

INTELLIGENT BUSINESS STRATEGIES PRESENTS



**MIKE
FERGUSON**

**ENTERPRISE SERVICE ORIENTED
ARCHITECTURE & INTEGRATION**



OVERVIEW

In today's business climate, many companies are trying to widen margins by reducing operational costs while at the same time becoming more agile and intelligent in business operations. In addition they want to become more responsive to business events and more flexible in their ability to quickly change in response to competitive pressures. To do this requires that companies improve the efficiency and automation of their operational business processes through enterprise business integration and on-demand intelligence. Enterprise integration will also help to reduce the complexity and total cost of ownership of IT infrastructure and to get more value out of existing systems. Enterprise business integration involves the creation of an enterprise architecture as well as an integration strategy to help achieve specific strategic business objectives. Four levels of integration are needed to create the agile process centric intelligent business. These are user interface integration, business process integration, application integration and on-demand data integration.

This in-depth two-day seminar discusses the business benefits that can be obtained from business integration and then focuses on the architecture options, the technologies and a methodology on how to integrate business operations and also leverage business intelligence on-demand in operations to create the intelligent business.

AUDIENCE

This seminar is intended for business and IT professionals involved in the management, implementation and deployment of enterprise integration technologies.

LEARNING OBJECTIVES

Attendees will learn how to justify the business benefits of enterprise integration, create an enterprise architecture and then bring the architecture to life using common integration infrastructure technologies to join up business operations. They will learn about the components of business integration including standardising integration interfaces using web services, using metadata integration technologies to create a shared business vocabulary, on-demand data integration using enterprise information integration (EII) technologies, business process management technologies, business activity monitoring (BAM), on-demand business intelligence and enterprise portal technologies. They will also learn about using business integration technologies to integrate processes across the enterprise and beyond to trading partners and customers. In addition attendees will learn what technologies to use, how to select and how to integrate these products into an end-to-end integration technology framework based on integrated shared metadata.

MODULE 1: DEVELOPING A BUSINESS PLAN FOR ENTERPRISE BUSINESS INTEGRATION

This session looks at the business case for enterprise business integration and why it is necessary to create agile enterprise. In particular it looks at why business integration has to relate to business strategy so that business integration projects are done in unison to achieve common strategic objectives that yield major business benefit.

- What is enterprise integration?
- Why do it – what are the business and technical benefits?
- Relating enterprise integration to business strategy
- Identifying return on investment

- Following your operational business processes,
- The benefits of business on-demand
- What needs to be done to integrate the enterprise?
- The four levels of enterprise integration – user interface, business process, applications and data
- Creating the process centric enterprise
- BI and EII – the need for business integration and business intelligence
- Contents of a business plan for enterprise integration

MODULE 2: CREATING AN ENTERPRISE ARCHITECTURE

This session looks at what is involved in the creation of an enterprise architecture that will act as a technical blueprint for enterprise integration. It explores the components of an enterprise architecture and looks at the strengths and weaknesses of different integration technologies. It also looks at the strategic choice of using best-of-breed technologies versus an enterprise integration platform consisting of a suite of integration technologies from a single vendor

- What is an enterprise architecture?
- Components of the end-to-end enterprise architecture
- Integration options and the strengths and weaknesses of each
- Quick start integration mechanisms using enterprise portals
- Best of breed Vs integration platforms – which is best?
- The technology marketplace
 - Portal vendors, process management vendors, EAI vendors and data integration vendors
 - Integration platform vendors (IBM, Oracle, Microsoft, BEA, Tibco etc.)
- Packaged application vendors and enterprise integration – SAP, PeopleSoft and Oracle

MODULE 3: ENTERPRISE INTEGRATION PLANNING AND IMPLEMENTATION

This session looks at what kind of skills are needed in an enterprise integration project and also at ownership of specific implementation tasks. It also presents an iterative methodology for enterprise integration so that implementation plans can be built to manage an enterprise integration project and a team can be formed to iteratively carry out integration while delivering business benefit along the way.

In particular the implementation plan should allow multiple levels of integration to be done in unison to achieve a common business objective. The key steps to implementation should also align with the enterprise architecture so that everyone is clear about the business objective of the project and also how all the components come together in a technical blueprint

- Implementation options for enterprise integration
- The project team – skill sets and organisational structure
- Ownership – a business and IT partnership
- Assessing your existing environment
- Using the enterprise architecture as a guide
- Following business processes end-to-end
- Defining the implementation plan - a methodology and steps involved in enterprise integration

MODULE 4: CREATING A SHARED BUSINESS VOCABULARY USING METADATA INTEGRATION

This session looks at how integrating metadata that describes disparate data can be used to identify data inconsistencies and help create a shared business vocabulary for use in enterprise integration by mapping these disparate definitions to common ones. It also shows how a shared business vocabulary for business intelligence and user access to common definitions of business metrics can lead to real trust in the information used for decision making.

- Metadata integration – why do it?
- Metadata integration – the role of the common business model and common XML vocabularies
- Approaches metadata integration
- Using data integration technologies to integrate metadata?
- Metadata integration standards and technologies
- Mapping disparate definitions to a shared business vocabulary
- Putting a shared business vocabulary to work
 - Sharing a common business vocabulary across business integration technologies e.g. EII on-demand data integration, business process management and enterprise portals
 - Sharing a common business vocabulary in BI systems
 - Trusted metrics – the key to transparent, auditable corporate governance
- Implications – how a shared business vocabulary simplifies rules and rule-driven closed loop systems

MODULE 5: DATA INTEGRATION FOR THE REAL TIME ENTERPRISE

This session looks at how advances in database and data integration technology are facilitating real-time data integration by bringing data together from multiple data sources to create real-time integrated data stores for use in analytic and operational applications.

- Why data integration? – challenges of on-demand computing and disparate data sources
- Approaches to data integration - consolidating data Vs integrated access to distributed sources
- Technology options for data and metadata integration
 - The role of web services and XML in data integration
 - Web services in the database – a look at how IBM, Oracle and Microsoft DBMSs leverage and offer web services
 - On-demand enterprise information integration technologies (EII) – e.g. IBM DB2 Information Integrator, BEA Liquid Data, MetaMatrix, InaMission, XAware
 - Extended ETL tools e.g. Ascential Real Time Integration Services, Business Objects Data Integrator, Informatica PowerCenterRT, Oracle Warehouse Builder, SAS ETL Studio
 - Pros and Cons of different technology options
- When to use what where – application uses of data integration
 - Using data integration as a web service
 - New 'composite' applications requiring data from multiple sources
 - Integrating current and historical data for real-time analytics and Business Activity Monitoring
 - Customer data integration – strengthening customer relationship management

- Operational reporting across multiple data sources
- Leveraging data integration in Portals

MODULE 6: APPLICATION INTEGRATION AND BUSINESS PROCESS MANAGEMENT

This session first looks at the use of web services and the importance of a service oriented architecture (SOA) for integration whereby web services, simple object access protocol (SOAP) and UDDI can be used as a standard mechanism for integration at multiple different levels. It then looks at business process management and business process modelling as means of guiding where integration needs to occur. Also we investigate what needs to be done to existing applications to bring them up to a level so that they can be integrated using web services and the tools to help do this. Finally we look at business process execution, process monitoring using business activity monitoring (BAM) and process re-engineering to optimise performance and costs

- What are web services?
- WSDL, SOAP, UDDI
- Using web services at different levels of integration
- Business Process Management – towards the process centric enterprise
- A methodology for business process management
- Business process planning
- Modelling a business process
- Identifying integration points in existing systems
- Application modernisation– how to make existing applications ‘integration ready’
- Mapping processes to underlying systems
- Executing a business process – process engines and application integration platforms
- Monitoring a business process – the role of business activity monitoring (BAM)
- Re-engineering a business process
- Enterprise integration – Process driven portals
- Conclusions and recommendations

MODULE 7: INTELLIGENT BUSINESS – INTEGRATING RULE-DRIVEN CLOSED LOOP BUSINESS INTELLIGENCE INTO BUSINESS PROCESSES

This session looks at integration of business intelligence into business processes using rule driven closed-loop BI systems. In particular we look at event driven on-demand data integration, automatic analysis, rules engines, and workflow as the components needed to leverage BI and intelligent recommendations on-demand. Also it looks at automatic alerting and application action messages to guide operations in contributing towards strategic business objectives

- What is intelligent business?
- The problem with existing BI systems
- Pre-requisites to integrating BI into business processes
- A methodology for role and process activity-based business intelligence integration
- Technology components for rule-driven closed-loop intelligent business
- Event driven data integration and automated analysis
- Rules engines – Computer Associates, Fair Isaac, PegaSystems
- Enterprise alerting, on-demand predictive analysis, on-demand recommendations and action messages
- Guided actions and action management

MODULE 8: INTEGRATING AND PERSONALISING USER INTERFACES USING ENTERPRISE PORTALS

This session looks at the role of enterprise portals in helping to create a single process-driven web-based personalised user interface to integrate data, applications and collaboration tools for use in business processes

- What are enterprise portals?
- Why use enterprise portals – the move to role based personalised workplaces
- Integrating applications, data and collaboration tools using portal technology
- The role of web services in integrating data and applications into portals
- Collaboration tools and portals
- BI Web service technology examples
 - e.g. DBMS BI web services - user defined functions,
 - Cubes, reports, mining models,
 - BI tools and applications with web services interfaces
- Approaches to integrating applications, unstructured content, BI and data into a portal
 - Portlets for multiple BI tools, content management systems and applications
 - Leveraging on demand web services using web services for remote portals (WSRP)
 - Leveraging federated query engines in a portal for real-time analytics and business activity monitoring
 - Unstructured content in a portal
 - Integrating BI portals and enterprise portals
- Achieving role based workplaces via portal personalisation

PRESENTER

Mike Ferguson is the Managing Director of Intelligent Business Strategies Ltd (formerly DataBase Associates International Ltd). As an independent analyst and consultant he specialises in Enterprise Business Intelligence, and Enterprise Business Integration. With over 25 years of IT experience, Mike has consulted for dozens of companies, spoken at events all over the world and written numerous articles. He is also an expert on the B-EYE-Network and on Shared Insights Portals Community Network. Prior to founding Intelligent Business Strategies, was a member of NCR's worldwide product strategy and architecture team as a Chief Architect working on the Teradata DBMS. He spent four years as a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model - specialising in IBM's DB2 product and was a partner at DataBase Associates with Colin White.



2nd Floor, Springfield House, Water Lane,
Wilmslow, Cheshire, SK9 5BG, England
Tel/Fax: (+44) 1625 520700

Email: ukinfo@intelligentbusiness.biz
<http://www.intelligentbusiness.biz>