



IBM **@**server™ iSeries™

IBM **@**server™ & TotalStorage™  
UNIVERSITY 2003

## **iSeries: Start Simple, Grow Fast!!! Selling eBusiness on the iSeries**

**Robin Clark**  
**Michael Martin**

# Agenda

- eBusiness Adoption
- Getting Started Selling eBusiness Solutions
- Mail Solutions
- Application Refacing Solutions
- Commerce Solutions
- Portal Solutions
- The iSeries Vision

# States of e-business Adoption

## Moving to eBusiness

### 1. *Extend Core Business Processes and Applications to the Web*

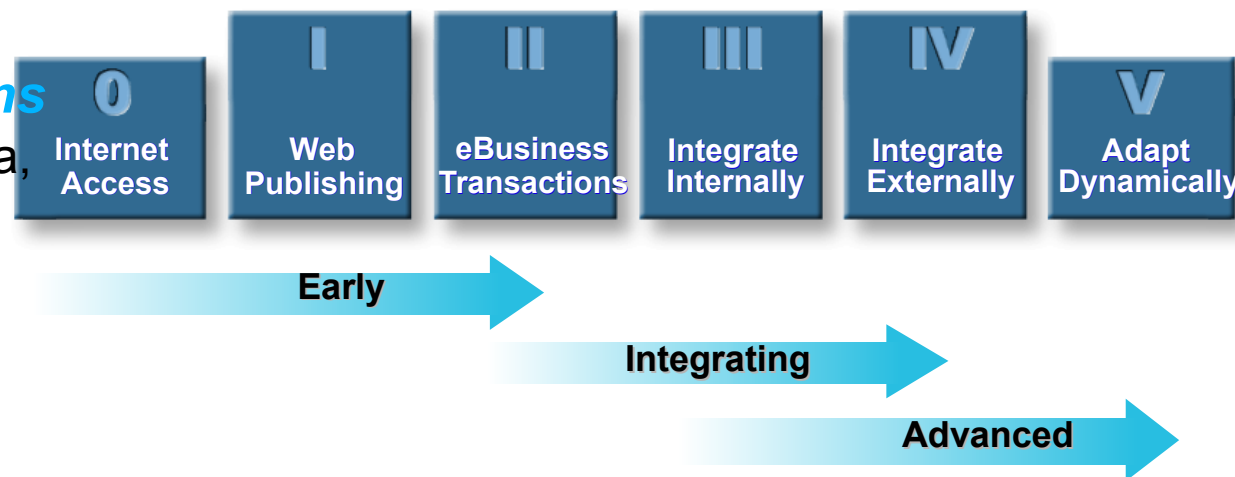
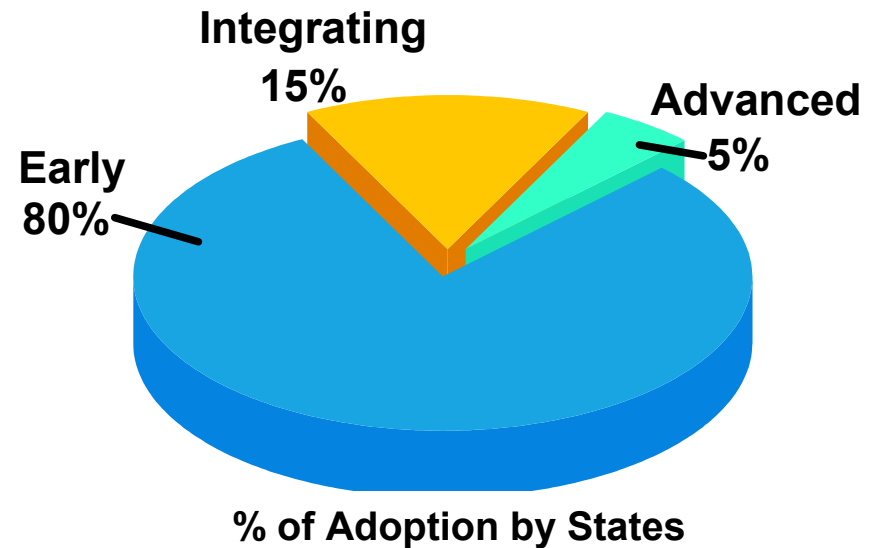
- ▶ Browser based User Interface
- ▶ Minimal change to underlying applications
- ▶ Minimal initial investment in skills

### 2. *Add New Logic to Existing Applications*

- ▶ Interoperability between Java and RPG, COBOL, etc.
- ▶ Full application integration

### 3. *Build New eBusiness Applications*

- ▶ eBusiness applications written in Java, RPG, COBOL with XML, etc.
- ▶ JSPs, Servlets

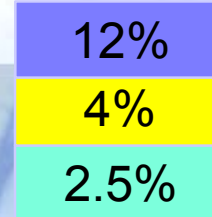


# e-business Evolution



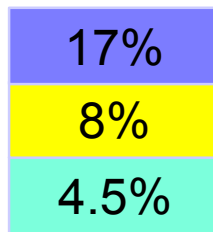
## Integrate Externally

- Integrate processes with partners & customers
- Create value networks



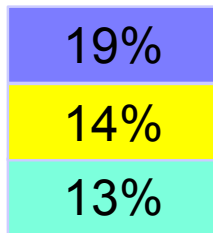
## Integrate Internally

- Integrate processes within the organization
- Integrate commerce site with existing processes



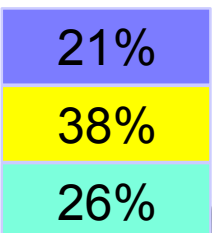
## e-business Transactions

- Customer self service
- e-commerce transactions



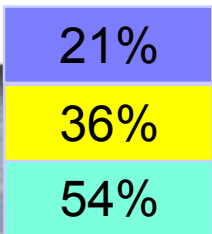
## Web Publishing

- Use the Internet internally
- Establish a multi-page Web site
- Some Customer self service



## Internet Access

- e-mail
- Web Site



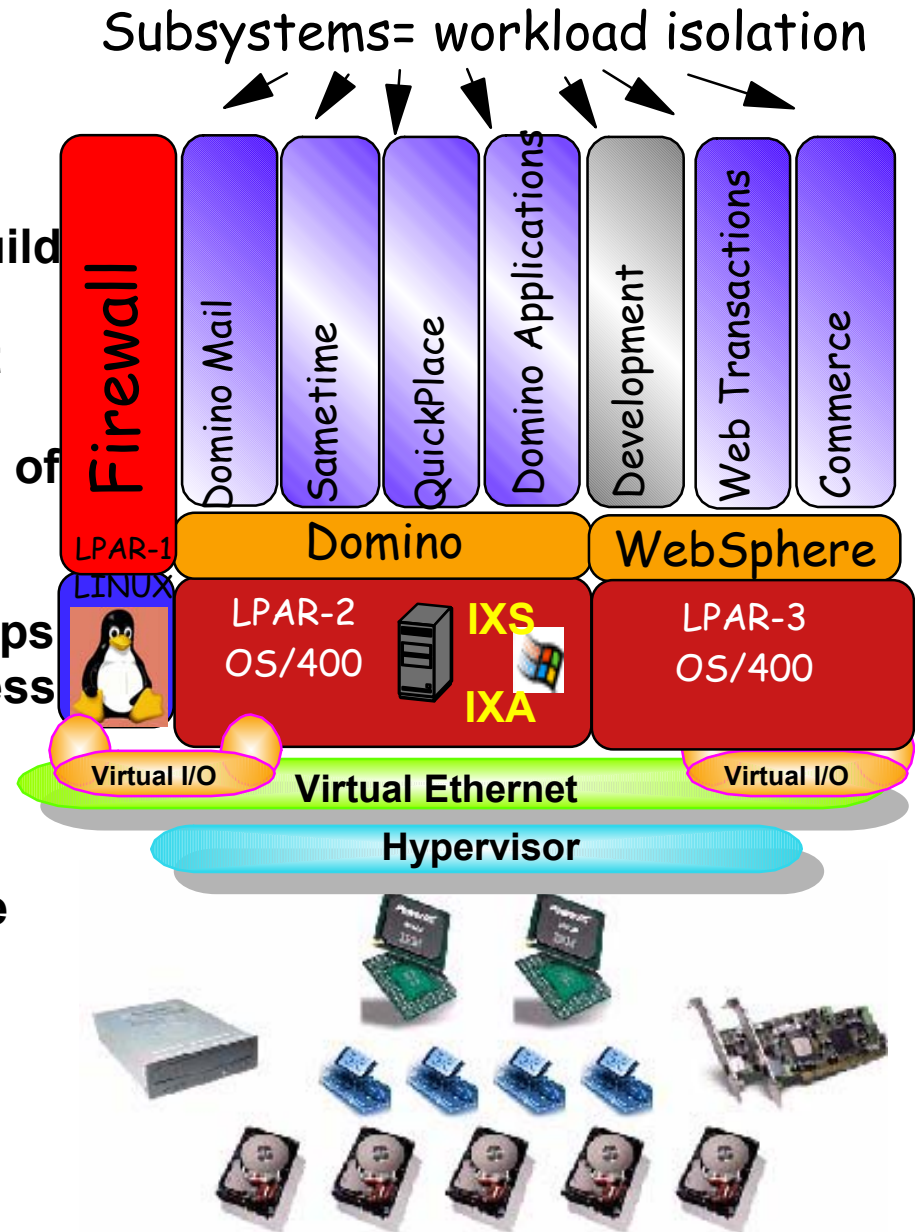
Large	1000+ employees
Med	100-999 employees
Small	20-99 employees

Source : The McKenna Group 2002

# Getting Started Selling eBusiness Solutions

# Where do I start & What should I do?

- Assess your current Business infrastructure
- Understand your business needs
- **Start Simple and Grow Fast**
  - ▶ "Consult" with your management team to build an eBusiness vision
  - ▶ Understand the iSeries packaging and how it gives an easy to implement vision
    - Implement the multi-workload capabilities of the iSeries
    - Leverage the cost savings
  - ▶ **"Start Simple"** with the small incremental steps that are easy to implement and ensure success
    - Start with e-mail solutions
    - Extend with WebFacing
    - Follow with a Portal Solution
  - ▶ **"Grow Fast"** with newly available WebSphere family members for iSeries
    - WebSphere Commerce
    - WebSphere Portal Enable



# Internet Access

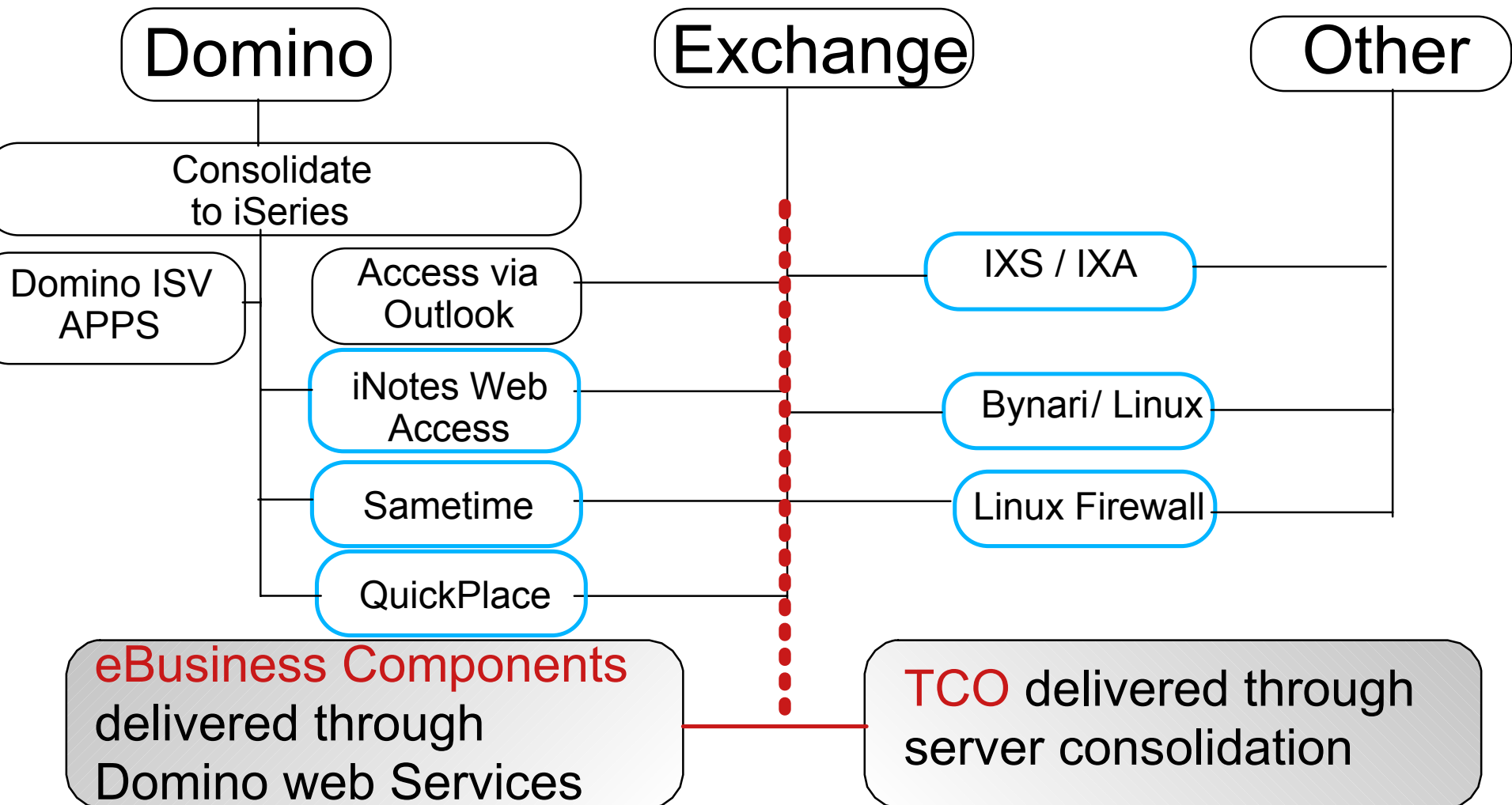
## Stage 0 of Adoption

The iSeries Enterprise Package includes Domino, an IXS and Linux, enabling the addition of this workload as a cost savings in the overall solution.

# Internet Access

- ▶ e-mail
- ▶ Web Site

## What e-mail solution are you using today?



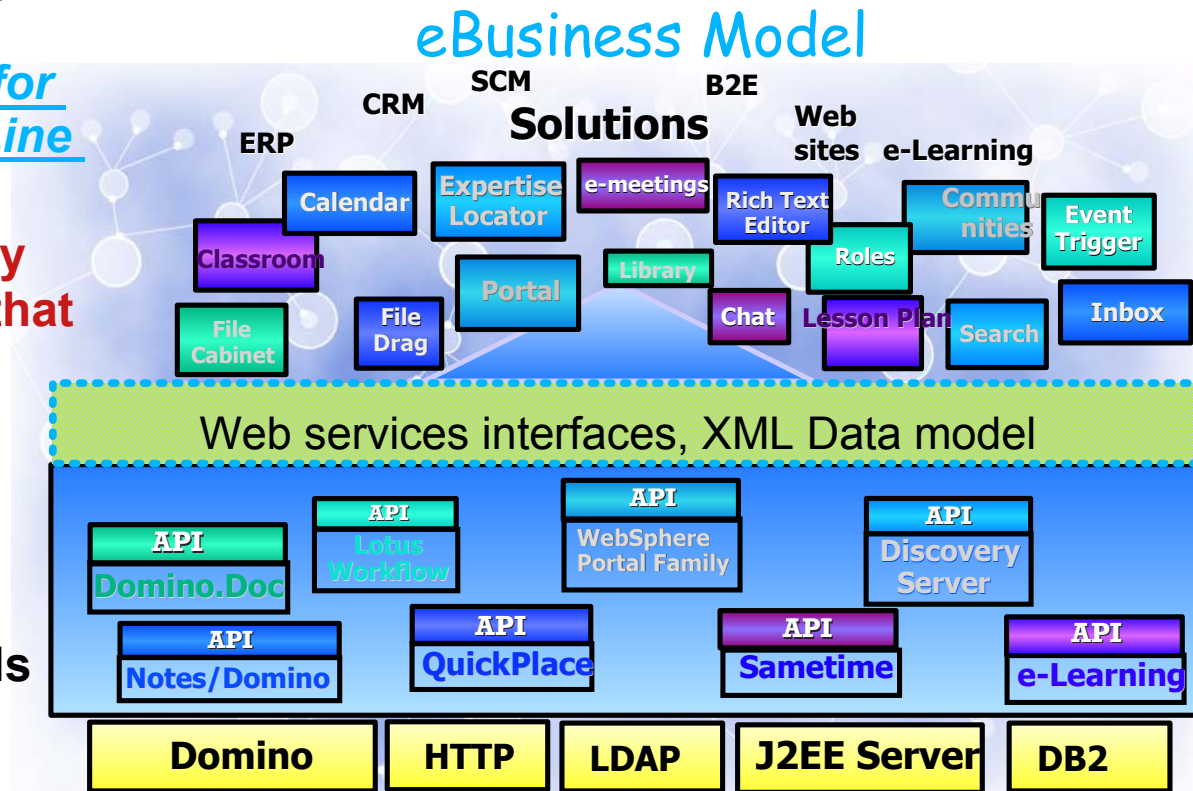


# Extending Domino

- Are you using Domino for e-mail?
  - ▶ **Understand the cost savings of Domino on iSeries**
    - Multi-Domino workloads
    - Extend your Domino (Exchange) environment with iNotes Web Access, Sametime, QuickPlace

- Have you considered using Domino for developing or complementing your Line of Business Applications?

- ▶ **Implement Domino as an easy way create web-enabled applications that can integrate to existing iSeries programs and data**
  - Website creation
  - Customer self-service
  - Launching foundation for WebSphere products (ie Portals and e-Commerce)



# Replacing Exchange

## ■ *Leverage iNotes for Outlook and iNotes Web Access*

- ▶ **Evaluate a browser based messaging solution**
  - iNotes Web Access winner of the Best Web Application (Network Computing 2002)
  - Potential lower cost of ownership due to browser access
  - Investigate iNotes Access for MS Outlook or the new Outlook 2002 Connector to keep Outlook as the desktop client

## ■ *Look for alternative messaging solution*

- ▶ **Bynari - Linux based solution**
  - Replaces the functionality of the Exchange server
  - Delivers e-mail and calendaring features
  - Up to 1/3 the cost of MS Exchange
  - [www.bynari.net](http://www.bynari.net)

### Did You Know

MS Licensing 6 includes a new program known Software Assurance. Under the program, rather than simply being able to upgrade their software when they want to--and when their budgets allow--companies would need to commit to buying operating-system and application upgrades ahead of time through an annual fee. MS raised fees anywhere from 33 percent to 107 percent, according to Gartner. (Fall 2002)

**Did You Know??**

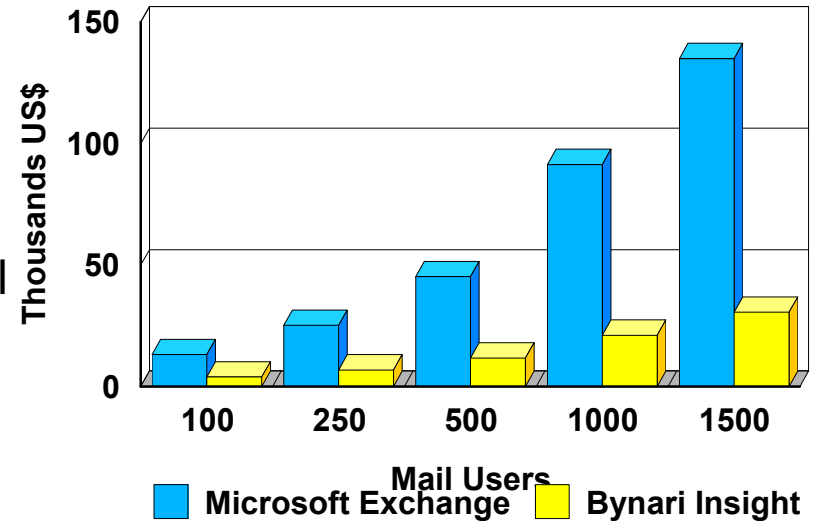
MS Exchange License = \$1,299  
 MS Exchange CAL= \$101 (11/2002)  
<http://www.microsoft.com/licenses>

**What is Bynari?**

- ▶ **Messaging and Collaboration Server**
  - Directory Services, Calendaring, Collaboration
- ▶ **Web Server**
  - Internet Mail Server (SMTP, IMAP, POP3, MAPI)
  - Internet Mail Spec Compliant
  - Based on open standards Interoperable with all versions of Microsoft Outlook, Netscape, and other leading mail clients
- ▶ **Runs on all IBM eServer platforms** and other manufacturers servers under Linux
- ▶ **Full-function Outlook client**
- ▶ **Based on Enterprise model architecture**

**Cost Savings...**

**Bynari Insight vs Microsoft Exchange Mail Server Costs**



**Are you a Bynari Candidate?**

- ▶ **Do you have indirect employees who need simple e-mail (ie. manufacturing)?**
- ▶ **Are you using Exchange today?**

**Pricing...**

Insight Server & 250 User Pack - \$8,250  
 Insight Server & 1500 User Pack \$29,995

**Contact:**

US. : 1-800-241-1086 ext. 32  
 International: 011-214-350-5772 ext.32  
 Technical Support: support@bynari.net  
 Pre-sales Support: presales@bynari.net

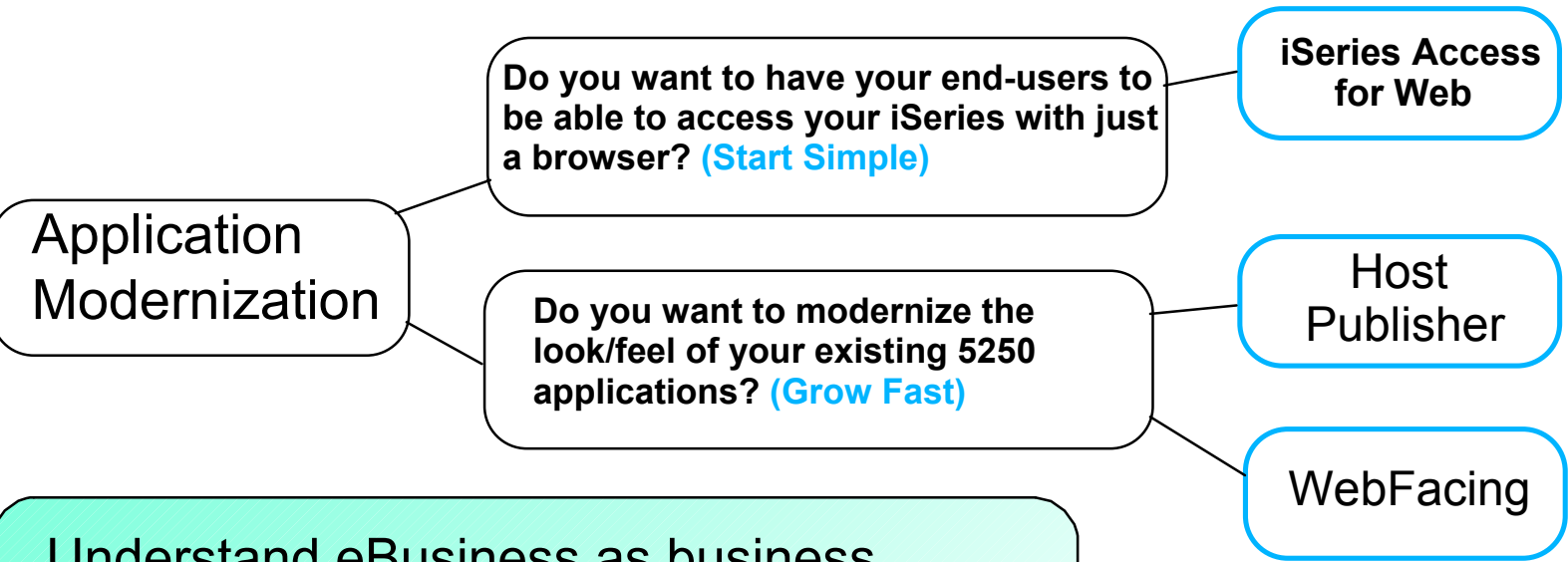
# Web Publishing

## Stage 1 of Adoption

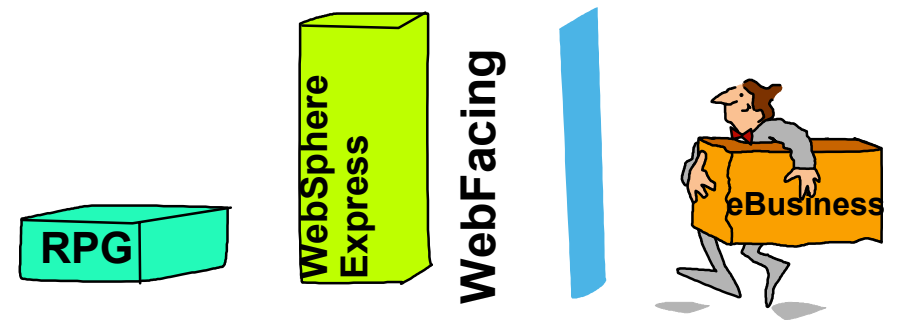
# WebPublishing

- ▶ Use the Internet internally
- ▶ Establish a multi-page Web site
- ▶ Some Customer self service

## Are you looking to modernize your Apps?



Understand eBusiness as business transformation, not rewriting your apps in Java (™)!!! (Remember RPG still rules the back office) **Application Modernization w/ WebSphere Express is the building block to eBusiness**



# iSeries Access for Web

*This is the easiest way to get started!*

## Provides access to iSeries through a browser

- Can access database, integrated file system, printers, output queues
- Can run batch commands, send/receive messages, work with jobs, create and send .pdf and .xml

## It has the following advantages:

- Is server based, implemented using Java Servlet technology
- Is lightweight, requiring only a browser on the client, no applets installed on desktop
- No configuration required at desktop
- Uses industry standard protocols - HTTP (port 80), HTTPS (port 443) and HTML

*It also introduces WebSphere into the account!*

### My Personal Folder Print ★

- Printer output, printers
- Internet Printers
- Printer shares
- Output Queues

### Database

- Tables, Run SQL
- My Requests
- Copy Data to Table
- Import Requests

### 5250 ★

- Start 5250 Session

### Commands

- Run commands (Batch)

### Files

- Browse Files (in IFS)
- File Shares (in NetServer)

### Messages

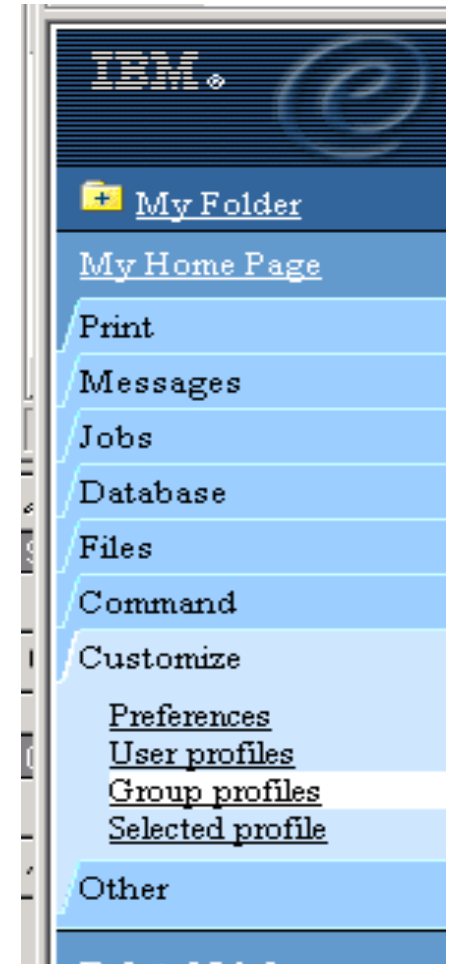
- Display & Send Messages
- Operator Messages
- Message Queue

### Jobs ★

- User Jobs
- Server Jobs

### Customize

- Administrator controls access to functions by user or group of users:
  - Can customize front page
  - Can limit what tasks can be performed



★ (Star) = New in iSeries Access for Web V5R2 (5722-XH2)

# iAW Main Web Page - traditional users familiar with iSeries



url address is: [www.<iseries>.com/webaccess/iWA](http://www.<iseries>.com/webaccess/iWA)

IBM & IBM Business Partner Use Only Until Announced

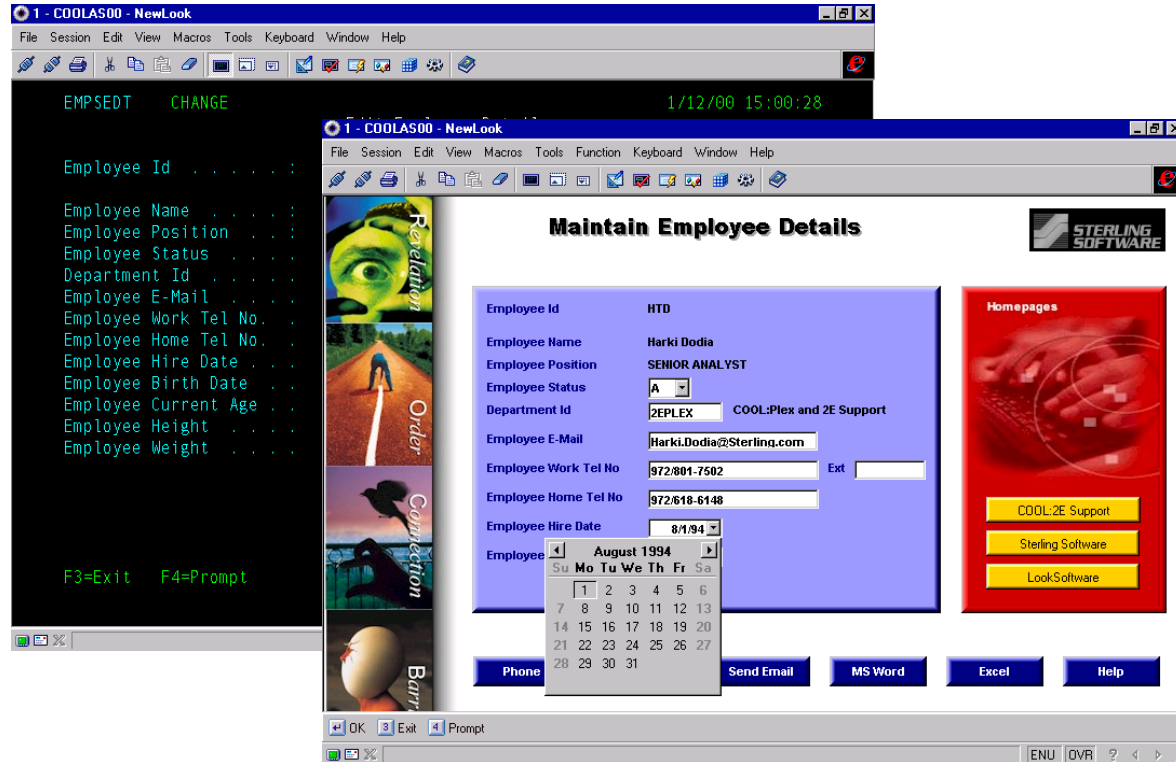
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# The Next Step: Application Refacing Solutions

## WebSphere Products Available!

- WebSphere Host Publisher
- WebSphere Development Studio (Web Facing)





# WebSphere Host Publisher

## Enables users to run 5250 host applications

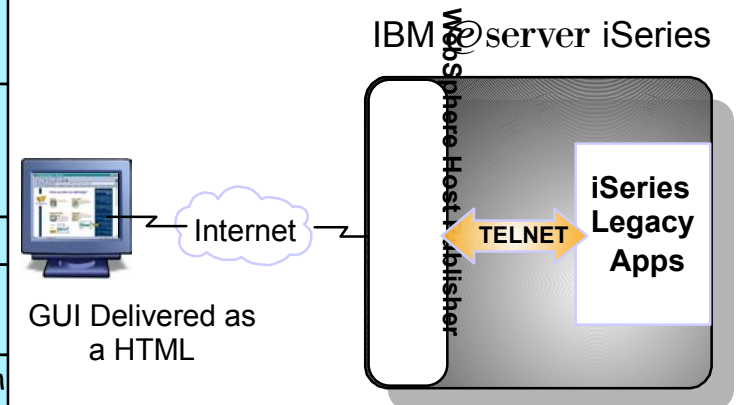
- Is integrated with iSeries Access for Web

## Enables programmers to replace traditional green screens with a Web look and feel

- These 5250 applications can then be run directly from any standard Web browser.
- Host Publisher allows you to integrate multiple sources of data, including host and database applications, into a single Web page with no change to the back end applications.
- Host Publisher Studio provides the ability to:
  - Modernize existing 5250 applications--selected parts or entire application
  - Modernize existing host Java applications--selected parts or entire application
  - Create database applications
- No need to touch (or have) source code

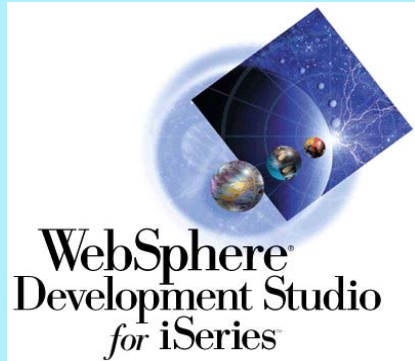
Business value	Leverage existing applications
- Compatibility with WebSphere family	- Use Host Publisher to produce first successful WebSphere application
- Web-enable legacy applications with little or no coding	- No change to existing applications
- Webify" lower priority applications quickly, - in parallel with other projects	- Utilize existing applications and data as components for web applications
- Build on common skills	- Feature/Function
- Capture legacy data and logic in reusable Java beans	- Combine data from 3270, 5250, VT, JDBC and Java data sources
- Produce web results quickly	- Focus Java programming skills on high priority projects

<http://ibm.com/software/webservers/hostintegration/>



# WebSphere Development Studio

## Announcing:



### ONE PRODUCT: ALL TOOLS

All host compilers and tools

- ✓RPG, COBOL, C, C++
- ✓ADTS (PDM, SEU, SDA, RLU, DFU)
- ✓"open" IDE workbench

### WebSphere Development Studio Client (WDSc)

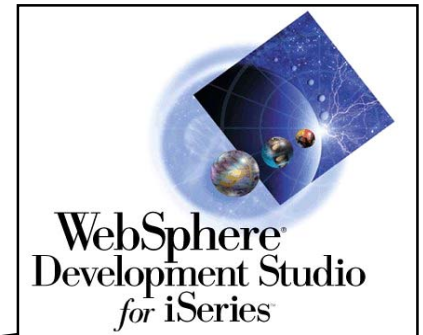
- ✓CODE
- ✓VisualAge for RPG
- ✓Java Tools
- ✓Web Tools
- ✓Web Services Tools
- ✓Remote System Explorer
- ✓XML Tools

### ✓WebFacing

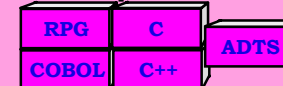
- 5722-WDS: V5R1 & V5R2
- [ibm.com/software/ad/wds400](http://ibm.com/software/ad/wds400)

If you have any of the following products (5769-CB1, 5769-CL3, 5769-CX2, 5769-CX5, 5769-PW1, 5769-RG1, 5769-WDS) you are entitled to a **no additional charge upgrade to 5722-WDS** if customer has a current software subscription contract.

70,000 copies shipped to date



## WebSphere Development Studio



iSeries



Client

WDSc

Team			WAS Unit Test Environment				
Projects	Plugin Tools	Java Tools	Web Tools	AppSrvr Tools	WebSvc Tools	XML Tools	DB Tools
UI F/W							
iSeries Projects		iSeries Extns	iSeries Extns		iSeries Extns		
Remote Systems Explorer		<b>WebFacing</b>					

**WebSphere Studio Site Developer - Advanced (WSSDa) + iSeries Tools**

# WebSphere Web-Facing

## WebFacing Tool

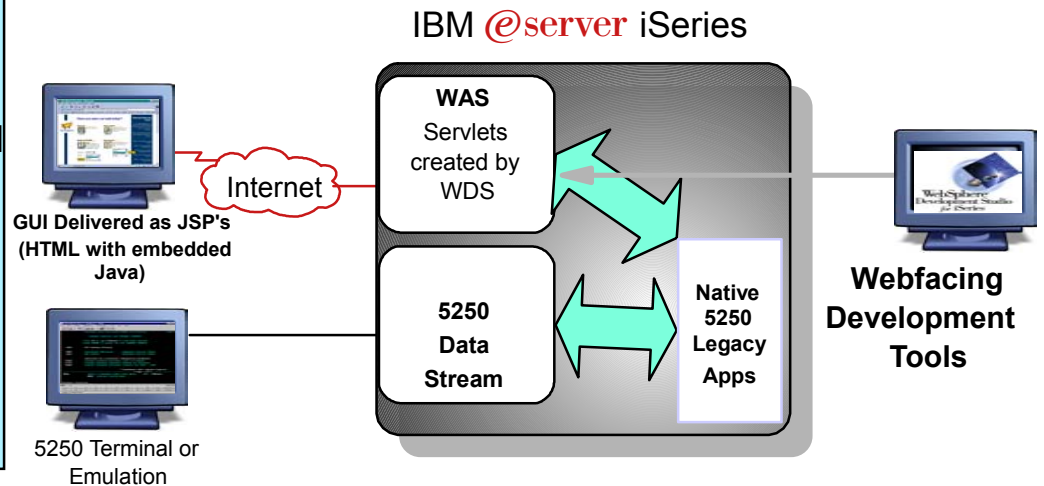
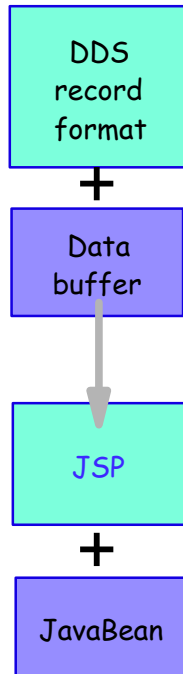
- Creates a Web interface for 5250 applications using standard JavaServer Pages, servlets and JavaBeans
  - Runs with WebSphere Application Server
  - Web interface can be customized with WDS or any Java tooling
  - Web interface can also be customized within CODE designer
- No changes to the 5250 application
  - Supports both 5250 and Web interface
- Must have source code

## Customer Benefits

- 5250 applications can be Web enabled quickly, easily and cost effectively
  - 5250 green screen applications can be converted and hosted on WebSphere Application Server in hours
  - 8 step conversion process is easy
  - No separate tooling or run-time charges
- No dual maintenance for the application
  - WebFaced application supports both a 5250 and Web interface
- Web look-and-feel
  - Customization capabilities deliver good Web appearance
- Positioned to extend application in future...

## What are the Steps?

1. Start the new WDS 4 iSeries
  - import DDS Source from the server
  - specify the CL command used to start the app and the text desired for the Web page link
  - select style
2. Run the Create WebFacing Project wizard
3. Convert DDS to JSPs and beans
4. Update publishing information
5. Deploy the files to WebSphere Application Server
6. Ensure that a WAS instance is up and running
7. Invoke the first page - Invocation page=index.html
8. Iteratively improve the look ...



# Case Study - Xperia Solutions, USA



The screenshot shows the Xperia website banner. On the left, the Xperia logo is displayed with the tagline "Solutions built around experience." Below this, the text reads "INNOVATIV Hosted Solutions Program" and "A New Way of Business for Fashion Importers." A "Learn More" button with a right-pointing arrow is located at the bottom right of this section. On the right side of the banner, there is an image of a woman pointing at a screen, with a line of stylized human figures holding hands and climbing upwards, symbolizing growth and collaboration. The text "Xperia EXECUTIV™ Series Software Solutions" is positioned above the image. Below the banner is a navigation menu with the following items: Company, Solutions, Applications (highlighted in yellow), Services, Alliances, Support, Careers, and Contact Us.

## Business Challenges

- Deliver a Web-enabled solution to the apparel manufacturing marketplace quickly and cost effectively
  - Needed an Internet based solution to compete effectively in this multinational marketplace
  - Demonstrate their e-business capabilities to their customers
- Solution**
- WebSphere Development Studio for iSeries
  - A WebFaced application supporting both 5250 and Web interface

# Host Publisher / Web Facing Comparisons

## Host Publisher

- Part of iSeries Access Family
- Data source can be 5250 (3270, VT) or a database with JDBC interface
- Can integrate OS/400 system UIM screens into application
- Users can be given access to only some of the application's screens
  - Thus, can reduce complexity of application and improve end user productivity
- Multiple data sources can be combined into a single application to create a composite application
- Creates Integration Objects and reusable Java beans and JSPs. Can output data from one Integration Object as input to another.
- Don't need source code - 5250 program runs 'as is'

## Web Facing

- Part of WebSphere Development Tools for iSeries
- Data source is 5250 screen
- Fast path to globally convert applications to run in a browser
- Users will see all application screens, one-for-one conversion of application screens
  - Good for interactive applications
- Need DDS source code - converts DSPF DDS source to JSPs and Java Beans.
- No change to 5250 program -- it runs 'as is'

# RoadMap to application refacing

## 1) Start with WAS V5 Express

- Per processor charge OR internal per user charge options

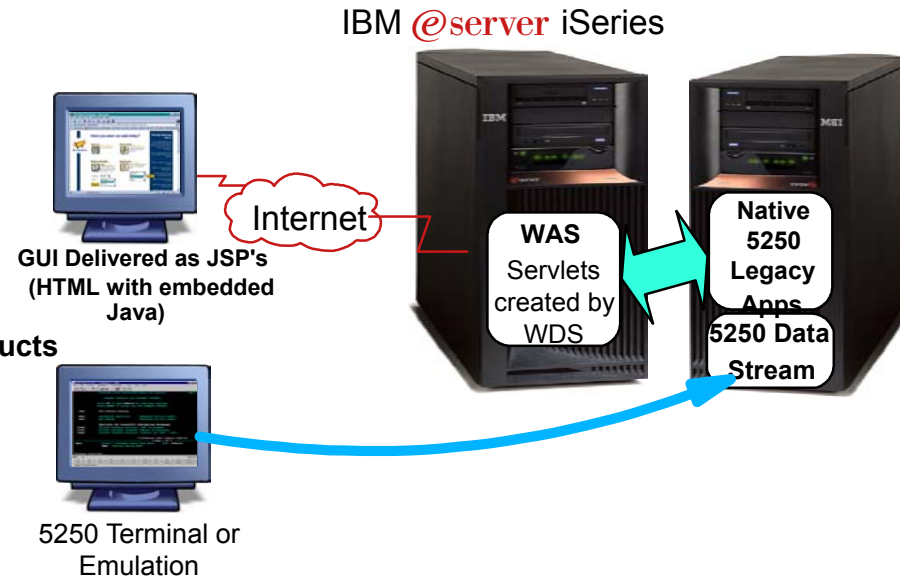
## 2) Choose WebSphere utility to use for refacing application

### ► Web Facing

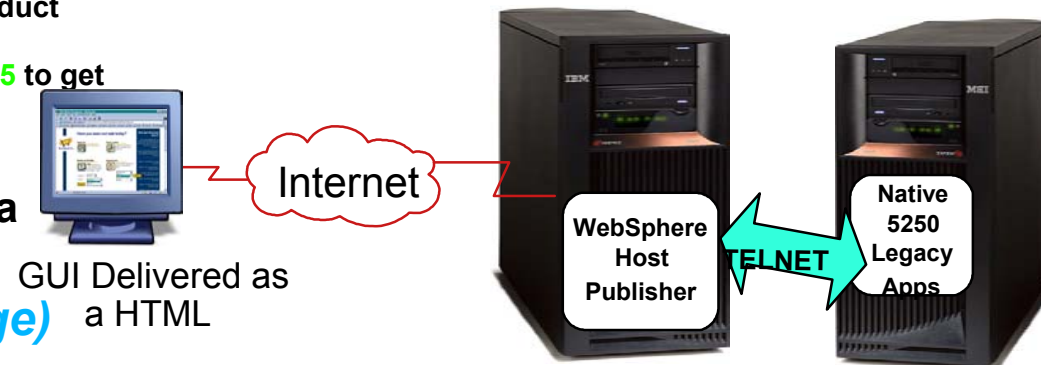
- part of WebSphere Development Studio 5722-WDS
  - ◆ (no charge upgrade w/ software subscription from following products (5769-CB1, 5769-CL3, 5769-CX2, 5769-CX5, 5769-PW1, 5769-RG1, 5769-WDS))
- Need Source Code
- Users will see all application screens, one-for-one conversion of application screens

### ► Host Publisher

- Part of iSeries Client Access Family (V5R1, V5R2 Product No. 5722-XW1)
  - ◆ If you received 5722-XW1 prior to 9/28/01 Order no-Charge Feature No. 2644 of Product No. 5722-XW1 to get iSeries Client Access Family (V5R1, Product No. 5722-XW1)
  - ◆ Customers at V4R5 who have Client Access Family Product (5769-XW1) Order no-Charge Feature\* No. 2643, Product No. 5755-AS5 to get
- Don't need Source code
- Multiple screen and/or data sources can be combined into a single application to create a composite application



IBM @server iSeries



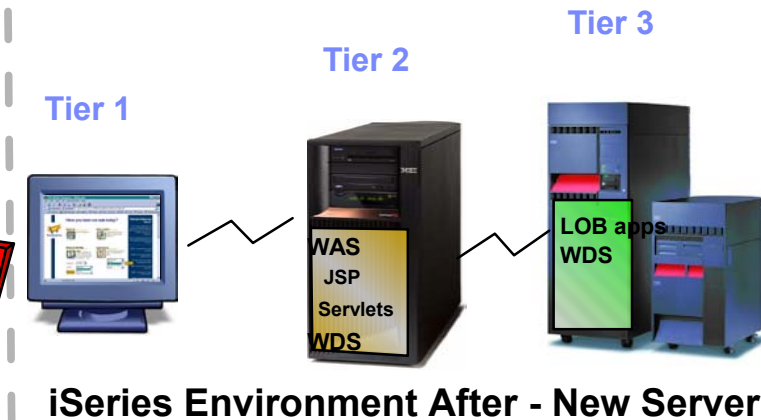
## 3) Choose the proper tiered solution (next page)

# Roadmap to application refacing (tiered solutions)

## Refacing solutions.... (leveraging the iSeries)

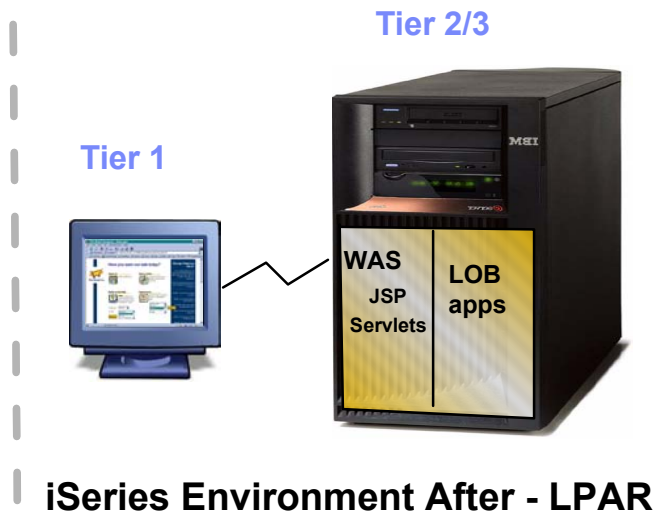
### Add middle tier application server

- Separate LOB from WebSphere
- Implement using separate iSeries server footprint
- Smaller software tier
- well positioned for Linux firewall



### Use LPAR to add WebSphere

- single server (requires LPAR)
- WebSphere requires 500 CPW
- may require hardware upgrade
- may increase software tier
- well positioned for Linux firewall



## Other Application Refacing Solutions

### ■ **Seagull Software**

- [www.seagullsw.com](http://www.seagullsw.com)
- LegaSuite



### ■ **Jacada, Ltd.**

- [www.jacada.com](http://www.jacada.com)
- Jacada Interface Server



### ■ **Look Software**

- [ww.looksoftware.com](http://ww.looksoftware.com)
- newlook



### ■ **System Objects**

- [www.systemobjects.com](http://www.systemobjects.com)
- JACi/400



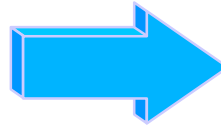


# eBusiness Transactions

## Stage 2 of Adoption

## eBusiness Transactions

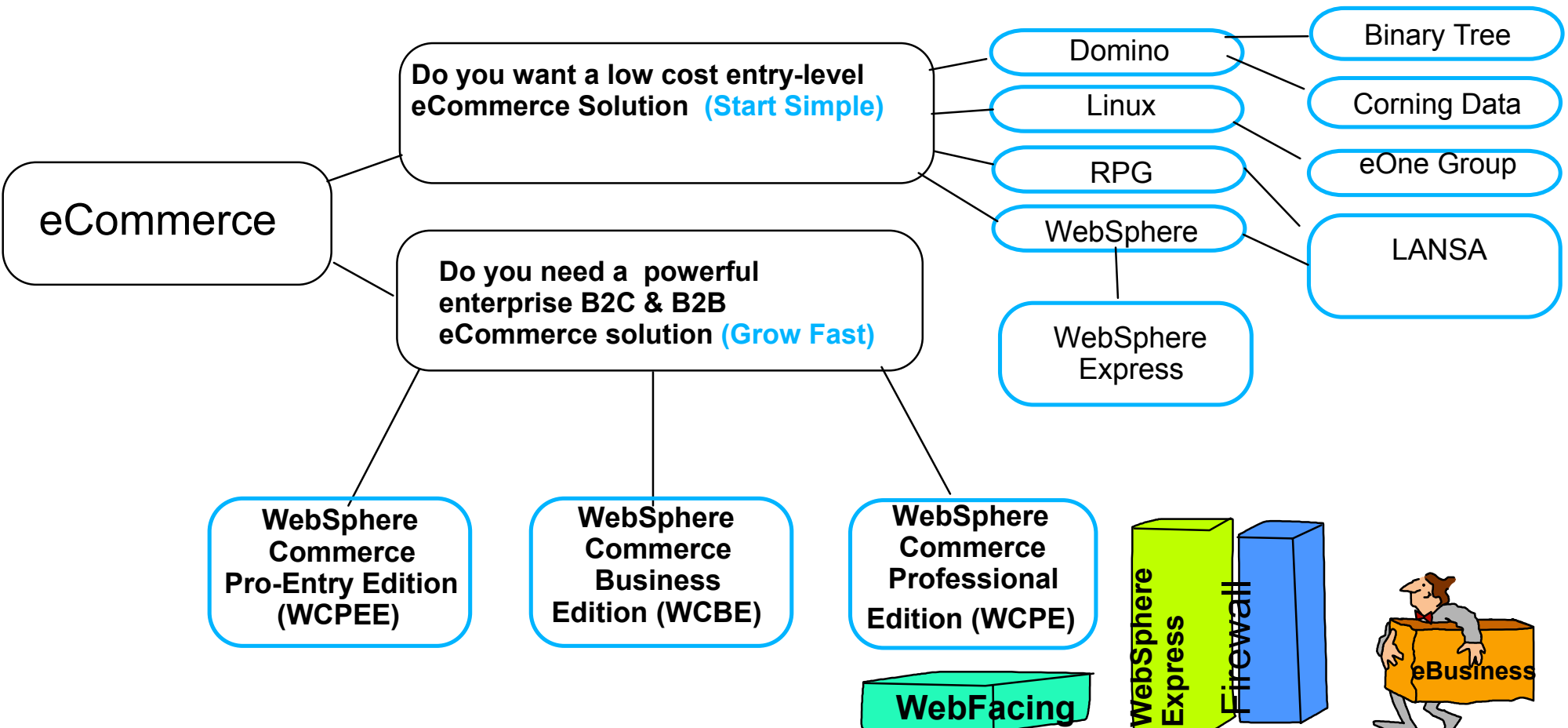
- ▶ Use the Internet internally
- ▶ Establish a multi-page Web site
- ▶ Some Customer self service



## Integrate Internally

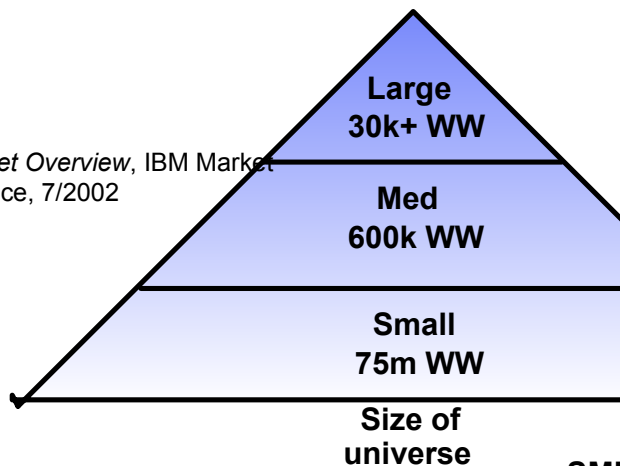
- ▶ Integrate processes within the organization
- ▶ Integrate commerce site with existing processes

# Are you looking to build an eCommerce Solution?



# Market Opportunity

Midmarket Overview, IBM Market Intelligence, 7/2002



**SMB Middleware Opportunity by Co. Size (\$B)**

	2002	2003	2004	CAGR
Large	8.6	10.3	11.6	16%
Medium	6.7	8	9	17.3%
High Medium	4.4	5.3	6.1	17.3%
Small	16.9	20.8	23.8	18.8%
<b>Total SMB</b>	<b>36.6</b>	<b>44.4</b>	<b>50.5</b>	<b>17.7%</b>

**SMB Software Opportunity by SWG Segment (\$B)**

	2002	2003	2004	CAGR
Transformation and & Integration	10.5	12.8	14.6	18%
Leverage Info	11.3	13.5	15.2	16%
Leverage Know How	2.9	3.5	4	17.7%
Manage Technology	11.9	14.7	16.8	18.9%
<b>Total SMB</b>	<b>36.6</b>	<b>44.4</b>	<b>50.5</b>	<b>17.7%</b>

**SMB Software Opportunity by Solution (\$B)**

	2002	2004	CAGR
CRM	1.4	2.3	35.8%
ERP	2.2	3	17.3%
SCM	6.9	9.6	19%
Other Enterprise Apps	2.9	4.1	20.3%
Collaboration	1.6	2.2	18.3%
Consumer App	.46	.7	23.4%
<b>E-commerce</b>	<b>.323</b>	<b>.728</b>	<b>51.2%</b>

SWG Small and Midmarket Customer Set (SMB) Strategy for 2002, 11/2001

## Binary Tree EZ-Merchant

### EZ-Merchant

Binary Tree Inc.

<http://www.binarytree.com/ezmerchant>

- Binary Tree's **Domino**-based e-commerce package
- Quick to install, easy to use and customize
- Site Creation Process- the 7-Step Wizard
- Interface via Lotus Notes Client
- Functional site in under one hour!
- Integration into back office data (DB2/400) and applications
- All Notes-based site administration
- Different payment methods including settlement via ROI ECard product
- Leveraging Domino Value Proposition
- Dramatically lower costs and time spent on interactive web development
- Maximizing use of existing iSeries applications and data
- eTeam Portal capability

### *ezMerchant Collaborative Commerce Suite*

Our suite of products include ezMerchant™, Collaborative Application Portal and Navitas. The products enable companies to build transaction-enabled web sites and portals without major investments. Using customizable graphics templates, secure customer registration options, and built-in tax/shipping calculations, ezMerchant Collaborative Commerce Suite delivers control over web-based transactions and order fulfillment.

### *DSD Merchant*

DSD Merchant features ezMerchant™ Collaborative Commerce Suite. This solution combines IBM's iSeries (Dedicated Server for Domino) hardware with Binary Tree software and services. DSD Merchant provides a more reliable and affordable alternative for the small to medium-sized company.

[www.binarytree.com](http://www.binarytree.com)



Until Announced

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# Corning Data Service Port/400

**ServicePort/400** is the business-to-business self-service web solution developed by Corning Data Services.

ServicePort/400 integrates seamlessly with your ERP system to allow secure, real-time retrieval and reporting of enterprise information for:

- Customers
- Sales Staff
- Internal Support Staff
- Vendors
- WebSphere Commerce Integration

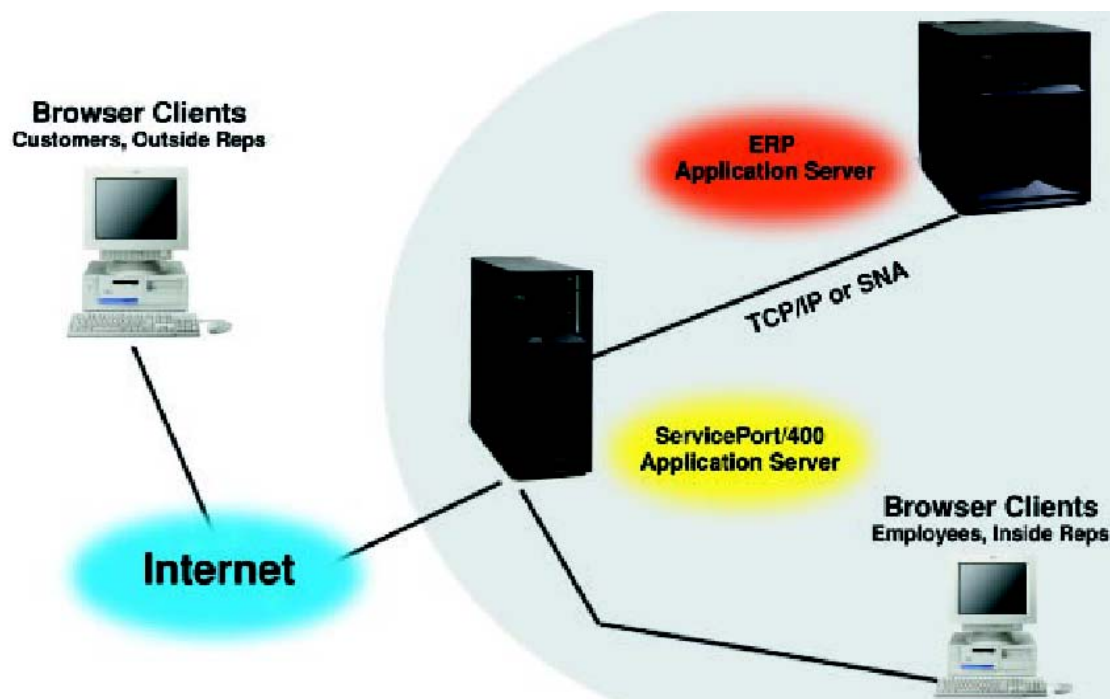
Built with Lotus Domino technology and deployed on the IBM iSeries Dedicated Server for Domino, ServicePort/400 provides fast, secure, seamless, and easy to use access to your enterprise information.

[www.corningdata.com](http://www.corningdata.com)




**\*\*\*Allows you to leverage the significant investment made in business applications and mission critical information.\*\*\***

**\*\*\*ServicePort/400 delivers quick ROI and low cost of ownership like no other solution in it's class\*\*\***



## eBusiness Solutions

 delivers a Linux based B2B and B2C eCommerce solution that is great for the SMB customer who is looking to leverage eBusiness Solutions.

- ▶ Are your customers looking for e-commerce solutions but don't want the complexity of WebSphere... check this out!!
- ▶ [www.eonegroup.com](http://www.eonegroup.com) call Steve Romweber 4317.280.9105



ERP iSeries Linux-based solution can provide improved benefits—including greater stability, reliability, scalability, performance and cost savings. The offering helps empower manufacturers to collaborate more effectively over the Internet, improve customer service, deliver products faster and make better business decisions.

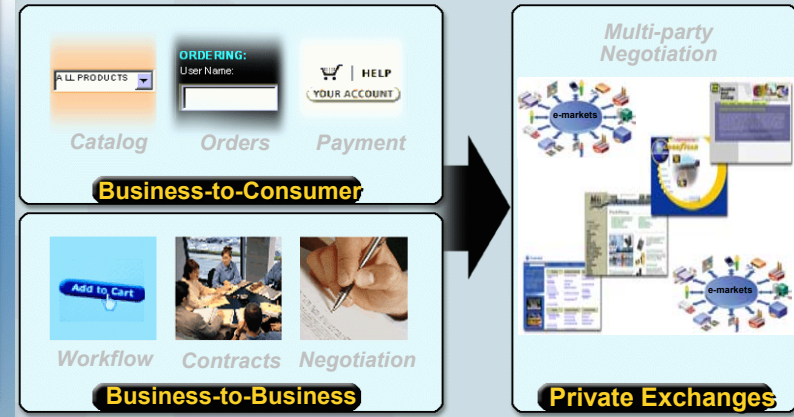
- ▶ Are your customers looking for a low cost solution that extends their ERP solution to browsers, wireless devices and more, give MAPICS a look!
- ▶ [www.mapics.com](http://www.mapics.com)

# Lansa Key Opportunity Areas

- **Complete Industry Solutions**
  - ▶ Turnkey solutions for Industry Driven Initiatives
    - UCCNet (CPG, Retail) - LANSA is only Preferred Certified Partner on iSeries
    - HIPAA (Health)
    - Covisint (Automotive)
  - ▶ Drives New eServer Hardware or Upgrades depending on solution
- **Self-service Electronic Commerce**
  - ▶ LANSA Commerce Edition Self-service - complete turn key solution in 4-6 weeks
  - ▶ Fast backend integration for 23 ERP solutions
  - ▶ Outbound Web Server - Drives new eServer footprint
- **Business to Business Direct**
  - ▶ LANSA Integrator - 100% Java services that integrate with any business using any protocol (SOAP-Web Services, WebSphere MQ Series, XML Parsing, XSL Transformation, FTP, HTTP, HTTPS, SMTP, and POP3)
  - ▶ AS2 Certification from the Drummond Group - In Process (1Q03)
  - ▶ Increases CPU cycles - Drives Upgrades, can run on WAS Express
- **Cross Server Application Development**
  - ▶ LANSA 4GL & LANSA for the Web: Develop native applications for 7 server platforms
  - ▶ Deploy to any user interface (5250, Browser, Windows, Portal and Wireless)
  - ▶ Increases CPU cycles - Drives eServer Upgrades, can run on WAS Express
- **Contact:**
  - ▶ Al Grega, Director Business Development
  - ▶ al.grega@lansa.com
  - ▶ 631.447.7586

# WebSphere Commerce Suite 5.4

**WebSphere Commerce Suite** provides powerful tools for creating dynamic e-commerce sites in the B2C, B2B and e-marketplaces environments that reduce sourcing and transaction costs by integrating web sites with business-critical systems like inventory, order processing and shipping. WebSphere Payment Manager and WebSphere Application Server Advanced are part of WebSphere Commerce Suite.



## WebSphere Commerce Professional Entry Edition \$22,400

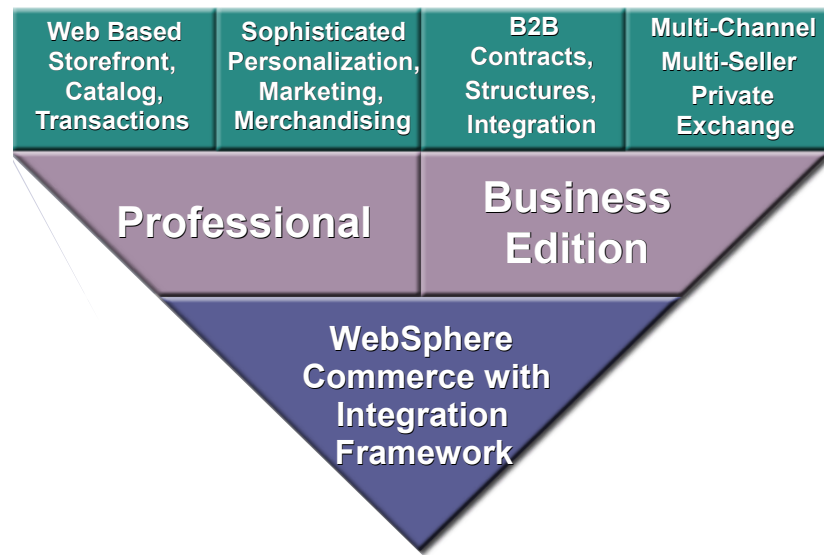
- Single Store, Single processor
- Same functionality as WCPE (Sametime NOT included)

## WebSphere Commerce Professional Edition (WCPE) \$89,600 per CPU

- New WCPE function over V5.1 includes improvements in:
- Order management, catalog editing, commerce accelerator, live help collaboration, commerce analyzer, auctions and payment management
- Also includes some basic B2B functions

## WebSphere Commerce Business Edition (WCBE) \$140,000 per CPU

- WCPE function plus significantly more B2B functionality
- Sell-side managed contracts, RFQ's, approvals workflow, requisition lists, buyer/seller collaboration, advanced user management and access control
- Both WCPE & WCBE are priced per processor and include an entitlement for a maximum of 5 stores





# Case Study: Things Remembered

## Business Need:

Increase customer conversion rate by adding personalization and enabling up-selling

Results: Doubled holiday sales, conversion rate increased 50%, revenue increase 8-10%/transaction

- 1,400 SKUs
- 100,000 shoppers/day
- MQ connection to credit card

The screenshot shows the Things Remembered website interface. At the top right, there is a 'My Account' link and a shopping cart icon with a 'Check Out' button. The main header features the company logo and phone number (1.800.274.7367). Below the header are navigation tabs for 'Welcome', 'Weddings', 'Business', 'Shop By Brand', and 'New Arrivals'. A search bar is located on the left with a 'GO!' button. A sidebar on the left lists categories under 'Shop By:' including 'GIFTS FOR' (Her, Him, Babies & Children, The Couple, Friends, Boys, Girls, Teacher) and 'OCCASION' (Birthday, Anniversary, New Job/Promotion, New Baby/Shower, Graduation, Retirement, Religious, Housewarming, Goodbye/Good Luck). Below this is a 'SENTIMENT' section with options like 'Love & Romance', 'Congratulations', 'Friendship', and 'Thank You'. The main content area has a sub-header 'Things engraved are Things Remembered' and a list of services: personalization, gift advisor, gift services, store locator, and customer service. A central image shows a man writing in a notebook. Below this are three product listings: 'Make-A-Wish® Star Keepsake Box With Stones' (\$34.95), 'Wine & Roses Heart Trinket Box' (\$29.95), and 'Copper Leaf Frame' (\$19.95). At the bottom right, there is a 'Make-A-Wish® 2002 Ornament' promotion and a 'Sign In' button with the text 'or create a new account'.

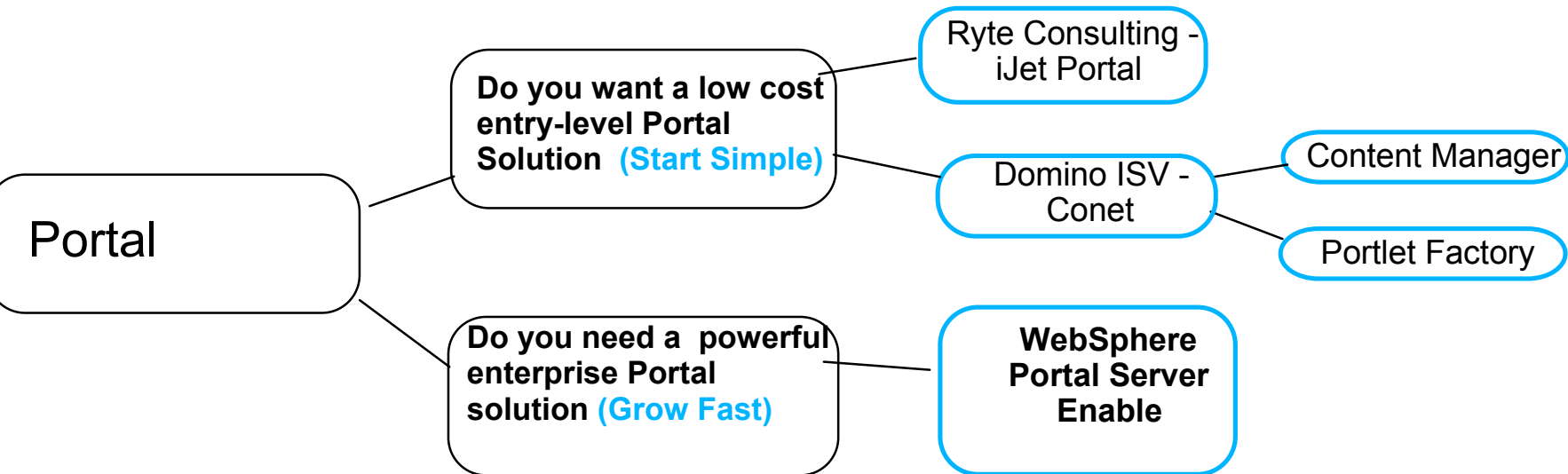
# Integrate Internally and Externally

## Stages 3 and 4 of Adoption

# Integrate Externally

- ▶ Integrate processes with partners & customers
- ▶ Create value networks

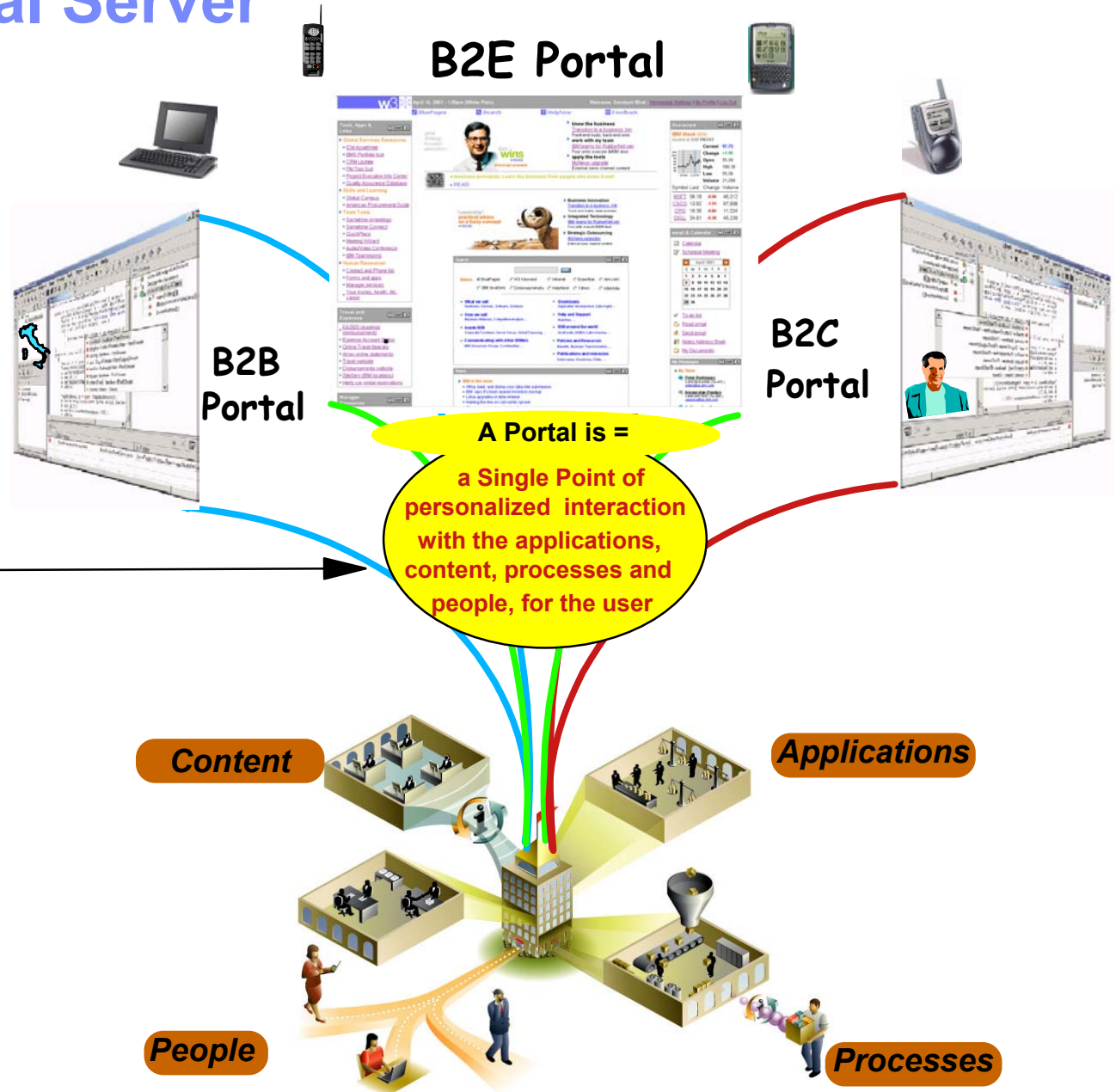
## Are you looking to build a Portal Solution



# The Role of a Portal Server

Role of Portal

Role of Business Integration



# What's a Portal to do?

Creates a dynamic workspace which provides a positive experience with the relevant information & communication, so you can take the right action

The screenshot shows an IBM portal interface with the following components and annotations:

- Header:** "w3" logo, date "April 10, 2001 - 1:30pm (White Plains)", and user "Welcome, Sandesh Bhat - Homepage Settings | My Profile | Log Out".
- Navigation:** "BluePages", "Search", "HelpNow", "Feedback".
- Left Sidebar:**
  - Tools, Apps & Links:** Skills and Learning (Global Campus, Americas Procurement Guide), Team Tools (Sametime meetings, Sametime Connect, QuickPlace, Meeting Wizard, Audio/Video Conference, IBM Teamrooms), Human Resources (Contact and Phone list, Forms and apps, Manager services).
  - Download Central:** Test software is now available at ISSI website, System...
  - Travel and Expenses:** EA2000 (expense reimbursement), Expense Account Status, Online Travel Itinerary, Amex online statements, Travel website, Disbursements website, SiteServ (IBM locations), Hertz car rental reservations.
- Main Content Area:**
  - Advertisement for "great strategy-focused execution" with "ibm wins" logo and "transcript available".
  - Section "know the business" with links: "Transition to e-business: KM", "work with my team" (IBM teams for RubberNet win), "apply the tools" (MyNews upgrades).
  - Section "e-business principals: Learn the b..." with a "READ" link.
  - Section "Discussion Groups Knowledge & Expertise Location" (circled in red).
  - Section "IBM Discussion Groups" with sub-sections: Hardware (discuss.hardware.server.m80, discuss.hardware.thinkpad.600), Software (discuss.software.html, discuss.software.java.ejb), News and Articles (discuss.news.announce, discuss.news.articles, discuss.news.wheris).
  - Section "Learning Resources" with links: Global campus releases, new WebSphere courses, Global Campus, eLearning Services, IBM University Connection, Redbooks.
- Right Sidebar:**
  - Scorecard:** IBM Stock (IBM) Quoted at: 2:37 PM EST. Line graph showing stock price from 10 AM to 12 PM. Current: 97.75, Change: +1.19, Open: 95.5, High: 100.30, Low: 95.5, Volume: 21,200. Table below:

Symbol	Last	Change	Volume
MSFT	56.19	-0.56	46,312
CSCO	13.62	-1.31	97,996
IBM	97.75	+1.19	21,200
  - Sametime and KDS:** List of contacts with names, phone numbers, and email addresses (e.g., Peter J. Invez, Aroopratan Pandya, Anthony Insoila, Murali Narasimhadevara, Roy Lucchese, Jerry Lieberman, Vincent Pawlowski).
- Annotations (Red Circles and Boxes):**
  - A red circle highlights the "Team Tools" section in the left sidebar.
  - A red circle highlights the "Sametime e-Meetings, QuickPlaces" section in the left sidebar.
  - A red circle highlights the "iNotes Messaging & Calendar" widget, which includes a calendar for April 2001 and a to-do list.
  - A red circle highlights the "Discussion Groups Knowledge & Expertise Location" section.
  - A red circle highlights the "IBM Discussion Groups" section.
  - A red circle highlights the "Sametime and KDS" contact list.

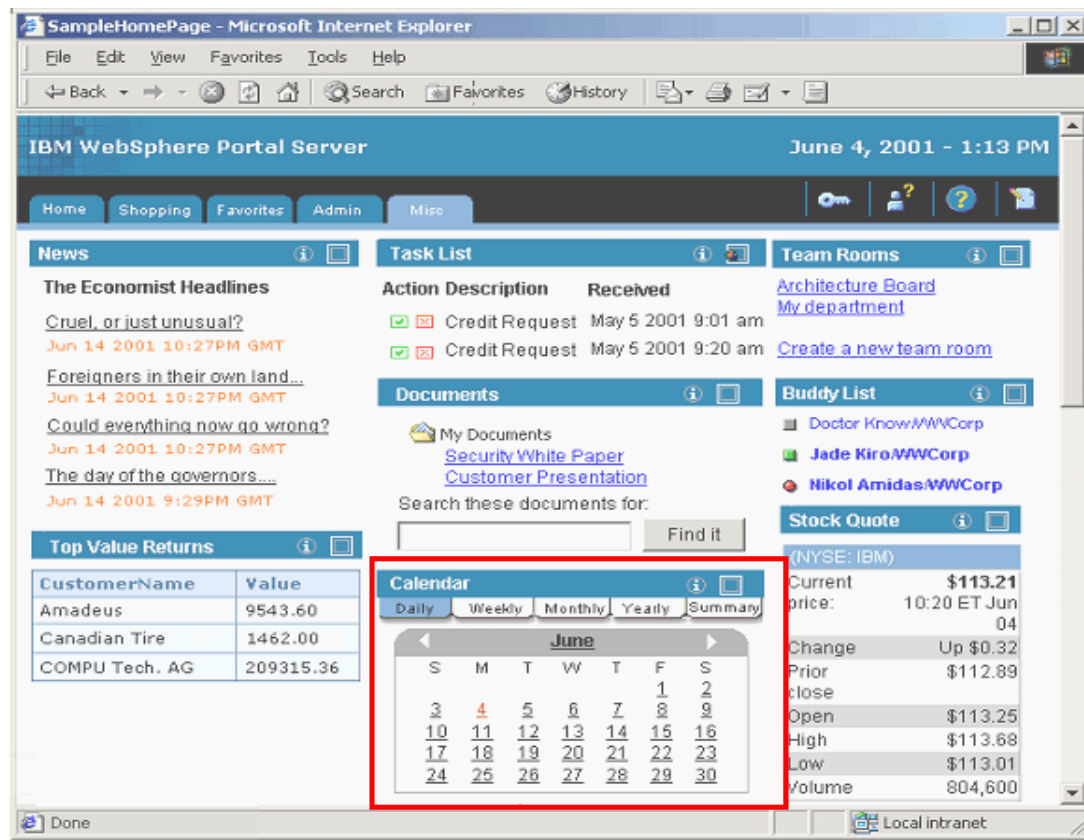
# Single Point of Access

## ■ *Functionality*

- Browser based - Single point of access
- Single Sign On - Global access
- Portlets - Windows to all major applications
- Access - Secure, filtered access to corporate data

## ■ *Business Value*

- Funnel and filter to the overwhelming information
- Make better decisions when you have the right information
- Provide a common "desktop" with the proper tools that different jobs require
- Removing stovepipe applications and departments
- More Effective experience

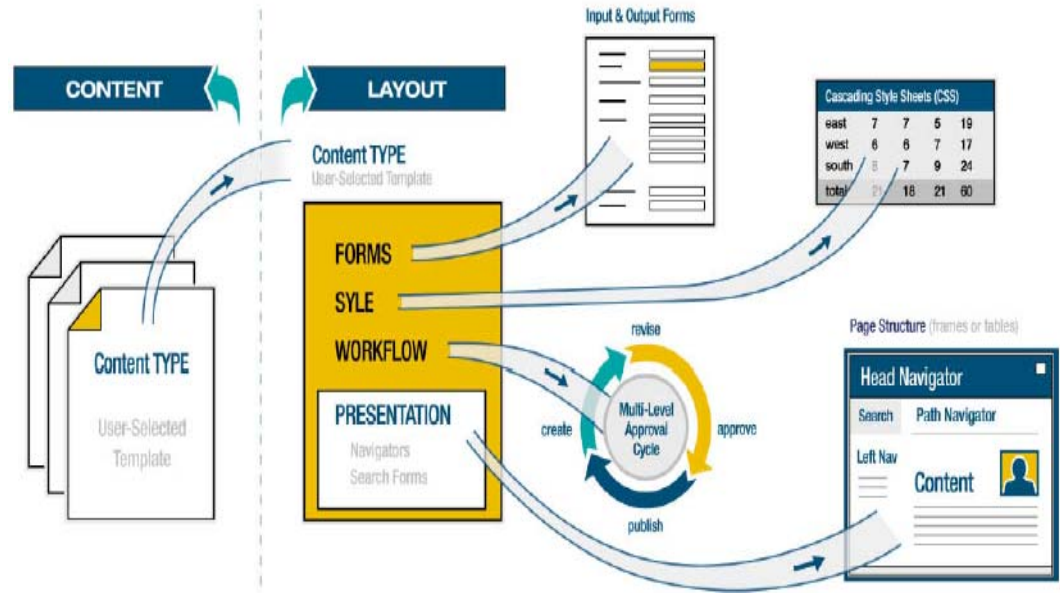


# Conet - You@Web

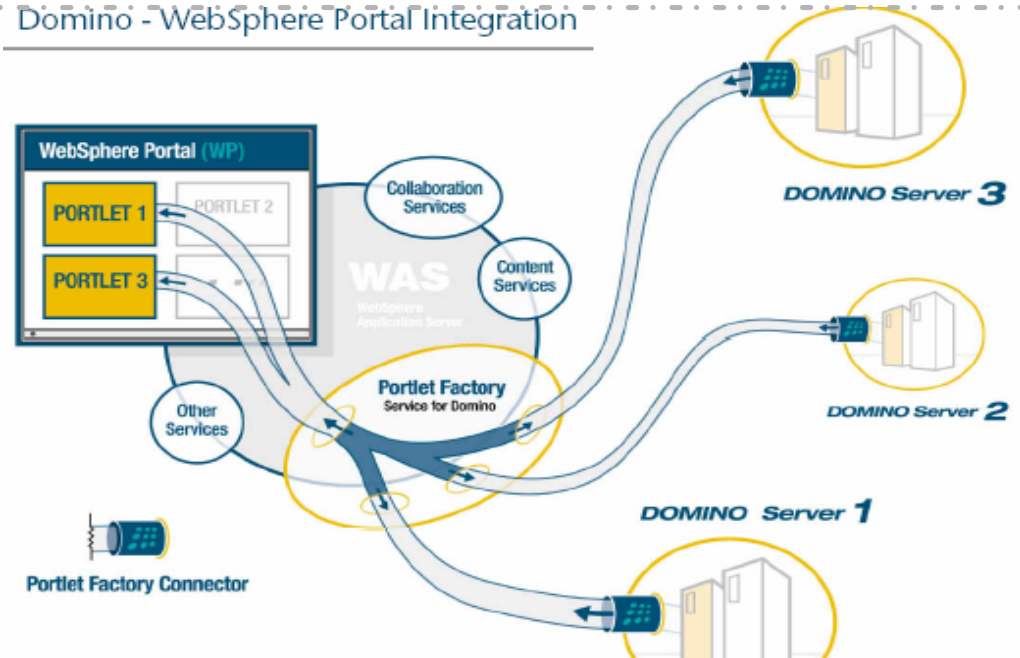
**You@Web Content Manager** -- Domino entry-level portal like web-based content management and distributed publishing solution that allows non-technical users to independently create and manage web content without impacting IT resources.

**You@Web Portlet Factory for Domino** is designed to extend into WebSphere Portal Server by extending Domino (.nsf) content into portlets. Portlet Factory allows companies to rapidly deploy portlets into these Domino databases and applications for a fast and significant return on their existing Domino infrastructure investment.

[www.youatweb.com](http://www.youatweb.com)



## Domino - WebSphere Portal Integration



# Ryte Consulting

## iJet Portal Server

iJetPortal Server is an Enterprise Information Portal, using Java and XML technology. A portal makes network resources (applications, databases and so forth) available to end users. The user can access the portal via a web browser, WAP-phone, pager or any other device. iJetPortal Server acts as a central hub where information from multiple sources are made available in an easy to use manner.

- Template-based layouts including JSP and Velocity.
- Custom default home page configuration.
- Database or LDAP user authentication.
- Web application development infrastructure.
- XML based configuration registry of portlets.
- Wireless Markup Language (WML) support.
- In-memory cache for quick page rendering
- Role-based security access to portlets.
- Portable access platforms that support JDK 1.2 / Servlet 2.2 ..... And much more ...

[www.ryte.com](http://www.ryte.com)

### Minimum Hardware Requirements

#### Software Requirements

IBM AS/400e 170-2385  
IBM AS/400e 720-2062  
IBM eServer iSeries 270-2431  
IBM eServer iSeries 820-2435

512 MB RAM  
1 GB free disk space  
CD-ROM drive 5722-SS1-OS/400  
version V5R1M0

### Non-chargeable features/products

5722-SS1 option 30 - Qshell  
5722-SS1 option 32 - Directory Service (LDAP)  
5722-SS1 option 34 - Digital Certificate Manager  
5722-DG1 - IBM HTTP Server  
5722-AC3 - Cryptographic Access Provider  
5722-JC1 - Toolbox for Java  
5722-JV1 - Developer Kit for Java  
5722-TC1 - TCP/IP

### Chargeable Products

5733-WA4 - WebSphere Application Server - multi-server version



# WebSphere Portal Server

## WebSphere Portal Server:

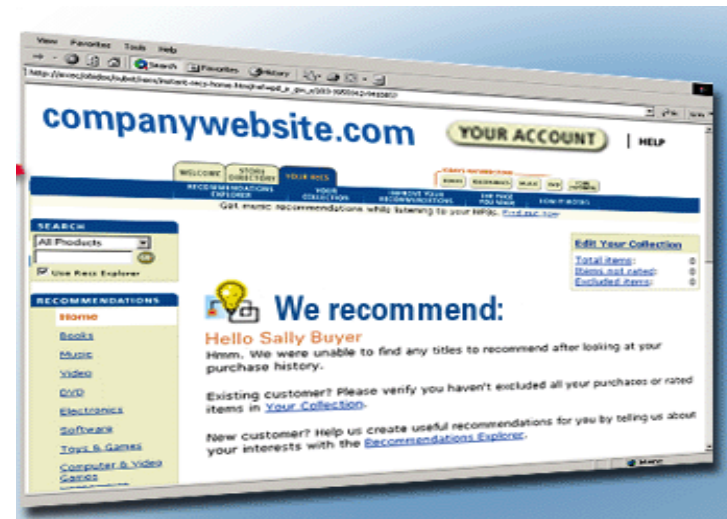
WebSphere brings powerful website personalization features through Portal Server, including industry-leading collaboration and knowledge management functionality from Lotus. Portal Server allows Business to Business, Business to Consumer, and Employee to Employee interaction of data from multiple devices...

## WebSphere Portal Server V4.1

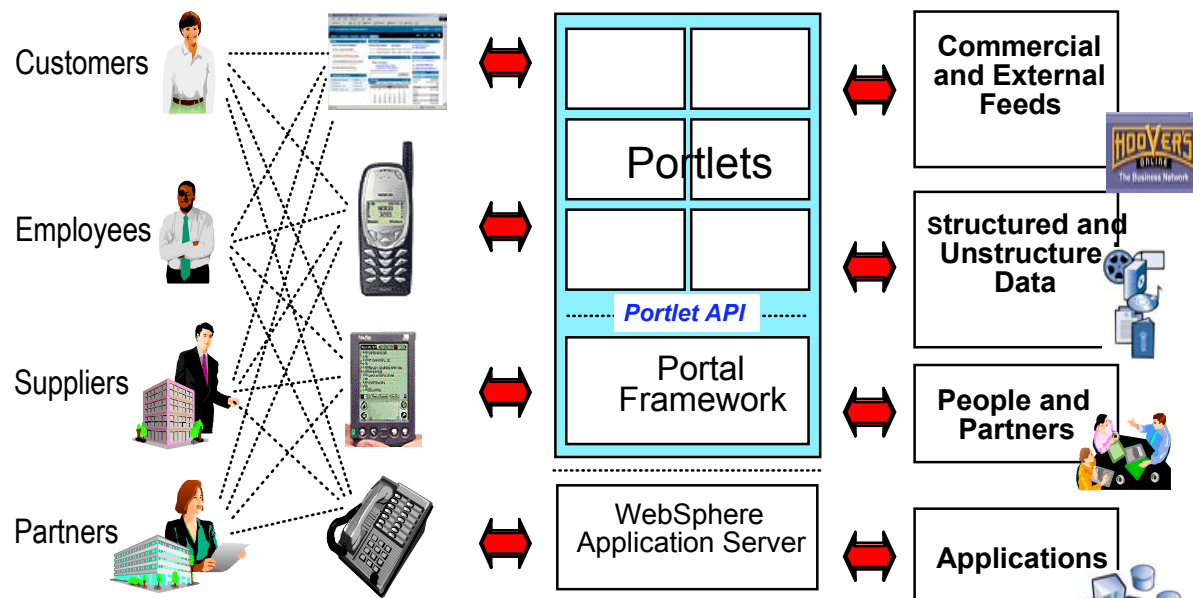
- Support for WebSphere App Server 4.0
- Advanced layout & page customization
- Virtual portals (page groups/places)
- Enhanced administration portlets
- Web Services
- Collaboration services
- Content & search portlets
- Logging for Site analysis
- Portal Framework

### WebSphere Portal Enable

Portal Framework  
 WS Personalization  
 WAS Advanced  
 IBM LDAP  
 DB2

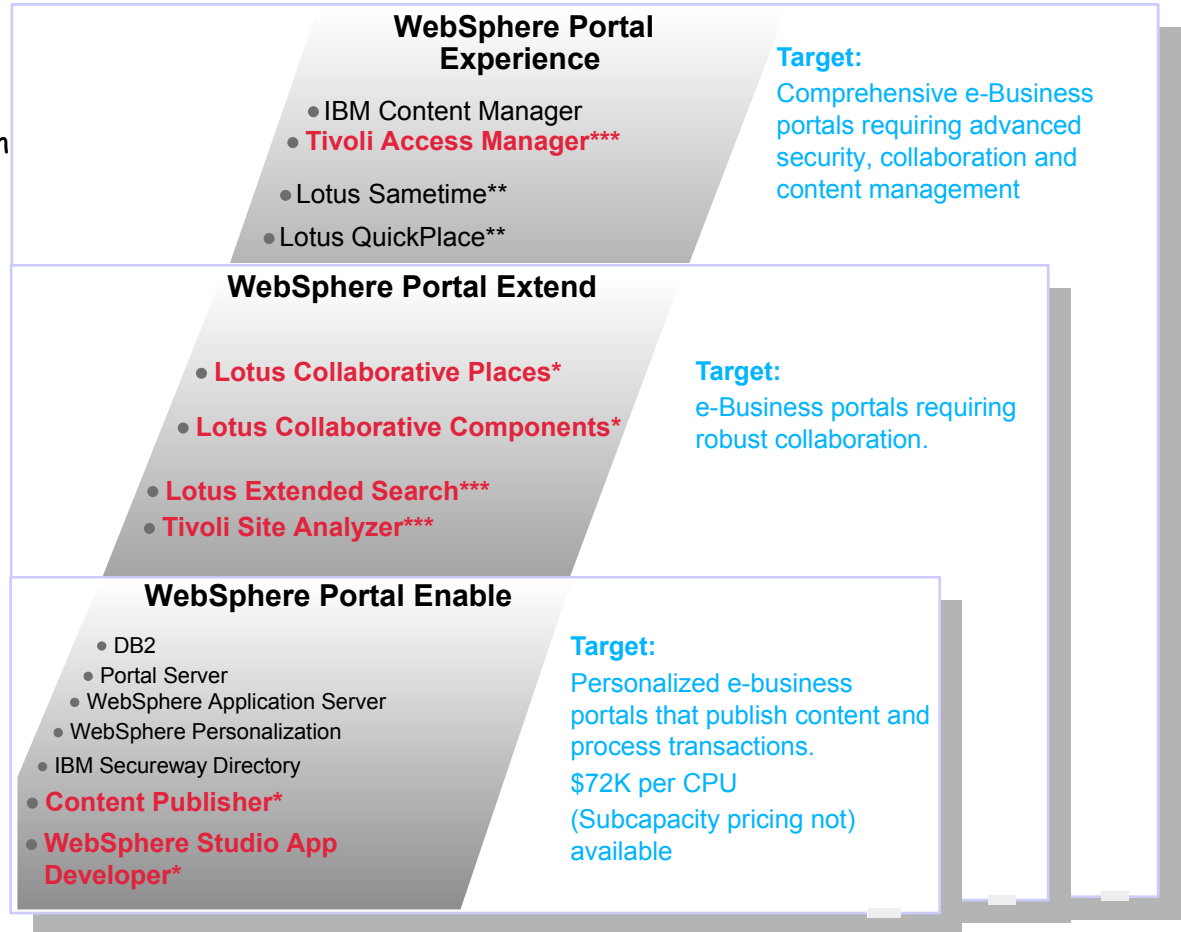


*Enable Users... ..from Any Device... ..to Use Portals as ...to Access, Interact with the Integration Point...Any Authorized Content*



# WebSphere Portal Family of Offerings

- Includes all of the functionality of Extend and adds a uniform security model across applications, content management and advanced collaboration in the form of e-meetings and application sharing.
- Extend includes all of the functionality of Enable and adds an out-of-the-box user experience with built-in community workspaces equipped with collaborative tools, web site analysis tools and federated search capabilities.
- Flexible, scalable horizontal portal framework providing portal services such as connectivity, integration, administration, presentation and personalization.



\*New function in 4.1

\*\*Limited # of licenses

\*\*\*New name for products formerly known as Tivoli Policy Director, WS Site Analyzer & Lotus Domino Extended Search

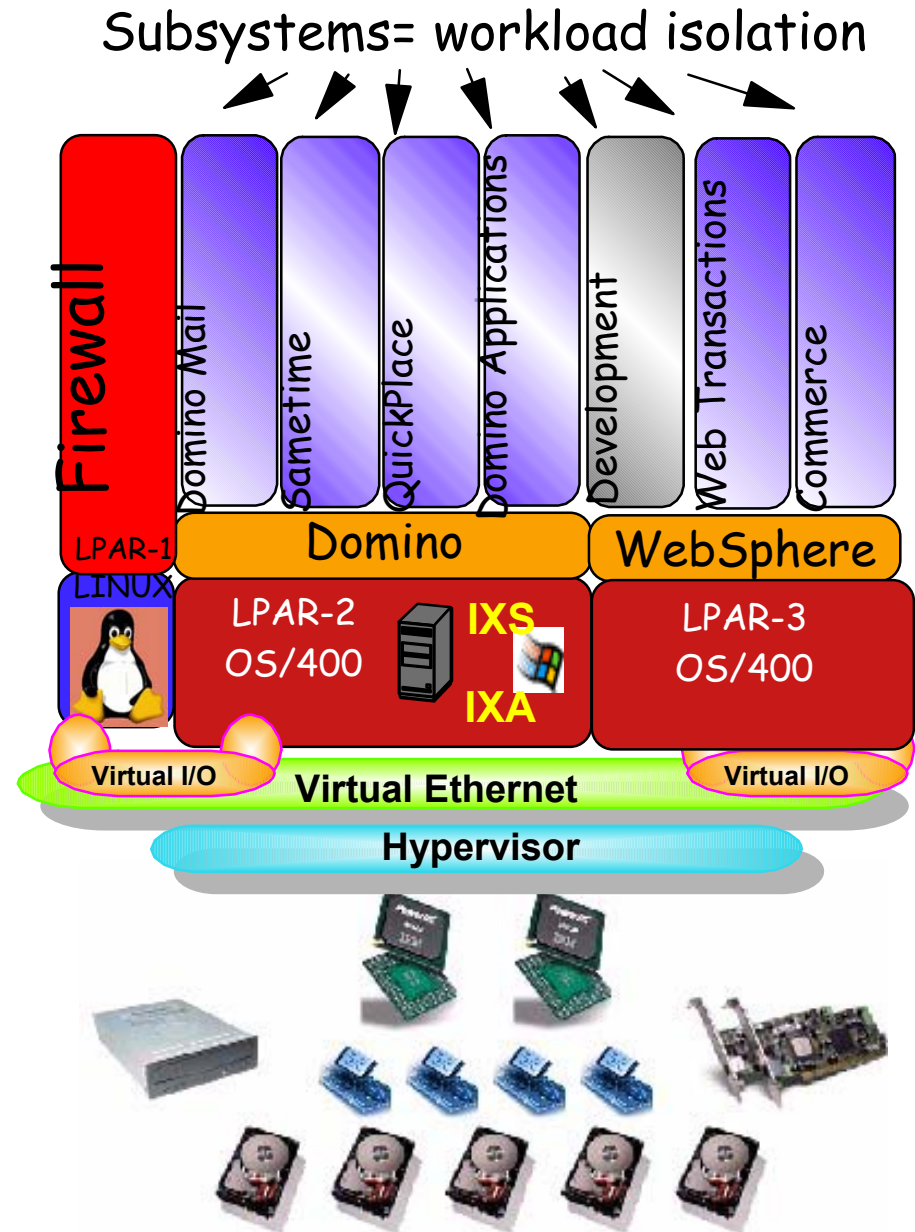
1. PassportAdvantage prices incl. subscription, maint.

## The iSeries eBusiness Vision

# Building a TCO Vision

Build on the strengths of the iSeries Value Proposition

- By Running Multiple Workloads
  - ✓ Like OS/400, Linux, and Windows
- Reliably, securely, cost effectively
  - ✓ Because of LPAR and subsystem architecture
- That can scale and adapt quickly to changes
  - ✓ Using Power 4 technology
- With solutions that based on open industry standards
  - ✓ Domino
  - ✓ WebSphere
  - ✓ Commerce
  - ✓ Portal
- And mask today's complexities
  - ✓ Using the Navigator and Wizards
- To build a strong foundation for the future!

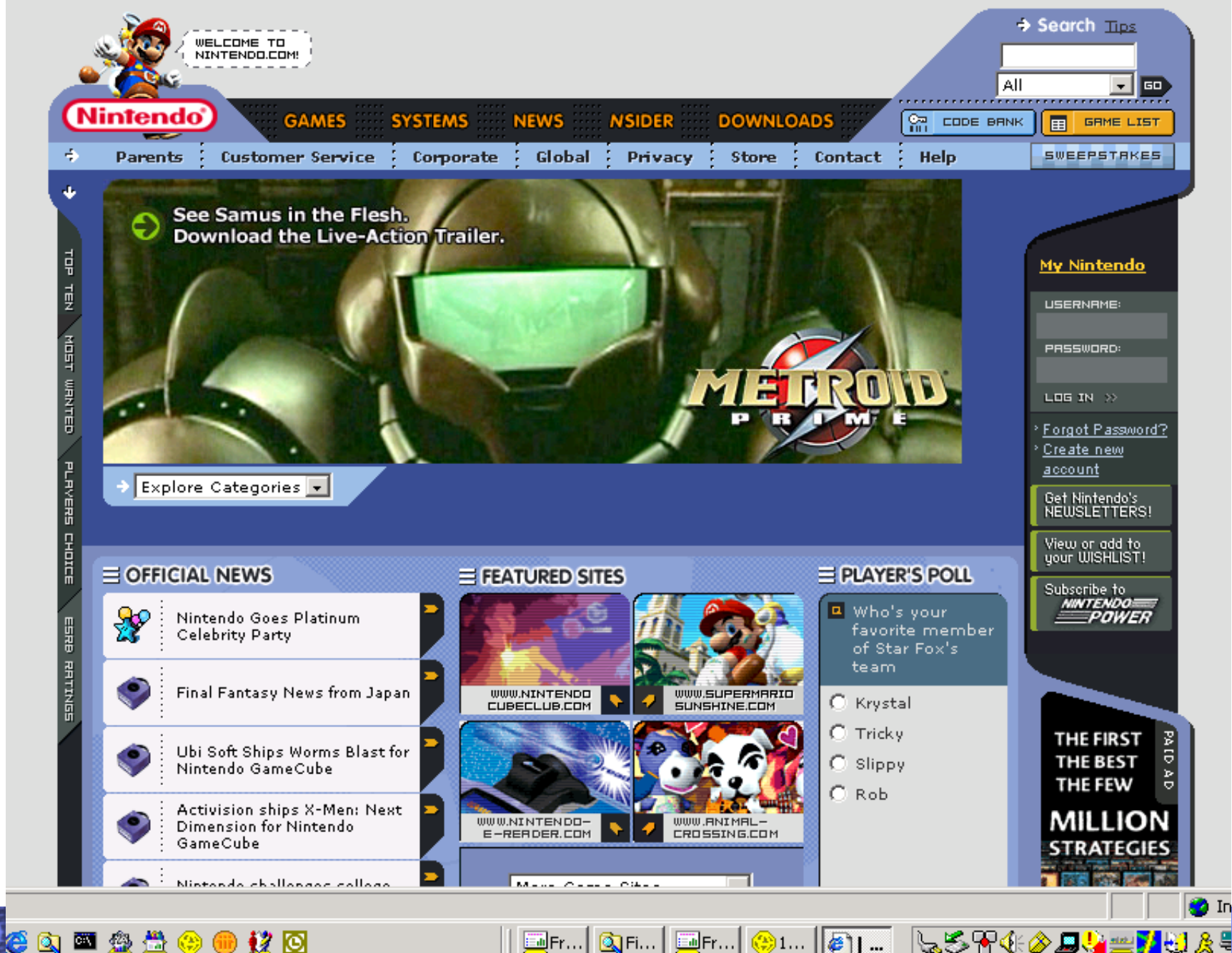


# Case Study: Nintendo

## SCON

- 3 iSeries into a single 12-way with CUOD

- 5 LPARS to support WebSphere, Domino applications and mail, financials, and database backup



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CODE/400	Host on Demand	MQSeries	WebSphere Advanced Edition
DB2	Host Publisher	MQSeries Integrator	WebSphere Commerce Suite
Stylized	HTTP Server for AS/400	Net.Commerce	WebSphere Development Tools for AS/400
AIX	IBM	Net.Data	WebSphere Standard Edition
DB2 UDB for AS/400	IBM Logo	PowerPC	
Application Development	e-business logo	PowerPC AS	
APPN	Payment Manager	VisualAge for RPG	
AS/400	Integrated Language Environment	xSeries	
AS/400e	e(logo) Server	Operating System/400	
DB2 Universal	Screen Publisher	OS/400	
VisualAge for Java	iSeries		

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