This presentation will provide an Overview of WebSphere Business Modeler V6.0.2.

Goal

- Explain the need for modeling the business
- List the features and enhancements for WebSphere Business Modeler V6.0.2
- Describe the IBM products for modeling the business

The goal of this presentation is to provide a high level overview with a focus on the value of modeling your business processes.

Key features and enhancements for WebSphere Business Modeler V6.0.2 will also be discussed.

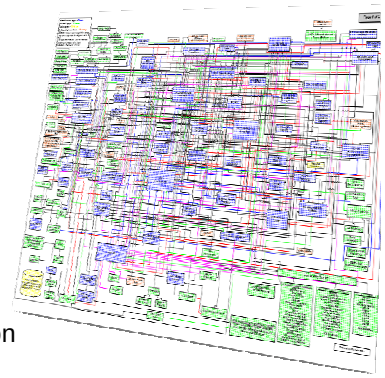
Agenda

- Why Model the Business?
- WebSphere Business Modeler
- IBM Software Development Platform and Business Driven Development
- Summary

This presentation discusses why business modeling is important and the IBM tools for doing Business Driven Development.

Why model?

- **Modeling for compliance/documentation**
  - Document processes for use by a business to understand the business process
  - Use output for training, collaboration, documentation requirements for compliance regulations (Sarbanes-Oxley and Basel II)
  - Linkage to real-time monitoring provides a feedback mechanism for reporting requirements needed for compliance
- **Modeling for redesign**
  - Document both the current state and future state business process and the comparison to determine Return on Investment (ROI) analysis
  - Six Sigma and Process Improvement are common methodologies
- **Modeling for execution**
  - Modeler can create artifacts from the business model and make them available in technology development tools to reduce the overall implementation time of new business processes



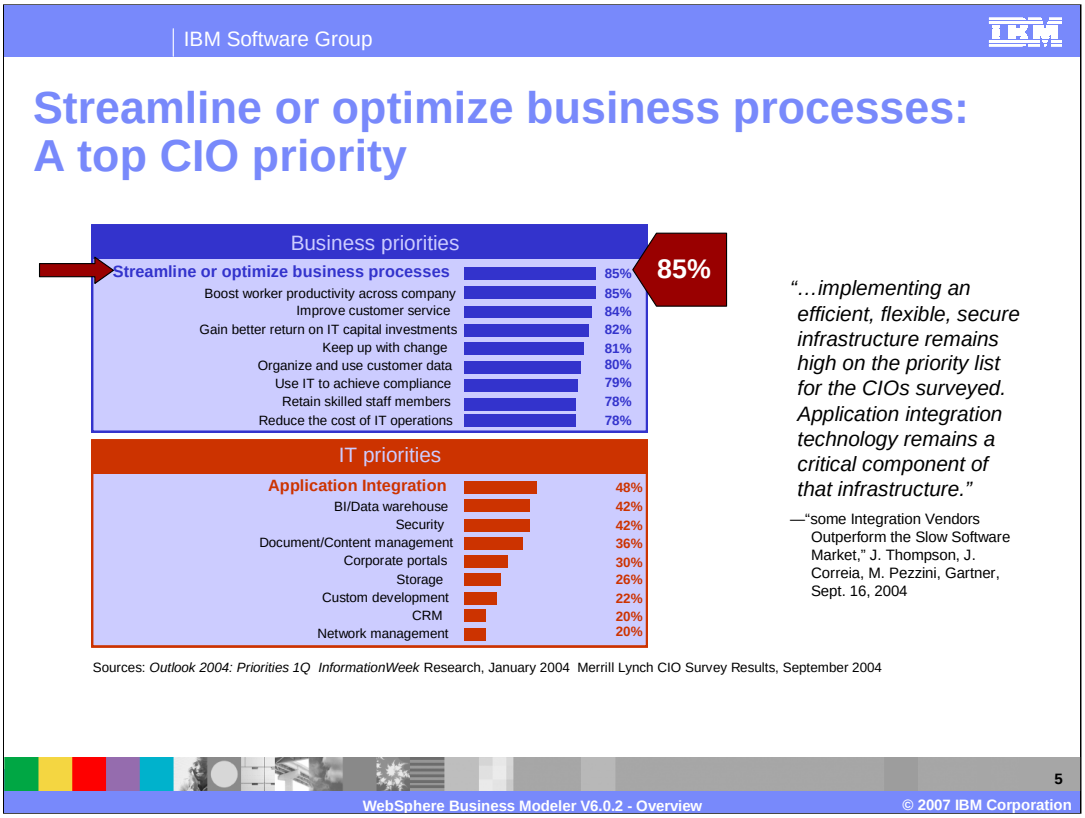
Organizations have a variety of objectives for modeling and WebSphere Business Modeler is well suited for each of these objectives.

Some organizations have a tactical need to accurately document processes for legal, regulatory, training or other purposes. Ease of use, shared model element, document attachment and collaboration features make WebSphere Business Modeler very appealing for this need.

Other businesses are undertaking specific process improvement initiatives where process redesign is either already underway or inevitable. The analysis and reporting, simulation and process comparison capabilities in WebSphere Business Modeler make it a powerful tool for this approach as well.

When an organization chooses to implement the new “To-Be” process, WebSphere Business Modeler can provide a significant start on the development of the implementation by exporting the model in a format that can be read and interpreted by the runtime development tools.

This will increase the accuracy of the transition from the business model to the implementation model and reduce implementation time.



These two CIO studies reveal the high priority given to process improvement initiatives. The blue box at the top reflects the top priorities of the business, with streamlining or optimizing business processes at the top of the list at 85%. WebSphere Business Modeler has been designed to directly address this priority through modeling, simulating, and reporting capabilities.

Several other of the highest priorities are also areas where WebSphere Business Modeler and other IBM tools can be very effective, including:

-Gaining a better return on IT capital investments by bridging the communication gap to better match IT implementations to business need

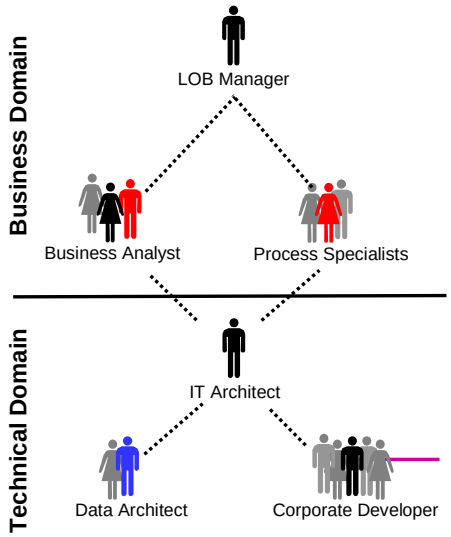
-Keeping up with change by reducing the implementation time for new processes

-Using IT to achieve compliance by modeling to document and capture process information

The top IT priority, Application Integration, is also addressed by WebSphere Business Modeler, which provides process generation in a format that can be easily consumed and put into production.

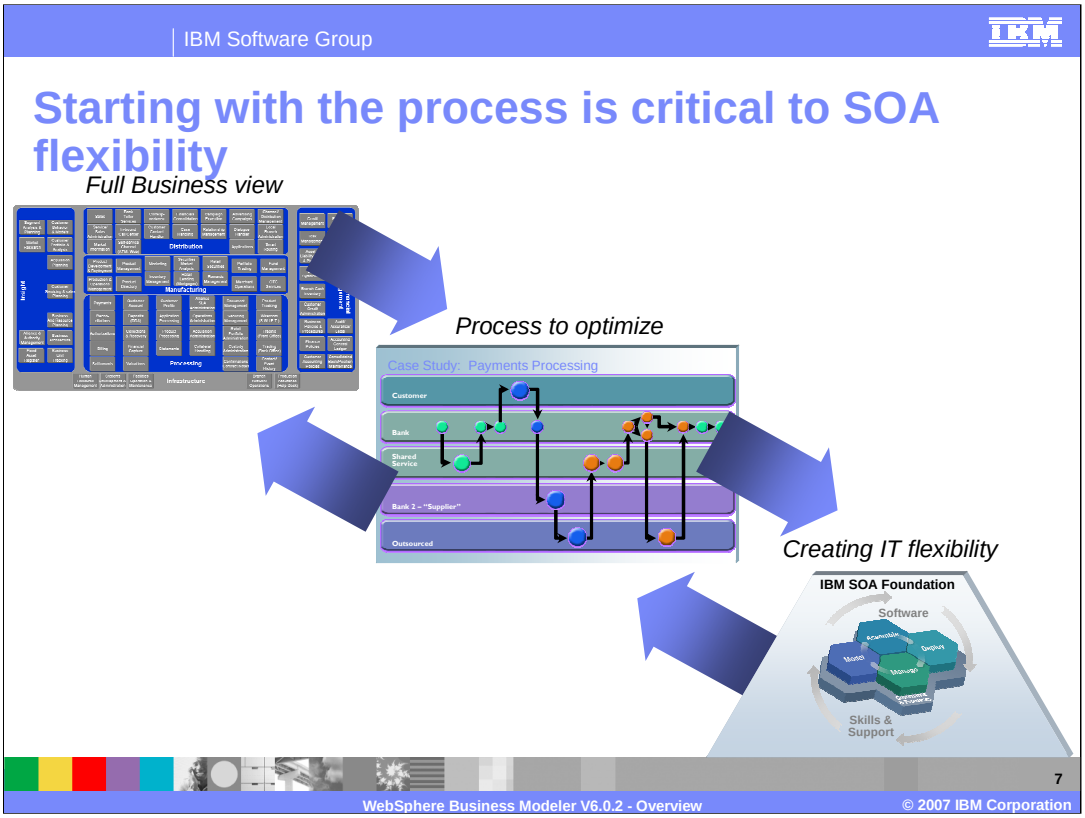
Why model?

- Model to bring business and IT together
  - Communicate fully with subject matter experts
  - Provide visibility into the enterprise
  - Created complete documentation of processes and procedures
  - Deliver complete requirements documentation to IT
  - Allow IT to understand the scope of the business issues and how to solve

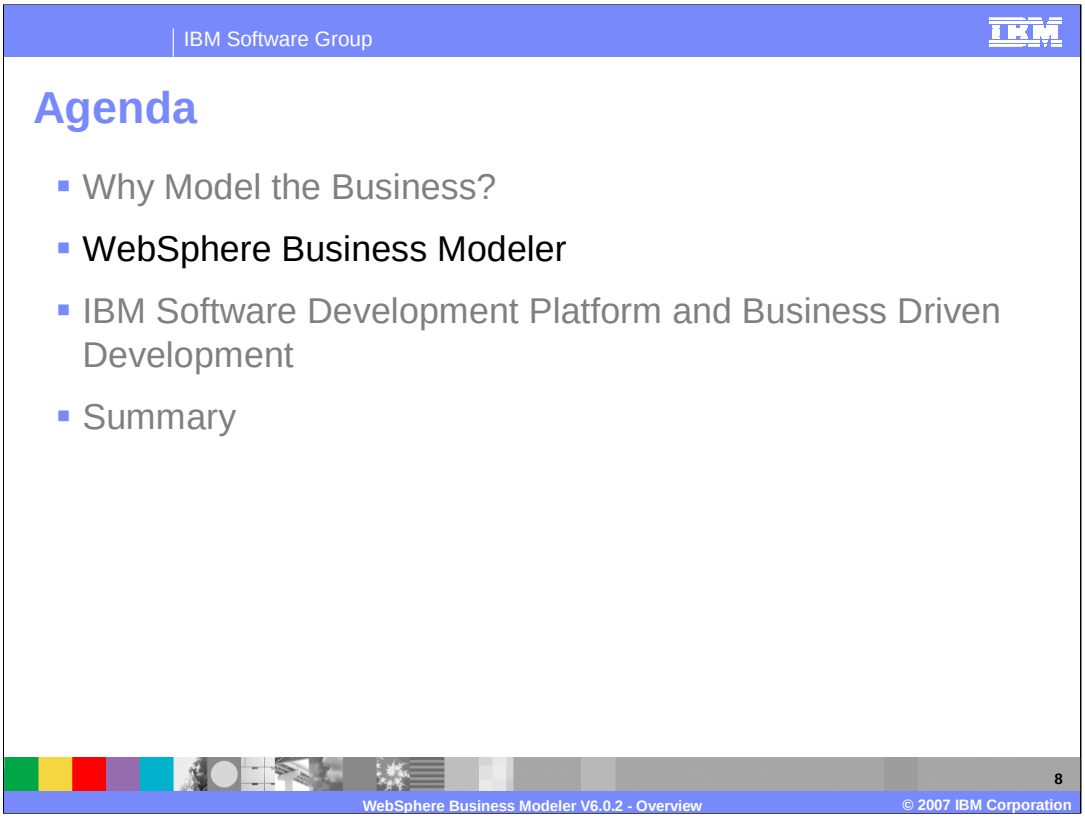


Both Business and IT organizations have identified challenges related to understanding, documenting, and implementing processes and sharing information regarding those processes.

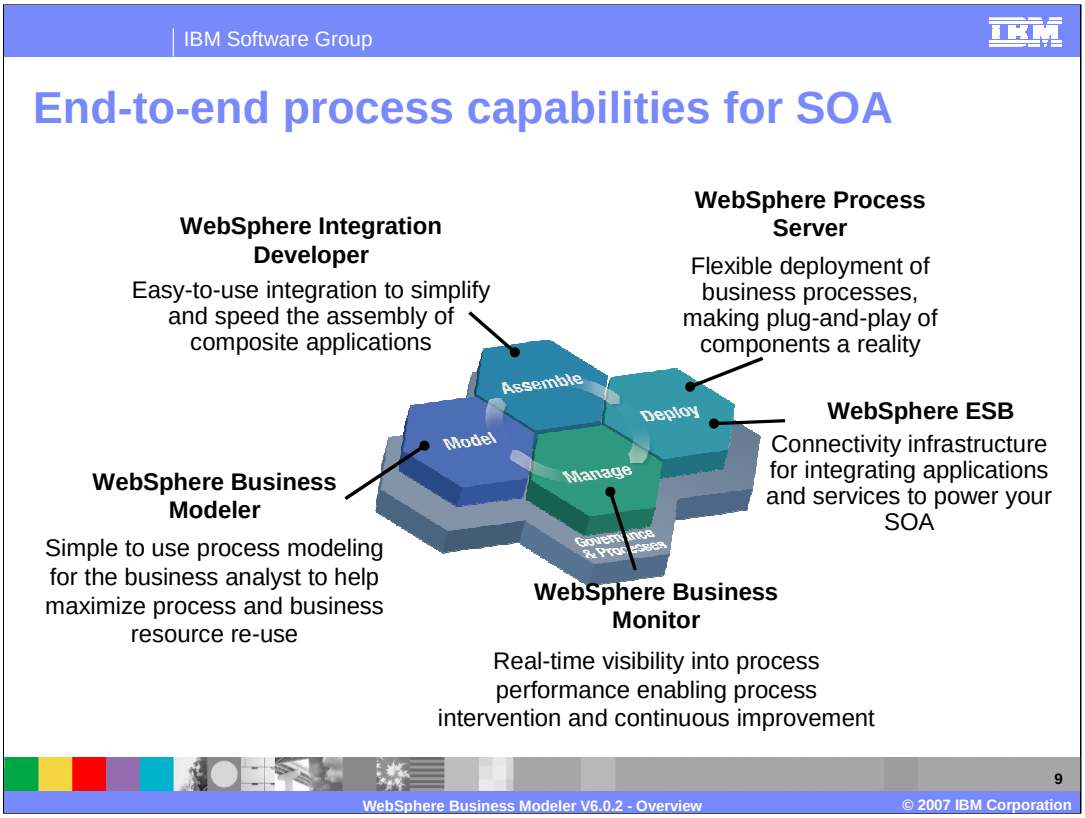
These challenges highlight the need for business modeling and analysis. One reason these challenges exist is the very natural and common gap that exists between the business and IT domains. WebSphere Business Modeler is designed specifically to help bridge this gap and facilitate faster and more accurate communication between the business and technology domains.



You can lay out your business processes as services through component business modeling, but if your IT infrastructure looks like the picture on the left, you are still not going to be very flexible. A business is only as flexible as the underlying IT environment. A Service Oriented Architecture bridges this gap by allowing you to use existing IT assets to achieve the flexible, distributed business processes shown on the right.



This section will provide an overview of WebSphere Business Modeler V6.0.2, including enhancements.



IBM delivers new and enhanced products to support end to end process capabilities for a Service Oriented Architecture.

WebSphere Business Modeler provides simple to use process modeling for the business analyst to help maximize process and business resource reuse.

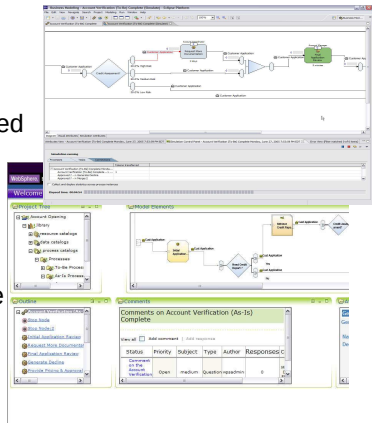
WebSphere Integration Developer provides easy-to-use integration, simplifying and speeding the assembly of composite applications.

WebSphere Process Server provides flexible deployment of business processes, making plug-and-play for components a reality.

Finally, WebSphere Business Monitor provides real-time visibility of process performance, enabling process intervention and continuous tuning and improvement. These elements are connected through WebSphere Enterprise Service Bus (ESB), which provides connectivity infrastructure for integrating applications and services to power your Service Oriented Architecture.

Best-in-class business modeling and simulation

- Simple to use business modeling tool
  - Allow the people who know the business to model
  - Drag and drop for the business analyst
- Precise modeling of the vital aspects of the process
  - Understand your business models and make informed decisions before deployment
  - Model resources, roles, organization, information, business metrics
- Collaborative modeling
  - Communicate and participate across your enterprise
  - Enables team work and web publication
- Clean hand-off to IT
  - Rapid and accurate deployment of your solutions
  - Business modeling is the starting point for IT deployment



WebSphere Business Modeler V6.0.2 provides best-of-class business modeling and simulation support. It is designed to provide business analysts an easy to use tool for process modeling and analysis. It offers easy to use graphical capabilities for creating process models and the capability to import pre-existing Visio® diagrams as a starting point.

Although simple flow diagrams can be created very quickly with the tool, often the next level of value is derived when more depth is added to the model. Business domain users can add appropriate level details for resources, roles, information (data), cost, or duration to the model, which allows simulation and analysis to highlight areas of interest based on the behavior of the model.

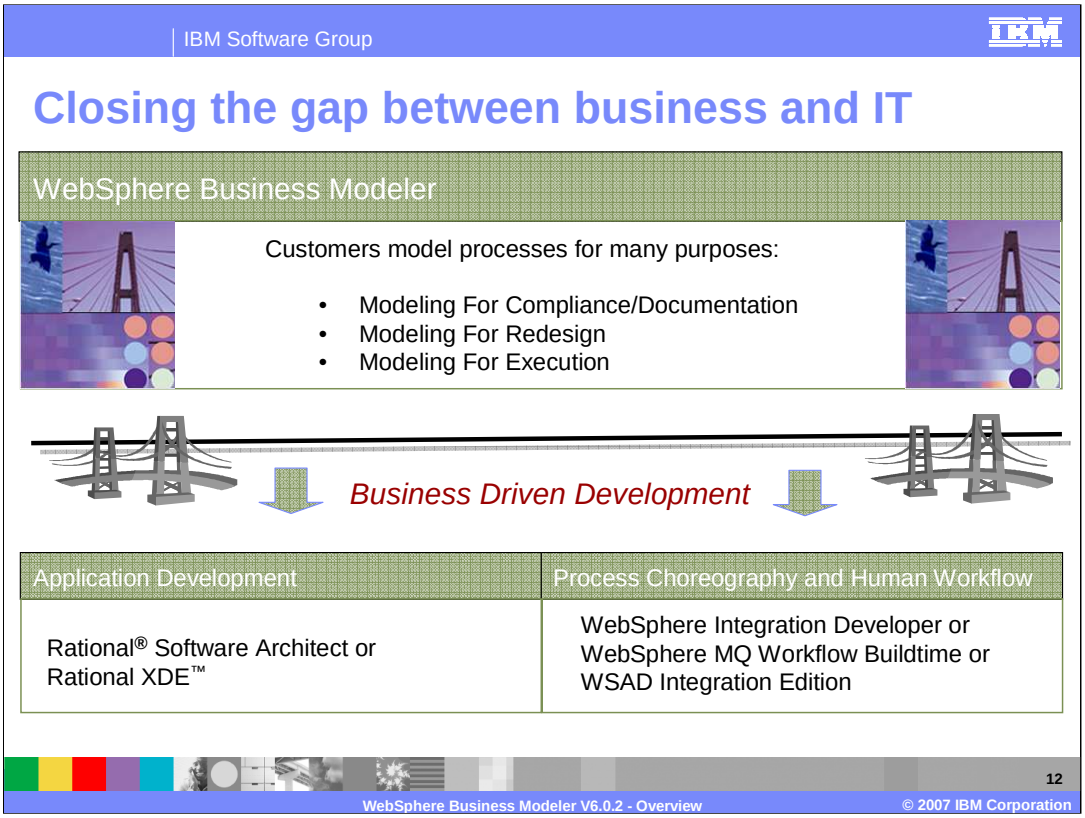
Models can be shared among core team members from a centralized repository and published to a wider audience using the Publishing Server edition to solicit comments and gain acceptance from across the enterprise if needed.

Modeler can also deliver portions of the model in formats suitable for use by IT professionals to jump start development and implementation efforts.

IBM tool value proposition

- Industry-leading Business Modeling Tool
- Role-based tools provide greater productivity by allowing sharing and a common approach for business and IT

IBM offers a unique, role-based tool solution. Rather than creating one or more complex tools, IBM has taken a role-based approach. Plug-in tools are available, allowing you to plug necessary components into a standard user interface based on employees' roles within the organization. With this information defined and analyzed in the industry-leading modeling tool, it can be moved from the line of business to IT through the same plug-in tool, made possible by the Eclipse Modeling Framework. WebSphere Business Modeler V6.0.2 is an industry-leading modeling tool designed for business users, providing quick, easy-to-use functionality for the business user and true migration and integration to the IT community.



To complete the path of Business Driven Development, WebSphere Business Modeler can be used to jump start the construction of the implementation level model and help drive the development of components or services necessary to complete the implementation.

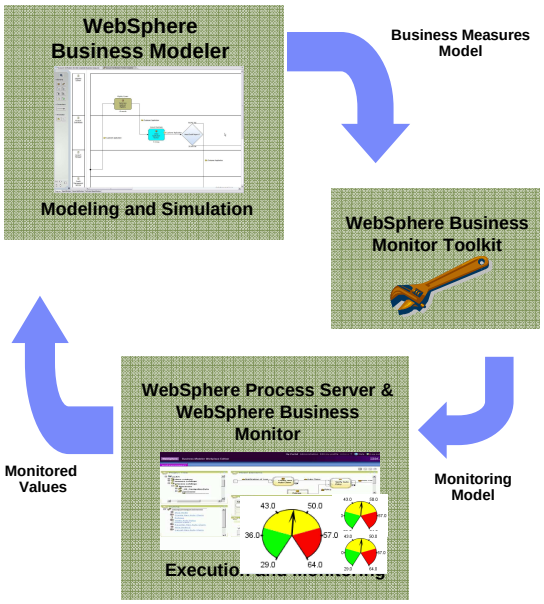
For developing new components or services to be used in the business process flow, UML artifacts can be created and exported from Modeler so that Rational Software Architect or Rational XDE can import them. The imported artifacts are then used to create the new service implementations.

For Process Choreography and Human workflow, this means exporting the models created, formatted for the implementation tool to be used to complete the model so that it can be deployed. This currently means either WSBPEL for WebSphere Integration Developer, BPEL4WS or WebSphere Studio Application Developer Integration Edition, or FDL for WebSphere MQ Workflow Buildtime.

With these tools, Business Driven Development appears and both the component development (UML) and choreography/workflow (BPEL/FDL) paths are shown

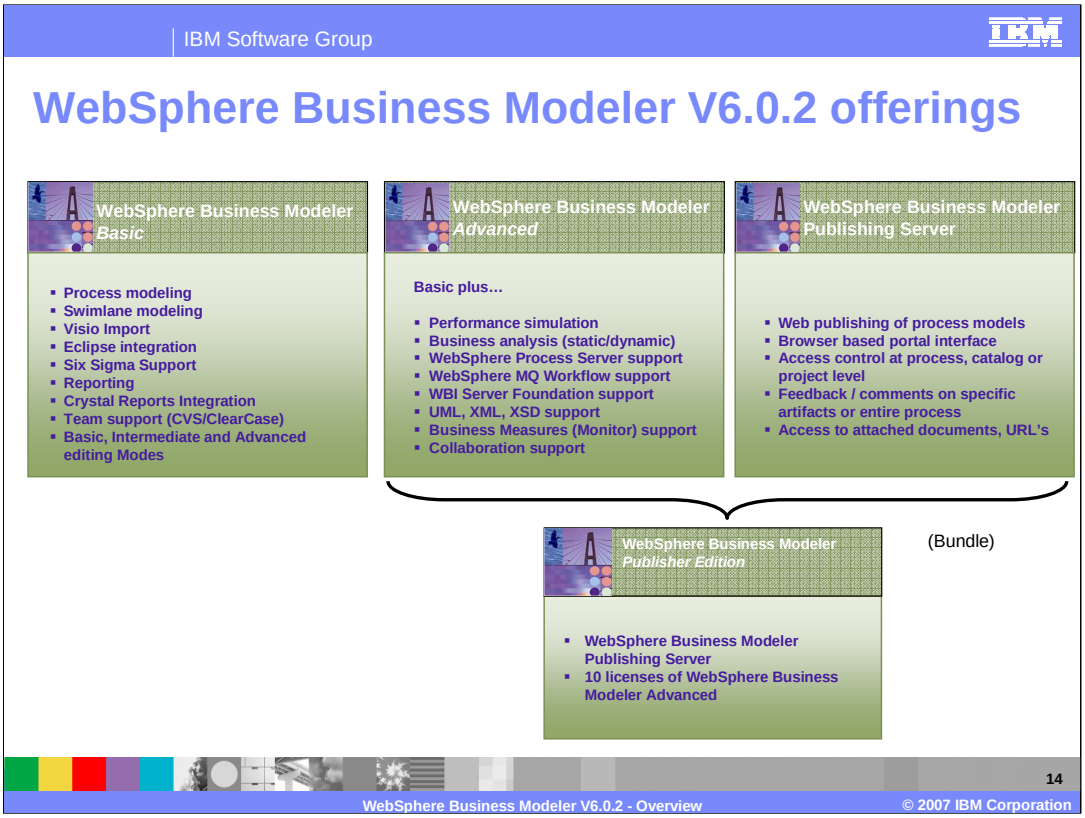
Feedback for continuous improvement

- Leverage real information about your business
  - Better decisions, quicker
  - Core business facts (runtime statistics) from monitor are passed back into modeler for simulation, analysis, diagnosis, and action
- Improve your business
  - Business process improvement
  - Discover true process behaviors
  - Fact based simulation leading to improved process design for the next solution deployment



A key feature of WebSphere Business Modeler is the ability to specify the business criteria that are of interest for monitoring after deployment. Modeler exports these business criteria or “business measures” in the form of a Business Measures Model. This model is imported into WebSphere Business Monitor Toolkit where the system integrator completes the monitoring model. The monitoring model is then deployed to the WebSphere Business Monitor, to be used as the basis for the presentation of dashboard data to both business and operational viewers using a portal interface.

Databases within WebSphere Business Monitor store runtime data and the historical values associated with the business measurements. Key monitored values can then be exported from WebSphere Business Monitor and imported into WebSphere Business Modeler, providing more accurate assumptions for the simulations.



WebSphere Business Modeler has two primary offerings.

WebSphere Business Modeler Basic provides capability for process authoring, reporting and sharing. All editing modes, including Basic, Intermediate, and Advanced, Visio import and swim lane editing are supported.

WebSphere Business Modeler Advanced contains all the capabilities of Basic, plus:

-Simulation and analysis

-Transformation and handoff of artifacts to I/T (meaning BPEL , UML, XSD, WSDL)

-Creation of Business Measures for Monitoring purposes

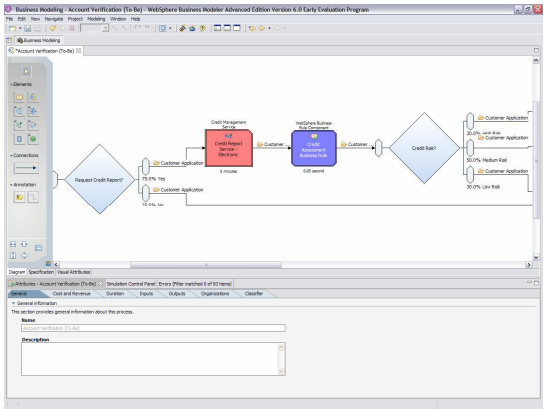
-Publishing models to the Publishing Server (Web publishing and collaboration)

WebSphere Business Modeler Publishing Server is the storage location for models published by advanced users for viewing by authorized Web browser users. The server also provides access control for viewing models, and manages comments or questions for draft elements under review.

The WebSphere Business Modeler Publisher Edition is a reduced price bundle of 10 licenses for WebSphere Business Modeler Advanced and 1 license for WebSphere Business Modeler Publishing Server

Process modeling

- Ease-of-use top priority
- Extensively user-tested
- Cutting-edge interface
- Editing modes
- Click-and-drop or right-click
- Click-to-grid option
- Auto-layout of objects
- Right-click to add space
- Swim lane editor
- Visio import

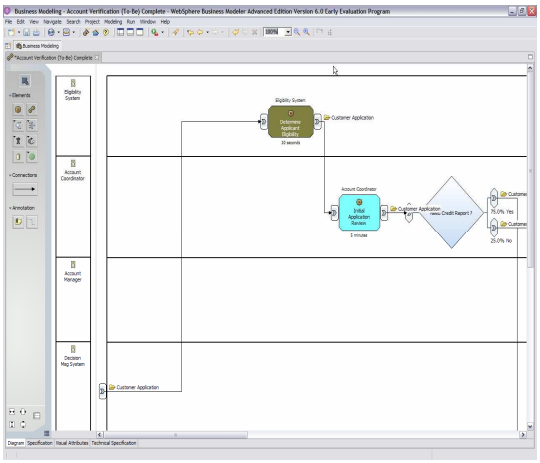


WebSphere Business Modeler allows the analyst to quickly create high quality graphical views of the business process. As the details of the business process are discovered, such as the roles involved, the cost of an operation or the amount of time required, they can easily be incorporated into the model creating a complete model.

The emphasis is on is on ease of use, speed, and readability.

Process modeling: Swim lane editor

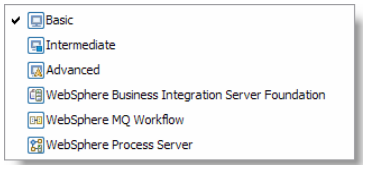
- Model using swimlanes which is supported by the Line Of Visibility (LoV) methodology
- Quickly reassign tasks by dragging to a different swim lane
- Change swim lane order
- Quickly switch between free-form Process Editor and the Swimlane Editor



Through the Swim lane editor, processes can be designed based on defined Roles, Resources, Locations, Organizations, or Classifiers. Many times it is easier to model a process when considering dependencies other than the actual task to complete. Processes modeled with the Swimlane editor can also be viewed with the Free-Form Process editor.

Editing modes

- User modes offer different model detail
  - Basic
  - Intermediate
  - Advanced



- Three technology modes are optimized for specific runtime targets
  - WebSphere Business Integration Server Foundation
  - WebSphere MQ Workflow
  - WebSphere Process Server

Modeling modes are provided to suit your working style and role.

Technology modes are essentially "filters" that check the model for incompatibilities with a specific runtime environment in order to reduce implementation time.

User modes offer different views and model detail:

•Basic mode allows a business analyst to work at the high level business process model, with a focus on creating and displaying sequence flows, and does not display low level details of data modeling.

•Intermediate mode allows a more technically focused user to specify and view additional details of process and data models.

•Advanced mode provides the most comprehensive level of detail for process models and data models, and is used as the basis for software applications.

Three different technology modes are optimized for automation:

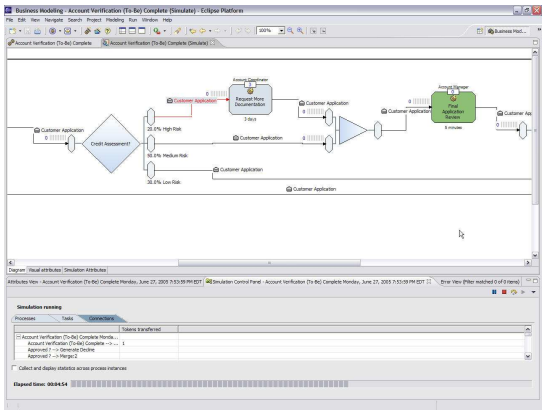
•WebSphere Process Server mode produces output in WS-BPEL, WSDL and XSD formats, which you can use in WebSphere Integration Developer to automate and deploy to WebSphere Process Server.

•WebSphere MQ Workflow produces output in FDL format, which you can use in WebSphere MQ Workflow as the basis of an automated workflow solution.

•WebSphere Business Integration Server Foundation produces output in BPEL, WSDL and XSD formats, which you can use in WebSphere Studio Application Developer Integration Edition to automate and deploy to WebSphere Business Integration Server Foundation.

Simulation

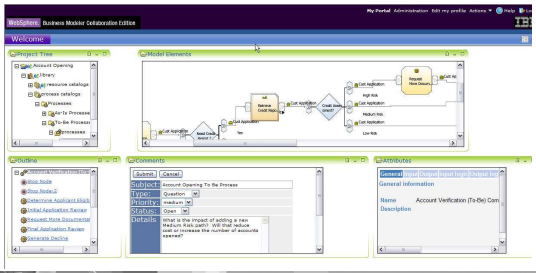
- Model "what if" scenarios and compare results
- Simulation warm-up (Steady State simulation)
- Sophisticated modeling and distribution for resources, cost, revenue and processing time
- Detailed resource utilization levels, cost and cycle time calculations



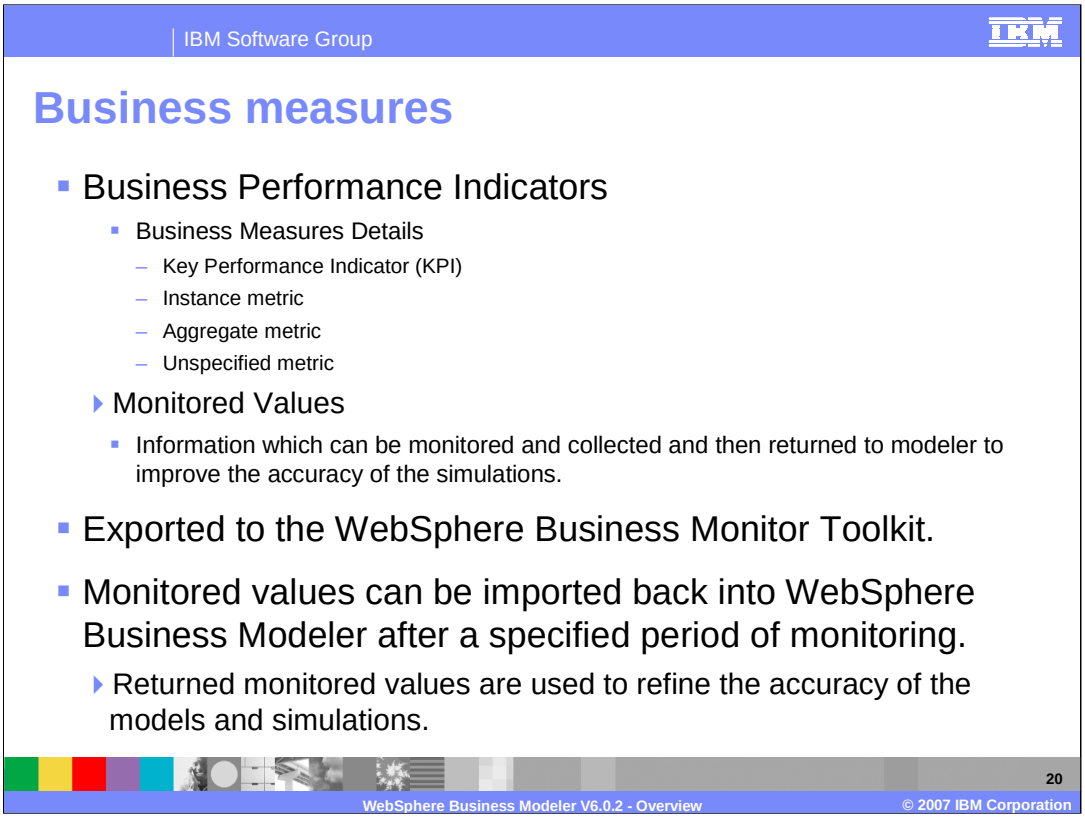
Simulation capabilities can help you quickly identify problems with work items making their way through the model, validate that decision logic is operating, and step through the model if necessary. The real work of simulation occurs behind the scenes where data is collected and made available for dynamic analysis at the conclusion of a simulation run.

Collaboration: The Publishing Server

- Publish models to portal-based Publishing Server for sharing with browser-based users
- Collect feedback and input through association of comments, responses, and attachments to the model - creates a complete view of the business process and all relevant information
- Allows for design time reviews by associating comments and provide responses to reviewers of the business process model
- Publish business models to users for training and reference purposes with any necessary associated documents or URLs



WebSphere Business Modeler V6.0.2 allows the business analyst to publish the model to a WebSphere Business Modeler Publishing Server where it can be reviewed by other members of the organization. The published model can be either a draft model or a released model. If it is a draft model then members of the organization who have review privileges will be able to attach comments, which can then be used to complete the model. Once the model is complete, it can then be published as a ‘released’ model, to be viewed by a wider audience.



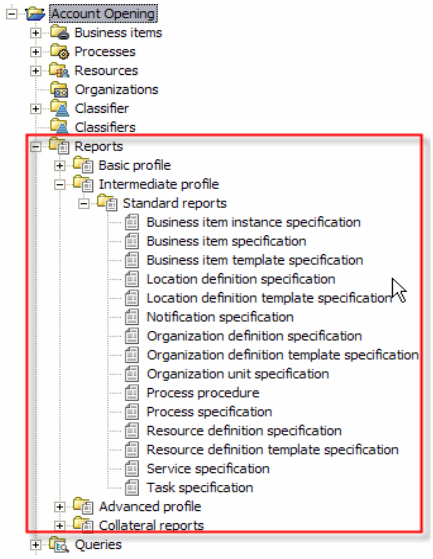
Starting with a process model in WebSphere Business Modeler, you can specify business measures to be used for performance management. The business measures can then be used by the WebSphere Business Monitor to display status and trigger alerts.

To monitor the process model in real time, you export the resulting business measures to the WebSphere Business Monitor Toolkit, complete the monitor model, and then deploy monitor model to the WebSphere Business Monitor. The business process is deployed separately to the WebSphere Process Server runtime.

In WebSphere Business Modeler you can specify what process information is to be collected in WebSphere Business Monitor. The collected information is then exported from the monitor and imported to WebSphere Business Modeler. The information returned is used to improve the accuracy of simulations by providing realistic and accurate data derived from actually running the business process.

Reporting

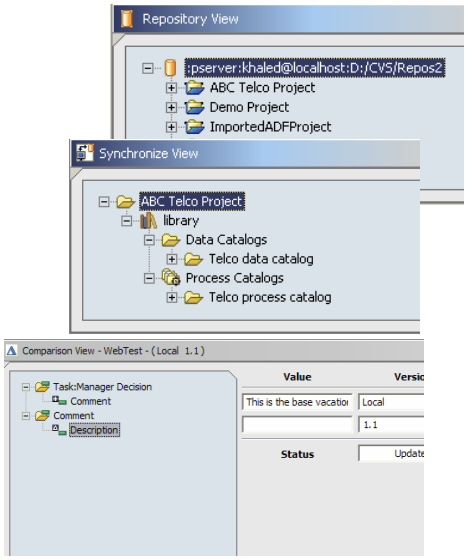
- Pre-defined or user-defined report templates and queries
- Automatically creates written, numerical and graphical information
- Provides valuable guidance in process analysis and redesign:
- Provides return on investment (ROI) comparisons of As-Is and To-Be models



WebSphere Business Modeler also includes robust reporting capabilities, allowing analysis of processes to be gathered and organized into templates. These report templates can be run by clicking on “Generate”, opened for examination of their structure and definitions or they can also be copied and customized.

Team support

- Multi-User support for sharing projects/files using a repository (CVS or ClearCase®)
- Comparison view showing differences between two versions a same process
- Audit trail report showing changes done on an element over multiple versions (history)
- View a list of all revisions of an element in the repository
- Supports features such as Share, Update, Commit, and Synchronization



WebSphere Business Modeler V6.0.2 allows sharing of models to and from a common repository for team development and supports CVS or Rational ClearCase repositories. Once a valid ID is used to connect to the repository, Modeler has a setup panel where these definitions are entered. Subsequent access to the repository and team features is performed with a simple right click. As part of the Team support, a Synchronize view is included, allowing you to see any differences between the local version and the version in the repository. There is also a History View that provides a list of all revisions of an element in the repository, including the changes that were made and the person who made them.

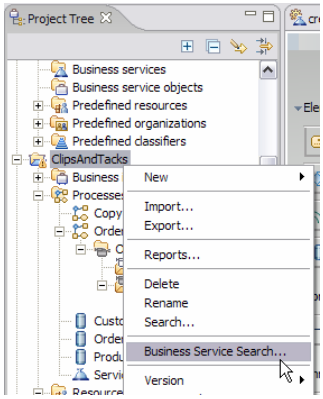
WebSphere Service Registry and Repository

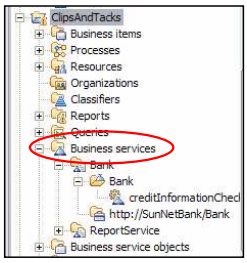
- A searchable repository of services
  http://www-306.ibm.com/software/integration/wsrr/index.html
- Helps to manage the reuse of existing services in the enterprise.
- Modeler 6.0.2 now provides an interface to the *WebSphere Service Registry and Repository*.
- Enables the Business Analyst to search for and retrieve existing services that can be used in modeling business processes.

WebSphere Business Modeler V6.0.2 now provides an interface into the WebSphere Service Registry and Repository, which is a searchable database of available services.

Using WebSphere Service Registry and Repository

- Access is provided from the project context menu.
- This will invoke a series of dialogs that will guide the analyst through setting up the connection to the repository, searching for existing Web Services and retrieving them.
- When the Service is retrieved it is placed in the *Business Services* folder in the project tree.

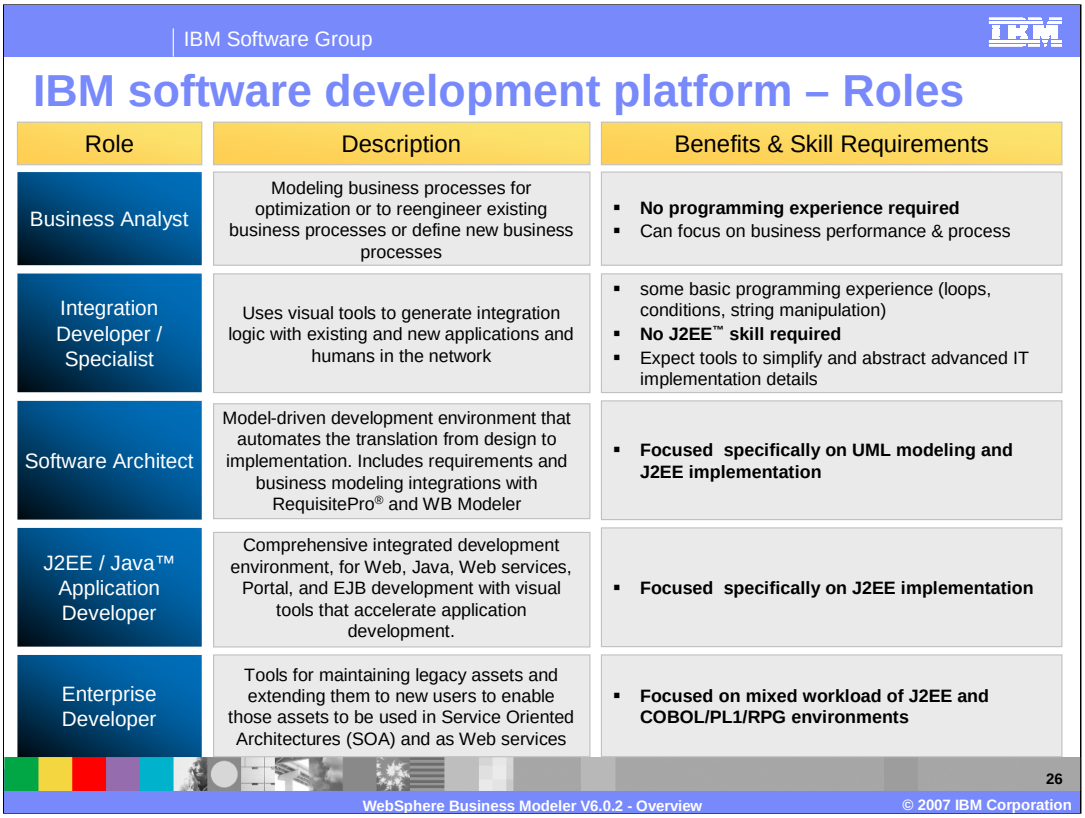




Agenda

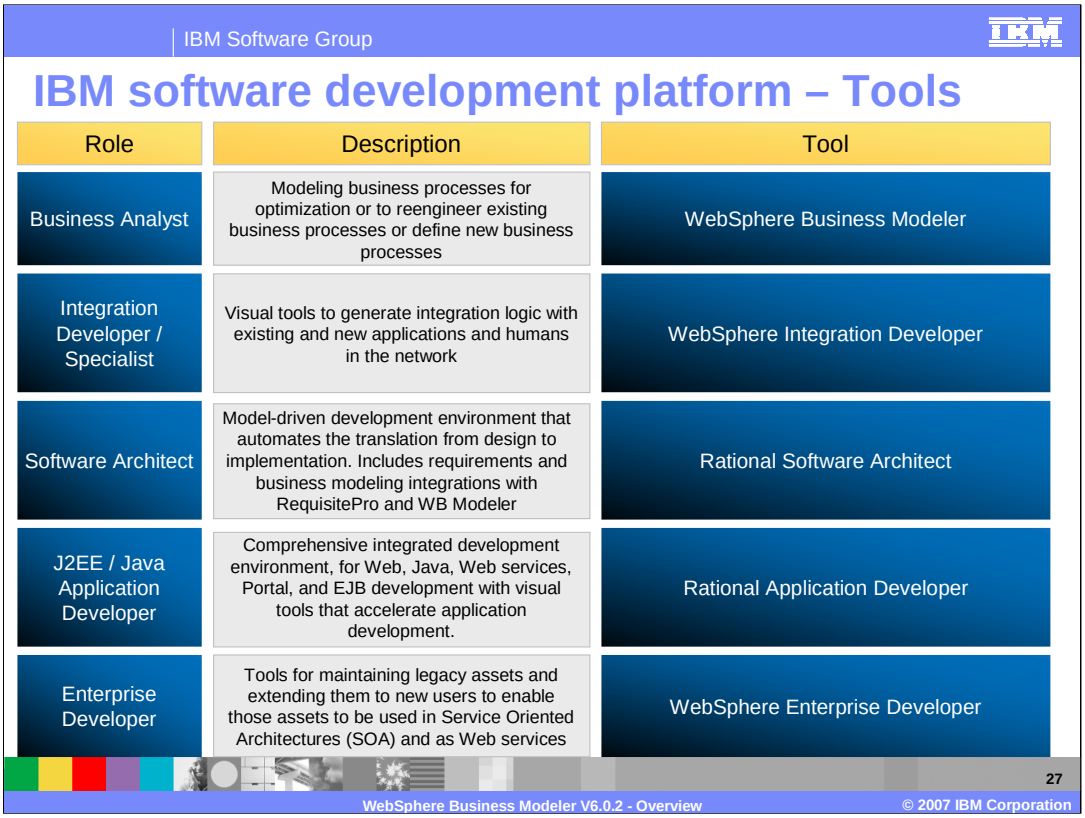
- Why Model the Business?
- WebSphere Business Modeler
- IBM Software Development Platform and Business Driven Development
- Summary

The last section of this presentation will cover the larger concept of business driven development and how WebSphere Business Modeler and the other IBM Software Development tools enable this approach.



As previously mentioned, IBM has taken a roles-based approach to development, with the type of development being done determining the role. While there might be some overlap of responsibilities for individuals in different roles, when considering Business Driven Development, there are 5 distinct Roles.

1. A **Business Analyst** typically models business processes for optimization or to re-engineer existing business processes or define new business processes. Business analysts typically require no programming experience, because they are focusing on the business processes.
2. The **Integration Developer or Specialist** typically focuses on connecting different systems based on business needs and in some cases generate new applications. An Integration Developer might have some programming experience, but not the same level as a J2EE™ or Java™ developer and is most likely to use tools to simplify and create an abstraction over the IT implementation.
3. The **Software Architect** focuses on model-driven development that automates the translation from design to the actual implementation and they typically use UML as the design language for describing the application, which can be a J2EE application.
4. The **J2EE or Java Application Developer** completes the details of the J2EE Application as directed by the UML design and the Software Architect.
5. The **Enterprise Developer** has a similar level of programming skills as a J2EE or Java developer. However, they focus on maintaining legacy assets and extending them to new users to enable those assets to be used in integration applications built on a Service Oriented Architecture. Applications written in COBOL, PL1, or RPG are typically the responsibility of the Enterprise Developer and with the assistance of specific tools, these applications are made available for integration applications.



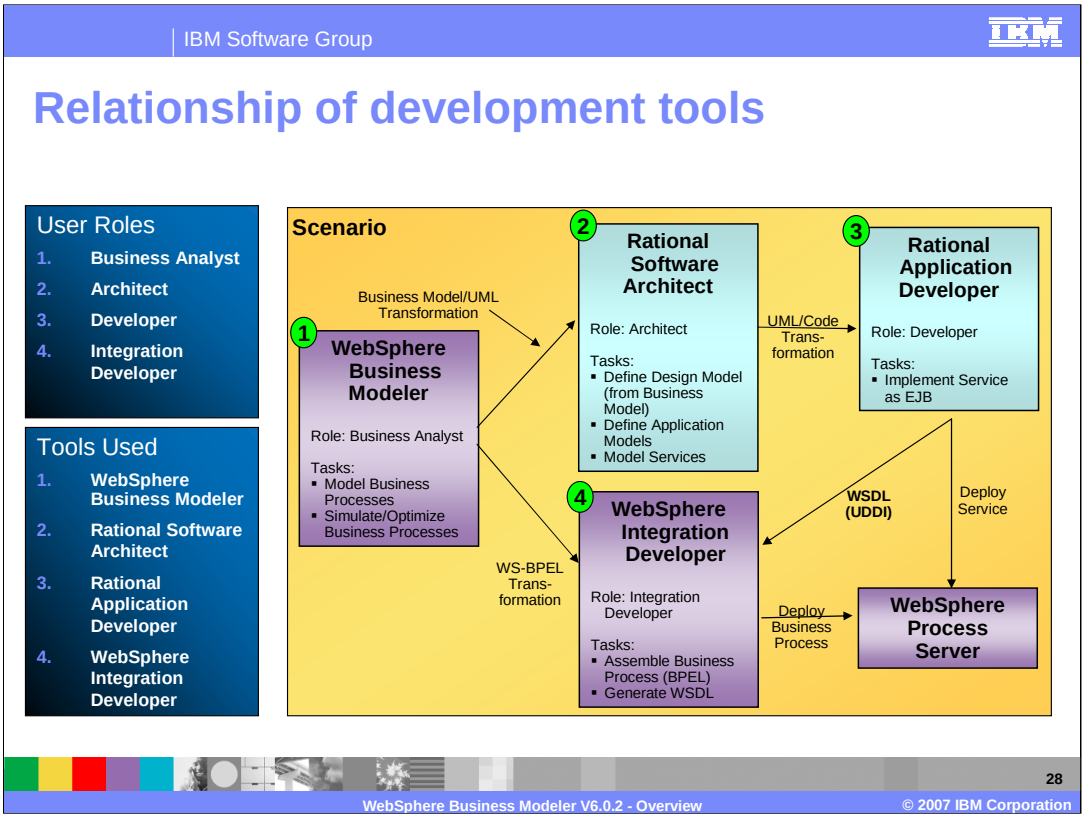
The IBM software development tools are focused on specific roles.

WebSphere Business Modeler allows the Business Analyst to focus on modeling and optimizing the business process.

WebSphere Integration Developer simplifies the tasks of bringing together different applications for the Integration Developer or Specialist using a visual approach.

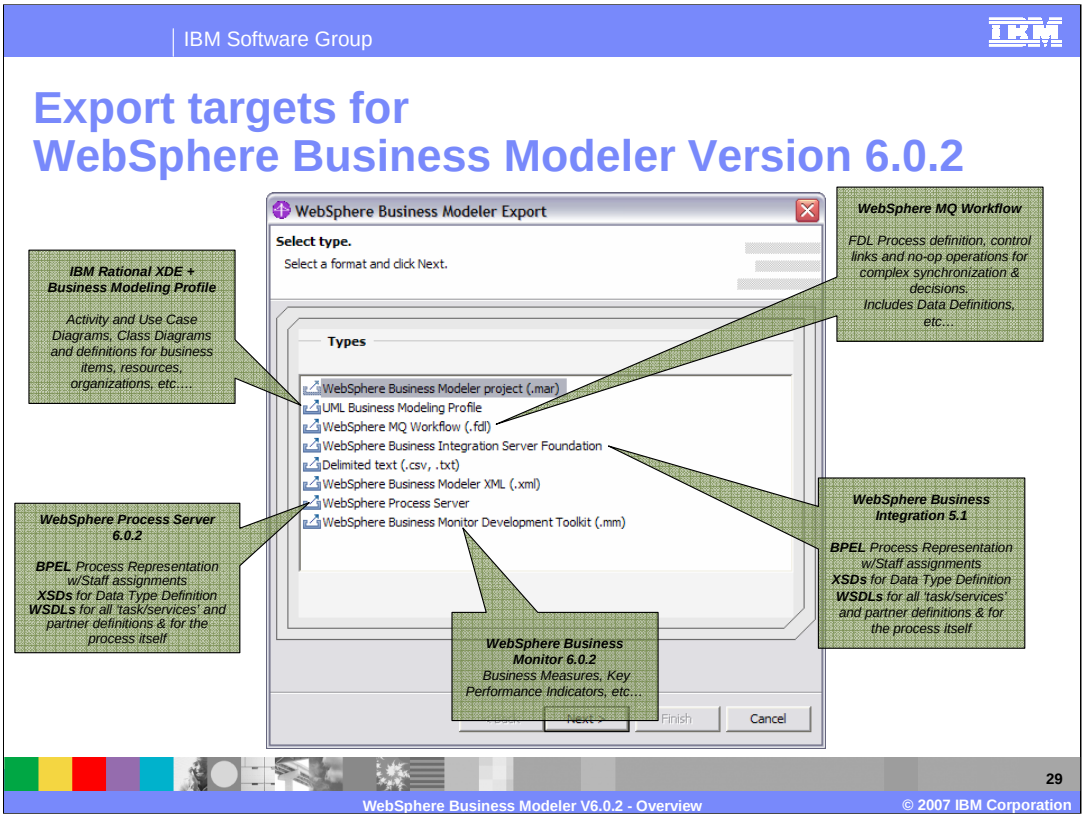
For the Software Architect, Rational Software Architect is available with full UML support and the ability to generate J2EE and Java components.

Rational Application Developer is available for the J2EE or Java Application Developer and WebSphere Enterprise Developer is available for the Enterprise Developer.



There is no set sequence in which the different tools are used during the overall development process as it will depend on the existing artifacts and implementations. This diagram shows one of the more common sequences of how the tools can be used together.

The Business Analyst can start by using WebSphere Business Modeler to model the business process and simulate the process to determine the best way to optimize it. With the process defined, a Business Model/UML Transformation can be exported and then imported into Rational Software Architect. With this information, the Software Architect can define the design model and the application models and model the different services needed for providing the underlying implementation for the process if resources do not already exist. These designs can be passed on to the J2EE Developer, who uses Rational Application Developer to finalize the details of the implementation in the applications and service enables them. These service definitions can be passed to the WebSphere Integration Developer or Specialist, who connects the services to the BPEL process that was imported from WebSphere Business Modeler. The Integration Specialist can also enable Enterprise Information Systems as services and add other business logic necessary to integrate the services together. Once the process is fully connected to different services, it can be deployed to WebSphere Process Server.



A number of export options are included with WebSphere Business Modeler V6.0.2 to support the relationship between WebSphere Business Modeler and the other products.

The export for UML business modeling profile creates UML artifacts suitable for import to Rational XDE, creating activity and use case diagrams.

There are also export options for different runtime environments. A given type of export can then be imported to the corresponding development tool for that runtime.

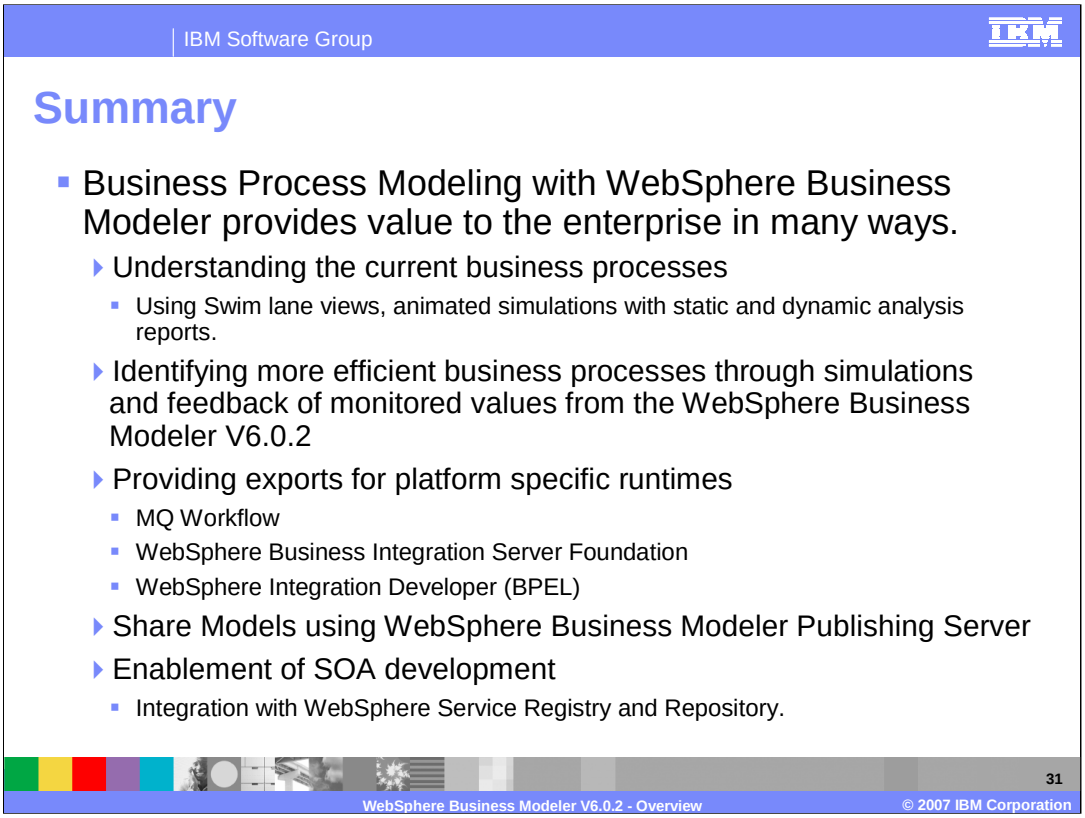
The supported runtimes are MQ Workflow, WebSphere Integration Developer and WebSphere Business Integration Server Foundation.

Additionally there is an option to export the business measures so they can be imported by the WebSphere Monitor Toolkit, where they can be used as the foundation for the monitoring model. The monitoring model describes what events are to be monitored at runtime and is used by the WebSphere Business Monitor 6.0.2. This is new to version 6.0.2 and is significantly different from the way it was done in previous releases. For more information see the presentation on the WebSphere Business Modeler V6.0.2 – Update Overview,

Agenda

- Why Model the Business?
- WebSphere Business Modeler
- IBM Software Development Platform and Business Driven Development
- Summary

This section will provide a summary of this presentation.



The WebSphere Business Modeler is a complete modeling solution that enables businesses to discover, document, model and simulate their business processes. It can be used to refine current business processes or define new ones. With the export capabilities provided the model can also be used as a starting point for the implementation, whether it be in MQ Workflow, WebSphere Business Integration Server Foundation or WebSphere Business Integration Server.

Business measures and key performance indicators can be defined and shared with the WebSphere Business Monitor and results can be returned to the modeler to improve the accuracy of the simulations.

Models can be shared with other teams through the use of the WebSphere Business Modeler Publishing Server.

WebSphere Business Modeler provides a mechanism for discovering and importing existing services with the use of the WebSphere Service Registry Repository.

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