

Project	4191_B IBM SWG WebSphere C&I Assets West Jet Technical Version
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## **4191\_B IBM SWG WebSphere C&I Assets West Jet Technical — As Produced Transcript**

**Bill Souliere:** Enterprise Notification Services is an environment that we could actually listen to events of interest, correlate those, make some business decisions around it. And then the final goal is actually reach out to the individual guest and provide them some information about their journey.

Implementing Enterprise Notifications involves a lot of middleware products. We use MQ as our mechanism to store messages on.

Message Broker then consumes that message, and what we use Message Broker for is more of an orchestration layer because we have multiple systems that we actually have to reach out and aggregate the information.

And from that point, we use a product called Operational Decision Management, we have layered it using the events engine and the rules engine as two separate environments, and what we have done is we have consumed those events in the event engine.

**Matthew Key:** We tie it to Tivoli Identity Management systems through Enterprise Service Bus on DataPower. And then we can say, if an event is triggered, we can look at what needs to happen, what decisions need to be made.

**Jamie Dumas:** We have seen anywhere between 10 rules and 390 rules that actually get triggered for one event to happen.

We need to create a rule to satisfy an event that is currently happening today. We are able to do that real time without taking an outage, which is a huge benefit to us.

**Bill Souliere:** it takes a lot of back-end processes and technology to understand and provide that enriched guest notification to the individual.

**Jamie Dumas:** I am really excited with the product that we have chosen and I feel that the roadmap for it is even that much more exciting.