Leveraging Technology in London: Themes from IBM Summit

By Mike Cardillo, Enterprise Architect

I was recently at IBM's Hursley Lab for their North American 2014 Summit. This event provides engagement with some of IBM's very best architects and technology strategists as well as a peek into where many products are headed.

During this year's event there was a theme around the three levels of systems in today's organizations:

- **Systems of Record**
- **Systems of Engagement**
- **Systems of Insight**

The idea of **Systems of Record** has been around for a long time but the other two levels are relatively new terms that have emerged in the past few years. (**Systems of Record** or SOR are considered the authoritative data sources for a given data element or piece of information such as financial and HR systems.)

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Streaming Analytics - When Speed to Act is Critical

The idea of loading batch data to a warehouse for analytics is too little, too late for many business decisions.

Companies cannot afford to wait for the multi-day load cycle to execute before starting to

analyze and report on data related to:

- Fraud
- Security Breach
- Breakdown in a critical business process
- New opportunity to reach out to a customer

42% of CMOs said their biggest mobile challenge is getting back end data
– IBM Hursley Summit

Solution: The Streaming Analytics Process.

Streaming analytics provides the ability to tap into multiple channels of streaming information, integrate and analyze it on the fly, and route it to the process or person that will act on the insights. With streaming analytics this occurs in minutes or seconds, not the days it would take in a traditional data warehouse approach.

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Breaking News: Leveraging Technology Signs Strategic Partnership to Accelerate Mobile App Development

Leveraging Technology and Streebo Inc. have teamed up to create a rapid development and deployment process to help companies innovate and compete on mobile platforms.

Leveraging Technology has been doing application system integration for over 16 years and has developed industry-leading expertise with our designs and repeatable frameworks. At the same time, mobile business applications are in increasing demand. IT departments often don't have the expertise for mobile app development and most companies that build apps don't understand the systems they need to exchange data with.

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Register Now for IBM InterConnect - the Premier Cloud and Mobile Conference - Feb. 22-26, 2015

Early registration discounts end 12/31 for the Las Vegas worldwide conference. Watch for an invitation to a special event hosted by Leveraging Technology during the conference.

Register Now

Mobile Enablement: Simplified and Accelerated with the Right Integration Framework

The image below is a partial model of the Integration Architecture Framework designed by Leveraging Technology. It is striking how few changes were required to mobile-enable the architecture (new mobile components are in yellow). Flexibility and re-usability, two key driving principles built into the framework, enable clients to rapidly react to change, and deliver a consistent experience.

"20% of today's integration spending is driven by mobile applications."
– IBM

Creating re-usable access to common systems of record (MDM, ODS, ECM, Core Applications), and creating decoupled, reusable, integration components (e.g. transformation, validation, routing, business rules, etc.), the architecture is flexible for orchestrating a myriad of integration scenarios consistently across any and all **Systems of Engagement**.

It is not too late to implement this type of architecture for web-enabled enterprises. This framework enables Mobile, and will also improve Web, EDI, and other channel consistency. The average mobile app life-cycle is only 8 months. This means that companies must accelerate the build, test, and deploy process quicker than ever before. We can accomplish this by leveraging existing, proven components in an architecture that can deliver consistently to other **Systems of Engagement**.
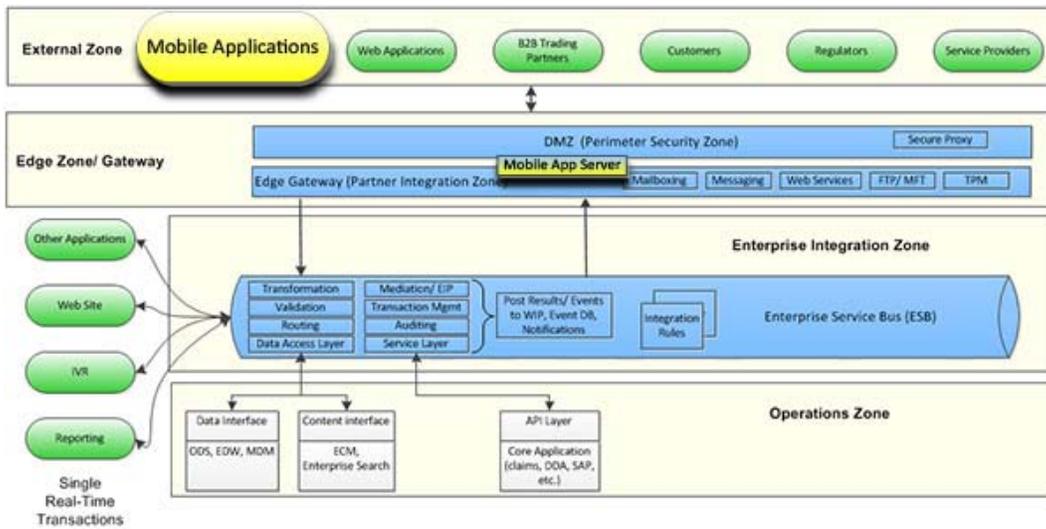
A zone-based integration architecture shows simple modifications for mobile apps.

Engaging Mobile Applications Require Trusted Information

Mobile is just the latest **System of Engagement** for customers, partners, suppliers, and others. And just like the web, it comes with an opportunity to either delight or frustrate. Regardless of who the audience is, the expectation is simple: deliver information that is useful, correct, and consistent with all the other **Systems of Engagement**. If a customer utilizes a mobile app, and the information is not relevant or does not match with a document they received, or the web-site, or the answer they receive from the service desk, the mobile app won't be trusted, won't be used, and will fail.

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The Importance of Information Governance: For Data That is Trusted, Shared and Used for Critical Business Decisions and Processes
By **Mark Haeger**, **Information Architecture Practice Leader**

Data is shared extensively with partners, regulators, and customers. Critical business decisions are based on insights derived from data. Critical business processes function on data. If these facts don't bring home the importance of data governance, I don't know what will.

Most organizations already recognize the value of "trusted data" that is "fit-for-purpose", but many still struggle with how to implement. Not having a governance framework to help guide strategy is one of the reasons implementation breaks down into solution silos that are not integrated, and ad-hoc, manual processes performed by a small set of SME heroes that just can't do it all.

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IBM Insight: The Conference for Big Data and Analytics - Access, Analysis and Action
By **Bonnie Cywinski**, **Director Client Services**

Technology conferences usually start with a pep rally of energy and a message of success. IBM Insights 2014 epitomized this formulaic approach while preaching Access, Analysis and Action: Access to the data, analysis of the data and action on the data all wrapped around speed.

1. Ability to use more data. Among the many examples were ability to use unstructured human language data via social media to integrate into the data architecture. The challenge is integration: how to integrate data to better serve the individual or company.
2. Let the data lead the way. Data is the beginning, but the interpretation of that information to make change is the true benefit. For example: a coffee shop which acquire multitudes of data and postulated that more individual customization would improve sales. Upon further evaluation of the data, they found that the most significant factor in add-on business and repeat business is the barista.
3. Analyze data in real time. Growth in the public and private sector is at a rate

never before seen. It has become essential, if not expected, that information is immediately available. Most speakers mentioned our lack of patience to get the answers desired. In our businesses, delayed information can cause missed opportunities or worse. The key is, "Innovation at the moment of consumption."

IBM Insight 2014 not only identified the key points in the world of data, but showed how innovation and technology can bring us to a new level of knowledge. We look forward to working with IBM and our clients to implement that vision.

IBM Trends: Cognitive Computing, Streaming Analytics, Cloud, Mobile/Integration
By Mark Haeger, Information Architecture Practice Leader

The star of the IBM Insight conference was Watson (remember the up-start Jeopardy champion?). Well, Watson has grown up, and matured into a premier cognitive platform for analyzing enormous amounts of content, and provisioning the insights derived, through multiple interfaces, including natural language Q&A, social analytics, and many others. Cognitive computing is in its infancy, but holds the promise of transforming the **System of Insight** ecosystem, and IBM is leading the way.

Learn About Other Trends and Focus Areas

Business Architecture Perspective: Plan Your Work, Work Your Plan

In his article, Sandy Kleinberg writes about a large regional bank which strategized and planned initiatives, and built a roadmap that enabled them to successfully execute a series of projects. Contributing to the bank's success:
- Leadership agreement and goals were obtained upfront
- Collaboration was assured by the sponsor's actions to involve stakeholders at key levels
- The plan was kept current with changes and updates

Read the full article.


Breaking News at Leveraging Technology: We're part of the Rochester Downtown Innovation Zone!

Leveraging Technology was one of 70 innovative/tech, creative class, and support service companies that was recognized by the Rochester Downtown Development Corp. at the recent State of Rochester's Economy luncheon. We were invited to participate in an Innovation Expo that preceded the luncheon. Visit www.RocDIZ.com to learn more and see the list of companies that comprise the zone.

Innovation districts (the next level), as presented at the luncheon by the **Brookings Institution**, are credited with transforming former industrial-era urban spaces into synergistic places that encourage innovation and creativity with close proximity of startups and established "anchor" institutions. They attract residents and businesses, and foster collaboration -- to ideally speed up the conversion of ideas into commercial products and

services -- and jobs. Leveraging is excited to be part of an area known for innovation and technology, and look forward to the opportunities this presents to collaborate with companies that have similar views and missions.

The Rochester Downtown Innovation Zone
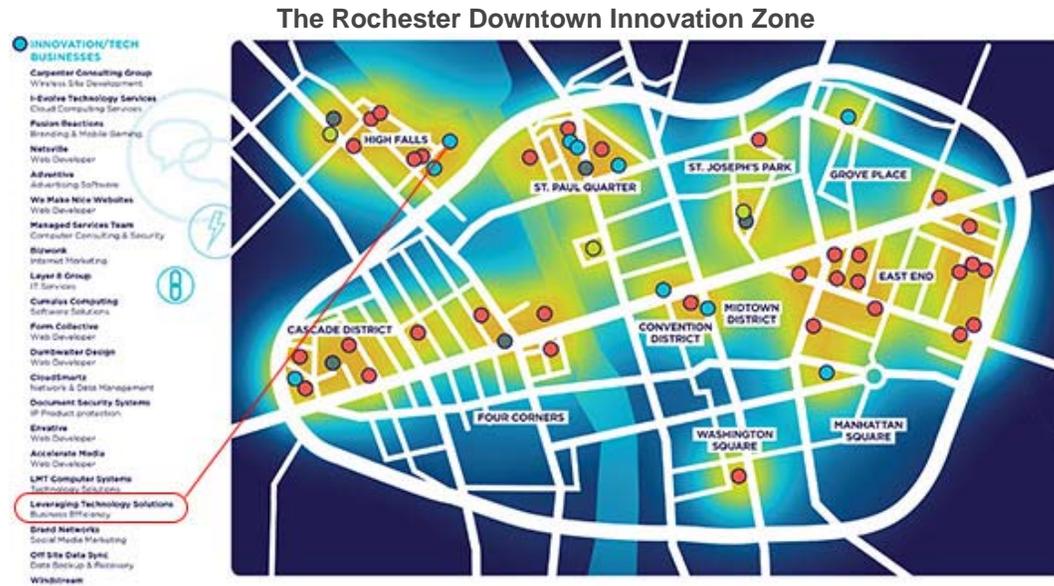
Register Now: Leveraging Technology is Hosting a Four Day IBM Integration Bus Training Class for Developers

An IBM Integration Bus version 9 (IIBv9) training class will held Jan 19-22 in Buffalo. Reserve a spot now for this four-day class facilitated by experienced Leveraging Technology consultants.

The course and labs teach developers how to apply integration bus concepts and create IIBv9 enabled business applications. Contact Bonnie Cywinski with questions 585.424.4250 x131.

Register Now

New Face at LT

Andrew Beisheim has joined Leveraging Technology as an Integration Developer working with Message Broker.

Andrew has been an Architecture Intern for the past six months working on Business Architecture and Information Architecture tools. He created requirements and designs for an application assessment tool, and has been exercising Watson Data Explorer

capabilities, building internal enterprise search and 360 degree applications.

Andrew comes to Leveraging with a degree in Computer Science from the University at Buffalo and a Masters in Information Management from Syracuse University. He also holds an Advanced Study Certificate in Data Science from SU. We are thrilled to have Andrew as part of the team.

Save the Date

Save the date **Tuesday, March 10, 2015** for a special Big Data Event hosted by Leveraging Technology. Learn how universities and organizations in Rochester, NY are leveraging big data. Watch for an invitation in January.

New Certifications

Congratulations to the Leveraging Technology employees who earned new technical certifications:
- Mark Haeger: IBM Certified Developer, InfoSphere MDM Server v9.0
- Devin Richards: Cisco Certified Network Associate Security

Leveraging Technology in London: Theme from IBM Summit -Continued

Many organizations today are heavily focused on their:

- **Systems of Engagement** (mobile, web and social applications), or their
- **Systems of Insight** (big data and analytics).

These are the hot topics that are in the media and on the minds of our business leaders.   Unfortunately for some, these endeavors are bound for failure if they can't rely on accurate and flexible **Systems of Record**. A company's **Systems of Engagement** and **Systems of Insight** are only as good as the information they can provide. Poorly governed information assets within your **Systems of Record** will mean inconsistent and low quality information at the other two levels.

The second major challenge is how to efficiently and expediently get to the **Systems of Record**. A well-designed integration architecture will provide a high-performing data access and business service layer that also delivers agility and flexibility to other systems. A poorly designed integration approach will be fraught with performance issues and be inflexible to the change and innovation that is so important to your **Systems of Engagement and Insight**.

The bottom line message - don't ignore your **Systems of Record** or the integration architecture that enables the use of the valuable business information they contain.

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Streaming Analytics - When Speed to Act is Critical - **Continued**

Streaming analytics is not a replacement for traditional data warehousing, but augments it where speed to act is critical. They can work in tandem. Channels that stream information often have very low signal to noise ratio. By analyzing the data in a stream, or multiple integrated streams, one can analyze and filter on the fly, thus passing only the valuable insights on to the warehouse for further analysis, such as trending over time. This proves to be more effective and efficient than storing mountains of information (most of which is useless) and then analyzing.

If it is a priority to thwart fraud and security breaches, resolve customer issues before they become problems, or whenever speed to act is critical, incorporating streaming analytics into your data integration framework makes sense. Contact Mark Haeger, Information Architecture Practice Lead, to discuss how 585.424.4250 x132.

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Leveraging Technology Signs Strategic Partnership to Accelerate Mobile App Development - **Continued**

Applications need to be built and deployed quickly to be relevant and adopted; they need to integrate with existing systems to engage customers.

The company that Leveraging Technology has partnered with Streebo Inc., offers a rapid mobile app development/deployment process that we can integrate with customers' existing systems for ecommerce, customer portals and sales force support (among others). Our approach is focused on benefiting customers with faster time to market, lower development costs, and more efficient ongoing management.

Please read the press release for more details.

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Engaging Mobile Applications Require Trusted Information - **Continued**

Trusted, consistent data requires only two things: governed systems of record, and consistent access to these through a well-implemented integration architecture.

1. The first step is to identify or create the Systems of Record that are "trusted" and "fit for purpose."

- For example, in banking, what trusted systems contain the most recent ATM transactions, account balances, loan statuses, or wealth management information?
- In health care, what trusted systems contain the most recent claim status, deductibles, visit limit balances, coverages?
- Regardless of the line of business, every institution has core transactional systems, but these are not enough. Additional, trusted, "enterprise data sources", are

also required, such as customer, product, and account "master data".

2. The next step is to provide access to these information resources through an integration layer.
- The integration layer implements consistent data security and privacy rules, consistent business rules, routes data access to the correct systems of record, integrates and transforms the data consistently, and provisions the information to whichever channel is relevant; or multiple channels in some cases.

Bypassing the integration layer with point-to-point solutions, although fast and easy to implement, leads to enormous complexity, high sustainability cost, data inconsistency, and security problems. Companies using this approach to web-enable the enterprise are dealing with the issues, and risk launching mobile apps that will fail to engage. For those who have implemented an integration framework, mobile-enablement is a much easier task.

With mobile app deployment continuing to increase, it's the right time to efficiently integrate Systems of Record into your mobile strategy. Email us for more information Info@leveragingtechnology.com

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The Importance of Information Governance: For Data That is Trusted, Shared and Used for Critical Business Decisions and Processes - Continued

Developing a data governance strategy and incorporating it into your integration framework can help. It is at the business level that information security, information privacy, and information quality policies are instituted. It is at the integration layer that these policies get implemented.

By combining these strategies one can streamline the gap between policy making and implementation; putting data governance into the hands of the policy makers, while at the same time more efficiently and consistently implementing these policies in the integration layer at the point of access.

Call or email Mark Haeger 585.424.4250 x132 to discuss how to implement information governance into your integration framework.

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IBM Trends: Cognitive Computing, Streaming Analytics, Cloud, Mobile/Integration - Continued

Streaming Analytics is a paradigm shift driven mainly by the Internet of Things (IOT). Billions of devices coming on-line, and "babbling", challenges our ability to scale traditional approaches to data preparation and analysis. But, it is not just IOT devices driving this change. Consider the myriad of other internal and external streams of data; application

logs, process events, social, partner, supplier, and customer channel data feeds. Streams technology is scalable to enormous volumes and speed, giving businesses a competitive advantage to analyze and act, on the fly, faster than their competition. Unlike cognitive computing, which utilizes vast quantities of curated, semi-structured data, streaming analytics fulfills the other end of the **System of Insight** spectrum with actionable insight from presently occurring events.

Cloud Computing: IBM may be a bit late to the game, but when they enter the game they enter big. IBM has partnered, acquired, and integrated world class technologies into a comprehensive cloud offering with public, private, and hybrid cloud architectures. IBM's cloud offers infrastructure, platform, and application as a service. If you want hands-on experience with IBM's cloud platform, which includes access to Watson Analytic Services, check out the Bluemix 30 day free trial.

Mobile and Integration: The right Integration framework is foundational to effectively enabling Mobile access to information, and should be a core component of any mobile strategy.

Two very important lessons learned from Web enablement over the past two decades:
1. The data provisioned needs to be trusted
2. Building point-to-point data access creates unnecessary complexity that is costly to sustain.

Mobile, after all, is just another channel for provisioning information, and in many cases, accesses the same information as other channels. The right integration architecture, coupled with governed, trusted data sources, enables consistency across multiple channels, including mobile.

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