

# IBM Software Demos

## IBM SOA Enterprise Service Bus Without Limits

### IBM\_SOA\_Enterprise\_Service\_Bus\_Without\_Limits\_D\_Oct08

#### Chapter 1: Introduction

Need a ride?

Not sure where you're going?

Don't worry about it. It doesn't matter where you're going, or even where you're coming from.

This is the IBM Enterprise Service Bus -- without Limits --

So if you need an ESB to support your Service Oriented Architecture -- this Bus is for you.

No matter where your business is headed, IBM delivers the most **connected** SOA in the industry -- to help accelerate your business' potential through unlimited ESB functionality.

This video will show you how. So hop on the Enterprise Service Bus -- without limits.

And hold on.

#### Chapter 2: Simpler flexible connectivity

Connectivity is a major Entry Point to SOA – connecting all parts of the business together:

**People,**  
**Applications,**  
**Data,**  
**Services,** and  
**Hardware.**

Connectivity for SOA can power your business, but it's also easy to get bogged down

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Fundamental to the success of SOA is having **flexible** connectivity throughout the business. That means **decoupling** hard links between applications, systems and services.

Successful decoupling requires a comprehensive middleware connectivity layer, capable of handling all connectivity requirements for end-to-end SOA deployment. This layer is what we call the ESB or Enterprise Service Bus.

The ESB sits at the heart of SOA.

#### Chapter 3 <Connectivity with an ESB>

But simply implementing an ESB is not a complete solution to all connectivity issues.

Many ESB's are limited in what they deliver, and a limited ESB can limit your business.

Selecting the right ESB for your business is a critical step. If you're not careful you will restrict your options later. You need to make sure your ESB does the essential things right – both now . . . .

And in the future.

There are three basic requirements for any ESB:

Your ESB should provide **connectivity with everything, everywhere**.

Your ESB should provide **secure updating of resources** as part of transactional units of work.

And your ESB should provide **flexible, robust qualities of service** - running **24x7** just like your business.

Allowing for **flexible definition, deployment, configuration, and management**.

#### Chapter 4 <ESB without limits>

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However, it takes more than just an ESB to create a successful SOA...

An ESB without limits should integrate with business process flows; support universal transformation between all message formats; provide greater simplicity, stronger security, and enhanced performance with dedicated hardware appliances; and leverage an SOA Service Registry for business controls and governance.

### Chapter 5 <ESB without limits from IBM >

IBM has years of experience and market leadership demonstrating the ability to deliver an ESB without limits.

Supporting virtually all commercial IT systems, IBM's WebSphere MQ delivers the reliable messaging backbone for SOA. Able to move any type of data as a message -- with configurable qualities of service like highly-reliable assured-delivery and transactional coordination.

Many businesses take their first steps to SOA using **WebSphere MQ**.

**IBM** has three ESB products that can leverage MQ to provide **SOA connectivity** and **integration** with other entry points to **empower your business** without limits.

**WebSphere ESB** delivers Service Oriented Integration with **Web Services Connectivity**. Allowing for **standards-based messaging** and **data handling** to deliver **improved time-to-value** and **seamless integration** with the WebSphere platform. Built upon and leveraging **WebSphere Application Server** capabilities, WebSphere ESB also directly integrates within **WebSphere Process Server** deployments.

If your business needs an extra turbo boost to the critical on-ramp for SOA -- **WebSphere Message Broker** delivers an advanced ESB for reach and range across **standards-based** and **non-standard applications**, with unmatched ability to **integrate heterogeneous systems, platforms, devices, data formats, and APIs**.

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And, **WebSphere DataPower Integration Appliance XI50** (x-eye-50) delivers ESB functionality in a **specialized SOA appliance** that can **simplify, help secure and accelerate XML Web services deployment**, while extending your SOA infrastructure.

So what about universal transformation capabilities? Not a problem.

**WebSphere Transformation Extender** provides a universal, transformation engine without programming, available in 4 deployment options delivering transformation anywhere in your environment. Each comes with **WTX Design Studio** and a set of tools to create reusable metadata artifacts.

And how about service-enabling those back-end applications? You know, like your **SAP, Siebel, J.D. Edwards**, and **PeopleSoft** environments. We've got you covered there too!

**WebSphere Adapters** service-enable your applications to allow faster participation in SOA -- requiring less programming and skills for integration.

Adapters provide for greater flexibility --with more functions and services being reused -- to help deliver different qualities of service to different channels.

What about SOA appliances? WebSphere DataPower SOA Appliances redefine the boundaries of middleware, strengthening an ESB with specialized, consumable, dedicated SOA appliances that provide superior performance and hardened security for XML processing.

Helping organizations simplify, secure and accelerate to SOA.

And SOA services registration?

The **WebSphere Service Registry and Repository** is an integrated registry and service metadata repository that helps you govern and manage services throughout the service lifecycle. By promoting **visibility, consistency, and reducing redundancy in SOA**,

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WebSphere Service Registry and Repository helps you get the most business value from SOA.

Which is what it's really all about.

This IBM Websphere suite of products is designed to work together – to create true business value – through an ESB Without Limits.

#### **Chapter 6: Summary and finale**

It is critical for your business to choose wisely on SOA connectivity. No other vendor offers the same capabilities and support -- as IBM WebSphere software for an ESB without Limits!!

Join more than 87,000 IBM customers who are already enjoying the benefits of WebSphere connectivity solutions --  
While IBM continues to invest in ESB development!

All you need to do is to get on board.  
We have a wealth of resources available to help you get started.

And we'd love to show you how to use them.

So, what are you waiting for? Just click the link to discover a world without limits!