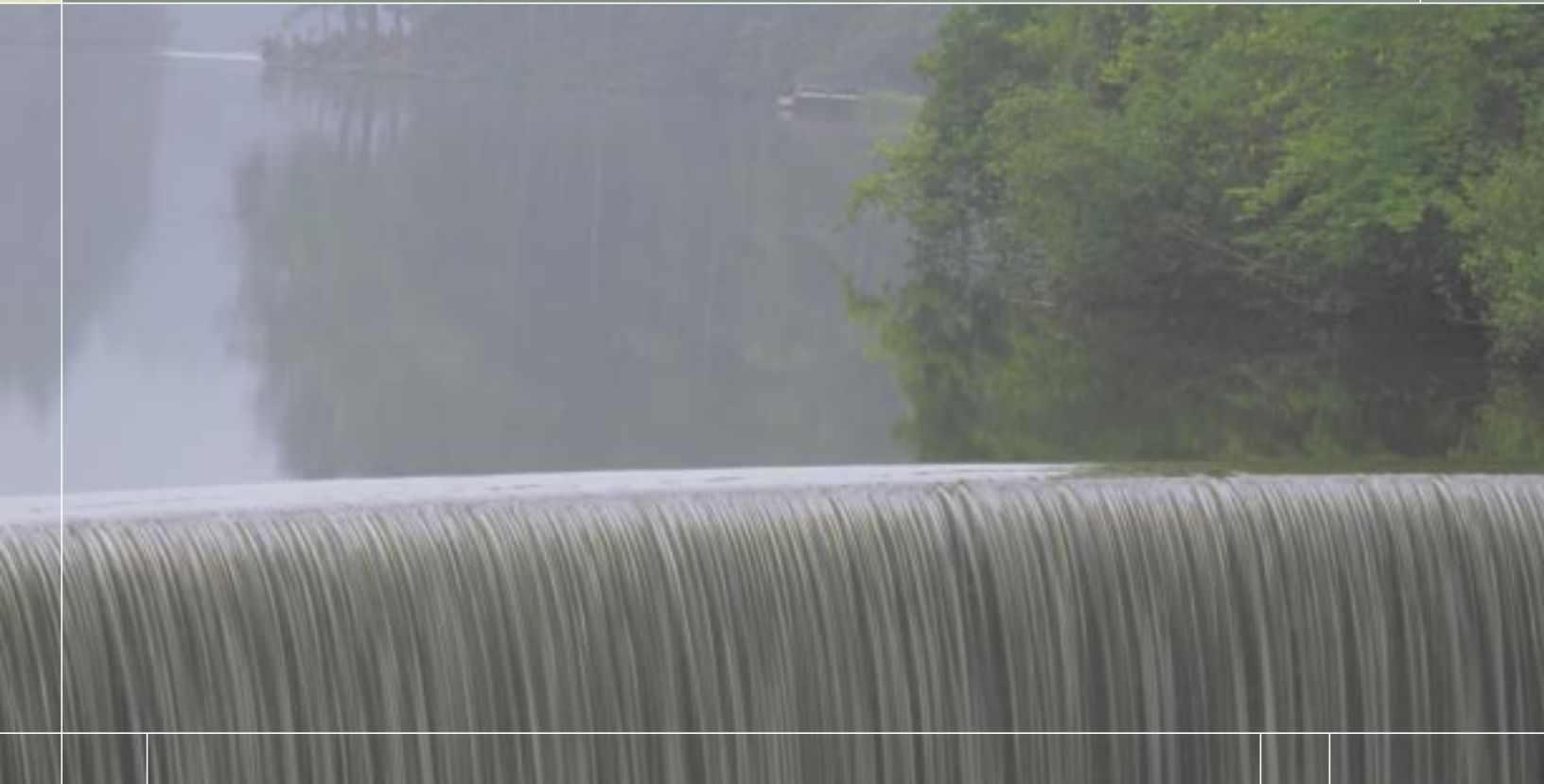


streamline

**Business Process
Integrator Suite**

Enabling Business Process Optimization – One Step At A Time



The Sybase Business Process Integrator Suite:

Interact, Integrate, and Transact

To help companies meet their growing challenges of automating business processes, Sybase offers the Sybase Business Process Integrator (BPI) Suite. Sybase BPI Suite enables you to easily automate business processes, integrate those processes with internal systems, streamline value-chain interactions, and monitor e-business activity. Unlike traditional business process management (BPM) solutions, the Sybase BPI Suite is an enterprise-class, comprehensive solution that provides all of the components you need to cost-effectively streamline business process automation while integrating those processes within and beyond the boundaries of your enterprise.

Sybase BPI Suite integrates business processes across disparate systems, including B2B services, CRM applications, ERP systems, legacy applications, supply chain solutions, Websites, portals, workflow systems, mobile servers and many more. With Sybase, you can rapidly design, deploy, manage, and improve business processes while maintaining the visibility you need to remain in control of your e-business.

Integrate New and Existing Applications Essential for e-Business

For an enterprise to succeed at e-business, it must integrate new and existing legacy systems into cohesive, shared business process flows that are faster, more efficient, and less expensive.

With Sybase BPI Suite, an enterprise can achieve success without overhauling its existing infrastructure and resources. Two key components to facilitate the process include the New Era of Networks e-Biz Integrator and the New Era of Networks Adapters.

New Era of Networks e-Biz Integrator automatically transforms source data to any required format – regardless of the hardware, operating systems, or application – and rapidly routes those messages according to your rules.

New Era of Networks Adapters eliminate the need for custom coding and handle the complexity of integrating incongruous applications automatically.

Together, they reduce the time, cost, and resources needed to integrate multiple applications; allowing you to focus on business objectives, not integration complexities.

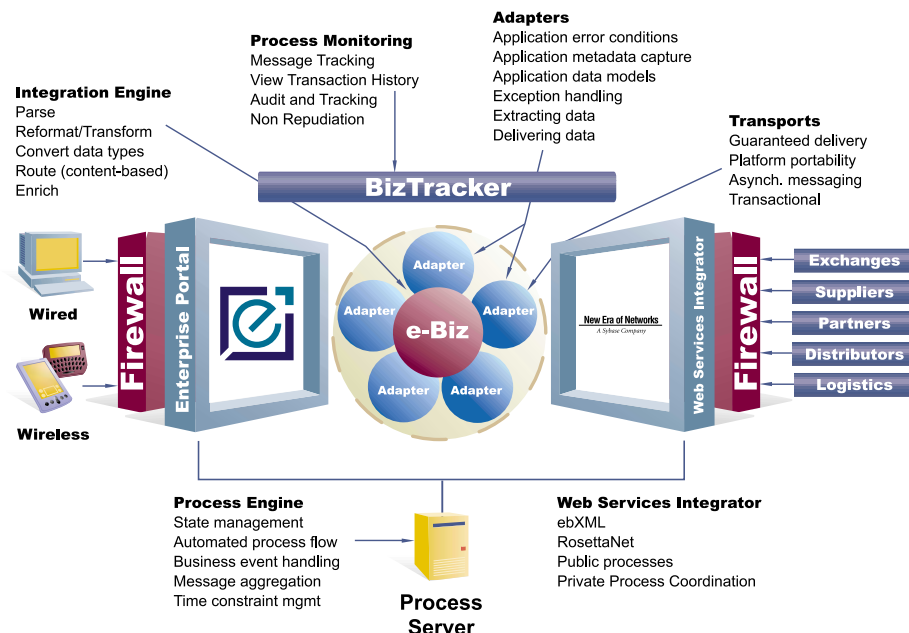


Fig.1 Sybase Business Process Integrator

Integrate Processes Across Application Systems

To conduct e-business, the business applications from the enterprise must be able to integrate with those from its value chain of customers, suppliers, and partners – regardless of the hardware, operating systems, software applications, databases, and communication protocols each source uses.

Sybase BPI Suite utilizes the New Era of Networks Process Server, an XML-based business process design/development tool and runtime environment that helps integrate new and existing IT systems into unified business process flows. An enterprise can design and implement business processes quickly and easily, manage complex business process flows at Internet speeds, monitor business processes in real time, and audit those processes as well.

Graphical Business Process Design

Prior to implementation, the architectural solution to a business problem should be mapped out. Thereafter, an iterative process of approvals should manage changes.

To facilitate communication between business analyst and developer, Process Server provides an intuitive GUI. This graphical process design environment enables you to rapidly conceptualize, design, review, deploy, and maintain processes through an intuitive graphical interface. By maintaining a self-documenting view, Process Server simplifies maintenance and knowledge transfer from business analyst to developer to systems manager to process analyst.

Monitor and Measure Your Systems

Unforeseen bottlenecks in an IT infrastructure are common. For instance, a target system could fail or be temporarily unavailable. Sybase BPI Suite helps you monitor business processes and keeps you up and running by notifying the administrator immediately when errors occur.

To do this, Sybase BPI Suite includes the New Era of Networks BizTracker, the enterprise tool for monitoring and measuring message movement throughout extended business processes, providing both transaction monitoring and statistical calculations. BizTracker enables you to view the history of any transaction's messages, inspect content and attributes, identify errors, and repair or reprocess transactions as needed.

BizTracker also enables you to measure the performance of complex business processes by calculating the rates at which transactions occur and processing times required for various process stages. That improves your process usage and performance.

Unleash Your B2B Initiatives

Sybase BPI Suite also contains the New Era of Networks Web Services Integrator which allows companies to integrate business processes with trading partners. With WSI, you can create enterprise collaboration solutions using ebXML, RosettaNet, and Sybase's e-business components. Web Services Integrator provides a comprehensive set of modules that meet the requirements of an end-to-end B2B solution. Web Services Integrator relies on the framework of Sybase EAServer to ensure enterprise-class fault tolerance, performance, and responsiveness.

Application Foundation

The Sybase BPI Suite is a platform for new application development. It reduces cost and risk by serving a powerful and standard-based platform. The Sybase BPI Suite takes advantage of Sybase EAServer, the industry's fastest, most scalable, secure, and open high-performance application server for e-business applications that use multi-tier architectures. Sybase EAServer uniquely supports leading component models, including Java 2 Platform, Enterprise Edition (J2EE), COM, and CORBA, to help companies preserve their investments in technology, skills, resources, and

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infrastructure while supporting next-generation n-tier solutions. Sybase EAServer adds a stable, reliable environment for new application development. Business processes developed in Process Server can interact with applications in Sybase EAServer, whether as steps in a business process, or initiators of business processing.

As a core component of the Sybase e-Business Platform, Sybase EAServer applications can be easily extended to work with the Sybase Enterprise Portal or iAnywhere wireless products, empowering employees with the most updated information no matter in what device or format is required.

High Value for IT, Sophisticated Solutions for Users

Sybase BPI Suite is the comprehensive business process integration platform for developing, deploying, managing automated biz processes that extend beyond enterprise boundaries. But that's only the beginning. You achieve even greater value with the suite by continually analyzing and refining those automated business processes to ensure they remain optimally structured and targeted.

What's more, Sybase BPI Suite lets you buy and deploy incrementally, while providing you with a clear path to build for the future as a strategic platform for enterprise integration.

- **Use Leading Standards** – Sybase offers the industry's broadest support for leading B2B business process management and integration standards including XML, Web Services (WSDL, UDDI, and SOAP), RosettaNet, and ebXML.
- **Leverage J2EE** – Build new application components on Java and J2EE standards and easily link those components with your previous application investments. You can create new applications to coordinate business processes that rely upon disparate systems.
- **Rapidly Automate and Deploy Business Processes** – Sybase BPI Suite enables you to rapidly respond to changing market dynamics and conditions by visualizing, developing, and deploying automated business processes. Using Sybase BPI Suite, you can graphically design and depict business processes that link and integrate existing commercial applications, custom systems, and legacy applications. These processes can then be quickly deployed from the graphical representation.
- **Control, Manage, and Optimize Automated Processes** – With Sybase BPI Suite, you can easily monitor, analyze, and fine-tune automated business process that address your changing business requirements. Responsiveness to changes and events enables you to deliver higher quality service to customers and partners. Sybase BPI Suite improves ROI by offering a pre-developed transaction exception handling and recovery facilities.
- **Achieve a 360-Degree Value Chain View** – Sybase BPI Suite helps you deliver optimized, integrated processes that span numerous systems. That means everyone in your fast-moving business has access to – and can take action on – complete, relevant customer information.
- **Begin Incrementally** – Sybase BPI Suite enables you to deploy business process integration projects rapidly – and incrementally – to minimize time to market, reduce project risk, and achieve rapid ROI. By investing in internal integration, you can easily add B2B integration later using the Web Services Integrator.
- **Leverage the Benefits of Web Services Today** – Sybase BPI Suite enables you to deploy Web Services that augment your application architecture by enabling you to build dynamic, standards-based, platform independent applications that transcend server, firewall, and enterprise boundaries.
- **Prepare for the Future** – Sybase BPI Suite is the comprehensive solution that enables you to buy what you need and deploy incrementally while simultaneously building for the future with a comprehensive BPI solution built on an open application server foundation. You can deploy Sybase BPI Suite incrementally and move to an enterprise BPI solution when you're ready.

New Agility for Dynamic Businesses

It's an entirely new landscape for companies today: new competitive threats, mergers and acquisitions, and changing market conditions. Gone are the days of spectacular growth. Today, it's about accountability and demonstrable results – especially in IT, where you need to accomplish more with fewer resources, smaller budgets and less time. Your company must meet rising service level agreements as well and re-use what you have while creating an e-Business architecture.

To compete in this brave new world, the enterprise is looking to you in IT to integrate applications, data, and processes faster, less expensively, and flexibly. You can start with simple integration that provides complete views of customers and processes. Then, you need to automate and manage the integrated processes that span these systems. Ultimately, business process integration yields streamlined collaboration across the value chain, while also delivering efficiencies, and thereby, cost reduction. Your IT architecture needs to support this sensible, structured, planned evolution by providing:

- **Business Agility** – Conceptualize, manage, and optimize multi-application and multi-enterprise business processes.
- **Rapid Change** – Collaboratively develop, test, and launch new processes quickly without loss of control.
- **Management Control and Visibility** – Continually monitor the flow of transactions throughout the automated systems. Assess the effectiveness of business processes once they're automated and continually refine them for optimal productivity.
- **Improved Business Interactions** – Partner collaboration means continually offering differentiated products and services. Automation through multi-application processes is key to achieving this goal.
- **Lower IT Risk** – You need an open, standards-based platform providing rapid, incremental deployment to leverage your existing investments one step at a time – and retain visibility and control over automated processes.
- **Rapid, Incremental Development** – Delivering solutions on time and on budget is a must. An incremental, project-by-project focus lets you deploy integration solutions that can sensibly evolve while providing demonstrable value every step of the way.

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