



Tendances Logicielles

L'architecture pour répondre aux besoins métier

WebSphere Strategy and Product Portfolio

Paulo Carvao
IBM Vice President
WebSphere Foundation



Change is Accelerating . . . Will You Keep Up?



IBM Global CEO Study 2008

83%

Expect substantial or very substantial change

The change gap

Tripled

98%

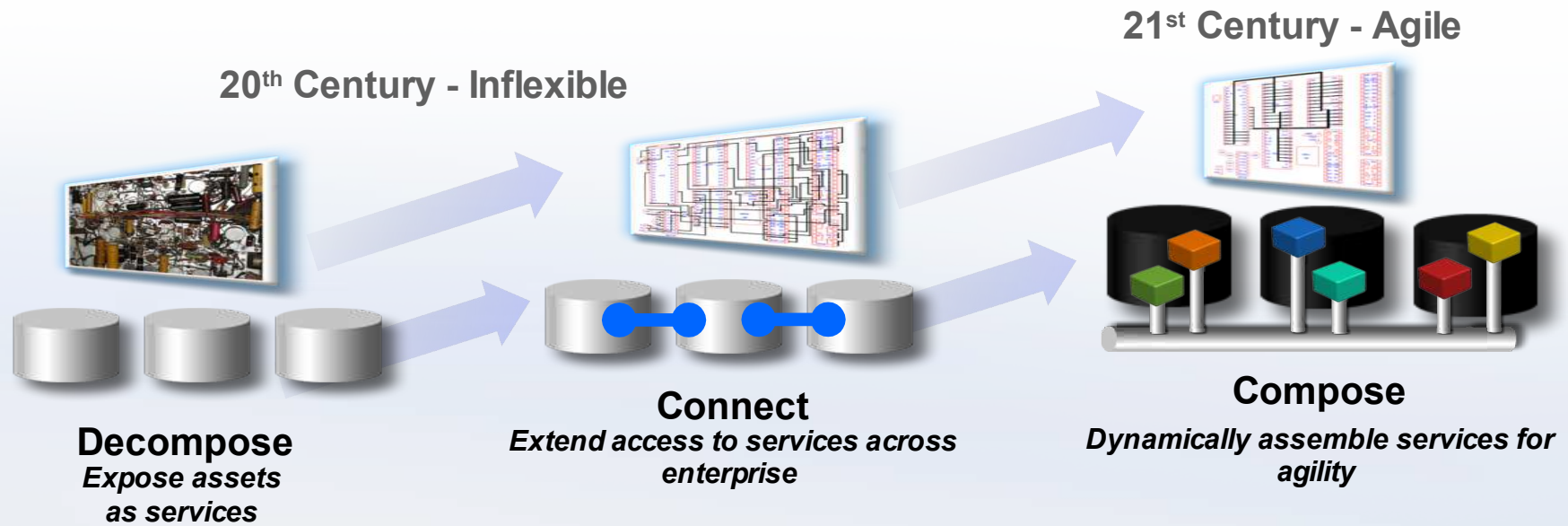
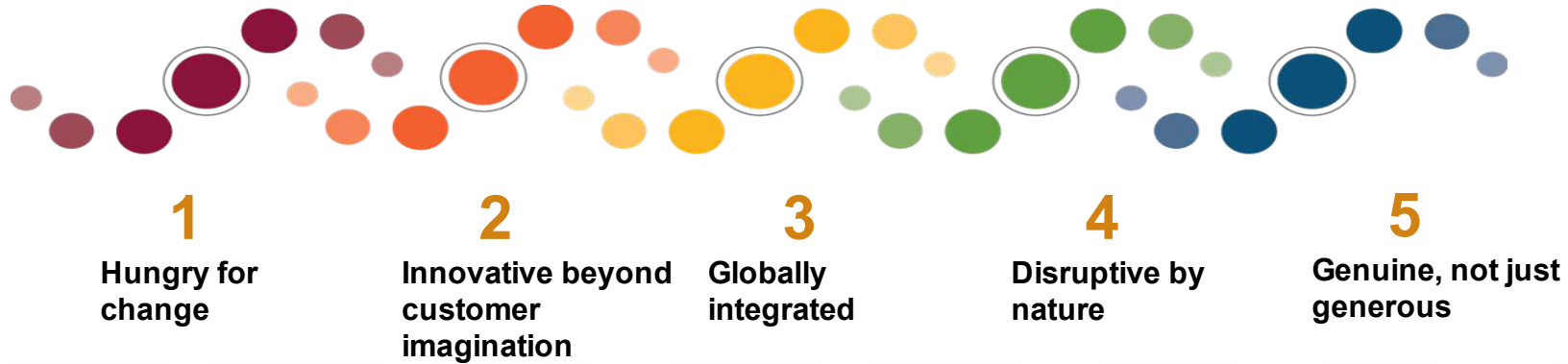
Plan business model changes

Agility is a Smarter Business Outcome



Change requires a flexible technology approach

Core Traits of the Enterprise of the Future*

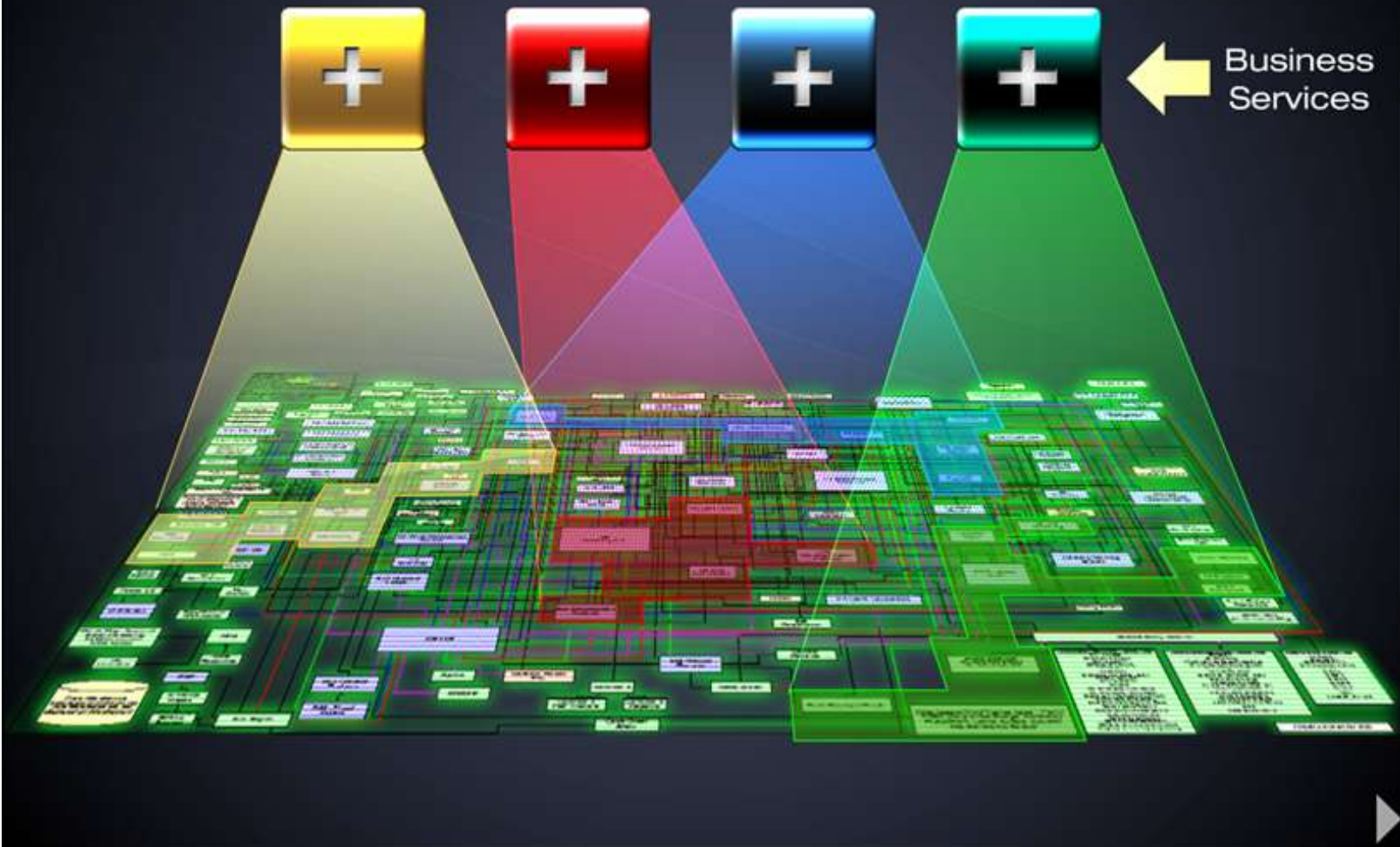


* Views from over 2500 CXO's



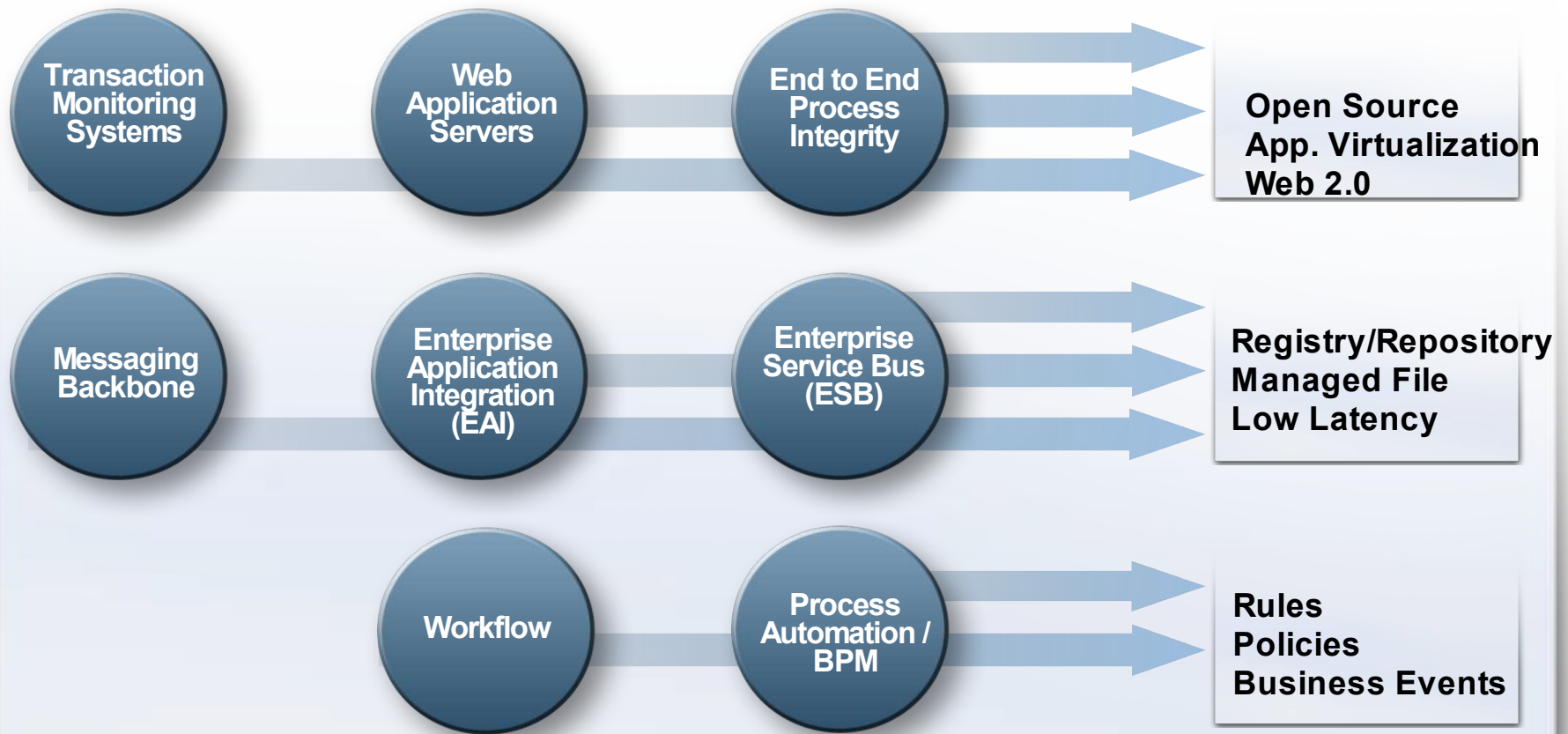
What is SOA?

Extract services from applications



WebSphere – Enabling Business Flexibility

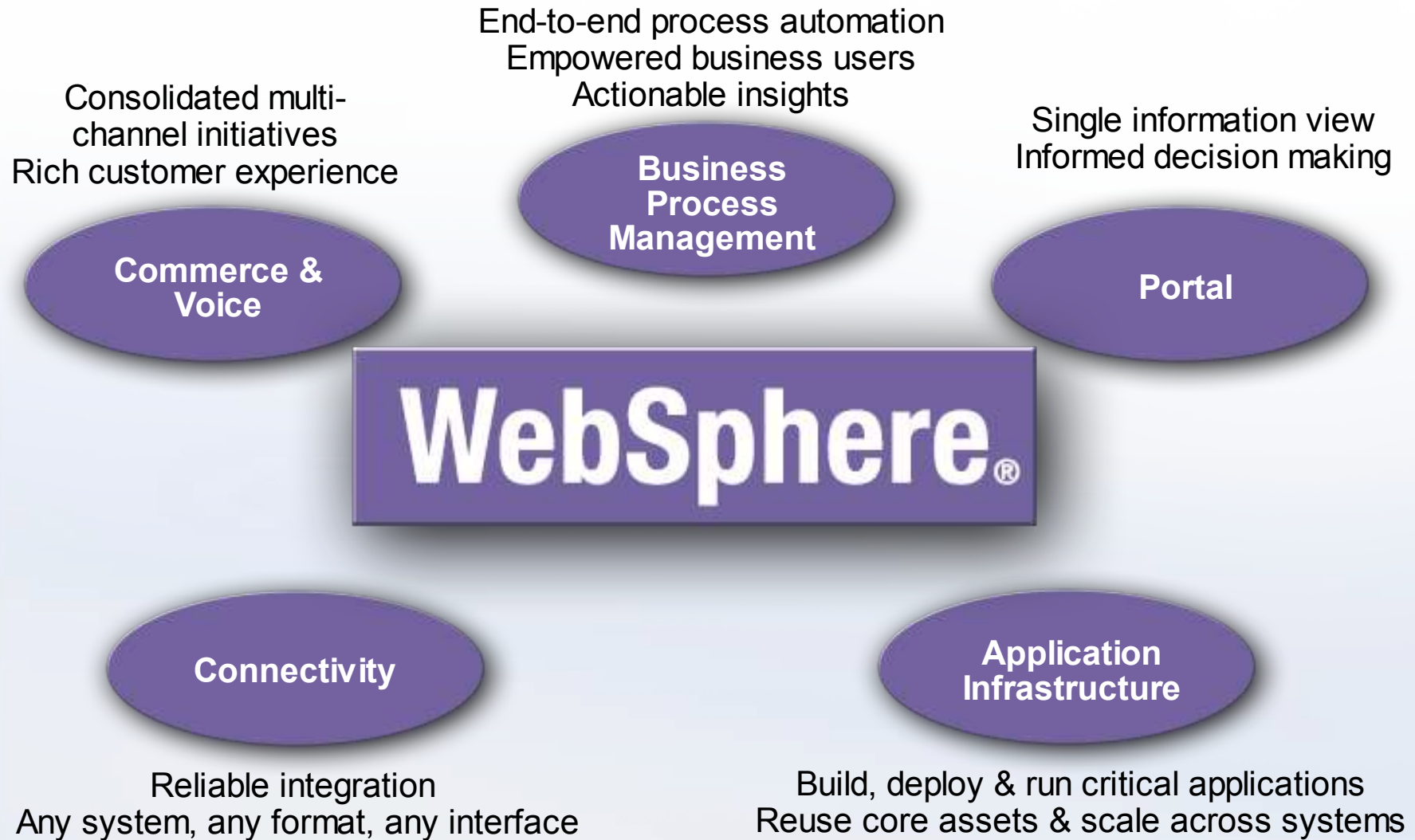
... in the 21st century



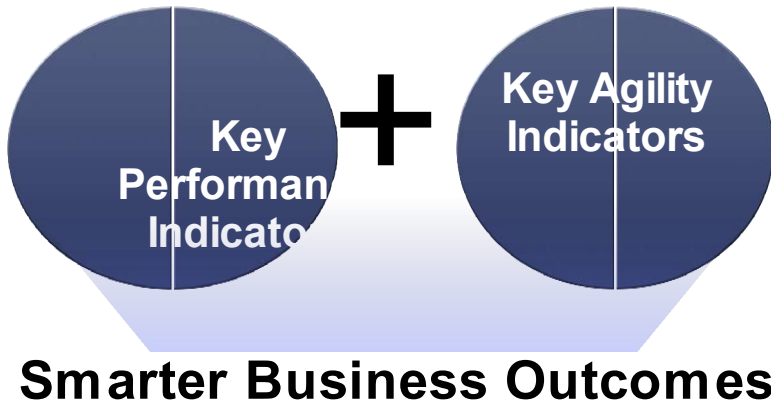
WebSphere became the SOA runtime platform of choice



What powers WebSphere?

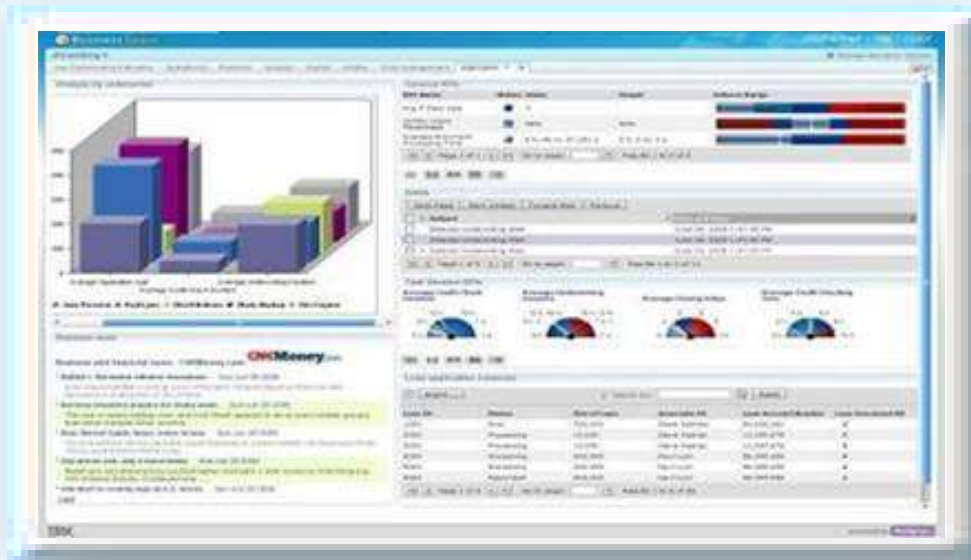


Key Agility Indicators Set the Bar for Success



300+ KAIs across multiple service lines:

- Supply Chain Management
- Financial Management
- Human Capital Management
- Information Technology



Enhanced!

KAI library embedded in WebSphere Business Modeler & Monitor

Benchmark against your peers how adaptable you are in rapidly changing times

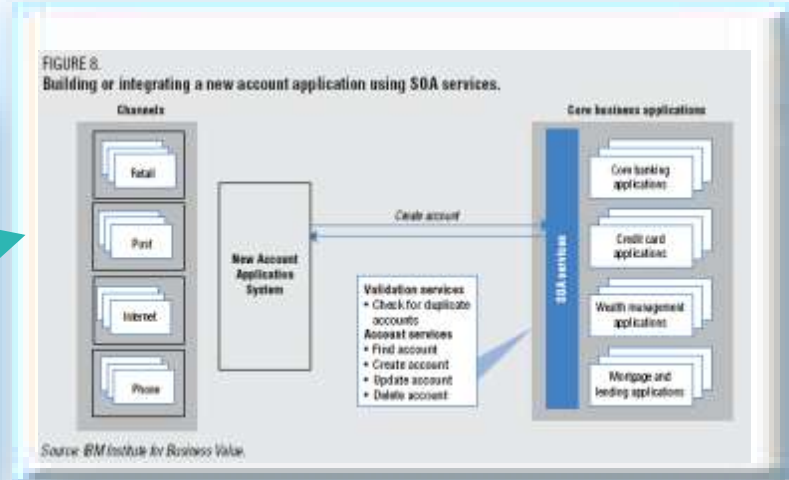


Tap Into Smart Business Insight to Achieve Agility

...And Chart Your SOA Course



- Introduction
 - What is SOA?
- Simplifying payments
 - The business challenge
 - How it works today
 - Integrating payment applications
 - The value SOA can bring
- Integrating multiple channels
 - The business challenge
 - How it works today
 - Information when and where needed
 - Returning value with SOA
- Standardizing account opening
 - The business challenge
 - How it works today
 - Simplifying the process
 - The value to the bank
- Conclusion



How SOA helps with actionable guidance for Today

Current and future business process insight

Your industry

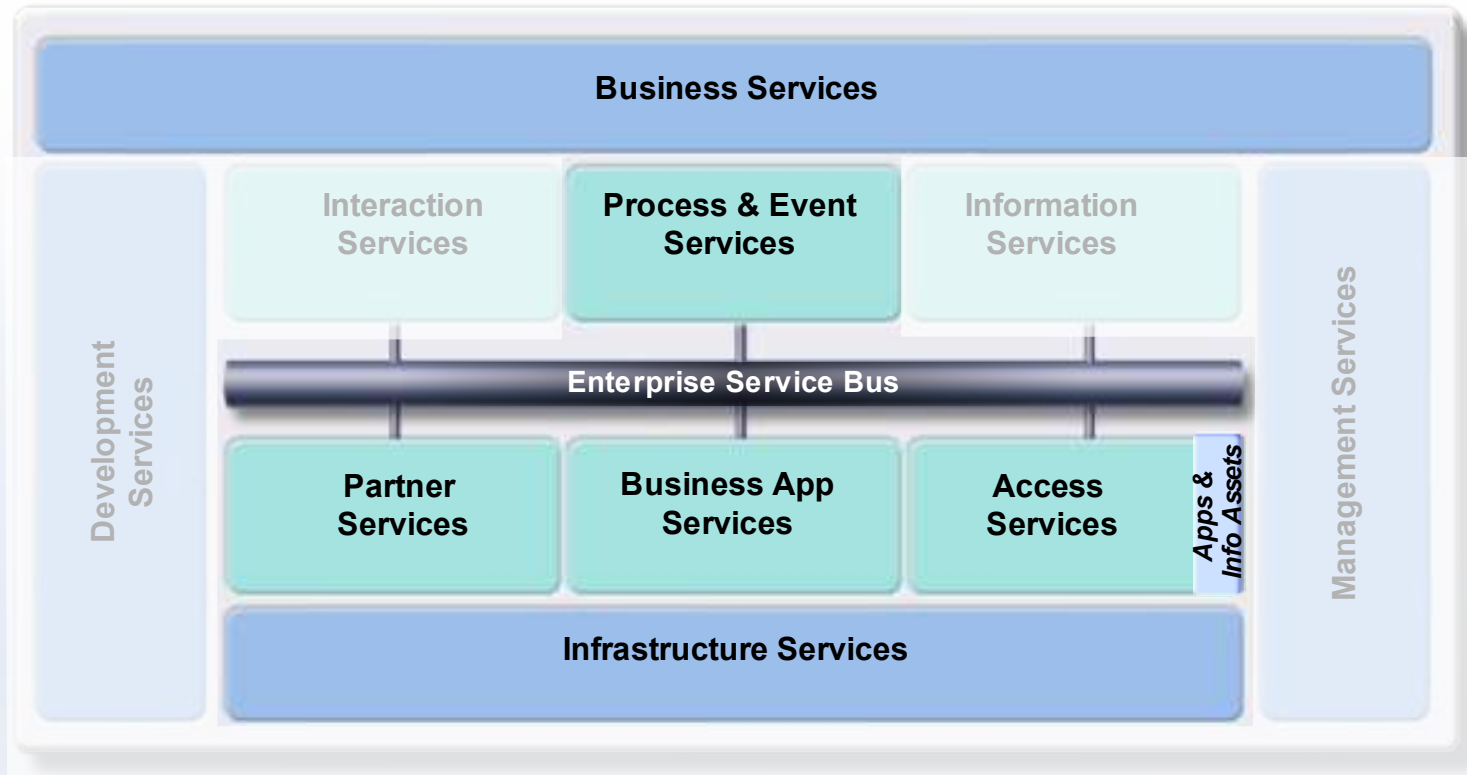


Retail Banking Government Cross Industry Insurance Healthcare SCM Electronics Biopharma



WebSphere ... the SOA runtime platform of choice

SOA Reference Model

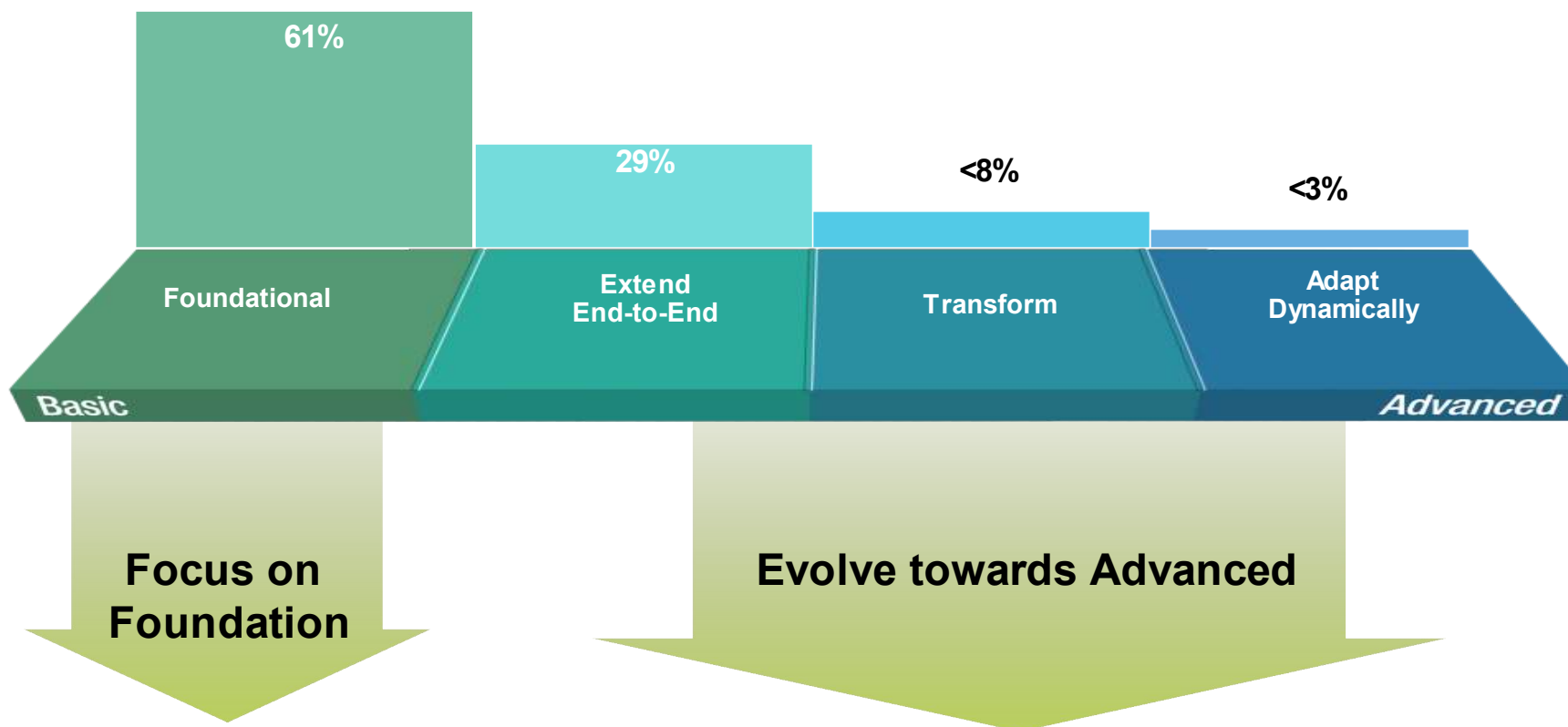


“You won't be able to avoid the impact of service-oriented architecture unless you are lucky enough to retire in the next year.” Gartner July, 2008



Smart SOA - Adoption of SOA is Evolving

“Think Big ... Start Small ... and Succeed Often!”



Source: IBM 2008 Survey



IBM helps businesses get started with SOA

Through 5 Smart SOA Entry Points



People: Greater productivity and flexibility through targeted user interactions for improved operations and collaboration

Process: Achieve business process innovation through treating tasks as modular services

Information: Provide trusted information in business context by treating it as a service

Connectivity: Connect systems, users, and business channels based on open standards

Reuse: Service-enable existing assets and fill portfolio gaps with new reusable services

*WebSphere Key Focus: **Process, Connectivity and Reuse***



Reuse

Optimize Your Cost and Increase your Speed

Create New Assets and Reuse Existing Ones



- Manage complex IT cost with virtualization
- Speed IT implementations with simple tools and starting points
- Increase flexibility and productivity with a common programming model
- Leading edge support for re-usage of applications via Web Services

Key Application Infrastructure Products

WebSphere Application Server (WAS)

WebSphere sMash

WAS Community Edition

WebSphere Virtualization Enterprise

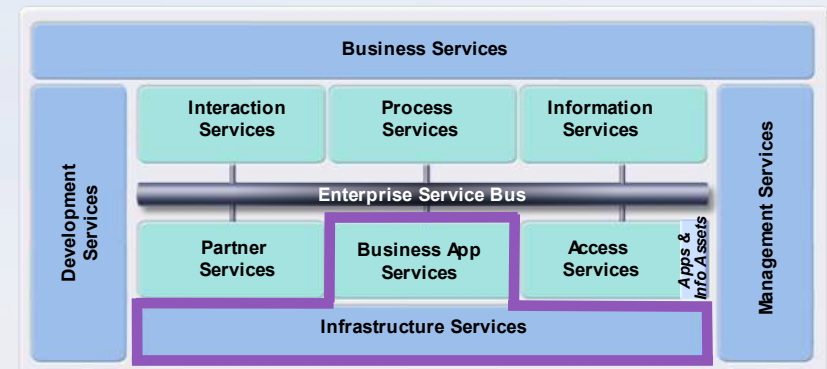
WebSphere eXtreme Scale

WebSphere XD Compute Grid

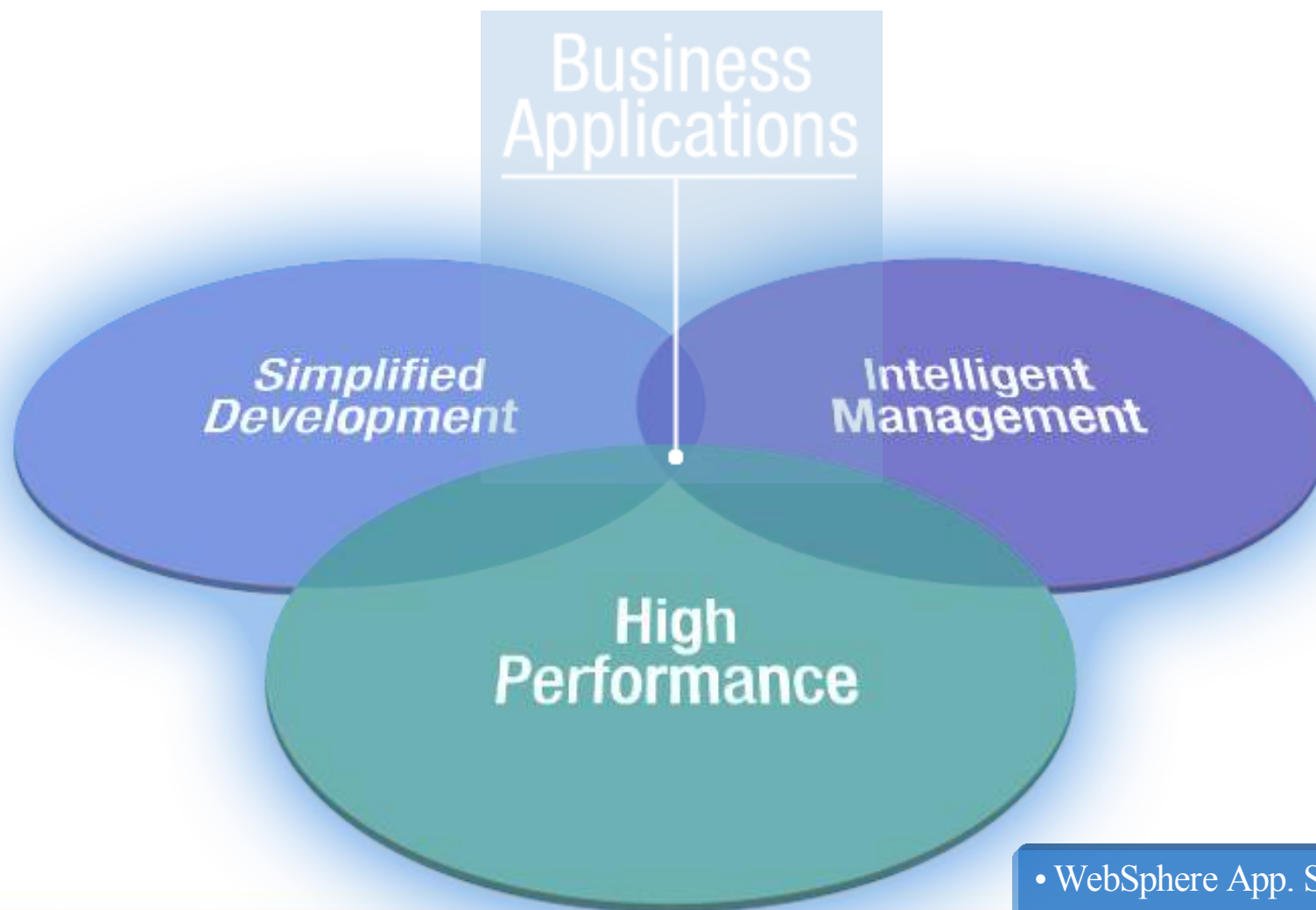
Case Studies

A large automobile manufacturer...
Consolidation and virtualization improves efficiency, competitiveness

State court serves timely information to protect public safety with IBM WebSphere software



Robustness and Agility Supported in your Business Application Delivery Platform



New and Enhanced!

• WebSphere App. Server V7.0

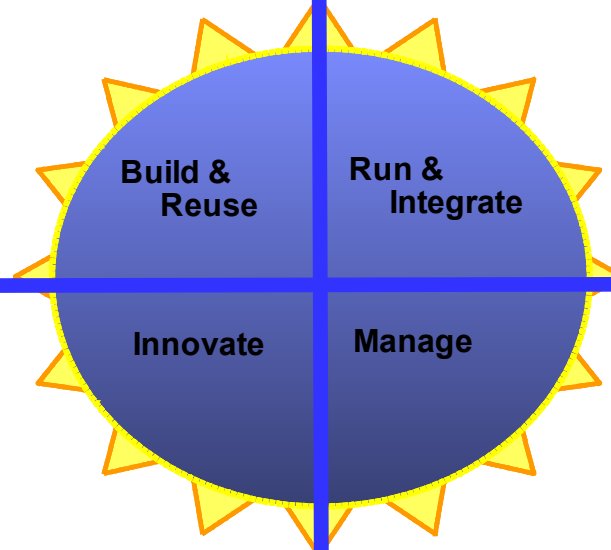
WebSphere Application Server (WAS) v7 Highlights

Simplification for Developers

- New and enhanced Stds: **JEE5 certification; EJB3; JSE6**; Web Svcs
- Extended Programming Model Support
- Web 2.0
- Feature Pack Strategy
- Java Portlets (JSR 286)
- Spring certification
- **RAD support (Day 1)**

High Performance Foundation for SOA

- **Performance leadership**
- **New Runtime Provisioning**
- New and Enhanced Security Features (**Mult. Security Domains**)
- **Multi-Cell Support**
- **Application investment protection**
- **New Consolidated WebSphere and DataPower administration**



Innovation that Matters

- **Feature Pack for Web 2.0**
- Feature Pack for SCA
- **Broad support for new programming models; J2SE 6, Java EE 5, WS-I Reliable Secure Profile, SIP and more**
- Virtual Appliances

Intelligent Management

- **New Flexible Management: Job Manager; Admin Agent**
- **New WebSphere Business Level Applications**
- **New Centralized Install Mgr**
- Security Auditing Infrastructure
- Properties File-Based Config. Util.
- IBM Support Assistant



Scaling with an agile infrastructure

Application Infrastructure Virtualization

- *Optimized utilization*
- *Managed workloads*
- *Faster provisioning*
- *Increased availability*
- *Improved performance*
- *Minimized administration*

Extreme Transaction Processing

- *Speed application access to data*
- *Linear Scalability*
- *High Availability and Fault tolerance*

Enhanced!

- WebSphere Virtual Enterprise
- WebSphere Extreme Scale
- Infrastructure Healthcheck Workshop for SOA





St. George Bank

St. George Bank saves 15 million USD through re-use of key business functions with IBM WebSphere solution

“We no longer want to invest the time and resources in two- or three-year initiatives. Business is changing so fast these days that we can’t afford to roll something into production that represents the thinking of three years ago.”

— Greg Booker, head of Group Architecture, St. George Bank

CHALLENGE

- Customers could not get consistent information from different channels
- Customer service representatives could not cross-sell and up-sell
- The bank did not have the IT foundation to manage acquisitions or roll out new products quickly

SOLUTION

- St. George bank implemented a service oriented architecture (SOA) that re-uses business functions and loosely couples them to back-end systems with a messaging middleware solution from IBM

BENEFITS

- Saved an estimated 20 million AUD (15 million USD) by re-using 47% of its key business functions
- realized payback in less than a year for new personal lending customer application system
- customer satisfaction rating has rebounded to 75% from approximately 55% prior to the solution

“If we had to build point-to-point solutions rather than re-using services, it would have cost us an extra 15 million USD in development costs, and that doesn’t even take into account the time to market and the complexity that we would be dealing with.” - Greg Booker, Head of Group Architecture, St. George Bank



Connectivity

Drive Flexibility With the Most Connected SOA

Mission Critical, Reliable, Secure Integration



- Connect to everything inside and outside your company
- Count on reliable and secure connectivity
- Rapidly integrate new web services and complex environments

Key Connectivity Products

WebSphere MQ / File Transfer Edition V7.0

WebSphere Message Broker

WebSphere Service Registry & Repository

WebSphere DataPower SOA Appliances

WebSphere ESB

WebSphere Adapters

WebSphere Transformation Extender

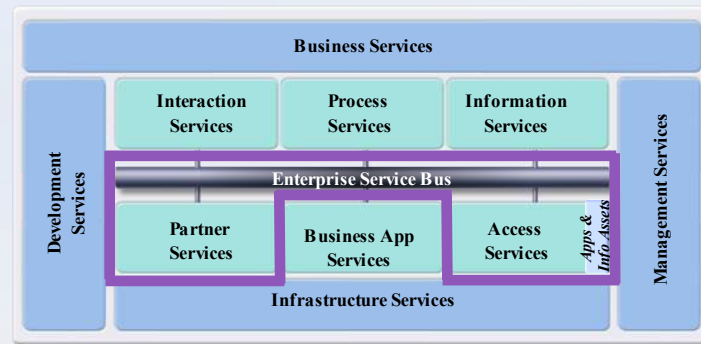
WebSphere Partner Gateway

WebSphere Front Office

Case Studies

Global retailer sharpens its point-of-sale vision with SOA

Major hotel chain builds brand value with SOA and IBM WebSphere



HypoVereinsbank AG

HypoVereinsbank connects systems, offering new services

“The ESB provides a flexible infrastructure for HVB's agile investment banking.”

— HypoVereinsbank AG

CHALLENGE

- Integrate IT infrastructure to improve ability to address customer demands and respond to market opportunities.

SOLUTION

- The solution deployed consisted of an enterprise service bus (ESB) infrastructure based on IBM Tivoli and IBM WebSphere software. The integration solution acts as a cost-effective connection environment that simplifies the trading process and offers HVB a competitive advantage by decreasing its time to market for new products and services.

BENEFITS

- 35 percent reduction in the time required to design and implement integration scenarios
- Quickly and easily connect to the Euronext stock exchange
- Improved ROI and time to market

“The ESB provides a flexible infrastructure for HVB's agile investment banking. Our business is changing very fast, and the ESB enables us to support upcoming business opportunities immediately by connecting new market places and new dealing systems to our existing system landscape. The ESB accelerates the adaption of new business processes and the launch of new products and services.”

Michael Dietze, Head of Business Development, HypoVereinsbank AG



Process

Business Process Management Enabled by SOA

Provides Business Agility to Your Company



- Provide Visibility
- Manage Change
- Support Optimization
- Facilitate Innovation

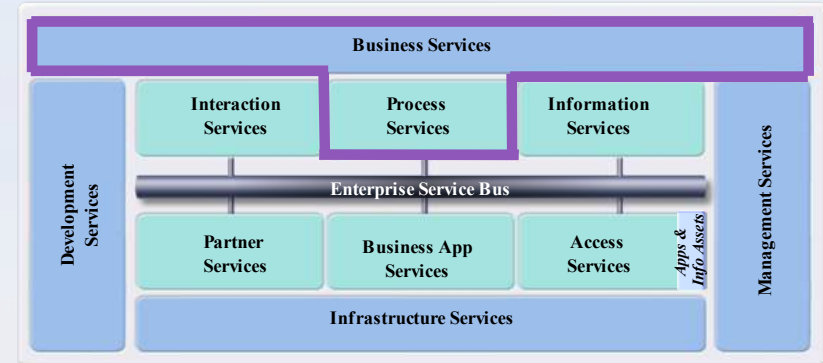
Key BPM Products

WebSphere Dynamic Process Edition
WebSphere Business Modeler
WebSphere Integration Developer
WebSphere Process Server
WebSphere Business Services Fabric
WebSphere Business Monitor
WebSphere Business Events

Case Studies

A large U.S. distributor employs a services-based approach in building a high-performance, scalable integration solution

Financial services giant speeds compliance with IBM WebSphere solution and SOA



In Processes, WebSphere Drives 6 Points of Agility

Leveraging Capabilities such as Business Events



IBM's BPM Suite is unique in enabling all **Six Points of Agility**



We've Helped Businesses Become Agile and Globally Integrated



Drives **Risk Management Strategy**

Industrial
Control complex business processes for handling the risk of aluminum price volatility



Delivers **Unique Value**

Aerospace & Defense
Created a single customer view and increased cross-organization focus on the customer



Helps outpace industry
Competition

Chemicals & Petroleum
Driving its oil production recovery rate to 55%, from a ww industry average of 35%



Customer Experience at the Click of a Button!

Introducing Smart SOA™ Sandbox through Cloud Services

Delivers...

- Hosted software trial
- Tutorials
- Best practices and implementation guidance

Enhanced!

Coming Soon!

- Extended Experience – up to 30 day Trials
- Business patterns: Industry-focused end-to-end use cases
- Exercises for all entry points, Governance, and Green
- Enterprise Modernization
- Available to Business Partners at 40 Innovation Centers World-wide



For easier...

- Access to embedded best practices
- Hands-on SOA experience and education
- Ways to get started

Build skills and evaluate options with zero cost or commitment

Outcome

We've Extended the Value of our Solutions

From the IT Foundation to Business Architecture

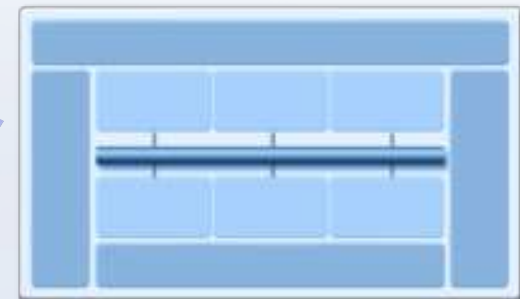
Business Architecture



Business Processes



***SOA Foundation
and Infrastructure***



Success Requires the Alignment of Business & IT





Write the next chapter with us today!

