Web Enabling
with IBM WebSphere and Java

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be E mpowered by TRIANGLE

Agenda

- What does web enabling mean?

- Where does WebSphere fit in?

- Getting started on web enabling

- Case study: Kawasaki Motors

- Summary

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What does web enablement mean?
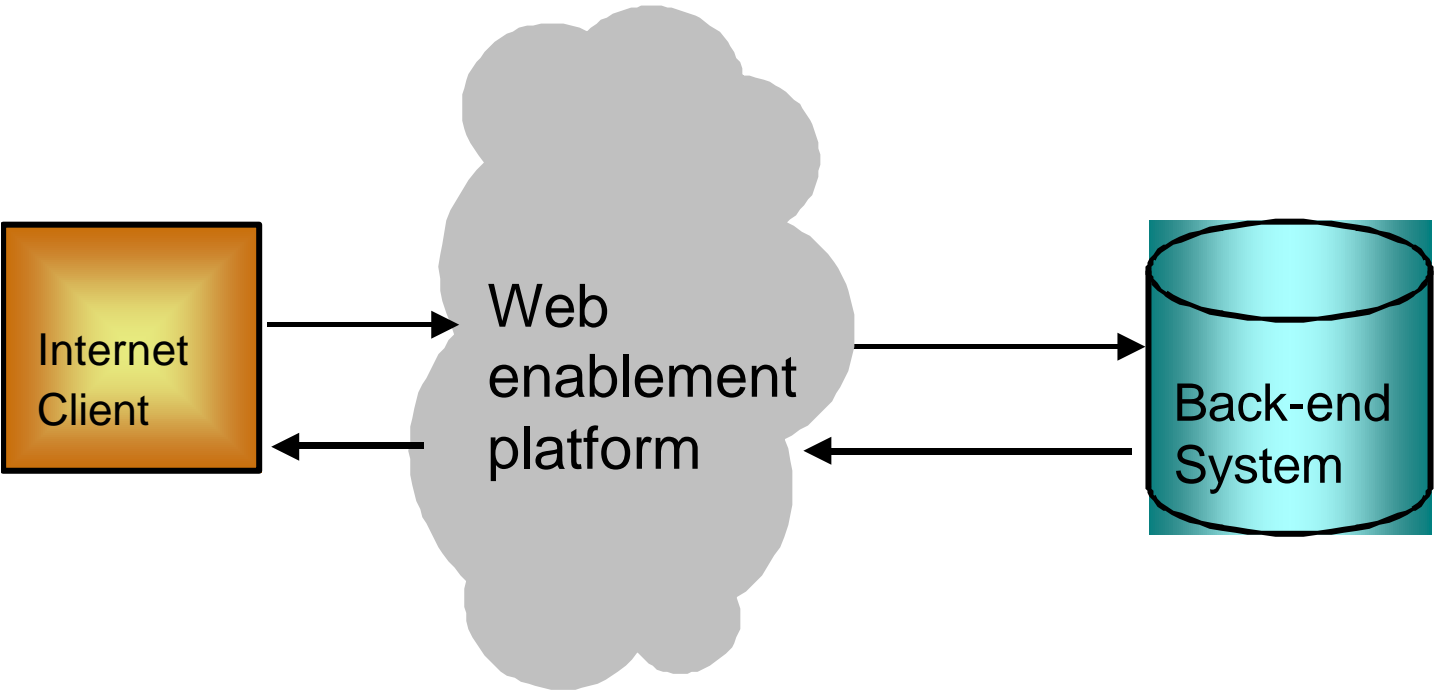
What does web enablement mean?
States of e-business adoption
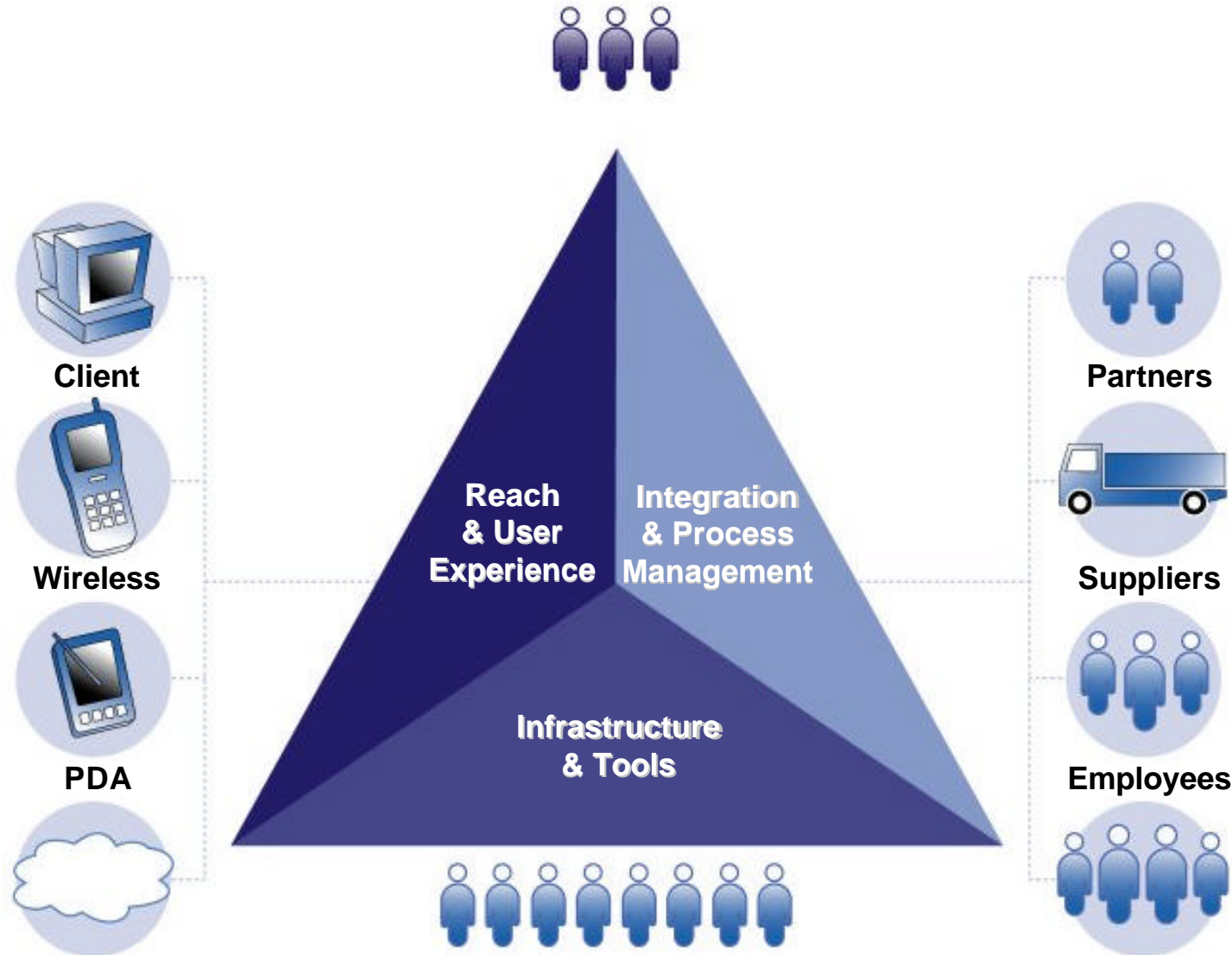
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a long term trend toward the creation of more *automated* *and* *integrated* *business processes which are transforming our world.*

Source : The McKenna Group,
IBM Market Research

Dynamic e-business

External
Process Integration

Internal
Process Integration

e-business Transactions

Web Publishing

Where does WebSphere fit in?

Where does WebSphere fit in?

WebSphere is a brand covering many different products aimed at realising web enablement across multiple platforms.

An Entire Suite of Products

Commerce
- Serious sell-side solutions to manage real relationships and complex business processes
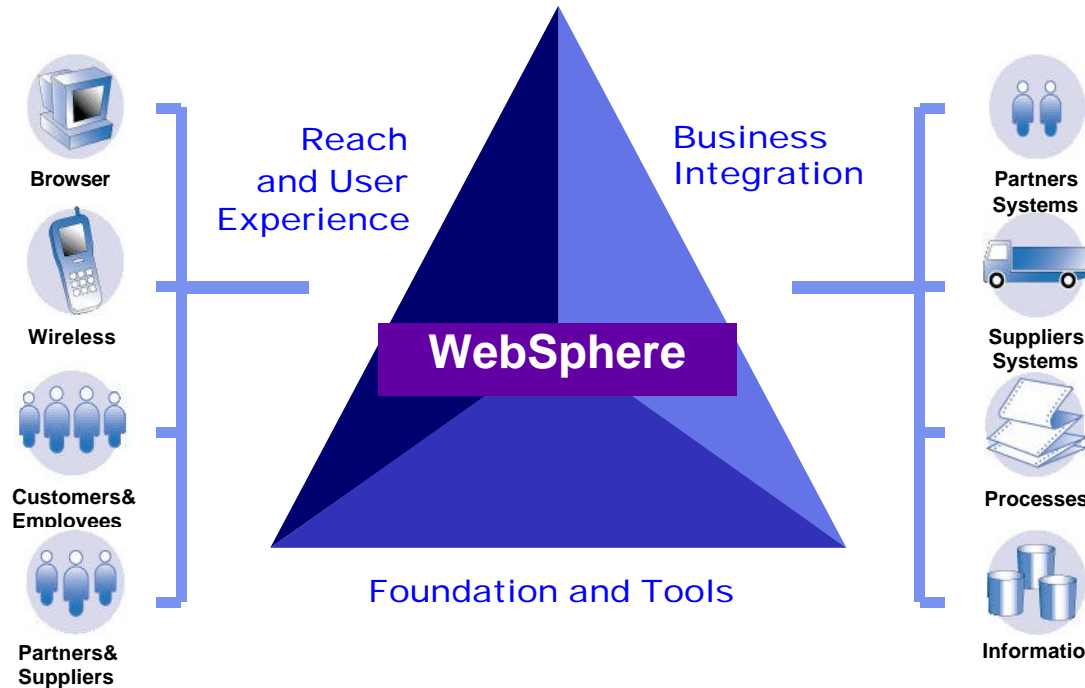
Process Integration
- Model and Automate Business processes across disparate systems and organizations

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

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

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

Browser

Wireless

Customers& Employees

Partners& Suppliers

Reach and User Experience

Business Integration

WebSphere

Partners Systems

Suppliers Systems

Processes

Information

Foundation and Tools

AD Tools
- e-business professional development tools based on a common workbench technology
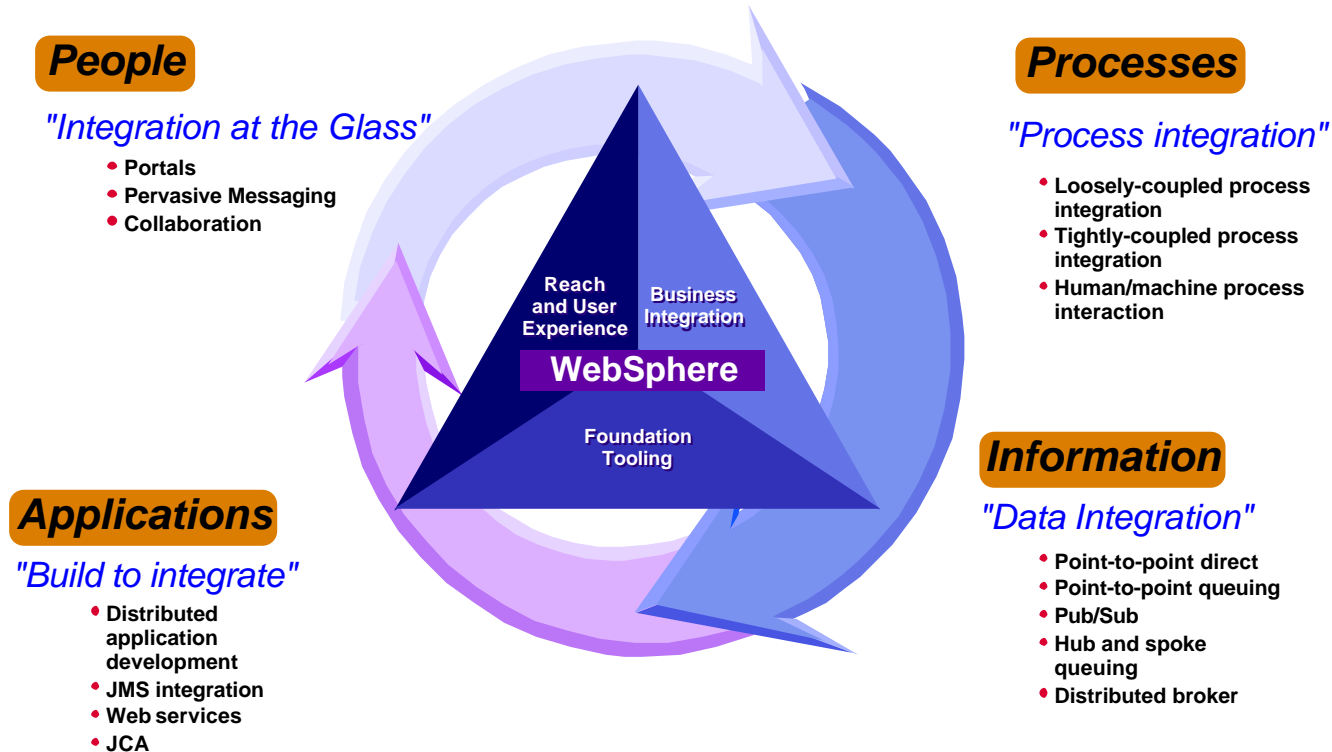
Application Servers
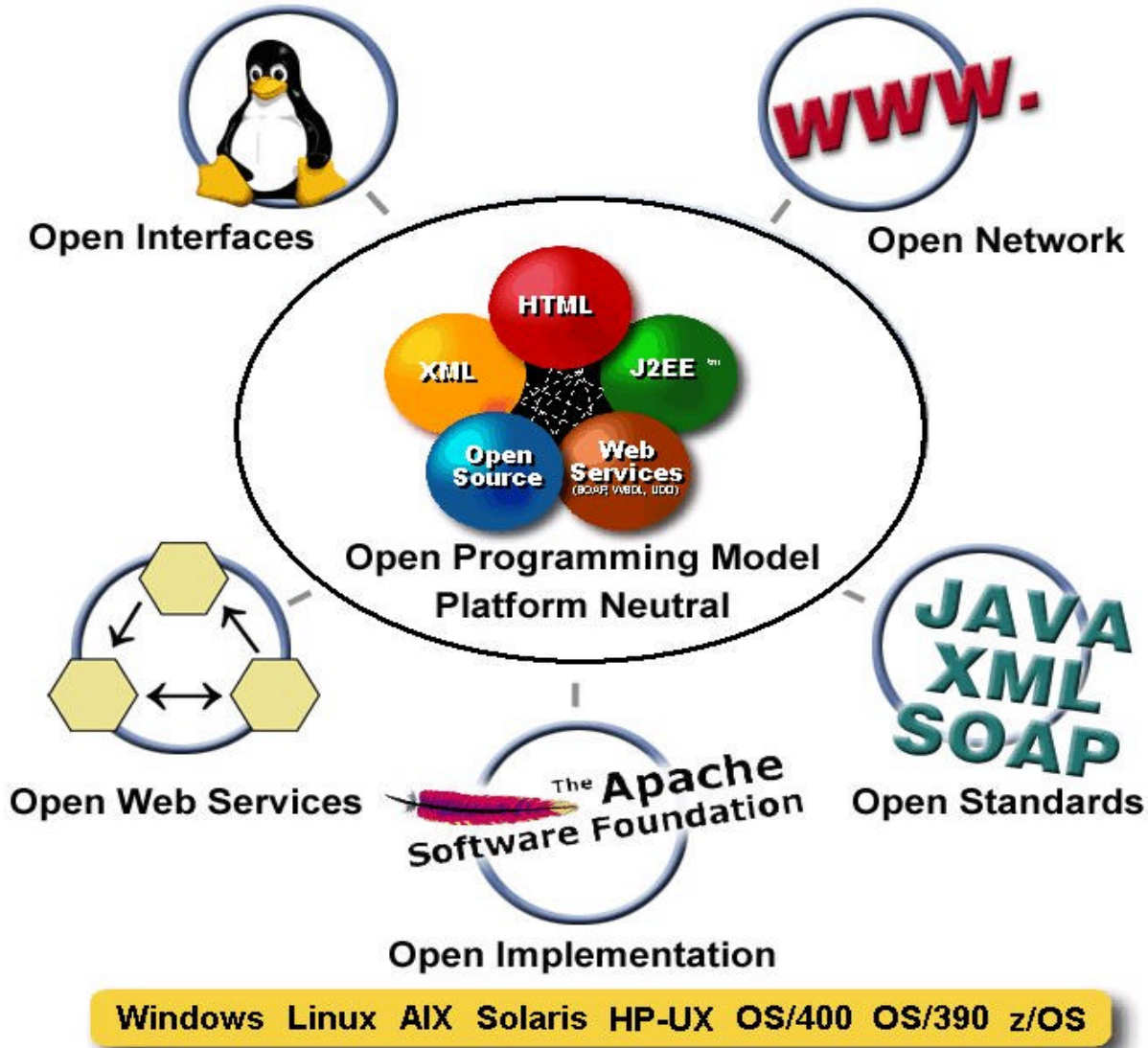- High performance and extremely scalable platforms to deploy dynamic e-business applications

Host Integration
- Application & data access to Legacy Systems

The Underlying Theme is Integration

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People

"Integration at the Glass"

- Portals
- Pervasive Messaging
- Collaboration

Processes

"Process integration"

- Loosely-coupled process integration
- Tightly-coupled process integration
- Human/machine process interaction

Reach and User Experience

Business Integration

WebSphere

Foundation Tooling

Applications

"Build to integrate"

- Distributed application development
- JMS integration
- Web services
- JCA

Information

"Data Integration"

- Point-to-point direct
- Point-to-point queuing
- Pub/Sub
- Hub and spoke queuing
- Distributed broker

Based on Open Standards

Start small, grow fast...

- The application server is the start point, but it's only the beginning...
  - Connectivity
  - Personalisation
  - Portal
  - Pervasive
  - Commerce
  - Analysis
  - Scalability
- Make sure you choose the right starting point to set off and stay on the right track!

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Case Study: Kawasaki Motors

Situation

- 2000+ dealer network around Europe

- Every country with its own back-end and dealer management systems

- Some not integrated to Kawasaki's line of business applications
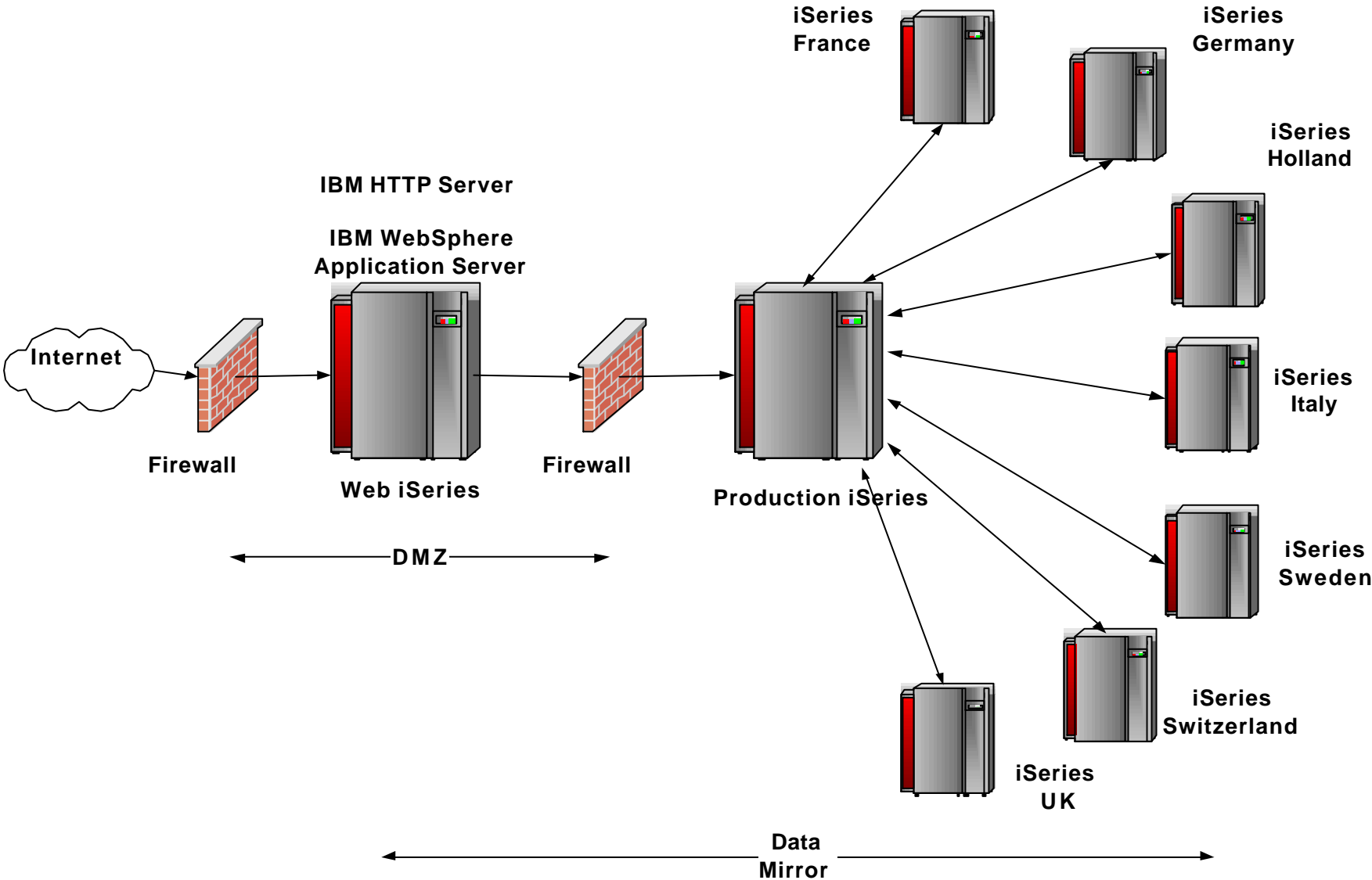
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Requirement

- Integrated dealer management system, enabling:
  - extranet access via a browser interface
  - newsflashes and email
  - parts inventory check and ordering online
  - integration to country lob application
  - multiple languages
  - ability to grow
  - ability to develop further, e.g. warranties, technical information

Solution

- Java application as extranet solution for transactional elements

- Supported by Lotus Domino for the collaborative aspects, e.g. e-mail, documents, newsflashes

- Served by WebSphere on iSeries

- Integrated to country line of business applications by Data Mirror

- Joint customer and Triangle team, sharing the workload, skills and knowledge

Solution Architecture

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iSeries France

iSeries Germany

iSeries Holland

IBM HTTP Server

IBM WebSphere Application Server

iSeries Italy

Internet

Firewall

Web iSeries

Firewall

Production iSeries

iSeries Sweden

DMZ

iSeries Switzerland

iSeries UK

Data Mirror

Software Toolset

- WebSphere Application Server Base (single server)

- WebSphere Studio for Application Developers

- Data Mirror

Result

- Wide acceptance from the countries and the dealer users

- Function rich application for whole of Europe, leveraging existing applications and data

- Flexible application base for future functionality

- Strong platform for scalability, resilience and security

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Summary

- Web enablement is about accessing back-end functionality through new generation clients...
- ...whilst adding additional new functionality at the front
- You need a proven, scaleable platform (HW and SW) to do this, that allows you to start small and grow fast
- Java skills are key
- The application server is important, but it needs to enable you to develop up the states of e-business adoption curve
- Start small, grow fast

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