IBM

WebSphere software

IBM WebSphere Business Services Fabric for Multiplatforms and z/OS Version 6.1.2

Highlights

- *Comprehensive offering at the core of the IBM BPM, enabled by SOA and designed to create business services*

- *Dynamically assembles and manages composite business applications with full sharing and reuse*

- *More functions for business users provided through simplified tools and integration with WebSphere products*

- *Supports rapid response to market demands for innovative products, services or business models with the flexibility to change processes and service execution behavior across multiple business processes and disparate IT systems*

- *Policy-driven business services to provide customized business functions based on changing business contexts*

- *Faster deployment of composite business applications with optional industry content packs that reflect the extensive experience of IBM customers*

Businesses need dynamic capabilities
Businesses today are grappling with growth and customer retention issues that mandate innovation to business models and the processes that support them. Doing more with less and truly partnering with IT requires a fresh approach to enabling corporate strategies.

Optimizing business processes with dynamic capabilities provides the means to innovate new business models and to offer differentiated products and services while using existing assets. With the proper tools, businesses can give new life to existing IT assets and support business-led process change.

IBM WebSphere® Business Services Fabric enables enterprises to keep business service policies separate from business processes and create reusable business services. This creates

a highly flexible environment where the business process is dynamically assembled at run time, reusing these business services in a personalized manner based on user context and the direction provided by the business service policy. What makes working with business service policies so effective? Business service policies represent declarative knowledge written in a business context, such as "Repeat customers receive preferred status." They are not limited by hard code—so change is quick and easy.

These *business services* are created with existing IT assets and organized into reusable "building blocks." By keeping these vital building blocks and policies separate from the process, you have reusable pieces that can be dynamically assembled. The overall business process becomes highly flexible and agile.

Altering business service policies, rather than redeploying the business processes, gives organizations the ability to innovate, respond rapidly to external demands, and speed new products or services to market. Customers also gain through enhanced, customized experiences.

Most organizations are becoming increasingly customer focused. With tight competition for the market, it is crucial to provide high service levels and the differentiated products and services they demand.

Business processes optimized with WebSphere Business Services Fabric benefit from reusable building blocks, giving rise to an entirely new approach to how business services are deployed. For example, if an insurance carrier uses WebSphere Business Services Fabric, the dynamic assembly of reusable assets powers a high level of customization—an agent can assemble the right product offering for his customer by making adjustments to business service policies. Real-time changes happen without bringing down the system. Or a carrier can temporarily raise authority levels for claims adjusters to pay claims in an area hit by a tornado. A carrier can also change underwriting criteria to stop writing auto policies on a vehicle with reported safety issues.

In order for a dynamic environment like this to reach its full potential, business leaders need to share a vision with IT leaders that drives adoption of business process management (BPM) enabled by service oriented architecture (SOA) based on their objectives. Without business leaders who are aligned with IT, BPM solutions enabled by SOA become difficult to implement and stand to never realize their full potential.

WebSphere Business Services Fabric has been enhanced for business partners to deliver asset-based solutions and software stack upgrades for WebSphere products, databases and operating systems.

This comprehensive offering for BPM enabled by SOA allows you to:

- *Assemble and manage modular and flexible composite business applications (CBAs)*
- *Enable application behavior to be dynamically customized based on the context, content and contract of the service request*
- *Manage and govern the life cycle of business services*
- *Provide faster process change using business service policies and metadata that business people can more easily understand and modify*
- *Abstract previously fragmented and embedded business logic into reusable business services that are easy to publish, discover and modify, enabling you to achieve a high level of process simplicity while increasing component reuse*

Achieving greater business process flexibility and agility

WebSphere Business Services Fabric enables rapid responsiveness while extending current IT investments. And because this software is designed for extensibility and scalability, you can publish a single business service that can then grow incrementally by incorporating new services from partners, suppliers and other third parties into a central location for easy search, discovery and reuse.

WebSphere Business Services Fabric software enables dynamic business-service selection and customized service delivery through its design-time and runtime capabilities. This robust software abstracts embedded business logic into business-level policies and metadata, reducing and often eliminating hard-coded service bindings. This approach makes it easier and faster to change business processes and business-service execution behavior across multiple business processes and disparate IT systems.

Dynamic service selection offers the flexibility to customize service delivery through multiple communication channels such as the Web, business-to-business (B2B) and interactive voice response (IVR) systems.

Managing the life cycle of business services

WebSphere Business Services Fabric provides a standards-based offering to help you manage the life cycle of business services and make their assembly and deployment simple, fast and business-driven. Our life cycle management capabilities include the ability to source, model, assemble, deploy, manage and govern local and remote business services from service discovery to retirement.

These capabilities help architects and business users achieve, ensure and govern loose coupling and interoperability across heterogeneous IT environments.

WebSphere Business Services Fabric consists of the IBM Business Services Foundation Pack and the IBM Business Services Tool Pack to help simplify the business, technology, governance and

process interoperability challenges associated with business services in an SOA. The IBM Business Services Foundation Pack provides integrated runtime and management capabilities, including:

- *A highly scalable, dynamic service-selection and delivery engine based on business and user context.*
- *A centralized repository to store business services and business-level policies in conjunction with IBM WebSphere Service Registry and Repository.*
- *Management, control and automation of business-service entitlements for service subscribers.*
- *Business-services visibility and monitoring to manage performance.*
- *Navigation and visualization hierarchies and dependencies to allow for easier impact-analysis of change.*

WebSphere Business Services Fabric requires the use of WebSphere Service Registry and Repository to help facilitate service discovery, reuse and life cycle governance.

In addition, the IBM Business Services Tool Pack provides a design-time environment and tools, including:

- *Integrated Eclipse-based design tooling with a complete set of capabilities for defining, creating, assembling and integrating business services into composite business applications (CBAs).*
- *Tools that enable you to model, create, publish and manage business-service metadata models and business-level policies around operational capabilities, processes, communication channels and role-based subscribers.*

WebSphere Business Services Fabric is available in multiple languages, enabling you to use your business services across the world. Among the languages supported are English, French, Italian, German, Spanish, Brazilian Portuguese, Japanese, Korean, simplified Chinese and traditional Chinese.

Taking advantage of prebuilt, industry-specific SOA content

Get started even quicker with the optional industry content packs. These packs contain a variety of prebuilt

assets, with extensive, industry-specific best practices content designed to further accelerate deployment of business services. The extensive experience of IBM customers, distilled into the valuable content pack, helps to strengthen your implementation.
IBM offers a range of optional industry content packs:

- *IBM Insurance Property & Casualty (P&C) Content Pack for WebSphere Business Services Fabric software focuses on the P&C insurers.*
- *IBM Healthcare Payor Content Pack for WebSphere Business Services Fabric software focuses on the payor processes in health care enterprises.*
- *IBM Banking Payments Content Pack for WebSphere Business Services Fabric software focuses on payments capabilities of financial services enterprises.*
- *IBM Telecom Operations Content Pack for WebSphere Business Services Fabric software focuses on billing, fulfillment and assurance operations for telecommunications service providers.*

Strengthening IT and business alignment

Real-time insight and agility let you continuously optimize and adapt your processes rapidly to changing needs, allowing you to maintain continuous alignment between business and IT. BPM from IBM empowers you to harness the power of change through your business processes.

IBM believes that all different types of process participants, from business leaders to IT architects, can collaborate together in managing and optimizing their processes. The goal of BPM is not restricted to simply building and running a good process, but also to create processes designed for continuous optimization, supported by a continuous feedback loop, and the tools and capabilities to collaborate across multiple stakeholders within your organization.

With WebSphere Business Services Fabric at the core of your BPM enabled by SOA, you can modify business service policies—rather than processes. And it is a key component of IBM WebSphere Dynamic Process Edition. IBM designed WebSphere

Dynamic Process Edition to provide an end-to-end foundation of BPM capabilities enabled by SOA so you can continuously optimize your business processes while maintaining alignment between business and IT.

WebSphere Dynamic Process Edition includes three products:

- *IBM WebSphere Business Modeler Advanced V6.1.2 to model and simulate*
- *IBM WebSphere Business Services Fabric V6.1.2 to rapidly deploy and change*
- *IBM WebSphere Business Monitor V6.1.2 to monitor, predict and act*

BPM built on a foundation of Smart SOA

BPM is better when combined with SOA, and more specifically, when combined with the IBM Smart SOA™ approach.

The Smart SOA approach is about maximizing both business and IT value from your SOA and BPM initiatives. It demands that the principles of simplicity and robustness be applied, regardless of how basic or advanced your project is. It also recognizes that your needs are evolving along a continuum of maturity and, though you want to

make sure that you are meeting basic needs with basic projects, you also want to make sure you have room to grow when your needs become more advanced.

This approach applies not just to the underlying services in an SOA, but the business processes composed of them as well. It applies to process integrity, which refers to delivering seamless, long-running processes that span disparate systems in an SOA. Process integrity enables loosely coupled, open systems to deliver the consistency, scalability and reliability typically associated with tightly coupled systems so you can meet service level agreement (SLA), audit and regulatory objectives with confidence. Process integrity is important for projects of any size and scale and not just for huge transaction volumes.

Creating this simple yet robust foundation based on Smart SOA is critically important to BPM and helps enable it to deliver on one of its most important business benefits: helping your company become more agile and responsive so you can adapt to changing needs.

For more information

To learn more about IBM WebSphere
Business Services Fabric and
IBM WebSphere Dynamic Process
Edition, please contact your IBM mar-
keting representative or IBM Business
Partner, or visit the following Web sites:

- **ibm.com**/software/integration/
  wbsf/sysreqs/
- **ibm.com**/software/integration/wbsf/
- **ibm.com**/software/integration/wdpe/

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