



WebSphere software

**Using business events
to generate business value.**

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Optimize business information flow

Business can be described by the interrelated events that continuously cause change – prompting action and reaction – and that generally create the context or environment in which we work. In business, routine events – such as sending e-mail, publishing production volumes or making a sale – can have a ripple effect with far-reaching consequences. In part, or in total, events can drive or derail your company’s success.

To succeed, you need to be able to leverage events to meet your business objectives. You need the right people to receive the right information at the right time – and take appropriate action. Enable different departments, suppliers and distributors to share event information – from many sources, for many destinations – in realtime. And improve how quickly and accurately your enterprise can respond to events. IBM offers event broker capabilities to help each area of your company get only the information necessary to optimize timely, targeted responses – typically within seconds of the original event.

The key is integration. If the applications running your customer, finance, production and logistics systems are integrated, a wide range of information can be used to gain a total view of your enterprise. When any one information source is updated, the changes to shared data can be quickly and automatically communicated throughout your enterprise. Even a minimal solution implementation – integrating key processes within the enterprise – allows you to gain access to existing and new data throughout your entire value chain. And make relevant information readily available, through efficient distribution, to the employees and trading partners who need it to work effectively.

Exploit the information created by an event

To best use information generated by an event, the appropriate person or application has to receive the information in time to take necessary action. However, even if the different parts of your enterprise are integrated, the individual use or need of specific information may vary. For example, your accounting department may not need customer information while customers browse an online catalog, but it will need the customer's credit card number when an order is placed. The events in-between – checking product availability, holding inventory for order – generate specific information different departments use throughout the ordering process.

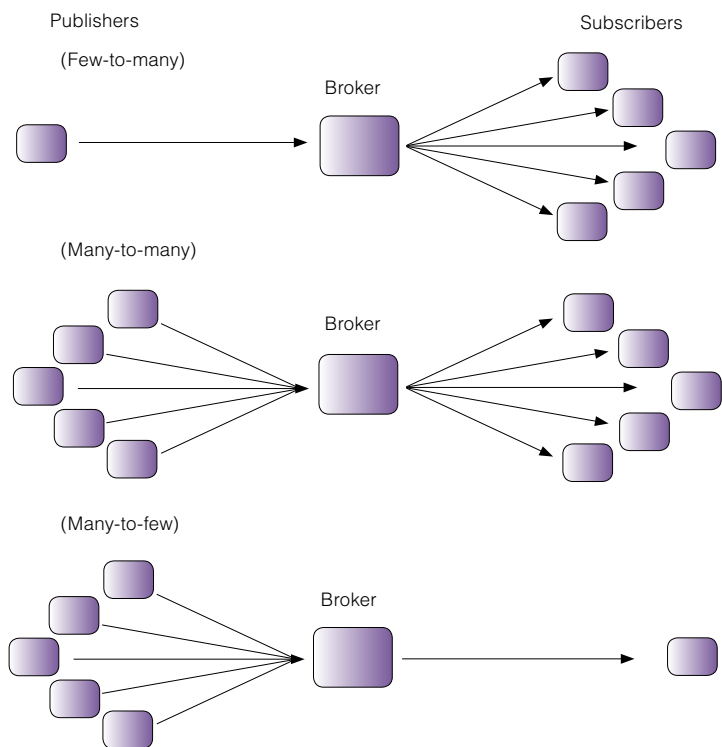
If you can efficiently distribute differentiated information from any point – whether a person, application or department – to any other point in a business process, your company will have the agility to respond quickly and accurately to the needs of customers, trading partners and suppliers. You'll be able to keep your business applications and employees up to date as your business evolves. And make reliable information the basis for business-critical decision-making in the process. This means you can make more-informed and objective decisions. Help ensure that all of your departments receive the same quality of information they need to stay productive. And retain control of business-critical decisions, holding people and departments accountable for the decisions they make.

Accessing the right information is only half of the solution; making it readily available to the various parts of your enterprise is the other. You need to know that your field staff or mobile workers – whether using a laptop computer, mobile phone, personal digital assistant (PDA) or other device – can gain access to and leverage the same business information as your non-mobile employees. That your call center staff has voice-activated access to databases and portals. And managers have consolidated views of their team data, delivered to their desktop by e-mail or fax. Regardless of delivery, information is only valuable if it's received and understood by the intended audience. Matching information with intended audience represents a significant step toward successful and productive communication inside and outside the enterprise.

Leveraging event brokers, your business integration solution can help you offer better customer service at a lower cost. Help you move inventory off the shelves faster and reduce depreciation. Deliver orders on time and improve customer satisfaction. Enable better, strategic, business decisions to optimize resources and realize a greater return on investments. And reduce production inefficiencies and improve responsiveness to market changes.

Integrate your enterprise

Business integration, at minimum, provides point-to-point application connectivity – enabling two applications to communicate through a single connection. With any two applications connected, you can begin to unlock the value of the information they hold – capitalizing on your investments. Then, you can construct more-complex networks with many point-to-point connections between many applications, or with multiple applications connected through one or more event brokers.



An event broker works as a logical hub to enable the connection of a range of publishing and subscribing applications or devices.

Using a point-to-point architecture, you would have to send the same information multiple times across various connections. Conversely, with an event broker, there are fewer connections to manage between a set of applications. You can quickly distribute information from one application to numerous others, simultaneously.

A brokered approach lets you distribute information to only those people – whether many or few – who need or want to receive it. For example, at the 2002 Ryder Cup golf tournament, event integration drove the delivery of match scores and statistics to the Web. Publishing PDAs on the golf course communicated manually entered scores and information to event brokers. The events in each case were the shots played by the golfers on the course. The event brokers published the information in realtime to online subscribers, interactive digital television services and the tournament media center. At any given point during playing hours, more than 300,000 separate subscribers could access the information provided by 12 or more publishers.

“...realtime analysis and immediate feedback give new power to the ‘management by exception’ models of the past.”

– David McCoy, Gartner, June 2002

Accelerate your business

When business event information is delivered at the right time – even real-time – you can accelerate enterprise-wide operations. The formula is simple: Timely information. Faster, better decision-making. People, devices and applications ready to respond to events quickly and decisively. Your entire infrastructure geared to work smarter and drive your business at a deliberate, competitive pace.

Effective business integration can help you realize benefits throughout your value chain. Manage inventory intelligently. Respond quickly to rising demand. Divert production resources rapidly to increase shipment volumes. Give customers an improved level of service. Reduce overhead. Deploy equipment and resources more effectively. And increase productivity and throughput in-step with your improved decision-making speed and agility.

Managers can monitor, change and implement new business processes. Track business activity. Measure process, system and employee efficiency. Generate timely, accurate reports. And make informed decisions. All by leveraging the collected data presented conveniently on business dashboards.

“In addition to IT cost savings, the business impact of successful application integration can be significant, immediate and tangible, such as reduced time to handle customer calls, better risk management or more efficient workflow.”

– Massimo Pezzini, Gartner Research & Advisory Services, May 2002

Drive ROI and keep costs down

An event broker can provide simple, low-initial-cost integration. As an integration broker, an event broker achieves integration by connecting otherwise independent applications that can benefit from the same event awareness. Beyond basic point-to-point connectivity, an event broker works as a hub through which multiple publishing or subscribing applications or devices can connect. As a result, you can leverage existing investments and extend their value to meet new business needs. All while you preserve existing skills, applications and systems. And an event broker – rather than many point-to-point connections – cuts the number of interfaces that require maintenance, reducing associated IT costs.

Leave behind limited technology

First generation publish-and-subscribe technology offered limited capabilities. It was topic-based only, but offered some control over information distribution. Every message was sent to every subscriber, whether requested or not. It didn't support familiar or standard messaging protocols – or work on the Internet. And high-volume publish-and-subscribe traffic could clog the network. It required extensive administration, without a central point of control. And there was no security. It was expensive to run, and unreliable. And only provided undifferentiated message delivery.

By contrast, using an event broker for publish-and-subscribe functions today delivers information to many systems at the same time – and at the right time. Senders and receivers don't have to know specific information about each other to communicate. Instead, they need only a message subject or content. Messages – such as market data feeds, airport flight information or news tickers – can be delivered in realtime to a number of systems at once.

Event brokers from IBM allow you to define business events separately from the applications in which they occur. Specific information about any event can be safely distributed from the broker to other applications or people. For example, a television station expecting to broadcast severe weather information may want to have current temperature and wind speed data sent directly to a specialized meteorologist. Using an event broker, they can have data sent automatically to the meteorologist only when wind speeds exceed a preset rate. Or, have temperature readings sent when temperatures drop or climb suddenly. That's specific, tailored information sent intelligently to the right people and applications, in realtime. And because the applications involved work independently, you can efficiently change the way the information flows – without making changes to the applications.

Event-based integration and communication allows you to get the information you need, when you need it, wherever you are. You can receive personalized information on your desktop computer, PDA or cellular phone – even in an application running an automated business process. And, as a result, run your business processes smoothly in dynamic, transaction-intensive environments. Each new event triggers predefined responses throughout your infrastructure to handle simple to complex business transactions. For example, when you reimburse a customer for a missed delivery, updating the account balance triggers a courtesy letter to the customer's address. The automated, integrated process helps improve customer satisfaction. And with an integrated infrastructure, you can react to events as they arise. Alerts triggered throughout the value chain allow any part of your enterprise – right up to the boardroom – to maintain an up-to-the-second view of the state of the business.

Event broker technology supports the protocols to deliver your business functions as services to remote telemetry devices at the edge of the enterprise. For example, suppliers can monitor gasoline use at the pump, or electricity use by individual household. Support for industry-standard transports means you can install event brokers at the heart of your enterprise to enhance existing business integration investments. Publishers can define and send messages based on events. And subscribers can specify what information they want to receive by topic. The event broker coordinates and filters message flow to optimize efficiency. The result is a simple and safe integration and messaging solution that sends and receives information to almost anyone, almost anywhere, through a variety of devices.

Implement a versatile event-brokering solution

IBM offers affordable, event-based integration through IBM WebSphere® MQ Event Broker, providing a number of qualities of service. Confident message delivery. Optimized delivery to mobile or unmanned devices. Web, satellite or other network support. Security features and authentication. WebSphere MQ Event Broker provides a range of flexible solutions to improve the relationships between applications, people or devices across your enterprise. Whether simple application connectivity or an enhanced distribution network, you can build a single, integrated infrastructure to support your key business activities.

You can operate WebSphere MQ Event Broker at the edge of your IT architecture to feed event-related information into a more-sophisticated broker (to perform message format transformations), or to a database or another application. WebSphere MQ Event Broker can retrieve information from a remote device, database or other source depending on the nature of the information you're brokering.

WebSphere MQ Event Broker integrates easily with other IBM WebSphere MQ (formerly IBM MQSeries®) family products – and similarly with third-party systems management or workflow software – so you can take advantage of previous skills and IT investments. Additionally, when you build an IT infrastructure that incorporates WebSphere MQ Event Broker capabilities, you can take advantage of online and in-person advice from the IBM support and service organization.

You can add WebSphere MQ Event Broker to any existing cluster of applications to leverage stored data quickly and easily. Multiple transport support allows you to publish gathered information – at whatever speed necessary – to the Web or your customers' media. WebSphere MQ Event Broker can help you reuse IT and human resources – reducing the cost associated with building a fully integrated enterprise.

Learn how to get started quickly

To make sound judgments and mission-critical business decisions, executives and managers need timely access to relevant information – tailored to their viewing and usage preferences. Information delivered through event brokers from all parts of the organization gives you the ability to make your company more responsive and efficient. Event-driven business integration can deliver real value to your overall enterprise. And the agility and flexibility you need to stay ahead of your competition.

IBM offers a wide range of solutions to help your business systems work together – from the back-end to the end user. Improve productivity. Strengthen customer loyalty. And streamline and accelerate business processes. To learn how an IBM event-brokering solution can help turn events into business growth for your enterprise, visit:

ibm.com/webspheremq/eventbroker



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