

Rapid Business Integration In Action With BEA WebLogic Platform

Presenter's Name

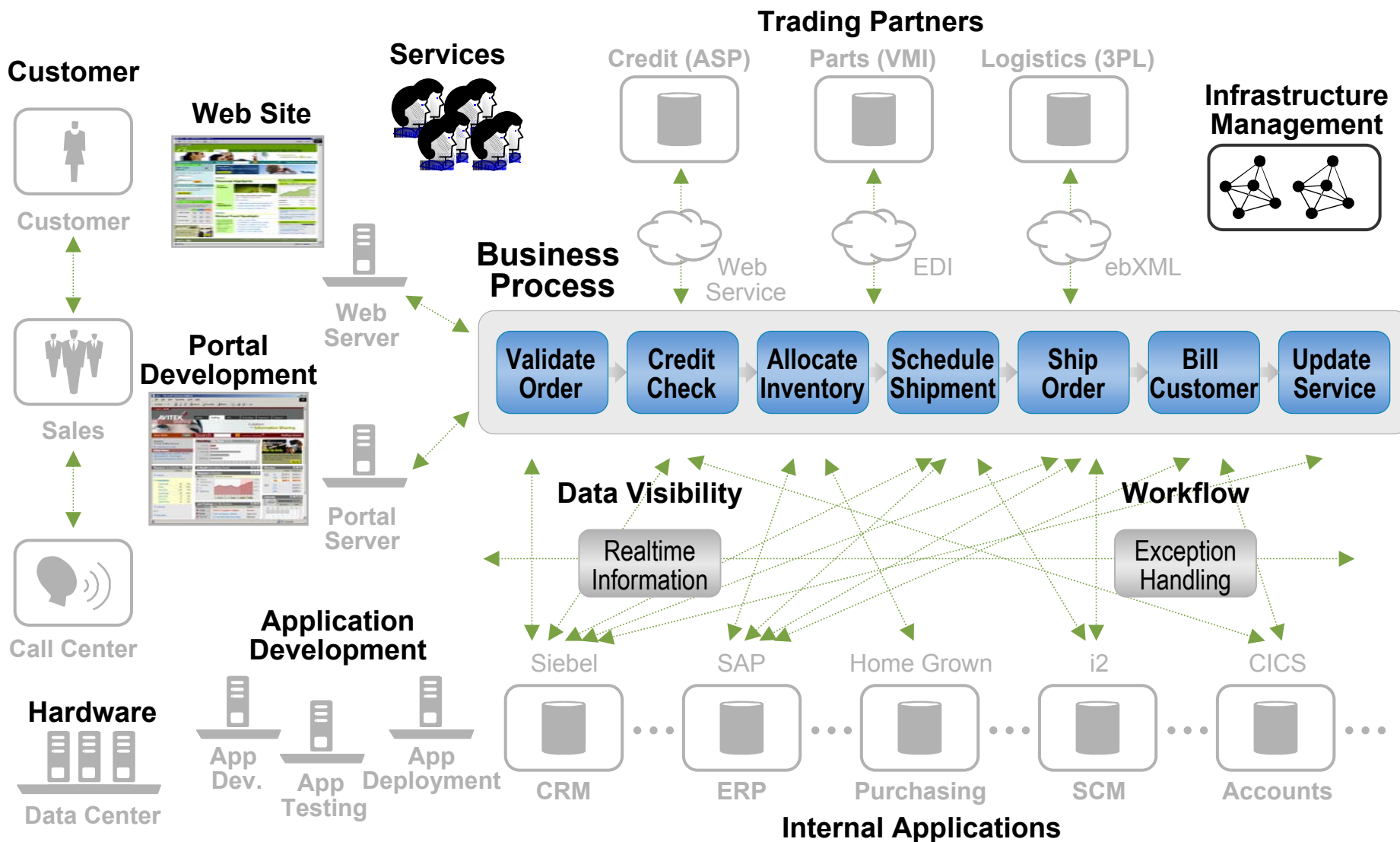
Product Marketing
BEA Systems



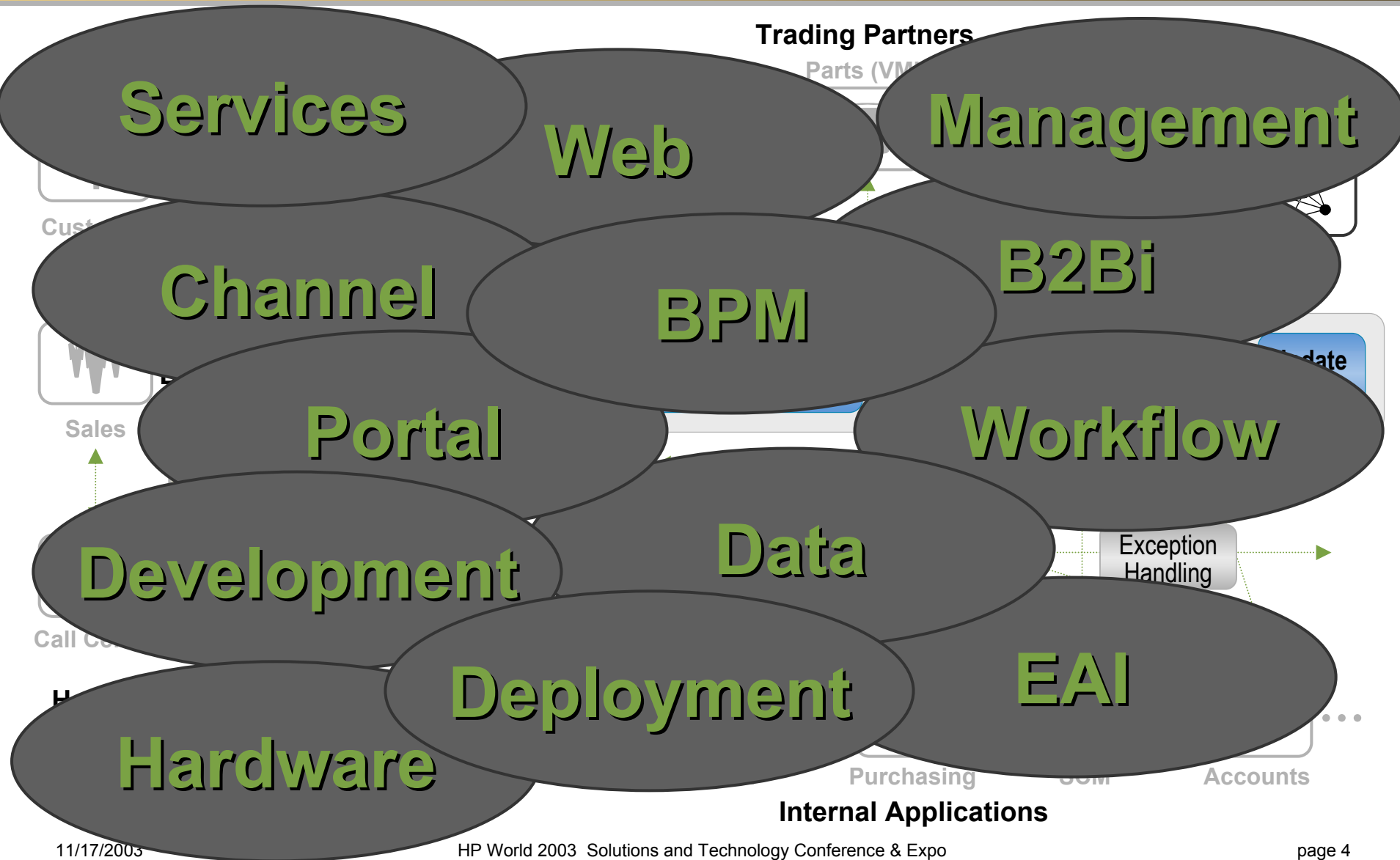
Agenda

- **The CIO Dilemma**
- Key Enablers For IT Success
- WebLogic Platform In Action
- Case Study
- Parting Thoughts

Traditional Enterprise Computing = Complexity



Traditional Enterprise Computing = Complexity



Requires A Wide Diversity of Infrastructure Solutions

Services

Web

Management

Channel

BPM

B2Bi

Portal

Workflow

Development

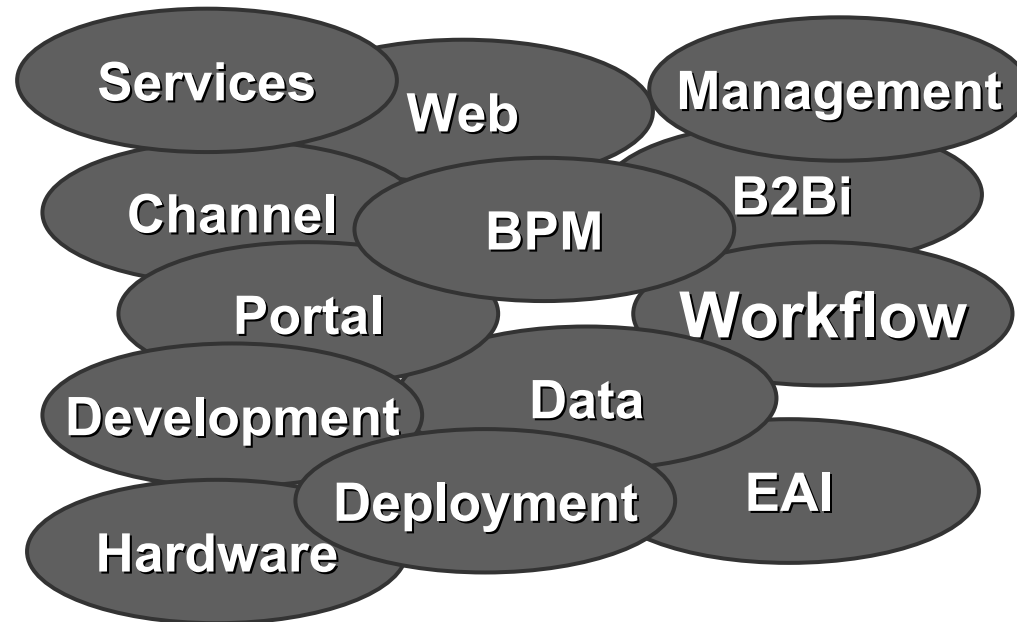
Data

Deployment

EAI

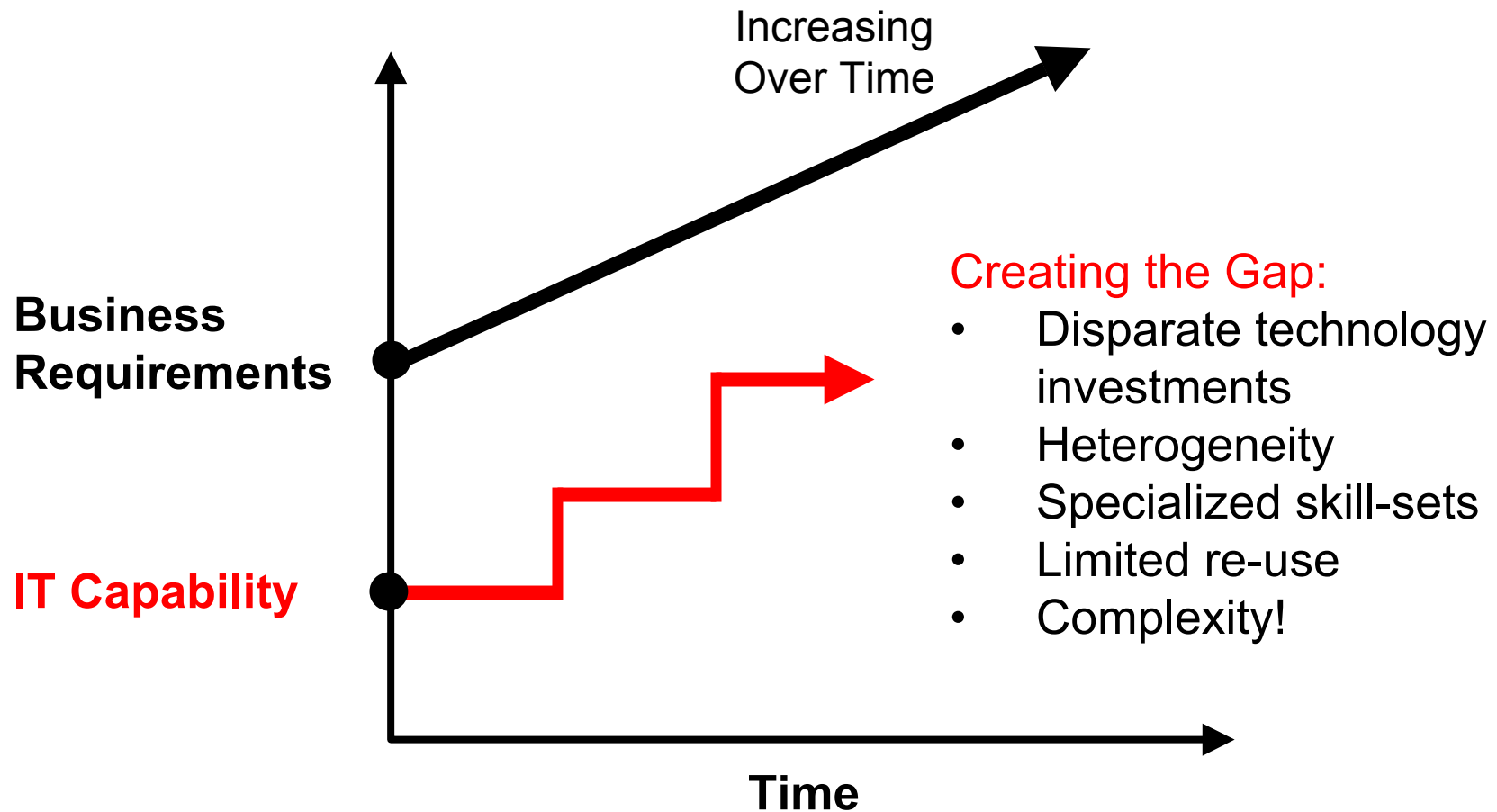
Hardware

Plus, Need For Foundation Application Services



Connection pooling
Security
Clustering + fail over
Messaging
XML/Web services stack
Transaction coordination
Development tool
OA&M

Leads To A Gap Between Business and IT



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Key Levers for Making IT Successful

Key Levers

Solutions

Unify Infrastructure



Adaptive Enterprise Infrastructure

Shorten Development Cycles & Leverage Broader Skill-sets



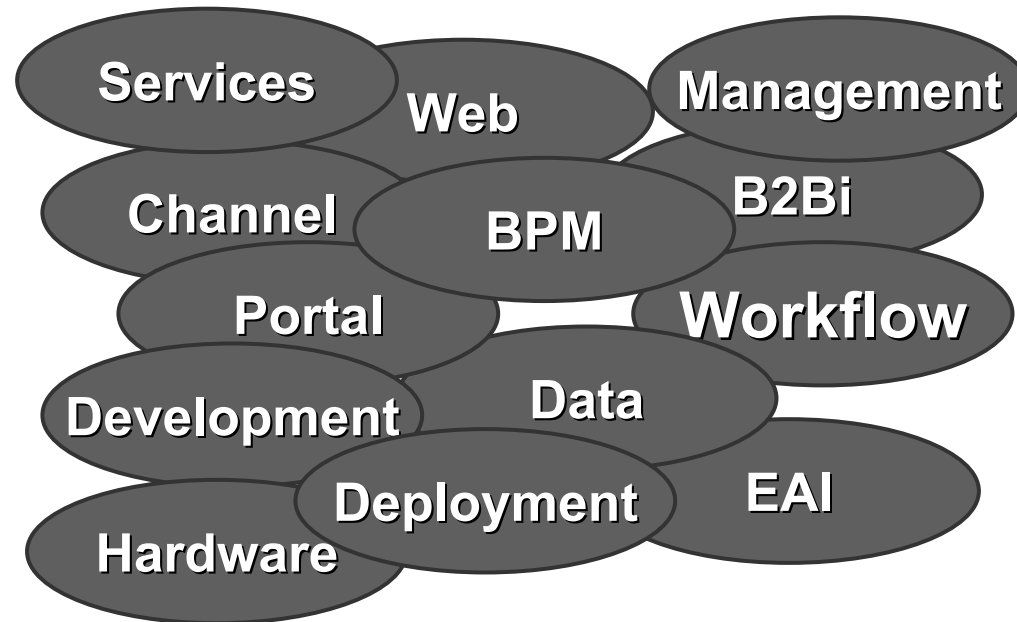
Unified Development Environment

Increase Re-use



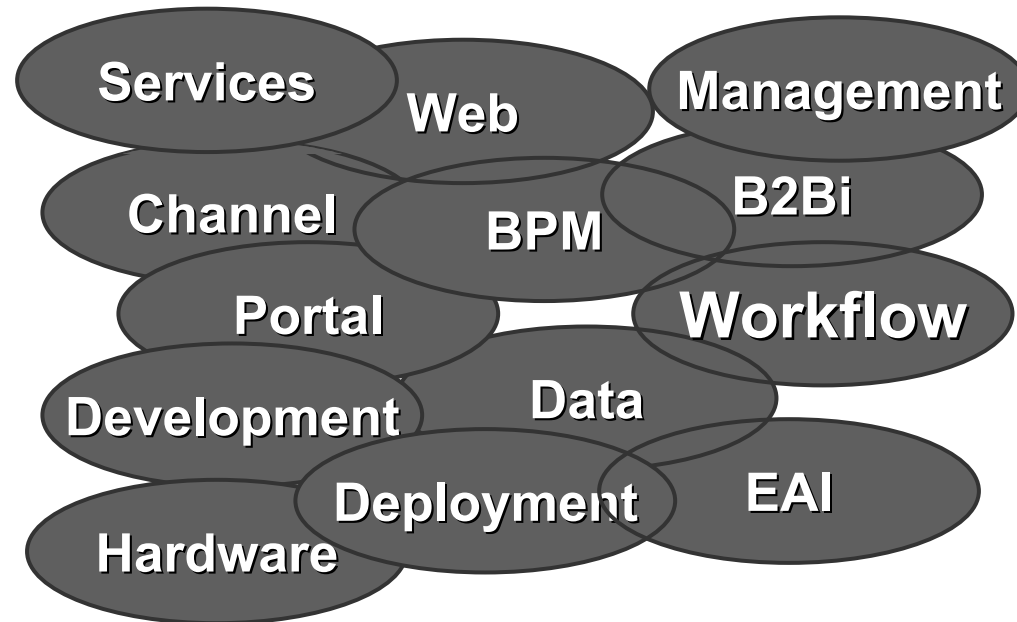
Service-Oriented Development Methodology

Need To Simplify and Unify IT Infrastructure



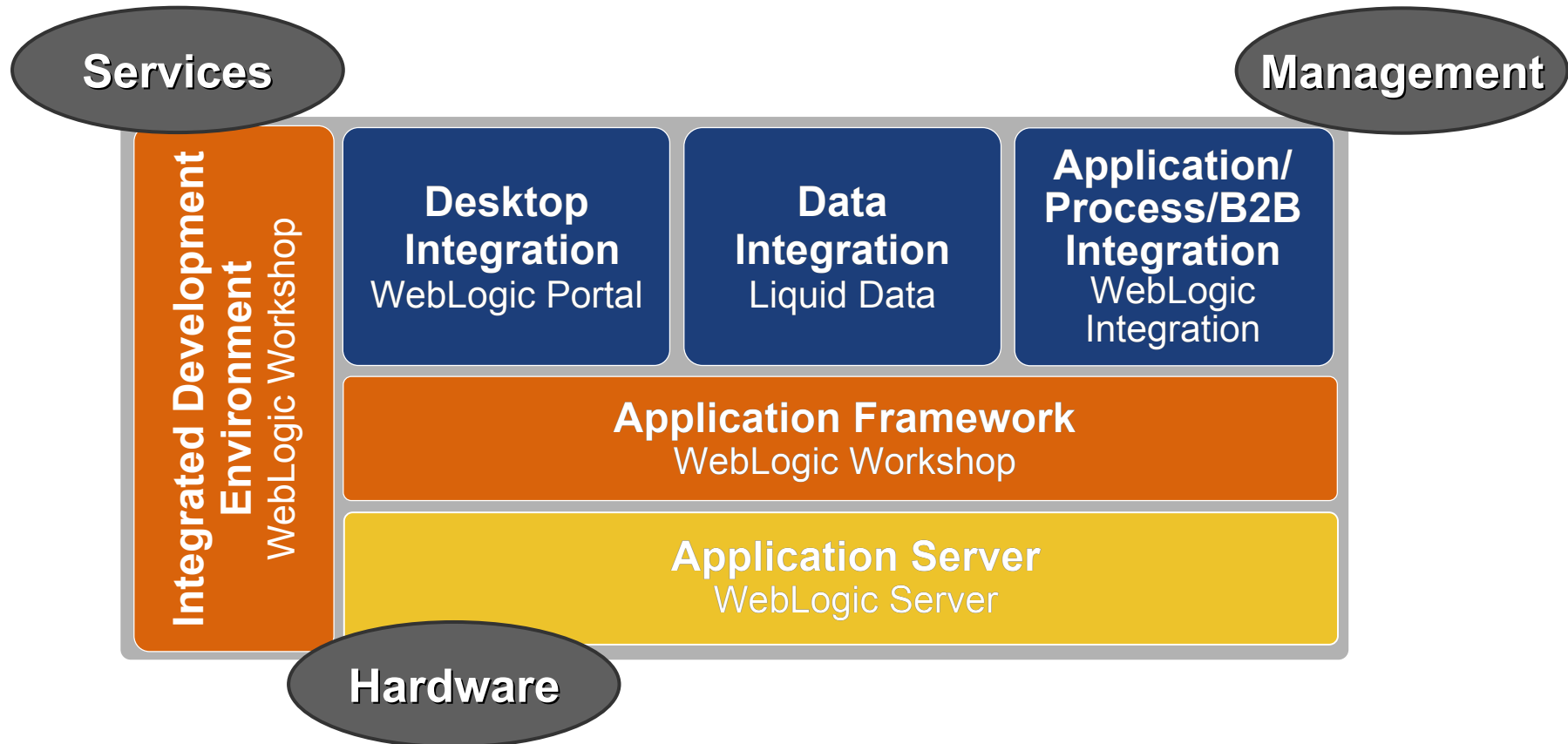
Connection pooling
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Need To Simplify and Unify IT Infrastructure

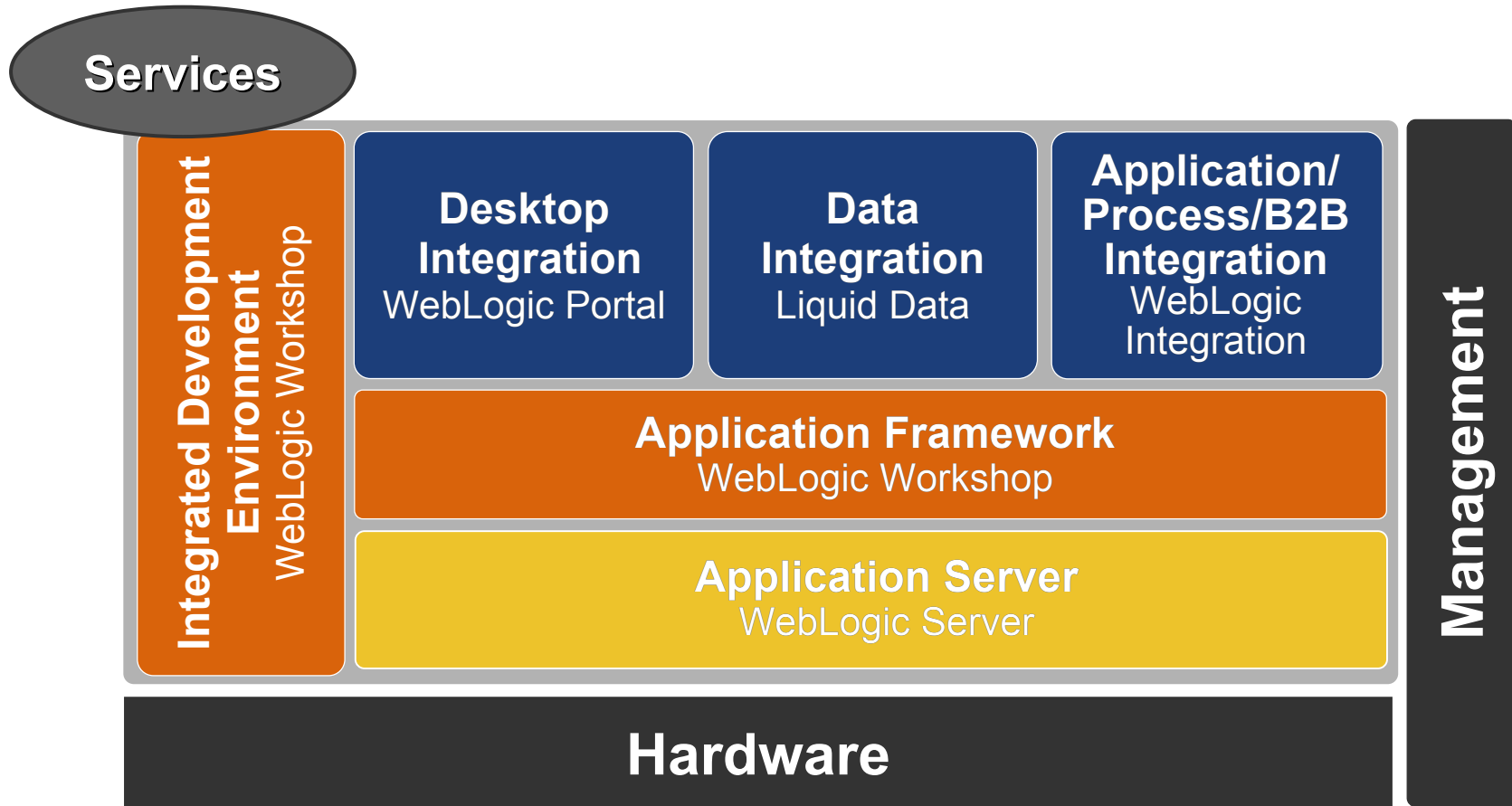


Application Server
WebLogic Server

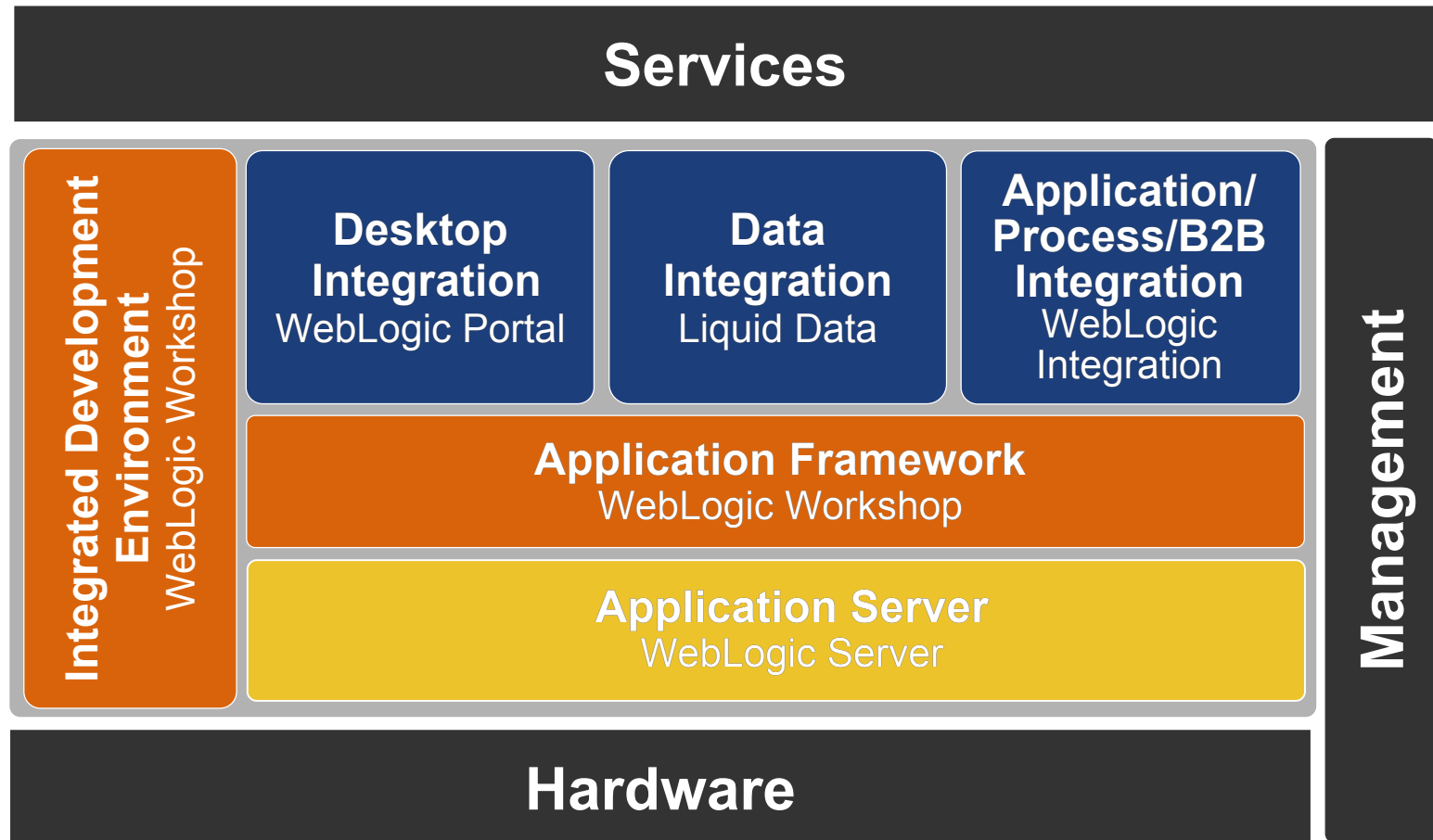
BEA WebLogic Enterprise Platform 8.1



BEA and HP Deliver The Adaptive Enterprise



HP Services: Your Partner For An Adaptive Enterprise



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Adaptive Enterprise Infrastructure

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Unified Development Environment

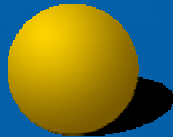
Increase Re-use



Service-Oriented Development Methodology

Accessibility Eliminates Organizational Bottlenecks

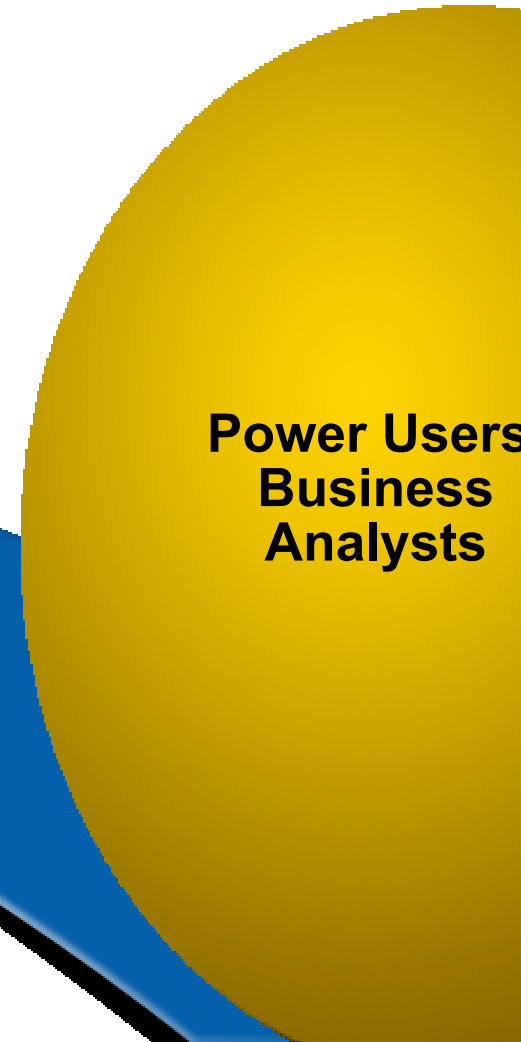
**System-level
Developers &
Integration
Gurus**



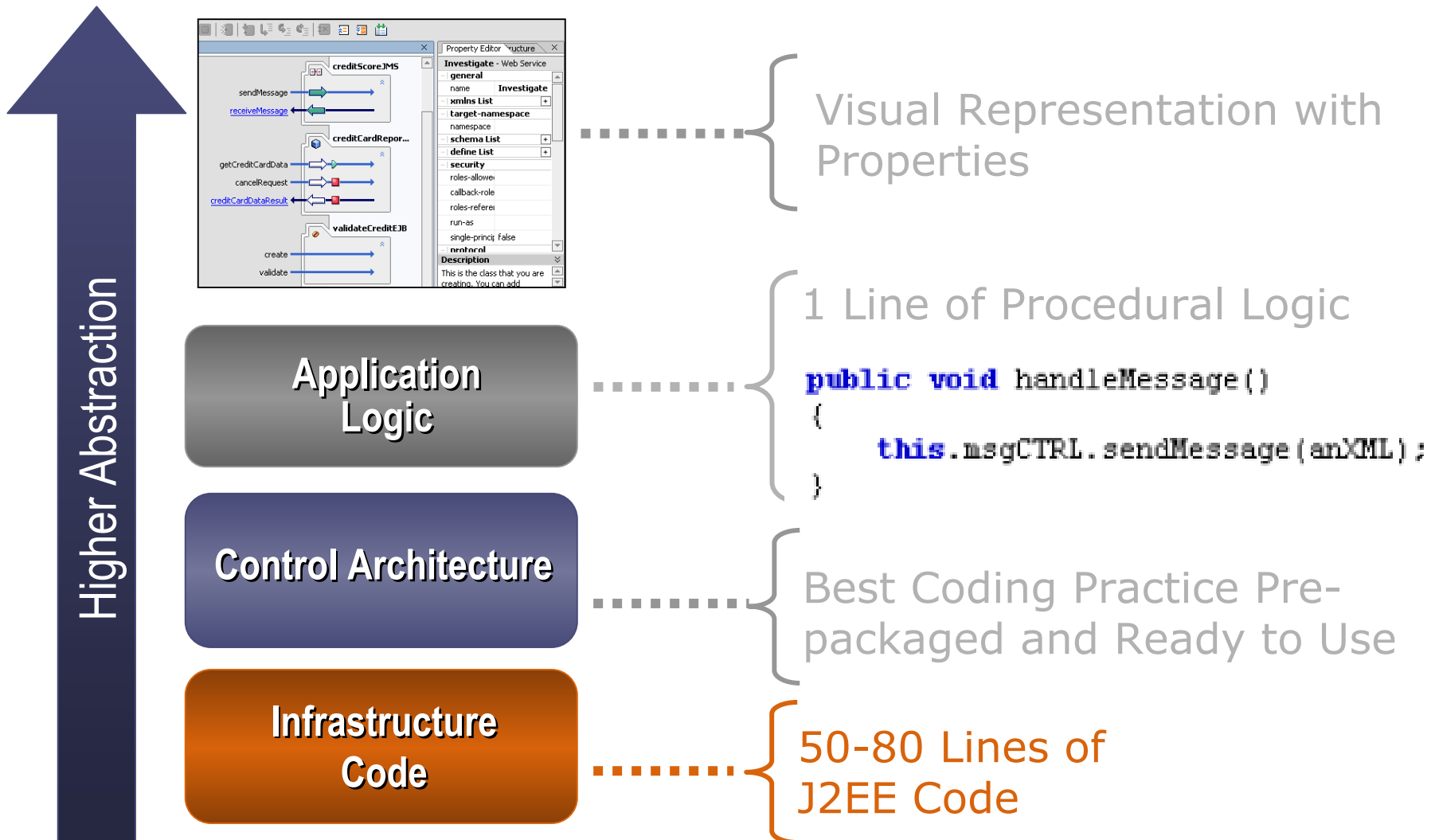
**Application
Developers**



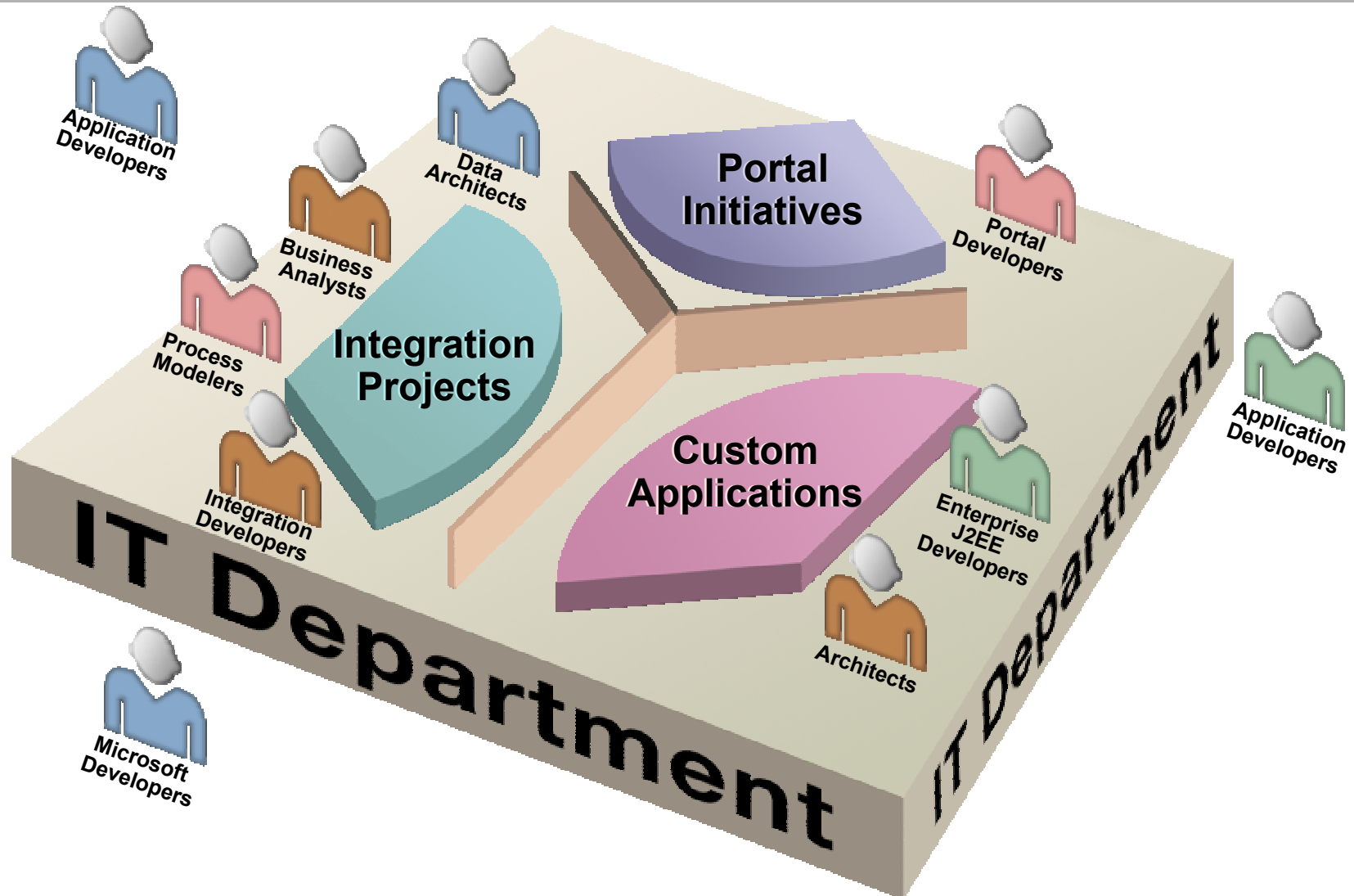
**Power Users
Business
Analysts**



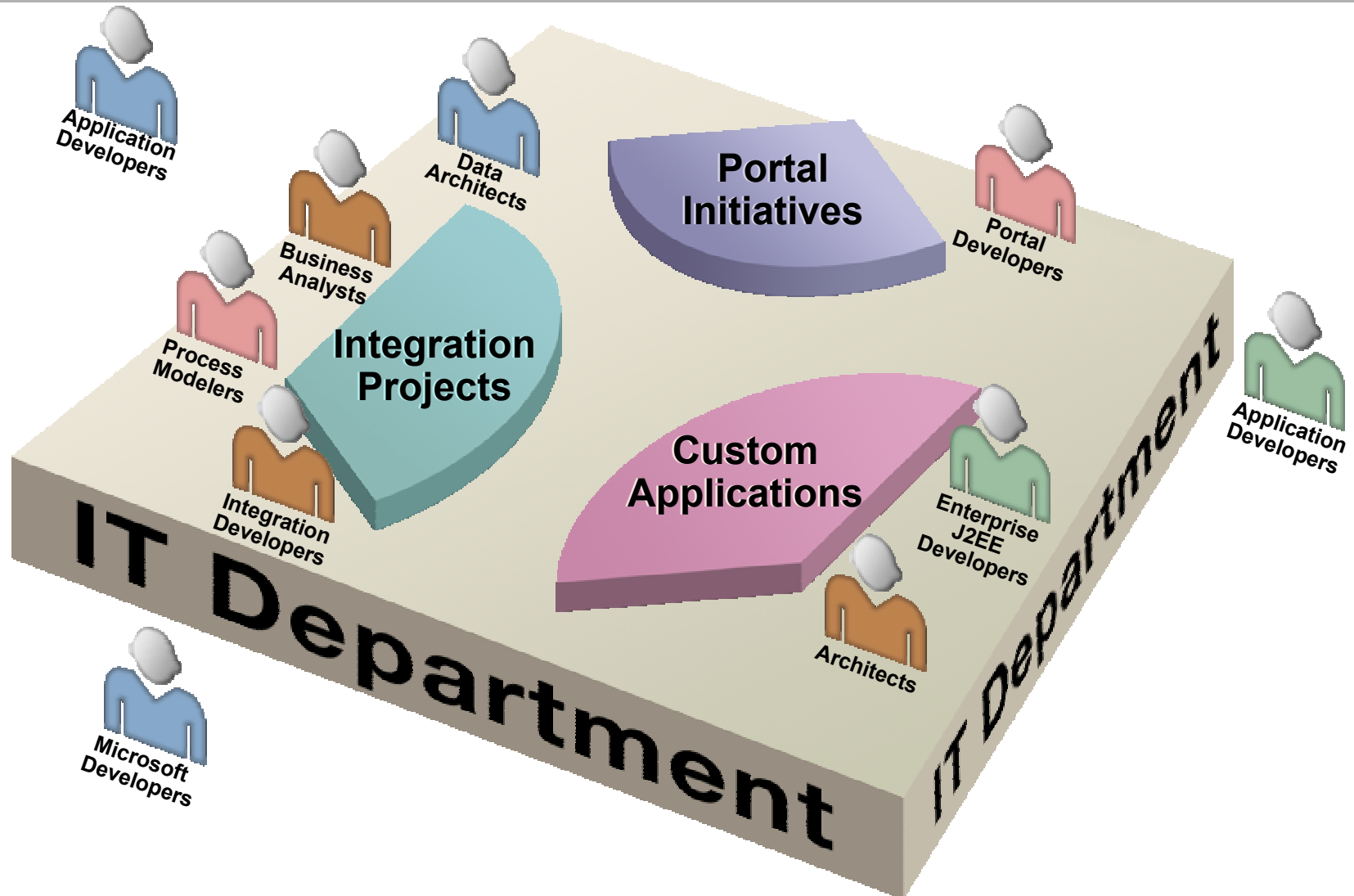
Framework Enables Power and Simplicity



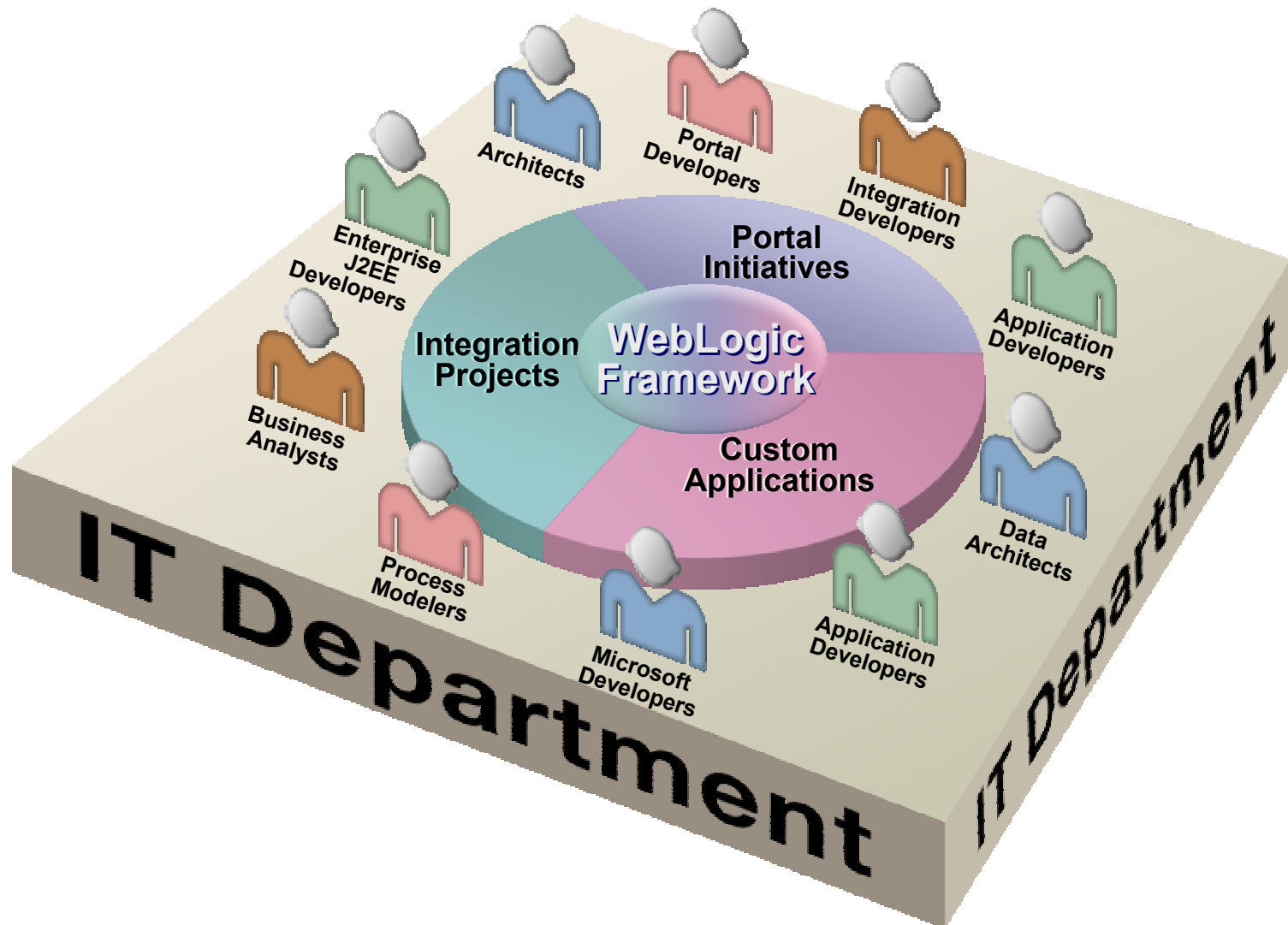
State of Development Today



Breaking Down the Barriers

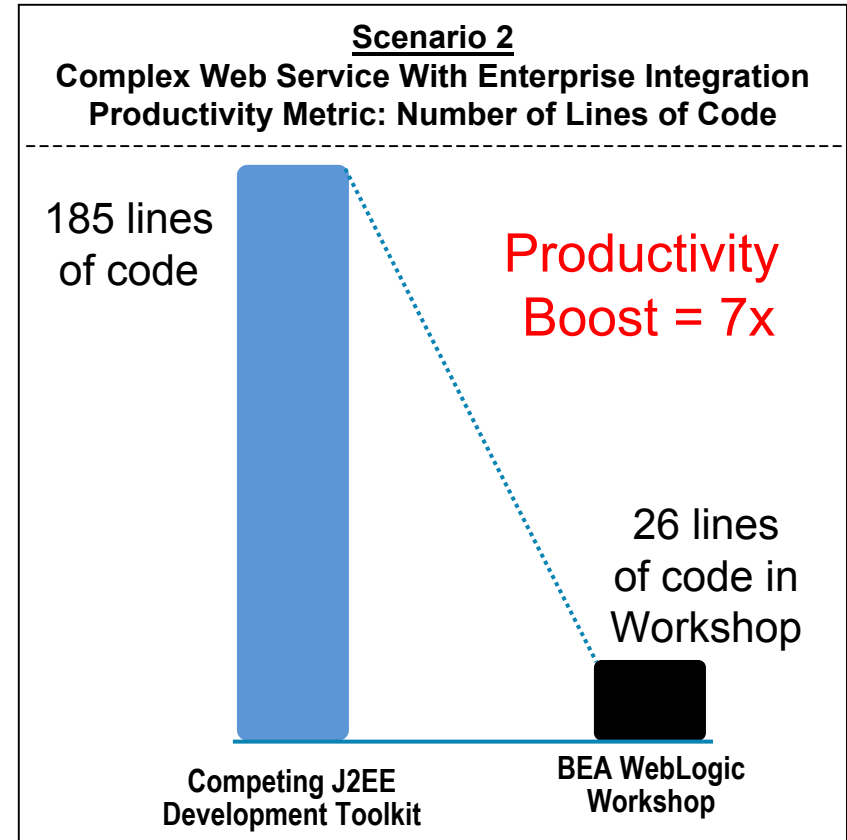
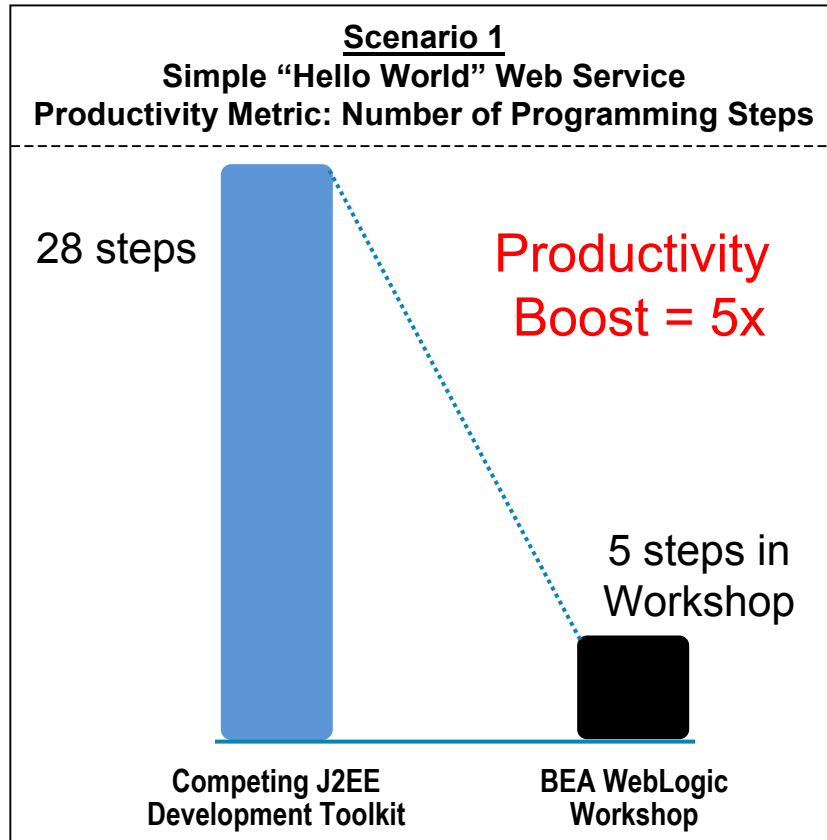


WebLogic Platform Unifies IT



Value of a Simplifying Development Environment

Workshop requires at least 5x-10x less code and the gap widens as the application complexity increases



For full details of this analysis, please refer to white papers at BEA's dev2dev online developer community web-site:
http://dev2dev.bea.com/resourcelibrary/tutorials/Workshop_Productivity_Comparison.jsp

Key Levers for Making IT Successful

Key Levers

Solutions

Unify Infrastructure



Adaptive Enterprise Infrastructure

Shorten Development Cycles & Leverage Broader Skill-sets



Unified Development Environment

Increase Re-use



Service-Oriented Development Methodology

The Benefits of Reuse Illustrated

Baseline

83% Reuse

72% Reuse



US \$13,200

US \$16,500























US \$45,000

Neon

PT Cruiser

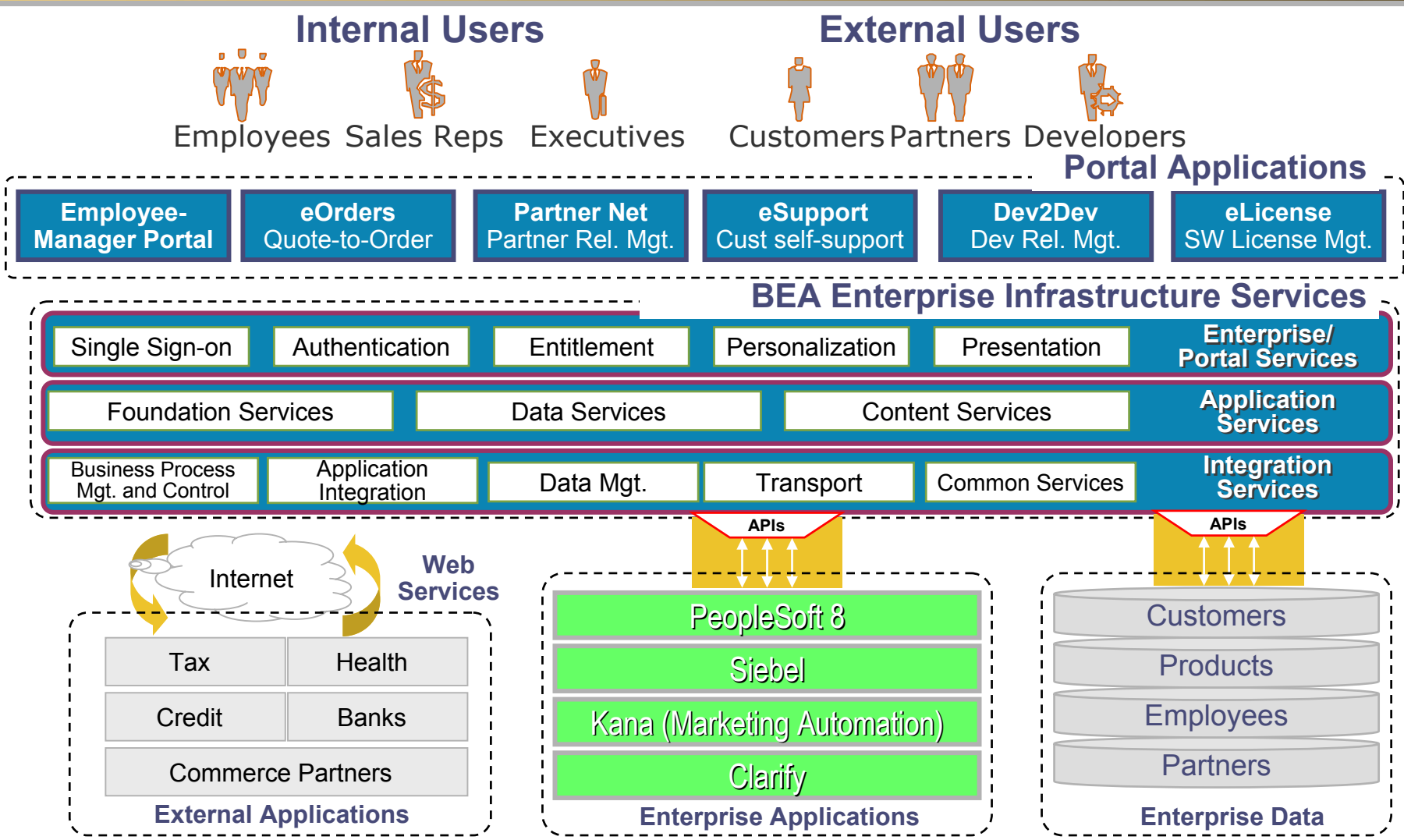
Prowler

Does This Look Familiar?

	Status	Variance			Adoption
		Functionality	Schedule	Cost	
Siebel Project	Delivered				
PeopleSoft Roll-out	In Progress				
Customer Service Portal	In Progress				
Partner Portal	Delayed				
Clarify Implementation	Delayed				
E-commerce Storefront	Postponed				
Supply Chain Project	Postponed				

 Variance < 10%
  10% < Variance < 35%
  Variance > 35%

SOA Illustrated: View of BEA's Internal IT Architecture



built on BEA WebLogic Enterprise Platform

Positive Proof Of IT That Meets the Business Requirements!

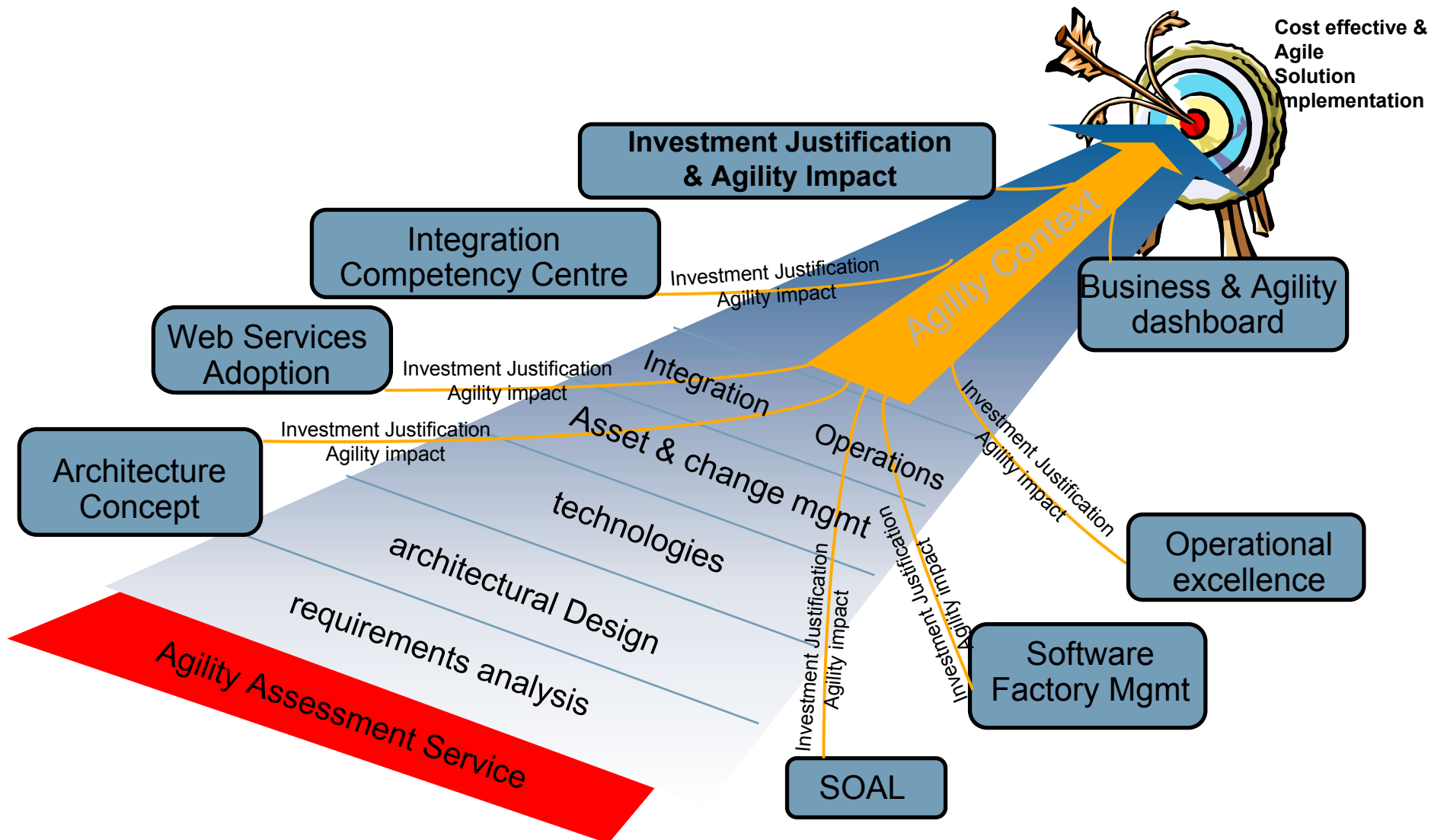
	Status	Variance			Adoption
		Functionality	Schedule	Cost	
E-Support Ph 1	Delivered	●	●	●	●
Dev2Dev (eWorld)	Delivered	●	●	●	●
E-O					
E-Su					
Dev2D					
Infras					
eLic					
eComm					
Developer Subscription	Delivered	●	●	●	●
Download Center & dev2dev Online	Delivered	●	●	●	●

“Through 2007, enterprises that employ service-oriented architectures and service-oriented development will increase their ability to be agile by more than 30 percent (0.8 probability).”

- Gartner Research

● Variance < 10% ● 10% < Variance < 35% ● Variance > 35%

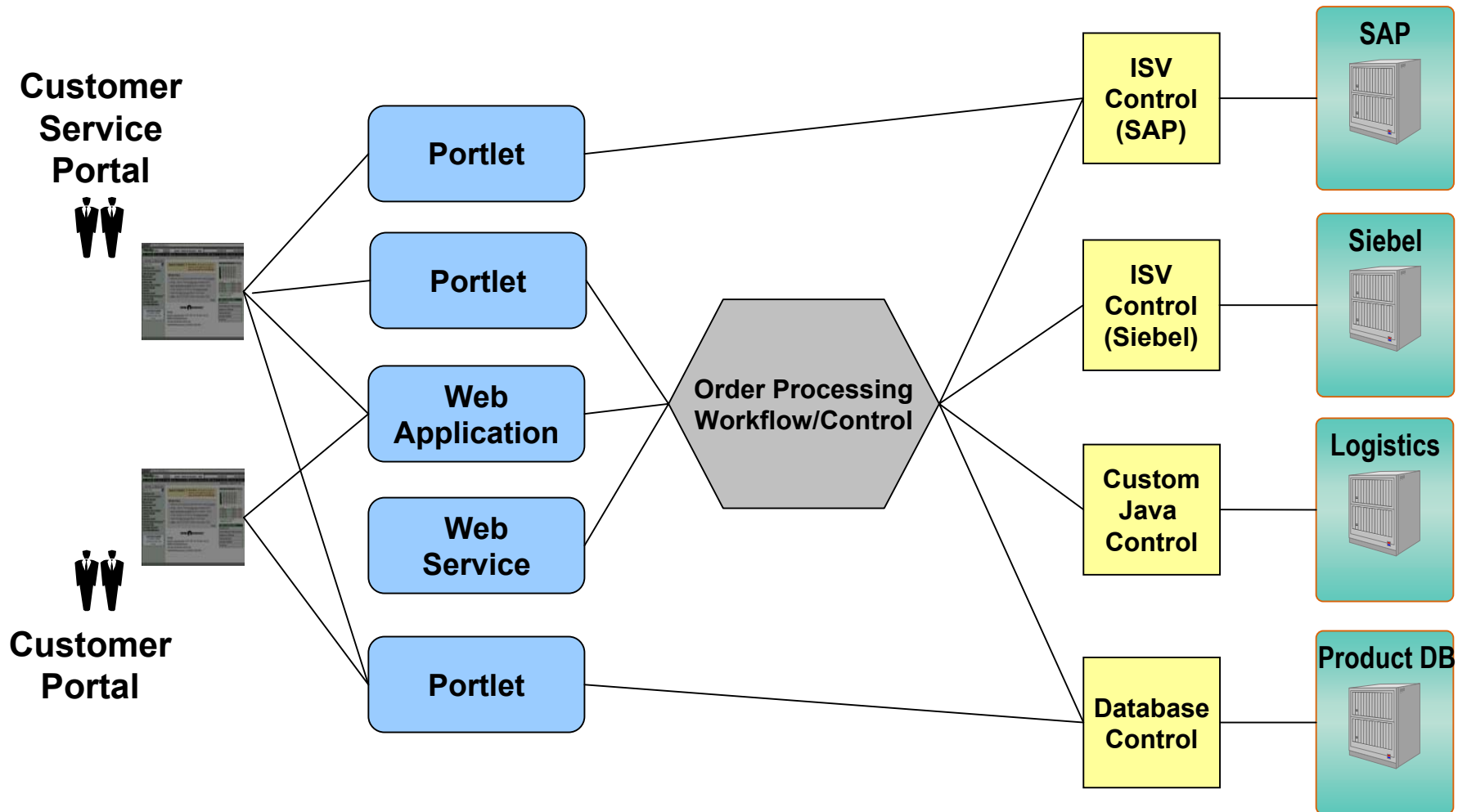
HP Services Delivers SOA Adaptive Infrastructure Solutions



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Service-Oriented Development In WebLogic Workshop



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U.S. Government Agency

■ Challenge

- Inflexible, proprietary and un-scalable architecture incapable of responding to changing business requirements and expensive to manage

■ Solution

- An instrumented information management and integration system designed and delivered by HP Services
- Standards-based adaptive infrastructure based on BEA WebLogic Platform
- Services-Oriented architecture providing robust message handling, retrieval and delivery services

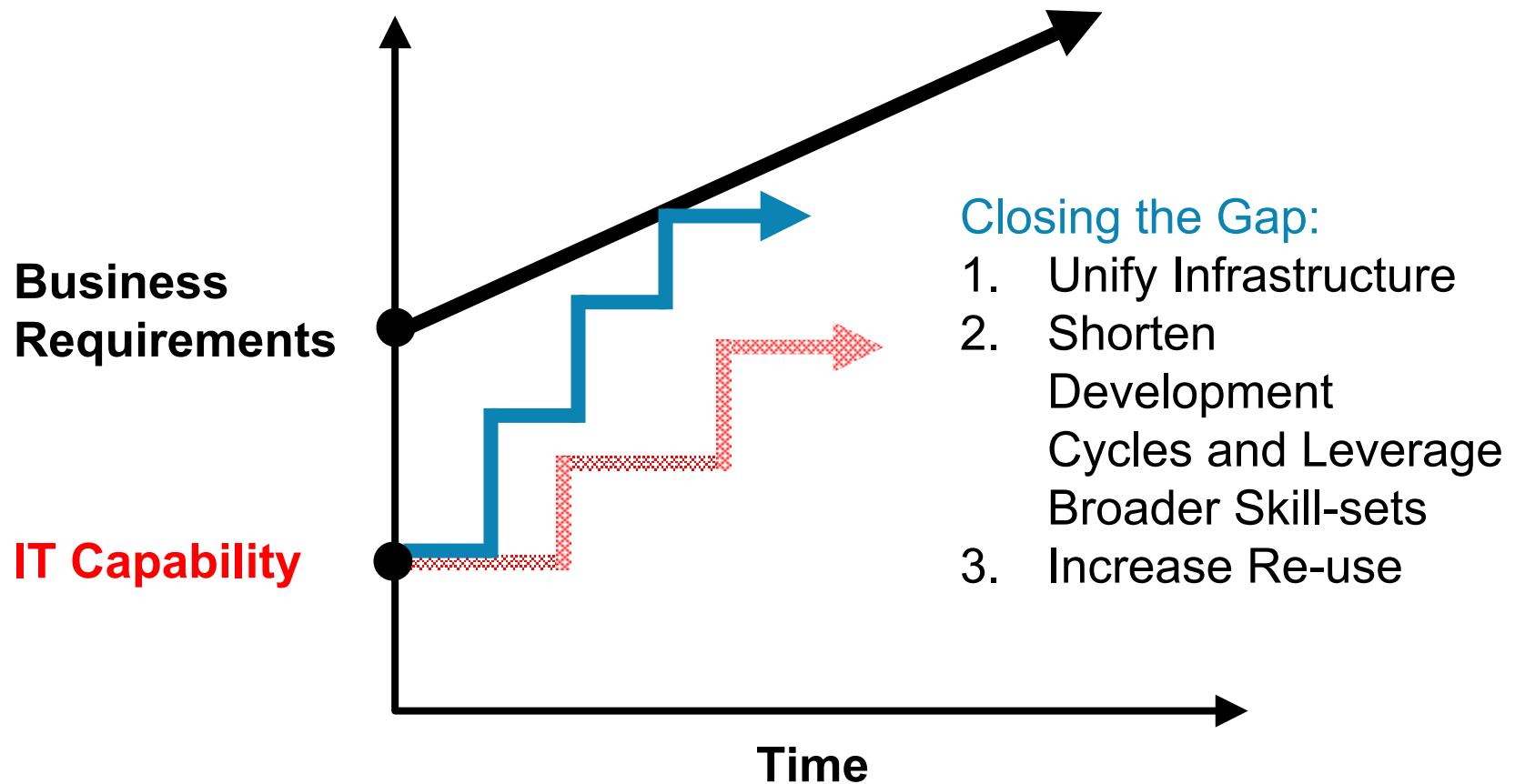
■ Results

- Increased Quality of Service with a 10 fold increase in functionality and consistency across the system (1200 offices)
- The Agency now provides dynamic capacity to react and anticipate change as new requirements emerge

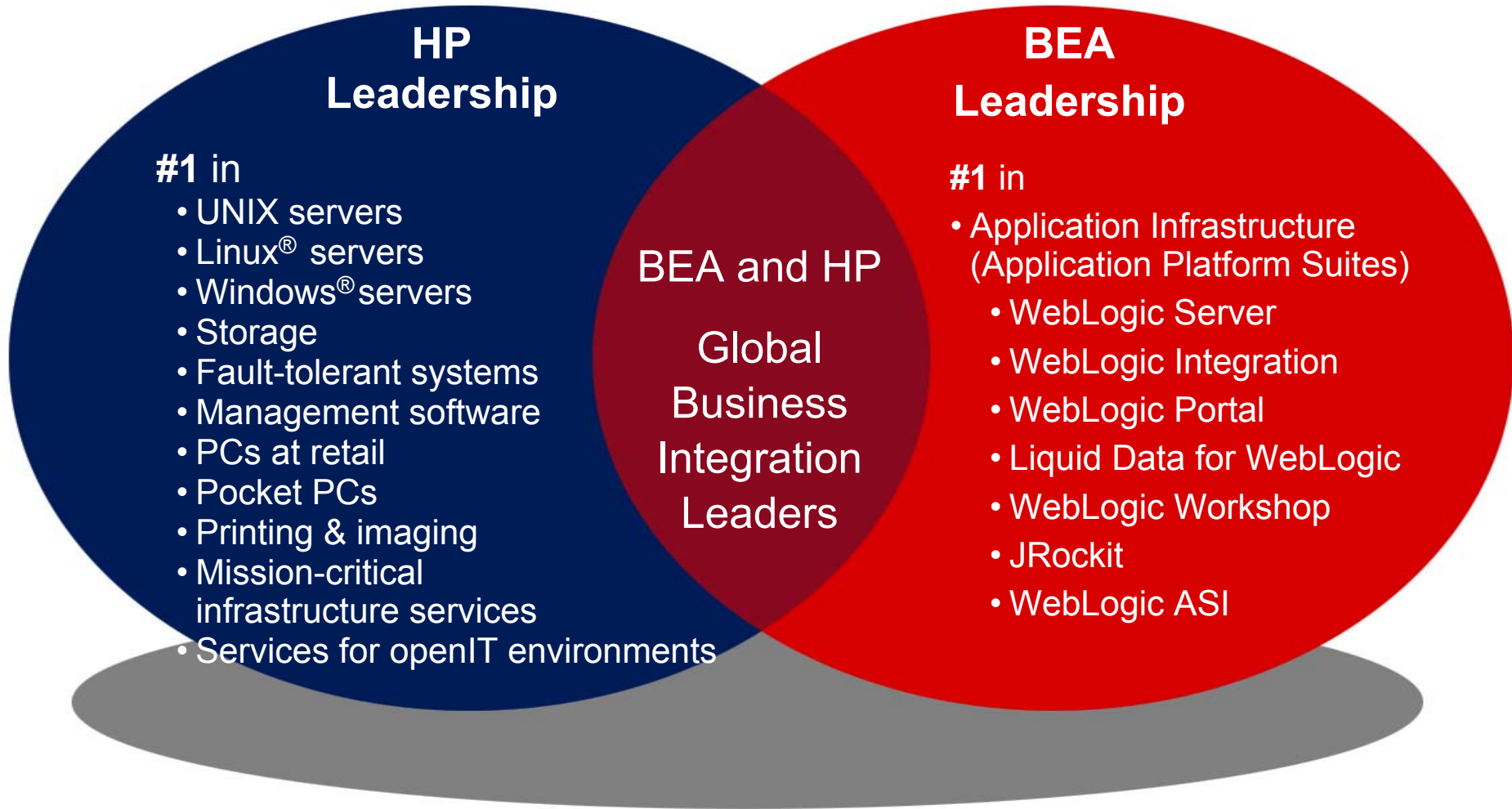
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Together, We Help IT Fit the Business



BEA/HP Leadership





Interex, Encompass and HP bring you a powerful new HP World.

