



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.
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Improve business agility with IBM Integration Bus

Enhance flexibility and connectivity while controlling costs and increasing customer satisfaction

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.
- Move away from costly point-to-point messaging to a lightweight integration architecture.

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 integration engine, 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.



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IBM Corporation
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Produced in the United States of America
June 2017

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