IBM Software Group

2005 B2B Customer Conference

Pioneering New Horizons – Solutions that Evolve

From here to EAI

Chuck Ferrise

Objectives

- BNSF Railways real life experience of revamping core application environment
- How we reviewed our future need for business and application integration.
- What processes we went through in choosing a product vendor and how we will be implementing these products in the near future

From here to EAI

- What is EAI
  - Enterprise Application Integration
  - Enables data propagation and business process integration across application such as taking an order, generating an invoice, and shipping a product

- Objective
- Business Drivers
- Proof Of Concept (POC) Evaluation Process
- Where are we today

- Objective
  - Evaluate and select a B2B/EAI product that would best fit BNSF's enterprise needs.

- Objective
- Business Drivers
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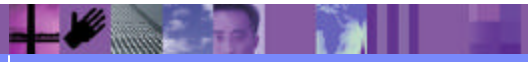
- Where are we today



- Business Drivers
  - Strategic
    - Define and deploy a scalable enterprise integration framework which will enable applications to rapidly plug-in to the information bus.
    - Implement a common enterprise integration toolset (Model, Integrate and Deploy) which enables improved productivity across the enterprise
    - Enable real time business process monitoring across applications

- Business Drivers (continued)
  - Tactical
    - Providing real-time synchronization of prices and freight rate verification with customers
    - Flexible and versatile solution which will enable customers to do real time transactions
    - Ease of use (e.g. the ability for a business analyst to map documents from any format to any format)

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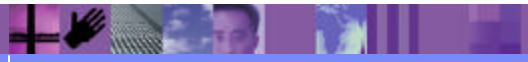


- Total evaluation effort was approximately 6 months and comprised of:
  - Product requirements gathering

- RFI questionnaire that initiated the evaluation process consisted of 7 major categories, 31 sub categories and over 212 questions
- 18 major technical areas evaluated in the POC
- 120+ meetings conducted
- Over 70 people from 23 groups were involved

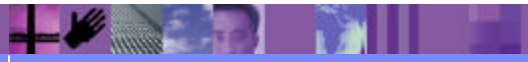
Technical areas analyzed

- Evaluation approach
- Vendor demonstrations
- Scoring
- Results summary

- Technical areas analyzed
  - EDI Mapping
  - Price Sync scenarios
    - Siebel Integration
    - Price Synchronization flow
    - Dispute workflow
  - Publish / Subscribe functionality
  - Document Handling
  - Wireless messaging capabilities

Continued

- Technical areas analyzed
  - Alert notifications
  - Teradata Integration
  - Integration with Websphere Application Server (WAS)
  - Trading Partner Management
  - Transaction Monitoring and Reprocessing
  - Error Handling
  - Migration and Deployment
  - Installation/Setup
  - Multi-user Development
  - Web Service Capabilities
  - Security



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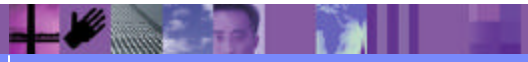
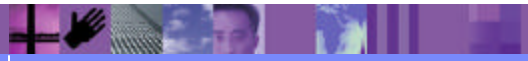


- Evaluation approach
  - Prepared the POC Requirement Specifications
  - Worked with the vendors in preparing the POC schedule and hardware/software requirements
  - Prepared a total of 150 test cases based on the POC specs and inputs from the subject experts
  - Reviewed the test cases with the vendors and the subject experts, while assigning the importance levels (Weights) to each of the test cases
  - Test cases demonstrated by the vendors and the results were reviewed with the subject experts
  - Scoring was done by the subject experts



- Technical areas analyzed
- Evaluation approach
- ➢ Vendor demonstrations
- Scoring
- Results summary

- Vendor demonstrations
  - Organization of the Demos
  - Time frames
  - Ensure completeness of results
  - Q & A

Vendor demonstrations

- Demo 1
  - Demonstrate EDI mapping features in the product.
- Demo 2
  - Price Sync Scenarios
- Demo 3
  - Pub/Sub Scenarios

Continued

Vendor demonstrations

- Demo 4a
  - Document Handling
  - Wireless messaging capabilities
  - Alert notifications
  - Teradata Integration
  - Integration with WAS
  - Trading Partner Management
  - Transaction Monitoring and Reprocessing

Continued

Vendor demonstrations

- Demo 4b
  - Error Handling
  - Migration and Deployment
  - Installation/Setup
  - Multi-user Development
- Demo 4c
  - Web Service Capabilities
- Demo 4d
  - Security

Continued

- Technical areas analyzed
- Evaluation approach
- Requirements walk through with the vendors
- Vendor demonstrations
- Scoring
- Results summary

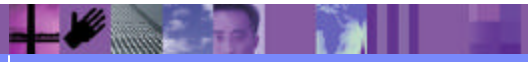
- Scoring
  - Scoring based on test cases
  - Subject experts score on individual items
  - Post scoring review

- Technical areas analyzed
- Evaluation approach
- Requirements walk through with the vendors
- Vendor demonstrations
- Scoring
- ➢ Results summary

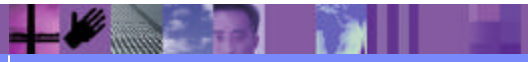
- Finalize the product selection
  - POC Evaluation and scoring
  - Total Cost of Ownership (TCO) analysis
  - BNSF business and technology impacts
  - Considerations like vendor stability, longevity, strategic staying power in the B2B/EAI space, relationship compatibility, customer references etc.
- After the selection
  - Conduct “go-live” pilots consisting of B2B and EAI pieces
  - Formulate an Integration Competency Centre (ICC) which will charter, define and implement the integration requirements across the enterprise.

- Where are we today
  - Product deployment
  - Formulated an Integration Competency Centre which will charter, define and implement the integration requirements across the enterprise.
  - Service Oriented Architecture
  - Event Driven Architecture

- Product deployment
  - WBI Modeler
  - WBI Monitor
  - WBI Interchange Server
  - WBI Message Broker
  - WBI Workflow
  - WBI Connect
  - Data Handler for EDI



- Product deployment (cont)
  - Adapter Development Kit
  - Adapter for Framework
  - Adapter for EJB's
  - Adapter for Siebel
  - Adapter for Jtext
  - Adapter for JDBC
  - Adapter for Email
  - Adapter for MQ



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