



IBM Software Group

Business Process Lifecycle Management

with Websphere

for Business Partners

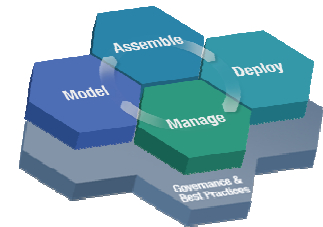
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IBM Software Group

WebSphere Business Integration Foundation for SOA / BPM



February 2007

Patrick Schiefer

System z WebSphere Solutions Sales Leader

IBM CEMAAS

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Analysts position IBM in the lead

“According to the IT pros surveyed [by Yankee Group], **IBM ranked at the top of the list for SOA capabilities.**”

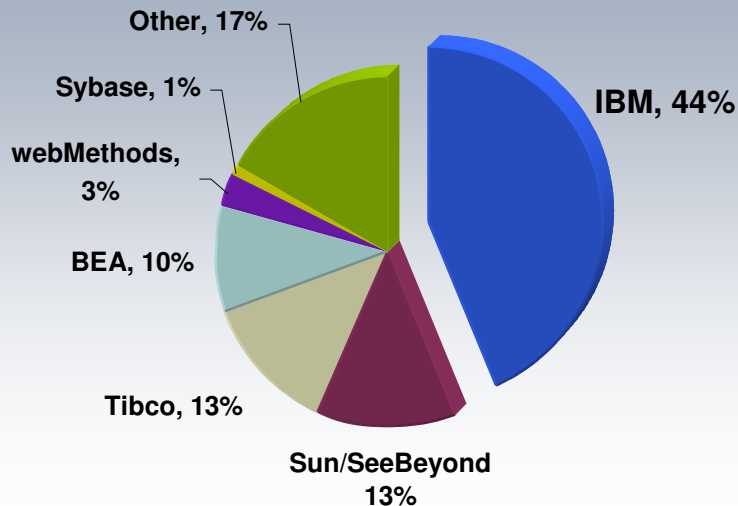
*SearchDataCenter.com,
Yankee Group: SOA Everywhere by 2006, Sept 22*

AMR Research

“**This technology is the heart of the next wave of innovation**”, said Eric Austvold, research director at AMR Research in Boston. “The leaders that do this well are able to rapidly change the way their current businesses work to meet the ever-changing demands of their customers.”

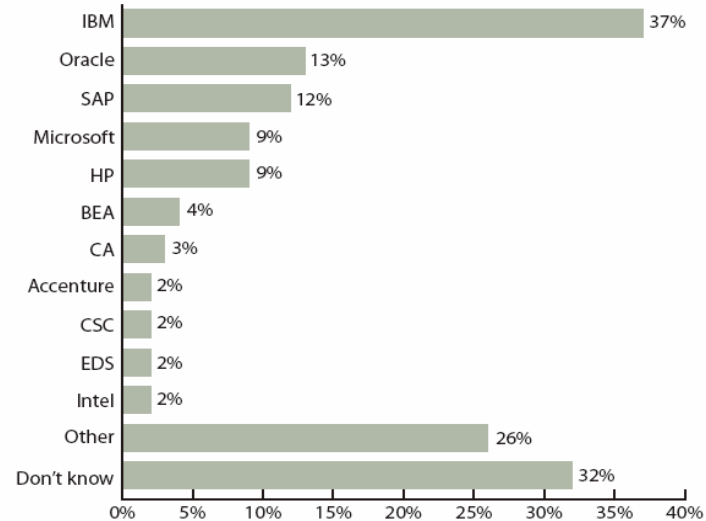
Reuters - IBM launches software for mid-sized businesses, Sept 12

Worldwide Service Oriented Architecture (SOA) Market Shares, 2004



Source: WinterGreen Research, 2005

Figure 18: Vendors most often mentioned as leaders in SOA



Base: Companies that are either using or planning to use SOA, n=99

Source: AMR Research, 2005

Why partner with IBM?

=> IBM has the leading SOA Middleware

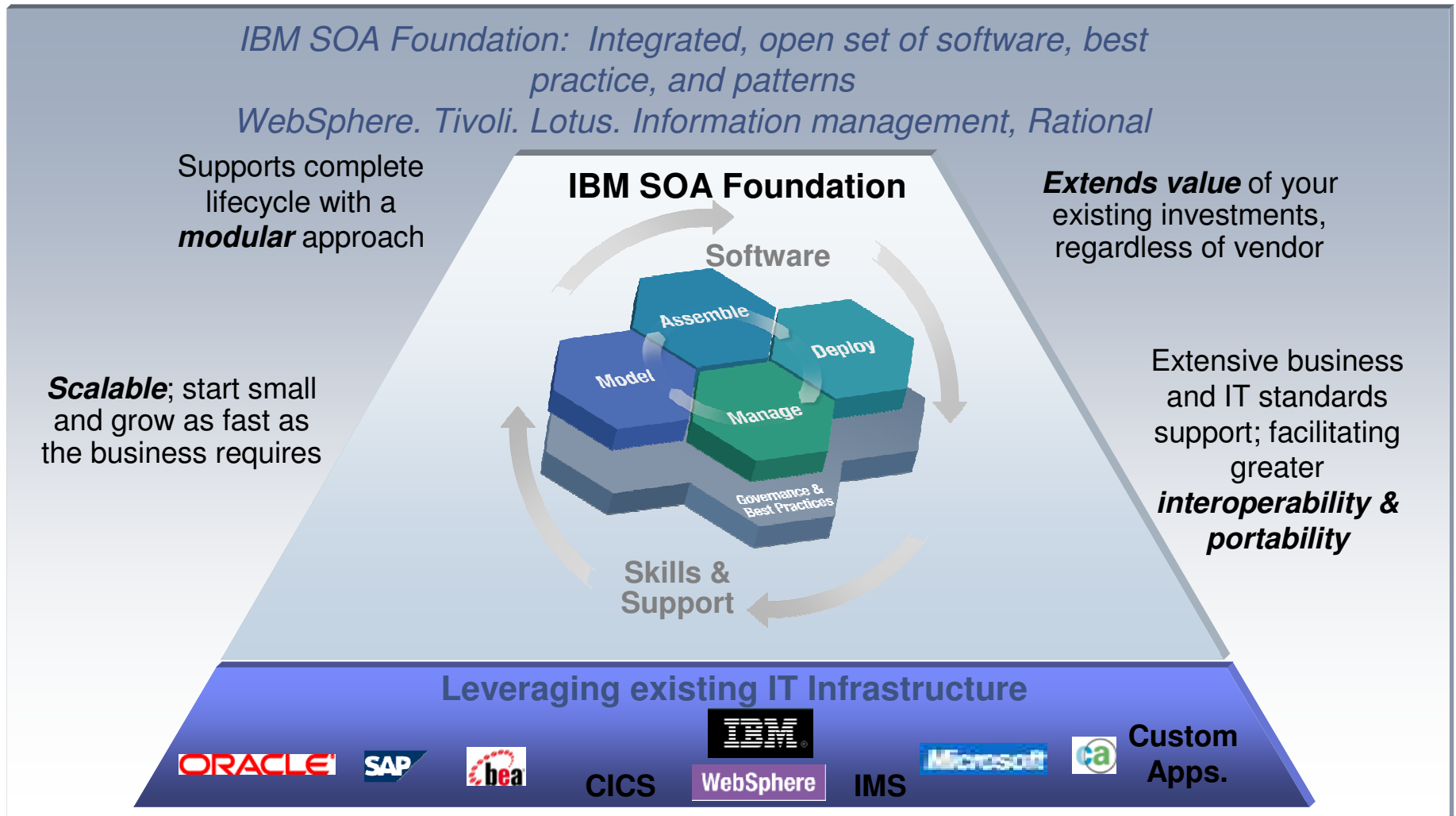
Gartner Magic Quadrants: *IBM in the Leaders Quadrant*

- **Object-oriented Analysis and Design Tools** (as of 10/2004)
Magic Quadrant for OOA&D Tools, Update for 2005, Michael J. Blechar, 17 September 2004
- **Web Services Platforms** (as of 7/2005)
Magic Quadrant for Web Services Platforms. David Mitchell Smith, Charles Abrams, Daniel Sholler, Daryl C. Plummer, Michele Cantara, 12 July 2005
- **Integration Backbone Software** (as of 4/2005)
Magic Quadrant for Application Integration Suites, 2Q04, J. Thompson, R. Schulte, M. Cantara, J. Correia, K. Iijima, L. F. Kenney, B. Lheureux, Y. Natis, M. Pezzini, J. Sinur, P. Malinverno, 15 April 2005
- **Enterprise Application Servers** (as of 4/2005)
Magic Quadrant for Enterprise Application Servers, 2Q05, Y. Natis, M. Pezzini, K. Iijima, 15 April 2005
- **Programmatic Integration Servers** (as of 2/2005)
Magic Quadrant for Programmatic Integration Servers, 2005, Dale Vecchio, 25 February 2005
- **Horizontal Portal** (as of 5/2005)
Magic Quadrant for Horizontal Portal Products, G.Phifer, R. Valdes, D.Gootzit, K.S. Underwood, L. F. Wurster, 18 May 2005
- **Enterprise-Scope Application Platform Suites** (as of 7/2005)
Magic Quadrant for Enterprise-Scope Application Platform Suites, Yefim V. Natis, Massimo Pezzini, Daryl C. Plummer, Cameron Haight, Kimihiko Iijima, 20 July 2005
- **J2EE Application Server Management** (as of 4/2005)
Magic Quadrant for J2EE Application Server Management, 2005, C. Haight, 4 April 2005

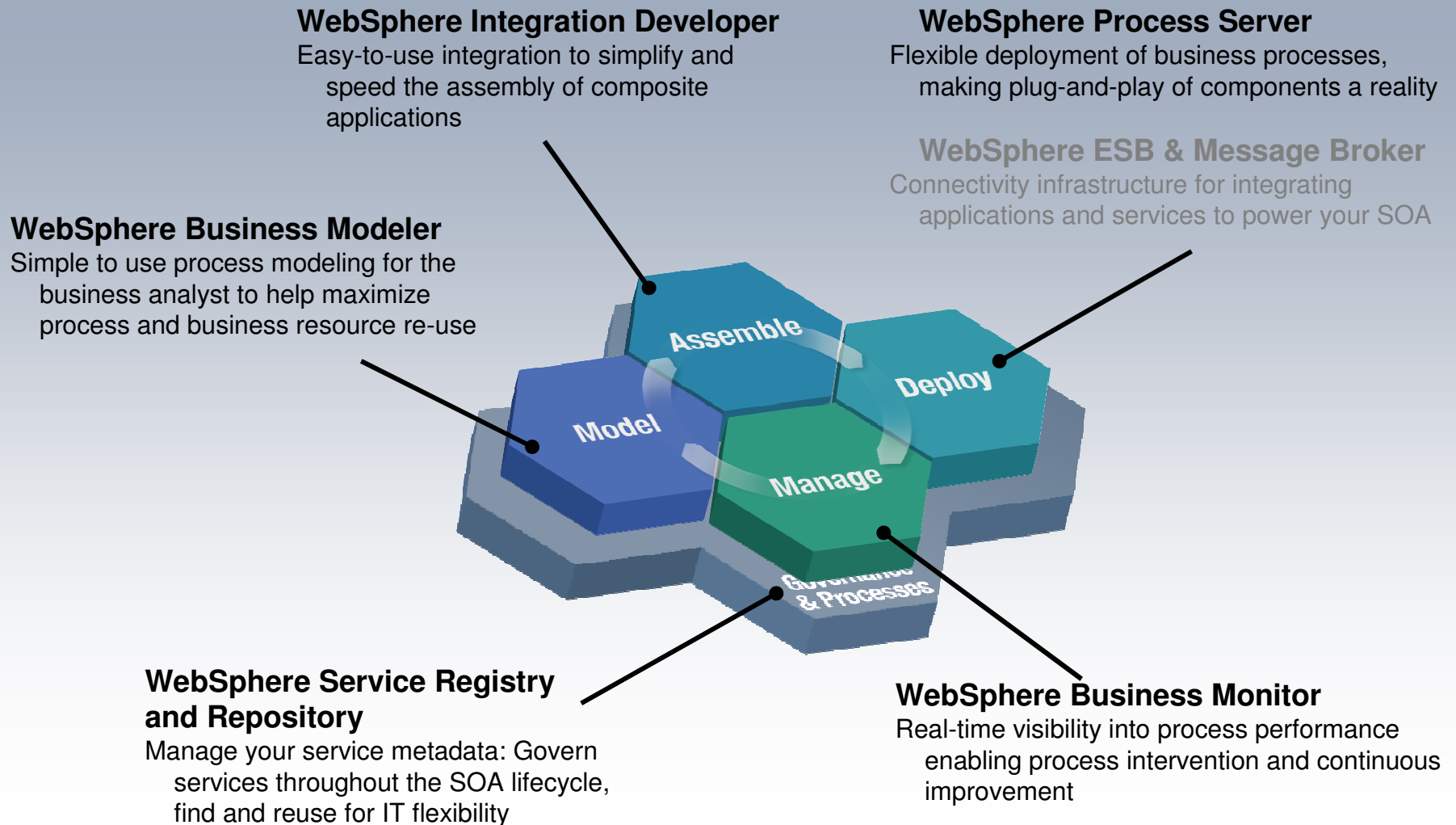
The Magic Quadrant is copyrighted 2004 and 2005 by Gartner, Inc. and is reused with permission, which permission should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner, Inc.'s opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the "Leaders" quadrant. In some situations, firms in the Visionary, Challenger, or Niche Player quadrants may be the right matches for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner Research is intended to be one of many information sources, including other published information and direct analyst interaction. Gartner, Inc. expressly disclaims all warranties, express or implied, of fitness of this research for a particular purpose.

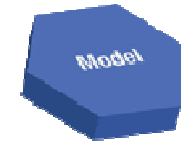
Why partner with IBM?

=> A Complete Set of Major Offerings



End-to-end process capabilities for BPM on SOA





Model

WebSphere Business Modeler

WebSphere Business Modeler

Business Level Modeling And Simulation

Designed for business users

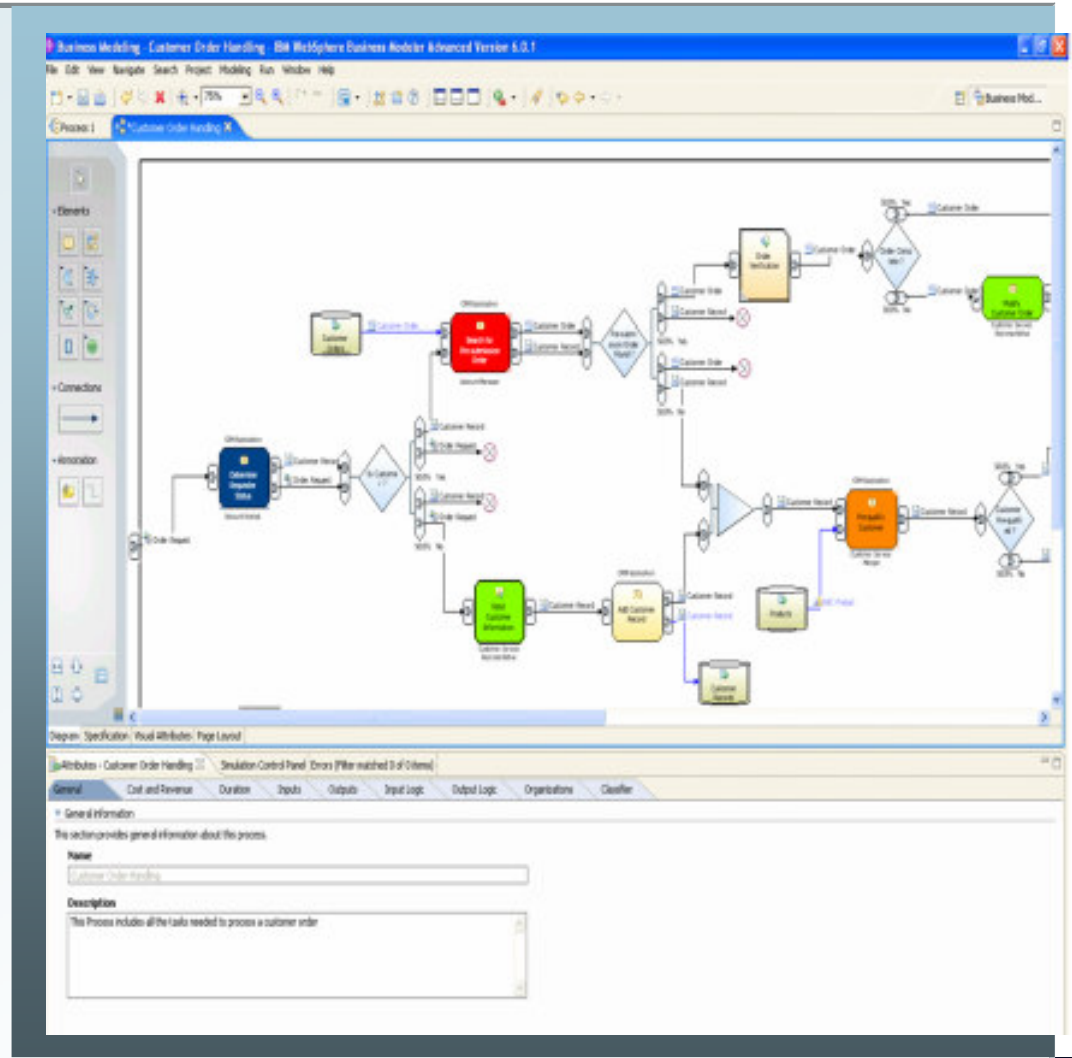
- Import models directly from Visio
- Hundreds of process templates available (i.e. eTOM)
- Optimize all aspects of your business – set KPI's and metrics
- Collaborate with subject matter experts through the Publishing Server

Model, simulate, and analyze

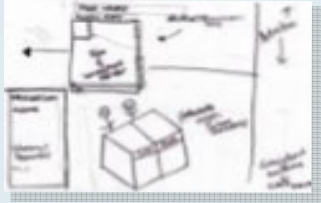
- Enhanced analysis and simulation capabilities. Fully understand impacts before deploying.

Clean hand-off to I/T

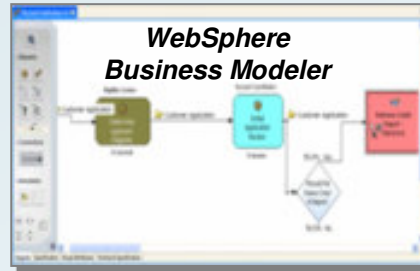
- Rapid and accurate deployment of your solutions
- Business modeling is the starting point for IT deployment (WID)



Model and Simulate the Process



Existing Processes



Run simulation to estimate savings and support the business case for the process change

67% of processes fail because their impact was not known prior to execution

Omar Sawy,
Redesigning Enterprise Processes for e-business

Current State - Times & Costs

Case Analysis with Unlimited Resources

Probability	Average Process Time (Min:sec)	Average Cost	Case
32.91%	10:11	\$5.40	1

Future State - Times & Costs

Case Analysis with Unlimited Resources

Probability	Average Process Time (Min:sec)	Average Cost
35.57%	8:16	\$4.38

SOA/BPM Deployment Drives Services Revenue

BP Services Engagements  IBM Software Engagements

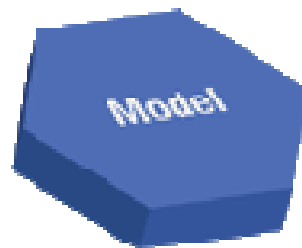
Business Consultants & Analysts

- Model “As-is” & “To-be” Business Processes
- Simulate process performance
- Incorporate Key Performance Indicators

 **WebSphere Business Modeler**

IT Architects

- Gather Requirements
- Data Models
- Infrastructure Models
- Application Models



 **Rational Requisite Pro**
Rational Software Architect

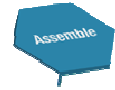


Assemble & Deploy

WebSphere Integration Developer

WebSphere Process Server





Assemble

Create composite applications with ease

Streamlining process design hand-off between business and IT

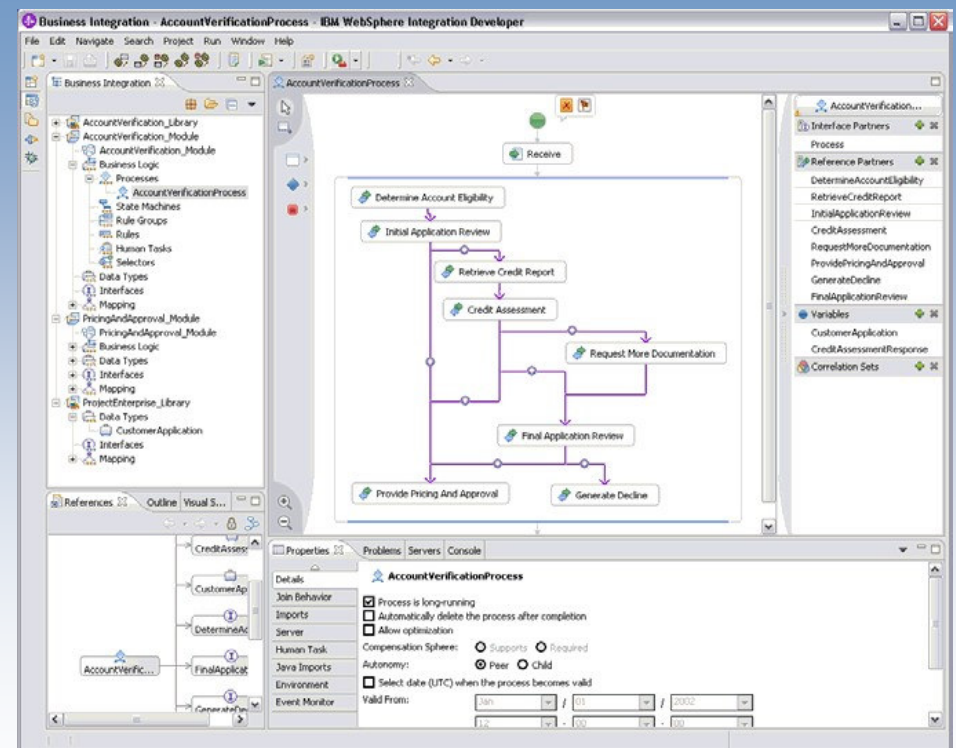
- Import and work with business process models directly from the business analyst

Simplifying and speeding development

- Easy to use tools where everything can be done through the GUI

Maximizing re-use

- Ability to leverage existing services & save components for future service reuse



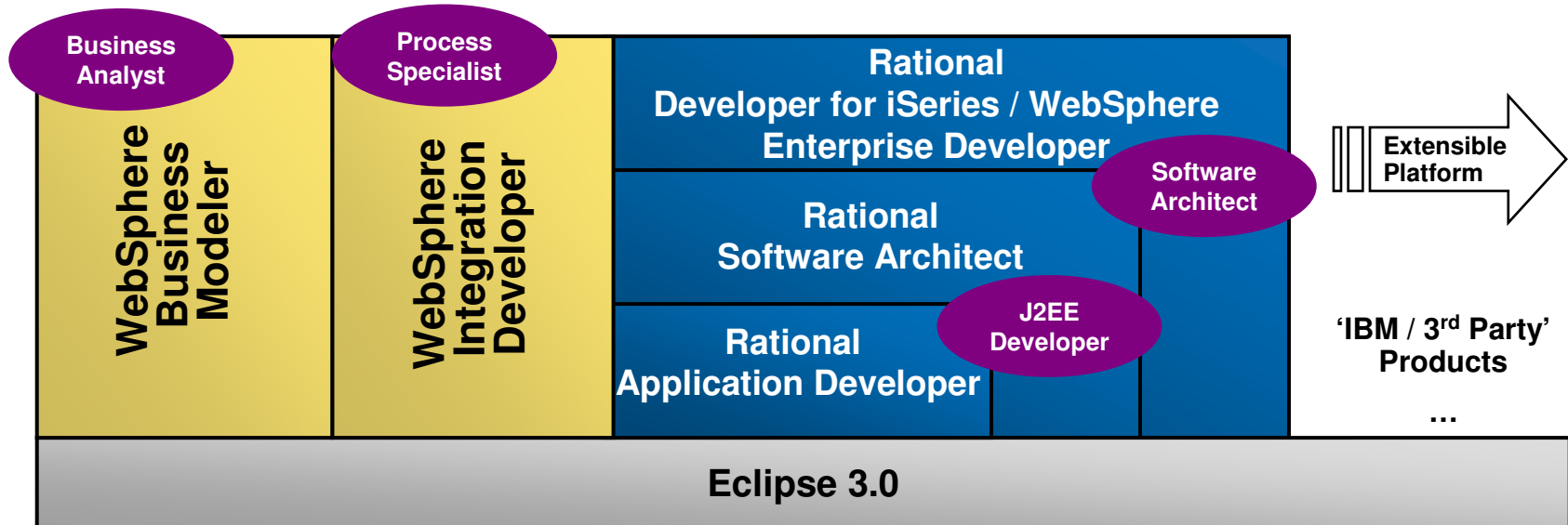
Integration Developers View

Model passed to developer where it becomes the flow to be implemented

The screenshot displays the IBM WebSphere Integration Developer interface. The main workspace shows a process flow diagram for 'AccountVerificationProcess'. The flow starts with a 'Receive' event, followed by 'Determine Account Eligibility', 'Initial Application Review', 'Retrieve Credit Report', 'Credit Assessment', 'Request More Documentation', 'Final Application Review', 'Provide Pricing And Approval', and 'Generate Decline'. The left sidebar shows a project tree with folders like 'AccountVerification_Library', 'AccountVerification_Module', 'Business Logic', 'State Machines', 'Rule Groups', 'Rules', 'Human Tasks', 'Selectors', 'Data Types', 'Interfaces', 'Mapping', 'PricingAndApproval_Module', 'Business Logic', 'Data Types', 'Interfaces', 'Mapping', 'ProjectEnterprise_Library', 'Data Types', and 'CustomerApplication'. The bottom right pane shows the 'Properties' for 'AccountVerificationProcess', including 'Details', 'Join Behavior', 'Imports', 'Server', 'Human Task', 'Java Imports', 'Environment', and 'Event Monitor'. The 'Details' section includes options for 'Process is long-running', 'Automatically delete the process after completion', and 'Allow optimization'. The 'Compensation Sphere' section has radio buttons for 'Supports' and 'Required'. The 'Autonomy' section has radio buttons for 'Peer' and 'Child'. The 'Valid From' section has date pickers for 'Valid From' (Jan / 01 / 2002) and 'Valid To' (12 / 00 / 00).



WebSphere Integration Developer – Tools Portfolio



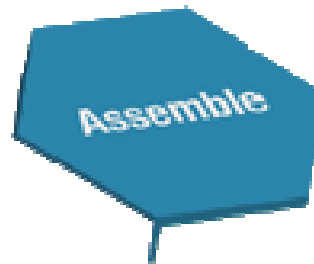
- All IBM Software Development platform products install in a consistent and extendable way within the ‘platform’
 - First Product installs the ‘platform’ as well as it’s own product-specific ‘installable units’
- Role-based tool approach, experienced as single integrated “desktop” IDE
- Reuse of RAD and Eclipse components (‘installable units’) is baked into the design

SOA/BPM Deployment Drives Services Revenue

BP Services Engagements  IBM Software Engagements

Business Consultants, Analysts & Integration Developers

- Assemble Services into Composite Applications



WebSphere Integration Developer

WebSphere Service Registry & Repository

J2EE Developers

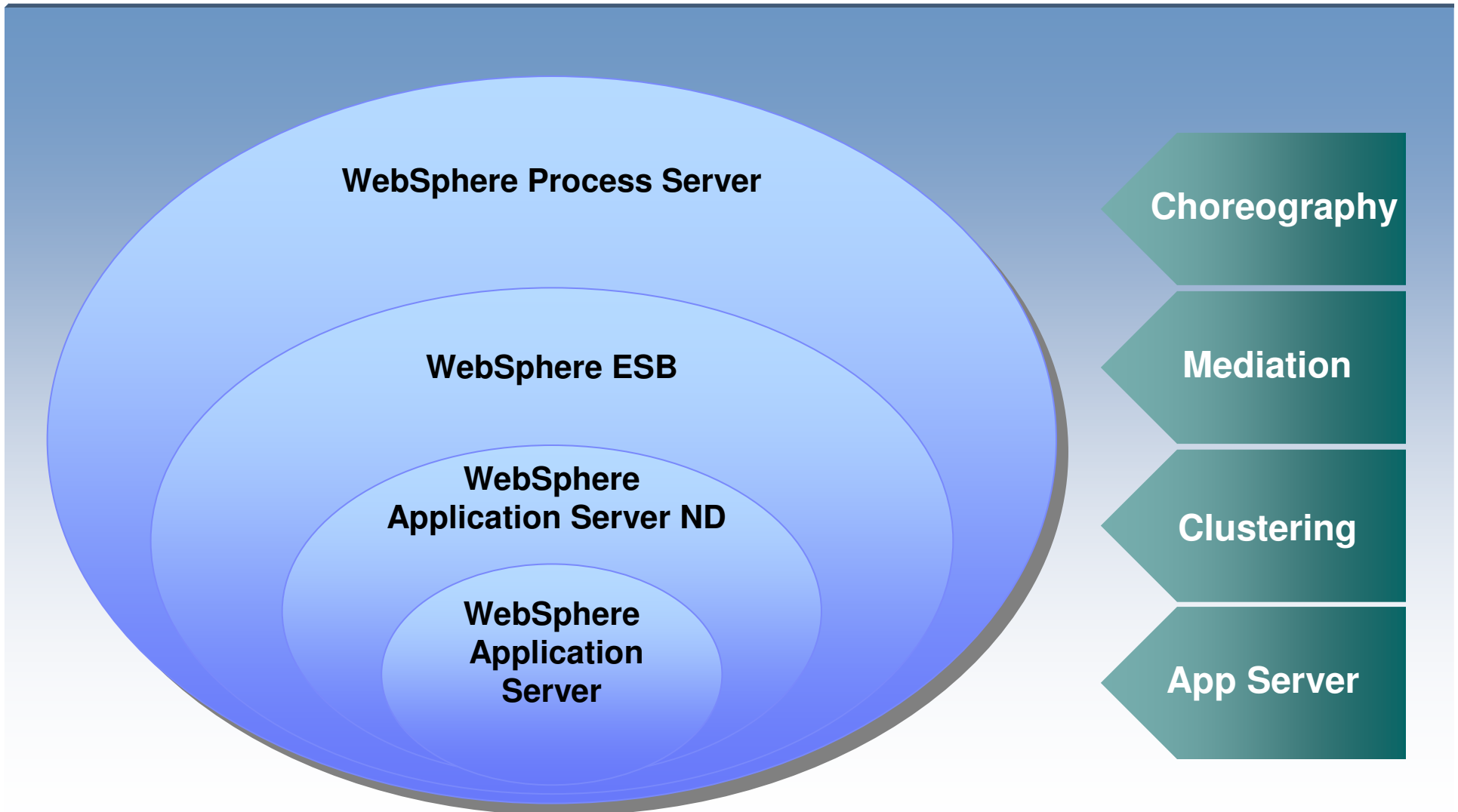
- Expand business process models into J2EE applications



Rational Software Architect

Rational Application Developer

WebSphere Application Server, ESB, and Process Server



Deploying processes with WebSphere



WebSphere Process Server V6

Simple, flexible deployment of processes

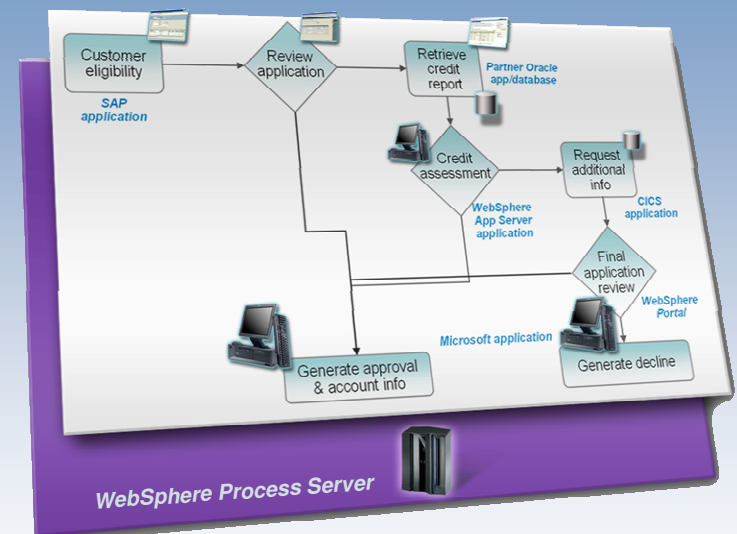
- Built and optimized on the market leading, open standards based, application server, IBM WebSphere Application Server
- Combines human task and business flow

Unparalleled Connectivity

- Integrated open standards ESB
- Flexible connectivity infrastructure for integrating applications, data, and services to power your SOA

Dynamically modify deployed processes

- Making plug-and-play of process components a reality
- Change business rules quickly and easily
- Instrument processes for dynamic reporting



SOA/BPM Deployment Drives Services Revenue

BP Services Engagements  IBM Software Engagements

Project Managers, Program Managers

- Run business processes
- Deploy processes across an ESB
- Connect applications, data and people
- Implement partner gateways, collaboration and Portal



WebSphere
Process Server
WebSphere
ESB
WebSphere
Message Broker





Manage – WebSphere Business Monitor

WebSphere Business Monitor

Achieve Real-time Visibility into Processes

Scorecards

Key Performance Indicators for business units

Collaboration

Work with teams to resolve situations

Business Alerts

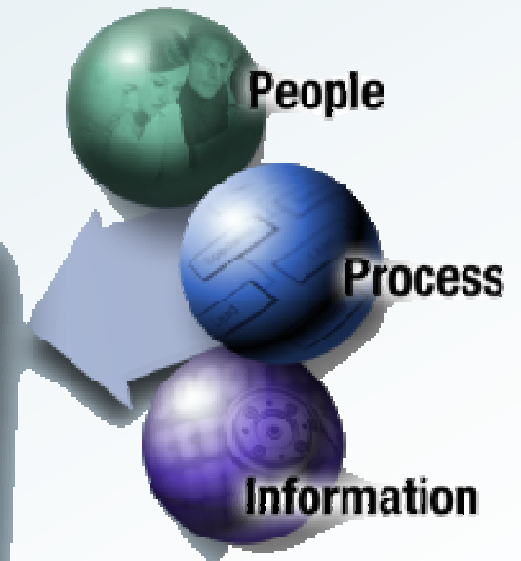
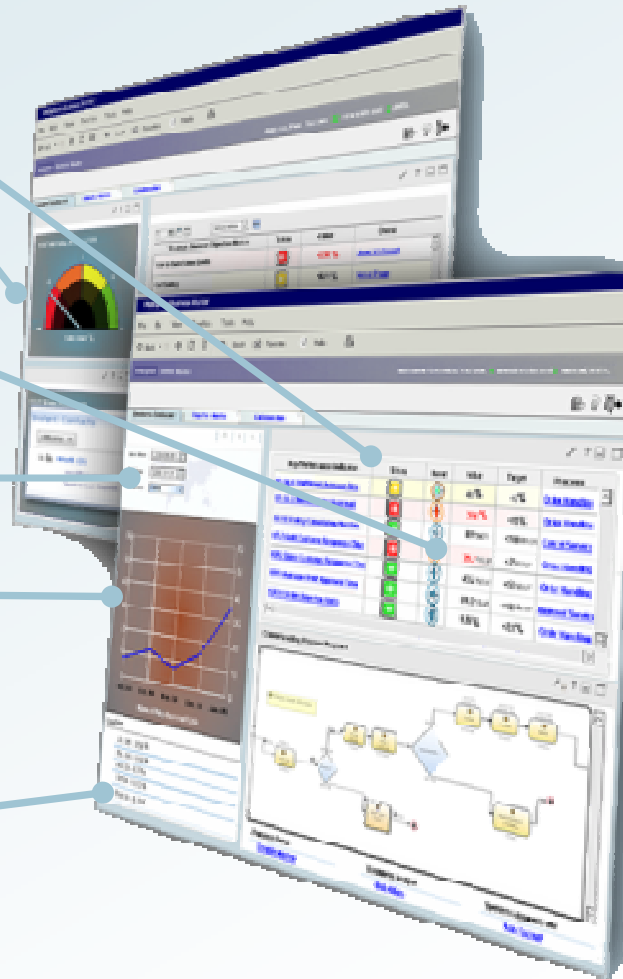
Notification of situations that require response

Reports & Analyses

Understanding trends by combining real-time performance and historical information

External Information

Information affecting performance



SOA/BPM Deployment Drives Services Revenue


BP Services Engagements  IBM Software Engagements

Business Consultants & Analysts,
Project & Program Managers 

- Gather real-time feedback on business process performance
- Update processes in real time
- Redeploy improved processes

WebSphere
Business Monitor
WebSphere
Business Modeler
WebSphere
Process Server

Project & Program Managers

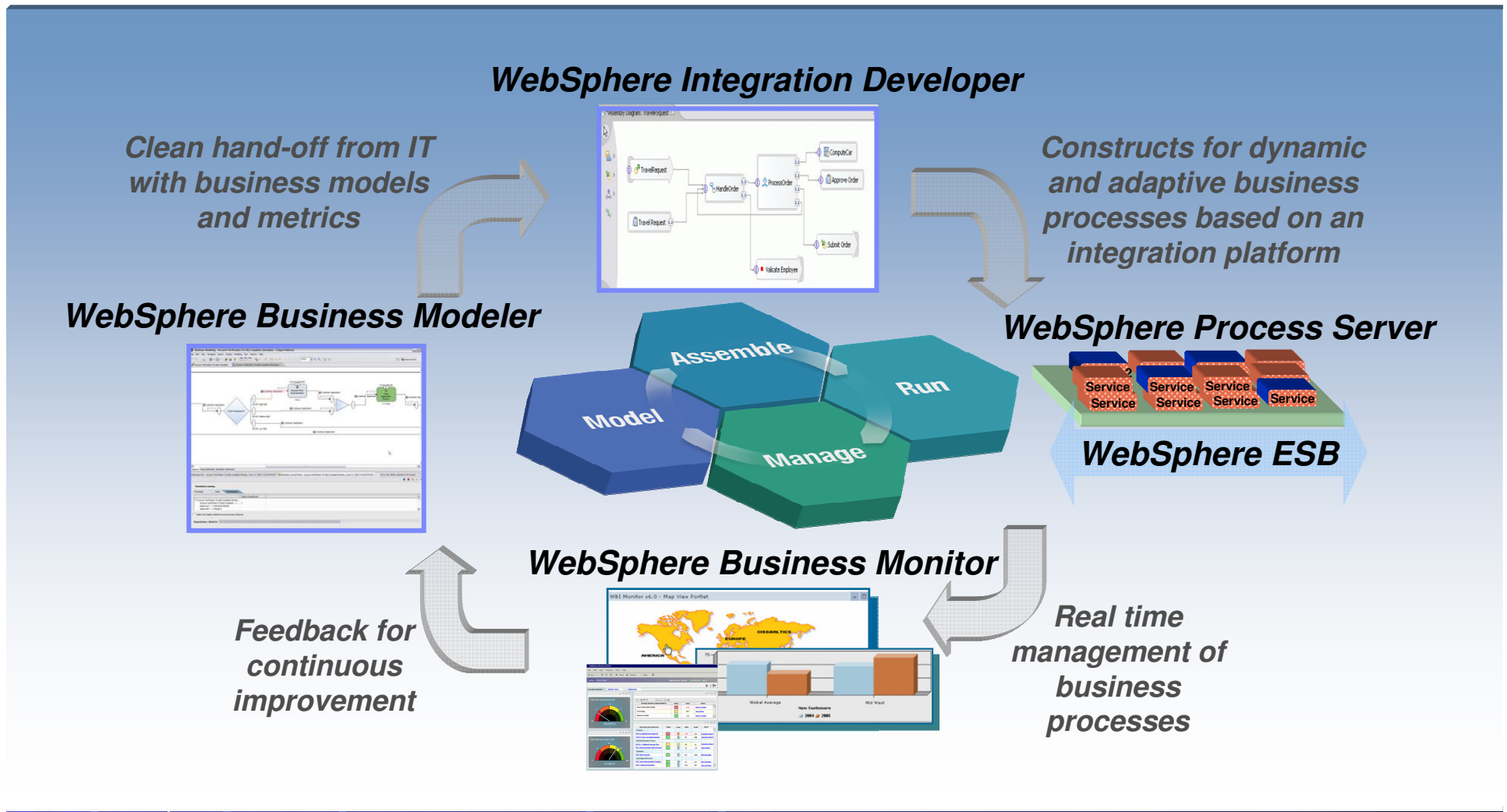
- Assess IT, network and application performance
- Manage identity and compliance 



Tivoli Access
Manager
Tivoli Security
Manager

End-to-end Process Capabilities for BPM within your SOA

Enabling the Complete Lifecycle of Business Processes



Resources Available to our BPs

Human Resources

- WebSphere Worldwide Team
- SWG Global Alliance Teams
- Geo Alliance Sales Teams
- Software Innovation Centers
- Virtual Innovation Center
- Solution Partnership Centers



Programs

- Consultants & Integrators Program
- PartnerWorld and PartnerWorld Industry Networks
- Subject Matter Expert
- WB Modeler Sales Acceleration



Websites

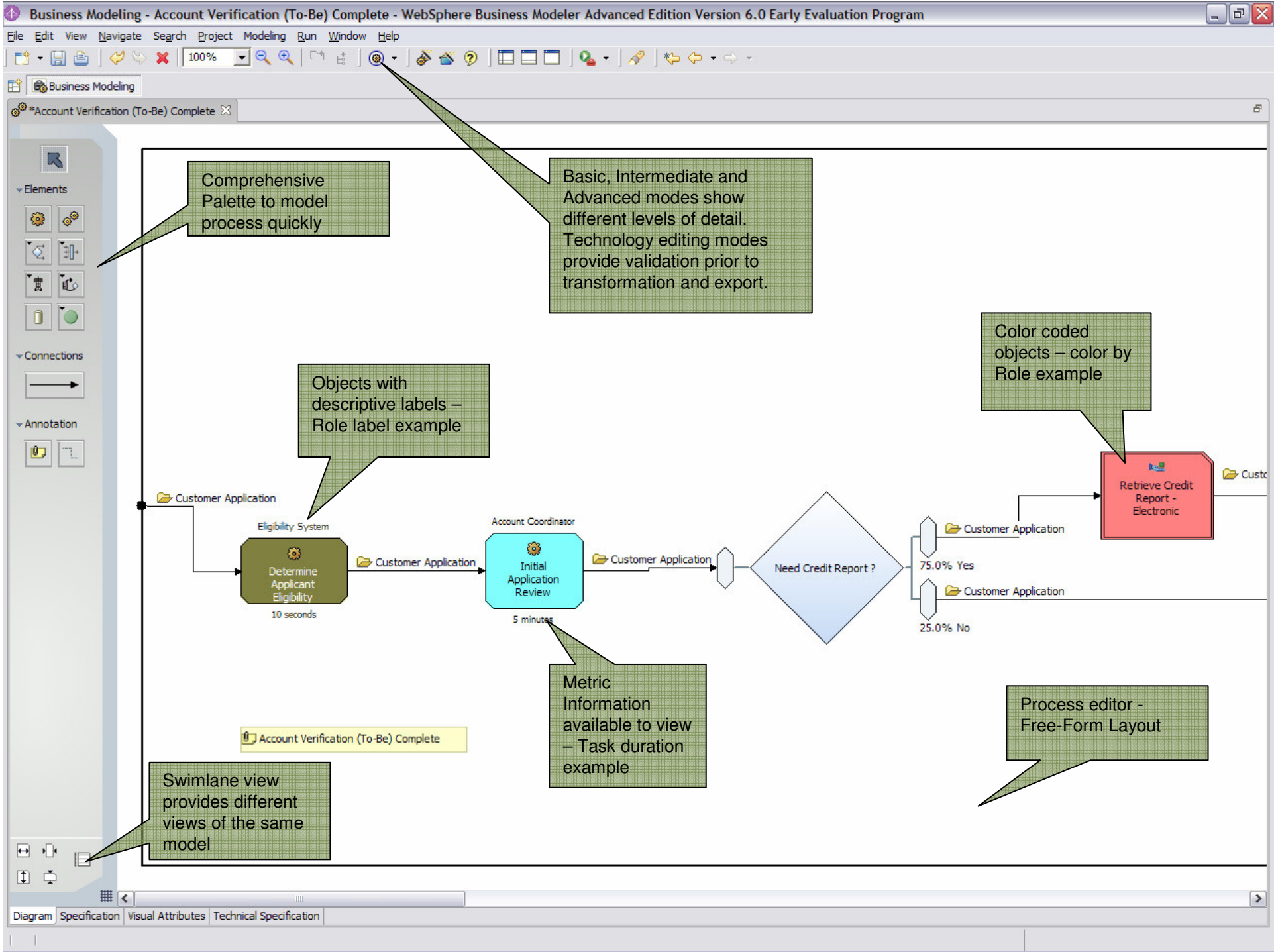
- Global Solutions Directory <http://www.developer.ibm.com/solutions/isv/>
- WebSphere Xtreme Leverage
- Sales Assistance Center (biwar@us.ibm.com)
 - Immediate help for all sales needs (product knowledge, competition, etc...)
- SOA Partner Community (www.ibm.com/soa)
- WebSphere Innovation Connection for Business Partners
 - <http://www-306.ibm.com/software/websphere/partners/index.jsp?content=announce/soa/benefits>



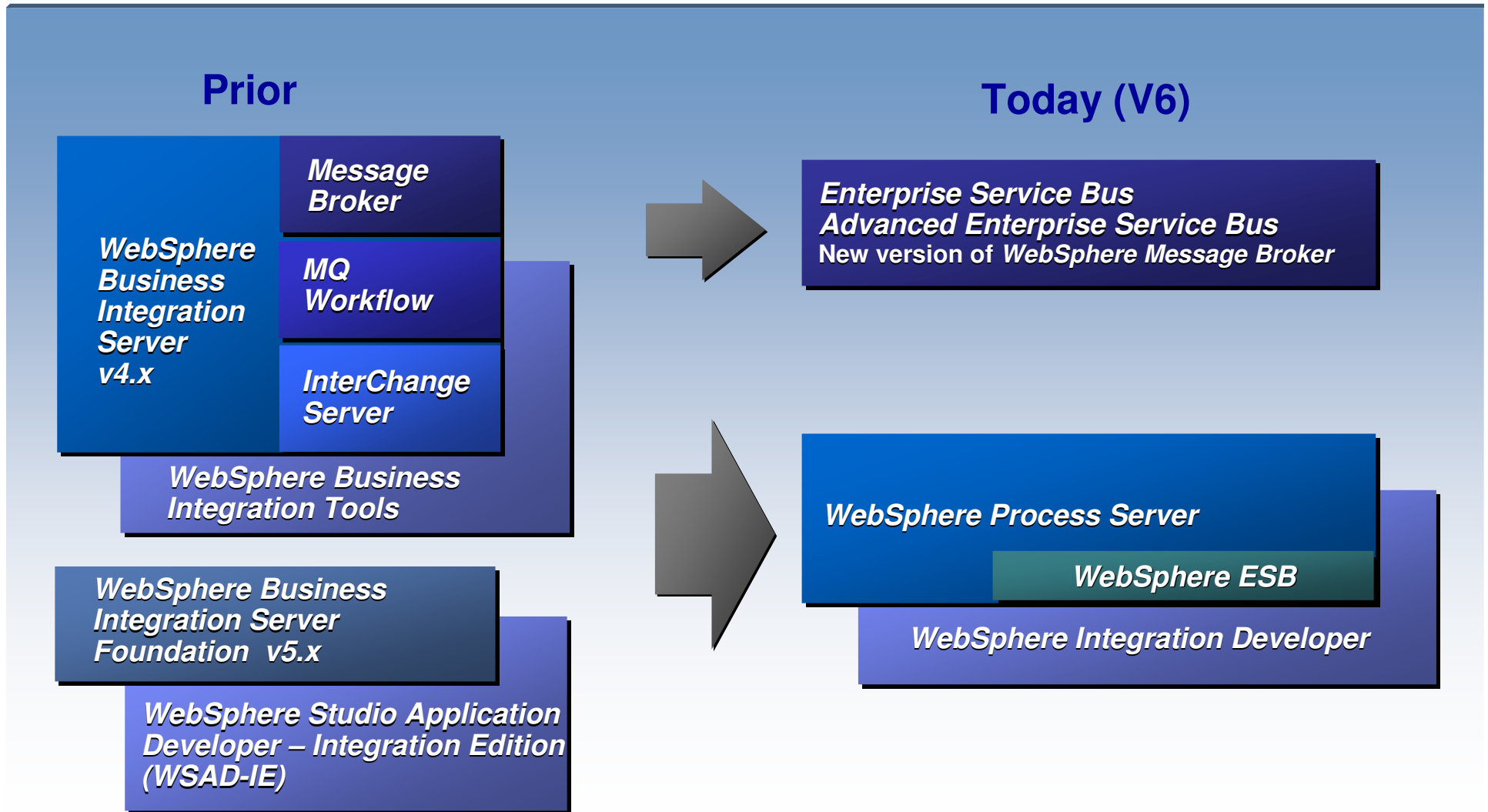
THANK

YOU

The end.



IBM WebSphere Integration Evolution



Governance – WebSphere Service Registry & Repository

What is a registry ... a repository?



Registry?

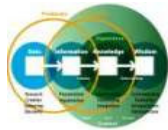
Contains Service Metadata



Repository?

Stores Service Artifacts

An integrated Registry / Repository Solution is needed govern and manage SOA for maximum value



Business process vitality



New value through reuse of assets



Improved connectivity



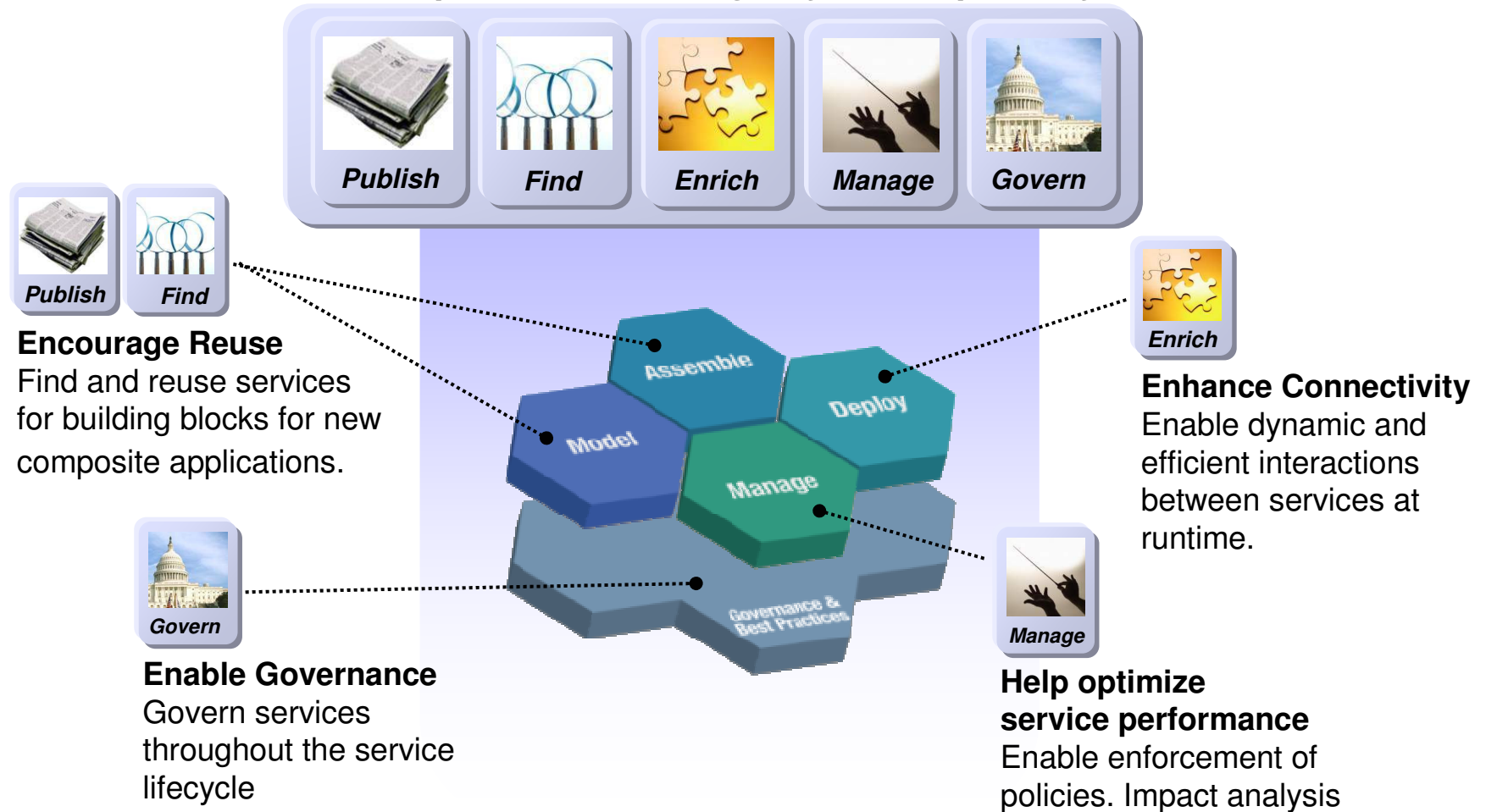
Closer alignment of IT to business



Business Flexibility

The WebSphere Service Registry and Repository provides value throughout the SOA lifecycle

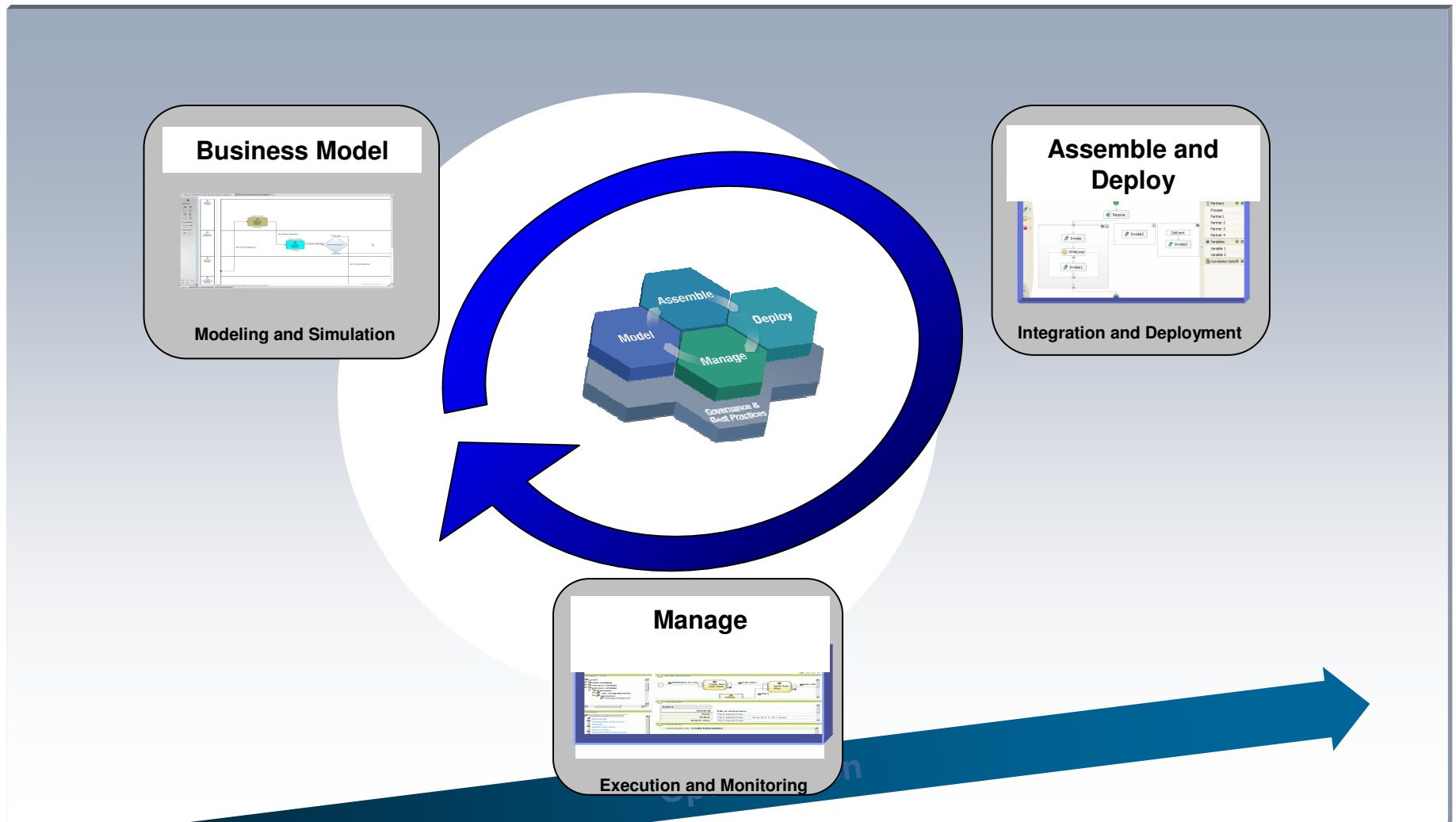
WebSphere Service Registry and Repository



In Summary.....

- **SOA is “a team sport”:**
 - Our SI Community is strategic to our SOA Initiative
 - Business and IT Teams work hand-in-hand
 - The SOA partner Community as a “landing point”.
- **The Time Is Now!:**
 - Over 900 BP/SI Consultants Trained on Modeler
 - Positioned to take advantage of the SOA momentum
 - Leveraging IBM’s Marketing, Programs & Resources for success
- **Incorporate IBM’s SOA Foundation in your Approach:**
 - Establish an enterprise architecture & infrastructure, based upon SOA
 - Demonstrate “rapid” value in proving Customer’s SOA decisions
 - Reinforce Governance as a must for success
- **Engage using the SOA foundation**
 - **The WebSphere Business Modeler**
 - **Training, Education.**
 - Sales tools

BPM with WebSphere allows you to optimize your customers' business processes



IBM SOA.....

Supported by a
robust
Business Partner Community

How BPs can leverage IBM's SOA leadership

Business Partners can...

to...

with....

Connect to customer infrastructures that are IBM based using SOA architectures



increase your services opportunities with the maximum number of customers



Tools to enable effective communication between Line of Business and IT

Extend the capabilities of the IBM infrastructure with added value



deliver your unique expertise and solutions without the expense of developing the infrastructure.



industry expertise, rules, dashboards, pre-built models and processes

Exploit market leading IBM technologies for your infrastructure



enhance service development and delivery, increase ROI and deliver projects quicker



IBM's SOA Foundation and accelerators

The IBM SOA Business Partner Community enables, supports and energizes our partners

- **Insight** *that informs your SOA planning*
- **Technical enablement** *to help build solutions and skills*
- **Networking and collaboration opportunities** *that allow cross-fertilization between SOA Partners*
- **Marketing programs and sales resources** *that leverage the IBM brand, momentum and strength*

