

# Business agility realized

*Optimize for growth. Deliver results.*



## Highlights

- Optimize your business processes and decisions to transform
- Leverage rapid, adaptable integration to thrive in an interconnected world
- Deliver unbounded applications that enable business change and maximize investments
- Accelerate agility with an intelligent and flexible application infrastructure

On a smarter planet, change, complexity and uncertainty have become opportunities for businesses—and entire industries—to transform, grow and serve customers in new ways. This reality is driven by three shifts:

- Shift 1: Escalating expectations (from customers, prospects, patients, constituents) require businesses to have visibility and rapidly respond to an ever-changing landscape.
- Shift 2: Competitors and partners can arise from anywhere around the globe. Nascent companies can be as formidable as established companies. Sourcing and partnering possibilities are almost limitless.
- Shift 3: The velocity of change and new technologies require organizations to have more flexible processes and systems, as well as to decentralize control, empowering more people to drive change.

In this “new normal,” the most forward-thinking companies will embrace constant change and escalating complexity, seizing the opportunity to adapt their core business functions to exceed customer expectations and harness new forms of competitive advantage.

By doing this, companies across all industries can unlock new opportunities. Insurance companies can deliver new policies and products faster, healthcare organizations can address new health epidemics such as the H1N1 virus more quickly, financial companies can comply with and leverage new regulations such as credit card disclosure, and retailers can increase customer spend and retention through personalized offers.

## Change, complexity and uncertainty bring new challenges and opportunities

But this new reality brings with it new challenges. Organizations must tap into information and activity across the entire network—including sensors, mobile, cloud, and social media—to serve customers better, resolve problems faster and operate more efficiently. They must be constantly innovating and optimizing business processes, adding both rigor and flexibility. They must rapidly address new market opportunities and customer expectations—delivering personalized services with speed, flexibility and integrity. Finally, they must break down organizational silos in order to embrace rapid, proactive change.

In order to deal with these challenges, organizational leaders need to focus on quickly, flexibly and securely bringing together information across applications and the extended business network. Organizations must streamline, automate and connect disjointed activities and processes to achieve operational dexterity, integration and control.

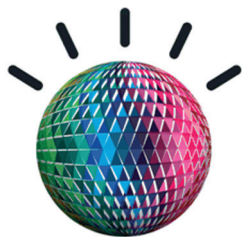
## In order to overcome complexity, IT and LOB leaders must work together

In IBM’s most recent survey of CEOs from across the world, technology is the #2 most important external force that will impact their business over the next three years (following market

factors in the top position). Clearly, LOB and IT managers know that they need to work together to overcome the complexity and thrive in the new norm.

Business and IT leaders must work together to answer questions such as:

- What information is out there that we can bring together and use to serve customers better—and how quickly and creatively can we deliver that?
- How can we simplify and improve processes, and connect across the organization to better address customer needs—and be more efficient?
- How rapidly can we add new products and services, enable access from new devices, create new experiences, and connect new partners?
- How can we maintain control, and at the same time share it among business, IT, and outside partners and suppliers?



## Dynamic business networks require business agility

The new business environment favors companies that can execute faster across their dynamic business networks. Agility allows organizations to rapidly adapt and respond to changes and to accommodate shifts in partner and supplier relationships, customer preferences and even broader market fluctuations.

IBM can help organizations enable business agility by providing a prescriptive approach for scoping and implementing projects in the following areas:

- Business process management (BPM)
- Connectivity and integration
- Application infrastructure
- SOA
- Cloud computing

## Agile processes and decisions to optimize business performance

Complexity has redefined business as usual. Whether it's the coordination of a vast network of suppliers, automatic processes to manage a supply chain, or tools which help monitor and optimize performance, organizations must regain control of their business. Coupled with economic instability, rising competitive pressures, and demanding customer needs, businesses that are unprepared to respond to this complexity will fall behind. Many of today's most capable business executives are working in silos and vicious cycles of rigidity and churn. They are players in a stagnant business process that narrowly focuses on the immediate task at hand, and provides little connection to the end customer.

IBM software for BPM enables businesses to identify manual, disjointed activities and turn them into streamlined, repeatable processes. It enables businesses to design their processes to better address customer needs, and serves to break executives out of their silos for a more efficient and interconnected work environment. The solution provides a platform for IT and business users to work together to ensure that the best possible technical approach is identified in harmony with the needs of the business. But most importantly, IBM software for BPM serves to control the vast amount of change and complexity that inundate businesses on a daily basis, and it identifies ways to simplify the internal process in service of the end customer experience and overall company value.

Successful process improvement initiatives all start with and are driven by business value. This means that organizations must understand the business goals and strategy that are driving the process improvement initiative, and analyze their current processes to identify the “low-hanging fruit”—the processes that, when improved, will deliver the greatest return on investment.

The best approach is to begin with an initial project that can be implemented quickly. By starting with a manageable project, you can develop process improvement skills and deliver value to the business quickly, ensuring continued commitment, funding and success.

#### **Realizing business agility through IBM BPM**

WorkSafe Victoria, an Australian state agency dedicated to employee worker safety, used BPM powered by SOA and decision management solutions from IBM to increase efficiencies and cut costs, saving the organization more than \$100 million. Advanced process automation and business rules capabilities have led to numerous financial and operational benefits, including:

- Faster processing of workplace claims for citizens.
- Significant improvements in fraud detection.
- An estimated payback of six months.

By identifying specific projects that would benefit from automated workflows and decision points, WorkSafe Victoria was able to leverage products such as IBM WebSphere® Process Server and WebSphere ILOG® JRules to deliver higher levels of customer service and worker safety.

#### **IBM can help get you started on the road to transformation**

Starting the BPM journey can seem like a daunting task, from both the executive buy-in and implementation perspectives. IBM Business Process Manager can make that journey

substantially easier. IBM Business Process Manager is a comprehensive and consumable BPM platform that provides complete visibility and management of your business processes. It includes tooling and run-time for process design, execution, monitoring and optimization, and is specifically designed to make it easy for process owners and business users to engage directly in the improvement of their business processes. It combines the ease of use and strong governance capabilities of WebSphere Lombardi Edition with the scalability and integration strengths of WebSphere Process Server. It is simple to use, yet powerful enough to support mission-critical processes, and it scales smoothly and easily from initial projects to an enterprise-wide program.

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#### **What's new?**

##### **IBM Business Process Manager V7.5**

Reduce complexity, automate processes and boost productivity with simple yet powerful process capabilities

##### **IBM Business Monitor V7.5**

Enable real-time, end-to-end business operations, transactions and process monitoring for IBM middleware infrastructure

##### **IBM Blueworks Live**

Quickly document and automate processes without the need for IT involvement

##### **IBM WebSphere ILOG Business Rule Management System**

Automate, govern and improve operational decision making for better business outcomes

##### **IBM Business Process Manager Industry Packs V7.5**

Accelerate and enhance delivery of standards-based industry solutions for banking, healthcare and telecommunications through a rich set of prebuilt, industry-specific assets

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## Rapid, adaptable integration to thrive in an interconnected world

Can you add new services quickly? Integrate new suppliers or partners, giving them access to all the appropriate services without adding security or compliance risks? Deliver a flawless customer experience in the midst of a major merger or acquisition? Pull in real-time information from remote devices or cloud applications? Highly complex business changes like these are the new normal. Your ability to quickly integrate technology and information across your business network is now a mission-critical requirement.

IBM can help you make the transition from a rigid enterprise to an interconnected one—one that informs decisions with new information, embraces new channels, and leverages rich

partnerships to capture new market opportunities. This transition is powered by comprehensive connectivity and integration capabilities that are:

- Powerfully simple, and built on best practices to ensure success.
- Faster than change, with the ability to scale and change as fast as your business.
- Extended to the edge, allowing you to incorporate new channels, data and devices.
- Effective everywhere, providing consistent security, reliability and visibility.

### Realizing business agility through connectivity and integration

Highmark, a leading U.S. health insurance provider, was trying to capitalize on complexity by better managing a growing portfolio of systems from a series of acquisitions, and by cultivating

the ability to rapidly create tailored service offerings for a changing marketplace. An essential part of Highmark's strategy was to replace its rigid point-to-point integration with a more flexible SOA framework. This solution would not only simplify the integration between various platforms, but would also speed up the development of new consumer services while lowering development costs.

Highmark deployed WebSphere Message Broker on its core IBM System z® server, creating an enterprise service bus between various applications. This SOA approach helps Highmark address its most fundamental problem—finding a flexible way to mesh these platforms together to provide unified, real-time access to all of its information.

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*“Through 24-hour/365-day non-stop services, completely web-based transactions, and real-time services with flexible and advanced service-oriented systems, we have achieved great success after only about 18 months since starting operation, attracting funds totaling 600 billion yen and 400,000 accounts.”*

—Yoshikazu Tanaka, CEO, SBI Sumishin Net Bank

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### Accelerating SOA, connectivity and integration

IBM can help you hasten your transition to an interconnected enterprise with bundled offerings that deliver a key foundation for your service-oriented architecture, and new offerings tailored specifically to the challenges of specific industry industries, including the healthcare industry. As many hospitals and healthcare institutions move toward integration of their electronic medical records (EMR), many are seeking to integrate both existing clinical applications and bedside medical devices to ensure that data is captured and stored within the patient records both for immediate observation and later review and analysis.

WebSphere Enterprise Service Bus Registry Edition accelerates SOA and reduces the cost and complexity associated with point-to-point connectivity and integration while increasing the visibility of services and interfaces, promoting reuse. New enhancements to this offering include a unified Web 2.0 user experience, dynamic service connectivity to any application, including WebSphere Application Server and IBM Business Process Manager, and updated policy authoring, attachment and analytics.

WebSphere MQ File Transfer Edition V7.0.4 connects batch-driven file-based systems with message-oriented online applications and services by providing seamless managed file transfer across MQ and IBM Sterling Connect:Direct® networks. You can send and receive files from existing Connect:Direct networks while increasing end-to-end visibility into those transfers, allowing you better control over your data movement, and maximizing your existing investments.

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## What's new

### WebSphere MQ File Transfer Edition V7.0.4

Enable a secure and reliable managed file transfer (MFT) environment across Connect: Direct and WebSphere MQ File Transfer Edition endpoints

### WebSphere Service Registry and Repository V7.5

Gain insight into SOA services and their consumption, policies and associated metadata

### WebSphere MQ Hypervisor Edition for Red Hat Enterprise Linux® for X86 V7.0.1

Optimize WebSphere MQ for virtualized environments, enabling more flexible hardware utilization and reduced installation and configuration time

### WebSphere DataPower® Integration XI52 and B2B XB62 Appliances

Enhance WebSphere MQ File Transfer Edition integration and transaction visibility, with an up to 50 percent increase in performance in many use cases

### WebSphere DataPower Integration Appliance for zEnterprise™ XI50z

Unify platforms, processes and workloads to help take businesses to new heights

### WebSphere Appliance Management Center

Enable fast time to market with firmware deployment, domain and configuration services, and deployment policy management for WebSphere appliances

### WebSphere Enterprise Service Bus V7.5

Achieve efficiencies in skills, cost and time-to-value across your middleware solutions

### WebSphere Adapters V7.5

Unlock siloed information and extend applications to promote reuse and maximize ROI

### WebSphere Cast Iron Cloud Integration

Connect the hybrid world of cloud and on-premise applications within days to achieve the lowest cost and highest return on your investments in cloud and software-as-a-service models

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## What's new

### IBM Healthcare Integration for WebSphere Message Broker

- Reduce clinical risk, improve patient experience and increase operational efficiency
  - Ensure patient data integrity and clarity across systems
  - Enable flexible connectivity between many types of applications running in the healthcare environment and beyond
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## Power your business with an intelligently managed application infrastructure

Agile processes and connectivity must be based on an agile infrastructure. A dynamic application infrastructure accelerates agility by speeding the delivery of applications and services to support changing business needs. It simplifies tasks and management with automation and improves cost efficiency, allowing IT teams to invest more time and resources in new application delivery.

### How IBM can help you get started: A three step approach

Organizations can follow a three-step approach to ensure they are intelligently managing their application environments. The first step is to build a strong foundation—one that has enhanced capabilities to efficiently build, deploy and manage applications and services that support the fast pace of evolving customer needs. With the complexities inherent in today's IT operations, organizations need integrated management that delivers enhanced security and control, as well as operational efficiency and reliability. Your applications and services must be highly available, high performing and secure. For enhanced scalability, elastic caching enables you to reduce response times by placing data close to running transactions and adapt dynamically to changing infrastructure demands.

The next step is to virtualize, optimize and automate workloads to reduce costs, improve performance and maximize your IT investment. Using intelligent workload management, you can increase server utilization and scalability, prioritize service levels

for the most important applications, ensure high availability and respond to unpredictable demand. Collaborative sharing of resources between batch and online transactions allows an organization to strike the right balance between cost and operational efficiency and market responsiveness.

The third part of the equation is the ability to deliver new services by leveraging private clouds. Doing so allows faster deployment of new applications and SOA services to meet the changing needs of the business. This approach reduces complexity and human error with consistent and repeatable deployment of WebSphere Application Server patterns in place of manual settings.

#### **Moving at the pace of business with the right infrastructure**

Trinity Mirror, one of the UK's largest newspaper publishing companies, turned to WebSphere Application Infrastructure solutions to help it stay competitive in one of the most challenging industries today. As more and more people turn to alternative news venues online, news companies must continue to innovate to grow and protect business as well as streamline operations to manage costs. Trinity Mirror elected to implement an SOA-based web services portfolio as it transformed its advertising and editorial businesses. Its web-based advertising platform, for example, allows Trinity Mirror to streamline online ad booking and offer self-service ad booking, which enables the collection of intelligence and drives new insights into customer advertising behaviors. WebSphere Application Server Network Deployment software, combined with WebSphere Virtual Enterprise software, helps the company optimize the WebSphere environment for the new virtualized and networked architecture.

#### **Accelerate agility with an intelligent and flexible application infrastructure**

Your systems, processes, applications and services are only as good as your application foundation. WebSphere Application Server V8.0 provides a strong application foundation. It delivers the broadest choice of programming models and open standards

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*“There’s a lot of change going on in the health insurance industry, driven by competitive forces as well as government healthcare policies. This requires the systems that we run our business on to be very dynamic and adaptable.”*

—Pat Hale, Director of Technology Implementation and Consulting, Highmark

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to speed application delivery, delivers performance enhancements to further improve efficiency and reliability, and enhances security and control to reduce risks. In addition, the WebSphere Application Server Feature Pack for Web 2.0 and Mobile allows you to extend business applications from the desktop to mobile devices, opening the door to new revenue opportunities for organizations of all sizes.

IBM Workload Deployer is built upon proven WebSphere CloudBurst™ Appliance technology to further enhance the deployment and management of private cloud environments. Workload Deployer offers preconfigured workload patterns for ease of use. It is targeted for private cloud production, staging, development and test environments, and can also serve as the foundation for hosted software-as-a-service environments.

Your organization can accelerate, optimize and simplify web application delivery using WebSphere Application Acceleration solutions. WebSphere Application Acceleration solutions speed web application delivery through the Internet to end users at any location and are designed to accelerate cloud application delivery to users behind the firewall. These solutions protect websites against surges in traffic and malicious attacks.



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### What's new

#### WebSphere Application Server V8

Intelligently manage your application environment and deliver rich user experiences faster

#### WebSphere Application Server Feature Pack for Web 2.0 and Mobile

Extend the reach of WebSphere Application Server applications from the desktop to mobile devices

#### IBM Workload Deployer V3

Deploy and manage on-premise clouds with ease

#### Cloud Standards Customer Council

- Drive user requirements into the standards development process, and establish the criteria for open standards-based cloud computing
- Deliver content in the form of best practices, case studies, use cases, requirements, gap analysis and recommendations for cloud standards

#### WebSphere DataPower XC10 Appliance V2

Improve total cost of ownership with elastic caching

#### WebSphere Virtual Enterprise V7

Manage application environments with built-in intelligence

#### WebSphere Extended Deployment Compute Grid V8

Drive business efficiency through a balanced blend of batch and online processing

#### IBM CICS® Transaction Server V4.2 for z/OS

Enable modern, high-performance transaction processing

#### WebSphere Application Accelerator for Public Networks

Deliver timely web content to your customers wherever they may be in the world

#### WebSphere Application Accelerator for Hybrid Networks—coming soon\*

Improve the performance and availability of public cloud or SaaS applications for enterprise users, while simplifying overall application management

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### What's new

#### WebSphere DataPower Edge Appliance XE82—coming soon\*

Consolidate functions and simplify deployment for application infrastructure at the edge of the enterprise network

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### Deliver unbounded applications that enable change and maximize ROI

Capitalizing on complexity with greater business agility is impossible if the applications and systems that support your business cannot support rapid change. This is especially true of many packaged applications where the key levers of insight and change—processes and information—are locked away in proprietary code. This means that the application, rather than the business, is dictating how that process is run. Businesses either have to change their operations to match the application, or engage in a costly IT project to modify and extend the application.

To overcome this problem, you need a proven architecture that breaks the boundaries of traditional packaged applications—an approach that disaggregates key functionality within applications and makes it available through standardized interfaces. In this flexible environment, generic functions—once bound within proprietary platforms—can be reassembled rapidly and cost-effectively into new services.

Service-oriented architecture is the key to realizing business agility, and the fundamental glue that brings together your business processes, integration and application infrastructure to rapidly deliver dynamic new functions and greater business outcomes.

## Cloud computing

Market shifts are driving an inflection point in business technology. Unprecedented access is changing people's expectations about how they interact with businesses. A culture of self-service is arising, resulting in decentralization that empowers new market entrants and individuals. And stronger communities are forming, letting people and companies specialize and join forces with leaders in other areas. These disruptive forces demand a smarter approach to computing as well as a reevaluation of the IT department's role.

Cloud computing is becoming a mainstream marketplace reality, but many people underestimate it, viewing it as primarily a means of reducing cost and increasing efficiency. As important as these considerations are, limiting cloud's value proposition to tactical and operational levels misses its true potential.

Cloud is an important game changer because it removes the barriers that once constrained IT's potential. Cloud helps foster:

- Community-driven innovation by giving creative, collaborative people access to prebuilt resources on a self-service basis.
- Operational dexterity to rapidly attack new revenue opportunities and outpace competitors without the time-consuming burden of changing IT systems and applications.
- IT without boundaries, allowing people to mix and match services from across the entire value chain without the constraints of time and place.

## Services to manage strategy and change

IBM understands that business leaders are not primarily looking for products and services but rather are looking for business outcomes, including increased output, higher quality, lower costs, increased revenue and increased market share. These business leaders recognize the dynamically changing nature of business ecosystems and the need to respond to significant events or proactively anticipate changes.

To effectively address these challenges, IBM offers a broad spectrum of BPM services offerings designed to help organizations build and maintain agile business processes as the business environment becomes more complex. IBM has a team of highly skilled consultants with expert architectural knowledge, deep technical skills, best practices expertise and close times with IBM research and development labs.

The BPM Enabled by SOA offering is designed to help you achieve process excellence by continuously improving your business processes. The business advantages include streamlining any needed changes to business processes, easier automation of manual and paper-driven processes, improving your visibility into real-time performance, and quicker realization of the value from more efficient and flexible processes.

A BPM solution from IBM is about delivering improved business performance to easily automate and optimize processes, measure their impact, and upgrade them in response to new ideas or external business events. BPM services offered by IBM include design, modeling and simulation, re-engineering, governance, optimization and implementation of core business processes. These services help organizations achieve maximum operational effectiveness as well as increasing the flexibility and agility of the enterprise to make process changes in response to events in the business environment.

IBM BPM services include the following specific offerings:

- **Discovery Workshop:** The Discovery Workshop is designed to help organizations get started on their business agility transformation and build momentum. It helps organizations clarify their pain points, identify potential solutions, and understand the value of potential improvement.
- **Process Improvement Visioning and Roadmap:** This consultative engagement helps organizations identify and prioritize the business challenges that can be addressed through BPM and related solutions, conceptualize the desired end-state, and create a roadmap and action plan for getting there.

- **Pilot/Proof of Concept:** This offering involves the development of a subset of features of a new application or process in order to validate its performance and scalability prior to full-scale development and implementation.
- **BPM Solution Implementation:** This full-lifecycle engagement includes the design, development, integration, testing and deployment of a BPM solution. This offering typically follows a Process Improvement Visioning and Roadmap or Pilot engagement, where a target process has been conceptualized and planned.

IBM Software Services for WebSphere offers additional services designed to accelerate time to value through rapid delivery of WebSphere solutions, whether BPM and decision management, SOA, cloud computing or virtualization. Services include architecture and design, implementation, migration and skills transfer, as well as customized workshops and education to fit your unique business needs. With a worldwide network of services specialists, IBM Software Services for WebSphere makes it easy to design, build, test and deploy solutions—helping your organization become an on-demand business.

### **The right partner makes all the difference**

The way to get started embracing the dynamic network and to thrive in this new norm is to leverage the right partner in your approach. As the market leader in strategy and change consulting, business process management and SOA, IBM has the deep process and industry expertise to help drive your dynamic network. Using best practices based on thousands of customer engagements, extensive industry experience and market-leading products, IBM can deliver a roadmap to help you achieve profitable growth and enable business agility.

## For more information

To learn more about how IBM can help you enable new levels of business agility, please contact your IBM representative or IBM Business Partner, or visit [ibm.com/websphere](http://ibm.com/websphere)



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