

SOA solutions
To support your business objectives



WebSphere® software



Move to IBM WebSphere: The best choice for SOA



With the increasing pace of business, companies are challenged to continually improve results and the customer experience while retaining the ability to respond quickly to market changes. Meeting this challenge requires the alignment of business needs with your IT infrastructure to integrate applications and implement business processes seamlessly across the enterprise.

To align business and IT, more people are looking to a service oriented architecture (SOA). As a business-driven IT architectural approach, SOA supports integrating the business as linked, repeatable business tasks, or services. This flexible approach allows organizations to update, reorchestrate or incorporate new tasks to meet changing business conditions without rebuilding their systems.

Your choice of technology infrastructure for SOA is a strategic decision. In a consolidating middleware market, customers find themselves in a difficult position — weighing the promise of improved capabilities against the reality of rationalizing product road maps and the ability of your IT vendor to deliver real value.

IBM WebSphere improves business agility and delivers value with a robust and reliable software platform for SOA

IBM understands service orientation and how it can affect your business. Other vendors go to great lengths to position their products and services as SOA-ready. However, these vendors cannot supply the breadth and depth of capability required to realize the full potential of SOA. Their products lack a level of *enterprise readiness*, which provides the integrity, flexibility, reliability and performance that are essential to enable SOA across your company.

With IBM, you partner with the experienced, middleware leader that consistently provides the highest quality of software and level of support you deserve. IBM WebSphere® is an integrated, robust software platform that is designed to deliver greater performance and reliability with clear product road maps. This helps you achieve sustained business agility and quality of service while reducing costs — all with an IBM Smart SOA™ approach.

Why move to IBM WebSphere?

When you take the next step to IBM WebSphere software, you take the Smart SOA approach. Here are just a few reasons to make your move.

Reason #1: Process integrity

The services created in an SOA represent repeatable business tasks that support your actual business and that need to be treated with the same level of rigor, discipline and consideration that you would have for any other business-critical application. In a world where a service implementation is not necessarily isolated to a single component or a single environment, it is critical to bring the right levels of integrity to your environment to ensure robust, reliable performance.

Process integrity is the degree to which loosely coupled open systems deliver the reliability, consistency, scalability and predictability of tightly coupled closed systems. IBM has built process integrity into its offerings with the thoroughness it deserves, taking into account the specific needs of transaction integrity, information integrity and interaction integrity.

- **Transaction integrity:** *Running transactions consistently with the ability to recover as required*
- **Interaction integrity:** *Providing users with up-to-date, secure access to information and content*
- **Information integrity:** *Ensuring reliable, complete and manageable information*

Enterprise readiness requires more than basic SOA components, such as application servers, enterprise service buses (ESBs), tools for business process management (BPM) and portals. Enterprise readiness requires robust quality of service for your business processes. While many vendors can demonstrate proficiency in creating, consuming or orchestrating services—or all three—in a carefully controlled proof of concept, few can transcend that success to implement end-to-end solutions in the realities of a production environment. IBM WebSphere is designed for this, and the portfolio has been proven dependable, reliable and extensible. WebSphere can deliver better process integrity, which translates into superior performance for your applications environment.

Reason #2: Stability

When choosing your infrastructure for SOA, you want the stability of a platform with a common, core integrated run time and tooling. You also should be evaluating a vendor's product plans to determine how you progress to future releases while ensuring support for the products you are using today.

IBM WebSphere is designed to provide clients with the most stable and reliable foundation for their SOA environments. WebSphere has an integrated runtime environment that consistently uses Eclipse-based tools. Our standards-based deployment packages help improve administrator productivity and reduce human error. We also have a unified administrative environment with wizards and tools to configure applications. All of this leads to improved productivity and lower administration costs.

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Other vendors are challenged by mixed-code bases from acquisitions that raise questions about the future evolution of their offerings and the potential for forced migrations. They also rely on third-party components and tooling, all of which further complicate your development, deployment and performance.

IBM takes protecting customer investments seriously by providing a migration path with tools to support the transition to a new release. IBM also offers long-term road maps that help ensure ongoing support and eliminate concerns about product abandonment.

Reason #3: Choice

Enterprise applications are rarely isolated, stand-alone entities. They need to be integrated with other applications and processes, often running on different platforms. Adherence to open standards and the ability to provide connectivity and business transaction integrity in a heterogeneous environment is crucial for successful enterprise applications integration.

IBM is a true heterogeneous integration vendor. We build it right into our business model. WebSphere's application-neutral platform offers unmatched heterogeneous connectivity to other applications across your enterprise and with partners and customers.

Other middleware vendors also sell applications or have closed standards. Through selective adoption of standards, other vendors can limit your choice and flexibility in architecting your environment.

IBM has a complete, standards-based platform. This enables our clients to enhance business agility while preventing vendor lock-in and saving money in the long run.

Reason #4: Value

How do you determine the value of an IT investment? Start by identifying aspects of the software investment that impact your business, such as time to market, agility, speed of development, investment protection and integration. Then quantify the value of each aspect by determining its corresponding business benefits.

Not every software product delivers the same level of business value and benefit—even when the features and functions appear similar. To account for these different levels, you need to identify and quantify the factors that deliver business value over the long term and incorporate them into your total cost of ownership (TCO) analysis. What goes into TCO? Acquisition and maintenance costs to start with. But TCO includes much more; there are hardware and software costs, administration costs, training and support costs, and integration costs to consider.

With IBM WebSphere, you get superior performance, scalability and development productivity that can have a positive impact on the business. These capabilities contribute to the agility that enables you to respond to customer demands more quickly. An integrated toolset enables your people to work more efficiently and productively, which has a clear financial benefit as well as speeding the process of integrating and managing the IT infrastructure.



	Greater agility in specific, departmental business areas	Optimization and innovation across end-to-end business processes	Business model innovation to support the globally integrated enterprise	Predictive business automatically responding to market forces
Value to business	Foundational	Extend end to end	Transform	Adapt dynamically
	Basic		Advanced	
	Focused, proven, high-ROI projects	End-to-end business process management to innovate and optimize	IT for strategic advantage and business model innovation	Technology becomes invisible
Value to IT				
% functions expressed as services	<10%	<40%	<80%	<80%
% of services reused	<5%	<20%	<50%	<50%

The Smart SOA approach delivers distinct value with every style regardless of where you choose to engage.

WebSphere performance and scalability also help reduce the number of licenses and resources needed to implement and maintain your solution. Unlike some vendors, we also offer fair terms on deployment and maintenance. For example, IBM only considers the core server technology in its licensing model instead of the total number of servers used for the core and secondary components. All this helps to minimize TCO. Taken together, the business value and cost reductions from implementing SOA with IBM can improve your return on investment (ROI).

Reason #5: Expertise

The most successful organizations implement SOA with a focus on business value and use tested and proven techniques. They are partnering with vendors who will help them realize and maximize their returns. With significantly more experience than other vendors and the largest market share¹, IBM is uniquely positioned to embed guidance based on real customer deployments into SOA as part of our Smart SOA approach.

SOA, as we see it, is an architectural approach, not a product suite. Given that it is an approach and an architectural style, there is a smart way of going about it. The Smart SOA approach is a set of guiding principles we developed from working with the more than 5700 clients to date who use our SOA offerings, including WebSphere.

With its Smart SOA approach, IBM helps you marry your IT projects to your business goals, promoting IT convergence with the business. Smart SOA also helps ensure that you gain business value for all of your SOA projects, from foundational to advanced projects.

IBM's SOA expertise extends to industry verticals as well. With industry-specific frameworks and tools in prebuilt business service templates, IBM helps customers quickly automate end-to-end business processes in an SOA. These software packages, combined with the composite applications from WebSphere developers and partners in our SOA catalog, offer a compelling solution.



Moving to IBM WebSphere

There has never been a better time to consider migrating to IBM WebSphere. Our robust portfolio of SOA technologies can provide practical ways to improve your ROI through lower costs and offer software investment protection. IBM will work with you to provide a clear understanding of the migration process and benefits. With IBM and its partners, you gain access to a highly trained team that can assess your current situation, discuss key business objectives and develop a customized solution that includes implementation and continued support.



Key SOA offerings		
Customers	Business needs	Product choice
Customers looking for a solid SOA foundation for assembling, deploying and managing applications	<ul style="list-style-type: none"> • Maintain near-continuous uptime for critical applications. • Increase time to value with performance improvements. • Scale quickly and securely across the broadest set of platforms in the industry. 	IBM WebSphere Application Server family delivers the secure, scalable and resilient application infrastructure you need for SOA. Build and deploy reusable application services quickly and easily, with a simple set of tools and interfaces.
Customers looking for a flexible connectivity infrastructure to seamlessly integrate applications and services	<ul style="list-style-type: none"> • Easily and reliably route business data between applications. • Protect your existing and ongoing investments in applications and data structures. • Dynamically meet changing business processing loads. 	<p>IBM WebSphere Enterprise Service Bus delivers a standards-based connectivity and integration solution that allows you to create and deploy interactions quickly and easily between applications and services, with a reduced number and complexity of interfaces.</p> <p>IBM WebSphere Message Broker integrates multiple applications, networks and device types using a platform-independent-based ESB that lets you conduct business reliably and securely.</p>
Customers looking for a high-performance business engine to help form processes to meet business goals	<ul style="list-style-type: none"> • Standardize, automate, integrate and manage key business processes. • Use one common model to orchestrate, mediate, connect, map and implement the underlying IT functions. 	IBM WebSphere Process Server deploys and implements processes that orchestrate services within your SOA or non-SOA infrastructure. It helps ensure that the processes you design are implemented consistently, reliably, securely and with transactional integrity.
Customers looking for a development tool for building SOA-based BPM and integration solutions	<ul style="list-style-type: none"> • Render existing IT assets as service components. • Assemble complex business solutions with minimal skills. • Visually define the sequence and flow of business processes. 	IBM WebSphere Integration Developer is the common tool for building SOA-based BPM and integration solutions across IBM WebSphere Process Server, IBM WebSphere Enterprise Service Bus and IBM WebSphere Adapters.
Customers looking for core portal services that deliver role-based applications and content	<ul style="list-style-type: none"> • Obtain organizational productivity from improved user experience. • Realize accelerated deployment of content, applications and processes. • Achieve increased operational efficiency. 	IBM WebSphere Portal software provides a composite application or business mashup framework and the advanced tooling needed to build flexible, SOA-based solutions, as well as the unmatched scalability required by any size organization.

Extending your existing infrastructure

Are you still hesitant about making any changes to your IT environment at the moment? IBM will help you understand alternatives to product migration and provide an approach that extends your existing investments with the WebSphere brand. IBM offers a variety of integrated products and solutions to enhance the capabilities of your current infrastructure without disruption:

- *Accelerate deployment into an SOA environment with industry-specific best practices using IBM WebSphere Business Services Fabric and its associated IBM Industry Content Packs.*
- *Improve IT governance and the ability to quickly respond to business needs using IBM WebSphere DataPower® SOA Appliances and IBM WebSphere Service Registry and Repository.*
- *Improve security and XML performance and enhance your existing architecture with WebSphere DataPower SOA Appliances.*
- *Help lower cost and improve scalability with IBM WebSphere Extended Deployment.*
- *Monitor your business with IBM WebSphere Business Monitor.*

IBM WebSphere: The reliable, forward-thinking choice for SOA

Whether you are considering migration or looking to extend your infrastructure, WebSphere is the best choice for your SOA needs. The WebSphere family's robust and proven product portfolio, coupled with our core competency in middleware and a dedication to open computing makes IBM the established SOA leader. We are already driving SOA success for many clients.

For more information

To learn more, contact your IBM representative, IBM Business Partner, or visit:

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¹ Eustis, Susan. "Services Oriented Architecture (SOA) Engine Market Opportunities, Strategies and Forecasts, 2007 to 2013" Wintergreen Research. April 2007.