



IBM Software Group

WebSphere® Business Modeler V6.0

Overview



@business on demand.

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This presentation will provide an Overview of WebSphere Business Modeler V6.0.

Goals

- Explain the need for modeling the business
- List the features and enhancements for WebSphere Business Modeler V6.0
- Describe the IBM products for modeling the business



The goals of this presentation are to provide a high level overview with a focus on the value of modeling your business processes, to list features and enhancements in WebSphere Business Modeler V6.0 compared to previous versions, and to explain how this product fits in with other IBM products.

Agenda

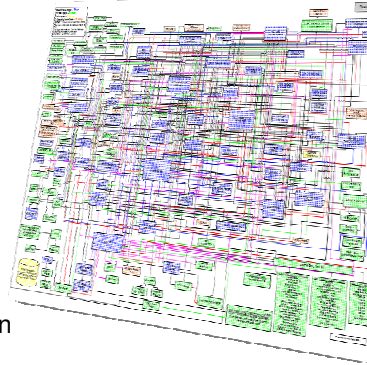
- Why Model the Business?
- WebSphere Business Modeler
- IBM Software Development Platform and Business Driven Development
- Summary



The agenda for this presentation is to describe how many enterprises are finding value in business modeling, provide an overview of WebSphere Business Modeler V6.0, and conclude with some comments about the larger concept of business driven development and how IBM Software Development tools enable this approach.

Why Customers Model?

- **Modeling for compliance/documentation**
 - ▶ Document processes for use by a business to understand the business process
 - ▶ Customers 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



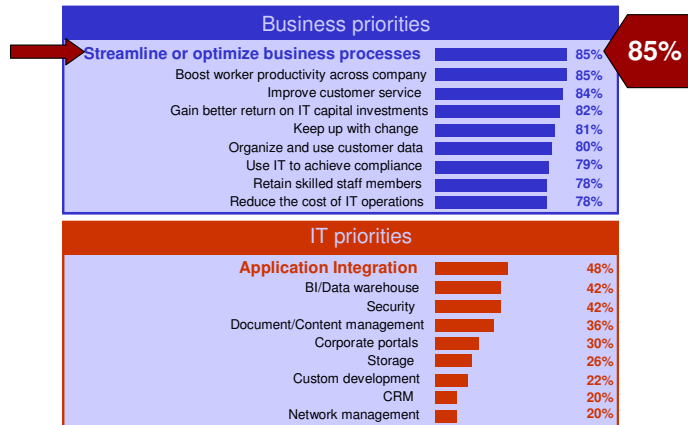
Organizations have a variety of objectives for modeling and WebSphere Business Modeler is well suited for each of these objectives.

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, Modeler can provide artifacts from the business model suitable for use as the IT community begins to add the implementation details to the process model, increasing the accuracy of the transition from the business to the technology domain, and reducing implementation time.

Streamline or Optimize Business Processes: a top CIO priority



"...implementing an efficient, flexible, secure infrastructure remains high on the priority list for the CIOs surveyed. Application integration technology remains a critical component of that infrastructure."

—“some Integration Vendors Outperform the Slow Software Market,” J. Thompson, J. Correia, M. Pezzini, Gartner, Sept. 16, 2004

Sources: Outlook 2004: Priorities 1Q InformationWeek Research, January 2004 Merrill Lynch CIO Survey Results, September 2004



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.

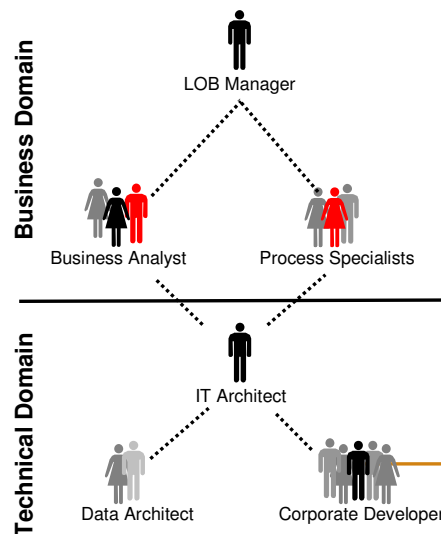
Several other of the highest priorities are also areas where WebSphere Business Modeler and other IBM tools can be very effective, including:

- 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 Customers 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

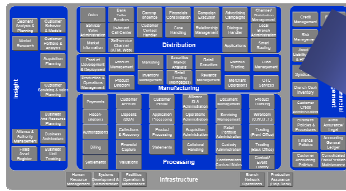


Both Business and IT organizations have identified challenges related to understanding, documenting, and implementing processes and sharing information regarding those processes.

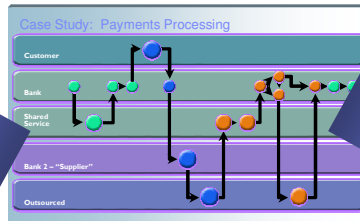
These challenges highlight the need for business modeling and analysis. One reason these challenges exist is the very natural and common gap that exists between the business and IT domains. WebSphere Business Modeler is designed specifically to help bridge this gap and facilitate faster and more accurate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

Starting with the Process is Critical to SOA Flexibility

Full Business view

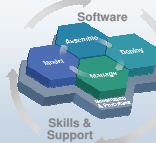


Process to optimize



Creating IT flexibility

IBM SOA Foundation



Overview

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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.

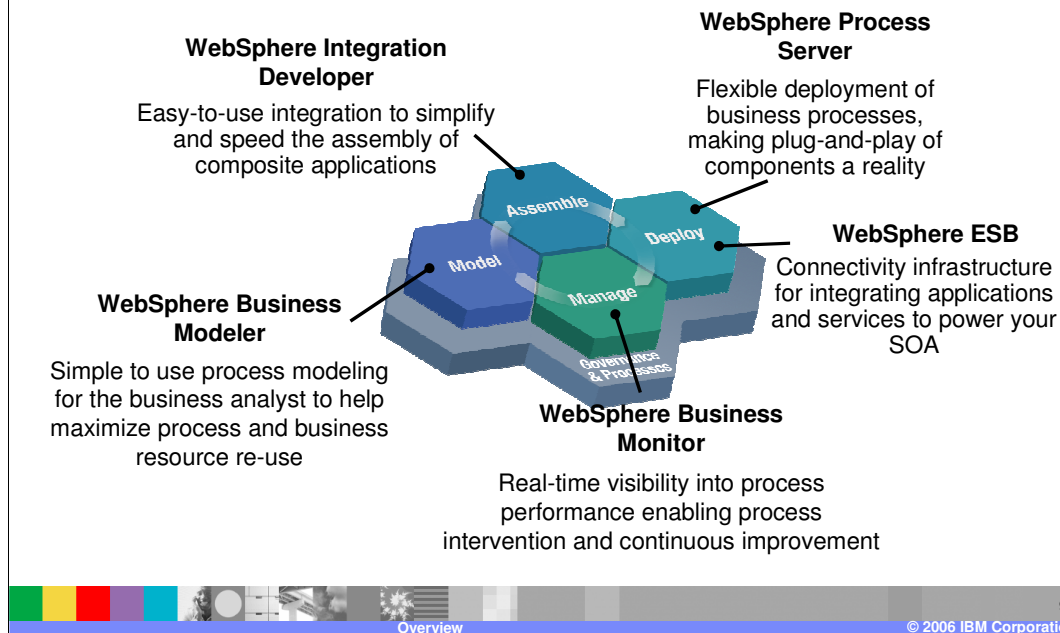
Agenda

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



This section will provide an overview of WebSphere Business Modeler V6.0, including enhancements.

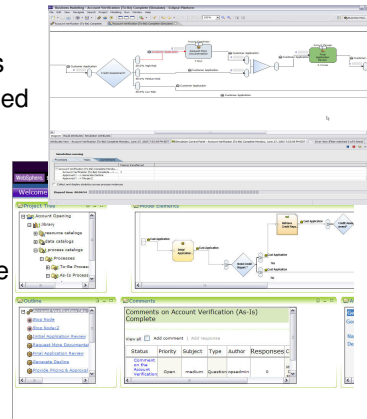
End-to-end Process Capabilities for SOA



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 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 as well as 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

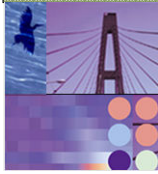


The graphic illustrates the IBM Tool Value Proposition. It features a central cluster of software application windows, including a project explorer, a diagram editor, and a code editor. The windows are arranged in a 3D perspective, with some appearing to be on top of others. In the foreground, there are several white cylindrical containers holding orange spheres, resembling a bowling ball rack. The Eclipse logo is prominently displayed in the center. Text overlays include 'Rational software' and 'WebSphere Studio' in the upper right, and 'Best-of-breed tools and teams working together in an integrated environment' in a purple box at the bottom right. The bottom of the graphic has a blue bar with the word 'Overview' and the copyright notice '© 2006 IBM Corporation'.

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 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.

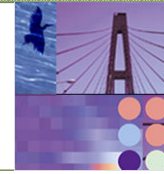
Closing the Gap between Business and IT

WebSphere Business Modeler



Customers model processes for many purposes:

- Modeling For Compliance/Documentation
- Modeling For Redesign
- Modeling For Execution



Application Development

Rational® Software Architect or
Rational XDE

Process Choreography and Human Workflow

WebSphere Integration Developer or
WebSphere MQ Workflow Buildtime or
WSAD Integration Edition

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.

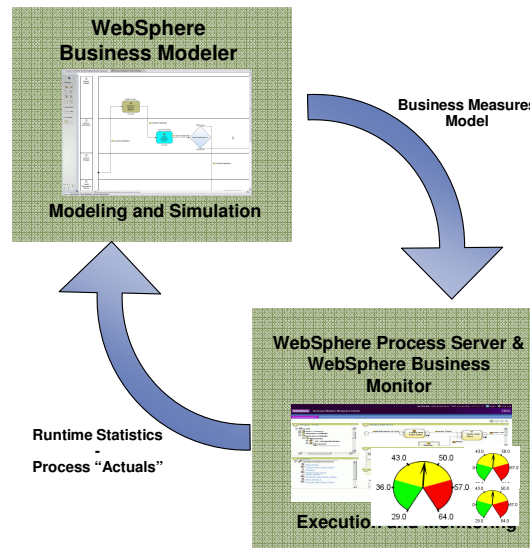
For developing new components or services to be used in the process flow designed, UML artifacts can be created from Modeler so that Rational® Software Architect or Rational XDE can be used to create these services and relate them to other architectural elements in the enterprise.

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

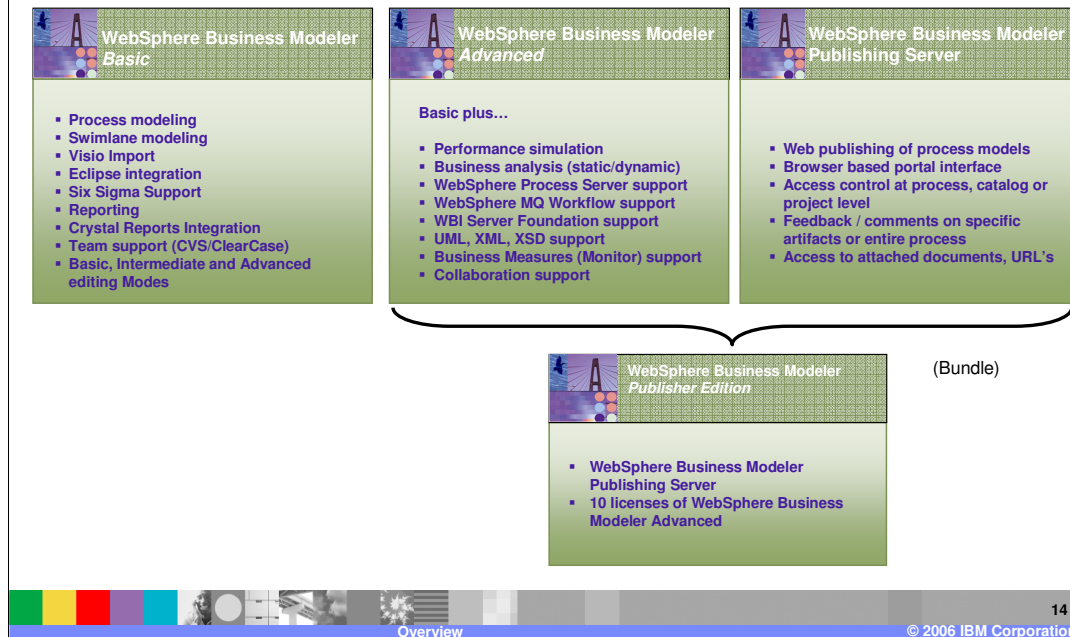
- Leverage real information about your business
 - ▶ Better decisions, quicker
 - ▶ Core business facts (runtime statistics) from monitor are passed back into modeler for simulation, analysis, diagnosis, and action
- Improve your business
 - ▶ Business process improvement
 - ▶ Discover true process behaviors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



A key feature of WebSphere Business Modeler is the ability to create 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 and used as the basis for the presentation of dashboard data to both business and operational viewers using a portal interface. Databases within WebSphere Monitor store runtime data and the historical values associated with the business measurements. This data can be very valuable when modeling and validating the assumptions made when examining potential areas for continued process improvement.

This “actuals” data can be exported from WebSphere Business Monitor and imported into WebSphere Business Modeler for use in further process improvement.

WebSphere Business Modeler V6.0 Offerings



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 swimlane editing are supported.

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

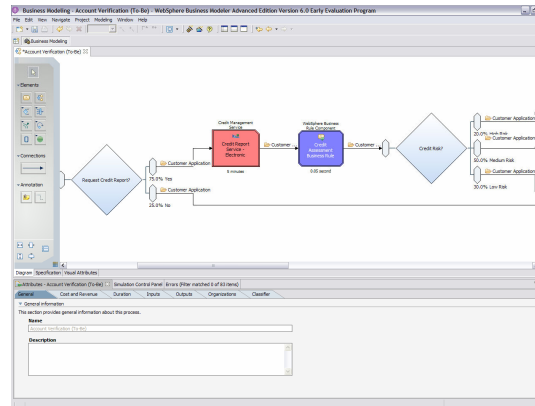
- Simulation and analysis
- Transformation and handoff of artifacts to I/T (meaning BPEL , UML, XSD, WSDL)
- Creation of Business Measures for Monitoring purposes
- Publishing models to the Publishing Server (Web publishing and collaboration)

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

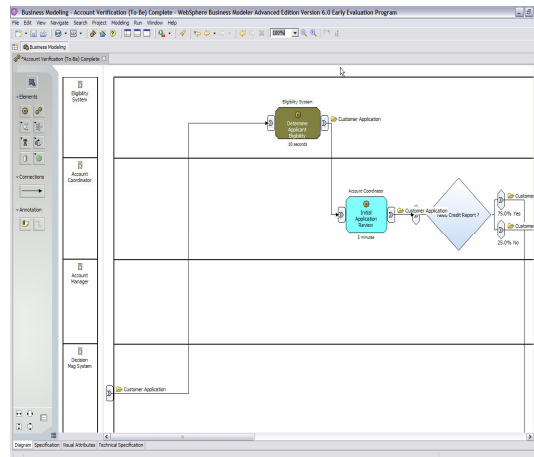
- Ease-of-use top priority
- Extensively user-tested
- Cutting-edge interface
- Editing modes
- Click-and-drop or right-click
- Click-to-grid option
- Auto-layout of objects
- Right-click to add space
- Swim lane editor
- Visio import



WebSphere Business Modeler allows you to quickly create high quality graphical views of the process that are readily consumed by business domain users with an emphasis on ease of use, speed, and readability.

Process modeling: Swimlane Editor

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



Overview

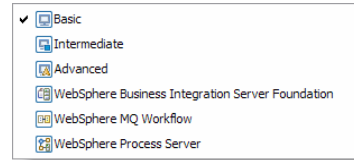
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New for V6.0 is the ability to model processes using a Swimlane view. Through the Swimlane editor, processes can be designed based on defined Roles, Resources, Locations, Organizations, or Classifiers. Many times it is easier to model a process when 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 the working style and role of the user.

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:

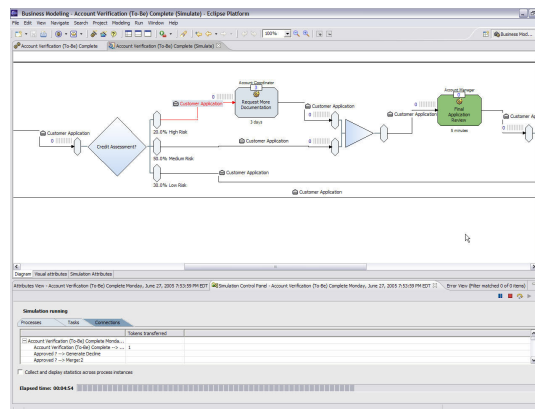
- Basic mode allows a business analyst to work at the high level business process model, with a focus on creating and displaying sequence flows, and does not display low level details of data modeling.
- Intermediate mode allows a more technically focused user to specify and view additional details of 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

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, as well as cost and cycle time calculations



Overview

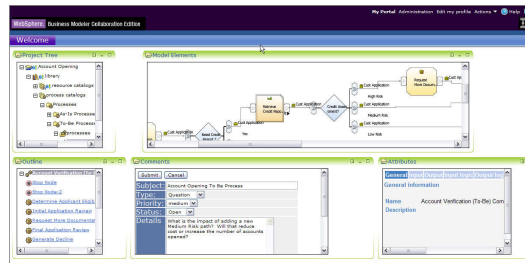
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Simulation capabilities can help you quickly identify problems with work items making their way through the model, validate that decision logic is operating, and step through the model if necessary. The real work of simulation occurs behind the scenes 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



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WebSphere Business Modeler V6.0 allows you to share view only models with interested parties using the Publishing Server. Models are “published” to the server and then set to “draft” mode where browser based reviewers can view and submit comments and questions regarding the process or any of its components. The server controls access, so that only properly authorized users can view appropriate portions of the projects. Drill down is available so that attributes of the process or its elements can be viewed as well. Documents attached to the model can also be downloaded by browser based viewers.

The Business Measures Model

- Generate a default Business Measures Model or add custom business measures
- Define what is monitored while a business process is run
- Define Key Performance Indicators (KPI) and Metrics both at a business process and activity level
- Define outbound events (alerts) based on business situations

The screenshot shows the 'Aggregation' section of the Business Measures Model configuration. On the left, there are two expandable lists: 'KPIs' and 'Metrics'. The 'KPIs' list includes items like 'Percent Accounts Opened', 'Average Account Opening Durat', 'Total Credit Extended', 'Average Account Opening Cost', and 'Percent Applications Exceeding Maximum Durat'. The 'Metrics' list includes 'Total Applications Approved', 'Total Applications Rejected', 'Total Applications Processed', and 'Total Applications Exceed Maxim'. The main area on the right is a table titled 'This section provides information about aggregate KPIs.' with the following data:

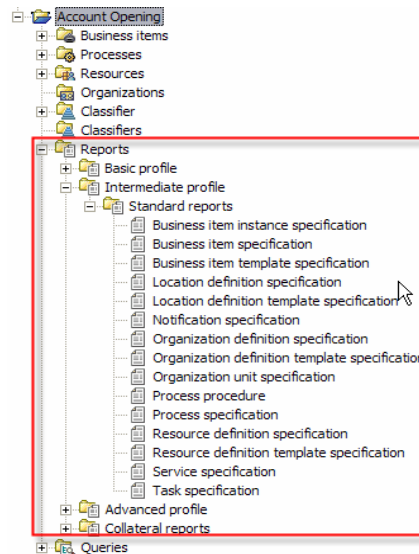
Name	Type	Aggr...	Aggr...	Use ...	Target	Uppe...	Lowe...	Uppe...	Lowe...
Perce...	Double	Mod...	Tota...	True	89.5	8	1		
Aveya...	Dura...	Aver...	Proc...	True	8 ho...	5	40		
Avera...	Integer	Total	Credi...	True	1000...	10	10		
Avera...	Float	Total	Acco...	True	67.96	1	45		
Perce...	Double	Mod...	Tota...	True	14.5	2	30		

At the bottom right of the table area, there are 'Add' and 'Remove' buttons. The bottom of the window shows a navigation bar with 'Overview' and '© 2006 IBM Corporation'.

When the process model is nearly complete, the Business Measures model can be created to define the appropriate measurements, desirable for Monitoring after the process is deployed. This model consists of several mechanisms and constructs available to build the custom measurements needed to supply the business with the performance information related to the running process. These constructs are shown here with their icons. Many measurements are supplied natively when the base level business measurement model is created (which is accomplished with a single click from the project tree), but additional customized measurements are typically required to meet the needs of interested parties within the business community in regards to capturing specific business metrics and key performance indicators for their environment.

Reporting

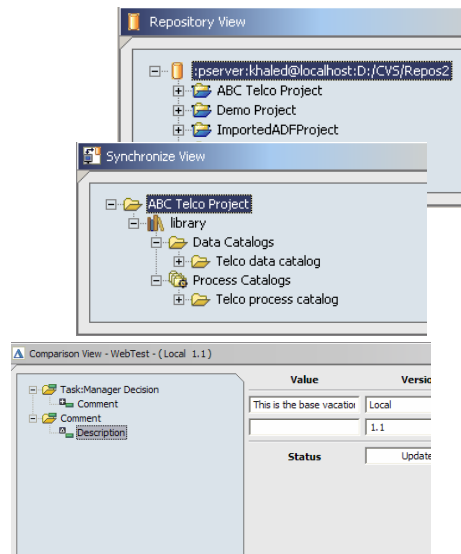
- Pre-defined or user-defined report templates and queries
- Automatically creates written, numerical and graphical information
- Provides valuable guidance in process analysis and redesign:
- Provides return on investment (ROI) comparisons of As-Is and To-Be models



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 via 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 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. Future 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 user who made them.

Agenda

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- 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.

IBM Software Development Platform – Roles

Role	Description	Benefits & Skill Requirements
Business Analyst	Modeling business processes for optimization or to reengineer existing business processes or define new business processes	<ul style="list-style-type: none"> ▪ No programming experience required ▪ Can focus on business performance & process
Integration Developer / Specialist	Visual tools to generate integration logic with existing and new applications and humans in the network	<ul style="list-style-type: none"> ▪ some basic programming experience (loops, conditions, string manipulation) ▪ No J2EE™ skill required ▪ Expect tools to simplify and abstract advanced IT implementation details
Software Architect	Model-driven development environment that automates the translation from design to implementation. Includes requirements and business modeling integrations with RequisitePro and WB Modeler	<ul style="list-style-type: none"> ▪ Focused specifically on UML modeling and J2EE implementation
J2EE / Java™ Application Developer	Comprehensive integrated development environment, for Web, Java, Web services, Portal, and EJB development with visual tools that accelerate application development.	<ul style="list-style-type: none"> ▪ Focused specifically on J2EE implementation
Enterprise Developer	Tools for maintaining legacy assets and extending them to new users to enable those assets to be used in Service Oriented Architectures (SOA) and as Web services	<ul style="list-style-type: none"> ▪ Focused on mixed workload of J2EE and COBOL/PL1/RPG environments

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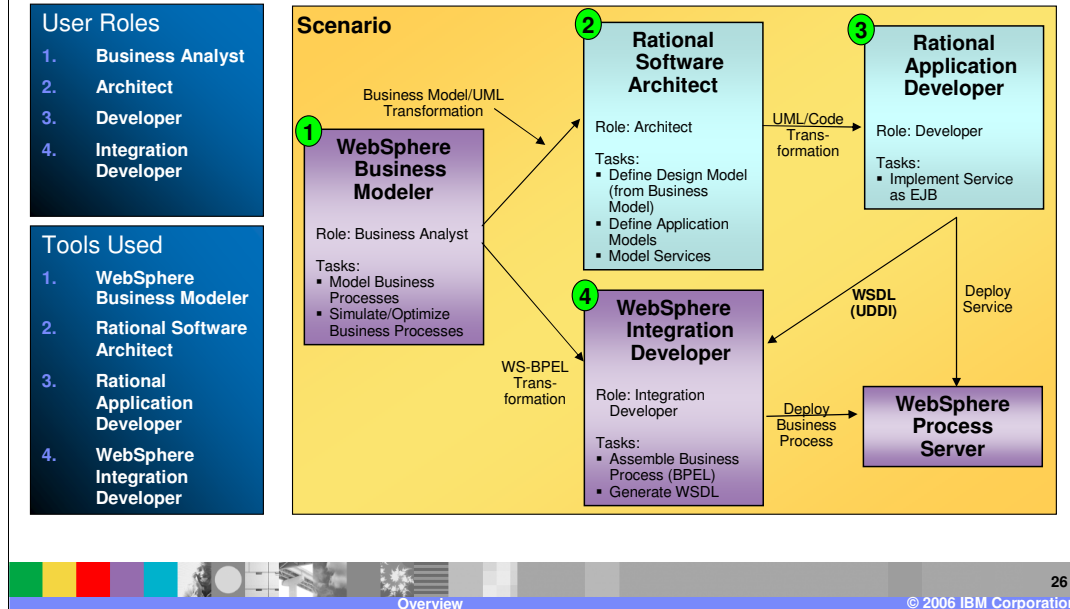
As previously mentioned, IBM has taken a roles-based approach to development, with the type of development being done determining the role. While there might be some overlap of responsibilities for individuals in different roles, when considering Business Driven Development, 5 distinct Roles are seen. 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. **Integration Developers or Specialists** typically focus 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. **Software Architects** focus on model-driven development that automates the translation from design to the actual implementation and typically uses a UML design as a guide in creating the implementation, which can be a J2EE application. It is left to the **J2EE or Java Application Developer** to complete the details of the J2EE Application as directed by the UML design and the Software Architect. 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.

IBM Software Development Platform – Tools

Role	Description	Tool
Business Analyst	Modeling business processes for optimization or to reengineer existing business processes or define new business processes	WebSphere Business Modeler
Integration Developer / Specialist	Visual tools to generate integration logic with existing and new applications and humans in the network	WebSphere Integration Developer
Software Architect	Model-driven development environment that automates the translation from design to implementation. Includes requirements and business modeling integrations with RequisitePro and WB Modeler	Rational Software Architect
J2EE / Java Application Developer	Comprehensive integrated development environment, for Web, Java, Web services, Portal, and EJB development with visual tools that accelerate application development.	Rational Application Developer
Enterprise Developer	Tools for maintaining legacy assets and extending them to new users to enable those assets to be used in Service Oriented Architectures (SOA) and as Web services	WebSphere Enterprise Developer

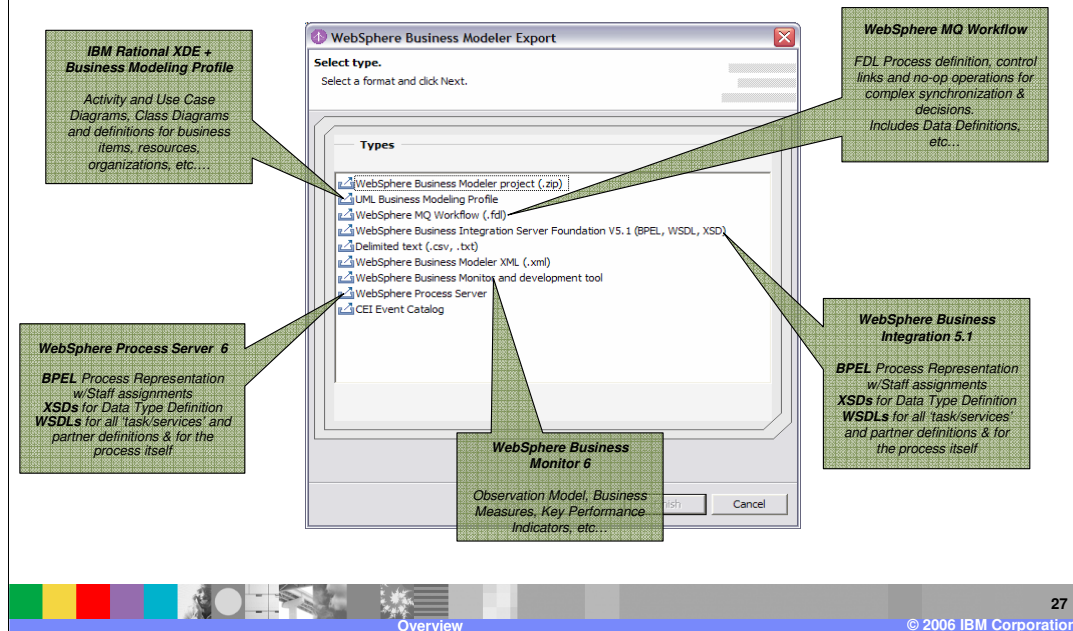
Using the role-based tool approach, a specific set of plug-ins are provided, allowing each of these roles to accomplish their tasks with the plug-ins conveniently packaged as different products, specific for each role. WebSphere Business Modeler allows the Business Analyst to focus on modeling and optimizing 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.

Relationship of Development Tools



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.

Export Targets for WebSphere Business Modeler Version 6



A number of export options are included with WebSphere Business Modeler V6.0 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 export options for different runtime environments for import into the development tools for those environments. For WebSphere Process Server, there is a WebSphere Integration Developer (BPEL) export option. For WebSphere MQ Workflow, there is an MQ Workflow Buildtime (FDL) export option. For WebSphere Business Integration Server Foundation V5.1, there is a WebSphere Studio Application Developer – Integration Edition (BPEL) export option. The export for WebSphere Business Monitor exports the Business Measures Model suited for import into WebSphere Business Monitor and a BPEL process for import into WebSphere Integration Developer.

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.

Summary

- Bridging the gap between the business and technology poses one of the largest obstacles in achieving operating efficiency
- New features and enhancements improve the best in class business modeling and simulation of WebSphere Business Modeler
- WebSphere Business Modeler is one part of a complete set of IBM products focused on Business Driven Development



In summary, the largest obstacle in achieving operating efficiency is bridging the gap between business and technology. WebSphere Business Modeler provides the capabilities to bridge this domain gap for faster and more accurate communication and reduced implementation time, making your business more agile. WebSphere Business Modeler, with its best-in-class modeling, simulation, and reporting capability also helps expose bottlenecks, resource problems and other potential areas where the business can be improved. WebSphere Business Modeler is only one part of a complete set of IBM products focused on guiding Business Driven Development on a Service Oriented Architecture.

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