Accelerating Business Change:

Enterprise Integration Diagnostic
Accenture Integration Accelerator

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  - What's the right focus?
- Identifying Business Improvement Opportunities
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Market estimates:

Enterprise Integration remains a top priority in the market.

- Worldwide market for Network Consulting and Integration Services Grew 5% in 2001 to more than $19 billion
- By 2006, IDC expects worldwide spending to exceed $32.8 billion at a CAGR of 11.5%
- …projects revenue will increase to nearly 18.4 billion by 2006 with a CAGR of 10.4%

Source: Worldwide and U.S. Network Consulting and Integration Services:Midyear Forecast Update, 2002

– International Data Corporation, August 2002

- Application server market – in 2001 grew just over 20% to $1.1 billion – Dominated by BEA, IBM, Sun
- Integration broker suite (IBS) – in 2000 grew more than 108% to over $1.3 billion – More than 100 vendors – top six have 42% of the market - IBM, Tibco, webMethods, Sybase/New Era of Networks, Mercator, and Vitria
- The portal market in 2001 experienced 59% growth to just over $709 million

Source: Integration Market Battle Heats Up, Then Melts

– Dataquest, August 19, 2002

But where are these estimates…?

"Derived value of integration exceeds expectations"

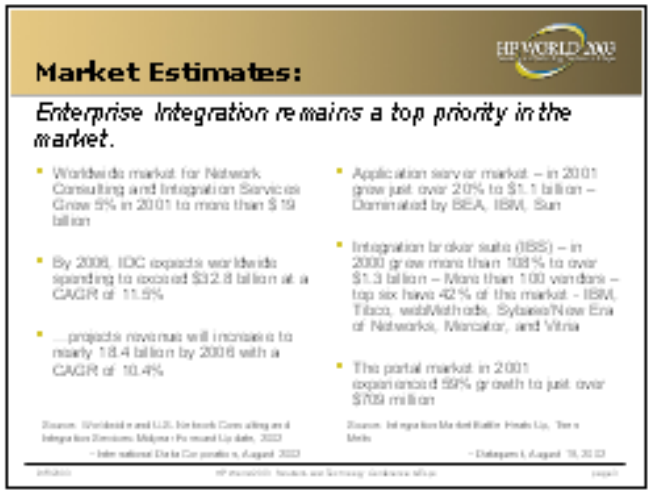
- "Worldwide ***value from*** Network Consulting and Integration Services Grew 15% in 2001 to more than $27 billion"
- "By 2006, analysts expect worldwide ***return on integration investments*** to exceed $55 billion at a CAGR of 15.1%"
- "… projects ***positive balance sheet impacts*** will increase to nearly $31 billion by 2006 with a CAGR of 14%"

Source: None. It's what we should be seeing in the market

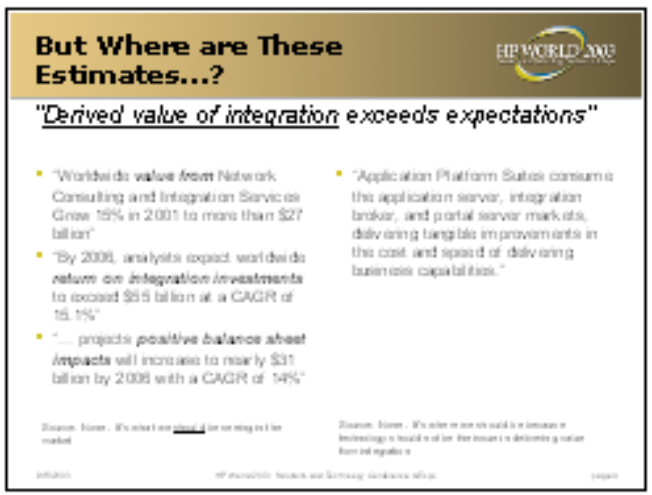
- "Application Platform Suites consume the application server, integration broker, and portal server markets; deliver tangible improvements in the cost and speed of delivering business capabilities."

Source: None. It's where we should be because technology should not be the issue in delivering value from integration

Summary so far…



Spend…



…wisely

"Wisely" is the key word

So if you're spending money on integration initiatives, what approach do you take to do it wisely?

- Buy and implement the latest technology?
  - "Swing-and-a-miss!" Strike #1.
- Use a traditional eAI tool to cure all of your integration problems?
  - Swing and contact! But fouled left. Strike #2.
- Identify **business improvement initiatives** first, and enable them through the use of the right technologies?
  - Swing! Hit! Your on base.

The Enterprise Integration Diagnostic

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The Enterprise Integration Diagnostic helps target key Business Improvement Initiatives:

Management Questions:

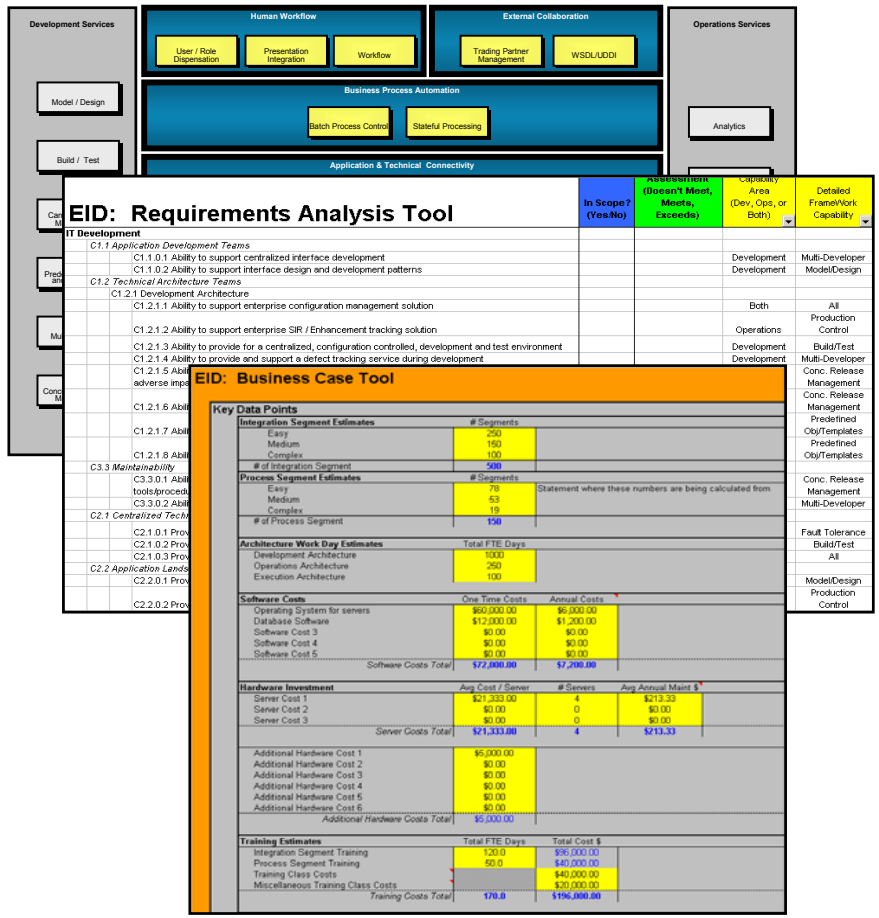
		Targeted metrics
How can I improve business performance across key processes, such as order-to-cash?	→	Reduction in *receivables days outstanding*
How do I achieve a 360-degree view of customer across my lead management, CRM, ERP, and support systems?	→	Targeted marketing to clients comprising 80% of revenues
How can I rapidly integrate information and systems within the enterprise and with my customers and suppliers?	→	Move an additional 15% of sales into self-help portal
What are the costs of building and maintaining my application interfaces and how can I drive those costs down?	→	Reduction in contracting fees
How do I better leverage my existing investments in legacy applications?	→	Decrease system replacement costs

Enterprise Integration Diagnostic approach:

	What are the opportunities?	What do I have today?	What do I need tomorrow?	How do I get there?
High-level Activity:	**Confirm objectives and scope and identify preliminary business integration opportunities**	**Determine readiness for enterprise integration**	**Identify and prioritize high-impact scenarios based on business case**	**Finalize recommendations and develop critical next steps and integration roadmap**
Value:	• Ensures the project objectives and scope are aligned with the high-priority business and IT opportunities • Identifies preliminary scenarios to address the opportunities	• Identifies current business and IT architectures • Determines capability readiness by comparing to Accenture EI criteria	• Defines target enterprise integration scenarios and implementation options • Identifies gap with current state • Determines business cases for scenarios and options • Prioritizes scenarios and options based on value	• Recommends high priority integration scenarios/options • Provides direction and roadmap for achieving enterprise integration value • Provides actionable plan for rapid start
Results:	• Confirmed objectives and scope with the business and IT • Preliminary scenarios aligned with the high-priority business and IT opportunities	• Business and IT architecture and capability readiness for EI	• Target scenarios and options • Gap analysis with current state • Prioritized scenarios and options based on business value	• Highest priority integration scenarios/options • Enterprise integration roadmap • Critical next steps to begin the enterprise integration

Several tools and frameworks support the Enterprise Integration Diagnostic

- The **EI Technical Framework** guides our IT architecture and capability gap analysis
- The **EI Requirements Analysis Tool** helps quickly assess the readiness of IT for EI
- The **EI Business Case Tool** helps develop business cases for each of the scenarios



The Enterprise Integration Diagnostic provides the following deliverables:

Diagnostic Deliverables:

- Identifies high-impact enterprise integration opportunities (scenarios)
- Determines the current state baseline for the business processes and the associated IT architectures and capabilities
- Identifies a target business architecture for each scenario and the IT architecture and capability solution options to support the scenarios
- Develops business cases for each of the scenarios and solution options
- Identifies the scenarios and options that represent the best overall return
- Identifies the roadmap and critical next steps to begin to rapidly deliver the value

Now that you've identified which business initiatives to target…

Deliver fast!

The Accenture Integration Accelerator helps clients realize the value of integration solutions faster by reducing the overall effort required to "make the technology work," improving the speed in which business benefits are delivered.

The Accenture Integration Accelerator

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Typical Enterprise Integration projects have at least two parallel streams…

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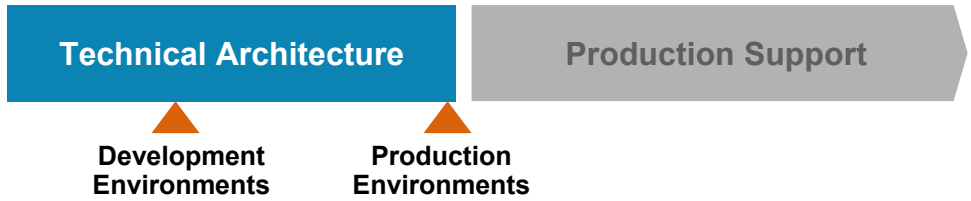
1) Technical Architecture:

Designing and implementing the core integration architecture environments and technical services



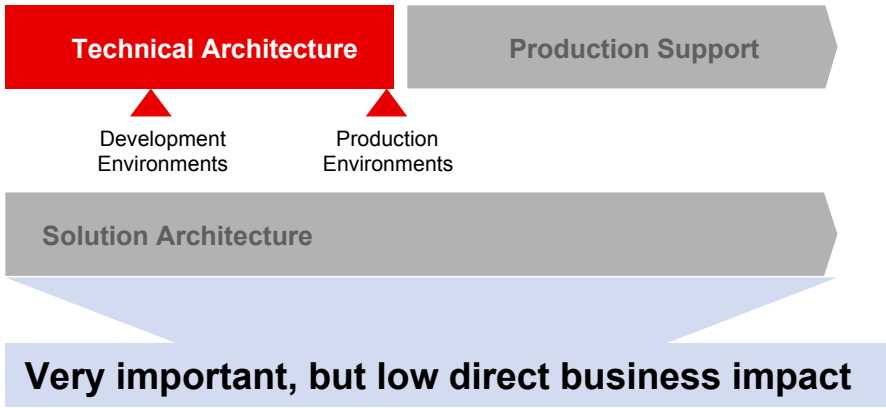
- Create conceptual, functional, and physical architecture designs
- Establish development environment and standards
- Establish production environment with shared, reusable services

1) Solution Architecture:

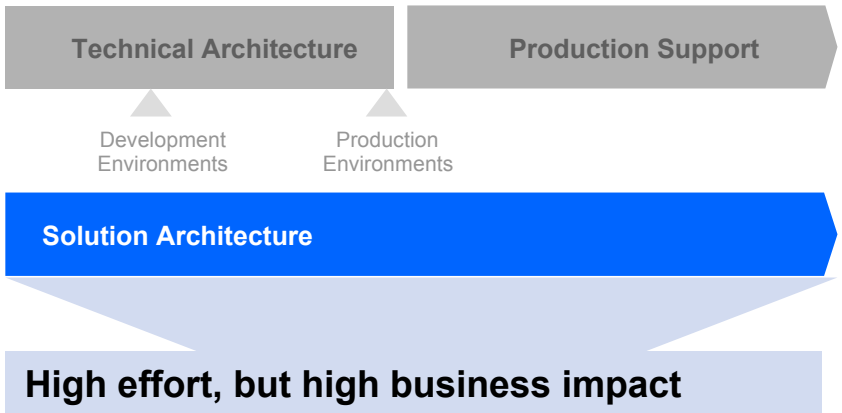
Designing and developing the processes and supporting components to be executed

- Process Requirements Gathering/Design
- Application Architecture Components Design
- Functional / Detailed Designs
- Build / Test
- Deploy / Manage

Initial investment is not targeted where the most value is achieved…



- The Technical Architecture is required to make the integration environment usable, but has minimal intrinsic value to offset its cost
  - It is mandatory
  - It takes time (hence $'s) to design and implement correctly
  - We've implemented them dozens of times and found that most environments end up being extremely similar (so possibility for high reuse)



- The Solution Architecture is the definition and assembly of the technical integration components into an end-to-end process that serves a specific business function
  - The majority of the time/effort/$ is spent in design, in some cases up to 60%
  - Analyzed and designed properly, many of the integration components can be designed once and reused many times over

The integration accelerator is a collection of assets, tools, and techniques that accelerate the delivery of integration-based business capabilities

- Provides a differentiated, building-block approach to enabling integration-based business capabilities

- Moves investment from architecture/technology to business capability and business processes
  - Reduce integration architecture deployment by 10-25%
  - Reduce design efforts by 15-30%
  - Speed-up business object build by 10-50%

- Provides standard architecture guidelines, practices, and common services leveraged across integration technologies

- Increase the creation and use of higher value, business-focused services

Components of the Accelerator:

Core Architecture Components

- Architecture Conceptual Design Best Practices and Samples
- Development Architecture Design Approach Templates and Samples
- Development Standards, Guidebook and Cookbook Templates and Samples
- Configuration Management Approach Samples
- Configuration Management Script and Utility

Reduces required investment; speeds delivery and adoption of technology standards

- Operations / Application Monitoring Approach Samples
- Technology Selection Templates, Samples, and Tools
- Back-up/Recovery Approach samples
- Exception Handling Best Practices
- Error Correction Facility
- Persistence/Database Access Strategies
- File Access Strategies
- Transaction Management
- Reporting
- Performance Tuning
- Security
- Migration/Release Strategies
- Support for industry standards, such as J2EE, XML, WSDL

Data Integration

- Common Object Model Best Practices
- Data Mapping templates and samples
- Event Definition templates and samples
- Common Object Model samples

Improves design efforts, reuse, and adoption of industry standards

- Entity Definition samples
- Canonical Object Management Tools
- Java Based Data Transformation Class samples
- Support for technical standards: ebXML, IDL, XSLT, etc
- Support for industry specific standards: HIPAA, CIDX, etc
- Functional data entity integration across systems (i.e., Customer/account hierarchies, Product definition/hierarchies, orders, etc)

Process Integration

- Systems Interaction Diagram templates
- Process Automation and Workflow Design templates
- Event Sequence Diagram templates and samples
- Process Segment Design
- Data Synchronization Process Functional

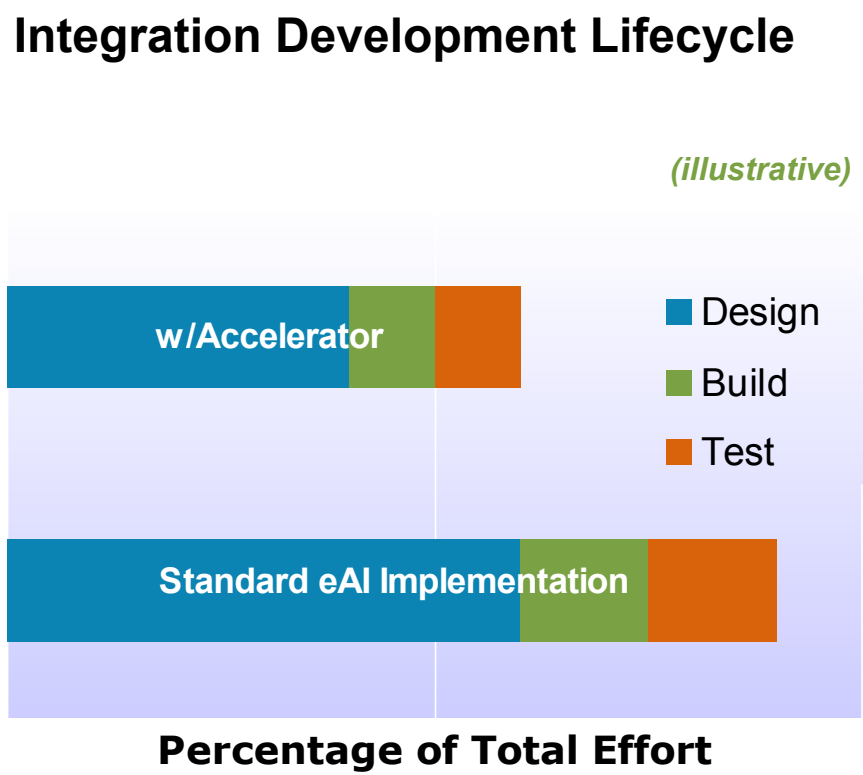
An accelerated building-block approach to business capabilities

- Message De-aggregation and the management of its component parts
- Business Rules Engine/Repository Integration Approach
- Business Process Analysis Capabilities
- Business Process Status Portals, Cockpits, etc
- Reporting
- Support for industry Process Modeling and Workflow Standards (bpXML, WfMC, UML)
- Support for industry specific vertical Process Segments
- Best practices for the application vendor integration solutions (Siebel, SAP, etc)

Complete Planned

The accelerator initially reduces design effort, followed quickly by improved "out-of-the-box" business capabilities

- The largest percentage of any integration-focused work effort is Design, hence the Integration Accelerator's focus on speeding design efforts
- Pre-designed objects include both technical architecture objects (common services) and application architecture objects (process segments and common data objects)
- The focus of the components being built are prioritized through usefulness/validity to integration efforts, and through requirements of targeted pilots



Building a set of reusable processes helps take technology off the critical path

- Technical Segments
  - Cross-referencing (create, retrieve, update, delete)
  - Error handling (capture, routing, reprocessing, notification)
  - Message manipulation (aggregation, de-aggregation)
  - Data synchronization (create, retrieve, update delete)
  - Security authorization
  - Compensating transaction framework
  - Acknowledgement (internal, external)
  - Auditing (data auditing, process auditing)
- Cross-MU Functional Segments
  - Work Order Management
  - Sales Order Processing
  - 360-Degree View of Customer
  - Product Lifecycle Management (RTM/RTP)

Sample: Reference application created on the BEA Platform

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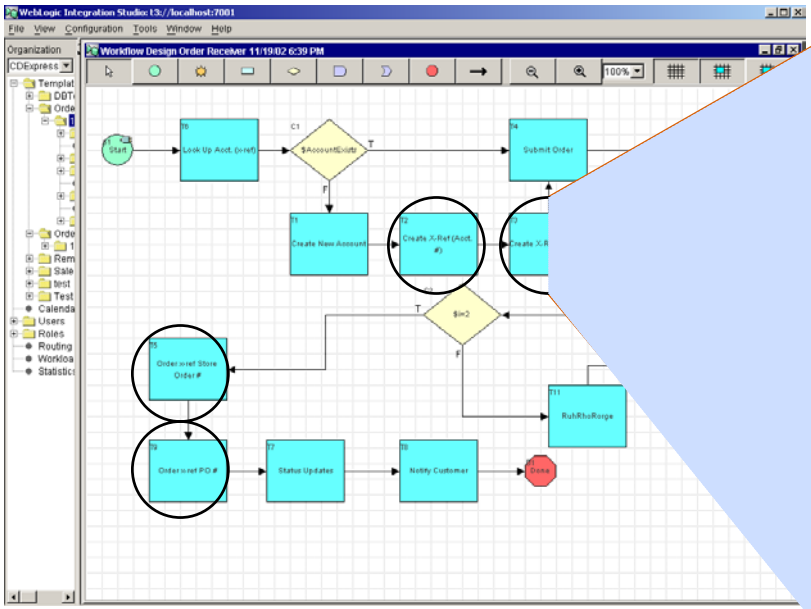
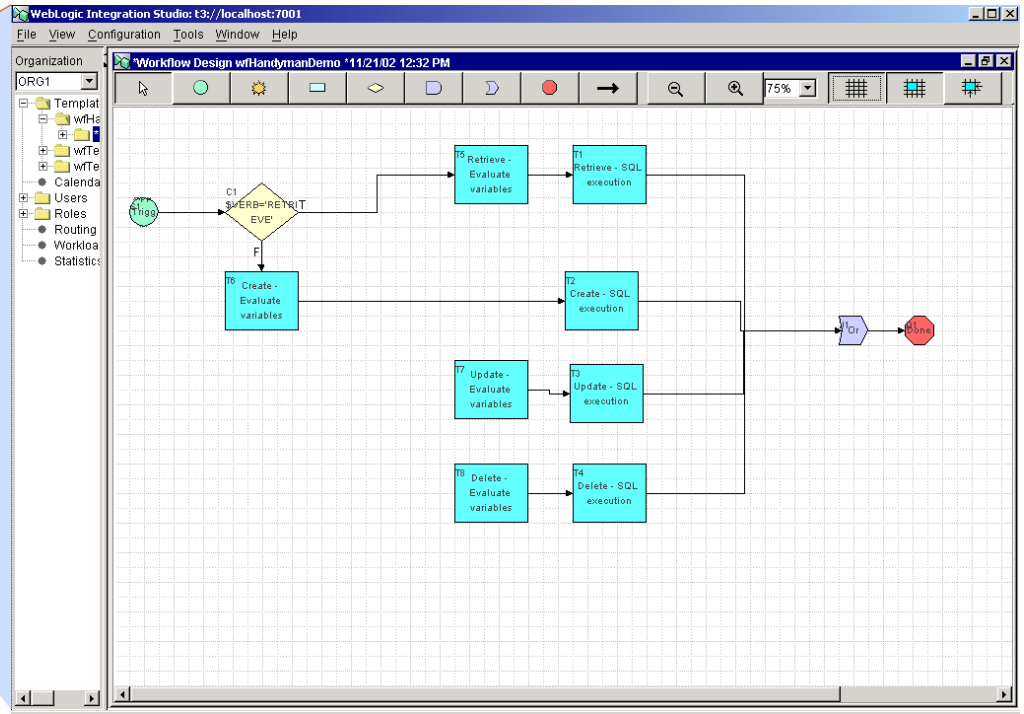
Order-To-Cash Process



Cross Reference Segment



This "process segment" is reusable in other business processes, not just OTC.

Summary

- Target integration activities at specific business improvement initiatives
- Use accelerators to realize integration quickly
- Don’t be shy about the use of application platform suites.

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