The Integrated Enterprise
Achieving Greater ROA

BEA WebLogic Integration
Successfully Integrating Over 350 Customers

- Integrated Complex Order Management System
- Single View of Customer and Customer Self-Service
- Improved Enterprise-Wide Process Management
- Integrated Supply and Demand Chains
Today’s Business Imperatives

Critical Need to Increase …

- Efficiency
- Responsiveness
- Adaptability

Enterprise Integration Requirements

Driven by Business Imperatives

- Efficiency – Flexible End-to-End Processes
- Responsiveness – Real-Time Visibility and Access
- Adaptability – Rapid Response to Business Changes
Applications to Processes

App 1 → App 3 → App 1
Bus. Goal → Custom → App 2

Real-Time Visibility

Call Center Portal

Customer Support Database
CRM (Siebel)
Order Management System (custom)

Customer Self-service Portal

Customers

© 2002 BEA Systems, Inc.
Achieving Adaptability

The Internet
- Open standards
- Network friendly data exchange
- Can’t dictate anything on “the other side”
- Change is Life

What We Learned From the Web Is Being Applied to Integration

Traditional Integration
- One-off data exchange and synchronization
- Tightly coupled systems
- Proprietary protocols
- Custom adapters

Web Services—A New Paradigm for Business Applications

- Interoperability explosion
  - Simplify exchange of data between applications and fiefdoms
  - Standard data formats and protocols for application – application communication
  - Interoperability is less expensive than integration

- Integration revolution
  - Platform independent, standards based

- New application architectures
  - Composite applications merge distributed applications and business processes
Integrating Across Barriers

Organizational Silos

Architecture for Reliable Web Services

- Coarse grained
  - Integration at business document level
  - Business processes change less frequently
  - More network friendly
- Loosely-coupled
  - Separate implementation from public contract
  - Changes do not “break” existing integrations
- Asynchronous
  - Most systems do not return an immediate response
  - Essential for scalability
- Integrated development framework
  - Enable easy construction of coarse-grained, loosely-coupled, asynchronous web services
WebLogic Workshop

• Integrated development framework
  – Makes J2EE highly accessible, productive environment for all developers—not just J2EE experts
  – All developers can work productively together on the same platform in the same language—Java

• Simplifies creation of coarse-grained, loosely-coupled, asynchronous Web services

Case Study—Oppenheimer Funds
Reducing Cost and Complexity

<table>
<thead>
<tr>
<th>Business Challenge</th>
<th>Gain control over massive amounts of research data and enable better collaboration among fund managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solution</td>
<td>Web services enabled portal delivers the targeted information fund managers need to make strategic investment decisions, and enables collaboration throughout the organization</td>
</tr>
<tr>
<td>Why Web Services</td>
<td>Easier, faster and less expensive integration with external content providers</td>
</tr>
</tbody>
</table>

“One of the reasons we chose WebLogic Portal is that it has full support for Web services. We use Web services primarily for integration, and about 50 percent of all our internal development is related to integration.”

– Mike Goldverg, VP Research and Portfolio Systems
Case Study—Tele Atlas
Improve Customer Relationships

**Business Challenge**
Reduce time-to-market and the costs associated with delivering information and services to customers

**Solution**
Web services allow Tele Atlas customers to connect to their services without having to create a customized application

**Why Web Services**
Easy integration of legacy data with standardized services for delivering data to customers

“Web services provided us with the ability to extract legacy data without modifying our legacy systems, and provide that data to our customers.”

– Lecole Cole, Lead Architect, Tele Atlas N.V.

Case Study—Virgin Mobile
External Collaboration

**Business Challenge**
Allow customer experience to be offered seamlessly across multiple technologies and channels with a 100% branded environment

**Solution**
Web services for real-time integration of internal and partner applications to provision and deliver customer services

**Why Web Services**
Simplifies cross-platform integration and enables reuse of services across multiple channels

“BEA WebLogic will be the basis for a rock-solid communications hub, connecting all aspects of our operation and allowing us to expand and evolve our service.”

– Dan Schulman, CEO, Virgin Mobile USA.
The BEA Platform Advantage

The BEA Platform advantage is based on:
- Technology *convergence*
- Delivered in a *comprehensive, unified* solution
- Based on *Web* computing

*The Result – IT that Fits the Business*

Integrated Needs

Converging Technologies

- Information Access & Delivery
- Proven Foundation
- Custom Logic Development
- Systems & Process Integration

© 2002 BEA Systems, Inc.
The Complexity of Integrating Order Management

Solving Order Management Integration
Simplifying IT Infrastructure

- Web
- Channel
- BPM
- Portal
- Workflow
- Data
- Development
- Deployment
- B2Bi
- EAI

Connection pooling
Security
Clustering + fail over
Messaging
XML/Web services stack
Transaction coordination
Development tool
OA&M
Simplifying IT Infrastructure

- Web
- Channel
- BPM
- Portal
- Workflow
- Data
- Development
- Deployment
- EAI
- OA&M
- Clustering & Caching
- Security Manager
- JMS/Web Services
- J2EE Container
- Business Process Management
- Application Server
- Integration Framework
- Application Server

Simplifying IT Infrastructure

- Web
- Channel
- BPM
- Portal
- Workflow
- Data
- Development
- Deployment
- EAI
- OA&M
- Clustering & Caching
- Security Manager
- JMS/Web Services
- J2EE Container
- Business Process Management
- Application Server
- Integration Framework
- Application Server

© 2002 BEA Systems, Inc. — Company Confidential
Simplifying IT Infrastructure

Portal Framework
Integration Framework
Application Server

Development
Data
Deployment

Connection:
JMS/Web Services
High Availability
Clustering & Caching
Presentation Services
Security Manager
J2EE Container

Deployment
Development

Data

Simplifying IT Infrastructure
Simplifying IT Infrastructure

BEA Enterprise Platform
Unified Approach to Convergence

“A single platform for building, extending, integrating, deploying and managing applications as end-to-end business processes.”

Pre-Integrated Saves time and cost
Unified Architecture Leverages functionality throughout
Runtime Framework Increases usability & productivity
Common Development Paradigm Supports skill-set reuse
Ubiquitous Standards Preserves interoperability & choice

Move to Application Platform Suites

By 2007, more than 75 percent of all application software infrastructure licenses will be sold by application suite vendors
(0.8 probability)

Source: Gartner Research, October, 2002
Budget, Technology, Resources

Integrate?  Extend?  Build?

Integration Technology  Packaged Applications  Custom Technology

A More Efficient Approach

Integrate  Extend  Build

Converged Platform
Dramatic Increases in IT Productivity

... translate into more resources focused on strategic initiatives