WebSphere Business Modeler Overview
Agenda

- Why Model the Business?
- WebSphere Business Modeler
- IBM Software Development Platform and Business Driven Development
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
Streamline or optimize business processes is a top priority

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**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%

**IT priorities**

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

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“...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
Agenda

- Why Model the Business?
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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 Business Modeler**
Simple to use process modeling for the business analyst to help maximize process and business resource re-use

**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 Monitor**
Real-time visibility into process performance enabling process intervention and continuous improvement
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
Discovering the Value of SOA with WebSphere Process Integration

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

WebSphere Business Driven Development

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<td>WebSphere Integration Developer or WebSphere MQ Workflow Buildtime or WSAD Integration Edition</td>
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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 Version 6 offerings**

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**Publisher Edition**

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

(Bundle)
Process modeling

- Ease-of-use 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
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
Editing modes

- User modes offer different model detail
  - Basic
  - Intermediate
  - Advanced

- Three technology modes are optimized for specific runtime targets
  - WebSphere Process Server
  - WebSphere MQ Workflow
  - WebSphere Business Integration Server Foundation
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
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
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
Team Support

- Multi-User support for sharing projects/files via a repository (CVS or ClearCase)
- Comparison view showing differences between two versions of the 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
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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...

**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...

**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
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*
The Business Contract Specification:
- From WebSphere Business Modeler to Rational Software Architect (RSA)

Account Verification Process

- Eligibility System
- Customer Application
- Account Coordinator

<<BusinessWorker>>
<<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
  - Communicate and participate across your enterprise
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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
Why WebSphere Business Modeler?

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

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

**Cut the time** required to develop and implement new processes.

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

**Accurately & Effectively** communicate requirements from Business to I / T.

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