Driving @Server iSeries e-business Solutions With WebSphere

Doug Fulmer
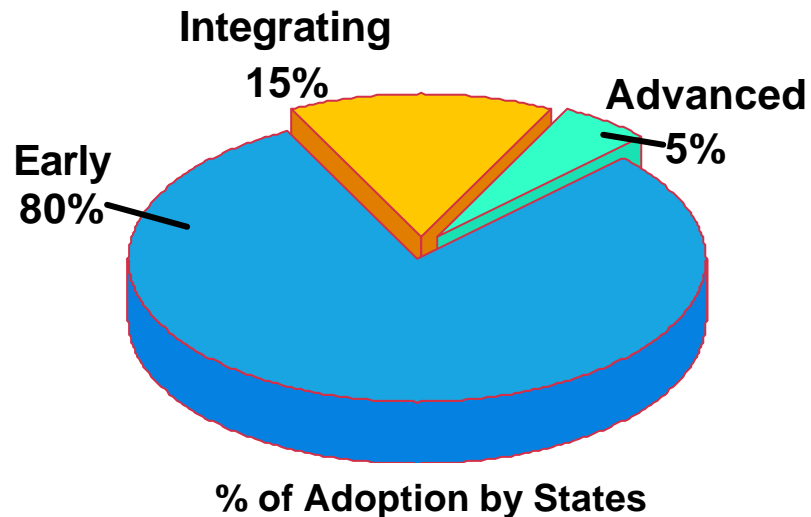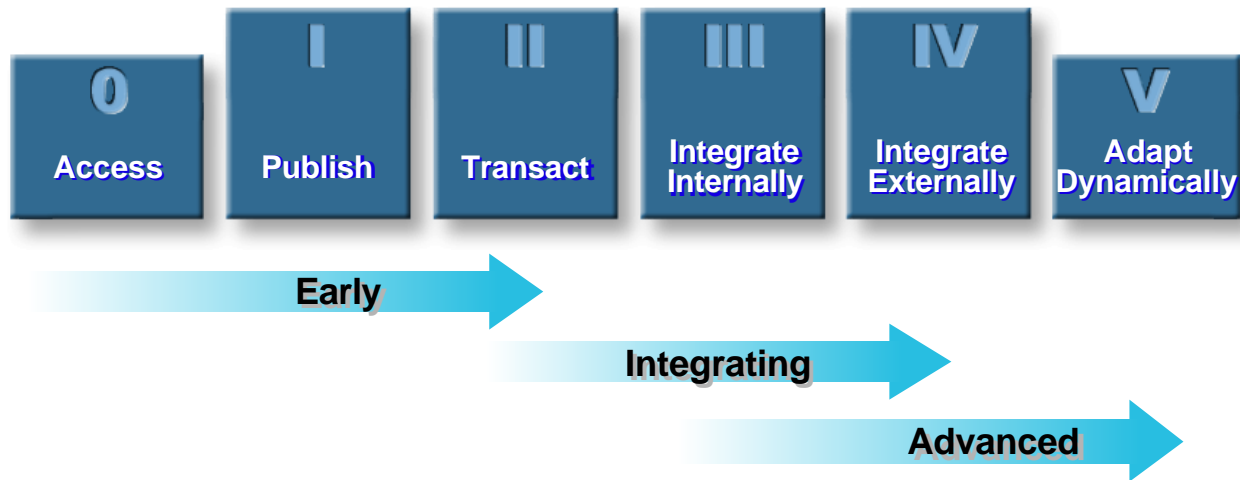
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States of eBusiness Adoption

0	I	II	III	IV	V
Access	**Publish**	**Transact**	**Integrate Internally**	**Integrate Externally**	**Adapt Dynamically**

Early →

Integrating →

Advanced →

Integrating 15%

Advanced 5%

Early 80%

% of Adoption by States

iSeries Focus Areas:

1. **Build new e-business applications & integrate**
2. **Extend existing applications to the web where appropriate**
3. **Buy new e-business solutions**
4. **Consolidate workloads**

Business Transformation

|	Reduce Cost	Generate Revenue	Improve Productivity	Reduce Cycle Time	Improve Quality	Customer ROI
Web Publishing	✓	✓				**21%**
Collaboration	✓		✓		✓	**40%**
Supply Chain Management	✓		✓		✓	**44%**
Customer Self-Service	✓	✓		✓	✓	**47%**
Full Back-End Integration	✓	✓	✓	✓	✓	**68%**

60%

20%

20%

Source: Meta ROI Study

Small Business & The Web

VARBusiness - Aug. 07, 2002

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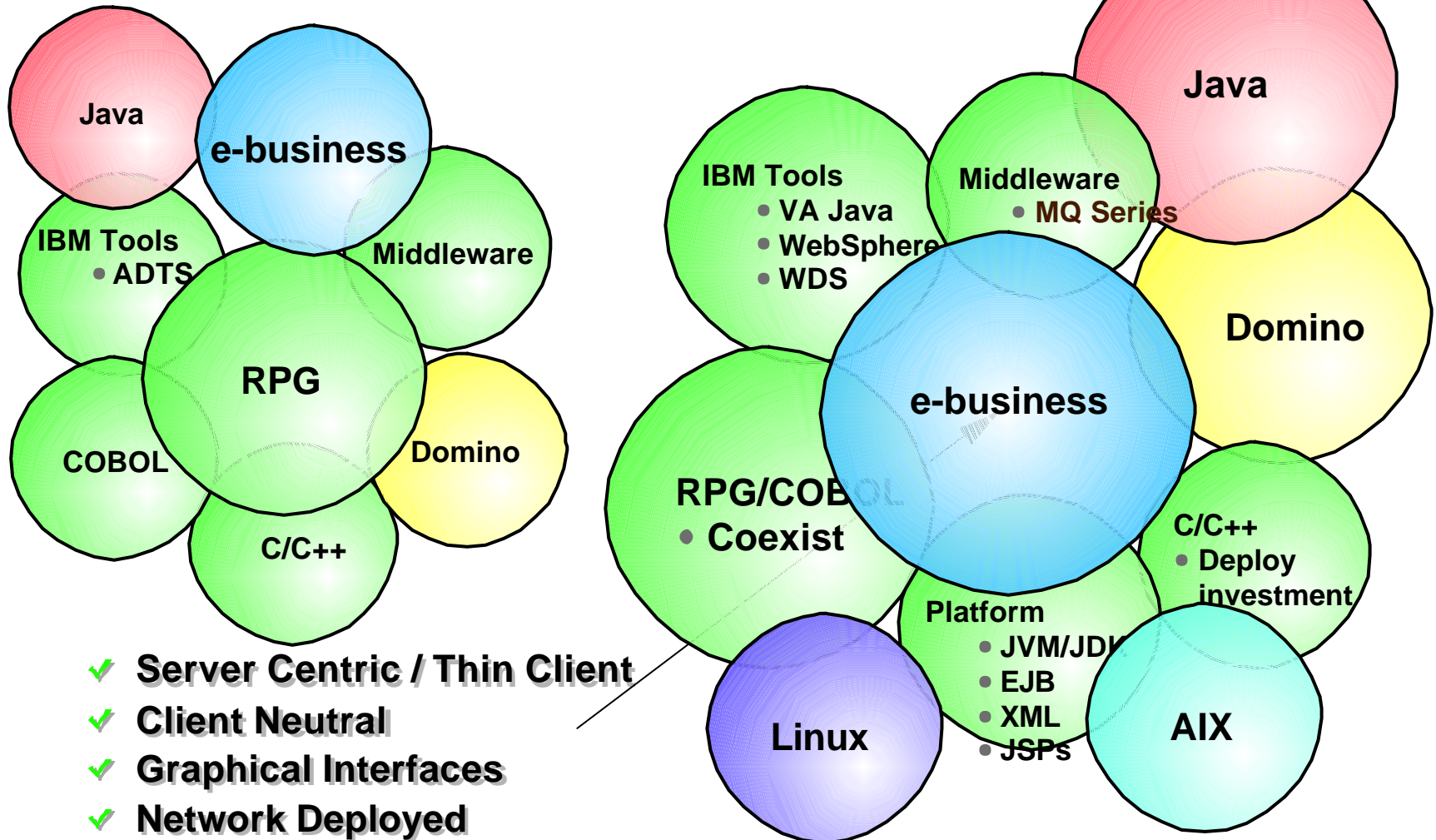and adopting wireless capabilities (26%).

Legend:
- Employees on Web
- Automate Customer interactions
- Wireless
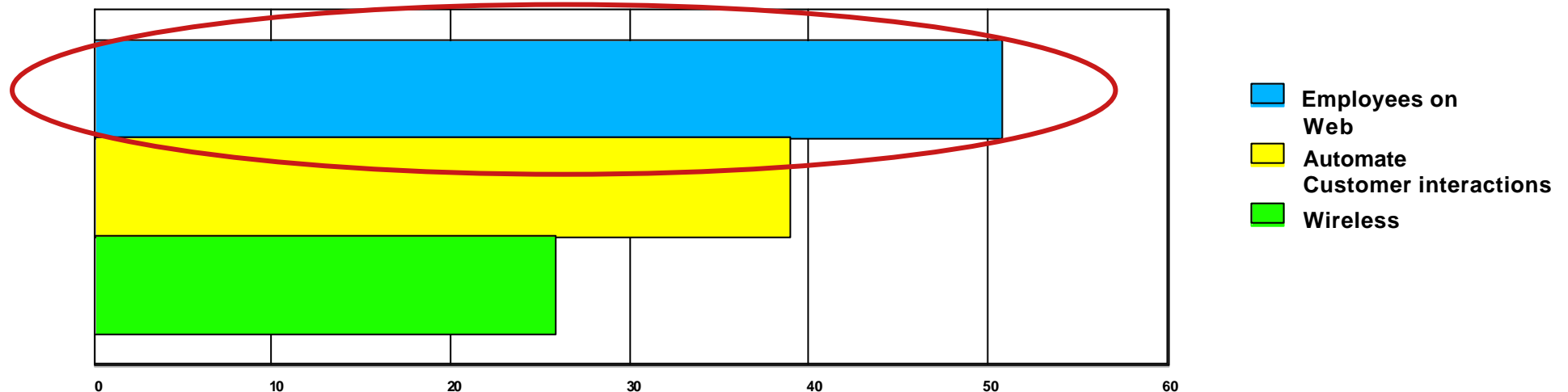
Top - technology priority = Connect employees to the web!

Sell the REAL iSeries

The Past ➤ **Future?**
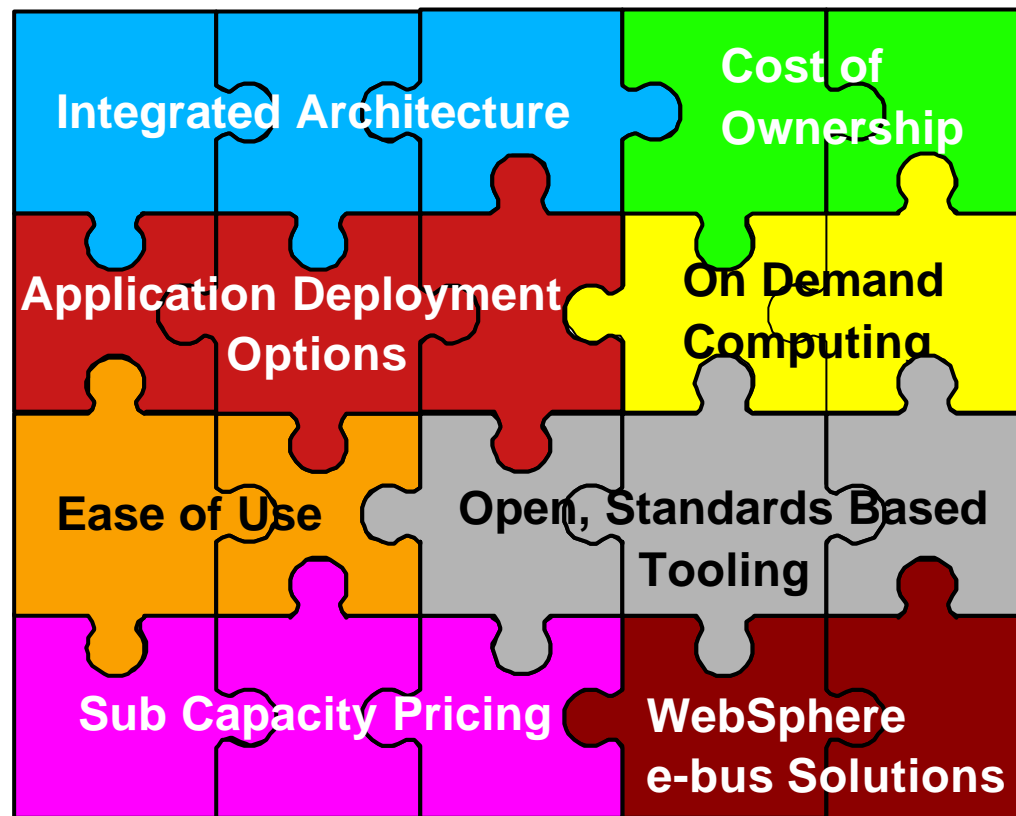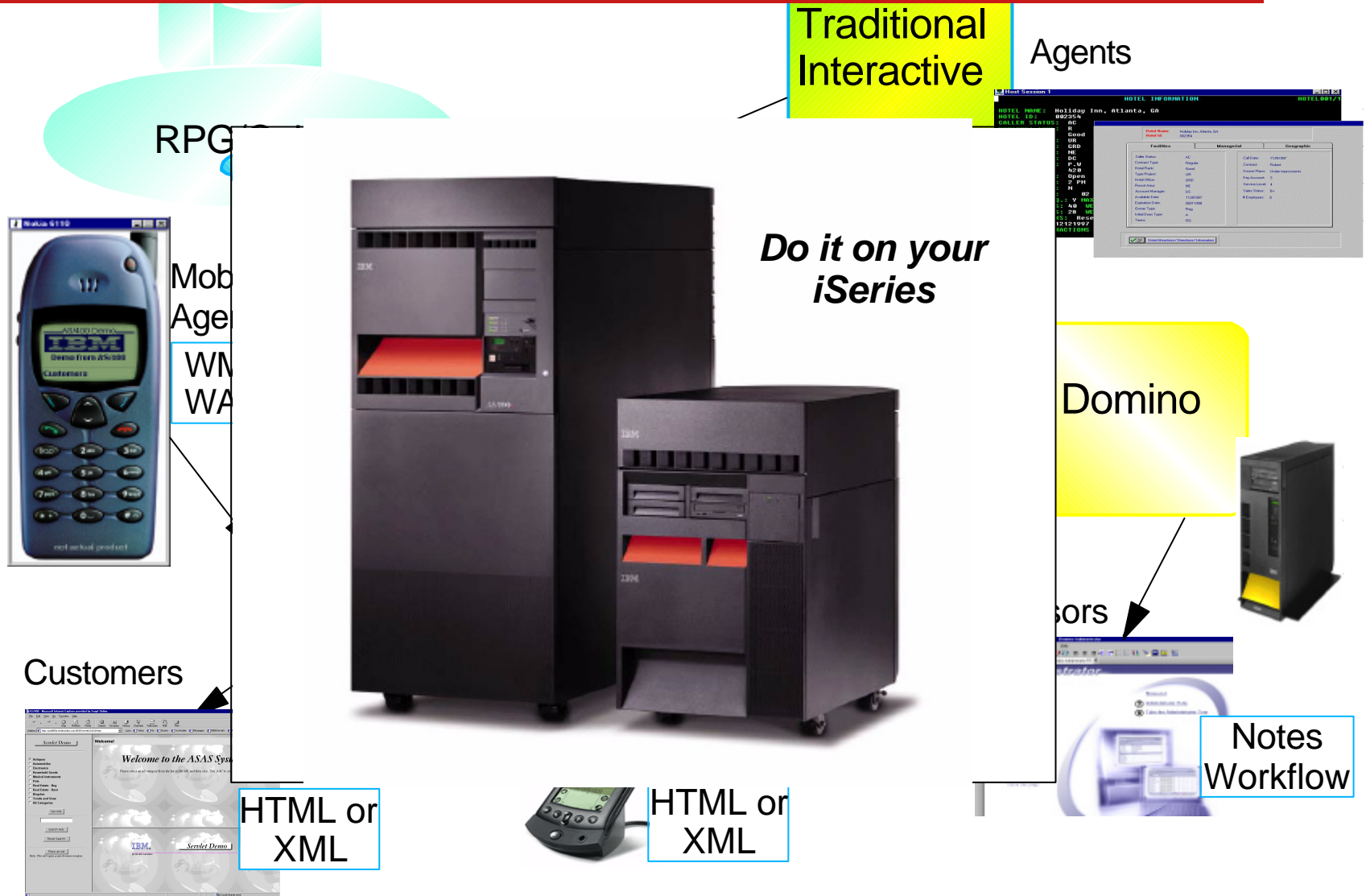

✔ **Server Centric / Thin Client**
✔ **Client Neutral**
✔ **Graphical Interfaces**
✔ **Network Deployed**

The Perfect System for e-business

Modernize Applications & Create New Workloads

Traditional Interactive

Agents

RPG

Mobile Agents

WML WAP

Do it on your iSeries

Domino

Customers

Notes Workflow

HTML or XML

HTML or XML

The WebSphere Story

Comprehensive e-business infrastructure delivering customer value

Achieve Customer Loyalty

By Extending & Personalizing User Experiences

Achieve Business Agility

By Integrating Applications & Automating Business Processes

Reach & User Experience

Business Integration

WebSphere®

Foundation & Tools

Achieve Scalability and Productivity

By Rapidly Building & Reliably Growing Dynamic e-business Applications

WebSphere: Foundation For e-business

WebSphere Portal Server

Access widespread and diverse data sources from anywhere, anytime, by anyone you allow

WebSphere Commerce

Powerful sell-side solutions to handle the broad range of challenges encountered in B2B and B2C environments

Reach & User Experience

Business Integration

WebSphere.

Foundation & Tools

WebSphere MQ

Exchange information among more than 35 platforms with assured delivery

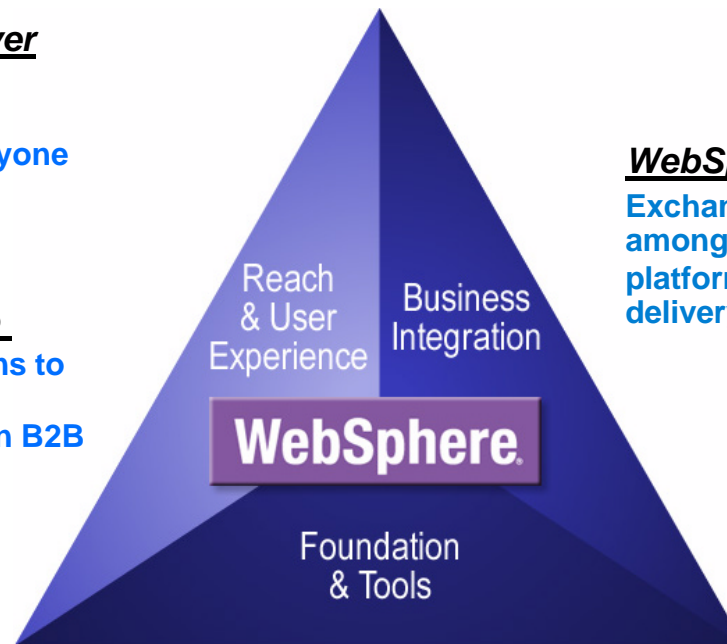**WebSphere Development Studio**

Professional development tools based on a common workbench technology

WebSphere Application Server

High performance and extremely scalable transaction engine for dynamic e-business applications

The dynamic e-business infrastructure for IBM, partner and customer solutions

Web Application Servers (WAS) for iSeries

1. *IBM WebSphere Application Server V5* *(NEW)*
2. **IBM WebSphere Application Server V4.0 (WebSphere Advanced - single & multi-server)**
3. **IBM WebSphere Application Server V3.5 (Older - technical support ending 11/30/2003)**
4. **Apache Software Foundation's Jakarta Tomcat (Open Source & Not Strategic)**

Use for web transactions

Web Server

HTTP Web Pages

Web Application Server

Web Transactions Webfacing

Core Business Applications

Transactions and Database
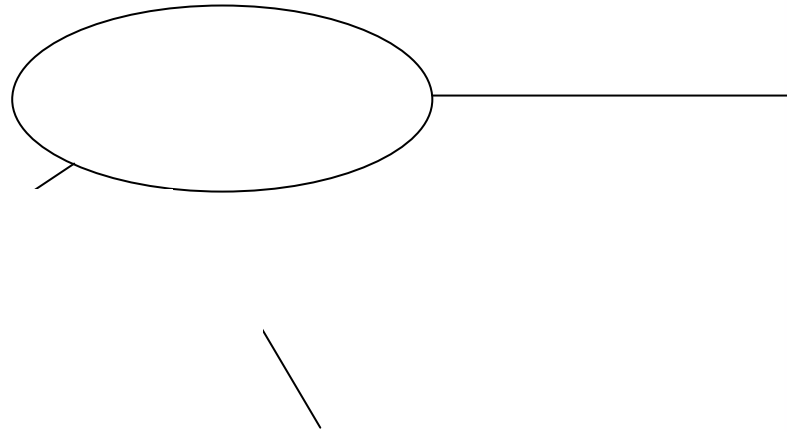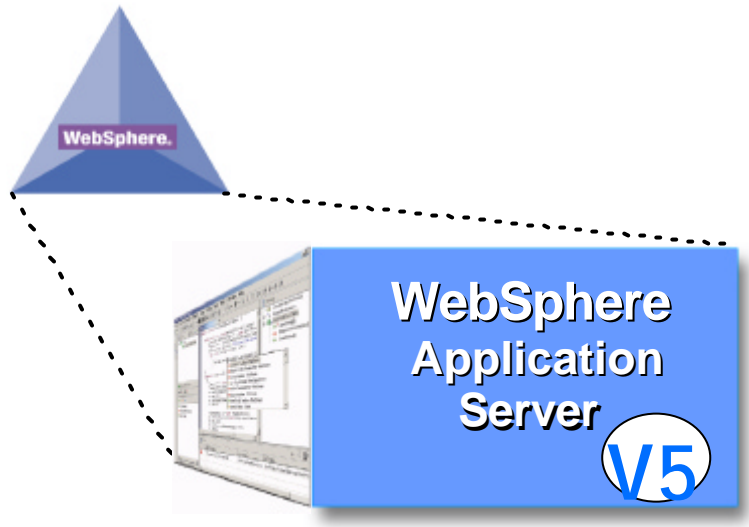
iSeries Web Servers

- **IBM HTTP Server**

  APACHE

- **Domino HTTP server**
- **IBM HTTP Server for iSeries**

Use for static web pages

WebSphere
on ixS

Apache
HTTP
Server

Linux
Firewall

OS/400
RPG/ERP

IBM WebSphere Application Server V5

WebSphere
Application
Server V5

- **A highly flexible application server platform based on industry leading J2EE & Web services architecture**

- **Configurations available to meet the changing needs of different usage scenarios**

- **Built to be cross-platform and fully open standards-based with usability and maintainability characteristics**

- **Web Services are supported in WebSphere Application Server V4 & V5 (including WebSphere - Express)**
- **Build, connect and integrate applications, servers, and devices**

- **Accelerate the pace of integration**

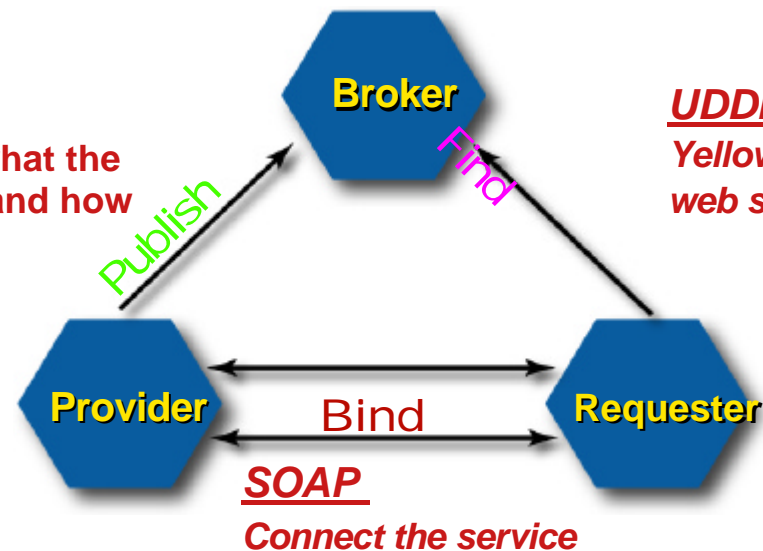- **Access to partner and supplier services**

Web Services

Broker

WSDL
Describe what the service is and how to use it

UDDI
Yellow pages for web services

Publish

Find

Provider

Requester

Bind

SOAP
Connect the service

IBM WebSphere Application Server V5

An extended J2EE & Web services *'build-to-integrate'* platform for creating, composing & choreographing adaptable networked application flows and behaviors

A J2EE web services application server specifically optimized to the unique *QoS of z/OS*

The *mainstream* Web services J2EE 1.3 certified application server enabling industry leading QoS and flexible deployment options

An easily approachable *"on-ramp"* to e-business, providing fast and productive development, deployment of dynamic web applications

Enterprise

WebSphere Application Server

z/OS

Express
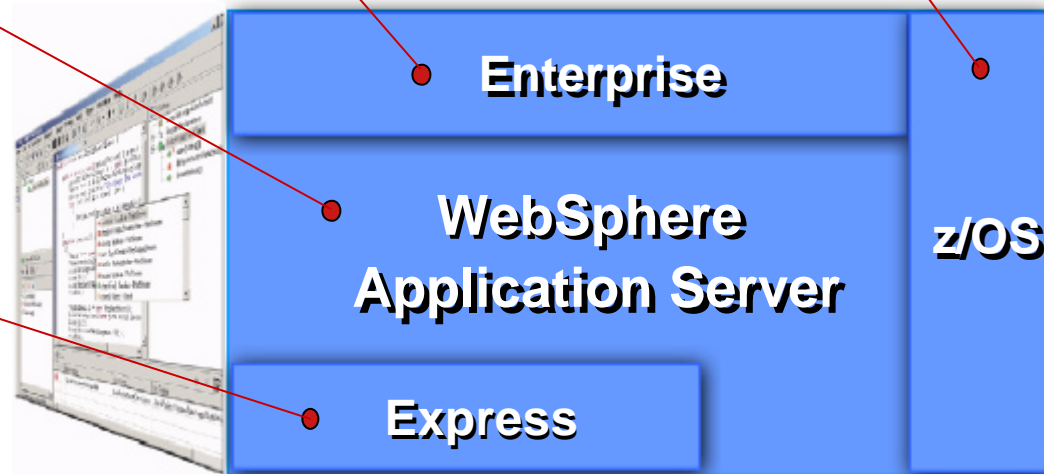
WebSphere Application Server (Base & Network Deployment? **V5**

Enterprise

WebSphere Application Server

zOS

Express

WebSphere Application Server
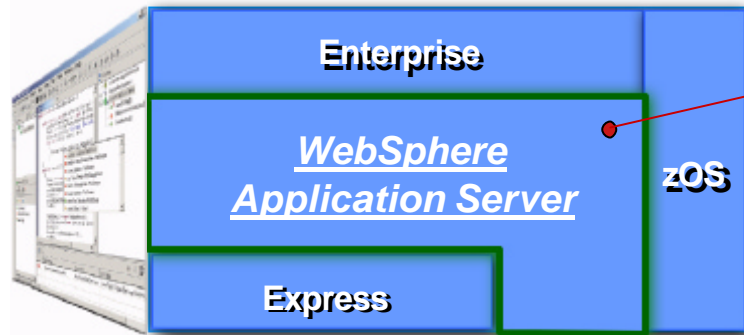
The *mainstream* Web services J2EE 1.3 certified application server enabling industry leading QoS and flexible deployment options

General Availability
V5R1 & V5R2 - 1/24

- **WAS Advanced V4 (single-server) - now WebSphere Application Server V5 - $8,951 per cpu**
- **WAS Advanced V4 (multi-server) - now Network Deployment V5 - $13,441 per cpu**
  - **Adds clustering, workload mgmt., distributed security, systems management & directory**

- **Fully J2EE 1.3 certified (EJB's) including a native, high performance JMS messaging server**

- **Provides a comprehensive XML Web services environment based on the latest open standards**

- **Improved, ease-to-use automated administration and management services included advanced caching, security, workload management, availability and clustering services**

Sub-Capacity Pricing Available for iSeries

WebSphere Application Server - Express V5
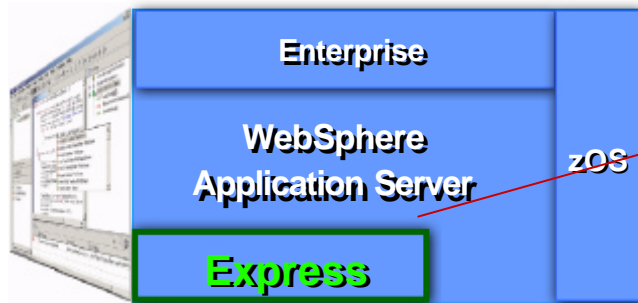
WebSphere Application Server - Express for iSeries

A cost effective, easily approachable "on-ramp" to e-business, providing fast and productive development, deployment & management of dynamic web sites

- **WAS-Express V5 includes:**
  - **Web application server - WAS-Express V5**
  - **Application development tool - WebSphere Development Studio Client (WDSc)**
    - **IBM WebFacing Tool included**
  - **Includes IBM Telephone Directory**

- **WebSphere Application Server - Express V5 for iSeries**
  - **OS/400 Support**
    - **V5R2 (GA - 2/21/2003)**
    - **V5R1 (GA - 3/14/2003)**
  - **Intel support**
    - **Windows 2000 & Linux**

Minimum iSeries = 300 cpw & 500 MB memory!

Price - WebSphere Application Server - Express V5

Enterprise

WebSphere Application Server

zOS

Express

WebSphere Application Server - Express for iSeries

A cost effective, easily approachable "on-ramp" to e-business, providing fast and productive development, deployment & management of dynamic web sites
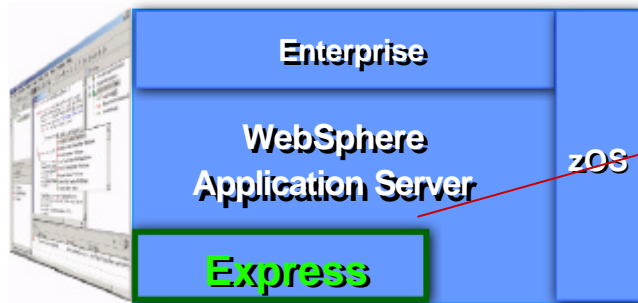
- **WAS-Express V5 is priced right for MidMarket!**
    - **$2,000 per cpu (unlimited number of web users - Intranet/Internet/Extranet) _OR_**
    - **$25 per user (Intranet only registered users - buy in increments of 20 users)**
    - **Price includes 1 year of Software Maintenance (Passport Advantage)**

- **Current customers who have WAS Standard Edition (V3.02 or V3.5) & OS/400 SW subscription**
    - **Entitled to 1 copy of WAS-Express for iSeries**
    - **Must have ordered WAS V3.X by 1/28/2003**
        - **If WAS SE V3.X runs on one cpu = one copy of WAS - Express**
        - **If WAS SE V3.X runs on multiple cpu's = one copy of WAS - Express**
        - **If WAS SE V3.X runs on 100 iSeries servers = 100 copies of WAS - Express**

Graphical Install Wizards

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✔ **Tomcat**
  ✔ **"Open" Community Solution**
  ✔ **Limited Function - JSP & Servlets**
  ✔ **Low Priced**
  ✔ **Entry Solution - a "Strarter"**
  ✔ **Limited Support Structure**

✔ **WAS 4.0 Single Server Edition - 5733-WS4**
  ✔ **For Standalone Business or Small Department**
  ✔ **$8,000 per CPU plus maintenance**
  ✔ **J2EE Certified (JDK 1.3)**
  ✔ **EJB Support**
  ✔ **Web Services**
    ✔ **Simple Object Access Protocol**
      ✔ **Definition & Use of Web Services**
    ✔ **Universal Description Discovery Integration**
      ✔ **Public & private directories for registering applications**
    ✔ **Web Services Description Language**
      ✔ **Communications to Web Services Dir**
    ✔ **XML & XSL**
      ✔ **Transforms XML to other forms**
  ✔ **New Single Server Configuration**
  ✔ **Improved Manageability**
  ✔ **Increased Performance**
  ✔ **Tools & Debug Support**
  ✔ **J**
  ✔ **D**

✔ **Standard Edition 3.5**
  ✔ **Single server**
  ✔ **Supported until 11/30/03**
  ✔ **No charge feature of OS/400**
  ✔ **Not supported with V5R2**

✔ **Express 5.0**
  ✔ **Single server**
  ✔ **Modeled after Standard Ed**
  ✔ **$2000 / CPU or $25/User**
  ✔ **Includes Maint**

Network Deployment
JSPs
Servlets
Webfacing
EJBs
Distributed
Clustering
Base
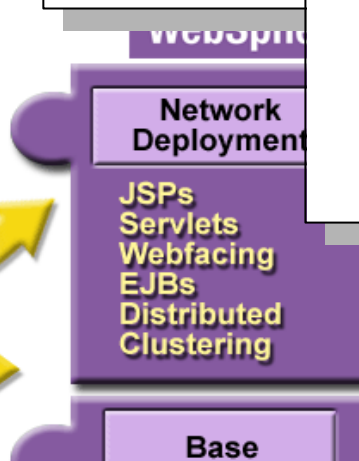
IBM WebSphere branded e-bus Applications

✔ **WebSphere 5.0 Base**
  ✔ **$8951/CPU**
  ✔ **Includes Maint.**

✔ **WAS 4.0 Advanced Edition - 5733-WA4**
  ✔ **For larger & distributed customers**
  ✔ **$12,000 per CPU plus maintenance**
  ✔ **Supports all Single Server Functions**
  ✔ **Enhanced Administration**
  ✔ **Distributed Security**
  ✔ **Workload Management**
  ✔ **Distributed EJB Support**
  ✔ **Connection Pooling**
  ✔ **Domino Integration**
  ✔ **Multi-node Administration**
  ✔ **Clustering / Cloning**
  ✔ **Programming Model Extensions**
  ✔ **Resource Analyzer**

✔ **WebSphere 5.0 Distributed**
  ✔ **$13,441 / CPU**
  ✔ **Includes Maint**

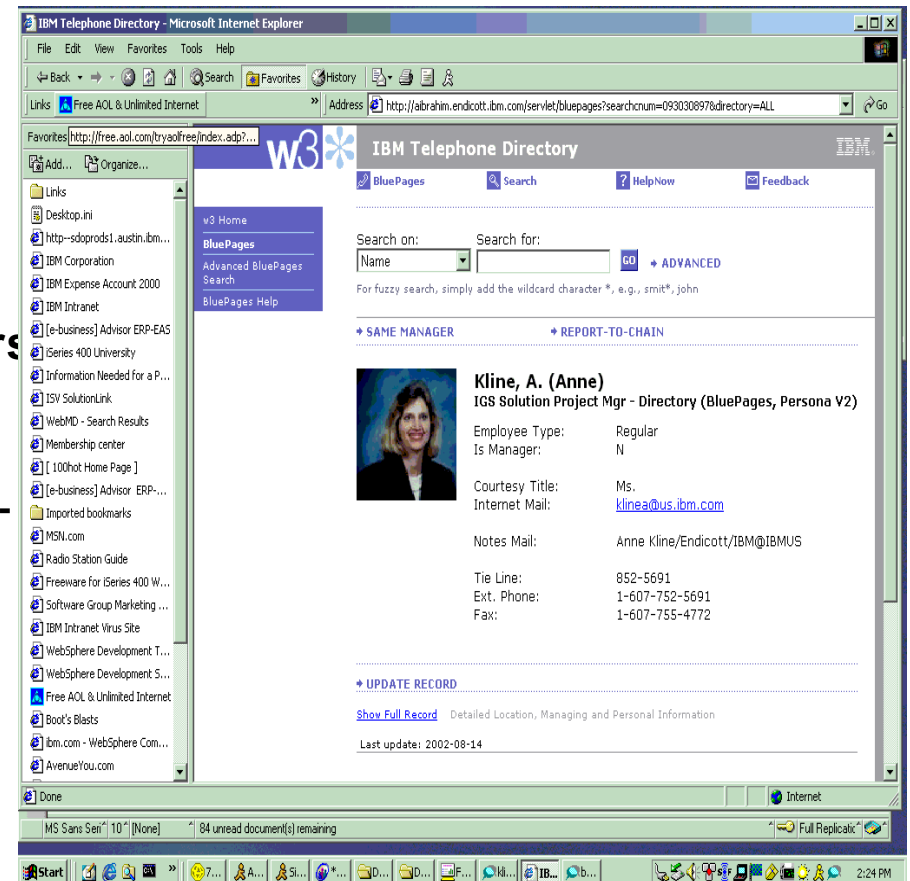# *"New News" - WebSphere Ordering & SW Maintenance*

Customers buying new iSeries models in 2003

- **WebSphere is included in many iSeries offerings**
  - **WAS-Express V5**
  - **WAS Advanced V4 (single server)**
  - **WAS V5 (base server)**
- **Software Maintenance**
  - **Eligible for one year Software Maintenance (no cost)**
  - **Must enroll/register in PPA**
- **Additional orders after initial purchase**
  - Configurator (PID) vs. Passport Advantage (PPA)
    - **WAS-Express - PPA only**
    - **WAS V4 & WAS V5 - PPA and PID**
    - **Configurator ordering (PID) going away in mid-2003**

Models	Value Edition	Standard Edition	Advanced Edition	Standard Package	Enterprise Package
800	**No WAS**	**WAS-Express V5**	**WAS-Express V5**	**N/A**	**N/A**
810	**N/A**	**N/A**	**N/A**	**No WAS**	**WAS-Express**
825/870/890	**N/A**	**N/A**	**N/A**	**No WAS**	**Choice of WAS-Express V5 or WAS V4 or WAS V5**

IBM Telephone Directory

- **WebSphere Application Server is web plumbing**
  - **IBM Telephone Directory provides "out-of-the-box" functionality**

- **Provide ISV's and customers with an application which can be used immediately**
  - **"Started simple" with WebSphere**
  - **Provide a valuable application all customers can use**
  - **Powerful search capabilities**
    - **Name - photo - phone - role - division - department - management chain, etc.**

- **IBM Telephone Directory is no-cost for first 1,000 entries**
  - **Small media charge (approx $25)**
  - **IGS special bid for 1,000+ entries**
  - **iSeries-only offering for WAS V5 and WebSphere-Express V5 for iSeries**

URL: http://elcrtp25.raleigh.ibm.com:3633/bizApps