



IBM BUSINESS CONSULTING SERVICES

SAP NETWEAVER® CE HELPS DEMONSTRATE TANGIBLE SOA VALUE TO BUSINESS USERS

“We needed an SOA environment that let us rapidly develop SOA-driven applications. SAP NetWeaver Composition Environment does this very well.”

Takeshi Tone, Associate Partner,
IBM Business Consulting Services KK

QUICK FACTS

Company

- Name: IBM Business Consulting Services KK
- Location: Tokyo
- Industry: Professional services – IT and business process outsourcing services
- Products and services: IT consulting services
- Employees: 1,785
- Web site: www.ibm.com/services/bcs

Challenges and Opportunities

- Accelerate customer response to new enterprise service-oriented architecture (enterprise SOA) technology
- Shorten time to market for new applications

Objectives

- Jump-start the sales cycle
- Speed the creation and implementation of applications

SAP® Solution and Services

SAP NetWeaver® Composition Environment (SAP NetWeaver CE) offering

Implementation Highlight

Participated in SAP® Ramp-Up program for SAP NetWeaver CE

Why SAP

A trusted business partner

Benefits

- Ability to quickly create composite applications
- Ability to isolate proof-of-concept environment from prospect's existing production landscape, yet easily connect to production landscape for testing purposes
- Faster application development
- Shorter time to configure new application

Existing Environment

- SAP NetWeaver CE
- SAP NetWeaver Process Integration offering
- SAP NetWeaver Master Data Management component
- SAP ERP application



If you were trying to communicate the value of enterprise service-oriented architecture (enterprise SOA), demonstrate its flexibility, and show how it can speed up the delivery of business solutions, how would you do it? Probably the best approach would be to quickly create a prototype solution based on an actual business case where the benefits would instantly be clear. This was the approach taken by IBM Business Consulting Services KK (IBCS) of Tokyo, Japan, using the SAP NetWeaver® Composition Environment (SAP NetWeaver CE) offering. IBCS developed a composite application that extends the standard purchase-order fulfillment process by incorporating external third-party shopping catalogs. IBCS developers have been quick to applaud the benefits of the new tools.

Understanding the Business Relevance of Enterprise SOA

IBCS was created when IBM Japan acquired the Tokyo consulting practice of PricewaterhouseCoopers. IBCS offers a complete package of products and services to its clients, including IBM hardware and operating systems, consulting services, strategic software from other vendors, and full implementation services. The organization is an SAP services partner. Prior to the general release of SAP NetWeaver CE, IBCS joined in as a prominent participant in the SAP® Ramp-Up program, which SAP uses to introduce new products.

The longer it takes to design, build, implement, and execute the information technology for a new business process or business strategy, the more this can be an impediment to an organization's adaptability. SAP NetWeaver CE provides a solution by enabling the rapid development of new business process-

es. SAP NetWeaver CE builds upon several proven technologies that have been enhanced and integrated to provide greater functionality and improved

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Tomoko Sakamoto, Consultant,
IBM Business Consulting Services KK

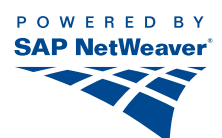
development flexibility. Among them are the Eclipse-based SAP NetWeaver Developer Studio tool for Java and SOA composite application develop-

ment; the SAP Composite Application Framework tool for service composition; the SAP NetWeaver Visual Composer tool for model-driven user interface (UI) development and guided procedures for process composition; and multiple Web UI technologies like the Web Dynpro development environment, Adobe Flex, and SAP Interactive Forms software by Adobe.

In July 2007 IBCS initiated what it called an “innovation laboratory” for enterprise SOA, with the support of SAP Japan. Its mission was to experiment with and evaluate the possibilities of cutting-edge enterprise SOA. At the same time, IBCS founded a connectivity center of excellence for IBM and SAP to experiment with and evaluate the interoperability of IBM WebSphere and SAP NetWeaver CE.

SAP NetWeaver CE Speeds Up Application Development in SOA Projects

IBCS had been seeking a tangible go-to-market approach to demonstrate how enterprise SOA can benefit its customers. The organization decided the best way to do that would be to build a prototype composite application, and it ultimately selected the purchase-order fulfillment scenario as having considerable interest across a wide range of businesses. By creating a template approach to the software that supports this scenario and delivering it to major prospects, IBCS could speed both the sales cycle and delivery of the final application to the customer.





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Tsuyoshi Yamashita, Senior Consultant, IBM Business Consulting Services KK

Accordingly, the first result of IBCS’s experimentation with SAP NetWeaver CE was a composite application focused on extending the existing purchase-order fulfillment process. The process customarily begins when a person initiates a purchase-order request. The request then goes through an approval process, followed by a search process

Improved Productivity Through Integrated Development Tool Sets

Begun in August, the fully functional proof-of-concept application was completed by September, requiring just two short months. “The smooth integration of SAP Interactive Forms with SAP NetWeaver Developer Studio and the

Fast Delivery of Value

IBCS is now in the process of presenting its purchase-order fulfillment proof-of-concept solution to a wide variety of potential customers. “We believe that by creating a nearly complete template of the processes involved in the purchase-order fulfillment function, two important benefits result,” says Masahiko Suzuki, managing consultant at IBCS. “First, business users can see just how well this application will integrate into their existing landscapes. Second, we have already performed a significant amount of the work required to deliver the application tailored specifically to the needs of any given prospect, so we can deliver value to a business very quickly.” IBCS customers will have the advantage of being able to run the composite application in a parallel environment without affecting their production environment. “This feature will motivate customers to accept a trial implementation of the new enterprise SOA environment without fear of negatively impacting their existing system landscape,” says Yamashita.

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Masahiko Suzuki, Managing Consultant, IBM Business Consulting Services KK

through a catalog hosted by a third party such as Amazon.com. The order is created and dispatched to the SAP ERP application back end, based on enterprise services.

Technically, the composite application demonstrates the easy integration between the external third-party services and the enterprise services from SAP ERP. It also demonstrates the flexibility of SOA and how quickly processes can be modified. From the business perspective, this extended, integrated process illustrates how companies can build new relationships with other businesses to gain competitive advantage while leveraging enterprise SOA as the foundation to bring the heterogeneous systems together.

SAP NetWeaver Portal component, along with the assistance of guided procedures, was a significant improvement and shortened our development timeline,” says Tomoko Sakamoto, consultant at IBCS. “SAP NetWeaver CE is a very powerful environment that allowed us to create the SOA-based composite application’s Web user interfaces using a visual programming paradigm rather than writing all of the code by hand,” says Tsuyoshi Yamashita, senior consultant at IBCS. “It also enabled us to create Adobe Flex-based Web UIs that can make use of its animation functionality. This visual programming paradigm and the multiple UI deployment technology options enabled us to quickly tailor these composite applications to different UI technologies requested by the business. This helped us significantly improve the speed of our response to our customer demands.”

The ultimate outcome of this composite process should enable IBCS to engage more business stakeholders when discussing SOA. Says Takeshi Tone, associate partner at IBCS, “One of the first hurdles to overcome in the adoption of SOA is the ability to demonstrate real business value. It’s very important to present business solutions via a working proof of concept based on an actual business need. We needed an SOA environment that let us rapidly develop SOA-driven applications. SAP NetWeaver Composition Environment does this very well.

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