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March 2011

IBM Managed File Transfer Product Positioning

Agenda

- The IBM MFT Value Proposition

- IBM Differentiation

- MFT Suite Overview

- Where Are We Headed?

- Use Case-Driven Positioning

- Handling Competitor Objectives

- Common Myths

IBM's Managed File Transfer Portfolio

IBM will continue to invest in these products – each has specific role in MFT portfolio
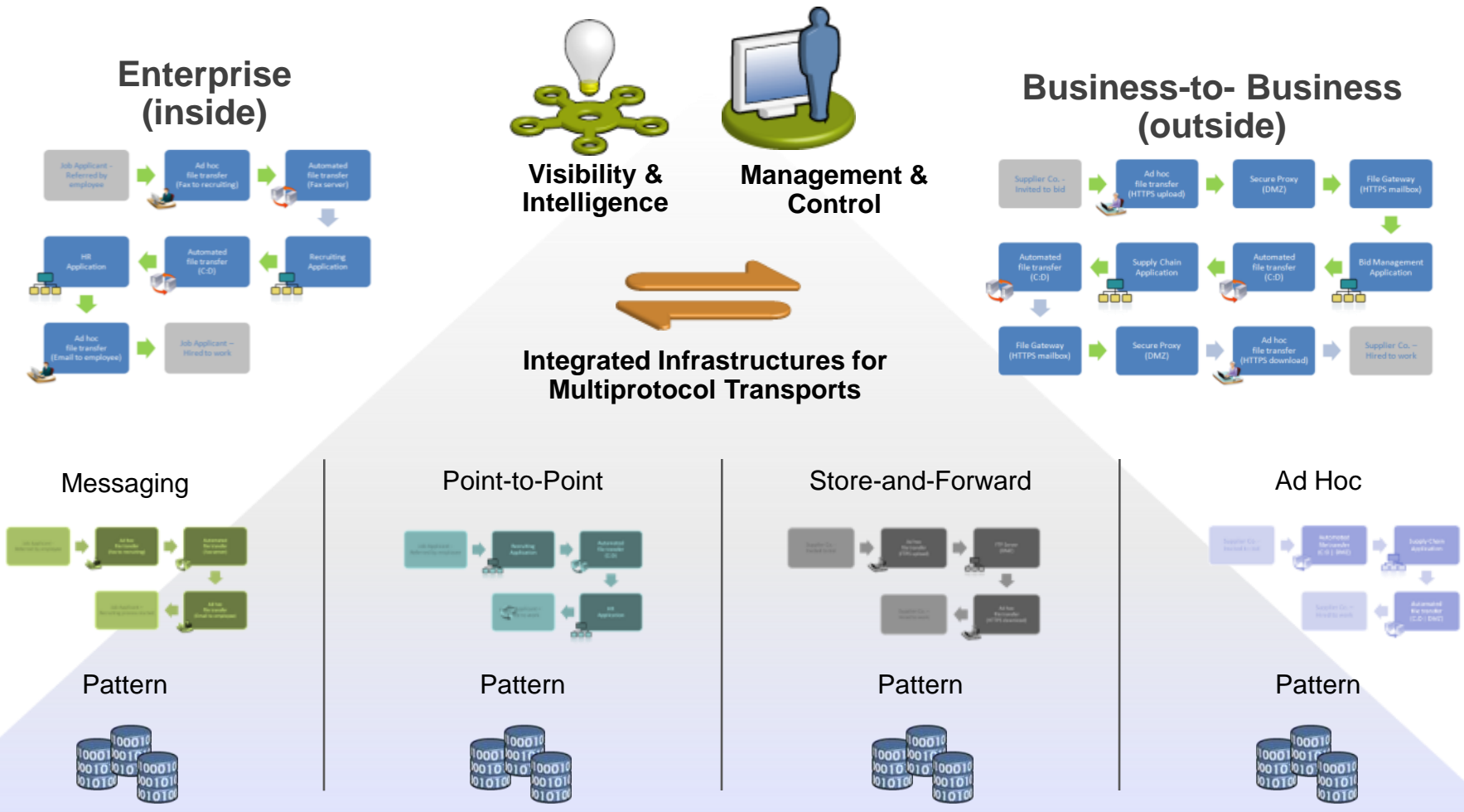
Managed File Transfer

- **IBM WebSphere MQ File Transfer Edition**
  - IBM will continue to invest in this product
  - IBM's strategic product for MFT across the WebSphere MQ transport
  - Positioned for clients who want to extend their SOA / MQ / Broker investments for MFT

- **IBM Sterling Connect:Direct**
  - IBM will continue to invest in this product
  - IBM's strategic product for MFT across the Connect:Direct protocol
  - Positioned for clients who want to re-use their Connect:Direct investments for MFT
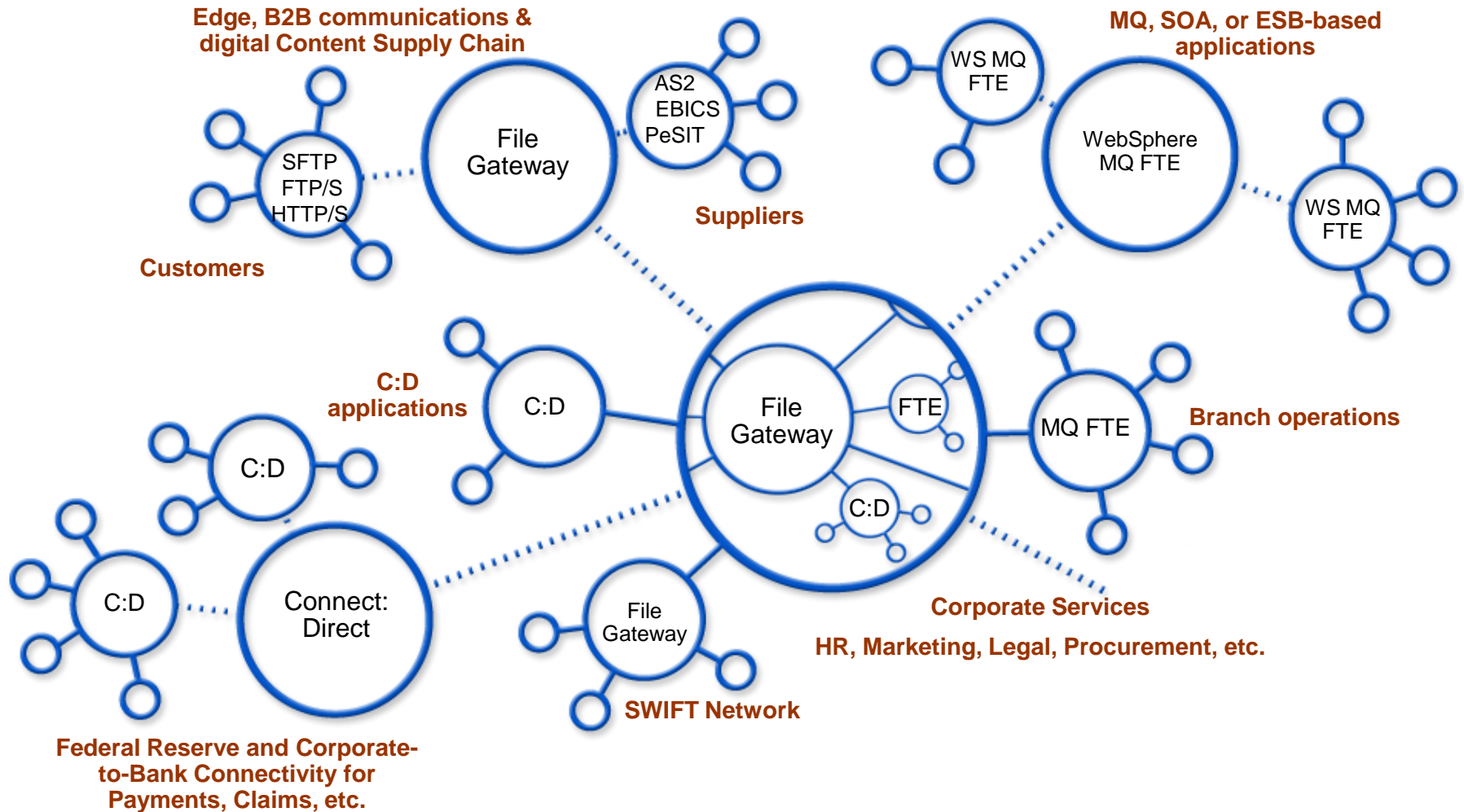
- **IBM Sterling File Gateway**
  - IBM will continue to invest in this product
  - IBM's strategic MFT gateway for trading partners across a range of protocols
  - Extends the transport support offered by WMQ FTE and Connect:Direct

MFT Requires a Range of Capabilities, Scenarios, and Integration Patterns

Enterprise (inside)

Business-to- Business (outside)

Visibility & Intelligence

Management & Control

Integrated Infrastructures for Multiprotocol Transports

Messaging — Point-to-Point — Store-and-Forward — Ad Hoc

Pattern — Pattern — Pattern — Pattern

IBM MFT Suite Solves for Any Usage Requirement

Edge, B2B communications & digital Content Supply Chain

SFTP FTP/S HTTP/S

File Gateway

AS2 EBICS PeSIT

Customers

Suppliers

MQ, SOA, or ESB-based applications

WS MQ FTE

WebSphere MQ FTE

WS MQ FTE

C:D applications

C:D

C:D

File Gateway

FTE

MQ FTE

Branch operations

C:D

C:D

Connect: Direct

File Gateway

Corporate Services

HR, Marketing, Legal, Procurement, etc.

SWIFT Network

Federal Reserve and Corporate-to-Bank Connectivity for Payments, Claims, etc.

MFT Prospecting Cheat's Guide

Customer wants MFT solution that extends their investments in SOA, MQ, Message Broker

- Lead with **WMQ File Transfer Edition**
- Position **Sterling File Gateway** to extend MFT solution out to trading partners
- Position **WebSphere Message Broker** as ESB to integrate files with back-end systems

Customer wants MFT solution that extends their investments in Connect:Direct

- Lead with **Connect:Direct**
- Position **Sterling File Gateway** to extend MFT solution out to trading partners

Customer wants end-to-end MFT solution that spans internal and B2B transfers and integrates with existing environment

- Lead with **Sterling File Gateway** as B2B gateway and **WebSphere Message Broker** as ESB for integrating files with heterogeneous back-end systems
- Position **Connect:Direct** and **WMQ File Transfer Edition** as complementary transports that extend this solution

IBM WebSphere MQ File Transfer Edition (FTE)

Easy & Powerful MFT. Especially if customer is SOA user

- Enterprise class "*MFT Service*" – high performance, reliable, secure, auditable

- User friendly & familiar to SOA customers. Easy demo, low labor, quick ROI

- File Exchange & Visibility across MQ, Broker, DataPower, BPM

- SOA on the desktop and Web 2.0, REST, JMS, SOAP, MQ, HTTP, Twitter

– Graphical Setup, Visibility & Management

– broad platform support 11 OSs, 47 versions

– Modern SOA, Built-in HA, no 1 point of failure

– 100% Guaranteed File Integrity

– Modernize legacy batch with File to Message, Message to File

– High Performance, High Volume, Z-optimized

– KB to TBs, multi-file / directory with single command

– SSL built-in, MQ AMS & PGP optional

– Standards-based automation across platforms (ant)

– FTP, SFTP, C:D w full checkpoint restart & audit

– Publish & Subscribe files, key for Retailers
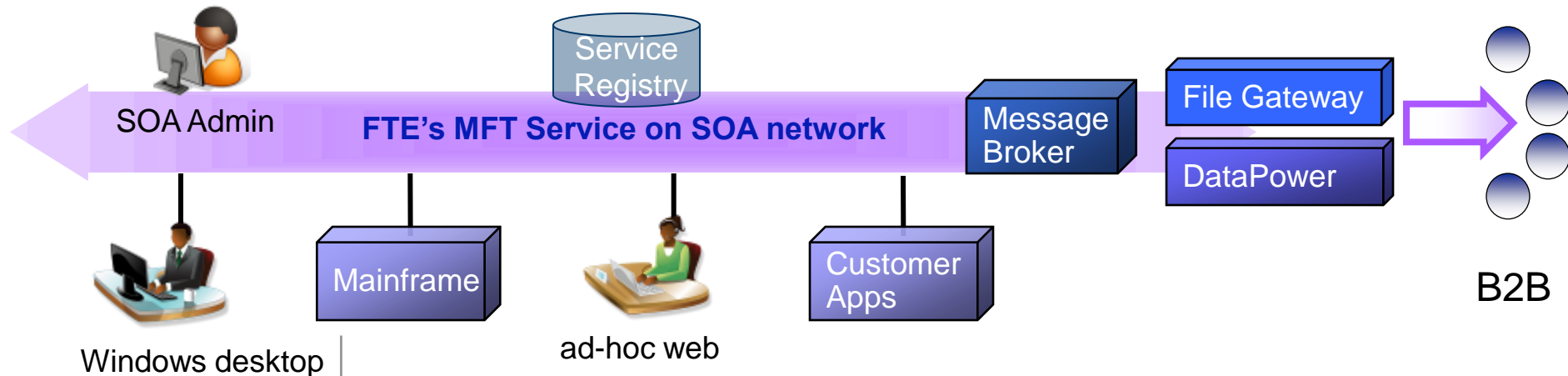
IBM Sterling Connect:Direct (Connect:Express in France)

The reliable solution for secure, point-to-point file transfers

Preventing unauthorized access
Secure +

Point-to-point file transfers
Connect:Direct

- What it does
  - High volume, large size, high performance file transfers
  - Automation, retry-restart, for unattended operation, with never breached security

- What it allows customers to do
  - Move files with confidence and upgrade unreliable, unsecured FTP
  - Handle growth in data volume and size without increase in staff

- How do I know I need it?
  - Regulatory, industry, or company security/compliance requirements continue to grow
  - Business operations require assured delivery of critical data

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IBM Sterling File Gateway

An "Edge" based application for exchanging data
between partners, customers, suppliers and employees

B2B onboarding and data exchange
Sterling File Gateway

- What it does
    - Provides a centralized file gateway for processing inbound and outbound files
    - Supports any format, any protocol, any size B2B file transfer, with transformation

- What it allows customers to do
    - Consolidate disparate centers of file transfer activity to a central gateway
    - Accelerate trading partner onboarding regardless of system or protocol

- How do I know I need it?
    - Costs to manage and troubleshoot data exchange activity are too high
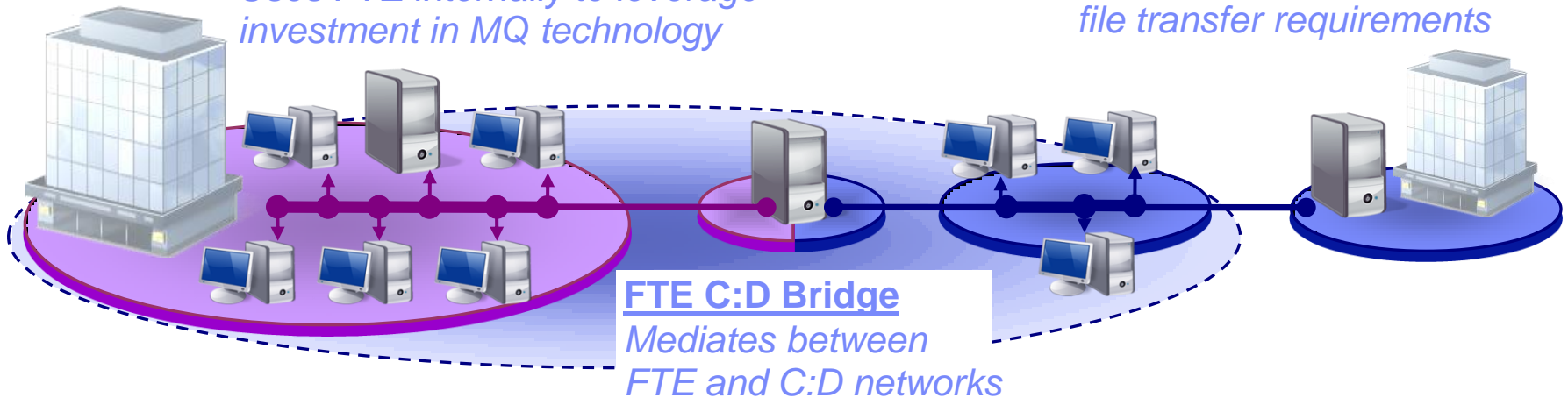   - Onboarding trading partners takes too long and delays revenue opportunities

Planned Integration between WMQ FTE and Connect:Direct

Data Centre
Uses FTE internally to leverage investment in MQ technology

Trading Partner
Standardized on C:D for external file transfer requirements

**FTE C:D Bridge**
Mediates between FTE and C:D networks

- **Pain Points**
  - Wants joined up internal and external MFT leveraging their existing skills and IT investment
  - Wants to integrate existing C:D environment & MQ messaging-based environments
  - Wants visibility into transfers that flows from MQ FTE into and out of existing C:D networks
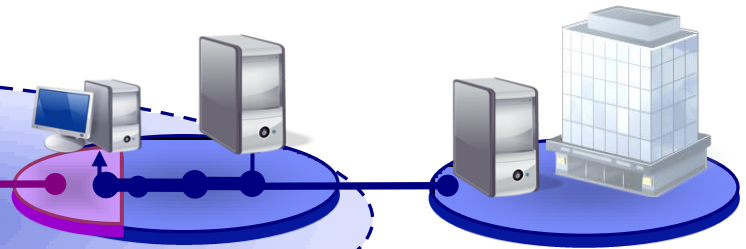
Planned Integration between SFG and WMQ FTE

Data Centre
Uses FTE internally to leverage investment in MQ technology
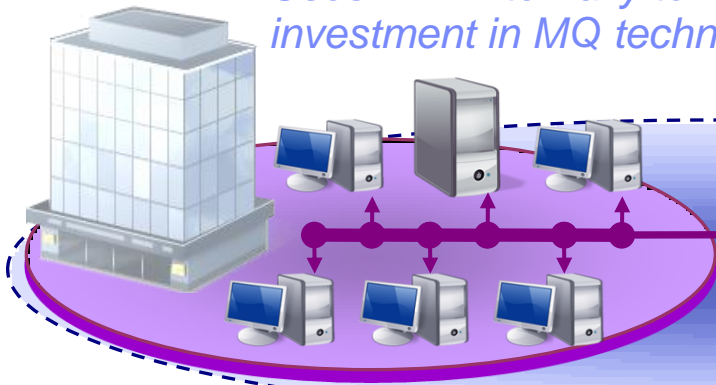
Edge
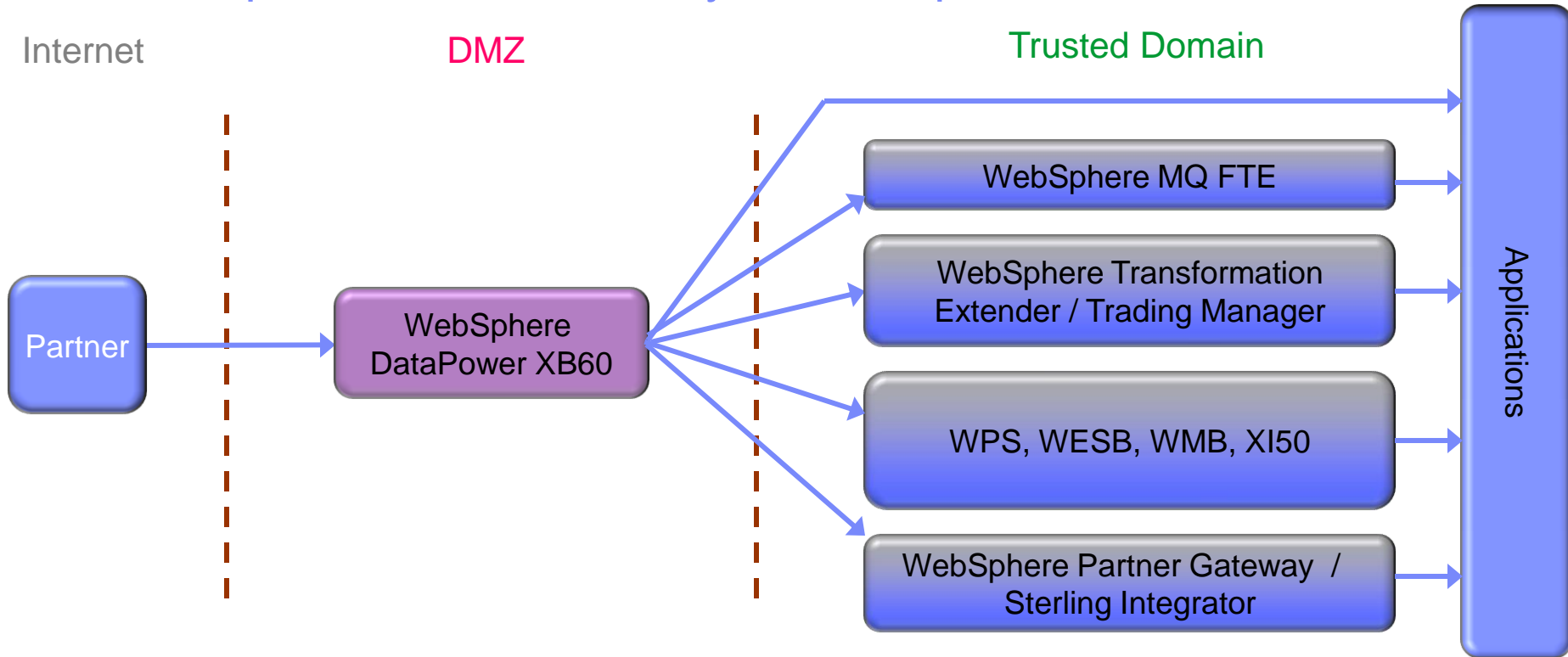*Centralizing communications for external file transfer requirements*

Embedded FTE Agent
Connects FTE to B2B communications hub

- **Pain Points**
  - Wants joined up internal and external MFT environment leveraging their existing investment in IT and skills
  - Wants to integrate existing MQ environment with B2B file transfer infrastructure
  - Wants visibility into transfers that flows internally and externally

XB60 complements IBM's family of WebSphere software solutions

Internet   DMZ   Trusted Domain

Partner → **WebSphere DataPower XB60** →

- WebSphere MQ FTE
- WebSphere Transformation Extender / Trading Manager
- WPS, WESB, WMB, XI50
- WebSphere Partner Gateway / Sterling Integrator

→ Applications

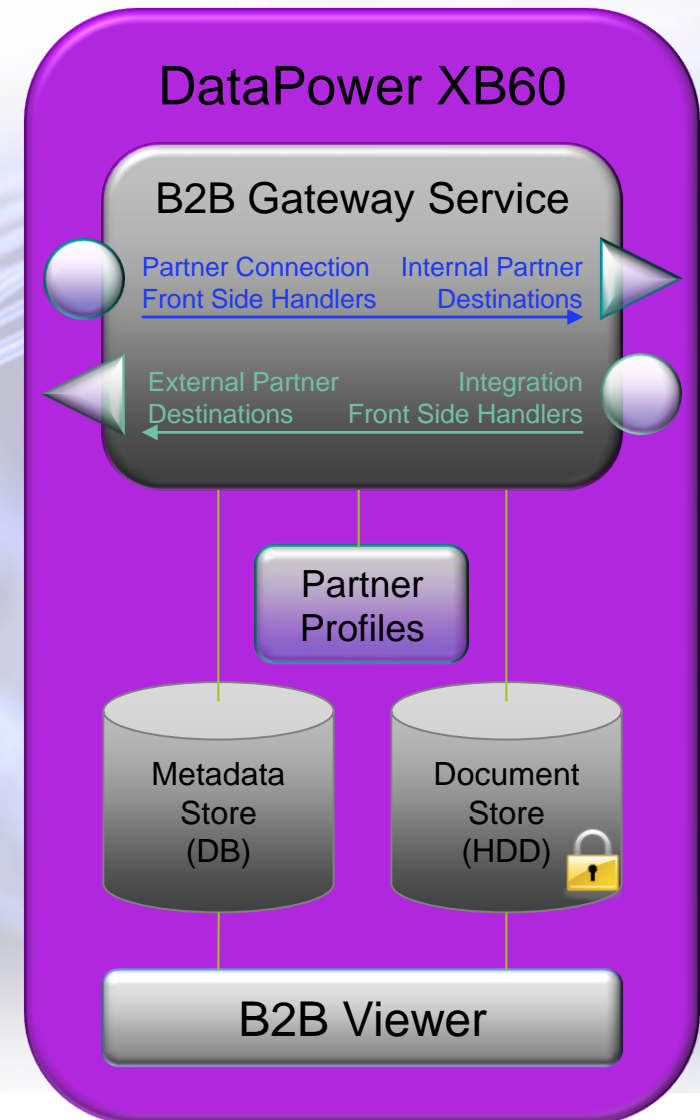- **Standalone Consolidated Patterns**
  - Deploy standalone for purpose built B2B gateway functionality in the DMZ utilizing exceptional security and B2B transaction volumes for quickly connecting to trading partners

- **Enterprise B2B Integration Pattern**
  - Deploy with MQFTE for B2B enabled Managed File Transfer
  - Deploy with WTX-TM for end-to-end EDI Processing
  - Deploy as B2B entry point for BPM and ESB solutions
  - Supplement WPG or Sterling Integrator by offloading security functions and advanced web services

Integrate B2B partners with unparalleled performance

- **Consumable DMZ-ready B2B Gateway**
  - Drop-in hardware form factor
  - Rapid partner on-boarding
  - Integrated Firmware, no software to install
- Support AS1, AS2, AS3 and ebMS v2 B2B Messaging Standards
  - Drummond Group AS2 Certified
  - Drummond ebMS v2 compliance testing completed (ebMS Certification targeted for 2011)
- Route **EDI, XML,** and **Binary** payloads
- Processing Policy support
  - Rules based dynamic destination routing
  - Data validation and transformation
  - Custom processing actions
- Centralize and consolidate your B2B Trading Partner and Transaction Management
- **Review, correlate,** and **resend** B2B transactions
- Archive and purge historical data

DataPower XB60

B2B Gateway Service

Partner Connection   Internal Partner
Front Side Handlers   Destinations

External Partner   Integration
Destinations   Front Side Handlers

Partner Profiles

Metadata Store (DB)

Document Store (HDD)

B2B Viewer

Key Positioning Factors Based on Customer Drivers

- Architectural expertise and past implementation choices
  - What patterns of data movement are in use or required?
  - Which advantages are more important to the customer?

- Buyer / sponsor organization preferences
  - Are they a MQ shop?
  - Are they a C:D shop?
  - Are they using or requiring multiple transport protocols?

- Community standards or preferences
  - By partner or business unit
  - Industry-specific
  - Country-specific

- Use Cases
  - Secure, auditable, and assured delivery (Internal Only, Internal and External)
  - Secure data exchange with many customers and partners
  - Migration from FTP to MFT
  - Process-driven, file-based integration
  - File transmission service center
  - File transfer management enabled by SOA and ESB
  - B2B file transfer service
  - One-off, person-to-person file transfers
  - Exchange of Digital Content In-Progress or Under-Review

When to Position MQ File Transfer Edition?

- MQ is already deployed widely internally

- Extends the customers SOA skill investment to MFT

- Secure file exchange between locations, stores, offices, etc

- Web 2.0 ad-hoc easily added to their Portal or WAS applications

- Modernizing legacy for integration with File to Message and Message to File

- Eliminate FTP complexities, Cole's 167,000 FTP scripts reduced to 30 transfer patterns

- FTP migration but need coexistence with existing FTP servers and drop-boxes

- Broad range of platforms including distributed & mainframe, 47 versions of 11 OSs

- Partner prefers MQ for B2B, i.e. US Postal, National Association of Railroads, et al.
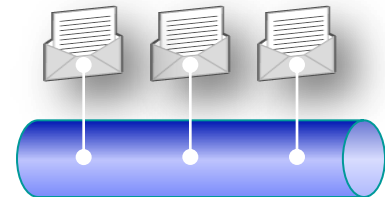
When to Position Connect:Direct?

- Connect:Direct is already deployed widely internally or trading partners have a preference for the Connect:Direct protocol

- File based file transfer for batch data movement with a small footprint, integration with 3rd party schedulers, and rapid deployment

- A single solution for peer-to-peer file transfer spanning internal and external

- File movement for payment processing internally and externally typically within the financial services industry

- Failed audit and adding security, monitoring, and reliability without re-writing FTP scripts

- Data movement across a broad range of platforms, including mainframe, midrange and distributed

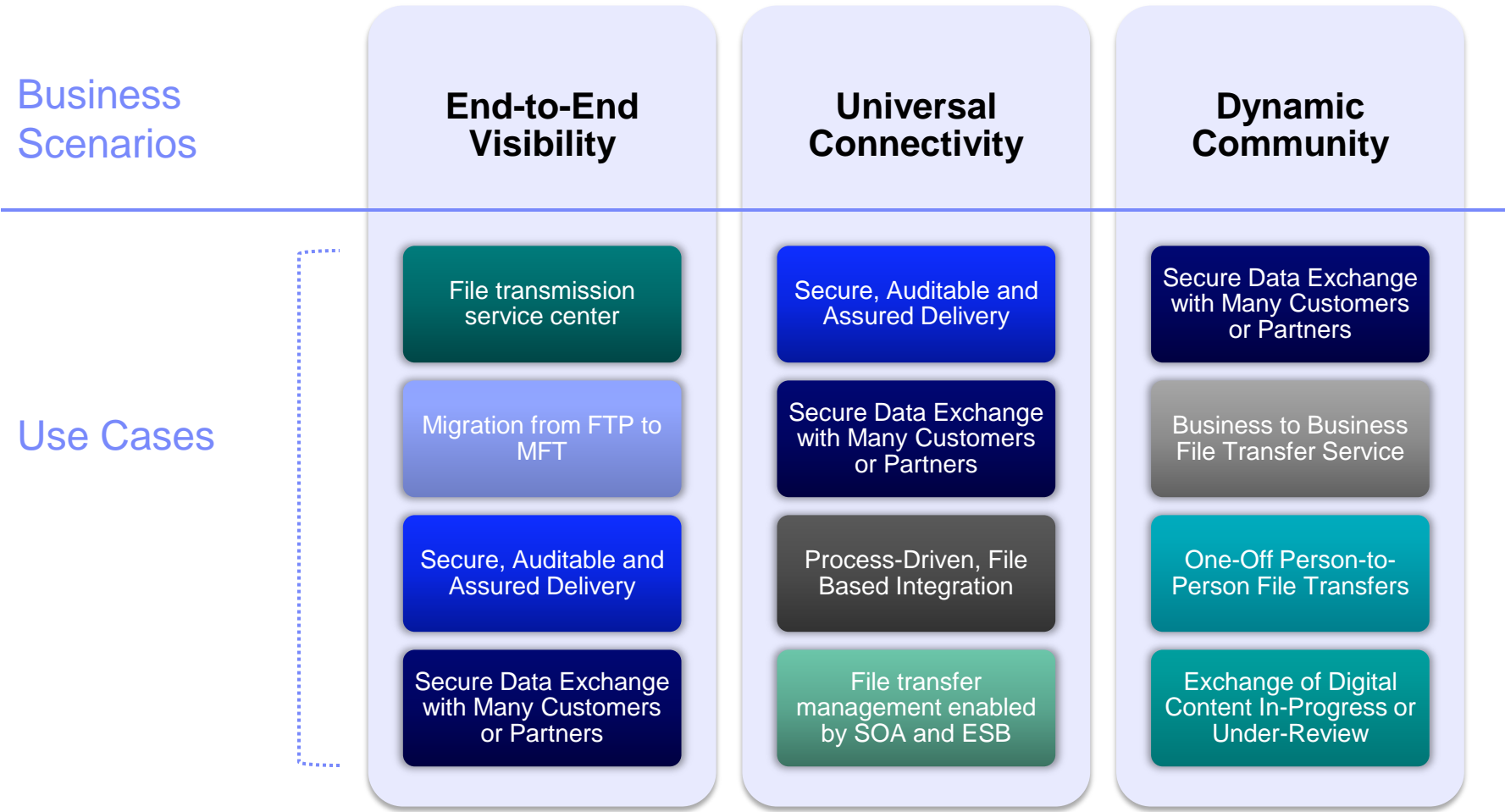- High speed file transfer between trading partners and remote offices

When to Position Sterling File Gateway?

- External B2B communications hub and spoke model using multiple protocols are in use (C:D, FTP, FTP/S, SFTP, HTTP/S, SMTP, AS2, AS3, EBICS, MQ, etc)

- Store and Forward or Store and Retrieve mailboxing use cases

- Self-service visibility is required across multiple protocols

- Security mandates include support for SSL/TLS, SSH, PGP, LDAP, SSO, FIPS

- Large numbers of diverse trading partner communities – accelerated onboarding

- Customizable, internal and external person-to-person Ad Hoc file transfer via web browser

- Content-based file routing and\or payload validation

- Light file transformation "in route" (compression, encryption, rename, character removal)

- On-ramp to full B2B integration, including document translation, EDI and financial standards – built on IBM Sterling Integrator

- Migration from IBM Sterling Connect:Enterprise

Addressing Use Cases for Key Business Scenarios

Business Scenarios

End-to-End Visibility	Universal Connectivity	Dynamic Community

Use Cases

File transmission service center	Secure, Auditable and Assured Delivery	Secure Data Exchange with Many Customers or Partners
Migration from FTP to MFT	Secure Data Exchange with Many Customers or Partners	Business to Business File Transfer Service
Secure, Auditable and Assured Delivery	Process-Driven, File Based Integration	One-Off Person-to-Person File Transfers
Secure Data Exchange with Many Customers or Partners	File transfer management enabled by SOA and ESB	Exchange of Digital Content In-Progress or Under-Review

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Internal MFT Use Cases

> **Transferring data within the enterprise across applications and systems**
>
> **Position the incumbent first: MQ FTE for MQ shops and C:D for C:D shops**
> - Modernization, SOA, and universal messaging are a sweet spot for MQ FTE
> - Special midrange platform requirements, i.e. NonStop, OpenVMS, can be satisfied by C:D
>
> ***Migration from FTP to MFT –** Positioning C:D and MQ FTE together, IBM has competitive advantage to recommend to clients a best practices, multi-phased approach depending on their preparedness and requirements. C:D minimizes FTP script changes while MQ FTE can coexist with FTP servers.

Use Case	Positioning	C:D	WMQ FTE	SFG	WMB
Secured, Auditable, and Assured Delivery	Internally-focused with little to no external partner connectivity required	Lead	Lead		Upsell
Migration from FTP to MFT	Complete migration solution for total FTP replacement and/or FTP server coexistence	Lead	Lead	Up-sell	Up-sell
Process-Driven, File-Based Integration	Single backbone for data movement within the data center and across remote locations, i.e. branches, stores		Lead		Up-sell
File Transfer Management Enabled by SOA and ESB	Often to "modernize" batch-driven systems enabling messages to files and files to messages		Lead		Up-sell

External MFT Use Cases

Transferring data with many trading partners and customers

Position Sterling File Gateway first: multiprotocol hub, B2Bi on-ramp, partner self-service
- If a smaller partner community or appliance form-factor is desired, position DataPower XB60
- To minimize # of hops for tight SLAs, C:D provides B2B, peer-to-peer file transfers
- The Sterling Collaboration Network and MS support C:D and uses SI/SFG communication protocols

*Person-to-Person Use Cases – SFG is the lead product, but MQ FTE can be used to build custom interfaces that integrate with existing intranets; position if person-to-person is internal only.

Use Case	Positioning	C:D	WMQ FTE	SFG	DP XB60
Secure Data Exchange with Many Partners or Customers	Large trading community integrated with internal infrastructure	Up-sell	Up-sell	Lead	Lead
B2B File Transfer Service	Outsourced infrastructure via Sterling Collaboration Network or Managed Services	Up-sell		Up-sell	
One-Off, Person-to-Person File Transfers	Overcome large file or security issues for ad hoc transfers		Up-sell	Lead	
Exchange of Digital Content In-Progress or Under Review	Foster ongoing file exchanges person-to-person, P2A, or A2P with third parties		Up-sell	Lead	

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Combined Internal and External Use Cases

Transferring high volume, bulk data internally and with trading partners with strict SLAs

 Position SFG/SI and WMB positioned together as comprehensive integration hub
• Consolidation play – address multiple use cases in one complete solution
• Pillars – B2B, FTP migration, ad hoc, process-driven, file-based integration, ESB connectivity

*****Secured, Auditable, and Assured Delivery –** Position C:D with Sterling Control Center and Sterling Secure Proxy as a single, peer-to-peer solution for internal and external file transfer.
.

Use Case	Positioning	C:D	WMQ FTE	SFG	WMB
File Transmission Service Center	Deliver file transfer as a business service with SLAs, usage-based chargeback, self-service and a mature service delivery function	Lead	Lead	Lead	Lead
Secured, Auditable, and Assured Delivery	Partner-preferred method mandated in financial services for corporate-to-bank, bank-to-government, and corporate-to-corporate data transfer	Lead			

What the Competitors Say

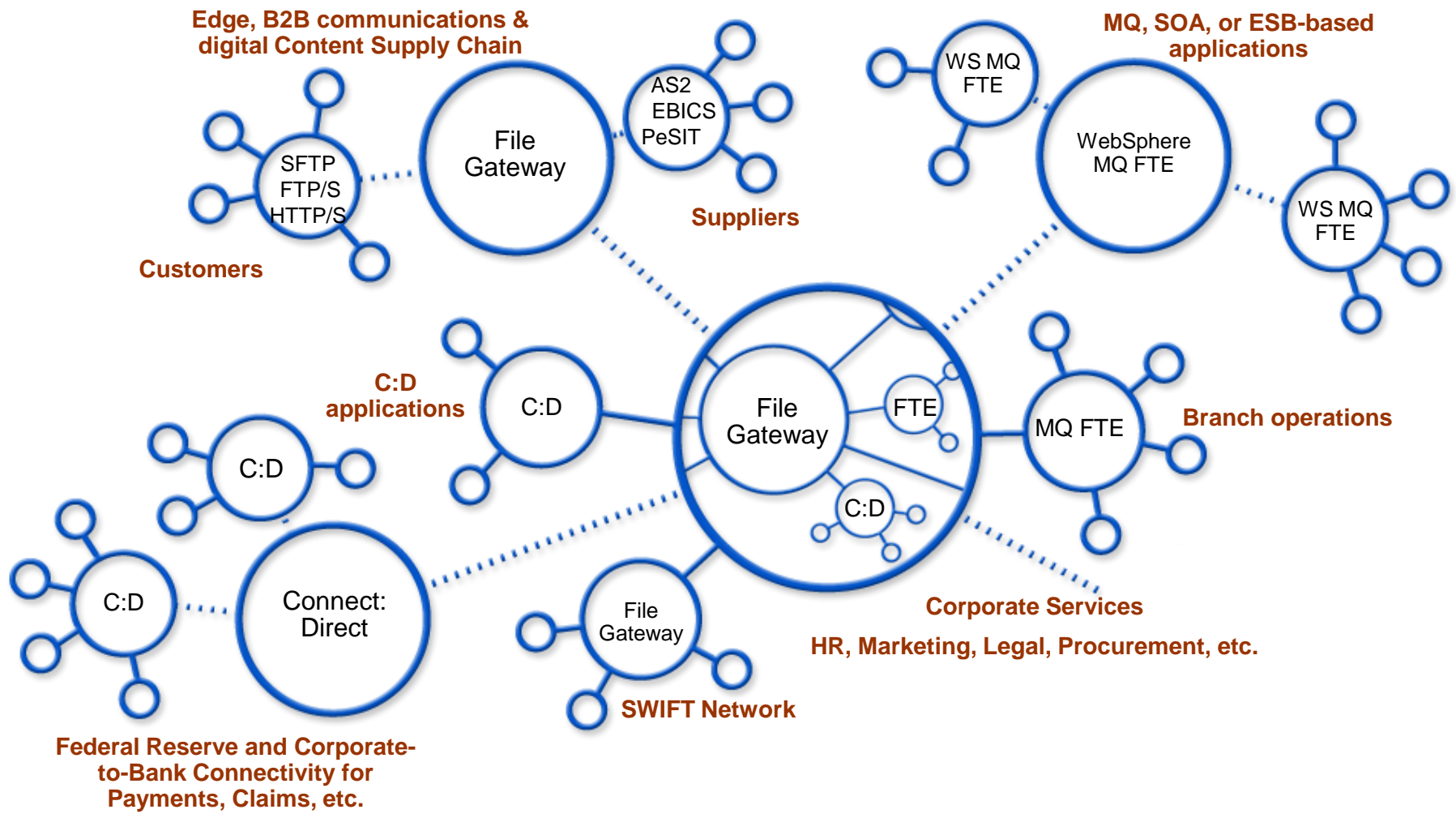|	
"IBM has multiple products required for internal file transfers…"	▪ One approach does not fit all (Does the customer still have FTP? Yes) ▪ MQ FTE for file transfer via messaging ▪ C:D for peer-to-peer file transfer ▪ IBM can integrate files with enterprise applications, services, and systems
"…to do what our single product does for B2B and behind the firewall."	▪ We can support end-to-end scenarios with MQ FTE, C:D, and SFG, but allowing customer requirements to drive the decision ▪ We have the broadest set of transport protocols and tight integration with ESB style of integration
"...and they are lacking ad hoc file transfer capabilities."	▪ Ad hoc requirements vary and IBM provides powerful and flexible ad hoc file transfer with SFG and MQ FTE for internal and external use. ▪ Competitors lack customization and integration with internal portals.
"We can consolidate your legacy environment and migrate you off of Connect:Direct and Connect:Enterprise"	▪ Leading analysts would agree that the focus needs to be on improving governance, not costly rip and replace ▪ IBM offers a solution for any usage scenario with the most modern capabilities, e.g. ESB, SOA, Web 2.0, etc.

Common Myths

- **Myth:** Connect:Direct has a file size limitation
  - **Fact:** Connect:Direct has no file size limitation

- **Myth:** MQ FTE has a central point of failure
  - **Fact:** MQ FTE queue managers have built-in active/standby High Availability

- **Myth:** Connect:Direct is proprietary
  - **Fact:** Both products typically require a client on both ends of the link

- **Myth:** MQ FTE is not open
  - **Fact**: MQ FTE includes JMS, REST, SOAP, HTTP, MQ, FTP and SFTP;
    File to Message, Message to File

- **Myth:** Connect:Direct has a technical limit on active sessions
  - **Fact:** There is a limit of 255 concurrent threads per instance on mainframe, but you can run multiple instances as most customers do.

- **Myth:** You have to buy MQ to use MQ FTE
  - **Fact:** MQ FTE includes MQ on distributed, not on Z/OS. Existing MQ queue managers on all platforms can be traded-up to MQ FTE

Links

- **IBM MFT Sales Guidance PPT and Podcast**
  http://w3.tap.ibm.com/medialibrary/media_view?id=94430

- Sterling MFT External Home Page: Sterling Managed File Transfer

- MQ File Transfer Edition www.ibm.com/webspheremq/filetransfer

- Further your education:
  - Review the Connectivity Champion Boot Camp MFT files: Managed File Transfer
  - Sterling Sales Kit **http://w3-103.ibm.com/software/xl/portal/content?synKey=W649906V88158B37#overview**
  - MQ FTE v7.0.3 Technical Introduction MQFTE November 2010.ppt
  - MQ FTE Infocenter http://publib.boulder.ibm.com/infocenter/wmqfte/v7r0/index.jsp

- For your clients:
  - Read how Sterling MFT provides FTP Assurance and Visibility
  - Read an article on a study of how Managed File Transfer Plays Major Role in IT Security, Compliance
  - Nominate your prospects for the Sterling Commerce Integration Beta

Questions?

Edge, B2B communications &
digital Content Supply Chain

MQ, SOA, or ESB-based
applications

SFTP
FTP/S
HTTP/S

File
Gateway

AS2
EBICS
PeSIT

WS MQ
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WebSphere
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Customers

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Corporate Services

HR, Marketing, Legal, Procurement, etc.

SWIFT Network

Federal Reserve and Corporate-
to-Bank Connectivity for
Payments, Claims, etc.

The MFT Need is Validated across Industries

Which of the following issues limits the effectiveness of your on-premises file transfer systems?

VansonBourne
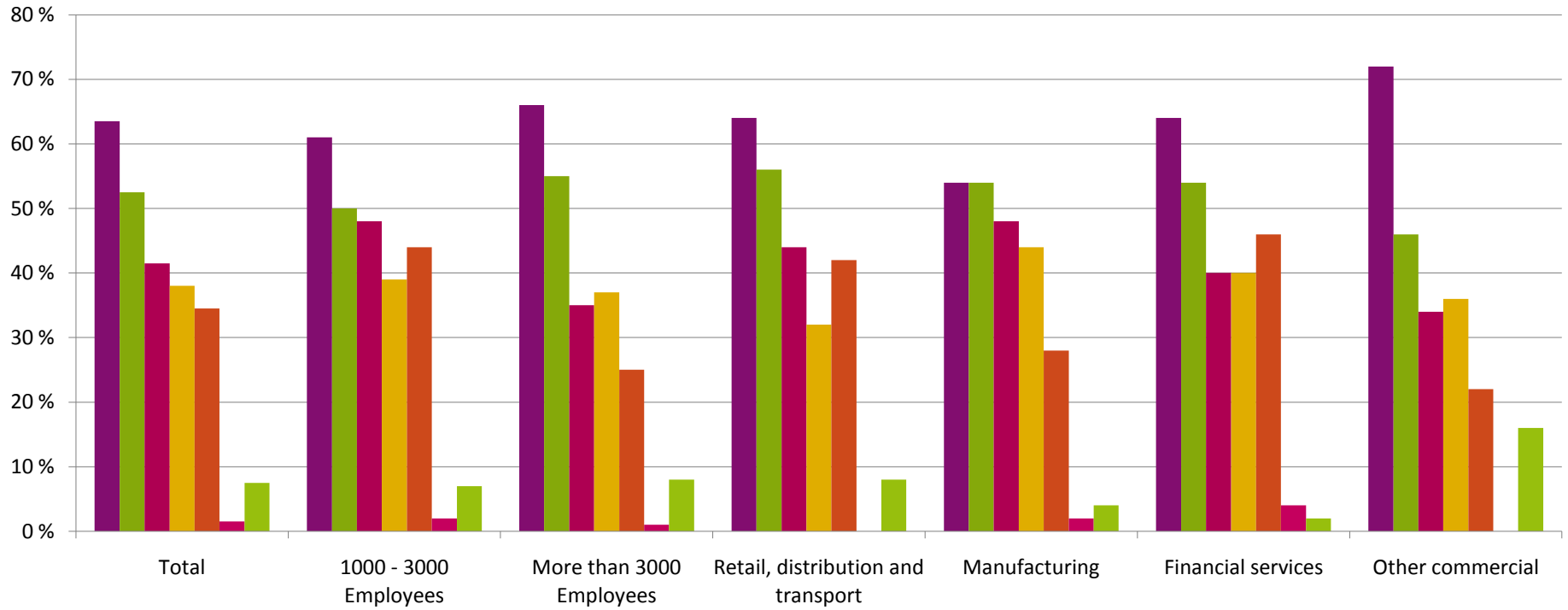
Legend:
- ■ The sensitivity of what is exchanged has increased with greater security & governance requirements
- ■ Average file sizes & number of transactions have increased and are putting strains on existing file transfer systems
- ■ Business-to-business (B2B) partner connections and transfers are overly complex and controlled by my internal groups with limited IT resources
- ■ Critical supply chain and procurement processes depend upon these files, seconds instead of minutes or days matter and my on-premise transfer system is not flexible to meet my needs
- ■ New business initiatives force the recruitment and onboarding of new categories of B2B trading partners that I don't have the resources, time, & money to support
- ■ I don't know
- ■ We have not experienced any issues