IBM System z Technology Summit



Revitalizing business with CICS





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Abstract

CICS is better positioned now than ever before for participation in modern Web 2.0 architectures and development models. In this session learn how mashups using Atom feeds or RESTful APIs can be used to integrate corporate operational data from CICS customer applications along with public information from sources like electoral rolls, crime statistics, maps, weather and other third-party information. Today's CICS event technology enables CICS to feed event processing engines and business dashboards, without the need for application change. This allows line of business management to react swiftly and effectively, creating business dashboards that highlight changes as they occur. When combined with the power of pattern recognition or rule compliance, end-to-end processes can be constructed to ensure out-of-line situations or information that has "just happened" to be reported. Revitalize and energize your business with modern CICS components.



Agenda for Revitalizing Business

- Expanded Service Enablement in CICS TS V4
- Scenarios for a revitalized business
- How some of the scenarios can be achieved
- Summary

A revitalized business







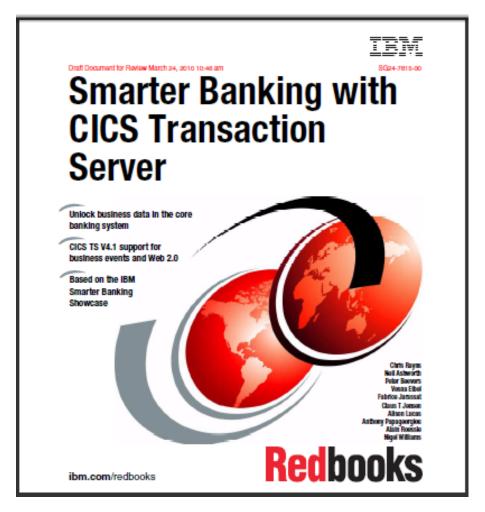
Banking Scenarios

Welcome to the Revitalized Bank





Scenarios based on Smarter Banking with CICS Redbook



available now at

http://www.redbooks.ibm.com/abstracts/sg247815.html



Before being revitalized

- Bank was losing market share
- Market research showed customers were looking for more service options, such as
 - 24x7 real time banking with ad hoc and scheduled bill payments
 - Ability to manage securities from multiple institutions from one location
 - Banking options that can be accessed from smart phones
- The bank wanted to simplify their IT infrastructure
 - Enhance effectiveness of system and application programmers



The revitalized bank

Revitalized its business

- Greater customer care and insight
- Providing customers with consumable information
- Better risk management

Revitalized its applications

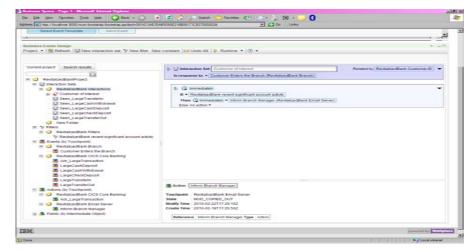
- Access to multiple accounts and branches
- Increased agility and productivity

Revitalized its infrastructure

- Modernized and simplified
- Greater flexibility and enhanced management
- Robust, scalable, secure basis for an integrated user experience



Customer care and insight



Account overdraft protection

- Inform customers when account is about to go overdrawn, giving them a chance to top up the account and avoid charges
- Needs to be in near real-time (at the end of the day would be no good)
- Event-based solution

Customers of interest

- Encourage customers to perform transactions without visiting branch
- Policy for branch manager to greet high-value customers
- Follow-up on unfinished business e.g. outstanding mortgage request

Customer care

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 Customer begins a transaction e.g. loan request, but does not complete, could indicate customer satisfaction is at risk



Consumable account information

- Provide account transaction data in consumable form, helping customer to
 - Find out about recent transactions on account
 - Budget across accounts using a budgeting application
 - Discover location of nearest ATM
 - Correlate transactions with locations where they occurred, potentially highlighting fraudulent situations





Notification for corporate payments



- Falls within Payments and Securities domain
 - Need to differentiate via cash management and complex derivative products
- Provide real-time updates to corporate banking (and private banking) customers over mobile channel
- Many corporate customers require real-time updates on accounts, especially at month-end
- Surface events in a secure way to mobile devices
 - Offer differentiated payment services to customers who need up-to-the-minute information to control company cashflow and liquidity
 - Event-based solution avoids application change and offers common approach across disparate systems



Market risk management

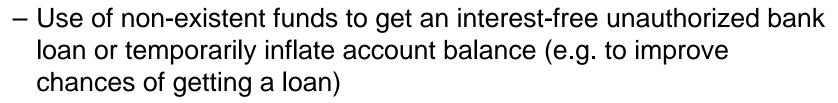
- Provide risk management dashboards with horizontal integration of 3 classic risk types
 - Financial
 - Operational
 - Criminal
- Enables floor traders to
 - Set sharper equity prices
 - Avoid overly risky trade transactions
- Risk-related data feeds and integration in a risk dashboard





Detect check kiting





– Example:

- Deposit check in Bank 1 from an account at Bank 2. Before the check is collected (clears), write a check from Bank 1 to deposit at Bank 2 to cover the first deposit. Rinse and repeat.
- Detection requires cross-bank visibility and horizontal integration
 - Could be achieved using standardized event processing
 - Scan for parallel (otherwise uncovered) checks and take appropriate action



Accounts in multiple banks



- Trend towards customers having multiple accounts in different banks
 - How can customers see all their accounts in one consolidated view?
 - How can our Revitalized Bank be seen as the customer's primary bank?
- Multi-account mashup provided by the Revitalized Bank
 - Both the provider of account information and on-the-glass integrator
 - Uses account information feeds, which can then also be used in other ways
- Use feeds of transaction data from an account, and of location data of payment terminals



Achieving the revitalized business



What was used to achieve the scenarios, and what's going on inside?

and what's going on inside?





Revitalizing your business with new CICS capabilities

- Business Events, ATOM, Dynamic Scripting support
 - CICS TS V4.1 provides business events, Dynamic Scripting Feature Pack, and ATOM feed support
 - With tasters for V3 via SupportPacs
- Allow rapid, flexible development of business solutions
 - Simple, or no, programming
 - Modern interaction styles
- Enable greater alignment between Business and IT
 - IT organisation better able to more rapidly meet needs of the business
 - Can also put capabilities in the hands of business users



Customer care and insight: CICS event processing support



Customer care – customers of interest scenario

Business Need

- Track every corebanking transaction exceeding \$5000
- Be informed when a customer who has performed 5 or more large transactions visits the branch

Achieved by

- Track large transactions for
 - Cash deposits, cash withdrawal, account transfer, check deposit
 - Such transactions are processed by CICS applications
- Generate events for
 - largeChequeDeposit, largeCashDeposit, largeCashWithdrawal. largeTransferIn, largeTransferOut
 - Events captured from the CICS applications
- Indication when a customer visits the branch
 - Event from RFID in customer's bank card



CICS and Business Events

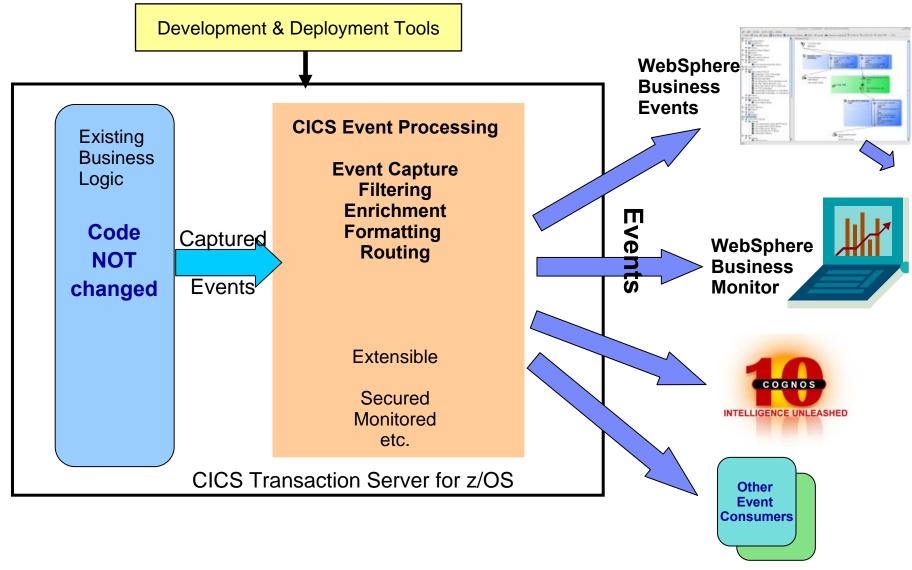
- Event processing addresses the need for agility
 - Modern businesses must react quickly to circumstances
 - Decision makers need reliable, timely information
 - "Business events processing is becoming more important as it enables companies of all sizes and in all industries to proactively analyze and respond to minute market changes that can significantly impact their businesses" – Tom Rosamilia



- CICS systems run an enormous amount of existing business logic
- Using an Event-based approach, there is potential to gain insight into the processing in CICS and to introduce additional extensions to applications
 - In a dynamic, de-coupled fashion
 - Without the need to change the applications
- CICS Transaction Server for z/OS V4.1 allows business events to be emitted from existing applications
 - Driving a choice of destinations
 - WebSphere Business Monitor, WebSphere Business Events, Cognos Real Time Monitoring, CICS application, application through WebSphere MQ, 3rd party vendor tools ...

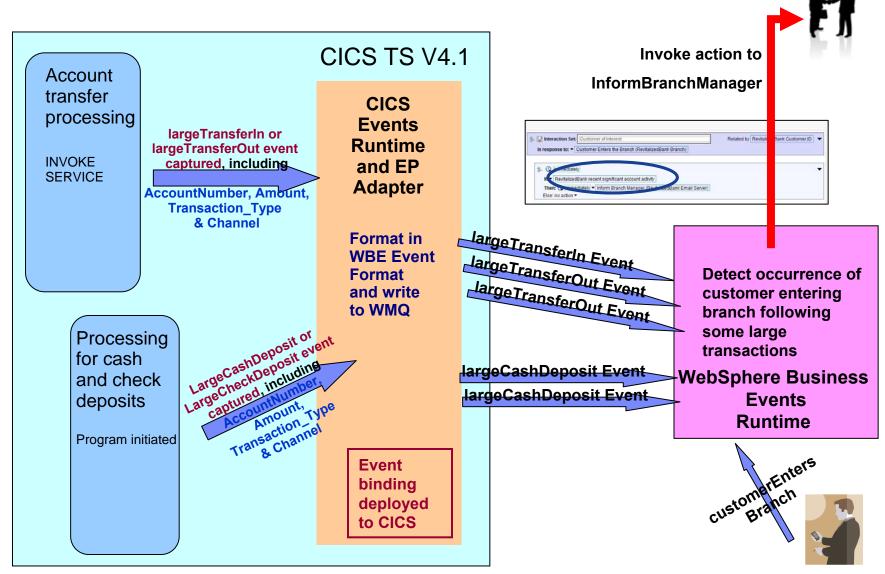


CICS and event processing – overview





Customers of Interest Scenario in action

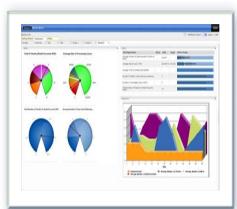


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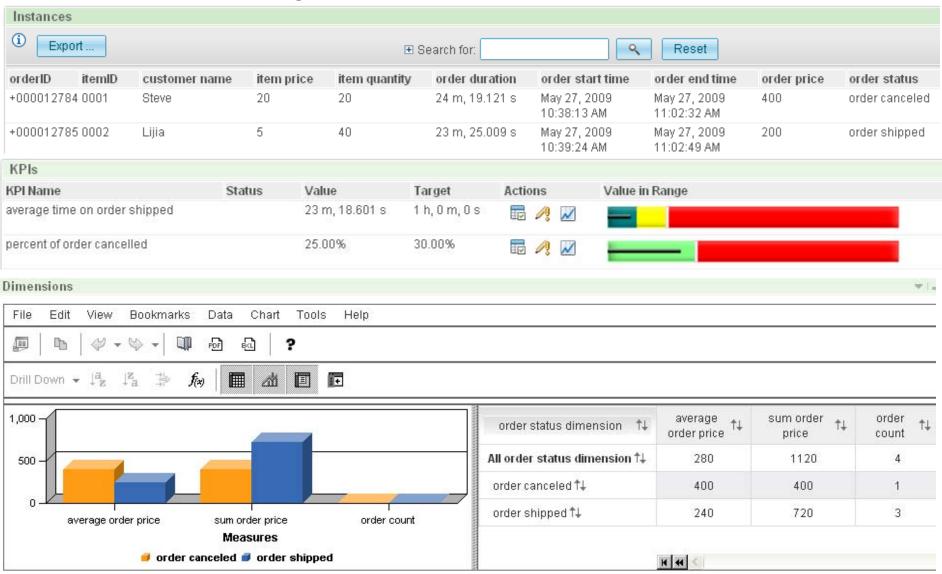
EP Scenario 1 – Observe business processing

- Identify key points in order processing business logic
 - e.g. order requested, order placed, order confirmed, order dispatched, order cancelled
 - Collect relevant contextual data associated with the event, including a way to correlate events for the same order, and emit event
 - Events sent e.g. to WebSphere Business Monitor
 - Observe orders being received, processed, cancelled
 - Study KPIs numbers of orders received per week, time to process and dispatch orders, etc.
 - Take action when thresholds exceeded, when value of a customer's orders exceeds a certain amount, etc.
- Original application continues processing independently:
 - Event instrumentation is 'non-invasive' to the application





Observe processing - KPIs and Dimensions in Business Space





Business Analytics with IBM Cognos Real Time Monitoring

For critical, intra-day monitoring of operational KPIs and metrics

- Aggregated across multiple transactional systems and data sources
- No BPM system required

Closed loop business optimization

- Complete loop from monitor to insight to corrective action
- Identify, customize operational KPIs and metrics
- Understand and perform root cause analysis
- Drive rapid, effective decision-making and action

Autonomy for line of business user

- Self service model
- User-defined thresholds, alerts
- Graphical watch points
- Customization by end users

Cost effective, low risk and rapid deployment

- No roles based pricing, unlimited user pricing in Americas
- Prepackaged hardware, software or VM appliance





EP Scenario 2 – Non-invasive change to business processing

- Application extended by triggering new or existing separate program for extra, asynchronous processing
- Examples:
 - Extend governance practices by automatically updating an audit log or sending an alert when certain data is viewed or altered
- Pin .

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- Asynchronously send details of special offers or discounts when large customer orders have been placed
 - This example may be seasonal and is easily enabled/disabled without application change. The interpretation of a large order can be changed outside the application.
- Original program continues processing independently
- Consumer program can run within CICS or externally
 - Flexibility to use available skills and other resources
 - Choice of processing platform depends on nature of processing, interaction with other subsystems



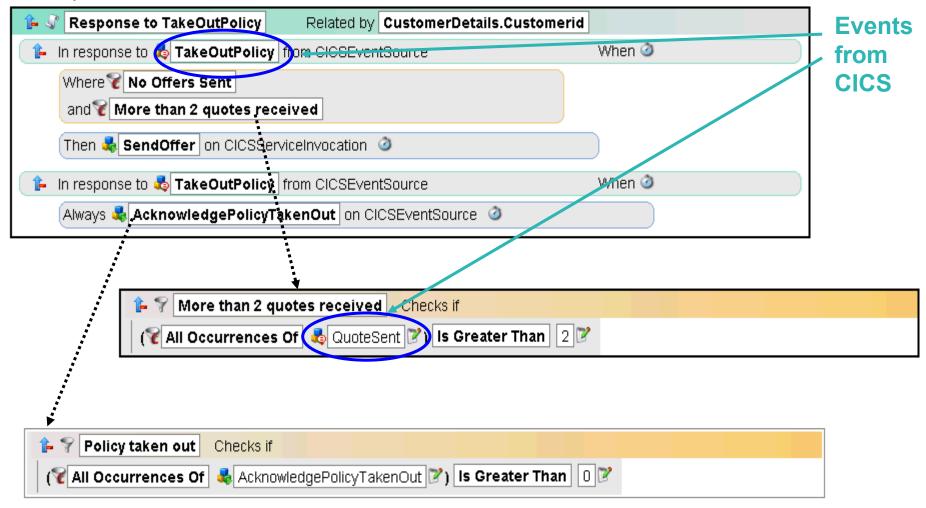
EP Scenario 3 – Event Combination

- Collect events relating to insurance quote requests
- How many of these result in the customer taking out insurance policies? Collect events relating to policies being taken out
- Look for opportunities in these patterns of behaviour, using WebSphere Business Events
 - Several quotes requested, but only one type of policy taken out
 - Several quotes requested, but no policy taken out in the following 10 days
 - Opportunity to encourage purchase of other policy types?
 - Indication that other insurers are offering better quotes?
 - etc.
- Specify actions to take in WBE e.g. targeted offer for types of insurance policy not taken out



Event Combination - Insurance Quote Example

WebSphere Business Events Interaction Set





CICS Event Specification

Event specification

- Business event name
- Description

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 Emitted Business Information

ES

Event Specification

Capture Specification

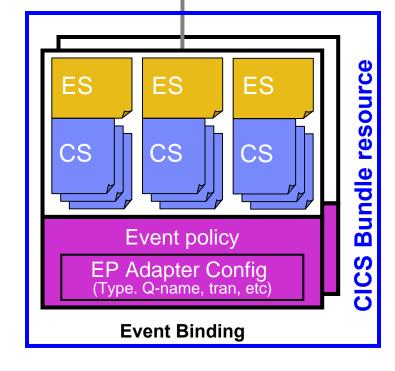
- Business event name
- Capture point (subset of EXEC CICS API)
- Filter (predicates)
- Information Sources

ES CS

Event Specification associated with Event Capture Spec(s)

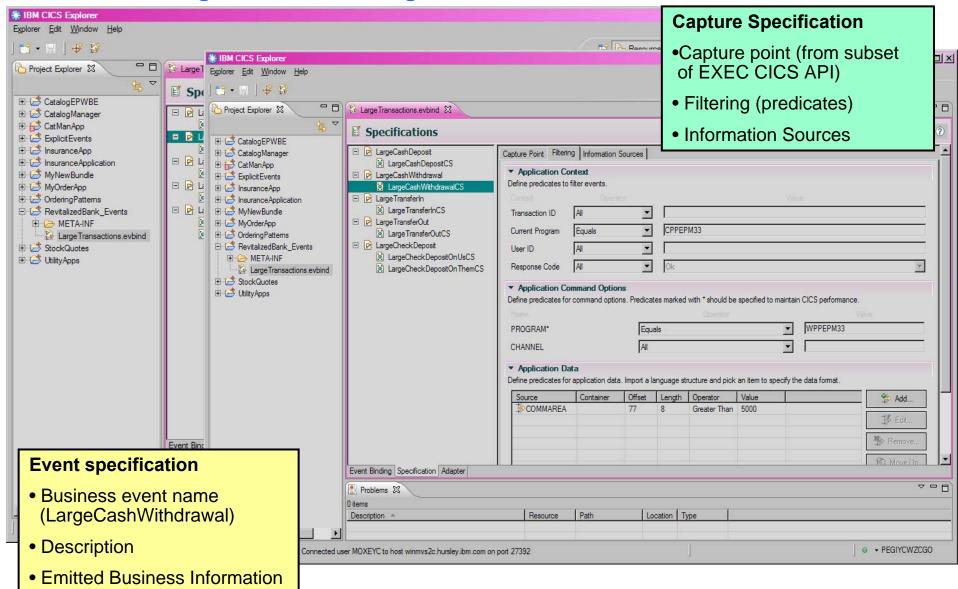
Event Binding

- Event Specification(s)
- Capture Spec(s)
- UserTag
- Adapter configuration & event policy information



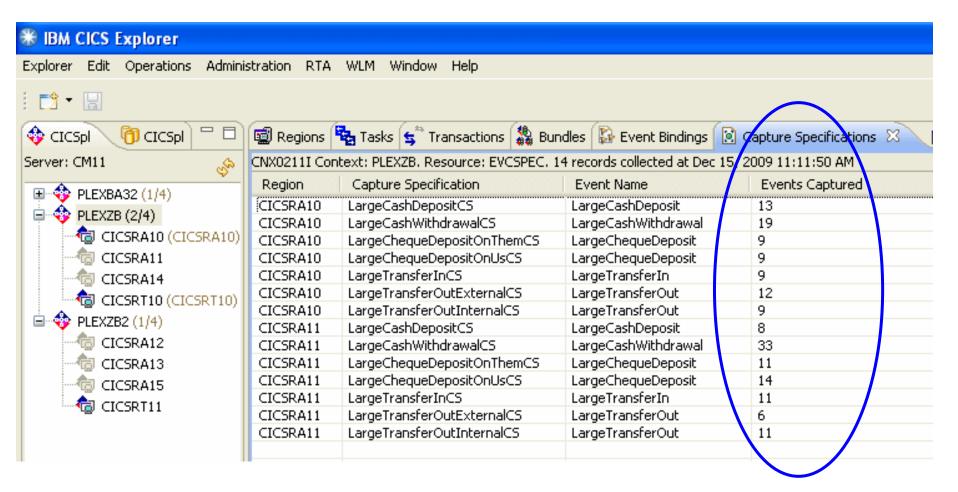


Event Binding Editor Tooling





RevitalizedBank Events in CICS Explorer





Consumable account information: CICS Web 2.0 and Atom feed support



Consumable Account Information

Business Need

- Mobile application which provides added value to customer
 - View account data
 - Flag unusually large transactions
 - Find location of nearest ATM
 - Mashup of where transactions took place together with location of mobile device at the time
 - etc.

Achieved by

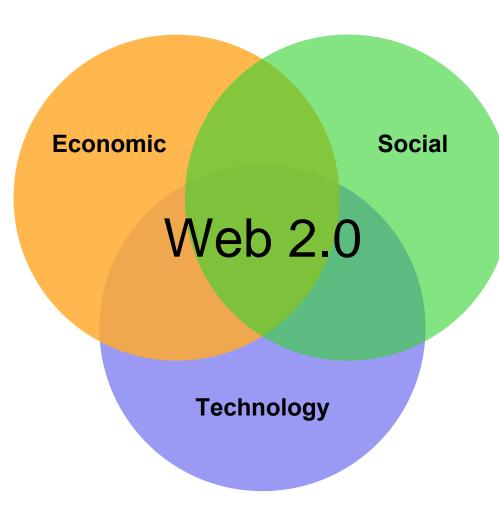
- Atom feed of POS terminal and ATM locations
- Atom feed of account transactions
- Application on mobile device that displays feeds, flags up large transactions, and mashes up terminal locations with transactions and phone location



Web 2.0 is ...

why the internet is exciting today ...

... for everyone



Web 2.0 is a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet - a more mature, distinctive medium characterized by user participation, openness, and network effects.

Source: Web 2.0 Best Practices and Principles, O'Reilly Radar

Web 2.0 is a term that captures the widespread sense that there's something qualitatively different about today's Web.

Source: Tim O'Reilly



Using Web 2.0

- Web 2.0 is mainly about more dynamic forms of web interaction -"Rich Internet Applications"
 - Mashups
 - Content from multiple servers composed in a single web page
 - Uses AJAX to communicate with server
 - Archetypal example is GoogleMaps



- Syndications
 - Menu of short messages, possibly linking to other content
 - Podcasts
- Blogs
 - Online "web log", diary, etc, possibly collaborative
- CICS ATOM support and Dynamic Scripting allows integration with "widgets" in a Web mashup environment
 - Rapid application deployment on the Web
 - Enable "Situational applications"
- Integrate with "IBM Mashup Center"
 - http://www.ibm.com/software/info/mashup-center/



What is an Atom Feed?

- Protocol and XML format for content publishing
 - Provide XML based feed of updated content
 - Process is known as syndicating a feed
 - > Follow-on to Really Simple Syndication (RSS)
 - Simple publish/subscribe implementation
 - > Polling model
 - > Based on HTTP support
 - Described by two Internet Requests for Comments
 - The Atom Syndication Format
 - Targeted at producing feeds
 - RFC4287: (Dec 2005) http://tools.ietf.org/html/rfc4287
 - The Atom Publishing Protocol
 - Targeted to creating and updating resources
 - RFC5023: (Oct 2007) http://tools.ietf.org/html/rfc5023



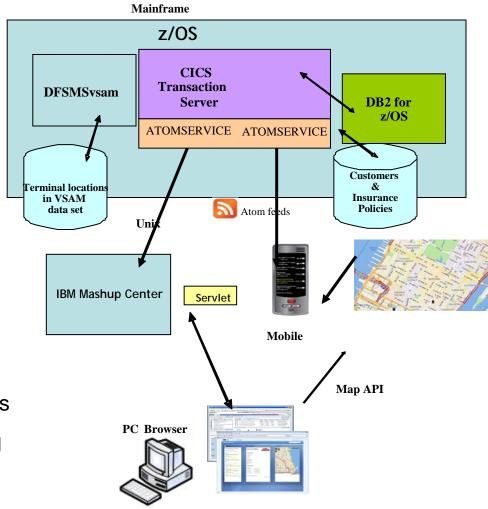
Atom feeds from CICS

Enables CICS applications to:

- Provide live information for Web 2.0 consumption
- Integrate with related data
- Give full picture in a single holistic view

Create new applications based on up-to-date content and information

- Decision-support tools for knowledge workers
- Composite user interfaces for expert workers
- Information feeds & widgets to consumers for use in their own mashups
- Develop using Dynamic Scripting or RDz with EGL



High level architecture: CICS Atom feeds



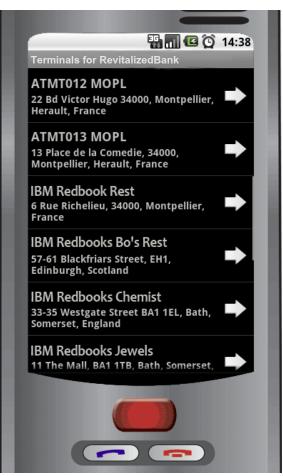
Mobile application showing Atom Feeds



Account Transactions



Large Transactions

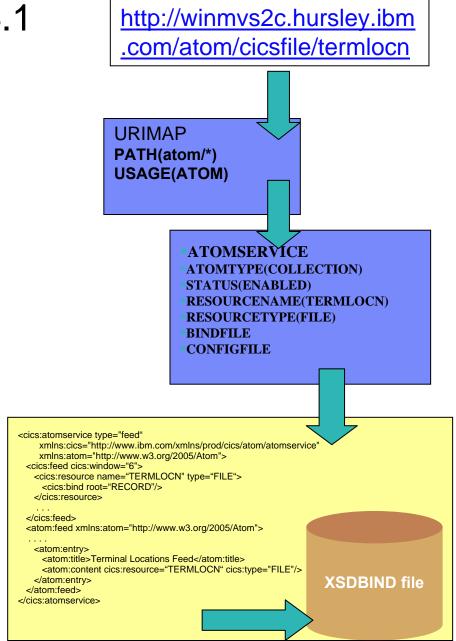


PoS terminals and ATMs



Atom Support in CICS TS V4.1

- URIMAP→ATOMSERVICE points to CICS resources to be exposed as feeds
 - FILEs, TSQUEUEs or others (PROGRAM)
 - PROGRAM resource specifies the name of a custom "Service Routine" that can be used to access other data sources or link to other CICS applications
 - FILEs and TSQUEUEs are handled automatically (by a CICS-supplied Service Routine)
- Atom and CICS metadata configured in a CONFIGFILE
- XML to binary mapping uses an XSDBIND file
 - Bindfile is incorporated into a new XMLTRANSFORM resource





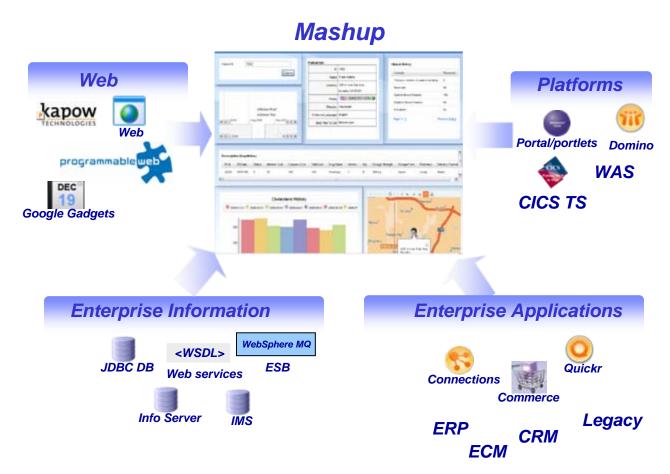
What is a Mashup?

A "mashup" is a lightweight web application created by combining information or capabilities from more than one existing source to deliver new functions & insights.

- Rapid creation (days not months)
- Reuses existing capabilities, but delivers new functions + insights
- Requires less technical skills

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 Often mixes internal and external sources





Customer Mashup Patterns

Quick Applications



- Rapid creation of tactical or opportunistic applications
- Quick iterations for application agility
- Data Aggregation "on the fly"
- •Quick solutions to automate repeatable tasks

Enterprise "Mashability"

Provide Context To Data!!

Many sources of enterprise information, applications, and SOA being generated/transformed into feeds and widgets

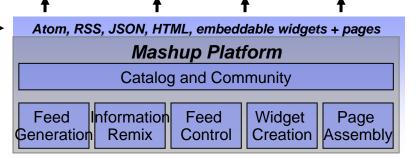






Enterprise or Dept Apps
ORACLE





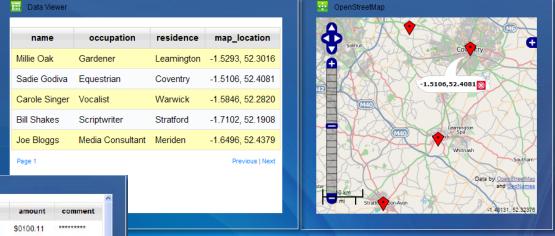
Being consumed in many places



Using the IBM Mashup Center with CICS

 Wire PersonnelData TS queue data into other widgets, such





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Plug CICS ATOM feed directly into the Mashup Center "Data Viewer" widget



Risk Management dashboards: Dynamic Scripting in CICS



Risk Management Dashboard Scenario

Business Need

- Provide risk management dashboard to horizontally integrate financial, operational and criminal risks
- Information is from a variety of sources, including CICS programs and data written to DB2 from CICS

Achieved By

- CICS Dynamic Scripting
 - Build Web 2.0 scripts to expose and extend CICS applications and data
 - Exploit new technologies in robust and scalable environment,
 - Faster delivery, Better control, Reduced backlog, Fewer service-level failures



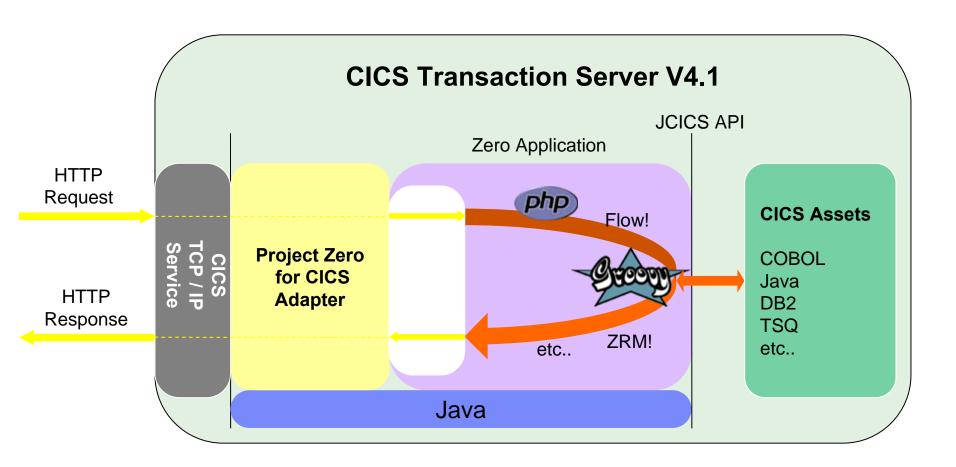
CICS Dynamic Scripting

- WebSphere sMash is a dynamic scripting platform
 - contains a PHP interpreter written in Java.

- Php Php
- Application scripts are written in Groovy or PHP
- Runs in CICS TS V4.1 JVMServer environment
 - Application platform for Java and PHP
- Available now as Dynamic Scripting Feature Pack for IBM CICS Transaction Server V4.1



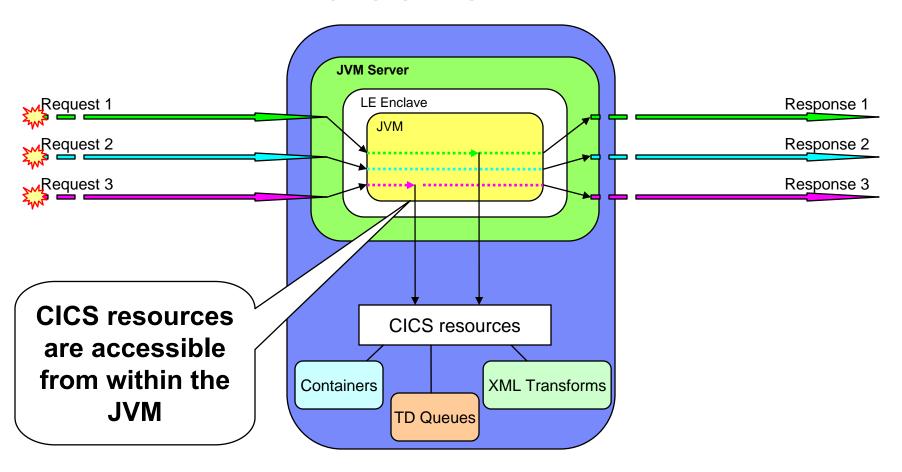
CICS Dynamic Scripting Architecture





JVMServer hosting Project Zero technology

CICS TS V4.1



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What else can you do with CICS Dynamic Scripting?

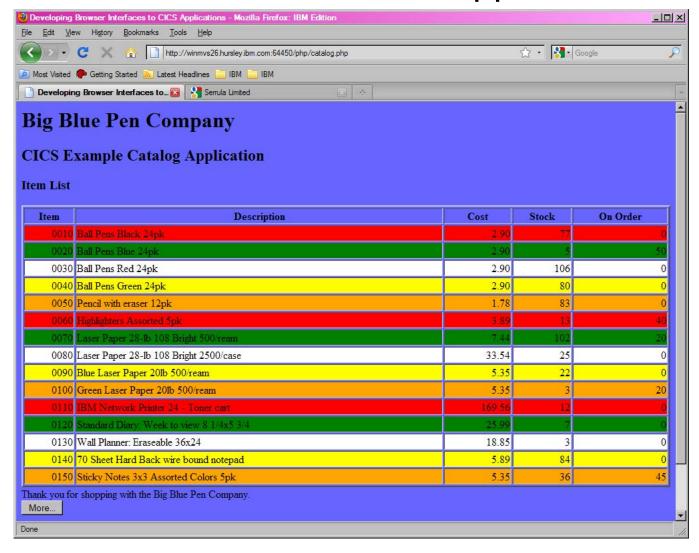
- Expose RESTful Web services and widgets
 - Use in mashups and consoles
- Create composite services, widgets, and applications
 - Combine public and enterprise Web 2.0 data feeds
- Build RESTful resource handlers
 - With integrated ZRM data base, or mapped to DB2 for z/OS
- Leverage Web 2.0 technologies
 - AJAX, REST, Atom, JSON, RSS, etc

Develop, evolve, and deploy rich Web applications

Unleash and reuse enterprise content



PHP dashboard front-end to CICS application



Summary



Summary, and Resources for more information





Summary

- Revitalize the business and compete for new opportunities using
 - CICS Events, for non-invasive emission of business events from CICS applications, to monitor business processing, react to interesting patterns of events, or drive additional processing
 - CICS Atom feeds, to provide data from CICS into mashups and other rich internet applications
 - CICS Dynamic Scripting support, for rapid development of applications using programs and data in CICS

Resources



For more information





CICS Development Technical Services

Engage the IBM Hursley CICS development team to ensure that you get the maximum value from your CICS investments.

Consultants are now available via a funded services engagement directly from CICS development providing a complete range of CICS services - no one has more experience!

For more information please contact: CICSDTS@uk.ibm.com



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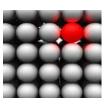
















CICS Communities and Information

- CICS Transaction Server V4.1
 - http://ibm.com/cics/tserver/v41/

CICS Explorer

- Home page <u>ibm.com/cics/explorer</u>
- Forum http://tinyurl.com/68bndw

Twitter

- Subscribe to the <u>IBM_System_z channel</u> & <u>CICSfluff</u> channel to get CICS news flashes
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Thank You!