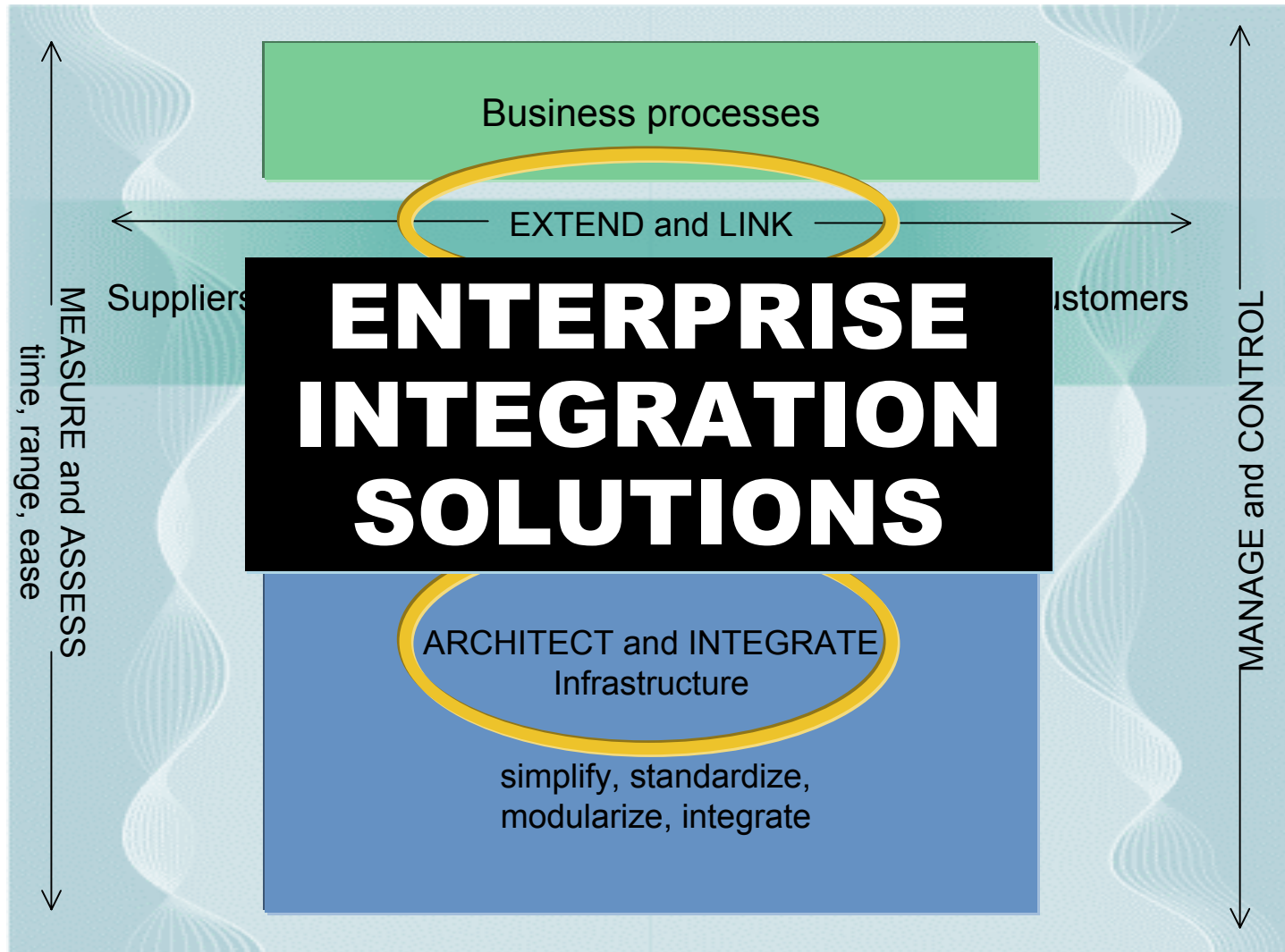


Enterprise Integration

**Mark Davis
Chris Benedetto
Charlie Liberty**



Enterprise Integration is at the heart of the Adaptive Enterprise



What is Enterprise Integration?

- Enterprise integration solutions focus on connecting systems, applications, business processes, people and data together across all aspects of an extended enterprise
- The technology components utilized include enterprise application integration (EAI), web services, business process management capabilities, and integrated middleware platforms based on J2EE and .NET
- A typical engagement includes services for
 - Assessment
 - Planning
 - Architecting
 - Implementation and integration
 - Maintenance

Enterprise Integration

key partners

Microsoft®

- Joint collaboration on .NET
- \$50M investment in training over 5000 HP consultants and engineers
- HP is Microsoft's only enterprise partner for .NET
- Joint sales and marketing
- Itanium development



- Joint collaboration around WebLogic for every HP platform
- Itanium a Tier 1 development platform going forward
- BEA migrating Sun and Dell servers to HP platforms
- Strong integration with HP OpenView

Business impact of Enterprise Integration

Increase agility

- Gain real time access to data and business processes
- Extend and manage the business value network faster
- Provide users with performance measurement in business terms
- Better alignment of people, services, processes, applications and technology

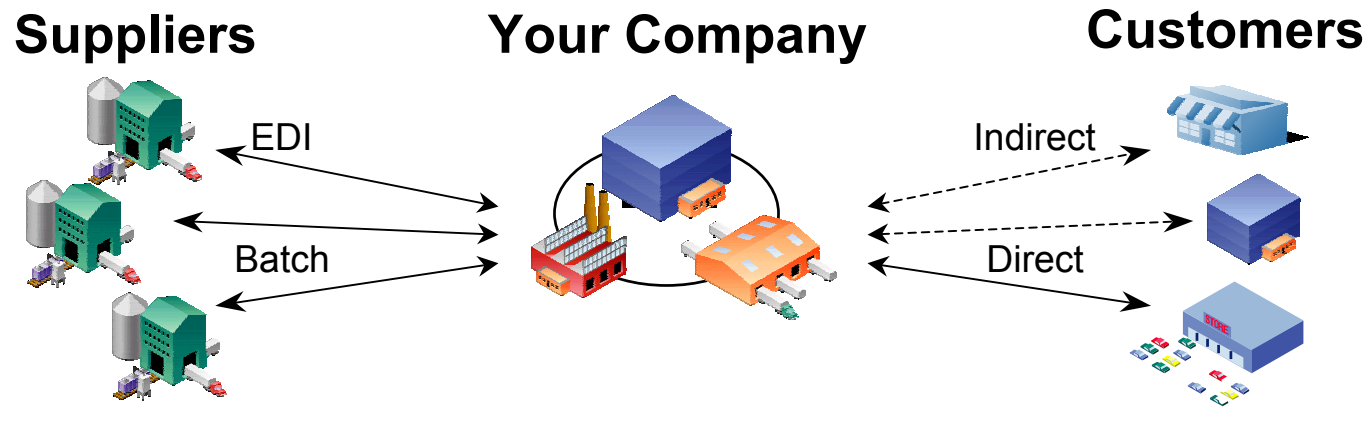
Cost reduction

- Reduce risks when adopting new technologies
- Improved efficiencies through more collaborative processes
- Protect and extend business assets and legacy data/applications

Accomplished through

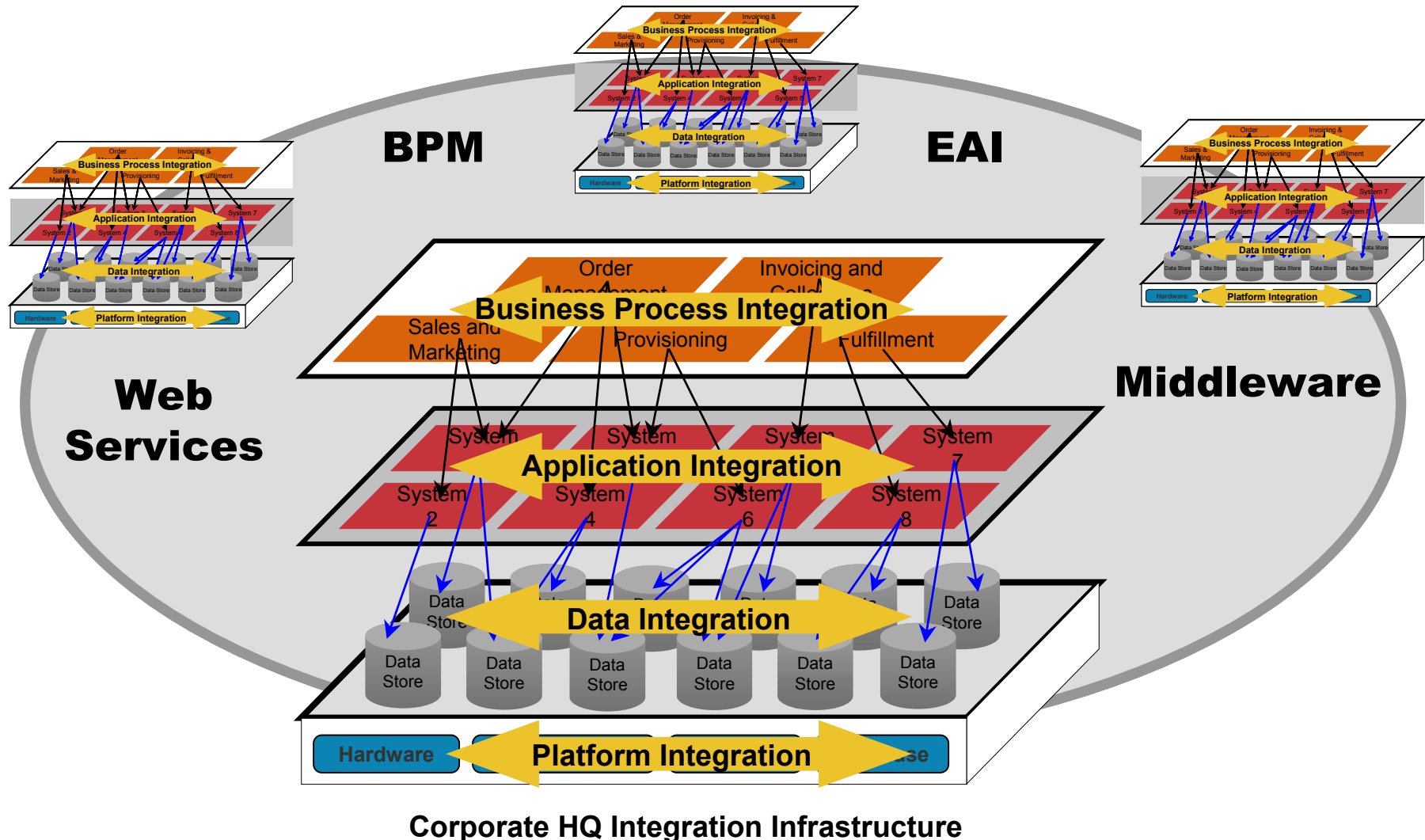
- Removal of organizational latency
- Improve connection to internal and external customers
- Ability to review key business characteristics
 - Inventory levels
 - Debt ratios
 - R&D and overhead levels

Enterprise Integration positively impacts the enterprise



- Improve data, platform and system interoperability
- Reduce data and decision latency
- Reduce integration project cost overruns
- Standardize business processes and monitoring solutions
- Evolve to new architectures while using what's already there
- Improve integrity and QOS

But... Enterprise Integration is complex both technically and organizationally



HP IT: Critical success factors



Findings from merger integration experience

- Implement an Integration Competency Center
 - Centralize decision making around standards, knowledge and component reuse, to reduce the time and cost of integration
- Deploy a corporate-wide integration and software infrastructure strategy
 - Based on service oriented architecture and traditional integration technology
- Consolidate EAI projects and infrastructure
 - Develop and implement common infrastructure and standards to minimize cost and complexity

“One of the things I’m passionate about is having an Enterprise Architecture and making sure that everything we do fits the puzzle.”

Bob Napier
Executive Vice President
and CIO

HP merger integration example: Suppliers



HP integrates supply chain

■ RoIT

- 100% of supply chain steps immediately visible and fully synchronized
- Time to perform complex supply/demand matches reduced from 4-5 days to 1 minute
- Users reported over 45% productivity gains
- Integration of process-centric business performance metrics giving unprecedented visibility for management into enterprise's operations

"We executed the OneSource supply chain project in the context of building successful customer-facing processes. This project has brought significant value to the business and is a great example of the power of the HP Adaptive Enterprise."

George Sypher
Supply Chain
Strategy Manager

HP merger integration example: Business Units



HP integrates systems across divisions

■ RoIT

- Communication established between isolated and disparate applications
- Elimination of the need for large numbers of custom-written interfaces contributed to speed of integration and merger success
- Single real time data store allows centralization of key business data, enabling the combination of historical and real-time information into a phenomenally powerful decision-making tool
- Estimated one-time savings of \$39 million, on-going benefits of \$9 million per year

“The Integration Hub project is very critical to the success of HP because it gives us the agility to run our business and meet our customer’s needs... This solution unleashes the value of our existing investments and immediately provides significant additional business benefits from functionality that never previously existed.”

Scott Stallard
Senior Vice President

HP merger integration example: Customers



HP integrates customer value chain

■ Results

- Investment in legacy components retained and leveraged without compromising overall performance of new, or existing applications
- New business models and architectures can be embraced by the adaptive enterprise, irrespective of complexity, scale or origin
- Through the deployment of the adaptive enterprise, IT now provides organization with significant competitive differentiator

“The impact of deploying this project has lead directly to more PC sales. We can react more expediently to change, and we can do it with fewer specialized resources. We continue to attract even more distribution partners because we can consistently offer the agility to match their evolving business models.”

Anjali Anagol-Subbarao
Web Services Architect

Enterprise Integration ecosystem

Integration partners

- Microsoft® .NET®
- BEA®
- TIBCO®
- WebMethods®
- Iona



Enterprise Integration services

- >2000 Global J2EE/.NET experts; >3000 off-shore developers
- 3500 certified project mgrs; 24x7x365 support
- Proven, predictable architecture, assessment, and implementation methodologies



Application partners

- SAP®
- Oracle®
- Siebel®
- PeopleSoft®



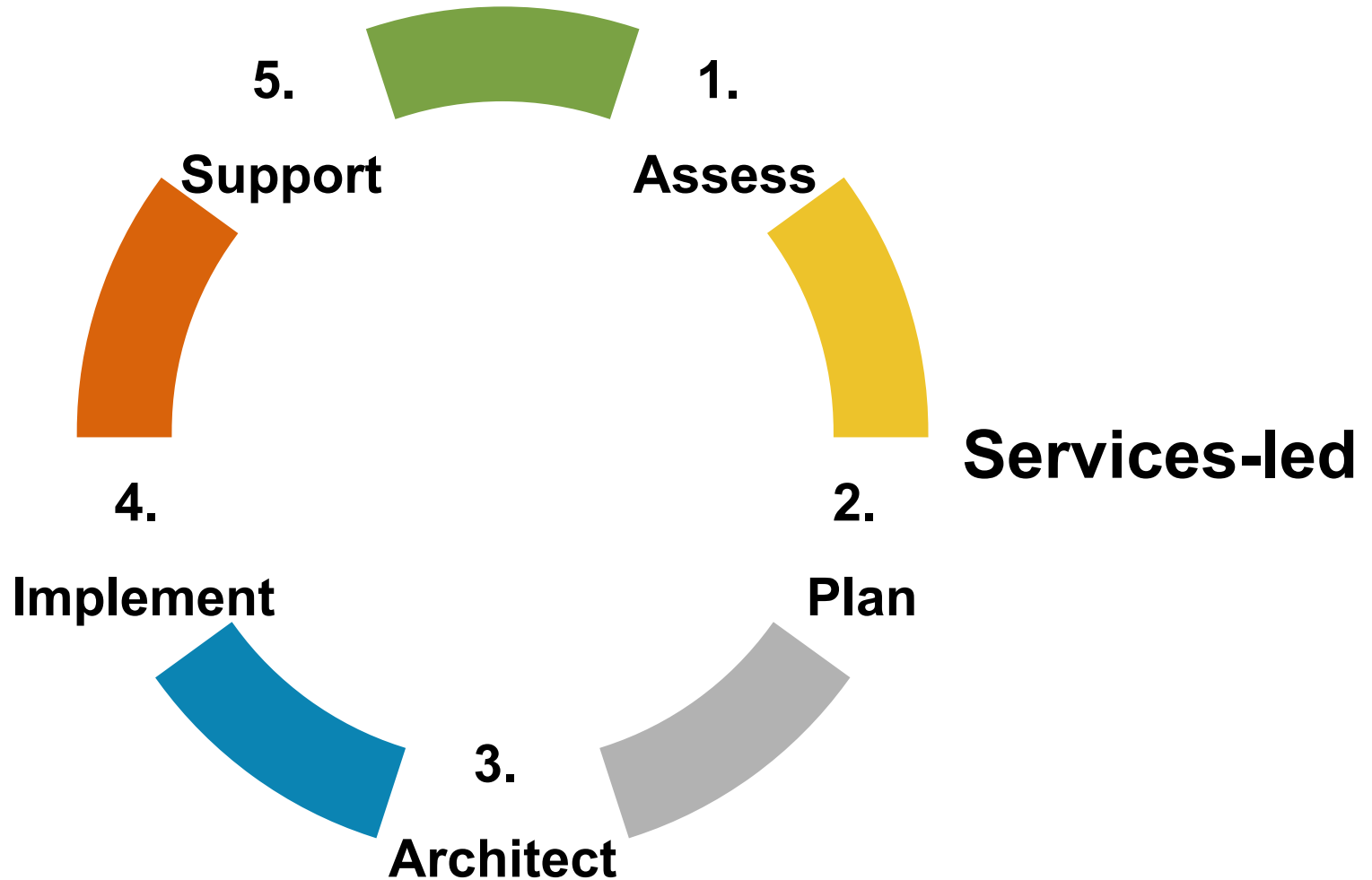
Supported platforms

- HP OpenView management capabilities for web services
- Windows, Linux, HP-UX, NonStop, Tru64, OpenVMS
- Itanium and 32 bit platforms



Technology, services, and partnerships applied together to create integration solutions tailored to your unique needs.

Enterprise Integration journey



Enterprise Integration journey

Islands of integration

Consolidation Collocation, Hardware and Data consolidation, application consolidation, Utility computing

Integration Platforms, data, applications, business processes, new application development, portals, CRM, ERP

Extension Processes, applications, data, platforms, security, continuity and availability

Management Service management, network management, application management, impact analysis and activity monitoring

Evolution Service oriented architectures, integration competency centers, web services interoperability

More adaptive enterprise

Enterprise Integration offerings

Journey phases

Consolidation

Integration

Extension

Management

Evolution

Services and capabilities

Services

- Readiness and needs assessment
- Architecture assessment
- Proof of concept
- Pilot
- Development
- Implementation
- Integration Competency Center
- Business activity monitoring and discovery

Capabilities

- Platform integration
- Data integration
- Application integration
- Business process management
- Customized software development
- Application management
- Application consolidation
- Application continuity
- Application security

Solutions

- Enterprise application integration
- Business to business integration/trading partner enablement
- Web services/interoperability
- Portals
- Business process management/business activity monitoring

Enterprise Integration solutions enable you to Demand More



Accountability

- HP approach puts you in control of the architecture, partner, platform and services delivery choices
- HP will be the single point of accountability

Agility

- SOA approach to integration reduces time and effort through simplification, standardization, and modularity
- Adaptive mgmt and web services mgmt capabilities enable easy identification and resolution of issues
- HP is uniquely capable of harmonizing and exploiting the range of established and emerging approaches to integration

Return on IT

- Services methodologies provide predictable and proven results
- HP delivers pre-integrated stacks for popular platforms
- HP simplification and consolidation expertise frees resources for investment in integration and future proofing
- Better price/performance with Microsoft or BEA vs. IBM

Enterprise Integration customer successes

For supply chain



For customers



For the enterprise



For industries



Integration Competency Center Overview



What is an ICC?

An **Integration Competency Center** is a centralized team who is fully focused on building and managing the integration services and infrastructure.



Benefits of an Integration Competency Center

Establish an Integration Competence Center to leverage integration expertise, tools and intellectual property across the global enterprise enabling standards, re-use and cost reduction

Implementation

- Provide an agile integration architecture that is flexible
- Standardize integration infrastructure, development and operations
- Leverage existing infrastructure, staff, procedures and policies
- Acts as consultancy to business

Comments

Gartner Group, Inc. estimates “Companies that don’t have a registry (like ICC) style integration SWAT teams are paying a premium — anywhere from \$25,000 to \$100,000 a pop...”

Benefits of an Integration Competency Center

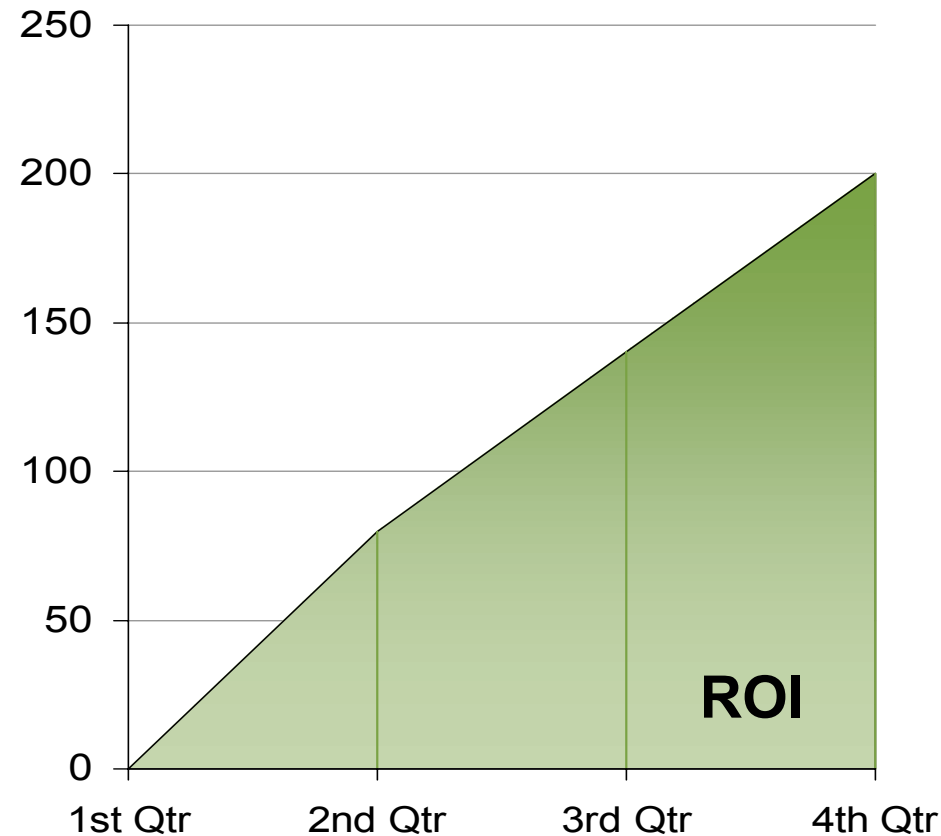
Reduction in data interface development	70%
Reduction in testing time	50%
Reduction in maintenance	50%
Reduction in Enterprise Integration evaluation	70%
Reduction in manual data conversion efforts	75%
Typical cost reductions	68%
Anticipated break-even	7 months

ICC return on investment

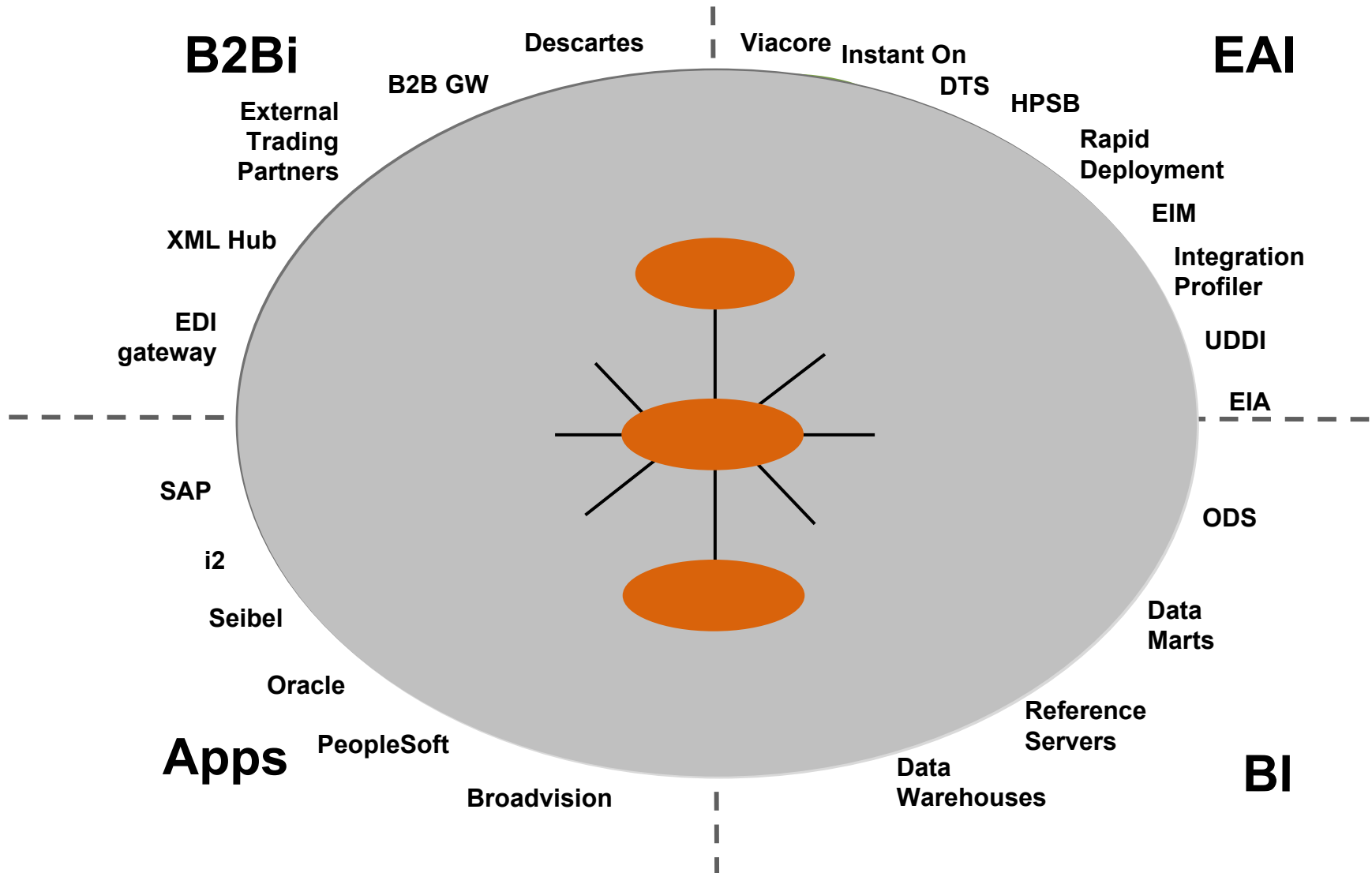
Outcomes/ROI

- Reduction in integration effort by 50% or more based on actual metrics
- ROI within 6-7 months
- Reduce time to market for integration projects

Gartner has predicted that in 2005 50% of all EAI projects are going to be implemented from an ICC



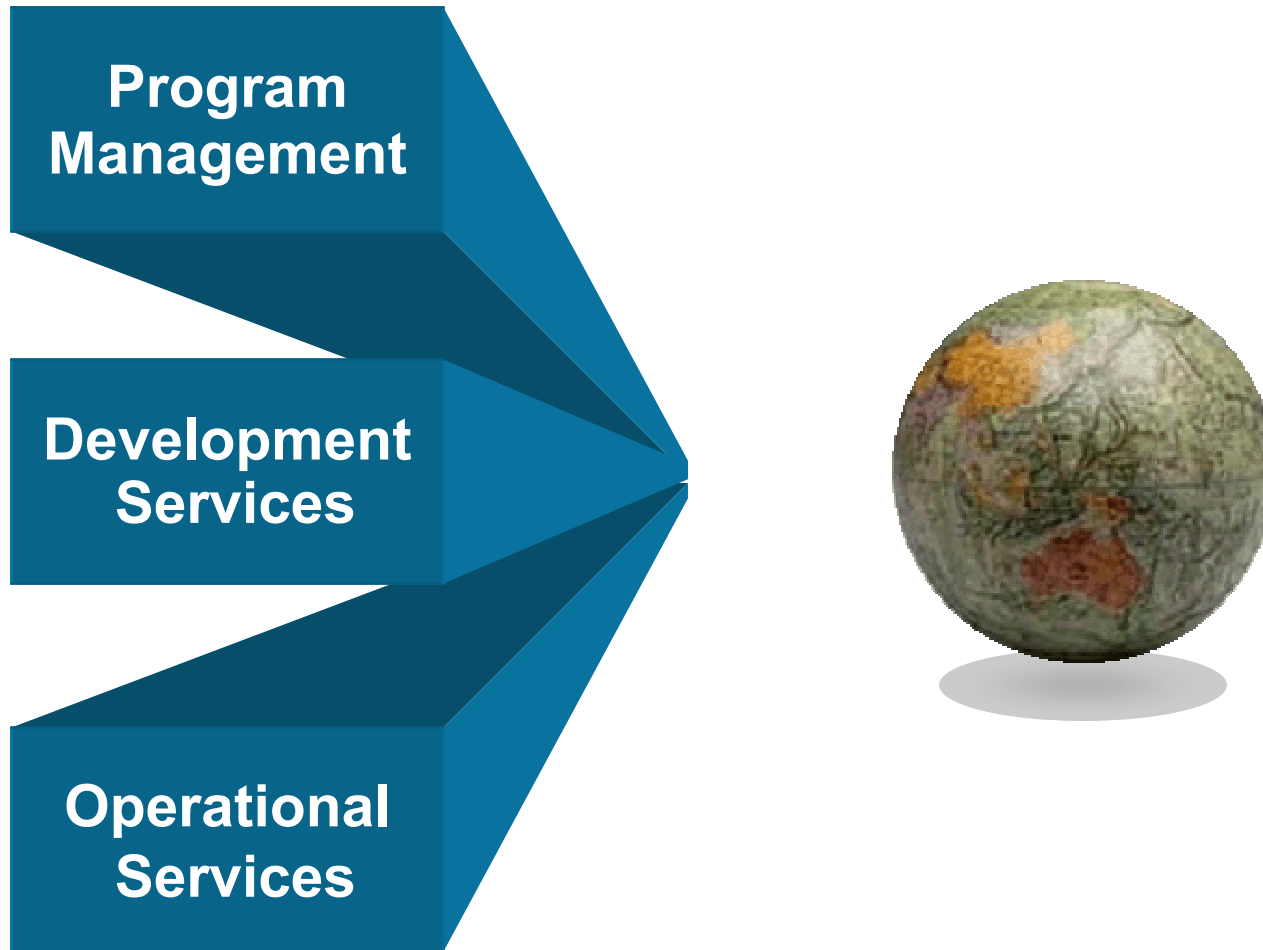
Infrastructure, tools and technologies



Integration Competency Center



ICC organization



ICC Program Management



- Once face to customer for all requests for integration services
- Organize overall business integration approach to be consistent and standardize across all organizations
- Manage ICC program, vendors, sales, marketing, and communication
- A steering committee may be established to determine integration priorities
- Metrics for program success and improvement

ICC Development Services



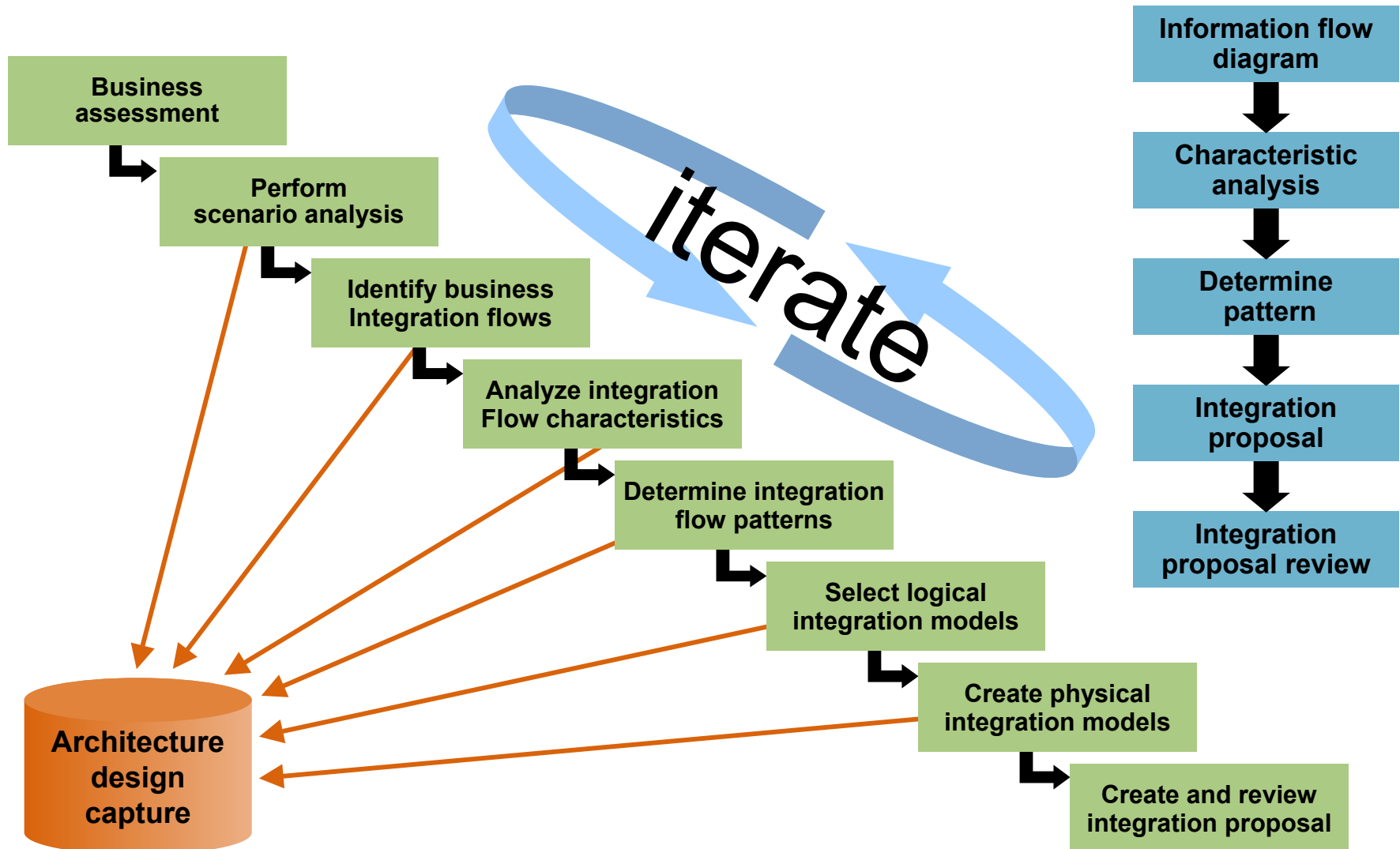
- Recommend and implement worldwide development environment
- Establish integration roadmap, methodology, templates, and checklists
- Develop, manage and implement integration using ICC methodology
- Develop metrics to measure continuous improvement
 - Integration development, cost and time
 - Integration re-use
 - Actual vs. estimates, cost and time

ICC Operational Services



- Recommend and implement worldwide support environment
- Integration operations monitoring and support
- Establish service level agreements with customers and suppliers
- Define, document and recommend architecture strategies
- Define disaster recovery plan and test redundancy backup systems
- Lab certification

Integration roadmap



ICC key deliverables

- Business plan
- Metrics
- Roles and responsibilities
- Governance model
- Architecture principles
- Integration life cycle methodology and templates
- Development and operations standards
- Error handling and recovery strategy
- Deployment checklist
- Lab certification
- Staffing/training plans



Potential starting points and next steps

- **Agility Assessment**
 - A service offering to assess the agility needs and IT responsiveness of your enterprise
- **Adaptive Application Review**
 - A service offering to document an environment, capturing information required to ascertain potential paybacks from implementation of Enterprise Integration and web services activities
- **Enterprise Architecture and Web Services Architecture Service**
 - Development of an Architecture Blueprint, providing a business case, conceptual architecture, and strategic roadmap
- **Integration Competency Center**
 - A service offering that involves the creation of a centralized and structured approach to the design, development and deployment of an overall integration infrastructure
- **Microsoft Pilot**
 - Pilot implementation utilizing Microsoft .NET technologies
- **BEA Pilot**
 - Pilot implementation utilizing BEA technologies



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