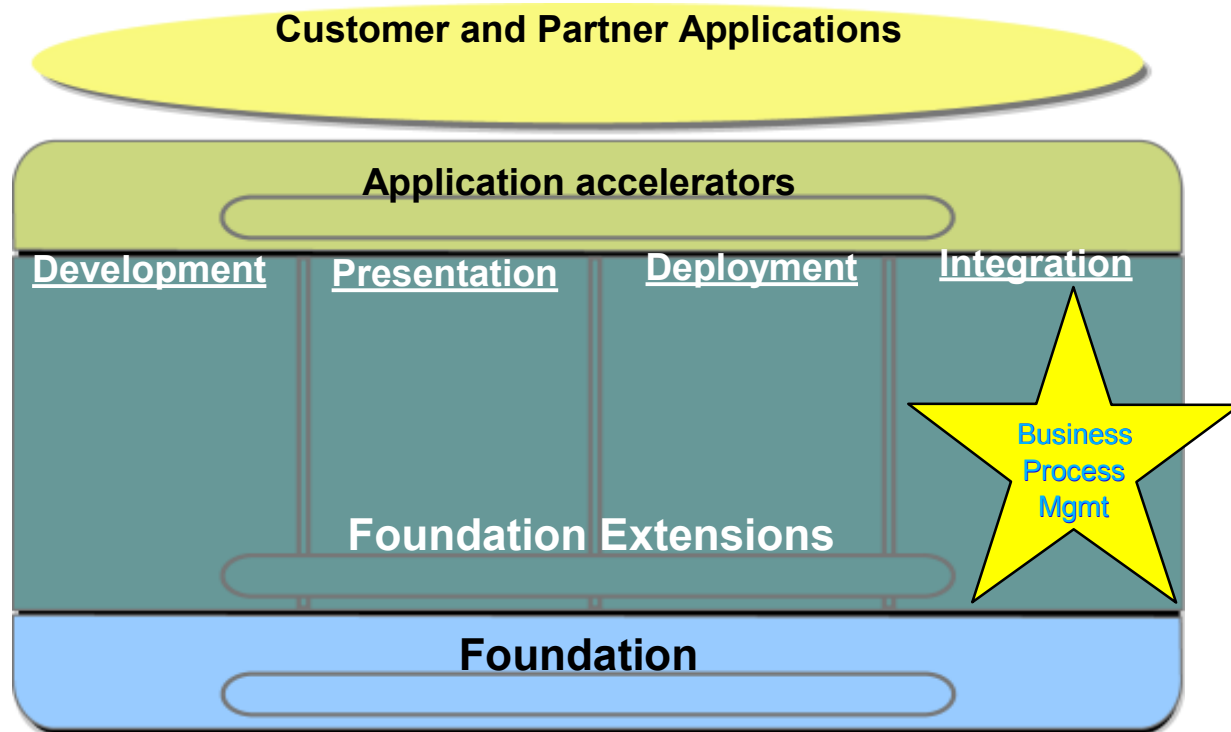


*Business Partner Update, May 2001:
Business Process Management (BPM)/ MQSeries Family*



*John P Smith
Websphere Channels Marketing
IBM Hursley*

Agenda

- BPM Recap
- Websphere Business Integrator Offering
(formerly Websphere BtoB Integrator services offering)
- Review of other MQSeries Family announcements
- MQSI V2 Plug in Nodes Partner Program
- Summary & Recommendations



Business Process Management (BPM) Recap

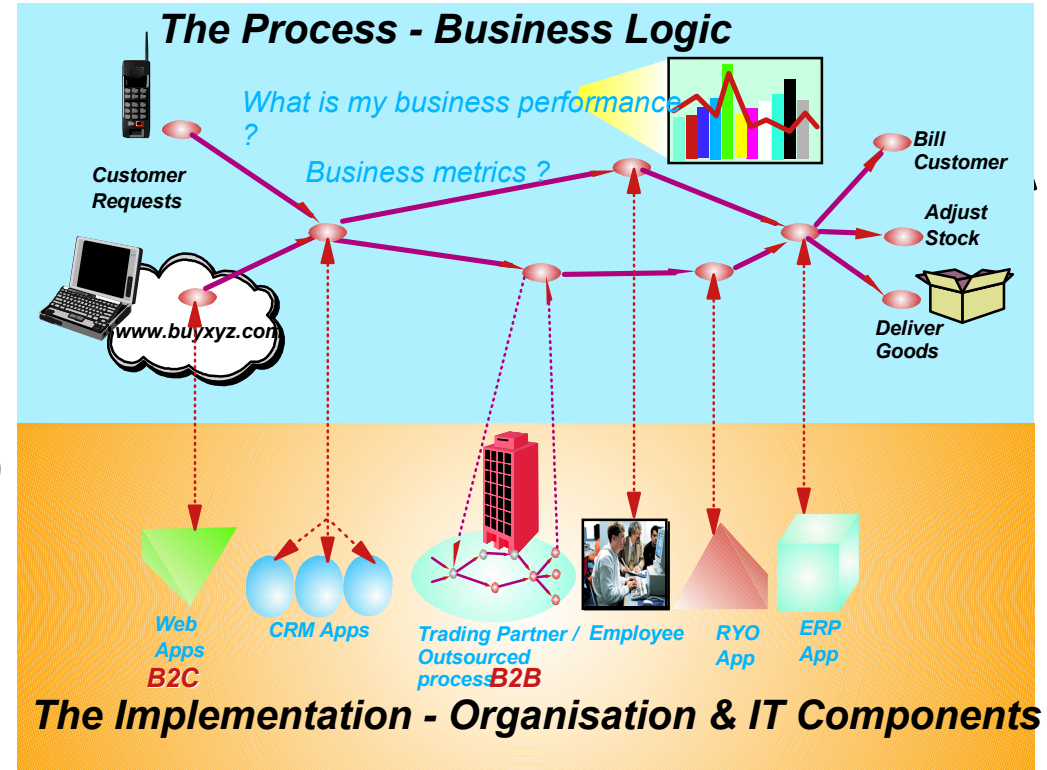


BPM - The Macro View

- Managing information is a key determinant of competitiveness
- Shift from task to process centric organizations
 - ▶ driven by cross functional integrated applicns (applicn clusters) e.g. CRM
- Goal = Seamless flow of info i.e. end to end business solution
 - ▶ Integration of disparate functional cluster (proceses)
 - e.g. integrating CRM processes with back end inventory mgmt & billing systems

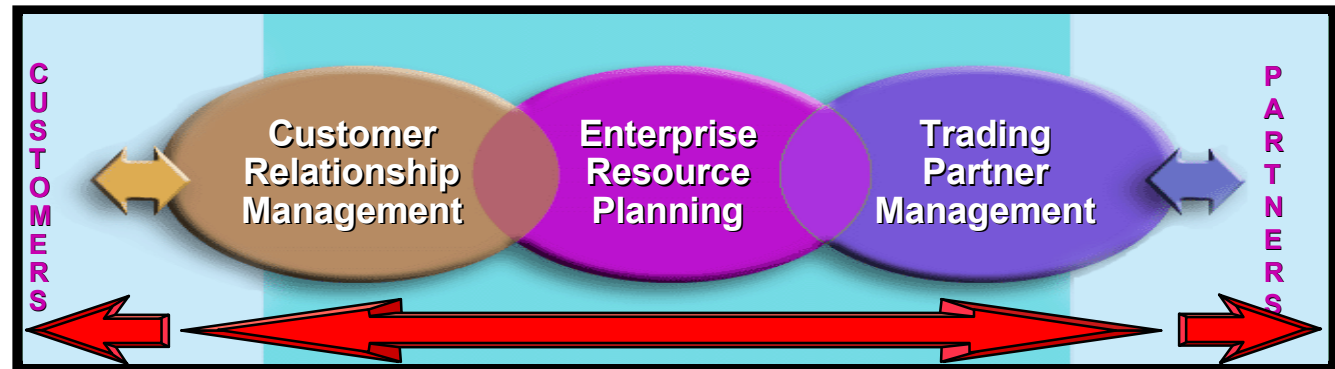
WHAT

HOW



- Key BPM Requirements:
 - ▶ Rapid solution deployment
 - ▶ Process consistency / repeatability
 - ▶ Service level Visibility / Monitoring
 - ▶ Flexibility (aka Agility / adaptability)

BPM: The Micro View



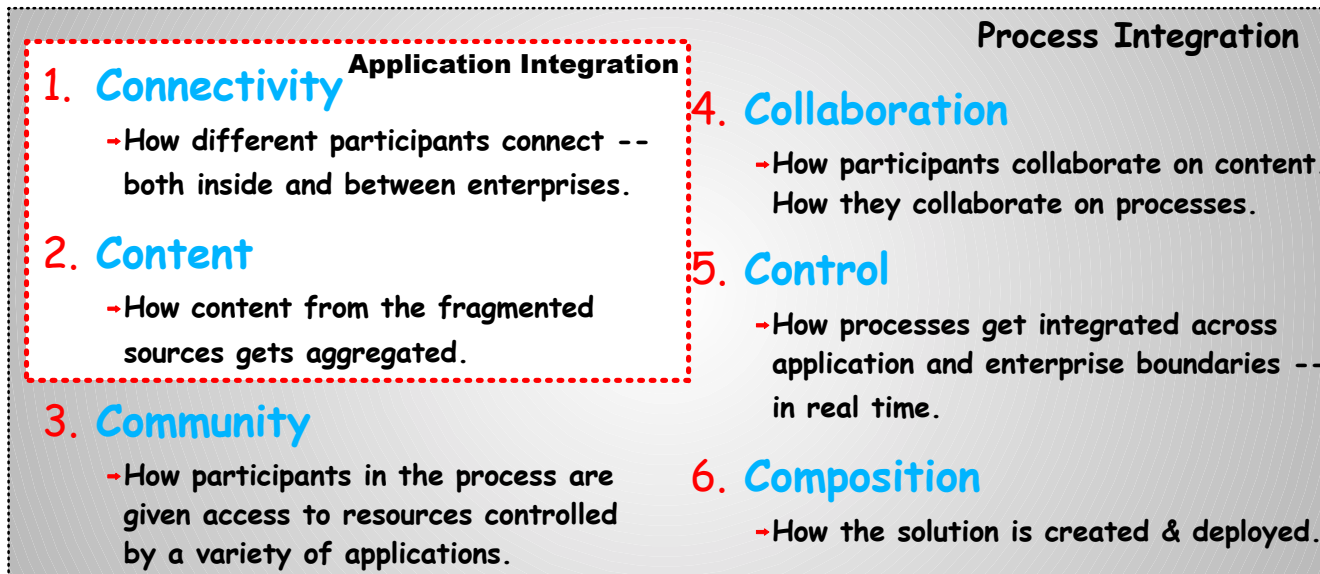
Business Process Template

Flow/Message Model

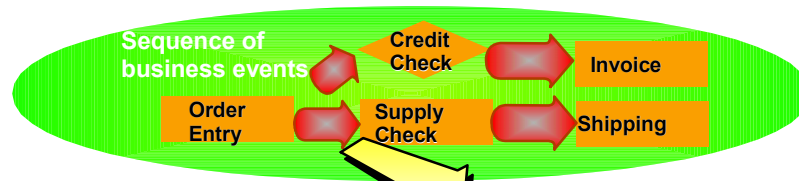
Data Model

Application Model

System Model



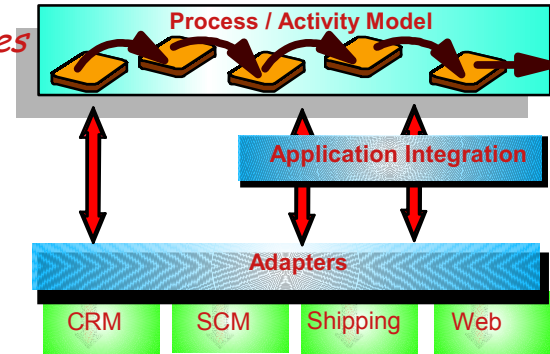
BPM : Product Positioning (10/00)



MQSeries Workflow:

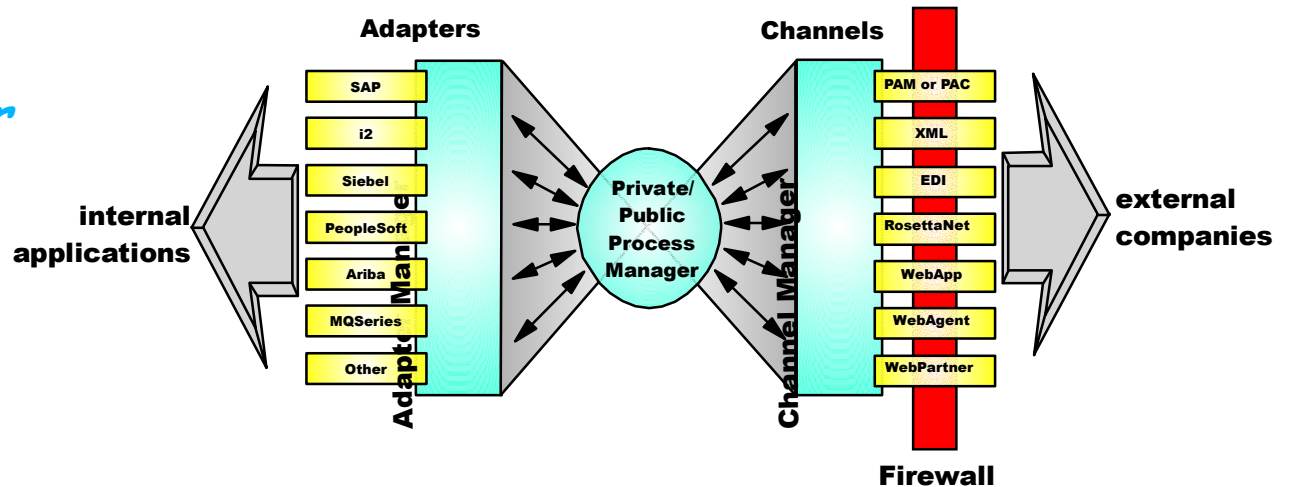
- within the enterprise

Define/manage processes (MQWF)
 Content manipulation (MQSI)
 Connect your apps (MQAO)



WS BtoB Integrator Partner Agreement Mgr (PAM):

- between partners

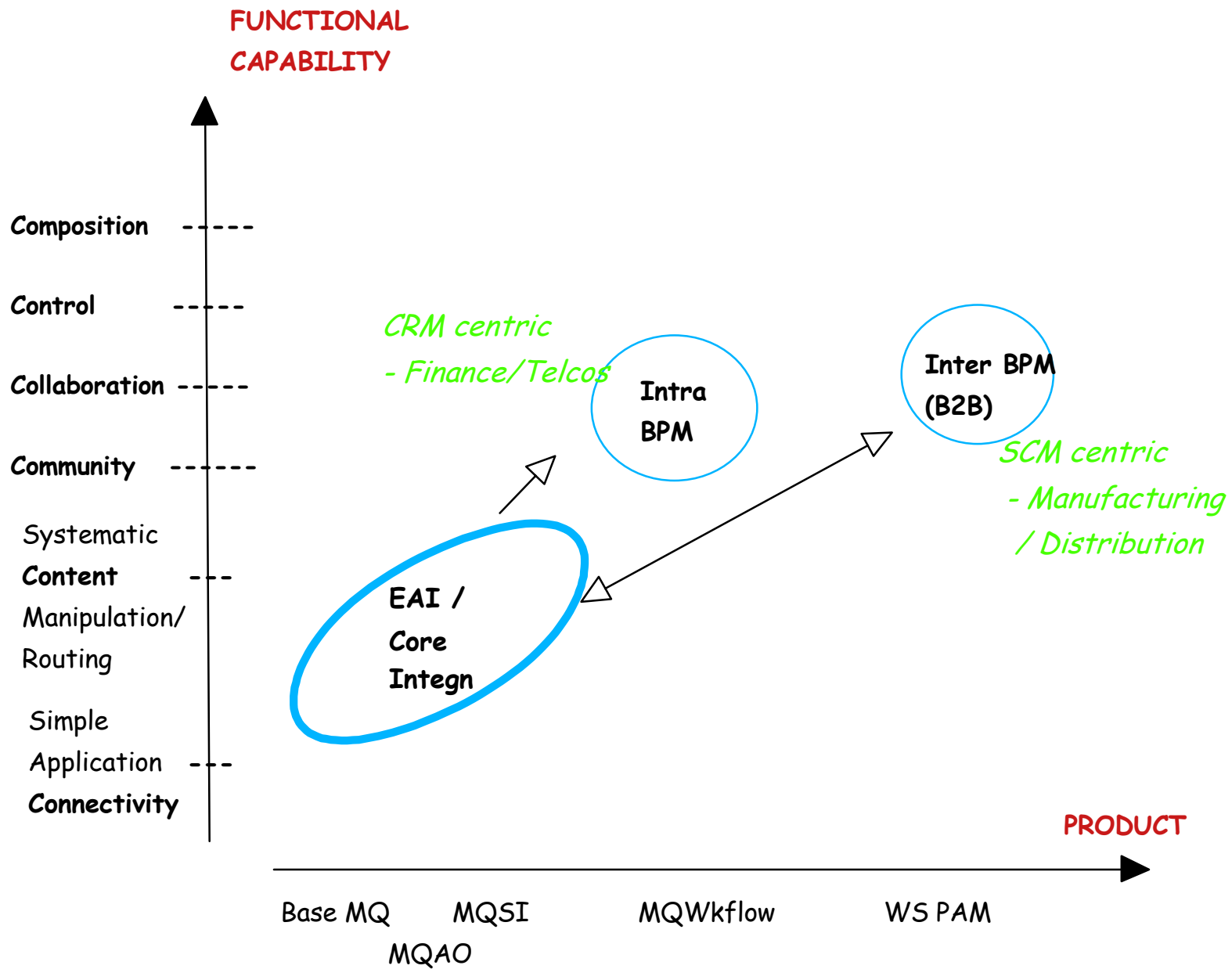


Public/Private Process Mgr: - enables system collaboration between enterprises

B2B Gateway: - single pt of contact to multiple partners

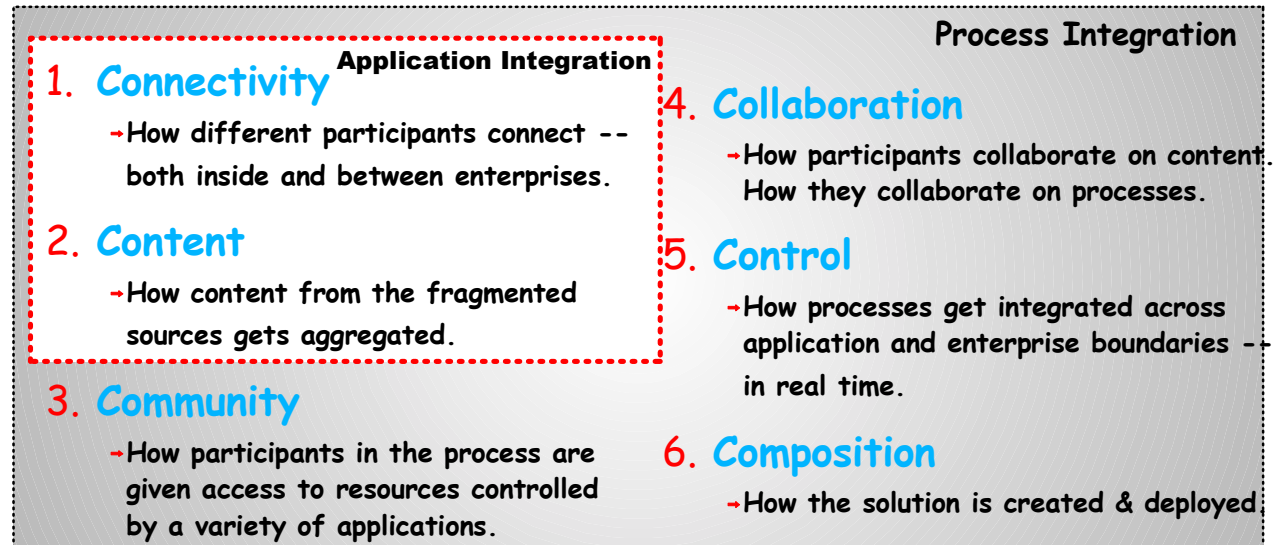
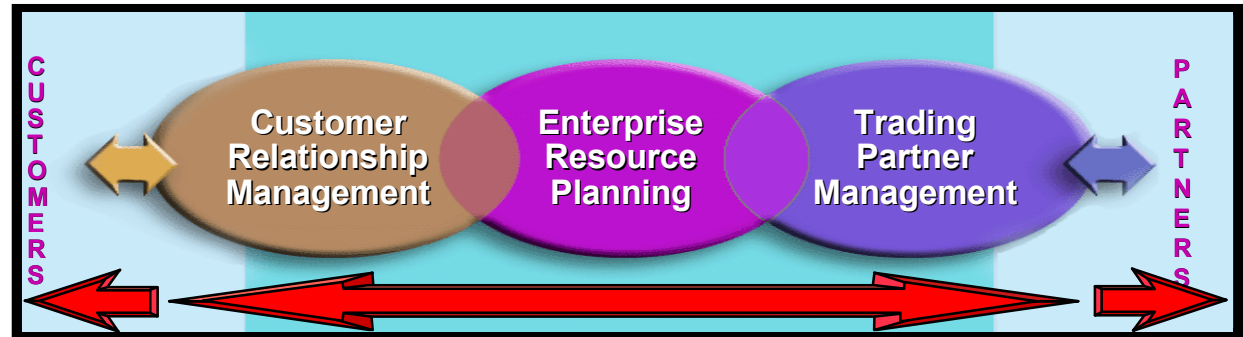
- brings together multiple bus protocols & transports

The Business Process Mgmt (BPM) Roadmap - 10/00



BPM : Partner Opportunities

Traditional entry point:
Application
Integration is key step
on the Process
Integration journey
--> MQ is de facto
standard.



Significant new opportunities to leverage MQ installed base and BPM product portfolio and provide:

- (1) complementary products
- (2) BPM related services - esp from partners with domain expertise
e.g. application / industry knowledge;
business process analysis methodologies



*Websphere Business Integrator
(WSBI) Offering
Overview*



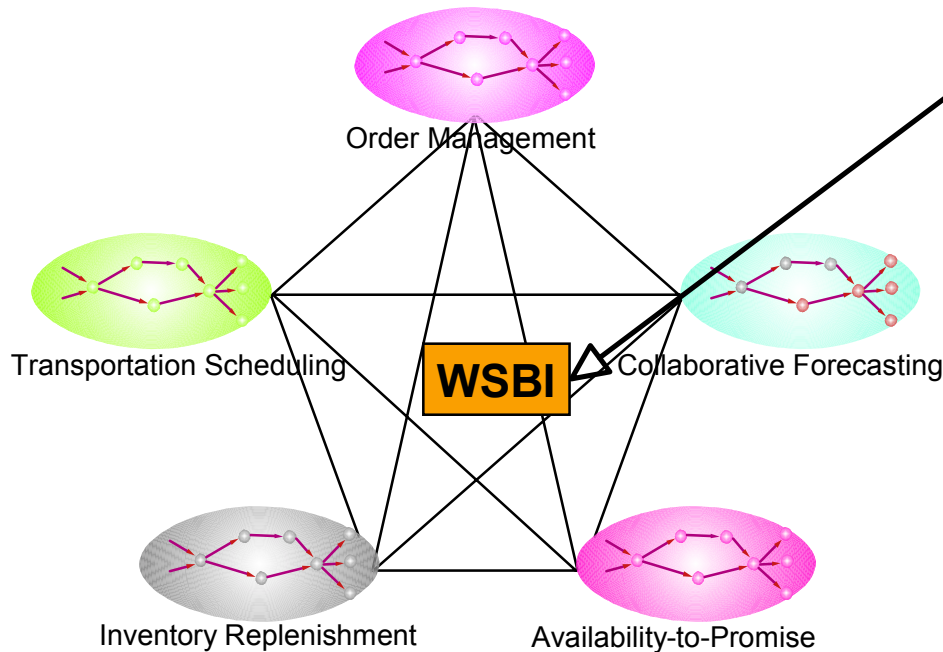
What is a Websphere (Technical) Offering?



- Group of synergistic products focusing on key customer requirements
e.g. BPM; end user experience; mobile Internet
- Objectives
 - ▶ Provide customers & partners with increasing levels of product integration to simplify & expedite e-business solution selection, development & deployment
 - ▶ New technology delivery & integration
- Benefits
 - ▶ attractive pricing when complete offering sold to end users
 - ▶ normal reseller Ts & Cs will apply
 - ▶ focused value propositions, communications, support etc
 - ▶ foundations for repeatable partner engagements
 - ▶ facilitate entry into new market spaces
- Direction
 - ▶ Provide higher levels of point product integration



WSBI Offering Overview



End-to-End Process Management
Inter and Intra-Enterprise solution
combining Process Management
B2B, and Application Integration

Usage Scenarios.

- Enterprise Depts in charge of working with external world
e.g. purchasing/e-procurement;
supply chain mgmt.
- e-Marketplace Cos
- Common view of internal
(diverse) business process

- **WSBI Delivers:**

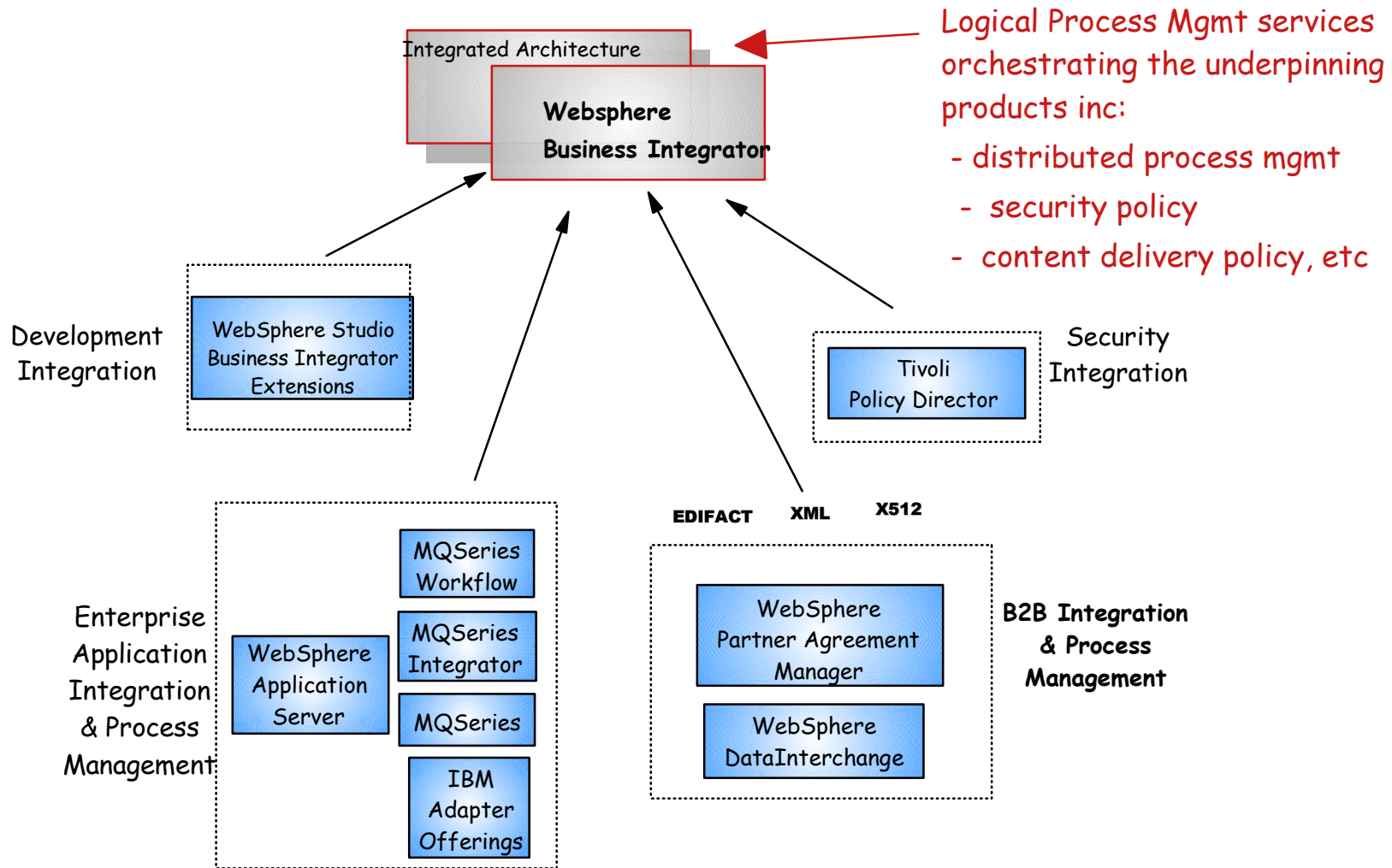
- ▶ **Cohesiveness** across the value chain
- ▶ **Business flexibility**

- **By enabling companies to:**

1. Design, create and execute business processes that span diverse applications, enterprises and people
2. Manage these processes - and the underlying operational infrastructure - as a complete system..... and adapt as business needs change.



WSBI Offering Components



- Synergistic components from the Websphere e-business platform & other IBM software
- Compatible, evolutionary growth path(s)
 - ▶ protecting programming & skill investments





● Entry

- ▶ WS Integration Core
 - ▶ **Set of Logical Process Mgmt svcs** - *inc public process manager from WS Partner Agreement Mgr (PAM) (ordered separately)*
 - ▶ WAS Adv Edition; MQ base; MQAK; Tivoli Secureway Directory (LDAP); DB2 (repository)
 - ▶ WS Studio BI extension
- Pre-requisite = WS PAM (sold separately)
Optional = WS Partner Agreement View (sold separately)

Fast Start for B2B (WS PAM) users

● Enterprise

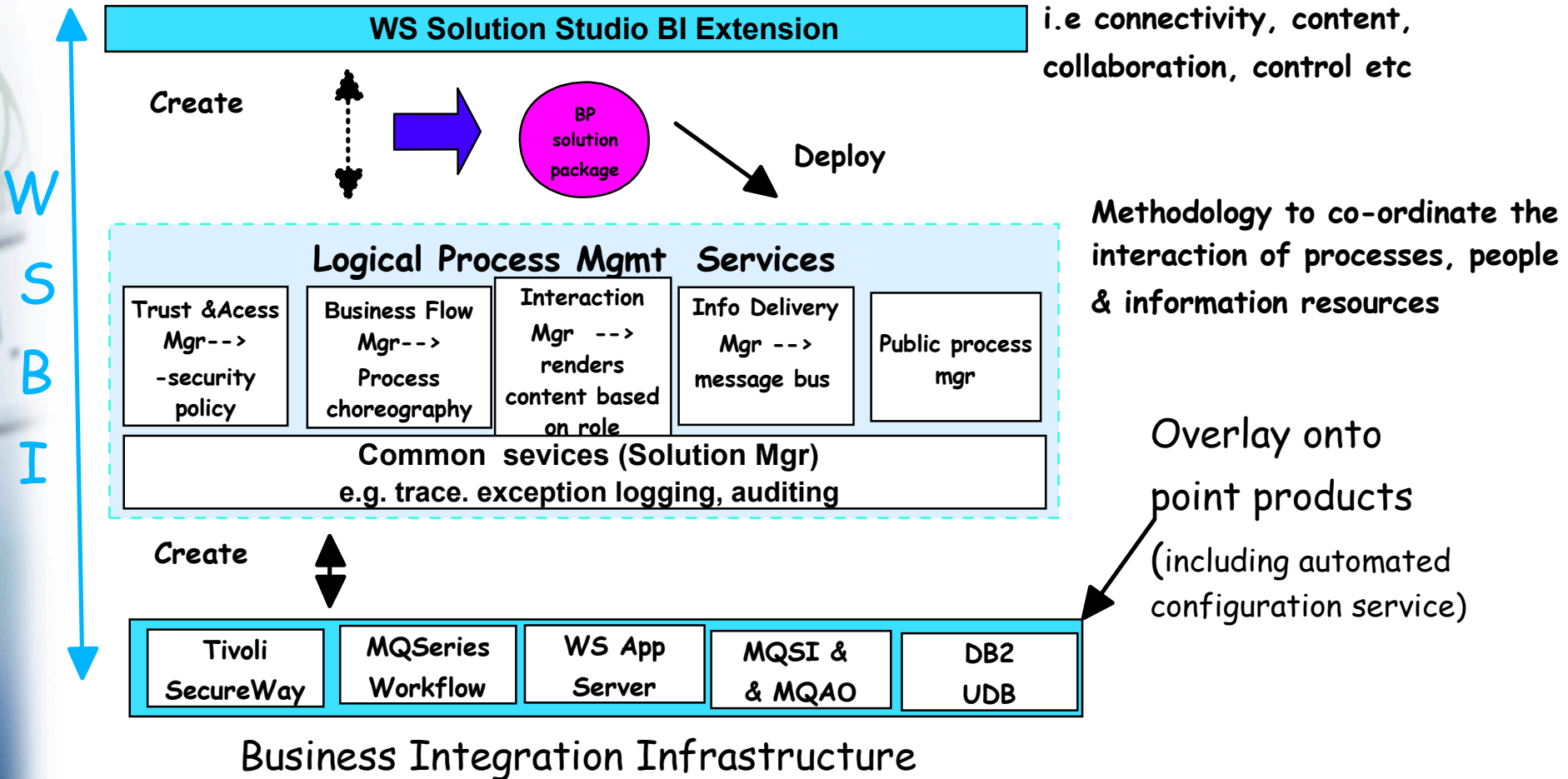
- ▶ Entry configuration... inc WS PAM etc
 - +
- ▶ WS Personalization
- ▶ Tivoli Secureway Policy Director
- ▶ MQSI, MQSeries Workflow
- ▶ WS BI DataInterchange

Full end to end BPM (intra & inter)



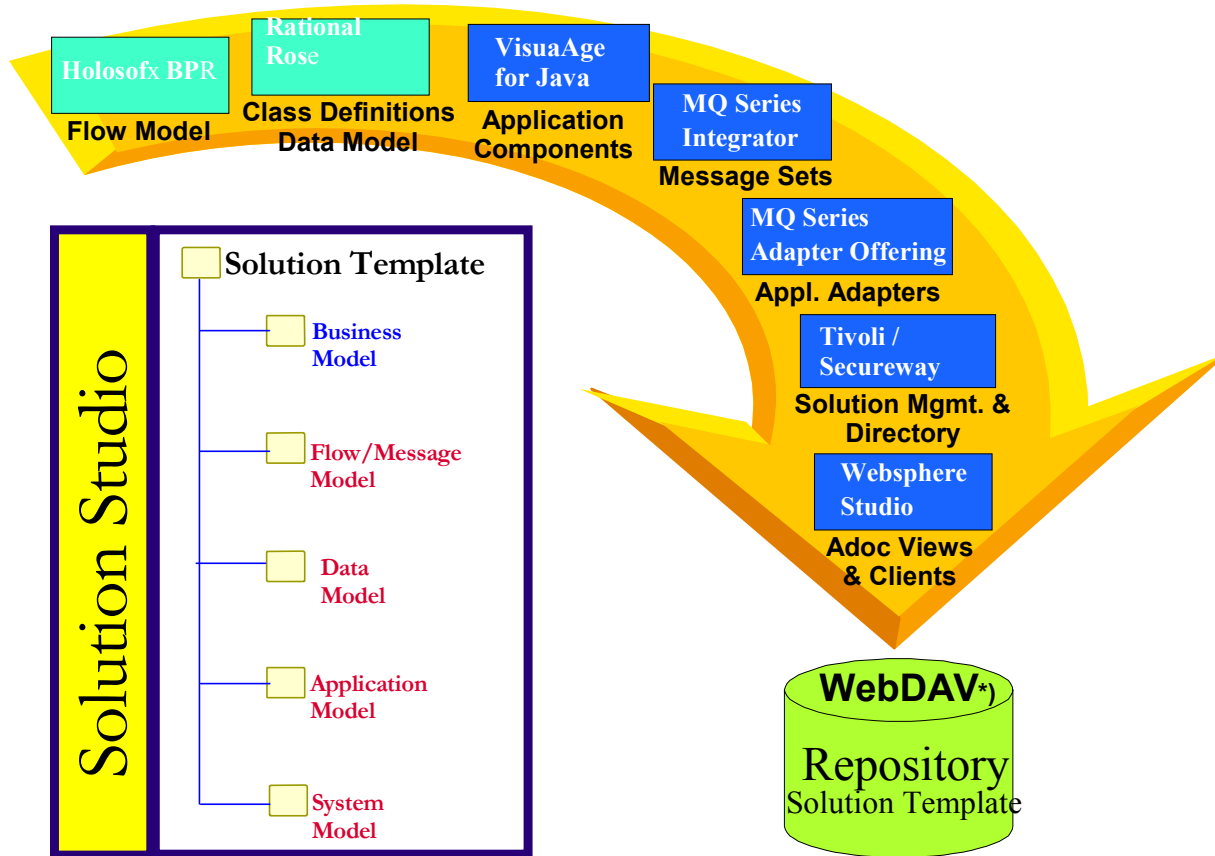
WSBI: The Concept

Workbench for creating /customizing the business process template & deploying the components that realize its execution

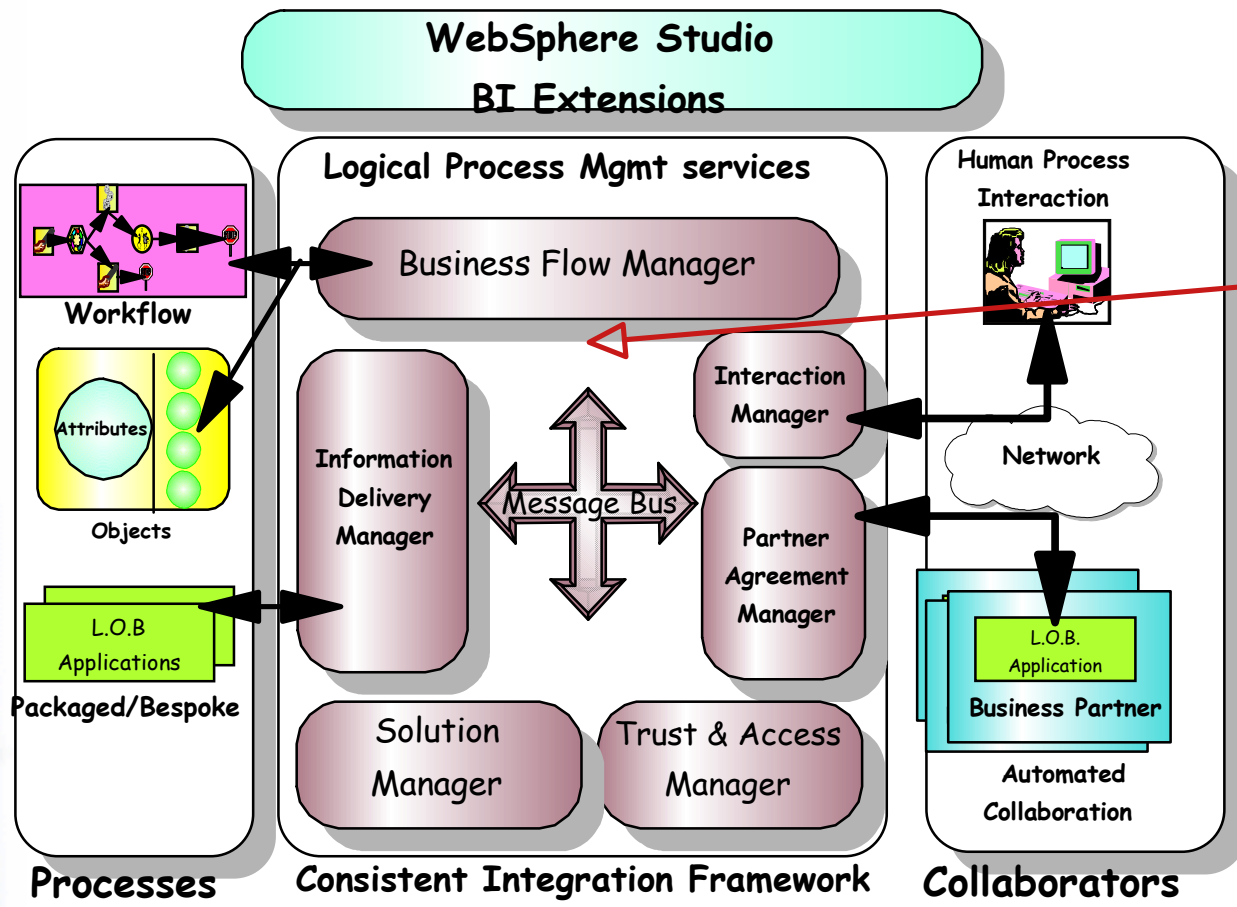


WSBI: Business Process Solution Composition

- Websphere Solution Edition BI Extensions
 - ▶ Provides a single set of tools that allow the creation & management of all the elements needed for a given Business Process solution



WSBI Deployment : Logical Architecture



The process mgmt services are functional components of the overall system, not separate products

They work with & create synergy between the underlying IBM Business Integration products to orchestrate the overall BPM solution

- Connectivity
- Content
- Collaboration
- Community
- Control

MQ base	MQSI	MQ Workflow	MQAO
WS App Server	WS PAM	VA for Java	etc





- Offering Availability:

- ▶ GA = 6/01 for W NT platform
- ▶ Statement of Intent for AIX & Solaris
- ▶ Initially, availability will be controlled while IBM & partner skills are being ramped up.

- Licensing:

- ▶ Entry: Production; Developer
- ▶ Enterprise: Production; Developer

- Pricing:

- ▶ All licenses based on standard 5 tier Capacity Unit (CU) model.
 - ▶ Pricing highly configuration dependent:
 - CUs required for every system on which any component contained in media pack is installed
 - Entry config = 2-3 servers; Enterprise typically = 5
 - ▶ Price per CU = TBA (will differ between Entry & Enterprise)
 - ▶ Capacity unit credit(s) for existing product(s) installed





Websphere BI : Partner Training

- Technical Training

Course #	Title	Duration	Target Availability
BP01	BPM & WSBI Intro	2hrs - Distance learning	6/01
BP02	WSBI Technical Intro	3hrs - Distance learning	6/01
BP20	WSBI Intsallation & Configuration	3 x days	7/01
BP40	WSBI Solution Development 1 (bus solution templates)	5 x days	9/01
BP41	WSBI Solution Development 2 (under evaluation)	TBD	TBA
BP140	WS PAM for Developers	5 x days	

- WSBI Certification - Work in Progress (outlook = 2002)

- Sales Training - TBA





Enhancements to Existing Products



1H 01 Product Announcement Highlights



- **Websphere Partner Agreement Manager V2.1**

- ▶ Extricity Alliance V4.5 functionality
- ▶ Closer integrtaiion with WSBI

Direction: platform support to be expanded from W NT to AIX & Solaris

- **MQSI V2.0.2**

Platform support extended to HP-uX & IBM I Series (AS/400)

Rules & Formatter:

- upgrade of functionality (Neon V5)
- enhanced usability e.g. Node capabilities; control center integration

MQe input node - alternative to MQe bridge (gateway) product

- **MQSI V2.1 (OS/390) - *statement of direction***

V2.0.2 (non 390) functionality +

- **MQSeries Workflow V3.3**

Further support of standards e.g. SOAP

Oracle 8 now supported (as well as DB/2)

Usability - JSP





- **Base MQ (non 390)**

- ▶ Functional upgrades/enhancements for specific platform environments
 - ▶ MQS V 5.2.1 for Windows 2K -W 2K certified
 - ▶ MQS for Compaq OpenVMS Alpha V5.1 inc exploitation of VMS clustering.
 - ▶ MQS for Compaq NonStop Kernel V5.1 inc non persistent messaging performance improvements

- **MQ Everyplace (MQe)**

- ▶ Additional platform support
 - ▶ HP-uX, Linux Intel Kernel, IBM 4690 (retail)
- ▶ New product structure / pricing
 - ▶ MQe Bridge edition (formerly gateway); Network edition (bridge w/o full MQ connectivity; MQe device use authorization (specific devices)
 - ▶ MQe retail edition (IBM 4690 networks)
- ★ MQe input node available in MQSI V2.0.2 i.e. Bridge capability

- MQ Adapter Offering - now supports Java based applications

- AMI V1.2 - policy handler & LDAP support



1H 01 Announcements Summary



Product / Offering	Platforms	GA	Key Function/ Features	Comments
WS Business Integrator Offering V2.1	W NT + stmt of intent for AIX & Solaris	6/01	xxxxComplete, flexible solution supporting processes that span applications & enterprises.	Initially controlled availability
WS Partner Agreement Mgr (PAM) V2.1	W NT + stmt of intent for AIX, Solaris	6/01	Extricity Alliance V4.5 functionality AIX, Solaris - new platform support.	
MQSI V2.0.2	AIX, WNT, Solaris & HP-UX, IBM I series (AS/400) via NT card	5/01	New platform support (HP-UX, IBM I series) Enhanced Neon function (V5.2) & integration. MQe input node Nat Language support	
MQSI V2.1	OS/390	TBA	V2.0.2 + additional function	Statement of direction
MQSeries Workflow V3.3	AIX, WNT, HP-UX, Solaris, OS/390	3/01	Oracle support. Further support of web stds e.g. SOAP. Usability (JSP wizard)	announced 3/01
Holosofx BPM Workbench	Win95 W2K, W NT	6/01	Model, simulate, analyze business processes. Provides RoI assessment.	IBM to resell Holosofx product
Holosofx BPM Monitor	Java VM platform	6/01	Monitor & report business process status.	IBM to resell Holosofx product



1H 01 Product Announcement Summary (cont)

Product	Platforms	GA	Key Function/ Features	Comments
MQSeries (base) V5.2.1	Windows 2K	5/01	W 2K certification	
MQSeries (base) V 5.1	Compaq: - OVMS for Alpha - Non Stop kernel (NSK)	5/01 6/01	MQ V5.1	Major functional upgrade from MQ V2 to V5 for these platforms.
MQSeries Everyplace V1.2	W NT, AIX, Solaris, HP-uX, Linux IBM 4690 bridge support + various device support	5/01	Additional platform & device coverage.	Simplified pricing structure introduced
MQ Adapter Offering: - Builder V1.0.1 - Run time Kernel V1.1.1	W NT AIX, Solaris, HP-Ux, AS/400, W NT & W2K	4/01 4/01	Java based adapter support	
MQ Link for SAP R/3	OS/390	2/01	MQ link now support R/3 on OS/390	SAP certified
AMI V1.2 support PAC	W NT / 2K AIX, HP-UX Solaris	6/01	Policy handler & LDAP support	Simplifies MQ programming Open Std

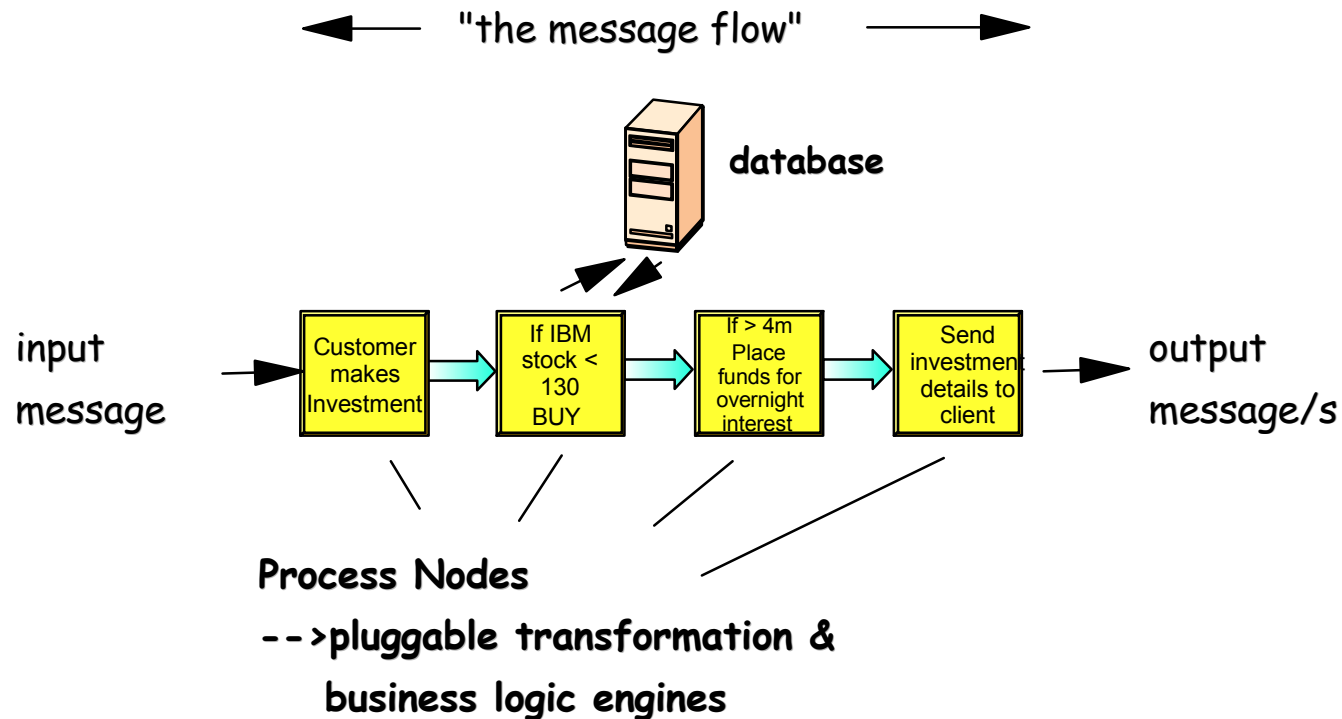




*MQSI V2 Plug In Nodes
Partner Program*



MQSI V2 Open Process Node Architecture



- Offers partners the ability to add value to MQSI based solutions by integrating their own products & services with MQSI.
 - ▶ Typical complements:
 - industry / domain specific transforms... SWIFT, EDI etc
 - system management services
- Current Complementors include:
 - ▶ BMC, Candle, Information Builders, MQSoftware, Nastel, OST Business Rules, Promenix, Taviz



MQSI V2 Plug-In Nodes Partner Program

- **Focused program of assistance & promotion** for Partners developing MQSI Plug In Nodes

- ▶ Stage 1 (getting started)

- ▶ Easy registration; easy access to NFR code; getting started support/educn

- ▶ Stage 2 (firm partner commitment)

- ▶ access to Ws Innovation Ctr support
- ▶ Lab technical mentor/advocate
- ▶ access to early code/betas
- ▶ IBM promotion of partner Node solution e.g.
 - solution page of MQSI web site & MQ Bus Partner Directory
 - Business Integrator Journal
 - participation in MQSI announcements

- **Goals**

- ▶ Expand MQSI solutions and drive revenue for IBM & Partners
- ▶ Faster time to market
- ▶ Increased market awareness of partner solution

- **More Details**

➔ ibm.com/mqseries/integrator/nodes



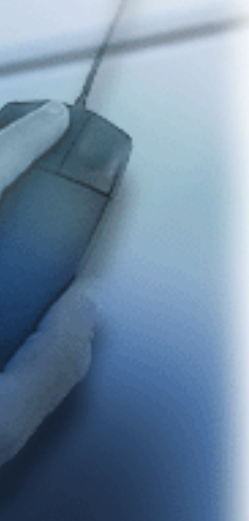


Summary & Recommendations



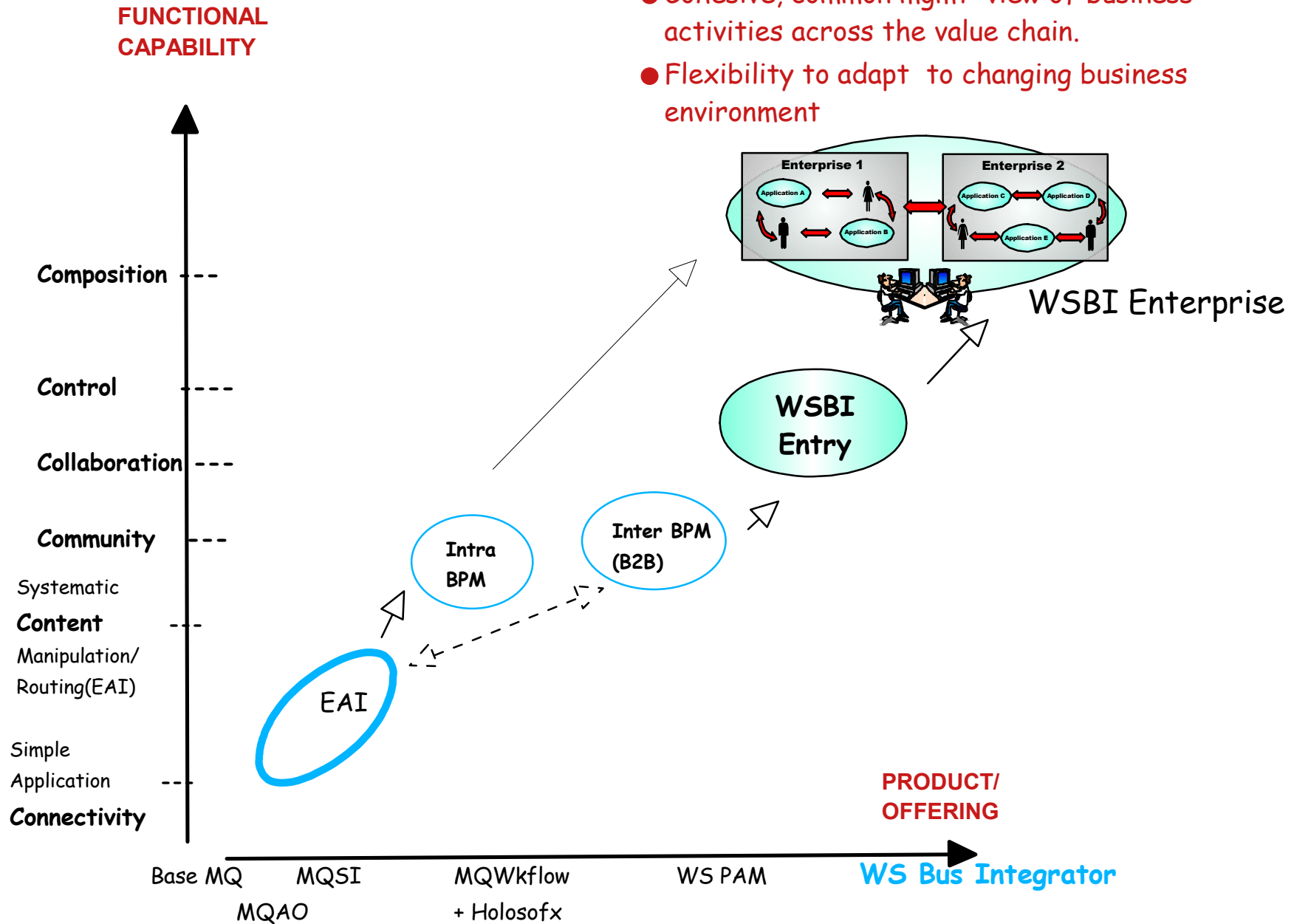
Summary

- Websphere Business Integrator Offering:
 - ▶ New member of the Websphere Integration portfolio that significantly extends the BPM vision / roadmap ...and provides a compatible, evolutionary growth path from existing products.
 - ▶ Significant Professional Services opportunities
 - ▶ Leverages other components of the the Websphere e-bus platform & other IBM software technologies
 - ▶ Comprehensive partner training program in place, including distance learning courses (6/01)
- Ongoing enhancements for members of the BPM family of products
 - ▶ Enhancements at all levels of the existing MQSeries Family & Websphere Partner Agreement Manager (PAM)
- MQSI V2 Plug in Nodes Partner Program
 - ▶ Technical & marketing support for partners to integrate their products/services around MQSI V2



Websphere Business Integrator - extending the BPM Roadmap

- Cohesive, common mgmt view of business activities across the value chain.
- Flexibility to adapt to changing business environment





● **WS Bus Integrator**

- ▶ Understand its value proposition, capabilities, positioning & migration path(s)
- ▶ Initially likely to be of immediate interest to selected business partners
 - ▶ major SIs & specific application ISVs; infrastructure ISVs
- ▶ Significant complementary opportunities for partners to install /support WS PAM / PAC as gateways to WS Bus Integrator systems

● **Existing product portfolio:**

- ▶ Continues to address the majority of current customer needs
 - ▶ Ongoing enhancements e.g. 1H 01 announcements
- ▶ Continue focusing on & supporting this portfolio
 - ▶ Align customers with roadmap e.g. MQAO based adapters
 - ▶ Significant process mgmt opportunities for partners with domain expertise i.e. application and/or industry knowledge

Intra BPM = MQWorkflow; Inter BPM (B2B) = WS PAM

- ▶ MQSI Plug in Nodes program

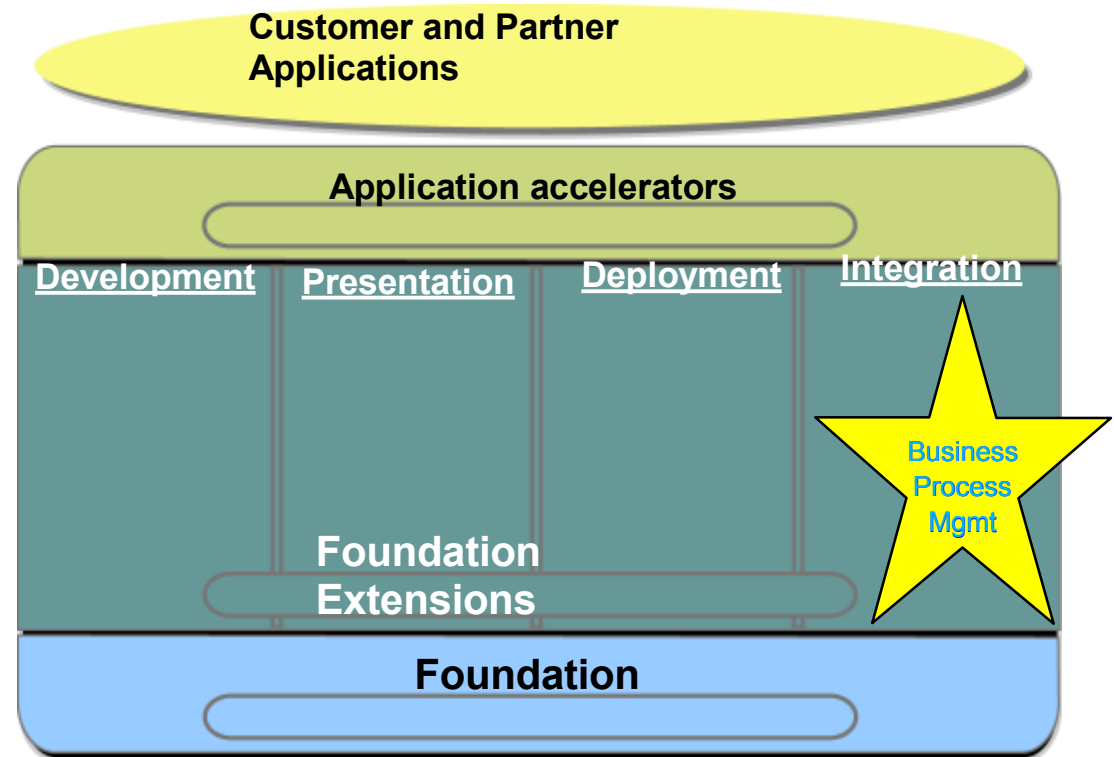




e-business



- ▶ The Websphere e-business platform
- ▶ BPM
- ▶ Offering & product announcements
- ▶ Partner support details including *Websphere Innovation Connection*



➔ <http://www.ibm.com/websphere/partners>

➔ <http://www.ibm.com/software/webservers/btobintegrator>





And Finally.....

- MQSeries ISV Conference (by invitation)
Radisson Hotel, Heathrow airport, May 14-18

- Websphere 2001 - Europe
Vienna, May 28-31

- MQSeries & CICS technical conference
Salt Lake City, June 4-8

