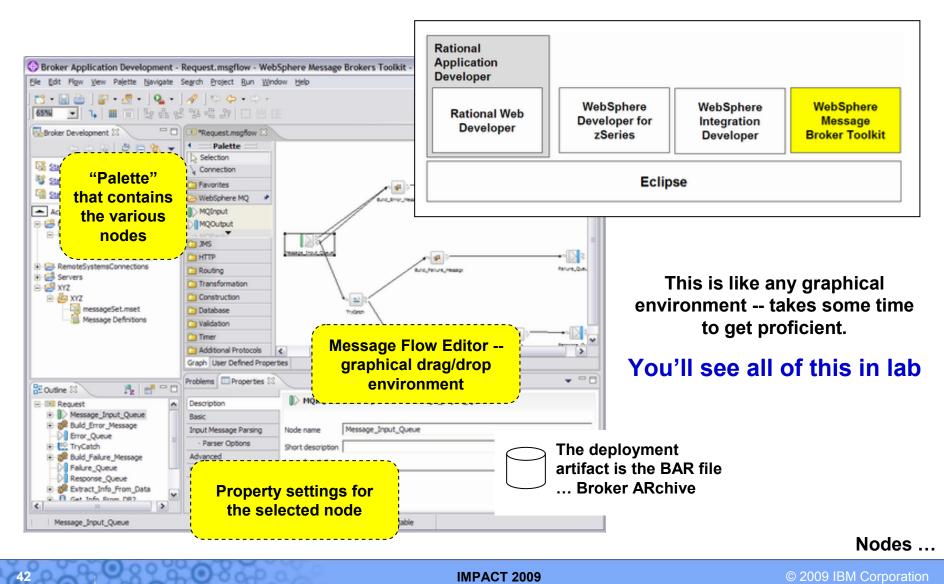
WMB's built in capabilities are far more extensive than WESB's. Much of this story is going to be told by reviewing these built in capabilities.

Broker Toolkit ...

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Broker Toolkit

Yet another "Eclipse-based" tool used to create WMB message flows:

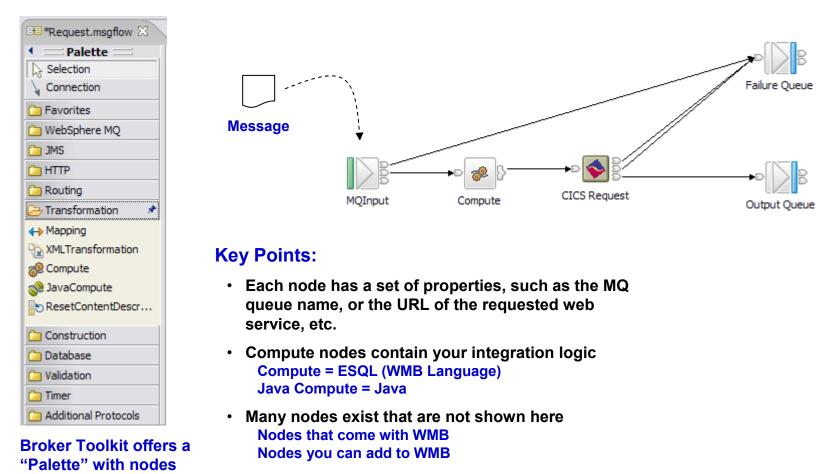




Nodes

available for use

Nodes are the basic building blocks of a message flow. They represent functional routines that encapsulate the flow logic. Nodes are used to create a flow, which represents the "reusable integration application" inside the ESB:

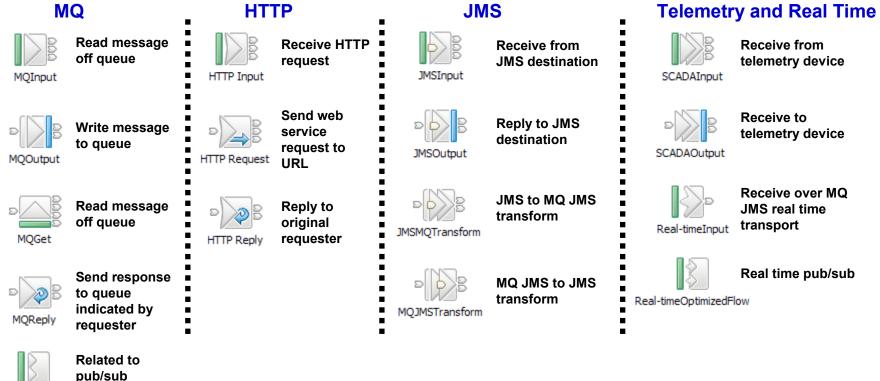


Built-in Nodes ...



Built-in Nodes: Input/Output Related

The Broker Toolkit comes with a set of built-in nodes you can use to start building message flows right away. Additional nodes are downloadable. The downloadable nodes come in the form of SupportPacs. More in a bit.



MQOptimizedFlow

The WMB InfoCenter has an excellent description of what each of these nodes do. Just search on node name. URL for InfoCenter:

http://publib.boulder.ibm.com/infocenter/wmbhelp/v6r0m0/index.jsp

More built-in nodes ...

Build-in Nodes: Routing, Transformation and Database

Compute

JavaCompute

XMLTransformation

Mapping

ResetContentDescriptor

Transformation

Transform XML

using XSL

Populate

message with

of the message

new content

Routing



Route based on message content



Used with RouteToLabel



Route to topic subscribers (pub/sub)



Route to label node

Beginning of

message fan-out

RouteToLabel



AggregateControl



End of a fan-in

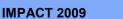
AggregateReply



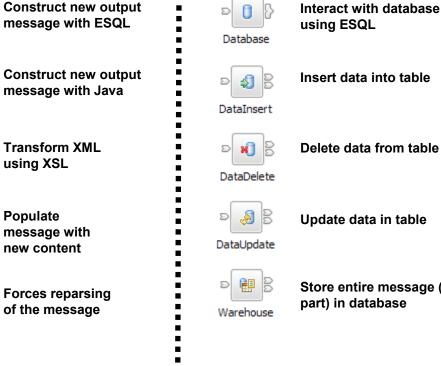
Related to fan-in/fanout messages

AggregateReguest

Those were the "built-in" nodes. More nodes are possible. They can be added to your Toolkit. They come packaged as "SupportPacs"



Database



- Delete data from table
- Update data in table
- Store entire message (or part) in database

z/OS nodes ...



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z/OS Specific Nodes

These nodes are designed to interact with specific z/OS resources.



VSAMDelete

Has a z/OS-side component that needs to be installed





FileDelete



D 🌇

FileRename



File format: •QSAM •F,FB,V or VB only

Has a z/OS-side component that needs to be installed





Provides local access to CICS

(Note: there are other ways to access CICS without this node. More on that later.)

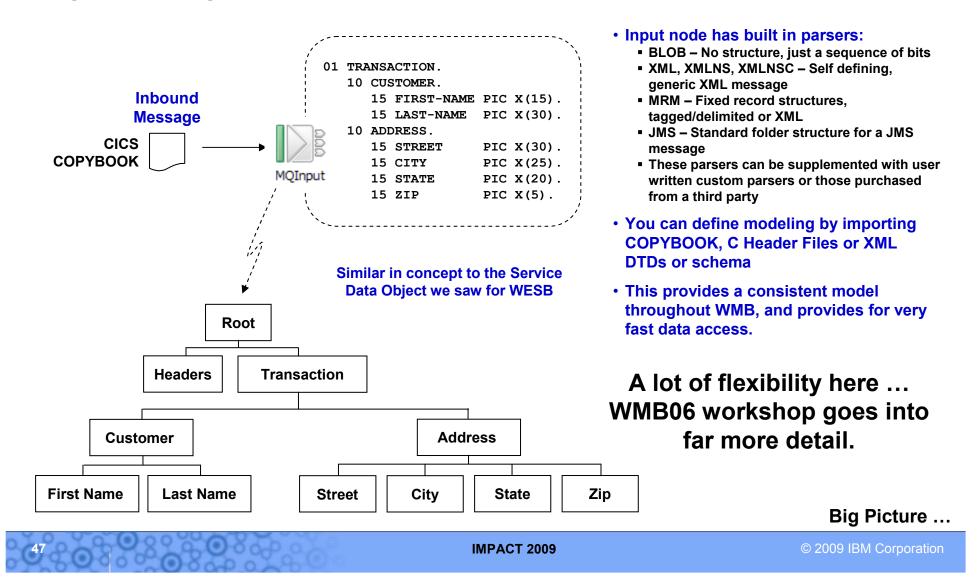
These SupportPacs extend the function of WMB to do z/OS-specific things

Parsing the received message ...

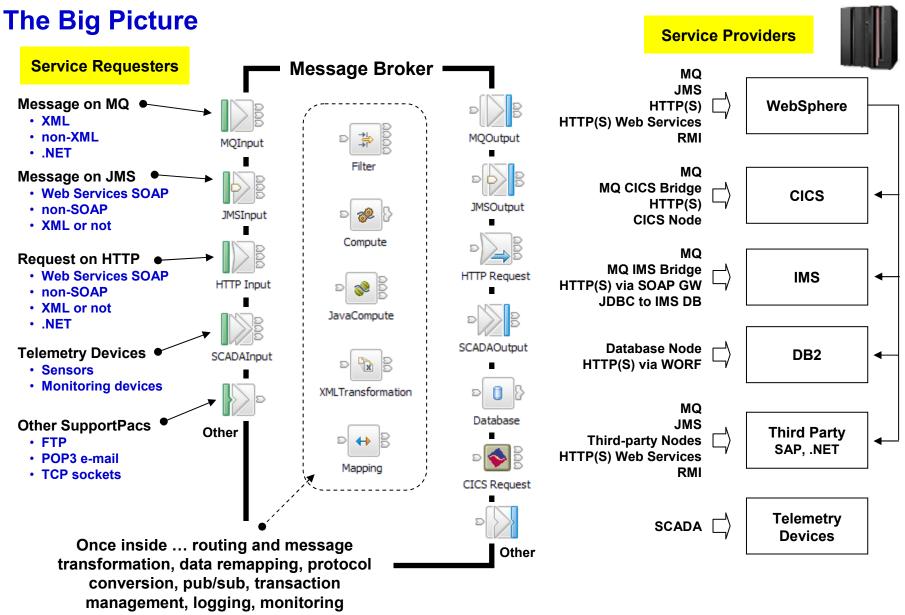
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Parsing the Message ... and the Logical Message Model

The Input node of a message flow parses the message and constructs a "logical message model" -- a structured representation of the data:









Small Detour

or a share

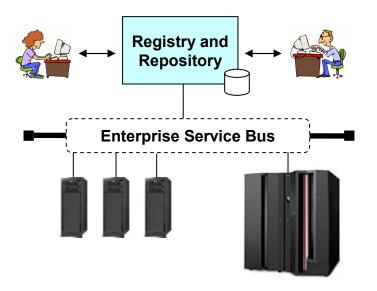
WebSphere Services Registry and Repository (WSRR)

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Setting the Stage for Discussion of "Registry and Repository" There are two fundamental things a registry and repository is going to provide:

As a runtime source of information, retrieved programmatically **Registry and** Repository **Enterprise Service Bus** This is perhaps the more common use of a registry people think about ...

As a organized and centralized source of information for planning, developing and managing the SOA environment



... but overlooking this means you'll miss what IBM is planning for this function.

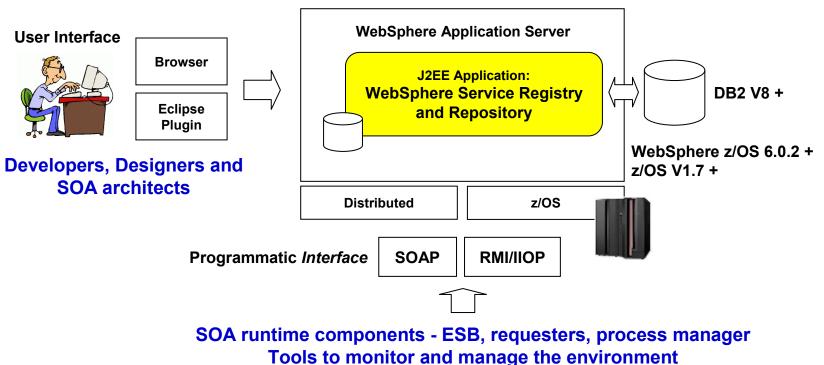
Imagine trying to control this if the information was scattered across different notebooks, spreadsheets, yellow sticky notes on the wall, in their heads, etc.

WebSphere Service Registry and Repository ...



WSRR ... What It Is Physically

It's a sophisticated WebSphere J2EE application with a relational data store:



roois to monitor and manage the environment

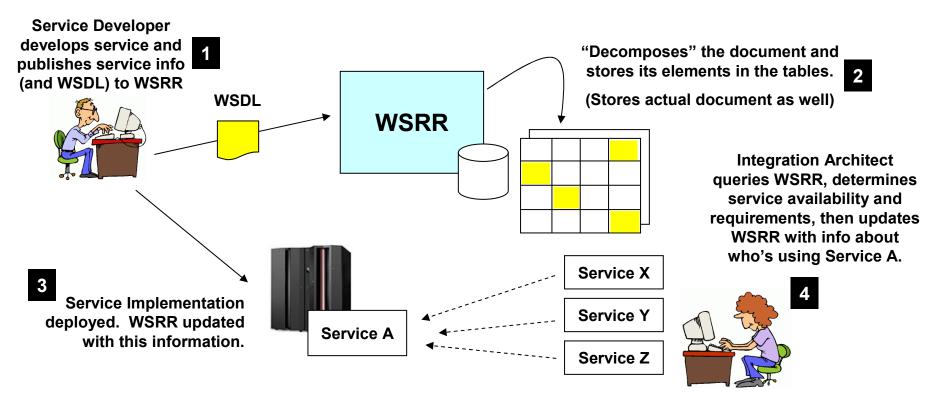
This is designed to be more than just a place where service endpoints are registered, or WSDL files stored.

An example ...



Fine Grained Queries and Associations

To give you a sense of this, consider the following:



WSRR now has information about the service, provides for fine-grained queries against individual elements of service artifact, has information on status of service, and has information about what other things are using the service. This is more than just a simple registry for service endpoint information

Evolving standards ...



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Evolving Standards in this Space

The UDDI standard appears to be stabilized. It has limitations. Work is underway to define a broader industry standard. IBM is involved in that effort.

