Improve business agility with IBM Integration Bus

Enhance flexibility and connectivity while controlling costs and increasing customer satisfaction

Highlights

- Leverage business insight by dynamically enriching messages with data held in applications, databases and files.

- Facilitate access to and integration with data in packaged application suites such as SAP, Siebel and PeopleSoft.

- Enable existing applications for web services without costly rewrites, and connect virtually any application or service over multiple protocols, including SOAP, HTTP and JMS.

- Experience ease of installation and use within large or small systems.

The data flowing between you, your business systems and your customers can be a critical business asset. But inflexible application connectivity can make it difficult, if not impossible, to transform that data into actionable information in a way that supports the business. By enabling flexible and efficient access to this data when it is needed from anywhere in the organization, IBM Integration Bus can help you create a more dynamic environment that supports business agility and innovation, decreases operational costs and extends the changing range of services you can offer—adding direct value to the business and your customers.

Unquestionably one of the greatest challenges facing enterprise architects today is responding more quickly to change. Suddenly a new business partner needs access to data in your ERP application. Or, to streamline payroll functions, Finance needs immediate access to data within Human Resources applications. Yet it is not uncommon for enterprises to have dozens of applications that communicate in haphazard ways. The applications and their connections are rigid, requiring hard-coded changes that are costly, time-consuming and often error-prone. It is no surprise that the more you attempt to change the ways in which your applications communicate, the more complex the task of managing the messaging environment becomes.

IBM Integration Bus can help you simplify the connectivity between your IT assets, including legacy applications, packaged applications and web services, without requiring coding changes. It provides the application connectivity that helps you manage and simplify those connections while enabling you to retrieve business-critical data without making changes to the applications themselves. Simply put, IBM Integration Bus allows you to make the most of your existing IT assets quickly, simply and at a low cost.

It enables you to:

- Enrich business information flows by securely and seamlessly including data held in packaged applications, databases and files.
- Support a broad range of transports, protocols and data formats, allowing virtually any business systems to freely communicate with one another.
- Streamline progression from point-to-point messaging to full enterprise service bus (ESB) capability.

Remove debilitating point-to-point connectivity

As you attempt to respond to business changes and requests in your current environment, you are forced to add point-to-point connectivity. The number of interfaces you need to define increases exponentially, as do your administrative tasks and resulting headaches. By enabling you to connect through an intermediary integration layer, IBM Integration Bus eliminates the need for point-to-point connectivity, so you need manage only two connections rather than a multitude. The result is that it helps you untangle costly and debilitating IT complexity.

Break down organizational boundaries with seamless messaging transport

Equally challenging is the complexity of managing new technologies alongside legacy applications, a problem that is increasingly common in rapidly growing organizations. As companies merge or restructure, they must be able to connect new and old applications across departments and domains. IBM Integration Bus allows all of these applications to be fully integrated through a seamless messaging backbone, providing assured delivery of all data across a multitude of operating systems and environments, and with the performance and throughput to match any business requirements.

Enhance business potential by making data accessible and actionable

While many of your applications are owned by various lines of business, each application that is connected point-to-point must be modified in order to communicate with another application and deliver crucial business data, such as inventory levels or website traffic statistics. Connecting applications instead to IBM Integration Bus allows the applications themselves to remain unchanged, no matter how many different applications now connect with it. And because IBM Integration Bus is not tied to an application server, it provides the ideal integration solution for all business environments no matter the chosen application environment, unlocking the business potential within your IT architecture by providing rapid access to applications and data from all parts of your business whenever and wherever it is needed. IBM Integration Bus enables an interface to any application to be defined and then connects that interface to any other application through their interfaces, resulting in a single place for application integration that vastly speeds time to delivery and eliminates errors caused by manual application changes.

Route and transform data in any format

In a typical IT department, about 75 percent of the budget is spent on maintaining existing assets. One reason for this is that your business undoubtedly has nearly as many types of data as you have applications. Without an ESB, you have no way to read—and leverage—data in other applications. With IBM Integration Bus, you can read and interpret many data formats and perform conversion from one format to another, or enrich message content by inserting additional information from other sources.

IBM Integration Bus will not only transport the message but will also use the message flow to see and understand the data format, such as XML, CSV or pure file data. You can use IBM Integration Bus to describe the expected format and define the message output to send to each receiving system, thereby allowing you to specify the operations needed to transform the contents from one message format to another message format. You can also use IBM Integration Bus to enrich the content of a message prior to output by extracting data (such as customer credit information) from another system while IBM Integration Bus is moving the message.

Even if you are managing industry-specific formats such as SWIFT or HL7, you can ensure that your business and applications focus only on what is needed—the business logic—rather than the potential complexities of data transformation. This capability allows existing applications to understand data from other sources without requiring you to change the business application. This helps you to more rapidly respond to business and market demands—and keeps Line-of-Business application programmers and executives focused on high-value tasks.

Easily connect across an array of applications

IBM Integration Bus eases the definition, deployment and management of integration across both packaged applications and web services, giving you greater access to data in an efficient and reliable way anywhere in the enterprise—all while avoiding costly and risky application updates.

Connect packaged applications

Much valuable business information is essentially "locked" within packaged application suites such as SAP, Microsoft, Siebel and PeopleSoft. These significant investments were simply not designed to interface with other applications. But the data they hold could represent tremendous business value for your organization. Prebuilt adapters within IBM Integration Bus enable you to access and integrate the data held within those applications. It provides understanding of the message formats traveling between applications and enables you to extract ERP data, for instance, and send it to a new business supplier, or extract inventory information and send it to a reorder application. This helps to avoid costly and error-prone imports and exports via flat file formats.

Present applications as web services

Although many of the assets that you need to connect are applications that are not written as web services for a service oriented architecture, SOA is increasingly the architecture of choice for businesses seeking to capitalize on services reuse. You can easily use IBM Integration Bus to present existing applications as web services without requiring costly rewrites. It allows you to connect virtually any application or service over multiple protocols, including SOAP, HTTP, JMS and more, helping smooth the pathway toward SOA while reducing some of the initial investment that an SOA can require.

Leverage "locked-away" data with file processing

Data that is written to files can seem hidden, and of little business value, without the proper access. Often, data is written to files and content is moved using FTP—a method that is unreliable, slow and subject to failures. To address this issue, IBM Integration Bus can be used as a file processing hub, so that key business documents, such as invoices or shipment documents held in flat file formats, can automatically be read, split, transformed and routed to the correct location for processing. This enables you to move your network from an offline, file-based mode to a live processing mode, bringing your files into an SOA framework.

And when you use IBM Integration Bus in conjunction with IBM WebSphere MQ File Transfer Edition, you can automatically and reliably deliver files to and from remote parts of your organization or your business partners while providing full visibility and control.

Simplify progression to service oriented architecture

Whether your organization is looking toward SOA or has implemented SOA on a relatively small scale to examine potential ROI, the reality is that most organizations still have business-critical applications that they are understandably reluctant to change. The integration capabilities of IBM Integration Bus allows it to connect to these applications, offering a reusable interface exposed for your business to use, extending the value of your assets and making them available for a new generation of business applications. It allows you to make necessary changes to build an SOA—such as presenting the application as a web service—without changing the application itself.

Ensure rapid respond to retail demands

A dynamic and volatile economic environment, price fluctuations and ever-increasing competition confront the retail industry every day. Unfortunately, complex IT systems can slow the ability to respond to surges in demand and can restrict crucial visibility into information about sales and products. Retailers need to a way to provide a smarter shopping experience for their customers, smarter store operations, and smarter merchandising and supply chains.

IBM Integration Bus enables retailers to ensure that retailers can stay abreast of personalized information about their shoppers throughout the purchasing process, no matter what retail channel they are using. By connecting and transmitting data in real time between stores, warehouses, distribution networks and loyalty program databases, retailers are empowered to customize the shopping experience while keeping a sharp focus on stock levels, availability and pricing—areas that directly impact the bottom line.

Expose and Extend Backend Systems to Mobile Devices

With an explosion of new devices from smartphones to tablets, it is becoming increasingly important that businesses adapt to a mobile workforce and customer base. IBM Integration Bus allows you to expose and extend your existing applications and data, securely and at scale, to mobile devices so clients and employees have the information they need, when they need it. Out-of-the-box patterns for IBM® Worklight® allow businesses to mobile enable enterprise application making it accessible to IBM Worklight in as few as two clicks while push notifications can automatically inform mobile users of key information as it becomes available. Coupled with built-in caching and security capabilities, users gain controlled access to back-end services resulting in improved response times and a reduced load on system applications.

Capture and monitor data for analysis

With ever-increasing pressures from both business executives and regulatory bodies, there has never been a greater need for governance of the IT and business infrastructures. Enterprises must have access at anytime to both statistical and performance information for any business system. By connecting applications and data flowing through IBM Integration Bus, you can easily capture significant information for immediate analysis—as it flows through your business. A simple "publish/subscribe" feature enables you to send the information to other applications, such as IBM WebSphere® Business Monitor, allowing you to compare real-time data to key performance indicators (KPI). As well as providing real-time visibility to business data as it moves through your organization you can also securely store data for offline analysis or audit logging without making changes to business applications.

Control and manage sensitive data

Today's IT security and privacy concerns make it is essential to secure data usage throughout the enterprise and to ensure data is protected from prying eyes outside your organization. IBM Integration Bus can be configured to map identities between source and target applications without compromising your enterprise-wide security model, helping you secure the data flow as it crosses organizational boundaries and various security domains.

Experience easy, fast installation

Robust and scalable, IBM Integration Bus is also fast and easy to install, delivering numerous out-of-the-box capabilities that are ready to deploy and use, helping you to begin realizing increased business value from day one.

Further increase business value with IBM WebSphere MQ

When you use IBM Integration Bus alongside the leading messaging backbone, IBM WebSphere MQ, you can deploy tooling for simple, fast development and easy operational management. The two products work together by sharing a common administrative view with the WebSphere MQ network, so administrators are better able to manage configurations and other tasks without costly retraining. IBM Integration Bus also features an Eclipse-based, drag-and-drop palette for designing message flows and is supported by built-in patterns delivering ready to deploy configurations for common usage scenarios, so you can quickly build and use a message flow solution and realize efficiency and cost savings.
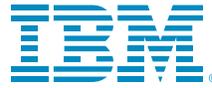
In addition, IBM Integration Bus offers a range of connectivity options, standards and applications that are fully integrated across the IBM WebSphere portfolio, providing seamless integration and magnified business value.

For more information

For more information about how IBM Integration Bus can help you increase business agility and insight and speed progression toward SOA, contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/integration-bus

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: **ibm.com**/financing

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