

WebSphere. software



**Software solutions to help integrate the extended enterprise.**



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Business changes at an incredible pace. A pace driven by e-business, globalization, zero-latency and straight-through processing demands, consumer expectations and the need to maintain competitive advantage. Factors that continuously define and redefine the global business landscape. You need to leverage these forces to reap the business opportunities they create. And to stay ahead of your competition.

As new e-business opportunities and strategies appear, integrating your business—people, applications and processes—is more critical than ever. You need an end-to-end integration strategy that leverages your existing IT infrastructure. One that helps keep your architecture flexible so you can adapt quickly. One that preserves your investments. And minimizes disruption while keeping costs in check. To achieve success, you need to unify and leverage diverse computing environments and present comprehensive, timely, accurate and personalized information to your customers, trading partners and employees. It's a major challenge.

To help, IBM offers tailored business and technology integration solutions—for a range of industries, including retail, telecommunications, health, finance and banking—that address connectivity and process challenges. Solutions that can make your specific enterprise integration a reality, fast. IBM WebSphere business integration solutions provide the advanced integration platform you need for today's projects and tomorrow's challenges. Extensive integration capabilities such as a portfolio of prebuilt and tested application adapters. Support for leading applications such as Siebel and SAP. And many other leading middleware products. To help you get started quickly and easily, many of these solutions are available out of the box.



### **Business integration drivers**

Market pressures challenge a company's ability to focus adequate resources—computer and human—on tasks relevant to business needs. Scarcity of resources drives today's need for advanced business integration capabilities. The Web is helping e-business attract new customers from around the world, and provide products and services on demand. The globalization of markets and brands compels companies with international reach to act as one unified, integrated operation. Consumers view these organizations as single entities, with consistent worldwide brands. Customers expect the same level of service online as they receive through traditional channels. And they expect this service now—not tomorrow or next week. You have to be able to deliver new e-business capabilities on demand to provide unique value to customers and higher qualities of service.

A shift from product to market focus is taking place. The growing expectations of sophisticated consumers have created many product alternatives, tailored to different market segments. You need a broad understanding of business relationships with customers, suppliers and employees to offer the appropriate products at the right time through different channels.

Competitiveness is reaching new dimensions. Increased cost pressures bring attention to every part of the value chain. New competitors enter the market daily. And time to market in a digital world is shortened. In this marketplace, smaller companies can't compete without easy access to new markets and vastly reduced overhead.

### **Make your resources work for you**

Business integration is about enabling people and computing resources—inside and outside your organization—to work together to support your business strategy. You have to provide timely, accurate and personalized information to the people who need it, when they need it, regardless of where the information resides. It takes application integration to offer connectivity and efficient data interchange between disparate applications through a common framework and pre-built data transformations. Information integration to access diverse data stores as a single, logical view. And process integration to enable control, flow and management of all these resources to deliver advanced business capabilities.



### ***Overcoming barriers to success***

The challenges of integrating different IT systems can result in missed business opportunities. Two large savings and loan organizations, for example, canceled a corporate merger after it was discovered their IT systems were incompatible. An electrical goods manufacturer purchased an enterprise resource planning (ERP) system, but found the cost to integrate it with other systems to be nearly 10 times greater than the ERP system itself. An auto manufacturer invested in an appealing Web site, but then lost customers because its IT department couldn't properly integrate the Web with back-end order systems. To avoid outcomes like these, you need a solution that helps you connect existing systems intelligently—and quickly—throughout your supply chain. And, a solution with the flexibility to accommodate new business approaches without disrupting successful practices.

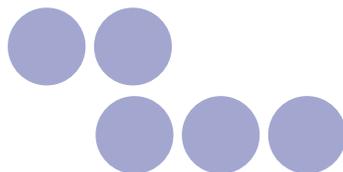
Creating an efficient business integration infrastructure doesn't have to present so many challenges. In IT, one size definitely does not fit all. That's why you need an architecture that can flexibly evolve with your changing business needs. One that can be configured with capabilities that address a broad range of integration demands.

To deliver your e-business products and services on demand, you need advanced business integration software to rapidly build the key business processes that will support your evolving business goals. And you need a standards-based approach. One that helps you deploy e-business solutions in diverse computing environments—without having to replace applications, install new systems or recruit employees with highly specialized and expensive skill sets.

A comprehensive business integration strategy can provide significant value to your company by helping you to unite diverse business functions so you can get to market faster. Develop a customer-based perspective to better service each customer's unique needs. Leverage a better understanding of your customers' purchase patterns to cross-sell and up-sell products and services. And as a result, drive new revenue. Include the Web in your business strategy to expand opportunities—for instance, to find new customers and trading partners globally. Streamline your supply chain to reduce costs. And respond quickly to business changes.

### **The challenge of diverse IT systems**

The same computer systems that once brought giant strides in efficiency and speed within your organization can now also make integration with your customers, trading partners and suppliers challenging. That's because IT systems consist of a broad mix of hardware, operating systems and software that should work together, but often don't. Without the right integration strategy properly implemented, building collaborative relationships among these components can require extensive resources, broad skill sets and experience.



### **Concerns become opportunities**

The benefits of business integration—and of e-business—can be categorized in six business areas that are the focus of much attention today. These opportunities—Web exploitation, mergers and acquisitions, customer relationship management (CRM), ERP, supply chain management (SCM) and straight-through processing (STP)—often require the integration of information and systems that run your critical business processes.

#### ***Web exploitation***

One of the most difficult challenges facing many companies is the integration of their Web sites with their existing enterprise-wide systems. But e-business is more than just connecting your customer with Web-enabled facilities. You need a Web infrastructure that supports your business strategy. One that allows you to connect your customer-facing Web sites with back-end systems. And exploits the immediacy of the Web to offer innovative and sought-after services—enabling you to build new and dynamic business relationships with your customers.

#### ***Mergers and acquisitions***

A merger or acquisition leverages the strengths of two companies. The effects of the new relationship can be far-reaching when you consider the integration or consolidation of business processes, assets and cultures. Inadequate planning and execution may jeopardize the benefits of the merger. Successful business integration can create opportunities to expand markets, enhance service and reduce costs.

#### ***Customer relationship management***

In a world of plentiful commodities, expanded market reach and intense global competition—factors that give your customers an abundance of choices and opportunities—service could be the ingredient that sets you apart from competitors. And for most businesses, customer service is the critical element in corporate survival. Excellent customer service requires flexible, highly integrated, responsive IT systems. Business integration can leverage accumulated customer information by integrating front-end systems with corporate back-end IT systems, giving you a consolidated view of customers and markets. And you can use what you learn to offer better, differentiated services. Services that help you attract new customers and build loyalty, while improving existing customer satisfaction.



### **Enterprise resource planning**

An integrated enterprise system is the vision of many ERP systems. But vision and reality are often separated by a myriad of technical issues and cost constraints. Technology issues—such as linking applications to a new ERP system or extending to supply chain partners—often derail ERP projects. ERP systems handle only a subset of your total business processes—processes that often stretch from customer-facing systems to suppliers. Business integration can offer rapid linkage between packaged and legacy applications with minimum risk. And can help you leverage best-of-breed components—or even your existing applications—to improve the efficiency and effectiveness of your ERP systems.

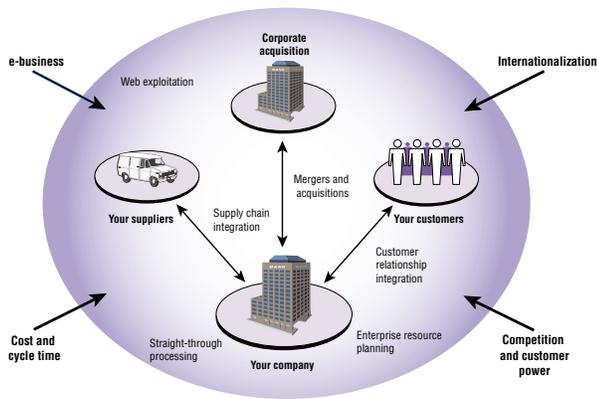


Figure 1. Business integration issues created as a result of corporate relationships and external pressures

### **Supply chain management**

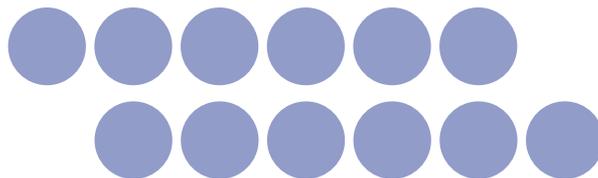
Efficient e-business supply chains are crucial to gaining competitive advantage. The obvious benefits include reduced inventory and improved cash flow. And you can also gain more-satisfied customers and greater control of inventory and manufacturing processes. Business integration can help reduce the cost and effort required to integrate the disparate systems and processes of trading partners—across private networks or the Internet.

### **Straight-through processing**

Straight-through processing is a primary requirement of the finance industry, where the relationship between trader and broker depends on speed and reliability. STP is also an emerging requirement in other industries where it can help reduce the cost of delays and possible human error by automating the information flow from data capture to confirmation processing.

### **Streamlining business processes to keep costs down**

The IBM WebSphere® software platform for e-business is the foundation of IBM business integration solutions. Using award-winning WebSphere software you can visually model, simulate and optimize business processes—to get the most out of your IT dollars. Automate coordinated business activities across multiple applications. And unify key business information, by connecting applications and processes throughout your enterprise. With better control over your corporate information and streamlined processes to implement your business strategy, you can channel resources and attention to value-producing assets.



WebSphere business integration solutions can stretch your reach beyond the organization to help create and extend relationships. Improve and safeguard information flow between trading partners. Connect almost any client to nearly any information on almost any server. And aggregate and personalize this information as well as the control and flow of associated processes. You can be confident of the high-performance, reliability and scalability that you—and thousands of other businesses—have come to expect from IBM solutions.

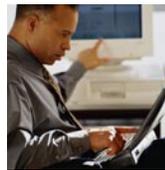
WebSphere business integration solutions help balance the needs of business within diverse IT environments. The platform independence of WebSphere software allows you to create a consistent computing environment, helping you to integrate your systems across all major operating systems. With WebSphere business integration solutions, you can keep costs down and reduce risks as you move incrementally toward a more-integrated e-business. WebSphere business integration solutions can give you the flexibility to respond quickly and efficiently to business demands. Without having to replace applications, install new systems or seek specialized skill sets. By meeting

enterprise integration needs today, WebSphere business integration solutions can help you enter the on demand era fully prepared to meet evolving customer needs.

**For more information**

For more information about WebSphere software and business integration solutions, visit:

**ibm.com**/websphere/integrationinfo.





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