





*Application Service Provider*

*Prime Solution Center for iSeries 400*





*The Application Service Provider (ASP), Prime Solution Center for iSeries 400 offers a five-step approach to an ASP business transformation.*

*The program assists solution developers as they determine how to change their business models from selling purchased, in-house applications to the new ASP model that positions software as a business solution, accessible from remotely managed servers on a rentable or subscription basis.*

# Educate

We provide information that is relevant to every aspect of the application service provider (ASP) model. Our objective is to educate our software partners so they can make informed decisions about the value of entering the ASP world.

## **The ASP Prime Solution Center for iSeries 400 Provides Assistance in...**

Determining the critical factors for ASP success, including data center costs, availability, security, and scalability.

Review of iSeries 400 attributes that will provide you with a very competitive offering, such as:

- Logical partitioning (LPAR) and Lotus Domino partitioning technologies
- Billing and usage journals for multiple customers
- Options for a wide range of high availability offerings that are designed to balance costs and required services levels (RAID, journaling, cluster-proven applications, etc.)
- Use of advanced authentication options such as digital certificates
- Virtual private network (VPN) tunneling technologies

Analyzing the considerations involved in developing a pricing model  
Understanding examples of markets that iSeries 400-based ASPs are targeting

Trading off costs versus availability to meet market needs.

Considering data center design, whether self-operated or through partnering, including:

- Data centers with fully redundant networking and power services
- Disaster recovery
- RAID and mirroring for data protection
- High availability and clustered failover options

To take advantage of this market opportunity, many technical and business considerations should be investigated. The ASP Prime Solution Center website has a series of white papers ([ibm.com/as400/developer/asp/papers.html](http://ibm.com/as400/developer/asp/papers.html)) that can give you a quick start on the technology and marketing strategies required to take advantage of the growing ASP industry. Furthermore, for partners selected to participate in the ASP Prime Solution Center program, teleconferences and in-Rochester briefings are provided as a consulting service to aid you in making the necessary decisions regarding your ASP direction.

The questions from partners in this part of the program most often deal with business issues, such as "what pricing models are being used?" and "how should deployment costs be balanced against the need for high availability?" Technical "how to" questions are also addressed. We further realize that the experiences of practicing ASPs can provide insights into these questions. For some ASP implementation examples visit:

[ibm.com/as400/developer/asp/partners/asp.html](http://ibm.com/as400/developer/asp/partners/asp.html)

*According to International Data Corporation, the ASP market is growing at a 400 percent annual rate and will become a two billion dollar market in 2003*

# Assess

We assist our partners in determining how well their applications mold to the ASP model, and what improvements will make them fit even better. During the assessment phase we analyze the application architecture to address key design considerations.

## **Analyzing Your Application Architecture**

Will the application support multiple customers on a single server, thus positioning it for the best possible cost of operations in a shared resource environment?

What type of end-user interface should be delivered; browser or thin client and how can this interface be best delivered from the ASP application?

Does the application need to be available 24x7? If so, is clustering the right solution?

Is benchmarking needed to assess the number of customers that can be supported for a given system configuration?

How can an application become cluster-proven?

How can applications be enabled for high availability?

How can authentication and privacy be assured for clients (digital certificates, SSL, VPN, etc.)?

How should database access be designed for best performance in a Web-based, multi-tiered environment?

How should applications be designed for the ASP environment using WebSphere, Lotus Domino, MQSeries, the iSeries 400 Toolbox for Java, XML, and WebSphere CommerceSuite?

How can existing RPG/COBOL applications be leveraged for ASP purposes by utilizing tools from business partners?

What are the application design considerations for distributed computing (thin client, tiered, threaded structures)?

Can more than one version of the application run on a single iSeries 400?

If not, how does the application need to be changed to achieve this

The focus of discussion in the assessment phase usually regards the readiness of your application to meet the competition when delivered within the ASP model. A broad range of needs must be met in this market. Some ASP vendors emphasize cost, some focus on availability, still others promote the broad range of users that need access to a particular application. The purpose of assessment is to help match your application to the needs of the market. The criteria is market success, not a particular technical implementation.

# Enable

We provide tips and tool suggestions on how to prepare your application for the ASP model. It is in this phase that we explore the steps required to enable the application to fit the subscription model.

## **Services Available with Charge and No Charge Offerings**

Help in Web-enabling applications, such as the use of browsers, Java clients, Java Server Pages and servlets.

Testing applications in an ASP environment — how and where to do it, proving reliability and scalability.

Deciding how to incorporate application metering, resource usage accounting, license management and change management

Assistance in running multiple companies on a single system — data structures, LPAR and Lotus Domino partitioning.

Establishing quality-of-service guidelines, including high availability enablers, cluster-proven system design, backup and recovery systems, and network and application monitoring

Designing the application for distributed computing, making use of a thin client, multi-tier, threaded solution for most efficient performance authentication of clients through the use of digital certificates, and privacy in data transmissions with SSL and VPN

Determining whether the application can quickly scale for as little as 10, or as many as 10,000 users, or whether modifications are needed to achieve this scalability.

Advising on methods for enrolling users in the application, whether that be end-user self-enrollment, or iSeries 400 system administrator assisted

A frequently discussed topic in this section concerns the capabilities of the iSeries 400 Customer Benchmark Centers (Rochester, Minnesota and Santa Palomba, Italy) in assessing scalability in a multiple customer support environment. The iSeries 400 Benchmark Center provides users with an opportunity to test applications on systems configured to their exact specifications and helps them determine the performance of the application prior to market availability. Working side-by-side with the Center's performance experts, you can stress and tune your application and measure performance and capacity. To get started with the Benchmark Center, submit a nomination form by visiting:

[ibm.com/as400/developer/cbc/benchnom.html/](http://ibm.com/as400/developer/cbc/benchnom.html/)

**[ibm.com/as400/developer/asp/](http://ibm.com/as400/developer/asp/)**

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# Host

We provide guidelines to help you set up your data center to host your application, or we pair you with hosting partners that can run the data center for you. During this phase, all the considerations regarding your data center are reviewed with you to ensure its integrity, availability and reliability.

## Data Center Review Questions

Is the center secure? Does it have controlled access at all legal and surreptitious physical entry points? Is the data center monitored by surveillance cameras? Are visitors badged in and out? Is your data secured on the server? If multiple customers are hosted on one iSeries 400, is their data secured from one another? Is the application secured from unauthorized users?

How should the server be structured? Can logical partitioning suffice, or do I need multiple, distinct iSeries 400 servers to meet the security needs of my clients?

Do you offer high availability of your systems and applications? Is RAID and/or mirroring incorporated? Is a battery backup in place? If necessary, is redundant power provided for the systems and data center? If required, are redundant network connections provided? Are these functions tested on a regular basis?

Do you have a help desk with 24x7 operations? Do you have automated monitoring of the systems with Help Desk reporting and paging in the event of failures? Do you have a problem management system to log, track, resolve and report on application and system problems? Is there a change management system to review, schedule and record changes, and enable reversal of changes if needed? Can additional skilled personnel be called after hours should initial calls not be handled?

Do you provide a daily backup of transactions? weekly backup? ... monthly total system backups? Do you store these tapes offsite? Are your restore procedures tested periodically?

Can you add capacity should demand for your software service exceed supply? Can you expand rapidly to meet market needs, or scale up temporarily to meet seasonal demands?

The most frequent request we have in this part of the program is related to the need for help in finding partners who will provide the data center hosting services. Through our extensive questionnaire and interviews with these Worldwide Service Providers (WSP), we can match you with specific WSP contacts who will help you with this critical part of your solution delivery. To view a listing of WSP's visit:

[ibm.com/as400/developer/asp/partners/wsp.html/](http://ibm.com/as400/developer/asp/partners/wsp.html/)

# Launch

When a business partner has reached the point where the application will be (or has been) made available to the market, we can help make it a successful launch.

## **Analyzing Your Application Architecture**

IBM posts ASP partners' names, product offerings, press releases, and Web addresses on our ASP Web site.

IBM has made new terms and conditions available for ASPs to finance the purchase of their systems.

Programs are available to co-market IGS services to your customers and prospects as if they were being delivered by you.

Opportunities exist to use IBM Global Services to augment your own offerings such as with backup and recovery services.

You have the opportunity to join the IBM Service Providers for e-business [ibm.com/software/spebusiness](http://ibm.com/software/spebusiness) program for both ASPs and hosting partners.

Additional co-marketing programs are in place for partners qualified to become Advanced and Premier partners in the Service Providers for e-business program.

Marketing materials are under development to assist you in making the customer sale on the value of the ASP business model.

*Get us involved!*

*There's no need to go this road alone. The iSeries 400 Prime Solution Center can help you chart a personalized five-step program that will transform your business to the ASP model.*

*Contact us today at [RCHASP@us.ibm.com](mailto:RCHASP@us.ibm.com).*



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10/2000  
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