

IBM Start Now Solutions  
for e-business



## Host Integration: Start simple and grow your e-business fast



## Leverage legacy data with new e-business fast

"Keep it simple" is a time-honored maxim. But with the explosion of the Internet and e-business, sometimes it isn't easy to keep things simple. But you can start simply and grow quickly.

IBM Start Now Host Integration Solutions allow a business to extend the reach of its business information by leveraging existing legacy applications and data with new e-business solutions to maximize total return on investment. You manage the migration of host information to Web clients at your own pace. One package supports a diverse community of users, eliminating the need to work with multiple vendors. That's simple.

IBM Start Now Host Integration Solutions provide everything you need to create and deploy advanced e-business solutions that rely on host systems. You can:

- Give host applications a Web look and feel without programming
- Integrate multiple legacy applications in a single Web page, or
- Use any of the host integration programming technologies to create new e-business applications with ties to legacy systems.

With IBM Start Now Host Integration Solutions you can quickly extend host applications to the Web and provide software for the creation and deployment of new host access e-business applications, without requiring any changes to the existing applications themselves.

Whether you need to deliver a simple Web-like interface, extend your legacy applications to new users, or build dynamic Web applications using sophisticated Java™ solutions, Start Now Host Integration Solutions offer powerful tools and unmatched flexibility.

### Implement now and get into e-business

IBM Start Now Host Integration Solutions are part of an integrated family of solutions for e-business. Each of the solutions is specially designed to assist growing businesses get into e-business quickly and affordably or to broaden a company's involvement in e-business.

The Start Now family consists of three groupings: (1) core solutions that get you going in e-business (infrastructure, e-commerce, and customer relationship management); (2) solutions that extend your e-business capabilities (business intelligence, collaboration, and host integration); and (3) solutions that more efficiently manage your Web presence (Website management and content management).

All IBM Start Now Solutions for e-business are *flexible and modular*. They work together. One set of solutions can be added to previously installed solutions, and they can be customized to the special needs of your e-business. You're not locked into anything.

All Start Now Solutions are designed for *quick and easy installation and configuration* by a qualified IBM Business Partner. This means you're engaged in e-business faster. In fact, there are cases where companies have implemented Start Now Solutions in a matter of weeks. Getting up and running fast also means a *quicker return on your investment*. Start Now Solutions have enabled companies to build up Web traffic quickly and increase sales significantly.

IBM Start Now Solutions for e-business are built on *open standards*. They'll work with what you have now, and they can grow as your needs grow, integrating with future technologies.

Finally, Start Now Solutions are designed for *high availability*, 24-7-365 operation, and for *security*. You can trust IBM's record of dependability in these areas.

Because IBM Start Now Solutions are available from your IBM Business Partner, you're dealing with someone who knows your business and what you need in order to compete on the Web in the way you want. Your Business Partner will assist you with consultation, implementation, customization and training. IBM Business Partners come with credentials few others can match – they're well qualified and highly trained by IBM. Those are advantages you can count on.

IBM and its Business Partners have years of experience in e-business. We've helped numerous companies as unique as yours get into e-business or integrate new e-business solutions into their existing systems. We welcome the opportunity to do the same for you.

### **Solutions that let you start now**

IBM Start Now Host Integration Solutions provide everything you need to create and deploy host access e-business solutions in a single offering. You can quickly extend host applications to the Web without changing the existing applications, create and deploy new host access e-business applications with a strong set of APIs and Java programming tools, and convert host screens into custom graphical user interfaces (GUIs) in less time, giving host applications the same look and feel as Web applications.

The offering is based on:

- IBM Host Access Client Package V1.1 to provide access to applications and data residing on hosts for traditional and Web users in SNA and intranet environments. Host Access Client offers thin client technology to distribute host access capability to remote users, as well as to users in intranet and extranet environments; and, using drag-and-drop technology, it has the ability to create new GUIs to front-end host information without programming. Host Access Client Package supports SNA, APPC, HPR and other related technologies.

- IBM WebSphere® Host Publisher V2.2, the fastest and easiest way to implement e-business by extending host applications to Web users and new e-business applications. If you're an IT professional familiar with your existing applications, WebSphere Host Publisher lets you simply extend them to the Web. If you're a webmaster, WebSphere Host Publisher offers the scalability, flexibility and robustness of an industrial-grade Web platform coupled with development tools that enable the reuse of previous work in the creation of new, sophisticated, host-linked e-business applications.

Finally, because IBM Start Now Solutions are built according to open standards, they'll work on your existing server or you can choose an IBM @server designed especially for e-business.

### **How you can start now**

The proven benefits of engaging in e-business are significant: increased sales, lower costs, greater market share, new markets, closer and more responsive relationships with customers, suppliers and partners. IBM Start Now Solutions for e-business can get you there quickly.

Contact your IBM Business Partner.

Or better, visit and register at our Website:

**ibm.com/software/smb**

If you don't have an IBM Business Partner, we'll help you find one.



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