



IBM @server™ iSeries™

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UNIVERSITY 2003

iSeries: Start Simple, Grow Fast!!! Selling eBusiness on the iSeries

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Michael Martin

Agenda

- eBusiness Adoption
- Getting Started Selling eBusiness Solutions
- Mail Solutions
- Application Refacing Solutions
- Commerce Solutions
- Portal Solutions
- Creating the Vision

States of e-business Adoption

Moving iSeries customers to eBusiness

1. *Extend Core Business Processes and Applications to the Web*

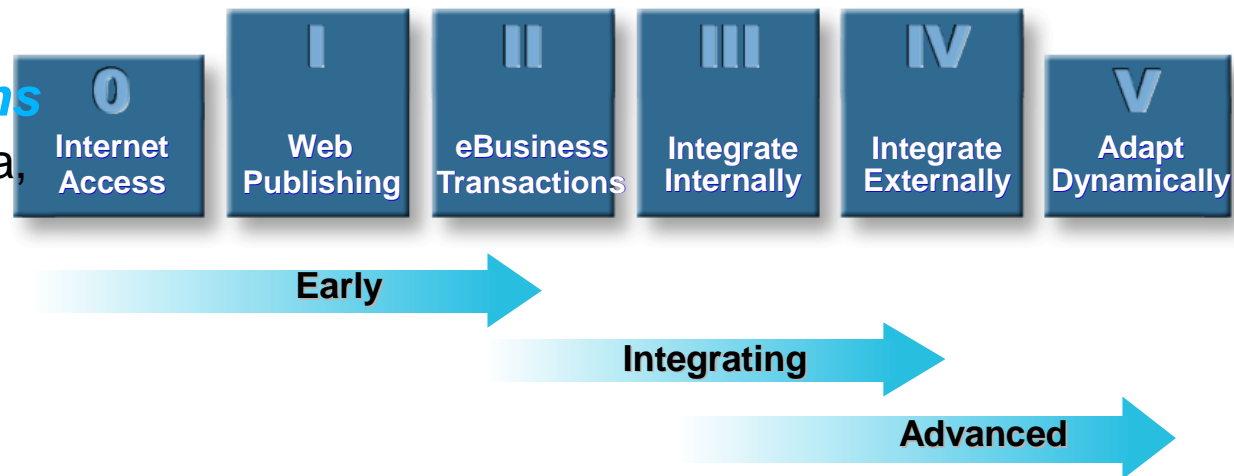
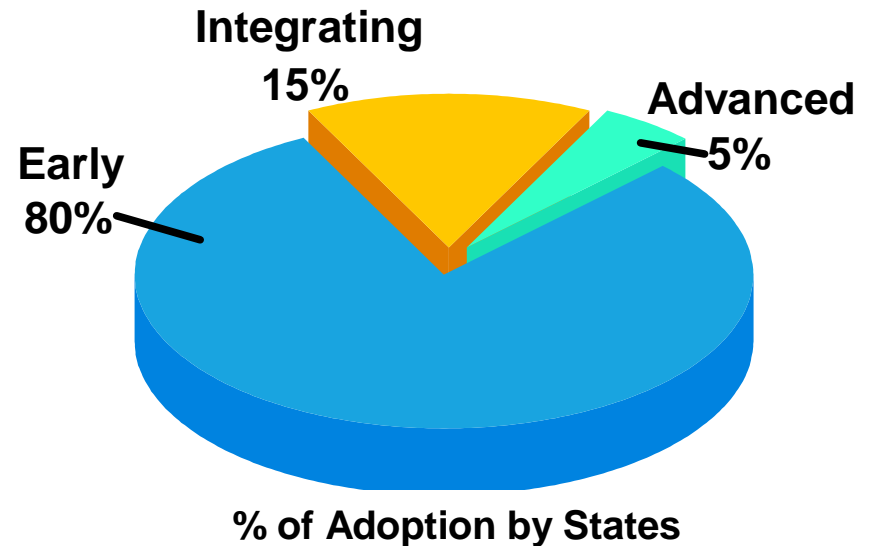
- ▶ Browser based User Interface
- ▶ Minimal change to underlying applications
- ▶ Minimal initial investment in skills

2. *Add New Logic to Existing Applications*

- ▶ Interoperability between Java and RPG, COBOL, etc.
- ▶ Full application integration

3. *Build New eBusiness Applications*

- ▶ eBusiness applications written in Java, RPG, COBOL with XML, etc.
- ▶ JSPs, Servlets



e-business Evolution

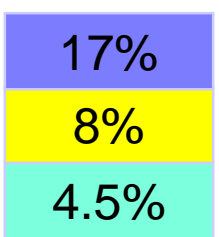
Integrate Externally

- Integrate processes with partners & customers
- Create value networks



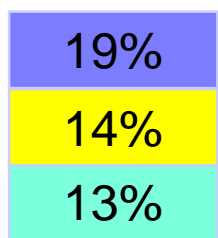
Integrate Internally

- Integrate processes within the organization
- Integrate commerce site with existing processes



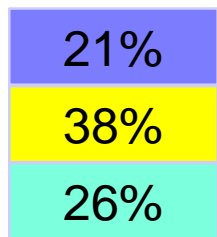
e-business Transactions

- Customer self service
- e-commerce transactions



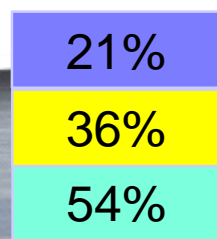
Web Publishing

- Use the Internet internally
- Establish a multi-page Web site
- Some Customer self service



Internet Access

- e-mail
- Web Site



Large
Med
Small

1000+ employees
100-999 employees
20-99 employees

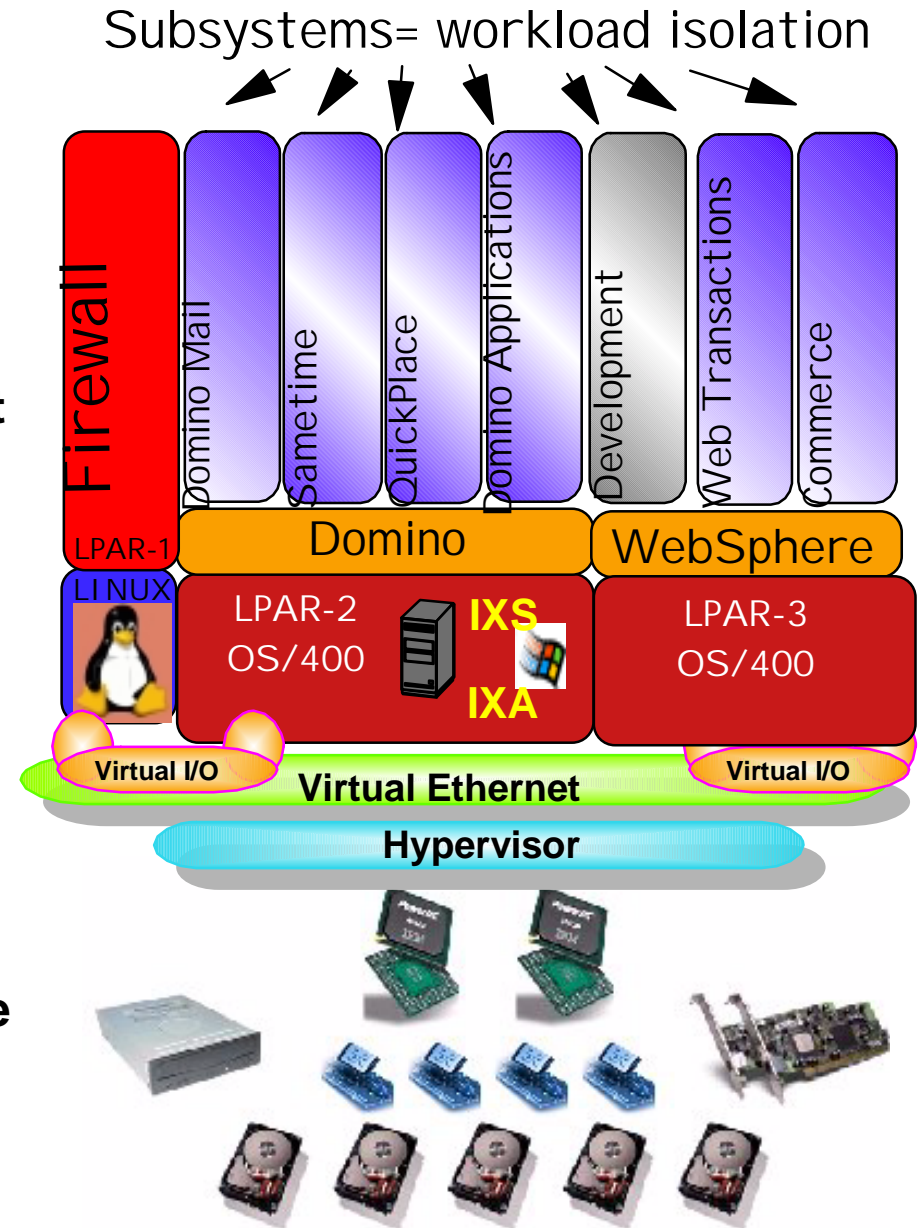


Source : The McKenna Group 2002

Getting Started Selling eBusiness Solutions

Where do I start? & What should I sell?

- Assess your customer's current Business infrastructure
- "Listen" to their Business needs
- *Start Simple and Grow Fast*
 - ▶ "Consult" with your customers to build an eBusiness vision
 - ▶ Understand the iSeries packaging and how it gives an easy to implement vision
 - Sell the multi-workload capabilities of the iSeries
 - Leverage the cost savings
 - ▶ *"Start Simple"* with the small incremental steps that are easy to implement and ensure success
 - Start with their e-mail solutions
 - Extend with WebFacing
 - Follow with a Portal Solution
 - ▶ *"Grow Fast"* with newly available WebSphere family members for iSeries
 - WebSphere Commerce
 - WebSphere Portal Enable



Do Your Homework First!

- **What does their company website look like today?**
 - ▶ Use www.google.com if you don't know the URL
 - ▶ What kind of website is it? Wade through the screens
 - Is there just static information? - It may be hosted and just there for a presence
 - Is there a sign-in for customers, suppliers, employees? - This signals a [portal](#) for customized access for a certain group
 - Can you [search](#) for information? - How easy is it to find what you are looking for?
 - Can you actually [buy](#) services/products at the site?
 - Do they do any cross-selling or up-selling of services/products?
- Check out the website of their competitors using the steps above

Things Remembered® Personalized Gifts
1.800.274.7367

Search
All Products
[Advanced Search](#)

Shop By:
GIFTS FOR
[Her](#)
[Him](#)
[Babies & Children](#)
[The Couple](#)
[Friends](#)
[Boys](#)
[Girls](#)

Welcome **Wedding** Business Shop By Brand Holiday

This season, Things engraved are Things Remembered

My Account

[personalization](#) * [gift advisor](#) * [gift services](#) * [store locator](#) * [customer service](#)

Free Shipping
on orders over \$99* through
December 17, 2002.

*You must select standard shipping to receive this offer. We will upgrade as needed to deliver in time for Christmas - at no cost to you!

On Your **SAVE 10%**
First Order

Save 10% on your entire first order with us - details here!

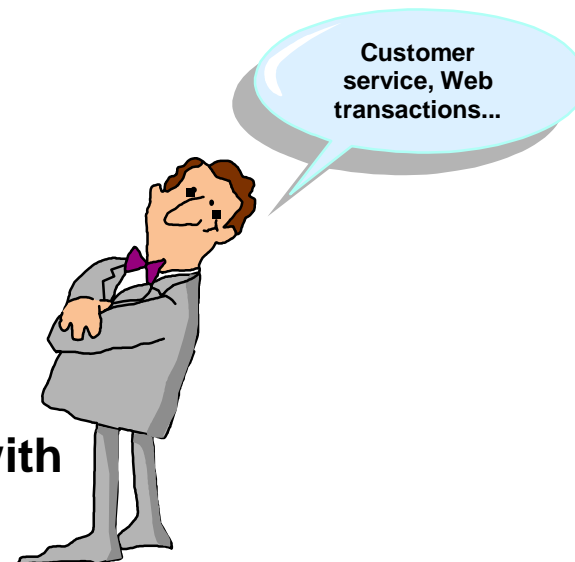
Meeting with the IT Department

- *Do they have an iSeries server installed?*
 - ▶ Who manages it? This person is likely your ally!
 - What else is this person responsible for?
 - Website
 - Network
 - Desktops
 - If not, can they introduce you to the person who is responsible for has these areas in the organization



Meeting with Management/Dept Heads

- *What is their vision of using the Web for their company?*
 - ▶ What do they see as the benefits they will achieve?
 - ▶ How do they quantify the benefits?
 - ▶ How far along are they in their progress?
 - ▶ What is holding them back from reaching their goals with the Web?
 - ▶ How do their goals mesh with the rest of the company



Internet Access

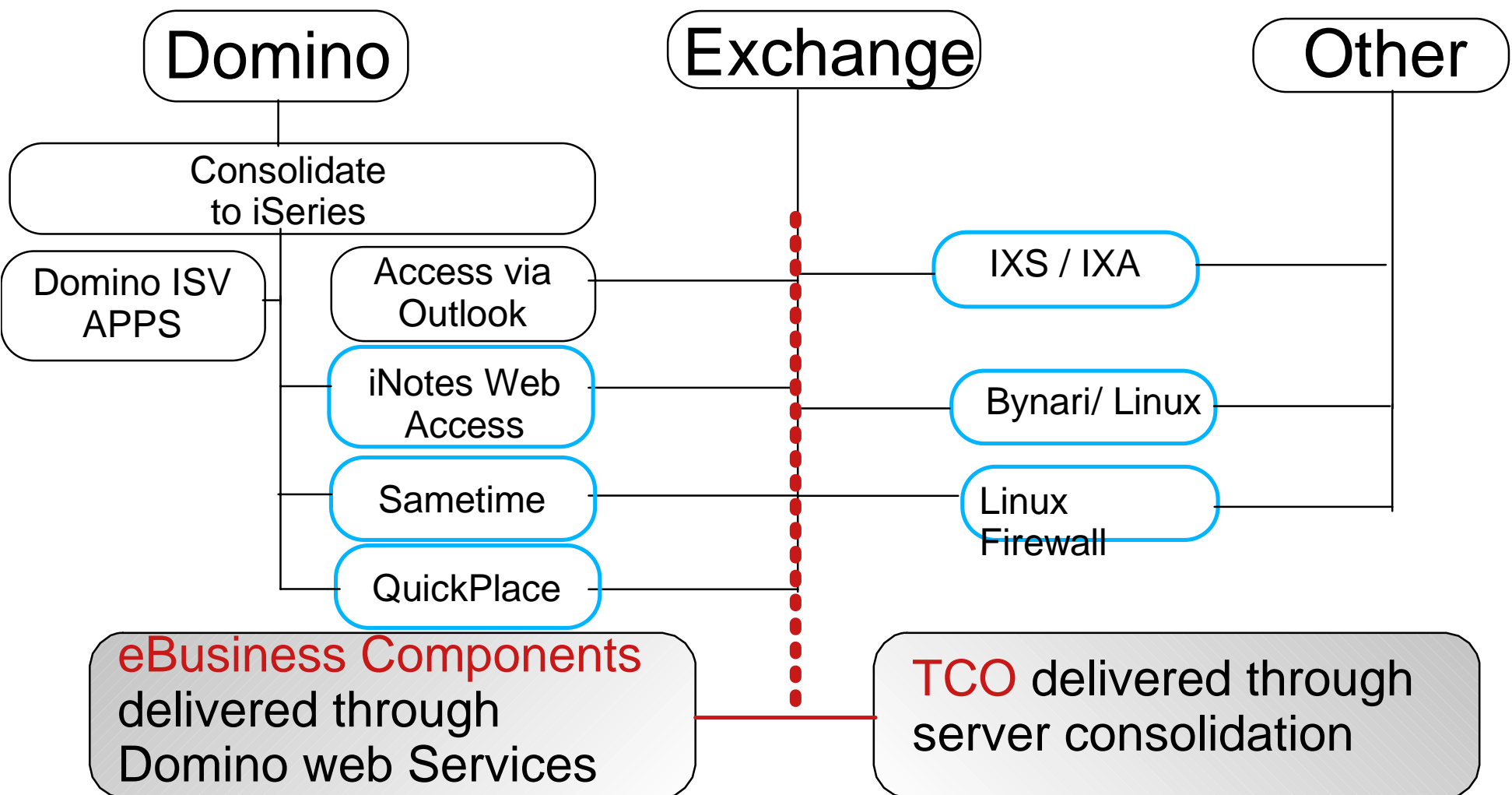
Stage 0 of Adoption

The iSeries Enterprise Package includes Domino, an IXS and Linux, enabling the addition of these workload as a cost savings in the overall solution.

Internet Access

- ▶ e-mail
- ▶ Web Site

What e-mail solution are you using today?



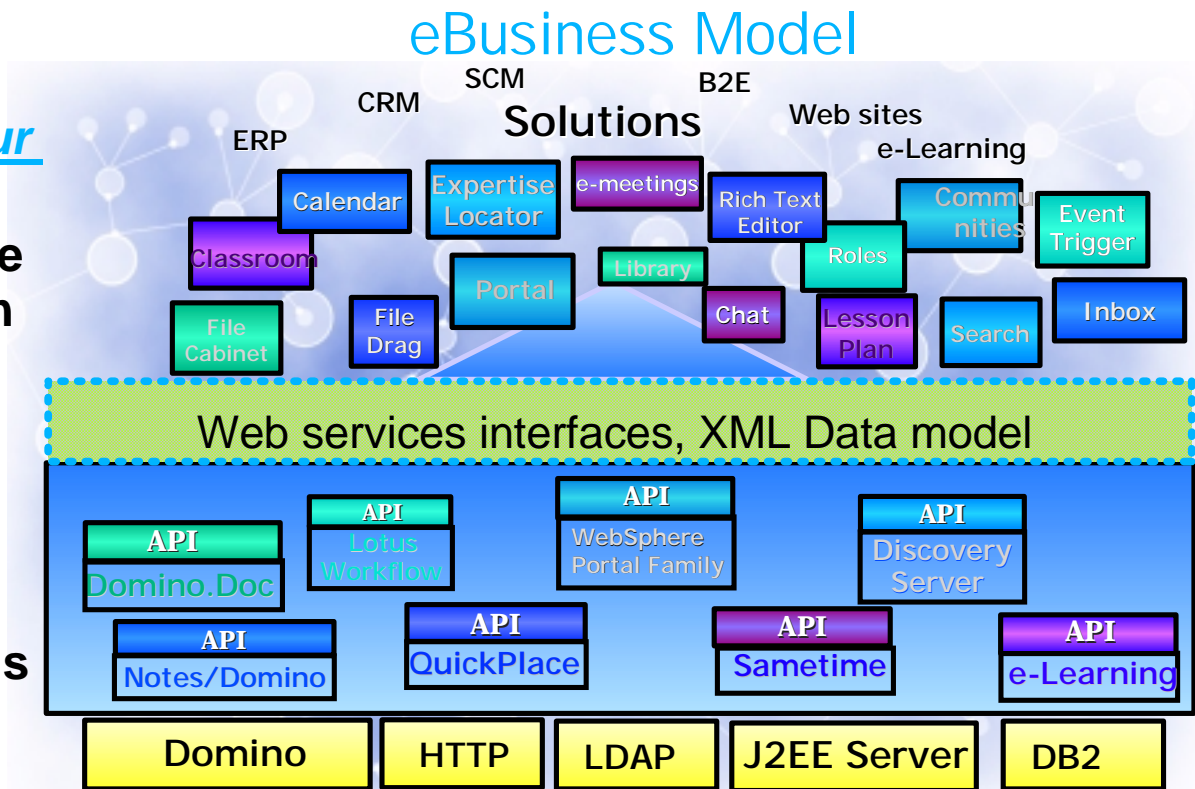
Extending Domino

■ Are you using Domino for e-mail?

- ▶ Sell them the cost savings of Domino on iSeries
 - Multi- Domino workloads
 - Extend their Domino (Exchange) environment with iNotes Web Access, Sametime, QuickPlace

■ Have you considered using Domino for developing or complementing your Line of Business Applications?

- ▶ Sell Domino as an easy way create web-enabled applications that can integrate to existing iSeries programs and data
 - Website creation
 - Customer self-service
 - Launching foundation for WebSphere products (ie Portals and e-Commerce)



Replacing Exchange

- **Leverage iNotes for Outlook and iNotes Web Access**
 - ▶ **Sell the vision of a browser based messaging solution**
 - iNotes Web Access winner of the Best Web Application (Network Computing 2002)
 - Potential lower cost of ownership due to browser access
 - Offer iNotes Access for MS Outlook if customer desires to keep Outlook as the desktop client

- **Look for alternative messaging solution**
 - ▶ **Bynari - Linux based solution**
 - Replaces the functionality of the Exchange server
 - Delivers e-mail and calendaring features
 - Up to 1/3 the cost of MS Exchange
 - www.bynari.net

Did You Know

MS Licensing 6 includes a new program known as Software Assurance. Under the program, rather than simply being able to upgrade their software when they want to--and when their budgets allow--companies would need to commit to buying operating-system and application upgrades ahead of time through an annual fee. MS raised fees anywhere from 33 percent to 107 percent, according to Gartner.

Bynari <http://www.bynari.net/>

What is Bynari?

- ▶ Messaging and Collaboration Server
 - Directory Services, Calendaring, Collaboration
- ▶ Web Server
 - Internet Mail Server (SMTP, IMAP, POP3, MAPI)
 - Internet Mail Spec Compliant
 - Based on open standards Interoperable with all versions of Microsoft Outlook, Netscape, and other leading mail clients
- ▶ Runs on all IBM eServer platforms and other manufacturers servers under Linux
- ▶ Full-function Outlook client
- ▶ Based on Enterprise model architecture

Identify a Bynari Opportunity

- ▶ Look for indirect employees who need simple e-mail (ie. manufacturing)
- ▶ iSeries customers with less than 1000 employees and using Exchange today...

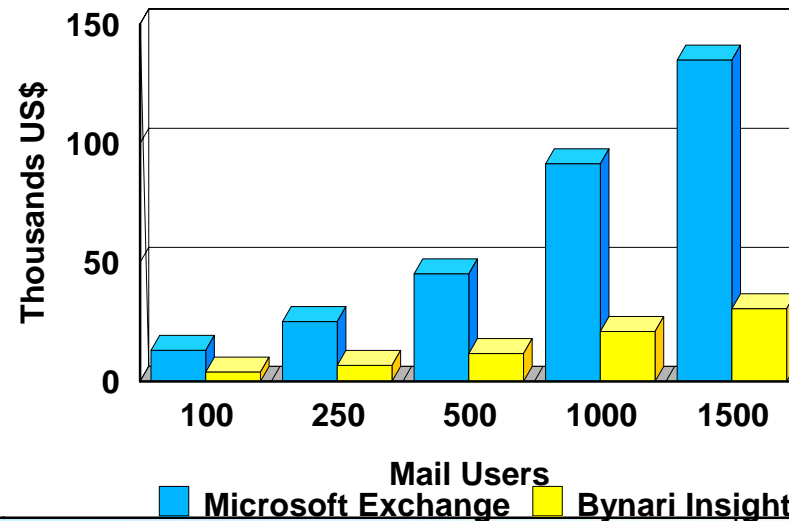
Did You Know??

MS Exchange License = \$1,299
MS Exchange CAL= \$101 (11/2002)

<http://www.microsoft.com/license>

Cost Savings...

Bynari Insight vs Microsoft Exchange Mail Server Costs



Pricing...

Insight Server & 250 User Pack - \$8,250
Insight Server & 1500 User Pack \$29,995

www.bynari.net

Contact:

US. : 1-800-241-1086 ext. 32
International: 011-214-350-5772 ext.32
Technical Support: support@bynari.net
Pre-sales Support: presales@bynari.net

Web Publishing

Stage 1 of Adoption

WebPublishing

- ▶ Use the Internet internally
- ▶ Establish a multi-page Web site
- ▶ Some Customer self service

Are you looking to modernize your Apps?

Application Modernization

Do you want to have your end-users to be able to access your iSeries with just a browser? **(Start Simple)**

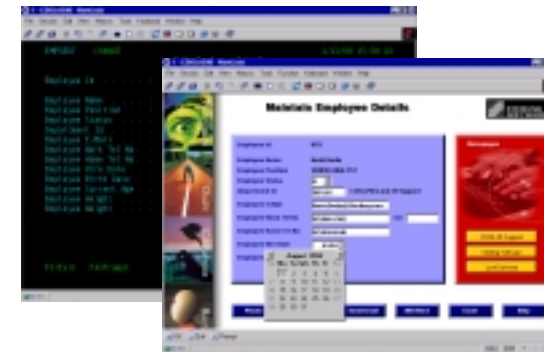
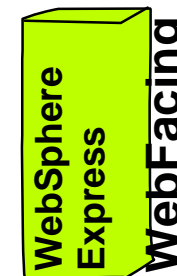
iSeries Access for Web

Do you want to modernize the look/feel of your existing 5250 applications? **(Grow Fast)**

Host Publisher

WebFacing

Position eBusiness as business transformation, not rewriting their apps in Java (TM)!!! (Remember RPG still rules the back office) **Application Modernization w/ WebSphere Express is the building block to eBusiness**



iSeries Access for Web

This is the easiest way to get started!

Provides access to iSeries through a browser

- Can access database, integrated file system, printers, output queues
- Can run batch commands, send/receive messages, work with jobs, create and send .pdf and .xml

It has the following advantages:

- Is server based, implemented using Java Servlet technology
- Is lightweight, requiring only a browser on the client, no applets installed on desktop
- No configuration required at desktop
- Uses industry standard protocols - HTTP (port 80), HTTPS (port 443) and HTML

It also introduces WebSphere into the account!

My Personal Folder Print ★

- Printer output, printers
- Internet Printers
- Printer shares
- Output Queues

Database

- Tables, Run SQL
- My Requests
- Copy Data to Table
- Import Requests

5250 ★

- Start 5250 Session

Commands

- Run commands (Batch)

Files

- Browse Files (in IFS)
- File Shares (in NetServer)

Messages

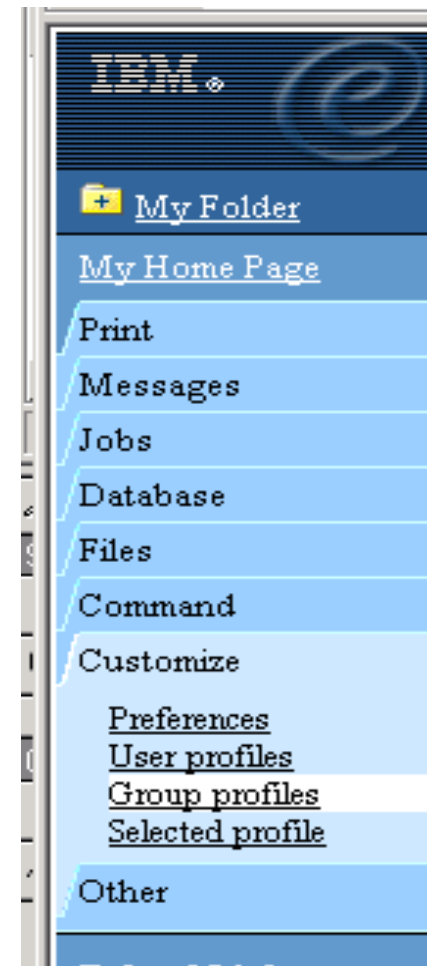
- Display & Send Messages
- Operator Messages
- Message Queue

Jobs ★

- User Jobs
- Server Jobs

Customize

- Administrator controls access to functions by user or group of users:
 - Can customize front page



(Star) = New in iSeries Access for Web V5R2 (5722-AM2)

limit what tasks can be performed

iAW Main Web Page - traditional users familiar with iSeries



url address is: www.<iseries>.com/webaccess/iWA

IBM & IBM Business Partner Use Only Until Announced

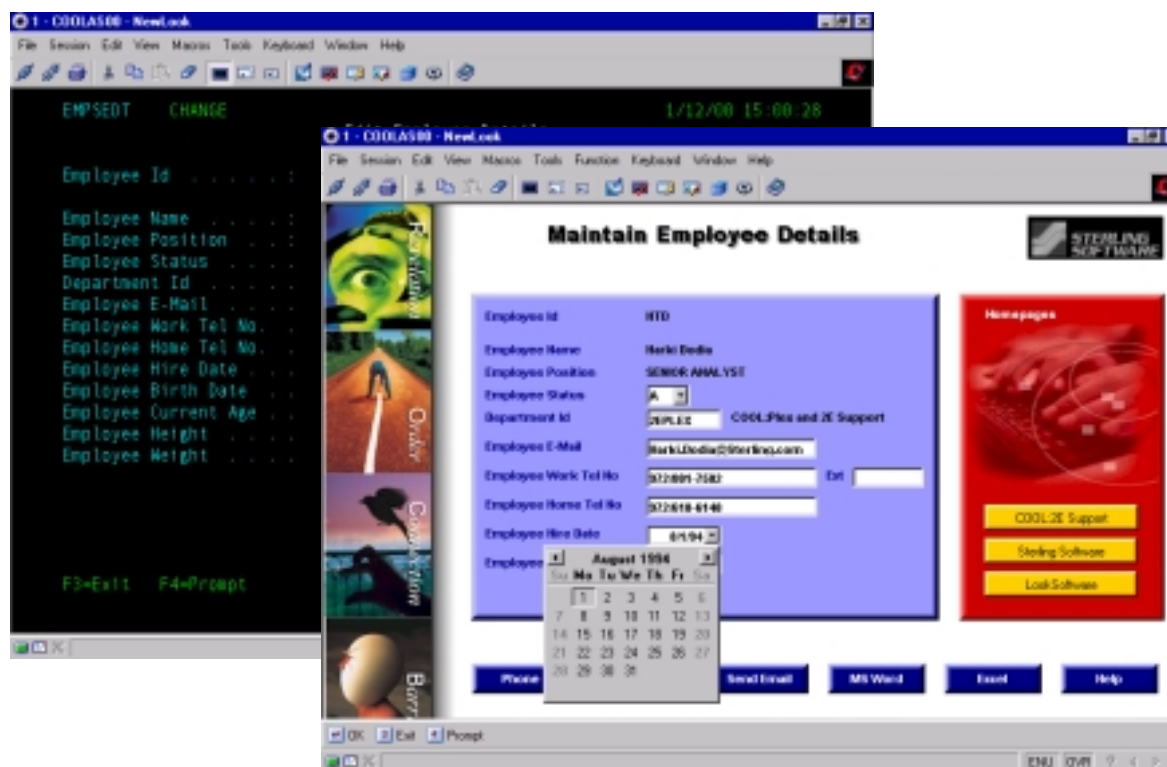
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The Next Step: Application Refacing Solutions

WebSphere Products Available!

- WebSphere Host Publisher
- WebSphere Development Studio (Web Facing)



WebSphere Host Publisher

Enables users to run 5250 host applications

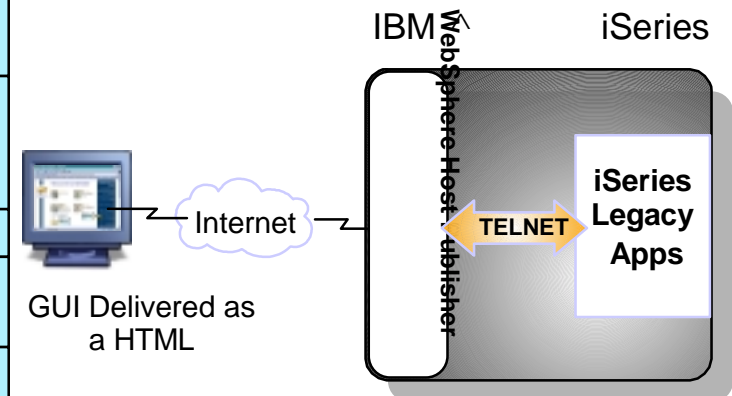
- Is integrated with iSeries Access for Web

Enables programmers to replace traditional green screens with a Web look and feel

- These 5250 applications can then be run directly from any standard Web browser.
- Host Publisher allows you to integrate multiple sources of data, including host and database applications, into a single Web page with no change to the back end applications.
- Host Publisher Studio provides the ability to:
 - Modernize existing 5250 applications--selected parts or entire application
 - Modernize existing host Java applications--selected parts or entire application
 - Create database applications
- No need to touch (or have) source code

<http://ibm.com/software/webservers/hostintegration/>

Business value	Leverage existing applications
- Compatibility with WebSphere family	- Use Host Publisher to produce first successful WebSphere application
- Web-enable legacy applications with little or no coding	- No change to existing applications
- Webify" lower priority applications quickly, - in parallel with other projects	- Utilize existing applications and data as components for web applications
- Build on common skills	- Feature/Function
- Capture legacy data and logic in reusable Java beans	- Combine data from 3270, 5250, VT, JDBC and Java data sources
- Produce web results quickly	- Focus Java programming skills on high priority projects



WebSphere Development Studio

Announcing:



ONE PRODUCT: ALL TOOLS

All host compilers and tools

- ✓ RPG, COBOL, C, C++
- ✓ ADTS (PDM, SEU, SDA, RLU, DFU)
- ✓ "open" IDE workbench

WebSphere Development Studio Client (WDSc)

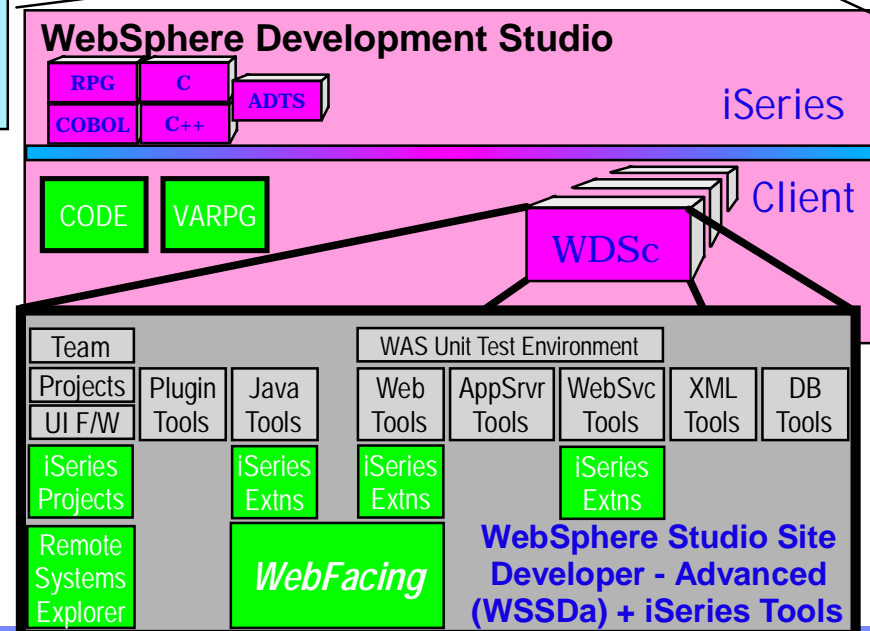
- ✓ CODE
- ✓ VisualAge for RPG
- ✓ Java Tools
- ✓ Web Tools
- ✓ Web Services Tools
- ✓ Remote System Explorer
- ✓ XML Tools

✓ WebFacing

- 5722-WDS: V5R1 & V5R2
- ibm.com/software/ad/wds400

If you have any of the following products (5769-CB1, 5769-CL3, 5769-CX2, 5769-CX5, 5769-PW1, 5769-RG1, 5769-WDS) you are entitled to a **no additional charge upgrade to 5722-WDS** if customer has a current software subscription contract.

70,000 copies shipped to date



WebSphere Web-Facing

WebFacing Tool

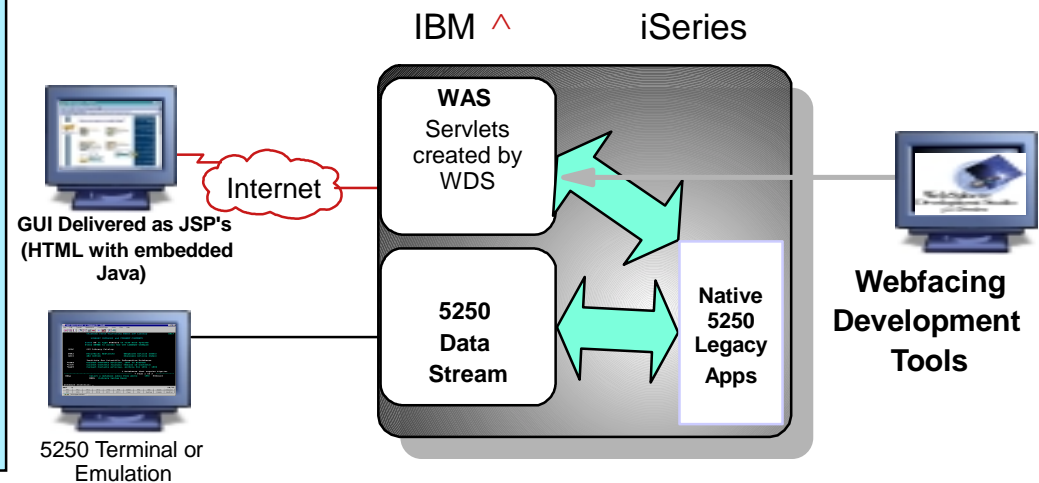
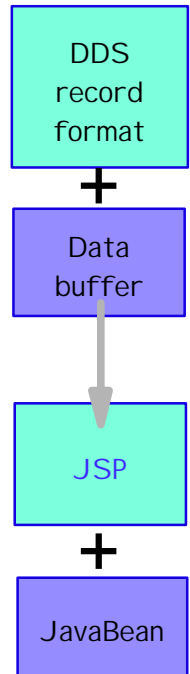
- Creates a Web interface for 5250 applications using standard JavaServer Pages, servlets and JavaBeans
 - Runs with WebSphere Application Server
 - Web interface can be customized with WDS or any Java tooling
 - Web interface can also be customized within CODE designer
- No changes to the 5250 application
 - Supports both 5250 and Web interface
- Must have source code

Customer Benefits

- 5250 applications can be Web enabled quickly, easily and cost effectively
 - 5250 green screen applications can be converted and hosted on WebSphere Application Server in hours
 - 8 step conversion process is easy
 - No separate tooling or run-time charges
- No dual maintenance for the application
 - WebFaced application supports both a 5250 and Web interface
- Web look-and-feel
 - Customization capabilities deliver good Web appearance
- Positioned to extend application in future...

What are the Steps?

1. Start the new WDS 4 iSeries
 - import DDS Source from the server
 - specify the CL command used to start the app and the text desired for the Web page link
 - select style
2. Run the Create WebFacing Project wizard
3. Convert DDS to JSPs and beans
4. Update publishing information
5. Deploy the files to WebSphere Application Server
6. Ensure that a WAS instance is up and running
7. Invoke the first page - Invocation page=index.html
8. Iteratively improve the look ...



Case Study - Xperia Solutions, USA



The screenshot shows the Xperia website banner. On the left, the Xperia logo is displayed with the tagline "Solutions built around experience." Below this, the text reads "INNOVATIV Hosted Solutions Program" and "A New Way of Business for Fashion Importers." A "Learn More" button with a right-pointing arrow is located at the bottom right of this section. On the right side of the banner, there is a photograph of a woman pointing at a screen, with a line of stylized human figures in the background, suggesting a global or multi-personnel business process. The text "Xperia EXECUTIV™ Series Software Solutions" is positioned above the photograph. At the bottom of the banner, a navigation menu includes links for "Company", "Solutions", "Applications" (highlighted in yellow), "Services", "Alliances", "Support", "Careers", and "Contact Us".

Business Challenges

- Deliver a Web-enabled solution to the apparel manufacturing marketplace quickly and cost effectively
- Needed an Internet based solution to compete effectively in this multinational marketplace
- Demonstrate their e-business capabilities to their customers

Solution

- WebSphere Development Studio for iSeries
- A WebFaced application supporting both 5250 and Web interface

Host Publisher / Web Facing Comparisons

Host Publisher

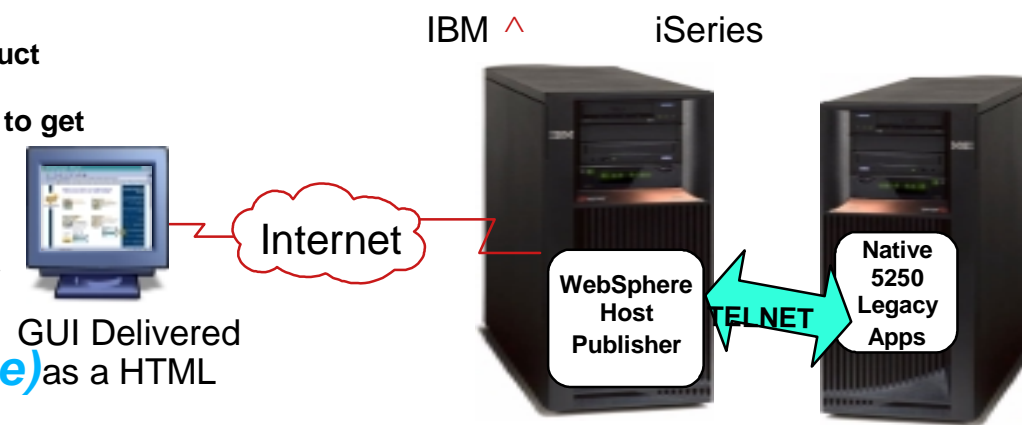
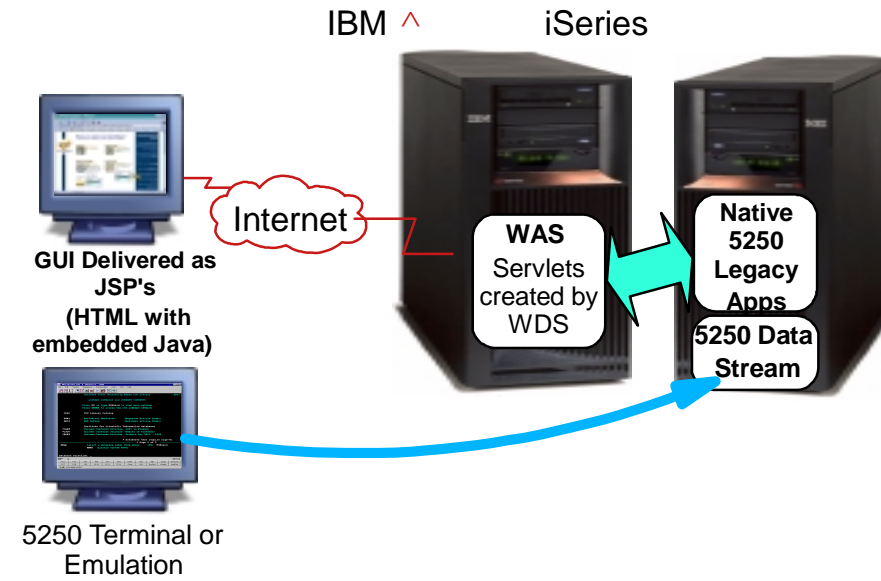
- Part of iSeries Access Family
- Data source can be 5250 (3270, VT) or a database with JDBC interface
- Can integrate OS/400 system UIM screens into application
- Users can be given access to only some of the application's screens
 - Thus, can reduce complexity of application and improve end user productivity
- Multiple data sources can be combined into a single application to create a composite application
- Creates Integration Objects and reusable Java beans and JSPs. Can output data from one Integration Object as input to another.
- Don't need source code - 5250 program runs 'as is'

Web Facing

- Part of WebSphere Development Tools for iSeries
- Data source is 5250 screen
- Fast path to globally convert applications to run in a browser
- Users will see all application screens, one-for-one conversion of application screens
 - Good for interactive applications
- Need DDS source code - converts DSPF DDS source to JSPs and Java Beans.
- No change to 5250 program -- it runs 'as is'

RoadMap to application refacing

- **1) Start with WAS V5 Express**
 - Per processor charge OR internal per user charge options
- **2) Choose WebSphere utility to use for refacing application**
 - ▶ **Web Facing**
 - part of WebSphere Development Studio 5722-WDS
 - ◆ (no charge upgrade w/ software subscription from following products
(5769-CB1, 5769-CL3, 5769-CX2, 5769-CX5, 5769-PW1, 5769-RG1, 5769-WDS))
 - Need Source Code
 - Users will see all application screens, one-for-one conversion of application screens
 - ▶ **Host Publisher**
 - Part of iSeries Client Access Family (V5R1, V5R2 Product No. 5722-XW1)
 - ◆ If you received 5722-XW1 prior to 9/28/01 Order no-Charge Feature No. 2644 of Product No. 5722-XW1 to get iSeries Client Access Family (V5R1, Product No. 5722-XW1)
 - ◆ Customers at V4R5 who have Client Access Family Product (5769-XW1) Order no-Charge Feature* No. 2643, Product No. 5755-AS5 to get
 - Don't need Source code
 - Multiple screen and/or data sources can be combined into a single application to create a composite application



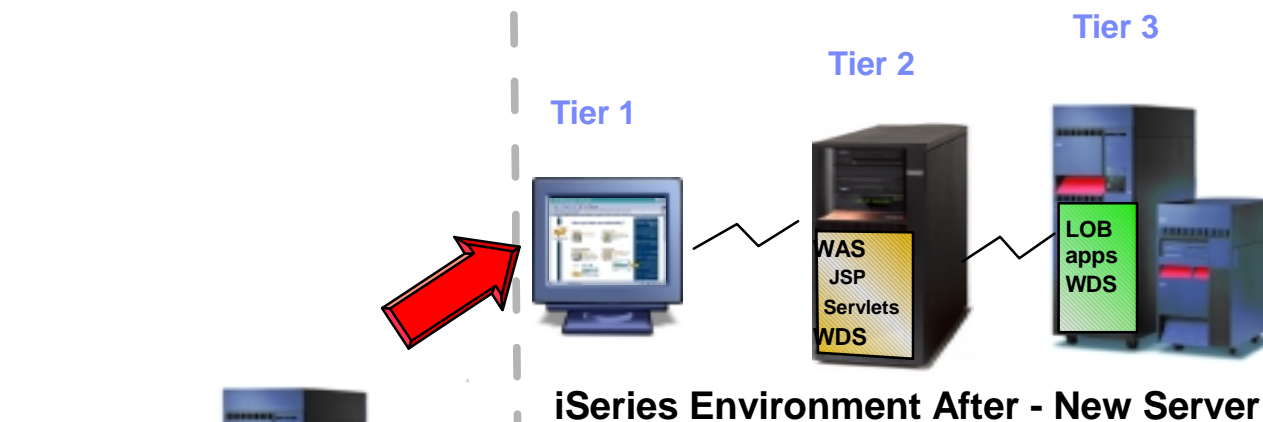
Roadmap to application refacing (tiered solutions)

Refacing solutions.... (leveraging the iSeries)

Add middle tier application server

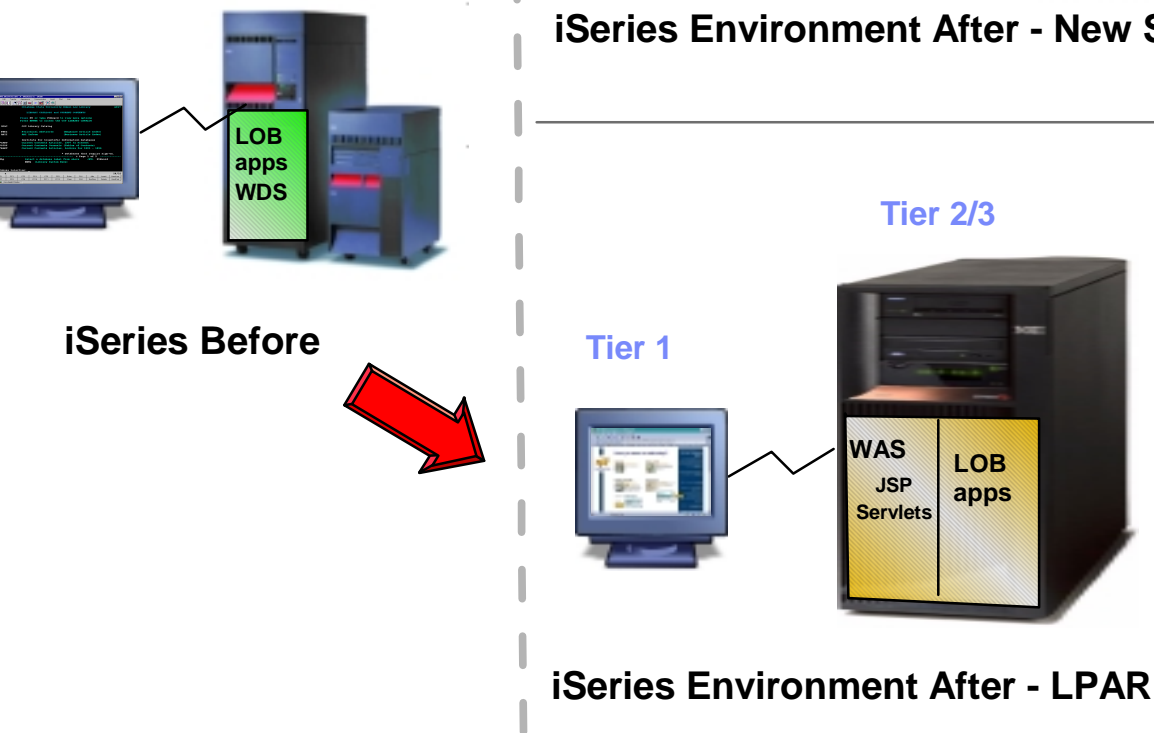
server

- Separate LOB from WebSphere
- Implement using separate iSeries server footprint
- Smaller software tier
- well positioned for Linux firewall



Use LPAR to add WebSphere

- single server (requires LPAR)
- WebSphere requires 500 CPW
- may require hardware upgrade
- may increase software tier
- well positioned for Linux firewall



Other Application Refacing Solutions

■ **Seagull Software**

- www.seagullsw.com
- LegaSuite



■ **Jacada, Ltd.**

- www.jacada.com
- Jacada Interface Server



■ **Look Software**

- ww.looksoftware.com
- newlook



■ **System Objects**

- www.systemobjects.com
- JACi/400



Selling Application Refacing Solutions

Call to Action

- **Approach the sale from an "application extension" perspective**
 - Which of their applications would be appropriate to extend externally to their organization via a browser interface?
 - **Customers** - Self service for order entry, order status, shipping information, etc
 - ▶ Potential ROI - 24/7 customer access to data, fewer Customer Services Reps, etc.
 - **Suppliers / Vendors** - Access to inventory levels, Work-in-process, etc.
 - ▶ Potential ROI - Inventory levels, replenishment, just-in-time inventory
 - **Sales Force** - Customer information, order status, inventory, product information, etc.
 - ▶ Potential ROI - Open orders by territory, product pricing and availability, expense reports
 - The data, the applications, the connection to people and the network
- **Discuss how adopting browser technology can reduce the TCO and increase the speed of deployment for applications**
 - Requires no software to support on the desktop - fewer support personnel
 - Eliminated need to test and integrate multiple Windows desktop applications
 - Easy to deploy to anyone with browser access either internally or to the Web
 - Fast implementation inside and outside the company walls
- **Audience:**
 - Typically Line of Business Execs including CEO, VP/Sales, VP/Finance, IT Director/Mgr
- **Primary Messages/Actions:**
 - **Why rewrite existing 5250-based applications** that already work just to make them graphical when you very likely have the tools in-house for refacing ?
 - Many shops have programmers who are very familiar with the existing legacy applications and **only need web programming skills** to reface applications
 - Easiest way to access existing applications from a browser
 - Access via a browser can lower a customer's **total cost of ownership** both internally and externally
 - Bringing their existing iSeries applications to the Web will allow them to **offer access** to customers, employees and suppliers

Application Refacing - Pains and Questioning

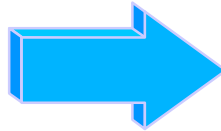
<p><u>CEO Pains:</u></p> <ul style="list-style-type: none"> ■ Declining market share and revenue ■ Loss of customers ■ Need to increase customer loyalty 	<p><u>CEO Questions:</u></p> <ul style="list-style-type: none"> ■ What ways are you looking at to improve customer service without incurring excessive costs? ■ Do you see a need to improve the productivity of your workers ?
<p><u>Finance Exec Pains</u></p> <ul style="list-style-type: none"> ■ Need better communications with suppliers and vendors ■ Need to offer low cost self-service applications via the Web to reduce customer service personnel costs ■ Need cost effective way to extend legacy applications to the intranet and Web 	<p><u>Finance Exec Questions:</u></p> <ul style="list-style-type: none"> ■ Do you need to reduce your cost of operations and sales? ■ Are your suppliers and vendors asking to be able to access their specific inventory information online? ■ Do you want to optimize your inventory levels?
<p><u>Marketing Exec Pains:</u></p> <ul style="list-style-type: none"> ■ Need better customer retention due to increased competition ■ Difficulty satisfying customers demand for "their information" ■ Need easy and affordable way to provide 24/7 information to customers 	<p><u>Marketing Exec Questions:</u></p> <ul style="list-style-type: none"> ■ Are your customers asking to be able to view order, shipment and invoicing information online via the Web? ■ Are customers demanding status to information outside of your normal business hours of operation
<p><u>Sales Exec Pains:</u></p> <ul style="list-style-type: none"> ■ Difficulty in keeping up with frequent product and price changes ■ Need to extend customer and sales information to remote field force 	<p><u>Sales Exec Questions</u></p> <ul style="list-style-type: none"> ■ How frequently to you have to mail updated product information or prices changes to your field force? ■ How easy is it for your sales reps to access customer and order status information when they are on the road?
<p><u>IT Manager Pains:</u></p> <ul style="list-style-type: none"> ■ Under pressure to provide applications with a graphical interface ■ Difficult to provide access for 5250-based applications for remote users 	<p><u>IT Manager Questions</u></p> <ul style="list-style-type: none"> ■ Are your users dissatisfied with their current 5250 Green Screen interface? ■ Do you have in-house skills that can write web-based applications? ■ Do you need a lower cost way to support remote users?

eBusiness Transactions

Stage 2 of Adoption

eBusiness Transactions

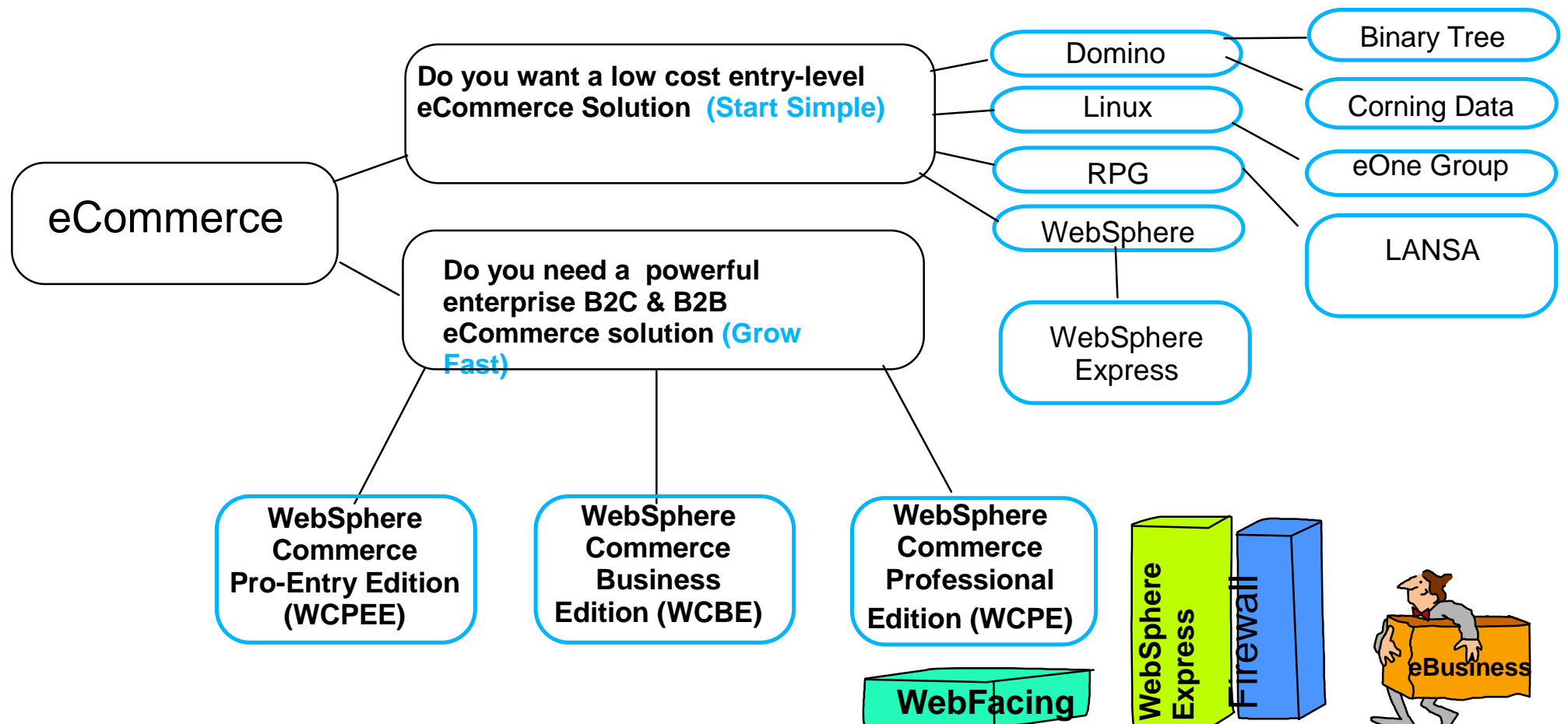
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- ▶ Establish a multi-page Web site
- ▶ Some Customer self service



Integrate Internally

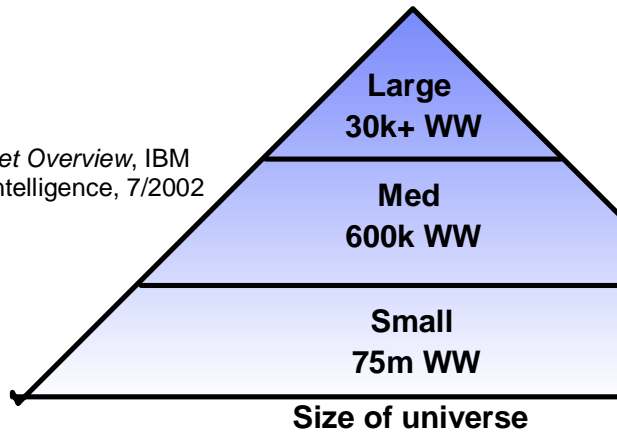
- ▶ Integrate processes within the organization
- ▶ Integrate commerce site with existing processes

Are you looking to build an eCommerce Solution?



Market Opportunity

Midmarket Overview, IBM Market Intelligence, 7/2002



SMB Middleware Opportunity by Co. Size (\$B)

	2002	2003	2004	CAGR
Large	8.6	10.3	11.6	16%
Medium	6.7	8	9	17.3%
High Medium	4.4	5.3	6.1	17.3%
Small	16.9	20.8	23.8	18.8%
Total SMB	36.6	44.4	50.5	17.7%

SMB Software Opportunity by SWG Segment (\$B)

	2002	2003	2004	CAGR
Transformation and & Integration	10.5	12.8	14.6	18%
Leverage Info	11.3	13.5	15.2	16%
Leverage Know How	2.9	3.5	4	17.7%
Manage Technology	11.9	14.7	16.8	18.9%
Total SMB	36.6	44.4	50.5	17.7%

SMB Software Opportunity by Solution (\$B)

	2002	2004	CAGR
CRM	1.4	2.3	35.8%
ERP	2.2	3	17.3%
SCM	6.9	9.6	19%
Other Enterprise Apps	2.9	4.1	20.3%
Collaboration	1.6	2.2	18.3%
Consumer App	.46	.7	23.4%
E-commerce	.323	.728	51.2%

SWG Small and Midmarket Customer Set (SMB) Strategy for 2002, 11/2001

Binary Tree EZ-Merchant

EZ-Merchant

Binary Tree Inc.

<http://www.binarytree.com/ezmerchant>

- Binary Tree's **Domino**-based e-commerce package
- Quick to install, easy to use and customize
- Site Creation Process- the 7-Step Wizard
- Interface via Lotus Notes Client
- Functional site in under one hour!
- Integration into back office data (DB2/400) and applications
- All Notes-based site administration
- Different payment methods including settlement via ROI ECard product
- Leveraging Domino Value Proposition
- Dramatically lower costs and time spent on interactive web development
- Maximizing use of existing iSeries applications and data
- eTeam Portal capability

www.binarytree.com



Until Announced

ezMerchant Collaborative Commerce Suite

Our suite of products include ezMerchant™, Collaborative Application Portal and Navitas. The products enable companies to build transaction-enabled web sites and portals without major investments. Using customizable graphics templates, secure customer registration options, and built-in tax/shipping calculations, ezMerchant Collaborative Commerce Suite delivers control over web-based transactions and order fulfillment.

DSD Merchant

DSD Merchant features ezMerchant™ Collaborative Commerce Suite. This solution combines IBM's iSeries (Dedicated Server for Domino) hardware with Binary Tree software and services. DSD Merchant provides a more reliable and affordable alternative for the small to medium-sized company.

Corning Data Service Port/400

ServicePort/400 is the business-to-business self-service web solution developed by Corning Data Services.

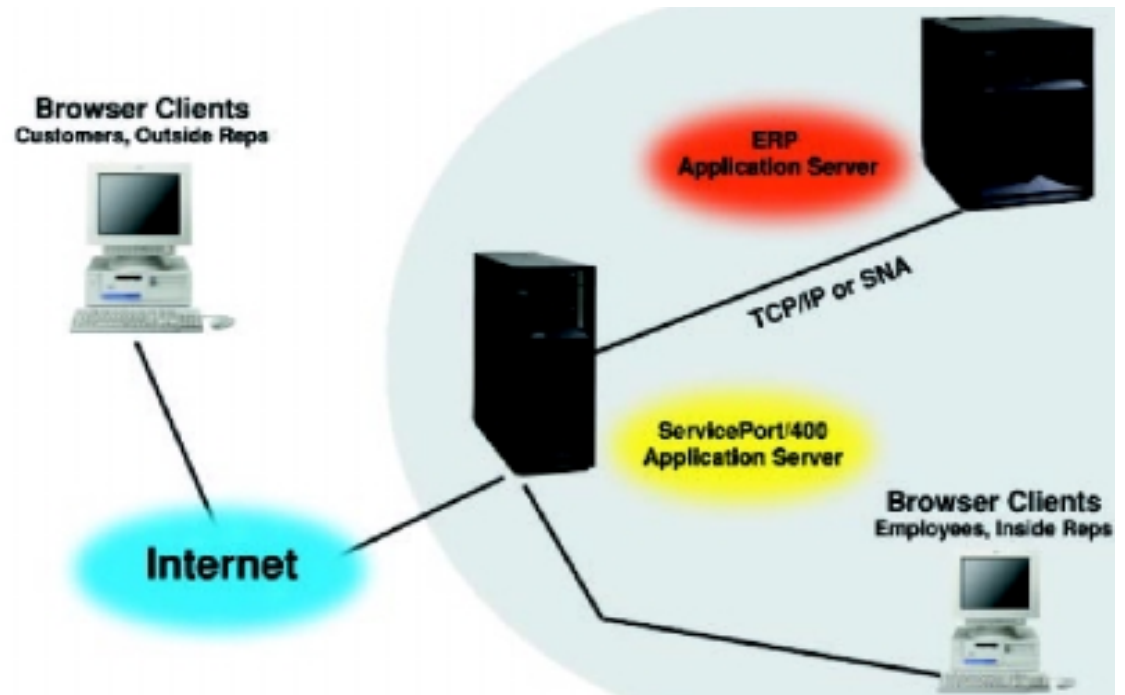
ServicePort/400 integrates seamlessly with your ERP system to allow secure, real-time retrieval and reporting of enterprise information for:

- Customers
- Sales Staff
- Internal Support Staff
- Vendors
- WebSphere Commerce Integration

Built with Lotus Domino technology and deployed on the IBM iSeries Dedicated Server for Domino, ServicePort/400 provides fast, secure, seamless, and easy to use access to your enterprise information.

*****Allows you to leverage the significant investment made in business applications and mission critical information.*****

*****ServicePort/400 delivers quick ROI and low cost of ownership like no other solution in it's class*****



www.corningdata.com



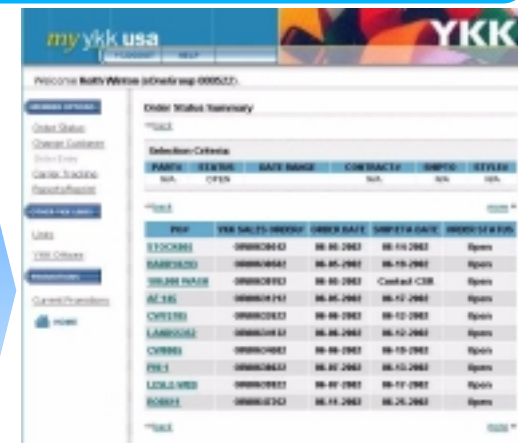
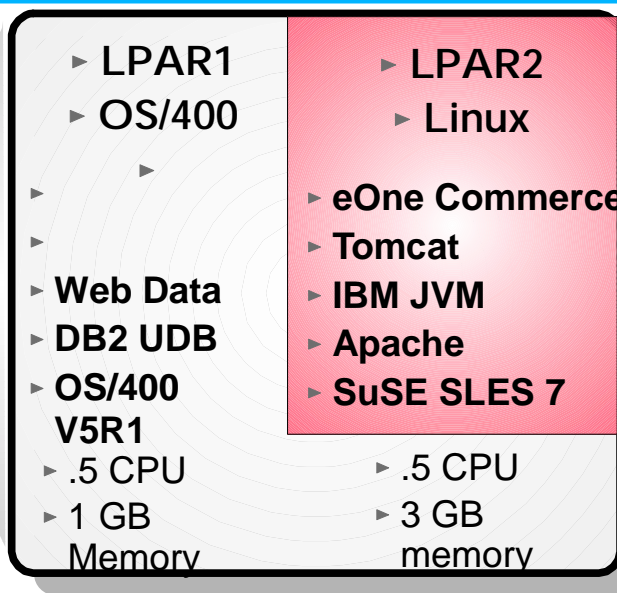
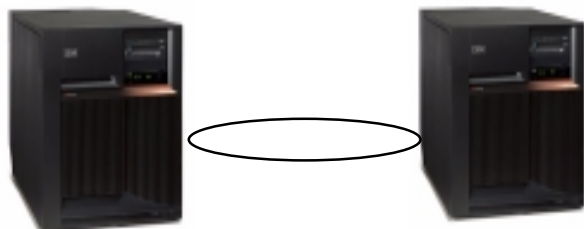
eBusiness Solutions

 delivers a Linux based B2B and B2C eCommerce solution that is great for the SMB customer who is looking to leverage eBusiness Solutions.

- ▶ Are your customers looking for e-commerce solutions but don't want the complexity of WebSphere... check this out!!
- ▶ www.eonegroup.com call Steve Romweber 4317.280.9105

▶ Business Server

▶ Web Portal Server



- ▶ Phase 1 Web portal for their distributors
 - ▶ e.g., check order status
 - ▶ Replacing a phone system
 - ▶ Up and running in 6 weeks

▶ Phase 2 Order Entry and Accounts

Receivables

IBM & IBM Business Partner Use Only Until Announced

© 2003 IBM Corporation

▶ Value Proposition

- ▶ Fast ROI
- ▶ Built to Easily Integrate with backend systems
- ▶ Easy to Administer
- ▶ Advanced Features
- ▶ Scalable and Robust
- ▶ BPs and IGS Trained to Install

▶ iSeries
820 -0150

What About LANSA?

■ Company History

- ▶ In business for 15 years
- ▶ Provider of e-business/technology integration solutions and application development tools
- ▶ 6600+ customers worldwide
- ▶ Distributed in 68 countries through 300 partners
- ▶ Over \$35 Million 2001 revenue
- ▶ Helps Drive Millions in IBM Hardware Revenue Annually
- ▶ Quick time to market with a strong ROI!
- ▶ Keeps iSeries Customers on iSeries

■ Contact:

- ▶ Al Grega, Director Business Development
- ▶ al.grega@lansa.com
- ▶ 631.447.7586

■ Product Lines

- ▶ 1. e-business Solutions:
 - Complete A2A & B2B Solutions
- ▶ 2. Technology Integration:
 - XML, Data Interchange & Java Services
- ▶ 3. Application Development:
 - Highly Productive 4GL & Repository Development Tools
 - Develop Apps for 7 platforms (i-p-xSeries, Windows, Linux on Intel, HP and SUN)
 - Deploy to any interface (5250, Browser, Windows, Portal, and Wireless)
- ▶ 4. Data Access:
 - Query & Reporting Tools

<http://www.lansa.com>

Lansa Key Opportunity Areas

■ **Complete Industry Solutions**

- ▶ Turnkey solutions for Industry Driven Initiatives
 - UCCNet (CPG, Retail) - LANSA is only Preferred Certified Partner on iSeries
 - HIPAA (Health)
 - Covisint (Automotive)
- ▶ Drives New eServer Hardware or Upgrades depending on solution

■ **Self-service Electronic Commerce**

- ▶ LANSA Commerce Edition Self-service - complete turn key solution in 4-6 weeks
- ▶ Fast backend integration for 23 ERP solutions
- ▶ Outbound Web Server - Drives new eServer footprint

■ **Business to Business Direct**

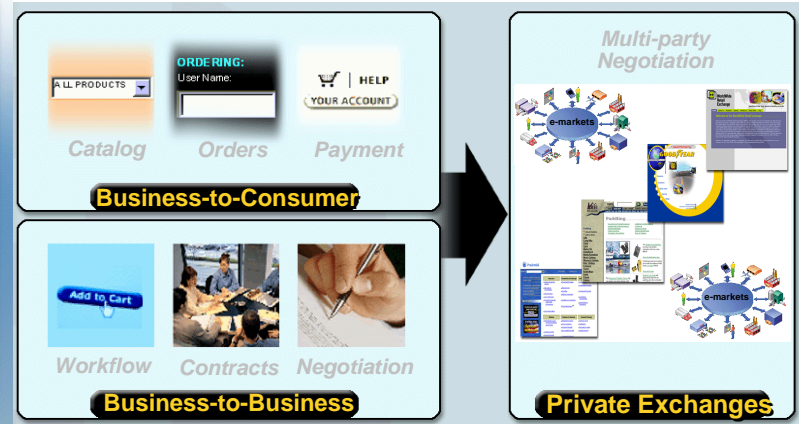
- ▶ LANSA Integrator - 100% Java services that integrate with any business using any protocol (SOAP-Web Services, WebSphere MQ Series, XML Parsing, XSL Transformation, FTP, HTTP, HTTPS, SMTP, and POP3)
- ▶ AS2 Certification from the Drummond Group - In Process (1Q03)
- ▶ Increases CPU cycles - Drives Upgrades, can run on WAS Express

■ **Cross Server Application Development**

- ▶ LANSA 4GL & LANSA for the Web: Develop native applications for 7 server platforms
- ▶ Deploy to any user interface (5250, Browser, Windows, Portal and Wireless)
- ▶ Increases CPU cycles - Drives eServer Upgrades, can run on WAS Express

WebSphere Commerce Suite 5.4

WebSphere Commerce Suite provides powerful tools for creating dynamic e-commerce sites in the B2C, B2B and e-marketplaces environments that reduce sourcing and transaction costs by integrating web sites with business-critical systems like inventory, order processing and shipping. WebSphere Payment Manager and WebSphere Application Server Advanced are part of WebSphere Commerce Suite.



WebSphere Commerce Professional Entry Edition \$22,400

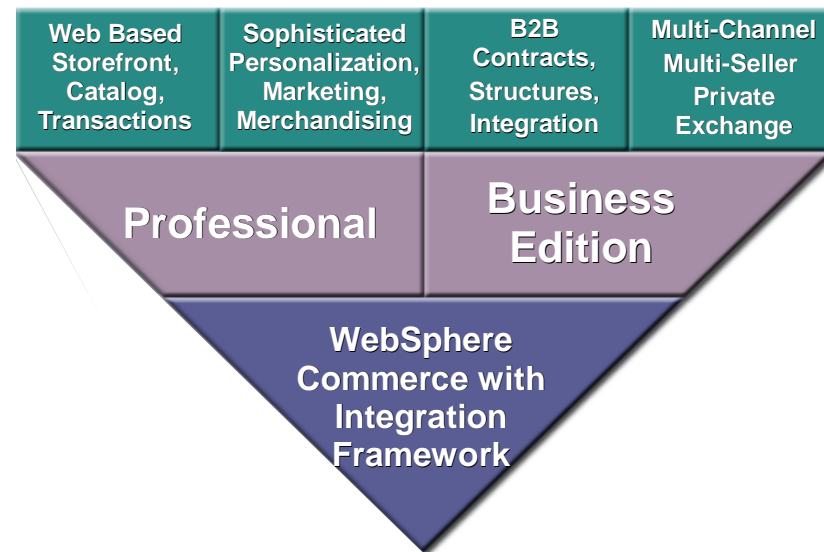
- Single Store, Single processor
- Same functionality as WCPE (Sametime NOT included)

WebSphere Commerce Professional Edition (WCPE) \$89,600 per CPU

- New WCPE function over V5.1 includes improvements in:
 - Order management, catalog editing, commerce accelerator, live help collaboration, commerce analyzer, auctions and payment management
 - Also includes some basic B2B functions

WebSphere Commerce Business Edition (WCBE) \$140,000 per CPU

- WCPE function plus significantly more B2B functionality
- Sell-side managed contracts, RFQ's, approvals workflow, requisition lists, buyer/seller collaboration, advanced user management and access control
- Both WCPE & WCBE are priced per processor and include an entitlement for a maximum of 5 stores



Case Study: Things Remembered

Business Need:

Increase customer conversion rate by adding personalization and enabling up-selling

Results: Doubled holiday sales, conversion rate increased 50%, revenue increase 8-10%/transaction

- 1,400 SKUs
- 100,000 shoppers/day
- MQ connection to credit card

The screenshot shows the Things Remembered website interface. At the top right, there is a 'My Account' link and a shopping cart icon with a 'Check Out' button. The main header features the slogan 'Things engraved are Things Remembered'. Below this is a navigation bar with tabs for 'Welcome', 'Weddings', 'Business', 'Shop By Brand', and 'New Arrivals'. A search bar is located on the left, and a 'GO!' button is next to it. A 'Welcome' message is displayed in the center, accompanied by a photo of a man writing in a notebook. Below the welcome message, there are links for 'personalization', 'gift advisor', 'gift services', 'store locator', and 'customer service'. A central banner repeats the slogan and provides a detailed message: 'We make it easy to remember all of life's special moments - the birthdays, weddings, anniversaries, new births, and all of the events that make your life unique. When you personalize a gift, you create a lasting keepsake ~ things engraved are Things Remembered'. To the right of this banner is a purple oval containing the text 'On Your SAVE 10% First Order' and a link to 'Save 10% on your entire first order with us - details here!'. Below the banner, three product listings are shown: 'Make-A-Wish® Star Keepsake Box With Stones' for \$34.95, 'Wine & Roses Heart Trinket Box' for \$29.95, and 'Copper Leaf Frame' for \$19.95. At the bottom right, there is a 'Make-A-Wish 2002 Ornament' promotion with a 'Sign In' button and the text 'or create a new account'. The left sidebar contains a 'Shop By:' section with categories like 'GIFTS FOR Her, Him, Babies & Children, The Couple, Friends, Boys, Girls, Teacher' and 'OCCASION Birthday, Anniversary, New Job/Promotion, New Baby/Shower, Graduation, Retirement, Religious, Housewarming, Goodbye/Good Luck'. A 'SENTIMENT' section includes 'Love & Romance, Congratulations, Friendship, Thank You'.

Announcing WebSphere Commerce Pro Entry

- **New WebSphere Commerce offering for Small & Medium Businesses**
 - ▶ Priced at \$22,400 (US) - Sub-capacity pricing available
- **Functionally similar to WebSphere Commerce Professional**
 - ▶ Sametime function not included
- **Restricted Terms & Conditions**
 - ▶ Can only be run on 1 CPU
 - ▶ Limited to only 1 store
- **Meets the needs of the MidMarket customers**
 - ▶ Supports iSeries
 - ▶ Low price
 - ▶ Channel-ready
 - ▶ Upgrade path to other WebSphere Commerce Professional & Business Editions



WebSphere Commerce: More than Software... A Solution.



Order & Inventory Mgmt

Ability to extend existing business processes

- JD Edwards
- i2
- QAD
- SAP
- Synquest
- Taxware
- CommercialWare

Content Management

Attract new customers and retain existing ones

- WCS Catalog Manager
- OpenMarket
- Interwoven
- Vignette
- Data Junction
- WebSphere Everyplace

Collaboration

Real-time communication, negotiation, and document sharing

- Lotus Sametime
- Lotus QuickPlace
- Lotus e-Meetings

Personalization

Provide Most Valuable Information for the Customer

- Blaze/Brokat Rules
- Macromedia LikeMinds
- Kana
- WebSphere Personalization
- WebSphere Portal

Customer Management

Superior service and support

- Kana
- Siebel
- CommercialWare
- WebSphere Voice Server

Procurement/e-MPs

Support for procurement and punch-out

- Ariba
- SAP
- Commerce One

Payment Processing

Supports Multiple, Global Payment Methods

- Paylinx
- ACH
- Procurement Cards

Fulfillment

Delivery Management

- Cybersource
- UPS
- CommercialWare

Selling Commerce Solutions

Call to Action

- **Listen for key customer challenges** when talking to Line-of-Business Executives
 - Key customer challenges that might be solved by commerce include:
 - Regional, worldwide or channel expansion
 - Improved customer or partner satisfaction
 - Potential to integrate portal functionality to commerce technology
- **Audience:**
 - Typically Line of Business Execs including CEO, VP/Sales, and VP of Marketing
- **Primary Messages/Actions:**
 - Strengthen customer and partner relationships to drive loyalty and increase revenue
 - Enhance operational efficiency for improved quality and cost reductions
 - Optimize sales and marketing for increased effectiveness
 - Leverage and extend existing legacy applications to achieve rapid ROI

Selling Commerce Solutions

Questions to Ask your Prospect

1. Are you selling any products or services on the web today - B2C or B2B?
 - If yes, how is this business model working?
 - What have you learned?
 - How would you like to (extend to B2B or B2E?)
 - If not, are you thinking about offering your products or services over the web B2C/B2B?
2. Are you interested in increasing online revenue?
3. Are you concerned about increasing operational/customer service costs?
4. What e-Business functions do you have in place today, company presence, self-service applications, B2C, B2B?

Specific B2B Questioning:

1. Are you handling your B2B transactions on the web today?
 - If so, are they done through contract pricing?
2. Do customers ask for RFQs, RFPs, Special Bids?
3. How do you handle your back end integration with your existing line of business applications?
4. Are you interested in increasing online revenue and decreasing operational/customer service costs?

CEO/Marketing Manager Pains

- Missed revenue opportunity
- Missed opportunity to diversify revenue mix
- Strain on IT and business staff
- Need to personalize campaign by shopper to achieve revenue and customer loyalty
- Indecision about what to do next
- Confusion about what is selling, who is buying, and why are they or why are they not buying.

CEO/Marketing Manager Questions

- If you are currently expecting to expand your business regionally or internationally, are you prepared to support different prices, taxes, and product mixes by geographical customer sets?
- Are you able to respond rapidly to changing market dynamics so that you can channel the sales/campaign activity through your IT department?

Sales Manager Pains

- Declining loyalty
- Better marketing by competition
- Declining profits
- Confusion on how to support multichannel strategies and the implications from this confusion
- Rising costs
- Declining profits

Sales Manager Questions

- Would you like to offer your customers the ability to buy from you through multiple channels, such as stores, kiosks, the Web, direct mail, and now even from mobile devices?
- Do you have a fast way to respond to overstock conditions in inventory by offering a special promotion?
- Are your customers asking for an immediate order acknowledgment and instantaneous status of their orders?

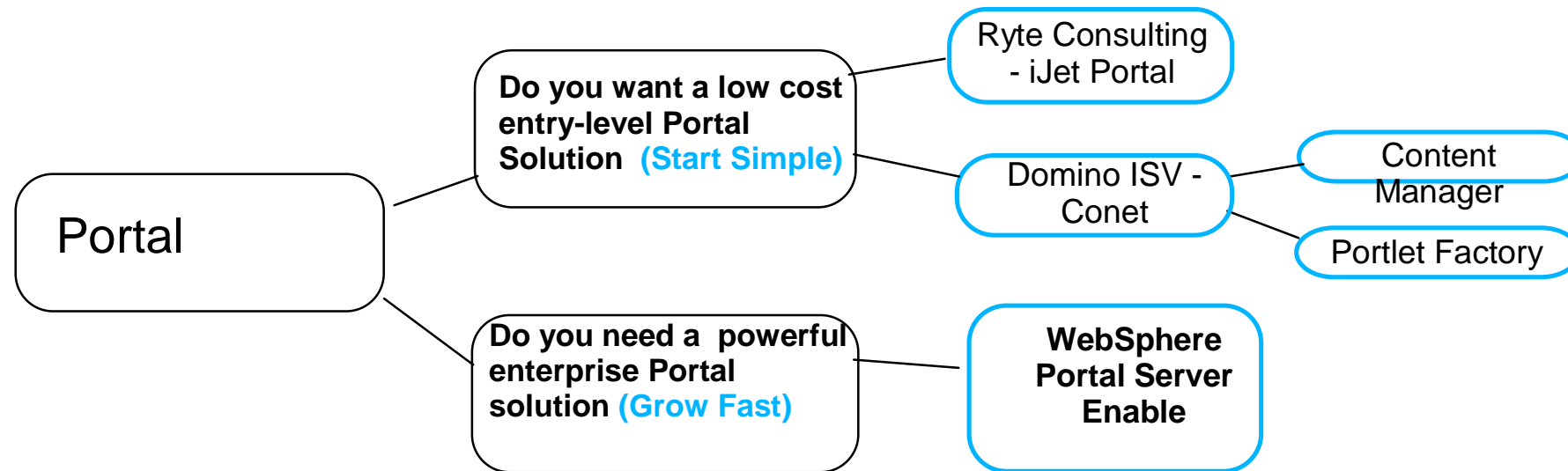
Integrate Internally and Externally

Stages 3 and 4 of Adoption

Integrate Externally

- ▶ Integrate processes with partners & customers
- ▶ Create value networks

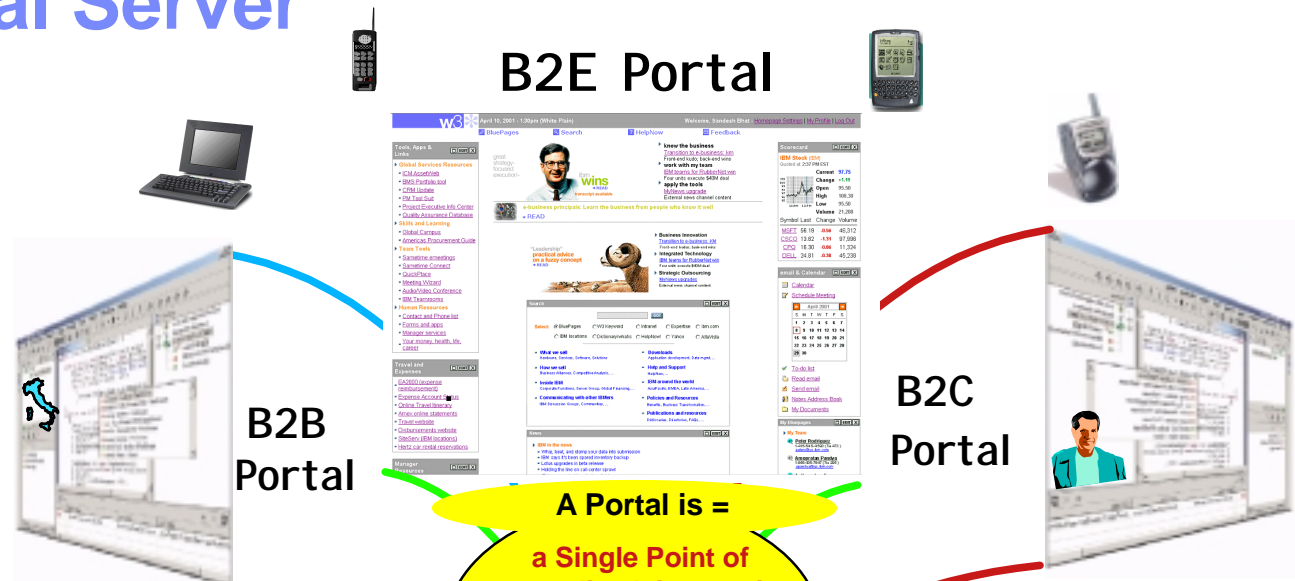
Are you looking to build a Portal Solution



The Role of a Portal Server

Role of Portal

Role of Business Integration



What's a Portal to do?

Creates a dynamic workspace which provides a positive experience with the relevant information & communication, so you can take the right action



The screenshot shows a web portal interface for a user named Sandesh Bhat on April 10, 2001. The interface includes several key components:

- Header:** User name, date, time, and location (White Plains). Navigation links for Home, Profile, and Logout.
- Navigation:** BluePages, Search, HelpNow, and Feedback.
- Left Sidebar (Tools, Apps & Links):**
 - Skills and Learning:** Global Campus, Americas Procurement Guide.
 - Team Tools:** Sametime meetings, Sametime Connect, QuickPlace, Meeting Wizard, Audio/Video Conference, IBM Teamrooms.
 - Human Resources:** Contact and Phone list, Forms and apps, Manager services.
 - Download Central:** Test software, System...
 - Travel and Expenses:** EA2000, Expense Account Status, Online Travel Itinerary, Amex online statements, Travel website, Disbursements website, SiteServ, Hertz car rental reservations.
- Main Content Area:**
 - IBM Wins:** "great strategy-focused execution" with a photo of a man and a "transcript available" link.
 - Business News:** "Transition to e-business: KM", "work with my team", "apply the tools".
 - Discussion Groups:** Hardware, Software, News and Articles.
 - Learning Resources:** Global campus releases, new WebSphere courses.
- Right Sidebar (Scorecard):**
 - IBM Stock (IBM):** Current 97.75, Change +1.19, Open 95.5, High 100.30, Low 95.5, Volume 21,200.
 - Other Stocks:** MSFT, CSCO, etc.
 - Sametime and KDS:** List of contacts including Peter Alvarez, Anoopratan Pandya, Anthony Insolia, Murali Narasimhadevara, Roy Lucchese, Jerry Lieberman, Vincent Pawlowski, Mike Boose (Uniliver), and John Simpson (GE).

Annotations (Red Circles and Arrows):

- A red circle highlights the "Skills and Learning" and "Team Tools" sections in the left sidebar.
- A red circle highlights the "iNotes Messaging & Calendar" widget, which includes a calendar for April 2001 and a to-do list.
- A red circle highlights the "Discussion Groups" widget, which lists various discussion topics.
- A red circle highlights the "Sametime and KDS" widget, which lists contact information for several IBM employees.

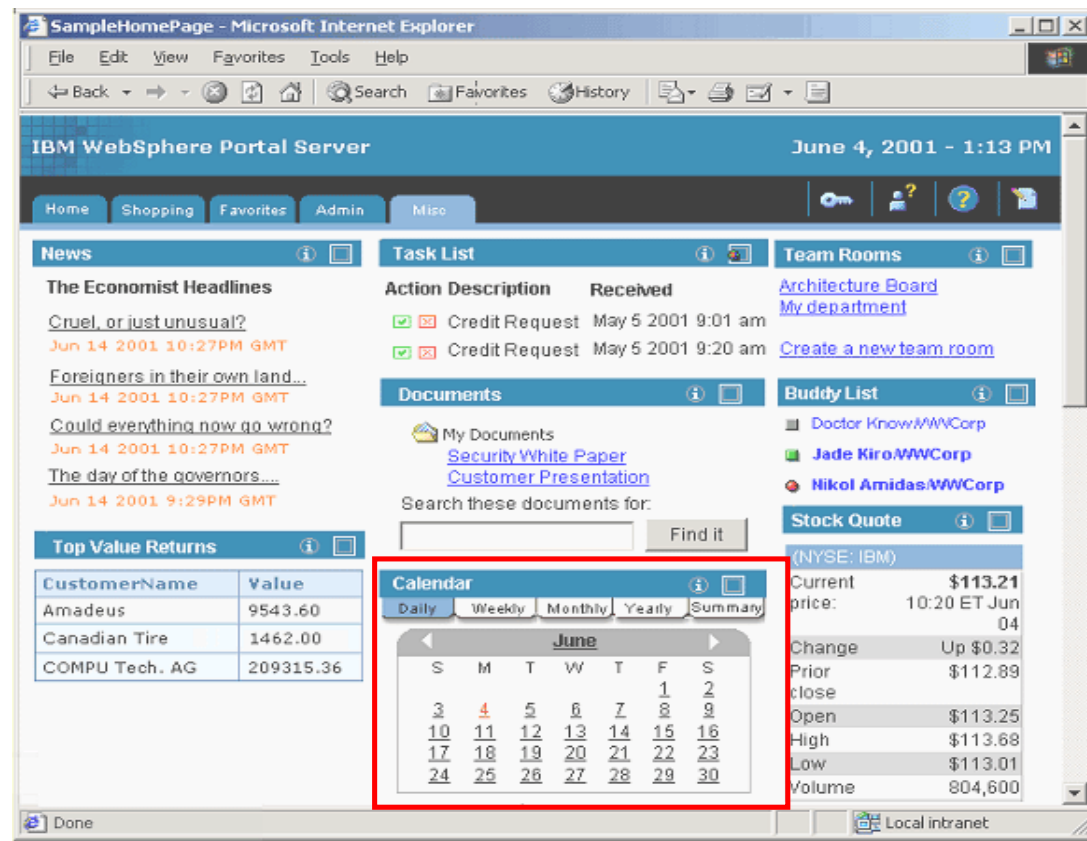
Single Point of Access

■ *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



Conet - You@Web

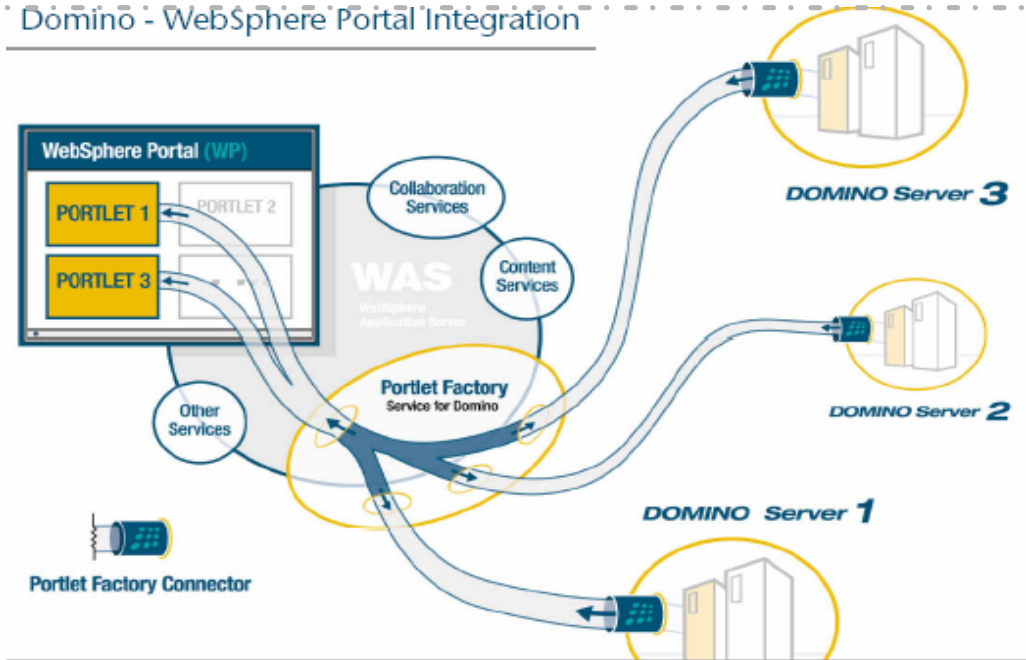
You@Web Content Manager -- Domino entry-level portal like web-based content management and distributed publishing solution that allows non-technical users to independently create and manage web content without impacting IT resources.

You@Web Portlet Factory for Domino is designed to extend into WebSphere Portal Server by extending Domino (.nsf) content into portlets. Portlet Factory allows companies to rapidly deploy portlets into these Domino databases and applications for a fast and significant return on their existing Domino infrastructure investment.

www.youatweb.com



Domino - WebSphere Portal Integration



Ryte Consulting

iJet Portal Server

iJetPortal Server is an Enterprise Information Portal, using Java and XML technology. A portal makes network resources (applications, databases and so forth) available to end users. The user can access the portal via a web browser, WAP-phone, pager or any other device. iJetPortal Server acts as a central hub where information from multiple sources are made available in an easy to use manner.

- Template-based layouts including JSP and Velocity.
- Custom default home page configuration.
- Database or LDAP user authentication.
- Web application development infrastructure.
- XML based configuration registry of portlets.
- Wireless Markup Language (WML) support.
- In-memory cache for quick page rendering
- Role-based security access to portlets.
- Portable access platforms that support JDK 1.2 / Servlet 2.2 And much more ...

www.ryte.com

Minimum Hardware Requirements

Software Requirements

IBM AS/400e 170-2385
IBM AS/400e 720-2062
IBM eServer iSeries 270-2431
IBM eServer iSeries 820-2435

512 MB RAM
1 GB free disk space
CD-ROM drive 5722-SS1-OS/400
version V5R1M0

Non-chargeable features/products

5722-SS1 option 30 - Qshell
5722-SS1 option 32 - Directory Service (LDAP)
5722-SS1 option 34 - Digital Certificate Manager
5722-DG1 - IBM HTTP Server
5722-AC3 - Cryptographic Access Provider
5722-JC1 - Toolbox for Java
5722-JV1 - Developer Kit for Java
5722-TC1 - TCP/IP

Chargeable Products

5733-WA4 - WebSphere Application Server - multi-server version

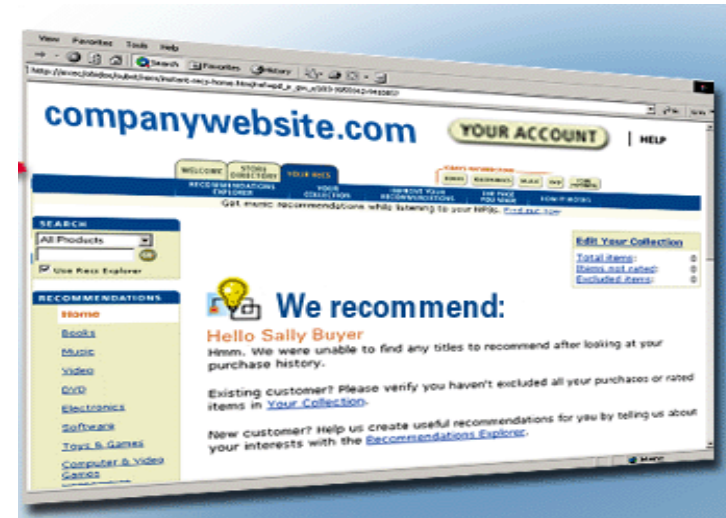
WebSphere Portal Server

WebSphere Portal Server:

WebSphere brings powerful website personalization features through Portal Server, including industry-leading collaboration and knowledge management functionality from Lotus. Portal Server allows Business to Business, Business to Consumer, and Employee to Employee interaction of data from multiple devices...

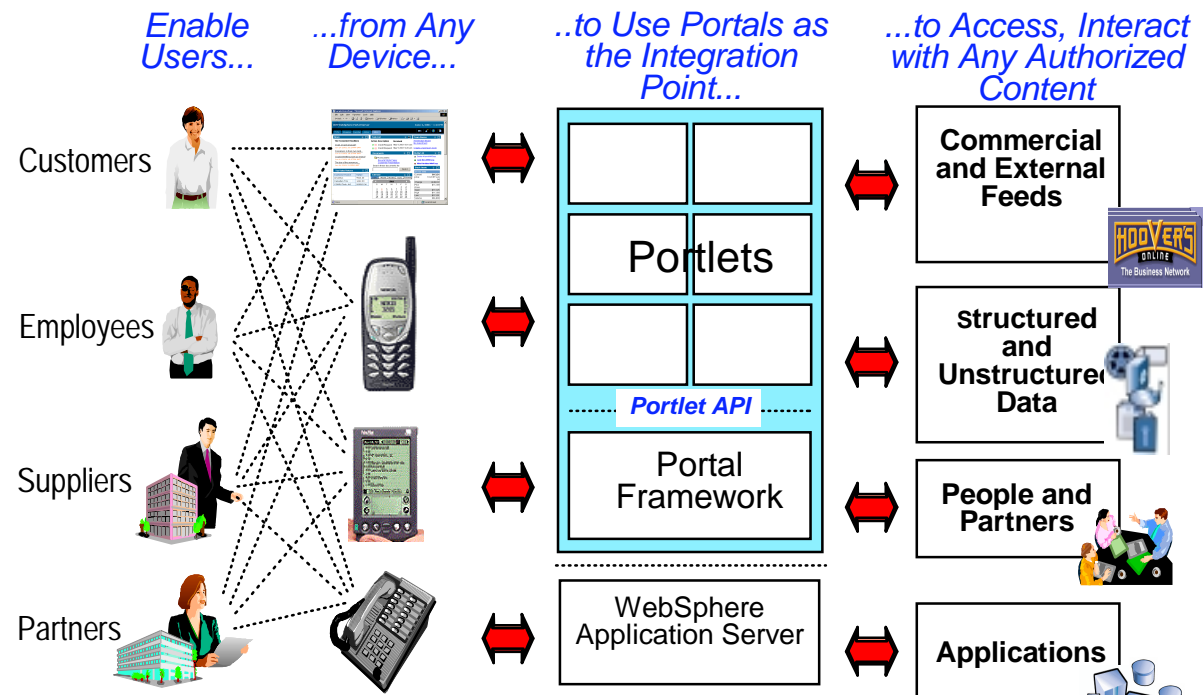
WebSphere Portal Server V4.1

- Support for WebSphere App Server 4.0
- Advanced layout & page customization
- Virtual portals (page groups/places)
- Enhanced administration portlets
- Web Services
- Collaboration services
- Content & search portlets
- Logging for Site analysis
- Portal Framework



WebSphere Portal Enable
\$55K per CPU
October '02

Portal Framework
 WS Personalization
 WAS Advanced
 IBM LDAP
 DB2



WebSphere Portal Family of Offerings

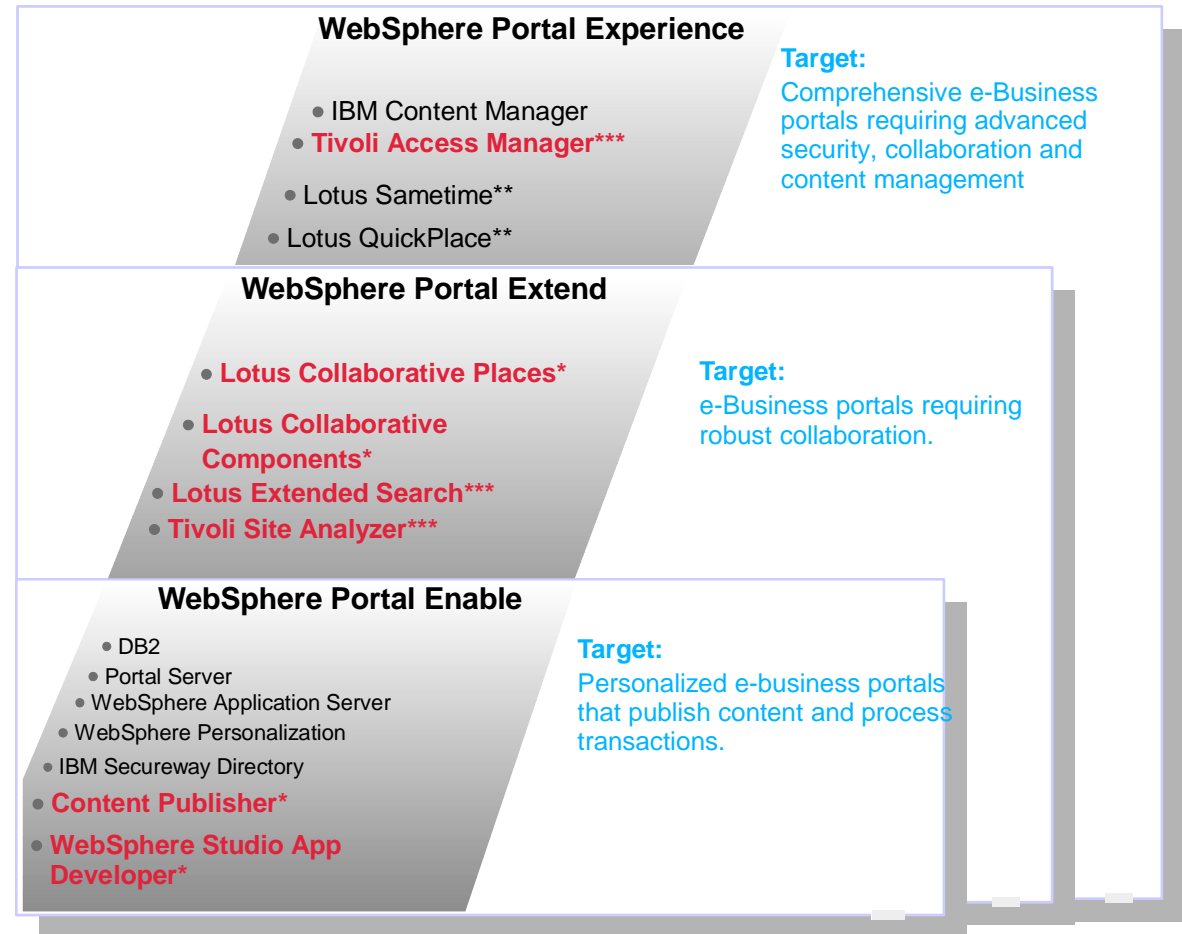
- Includes all of the functionality of Extend and adds a uniform security model across applications, content management and advanced collaboration in the form of e-meetings and application sharing.
- Extend includes all of the functionality of Enable and adds an out-of-the-box user experience with built-in community workspaces equipped with collaborative tools, web site analysis tools and federated search capabilities.
- Flexible, scalable horizontal portal framework providing portal services such as connectivity, integration, administration, presentation and personalization.

*New function in 4.1

**Limited # of licenses

***New name for products formerly known as Tivoli Policy Director, WS Site Analyzer & Lotus Domino Extended Search

1. PassportAdvantage prices incl. subscription, maint.



Selling Portal Solutions

Call to Action

- Approach the sale from the "user's perspective"
 - What is the 'model office' (what would the user like to see on their desktop)
 - The data, the applications, the connection to people and the network
 - Select an initial "end to end" set of apps
 - For example, for a particular user task, have all the people, data and applications selected for putting on the desktop
- Audience:
 - Typically Line of Business Execs including CEO, VP/Sales, and VP of Marketing
- Primary Messages/Actions:
 - Most companies start with a B2E implementation then scale to business processes and data integration to get started on a B2B portal
 - Start by taking an inventory of:
 - Existing applications
 - User groups and their requirements
 - Current IT projects and backlog
 - Staying with the business value, try to avoid feature/function battles as these will lead to Proof-of-Concepts or "bake-offs" which prolong the sell-cycle and burn resources (Often you can avoid POCs with references, case studies and/or a good demo)

Portal - Pains and Questioning

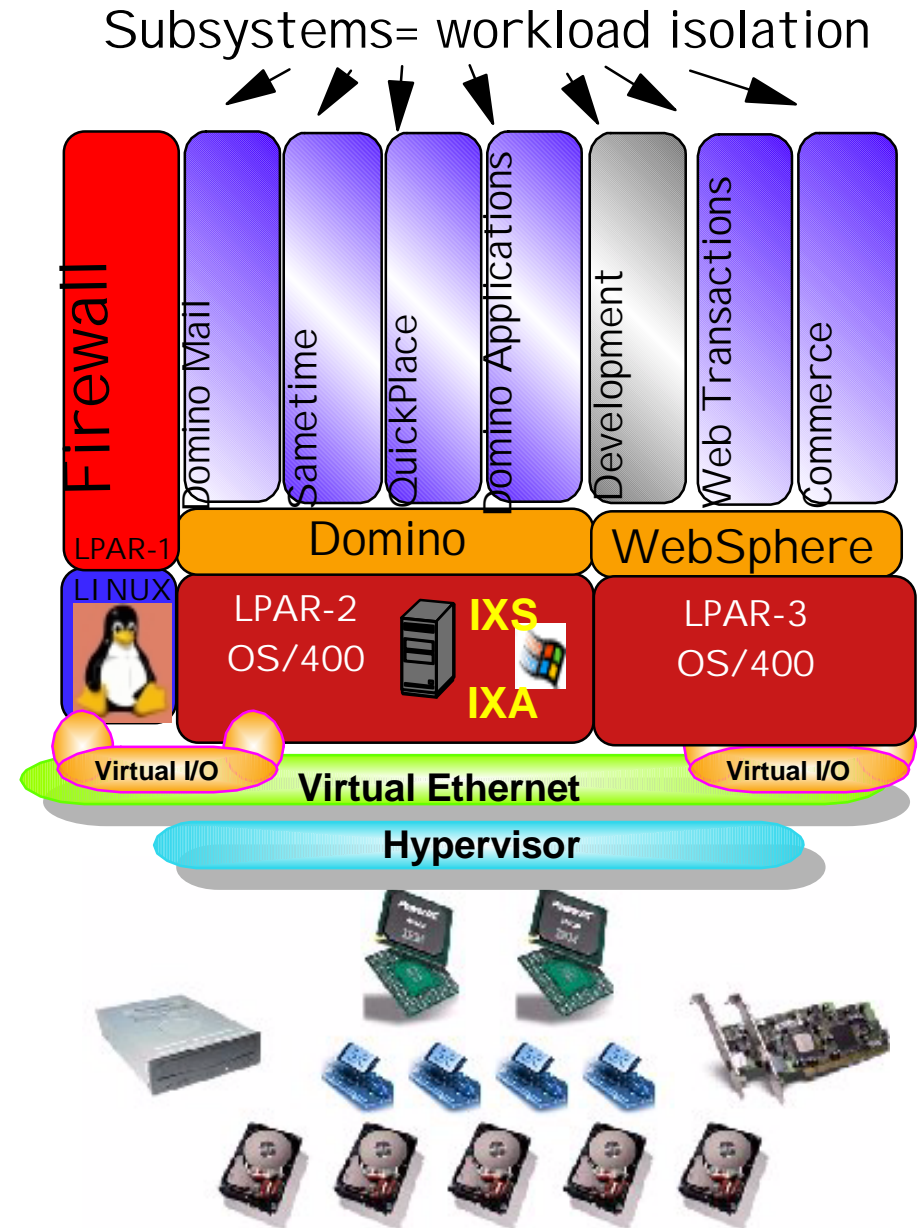
<p><u>CEO Pains:</u></p> <ul style="list-style-type: none"> ■ Business accountability requirements ■ Declining market share and revenue ■ Loss of customers ■ Need for expanded market at a lower cost ■ Need to provide for future business models 	<p><u>CEO Questions:</u></p> <ul style="list-style-type: none"> ■ Do you want to reach new customers and markets without building additional brick and mortar business? ■ Do you need to reduce your cost of marketing, operations and sales? ■ Do you see a need to improve the productivity of your workers? ■ Would you like to see your employees working as a team, sharing knowledge on best business practices? ■ Do you lack effective communication due to relevant information not at your fingertips?
<p><u>Finance Exec Pains</u></p> <ul style="list-style-type: none"> ■ Business accountability requirements ■ Declining revenue growth and lower margins ■ Need measurable ROI and benefits for Web expenditures ■ Different answers from various business units 	<p><u>Finance Exec Questions:</u></p> <ul style="list-style-type: none"> ■ Do you currently need to access or route any paper/trailing documentation to complete your mission critical work processes? ■ Are your customers asking to be able to view statements online and to view and pay bills electronically via the Web? ■ Do you want to be paid faster for your delivered products? ■ Do you want to optimize your inventory?
<p><u>Marketing Exec Pains:</u></p> <ul style="list-style-type: none"> ■ Eroding market share and customer base ■ Difficulty satisfying customers individual preferences and interests in cost effective manner ■ Need more customer interaction in order to anticipate customer needs ■ Company needs market expansion outside present reach ■ Need better customer retention due to increased competition ■ Product promotions are costly and too long 	<p><u>Marketing Exec Questions:</u></p> <ul style="list-style-type: none"> ■ Do you want to decrease your time to market? ■ Would you like to create and evolve a robust online presence? ■ Do your campaigns "speak" (are they personalized) to your target customer? ■ Do you have a cost effective method of reaching your current customers in the manner they wish? ■ Is the cost of customer acquisition exceeding your budget? ■ Do you want to improve customer loyalty and retention?
<p><u>Sales Exec Pains:</u></p> <ul style="list-style-type: none"> ■ Difficulty in keeping up with frequent product changes ■ Long sales cycle ■ Increasing margin on product sales ■ Orders are diminishing in size and number ■ Difficult to identify most profitable customer ■ Difficult to identify up-sell and cross-sell opportunities 	<p><u>Finance Exec</u></p> <ul style="list-style-type: none"> ■ Do you currently need to access or route any paper/trailing documentation to complete your mission critical work processes? ■ Are your customers asking to be able to view statements online and to view and pay bills electronically via the Web? ■ Do you want to be paid faster for your delivered products? ■ Do you want to optimize your inventory?

Selling your Customer on an eBusiness Vision

Building a TCO Vision

Build on the strengths of the iSeries Value Proposition

- **By Running Multiple Workloads**
 - ✓ Like OS/400, Linux, and Windows
- **Reliably, securely, cost effectively**
 - ✓ Because of LPAR and subsystem architecture
- **That can scale and adapt quickly to changes**
 - ✓ Using Power 4 technology
- **With solutions that based on open industry standards**
 - ✓ Domino
 - ✓ WebSphere
 - ✓ Commerce
 - ✓ Portal
- **And mask today's complexities**
 - ✓ Using the Navigator and Wizards
- **To build a strong foundation for the future!**



Case Study: Nintendo

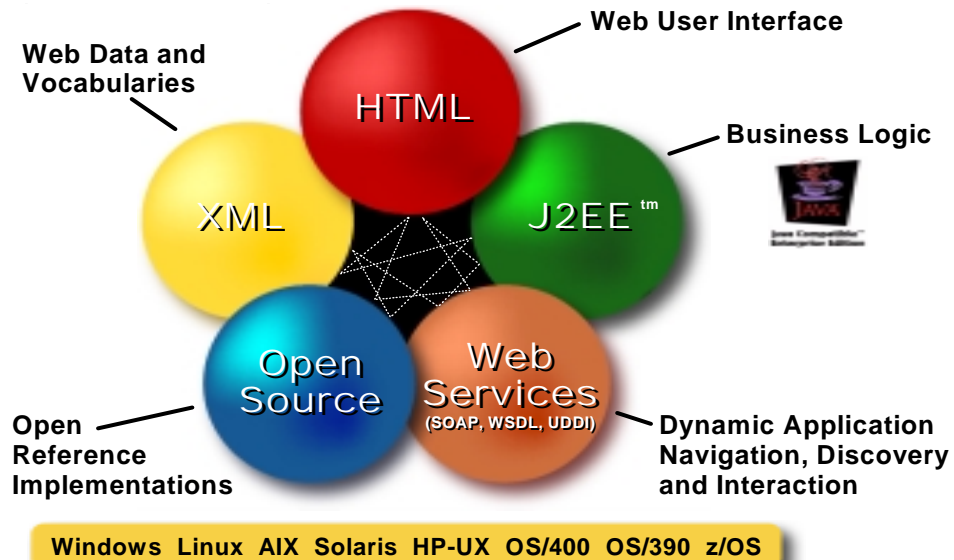
SCON

- 3 iSeries into a single 12-way with CUOD

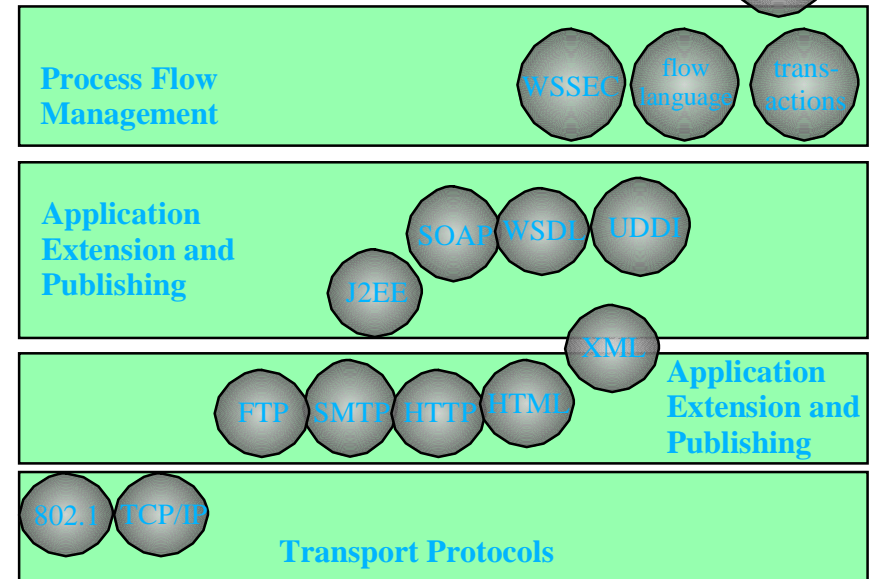
- 5 LPARS to support WebSphere, Domino applications and mail, financials, and database backup



Open Standards for eBusiness



Open Source



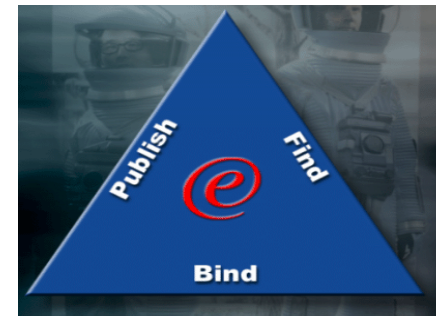
J2EE

- Servlets
 - A Java class plug-in to the application server
 - Acts as the Web application controller
 - Processes and routes browser requests to Java helper objects
- JavaServer Pages (JSPs)
 - Encapsulate the presentation (view) of the application
 - Allows a clean separation between presentation and dynamic content
 - Use Java scriptlets to reference Java beans for dynamic application data
- Java Beans
 - Encapsulate dynamic application data
 - Populated by the servlet
- Servlets, JSPs, and Beans are the resources of Web applications. They allow the generation of dynamic web pages.

Web Services

Interface

- ▶ WSDL
- ▶ Defines how to use the service



Directory

- ▶ UDDI
- ▶ "Yellow pages" that enable users to locate the services

Transport

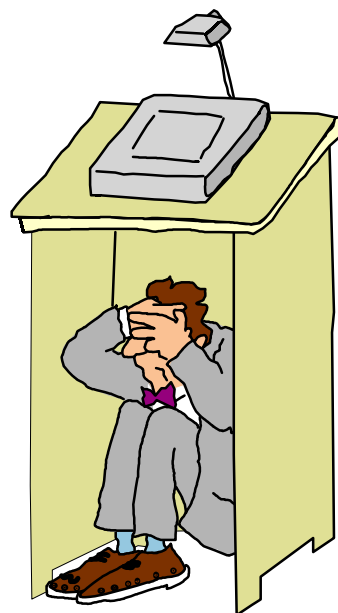
- ▶ SOAP
- ▶ Mechanism for connecting with applications and data
- ▶ XML over HTTP

Appendix

Appendix Table of Contents

- **References**
- **Sales Kits and Demos**
- **WebSites**
- **Redbooks and Whitepapers**
- **Education**
- **Other Resources**

Sales Resources



WebSphere



 **for iSeries™**

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 - 561-862-3827 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

Newsletters

"Selling iSeries e-business"

monthly newsletter, contact

Robin Clark, rjclark@us.ibm.com

Mike Martin, mpmartin@us.ibm.com

iSeries eInfrastructure Segment Managers

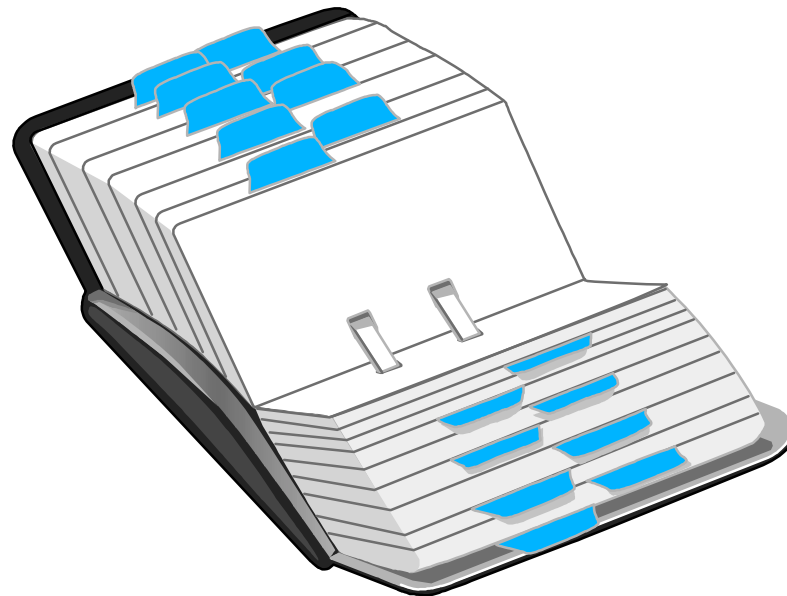
"IBM eServer iSeries e-business Newsletter"

monthly newsletter, contact

John Quarantello, Quarant@us.ibm.com

IBM eServer Solutions Marketing

References



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)

iSeries Case Studies

- <http://www-1.ibm.com/servers/casestudies/index.html>

The screenshot shows a Netscape browser window with the following content:


- Navigation Menu (Left):** Mainframe servers, Cluster servers, Solutions, Storage, Support, Developers, Press releases, Events, Education, Shopping help (Warranty info, View cart, Open saved carts, Estimate shipping, Order status, Returns policy, Shopping guarantee), Related links (Small business center, Business partners, IBM eServer ISO9001 certificate).
- Press Releases:** Tommy Hilfiger Corp. has chosen IBM servers and software, an IBM business partner and Linux for its new e-business infrastructure. → Learn More
- Features:** IBM eServer iSeries with V5R1 offers new flexibility. Elektro-Material AG, one of the largest suppliers of electronics equipment in Switzerland, chooses IBM eServer iSeries to consolidate their enterprise resource management application from existing AS/400 and Intel servers. The result is an increase in management capabilities on the Linux platform. → Learn More
- Main Content:** See how companies worldwide use IBM eServer solutions to grow their businesses.
- Filters:** View by technology, View by industry.
- Technology Links:** e-business, Business Intelligence, Business to Business, Customer Relationship Management, Enterprise Resource Planning, Java, Lotus Notes/Domino, Server Consolidation, Supply Chain Management, Windows Integration.
- Industry Links:** Banking, Finance and Securities, Education, Electronics, Government, Healthcare, Industrial, Insurance, Manufacturing, Media and Entertainment, Retail Distribution, Telecommunications, Travel and Transportation, Utility and Energy Services, Wholesale Distribution.
- Footer:** About IBM | Privacy | Legal | Contact

Technology

Industry

iSeries e-Business References

- <http://www-1.ibm.com/servers/solutions/e-business/iseries/>



e-business Server Solutions for iSeries - IBM eServer - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks Location: <http://www-1.ibm.com/servers/solutions/e-business/iseries/> What's Related

Instant Message WebMail Radio People Yellow Pages Download Calendar Channels

← Solutions

Business needs

- Business intelligence
- Collaboration
- Customer Relationship Management
- e-business
- Enterprise Application Solutions and Supply Chain Management
- Life Sciences
- Product Lifecycle Management
- Scientific and Technical Computing
- Server Consolidation

Related links:

- [iSeries homepage](#)
- [iSeries hardware](#)

IBM server


iSeries for e-business

Why iSeries for e-business?

IBM  server iSeries: the premier integrated business server built to help reduce the complexity of managing an advanced e-business environment.

- [iSeries advantages for e-business infrastructure](#)
- [iSeries and e-business](#)
- [iSeries and business-to-business](#)

Featured iSeries solutions for e-business infrastructure

With a wide-range of solutions supported by industry-leading developers, IBM  server offers maximum flexibility for your business. The following are just a few examples. Be sure to search for the e-Business solution that best meets your business needs. [Browse all available offerings.](#)

Tools for developing e-business solutions

[WebSphere Development Studio for iSeries](#): Gives customers and solution providers rapid and cost-effective ways to increase the number of Web-enabled, e-business applications for the iSeries server.


An application deployment solution

[IBM WebSphere Application Server for iSeries](#): Core hardware and software for deploying, integrating, and managing e-business applications. Supports the full range of applications, from dynamic Web presentation to sophisticated transaction processing--whether

Search Solutions

[Find e-Business applications on iSeries](#) Download helpful resources Leverage ServerProven solutions

Case studies

[Oriental Trading](#)
 (Download pdf - 163KB)

[Famous Footware](#)

[Federal Home Loan Bank of Des Moines](#)

[Welch's Foods](#)

[HMV Media](#)
 (Download pdf - 173KB)

Learn how [other companies](#) use iSeries solutions to meet

SWG All WebSphere References - Use "Find" for iSeries

- <http://w3.ncs.ibm.com/crmd.nsf/bysoftware?OpenView&Start=1&Count=2000&Expand=15.41#15.41>

IBM Customer Reference Materials Database - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Copy Paste

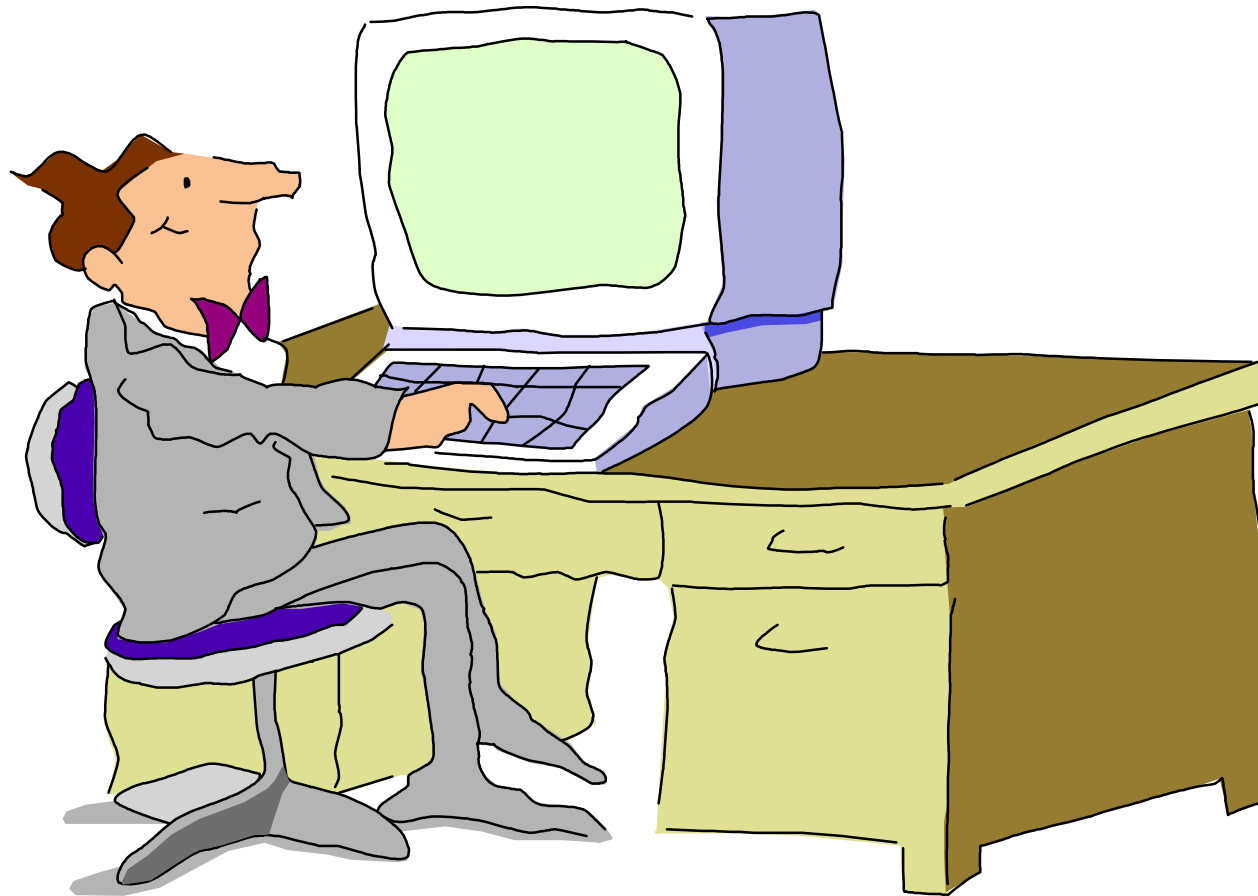
Links [com.ibm.as400.workloadestimator.servlets.EstimatorServlet](#) [Free AOL & Unlimited Internet](#) [IBM Business Transformation Homepage](#) [IBM Internal Help Homepage](#)

Address <http://w3.ncs.ibm.com/crmd.nsf/bysoftware?OpenView&Start=1&Count=2000&Expand=15.41#15.41> Go

▼ WebSphere Commerce Suite

Andin International	NA New Jersey - USA	Retail	<i>iSeries</i> Start now sparkles in getting jewelry resource Web site online, fast and affordably ... WebSphere® Commerce Suite implemented by IBM Business Partner Sky Solutions in six weeks	DB2 Universal Database, WebSphere Commerce Suite, iSeries Servers	05/06/2002	Brief
Apria Healthcare	NA California - USA	Healthcare	<i>iSeries</i> Vision Solutions offers Apria High Availability Excellence on iSeries	DB2 Universal Database, WebSphere Commerce Suite Start Edition, AS/400 Servers, iSeries Servers	09/30/2001	Case Study
Banco Davivienda	LA Colombia	Financial Markets	Banco Davivienda brings banking online with IBM.	DB2 Universal Database, Lotus Domino, Lotus Enterprise Integrator, VisualAge for Java, WebSphere Application Server, WebSphere Commerce Suite, RS/6000 Servers	01/04/2001	Case Study
Best-of-Italy.com	EMEA Italy	Retail	Best-of-Italy.com offers premium Italian products to consumers in 80 countries.	DB2 Universal Database, WebSphere Commerce Suite	06/05/2000	Case Study
Big Planet	NA Utah - USA	Retail	Big Planet draws technophobes to technology with Net.Commerce.	DB2 Universal Database, WebSphere Commerce Suite, RS/6000 Servers	04/12/99	Case Study
Brady Corporation	NA Wisconsin - USA	General Manufacturing	<i>iSeries</i> Brady Corporation: Leveraging IBM Technology to Achieve Value-Chain Integration An IDC e-business Case Study	DB2 Universal Database, Lotus Domino, Lotus Notes, WebSphere Application Server, WebSphere Commerce Suite, AS/400 Servers	11/13/2001	Case Study
BuyUSA.com	NA District of Columbia - USA	Government, Wholesale Distribution & Services	BuyUSA boosts export trade with WebSphere Commerce Suite	DB2 Universal Database, Lotus Notes, Network Dispatcher, Net.Data, WebSphere Application Server, WebSphere Commerce Suite, RS/6000 Servers	09/28/2001	Case Study
Caja Rural de Torrent	EMEA Spain	Retail Banking	IBM Business Partner automates document management for Spanish bank ... Lotus Domino Start Now Collaboration reduces paper flow, facilitates communication between branches	Lotus Domino.Doc, Lotus Domino, WebSphere Application Server, WebSphere Commerce Suite	12/16/2002	Success Story

Sales Kits and Demos



i can do it



SK3T-4118

Sales Kits - iSeries Access Family

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

Whitepaper

iSeries Access Family (Product No. 5722-XW1)

- ◆ iSeries Access for Windows
- ◆ iSeries Access for Web
- ◆ WebSphere Host Publisher
- ◆ iSeries Access for Wireless
- ◆ iSeries ODBC Driver for Linux

By Carol A. Miner

IBM**IBM *@server*****iSeries
Access Family
Sales Guide**

Your
connection
to *iSeries*...



WebSphere Demos - eBusiness In Action Site and CD

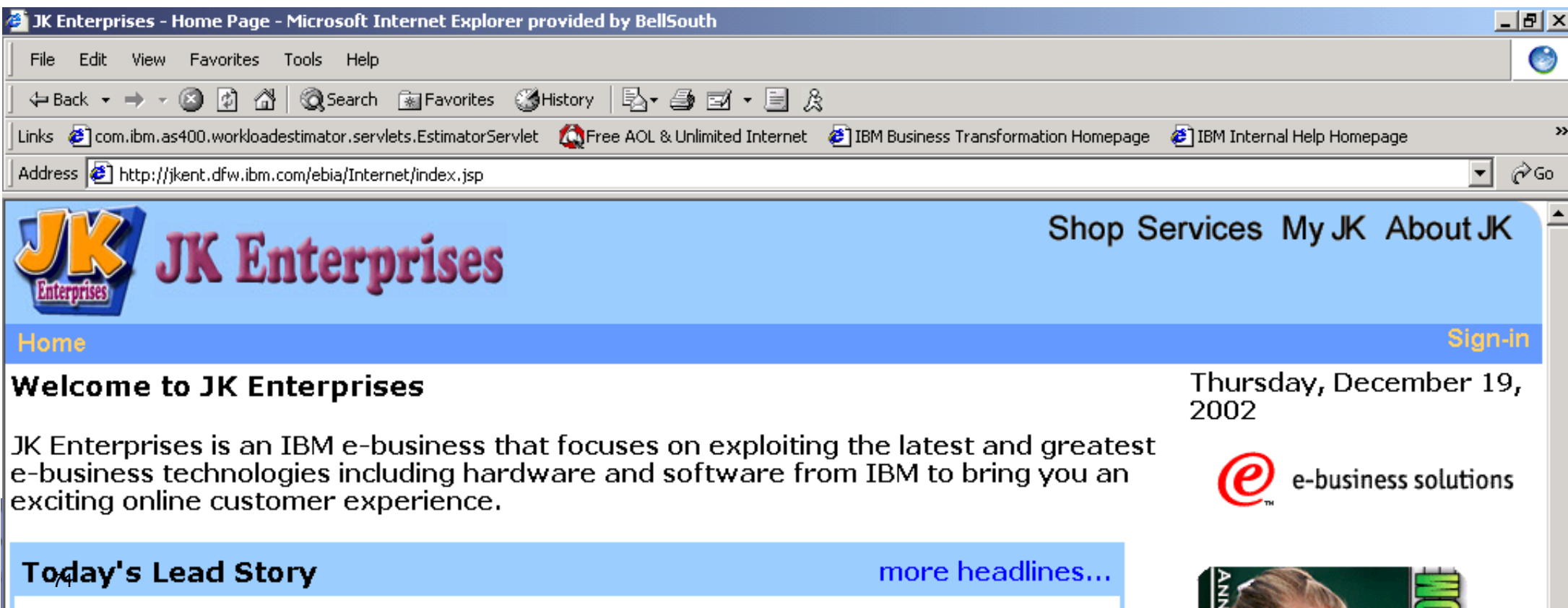
<http://jkent.dfw.ibm.com/ebia/index.jsp>



Order the ebiA CD - Order at w3.demopkg.ibm.com

(Order after 1/17/03 to get latest update)

Business Partners have your IBM rep order in quantity for you!



JK Enterprises - Home Page - Microsoft Internet Explorer provided by BellSouth

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Links [com.ibm.as400.workloadestimator.servlets.EstimatorServlet](#) [Free AOL & Unlimited Internet](#) [IBM Business Transformation Homepage](#) [IBM Internal Help Homepage](#)


Address <http://jkent.dfw.ibm.com/ebia/Internet/index.jsp> Go

JK Enterprises Shop Services My JK About JK

Home [Sign-in](#)

Welcome to JK Enterprises Thursday, December 19, 2002

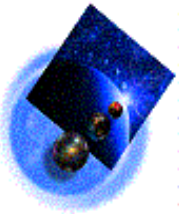
JK Enterprises is an IBM e-business that focuses on exploiting the latest and greatest e-business technologies including hardware and software from IBM to bring you an exciting online customer experience.

 e-business solutions

Today's Lead Story [more headlines...](#)

eCommerce WebSphere Demos - Demonet Center

<http://ecommerce.dfw.ibm.com>



WebSphere Commerce Demos

WebSphere Commerce Professional Edition, Version 5.4

[B2C Demo Script](#)
[InFashion](#)
[WebFashion](#)
[WebAuction](#)
[FashionFlow](#)
[Commerce Accelerator](#)

WebSphere Commerce Business Edition, Version 5.4

[B2B Demo Script](#)
[ToolTech](#)
[Commerce Accelerator](#)

MedSci, WebSphere Commerce Business Edition Interactive Demo

[Install Instructions \(pdf\)](#)
[Demo Script \(pdf\)](#)
[Download Simulated Demo](#)

Commerce-enabled Portal Demo with WebSphere Commerce Version 5.4

[Demo Script \(pdf\)](#)
[Commerce Portal](#)

IBM SET Configuration Demo WebSphere Commerce Version 5.4

[Demo Instructions\(pdf\)](#)

WCS 5.1 for Digital Media Demo

[Demo Script](#)
[Digital Media](#)

WebSphere Commerce Version 5.1

[Demo Script](#)
[JK Sports](#)

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Choose from many demos that highlight the features of the WebSphere Commerce Family of products!

- Download the script
- Options are hotspots
- Click and GO!

Additional Demopkg and DemoNet Options!

[iSeries Access for the Web Demo](#)

- V5R2: <http://iseriesd.dfw.ibm.com:2016/webaccess/iWAHome>
- V5R1: <http://iseriesd.dfw.ibm.com/webaccess/iWAHome>
 - User ID: WUSER
 - Password: GUEST1

[iSeries iNotes Demo](#)

- <http://iseriesin.dfw.ibm.com/>

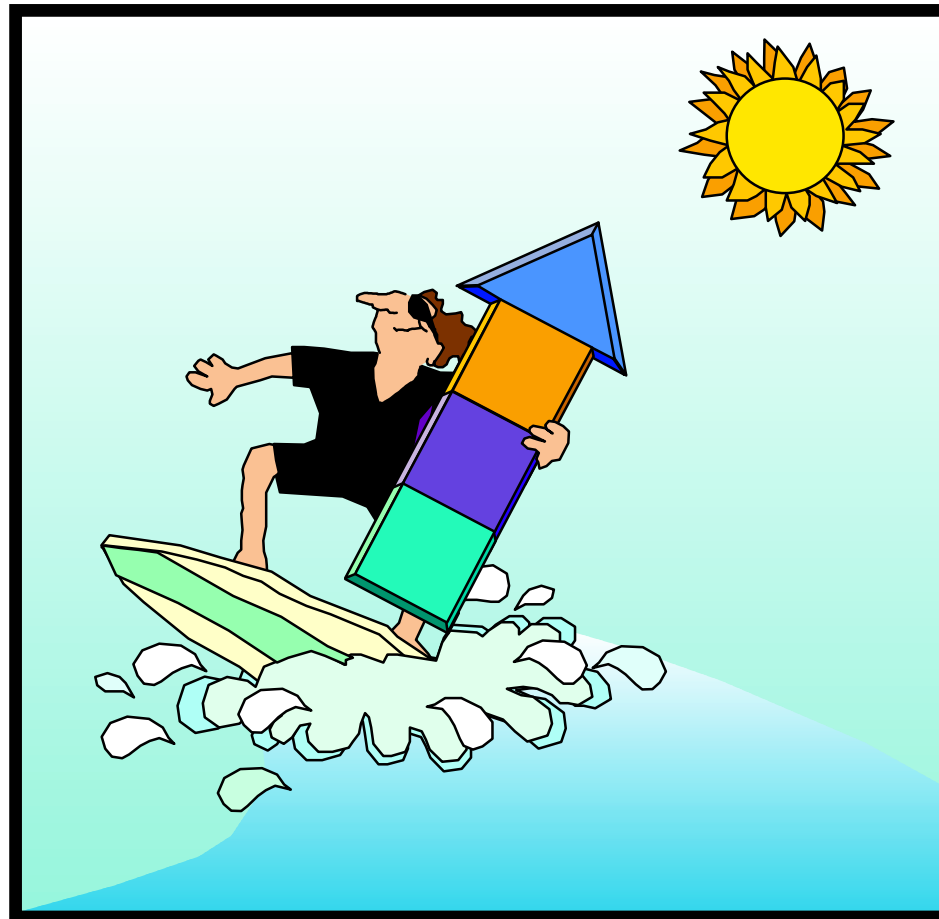
[iSeries Sametime](#)

- <http://stdemo2.dfw.ibm.com/>

[iSeries QuickPlace](#)

- <http://iseriesqp1.dfw.ibm.com/>

Websites for Additional Information



ibm.com/eserver/series/software/websphere/wsappserver/

WebSphere Home

- What's New
- About WebSphere
- Ordering
- Documentation
- FAQs
- Samples
- PTFs
- Migration
- Newsletters
- Related Resources**

WebSphere Application Server

IBM WebSphere Application Server for IBM® eServer iSeries is an e-business application deployment environment built on open standards-based technology. It is the cornerstone of WebSphere application offerings and serves as the foundation for many other WebSphere products.

WebSphere Application Server for iSeries is now available in three editions: the new Advanced Single Server Edition, the Standard Edition, and the Standard Edition Pages and Pages to quickly transform static content into dynamic content. Web content also provides a high performance WebSphere for implementing EJB components, corporate business logic, enhanced Advanced Edition capabilities, and supports multiple runtime topologies and distributed processing. The Standard Edition, available in all versions previous to version 4.0, supports Java servlets, JavaServer Pages and

Updated: July 9, 2002

What's New

New Please see the [What's New](#) page for more information on these updates.

- An important notice concerning the IBM® WebSphere Application Server for iSeries relating to Apache Security Update 2002-02-20.
- The WebSphere Application Server Advanced Edition and Standard Edition for iSeries V3.5.6 group PTFs are now available.
- If you have WebSphere Application Server V3.0.2.x installed, you must read the [Migration documentation](#) before installing V3.5. It is very possible that you will have steps to perform which require that your 3.0.2.x WebSphere administrative instances be running.
- The WebSphere Application Server Advanced Edition and Standard Edition for iSeries V3.5.6 group PTFs are now available.
- The WebSphere Application Server Advanced Edition and Standard Edition for iSeries V3.0.2.4 group PTFs are now available.

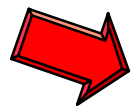
Related Links

- IBM WebSphere Application Server
- WebSphere Developers - WebSphere
- e-business
- Java
- HTTP Server
- iSeries 400 Developer Kit for Java JDBC Web Page
- WebSphere for iSeries
- WebSphere Payment Manager for iSeries
- WebSphere Personalization for iSeries
- WebSphere Development Tools for iSeries
- IBM WebSphere & iSeries Newsletters

Features

Remember This URL!

Burn it in Your Brain!



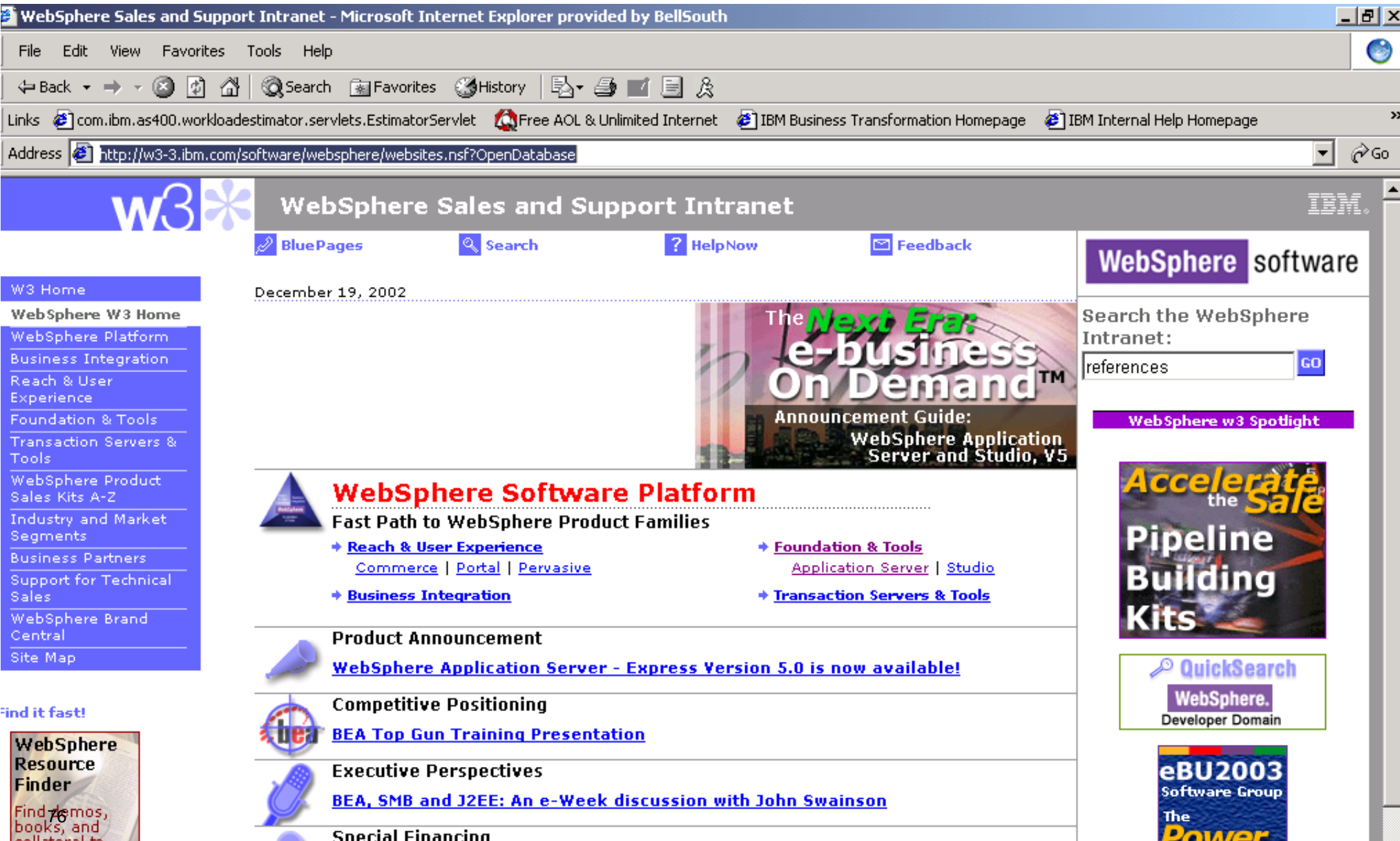
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UNIVERSITY 2003
Software
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- <http://w3-3.ibm.com/software/websphere/websites.nsf?OpenDatabase>



WebSphere Sales and Support Intranet

December 19, 2002

WebSphere Software Platform
Fast Path to WebSphere Product Families

- ➔ [Reach & User Experience](#)
Commerce | Portal | Pervasive
- ➔ [Foundation & Tools](#)
Application Server | Studio
- ➔ [Business Integration](#)
- ➔ [Transaction Servers & Tools](#)

Product Announcement
[WebSphere Application Server - Express Version 5.0 is now available!](#)

Competitive Positioning
[BEA Top Gun Training Presentation](#)

Executive Perspectives
[BEA, SMB and J2EE: An e-Week discussion with John Swainson](#)

Special Financing

WebSphere software

Search the WebSphere Intranet:

WebSphere w3 Spotlight

Accelerate the Sale
Pipeline Building Kits

QuickSearch
WebSphere.
Developer Domain

eBU2003
Software Group
The Power

WebSphere Resource Finder
Find demos, books, and collateral.

PartnerWorld System Sales - Business Partners only

<http://www-1.ibm.com/partnerworld/sales/systems/ibmsm.nsf/>



IBM Systems Sales - Netscape

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Bookmarks Location: <http://www-1.ibm.com/partnerworld/sales/systems/ibmsm.nsf/mainframeset?readform&cdoc=igreenstreakssk> What's Related

Instant Message WebMail Radio People Yellow Pages Download Calendar Channels

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Systems Sales Home Americas > Servers > iSeries >

IBM server iSeries

The IBM  server iSeries is the industry's leading business server for mid-market companies. It features the intelligent integration of key e-business functions, innovative technologies, application flexibility, superior performance and the new tools required for managing e-business.

GREENSTREAK
ENHANCE. MODERNIZE. EXPLOIT.

Quick Links

- [Operation GreenStreak "Start Simple, Grow Fast" TCO sales kit](#)
- [Performance news](#)
- [iSeries 2Q playbook](#)
- [iSeries Planning](#)
- [Rochester Briefing Center \(RBC\)](#)
- [iSeries sales kit](#)
- [BlueSurround](#)
- [Selling IBM !\[\]\(053ecc0f11ce3eaaf59579a64bc6e912_img.jpg\) server @server Seller newsletter](#)
- [iSeries Information Center](#)
- [Join iSeries Nation](#)
- [Linux sales site](#)
- [Analyst InSight](#)

Top Stories

- [Operation GreenStreak sales kit](#)
Operation GreenStreak is the biggest iSeries and AS/400 play of the year, and we're expecting it to deliver incredible advantages to our customers while having a significant positive impact on our second-half results. Familiarize yourself with the program materials and other deliverables in this sales kit, and make Operation GreenStreak a central component of your second half game plan.
- ["Start Simple, Grow Fast" sales kit](#)
"Start Simple, Grow Fast" is a sales tactic designed to help you leverage the Operation GreenStreak promotion to motivate your customers to modernize and enhance their existing applications with new technology -- both hardware and software! "Start Simple" solutions are directed at your SMB profile customers, while "Grow Fast" solutions are strategically positioned for customers who are transforming their businesses to the Web.
- [Anatomy of a Win: IBM eServer iSeries Offering for Linux and YKK](#)
IBM is the IT industry's Linux leader, and this win story about the iSeries Offering for Linux and zipper manufacturer YKK illustrates how iSeries and Linux are delivering the world's best solutions to small and medium-sized businesses.

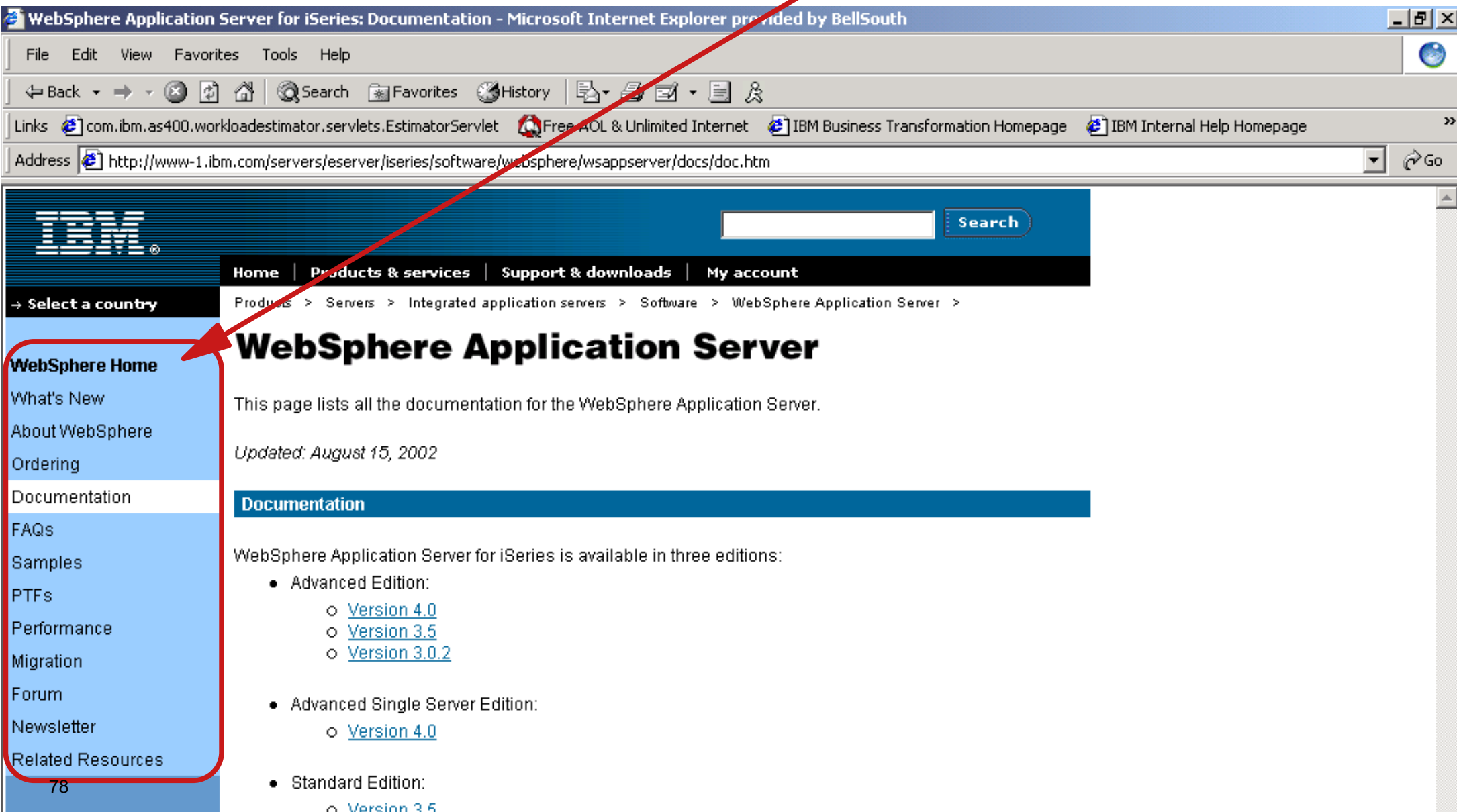
Privacy Legal Contact

Document: Done

WebSphere App Server Product Documents

ibm.com/servers/eserver/series/software/websphere/wsappserver/docs/doc.htm

Key Documents - The source for product information that includes development and administration topics



The screenshot shows a Microsoft Internet Explorer browser window with the following details:

- Title Bar:** WebSphere Application Server for iSeries: Documentation - Microsoft Internet Explorer provided by BellSouth
- Address Bar:** <http://www-1.ibm.com/servers/eserver/series/software/websphere/wsappserver/docs/doc.htm>
- Navigation Bar:** Home | Products & services | Support & downloads | My account
- Breadcrumbs:** Products > Servers > Integrated application servers > Software > WebSphere Application Server >
- Main Title:** WebSphere Application Server
- Text:** This page lists all the documentation for the WebSphere Application Server. Updated: August 15, 2002
- Section Header:** Documentation
- Text:** WebSphere Application Server for iSeries is available in three editions:
- List-Group:**
 - Advanced Edition:
 - [Version 4.0](#)
 - [Version 3.5](#)
 - [Version 3.0.2](#)
 - Advanced Single Server Edition:
 - [Version 4.0](#)
 - Standard Edition:
 - [Version 3.5](#)
- Left Sidebar (Navigation Menu):**
 - WebSphere Home
 - What's New
 - About WebSphere
 - Ordering
 - Documentation** (highlighted with a red box and arrow)
 - FAQs
 - Samples
 - PTFs
 - Performance
 - Migration
 - Forum
 - Newsletter
 - Related Resources
- Page Number:** 78

Work Load Estimator (WLE) - Size Matters!!!

<http://www.as400service.ibm.com/estimator>

Use On-Line Estimator workloads for:

- Java Applications deployed on WebSphere Application Server
- Lotus Notes Mail and Applications
- WebSphere Commerce Suite Pro Edition v5.1
- Web (HTTP) Serving
- Traditional Workloads (ERP, etc.)
- and more...

IBM Workload Estimator for iSeries
an IBM  server

Version: 2002.2 fix.4
06-Aug-02
www-912



WebSphere #1

Workload Definition

1. [WebSphere Version?](#) v3.5 v4.0
2. How many [total visits per hour](#) do you anticipate for the server system during the **busiest** hour of the day?
3. In a typical visit, how many of the following operations will occur:
 - a. [Static web pages](#) served:
 - b. [Java Server Pages \(JSPs\)](#) served:
 - c. [Java Servlets](#) executed:
 - d. [EJB Session Beans](#) accessed:
 - e. [EJB Entity Beans](#) accessed:
4. [DBCS support](#) for this workload:

Other Application Modernization Solutions

- **LANSA**

- www.lansa.com
- Lansa for Web



- **mrc**

- www.mrc-software.com
- Productivity Series

powered by mrc

- **Linoma Software**

- www.linomasoftware.com
- Envoy



- **BCD**

- www.bcdsoftware.com
- ProGen WebSmart



- **Advanced Business Link (ABL)**

- www.ablsoftware.com
- Strategi



- **GeneXus**

- www.genexus.com
- Internet



- **Computer Associates**

- www.ca.com
- Advantage (2E)

Redbooks and Whitepapers

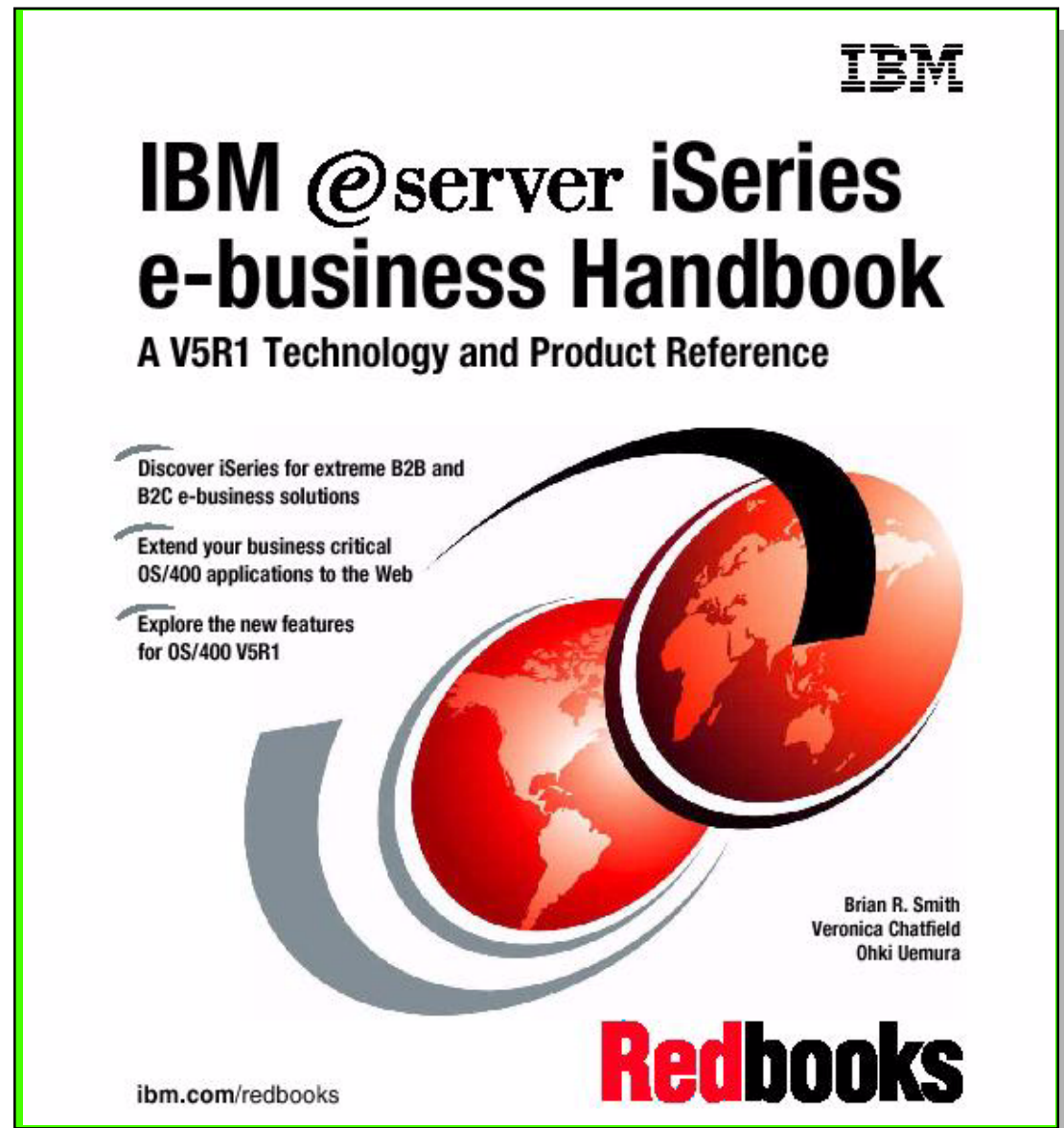


A Must Have: iSeries e-business Redbook (SG24-6711)

Topics:

- ✓ The how, what, and why of iSeries e-business
- ✓ Building e-business sites: Phased approach
- ✓ e-business-out: Extending core applications to the Web
- ✓ Domino Application Server for AS/400
- ✓ WebSphere Application Server
- ✓ WebSphere Commerce Suite for iSeries V5R1
- ✓ B2B: Transforming business processes for e-business
- ✓ B2B: Connectors, Application solutions and Services

ibm.com/redbooks



Redbooks and Redpieces

Product Information, Installation and Configuration

WebSphere 4.0 Installation and Configuration on the IBM e(logo)server iSeries Server	SG24-6815-00	Redbook
IBM e(logo)server iSeries e-business Handbook: A V5R1 Technology and Product Reference	SG24-6711-00	Redbook
A Feature Based Comparison Between WebSphere Application Server and ASF Jakarta Tomcat	REDP0198	Redpaper
IBM Web-to-Host Integration Solutions	SG24-5237-03	Redbook
IBM e(logo)server iSeries Handbook Updates: Changes from April 2001 to August 2001	REDP0143	Redpaper
IBM e(logo)server iSeries Handbook Version 5 Release 1	GA19-5486-21	Redbook
IBM WebSphere V4.0 Advanced Edition Handbook	SG24-6176-00	Redbook
Load-Balancing Internet Servers	SG24-4993-00	Redbook

Application Development

Building iSeries Applications for WebSphere Advanced Edition 3.5	SG24-5691-00	Redbook
WebSphere J2EE Application Development for the IBM eServer iSeries Server	SG24-6559-00	Redbook
WebSphere Dev. Tools for iSeries Generating Web Front Ends to Existing Applications	REDP0516	Redpaper
iSeries e-business Handbook: A Technology and Product Reference	SG24-5694-01	Redbook
IBM WebSphere Development Tools for AS/400: An Introduction	REDP0503	Redpaper
Building AS/400 Applications for IBM WebSphere Standard Edition 2.0	SG24-5635-00	Redbook
Version 3.5 Self Study Guide: VisualAge for Java and WebSphere Studio	SG24-6136-00	Redbook
Programming with VisualAge for Java Version 3.5	SG24-5264-01	Redbook
Enterprise JavaBeans with VisualAge for Java: A Case Study for the iSeries Servers	REDP0136	Redpaper
User-to-Business Patterns for e-business: Developing AS/400e e-business Applications	SG24-5999-00	Redbook
Using VisualAge for Java Enterprise Version 2 to Develop CORBA and EJB Applications	SG24-5276-00	Redbook

www.redbooks.ibm.com

Redbooks and Redpieces

Application Deployment

Application Service Provider Business Model: Implementation on the iSeries Server	SG24-6053-00	Redbook
Web Enabling AS/400 Applications with IBM WebSphere Studio	SG24-5634-00	Redbook
Implementation and Practical Use of LDAP on the IBM eServer iSeries Server	SG24-6193-00	Redbook
B2B Integration Guide: Using WebSphere Application Server and Domino for iSeries	REDP0139	Redpaper
EJB Development with VisualAge for Java for WebSphere Application Server	SG24-6144-00	Redbook

Commerce

WebSphere Commerce Suite V5.1 for iSeries, Implementation and Deployment Guide	REDP0159	Redpaper
Connect for iSeries with WebSphere Commerce Suite:		
B to B Enabling a WebSphere Commerce Suite Web Site	REDP0127	Redpaper
Integrating WebSphere Commerce Suite w/Domino Back-End App.: iSeries 400 Edition	REDP0141	Redpaper
WCS V5.1 Performance Tuning	SG24-6258-00	Redbook
Integrating WebSphere Commerce Suite With a Back-End Order Management Application	REDP0514	Redpaper
e-commerce Patterns for Building B2C Web Sites Using IBM WebSphere Commerce Suite V5.1	SG24-6180-00	Redbook
Payment Server V1.2 for AS/400: Secure Transactions in e-commerce	SG24-5199-00	Redbook
Net.Commerce V3.2 for AS/400: A Case Study for Doing Business in the New Millennium	SG24-5198-00	
Redbook		

Performance

Java and WebSphere Performance on IBM eServer iSeries Servers	SG24-6256-00	Redbook
WebSphere Scalability: WLM and Clustering Using WebSphere Application Server Advanced Edition	SG24-6153-00	Redbook

www.redbooks.ibm.com

Redbooks and Redpieces

Domino

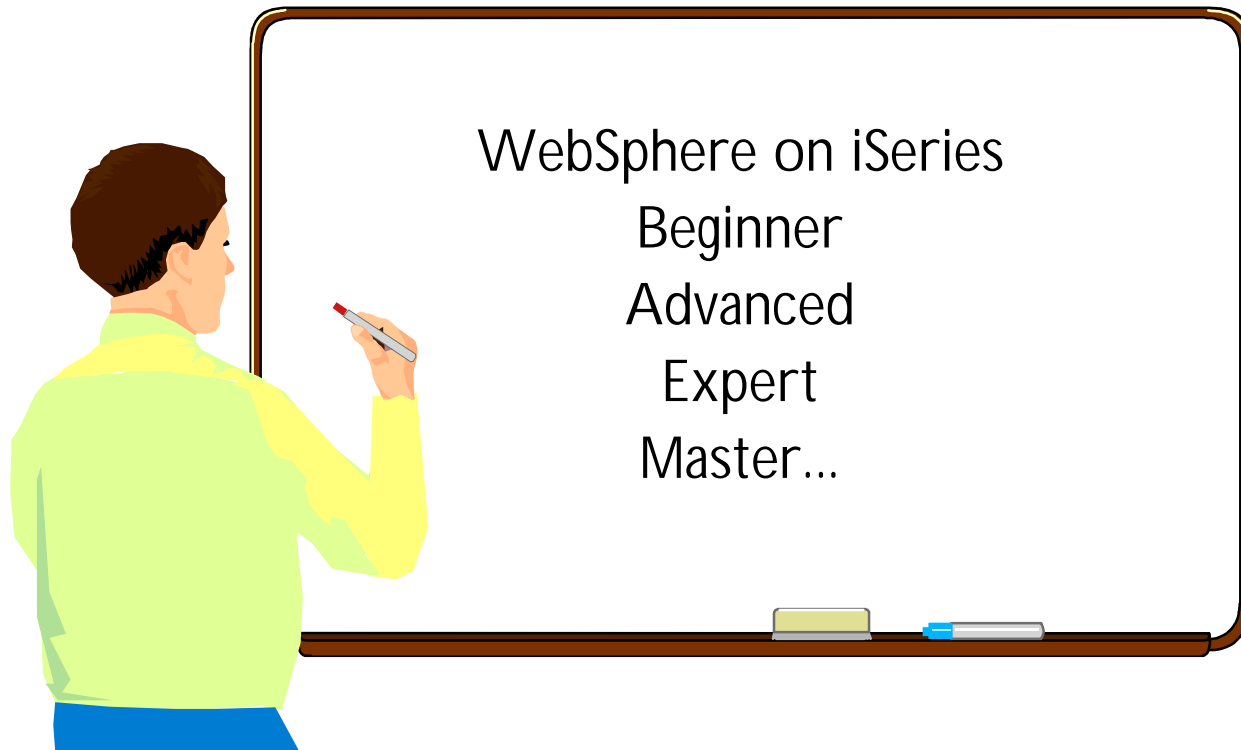
Domino and WebSphere Integration on the IBM e(Server)iSeries Server	SG24-6223-00	Redbook
Domino and WebSphere Together Second Edition	SG24-5955-01	Redbook
Developing an e-business Application Using Lotus Domino for AS/400	SG24-6052-00	Redbook
Developing e-business Applications Using Lotus Enterprise Solution Builder R3.0	SG24-5405-00	Redbook

Web/Network/XML

The XML Files: Using XML and XSL with IBM WebSphere V3.0	SG24-5479-00	Redbook
HTTP Server (powered by Apache): An Integrated Solution for IBM eServer iSeries Servers	SG24-6716-00	Redbook
Connecting WebSphere to DB2 UDB Server	SG24-6219-00	Redbook
Internet Security in the Network Computing Framework	SG24-5220-00	Redbook
IBM Host Access Client Package	SG24-6182-00	Redbook
Integrating XML with DB2 XML Extender and DB2 Text Extender	SG24-6130-00	Redbook
IBM Enterprise Information Portal A Primer	SG24-5749-00	Redbook
Developing a New Breed of System Sizer	REDP0428	Redpaper
A Feature Based Comparison Between HTTP Server (original) and HTTP Server (Apache)	REDP0197	Redpaper
Converging TCP/IP and SNA Networks: Web Access over SNA	SG24-2101-00	Redbook
IBM Network Utility Description and Configuration Scenarios	SG24-5289-00	Redbook

www.redbooks.ibm.com

Education



WebSphere Sales Certification

- All iSeries sales specialists will be required to be certified by June 31, 2003
- Target Certification will be available March 2003

- Skill Requirements
 - Articulate the value proposition of WebSphere on iSeries
 - Understand the WebSphere product offering for iSeries
 - Explain the competitive advantages of implementing e-Business on iSeries
 - Identify e-Business problems that can be solved with WebSphere
 - Identify iSeries WebSphere opportunities
 - Articulate business and technology advantages solutions
 - ** You can get more details from the spreadsheet that Don Heller sent us..

- Education
 - Existing WebSphere on iSeries sales training class - SW272 - will be updated and available starting February 2003

Skills Development- *iSeries University*

- ibm.com/services/learning/spotlight/series

S6185 - WebSphere Studio for iSeries plus WebFacing Tool
S6164 - Programming with WebSphere Application Server for iSeries
S6174 - WebSphere Adv. Edition 3.5 for iSeries Programming Workshop
S6201 - WebSphere Application Server V3.5 Inst. & Config. for iSeries
S6232 - IBM WebSphere Host Publisher Application for iSeries Dev. Wksp - **New**
S6183 - VisualAge for Java and Enterprise Toolkit/400
S6191 - Java Programming with iSeries and AS/400e Toolbox
S6184 - Java for RPG Programmers
S6173 - Java for COBOL Programmers
S6206 - What's New in OS/400 V5R1? - **New**
S6196 - What's New for iSeries RPG IV in Version 5? - **New**
S6203 - Domino & WebSphere Integration on iSeries - **New**
S6187 - VisualAge RPG for iSeries - **New**
S6178 - Using Net.Data with the AS/400
S6216 - Connect for iSeries Workshop V1.1 - **New**
S6186 - CODE/400 for iSeries - Basic - **New**
S6205 - CODE/400 for iSeries - Advanced - **New**
S6189 - OS/400 V5.1 TCP/IP Basic Implementation - **New**
S6127 - iSeries and AS/400e TCP/IP Implementation for e-business
S6227 - OS/400 V5.1 TCP/IP Implementation & Server Configuration
S6192 - OS/400 V5 HTTP Server Implem. (Apache and Original) - **New**
S6193 - Enabling OS/400 V5 TCP/IP Security - **New**
S6163 - iSeries e-business Application Development Environment

Skills Development- *iSeries Technology Center*

■ ibm.com/servers/eserver/series/service/itc/ebiz.htm

S6221 - Intro to iSeries for Computer Professionals

S6222 - Object Oriented Programming on iSeries

S6216 - Connect for iSeries Workshop V1.1

S6228 - iSeries Application Development with Java

iTC12 - Web Enablement Workshop for iSeries

S6232 - IBM WebSphere Host Publisher Application for iSeries Development Workshop

S6233 - iSeries Performance Analysis Tools for WebSphere Applications

S6234 - iSeries Web Deployment Workshop

S6217 - iSeries Performance and Capacity Planning SAP R/3

Seminar - Core Business to e-business

IBM  server iSeries Technology Center

Skills Development- SWG WebSphere Education Services

www-3.ibm.com/software/webservers/appserv/education.html

WebSphere Application Server Non platform Specific

Education

It's easy to learn about WebSphere software. IBM has several educational options available to you. From classroom courses to onsite assistance and Internet-based training, if you're ready to learn – we're ready to teach.

For a listing and overview of **WebSphere Version 4.x classes** visit the [IBM Learning Services Spotlight](#) site.

For a complete listing and overview of **all courses** including the [WebSphere Product Family](#), visit this [IBM Learning Services](#) site.

These classes are offered by [IBM Learning Services](#) 1 800 IBM-TEACH (426-8322) and by [AIM Services Education Services](#):

Instructor-led courses

The following courses are listed using US course codes and refer to US schedules. For other countries go to: [IBM Learning Services Home Page](#) and select the appropriate country.

[WF491: WebSphere Application Server V3.5 to V4.x Skills Transition for Administrators](#)

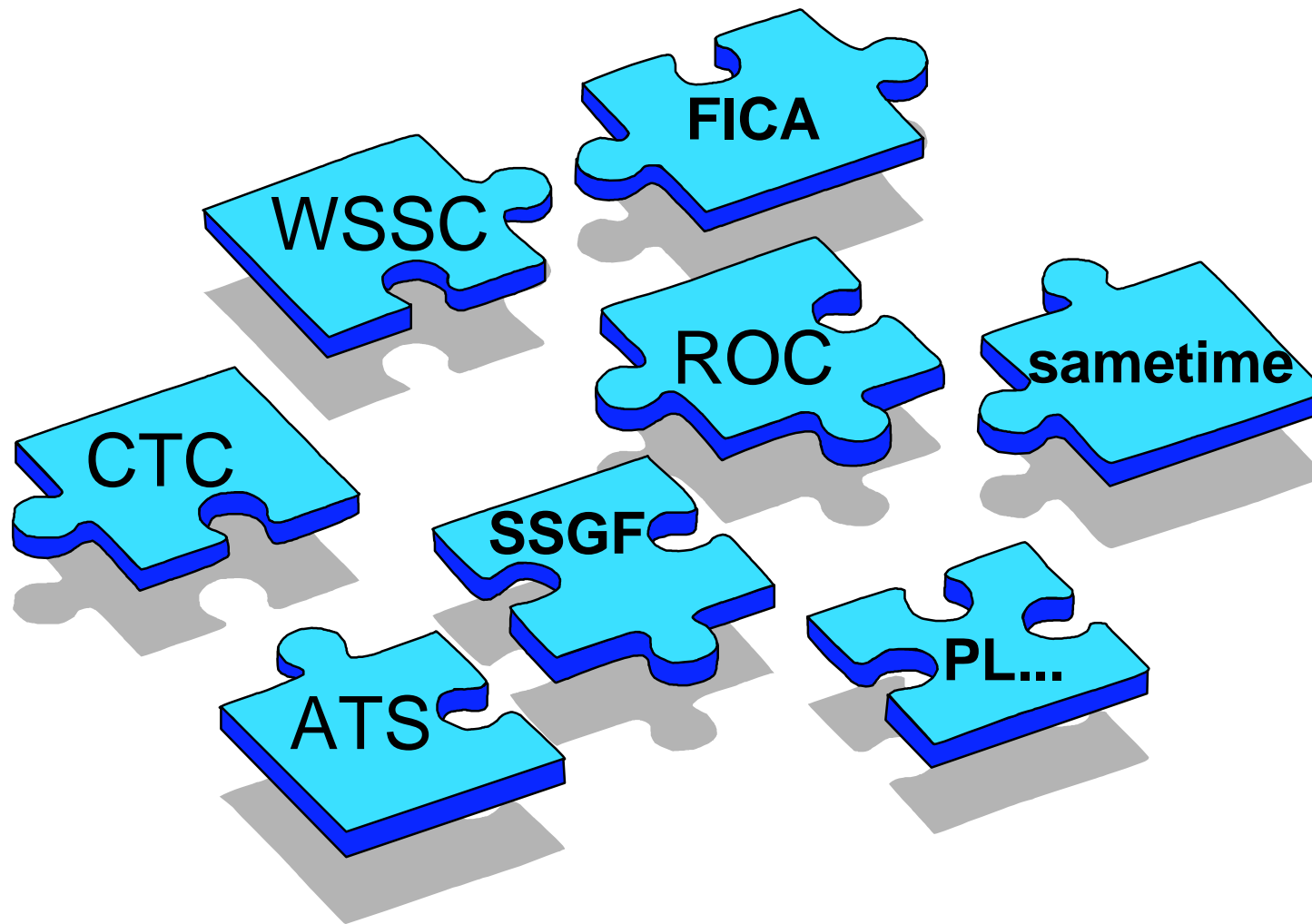
[WF481: Develop/Deploy J2EE Applications with WebSphere V4.x for WebLogic Developers](#)

On this page:

- [Instructor-led courses](#)
- [Distance learning classes](#)
- [Online tutorials](#)
- [Additional online tutorials](#)
- [Other IBM training](#)



Other Resources...



First Install Customer Assistance

First Install Customer Assistance for Websphere Application Server Standard or Advanced Edition for iSeries or AS/400.

- We would like to welcome new customers to the Websphere arena and provide them with assistance that may be needed to install and configure Websphere Application Server, either Standard or Advanced Edition. By starting with a working instance of Websphere Application Server and reviewing the sample programs provided, your time spent with Websphere Application Server will be more productive and enjoyable. Through your application and acceptance into this program, the Rochester Support Center will provide you with 8:00AM - 5:00PM Central Standard Time phone support assistance in setting up a Websphere Application Server test environment.

This assistance includes:

1. Documentation clarification
2. Verify you have all Prerequisites available: Software, Hardware, PTF's, and Communication configurations
3. Creation of a default Websphere instance
4. Configuration and enablement of Websphere for an HTTP server
5. Installation and use of Websphere Client based Admin Console (excluded Firewall configuration)
6. Validate the above by running of a sample servlet.

<http://www.iseries.ibm.com/developer/websphere/assistance.html>

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

Where Business Partners Get IBM Pre-sales Support

IBM Business Partner Support:

800-426-9990

www.ibm.com.Partnerinfo



when all else fails, call Rochester Opportunity Center

E-Mail: rchiroc@us.ibm.com

Phone: 1-507-253-7056

Where to get services...

iSeries Custom Technology Center (CTC)

- Custom Development Services for iSeries and WebSphere!
- Native e-business Solutions using WebSphere, Servlets, JSPs, CGI's, HTML
- Modernizing Legacy Applications to Take Advantage of e-business Technologies (B-to-B, B-to-B)
- Native Java Programming
- Native Domino Solutions
- WebSphere Commerce Suite Solutions
- Native MQ Series
- Application Port Assistance
- Client/Server Development including Network Station
- Database Applications
- TCP/IP and Sockets Application Development
- Advanced Technology Implementation
- RPG, COBOL, ILE C Programming

*Contact: Mark Even 507-253-1313 even@us.ibm.com
Pete Cornell 507-253-4955 pcornell@us.ibm.com
Ray Harney 507-253-0920 harney@us.ibm.com*

(EMEA) Eric Aquarrone CTC_EMEA1@fr.ibm.com

e-business (Services) Partners for WebSphere

To be on this list, the Partner must have:

- Certified in WAS (Std and/or Adv v3.5 or above) or WCS (v5.1 or above)
- Have an iSeries ebiz/ecom VAE
- Have iSeries references (native)

Eastern Region

- ▶ Application Design Services, Inc - www.adsapps.com
- ▶ Bridan Technologies - www.bridan.com
- ▶ Computer Applications Specialists, Inc. - www.comappspec.com
- ▶ CommerceQuest - www.commercequest.com
- ▶ CrossLogic Development Corp. - www.crosslogic.com
- ▶ DyComp, Inc - www.dycompinc.com
- ▶ Sky Solutions, LLC. - www.skysolutions.com
- ▶ Softwrite Computer Systems - www.softwrite.com

Western Region

- ▶ Chouinard and Myhre, Inc, www.cm-inc.com
- ▶ Kalos Group, Inc. - www.kalos.com
- ▶ MMI Internetworking
-www.mmi-internetworking.com
- ▶ MSI System Integrators - www.msiinet.com
- ▶ Pacific Software Associates, Inc. - www.psateam.com
- ▶ RyTE Consulting - www.ryte.com
- ▶ Symatrix Technology - www.symatrix.com
- ▶ The TAM Group - www.tamgroup.com
- ▶ Zobrist Consulting - www.zobristinc.com

Central Region

- ▶ Advanced System Designs - www.asd.net
- ▶ Altier Technologies, LLC - www.AltierTech.com
- ▶ Andrews Consulting Group - www.andrewscg.com
- ▶ Computech Resources, Inc. - www.compures.com
- ▶ DigiTerra - www.digiterra.com
- ▶ DPS, Inc. - www.dpslink.com
- ▶ Foresight Technology Group - www.foretek.com
- ▶ Haverstick Consulting - haverstickconsulting.com
- ▶ Keller Shroeder & Associates, Inc. - www.KSAinc.com
- ▶ Strategies & Solutions - www.Strategies-LLC.com
- ▶ 3X Corporation - www.3x.com

North Region

- ▶ Group Present - Present.ca
- ▶ SilverBlaze Solutions Inc. - www.silverblaze.com

Software Developer and BP Lease

- 1.75% of List Price per month, 12 month lease
- Typical configurations : USD \$250 - \$400/mo.
- Contact PartnerWorld
 - www.developer.ibm.com (software mall)
 - 1-800-426-9990

PartnerWorld for Developers
Business discounts



