

# Bring together your digital enterprise

## HPE Business & Application Integration

Enable the New Style of IT through effective integration of your business services, applications, and information.

### Insights

- Improve time to market by integrating digitally enabled business processes and applications.
- Accelerate implementation time for integration competency centers by 25 percent and limit integration and security risk.
- Accelerate implementation time for acquisitions and divestments by about 40 percent.
- Reduce IT complexity and costs by 20 percent or more through standardization and process orchestration.

### Address integration with the New Style of IT

We live in an increasingly interconnected, digital world. Rising consumer and citizen expectations, fueled by proliferation of connected devices and desire for instant information, have complicated delivery and management of effective digital services. There is little doubt that effective integration is a core enabler of the digital enterprise. In fact, many senior IT leaders point to effective integration as the #1 challenge that enterprises need to address in order to succeed with this New Style of IT.<sup>1</sup>

Integration isn't the same as it was 10 years ago. Seamless integration of back-end business processes, behind the firewall, won't cut it anymore. It doesn't deliver an effective customer, employee, or citizen experience. And it won't deliver the digital enterprise fast enough to meet business demand.

The new digital enterprise is built on user experience, which expects access to instant information, and any business services they want—anywhere, anytime. This demands a much more robust, secure, integration framework in an enterprise's DNA. To do this, you must define architecture integration and governance, set up a center of excellence, and plan and implement your integration strategy. We can help. HPE has the most complete, end-to-end, business and application integration services portfolio in the market.

### Integrate the right way

- **Assessment and Planning**—It all begins with an assessment—based on a proven integration maturity model—to gain an understanding of your business, IT strategies, and goals, and the current state of your integration landscape to baseline our recommendations.
- **Architecture**—With your integration landscape's current state well documented, we define a future integration architecture—fit for purpose, to deliver a digital enterprise that proactively addresses your market opportunities and competitor threats. It will be the foundation for exploiting and integrating information in real time, to provide innovative cloud and mobile services to employees and customers.
- **Design and Development**—The next step is making your architecture real. Your staff and strategic IT partners work hand-in-hand with HPE as we design and help implement your integration architecture.
- **Center of Excellence**—To ensure long-term success, your integration architecture is defined, planned, and implemented with the support of our integration center of excellence.
- **Management and Governance Services**—Management and governance processes are established and institutionalized to effectively execute and monitor integration initiatives going forward.

<sup>1</sup> "Application Modernization is King," Forrester TLP, May 2013.

## Offering overview

### • **Service Integration and Management—**

A new service-delivery model, based on organizational, process, and technology capabilities, is adopted to optimize service delivery, leverage hybrid delivery, and improve service sourcing and portfolio management. This decreases time to market while increasing innovation and improving business alignment.

## Integrate with confidence

- **A guide to help maximize success—**We work with you to understand the impact and dependencies of your business and IT strategies on integration, then provide a robust integration architecture designed to help you deliver a digital enterprise.
- **Ready-to-use reference architectures, tools, and processes—**You get proven reference architectures, methods, tools, and integration partners for defining, designing, and implementing your integration architecture. This helps deliver your integration program quickly and with minimal business disruption.
- **A strong record of integration results—**More than 1000 HPE clients—in every industry and geography—use HPE Business & Application Integration. They are decreasing their time to market, and improving IT efficiency and effectiveness with significant cost savings.
- **Faster, with low risk—**Our proven artifacts and methods are delivered by experienced HPE consultants across the globe.

## Gain business and IT value

Business and application integration are the foundation of a digital enterprise and the New Style of IT. With them, you can realize:

- Improved customer experience and employee efficiency
- Faster time to market
- Top-line growth
- Improved IT effectiveness and efficiency with reduced costs
- Proactive handling of dynamic business needs
- Improved insight into business operations to enhance performance
- Integration technologies simplified and standardized
- Single source of truth of all enterprise information

## See the results

- This mobile services provider hired us to develop an integration strategy and architecture, which enabled delivery of new business services faster while reducing costs.
- A major international airline significantly reduced IT costs and developed a more integrated travel experience for its customers with our assistance.
- We helped a major worldwide manufacturer deliver critical data instantly to employees, customers, and suppliers.

## Get a complete solution

To design and execute your integration program, work with us. We deliver:

- Industry and domain expertise, applications knowledge, and strategic planning capabilities, supported by proven methods, tools, and processes

- Partnerships with all major leading integration suppliers, to bring you solutions aligned with your vision and strategy
- Consultants and expertise to define, architect, design, plan, implement, and institutionalize integration solutions—depending on your needs

With HPE, you get:

- **Advice—**Define your business innovation, process digitization, and application integration requirements. Plan the target architecture, governance models, integration approach, and service delivery timing.
- **Transformation—**Implement the integration environment, integrate applications and data sources, and atomize and expose services in support of business processes. Establish governance processes and your own center of excellence.
- **Management—**Define and implement an integration center of excellence to continuously optimize and innovate, support governance and maximize reuse, and provide service portfolio management.

## Gain a world of expertise and experience

As a leading innovator in the IT industry, we have implemented service-oriented architectures (SOAs) and executed integration projects for over 20 years. We have a worldwide network of SOA and integration centers of excellence in place to support your integration initiatives. And our proven ability to design and implement complex, highly reliable SOA solutions is represented through industry offerings, such as HPE AirSOA, which supports over 7 billion transactions per year. And HPE Passenger Support System, which supports over 90 million transactions per month.

Learn more at  
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