versata™

business logic development
and management

IBM
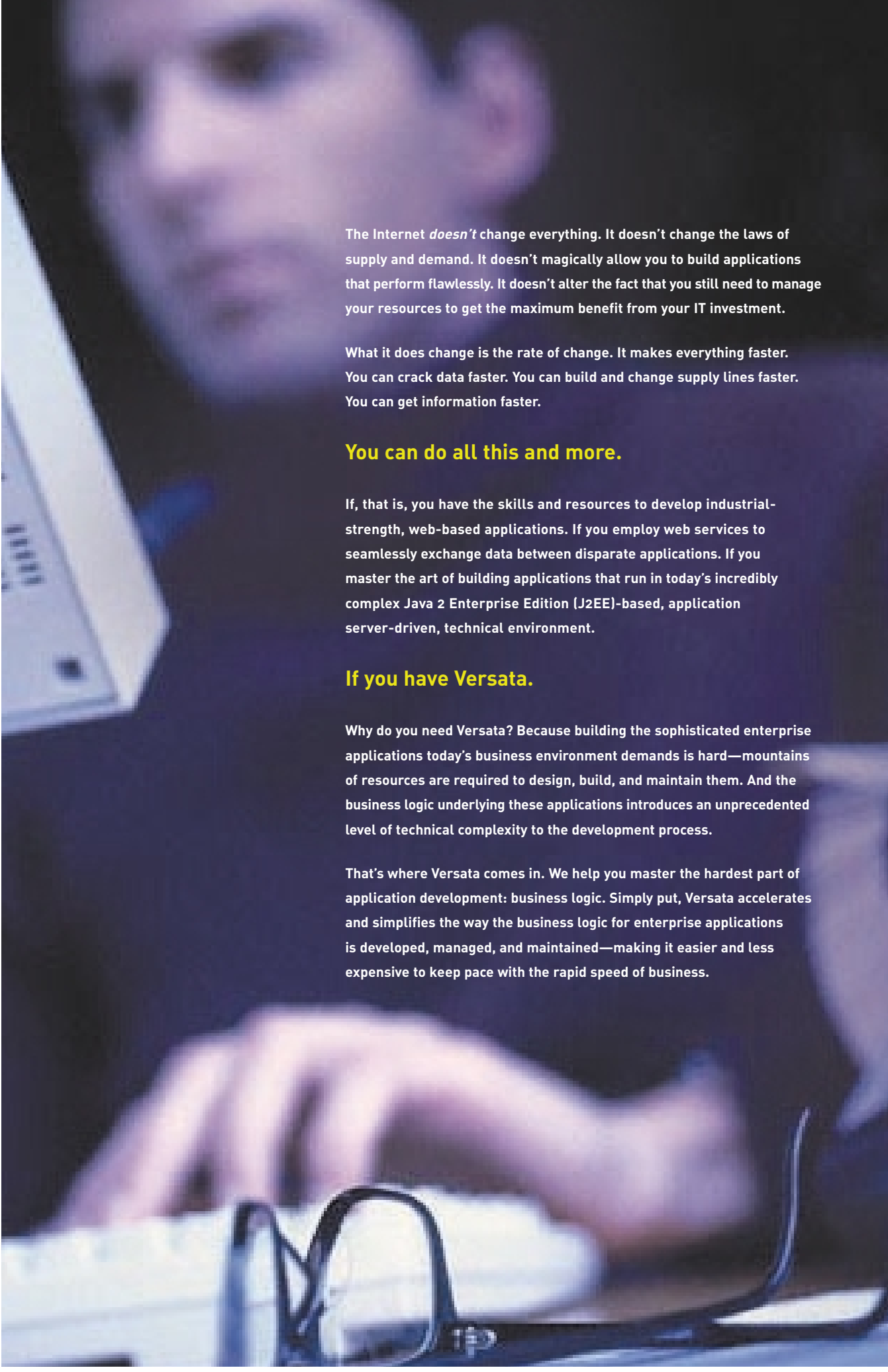Business
Partner

The Internet *doesn't* change everything. It doesn't change the laws of supply and demand. It doesn't magically allow you to build applications that perform flawlessly. It doesn't alter the fact that you still need to manage your resources to get the maximum benefit from your IT investment.

What it does change is the rate of change. It makes everything faster. You can crack data faster. You can build and change supply lines faster. You can get information faster.

You can do all this and more.

If, that is, you have the skills and resources to develop industrial-strength, web-based applications. If you employ web services to seamlessly exchange data between disparate applications. If you master the art of building applications that run in today's incredibly complex Java 2 Enterprise Edition (J2EE)-based, application server-driven, technical environment.

If you have Versata.

Why do you need Versata? Because building the sophisticated enterprise applications today's business environment demands is hard—mountains of resources are required to design, build, and maintain them. And the business logic underlying these applications introduces an unprecedented level of technical complexity to the development process.

That's where Versata comes in. We help you master the hardest part of application development: business logic. Simply put, Versata accelerates and simplifies the way the business logic for enterprise applications is developed, managed, and maintained—making it easier and less expensive to keep pace with the rapid speed of business.

Mastering the Application Server Environment

Today, more organizations are buying more application servers to do more Java development. Why? Java's latest release, J2EE, is fast becoming the de facto standard for distributed enterprise applications. Yet despite its powerful capabilities, J2EE—and the application server platform in which it runs—introduces an unprecedented level of complexity to the application development process. Organizations assemble entire teams of technology professionals just to tackle the intricacies of application servers, Enterprise JavaBeans, J2EE specifications, and the like.

By delivering a visible specification of an application's business logic—the core foundation of today's enterprise applications—Versata effectively "hides" much of the technical complexity associated with the application server environment. That makes J2EE software development and maintenance easier and less expensive, and helps preserve the architectural integrity of your enterprise.

How? By helping you create and manage business logic, Versata automates complex enterprise applications. It's done using precise, easy-to-understand business rules and the benefits are powerful: Versata business logic development and management software and services enable you to instantly change and update applications, maximize IT resources and augment existing skill sets, enhance collaboration between IT and business professionals, and simplify J2EE development.

When it comes to developing applications, Java introduces a whole new set of challenges:

- **J2EE development is difficult—and expensive**

- **There are simply not enough J2EE skills to go around**

- **The best developers are frequently bogged down with application maintenance activities**

- **Implementing business changes to J2EE applications is time-consuming**

- **The architectural integrity of J2EE systems can be compromised by J2EE neophytes**

- **Ramping 4GL, and even Java, developers up the J2EE skills ladder is hard**

J2EE

"There is increased awareness by information technology organizations that they cannot afford to keep coding applications by hand. They can't keep up."
—Andrew Warzecha, The Meta Group

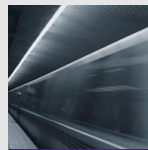## Versata Delivers the Missing Piece: Business Logic

Versata can help you capitalize on market opportunities, deter competitors, reduce costs, and collaborate effectively with customers, employees, suppliers, and partners. How? By accelerating and simplifying the way business logic for enterprise applications is created, executed, reused, and changed.

Simplify J2EE and enterprise application development

- Enables development and maintenance to occur at a higher level of abstraction
- Shortens development time associated with strategic web-based applications
- Enhances the productivity of IT development staff and existing systems
- Enables IT staff to focus on business requirements rather than system-level tasks

Instantly change and update applications, enterprise-wide

- Delivers applications that are flexible and easy to change
- Reduces time (and therefore cost) of application maintenance and testing compared to 100% hand-coded applications
- Requires fewer developers to service change requests, facilitating quicker turnaround time for end-user requests
- Protects ongoing investments in Versata-built applications—by accelerating business response to change, you can more easily update existing applications rather than build new ones from scratch
- Protects investments in business relationships—by making it easy to change your business rules or process models. You're not constantly re-introducing your customers (internal or external) to "new" applications; rather, you can easily update the applications already in place

Maximize IT resources and augment existing skill sets

- Reduces costs associated with training, outsourcing, application management, and staffing
- Enables IT departments to draw on existing pool of technical resources and skills
- Delivers the fastest ramp to Java development, regardless of the skills make up of your IT department
- Frees skilled Java staff for more highly leveraged tasks like orchestrating connectivity to legacy systems and mapping business requirements into rules

Enhance collaboration between IT and business professionals through a common business requirements language

- Encourages innovation and knowledge transfer among business managers, system architects, and application developers in team-based environments
- Empowers business *and* IT managers to access and change business rules as necessary
- Simplifies the process of developing, implementing, and changing highly complex enterprise and e-business applications

"As companies become increasingly global and competitive through the use of technology, business managers want and need results. Versata presents enterprise customers with a strong solution for creating and changing business-driven applications."

—Sally Cusack, Analyst, IDC

Using Versata, business rules are defined in plain-English statements, for example:

• "Apply discount level of 10% to all preferred dealers"

Rules can also be used to describe the complex business processes governing the database transactions and multiple interactions:

• "If customer order exceeds customer credit limit and order is placed within two weeks of quarter end, then initiate 'overlimit approval' workflow process"

Business Rules for Business Logic

The Versata approach maps easy-to-understand business requirements, or business rules, into business logic specifications which drive applications. In this way, Versata shares these business rules—in effect the "intellectual assets" of your organization—throughout your enterprise. Messaging systems, databases, applications, content delivery mechanisms, and personalization engines all share and access the same core business policies and processes defined by your business rules.

By mapping business policies at this fundamental,"atomic" level, Versata can systematically change business processes and business rules in line with changing business needs— updating pricing policies, credit status, or payment terms instantaneously and enterprise-wide, for example.

By saving time maintaining and changing applications, you consequently save yourself money. And you're able to react to business needs on the spot—virtually in real time. This leaves you more time to focus on strategy and analysis versus pure programming.

In short, Versata's business rules approach helps you be more productive.

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World-Class Support for World-Class Customers

Professional Services

Through the Versata Professional Services team and our authorized partners, we can assist in all phases of your project's lifecycle, including requirements gathering, analysis, design, development, testing, deployment, and modification. We've helped hundreds of organizations successfully deliver complex J2EE architectures and systems—resulting in a knowledge bank of proven practices and consulting solutions, gleaned from successful client engagements around the world.

Training and Education

From Versata University classes to one-on-one training sessions, we provide customized courses to build knowledge and shorten the learning curve. Our tutorials and training programs are delivered through training centers or onsite.

Support Services

Versata Customer Support provides you with the answers you need *when* you need them. As a Versata customer, you can choose from a range of support programs including online support, developer discussions, software maintenance programs, and helpdesk services.
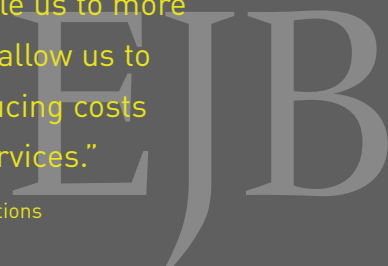
Partnerships

To keep you ahead of the technology curve, Versata partners with major players in the application development industry—IBM, IBM Global Services, ILOG, Rational Software, Attunity, and others. These strong partnerships give Versata customers access to a world-class group of integration, technology, and application providers who deliver complementary solutions and supply the knowledge and resources to help you to rapidly deploy Versata-based solutions.

"Versata enables us to capture our core business logic and processes as easy-to-understand and modifiable business rules that enable us to more easily integrate with our customer operations… Versata will allow us to enhance customer service by increasing response time, reducing costs and bringing to market additional customer products and services."

—Steve Barnes, Manager of Integration Technology Infrastructure, British Telecommunications

How do you buy these products from IBM

Versata for WebSphere is sold through IBM's Passport Advantage program: http://www.ibm.com/software/passportadvantage

Use the following to order direct from IBM :

By phone: 1-888-SHOPIBM
Code YEC98

By fax: 1-800-2IBM-FAX
Code YEF98

By email: ibm_direct@ vnet.ibm.com

By mail: Shop IBM
Dept. YES98
P.O.Box 2690
Atlanta, GA 30301

or contact your authorized IBM Business Partner.

Passport Advantage

Program Name	Part Number
Versata Logic Server 5.5 WinNt/2000 AIX Solaris 128r CD Media Pak English (THE EMEA PID NUMBER for this IS AS FOLLOWS: PID# 5724-B22)	BA03JNA
Versata Studio Client 5.5 WinNt/2000 128r CD Media Pak English (THE EMEA PID NUMBER for this IS AS FOLLOWS: PID# 5724-B23)	BA03KNA
Volume Purchase Order:	
Versata Logic Server 5.5/SW Sub/Support to 1 Anniv	D50I5LL
Versata Logic Server 5.5/SW Sub/Support to 2 Anniv	D50I7LL
SW Sub and Support Renwl to 1 Anniv	E004CLL
SW Sub and Support after License to 1 Anniv Date	D50IDLL
Versata Logic Server 5.5 Migration Trade-up SW License & maintenance to 1 Anniv	D50MMLL
Versata Logic Studio Client 5.5/SW Sub/Support to 1 Anniv	D50IRLL
Versata Logic Studio Client 5.5/SW Sub/Support to 2 Anniv	D50ISLL
SW Sub and Support Renwl to 1 Anniv	E004GLL
SW Sub and Support after License to 1 Anniv Date	D50ITLL
Versata Logic Studio Client 5.5 Migration Trade-up SW License & maintenance to 1 Anniv	D50MNLL

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