





SOA-8: BPM – What is It and How Can I Use BPM and SOA to Maximize IT and Business Success
Andy Wisbey




SOA - 8
Teamworks and Sonic ESB®

BPM – What is it and how can I use BPM and SOA to maximize IT and business success

The Path to Process Excellence




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Who is Lombardi ?

The Path to Process Excellence



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Lombardi = BPM

- **100% Focused “Best-of-Breed” BPM Company**
 - Solely focused on BPM. Not distracted or diluted by legacy products or businesses.
- **Industry Leading Innovation**
 - “Lombardi continues to be one of the most progressive BPMS vendors” (Gartner 07), “Truly visionary” (Forrester 07)
 - Best in Class Modeling, Collaboration, Analysis/Reporting, Optimization
 - 2008 InfoWorld Technology of the Year Award
 - 8 patents on Performance Server and Process Optimizer technology
 - Lombardi CTO is Chairman of the Object Management Group (OMG) BPM Steering Committee
- **World Class, Happy Customers**
 - “Trust in Lombardi’s experience helping enterprises successfully navigate through their process projects” (IDC 07)
 - “Impossible to find a single dissatisfied customer” (Forrester 07)



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Lombardi Quick Facts

- **Founded in 2000**
 - Shipped first software Fall 2002
- **Global HQ in Austin, Texas**
 - Sales offices throughout North America and Europe
 - Expanding into Asia 2008 (customers in Australia, Japan, Hong Kong already)
- **More than 175 Global 2000 customers**
 - 33% of the Fortune 10
 - 14% of the Fortune 50
 - 10% of the Global 100
- **Aggressive revenue growth**
 - Doubled 4 consecutive years
- **Well capitalized by some of most reputable investors in the business**
 - Austin Ventures, InterWest Partners, Palomar Ventures, Sanders Morris Harris, Nationwide Mutual Financial
- **Recognized as a BPMS market leader by Industry Analysts**



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Why Customers Choose Lombardi










- **Business Value**
 - Business facing capabilities
 - Optimization, analytics
 - Visual appeal to the business
- **Speed, Flexibility, Ability to Change**
 - Ease of and speed of installation
 - Ease and speed of development
 - Roundtrip optimization
 - Single platform, shared model
- **Technology**
 - MDA, Eclipse, elegance and standards leadership
- **Market Success**
 - Market leader
 - G2000 customer references

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Customer Success with BPM

Efficiency	Effectiveness	Agility
 Eliminating up to 80% of the "human touches" in Invoice Reconciliation	 Reduced disputed revenue by \$3M in 3 months	 Can switch major carriers for Automated Returns in 10 minutes
 Reduced Compensation Approval processing from 33 to 7 days	 Saves \$2M per quarter by resolving Distressed Shipment more effectively	 Patriot Act compliant months before the deadline – no shipments were delayed
 Reduced on-boarding processing time by 50%	 Raised Customer Satisfaction scores by 7% to 92%	 Providing rapid employee on-boarding & self-service capabilities

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What is BPM ?

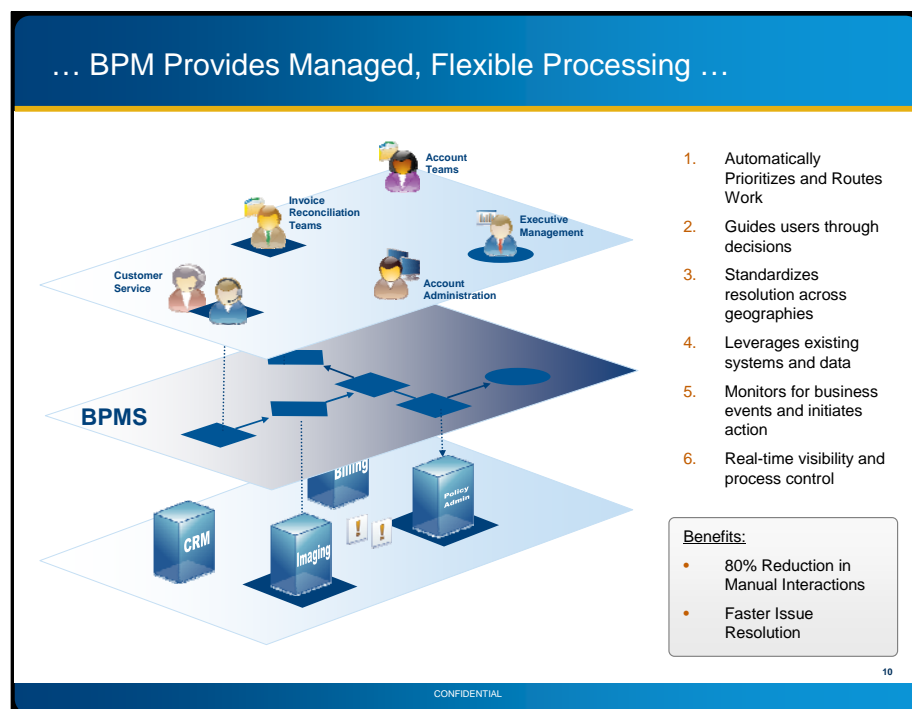
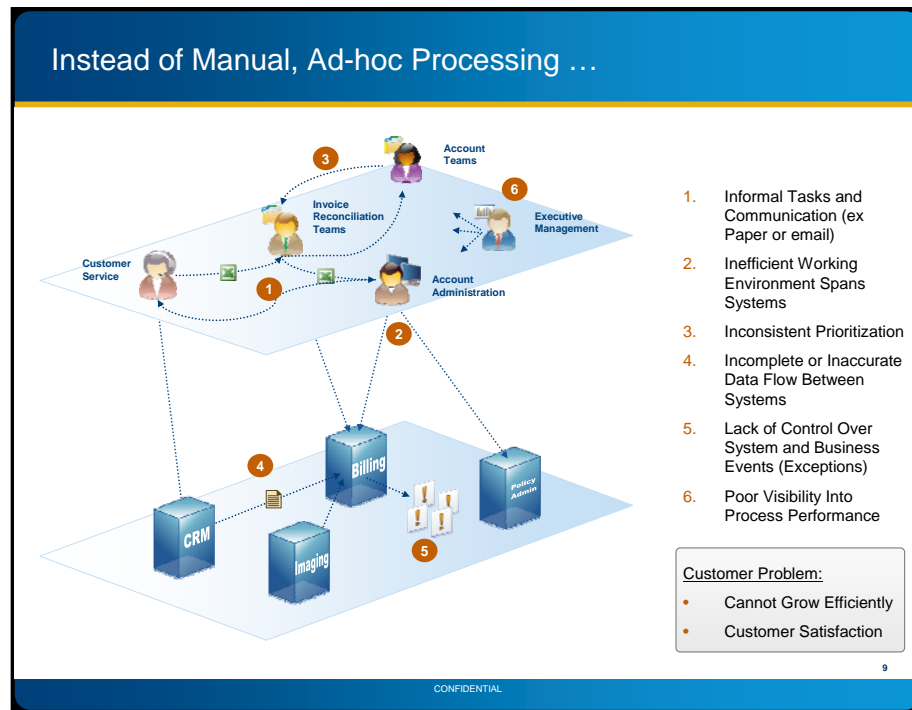
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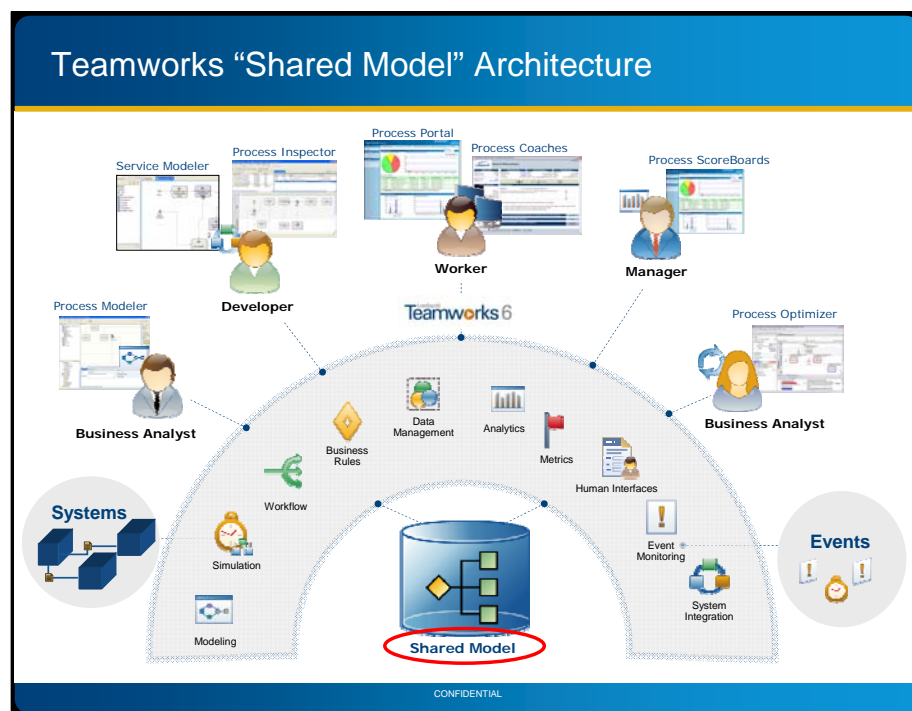
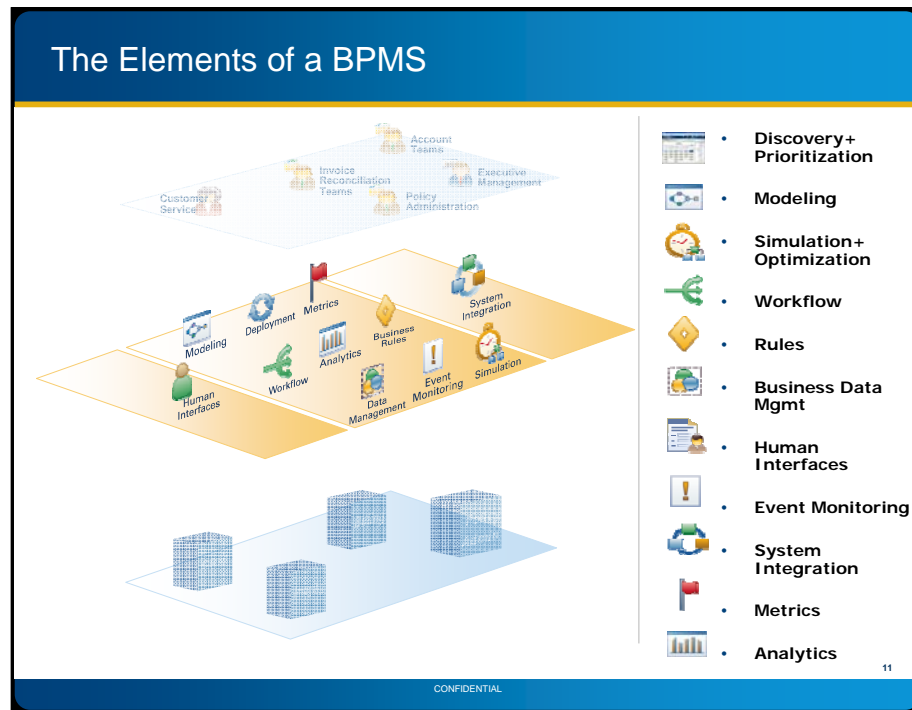
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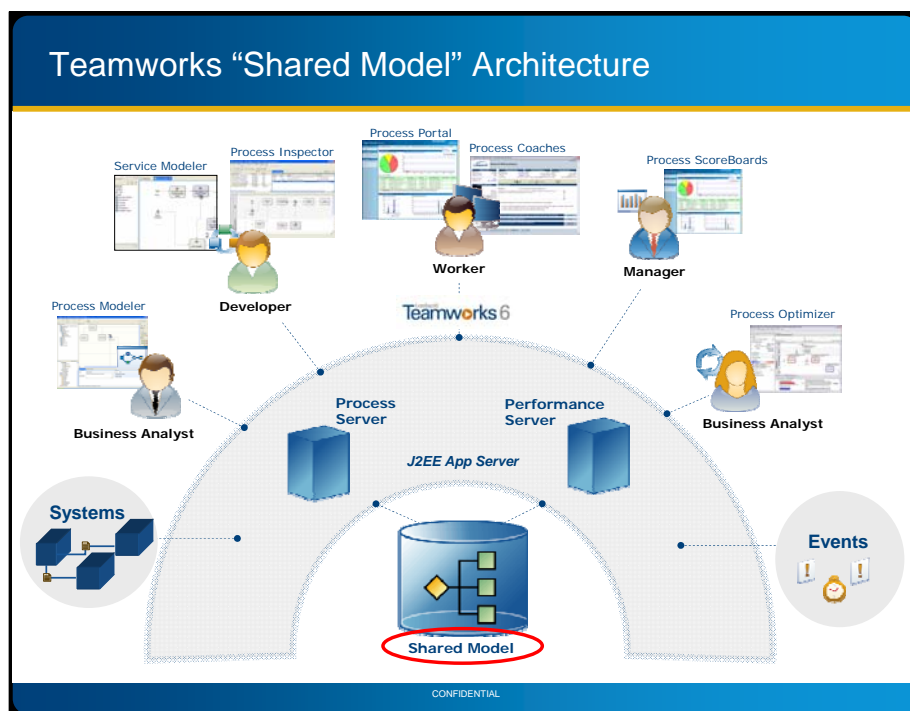
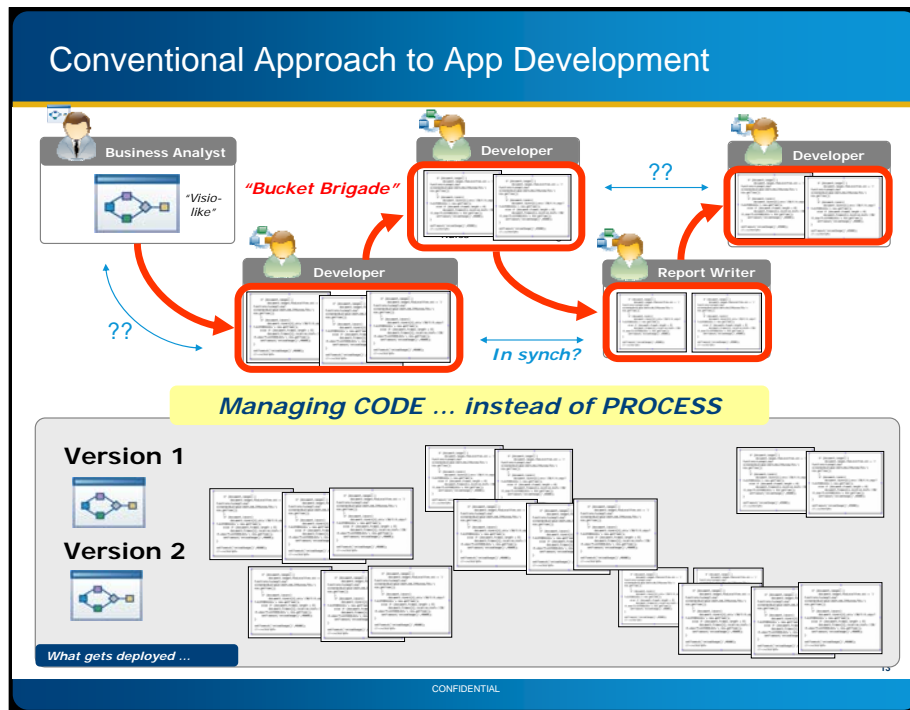


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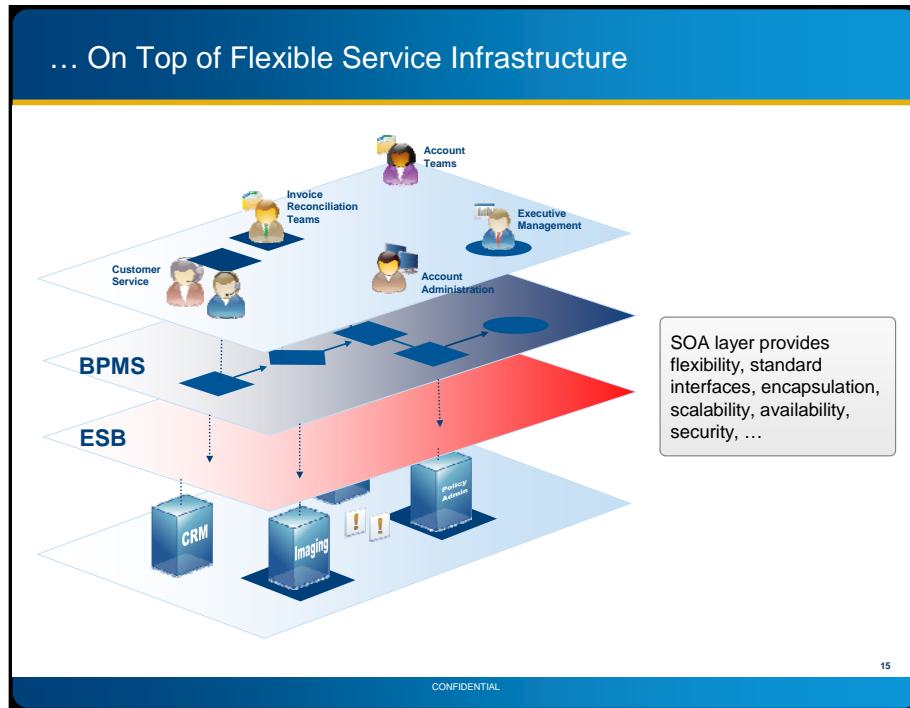


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Why Lombardi + Progress ?

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Exchange PROGRESS 08

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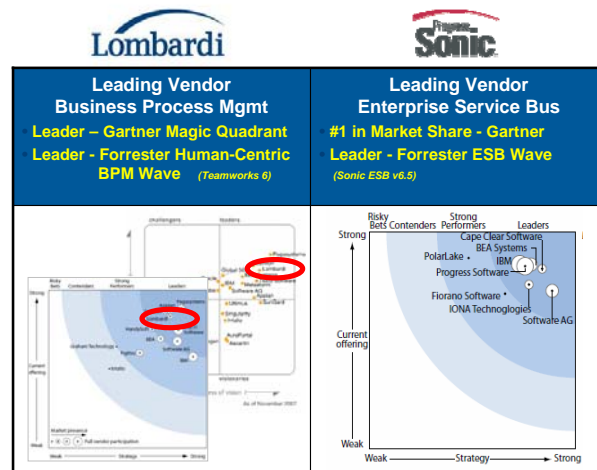
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Teamworks and Sonic ESB

Best in Class BPM and ESB

The two leading BPM and ESB products team together to provide an **enterprise business platform** with **unmatched agility** ...



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The Teamworks Advantage

Process platform designed to support business agility

Best in Class BPM

The BPM Leader. #1 Overall on Forrester Wave, #1 in Vision / Features on Gartner Magic Quadrant.

Model-Driven for Maximum Agility

Graphical definition & execution for *entire* process. Avoids "coding". Enables rapid, incremental changes.

Standards-Based "From the Ground Up"

100% J2EE™ and Eclipse for portability and scale. Full Microsoft®/.NET™ support. All BPM industry standards.

Enterprise Scalability & Availability

Multi-server clustering for high scalability & load balancing. Auto-failover for high availability.

Real-time Visibility & Control

Patented Performance Server for monitoring. Web-based real-time dashboards & control panels.

Unmatched Business Optimization

Analyze "hot spots" directly on process diagrams. Simulate, "playback" proposed process optimizations.



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The Sonic ESB Advantage

Service infrastructure designed to support business agility

Best in Class ESB

Sonic *invented* the ESB. Leader on Forrester Wave.
#1 in Market Share (Gartner).

Metadata-Driven for Maximum Agility

Service interactions are configured vs. coded.
Modify data flow without shutting down services.

Standards-Based "From the Ground Up"

Revolutionary J2EE / Eclipse implementation (vs. "Frankenstein"). Complete range of industry standards.

Enterprise Scalability & Availability

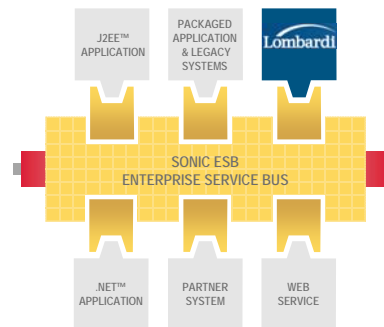
Clustering & caching for high loads. Auto-failover with Continuous Availability Architecture™.

Real-time Management Control

Deploy and monitor the infrastructure as well as the processes and services deployed within it.

Full Range of Integration Facilities

More than 300 types of adapters available for packaged apps, B2B, mainframe/legacy, technology standards.



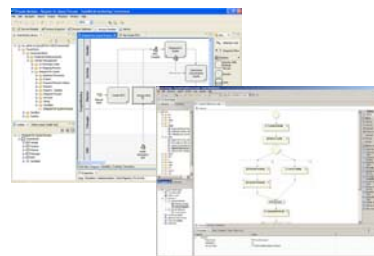
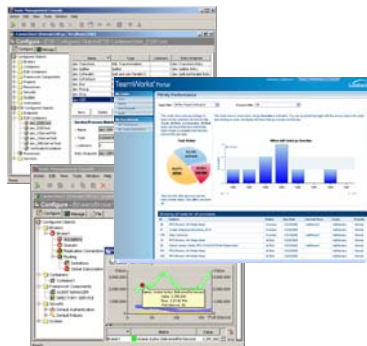
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A Seamless BPM & SOA Platform

Leverage Highly-Compatible Technology Approaches, Implementations

- **Flexibility:** Same model / metadata-driven design & execution approaches
- **Ease-of-development:** Same Eclipse-based design environment



- **Interoperability:** Same comprehensive support for industry standards
- **Scalability / Availability:** Same Java 2 Enterprise Edition, clustering, failover
- **Management:** Same focus on tools for management, control, and optimization of business functions

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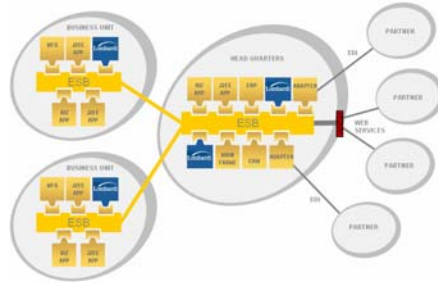
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Value-Add of Combined Offering

An Enterprise Business Platform with Unmatched Agility

□ With Teamworks leveraging the ESB, the “**reach**” of business processes can easily span the enterprise, and beyond ... with guaranteed scalability, reliability, and availability.



□ It has never been easier to define, deploy, and **change** process applications based on reusable business & technical services.

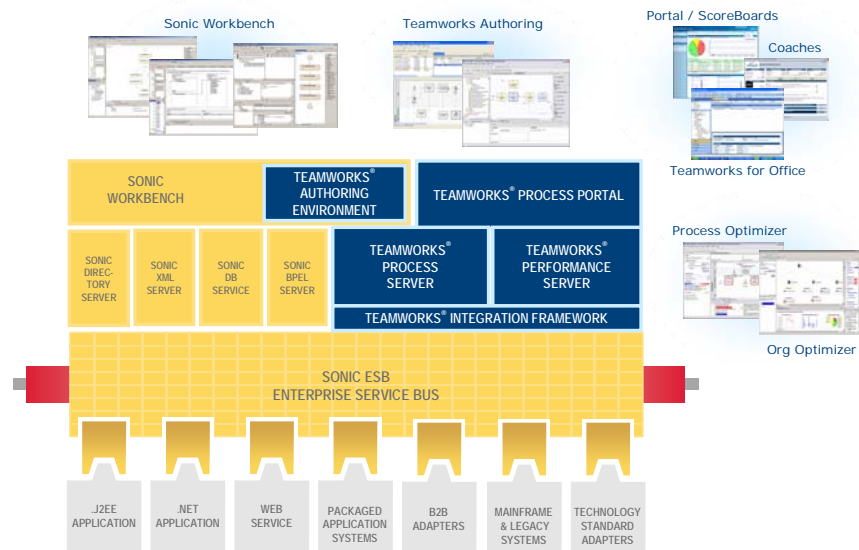
□ A single, shared **Eclipse** environment for both BPM & SOA streamlines application development and maintenance.

□ No other platform offers the **tight linkage** between the business and technical views of a process and its services – enabling superior analysis, optimization, and control of business operations.

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Teamworks + Sonic ESB Platform




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Sonic-Teamworks Integration Toolkit

- Available now!
- Part of Lombardi Professional Services Toolkit
 - **Open source Teamworks library**
 - **Support available through Lombardi Professional Services**
- Toolkit provides components and examples for:
 - **JMS-based messaging using SonicMQ®**
 - *Teamworks connectors support outbound messaging*
 - *Teamworks bridge supports inbound event messaging*
 - **Web service connectivity via Sonic ESB** (SOAP over HTTP)
 - *Teamworks processes can call ESB services and orchestrations*
 - *Sonic ESB services can call Teamworks processes as web services*
 - **Single Eclipse-based development / testing environment**
 - *Teamworks Authoring plug-ins within Sonic Workbench*



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Questions

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