An Introduction to WebSphere Business Events for System z

We are living in a new landscape

Smarter | Planet

instrumented
interconnected
intelligent

people
companies, institutions, industries
man-made systems
nature's systems

We face the challenge of accelerating market shifts

- **Rising consumer expectations compel improvements in speed and personalization**

- **Rapid swings in economic and commodity markets highlight lack of adaptability**

- **Lower barriers to entry in a digital, flat world, enable fast and easy access by new competitors**
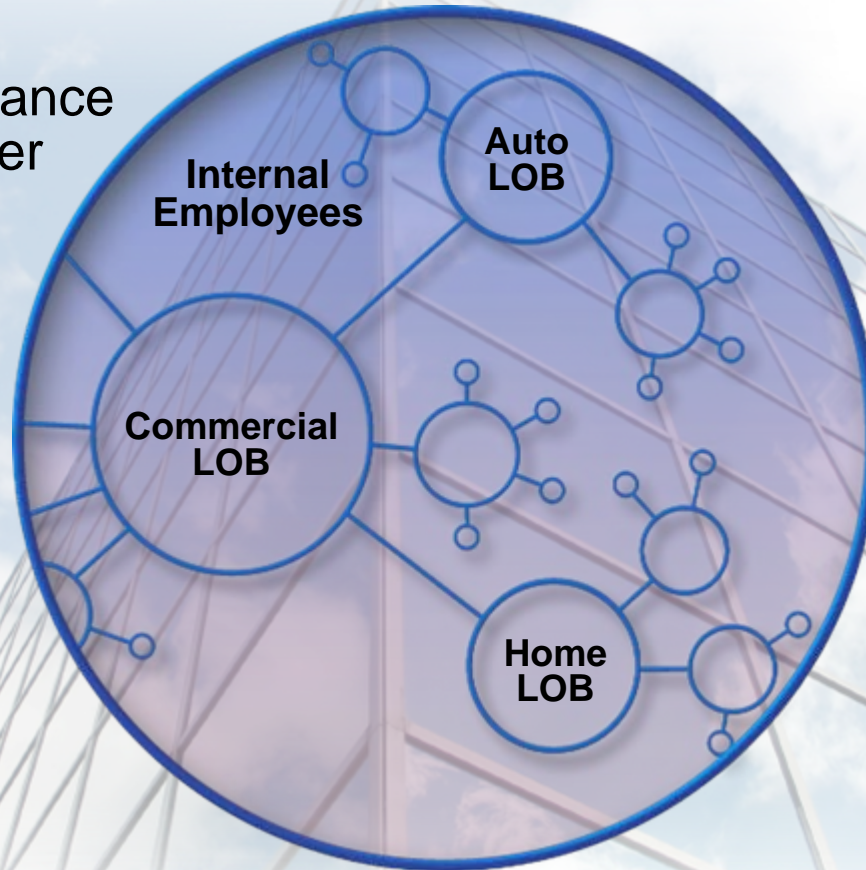
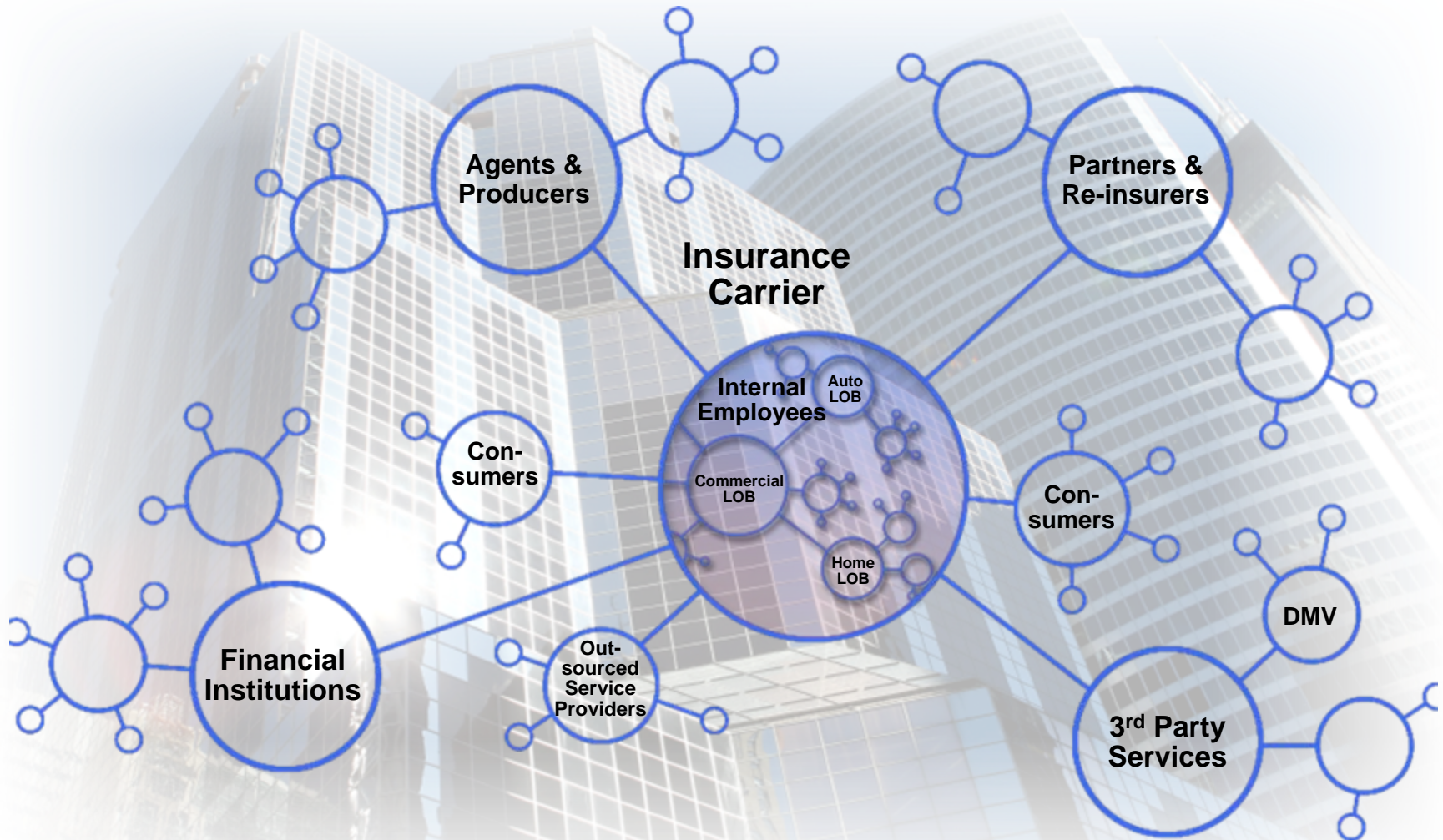How do businesses evolve
to Work Smarter?

Our business networks

Insurance
Carrier

Internal
Employees

Auto
LOB

Commercial
LOB

Home
LOB

Are becoming broader…and much more dynamic

Organizations are not equipped to handle the dynamism

Ineffective inventory management leads to lost sales

Poor response time leads to unhappy customers

Exceptions waste resources and increase costs

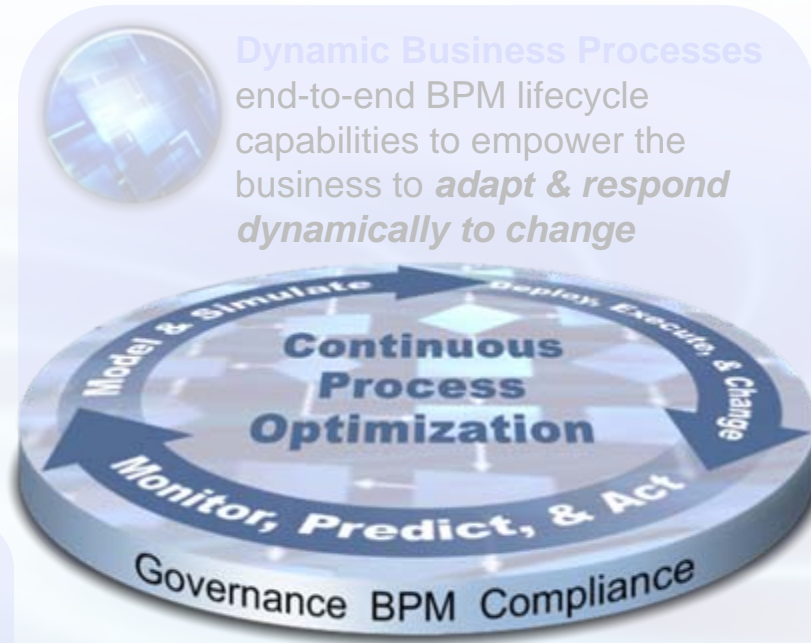*Supply chain disruptions increase costs*

Poor workload management leads to dissatisfied employees

Paper-intensive and manual processes impede visibility

*85% of CEOs Require **More Insight** into their Businesses*

Transform Insight into Action with business event processing

Dynamic Business Processes
end-to-end BPM lifecycle capabilities to empower the business to *adapt & respond dynamically to change*

Continuous Process Optimization

Model & Simulate — Deploy, Execute, & Change

Monitor, Predict, & Act

Governance BPM Compliance

Discover & Design
by collaborating to capture, model, and analyze key processes to *link strategy to process execution*.

Transform Insight into Action by monitoring and analyzing business processes and events for *effective decisions*.

Process Automation to *increase operating efficiency* and *optimize costs* by streamlining business processes.
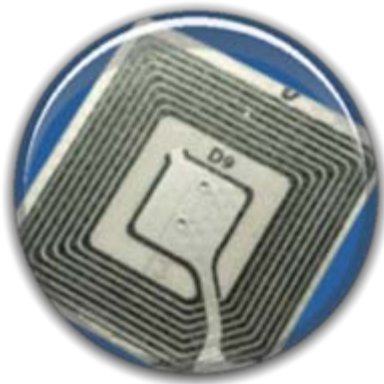
Additional knowledge and insights are contained in business events all around us

What is a Business Event?	An action that has occurred, or the absence of it occurring, which has relevance to the business

Large companies can experience up to **800 Billion** business events daily

Nearly **4 Trillion** RFID events are emitted each day

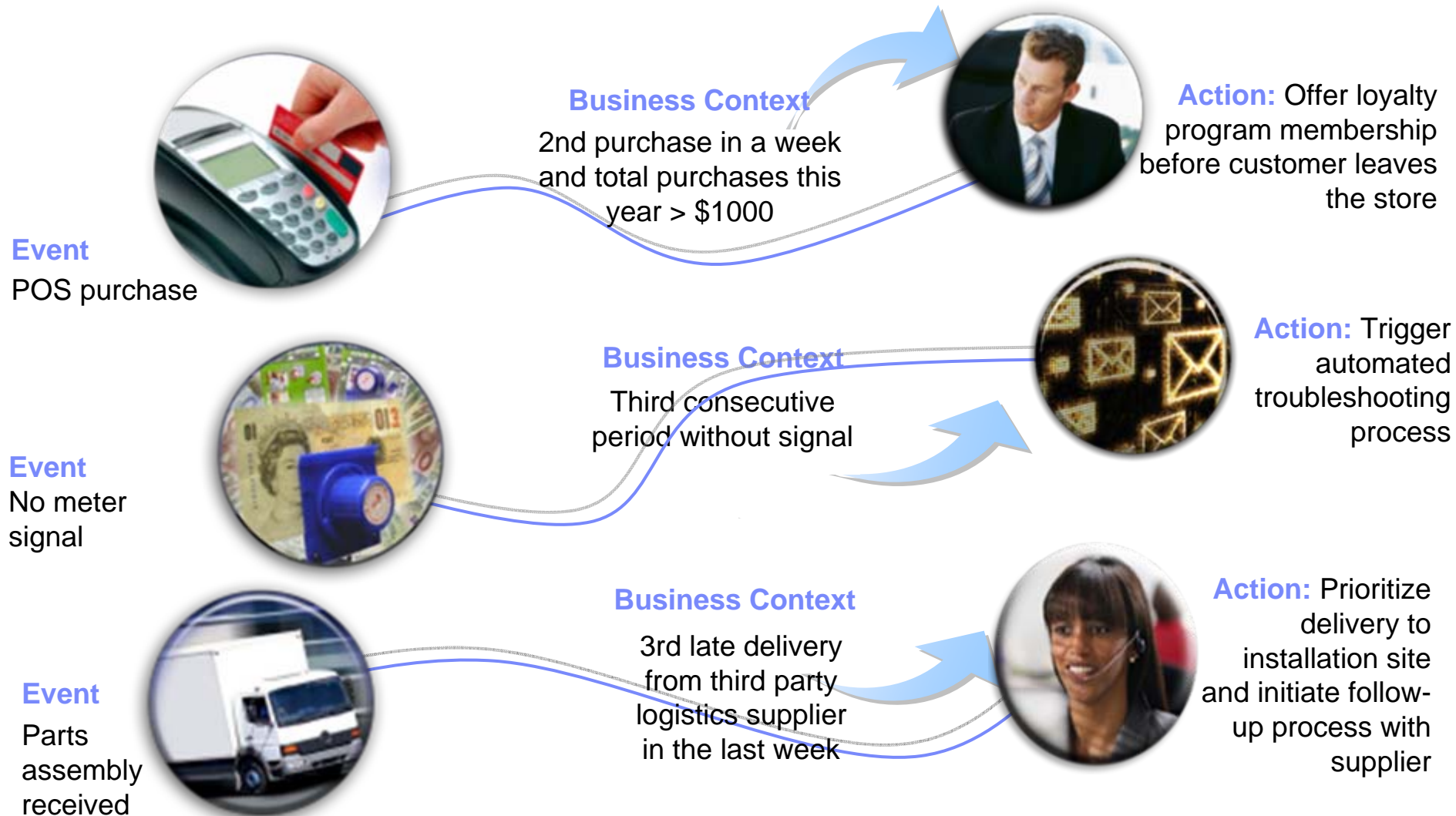Over **30 Billion** CICS transactions per day

Business events in the right business context enable proactive management

Business Context

2nd purchase in a week and total purchases this year > $1000

Action: Offer loyalty program membership before customer leaves the store

Event
POS purchase

Business Context

Third consecutive period without signal

Action: Trigger automated troubleshooting process

Event
No meter signal

Business Context

3rd late delivery from third party logistics supplier in the last week

Action: Prioritize delivery to installation site and initiate follow-up process with supplier

Event
Parts assembly received

9

Correlate business events over any source, over any time frame
with business event processing (BEP)

Large Withdrawal

Arranges onsite visit

Downloads service guide

Password Change

Click through from follow-up email offer

Accepts offer for a live chat

Address Changes

Capture

Event Messages

BEP

People

Sensors

Processes

Generate Actions

!

Information

Infrastructure

Internal and External Event Sources

Transactions

Applications

Action Messages

Business event processing delivered with IBM WebSphere Business Events

WebSphere Business Events
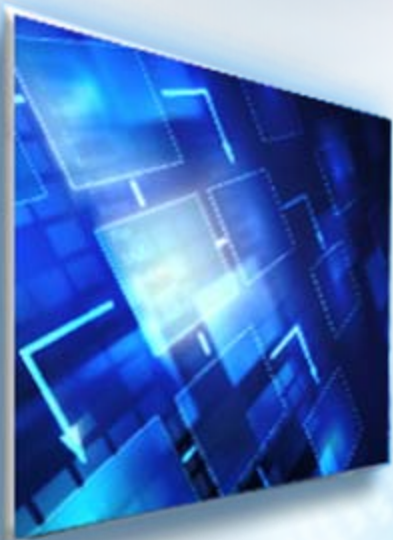
Complex Event Processing

+

Business User Interface

The Convergence of Power and Ease of Use

Bridge the gap between business and IT

WBE Puts Power in the Hands of the Business User…

- **Define business situations and responses**

- **All tasks performed via intuitive GUI**

…Through Collaboration with IT, Allowing IT to Manage Resources

- **Defines available events and properties**

- **Provides connectivity to event sources**

Condition Block

🏷 🔻	Platinum	Checks if			
🔧	Customer.Time Spent		Is Greater Than or Equal To	30min	

Event Interaction Block

🏷 🔧	Respond to Customer		Related by	Customer.Customer ID
🏷	In response to 🔧	Customer	from Web Server	
	Where 🔻	Platinum		
	and 🔧	Sales		
	Then 🔧	Give Discount	on Customer Service 🔵	
	Then 🔧	Notify Sales Manager	on SFA 🔵	

Point and click from drop-down lists
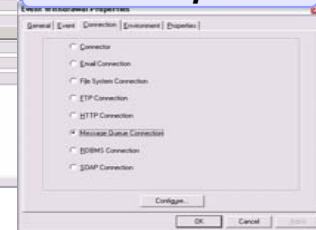
Business User
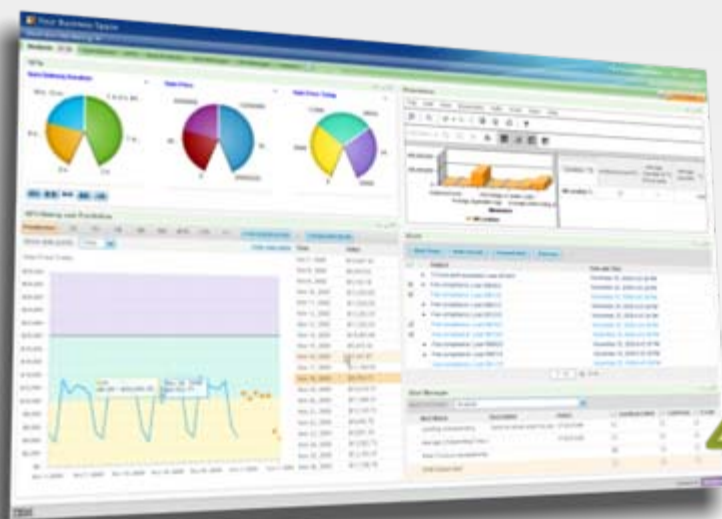
IT Developer

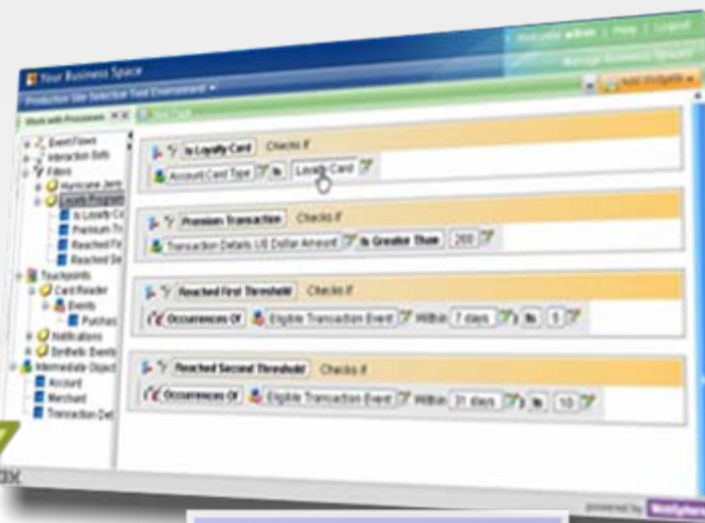**Event Definitions**
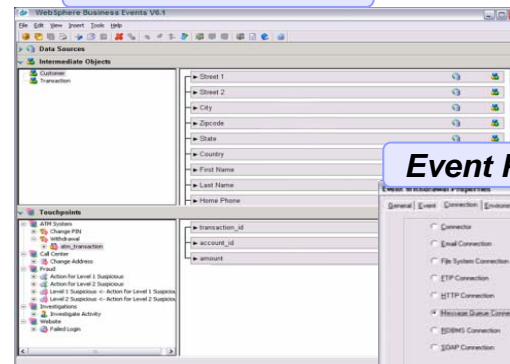
Event Properties

Evaluate and correlate

BAM and BEP together provide insight to respond to opportunities and threats

Business Activity Monitoring

Business Event Processing

Gain faster insight from pattern detection and alerts on KPIs/KAIs in WebSphere Business Monitor and WebSphere Business Events

Manage processes in a unified environment
Role-based business spaces

Business Users

Collaborate, take action proactively

Get started quickly with out of the box templates

Empower Users

Business

IT

IBM BPM SUITE

Methodologies BPM Expertise Pre-built Assets

Business Leader

Process Owner

Business Analyst

IT Architect

IT Developer

IT Leader

Seize opportunities and mitigate risk
WebSphere Business Events V7
WebSphere Business Events eXtreme Scale V7

- **Provide business user authoring tools to define and manage the event processing logic using business terms**
  - Now available via role-based business spaces
  - Achieve greater time to value through event capture, reply, and testing capabilities

- **Manage events from a wide variety of sources**
  - Business Rule Management Systems
  - IMS, CICS applications
  - Industry applications (i.e., Chemical and Petroleum, Healthcare, Retail, and Energy & Utilities)
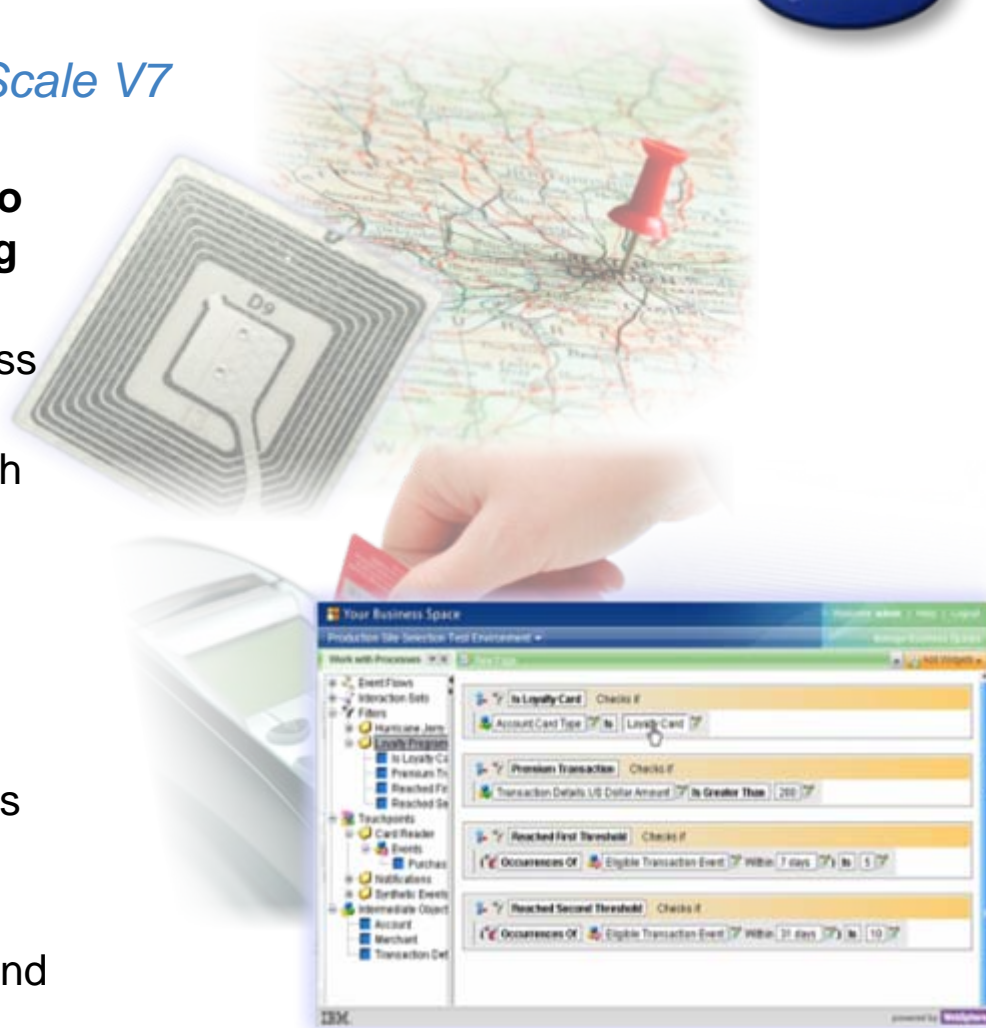
Benefits of CICS with WBE
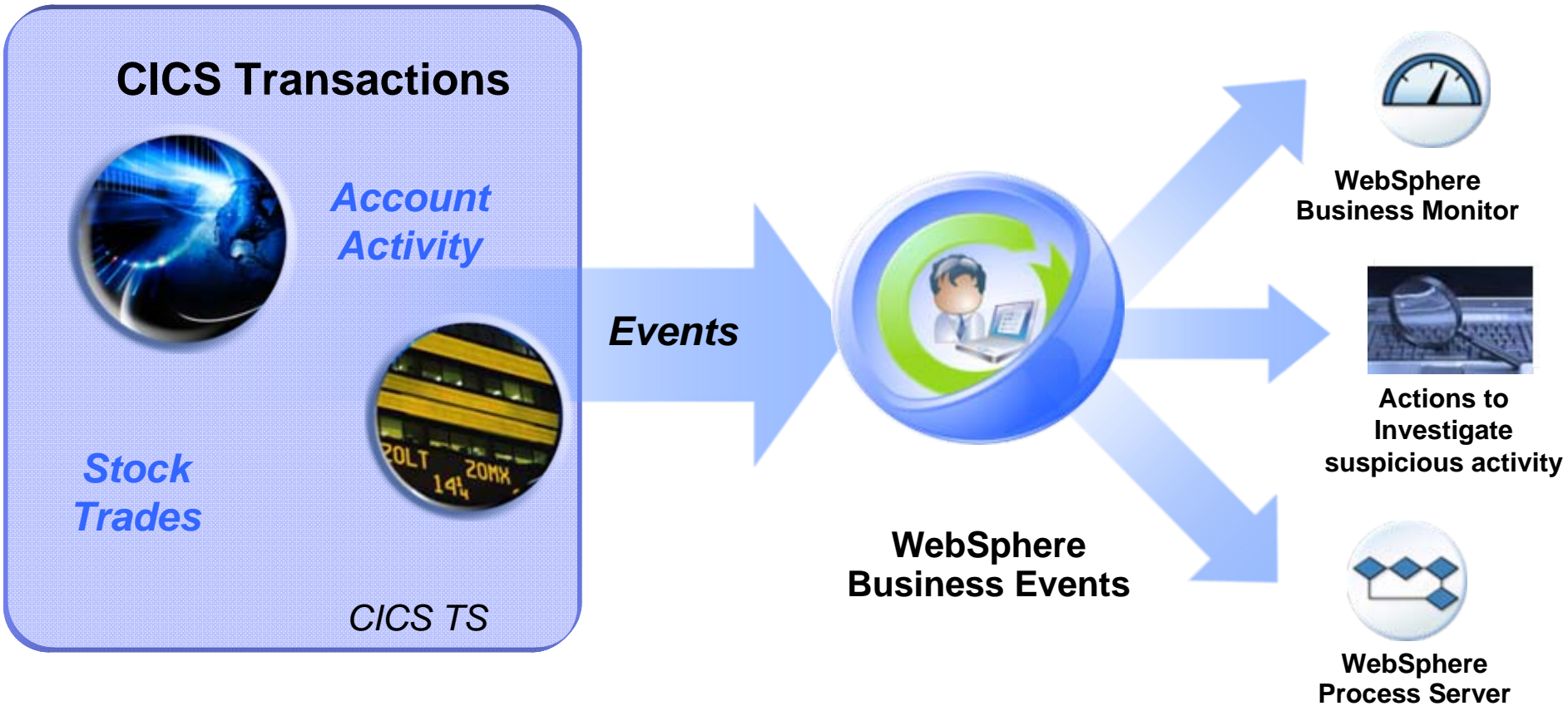*Sense and respond to actionable situations at the right time*

- **Opens the door with CICS and IMS to the Enterprise**

  - Enhances insight gained from CICS transactions to processes in the enterprise

  - Enables the initiation of follow-on processing based on actionable patterns of transactions

  - Increases efficiency and effectiveness providing faster time to value

- **Extends value of System z and CICS and IMS applications**

  - Unleashes information in existing systems

  - Reduces mission critical application disruption

  - Provides means for coordinating information sharing across operational systems

WBE Integration with CICS Transaction Server
Capture mainframe event sources for smarter business outcomes

CICS Transactions

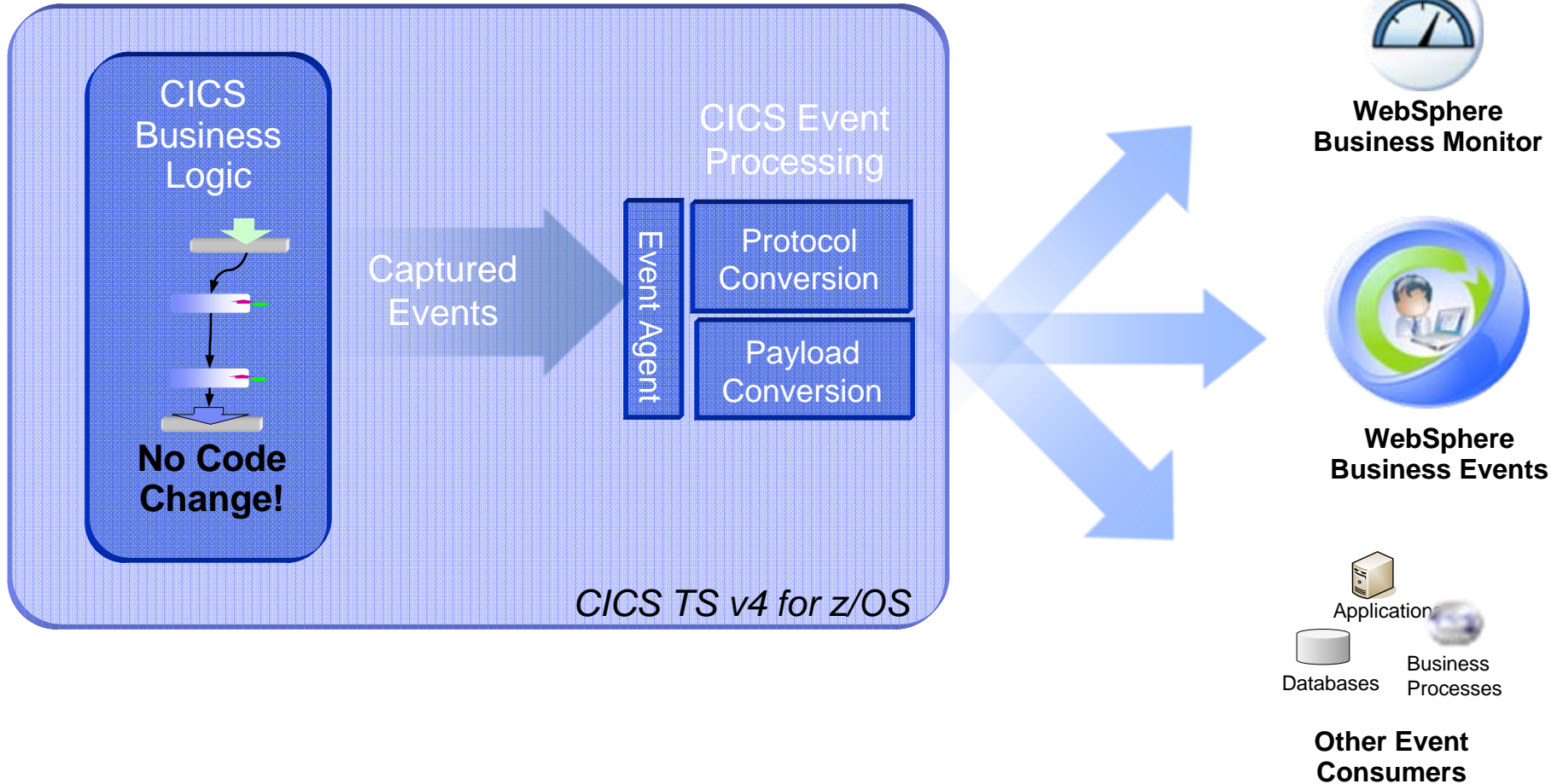*Account Activity*

Stock Trades

CICS TS

Events

WebSphere Business Events

WebSphere Business Monitor

Actions to Investigate suspicious activity

WebSphere Process Server

Providing Real-Time Detection and Compliance

WBE integration with CICS Transaction Server
What's under the hood

CICS Business Logic

No Code Change!

Captured Events

CICS Event Processing

Event Agent

Protocol Conversion

Payload Conversion

CICS TS v4 for z/OS

WebSphere Business Monitor

WebSphere Business Events

Applications

Databases

Business Processes

Other Event Consumers

Agile insurance sales Transform Insight into Action

A large property and casualty insurance company increases online customer conversion

Client Pains
- Difficult to convert customers through online channel
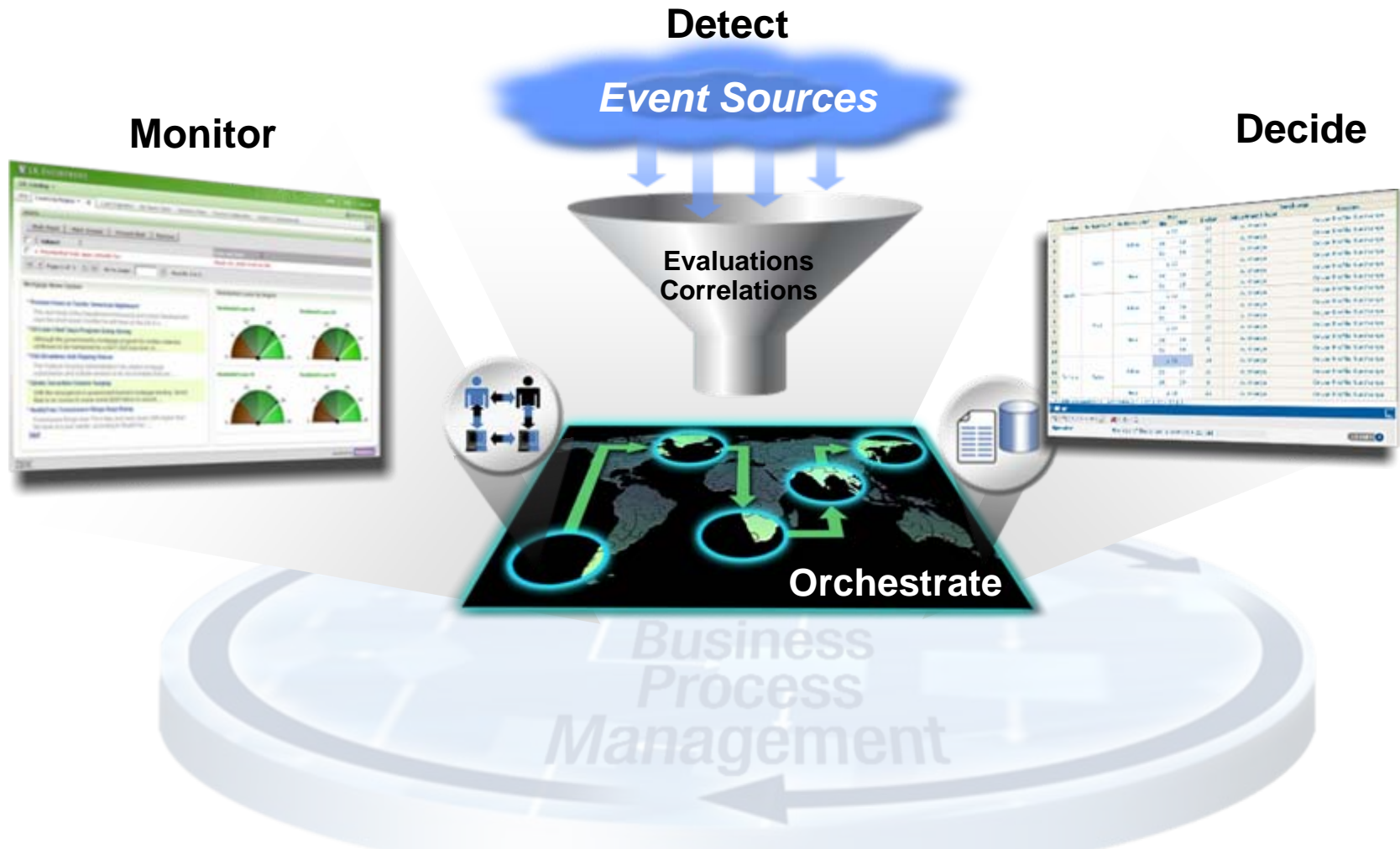- Unable to react to prospect behavior online

Real Results
- *Increased* customer conversions by reacting to abandoned online shopping carts
- Exceeded 1st year ROI estimate in *1 month*

Extend action with better decisions
Leveraging BEP, BAM and BRMS

Detect

Event Sources

Monitor

Decide

Evaluations Correlations

Orchestrate

Business Process Management

Know What's Happening, When to Act and What to Do

Accelerate your BPM success with industry content
Start quickly, deploy faster, and reduce costs and risk

Retail

Supply chain

Government

Healthcare

Banking

Industrial PLM

Insurance

Telecom

IBM BPM SUITE

Methodologies BPM Expertise Pre-built Assets

- **Speed deployment with pre-built industry assets, and new Industry Solution Scenarios**

- **Reduce risk, increase consistency and reuse across departments with industry-standards based assets**

IBM WebSphere BPM V7 System z customers
Solution development and deployments

Tools

BPM BlueWorks
> Cloud-based process and strategy tools
> For Business Leaders

WebSphere ...

...Business Compass
> For Business Analysts
> Publishing for review and documentation

... Business Modeler
> For Business Analysts
> Direct Deployment for simple scenarios
> Interactive Process Design with WID

... Business Monitor
> For Business Analysts, Business Users
> Real-time monitoring and notification
> Define KPIs and predictive KPIs

Servers on z/OS

WebSphere ...

... Business Events
... Business Services Fabric
... Service Registry and Repository
... Process Server
... Adapter for SAP
... Industry Content Packs

related offerings:
WebSphere ...
... iLog jRules
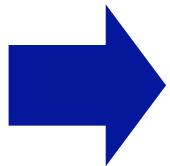... Transformation Extender
... Message Broker
... ESB
... MQ

What Can BPM Do for Me?
Companies are using BPM to provide a variety of benefits

✓ **Empower business users**

✓ **Provide actionable insights**

✓ **Improve business agility**

✓ **Reduce costs**

✓ **Enhance collaboration**

✓ **End-to-end process visibility**

✓ **Boost worker productivity**

✓ **Improve customer service**

➡ **BPM Aligns Business and IT to your** *Business Processes* **and your** *Changing Business Needs*

Get started and embrace your dynamic business network today

- **Download additional information from the IBM Website including whitepapers and demos**

- **Identify and prioritize projects with the IBM BPM Business Value Analyzer**

- **Contact IBM for a Business Process Improvement Workshop for:**

Impact 2010 Highlights

Impact 2010 - The Premier Conference for Business and IT Leaders

Discover new innovative ways to work smarter and achieve business agility now. Impact 2010 provides a unique setting to bring company executives and technologists together at a single event providing a unique opportunity for them to discover how to align business objectives with IT, interact with technology and business leaders and experts from around the world and ultimately optimize their business performance and results.

A new Business Program that will focus on:

- **optimizing business processes**
- **improving decision management**
- **empowering the changing workforce, and globalization**

An enhanced Smart SOA and BPM Technology Program:

- **Dedicated with tailored workshops and hands on labs**

A bigger focus on your industry!

- **300+ industry leading experts on site**

A new Interactive Symposium

- **Bringing LOB and IT together in consultative sessions**

A new Product Technology Center offering:

- **Open labs, tech zones, and product demos**

A new and improved Track structure with:

- **200+ client speakers,50 Birds of a Feather sessions, & free certification testing**

A state-of-the art Solution Showcase Center!

Join us in Las Vegas
The Venetian Hotel
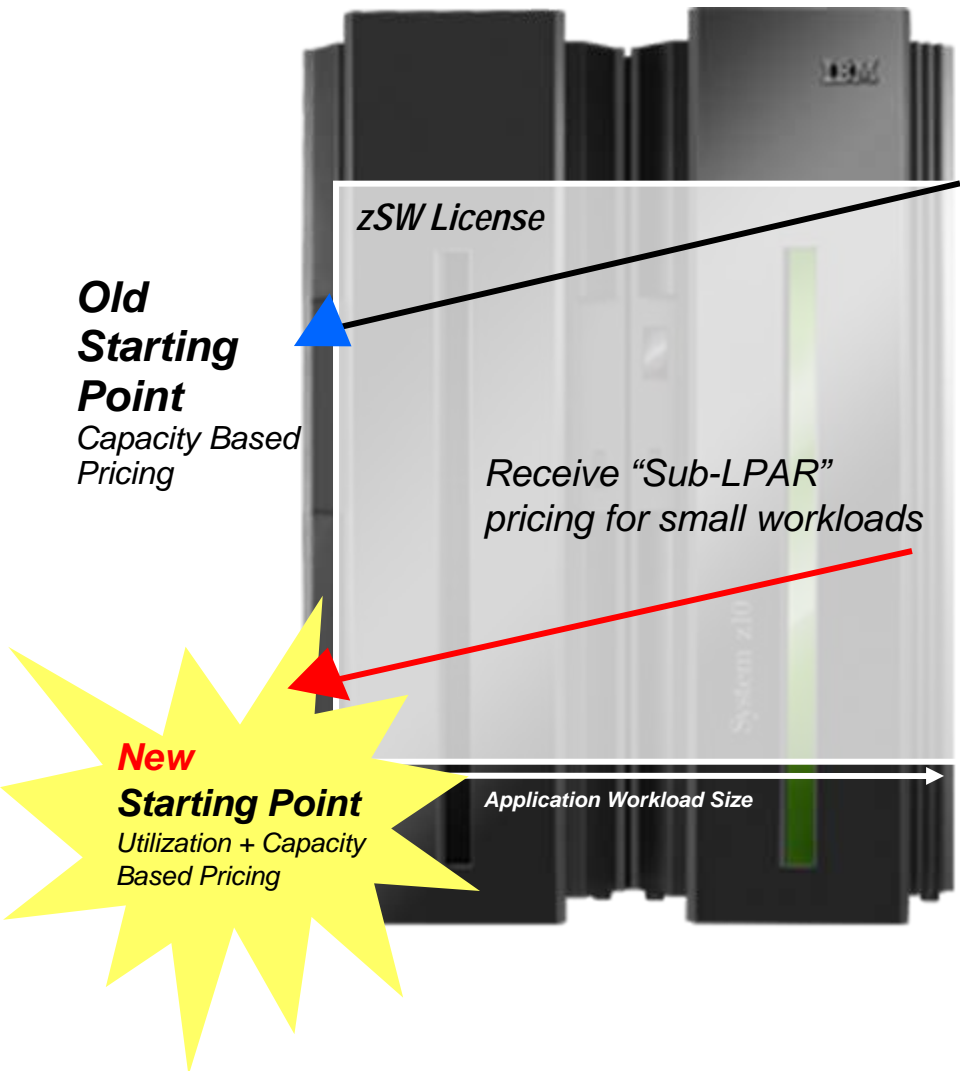May 2 to 7, 2010

www.ibm.com/impact

Let's Build a Smarter Planet on System z

Getting started sub-capacity pricing
Helping to make it easier to deploy new projects on z/OS software

zSW License

Old Starting Point
Capacity Based Pricing

Receive "Sub-LPAR" pricing for small workloads

New Starting Point
Utilization + Capacity Based Pricing

Application Workload Size

- ✓ **Help customers start their projects**

- ✓ **Improve alignment between software use and software charges**

- ✓ **Enable greater flexibility with software licensing**

- ✓ **Change LPAR capacity without changing software charges**

- ✓ **Improve price / performance**