



Leveraging Business on the Web

**Mike Martin - America's iSeries eBusiness
Segment Manager**

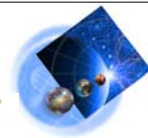
**Robin Clark - America's iSeries eBusiness
Segment Manager**

Mark Mendelson - Corning Data Services

Henry Bestritsky - Binary Tree



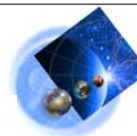
Agenda



- What is Start Simple Grow Fast???
- Selling eBusiness on iSeries
 - Demand for eBusiness
 - IBM's Software Strategy
- Leveraging ISV solutions in eBusiness
- WebSphere Commerce Suite on iSeries

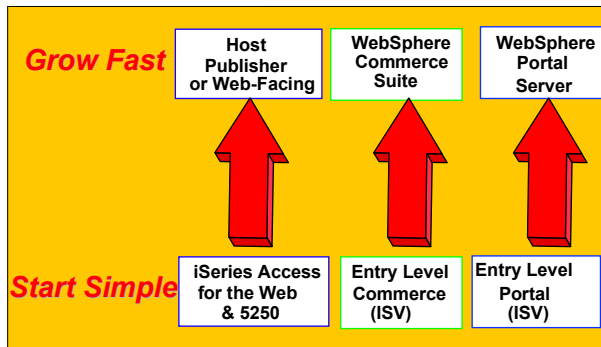


Start Simple Grow Fast...



What is *Start Simple Grow Fast?*

GreenStreak Promotion



Start Simple...

- With a low cost solution
- With all the basic function
- With a path to "Grow Fast"

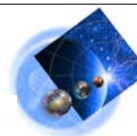
...Grow Fast

- With a robust solution
- With best of breed functionality
- With a close tie to IBM Strategy



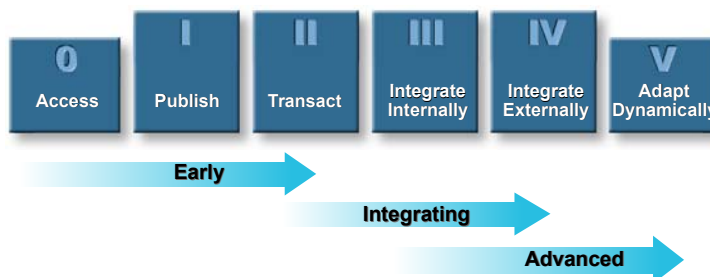
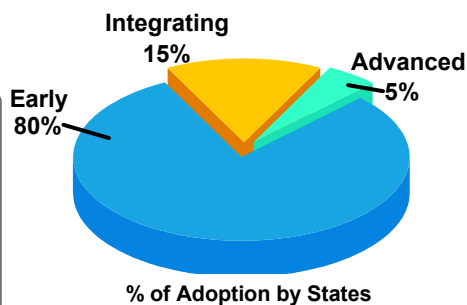
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States of e-business Adoption



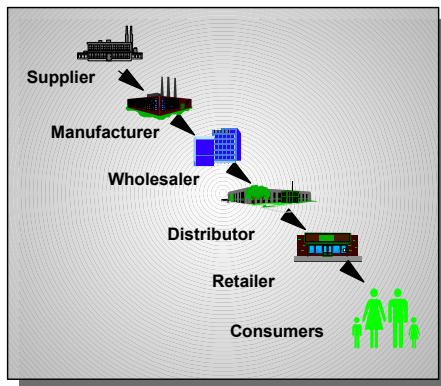
iSeries Focus:

1. Extend existing applications to the web
2. Buy new e-business solutions from ISV's
3. Build new e-business applications



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Commerce Model is in Transition

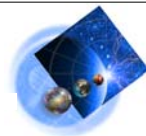


The shift is well underway from the traditional **value chain model**...

...to an interconnected **value net community** of partners, suppliers, customers etc.



How to Respond



In a tight economy, companies must deliver an unparalleled online shopping experience while...

- Growing customer base
- Driving brand loyalty
- Managing costs and IT investments



...but how?



Today's Business Environment



2001 in Review...

*"In a year that most retailers would otherwise like to forget, **online retail shone as a beacon of growth**. Sales held steady -- as retailers focused on profitability." - Forrester Research, January 2002*

What Can We Expect in 2002...

*"The Web is a dynamic medium for retailers. Successful retailers must **continuously evolve their Web presence** to address the demands of their customers and the market." - Gartner Research February 2002*

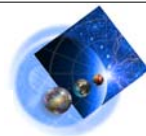
Despite a tough economic climate, businesses need to keep their eye on the ball

- Consumers will go online, with online account management doubling by 2005
- Online retailers will continue to fight for "wallet share"
- CRM's role in corporate strategy becomes increasingly important



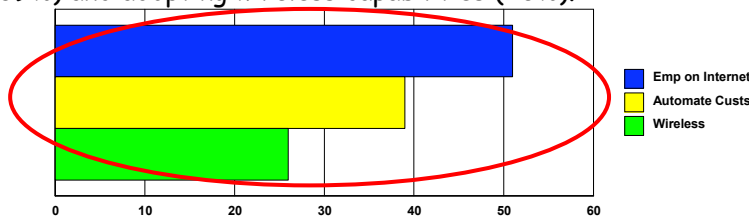
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Gaining Traction in Small Business

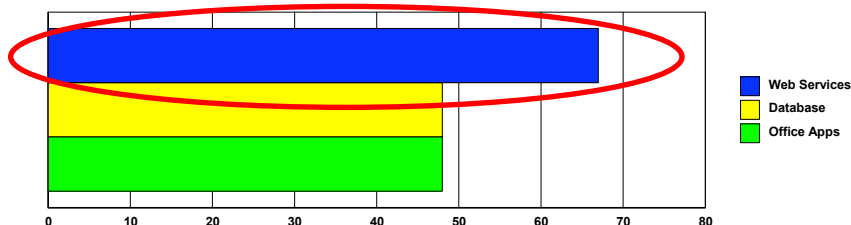


VARBusiness, 11:28 AM EST Wed., Aug. 07, 2002

A majority of SMBs (51%) ranked **connecting employees to the Internet** as their top technology priority this year, followed by automating customer interactions (39%) and adopting wireless capabilities (26%).

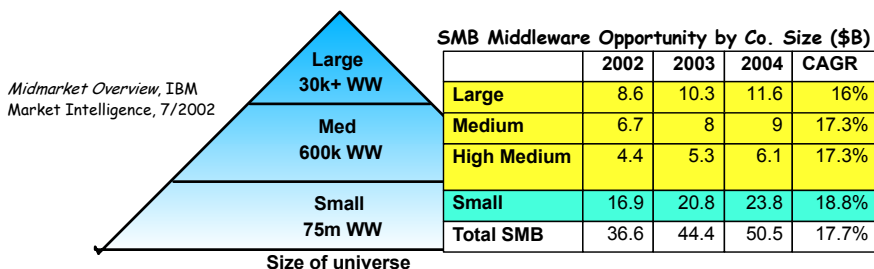
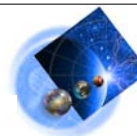


Moreover, among the SMBs polled, **Web services ranked as the No. 1** application running on the Internet (67%). Database software (48 percent) and general office productivity applications (48%) tied for second place.



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Market Opportunity



	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%
Total SMB	36.6	44.4	50.5	17.7%

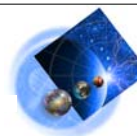
	2002	2004	CAGR
CRM	1.4	2.3	35.8%
ERP	2.2	3	17.3%
SCM	6.9	9.6	19%
Other Enterprise Apps	2.9	4.1	20.3%
Collaboration	1.6	2.2	18.3%
Consumer App	.46	.7	23.4%
E-commerce	.323	.728	51.2%

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

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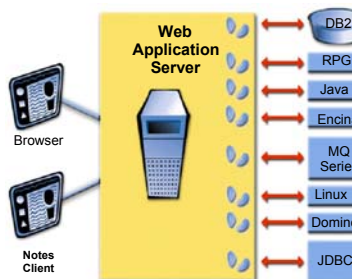


How to Move iSeries Apps to the Web



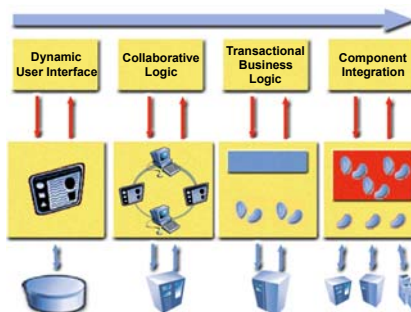
1. Extend Core Business Processes and Applications to the Web

- 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



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Your Options for eBusiness on iSeries



Buy a Web-Enabled Application

- ▶ many vendors have already converted their code

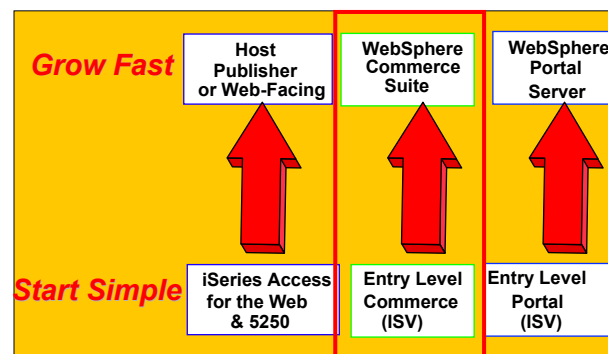
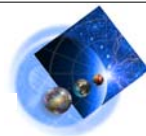
Build a Web-Enabled Application

- ▶ iSeries Access for the Web
- ▶ Host Publisher
- ▶ WebFacing
- ▶ Domino
- ▶ WebSphere Commerce Suite
- ▶ WebSphere Portal Server



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Start Simple Grow Fast... eCommerce



Start Simple...

- BinaryTree ezMerchant
- Corning Data Service Port
- eOne

...Grow Fast

- WebSphere Commerce Suite
- professional edition (b2c)
- pro entry (new!)
- business edition (b2b)



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ServicePort/400



CORNING DATA SERVICES, INC.

Corning Data Service Port



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

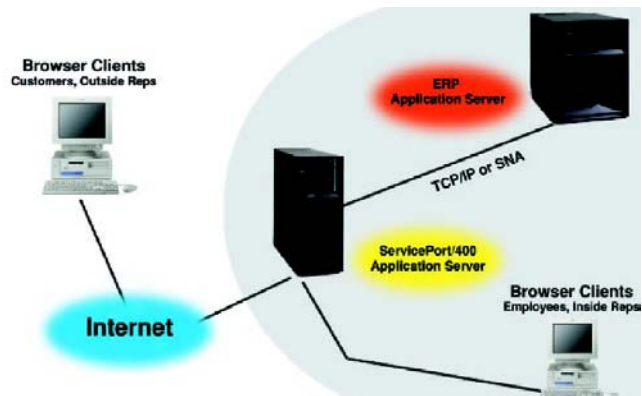
Built with Lotus Domino technology and deployed on the IBM iSeries Dedicated Server for Domino, ServicePort/400 provides fast, secure, seamless, and easy to use access to your enterprise information.

www.corningdata.com

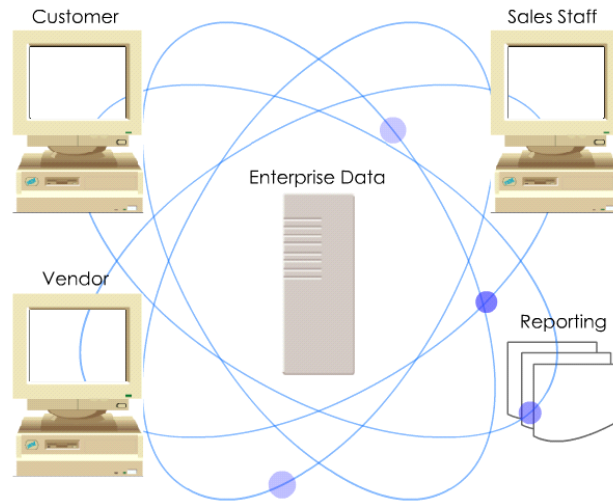


*** Allows you to leverage the significant investment made in business applications and mission critical information.***

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

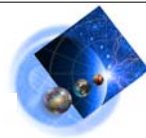


The Big Picture



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Why Customer Self Service



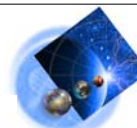
Web based self help has increasingly become the preferred method of obtaining customer specific information.

- Available at the customers convenience.
- Personalized marketing and one to one sales focus.
- information is current and up to date.
- Fits into a co-ordinated web portal strategy.
- One stop information center for account info, reports, marketing information, technical documents and other information that can be costly to distribute.



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Collaboration



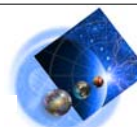
It's important to integrate the customer self service information with other customer focused applications.

- CRM
 - Interface with sales force automation and other tools.
- Messaging
 - Allows for internal notification of customer order placement.
- Commerce
 - Integration with B2C focused commerce applications.
- Remote order entry
 - Allows in the field order entry by customer, sales rep or CSR via web browser.



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Key Benefits of ServicePort/400

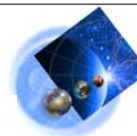


- Decreased operational costs by extending enterprise information to customers, vendors, and employees:
 - Eliminate excessive costs of phone call or email replies
 - Scalable (handle spikes in business without adding staff)
 - Improve collaboration with suppliers by allowing them access to information
 - Further enable your service and sales staff – allow them to focus on higher priority items
 - Extend the life and expand the functionality of your current ERP investment
- Increased customer satisfaction:
 - Customer get answers to questions immediately
 - 24 x 7 access to information
 - Increased customer retention and loyalty

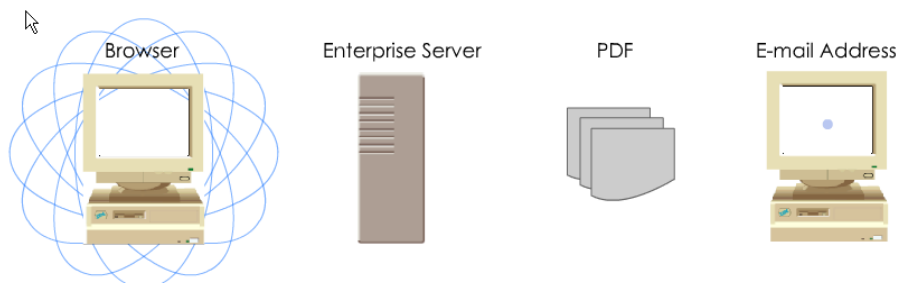


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Reporting Self-Service

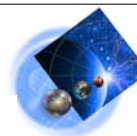


- From anywhere in the world, the user can initiate any batch job from a browser. The resulting reports will be packaged into a PDF, attached to an e-mail, and sent to any e-mail address.
- Queries, Worldwriters, Dreamwriters, and custom reports with user-defined selection criteria can all be run through this powerful tool.



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Try It - <http://portal.corningdata.com>



xTeamBikes by ServicePort/400 - Microsoft Internet Explorer provided by BellSouth

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Address <http://portal.corningdata.com>

Powered by
ServicePort/400
by Corning Data Services

MAKE YOUR OWN ROAD!!

New Users

Welcome! To use the site, please request a valid user id and password.

[Request Account](#)

Current Users - Log In

User ID:

Password:

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Best viewed with Microsoft® Internet Explorer 5.0 or greater (cookies enabled) and 1024x768 resolution.

Welcome to the Self Service Center!



xTeamBikes by ServicePort/400 - Microsoft Internet Explorer provided by BellSouth

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Address http://portal.corningdata.com/portaldemo/eportal1.nsf

X t e a m
B I K E S

MAKE YOUR OWN ROAD!

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Home | Help | Logout

Last 08/20/2002

Home | Orders | Shopping | RFQ | Invoices | Inventory | A/R Summary | Profile | Reports | Links

Welcome

Use any of the links on this page to view your data in real-time!

Self Service Center

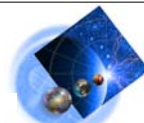
- Orders
- Shopping
- RFQ
- Invoices
- Inventory
- A/R Summary
- Profile
- Reports
- Links

ServicePort/400

Powered by ServicePort/400 Technology.
R 2002.15

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Best viewed with Microsoft® Internet Explorer 5.0 or greater (cookies enabled) and 1024x768 resolution.

Advanced Search Finds Order Info Quickly



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Links com.ibm.as400.workloadestimator.servlets.EstimatorServlet Free AOL & Unlimited Internet IBM Business Transformation Homepage IBM Internal Help Homepage

Address http://portal.corningdata.com/portaldemo/eportal1.nsf

X t e a m
B I K E S

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Orders | Advanced Search | Help | Logout

PO No. Sales Order From Date To Date Rows Ship To

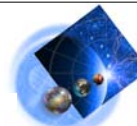
MM/DD/YYYY MM/DD/YYYY

Home | Orders | Shopping | RFQ | Invoices | Inventory | A/R Summary | Profile | Reports | Links

Order Number Header	Customer Number	PO/Ref Number	Requested Date	Order Type	Order Date	Buyer Name	Delivery Inst.	Expected Sh
10570	4242	Test Contract Pricing	08/02/2002	Sales Order	08/02/2002	JDE		0
2085	4242	Test Contract Pricing 2	08/02/2002	Sales Order	08/02/2002	JDE		0
10569	4242	Test-17728	07/29/2002	Sales Order	07/29/2002	@demouser		0
10568	4242	test	07/25/2002	Sales Order	07/25/2002	@demouser		0
10566	4242	Test-5566	07/15/2002	Sales Order	07/15/2002	@demouser		0
10564	4242	Test-5678	07/12/2002	Sales Order	07/12/2002	@demouser		0
10563	4242	Test-1234	07/12/2002	Sales Order	07/12/2002	@demouser		0
10559	4242	3333	06/18/2002	Sales Order	06/18/2002	@demouser		0
10558	4242	2222222	06/17/2002	Sales Order	06/17/2002	@demouser		0
10557	4242	2222	06/12/2002	Sales Order	06/12/2002	@tbrown		0
10556	4242	1020	06/12/2002	Sales Order	06/12/2002	@tbrown		0
10555	4242	12444	06/12/2002	Sales Order	06/12/2002	@tbrown		0
10553	4242	1223	06/12/2002	Sales Order	06/12/2002	@tbrown		0
10552	4242	1112	06/12/2002	Sales Order	06/12/2002	@demouser		0
10550	4242	1233	06/12/2002	Sales Order	06/12/2002	@demouser		0

<< Prev Recs Next Recs >>

Turn Information Into A New Order



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Orders | Advanced Search | Help | Logout

PO No. Sales Order From Date To Date Rows Ship To

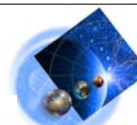
Home | Orders | Shopping | RFQ | Invoices | Inventory | A/R Summary | Profile | Reports | Links

Sales Order 10570 Order Date 08/02/2002 Order Type Sales Order PO Reference Test Contract Pricing

Line No.	Item No.	Item Desc.	Qty. Ordered	Qty. Shipped	Qty. Back Ordered	Qty. Cancelled	Unit Price	Extended Price	Order Date	Shipped Date	Line Status	Promised Date	Carrier Name	Tracking Number	Charge Type	SalesPerson	Special Charges
1.000	1001	Pen & Pencil Set	5				12.7500	63.75	08/02/2002		Enter Sales Order	08/02/2002					
2.000	1001	Pen & Pencil Set	15				11.4750	172.13	08/02/2002		Enter Sales Order	08/02/2002					
3.000	1001	Pen & Pencil Set	25				10.2000	255.00	08/02/2002		Enter Sales Order	08/02/2002					
4.000	1001	Pen & Pencil Set	35				8.9250	312.38	08/02/2002		Enter Sales Order	08/02/2002					

Turn this information into a new order...

Allow Customers To Order Directly



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Shopping | Help | Logout

Item No. Item Desc. Rows Item Category

Home | Orders | Shopping | RFQ | Invoices | Inventory | A/R Summary | Profile | Reports | Links

Item Mbr	Item Desc.	Location	Qty. Available	Qty. On Hand	Qty. Ordered	Qty. Reserved	Qty. In Transit	Primary UOM
ALI BABA U-LOCK	Ali Baba U-Lock	xTeamBikes.com	162,772	162,772				EA
ALTEC2 PATRIOT	Scattante Altec2 Patriot - LE	xTeamBikes.com						EA
CELESTIAL HEADLIGHT	Celestial 3.6 watt Headlight	xTeamBikes.com	188,291	188,291				EA
DISCO FRONT LIGHT	Disco 5 LED Front Light	xTeamBikes.com	18,821	18,821				EA
EROS DONNA	Bianchi 2001 Eros Donna	xTeamBikes.com						EA
FUEL 100	Fuel 100, XC Full Suspension	xTeamBikes.com	10,000	10,000				EA
FUEL 80	Fuel 80, XC Full Suspension	xTeamBikes.com	10,000	10,000				EA
FUEL 90	Fuel 90, XC Full Suspension	xTeamBikes.com	9,750	9,750				EA
FUEL 98	Fuel 98, XC Full Suspension	xTeamBikes.com	13,250	13,250				EA
HIMAL ADULT HELMET	Himal Adult Helmet	xTeamBikes.com	182,935	182,935				EA
NORTHERN LIGHT HEADLIGHT	Northern Light Headlight	xTeamBikes.com	190,482	190,482				EA
PHOTON ADULT HELMET	Photon Adult Helmet	xTeamBikes.com	99,387	99,387				EA
SHERLOCK U-LOCK	Sherlock U-Lock	xTeamBikes.com	82,910	82,910				EA
TERRA-SHARK CARBON	EPX Terra-Shark Carbon	xTeamBikes.com						EA
TREK 6500	6500, XC Hardtail Comp	xTeamBikes.com	1,882	1,882				EA

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Customer Quotes



"ServicePort is the only online marketplaces but no one else in the industry offers 24x7 real-time access to customer service the way we can."

-Hal Parker, Director, Information Technology, Crosman Corporation

Climax Manufacturing Company

"ServicePort looked as visually impressive as the other systems we'd seen at much higher prices. And it made more sense because it tracked into J.D. Edwards."

-Tom Wright, Director of IT, Climax Manufacturing

CALDWELL mfg. co.

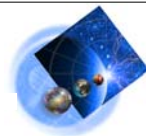
"ServicePort has improved our customer satisfaction. The software runs and you don't have to think about it."

-Jim Meitus, MIS Director, Caldwell Manufacturing

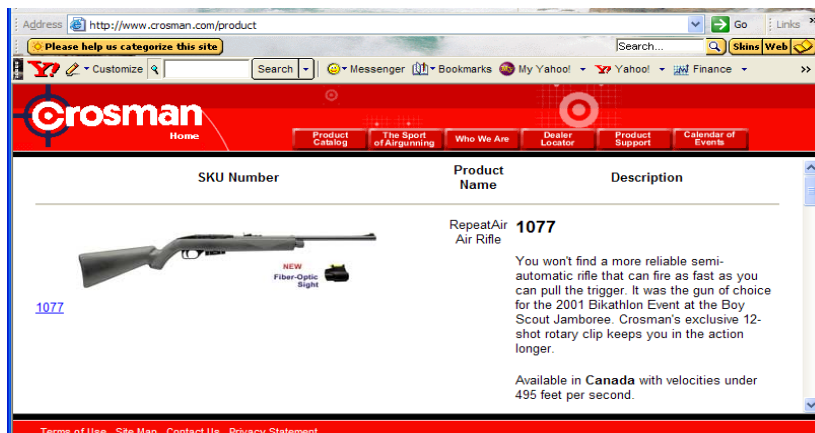


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Crosman Inc.



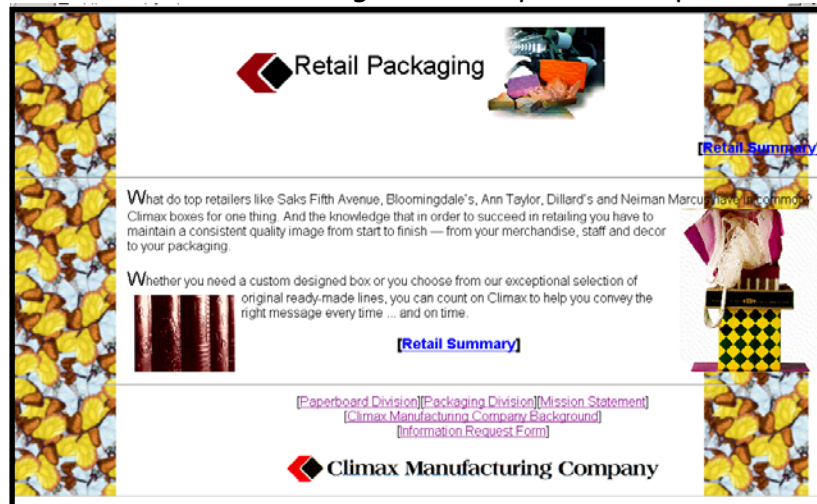
- Order placement via the web by dealers.
- Integrated with overall web presence and catalog.
- 24 x 7 customer order placement and self service
- Direct to ERP system order placement.
- Order entry process conforms to case lot and other customer specific requirements



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Climax Mfg.

- Customer Self Service focus
- Internal CSR's use web interface to handle customer calls (intranet)
- Orders can be checked by individual stores as part of larger chain
- Small number of customers large with many orders in process



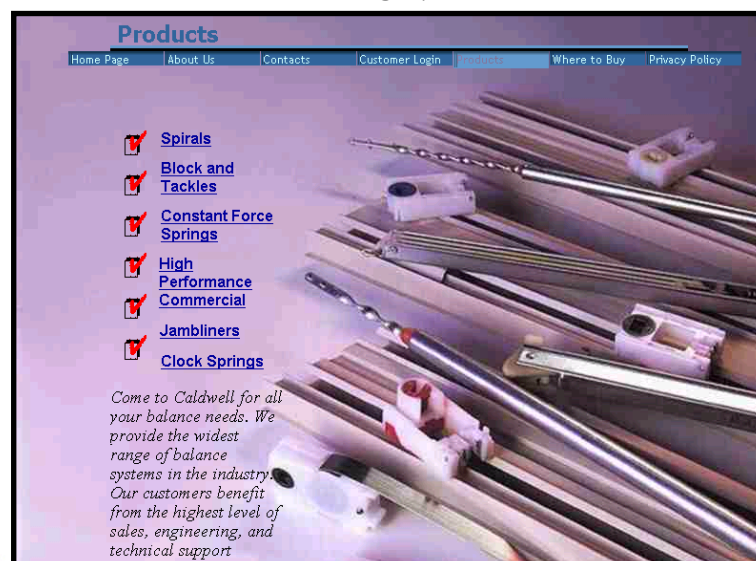
The screenshot shows the 'Retail Packaging' section of the Climax Manufacturing Company website. The page features a header with the title 'Retail Packaging' and a navigation menu with links for 'Paperboard Division', 'Packaging Division', 'Mission Statement', 'Climax Manufacturing Company Background', and 'Information Request Form'. The main content area includes two paragraphs of text and a 'Retail Summary' link. The text describes the company's focus on providing high-quality packaging solutions for retailers, emphasizing consistency and reliability. The page is framed by a decorative border of yellow and blue dots.



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Caldwell Mfg.

- Extensive customized information via exit programs
- Customer self service focus
- Support for Global manufacturing operations

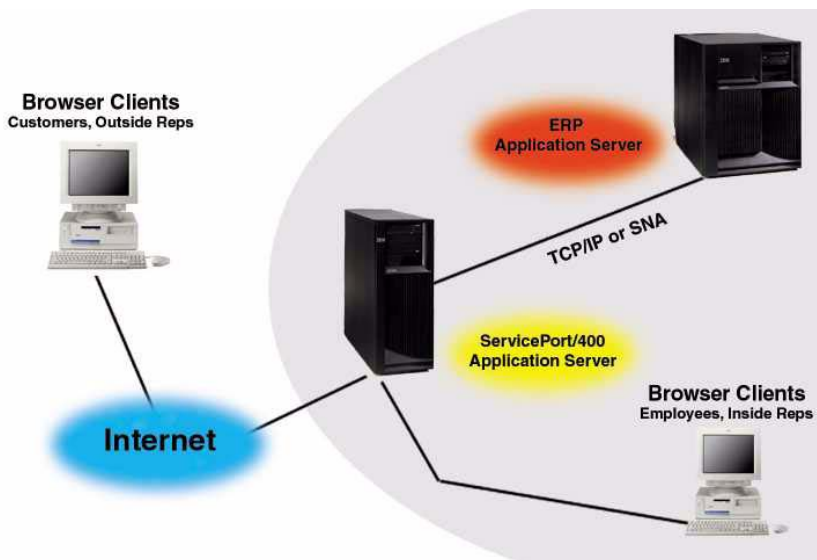
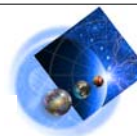


The screenshot shows the 'Products' section of the Caldwell Manufacturing Company website. The page features a header with the title 'Products' and a navigation menu with links for 'Home Page', 'About Us', 'Contacts', 'Customer Login', 'Products', 'Where to Buy', and 'Privacy Policy'. The main content area includes a list of product categories with checkmarks next to each: 'Spirals', 'Block and Tackles', 'Constant Force Springs', 'High Performance Commercial', 'Jambliners', and 'Clock Springs'. The background of the page is a photograph of various metal springs and components. The page is framed by a decorative border of yellow and blue dots.



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Typical Deployment Scenario

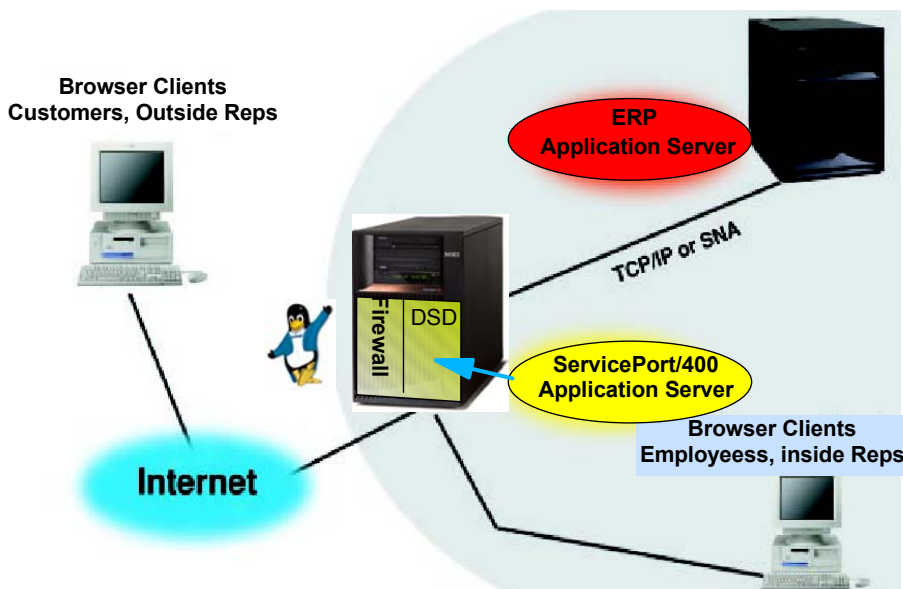
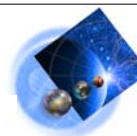


- * Firewall omitted for clarity. Web server usually deployed in DMZ
- * Single user profile accesses data for all users
- * Web users do not need user profiles on either iSeries system



IBM @server iSeries

Typical Deployment Scenario w/ Firewall



Dedicated Server for Domino

270 DSD (2452, 2454)

1 or 2 way 270 with Domino

* Optional Linux partition:

- Firewall
- File & Print
- DNS
- etc

820 DSD (2456, 2457, 2458)

1-4 way 820 with Domino

* Optional Linux Partition

- Firewall
- File & Print
- DNS
- etc

- * Optional firewall. Web server usually deployed in DMZ
- * Single user profile accesses data for all users
- * Web users do not need user profiles on either iSeries system



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Typical Deployment Scenario (SCON)



Browser Clients
Customers, Outside Reps



ERP
Application Server

Internet

ServicePort/400
Application Server

Browser Clients
Employees, inside Reps



GreenStreak

270 GreenStreak (2432)

1 way 270 with Domino and ERP solution

** Optional Linux partition:

- ▶ Firewall
- ▶ File & Print
- ▶ DNS
- ▶ etc

820 GreenStreak (2436)

1 way 820 with Domino and ERP solution

** Optional Linux partition:

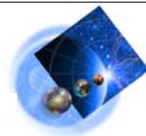
- ▶ Firewall
- ▶ File & Print
- ▶ DNS
- ▶ etc

- * Deploy LPAR on ERP server deploying Domino in LPAR and optional firewall in another partition
- * Single user profile accesses data for all users
- * Web users do not need user profiles on either iSeries system



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Complete Packages



Highlights

- iSeries servers built expressly for Lotus Domino, with processor capacity focused on Domino workloads
- Multiple Domino servers can run in a single iSeries footprint
- Domino partitioning and shared resources improve reliability, manageability and availability

Installed with Dedicated Server for Domino
for under **\$100K**

* Model 270 #2452 processor

Supports up to 100 concurrent users in a typical scenario



IBM @server iSeries

ezMerchant Collaborative Commerce Suite BinaryTree



Binary Tree EZ-Merchant Collaborative Commerce Suite



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

www.binarytree.com



ezMerchant Collaborative Commerce Suite

Our suite of products include ezMerchantTM, 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 ezMerchantTM 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.

IBM @server iSeries

About BinaryTree

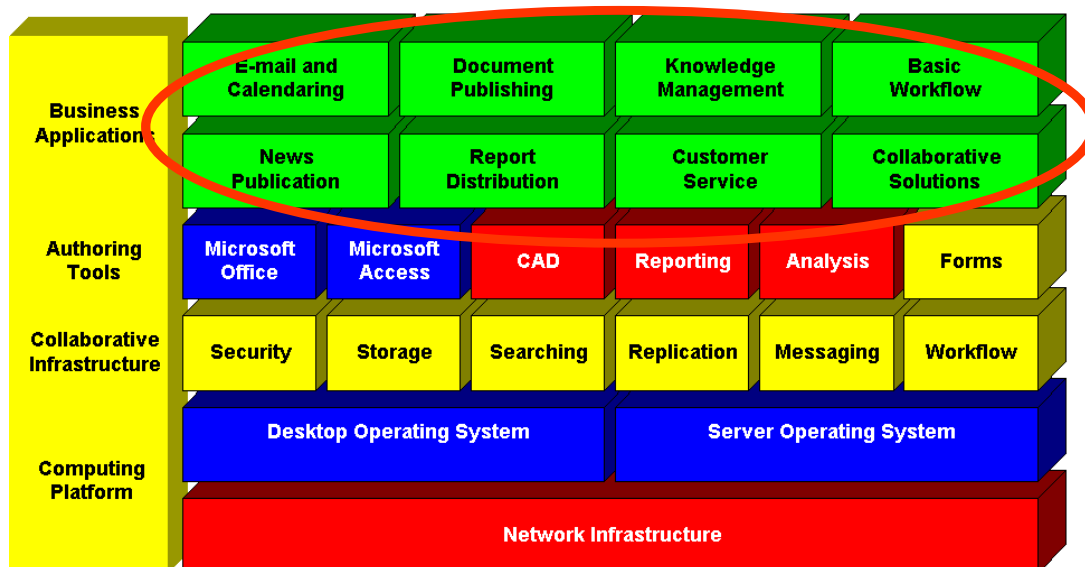
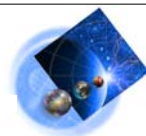


During the last nine years, Binary Tree received numerous awards citing its substantial growth in the high-tech industry. BinaryTree is a key Lotus Premium Business Partner in North America and earned Premium Business Partner status with IBM. they were named to the Deloitte & Touche Technology Fast 50 listing of developing technology companies two years in a row and chosen for Inc. magazine's "Inc. 500," list of the fastest growing companies in America.



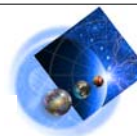
IBM @server iSeries

What Is Your Business?



IBM @server iSeries

Collaborative Commerce Suite



Collaborative Commerce Framework

Website Pages, Applications, Administration, Interface

Public Applications

- Dynamic Menus
- Dynamic Searching
- Dynamic Content
- Dynamic Applications
- Dynamic Site Maps
- Integrated With Portal
- No HTML Needed

Secure Portal

- CRM/SFA App
- Enterprise Workflow
- Help Desk
- Employee Information
- Benefits Maintenance
- Timesheets
- Subscriptions
- Partnering Information
- Productivity Tools

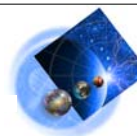
Commerce

- B2C, B2B, Marketplaces
- Shopping Cart
- Online Forms
- Order History
- Legacy Integration
- JDEdwards
- SAP
- Oracle



IBM @server iSeries

www.bahamas.gov.bs



Welcome to the Bahamas Web Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Messenger

Address http://www.bahamas.gov.bs/bahamasweb/home.nsf

Links Aniba Delta xTeam Curacao Staatsolie MOF Amoury Tourism Barbados Ambrake ezmerchant

Welcome to the Official Site of
The Commonwealth of The Bahamas

Home | Site Map | How do I | Contact Us | FAQ | Disclaimer | Site Search | Registration

October 18, 2001

About The Bahamas

The Government

Contacts

Business And Finance

Visiting The Bahamas

News and Publications

Links

Government Zone

What's New

the bahamas

News

Publications

Government Notices

Press Releases

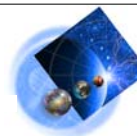
Press Release Archive

Bahamas Broadcasting Corporation



IBM @server iSeries

Create User Groups and Assign Rights



The screenshot shows the IBM eTeam Administration console. The main window is titled 'Workgroup' and contains the following fields and options:

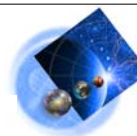
- Name: Marketing
- Activate Workgroup: Yes No
- Bulletin Board: Yes No
- Choose Application(s):
 - Check In Check Out
 - Content Management
 - Directory
 - Discussion
 - Documentation
 - Download Area
 - Events and Training
 - FAQ
 - Important Dates
 - Job Postings Area
 - Links
 - Project Listing
 - Resource Reservation
 - Room Reservation
- Display Order: []

The 'Assign Users' window is also visible, showing a list of users and applications to be assigned to the workgroup.



IBM @server iSeries

Create New Apps-Then Integrate to Website



The screenshot shows the IBM eTeam Website Manager interface. The 'Application Location' section is active, showing the following configuration:

- Application Title: Policy & Procedures
- Server: BTDev04/BTDev
- Subdirectory: None
- Path: BahamasWeb\
- File name: policy.nsf
- Application Full Path Name: BahamasWeb\policy.nsf
- Create Method: Existing Notes Database
- Application Database Created: No

The 'Application Security Settings' section shows:

- Require SSL Connection: Not Required
- ACL Group Name: Bahamas Web Registered Shopper

A 'Select Keywords' dialog box is open, listing various database types for selection:

- Bulletin Database
- Check In Check Out Database
- Directory Database
- Discussion Database
- Documentation Database
- Events and Training Database
- FAQ Database
- Employment Database
- Links Database
- Products Database
- Project Listings Database
- Resource Reservation Database
- Room Reservation Database
- Standard Publishing Database

The 'Menu' section shows a list of menu items for the website:

Menu	Menu Entry	Menu Text	URL	Sort
▶ About The Bahamas				
▶ About The Government				
▼ Business And Finance				
	Business And Finance	Business And Finance	/bahamasweb/welcon 400	
▶ Banking In The Bahamas				
▼ Compliance Commission				
	Business And Finance(Compliance Commission	Compliance Commission	/bahamasweb/compli 100	
▶ eCommerce				
▶ Establishing a Business in the Bahamas				
▶ Investing in The Bahamas				
▶ Contacts				
▶ Government Services				
▶ Links				
▶ News and Publications				
▶ Portal				
▶ Visiting The Bahamas				



What Is The Result?

What About Workflow?

Financial and Legacy Integration



Data Transfer (Import/Export)

Select Type and ezMerchant Source

Select ezMerchant Object

Data Transfer Activity Name :

Select the data transfer type:

Import Export

Select the ezMerchant Data Source (Object):

Customer Item Category Order Shipment
 Customer Address Item Option Order Shipment Detail
 Gift Certificate Order Detail
 Item Order Header

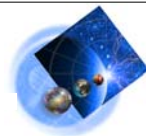
Post Import Functions: Create Person Document Add To Shopping Groups

The data source information section is used to define information about the external file/table and the ezMerchant data source(object) this activity with. All of the following can be defined in this section : file type, data source name, userid, password, and how to process the record.



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Click and Pick to Map Fields to DB2/400



Data Transfer Wizard - Configure ezMerchant Object Field Definitions

Field Definition Configuration for : Customer

Field Definitions Available	Field Definitions Specified
Action	Action
UserID	UserID
CustomerType	CustomerType
WorkGroupAccess	WorkGroupAccess
TextPassword	TextPassword
FirstName	FirstName
MiddleName	MiddleName
LastName	LastName
CustomerID	CustomerID
MailAddress	MailAddress
SameasBillTo	SameasBillTo
BT_ID	BT_ID
ST_ID	ST_ID
BT_Name	BT_Name
ST_Name	ST_Name
BT_Company	BT_Company
ST_Company	ST_Company
BT_Address1	BT_Address1
ST_Address1	ST_Address1
BT_Address2	BT_Address2
ST_Address2	ST_Address2
BT_City	BT_City
ST_City	ST_City

ezMerchant Field : Action External Field :

ezMerchant Data Type : String External Field Data Type :

External Default Value :

External Field Format :

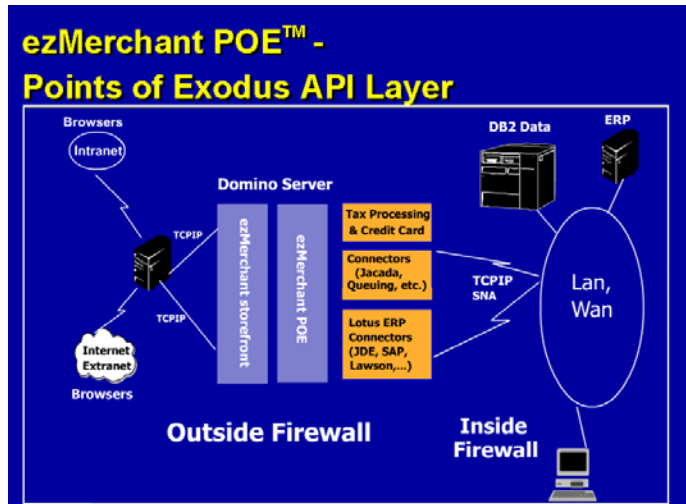


ies

ezMerchant Points of Exodus (POE™)



- An enterprise Integration framework for use with ezMerchant
- API architecture provides the wide array of integration Capabilities to existing legacy systems
 - i.e. Check Inventory, Order Entry
 - Exit points can be written in:
 - Lotuscript
 - ILE C or C++
 - Java



BinaryTree Cartridges



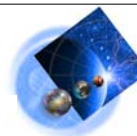
- Off-the-shelf modules that extend the reach and integration capabilities of the products in the eBusiness Collaborative Suite
- Provide comprehensive and easy to deploy integration to ERP systems like JDEdwards, Ariba and other industry standards



The screenshot shows the XTeam Bikes website interface. At the top, it says 'x t e a m B I K E S' and 'MAKE YOUR OWN ROAD!'. Below this is a navigation bar with links: 'Home | Company | Bikes | Accessories | Register | View Order | Search'. A main banner reads 'Welcome to x t e a m Bikes . c o' and 'Don't forget to register' with a 'REGISTER NOW!' button. A sidebar on the left features 'ONE STOP SHOPPING', 'Order P.O.M.', 'CUSTOMER SUPPORT LIVE', and 'Customer SERVICE CENTER'. The main content area shows 'B I K E S' and 'A C C E S S O R I E S' buttons, with images of a bicycle and a lock. A red circle highlights the 'CUSTOMER SUPPORT LIVE' icon, and a red arrow points from the 'Powered By Sametime' logo to it.



Commerce Manager - Options



Commerce Manager - Options View - Lotus Notes

File Edit View Create Actions Help

Workspace ezMerchant Commerce Manager - Options View

Back Help Edit Options Document Generate HTML Show Navigator

Document Type

- Commerce Options
- Email Options
- Gift Certificate Options
- Order Form Options
- Shopping Cart Options
- Workflow Options

Back Help Edit Commerce Options Tag Help

- Changes to these fields require running "Actions\Generate HTML" after saving.

General Options Credit Card Options Tax Options Shipping Options Custom Button/Messages Order Number Options

Click Here for Help **Credit Card Options**

Credit Card Interface Type: ezMerchant Default External Procedure Custom LotusScript

Credit Card Expiration Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Credit Card Expiration Years: 2001, 2002, 2003, 2004, 2005, 2006

Credit Card is Blank Message: The credit card you number you entered is blank. The credit card you number you entered is blank. The credit card you number you entered is blank. The credit card you number you entered is blank. The credit card you number you entered is blank. The credit card you number you entered is blank.

Credit Card is Invalid Message: The credit card number you entered is invalid.

Credit Card Expiration Date Error Message: The expiration date of the credit card number you entered is invalid.

Credit Card Software Error Message: We are unable to communicate with the credit card software.

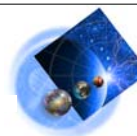
Credit Card Authorization Error Message: We are unable to authorize the credit card number you specified.

Credit Card General Error Message: We are unable to process your credit card. Please click continue and specify a different payment type or try again later.

Allow Credit Card Information to be printed: Yes No



Includes Payments and Tracking Features



Merchant EZ Commerce Manager

- Options Documents
- Payment Table
- Shipping Table
- Tax Table (By State)
- Tax Table (By Zip)
- Currency Table
- Show Views / Folders
- Select a View

BinaryTree.com © 2001 BinaryTree.com

Back Help Create Payment Option Set Default Generate HTML Show Navigator

Payment Option	Active	Default	Type
Check	<input checked="" type="checkbox"/>		Other
COD	<input checked="" type="checkbox"/>		On-Line
Credit Card	<input checked="" type="checkbox"/>		Credit Card
PO	<input checked="" type="checkbox"/>		On-Line
Wire	<input checked="" type="checkbox"/>		On-Line

Workspace ezMerchant Order Tracking Manager - Options View

Back Help Edit Options Document Show Navigator

Document Type

- Order Tracking Buying History Options
- Order Tracking By Order Number Options
- Order Tracking By User ID Page Options
- Order Tracking Home Page Options
- Order Tracking Order Details Options
- Order Tracking Shipment Details Options
- Workflow Tracking Page Options

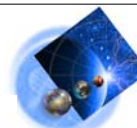
Merchant EZ Order Tracking

- Options Documents
- Workflow Groups
- Custom Pages
- Show Views / Folders
- Select a View

BinaryTree.com © 2001 BinaryTree.com



Complete Shopping Cart



Olmsted County, Minnesota

County Zone

Item	Qty	Description
Birth Record	1	Birth Record Application
Birth Record	1	Birth Record Application
Birth Record	1	Birth Record Application
Marriage License	1	Marriage License Application
		Sub Total: \$59.00

- Change order by clicking **Change** next to the desired item
- Remove an item by clicking **Remove** next to the item
- Order more merchandise by clicking **Resume Shopping**
- To provide payment and shipping information, click **Checkout**
- To use **Express Checkout**, you need to have previously registered on the site.

Checkout

Express Checkout

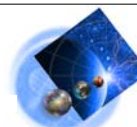
Resume Shopping

Empty Shopping Cart



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Success Story - Delta Apparel



Delta Apparel outfits their resellers with ezMerchant business-to-business solution

Application

e-business B2B solution to enable Delta Apparel's resellers to place orders on-line

Software/Services

ezMerchant Software
BinaryTree eBusiness Professional Services
BinaryTree Creative Services

Hardware

IBM eServer iSeries

Delta Apparel is a vertical manufacturer of knitwear products for the entire family. The company purchases cotton direct from the field and through a stringently controlled process produces finished apparel for the domestic and international market place.

As one of America's oldest knitwear manufacturers Delta Apparel was looking to improve their presence on the Internet and move their business into the new millennium. They needed a Web site that demonstrated clearly their company motto, "Quality, Service and Unparalleled Value".

Charles Sutlief, a Vice President with Delta Apparel described the requirements for the Web site. "The site needed to display customer specific information in a secure, fast, and easy to use display."

BinaryTree.com set out to create a B2B website that's purpose was to give Delta Apparel's resellers the ability to place orders over the internet. BinaryTree's Collaborative eBusiness Suite also allowed them to cost effectively meet their business goals by building a site that enhanced their relationship with their customers.



IBM @server iSeries

Success Story - Atlas Copco



Atlas Copco unites its worldwide operation with ezMerchant

Application

B-to B e-commerce project creating on-line purchasing

Software/Services

ezMerchant Software
BinaryTree.com eBusiness
Professional Services

Hardware

IBM eServer iSeries

ERP System

BPCS

Processing orders for compressors, parts and services kits is a complex process. When this process transcends geographies and currencies, it becomes even more complicated. Couple these challenges with the fact that Atlas Copco has a extensive inventory including more than 80,000 SKUs, there is tremendous room for error when ordering, both on the side of the customer and Atlas Copco.

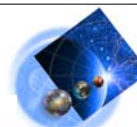
With its compressor manufacturing facility in Belgium, and more than 75 sales offices located in 150 countries, Atlas Copco's customers (distribution channel) faxed and phoned orders to the sales offices. In turn the sales offices entered the orders into local versions of the BPCS (Business Planning and Control System), the company's ERP system. These orders were forwarded to Belgium for fulfillment. This was a tedious and error prone process. Factoring in all the research and entry time, some orders took as much as a half-hour or longer to create.

Recognizing that the company needed a faster and easier way for customers to order products, Atlas Copco investigated Internet-based e-commerce systems and selected ezMerchant and the Collaborative Application Portal from Binarytree.com.



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So What Is It?



- Is it a Dynamic Website Management System?
- Is it a Content Management System?
- Is it a Portal?
- Is it a B2C and B2B eCommerce Infrastructure?
- Is it an Organizational Workflow and Process Management Infrastructure?
- Is it able to link the entire HR Organization?
- Does it offer real-time chat and user awareness?
- Is it a dynamic search engine?
- Does it have tools to integrate with back-end legacy applications?
- Can it leverage my existing technology investment?



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Why invest in many different technologies?



Justify your ROI with one product and one technology

REDUCE TRANSACTION COSTS

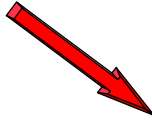
Integrate Your Business

- Product Configurator (Java-script, XML)
- Web placed orders
- Automated work distribution
- Automated transaction notification
- Information subscriptions
- Automated reporting (Daily Bookings...)
- Shipment Tracking (Web)

SPEED TO MARKET

Site Creation and Deployment

- On the fly customization by user base
- Error correction
- Additions and deletions
- Back end Legacy Data integration
- Marketing Campaigns



INTEGRATION WITH BACK-END SYSTEMS

Back-end Legacy Integration (ODBC)

- Check Inventory (Real-time)
- Update Pricing and Product Catalog
- Customer Information
- Submit Orders (Real-time or batch)
- Credit Hold / Discounts
- Active and Inactive Parts Status
- JD Edwards Plug - IN



SUMMARY

- ✓ Create Web Content With Ease
- ✓ Scalable (Savings are Exponential)
- ✓ Rapid Deployment (ROI)
- ✓ Phased Growth (Immediate Startup)
- ✓ Continual Improvement
- ✓ Fast - Web Ready
- ✓ Secure



IBM @server iSeries

WebSphere Commerce Family

WebSphere Sub-Families



■ Portal

- Scalable solutions to personalize websites targeted at specific audiences to increase relevance and relationship

■ Commerce

- Sell-side solutions to manage relationships and complex business processes

■ Pervasive

- Wireless and voice solutions to extend reach across all customer, employee, and partner touch points

■ Studio

- eBusiness professional development tools based on a common workbench technology

■ Process Integration

- Model and automate business processes across disparate systems and organizations

■ Information Connectivity and Integration

- Enable customers to flexibly connect and integrate their assets within the enterprise and with trading partners

■ Host Access

- Application & data access to legacy systems

Reach & User Experience
Business Integration

WebSphere

Foundation and Tools

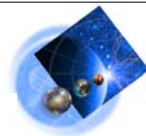
■ Application Server

- High performance and scalable platforms to deploy dynamic eBusiness applications



IBM @server iSeries

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

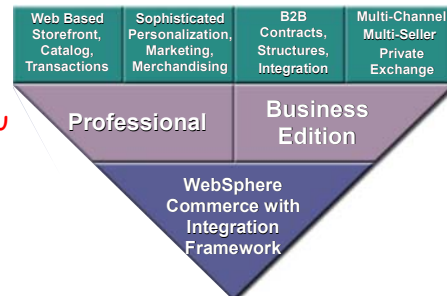
- WCPE function plus significantly more B2B functionality
- Sell-side managed contracts, RFQ's, approvals workflow, requisition lists, buyer/seller collaboration, advanced user management and access control
- Both WCPE & WCBE are priced per processor and include an entitlement for a maximum of 5 stores

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 Professional Entry Edition (\$20,000)

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



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Business Edition Builds on Top of Pro

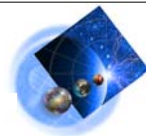


<ul style="list-style-type: none"> • ROLAP Reporting • Customized Reports 	WebSphere Commerce Analyzer, Advanced	<ul style="list-style-type: none"> • Data Mining • Drill-down 				
<p>WebSphere Commerce</p> <table border="1"> <tr> <td> <p>Pro V5.4 (\$89,600 per CPU)</p> <ul style="list-style-type: none"> • Business Manager Interface for merchandising, marketing • Customer Service, Auctions • Globalization Infrastructure • WAS, HTTP Server, Secureway, DB2 </td> <td> <p>Business Edition V5.4 (\$140,000 per CPU)</p> <ul style="list-style-type: none"> • Business Relationship Manager • Contract pricing, catalog views, terms & conditions • Catalog Manager • Advanced Order Management • Advanced User Mgmt • Granular Access Control • Single-Seller RFQ • Requisition Lists • Collaboration (ST & QP Technology) • B2B Store Model • + all from Pro Edition </td> </tr> <tr> <td> <p>Pro Entry V5.4 (20K)</p> <ul style="list-style-type: none"> • Single Store, Single processor • Same functionality as WCPE (Sametime and QuickPlace NOT included) </td> <td> <ul style="list-style-type: none"> • Store Model, Shopping Cart Functionality • Rules-based personalization • Auctions • Entry Reporting • Payment Management • VAJ, Studio (Dev Version Only) </td> </tr> </table>			<p>Pro V5.4 (\$89,600 per CPU)</p> <ul style="list-style-type: none"> • Business Manager Interface for merchandising, marketing • Customer Service, Auctions • Globalization Infrastructure • WAS, HTTP Server, Secureway, DB2 	<p>Business Edition V5.4 (\$140,000 per CPU)</p> <ul style="list-style-type: none"> • Business Relationship Manager • Contract pricing, catalog views, terms & conditions • Catalog Manager • Advanced Order Management • Advanced User Mgmt • Granular Access Control • Single-Seller RFQ • Requisition Lists • Collaboration (ST & QP Technology) • B2B Store Model • + all from Pro Edition 	<p>Pro Entry V5.4 (20K)</p> <ul style="list-style-type: none"> • Single Store, Single processor • Same functionality as WCPE (Sametime and QuickPlace NOT included) 	<ul style="list-style-type: none"> • Store Model, Shopping Cart Functionality • Rules-based personalization • Auctions • Entry Reporting • Payment Management • VAJ, Studio (Dev Version Only)
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<ul style="list-style-type: none"> • Business Processes • Messages 	WebSphere Commerce Integraton Enablement	<ul style="list-style-type: none"> • Connectors • Integration Methodology 				



IBM @server iSeries

Product Differentiation and Value



Propositions



Pro

- **Core Commerce is the Focus of WCS Pro**
 - ▶ Online Storefronts for
 - B2C Retailers
 - Catalogers
 - Fundamental B2B
 - Simple products and sales cycle
 - ▶ Storefront and Shopping Experience
 - ▶ Advanced Merchandising
 - ▶ Personalization
 - ▶ Catalog Management
 - ▶ Analytics
 - ▶ Order Management
 - ▶ Transaction Management

WCBE

- **WCBE adds value beyond the Storefront**
 - ▶ B2B Commerce Solution for Companies that:
 - Sell complex products
 - Leverage extended Channels
 - Have complex sales processes
 - Multiple Participants
 - Collaborate with trading partners
- **WCBE Extends Pro by externalizing commerce processes and managing complex relationships**
 - ▶ Support complex B2B relationships
 - ▶ Business Contracts and Policies
 - ▶ B2B Commerce Processes
 - ▶ Collaboration and Virtual Teaming



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WebSphere Commerce: More than Software... A Solution.

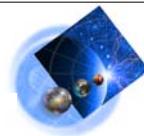


Order & Inventory Mgmt Ability to extend existing business processes <ul style="list-style-type: none"> JD Edwards i2 QAD SAP Synquest Taxware CommercialWare 	Content Management Attract new customers and retain existing ones <ul style="list-style-type: none"> WCS Catalog Manager OpenMarket Interwoven Vignette Data Junction WebSphere Everyplace 	Collaboration Real-time communication, negotiation, and document sharing <ul style="list-style-type: none"> Lotus Sametime Lotus Quickplace Lotus e-Meetings 	Personalization Provide Most Valuable Information for the Customer <ul style="list-style-type: none"> Blaze/Brokat Rules Macromedia LikeMinds Kana WebSphere Personalization WebSphere Portal
Customer Management Superior service and support <ul style="list-style-type: none"> Kana Siebel CommercialWare WebSphere Voice Server 	Procurement/e-MPs Support for procurement and punch-out <ul style="list-style-type: none"> Ariba SAP Commerce One 	Payment Processing Supports Multiple, Global Payment Methods <ul style="list-style-type: none"> Paylinx ACH Procurement Cards 	Fulfillment Delivery Management <ul style="list-style-type: none"> Cybersource UPS CommercialWare



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Advanced Order Management

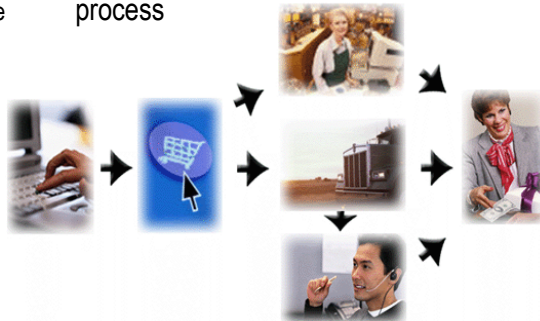


Key Capabilities

- ▶ Inventory Management
 - ▶ Real-time Available-To-Promise
 - ▶ Ability to enter and manage inventory by dist center
 - ▶ Ability to enter and manage future incoming inventory
 - ▶ Real-time allocation of inventory as orders are placed
- ▶ Order Management
 - ▶ Backorder creation with expected avail. date
 - ▶ Additional messages for connectivity
 - ▶ Split order management
- ▶ Returns & Refunds
 - ▶ Refunds for one or all items
 - ▶ Refunds not associated with a SKU
 - ▶ Payment Reversal

Benefits

- ▶ Real-time order management processes on the web streamlines the supply chain
- ▶ Minimizes errors and capture backorders
- ▶ Increases overall visibility to the Supply Chain
- ▶ Flexible and streamlined order process



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Advanced Search Capabilities



Key Capabilities

- ▶ Find Products Faster with Superior Search Capabilities
 - Search text, numeric range, date range, etc.
 - Fuzzy searches, Boolean, wildcard etc.
- ▶ High Speed Search Results
 - Test results returned in .007 - 0.5 second regardless of size
 - Unlimited number of results due to cursor-like capability
- ▶ High Speed Indexing of Product Data
 - Allows multiple simultaneous indexes using multiple processors
 - Does not lock data that is being indexed, 24X7 design
- ▶ Database and external file support

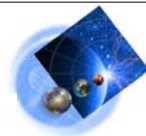
Business Value

- ▶ Improved customer shopping experience = greater stickiness and more profitability



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Superior Customer Service



Key Capabilities

- ▶ Customer Service Representatives can assist buyers directly
- ▶ Effectively support and service global customers
- ▶ Ability to view customer interactions across all touchpoints
- ▶ Automated customer care with Sametime and QuickPlace

Business Value

- ▶ Culturally-specific view of customer enhances customer service interaction
- ▶ Integrated channels allows for more consistent and complete customer support
- ▶ More efficient and effective communication vehicles reduces the strain on Enterprise support and service resources
- ▶ Self-service support empowers the customers with quick answers and reserves Enterprise personnel more complex care needs



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Business Intelligence



Key Capabilities

- ▶ Know what is selling and why
- ▶ Predict customer buying behavior
- ▶ Understand which customer segments are most important
- ▶ Get more targeted with campaigns and promotions, cross-sell and up-sell

Business Value

- ▶ Offer the right product mix to drive customer satisfaction and revenue
- ▶ Stay ahead of dynamic customer trends to gain competitive advantage
- ▶ Exploit customer intelligence to optimize sales and marketing effectiveness
- ▶ Leverage customer insights to drive business process efficiencies

Data

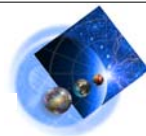
Information

Decisions



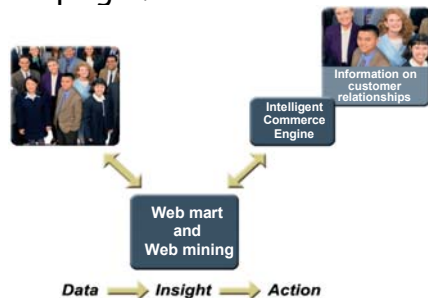
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Targeted Marketing



Key Capabilities

- ▶ Personalized campaigns and promotions through Commerce Accelerator
- ▶ Guided selling
- ▶ Trend analysis to refine campaign focus



Business Value

- ▶ Optimize efficiency of marketing activities
- ▶ Strengthen and more closely manage your brand
- ▶ Higher revenue from more accurately targeted merchandising



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Targeted Marketing: Proof Point



Discovery Communications, Inc

■ **Challenges:**

- ▶ Increase shopper-to-buyer conversion rates
- ▶ Increase value of an average online sale with greater personalization and more targeted marketing

■ **Business Value:**

- ▶ new level of functionality to target and personalize offerings
- ▶ Orders automatically relayed to fulfillment
- ▶ Quick development of catalogs and marketing campaigns
- ▶ Developed and deployed in 8 months by DCI's IT staff, in time for the holiday season

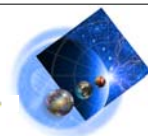


"WebSphere Commerce scales way beyond our expectations. It is stable and reliable. We're in great shape now to attack and accomplish our business objectives." -Skip Holbrook, Project Manager of E-commerce, Discovery Communications



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Flexible Pricing



Key Capabilities

Maintain pricing and terms separate from catalog

- Sophisticated pricing based on buyer characteristics

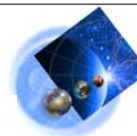
Offer-based catalog pricing

- Member group pricing
- Allows customer-based vs. product-based discounting
- Quantity range based (minimum or maximum to be sold under this offer)
- Time-based offers
- Multiple price display (list price and "your" price, or "compare at" price)
- Manufacturer's rebates



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Content Management



Key Capabilities

- ▶ End-to-end Content Management solution optimized for WebSphere Commerce customers
 - ▶ Automated web page creation & management
 - ▶ Ability to manage all site assets & site versioning
- ▶ Combines strengths of:
 - ▶ WebSphere Studio
 - ▶ WebSphere Catalog Manager
 - ▶ Key ISV Partners **Interwoven** and **Vignette**

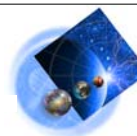
Business Value

- ▶ Simplifies creation and management of information-rich catalogs
- ▶ Boosts productivity during catalog design, construction and maintenance



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Content Management: Proof Point



Lillian Vernon Online

- **Challenge:**
 - ▶ 51 year old multi-channel retailer harvesting the internet as their fastest growing sales channel
 - ▶ Need to coordinate online content with paper catalog
 - ▶ Scale back on costly paper catalogs in favor of web based sales
- **Business Value:**
 - ▶ 30% increase in holiday sales in 2001
 - ▶ Ability to present the complete Lillian Vernon catalog (1500 --> 6000 sku's)
 - ▶ Ability to sync catalog and webstore campaigns for maximum revenue value
 - ▶ Ability for real time sales analytics and business performance insight



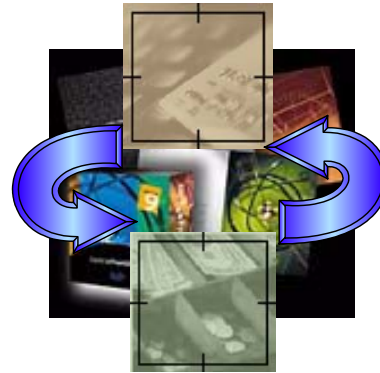
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Supply Chain Management



Key Capabilities

- ▶ Ability to retrieve fulfillment/inventory information from back-end systems
- ▶ Seamless interfaces between inventory and fulfillment processes
 - ▶ Catalog Manager and Payment Manager
- ▶ Better administration of inventory and fulfillment systems
- ▶ Fully integrated with IBM middleware and integration tools



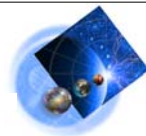
Business Value

- ▶ Real-time or near real-time inventory information enables more cost-effective movement of goods
- ▶ Shortened fulfillment cycles drive customer satisfaction
- ▶ Easy to use administration tools provide better business controls while saving time and resources



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Supply Chain Management: Proof Point



Recreational Equipment, Inc. (REI)

■ Challenge:

- ▶ Create flexible, feature-rich e-commerce platform to trigger repeat business and build customer loyalty by personalizing customers' Web shopping experience
- ▶ Integrate with legacy backend systems

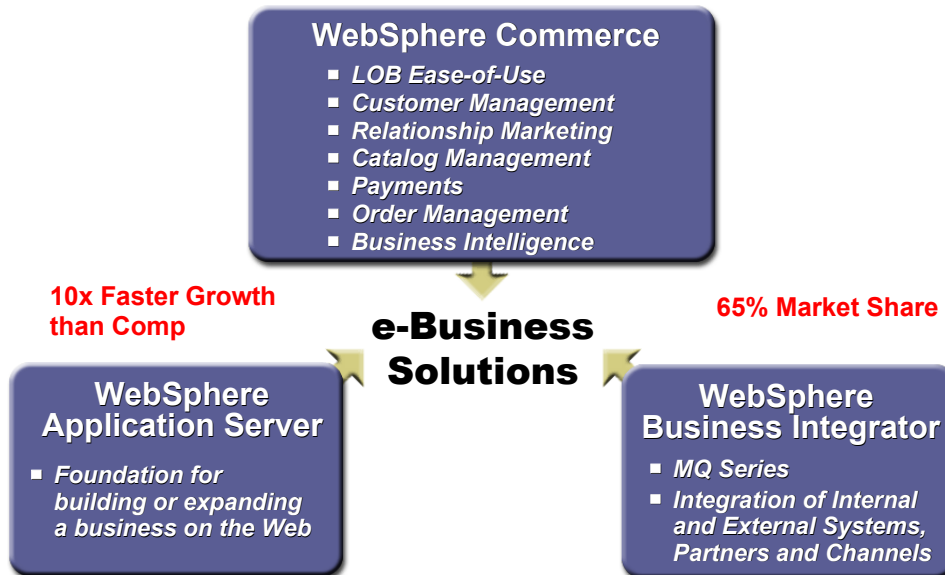
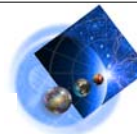
■ Business Value:

- ▶ Seamless integration with multiple sales channels and backend inventory systems
- ▶ Orders from the Web now processed as seamlessly as those from retail or mail-order operations
- ▶ Simplified maintenance and increased customer loyalty and satisfaction
- ▶ ROI payback in 18 months



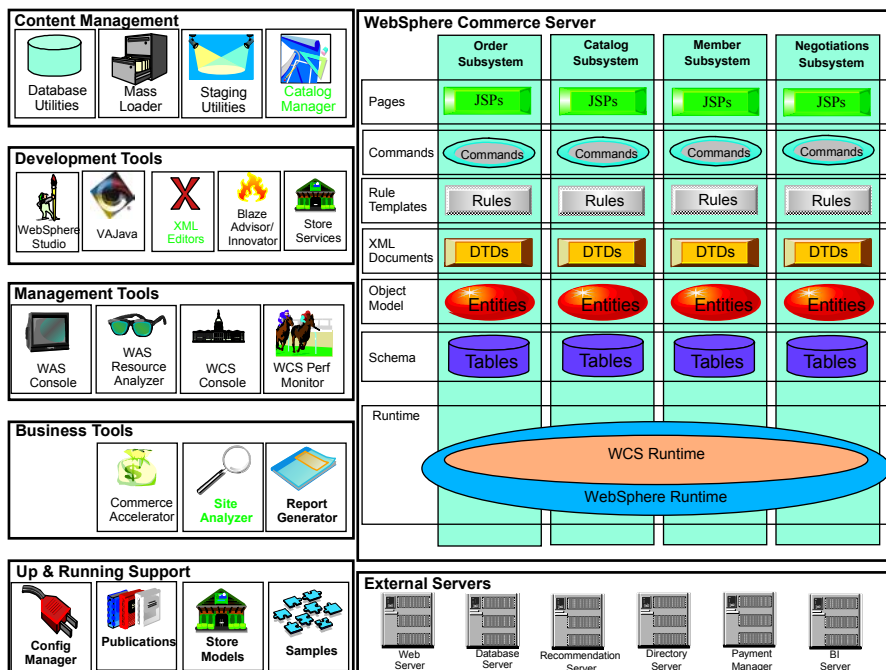
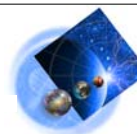
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IBM: The Leader in e-Business Solutions



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WCS System Overview



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WebSphere Commerce Version 5.4



WC Server

- WC Professional Entry Edition for iSeries (**WCPEE**)
- WC Professional Edition for iSeries (**WCPE**)
- WC Business Edition for iSeries (**WCBE**)

WC Studio

- WebSphere Commerce **Studio Professional** Developer Edition
 - create customized Java code and deployed to WC Pro Edition
- WebSphere Commerce **Studio Business** Developer Edition
 - create customized Java code and deployed to WC Business Edition

Other Components

- WebSphere Collaborative Profiles Commerce Edition



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WebSphere Commerce 5.4 (5733-WC5)- Product Offering



WebSphere Commerce Components

- WebSphere Commerce Server
- WebSphere Commerce Accelerator
- WebSphere Catalog Manager
- WebSphere Commerce Administration Console
- Product Advisor
- Blaze Rules Server and Blaze Innovator Runtime



WAS V4.0.2, Advanced Edition

IBM Developer Kit, Java Technology Edition 1.3.1

WebSphere Payment Manager 3.2.2

WebSphere Commerce Analyzer 5.4



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WC Studio 5.4 - Workstation detail



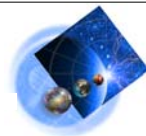
WebSphere Commerce Studio package includes

- WebSphere Commerce V5.4 Server for Windows
 - (used for development/test only)
- WebSphere Personalization, V3.5
- XML Tools
- VisualAge for Java **Enterprise Edition V4**
- WebSphere Studio **Advanced Edition V4**
 - ▶ includes
 - Page Detailer
 - WebArt Designer
 - AnimatedGif Designer
 - Applet Designer
 - IBM Distributed Debugger

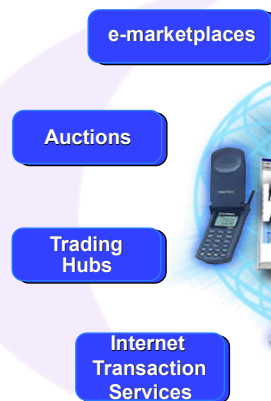


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The Next Generation of e-business



Radically new business models...



...requiring new technology



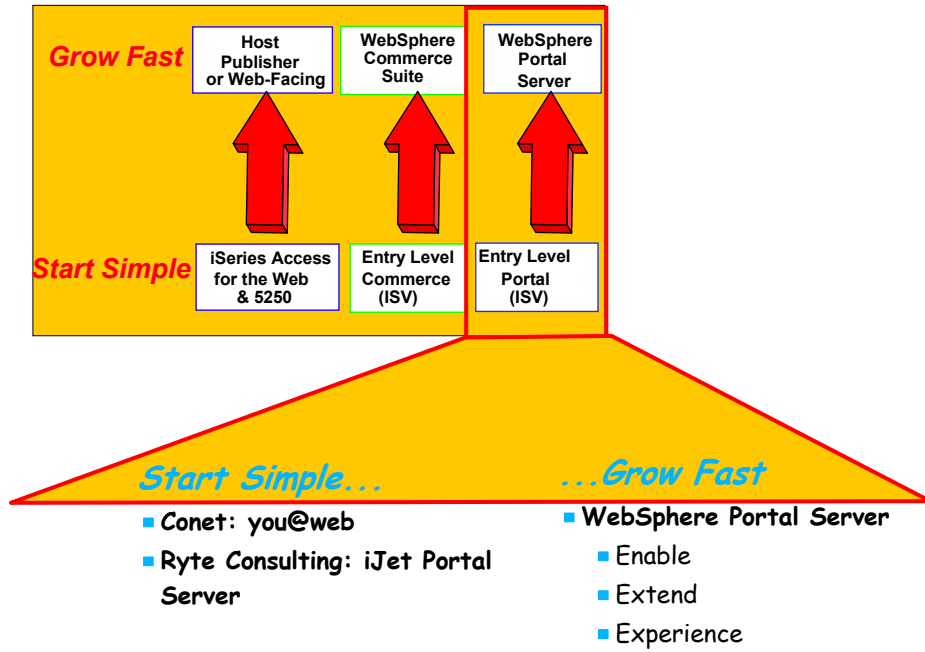
...while supporting

- High transaction rates
- New and existing systems
- Rapid application development
- Security, manageability
- Business Intelligence
- New devices, Multi-modal



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Start Simple Grow Fast... Portal Solutions



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