

*On Demand Business solutions for SAP systems
To support your business objectives*



WebSphere software



**Maximizing the flexibility of your SAP systems using
WebSphere software solutions.**

You've chosen SAP applications to manage valuable information and processes—and you know the advantages. Making better decisions. Increasing efficiencies. Improving customer satisfaction. In a constantly changing business climate, you can't afford to define your business strategy based on information that resides in dispersed applications, on out-of-date infrastructures. You need to be able to quickly access crucial information in many formats and from a variety of sources to make intelligent decisions. And you must use all of your business assets—your SAP systems, other applications and human resources (HR)—to create an on demand business, where important, up-to-date data is easily accessible by the people who need it, when they need it.

If you use SAP enterprise resource planning (ERP) software or SAP NetWeaver software, you can use IBM WebSphere® software solutions to:

- *Improve business responsiveness with end-to-end integration across and beyond your enterprise.*
- *Extend existing SAP applications to provide seamless collaboration with other applications in a heterogeneous infrastructure environment.*
- *Deliver personalized interaction with SAP applications and content, as well as processes, systems and people.*
- *Provide a single source of product information to use across your value chain.*
- *Achieve interoperability between WebSphere solutions with SAP applications and SAP NetWeaver.*
- *Increase business flexibility and productivity across your enterprise, with open standards and best-of-breed service-oriented architecture (SOA) approaches.*
- *Deploy a complete IT solution that addresses changing business requirements, as your needs dictate.*



Address your business challenges by using WebSphere software solutions to enhance your business agility

To facilitate collaboration between processes and people, many organizations have traditionally relied on labor-intensive and siloed approaches, such as point-to-point integration or writing custom code, to integrate billing with customer service or to connect human resources to financials. These approaches are expensive to maintain and modify as your business evolves. And as your integration needs change, the time and expense to develop and maintain custom links between applications only increases.

To align your IT infrastructure with your business goals, you must maximize your organization's ability to be flexible and responsive to competitive threats and new opportunities. How? You need to make the most of existing SAP systems and investments by integrating them with new systems and applications. By using WebSphere software solutions to integrate your SAP ERP and SAP NetWeaver solutions with other applications in your IT Infrastructure, you can feed

data and implement business processes directly from other systems—without reentering, duplicating or omitting vital steps in your process. With WebSphere software as the foundation of your IT infrastructure, you can integrate the various systems, applications and data across your enterprise to maximize business flexibility, reduce your total cost of ownership (TCO) and earn a faster return on your investment in SAP assets.

Helping you build a robust service-oriented architecture

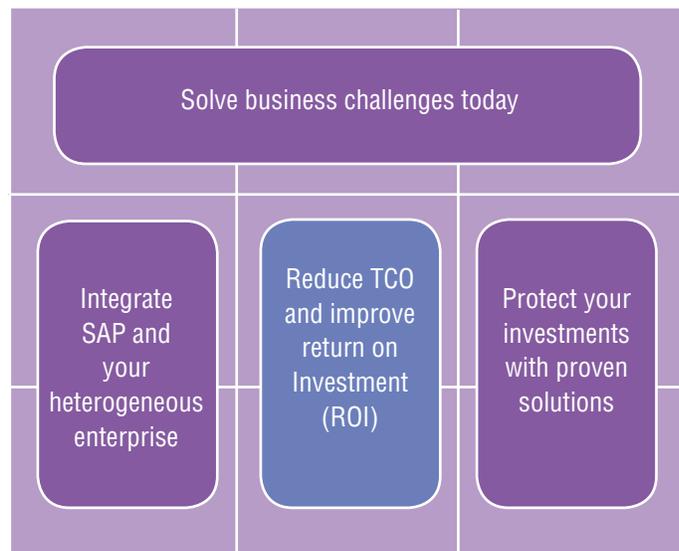
An SOA can enable you to develop a business-process platform for your business. Like most businesses, your organization might have developed your IT architectures over time, based on silos of applications and resources designed to solve individual business problems. As a result, you are now dealing with an increasingly complex architecture that's causing you to spend more on maintaining existing resources than on new project development. WebSphere software solutions can help you meet these challenges by enabling you to build an SOA based on open messaging standards that provide the foundation you need to develop a successful on demand operating environment. An SOA helps you extend the usefulness of past investments, while enabling you to build new application systems and reuse components of software code. You write an application only once. After that, you can enable business services to call an application and reuse its functionality.

By deploying an SOA approach based on leading-edge WebSphere software, you can minimize your business risk by adopting a flexible, reliable and standards-based application infrastructure. You can unlock the latent value in your SAP assets by unifying your heterogeneous IT infrastructure onto a common deployment platform, development paradigm and administration model. WebSphere software uses Web services as an open-standards-based

integration mechanism to connect application assets. As a result, you can provide business managers with the flexibility to respond quickly to changing market demands, market opportunities and competitive threats—and enable business growth in the process. And because IBM is a leader in its commitment to the creation and adoption of open standards, WebSphere software provides a vendor-neutral solution that offers the flexibility to choose, change and interoperate with your strategic business applications (both SAP and non-SAP), business partners and customers.

Integrate SAP and heterogeneous environments

Consider flexibility. Unparalleled connectivity. Adapting to changes in the marketplace quickly. All without a huge investment in time, money or resources. Choosing software solutions based on open standards provides the tools you need to pursue your on demand business goals. Protect your current SAP and other IT investments, whether inherited or purchased. And better leverage your organization's IT resources to implement your business objectives.



Using WebSphere software as part of your heterogeneous infrastructure offers a variety of benefits.

Integrating your SAP and enterprise systems with WebSphere software enables users to be plugged into all your business processes—including SAP, the applications that run customer relationship management (CRM) applications, supply chain management (SCM) applications, back-end databases, HR applications and hosted applications, like IBM WebSphere Portal. Rapid access to the right resources means faster response times for everyone in your value chain. Increasing productivity provides you with more opportunities to innovate your products and services—helping you gain, and sustain, competitive advantage. As a result, your business can more efficiently respond to and manage the internal and external conditions that influence it, enabling you to quickly realize the strategic and financial benefits of on demand business.

Lower your total cost of ownership

Justifying expenditures in a tough economy can be difficult. Tighter budgets force you to set priorities. You must concentrate on how to make your business more agile. More responsive. And more competitive—even as you minimize your risk. WebSphere software can deliver value by helping your organization adapt to market conditions more effectively, and by enabling you to more effectively align business processes—and

the technology that supports them—with your overall organizational objectives. You can lower your TCO by taking advantage of robust, open-standards-based WebSphere software that lets you tap the full potential of your corporate resources. You can reduce development-team labor hours and the time required to implement planned upgrades, daily maintenance and enhancements by reusing critical IT assets.

The result is a high-performance infrastructure that enables your organization to respond quickly to the dynamic needs of customers, partners and suppliers—with fewer resources, at less cost. An integrated infrastructure with WebSphere software at its foundation can help you:

- *Manage complex business processes with less overhead—helping to streamline operations.*
- *Process, share and manage information across your organization through a security-rich, efficient infrastructure.*
- *React in real time to the most up-to-date information to promote more-informed, faster decisions.*

“IBM continues to lead in market share in application servers, portals, message-oriented middleware and transaction-processing middleware in 2004.”

*– Gartner Research, April 12, 2005**

Ultimately, a security-rich, integrated on demand operating environment can turn organizational structures into proactive, adaptive value chains ready to respond to market and consumer shifts. The more fully you integrate and leverage all the components of your IT infrastructure, the more you can take advantage of changing market dynamics—and capture revenue opportunities at a lower cost.

Protect your investments with market-leading WebSphere software solutions

WebSphere software solutions interoperate virtually seamlessly with SAP and other applications in a heterogeneous infrastructure environment.

IBM WebSphere Portal

With WebSphere Portal software, people can interact with the on demand world in a personalized way. From a single point of access, customers can automatically get the dynamic information they need. They can quickly run business processes across critical applications and collaborate with portal users to make decisions faster. By providing industry-leading portal solutions for your on demand business, IBM helps you improve employee productivity, cut costs and strengthen relationships with your customers and trading partners.

IBM WebSphere Application Server

WebSphere Application Server—the premier Java™ 2 Platform, Enterprise Edition (J2EE) and Web services-based application server—is available on a broad number of platforms and provides a robust, proven environment for Java applications.



***Cirque du Soleil's* productivity soars with WebSphere business-integration software**

Voice. Movement. Music. With each awe-inspiring performance, *Cirque du Soleil*® thrills audiences around the world with spectacles that combine acrobatics, visual arts, dance and music. A worldwide organization active in 20 countries, *Cirque du Soleil's* productions serve as models of innovation and quality in the performing arts. As the company's talent pool and management skills have increased, the magic that *Cirque du Soleil* provides to mass audiences has come to rely on as many as 180 IT applications.

To maintain a sustainable growth rate while keeping production standards and employee productivity on the rise, *Cirque du Soleil* decided to integrate its application environments—including its SAP ERP systems—onto a single, standardized platform for access and development. The company chose IBM WebSphere Business Integration Server Express Plus because of its ability to integrate quickly and reliably with its existing applications. “We also made this choice because IBM offers a price-competitive solution to mid-size companies,” says Danielle Savoie, vice president, information technologies, *Cirque du Soleil*. “We could never have afforded such sophisticated technology without the pricing of this product.”

WebSphere Business Integration Server Express Plus provides smooth process integration between the SAP application in *Cirque du Soleil's* accounting department and the consolidation program used by the financial reporting department. As a result, employees can now fly through the processes that support *Cirque du Soleil's* onstage acrobatics.



TransAlta energizes information access with WebSphere and SAP portal solutions

With annual revenues of more than C\$2.5 billion, TransAlta is the largest nonregulated power generation and wholesale marketing company in Canada. The company has used SAP since 1995, replacing some 40 disparate applications with a single, unified view of enterprise-wide information and business processes. In 2000, TransAlta migrated its SAP systems to IBM *@server*[®] pSeries[®] machines, effectively putting SAP and IBM at the foundation of TransAlta's business-information strategy.

The company was also using collaborative technologies, such as IBM Lotus[®] Domino[®], IBM Lotus QuickPlace[®] and IBM Lotus Sametime[®] software. "We could clearly see the benefits of integrating these technologies with our core SAP systems," says John McGrath, program manager on the TransAlta Enterprise Portal project. To meet this objective, TransAlta created a single business portal—using WebSphere Portal and SAP Enterprise Portal software, along with WebSphere business-integration technology—that allows users access to SAP, Domino and standard desktop office applications, all from the same single-user environment and signon.

The look and feel of the WebSphere portal is tailored to the precise look and feel of the SAP Enterprise Portal—so closely, in fact, that the dual portal appears to be a single interface to users, because of the flexibility of the WebSphere Portal. The single user login spanning WebSphere Portal, SAP Enterprise Portal and all SAP applications grants access to relevant application areas without the need to reauthenticate from system to system.

IBM WebSphere process-integration solutions

WebSphere process-integration solutions bring together isolated applications and processes—both inside and outside your enterprise—into a comprehensive unit that can support your company's business strategy. Model your enterprise business processes, perform activity-based costing, simulate the processes and deploy them. And monitor and manage your processes as they run.

IBM WebSphere Business Integration Modeler

WebSphere Business Integration Modeler includes tools to help you model, simulate and analyze complex business scenarios quickly and effectively before they are implemented. These capabilities help you maximize productivity because you can design an application before asking developers to invest their time and resources into programming it.

IBM WebSphere MQ

WebSphere MQ software enables you to integrate people, partners, processes and applications on a common infrastructure to help maximize efficiency. Address your integration needs—no matter where you are on the integration continuum—from simple connectivity all the way to a fully integrated, on demand business.

IBM WebSphere Product Center

WebSphere Product Center provides a comprehensive product information management solution that allows organizations to manage multiple dimensions of product information—including items, locations, trading partners and all of the links among these entities, such as prices and trade terms. You can use WebSphere Product Center to more efficiently deploy product and service information across countless customer, partner and employee touch points. Data-cleansing and cross-referencing capabilities available through a range of included tools are front-end activities that feed product data into WebSphere Product Center. This solution complements SAP SCM solutions by providing robust inventory-control function.

IBM WebSphere Commerce

WebSphere Commerce software provides a robust, flexible infrastructure based on a unified platform for running large, high-volume business-to-business (B2B) and advanced business-to-consumer (B2C) e-commerce Web sites for global businesses.

IBM WebSphere Business Integration Adapters

IBM WebSphere Business Integration Adapter for SAP Exchange Infrastructure enables business applications to send and receive business data and events as XML messages asynchronously. IBM WebSphere Business Integration Adapter for SAP supports all of SAP's interfaces and presents users with numerous integration options with relatively little risk. WebSphere Business Integration Adapters can help you pinpoint specific capabilities that can address your particular business needs today.

Put WebSphere software to work for you

Combining robust, industry-leading WebSphere software with IBM's breadth and depth of expertise and investment in continuing to develop best practices and cutting-edge solutions makes IBM uniquely qualified to address your unique business requirements. Using WebSphere software to integrate your SAP and other enterprise systems can help you maximize your business performance and lower costs.

This full suite of best-of-breed, integrated software based on open standards gives you the flexibility to adapt on the fly in a dynamic marketplace. The choice to migrate or replace function on a schedule that suits your business needs. And the ability to reduce the TCO of your IT infrastructure—and to achieve a faster return on your investment in new technology. Through an integrated infrastructure based on WebSphere software, you can simplify and connect your assets—and get more for your money from the applications that already run your business.

For more information

To learn more about how IBM WebSphere software can help you make the most of your SAP systems, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/websphere

To learn more about service-oriented architectures from IBM, visit:

ibm.com/soa

To learn more about the IBM and SAP Alliance, visit:

ibm.com/solutions/sap

“The use of WebSphere solutions as a front-end with SAP applications in the back-end is a leading-edge combination. We achieve the highest measure of integration and can connect all our systems to each other. Thanks to WebSphere software, interoperability and compatibility aren't issues for us. After all, hardly any company has a homogeneous landscape, something always has to be connected.”

— Dr. Jan Schaumburg, manager, Worldwide Beta Test Site, IBM Global Services



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Software Group
Route 100
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U.S.A.

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07-05
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* Correia, Joanne M., Biscotti, Fabrizio, Wurster, Laurie F. and Dharmasthira, Yanna. "Market Share: AIM and Portal Software, Worldwide, 2004, Preliminary (Executive Summary)," Gartner Research, April 8, 2005.

CIRQUE DU SOLEIL.
A decorative graphic element consisting of a horizontal line with a central flourish and small vertical lines extending downwards from the line.



G224-9199-00