

# MSI's Business Integration Solutions

**Integrating applications and work processes into a single system based on an open standards, Web-based platform**



**AS THE ON DEMAND MARKETPLACE INCREASES THE PRESSURE** on IT performance, yesterday's IT solutions become today's IT barriers. Applications that once accelerated business operations are now marooned in the backwater of limited functionality. Related work processes, such as ordering and invoicing, or shipping and restocking, are disjointed and adrift, unable to bridge the gulf between incompatible platforms. Compartmentalized information traps users in a mire of multiple sign-ons and passwords, and communication restricted to phone, fax and e-mail obstructs commerce with customers and partners.

In response, MSI offers Business Integration Solutions that knit existing applications and platforms into a single, seamless system. The solutions restore the relevance of legacy applications, integrate and automate work processes, simplify user access, and expand capacity for e-business.

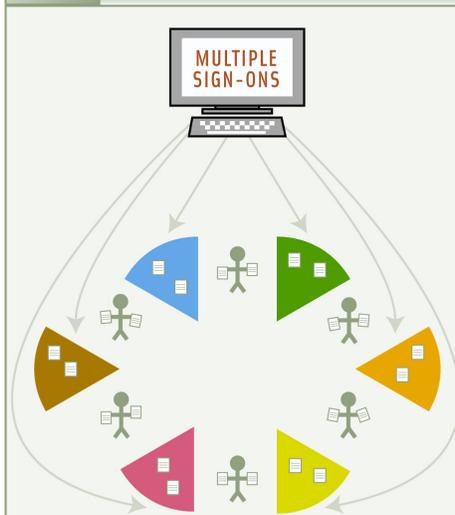
## Optimizing Performance

Business Integration Solutions are engines of peak performance because they

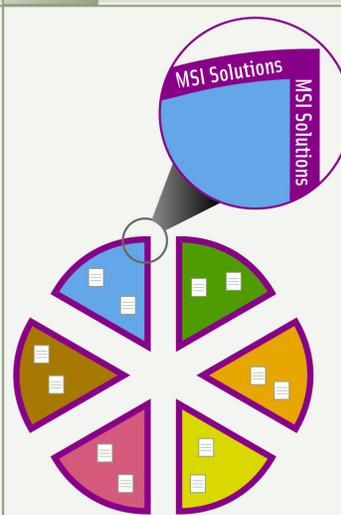
- bridge isolated databases to make information fully accessible throughout the enterprise, resulting in increased corporate responsiveness and facilitating compliance with HIPAA and Sarbanes-Oxley
- link applications through a middleware hub, eliminating difficult maintenance of expensive point-to-point connections
- create personalized portals to provide employees with a single point of access to multiple platforms and applications, thereby maximizing productivity
- establish a framework for electronic collaboration by providing team workplaces, Web conferencing, and specialized tools for managing online meetings
- use a Web-based network, increasing system accessibility and laying the foundation for expansion of e-business
- operate on an open standards architecture, improving cross-platform adaptability while maintaining an integrated environment

## Integration Solutions Leverage & Unify Disparate Elements in IT Systems

**1** Isolated applications restrict access, impede workflow



**2** MSI Solutions meld applications



**3** Integrated system links applications, work processes



1. Isolated applications restrict user access, complicate security, and confine workflow to the manual transfer of files.

2. Business Integration Solutions use middleware to permeate the boundaries of isolated applications and meld them together.

3. Information and work processes flow freely through the integrated system. Portals give users a single point of access, simplifying security.

LEGEND >>>

isolated applications

melded applications

manual transfer

work processes

## Why Companies Invest in Business Integration

- Typically 35 percent of an enterprise's software maintenance budget is spent on servicing point-to-point links among applications. Decreasing the number of these interfaces reduces maintenance costs by as much as 80 percent.
- Ninety percent of enterprise resource planning systems (ERPs) end up off schedule and over budget, or even abandoned. Unlike ERPs, which usually cover only 30 percent of a company's IT processes, Business Integration Solutions can connect applications throughout an enterprise without replacing functional components or requiring highly customized, point-to-point links.
- Eliminating the cost of redundant IT systems hastens profitability following mergers and acquisitions.
- Integrating internal operating systems with suppliers, partners and customers throughout the supply chain improves efficiency, shortens time to market, strengthens partnerships, and improves customer service.
- Documentation of business processes is a key component in Sarbanes-Oxley and HIPAA requirements.

## Business Integration at Work

Because MSI's architects design solutions to address specific customer needs, companies benefit regardless of their size or the nature of their business. The following example illustrates the experience of a customer who invested in an MSI Business Integration Solution.

### A Customer Problem

*Over the years a doll manufacturer had computerized its business processes by investing in stand-alone systems for each department. But when flat profits and declining sales compelled the company to re-evaluate its entire operation, it realized that the configuration of its IT structure was crippling performance enterprise-wide. Isolated information and disjointed work processes caused duplicative entry of data, required the manual transfer of forms and files, and restricted workflow throughout the company. The result was*

- lengthy order cycles
- high call-back rates on customer inquiries
- a significant lag in inventory updates
- slack monitoring of supplies, culminating in expensive production delays

*When the buyout of a competitor forced the overhaul of its IT system, the manufacturer called on MSI.*

### The MSI Solution

*MSI's architects were quick to realize that the problem lay not in the efficacy of each department's own IT system, but in the inability of unconnected applications to work together. By integrating the various applications and automating work processes, MSI formed the disjointed parts into one synchronous system. Portals now provide authorized users a single point of access to all of the integrated applications. Built on an open standards platform and an inexpensive, universal, Web-based network, the solution is adaptive to future growth and flexible in meeting the demands of a changing marketplace.*

### The Result

*The company has improved efficiency and profitability and increased customer satisfaction because MSI's solution*

- reduces redundant data entry and accelerates workflow, shaving weeks off the order cycle
- electronically links inventory with supply orders to reduce production delays
- permits access to information throughout the enterprise, facilitating immediate response to customer queries
- reduces complex security measures and relieves IT staff of password management
- encourages electronic collaboration and communication among employees, partners, customers and suppliers
- merges with its acquired competitor's system seamlessly

### Architects and Engineers Drive Success

A smooth transition to a new system depends on readily available, highly skilled personnel. To ensure that customers receive expert help promptly, nearly half of MSI's workforce is composed of engineers and solutions architects. This level of service is unparalleled in the industry, and demonstrates MSI's commitment to building long-term relationships with its customers.

## Building a Business Integration Solution

MSI's architects design solutions with the best and most cost-effective Solution Components available (see chart on back page). As a partner with more than 30 leading vendors in the IT industry, MSI is not confined to a single idea or a single brand when resolving a client's need. Typically products and services from six Solution Components are integrated to create a comprehensive Business Integration Solution.

-  THE ENTERPRISE SOFTWARE & SERVICES COMPONENT provides applications, middleware, messaging brokers, relational data bases and services-oriented architecture to optimize integration solutions.
-  THE SERVERS COMPONENT supplies the platforms for the high performance and high availability of middleware and databases.
-  THE STORAGE COMPONENT contributes storage area networks (SANs) and storage volume controllers (SVCs) to deliver cost-effective, tiered, scalable, and recoverable storage.
-  THE NETWORKING COMPONENT offers switches, routers, firewalls and cabling; and configuration of devices and connections to deliver high bandwidth and secure connectivity internally and externally.
-  THE PRINT & OUTPUT COMPONENT provides software for document assembly, distributed print management and enterprise print management.
-  THE DATA CENTER FACILITIES COMPONENT offers services to evaluate and design environments that ensure the reliability, security and availability of IT systems.

## Business Integration: One Solution, Many Benefits

MSI's solutions focus on eight categories of business problems. But IT solutions, like business problems, are never isolated. When MSI's architects build a solution, they examine how it affects your entire IT system to maximize its benefits. This graph illustrates how MSI's Business Integration Solutions might address other areas of business concerns.



# The MSI Portfolio of IT Enterprise Solutions

## SOLUTIONS

SOLUTION COMPONENTS	Enterprise Management	Enterprise Security	Business Intelligence	Business Integration	Business Continuity	Content Management	Output Management	Infrastructure Simplification
 Enterprise Software & Services								
 Servers								
 Storage								
 Networking								
 Print & Output								
 Data Center Facilities								

## Solution Components

 Enterprise Software & Services		 Servers		 Storage		 Networking		 Print & Output		 Data Center Facilities	
PRODUCTS	SERVICES	PRODUCTS	SERVICES	PRODUCTS	SERVICES	PRODUCTS	SERVICES	PRODUCTS	SERVICES	PRODUCTS	SERVICES
Websphere	Content Management	zSeries	Performance Tuning	Shark	Storage Consolidation	Switches	Video Conferencing Services	InfoPrint Manager	Enterprise Print Management	UPS	Hosting
Tivoli	Data Management/Warehousing	iSeries	Systems Migration	SVC	Storage Management	Routers	Network Security Services	InfoPrint Server	Distributed Print Management	Generators	Relocation
DB2	Application Development	pSeries	Systems Management	Disk	Disaster Recovery (DR)	Complete Networking Hardware	Virtual Private Networking (VPN)	Content Manager On Demand	Print Production Management	Management Software	HVAC
Lotus	Portal Services	xSeries	Server Optimization & Virtualization	Tape	Backup & Recovery	Wireless Networking Equipment	Networking Assessments/Audits	Printers	Data Center Print Consolidation	Environmental Systems	Physical & Environmental Changes
Customer Relationship Management Software	Workplace Collaboration	Blade Center	High Availability Services	Directors	Electronic Vaulting	Video Conferencing Equipment	Wireless Services	Printing Supplies	Print Management Assessments	Rack System	
Passport Advantage	Project Management	High Availability Software	Logical Partitioning (LPAR)	Switches	Virtualization	Network Security Equipment	Content Switching				
	Software Maintenance	Management/Performance Software	Remote Workstation Services	Management Software	Picture Archiving & Communications Systems	Gateways	Carrier Services				
	Product Affinity Services	Security Software	Linux Migration Services	Security Software							
		Linux									