

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

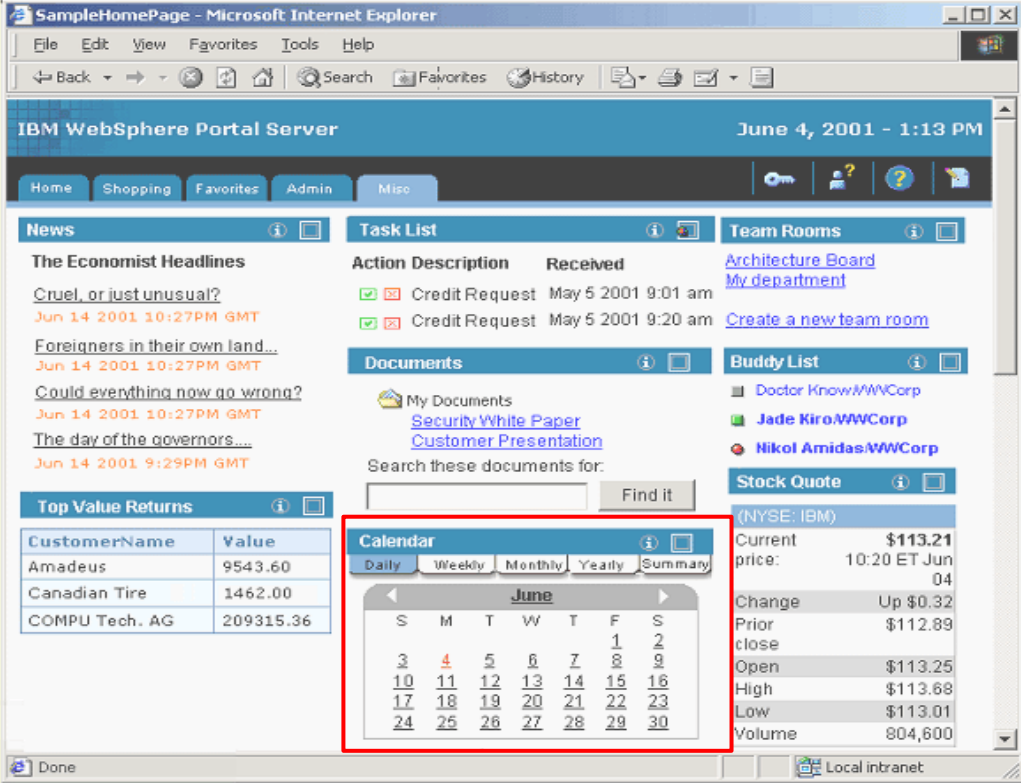
Funnel and filter to the overwhelming information

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



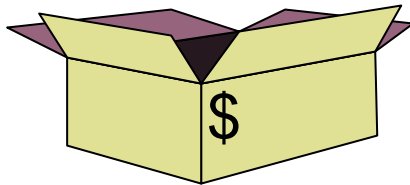
The screenshot displays the IBM WebSphere Portal Server interface. The browser title is "SampleHomePage - Microsoft Internet Explorer". The page header shows "IBM WebSphere Portal Server" and the date "June 4, 2001 - 1:13 PM". The navigation bar includes "Home", "Shopping", "Favorites", "Admin", and "Misc".

The main content area contains several portlets:

- News:** "The Economist Headlines" with articles like "Cruel, or just unusual?", "Foreigners in their own land...", "Could everything now go wrong?", and "The day of the governors...".
- Task List:** A table with columns "Action", "Description", and "Received". It shows two "Credit Request" entries from May 5, 2001.
- Team Rooms:** Links for "Architecture Board", "My department", and "Create a new team room".
- Documents:** "My Documents" section with links for "Security White Paper" and "Customer Presentation".
- Buddy List:** Lists contacts like "Doctor Know/MWCorp", "Jade Kiro/MWCorp", and "Nikol Amidas/MWCorp".
- Stock Quote:** Shows data for IBM (NYSE: IBM), including current price (\$113.21), change (Up \$0.32), and volume (804,600).
- Calendar:** A calendar for June 2001, with the date June 4th highlighted. The calendar is enclosed in a red box.
- Top Value Returns:** A table with columns "CustomerName" and "Value".

| CustomerName | Value |
|----------------|-----------|
| Amadeus | 9543.60 |
| Canadian Tire | 1462.00 |
| COMPU Tech. AG | 209315.36 |

IBM WebSphere Portal Offerings

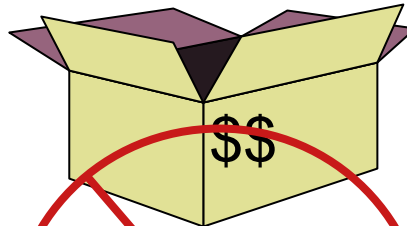


WebSphere Portal Enable
\$72K per CPU
October '02

Portal Framework
 WS Personalization
 WAS Advanced
 IBM LDAP
 DB2

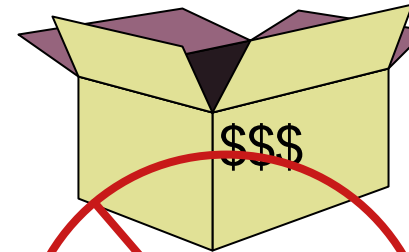
Coming...

Portal Express
Portal Express Plus



WebSphere Portal Extend
\$125K per CPU
1H '03

Portal Framework
 WS Personalization
 WAS Advanced
 IBM LDAP
 DB2
Extended Search
K-station 1.1
Sametime capability
QuickPlace capability
Site Analyzer



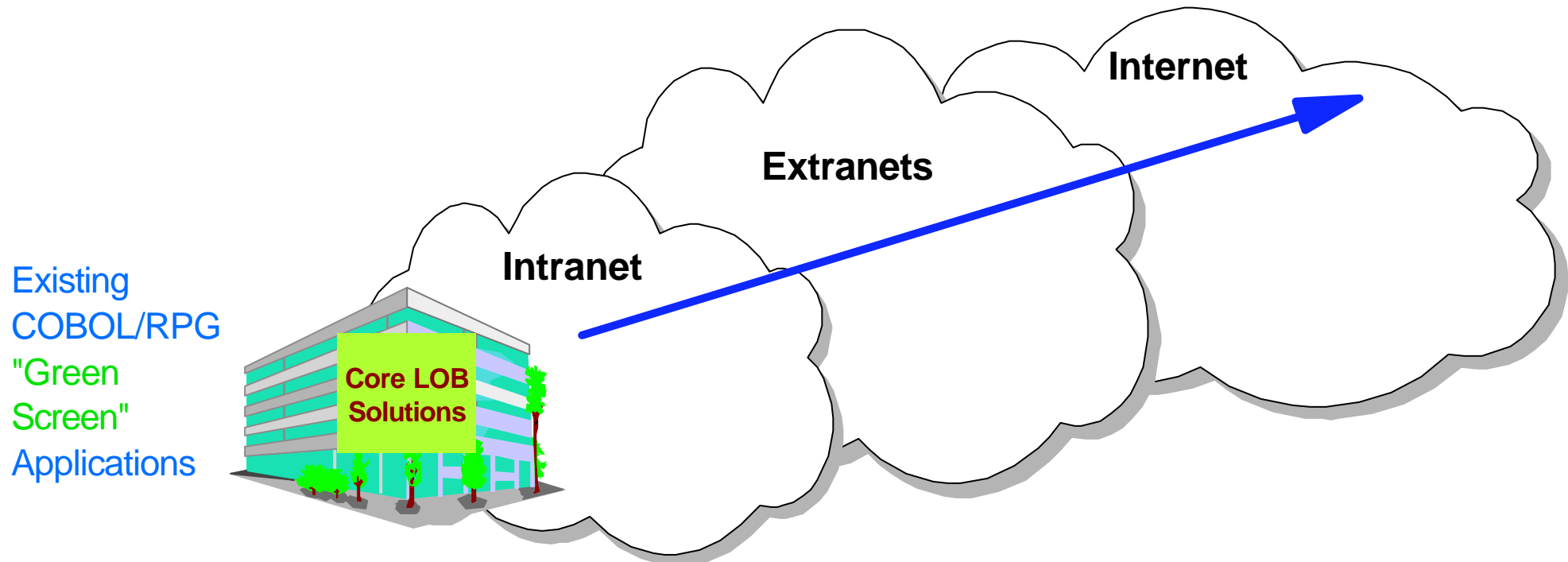
WebSphere Portal Experience
\$500K per CPU

Portal Framework
 WS Personalization
 WAS Advanced
 IBM LDAP
 DB2
 Extended Search
 K-station 1.1
 Site Analyzer
Full Sametime, adds
-e-meetings , Appl sharing, white boarding
Full QuickPlace, adds
-off-line services
Policy Director
IBM Content Manager
IBM EIP client kit

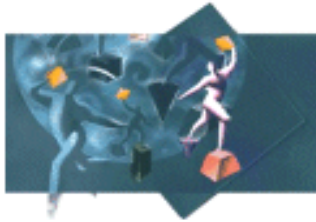
@server iSeries e-business Strategies

iSeries e-business Strategies

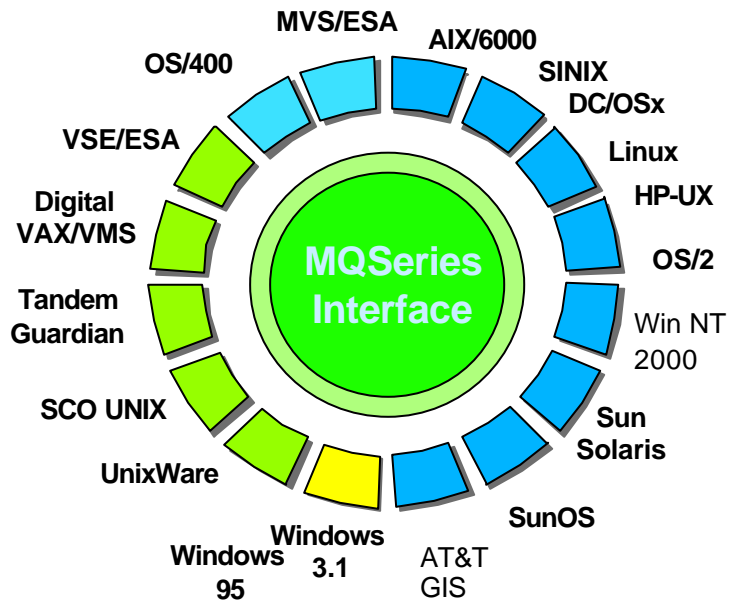
- #1 - Build new e-business applications
- #2 - Extend existing applications to the Web
- #3 - Buy new e-business applications from ISV's
- #4 - Consolidate e-business workloads



WebSphere MQ (formerly MQ Series)Q



Queue Managers



Server License (Purchase)



Typical Uses

- ✓ Exactly-once, assured delivery
- ✓ Single API across > 35 OS-platforms
- ✓ Network integration across SNA, TCP/IP, SPX, NetBios
- ✓ Transactional control
- ✓ Content independence
- ✓ Single record -> 100 MB files
- ✓ Allows value-chain integration, within and across enterprises
- ✓ e-Business integration
- ✓ Application integration
- ✓ Integrate ERP with current investment
- ✓ Data replication
- ✓ OLTP transactions / EDI
- ✓ File transfer

Baby Steps

- ✓ Move to V5Rx
- ✓ Migrate to ILE RPG/COBOL
- ✓ Think in terms of interoperation
- ✓ Start thinking about using APIs like Client Access and Java Tool Kit

Get Current

- ✓ WebSphere App Server
- ✓ EDI / XML
- ✓ WebSphere Commerce
- ✓ WebSphere Dev Studio
- ✓ MQ Series, Connect for iSeries
- ✓ Wireless
- ✓ Portal Server
- ✓ High Availability
- ✓ Partner Products

Deploy to the Internet

WEB

- ✓ New ways to distribute reports
- ✓ New ways to enable queries
- ✓ New ways to integrate e-mail and data
- ✓ Domino / iNotes
- ✓ Sametime / QuickPlace
- ✓ Workflow
- ✓ Partner Products

Improve Client Integration

Reface Existing Apps

- ✓ Put a GUI on your existing applications
- ✓ Examine function and navigation issues that accompany the GUI
- ✓ Start thinking about Java & HTML
- ✓ WAS & WebSphere Dev Studio
- ✓ Partner Products

Think New Function

- ✓ Business Intelligence
- ✓ Audio and Video Components
- ✓ Voice / Image integration
- ✓ LPAR
- ✓ Linux
- ✓ Partner Products

NT / SQL Server
Heterogeneous Integration

Until Announced

Big Animal Selection Chart

| | <i>Small</i> | <i>Medium</i> | <i>Large</i> |
|--------------------------------|-------------------------------------|--|--|
| HTTP Server | Apache | Apache | Apache |
| Java Application Server | Tomcat / WAS Express | WAS Express / WAS Base | WAS Base / WAS ND |
| Reface | Partner Products | WebFacing / Client Access / Partner Products | WebFacing / Client Access / Partner Product / Host Integration |
| Print Distribution | Infoprint Server / Partner Products | Infoprint Server / Partner Products | Infoprint Server |
| Commerce | Domino / Partner Products | Domino / Partner Products / Commerce Pro | Commerce Pro / Partner Products |
| OLTP | Partner Product / RPG-CGI | WDS / Lotus / Partner Products | WDS Advanced / Partner Products |
| Collaboration | Domino | Domino | Domino |
| Integration | Partner Products | Partner Products / WebSphere MQ | WebSphere MQ |
| Portal | Partner Products | WebSphere Portal Server / Partner Products | WebSphere Portal Server |

Questions...



Appendix

Lots of Options for iSeries Customers

Adv BusinessLink Strategi
 ASP-RE Web to Host
 BOS Jadvantage
 Farabi HostFront
 IBM Host Integration
 IBM Host Publisher
 IBM Client Access WAC
 IBM WebFacing
 Jacada for Interface Server
 Linoma Envoy
 Look Software NewLook
 ResQNet
 Seagull LegaSuite
 SystemObjects JACi400

IBM Host Publisher
 IBM WebSphere Studio
 Halcyon iASP
 Inventive Designers
 Microsoft FrontPage
 BlueNotes Office Portal

BCD WebSmart
 Binary Tree ezMerchant
 eOne jCommerce
 I/NET Merchant/400
 IT Factory Comm Accelerator
 LANSA Commerce Ed.
 Magic eMerchant
 IBM Commerce Suite

ASNA Visual RPG
 CA COOL:PLEX / 2E
 BEA WebLogic Server
 BCD WebSmart
 IBM Net.Data / CGI
 IBM VisualAge Java
 IBM WebSphere Server
 BusinessLink Strategi
 Jacada Integration Sever
 LANSA for the Web
 mrc Productivity
 NeuVis NeuArchitect
 ROI FreeStyle/400
 Seagull Excaliber

Cobwebb/XML
 CommerQuest e-adapter
 CommIT DataGlider
 Extol Integrator
 IBM iSeries Connect
 IBM MQSeries
 Ironside Ironworks
 LANSA Integrator
 Linoma Ambassador
 Peregrine TrustedLink
 Sapiens eMerge
 Seagull Transidiom
 Townsend EDI Workbench
 Transoft Frameworks
 UDMS StepWorks



WebSphere Application Server - Express Runtime Specifications

Included:

- Web container
- JSP processor
- Server-side JavaScript (Bean Scripting Framework)
- WebSphere Common Control Model libraries
- XML parser
- XSL processor
- Web Services - SOAP client API onl
- Security runtime (Simple WebSphere Authentication, local OS authorization -- no LDAP or custom registry support)
- RAS subsystem
- HTTP session support -- in-memory session support
- J2EE API libraries
- Internal web server
- JVM 1.3.1
- Simplified default server config
- Connection Manager
- JDBC providers
- Debug libraries
- Installs as Windows service (Windows platforms only)
- HTTP web admin console extensions (iSeries only)
- Web Server plug-in's - IBM HTTP for iSeries server, Domino for iSeries server (iSeries only)

Excluded:

(From base WebSphere Application Server V5)

- EJB container
- Java messaging support / JMS providers
- J2EE transaction support
- J2C resource adapters
- J2EE Application Client
- ACE support
- Work Load Management (WLM)
- Performance monitoring infrastructure (PMI)
- Localizable text
- Dynacache
- Data Replication Service (DRS)
- XML grammar library
- Client Container Resource Config Tool (CCRCT)
- Mail providers
- URL providers
- Resource Environment provider
- Application Assembly Tool (function provided by WSSD)
- Deploy Tool (provided by WSSD)
- WAS runtime samples (alternate samples provided)
- IBM HTTP Server (external)
- Web server plug-ins (IBM HTTP Server, IIS, Apache, iPlanet)

WebSphere Application Server - Express Administrative Capabilities

Included:

- Browser-based admin interface (iSeries only)
- Create server instance
- Create server configuration
- Start server
- Stop server
- Start server in debug mode
- Publish to server
- Restart application
- Set classpath entries for server
- Pass arguments and system properties when starting server
- Configure mime types
- Enable/disable session manager, URL rewrite, cookies
- Configure data sources
- Configure ports
- SSL configuration
- Configure the deployment descriptor for an application:
 - Servlet configuration
 - Security roles
 - Environment variables
 - Specify start page
 - Specify error page
 - Set context parameters
 - Set mime types

Excluded:

(From base WebSphere Application Server V5)

- Browser-based admin interface (Intel only)
- Trace level configuration
- Trace analysis
- Analysis logger support (Site Analyzer components)
- Resource Analyzer
- Tivoli Performance Manager
- Performance monitoring

Next generation iSeries...simplicity in an on demand world

- **WebSphere is critical to iSeries customers e-business success in future**
 - **WebSphere-Express V5 is most important WebSphere announcement ever for iSeries**
 - **WebFacing does NOT require 5250 interactive cpw with NEW hardware (ONLY)**
- **iSeries customers & ISV's have many low-cost options to "Start Simple"**
 - **WebSphere-Express V5 for iSeries**
 - **WebFacing Tool**
 - **iSeries Access for the Web**
 - **WebSphere Host Publisher & HATS**
- **Advanced WebSphere Brand products help iSeries customers and ISV's "Grow Fast"**
 - **WAS V5 (Base Server & Network Deployment)**
 - **WebSphere Commerce**
 - **WebSphere MQ**
 - **WebSphere Portal Server**
- **Major services opportunity exists for iSeries & WebSphere Business Partners**

2002 Market Transforming Momentum



#1

Leading Indicators!

"... Companies Plan to Standardize on WebSphere, 5-to-1 over WebLogic ..."

Salomon Smith Barney, 2001

- Consideration +6
- WebSphere Awareness 58%



#1

Sustained Revenue Growth!

13 Consecutive Quarters of Double-digit WebSphere Revenue Growth

- 3Q 2001 +73% yty
- 4Q 2001 +43% yty
- 1Q 2002 +53% yty
- 2Q 2002 +17% yty

50%
2001 YTY



#1

Market Share Leadership!

Growing Nearly 5X faster than BEA

On Target for Clear-Cut Market Leadership in 2002

34%

Market Leading
e-business Platform



WebSphere®

end-to-end Technical Support ...the Key Links

How to engage Technical Sales Support

- ✓ External Support:
 - ✓ <http://www.ibm.com/support>
- ✓ Sizing Tool - <http://www.ibm.com/servlet/EstimatorServlet>



INTEGRATED APPLICATION SERVERS

IBM  server iSeries

NEW TOOLS TO MANAGE E-BUSINESS, INNOVATIVE TECHNOLOGY, APPLICATION FLEXIBILITY.



<http://publib.boulder.ibm.com/pubs/html/as400/infocenter.html>



<http://www-1.ibm.com/servers/eserver/series/education/key.html>

IBM  server iSeries University

<http://www.ibm.com/servers/eserver/series/education/>



Redbooks

<http://www.redbooks.ibm.com>

IBM  server iSeries Technology Center

<http://www.ibm.com/servers/eserver/series/service/itc/educ.htm>

IBM  server iSeries Support

Served by Lotus® Domino™ with iSeries® power

<http://www.ibm.com/eserver/series/support>



IBM®

Partners In Education
Educating at the speed of change

<http://www-1.ibm.com/servers/eserver/series/education/pie/>

Worldwide iSeries e-business Segment Marketing & Sales Contacts

IBM eServer Marketing

- John Quarantello - 817-962-8781 or quarant@us.ibm.com

iSeries Sales executive for e-business

- Doug Fulmer - 972-724-0288 or dfulmer@us.ibm.com

America's

- Robin Clark - 561-862-3921 or rjclark@us.ibm.com
- Michael Martin - 507 253-7296 or mpmartin@us.ibm.com

EMEA

- Klaus Clint - +44 (0) 20 8844 6969 or klint@uk.ibm.com

Asia Pacific

- Titus Wong - (852) 2825-6862 or wongmn@hk1.ibm.com

WebSphere Sales Support Center for iSeries

WSSC

Who are we?

Need help with WebSphere on iSeries Situation?

The WSSC is a virtual team of iSeries and Software Group (SWG) resources who provide a single point of contact for WebSphere for iSeries Opportunities and engagements

Who do we assist?

Business Partners, iSeries and Software Group Reps, and Technical sales support personnel

How do we assist?

We take each WebSphere for iSeries request as an opportunity to sell a product or improve customer experience. We help you locate information, advise on solution design and architecture, and help with sizing and configuration. The WSSC will provide you with a link to subject matter experts and competitive sales assistance.

Examples

- Advice on sizing, performance, configuration and pricing
- Provide solution design and architecture assistance
- Assist in arranging presentations, teleconferences, briefings, etc.
- Identify and connect technical resources to resolve problems
- Coordinate WebSphere for iSeries Technical Education

E-Mail; rchiroc@us.ibm.com

Phone: 1-507-253-7056

Top iSeries & WebSphere References

WebSphere Application Server

- **Nintendo of America**
- **Welch Foods**
- **Famous Footwear**
- **BIC Graphics**
- **Federal Home Loan Bank of DeMoines**
- **JC Robinson Seeds**
- **Curbell Plastics**
- **Jomar Software International**
- **Winnipeg Transit**
- **Wesco Aircraft**
- **Rail Van, Inc.**
- **Banco Salvadoreno (El Salvador)**
- **HMV Media Group (UK)**
- **Intermediate GmbH&Co. (Germany)**
- **Husqvarna (Sweden)**
- **Martin Dawes Systems (UK)**
- **Kawasaki Motors (UK)**

WebSphere Commerce

- **Jewelry.Com**
- **Oriental Trading**
- **Things Remembered**
- **ICON Health & Fitness**
- **Logo Athletics**
- **Wabash National Parts Distrib.**
- **Duck Head Apparel**
- **Wolfermans**
- **Carhartt, Inc**
- **Experience Art**
- **Electro Land**
- **The Bombay Company**
- **Vans Shoes**
- **Jeg's**
- **Milwaukee Electric Tools**
- **GEAC Enterprise Solutions**
- **Ontario University (Canada)**
- **Majestic On-Line (UK)**

WebSphere-Express for iSeries = Strategic MidMarket Solution

- WebSphere-Express for iSeries is a MAJOR opportunity for Business Partners
 - +400K systems installed worldwide (including +200K in enterprises)
 - Over 8,000 ISV's solutions available for iSeries, including leading ERP vendors
 - JD Edwards, Intenia, Mapics, GEAC, Lawson and many more
 - Major industries success including Distribution, Industrial, Financial & Govt. IBM Business Partners are dominate iSeries channel (Distributors, SP1/2's)
 - Partner Express Pack - \$10K value for small investment (see chart in Appendix for details)

- WebSphere-Express V5 = Priced right for iSeries install base
 - IBM Telephone Directory application available at no cost (limited to 1K entries)
 - Low cost iSeries tools available to extend and modernize legacy applications
 - Sub-capacity pricing available for WebSphere Application Server & WebSphere Commerce

- WebSphere & iSeries differentiation
 - "i" = Integrated (database, security, directory, etc)
 - iSeries optimization built into WebSphere-Express V5
 - Leadership benchmark results in Java & WebSphere workloads
 - Multiple workloads supported = Outstanding server consolidation platform



WebSphere Application Server - Express V5

- Removes price as a customer objection
- Reduced footprint lessens resource requirements
- Easy installation -- built to be embedded
 - **'Silent' install with Partner Applications**
 - **Near-zero administration**
- Built on the market-leading WebSphere Application Server framework
 - **Smooth migration to higher level functions**
 - **Supports Web Services**
- Integrated development tools and runtime

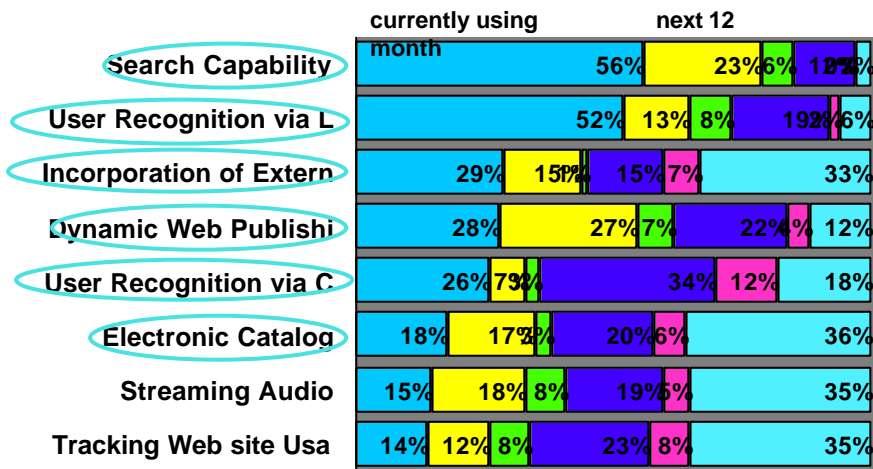
Powerful and affordable on-ramp to e-business

"Selling web application services and solutions through IBM partners is now a lot easier. THIS SERVER ALONE SHOULD more than double our sales over the next 24 months with no cost increase!"

--Jim Mason, President, ebt-now

WebSphere Application Server - Express Samples

WebSphere Application Server - Express samples provide the building blocks for the dynamic Web site functions requested by mid-market customers across industries.



Samples Included:

- Electronic catalog
- Document distribution
- Survey
- Customer self-service
- Dynamic Web page

IBM is working with ISV partners to provide industry specific and targeted sample solutions.

- Web page containing downloadable mini-applications from IBM Business Partners for use with WebSphere Application Server - Express will augment samples included in the package
- Mini-applications may include information on or the ability to easily upgrade to the Business Partner's full application . May also provide a link to the Business Partner's web site for those customers who want to learn more about or purchase the full application
- Participation in Express Solutions will be open to all business partners but Early Release Program participants will receive priority exposure.
- Modeled after highly successful IBM WebSphere Portlet program