



MQSeries Family

- the next wave



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Business benefits to our channel partners

- ✓ Allows you to build on your investment
- ✓ Allows you to build on our leadership
- ✓ Allows you to grow into new markets





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MQSeries Journey

- ✓ Environment coverage
- ✓ Reliability
- ✓ Ease of Use
- ✓ Open Standards
- ✓ Vision and Execution





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MQSeries Highlights

IBM MQSeries

Partners

■ Usage

- ▶ >5000 customers
- ▶ >350 of IBM's top 500 customers
- ▶ >66% of NA and European banks
- ▶ In heavy production usage

■ Achievement

- ▶ > 65% w/w market share in messaging engines

■ Recognition

- ▶ >300 positive press articles w/w in '98
- ▶ 7 major industry awards
- ▶ Strong analyst interest

■ Brand

- ▶ MOM category established, MQSeries becoming de facto standard
- ▶ Extension to Integration, Workflow
- ▶ Investing for growth

■ Fast growing Industry

- ▶ >250 partners with MQSeries offerings in the marketplace
- ▶ Established companies, start-ups
- ▶ Channel, product, services, consultants

■ Skills+services

- ▶ >1800 Certification test passes from nearly 500 companies
- ▶ 150 listed services companies

■ Product Development

- ▶ >1250 members of PID program
- ▶ >150 supporting ISVs with ~250 products in market place.

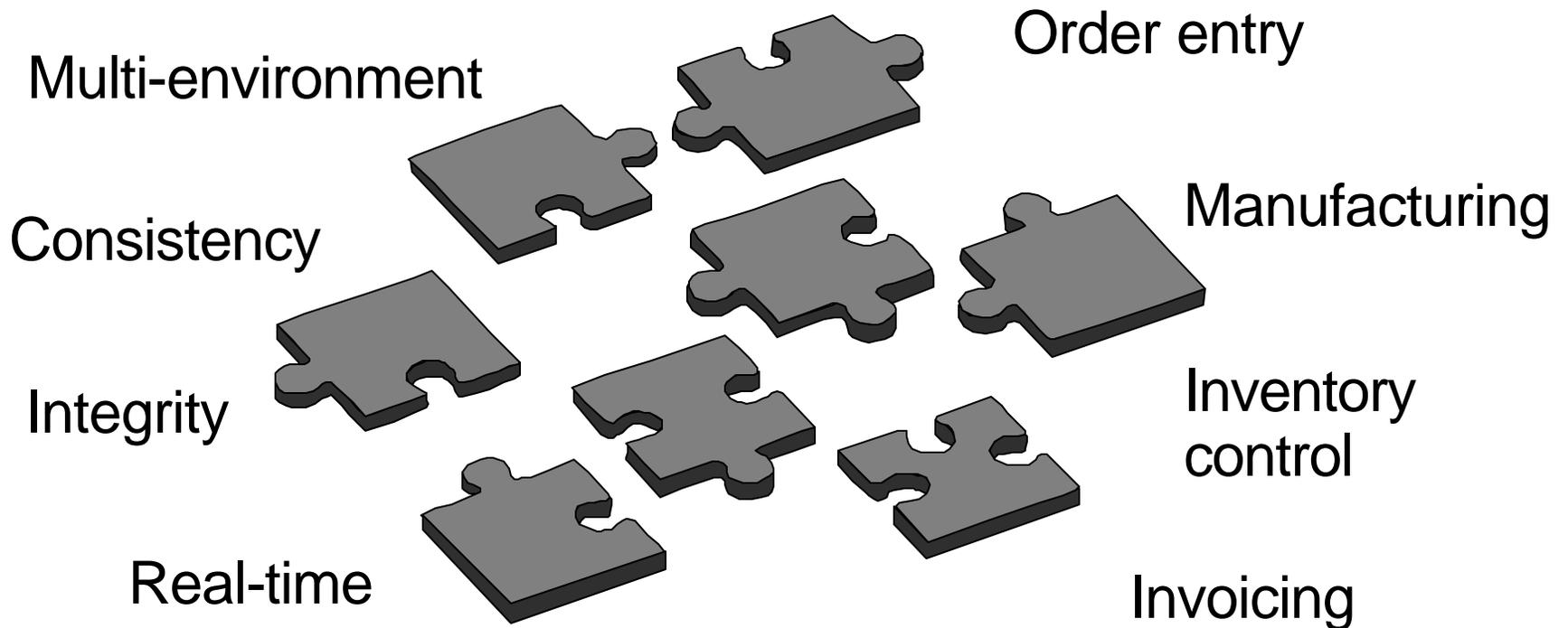




Business Integration with MQSeries family

iness

Cross functional processing





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MQSeries- A New Dimension

MQSeries Product Family

MQSeries Workflow

- People & Processes
- Task Lists
- Modelling

MQSeries Integrator

- Transforms, Rules, Routing
- APIs
- Templates, Utilities

MQSeries

- Messaging Services
- Standard Formats
- Languages, Adapters

*New
Programming
Interfaces*

*New
Visual
Tools*

*New
Platform
Support*

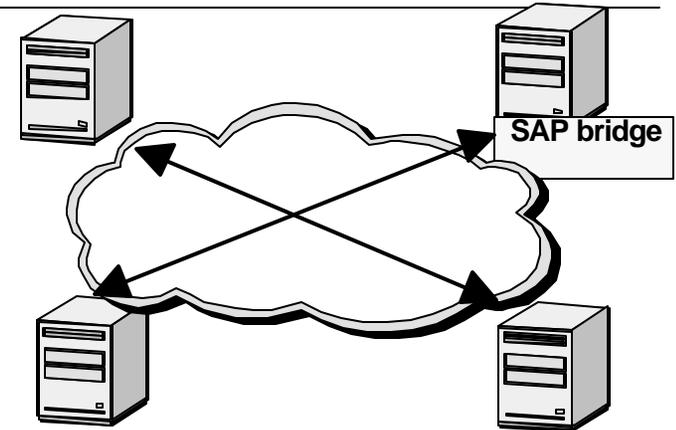
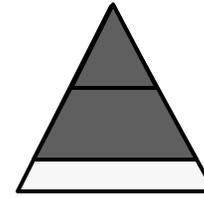




Messaging

Application developer defines integration connections

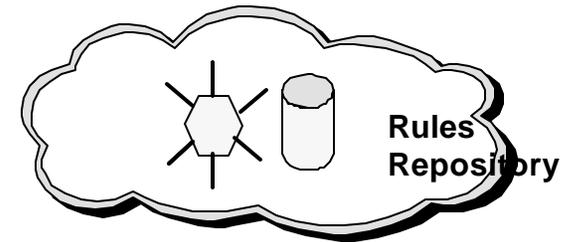
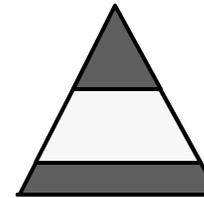
- * point-to-point integration



Integration

Content rules define integration connections

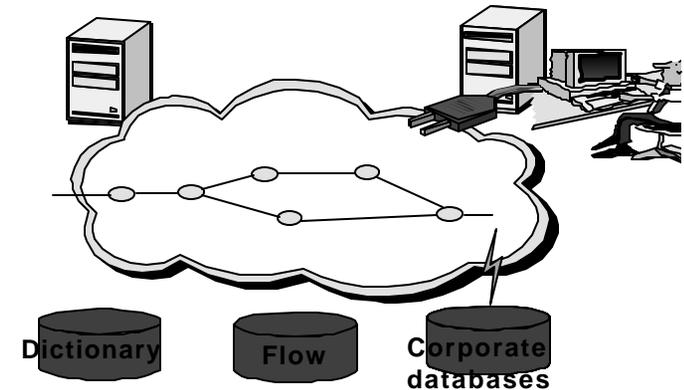
- * hub+spoke integration



Visual Integration

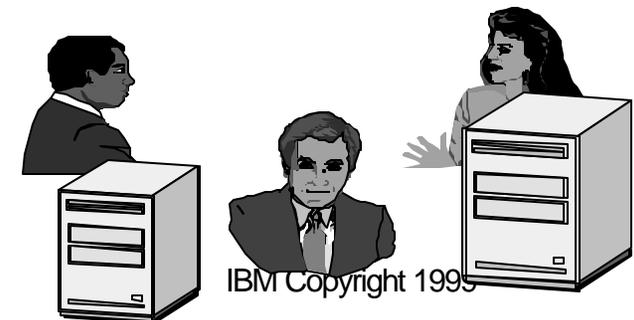
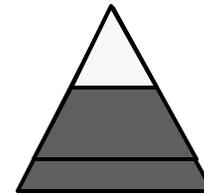
Business needs define integration connections

- * Integration steps visually defined



Visual Workflow

Business needs define tasks and roles of people and applications





MQSeries Family for Business Integration



MQSeries

- Assured delivery
- Heterogeneous connectivity
- New high-level APIs

MQSeries Integrator

- Modularity, reusability
- Open framework, visually programmable
- Leverages data in corporate DBMS

XML

- Openness with standards
- Consistency through tooling
- Extensibility and flexibility

MQSeries Workflow

- Business process management
- Java, scalability enhancements





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New Software

Open message broker framework

- Visual (GUI) tools for message construction and flow
- Open for customer and partner tools integration
- Leverages data in corporate database
- Integrated dynamic publish/subscribe (content-based)

Implementing with mature and emerging standards

- Java for program portability and e-business support
- XML for format interchange
- SQL for filters and content manipulation

APIs that deliver productivity

- AMI for programmer off-load and message handling simplification
- CMI for message construction and analysis
- JMS for Java standards support

Enhanced workflow product

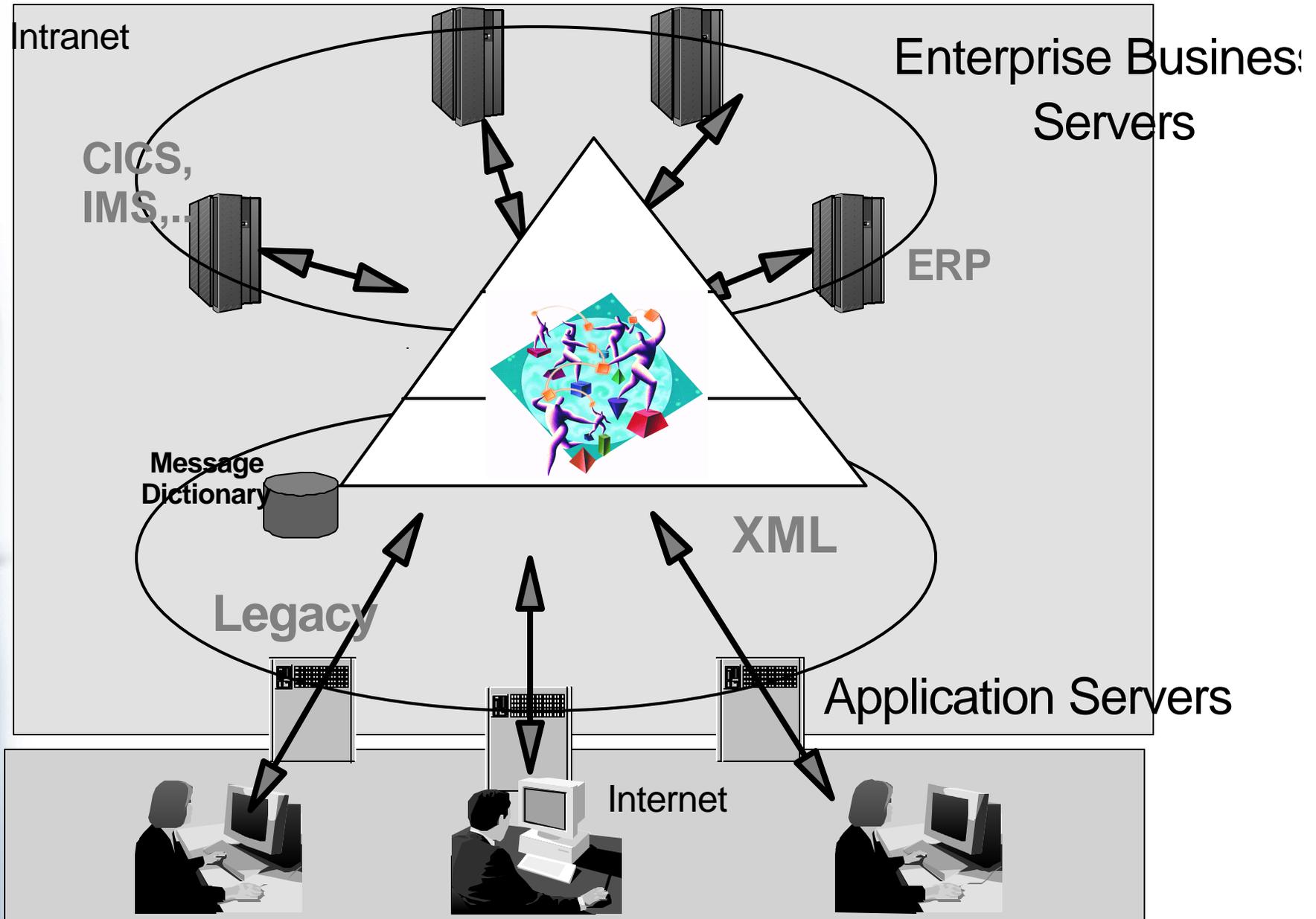
- Java client API and XML system messaging
- More interoperability with "Business Integration Tooling" initiative





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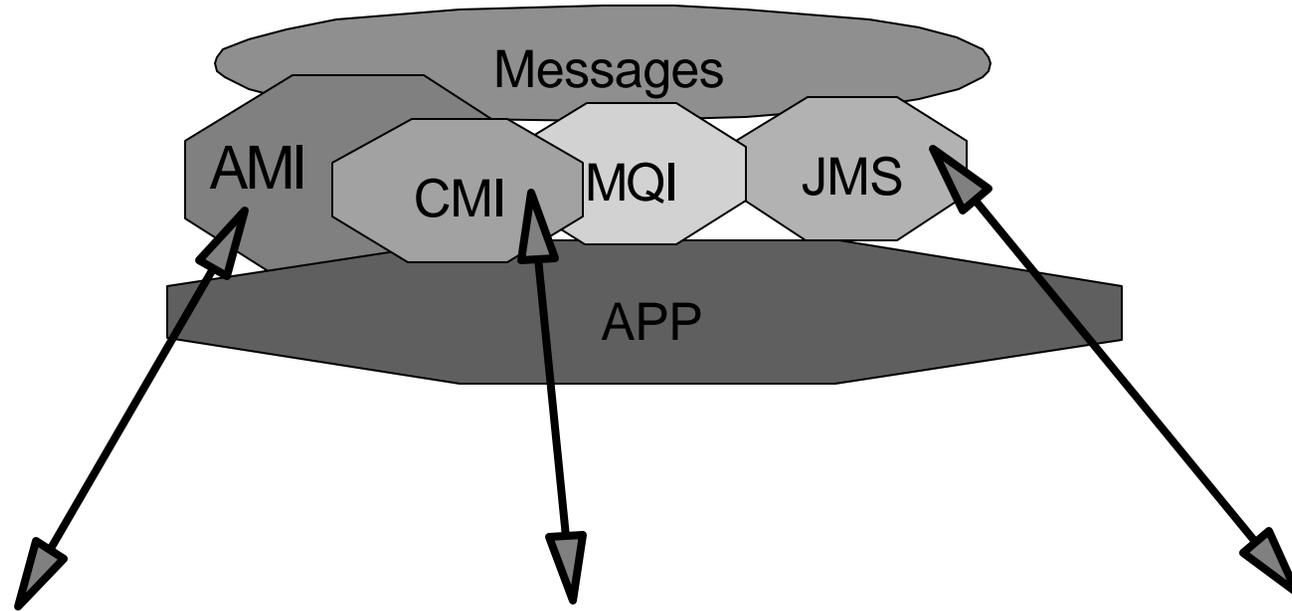
MQSeries - The Enterprise Integrator





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The New Fully Interoperable APIs



AMI (App Messaging Interface) CMI (Common Message Interface) JMS (Java Messaging Servi

- High level of abstraction, moves message handling logic into the middleware
 Policy name "How"
 Service name "Where"
- Bindings for Java, C, C++, COBOL,...

- Construction and analysis using logical view of message
- Supports a range of physical representations, e.g. XML, Cobol copybook, C/C++ Header

- Emerging Java standard underpinned by MQSeries
- Interoperable with other MQSeries applications, MC AMI





Partner Opportunity with the APIs

MQI (classic interface)

- 1800 certified specialists
- significant partner business
 - products
 - services

AMI (Application Messaging Interface)

- High level interface - business logic separated from communication handling
 - Policy name "How"
Purchase Order - submit, query, track, security, encrypt, retries, re-route, compress
 - Service name "Where"
distribution list, print formatted, send e:mail

CMI (Common Message Interface)

- Message analysis and construction
 - Tools
using CMI to create user optimised views

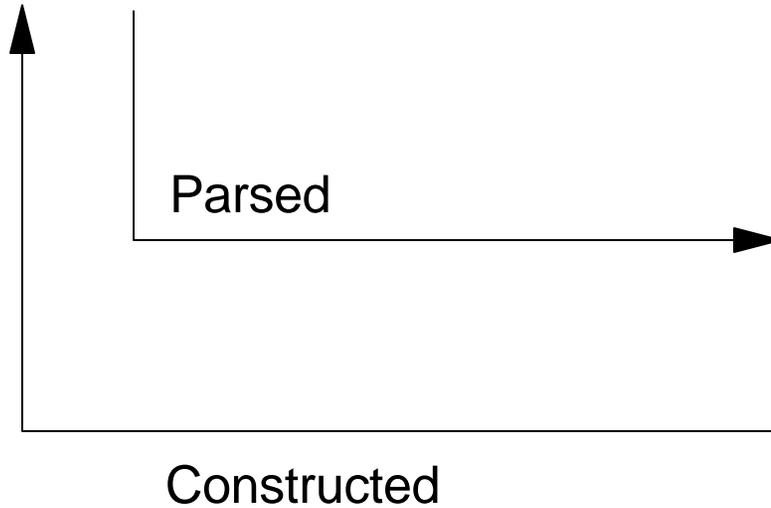
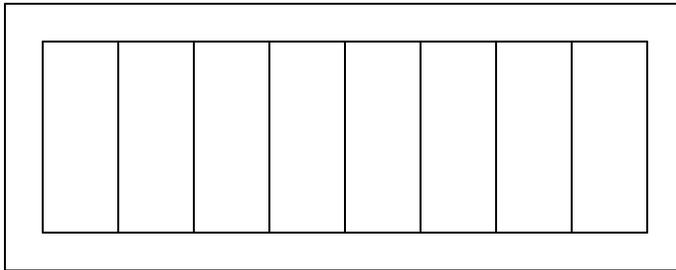




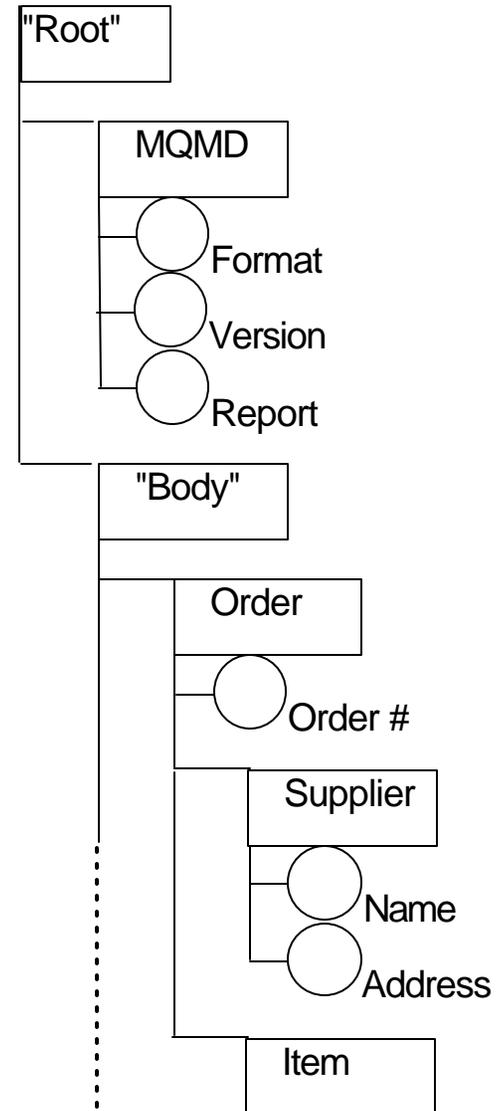
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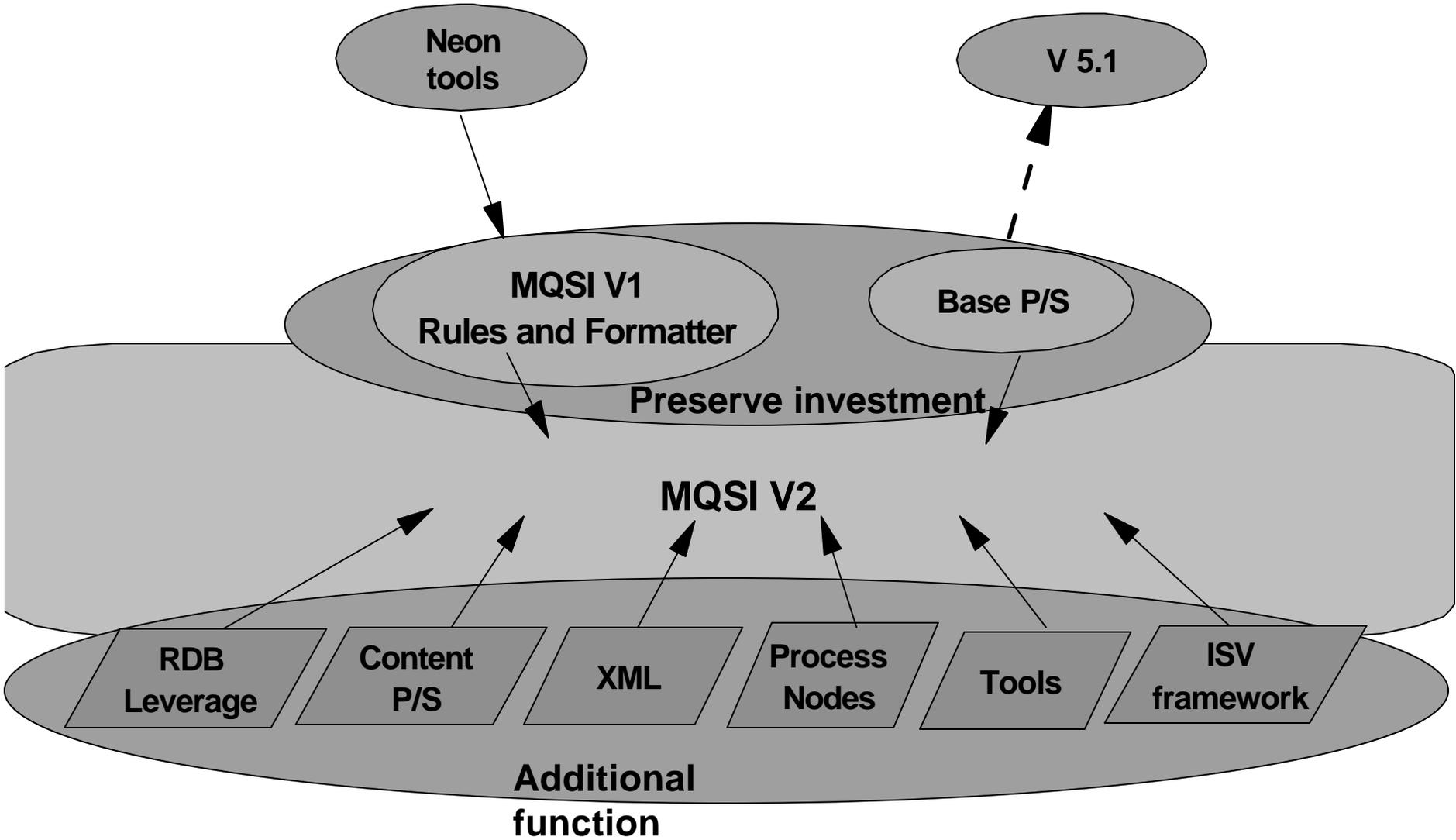
Logical Message Model

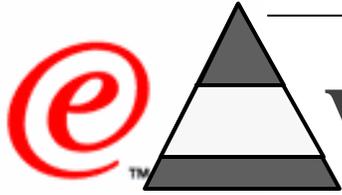
Physical message format
("wire format")



Logical message format







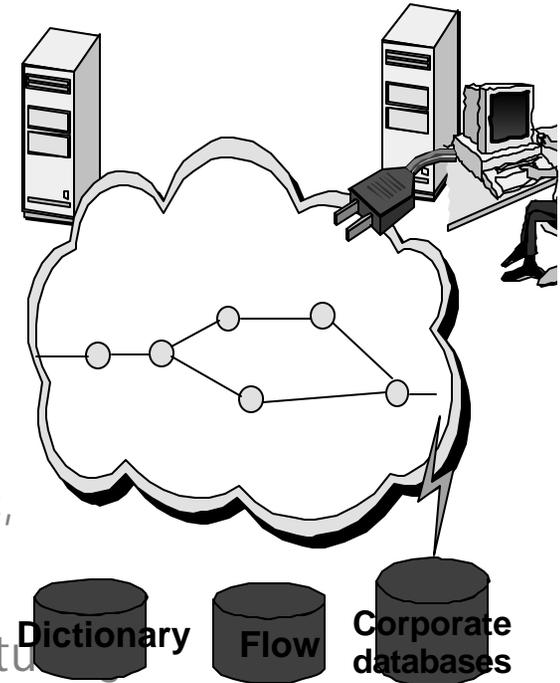
Visual Integration...

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*Graphical Construction and Management
Tools automating Business Integration*

MQSeries Integrator V 2.0

- **Includes Version 1 Rules and Formatter**
- Comprehensive open architecture enabling dynamic, distributed, event-driven application integration.
- Reduces programming costs and skill-levels, substituting middleware for programming
- Supplies applications and corporate databases with the right information in the right format
- Logical business view, what does the business want done with this information
 - check and route a purchase order
 - publish a discount offer





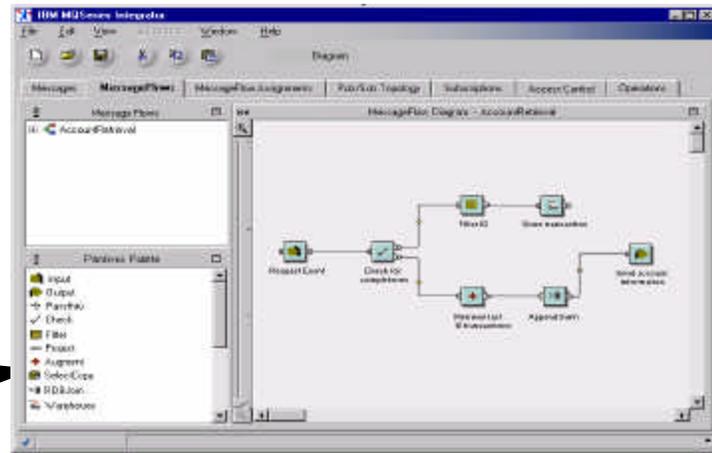
MQSeries Integrator Version 2.0

Pluggable Framework

Partners

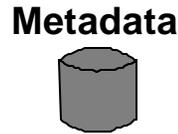
Customers

Process Palette

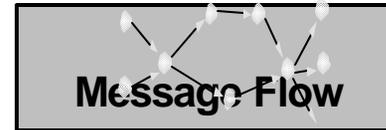
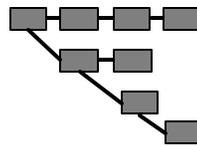


Graphical Flow

Internals



Message Model



Interfaces



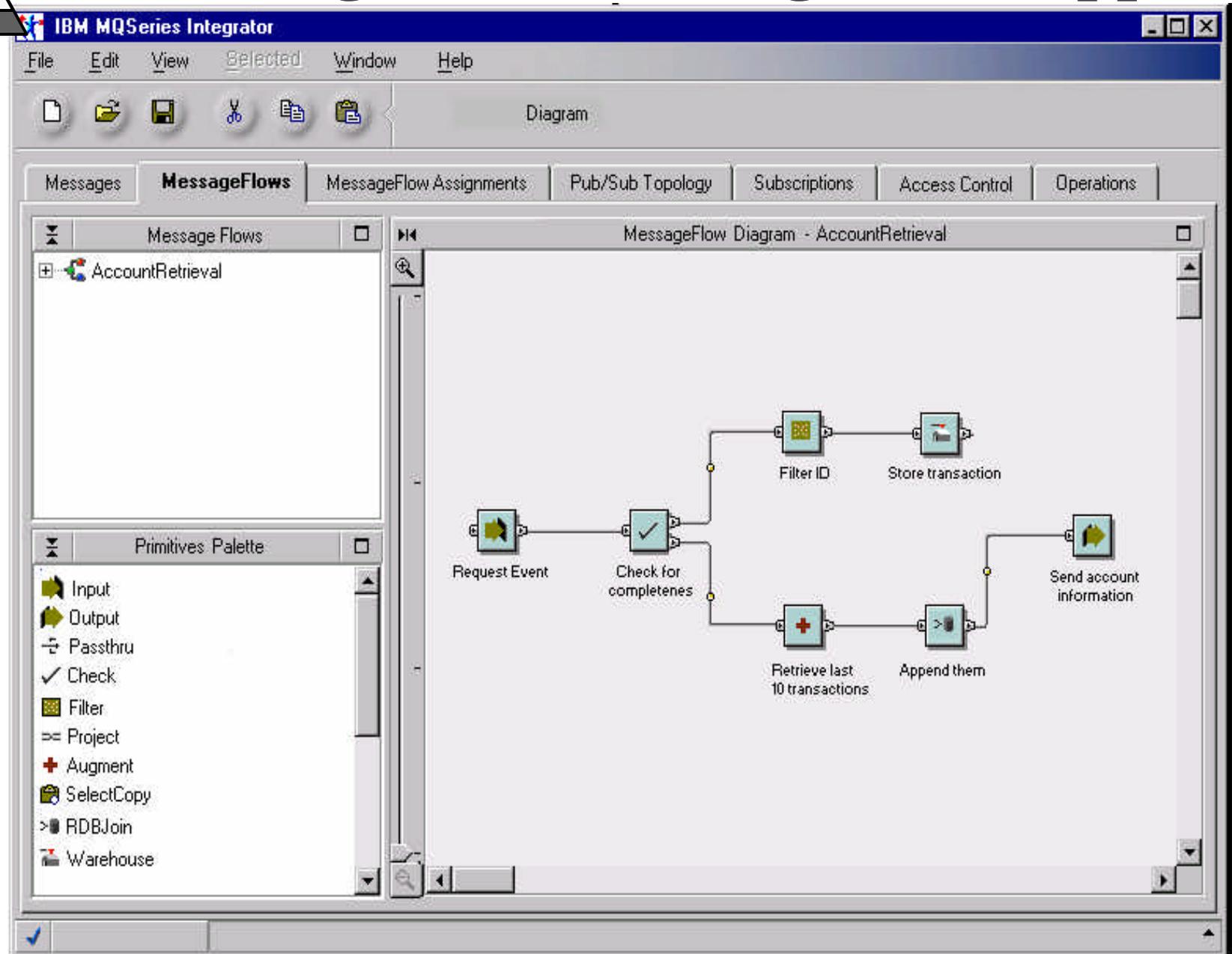
Standards

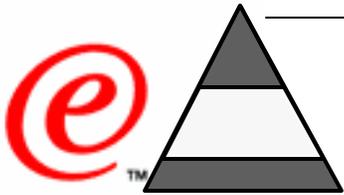




Processing tasks are drag and dropped

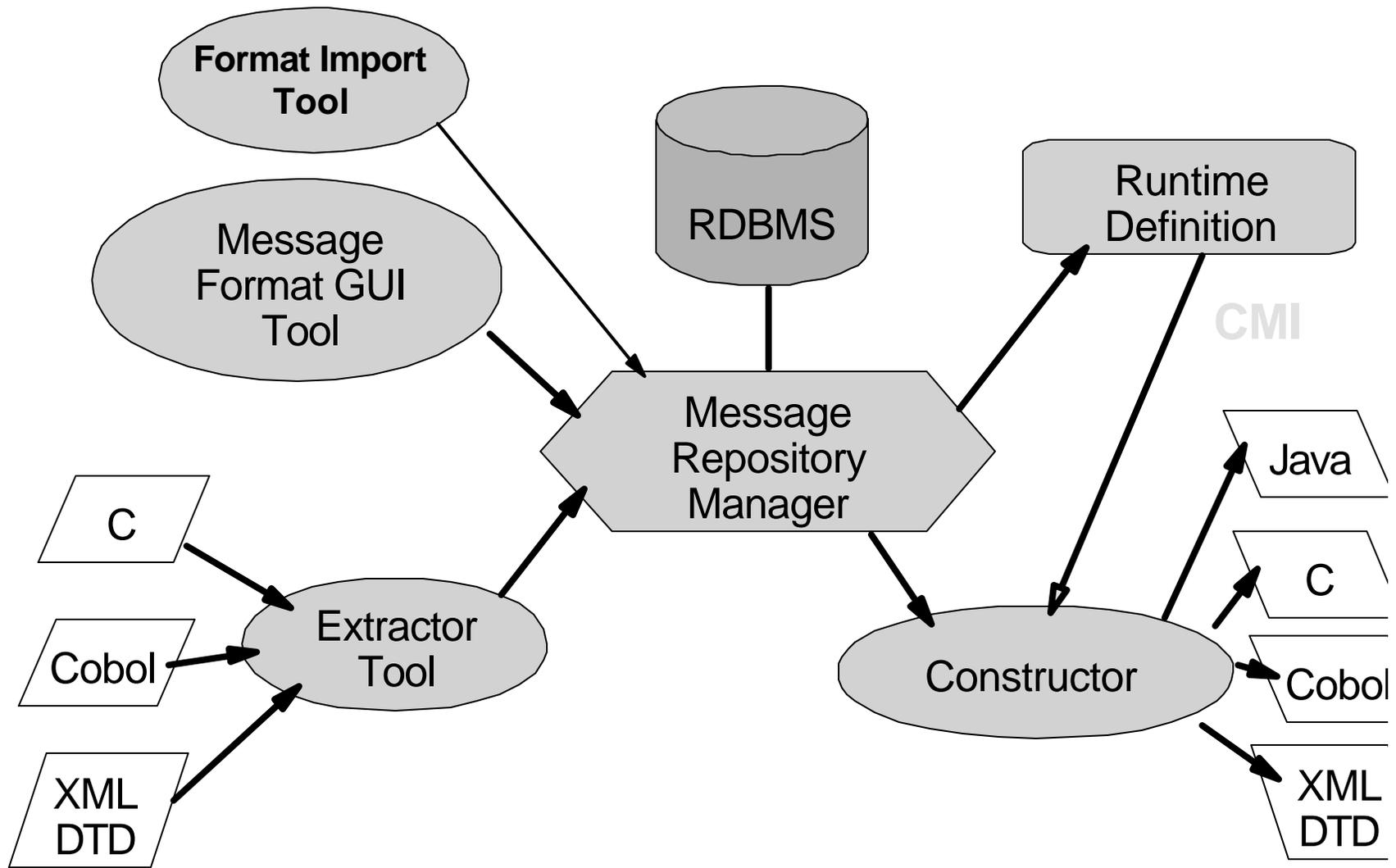
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Message Format Services - Definition

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Common Message Model

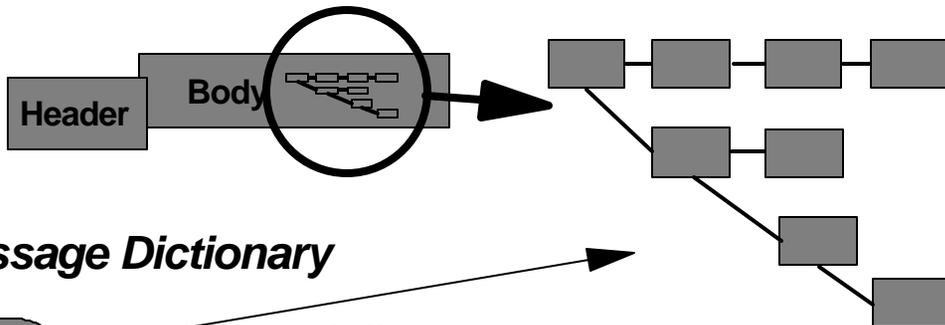
Message Flow Engine



```
WHERE(body.value > 1000)
body.zipcode = '24501';
```

Language Realization

Common Message Interface



Abstract Message Model

Message Dictionary



defines message structure

defines mapping to physical

Physical Representation

Record Datastructure

XML tagged structure

etc....





MQSeries publish/subscribe

- **Combines publish/subscribe with existing messaging models**
 - Flexible, independent coupling of applications
 - Combined model enables many flows beyond standard pub/sub model (push/pull/query/advertise/..)
 - Application can mix publish/subscribe with other messaging styles to create enhance business event processing
- **Range of quality of service provided**
 - as per existing MQSeries, from transactional assured-delivery to lightweight non-persistent
 - applies to publications and subscription requests
- **Scaleable multi-broker architecture**
- **Message compatibility with rules and transformation system**
 - Headers consistent with MQSI V1 for publications and messages
 - Use of MQSI V1 to create publications from message content
- **Dynamic changes**
 - Subscriptions re/deregistered by message to broker





Partner Opportunity with MQSI V2

(a few examples of exploiting the pluggable framework)

Process Nodes

- Formatters, computation, data cleansing
- ERP adapters - SAP price enrichment - JD Edwards stock levels
- VB programmable capability - filter and store for analysis
- Business activity 'clip art'

Adapters

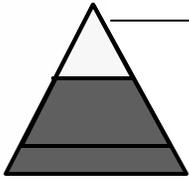
- Wire format connectors
- Dictionary entries
- Syntax and semantic understanding

Electronic Commerce

- B2B
- publish/subscribe

Traditional opportunities for sales, support, education and services still exist





Visual Workflow

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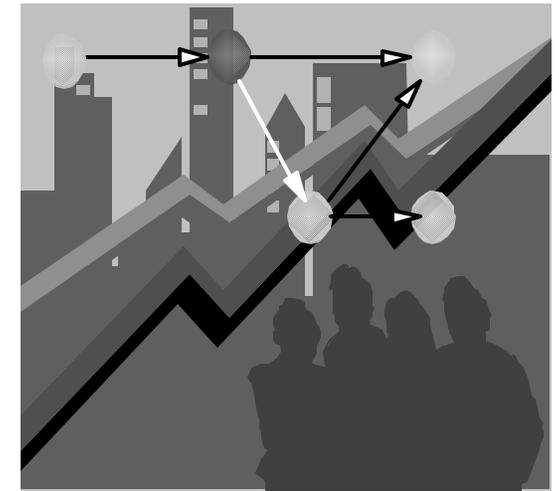
MQSeries Workflow

V3.2

Integrate people and application tasks

Work distribution and work list management

Automation reduces cycle time and cost



Platform support

- Win NT, AIX, HP-UX, Sun Solaris, OS/2, OS/390
-

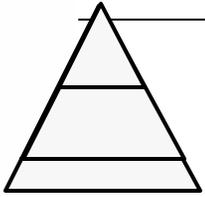
Interface enhancements

- Java, XML
- Activities may be coded in Java
- Clients may communicate in Java
- Initiation and completion by an XML message





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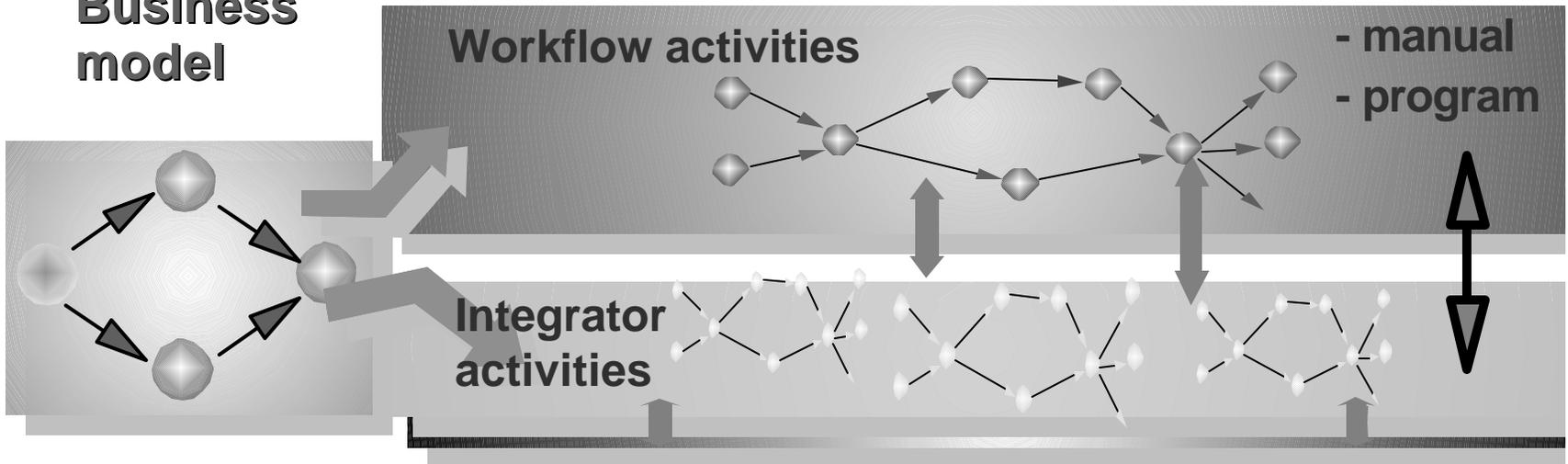
Improve Synergy between Business Model and Implementation



Staff assignment

(people, organization, role, level)

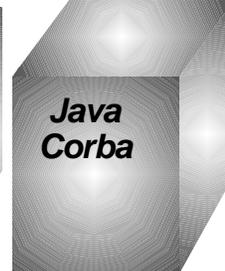
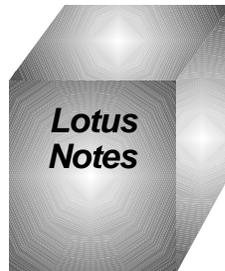
Business model



MQSeries

Applications

- ▶ interactive
- ▶ automatic



MQSeries June '99 announce





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Announce Contents

**MQSeries Workflow V3.2
Business Integration Tools**

HP-UX, Solaris (2Q/99), OS/390 (4Q/99)
(SOD)

**MQSeries Integrator V2.0
(incl Business Integration Tools)**

AIX, NT (4Q/99)
HP-UX, Solaris, OS/390 (SOD)

MQSeries Integrator V1.1

OS/390 (1Q/00), AS/400 (4Q/99)
AIX, NT, HP-UX, Solaris (Refresh)

**Common Message Interface
Application Messaging Interface**

(SOD)
AIX, NT, HP-UX, Solaris (3Q/99 - via Web)
OS/390 (SOD)

**MQSeries Support for JMS
MQSeries V5.1
(SOD)**

(3Q/99 - via Web)
AS/400 (4Q/99), Linux (SOD), Tru64 Unix

MQSeries V5.0

Solaris on Intel (PRPQ)

MQSeries Lite for Windows & PvC

(SOD)





Additional Partner Opportunities

Workflow

- extend current portfolio to deploy workflow
- exploit the new Java and XML capabilities
- deploy with new platforms and scalability

Linux, Compaq True64, Pervasive Computing

- extend current portfolio to new platforms

Publish / Subscribe

- exploit transactional publish / subscribe model to extend your customers into transaction e:business

XML, JMS

- extend current portfolio to utilise these exciting new technologies
 - Microsoft, SAP, have joined IBM/Sun/etc in the XML organisation





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How will we communicate with our BP's

- ✓ 15th June MQSeries home page goes live
" www.ibm.com/software/ts/mqseries.
- ✓ 15th June SMI Database will have
All collateral Available for partners to access.
- ✓ 15th June ISV and GSI community mailing
- ✓ 17th June Business Partner - Software Program mailing
MQSeries Family Announcement brochure
- ✓ 23rd June USA Satellite broadcast
June Announce to be featured.





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(Last Slide) Your Next Steps ...

➤ *MQSeries Announcements*

<http://www.software.ibm.com/ts/mqseries>

➤ *Business Integration*

<http://www.software.ibm.com/big>

➤ *IBM Installation Services*

<http://www.as.ibm.com/asww/offerings/mww31bE.htm>

