



A Premier IBM Business Partner  
Delivering Solutions  
for Integration and Security

*Agile integration solutions from iSOA Group, Inc. and IBM deliver business innovation and results.*

iSOA Group, Inc. is a unique solution provider that focuses on integration solutions that bring real value to businesses. Our solutions include software (e.g., IBM WebSphere® DataPower®) and services that help your business create an agile IT infrastructure that can respond to current and new business opportunities quickly and effectively.

*Not driving your business? Then,  
where are you going?*

In a recent survey of 145 contacts from iSOA Group, Inc., it was found that customers believed strongly that the integration solutions from our team deliver real value to their businesses. The purpose of the survey was to discover, enhance and improve our customer value. Some of the areas noted were:

- Helping to create new business opportunities
- Allowing the business to become more responsive to peaks in demand and growth
- Implementing standard solutions as a core part of their business, which helped them to save money through responsive integration

*iSOA Group Agile  
Business  
Integration  
Customer Survey*



The iSOA Group, Inc. marketing and research team conducted a business value survey in the first quarter of 2012:

- 145 customer contacts
- iSOA and IBM WebSphere customers
- Focus on understanding the business



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is integration.*

Within the survey, the contacts were asked to answer a series of questions linked to customer value and business success they experienced after implementing software or services provided by iSOA Group, Inc. When asked how the services and/or software improved their business, some notes were: *system implemented improved customer satisfaction, helping create new business opportunities; improved knowledge of software systems; improved business practices, which in turn will benefit our organization.*

The Internet created new e-business opportunities that have in turn created an accelerated wave of change for businesses and their information technology requirements. This acceleration includes, but is not limited to, new expectation levels from customers and partners as they become accustomed to doing business across all-access channels. They expect the same level of service and responsiveness, and will change where they buy their goods and services as quickly as they can change URLs when these expectations are not met.

Companies that can meet or exceed these growing customer requirements will not only retain and grow their current customers, but will start to gain new prospects as the word gets out across the web and social networking sites.

Not having to wait on a response to a question, easy access to available inventory, correct shipping prices, confirmations and tracking information are not just expected by consumers, but include the ever-growing expectations of business customers, partners and suppliers. With the advent of smart phones, tablets and the next “killer app,” these expectations will only continue to rise.



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At iSOA Group, Inc., we like to think that the next “killer app” is integration. And not just any integration, but an agile, standards-based, secure integration solution that can respond to the expectations of your customers today—and respond to the next wave of technology and business innovation required tomorrow. Make no mistake: whether your customers are consumers, surrounding businesses or government organizations, their expectations for service and responsiveness grow every day.

As new sources of business and service information enter the marketplace, such as Facebook and LinkedIn, the ability to leverage them effectively will allow your company to leapfrog your competition. This is dependent not only on the responsiveness of your business professionals, but also on a new approach to integration that cannot just respond to, but must help identify new opportunities. When a company on Facebook “likes” an offering, how long does it take to get that lead into your CRM system? Is it accessible by your field teams or sales force so they can respond instantly?

We are not talking about waves of opportunity where one wave ends as another begins. These opportunities overlap as your customers want to be able to perform a variety of tasks such as accessing information, reviewing prices and evaluating services. They may also want to be able to create customized offers that integrate with your products and services wherever they are identified.

Can you imagine being in a store and looking for a power cable for a mobile device, and the clerk is not informed about the correct cable for your device? Or being a contractor on a construction site and realizing that you have the wrong parts supplied to integrate the pipes with the current plumbing fixtures, which makes it challenging to meet a customer deadline? Or, imagine sitting in a board meeting and discussing a new business opportunity or acquisition, and wondering how to quickly integrate the businesses for success.

All of these challenges have one thing in common: an integrated, agile business would have the tools in their hands to respond to all of these situations, adding real business value instantly. In today’s world, a business’ IT department can’t spend weeks or months planning or developing, they need to be ready to respond quickly with the right solution.

What might this look like?



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- How about being able to provide a mobile app for consumers and clerks to scan a barcode in the electronics store, that pulls up the features of all products in the store? Maybe it also checks availability and recommends associated parts that have been required for a successful solution.
- How about a tablet application for the construction industry that allows a company to photograph the legacy plumbing, measure the pipe size and electronically send information to the supplier to assure that the new pipes will easily work with the older plumbing infrastructure? It could also integrate with local documentation on construction codes and identify new fixtures required for the new pipes, as well as assure successful inspection and a completed job on time and within budget.
- Imagine if IT could provide a documented process for integrating systems and people from new partners, acquisitions and contractors. It could assure a clear timeline to the board for integration, offering a clear process and solution allowing the board to respond quickly to new opportunities and assure not only an integrated enterprise, but one that would adhere to the company's security and compliance regulations.

All of these solutions require not only an integrated view of their applications and information, but an IT solution provider that understands the need to be agile for today's requirements—as well as one who is able to respond to new opportunities tomorrow. iSOA Group, Inc. understands the technology and standards required today, and has worked with many customers to innovate their businesses.

Our recent customer survey identified value our solutions have brought to customer businesses. With the iSOA team's help, these customers were able to improve the way they operate their businesses. With a standardized, responsive environment, they were also able to support critical business processes and ensure the success of necessary audits and compliance with regulators.



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*What new opportunities is your business facing that an agile integration strategy might advance?*

- Are consumers scanning barcodes in your store and comparing prices with other stores on the web with their mobile devices? How do you assure you have the right price and/or value that distinguishes your offerings?
- Is your company product information current as of today? Are you syndicating content from your suppliers to assure the content is correct?
- Are you able to recommend solutions and services from partners to create a complete solution for your customers?
- Do you have the right inventory of products and services in front of your customers at all times? In the right locations?
- Has your company started to leverage cloud applications and providers? Are they secure and able to integrate with your current solutions?
- Do you have up-to-date information on the credit-worthiness of your customers, such as their current credit limits? Is this information readily available to your sales and services people in the office and in the field?

These are examples of opportunities that can be addressed with the agile integrated infrastructure that our team of consultants has been helping companies implement since our founding in 1997.

iSOA Group, Inc. can offer the experience of certified professionals who have spent years working with companies across a variety of industries to create agile and secure integrated businesses. Our recent customer survey found that with the iSOA team's help, these customers were able to improve the way they operate general business practices.

iSOA Group, Inc. leverages the strongest integration software portfolio in the business—the IBM WebSphere family—and we understand not only how to leverage these technologies, but how to integrate them with non-IBM solutions.

iSOA Group, Inc. focuses on the best IBM integration solutions, including:



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- WebSphere DataPower SOA Appliances
- IBM WebSphere Message Broker
- IBM WebSphere Cast Iron® Cloud Integration
- IBM Worklight

We match these solutions with key valued services, including:

- **StandUP services**—These services are used to architect agile integrated solutions for your business. They are designed to help you understand your current applications, information, network and integration requirements, both within your enterprise and in your extended enterprise, including partners, suppliers and customers.
- **Training**—iSOA Group, Inc. has developed training classes for WebSphere DataPower that are unique in the marketplace because they were built with real-world customer use cases in mind. After more than 30 customer engagements, presentations at user groups and conferences, and discussions with other solution providers, the iSOA team has developed training that will help your own consultants and operations staff gain the most from your solutions. Training can include:
  - **Mentoring services**—After the solution is implemented, mentoring services enable your company to leverage the iSOA team to assure your continued success. Customized mentoring offerings include:
    - Process documentation for the support, operation and configuration of your solutions
    - Architecture development and exploration of new business requirements and use cases
    - Mobile integration planning and key processes for integration and security
- **iSOA intellectual property and unique processes:**
  - iSOA Group, Inc. DPAdmin™ solution automates administration, scripting and configuration of IBM WebSphere DataPower appliances
  - Services registry enterprise service bus (ESB) integration
  - Federated ESB planning