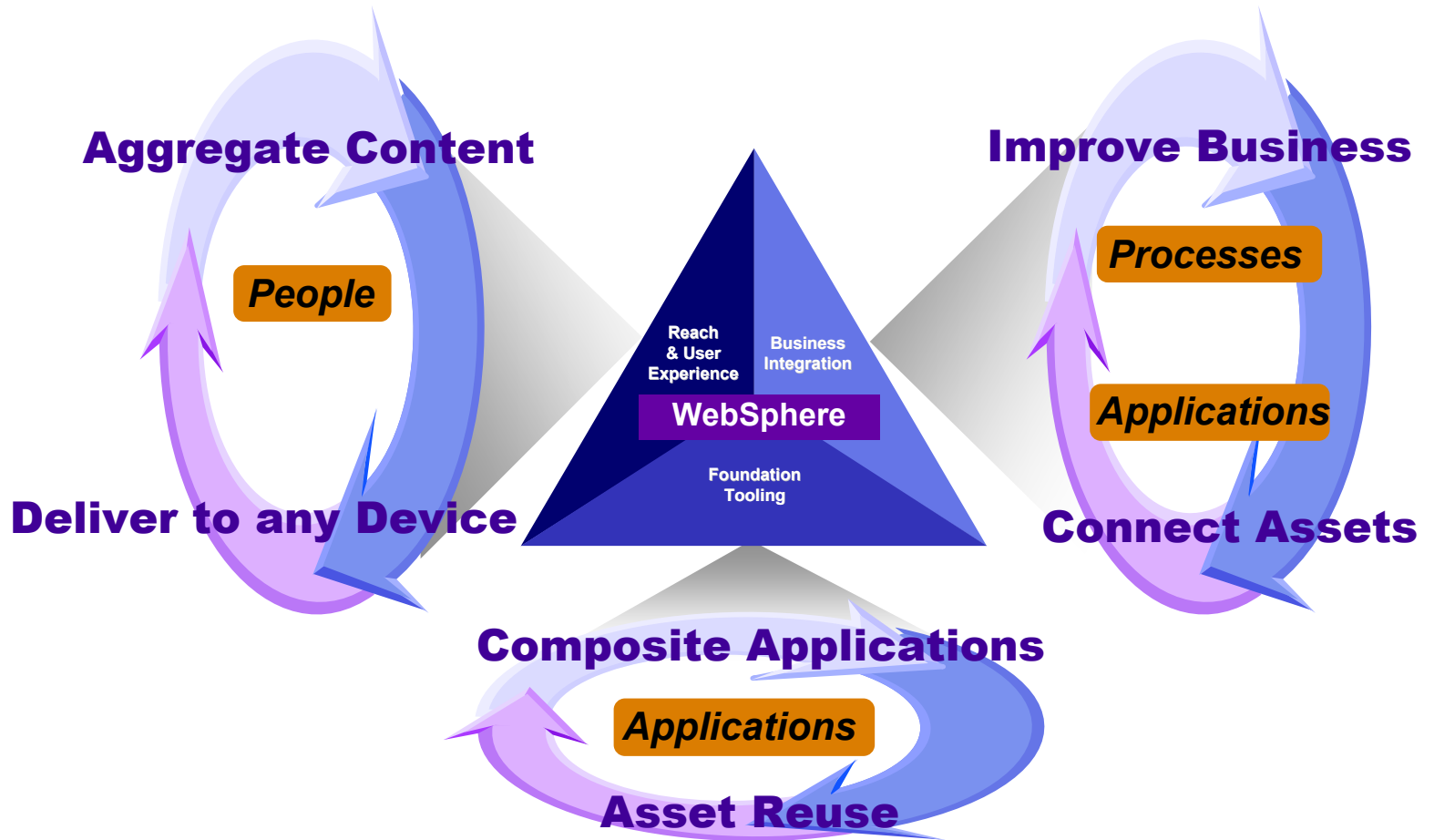


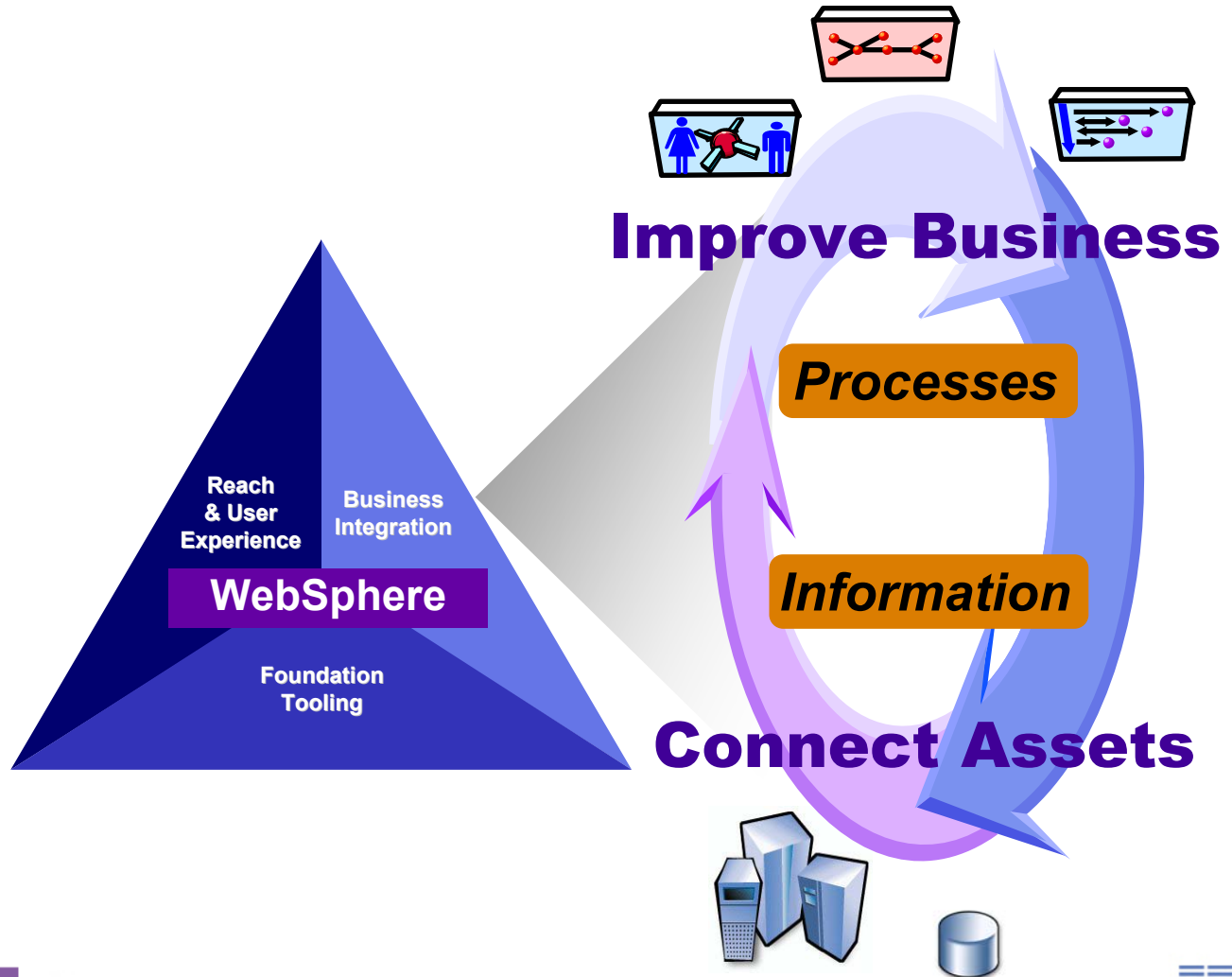
# WebSphere Business Integration Technologies

Laura Kennedy, Technical Sales Specialist

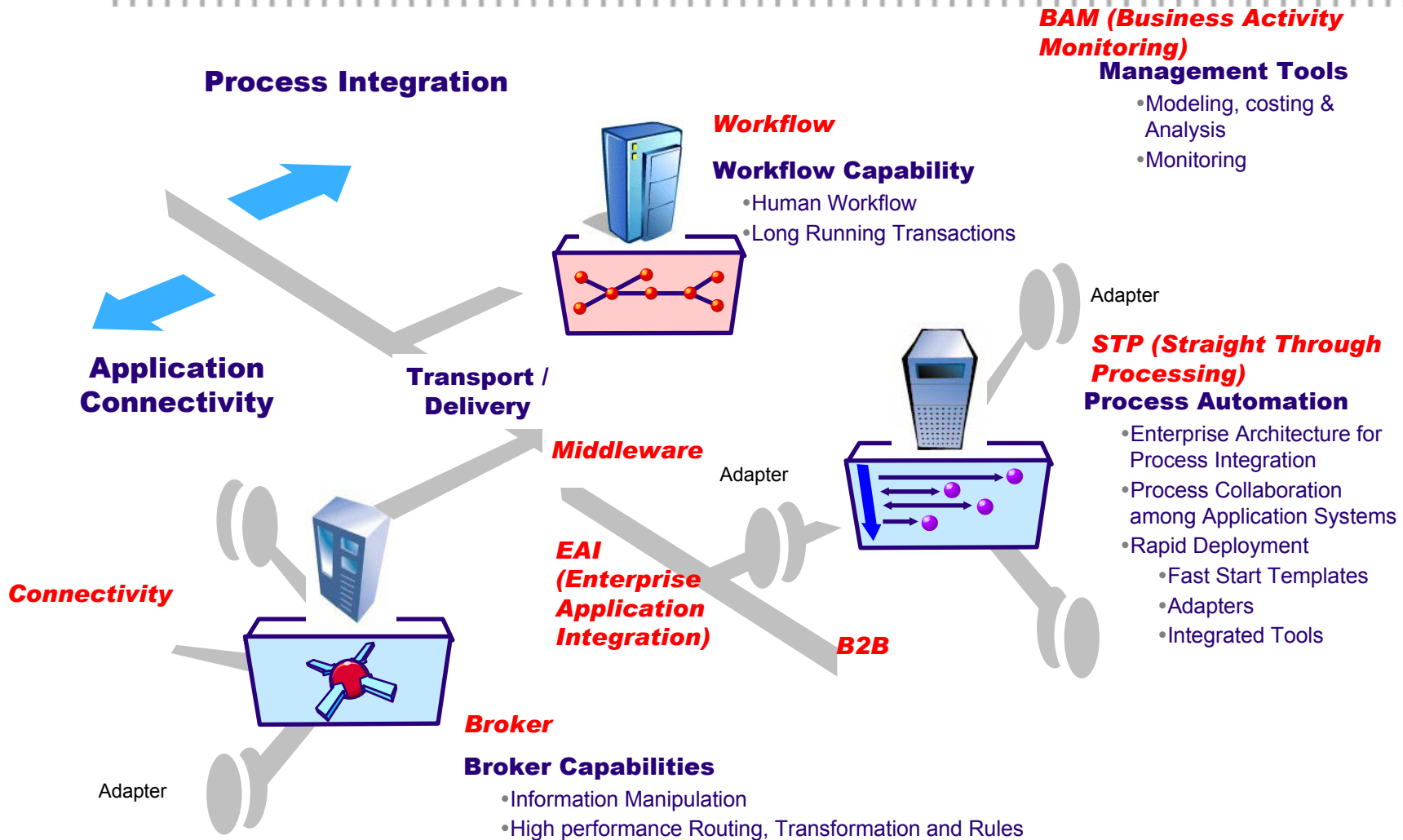
# IBM WebSphere: The Platform for Integration



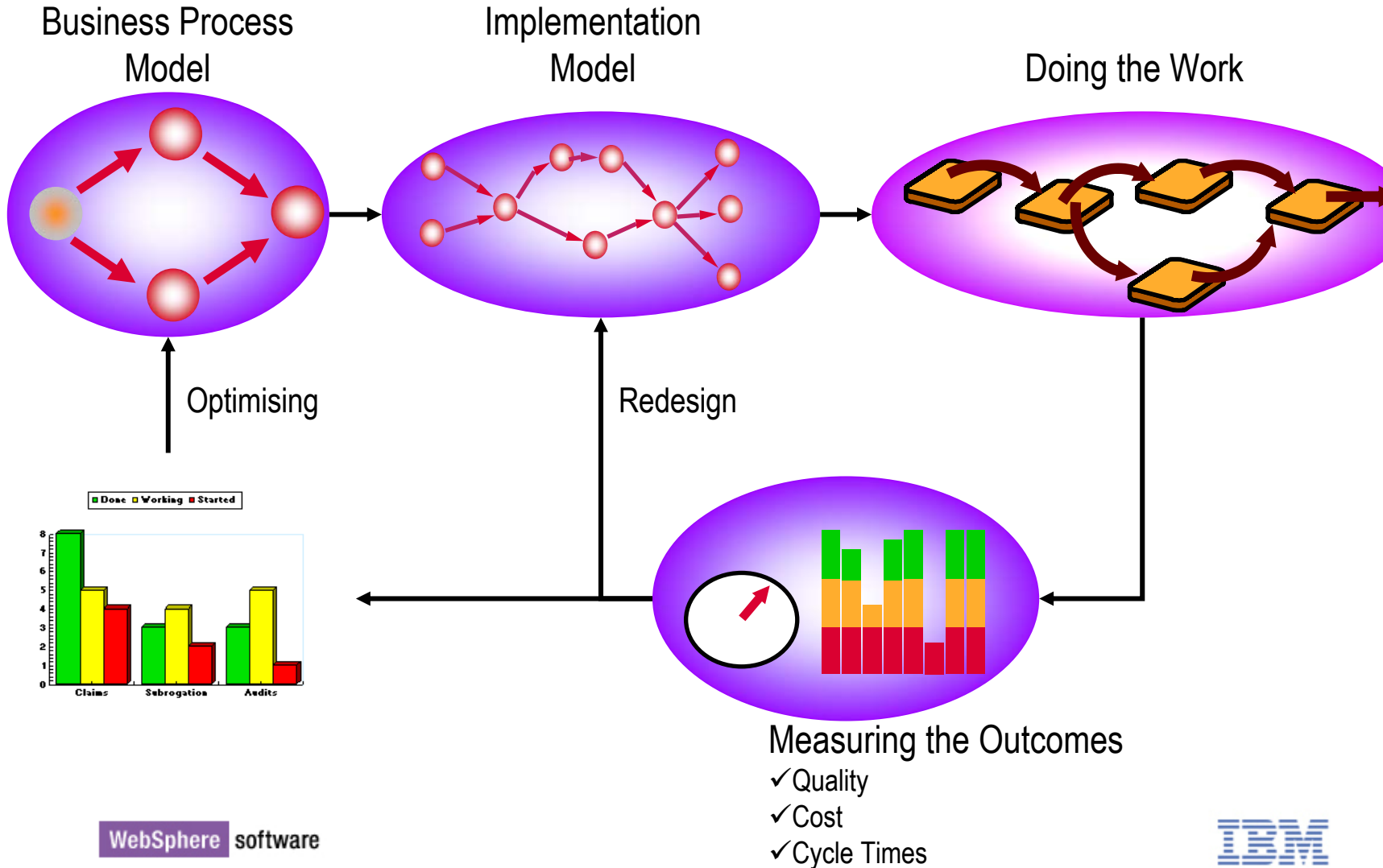
# WebSphere Business Integration



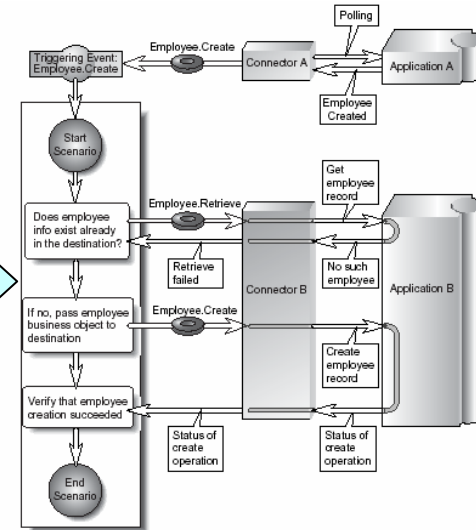
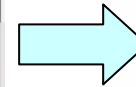
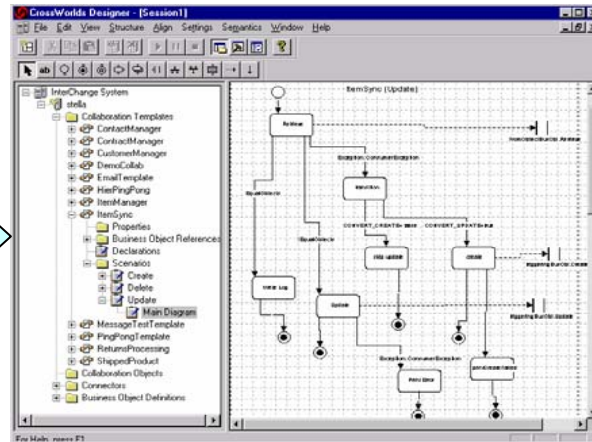
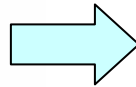
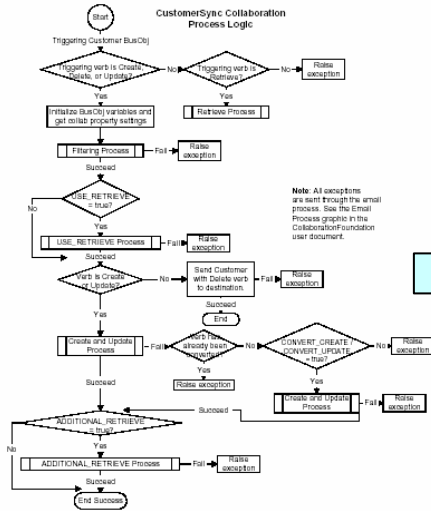
# WebSphere Business Integration Capabilities



# Business Process Modelling and Management



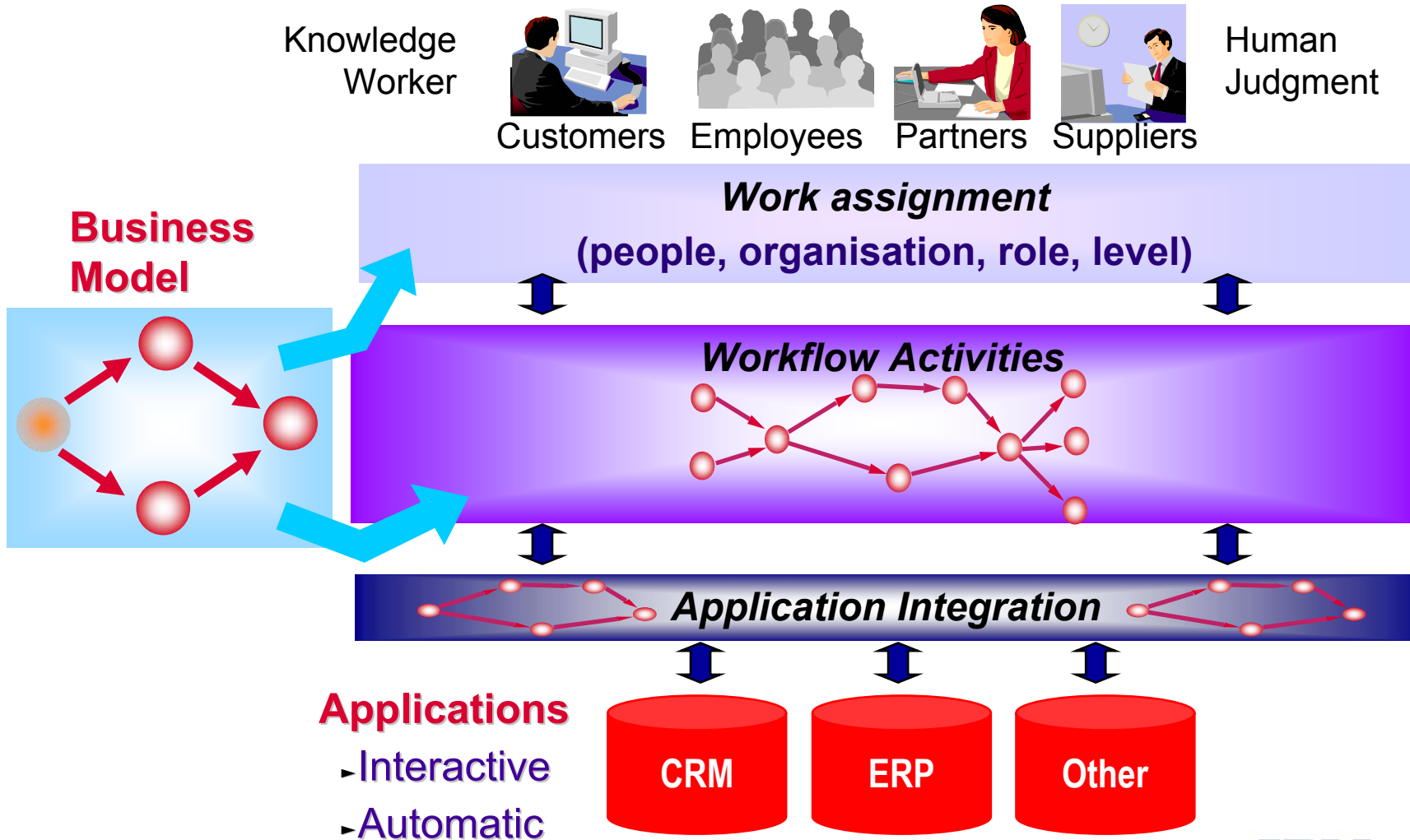
# Process Automation



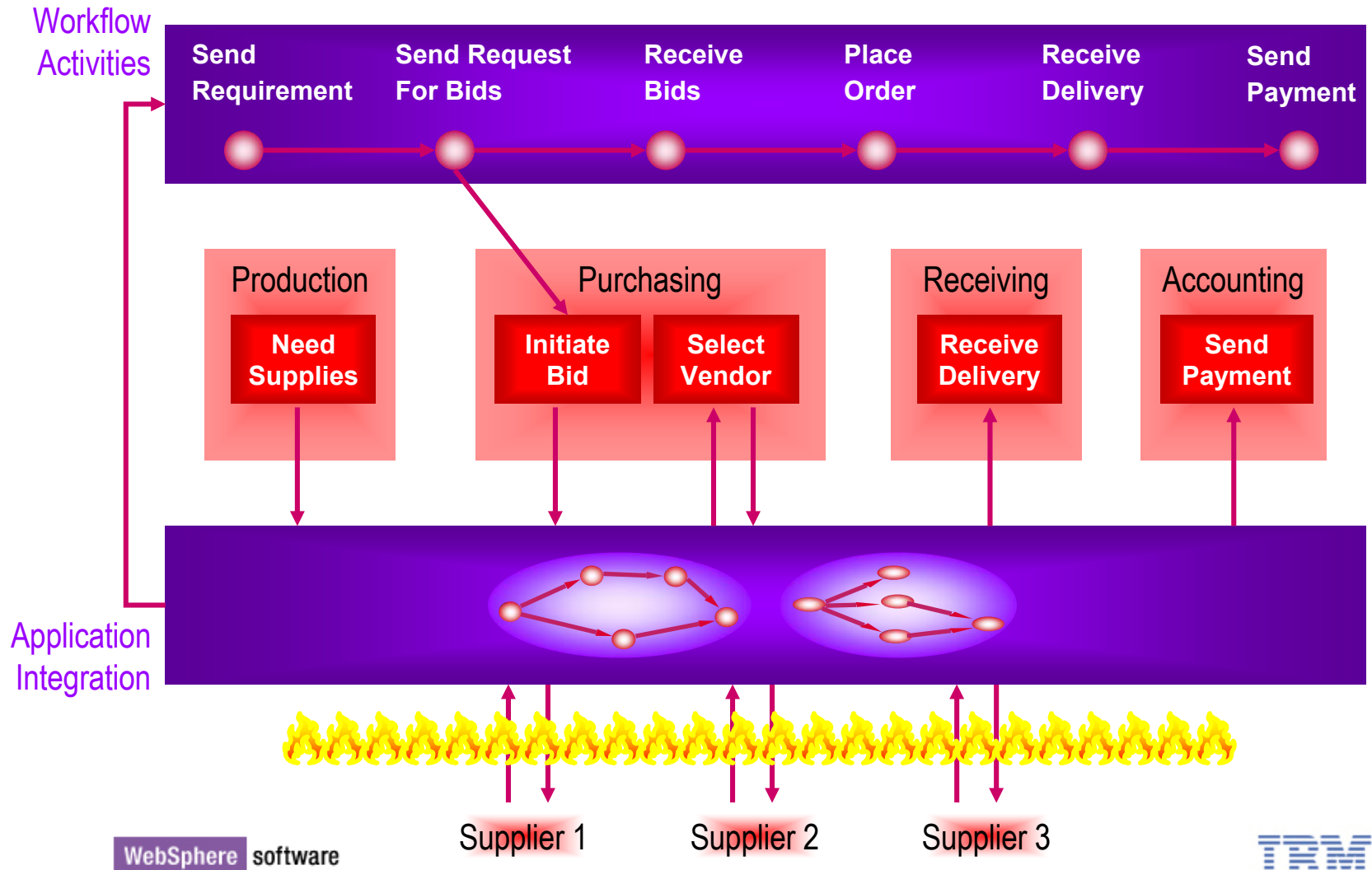
From Business Process Model Through Design To Implementation

- End to end business process execution
- Application events drive Straight Through Processing
- Exception handling

# Human Involvement



# Long Running Processes





# Monitoring, Escalation & Auditing

**Workflow-Monitor - [Process/Activity View - Product Assembly]**

File Configuration View Refresh Window Help

**Server Info** Refresh Interval

Start time: 07/22/1997 09:05:12 AM  
Current time: 07/24/1997 11:45:76 PM

0 sec 60 sec Refresh now

Processing Order

**"Processing Order" Activity S**

Current jobs	Running	Ready	Over time	In time	Working	Elapsed	Estimated	Maximum
0010	4	2	0	6	0.76 h	1.3 h	0.28 h	2.2 h

Job ID	Is Overtimed	Arrival Time	Starting Time	Completion Time	Working D
Job#27	False	23-07-97 04:00:12	23-07-97 04:46:52	---	0.75 h
Job#28	False	23-07-97 04:33:32	23-07-97 05:31:52	---	0 h
Job#29	False	23-07-97 04:56:52	---	---	0 h
Job#30	False	23-07-97 05:05:12	23-07-97 05:25:12	---	0.11 h
Job#31	False	23-07-97 05:31:52	---	---	0 h

Start Waveney J Crosen - Inbo... WorkFlow-Monitor Error - Netscape

- Animated process simulation
  - Business process measurement including savings
- Business activity monitoring
  - Web-based dashboard displaying real-time data
  - Up-to-the-minute information for business managers
- Time and exception based escalation

## ***Process Business Monitor***

View performance, SLA fulfilment, cost & time delivery

## ***Process Operations Monitor***

View of process bottlenecks and staff workload

## ***Process Instance Monitor***

View of single customer order or account

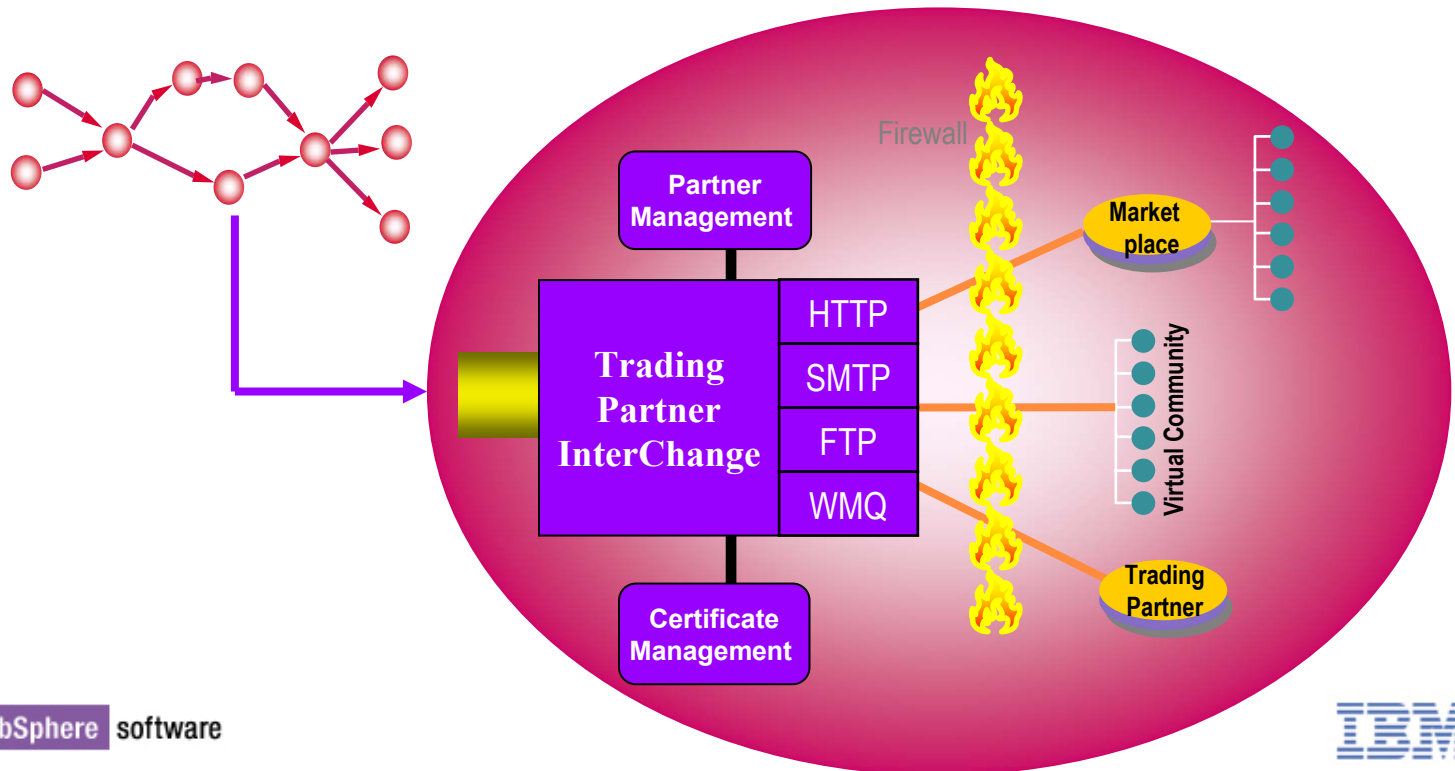
## ***Systems Monitor***

View of systems resources and bottlenecks

# Process Management Beyond the Enterprise

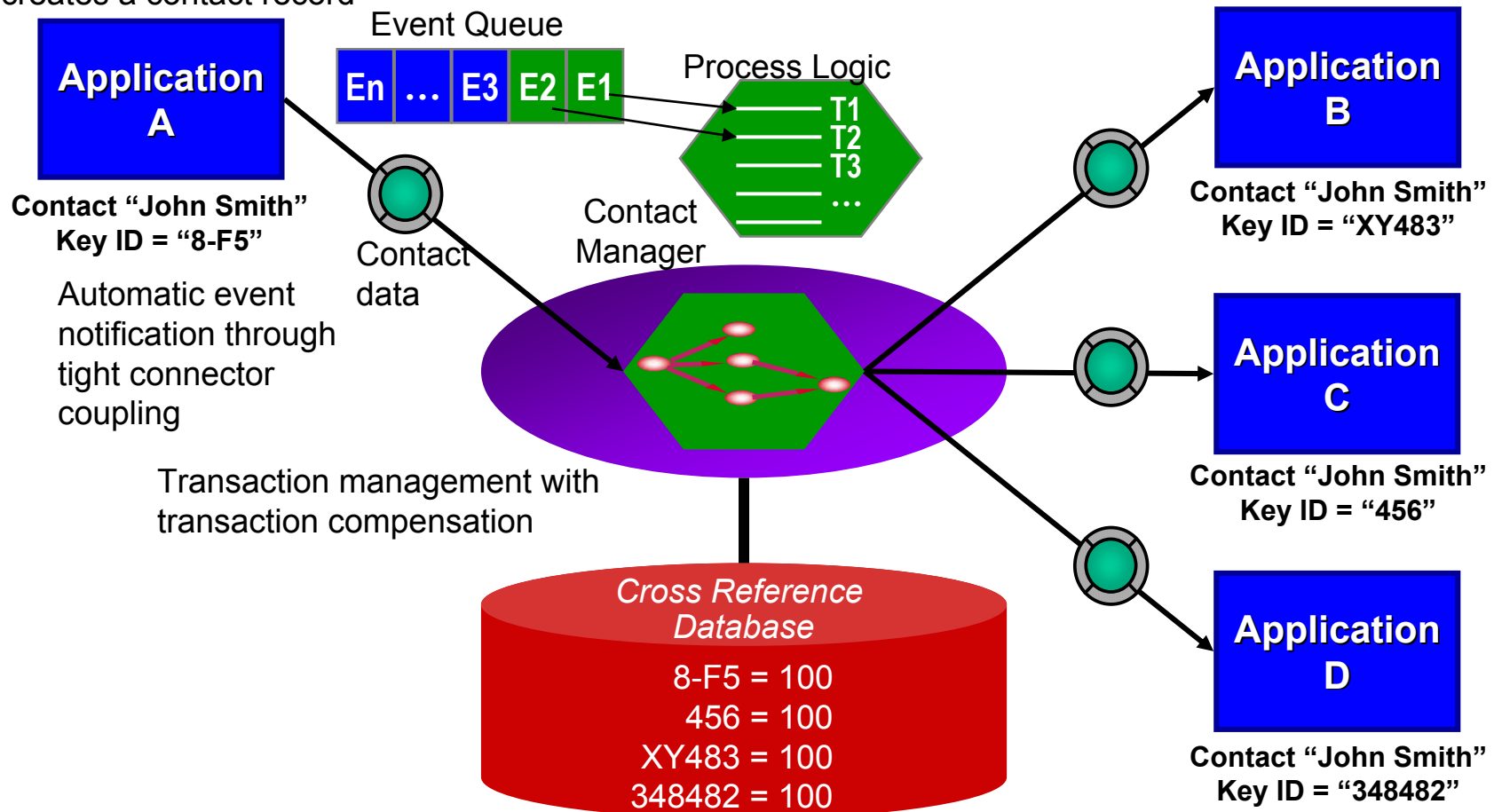
- Secure and robust B2B
- Industry ready: EDI, Web Services, SWIFT, FIX, ACORD, etc.

## Enterprise Process Management



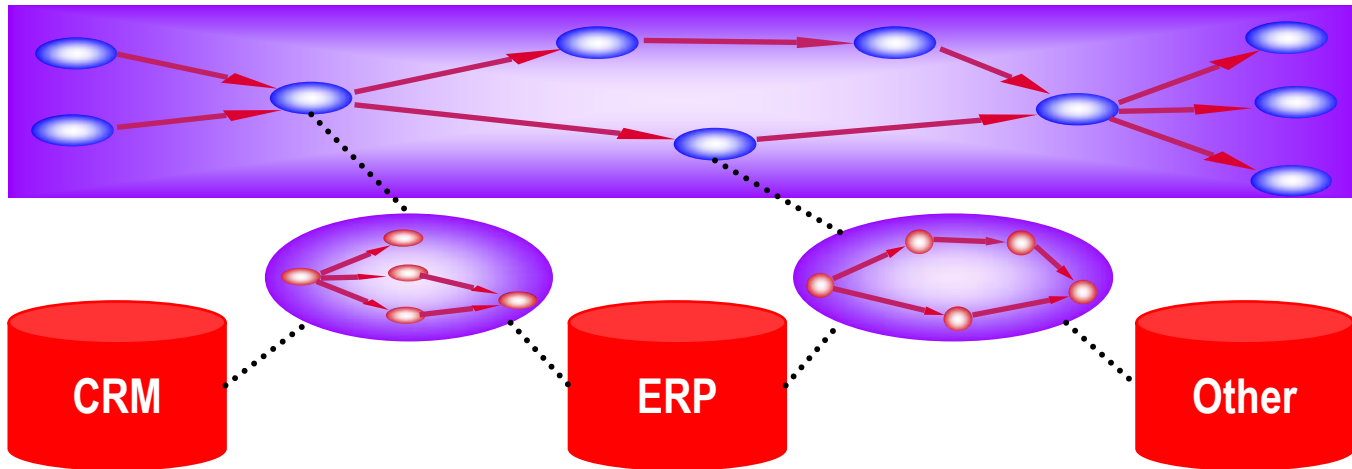
# Single Business Service with Applications

Event: Application user creates a contact record



# Isolation

- Define and run business processes that are isolated from the underlying IT infrastructure
- Separate integration process logic from applications



- Control total cost of ownership
- Agile to respond to business change
- Eases application upgrades, renewals and additions

# A Selection of Pre-Built Processes and Adapters

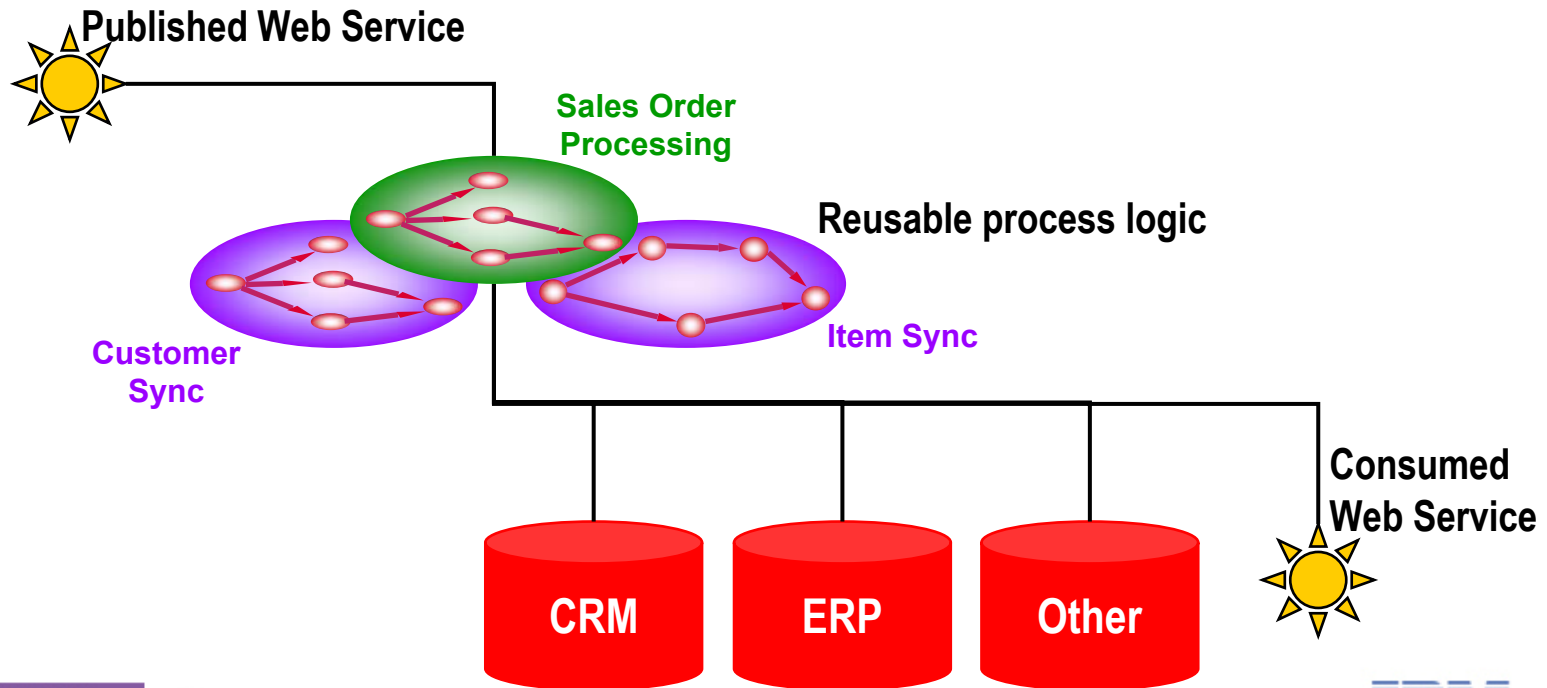
<b>eSales</b> Customer Manager Item Manager On-hand Inventory SO Processing SO Status Account Status	<b>eProcurement</b> Item Manager Vendor Manager Inventory Level Invoice Generation PO Processing PO Status Account Status	<b>eCustomer Service</b> Customer Manager Item Manager Contact Manager Installed Product Service Contract SO Status Invoice Generation	<b>Demand Planning</b> Item Manager Customer Manager SO Processing Demand History Demand Forecast Customer Orders
<b>Human Resources</b> Employee Manager Department Manager	<b>Sales Processing</b> Customer Manager Item Manager Contact Manager Installed Product SO Processing SO Status Account Status	<b>Supply Planning</b> Item Manager BOM Manager Customer Orders On-Hand Inventory Purchase Orders Work Orders Transfer Orders Planned Orders	<b>Insurance</b> Home Loss Surrender Quote Personal Articles Life Policy Addition
<b>Inventory Management</b> Item Manager Inventory Level Inventory Adjustments	<b>Service &amp; Support</b> Customer Manager Item Manager Contact Manager Installed Product Service Contracts SO Status Invoice Generation	<b>Telco</b> Billing Enquiry Customer Account Manager Customer Billing Customer Service Activation Service Order Management Billing Enquiry Product Catalogue Resource Provisioning	<b>Retail Distribution</b> UCCnet Item Sync
<b>Financial Transactions</b> Accounts Receivable Invoice Generation General Ledger Movement			...
<b>Procurement</b> Item Manager Vendor Manager PO Processing PO Status			

<b>Application Adapters</b> Clarify Oracle Peoplesoft SAP Siebel ...
<b>Technology Adapters</b> CrossWorlds Email FIX JDBC JMS MQ Workflow SOAP SWIFT Text WMQ WMQI XML ...

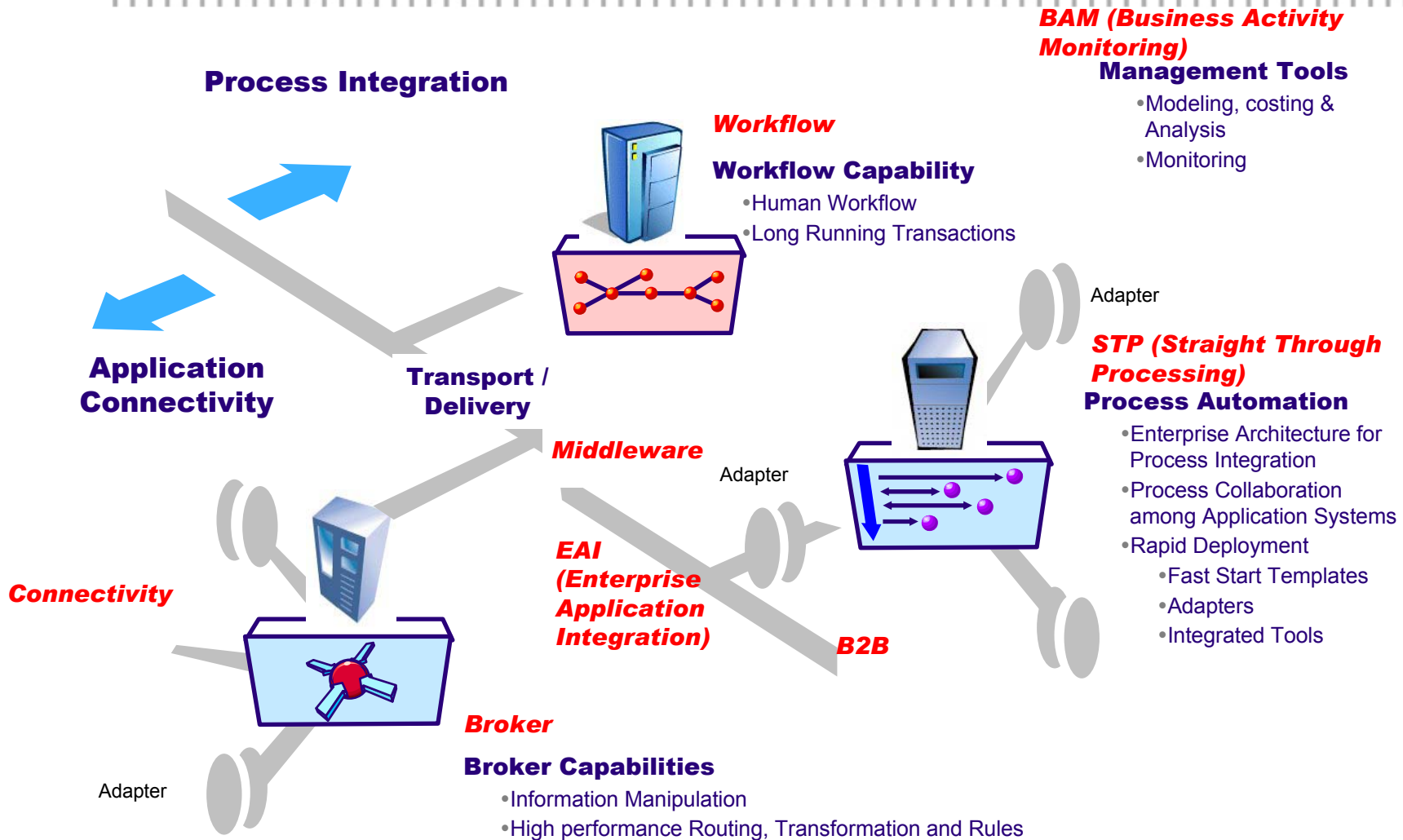


# Industry Standards Led

- Compliance with industry standards enables interoperability
  - Minimises risk and saves cost, both now and in the future
- Component reuse saves development cost and simplifies maintenance



# WebSphere Business Integration Capabilities



# WebSphere Business Integration Adapters

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- A **connector** that links the applications to the integration broker
- Tools with **graphical user interfaces** to help to:
  - Create the business object definitions needed for applications
  - Configure a connector
- An **Object Discovery Agent (ODA)**
  - Creates rudimentary business object definitions from an application's data store
  - Not included in every WebSphere BI Adapter
- An **Object Discovery Agent Development Kit (ODK)**
  - Consists of a set of APIs to develop an ODA
- Separately available **Adapter Development Kit (ADK)**
  - Provides a Framework for developing custom adapters



# Business Integration Environment



## Improve Customer Loyalty

Australian Stock Exchange implemented B2C and B2B solutions in a standardised infrastructure integrating with three core homegrown trading applications (CHESS, SEATS, & DCS) allowing them to provide superior customised service to a diverse base of customers



## Operations Efficiency

Samsung centralised integration of 56 subsidiaries and 21 overseas manufacturing functions with chosen ERP system



## Collaborate With Supply Chain Partners

Michelin integrated its partners supply chain to improve business efficiency by integrating a new B2B self-service extranet with core mainframe applications



Living.  
Improved daily.

## Application Package Integration

Dow Chemicals integrated multiple SAP applications with legacy mainframe systems and a new Siebel Web-enabled CRM application

*Online Service*



## Human Involvement

Cardiff County Council benefits from an innovative solution integrating its Contact Centre, with it's Back Office and Voice infrastructure to provide high quality public services



## End-to-End Integration

Whirlpool integrated their on-line order system with their SAP R/3 inventory system and then integrated all of their core applications to operate as a seamless enterprise to their value chain

# Customer Value



## Improve Customer Loyalty

*Improve customer service by reducing Web time by 40%. Reduce server utilisation by 60%*



## Operations Efficiency

*Provided global monitoring and control of business activities while improving productivity by 30%*



## Collaborate With Supply Chain Partners

*Improving customer service by offering realtime product availability 24/7*



Living.  
Improved daily.

## Application Package Integration

*Up to 70% faster time-to-market; reduction in interface development costs*

*Online Service*



## Human Involvement

*In 4 months they have implemented "Connect to Cardiff", a solution that covers 8 council services*

*'Best use of ICT in Government' Wales ICT02 awards sponsored by the Welsh Information Society*



## End-to-End Integration

*Cost/order reduced by over 80%  
100% ROI in 5 months*