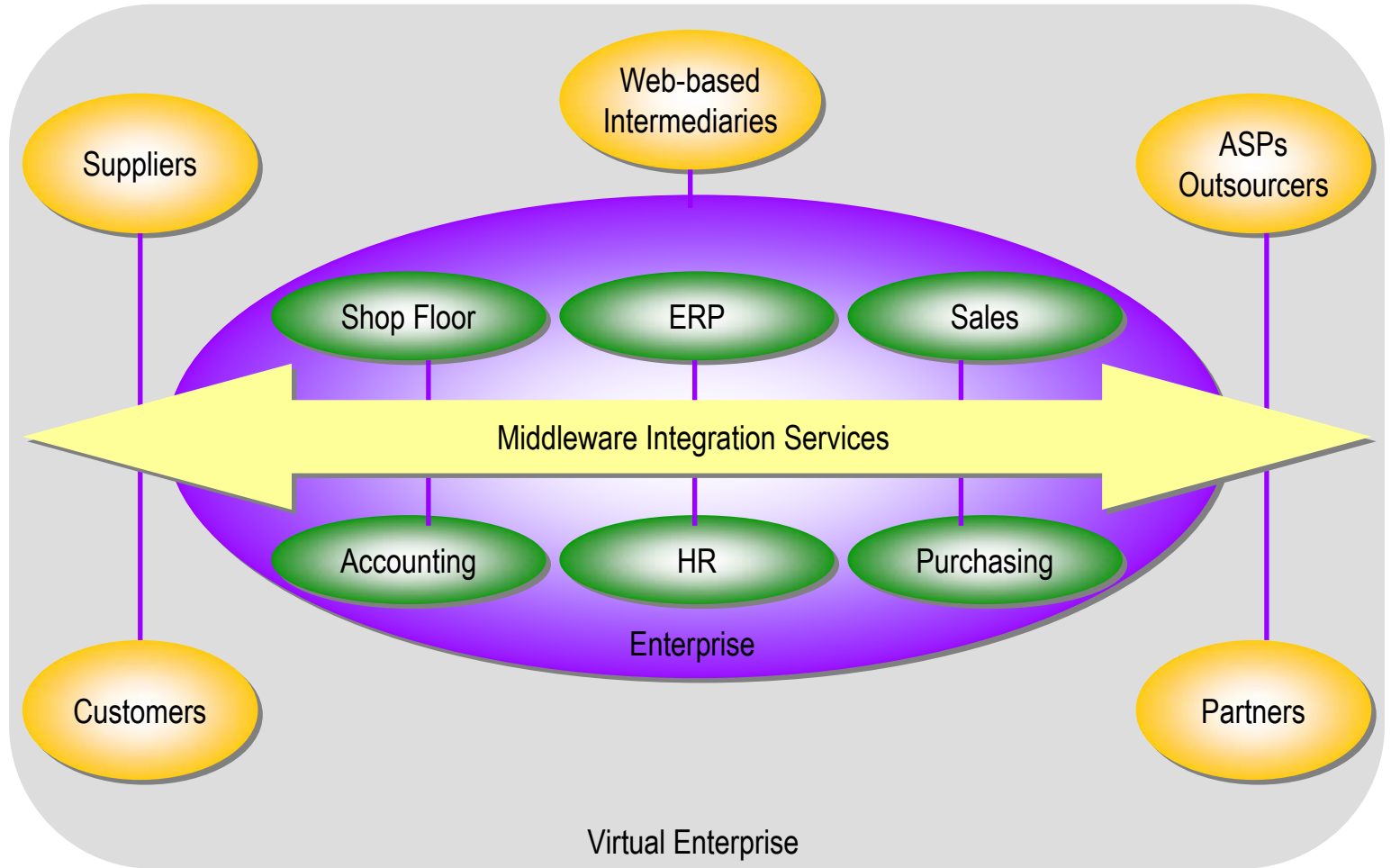


The IBM Integration Vision

Laura Kennedy

Technical Sales Specialist

IBM Integration Vision



Technical Trends and Drivers

■ Technology convergence

- Common runtime, minimizing complexity of integration, improving manageability
- Common tooling, eliminating the need to maintain large numbers of skills
- Common approach to B2B, A2A and B2C

■ Open standards

- Flexibility and vendor independence
- Platform independence, divorcing hardware/OS from infrastructure decisions
- Ability to quickly add and re-use functions as business requirements demand

■ Architecture evolution

- Move towards service-oriented architecture to
 - Unify disparate computing paradigms
 - Enable end-to-end solutions for increasingly complex business problems
 - Leverage open standards

Today's Business Integration Challenges...

■ Unconnected infrastructure investments

- Provide seamless integration with new business units
- Link packaged applications with legacy systems

■ Accelerated costs of managing disparate systems

- Integrate across multi-platform islands of automation
- Mitigate people and skill shortages

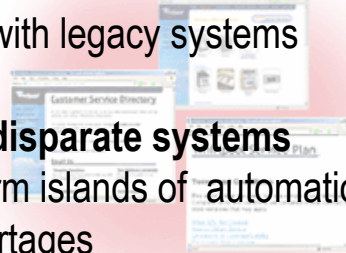
■ Increased industry and government regulations

- Industry standards - Walmart driving consistency across supply chain with UCCNeT
- Web Services

■ Reaching new markets with critical speed

- Support new standards like SCADA for process automation
- Maintain system and asset security

***Integration projects take too long and cost too much
Achieving 'Time to Value' is critical to business success***



...which Lead to Enterprise Integration

Leveraging the key resources of the organisation...

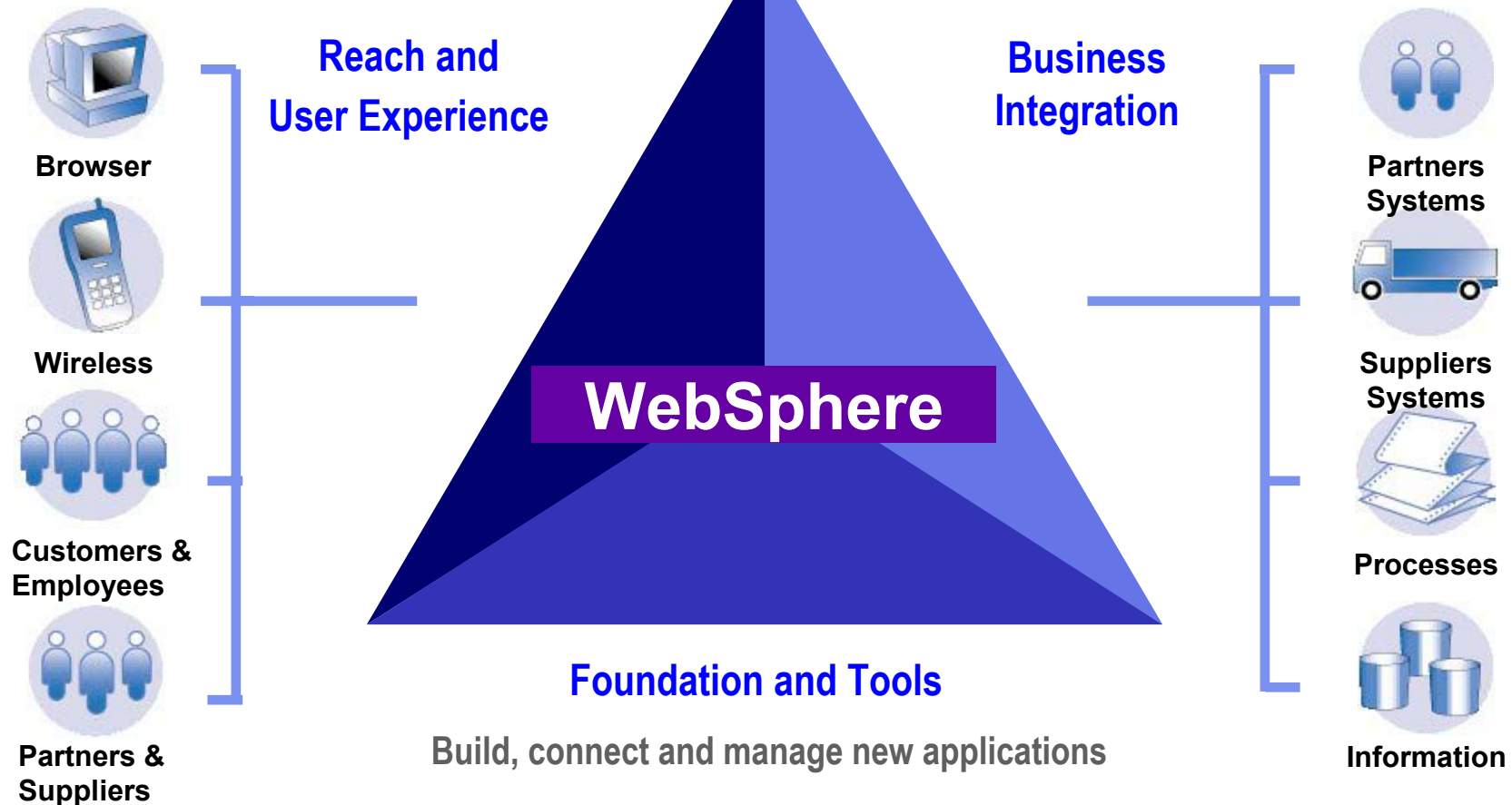


...to increase operational efficiency, reduce costs and gain competitive advantage!

The IBM WebSphere Platform

Provide any user or device streamlined access to customised content

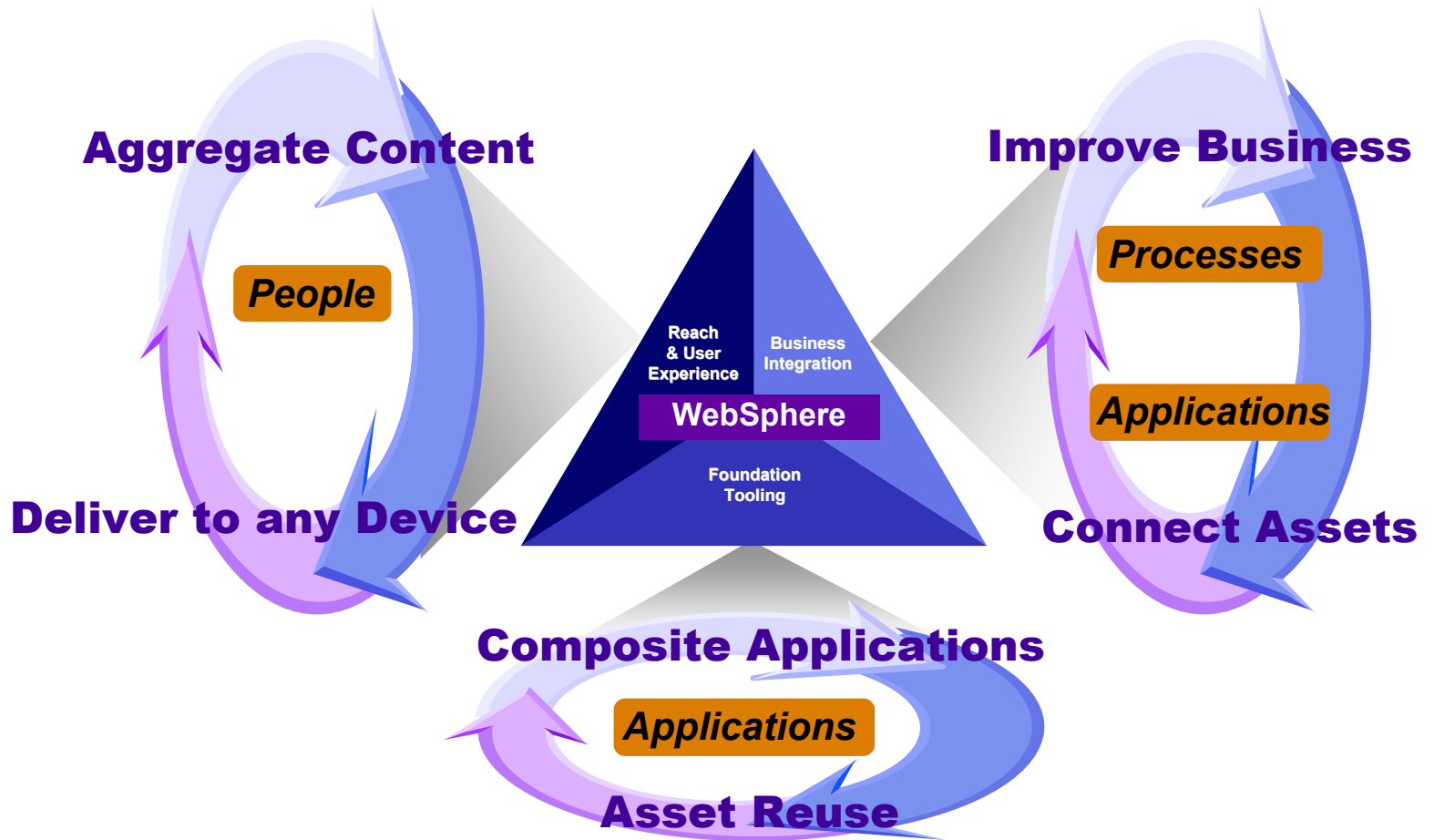
Integrate and automate business processes to maximise agility



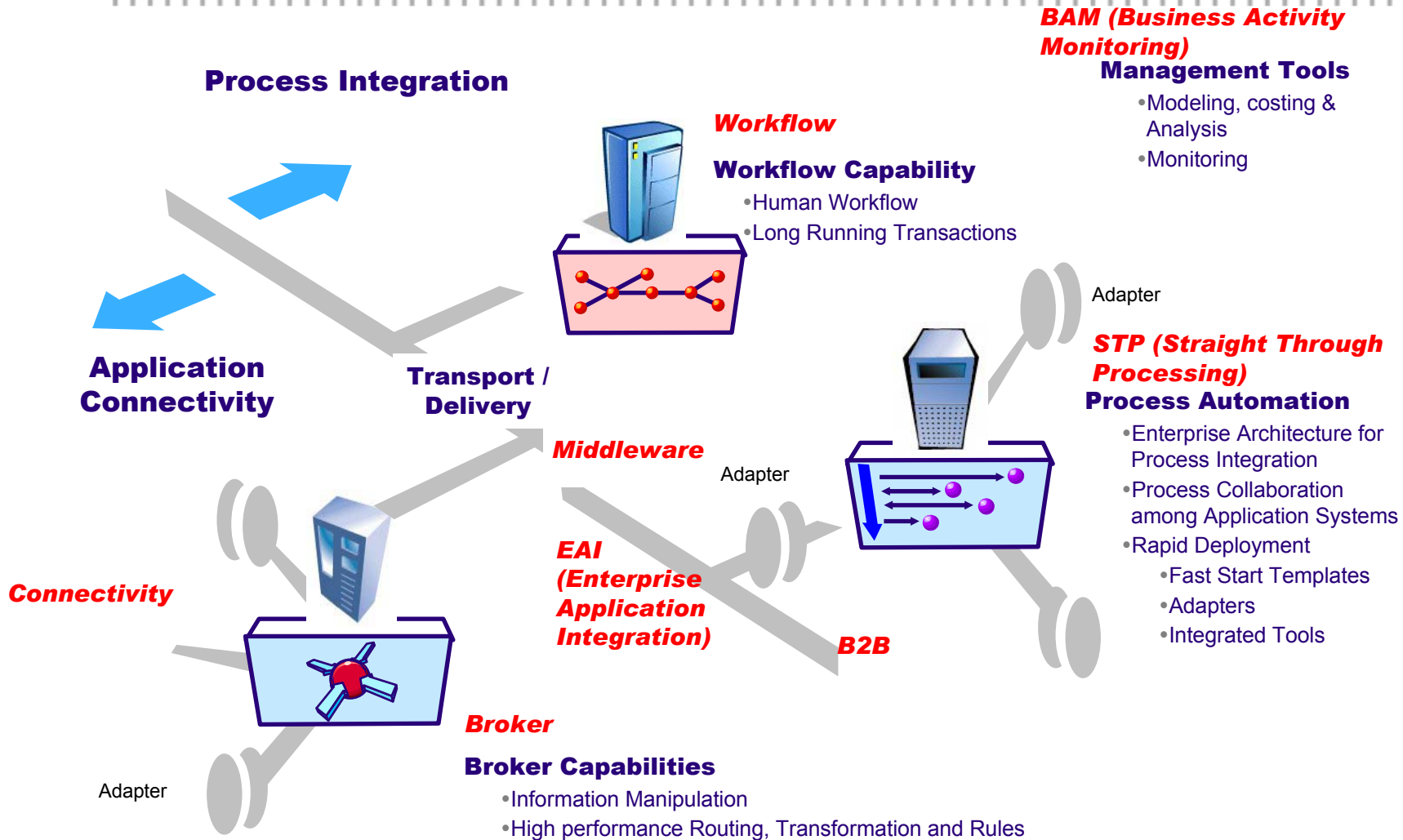
WebSphere software



IBM WebSphere: The Platform for Integration



WebSphere Business Integration Capabilities



WebSphere Business Integration Solutions

- WBI Adapters
- WBI for Telco
- WBI for Retail
- WBI for Financial Markets
- WBI for Financial Networks
- WBI for Insurance
- WBI for Automotive
- WBI for Electronics
- WBI Connect

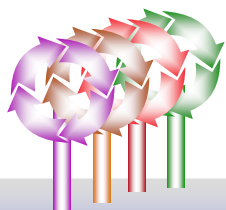
B2E Integration

WBI Collaborations

WBI Roles

WBI Activities

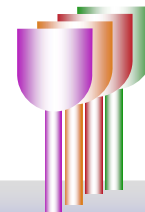
B2B Integration



Automation



Workflow



Monitoring

High-speed Message Switching, Routing and Transformation

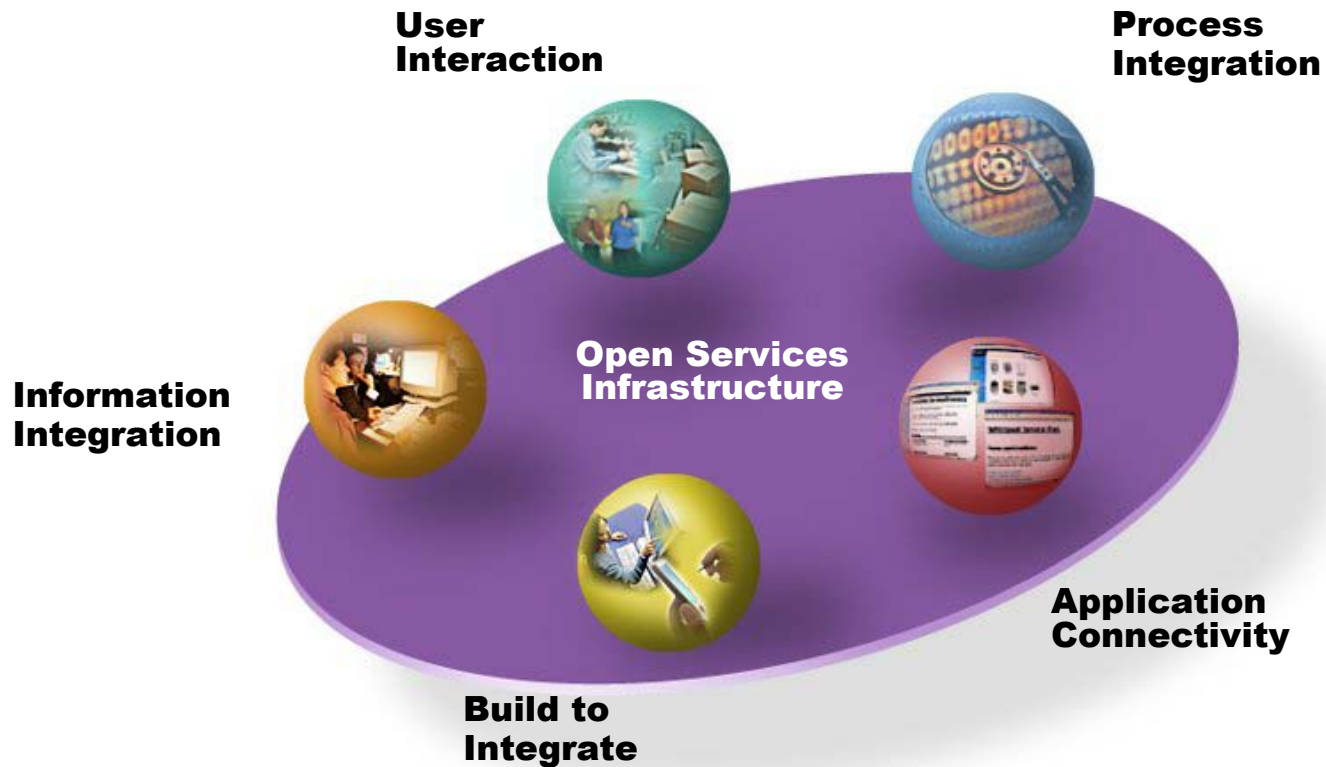
Enterprise Transport

Internet Transport

Mobile Transport

Telemetry Transport

Common Styles of Integration



IBM Business Integration Strategy



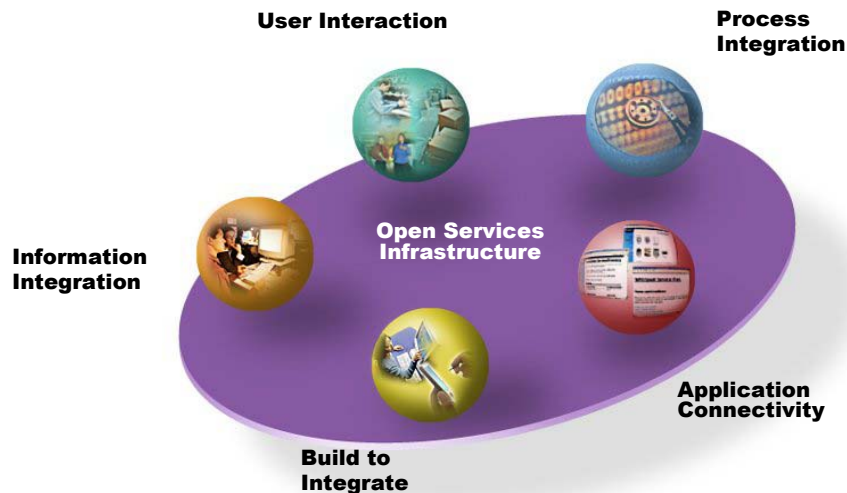
We will more tightly integrate our offerings onto converging technologies and a common programming model, providing flexible and extensible products and solutions centered on a

Service-Oriented Architecture

...all while building on top of and growing the capabilities of our current offerings and staying committed to the protection of customer investments

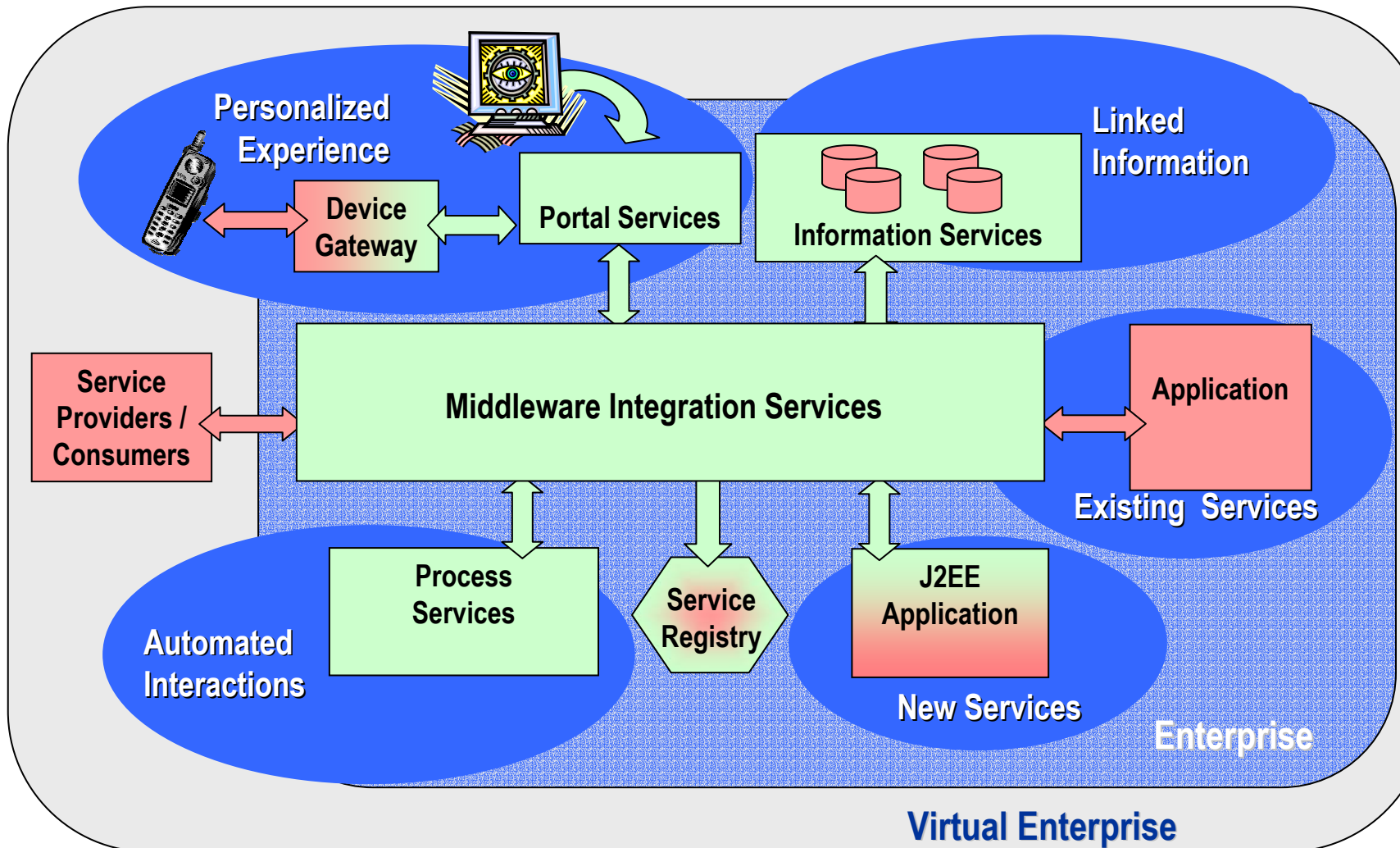
Business Integration Directions

- We are establishing a common programming model for a service oriented architecture (SOA) based on standards
 - J2EE for implementation
 - Web Services for access and integration



- We are reshaping our offerings into components using a single technology infrastructure for runtime and tools
 - WebSphere Studio (Eclipse)
 - WebSphere Application Server
- The Five Styles of Integration supported today are key to this Architecture – provided through proven, robust technology that can move us forward to the Next Generation of Integration

Business Integration Scenario using SOA



Questions