

# WebSphere

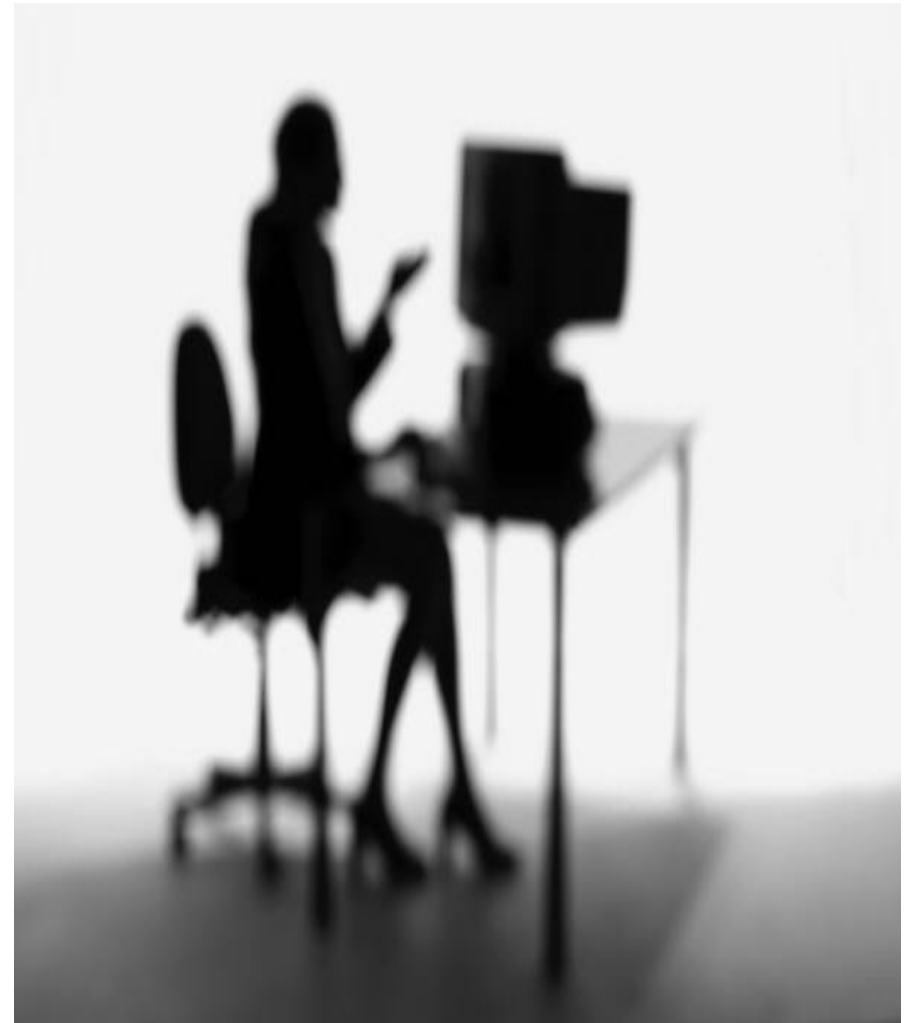


## WebSphere Overview

- Application Infrastructure (WebSphere Application Server)
- Connectivity & Integration
- Business Process Management

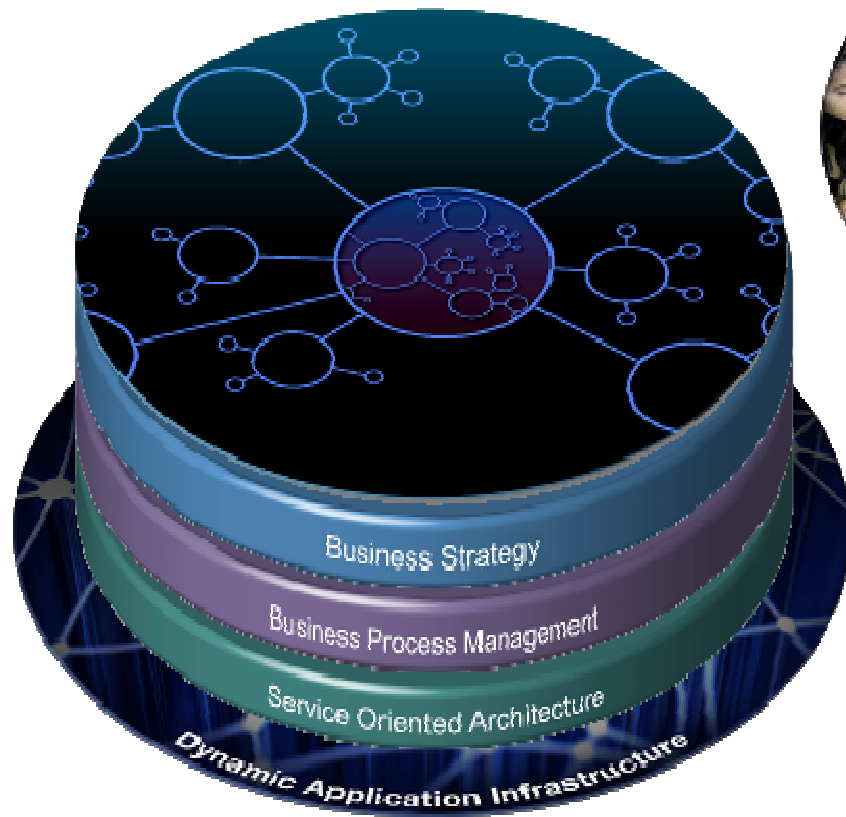
## It's the Application

- Applications power your business
- They directly touch your customer, giving an impression on the type of company you are to deal with.
- Applications can give you an advantage against your competition, IT and applications must be used as a weapon against your competition
- The ability to deliver applications in an agile manner, that capture a customer's interest, that meet the customer's needs is critical for today's businesses
- And you must talk to your customer in a manner that they are used to today



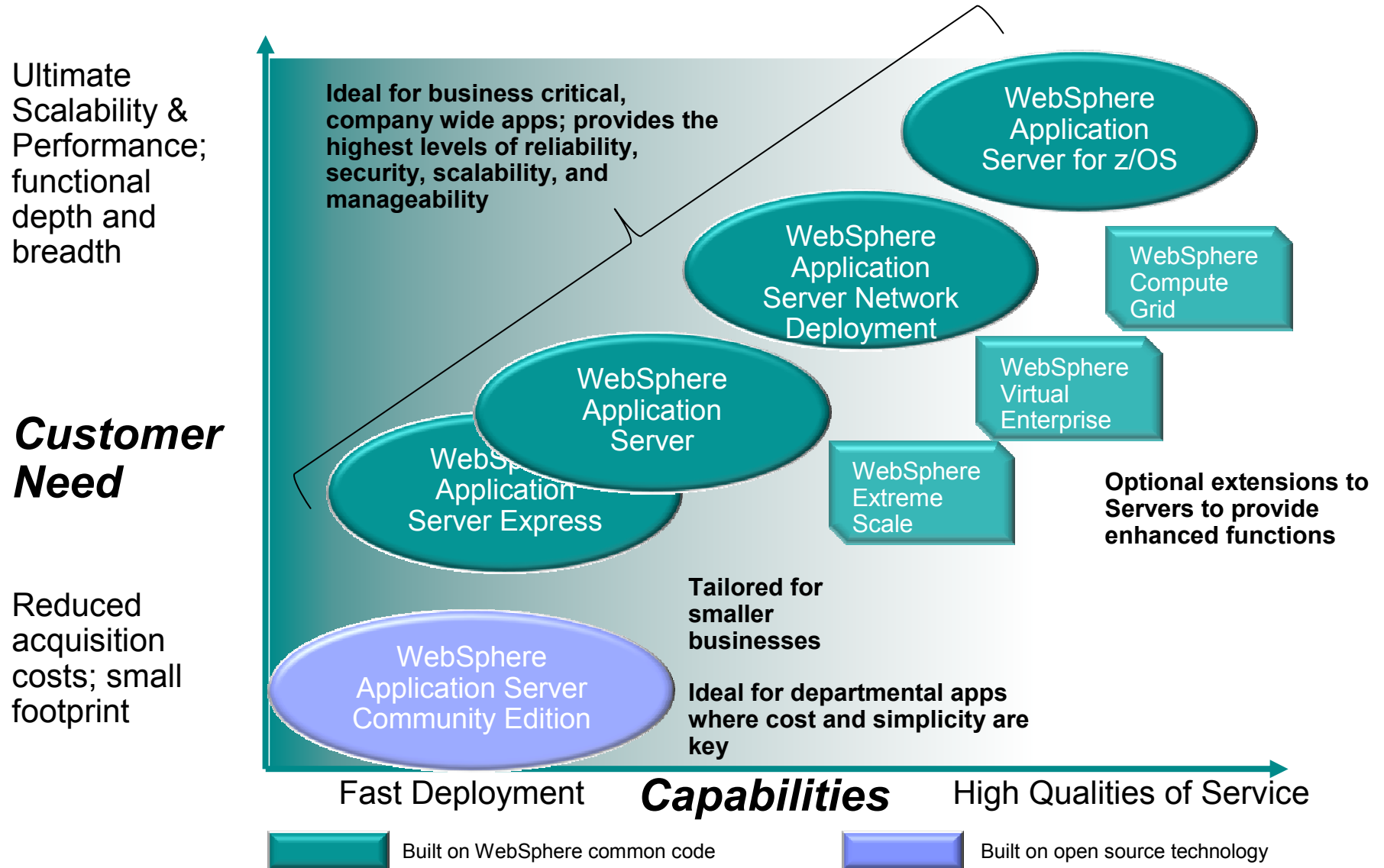
## WebSphere Can Help Organizations

*By Building & Aligning the Engines of Business Agility*

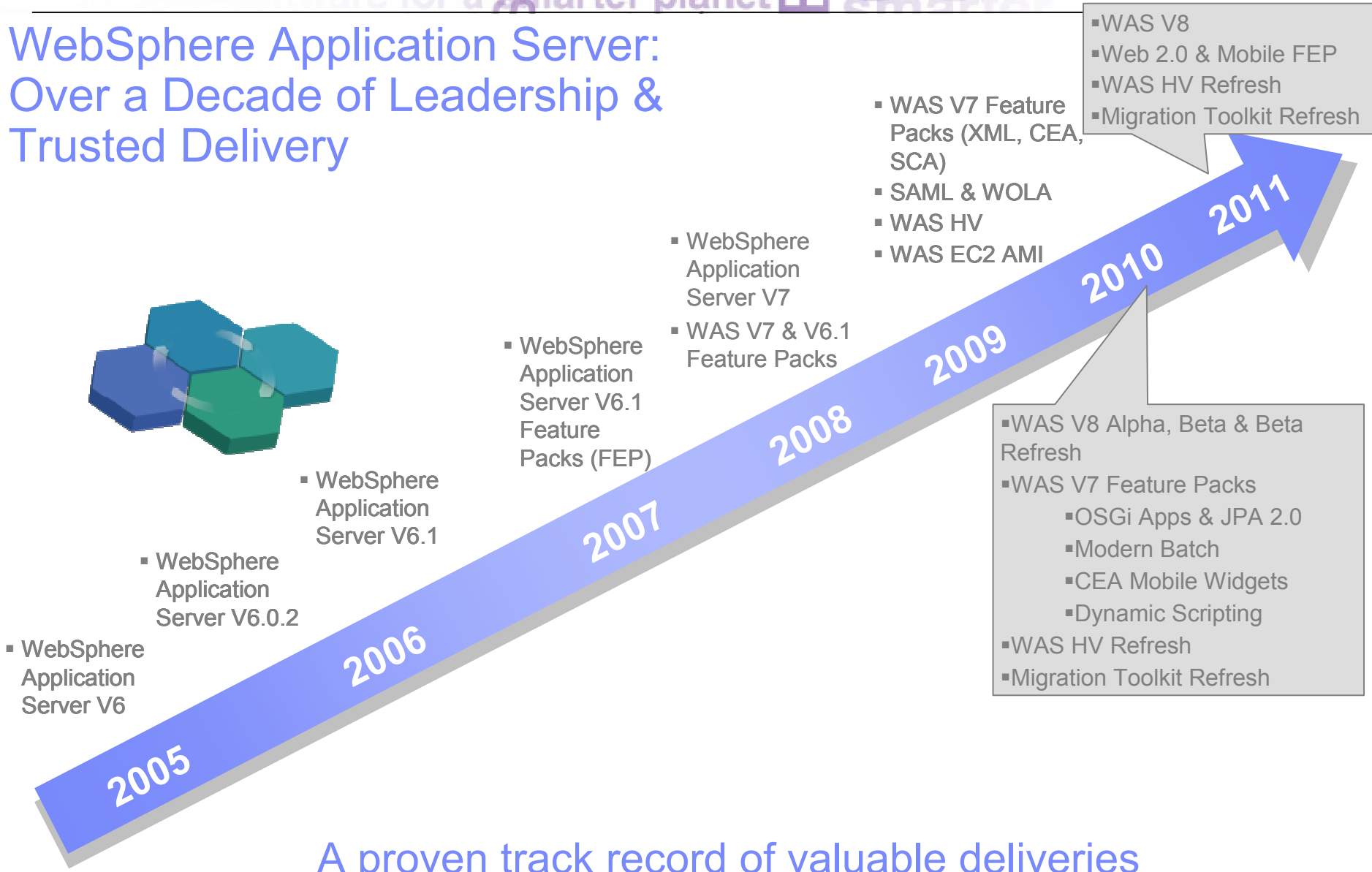


Leveraging the foundational layers WebSphere provides, organizations can create agile environments

## Build a strong foundation with the application server that fits your need



# WebSphere Application Server: Over a Decade of Leadership & Trusted Delivery



A proven track record of valuable deliveries

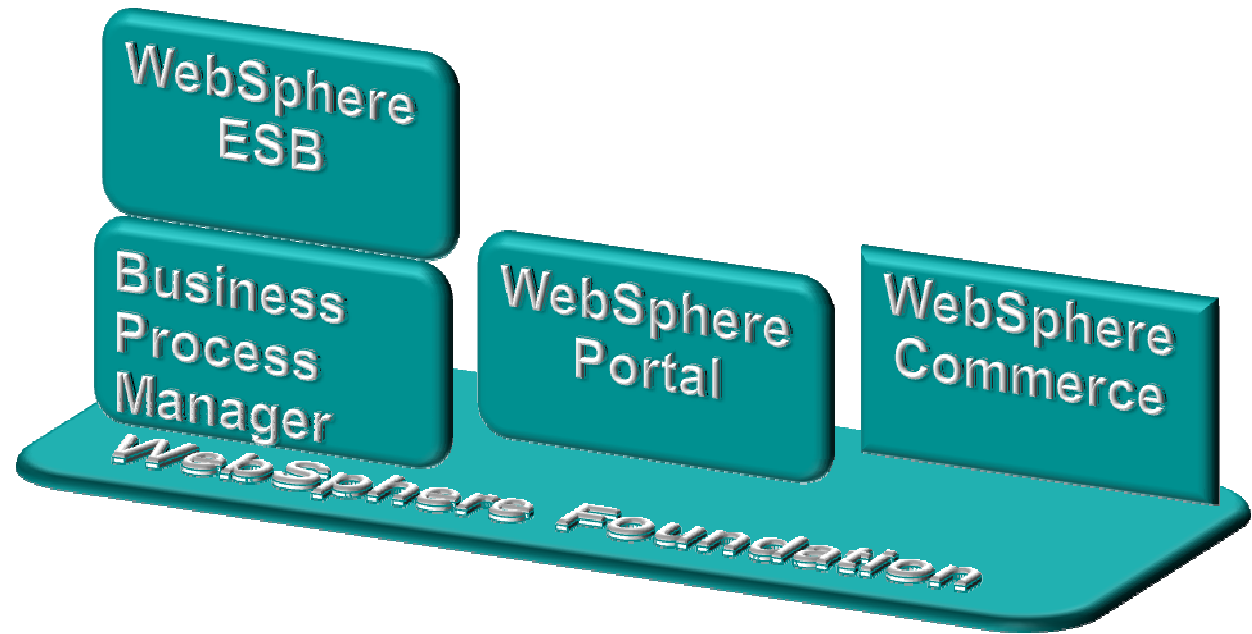
## What kinds of projects drive demand for Connectivity & Integration?

- Packaged application implementations, consolidations, or replacements
- Business process management
- Master data management
- Customer, partner, or employee self-service
- SOA infrastructure
- Remote site integration
- B2B integration
- Straight through processing/Automation
- FTP replacements

 <p><b>Banking</b></p> <ul style="list-style-type: none"> <li>• Trade processing</li> <li>• Loan origination</li> <li>• Branch Optimization</li> <li>• Customer care</li> </ul>	 <p><b>Telecom</b></p> <ul style="list-style-type: none"> <li>• Network mgmt</li> <li>• Automated Billing</li> <li>• Customer care</li> <li>• New service development</li> </ul>	 <p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>• Customer/Agent self-service</li> <li>• Risk mgmt</li> <li>• Claim automation</li> <li>• Agent apps</li> </ul>
 <p><b>Public Sector</b></p> <ul style="list-style-type: none"> <li>• Cross-agency processes</li> <li>• Threat prevention</li> <li>• Citizen service automation</li> </ul>	 <p><b>Manu- facturing</b></p> <ul style="list-style-type: none"> <li>• Supply chain automation</li> <li>• New product introduction</li> <li>• Inventory tracking</li> </ul>	 <p><b>Retail</b></p> <ul style="list-style-type: none"> <li>• POS renewal</li> <li>• Inventory mgmt</li> <li>• Supply chain automation</li> <li>• FTP replacement</li> </ul>

## WebSphere Stack

**The WebSphere Foundation servers as the base for a set of application services**



**WebSphere Commerce** – *E-commerce, delivering consistent shipping experience across all customer touch points.*

**WebSphere Portal** – *Comprehensive offering that helps organizations create highly engaging personalized web experiences*

**WebSphere ESB** – *Decouples complex business logic, providing consistency in connectivity across infrastructure diversity*

**Business Process Manager** – *Enables business to optimize their businesses, focusing on process optimization*

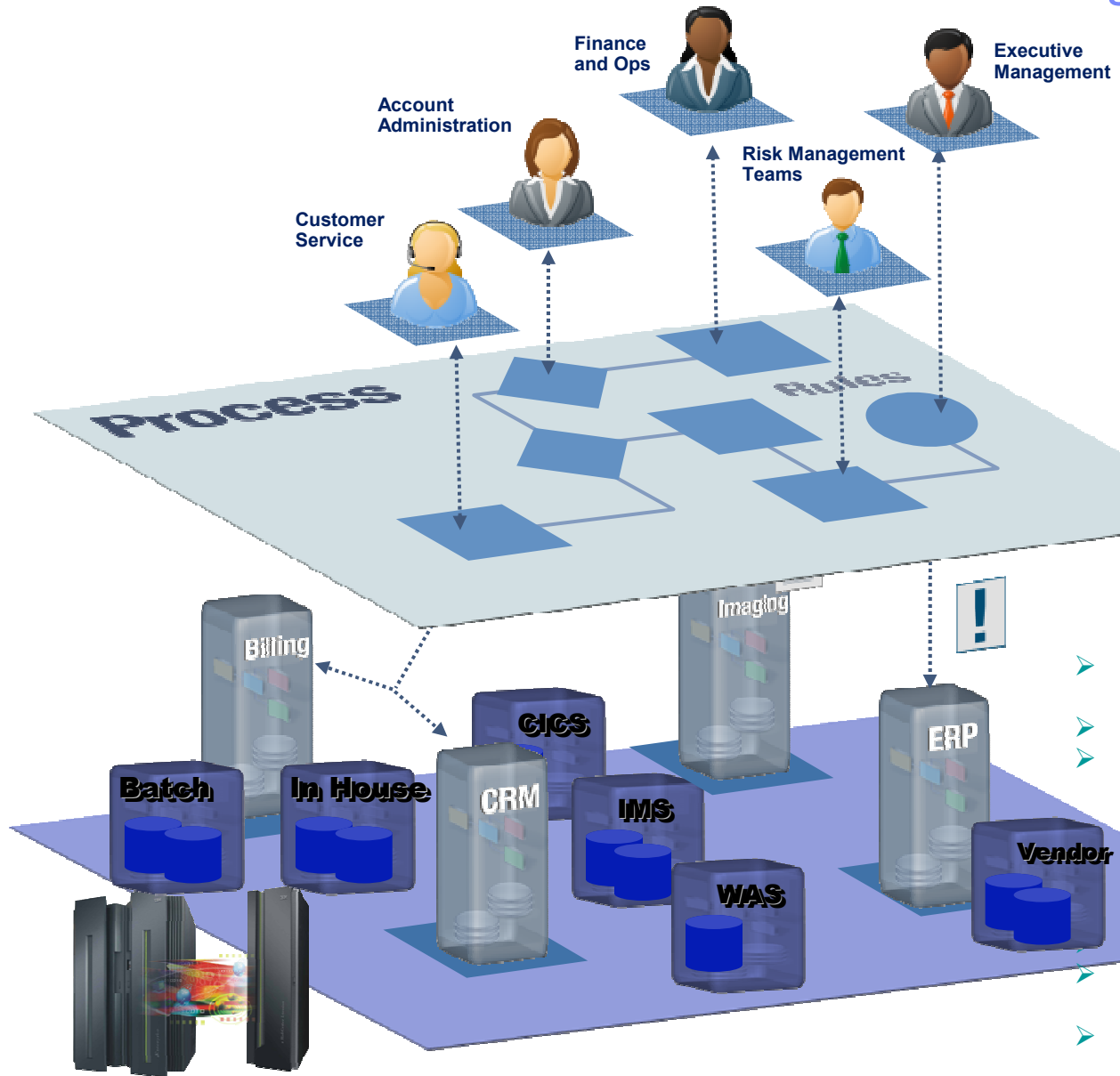


# Process is Everywhere



# BPM Brings Order to the Chaos

*Extract maximum business value from existing assets*



- 1) Automated workflow and decision making
- 2) Reduce errors and improve consistency
- 3) Standardize resolution across geographies
- 4) Leverage existing systems and data
- 5) Monitor for business events and initiate actions
- 6) Real-time visibility and process control

### Customer Benefits:

- Ease of z/OS assets reuse with simplified design and specialized tooling
- Huge reduction in manual work & errors
- Optimization of z/OS resources through co-location of processes with z/OS data and applications
- Faster, more consistent issue resolution
- Enhanced usage of performance & process execution on z/OS platform
- Easier to manage the business
- Process integrity & stability with enhanced security
- Consistent case handling

# Business Monitor for End-to-End Visibility

*Monitors in-process, correlates individual transactions, provides dashboards*



## Frustrations

- Process exceptions wasting resources and increasing costs
- Ineffective inventory management leads to lost sales
- Poor response time results in lower customer sat and exposure to risk
- Supply chain disruptions increase costs



## Benefits

- Monitor metrics, business situations, and events in real-time
- User customizable dashboards to ensure targeted, relevant information
- Feed and correlate alerts with business event processing for enhanced pattern visibility
- Interact directly with processes in real-time
- Predict future values of KPIs based on historic and cyclic trends
- Trigger alerts when predicted values indicate a problem detection

## Recap.....Business Agility

- Application Infrastructure
- Connectivity & Integration
- Business Process Management

## Links & Contacts

- IBM Software

<http://www-01.ibm.com/software/>

- IBM WebSphere

<http://www-01.ibm.com/software/websphere/?lnk=mprSO-webs>

### Contacts

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THANK YOU !