WebSphere Business Modeler Overview

SOA on your terms and our expertise

Agenda

- Why Model the Business?

- WebSphere Business Modeler

- IBM Software Development Platform and Business Driven Development

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Why customers model

- **Modeling for compliance/documentation**

  - Document processes for use by a business to understand the business process

  - Customers use output for training, collaboration, documentation requirements for compliance regulations (Sarbanes-Oxley and Basel II)

  - Linkage to real-time monitoring provides a feedback mechanism for reporting requirements needed for compliance

- **Modeling for redesign**

  - Document both the current state and future state business process and the comparison to determine Return on Investment (ROI) analysis

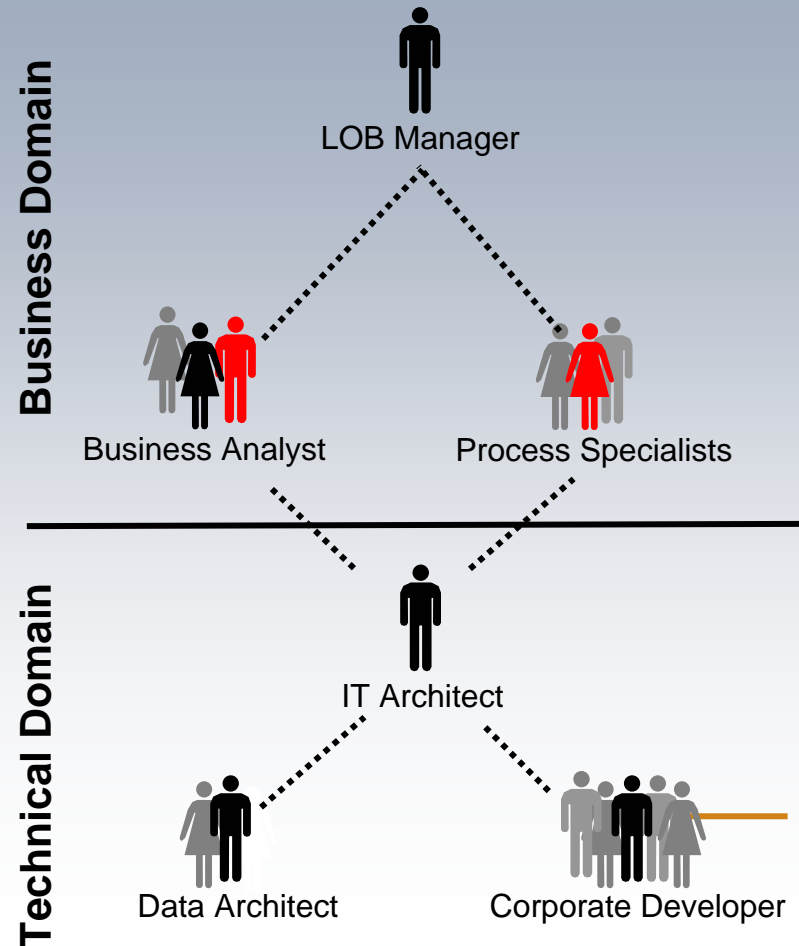 - Six Sigma and Process Improvement are common methodologies

- **Modeling for execution**

  - Modeler can create artifacts from the business model and make them available in technology development tools to reduce the overall implementation time of new business processes.
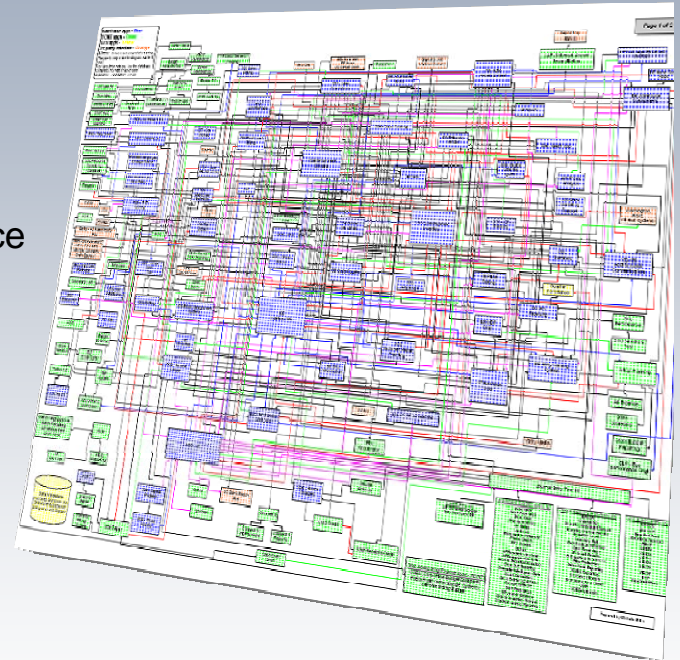
Why customers Model

- **Model to bring business and IT together**
  - **Communicate fully with subject matter experts**
  - **Provide visibility into the enterprise**
  - **Created complete documentation of processes and procedures**
  - **Deliver complete requirements documentation to IT**
  - **Allow IT to understand the scope of the business issues and how to solve**

Business Domain

LOB Manager

Business Analyst   Process Specialists

Technical Domain

IT Architect

Data Architect   Corporate Developer

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Streamline or optimize business processes is a top priority

Business priorities

Streamline or optimize business processes	85%
Boost worker productivity across company	85%
Improve customer service	84%
Gain better return on IT capital investments	82%
Keep up with change	81%
Organize and use customer data	80%
Use IT to achieve compliance	79%
Retain skilled staff members	78%
Reduce the cost of IT operations	78%

85%

IT priorities 48%

|	
Application Integration	48%
BI/Data warehouse	42%
Security	42%
Document/Content management	36%
Corporate portals	30%
Storage	26%
Custom development	22%
CRM	20%
Network management	20%

"…implementing an efficient, flexible, secure infrastructure remains high on the priority list for the CIOs surveyed. Application integration technology remains a critical component of that infrastructure."

—"some Integration Vendors Outperform the Slow Software Market," J. Thompson, J. Correia, M. Pezzini, Gartner, Sept. 16, 2004

Sources: *Outlook 2004: Priorities 1Q InformationWeek* Research, January 2004 Merrill Lynch CIO Survey Results, September 2004
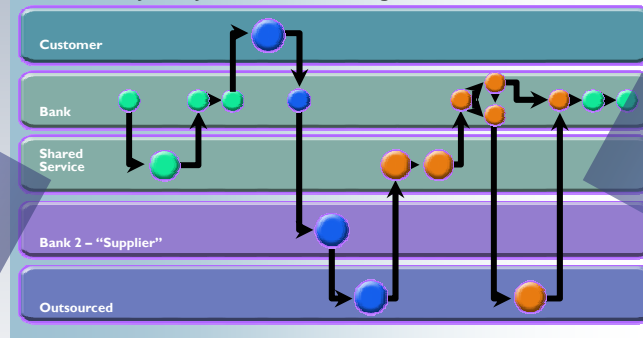
Starting with the process is critical to SOA flexibility
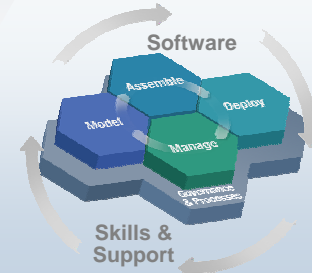

Full Business view
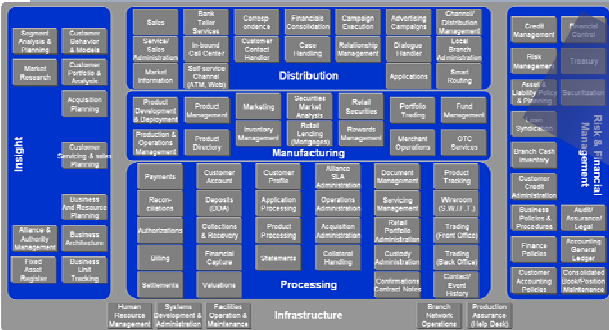
Process to optimize

Case Study: Payments Processing
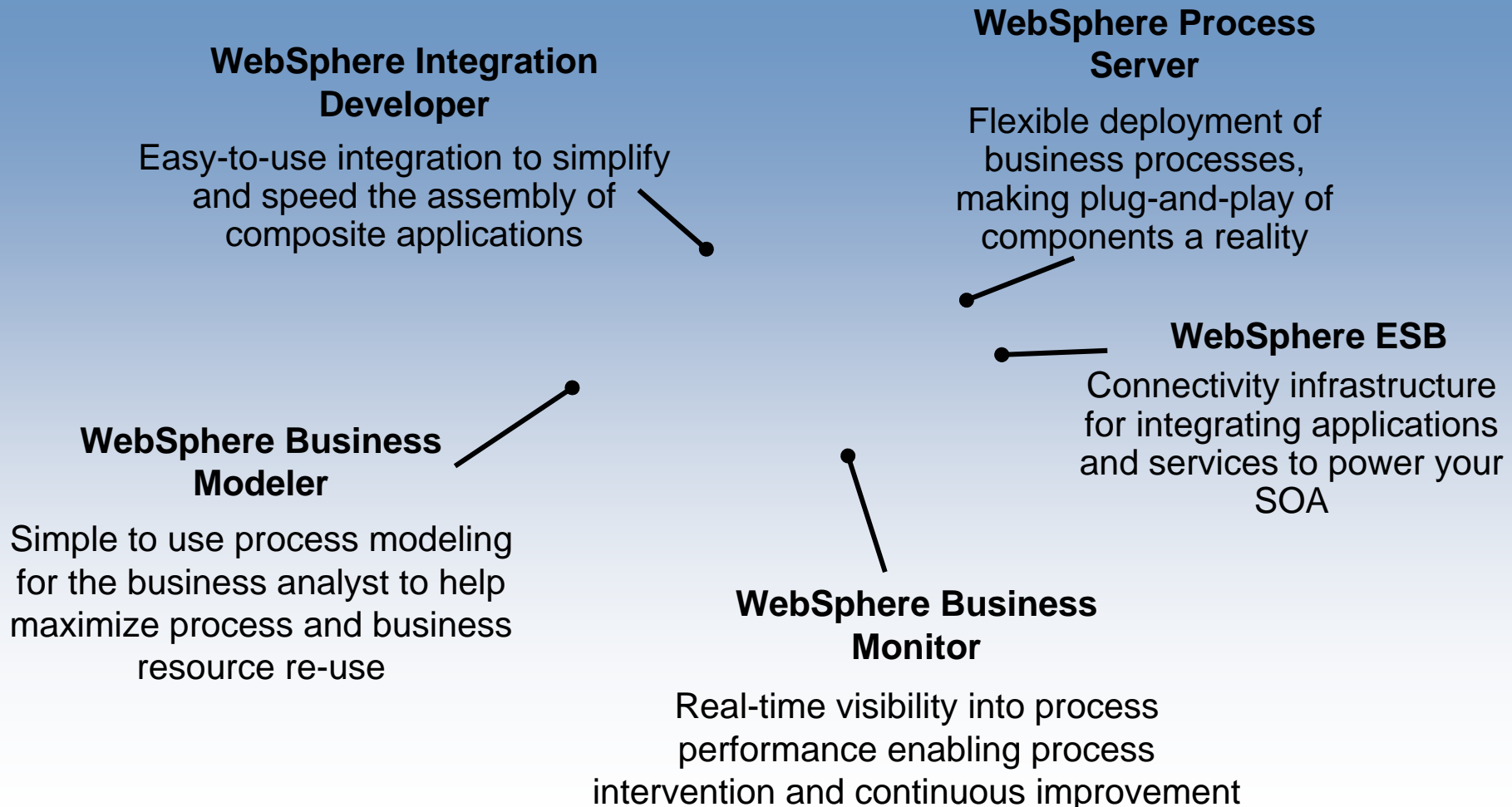
Creating IT flexibility

IBM SOA Foundation

Agenda

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End-to-end process capabilities for your SOA

WebSphere Integration Developer

Easy-to-use integration to simplify and speed the assembly of composite applications

WebSphere Process Server

Flexible deployment of business processes, making plug-and-play of components a reality

WebSphere ESB

Connectivity infrastructure for integrating applications and services to power your SOA

WebSphere Business Modeler

Simple to use process modeling for the business analyst to help maximize process and business resource re-use

WebSphere Business Monitor

Real-time visibility into process performance enabling process intervention and continuous improvement

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Best-in-class business modeling and simulation

- **Simple to use business modeling tool**
  - Allow the people who know the business to model
  - Drag and drop for the business analyst

- **Precise modeling of the vital aspects of the process**
  - Understand your business models and make informed decisions before deployment
  - Model resources, roles, organization, information, business metrics

- **Collaborative modeling**
  - Communicate and participate across your enterprise
  - Enables team work and web publication

- **Clean hand-off to I/T**
  - Rapid and accurate deployment of your solutions
  - Business modeling is the starting point for IT deployment
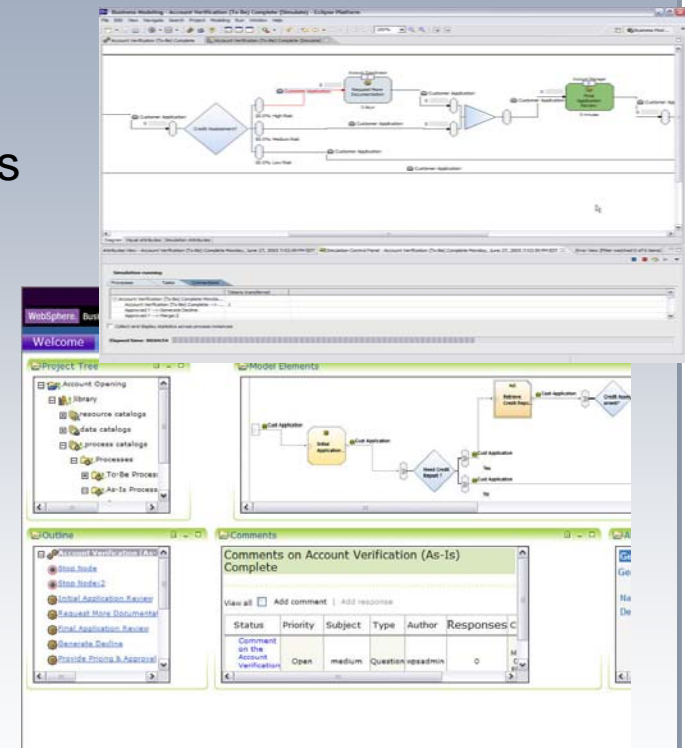
IBM tooling value proposition

- Industry-leading Business Modeling Tool
- Role-based tools provide greater productivity by allowing sharing and a common approach for business and IT

Rational. software

WebSphere. Studio

eclipse

Best-of-breed tools and teams working together in an integrated environment

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Closing the gap between business and IT

WebSphere Business Modeler

Customers model processes for many purposes:

- Modeling For Compliance/Documentation
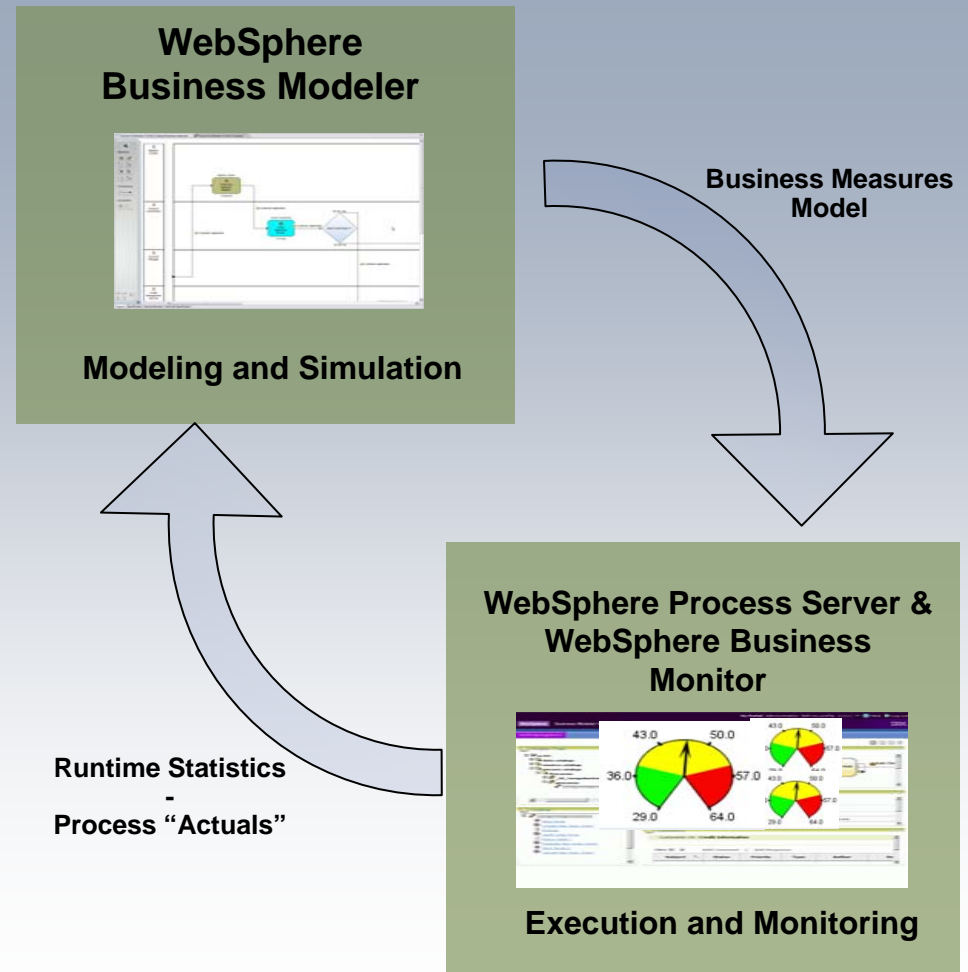- Modeling For Redesign
- Modeling For Execution

Business Driven Development

Application Development	Process Choreography and Human Workflow
Rational Software Architect or Rational XDE	WebSphere Integration Developer or WebSphere MQ Workflow Buildtime or WSAD Integration Edition

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Feedback for continuous improvement

- **Leverage real information about your business**
  - Better decisions, quicker
  - Core business facts (runtime statistics) from monitor are passed back into modeler for simulation, analysis, diagnosis, and action

- **Improve your business**
  - Business process improvement
  - Discover true process behaviors
  - Fact based simulation leading to improved process design for the next solution deployment
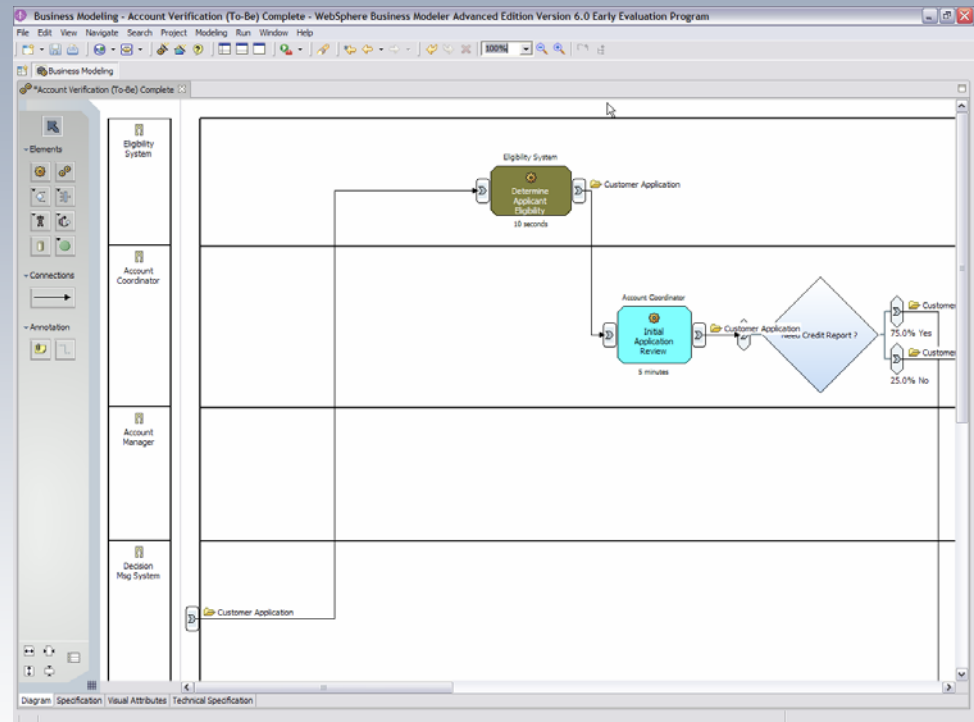
WebSphere Business Modeler

Modeling and Simulation

Business Measures Model

WebSphere Process Server & WebSphere Business Monitor

Execution and Monitoring

Runtime Statistics - Process "Actuals"

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WebSphere Business Modeler Version 6 offerings

WebSphere Business Modeler *Basic*

- Process modeling
- Swimlane modeling
- Visio Import
- Eclipse integration
- Six Sigma Support
- Reporting
- Crystal Reports Integration
- Team support (CVS/ClearCase)
- Basic, Intermediate and Advanced editing Modes

WebSphere Business Modeler *Advanced*

Basic plus…

- Performance simulation
- Swimlane simulation
- Business analysis (static/dynamic)
- WebSphere Process Server support
- WebSphere MQ Workflow support
- WBI Server Foundation support
- UML, XML, XSD support
- Business Measures (Monitor) support
- Collaboration support

WebSphere Business Modeler Publishing Server

- Web publishing of process models
- Browser based portal interface
- Access control at process, catalog or project level
- Feedback / comments on specific artifacts or entire process
- Access to attached documents, URL's

WebSphere Business Modeler *Publisher Edition*

- WebSphere Business Modeler Publishing Server
- 10 licenses of WebSphere Business Modeler Advanced

(Bundle)

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Process modeling

- Ease-of-ease top priority

- Extensively user-tested

- Cutting-edge interface

- Editing profiles/modes

- Click-and-drop or right-click

- Click-to-grid option

- Auto-layout of objects

- Right-click to add space

- Swim lane viewer

- Visio import

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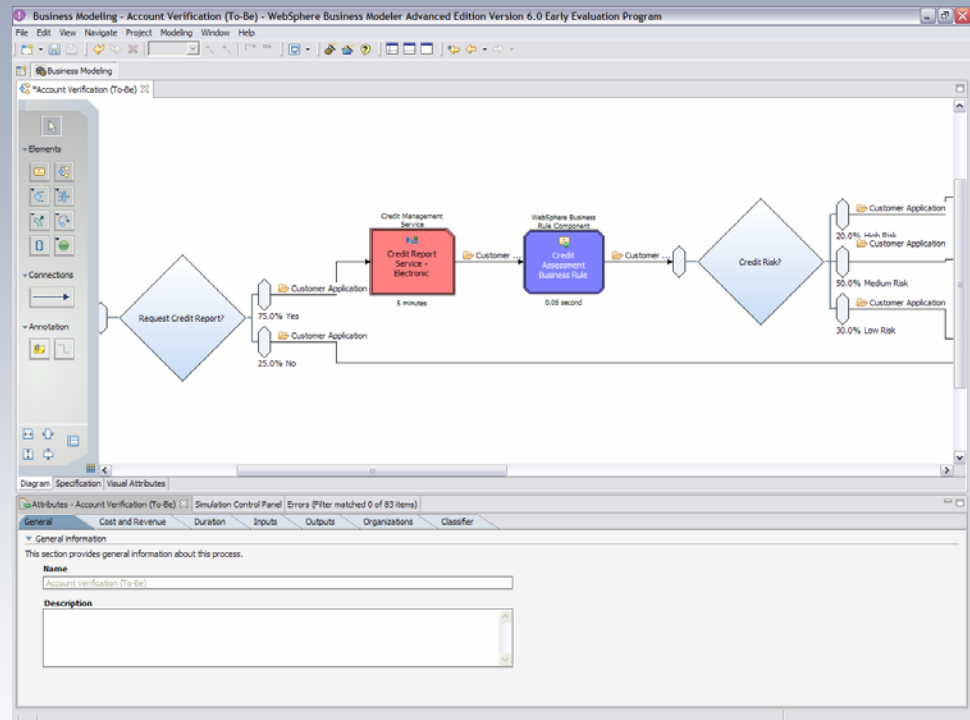
Process modeling: Swimlane Editor

- Model using Line Of Visibility (LoV) methodology

- Quickly reassign tasks, etc. by drag-and-drop to a different swimlane

- Change swimlane order

- Quickly switch between free-form Process Editor and the Swimlane Editor

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Editing modes

- User modes offer different model detail

  - Basic

  - Intermediate

  - Advanced

✔	🖥 Basic
	🖳 Intermediate
	🗾 Advanced
	🗔 WebSphere Business Integration Server Foundation
	🖩 WebSphere MQ Workflow
	🗗 WebSphere Process Server

- Three technology modes are optimized for specific runtime targets

  - WebSphere Process Server

  - WebSphere MQ Workflow

  - WebSphere Business Integration Server Foundation

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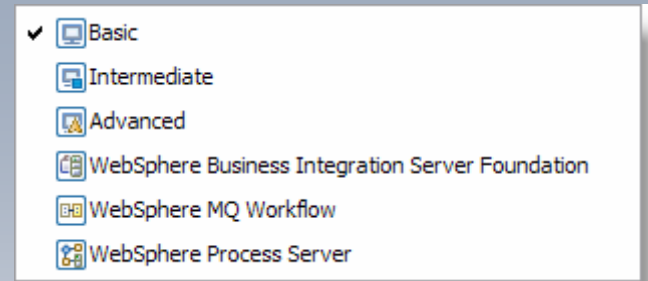
Simulation

- Model "what if" scenarios and compare results

- Simulation warm-up (Steady State simulation)

- Sophisticated modeling and distribution for resources, cost, revenue and processing time

- Detailed resource utilization levels, as well as cost and cycle time calculations

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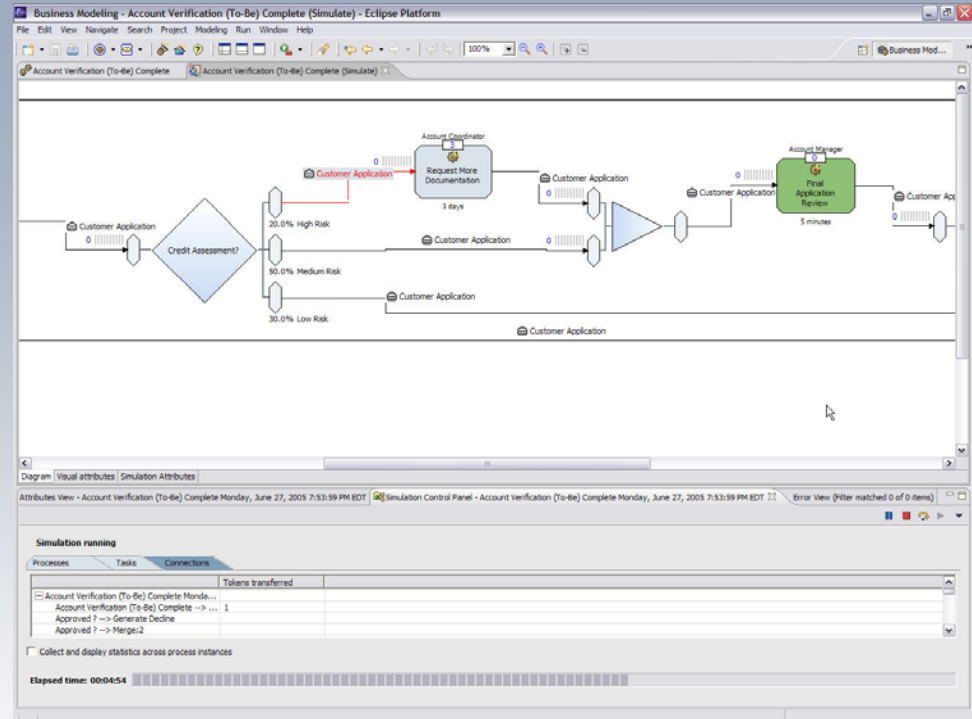
Collaboration: The Publishing Server

- Publish models to portal-based Publishing Server for sharing with browser-based users

- Collect feedback and input through association of comments, responses, and attachments to the model - creates a complete view of the business process and all relevant information

- Allows for design time reviews by associating comments and provide responses to reviewers of the business process model

- Publish business models to end users for training and reference purposes with any necessary associated documents or URL's

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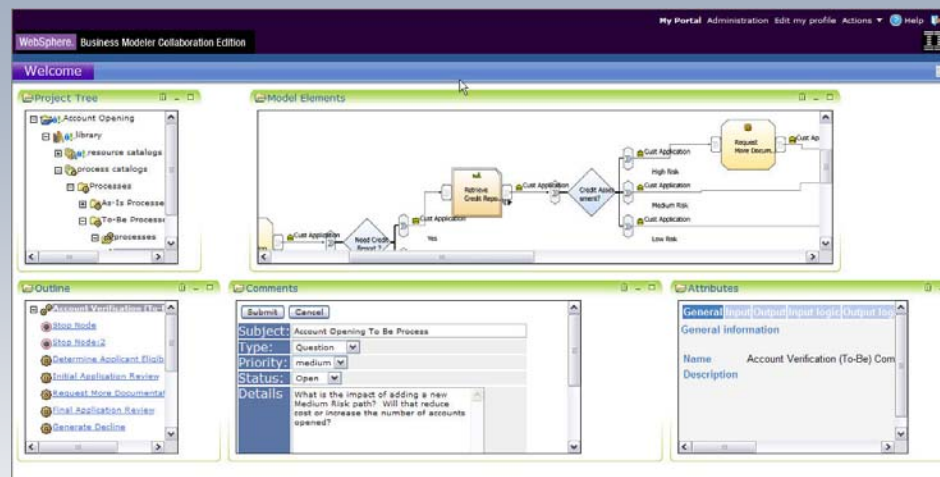
The Business Measures Model

- Generate a default Business Measures Model or add custom business measures

- Define what is monitored during the execution of the business process

- Define Key Performance Indicators (KPI) and Metrics both at a business process and activity level

- Define outbound events (alerts) based on business situations

Reporting

- **Pre-defined or user-defined report templates and queries**

- **Automatically creates written, numerical and graphical information**

- **Provides valuable guidance in process analysis and redesign:**

- **Provides return on investment (ROI) comparisons of As-Is and To-Be models**
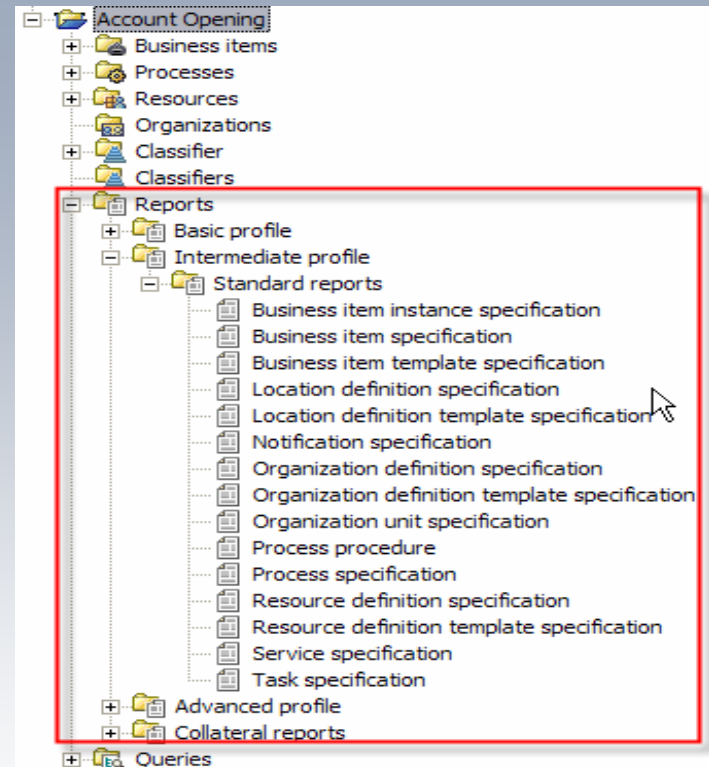
*Optional integration with Crystal Reports

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Team Support

- Multi-User support for sharing projects/files via a repository (CVS or ClearCase)

- Comparison view showing differences between two versions a same process

- Audit trail report showing changes done on an element over multiple versions (history)

- View a list of all revisions of an element in the repository features such as Share, Update, Commit, Synchronization
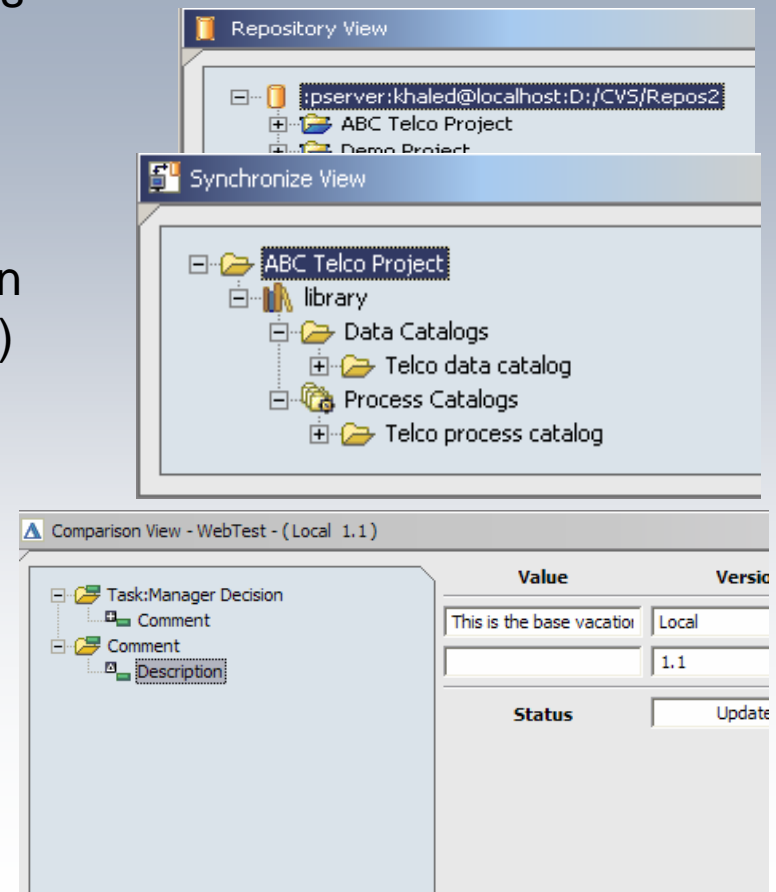
Agenda

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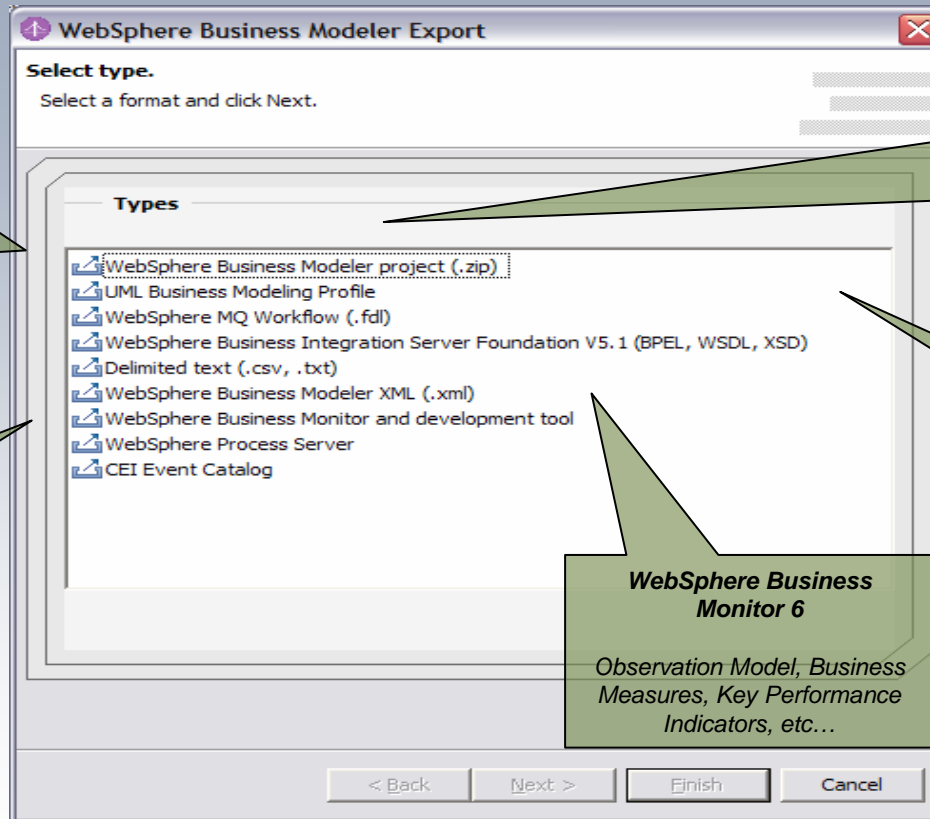- IBM Software Development Platform and Business Driven Development

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Export Targets of WebSphere Business Modeler Version 6

WebSphere MQ Workflow

*FDL Process definition, control links and no-op operations for complex synchronization & decisions.
Includes Data Definitions, etc…*

IBM Rational XDE + Business Modeling Profile

Activity and Use Case Diagrams, Class Diagrams and definitions for business items, resources, organizations, etc….
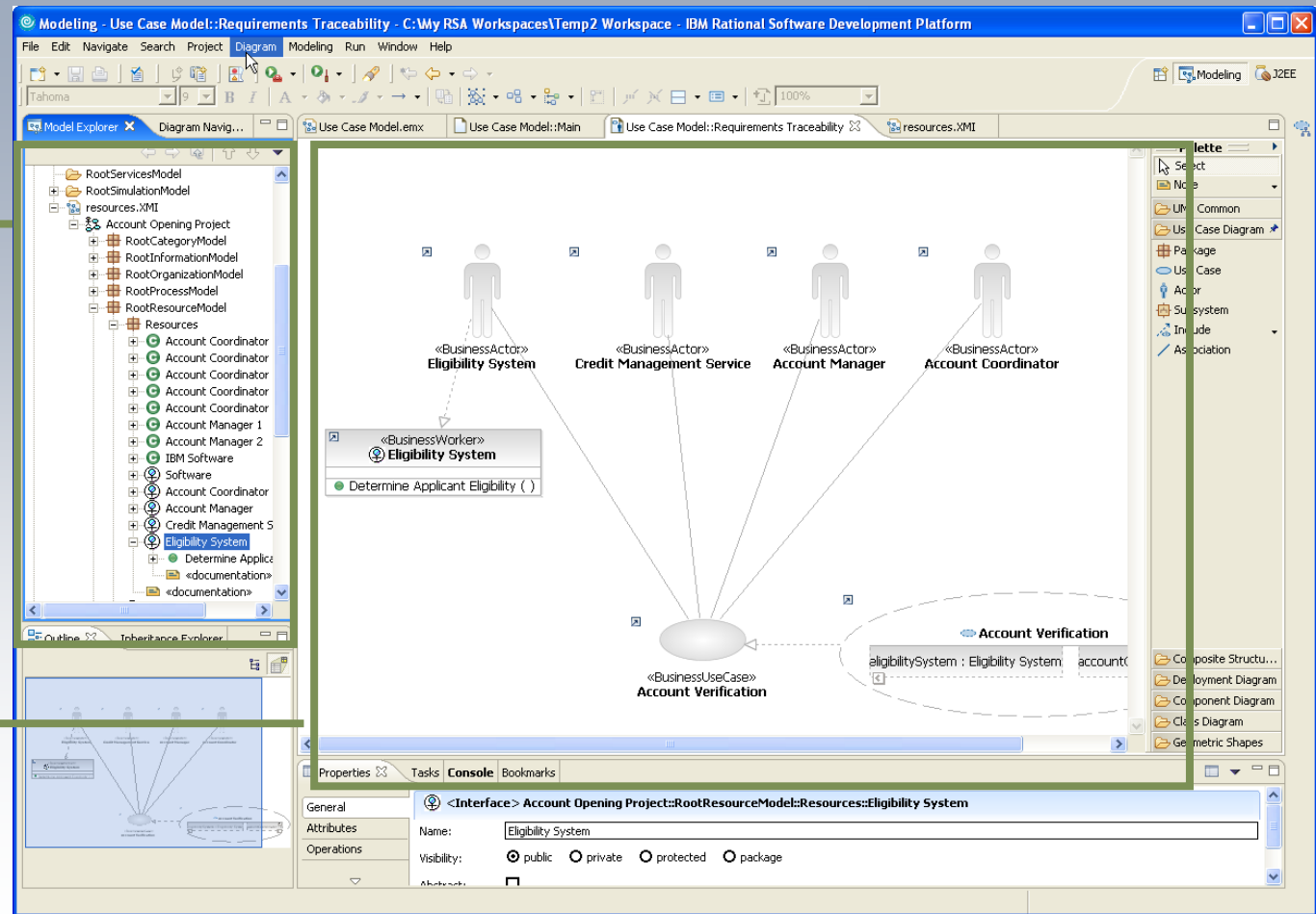
WebSphere Business Integration 5.1

*BPEL Process Representation w/Staff assignments
XSDs for Data Type Definition
WSDLs for all 'task/services' and partner definitions & for the process itself*

WebSphere Process Server 6

*BPEL Process Representation w/Staff assignments
XSDs for Data Type Definition
WSDLs for all 'task/services' and partner definitions & for the process itself*

WebSphere Business Monitor 6

Observation Model, Business Measures, Key Performance Indicators, etc…

WebSphere Business Modeler Export

Select type.
Select a format and click Next.

Types

- WebSphere Business Modeler project (.zip)
- UML Business Modeling Profile
- WebSphere MQ Workflow (.fdl)
- WebSphere Business Integration Server Foundation V5.1 (BPEL, WSDL, XSD)
- Delimited text (.csv, .txt)
- WebSphere Business Modeler XML (.xml)
- WebSphere Business Monitor and development tool
- WebSphere Process Server
- CEI Event Catalog

< Back   Next >   Finish   Cancel

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Integration with IBM Rational Software Architect (RSA):

In Rational Software Architect, use the business model from WebSphere Business Modeler as a UML2 Business Contract specification
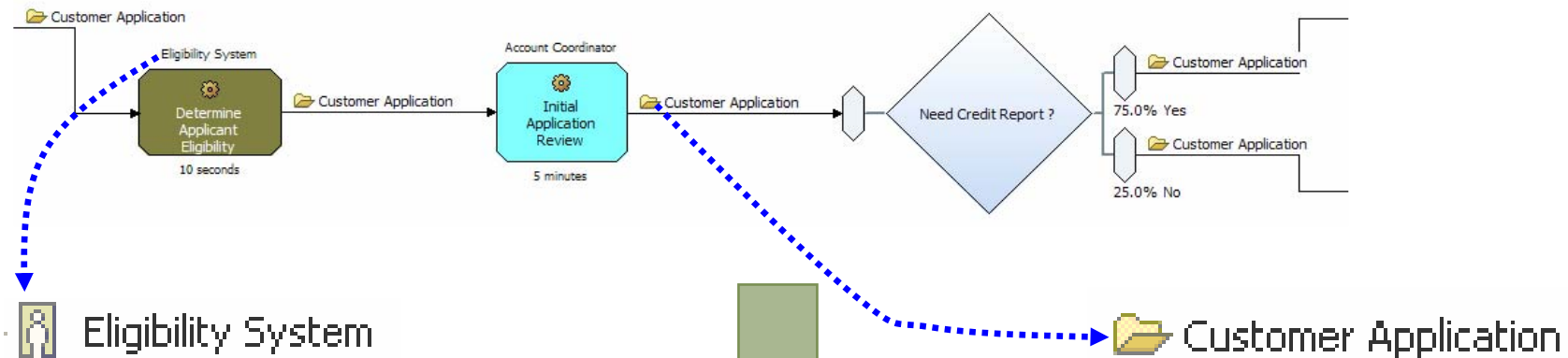
Drag-and-drop modeling artifacts to create UML analysis diagrams

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The Business Contract Specification:

- From WebSphere Business Modeler to Rational Software Architect (RSA)

Account Verification Process

role   process   business item
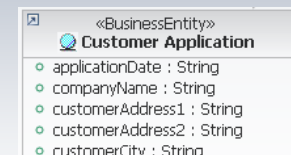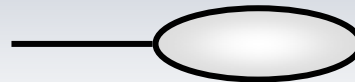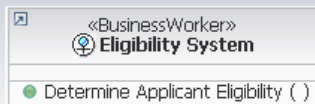
<<Interface>>
<<Business Worker>>
Eligibility System

<<BusinessActor>>
Eligibility System

<<BusinessUseCase>>
Account Verification

<<BusinessEntity>>
Customer Application

WebSphere Business Modeler - recap

- **Simple to use business modeling tool**
  - Allow the people who know the business to model
  - Drag and drop for the business analyst
- **Modeling of the vital aspects of the process**
  - Understand business models and make informed decisions before deployment
  - Model resources, roles, organization, information, business metrics
- **Collaborative modeling**
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- **Clean hand-off to I/T**
  - Rapid and accurate deployment of your solutions
  - Business modeling is the starting point for I/T deployment

ON **DEMAND BUSINESS**™

Why WebSphere Business Modeler ?

DISCOVER potential areas for process improvement and latent value in existing processes

Know the financials **BEFORE**, and monitor them **AFTER**

Prove the value of improvement **BEFORE** committing resource and dollars.

Accurately & Effectively communicate requirements from Business to I / T

Cut the time required to develop and implement new processes

Establish and measure the **BUSINESS PERFORMANCE** of the process in real time

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Thank You

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