Improve
Business Agility with
IBM Integration Bus

Enhance flexibility and connectivity while controlling costs and increasing customer satisfaction

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- **Enhance flexibility and connectivity while controlling costs and increasing customer satisfaction**

- It enables you to:

- Remove debilitating point-to-point connectivity

- Break down organizational boundaries with seamless messaging transport

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- Make your data accessible and actionable

- Route and transform data in any format

The data flowing between you, your business systems and your customers can be a critical business asset. But inflexible application connectivity can make it difficult, maybe impossible, to transform that data into actionable information in a way that supports the business. By enabling flexible and efficient access to this data when needed from anywhere in the organization, IBM Integration Bus (IIB) helps you create a more dynamic environment that supports business agility and innovation, decreases operational costs, and extends the changing range of services you can offer which adds direct value to your business and customers. Unquestionably one of the greatest challenges facing enterprise architects today is responding more quickly to change. Suddenly a new business partner needs access to data in your ERP application. Or, to streamline payroll functions, finance needs immediate access to data within Human Resources applications. Yet it's common for enterprises to have dozens of applications that communicate in haphazard ways.

Applications and their connections are rigid, requiring hard-coded changes that are costly, time-consuming, and often error-prone. It's no surprise that the more you attempt to change the ways in which your applications communicate, the more complex the task of managing the messaging environment becomes.

IBM Integration Bus can help you simplify the connectivity between your IT assets, including legacy applications, packaged applications and web services, without requiring coding changes. It provides the application connectivity that helps you manage and simplify those connections while enabling you to retrieve business-critical data without making changes to the applications themselves. Simply put, IBM Integration Bus allows you to make the most of your existing IT assets quickly, simply, and at a low cost.

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1. Enrich business information flows by securely and seamlessly including data held in packaged applications, databases, and files.

2. Supports a broad range of transports, protocols, and data formats. Allows virtually any business' system to freely communicate with one another's.

3. Moves away from costly point-to-point messaging to a lightweight integration architecture.

ROYAL CYBER

Remove debilitating point-to-point connectivity

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As you attempt to respond to business changes and requests in your current environment, you are forced to add point-to-point connectivity. The number of interfaces you need to define increases exponentially, as do your administrative tasks and resulting headaches. By enabling you to connect through an intermediary integration layer, IBM Integration Bus eliminates the need for point-to-point connectivity, so you only need manage two connections rather than a multitude. The result helps you straighten out pricey and draining IT complexity.

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Break down organizational boundaries with seamless messaging transport

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Equally challenging is the complexity of managing new technologies alongside legacy applications, a problem that is becoming increasingly common in growing organizations. As companies merge or restructure, they must be able to connect new and old applications across departments and domains. IBM Integration Bus allows all of these applications to be fully integrated through a seamless messaging backbone, providing assured delivery of all data across a multitude of environments and operating systems.

ROYAL CYBER

Make your data accessible and actionable

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While many of your applications are owned by various lines of business, each application that's connected point-to-point must be modified in order to communicate with other applications and deliver crucial business data, such as inventory levels or website traffic statistics. Connecting applications, instead, to IBM Integration Bus allows applications to remain unchanged, no matter how many different applications connect with it. And because IBM Integration Bus is not tied to any application server, it provides the ideal integration solution for all business environments no matter the chosen application environment. It unlocks the business potential within your IT architecture by providing rapid access to applications and data from all parts of your business whenever and wherever it is needed. IBM Integration Bus enables an interface for any application to be defined and then connects that interface to any other application's interface, resulting in only one place for application integration that vastly speeds time to delivery and eliminates errors caused by manual application changes.

Route and transform data in any format

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In a typical IT department, about 75 percent of the budget is spent on maintaining existing assets. One reason for this is that your business, undoubtedly, has nearly as many types of data as you have applications. Without an integration engine, you have no way to read—or any leverage— with data in other applications. Using IIB, you can interpret many data formats and perform exchanges from one format to another, or enrich message content by inserting additional information from other sources.

IBM Integration Bus will not only transport the message but will also use the message flow to see and understand the data format, such as XML, CSV, or pure file data. You can use IBM Integration Bus to describe the expected format and define the message output to send to each receiving system, therefore allowing you to specify the operations needed to transform the contents from one message format to another. You can also use IBM Integration Bus to enrich the content of a message prior to output by extracting data (such as customer credit information) from another system while IBM Integration Bus is moving the message.

Even if you are managing industry-specific formats such as SWIFT or HL7, you can ensure that your business and applications focus only on what is needed—the business logic— rather than potential complexities of data transformation. This capability allows existing applications to understand data from other sources without requiring you to change the business application. This helps you respond to business and market demands more quickly—and keeps Line-of-Business application programmers and executives focused on high-value tasks.

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Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace.

Today we stand tall as a **One Stop Shop for all your IT needs.**