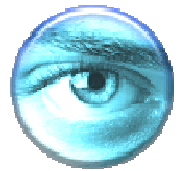


WebSphere Business Events for System z Opening the door to your Enterprise Infrastructure



We are living in a new landscape

Smarter Planet

instrumented
interconnected
intelligent

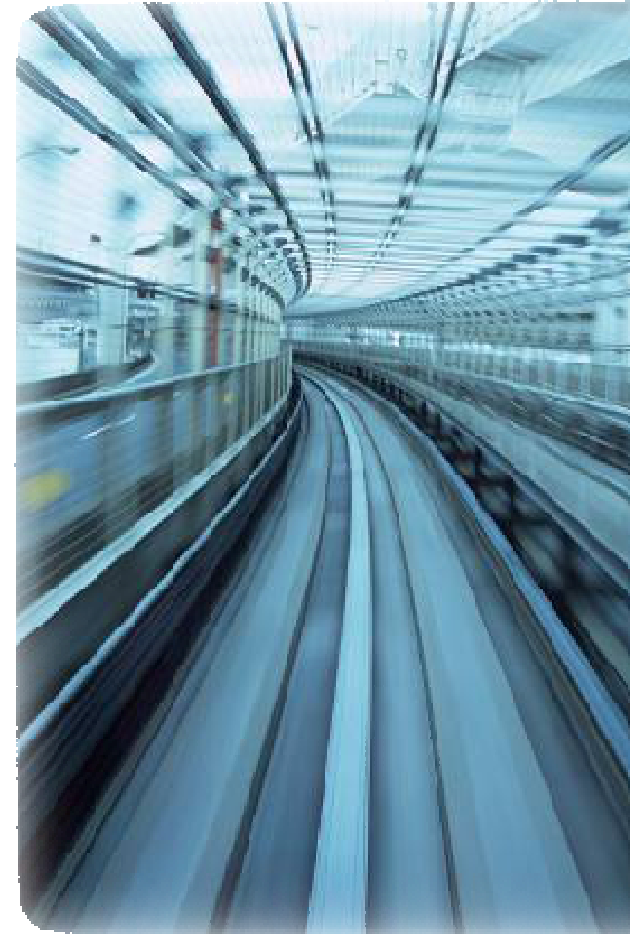
people
companies, institutions, industries
man-made systems
nature's systems



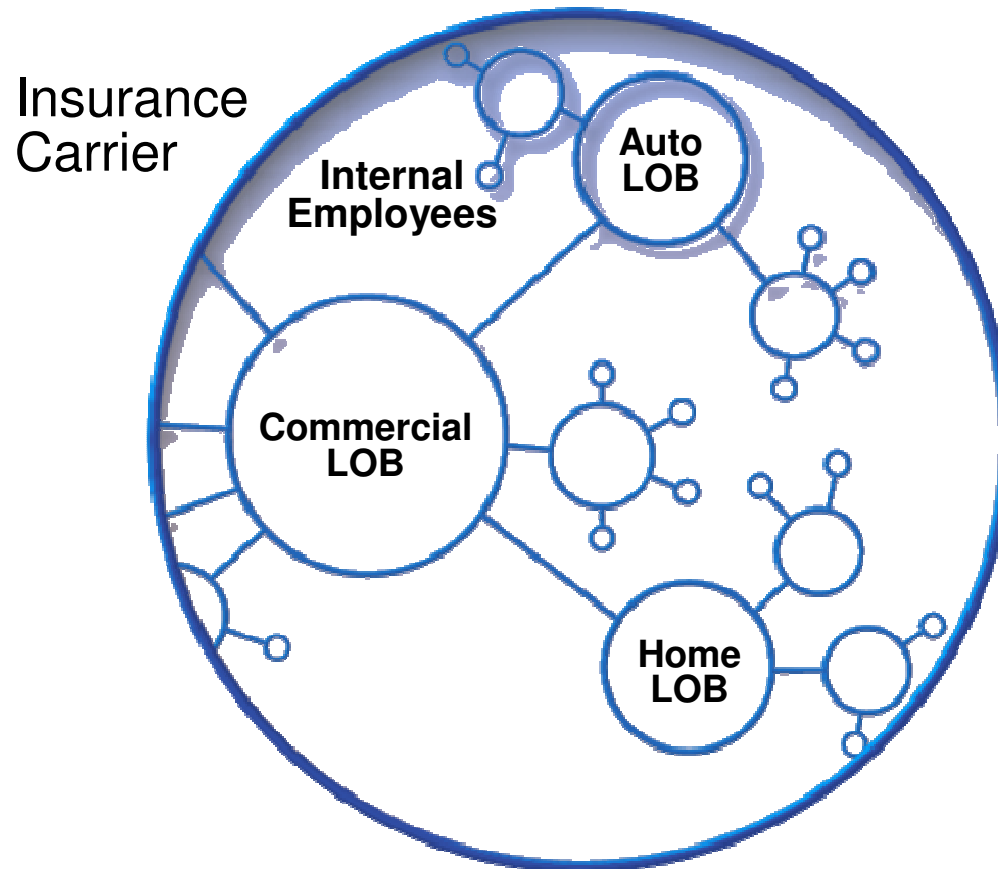
We face the challenge of accelerating market shifts

- 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

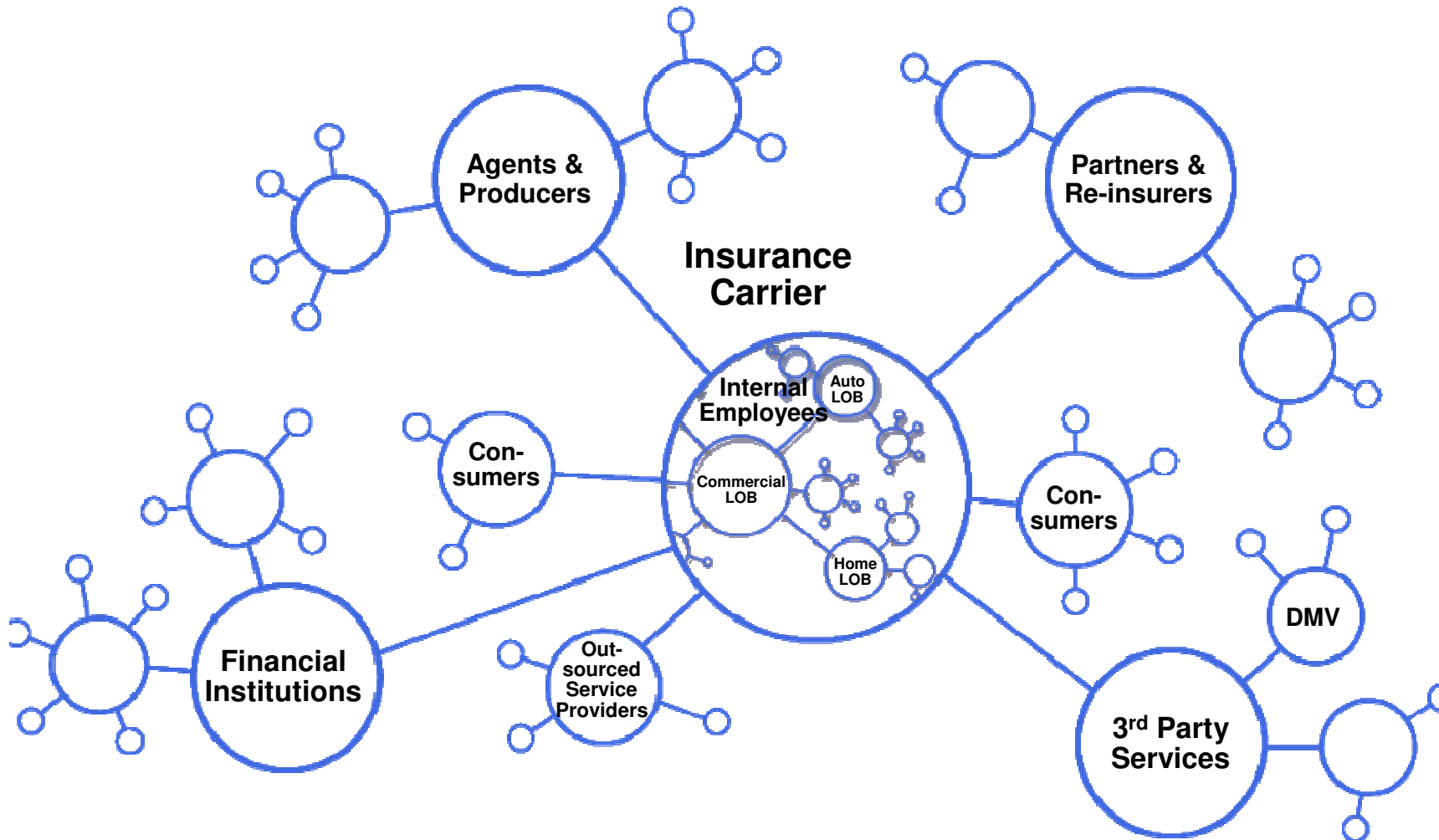
How do businesses evolve to Work Smarter?



Our business networks



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



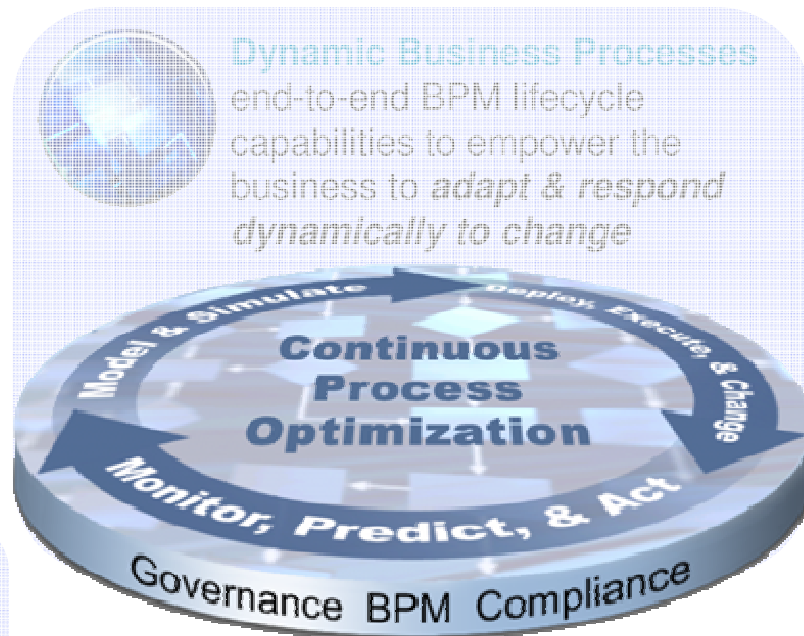
Supply chain disruptions increase costs

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



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?

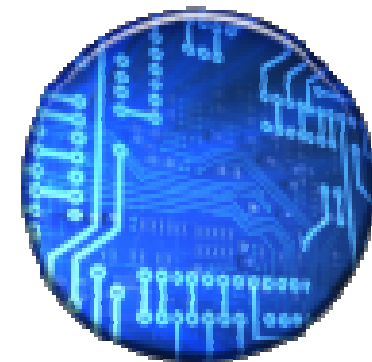
An action that has occurred, or the absence of it occurring, which has relevance to the business

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

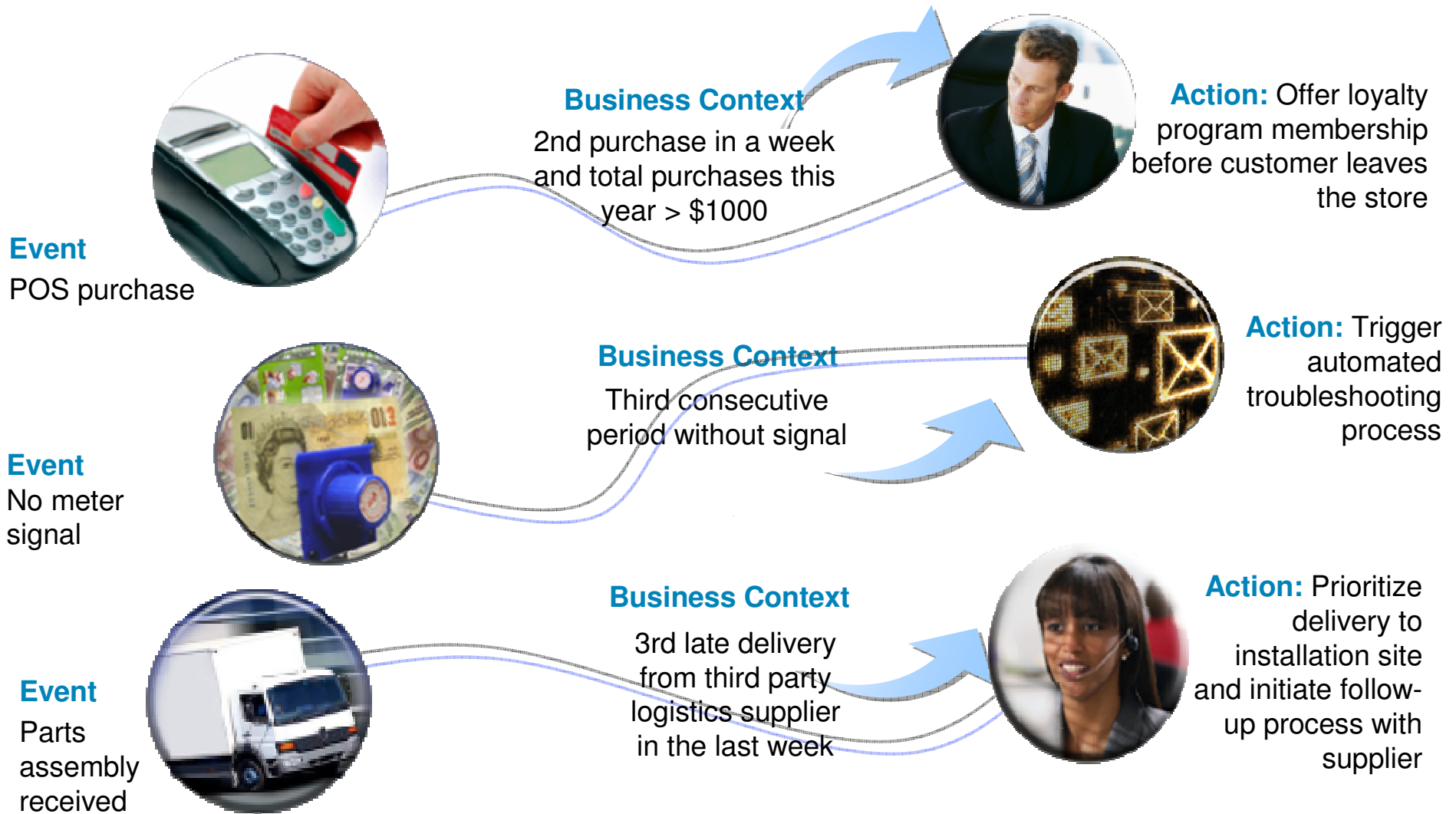
Nearly **4 Trillion** RFID events are emitted each day



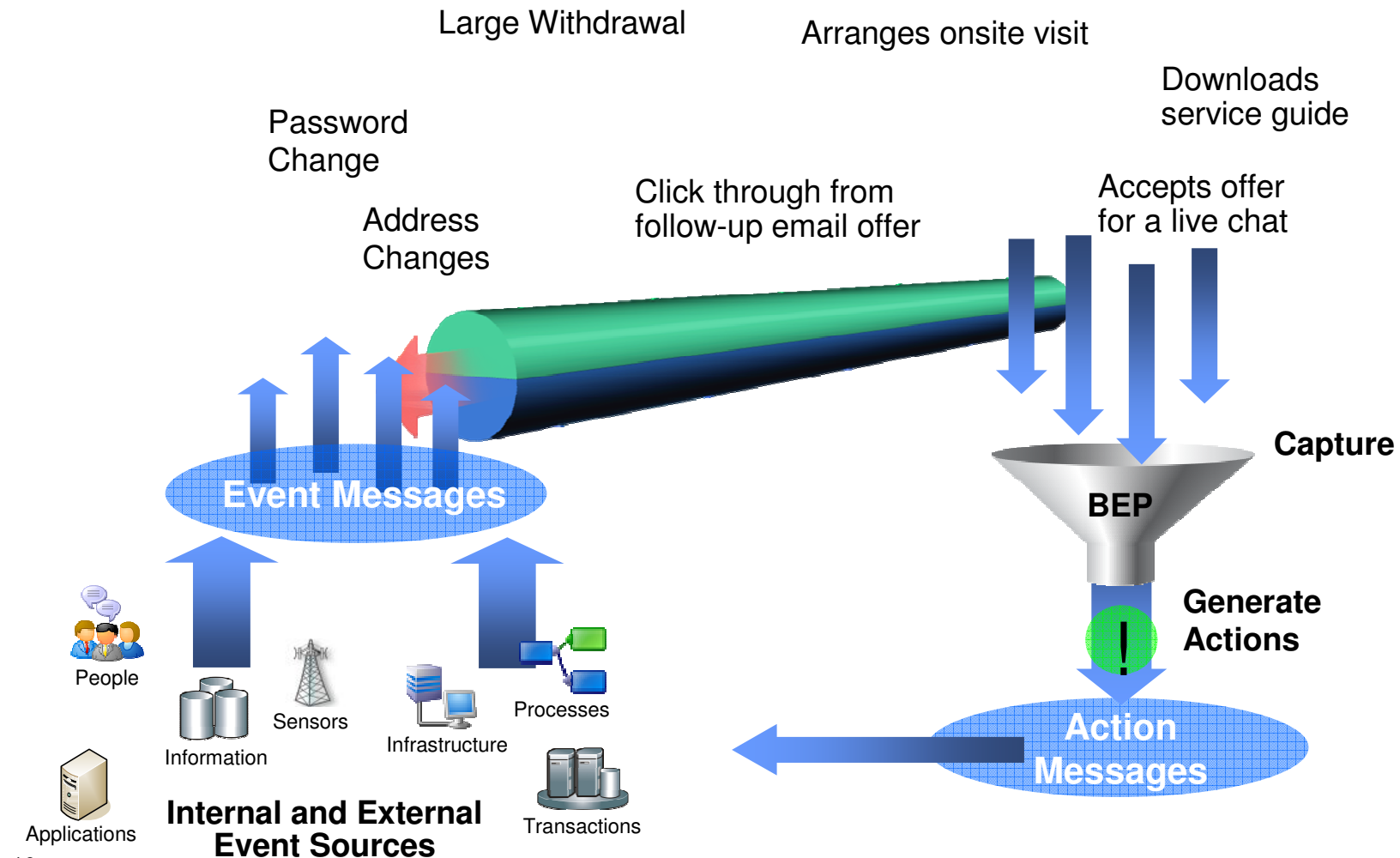
Over **30 Billion** CICS transactions per day



Business events in the right business context enable proactive management

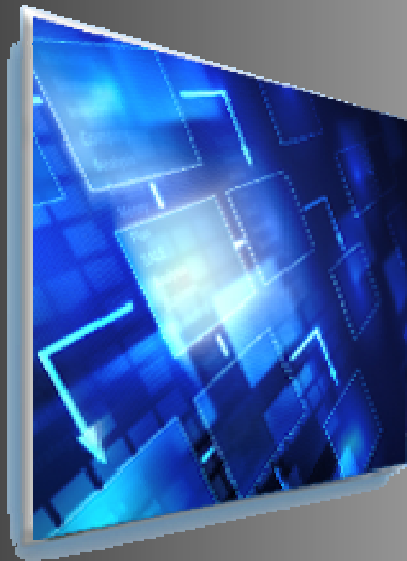


Correlate business events over any source, over any time frame with business event processing (BEP)



Business event processing delivered with IBM WebSphere Business Events

WebSphere Business Events



Complex Event Processing



Business User Interface

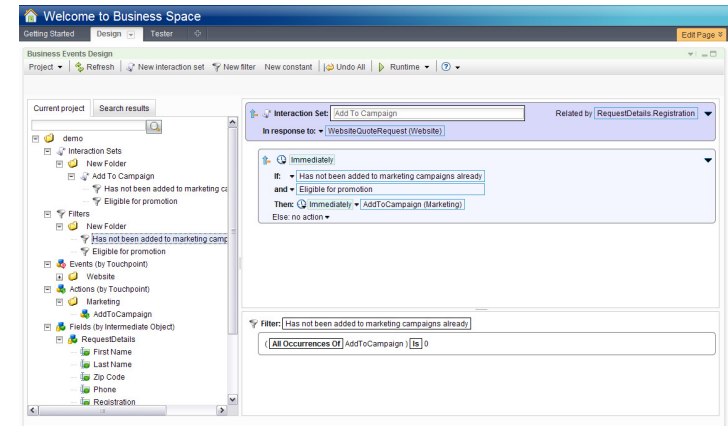
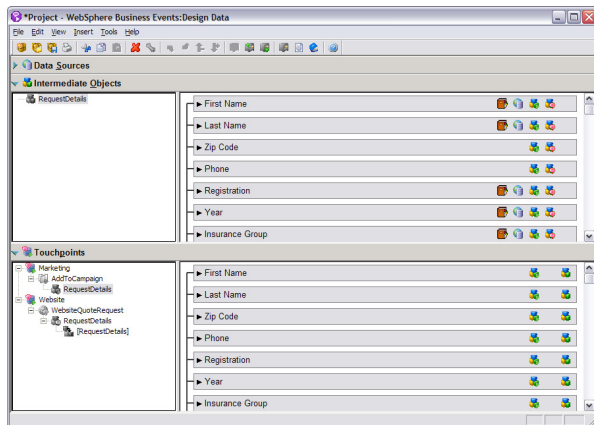
The Convergence of Power and Ease of Use

Bridge the gap between business and IT

WBE Puts Power in the Hands of the Business User...

Design

- Define business situations and responses
- All tasks performed via intuitive GUI

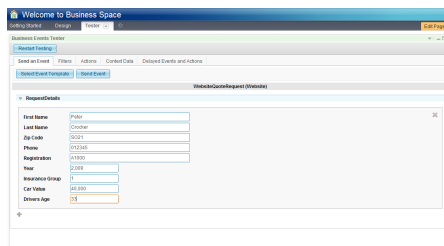


...Through Collaboration with IT, Allowing IT to Manage Resources

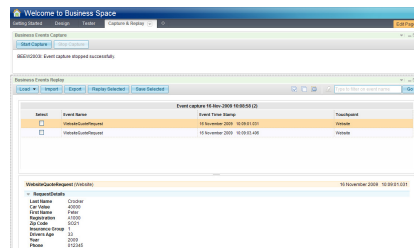
Design Data

- Defines available events and properties
- Provides connectivity to event sources

Tester



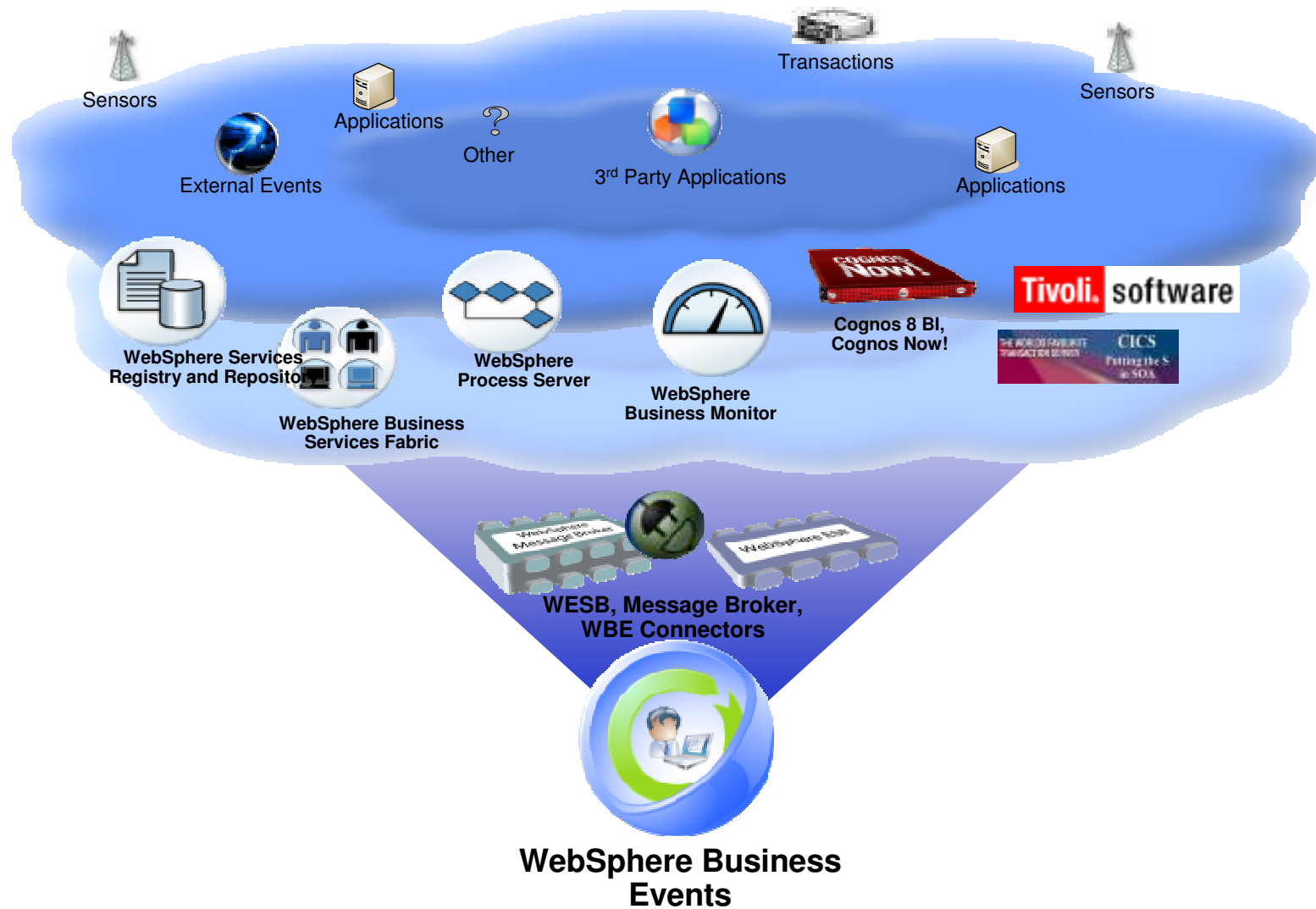
Capture & Replay



Dashboards

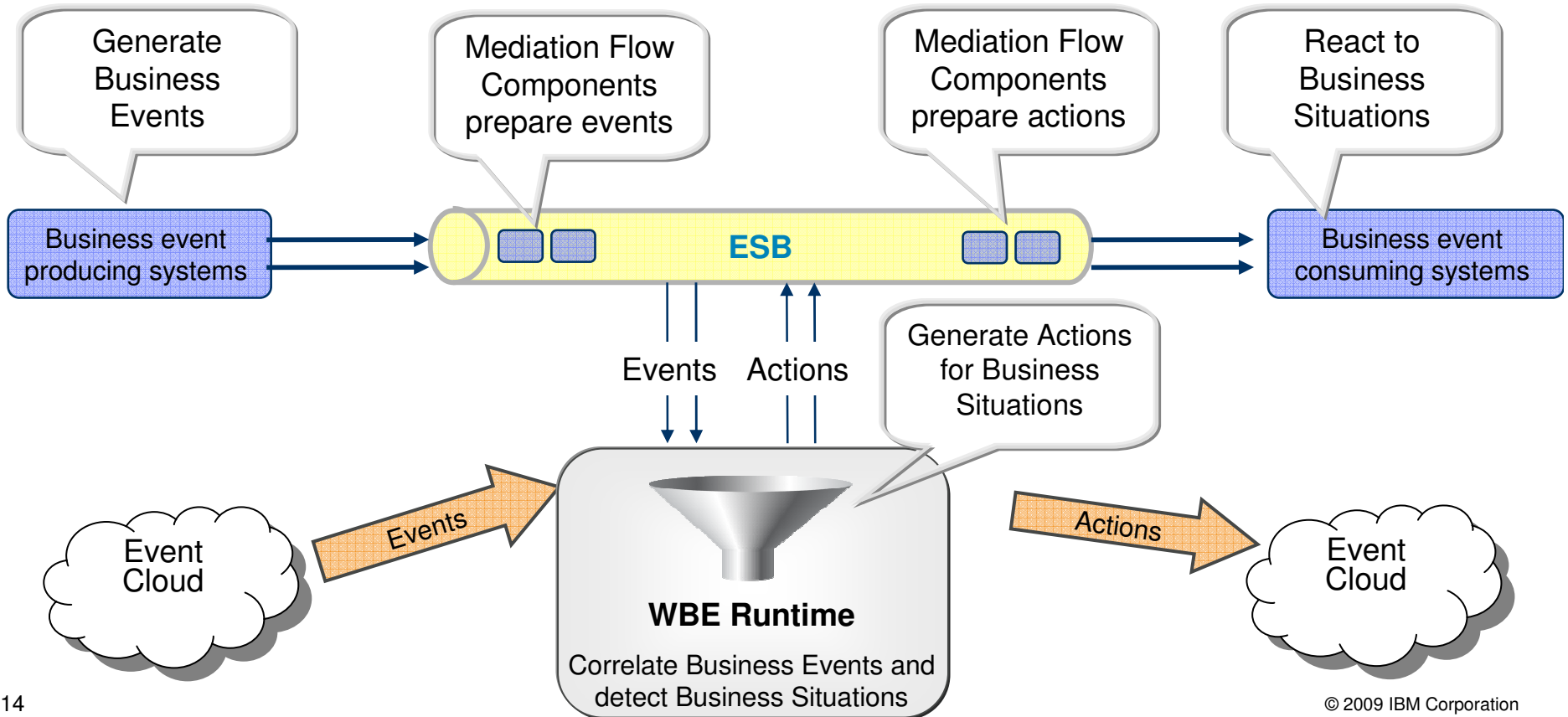


Unlock more value from the IT infrastructure



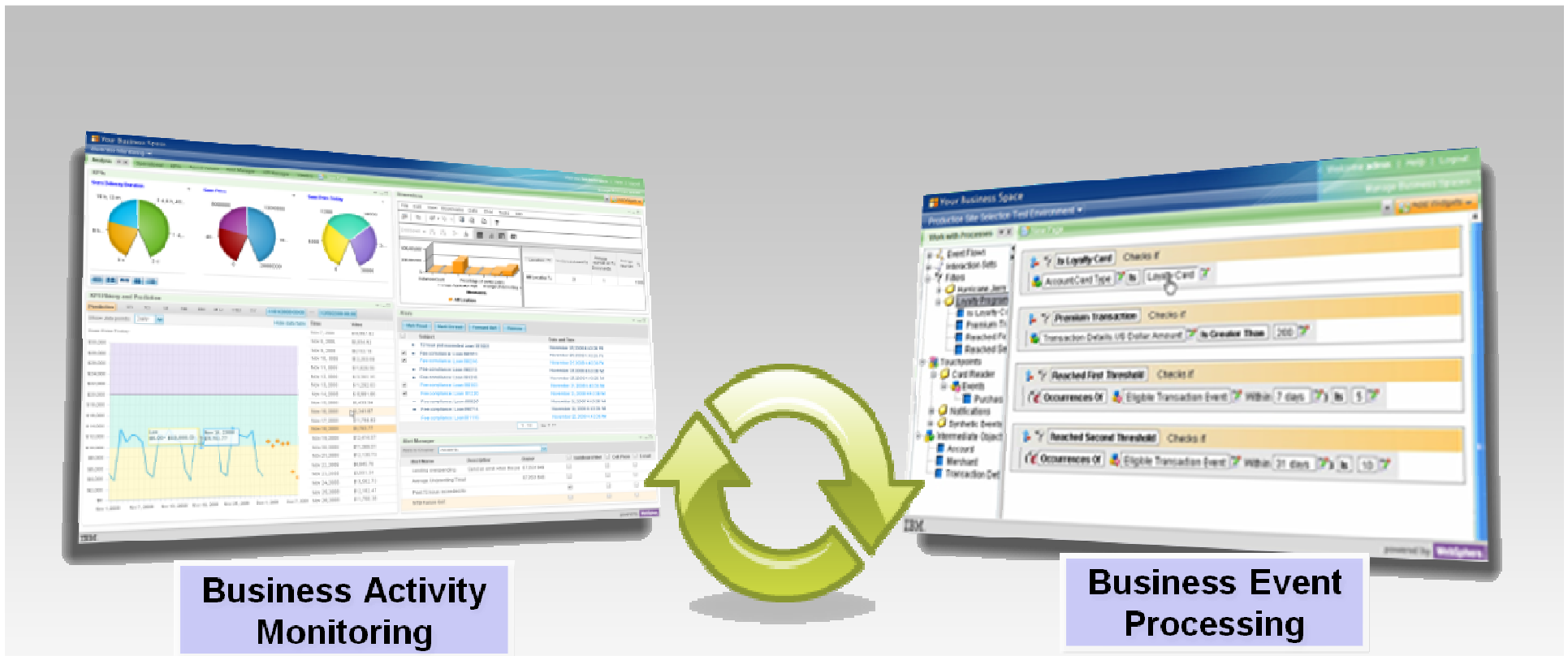
General Topology with ESBs

- For observation of existing ESB traffic, or delivery of explicit events
- Leverage event mediation and transformation across wide range of message formats and protocols
- Optimized integration without use of WBE Connectors



Evaluate and correlate

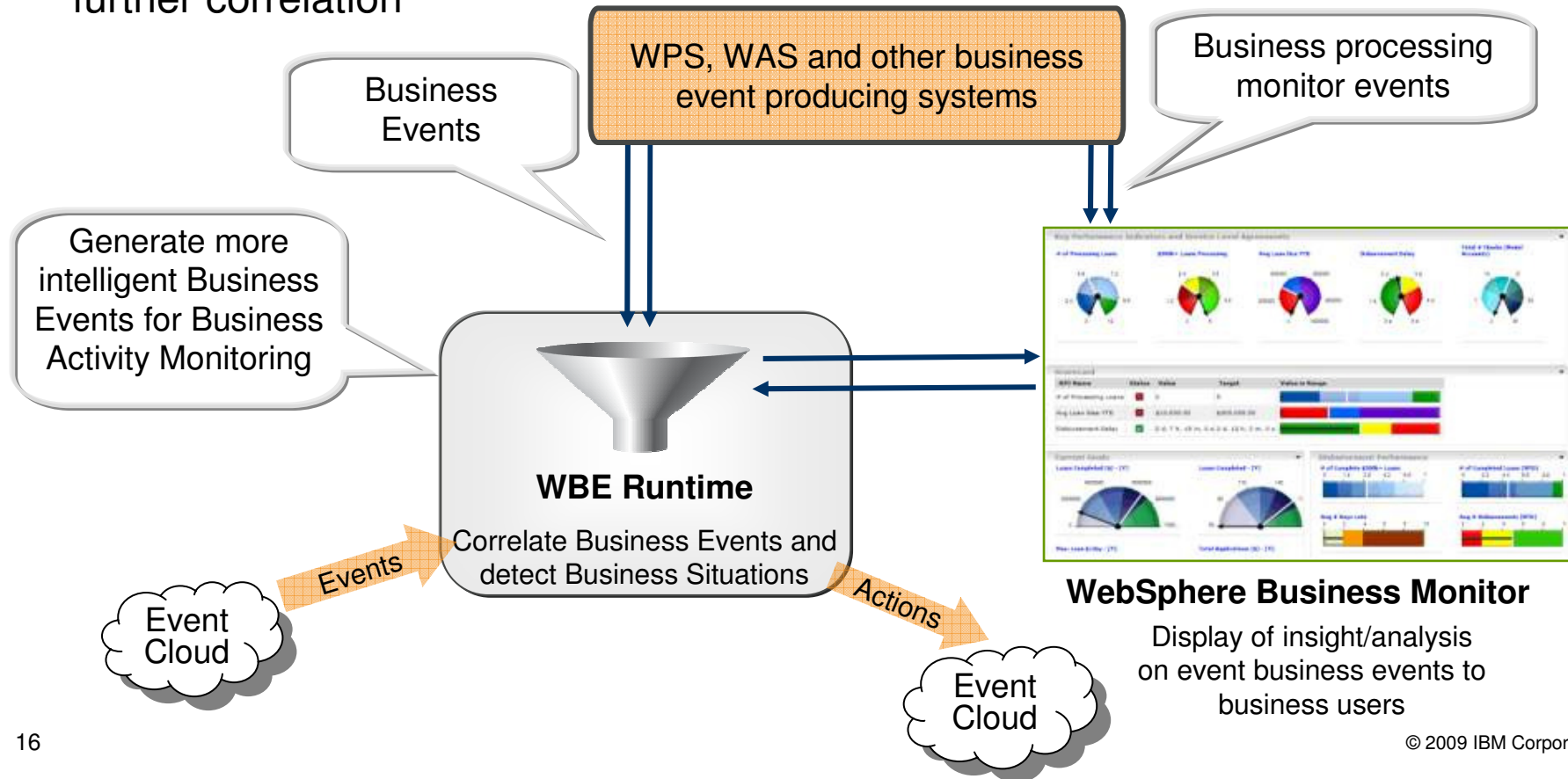
BAM and BEP together provide insight to respond to opportunities and threats



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

WebSphere Business Monitor Integration

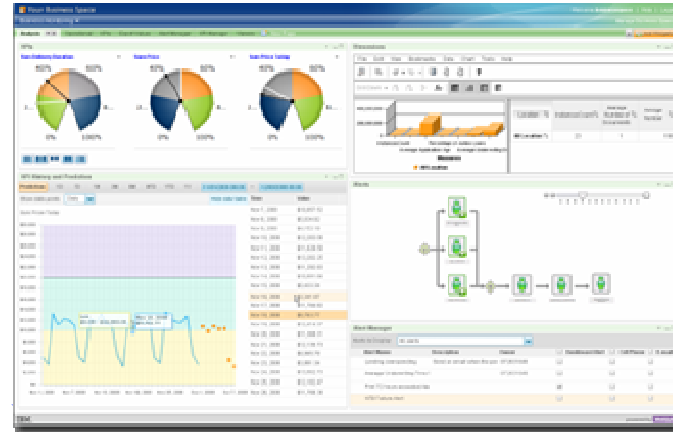
- Receives additional (and more intelligent) events from WebSphere Business Events
- Provides insight/analysis on business events to business users
- Detects events relative to KPIs, and sends to WebSphere Business Events for further correlation



Manage processes in a unified environment

Role-based business spaces

*Collaborate,
take action
proactively*



**Business
Users**

*Get started
quickly with
out of the box
templates*

Business

Empower Users

IT



**Business
Leader**



**Process
Owner**



**Business
Analyst**



IT Architect



IT Leader



IT Developer



Benefits of CICS with WBE

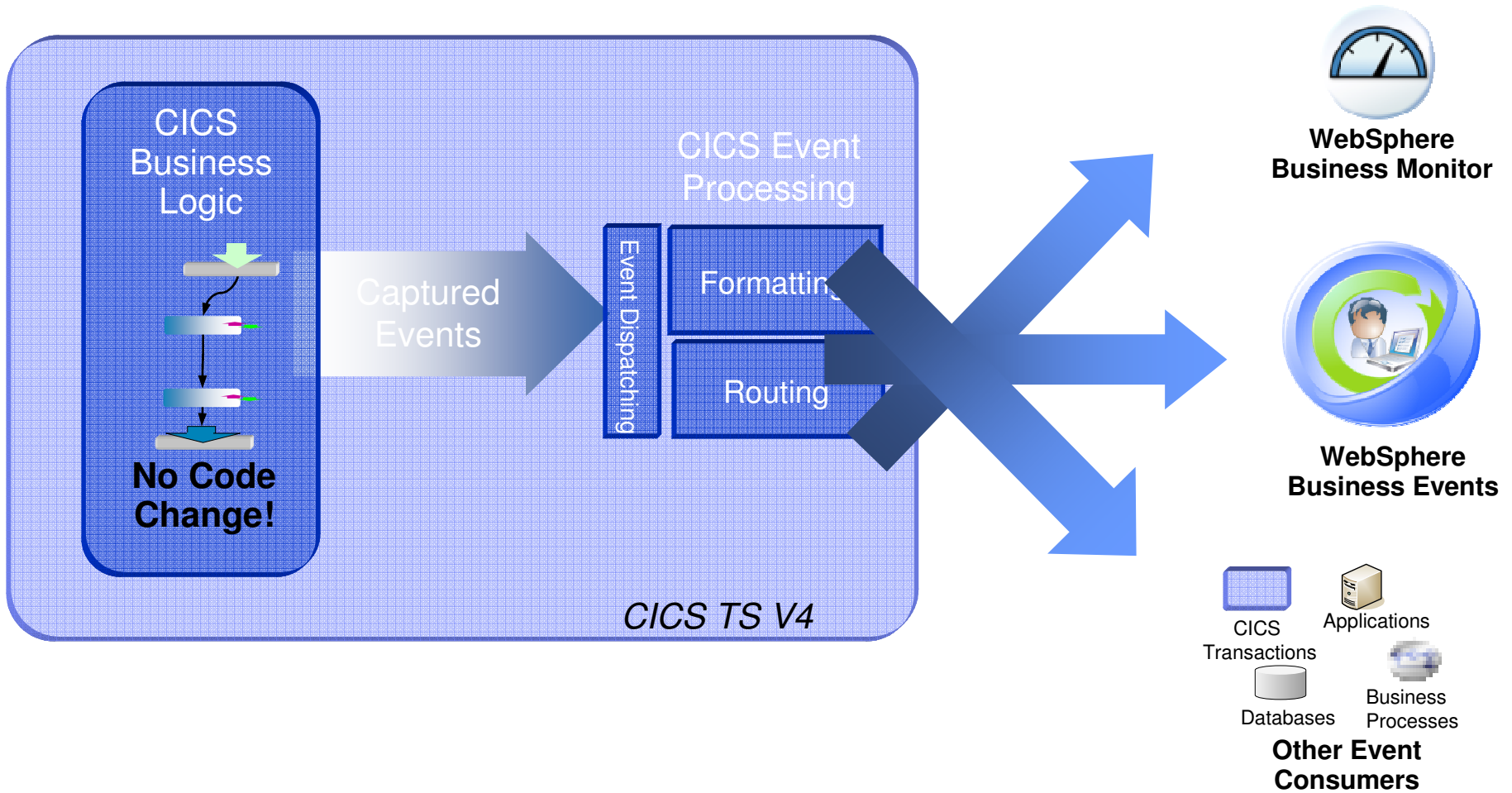
Sense and respond to actionable situations at the right time

- Opens the door with CICS and IMS to the Enterprise
 - Enhances insight gained from CICS and IMS 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 for z/OS

What's under the hood



Smarter Schools Transform Insight into Action

A large university makes processes explicit and understood



What's Smart

- Modeling and documenting existing business processes to identify areas for improvement
- Leveraging BPM to collaborate with process stakeholders across departments
- Deliver business agility for proven and trusted traditional System z applications

Smarter Outcomes

- Reduced new application development from 1 – 2 months to several days
- Improved user satisfaction by increasing success rate of online registration
- Reduced enrollment time from 3 days to instantaneous

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:

Top 5 Reasons To Attend to Impact 2010

1

Work Smarter and Achieve Business Agility Now!

2

Get the best technical education in the shortest time

3

Lower risk and optimize business performance

4

Access to the leading experts in Business & Technology

5

Save Money!

- Over **\$4,200 worth of technical education** for only \$1,850*
 - Standard tech training rate: \$725/day X 5 days = \$3625 value
 - Two free certification tests = \$400 value
 - 50% discount on additional certification testing
- Get a year's worth of World Class education and a lifetime of contacts in one week!
- Note: the early bird rate of \$1850 ends on **February 28, 2010**

REGISTER TODAY - visit
www.ibm.com/impact

Let's Build a Smarter Planet on System z

