

Topics

- Global Integration Framework
 - J. Schmidt, EAI Industry Consortium Director
- EAI Principles & Foundation for TBI
 - J. Schmidt, EAIIIC Chairman Methodology Committee
- Total Business Integration
 - S. Field, Chairman Best Practices Committee
 - A. Anand, Architecture & Integration, Johnson & Johnson
- **Vendor Perspective**
 - S. Winters, IBM Industry Solutions
- End User Perspective
 - D. White, Integration Evangelist, Johnson & Johnson.
- Next Steps



Enterprise Application Integration

Def'n: the process of integrating multiple applications that were independently developed, may use incompatible technology, and remain independently managed

IBM's Technology Strategy is Based on Open Standards

open \ 'O-p&n\

:a state which permits access, entrance, or exit

No Vendor is more committed to Open Technologies than IBM

Attributes	Platform/Vendor Dependent	Open
Interoperability	Inconsistent	Consistent
Integration	Specialized/Limited	Standard/Available
Skill Costs	May be Higher	May be Lower
Flexibility/Choice	Vendor Lock-in Potential	No lock-in

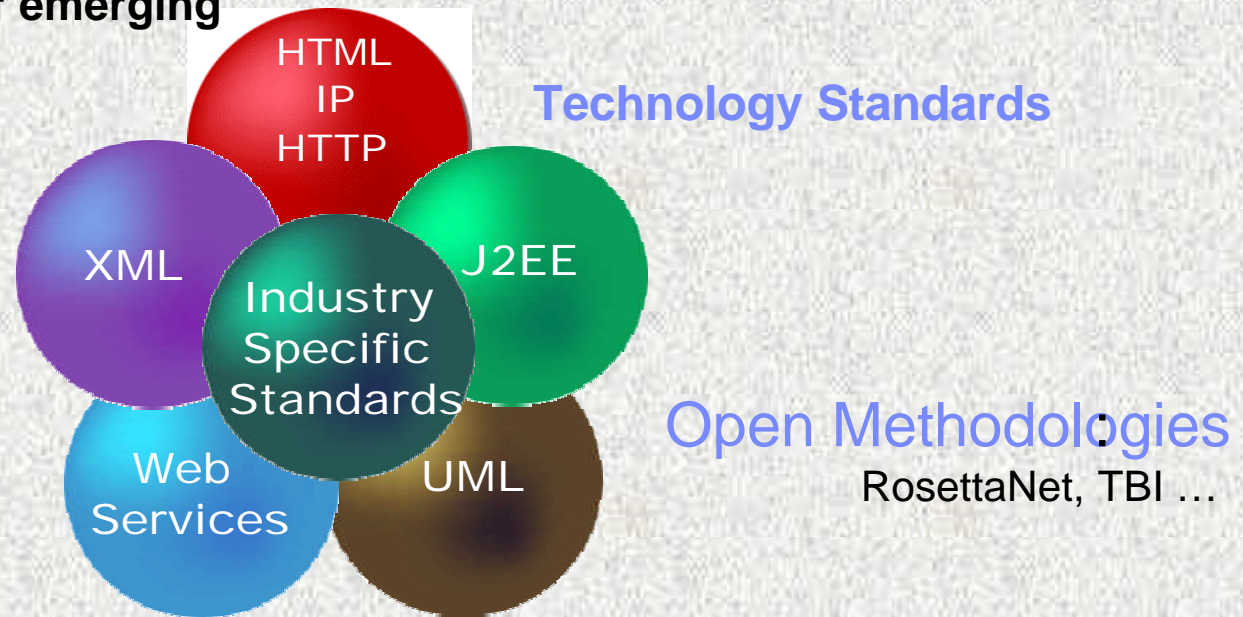


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IBM and Open Technologies

- ★ Solutions for heterogeneous infrastructures
- ★ Faster integration and deployments
- ★ Rapid assimilation of emerging technology



Open platforms : Linux, Eclipse...

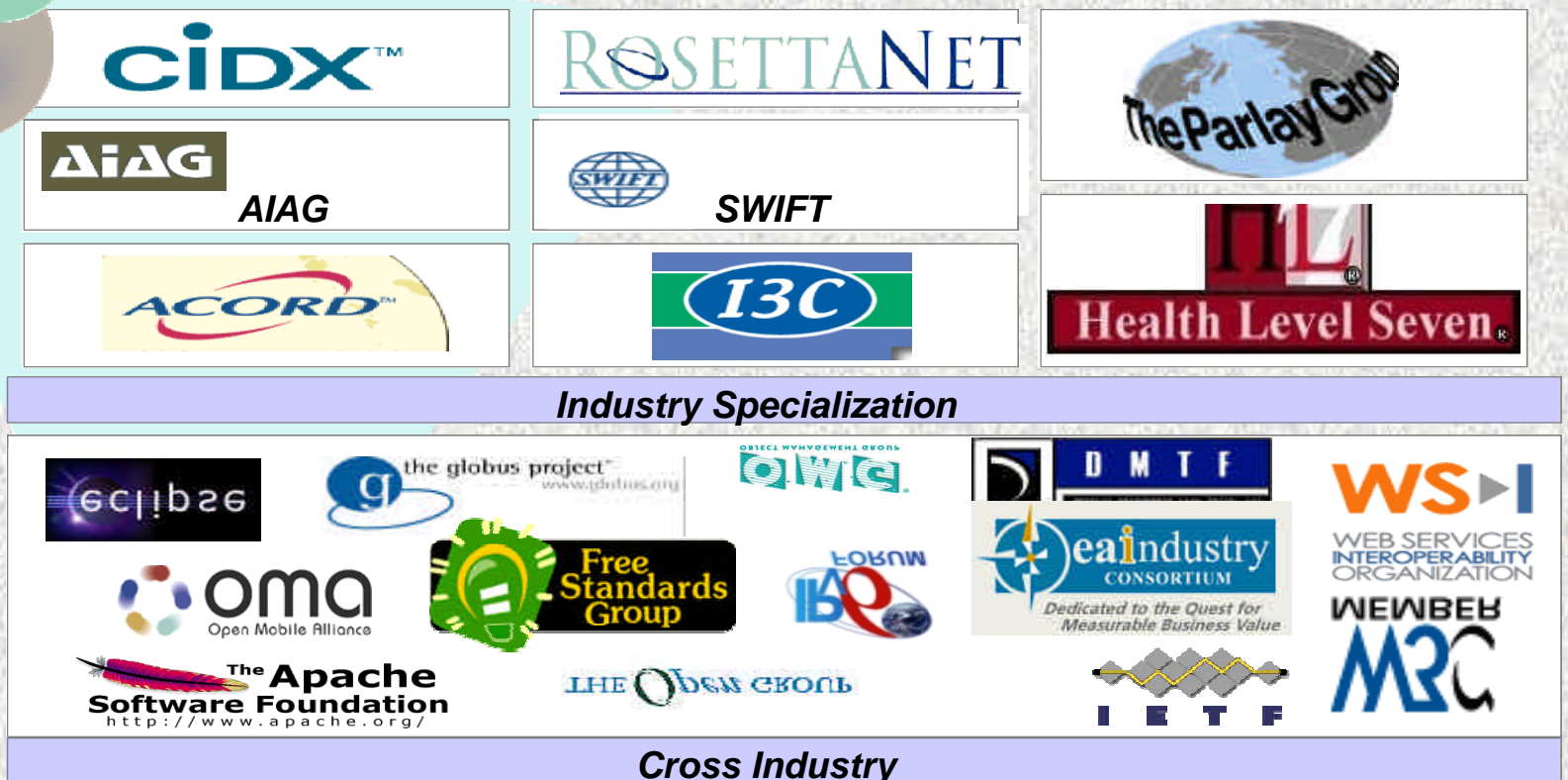
- ★ Leverage for “Industry” ecosystems
- ★ Rapid ROI and lower implementation costs



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Breadth of IBM's Standards Adoption



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IBM's Perspective on TBI

- IBM is the world leader of integration technology
- Integration is a key capability of IBM's On Demand initiative
- An open integration framework like TBI expands the capability of our customers to effectively and affordably integrate internal and external processes



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The Value of TBI to our Customers

- Reduction of risk for integration projects
 - Fast path to integration maturity
 - Industry acceptance of standard methodology drives common interfaces for tooling and integrated components
- Ability to future proof integration projects
 - Integration will not have a static end point
 - Improved integration of new content with legacy content



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