



IBM SOA Summit



* Informations valorisées et SOA,
le couple gagnant.



Les ESBs / TA80

Rodolphe Lezennec
Avant-Vente WebSphere

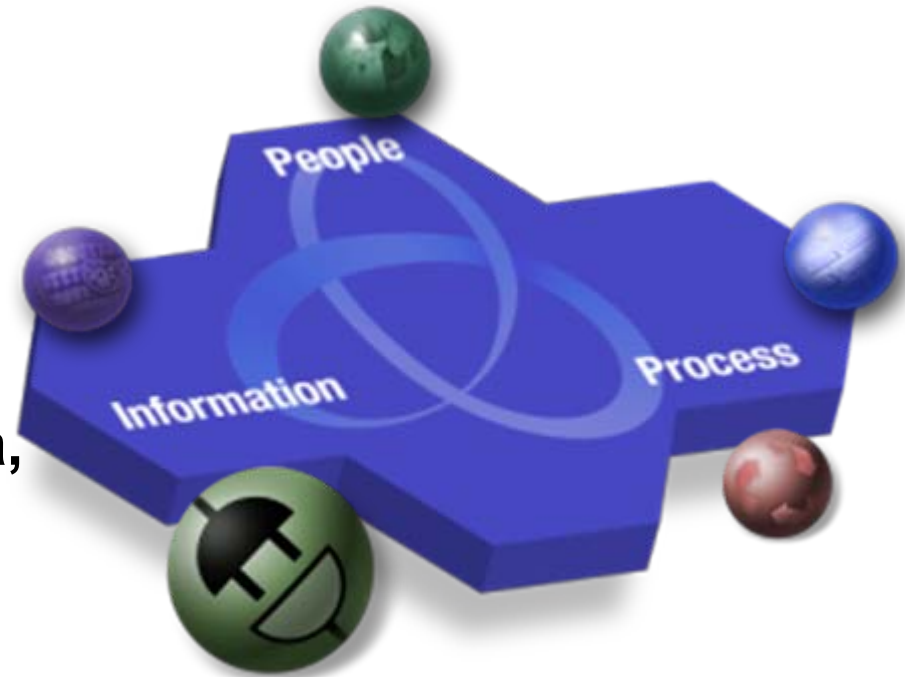


Connectivity Entry Point for SOA



Connect everything inside and outside your company enabling your SOA to deliver reliable and secure connectivity with high performance and high availability, spanning newly developed web services and complex heterogeneous environments

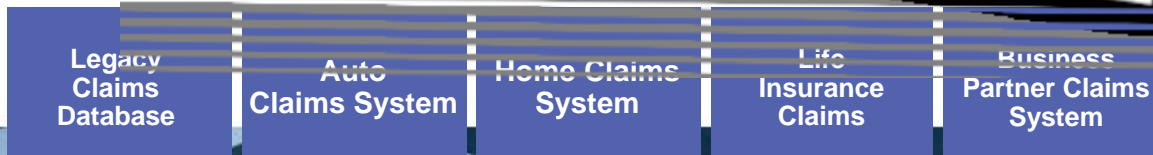
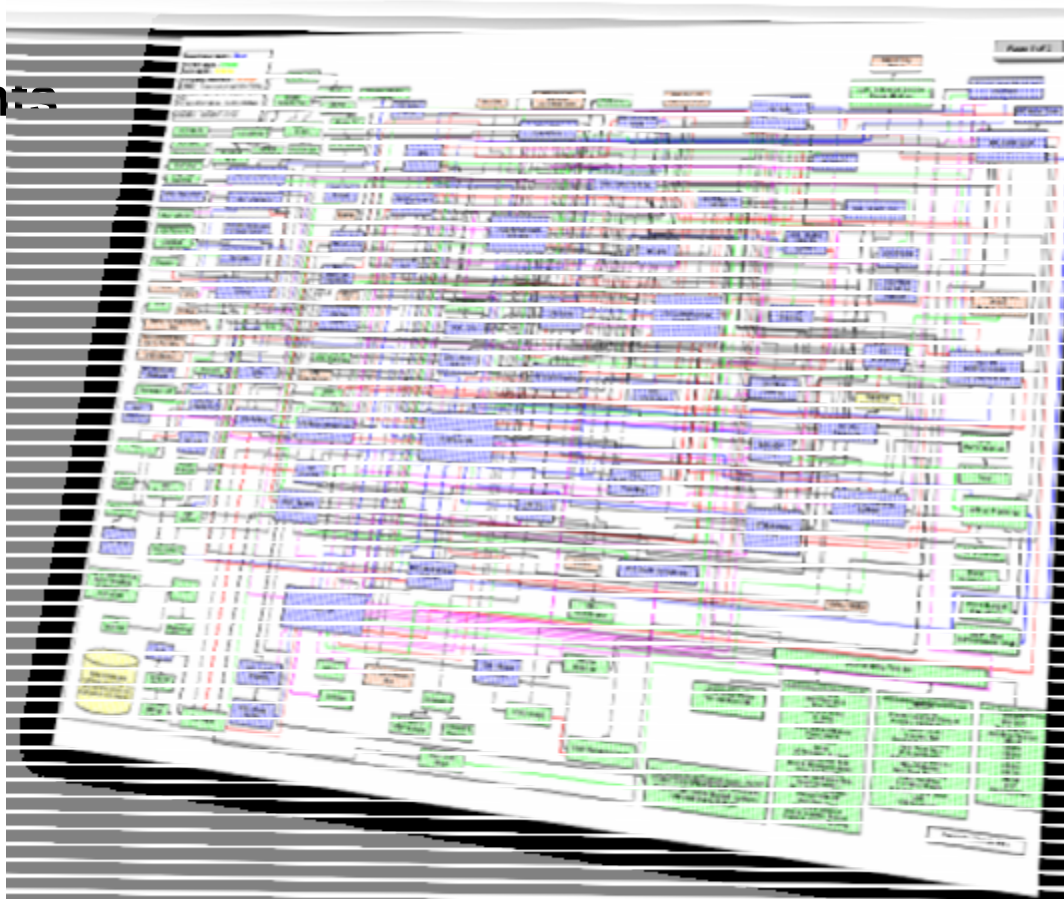
- **IBM powers the most connected SOA for your business**
- **Link together all types of data, applications, protocols and platforms**



The Connectivity Challenge



- IT budget spent on maintenance, not on new value add investments
- Complex processes & systems
- Complex applications & interfaces
- Difficult to adapt quickly



- Reduce the number, size, and complexity of interfaces
- Reduces cost and risk involved as business changes
- Promotes reuse – Data and business logic more usable
- Dynamic real-time, event-driven SOA – replacing unresponsive, batch-updating IT systems



Leverage the benefits

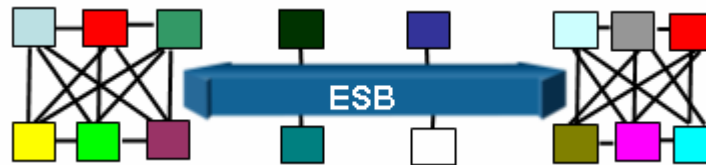
Reliable and secure data movement – anywhere in the enterprise

Application Programmers focused on logic – simplified programming tasks

Dedicated environment – Common tooling, management and operational support

Your ESB decision is critical for business success

What happens when an ESB only solves part of the problem?



- **Sales revenue declining; Higher warehousing costs**
 - Customers reluctant to order without knowing availability dates
- **Business applications and operations grind to a halt**
 - Order Processing interactions with sales, invoicing and logistics systems showing processing overload
- **Regulatory Compliance and Audit failures; Penalties and Lawsuits**
 - Unable to monitor transactions or track or control changes to system



Break through limits to deliver end-to-end reliable and secure connectivity with integration to all applications, systems and services

An ESB without limits delivers greater breadth and depth of functionality





An ***ESB without limits*** provides a solution with a complete set of connectivity capabilities beyond those delivered by just an ESB

ESB offerings from IBM WebSphere

WebSphere delivers the most complete ESB solution



WebSphere ESB
*Built on WebSphere
Application Server for an
integrated SOA platform*



**WebSphere
Message Broker**
*Built for universal connectivity and
transformation in heterogeneous
IT environments*

**ESB
offerings from
IBM WebSphere**



**WebSphere DataPower
Integration Appliance**
*Purpose-built hardware ESB
for simplified deployment and
hardened security*



ESB offerings from IBM WebSphere



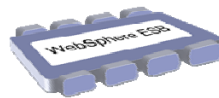
Each delivers a common set of ESB capabilities

Mediations to enable common patterns

- Transform, Route, Log, Database access, ...

Leading web services standards

- SOAP, WSDL, WS-I profiles, ...



Mission-critical qualities of service

- Reliability, availability, performance, scalability, security, transactions, ...

ESB Offerings from IBM WebSphere

Connectivity via common protocols

- HTTP/HTTPS, JMS, WebSphere MQ, FTP, ...



First class interoperability between the ESB products

- Web services, XML messaging via WebSphere MQ and JMS, ...

Transformation of common data formats

- XML, SOAP, delimited, fixed length, COBOL, ...

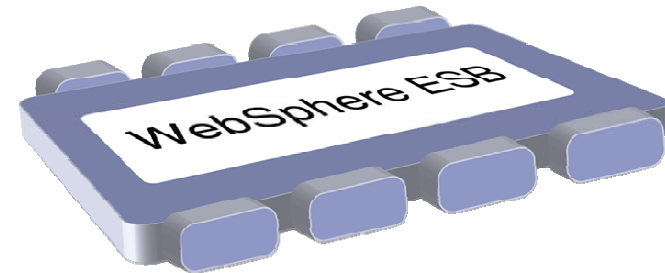


WebSphere ESB

Built on WebSphere Application Server for an integrated SOA platform



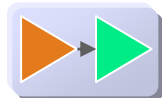
- Integrates seamlessly with WebSphere platform
- Delivers business-critical qualities of service
- Easily extended to WebSphere Process Server
- Integrated solution for service mediation and hosting



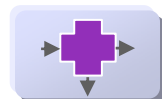
Delivers leadership in SOA standards for service composition



Integrates everything with WebSphere Adapters for enterprise applications and support for standard protocols



Optimized for standard XML and web services formats



Provides business visibility with embedded event engine for Business Activity Monitoring solutions

- **Development, Deployment, Clustering and Management Models**

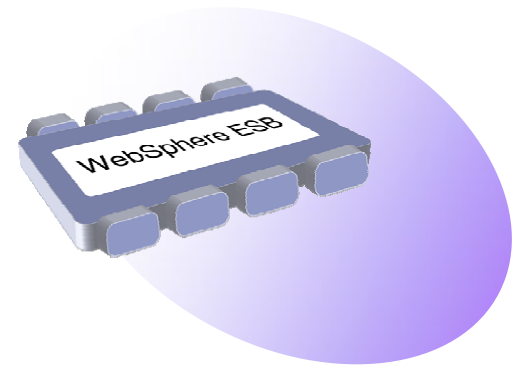
- Leverages the industry-leading WebSphere Application Server

- **Connectivity Model**

- JCA and Web Services

- **Development Model**

- Java and SCA
- Leverages WebSphere Integration Developer -- same tool set as WebSphere Process Server & WebSphere Adapters



- **Includes Common Event Infrastructure (CEI) capabilities**

- Works with WebSphere Business Monitor.

WebSphere Message Broker

Built for universal connectivity in heterogeneous IT environments



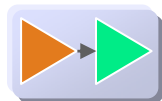
- **Delivers universal connectivity and transformation**
- **Provides a flexible solution to address a wide range of requirements**
- **Optimized to accommodate any IT environment**
- **Offers unique quality of service and connectivity on z/OS**



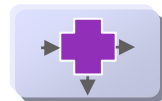
Exploits the unparalleled reach and reliability of the WebSphere MQ



Integrates everything through standard protocols and WebSphere Adapters



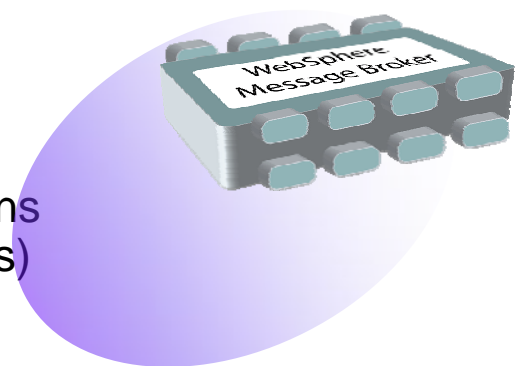
Enables transformation between a wide range of data formats



Optimized for high-volume processing and rapid time to value for complex mediation requirements



- **Deployment, Clustering and Management Model**
 - Leverages the industry-leading communications platform (WebSphere MQ)
 - Ideal for customers managing a wide range of integration
- **Connectivity Model**
 - Very broad -- Integrates legacy systems, enterprise applications and Web Services (i.e. – ideal for heterogeneous architectures)
- **Multiple Development Models available**
 - Supports XSLT, Java, ESQL, C++, WTX and 3rd Party integration nodes
- **Provides the industry's richest events processing & management abilities**

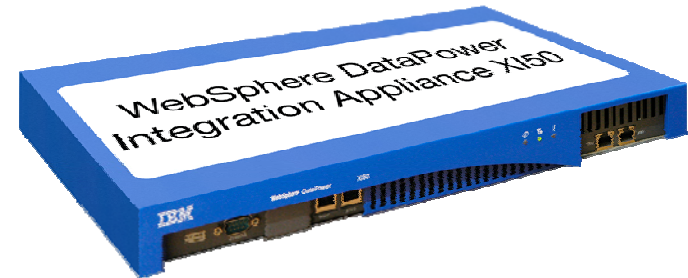


WebSphere DataPower Integration Appliance XI50

ESB for simplified deployment and hardened security



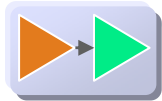
- Redefines the boundaries of middleware with specialized hardware
- Many functions integrated into a single device
- Simplified deployment and ongoing management



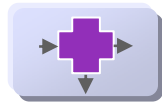
Secures services on the network with sophisticated web services access control, policy enforcement, message filtering, and field-level encryption



Optimized to bridge between leading standard protocols



Enables transformation between a wide range of data formats



Captures and emits events to facilitate web services management



■ Deployment and Management Model

- Simplified experience
 - Appliance installation and admin-based configuration
 - Configure - no development required
 - No database, operating system, etc - “plug-in the wires” and go

■ Connectivity Model

- Network Centric approach
- Ideal for protocol bridging
- High-speed XML processing for application offload

■ Development Model

- Web configuration for service flows, and XSL based XML transformation

■ Security Model

- XML firewall and hardened security at the device, network and message Level



The IBM ESB Strategy : *The ESB without limits!*

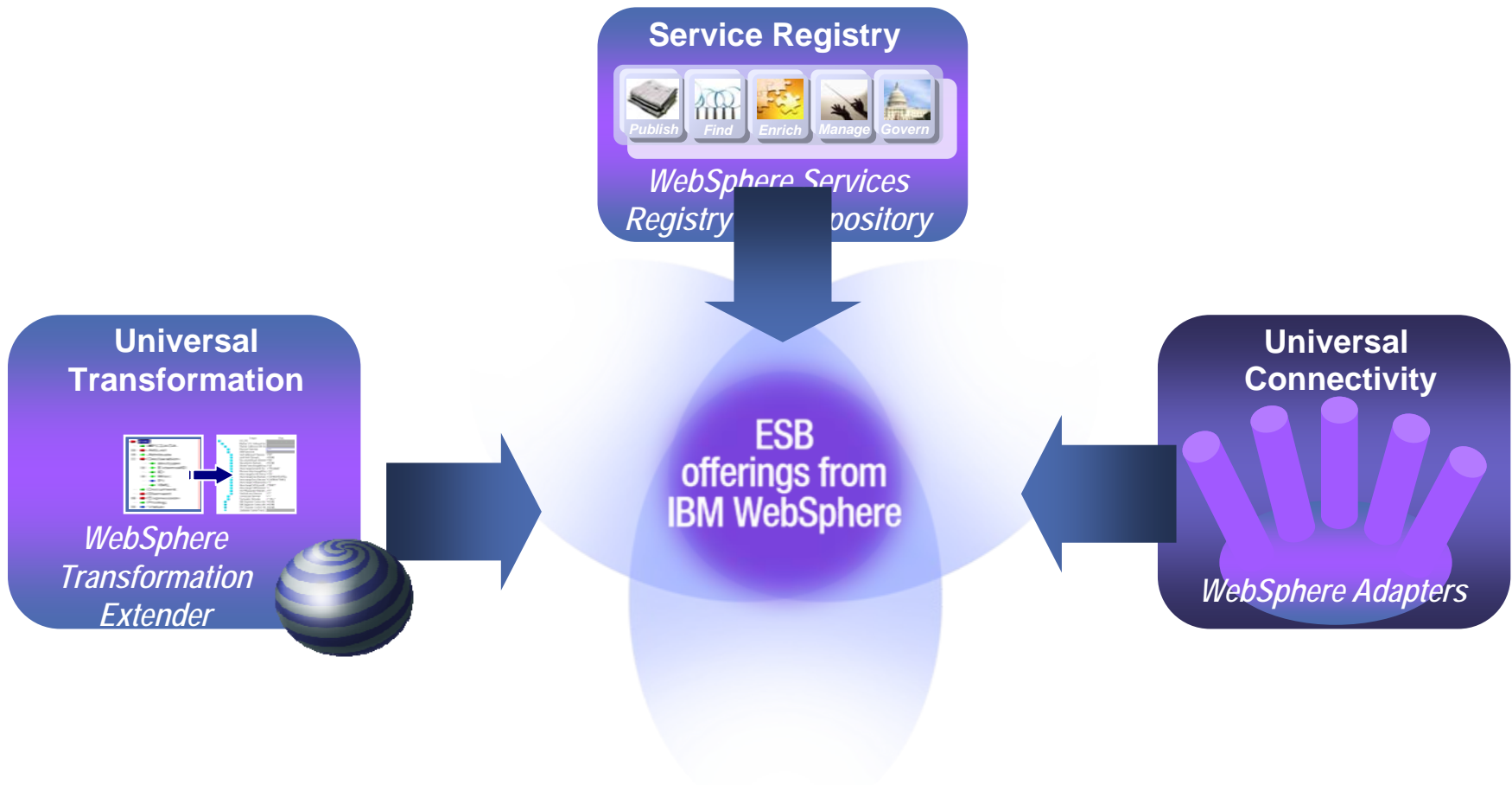


While other vendors offer limited “point-based” ESB’s, IBM offers an ESB portfolio that won’t “paint you into a corner” as you grow.



Extending the IBM ESB Family Value

Three key extensions to every ESB Offer



Service Registry to dynamically extend and govern ESB



- **Will your ESB limit you to simply connecting, with no overall plan?**
 - Can you find your services and other assets?
 - Is your SOA just an illusion?
- **Federated services management across the enterprise**
 - Defined policies to define and enforce use and reuse of assets
 - Promote SOA Governance through management of assets and mitigation of risk



WebSphere Service Registry & Repository

WebSphere Service Registry & Repository delivers...

- **Integrated service metadata repository to manage service lifecycle**
- **Seamless publish and find capabilities across all phases of SOA**
- **Reuse with dynamic and efficient interactions between services and reducing redundancy in your SOA**

New feature highlights

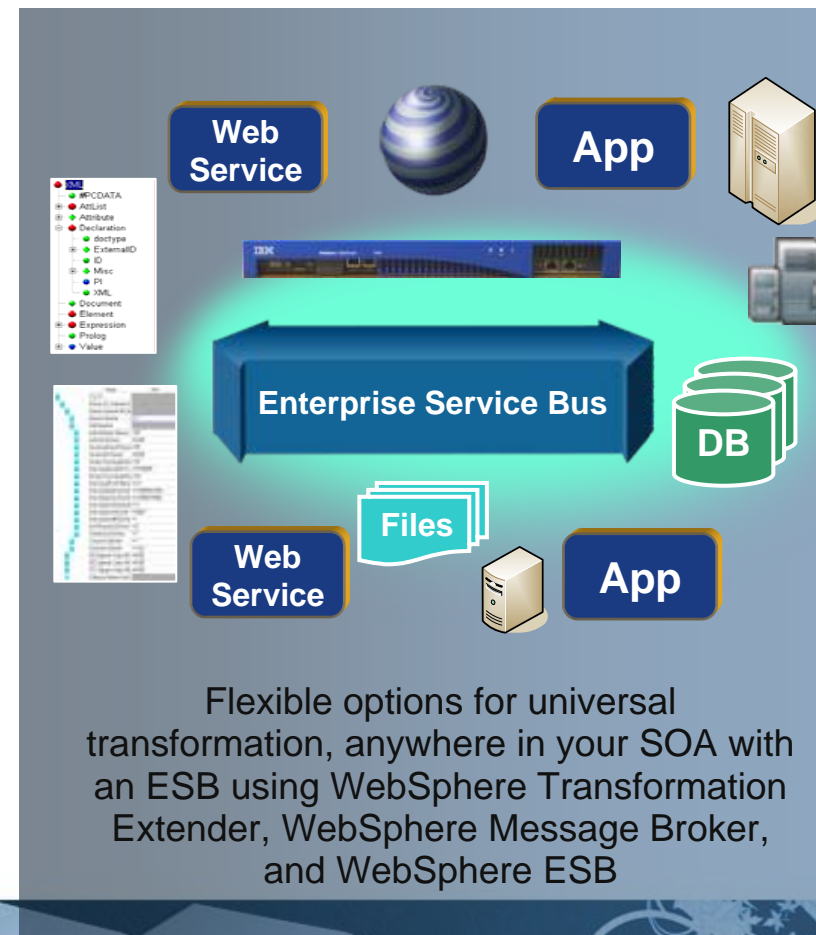
Key benefit

- | | |
|--|--|
| <ul style="list-style-type: none">• Publish and find services and related metadata• Integration with other standard registries and repositories | Promote reuse and eliminate redundancies |
| <ul style="list-style-type: none">• Manage service interaction and policies• Supported by CICS and key WebSphere products | Enrich SOA runtime interaction |
| <ul style="list-style-type: none">• Analyze impacts of service introduction or deletion• Manage role based access to services, changes, versioning and service retirement | Better control of SOA with governance |

Universal Transformation to Meet your Connectivity Needs



- **Will your ESB be able to handle and process all types of data format?**
 - Map and transform any data format to any other data format?
 - Manipulate complex formats including industry standard formats?
- **Map and Transform any data to multiple formats anywhere in your SOA**
 - Flexible and integrated transformation
 - Embed within applications
 - Execute from scripts
 - Drive with Events
 - Deliver as Services





WebSphere Transformation Extender delivers...

- **Universal transformation deployable anywhere in the enterprise**
- **Consistent data transformation and validation across any infrastructure**
- **Faster application deployment with reduced development and maintenance costs**

New feature highlights

Key benefit

- New functionality and language support



Enhanced ease of use and Globalization

- System z platform options with z/OS Batch, CICS, IMS, Unix System Services



Extended platform choice

- Updated Enterprise and Industry (accelerator) Packs

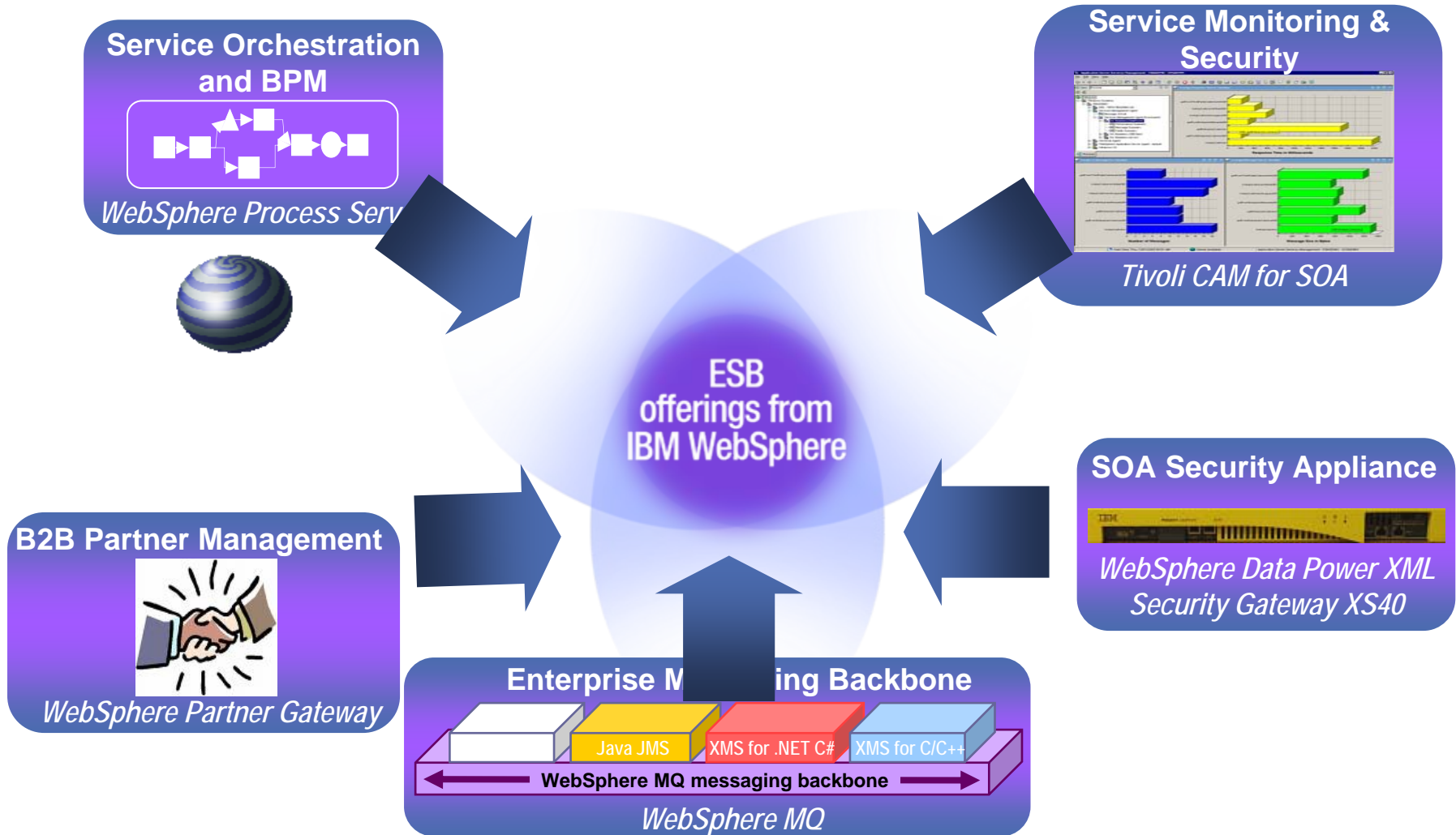


Improved time to value with support for the latest application and Industry Standards



Extending the IBM ESB Family Value

Creating an "ESB without limits" to enable complete SOA and BPM solutions



Benefits of Using IBM for Your ESB

*IBM application integration costs 2-4 times less than custom-built integration approaches**



■ WebSphere MQ

- The messaging backbone for your ESB
- More than 500,000 MQ servers
- Deployed by more than 10,000 different clients
- 80+ supported platform configurations

■ IBM ESB Offerings

- Support for Web Services and more
- Connects 3rd party JMS providers
- Integrated with WebSphere platform
- Scalable, with performance to match back-office transaction processing systems

■ Rich support for standards-based connectivity, including de facto industry standards

- WS*, XML, JMS
- HTTP/S, FTP/S
- Etc.

■ Businesses rely on WebSphere Connectivity software

- **Financial Markets Clients**
 - 100s of Millions of messages and Trillions of dollars
- **Government Clients**
 - Multiple agencies processing millions of messages
- **Banking Clients:**
 - Up to \$35 trillion per day through WMQ (SWIFT)
 - Over 213 million messages per day just on z/OS

*Source: Software Strategies Whitepaper, "Enterprise Integration Challenge," April 2005





Challenge

Create 14 application interfaces to integrate the newly implemented SAP modules with legacy applications

Solution

- An ESB implementation to enable a global exchange of information
- Service-enable legacy systems in a building-block approach to facilitate future business integration projects

Benefits

- Decreased average integration time by up to 84%
- Increased data transfer reliability and availability
- Passing and transforming up to 25,000 messages per day



Software

- WebSphere Adapter for SAP
- WebSphere Adapter for JDBC
- WebSphere Message Broker
- WebSphere MQ

Servers: IBM System p™ 670

Services: SerCon GmbH, an IBM company



Challenge

Critical components included Web service security; Legacy ATM message integration; Message routing; High-volume reliable processing in real-time

Solution

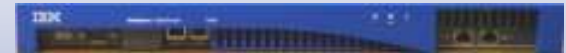
- Deployed WebSphere DataPower Integration Appliance XI50
- Message-level security & XML threat protection

Benefits

- SOA message-level security, content validation, & threat protection
- Reduced VAN charges by using HTTP without sacrificing security compliance



WACHOVIA



WebSphere DataPower
Integration Appliance XI50

Customers who rely on WebSphere for their SOA Connectivity needs



An ESB without limits

Enterprise Service Bus

WACHOVIA | SK telecom | GROHE | RAIFFEISEN | businessMart
INTERCONTINENTAL HOTELS GROUP | UPO BANCO POPULAR | FINEOS | NORTHROP GRUMMAN
Banco de Chile | Horizon Healthcare | BAE SYSTEMS | GJENSIDIGE
Independence Blue Cross | TransFonD
Smiths City | UBench
AVIS | APC | BOMBARDIER | PEPBOYS AUTO | FORTIS
REI | XEROX | gasNatural | DAIMLERCHRYSLER
HSBC | National Australia Bank | BULBANK
hanarotecom | Mass.gov | Travelex | CANADIAN TIRE | MORLEY Fund Management | Principal Financial Group | OMRON

Why IBM WebSphere for SOA Connectivity?

Nobody has the same breadth and depth

- Broad portfolio relied on by over 87,000 customers
- Extensive ecosystem – 2,500+ SOA partners and 3,150 active ISV solutions

Nobody invests more

- IBM investing over \$1B a year around SOA and Web services
- Over 6,700 IBM developers
- Over 10,750 IGS technical practitioners trained on WebSphere

Award-winning SOA products



IBM Overall Winner in Application Integration Middleware

- CRN Channel Champions Award (February 2006)
- CRN Channel Champions Award (March 2005)



IBM tops elite vendor list

- Intelligent Enterprise Editors' Choice Awards (April 2005)



IBM WebSphere MQ – voted best Java Messaging tool by JavaPro readers – May 2006

धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

شكراً

Arabic

Merci

Obrigado

Brazilian Portuguese

Grazie

Italian

Danke

German

Thank You

English

Mulumesc

Romanian

多谢

Simplified Chinese

감사합니다

Korean

ありがとうございました

Japanese