WebSphere Virtual Enterprise

Measure business impact and experience rapid return on investment

Highlights

- Scale applications as required
- Reduce application costs to IT operations
- Optimize application utilization
- Monitor application health

Organizational leaders are constantly trying to reduce escalating costs, increase resource utilization and create a more agile business environment. As a result, IT managers must find ways to control higher administration and operating costs, and ways to meet spikes in application demand, especially when those spikes are unexpected.

IBM® WebSphere® Virtual Enterprise software provides high business value and rapid ROI by helping you to consolidate application servers and optimize utilization while you monitor the health of your applications. As a result of WebSphere Virtual Enterprise performance, you can enjoy efficient, cost-effective and automated scaling for WebSphere applications in your data center using application virtualization.

Address today's business issues

In addition to higher administration and operating costs, IT managers also face the challenge of meeting spikes in application demand, even when those spikes are unexpected. Application virtualization is a way to address this challenge without adding hardware or additional application clusters into your environment.

Application virtualization, at its core, removes the dependency of an application from the underlying physical architecture. It can extend or complement, server virtualization—but server virtualization is not a prerequisite. If your organization is not using server virtualization or does not have plans to use it you can still gain significant benefits by leveraging the capabilities of this IBM application virtualization solution.

WebSphere Virtual Enterprise provides capabilities for application infrastructure virtualization. These capabilities help you to lower operational and energy costs to create, run and manage your enterprise applications and service-oriented architecture (SOA) environment. This IBM solution works with IBM WebSphere Application Server and with a wide range of applications servers such as Oracle WebLogic Server, JBoss and Apache Tomcat. And WebSphere Virtual Enterprise can be instrumented to work with any application server that is capable of receiving HTTP requests.

Is IBM WebSphere Virtual Enterprise right for you?

Application infrastructure virtualization releases your enterprise from the need for tight coupling between an application and its associated servers. This loose coupling enables open standard-based software to manage and shift workloads intelligently, according to agreed-upon business policy. For instance, the majority of resources can be allocated to high-priority applications; lower-priority applications are either designed to run later, or moved to less-capable resources. All of these operations are seamless to the user.

To determine if IBM WebSphere Virtual Enterprise is the right solution for your application infrastructure, ask these essential questions:

- Do you feel as if you have consolidated too much, and are beginning to affect service and application performance and contention?
- Do your applications experience performance degradation during demand spikes due to time-consuming resource requests that keep the application occupied until its requested information is returned? Would you like to start up additional applications automatically to handle incoming demand during those spikes?
- Is monitoring the health of your applications a 24x7 task? Would an automated health-monitoring solution help relieve some of the management burden—and in turn enhance the productivity of your IT staff?

If the answer is "yes" to any or all of these questions, IBM WebSphere Virtual Enterprise may be the solution for your organization.

WebSphere Virtual Enterprise and ROI: Three case studies

To better understand the immediate impact that WebSphere Virtual Enterprise can have on your organization's ROI, it is worth considering real-world deployments in the healthcare, banking and insurance industries.

Healthcare case study

Leadership at a leading healthcare organization struggled to manage sprawling IT. For each new application project, they built a completely separate and siloed infrastructure at a cost of USD100,000 or more. Company leaders sought opportunities to control costs so that they could optimize IT fund use.

To address these issues, the company migrated to WebSphere Application Server software. The goal: To reduce maintenance costs and make the most of WebSphere Virtual Enterprise to drive efficiencies and savings beyond the initial business-case targets. The result: The company reduced development costs by 75 percent when WebSphere Virtual Enterprise with WebSphere Application Server Network Deployment was deployed. Their team implemented virtualization and optimized server utilization, which made it possible for them to enjoy a smaller server "footprint;" energy and management cost savings were realized, and the organization reduced CPU-based licensing costs. Because of the "self-healing" capabilities of this IBM solution, the company also reduced on-call support.

Banking case study

Leaders at a growing U.S.-based bank embarked upon a virtual banking strategic initiative. The team concluded that its existing online banking application would not scale to meet future support requirements. Bank leaders were strongly motivated to find a solution that would scale to future growth while ensuring uptime, meeting support requirements and reducing future licensing costs.

The bank's team met its need with a new virtual banking portal that is based on WebSphere Application Server Network Deployment and WebSphere Virtual Enterprise. The benefits—the bank now provides 24×7 online banking hours, even as its team handles application maintenance needs. This action eliminated three to six hours of downtime per month. In addition, they were able to remove from the floor 20 percent of their application servers.

Insurance case study

In the case of a prominent U.S. insurance company, rapid application infrastructure growth was achieved by better management of several new core applications. Company leaders needed to roll out a new version of a critical application—and it was important that they avoid downtime because of the potential for lost revenues.

By adding WebSphere Virtual Enterprise to their existing WebSphere Application Server environment, the team was able to deploy a fully-functional beta testing environment for the new agent application. They could promote the tested application into production with uninterrupted service to users of the existing application. WebSphere Virtual Enterprise performance delivered higher application availability, increased customer satisfaction, reduced administration costs, reduced infrastructure costs and increased infrastructure flexibility and scalability. All of this was rolled out with zero downtime.

The ROI case for WebSphere Virtual Enterprise

In all of the above cases, organizations faced variations on similar challenges—the need to cut costs while increasing the reach and scalability of their critical applications for a more agile IT environment. WebSphere Virtual Enterprise performance helped these organizations to do more than simply face their challenges; the IBM solution helped these companies overcome their challenges. The ability to dynamically manage your application infrastructure's health in real-time offers clear results: key cost savings through time savings and higher utilization. WebSphere Virtual Enterprise provides demonstrated ROI for your business.

Learn how WebSphere Virtual Enterprise performance could deliver similar results within your organization. Contact your WebSphere Sales Representative today and ask for a demonstration or value-assessment analysis. Together, we can help your organization save money.

For more information

To learn more about WebSphere Virtual Enterprise, please contact your IBM sales representative or IBM Business Partner, or visit the following website: **ibm.com**/software/webservers/appserv/extend/virtualenterprise

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