



WebSphere Software | IBM Mexico Industry Forum

WebSphere Business Services Fabric 6.1

Technical Overview for IBM Mexico Industry Forum

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WebSphere Business Process Management

SOA on your terms and our expertise

ON DEMAND BUSINESS™

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Business and IT UNDERSTAND things differently

Why does it take them so long to add a new product to the claims application?

It's one business function for "claims"

Great... Another product for the process application. The last time it took three times as long as estimated.

There are nine other products. I need to change code.

Great... Another product. The last project took three times as long as estimated.

The business process is almost exactly the same for both products.

Business and IT can't complete the integration.

Don't they use the same process? Why can't they just add new products?

BUSINESS

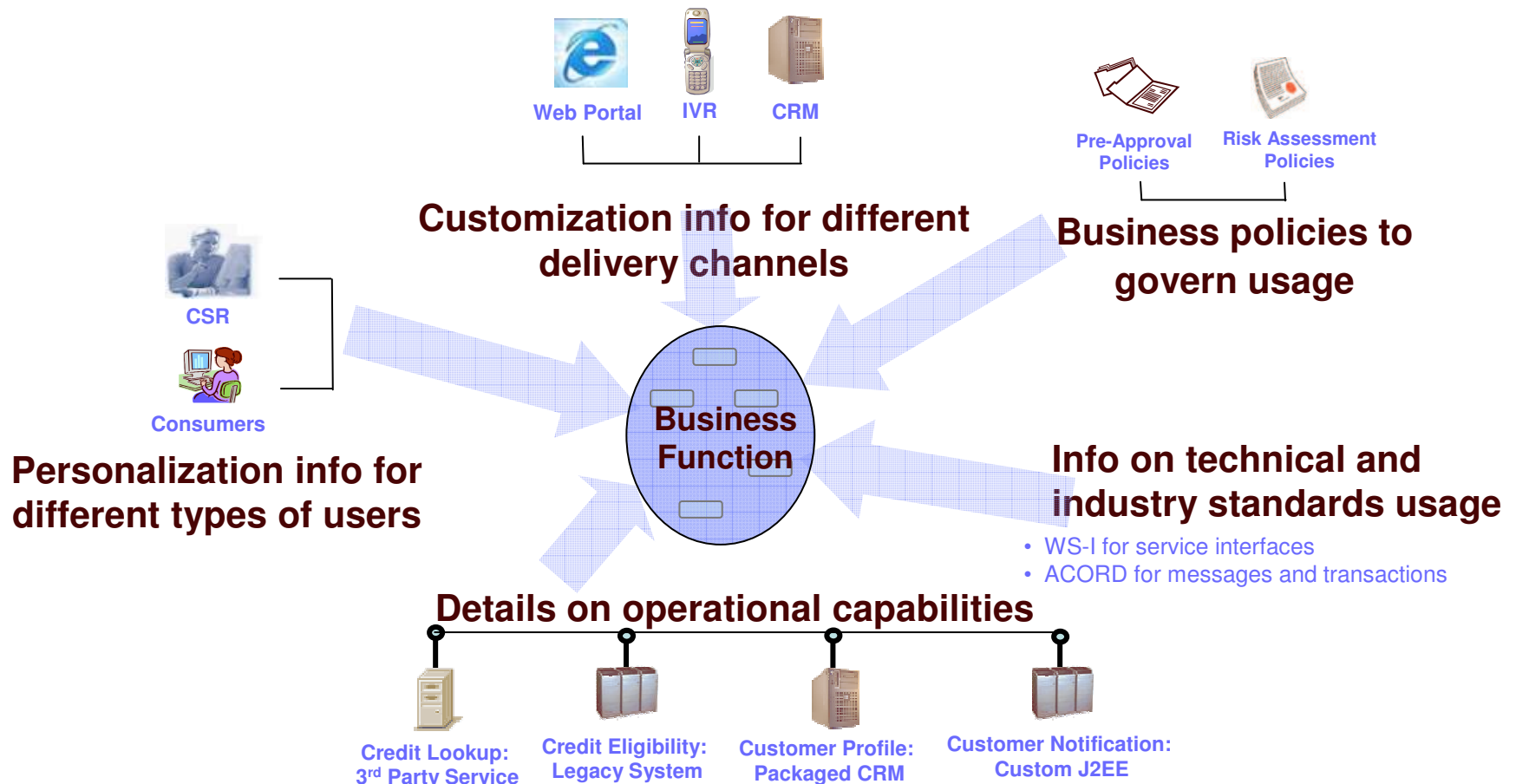
IT

The business process is almost exactly the same for both products.

I could double our revenue by acquiring JK Enterprises, but I'm not sure these guys could complete the integration.

How can we bridge this GAP? Business Services

Consolidates business-level usage **information into one place** for easier discovery and change, and their behavior **can be dynamically customized** based on business context

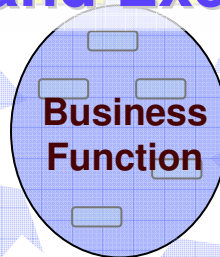


How do you bridge this GAP?

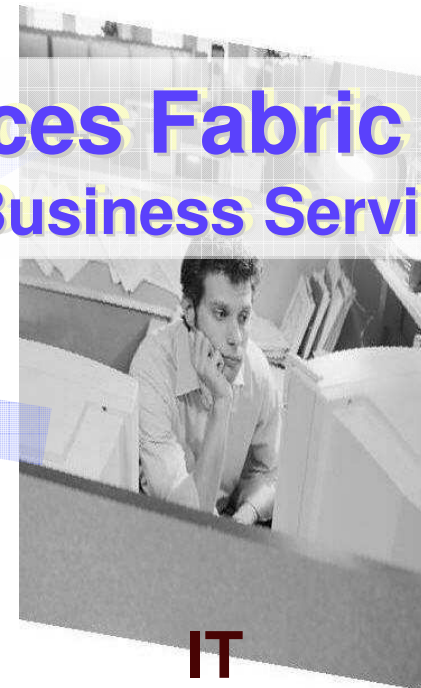
WebSphere Business Services Fabric Platform for Describing and Executing Business Services



BUSINESS



**Business
Services**

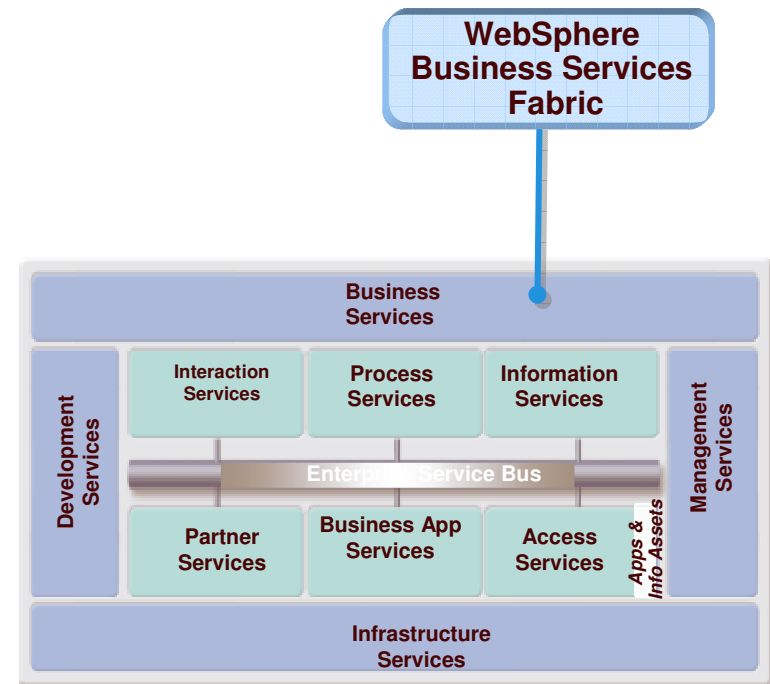


IT

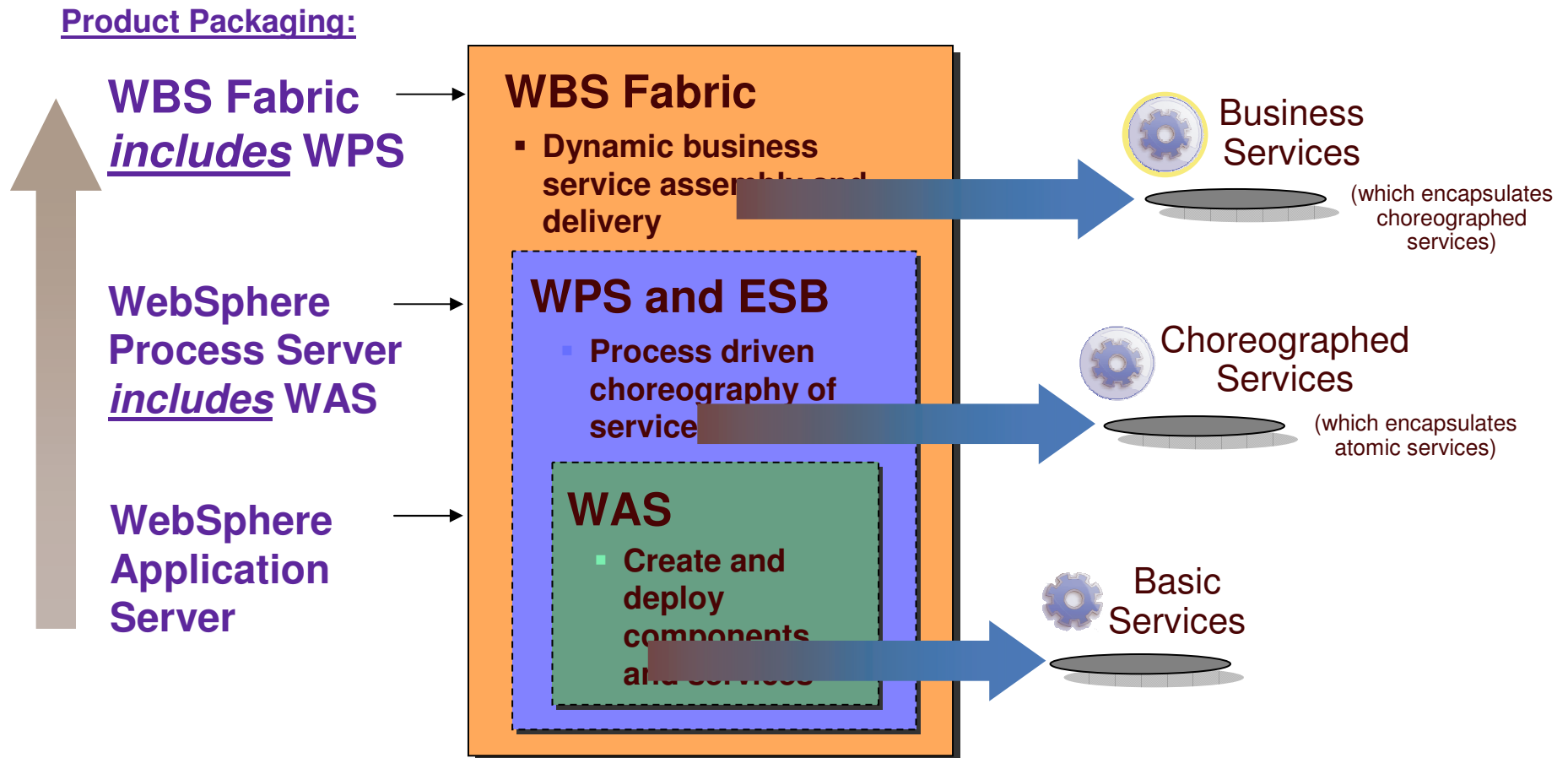
- Establish a consistent model for services referenced by Business and IT.
- Capture business constraints around service delivery.
- Map core business functions to supporting IT capabilities.
- Utilize Business Service information model for assembly guidance at run time.
- Simplify design, implementation, and maintenance of Business Processes.
- Govern assembly of services into Composite Business Applications.

WebSphere Business Services Fabric

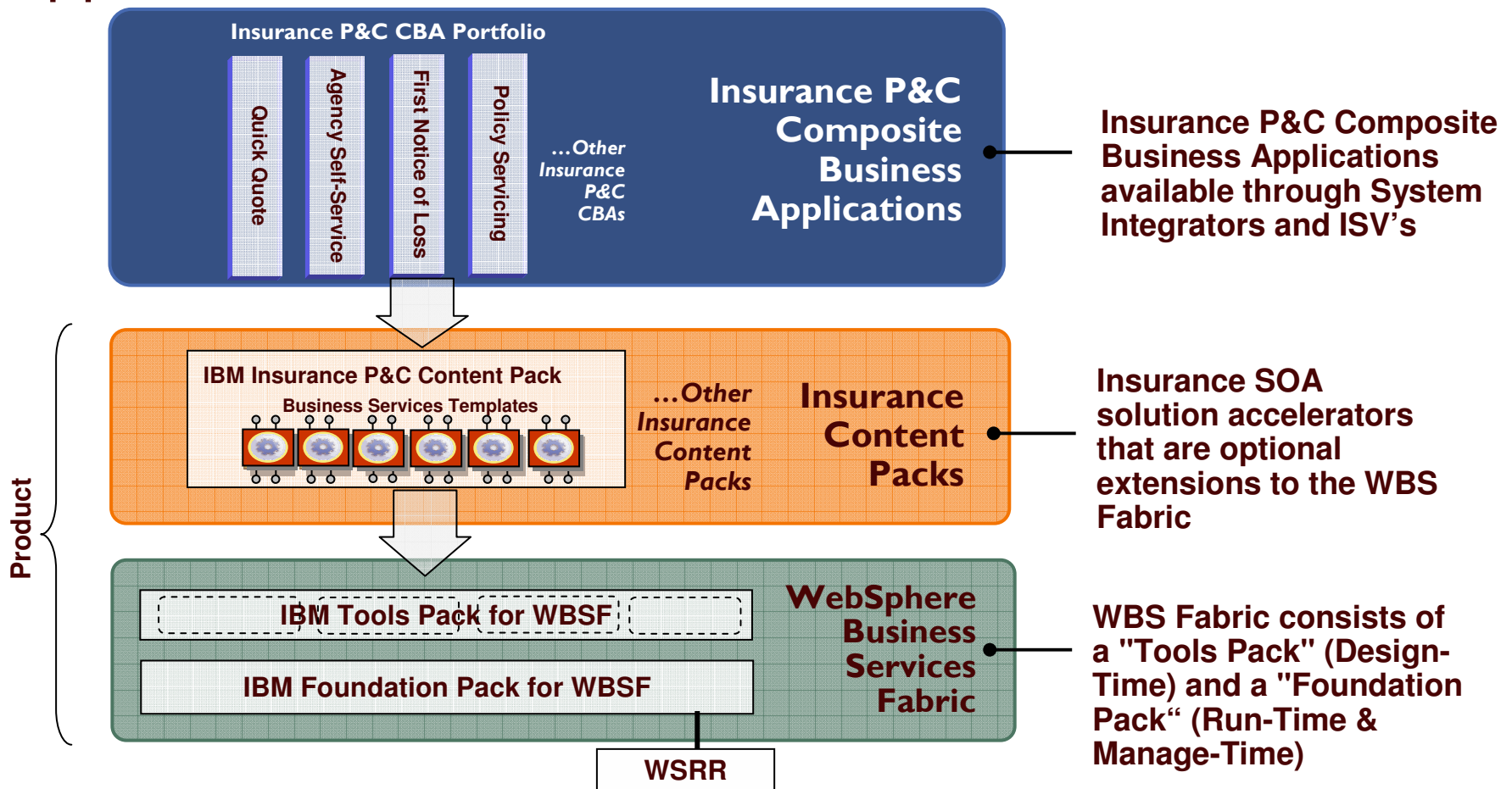
- Extends the BPM platform to deliver Service Oriented Business Solutions.
- Includes the tools and run-time to model, assemble, deploy, manage, and govern reusable solution building blocks called Business Services
- Optionally includes Industry content packs with industry reference models and pre-built SOA assets
- Includes WebSphere Process Server and WebSphere Integration Developer



WBS Fabric supports these needs with a cumulative product packaging approach



Insurance P&C Content Pack serves as a SOA accelerator for WBS Fabric-based composite business applications



WBSF and Business Process Rationalization

- **What does it mean for a process to be Agile ?**
 - ▶ Easily adapts to new requirements.

- **What does it mean for a process to be Flexible ?**
 - ▶ Easily modified to meet those new requirements.

- **What is process sprawl ?**
 - ▶ Over time process complexity is increased by creating derivative processes
 - ▶ Core process changes leads to modification of dozens of sub process
 - ▶ Now sub process management becomes problematic

Let's review an example

an example: The Equity Trade Process

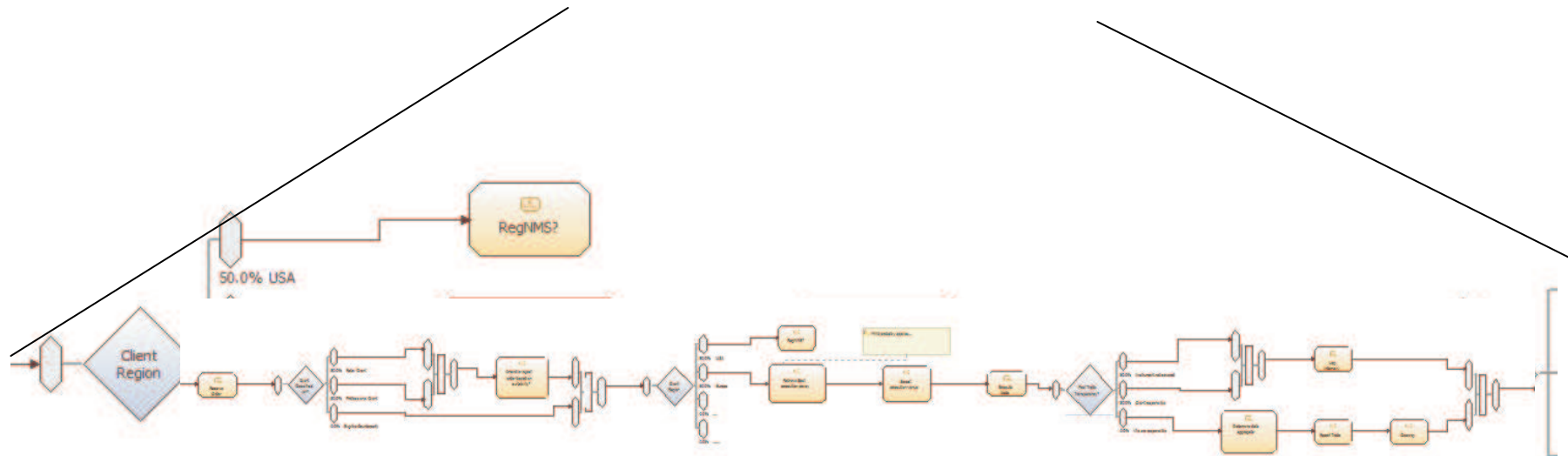


- If we could automate this, we could
 - ▶ Reduce costs
 - ▶ Reduce risk of compliance failures
 - ▶ Reduce settlement time
 - ▶ Increase agility
 - ▶ Increase profit

let's drill down...



Suddenly the process looks like this...



... and these are barely two steps in the high-level process!

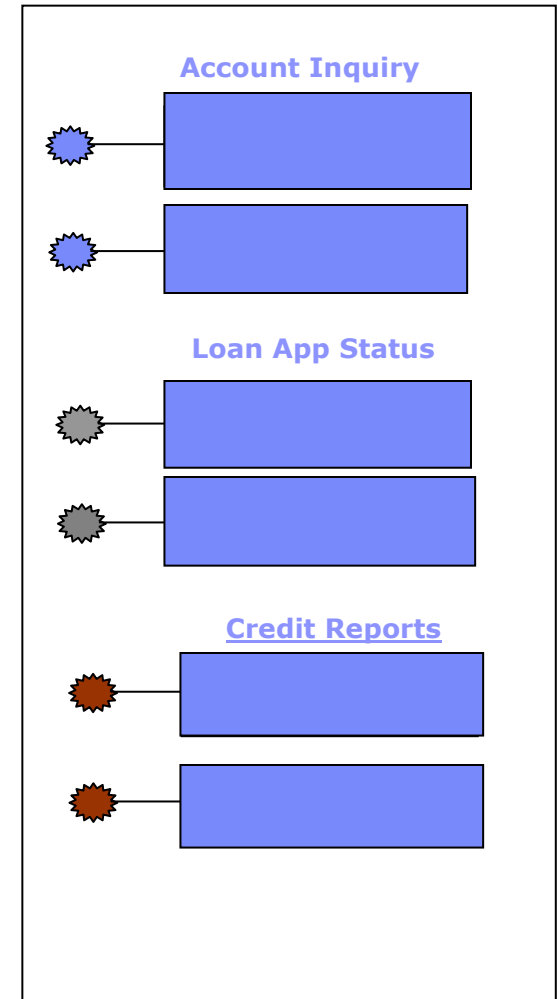
Think back to the high level process...



- To achieve this view we need to separate **process** from **policy**
- To do this we need a flexible infrastructure that can assemble business processes dynamically based on:
 - ▶ Context
 - Which geography are we in? What type of client is this?
 - ▶ Policy
 - Which execution venues are permissible? Must we report this trade?
 - ▶ Content
 - Is the trade value large? Should we split it into smaller pieces?
 - ▶ All represented in a common and consistent manner
- This is WebSphere Business Services Fabric

Dynamic Assembly of Business Services

Service Endpoints

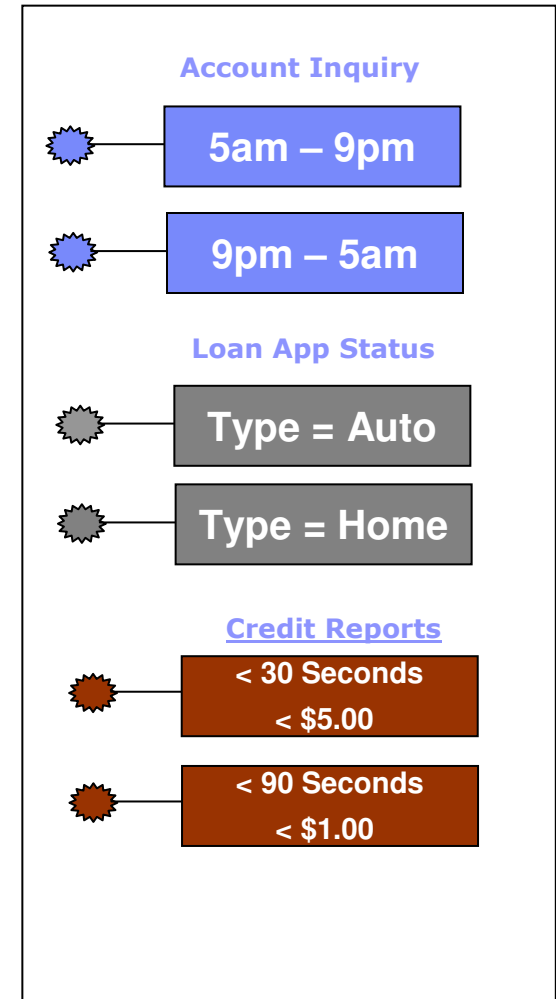


Dynamic Assembly of Business Services

Consumers




Service Endpoints



Dynamic Assembly of Business Services

Consumers



Branch

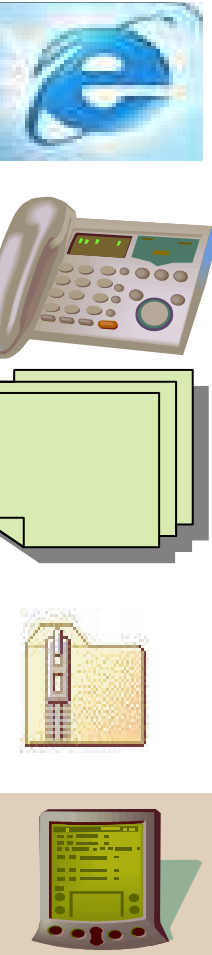
CSR

Customer

Branch

Branch

Channels



Service Endpoints

Account Inquiry

- 5am – 9pm
- 9pm – 5am

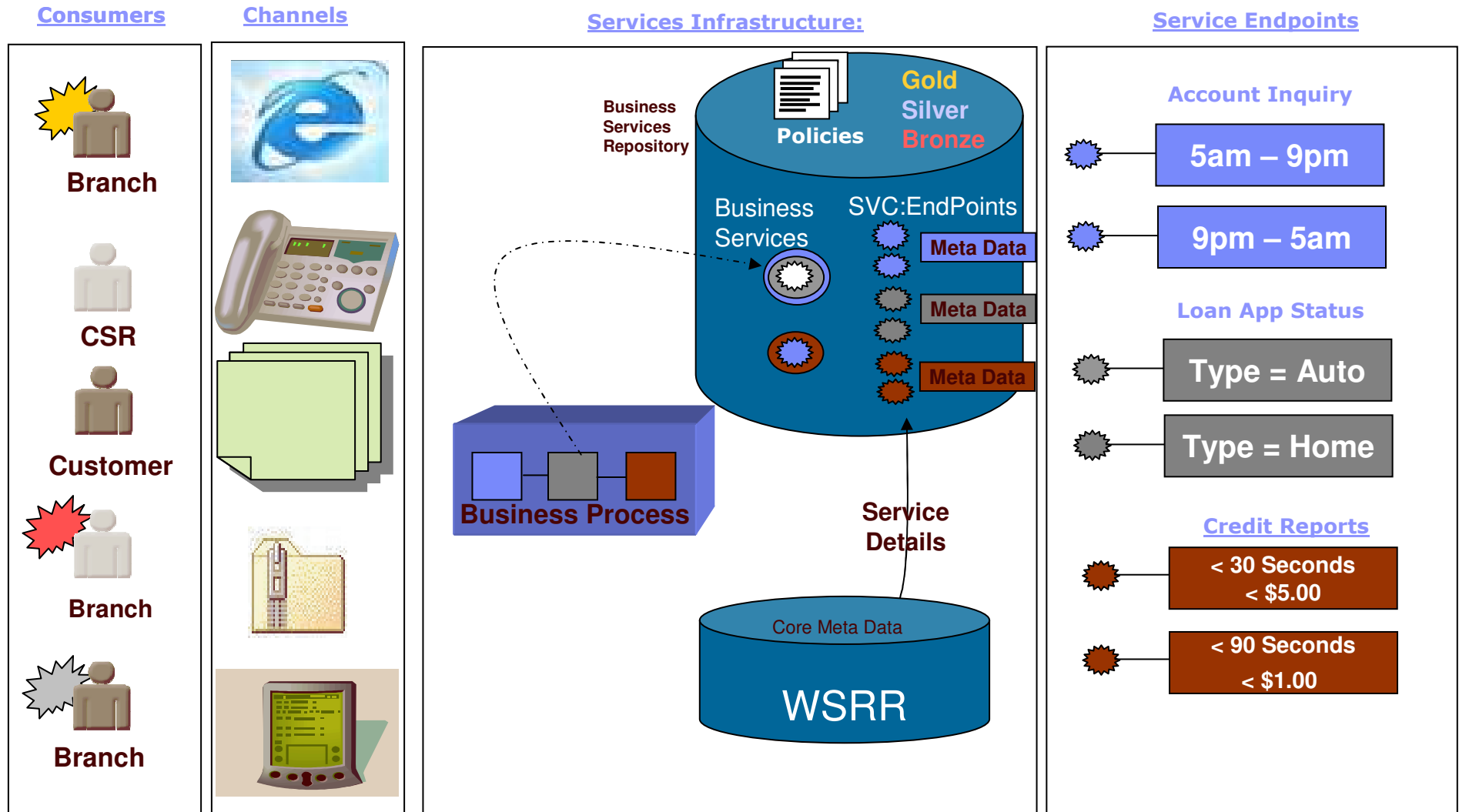
Loan App Status

- Type = Auto
- Type = Home

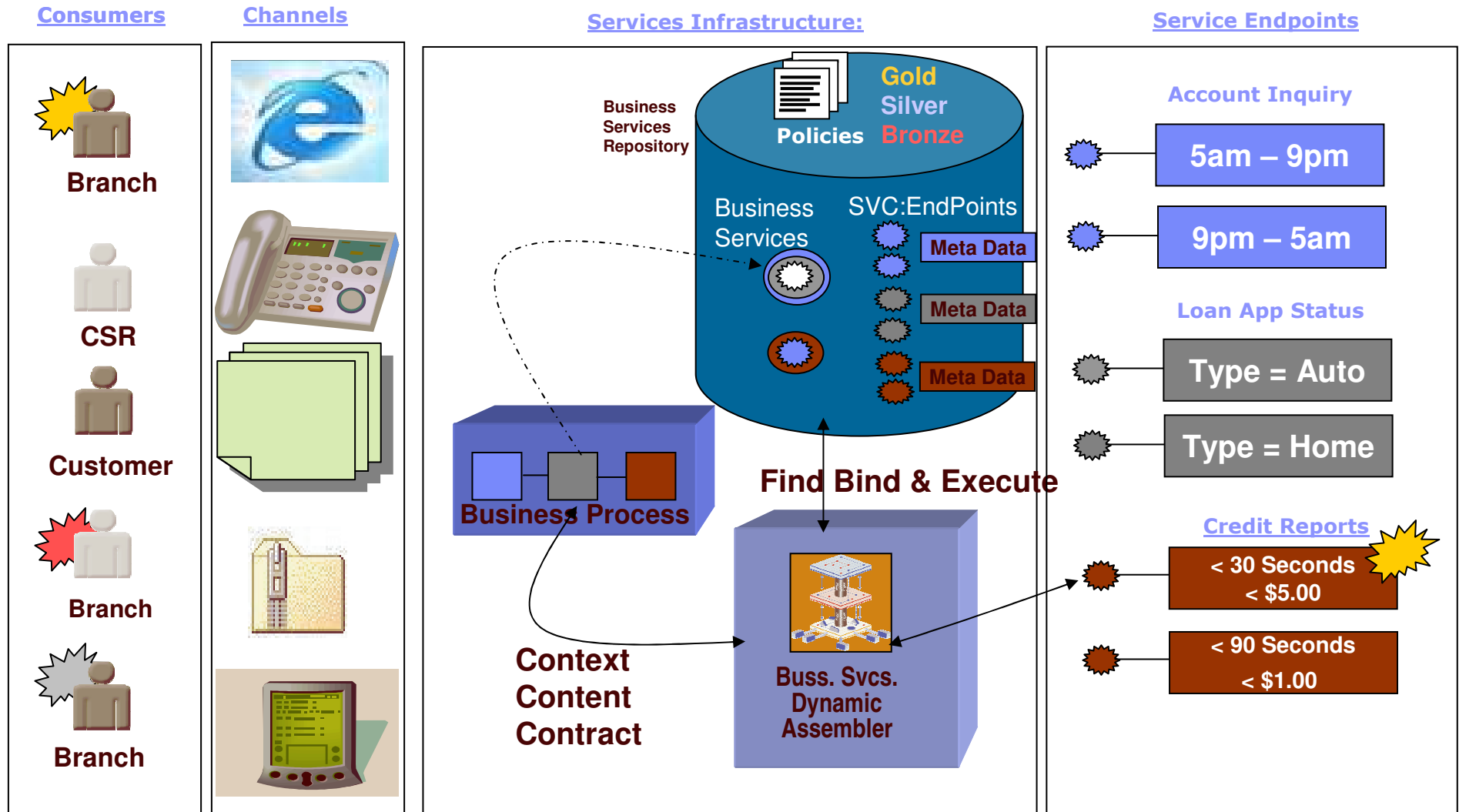
Credit Reports

- < 30 Seconds
< \$5.00
- < 90 Seconds
< \$1.00

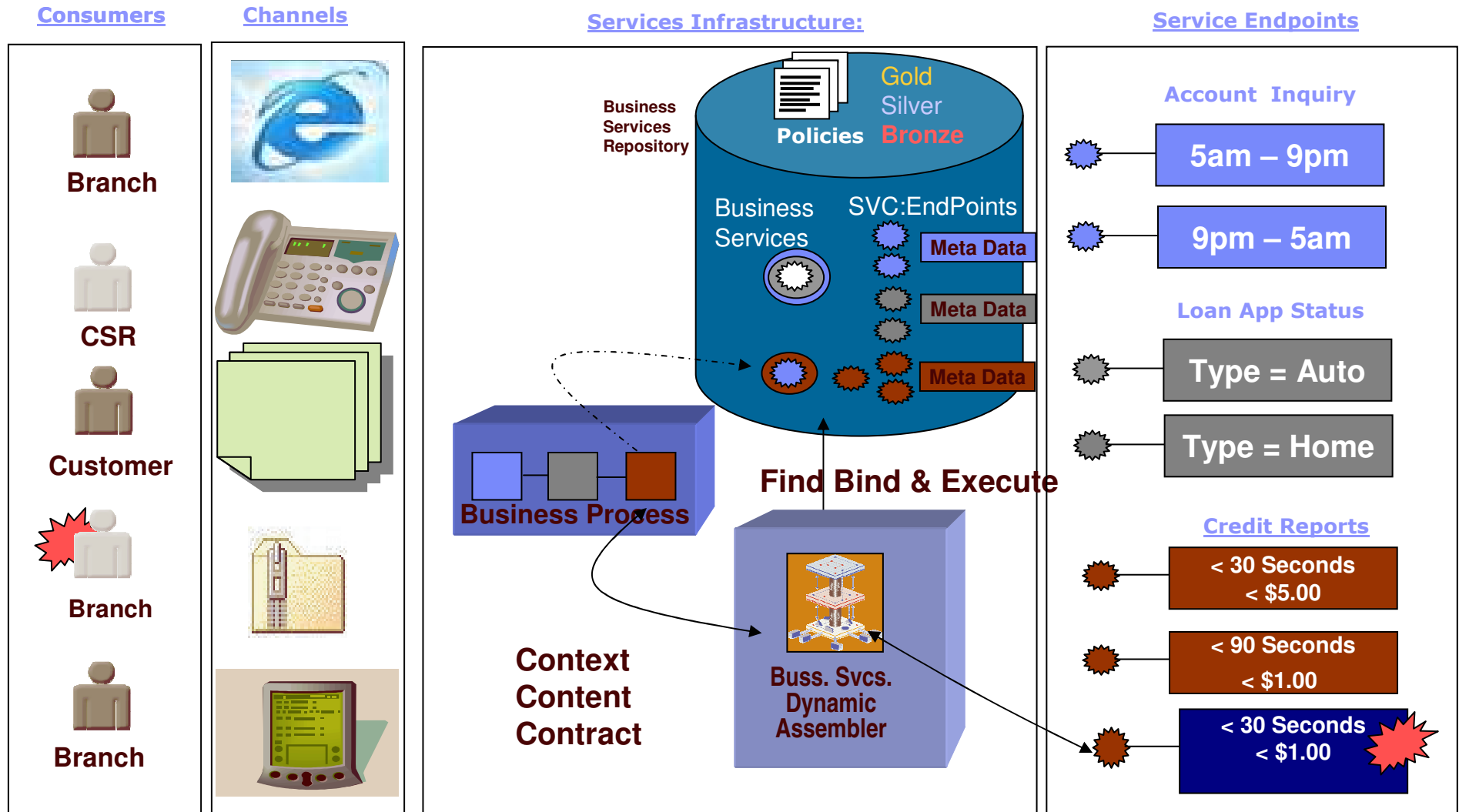
Dynamic Assembly of Business Services



Dynamic Assembly of Business Services

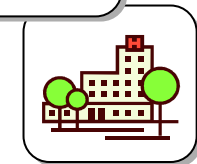


Dynamic Assembly of Business Services



Insurance P&C Content Pack accelerates delivery of insurance composite business applications

- Provides a governing architecture and a collection of pre-built SOA assets specific to insurance P&C domain
 - ▶ WBS Fabric bundle (includes WID & WPS) is the pre-requisite
- Jumpstarts delivery of composite business applications across insurance P&C business processes
 - ▶ Not a pre-built insurance application that is ready to be deployed
- Assets primarily derived from subsets of industry standards like ACORD, eEG7, IAA and industry best practices
 - ▶ Does not define its' own unique standards
- Focused subject areas
 - ▶ Product Management, Product Portfolio, Distribution Management, Customer Acquisition, Policy Management, Claims Management, Customer Management
- Extensible and configurable to support unique client needs



Pre-Built Assets in Insurance P&C Content Pack

Insurance P&C Capability-Process Maps

- Decomposition of business capabilities and processes (only decomposition, no flows)
- *EXAMPLES: Service Configuration & Activation, Create & Deliver Bill*
- *UML Models (RSA 7.0), Fabric Content Archive (WBS Fabric 6.1)*

Insurance P&C Business Services Templates

- Decomposition of business services including assertions, policies, roles and channels
- *EXAMPLES: Quick Quote, Record Claim, Endorse Policy, Claims Status*
- *SCA Modules (WID 6.1), Fabric Content Archive (WBS Fabric 6.1)*

Insurance P&C Service Interfaces

- Insurance P&C specific data types, schemas and web service interfaces based on IAA Interface Design Model (IDM)
- *EXAMPLES: Activate Insurance Policy, Retrieve Claim Details*
- *SCA Libraries (WID 6.1)*

Insurance P&C Common Services

- Insurance P&C specific common transactional functions that include WSDLs/BPELs & implementations
- *EXAMPLES: ACORD Reject Repair, IVANS Channel, ACORD Validation*
- *SCA Libraries (WID 6.1), EARs (WPS 6.1)*

Insurance P&C Business Object Model

- Conceptual view of enterprise data for the Insurance P&C industry. Derived from ACORD P&C Standards and eEG7 Data Model
- *UML Models (RSA 7.0)*

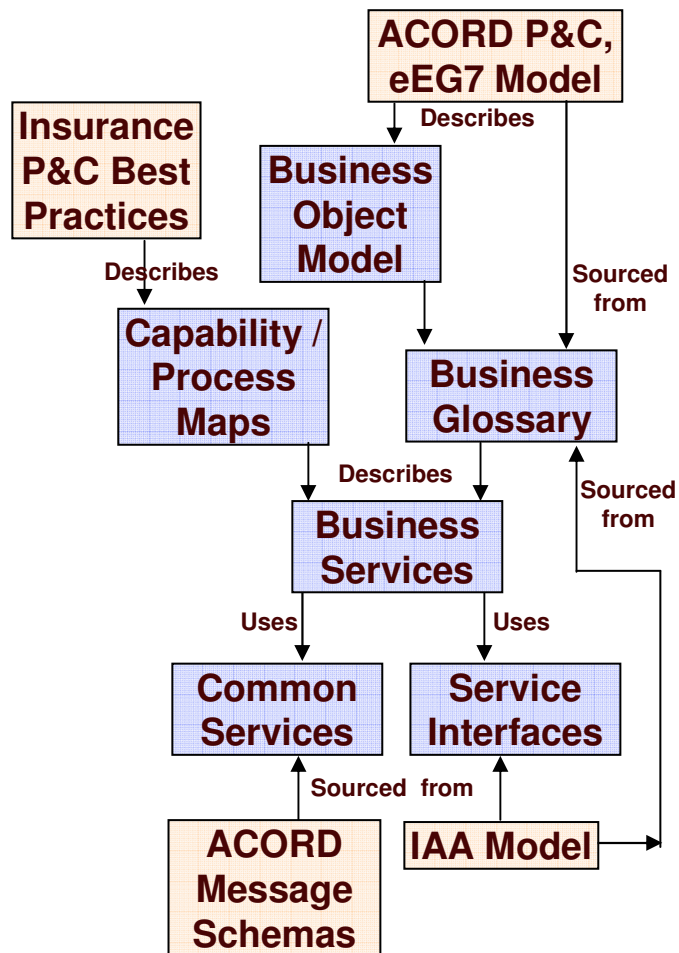
Insurance P&C Business Glossary

- Insurance P&C specific taxonomy of business terms derived from ACORD P&C Standards, eEG7 Data Dictionary and IFW Business Object Model
- *UML Models (RSA 7.0), Fabric Content Archive (WBS Fabric 6.1)*

Knowledge Assets

Reference Architecture, How-To Guide, Reference Implementation, Developer Guide, Install Guide

Use of Insurance Standards in Insurance P&C Content Pack



- Source: ACORD P&C Standards v 1.10
 - ▶ ACORD P&C Standards are used to derive Insurance P&C Business Object Model.
 - ▶ ACORD P&C Standards are used to create a Insurance P&C Business Glossary.
 - ▶ ACORD P&C Messaging Model is used to create common services like ACORD Validation Service, ACORD Debulking Service etc.
- Source: eEG7 Standards
 - ▶ eEG7 Data Model is used to derive an Insurance P&C Business Object Model.
 - ▶ eEG7 Data Dictionary is used to create an Insurance P&C Business Glossary.
- Source: IAA Models
 - ▶ A subset of IAA Interface Design Model (IDM) is used to derive P&C-specific Insurance P&C Service Interfaces.
 - ▶ P&C-specific business terms from IAA Business Object Model (BOM) are used to create a Insurance P&C Business Glossary.

धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Thank You

English

شكراً

Arabic

Merci

French

Obrigado

Brazilian Portuguese

Grazie

Italian

多谢

Simplified Chinese

Danke

German

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다