Managed integration from BT
Enabling the distributed enterprise

The challenge
In the age of the digital networked economy, your organisation is challenged to deliver the right information, at the right time, in the right place to drive successful business outcomes.

Whether connecting with partners to create new product offerings, building revenue streams in new geographies or driving consistent customer experience across multiple channels – information collaboration, integration, and distribution are critical to performing at levels of agility that more-than-match the dynamics of your business environment.

Although you know what you need, delivering integration solutions with the required speed, reach and affordability is a complex challenge.

BT Integrate
BT Integrate is a managed integration service that can radically reduce the complexity, time to deploy and the total cost of ownership of delivering your demanding business solutions.

By combining hardware appliances, industry-leading Enterprise Service Bus (ESB) software and BT’s networked IT and service management capabilities, BT Integrate delivers a networked ‘application communication environment’ that streamlines and accelerates delivery of core business processes. This service is economically attractive, rapidly scalable and can be customised to meet your most demanding requirements for resilience, performance and functionality.

And coupled with other BT services, such as Application Assured Infrastructure, BT Integrate can help you deliver even greater business performance.

BT Integrate’s five service components
BT Integrate is delivered through hardware integration appliances which are deployed to the required sites within your existing network. These appliances are dedicated and configured for your use, and optimised to run an embedded Enterprise Service Bus (ESB) software engine. Centralised management provides configuration and service performance monitoring tools, which is proactively managed by a 24x7 BT operations centre that also offers implementation, in-life management, and service assurance support. In addition BT can also deliver professional services ranging from integration skills for specific projects, through to strategic Service Oriented Architecture (SOA) planning.

BT Integrate: key benefits
Improve agility, flexibility and responsiveness:
- based on a hardware appliance optimised for application integration
- rich functionality of embedded Enterprise Service Bus engine
- bridges and adapters for linking to existing integration environments and applications
- connect, mediate and control services wherever they are deployed.

Speed up the execution of your change initiatives:
- ready-to-deploy service accelerates time to live deployment
- modular design, pre-proven to offer scalability, performance and resilience.

Deliver a higher quality of service across your organisation:
- resilience and performance within each BT Integrate component and solution
- high availability – and designed to meet business service level requirements
- managed in-life 24x7 by an expert team
- pro-active performance and service monitoring
- remote configuration, upgrade and maintenance
- fully managed or infrastructure-only service options.

Better manage costs – and reduce the need for specialist skills and knowledge:
- predictable cost of ownership with service-based pricing
- configured rather than coded integration approach
- distributed operation, centralised management and configuration.

Reduce the risk embedded in your existing integration infrastructure:
- BT’s proven design expertise and experience managing large-scale distributed service environments
- the managed service is designed, built and dedicated to meet your specific requirements
- a range of flexible security features.

Provide flexibility and scope to respond to future demands:
- consistent managed service from single to multiple sites and business-to-business scenarios
- increase scalability by simply adding additional appliances
- based on open standards and utilises Eclipse-based development tools
- intelligent routing and XML transformation support
- web services support.
Why BT?
We believe that our extensive, high levels of experience and expertise make BT’s approach unique.

- Major provider of networked IT services
- Core competence in world-class network service management
- 80% of FTSE 100 UK companies trust us to manage their networks
- 60% of the largest Forbes500 companies rely on us across the world.

If your organisation has one or more of the following needs, BT Integrate can provide the compelling solution to your specific challenges.

- Operating across geographically distributed locations, with requirement to connect, distribute and provide insight on business data, or implement new technologies such as RFID
- Transforming application silos into integrated business processes that flexibly connect business units with key customers and partners
- Employing a low risk approach to incremental service-oriented architecture (SOA) investment and development
- Reducing the complexity and improving the flexibility of your integration infrastructure to synchronise with changing business requirements.

Enabling the Service Oriented Architecture vision

“Over the next decade enterprises will move away from building their own integration and management infrastructure. Communications service providers are well positioned to deliver sophisticated service management environments that provide end-to-end support with simplified, business transaction level interfaces and policy driven management and controls.

The size and sophistication of the task is likely to persuade almost all enterprises to use utility services in the same way almost all enterprises acquire their power supplies from utilities. In effect, the network becomes the integration platform.

With BT Integrate, BT is starting to enable this vision.”

David Sprott, CEO and Principal Analyst, CBDI Forum

Find out more
Ask us how BT Integrate can benefit your organisation.
Email integrate@bt.com
or go to www.bt.com/uk/bt_integrate

Offices worldwide
The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc’s respective standard conditions of contract. Nothing in this publication forms any part of any contract.


Designed by Unigraph Limited 22593/05/06.

PHME 50305