IBM, Cloud and BPM
WebSphere Integration User Group UK, 1 July 2014
Hybrid clouds enable companies to effectively leverage cloud capabilities for both new and legacy workloads.

**Mobile**

**Public cloud**

“Cloud-native workloads”

New applications built to run in the cloud

Failover site or resources

Additional capacity resources

Hybrid cloud

“Cloud-enabled workloads”

Existing applications configured to run in the cloud

**Private cloud**

**Cloudbursting**

**Increasing the need for Speed**

- Very short cycle times
- Rapid iteration
- Real-time access
- Faster insight

- Immediate context
- Rapid scaling for unpredictable demand and large volume

Mobile

Social

Big Data & Analytics

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Platform and Software-as-a-service cloud capabilities can bring you a higher level of speed and automation to enable true business innovation.

- Help reduce footprint and energy usage
- Enable increased utilization
- Facilitate increased speed and infrastructure agility
- Help automate platform for enhanced speed and self-service
- Immediate access to role-based applications

Business innovation
You need a partner that’s helped tens of thousands of clients to…

**Think it.**
Strategize how to use cloud to drive revenue growth and efficiencies.

**Build it.**
Build and run your private or hybrid cloud.

**Tap into it.**
Utilize cloud services delivered from IBM SmartCloud.
IBM SoftLayer – A global cloud leader

Formed by ten industry veterans in 2005
Model predicated on software-driven infrastructure
Unencumbered by early-industry legacy restrictions

**Founding principles** Innovation, Empowerment, Automation, Integration

Acquired by IBM in July 2013
IBM SoftLayer stands apart in the market today by challenging common assumptions and providing the customer options.

The initial cloud revolution was based on assumptions such as:

- All resources are virtualized
- All resources are shared

But cloud computing needs have evolved.

SoftLayer® embraces the idea that:

- virtualization is a choice with a flexible set of options
- resources can be shared, dedicated or mixed

But you have the ultimate CHOICE.
IBM SoftLayer offers a better platform

*Unified architecture with common management and programming interfaces*

- Common command and control interface across a unified architecture
- Combine bare-metal servers, public cloud instances and private cloud deployments into distributed hybrid architectures and manage from a single control pane and API
- All deployed on-demand and provisioned in real-time
- Ideally suited to big data deployments, high I/O and latency-sensitive apps

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**Unique Triple Network Architecture** allows seamless communication across distributed environments

**Infrastructure Management System** provides orchestration and automation
Thousands of organisations - of all sizes, across all industries – are already seeing the benefits of IBM SoftLayer.

Bharat Light and Power selects IBM cloud services to host analytics platform to support plans for 4x business expansion over next 5 years.

130m gamers rely on SoftLayer today when playing titles such as Battlefield 4 and Minecraft.

Boursorama (subsidiary of SocGen) uses SoftLayer for a hybrid cloud solution to support growth strategy to move from 500,000 clients to 1.5 million by 2020.

London South Bank University moves its entire IT infrastructure to IBM SoftLayer and implements Smarter Education solution to transform student experience.
PureApplication System offers an on-premise delivery platform

More than 130 ISVs have optimized their applications as IBM PureApplication “Patterns of Expertise” to automate deployment, simplify management, and accelerate time to value.

- Data Management
- Business Analytics & Data Warehousing
- Information Integration and Governance
- Application Infrastructure
- Connectivity, Integration and SOA
- Business Process Management
- Asset and Facilities Management
- Social Collaboration
- Mobile Development and Connectivity
- Platform as a Service
With PureApplication Service on SoftLayer you can now have all of the benefits of our Expert Integrated System but as a hosted service.
Developers will lead the transformation towards a Composable Business - requiring a continuum of services to be successful

Ranging from an IaaS based virtual machine to a SaaS application
IBM Bluemix changes the way clients consume our software
IBM lets you tap into role-based cloud suites delivered as SaaS

- **Human Resources**
  - Talent Management
  - Learning and Certification
  - Employee Onboarding

- **Procurement**
  - Contract Management
  - Spend Analysis
  - Strategic Sourcing

- **Customer Care & Support**
  - Engagement Advice
  - Experience Management
  - Client Success

- **Legal**
  - Contract Management
  - Risk Analytics
  - Document Management

- **Social Business Collaboration Suite**

- **Sales & Commerce**
  - eCommerce
  - Performance Analytics
  - Quote Management

- **Process Automation**
  - Business Process Design
  - Business Process Manager

- **Finance**
  - Reporting
  - Risk Analysis
  - Compensation Models

- **Marketing**
  - Demand Generation
  - Campaign Analytics
  - Agency Collaboration

- **IT Operations**
  - Service Management
  - Security

**Tap into it.**
Smarter Process in the Cloud
WebSphere Integration User Group UK, 1 July 2014
Smarter Process is...

Industry and Functional Consulting Expertise
Managed Business Processes
Industry Solutions and Accelerators
Operational Decision Management
Business Process Management
Case Management
Operational Intelligence
Service Oriented Architecture & Integration
Smarter Process in the IBM Cloud

Business Services
- Blueworks Live
- BPM on Cloud

Defined Patterns Services
- BPM and ODM Patterns on PureApplication Service for SoftLayer
- BPM and ODM Patterns on PureApplication System

Composable Services (BlueMix)
- Rules Service (Beta)

Infrastructure Services
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Infrastructure Services
Collaborative Process Modeling in the Cloud

IBM Blueworks Live

- **Business-user friendly** SaaS offering for modeling processes and decisions
- **Cloud-based application and repository** enable teams to collaborate in real-time and stay in synch on current process and decision models
- **Easy, low cost entry point**
Blueworks Live User and Hosting Options

Three user options to match the needs of different stakeholders

**Editor**
- Create
- Edit
- View
- Comment
- Review
- Approve
- Analyze
- Import
- Export
- Print

Starting at $50/user/month

**Contributor**
- View
- Comment
- Review
- Approve
- Analyze
- Export
- Print

Starting at $10/user/month

**Viewer**
- View published process models
- New! Now sold in packs of 500

Starting at $2/user/month, in packs of 500

**New! Private Cloud hosting option**
- For organizations requiring full isolation
- Each private cloud is managed for a single customer
- Hosted on dedicated hardware/software at any SoftLayer data center
- Accessed through a Virtual Private Network (VPN)
- 200 Editor minimum
New Governance Functionality

Define Governance Workflows
► Create review & approval workflows

Participate in a Governance Workflow
► Reviewers and approvers are notified and can navigate directly to the process or decision diagram to complete their tasks

Control Visibility and Access to Artifacts
► Publish the approved version of an artifact

Review Details of Executed Workflows for Audit Purposes
► See who approved and when, and what comments they made
Accelerate, Develop and Deploy BPM Applications

IBM BPM on Cloud

- **Enterprise grade** Business Process Management SaaS Offering for development, test, and production

- **Cloud based** collaborative, role-based environment to model, simulate, execute, rapidly change, monitor, and optimize business processes

- **Rental plans** starting at $199 user/month
Expedite time to success with BPM on Cloud

A world-renowned academic institution – Duke University

- Achieves unparalleled visibility into library procurement processes
- Cloud-based solution in place in weeks, without in-house technical skills
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The Value of Patterns

Classic Environment
- Setup Golden Topology
- Basic Setup (create databases..)
- Install Binaries
- Prepare Machine Basics

Virtual Environment
- Setup Golden Topology via DE Wizard
- Basic Setup (create databases..)
- Install Binaries
- Prepare Machine Basics

Virtual Environment with Custom Patterns, built with BPM parts
- Create a Custom Pattern (using supplied parts)
- Put in some User Names
- Put in key User Names

Burned into the images and patterns
IBM BPM Application Pattern

Elastic scaling Policy

- Elastic scaling policies to automatically detect when the configuration capacity should be increased to meet increasing demands on your process applications

- Default policies based on best practices for scaling process applications

Scale up DB2 by adding VCPU

Scale up BPM nodes by adding VCPU

Scale out by adding BPM nodes

HTTP Server

Deployment Manager

Custom Node 1

Custom Node 2

Custom Node 3

DB2

IBM BPM Scaling Policy

* Maximum Custom Node CPU Count
  Value: 3

* Maximum Custom Node Count
  Value: 24

* When CPU usage exceeds these thresholds (%):
  Value: 93%

* and when thresholds are exceeded for the period (seconds):
  Value: 120

* then scaling by:
  - adding cores only
  - adding nodes only
  - adding cores first and then adding nodes

IBM BPM Database Scaling Policy

* Maximum DB CPU Count
  Value: 5

* When CPU usage exceeds these thresholds (%):
  Value: 100%

* and when thresholds are exceeded for the period (seconds):}
  Value: 300

* then scaling by:
  - adding cores only

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Infrastructure Services
Smarter Process Services: Rules Service

Enables developers to spend less time recoding and testing when business policy changes through the separation of business logic and application logic.

- **Separate Business Logic**
  
  Business logic is authored separately from the application which enables easier change in business policy/logic and codified capture of business policies, practices and regulations.

- **Deploy Versioned Business Logic**
  
  Multiple versions of the Business logic can be tested and deployed in the same Decision Service. Switching, upgrading, sharing business logic across applications has never been easier.

- **Familiar Environment for Authoring**
  
  Developers can download an Eclipse based authoring tool and author rules in a familiar user-friendly environment.

- **Bridge Business Users and Developers**
  
  Business logic is easily expressed with business rules to automate decisions with the fidelity of a subject matter expert.

- **Differentiators**
  
  - Embeddable decision technology that applications can access through an API call.
  - Based on industry leading IBM Operational Decision Manager (IBM ODM) technology and designed for execution in the cloud.
  - Provides the ability to work in mixed cloud and non-cloud environments with IBM ODM governance on premise and decision execution in the cloud.
Smarter Process Services: Workflow Service

Enables developers to simply orchestrate complex, stateful flows that would otherwise be extremely difficult to code in applications.

- **Robust Workflow Capability**
  Enables long-running, stateful, and/or event-driven synchronous or asynchronous interactions that transcend execution threads. Naturally supports concurrency as workflow branches can run on multiple execution threads.

- **Flexible Business Changes**
  Capture application logic as a workflow without worrying about the technical underpinnings (state mgmt, correlation, events) enabling easier change to optimize efficiency or to implement changes to business policy.

- **Familiar Environment for Authoring**
  Author fully functional workflows using an easy-to-use, JavaScript-inspired workflow language.

- **Rest Centric Composition**
  Seemlessly consumes and provides REST services in service rich BlueMix cloud environment.

- **Differentiators**
  - Lightweight, elastic runtime – Elastic, multi-tenant runtime executing in SoftLayer and offered in BlueMix as a service utilizing core elements of the framework for persistence and security.
  - Secure OAuth Composition – Securely compose REST services from BlueMix and outside providers and seamlessly manage authorizations.
  - Flexibility in Authoring - Scripting only at first, but additional option of visual flows to follow allowing choices for developers.
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- **Infrastructure Services**
IBM Cloud Marketplace is your “digital front door” to cloud innovation

ibm.com/cloud

IBM *aaS Service Offerings

150+ IBM Service Offerings (SaaS, PaaS, IaaS)

10+ 3rd Party Offerings (SaaS, PaaS, Software)

30+ PartOf * Features e.g.: Bluemix: <Service>

Growing daily

Tap into it.

* a PartOf feature is a Service Offering that is delivered only as an integral element inside another Service Offering
Why not get started today? – free 30-day trials

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IBM Blueworks Live
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