



IBM SOA Integration Services for Web infrastructure optimization and virtualization

Highlights

- ***Reduces IT expenditures by balancing workload across underutilized servers***
- ***Provides the flexibility, scalability and availability you need to enable business growth***
- ***Leverages IBM expertise to accelerate implementation and support internal IT staff***
- ***Uses innovative middleware extension technology***
- ***Offers a bundled option for development or test environments***
- ***Provides significant benefits for your IT infrastructure***

Optimizing your application-hosting infrastructure

The proliferation and adoption of Web-based applications is compelling many organizations to look for ways to extend the performance and efficiency of those applications as well as reduce costs, deliver better service levels and respond more rapidly to business change.

Today, many applications are made up of siloed infrastructures organized according to functional, departmental, individual or other specific uses. In typical IT environments, one or more servers are dedicated to supporting individual business applications. Often these servers are underutilized because system administrators compensate for unpredictable demand, such as seasonal fluctuations, by adding additional capacity. And as the number of servers grows, so do IT costs.

In addition, the need for many organizations with heterogeneous IT environments to simplify, optimize and manage not only IBM WebSphere® Application Server implementations but non-IBM application servers—such as those based on the Hypertext Preprocessor (PHP) scripting language, the BEA WebLogic product family, JBoss software or Apache Tomcat software—is stronger than ever.

As you continue to deploy and manage more applications, you may find that your infrastructure needs are changing. The solution isn't simply to add more servers. Instead, you need to optimize your current resources and build a flexible foundation for future growth and expansion.

IBM SOA Integration Services for Web infrastructure optimization and virtualization can help you do just that. Experienced IBM consultants work with you to understand your business needs and then use our marketplace-leading technology, IBM WebSphere Extended Deployment software, to create an integrated, scalable and reusable application infrastructure that can help support your Web application. You can gain the ability to streamline your IBM and non-IBM Web application server environment, improve application performance and reliability, automate server administration, support high-end transaction processing, and implement policies that dynamically assign processing resources to meet fluctuating business demand.

Cutting costs

In typical IT environments, one or more servers are dedicated to supporting individual business applications. During periods of normal use, server capacity is often underused because system administrators compensate for unpredictable demand caused by factors such as seasonal fluctuations by adding additional capacity.

By implementing WebSphere Extended Deployment technology, you can leverage virtualization technology to consolidate server resources into a virtual pool that enables the dynamic allocation of processing capacity based on business priority. You're better able to improve critical application availability and quality of service and increase your responsiveness to your internal and external customers.

In addition, WebSphere Extended Deployment software can help you combine transactional and long-running workload processing into a single, virtualized environment. Traditionally, long-running workloads are assigned dedicated computing resources, with processing occurring in separate, isolated environments or during specific time periods so it does not affect the real-time processing of transactional requests. This separation of transactional and long-running workloads results in costly duplication, with little to no ability to share resources across the two environments. By using best practices from Web infrastructure optimization and virtualization, IBM experts can create for you a unique environment that combines these two types of processing activities on the same set of physical servers, increasing server utilization and optimizing service levels.

Helping support growth objectives

With Web infrastructure optimization and virtualization, you receive the benefit of end-to-end design and implementation services to construct a heterogeneous, virtualized Web application environment that provides you with a flexible, scalable and highly available foundation for your Web applications. You'll be able to create a business grid that will allow you to rapidly deploy new business applications without necessarily having to add new servers. This will help you support your organization's growth objectives and respond to changing business requirements, such as developing a service-oriented architecture (SOA), while reducing costs and complexity.

Relying on experienced professionals

Web infrastructure optimization and virtualization offers you access to IBM consultants who are well versed in optimizing complex server environments, will work to understand your unique needs and will help plan for and design an optimized and virtualized Web infrastructure for your organization. In addition, you will have access to proven best practices, tools and methodologies that can help speed implementation time, providing you with a quicker return

on your investment. Our Web infrastructure optimization experts will also work with your internal IT staff members and mentor them so that they have the skills they need to support your environment when the implementation is completed.

Leveraging leading IBM technology

When you use Web infrastructure optimization and virtualization, you get a head start on exploiting the capabilities of WebSphere Extended Deployment software, innovative technology that can help you optimize and manage IBM WebSphere Application Server implementations and non-IBM application servers such as those based on PHP language, the BEA WebLogic product family, JBoss software or Apache Tomcat technology.

WebSphere Extended Deployment software also provides access to advanced visual operational and health monitoring tools that help enable the proactive detection and correction of application and server issues. These tools allow your IT employees to oversee infrastructure activities and track the relative health of your application resources. In addition, you can use these tools to track application performance against business goals and to establish alerts that can notify you about potential problems.

Providing a quick start for your server environments

Interested in deploying a business grid for a development or test environment? Implementation services for Grid and Grow using WebSphere Business Grid is an attractively priced solution package that includes installation planning and onsite installation of an IBM BladeCenter® server and licenses and installation services for WebSphere Application Server Network Deployment software and WebSphere Extended Deployment software.

Delivering key benefits

Web infrastructure optimization and virtualization can help you:

- *Optimize server utilization, operational efficiency and management for IBM WebSphere Application Server implementations and non-IBM application servers*
- *Avoid duplication of server resources by combining transactional and long-running workloads across the same set of physical servers*
- *Enable continuous availability and higher performance for mission-critical business applications*
- *Allow users to maintain predictable quality of service consistent with business priorities*

- *Enable the IT infrastructure to adapt to rapidly changing business requirements by dynamically optimizing application resources to meet peak workload demands*
- *Automate administration to lower personnel costs while still managing increasing workloads.*
- *Create a flexible infrastructure for SOA deployments.*

Why IBM?

A visionary leader in SOA and Web application technology, IBM is an ideal resource for organizations interested in increasing the performance and reducing the cost and complexity of their application-hosting infrastructures. Along with providing industry-leading expertise and using proven methodologies and tools to speed design and implementation processes, IBM offers worldwide access to WebSphere developers, as well as proven reference architectures and best practices to accelerate your installation of WebSphere Extended Deployment software. These capabilities help provide you with a full range of effective services from assessment to design and implementation that can help you create a more productive, efficient and scalable environment for your business-critical applications.



For more information

To learn more about IBM SOA Integration Services for Web infrastructure optimization and virtualization, contact your IBM representative or visit:

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