Partnering to Win with IBM Software

Bruno Gonçalves

Channel Technical Professional for NE/SW

WebSphere Business Partners

Smarter software . . .

Knows & acts
Turn information into insight

Adapts
Increase agility

Connects
Connect & collaborate

Delivers
Enable business service and product innovation

Optimizes
Drive enterprise operations effectiveness and efficiency

Protects
Manage risk, security, and compliance

For the past 50 years, IBM has been delivering smarter software that is...

Fueled by Expertise

Software

Business

Industries

How it all connects

How to get real results

Over 4000 business analytics expert consultants

World's largest math dept.

World's largest middleware company

Built for Change

Open

Easily integrated

Flexible

Helping clients anticipate and lead change

100+ acquisitions

Contributes to over 150 open source projects

300 SOA patents

Ready for Work

Industrial-strength

Proven

Ready-to-scale

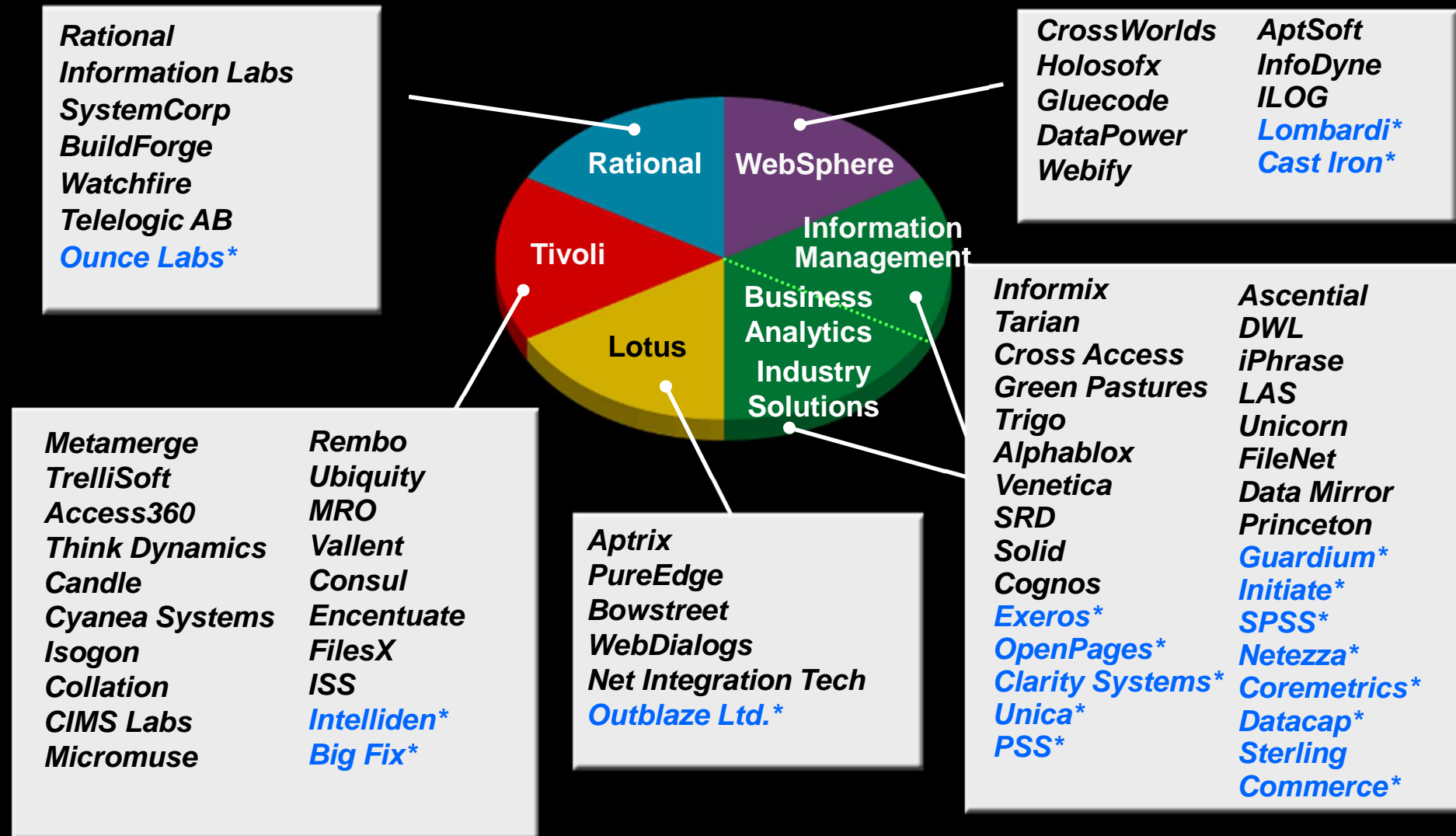**Dedicated to solving clients' challenges**

60 laboratories WW practicing agile development

End user services support for 4.3M end users

Expanding the IBM Software opportunity through high value acquisitions

Rational
Information Labs
SystemCorp
BuildForge
Watchfire
Telelogic AB
Ounce Labs*

CrossWorlds   **AptSoft**
Holosofx   **InfoDyne**
Gluecode   **ILOG**
DataPower   *Lombardi**
Webify   *Cast Iron**

Rational | WebSphere
Tivoli | Information Management
Lotus | Business Analytics / Industry Solutions

Informix   **Ascential**
Tarian   **DWL**
Cross Access   **iPhrase**
Green Pastures **LAS**
Trigo   **Unicorn**
Alphablox   **FileNet**
Venetica   **Data Mirror**
SRD   **Princeton**
Solid   *Guardium**
Cognos   *Initiate**
Exeros*   *SPSS**
OpenPages*   *Netezza**
Clarity Systems* *Coremetrics**
Unica*   *Datacap**
PSS*   *Sterling*
                    Commerce*

Metamerge   **Rembo**
TrelliSoft   **Ubiquity**
Access360   **MRO**
Think Dynamics **Vallent**
Candle   **Consul**
Cyanea Systems **Encentuate**
Isogon   **FilesX**
Collation   **ISS**
CIMS Labs   *Intelliden**
Micromuse   *Big Fix**

Aptrix
PureEdge
Bowstreet
WebDialogs
Net Integration Tech
Outblaze Ltd.*

Note: Acquisitions since Jan 2001
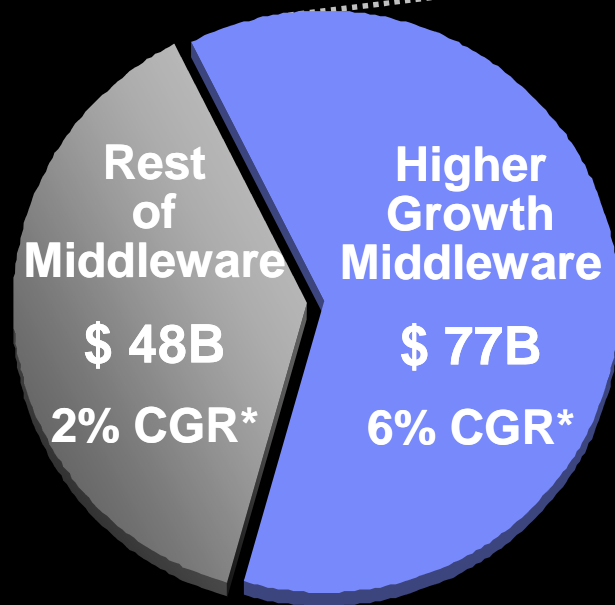**Acquisitions since Jan 2009*

Increased Investment in Higher Growth Segments

2010 Middleware Opportunity
$125B, CGR = 5%*

70% of R&D budget invested in higher growth segments

Rest
of
Middleware

$ 48B

2% CGR*

Higher
Growth
Middleware

$ 77B

6% CGR*

Higher Growth Product Segments	'09 – '15 CGR
Business Process Management	10%
Information Integration	8%
Master Data Management	7%
Business Analytics	7%
Enterprise Content Management	6%
Security Management	6%
Application & Integration Server	5%
Relational Database	5%
Systems Management	5%

*Source: IBM Market Analysis 04/20/10; estimates @ cc; *CGR% = '09–'15*

IBM Supports you and your business end-to-end

Leading Technology

Training and Skill Building

Technical Support

Profitable

$

Growth

New Revenue Streams

Demand Generation

Market Awareness

"IBM's Business Partner program is among the top few in the industry, if not the top program."

Darren Bibby, IDC

$1B IBM Software annual channel investment

Leading technology to build a smarter planet

Smarter Collaboration
to unlock the value in the passion and expertise of people to drive efficiency, deepen relationships, embrace change, and foster innovation.

Information On Demand
to unlock the business value of information for competitive advantage and establish Information agenda for smarter business outcomes

Service Management
to enable innovation by reducing operational labor, improving asset productivity and quality of service

An open IT architectural foundation built on SOA

Business Analytics
to deliver complete, consistent and accurate information that decision-makers trust to improve Business Performance

Industry Solutions
to enable innovation by reducing operational labor, improving asset productivity and quality of service

Business Agility
to develop and rapidly deploy innovative business models with flexible, optimized processes

Software Lifecycle Management
to better govern the business process of software and systems delivery, enabling innovation at lower cost

- Over **26,000 software developers** within IBM
- **80+ labs** driving research and development
- Operations and clients in over **170 countries**
- Over **6 million developers** in ecosystem

Training and skill building

IBM Innovation Centers

Virtual Innovation Center

DeveloperWorks

Virtual Loaner Program

- Access to specialists
- Technical Certifications
- Classes & seminars
- Lab experience
- Architect, design & code
- Port, test & validate

Conferences

Software Value Package

You Pass We Pay

Technical support

- Developer assistance

- Architectural consultations

- Sizing and configuration

- Integration and implementation

- Problem management resolution

Support how you need it

- Self help Q&A
- Online chat
- Virtual Mentoring
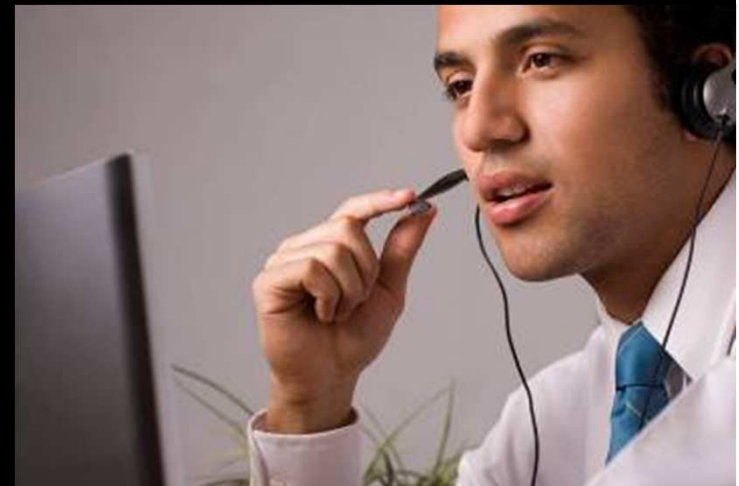
Demand generation for your solutions

Understand Your Market

- Market intelligence
- Industry insights
- Business listings

Create Awareness for Your Firm

- Internet search engine optimization
- Web content and online magazine syndication
- Web banner templates
- Demonstration tools

Amplify Your Success

- Client success stories
- Case studies
- IBM Business Partner Recognition Awards

Drive Demand & Nurture Leads

- Access to marketing specialists
- Packaged campaign content
- Direct mail, e-mail campaigns
- Telemarketing and teleboosting
- Event and meeting support
- Web conferencing packages
- Internet Campaign Tracking

Leverage discounts from Vendors and Co-funding to Reduce Expenses

New revenue streams for your business

Software Solutions Drive Services Opportunity

- Services opportunity averages 6X the value of the software revenue

- $50K in IBM Software drives $300K in Business Partner services

■ Services
■ Software

Identify ➤ **Sell** ➤ **Fulfill**

Software Value Incentive

Value Advantage Plus
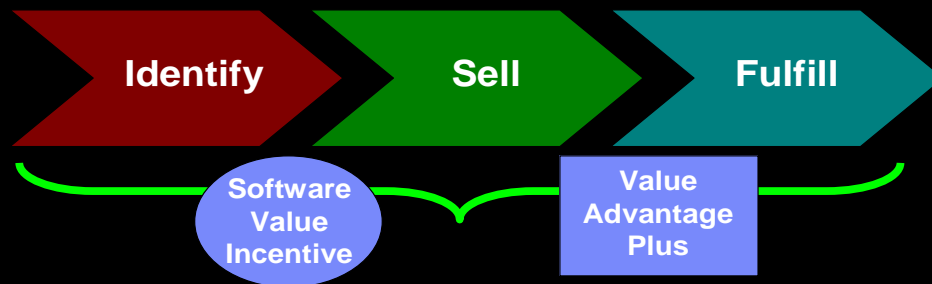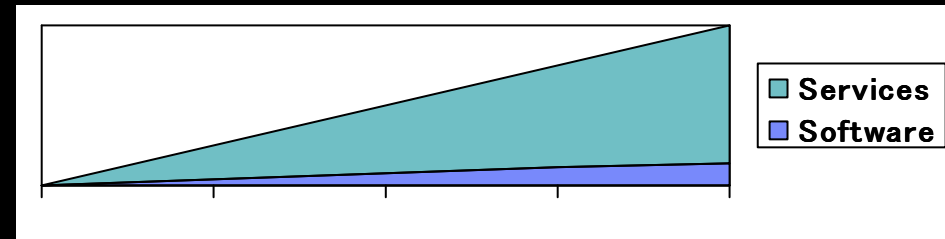
Influencing Software Sales Yields Profitable Incentives

- Get compensated for the software you influence with your clients

- Incentive models from IBM across identifying, closing, and fulfilling

New Technology Solutions Provide Complementary Revenue

- Deploy appliances and provide training, management or services

- Deliver Cloud based SaaS solutions and generate revenue streams

IBM DataPower Appliances
IBM Smart Analytics Appliance
*Tivoli Live*
LotusLive
IBM BlueWorks Live!

Building your relationship with IBM: Get started!

1. Register for IBM Partnerworld

2. Identify the right IBM Software technologies for you

3. Build your technical and sales skills online or in person

4. Develop your business partner plan

5. Create your demand generation and marketing plan

For more information go to ibm.com/partnerworld/software

La Disciplina del BPM: principal componente de gestión para La Dirección

Alex Gabarró Casals
IBM Software
agabarro@es.ibm.com
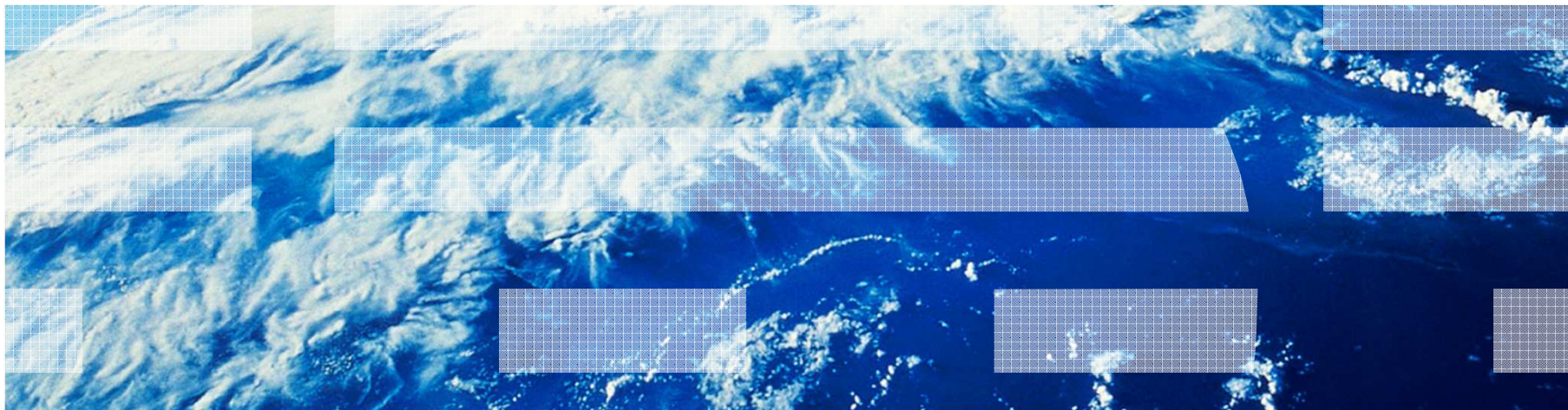
Barcelona, 20 de Septiembre de 2011

Los líderes saben que el éxito se basa en la agilidad ….

#1

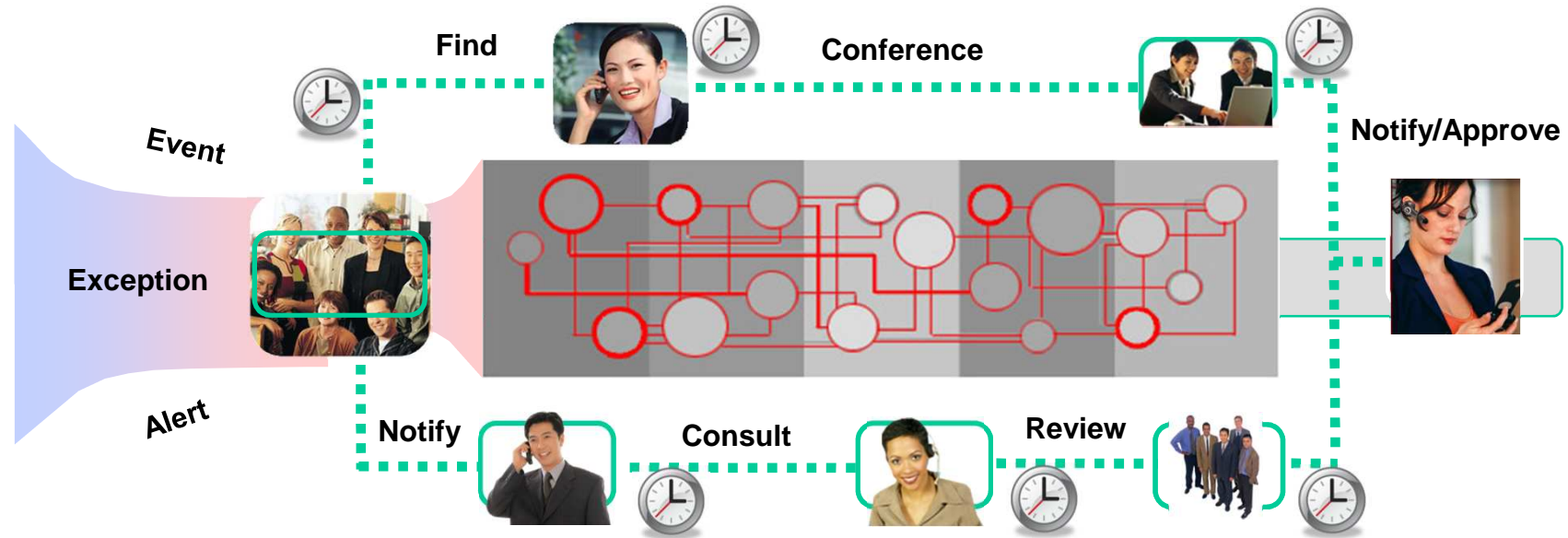La prioridad está en mejorar los procesos de negocio

70%

de los CIOs dicen que la gestión de los procesos de negocio es la principal prioridad

……de los procesos de negocio

Sources: Gartner EXP, 2009, IBM CIO Study, 2009

¿Cómo son las comunicaciones en el Negocio?

Find

Conference

Notify/Approve

Event

Exception

Alert

Notify

Consult

Review

- **Latencia** desde la detección de un evento hasta la respuesta

- Los Procesos de Negocio **se paran** en puntos claves debido a la necesidad de intervención humana

- **Tiempo crítico gastado** en comunicaciones entre los usuarios y los que toman las decisiones

- Los Procesos son vulnerables a los **errores humanos**

¿Qué es BPM?

Disciplina empresarial que toma la **INFORMACIÓN de los Procesos de Negocio** y la pone a disposición de usuarios y directores, con

el fin de eliminar las **INEFICIENCIAS**, reducir **COSTES** e impulsar la **PRODUCTIVIDAD**, acelerando la **INNOVACIÓN** y **OPTIMIZANDO** *el Negocio de forma* **CONTINUA**

▪ **Decisiones** de manera **automática** sobre procesos **en tiempo real** y según las situaciones surgen.
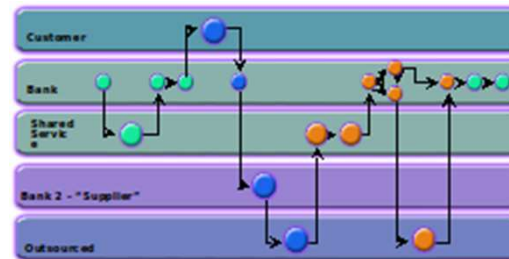
aporta <u>*VISIBILIDAD*</u>

y
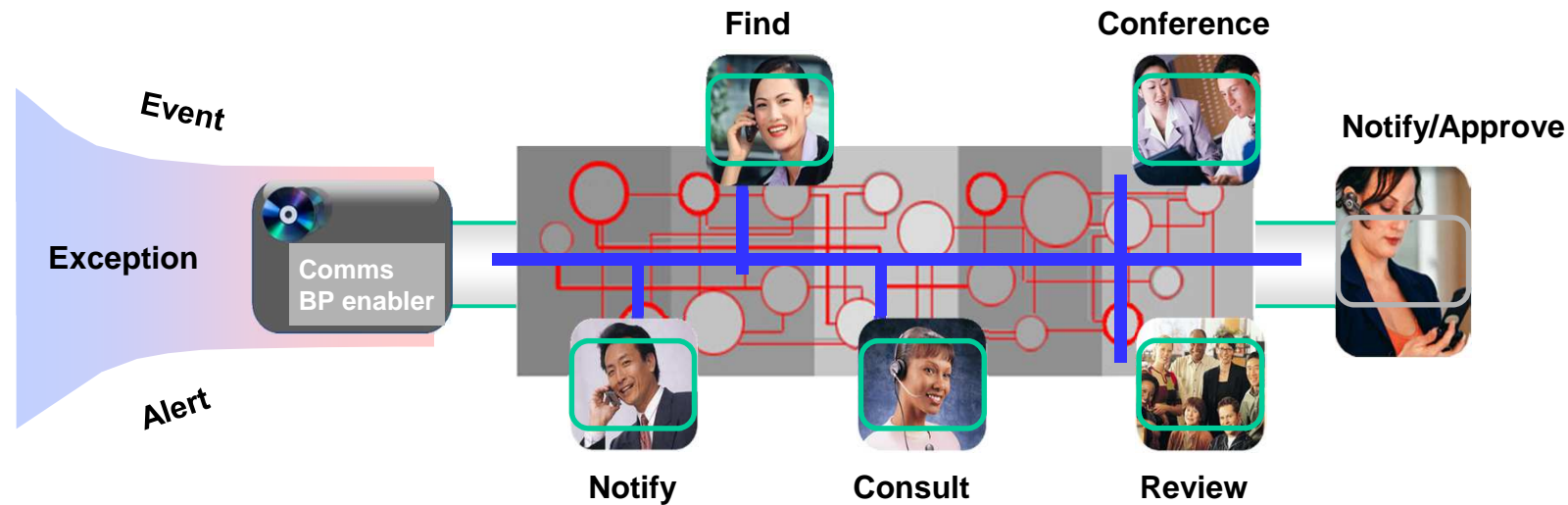
<u>*AGILIDAD*</u>

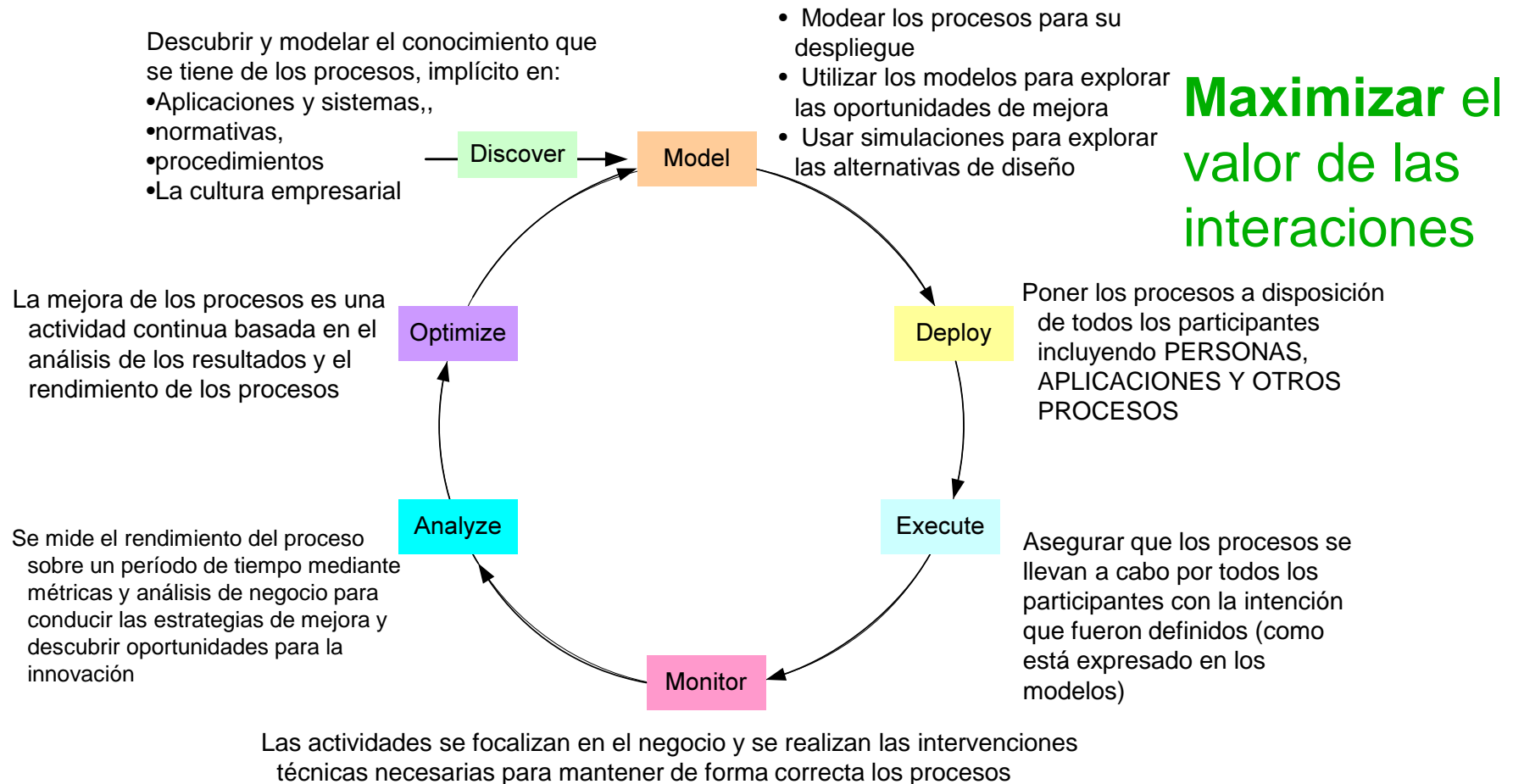# BPM aporta VISIBILIDAD y AGILIDAD para trabajar de un modo MÁS INTELIGENTE

- El trabajo se prioriza y asigna **automáticamente**

- **Dirigido:** se guía al usuario en la toma de decisiones

- **Seguimiento:** acciones

- Visibilidad en **Tiempo real** y control del proceso

- Se reducen las excepciones en un 80%

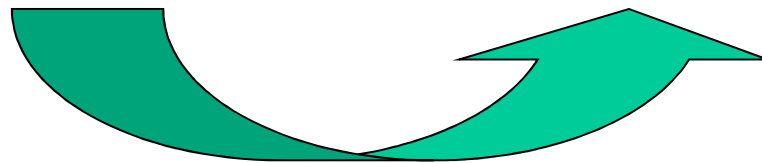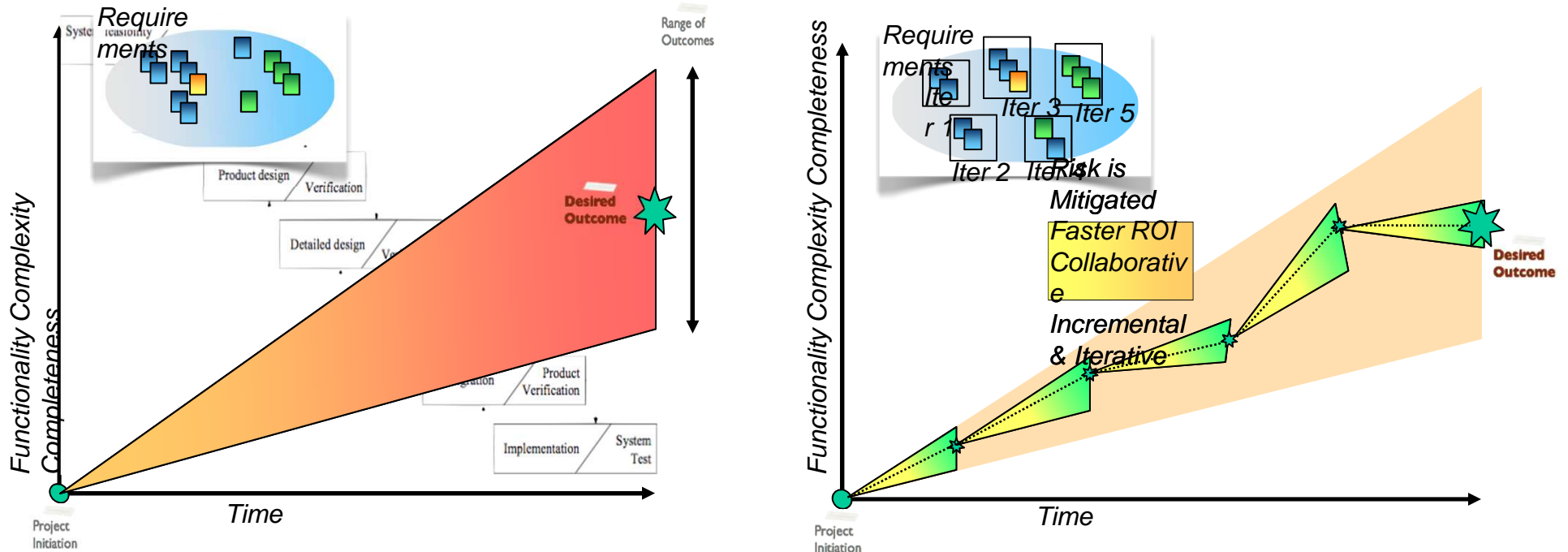- Se es más **eficiente**

¿Cómo se hace BPM?

IBM

Business Process Management. Ciclo de Vida

Descubrir ideas que posibiliten la innovación

Descubrir y modelar el conocimiento que
se tiene de los procesos, implícito en:
•Aplicaciones y sistemas,,
•normativas,
•procedimientos
•La cultura empresarial

• Modear los procesos para su despliegue
• Utilizar los modelos para explorar las oportunidades de mejora
• Usar simulaciones para explorar las alternativas de diseño

Maximizar el valor de las interaciones

La mejora de los procesos es una actividad continua basada en el análisis de los resultados y el rendimiento de los procesos

Poner los procesos a disposición de todos los participantes incluyendo PERSONAS, APLICACIONES Y OTROS PROCESOS

Se mide el rendimiento del proceso sobre un período de tiempo mediante métricas y análisis de negocio para conducir las estrategias de mejora y descubrir oportunidades para la innovación

Asegurar que los procesos se llevan a cabo por todos los participantes con la intención que fueron definidos (como está expresado en los modelos)

Discover → Model → Deploy → Execute → Monitor → Analyze → Optimize

Las actividades se focalizan en el negocio y se realizan las intervenciones técnicas necesarias para mantener de forma correcta los procesos
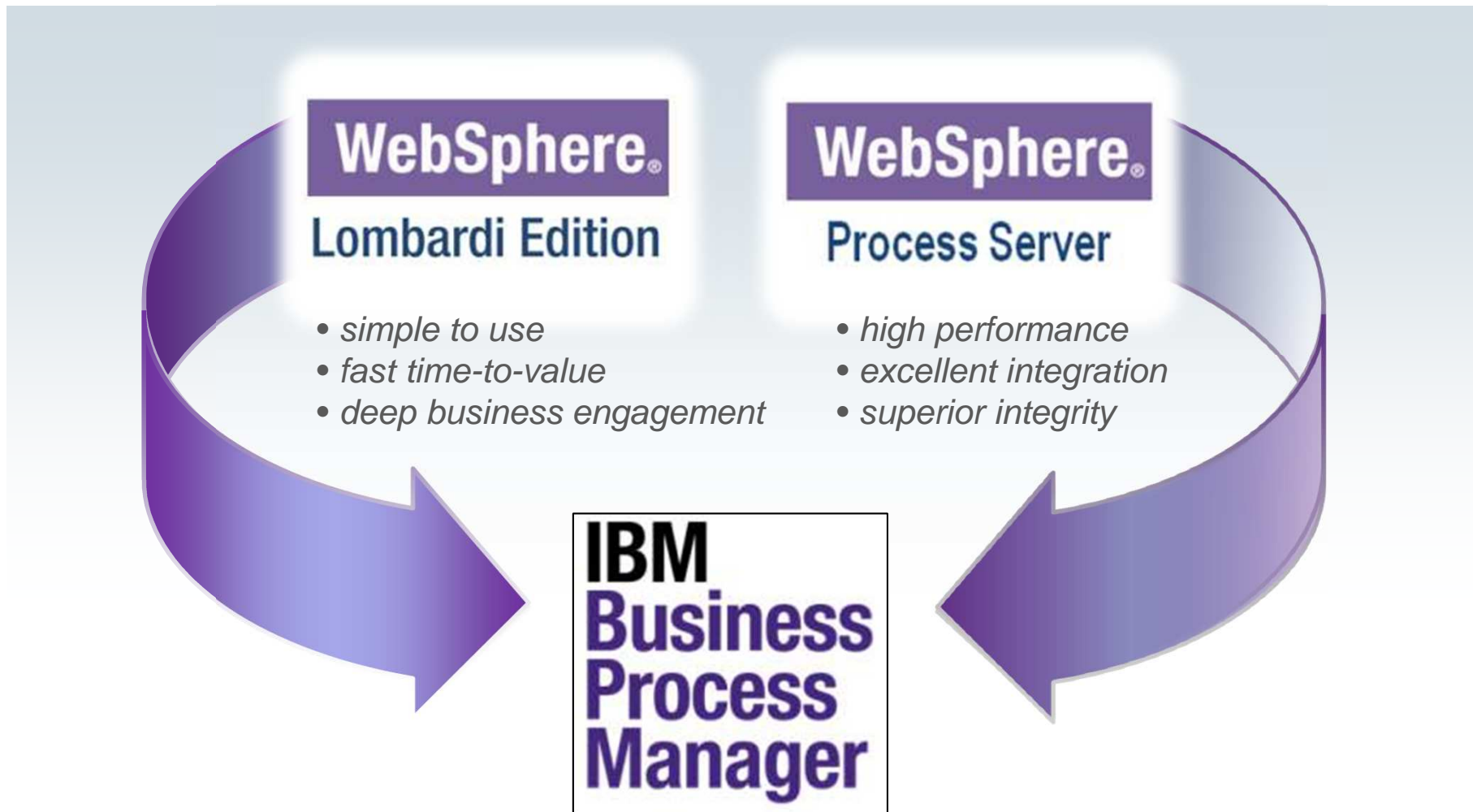
Optimizar la productividad y los recursos

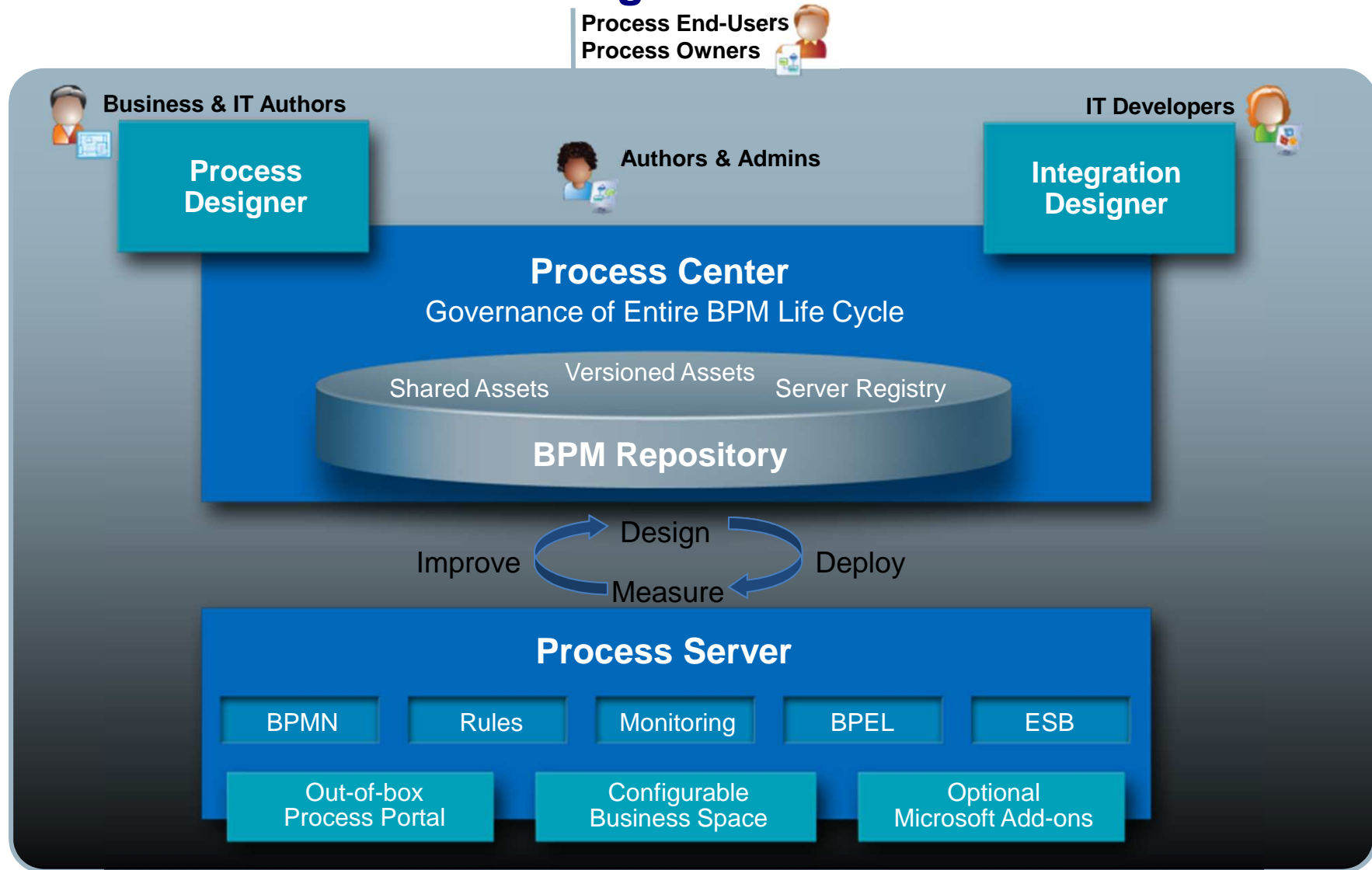# El Desarrollo Iterativo nos permite ser más eficaces y certeros

IBM Business Process Manager V7.5

IBM Business Process Manager V7.5

Process End-Users
Process Owners

Business & IT Authors

IT Developers

Process Designer

Authors & Admins

Integration Designer

Process Center
Governance of Entire BPM Life Cycle

Shared Assets   Versioned Assets   Server Registry

BPM Repository

Design
Improve ⟲ ⟳ Deploy
Measure

Process Server

| BPMN | Rules | Monitoring | BPEL | ESB |

| Out-of-box Process Portal | Configurable Business Space | Optional Microsoft Add-ons |

http://www.youtube.com/watch?v=x5aTm7tqXDY&feature=youtu.be

20

IBM Business Process Manager.

Advanced Configuration

Process Designer	Integration Designer

Process Center

Process Server

(Unified Runtime with 100% support for existing WLE and WPS models)

Standard Configuration

Process Designer

Process Center

Process Server
(WLE only. WPS disabled)

Express Configuration

150 end-user limit

Process Designer
(2 authors)

Process Center
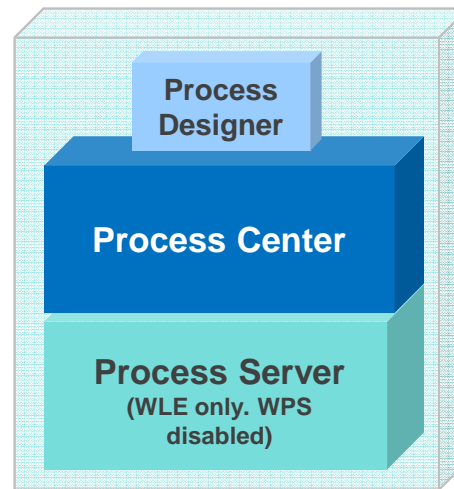*(2 cores, no HA)*

Process Server
(4 cores, no HA, no WPS)

Complete set of advanced BPM capabilities

- Includes standard BPM capabilities,
- Extended support for high-volume process automation, with high quality-of-service
- Built-in SOA components for extensive enterprise-wide service integration, orchestration
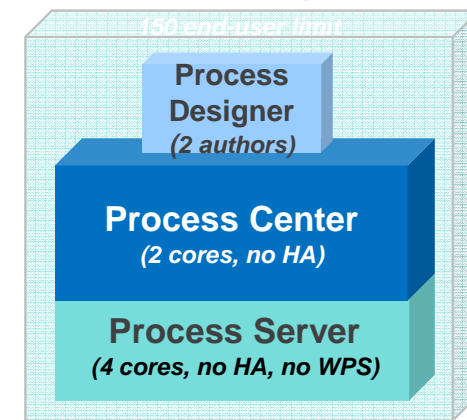
Configured for typical BPM projects, programs

- For multi-project improvement programs, with high business involvement
- Focus on improved workflow, productivity
- Includes basic system integration support
- Rapid time-to-value

Configured for first BPM projects

- For small numbers of users – single server, no clustering
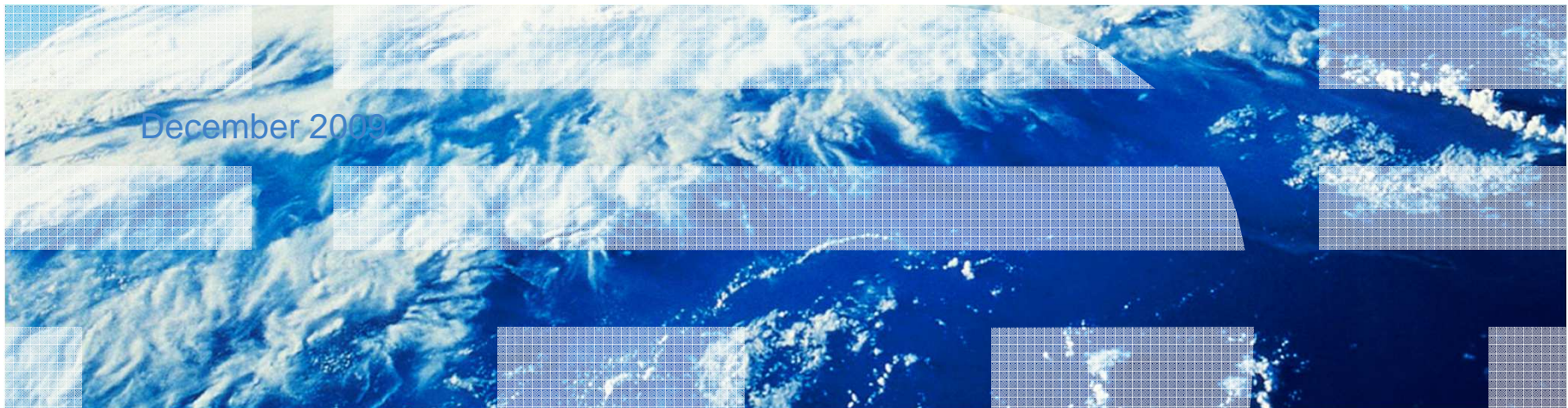- Low entry price
- Easy to install, easy to use

¿Por qué abordar un Proyecto de Optimización de Procesos?

- Para:

  - reducir los Costes OPTIMIZANDO LOS RECURSOS

  - que las personas sean más PRODUCTIVAS y RENTABLES

  - reducir el riesgo financiero al obtener mayor VISIBILIDAD del Negocio

  - tener una mayor percepción del CLIENTE

- Porque la Industria está abordando PROYECTOS de Optimización de Procesos

porque Racionalizar los Procesos de Negocio produce BENEFICIOS

WebSphere ILOG Business Rule Management System (BRMS) Overview

December 2009

Business Decisions are Everywhere…

We need to add an eligibility check to meet the requirements of the new regulation.

Let's create a special promotion for our best customers.

Commissions / Royalties

Up-sell/Cross-sell offer

Underwriting

Tax calculation

Compliance Screening

Documentation Requirements

Billing

Fraud assessment

Configuration

Accounting Disposition

Eligibility

Pricing

Product Selection

Benefit calculation

Can we automate approvals for this type of order?

And They Change Frequently

Traditional Approach for Managing Decision Change

The traditional (ad hoc) approach of dealing with rule changes leads to…

💣 Reduced organizational agility

💣 Reduced employee productivity

💣 Increased load on IT

Where Business Rules Typically Exist

Applications

Documents

People

Processes

Issues

- **Rules are hidden in code or isolated within the organization**
  - **Changes are hard to track and maintain over time**
- **Rules used by systems have to be programmed and require IT resources**
- **Duplication and multiple versions of the same rules**
  - **Lack of auditability, traceability**
- **Decision changes cannot be easily tested or simulated**

Manage and Automate Decision Logic with BRMS

- Eliminate decision silos
- Make decision logic accessible to Business and IT
- Implement fine-grained, context-specific logic

```
if
    all of the following conditions are true :
        - the age of the driver is between 18 and 21
        - the number of accidents the driver has been involved is at least 1
        - the number of traffic tickets the driver has received is at least 1

then
    add a $ 8 surcharge to 'Auto Quote Response' , reason: "Young driver surcharge" ;
```

Where Business Rules Typically Exist

```
#ifdef __WIN__
/*
 Before performing any socket operation (like retrieving hostname
 in init_common_variables we have to call WSAStartup
*/
{
    WSADATA WsaData;
    if (SOCKET_ERROR == WSAStartup (0x0101, &WsaData))
    {
        /* errors are not read yet, so we use english text here */
        my_message(ER_WSAS_FAILED, "WSAStartup Failed", MYF(0));
        unireg_abort(1);
    }
}
#endif /* __WIN__ */

if (init_common_variables(MYSQL_CONFIG_NAME,
                argc, argv, load_default_groups))
    unireg_abort(1);                        // Will do exit

init_signals();
if (!(opt_specialflag & SPECIAL_NO_PRIOR))
    my_pthread_setprio(pthread_self(),CONNECT_PRIOR);
```
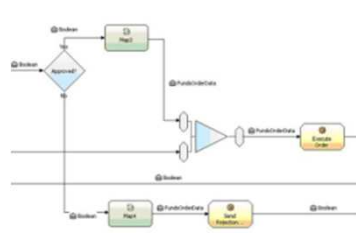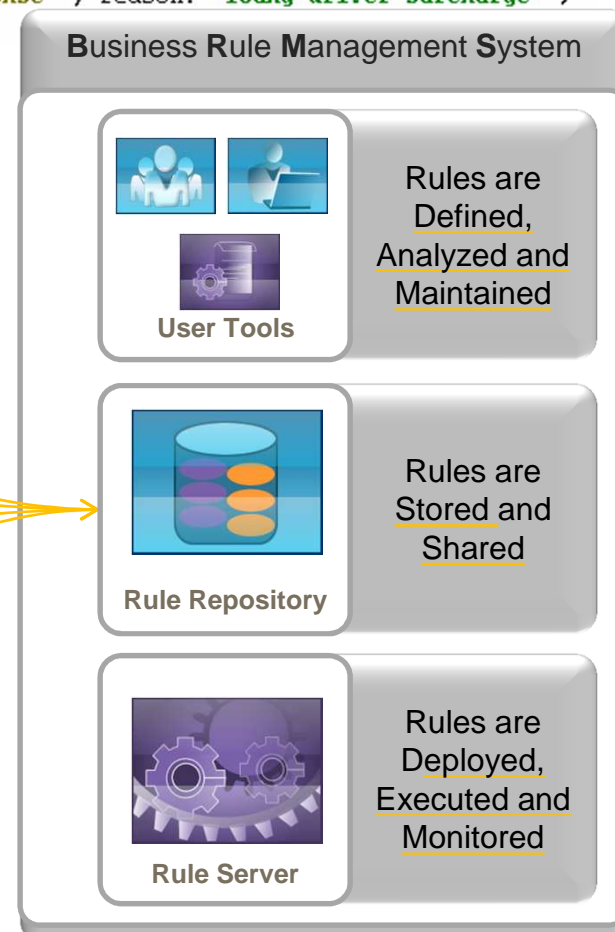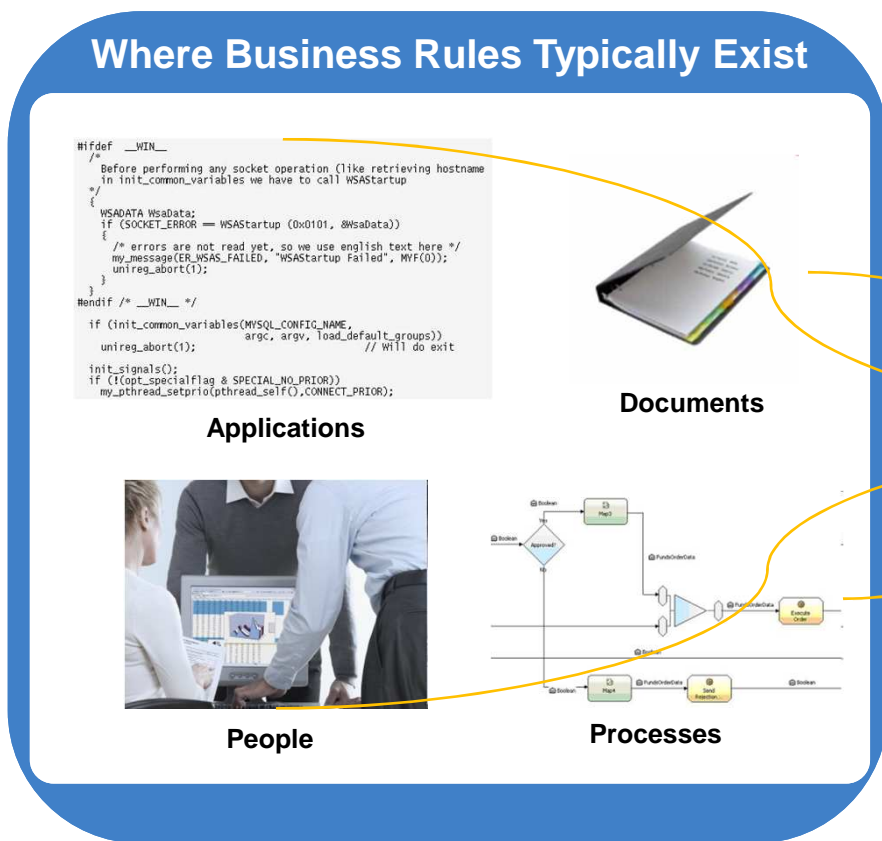
Applications

Documents

People

Processes

Business Rule Management System

User Tools — Rules are Defined, Analyzed and Maintained

Rule Repository — Rules are Stored and Shared

**Rule Server** — Rules are Deployed, Executed and Monitored

WebSphere ILOG BRMS: What Makes Us Better

✓ **The most complete BRMS solution**
  - <u>A comprehensive, collaborative solution</u> that meets the needs of all stakeholders involved in managing decisions across the organization, and fits the widest range of enterprise architectures.

✓ **Superior decision governance capabilities**
  - <u>Easy, safe and predictable management of decision logic</u> throughout its entire lifecycle, from initial development and deployment, through monitoring and maintenance due to ongoing change.

✓ **Recognized BRMS leadership**
  - <u>More than just technology</u>, IBM provides the services, expertise and community that allow organizations to achieve long-term success in their use of BRMS.

WebSphere ILOG Business Rules Product Family

Bruno Gonçalves
Channel Technical Professional
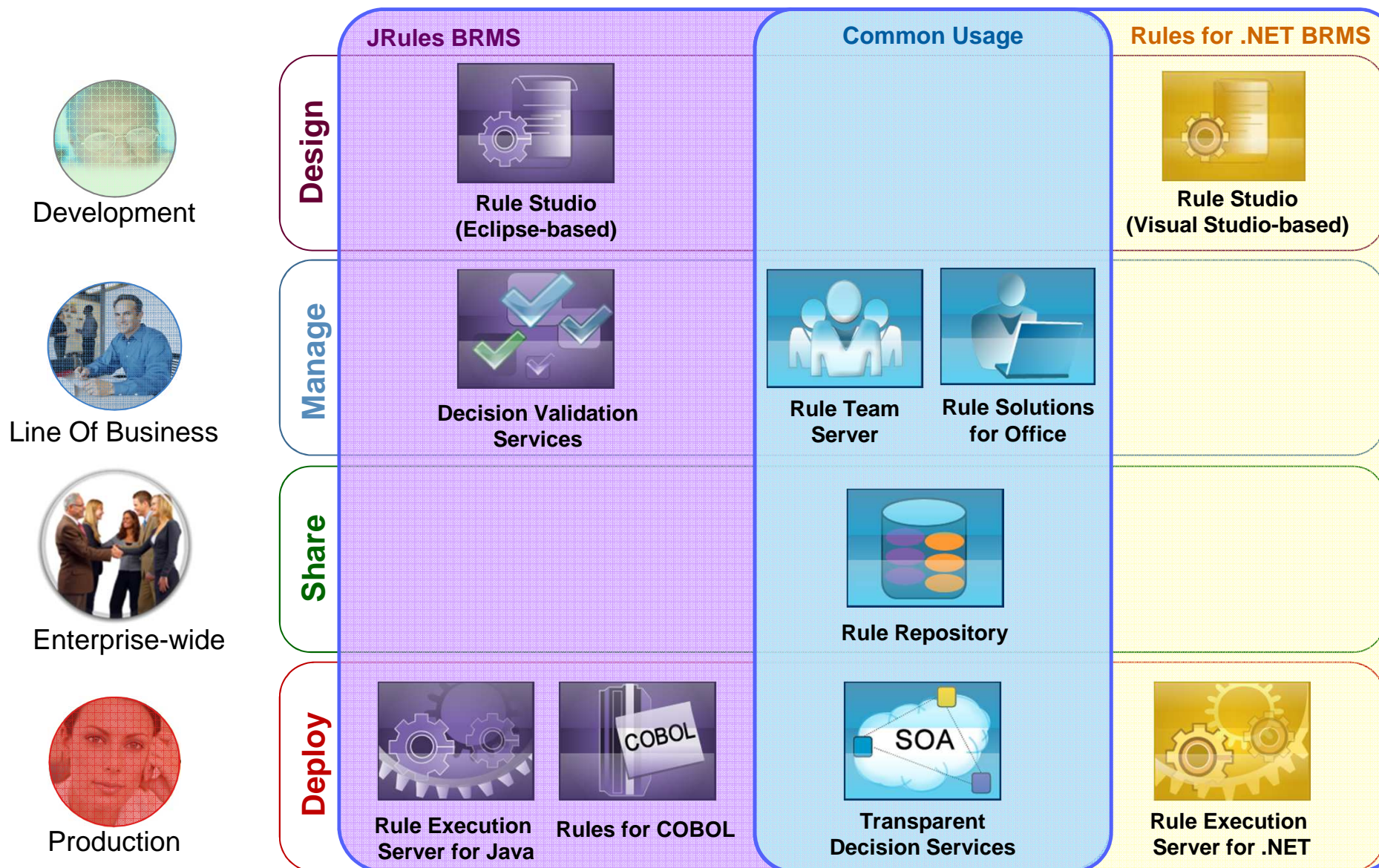
IBM WebSphere Decision Server

Bringing Together Business Events and Business Rules for Intelligent, Responsive Decision Automation

Enable Situational Awareness and Response
WebSphere Business Events

- **A powerful, scalable, flexible event processing platform**

- **Business user oriented interfaces reducing time to value**.

- **Built-in Connectivity to the widest range of events**.

- **Designed to expect change – supports incremental development and deployment**

The Convergence of Power and Ease of Use

"The real world is mostly event driven, and event-driven situations are best addressed by event-driven business applications".

Roy Schulte, VP Gartner Research

WebSphere Business Events
Detect and Respond to Actionable Situations

Event **Action** **Event** **Action**

Message Bus

Action **Event** **Action** **Event**

Events
Extended Information Infrastructure
Event Sources / Event Sinks

People

Infrastructure

Applications

Processes

Sensors

Transactions

RDBMS
HTTP
SMTP
FTP
File
JMS
SOAP

WBE

Detect Events
and Patterns,
Generate Actions

WBE Object
Repository

Event Flow

Business Space

User Console
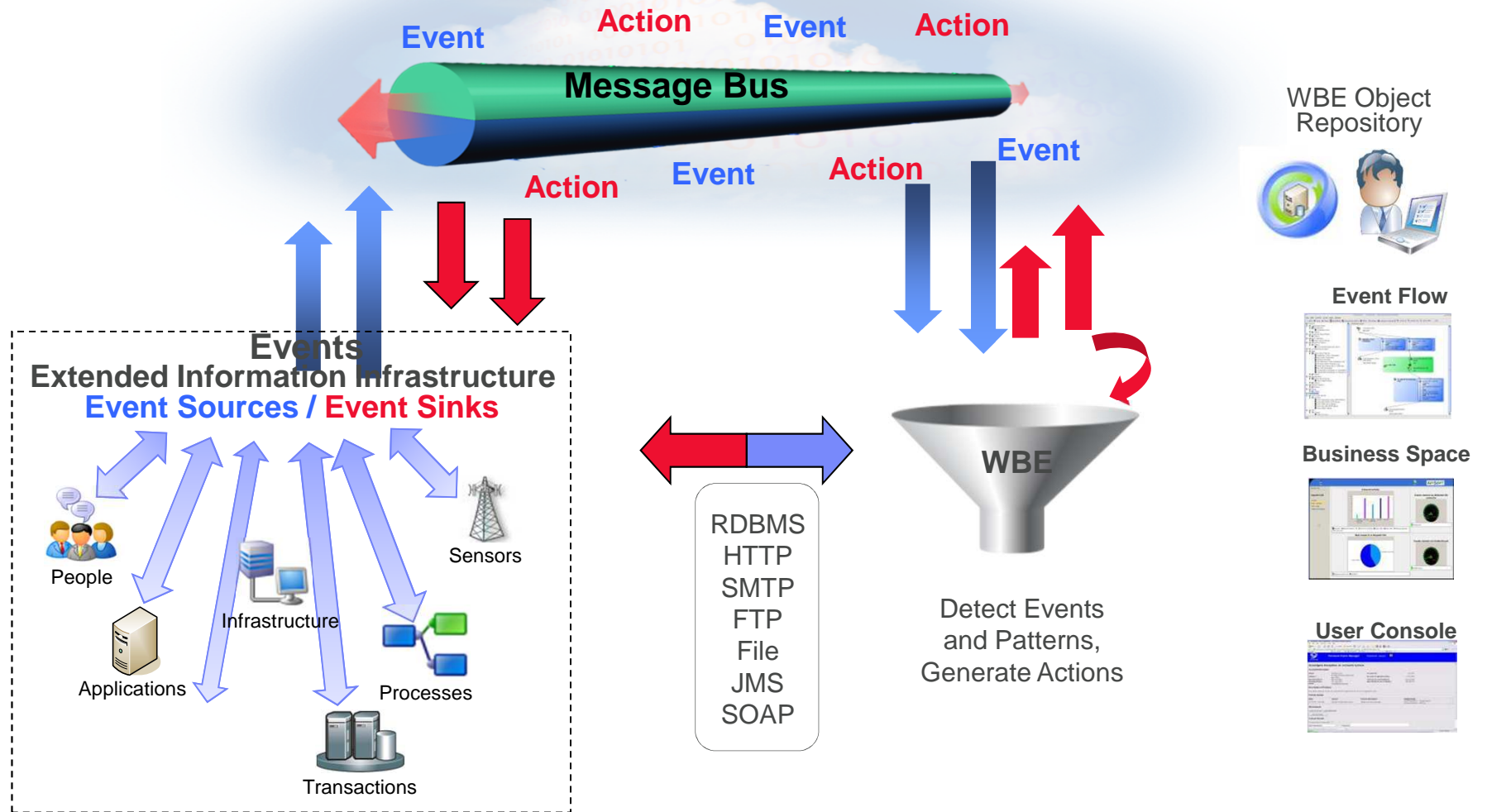
Automate highly variable decisions with precision
WebSphere ILOG Business Rule Management System

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- Make decision logic accessible to Business and IT
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    init_signals();
    if (!(opt_specialflag & SPECIAL_NO_PRIOR))
        my_pthread_setprio(pthread_self(),CONNECT_PRIOR);
```

Applications
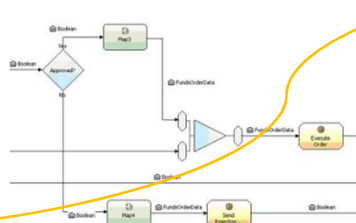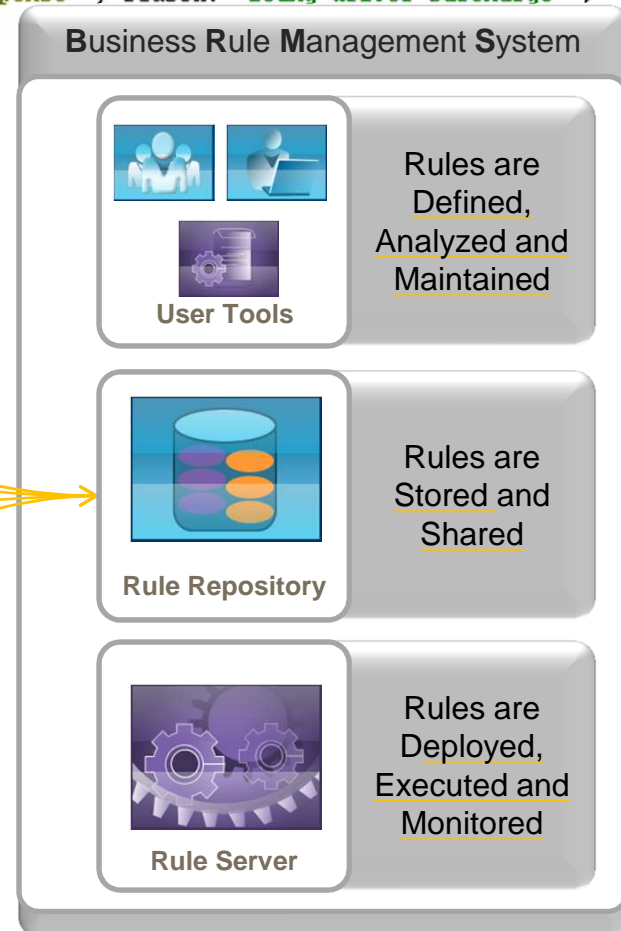
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Rules are Stored and Shared

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Rules are Deployed, Executed and Monitored

Business Event Processing and Business Rules Management
Together : Additional Insight for Action

Detect
(BEP)

Decide
(BRMS)

Event Sources

**Evaluations
Correlations**

```
if
the driver is full time student
   and the gender of the driver is male
   and the model
```
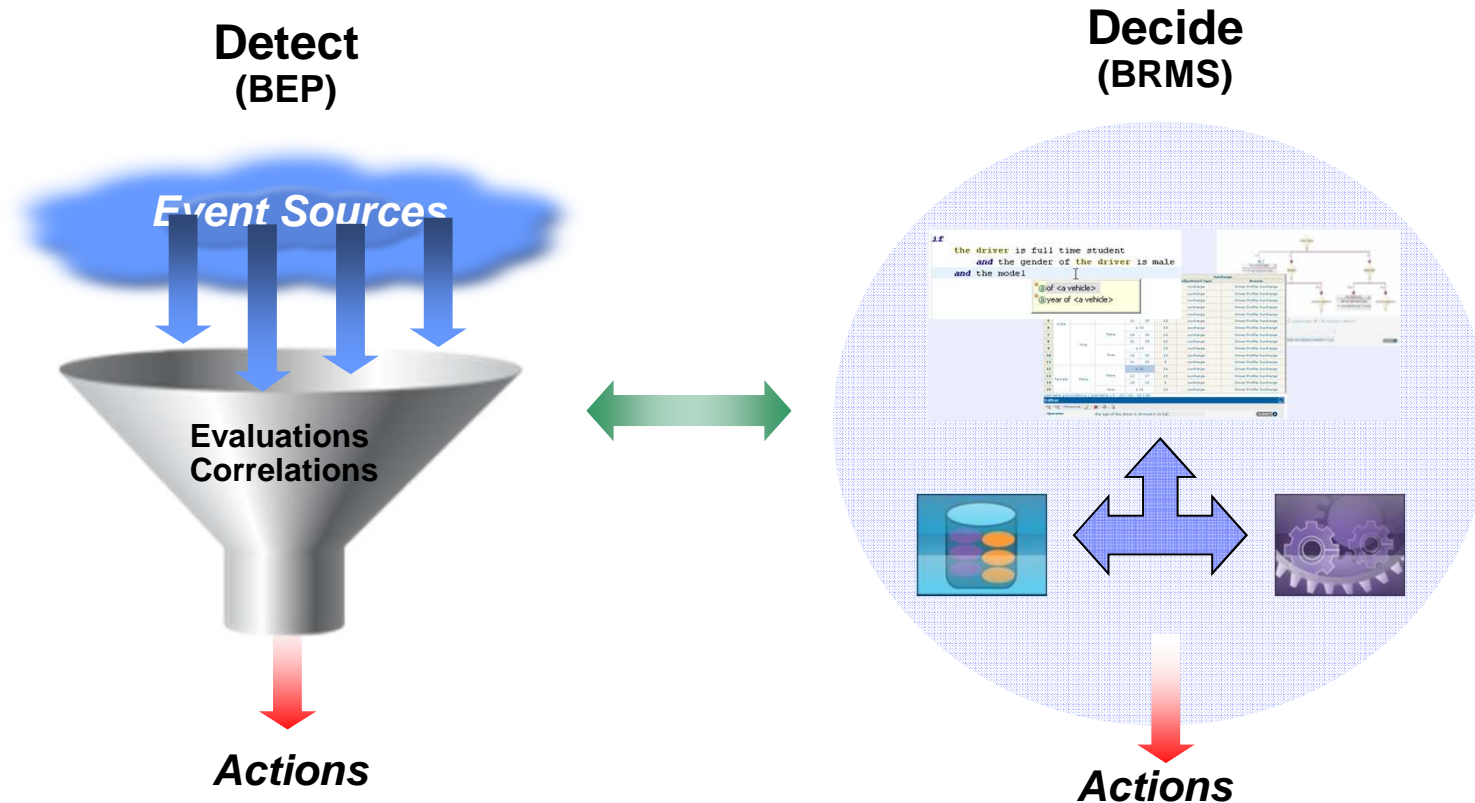
Actions

Actions

▶ **BEP - <u>Detects</u> when events or patterns of events occur to notify people or systems to take action**

▶ **BRMS - <u>Decides</u> business outcome through execution of business rules against available data**

Fraud Use Case: Credit Card Applications

Orchestrate business processes and human task applications
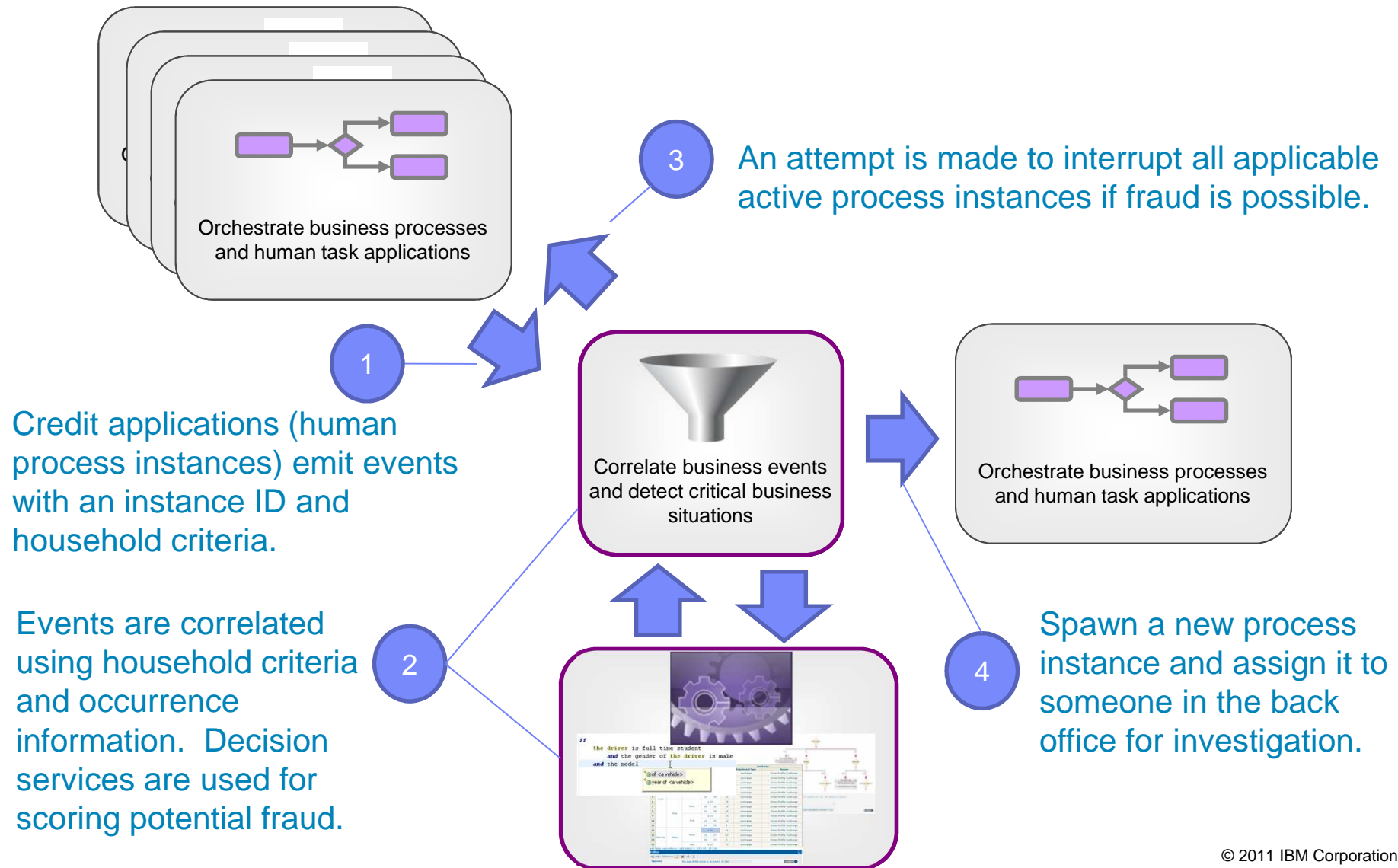
3 An attempt is made to interrupt all applicable active process instances if fraud is possible.

1 Credit applications (human process instances) emit events with an instance ID and household criteria.

Correlate business events and detect critical business situations

Orchestrate business processes and human task applications

2 Events are correlated using household criteria and occurrence information. Decision services are used for scoring potential fraud.

4 Spawn a new process instance and assign it to someone in the back office for investigation.

WebSphere Decision Server: What Differentiates Our Offering

✓ **Designed for Business User Participation**
- Ability to define decision logic in a non-technical syntax so that it can be understood and maintained by business users
- Specific business user environments*

✓ **Recognized leadership**
- Analyst recognition in both the business rules management and business event processing categories
- More than just technology, IBM provides the services, expertise and community that allow organizations to achieve long-term success in their implementation of decision management solutions.
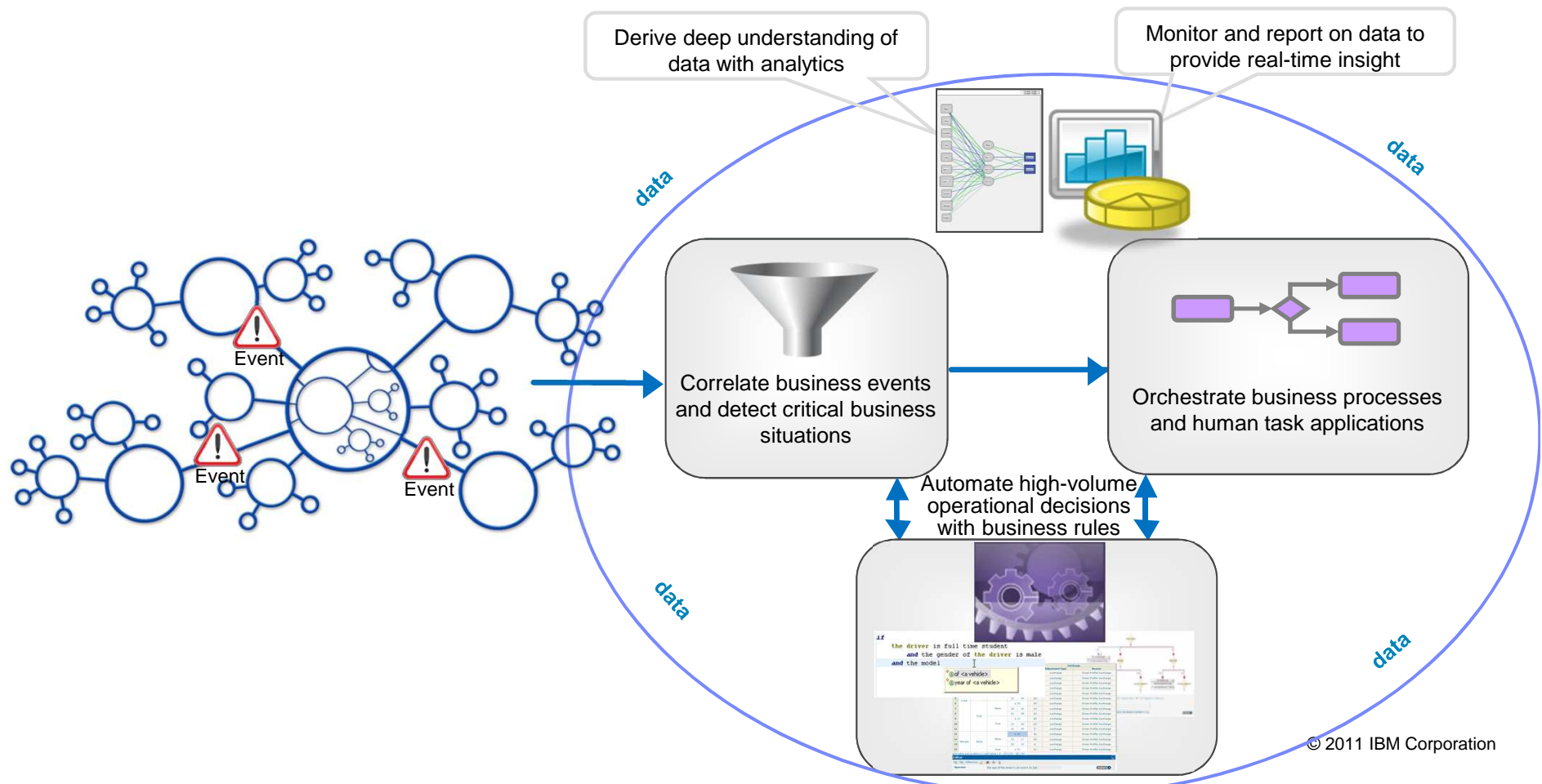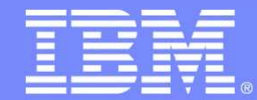
✓ **Synergies with IBM Software Portfolio**
- Natural fit with our BPM products as a consumer of decision outputs from either rules or events
- IBM provides everything needed to create, deploy and manage high-volume, high-availability applications (connectivity, application infrastructure, db, network management…)
- IBM's comprehensive analytic capabilities enable continuous improvement of decision logic

Business rules business user environment requires add-on product purchase.
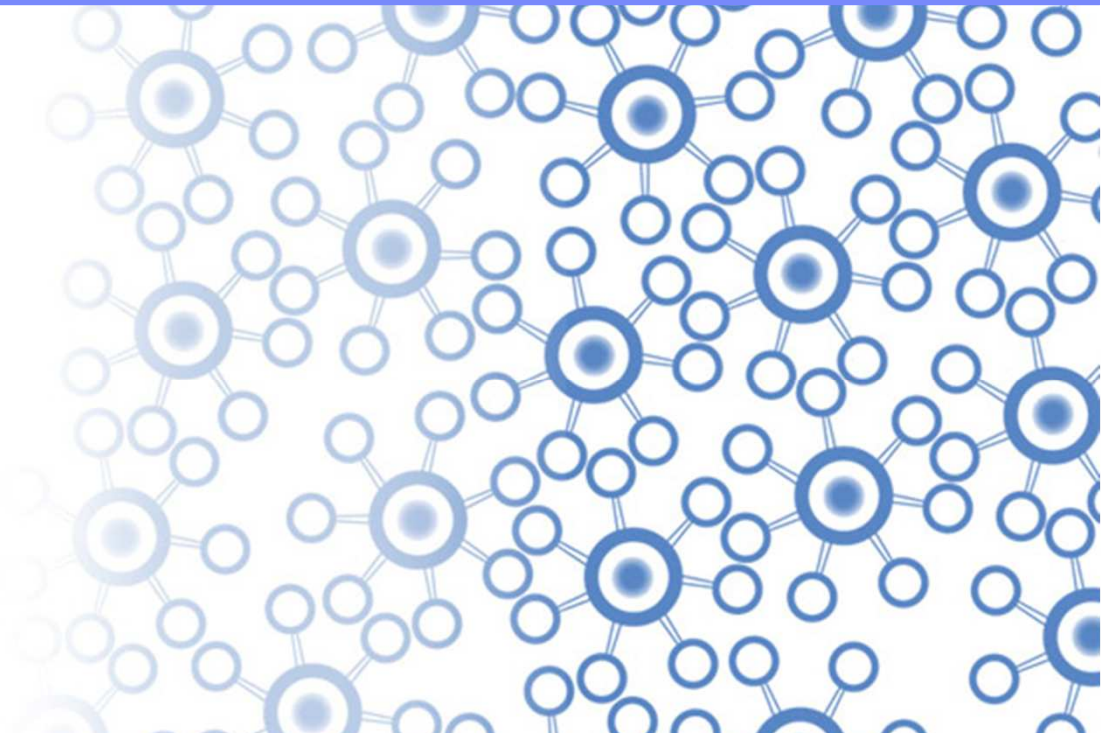
Key Technologies for Decision Agility & Effectiveness

- Business Event Processing improves situational awareness and response
- Business Rule Management improves the quality of automated decisions
- Business Process Management uses outputs within orchestrated processes
- Analytics enables continuous decision improvement

Derive deep understanding of data with analytics

Monitor and report on data to provide real-time insight

data

data

Event

Event

Event

Correlate business events and detect critical business situations

Orchestrate business processes and human task applications

Automate high-volume operational decisions with business rules

data

data

if
   the driver is full time student
   and the gender of the driver is male
   and the model

WebSphere Connectivity Products Overview

Bruno Gonçalves

bruno.goncalves@es.ibm.com

Looking at the ESB

Enrichment

- Match & Route communications between services
- Converts between transport protocols
- Transforms between data formats
- Identifies and distributes bus events

Messaging

- Connect everything in your SOA
- Leverage existing skills and assets
- Support business growth and agility
- Deliver fast ROI
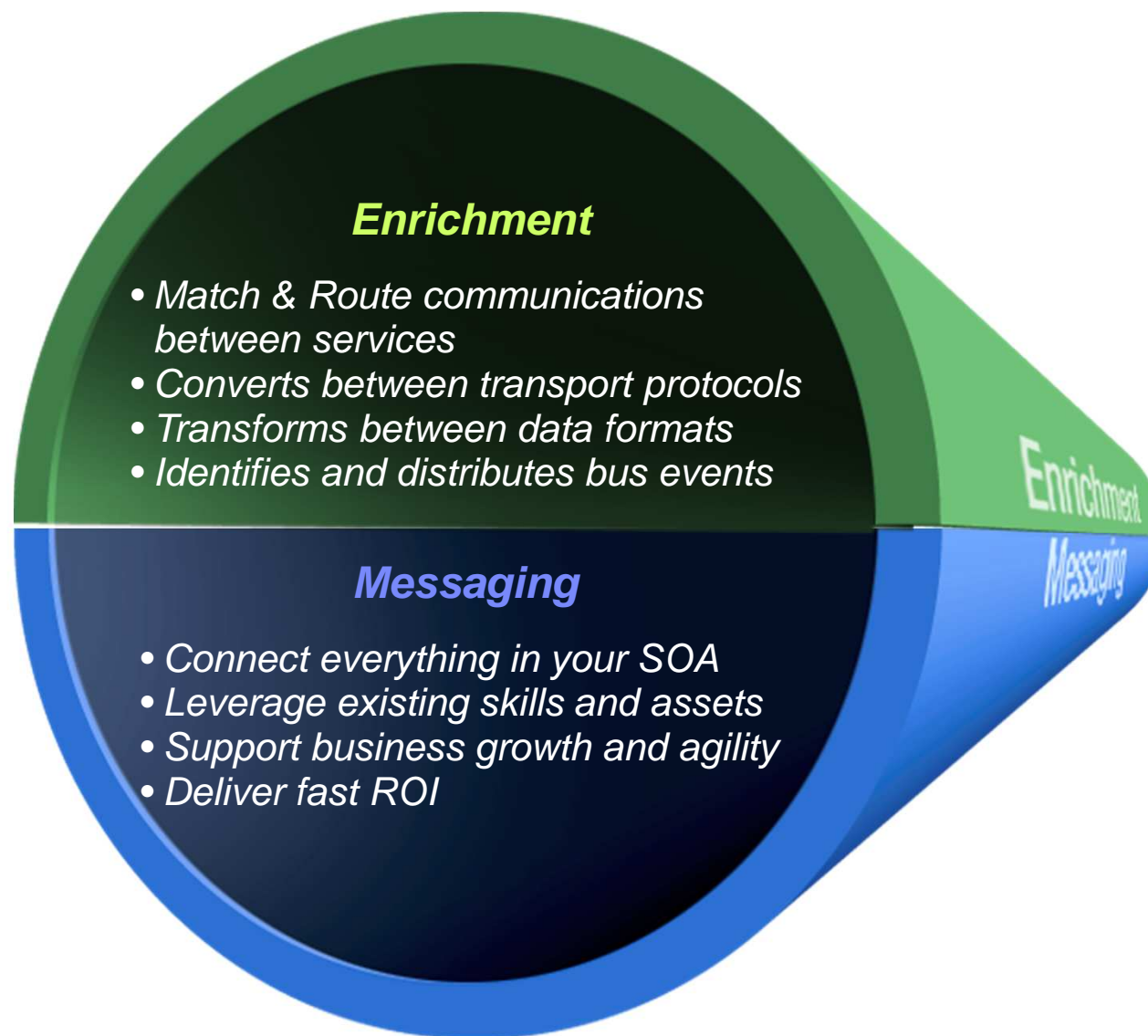
Messaging Backbone – A First Step To SOA

Connectivity logic and time of changes

③ **Service-Orientation**

② **Integration**

① **Messaging**

⓪ **Hand-coded, Hard-wired**

Your Service

Your Application

Still has to do:
•*Mediation*

Your Application

Still has to do:
•*Transformation*
•*Mediation*

Your Application

Duplicated logic buried inside for:
•*Connectivity*
•*Transformation*
•*Mediation*

ENTERPRISE SERVICE BUS
SOA MESSAGING BACKBONE

More code to write and maintain

Increased flexibility and reuse

IBM delivers *the* SOA Messaging Backbone

- Via messaging portfolio of standalone and embedded services

  - Core is WebSphere MQ family
  - Continually evolving and expanding
  - Extensive IT environment coverage

  - Provides "MQ inside" SOA portfolio
  - Offers an integrated JEE experience
  - Shared within stack of SOA products

WebSphere MQ
WebSphere Advance Message Security (AMS)
WebSphere MQ File Transfer Edition (FTE)
WebSphere MQ Telemetry Transport (TT)

WebSphere MQ family

SOA MESSAGING BACKBONE

- Seamless bridging and native links within messaging portfolio

  - Preserving reliability, transactionality and publish-and-subscribe spaces

Enrich your SOA connectivity …

Service Enrichment

- Match & Route communications between services
- Converts between transport protocols
- Transforms between data formats
- Identifies and distributes bus events

Service Enrichment

Messaging

… simplifying the overall architecture and reducing IT cost

Service Service | Service Service

"Brittle P2P & Scripts"

Service Service | Service Service

Service Service | Service Service
Interface | Interface | Interface

Enterprise Service Bus — Service Registry

Interface | Interface | Interface | Interface

Service Service Service Service

Multiple ESB offerings
Solutions to Meet Any and Every Demand

ESB offerings from IBM WebSphere

Platform Based

WebSphere Enterprise Service Bus

- Optimized with WebSphere Application server for an integrated SOA platform
- Shares common registry, security, administrative and development tools
- Services hosted on the application server

Appliance Based

WebSphere DataPower Integration Appliance XI50

- Hardware built for simplified deployment and hardened security
- Functions developed in one device

Integration Based

WebSphere Message Broker

- Built for universal connectivity and transformation in heterogeneous IT environments
- Message transformation developed to accommodate disparate service interfaces
- Adapters, protocol bridges packaged with applications and legacy platforms

Complete Cloud Integration Platform

Public Clouds

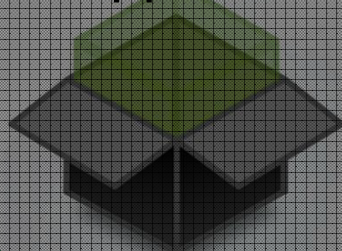Private Clouds

Websphere Cast Iron
DataPower XH40 (New)

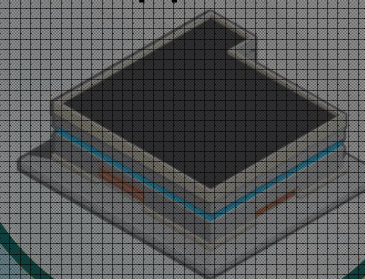Websphere Cast Iron
Hypervisor Edition (New)

Cast Iron Cloud2

Applications

rown
Applications

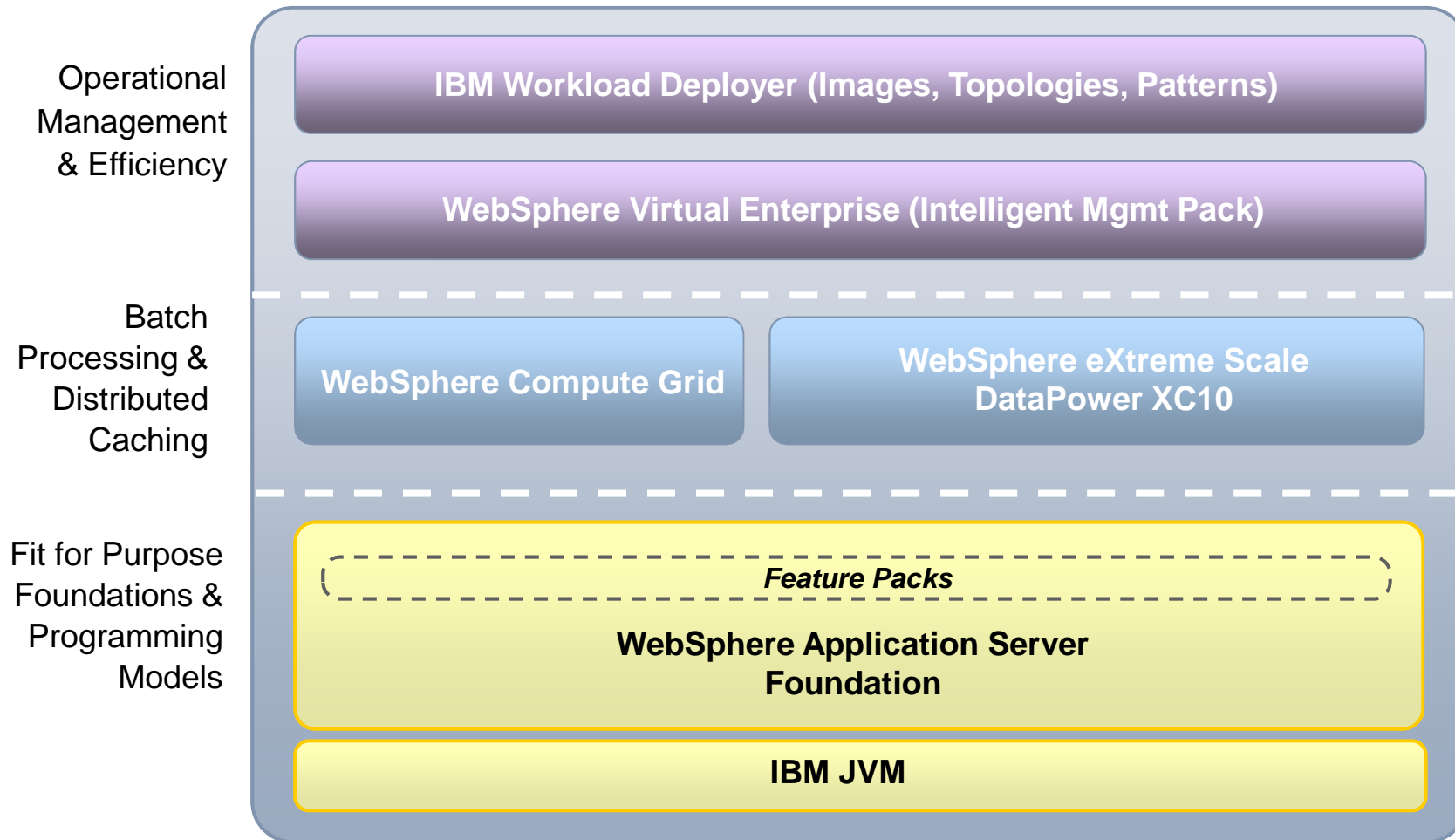# WebSphere Application Infrastructure

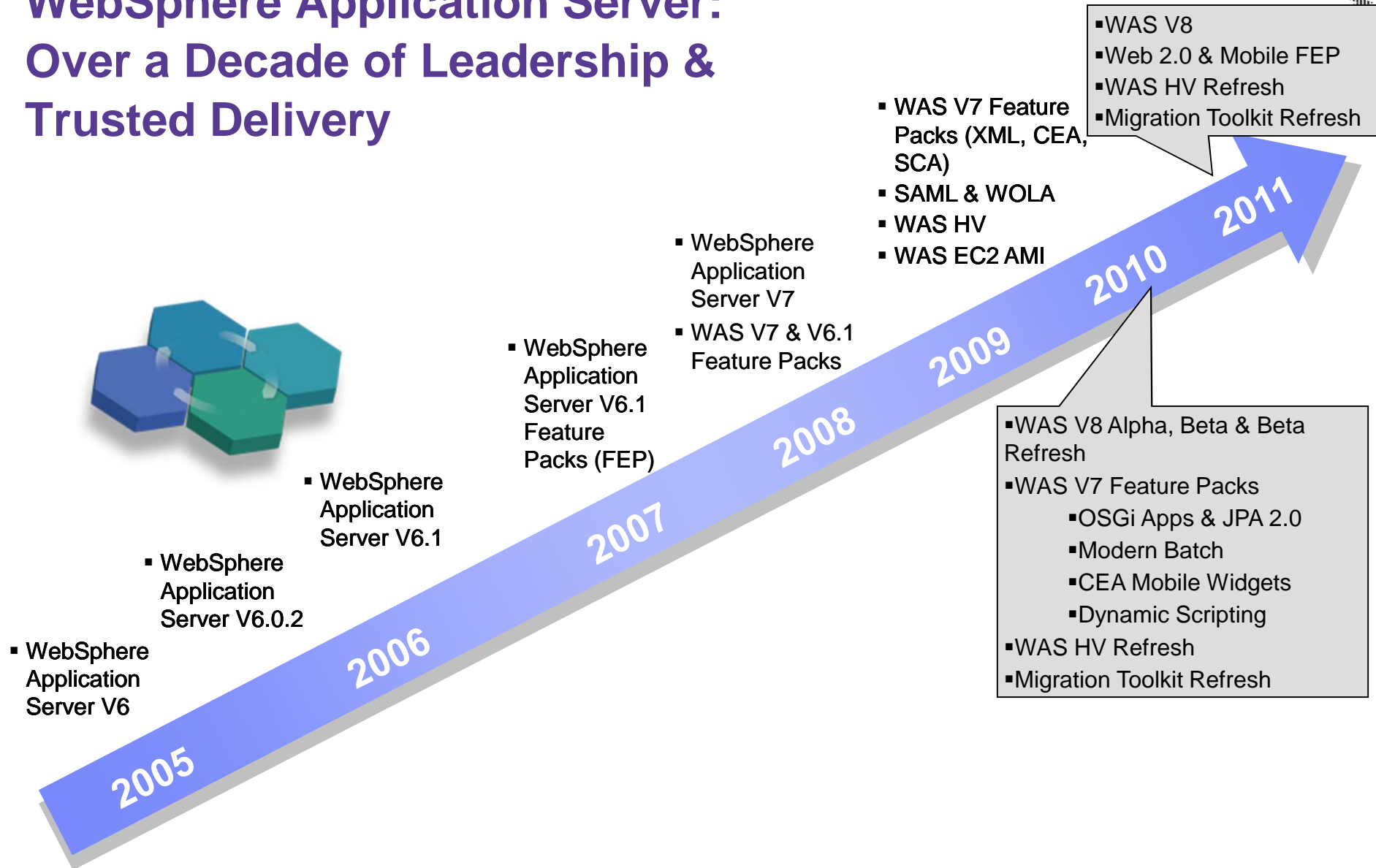Worldwide WebSphere Foundation Technical Sales Team

WebSphere Application Infrastructure: The Big Picture
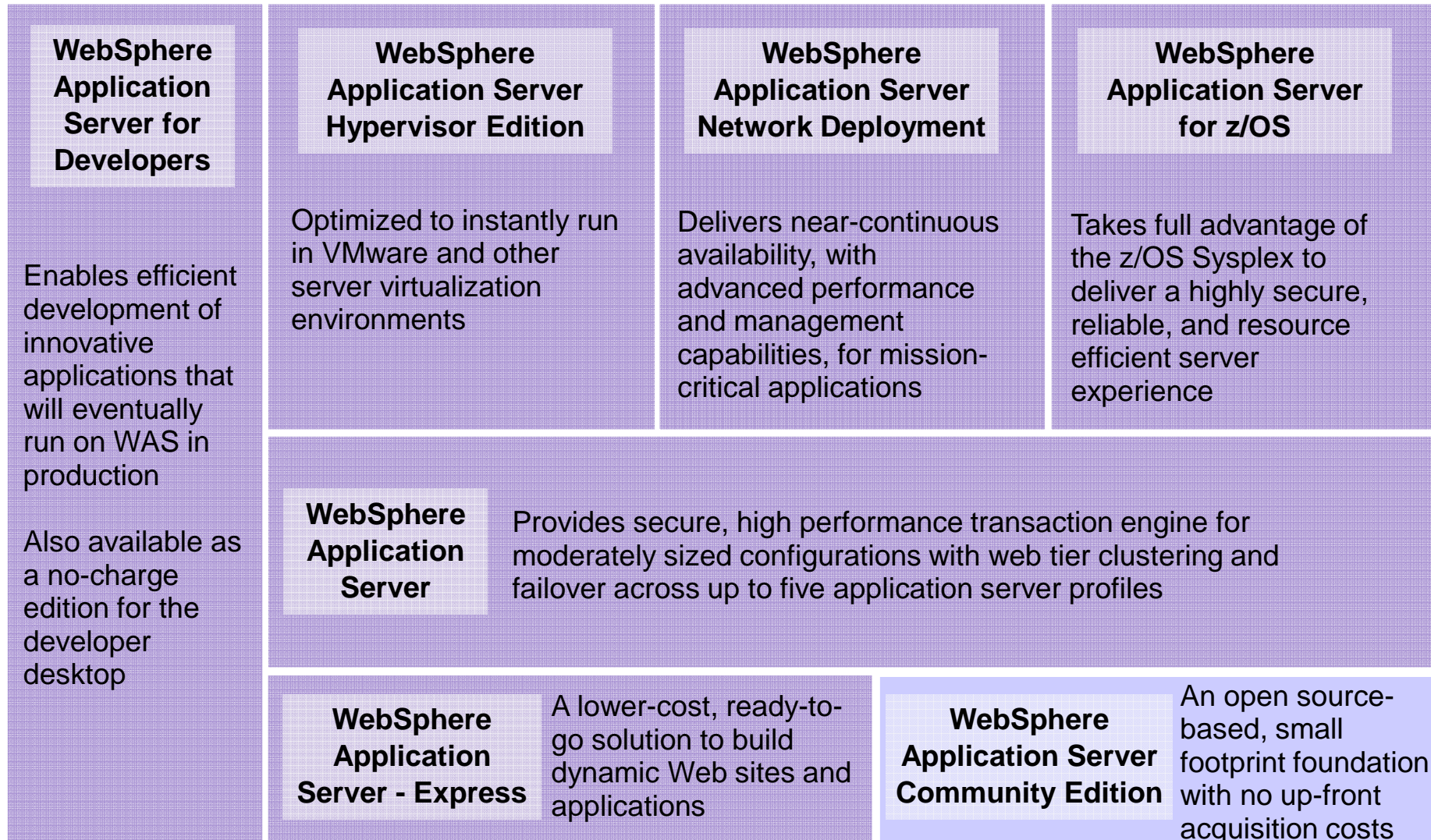## *Vertically Integrated & Horizontally Fit for Purpose*

Operational Management & Efficiency

IBM Workload Deployer (Images, Topologies, Patterns)

WebSphere Virtual Enterprise (Intelligent Mgmt Pack)

Batch Processing & Distributed Caching

WebSphere Compute Grid

WebSphere eXtreme Scale DataPower XC10

Fit for Purpose Foundations & Programming Models

Feature Packs

WebSphere Application Server Foundation

IBM JVM

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

- WebSphere Application Server V6

- WebSphere Application Server V6.0.2

- WebSphere Application Server V6.1

- WebSphere Application Server V6.1 Feature Packs (FEP)

- WebSphere Application Server V7
- WAS V7 & V6.1 Feature Packs

- WAS V7 Feature Packs (XML, CEA, SCA)
- SAML & WOLA
- WAS HV
- WAS EC2 AMI

2005
2006
2007
2008
2009
2010
2011

- WAS V8 Alpha, Beta & Beta Refresh
- WAS V7 Feature Packs
  - OSGi Apps & JPA 2.0
  - Modern Batch
  - CEA Mobile Widgets
  - Dynamic Scripting
- WAS HV Refresh
- Migration Toolkit Refresh

- WAS V8
- Web 2.0 & Mobile FEP
- WAS HV Refresh
- Migration Toolkit Refresh

WebSphere Application Server Family

WebSphere Application Server for Developers

Enables efficient development of innovative applications that will eventually run on WAS in production

Also available as a no-charge edition for the developer desktop

WebSphere Application Server Hypervisor Edition

Optimized to instantly run in VMware and other server virtualization environments

WebSphere Application Server Network Deployment

Delivers near-continuous availability, with advanced performance and management capabilities, for mission-critical applications

WebSphere Application Server for z/OS

Takes full advantage of the z/OS Sysplex to deliver a highly secure, reliable, and resource efficient server experience

WebSphere Application Server

Provides secure, high performance transaction engine for moderately sized configurations with web tier clustering and failover across up to five application server profiles

WebSphere Application Server - Express

A lower-cost, ready-to-go solution to build dynamic Web sites and applications

WebSphere Application Server Community Edition

An open source-based, small footprint foundation with no up-front acquisition costs

Built on a common code base

Intelligently Manage Application Environments & Deliver Rich User Experiences Faster

Speed Delivery of Applications & Services

- Open Source to Enterprise
- Free WAS for Developers
- Self Service Development Environments
- Faster Edit-Compile-Debug
- Programming Models
  - Java EE 6
  - Web 2.0 & Mobile
  - OSGi Applications
  - SCA
  - Java Batch
  - XML
  - SIP & CEA
  - Dynamic Scripting
- Integrated Tooling
- Application Adapters

Operational Efficiency & Reliability

- High Performance
- Transactional Strength
- Scalability & HA
- Install & Maintenance
- Problem Determination
- Platform & Environment Flexibility
- Flexible Pricing Models
- Feature Packs

Security & Control

- Administrative Productivity
- OSGi Application Agility
- Security
- Migration

What is WebSphere eXtreme Scale?

A distributed caching platform.
It takes the free memory across a number of Java™
Virtual Machines (JVM™) and marshals them into
one logical cache.

New York   San Francisco

London   Shanghai

It can be used as a
platform for building
powerful Extreme
Transaction Processing
(XTP) / Data Grid
applications.

Can be used as a form of
in memory database to
manage application state.

Scales from simple in-
process topologies to
powerful distributed
topologies.
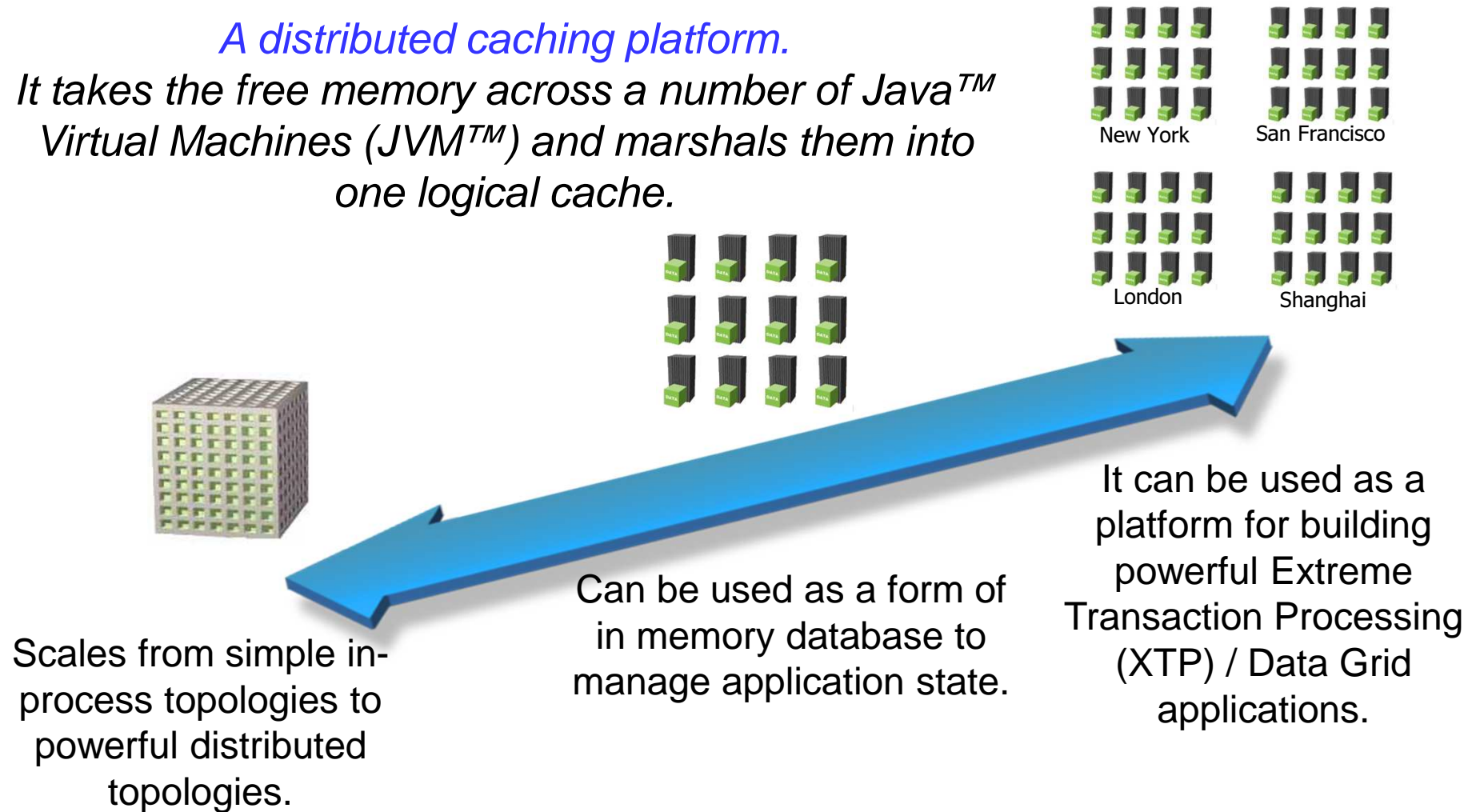
Innovative Elastic Caching Solutions

New!

DataPower XC10 Appliance

- Drop-in cache solution optimized and hardened for data oriented scenarios
- High density, low footprint improves datacenter efficiency

"Data Oriented"

Session management

Elastic DynaCache

Web side cache

Petabyte analytics

Data buffer

Event Processing

Worldwide cache

In-memory OLTP

In-memory SOA

"Application Oriented"

WebSphere software
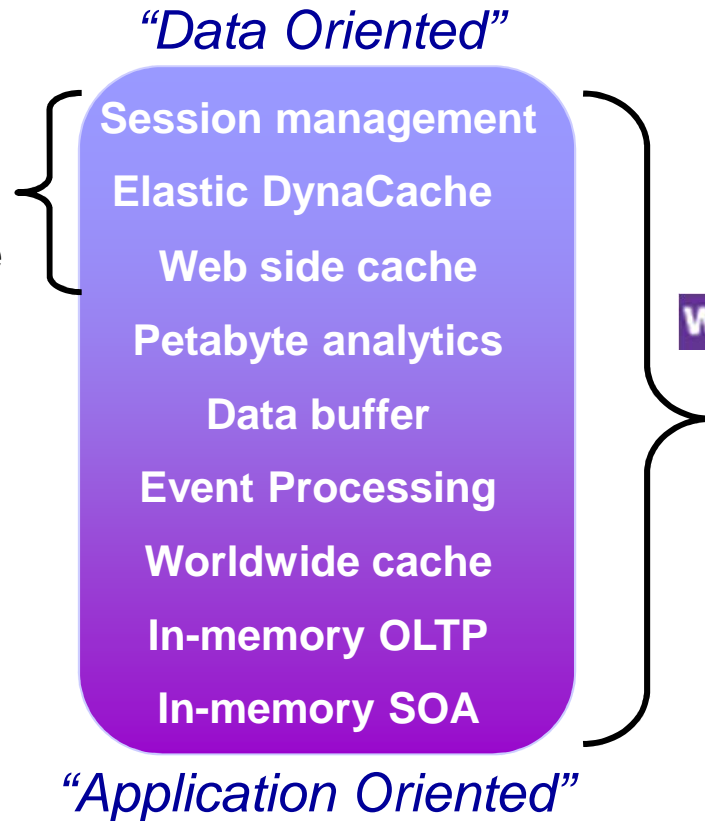
eXtreme Scale

- Ultimate flexibility across a broad range of caching scenarios
- In-memory capabilities for application oriented scenarios

Elastic caching for linear scalability
High availability data replication
Simplified management, monitoring and administration

Scalability

- ● eXtreme Scale can grow to hold hundreds of JVMs of data for very large data sets

  - ▶ Scales nearly linearly with additional hardware

  - ▶ Supports thousands of concurrent clients

  - ▶ Supports 32-bit or 64-bit JVMs

  - ▶ eXtreme Scale clusters can be replicated and partitioned for fault-tolerance and high performance

- ● Cluster members communicate with each other using an ultra-high speed pub sub system

  - ▶ High performance and low processor overhead

Non-invasive middleware

WebSphere. eXtreme Scale

- Lightweight
  - ▶ Single JAR, 15MB

- Integrates with WebSphere Application Server and stack products
  - ▶ WebSphere Business Events
  - ▶ WebSphere Commerce
  - ▶ IBM ILOG® JRules
  - ▶ … And more!

- Also supports Non-WebSphere servers
  - ▶ Geronimo, JBoss, and others

- Enhances existing application infrastructure with little to no application code change

It's Not Just for Java

- Rest Data Service
  - ▶ Allows HTTP clients, including .NET and AJAX clients, to use and exploit WebSphere eXtreme Scale.
  - ▶ Rest Service is hosted on application server such as WebSphere Application Server or Tomcat.
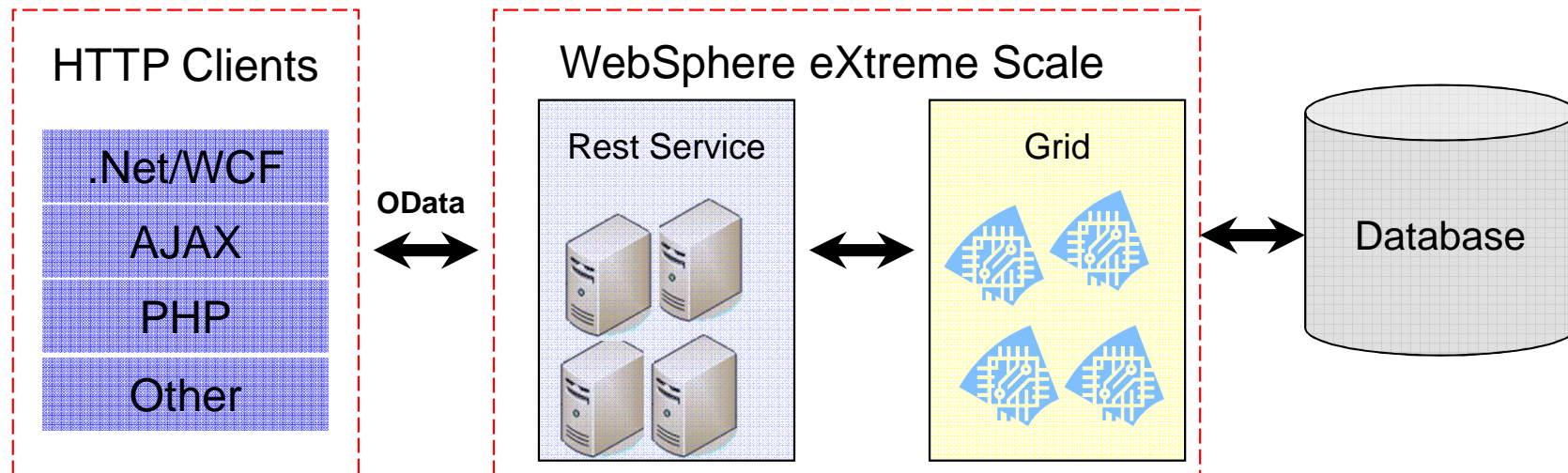
The Short Story

IBM ILOG Visualization products enables user interface developers to add highly graphical and interactive displays to their line-of-business applications.

- **Value Proposition**
  - ▶ Developers save time, and reduce project risk
  - ▶ The resulting product is visually appealing, and easier to market
  - ▶ End users receive a superior user experience
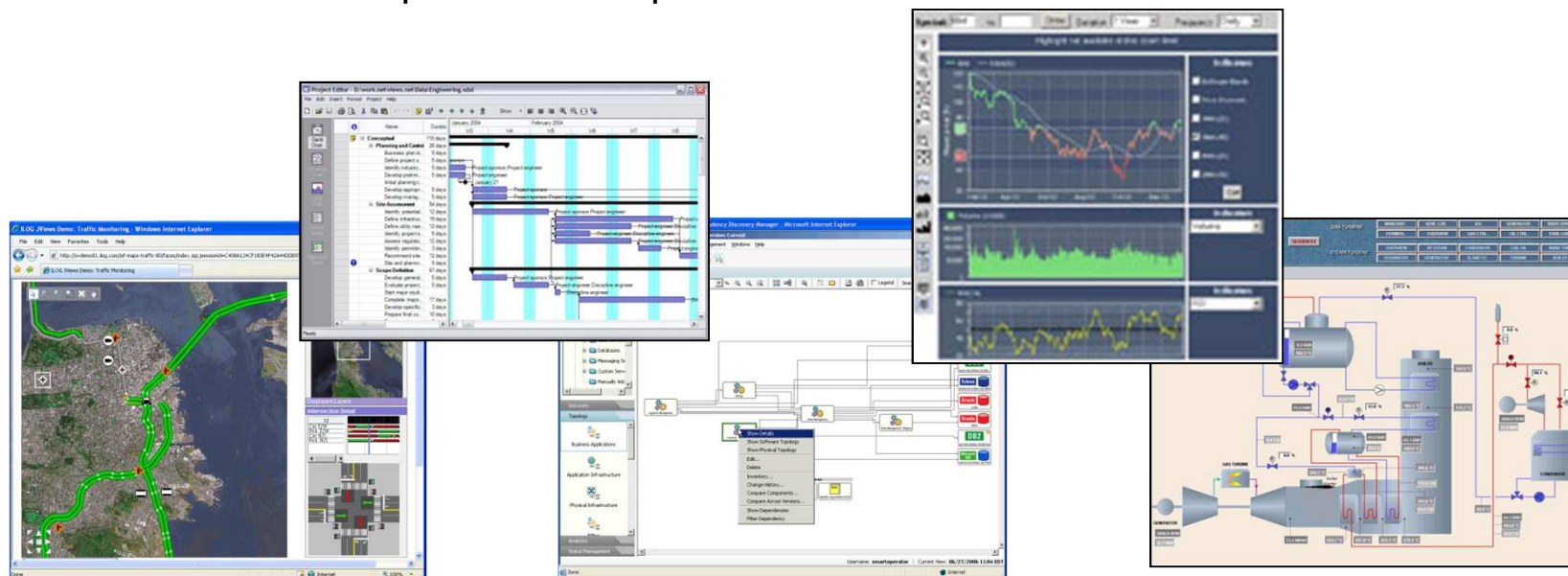
IBM ILOG Visualization

- **Visualization**
  - ▶ Creating advanced graphical displays that convey meaning to the end user in the most meaningful way
  - ▶ Example:
    - A *chart* is a very natural way to display series data

- **How does IBM ILog support Visualization?**
  - ▶ "Building blocks" to help software developers deliver advanced graphical displays
  - ▶ These building blocks get embedded into an application
    - E.g., a car has an embedded engine, a finance application might have a chart embedded in its display

- **Three areas where JViews Enterprise/Visualization fit very well**
  - ▶ Monitoring: Users want to understand changes to their underlying system data, better and faster
  - ▶ Data Analysis: Users can spot trends or outliers more easily
  - ▶ Modeling: Users can model their system information more naturally
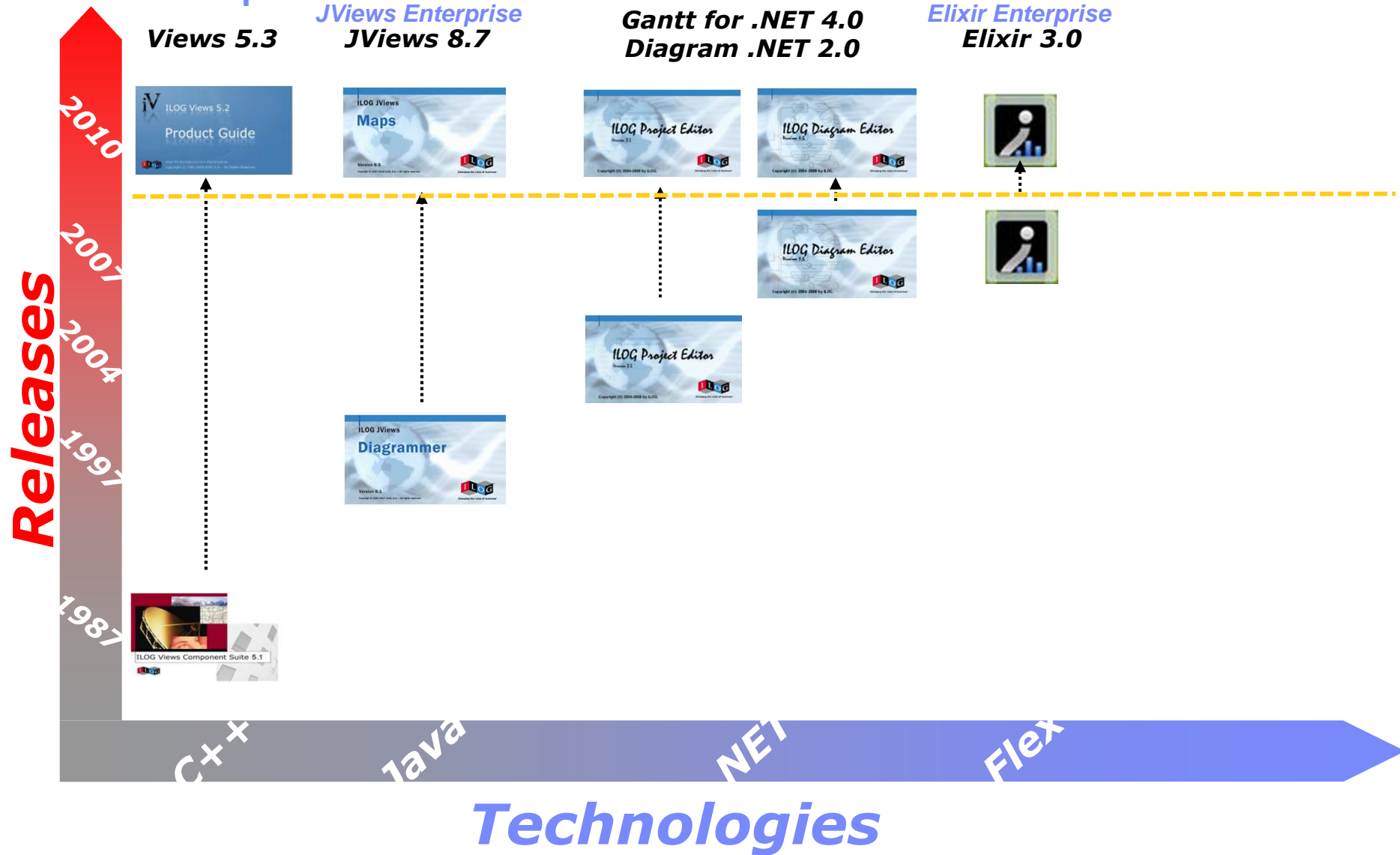
ILOG Views Component Suite 5.3

- **Portable** and **High-Performance** Visual Components for C++ Critical Applications

  ▶ Generic User Interfaces, Maps, Diagrams, Dashboards, Charts, Gantt.

  ▶ Windows, Unix, Linux

- Support of latest platforms, including

  ▶ HP-UX, Solaris, Linux, AIX, MS Windows

    ▪ 32 and 64 bit architectures

  ▶ Recent Ports include

    ▪ Linux Red Hat and Suse (32 & 64 bits)

    ▪ MS Visual Studio 2008

    ▪ Windows 7, Vista
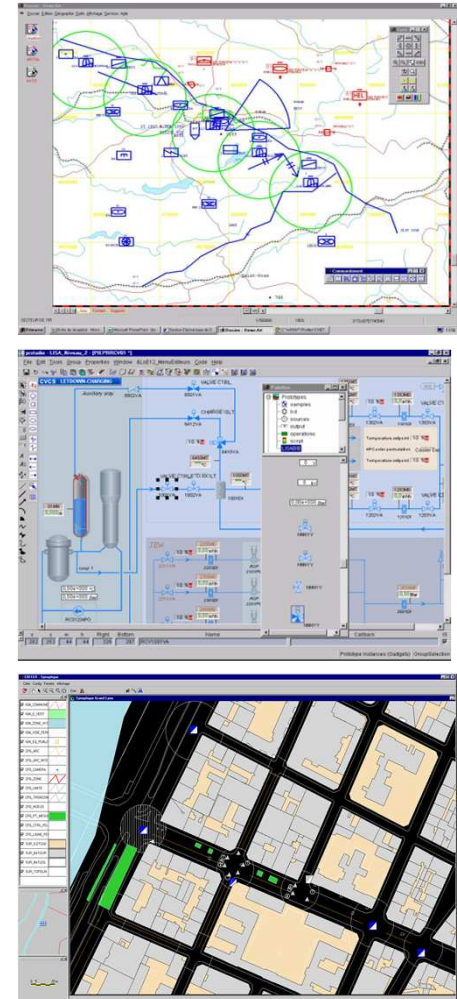
JViews Modules in 8.7 Release

JViews Enterprise

Gantt

Maps

Charts
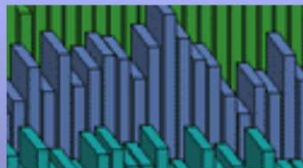
Diagrammer

Verticals
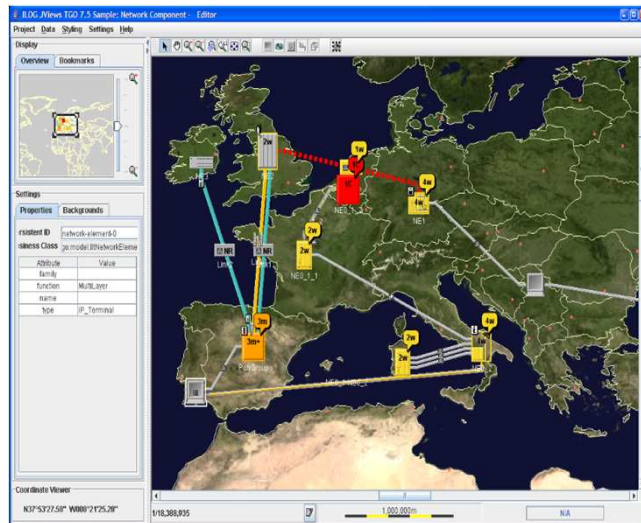
Maps for Defense
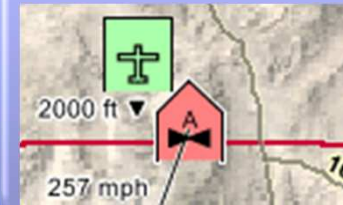
JTGO

ILOG JViews Maps for Defense
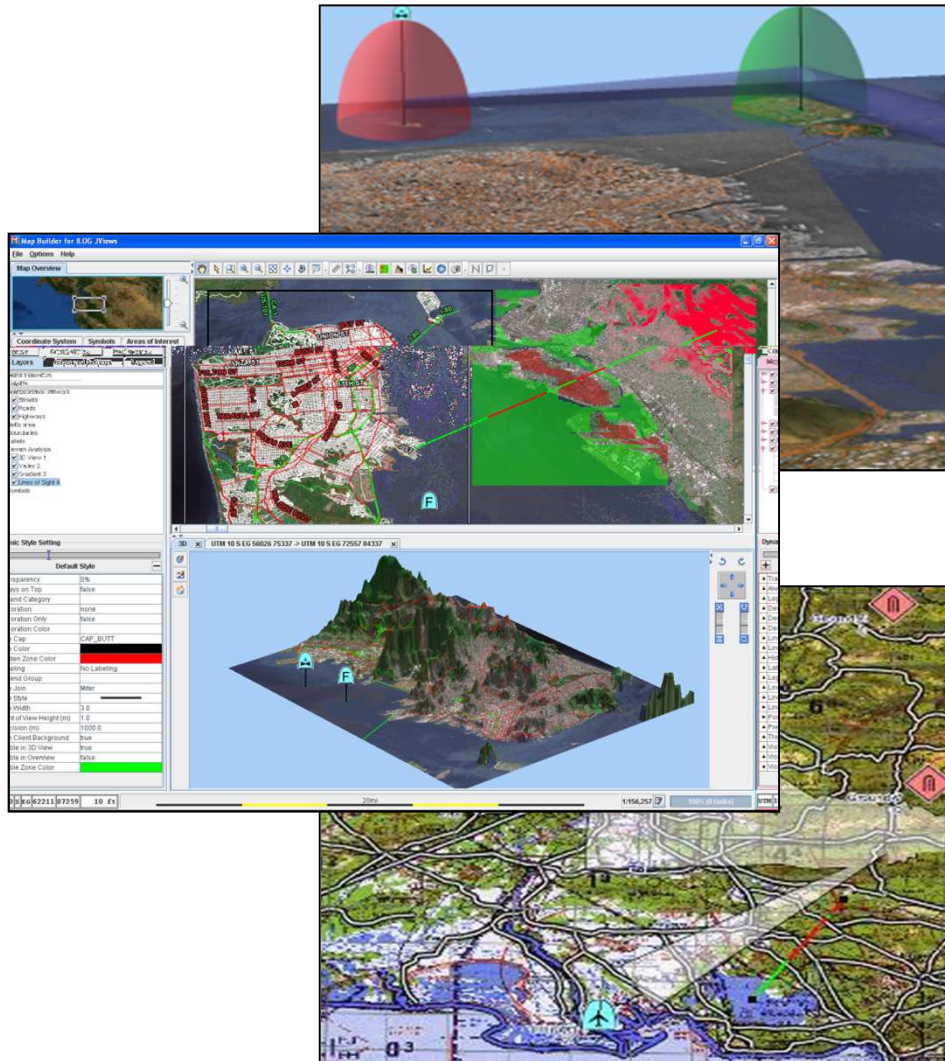
- Includes JViews Maps

- Includes military map data formats for aeronautical and marine data
  - ▸ CADRG
  - ▸ VMAP
  - ▸ more

- Includes standard military symbol sets for representing tactical assets
  - ▸ NATO APP6a
  - ▸ more

- Terrain Analysis Features

- 3D views

ILOG JViews Telecom Graphic Objects
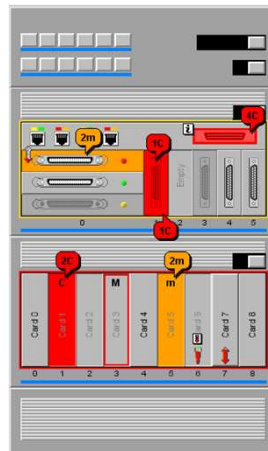
- UI for telecom/data networks

- Information environment is fully compliant with telecom standards like ITU, OSI, Bellcore, SONET, SNMP and OSS/J

- Includes
  - JViews Diagrammer
    - With graph layout
  - JViews Maps

- Versatile deployments
  - Applications, applets, Eclipse, JavaServer Faces + Ajax

ILOG Elixir Demo

http://www.ibm.com/developerworks/websphere/zones/visualization/demos/elixir.html

Resources for Partners

Worldwide WebSphere Business Partners

Bruno Gonçalves

bruno.goncalves@es.ibm.com

Worldwide WebSphere Business Partners

- **Technical Strategy**
  - Work with WebSphere business partners
  - Provide architectural direction and guidance to help business partners understand and develop solutions integrated with IBM WebSphere technologies and products

- **Technical Enablement**
  - Help business partners implement their technical strategies
  - Provide planning, direction, education, support, implementation, testing, interoperability, and deployment skills and expertise
  - Ensure skills transfer

- **Go To Market**
  - Visioning Session
  - Discovery Workshop
  - Proof of Concept

WebSphere tracks

Application Infrastructure

Application Infrastructure Solutions

including these **capabilities**

Cloud Platform & Application Virtualization
Elastic Caching
Application Optimization
Application Foundation & Transaction Processing

Products:

WebSphere Application Server (WAS)

Including WAS for zOS, WAS-ND & WAS CE

WebSphere Extreme Scale (WXS)

WebSphere DataPower XC10 Appliance
WebSphere Virtual Enterprise
IBM Workload Deployer
WebSphere Application Acceleration
Including WAXPN, WAXHN, and the XE82 Edge Appliance
WebSphere Compute Grid

Connectivity & Integration

Connectivity & Integration Solutions

including these **capabilities**:

Messaging
Integration Foundation
B2B Integration
Cloud Integration
Managed File Transfer

Products:

WebSphere MQ Family
...uding MQ, MQ-AMS, MQ-FTE, MQ-TT and MQ-LLM
WebSphere Message Broker
WebSphere DataPower SOA Appliances
...40, XI50, XI50B, XI50z, XI52, XB60, XB62, XM70 and WAMC
WebSphere Enterprise Service Bus (WESB)
...cluding WESB and WESB Registry Edition
...here Service Registry & Repository (WSRR)
WebSphere Adapters
WebSphere Cast Iron Cloud Integration
...bSphere Transformation eXtender (WTX)

Business Process Management

...l Solutions

...hese **capabilities**:

...covery and Design
...omation and Integrity
...ss Monitoring
...n Management
...ocess Accelerators

...oducts:

...s Process Manager
...ss Manager Industry Packs
...iness Monitor
...e Decision Server
...e Business Events
...ere ILOG JRules
...l Business Modeler

Public Resources

- ## Information Centers

  - http://www.ibm.com/support/publications/us/library/

- ## IBM Education Assistant

  - http://publib.boulder.ibm.com/infocenter/ieduasst/v1r1m0/

- ## RedBooks

  - http://www.redbooks.ibm.com/

- ## DeveloperWorks

  - http://www.ibm.com/developerworks/websphere/

- ## WebSphere Training Paths

  - http://www-01.ibm.com/software/websphere/education/paths/#bpm

IBM WebSphere Education for Business Partners

- **IBM WorldWide WebSphere Technical Education**

  provides information on technical WebSphere and SOA classes available to Business Partners at 'no-charge'.

  - Training includes self paced virtual
  - instructor-led courses
  - technical webcasts.

  http://www.ibm.com/developerworks/websphere/zones/was/roadmaps/partner/classes.html

PartnerWorld program

PartnerWorld program benefits help you succeed

Marketing
- IBM co-marketing
- Market intelligence
- Demand generation

Selling
- Financing
- Promotions and incentives
- Briefing centers
- Competitive resources
- Sales tools

Technical
- Technical sales
- Technical support
- Develop and migrate
- Software access
- Systems and storage access

Training
- IBM Education
- Discounts, reimbursements and rewards

Collaboration
- PartnerWorld communities
- Collaboration resources
- Awards and membership

IBM Developer Support for SI*s* and ISV*s*

- **Developer-to-Developer (D2D) Support thru PartnerWorld**
  - "For-free", low touch, remote technical assistance to "entitled" business partners as they enable their products or build solutions on WebSphere
  (PMR based support – assistance with a specific problem vs project based)

  - PartnerWorld D2D Support provides SIs and ISVs with:
    - Development cycle non-production, deep-dive technical enablement
    - Ranges from installation & configuration, to performance tuning, connectivity & integration, defect support, API usage, as well as application development and design
    - Assist partners with debugging their application code
    - Provide insight and direction with respect to conforming with J2EE specs
    - Routinely works at a very deep code level to assist partners enabling or enhancing their applications on IBM platforms, ensuring they can go to market on time

  - IBM PartnerWorld > Technical > Support > Remote e-mail support
    https://www-304.ibm.com/isv/tech/remoteEmail/entryForm.jsp

धन्यवाद
Hindi

多謝
Traditional Chinese

ขอบคุณ
Thai

Спасибо
Russian

Gracias
Spanish

Thank You
English

شكراً
Arabic

Merci
French

Obrigado
Brazilian Portuguese

Grazie
Italian

多谢
Simplified Chinese

Danke
German

நன்றி
Tamil

ありがとうございました
Japanese

감사합니다
Korean