IBM WEBSPHERE ENTERPRISE MODERNIZATION OFFERING - SPEAKER NOTES

Slide 1 - Modernizing Today's Enterprise Applications
- Welcome and thank you for attending today's seminar on the IBM Enterprise Modernization offering. My name is .....(name), and for the next (length) of time I will be reviewing IBM's Enterprise Modernization offering.
- IBM has a very compelling story to tell with it's dynamic WebSphere offerings, of which Enteprise Modernization is an important part of IBM's WebSphere's story

Slide 2 -Agenda
For the next (#) hours, I will give you an overview of the IBM WebSphere Enterprise Modernization Offering. The agenda for today will include:
- IBM WebSphere Market Leadership
- The IBM WebSphere Pyramid and Dynamic e-business
- Customer Pains/Requirements
- Enterprise Modernization Offering, Benefits, and Value Proposition
- Competitive Highlights
- Services
- Next Steps
- Summary
- Questions and Answers

Slide 3 - Seminar Objectives
By the end of today's seminar you will know the following about IBM's Enterprise Modernization (EM) Offering:
- why you should modernize
- what the EM offering consists of, benefits, and value proposition
- how EM can deliver e-business systems by leveraging your existing IT assets
- how EM can improve processes by leveraging e-business technology
- how you can become more competitive by reducing costs leveraging your existing application assets using Enterprise Modernization
- and how we can perform an assessment of your business to determine how this offering would work for you.

Slide 4 - WebSphere Market Leadership
- Now let's review WebSphere market leadership. We feel that the WebSphere Momentum is REAL and that WebSphere is the most compressive e-business platform and the most rapidly growing e-business platform
- WebSphere has the broadest portfolio of Internet infrastructure on the market. According to Gartner Group, "... virtually no vendor has the depth and breadth of IBM's middleware." (Feb 01)
- IBM has invested $1 billion in WebSphere over the last 3 years to expand our e-business portfolio
- WebSphere offers over 9,000 ISV Applications available for customers (500% year-to-year growth)

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- Over 1300 certified Solution Partners and 4700 trained Global System Integrator consultants worldwide are available to support your WebSphere applications.
- According to Giga, last year WebSphere captured 30% of the market, up 14% the year before, while BEA only grew 3%.
- WebSphere has enjoyed 11consecutive quarters of double-digit growth.

Slide 5 - CICS/390: Today!

CICS has a long and distiguished history. After its creation in 1969, it has evolved with the rapidly moving IT industry and ever changing customer requirements to become the world's leading transaction processing system.

Here are some of the highlights of CICS today:

- it is estimated that CICS systems manage 30 billion transactions per day, worth more than a trillion dollars.
- many of our customers have up to 30 years of application investments running on CICS
- there are approximately 14000 CICS customers worldwide
- there are around 2000 ISVs creating applications and tools for CICS
- it's estimated that 950000 programmers earn their livings from CICS
- there are around 30 million users of CICS
- 98% of IBM's top customers are CICS customers
- CICS can support more than 900,000 concurrent users
- CICS is heavily penetrated on the mainframe platform - 80%

Slide 6 - The Road to Dynamic e-business

- Over the past year, IBM has done a lot of work trying to identify how customers have adopted e-business technologies. The time period analyzed was over the last five years, since late 1996-1997 to the present. To do that IBM worked with McKenna Group and some of our internal market research resources to interview over 21,000 customers.
- The result: there are six distinct phases in e-business adoption. There is an initial state of Web access (not shown on chart), with users just accessing the Internet to find information, not real use of e-business.
- (the percentages shown. are the relative percentages of companies in the different states of e-business)
- The first real step of e-business is Web publishing, using the Web as a marketing channel for information about the company and/or its products, etc. and making that available to the outside world.
- The second phase is called e-business transactions, where external users, through Web applications, are allowed to connect to applications and data that were previously reserved for internal users. These transactions involve full update mode, full read/write modes and read only modes.
- The third step is where companies really start to focus more and more on internal integration, optimizing their internal processes making sure that as their processes become more visible to the outside world, that they become increasingly more integrated and more effective.
- That trend continues into phase four, external integration....the creation of value networks, which are external application integration points where companies work together with other companies to deliver more value to their customers than they would be able to do alone.

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- Where IBM sees all this evolving towards is a model they call dynamic e-business. Dynamic e-business is a business model where a company can really focus on its core activity and outsource all surrounding activities in a dynamic fashion over the Internet...the ability for one application to communicate with another application function over an Internet network and leverage and integrate with that applicaiton function. Basically what we're seeing is a long-term trend towards Digital Businesses..the creation of increasingly more automated and more integrated business processes that are transforming the way business is done right now.

Slide 7 - The WebSphere Pyramid?
- From leading edge development tools to integrated value chains to optimized interfaces on wireless devices, nobody else can take customers farther into the Dynamic e-business future. This is IBM's overwhelming competitive advantage. WebSphere is the one - the only one - comprehensive software platform for end-to-end Dynamic e-business
- WebSphere is the complete infrastructure for dynamic e-business.
- First, IBM can rapidly build & broadly scale Dynamic e-business applications: speeding the development of new and sophisticated services, running Web-based transactional business applications, and managing the growth of transactions with appropriate performance
- Next IBM can integrate, automate, & accelerate those dynamic e-business applications: integrating heterogeneous systems into the transactional environment, automating the processes those applications support, and accelerating this advanced e-business state by applying industry templates and expertise.
- IBM can then Personalize & Extend these Dynamic e-business applications to create optimal user experiences: building customer loyalty by creating a more personalized experience for your users, and reaching customers & partners through channels that suit them best.
- And finally, IBM can leverage this end-to-end infrastructure built to support Dynamic e-business to enable translations with customers and their partners.

Slide 8 - Dynamic e-business infrastructure delivers solid Return on Investment
- We know that in today's tough economic climate, companies will only invest in what will give them a near-term Return on Investment. Here, we see how the 3 key e-business customer benefits allow us to describe WebSphere in a way that demonstrates near-term ROI.
- IBM WebSphere fundamentally does three things to enable dynamic e-business and these map precisely to the three e-business customer benefits:
- 1. Provide streamlined access to personalized content to virtually any user or device, such as wireless and voice. By extending and personalizing the user experience, WebSphere allows firms to achieve customer loyalty.
- 2. Integrate and automate business processes to maximize the firm's ability to innovate and move quickly to implement new business models, thus allowing the firm to achieve business agility.
- 3. Rapidly build and deploy e-business applications across the enterprise and be ready to grow them to any needed level of demand, thus achieving the high productivity and scalability needed to maximize Return on Investment.

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Slide 9 - What is holding firms back from dynamic e-business: The ability to:

- IBM invented the concept of e-business, so they have earned the right to define it and have done so in a broad way that highlights our competitive advantage. Based on this comprehensive definition, these are the seven key actions that firms need to implement to embrace dynamic e-business:
- 1) Rapidly develop e-business applications. To implement new business models and bring them quickly to market, firms must have a very productive and open development environment
- 2) Deploy reliable and scalable infrastructure. Firms can not afford to outgrow their e-business infrastructure. They need to make sure that their architecture will not fail and will grow to meet all their e-business ambitions.
- 3) Integrate applications across their value chain. Companies need to break down the silos that inhibit information flows which are the fuel of e-business, both within the enterprise and across their value chain.
- 4) Automate & manage business processes. Once the application silos are integrated, firms can now make more productive the processes which use those applications.
- 5) Drive personalized experiences: firms need to optimize their e-business user interface to the needs of their employees, customers, and partners.
- 6) Reach new touch points: firms need to extend their e-business interface across the increasing number of relevant user devices, including wireless and voice access.
- and finally 7) Enable business transactions: firms can leverage this powerful new infrastructure to drive transactions, both business-to-consumer and business-to-business.

Slide 10 - WebSphere Pyramid Built on a Solid Foundation

- For companies that need a platform to build, deploy and grow an e-business, WebSphere's broadest portfolio of any platform, combined with IBM's heritage, integrity and global presence, make it the ideal, stable, long-term, e-business platform....and going beyond what any of our competitors have to offer in terms of the total functionality provided to meet all of the requirements for a comprehensive e-business infrastructure.
- Let's take a closer look at the Foundation and Tools of WebSphere.
- Achieve greater scalability and productivity with Foundation and Tools.. For companies wanting to build a highly scalable e-business, WebSphere provides the most open, integrated and productive tools and middleware to build, connect and manage applications across the most diverse and demanding business environments...Today's topic, Modernizing the Enterprise falls under the Foundation and Tools area of the pyramid. In addition to the three families of products in Foundation and Tools, WebSphere has at its base IBM Transaction Products and Tools with heritage and rock-solid reliability, so you know you can bring the robustness of the mainframe to your Web infrastructure.
- Our ability to leverage traditional systems and bring them into the e-business age is without peer." IBM's offerings here help our customers build, deploy and grow their e-business systems. We'll talk more about the EM offering, but first let me explain the other sections of the IBM WebSphere Pyramid.
- Achieve lasting customer loyalty with Reach and User Experience .. Build on the Foundation to render e-business capabilities and content as a compelling, personalized user experience to any device. For companies needing to build lasting relationships with customers, partners and employees, WebSphere improves each user's interaction with your e-business by

delivering personalized, role-based content, to any desktop or wireless device. Through its Commerce solutions, WebSphere also manages relationships and complex business processes while handling Business to Consumer (B2C) and Business to Business (B2B) transactions reliably and securely.

- The third area of WebSphere is Business Integration. This is about connecting and coordinating business applications to cut costs by streamlining and automating business processes, and to increase revenue by adapting dynamically to take advantage of new business opportunities. Enhance customer satisfaction by synchronizing processes and information to raise the quality of your service. Business Integration slashes cycle times and costs, producing greater efficiency by seamlessly automating value-chain processes. You can respond faster to customers and manage applications more easily. Plus, everyone will benefit from seamless communication and business operations that incorporate suppliers, vendors and partners.

Slide 11 - Enterprise Modernization

- Modernization is a strategic approach to deliver e-business applications through the harvesting and re-use of existing IT assets, as well as to leverage e-business technology, such as intranet collaborative solutions, to improve the efficiency of the application development process.
- The reasons for adopting a Modernization strategy are clear: we can achieve higher level of competitiveness by reducing costs of delivering strategic e-business systems and being first to market. Code re-use can be significantly less expensive and faster than re-writing, and a more efficient and productive development team does not waste time.
- Mainframes are still at the core of innumerable businesses today. They still contain large amounts of business data, as well as, the traditional systems with dumb terminals running applications, some of which are over 20 years old, are still largely in use to support business processes.
- Companies have a huge investment in these monolithic applications and would like to take advantage of these investments. Reusing these assets will save money and time, helping them to become an e-business faster.
- In today's e-business environment, speed is key. Any mechanisms that can be used to move the company toward its e-business goal are very important.
- Also in today's environment, it is critical that the diverse development groups work together well.
- All of this is key to modernizing the enterprise, moving them from the older, traditional systems to the web based systems of today.

Slide 12 - Enterprise Modernization Challenges/Hurdles

This modernization effort is not without its challenges.
- The enterprise modernization strategy was defined to address the following problems:
- Legacy applications that are not ready for integration into Web Application Architecture
- The analysis and harvesting of business processes from existing legacy applications is a manual process that is tedious and costly.
- There is a Scarcity of Skills and a Steep learning curve(or perception of steep learning curve)
- new/emerging technologies (XML, SOAP/WSDL, Struts, EJB, JCA, etc) are very complex.

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- There are Massive amounts of traditional technologies and applications that support them. (Including COBOL, PL/I, CICS, IMS)
- Multiple Artifacts and components must link together
- Application design is much more complex
- Multiple point tools are used in the different development efforts.
- There are differences between development groups
- There is Too much backlog and not enough time to deliver

The problems can fit into the following requirements:
- Enable reuse of existing components
- Retool COBOL developers to web developers
- Include many more developers in the process (business oriented)
- Deliver a common way to move business processes between languages and transactional environments
- Provide distributed debugging and testing across various runtimes
- Continue to support traditional zOS development and maintenance

Slide 13 - How would companies customers modernize enterprise applications today?

- We need to understand how modernization would be done today in a customer shop and some of the problems associated with today's methods.
- First a developer or project leader receives a request from a business function to either enhance, move or enable an application for web access.
- Early in the process, a decision has to be made to rewrite or reuse the existing application, as well as how to integrate it into the existing system applications. COBOL and Java do not speak the same language and do not understand the same thing. In this example, we will assume that a decision has been made to reuse some part of the existing application.
- In order to understand the application, the developer has to search for existing application documentation, which is often nonexistent or out of date. "Experts" are not always located in same location
- The developer must then search all libraries for all application artifacts. There is always the chance that some artifacts have been missed.
- Now the developer must estimate impact of any potential changes. He must find out how many programs interact with this application, as well applications that are affected by any data changes that are required for this e-business application.
- This research is all manual and thus, time consuming and error prone.
- Now the developer is ready to start the coding effort. He manually extracts the reusable code for the existing application. He must make sure that all necessary data elements are included. This creates our reusable component.
- Now he writes a program to call his new component.
- Now the developer, or, more likely, a developer with Java or other web based skills will create the web side of the application (connectors, JSPs, etc.). The original mainframe developer must communicate his requirements to the Java developer. Sometimes there are miscommunications.

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- Once all the development is completed, the application has to be tested across all necessary platforms.
- All along, our developer has communicated with his team mates as needed. His phone calls or messages are not recorded. Memos/post-its can't be shared and can be lost. And e-mail messages aren't saved.

Slide 14 - Customer Pains/Requirements
- Who are the key players in the move to e-business and what are their major concerns.
- As expected, the CFO is primarily concerned about costs, he wants to control his IT costs.
- The CIO wants to move to an e-business, but is also concerned about his costs and it takes too long to delivery e-business systems. He would like to leverage his investment in his existing applications.
- The IT manager has many concerns, including costs. He is concerned about retraining his existing developers, the long learning curve, and their morale. He is also concerned about the complexity of his ebusiness projects. More people with diverse skills are involved, all developing all sorts of different parts. This complicates the managment of his projects even more.
- IT Professionals find the e-biz application development process complex and difficult. He just want a tool to help them get the job done, no matter what type of project they are working on.

Slide 15 - How can Enterprise Modernization Help Your Pains
So how can EM help with your customer pains.
- If you are a CFO/CIO and IT Manager, it can help reduce your costs by shortening the e-business development time. By using one integrated toolset, and reusing existing assets, both time and money can be saved.

Slide 16 - Enterprise Modernization Strategy
With that basis, let's introduce the framework ofenterprise modernization:
- Connection - helps connect and reuse legacy enterprise applications for e-business by using connectors
- Componentization - promotes the transformation of legacy Enterprise Applications into components and the integration of these components into new e-business applications.
- Construction - provides visual tooling to include traditional and business oriented developers in the delivery of mission critical J2EE applications
- Collaboration - facilitates team development of component based e-business applications across the enterprise
- Completion - speeds the movement of applications from the development process through system test to production

Slide 17 - Enterprise Modernization New Products/Services
IBM has tooling to support each tenet of the Enterprise Modernization strategy. These tools:
- Provide access to technologies and processes
- Deliver understanding

- Discover interfaces
- Generate wrappers
- Extract business processes for service creation -code segments or visual interfaces
- Enable build of differing technologies with diverse skill sets
- Support testing & runtime execution

Slide 18 - Enterprise Modernization Offering Value Proposition

- Better Developer productivity for traditional and new developers and for the ENTIRE development process results in more applications, higher quality applications, supporting more business!
- The entire Developer organization trained in web technologies results in more applications, higher quality applications, supporting more business supported by developers who know the business!
- Includes more business level developers across the entire process (EGL). Results in more responsive development organizations focusing on applications meeting business requirements, not the other way around.

- Allows movement from proven traditional transactional processing to new innovative transaction processing resulting in highly performing environments today and tomorrow.

Slide 19 - Enterprise Modernization: Connection

The Objective of connection is :
- To Simplify the connectivity or access to host components
The Value:
- By easing the burden of connecting disparate applications and technologies, customers can realize savings by modernizing and reuse.

Slide 20 - Enterprise Modernization: Connection

To support the connection process:
- WebSphere Studo Asset Analyzer scans artifacts and builds a metadata repository of both distributed and zOS application processes.
- WebSphere Studio Enterprise Developer generates and flows connectors through both WebSphere and Enterprise zOS applications.
- Connector technology such as the CICS transaction Gateway (for CICS environments), or IMS connect (for IMS environment) provide JCA connectivity to back end transactions.
- Enterprise COBOL and Enterpirse PL/I now provide the capability to process XML and process based on message format and information.

Slide 21- Enterprise Modernization: Componentization

The Objective of componentization:
- Reuse existing applications as components
Value
- Position for evolution to dynamic e-business
- Deliver knowledge to speed developer action

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- Reuse IT assets as components
- Enable rapid application creation and maintenance

Slide 22 - Enterprise Modernization: Componentization

To support Componentization
WebSphere Studio Asset Analyzer:
- Analyze, evaluate, isolate, and reuse business logic
- Reduce or eliminate intensive efforts to create components by providing code segmentation technology
- Use existing skills or provide application knowledge to new developers supporting and integrating existing applications
- With information provided in Asset Analyzer, the decision is made to create components, or integrate via the existing screen oriented interfaces.

IBM Host Integration Solutions provide the ability to:
- Leverage existing applications without change
- Define and capture business process
- Build composite applications by grouping and ordering those business processes
- Integrate and drive applications from WebSphere

Slide 23 - Enterprise Modernization: Construction

The Objective of Construction is to
- Facilitate enterprise wide e-business J2EE component based development]
- The value is that many more developers will be involved inthe move to e-business.
- Our goal is to include more developers in the process, and also improve their understanding of the overall J2EE architecture and how their application implements to that architecture.

Slide 24 - WebSphere Studio Enterprise Developer Component Assembly and Building

WebSphere Studio Enterprise Developer provides best-of-breed integrated development environment for:
- Developing J2EE Applications including:
- HTML/Servlet/JSP/EJB/ oriented WebSphere Applications
- Java Connector Architecture (JCA) and JCA Connector generation
- Developing Web Services
- Developing XML Applications
- Developing COBOL applications
- Developing PL/I applications
- End-to-end local or remote unit testing
- Team development environment
- It begins with a simplification of the J2EE model provided by a Visual Construction and Assembly environment used by architects, developers and analysts to define application components and flow.

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- Using the industry open source struts architectur and runtime, the visual environment allows the painting of the visual forms and underlying actions that are initiated from the forms.
- From this unrealized web application flow, JSP, JAVA, COBOL, and PL/I developers add components or the underlying business processes.
- A new group of developers is also added to the process of developing web applications. Business oriented developers can use the high level EGL (enterprise generation language) in order to limit the technology they need to code, and enable them to focus on the fast delivery of underlying business logic. Of note, EGL ultimately generates to either JAVA or zOS COBOL supported runtimes.
- Our goal is to include more developers in the process, and also improve their understanding of the overall J2EE architecture and how their application implements to that architecture.

Slide 25 - Enterprise Modernization: Colloboration
Objective:
- Facilitate e-business team development
Value:
- Enable business to become an E-business more quickly,
- Allow developers to participate and build on their existing skills
- Improve teaming and communications among development groups

Slide 26 - WebSphere Studio Workbench - Enterprise Modernization: Collobration
IBM WebSphere studio is a comprehensive, integrated development environment providing:
- Broad Middleware and Platform Support
- Growing Developer Community
- Leadership in Open Technologies
The goal is to provide perspective oriented development surfacing parts of applications that are applicable to the developers task at hand, while making the all J2EE and enterprise end to end technologies available when required.

Slide 27 - Eclipse Workbench - An Open Tool Integration Platform
- Much of Enterprise Modernization focuses on developers and processes developers go through in discovering, developing, and delivering modernized applications.
- The WebSphere Studio Workbench is the underlying platform that supports many of these developer oriented processes.
- The workbench supports web development with WebSphere Stuido, Site Developer
- JAVA and J2EE EJB development with WebSphere Studio Application Developer
- Connector and microflow development with WebSphere Studio Application Developer/Integration
And the products focused on for Enterprise Modernization:
- WebSphere Studio Enterprise Developer supporting the construction, in a component model, of J2EE, connector, and legacy zOS based applications.

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Slide 28 - Enterprise Modernization: Completion
- The objective of completion is to move applications through the development and implementation cycle more quickly.
- The value is that the overall deployment costs are down and applications are delivered more quickly.

Objective:
- Enable developers to move through the testing and -implementation cycle in a timely, cost effective manner IBM

Value:
- Business delivers robust, high quality applications more quickly
- Lowers TCO of development and platforms

Slide 29 -Enterprise Modernization: Completion
- Enterprise Application Development solutions promote the discovery, development, and deployment of both traditional and e-business applications.
- It's all about enabling teams to be more productive, as well as understanding that teams now fulfill more development roles than ever. IBM is inclusive of the needs of both Internet and traditional developers in the Application Development cycle shown here.
- For example, development teams now include 3GL language coders in COBOL and JAVA, also designers using HTML and JSP's, new into the mix is XML and Web Services staff focusing on the definition of connectivity and communication of that connectivity both internally and externally.
- In summary, e-business deliveries require quick nimble movement by IS organizations, developers use their current business knowledge and skill sets to integrate what already exists will help meet an organizations time to market and quality objectives.

Slide 30 - Enterprise Modernization: Completion Offerings
- In every effort, these developers will go through a) the Discovery, b) the Develop and c) the Deploy process.
- In Discovery: IBM provides Impact assessment, business function identification and understanding, and connector Identification in the new WS Studio Asset Analyzer
- In Development: IBM proides team driven development tools including project sharing/management, application generation, coding, and testing capabilities. Developer languages supported include HTML, JAVA, COBOL, PL/1 & VA Gen.
- To make it easier for developers to use the appropriate tools for a particular development project, for example, WebSphere Studio Enterprise Developer gives them the flexibility to switch from Java to COBOL using the same development environment
- To complete the testing and deployment application support in the Deployment Phase, we have File Manager providing data management, Fault Analyzer for abend management, Debug Tool for application testing and stepping, Application Monitor for performance management, and Workload simulator to facilitate automated testing. Finally the subsystem tools provide specific support for CICS, IMS, and DB2 subsystems.

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Two final points to make, Studies have shown that developers spend 40 percent of project time on analysis and understanding, 10-20 percent on coding and 40-50 percent in the testing phase. So, to get real improvement, the full development cycle needs to be addressed. Second, the old waterfall approach to development, where step 1 ends then step 2, 3, and so on happen in order is out of favor due to the high risk at the end of the project. Iterative development processes say that you move through this cycle tens or hundreds of times in a project to deliver smaller amounts of capability and show progress and gain agreement on next steps. That's why complete solutions make so much sense today.

Slide 31 - How can customers modernize enterprise applications with IBM's EM offering
- WebSphere Studio Asset Analyzer can assist with the discovery of information about your enterprise applications and WebSphere Studio Enterprise Developer can assist your traditional and web developers in their efforts to modernize your applications.

Slide 32 - Competition vs. IBM
- How does IBM stack up against the competition? When it comes to providing understanding and development tools for legacy systems and web systems, IBM is the only vendor who does.   None of them provide the powerful collaborative portal tool, only IBM does.
- Our closest competitor in terms of providing a complete solution is Compuware. Compuware's XPEDITER/DevEnterprise, Code Coverage and other tooling provide all but the web analysis functions.
- Most of the other competitors are just web development vendors.
- However, Sun is taking a bit of a different take on the modernization of the enterprise. In a recent white paper titled "Rehosting Mainframe Applications on the Sun Platform", Sun is telling customers to move their CICS applications off the mainframe onto the Solaris platform. They claim to have duplicated the mainframe environment. They say they offer a cheaper alternative to the IBM dominated world and can help you move off of the IBM mainframes...

Cost crisis:
IBM only source mainframe hardware
 recent price increases
Software prices up
Development Crisis
Long development cycles on mainframe
Operational Crisis
Good mainframe developers are expensive, older, and hard to find

Sun Value Proposition - Get off those old mainframes!
Move CICS apps to Sun
Protect and maximize mainframe applications, data, and I/T skills
Reduce total cost of operation
Increase efficiency
New development with Sun tools for new environment????

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- Modernizing makes more sense than rehosting - have the skills for the mainframe and the assets running as is on the mainframe, not re-inventing or running in a simulated environement.

Slide 33 - Business Partner Overview
This page is for the business partner to provide an overview of IBM Enterprise Modernization; may be inserted where needed within the presentation

Slide 34 - Next Steps
Now we'll close by reviewing the next steps.
- IBM currently has a new sales tool called an executive assessment. This Executive Assessment will include a set of solution-specific questions and forms that we can use to work with you to identify where the Enterprise Modernization offering would work for you. The Enterprise Modernization executive assessment is targetted for completion in the third quarter.
- We would like to meet with you to conduct an assessment of your business, gather the information we need, and walk you through a structured analysis of your business and your competitive environment.
- At the end of this assessment, which takes approximately 2 to 3 weeks, you will have the opportunity to review a protoype website, a business assessment and a competitive website analysis.
- (Name) will contact you to arrange a meeting to assessment your business

Slide 35 - Enterprise Modernization Summary
In summary, Enterprise Modernization:
- Reduces the e-business application development time
- Uses industry standards accelerate development understanding and deliveries
- Eliminates Web & Traditional developer organizational barriers
- Reduces skills and technical challenges of e-business
- Positions for evolution to dynamic e-business
- Promotes reuse of IT assets as components
- Delivers rapid application creation
- Extends developer community in the organization
- Bridges the development skills gap with a common toolset for both Web and Legacy programmers

Slide 36 - Useful Websites
For more information on Enterprise Modernization, go to the following website (URL's can be read from the chart)

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Slide 37 - Thank You

No script needed